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comercio

POMPEII BRAND®

# Best practices study.

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# Best practices study.

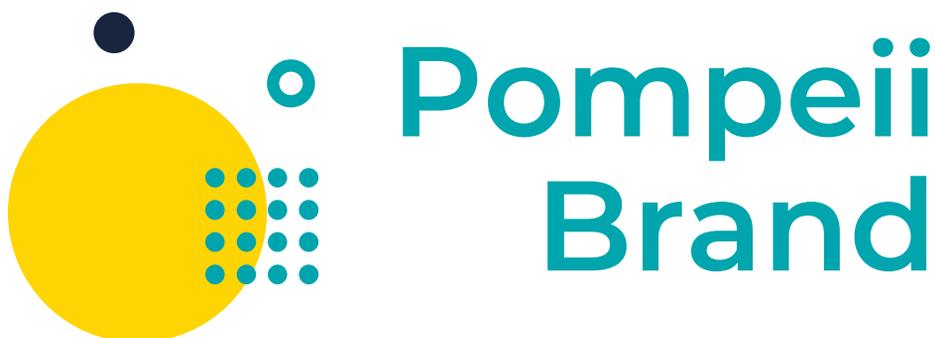


The best practices study aims to present a success story of a company that has initiated and developed a path towards a digital business as a means of raising awareness and boosting sales.

The origin of Pompeii dates back to 2014, when four friends from university had the wish to create a brand of footwear, at which point they created a company. At that time, they had practically no production or sales capacity. That is why in mid-2015 they began to develop an online positioning strategy focused on social networks, especially through Instagram.

**The starting point for the development of this study was the identification of the concerns of retail SMEs from various sectors, which expressed their interest in learning about good practices in the areas of customer relations, digital marketing and growth in social media, among others.**

Throughout the study we tell you how, with different marketing and social media actions, they have managed to grow their business and have improved their relationship with their customers.



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# Company information.

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## WEB ADDRESS >

www.pompeiibrand.com

## YEAR OF FOUNDATION >

2014

## LOCATION >

Calle Fuente del Peral, 2,1ºA.  
28023, Madrid

## NUMBER OF EMPLOYEES >

40-45

## TYPE OF COMPANY >

Sociedad Limitada (Limited  
Company)

## MAIN ACTIVITIES >

Retail trade of garments in physical and  
online establishments

## SECTOR >

Commerce

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# About Pompeii

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**Pompeii Brand starts its advertising activity on social media from the moment they receive the first samples of their product, showing pictures of different parts of the shoes, which is the start of their marketing campaign.**

Pompeii Brand was created by four friends who, during their time at university, created a start-up that excited and inspired them. They decided to specialise in footwear, as they considered it to be the most differential element in fashion. They started their activity without any knowledge of the sector, showing photos of their products, which inevitably became the beginning of their advertising strategy on social networks.

Pompeii Brand began selling its trainers in pop-up stores, focusing first and foremost on proximity to the target customer. However, from the very first moment they started a powerful campaign on social networks, uploading photos of the different parts of the trainers: laces, soles, details imperceptible to the naked eye, etc.

When they decided to create a website, they opted for a model similar to physical sales: to open the website once a month. But it was on the first opening of the website that they realised how well received it was, as they sold three times more on the first day than in any physical pop-up.

# Processes involved in digital transformation and results.

## Previous feasibility and competition study.

Pompeii has been clear from the beginning that its main attraction is its product, so its digital marketing strategy has always been focused on showcasing its product, its famous trainers with coloured soles and laces.

They are currently looking for ways to achieve greater brand recognition not only at a national level, but also at an international level. For this they are trying to carry out different campaigns and actions based mainly on what is known as *Brand Awareness*.



*" We are a product company, so we are aware that this is what we have to give more visibility to."*

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## Impact of Social Media

From the beginning, Pompeii Brand has sought to have a presence on all available platforms. In fact, they explain that, in their case, the use of Facebook and Instagram is working very well for them.

Recently, they have even started on networks such as TikTok, although they think that it is not yet sufficiently developed to carry out part of the business there. However, they believe that it is important to start getting into this platform in order to be able to analyse the return it can generate.

Especially in their early days, they explain how Instagram was a key tool that helped them take off and positioned them where they are today. At that time, Instagram was a social network that was starting to have a lot of users and the followers interested in their trainers were between 20 and 23 years old. Through detailed photographs of their trainers, they managed to gain fame and become fashionable among young people very quickly.

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**“At that time, Instagram had a very important component that it doesn't have today. It was more real and the advertising model was not yet in place.”**

For Jorge Vidri, at that time, Instagram was not like it is now. The influencer phenomenon, with all that it entails and the degree of development it has today, is very different to how it was in 2015 when Pompeii started on Instagram.

In terms of advertising on the social network, Jorge explains that now it is necessary to make paid collaborations, whereas before people showed the things they liked without them being paid collaborations which allowed them to connect better and in a more direct way with the consumer.

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*“No matter how much visibility and reach you give to a product, if the quality of the product is not good, it is not going to have a long run. It's going to cost a lot more and it's much more likely to fail.”*

## Different strategies used

In addition to the importance of web positioning, Pompeii is also developing an omni-channel strategy from the point of view of product presence, developing a multi-brand channel for its seven shops in Spain.

Thanks to the multi-brand channel approach, they can position their product through different channels, both online and physical, such as multi-brand shops, trade fairs, showrooms/pop-ups, etc.

## Working on web positioning

For Pompeii Brand, the most important thing is to showcase their product, especially being a clothing brand where visuals and quality are paramount. They have strived from the beginning to offer a good quality product.

He explains the importance of giving visibility to the brand with positioning strategies based on payment, especially to generate a solid part of the organic positioning.

In addition, he attaches great importance to long-term web positioning, developing actions that allow organic positioning to grow.

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*“It is important to have a model that is like word of mouth, which works particularly well in the fashion world.”*

## Cybersecurity

Pompeii Brand considers itself a proactive company when it comes to implementing cyber security solutions. They work with specialised companies that not only provide them with basic support and develop the annual audit, but also share information and best practices to apply to their business and platforms.

The best practices study has shown how, with a sales and marketing strategy that is constantly developing and with a quality and differential product, a business can grow so much in such a short time. To this end, it highlights the benefits of using powerful tools such as social networks and other online presence channels.

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