

## Final Marketing Plan - XOXO: An Imagined Magazine

XOXO is a women's lifestyle magazine with a focus on relationships, beauty, fashion, and pop-culture. XOXO aims to provide a sense of community amongst its readers in the pursuit of self-love, self-confidence and self-discovery. XOXO is a primarily digital magazine with a semi-annual print edition to be launched in February 2024 with a second edition in September 2024.

### Brand Attributes

- *Brand Name:* XOXO Magazine
- *Brand Design:* Primarily shades of red, black, pink, and off-white with modern sleek typefaces.
- *Brand Promise/Purpose:* Provide a space to women who want to be a part of a community where they can engage with fashion, beauty and lifestyle while embracing self-love, self-confidence, and self-discovery.
- *Brand Tone and Personality:* Confident, Passionate, Effortless, Witty, Authentic, Empowering, Edgy, Sexy, Relatable, Friendly
- *Associations and Brand Words:* It Girl, Influencer, Style, Trendsetter, Aesthetically Pleasing, Wellness, Lifestyle, Community

### Target Audience

XOXO is expected to be a leader in the women's lifestyle space with a primarily Gen Z and Millennial audience.

- Demographic
  - 20 to 35, Women, Currently in college or college educated, Household Income \$70k+
- Geographic
  - Metropolitan Areas - New York City, Los Angeles, Austin, Miami, Chicago
- Psychographic
  - Activities - Hot Girl Walks, Yoga/Meditation, Connecting with Friends, Reading
  - Values - Loyalty, Authenticity, Individuality, Communication, Social-Awareness
  - Interests - Music, Pop-Culture, Beauty, Lifestyle, Wellness, Fashion, Art
- Usage Behavior - Medium Usage
- Concentrated

### Marketing Sizing

With the current print magazine landscape, XOXO Magazine is aiming to sell 4,500 copies nationally on its first issue. Here's the breakdown: 17% (765) subscribers, 80% (3,600) single-copy sales, 2% (90) advertisers, 2% (90) promotional purposes, and a small amount to archives. As the following for XOXO Magazine increases, this number will as well. With an increase in following, it is hopeful that the sales breakdown from subscribers to single sales will switch. Our anticipated digital subscribers by the end of February is 2,000.

### **Package**

XOXO will have two print editions. Due to the limited print editions, the packaging will be a premium product which includes an 8.5" x 11" matte cardstock cover with matte paper. XOXO will be a primarily digital magazine with a standard interface through xoxomag.com. Secondary packaging will include shrink wrap in groups of 10.

### **Price**

Based on the current landscape of print and digital magazines and intended packaging, XOXO will charge \$14.99 per issue. In addition to print sales, XOXO will offer subscriptions. A digital subscription will be available for \$24 a year which will include unlimited access, exclusive membership content and members only newsletter. A digital and print bundle subscription will be available for \$50 a year.

### **Place**

XOXO will be available for purchase through physical storefronts, newsstands and online retailers. Physical storefronts include Barnes and Noble, McNally Jackson Books, Target, Hudson News, and Iconic Magazines. Online retailers include Amazon, Barnes and Noble, Magazines.com, and XOXO.

### **Position**

*Target Audience* - Readers of Bustle and Glamour, Have a Pinterest Mood Board for Every Big Moment, Have a list of TikTok Restaurant and Bar Recommendations, Celebrities they follow are Zendaya, Hunter Shafer, Taylor Swift, Rachel Zegler and Anne Hathaway, Definition of a "Girls Girl"

*Description* - Women's lifestyle magazine that covers fashion, beauty, lifestyle, and pop-culture.

*Primary Benefit* - Reader is able to take a break from an endless scroll and embrace authentic and empowering content that is fueled by self-acceptance.

### **Competition**

XOXO faces competition from a range of established print and digital magazines. For the purpose of this analysis, these five brands are most representative of where XOXO plans to fall within.

**Bustle:** Bustle is a digital only magazine owned by Bustle Digital Group. Bustle covers entertainment, lifestyle, style and wellness. Bustle does not have a subscription option, and allows users to view articles for free and offers a newsletter. Bustle's newsletter has 500,000 subscribers. Additionally, Bustle has a total of 24.8 million social followers and 13.5 million unique monthly visitors.

