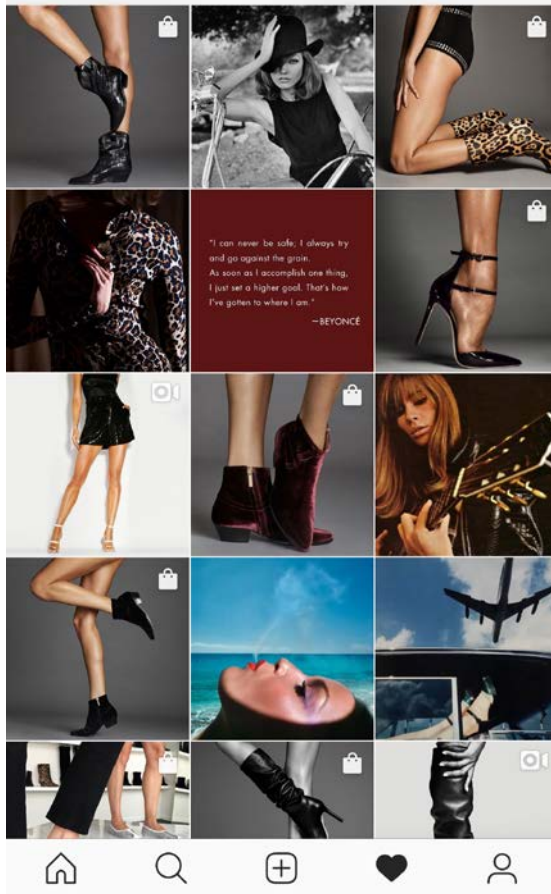




Visual Marketing Insight by
Ramlah Boadi

PRODUCT Branding is hinged on Social Media:



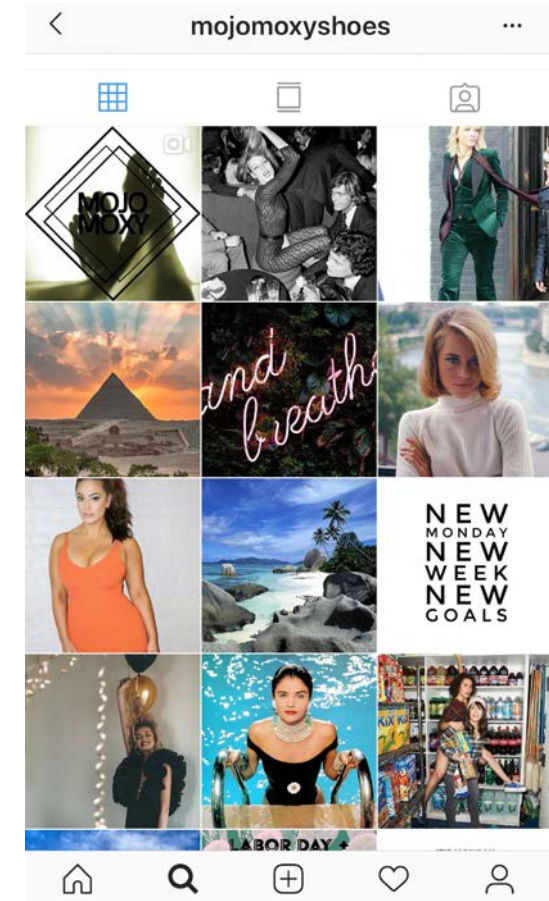
Social Media

People go to an Instagram page to see who a company is and if they have consistent style, and to their website to further a curiosity : what are they, do they fit what I am looking for, do they have it “together,” are they consistent, are they a trustworthy brand?

Instagram /pr/sales materials/blog ALL PLOTTED OUT with the design and roll out of a new season, it's classics and it's stories. (5 P's)

*Notice how Ramlah is nailing it, without being given the content only we (the brand/marketing team) can provide, which is necessary for success.

The Social Media will eventually have brand content as well as content generated by the social media, pr, bloggers, influencers, good brand stories, to add to our Social Media. i.e., it eventually starts to beget itself.



