



BOOKS & BANGERS

QUICK LOOK

Books & Bangers leverages art and dropshipping tech to deliver high quality products designed by independent artists to promote a 'casual intellect' lifestyle

Industry: Apparel
Business: E-commerce/Dropshipping
Brand: Lifestyle



In 2019, the U.S. online retail sales of physical goods amounted to 365.2 billion US dollars. The 2020 pandemic boosted online spending by \$183 billion over the past year, and it has permanently accelerated e-commerce, with Americans on track to spend \$1 trillion online - a record amount - in 2022, according to a new report by Adobe



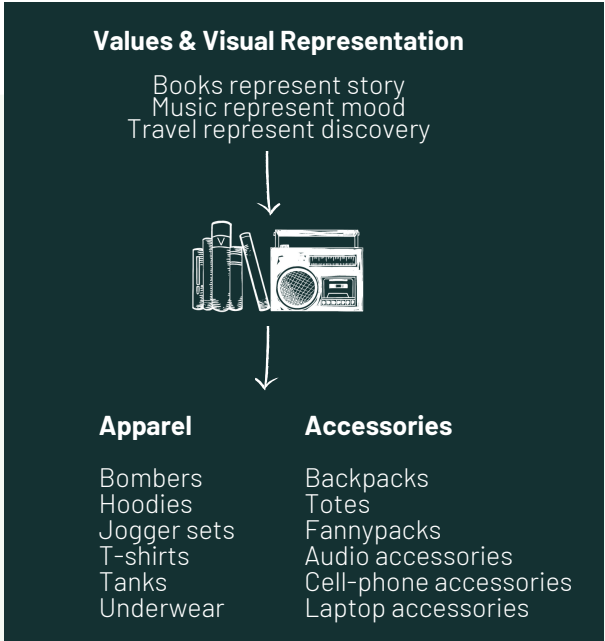
Insider Intelligence predicts mobile phone shopping or m-commerce to hit \$488.0 billion, or 44% of e-commerce, in 2024



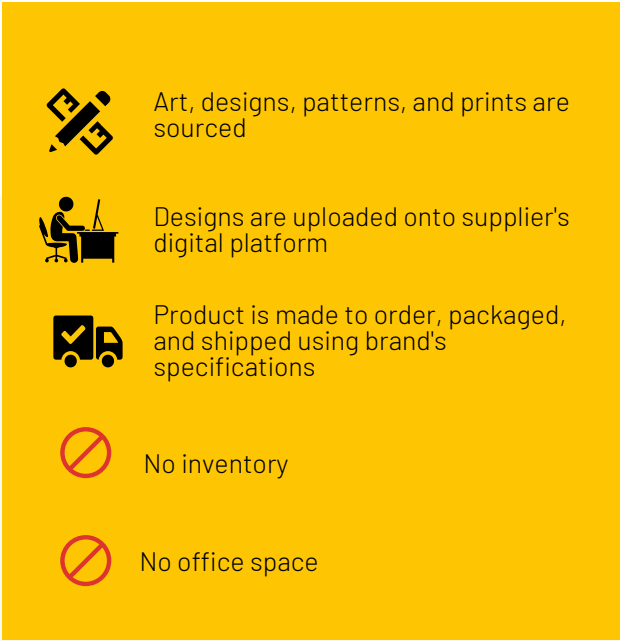
Dropshipping is an e-commerce fulfillment method that runs 24 hours a day 7 days providing high quality products at competitive prices with no inventory

18 - MONTH ROADMAP

THE BRAND

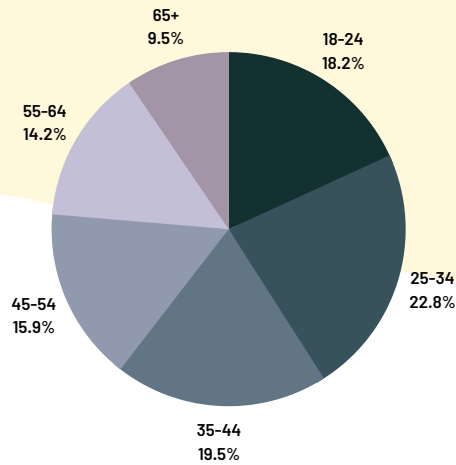


THE BUSINESS



TARGET

- Millennials & Gen Z (18-45) shoppers
- Creative hobbyists



Source:

Facebook Business Manager Campaign of 5,596 Facebook/IG users between July 1-July 31, 2021 with 5 ad sets

Pre-selected demographics and hobbies:

Songwriter, Creative writing, Author, Musician, Creative entrepreneurship, Shopping and fashion, Secondary education, Hip hop music, Indiegogo, African-American culture, Crowdfunding, Fashion accessories or Street fashion, Parents with teenagers (13-17 years)

\$2.25 per lead/subscriber
\$1.50 per click

SALES CHANNELS

- Direct online retail
- Online reseller (Amazon, Facebook Shopping)

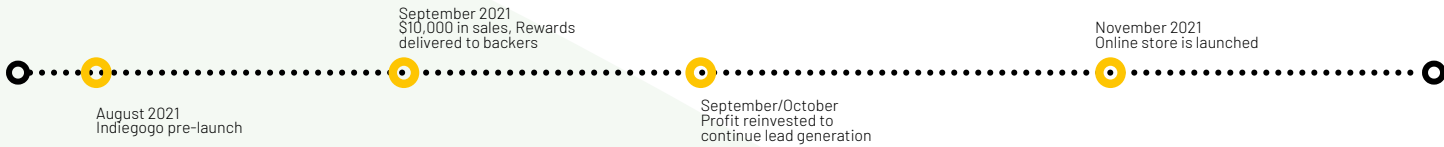
MARKETING

- Digital advertising, and retargeting
- Paid search
- Blog/content marketing
- Influencer marketing
- Digital popups
- Giveaways/Contests
- Promo codes

SWOT ANALYSIS



Timeline



Before Books & Bangers

- Products without a story
- Mass market, unaware of values of producer



After Books & Bangers

- Quality everyday products produced when you want them
- Empowerment & sense of community
- Pathway for more conversations



Ross Victory
Founder & Owner

Ross Victory is a singer/songwriter and author from Los Angeles. Victory is best known for his memoir, "Views from the Cockpit." Victory developed Books & Bangers during the COVID-19 pandemic. Victory has a B.S. in Marketing & Brand Management and works full time at UCLA.

Contact:

booksandbangers@gmail.com