LAUNCH cart

One-Stop Shop for eCommerce Solutions

A Subsidiary Of

CELEBRITY Lifestyle Brands

ABOUT
LAUNCH CART

Launch Cart specializes in growing and monetizing celebrity and influencers' brands online.

Our mission is to enable celebrities and social media influencers to focus on content creation and audience engagement, while we provide all the business and operational support necessary for them to capitalize on market opportunities.

We do this by providing a complete turn-key eCommerce solution to grow your brand online.

EXECUTIVE TEAM

BERNT ULLMANN

Mr. Ullmann provides mastery in creating, incubating, developing, marketing and distributing leading global lifestyle brands for superstars such as; Jennifer Lopez, Marc Anthony, Nicki Minaj and Adam Levine, completing over $6 Billion in Sales and Licensing Deals

GREG WRITER

Greg is a nationally known professional speaker, trainer and coach in the areas of business, marketing, digital marketing and investing. Since taking the stage in 2003 he has coached thousands of entrepreneurs and investors.
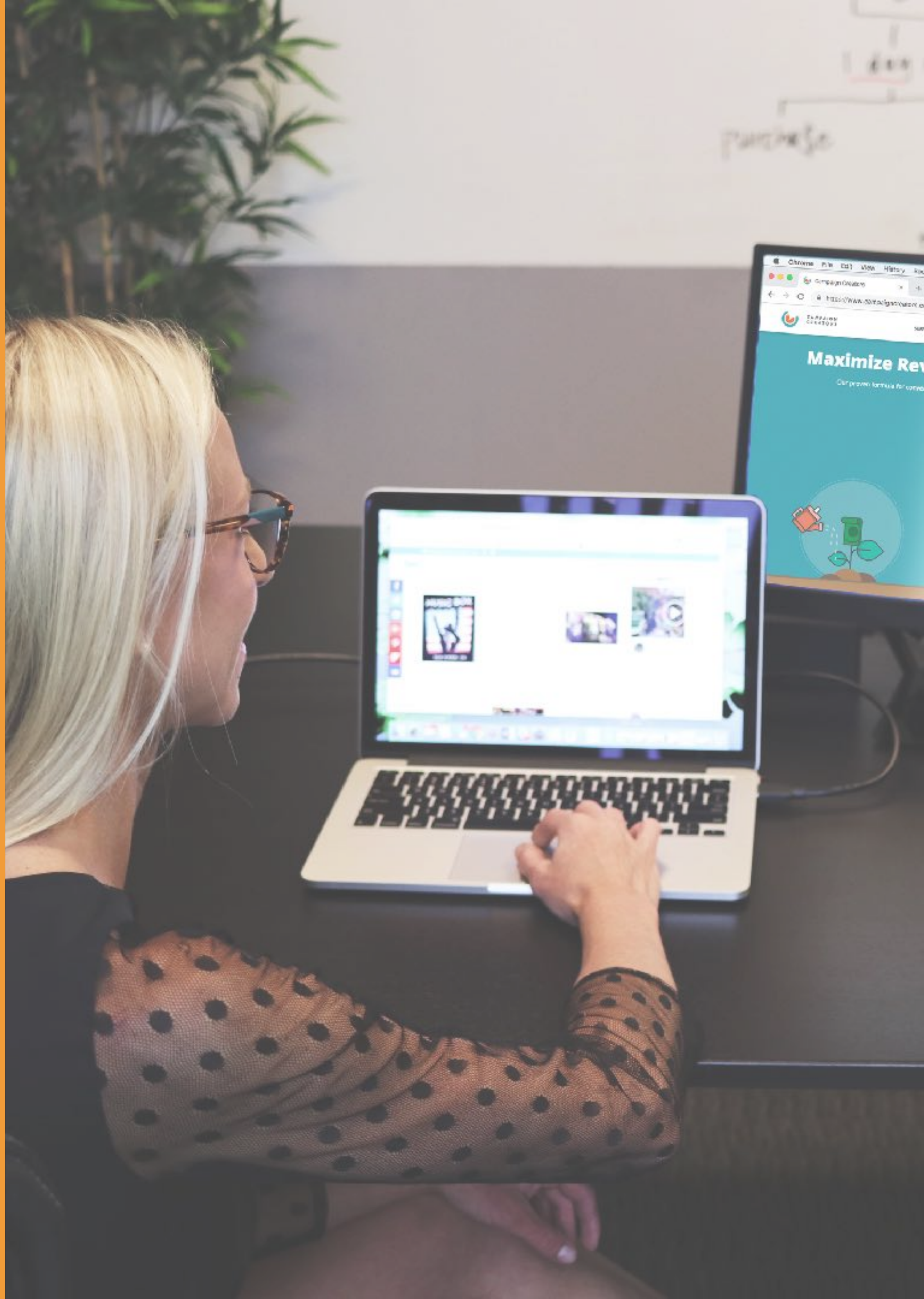
JOSHUA WRITER

Joshua's been running online companies since 2000 and specializes in managing software development, strategic growth planning and using his background in founding some of the world's largest community driven sites to scale growth.

AMBER KILLINGER

Amber has over 20 years experience in technology and specializes in bridging the space between the visionary leader and the execution of strategy and ongoing operation of the business.

LAUNCH cart

BRAND PROTECTION

At Launch Cart, we understand the importance of protecting your brand. We will work directly with you and your brand manager when establishing your online presence, and have systems in place for a proper approval process.

