



HAVOC Marketing Proposal

FOR DIGITAL CAMPAIGNS

PRESENTED TO

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ABOUT HAVOC SKATE CO.

HAVOC is a multifaceted organization. HAVOC stands for Handmade Art Valleys Only Custom Skateboard. Our goals as an organization are to get the HAVOC Career Technical Education or CTE model in more schools across the country, scale the HAVOC SkateStyle brand, and bring it to consumers nationwide.

To reach these goals, our digital marketing plan will be to increase awareness and leads for the CTE program and to increase sales and awareness for the HAVOC retail SkateStyle brand

HAVOC is a Career Technical Education Program, and a competition team, that provides High School Students with real-world skills to prepare them for the Job Market once they graduate. HAVOC is also a SkateStyle Business, these young entrepreneurs design Clothing, Hats, and Skate Decks to sell to the public.



We will focus on an education track that mainly engages on LinkedIn and Facebook to highlight the CTE program. And we will focus on a retail track that mainly engages on YouTube, Instagram, TikTok, and Snapchat. Our retail track will utilize all HAVOC Competition Content and Branding.

Our target demographic for the CTE track are educators and interested students. Our target demographic for our SkateStyle Track are High School Student 12-20 years old mostly male.

WEBSITE

Current Site

The HAVOC website will be redesigned and optimized. This will include the purchase of an original domain name. HAVOC's goals are to scale the CTE program as well as the HAVOC SkateStyle brand.

Site Features

The new HAVOC site will feature an about page, a contact page, and a what's happening page.

- The about page will feature Jono & HAVOCS' origin story as well as the birth of the program, this will be in video format with copy to match;
- The what's happening page will give teasers of up and upcoming clothing styles/board designs as well as competition dates and locations;
- The contact page will have clear copy on the left of the page that states if you are an educator or student, "CONTACT HERE". On the right side of the page, it will have a clear copy that says, Have questions about our SkateStyle clothing and decks? "CONTACT HERE."

The HAVOC's Site will also have a Navigation link dedicated to educators and students interested in the CTE program, as well as Navigation link dedicated to consumers that will include a catalog and store.

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The Site's upper fold will be dedicated to directing visitors. This will include:

- CALL TO ACTION with a Retail button in HOT PINK
- CALL TO ACTION with a CTE button in NEON BLUE.
- The imagery and copy that accompany these CTA's will match the action of each button.

This will increase leads for expansion of the CTE HAVOC program as well as increase ease of purchase for SkateStyle purchases.

- Our Web design will have a single page layout that takes a visitor through the entirety of the site on the home page.
- Each section will be clearly delineated.
- Each section will match the Navigation bar at the top of the home page.

SEO

SITE SEO

Our focus on HAVOC SEO will include PAID SEO and ORGANIC SEO. Our focus on Search Engine Optimization will increase web traffic, lead generation, and sales.

Organic SEO

Organic SEO will provide the HAVOC brand with credibility and longevity in the Digital Space. Our Organic SEO strategy includes:

- Website optimization
- Keyword integration
- Site speed
- Google Business page
- Backlinks from other media outlets.
- What's Happening Blog Page
- focus on metadata
- appropriate tagging for all images.

Our organic SEO strategy will strengthen the HAVOC brands online presence.

Paid SEO

Paid SEO breaks through the digital noise and allows the HAVOC brand to be visible long before our Organic SEO strategy has proven itself.

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Paid SEO strategy will include:

- Google Ads (this will include ads for educators and ads for retail)
- Each ad will be optimized for keyword integration
- Each Ad will link to the appropriate page on the HAVOC Website

AI & HAVOC

We will use AI for social listening with markers for specific #'s and to monitor SEO. We will also utilize AI to organize and digest our data after each quarter as well as continue conducting competitor and customer research. We will utilize this data to adjust our digital Marketing strategy to align with the goals of HAVOC Skate Co and both Marketing tracks more accurately.

PAID SEARCH

Paid Search Strategy

GOAL #1



3%

Spend 3% of Skatesstyle sales revenue on Paid Ads for retail efforts.

