

# WHAT TO DO WHEN LAUNCHING NEW COLLECTIONS

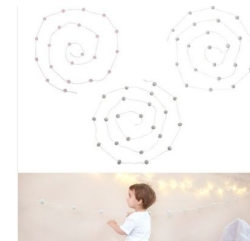


# CONTENT

Each Lorena Canals new collection is accompanied by several **sales tools and marketing material** to help you to prepare your own launch.

Make sure you have all this content for a successful launch.

- **Selling Tips:** Inspiration, Storytelling and catchy sentences of the collection. Very helpful for the online products description and as a training for the sellers on your shop.
- **Image Bank:** You have at your disposal our Image Bank where you will find all the product images, details and all the lifestyle images. Make sure to check this link regularly as we always have new images!
- **Master Excel:** A very useful document to find all the technical information about the products (sizes, weight, washing&care instructions...)
- **Catalogue:** New Print and online catalogue with all our products and some Mix & Match to get inspired.
- **Creative Content:** Gifs, banners, stories...etc all available for each collection!





LORENA CANALS  
**OFFLINE**  
LAUNCHING  
IMPLEMENTATION



# CORNER

- Update your corner! Enable an **exclusive space** for the new collection.
- For the first month launch you can make an **special window**. Use our lifestyle images to get inspire.
- Remember to **show the total look** by adding accessories to the corner. This will be the best way to increase the items per sale!

*Add accesorios = Increase your sales easily!*



*Make a window for the launch and **send us a photo** to share on social media or tag us at **#lorenacanal**s to announce that the new collection is available in your store!*



*Update your corner*



# CATALOG

- Leave our new **catalogue visible** around the store so you can always offer more products / sizes / colors if you don't have them in stock.

Make sure you don't miss a sale! We have made a beautiful Catalogue to help you!





# PRESS

- Ask your Key Account for the **recent magazine issues we appear** / leave the magazines visible near the corner / an easy way for clients to increase their trust in the brand

Promote the product by taking advantage of our press appearances!



# EVENT

- Make an **event** presenting the New Collection.

Ask your Account Manager about our Event Proposal!

Make sure to inform us about the event so we can share it in our Social Media Networks!





**BRAZILIAN FOLLOWERS!**

**TODAY**

**PYJAMA PARTY**  
Collection launch  
EVENT at our  
retailers

↓

At **@mini.haus**  
**@betsy.decor**  
**@in8\_home**



# LORENA CANALS ONLINE LAUNCHING IMPLEMENTATION

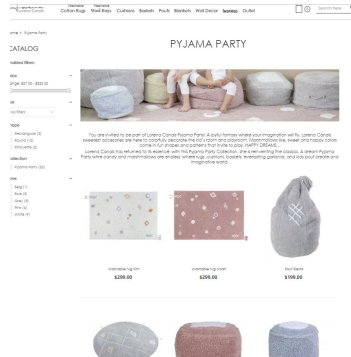
Launching a Lorena Canals New Collection on your E-commerce Site is not only uploading the products but making sure to promote them and dedicating special marketing efforts. Here are some ideas!



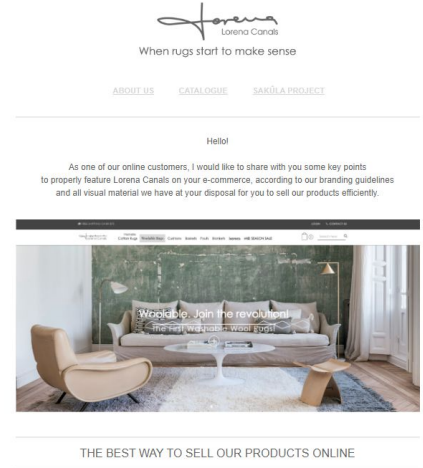


# UPLOAD PRODUCTS

- **Online E-commerce Implementation Guide** : Click [here](#) and make sure to follow these tips for a correct online implementation that will help you to sell more!
- **Master Excel**: You will find all technical information needed of each product. link
- **Selling Tips**: The storytelling of the collection with catchy sentences to attract the attention of online users.
- **Image Bank**: All the product images (with all the details) + washing machines + lifestyle Images to help people get inspired.
- **Creative content**:



*Use Keywords and catchy sentences! You will find inspiration in our Selling tips!*



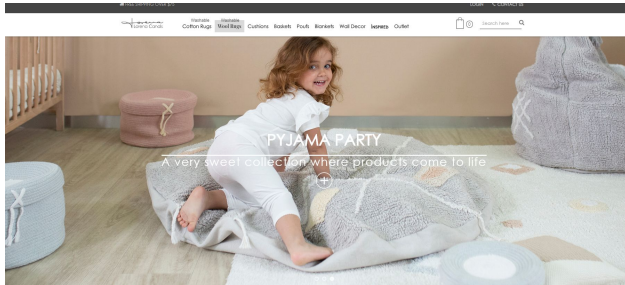
**1. BRAND PAGE & BANNERS**  
A brand page and a banner on the home page will always be useful to bring more visibility to the products on your website.



**ALERT!!! SALES INCREASE!!**  
Follow our Online Implementation carefully!

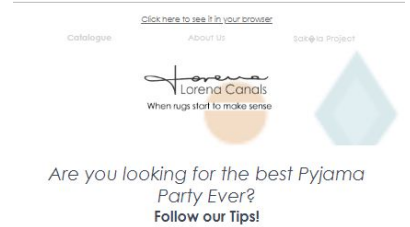
# NOTIFY THE NEW COLLECTION

- **Newsletter:** Send an exclusive Lorena Canals Newsletter to all of your database announcing the New Collection. Need inspiration? Use our newsletter design!
- **Banner:** Add a New Collection banner on your HomePage. Also Available on our Creative Content Folder



Banner on the Homepage! People identify as a fresh and new content to click on!

Use our template! Fast, easy and most effective way to announce the availability of the New Collection.



# PROMOTE THE LAUNCH ON SOCIAL MEDIA

- **Teaser:** Some days before the launch you can make some teaser Stories to generate expectation
- **Post:** Post on your Social Media to announce the launch of the Lorena Canals New Collection. Make sure to tag us @lorenacanalrugs and #lorenacanalrugs for us to repost!
- **Stories:** Post different stories about the collection. Tag us and we will announce that the collection is available in your shop!
- **Bloggers:** It is always helpful to work with some bloggers of your area! You can even **make a giveaway** with them.
- Put a **direct link in your feed** to Lorena Canals collections for the first two weeks.



*Use a carousel for the launch so you can show all the collection! Remember to use official hashtags and tags!*

*Stories are always more informal! Let your imagination fly!!*





# PUSH THE COLLECTION ON THE FOLLOWING MONTHS

It is important to make **be pushing on the following months** so the collection doesn't get forget.

- **Post** every two or three days talking about the collection. Put emphasis on on values
  - Handmade process
  - Mix & Match accessories
  - Washable Concept
- **Make some collaborations** with influencers in your area to reach more people. Our Social Media Manager can help you to find some bloggers according to the target.



*Collaborate with influencer always it is a good option! And have extra beautiful content!*

*Increase the engagement with your community! Quiz, test...*



*Need more Ideas?*  
In our creative content folder you have all the designs you might need.

**SUPER EASY!**  
Just uploaded!



*Do not forget the accessories! Easy way to increase your IPO!*

**DOUBTS? CONTACT US!**  
**YOUR SUCCESS IS OUR SUCCESS**

