The background of the entire page is a classic marbled paper pattern, often referred to as a 'stone' or 'shell' pattern. It consists of intricate, organic, and somewhat chaotic shapes in various shades of grey, from light to dark, set against a white or off-white base. The lines are irregular and vein-like, creating a complex, textured visual field.

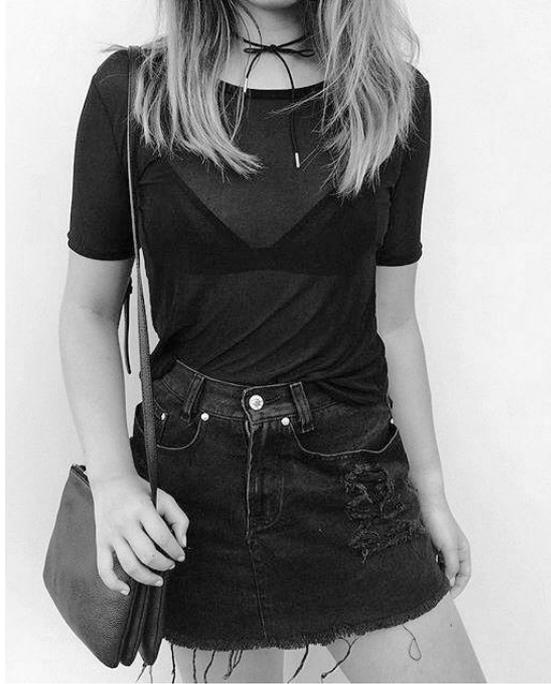
# GREYSCALE

Vanessa Cortese & Julia Di Lorenzo

<https://glassesnstuff.myshopify.com/?key=b9d7ca8754ba7cabd0a0cbc6fe60ae3b8e5a7818b0310104a849e390b05731c1>

GS.

# OUR BRAND STORY



Our brand was formed under the ideals of embracing simplicity and being yourself; even if that means not standing out.

We aim for our brand to become a lifestyle, a part of who the client is and someone who appreciates them without trying to dye them a different color. Any color on the grayscale is a color that can pair with any color; and that's the kind of support we want to have our products have on our client base. Our products will fit you and look compliment you no matter who you want to be, because there is no color that doesn't go with black and white.

Edgy, relatable quotes and phrases are found throughout the store's pages, which can tap into the consumers need to belong to a specific group.

OUR TARGET MARKET

22 years old.

Lives in the Plateau.

Goes to Lasalle College in Fashion Design and works at Brandy Melville St. Catherine part time.

Isn't hesitant to spend her paycheques on items she finds "trendy". Still likes to be different and often has her own twist to outfits.

Prefers shopping online.

Shops at edgier stores such as Urban Outfitters, Brandy Melville, and Editorial Boutique. Orders online from Dolls Kill. Uses cosmetic brands such as Urban Decay and Kat Von D.

Would describe her look as dark, different, and somewhat punk. Lives in her combat boots, and won't leave the house without a pair of shades.

Listens alternative music most; likes Arctic Monkeys, The Neighborhood and Muse.

Idolizes public figures such as Kat Von D, Taylor Momsen, and Amy Lee who share similar edgy fashion senses and adore the color black.

## REBECCA MILLER



OUR UNIQUE SELLING POINT



All of our products are offered in a color that can be found on the grayscale. Therefore, clear, black, white and grey are our only options available, because we believe they can compliment anyones style.

Due to the simplicity of offering less colors, our clients who know and love the brand will never have to worry about us offering a style in a color they don't like.

# BRAND GUIDELINES

## LOGO

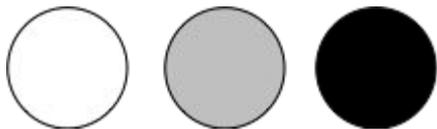
# GREYSCALE

-visible on the menu and all main parts of the store.

GS.

