ÉDITORIAL

1-800-SO-CONNECTED

Lauranne Bouchard
Laurie-Anne Forget
Chloé Gaudet
Chloé Lavallée
Danica Le Nguyen

www.editorialboutique.com

LA CRÉATION DE LA CAMPAGNE

Augmentation de la visibilité du site web

Promotion du service de stylisme virtuel

CAMPAGNE 100% EN LIGNE

NOS EXPERTS DE L’INDUSTRIE

JACK

Stratégie marketing

trnds

Média d’acquisition

www.editorialboutique.com

GUIDE GRAPHIQUE

LOGOS

COULEURS

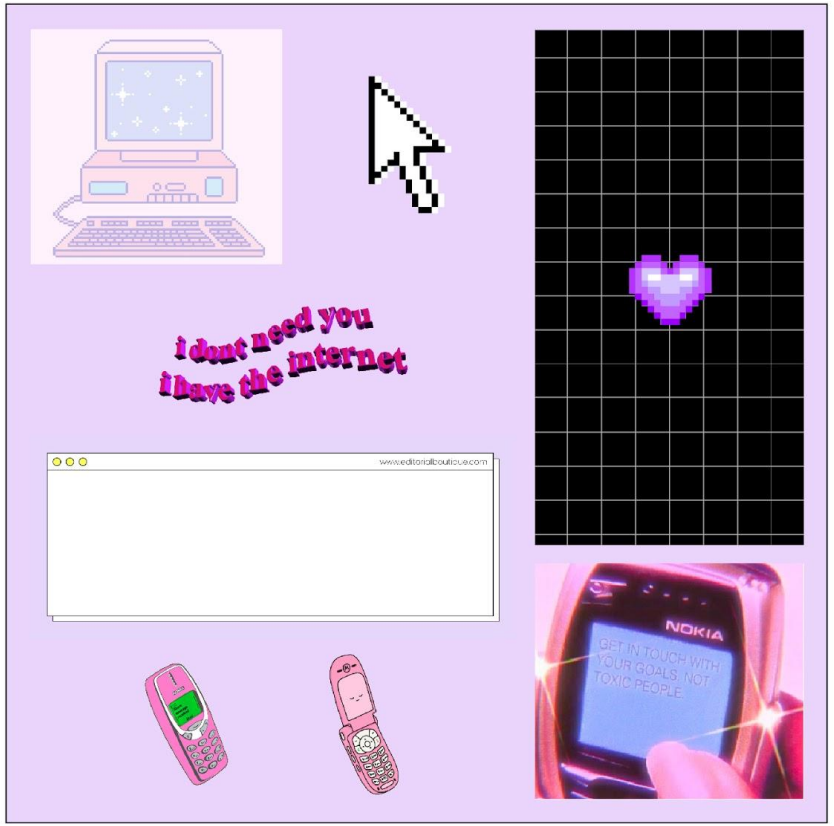
TYPOGRAPHIES

ZIG

Aa

COURIER

ICÔNES



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STRAT MÉDIATIQUE

DURÉE

BLITZ DE 2 SEMAINES ET ½

TYPES DE MÉDIAS

Médias directs et interactifs

IGTV ET YOUTUBE

INSTAGRAM

