

TECOVAS

FINE BOOTMAKERS

RYAN MELNFELL

A photograph showing the lower legs and feet of four people standing on a wooden deck. They are all wearing blue jeans and brown cowboy boots. The boots have different designs: some with intricate stitching and others with smoother finishes. The wooden planks of the deck are visible in the background.

RYAN NEWFELL

A person is sitting on the back of a vintage car, wearing blue jeans and brown boots. A brown leather bag is resting on the car seat next to them. The background is a blurred outdoor setting. The word "BRANDING" is written in large, white, bold, sans-serif capital letters across the center of the image. A diagonal watermark reading "RYAN McWELL" is overlaid across the image.

BRANDING

- **Brand Statement**

We offer affordable handmade, high-quality leather boots and accessories direct-to-consumers alongside exceptional customer service.

• Brand Voice

We are casual, but we are not unprofessional.

We are polite, but we are not pretentious.

We are Texan. We say, “Please,” “Thank you,” and most importantly, “How can we help?”

Voice and Tone Examples

Examples of On-Brand Voice:

When the desert calls, The Lizard answers. The all-new Limited Edition Limestone Relic collection is available now. Don't wait for the dust to settle, y'all. They'll be long gone.

Product launch (Facebook)



TARGET AUDIENCE & PERSONA

Target Audience Statement

Tecovas creates authentic content to foster a genuine connection with customers to keep them engaged so they can become brand advocates and repurchasers.

Primary Audience

Our primary audience is “fashion-first”. They are on-top of the latest fashion trends and likely to repurchase regularly.

- **Demographics:** Male and female, late-twenties, Caucasian, mid to upper-level income.
- **Psychographics:** Fashion-first use, likely to shop online, active lifestyle.
- **Challenges:** Finding high-quality products online at a reasonable price.
- **Pain Points:** Tecovas offers handmade boots right from the factory for under \$500.
- **What Drives Them to Purchase Our Product:** Seeing others in their “orbit” using and reviewing Tecovas products: Friends, co-workers and celebrities.
- **Where Do They Find Their Information:** They follow fashion and lifestyle influencers online, from major celebrities ([Kim Kardashian](#)) to social media influencers ([Rach Parcell](#))
- **What Type of Content Do They Prefer:** Social media posts, short videos, blogs posts.
- **How Do We Help:** Tecovas can partner with lifestyle influencers to open our brand to their audiences.



Secondary Audience

Our secondary audience is looking to “buy it for life”. They may only buy one pair but will become vocal advocates for the brand and may repurchase with the right content.

- **Demographics:** Male, mid-thirties to late fifties, mid-level income, works in a skilled trade.
- **Psychographics:** Practical-minded, looking for a durable product.
- **Challenges:** Finding a durable product that will hold up to intense environments.
- **Pain Points:** Tecovas offers high-quality boots that live up to any task.
- **What Drives Them to Purchase Our Product:** These customers are looking to “buy it for life” – they are willing to pay for quality and durability.
- **Where Do They Find Their Information:** Word-of-mouth, social media.
- **What Type of Content Do They Prefer:** Social media posts, blogs.
- **How Do We Help:** Stories that show adventurous people using Tecovas products in rigorous environments.



•Competitors

Large: *Patagonia*

Large (new to segment): *Red Wing Shoes*

Startups: *Cuero*

A craftsman with grey hair and glasses is working on a brown leather boot in a workshop. He is using a tool to shape the leather. In the background, there is a sewing machine and another boot. The scene is dimly lit, with a blue light source visible in the background.

CONTENT MARKETING

RYAN KLEINFEL

Content Types

- Lifestyle blogs *(blogs covering fashion trends with boots)*
- Adventure blogs *(blogs covering a day-in-the-life of adventurous people)*
- Social media posts *(partnering with influencers and engaging with audiences)*
- Email newsletters *(highlighting new products and blog content)*
- Short videos *(covering new product launches and supporting blog posts)*

Content Example – Lifestyle Blog

This blog interviews musician Whitney Rose and discusses how her boots complete her fashionable southern style.

