

# Tradesy Luxury Fashion Rental Go To Market Plan

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# Market Research/Assumptions

- ▶ Competitors Evaluated on similarweb.com and alexa.com – [www.renttherunway.com](http://www.renttherunway.com)  
[www.bagborroworsteal.com](http://www.bagborroworsteal.com) & [www.stitchfix.com](http://www.stitchfix.com)
  - ▶ Top traffic channels: 1&2 Direct & Search, FAR BEHIND 3&4 Display & Social
    - ▶ Search traffic is split at least 50/50 to 70/30 on Organic/Paid
      - ▶ Organic Top Keywords are mostly branded, but lots of long tail keywords, showing SEO/Site Content is VERY important
      - ▶ Paid Keywords are mostly Un-Branded, showing that use of product/brand/item specific search is important
      - ▶ Very few competitors seeming to use Google Shopping for much traffic
    - ▶ YouTube & Pinterest Top Social Outlet for smaller entities, FB & Reddit Top for larger entities
      - ▶ Tradesy could play in both the smaller and larger spaces here, as you already have a large FB following, but YT & Pin are likely better for prospecting (something to test)
- ▶ Assuming that we have already re-designed our website and app for this new service

# GTM Plan – Month 0 (What we need)

## Budget Left: \$2M Spend: \$85K

- ▶ We will need to create assets above & beyond what we currently have in the following areas (\$85k)
  - ▶ Website (\$10k)
    - ▶ Referral Program (\$50 each side)
      - ▶ Landing Pages, Emails, Ads (text, social, video)
    - ▶ Assets to A/B test the homepage and new sections of the website
  - ▶ Affiliate/Influencers (\$10k)
  - ▶ Emails & Pushes (All need to be created with 2 versions, to A/B test against each other) (\$5k)
    - ▶ Announcement 1, 2, 3, Read Announcement but didn't click (enticement email), Welcome to Rental, How it Works, Thank You, Cart Abandonment, Purchase from Tradesy Follow Up, Rental Follow Up, Referral Program, Social Sharing/Review Request
  - ▶ Videos (\$50k) – Assume I can get 10 x 1 minute videos plus a few extras for this amount.
    - ▶ Announcement, Welcome to Rental, How it Works, Referral Program, Bumpers, 15, 30, 60 second spots
  - ▶ Ads (All must be created with 2 versions, to A/B test against each other) (\$10k)
    - ▶ Search, shopping, Facebook/Insta Carousel & Collection, Stories, Feeds, Pinterest, Snap, Organic Posts on Facebook, Instagram, YouTube, TikTok, Pinterest, etc.

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# Ad Samples (Everything will be tested)



**TRADESYS**

Discover 1000s of  
Designer Dresses  
90% OFF!!!

SHOP NOW



**TRADESYS**

Access 1000s of  
Designer Styles  
at  
90% OFF!!!

SHOP NOW



**TRADESYS**

1. Discover Your Favorite Styles
2. Wear It for a Month
3. Return or Buy It

SHOP NOW

# GTM Plan – Month 1 – Launch Month

## Budget Left: \$1.915M Spend: \$425K

- ▶ Launch on day 1 in these channels:
  - ▶ Email – Announcement to 100% of list, Push – Announcement to 100% of list, All Social & Video Channels Organic Posts, All Social, & Video channels Paid Announcement Ads, Paid Search on Non-Branded and Competitor Key Words, Product Search with rental prices in search, Affiliate & Influencer Announcements, Retargeting Ads for any site visitors.
  - ▶ Ad Spend for Month 1:
    - ▶ Search - \$200k, Google Shopping \$50k, Influencer/Affiliate \$75k, Social/Video/Display \$75k, Retargeting \$25k, Referrals \$5k
- ▶ Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.
- ▶ All campaigns will launch with an A/B test running (colors, CTA, imagery)
  - ▶ Winners on all A/B Tests will be called on the 15<sup>th</sup> of the month and the winner will play out over the back half of the month
  - ▶ On the 15<sup>th</sup>, new hypothesis in terms of all tests will be made, and designs will be created and tests developed to be implemented on the 1<sup>st</sup> of the next month. We will need new assets (Website, Ads, etc.) each month (\$20k budget)

# GTM Plan – Month 2 Optimize Campaigns

## Budget Left: \$1.49M Spend: \$310K

- ▶ Launch on day 1 in these channels:
  - ▶ New A/B Tests will be launched in each channel on each campaign to test something new to attempt to incrementally improve CTRs. Email/Pushes will be sent out in a drip/nurture manner to help customers through the entire customer journey, by ensuring that they are getting the right message at the right time. CRM can be used to both send email and export audiences into all of our ad/social platforms so we can deliver personalized messages to our customers depending on their particular spot in our funnel.
  - ▶ Ad Spend for Month 2: Reduced spending due to no need for “Announcement” & Maximize Search
    - ▶ Search - \$150k, Google Shopping \$30k, Influencer/Affiliate \$25k, Social/Video/Display \$25k, Retargeting \$50k, Referrals \$10k
- ▶ Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.
- ▶ All campaigns will launch with an A/B test running (colors, CTA, imagery)
  - ▶ Winners on all A/B Tests will be called on the 15<sup>th</sup> of the month and the winner will play out over the back half of the month
  - ▶ On the 15<sup>th</sup>, new hypothesis in terms of all tests will be made, and designs will be created and tests developed to be implemented on the 1<sup>st</sup> of the next month. We will need new assets (Website, Ads, etc.) each month (\$20k budget)

