

Digital Marketing Plan –Oxford Hounds, 2023

INTRODUCTION

This document presents a digital marketing plan for the launch of Oxford Hounds in 2023, outlining:

- Key online channels of engagement
- Budget/ sales projections for: Year 1 and Year 2
- Working method
- Next steps

MARKET SIZE



- Men's apparel generated \$500B in 2021 globally
- Most revenue is generated in the US = 1/5
- Shirts is the #2 category after Trousers – expected to continue to grow in the coming years to account for \$84B by '26
- Luxury apparel worth \$80B

Source: Statista



OVERALL APPROACH

An aerial photograph of a large crowd of people on a light-colored surface. The crowd is arranged in a large, upward-pointing arrow shape, with many smaller individuals scattered around it. The people are wearing various colored clothing, creating a vibrant, multi-colored pattern within the arrow shape.

- The focus is on key digital channels, online and offline must be tied together
- PR will be key at onset in order to build brand awareness, driving traffic to the site to convert
- All online channels to be managed centrally, in tandem, whereby budget is allocated to the best performing channels, where feasible
 - **Test-Optimise-Test approach**
- The focus of this plan is on the US primarily, but also the UK as a secondary market
- We believe in focusing on a relatively small number of priority channels as opposed to being too thinly spread across a wide range of activities

TARGET AUDIENCE

- Male 30-60, college educated, typically married and earns in excess of \$100k per year
- Priority = US, secondary = UK

Our target audience includes:

- Millennials – will account for 50% of luxury purchases by 2025
- HENRY (High-Earners-Not-Rich-Yet) - 44 years old, with an income of \$100k to \$250k per year

Also, secondary market:

- Chinese luxury consumers

USP's — Unique Selling Proposition

KEY USPs



KEY DIGITAL CHANNELS

SEARCH

- Search, consisting of SEO and PPC will form a key part of our customer acquisition strategy for year 1 and year 2
- Not unusual for organic (SEO) traffic to be the number 1 traffic driver to a site, but this channel takes time to build up
- We will be dependent on PPC short term to driving traffic, as SEO builds up

i) SEARCH ENGINE OPTIMIZATION (SEO)

- The new site adheres to a stringent set of SEO protocol:
 - Speed
 - Mobile friendliness
 - Internal navigation
 - Content (Once completed)
 - Meta data
 - Usability protocol

Duality of SEO

- *Good on-page SEO = good usability*
- *Good link building = good outreach*

There are other factors that affect the organic ranking status of a site to build authority:

- Link weight – from relevant, high authority, well-established sites
- Ongoing content refresh, so the site is building authority/ more regularly indexed

Link Building

- Building link equity
- Building domain authority



Pre-Launch

- We will continue to build up posts so the site is a weightier vehicle before we launch

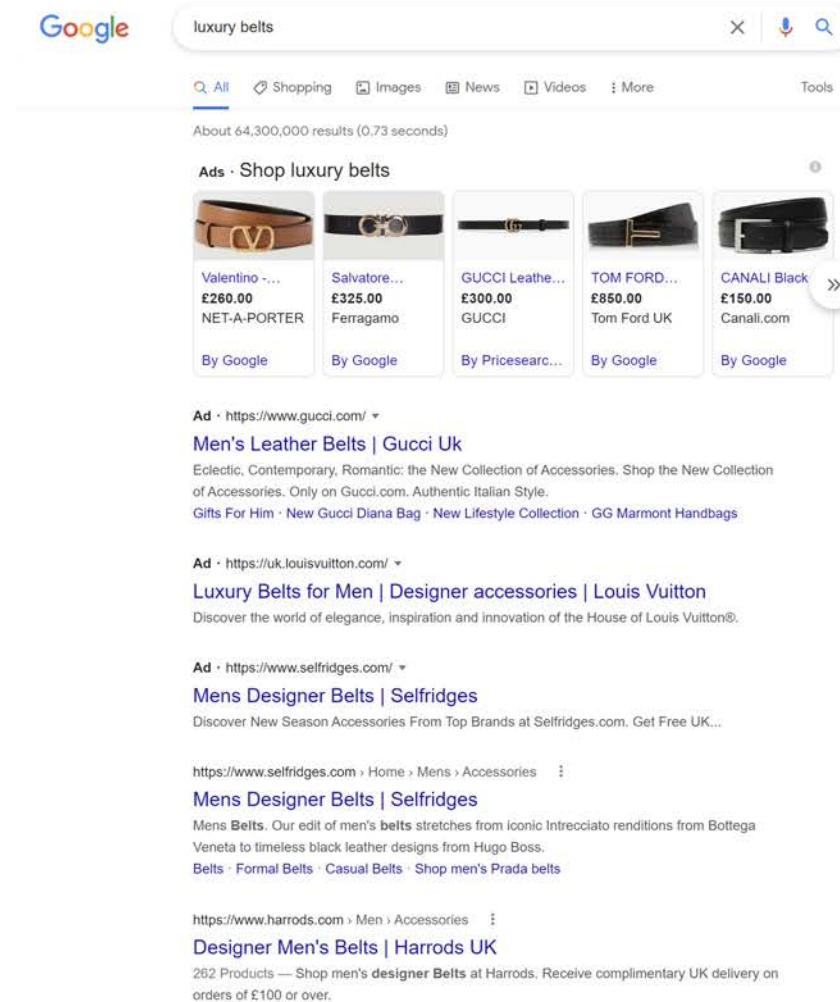
Post Launch

- Define a content plan for launch
- Define a link plan now
- Competitor bench marking
- Expect SEO to build a positive ROI after month-6 typically

ii) PAY PER CLICK (PPC)

