



9 | TAILORS

Presented by 9Lions

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THE 9LIONS TEAM



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The 9Lions Marketing Team from Emerson College is a multi-generational and multi-ethnic group that brings a unique blend of voices to the strategies we create for a marketing campaign. With our collective life experience and ethnic diversity, 9Lions offers a fresh perspective to the solutions we develop. We are 'roaring' with confidence and believe that our deliberations will lead to insightful solutions for 9Tailors.

EXECUTIVE SUMMARY

9 TAILORS
EMERSON PRESENTATION
SEPTEMBER 2018



Initial Assessment

The 9Lions team first met Sam Shih when she and her 9Tailors' Marketing Manager, Jeff Lahens, did a classroom presentation about 9Tailors. The presentation had well-designed slides that covered 9Tailors' mission, core values, client demographic, milestones, competitive landscape, SWOT analysis, etc. Even though they were visually appealing and informative, it was the two principal speakers, Sam and Jeff, that really conveyed the essence of the brand to the class. Through their storytelling accounts of going "above and beyond" for their customers, it became apparent that the real hallmark of the 9Tailors' experience is the personalized service Sam and her staff give her clients. Sam's story as a successful female entrepreneur and a fashion visionary with a solid business model and philosophy is the heart and key feature of the brand; the love, pride, and passion for 9Tailors came through in every word of their presentation. With 9Tailors celebrating its 10th anniversary this year, Sam is asking 9Lions to gauge the strength of her brand while exploring new opportunities and ways for the company to grow its revenue in the Boston marketplace.

Eight days after the classroom presentation, the 9Lions team took a field trip to visit 9Tailors, Sam, and her staff, firsthand. 9Tailors was nestled into the city landscape of the Leather District of Boston, and, without signage, it felt authentic to the neighborhood. Once inside the store, the initial impression we received was one of welcoming comfort; it was like walking into a friendly, spacious and familiar living room instead of a business. The space had an industrial design and the decor was sparse, but there was a oversized couch, bar, and wood slab table that gave the whole space a "man cave" vibe. In this environment, we learned that the personalized measurements and design choices for the garments are discussed over a glass of fine Scotch from the bar. After the store tour, the 9Lions team had a question and answer session with Sam, Jeff, and the staff. This meeting was helpful in shaping our direction for the marketing campaign, and we gained these key insights:

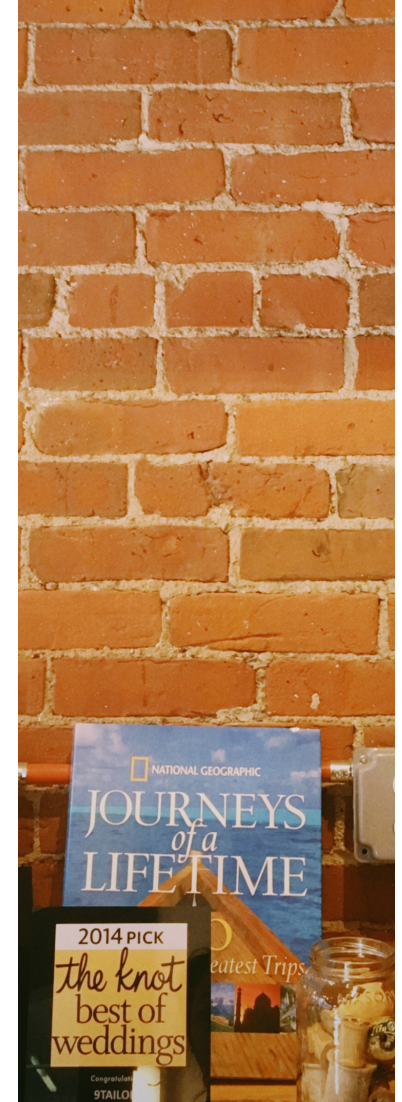
- 9Tailors had enough capital to open a new store; it wasn't just a theoretic possibility.
- 9Tailors was eager to incorporate "suits for all body types" into their messaging.
- 9Tailors wanted to sell more suits to women who enjoy wearing masculine-styled suits.
- 9Tailors had a limited advertising budget used mostly for a wedding website, The Knot.

An interesting comment came from Sam's staff when they said, "It's too bad you can't bottle Sam and sell her." This comment embodies the strength and, quite possibly, a potential weakness of the business in the future, "How can 9Tailors expand when Sam cannot possibly be everywhere at all times?" 9Lions needed to consider the question, "How do we convey the personality and philosophy of Sam in the messaging for the consumer when moving forward with the marketing campaign?"



Our Interpretation

From the initial presentation and store visit, continuing through with our research and one-on-one interviews, the 9Lions team has gained fresh insight into the 9Tailors' business and brand. We have arrived at the conclusion that the opportunity does exist for 9Tailors to expand in the Boston marketplace and grow its number of new customers while increasing its revenue stream. The customer segment that offers the greatest opportunity to do this immediately is the niche market of women who prefer masculine-styled suits; there are simply no other competitors doing this type of suit or catering to this segment in the Boston marketplace. Additionally, there is another opportunity to expand the current male customer base by making those customers aware that you do, in fact, make suits for men of all body types, not just physically fit men. Although it was important to Sam that the "all body types" message was included in the campaign, the current 9Tailors' branding is off-point and does not convey that message or philosophy at all; the models are young, fit, and handsome, which might be off-putting to an "average" man with a less-than-perfect physique, and there are no images of women at all. In order to reach the new customer segments that could spur increased sales growth and possibly justify the opening of a new location, 9Lions has created a strategic marketing campaign for 9Tailors that would strengthen the brand, realign the messaging, and ensure its success.



EXECUTIVE SUMMARY

RESEARCH



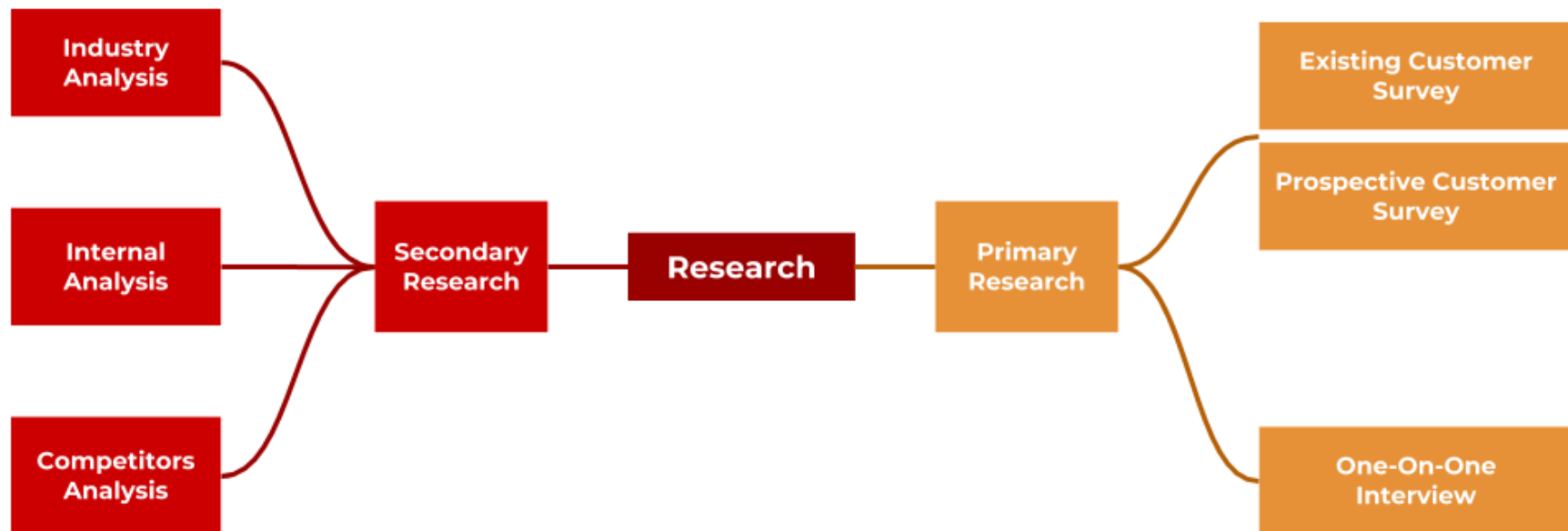
Objectives

After our assessment and interpretation of 9Tailors, our team decided to learn more about the Menswear Industry in Boston:

- How successful is the industry?
- How is it segmented?
- Who are the competitors?
- How is 9Tailors doing in comparison to the competitors?
- Who are the customers?

Methodology

Once we settled on these research objectives, 9Lions decided to use a 2-pronged approach to our research: First, we decided to do secondary research so that we could incorporate any quantitative insights gained from the industry into our questionnaire design. Secondly, using those questionnaires for surveys and interviews, we decided to conduct primary research with the actual customers to obtain qualitative information as well.



LIMITATIONS Due to time and resource limitations, the sample size from the surveys was smaller than we had hoped for. For existing customers, respondents who were willing to take the survey were mainly in their 40's, which contrasts with the one-on-one interview participants who were mainly in their 30's; each age group represents only a portion of the customer target of 9Tailors. The high abandon rate for the prospective customer survey was due to the first question which filtered out customers who had never bought a custom suit before. Even with a low response rate, however, some interesting insights were garnered for consideration with the overall strategy.

Secondary Research

Industry Analysis

9Lions examined the Menswear Industry with a focus on the buying behavior of millennial consumers with affluent lifestyles who are more likely to purchase a custom made suit with a price tag of \$500 and up. 9Lions divided our findings into three parts:

BUYING EXPERIENCE

The buying experience affluent millennials have when they purchase a product directly affects their level of satisfaction and loyalty to a brand.

Exclusive and invitation only events are appealing to the affluent buyer who enjoy affiliating and belonging to special, elite groups.

ONLINE SHOPPING

52% of affluent millennials frequently will shop online shopping; most Menswear brands online offer tailoring services.

VALUE OF DEALS

Affluent millennials spend their money wisely and are likely to search for the best value they can find; they appreciate bargains and deals.

A loyalty program would be an appealing way to connect with the affluent millennials who will be purchasing custom made suits.

Internal Analysis

9Lions visited the 9Tailors' a few times to conduct first-hand observations and to examine internal documents for customer profiles, purchase records, and any other data we could collect for analyzation; 9Tailors kindly provided this information to us which resulted in the following conclusions:

KEY FINDINGS

- Most of the 9Tailors' clients come from the greater Boston area.
- Suits generate the most revenue for 9Tailors; shirts are second.
- Referrals and word-of-mouth are the top methods 9Tailors relies on for new clients.
- Great personalized service, superior suit fit, and overall value are the top 3 reasons clients gave for choosing 9Tailors.

NEW FINDINGS

- April to September are 9Tailors' peak sales months which is likely due to those months corresponding with the wedding season.
- Without complete customer profiles, the target audience of 9Tailors remains unclear.
- 9Tailors has already ventured into the niche customer segment for women who prefer masculine-styled suits.

The internal analysis adds confirmation to context to our primary research.

Internal Analysis

Competitor Analysis

9Lions researched the Menswear Custom Suit Industry and selected 8 brands as key competitors to 9Tailors. To get a better understanding of each brand and their positioning, we compared their custom suit price range, their unique selling proposition (USP), and their primary target audience. Based on this data, we divided the competitors into three categories:

PREMIUM	COST EFFECTIVE	RENTAL
MR.SID	Blank Label	The Black Tux
Brooks Brothers	J Crew	
SuitSupply	Indochino	
Hive & Colony	Men's Wearhouse	

Some custom suit brands have a clear positioning strategy with a strong message and tagline, while others have a weaker one. These varying approaches to message strategies leave some competitors disadvantaged when trying to differentiate their brand in the customers' eyes. Another significant finding from our research is that all the brands have user-friendly, up-to-date websites focused on customer experience.



