



## Marketing Plan

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# Vision

Union Square NYC will use online marketing to grow sales, membership, and increase visibility in stores such as Marshalls, TJ Maxx, and Ross. These are first places for our brand placement.

“One out of five purchases is already happening online” (Bahulkar 62). Embracing this change in today’s shopper, using other online shopping outlets beside our own website, will allow for more exposure of our brand to spread awareness through marketing campaigns. Union Square NYC brand will pursue to make an impact on the buying patterns of 14 to 28 year old women. If majority of marketing focuses in-store, brick-and-mortar, it will mostly cost more...[L]ead departments like Macy’s and Kohl’s to record severe profit losses this quarter due to this style of marketing (Jamrisko 1). Build it and the masses no longer apply in retail. Aiming efforts towards marketing online and other types when retailer needs to redefine itself will create revenues.

## **Business goals include:**

- Grow sales to \$2,500,000 in the third year
- Growing sales in fifth year to \$5,000,000
- Increasing referred customers

## **Tactical goals include:**

- Establish brand in outlet stores: TJ Maxx, Marshal’s, and Ross
- Establishing a thorough Web resource of Union Square Brand, as shown by the number of links to other sites
- Establishing a useful email newsletter, as shown by the number of subscribers
- Use Word of Mouth marketing (styling of marketing described in the book Contagious by Jonah Berger).

## **Purpose of Branding and Marketing**

Style Preppy Grunge is our product offering. Preppy Grunge style isn’t offered in one store, one place. Preppy Grunge uses the cutes from Preppy styles, but the coloring and motifs from Grunge styles. By creating a source for persons looking for this specific style, their shopping experience will be more pleasurable. Consumers like shopping at multiple stores, by our brand being complementary to other stores, offering different products will allow our brand stand out more. Customers will find more pieces they want to buy at Union Square NYC, and buy more items that match with the complementary products from other stores. This is where we will reap the rewards by this offering Preppy Grunge styles.

## **Ideal Customer**

Ideal customer is from the age groups: 14 to 28 years old. There are specific values and differencing preferences in this demographic, considering the number of years in this age range. Below this age range is separated into three groups.

If we ignore these differences in ages, the offering will be considered too broad for customers' specific needs. It will cause the individual customers to feel ignored, or worse, be uninterested in the general product offerings because the product is trying to satisfy too many different tastes. By understanding specific needs of the customer, our product offerings will be better positioned to be sold to these individual groups. Union Square NYC will better understand their clients, thus create marketing campaigns that are more effective to each group by conducting research to understand these preferences. There will be a better return on investment on to marketing costs if this is done.

Demographics of our customers:

- 14 to 18 years old: High school girl
- 18 to 22 years old: College girl
- 22 to 28 years old: Young Adult women

Certain styles and products can cross these three groups.

### **High School Girls**

High school girl tends to be novice and pick flashier products. Teenagers want to look different from each other now, where in the old days they all wanted to look the same (remember hay-days of Abercrombie & Fitch, American Eagle, and Aeropostale with logos – no longer is the case) (D'Innocenzio 1). It used to be that high school girls wanted to dress exactly like their peers (D'Innocenzio 1). “Teens buy clothing and accessories from differences stores instead of just one. They may shop from Forever 21 to off-priced stores like TJ Maxx and online. Amazon is expanding private-label fashion business, while stores also have competitors from overseas. Example would Primark, which “sells trendy cheap items like \$7, made its foray last year in the U.S.” (D'Innocenzio 1). This means if they can find a better deal online, they are more likely to purchase it.

### **College Girls**

18 to 22 College girls traveled hundreds or thousands of miles from their respective homes to receive their education. This demographic generally redefines over the course of her time spent in college. This is where we will have most the market because the redefinition of this girl would lead to Preppy Grunge. The consumers that start as loyal customers in the high school demographic are more likely to purchase this line of older clothing. Her wardrobe may only require an update due to peer preferences.

If we do lose loyal customers from the high school demographic because of tastes have changed, we will gain other customers from different brands that fall into the same conundrum. Targeting advertising to the stores that we most likely attain new customers would be an advantageous if this situation were to arise.

## Young Adult

Ms. Mcleod, a consultant on Millennials in the work force, says Millennials find stories more “compelling than figures” (Gellman 1). Having come up with a higher purpose brand similar to Lululemon, we will continue fill in this niche of the market.

