

Public Relations Proposal for Maple Boutique



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Executive Summary

As requested by Maple Boutique, the following public relations proposal has been devised in order to successfully promote and maintain a PR strategy for increased online sales, website traffic, and social media following.

Situation Analysis

- yearly growth since its start 5 years ago
- in recent months, Maple has experienced a change in social media content, website aesthetic, and management transition.
- amount of followers on Maple's page have been stagnant and website sales have decreased in this past year
- amount of social media followers doesn't translate to website sales (1600 followers, only 1-2 sales per month)





Strengths

customer interaction

consistent consumer purchases

styles of clothing attract a wide range of consumers

Weaknesses

lack of consistency in social media content

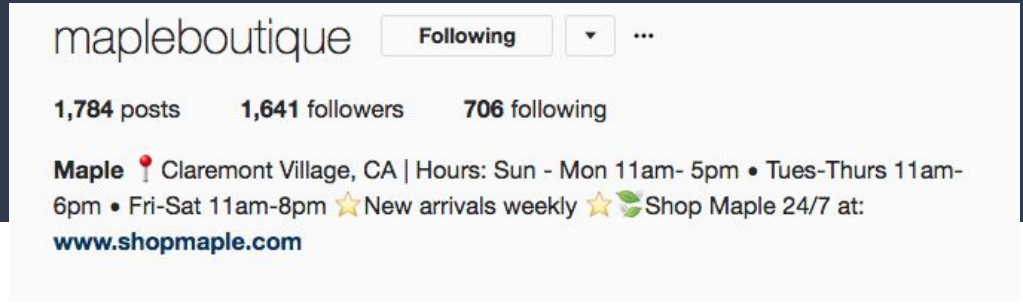
lack of cohesion between products promoted on social media/online and products available for purchase

The sales associates and manager are all young college age girls, who can only relate and suggest to younger girls trendy styles. Much harder to suggest older styles for older women.



Goals

- 1) Double online web traffic by May 31st.
- 2) Increase website revenue to an average amount of \$500 in sales per month.
- 3) Hit 2000 followers on Maple Boutique's Instagram page by May 31st.



Target Audience

- currently two primary demographics: younger women and middle-aged women
- we suggest the main target group to be women ages 14-30
- main audience for foot traffic will be from the Claremont and Greater Los Angeles area
- young women across the country also considered target audience through social media and online sales
- target customer is trendy, feminine, Instagram savvy, and bubbly
- target audience also includes Claremont Colleges' students and their visitors



Strategies and Tactics

Events

Connect with local sororities at the Claremont colleges for in-store shopping events

In-store events featuring discounts, refreshments, raffles, etc.

Online-exclusive discounted shopping events

Media Outreach

Influencers: Create an ambassadorship program

Claremont Village Paper: incorporate a sales promotion, social media handles, and quality photographs to reach their young adult, fashion minded audience.





Social Media

Service such as LiketoKnow.it

Reach out to influencers and fashion bloggers to act as ambassadors for the brand

Ambassadors promote Maple apparel on social media

Instagram polls

Hire a team to manage social media with roles such as a photographer, and manager

Invest in professional equipment (lighting, camera, etc)

Create a more cohesive feed and aesthetic

Retail associates model clothing for Instagram

Budget

- Hire a Social Media Manager: approx. \$10-\$15 per hour
- Retail Associate modeling compensation: normal commission rate (4%) of profits generated from social media post they appear in
- Hire a professional photographer: \$100 per session (two 2-hour sessions a month)
- Lighting: softboxes (approx. \$100 + accessories), light stands (approx. \$80 + mounting hardware)
- DSLR camera: approx. \$500
- Adobe Photoshop: \$29.99 per month



Research

Research behind budget conclusions:

Cameras: Top 3 Best Buy DSLR cameras

<https://www.bestbuy.com/site/digital-slr-cameras/body-lens/pcmcat180400050000.c?id=pcmcat180400050000>

Lighting for studio: bhphotovideo.com

Photography session: The manager at Maple boutique (Jacqueline Jackson) confirmed a session with a professional photographer is \$100 per two hours.

Social media manager: based on the roles of the social media manager, Maple Boutique will consider and discuss a proper salary

