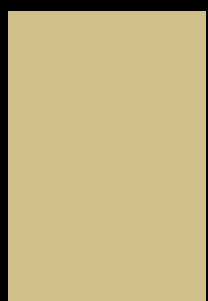
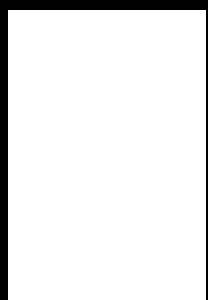


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In Gold



Social Media Campaign
Prepared by Josephine Núñez



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Clothed in Gold is a new fashion boutique opening up in Fargo, North Dakota in the fall of 2020. We are a business that is looking to provide fashion lovers of the Fargo/Moorhead community something that doesn't exist yet; high quality and affordable fashion that is accessible to all bodies. This social media plan is meant to introduce our business, capture the voice and values of our brand, and provide information on possible events and social usage.

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Who We Are

Clothed in Gold is a new small business downtown Fargo. We are located just off Broadway and are a staff of 6 individuals who are passionate about the fashion industry. Our company delivers high quality boutique style fashion at a comparable price to rival boutiques. By having a smaller sized staff, we are able to customized your shopping experience to better understand your style and help build community connections.





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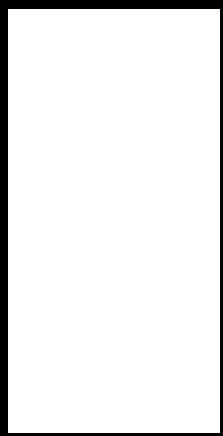


Our Mission

A 2016 study conducted by the International Journal of Fashion Design, Technology and Education reveals that the average size of a woman in the United States today is a 16. This study highlights that people don't stop at size 12, and neither should the sizes carried in stores across the nation.

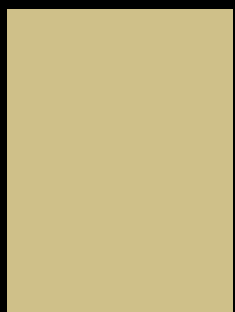
We are committed to providing the plus size community in the Fargo/Moorhead area a place to shop that promotes creativity, empowerment, and individualism through style and fashion at an affordable price.

Everyone deserves to walk into a store knowing they can find something in there for them, and we make boutique shopping a pleasant experience that lifts confidence and customer connection.



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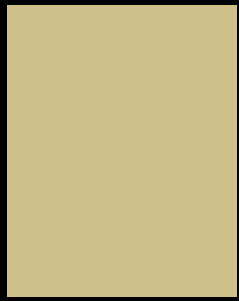
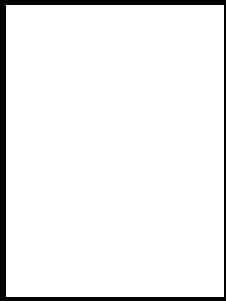


Target Audience

Clothed in Gold caters to women and non binary individuals 18 and older in the Fargo/Moorhead plus size community.

These consumers are craving a boutique fashion experience that is stocked with the latest trends. Our target audience is made up of all women and nonbinary individuals who are creative and empowering. They are passionate and sexy, sweet and reserved. Our clients are strong, fierce, unapologetic, and authentically themselves

Clothed in Gold recognizes that our secondary publics can be friends and family members who wish to shop for the plus size individuals in their life. We also carry accessories (i.e bags, earrings, scarfs, sunglasses), and shoes that would appeal to the smaller fit shopper.



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Our Goals

1

Increase awareness for our company and its mission

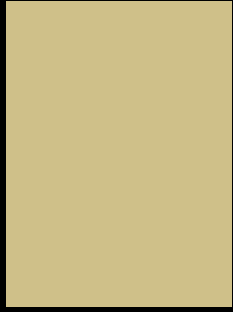
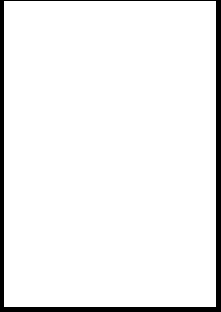
As stated in our mission, Clothed in Gold is committed to providing the plus size community in the Fargo/Moorhead area a shopping experience unlike anything in the area.

