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PRIMARY TARGET AUDIENCES

Customers:

- Demographics: Trendy individuals aged 18-40 with varying income levels, likely urban dwellers or those in fashion-forward communities.
- Psychographics: Fashionable, value-conscious, interested in expressing individuality, and environmentally conscious shopping. They seek products that align with their values and help them stand out.
- Characteristics: Follow trends, typically shop new styles, and enjoy convenience as well as straightforward shopping experiences.
- Communication: Prefer communication through social media platforms, email newsletters, and interactive online experiences. They appreciate personalized recommendations and promotions tailored to their style preferences.

Employees of TrendyMart:

- Demographics: Varied in age, likely customer-oriented and people-centric, with diverse income levels and educational backgrounds.
- Psychographics: Passionate about fashion or retail, value dynamic work environments, and thrive in innovative companies that encourage creativity and growth.
- Characteristics: Team players, possess excellent communication and interpersonal skills, and are enthusiastic about keeping up with the latest trends.
- Communication: Prefer open communication channels, including team meetings, feedback sessions, and internal messaging platforms. Appreciate transparency and opportunities for professional development.

In-Store Managers:

- Demographics: Experienced retail professionals typically aged 25-50, with a background in managing teams and driving sales.
- Psychographics: Strong leadership and interpersonal skills, customer-oriented, organized, and adept at analyzing data to optimize store performance.
- Characteristics: Proficient people managers, skilled in ensuring and training employees in stellar customer service, and efficient at meeting performance goals.
- Communication: Prefer face-to-face interactions, regular performance reviews, and structured communication channels with corporate management.

C-Suite Executives:

- Demographics: Experienced corporate leaders with extensive retail industry experience, aged 40-70, likely holding positions such as CEO, COO, or CFO.
- Psychographics: Forward-thinking, strategic, and focused on driving growth and innovation. They prioritize data-driven decision-making and maintaining the company's competitive edge.
- Characteristics: Bold leaders focused on consistent innovation, profitability guided by data-driven decisions, and maintaining brand reputation.
- Communication: Prefer concise, data-driven reports, regular strategy meetings, and opportunities for brainstorming and collaboration.

Investors/Shareholders:

- Demographics: Diverse individuals aged 18-70, including seasoned investors, high-net-worth individuals, and decision-makers at investment firms.
- Psychographics: Believe in the potential of trendy, sustainable products in the retail industry and seek investment opportunities aligned with their values and financial goals.

- Characteristics: Individuals who are monetarily interested in retail industry innovations who champion sustainable business practices.
- Communication: Prefer detailed financial reports, investor presentations, and direct communication from company leadership regarding strategic initiatives and performance updates.

SECONDARY TARGET AUDIENCES:

Goods Suppliers

- Demographics: Typically aged 30-60, with varied domestic and international locations and bachelor's degrees or higher, often in business.
- Psychographics: Goal-oriented, quality-conscious, trend-aware, and cost-effective.
- Characteristics: Focused on profitability and growth, prioritizing high-quality products, staying updated on industry trends, and maintaining competitive pricing.
- Communication: They prefer email for initiating contact as well as consistent communication; also respond on internal and external B2B communication platforms and enjoy in-person communication at industry trade shows.

Goods Manufacturers

- Demographics: Varied ages and locations (aged anywhere 18-70), with education ranging from technical degrees to business backgrounds.
- Psychographics: Production-oriented, innovation-driven, scalability-focused, and cost-conscious.
- Characteristics: Emphasize efficient manufacturing processes, continuous improvement, adapting to evolving needs, and optimizing production costs.
- Communication: They are receptive to various communication channels, such as email, phone calls, and video conferencing, and attending industry trade shows and conferences.

Goods Distributors

- Demographics: Typically aged 30-55, with varied regional and national locations and bachelor's degrees or higher in business or logistics.
- Psychographics: Logistics-focused, market-savvy, relationship-oriented, and data-driven.
- Characteristics: Prioritize efficient warehousing, understand trends, build partnerships, and utilize data analytics for optimization.
- Communication: For day-to-day business needs, they primarily rely on email communication and participate in industry conferences and networking events.

