

LORENA CANALS 2021

Herramientas de venta: la clave del éxito



LORENA
CANALS 2021
**MARKETING &
BRANDING**
ESTRATEGIA

¿A dónde nos dirigimos?



Situación actual

- **#QuédateEnCasa**
- Tiendas físicas cerradas
- **+25%** de crecimiento en ventas online



Objetivos

- Continuar ganando **visibilidad online**.
- Tener **un embajador de marca online alrededor del mundo**.
- Convertirnos en una compañía **100% digital**.
- Seguir creciendo en el mercado **“Home Decor”**.
- Seguir siendo una de las principales marcas de **“Decoración infantil”**.
- Alcanzar **otros targets** con nuestros accesorios a juego.
- Proveer a nuestros clientes todas las **herramientas necesarias**.
- Crear una relación cercana entre **Lorena Canals e influencers**.
- Dar más relevancia a nuestros **valores de marca**.

LORENA
CANALS 2021
**HERRAMIENTAS
DE VENTA**
MEDIA CENTER

¿Qué tenemos a
tu disposición?



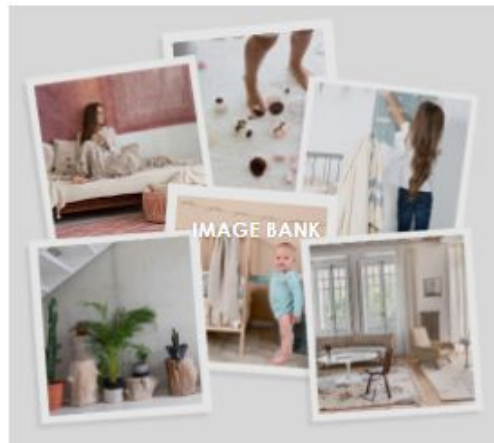
Herramientas de marketing digital

INTRODUCIENDO EL MEDIA CENTER

No seguiremos utilizando *Dropbox*.

En cambio, puedes encontrar todas nuestras herramientas de marketing en el nuevo **MEDIA CENTER**, a tan solo un clic:

- Banco de imágenes
- Videos
- Selling tips
- **Guía de Branding**
- Tips
- Catálogos
- Notas de prensa



VALORES DE MARCA



Nuestros productos están hechos de algodón natural.



Los colores de nuestras alfombras y complementos se consiguen mediante la aplicación de tintes naturales



Te lo ponemos fácil. Nuestros productos pueden lavarse en casa y meterse en la secadora.



Nuestros artesanos cuidan de cada detalle y hacen que cada pieza sea única.



Nuestros productos son seguros para toda la familia. Siempre se mantendrán limpias.



Estamos muy comprometidos con la educación de niños en India.

OFFICIAL FONTS

Century Gothic Regular

Century Gothic Bold

Century Gothic Bold

PATRICK HAND SC

OFFICIAL SOCIAL MEDIA



@lorenacanalrugs



@lorenacanal



@lorenacanalrugs



Lorena Canals



@Lorena_Canals



lorenacanal.com/blog

OFFICIAL HASHTAGS

#LORENACANALSRUGS

#WASHBLERUGS

#LORENACANALSWASHBLERUGS

#LORENACANALSHOMEDÉCOR

MAIN COLORS



DARK GREY
#3c3c3b
R:60 G:60 B:60
C:0 M:0 Y:0 K:90



CAMEL
#c2bd94
R:194 G:171 B:143
C:23 M:30 Y:40 K:8



NEW WHITE
#ededed
R:237 G:237 B:237
C:0 M:0 Y:0 K:10

IMÁGENES Y VIDEOS



WASHING MACHINE -
LAVADORA

191 fotos



BY CATEGORY

7765 fotos en 133 sub-álbumes



BY COLLECTION

4934 fotos en 46 sub-álbumes



BY ROOMS

359 fotos en 8 sub-álbumes

Una manera
más rápida,
fácil e
intuitiva de
encontrar el
contenido
que
necesitas

- XXS - diminuto (240 x 180)
- XS - extrapequeño (432 x 324)
- S - pequeño (576 x 432)
- M - mediano (792 x 594)**
- Original (800 x 600)

Descarga en el formato y
tamaño que quieras **de**
acuerdo a tus necesidades

110
110
110



CREATIVITIES

840 fotos en 57 sub-álbumes

GUÍA DE IMPLANTACIÓN DE MARCA ONLINE

1. BRAND PAGE & BANNERS

A brand page and a banner on the home page is essential to bring more visibility to the products on your website.



Creator of the Washable Rug Concept, Lorena Canals is dedicated to create safe and functional environments with eco-friendly and handmade rugs and accessories. All made with natural fibers and dyes to ensure durability after washing, comfort and safety for everyday life.

Lorena Canals' decor allows for a stylish and modern, yet practical decor.

LET YOUR KIDS GET MESSY



2. PRODUCT NAME & DESCRIPTION

We recommend you to use key words in the name of the product such as "Lorena Canals" and "Washable". Catchy sentences and descriptions will attract the attention of online users. It's essential to describe the design as well as possible.



New

Washable rug Monstera Honey

INSTOCK SKU: C-MON-HNY



Because in real life not all leaves are green, Lorena re-invented her classic green Monstera rug and came up with a whole range of colorful leaves in natural and rich but subtle color nuances! This new color version is a rich combination of sophisticated colors such as Honey, Coffee, and Soft Brown on a canvas base mixed of Olive and Honey, imitating the textures of nature. From the Re-edition collection, it is 100% natural cotton, machine-washable (conventional washing machine with 7 kg capacity), so original that it makes the living room or dining room a special place. Perfect to move from one room to another and use as a playmat. Handmade by artisans, this rug is unique.

