

LAUNCH-PHASE GROWTH PLAN

Retention Marketing Plan.

A lifecycle strategy to turn first-time cap buyers into repeat collectors, built before launch so the systems are working on day one.

TARGET AUDIENCE

Why people actually wear baseball caps

A cap sits on the head. That sounds obvious, but it is the whole point. It is one of the first things anyone sees, and unlike shoes that get missed, a hat frames the face and becomes part of a person's visual identity. Nail the reason someone reaches for a cap and every flow, campaign, and popup gets easier to write. Four buyer types matter most for SpinBrim.

01 Team Loyalists

For a team loyalist, the hat is a portable flag. It says where they are from, who they grew up watching, and what family traditions they inherited. A Dodgers, Yankees, Cubs, or Diamondbacks cap can mean fandom, but just as often it means hometown pride, family identity, or plain aesthetic taste. Plenty of people wear a team logo purely for the design.

Hometown pride

Family tradition

City identity

Casual fans

02 Fitted-Cap Collectors

This buyer cares about the details most people never notice: crown shape, brim curve or flatness, undervisor color, side patch, embroidery quality, limited releases, and rare color combos. They match hats to sneakers and outfits, and they buy more than one. This is the single most important audience for a modular system.

Crown shape

Brim curve

Undervisor

Limited drops

Rare combos

03 Culture Consumers

Caps are tied to streetwear because they complete a silhouette. Hoodie, tee, baggy jeans, sneakers, cap equals a finished outfit, and the hat frames the face. Hip-hop turned caps into identity markers. The classic White Sox example shows how a sports logo becomes a music, street, and fashion symbol fully detached from team fandom.

Streetwear

Complete fit

Hip-hop roots

Fashion symbol

04 Local-Pride Consumers

This group buys hats that represent places: cities, neighborhoods, lakes, airports, golf courses, national parks, colleges, bars, gyms, and local brands. The hat becomes a souvenir with status. A tee is too obvious and a mug stays home, but a hat gets worn in public. It is why museums and art institutions have started leaning into caps as a more wearable, exclusive-feeling alternative to tote bags.

Where I live

Where I'm from

Where I vacation

My gym

My college

THE CORE INSIGHT

A cap is worn on the head, so it does the talking

Across all four buyer types, one thing holds: a cap is bought as an identity object, not a fashion object. It communicates seven things at once, and every one of them is a hook we can pull on in email.

Tribe

"I'm one of these people."

Taste

"I know what looks good."

Place

"This city, state, or team matters to me."

Status

"This is rare, limited, or hard to find."

Mood

"Today I'm clean, loud, rugged, or low-key."

Nostalgia

"This reminds me of an era or a version of me."

Belonging

"I'm connected to something bigger than me."

The takeaway

A modular cap can flex all seven on demand.

WHY THIS DRIVES RETENTION

People love carrying multiple identities at once.

Where they live, where they are from, where they vacation, the gym they train at, the college they went to, the local brand they support. A one-look hat forces them to pick one. A modular system lets them own all of them, which is exactly the behavior a retention program is built to reward.

PRODUCT ADJUSTMENTS

Make every module say something specific

The product has a strong visual foundation. The retention opportunity is that caps are bought as identity objects. So the question to run every module through is simple: **what does this piece let the customer say about themselves?** When the answer is clear, the customer comes back not because of a discount, but because there is another version of themselves they want to wear.

The repeat-purchase mechanic

A modular system that maps to identity builds a loyal base that returns for more pieces. Custom combinations built from city flags, names, logos, icons, and sports references each give a customer a reason to come back. One hat, endlessly re-expressed, instead of a single purchase and silence.

WORKED EXAMPLE — CHICAGO**One customer, three follow-up purchases.**

Someone who wants to rep Chicago buys the modular base. Then they see an interchangeable crown with the Chicago flag. Then a crown with the city silhouette. Then a crown with a Cubs-style mark. That is one buyer becoming a returning collector who owns a single hat they can restyle by the day, and it is the exact behavior our flows and campaigns will reinforce.

Modular angle to build into the roadmap

Give each identity its own SKU so the catalog itself creates reasons to return:

State patches

City patches

Area codes

Coordinates

Trails

Neighborhoods

Campuses

Local slogans

Team-style marks

Seasonal drops

Positioning note: This modularity is also SpinBrim's answer to "why not just buy a normal hat." The pitch is not a cheaper cap, it is one system that becomes many hats. That line runs through the popup, the welcome flow, and the browse-abandon flow later in this plan.

ENGINE 1 — LIST GROWTH

Turn landing-page traffic into subscribers

The target is a **6 to 9% submit rate** on the on-site popup, measured against total landing-page traffic. We get there with consistent A/B testing rather than one lucky design.

6-9%

POPUP SUBMIT RATE

3

TEST VARIABLES

Day 1

LIVE AT LAUNCH

What we test

- **Messaging:** headlines, subheadlines, and incentive framing (percentage off vs. access vs. product-led hooks).
- **Imagery:** crown / brim / button close-ups, full module flat-lays, and lifestyle shots of people actually wearing the caps, tested against clean single-color and multi-color combos.
- **Format:** vertical vs. horizontal layout, single-step vs. two-step, and CTA copy.

Before & after — the popup form

Here is the current form against the improved version. Same offer, very different signal.

BEFORE

CURRENT FORM

UNLOCK 10% OFF

Sign up to receive 10% off your first order and exclusive access to our best offers.

