



MAIX

How to Market in the U.S.



TAMID GROUP

SUMMARY OF OUR FINDINGS

Entering the growing home decor market and having the option to personalize or customize items at a relatively low cost creates value for Maix. Mainly **targeting women in the age range of 35 to 50 years old and the DIY (do it yourself) home decor market**, sales are likely to rise as the economy improves and consumers take on more renovation and remodeling. While there are some competitors in this market, none can provide the unique experience of creating a mood board, as well as being considerably easier to use than 3D printing. **However**, there are finite resources of a startup seeking global expansion (into America) and a threat of larger, more established, companies capitalizing on the market opportunity for customizable products. The strategies we propose seek to **mitigate these risks to aid in a smooth transition** for Maix into the U.S. market.



1. Partner with blogs

- Home décor
- DIY
- Parenting

2. Partner with Small Private Interior Design Companies

- Promotional content
- Features in print magazines

3. Social Media

- Company Instagram, Twitter, and Facebook
- Promotion by other companies through their social media





TAMID GROUP

1. PARTNER WITH BLOGS



PARTNER WITH BLOGS

- Bloggers and their recommendations are trusted by their loyal readers. This means that Maix can gain exposure and credibility from a recommendation by a prominent blogger.
- Blogs with a focus on home decor, creativity, parenting, etc., attract Maix's current demographic and will reach the highest quantity of interested buyers.
- Based on obvious interest in specific subjects such as home decor, readers of these blogs have a predisposition to be interested in Maix.

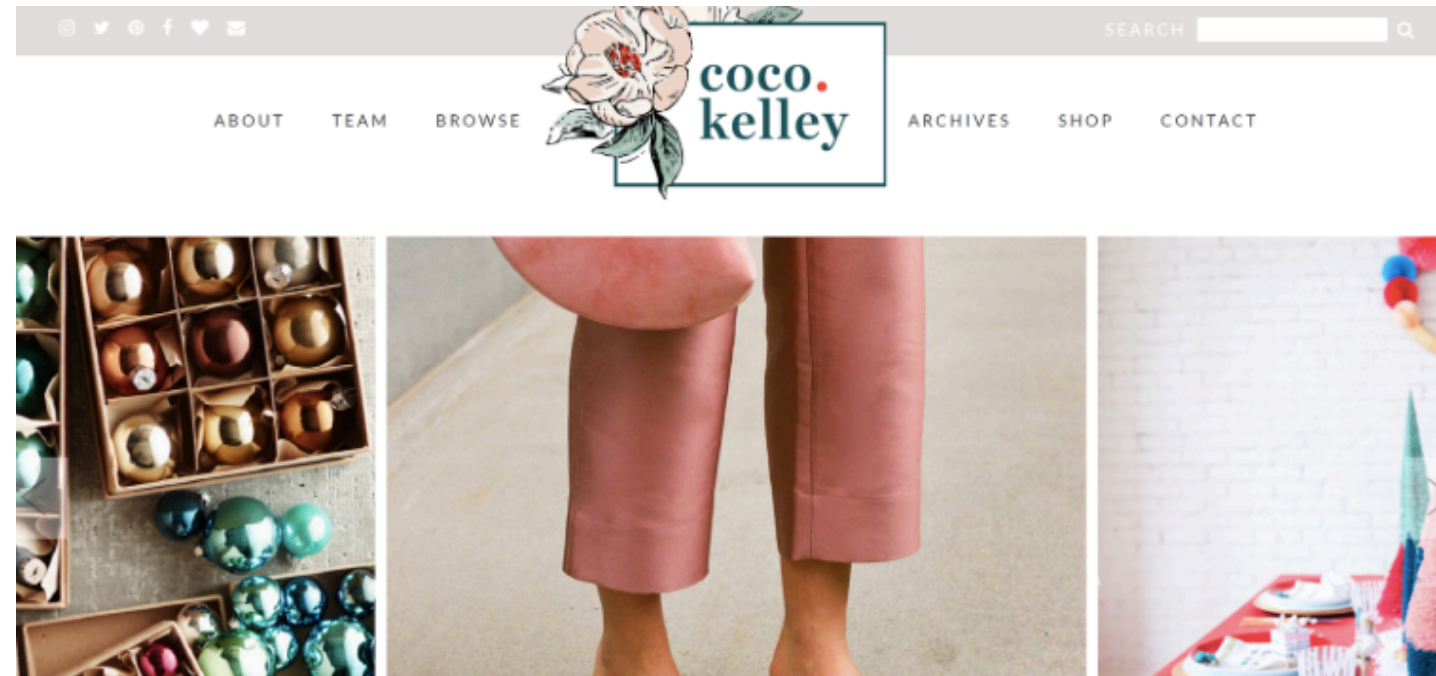


POTENTIAL PARTNER BLOGS

NAME	CATEGORY	POPULARITY LEVEL	CONTACT INFORMATION
Coco Kelley	Home Décor	High	http://www.cocokelley.com/contact/
Old Brand New	Home Décor/DIY	High	hello.dabito@gmail.com
In My Own Style	Home Décor/DIY	Medium	diane@inmyownstyle.com
The Artful Parent	Parenting	High	http://artfulparent.com/contact