“Millennials are fueling the shift. ‘We can’t afford to get social media experiences wrong with that group,’ [Claude Sirois, president of Ivanhoe Cambridge Retail] said. “It’s 10.5 million people. They view shopping as entertainment, which may be more important than buying. It all boils down to the experience you can offer them” (Edelson 34).

We will encourage customers to create their own content about the brand, memes, and instances of actually wearing the brand. In essence, they will tell the story with the product as integral part. This is one of the many ways that we will create a dialog with customers. Young adults enjoy brands more when they can have conversations with the company they purchase from.

“Shoppers in their 20s and early 30s in particular often prefer unusual or unknown brands over established labels, according to recent research by NPD Group” (Binkley 1). 22 to 28 young adult women are becoming more actualized in what she wants. She may work in field where dress has more choice, or she has to look semi-professional every day at work.

Our company’s mission will be: “How to make clothing more comfortable for every day living?”

## Differentiators

Union Square NYC differentiates itself from other brands by having a specific brand offering that no one else has: Preppy Grunge. Since this style has not been defined by anyone else, the opportunity to create this new style will give us an edge in the industry. We will create new pieces for Preppy Grunge in new versions (Preppy Grunge: Ocean beach attire, Preppy Grunge meets inspirations from Ancient Egypt) before others start copying our style. Union Square NYC will continue to push for different unique styles to the brand that will help stay in our market category.

## Core Strategy

We offer styles and clothing that allow our customers to be stylish and comfortable at the same time.

Ideal Results:

- Selling to persons who enjoy Preppy Grunge
- Create a strong brand by use of social media and guerilla marketing
- Aspire a loyal fan base, shown by having at least 800 individuals sign up for Union Square NYC membership in the first two years – then exclusive invitations from current members afterwards
- Have young designers from Parsons to design for this brand

## Core Branding Elements

Visual look of the Union Square NYC brand will be supported by the following:

- Simple logo
- Color theme: green and blue similarly found at Union Square in Manhattan
- Use of this logo and color theme on all advertising materials, business cards, product description cards
- Website featuring company logo and color theme, along with links to information with mission and other companies that in the same style offerings
- Facebook page and email newsletter sharing the same logo and color theme

It becomes important to control where your brand is. By keeping the price consistent on all platforms, you are able to make more money (Margolis 1). Jay Margolis, chairman at Intuit Consulting says that retail needs to revive itself and change how it does business (Margolis 1). By innovating consistently as does Nike, this will allow prices not to be discounted (Nike being one of the few retailers who doesn't have to do mark downs) (Margolis 1). We will be innovative in the stylish products, creative marketing to make a loyal following, and seeing what new ways to sell retail.

## Product/Service Innovation

Union Square NYC will seek to create a larger audience from pre-existing groups: Preppy and Grunge buyers.

Preppy dressers will find pieces that will go with their wardrobe and Grunge dressers will find other pieces that go in their wardrobe. The mix of these two styles is purchased by those who specialize in Preppy Grunge. We want to make this market aware this is the style that they prefer and buy unconsciously. We bring this to light because no one has tapped into this market yet

## Prospecting

Website advertises our brand and purpose. The electronic weekly newsletter are available for sign-up on the website to offer information to the store.

### First Initial Contact (Those who enter the store and first shop experience online)

The first 1,000 Initial Contact clients will receive surveys so that Union Square NYC brand can understand our market and therefore, offer more products they will purchase.

### Loyal Customers (Customers who return for a second purchase)

Union Square Loyalty program takes place a year after using the "special weekly newsletters". The Loyalty program allows customers to give feedback on potential new items for the brand. There will be polls about new products. A program we could run would allow the first 100 voters to get the exclusive to purchase the item one month before the product hits the market, if 1,000 persons voted in favor of the item.

Loyalty program participants can send a picture, refer someone, or purchase two items a month to get the weekly newsletter. If loyal customers referred a new client, they get one offering of 20% specific items in the store instead of 10%. The referred clients added will receive similar discounts.

