



Zaldiva collectibles retailer to implement social media marketing

August 18, 2009

Specialty and online collectibles retailer Zaldiva Inc. announced that it will begin establishing a presence on social networking sites, including Facebook, MySpace, YouTube and Twitter, according to the [company](#).

The Fort Lauderdale, Fla.-based company expects to begin development of its social media presence immediately, which will include a blog, an interactive YouTube channel, a Facebook fan page, a MySpace business listing and a Twitter account to form the foundation of Zaldiva's new initiative.

Zaldiva expects a great deal of customer participation and feedback. The company's clientele spends a lot of time on the Internet anyway, so Zaldiva feels that engaging them in a dialog will be extraordinarily beneficial to the business.

Zaldiva is a specialty and online retailer of new and vintage pop culture collectibles, comic books and memorabilia. The company combines its brick-and-mortar location in Florida with an e-commerce Web site and portal, which operates in conjunction with a series of ancillary Web sites and online auctions.

Spokesperson Jeff Olweean told DailyVista that [Zaldiva's](#) social media efforts will primarily assist the company with building a subscriber base.

"The subscriber base are people that look at what's coming out in the next three months in the preview magazine, and buy an average of 10 to 20 subscriptions, so when next Batman series comes out, we automatically get it for them," he said. "We're looking to get that subscriber base built up because it's recurring revenue."

Olweean said that Zaldiva is ready to begin conducting acquisitions of comic book industry businesses because this segment of collectibles is fragmented, with a lot of mom-and-pop shops and no major source for all of consumers' comic book needs.

"A lot of people that we've been bringing on board told us we should try to use more social media," he said. "From a collectible genre, consumers are looking for something specific, and they don't care where they get it from. There are a lot of people that don't know where we are, and now they can search for something they want on social networking sites and we'll pop up."

Part of Zaldiva's new social media initiatives will be able to further brand the company as a go-to, one-stop-shop for all collectibles, and the other part will further educate its consumers about the company's services as a used comic purchaser and re-seller.

"There are a lot of companies out there like Zaldiva – a collectible or sports memorabilia store – and in this economy there are lots of people walking into the store that want you

to buy their product because they're moving, or because someone passed away or they need the money," Olweean said. "Now with acquisitions, we want to put it in place that if you go to Zaldiva and walk in the door with your stuff, we'll buy it outright or list it on eBay, and we'll get you some money."

This aspect of the business can provide its acquired businesses with even more revenue, but Olweean said that before it can do that, Zaldiva has to get potential customers in the doors of its brick-and-mortar store so they can see for themselves what an incredible source it is for memorabilia.

"Right now we're trying to get name brand recognition, so that's what we are, but we're also trying to get the message out that if you're looking for something, come to us, because if we don't have it, we can find it for you," he said.

Zaldiva halted all of its advertising efforts three months ago because the company was inundated with business. There were too many people coming in the door, and the staff couldn't turn business around fast enough.

"We're bringing in some high-level execs that are going to help us turn things around in three days and not a couple of weeks," Olweean said. "The traditional advertising was working – we had a guy that went outside and dressed up in superhero costumes outside the store and we've done a lot of local newspapers and coupon books."

Zaldiva's clientele is more predominantly male, to an extent, but Olweean said that all of the company's advertising efforts had worked so well because everyone can be a client. The company's customer base is a mixed bag.

"We've worked with some local companies that own a lot of different local newspapers, and we've tried newsletters and small newspapers that go into certain areas; that's worked well for us," Olweean said. "Other than that, we're kind of talking to some people, and it's kind of been about internally growing what we've got."

He said that Zaldiva is "totally wide open to whatever's going to make us a gazillion dollars," but clarified that it's a two-way street, and would be willing to work with an agency that can make good on its strategy for the fledgling collectibles company.

"We think we've got something that isn't already out there, so that's kind of the edge we're taking," Olweean said. "It's definitely national, and we do ship a lot overseas, so if we can get the right sources or connections it's endless what we can do."