



Sales Promotion Plan

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FMMA104

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Demographic Survey Results

- 60% of participants don't read magazines
- 100% of participants are in college or completed college
- 80% of participants shops online



Visual Merchandising & Advertising

- The store appearance has to be visually appealing to attract customer into the stores and increase desire of buying. This is budget friendly yet essential for a new store in town.
- We could incorporate social media friendly props and invite customers to take picture and share on their social media.
- Allow barcode scanning and easy finding of products to help online shopping customers find products easier.



- Since most target customers don't read magazines, it is best to stay away from printed ads.
- Online ads can be posted through local bloggers and vloggers. These ads reaches customers efficiently and effectively.
- Recommended social media sites includes Instagram, Facebook and Youtube that allows pictures posting to showcase the aesthetics of the brand.



Special Events

Special events is a must when it comes to a newly open store.

- It is to bring attention to the brand, inviting people to experience the new store as well as encouraging new store sales.
- Making a one-time special event with celebrities and media encourages customers to notice the store giving them a different shopping experience than just another store.
- Media will also increases exposure of our nicely merchandised product through their platform.



Personal Selling & Sales Promotion

- Personal selling in a new store could let the store obtain immediate feedback about different aspects of the store. Like décor, lighting, product, pricing and service.
- Personal selling also gives customers a more personal connection that are not common in online shopping. This could promote brand loyalty in customers that appreciates the relationship.

**25%
OFF
ENTIRE
PURCHASE**

- Opening sales is a great chance to let customers try out our product.
- Sales promotion can be send to target customers in forms of email, social media advertising, and in store signage to attract customers into the store.
- Customers who constantly shop online often pay attention to deals and discounts they can grab through emails, email marketing should inform customers about the brand while providing promotion, like percentage off, to add desirability.



Goals & Objectives

- Break-even for the first year.
- Obtain \$200,000 investments from current and new investors.
- Increase 1000 followers on Instagram every month for the first year.
- Make \$25,000 revenue per month by the end of year in order to break-even for the first year.



Promotional Tactics #1: Promotional Tactics #2:

—Store Opening Sale

- This will have a promotion period of two month, different types of promotional discounts will be placed.
- Select Collections will receive additional discounts
- Customers that spend \$100 or more will also receive our limited edition accessories



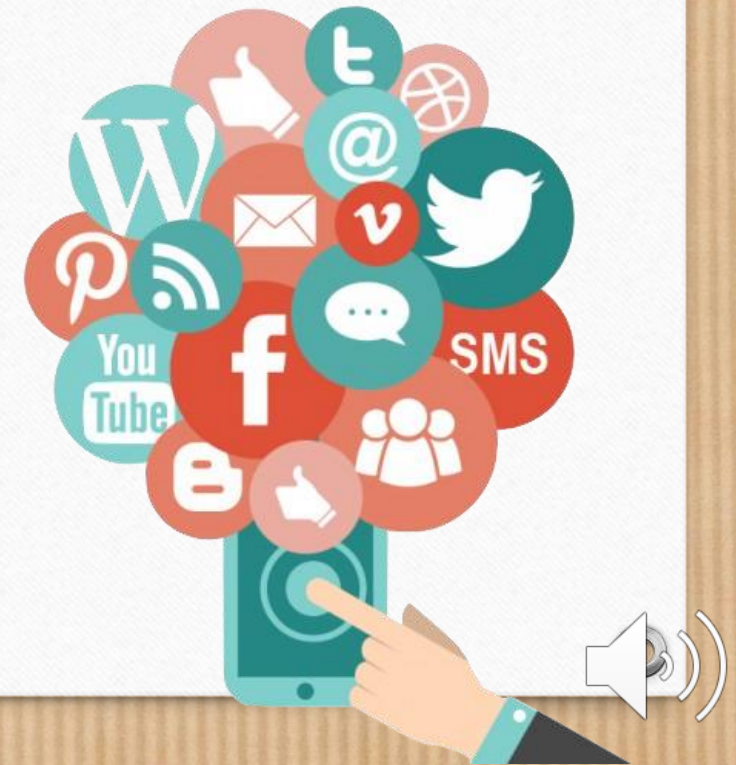
Collaboration

- Collaborate with local celebrities like bloggers to increase brand awareness.
- Provide free product for vloggers to review on, and discounts for their fans.
- Collaborate with other brands that matches our brand identity to create a new line of limited edition products.



Promotional Tactics #3: Social Media

- This will be an ongoing effort
- Customers that check-in on their Social Media account will receive \$5 off their purchase
- Encourage customers to share pictures or experience with interesting products and store decor
- Spread the store's Social Media account names by mentioning in major advertisements and on tags of products as well.



Promotional Tactics

#4: Customer Loyalty Program

- Every time a customer makes a purchase they will earn points according to how much they spent
- Customers can also earn points by referring their friends to the store
- Points can be used to exchange for various items including some that otherwise cannot be purchased, limited edition gift bags, and etc.

Promotional Tactics #5: Fashion Show

- This promotion will happen once every season
- Business partners and the customers on our loyalty program will be invited to join our event
- The event will be a chance to show appreciation and to show our new collections.



