

MARK 380 - Prof. Azimi

Digital Marketing Plan: BoreAsole

# BOREASOLE

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# PRODUCT

## Description

- **Product**

Our product idea focuses on comfort, relaxation, and footwear. The idea is cooling slippers, which are a household footwear product that will keep your feet at a comfortable temperature throughout hot summers and long days of cooking or cleaning. The product will use a custom cooling sole made out of absorbent polymers that will be sure to keep your feet cool, comfortable, and not sweating all throughout the day. The custom cooling sole is both removable and washable, allowing you to recool it by exposing it to a colder temperature, or wash it if you ever feel like it is starting to smell or get dirty.

- **Value proposition**

Our product idea is more comfortable, durable, and fashionable than any other cooling footwear item on the market. It will prevent foot sweat, odor, athlete's foot, and overall discomfort that results from hot, sweaty feet. It has a sleek, stylish look that will make you feel confident wearing them around others. They are soft and breathable, enabling you to wear them all throughout the day without discomfort and protecting your feet from the dirt and grime of the floor. The washable sole that is able to be cooled to your ideal temperature ensures a clean, customizable footwear experience. This product will come in various sizes and colors, making it perfect for both appearance and utility.

- **Target Market**

The product itself is generated for those of all ages given that the slippers come in all sizes, but the target market that would benefit the most from this product are young adults whether they are in college or have graduated. Students are constantly sitting at their desks studying and also spending a majority of their time in their apartments where the temperature fluctuates going from cold to hot. The floors in dorm rooms and apartments in general are not the cleanest so the slippers will act as a shield from floor germs. Another target market for this product are athletes at the collegiate level and professional level. After an intense practice or game where an athlete is on their feet and the majority of the time these cold slippers act as a cooling therapy and act as a replacement from having to wrap ice packs around their feet. Given the feedback from our peers after presenting our product idea, a secondary target market are those who are constantly on their feet like factory workers, construction workers, and nurses- being comfortable while at work is a must, especially for essential workers. BoreAsole's cooling technology, combined with a plush interior allows for that to happen.

## Main Competitors

### *Rapid Relief - Hot and Cold therapy slippers.*

Rapid Relief are hot and cold therapy slippers. They were designed for individuals with swollen feet to provide them comfort while simultaneously benefiting them. A strength that these slippers have is that they can fulfill both the consumer's hot and cold needs. Additionally, these are reusable and easily microwavable. However, the physical slipper is flimsy, unattractive, and looks like an ice pack for one's feet. Because of this, individuals wouldn't wear them for long periods or be able to use them outside

### *NewGo - Ice pack slippers*

NewGo's Ice Pack Slippers are cold therapy gel slippers. They are also designed for consumers who have a foot injury or have a condition that relies on cold pressure to alleviate that pain. A strength about these slippers is that they are easy to freeze and are tightly wrapped around the individual's foot. A weakness is that it is solely for therapy purposes. This means that you can't wear them while walking or standing.

### *Moccasins*

Moccasins have become many individuals' go-to slippers. They are stylish, comfortable, and can be worn around the house or out in public. A strength is that they have an appealing and cozy design along with loyal customers and a consistent popularity. A weakness is that these slippers can be too stuffy and warm up your feet pretty quickly- this can become uncomfortable and many may opt to take them off shortly after.

## Brand Identity

- **Brand Name**

The product will be called *Boreasole*. Its name is a portmanteau word, where the first part references Boreas, who is the Greek God of cold/winter, combined with "sole" referencing the sole of the foot. We wanted to use a conceptual brand name as they capture the essence of a brand in a lighthearted and creative way- which is especially relevant to us as we want our brand personality to be friendly, fun, and approachable. We also wanted to create a "new word" ; something that was totally unique to our product so that future consumers would not associate it with anything else and that it would have its own strong identity

- **Distribution Channels**

After BoreASole is funded the primary distribution outlet will be through Amazon given its strong customer following. In order to be able to sell our product through Amazon we have to be under the “Seller” category and a 3P business, meaning our product will be stored in selected Amazon warehouses which is an FBA and when someone purchases BoreASole the warehouse workers will make sure the product is packaged and shipped to the end user. We feel this is the best way for distribution to start off because the focus is the consumer and by putting our funds into warehouse space and being able to ship all over the continent is much more beneficial than opening up a store front. Amazon also does a great job with customer reviews, our competitors already sell their products on Amazon which gives the consumer an opportunity to see side by side what both products are like and the reviews for both of the products. If the customer is a Prime member then they are potentially guaranteed same day shipping, something we would not be able to do if we did not go through Amazon.

