E-MARKETING PLAN

PRESENTERS:
SARAH KANG
ANDREA RAGHUNANDAN
BRAND IDENTITY
Boutique style thrift shop offering designer used goods for brand, price, and socially conscious consumers

LOCATION & OFFERINGS
118 West 17th Street, New York City
www.angelthriftshop.org (e-Commerce unavailable)
• Apparel – Women & Men
• House-wares
• Home Furnishings

CONSUMER PROFILE
Demographics
• Women and men, ages between 18 – 35
• High school educated and beyond
• Students; young and seasoned professionals
• Single; married; with or without children
• Ethnicity varies widely
• $27 -55K
Psychographics
• Environmentally and socially conscience, actively recycles
• Conservative spender
• Gratified by purchasing quality merchandise at a low price
• Values quality
• Brand conscience
• Savvy shopper - doesn’t mind spending time to find the ultimate fashion piece or home item

Lifestyle
• Shops at brand stores, in-store and online
• Attends social events, museums, street fairs
• Seeks good/unique finds
• Appreciates the arts and vintage
• Enjoys traveling
• Reads fashion, news, travel, and art publications
• Volunteering or is interested in supporting a good cause

Geographic
• Resides in or works in the five boroughs of New York
SITUATION ANALYSIS

PRODUCT
- Apparel – Women & Men
- Housewares
- Home Furnishings

COMPETITION
HousingWorks
- 7 stores in NYC
- E-Commerce
- Designer women’s and men’s apparel and accessories, furniture, house wares, art

City Opera Thrift Shop
- 1 store in NYC
- Designer women’s and men’s apparel and accessories, furniture, house wares, art
- Recognized by Vogue as the “highest quality thrift shop in New York”

DISTRIBUTION
Limited to in-store purchases

ENVIRONMENTAL FACTORS
- Rise in neighborhood thrift shops
- Local thrift shops expanding into e-Commerce
- Increase in national vintage/thrift e-shops

OPPORTUNITIES
- Dynamic website featuring latest merchandise
- E-Commerce functionality
- Online and off-line marketing strategies
MARKETING STRATEGY

OBJECTIVES
Increase consumer traffic and loyalty to Angel Street Thrift Shop and to the store’s website

GOALS
• Brand awareness
• Increase Sales
• Customer loyalty and preference

KEY MESSAGE POINTS
• One of a kind designer merchandise
• Designer merchandise at an affordable price
• Proceeds benefiting men and women of New York affected by HIV/AIDS, substance abuse, and mental illness

KEY TACTICS
Website Redesign

Intended Purpose
• E-Commerce capabilities
• Platform for communicating a clear brand identity
• Platform for ongoing and interactive communication with consumers
• Channel for building customer database (i.e.: email addresses)
• Source of community and lifestyle information
• Increase awareness of cause and volunteerism

CALL TO ACTION
• Visit www.AngelThriftShop.org for details
• Sign-up to be the first to hear about upcoming sales, events, and promotions
WEBSITE
E-COMMERCE
BEST IN CLASS

Housing Works

- 7 New York based thrift stores
- Website with E-commerce capabilities
- Wide merchandise assortment - women's and men's apparel and accessories, furniture, housewares, art
- Proceeds benefit program for homeless men, women, and children and those living with HIV/AIDS

E-COMMERCE

Save more than just money on thousands of items donated by people like you to our thrift shops. Every dollar you spend helps us give a second chance to thousands of homeless New Yorkers living with HIV and AIDS.

MUST HAVE:

- Odille Floral Trenchcoat
  - Price: $60.00
- Jimmy Santiago Leathertrench
  - Price: $85.00
- Moschino Dress
  - Price: $120.00
- Trina Turk Dress
  - Price: $60.00

ACTIONS ENDING S0O:

- Prada Black Nubuck...
  - Travel Bag
  - Price: $84.99
- Givenchy Copper Bt...
  - Bracelet
  - Price: $28.00