We provide immediate assistance to mitigate risk and tackle reputation management head on, your brand is our #1 concern and priority — which is why we are here for you right when you need us.
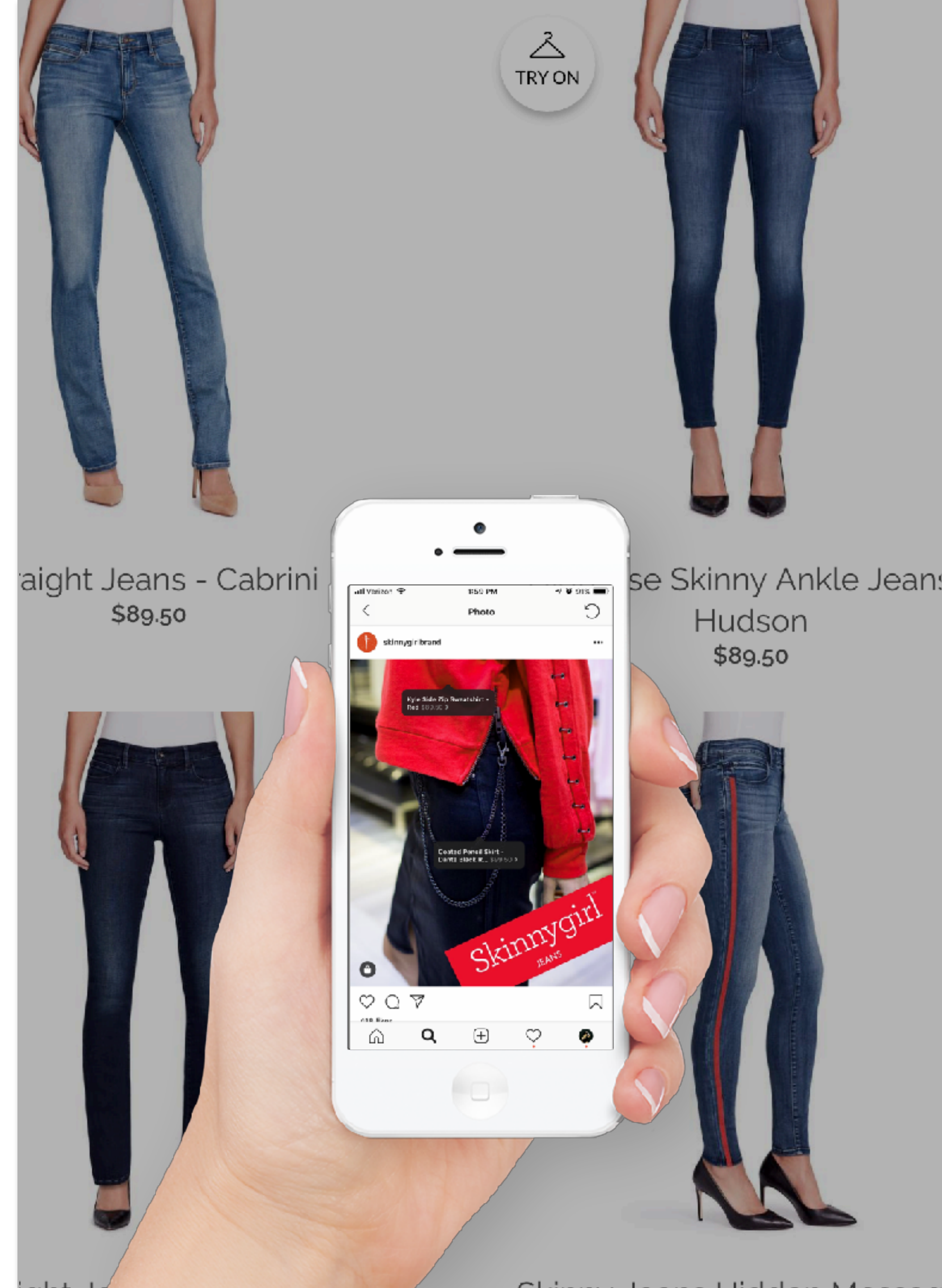
ENHANCE
YOUR BRAND

We find and exploit any room for improvement within your brand to ensure you have the best possible online presence.

EXTEND ONLINE BRAND PRESENCE

Whether you have an established eCommerce store that needs a boost or are looking for a complete website and advertising refresh, we can deliver the market penetration you need.

Online Brand Audit - We will first take a look at your current website, products, and marketing strategies to reveal where there may be room for improvement. Once we determine a roadmap to success, we can begin iterating immediately.