- Long tail strategy = Specific keywords, lower cost per click with higher propensity to convert
- Exact/ Phrase match setting to start with to prove the concept
- Use of landing pages – calls to action top right, conduct A/B testing to optimise activities
- Budget increases in line with key seasonal dates

- Google Shopping to be activated = more visual

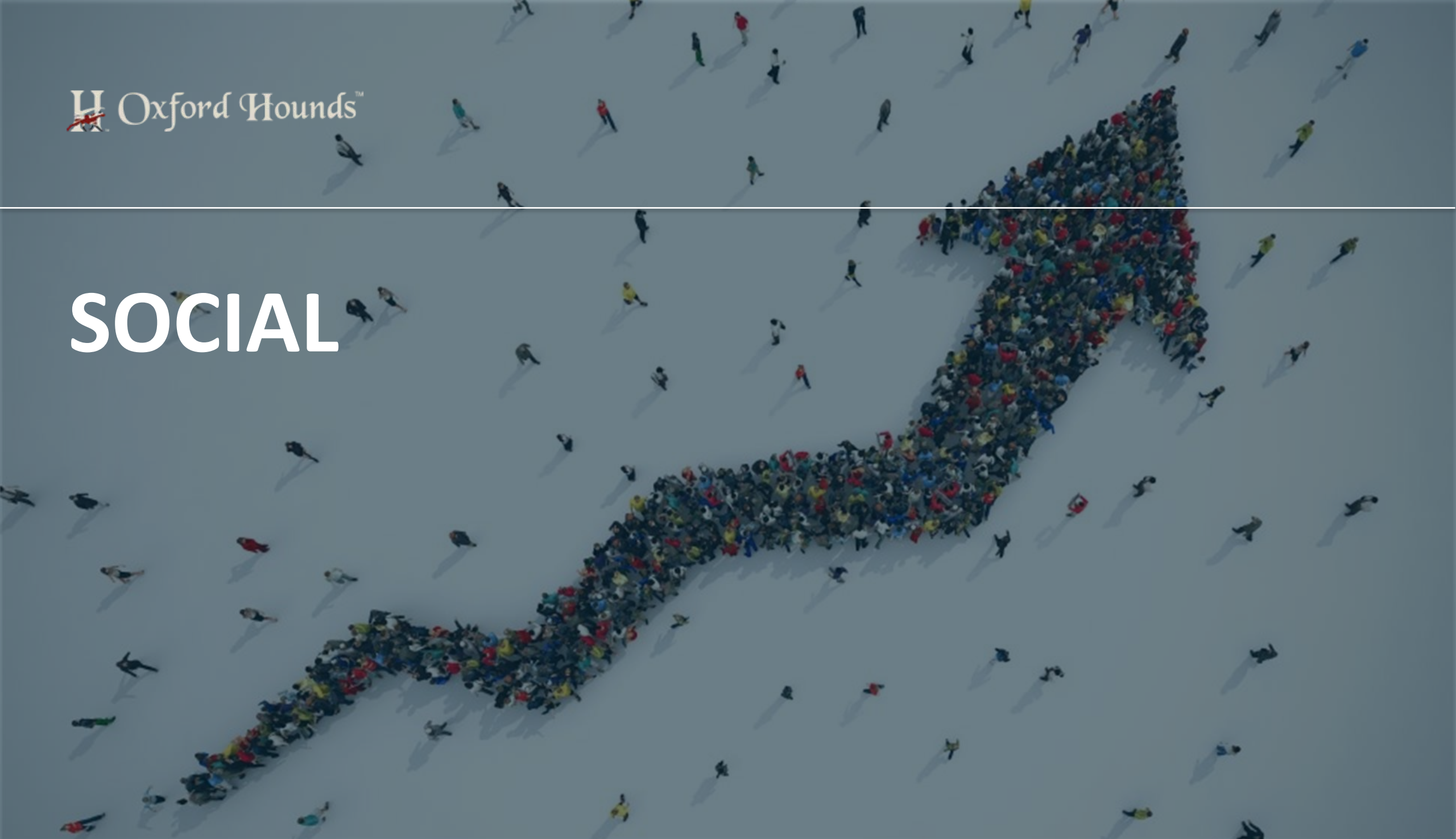


Keyword Research (US)

