

BUILDING YOUR BRAND VOICE

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SkirtSports



**Using your Unique Brand Voice
to Connect with Consumers and
Drive Sales**

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Nicole DeBoom

- CEO, Founder
- Pro Triathlete
- Spokesperson
 - Blessing: Authenticity
 - Curse: Not everyone is a Pro



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Lohas & Celebrating Me

LOHAS

Lifestyles
Of
Health
And
Sustainability

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Health & Fitness



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CONVERT TO SKIRT

Fashion



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Selling Experiences and Fun



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Brand Personality

- What do these women really care about?
- Become one of them
 - Motivational Quotes
 - Losing weight
 - Colors, fashion
 - Training Tips

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Multilayered Investment

- Website Copy
 - Must match all other channels
 - Utilize SEO to help page rank
- Facebook
 - Product placement 1x a week
- Twitter Feed
 - Can push product 1 – 2x a day
- Blog Posts
 - Use Key Words to help drive content
 - Mention product only when you can link it to a good story
- Pinterest
 - Product Shots!
- eBlast = \$\$ maker



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Long Term Investment



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Questions?

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