

# PANDESCO

MARKETING  
CONSULTANT/COORDINATOR

---

9K WEBSITE HITS  
1200 INSTAGRAM FOLLOWERS



---

[WWW.PANDESCO.COM](http://WWW.PANDESCO.COM)

(929)888-9585  
JAN.2019-PRESENT

# Overview



## MARKETING

### CONSULTANT/COORDINATOR

Pandesco is a business solution provider for the fashion & apparel retail industry. I was hired by the CEO to help launch the brand and it's newly developed application, DoorSharp.

While the CEO was already working as an IT consultant/director for a couple of luxury brands. He was trying to get more brands on board as well as get the existing brands to adopt the new application.

The CEO is also a professor at F.I.T. and the author of the book, 'The Lifecycle of Fashion Technology'. And since there wasn't a healthy budget to pay for many of the marketing tactics. We used his reputability as Pandesco's marketing driving force.

So what was needed most in this situation was a starting point & marketing direction for the brand.

## DEMOGRAPHICS

- 68% of audience are 35+
- 53% of audience are Male
- 60% of audience works in the industry
- 43% of audience resides in NYC

## STATS

The stats below are reflection of the growth.

- 226 Monthly website visitors
- 4,858+ Unique Pageviews
- 1,400+ Instagram Followers.
- Gained the company new opportunities such as moderating the panel for a fashinnovation event.
- Instagram mentions from Business of Fashion, Barneys NY, & F.I.T.

## ADVERTISE

The CEO wasn't very fond of Social media Advertising; However, considering our absence of brand awareness, I convinced him to allow me to create a campaign simply for awareness in an effort to establish the reputability of the social media accounts a little bit quicker.

## EMAIL MARKETING

This was where I had the most leverage. I created a list of general emails I found from the web as well as a list from my personal contacts. The CEO finally became willing to invest in an email marketing tool called Apollo. I collected emails from this site and created segmented email lists and automated a campaign in ZOHO CRM

- Average open Rate: 28%
- Average Click Rate: 3.1%



# BRAND STRATEGY

**"MAKE BETTER BUSINESS DECISIONS FASTER"**

PANDESCO.COM



## MARKETING STRATEGY

There aren't many business solutions providers operating within the fashion & apparel space so Pandesco definitely fills that void. It also helps that Pandesco owns its own technology such as its innovative omnichannel management app, DoorSharp. We use this concept to differentiate ourselves. We market this message on multiple platforms in conjunction with press release distribution and email & event marketing.

## BRAND IDENTITY

We wanted to portray ourselves as not just a technology that serves the fashion & apparel industry; But a technology company that understands the industry And what solutions brands need to implement to sustain digital disruption.



## NEIL HICKS

The CEO, Neil Hicks has many existing personal connections and entrepreneurial ventures that could help drive awareness to Pandesco. He's the professor at the Fashion Institute of Technology and

**YOU TOO ARE A BRAND.**

the author of "The Lifecycle of Fashion Technology". So both of these titles helped us gain new connections and opportunities which led to new leads. I launched social media to strengthen Neil's presence and cross-promote.