SEARCH FOR ITEM

SEARCH

GUEST SHOPPING CAR

- View your Cart

YOUR ACCOUNT

EMAIL

PASSWORD
### E-COMMERCE

#### METRICS – MERCHANDISING

<table>
<thead>
<tr>
<th>SEARCH/SHOP</th>
<th>e-tailing 100 4Q 2009</th>
<th>e-tailing 100 4Q 2008</th>
<th>Housing Works</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword Search</td>
<td>100%</td>
<td>100%</td>
<td>Yes</td>
</tr>
<tr>
<td>Refine Results</td>
<td>90%</td>
<td>85%</td>
<td>No</td>
</tr>
<tr>
<td>Landing Page Sorts</td>
<td>87%</td>
<td>77%</td>
<td>Yes</td>
</tr>
<tr>
<td>Guided Navigation</td>
<td>74%</td>
<td>63%</td>
<td>No</td>
</tr>
<tr>
<td>View All</td>
<td>53%</td>
<td>46%</td>
<td>No</td>
</tr>
<tr>
<td>Advanced Search</td>
<td>18%</td>
<td>15%</td>
<td>No</td>
</tr>
<tr>
<td>Merchandised Search Results Page</td>
<td>15%</td>
<td>24%</td>
<td>No</td>
</tr>
</tbody>
</table>

*Source: the e-tailing group 12th Annual Mystery Shopping Study, 4Q'09*
### Community/Social Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>e-tailing 100 4Q 2009</th>
<th>e-tailing 100 4Q 2008</th>
<th>Housing Works</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ratings/Reviews</td>
<td>74%</td>
<td>58%</td>
<td>No</td>
</tr>
<tr>
<td>Top Rated Products</td>
<td>49%*</td>
<td>24%</td>
<td>No</td>
</tr>
<tr>
<td>Post-Order Email Requesting Review/Rating</td>
<td>22%</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>Blog</td>
<td>36%</td>
<td>26%</td>
<td>No</td>
</tr>
<tr>
<td>Mobile Commerce</td>
<td>13%</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>Share</td>
<td>67%</td>
<td>28%</td>
<td>Yes</td>
</tr>
<tr>
<td>Facebook</td>
<td>97%*</td>
<td>89%*</td>
<td>Yes</td>
</tr>
<tr>
<td>Del.icio.us</td>
<td>88%*</td>
<td>86%*</td>
<td>Yes</td>
</tr>
<tr>
<td>Digg it</td>
<td>88%*</td>
<td>86%*</td>
<td>Yes</td>
</tr>
<tr>
<td>Other</td>
<td>73%*</td>
<td>50%*</td>
<td>Yes</td>
</tr>
<tr>
<td>My Space</td>
<td>73%*</td>
<td>39%*</td>
<td>Yes</td>
</tr>
<tr>
<td>Twitter</td>
<td>75%*</td>
<td>32%*</td>
<td>Yes</td>
</tr>
<tr>
<td>Google Bookmark</td>
<td>51%*</td>
<td>32%*</td>
<td>No</td>
</tr>
<tr>
<td>Favorites</td>
<td>43%*</td>
<td>21%*</td>
<td>No</td>
</tr>
<tr>
<td>Link to Social Networking Site</td>
<td>60%</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>Facebook</td>
<td>85%*</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>Twitter</td>
<td>73%*</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>You Tube</td>
<td>35%*</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>My Space</td>
<td>3%*</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>Wish Lists</td>
<td>55%</td>
<td>49%</td>
<td>No</td>
</tr>
</tbody>
</table>

Source: the e-tailing group 12th Annual Mystery Shopping Study, 4Q’09 *Subset of survey

### Audio/Streaming Video

<table>
<thead>
<tr>
<th>Metric</th>
<th>e-tailing 100 4Q 2009</th>
<th>e-tailing 100 4Q 2008</th>
<th>Housing Works</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guides/How-To Content with Audio and/or Video</td>
<td>61%*</td>
<td>49%*</td>
<td>No</td>
</tr>
<tr>
<td>Video Product Demos on Product Pages</td>
<td>55%</td>
<td>N/A</td>
<td>No</td>
</tr>
<tr>
<td>Video Content – Non Product Page or Guides (Branded or Other)</td>
<td>49%</td>
<td>N/A</td>
<td>No</td>
</tr>
</tbody>
</table>

Source: the e-tailing group 12th Annual Mystery Shopping Study, 4Q’09 *Subset of survey
# E-COMMERCE

## METRICS – CUSTOMER SERVICE

<table>
<thead>
<tr>
<th>Merchant</th>
<th># of hours to respond to email</th>
<th>CSR Knowledge (1-3, 3 = Very Knowledgeable)</th>
<th># of clicks from selection of product through checkout</th>
<th>Business days to receive Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Works</td>
<td>16.34</td>
<td>N/A – Call Unreturned</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Blue Nile</td>
<td>0.22</td>
<td>2</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Brooks Brothers</td>
<td>3.07</td>
<td>3</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Coach</td>
<td>2.48</td>
<td>2</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Crutchfield</td>
<td>1.27</td>
<td>3</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Green Mountain</td>
<td>19.73</td>
<td>3</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>MoMA</td>
<td>20.48</td>
<td>2</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Lands’ End</td>
<td>6.52</td>
<td>2.5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>REI</td>
<td>0.37</td>
<td>2</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

