

MARKETING PLAN

ALWAYS

JUSTIFIED

www.alwaysjustified.com



A photograph of a paper mill's machinery, showing large rollers and a conveyor belt. The scene is dimly lit, with a focus on the mechanical components. A yellow 'CAUTION' sign and a 'ROT' label are visible on the machinery. The background is a solid red color with a yellow grid pattern in the top right corner.

ABOUT US

*ABOUT
US*



ABOUT US

A unique one-stop shop for all customer's apparel, digital, and large format printing. We pride ourselves in serving our community One T-Shirt at a time where we provide all necessary branding items to enhance schools, small businesses, nonprofits and local clothing brands. We love to call ourselves a "Secondary form of Art", where we help bring visions, ideas and creativity to life through printing. Our products include:

- T-shirts
- Polo's
- Sweaters
- Hoodies
- Tank Tops
- Hats
- Booklets
- Labels
- Brochures
- Business Cards

- Banners
- Signage
- Decals
- Flags



COMPANY VALUES

*COMPANY
VALUES*

CUSTOMERS FIRST

**Quality before
Quantity**

FAST SERVICE

ACCOUNTABILITY



COMPETITORS

CORONA PRINT SHOP

- They offer the same service we offer. They have screen print and embroidery in house in addition to making vinyl signs in house.
- We can however win with our same day service and our quality of products.

951 DESIGNS

- They offer the same services BUT DTG. Also, markets more signage material like window decals and door magnets.
- We are right around the corner from them. However, our online presence with our reviews highlights them. We should update the website to showcase products we actually offer to compete.

OTHER OBSERVATIONS

- Free print day
- Offers free flyers
 - One side has their info, one side customized
- Starter specials
- Have their own branded merchandise
- Both stores are branded more towards men
 - Probably white male, ages 25-35
 - "bros"
- We can stand out by marketing to women and/or college student orgs

TARGET AUDIENCE

*TARGET
AUDIENCE*

PERSONAS



SARAH

Age: 21

Occupation: College student

Background: Sarah is a junior at a university in the United States. She is a member of a student organization on campus. Sarah comes from a middle-class family and is the first in her family to attend college. She has always been an excellent student and is highly involved in campus activities



ALEX

Age: 25

Occupation: Freelance writer

Background: Alex grew up in Southern California, where he developed a love for pop culture. He spent most of his childhood and teenage years consuming movies, TV shows, comic books, and video games, often staying up late into the night to finish a new game or binge-watch a new series.

Since there are so many print shops out there offering basically the same services, often having more products that we currently offer, we should focus more on a niche audience to stand out. We should be seen as the "go to" print shop for this market.

Why should we try to be like everyone else, competing for the same customers when we can fill a gap in the market instead?

Student organizations love personalized apparel of familiar brands and pop culture icons.

If we build a good relationship with young women, they have the potential to come back to us for future events after they graduate:

- Weddings, engagement parties, bridal showers, baby showers, etc

MARKET

NUMBER OF STUDENT ORGS

- UCR: 450+ (34 fraternities/sororities)
 - <https://ask.ucr.edu/student-organizations>
- La Sierra University: 70+ (0 fraternities/sororities)
 - <https://admissions.lasierra.edu/discover/>
- BYU: 180+ (0 fraternities/sororities)
 - <https://sclcenter.byu.edu/clubs>
- Redlands University: 100+ (17 fraternities/sororities)
 - <https://www.redlands.edu/student-life/student-involvement-and-success/clubs-and-organizations/>

PROS

- They need new apparel and print material at the start of every quarter/semester and for their special events:
 - Flyers
 - Shirts
 - Books
- Businesses like restaurants usually only need print material upon opening or a brand refresh.

CONS

- Might not get as many orders outside of these events.
- The school year ending so we have to quickly market towards them for formals

SOCIAL MEDIA POSTS

SOCIAL
MEDIA POSTS

VIDEOS

- Informational/Tutorials
 - Optimized file types
 - "Tips & Help" in video form
- Process Videos
 - DTG
 - Digital Goods
 - Screen Printing
 - Embroidery
- Advertisements (CTA)
- Quotes
- ASMR (requires microphone)
- Polls (in stories)

FREQUENCY: 1-2 Per Week



VIDEOS

T-SHIRT DESIGN POSTS

FREQUENCY:
2-3 Per Week



REGULAR MOCKUP

Front & Back View with
Background Pattern

MODEL

More Candid Photography

Facebook Ad for Drop Shipping

u/gelatocnects · Promoted

Dropship with Print-On-Demand & Launch Your Store. 140K+ Satisfied Customers & 10M Orders Delivered!