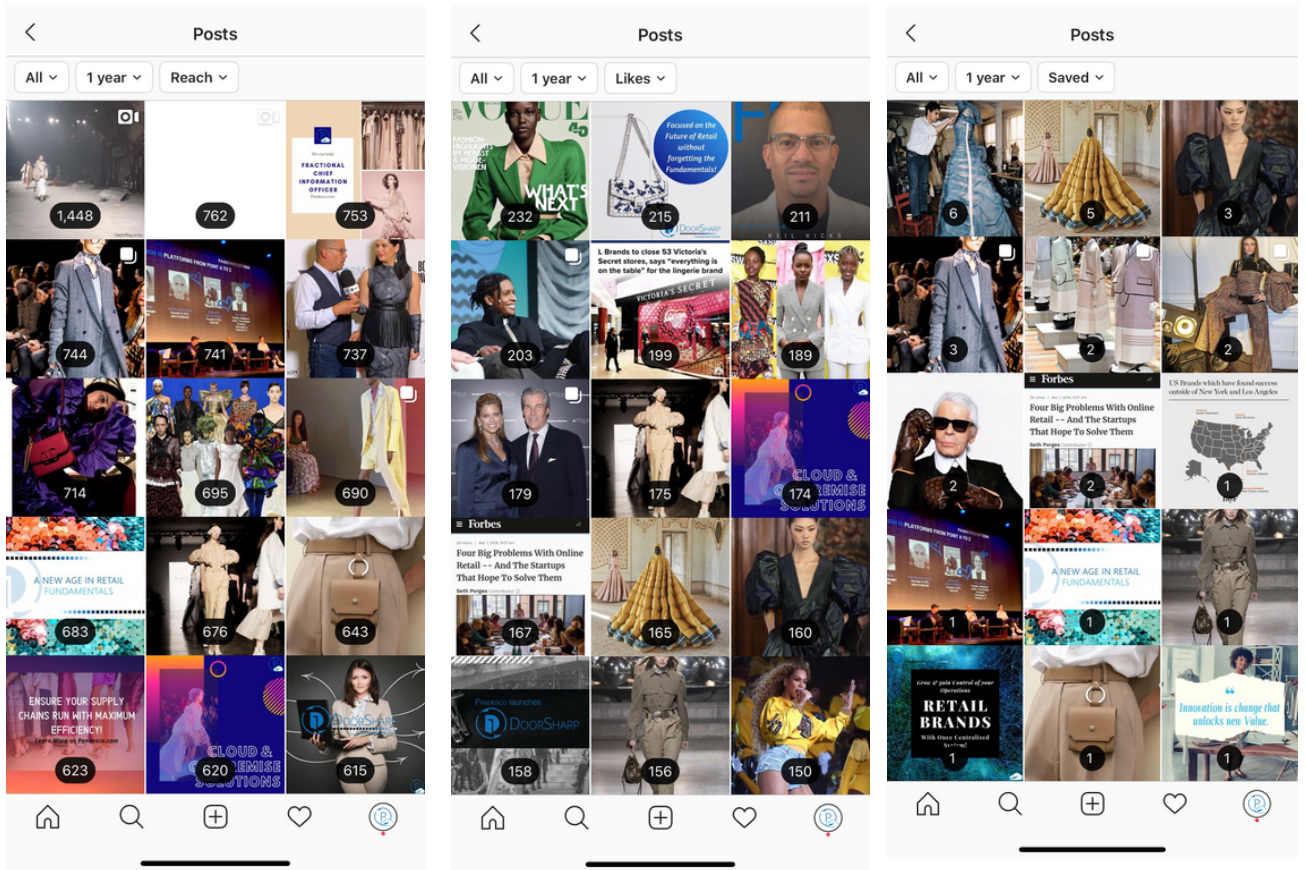


# SOCIAL MEDIA

SUCCESSFULLY LAUNCHED INSTAGRAM, FACEBOOK, & LINKEDIN. IMPLEMENTED TACTICS THAT LED TO INCREASE IN AWARENESS & GROWTH IN WEBSITE TRAFFIC. ENSURED THE CONTENT PORTRAYED THE BENEFITS OUR BRAND OFFERS.

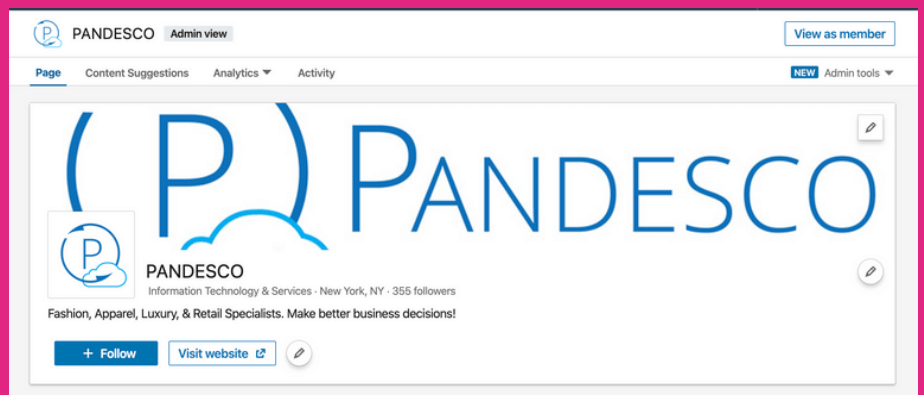
## Instagram & Facebook

Avg. Insights/Photo: 108 likes, 5 comments, 2 shares, 2 saves, 46 profile visits



## LINKEDIN

We used LinkedIn to leverage our social media leads. It seemed to be the most receptive & business oriented platform for the services we offered. We gained most of our leads from the little advertising we did.



# CONTENT CREATION

CREATED CONTENT FROM THE MANY FASHION, BUSINESS, LIFESTYLE & TECH EVENTS THAT I ATTEND.



## BRANDED CONTENT

Created Promotional branded content with the following tools to help promote our Services.

- Canva
- WordSwag
- Photoshop
- Illustrator

PANDESCO.COM

**WE LAUNCHED DOORSHARP!**

DoorSharp is a Business Intelligence platform developed using our 40+ years experience in Fashion, Retail and Apparel

DoorSharp brings perspective across channels and helps organizations focus on retail fundamentals.

Traditional Data Points	E-Commerce	Retail Stores	Wholesale
-------------------------	------------	---------------	-----------

**CONTACT US!**  
Call: 929.888.9585 or Email: [contact@pandesco.com](mailto:contact@pandesco.com)