### **Product Line: Self-Design**

“Orlebar Brown is now offering a brand new ‘design your own’ service that gives you the opportunity to turn your favorite snaps into luxury swim trunks. The SnapShort 2.0 app will allow anyone to take his favorite Instagram photos onto his very own Orlebar Brown photographic shorts. It doesn't have to be a photo of a beach; you could select a sketch, a pattern you've seen on the way to work, graffiti art, or family memory. Anything you want. Even selfies, because there's nothing more eye-catching than wearing your face in your own lap...The app is an update on a prior version of SnapShort, which allowed monthly contest winners to design their own bathing suits. Now anyone can do it, for a price. Depending on the sizing, the trunks start at \$595” (Ankari 1)



(Ankari 1)

Green product fabrics made available to consumers to customize their products with would be added bonus to this specialized product. The three demographics mentioned are concerned with being more individualized versus looking like the crowd. Although the mark-up is bigger because of the prep and execution for customized items, we would be able to charge more for the service. This service product offering would make the brand more beloved by our audience (and help spread word of mouth with our services offering). The customizable services are different from what other retailers are currently doing. Union Square NYC brand offers this service so that it can have a stake in profitable niche and stand out from the pack.

### **Price Rationale**

Union Square clothing prices will be similar to H&M and Forever 21. The price range would be dependent on the cost of construction of the outfit (\$30 to \$100). Items that are hand-crafted by individuals will be priced 50% to 100% higher than large quantity made product.

Partnership with a jeweler, to create accessories just for Union Square NYC would be desirable. These items would be placed under \$40. Jewelry items would be placed by the cash register once a store is in place to entice last minute orders.

Other accessories like belts and scarfs would be sold online. It would be wise for the website to make these products “recommended” when the consumer is at the checkout online. These could be gifts for their friends and family. These would be considered impulsive purchases.

## Marketing Materials

The marketing kit focuses on creating materials so that the businesses can provide referrals (Macy’s, JC Penny’s, Urban Outfitters). The marketing kit includes:

- Introductory letter from Union Square NYC management tailored to the specific recipient
- Overview of the business - mission, business model, and target demographic of Union Square NYC
- Customer testimonials, solicited from members of the Loyalty Program
- At least one case studies on a featured supplier of Union Square NYC
- Description of the referral program

The customer experience is vital for new businesses. To keep participation of customers, we must remain proactive.

Customer marketing materials include:

- Our own stock of Instagram and Snapchat photos prepared (one month ahead of their postdate, although can be adjusted for changes in the fashion industry<sup>1</sup>)
- Use photos from client experiences from the loyalty program
- Post ideas for new clothes to be made (votes are only those in loyalty program (after one year of participating) to purchase exclusive clothing if they are the first 100 to vote on the items that get 1,000 or more votes).

## Web Plan

Union Square website will be a valuable resource to customers by listing events, groups, and local businesses that serve the needs of our mission statement with our target market. Our website (and if we use website subsidiaries) will sell items directly to customers.

Pages of the website will include:

- About us - Mission and vision of the store
- Supplier profile

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<sup>1</sup> Vogue magazine works one month ahead on each issue. This would be a good standard to follow for posting fashion photos.



- Slideshow of products
- Company Contact information
- Membership/Loyalty program description
- Business referral program description
- Sponsorship description and link to the sponsored group
- Local event listings
- Organization listings of like-minded organizations
- Business listings of like-minded businesses

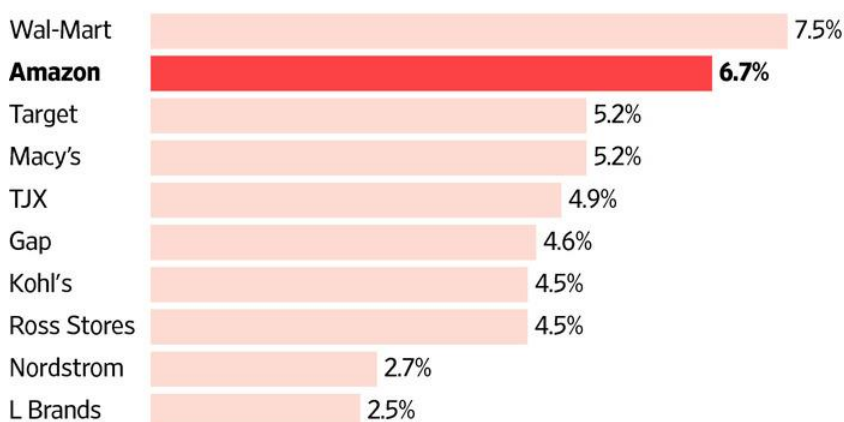
### Other Online Outlets for Revenue

“Gap Inc. Chief Executive Officer Art Peck said the retailer would consider relying on third-party sellers such as Amazon.com Inc. to reach customers...‘To not be considering Amazon and others would be ~ in my view ~ delusional,’ Peck said at the company’s annual investor meeting... ‘We are always considering all of the opportunities beyond our traditional mix of channels and stores. Amazon is certainly one, and there are others as well...Amazon entices more clothing shoppers, it’s poised to become the No. 1 U.S. apparel retailer by next year, according to Cowen & Co.’” (Rupp 1).