Keywords	Avg. Search Volumes	Difficulty Ratings	Cost Per Click	No.1	No.2
polo shirts	135,000	51	\$0.88	https://www.ralphlauren.com/men-clothing-polo-shirts	https://www.macys.com/shop/mens-clothing/mens-polo-shirts?id=20640
mens polo shirts	74,000	52	\$1.03	https://www.ralphlauren.com/men-clothing-polo-shirts	https://www.macys.com/shop/mens-clothing/mens-polo-shirts?id=20640
polo t shirts	22,200	43	\$0.71	https://www.ralphlauren.com/men-clothing-t-shirts	https://www.ralphlauren.com/men-clothing-t-shirts/r/polo-ralph-lauren
long sleeve polo shirts	18,100	43	\$0.79	https://www.nordstrom.com/browse/men/clothing/shirts/polo-shirts?filterBySleeveLength=long-sleeve	https://www.kohls.com/catalog/mens-polos-long-sleeve-tops-clothing.jsp?CN=Gender:Mens+Silhouette:Polos+SleeveLength:Long%20Sleeve+Category:Tops+Department:Clothing
mens long sleeve polo shirts	9,900	44	\$0.84	https://www.nordstrom.com/browse/men/clothing/shirts/polo-shirts?filterBySleeveLength=long-sleeve	https://www.kohls.com/catalog/mens-polos-long-sleeve-tops-clothing.jsp?CN=Gender:Mens+Silhouette:Polos+SleeveLength:Long%20Sleeve+Category:Tops+Department:Clothing
polo t shirts for men	6,600	46	\$0.61	https://www.ralphlauren.com/men-clothing-t-shirts	https://www.amazon.com/Mens-T-Shirts-Polo-Ralph-Lauren-Shirts/s?keywords=Men%27s+T-Shirts&rh=n%3A1045624%2Cp_89%3APolo+Ralph+Lauren&c=ts&ts_id=1045624
golf polo shirts	4,400	34	\$1.32	https://www.dickssportinggoods.com/tf/golf-shirts	https://www.golfgalaxy.com/tf/golf-shirts-for-men
polo shirt design	4,400	43	\$0.79	https://www.customink.com/products/polos/148	https://www.rushorderees.com/shirts/polo/
polo rugby shirt	3,600	40	\$0.63	https://www.ralphlauren.com/men-clothing-t-shirts?prefn1=sfccSubcategory&prefv1=Rugby%20Shirts	https://www.ralphlauren.com/men-clothing-t-shirts/the-iconic-rugby-shirt/446140.html
striped polo shirt	3,600	40	\$0.72	https://www.amazon.com/Striped-Polo/s?k=Striped+Polo	https://southerntide.com/collections/men-polos
polo shirts on sale	2,900	48	\$0.71	https://www.macys.com/shop/mens-clothing/sale-clearance/Mens_product_type/Polos%20Shirts?id=9559	https://www.macys.com/shop/mens-clothing/mens-polo-shirts/Special_offers/Clearance%2FCloseout?id=20640
mens polo shirts sale	2,400	43	\$1.09	https://www.macys.com/shop/mens-clothing/sale-clearance/Mens_product_type/Polos%20Shirts?id=9559	https://www.amazon.com/Mens-Polo-Shirts-Clearance/s?k=Men%27s+Polo+Shirts+Clearance
embroidered polo shirts	2,400	37	\$1.93	https://business.landsend.com/Men/Shirts/Polos/c/3.1.1	https://www.customink.com/products/polos/148
mens designer polo shirts	1,600	42	\$0.48	https://www.nordstrom.com/browse/designer/men/clothing/polo-shirts	https://www.farfetch.com/shopping/men/polo-shirts-2/items.aspx
work polo shirts	1,600	34	\$0.98	https://www.redkap.com/products/shirts/polos	https://www.workgear.com/browse/polo-shirts/_/N-567741174
mens striped polo shirt	1,000	41	\$0.77	https://www.amazon.com/Striped-Polo/s?k=Striped+Polo	https://www.macys.com/shop/mens-clothing/mens-polo-shirts/Fabric_pattern/Stripe?id=20640
striped polo shirt long sleeve	590	44	\$0.61	https://www.amazon.com/Sleeve-Striped-Classic-T-Shirt-Standing/dp/B07JFFP6YD	https://www.amazon.com/Striped-Polo/s?k=Striped+Polo
vertical striped polo shirt	320	42	\$0.88	https://www.etsy.com/market/vertical_stripe_polo	https://www.amazon.com/Striped-Polo/s?k=Striped+Polo
Total/ Average	294,610	42	\$0.88		

Keywords	Avg Search Volumes	Difficulty Ratings	Cost Per Click	No.1	No.2
white polo shirt	14,800	37	\$0.52	https://www.ralphlauren.com/men-clothing-polo-shirts/r/white	https://www.nordstrom.com/browse/men/clothing/shirts/polo-shirts?filterByColor=white
black polo shirt	14,800	39	0.54	https://www.target.com/c/polo-shirts-men-s-clothing/black/-/N-55cxgZgup4zc5zk7s	https://www.ralphlauren.com/men-clothing-polo-shirts/r/black
blue polo shirt	4,400	41	\$0.53	https://www.amazon.com/Royal-Blue-Polo/s?k=Royal+Blue+Polo	https://www.ralphlauren.com/men-clothing-polo-shirts
green polo shirt	4,400	41	\$0.52	https://www.ralphlauren.com/men-clothing-polo-shirts/r/green	https://www.amazon.com/Medium-Dark-Green-Polo-Shirts/s?k=Medium+Dark+Green+Polo+Shirts
black polo shirt mens	3,600	40	\$0.63	https://www.target.com/c/polo-shirts-men-s-clothing/black/-/N-55cxgZgup4zc5zk7s	https://www.kohls.com/catalog/mens-black-polos-tops-clothing.jsp?CN=Gender:Mens+Color:Black+Silhouette:Polos+Category:Tops+Department:Clothing
yellow polo shirt	3,600	39	\$0.56	https://www.ralphlauren.com/men-clothing-polo-shirts/r/yellow	https://www.amazon.com/Mens-Polo-Shirts-Polos-Yellows/s?keywords=Men%27s+Polo+Shirts&rh=n%3A1045640%2Cp_n_size_browse-vebin%3A2343364011&c=ts&ts_id=1045640
red polo shirt	1,900	37	\$0.52	https://www.ralphlauren.com/men-clothing-polo-shirts/r/red?srule=merchant-sequenced	https://www.target.com/c/polo-shirts-men-s-clothing/red/-/N-55cxgZgup4zc5xkvl
Total/ Average	47,500	39	\$0.55		

