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A PUBLIC RELATIONS PROPOSAL FOR

MAPLE BOUTIQUE

BY MARMALADE PR

Public Relations Proposal for Maple Boutique

This public relations proposal, prepared by Marmalade PR, has been created exclusively for the use of Maple Boutique.

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

Following extensive research and analysis, the circumstances and situation affecting Maple Boutique appear to be as follows:

Up until half a year ago, Maple Boutique has been seeing 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. However, Maple Boutique sales have become stagnant and growth is no longer happening. The efforts to take Maple in a new direction have seen no success, and have bore no fruits of labor. The amount of followers on Maple Boutique's page have been stagnant since 2015, and sales on the website have decreased in this past year of 2017.

The attitudes of consumers towards Maple Boutique indicate that followers do not find the content of Maple's Instagram page worthy of converting them to a purchasing mindset. The amount of followers in no way match the sales being produced from the website. With 1600 followers, there are only 1-2 sales per month.

Compared to leading competitors, Maple Boutique is performing strongly in the areas of customer interaction and consistent consumer purchases. Customers who shop at Maple Boutique consistently visit the store every few months, if not weeks. The interaction between sales associates and visitors to the shop build a unique experience for the customer. In addition, the store provides styles of clothing that can attract a wide range of consumer ages.

Some of the weaknesses of Maple Boutique seem to be lack of consistency in social media content and lack of cohesion between products promoted on social media and products actually available for purchase.

The Instagram platform changes aesthetic every few months, and the content varies in regards to models and clothing styles. By hiring a social media team and creating a system of criteria to keep content consistent, Maple's Instagram can better establish their online brand aesthetic.

The time in which new clothing is received in store to when it is uploaded on the website and posted to the Instagram page is too wide of a time period. By the time the clothing is uploaded and posted there may be 1-2 items of that style left after in-store purchases.

GOALS

In conjunction with Maple Boutique the following goals have been set forth with regards to public relations:

1) Increase online web traffic by 50% by May 31st.

- Nearly all website traffic comes from Instagram, build on this connection
- Using a service such as LiketoKnow.it will direct Instagram users to Maple's website
- Promoting online coupon codes or discounts draw customers to visit the website
- Continue to increase web traffic by 10-15% each month thereafter.

2) Increase website revenue to an average amount of \$500-1000 in sales by May 31st.

- Considering Maple's online store currently brings in an average revenue of \$50 per month, raising the revenue to \$500-1000 would mean the online store would be acting as a day's worth of income that the storefront would normally make.
- More purchases coming from other platforms than the storefront.
- Maple Boutique's website increase in revenue by \$100-200 each month thereafter.

3) Hit 2000 followers on Maple Boutiques Instagram page by May 31st.

- Considering Instagram is Maple's main form of advertising to its customers, increasing in followers means more exposure of the brand name on a consistent daily basis to the customers as they scroll through their feed and see Maple's post. This gives a better chance of the customer converting to a purchase mindset more frequently.
- The increase in followers will likely be a domino effect, as one more follower comes to the page, the more likely this customer will share to their friends, or family members. As well as the Instagram page contributing to the brands website awareness.
- This would mean Maple would have to increase 80 followers each month by May 31st.
- Continue to increase by 80-100 followers each month thereafter.
- See Strategies and Tactics (Section C: Social Media)

TARGET AUDIENCE

In the past, there have been two different demographics the boutique has targeted: younger women and middle-aged women. However, after assessing Maple's strengths and goals, we suggest the main target group to be women ages 14-30. While the main target for foot traffic will be in the Claremont and Greater Los Angeles area, all women within this age range are also considered a part of the target audience because of social media and online sales. Maple's target customer is trendy and enjoys romantic comedies, college football, and shopping with the girls. Her favorite form of social media is Instagram and she loves posting pictures of nature and pumpkin spice lattes. A major portion of the target audience are also visitors (parents and siblings) of the college students in the Claremont area. Considering the surrounding colleges in Claremont are so close to the village where Maple is located, parents and siblings visit their sons/daughters and siblings to see them participate in sports or for holiday breaks. Thus they usually stay in hotels in the village where they spend their visiting time going to dinner

and shopping on foot in the village. This means social media and the online store need to be connected to the customer who visit the store. So they do not become one time sales, but have a chance to purchase from other states (their homes) via the online store.

