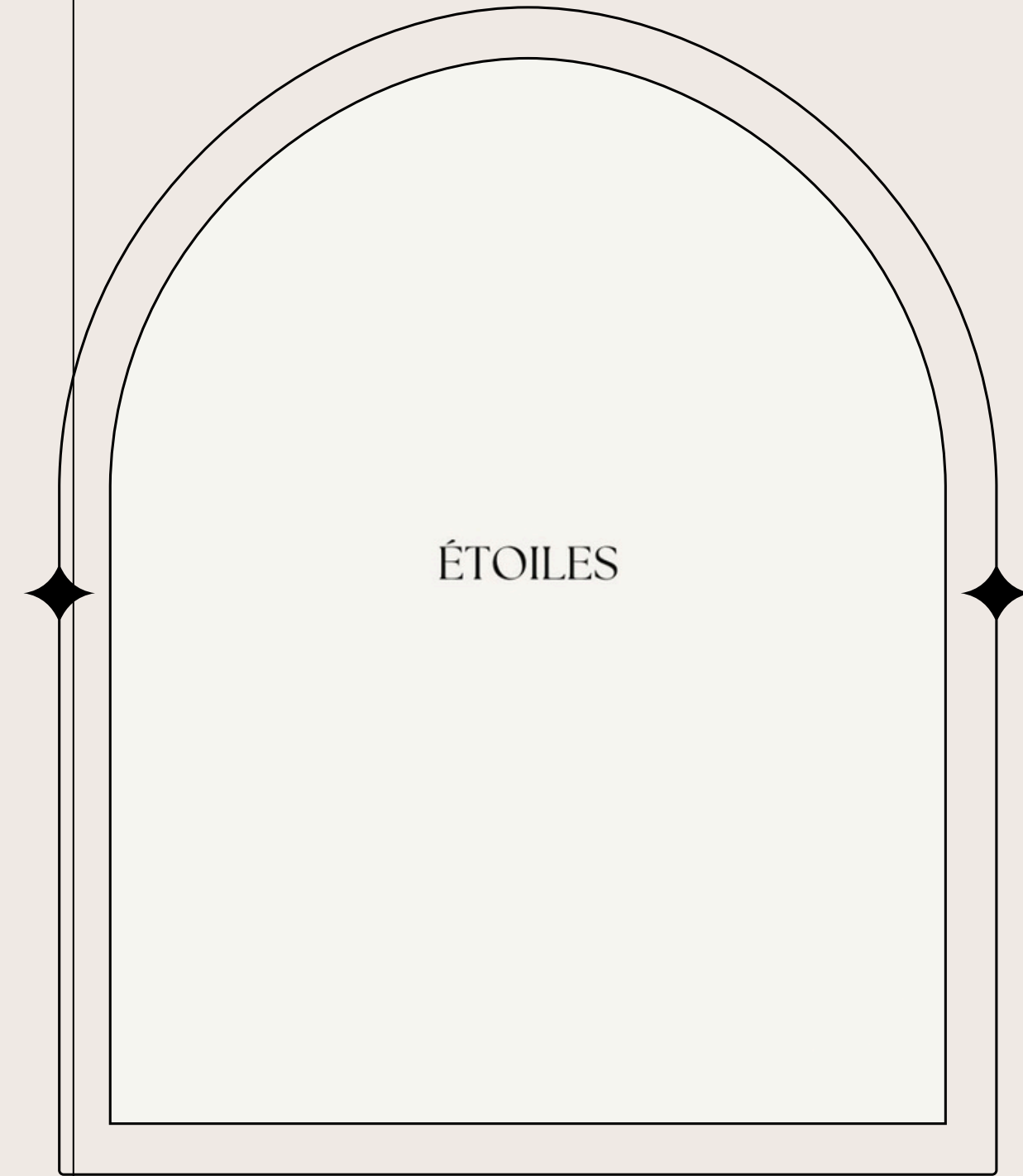
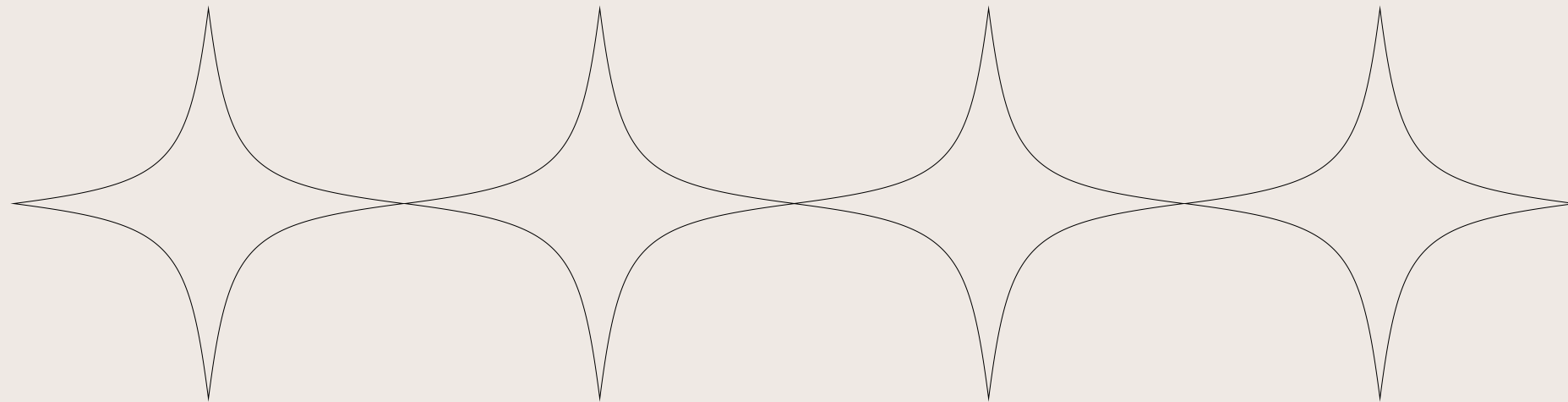