- **Idea is not already being done and that the brand name is not already being used.**

**BRAND NAME:** ✓

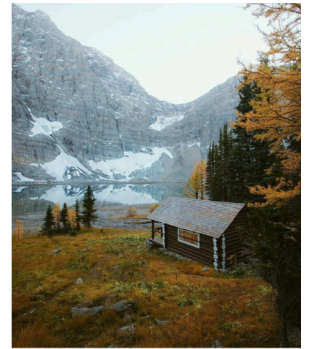
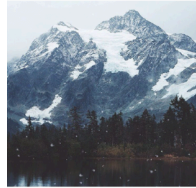
**PRODUCT IDEA:** Some similar “slipper-like” products exist- however none include all the features Boreasole does.

- **Trademark**

**BRAND/PRODUCT NAME:** ✓

# BOREASOLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit,



- Brand identity and image**

This is a moodboard of our product ; the font of the product title is unique to differentiate it from the rest of the market and other products, and features playful structure to help communicate our inviting brand identity. The body font is one we'll use in places such as on our website. We chose Futura as its timeless and easy and accessible to read for anyone. The colour palette features both warm and cool colours to reference the cozy yet cooling duality of the product, and we chose natural colours as opposed to bright neons as our product is sourced from natural and organic materials, like sherpa. The colour palette is actually sampled directly from some of our inspo pics, reflecting the organic aspect of the product. We included some pictures that inspired us to come up with the look and feel of the product/brand- and the image that we'd like it to convey. The logo (bottom right) features a footprint next to two blue, organic shapes meant to mimic wind patterns or coldness, suggesting that the product will cool one's feet. Footprints usually convey a playful mood, as well as feelings of nature- which perfectly aligns with our brand identity and image. Much like the product itself, we want our brand personality to be cozy and inviting, but also "cool" (trendy). Featuring enthusiastic lingo and puns on our website and advertisements can help consumers feel more welcome.

## Kickstarter Information Page

- **Project Title** (limit 60 characters)  
Getting cold feet isn't always a bad thing- look cool, feel cool!
- **Short blurb**  
Combining coziness and cooling technology, with BoreASole, foot fatigue is a thing of the past. Freeze the day with our chic, versatile, and durable slippers.
- **Project Description**

### *Story:*

Ice to meet you! We, the creators of BoreASole, are five college aged students looking for a problem that needs a solution. After spending over a year stuck at home, due to being quarantined from the Covid-19 pandemic, we realized how important it is to be comfortable around your home. Living in public dorms and messy apartments made us want to wear something on our feet to protect it from dirt and grime. However, wearing these hot, wool, slippers all day caused discomfort and sweat, which eventually led to odor. We tried washing these slippers, but nothing truly removed the persistent smell. Once the pandemic died down, walking to and from campus and being on our feet while at work all day in regular shoes didn't help to combat the issue, and in fact brought along soreness and fatigue. Because of this, we looked for a solution that would enable us to wear cozy, comfortable slippers anywhere and all day long without having our feet sweat in the process. This led to the creation of BoreASole, the one of its kind unique, cooling slippers, with a removable and washable sole, that allows us to wear these slippers all day long without fear of sweat or irritation.