MESSAGING STRATEGY

Target audience (*consumer stakeholders*):

- Demographics: Trendy individuals aged 18-40 with varying income levels.
- Psychographics: Fashionable, value-conscious, interested in expressing individuality, and environmentally conscious shopping.
- Characteristics: Follow trends, typically shop new styles, and enjoy convenience as well as straightforward shopping experiences.

Key Messages:

- Express Your Unique Style: TrendyMart invites you to showcase your unique style with our trendsetting products. Shop fashion, home decor, electronics, and more to stand out and express your individuality.

- **Integrity in Sustainability:** At TrendyMart, we prioritize sustainability and ethical sourcing. Our products reflect our commitment to minimizing environmental impact, allowing you to shop with confidence and conscience.
- **Innovation-Led Fashion:** Stay ahead of the curve with TrendyMart's innovation-led fashion offerings. From cutting-edge designs to tech accessories, our products empower you to embrace the future of style and functionality.

Key Value Propositions:

- **Trendsetting Variety:** By shopping at TrendyMart, you can express your unique personality with our vast selection of trendsetting products across fashion, home decor, electronics, and lifestyle categories. With our constantly updated collections, you can always find the latest styles and innovations.
- **Exceptional Value and Quality:** Enjoy exceptional value and quality with every purchase at TrendyMart. Our commitment to offering high-quality products at affordable prices ensures that you get the best value for your money without compromising on style or sustainability.
- **Seamless Shopping Experience:** At TrendyMart, convenience meets style. Our user-friendly website and efficient customer service make shopping with us straightforward and hassle-free, allowing you to focus on what matters most—expressing your individuality through fashion and lifestyle choices.

This messaging strategy touches on the key aspects of TrendyMart's typical consumer profile: a desire for trendiness, a value of sustainability and high-quality products, and a very easy and functional shopping experience. These key messages and value propositions also set TrendyMart apart, as it isn't hurting the environment like many other trend-forward retail chains (Forever 21, TJ Maxx, etc.), and has equally trendy options to choose from with the added benefit of seamless shopping.

Integrated Marketing and PR Plan

Content Creation

- Content creation is an essential pillar of TrendyMart's integrated marketing and PR plan. A large portion of TrendyMart's in-house social/PR/marketing team needs to be dedicated to trend-tracking and having an "ear to the ground," in order for content to remain fresh, relevant, and authentic.
- Social media:
 - Influencer partnerships can be achieved through non-sponsored, gift-oriented posts (sending free products to influencers in exchange for implied free promotion).
 - Influencer partnerships can be achieved through sponsored, paid posts in which influencers promote TrendyMart products, positively describe/portray their in-store or online shopping experience, and more.
 - Create content (graphics, photos, and videos) that highlight TrendyMart's products. With TrendyMart's in-house content, it's critical to closely track trends in fashion, technology, and home decor in order to create an authentic and in-touch social media presence.
 - A recent popular trend is to integrate company staff into content (especially short form videos like TikToks and Reels that highlight current trends on the platforms). This humanizes TrendyMart, as you can become more familiar with its employees.
- Articles and videos

- Long-form written and video content can be produced for TrendyMart's website, for customers who want to learn more about various facets and initiatives of the company. Potential topics can include: sustainability practices, trend spotting, product curation, etc.
- Webinars and Q&A sessions can be hosted that feature especially popular figures in fashion, technology, etc. to demonstrate TrendyMart's commitment to partnering with relevant, interesting people.

Media Relations

- Utilize online pressroom and press kit; provide frequent substantive updates/news via press releases.
- Media representatives/contacts should be easy to locate on the website. They should be highly responsive and professional to foster a positive relationship between the press and TrendyMart.
- Virtual press conferences can be held when big decisions/news occur or to provide additional clarity on various events if it will improve TrendyMart's transparency or reputation.
- Earned media should be promoted on relevant social media channels.
- Overall, media relations efforts should improve TrendyMart's communication with the general public and create a transparent, honest, and reliable dynamic with the press.