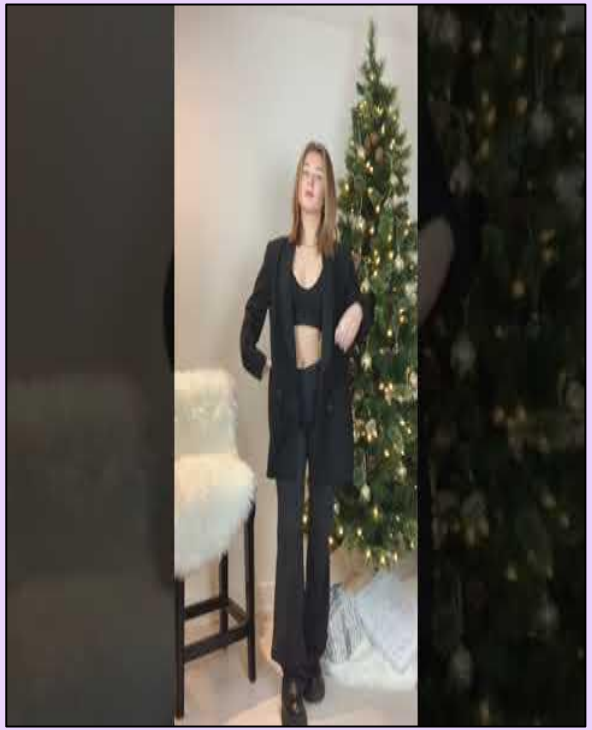
www.editorialboutique.com

STRAT CRÉATIVE

CAPSULES VIDÉOS

SÉRIE DE 3 CAPSULES
PRÈS DE 1 MIN 30 SEC.

EMY JADE GREAVES
NOÉMIE LACERTE
CLAUDIA BOUVETTE



PUBLICATIONS

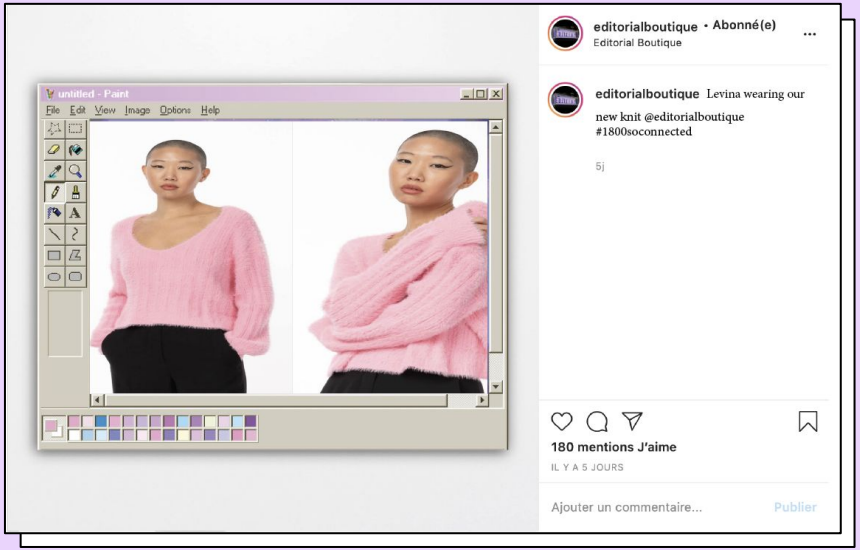
PUBLICITÉ SUR INSTAGRAM

ESTHÉTISME ANNÉE 2000

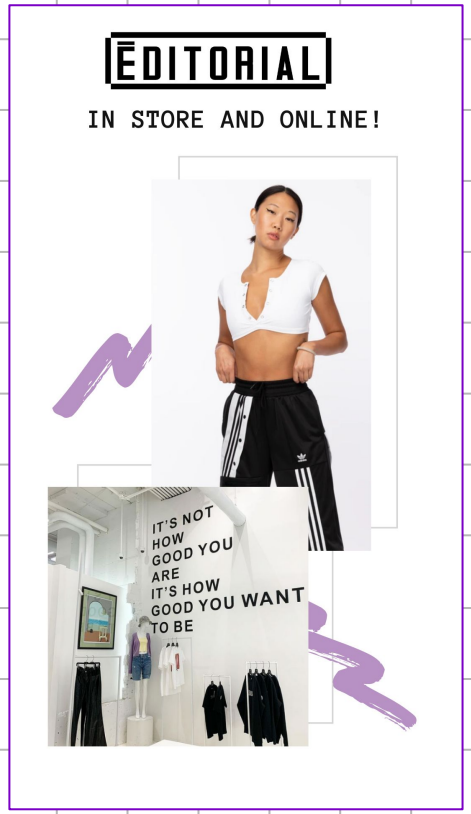
PROMOTION SERVICE ET CONCOURS

#1800soconnected

@editorialboutique



STORIES


EDITORIAL
IN STORE AND ONLINE!
IT'S NOT HOW GOOD YOU ARE IT'S HOW GOOD YOU WANT TO BE

new IGTV
new IGTV
new IGTV
new IGTV
new IGTV
new IGTV
HOW TO STYLE OUR @DANIELLEGUIZIO SUIT
SPECIAL GUEST
@noemielacerte
@noemielacerte
@noemielacerte
@noemielacerte

