

ebay X Be Your Own Boss

Promotional Plan



Target Market

Primary: Gen Z + Millennials
Age Range: 12 - 36

What are they like?

- **Enjoy Trend-based fashion**
- **Want things instantly--food delivery, ride sharing, shopping**
- **Hyper-social individuals**
- **Value experiences and excitement**
- **Praise authenticity**

Promotion Objectives

Drive 10% more traffic to eBay website during three month promotional period.

The How

Utilize three major influencers to create trust and interest in eBay through native advertising, social media ads, and challenges.

eBay Positioning Statement

A young boy is sitting on a light-colored floor, surrounded by various items including shoes, a backpack, and a hat. He is looking down at a smartphone in his hands. The background is a plain wall. The items are scattered around him, suggesting a collection or a sale of goods.

“eBay is where the world goes to shop, sell, and give.”

eBay is an all-in-one platform that allows users to find more than just collectables. From daily goods to one-of-a-kind items, eBay allows the world’s markets to be your market.

eBay also allows users to sell their items and start their own businesses from the comfort of their homes. eBay walks sellers to the finish line to ensure all sellers are successful. **A world filled with wonderful exchanges is a world built by eBay.**

The Influencers



DJ Khaled

- Motivates millennials through social media to be go-getters
- Entrepreneurial-minded
- Adored by target market



Gary Vaynerchuk

- Founder of VaynerMedia
- Social media Icon
- Bullish on hard-work and hustle
- Rags-to-riches entrepreneur



Benjamin Kickz

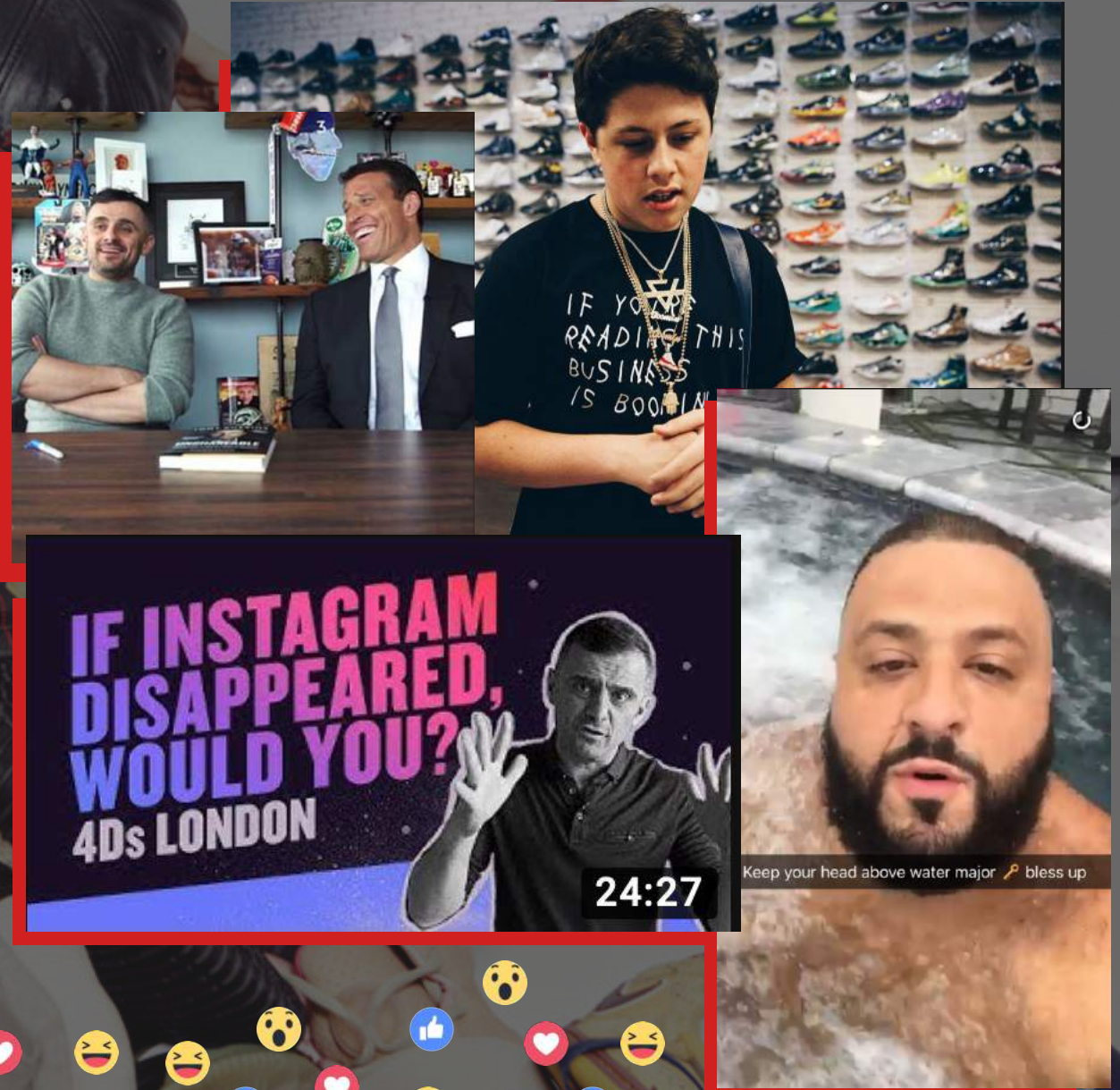
- 16 year-old entrepreneur
- Well-known for selling sneakers
- Idolized by many young millennials
- Uses social media as selling tools

Promotional Strategy

By utilizing influencers to facilitate awareness, we can hone their reach to create a call-to-action.

During a twelve week period, a series of social media ads will run with a featured influencer wittily demonstrating themselves using eBay to sell products.

Additionally, multiple live streams will run to initiate a challenge in which participants will join one influencer's team to see who is the most successful in terms of sales by volume within the promotional period. The top two winners get the opportunity for meet-and-greet with an influencer of their choosing.



Creative Plan

Video Series **"Be Your Own Boss"**

Two videos each starring each influencer

Gary V:

- Demonstrating how easy it is to sell on eBay.
- Shopping at yard sales and listing items on eBay

Benjamin Klckz

- Surrounded by shoes, Ben hops on eBay to list sneakers
- Customers receiving shoes in mail with Ben sitting at his desk responding to positive reviews

DJ Khaled

- Shouts "another one" as another item has sold; monologue wanting to celebrate "more wins"
- Stops his own video shoot to check his phone to see that another item has sold

Each influencer will also be a **Team Leader** in a sweepstakes/challenge in which participants will try to sell the most items during the promotional period to win prizes.

The top two winners will get **a chance to meet-and-greet with an influencer of their choosing.**

Top eight winners will receive **swag bags of eBay goodies and electronics.**

Using **live streams** as check-in opportunities will keep the energy and excitement for the promotion and will serve as short AMAs with each influencer.

Execution Timeline

	Weeks 1 + 2	Weeks 3 + 4	Weeks 5 + 6	Weeks 7 + 8	Weeks 9 + 10	Weeks 11 + 12
Social Media Ads						
Sweepstakes Competition						
Livestream Check-In Gary V.						
Livestream Check-In Benjamin Kickz						
Livestream Check-In DJ Khaled						
Winners Announced						

Thanks for being awesome!