### *What we are raising funds for:*

We are currently raising funds to help advance our manufacturing processes. As we are a small team, it is difficult to make and ship the product in a timely manner, so we are looking to invest in more machines to help speed up this process. Our absorbent polymer soles are specially designed to retain coolness and maintain a constant temperature, making the manufacturing of these soles complicated, but well worth the difficulty. Additionally, through your support and backings, we plan to relocate into a larger manufacturing space that will allow us to be much more efficient and get you your BareASole in less than 3 days. While \$35,000 will not be able to buy us a new warehouse, it will certainly contribute towards the first few months of rent towards a moderate sized facility. If we are able to raise over \$35,000, the additional money will be

used towards building up inventory. As we continue to gain support, we will need more felt and leather to use towards the creation of the slippers. To achieve our goal of raising \$35,000 we have created 6 tiers of rewards that will offer various BareASole products. We believe the most popular of the tiers will be the \$50 tier, as it is the first tier where you receive a pair of the BareASole slippers, as well as an additional cooling sole. Finally, if we reach our goal of \$35,000, we will release two new colorways for BareASole slippers, which we guarantee are very stylish and sleek.

### *What's in it for you:*

Through backing BoreASole, we have tons of great rewards to offer that I am sure will be of interest to you. For our lower rewards, we have unique BoreASole brand items such as handcrafted stickers and tshirts. However, for backing us for \$50, you will receive your very own pair of BoreASole slippers. Not only this, but you will also receive an additional sole, allowing you to swap back and forth to the desired sole temperature of your choice. This is especially desirable, as additional soles may be a limited time product. Our final reward tier, which requires a backing of over \$100, not only gets you a custom tshirt and two extra soles, but also TWO pairs of BoreASole slippers in your color of choice. We hope you decide to back our product, and we hope you enjoy your rewards!

### *Description of images or videos that you would use:*

We would create several mockups of the slippers themselves and the various designs that they're available in, as well as images of models wearing the product so the consumer could have a feel of how they'd look on their own feet. We would also feature close-up shots of the material of the shoe to proudly display the quality of the product, and a deconstructed map of the shoe along with the sole to show the consumers how the cooling technology works. We want to include imagery of mountainous and snowy (but cozy looking!) regions to enhance the "organic and high quality" identity of the product - to have consumers look at these beautiful images and then associate that with our product (and vice versa).

- **Goals & Rewards**

*Goal:* \$35,000 raised by the end of December 2022

- **Rewards**

*Pledge \$10 or more*

- Autographed “thank you” card by the creator
- *Estimated Delivery April 2022, ships to anywhere in the world*

*Pledge \$20 or more*

- Get 3 of your own handcrafted BoreASole stickers along with a BoreASole water bottle that are both dishwasher safe and a perfect accessory
- *Estimated Delivery June 2022, ships to anywhere in the world*

*Pledge \$35 or more*

- Get ready to show some swag with your own limited edition BoreASole Tshirt created by one of our lab designers.
- *Estimated Delivery July 2022, ships to anywhere in the world*

*Pledge \$50 or more*

- **Early Bird Special includes**
  - 1x BoreASole slippers
  - 1x Extra pair of soles
- *Estimated Delivery Dec 2022, ships to anywhere in the world*