Editorial
DO YOU HAVE ANY QUESTIONS?
HOW CAN I TAKE AN APPOINTMENT FOR A VIRTUAL SESSION?
HOW TO BOOK AN APPOINTMENT WITH ONE OF OUR VIRTUAL STYLIST!
1- GO ON OUR WEBSITE AND CLICK BOOK AN APPOINTMENT
2- CHOOSE THE GOOD DATE AND THE GOOD TIME FOR YOU
3- ENTER YOUR PERSONAL INFORMATION AND CONFIRM
4- BEFORE YOU SESSION, WE WILL DIRECTLY CALL YOU ON FACETIME FOR THE SESSION!
@EDITORIALBOUTIQUE

NEW ARRIVALS
SHOP NOW
ONLINE EXCLUSIVES

CONCOURS

VALEUR-250$-DE-CARTE-CADEAU

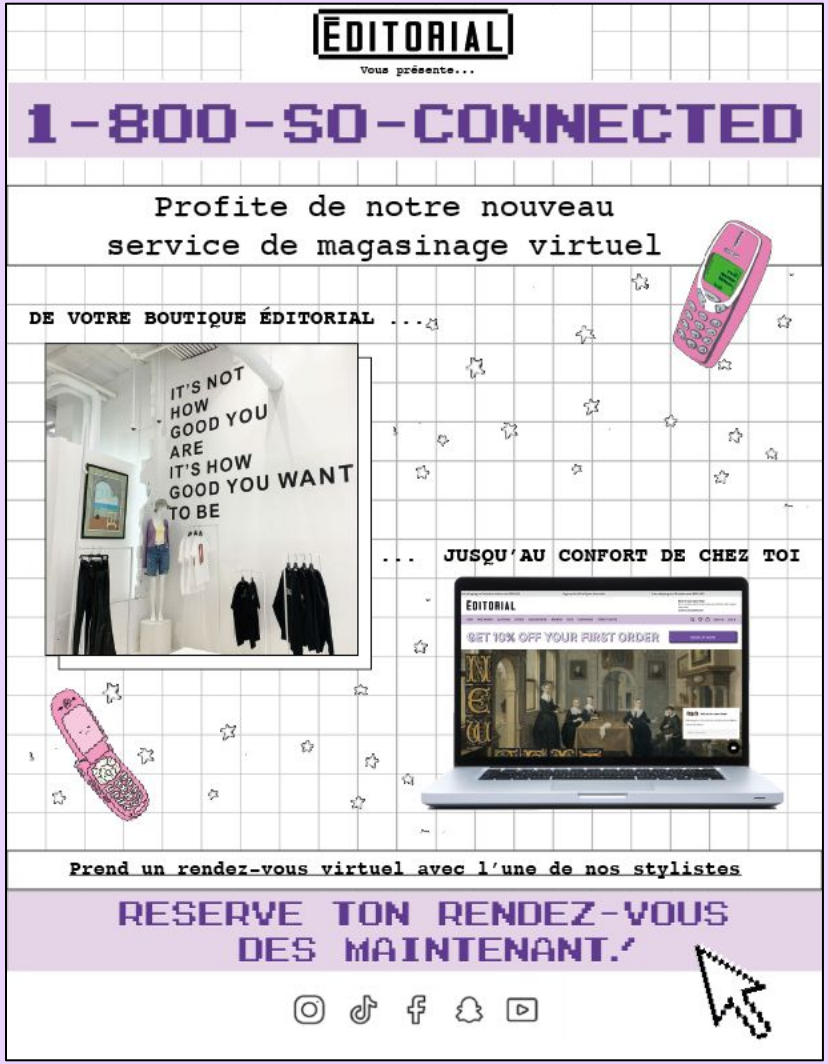
RABAIS-15%-SUR- SÉANCE-VIRTUELLE

INFOLETTRE

MISE EN VALEUR DU NOM DE LA CAMPAGNE + VISUEL HOMOGÈNE

2X CALL TO ACTIONS

TON INFORMEL



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CALENDRIER D'ACTIVATION

Calendrier d'activation pour Éditorial

Campagne de communication: 1-800-SO-CONNECTED

	PLATE-FORME	CAMPAGNE	SUJET	DATE	HEURE	FORMAT	VISUEL	COPY	#	LIEN	AUDIENCE	BUDGET	@
1	Instagram	1-800-SO-CONNECTED	Promotion boutique et commerce en ligne	2020-12-02	15:00	Story		In store and online.	#1800soconnected	www.editorialboutique.com	---	---	---
2	Instagram	1-800-SO-CONNECTED	Promotion produit	2020-12-02	16:00	Publication		@tramrivard in our pink dress. SHOP NOW! @editorialboutique	#1800soconnected	---	Femmes 18-30 ans Montréal	30$	@Editorialboutique
3	Instagram	1-800-SO-CONNECTED	Concours	2020-12-03	16:00	Publication		Tag us wearing @editorialboutique, and get the chance to win 15% off your next virtual shopping session!	#1800soconnected, #Editorialboutique, #Giveway, #Virtualstylist	---	Femmes 18-30 ans Montréal	15% Off	@Editorialboutique
4	IGTV	1-800-SO-CONNECTED	Influenceur invité: Emy Jade Greaves	2020-12-04	18:00	Vidéo		How to Style Our New Vegan Leather Boots. Visit our website now to book your virtual stylist session!	#1800soconnected #virtualstylist	https://youtu.be/1bEQ1s0Pdl8	Femmes 18-30 ans Montréal	2250$	@Editorialboutique, @emyjade.g