Stop dreaming about turning your hobby into a business. Start selling your custom-designed goods!



Sell your artwork globally
with over 130 local hubs for production and distribution - no cross-border shipping needed.

gelato.com [Sign Up](#)

1 Comment Share Award



Chubby Tubby Red Shiba... [more](#)

visuallyyou sponsored



Relaxing Black Shiba Inu... [more](#)

Shop Now

visuallyyou sponsored + Expand Story



Relaxing Red Shiba Inu... [more](#)

Shop Now



3:00

Noid Studio
It's Ramadhan

YES! WE'RE OPEN

don't hesitate to contact us | 09 AM - 04 PM Weekdays

Vila Bogor Indah 3 Blok AB1 Ruko No. 3A Kedunghalang, Kota Bogor

ENGAGEMENT

- Start following the followers of popular print shops
- Make more comments
- Post more stories
- Use trending music in our posts
- Be more consistent

POSTS & STORIES

CREATE DESIGNS AND MOCKUPS OR SOCIAL MEDIA STORIES AS THEY TREND

POP-CULTURE

NBA PLAYOFFS/FINALS (<https://www.nba.com/playoffs/2023>)

- (April 15, June 1)

MUSIC FESTIVALS (<https://www.musicfestivalwizard.com/festival-guide/us-festivals/>)

- Coachella (Apr 14-23), Stagecoach (Apr 28-30), Lovers & Friends Fest (May 6), EDC (May 19-21), Head in the Clouds NY (May 20-21), Bottlerock (May 26-28), Love RnB (May 27), Splash House (June 9-11), Bonnaroo (June 15-18), Electric Forest (June 22-25), Day Trip (June 24-25), Lollapalooza (Aug 3-6), Hard Summer (Aug 5-6), Outside Lands (Aug 11-13)

MOVIES (<https://editorial.rottentomatoes.com/article/most-anticipated-movies-of-2023/>)

- Super Mario Bros (Apr 7), Evil Dead Rise (Apr 21), Guardians of the Galaxy Vol. 3, (May 5), Fast X (May 19), Little Mermaid (May 26), Spider-Man: Across the Spider-Verse (June 2), Transformers (June 9), The Flash (June 16), Indiana Jones (June 30), Mission Impossible (June 14), Barbie (July 21), Ninja Turtles (Aug 4)

TV SHOWS (<https://editorial.rottentomatoes.com/article/tv-premiere-dates-2023/>)

HOLIDAYS

- Easter, Mother's Day, Juneteenth, Independence Day

UNOFFICIAL HOLIDAYS (<https://www.holidayscalendar.com/categories/unofficial/>)

- World Party Day (Apr 3), Librarian Day (Apr 4th), First Contact Day (Apr 5), Burrito Day (Apr 6), New Beer's Eve/ Beer Day (Apr 6, 7), No Housework Day (Apr 7), Girl Me Too Day (Apr 7), Empanada Day (Apr 8), Zoo Lovers Day (Apr 8), Siblings Day (Apr 10), Pet Day (Apr 11), Library Workers Day (Apr 11), Grilled Cheese Day (Apr 11), Haiku Poetry Day (Apr 17), Look Alike Day (Apr 20), Lost Dogs Awareness Day (Apr 23), Superhero Day (Apr 28), Dance Day (Apr 29)

OTHER EVENTS:

- Anime Expo (July 1-4), Comic-Con (Jul 19-23), Anime Matsuri (Aug 10-13), Counter-Strike: Global (Apr 17), DreamHack (Apr 6), League of Legends Mid-Season Invitational (May 2), Collegiate Rocket League World Championship (June 2), Valorant Champions (Aug 6)
- <https://fancons.com/events/schedule.php?year=2023>
- <https://www.ginx.tv/en/esports/tournament-calendar>