“Amazon Prime adoption has increased across all income brackets in each of the past five surveys with this survey indicating Amazon Prime exists in 51% of households of the teens in our survey. This survey, along with other previous Piper Jaffray consumer surveys, suggests that there are 57-61 million Prime households in the U.S” (A Collaborative Consumer Insights Project 1). Our teenage demographic would respond to the Amazon Prime offered with Union Square NYC products, if the products are sold on Amazon.

### Price Check

Amazon is estimated to be the second largest apparel retailer in the U.S. Share of total U.S. apparel sales, by retailer



Sources: Euromonitor, Forrester, Morgan Stanley

THE WALL STREET JOURNAL. (Kapner 1)

Amazon Fulfillment can be done on their website and also on different platforms (even set up to our website domain). Considering that shipping is the biggest concern to consumers in regards to online shopping experience, having Amazon handling the shipping would be wise. They would take care of orders and give back the data, as well as help with returns. Further investigation is required for pricing through Amazon.

Thus, it has become imperative to sell to other outlets than just our own website. If this is done, it is important to keep in mind that pricing and brand need to stay consistent through all these different outlets. This consistency can mean life or death for the brand. If the trust for the brand is lost, profits will go down.

### **Walmart**

“Wal-Mart Stores Inc. is testing a two-day shipping subscription service and building a regional delivery network, in the boldest attempt yet by a major traditional retailer to compete head-on with Amazon Prime. As part of the project, Wal-Mart, the world’s biggest retailer, will shift more inventories to eight massive e-commerce warehouses around the U.S., the last of which will be built by year’s end. The company will also put its major transportation fleet and logistics know-how up against Amazon.com Inc. as it makes a play to meet Amazon on its own turf” (Stevens 1).

Our demographic is more concerned with online shopping and shipping. Working with Walmart, would help with satisfying these consumer’s needs if they do intend to be competitive with Amazon’s shipping.

## **Social Media Plan**

Union Square NYC Facebook Page will feature similar information to the Union Square NYC website, with a few differences:

- Company Facebook page will allow users to engage directly with the company by posting clothing likes, dislikes and ideas to the Wall, which will be answered directly by the Brand Management
- Users of Union Square NYC website will be invited to become followers of the Facebook page in order to receive the email newsletter via Facebook and additional updates on new fashion styles
- Discussion topics will be posted by management about living comfortable, staying healthy, and to encourage users to contribute ideas for fashion through discussion forums

### **Facebook and Instagram**

“According to Facebook, more than 2.5 billion products have been uploaded onto Facebook and 440 million people have viewed products in dynamic ads on Facebook in the last three months...While Instagram’s numbers pale in comparison, it hopes to catch up. In April’s earnings call with investors, Facebook chief executive officer Mark Zuckerberg said Instagram is growing, with more than 400 million active users and more than 200,000 businesses advertising on

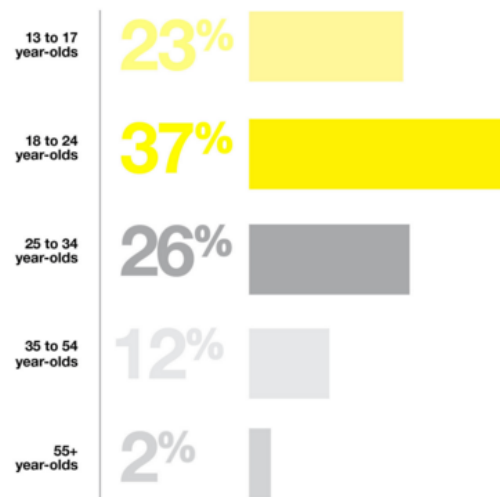
Instagram every month...Facebook chief operating officer Sheryl Sandberg called Facebook and Instagram ‘the two most important mobile ad platforms out there...We have this very broad reach on both platforms,’ she said, ‘plus the ability to target very specifically’” (McDowell 1).

“According to Facebook’s most recent earnings report, more than 200,000 businesses advertise on Instagram each month. Given the network’s steady rise in popularity and the fact that its advertising offerings became available in more than 30 new countries on September 30, we can expect that number to grow a lot further in the future” (Which Social Networks Do Advertisers Rely On 1).