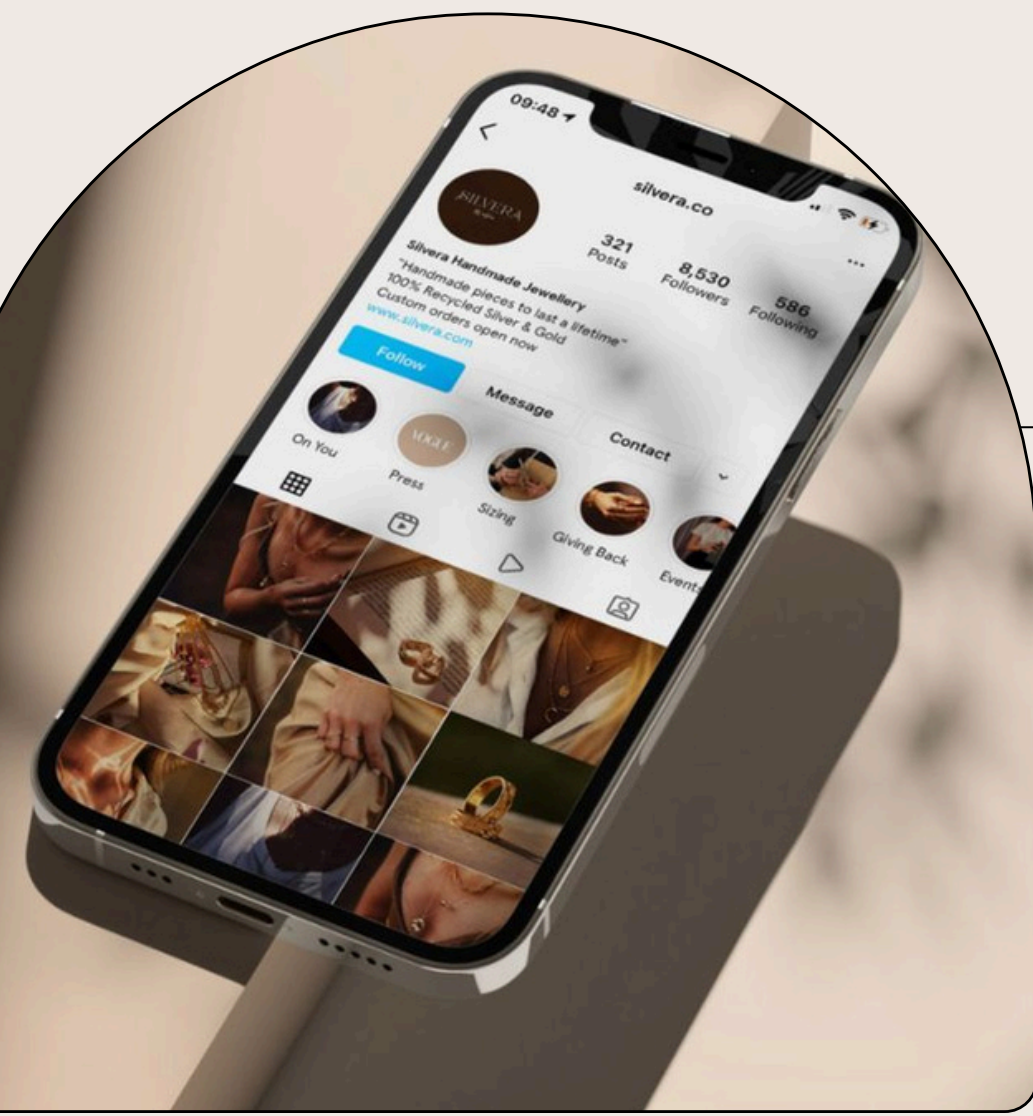
ÉTOILES
MARKETING
PLAN.

ÉTOILES GOALS

- Gaining more followers
- Enhancing content
- Showing the real vision of Étoiles
- Increase sales
- Be active in all platforms