STRATEGIES AND TACTICS

a) Media Outreach

- Influencers: Create an ambassadorship program to send bloggers or youtubers products or a discount code in exchange for exposure on their platforms, and free items of clothing. Maple Manager should make a contract of the expected requirements the Ambassador must meet, and an agreement between both parties must be met. Promotion by the influencers will be honest and in line with their contract.
- Claremont Village Paper: Maple Boutique has appeared in the Claremont Village Paper by way of paid advertising. We encourage Maple to incorporate a sales promotion, social media handles, and quality photographs to reach their young adult, fashion-minded audience. Promotional discounts will encourage them to stop in the store or browse Maple's website, and mention of Instagram or Facebook handles may draw in potential followers and engagement.

b) Events

In-store events as well as online sale events will help to broaden the customer base and encourage engagement. We propose connecting with local sororities at the Claremont colleges for in-store shopping events, establishing a relationship with a potentially consistent audience within Maple Boutique's desired demographic. Online sales, deals, and exclusive mailing list shopping events will up online sales and web traffic.

c) Social Media

Because Maple is heading toward a larger online presence, social media will be imperative to grow the shop's audience outside of the local Claremont area. We

propose a focus on Instagram as a primary platform for Maple Boutique using the following strategies:

- Use a service such as LiketoKnow.it to allow followers to shop the products featured in Maple's Instagram posts
- Maintain Maple's Facebook page presence with consistent content
- Utilize Pinterest to promote Maple's apparel, create pins with quality photos that link back to the featured product on Maple's website
- Use Hootsuite to manage Instagram, Pinterest, and Maple Boutique's Facebook page to produce consistent, quality content on each platform and track engagement
- Reach out to influencers and fashion bloggers to act as ambassadors for the brand, promoting Maple to their followers
- Use Instagram polls to determine what Maple's followers would like to see from the brand next
- Hire a team to manage social media with roles such as a photographer, and manager.
- Invest in professional equipment such as an in-store lighting setup, boutique-owned DSLR camera, and subscription to Adobe Photoshop for quality content production
- Create a more cohesive feed that features Maple's clothing and accessories in a flattering and aesthetically appealing way
- Invest in having the retail associates model 2 outfits a month, and give a percentage of the profit to them (compensation).
- Invest in potential ambassadors, and send 2 items of clothing a month to them in exchange for Instagram posts and photos for the Maple feed.

Social Media Manager Specific Requirements:

- All social media managers will be paid minimum wage plus 4% commission reflecting the in-store retail associates.
- Social Media Manager will be required to post one photo received by the photographer per day, on the feed.
- One post to the story (or theme of postings) will be required twice a week.
- Instagram Bio must be designed by the manager to reflect Maple's core values and information for customers.
- Social Media managers should be required to communicate with the store manager on all upcoming events, sales, and changes made by the store in order to inform the online customers as well.
- Social Media managers must keep the aesthetic of the feed consistent, as well as comments being fresh, creative, original, and witty.
- Social media manager must be required to keep in communication with current Ambassadors (i.e. receiving JPEG photos of the Ambassador for the instagram feed, and making sure the Ambassador meets their requirements in a timely manner).
- Social media managers must also reach out to one new potential ambassador a month.
- Social media managers must keep watch on the sales trends via instagram business page, and notice patterns in sales from instagram to website, as well as communicate trends in sales to the Maple Manager.

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

Your signature below indicates acceptance of this public relations proposal and entrance into a contractual agreement with Marmalade PR.

Maple Boutique

Representative: [NAME], [TITLE]

[ADDRESS] [PHONE]

Signature: _____

Printed Name: _____

Date: _____

Research Panel

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