COCO KELLEY



“Coco Kelley was founded by Cassandra LaValle in 2007. While the platform has grown and evolved over the years, our missions to **curate and create fresh ideas for a well-styled life** remains the same. From interiors, parties and tabletops to travel, food and fashion – we approach it all with an urbane eye that captures the essence of effortless sophistication”

OLD BRAND NEW



PORTFOLIO HOME TOURS SHOP PRESS + FEATURES ABOUT BLOG



“The meaning behind the name is pretty straight forward—it's **all about mixing the old and the new**. Turning something old and making it brand new! For interiors, I am an eclectic bohemian at heart where I blend different periods of designs.”

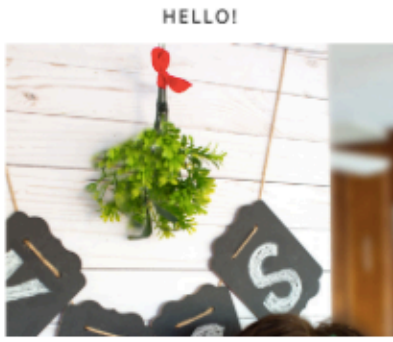
IN MY OWN STYLE



Affordable DIY Decorating & Creative Ideas to Inspire *Your Style*

- HOME
 - ABOUT
 - CONTACT
 - PROJECT GALLERY
 - SHOP
-
- DECORATING ▾
 - FURNITURE MAKEOVERS ▾
 - ORGANIZING ▾
 - CRAFTS ▾
 - CELEBRATE ▾
 - PAINT ANYTHING ▾
 - LIFESTYLE ▾

OUTDOOR CHRISTMAS DECORATING ON THE GAZEBO
12/05/2016 BY DIANE HENKLER — 13 COMMENTS



“My name is Diane. I love **all things creative, colorful, and DIY**. It is just the way my brain is wired. I can't add 2+2 to save my life, but I can help you decorate your home in a style that you will love...YOURS!”



Proprietary and Confidential



THE ARTFUL PARENT



SIMPLE WAYS TO FILL
YOUR FAMILY'S LIFE
WITH ART & CREATIVITY



My name is JEAN VAN'T HUL

I am passionate about children's art and creativity. I want you to be passionate about them, too. I share ideas, info, and inspiration to encourage you to enjoy art with the kids in your life.

ARTS AND CRAFTS ACTIVITIES

KIDS ART SUPPLIES

HOLIDAYS

ABOUT

PARENTS' CORNER

HOME



Search this website ...



“I started The Artful Parent partly to chronicle and share the experiences with the children’s art group, and also as a way for me to focus more on what it means to me to be an artful parent. I want to parent in a way that encourages **creative expression, imagination, joyfulness, and a love of learning**”





TAMID GROUP

2. PARTNER WITH SMALL PRIVATE INTERIOR DESIGN COMPANIES

 MAIX

POTENTIAL PARTNER INTERIOR DESIGNERS

NAME	LOCATION	PRICE	REVIEWS	CONTACT INFORMATION
Affordable Interior Design	NYC	\$395-\$4,775	Featured on: HGTV, the TODAY Show, and DIY Network Yelp: Five Stars	info@affordableinteriordesign.com OR (917) 767-2313
Décor Aid	NYC	Up to 50% off retail, these cost savings often exceed design fees	"An affordable, uncomplicated, interior-decorating service." – New York Magazine	1-800-887-9198



POTENTIAL PARTNER INTERIOR DESIGNERS

Magazines and publications to contact:

Atlanta Homes & Lifestyles: editor@AtlantaHomesMag.com

Design Milk: info@design-milk.com

ELLE DECOR: EDsubmissions@hearst.com

Lonny: editors.lonny@livingly.com

New York Magazine: Wendy.goodman@nymag.com

Rue: info@ruemag.com



POTENTIAL PARTNER INTERIOR DESIGNERS – TIMELINE

- **Phase One**
 - Pitch bloggers and design firms (spokespeople)
 - Establish relationships with spokespeople
 - Recommended discounts
- **Phase Two**
 - Launch marketing
 - Bloggers/design firms
 - Get featured in design magazines