GOAL #2



5%

Spend 5% of Annual Donations for CTE program on Paid Ads to grow program

GOAL #3



2%

Spend 1% from each category on Skate Competition Branding and Awareness.

We will utilize Paid Search via Google to optimize HAVOC Skate Co in SERP for the period of one year. We will collect data via Google Analytics on all HAVOC paid ads to inform ad strategy every quarter. Paid ads will utilize Keyword optimization, landing page optimization, target demographic specifics for each ad (dependent on education track or retail track), and location targeting

Each Paid search ad will direct consumers to the HAVOC webpage matching the specific ads targeting and call to action. We will adjust these ads seasonally.

We will utilize display ads locally to generate more touch points with consumers. As we begin to scale we will utilize display ads regionally, then nationally as the HAVOC retail brand grows

We will utilize Social Media Paid ads:

- Facebook & Youtube (for CTE Program). These platforms will target Educators and interested students alike and be an effective for our target demographic.
- Instagram & Youtube (for Retail) only. Our target demographic in the retail space is 12-25 years old and primarily male. These are the platforms that they use to connect with brands.
- We will focus Organic momentum within TikTok and SnapChat as our primary socials because this is where the conversation is at with our target demographics, young people.

EMAIL MARKETING

To build our Educator email list, we will offer a free HAVOC class activity with a sign-up for our email list. For Interested Students, we will offer a free sticker for signing up. And for Retail, we will offer a 15% discount or a free sticker for signing up.

Our CTE email marketing chain will have an onboarding welcome email, a keeping up with classroom email, and an innovators inside HAVOC highlights email. These emails will include resources for educators to start to create their own CTE programs within their schools. The tone will carry the informality of the HAVOC brand with a passion for education and meeting the realities of youth where they are at in today's world.

Our retail family email will have the inside scoop of HAVOC gossip (what happened at the latest comp that no one know about) and email specific discounts etc.



EMAIL MARKETING CONT'D

Educator Track Email Marketing Strategy:

- Welcome Email (triggered immediately)~ Our welcome email will let educators know what to expect in regards to future communication from HAVOC. It will also invite Educators to participate in the HAVOC CTE Certification program, giving educators all the tools to bring this program to their own schools.
- Discount email (triggered 3 days after welcome email)~ We know being an educator is more passion than payment, so we are offering a 30% discount on our Certification Program when you sign up in the next 72 hours.
- Thank you, Email (triggered once Program is purchased)
- Onboarding email for Program(triggered 24 hours after purchase)
- Update emails on HAVOC happening in the Education space and highlighting educators and student success (triggered bi-weekly)

Student Track Email Marketing Strategy:

- Welcome email (triggered immediately)~ Welcomes prospective students to the HAVOC mission. Gives them a bulleted rundown of the benefits and fun of joining the HAVOC program.
- Weekly email (triggered every Friday)~ Has a student highlight of the competition success/skater interviews. Highlights designs. Shows student successes. Invites the Student to participate in online design challenge with a social media call to action, this will depend on what platform this event is taking place on.

Retail Track Email Marketing Strategy:

- Welcome Email (Triggered immediately)- The Welcome email lets consumers know about the broader HAVOC mission, showcases some sick designs and competition highlights, and tells consumers to keep an eye out for future emails with discounts, swag, and other cool stuff
- Subscription Email (triggered 5 days after welcome email)- this email offers our retail customer an exclusive HAVOC T-shirt with purchase of our Monthly VIP subscription can cancel anytime. The subscription is 9.99. a month, it provides the consumer with a quarterly gift (Stickers, Do-rag, own iron on HAVOC design decal etc.) 15% all HAVOC SkateStyle at Checkout.
- Social Media invite (triggered 3 days after subscription email)- invites consumers to follow HAVOC and be a part of the HAVOC culture on Social Media. We will offer multiple social media access points.
- Monthly HAVOC email (triggered monthly)-- Current HAVOC designs, Student designer/mover and shaker spotlight, HAVOC competition Highlights/new SkateStyle release etc.
- We will focus organic content on TikTok, Snapchat, and YouTube with a mix of organic and paid ads on Instagram and YouTube.