**Average of EG100 Sites Shopped with these Features**

- Average of # of hours to respond to email: 20.69
- Average of CSR Knowledge: 2.24
- Average of # of clicks from selection of product through checkout: 5.42
- Average of Business days to receive Item: 4.05
1. Searched merchandise, selected size, and added item to cart

2. Google Checkout

3. Entered Credit Card Information
E-COMMERCE

MYSTERY SHOPPING

4. Selected Shipping Method

5. Order Confirmation Page

6. Email Confirmation of Order
E-COMMERCE

MYSTERY SHOPPING

7. “Order Shipped” E-mail Notification

8. Email Inquiry Regarding Merchandise Return Options

9. Item Returned to Store; Email Confirming Refund for Return
## GOALS & STRENGTHS

<table>
<thead>
<tr>
<th>Goals</th>
<th>Strengths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to Find and Browse Products</td>
<td>Effective key word search capabilities. Search can be conducted for the entire site and/or subcategories of product based on multiple search criteria (price, brand name, featured items).</td>
</tr>
<tr>
<td></td>
<td>Visibility of merchandise enhanced through dedicated themed areas i.e.: Alexander McQueen.</td>
</tr>
<tr>
<td></td>
<td>Appropriate call outs geared toward target audience.</td>
</tr>
<tr>
<td></td>
<td>Search results include images of all product. Multiple product views available once item is selected. Merchandise is displayed on a figure and professionally photographed.</td>
</tr>
<tr>
<td>Easy Check Out and Shipment Process</td>
<td>Google Checkout used to manage online purchases. Seamless and reliable. Shipping options offered including free in-store pick of select items.</td>
</tr>
<tr>
<td>Raise Awareness of Cause &amp; Donations</td>
<td>Top of home page includes note about the impact consumers can have by shopping with Housing Works.</td>
</tr>
<tr>
<td></td>
<td>&quot;Donate&quot; link on top of each page directs visitors to multiple ways of giving.</td>
</tr>
<tr>
<td>Promote Volunteerism</td>
<td>&quot;Volunteer&quot; link on top of each page with opportunity to submit volunteer request form online. Each opportunity and shop locations are clearly outlined.</td>
</tr>
</tbody>
</table>
## GOALS & OPPORTUNITIES

<table>
<thead>
<tr>
<th>Goals</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collect E-mails</td>
<td>Offer additional incentive for submitting email addresses i.e.: “To receive the latest information on new products and sales sign-up today” on home page and within each product page.</td>
</tr>
<tr>
<td>Easy to Find and Browse Product</td>
<td>Promote shophousingworks.com vs. parent site housingworks.com to allow consumers to have direct access to e-thrift store.</td>
</tr>
<tr>
<td></td>
<td>Limited to 30 items per page. Create &quot;View all&quot; function to site.</td>
</tr>
<tr>
<td></td>
<td>Extend search capabilities to include color; style; fabrication.</td>
</tr>
<tr>
<td>Increase Sales</td>
<td>Expand recommended products to increase up-selling.</td>
</tr>
<tr>
<td></td>
<td>Create full looks with current inventory with option for customer to purchase entire outfit.</td>
</tr>
<tr>
<td></td>
<td>Incorporate video into site to highlight new and must have items via mini fashion show.</td>
</tr>
</tbody>
</table>
## GOALS & WEAKNESSES

<table>
<thead>
<tr>
<th>Goals</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of Navigation (throughout entire site)</td>
<td>Difficult to maneuver back to e-store homepage once other areas of the site are accessed. Create link on each page directing visitors back to shopping homepage.</td>
</tr>
<tr>
<td>Excellent Customer Service</td>
<td>Unresponsive to emails submitted to email for general inquiries. Assign specific staff member to this task.</td>
</tr>
<tr>
<td>Easy Return Process</td>
<td>Information on return process is absent from shipment package. Add instructions for return on receipt form.</td>
</tr>
</tbody>
</table>

**Difficult to Return to e-Store Homepage from Other Pages**

**Unresponsive to Inquiries Submitted to General Inquiry Email**
E-COMMERCE

APPLICATIONS FOR ANGEL STREET THRIFT SHOP

Current Website
• Lacks E-commerce capabilities
• Outdated design
• No product images
• Limited store, product, and cause information