SOCIAL



iii) INSTAGRAM

- Instagram is a key brand awareness-building channel
- Key thrust:
 - Develop content plan using imagery generated in photography session and beyond
 - Build followers organically/ Instagram ads
- Drive conversions via shopping functionality
 - Facebook advertising manager needs to be set-up
 - Facebook and Instagram connected
 - Upload product feed
 - Await Facebook approval
 - Go Live

IV) FACEBOOK

- Plan goes hand in hand with Instagram – build awareness and drives sales
- Two channels managed centrally
- Activate Facebook advertising for launch

V) INFLUENCER MARKETING

- Influencer marketing can be very expensive and a gamble
- Minimise risk - Bespoke approach, identify rising stars
- Manual checks:
 - Upcoming actors
 - Upcoming sports personalities
 - Identify individuals who are high profile in dog charities



**Food 4
Heroes**
Helping the food rescue industry flourish

Influencer Categories

Nano-influencers: 1,000–10,000 followers

Micro-influencers: 10,000–50,000 followers

Mid-tier influencers: 50,000–500,000 followers

Macro-influencers: 500,000–1,000,000 followers

Mega-influencers: 1,000,000+ followers

Instagram

- **Nano-influencers:** \$10–\$100 per post
- Micro-influencers: \$100–\$500 per post
- Mid-tier influencers: \$500–\$5,000 per post
- Macro-influencers: \$5,000–\$10,000 per post
- Mega-influencers: \$10,000+ per post
- Celebrities: Varies, but \$1+ million isn't unheard of

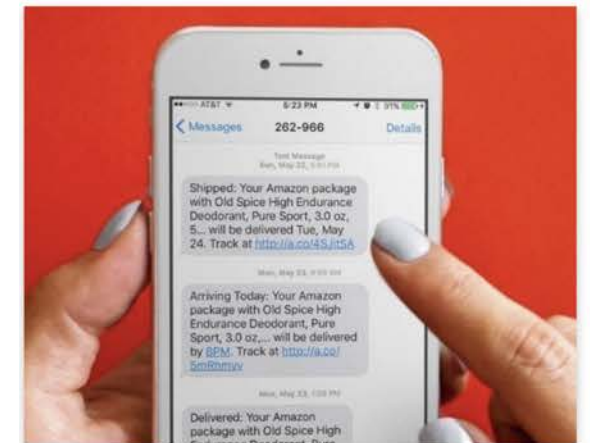
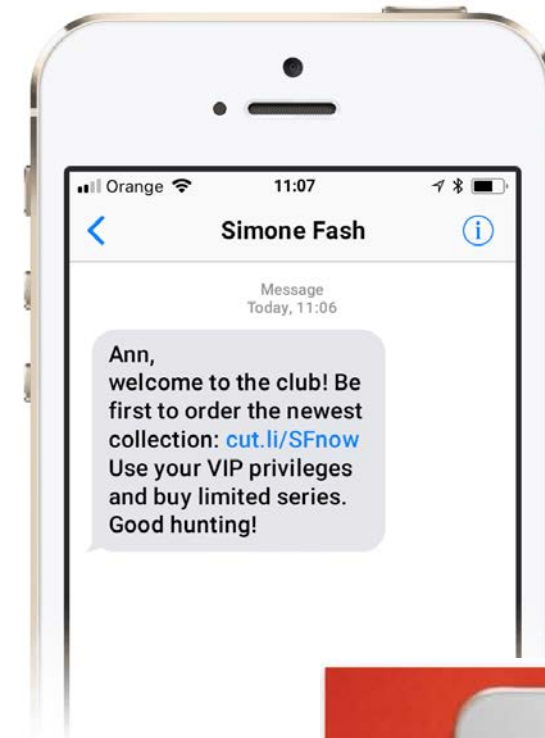
- Start planning to identify suitable candidates
- Make contact and agree commercials for launch
- Use sparingly, during launch + key seasonal dates

Ad Plan

- Focus launch on the US
- Target segments with tailored messaging
- Targeting by age, gender, location, interests, who they are following
- Look-a-like targeting
- Tying in activity with offline advertising/ PR

VI) EMAIL/ SMS

- Welcome messages on sign-up
- Confirmation of shipping
- Promote sales
- Birthday wishes