Email KPI's will be marked by subscriptions, sales, CTE course signups, social media invite actions. We will monitor open rate vs unsubscribe rate to fine tune email messaging.

SOCIAL MEDIA

CTE track & Retail track

CTE track~

Social Media will include LinkedIn & Facebook. We will curate a professional LinkedIn page that posts biweekly, highlighting the innovative nature of the HAVOC Program, what features and technologies it is using to inspire and motivate students, we will generate polls, and white papers, as well as educator and student testimonials. [Click here](#) to see some examples of social posts. [Click here](#) to see an example of a potential LinkedIn resource. All LinkedIn posts will have a clear call to action, inviting educators to learn more by joining our email list. There will be a direct link to a submission for to join the HAVOC mailing list. Our main KPI with LinkedIn will be engagement and Leads.

We will curate a Facebook page that reposts much from our Instagram and LinkedIn accounts. Facebook will be a converging space for all of HAVOC's efforts but with the specific intent of showcasing the full spectrum of the HAVOC program.

We advise HAVOC to partner with appropriate influencer/celebrity to champion the HAVOC CTE program. This will create broader visibility & buzz for the HAVOC brand.

Retail Track~

We will post organic content on Instagram, TikTok, and Snapchat biweekly. This will include UGC, Sneak peek designs, the making of, decks in action, fun AR lenses, and fun AR lenses in use by students. This strategy will generate a community and relationship with the HAVOC brand in its target demographic. UGC is an excellent way to help HAVOC consumers become a part of the HAVOC movement and brand. By putting efforts into a community strategy, we strengthen consumer loyalty. This loyalty pays off in higher sales from loyal customers, strong word of mouth/referral sales, and a strong likelihood of building lifetime customers.

We feel that HAVOC students are already set up to be part of the micro-influencer network for HAVOC SkateStyle. We will work with specific students to develop influencer strategies on their own social accounts for the HAVOC brand. We will also develop guidelines for tracking influencer development and sales through the student run HAVOC business model.

ECOMMERCE

eCommerce will be a cornerstone of our marketing efforts.

- We will have a store connected directly to our website.
- We will utilize retargeting to highlight specials & design drops
- We will utilize Affiliate marketing to link consumers to our online Storefront.
- We will utilize display ads to link consumers directly to our online store.
- We will also have an online storefront through Shopify.
- We will integrate our online store with our retail social media outlets and coinciding social media Ad Campaigns.
- We will have manufacturer integration.
- This will have to be manually organized by a selection of students to maintain the integrity of revenue chain.
- Once everything is up and running, as an example, an online order will come in for a specific deck and that order will be sent to the manufacturer, the manufacturer will ship out that deck to the buyer. This will allow for the goals of Scaling HAVOC Skatewear.

The CTE program will be integrated with the Yampa High School registration program so no eCommerce is necessary.

ANALYTICS & KPI

We will utilize Google Analytics data collection system with out current data collection tracks to gather and interpret most analytics. We will also utilize Meta to analyze and interpret data from FB and Instagram Paid and Organic posts.

KPI's include:

Lead generation forms from educators as well as retail subscribers, Sales, Social Engagement, and Followers.

We will also monitor Website analytics to evaluate what pages are drawing the most interest, what is our bounce rate, how much time spent on specific pages, etc. This information will guide the future marketing strategies as HAVOC begins to grow.

IN SUMMARY

To summarize, we are incredibly excited to partner with HAVOC Education and HAVOC SkateStyle!

Focus on Website Development as this is the Face of all things HAVOC:

- Onsite SEO
- Offsite SEO
- Blog content creation
- Lead generation channels
- Sales channels
- Online Storefront
- Educational content
- Email Marketing

Focus on Paid Marketing:

- Google Ads
- Google Analytics
- Display Ads
- Social Media Ads on (Instagram, FB, and YouTube)