Email

SIGN ME UP!

NO, THANKS



Generic stock photo of a shopping cart and a mouse. Nothing about the product, the brand, or the modular hook. "Unlock 10% off" is the same line every store on the internet runs, so it reads as noise.

AFTER

AVALON VERSION

No more settling for one look. 10% off

Join the list for your first-order offer, exclusive drops, and new ways to build your perfect cap.

Email

Submit & Get My Discount



On-brand lifestyle image showing the product on a real person. The headline "No more settling for one look" sells the modular value prop, not just a coupon, and the CTA is tied to the offer. Same 10% incentive, far stronger reason to convert.

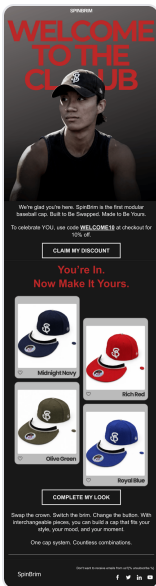
AVALON RETENTION MARKETING

SPINBRIM RETENTION PLAN

ENGINE 2 — AUTOMATED FLOWS

The systems that sell on autopilot

Flows are sequences that fire automatically when a customer takes an action: they get the welcome series when they join, the abandoned-cart series when they leave checkout unfinished. Built once, they run 24/7. Seven flows form the SpinBrim foundation.



FLOW 01 · WELCOME · DESIGNED

Welcome Series

- **Goal:** convert new subscribers into first purchases.
- Deliver the signup discount and make it easy to redeem.
- Educate on how the module swap works: crown, brim, button.
- Establish the differentiation: one system, countless looks.
- Showcase brand values, build community, spotlight bestsellers.

Sample welcome email designed for SpinBrim, shown at right. Leads with the discount, then immediately teaches the swap mechanic and pushes toward a complete first look.

● VIP Flow

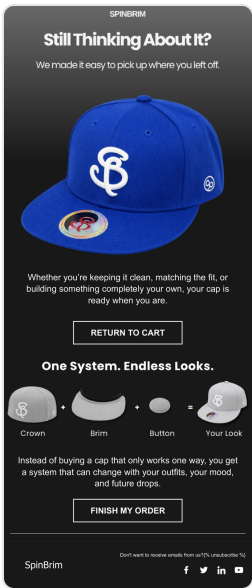
Goal: reward top customers and keep pushing LTV up

- "Welcome to VIP" moment
- Early access to new module drops
- **No discounts** (don't train VIPs to wait for one)
- Lay out their perks
- Insider content

● Post-Purchase

Goal: drive the next purchase and kill buyer's remorse

- "What happens next" + shipping confirmations
- Reassurance: FAQs and swap instructions
- A genuine thank-you note
- Build excitement for a genuinely new product
- Cross-sell: complete the set, color logic



FLOW 04 · ABANDONED CART · DESIGNED

Abandoned Cart

- **Goal:** recover carts left at checkout.
- Address the 15 psychological drivers of cart abandonment.
- Social proof, strong product imagery, value-based messaging.
- Reinforce the modular hook: one system, endless looks.
- Clear urgency and a direct path back to cart.

Sample abandoned-cart email designed for SpinBrim, shown at right. Restates the "one system, endless looks" value before the ask, then makes returning to checkout a single tap.

● **Abandoned Browse**

Goal: turn window shoppers into customers

- "Still thinking it over?"
- Customer testimonials
- Why choose this over any regular hat
- Reinforce the modular value prop

● **New Customer Onboarding**

Goal: nurture subsequent purchases and build community

- What to expect as a new owner
- Showcase cap combinations
- Check-in and reassurance
- Point back to new modules to collect

● **Winback**

Goal: turn lapsed subscribers into loyal advocates

- What's new and what the team has been up to
- Targeted discount
- Customer-favorite tips and combinations
- Final last-try or goodbye send

ENGINE 3 — WEEKLY CAMPAIGNS

Stay top of mind between purchases

Roughly **3 to 4 planned campaign sends per week** to engaged 30 and 60-day subscribers. Where flows react to behavior, campaigns are the proactive drumbeat that keeps SpinBrim in the feed and nurtures the next purchase without leaning on automation.

Campaign themes

SpinBrim Spotlight

Showcase unique module combinations and give each individual piece its moment.

Behind the Brand

Stories from Desi and the SpinBrim team. Founder-led content builds the community moat.

New Drops

Every new crown, brim, or button is a fresh reason to return. Treat launches as events.

Theme-Based

Hooks tied to moments (e.g. National Best Friends Day, BOGO 50% off) to create urgency.

Educational

How to style combinations, match to outfits, and get the most out of the system.

Identity Series

Lean on the city / place angle. "Rep your city" sends that map directly to modules.

HOW THE THREE ENGINES WORK TOGETHER

Growth captures. Flows convert. Campaigns compound.

The popup fills the list, the flows turn subscribers into buyers on autopilot, and weekly campaigns keep bringing them back for the next module. Standing this up before launch means SpinBrim is compounding retention from its very first order instead of bolting it on months later.

THE OPPORTUNITY

Retention is the cheapest revenue SpinBrim will ever have. Most launch brands ignore it until it gets expensive to fix.

The modular system is practically built for repeat purchase. This plan makes sure the machine to capture it is live on day one, not bolted on six months later.

Avalon. Retention Marketing

Lifecycle email & SMS for consumer brands

avalonretention.com