

Kinara International has been working on the **design and manufacture of food delivery equipment** for the last 5 years. This includes a patented expanding pizza backpack and various other delivery bags for **Bicycle, Motorcycle, Walking or Car deliveries.**



SpartanPac is Kinara's very own webshop, allowing for the purchase of delivery driver equipment.

This leads to the question: How do you launch a new brand?

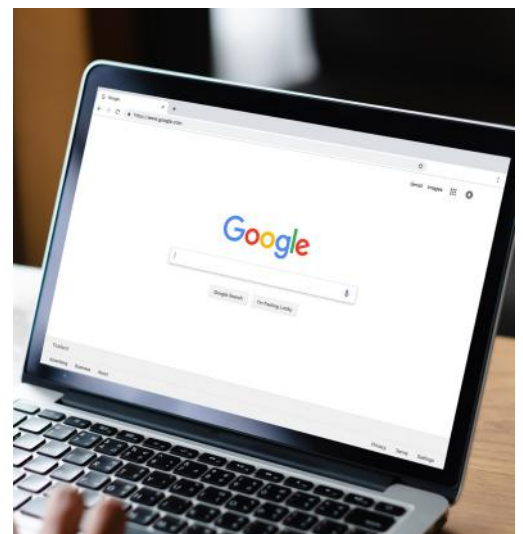
Step 1: You need a great name and logo! Ensure that your branding, marketing material and website look great and are aligned with your business goals.

Step 2: Tell people who you are! Drive your online visibility by using a combination of search engine marketing, email marketing & social media management.

Following the launch, SpartanPac was then introduced to 123 Internet Group to discuss ideas on marketing support, who then worked with SpartanPac to create a marketing strategy aimed at increasing SpartanPac's brand awareness via social media.

Step 3: Integrate all the approaches: To help SpartanPac achieve this goal, Kinara gave a digital account manager full control of SpartanPac's social media accounts, ensuring creative & engaging posts are regularly being published across Facebook, Instagram and Twitter.

Social media management provides powerful insights into your target audience, boosting your engagement activity across all relevant platforms. Times have changed and being active on social media is now an essential part of communicating your marketing message. By ensuring you are posting timely, up to date content, as well as actively engaging with your customers, you can provide huge benefits for you and your company.



Kinara has continued to expand their **product range** to include branded clothing, safety equipment, PPE and accessories.

Step 4: Measure the success! In addition to creating and publishing great content for SpartanPac, the account manager also provides monthly reports showing how the posts are performing on each platform to ensure their goals are being achieved.

With over 40 years in business, 123Internet is the perfect partner for Kinara to launch their new brand and to integrate Digital Marketing as an offering in the Kinara end-to-end Supply Chain.

For more information on how to launch your own brand and online Webshop with back-end fulfilment, please contact us at info@kinaraexports.com

