

# DROP STRATEGY

## **DROP OVERVIEW:**

### **Ad Strategy**

#### **■ Landing Page Ads**

- Timing: Start 7 days before the product drop.
- Action: Turn off on the day of the drop.
- Purpose: Generate awareness and interest in the upcoming product drop.

#### **■ Conversion Ads**

- Timing: Begin on the day of the product drop and continue for 3-4 days.
- Action: Turn off after the campaign period (optional).
- Target: Lookalike audiences to maximize reach to potential buyers similar to existing customers.

#### **■ Retargeting Ads**

- Timing: Start 1-2 weeks after the product drop and continue until most of the stock is sold out.
- Budget: Maintain a consistent, low budget.
- Target: Custom audiences who have shown interest in the products but haven't purchased yet.

## **DROP OVERVIEW:**

### **Email and SMS**

#### **■ Preview Email**

- Timing: Send 2 days before the product drop.
- Content: Offer a sneak peek of the products to build excitement and anticipation.

#### **■ Early Access Email**

- Timing: Send the day before the product drop.
- Recipients: Select individuals, possibly VIP customers or those who have signed up for early access.
- Content: Provide exclusive early access to the product, enhancing feelings of exclusivity and urgency.

#### **■ Drop Email and SMS Blast**

- Timing: Send on the day of the product drop.
- Content: Announce the availability of the new products, encouraging immediate visits to the website or store. The SMS blast serves to capture immediate attention and drive traffic.

## **DROP OVERVIEW:**

### **Order of Operations:**

- Landing Page Creation & Ads
- Preview Email
- Early Access Email
- Drop Email & SMS Blast
- Conversion Ads
- Retargeting Ads