Community Engagement

- Highlight TrendyMart Cares community initiative to provide educational resources to fund the next generation of trendy creatives through in-store posters, student testimonials, and the ability to donate to #TMC at checkout
- Cultivate an online presence for TrendyMart Cares by posting social media videos showcasing the initiative in action in local communities.
 - Videos could include #TMC workshops where high school students design and present fashion items or draft drawings of innovative products
- Communicate #TMC initiative professionally through digital newsroom via initial press release and further article postings highlighting workshop events and funding milestones

Crisis Communication

- Monitor and respond professionally to any comment activity or potential posting on social media hubs, digital forums, and news platforms for any hate or dissatisfaction surrounding TrendyMart, and react swiftly to counteract brand image threats.
- Host hybrid stakeholder conferences every six months (as outlined in implementation timeline) to both gain feedback from stakeholders on campaign success and provide resources to better prepare them for crisis management.
- Hire a crisis management team responsible for creating stakeholder conference workshops, responding to brand image threats online, and communicating via newsletter and email to address internal and external crisis

Implementation Timeline:

Month 1: Preparation of Launch Initiation and Strategy Solidifying

DEADLINE End of Week 2:

- Crisis Communication Plan Addressed

- Crucial to do this first to ensure that plan is in place in case of any misfires or emergencies that may arise
- Media Relations Content Published
 - Pressroom activated and published to address any questions from media that may arise throughout the campaign; messaging strategy finalized regarding key messaging and sustainability initiatives

DEADLINE End of Week 4:

- Identification search of relevant social media pages and brands TrendyMart can partner with to further earned media content
- Initial drafting of content for social media and community engagement channels (Ex: in-store and virtual posters promoting the expression of one's unique style; #TrendyMartCares initiative)

Month 2: Content Development Rollout

DEADLINE End of Week 2:

- Content posts finalized through month three, including any relevant graphics and customer testimonials needed to brand TrendyMart's key messaging appropriately

DEADLINE End of Week 4:

- Pre-launch content teasers suggesting the "new shift" in TrendyMart branding occurring, highlighting the expression of one's unique style, sustainability initiatives, and community engagement

Month 3: Official Content Launch and Initial Feedback

DEADLINE End of Week 2:

- **MILESTONE:** Content is officially launched on social media channels, initiating consumer interactions and feedback. Press release distributed online via press room highlighting the novel campaign

DEADLINE End of Week 4:

- Secure first round of influencer promotions to further highlight TrendyMart's campaign among trendsetting youth creatives with notable digital platforms

Month 4: Further Consumer Feedback and Interaction

DEADLINE End of Week 2:

- Send out initial surveys to consumers who follow our social media pages to inquire on the initial and continuing success of the campaign
- Survey questions should surround whether or not the digital campaign has persuaded them to shop TrendyMart, and if they feel our community engagement initiatives are efficient

DEADLINE End of Week 4:

- Launch a program inviting engaged consumers (such as those who completed the survey) the opportunity to become a TrendyMart digital representative and further advocate for the brand's

campaign on social media via story and feed posts in exchange for free TrendyMart clothing and lifestyle items monthly and a small commission on sales

- Send out a press release announcing this program

Month 5: Stakeholder Communication and Engagement

DEADLINE End of Week 2:

- Host a hybrid stakeholder conference meeting at TrendyMart's headquarters
 - Discuss the success of the campaign so far and any concerns that still need to be worked out and addressed
 - Offer training resources to employees and partner brand representatives via conference workshops to further cultivate a shared understanding of TrendyMart's key messaging

DEADLINE End of Week 4:

- Send out a survey inquiring about the conference's positives and negatives to stakeholder attendees
- Send out a press release on the digital pressroom highlighting the conference and the goals it set out to achieve alongside stakeholder testimonials

Month 6: Final Evaluations and Brainstorming Adjustments

DEADLINE End of Week 2:

- **MILESTONE:** First phase of campaign completed with final rollouts of content postings and community engagement offerings in regards to TrendyMartCares #TMC