Opportunities for Improvement

E-store Development:
Search and Browsing Capabilities
• Multiple search functions and criteria
• Offer “View All” option
• Present professional images of merchandise from multiple viewpoints with a zoom feature
• Accompany each Image with detailed description of product (size, fabrication, care instructions, price)
• Cross and up sell merchandise by offering up to 10 relevant product recommendations
• Offer styling and full look options with each product

Shipping & Returns
• Implement seamless shopping cart application (i.e. Google Checkout)
• Include free return label with shipment

Customer Relations
• Display a question/comment field on each product page
• Clearly display link to FAQ page
• Dedicate area for capturing e-mail addresses with incentives highlighted
E-COMMERCE

ATTACHMENTS

APPENDIX I
Complete Merchandising Metrics – Housing Works

APPENDIX II
Complete Customer Service Metrics – Housing Works
MARKETING STRATEGIES
MARKETING VEHICLES & ROI TRACKING
MARKETING STRATEGY

MARKETING VEHICLES

• **Online**
  – Website
  – Social Media: Facebook, Twitter, Blogs
  – E-Publications: [www.nymag.com](http://www.nymag.com); [www.dailycandy.com](http://www.dailycandy.com)
  – Partnerships: [www.NewSchool.edu](http://www.NewSchool.edu); [www.FITNYC.edu](http://www.FITNYC.edu);
  – E-mail Campaign
• **Print**
  – The Village Voice
  – Washington Square News
• **TV**
  – NYC TV – Channel 25
• **Grassroots**
  Flyer Posters
  – Local Farmer’s/Flea Markets
  – Local Coffee Shops
• **Events**
  – In-store
  – Online

ROI TRACKING MECHANISMS

• Discount code usage
• Raffle/contest entry
• Email opt-in
• Monthly site traffic
• Engagement across social media sites
• Survey participation
MARKETING VEHICLES
MARKETING VEHICLES
ONLINE

WEBSITE

- Design Updates
  - Home Page
    - Event announcement and support images
    - Count down to event
    - List of brands
    - Link to lookbooks
    - E-mail submission field for promotional information
- Content Updates for Web Search Optimization
  - Keywords on website’s title page
  - 5-20% keyword density in body of text
  - Keywords:
    - Vintage
    - Thrift
    - Designer
    - Sample
    - Sale
    - New York
    - Thrift shop in New York City
- Launch: Month prior to event
- Total Cost Estimate: $0 (in-house designer)

- Income $27K – 55K
- Hobbies and Interests: Apparel/Fashion/Beauty
- Planned Frequency: 3 times (Pre, 1 day prior, post event)
- Specifications
  - Direct link to website
  - “Forward to a Friend” link
  - E-mail sign-up field
- Costs Estimate
  - Mailing List Estimate: $350.00
  - Design Estimate: $200.00
  - Total Cost Estimate: $550.00
MARKETING VEHICLES
ONLINE

SOCIAL MEDIA

www.Facebook.com – Event Post & Ad
• Circulation: 2,819,200
• Target Audience Criteria
  • Women and men, ages 18 – 35
  • Resides in NYC and cities within 50 miles
• Planned Frequency: 4 times (Pre, 1 day prior, during, post event)
• Specifications – 110 x 80 px
• Costs Estimate
  • $51.70/day (based on estimated 110 click per day at $.47/click) = $206.80 for 4 days
  • Design Estimate: $50.00 (update email design)
  • Total Cost Estimate: $256.80

www.vintagegoodness.blogspot.com;
www.vintagebulletin.blogspot.com;
www.adore-vintage.blogspot.com;
www.poshgirlvintage.com/blog – Blog Post Submissions
• Target Audience Criteria
  • Appreciates vintage items
  • Seeks vintage/thrift store merchandise
• Planned frequency: 3 times (Pre, 1 day prior, post event)
• Specifications – Post comments and link to website
• Total Cost Estimate – Free
PROMOTIONS AND PARTNERSHIPS

www.nymag.com – Fashion “Sales & Bargains” Section
• Circulation: 5,796,209
• Target Audience Criteria
  • Gender: 60% female; 40% male
  • Education: 95% attended college; 67% graduated college
  • Age: 46% between 18 – 34
  • Purchasing History: 41% shopped for clothing within 6 months; 36% traveled internationally and domestically within past year
• Frequency: Weekly
• Planned Frequency: 1 time (Pre-event listing)
• Specifications
  • “Daily Candy Deals” email – up to 25 words; 220 x 165
  • Ad listing – 60 words; 300 x 250 px or 160 x 600 px
• Total Cost Estimate: Free pending selection
MARKETING VEHICLES
ONLINE