IN SUMMARY CONT'D

- Affiliate Marketing
- Influencer Marketing
- Spokesperson relationships

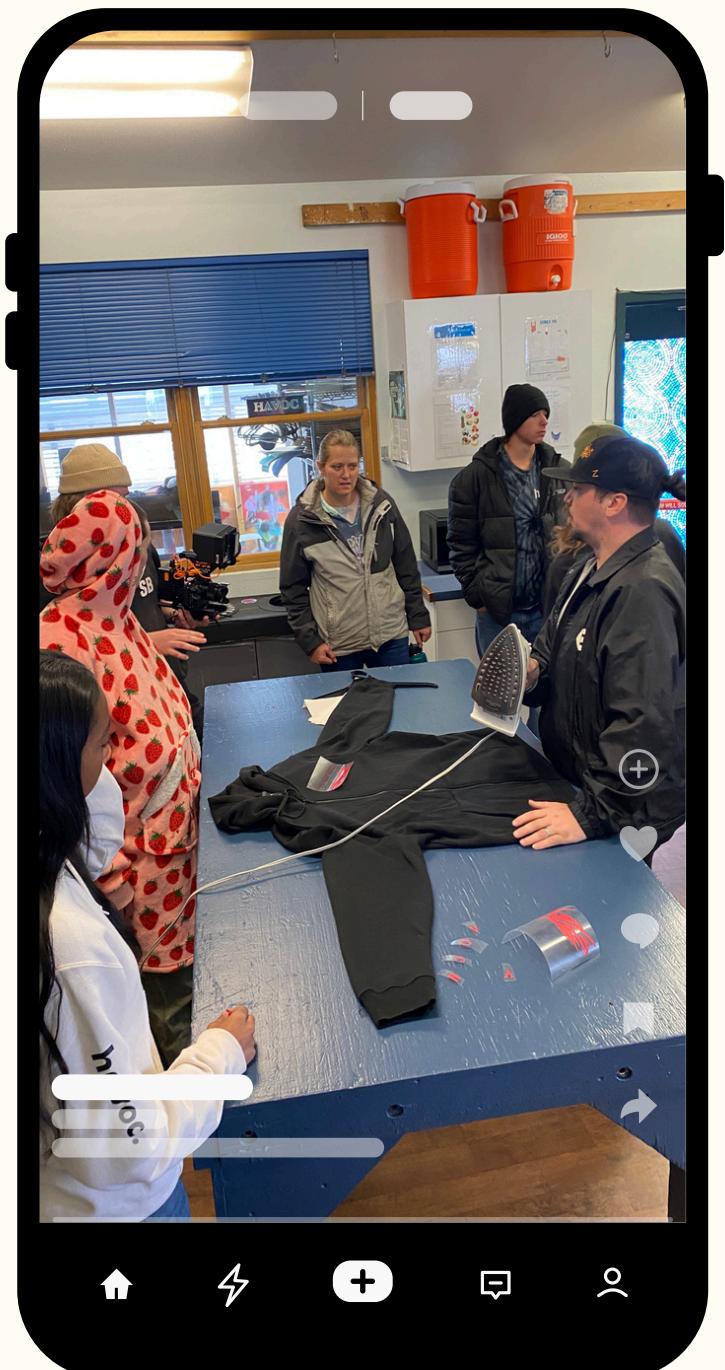
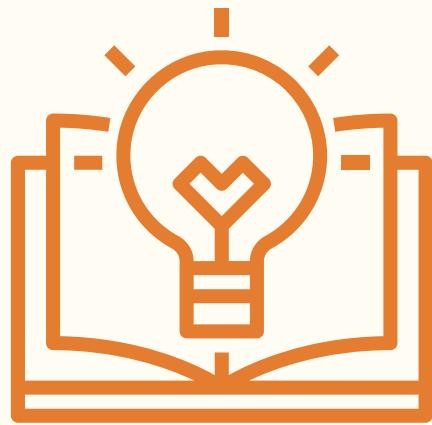
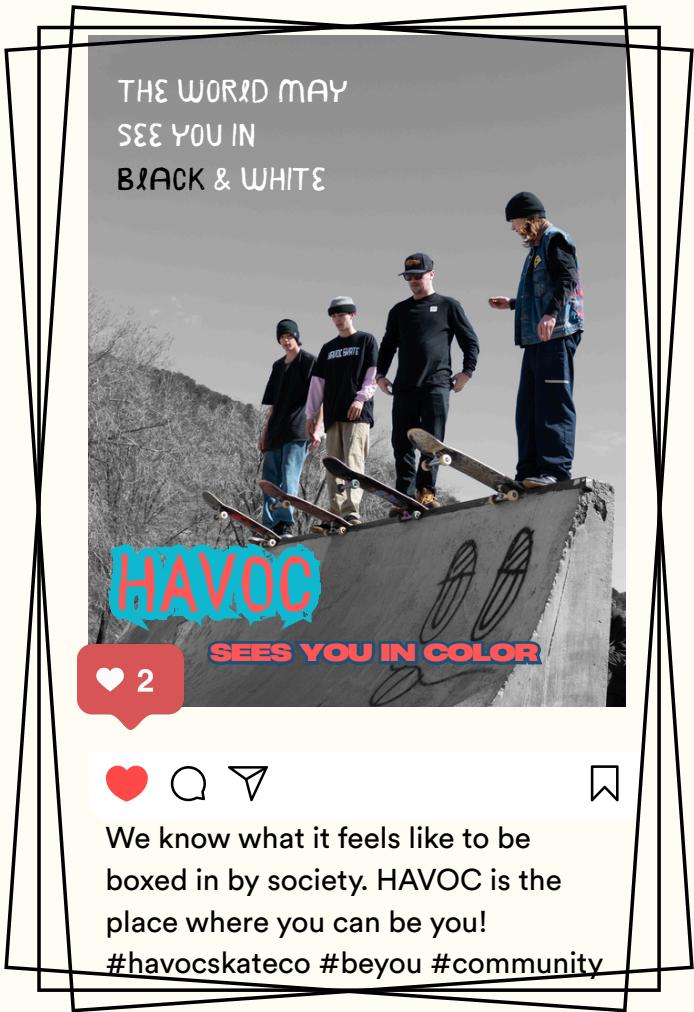
Focus on Organic content. This will include:

- Generating backlinks
- User Generated Content, or UGC's, call outs
- Augmented Reality, or AR, lens creation
- Social Media Posting Schedule
- Social Media content creation for:
 1. Instagram
 2. Facebook
 3. YouTube
 4. LinkedIn
 5. TikTok
 6. Snapchat
- Polls, White Papers, Infographics, Testimonials, managing social communications and engagement.

We will provide in-depth analytics reports quarterly. Our analytics include:

- Website performance
- Lead generation stats
- Email performance
- E-commerce performance
- Ad strategy performance
- Sales performance
- How our content is connecting with our target audience.
- Display Ad performance
- CTE Program Sign up
- Subscription Signup

Once a Statement of Work is defined we will prepare action and budgets for each activity we are hired to execute.



Socials For
Educators &
Interested Students

HAVOC CTE PROGRAM

Below we look at HAVOC CTE success vs the general HS track within our communities' underserved and economically challenged populations.

REAL TIME SUCCESS

Formative assessments provide immediate feedback as to students' understanding of the material.

VS.

OVERALL SUCCESS

Summative assessments help give the students' the feedback towards how they move forward.

HAVOC CTE

HAVOC Grads are 80% more successful 5 years post-graduation than their non-HAVOC peers in the same socio-economic population. Success is measured by community participation and job security.

VS.

NON-HAVOC

Peers in a similar socio-economic population as our HAVOC sample underperform post-graduation in job security, community participation, and have a higher prevalence of mental health issues.

HAVOC CTE

Overall, HAVOC performs similarly to other CTE programs. Providing graduates with a skillset to generate financial stability, personal and social confidence outside of the classroom environment. HAVOC grads have more flexibility in entrepreneurship than other CTE programs.

VS.

OTHER CTE PROGRAMS

HAVOC is unique in that there is no other model in its same category. However, CTE programs across the country have similar outcomes as we have seen with the HAVOC program. CTE programs are a way that we can secure success for our younger generations as they step into the workforce.

EDUCATOR INFOGRAPHIC TEMPLATE

This is an example of media we can create to generate backlinks.