We want to gain traction as a company that is true to their word and to empower all who step foot within our store to use fashion as a form of identity expression.

2

Build authentic connections

We want to foster an atmosphere within our store that is authentic and always partnering with our consumers to ensure we have our finger on the pulse of community needs and wants.



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Our Goals

3

Company Transparency

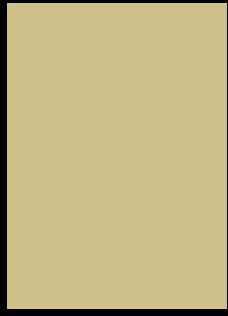
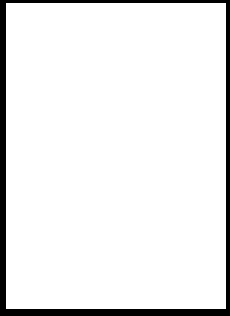
At Clothed in Gold, it's necessary that we share any and all information regarding our store to the consumer. Company transparency ensures that we are being held accountable by our buyers and are making good on our promises to their experiences in stores and online.

4

Increase In-store and Online Sales

We want to see an increase of UPT by 15% and have an O-PEN of 65% within the first 6 weeks.

These numbers will show us that the community is receptive to our brand and the service we are providing Fargo/Moorhead.



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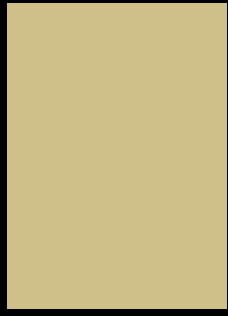
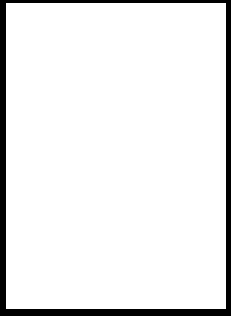
SWOT Analysis

Strengths

- We are the first boutique of our kind in the area
- Necessity for stores carrying plus size is on the rise
- All of our collections are available in stores and online
- Small Staff equates to a customized shopping experience for each client

Weaknesses

- We are excluding smaller size individuals from shopping in our store
- This can be seen as the fashion industry still not allowing plus size bodies into the same spaces as slim bodies
- The fashion industry still has a problem making plus size fashion affordable
- Our competitors have an established base in the community



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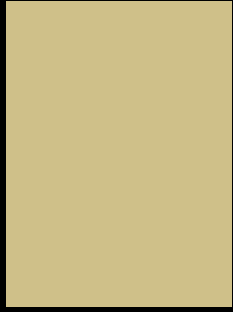
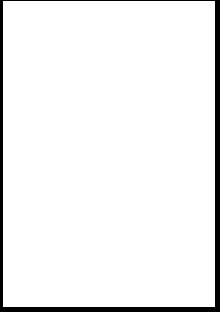
SWOT Analysis

Opportunities

- The opportunity to partner with plus size influencers and creators
- Create discussion surrounding "fat fashion" in our community
- Hold events for a wide range of consumers in our store
- Build brand loyalty and drive traffic from mall chains to our local boutique

Threats

- TORRID is a chain plus size store in Fargo that has very trendy styles
- Size Inclusive vs Plus Size rhetoric
- "The time for plus size fashion is over"
- Customers have established their favorite online brands and are loyal to those companies



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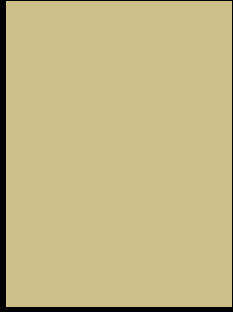
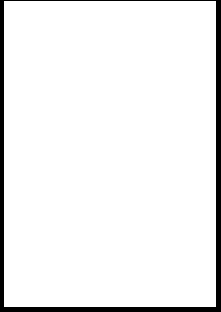


Competitor Analysis



Traditional Boutiques

There are currently 5 main boutiques downtown Fargo: Others, Proper, Mint & Basil, Kittsona, and Kindred People. All of these boutiques are established within the community but only carry up to a size large in tops/dresses and a size 32 in bottoms; Others carry up to an XL in tops. These boutiques are also not inclusive in their marketing and branding. Clothed in Gold has the opportunity to capitalize the market on an audience that these boutiques consistently disregard.