Extend Your Brand - Helping you reach new potential customers is a top priority. Our capabilities to reach worldwide audiences, support charities, and dial into niche target audiences will provide maximum exposure for your brand.
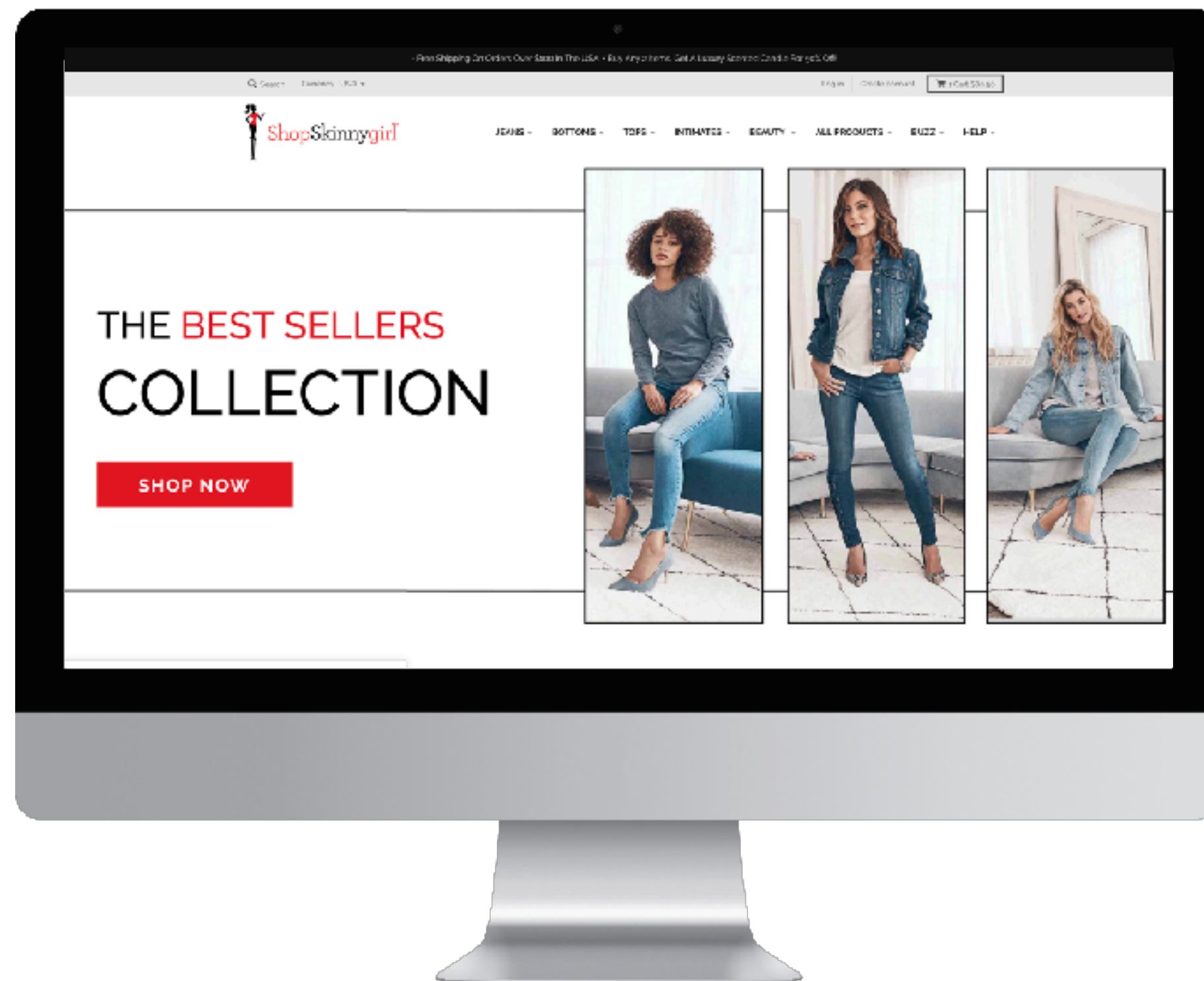
T R A N S F O R M
Y O U R
B R A N D   O N L I N E

We can build and launch an optimized website for your brand in as little as 30 days!
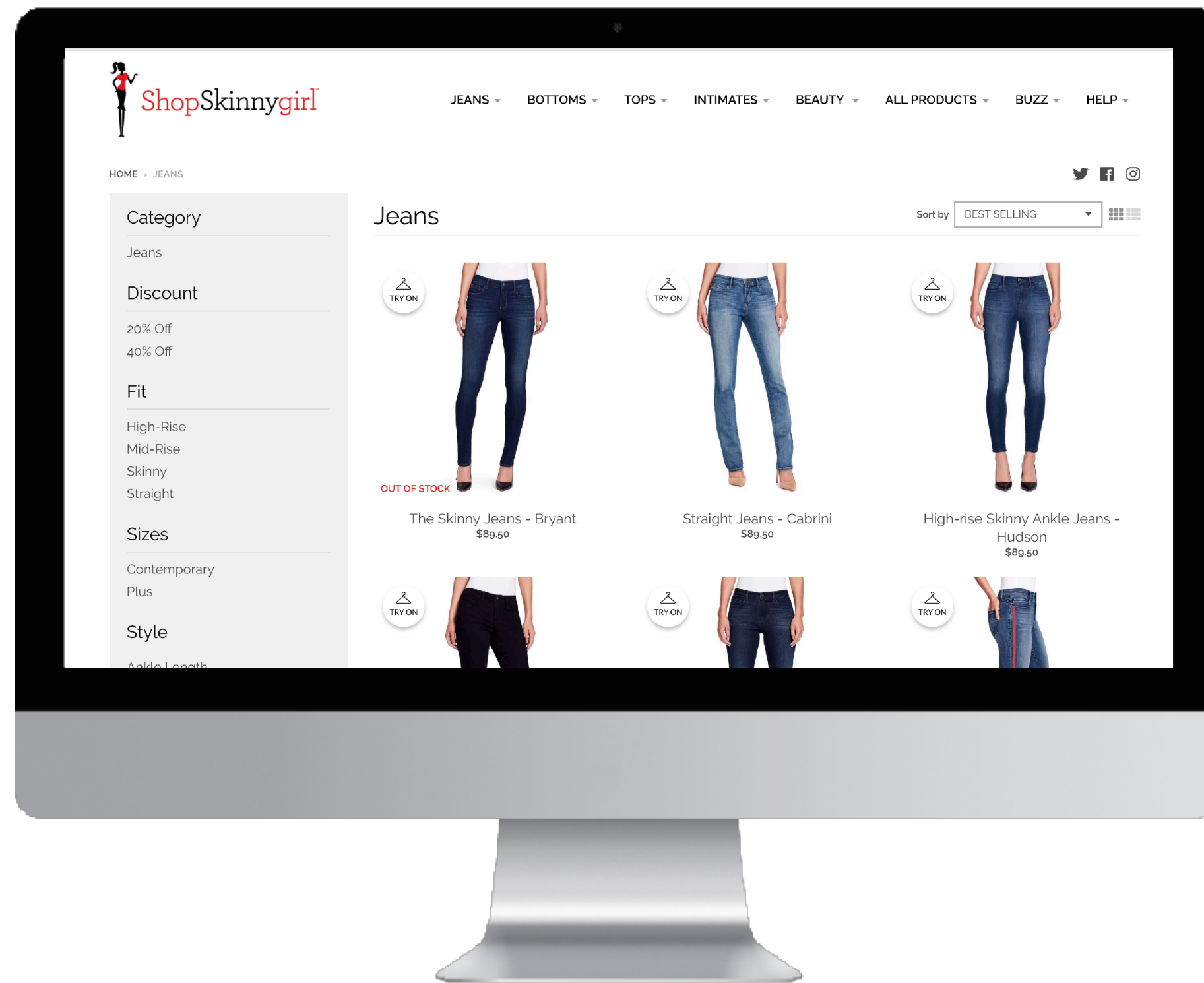
We manage eCommerce stores no matter where they are hosted.