PROMOTIONS AND PARTNERSHIPS

**www.NewSchool.edu** – Weekly Observer
*The New School Online Publication*
- Circulation: 9,123
- Target Audience Criteria
  - The New School students
  - The New School faculty
  - Age: 18+
- Frequency: Weekly
- Planned Frequency: 1 time
- Distribution
  - Publication available on school website
  - Publication emailed New School account holders
- Submission requests can be emailed
- Total Cost Estimate: Free pending selection

**FIT Student Run Newspaper**
- Circulation: 10,010
- Target Audience Criteria
  - FIT students
  - College community in NYC
  - Age: 18+
- Frequency: Monthly
- Planned Frequency: 1 time
- Distribution
  - Free newsletter available on FIT campus
  - Publication available on FIT website
- Submission requests can be emailed
- Total Cost Estimate: Free pending selection
MARKETING VEHICLES
DIRECT MARKETING & GRASSROOTS

DIRECT MAIL

Postcard Mailer
• Circulation: 5,052
• Mailing List Criteria
  • Women and men, ages 18 – 35
  • Resides in NYC
  • Income $27K – 55K
  • Hobbies and Interests: Apparel/Fashion/Beauty
• Planned Frequency: 1
• Specifications
  • Size: 9” x 6”
  • Qty: 5,052
  • Double-sided
  • 4/4 color
• Costs Estimate
  • Quantity: 5,052
  • Mailing List Estimate: $580.98
  • Design Estimate: $250.00
  • Print Estimate: $300
  • Postage Estimate: $1,364.04 (.27/per piece)
  • Total Cost Estimate: $2,495.02

FLYER POSTERS

• Chelsea Flea Market
• Trader Joe’s (1 NYC; 1 Brooklyn)
  Coffee Shops
  • Joe The Art of Coffee (5 NYC locations)
  • Think Coffee (3 NYC locations)
  • The Grey Dog Coffee
  • Café Grumpy
• Planned Frequency: 1
• Specifications
  • Size: 17” x 11”
  • 1 sided, full color
• Cost Estimate
  • Quantity: 20
  • Design Estimate: $50 (convert direct mail design)
  • Print Estimate: $30
  • Total Cost Estimate: $80
**MARKETING VEHICLES**

**EDITORIAL**

**Washington Square News –** [www.NYUNews.com](http://www.NYUNews.com)  
(NYU Newspaper)  
- Event Listing  
- Circulation: 7,000  
- Readership Profile  
  - NYU students (40,870; 18 years old +)  
  - NYU faculty  
  - Resides in New York  
- Frequency: Daily  
- Planned Frequency: 1 time (Pre-event listing)  
- Specifications  
  - Free NYU student newspaper  
  - Published Monday – Thursday  
- Distribution  
  - Undergrad residence halls  
  - Administration buildings  
  - Libraries  
  - Recreation facilities  
  - Street newsstands  
  - Web  
- Total Cost Estimate – Free pending approval by NYU administration  

- In tune with local and national events  
- Frequency: Weekly  
- Planned Frequency: 1 time (Pre-event listing)  
- Specifications  
  - Free community newspaper  
  - Collection of “best of” NYC reviews  
  - Source for information for news, events, restaurants in New York  
- Distribution  
  - Street newsstands in 5 boroughs of New York  
  - Web  
- Total Cost Estimate – PR submission; free pending selection
MARKETING VEHICLES

TELEVISION

NYC-TV Channel 25
- Show: “Cool in Your Code”
- Viewership: 7.43 million households; approximately 20 million in New York City Tri-state Market
- Viewer Profile
  - Resides in New York Tri-state area
  - Planned Frequency: 1 time (Pre-event feature)
- Features
  - What’s cool, new, and undiscovered throughout New York City’s 200+ zip codes
  - “Infotainment” show
- Specifications
  - Independent, non-commercial television station in New York City
- Segment airs Tuesdays at 9 pm; Thursdays at 8 pm; Sundays at 9:30 pm
- Total Cost Estimate – PR submission; free pending selection
MARKETING PLAN