- Tagline mostly visible as a small accent at the bottom of pages and blog posts as a signature.

## COLOR SCHEME



## TYPOGRAPHY

### BASKERVILLE (HEADINGS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

### PT SERIF (ACCENT AND BODY)

ABCDEFGHIJKLMNO)QRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz  
12345678910

## WHAT ELSE?

*#LifeInGREYSCALE* is used on our social medias as well as on our website / blog.

A variety of edgy quotes are used as captions and shown through the store.

CUSTOMIZED USER EXPERIENCE



## GREYSCALE AESTHETICS.

---

" ILL STOP WEARING BLACK WHEN THEY CREATE A DARKER COLOUR "

---

We chose to keep GREYSCALE as minimalistic as possible to appeal to our target market; nobody likes a site that's too busy.

The entire GREYSCALE website was made in black & white to complement our product assortment and consumer lifestyle.

Included in our website is a collection of quotes we felt most appealing to consumers, we just want our customer to know we understand them because we are them.



# CONSUMER JOURNEY

GREYSCALE was created to take our consumers on a journey through our website, rather they're visiting with intent to purchase or curiosity of the brand, every step they take is made to motivate them into buying our products from catalogue to our blog posts our goal is to remind you that that the things you're missing have now been made available to you.

There is no store quite like ours, we offer a variety of standard promotions such as free shipping and an additional 10% off your first purchase. We understand our consumers struggle shipping costs can be discouraging and everybody loves a discount! This is all to prove to our buyers that we are more than just a brand, we are looking out for you at the same time providing you with the trendy styles you've been searching for.

Post-purchases will be followed via email, customers will be thanked for supporting our brand and have an opportunity to feature on our instagram page if they share their photos with us using our hashtag **#LIFEINGREYSCALE**



# STRATEGIES

# INCREASED CONVERSION RATE STRATEGY

Upon opening of our website customers are directed towards our newest collection with alluring photos and a direct link to shop the look.

Ensures that clients will have all the motivation to purchase from our store or at least sign up for our newsletter; the sign-up is right below the featured collection and offers a 10% discount to new clients when they make their first purchase with a code delivered to their e-mail addresses.

## KEEP ON TREND

SUBSCRIBE TO OUR NEWSLETTER TO GET 10% OFF YOUR FIRST PURCHASE

*Your email*

SUBSCRIBE

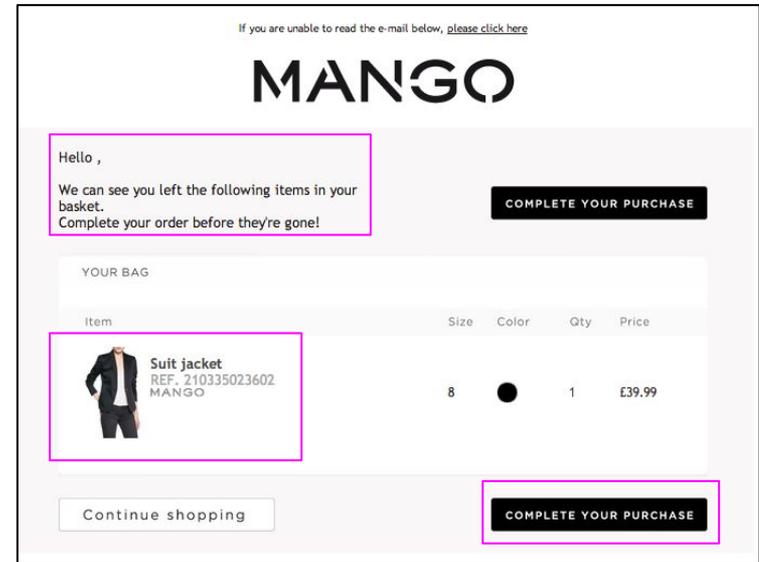


# DECREASED ABANDONED CART STRATEGY

“ 67.45% of online shopping carts are abandoned before the customer completes a sale. That implies that your sales numbers may only be one third of what they could potentially be. ”

How do we fix this? Simple. *Abandoned Cart Emails*.

