

BARKSOLE MARKETING

Repair with service

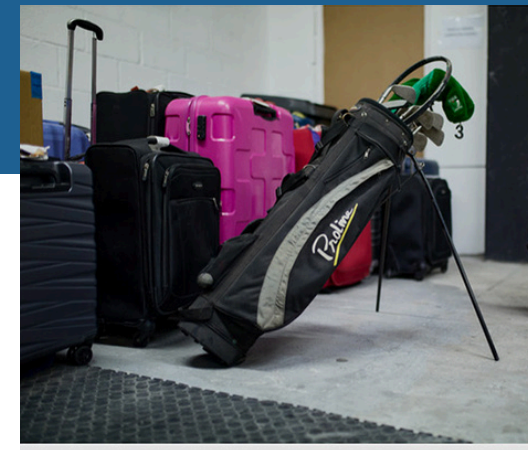
www.barksole.co.za





ABOUT BARKSOLE

- Repair Experts Since 1957
- Supporting local craftsmen to help preserve their valuable repair skills.
- Helping the Earth, One Repair at a Time
- Easy and Friendly Customer Service
- Accredited by the Experts (FASA)





OUR GOALS

Barksole aims to strengthen its reputation as a repair expert with skilled local craftsmen, highlight its commitment to the environment (repair, don't replace), promote a wide range of services, and grow its franchise network. Our marketing plan focuses on recycling and services like key cutting, engraving, and dry cleaning, with campaigns such as competitions, 2-for-1 key offers, and Black Friday deals. These promotions will be shared on social media to engage and attract more customers.



Barksole's Mission

- Expert Repairs
- Wide Range of Services
- Exceptional Customer Experience
- Repair, Don't Replace
- Franchise Growth & Partnerships

OUR TEAM

In March 2024, Kirsty joined us, bringing her experience from Bootlegger to enhance our marketing efforts. She has improved our website, added a WhatsApp support line to better serve our customers, and emphasised repair over replacement. Kirsty works closely with Rod Bloom to strengthen our marketing and branding.