We capture the aesthetic of your brand and incorporate it into an optimized eCommerce experience, turning your audience into customers.

W E B   D E S I G N   &   D E V E L O P M E N T

Conversion Optimization - Our websites are designed and built based on years of conversion optimization knowledge and testing, providing an experience proven to lead the customer from product page to purchase.

SEO Strategy - When your customers search for your products online (Google, Bing, Yahoo, etc.), they will find what they are looking for. The site architecture and content will be carefully positioned to rank your site for organic SEO (search engine optimization) based on a strategic site mapping, keyword ranking page descriptions, proper tagging, and building inbound and outbound links.

Real Time Tracking Notifications - We keep your customers informed. With real time order status tracking, customers receive tracking number notifications the moment their order ships.

24/7 Support - Day or night, we are available to address any critical bugs, so your site stays in perfect condition and you never miss out on sales.

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Your product listings will appear visually pleasing and informative to the customer, while carefully storing and integrating all required information on the back end for inventory management and fulfillment.

WEB DESIGN & DEVELOPMENT

Product Listings - We will strategically include relevant keywords in the description for results on search engines, customer relevant specs (ie sizing measurements, material, packaging dimensions, etc.), as well as regularly update any time sensitive information (ie seasonal products, pre sale launch dates, etc.)

Cost of Goods and Margins - Each product will have a record of the price we pay from the manufacturer before reselling the item to your customers, so we can monitor and maintain profit margin goals, plan sales, and identify potential cost saving improvements.

Real Time Inventory Reporting - Your website's dashboard will feature real time inventory management to monitor stock levels across your catalog and ensuring your best sellers will always be in stock.

Product Cross-sells and Up-sells - We analyze your customers buying behaviors and integrate on-site suggestions to customers for products that are frequently bought together or might compliment each other, increasing the average order value.

COMPLETE DIGITAL MARKETING SOLUTIONS

Our digital marketing strategies will increase your return on investment and overall profit by reaching your targeting audience with the right message at the right time.

Direct Response Marketing - Our marketing strategies are based on measurable, trackable, and audience specific advertising. By tracking all efforts, we can accurately determine which channels are the strongest for your brand, which messaging is converting the best, and the exact budget we can assign to any particular campaign to yield profitable results.

Self Liquidating Offers - This strategy allows us to recover ad costs immediately, providing maximum funds for re-investment. One of the most useful ways this can work for individuals building a brand is to acquire leads by offering a free product in exchange, directly followed by a paid offer that converts at a rate which pays for the initial advertising for the lead generation. In this way, you acquire the lead - a potential long term customer - without having to wait long term to see a return great enough for immediate reinvestment.

Analytics Reporting - We define specific, measurable, and timeline based goals, then regularly track and report on the KPI's (Key Performance Indicators) that determine the effectiveness of our efforts towards achieving the goals. Reports will be generated and presented on a weekly basis, displaying metrics that matter most to your goals.
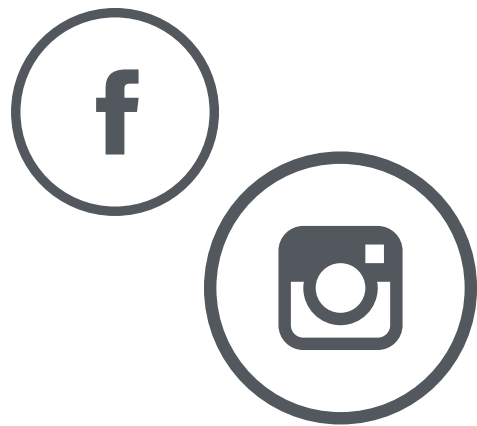
SEM (SEARCH ENGINE MARKETING aka Google PPC)

Through keyword research, testing, and monitoring, we will ensure top ad results when customers search for your products, as well as suggesting your products to online users looking for things you offer that have not yet been introduced to your brand.

