



Driving awareness and sales

Social Media Proposal
April 2012

1

who we are?



Pablo Carpintero, Creative Director and Social Media Developer

- A creative that has won international awards with ads that really published! While making some money for their clients during the process
- With more than 15 years of experience, 6 of them in Hispanic Market and LATAM
- He has worked with small "face to face" brands and big corporate "let's build consensus" companies



Raquel Navarro, Content Manager and Brand Strategist

- An innovative bilingual marketing professional who works side-by-side with clients to drive market share, brand recognition and revenue through cohesive multicultural marketing initiatives and effective brand management
- An executive who has worked with industry-leading organizations to develop Hispanic and general market initiatives for brands ranging from start-ups to multinationals



how we can help?

The situation

- La Curacao ranks among the top 100 consumer electronics retailers in the U.S.
- Despite it's rankings, it is lacking a robust social media community causing them to miss out on the opportunity to direct message engaged consumers about promotions and news for little to no cost
- La Curacao has more then 24,000 "Fans" in Facebook, that's more than enough to start a viral social gamming campaign

Marketing objectives

- Integrate a social media strategy to raise awareness, excitement and interaction with La Curacao
- Energize a community of supporters and leverage them to spread the brand's message
- Increase the community of engaged users
- Synergize all this to increase sales



Our task: develop a social media strategy, optimize assets and implement a plan that builds the brand and increase sells

Why social media?

The landscape

- Marketing isn't the one-sided method it used to be. Today's shoppers are relying more than ever on word of mouth especially the Hispanic consumer because of his past relation with American institutions/companies
- In response, retailers are tuning to social media such as Twitter and Facebook to promote their products and to engage customers on a personal level because that's where Hispanics make their decisions
- With over 13.5 million Hispanics on Facebook of which 4.2 million identify as Spanish-dominant/Spanish-preferred, social media is an untapped environment that pioneering brands are beginning to capitalize on this trend to tap into social media is expected to grow exponentially in 2012 and will be especially meaningful to independent retailers who cannot compete with the advertising budgets of larger brands
- By using a Social Media Gamming Campaign we will give Fans a unique way to engage with the brand and raise awareness of La Curacao

Phase I: Test Campaign

where do we begin?

Mother's Day Promotion

- We propose launching a campaign created to grow La Curacao's population of engaged users and increase sales
- The campaign concept is simple:
 - Show your mother how much you love her by entering the "Mi regalo para el día de la madre es: / My gift for mother's day is: Sweepstakes"
 - This May La Curacao will be giving away oodles of products for the Mothers of it's Facebook fans
 - The "Fans" of La Curacao will receive an invitation to participate a week before the launch with the rules
 - Then, on the launch day they will see the first picture. Everyday La Curacao will post a new picture of products. Each image will have La Curacao logo and the headline "Mi regalo para el día de la madre es:"
 - To enter to win the item, Fans must tag the image of the article they want for their mothers
 - The result is that this picture will appear on the person's Facebook page and the article tagged with their names on it. This will naturally intrigue the entrants friends and link them back to La Curacao's page to learn more
 - During the month of May, the usual Facebook wall will be replaced with a designed promo page that explains how the contest works and requires entrants to "Like" before proceeding to the images posted by La Curacao
 - At the end of the month we can show images of the happy winners and a recap of what they won giving us more content to share. The participants need to leave a phone number to avoid participants without "friends" or fake pages

5

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what's next?

Phase II: Program Evaluation

Adding value

- Once the test campaign is complete, we can evaluate the results and assess if this is something we'd like to continue moving forward. Assuming we'd like to proceed, we'd establish a project agreement that can be month-to-month
- Upon approval of ongoing work, we'd embark on the following:
 - Strategy Development: Develop a strategy that is unique to the brand and addresses the consumer's needs/wants
 - Plan Development and Execution: Building off of the strategy, we would develop a plan for La Curacao with multiple thrusts throughout the year, incorporating various platforms
 - Contests and sweepstakes
 - Promotions
 - Influencer/blogger engagement
 - Sampling programs
 - And more...
 - Content Development and Execution: Also, we would develop an elaborate content calendar taking into account relevant holidays, promotions, etc. as well as continuously mine for relevant conversations to repost/engage with
 - Tips
 - Little known facts
 - Polls/trivia
 - And much, much more...

6

how long will all of this take?

Phase I: Test Campaign

- Approval of idea two weeks prior to desired launch date
- Development of contest app approximately two weeks of work
- Live within two weeks of approval of concept

Phase II: Program Evaluation

- 5 days
- Planning: 10 days
- Execution and Optimization: Ongoing

7

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when can we start?

Right now!

Call us:

(949) 294-3708

Email us:

pablo@pablocarpintero.com

Linkedin / Facebook:

<http://www.linkedin.com/in/pablocarpintero>

<http://facebook.com/pacarpintero>

Websites:

8

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thank you!

