



Globalizerz





WHO HAS EVER BEEN TOLD THEY
NEED A BACKUP PLAN IN LIFE?

POWERTRIP







Built in software called Cara

4 pounds



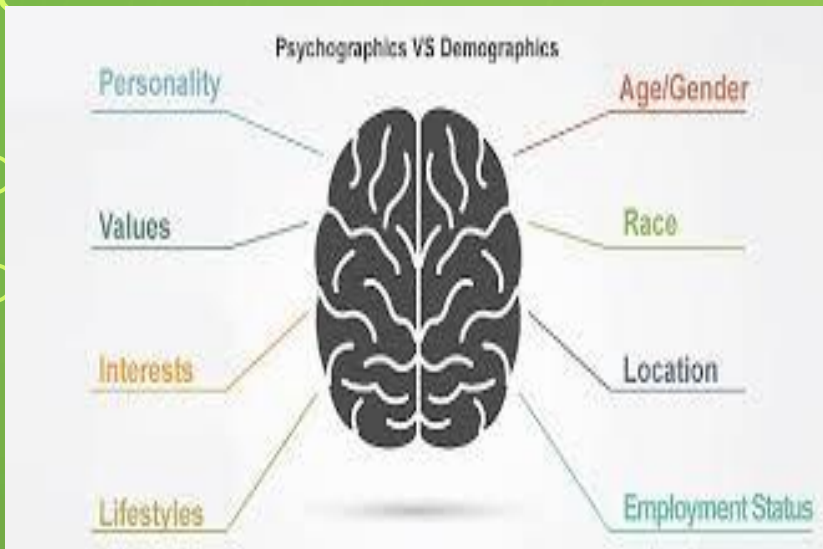
29 kwh of energy which can lead you up to 100 miles

hexagonal prism that is 12" by 6"

waterproof

handle on the top of the device.

Shockproof



• Target Market

- - Innovators -
- - eco-friendly
- - high educated graduates- most high educated people would be people with a Bachelor's or Master degree
- - high-income buyers
- - electric car users
- - high-end car buyers such as Tesla, BMW, Nissan, Chevrolet, Mercedes-Benz, Volkswagen, and Kia

• Demographics & Psychographics

- - Our target market will vary from both genders and the age range of 30's to early 50's.
- - Our target is to get our product launched and running in California.
- - An annual salary of \$74,900
- - We are looking for ambitious, out-going, eco-friendly adults.
- - Attitude and life values are high and very important to them. Our target market interest is to be the ones who set trends. Their lifestyle is to make the world a better place by using less of what is hurting earth. They are risk-takers and will try anything is recently launched.





Place



Car dealership



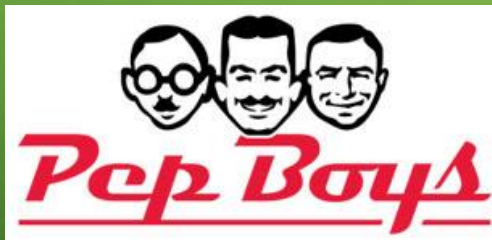
Amazon



Tech Convention



AutoZone Website



Pep Boys



Pep Boys Website



AutoZone

Globalizerz Website

Globalizerz

In Store Retail

Online Retail



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Globalizerz

Generating Value

PRICE

POWERTRIP



Price \$750

Our competitors prices...

**AeroVironment
TurboCord**



Price:
\$500.00 -
\$690.00

VersiCharge Gen 2 30



Price:
\$460.00 -
\$550.00

DOSTAR LEVEL 2



Price:
\$240.00 -
\$480.00

INTEGRATED MARKETING COMMUNICATION PLAN:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SEPTEMBER 2018						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Download and print calendars from www.calendarstemplate.com



- “Backup Plan” held at several car dealer ships.
- A real life scenario that consumers can connect with.
- Launch Date: September, 2018.
- Advertise on social platform and on our website.



Advertising

Social Media-

- Build a strong Social Media presence.
- Facebook, Instagram, Twitter.



Direct Marketing-

- Research marketing.
- Communicate our product with our target market.
- Ex: Mailers & Emails.

SEM-

- Google AdWords.
- Segments by location.
- Displays our product first.

PowerTrip - Portable EV Charger

[Ad | www.Globalizerz.com](http://www.Globalizerz.com) ▼

Perfect backup plan when traveling with EV cars. Be prepared for any obstacle.

Public Relations

• What does Public Relations mean?

Public relations is a communication process that builds a beneficial relationship between the organization and their public.

• Where will we use it?

- Tech conventions
- Car shows

• Why are we using:

- We personally don't have to say our product is good, we have others showing that our product is worth it.
- We are using publicity because we feel as though if we interpret role models that our target market look up to we will have a stronger connection made between our product and our target market.

Personal Selling

- Training videos for retail sales representatives
- "Everything to know about the PowerTrip"





WHAT'S YOUR BACKUP PLAN?

CITATIONS

- “Hexagonal Prism.” *From Wolfram MathWorld*,
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- “What Is Search Marketing?” *Search Engine Land*, searchengineland.com/guide/what-is-sem.
- Shane, C., and John E. Mello. “Chapter 12 Personal Selling.” *Marketing Second Edition*,