Tradition; American Icon; Heritage; Legacy; Commitment.



Modern; Quality; Finest; Luxury; Discerning; Exceptional Service; 'Old World' Masterful Tailoring; Lifestyle; Pride.

SUITSUPPLY

"Find Your Own Fit"; Pioneers; Contagious; Energy; Fast; Effective; "For People Who Want To Be Seen"; International.

Hive&Colony™

"Forget Being Overlooked – Get Used To Being Looked Over"; "Technology Meets Your Individual Style".

BlankLabel

"Clothes You Feel Confident In"; Made-To-Order; "Flexible Around You"; "Straight From Real".

J.CREW

"Better Together"; "Coming Together"; "Doing What You love"; "Wearing What You Love".

INDOCHINO

"Made To Measure"; "Ready-To-Wear Prices"; "Step Into The Shoes Of A Designer To Create"; "Inspire Confidence That People Admire".



"Custom Is Confidence"; "Selling With Soul"; Experience; "Whatever Suits You"; "Carries The Clothing That Suits Your Lifestyle".



"More Than Just A Better Rental Experience, We've Also Created A Better Product".

Primary Research Surveys

EXISTING CUSTOMERS

RESPONDENTS:



HIGHLY EDUCATED
HIGH INCOME LEVEL
86% AGE 40+



ONLINE RESEARCH

50% of the respondents use online research.



OWNED MEDIA - NOT EFFECTIVE

0% of the respondents came from 9Tailors' website or social media accounts.
0% of the respondents came from 9Tailors' newsletter promotion.



REASONS FOR PURCHASE

63% - Everyday Wear
50%- Work; Business
38% - Weddings

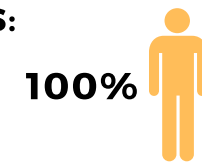


FEEDBACK

84% - Wanted a loyalty program discount.
66%- Wanted fashion and styling advice.
71% - Would consider trying other tailors for more variety and better price.

PROSPECTIVE CUSTOMERS

RESPONDENTS:



HIGHLY EDUCATED
HIGH INCOME LEVEL
88% AGE 40+



ONLINE RESEARCH

73% of the respondents use online research first.



REFERRALS - HIGH VALUE

54% of the respondents would ask their friends and family for their opinions before purchasing.



KEY SEARCH WORDS

54% - typed in "Custom suits"
23% - typed in "Tailored suits"
23%- typed in "Handmade suits"



WEDDING TUX VS. WORKING SUIT

46% of the respondents would buy for a wedding.
38% of the respondents would buy for work.

Primary Research One-On-One Interviews

15

INTERVIEWS

450

RECORDED MINUTES

9

KEY TAKEAWAYS

WHAT THE 9TAILORS' CLIENT SAID:

“

"One suggestion I would have is with ETA...I'm an Amazon guy...I'm used to getting everything in 2 days...have someone like Barbara reach out and say, "Hey, FYI...the lead time is 6 weeks; I will update you...this will eliminate frustration."

"If Sam went into the shoe game, she'd take over the world!"

"Jeff is a huge asset to them...he could be your fashion coach...because Sam runs the whole operation, Tony is the tailor, but Jeff seems well-suited to fashion...he's got really good tips...Jeff is a striking presence."

"Competitors?...Hive & Colony...in my opinion, the suit, itself, was a better quality, better fitting suit...it was more expensive (\$650 vs. \$500)...they took my height and weight...they took more crotch measurements...more attention to detail..."

"I would be more aggressive referring people at work to Sam if I knew that there was a loyalty program in place at 9Tailors."

"Newsletters are beaten to death...nobody's going to open that thing...I mean, everyone wants to do a newsletter...what does that mean?"

"Suit displays...I don't know if there's a digital way of doing it...it would be nice to know what it looks like...it's probably why I don't get a lot of patterns in my suits."

"Website?...To be honest, I was hoping for a more user-friendly experience."

"I will say the little dressing room didn't feel like it sealed very well...I felt awkwardness in that moment... I mean, I'm a woman and it was a weird feeling."

”

OUR FINDINGS



11 Males

4 Females

Average Age: 32

College Educated

69%

OF THE INTERVIEWEES HEARD OF 9TAILORS FROM A FRIEND, FAMILY MEMBER, OR CO-WORKER.

69%

OF THE INTERVIEWEES WERE BUYING SUITS FOR A WEDDING.

93%

OF THE INTERVIEWEES WERE SATISFIED WITH THEIR PURCHASES.

DIGITAL PRESENCE

THE INTERVIEWEES WERE NOT SATISFIED WITH THE 9TAILORS' WEBSITE.

INCENTIVE PROGRAMS

THE INTERVIEWEES MENTIONED THERE WERE NO INCENTIVE PROGRAMS FOR REFERRALS.

Hive&Colony™

WAS BROUGHT UP THE MOST OFTEN AS THE PRIMARY COMPETITOR FOR 9TAILORS.

**PREMIUM
UPSCALE
HIGH-END
AFFORDABLE**

WORDS USED BY THE INTERVIEWEES TO DESCRIBE THE 9TAILORS' BRAND.



STRENGTHS

- Strong referrals
- Lasting relationships with clients
- Customized, personal service
- Willing to go 'above & beyond' for client satisfaction
- Great local reputation
- Convenient location in historic downtown Boston



WEAKNESSES

- Lack of online presence
- Low engagement on social media
- Limited interaction on the 9Tailors' website
- Lack of virtual and digital management
- Lack of standardized training



OPPORTUNITIES

- New customer segments in the niche market of women who prefer masculine-styled suits & individuals with "all body types"
- Expanded product line to include: shoes, belts, etc.
- New store opening



THREATS

- Competitors with larger capacities, inventories, and advertising budget
- Competitors with the same targeted audience
- Online shopping websites with tailoring and delivery
- Rising cost of labor and materials

SWOT Analysis

INSIGHTS

Customer Personas

Once research was completed, 9Lions identified 3 customer personas for 9Tailors:

Existing Customer



- Herb
- Male
- 35 years-old
- Married
- Lives in Quincy
- Stays away from most social media, but he is active on LinkedIn
- Makes appointments with 9tailors via phone calls or emails
- Wears suits at his job and feels the need to add new suits to his wardrobe
- Would buy more suits from 9Tailors if there were incentives in place

Herb wishes there was a loyalty program in place to help him with the cost of future suits, and, if there was a referral program, he would work harder to refer his friends and business associates to 9Tailors.

Prospective Customer Male



- Paul
- Male
- 28 years-old
- Single
- Lives in South Boston
- Heavy internet user who enjoys social media and uses LinkedIn
- Just started his second job and realizes how the confidence he feels wearing his custom suits affects his performance in the workplace
- He gets confused when shopping for brands online, and he wishes he could see at first glance what brands might be the best fit for him

Paul finds online discounts appealing, and when 9Tailors comes up in his internet search, he will compare its website to the other custom suit makers he finds before making a decision of who to choose.

Prospective Customer Female



- Zoe
- Female
- 29 years-old
- Married
- Lives in downtown Boston
- She is a member of the LGBT community and wants to find a custom suit maker that caters to women who are like her and want to wear suits with masculine styling
- Seeks out and listens to recommendations on social media sites like: Yelp, Instagram, and Facebook.
- She gets frustrated looking for brands and shops that fit her taste and needs

Zoe is very adept at using the internet to research businesses that support her lifestyle, and, yet, she continues to struggle finding businesses in Boston that offers masculine-styled suits for women.

Customer Journeys

What are customers thinking before, during, and after they buy? Here are their journeys:



Branding

Tagline

To strengthen the 9Tailors' brand, we decided to develop a new tagline; the results of 9Lions' creative brainstorming session to narrow our choices down are listed below:

PRIDE & COMFORT
PRIDE & PROFESSIONALISM
PRIDE & TRUST
BUILD YOUR CONFIDENCE
FIT YOUR CONFIDENCE
DESIGN YOUR CONFIDENCE
HANDCRAFTED CONFIDENCE
BOOST YOUR CONFIDENCE
TASTE YOUR CONFIDENCE
DRESS YOURSELF IN CONFIDENCE
CONFIDENCE EVERY TIME
MAKE YOUR OWN CONFIDENCE
DESIGNER CONFIDENCE THAT SUITS YOU

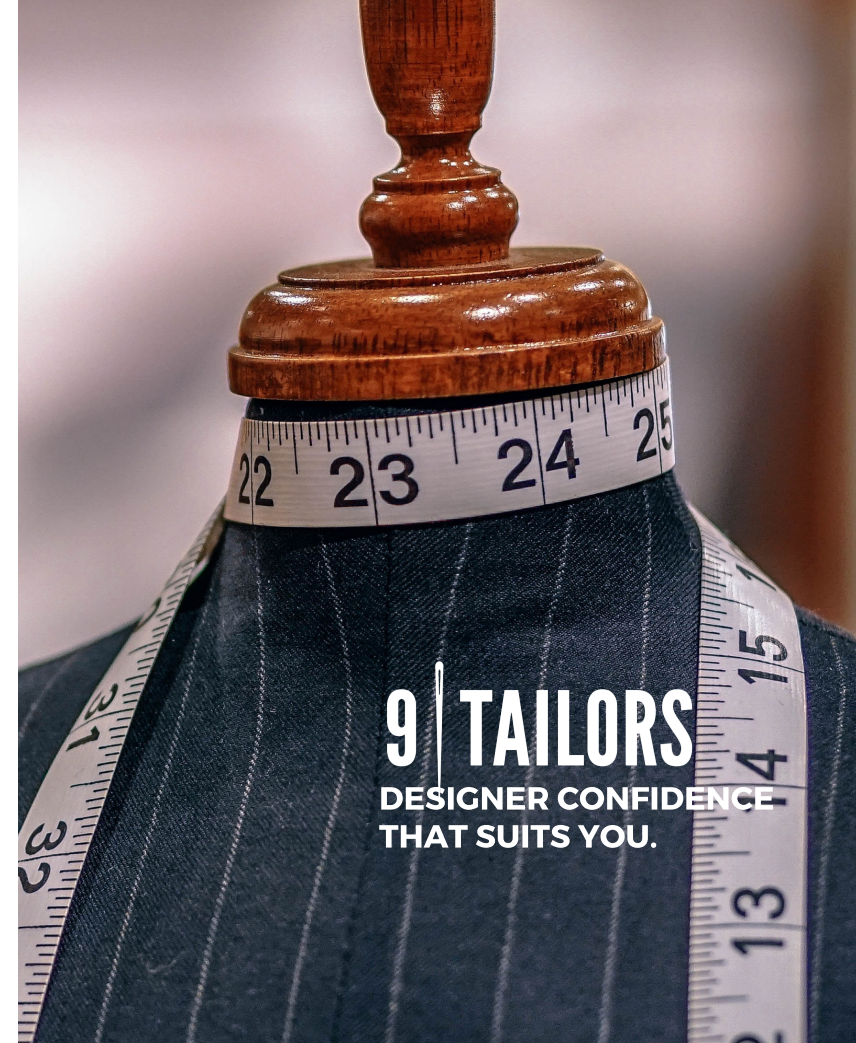


LIFETIME PARTNER WHO KNOWS YOU BETTER THAN YOU DO YOURSELF
EVERY(BODY) FEELS CONFIDENT IN A CUSTOM MADE SUIT
DESIGNER CONFIDENCE THAT SUITS YOU
PRIDE & COMFORT



"DESIGNER CONFIDENCE THAT SUITS YOU."