If we want to spend our dollar wisely for advertising, the ability to target our demographic so exactly would increase sales. Presenting relevant content to the audience we are making our products for would create a gain in sales. Facebook and Instagram are the launching platforms for online marketing campaigns because of their abilities to target audiences. Instagram allows users to watch videos. Video watching on Instagram has increased 40% over the last six months (McDowell 1). Videos showing how to use the product and creating relevant content for our demographics would join the marketing evolution seen from “last year’s events like the Oscars after party in the case of Vanity Fair” for Instagram videos (McDowell 1).

## Snapchat and Instagram

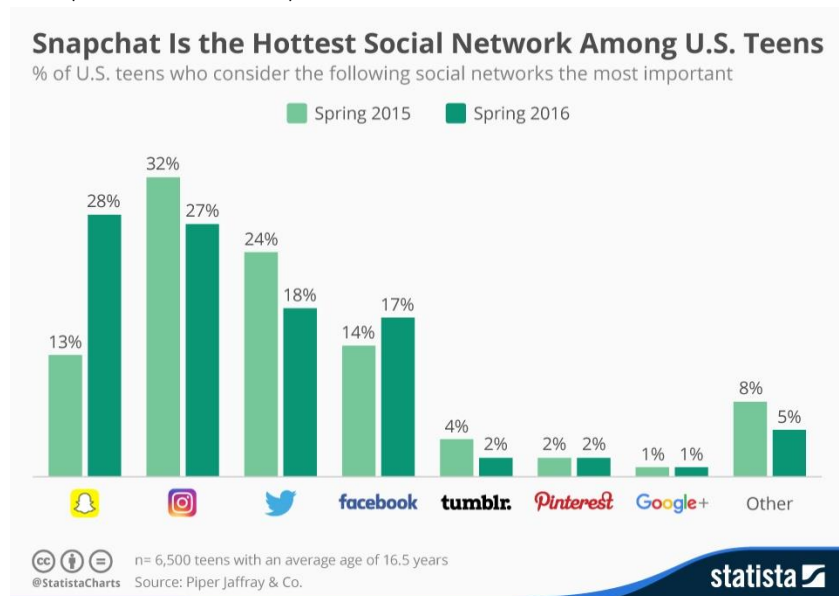
Snapchat Monthly U.S. Users



Source: Snapchat internal data

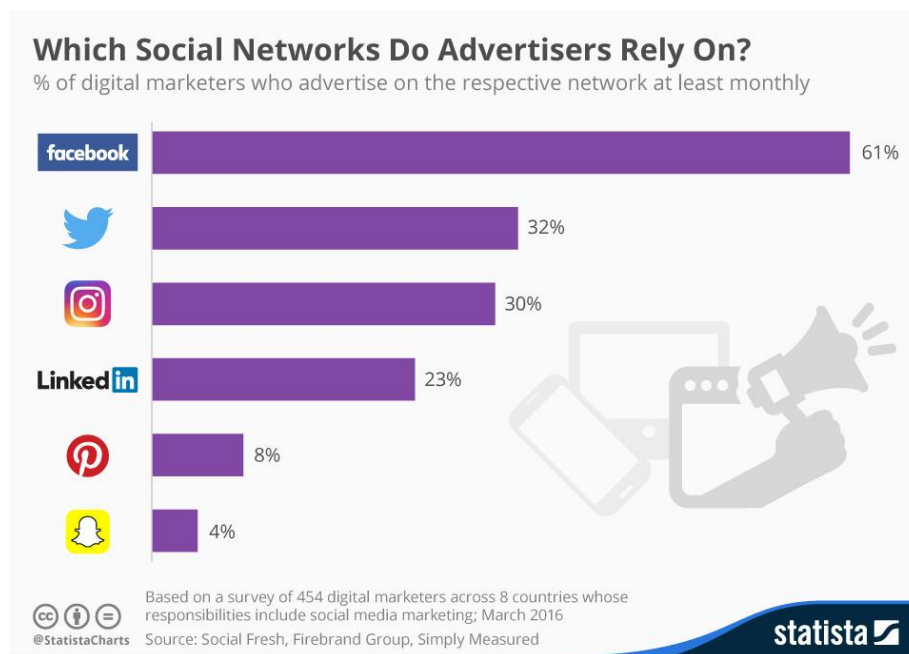
(McQuillan 1)

## Snapchat (Continued)



(Richter 1)

“28 percent of the 6,500 teenagers polled this year named Snapchat as their most important social network, propelling the chat app past Instagram and Twitter, which both saw their popularity among America's youngsters decline over the past 12 months. Snapchat may have conquered the hearts of teenagers, but it has yet to win over advertisers According to a recent report, the app trails its peers by a mile in terms of utilization in advertising campaigns” (Richter 1).