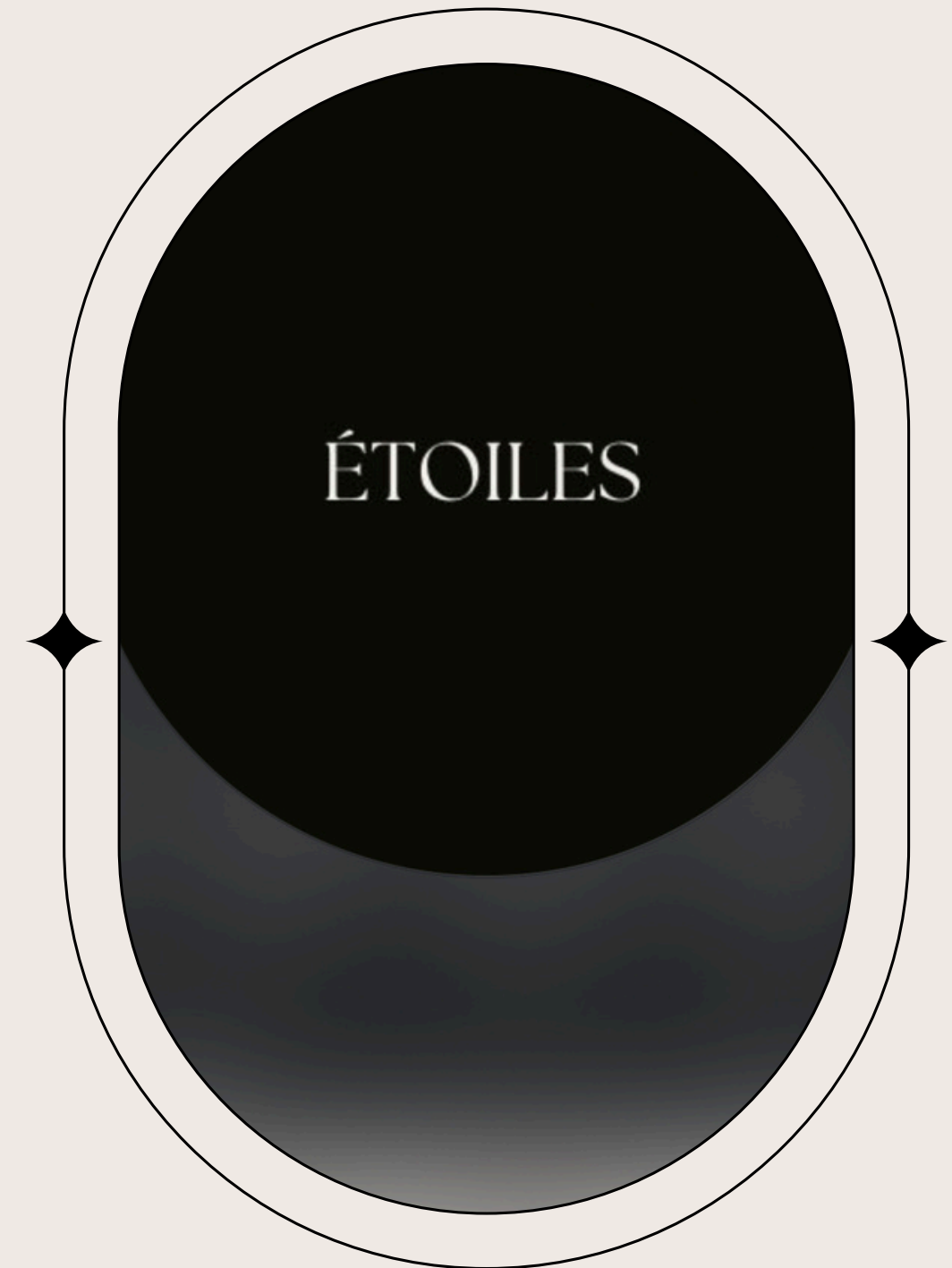


1. SOCIAL MEDIA



TikTok

Instagram

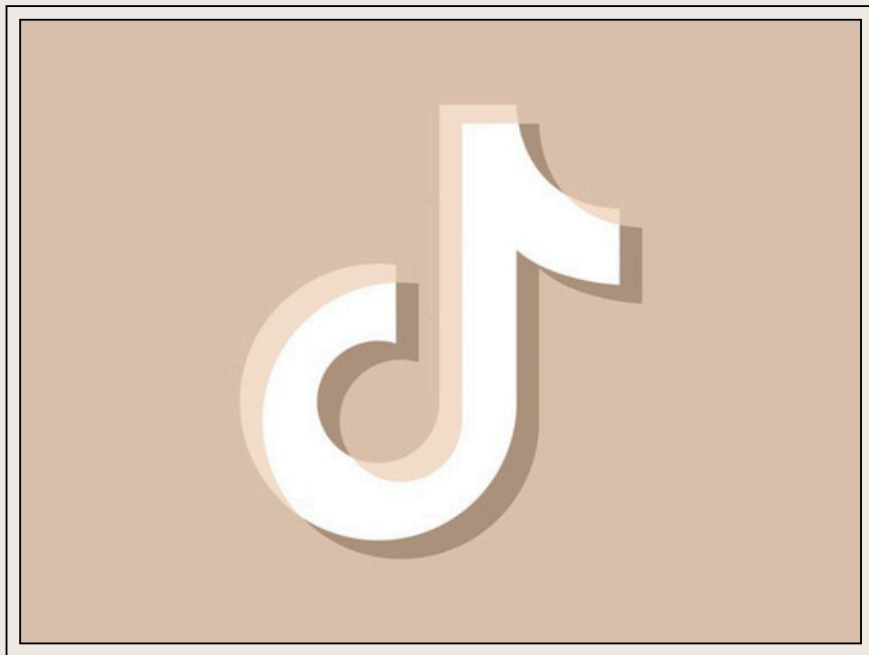


O3/11

IS IT AN AD?