EVENTS
EVENT/PROMOTION 1:
TRUNK SHOW (ONLINE AND IN-STORE)
EVENT DATE: March 26

EMAIL SUBJECT LINE: “Spring Preview Trunk Show”

MESSAGING
• Be the first to preview our one of a kind Spring Collection
• Enter to win a vintage Prada handbag online and in-store
• 1 day online and in-store event
• Brands include: Prada, Burberry, Michael Kors, Marc Jacobs, 7 For All Mankind, Citizen of Humanity, Diesel
• Proceeds will benefit men and women of New York affected by HIV/Aids, substance abuse, and mental illness

HIGHLIGHTED MERCHANDISE
New women’s and men’s Spring Merchandise. Featured merchandise:
• Burberry Trench Coat
• Michael Kors men’s suit
• Diane Von Furstenberg dress
• Prada handbag and shoes

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnership
5) Direct Mail
6) Flyer Poster
7) Editorial
8) TV

DATA TO BE CAPTURED
E-mail Addresses

ROI TRACKING MECHANISM
Raffle ticket entry
• Online
• In-store

Direct mail
• Serve as entry into raffle
• Promo code for discount

Email
• Promo code for discount

BUDGET: $3,381.82 (design; mailing lists; printing; postage)
EVENT/PROMOTION 2:
VINTAGE DESIGNER CONTEST (ONLINE)
EVENT DATE: Quarterly

EMAIL SUBJECT LINE: “Name this Vintage Designer Bag to Win!”

MESSAGING
• Guess the name of the designer to win a leather clutch/cosmetics bag
• Visit the website to enter and for contest details

HIGHLIGHTED MERCHANDISE
Vintage Paloma Picasso Leather Clutch/Cosmetics Bag

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnerships (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu)
5) Editorial

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address

ROI TRACKING MECHANISM
• Address and Email submissions
• Monthly site traffic
• Engagement across social media sites

BUDGET: $550.00 (mailing list)
EVENT/PROMOTION 3: BOOK SIGNING (IN-STORE AND ONLINE)
EVENT DATE: November 3

EMAIL SUBJECT LINE: “Meet New York Times’ Bestselling Author – Book Reading & Signing Event”

MESSAGING
• Join us to hear New York Times’ Best Selling Author read an expert from their latest book
• In-store book signing
• Signed books can be purchased through our website
• Live video of event will be available online
• Complete quick 5 question survey and receive 10% off all merchandise
• Coffee will be served
• Proceeds will benefit men and women of New York affected by HIV/Aids, substance abuse, and mental illness

HIGHLIGHTED MERCHANDISE
General in-store and online merchandise

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnership (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu; yelp.com)
5) Direct Mail
6) Flyer Poster
7) Editorial
8) TV (Ny1.com; 25nyctv.com)

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address

ROI TRACKING MECHANISM
• Address and Email submissions
• Monthly site traffic
• Engagement across social media sites
• Survey completion

BUDGET: $3,125.02 (design; mailing lists; printing; postage)
EVENT/PROMOTION 4:
CELEBRITY STYLING SESSION (IN-STORE AND ONLINE)
EVENT DATE: June 11

EMAIL SUBJECT LINE: “Join Rachel Zoe for an Exclusive Styling Session”

MESSAGING
• Top stylist Rachel Zoe will host a private styling sessions
• Join us to learn key styling tips
• Private styling sessions are limited and RSVPs are are required
• Beverages and pastries will be served
• Live video of event will be available online
• Visit website to reserve your spot today
• Submit your styling questions to Rachel Zoe online – 1 question per user. 15 questions will be randomly selected and answered.

HIGHLIGHTED MERCHANDISE
Key in-store pieces – dresses, pants, jackets, oxford shirts, blouses, denim, and cardigan – and accessories will be used to create looks for 5 looks for attendees

1) Website
2) Email
3) Social Media
4) Promotions/Partnership (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu; yelp.com)
5) Direct Mail
6) Flyer Poster
7) Editorial
8) TV (Ny1.com; 25nyctv.com)

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address

ROI TRACKING MECHANISM
• Address and Email submissions
• Monthly site traffic
• Engagement across social media sites
• Question submissions for Rachel Zoe
• Event RSVPs and attendees
• Logged on viewers of online show

BUDGET: $6,625.02 (design; mailing lists; printing; postage; travel accommodations)
EVENT/PROMOTION 5:
CELEBRITY HOSTED COCKTAIL HOUR & VINTAGE AUCTION
(IN-STORE AND ONLINE)
EVENT
CELEBRITY HOSTED COCKTAIL HOUR & VINTAGE AUCTION (IN-STORE AND ONLINE)