[UNPAUSING THE MUSIC - BLOG](#)

We jumped at the opportunity to shoot Whitney Rose in our new women's boots in and around a couple of Austin's most iconic music venues. There may have been some cold beers at the end of the day and a chance to catch up on what she's been up to during this crazy time.



Whitney Rose

Content Example – Adventure Blog

Blog told from the perspective of CEO Paul Hedrick which details his trip to a working ranch in Montana to see a new line of Tecovas work boots in action.



Adobe Acrobat
Document

THE STOCKTON TAKES ON BIG SKY COUNTRY.

Can The New Roper Boot Live Up to Life on a Real, Working Ranch in Montana?



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Content Example – Engagement

Brands like Starbucks understand the importance of engaging customers on social media. Tecovas will aim to start a dialogue with every customer who comments on a Tecovas social media post.



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Content Example – Social Media Influencers

Tecovas will utilize lifestyle and fashion influencers to showcase products to new audiences. Influencers like Rach Parcell regularly partner with brands and can provide metrics to gauge the success of marketing campaigns.

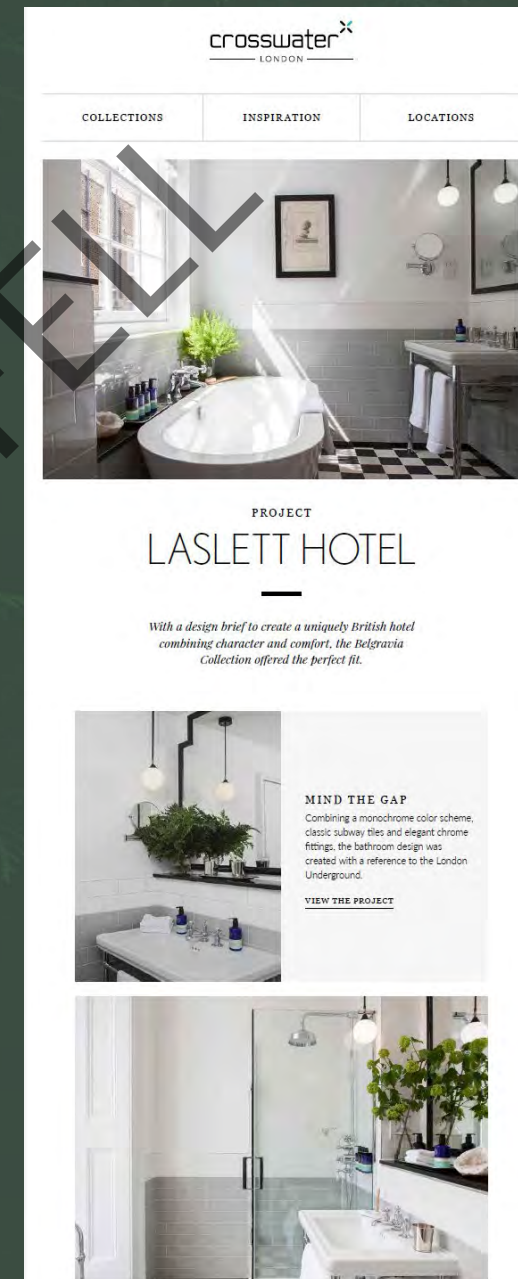


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Content Example – Email

This newsletter utilizes a simple content format: Project, Product, and Inspiration.