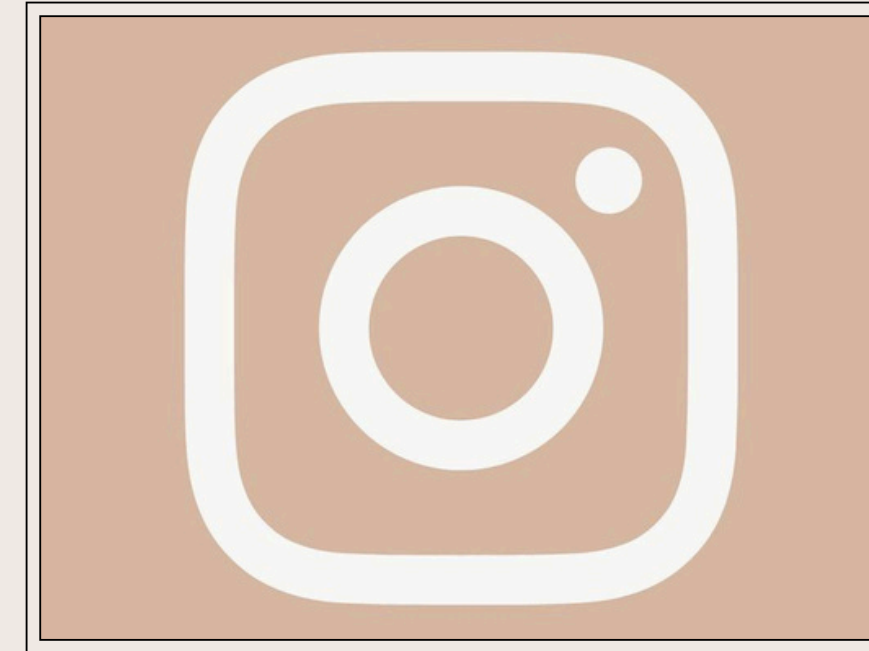
The main idea is that we don't let people think its a promotion ! So they can ask about it.





1

TikTok is the most powerful tool that we can use. Especially in terms of the trends, but the trend has to match the aesthetic of Étoiles.



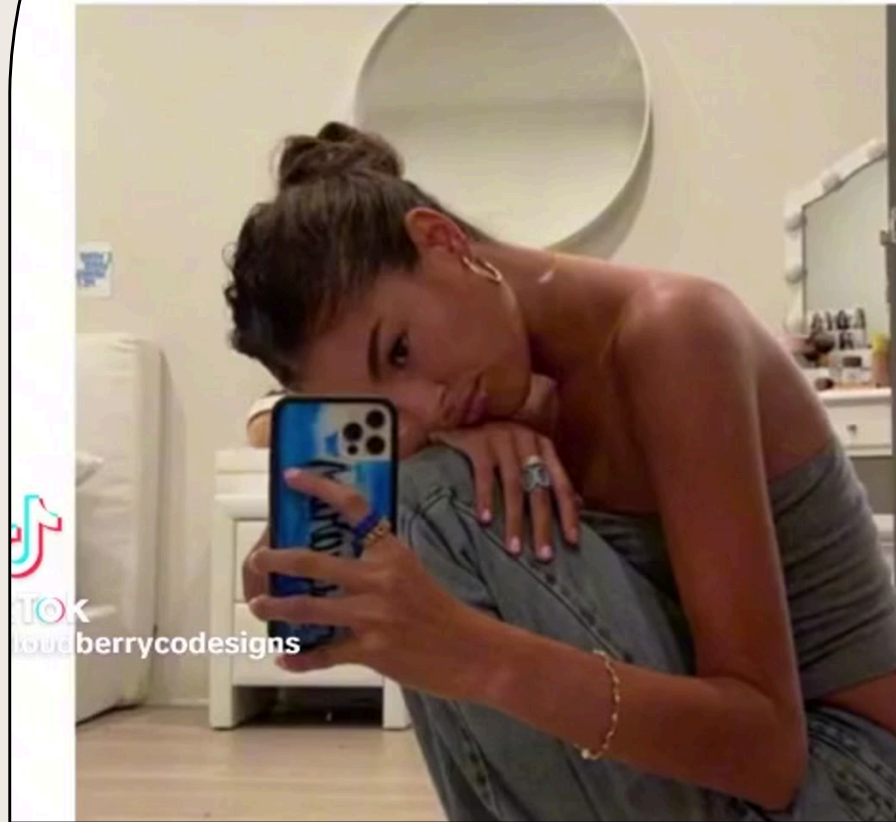
2

Instagram should describe the real identity and vision of Étoiles especially in the reels \ posts. because that's the first thing that will attract the costumers.