RETARGETING THROUGH DISPLAY ADVERTISING

Pixel tracking (placing code in your website that shows online activity of your visitors) and analyzing user data allows us to retarget store visitors with custom designed banners promoting your product as they browse the internet. By tapping into the Google Display Network, your personalized ads are able to reach over 90% of online users.
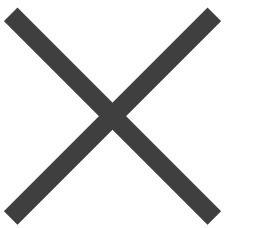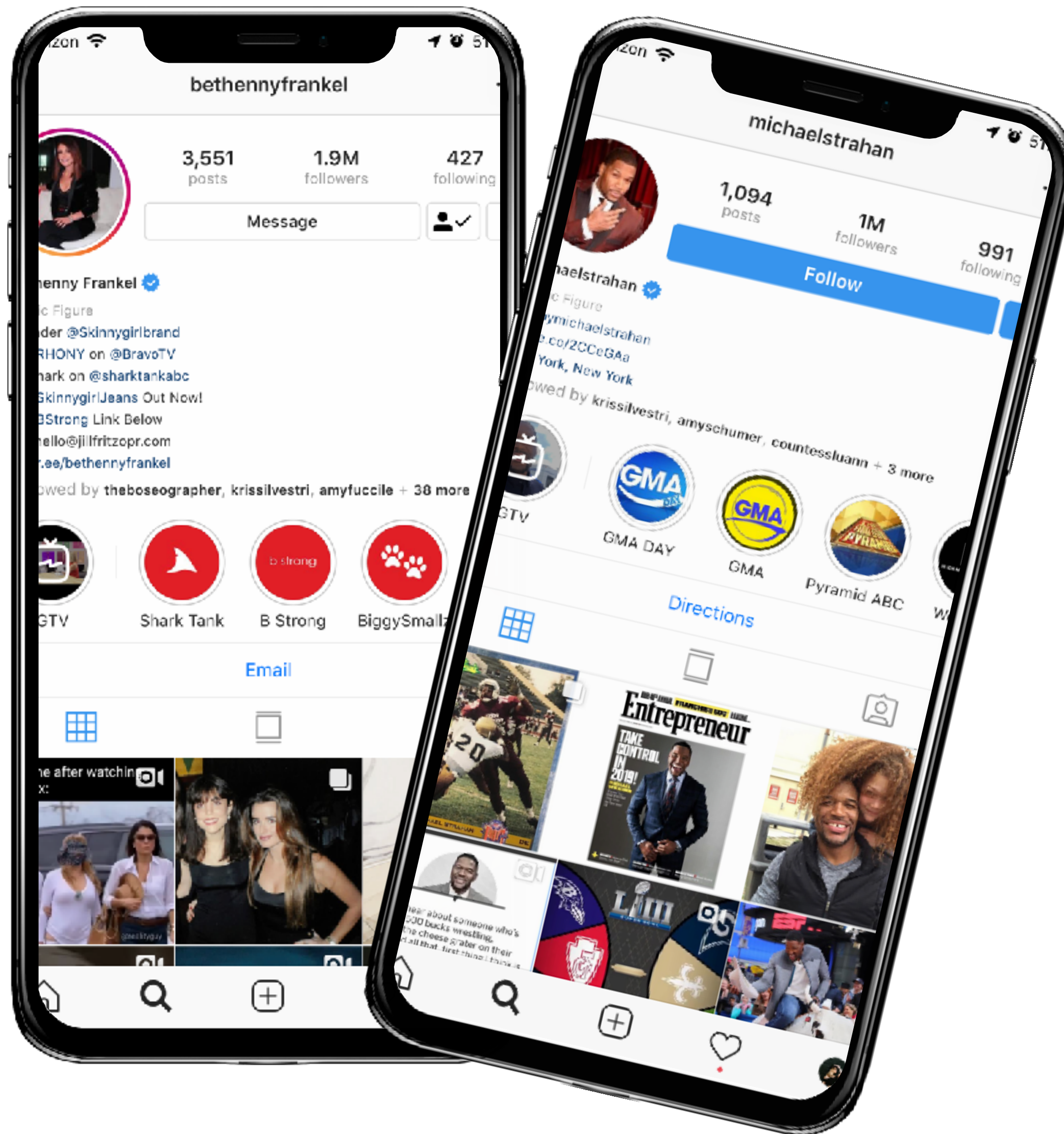
FACEBOOK / INSTAGRAM ADVERTISING

Our social media advertising experts regularly maintain a Return On Ad Spend (ROAS) of 2.0 - 3.0x, meaning that for every dollar we put towards advertising, twice or three times that amount is generated in sales value.
We are capable of strategically using these highly targetable and popular platforms to grow brand reach into new market demographics, as well as retarget existing customers.

EMAIL CAMPAIGN MANAGEMENT

Beginning with lead generation (acquiring new emails of individuals that are likely to become buyers), email is an extremely powerful and cost effective tool to grow your audience and continue to reach them directly in their inbox. We leverage advanced email management techniques such as cart recovery sequences, sales funnels, and drip campaigns to maximize your use of this traction channel.
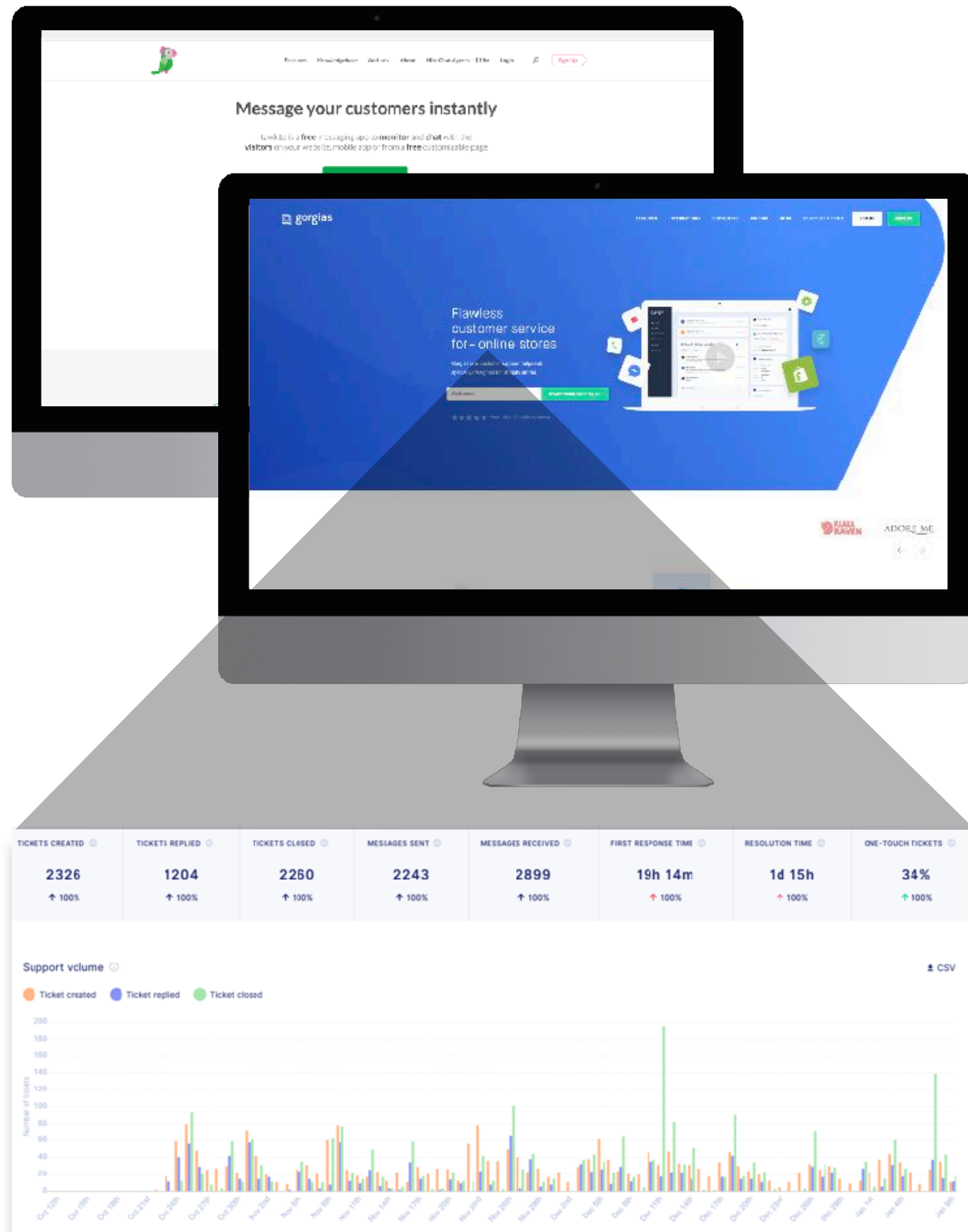
SOCIAL MEDIA MARKETING