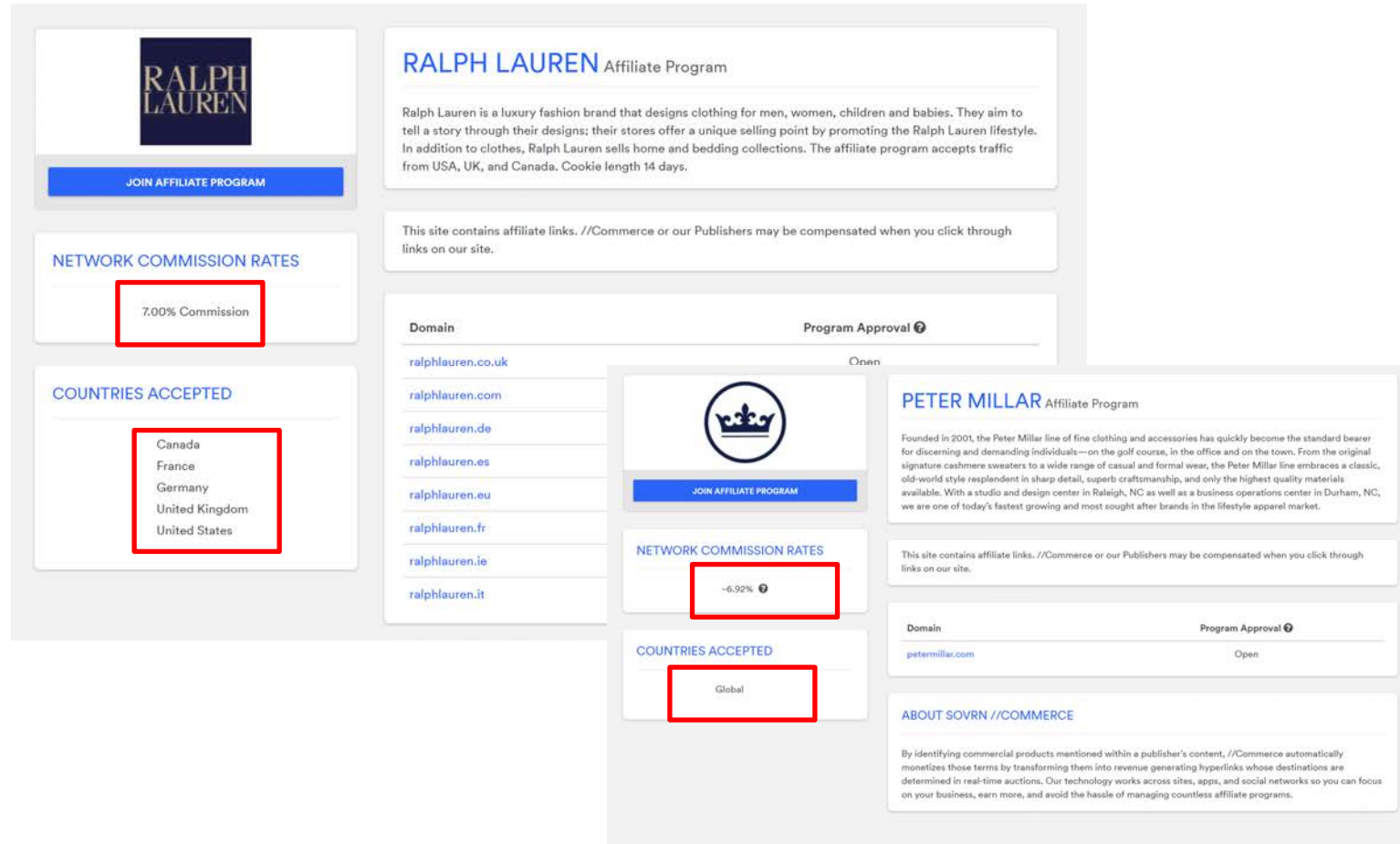
VII) AFFILIATE

Select best of breed network partner and activate a campaign

- One of the big networks i.e. Rakuten/Awin can help gain wider exposure and drive sales in the US & the UK
- Typically operate on a set-up fee, monthly commission fee + 30% override of sales value as commission
- Can drive 15% - 20% of overall revenue

Objectives:

- Drive positive ROI from affiliate to build a case to scale up in 2023



The screenshot displays two affiliate program pages side-by-side. The left page is for the RALPH LAUREN Affiliate Program, and the right page is for the PETER MILLAR Affiliate Program. Both pages include a 'JOIN AFFILIATE PROGRAM' button, a 'NETWORK COMMISSION RATES' section, and a 'COUNTRIES ACCEPTED' section. In the Ralph Lauren program, the commission rate is 7.00% and the accepted countries are Canada, France, Germany, United Kingdom, and United States. In the Peter Millar program, the commission rate is -6.92% and the accepted countries are Global. Both pages also include a 'Domain' list and a 'Program Approval' status.

RALPH LAUREN Affiliate Program

Ralph Lauren is a luxury fashion brand that designs clothing for men, women, children and babies. They aim to tell a story through their designs; their stores offer a unique selling point by promoting the Ralph Lauren lifestyle. In addition to clothes, Ralph Lauren sells home and bedding collections. The affiliate program accepts traffic from USA, UK, and Canada. Cookie length 14 days.

This site contains affiliate links. //Commerce or our Publishers may be compensated when you click through links on our site.

Domain: ralphlauren.co.uk, ralphlauren.com, ralphlauren.de, ralphlauren.es, ralphlauren.eu, ralphlauren.fr, ralphlauren.ie, ralphlauren.it

Program Approval: Open

NETWORK COMMISSION RATES

7.00% Commission

COUNTRIES ACCEPTED

Canada, France, Germany, United Kingdom, United States

PETER MILLAR Affiliate Program

Founded in 2001, the Peter Millar line of fine clothing and accessories has quickly become the standard bearer for discerning and demanding individuals—on the golf course, in the office and on the town. From the original signature cashmere sweaters to a wide range of casual and formal wear, the Peter Millar line embraces a classic, old-world style resplendent in sharp detail, superb craftsmanship, and only the highest quality materials available. With a studio and design center in Raleigh, NC as well as a business operations center in Durham, NC, we are one of today's fastest growing and most sought after brands in the lifestyle apparel market.

This site contains affiliate links. //Commerce or our Publishers may be compensated when you click through links on our site.

Domain: petermillar.com

Program Approval: Open

NETWORK COMMISSION RATES

-6.92%

COUNTRIES ACCEPTED

Global

ABOUT SOVRN //COMMERCE

By identifying commercial products mentioned within a publisher's content, //Commerce automatically monetizes those terms by transforming them into revenue generating hyperlinks whose destinations are determined in real-time auctions. Our technology works across sites, apps, and social networks so you can focus on your business, earn more, and avoid the hassle of managing countless affiliate programs.

