



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, such as Golden goose. Old Town is a staple to many Fort Collins residents, Colorado State University students, and visitors. Tula does well in sales but the issue is, college students are not the ones buying their products. This is mostly due to the higher priced items in the store, many are unaware that Tulas merchandise also includes affordable priced items. Since CSU students take up a large percentage of the Fort Collins population, it would be a great idea to get them in the boutique. There are many ways to gain coverage and create news for the boutique by hosting events.

ELEMENTS

● SITUATION - SWOT ANALYSIS

Strengths: Tula does well in annual sales and they have a great location. The store has a clean, open and comfortable environment. An important part of a shoppers experience are employees. The employees at Tula are friendly and helpful. What truly sets Tula apart from the rest is that it's a classy and a one of a kind store in Old Town.



Weaknesses: They can certainly improve on sales if they gain more student shoppers.

Other boutiques in Old Town have more lower priced items which is what students look for.

Opportunities: luckily social media can play a huge part in student advertising. Tula also has an opportunity to create a blog post and host an event partnered with CSU to gain more awareness of the store.

Threats: Tula has a few competitors in old town who could become a threat during their quest to attract more student shoppers. People may not be interested in going to any events they put on.

- AUDIENCE

Colorado State University female students between the ages of 18 and 24

- OBJECTIVE

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 fashion students to compete in order to win a gift card and gain recognition as an up and coming 'amature' designer.
- 3) Increase use of social media by posting 12 tweets.

- TACTICS

- 1) The objective of this campaign is to Increase awareness among female CSU students by 20% before summer 2020 to increase Tula's sales. The first way to approach achieving the objective is to create a blog post. The post must entertain readers to ensure their interest in the store. It'll be posted a month after the initial press release is out on Feb. 1, 2020. The blog post will revolve around fashion tips for upcoming travelers. Since most college females have an interest in travelling and many haven't had a chance to yet, a more relatable and informational blog post would be a great idea. The post will give insight to the world of fashion while providing tips on what to pack and how to create the best outfits. Since Tula is all about fashion, the blog post will encourage readers to check out their website or visit the store to shop. Ultimately, the post will be engaging, entertaining and comedic while also directing readers to the boutique to purchase items.



2) My second tactic would include Tula hosting an event at their store in Old Town.

The event will be on Apr. 20, 2020 at 7:30p.m.. The event would invite Colorado State University fashion students to compete in order to win a gift card and gain recognition as an up and coming 'amature' designer. This event would allow Tula to gain recognition on campus and posters could be hung up in the Lory Student Center to spread the word. 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.

Contestants could also invite friends and family to the event for support. The competition would require fashion students to create three different outfits out of items in the store in under 20 minutes. The contestants final looks would be judged by three employees and the winner would receive a gift card. Overall this would be a great way to get the students involved and interested in the Boutique. This event would be a great way to show Tula's support for CSU and the up and coming student designers.



3) The third tactic is very important for reaching the objective of this plan. Social media is a great tool for promoting a business or event. Social media is a huge part of our lives and since the target audience consists of college females between the ages of 18 and 24, this is a great fit. The tweets will include information about the store and the event while also providing updates. I plan on including pictures and hashtags to complement the information. It's important to also include at least one tweet about an employee because they will be the ones judging the competition. This will give not only the public, but the contestants a chance to get to know the employees. The tweets need to be posted strategically to keep people engaged and excited about the event. Tweets need to be posted after the initial press release is out on Jan. 1, 2020. The tweets will continue to be posted up until the morning of the event. If Tula posts 12 tweets promoting their business, the fashion show and the blog, this would support the main objective.



● TIMELINE

If Tula decided to implement my ideas, here are the following deadlines for my strategies:

- 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.

They could host their competition event in April after gaining recognition through tweets and the blog post. It would be somewhat of an end of the year opportunity to fashion students.



● 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?