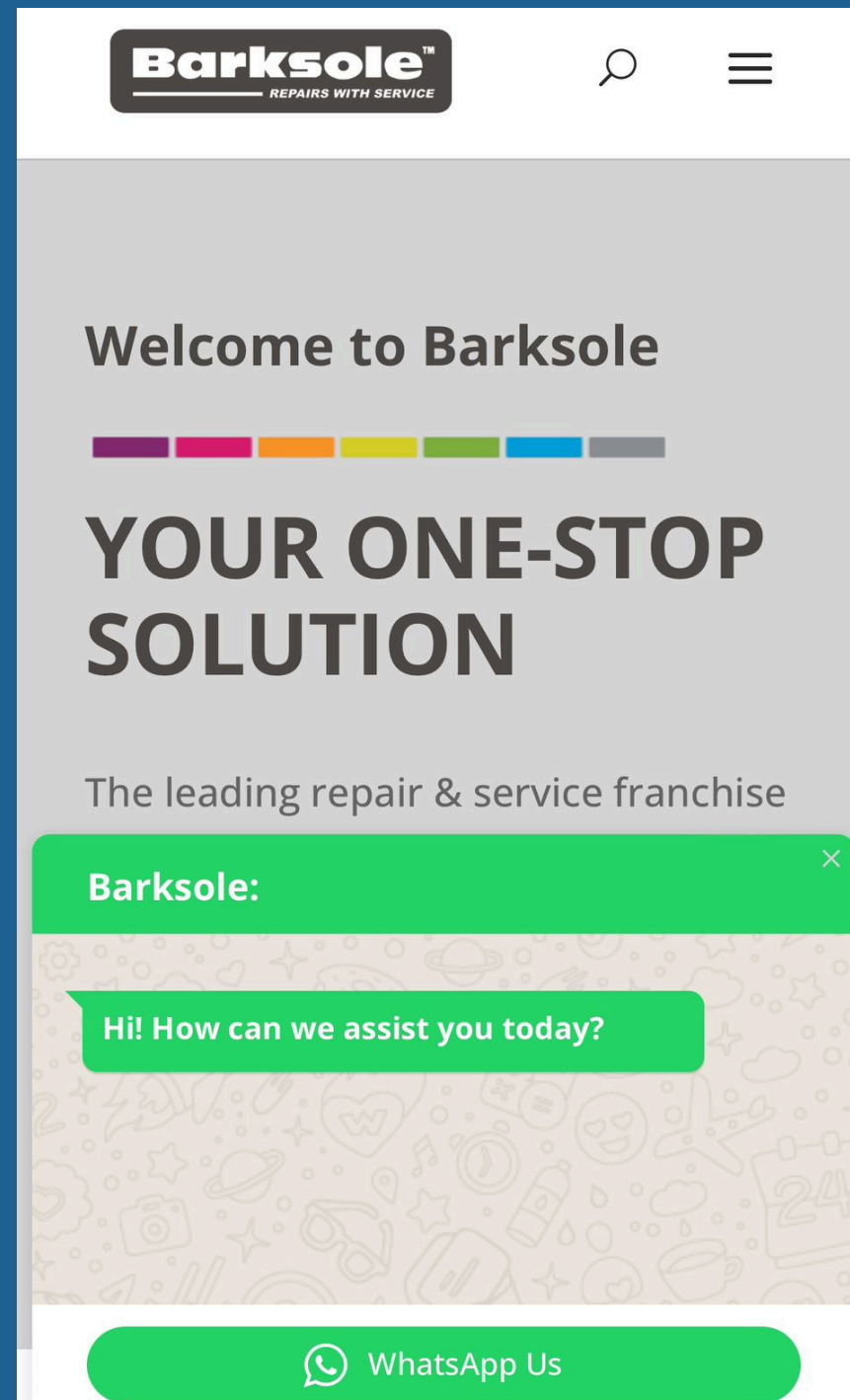
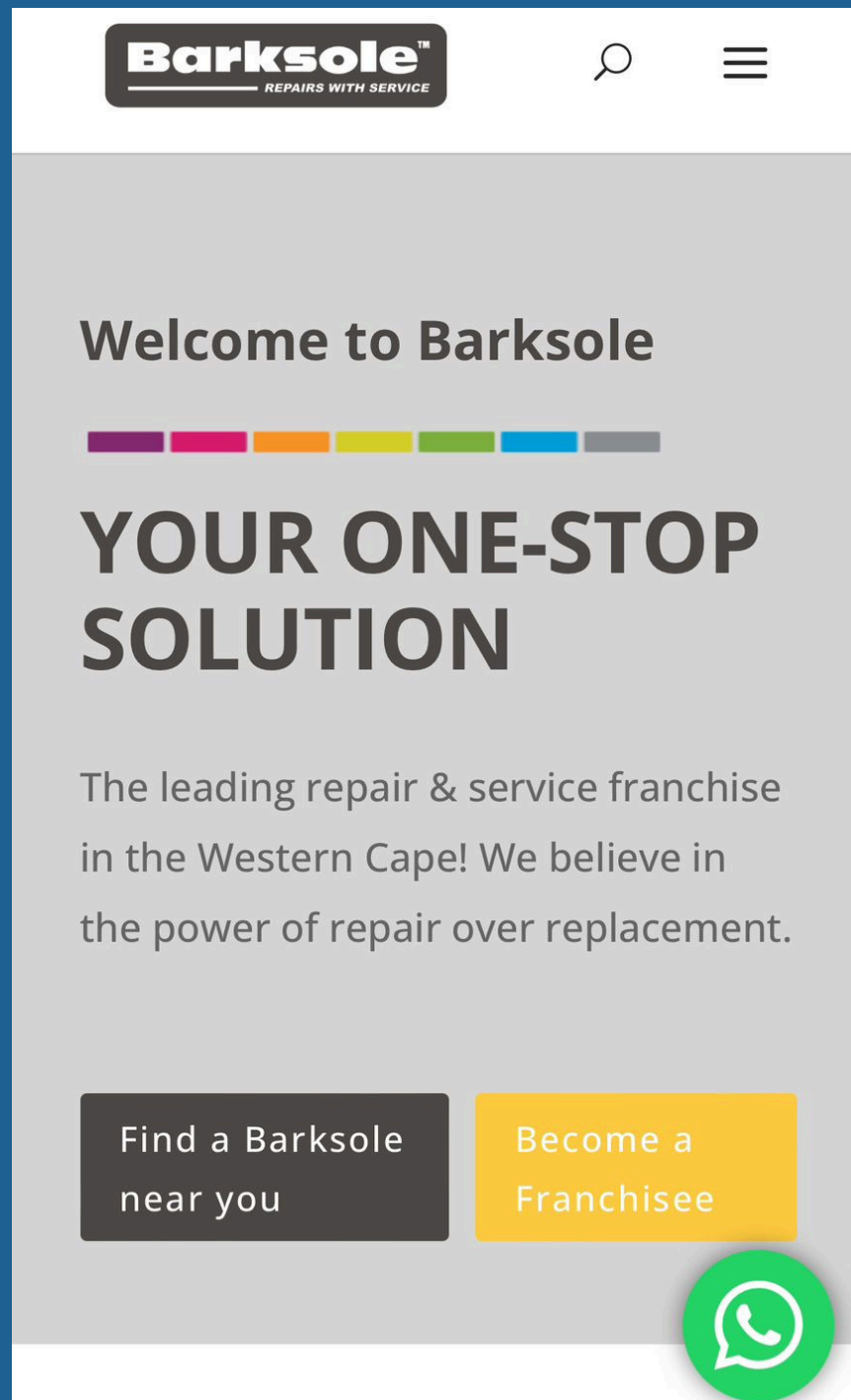
Rod Bloom