Maintain Brand Voice - Our social media strategy will seamlessly integrate relevant product promotions into your current social media posts. All post descriptions and imagery for posts will be written and designed in house to ensure brand cohesiveness. By planning all posts ahead of time and working directly with your brand manager so we are aware of posts from others who may have access to your page, your feeds will always feature a healthy balance between content and promotion.

Approval Process - Social media scheduling tools will be a primary component in our strategy to ensure your brand manager approves of all content before it goes live.

COMPLETE CUSTOMER SERVICE SOLUTIONS

Never worry about your customer orders; visitors on your online store will have access to 24/7 live chat support.

CUSTOMER SERVICE & SUPPORT

24/7 Customer Support Chat - Your website will feature a live chat that can answer questions and address any customer service requests at any time of the day. All product and order inquiries will be resolved within 48 hours of contact, with most being resolved within the same work day.

Toll Free Number - Customers will be able to reach out directly to our support via phone during normal business hours. Any voicemails left outside of work hours will be automatically transcribed to email for a more readily follow up.

PRINTING & POD FULFILLMENT SOLUTIONS

Lower your speed-to-market and upfront costs for new products, while maintaining fulfillment of current products, all in one place.

PRINT ON DEMAND & FULFILLMENT

Print-On-Demand - You don't pay a dime until the item is sold. With a print-on-demand method, there are no upfront costs - not even the blanks. When planning a new product launch, you will have the option to simply select one of our in-house product blanks for the design to appear on and when an order comes through, we print, package, and ship the item on the spot. This significantly increases speed-to-market, so we can quickly and easily test designs to find a winner without worrying about inventory.

Screen Printing - In addition to the print-on-demand style, we also offer a more customizable and long-term inexpensive option with screen printed products. With this method, orders would be placed in bulk to lower *per item* costs, and can be printed on virtually any apparel blank of your choosing. This option is ideal if you want to work with a very specific material or design placement, and have proven the market with a consistently best selling item where ordering in bulk is a cost effective strategy.

Warehousing - Our 165,000 sq. ft. facility is well equipped to store and fulfil your current product line, with the space to expand. By storing all existing product as well as any new print-on-demand or screen printed items in the same location, you can ship any multiple item orders in one package, drastically reducing shipping costs and providing a better experience for customers.

Shipping and Fulfillment - We have the capacity to print & ship over 25,000 orders per day.

FULFILLMENT & WAREHOUSE STORAGE INTEGRATIONS

Through our various fulfillment partners we ensure that managing "direct to consumer" fulfillment and "pre-pack to retail" is completed done and integrated into any system you may need.

Everything from worldwide warehouse storage, to inventory management, we facilitate your eCommerce fulfillment needs.