*Pledge \$75 or more*

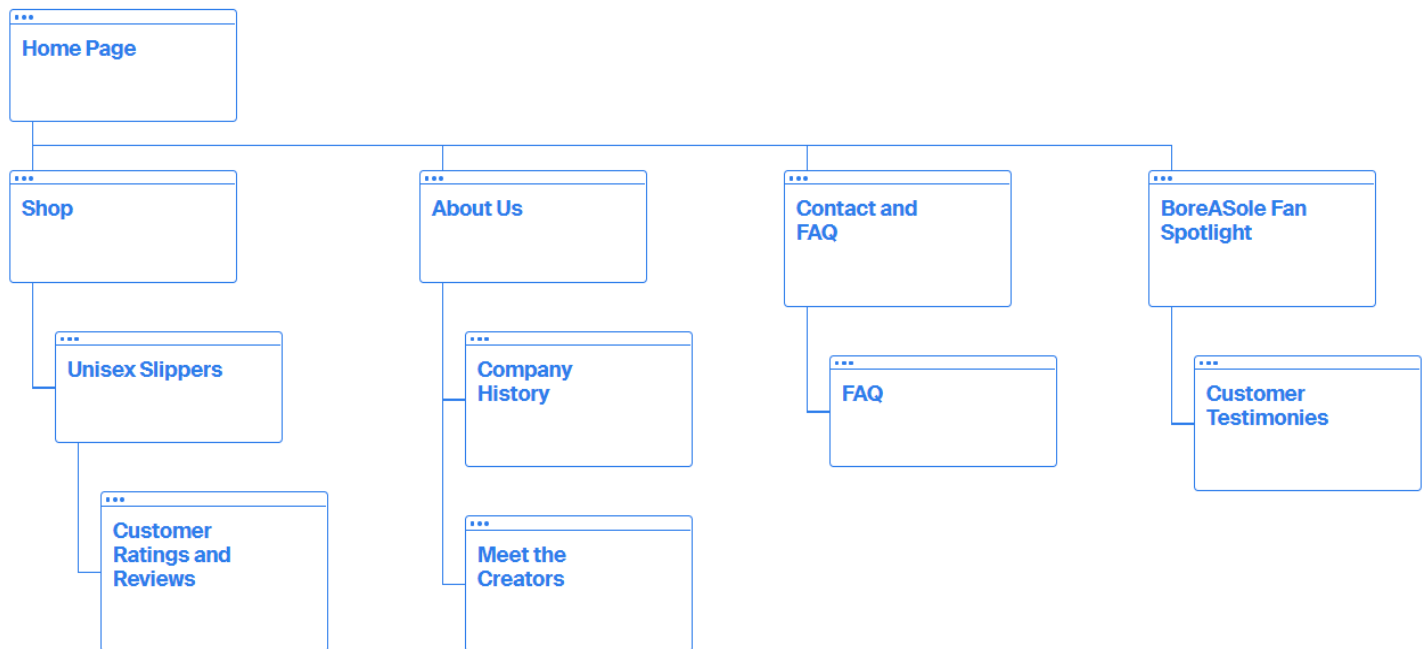
- **Early Bird Special includes**
  - 1x BoreASole slippers
  - 2x Extra pair of soles
- *Estimated Delivery Dec 2022, ships to anywhere in the world*

*Pledge \$100 or more*


- **Early Bird Special includes**
  - 2x customized BoreASole slippers
  - 2x Extra pair of soles
  - Limited edition t-shirt
- *Estimated Delivery Jan 2023, ships to anywhere in the world*

# WEBSITE DESIGN


- **Domain Name:** Boreasole.net - \$13 a year on domain.com
- **Site Map**



## Home Page


**BOREASOLE**


[HOME](#)
[SHOP](#)
[ABOUT](#)
[FAN SPOTLIGHT](#)
[CONTACT & FAQ](#)




# BOREASOLE


## THE COOLEST SLIPPERS AROUND

[SHOP NOW](#)




—  
**COZY  
MEETS  
COOL**  
—






# ICE TO MEET YOU

Our product focuses on comfort, relaxation, and footwear. **BOREASOLE** cooling slippers keep your feet at a comfortable temperature throughout hot summers and long days of cooking or cleaning with the use of a custom cooling sole made out of absorbent polymers that will be sure to keep your feet cool, comfortable, and not sweating all throughout the day. The custom cooling sole is both removable and washable, allowing you to recool it by exposing it to a colder temperature, or wash it if you ever feel like it is starting to smell or get dirty. [LEARN MORE >](#)





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boreasole.support@gmail.com

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## Shop Page


**BOREASOLE**

[HOME](#)
[SHOP](#)
[ABOUT](#)
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[CONTACT & FAQ](#)


**FLASH SALE: 20% OFF ALL ITEMS**

# SLIPPER SHOP

**SORT BY**


---

**NEW ARRIVAL** +
 

---

**COLOUR** +
 






---


**STYLE** +
 

---

**SIZE** +
 

---

		
SHERPA TRIBE ☆★★★★★ \$34.99 <a href="#">ADD TO CART</a>	ICEBERG BLUE ☆★★★★★ \$34.99 <a href="#">ADD TO CART</a>	COZY FLANNEL ★★★★★★ \$34.99 <a href="#">ADD TO CART</a>
		
BROWN BEAR ★★★★★★ \$34.99 <a href="#">ADD TO CART</a>	STORMY GREY ☆★★★★★ \$34.99 <a href="#">ADD TO CART</a>	BOREALIS ★★★★★★ \$34.99 <a href="#">ADD TO CART</a>



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## Shop Page - Product Selection


**BOREASOLE**

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[FAN SPOTLIGHT](#)
[CONTACT & FAQ](#)


**FLASH SALE: 20% OFF ALL ITEMS**



# SLIPPER SHOP



## SHERPA TRIBE

**\$34.99** [ADD TO CART](#)

Inspired by everything chic and cozy, this design features sherpa material on the outside of the slipper paired with an eye-catching tribal design to match.