(“Which Social Networks Do Advertisers Rely On” 1)

“According to a research report by Social Fresh, Instagram is quickly gaining popularity among marketers and could soon take Twitter’s place as the second most important social advertising channel” (“Which Social Networks Do Advertisers Rely On” 1).

Instagram is a growing market with sales speaking for themselves. Snapchat viability to make sales is still underway. If we take a market that few are using to advertise, our dominance for Snapchat and Instagram users would be greater, rather than trying to follow other advertisers.

Spend the social media budget on Facebook advertising as well as to get creative with Snapchat and Instagram. This would be vital. If we can create a strong niche within Snapchat and Instagram, Facebook users would eventually follow. It is better to tap growing markets rather than spending the majority of the social media budget on established forums. The plan is to produce a dialog started in Facebook; however, makes sure it draws traction from Instagram and Snapchat too. Using Instagram and Snapchat as well as Facebook to advertise, would give the company a strong hold on new markets (Snapchat and Instagram), plus using Facebook, a forum that already proves it creates revenues.

## Youtube.com

“Teens are spending more time on Netflix and YouTube as opposed to traditional TV. The amount of time they spend on these websites combined equates to 66% versus traditional TV at 26%” (A Collaborative Consumer Insights Project 1). If we make videos for Instagram, we can also post other videos on Youtube. Our main demographic, teenagers, would respond to Youtube clips about how to use the products. This would lead to traffic for the online store as well as our other social media platforms.

## Online Shopping Network

The market found online shopping networks is increasing:

“Statista.com projects that by 2017, the number of television devices connected to the Internet will be 147 million. In 2012, that number was 78 million. ‘In Canada, 20 percent of Canadians have disconnected from a cable operator. We are following that trend. America is bigger and slower on the uptick. When we get moving, we will move very fast [to disconnect],’ [Ester] Kestenbaum, cofounder and chief executive officer of theshops.tv] said...[Q]uarterly results at the home shopping networks could have been better, even though everyone has been operating against a tough retail backdrop. Liberty Interactive, the parent of QVC, said first-quarter results saw adjusted net income fall 12.9 percent to \$176 million on a total group revenue gain of 22.1 percent to \$2.37 billion. Over at HSNi, net income dropped 15 percent to \$28.6 million on a 3 percent decline in net sales to \$816.8 million. Ceo Mindy Grossman said digital-now represents over half its sales. Evine Live, which reports fourth-quarter results in March, said net income was \$667,000 compared with \$3.3 million a year ago, while net sales rose 5.1 percent to \$211.5 million. Mobile was its fastest-growing platform, gaining 47 percent year-over-year” (Young 1).

Marketing online and social media is important, disregarding the Online Shopping Networks market would give to loss opportunity.

