
Brand Tactics

TASTEMAKERS

Who are our most serious or noteworthy or exceptional members? We must profile them. They are Panjo influencers.

The Panjo brand incentivizes expertise-building and community trust. Panjo is a community of hardcore collectors, racers, sportsmen, and connoisseurs. They are trusted thought leaders in their speciality. They have a strong social following. Those following our Panjo influencers are much more likely to buy product recommended by an influencer, sold by an influencer, or associated with an influencer. These folks are extensions of the Panjo brand.

EXAMPLE

INFLUENCER Rick Hesel

STORY LED's And Perfecting the Tesla. [full story >](#)

GEAR COLLECTION Gear from the Tesla Technorati Collection. [check it >](#)

HOT INSIDER Red Lighted T first look, and world's most advanced parking cam. [get in >](#)

EVENTS

What are some of the most respected events that we can participate in? How can we build brand legitimacy with event participation?

Show support for our members. Be at events, where possible, where Panjo can show support for its experts and be recognized for showing support. Varying levels of action here: Panjo core team, conducts interviews with members, presents appreciation awards, has a booth or activity at an event, hosts contests around certain events with sought-after prizes. The core team promotes a culture of sharing among members of the larger Panjo community. Goal is to have members voluntarily share links, swag, stories, media about Panjo involvement.

EXAMPLE

EVENT California Festival of Speed

STORY Panjo Porsche Lovers on Speed [full story >](#)

HOT INSIDER SWAP meet insider discounts [get in >](#)

HALO/ENVY

We could display halo products on the app and site.

Halo products are enviable items. For example, pieces members want but can't afford, first run experimental items, rare items, and items from esteemed shops/owners. Halo products have a similar effect as showcasing influencers - drawing repeated views and visits to our content, boosting our legitimacy as an authority on specialist communities. Authenticity and relevance to Panjo members is key.

EXAMPLE

HALO ITEM Ironman Arc Reactor

HALO ITEM 1965 Mint 911 Porsche

HOT INSIDER Exclusive access to purchase, first looks [get in >](#)

ADDICTION

Develop ways to make content addictive.

The above tactics - tastemakers, events, and envy items all aim to make content addictive. Keeping a constant inflow of fresh content is important as well. Enabling viewers to access this fresh content easily and from any device is important. Photography and media should be high quality.

GUIDES

Deliver tools for extended engagement.

Panjo not only provides hot content that commands repeat views, the customer support is stellar. Out with the black-hole help section. Support is woven into the UI, the great content, and voluntary input from communities. We offer easily digestible guides for uploading content, taking ace photos, listing like a pro. We also showcase user tip videos and content that is hot in our expert communities. Advanced: commissioning garage tour videos and Panjo-original guide videos.

EXAMPLE

GUIDE The Evaluator - community or tastemaker guides to frequently sold items value. "Will my item sell?" "How much should I charge for my item?" "What are some comparable items on Panjo?"

TIPS "Blacking out your Tesla" - trick out your ride Youtube video **watch it >**

SHARING

Encourage members to share! Feedback, like, passive views, photos, event stories, star ratings, reviews.

- Panjo Graphics
- Quotes
- Cool people
- Cool news

Actions & Ideas

Below are ways that we can utilize our site, plugin, and app as spaces for content marketing.

Panjo.com

The site = flexible real estate for content. This is also the spot to archive content so all roads lead back to Rome.

- **profiler stories**
- **tastemaker collections and recommendations**
- event coverage or panjo involvement
- **product evaluator** - community or tastemaker guides to frequently sold items value. “Will my item sell?” “How much should i charge for my item?” “What are some comparable items on Panjo?”
- <http://www.teslarati.com/tesla-model-s-do-it-yourself-diy/#ModelSRemoveNoseCone>
 - trick out your product - ‘Blacking out your Tesla’, etc.

Email/Social Messaging

- **daily/weekly digest** of followed categories/tastemaker collections/profiler
- panjo event involvement
- profiler story or collection launch
- abandoned cart reminder

iOS App

- ‘sold’ items listed with corner tag
- profiler members get to recommend collections of items or specific items in an enthusiast group - taste-makers. items show up as a collection icon or as halo items in feed
- can subscribe to collections or categories in your feed

Email/Social Messaging

- abandoned cart reminder
- app touchbase campaign - you're a Panjo app user, now what...
- seller tips and tools - sell more, etiquette and buyer tlc
- Curated collections - serial opt-in updates with best gear guide - target audience by category

Social Outlets

Panjo Blog

We currently have a mix of news on our Blogger blog. We can keep it as a bus/dev news section and make a separate content blog. Or, we can repurpose.

Twitter

share member updates, event updates, promotions, contests, image-heavy content

Facebook

Google +

Instagram

There are a number of active Instagram galleries within the Panjo community. They should be accessible.
Advanced: Panjo gets an Instagram gallery going once there is enough team activity to warrant pics.

YouTube