VI) ONLINE RETAIL

- Consider 3rd party e-commerce stores
- We recommend targeting 5 or so top priority retailers 3 months after launch, once we have sales/ web site/ Social media
- This will boost lower margin sales but also build brand awareness

Your location: Stowmarket, UK · Learn more

Sort by: Relevance

See luxury belts

Sponsored

Show only
☐ On sale

Delivery
☐ Free delivery

Price
☐ Up to £10
☐ £10 – £30
☐ £30 – £60
☐ £60 – £200
☐ Over £200
£ Min – £ Max

Brand
☐ Gucci
☐ HUGO BOSS
☐ LOEWE
☐ Ralph Lauren
☐ Milano Italy
☐ Tory Burch
☐ Versace

Department
☐ Men
☐ Women
☐ Unisex
☐ Children

Size Type
☐ Regular
☐ Big & Tall

Product	Price	Brand	Delivery
English Bridle Leather Belt - Purdey Havana X...	£125.00	James Purdey & ...	
Valentino - Valentino Garavani Vlogo Reversible...	£260.00	NET-A-PORTER	Free delivery
Aspinal of London Mens Brown Full-Grain Leather...	£95.00	Aspinal of Londo...	
Reversible Black/Brown Calf Leather Belt - Ma...	£120.00	Luca Faloni	Free delivery
GUCCI Signature Leather Belt, Size 95	£275.00	GUCCI	Free delivery
Purdey - Men - 4cm Leather Belt Brown - UK/US 38	£270.00	MR PORTER	Free delivery
LOL Anagrain	£375.0	Loewe	Free d

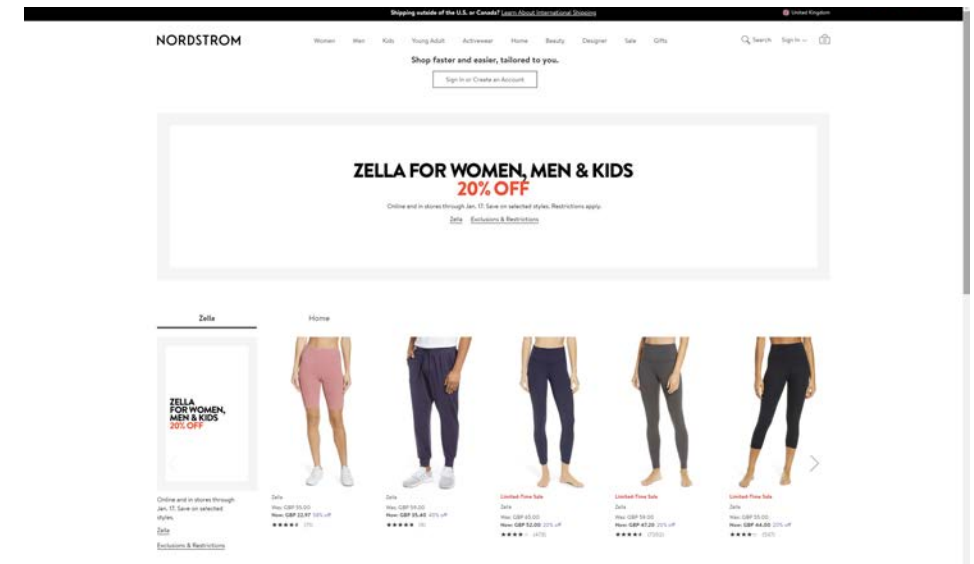
About this page

Product	Price	Brand	Delivery
Pologize Luxury Belt	£23.86 + tax (US\$32.99 + tax) Pologize £7.99 delivery		
Billionaire - Luxury lion buckle belt - men - Leather - 110 - Black	£459.00 farfetch.com £10.00 delivery		
Designer Buckle Belts Mens Metal Ratchet Black Real Leather Waist	£9.99 eBay - dyh_shop2791 Free delivery		
Designer Belts	£108.49 + tax (US\$150.00 + tax) eBay Free delivery		