- Abandoned cart emails are sent to customers who have added products to their cart but failed to check out.
- effective as a sales recovery tactic. According to SaleCycle, nearly half of all abandoned cart emails are opened and over a third of clicks lead to purchases back on site.
- Often customers just need a little reminder of what they're missing out on.
- Can include pictures of items in the cart as well.



# MARKETING STRATEGIES

## PAID

We have a variety of paid media for GREYSCALE.

We will have sponsored carousel ads via Instagram as well as photo ads on Facebook.

GREYSCALE activated a paid search using Google AdWords, these advertisements will be used in a monthly order.

Every Month we will change these ad campaigns to better suit our website and direct new traffic to our website



**THIS IS A  
PAID ADVERTISTMENT**

## OWNED

GREYSCALE owns a shopify website as well as a blog titled LIFE IN GREYSCALE. We have also opened a public Facebook fanpage, Instagram, and Twitter

Customers will be able to post reviews, and post about our product in order to generate views from their followers as well.

We promise to add one new style per month on our website and will be posting to instagram daily always keeping customers up to date with new styles and promotions.

Twitter will be fairly active updating daily quotes we feel suit our customer and brand.

Our Facebook fan page is open to the public allowing people to not only view our posts but share feedback.





## EARNED

Our earned media will be directed by our hashtag #LifeInGREYSCALE customers who have purchased our sunglasses can post to their social media pages using the hashtag.

Once our hashtag is used customers have the chance to be featured on our social media pages

Customers are also welcome to @ us on twitter to share their feedback on our products.

Earned media can also be caused by word of mouth, our free shipping and first time buyers 10% discount can be very appealing to our young target market

# SEARCH ENGINE MARKETING

# SUNGLASSES FOR WOMEN

## KEYWORDS

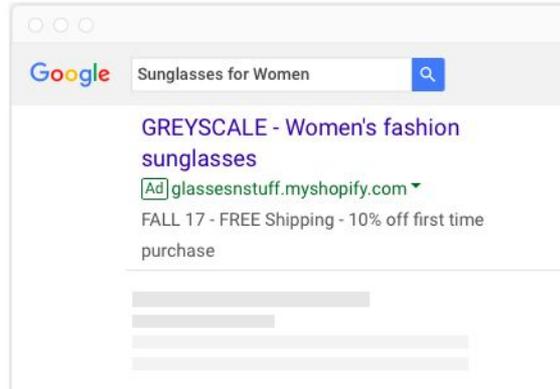
- sunglasses for women (BROAD)
- sunglasses shop (BROAD)
- Sunglasses (BROAD)
- aviator sunglasses (BROAD MATCH)
- cat eye sunglasses (BROAD MATCH)
- round sunglasses (BROAD MATCH)
- sunglasses online (BROAD)
- black sunglasses for women (EXACT)
- black mirror lens sunglasses women (EXACT)
- edgy women sunglasses online canada (EXACT)
- black round sunglasses for women (EXACT)
- black aviator sunglasses for women (EXACT)

## LANDING PAGE

Homepage

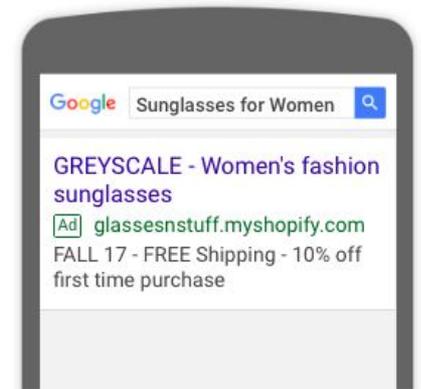
## ESTIMATED PERFORMANCE

👁 29673 - 49633 views per month  
👤 333 - 557 clicks per month



## BUDGET

CA\$10.00 daily  
CA\$304.00 monthly



# CAT EYE SUNGLASSES

## KEYWORDS

- cat eye sunglasses
- wayfarer sunglasses
- sunglasses
- mirror sunglasses
- cheap sunglasses
- retro sunglasses
- circle online
- black cat eye sunglasses women
- black round sunglasses for women
- cat eye shaped sunglasses for women