TAMID GROUP

3. STRATEGIC SOCIAL MEDIA

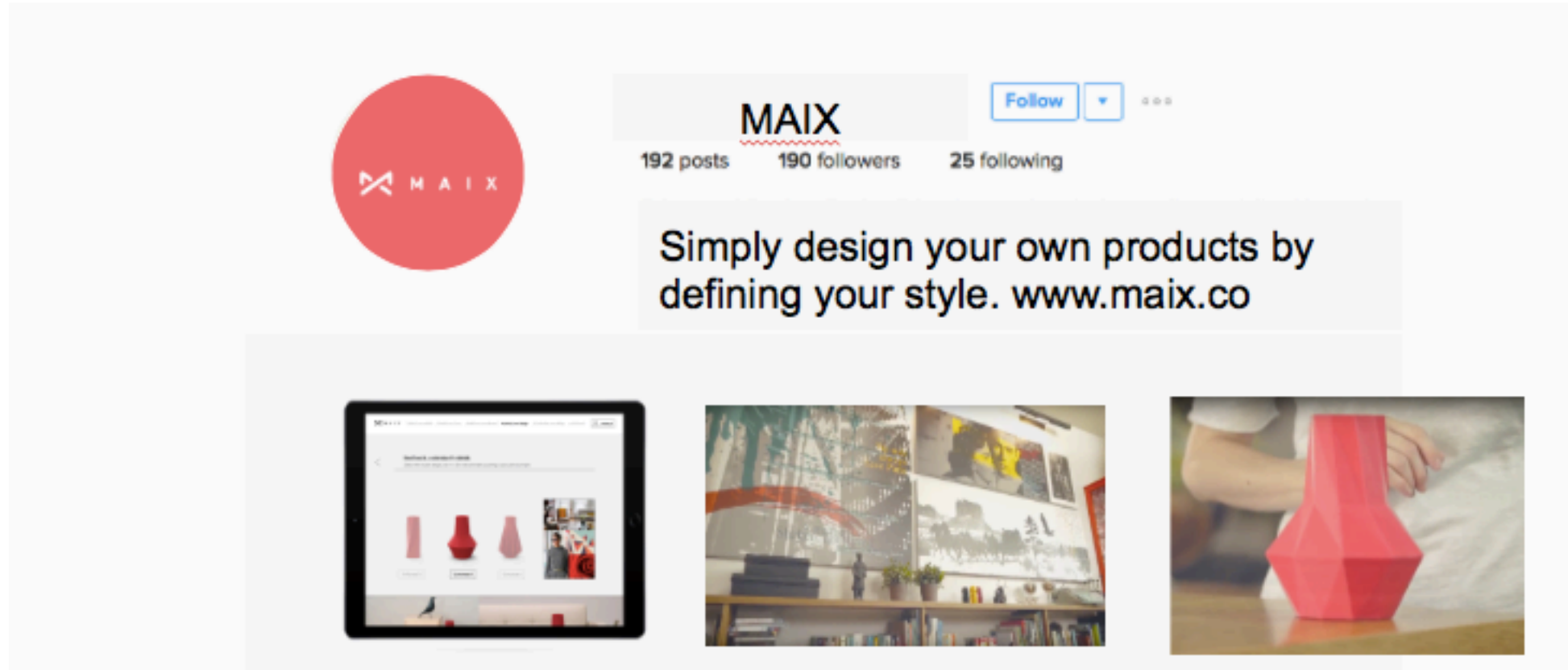
 MAIX

Creating social media accounts such as an **Instagram, Facebook, and Twitter** can be **extremely beneficial** in creating buzz for Maix.

1. **Gain valuable customer insights** – every day there are over 500 million Tweets, 4.5 billion Likes on Facebook, and 95 million photos and videos uploaded to Instagram. Behind these staggering numbers is a wealth of information about your customers.
2. **Increase brand awareness and loyalty** – a study by The Social Habit shows that 53 percent of Americans who follow brands on social are more loyal to those brands.
3. **Provide rich customer experiences** – over 67 percent of consumers now go to social media for customer service.



STRATEGIC SOCIAL MEDIA INDIVIDUAL



Proprietary and Confidential



STRATEGIC SOCIAL MEDIA PROMOTION

- Larger companies with social media accounts, bloggers, and other promotional partnerships can direct followers to Maix social media accounts and websites.
- Once people find Maix on various social media platforms, they will follow to stay updated on the company and its exciting developments.
- People will also be able to easily access the Maix website through its social media.





TAMID GROUP