1) NORDSTROM

NORDSTROM

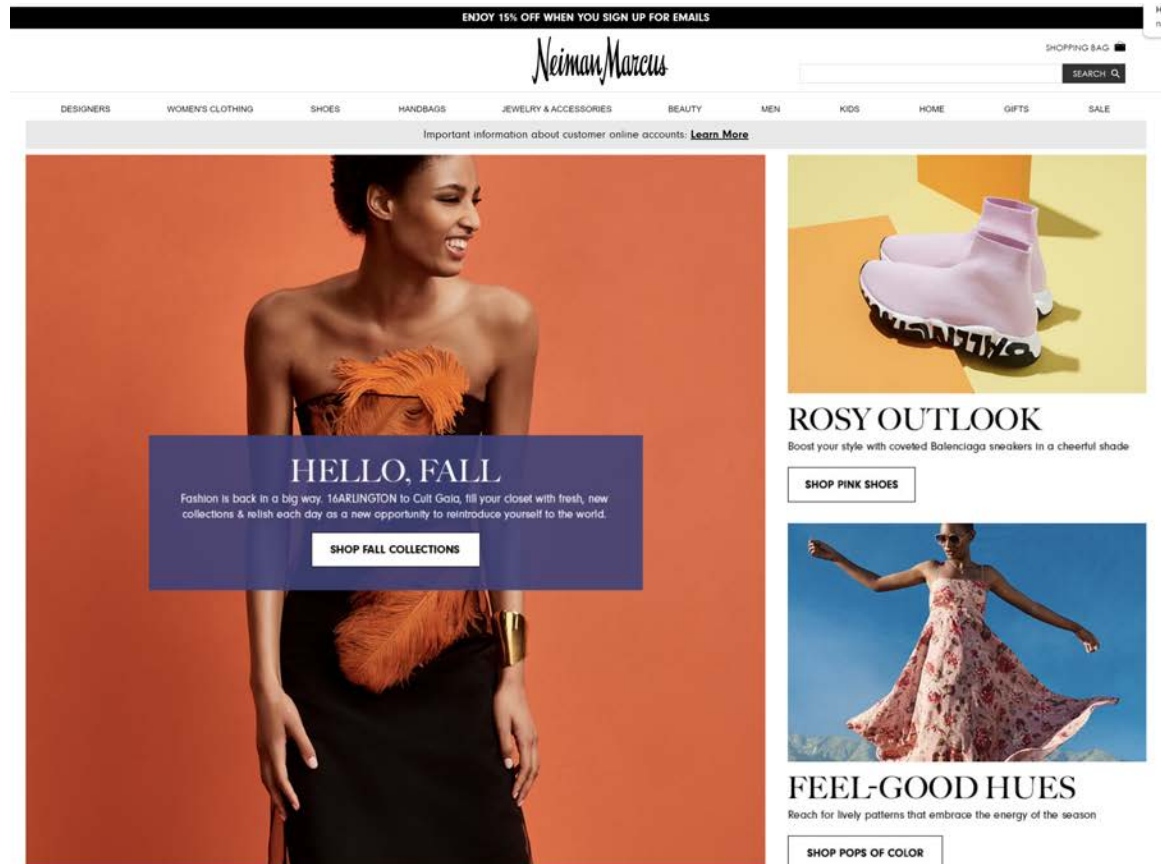
- Target Audience – Average age of 43, 62% of US household incomes of \$300,000 and over shop at Nordstrom
- User-base – 50 million site visits monthly
- Example Brands: Everlane, Peter Millar
- Model – Drop-ship
- Process – submit products for approval
- Notes:
 - *Include a short description of the product's benefits*
 - *Include photographs or illustrations of the product*
 - *Attach patents or other documentation highlighting the product's retail appeal*
 - *If possible, include customer testimonials*
 - *Don't forget to show what your product's packaging looks like*
 - *Share your website and contact information*



2) Neiman Marcus

- Target Audience – Top 2% of wealth, 40% are millionaires, 79% female, average user = 51
- User-base – 14 million site visits monthly, principally US
- Example Brands: Canali, Armani
- Process – Submit products for approval

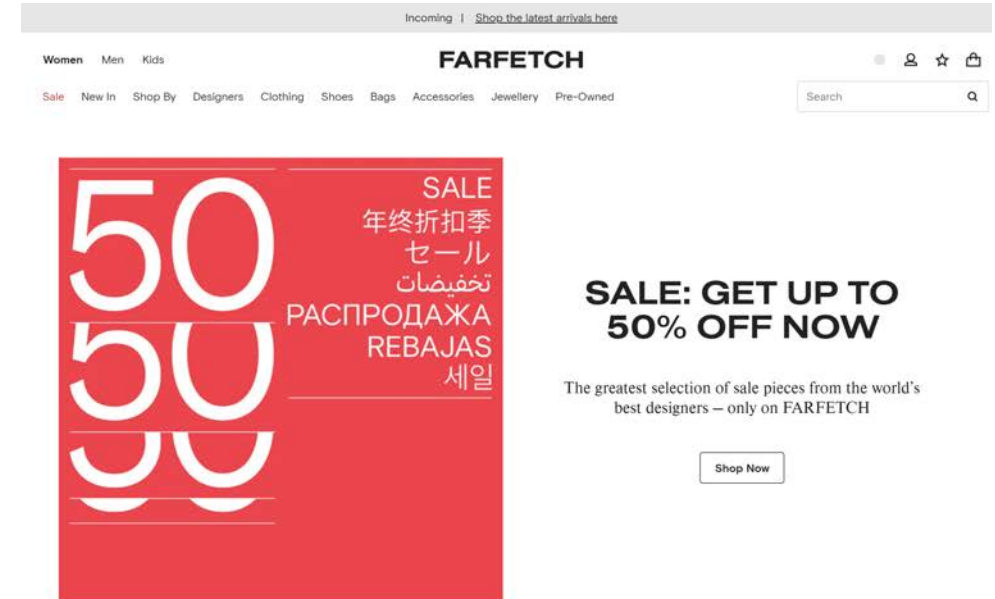
Neiman Marcus



3) FARFETCH

- Target Audience – 2/3 millennials/ Gen Z
- User-base – c 20 million users per month, 190 Countries
- Example Brands
- Model – c 30% commission
- Process – Contact retailpartners@farfetch.com
- Contact retailpartners@farfetch.com

