

# Marketing Plan

Sanchez Marketing Project #8



# Product: Converse Platform



Platform Converse provides greater support and has a heel.



It helps boost height and can give you about 1 1/2 inches of extra height.



Comfortable and easy to wear, and is also very stylish.



It features a wide variety of options, including several color and style options.





# Price:



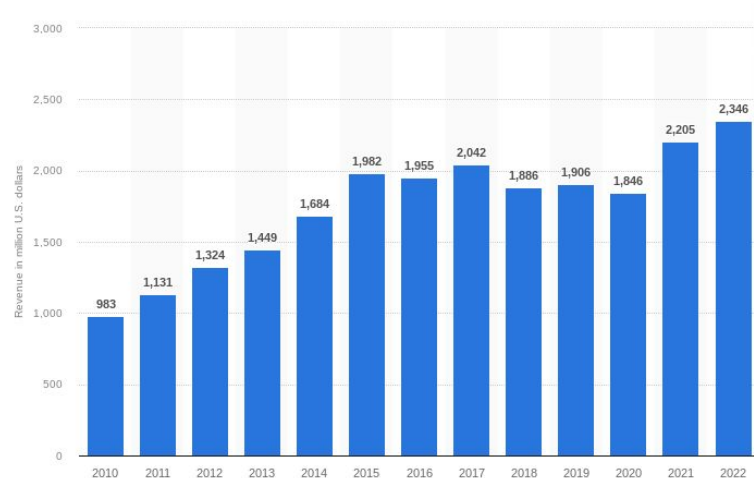
Back in 1957, the original price of Platform Converse was \$3.95.



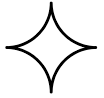
Prices now range from \$70 to \$200.



Platform Converse are priced differently depending on the style or design.



# Place:



Converse platform shoes are sold at several shops all around the world.

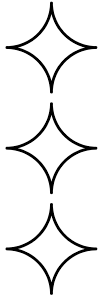


It is sold at Famous Footwear in GPO, Barrigada, and Foot Locker and Finish Line at Macy's in Micronesia Mall, Dededo.



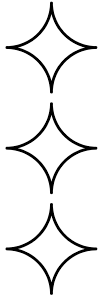
It is also available for online ordering and delivery.





# Promotion:





# Demographics:

CONVERSE ➔

Women

Men

Kids

Custom

Limited Edition

Explore

Sale

Sign In



Search



Home / All / Shoes /

## Platform Sneakers

Stand tall and elevate your style with a pair of platform sneakers, designed to add height and attitude to any outfit.



39.58% of website visitors are men, and 60.42 % are women.



The age group was separated into three categories: those under the age of 13, those between the ages of 13 and 19, and those aged 20 to 35 or older.





# Geographic:



It can be purchased online and delivered to you.



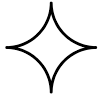
Can be purchased anywhere around the world.



On Guam, you can find it at Famous Footwear in GPO, Barrigada, and Foot Locker and Finish Line at Macy's in Micronesia Mall, Dededo.



# Psychographic:



The target age is broken down into two groups: below 13 to 19 and 20 to 35 and over.



The styles are for both males and females.



Targeting those without jobs (students) and members of the middle or upper classes







# Behavioral:



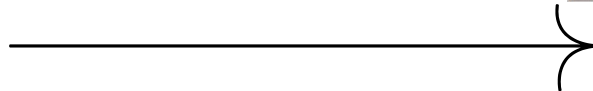
Aimed at aspirers, materialists, acquirers, and those concerned about their appearance.



Fashion-conscious and outdoor sports fans.



Younger individuals and those who live a lifestyle based on reformers and explorers.



A large collection of various Converse sneakers is arranged in a grid-like pattern on a white background. The sneakers come in many different colors, including black, white, red, green, blue, yellow, and pink. Some have unique designs, such as a rainbow stripe, a star, or a cartoon character. The text "Thank You!" is overlaid in the center in a large, bold, black font.

***Thank  
You!***