PROMOTIONAL IDEAS

BRAND AMBASSADORS

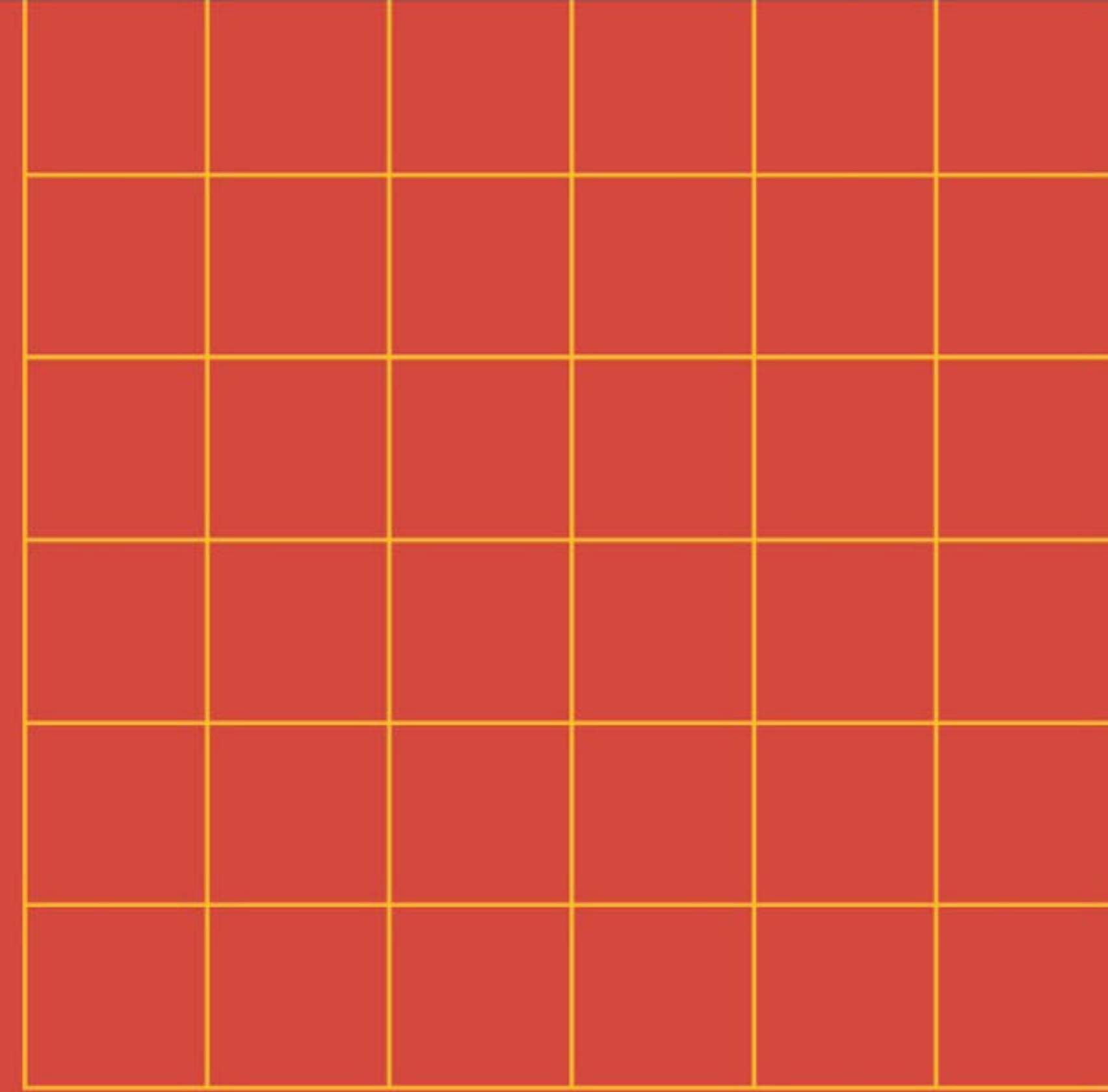
- Use Loyalty Point systems instead of stamp cards
 - Spend X amount of \$ and receive Y amount of points that can be redeemed for future purchases
- Student orgs tend to have a fundraising chair
 - Give them a promo code/affiliate link that can be passed down year after year
- 10% next order for making a social media post with us tagged in it

MAILING LIST SIGN-UP

- Receive 10% discount code
 - Expires in 14 days
- 10% off return customers (randomly distributed)

OFFER FREE SHIPPING ON ORDERS OVER \$100

ODDS & ENDS



WEBSITE

- Not user friendly
- Needs a refresh/cohesive design
- Should be able to design business cards and other digital products as well
- Create a responsive layout

PRODUCT IDEAS

- Always Justified Branded Merchandise
- NFC Business Cards
 - <https://youtu.be/8c-PPsop6y8>
 - <https://www.amazon.com/nfc-card/s?k=nfc+card>
 - <https://brainstormidsupply.com/inkjet-id-cards/kits-cards-trays/printer-trays>
 - <https://lemp.io/how-to-print-to-nfc-cards-with-a-canon/>

MARKETING PLAN

Thank You!

Thank YOU?

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