This tagline will be used in 9Tailors' future messaging in all of their media mix. The tagline represents the main value of the 9Tailors' product and service - "Confidence"; it is the key word that shows the greatest benefit to the 9Tailors' client. The tagline also emphasizes the primary service 9Tailors delivers with the words, "Designer" and "Suit". The tagline is straight to the point and, yet, it still conveys an initial impression of high-quality, great service and personal design.



"Designer" gives customers an impression of stylized design.

"Confidence" is the ultimate benefit a 9Tailors' suit delivers.



DESIGNER CONFIDENCE

THAT SUITS YOU.



"Suits" names the main product outright.
"You" refers to the personalized service.

Emotional Identity

- Trustworthy
- Professional
- Fashionable
- Confidence
- Proudful
- Approachable

Emotional identity is an important part of branding which focuses on how to build a connection between the brand and its customers. According to our in-depth interviews, customers enjoy the close, personalized relationship they experience at 9Tailors with Sam, and, because of this, they view 9Tailors as approachable, not exclusive. This strongly differentiates 9Tailors from other custom suit makers in Boston. 9Tailors delivers expert, professional fashion advice while maintaining a personal relationship as a trustworthy partner with the hope that this will lead to future purchases and communications with their customers.



9 | TAILORS
DESIGNER CONFIDENCE
THAT SUITS YOU.

*Not just measurement,
it's communication.*

Visual Identity



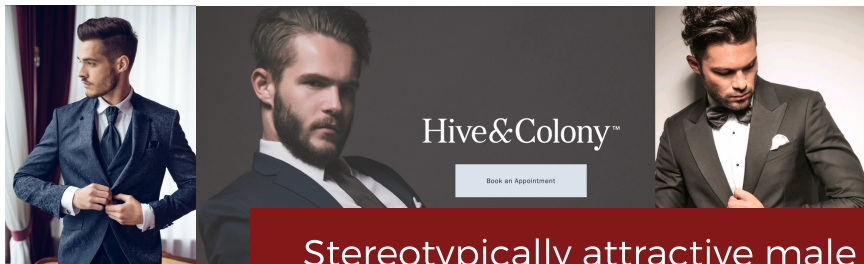
9 | TAILORS

No gender diversity

No body size diversity

Current Image

The current 9Tailors' brand visual identity has little differentiation from their competitors. Additionally, although 9Tailors is a female owned, diverse and approachable company, there's little in the current brand visual identity that suggests that 9Tailors is an all-gender, all-body types, and all-ethnicities brand.



Stereotypically attractive male

No ethnic diversity

No differentiation to competitors



Real client images

Body size and gender diversity



Ethnic and racial diversity

Average models who look better in suits

Proposed Images

Messaging

Communication Objectives

1. To establish "Designer Confidence that Suits you." as the brand's main tagline and identity.
2. To show 9Tailors as a more diverse and approachable brand.
3. To differentiate 9Tailors from their competitors.
4. To connect with niche target audience.
5. To connect with new professionals looking for a better fitting business suit.
6. To inform current customers of new loyalty program.
7. To consistently introduce clear action calls

Value Proposition

By introducing this new, and all inclusive messaging, 9Tailors will:

1. To remind your clients of the value and reasons they have for purchasing custom made clothing.
2. It will **increase brand's loyalty by 30%** in the first year.
3. It will **increase brand awareness by 20%** in the first year within young professionals menswear market in Boston.
4. It will **increase brand awareness by 50%** in the first year within niche target audience of women seeking menswear inspired clothing.
5. It will **Increase market penetration by 5%** in the first year within the young professionals menswear market in Boston.
6. It will **increase market penetration by 35 %** within the niche target audience of women seeking menswear inspired clothing.



Main Creative Concept - The "Big Idea"

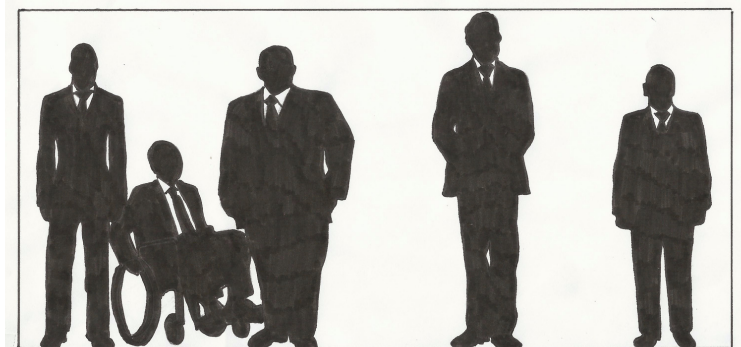


**Every(body) feels more confident in a custom made suit.
Every(body) feels more comfortable with people they trust.
9Tailors gets Every(body).**

The idea was centered around the desire 9Tailors has to let their prospective new customers know that they will cater to all body types-- not just stereotypical handsome model-looking men. Because 9Tailors provides an intimate, personalized experience in the process of creating a customized suit for their clients, they are able to accommodate every person's unique physical characteristics and aesthetic needs in a judgement-free zone.

When a customer purchases from 9Tailors, they are not just buying a garment of clothes that fits perfectly to their measurements. They are also buying a premium shopping experience, and a lifetime relationship with a brand they can trust not to judge, misrepresent, or marginalize them, regardless of their body shape, gender identity, and ethnic origin.

9Tailors gives their customers the confidence to shine, the comfort to speak up, and the understanding that clothes-shopping can be an overwhelming, stressful process for those who struggle with self image and discrimination.



EVERY(BODY) LOOKS GOOD IN A SUIT. 9 TAILORS

Marketing Campaign - Understanding The Message:



Culture wars rage over bathrooms, and even the suggestion that men or women have to identify themselves in terms of one fixed gender is being questioned. There is a divide that looms between those who welcome a new fluidity in gender representation, and those who don't.

Some women have always sought out and purchased men's clothing for themselves for the comfort and authority the clothes provide to them when they wear them. Now, the fashion industry has caught up to this trend and the lines of what "normal" should look like are blurred.

Within this bold environment, 9Lions explored the idea, for instance, that "suave" doesn't exclusively apply to men anymore; and that by choosing a 9Tailors' suit, a female customer can choose to wear menswear inspired clothing that fits them in a "suave" way regardless of gender.

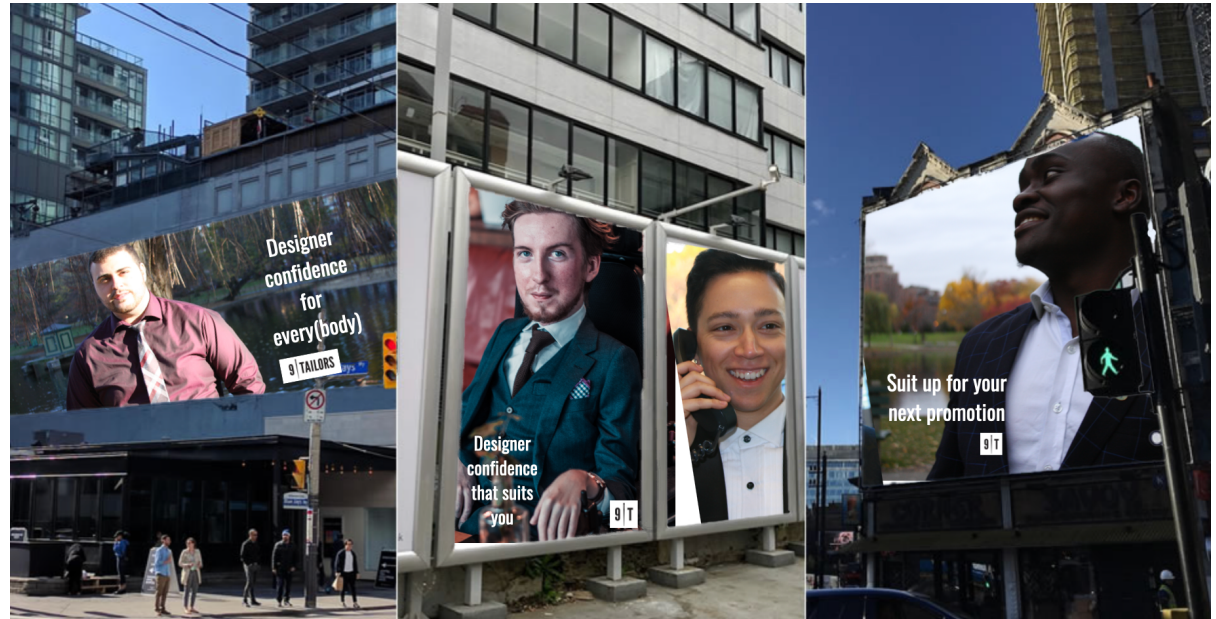


Marketing Idea - Incorporating The Message:

Based on our research, 9Tailors needs penetration within the young professionals segment. This target audience is ambitious, with a very active lifestyle. They are transitioning from entry level positions and need better quality suits and shirts for work and social gatherings.

With this concept, we attempt to connect with this young professional audience by showing a diversity of body sizes, shapes, along with an overall realistic "all body" look to the 9Tailors messaging. This look is approachable, and friendly.

The models aren't perfect, and the messaging does not aim to portray the "ideal" male, but instead, they give the customers a sense of comfort and security. Additionally, they will find themselves represented with the brand.



9Tailors has grown from a home-office business, to a premium menswear boutique located at the heart of Boston's busiest neighborhoods. They have succeeded by offering high quality custom made suits and shirts, and superior customer service for their clients in Boston. For 10 years, 9Tailors' niche market has been in weddings, with 69% of their business coming from grooms and groomsmen. With the changing of the competitive landscape in the menswear industry, and the market moving more and more towards digital shopping, it is time for 9Tailors to adopt a new integrated marketing strategy that is as comprehensive and bold as their fabrics. 9Tailors business goals in the next two years are to penetrate new niche markets, as well as grow their market share by differentiating their brand from all other competitors.

Team 9Lions has conducted extensive research; and we have concluded that 9Tailors main business problems are the following:

- 1.Loyal customers don't feel rewarded.
- 2.Niche customers don't feel represented.
- 3.UX/UI of website needs improvement.
- 4.SEO and Social Media Presence needs improvement.
- 5.Brand positioning same as competition. NO USP
- 6.Poor Customer-Relationship- Management (CRM)

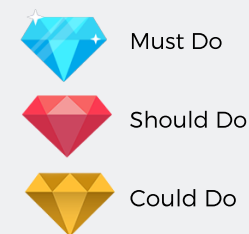
To solve these marketing challenges, team 9Lions has devised a plan that will improve 9Tailors brand awareness in Boston by 50% within our niche target market, and will increase menswear market penetration by 2%. The 9Tailors recommends taking the following steps:

- 1.Introduce a loyalty program with a rewards point system for referrals and exclusive event listings for repeat customers.
- 2.Launch a "Suits for Tomboys" campaign during high traffic months of June and July for two years.
3. Improve UX/UI website design for ultimate first-visit experience.
- 4.Improve SEO with an ongoing use of hashtags, meta links and descriptions to achieve a higher organic search ranking.
- 5.Launch a on-going "For your Next Promotion" campaign throughout the course of two years.
- 6.Implement a high touch CRM plan.

To accomplish these steps, 9Lions has concluded that a budget of \$770/month to \$2,000/month needs to be allocated for this marketing plan (See Budget on page 44 for a breakdown of costs).



Tasks will be divided into three priority categories represented by the gemstones below; a stone will appear on the top right of the tactic being described.

