

Afterstreet Outline Plan

PROGRESS

Website is still in progress:

Copy	Status	Notes
<u>Website</u>	Prog ▾	I still don't have access yet. But when I do, I will look at the website and start figuring out where to put the copy.
<u>Email Marketing</u>	Pending ▾	Will start a launch sequence email campaign. Will start with free content about the product, then PAS short form copy (may include CTA). Then DIC sales email.
<u>Ad Campaign</u>	Pending ▾	Need to prioritize getting people to sign up and build a little community. The ad campaign will stay organic. Paid ads will be discussed.

Website

☐ Front Page

Blend images with engaging copy that speaks to the essence of Afterstreet's mission. (Discussed under Ad Campaign)

Ensure that the layout is visually appealing and reflects the brand's identity.

☐ Product Descriptions

To the side of the product page, we will use SFC (Likely about Self-actualization)
Use the AIDA and DIC copies. Under the page will be a long copy and a short HSO.

- Cargo Pants
- Shirt Mockup

☐ Home Page

Long copy discussing the brand's mission and clothes

☐ Blog/Content Section (Maybe?)

Create informative and engaging content that resonates with Afterstreet's target audience. Self-improvement, psychology, adventure, and personal growth.

Implement an opt-in prompt to encourage visitors to subscribe for exclusive content or discounts. Also thought of an:

Ambassador program?

- The Ambassador program is an exclusive program for visitors who bought the first drop (Cargo pants or Shirt) early and get a chance to get exclusive golden stripes, special pieces, or behind-the-scenes content

Email

Two-four week marketing using Launch sequence. Will give

☐ First week

To	Email list
Cc	
Bcc	Afterstreet & Yousif
Subject	Fascination SL

Send emails providing valuable content and encouraging engagement. Include a call-to-action (CTA) directing recipients to follow Afterstreet on social media. We will get a lot of cold traffic

☐ Second-Third Week

To	Email List
Cc	

Bcc	Afterstreet & Yousif
Subject	Fascination SL

PAS. Start getting people to amplify their pain and desire, and want to get the clothes. Addressing common desires in the clothing niche and getting people to start building hope

☐ Third-Fourth Week

To	Email List
Cc	
Bcc	Afterstreet
Subject	Fascination SL

Sales email. DIC format to get people to monetize their excitement and attention. Compel recipients to take action and use Scarcity and Urgency

Ad Campaign

We need to start making a message. A message of something like exploring the world or being fearless. This will allow me to write copy, and let the audience connect to the product. It would increase conversion rate and clicks

Additionally, we need to discuss the idea of paid ads.

****The majority of video ideas will be from top players**

TIKTOK

Foster community engagement by responding to comments, duetting with users (if applicable), or participating in trending challenges relevant to Afterstreet's brand identity (if applicable).

Embrace the platform's interactive features like polls to facilitate direct engagement with followers.

☒ **First**, we need to build a community

We can do this by making a lot of videos consistently and incorporating elements of humour or surprise. We can make surprising videos but they don't need to lead to sales, rather, they should strike a laugh in the viewer or get people conflicted. You can do this by starting the video by spilling coffee on the hoodie or lighting it on fire, followed by a script or something in the caption. This will get people in the comment section to be conflicted

"Why did you waste a perfectly good hoodie !!!"

"You didn't have to do that"

