

# PR Plan for Tula Boutique

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# Overview

- Tula Boutique is located in Old Town Fort Collins. It's a high-fashion women's clothing store that features a variety of different brands and high end brands.
- The boutique has strengths and weaknesses and there are many ways to gain coverage and create news for the boutique by hosting events.

# SWOT Analysis

- Strengths: great location, friendly employees, spacious and comfortable store
- Weaknesses: price of items
- Opportunities : social media, partner with CSU to host event.
- Threats: there are other stores in Old Town that compete with Tula and have more affordable items.



# Audience and objective

- Colorado State University female students ages 18-24
- Increase awareness among female CSU students by 20% before summer 2020 to increase Tula's sales.



# Strategy

- 1) Create a blog post to increase interest and awareness of company by female students.
- 2) Host an event that invites CSU students to compete in a competition
- 3) Increase social media use by posting 12 tweets



# Tactic #1-Blog post

If Tula creates blog posts about fashion and style, it could potentially increase female student's interest in the store. The blog would need to be interesting, creative and witty. This would drive attention to the company and ultimately support the purpose of the objective. The post will include fashion tips for women while also encouraging them to visit their store or website.

## Tactic #2-Event

This event would allow Tula to gain recognition on campus. Fashion students would have more of an incentive to participate because they want to be known and win the giftcard. The event could be covered by CSU media and ultimately increase visitors to the store. Seven students will compete and create 3 outfits from items in the store. They will be judged by employees and the winner gets a \$500 gift card to the store.

# Tactic #3-Tweets

Social media is a great idea for increasing awareness. If Tula posts 12 tweets promoting their business, the fashion show and the blog, this would support the main objective.

Meet Madeline, Tula's lead stylist and merchandiser! She is one of the employees that'll be judging at the competition! "I can't wait to be a part of this event, I'm excited to see what the contestants come up with!" - Madeline.



Calling all CSU Fashion majors!! We have an event coming up in April to challenge your style skills! Visit the website for more information. [#tula #fashion](#)



# Timeline

- Press release for the event and its details: would need to be released by Jan. 1, 2020.
- The 12 tweets should be posted each week leading up to the event to create awareness and to promote the event. The first tweet needs to be posted by Jan. 20, 2020 and the last tweet needs to be posted on Apr. 20, 2020 the day of the event.
- I would like for the blog post to be posted by Feb. 1, 2020.
- Event would take place April 20th 2020 at 7:30p.m.

# Evaluation

Tula will not be implementing any of this plan but if they did, I would measure how much awareness this plan would have brought to their business. Here are several factors that can be measured:

- Tweet engagement: see how many people interacted with the tweets through liking or retweeting them.
- Event attendance: how many people attended the event?
- Blog engagement: how many people visited the blog page? How many people clicked the embedded links throughout the blog?
- Tula Website: was there an increase in site visitation?