

BRAND DEVELOPMENT & MARKETING PLAN FOR PRODUCT RELEASE:

Establishing The Brand

- Create a LLC for the US Market
- Apply for EIN And Duns Number
- Create online boutique/website
- Set up business bank account
- Establish Attorney/Law Firm for legal representation

Pre-Marketing

- Finalization of website and business contacts such as emails, phone numbers and HQ location.
- Creating a list of contact information for various blogs in the niche
- Gather a list of Influencers via Instagram, Tik Tok and Youtube to target for influencer marketing
- Create spending plan and budget (anticipate revenue and list expenses)

Phase One : Content Development

- Take professional photos that will be used to showcase the product
- Mini Commercial Video (15 sec)
- Video from the creator
- Edit Photos And Videos
- Create Content Release Plan
- Set Up Social Media Profiles
- Analyze analytics to find best posting times

Phase Two: Creating A Presence

- Revise and Styling Of Press Release
- FINAL REVISIONS AND MARKETING INPUT MEETING
- Set Up Scheduled Posts With Content Created In Phase 1
- Boost Posts Uploaded On The Company Socials

Phase Three: Start Reaching Out To Contacts

Sample Email/Message

Hey(Name),

This is Dinero Doby on behalf of (Company). We are reaching out after seeing several (articles/videos) on (website name), about new colognes and perfumes entering the market.

My team and I are preparing to release our “parfum name” , a new fragrance that's as rare and precious as a diamond. With a symphony of precious woods and florals, it evokes an air of refined elegance and effortless sophistication.

It's not surprising that finding the perfect scent can be a mess sometimes and with our product you can embody a smell that's refined and exclusive. You can find more info regarding (Product Name) here: (Website Link)

1 Attachment: Press Release

Phase Three Continued (Target Marketing)

- Connect With Notable Fragrance Influencers Through IG, X and Tik Tok
- Get In Touch With Youtube Influencers For Potential Product Reviews
- Contact Blogs In The Niche For Product Features
- Create Ads
- Open Up Referral Offers
- Special Raffle Giveaways
- Q&As

TOOLS:

CANVA

PICSART

CAPCUT

TRELLO (Project Management System)

GOOGLE DOCS

PLANOLY (Automated Posting System)

UNUM(Automated Posting Sysm))

WIX (Website)

YOUTUBE

IG

TWITTER

FACEBOOK