OUR CLIENTS

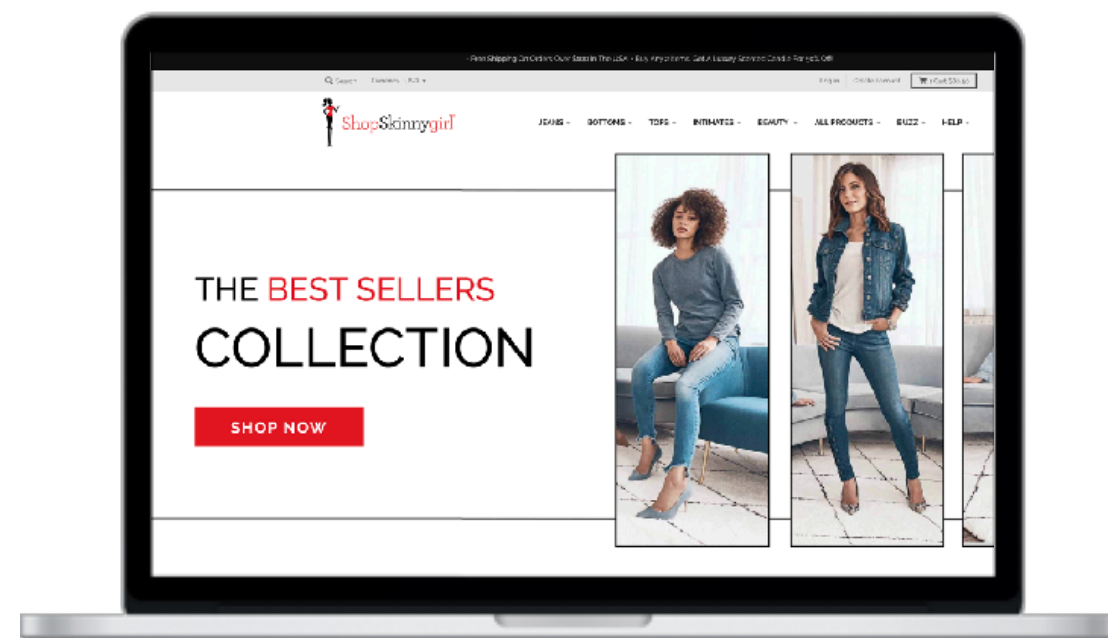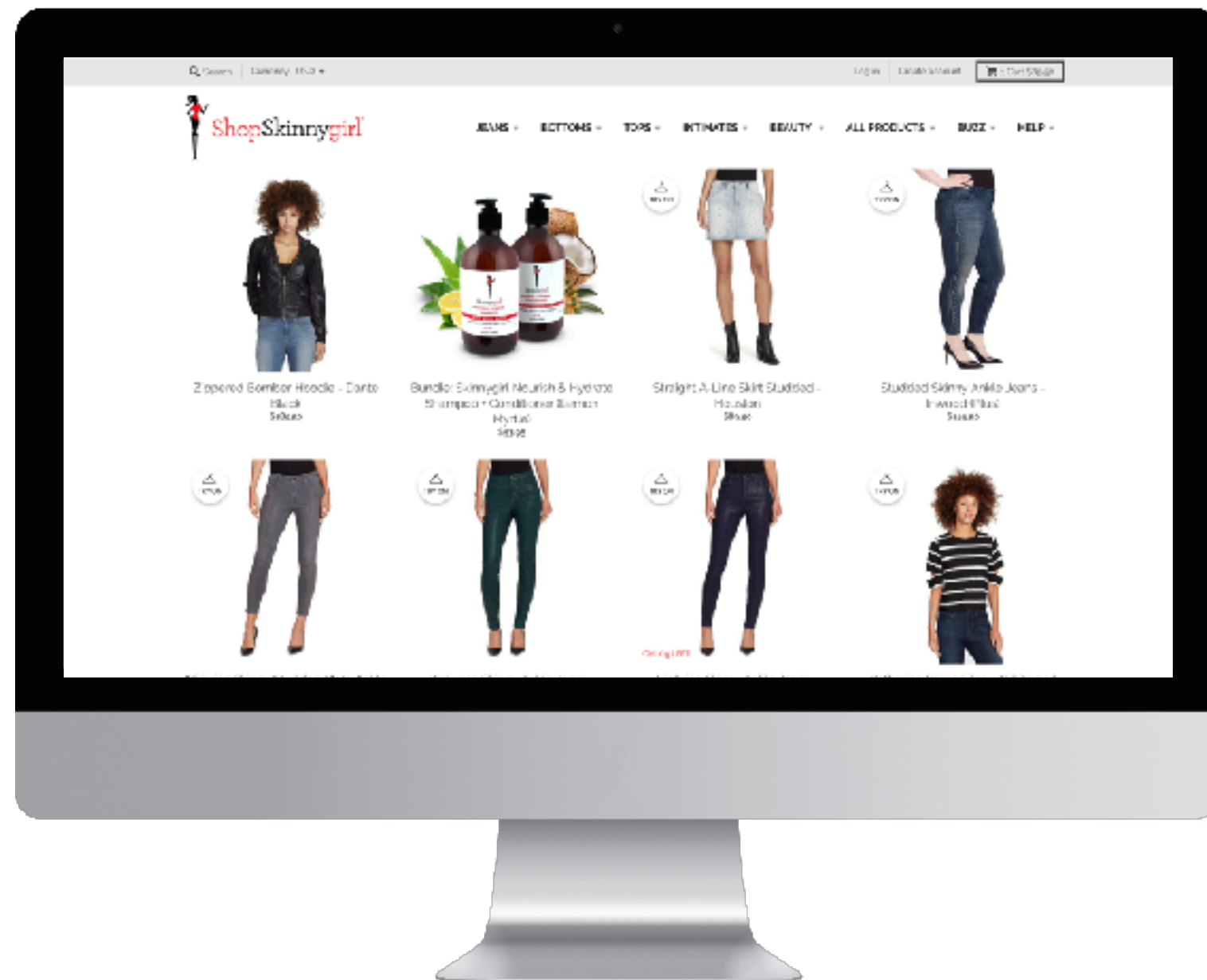**BETHENNY FRANKEL**   **CARLOS SANTANA**