EVENT DATE: October 15

EMAIL SUBJECT LINE: “Chloe Sevigny Hosts Private Cocktail Hour and Live Auction”

MESSAGING
• Bid on vintage items from the closets of Rachel Zoe, Mary Kate and Ashley Olsen, Nicole Richie and more
• Bids can be placed in person or electronically
• Live video of event will be available online
• RSVP required for in-store attendance. Register online
• Cocktails will be served

HIGHLIGHTED MERCHANDISE
Celebrity donated merchandise and in-store designer merchandise

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnership (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu; yelp.com)
5) Direct Mail
6) Flyer Poster
7) Editorial
8) TV (Ny1.com; 25nyctv.com)

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address

ROI TRACKING MECHANISM
• Monthly site traffic
• Engagement across social media sites
• Event RSVPs and attendees
• Logged on viewers of online show

BUDGET: $8,125.02 (design; mailing lists; printing; postage; travel accommodations)
EVENT/PROMOTION 6: GIFT WITH PURCHASE (IN-STORE AND ONLINE)
EVENT DATE: November 20-26

EMAIL SUBJECT LINE: “Free Christian Siriano T-shirt and Goodie Bag with Purchase”

MESSAGING
• First 75 shoppers who spend $75 or more in-store and online will receive a goodie bag including an exclusive t-shirt designed by Project Runway winner Christian Siriano
• Visit online to learn about Christian Siriano's inspiration for the t-shirt and his favorite “Angel Street Thrift Shop” story
• Submit your own story to receive an additional 25% off purchases

HIGHLIGHTED MERCHANDISE
General merchandise

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnership (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu; yelp.com)
5) Direct Mail
6) Flyer Poster
7) Editorial

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address

ROI TRACKING MECHANISM
• Monthly site traffic
• Engagement across social media sites
• Use of Promo Code
• Purchases over $75
• Logged on viewers of online show

BUDGET: $2,194.04 (design; mailing lists; printing; postage)
EVENT/PROMOTION 7: MOTHER’S DAY SALE (IN-STORE)
EVENT DATE: May 9 - 10

EMAIL SUBJECT LINE: “Meet, Greet, and Shop!”

MESSAGING
• Celebrate the special women who have made a difference in our lives and in our community.
• Proceeds will benefit programs for individuals and families affected by Substance Abuse, HIV/AIDS and mental illness.
• Visit us online to print out a special 25% off store coupon
• Complimentary limited edition Mother’s Day Tee designed by mom and model, Heidi Klum
• T-shirt available for first 50 online and in-store customers
• Coffee and pastries will be served

HIGHLIGHTED MERCHANDISE
General merchandise

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnership (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu; yelp.com)
5) Direct Mail
6) Flyer Poster
7) Editorial

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address

ROI TRACKING MECHANISM
• Monthly site traffic
• Engagement across social media sites
• Use of discount coupon

BUDGET: $2,194.04 (design; mailing lists; printing; postage)
EVENT/PROMOTION 8:
FRIENDS AND FAMILY SALE (IN-STORE AND ONLINE)
EVENT DATE: December 1

EMAIL SUBJECT LINE: “Friends and Family Sale”

MESSAGING
• 25% additional off on all in-store and online merchandise
• Use code “Friends” to apply discount online
• Bring print-out of email to receive discount in-store
• 1 day only

HIGHLIGHTED MERCHANDISE
Winter merchandise

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnership (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu; yelp.com)
5) Direct Mail
6) Flyer Poster
7) Editorial

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address

ROI TRACKING MECHANISM
• Monthly site traffic
• Store traffic
• Engagement across social media sites
• Use of discount coupon

BUDGET: $1,914.04 (design; mailing lists; printing; postage)
EVENT/PROMOTION 9: CLOTHING DRIVE (IN-STORE)
EVENT DATE: Quarterly

EMAIL SUBJECT LINE: “Donate and Save”

MESSAGING
• Donate lightly used garments to benefit men and women living with HIV/AIDS, substance abuse and mental illness
• Receive $10 coupon toward in-store purchases
• Donations are tax deductible
• Donation pick-up are available in the NYC area
• Visit us online to learn more about how you can help

HIGHLIGHTED MERCHANDISE
General merchandise

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnership (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu; yelp.com)
5) Direct Mail
6) Flyer Poster
7) Editorial
8) TV (wcbstv.com; Ny1.com)