TIKTOK

Cool Girl Finds

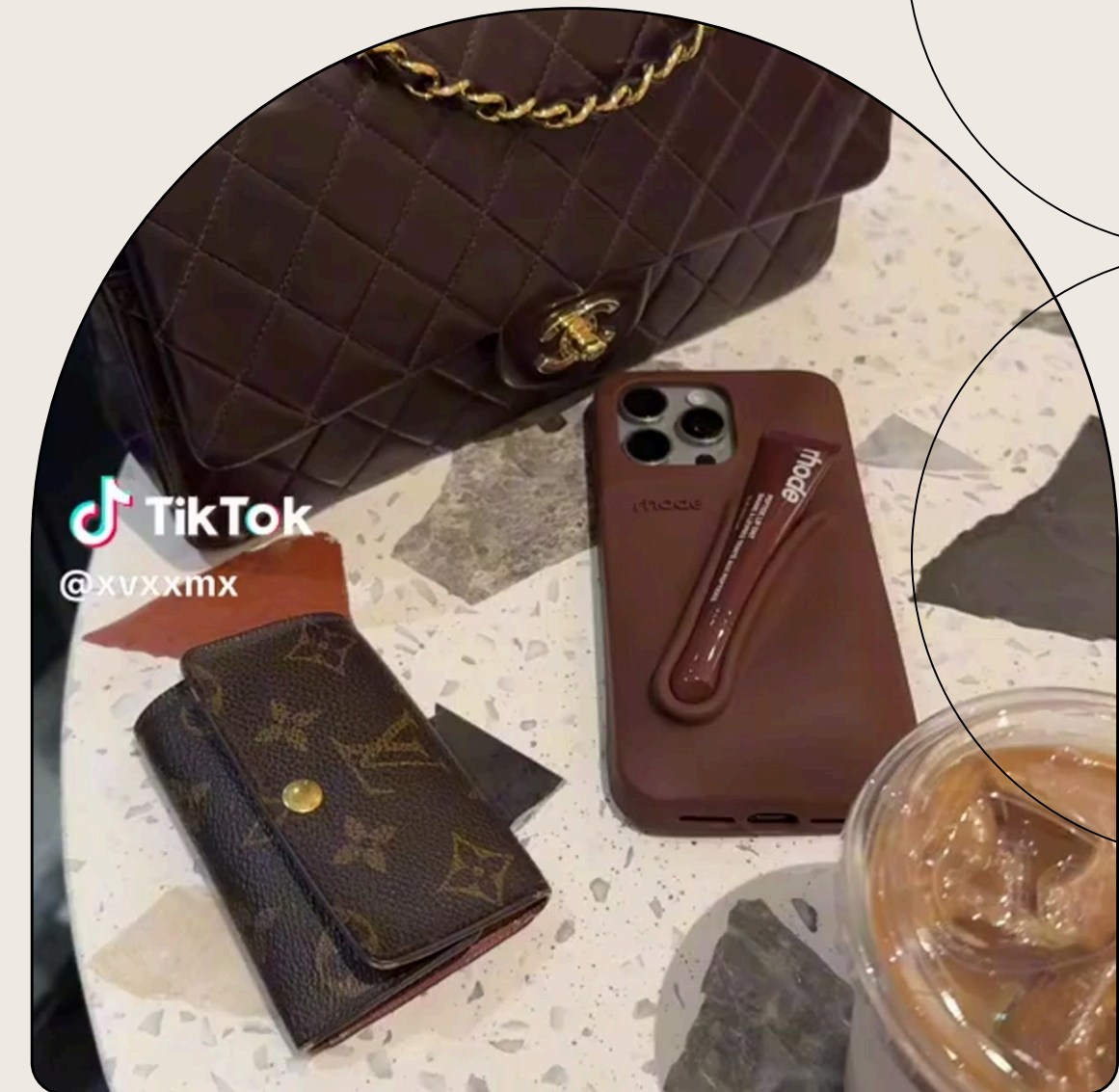
Where to Buy:
PHONE CASES



This video shows the phone cases as a cool girls aesthetic, and from where can the customers get them in a really nice way, including the used music, so it matches the vibe.

Also, in this video it's showing how your phone case is an important part of your the vibe you're leaning into.