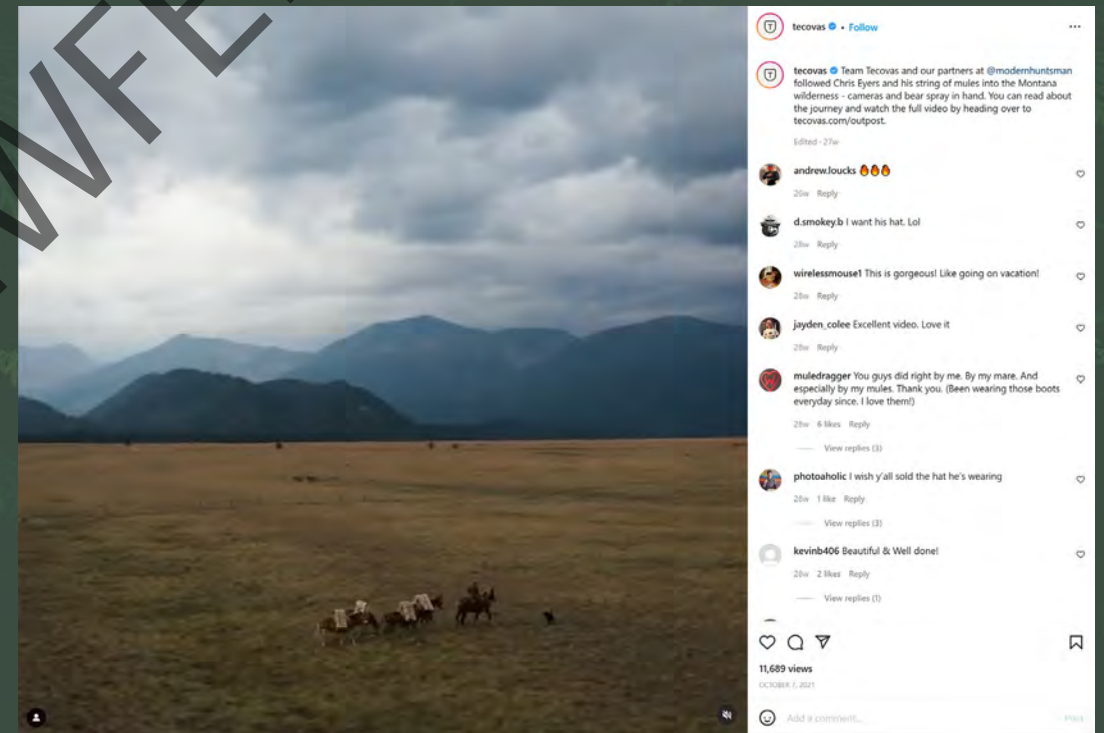
Tecovas should use a similar format, offering three pieces of content per newsletter: Fashion-centric blogs, new product releases, and inspirational blog posts (adventure blogs).



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Content Example – Short Videos

Short videos are a great way to keep engagement high and can be used to convert sales with the right CTA. Short videos can be casual (simply produced in the office) or professionally created from footage.



[Link to video](#)

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Promotional Channels

- Website Blog
- Social Media (Instagram, Facebook, Twitter, LinkedIn)
- Influencer Outreach
- Email Marketing

Social Media – Primary Rankings

1. Instagram
2. Facebook
3. Twitter
4. LinkedIn (*company culture and awards, recruitment*)

Publishing Schedule

- Blog Posts
 - Post 2 times per week (*1 lifestyle and 1 adventure*)
- Videos
 - Post 2 times per week
- Email Newsletters
 - Send 1 time per week
- Social Campaigns
 - Post 2 times per day

A person wearing a hat and a jacket stands on a rocky outcrop, looking out over a vast, misty landscape. The scene is atmospheric and serene, with the person's silhouette standing out against the lighter background. The text 'MEASURING SUCCESS' is overlaid in large, white, bold letters. A diagonal watermark 'RYAN McLELLANFELL' is also present across the image.

MEASURING SUCCESS

KPIs

- Is our audience interested in our content?
(Do they follow our CTA? Is Tecovas interacting with customers and answering questions and concerns?)
- Does our audience engage with our content?
(# of comments, social shares, and interactions on content)
- Follower and Subscriber Growth
(Increasing newsletter subscribers and social media followers)

Metrics

- Click-through Rate *(Does the audience continue their journey on the website?)*
- Open Rate - Email *(Is the content interesting to the audience and worth opening?)*
- Website Traffic *(Increasing overall traffic to the website)*
- Email Subscriber Growth *(Increasing newsletter subscribers)*
- Social Media Follower Growth *(Social media follower counts)*

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