# GTM Plan – Month 3 Optimize Channels

## Budget Left: \$1.180M Spend: \$280K

- ▶ New A/B Tests will be launched in each channel on each campaign to test something new to attempt to incrementally improve CTRs.
- ▶ Email/Pushes will be sent out in a drip/nurture manner to help customers through the entire customer journey, by ensuring that they are getting the right message at the right time.
- ▶ Ad Spend for Month 3: This month we will be working on adjusting the spend ratio by channel to Optimize our CPAs
  - ▶ Spend to target \$250k this month. Tactics will likely look to maximize spend in search (should provide us the highest ROI, but we will look at the first 2 months worth of data here) and then move our way down the funnel, after search and shopping, moving down to retargeting, then affiliate/influencer, then lastly Social/Video Prospecting. This hypothesis is based on research showing that most existing competitors (RTR, etc.) have minimal traffic coming from social, video, or display platforms (less than 10% of total traffic).
  - ▶ Referrals \$15k
- ▶ Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.
- ▶ All campaigns will launch with an A/B test running (colors, CTA, imagery) \$15k



# GTM Plan – Month 4 Experimentation

## Budget Left: \$900K Spend: \$285K

- ▶ New A/B Tests will be launched in each channel on each campaign to test something new to attempt to incrementally improve CTRs.
- ▶ Email/Pushes will be sent out in a drip/nurture manner to help customers through the entire customer journey, by ensuring that they are getting the right message at the right time.
- ▶ Ad Spend for Month 4: This month, we will be focused on experimentation within each channel/campaign to optimize CTRs/CPCs/CPAs
  - ▶ Spend to target \$250k this month. Tactics will look to address different audiences, Target CPA/CPC bidding vs automated bidding, frequency of ads, potentially owning more than 1 line of search, more competitor targeting ads, etc.
  - ▶ Referrals \$20k
- ▶ Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.
- ▶ All campaigns will launch with an A/B test running (colors, CTA, imagery) \$15k



# GTM Plan – Month 5 Expansion

## Budget Left: \$615k Spend: \$310K

- ▶ New A/B Tests will be launched in each channel on each campaign to test something new to attempt to incrementally improve CTRs.
- ▶ Email/Pushes will be sent out in a drip/nurture manner to help customers through the entire customer journey, by ensuring that they are getting the right message at the right time.
- ▶ Ad Spend for Month 5: This month we will be focused on expanding our budgets the best performing channels to increase our CPCs/CPAs in those channels alone to expand our traffic
  - ▶ Spend to target \$275k this month. Tactics will look to see where we have the opportunity to spend more money by channel, and which channels currently have the lowest CPAs/CPCs so we can push harder in those most successful channels.
  - ▶ Referrals \$25k
- ▶ Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.
- ▶ All campaigns will launch with an A/B test running (colors, CTA, imagery) \$10k

# GTM Plan – Month 6 Stabilization

## Budget Left: \$305K Spend: \$305K

- ▶ New A/B Tests will be launched in each channel on each campaign to test something new to attempt to incrementally improve CTRs.
- ▶ Email/Pushes will be sent out in a drip/nurture manner to help customers through the entire customer journey, by ensuring that they are getting the right message at the right time.
- ▶ Ad Spend for Month 6: This month we will be focused on stabilizing the campaigns to ensure that we know what they should produce in terms of traffic/ROAS/etc.
  - ▶ Spend to target \$275k this month. Tactics will look to ensure that we have stable CPAs/CPCs/CTRs/Conversion on all campaigns/channels
  - ▶ Referrals \$30k
- ▶ Daily & weekly checks on traffic, conversions, CPAs/CPCs, will be done on each platform and optimal adjustments will be made.
- ▶ All campaigns will launch with an A/B test running (colors, CTA, imagery) We should by this time be able to do this with minimal additional investment.

# GTM Plan – KPIs & Goals

- ▶ I believe that the most important KPIs are those that make up the P&L statement
  - ▶ Revenue, Expenses, Profit
- ▶ The sub-KPIs that go into making those outputs are:
  - ▶ Traffic, CPAs/CPCs, Conversion Rates, Click Through Rates, etc. by channel or source/medium/campaign
- ▶ I would want to set goals for new customer acquisition numbers as well as CPAs before we started to know where profitability lies.