Product > Social Media = Branding = Marketing = Website > Sales Materials

- Your product is known to the world by how it is presented to the world.
- One presents fashion products to the world, in 2018, via Social Media which is married to a Website.
- Content representing the desirable brand is needed to present it to the world on social media and the website.
- Social Media is an amalgamation of brand, public relations, marketing and sales, and is a new, ever changing paradigm, to attract customers to the brand and create ambassadors for the brand.
- When creating content, plot it out, based on the brand identity, and all the marketing, pr and sales needs.
- There will be much cross over and tweaking for all the content, adding to the brand identity.

yes



no



PRODUCT is known by being seen via Social Media

- Create your products content: classic, seasonal and more decorative shoes in “stories.” This helps everyone relate to them, the designer, the sales and marketing people have something to talk about, create desirability around. Helps garner interest and desirability from bloggers, influencers and the media.
- Having a quality classic provides recognition, sustainability and repeat customers for a brand. Something to ground your brand in their minds.
- Think Sophia Loren (the self realized woman) for Mojo, Audrey Hepburn (the ingenue) for Dolce.
- We need a brand cornerstone for sustainable branding.



PRODUCT Branding and Social Media

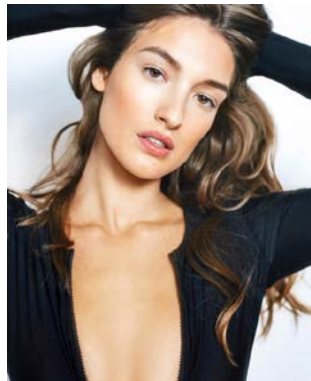


- Give us a mission, a story, ideals to ground the brand and company, that is reflected in everything we do.
- Simplify all marketing, visual and copy. Create and follow a design book with colors and fonts and “look” for the brand, throughout everything... all sales material, website, advertising, pr, social media.
- When shooting the shoes
 - Photos of shoes on no background, all angles, pair.
 - For marketing: Photoshoot with shoes: Have a manicurist/pedicurist/makeup and stylist. White, black, brown models, fitting into Sophia Loren type for Mojo and Audrey Hepburn for DOLCE, see samples. GREAT legs and feet with the shoes and boots, very very simple background... it is all about the legs and shoes. (have someone shooting the process, taking video, have the team, try to consider this, while they go about their days, as ambassadors of the shoes) Have a stylist present, make sure to pick models where shoes fit well. Consider extra seasonal shots for holidays and that seasons vibe. NEVER have toes hanging over the front of the shoes.
 - Create an online look book, adjust accordingly, have one printed for specialty customers or partnerships. (All the photographs serve the advertising and marketing, including advertising on social media and pictures for online sell through websites, etc.

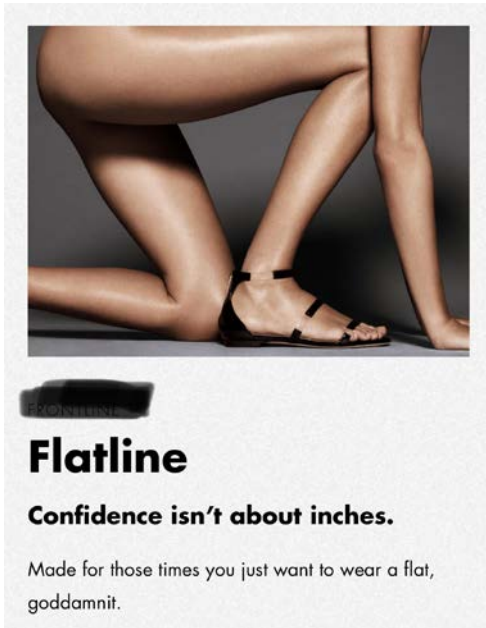
PRODUCT Branding is done with Social Media