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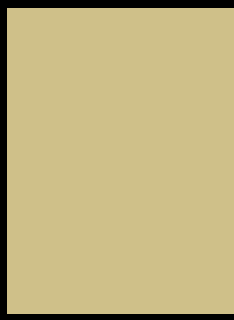
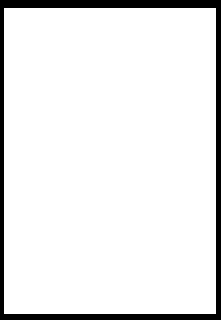


*Competitor
Analysis*

2

Traditional Chain Brands

The three chain brands that carry plus size fashion in Fargo are Torrid, Lane Bryant, and Maurices. Torrid is Clothed in Gold's biggest competitor because they are the most fashion forward of these brands and our potential clients express interest towards the amount of options in store and online. They cater to sizes 10-30, however Clothed in Gold can obtain customers from these brands by providing a one stop shop for all their needs. Clients will no longer have to drive around town hunting from store to store, everything they need is inside Clothed in Gold.



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This social media plan is meant to introduce our business, capture the voice and values of our brand, and provide information on possible events and social usage.

Campaign Calendar



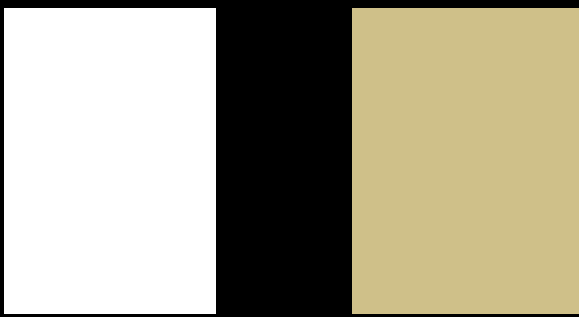
The three platforms we will be using is Facebook, Instagram, and Tik Tok.

We will use Facebook to build a following with our older shoppers, share our blog posts, and the invitations to our events will be found on this platform.

We will use Instagram to promote our daily sales, customer appreciation, and brand awareness. We will also post try ons of inventory and answer questions surrounding our brand.




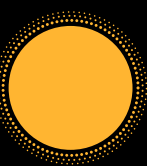

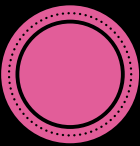
We will use Tik Tok to reach our younger shoppers, encourage customers to tag us in the content they create while wearing our clothes, and network with other boutiques with similar missions.

Our voice on social media will be empowering, authentic, and lively to get our customers excited about our store.



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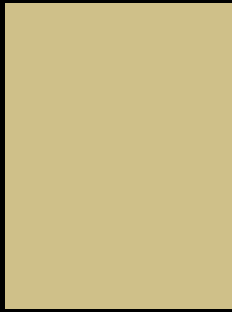
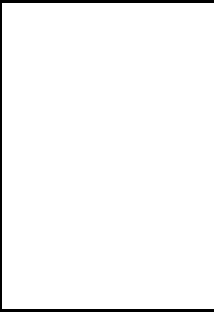
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-  Facebook
-  Start/end of campaign
-  Instagram
-  Blog Post
-  TikTok
-  Event

Campaign Calendar

October						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



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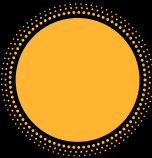
Facebook



Start/end
of



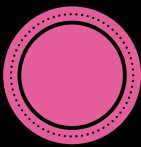
Instagram



campaign



TikTok



Blog Post

Event

Campaign Calendar

December

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



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