## LANDING PAGE

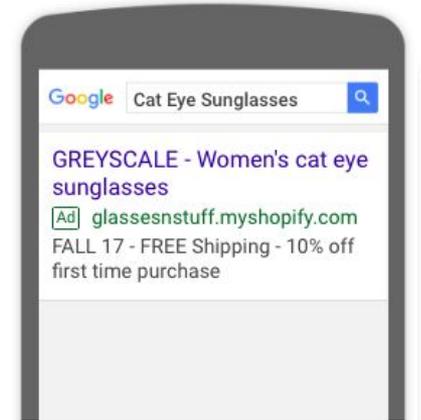
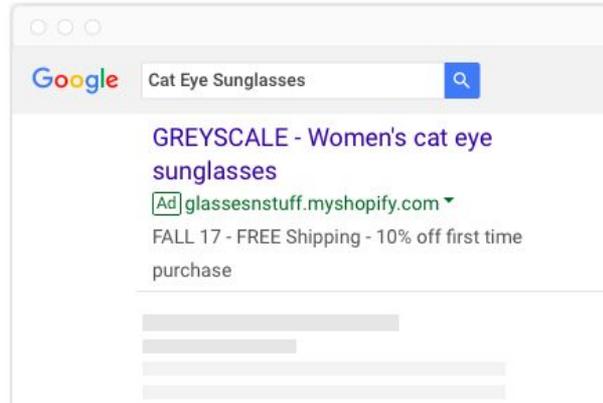
Cat eye sunglass options

## ESTIMATED PERFORMANCE

👁️ 21517 - 35935 views per month  
👤 291 - 486 clicks per month

## BUDGET

CA\$10.00 daily  
CA\$304.00 monthly



# BLACK SUNGLASSES WOMENS

## KEYWORDS

- black sunglasses womens
- sunglasses for women
- sunglasses online
- ladies sunglasses
- black cat eye sunglasses women
- black round sunglasses women
- cat eye shaped sunglasses for women
- cheap black sunglasses for women
- all black sunglasses for women

## LANDING PAGE

Homepage

## ESTIMATED PERFORMANCE

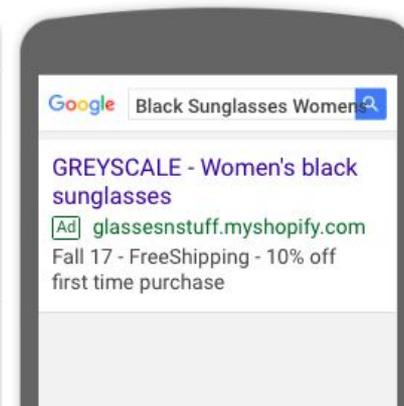
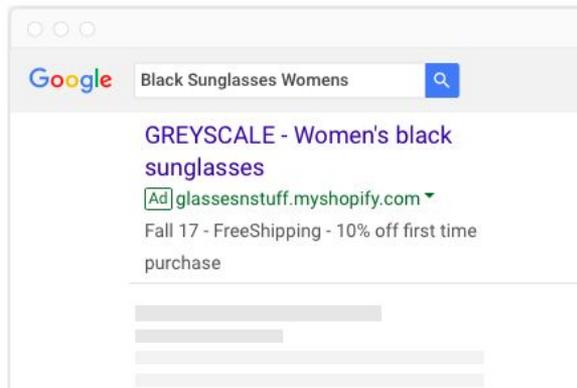
👁 54234 - 90561 views per month