☆ ★ ★ ★ ★ [3 reviews](#)

[BACK TO SHOP](#)

**4.0** out of 5 stars 



☆☆☆☆☆

October 1, 2021  
Patti D.

**CUTE, ADD MORE DESIGNS!**

I love these slippers but I wish this design came in a pink version!



☆☆☆☆☆

September 15, 2021  
Caroline W.

**LOVE THEM !!!**

I got these a month ago and don't regret the buy one bit. They are super comfy and can be worn anywhere with out any issues. Style is super cute - can't wait to add more to my collection!



☆☆☆☆☆

September 7, 2021  
Alex Z.

**HIGH QUALITY**

Pretty great product! You can tell its real sherpa




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[f](#)

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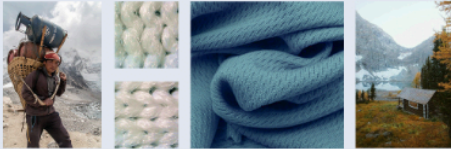
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## About Page




### COMPANY HISTORY

BoreASole was founded by 5 college students at Loyola University Chicago. The founders are Justin, Gina, Jazzmin, Luis, and Anna. As students living away from home for the first time, we were looking for a comfortable, stylish, and easy alternative to walking around barefoot. Traditional slippers are very warm, but the constant overheating is not ideal for an air-conditioned apartment or dorm. We were looking for a solution not only for our problem, but also for other individuals who spend a lot of time on their feet. After a long day, why not slide your feet into the perfect cooling slipper?




### MEET THE CREATORS



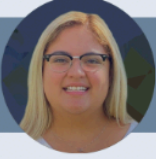
**JUSTIN MELINE**

Junior at Loyola University Chicago enrolled in the Quintan School of Business. Justin is double majoring in Entrepreneurship and Marketing with a minor in Film and Digital Media. Because of this, Justin oversees the production of our slippers to ensure that each product surpasses our expectations.



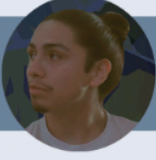
**GINA SHANLEY**

Senior at Loyola University Chicago majoring in Marketing. Gina is a dedicated team player who is unafraid to let her creativity take over within projects. Within BoreASole, Gina responds to comments and monitors our reviews to constantly help us improve our product.




**JAZZMIN MARTINEZ**

Junior at Loyola University majoring in Advertising/Public Relations with a minor in Marketing. Jazzmin focuses on sharing a brand story on social media to ensure that customers are making the most of their BoreASole slippers.




**LUIS PACHECO**

Senior at Loyola University Chicago majoring in Marketing. Luis was our founder in charge of managing our original kickstarter page. Without his help, you wouldn't be able to purchase our slippers or our site. Today, Luis manages all of our sales.



**ANNA KRZYZEWSKA**

Senior at Loyola University majoring in Marketing and VISCOM. Anna is our team graphic design expert. All of the amazing designs you see on our slippers and website are brought to you by our truly.



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## Fan Spotlight & Testimonies


**BOREASOLE**

[HOME](#)
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# WHAT PEOPLE ARE SAYING

## FAN OF THE WEEK: *KEITH PATRICK*

This week's "BoreASole Fan of the Week" goes to Keith! Keith is a 22 year old from New York City, New York. He loves to stay active and his hobbies include running, traveling, and playing football for his college team.

Keith lives in a modest apartment in the city and loves to relax after a hard day of work. His favorite pastime is sitting back in his recliner, making some popcorn, and putting on his BoreASole slippers to make sure he stays nice and cool after a hot summer day.