- Social media: relationships with bloggers(all that entails), press releases for all things, emails/company blog, ie, creating content
- Small photoshoots with shoes, out in the world.
- NOTHING on the Instagram feed should look like an ad, rather, a beautiful picture that makes you desire the shoes, and the little icon that leads you to buy the shoes. The ads need to be separate. Instagram feed should never feel like a direct ad, more, a lifestyle story.
- Within Instagram marketing we:
 1. Educate: if we follow you, what will we learn? (create content on what is beautiful and stylish, what is design process, women doing great things, what has value and why, how to be/create stylishness)
 2. Inspire (Ramlah's got this down, we need to give her content, and support her enough to creating relationships with stylists, bloggers, influencers, the media, etc**) GORGUOUS PICTURES OF OUR SHOES ON FEET WITH LEGS, WITH SALE ICON. (both studio and lifestyle)
 3. Behind the scenes (we need to create this insight into the design process, ie, factory, packaging, at a trade show, in the office, our women working, what inspires us, us (the brand))
 4. Create community, we need to create this content as well, and need a clear mission to do so. For instance, we could celebrate all the classic and specialty mojo moxy shoes that are already on all sorts of websites, yet one would never know these shoes are out there, unless you search for them? Other ways to create community, "thanks to you," posts, where to find things, who and what we love, our customers (bloggers, media, pr), asking for suggestions, reblogs from other brands we love and further our ideals.
 5. The top 12 pictures always need to look great, work together, color coded.

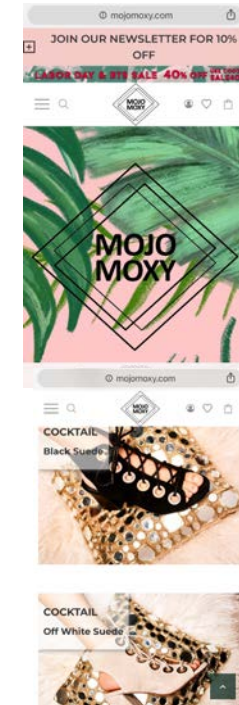
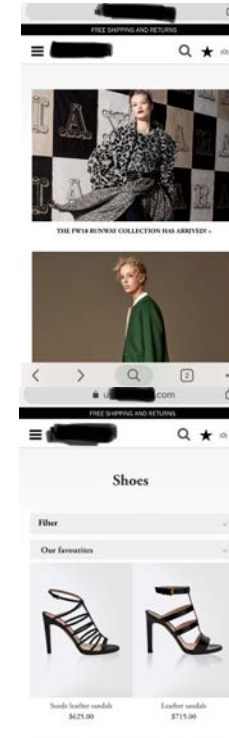
**Imagine how well Ramlah could work good, relevant content into our feed. Imagine, if they wanted it, they could actually safely order it, and feel even better, like we had it together, gave good advice, were a good place to spend their hard-earned money, they are left with a good feeling and want to spread the news? (Model examples below from LA MODELS... they can cross over to both brands)



PRODUCTS are legitimized and sold on your Website/Social Media



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- Redesign the websites to reflect a clear idea of what MOJO MOXY is, follow branding all the way through, must always be up to date, website must be secure and well designed. It is the face of your company, where as Instagram, is more like the personal life of your company. No one is really able to buy anything from the MojoMoxy.com as of this writing, the website is not secure. The website does not reflect a brand. It feels like it has some flighty ideas on it, yet is not grounded in anything. I saw classic shoes by mojo moxy on other websites, yet they were not reflected at all on ours? We should have our own stable of shoes reflecting the quality and value we are known for, and celebrate wherever our branded shoes are sold, with a link, and a nice spin, at the least. We need to show some human substance that reflects our brand. Further, atlshoes.com looks out of date and not reflective of anything desirable.
- Consider incorporating Dolce into Mojo Moxy site in an interesting way, and DolcebyMOJOMOXY .com that goes to either that page on MojoMoxy.com, if you incorporate it, or it's own sight. Think dolce is just a like the "ingénue of the MOJO MOXY Brand" where "the total, complete, put together, strong, which makes her sexy, women is the MOJO MOXY brand." have them on Shopify vs wordpress, so much of the back end can be animated.

SALES MATERIAL is made from Social Media and Marketing

- Our Social Media and Website aka All of the above plus:
- Sales Material aka PR and Marketing : Gorgeous, consistently branded sales material which is informative and reflects desirability.
- Classic and Seasonal/Stories LOOK BOOK
- LOOK BOOK Specialized to client.
- Ad artwork for online and brick and mortar, for ourselves and to offer our clientele. (all needs)
- What does the sales team need for a Dillard's, Nordstrom's or Kohls or the online style stores, amazon?