06/11



TIKTOK

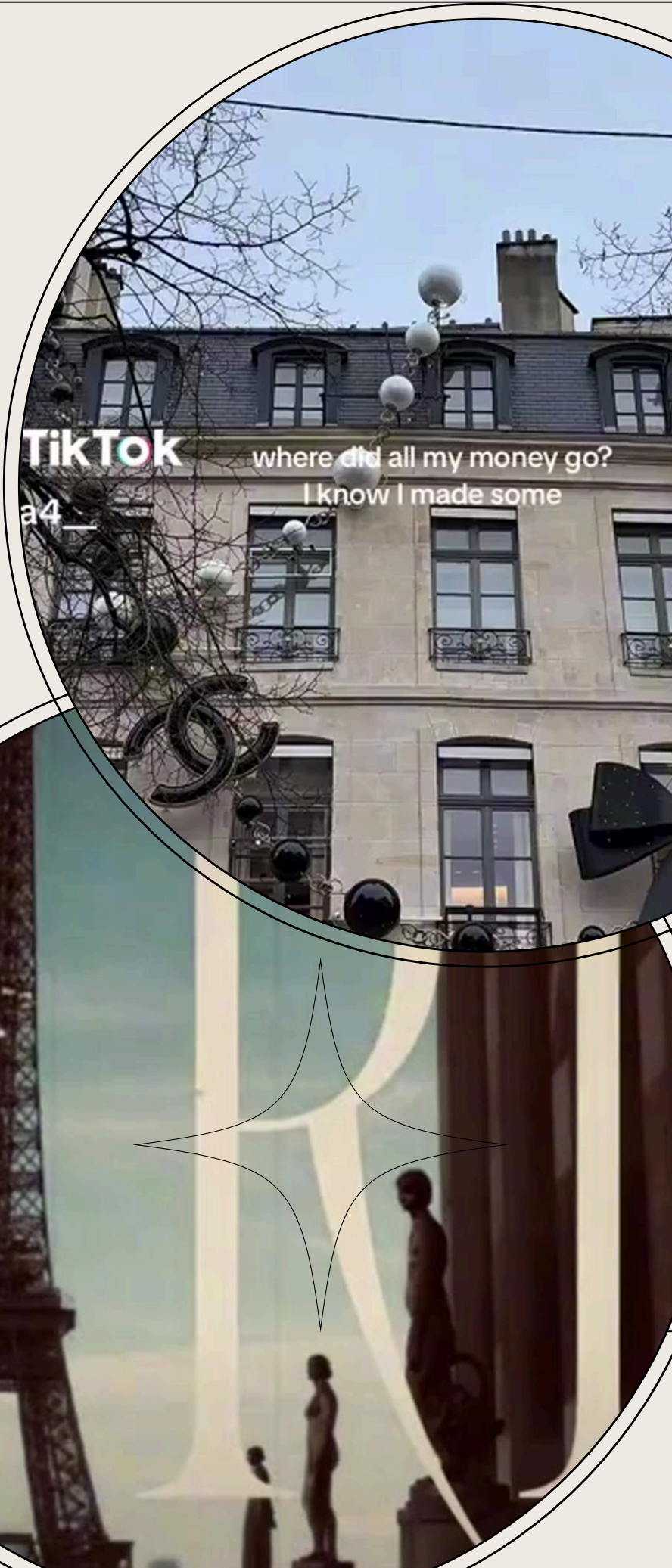


This video shows the main product, but not in an obvious way, so it looks like a shopping day, while it's showing some items that people will ask questions such as: "From where you get it? I like the hair brush"

This video shows how your phone case matches your outfit, and gives you the 'it girl' look.

This video should be in your tiktok platform, to demonstrate the aesthetic of the brand.

07/11

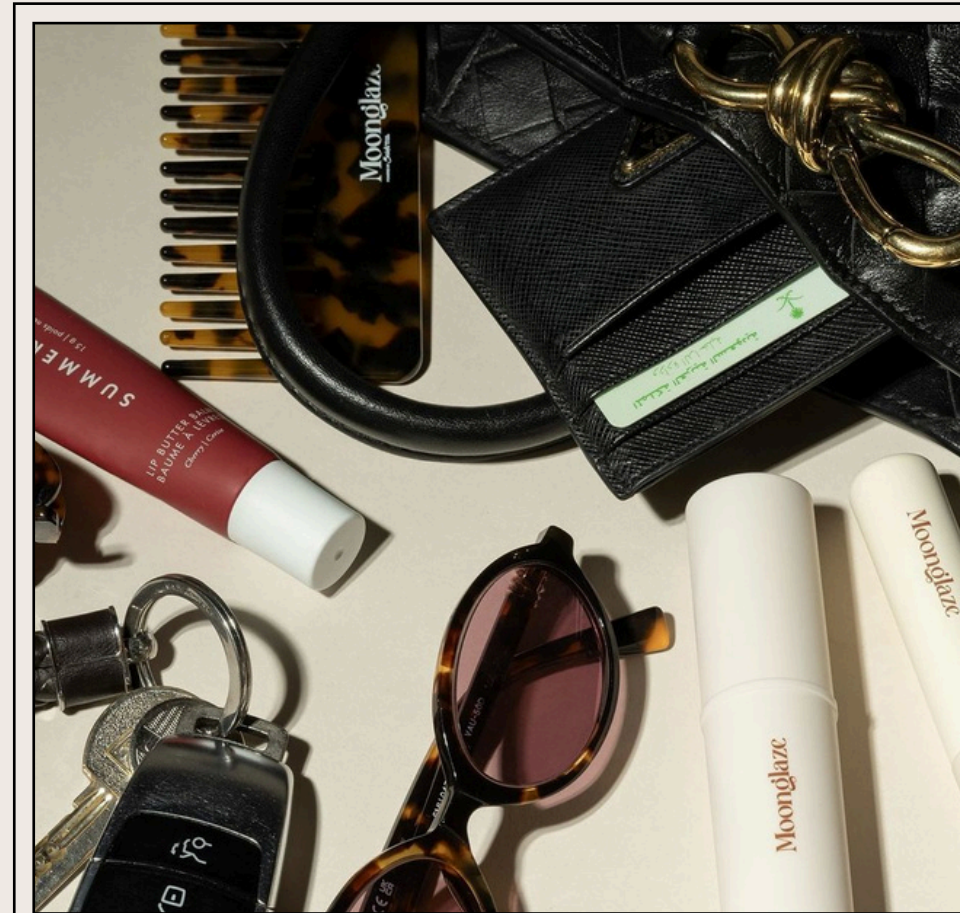


INSTAGRAM



The packaging is the most important thing that will attract the costumer! So we have to take many pictures/video of the packaging, but in a way that represents your brand.

These pictures are the key of instagram. They're the “randoms”, so show your every day essentials, and then pop your product!