## FAN TESTIMONIES

**PAULA SUE, CA**

“

I am extremely happy to have been introduced to Boreasole, especially being a college athlete. Icing after practice has become 100x easier and my performance has improved given my feet aren't in pain anymore. I am now convincing the rest of my team to get on the BoreASole bandwagon so fingers crossed it works!

”

**CAROLINE BOOM, NH**

“

When women say during your pregnancy your feet are going to swell up they weren't kidding...I wore slippers the last 2 months of my pregnancy because none of my shoes would fit. BoreASole helped me stay on my feet and get through the last two months of my pregnancy with minimal foot pain. I had a decrease in swelling towards the end of my pregnancy and I am convinced it's because of these magical slippers!!

”

**PHILL JOSEPHS, SD**

“

These slippers saved me from my hyperhidrosis!! For once I am actually comfortable and not sweating

”


**CHAD DILLON, IA**

“

I bought my boyfriend a pair of Boreasole slippers for Christmas and now he's a walking advertisement, he hasn't taken them off in the past two weeks. Best purchase ever!

”

## Contact & FAQ


**BOREASOLE**

[HOME](#)
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# HAVE A QUESTION? WE'VE GOT ANSWERS


Name
  Email

Subject

Type your message here...

SUBMIT

 1.800.ICE.COLD
  [boreasole.support@gmail.com](mailto:boreasole.support@gmail.com)



# FAQ

### 01 HOW DO I PLACE AN ORDER?

The BoreASole Kickstarter page is still up but the goal has already been reached. To order a BoreASole product, navigate under the store, select your size and perfect style, and continue with the next page.

### 02 CAN I TRACK MY ORDER?

BoreASole products are transported to customers using FedEx. To retrieve an update on your order use the tracking number that was given in your order confirmation email and enter it through FedEx track your order function.

### 03 WARRANTY INFORMATION?

BoreASole offers a 1-year warranty for all products sold through the BoreASole website.  
Warranty Coverage includes:

- Rips on the slipper upper
- Rips on the ice insole
- Upper detaching from the sole
- Dye bleeding

The warranty does not cover any normal wear. To open a warranty claim, proceed through the instructions through the link below.

[www.boreasole.net/html/warranty/claim](http://www.boreasole.net/html/warranty/claim)

### 04 RETURNS AND EXCHANGES?

Any product sold is eligible for a return or exchange if it meets the following criteria:

- Has been purchased within the last 60 days
- Product has all tags attached as well as no sign of wear
- Product is sent back as a pair

Under the products page is a hyperlink for the return process. Customer must repackage the product and send it to our warehouse through a shipping label that will be generated when the return process begins.

### 05 HOW DO I CLEAN THE ICE INSOLE?

BoreASole's Ice Insoles are easy for upkeep and cleaning. Simply rinse with only lukewarm water and soap of your choice. The insoles are unfortunately not dishwasher safe, only hand wash.

### 06 HOW OFTEN DO I NEED TO WASH MY INSOLE?


BoreASole recommends rinsing the Ice Insole once a week. This will keep the insole clean and fresh, as well as maintaining the coolness of the ice pack feature.

### 07 DOES THE 1-YEAR WARRANTY COVER LOSS OF THE ICE INSOLE?

Unfortunately, the warranty does not cover replacement of a lost insole. Although the BoreASole slippers are still wearable without the Ice Insole. The cooling feature will just not be able to be used anymore.

### 08 HOW ARE BOREASOLE SLIPPERS SUSTAINABLE?

BoreASole Slippers are made out of completely recyclable materials. The uppers and soles of the slippers can be recycled if needed to. You can also send back the slippers to BoreASole so they can use again to make new ones. The only part of the slipper that is not recyclable is the ice insole.