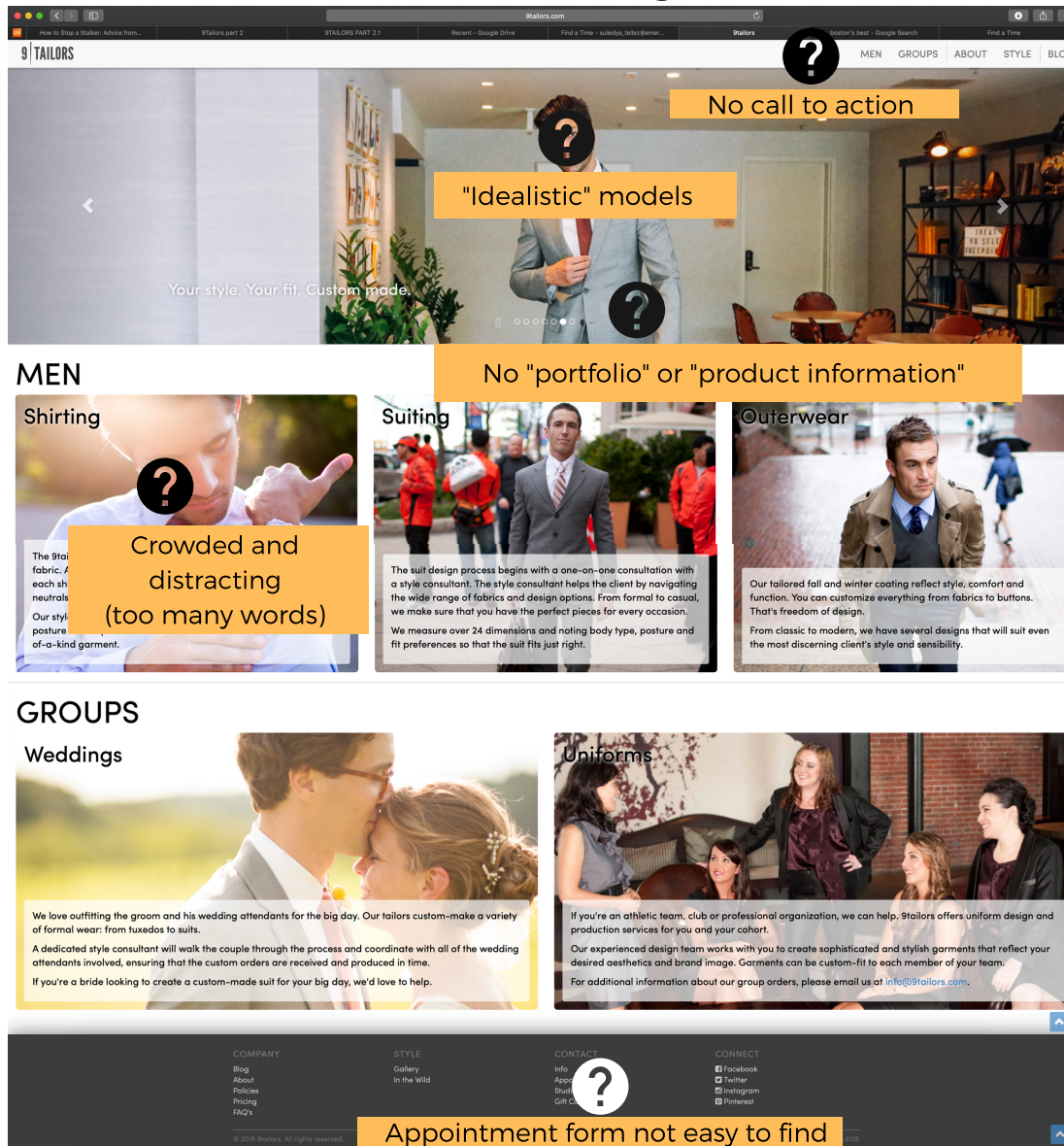


STRATEGY OVERVIEW

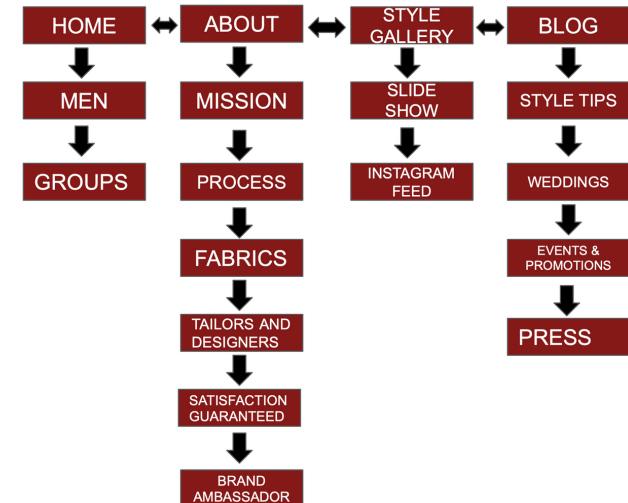


Website Optimization

Current Home Page



Current sitemap



According to findings from primary research, 9Lions has determined that the 9Tailors' website is not only important for educating new customers and encouraging them to book an appointment, it is also an important tool for engaging existing customers to consider purchasing again. The current website, as it is constructed, does not depict 9Tailors' most important core values: inclusivity, body positivity, and modern elegance. Our team suggests designing a new website that more accurately reflects what 9Tailors is all about; and that will be more user friendly is easier to navigate. We have mapped out an initial website design that enhances the online user experience, see next page for details.



RECOMMENDED HOMEPAGE



RECOMMENDED SITEMAP



1. The Home page should add a clear call to action (CTA) main menu option for booking an appointment. This call to action will be static on the menu at all times, regardless of the page the visitor is in. This call to action will lead prospective customers to an easy-to-fill-out form(see next page for recommended form)* with various times and options.

2. There should be a gallery page or slideshow similar to the one on the current website, however the images should consist of actual 9Tailors customers and products. 9Lions recommends to consistently keep taking pictures and videos of all 9Tailor's activity (customers, products, events etc) for their online image and branding.

3. There should be another slideshow (smaller than gallery) in the homepage showing "real" customer reviews from various review forums such as Yelp, The Knot, Gayweddings.com etc.

4. There should be a Community page added to the 9Tailors website. This will build and foster a small community of loyal customers to the brand. This Community page will include the launching of a Loyalty program for both new and current customers. 9Tailors will reward its clients for having a relationship with the brand, and for recommending new customers.

Website Suggestions by Page

ABOUT US:

1. Story: Talk about how 9Tailors was born, who they serve and what what they stand for.
2. Value: Talk about how 9Tailors is different from their competition.
3. Include a show room gallery to show new customers what the store looks like from inside.
4. Menswear for all genders: Place the "Suits for Tomboys" campaign materials here. Make sure to mention that 9Tailors serves all genders.

PRODUCTS:

1. Rather than dividing 9Tailors' services by gender, consider showcasing your products instead. Make sure to show product pictures on/ and off the clients.
2. We recommend documenting each garment 9Tailors makes (even if it's just a quick picture) to show an online portfolio.

JOIN THE COMMUNITY:

This will be the most extensive addition to the 9Tailors website. We explore this in further detail on page ____.

1. Make sure 9Tailors lists what the membership benefits will be to join a Loyalty program with 9Tailors.
2. Make sure to explain how the Loyalty program works, in great detail and in simple language that the customer will understand.
3. Make sure to list a public event calendar which only members can only RSVP to via the loyalty program.

BLOG:

In the Blog page, we recommend 9Tailors continues to do what they are currently doing.

RECOMMENDED FORM FOR BOOKING AN APPOINTMENT

QUESTIONS

RESPONSES 1

Find a Time

First impressions are important. Let's get to know each other!

Let's meet at— 132 Lincoln Street, 1L, Boston, MA, 02111—
Please let us know if you're running late at —617-286-6135—

This form is automatically collecting email addresses for Emerson College users. [Change settings](#)

What times are you available?

Please select all that apply

	Morning	Midday	Afternoon	Evening
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What brings you in today? *

- ☐ I am looking into wedding suit options
- ☐ I want a better work suit
- ☐ I'm interested in getting some shirts
- ☐ Vests are nice
- ☐ Trousers, no one wants to see my knees

How many people will be joining you? We want to be a good host. (Don't include yourself) *

- ☐ 1
- ☐ 2
- ☐ No one, I like to shop alone

Were you referred by anyone? We'd like to say "thanks"

Short answer text

Search Engine Optimization (SEO)



Relevance

Search engine optimization (SEO) is the process of making improvements on and off your website in order to gain more exposure in search engine results; more exposure in the search engine results will ultimately lead to more visitors finding you for the right reasons and going to your website. The goal of SEO strategies is to help 9Tailors optimize their website and use more keywords in the content. It is important to realize a search engine must do is to determine which web pages are relevant to the searched-for phrase (also called a keyword phrase).

The implementation of effective SEO Keywords will help 9Tailors rank above its competitors; this is why developing a list of keywords is one of the first and most important steps.

Keyword Recommendations

Young Professionals

Keyword/Search Volume*

Tailored suits / 27,100
Custom suits / 14,800
Business suits / 12,100
Outfit of the day / 12,100
Business suits for men / 5,400
Suits designed for men / 3,860
Custom tailored suits / 2,400

Wedding

Keyword/Search Volume*

Wedding suits / 60,500
Groom suits / 18,100
Wedding tuxedos / 18,100
Wedding suits grooms / 12,100
Wedding formal dress / 1,000

Female Customers

Keyword/Search Volume*

Women's clothing / 246,000
Women in suits / 6,600
Custom suits for women / 1,600
Queer clothing / 690
Androgynous formal wear / 260

***Average Monthly Search Volume Updated through 11/25/2018**

ONSITE SEO

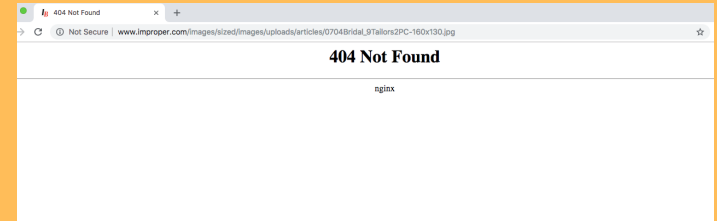
Onsite SEO is done by adjusting certain components of the site so that the intent of your content can be clearly understood by search engines.

1. 404 Error Pages

When users establish a connection with the server, but can't find the requested website, it pulls out an error 404 page. 404's have an impact on rankings and hurt the user experience on the website.

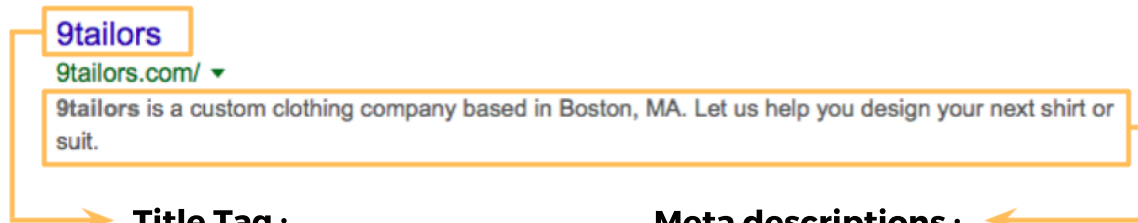
Recommendations :

9Tailors currently has four 404 error pages that need to be handled properly. Efforts must be maintained to handle 404 errors to allow the website pages to be properly indexed.



2. Title Tag/ Meta Description

Before :



Title Tag :

A title tag receives heavy weighting in calculating relevance, so 9Tailors should contain keywords in its title tag.

