Lulu’s Boutique Strategic Plan

**Situation**

Lulu’s Boutique is located in a newly industrialized area in the city of Battle Ground, which is a part of the Vancouver metropolitan area. Because it is a newly developed area in Battle ground, which is a very small town that is slowly growing, not many people know that Lulu’s Boutique exists. Therefore the main concern for the business is to create awareness to the residents of the Vancouver area.

**Objectives/ Goals**

The objectives of this campaign will be to create awareness of Lulu’s boutique to bring in more business. The objectives are both informational and motivational. Informational because we want to inform people of what Lulu’s Boutique is and where it is located. Motivational because we want people to actually come in and shop in the store.

**Audience**

Lulu’s Boutique is a unique and trendy clothing store that sells designer brands and accessories for females. It sells similar brands that you would find in Nordstrom, however the individual items are styles you could only find at Lulu’s Boutique, rather than any store that sells designer brands. Because of the type of store Lulu’s Boutique is, the main target audience would be females between the ages of 18-35. Within that age group, the main target would be women in their 20s because that is an age range where women tend to worry more about their style and they are also able to afford more expensive clothing as opposed to high school students. In the Vancouver area there are also many young women. There is a university and a community college, as well as over a dozen high schools. The Vancouver area also consists of a large population of middle upper and upper class residents who can afford to pay high prices for designer clothing.

**Tactics**

Because Lulu’s Boutique main concern is the lack of awareness, we want to heavily advertise in the Vancouver area. In Battle Ground, we want to make residents aware of the newly developed area because they are located closest to the store and it would be the most convenient for them to shop there. Battle Ground releases a monthly catalog of businesses in the area. Getting an ad in that catalog would be one form of advertisement. Advertising around the college campuses would also be another tactic since thousands of students gather around that area. WSU Vancouver also releases a daily paper that press releases could be sent to. The Columbian could also be utilized for press releases and advertising space.

While press releases and advertising are great tactics, I believe the best tactic would be social media at this day and age. The internet would be the fastest, easiest and cheapest way to spread the word about Lulu’s Boutique. Lulu’s Boutique currently doesn’t have a Facebook or Twitter page which could greatly expand business and awareness. Getting both of those set up would be the first step in utilizing social media. The next step would be to add people and get them to like the page.

**Calendar/Milestones**

The social media aspect of the campaign should be the first thing established, since it will take time to acquire a large number of people on those pages. According to Wikipedia, the current population of Vancouver is 161,791. Females make up about 50 percent of the population and persons age 25 and older make up about 86 percent. With this data, we can establish an achievable number of fan page likes on Facebook over a certain period of time. I think an achievable goal would be between 20,000-40,000 people over a span of three to six months. As for press releases and print advertising, the goal would be to have something printed every week. As I discuss this more with my client, we will be able to come up with an exact timeline that fits the needs of my client.

**Budget**

Lulu’s Boutique is owned by one person and is a very small business. The owner does not have the means to spend a large amount of money on advertising and promotions for the store. Therefore, we must utilize all of the free resources that we have to the fullest. Social media and press releases will be the main tactics we rely on to create awareness of this business. As I discuss tactics more with my client, I will be able to develop the exact budget available for spending on advertising. From there we will be able to specifically pick out which advertising we will want to move forward with.