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# SEARCH ENGINE OPTIMIZATION

## Home Page

### *Step 1 - Keywords*

- Cooling slippers
- Outdoor slippers
- Cozy footwear
- Hyperhidrosis fix
- Slippers for comfort
- Slippers for sweaty feet

### *Step 2 - title and a description*

**Title:** The Coolest Slippers Around

**Description:** Check out our cooling slippers made for comfort to help fix sweaty feet and keep you cozy all day long!

### *Step 3 - List of changes*

- Make the “Shop Now” call to action button larger
- Increase the size of the social media links
- Add a brief product description
- Add more clickable content to the page
- Use more keywords on the page

## Shop Page

### *Step 1 - Keywords*

- Slipper sale
- Best rated slippers
- Slipper reviews
- How much do slippers cost?
- Cool slipper designs
- Sherpa slippers
- Blue slippers
- Grey slippers
- Flannel slippers
- Brown slippers

### *Step 2 - Title and a description*

**Title:** Slipper Shop - Show off your soles in style!

**Description:** Browse the coolest slipper designs that combine fashion with function

### *Step 3 - List of changes*

- Include an “add to cart” icon in the corner of the header so that consumers are reminded of what they are considering buying.
- Include more products so that customers have a broader choice in product, which can encourage purchases.

## About Page

### *Step 1 - Keywords*

- Student made products
- Chicago based companies
- Loyola entrepreneurs
- Long tail: Who created cooling slippers?

### *Step 2 - Title and a description*

**Title:** The History of Cooling Slippers

**Description:** Learn more about the history of student-made cooling slippers!

### *Step 3 - List of changes*

- Consider changing some pictures to Chicago
- Lookover descriptions

## Contact & FAQ Page

### *Step 1 - Keywords*

- Ice pack insole
- Sustainable Slippers
- Washable insoles
- Long Tail: Slippers with a one year warranty
- Slipper questions
- Slipper FAQ
- Contact slipper company

### *Step 2 - Title and a description*

**Title:** Frequently asked questions for sustainable slippers

**Description:** Questions and contact information for outdoor slippers with washable ice pack insoles

### *Step 3 - List of changes*

- Sizing down the “message” box if someone was trying to contact us, because we then can bring the “FAQ” header up and make it easier for the customer know they are on the right page
- Add an actual number and email for them to contact us about the Boreasole in general rather than a form the customer needs to fill out

## Link Building

### *Buzzfeed*

Buzzfeed is a news and entertainment company that produces different forms of digital media. They are known for promoting viral internet content that can reach audiences from around the world, though many millennials and gen z visit the site- this is beneficial, as we are trying to reach college students. BuzzFeed has a page on their website that focuses on shopping, where writers make lists of products that consumers might want. This site would be great for BoreASole for off page SEO because a feature of a BoreASole product on this page could lead to an influx of traffic on the site. This could also potentially lead to more sales if the product is featured on the shopping page.

<https://www.buzzfeed.com/shopping>

Authority Score: 91

### *Highsnobiety*

Highsnobiety is a multimedia company that produces blogs and news articles on ideas from the fashion industry. They primarily focus on trends and products that are topical to what is going on in the world at the moment. This site would be great for BoreASole for off page SEO because a feature article on this site could lead to better brand awareness for our company. The only issue is that our products might not align with what Highsnobiety focuses on, although the fact that BoreASoles products are sustainable could be a feature they would want to endorse.

<https://www.highsnobiety.com/page/1/>

Authority Score: 83

### *Health.com*

Health is a blog site that caters to women who want to live a healthy lifestyle and want advice on health related products. Since the BoreASole slippers main feature is related to health and recovery, this could be a good, related site. This site has a similar audience to what our target

market is. They also write product reviews on items that their readers want to see featured. Having an article or review written about our product could help reach our target market and lead to more traffic on our website.

<https://www.health.com/style>

Authority Score: 87

### *Healthline*

Healthline is a website that provides peer reviewed health information. They help their audiences by providing information on health conditions as well as products that can help with those health conditions. Healthline is one of the highest viewed websites on the internet and one of the top websites for medical advice. Since BoreASole slippers' cooling feature aims to help hyperhidrosis and sore feet (as well as targeting busy nurses) a feature from Healthline would be a great way to reach out to our target market. The fitness page of the website seems to be a good fit for our product since it focuses on recovery after a workout.

<https://www.healthline.com/fitness>

Authority Score: 92

### *TreeHugger.com*

Treehugger is a website/blog that focuses on sustainability and informs viewers of how to live a sustainable lifestyle. They feature a variety of different fields from architecture to sustainable fashion. Since our slippers are made from recyclable and sustainable materials, it would make sense for TreeHugger to feature in some way on their blog. This would increase our brand awareness in this specific field as well as reaching the target market of sustainable living. It would make sense for our product to be featured under their subpage of "Culture" under "More."