Meta descriptions :

A meta description can influence the decision of the searcher as to whether they want to click through on the content from the search results or not. Make sure your most important keywords show up in the meta description.

After :

9Tailors - Best Custom Suits in Boston - Wedding, Business, Tailored suits

www.9tailors.com/

9Tailors provides friendly, personalized service to create a custom suit that makes everybody feel confident.

3. Header Tags

Search engines use header tags, especially the "h1" tag to figure out what a website's content is all about. 9Tailors' website does not currently feature an h1 tag. Every website page should have h1 tag and include a keyword or phrase to increase the ranking.

4. Image Alt text

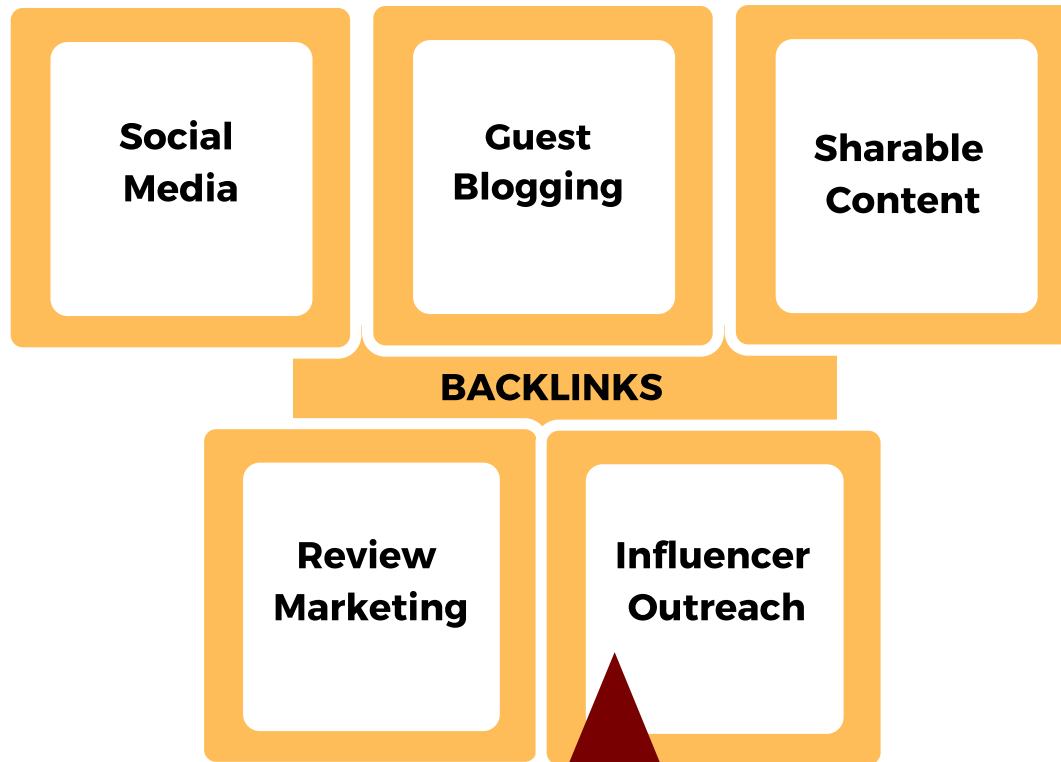
Alt text, also known as "alt attributes" and "alt descriptions", are used within an HTML code to describe the appearance and function of an image on a page. The images on 9Tailors' website do not currently have alt texts. The images should include alt attributes to provide alternative information. Using relevant keywords and text in the alt text can help both users and search engines better interpret the subject of an image.

OFFSITE SEO

Offsite SEO is the concept of having other sites link back to yours. Search engines determine the popularity of a webpage by examining that page's backlinks (links from external sources directing to your website.)

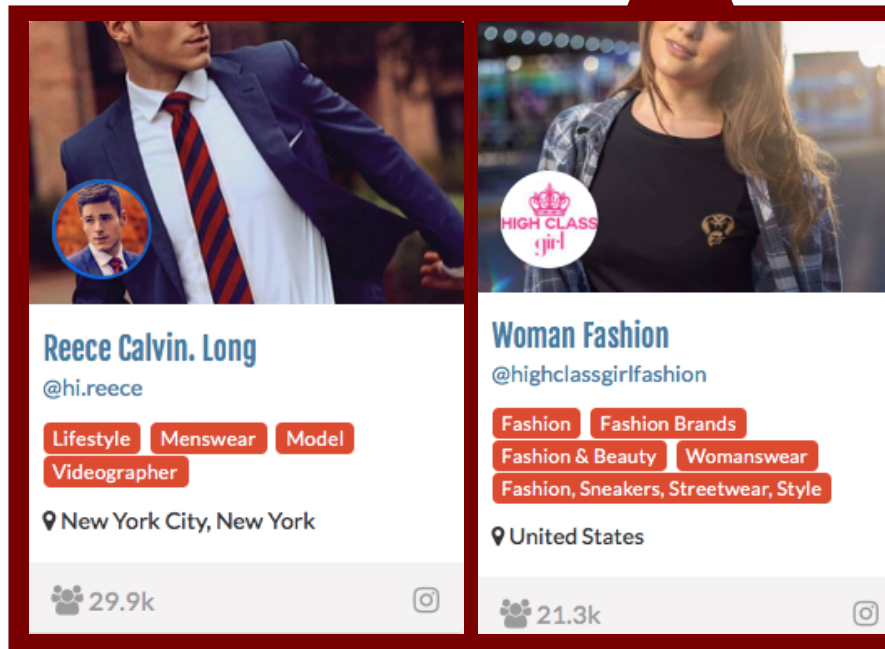
The internet version of "winning the lottery" would be to create a website whose content was so compelling that it generated millions of backlinks from diverse, reputable websites, and many of which were topically relevant.

Here are the most prominent ways to develop an offsite SEO :



Content Improvement

Content marketing consists of high quality content, written for humans, and using the keywords that you're targeting. SEO is actually all about content improvement. 9Lions recommends trying to match or use the target keywords in your website, social media and blog posts to encourage higher rankings in Search Engine Results Pages (SERP), to increase organic traffic and to build higher customer conversion rates.



Influencer marketing is one of the best ways to quickly build your brand online and raise awareness among your target audience. 9Lions suggests that 9Tailors tries to identify some influencers related to "Menswear", "Womenswear" or "Men's styled clothing" and connect with them to increase brand awareness and generate new leads on social media.

Social Media

Our Strategy

A social media strategy cannot only help 9Tailors build brand awareness beyond referrals, but it can also expand marketing efforts. The greatest advantage of a strong social media platform is that it is one of the most powerful drivers for increased word-of-mouth buzz.

9Lions believes **LinkedIn, Instagram, and Facebook** are the priority social media platforms that can best be used by 9Tailors to reach more target audiences, raise brand awareness, increase engagement and to differentiate them from their competitors. 9Lions also suggests using "content bucket" and approaching your content as a calendar to plan for a monthly and yearly "framework" to make a comprehensive social media strategy.

Objective

Reach New Customers

Increase the number of likes and followers by 200% over a 6 month period to increase customers' positive emotional connections with 9Tailors.

Improve Customer Service

Serve as a platform where customers and other business partners can ask questions about 9Tailors' products and receive an answer within 24 hours.

Encourage Additional Purchases

Create buzz from social media to link to the 9Tailors' website to help the business get more exposure and to encourage more users to make an appointment or purchase.

Tone

9Lions suggests using a friendly and informative tone for your Facebook and LinkedIn posts. For Instagram, we suggest using an upbeat, excited tone that will increase interactivity and customers' loyalty.

Current situation

PLATFORM	FOLLOWERS
Instagram	1,865 followers
Facebook	1,289 likes
Pinterest	867 followers
Twitter	2,838 followers

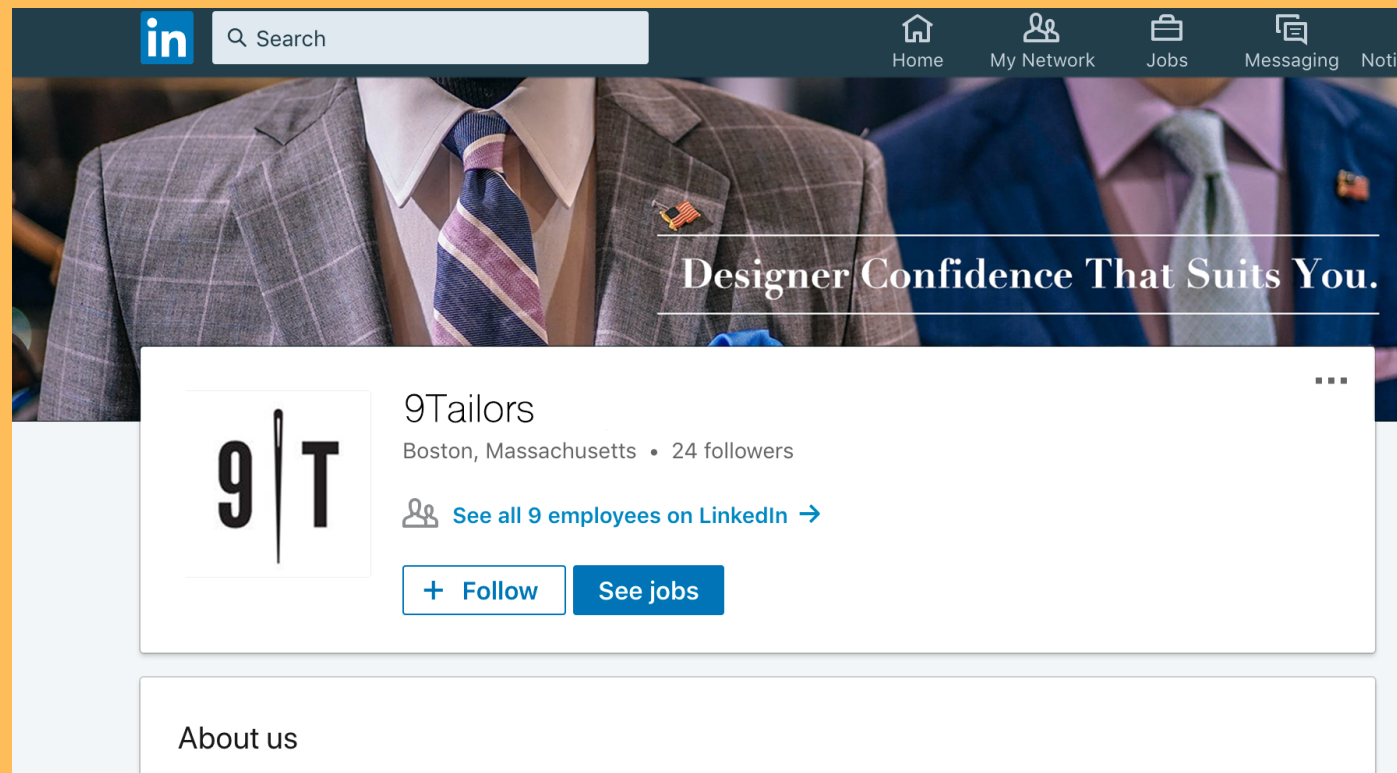


Many interviewees mentioned the social media platform they use most is LinkedIn. LinkedIn is the most popular social networking site for online “business networking”. Therefore, by adding LinkedIn to 9Tailors’ social media strategy, it will help expand your network, find new B2B and B2C clients, and create a professional image for you and your business.

Highlight :

- Over 500 million business professionals use LinkedIn (including 39 million students and recent grads).
- 61 million LinkedIn users are senior level influencers.
- 40 million LinkedIn users are in decision-making positions.
- 44% of LinkedIn users earn more than \$75,000 a year.