CEO



Kirsty Hatt

Marketing



TASKS COMPLETED

1. Website Improvement: Revamped the website to be more user-friendly, improving the overall customer experience.
2. WhatsApp Support Line: Added a WhatsApp support line for quicker customer assistance.
3. Emphasis on "Repair Over Replacement": Focused messaging on the value of repairing items instead of replacing them.

TASKS BEING WORKED ON...

BRAND TASKS

BUILDING BRAND AWARENESS

Partner with other Brands locally like VELDSKOON, as official repair and maintenance partner.

Partner with the Rohan Bloom Foundation to support children with cancer

Google Location Ads.

IMPROVE IN-STORE EXPERIENCE

Declutter store and highlight the brand, its services & environmental brown bags, CSI initiatives.

MARKETING TASKS

EXPANDING SERVICES

We're highlighting all our services, like repairs, and adding new ones like locksmith services.

ENHANCING THE CUSTOMER EXPERIENCE

We're making it easier to reach us on WhatsApp, simplifying repairs, and connecting with customers on social media. We're also redirecting Google and Facebook/Instagram questions to our WhatsApp support line.

EXPANDING FRANCHISES AND PARTNERSHIPS

We're opened a Barksole Claremont end of last year and attracting new franchise partners while collaborating with other organisations to grow the brand.

"Branding is the heart and soul of your business; marketing is how you tell the world about it."