FARFETCH



Performance pieces to supercharge your workout

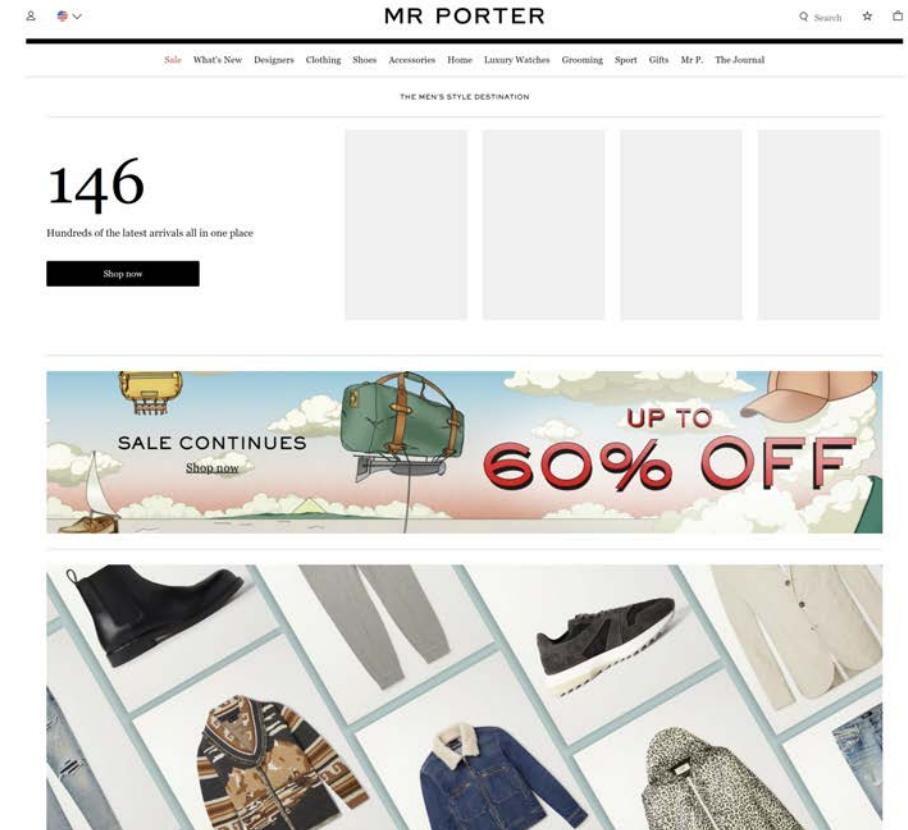
While it would be unfair to claim that your outfit will actually make you a more accomplished athlete, great activewear will certainly make the whole experience more comfortable. Meet the high-performance looks that are



4) MR PORTER

- Target Audience – Affluent, fashion conscious, US, UK, Hong Kong and Italy
- User-base – 7 million monthly users
- Example Brands: Over 900, includes Peter Millar,
- Model - Commission

MR PORTER



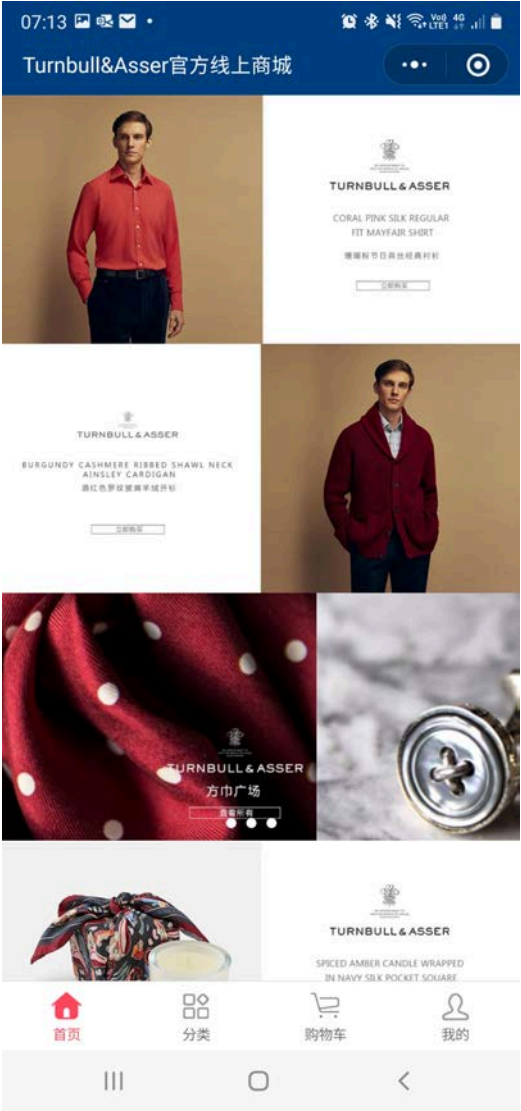
Next steps:

- Identify key buyers on LinkedIn
- Design look book
- Contact when launched with some initial sales data/ customer reviews/ social media presence

VII) CHINA



- China accounts for 40% of the world's e-commerce market, and growing
- Appetite for western luxury items
- WeChat has over 1 billion users, and we can set up e-commerce on WeChat



- We have the WeChat account set-up
- We suggest start posting – Chinese New Year is in 3 weeks, a good first post + small scale ads when launched
- Once the site is launched , we suggest getting a shop up on WeChat
- We suggest activities focus around finding a distributor in China
- Leading up to a presence in Lane Crawford (Hong Kong) and getting ready for Singles Day (11th November)

BUDGET/ PROJECTIONS

Figures presented in a separate spreadsheet

- Shows figures for US launch – year 1 & 2
- Online channels only

WORKING METHOD



Oxford Hounds Digital Team

- Experienced and specialist teams – Development/ SEO/ PPC/ Social advertising/ content/ affiliate/ China
- Central hub – set KPIs/ manage relationships/ reporting
- Centrally managed, allocating budget to best performing channels
- Working closely with offline i.e. PR/ Retail/ other 3rd party specialist agencies
- Test-Optimise-Test

NEXT STEPS

Pre-Launch activities:

- Define SEO link plan
- Set-up social shopping
- Influencer planning
- Discussions with email/ SMS experts
- Affiliate planning
- Identify key decision makers within retailers
- Prime Google analytics for goal conversion/ dashboards
- Start posts on WeChat