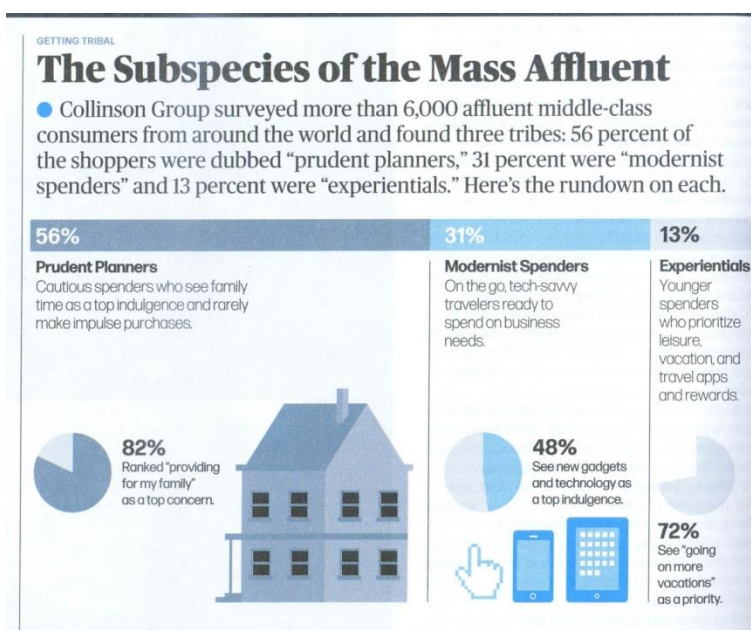
### Live-Video Streaming

The article from the Wall Street Journal, Live! From Your Company! It's a New Way to Market!, says "Streaming video in real time is often more personal and more compelling than prerecorded messages... Now companies are leveraging those tools to show customers product demonstrations, answer questions and give behind-the-scenes tours, while having ongoing conversations with them. The real-time interaction inspires more customer trust than prerecorded videos, say entrepreneurs and experts, and viewers are more likely to buy impulsively in response to a live broadcast" (Nishi 1).

"Facebook Live recommends broadcasting for at least five minutes. But pros say longer is even better, if you have enough to say, since it gives viewers more time to tune in and get the message that you want to deliver" (Nishi 1). There is a value of doing live videos for our audience of consumers. Figuring out what best time that the audience can join the conversation may take a few tries. Once, however, an ideal time with the most persons participating as the audience is found, having regular live webinars would benefit the company social media platforms greatly (Nishi 1).

Videos are important to our demographics. Live-Video Streaming generates more discussions by using a direct line to the brand. The article above proves that our audience craves this interaction with the brands they purchase.

### Targeting Demographics within the United States

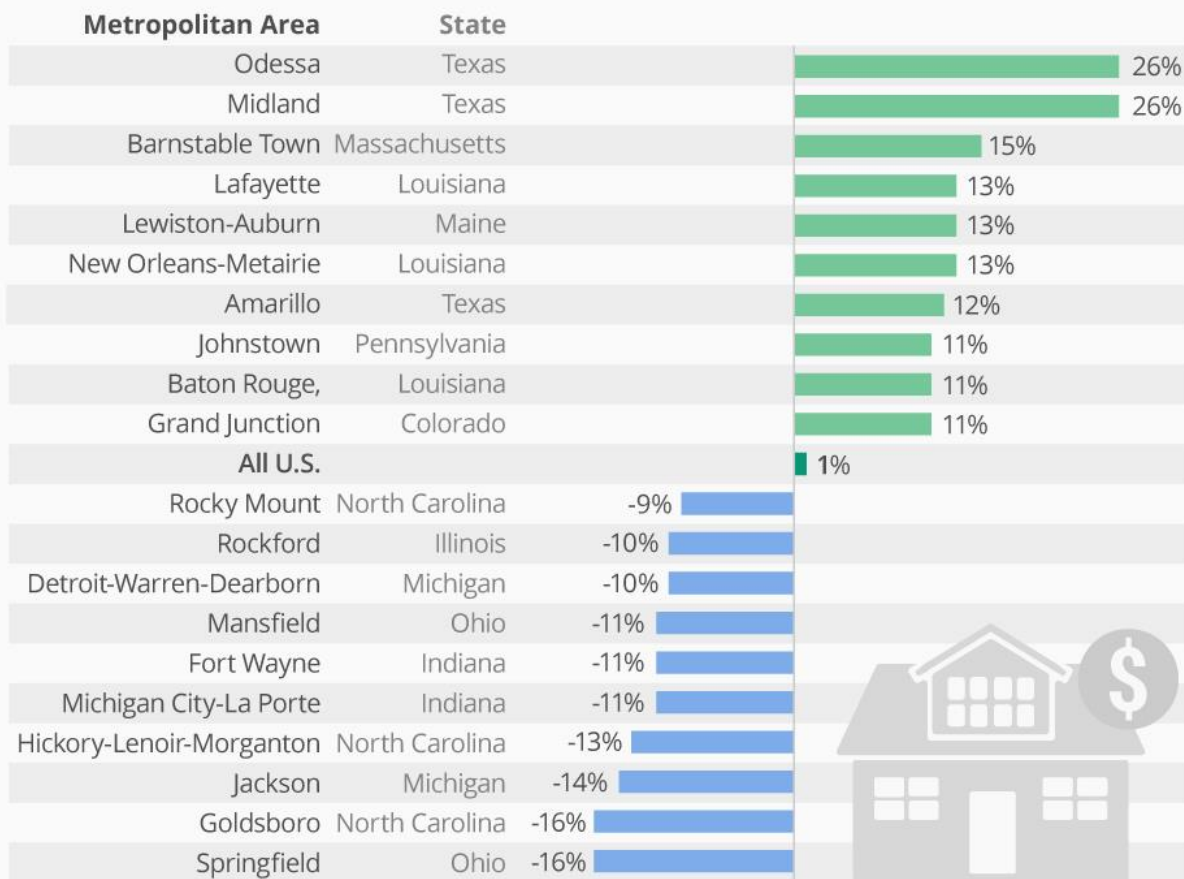


("The Subspecies of the Mass Affluent" 24)

The public is becoming "Prudent Planners", the need to innovative is more important today ("The Subspecies of the Mass Affluent" 24).