— Unknown

REPAIR VS REPLACE

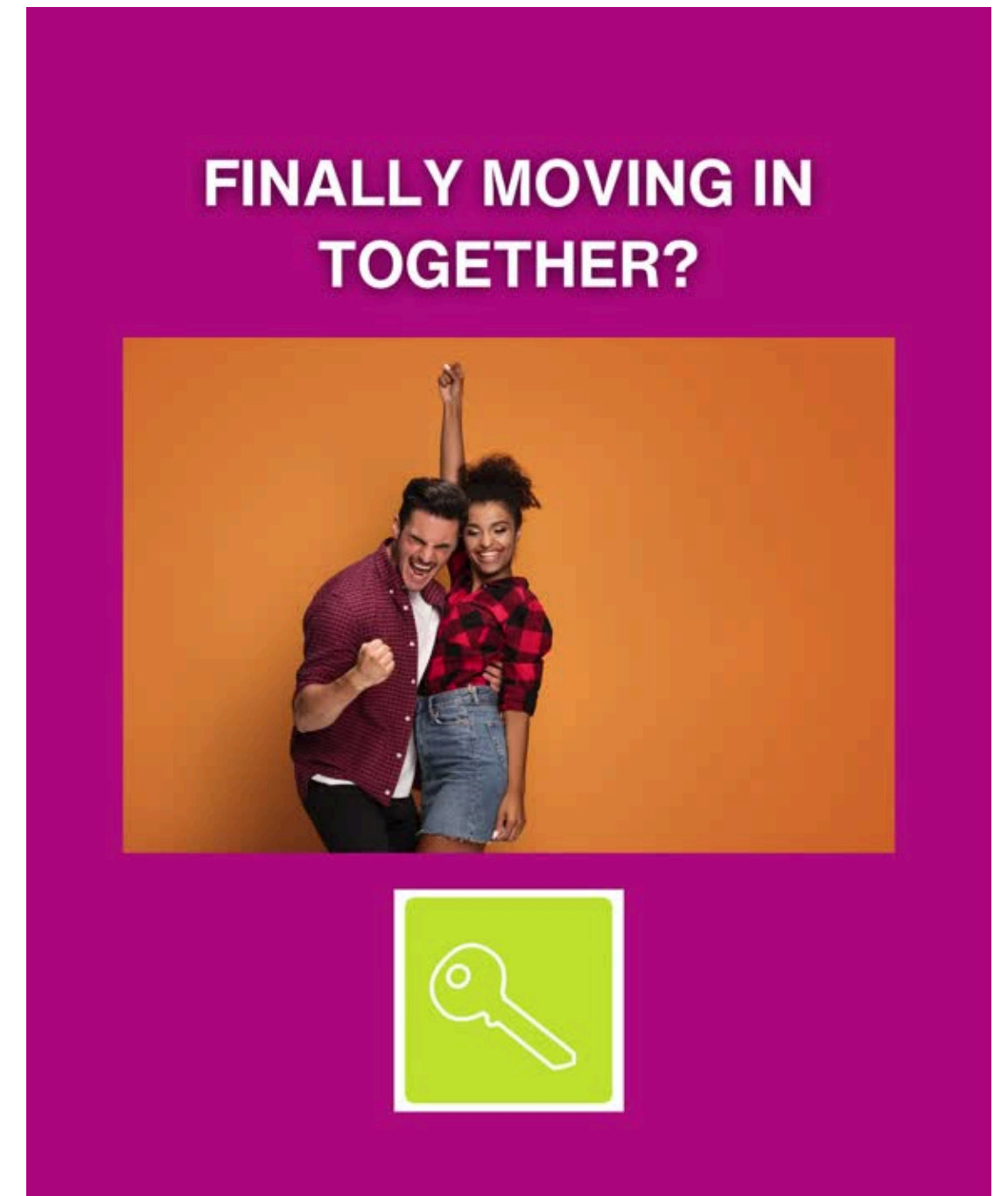
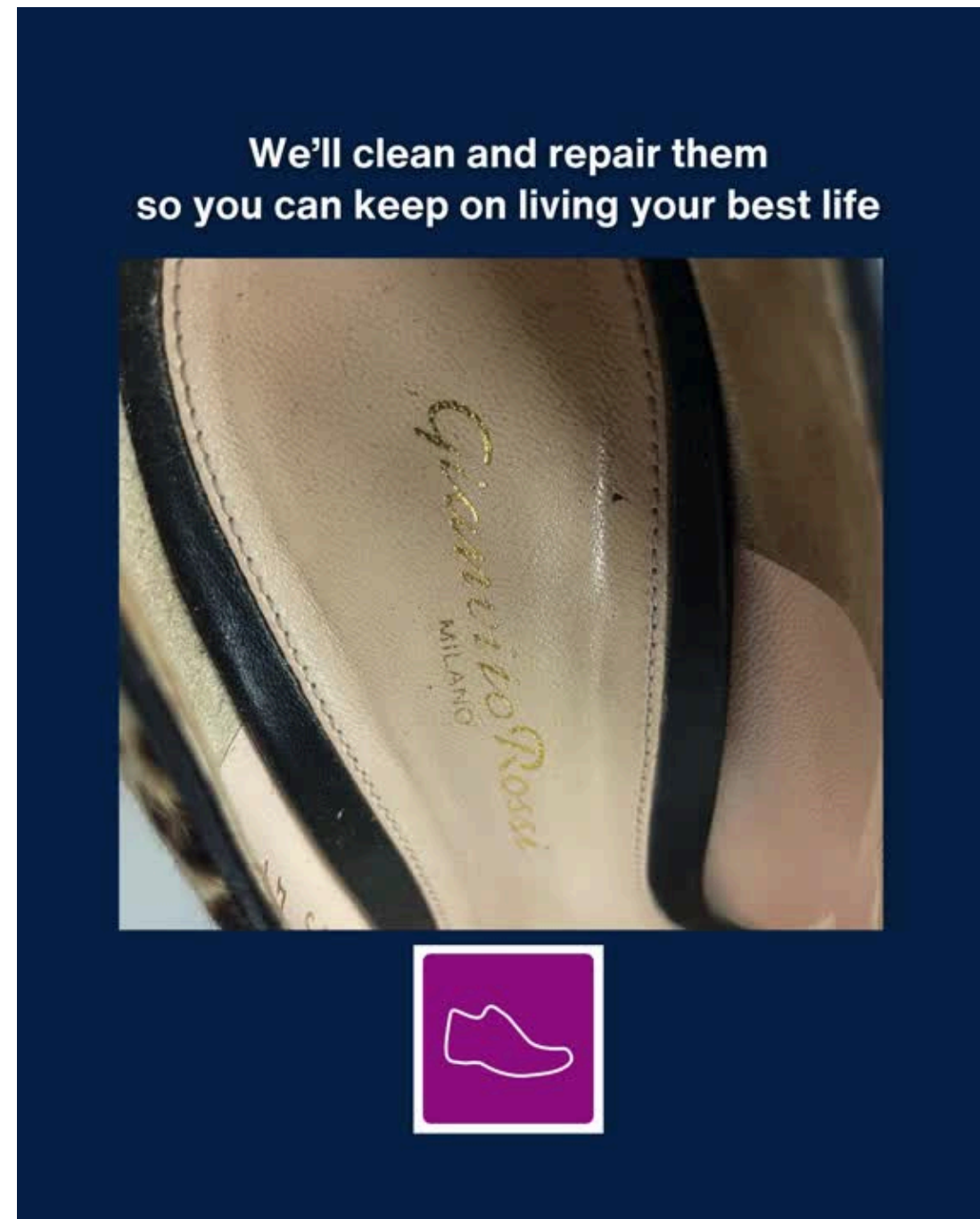
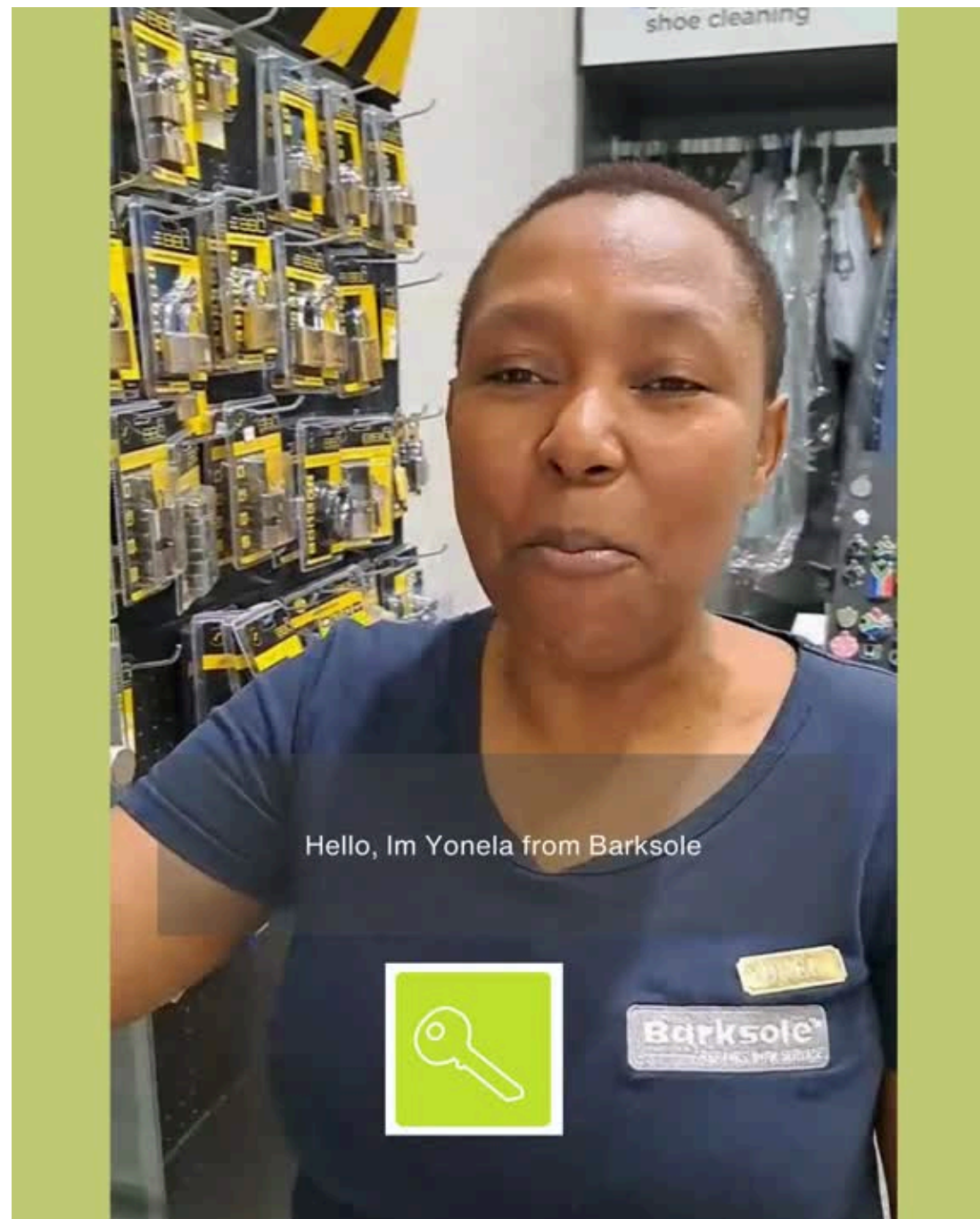
We want to share our repair don't replace story on eco-friendly brown bags, moving away from plastic to reduce waste and highlight our commitment to a sustainable future.