Size: 130 x 180

1 €139.00

Shipping cost: from €6

Average worldwide delivery time: 6 days

BUY NOW



See collection

GUÍA DE IMPLANTACIÓN DE MARCA ONLINE

3. UP-TO-DATE IMAGERY

Make sure you are using the imagery we have at your disposal. Lifestyle pictures are essential and the rugs coming out a washing machine will help to understand the "machine-washable" concept.



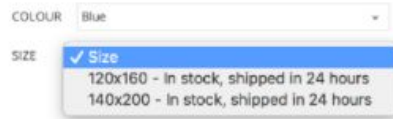
4. VIDEOS

Video is king content. You can create your own audiovisual material and upload it to your social profiles or integrate our videos on your site directly from our official YouTube Channel.



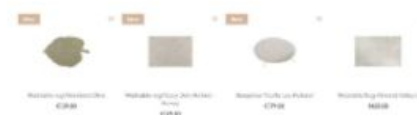
5. SIZES AVAILABLE

We have designs available in different sizes for smaller or bigger spaces. Remember to add all of the sizes available to meet your customer's needs.



6. CROSS SELLING

If your goal is to increase the IPO (Items per Order), including rugs and accessories, it will be useful to mention all the matching accessories available in the "related products" section.



GUÍA DE IMPLANTACIÓN DE MARCA ONLINE

7. QUALITY

Artisanal and Eco-Friendly concepts are increasingly essential for consumers. We recommend you to let everybody know how our products are handmade one by one. Make sure to use our quality logos!

Quality

This is a handcrafted piece and a carefully designed product. Each piece is unique, which is why there may be small variations in color and shape.

Wool is a natural fiber and does not shed. It is not a defect, but a characteristic of the natural wool fiber used.

All our products are made in Spain.

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8. WASHING & CARE

If we are selling a machine-washable product, it is a must to show how it can be washed and how we can take care of it. You have our washing instructions available for you to add some tips

Washing and Care Instructions

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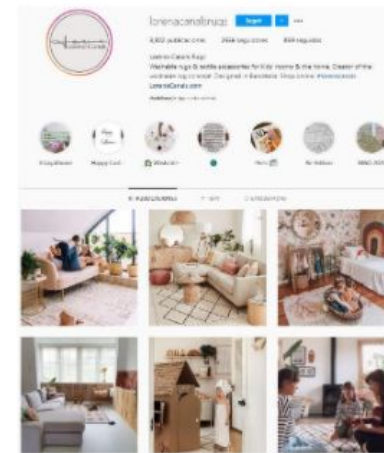
9. PRESS

Promote the product by taking advantage of our press appearances. Pioneers of the washable rug concept, our worldwide brand has an international impact and influence in media.

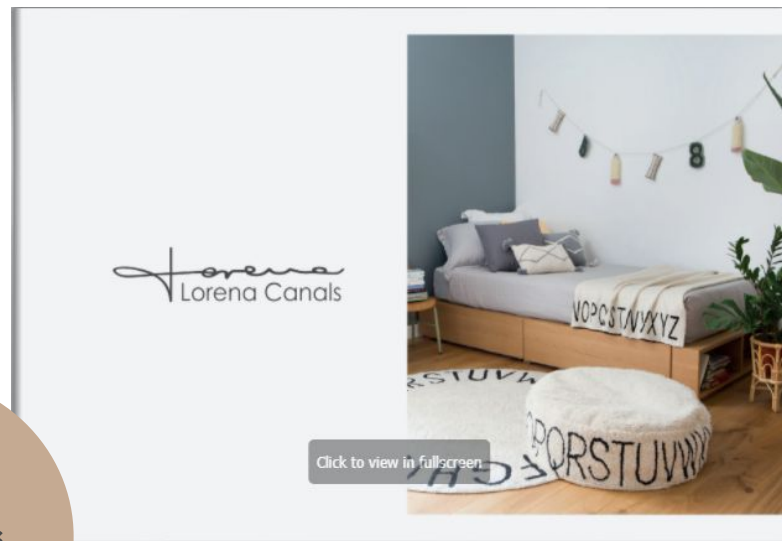


10. SOCIAL MEDIA

Gain more visibility by sharing our photos in your social media accounts and tagging us at @lorenacanalrugs and using official hashtags (#lorenacanal) to announce you as our online retailer.



CATÁLOGOS DIGITALES



Los
catálogos
están
actualizados
con las
nuevas
colecciones

TUTORIALES Y TIPS DIGITALES

What to do when you launch New Lorena Canals Collections?

Sales Tools

Lanzamiento nuevas colecciones



¿Alguna duda?
Chequea nuestros tutoriales en cualquier momento



Presentación de marca

Evento en tienda

PYJAMA PARTY

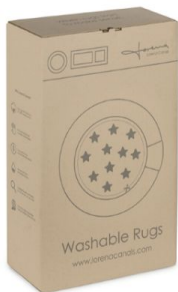
Store Event Proposal

1 Lorena

PYJAMA PARTY	HOPI	FREE YOUR SOUL	FIELDS	BOHEMIAN CLASSICS
BEREBER CANVAS	ABC	AZTECA	BACK TO SCHOOL	BEREBER
BEREBER CLASSICS	TRACE	TRIBUTE TO COTTON	TRICOLOR STARS	BISCUITS

Selling tips
(todas en un mismo lugar)

MATERIAL PARA EL PUNTO DE VENTA



- **Cautivador.** Diseño innovador y atractivo.
- **Mix and Match!** Con nuestras alfombras y accesorios.
- Identificar la marca.
- Producto asegurado.
- Clara clasificación por categoría.
- Personalizable.





GRACIAS

Tu éxito es nuestro éxito