Create A Company Page :



With all these favorable statistics, 9Lions suggests 9Tailors creates a company page on LinkedIn to connect with their target audience. A complete profile will attract more visitors to 9Tailors. The company page must have the following seven items:

- **Logo**
- **Company Description (About Us)**
- **Website URL**
- **Company size**
- **Industry**
- **Company Type**
- **Location**



Our Strategy

1. Encourage 9Tailors' clients to connect with your company's LinkedIn page

Encouraging your clients to connect and engage with your posts will help to spread your content to their networks and increase your company's reach on LinkedIn. Even with a limited sample of customer feedback from Sam's profile, there are positive examples of the type of praise 9Tailors could generate after the creation of a LinkedIn company page.

2. Publish valuable content

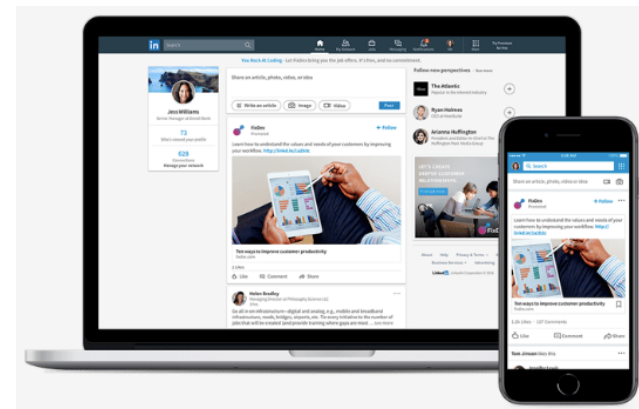
9Lions suggests that 9Tailors publishes at least 3 posts per week to keep their followers engaged. It should include shared articles with opinions, a video post as a LinkedIn status update, or a long-form blog post that can link to the 9Tailors Blog Page on the website. The content needs to be relevant to your audience, and you can also use hashtags on LinkedIn posts to engage with more LinkedIn users.

The cost for LinkedIn sponsored content is based on the number of people who see it (CPM), or the number of clicks received (CPC). 9Tailors can choose the pricing plan that best aligns with your campaign goals.

LinkedIn Sponsored Content

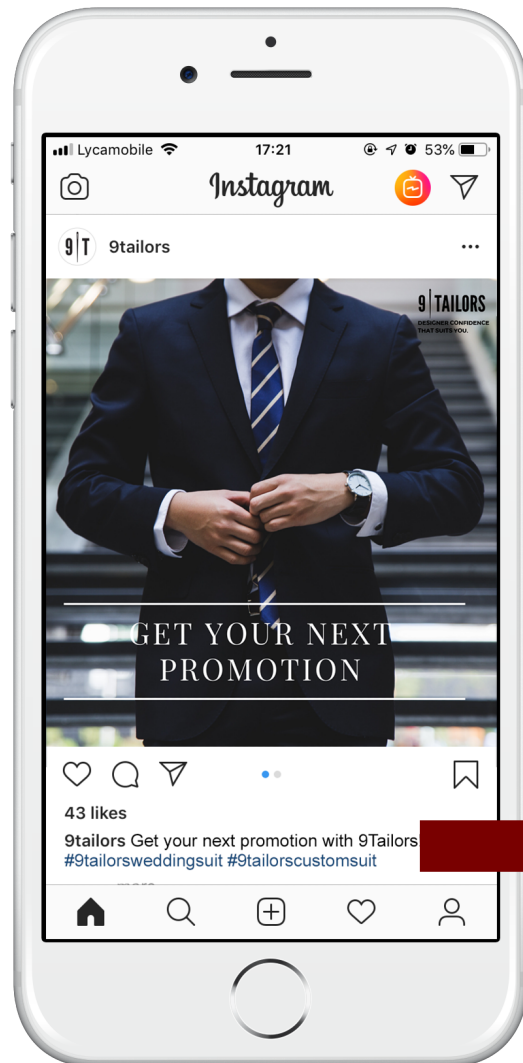
9Lions recommends 9Tailors uses LinkedIn Sponsored Content to raise awareness, drive quality leads and target the most relevant audiences. This kind of ad is front and center in the newsfeed and is integrated with organic content, which allows you to publish native ads in the newsfeed across both your desktop and mobile.

- **LinkedIn Sponsored Content is available in a variety of ad formats including: text, image, link and video.**
- **It can appear in multiple locations including: the newsfeed, InMail, the notifications page and the connections page.**
- **You can tailor content and messages to target desirable audiences. The target capabilities include: industry, company, title, seniority level, education, age, gender, and geography.**





9Tailors currently has 5 to 8 postings on average per month, but 9Lions suggests posting a minimum of 2 times per week instead. 9Tailors posts Instagram stories more frequently than they do posts, but you didn't use enough "tips" on Instagram story. Some of the Instagram content would be better posted on Facebook at the same time.



Our Strategy I

Create Consistent Content

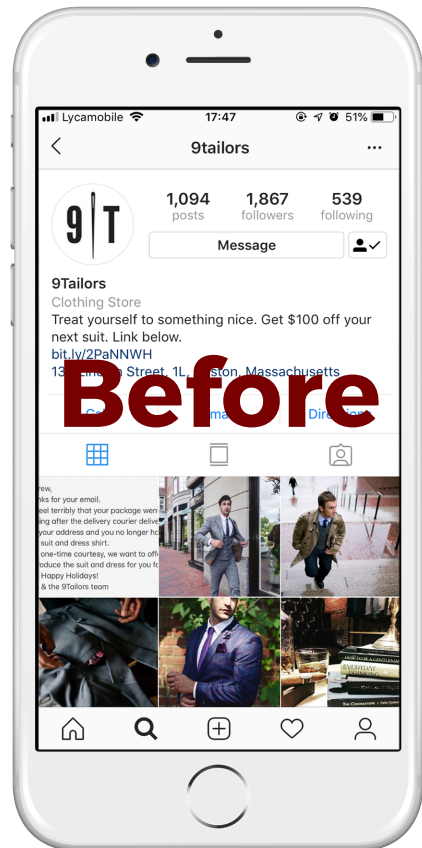
9Tailors updates more frequently on Instagram than on Facebook, but it would be prudent to make sure that posting on the two social media sites is somewhat even. When you have a post or video on Instagram, you can also share on Facebook at the same time.

Use Custom Hashtags

9Tailors can use more "Custom Hashtags" to expand their brand's reach. Custom hashtags are unique hashtags that refer to something specific such as an event, cause, company or person. Examples are: #9tailorsweddingsuit, #9tailorscustomsuit, or #9tailorsvipevent. Custom hashtags are a great tool to facilitate conversations by encouraging customers to post feedback about 9Tailors on social media and create connections.

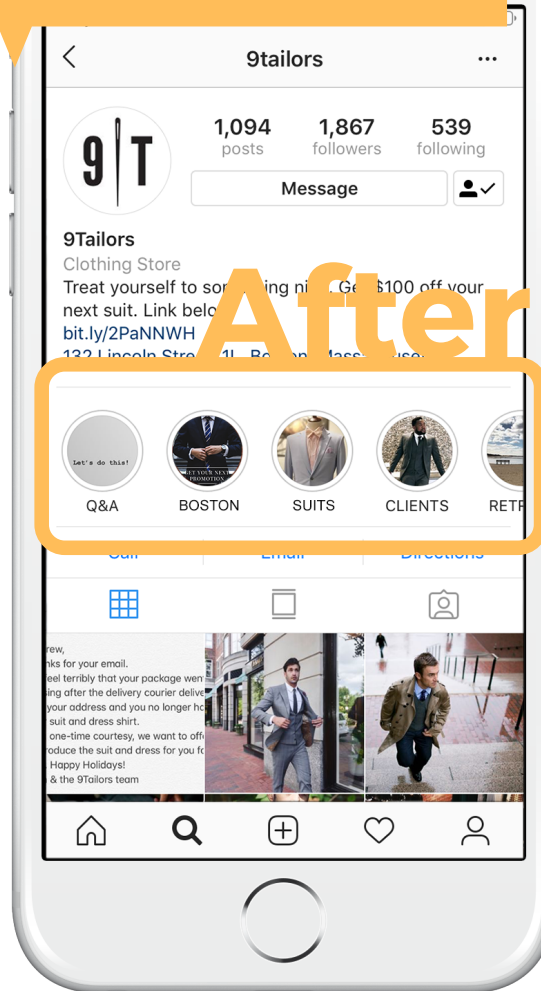
Instagram

Our Strategy II



Use video highlights

9Tails can save some stories in the video highlights to attract people who first visited their profile to learn about 9Tails. Video highlights can also be used to demonstrate the great personalized service and suit making process.



More interactive in story

9Tails can place some interactive options in stories like: "Vote for your favorite suits" or "Ask Sam a question".



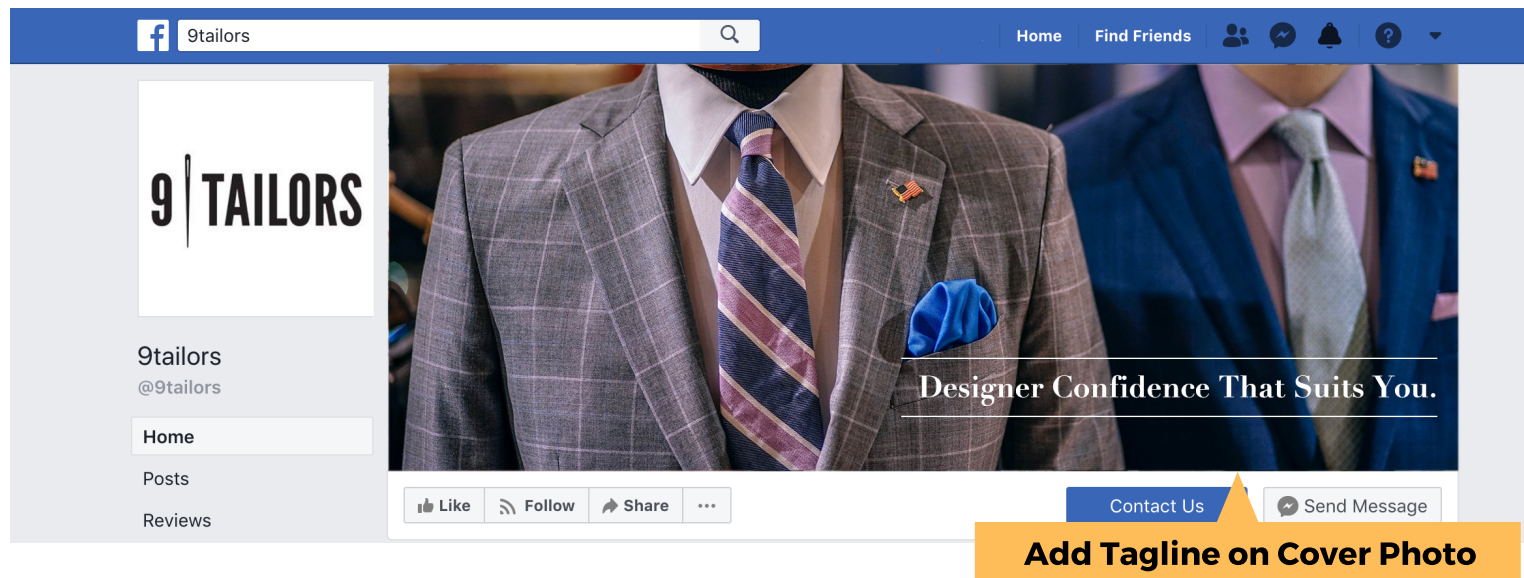
Live video on a special event day

9Tails can put out a live video story to have more interactions with their followers; examples include: a VIP event, an anniversary celebration, new product releases, or even a Q&A session with Sam.