MARKETING CALENDAR

FEBRUARY 2025

Key message: Repair, preserve memories, and choose sustainability.
With a play on love and relationships



MARKETING CALENDAR

MARCH 2025

Key message: Repair, preserve memories, and choose sustainability.

Emphasis on repairing not replacing

Bring your leather bags back to life
with expert repairs



CRICKET SEASON READY?
Get your cricket bags, gloves, and shoes
repaired and ready for the season ahead.



SHOES NEEDING SOME TLC?



MARKETING CALENDAR

Key message: Repair, preserve memories, and choose sustainability.

April

"Back to school"
Backpack repair
feature

"Climb every
mountain"
Hiking brand
Shoe repair feature

"Leather care"
Jacket leather panel
feature

May

"Going camping?"
Camp gear and jacket
repair feature (KWAY?)

"Rugby or Hockey or
both?"
Shoes and shin guard
repair features

"If you down to the
woods today"
Repairing shoes feature

June

Escaping to warmer
weather?
Luggage repair
and/or service feature

"These boots were
made for walking!"
High end brand Boot
repair feature

"Winter warmers"
Zip repair service
feature

July

"Holidaying is hard
work"
Luggage fixing feature

Mid-year refresh – get
your rainy season fixes
sorted!

Stretching to fit?
Have tight shoes? Let
us stretch them to fit
comfortably.

August

"Don't get caught
empty-handed"
Don't forget your spare
keys—get them made
for your car, home,
and garage.

·#NewKicksFriday:
Show off your new shoes on
social media for a chance to
win a special prize!

Trophy & Award Engraving:
Engrave trophies and awards
for end-of-year celebrations.

MARKETING CALENDAR

Key message: Repair, preserve memories, and choose sustainability.

Sept

"Spring clean"
Laundry services feature

Leather Care
Bring your leather items
in for a little TLC—
Repair, restore, and
recolour.

Back-to-School Prep:
Get those school bags
and shoes in top shape
for the new term.

Oct

Hiking Boot Repair: Ready
for your outdoor
adventures? Get your hiking
boots ready with quality
repairs.

Leather Bag Repairs:
Bring your leather bags
back to life with stitching,
patching, and dyeing
services.

Special Occasion Keys:

Nov

·Black Friday Special:
This Black Friday,
get 1 key cut and receive a
2nd key cut absolutely free!
Don't miss out on this limited-
time offer!

Winter Boot Fixes:
From gluing to patching, get
your winter boots repaired in
time for the colder weather.

·Shoe Repair Madness:
Need quick repairs?
We can fix heels, zips, soles,
and more in 20 minutes.

Dec

"Going camping?"
Camp gear and jacket
repair feature

Holiday Ready: Get your
shoes, bags, and boots
ready for the festive
season with repairs and
cleaning

·Trophy & Award
Engraving: Engrave your
awards and trophies
before the end-of-year
celebrations.

TBC

New Year specials:

THANK YOU

www.barksole.co.za