👤 424 - 708 clicks per month

## BUDGET

CA\$10.00 daily

CA\$304.00 monthly



# NEW SUNGLASSES

## KEYWORDS

- new sunglasses
- sunglasses
- aviator sunglasses
- eyewear for women
- sunglasses for women
- fall 2017 sunglasses
- new womens sunglasses cheap
- black sunglasses for women
- all black new sunglasses for women
- cheap fashion sunglasses for women

## LANDING PAGE

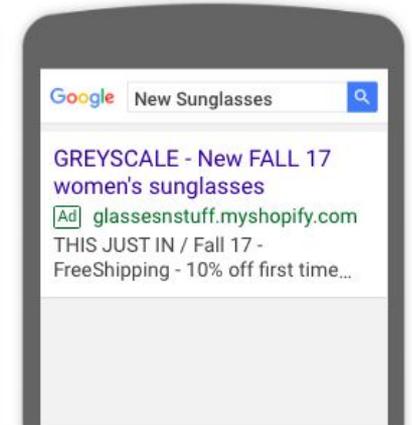
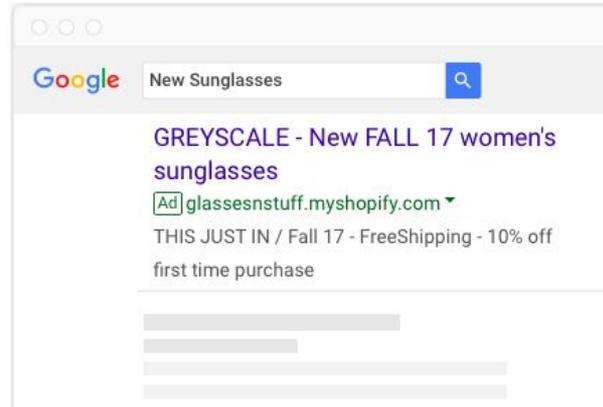
Life in GREYSCALE / Fall 17 blogpost

## ESTIMATED PERFORMANCE

👁 19708 - 32894 views per month  
👤 278 - 464 clicks per month

## BUDGET

CA\$10.00 daily  
CA\$304.00 monthly



# SOCIAL MEDIA MARKETING

# INSTAGRAM FEED CAROUSEL AD

-Carousel Ads allow you to showcase up to 10 images or videos within a single ad, each with its own link. This format has more content; you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card and encourages the client to follow your objective while still being interactive.

## OUR OBJECTIVE

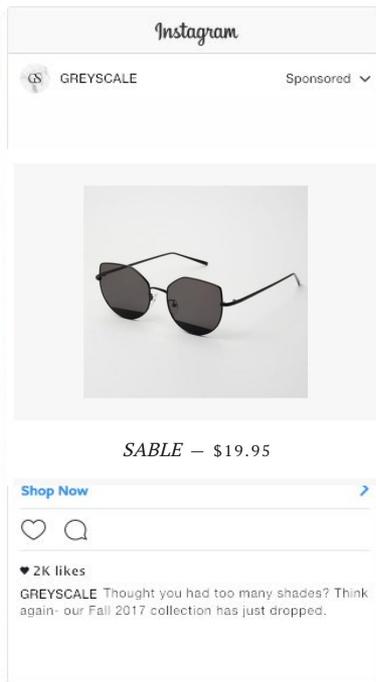
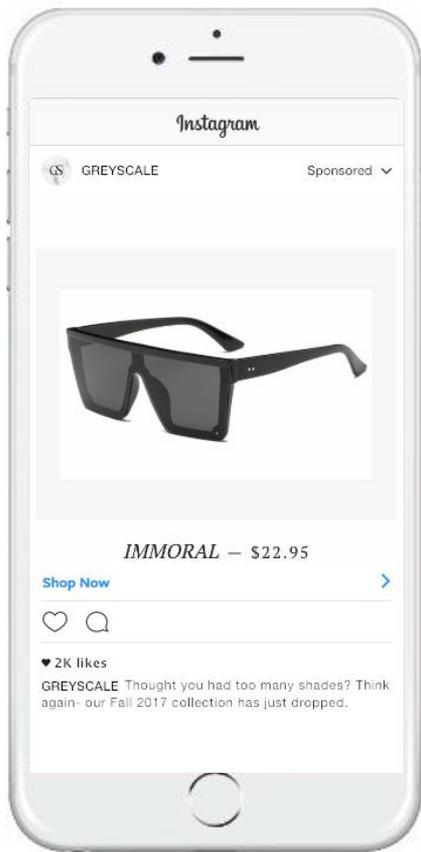
PRODUCT CATALOGUE SALES  
Increasing awareness about our  
product assortment.

