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## BuyBlvd Marketing Playbook

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**Presented by:**

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### **Purpose:**

This playbook outlines the advertising, influencer, and growth marketing strategies that will guide BuyBlvd's public launch and brand expansion. Designed to drive shopper engagement, boutique onboarding, and community-building at scale, this document provides the foundation for a cohesive and data-driven go-to-market strategy.

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### **Contents:**

- ✓ Target Audiences
- ✓ Google & Instagram Ad Strategy
- ✓ Influencer Playbook
- ✓ Retailer Co-Promotions
- ✓ Localized Campaigns
- ✓ Content Calendar
- ✓ Launch KPIs

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# GOOGLE ADS STRATEGY

## Campaign Objectives

1. **Shoppers** – Drive high-intent traffic to the BuyBlvd app or waitlist via local fashion-related searches.
2. **Retailers** – Convert boutique owners into sign ups for the BuyBlvd retailer platform.

## Campaign 1: Shop Local Fashion Now

- **Ad Groups:**
  - Boutique Near Me
  - Trending Local Fashion
  - Hidden Gem Stores
- **Sample Keywords:**
  - “boutique near me”
  - “where to shop local fashion”
  - “independent fashion stores [city]”
  - “real-time inventory [city]”
- **Ad Copy Example:**

*“Discover What’s in Stock Right Now – Shop Boutique Fashion Near You Instantly with BuyBlvd.”*
- **Landing Page:**

Mobile-first page with city-based inventory preview and CTA to sign up or download

## Campaign 2: Boutique Retailer Sign-Ups

- **Ad Groups:**
  - Retail Tech Tools
  - Boutique Marketing Help
  - Sell Fashion Locally
- **Sample Keywords:**
  - “how to promote my boutique”
  - “retail tech for small stores”
  - “fashion inventory platform”
- **Ad Copy Example:**

*“Get Discovered by Local Shoppers – Join BuyBlvd and List Your Inventory in Real Time.”*

- **Landing Page:**  
Tailored onboarding page with case studies and QR code signage preview

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**Google Ads KPIs (per campaign goal)**

Metric	Shopper Target	Retailer Target
CTR (Click-Through-Rate)	4–6%	3–5%
CPC (Cost-Per-Click)	\$0.60–\$1.20	\$1.50–\$2.50
Conversion Rate	12–18%	6–10%
Cost per Lead	<\$3	<\$12
ROAS (retailer co-promo)	3x–5x	N/A

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# INSTAGRAM ADS STRATEGY

## Campaign Objectives

1. Drive top-of-funnel awareness among Gen Z & Millennial fashion shoppers.
  2. Create affiliate-style influencer conversion loops.
  3. Boost creator & boutique signups through authentic storytelling.
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## Organic + Paid Content Blend

### Paid Ad Types

- Reels Ads
- Stories Ads
- Carousel Lookbooks
- Influencer-Whitelisted Ads

### Creative Concepts

- **“Shop With Me” Reels:** Creators show live inventory via BuyBlvd while walking through stores.
- **Geo-styled Lookbooks:** Carousel ads that group boutique outfits by neighborhood/style vibe (e.g., “Downtown Cool,” “Venice Vintage”).
- **Time-sensitive Drops:** “See What Just Dropped Near You” Stories synced with live inventory updates.

### Ad Copy Examples

- *“3 Boutiques in [City] That Just Got a Drop – Tap to See What’s In Stock Now”*
  - *“Your City’s Most Stylish Hidden Gems. Available Now.”*
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Instagram KPIs

Metric	Target Range
CTR from Reels/Stories	1.5–3%
Cost per Waitlist Signup	<\$3
Engagement Rate	5–10%
CPC	\$0.50–\$1.00
CPM (micro-influencers)	\$10–\$20
Influencer Conversion	4–7% on tracked links
Follower Growth	10–15% MoM

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# INFLUENCER STRATEGY

## Goals

- Build cultural cachet with niche fashion communities.
- Leverage creator storytelling for trust, awareness, and sign-ups.
- Seed creators into the **BuyBlvd Creator Marketplace** for long-term campaign use.

## Influencer Targeting

Tier	Follower Count	Focus
Micro	5K–50K	Style tastemakers, vintage
Mid-tier	50K–250K	Fashion/City lifestyle
Nano (beta phase)	<5K	Locals with high engagement

## Activation Tactics

- **Invite-Only Early Access** to Creator Marketplace
  - Personalized campaign briefs + creative direction
  - Performance bonuses based on sign-ups and clicks
  - Use of **Shopcodes** or **Deep Links** to track attribution
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# RETAILER PROMOTION STRATEGY

## Co-Branded Campaigns

- Featured ad slots in BuyBlvd's Google & Instagram ads
- Boutique name, products, or storefront featured
- Boosted posts featuring both BuyBlvd & retailer handle
- Storefront signage w/ QR codes for walk-by conversions

## Bonus Assets for Retailers

- Shoppable Reel templates
  - Co-branded Story graphics
  - Custom inventory highlight page
  - Performance insights & store page traffic updates
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# LOCALIZED CAMPAIGNS

## Goals

- Build hyperlocal visibility
- Drive in-store conversions and real-time shopping actions
- Celebrate neighborhoods through curated fashion discovery

## Tactics

- Geo-targeted ads within 5–10 mile radius of boutiques
- Real-time “hot right now” drops promoted via Stories
- Local press, creator events, and pop-up QR hunts
- Event-specific promotions (First Fridays, Art Walks, etc.)