9Tailors posts on Facebook 4 to 5 times on average per month, but follower engagement appears to be poor. From the few comments that have been left on the page, however, most of the followers are positive and passionate with their postings about 9Tailors' suits on customers and they also like to share their posts.



Our Strategy I

- **Create a Consistent Engagement**

Increase fan interactions by posting a minimum of 4 to 5 times per week so that the "fanpage" becomes an efficient communication channel for followers to view and discuss the photographs, fashions tips and promotions.

- **Share Your Original Content**

Share 9Tailors' content on blog posts, direct emails and the website. The advantage of social sharing is that it can reach a wider audience and also creates word-of-mouth advertising. If someone loves your content, they will happily share and promote it on your behalf for free.

- **Share Other's Content**

Share related company or industry news such as: weddings, mens and women's clothing, retail luxury brands and consumer lifestyle to create a buzz on Facebook.



Our Strategy II

- **Select Groups to Focus on**

Join influential groups to generate awareness of 9Tailors' capabilities. When 9Tailors shares its products with those groups, it is an opportunity for you to differentiate the company from its competitors with your unique images.

- **Focus on Local (Boston)**

Share some local news or events hosted in Boston to establish a sense of belonging to the community and bringing like-minded people together.

- **Promote PR and Events**

Use Facebook as a broadcast channel to promote your loyalty program, VIP events, holiday promotions and other corporate social responsibility (CSR) campaigns to increase brand awareness and enhance the reputation of 9Tailors.

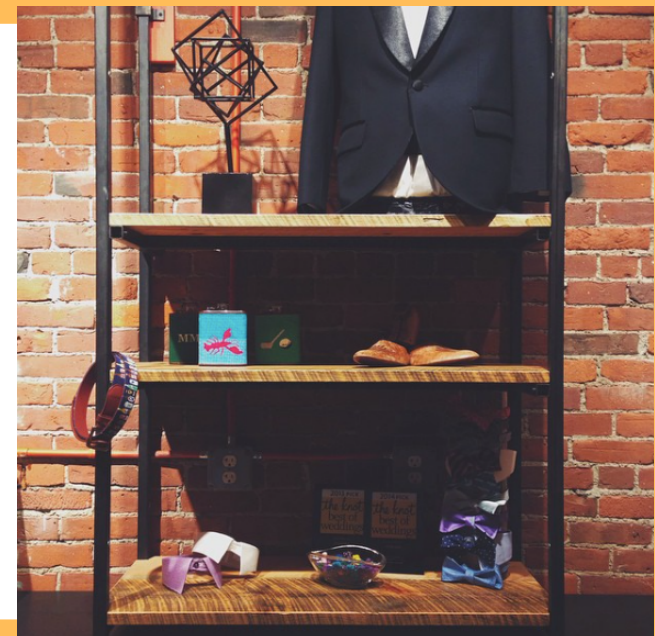
Content Buckets:

Foundation

- Client Profiles & Feedback
- Fabric Knowledge, Fashion Trends & Advice
- Pictures of 9Tailors (showroom, products, & staff)
- Quotes from Successful Businessmen
- Share Blog Post & Related news

Campaign

- New Product and Fabric Exhibition
- VIP Event
- Loyalty Program
- Holiday & Anniversary Sales Promotion
- Print Ad Awareness



Content Calendar for Social Media

A content calendar can help 9Tailors to fill in different "content units" such as: paragraphs, videos, articles, and images can use and ensure consistent postings. By crafting the skeleton first, 9Tailors can set itself up to easily track content into alternative variations.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Quotes from Successful Businessmen	# Loyalty Program	9Tailors' Pictures		Client Profiles	9Tailors' Pictures	Share Related News
	9Tailors' Pictures	Client Profiles	Fabric Knowledge	Quotes from Successful Businessmen		# Loyalty Program
Fashion Trends & Advice		# VIP Event	Share Blog Posts	# Loyalty Program	# VIP Event	Client Profiles

9Lions suggests having a series of planned content and at least 2 related posts a week during the period of the campaign.



Others



9Tailors joined Twitter on November 2008, and it currently has about 4,400 “tweets” and 2,838 followers; the numbers are much less than their competitor's tweets. For example, Indochino has 16,400 tweets and 26,500 followers and Blank Label has 7,000 tweets and 10,000 followers.

Twitter is also a fast-paced network, and, in order to maintain a consistent level of exposure and keep followers engaged, companies need to tweet a minimum of 5 to 6 tweets per day and provide updated messages. Most small businesses struggle to find the time and resources to keep up with Twitter, and, as a result, 9Lions recommends that 9Tailors does not focus on Twitter as a priority social media platform.



Pinterest provides customers with a great platform to discover brand and products, however, it attracts a very specific audience. Statistics from Statista show us that the largest user group of Pinterest in the United States are between 25 and 34 years old, but 81% of Pinterest users are females; men account for only 7% of total “pins” on Pinterest.

The largest group of active Pinterest users do not match the larger target profile of 9Tailors’ clients, and, therefore, 9Lions does not recommend that 9Tailors invests too much too much time on managing Pinterest. If 9Tailors decides to increase their promotional efforts for the female customers, Pinterest might be more effective at that time. Until that time, however, 9Lions suggests that a better choice of social media platforms would be LinkedIn, Instagram, and Facebook.

Loyalty Program

Why we must do it?

Several clients expressed their gratitude for discounts offered on a case-by-case basis, but almost all of the clients wished 9Tailors had an established Loyalty Program that they could count on for discounts for new purchases going forward without having to ask for them. In addition to bolstering repeat business, we set a referral program to encourage customers to “sell hard” to their friends which will bring new customers to 9Tailors

CARD DESIGN:

9Tailors logo, card number, client name and loyalty level.

The actual card or an electronic version can then be scanned to tabulate point & rewards.

Example:



Our Strategy

LOYALTY LEVELS:

- Ruby Level (1000 - 2499 points)
- Diamond Level (2500 > points)

REDEMPTION REWARDS:

- one point for every dollar spent
- Every referral will earn 500 points in your account
- 2000 points = \$50 reward

BENEFITS:

- Get free promotional items when you achieve certain point levels (e.g. tie clips, suit bags, etc.)
- A special birthday offer or a discount during your birthday month
- Loyalty Club exclusive membership coupons or offers
- Member-only store events
- Free ground shipping on any mailed orders

1. ROSE NIGHT (FOR 9 TAILORS' GROOMS AND BRIDES)

What is Rose Night?

Rose Night is a general event welcoming both Ruby and Diamond members to a 9Tailors' wedding discussion party. From our initial meeting, 9Lions learned that the largest segment of revenue is generated from the sale of wedding suits, so, it is a safe conclusion that a large percentage of current customers are going to marry soon. The preparation of a wedding can be stressful for some of them, so a discussion with fashion experts and other clients going through the same situation would be helpful for this target customer.

- Rose Night Details:
- Hold the Rose Night during the wedding season.
- Cooperate with wedding vendors (photographers, florists, caterers, etc.) to offer advice to the grooms and brides during the party. 9Tailors customers can get special discounts from these wedding vendors, and these vendors can reciprocate referrals back to 9Tailors.
- Sam and Jeff could host the party and present the latest fashion advice and wedding styles via a digital screen.
- Raffle tickets can be sold for wedding giveaways and everyone attending will participate in a door prize drawing for one lucky couple.

2. DIAMOND POKER NIGHT

What is it?

Diamond Poker Night is a VIP event designed for Diamond members in our loyalty program. This exclusive event invites this group of loyal customers to attend an evening of excitement playing poker. It can also serve as a business networking opportunity for 9Tailors to build a strong community and strengthen the loyalty bond. The community can be leveraged to increase business for 9Tailors since customers who desire to join the club will need to purchase more to maintain their status in the loyalty program.

- Poker Night Details:
- We suggest making the Diamond Poker Night a regular event to be held once a month.
- The diamond members can enjoy whiskey and cocktails offered in store.
- Decorations can be used to create a poker-themed atmosphere in the showroom.

VIP Events



3. FASHION NIGHT

#9TAILORFASHION

What is it?

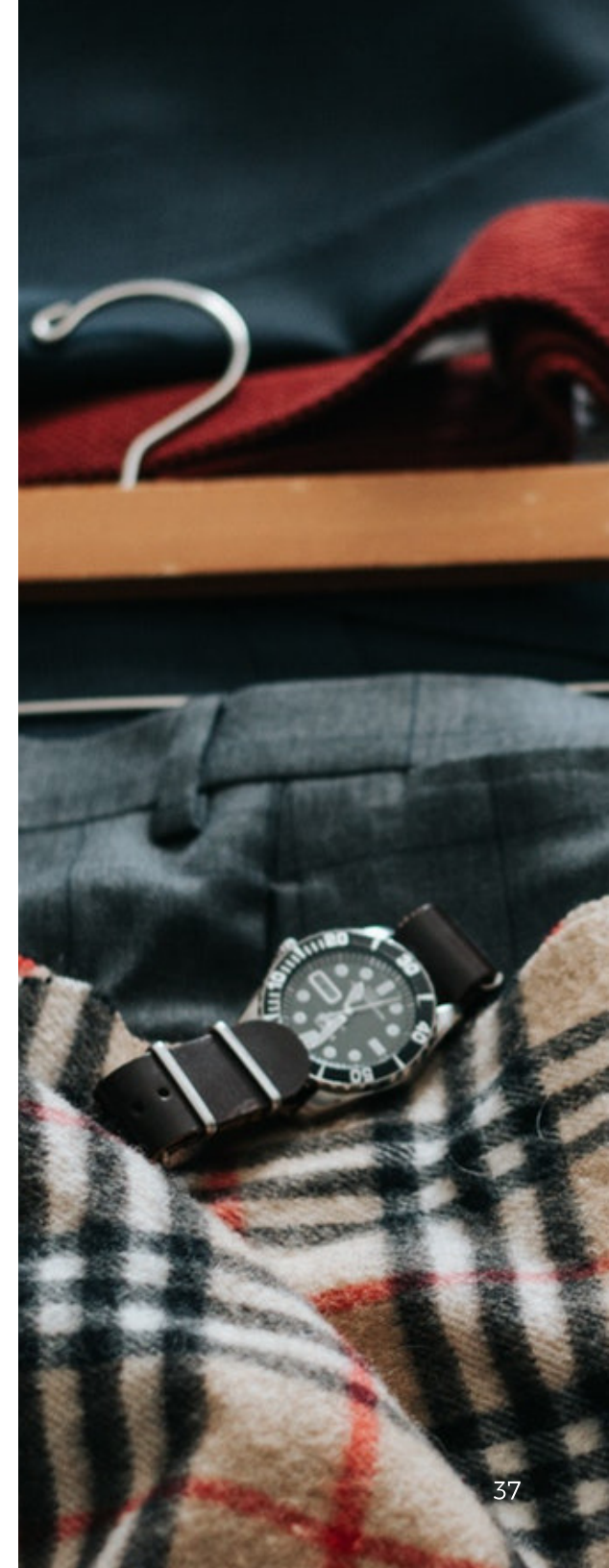
9Tailors' Fashion Night is a general event for all members. Based on 9Lions' interview insights, many respondents showed that they really would appreciate a fashion advisor to give them some helpful fashion tips for their suit choices and their daily outfit matching.