DEADLINE End of Week 4:

- Conduct multiple focus groups in various regions where TrendyMart in-person stores are prevalent to gauge interest in the campaign and evaluate future routes of opportunity

Measurement and Evaluation

Messaging Strategy KPI: Consumer Recognition and Brand Identity

Metrics Goals:

1. Brand Awareness
 - Brand Recognition: Achieve a 15% increase in brand awareness among the target audience.
 - *Brand Recognition Rate:* Attain a brand recognition rate of 60% or higher within the first six months.
 - Share of Voice (SOV): Target a SOV of 25% or higher in industry-related conversations or mentions compared to competitors.

Messaging Strategy KPI: Engagement

Metrics Goals:

1. Website Traffic and Engagement
 - *Number of Unique Visitors:* Aim for a 20% increase.
 - *Pageviews per Session (PPS):* Target an average of at least 1.5 PPS.
 - *Time Spent on Website:* Achieve an average of 2.5 minutes or more.
 - *Increase in Blog Post Views:* Aim for an 18% increase.
 - *Increase in Newsletter Sign-ups:* Target a 6% increase.
2. Social Media Metrics

- *Follower Growth Rate*: Achieve a monthly growth rate of 10%.
- *Engagement Metrics*: Aim for an average 3% engagement rate across all posts.
- *Sentiment Analysis*: Maintain at least 85% positive sentiment across all mentions.
- *Increase Social Media Mentions*: Target a 2-5% increase.

Media Relations KPI: Media Coverage

Metrics Goals:

Media Coverage

- *Number of Press Mentions and Articles*: Secure at least 10 press mentions and articles in industry-specific media outlets within the first six months.
- *Reach and Impressions*: Aim for a total reach of 100,000 and 500,000 impressions from media coverage.
- *Sentiment Analysis*: Maintain at least 70% positive sentiment in media coverage.
- *Press Releases*: Publish 5 new press releases quarterly.

Community Engagement KPI: Community Growth

Metrics Goals:

Community Growth

- *Growth of Online Communities*: Aim for a 20% increase in members within six months.
- *Feedback and Sentiment*: Maintain at least 90% positive feedback and sentiment from community members.
- *Increase in Forum Members*: Target a 12% increase.
- *Event Attendance and Participation*: Strive for a minimum of 100 attendees at each event.

Crisis Communication KPI: Response Time/Resolution Rate

Metrics Goals:

- *Response Time*: Achieve a response time of less than one hour, with 90% of inquiries addressed within 24-48 hours.
- *Resolution Rate*: Attain a resolution rate of 90% or higher for customer inquiries or issues.

Plan for Monitoring, Measuring, and Adjusting

1. Set up monthly reporting intervals to review KPIs and performance metrics across all categories.
2. Analyze performance metrics to identify strengths, weaknesses, and trends, and correlate strategies with metrics for adjustment.
3. Gather feedback from stakeholders to supplement qualitative data.
4. Benchmark performance against industry standards.
5. Make small adjustments to strategies, content, and messaging based on data.
6. Implement A/B testing for messaging and content optimization.
7. Regularly check in with stakeholders to ensure messaging strategies align with organizational objectives.

Time-Specific Plan:

- Hold bi-weekly small team meetings and monthly large team meetings to review KPIs and performance.
 - During these conversations, analyze the metrics to identify strengths, weaknesses, opportunities, and threats.
 - Adjust strategy accordingly.
- Regularly monitor customer feedback channels (formal ones including surveys or interviews, informal ones being comments on social media platforms), and identify SWOT and trends.
- Every quarter during all-company meetings, present analysis comparing TrendyMart to competitors, with a focus on media relations and content.

General guidance:

- Measuring success should focus on conversion and retention rates, as well as time spent on site. Views are more important than likes, but likes are a stronger demonstration of content quality.
- If a strategy or approach is not bearing fruit within a reasonable amount of time and appropriate adjustments have been implemented, move on to prevent draining resources.
- Trend monitoring should be a top priority not just for product sourcing, but for content creation and various media campaigns.