

Student Name

Course Name

Teacher Name

Date

Introduction

University Boutique offers a unique opportunity to attract the desired target market through an effective promotional strategy that encompasses the needs and wants of young women in college between the ages of 18 and 22. This demographic possesses a high degree of fashion consciousness, since young women of this age group tend to seek the newest styles and trends throughout all seasons. As a result, the promotional strategy must convey a sense of modernism and appropriateness that identifies with this population and supports their needs most effectively. The promotional strategy should convey the importance of fashion for the young student female on the go and with many obligations who also wants to look stylish at all times. The University Boutique will cater to this female target market and provide them with fashions for their busy lifestyles, making them feel empowered and in charge of their lives. The budget for the proposed promotional strategy will emphasize online and print advertising in the local community to attract interest, accompanied by a commercial spot on local television to run at various times throughout the day. These steps will generate interest in the boutique and provide a summary of its primary objectives as a promoter of style and fashion for the local college community.

Integrated Marketing Communications Objectives

The University Boutique requires a high-level approach to marketing and communications that will be effective in advancing the organizational mission and vision. It is

important to identify the resources required to meet these expectations through a comprehensive framework which supports a fresh perspective regarding fashion that is different from what is typically seen in larger retailers. In the boutique setting, marketing is likely to be more distinctive and appropriate for an eclectic yet stylish female college student population.

Achieving interest in and awareness of the Boutique is a critical component of the marketing and communications strategy, and this is accomplished through a unique approach, designed to target the designated market through messages that suit the audience's sensibilities. These activities are likely to create positive attitudes in the target population towards the business and its overall mission. Through this strategy, a brand image is likely to develop, and it is anticipated that this image will demonstrate a favorable approach towards improving business visibility and other positive results. There are considerable efforts required by the leadership team in order to accomplish the desired objectives and to demonstrate the importance of creating a brand image that will support the overall functionality of the business and its attractiveness to local consumers through its sense of fashion and what the customer wants. The proposed plan must also demonstrate an opportunity to examine how the organization will attract new customers and how it will determine the needs of college students who are new to the community and who are seeking fashionable looks. A creative strategy must provide a means of examining the different aspects of the business, and the products that will be sold at the designated location. An expansion of sales must be generated through a carefully executed marketing strategy that will engage local customers with the mission, and help them understand the apparel and clothing lines the Boutique offers. By attracting new customers, there is a greater likelihood that the organization will be successful in generating new sales and increasing its sales growth through

the selected strategy that supports the needs of local patrons during different seasons throughout the year.

Media and Promotional Plan

Any print advertisements created by the organization are likely to increase interest in the business if they target the appropriate audience and are unique and distinct from all others (Forbes). The advertisements must be tangible in nature, demonstrate a high degree of credibility for the business and its products, offer an opportunity to brand the business and to develop a recognizable and attractive logo, cater to the target market through selective advertising, and engage current and potential customers through the print advertisements that are created (Forbes).

In sponsoring a fashion show, the organization is likely to benefit from expanded advertising, designed to facilitate interest in the business and its products. It is expected that this fashion show will attract local college students and garner enthusiasm for the organization and its brand before, during, and after the event has taken place. The fashion show will serve as a showcase for the organization to introduce its products to the target market and provide prospective customers with a glimpse of what the business has to offer, both now and in the future. This strategy will support greater visibility for the University Boutique name and brand, as well as for the local college student population.

In-store sales and promotions are likely to be successful vehicles that will encourage higher foot traffic for the store and the potential for increased sales. Promotional discounts through coupons, received via text messages or emails, are likely to be favorable incentives to visit the store and to see what it has to offer. In addition, the boutique and its sales staff must be attentive to the needs of its customers during in-store promotions and coupon advertising so that

the business is prepared to answer questions, address future products, and provide style guidance as necessary. Furthermore, a fashion show press release will provide the business with a means of promoting the fashion show and the styles that will be available at the store. Finally, a radio commercial will offer another glimpse into the store in an audio format so that additional interest is generated in the products that will be available. These efforts support a promotional strategy that is driven by a specific narrative and persuasive tools that will accommodate consumer needs effectively (Phillips & McQuarrie 368).

Media Selection Rationale and Media Schedule

The promotional strategy for the University Boutique must be accomplished in a timely manner over the next three months in order to generate maximum interest in the business. For example, the month of July will offer a print advertisement for the store that will run over the first two weeks in the local newspaper. During the Fourth of July weekend, this advertisement will be particularly useful in generating foot traffic during the busy holiday weekend. July will also include a radio commercial that will run over the last week of the month, and not only will it advertise the store and its products, but also the upcoming fashion show that will be held in the first half of August. The fashion show press release will also be issued during the month of July in order to promote the date on which it will be held, the time and location of the show, and the business itself. These events will provide a strong lead-in to the events that will take place during the following month.

During the first week of August, the organization will hold its first fashion show which is likely to generate much attention from the local press, as well as from current and prospective customers. Leading up to, during, and after the fashion show, there will be special in-store sales and promotions in order to increase foot traffic into the store and boost sales, with the

anticipation that repeat customers will visit the store in the future. Once the hype from the fashion show subsides during the second half of August, an additional print advertisement will run in the local newspaper to welcome students back to school. In addition, the store's website will provide an online coupon, and also a text coupon by signing up, to receive text-based information and discounts.

Once school is back in full swing in September, the store will air another radio commercial spot to generate interest in the business. In addition, print advertising in the local newspaper will further expand the visibility of the business and increase traffic into the store, particularly on the weekends. Furthermore, in-store promotions, including discounts on specific products, will be held so that customers are more likely to purchase a larger number of products that will generate higher sales for the business. These discounts are likely to attract college students and will most certainly provide additional exposure for the business as it continues to expand its presence in the local community.

Conclusion

The proposed promotional strategy for the University Boutique must be able to offer a comprehensive means of supporting the business and its primary focus. The fashion show (to be held in August) is a significant component of this strategy, along with print advertising, radio promotion, a fashion show press release, and continuous in-store sales and promotional discounts, particularly during the weekends. These alternatives will provide a basis for enabling the business to increase its visibility and its sales figures during the summer months and into the back to school season. Since the business caters to a young college-age female market, back to school is a critical stage of the promotional strategy and requires a means of examining a sales-

based framework that will support and enhance the growth of the business during this specific period.

Works Cited

Forbes (2014, June 7). *Print is Dead? Not So Fast*.

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Phillips, B. J., and McQuarrie, E. F. (2010). Narrative and persuasion in fashion advertising. *Journal of Consumer Research*, 37(3), 368-392.

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