CHRISTINA MILIAN   **NIKKI LUND**
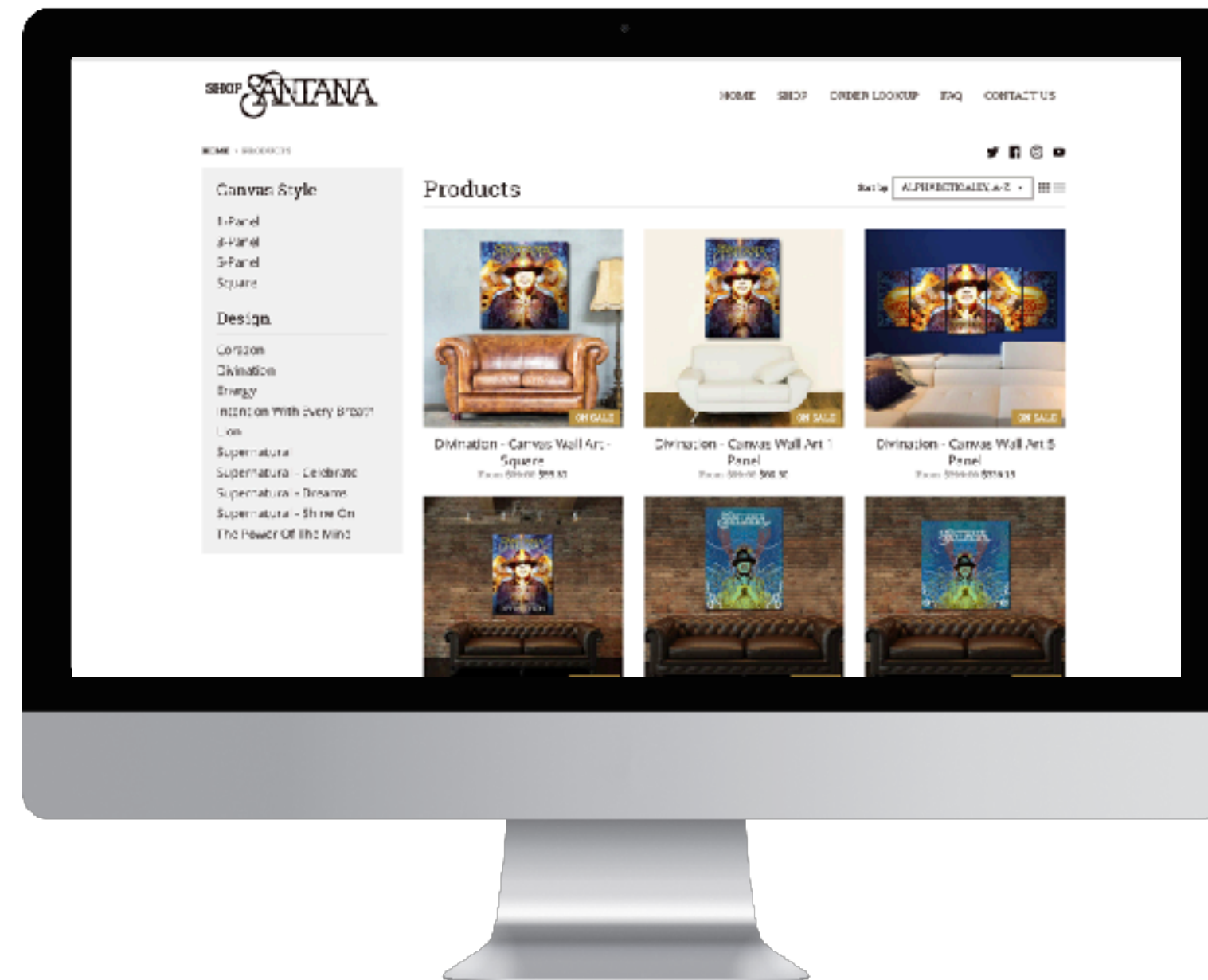
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Client Store Examples
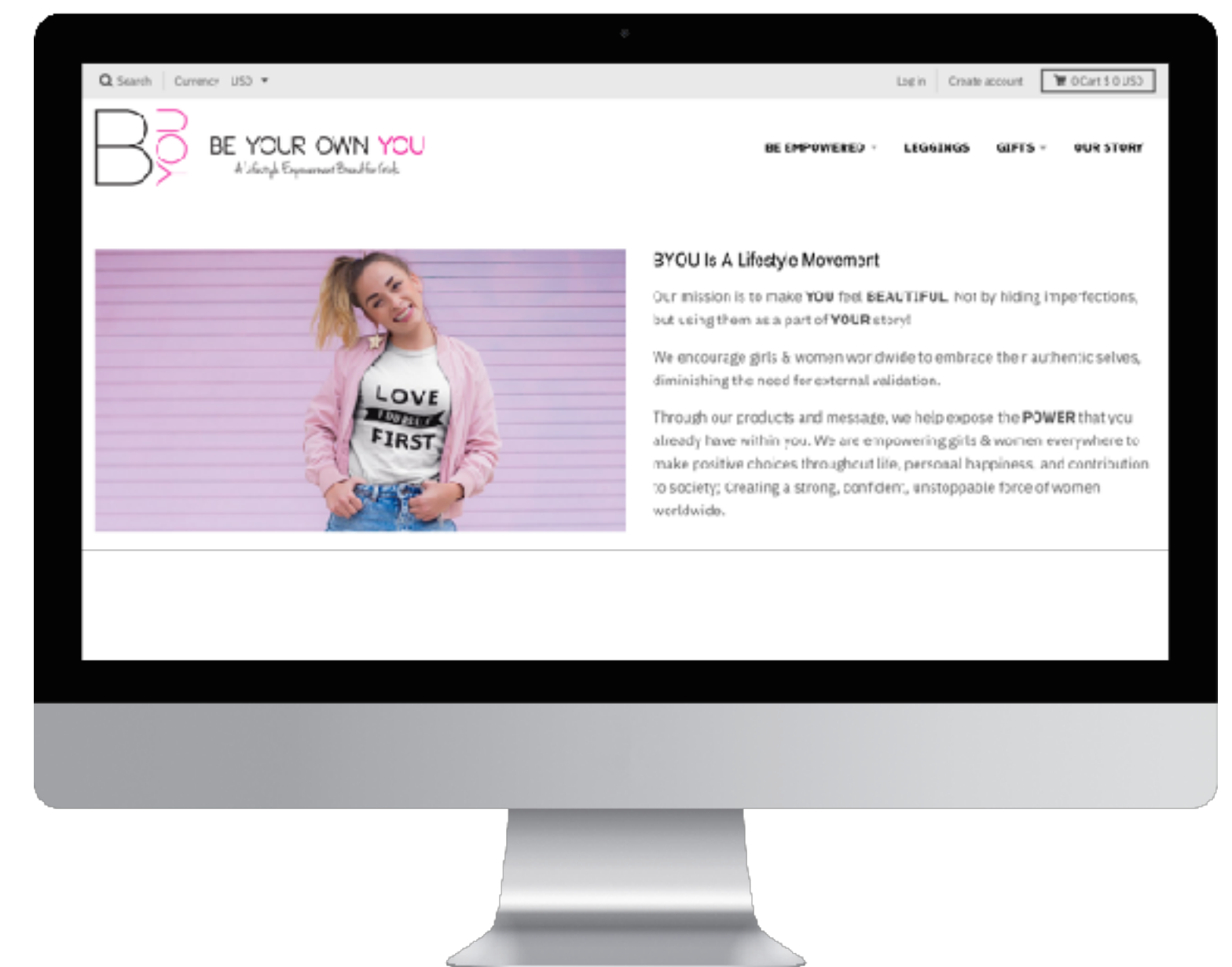
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201 E. Grand Ave. Suite 2A
Escondido CA 92025
(800) 880-4295
www.LaunchCart.com

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