5	YouTube	1-800-SO-CONNECTED	Influenceur invité: Emy Jade Greaves	2020-12-04	18:00	Vidéo		How To Style Our New Vegan Leather Boots with @emyjade.g. Visit our website now to book your virtual stylist session!	#1800soconnected #virtualstylist	www.editorialboutique.com	---	---	@Editorialboutique, @emyjade.g
6	Instagram	1-800-SO-CONNECTED	FAQ	2020-12-05	15:00	Story		Do you have any questions? How can I take an appointment for a virtual session? How to book an appointment with one of our stylists? 1. Go on our website and click book an appointment. 2. Choose the good date and time for you. 3. Enter your personal information and confirm. 4. We will directly call you on Facetime for your session.	#1800soconnected	www.editorialboutique.com	---	---	@editorialboutique
7	Instagram	1-800-SO-CONNECTED	Promotion nouveau produit	2020-12-06	11:00	Publication		New jewels on our website! SHOP NOW!	---	---	Femmes 18-30 ans Montréal	30$	---
8	Instagram	1-800-SO-CONNECTED	Concours	2020-12-08	16:00	Publication		Winning 250$ to shop has never felt that good!	#1800soconnected	---	Femmes 18-30 ans Montréal	250$ (valeur du concours)	---
9	IGTV	1-800-SO-CONNECTED	Influenceur invité: Noémie Lacerte	2020-12-09	18:00	Vidéo		How to Style @Danielleguizio suit with @noemielacerte. Visit our website now to book your virtual stylist session!	#1800soconnected #virtualstylist	---	Femmes 18-30 ans Montréal	2250$	@Editorialboutique, @noemielacerte
10	YouTube	1-800-SO-CONNECTED	Influenceur invité: Noémie Lacerte	2020-12-09	18:00	Vidéo		How to Style @Danielleguizio suit with @noemielacerte. Visit our website now to book your virtual stylist session!	#1800soconnected #virtualstylist	www.editorialboutique.com	---	---	@Editorialboutique, @noemielacerte