9Tailors offers "designer confidence that suits everybody", so it is necessary to deliver this message with the proof that 9Tailors is willing to help them with their fashion choices.

Jeff, in particular, is not only a marketing manager of 9Tailors, but he is also a fashion expert with great insight and advice to offer. 9Lions feels that Jeff could be the host of a this night that could mentor guests with fashion advice and encourage additional suit purchases.

Fashion Night Details:

- Make Fashion Night a regular, monthly event.
- Examples of fashion (e.g. completed suits, fabrics, etc.) could be on display to facilitate the discussion.
- Drinks and cocktails would be available to create a relaxed feeling for the clients.
- The Fashion Night is meant to be more like a casual talk between best buddies instead of a pressured selling opportunity.





Traditional Media

Out of Home (OOH): Elevator Advertising

Elevator advertising has become one of the hottest advertising trends, especially among small business owners. Elevator advertising has the highest unaided medium awareness percentage (84%), and a very high aided media recall percentage (96%). One of the greatest benefits of elevator advertising is that it enables the company to target a captive audience. An elevator provides the perfect environment to keep an audience's attention. Research shows that for every 28-second elevator ride, a captive audience member stares at the screen for 24-seconds and glances at it at least twice. Continuous exposure to advertising creates a high-impact experience for a target audience.



We recommend 9Tailors advertises inside office building elevators in downtown Boston because of the following benefits:

- Cost-effective: With a limited budget, elevator advertising is an ideal option for a small business; while a newspaper ad can cost thousands of dollars, an elevator ad can cost as little as \$20 a month.
- Microtargeting: Advertising inside office building elevators in downtown Boston allows 9Tailors to micro-target a specific potential customer - those who wear suits to work everyday, and, since the 9Tailors store is close to the downtown area, it is very likely that those ads can attract targeted potential customers to the store.



- 90% of U.S. adults read magazines.
- 95% of millennials read magazines.
- Magazine ads can increase web traffic to that advertiser by more than 40%.
- Seeing an ad in print increases your cognitive likelihood of remembering it.

In today's digital age, print advertising still plays an irreplaceable role. It allows you to place the brand in the right place at the right time, and thus reach target audiences effectively; additionally, print ads are credible. A survey conducted by Marketing Sherpa revealed that 82% of participants trusted printed advertisements the most when making a purchase decision. Moreover, shoppers are most likely to start an online search after viewing a magazine ad, therefore, we recommend 9Tailors puts advertisements in a local magazine to reach a targeted local audience.



PRINT ADVERTISING: MAGAZINES

Objectives:

- Effectively reach more potential customers.
- Reinforce brand image to existing customers.
- Create brand exposure and enhance brand awareness in the Boston market.

Recommendations:

- 1/2 or 1/4 size page ad.
- Use large and visually appealing images to catch the reader's eyes.
- Emphasize the benefits and uniqueness of the 9Tailors' product and service to differentiate it from the other competitors.
- Include website and social media icons to draw target audience to the 9Tailors' website and social media platforms.

PUBLIC RELATIONS

As an integral part of the media mix, public relations is one of the most cost-efficient methods to communicate and relate to the market. It plays a key role in establishing and maintaining a mutual understanding between a company and its public. It also helps to build understanding and support while influencing customer opinion and behavior. Public relations have a strong impact on public awareness at a much lower cost in comparison to traditional advertising. Advertising is more likely to succeed when prior public relations activity has created knowledge and understanding of the product or service being promoted. In order to build up credibility in the Boston market, it is crucial for 9Tailors to create effective public relations strategies.

Objectives

- Win over customers' minds by creating a positive shift in their attitudes and behavior.
- Build a positive relationship with the local press.
- Improve media exposure, increase brand awareness and establish credibility in the Boston marketplace.
- Manage and resolve a potential PR crisis.

Content of Press Releases

- Launch of new products and services.
- Updating existing products.
- Unique features and benefits of 9Tailors.
- Events announcements.
- Awards.
- Special pricing deals.
- Major milestones or accomplishments.
- Philanthropic endeavours.

Recommendations

- Upload press releases in the Press section of the 9Tailors blog.
- Create a media list to help press releases get exposure and reach target customers.
- Reach out to bloggers, media, and social media influencers to create "buzz".

Recommended Media Outlets

- "Boston Magazine"
- "Improper Bostonian"
- "Boston Business Journal"
- "Metro Boston"
- "MR Magazine"
- "Esquire"
- "Boston Rainbow Times"



Direct Email



Direct Email vs. Newsletters

Direct email includes emails that attempt to persuade a recipient to take some sort of action such as downloading more information or purchasing a product or service. In comparison, Email Newsletters are regularly occurring emails that are comprised primarily of informational content with a roundup of additional content pulled into one email that users can scroll through and read.

Newsletters can't push products (or at least they shouldn't), rather, they strengthen a relationship with a client by engaging in personal and topical information that is relevant to the subscriber.

What's not working? Newsletters



9Lions suggests that 9Tailors uses Direct Email marketing instead of Newsletters to engage with their clients.

Reason 1:

Newsletters can be perceived by the clients as annoying sales pitches which could lead to them ending up in the "junk filter". If the 9Tailors' newsletters don't feature a series of information that connects with the interests, desires, and needs of their clients such as: fashion advice, new fabric and product exhibition, lifestyle community features, special events, client profiles, and pictures of 9Tailors suit creations on actual clients, than they run the risk of being unsubscribed and ignored altogether.

Reason 2:

Each direct email has a purpose and a goal that can attract a client's attention while offering an immediate call-to-action for a purchase, therefore, it can increase potential buying intentions by generating new sales.



Direct Email

Recommendations:

Email remains at the heart of successful marketing, sales and customer connection. 9Tailors presently uses an email marketing system, Constant Contact, to engage with their customers and turn them into repeat customers and happy promoters of the products and services they love. 9Lions suggests three steps to drive the email marketing strategies more successfully: segmentation, personalization and analysis. We also recommend that 9Tailors uses the A/B Testing for a subject line before sending their emails out in order to increase the open rate.

Enable Subject Line A/B Testing

A/B testing is a way of comparing how version A of something, like your email subject line, performs compared to version B within an audience, like your contact list. An email with subject line A is sent to 50% of your contacts, while a second email with subject line B is sent to an equal portion. The winning subject line is automatically sent to the remaining contacts on your list. It's a powerful tool that helps you determine what your contacts find engaging.

Contact Segmentation

9Tailors should divide their contacts into smaller groups based on customer persona and buying journeys to create specific segments that can help to bring related context to their emails

Content Personalization

Focus on attracting customers through personal, relevant and helpful content. In addition, time personalization is also important; emails can be scheduled to be sent out when contacts are most likely to engage with their email.

Data-Driven Analysis

By analyzing emails, 9Tailors can get to know their contacts better over time by seeing when they're interacting with their emails: open rates, click-through rates* and unsubscribe rates are appropriate metrics that are highly recommended.

Select Recipients Ruby and Diamond VIP members

☐ Email Lists ☒ **New** Segments

9Tailors invites you to Members-Only Rose Night

Register

Are you struggling with planning ideas for your wedding? Come to our rose night at 9Tailors where we prepare a lovely venue to welcome you and your lover to participate in a wedding discussion with others getting married.

Register

When To Send

☐ Send Now
☒ Schedule for Later

05/15/2019

12/01/2018



Time (EST):

16



:00



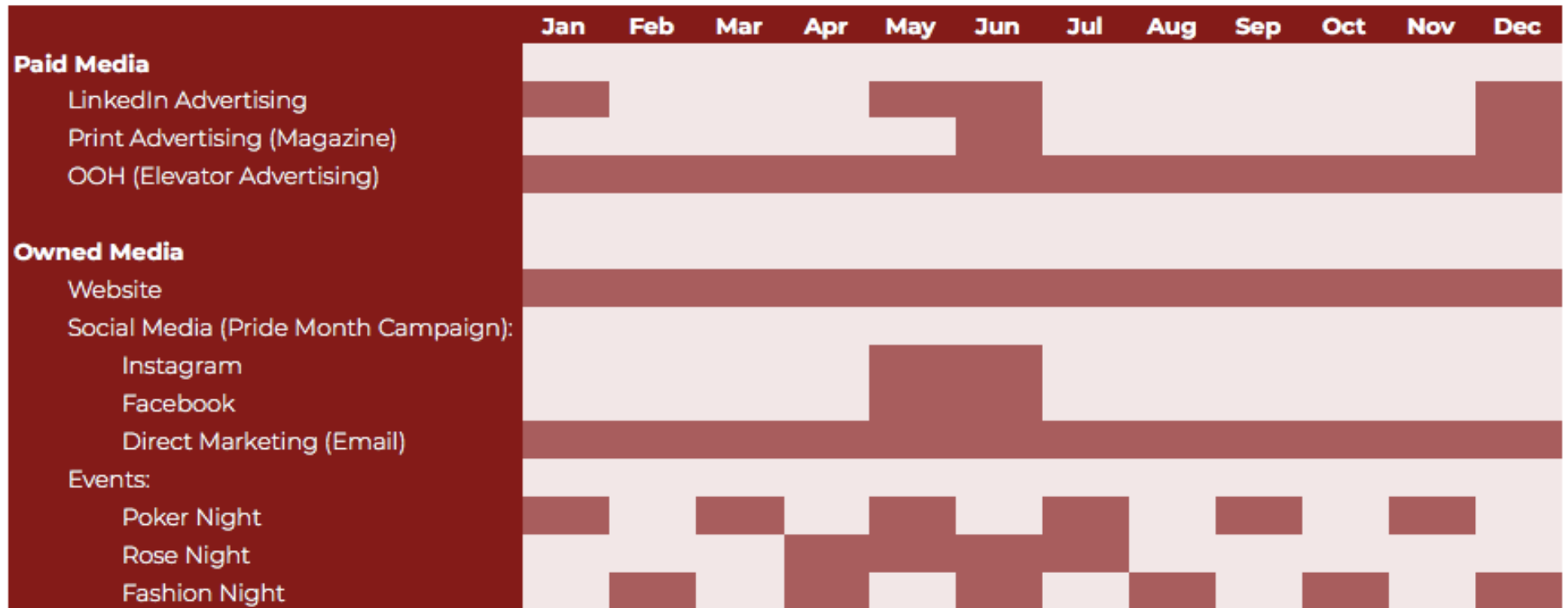
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Call To Action

Always tell consumers what you want them to do; motivate them to take action.

2019 Media Plan Timeline



Notes:

- December & January and May & June are typically two graduation seasons when college graduates begin job hunting, therefore, we recommend 9Tailors advertises on LinkedIn during these four months.
- Wedding season months begin in April and continue through July. As a result, Rose Night will be held from April to July.

Budget

Budgeting is one of the most important functions that make business successful. Because of a limited budget, for the short term we suggest 9Tailors focuses on the “must do” things. Meanwhile, cost effective methods of implementing free marketing communication strategies such as SEO and Instagram can be started. 9Lions outlines the minimum and maximum costs projections based on different levels of efforts and resources from the marketing plan.



Must Do	MIN	MAX
Website Optimization	\$500	\$1,000
SEO	\$0	\$0
LinkedIn	\$100	\$500
Instagram	\$0	\$0
Loyalty Program	\$170	\$500
Total	\$770	\$2,000

Notes:

The cost of the loyalty program includes VIP card production (\$140-\$300) and VIP card designer (\$15/h-\$100/h).

FUTURE RECOMMENDATIONS



Must Do

Website Optimization
SEO
Linkedin
Instagram
Loyalty Program



Should Do

Facebook
Elevator Advertising
Public Relations
VIP Events
Direct Email



Could Do

Pinterest
Twitter
Print Ads