instagram pics

O8/11

INSTAGRAM

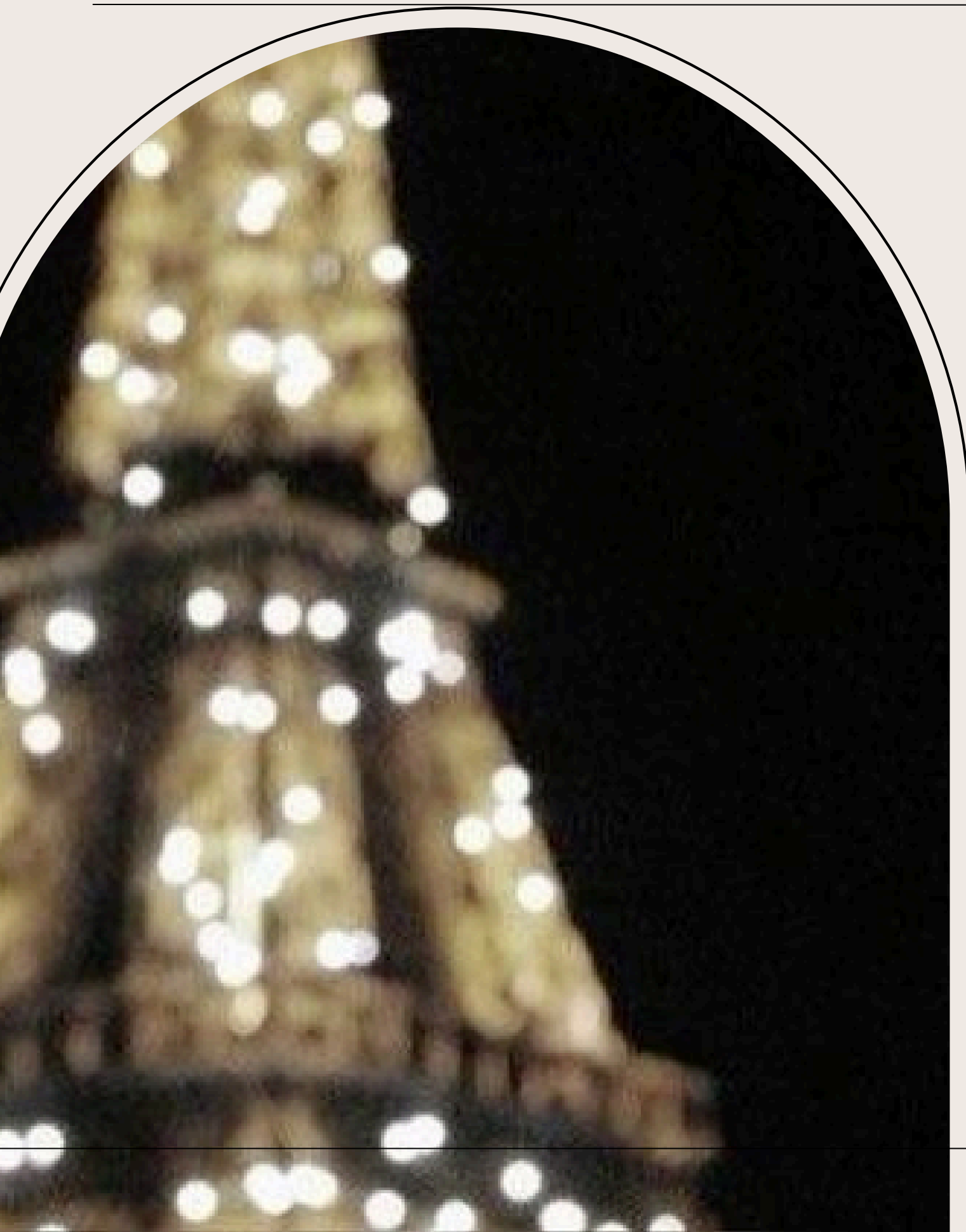


These posts are so viral, describing the classy girl vibe and includes your product.

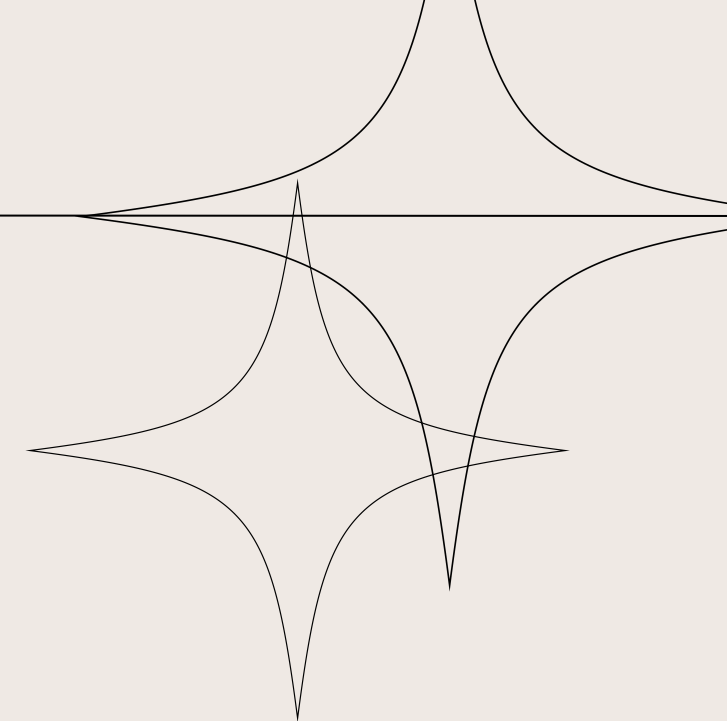
It's a must that you show your product in a whole photo like holding the phone case so the main idea of the post is showing your product and the details of it