This will drive more traffic

☐ **Second**, we need to establish a message

We need to implement elements of self-improvement, people love

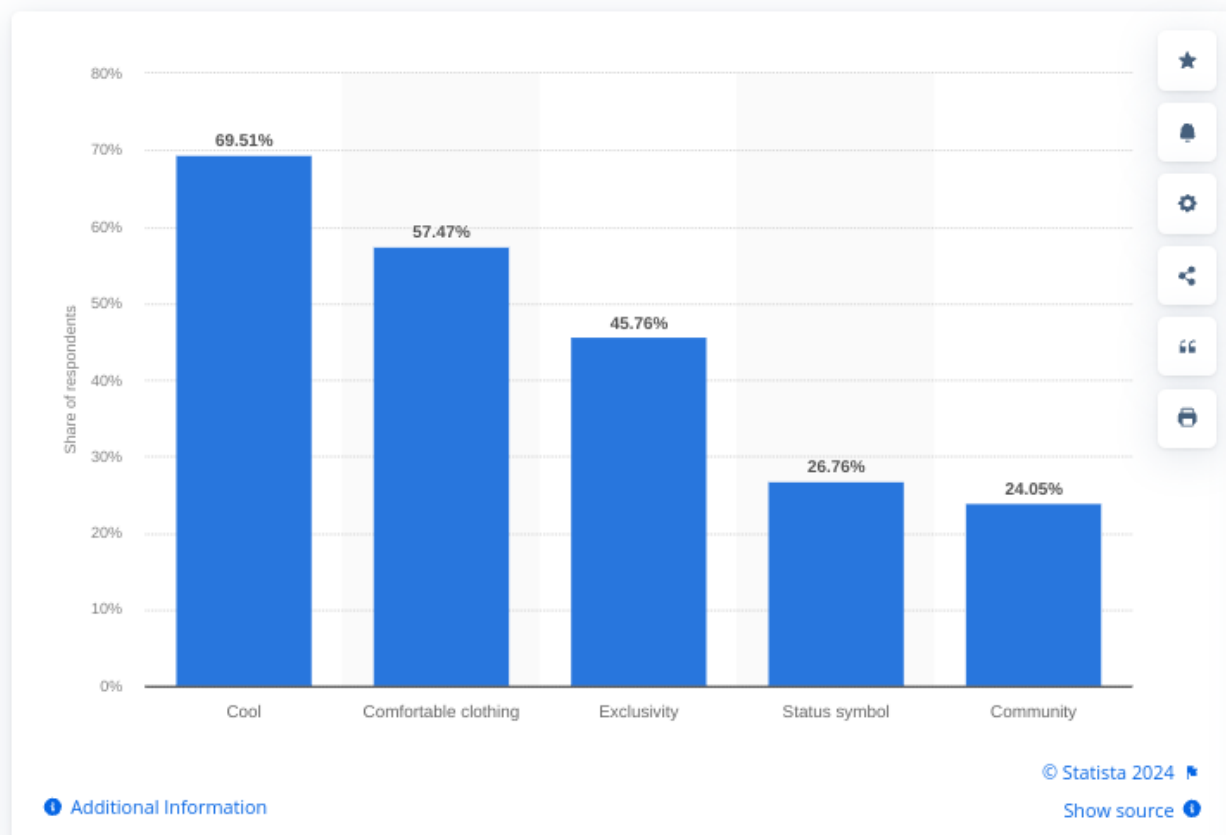
Self-improvement and inspirational messages. So, we can include inspirational messages in videos and establish a mission. This will define the market and

narrow the audience for a higher conversion rate and will also allow for the linkage of status and self-actualization - leveraging copy and ads. We can incorporate



elements of Psychological needs like Esteem and Self-actualization

Why do you like streetwear?



Additionally, out of approx. 40,000 say that one of the reasons they wore streetwear is because of Status (self-actualization) and community (love and belonging)

☐ **Third**, timed with the email-marketing Launch sequence

We can start organically advertising for the drop and release teasers beforehand. We can reveal parts of the mockup, and leverage excitement. And then we can finally start pushing out launches. Also going out in public and asking people to feel the quality and what they think of the design to establish credibility and brand integrity. Share behind-the-scenes glimpses of the creative process, product

development, or team culture to humanize the brand and foster a sense of authenticity.

INSTAGRAM

Instagram's majority audience consists of people who are a little older and prefer aesthetics and simplicity. That is why

- ☐ **First**, we will create visually appealing content

This means we will showcase High-quality shots and add trending audio in the background, timing the music with the shots. Add a CTA to a blog post, nothing salesy yet?

- ☒ ~~**Second**, we will add interactive features~~

We will frequently utilize polls (**In the comment section) to get people talking

- ☐ **Lastly**, we will start to advertise the clothes. Some videos will use step 1 and add a CTA.

On both Instagram and TikTok, we will occasionally add normal/casual inspirational content.