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address

ROI TRACKING MECHANISM
• Address and Email submissions
• Monthly site traffic
• Engagement across social media sites
• Donated goods
• Use of $10 coupon

BUDGET: $1,994.04 (design; mailing lists; printing; postage; travel accommodations)
EVENT/PROMOTION 10: RUNWAY SHOW (IN-STORE AND ONLINE)
EVENT
RUNWAY SHOW (IN-STORE AND ONLINE)

EVENT DATE: February 27; September 25

EMAIL SUBJECT LINE: “Spring Runway Show”; “Fall Runway Show”

MESSAGING
• Join us for a private fashion show
• Runway inspired looks for less
• Private and complimentary styling consultations are available
• Seats are limited. Visit us online to reserve your seat today
• Live video of event will be available online

HIGHLIGHTED MERCHANDISE
Runway inspired merchandise for men and women

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnership (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu)
5) Editorial
6) TV

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address

ROI TRACKING MECHANISM
• Address and Email submissions
• Monthly site traffic
• Engagement across social media sites
• Event RSVPs and attendees
• Logged on viewers of online show

BUDGET: $550.00 (mailing list)
EVENT/PROMOTION 11:
BRIDAL EVENT (IN-STORE)
EVENT DATE: April 10

EMAIL SUBJECT LINE: “One of a Kind Bridal Event”

MESSAGING
• One of a kind bridal and brides maid dresses
• Designers: Vera Wang, Monique Lhuillier, Reem Acura
• Affordable new or lightly worn garments
• RSVP required
• Visit us online to register

HIGHLIGHTED MERCHANDISE
Bridal merchandise

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnership (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu)
5) Editorial
6) TV

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address
• Wedding Date

ROI TRACKING MECHANISM
• Address and Email submissions
• Monthly site traffic
• Engagement across social media sites
• Event RSVPs and attendees

BUDGET: $550.00 (mailing list)
EVENT/PROMOTION 12:
STUDENT APPRECIATION DAY (IN-STORE AND ONLINE)
EVENT DATE: August 2; March 10

EMAIL SUBJECT LINE: “Student Appreciation Day”

MESSAGING
• Students receive an additional 20% off all merchandise, sale merchandise included, with a valid student ID
• 1 day only sale
• Registration required to receive discount online

HIGHLIGHTED MERCHANDISE
General in-store merchandise

INTEGRATED MARKETING
1) Website
2) Email
3) Social Media
4) Promotions/Partnership (Vintage blogs; dailycandy.com; newschool.edu; fitnyc.edu)
5) Editorial
6) TV

DATA TO BE CAPTURED
• Name
• E-mail Addresses
• Mailing Address
• Attending School
• Graduation Year

ROI TRACKING MECHANISM
• Store traffic
• Monthly site traffic
• Engagement across social media sites
• Online registrations
• Applied discount

BUDGET: $100.00 (printing)
MARKETING PLAN

BUDGET
## MARKETING BUDGET

### PROMOTIONS

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**TOTAL EXPENDITURE**  
$39,886.14

**TOTAL BUDGET**  
$500,000

**BALANCE**  
$460,664
MARKETING PLAN

MEDIA PLAN
# MEDIA SCHEDULE

## PROMOTIONS

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### Spring Preview
- Trunk Show

### Vintage Designer Contest
- In-store book signing / live stream on website

### In-store Celebrity Styling Session
- Live stream on website

### Celebrity Host Cocktail Hour and In-store/Online Vintage Auction

### Gift with Purchase

### Mother's Day Event

### Friends and Family Event

### In-store Clothing Drive

### Fashion Show

### Bridal Event

### Student Appreciation Days
MARKETING PLAN
ONGOING STRATEGY
Group: Enthusiasts

WEBSITE
• Closely monitor posted comments and emails and respond within 24 hours
• Post information about benefiting organization – NYC programs that support individuals and families affected by Substance Abuse, HIV/AIDS and mental illness
• Manage virtual volunteer sign-up sheet
• Expand website function to include:
  • Community calendar of events
  • Farmer’s Markets
  • Flea Markets
  • Craft Shows
  • Local Music Events
  • Poetry/Book Readings

IN-STORE
• Serve coffee and refreshments donated by local coffee shop during special in-store events
• Dedicate section of the store to information about benefiting programs and volunteer opportunities
• Organize in-store clothing drives to benefit NYC programs in-store and in NYC neighborhoods
• Designate area where customers can offer feedback and place requests to enhance shopping experience