<https://www.treehugger.com/culture-4846019>

Authority Score: 87

# PAID SEARCH

## Target Keywords

- *Product:*

1. Cooling slippers
2. Outdoor slippers
3. Best rated slippers
4. Cool slipper designs
5. Sustainable slipper
6. Sherpa slipper

- *Competitor:*

1. Uggs slippers
2. Crocs slippers
3. Birkenstocks slippers
4. L.L. Bean slippers

## Amazon Product Page

- *Primary Product Image:*

(See page 23)

- *Main Product Title:*

BoreAsole cooling slippers -- Comfortable, Sustainable Outdoor slippers for recovery and relaxation

- *List Product Variation*

- Sherpa Tribe
- Iceberg Blue
- Cozy Flannel
- Brown Bear
- Stormy Grey
- Borealis

- *Product description*

Cooling slippers -- household footwear product that will keep your feet at a comfortable temperature throughout hot summers and long days of cooking or cleaning. The product will use a custom cooling sole made out of absorbent polymers that will be sure to keep your feet cool, comfortable, and not sweating all throughout the day. The custom cooling sole is both removable and washable, allowing you to recool it by exposing it to a colder temperature, or wash it if you ever feel like it is starting to smell or get dirty.

- *Vendor or Seller?*

Vendor

- *A+ content*

BoreAsole was founded by 5 college students at Loyola University Chicago. As students living away from home for the first time, we were looking for a comfortable, stylish, and easy alternative to walking around barefoot. Traditional slippers are very warm, but the constant overheating is not ideal for an un-airconditioned apartment or dorm. We were looking for a solution not only for our problem, but also for other individuals who spend a lot of time on their feet. After a long day, why not slide your feet into the perfect cooling slipper?

## Campaign Goal and KPIs

**Goal: Increase brand recognition and product awareness through Amazon's website.**

- *KPI(s)*

- Decrease bounce rate by 15%
- Increase client retention rate by 10%
- Increase organic search volume by 25%
- Increase of unique visitors to our product page by 10%
- Increase conversion rate by 1%
- Increase of positive reviews



Roll over image to zoom in

## BoreAsole cooling slippers Comfortable, Sustainable Outdoor slippers for recovery and relaxation

Visit the Boreasole Store

★★★★★ 2,320 ratings | 16 answered questions

Amazon's Choice for "cooling slippers"

Price: **\$34.99**

Get \$75 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card. No annual fee.

Size:

9 v

Style: **Sherpa Tribe**



Size Chart v

- **COOLING SLIPPERS:** household footwear product that will keep your feet at a comfortable temperature throughout hot summers and long days of cooking or cleaning.
- **HOW IT WORKS:** The product will use a custom cooling sole made out of absorbent polymers that will be sure to keep your feet cool, comfortable, and not sweating all throughout the day.
- **HOW TO USE:** The custom cooling sole is both removable and washable, allowing you to recool it by exposing it to a colder temperature, or wash it if you ever feel like it is starting to smell or get dirty.

**\$34.99**

FREE delivery Monday, December 6th

Fastest delivery: **Wednesday,**

**Dec 1**

Order within 6 hrs and 50 mins

[Details](#)

Select delivery location

**In Stock.**

Qty: 1 v

Add to Cart

Buy Now

Secure transaction

Ships from Boreasole.com

Sold by Amazon.com

Return policy: Returnable until Jan 31, 2022 v



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# BOREASOLE



### Slipper story

BoreAsole was founded by 5 college students at Loyola University Chicago. As students living away from home for the first time, we were looking for a comfortable, stylish, and easy alternative to walking around barefoot. Traditional slippers are very warm, but the constant overheating is not ideal for an un-airconditioned apartment or dorm. We were looking for a solution not only for our problem, but also for other individuals who spend a lot of time on their feet. After a long day, why not slide your feet into the perfect cooling slipper?

### Order includes

1 pair of BoreAsole cooling slippers and 1 pair of washable cooling soles