Our strategy is to create infographics, polls, white papers, and blog posts to demonstrate credibility. We will contact skate industry organizations and media outlets to generate relationships and encourage backlink adoption.

We can also use some of this material as Educator resources to encourage email list sign up.

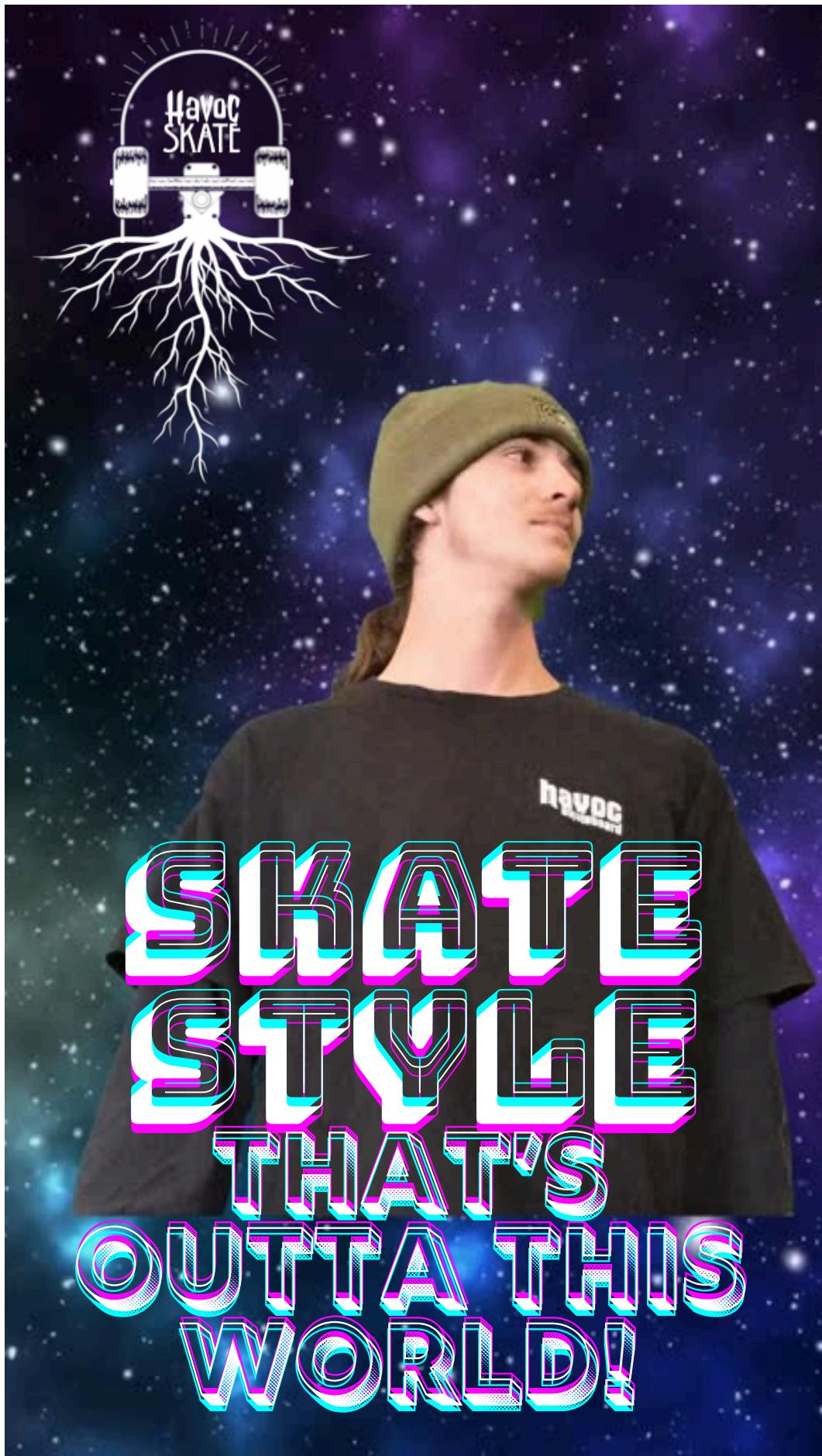
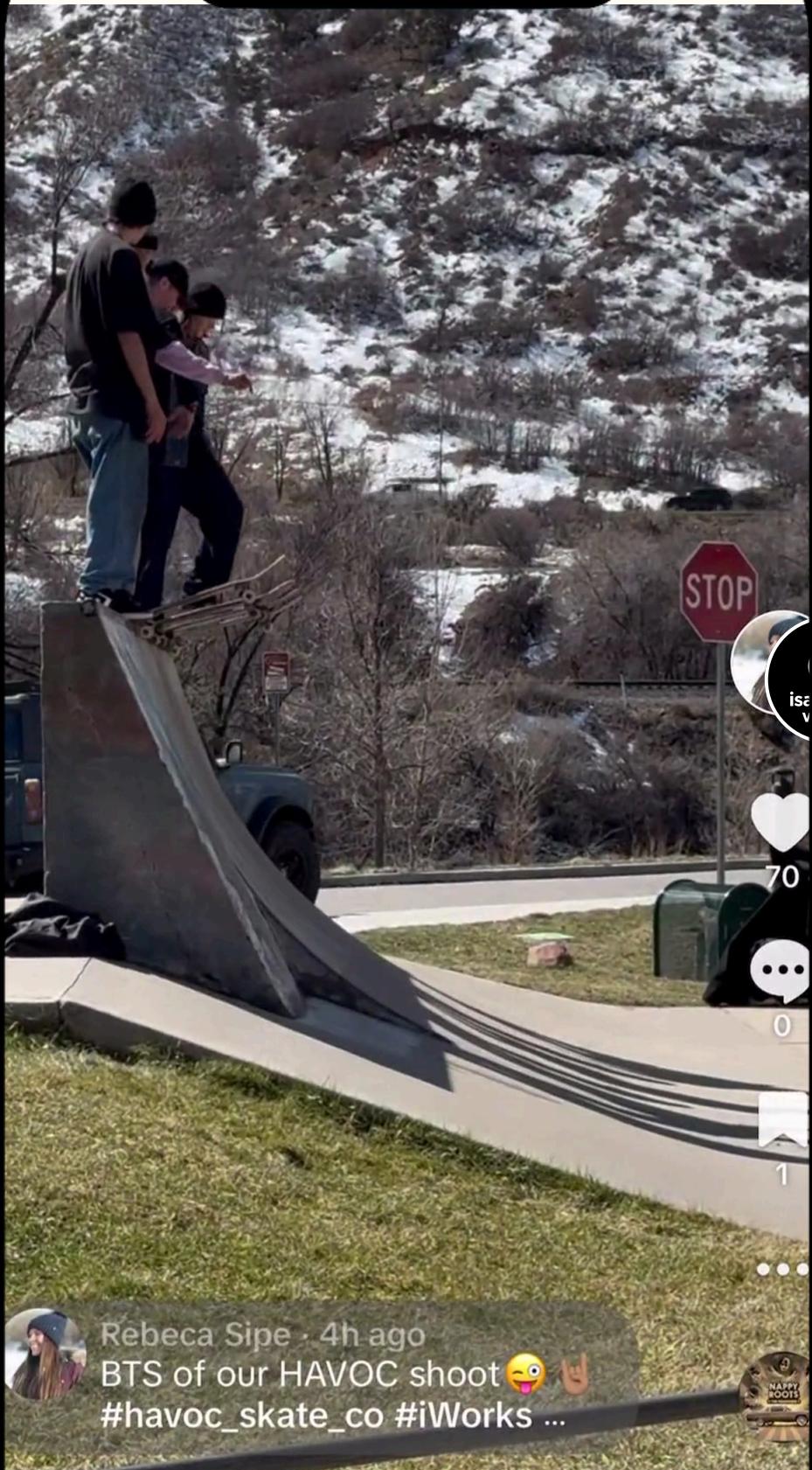




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workshop

MEDIA PARTNERSHIP

See your brand
on Insta Stories

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THANK YOU!

We thank you for your time and focus.
Please let us know if you have any
questions or suggestions. We look forward
to working with you!

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