11	Instagram	1-800-SO-CONNECTED	IGTV avec Noémie Lacerte	2020-12-10	15:00	Story		How to Style our @Danielleguizio suit with @noemielacerte.	---	www.editorialboutique.com	---	---	@noemielacerte
12	Instagram	1-800-SO-CONNECTED	Promotion nouveau produit	2020-12-11	16:00	Publication		Levina wearing the new Ragged Priest purple jumbo pants. Go get yours on our website! @theraggedpriest @editorialboutique	#1800soconnected	---	Femmes 18-30 ans Montréal	30$	@theraggedpriest @editorialboutique @levinaxeditorial
13	Instagram	1-800-SO-CONNECTED	CTA: site internet	2020-12-13	11:00	Publication		Why aren't you on our website? New arrivals everyday on our website!!!	#1800soconnected	---	Femmes 18-30 ans Montréal	30$	---
14	IGTV	1-800-SO-CONNECTED	Influenceur invité: Claudia Bouvette	2020-02-15	18:00	Vidéo		How to style @dickies white painter utility pant with @claudiabouvette. Visit our website now to book your virtual stylist session!	#1800soconnected #virtualstylist	---	Femmes 18-30 ans Montréal	1500$	@Editorialboutique, @claudiabouvette
15	YouTube	1-800-SO-CONNECTED	Influenceur invité: Claudia Bouvette	2020-12-15	18:00	Vidéo		How to style @dickies white painter utility pant with @claudiabouvette. Visit our website now to book your virtual stylist session!	#1800soconnected #virtualstylist	www.editorialboutique.com	---	---	@Editorialboutique, @claudiabouvette
16	Instagram	1-800-SO-CONNECTED	New arrivals	2020-12-16	15:30	Story		New arrivals. Online Exclusives	---	www.editorialboutique.com	---	---	---
17	Instagram	1-800-SO-CONNECTED	Concours	2020-12-16	16:00	Publication		Win 250$ gift card to shop with one of our virtual stylist. To participate : 1- Follow us on @editorialboutique 2- Tag 2 of your friends in the comments 3- Share this post in your story	#1800soconnected, #Editorialboutique, #Giveway, #Virtualstylist	www.editorialboutique.com	Femmes 18-30 ans Montréal	250$ (valeur du concours)	@Editorialboutique
18	Instagram	1-800-SO-CONNECTED	Promotion nouveau produit	2020-12-17	16:00	Publication		Levina wearing our new knit @editorialboutique	#1800soconnected	---	Femmes 18-30 ans Montréal	30$	@Editorialboutique
19	Instagram	1-800-SO-CONNECTED	Promotion service de stylisme	2020-12-18	15:00	Publication		Call us if you need a stylist 514-849-3888	#1800soconnected	---	Femmes 18-30 ans Montréal	---	---

CLIQUEZ ICI POUR LA VERSION EXCEL https://docs.google.com/spreadsheets/d/1iz9qbmbegH5r0_A_NhZcujUFIVsLLCO97c_JYrPgptA/edit?usp=sharing

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BUDGET

PROMOTION	PRIX
Influenceurs	6000$
SEO sur Instagram	30$ / publication
AdWords	3$ par CPC (coût par clique)
Montage vidéo	200$
Concours 1	15%
Concours 2	250$
Concours 3	250$

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ICP

NOTORIÉTÉ

Nombre de partages et d’abonnées

ENGAGEMENT

Nombre de commentaires et de mentions j’aime

CONVERSIONS

Nombre de clics sur le site web + inscriptions à l’infolettre

CONSOMMATEUR

Témoignage(DM), sentiments sur les réseaux sociaux (service client), temps de réponse moyen

1. women clothing
2. streetwear brand
3. montreal stylist
4. dickies
5. doc martens
6. online store
7. service stylisme
8. virtual styling
9. mode locale
10. vêtements pour femmes

i dont need you
i have the internet

- Faire connaître le site web
- Augmenter le nombre de RDV en ligne
- Roulement du site