09/11



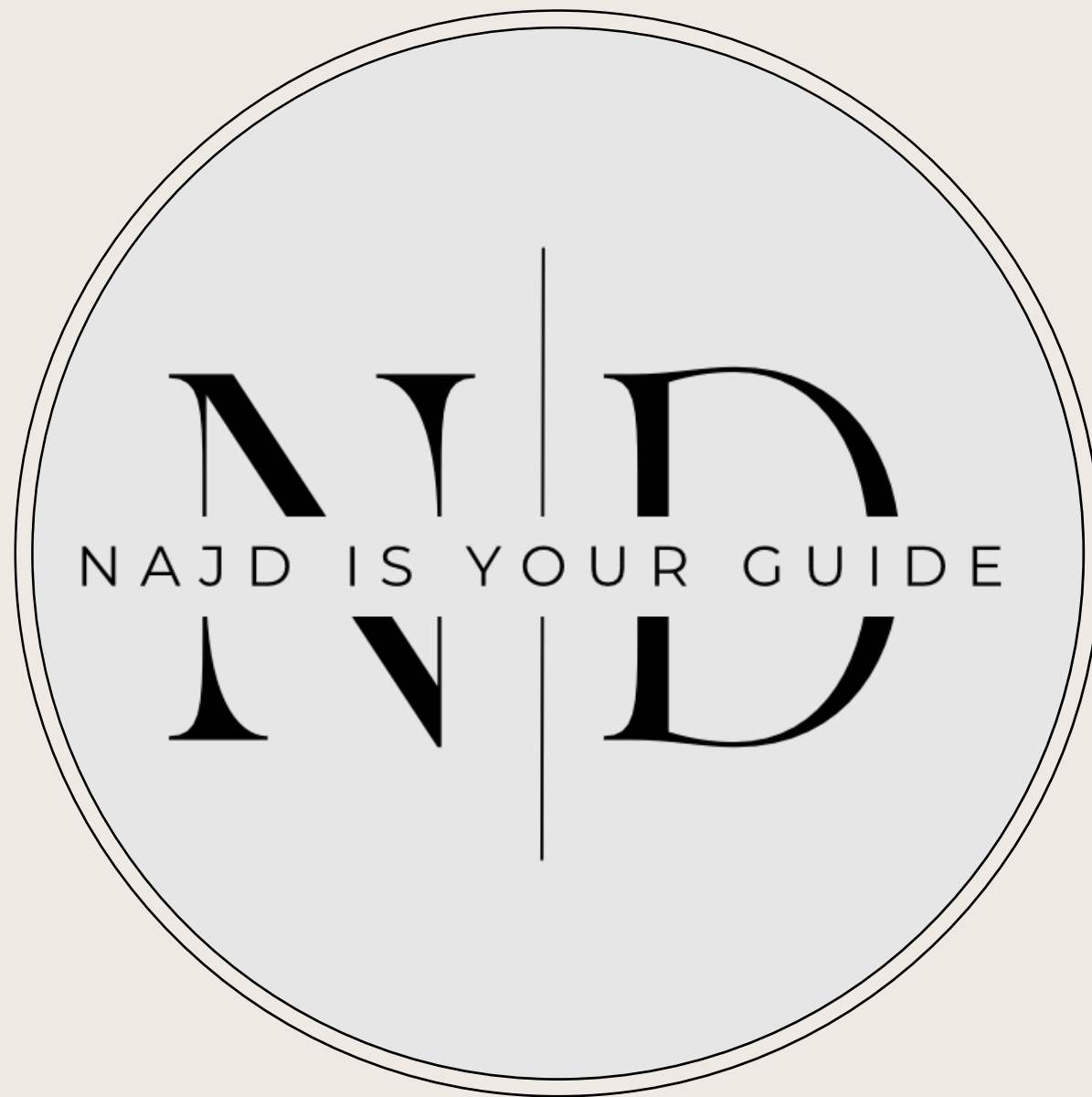
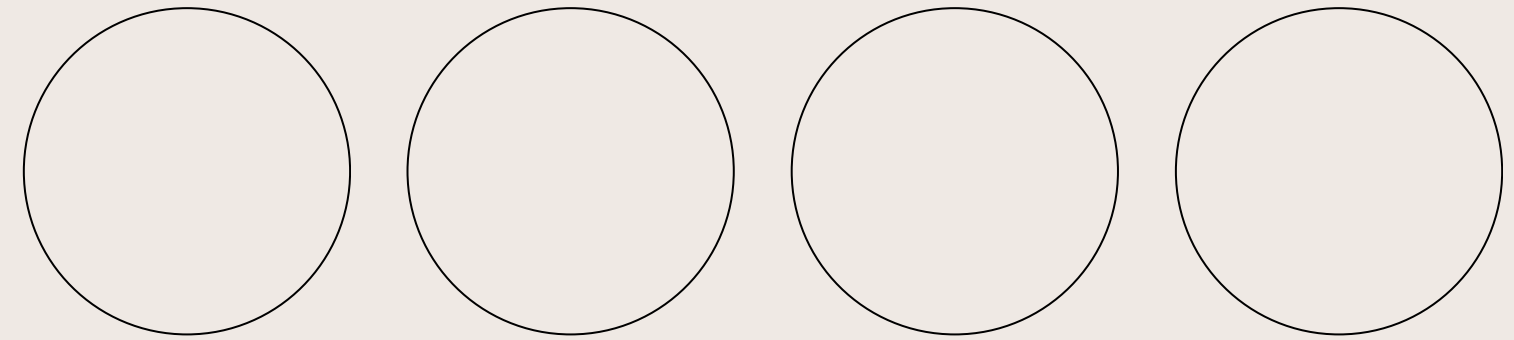


INSTAGRAM



Posting photos like these in between your posts gives your account a really nice view.

CONTACTS



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