## OUR CALL TO ACTION

SHOP NOW  
There will be an option to swipe up  
which directs customers to our website  
and the exact item they want to shop.

## BUDGET & DURATION

\$5..00 a day for the duration of 3  
weeks.



# SOCIAL MEDIA STRATEGIES

# FACEBOOK & INSTAGRAM

## GOAL

Increase brand awareness & promote lifestyle.

## WHY INSTAGRAM & FACEBOOK?

Our target market is an 18-30 year old female who is a heavy social media user. As Facebook is the most used social media platform and Instagram is owned by facebook, it is decided that these two are a good choice. Our target market often looks at influencers and blog posts and enjoys lifestyle type posts on their social medias.

## OUR HASHTAG STRATEGY

#LifeInGREYSCALE

# SAMPLE POSTS

Instagram

GREYSCALE



5K likes

GREYSCALE Sunday - the perfect day to hide from the sun. #LifeinGREYSCALE

Instagram

GREYSCALE



4.5K likes

GREYSCALE So... what's playing on your headphones today? #LifeinGREYSCALE

Instagram

GREYSCALE



7.5K likes

GREYSCALE GREYSCALE babe wearing our MOODY style (P.s yeah a restock just happened). #LifeinGREYSCALE

Instagram

GREYSCALE



7.5K likes

GREYSCALE We're digging round lenses right now. How 'bout you guys? #LifeinGREYSCALE

Instagram

GREYSCALE



11K likes

GREYSCALE Festival queen @ecruz\_n spotted in our MOODY shades. Are you ready for festival season? #LifeinGREYSCALE

# SAMPLE POSTS

 GREYSCALE

Sunday- the perfect day to hide from the sun.  
#LifeInGREYSCALE



  500      562 Comments   54 Shares

 Like    Comment    Share

 GREYSCALE

So, whats playing on your headphones today?  
#LifeInGREYSCALE



  700      562 Comments   57 Shares

 Like    Comment    Share

 GREYSCALE

We're digging round lenses right now. how 'bout you girls? #LifeInGREYSCALE



  870      562 Comments   57 Shares

 Like    Comment    Share

 GREYSCALE

GREYSCALE babe wearing our MOODY style, which we just restocked. #LifeInGREYSCALE



  870      562 Comments   57 Shares

 Like    Comment    Share

 GREYSCALE

Festival queen @ecruz\_n spotted in our MOODY shades. #LifeInGREYSCALE



   1.7K      6.7K Comments   600 Shares

 Like    Comment    Share

## INFLUENCER



NAME: Chrissy ( Christina )

OCCUPATION: Makeup Artist, Public Figure

WEBSITE & BLOG: <http://chrisspymakeup.com/>

PLATFORMS: YouTube, Instagram, Facebook, Twitter, Tumblr

We will offer her a range of our products for review which will be posted on her instagram.

Chrissy is well known and has a following of 3.8 Million followers on Instagram and a very active YouTube channel and blog.

She has previously been featured on the instagram for Quay Australia.

THANK YOU.