## How Has Economic Status Changed In U.S. Metro Areas?

10 U.S. metropolitan areas that gained/lost most in economic status (2000-2014)\*



\* % change in share of upper income adults minus change in share of lower income adults



Source: Pew Research Center

Forbes statista






(McCarthy 1)

Facebook and Instagram can target specific demographics. If we focus on areas of growth within the United States, the likelihood of purchase made is even higher.



## Who is 'middle income' and 'upper income' in 2014?

*Minimum household income needed to qualify for middle- and upper-income categories, by family size*

	1	2	3	4	5
					
<b>UPPER INCOME</b>	\$72,126	102,001	124,925	144,251	161,277
<b>MIDDLE INCOME</b>	\$24,042	34,000	41,641	48,083	53,759

Note: Household incomes are adjusted for the cost of living in an area before assignment to an income tier.

Source: Pew Research Center analysis of the 2014 American Community Survey (IPUMS)

"America's Shrinking Middle Class: A Close Look at Changes Within Metropolitan Areas"

PEW RESEARCH CENTER

(America's Shrinking Middle Class: A Close Look at Changes Within Metropolitan Area 1)

Advertising to households that do have the spending money in our age demographics, would turn out more sales.

## Lead Generation Plan

Union Square will generate leads for customers through the following means:

- Google ads for keywords such as "preppy grunge," "grunge clothing," "preppy clothing," etc.
- Website visitors from Facebook page, online listings
- Referrals from the Loyalty membership program - The program will offer 10% off all purchases on specific purchases yearlong.
- Flyer advertising on New York University Campus, Baruch College, etc
  - Flyers featuring images of new clothing items, especially those produced for this demographic
- Referrals from complementary business of Kohl's, Marshals, TJ Maxx

Guerilla marketing would be ideal marketing tactic. Word of Mouth is the most effective type of marketing because people are interested in recommendations from those they know, as well as creative marketing outside of normal venues of advertising (as mentioned in the book Contagious by Jonah Berger). If the profits can be placed for this division of marketing efforts, it will only increase the number of clients, which increases profits.

The name Union Square NYC is an actual place in Manhattan, and urban game created just for New Yorkers and visitors to New York City would entice brand participation. Urban Game would



be set-up similar to the one mentioned in the “Institute” directed by Spencer McCall in 2013. There can also be prizes at the end to lead for more motivation to participate.

### **Lead Conversion Plan**

Lead conversion begins with an updated website, which will be a resource for anyone, interested Union Square NYC products. The site will be maintained by Union Square NYC, continually searching for adding new items to sell. Union Square NYC Facebook page will share links of other brands and products similar to the brand image that Union Square NYC is striving for. This helps with the usability of our products with other companies’ products. The site will encourage users to join the Union Square NYC weekly email newsletter, which will advertise sales and events. The email newsletter will also be advertised prominently on the website and versa for the Facebook page.

### **Service Experience**

The first 1,000 who purchase online, will fill out a survey to see if our product offering fulfills about 40% to 60% of their taste. This demographic that shops online more frequently, will not have one store they shop from all the time. If we can fulfill most of their needs, then the brand is off to a good start.

### **Loyalty Product/Service Offerings**

General membership sends the general public newsletter about sales for Union Square NYC. General memberships can fill out surveys to get 10% off one item in the store.

Gold members of the Loyalty program, who have spent more than \$1,00 in one year from the Union Square NYC website will be invited to serve on an advisory group (one year membership), which will meet every other month to vote on new clothing for the store to sell. This is different from the loyalty program mentioned online where the first 100 persons who vote, will get the option to buy the product two months before the general public receives it, if there are 1,000 votes in favor of the product in question.

## **Exit Strategy**

We will use products on monthly subscription basis (website, marketing tools, etc.). When revenue increases, then the development of our website and such, will improve once our profits. With the use of a website and social media marketing, it would cut costs for closing the store.

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