Promotional Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Store Opening Sales	Sale Period											
Social Media	Ongoing											
Collaboration			Seek out bloggers	Send out sample	Blogger writes post	Seek out brands	Design collab product		Re-release product	Seek out bloggers	Send out sample	Blogger writes post
Customer Loyalty Prog.		Introduction	Available		Members Award	Available throughout the year for points collection			Members Award	Available		
Fashion Show			1 day S/S Show						1 day A/W Show			



Sales Promotion Budget for Savvy

Instructions: When budgeting: (1) List the cost of at least five promotion techniques for six months.

(2) In the Notes area, write a note justifying your allocated budget for each of the categories.

Promotional expenditures: Campaign months:

	January	February	March	April	May	June
Seasonal ad—production	\$ 3,040.00			\$ 3,040.00		
Seasonal ad—placement	\$ 1,000.00	\$ 1,500.00	\$ 2,000.00	\$ 1,000.00	\$ 2,000.00	\$ 1,500.00
Press release—production			\$ 450.00	\$ -		
Press release—placement			\$ 1,500.00	\$ -		
Direct mail—design cost	\$ -	\$ 500.00	\$ -	\$ 500.00	\$ -	\$ 500.00
Direct mail—mailing cost	\$ -	\$ 2,550.00	\$ 1,300.00	\$ -	\$ 2,550.00	\$ -
Store opening—promotion	\$ 6,000.00	\$ 4,500.00	\$ 4,500.00		\$ 4,500.00	\$ 4,500.00
Events				\$ 5,900.00		
Total budget	\$ 10,040.00	\$ 9,050.00	\$ 9,750.00	\$ 10,440.00	\$ 9,050.00	\$ 6,500.00

Notes:

items in store for		placement	Showcasing new	
opening	Instagram and	preparing for	summer	Running summer
promotion	Facebook ad	summer season	collection	ads

Budget Placement

From January to June



Budget Reasoning

- First month is a crucial opportunity in promoting brand awareness, so more budget is placed during the opening month to attract traffic into the stores, focusing on sales promotion in store and ad placement in various outlet.
- 2nd month Direct Mailing started with available and upcoming collection. opening discounts are still ongoing, carrying over to the 3rd month.
- March is in preparation of the April S/S collection event, press release is sent to inform about important events and new collection.
- April focus on producing new ad featuring new collection as well as organizing an event to promote new products.
- May will allocate budget for sales on some of the products including seasonal and older collection.



Pricing Estimates

Direct Mail cost			
# of Mail	Price/piece	Flat Ship rate	Mail Design cost
5000	\$0.50	\$50	\$500
Store promotion			
# product	Avg Price/piece	store open discount	Regular discount
100	\$150.00	40%	30%
Seasonal ad production			
model cost	photograher cost		
80/hr	100/hr		
April New collection Event			
catering	Temporary employe	goodie bag	#guest
\$1,000	15/hr	20/bag	200
Press Release Production			
#celebrity/blogger	amount endorsed	Product cost	product sent
3	\$500	\$50	3



Direct Mailing

- Grand opening direct mailing should be sent to nearby neighbourhood to increase traffic. Promotional activities should be informed on the direct mail.
- Following the simplicity of the brand overall aesthetics, simple but stylish picture will be used.
- Strong and simple font will be used to avoid confusion.
- A pop of colour on the 40% off to highlight and further strengthen the idea into viewers head.





**OPENING
SALE**

40% off

T&C Apply

JAN 14 2017 9am - 9pm



SAVVY CLOTHING

GRAND OPENING

1206 Homer Street, Vancouver, BC. V6B 2W9

www.savvyclothing.com



NEW
COLLECTION

Seasonal Advertising

- The advertisement is designed to fit into the aesthetics of the online magazine as well so it can attract new customer from the magazine. The picture should attract readers to click into with big fonts conducting straightforward message.
- To avoid intimidating customers, I choose to keep the overall design and aesthetics of the advertisement simple, utilizing pastel coloured background from the chosen picture to keep the advertisement delicate yet interesting.





NEWS RELEASE

For Immediate Release

Jan 10th, 2017

FOR MORE INFORMATION:

Sherine Goh

Marketing Head

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Get Savvy in Yaletown

VANCOUVER, BC (January 10th, 2017): New Savvy Clothing will be opening a store right here in Vancouver, BC. Grand opening will be on January 14th, 2017 with a 40% off for customers who is coming to experience Savvy. Store is located at 1206 Homer Street, centre of Yaletown, and will be open for extra hours from 9am to 9pm.

Savvy Clothing is Vancouver based and believes in sustainability meeting beauty. Savvy is made across North America and each items are produced with sustainable fabric. Savvy will be showcasing Savvy's new collection that is focusing on womenswear that could be worn for both work and leisure, with a touch of romance without being too overly girly.

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Press Release

This press release will be sent to multiple Vancouver based blogs and magazines.

Although there are overlaps, these two media outlets were chosen because through them Savvy can reach the majority of its market; with blogs reaching the 20-35 years old women, and magazines reaching the 25-40 years old women.