**Cosmopolitan:** Cosmopolitan is a digital and print magazine with quarterly issues published by Hearst Magazine. Cosmopolitan covers dating, relationships, beauty, fashion, celebrity news, and sex tips. Nonsubscribers can access 4 articles a month. For a print issue of Cosmopolitan, it costs \$15. Cosmopolitan offers digital and print subscriptions. The digital only subscription costs \$4 a month, or \$48 for the year, and includes unlimited access to Cosmopolitan

and exclusive bonus content just for members. For an all access subscription, it costs \$35 a year which includes digital only perks as well as a whole year of the magazine, early access to events, merch, and other perks, a members-only newsletter, discounts on the Cosmopolitan Shop plus free shipping, and a digital book devoted to upping your sex life. Cosmopolitan offers a print subscription for \$15 a year. Cosmopolitan has a total audience of 57 million users which includes 10.9 million print readers, 22 million social subscribers and 24.2 million digital and snapchat unique visitors.

**Vogue:** Vogue is a print and digital magazine published by Conde Nast since 1892. Vogue covers fashion, beauty, culture, living, and runway. Vogue continues to publish monthly issues of its print magazine for \$5.99. Vogue offers digital and print subscriptions. The digital subscription costs 24.99 a year which includes unlimited access to Vogue.com, year-round Vogue Runway access and a limited edition Vogue tote and calendar. A digital and print subscription bundle costs \$49.99 per year which includes the digital subscription benefits plus the print edition at your doorstep. Vogue has 10.5 million print readers, an average of 15.8 million unique monthly digital visitors, 226 million average video views, and 81 million social followers.

**Glamour:** Glamour is a digital women's magazine published by Conde Nast. Glamour was a print magazine from 1939 to 2019, then transitioned to digital only. Glamour focuses on politics, fashion, beauty, celebs, and more. Glamour does not have a paywall or subscription to view content. However, Glamour offers a newsletter for users to subscribe with no cost. In the United States, Glamour has an average of 9.8 million unique monthly visitors, 47 million monthly video views, and 14 million social followers.

**Interview Magazine:** Interview Magazine is a digital and print magazine founded in 1969 by Andy Warhol. Interview Magazine covers art, music, fashion, culture and film. Interview Magazine publishes six issues a year for \$13.99 an issue or a print subscription for \$72 a year. Interview Magazine offers a weekly newsletter to users for free as well as free access to digital content. Interview Magazine has 1.2 million followers on Instagram, 273,700 followers on Twitter, and 116,500 followers on TikTok.

## SWOT Analysis

### 1. Strengths

- a. Strong Market Demand - Gen-Z and Millennial being the primary focus of a magazine with a founder and writers who can speak their language with authentic and relatable content. Coming off a Barbie and women focused year, XOXO can use this momentum to engage with this demand.
- b. Social Media Integration - XOXO has the advantage of a post-digital revolution where social media content or engagement feels forced or like an afterthought. XOXO will align its social media to be authentic and an extension to the magazine itself.

### 2. Weaknesses

- a. Lack of Brand Awareness - No current social media following or awareness of the brand to audience
- 3. Threats
  - a. Social Media Saturation - With so much content available, it can be difficult to discover the magazine through the noise or organically
  - b. Economic Pressure - The increased cost of living could be an issue for users to pay for a subscription service as well as internal costs of printing a magazine
- 4. Opportunities
  - a. Collaborations and Partnerships - Broad range of companies and creators that can collaborate and partner with that align with the companies values and audience
  - b. E-Commerce Integration - Use affiliate revenue to create another stream of revenue

## **Marketing Plan**

The purpose of this marketing plan is to increase sales and awareness of the magazine.

Goals of the marketing campaign include:

- Sell as many copies of the first issue as possible
  - Sales goal of around 4,635
- Have as many unique users to the website as possible
  - Goal of 500,000 unique visitors within 3 months

Strategies and Tactics

- Get TikTok and Instagram Influencers to support the magazine
  - Identify 10 influencers in the fashion, beauty, and lifestyle sphere and reach out to them.
    - Ideal influencers include: Alix Earle, Halley Kate, Just Jazzy (Jasmine Graves), Emma Arletta, Alexa Jay, Abby Bible, Ken Eurich, GirlBossTown (Robyn DelMonte), Monet McMichael, and Toni Bravo
  - Collaborate with advertisers to send out an unboxing of the magazine
- Reach Gen-Z and Millennial Women interested in fashion, beauty, and lifestyle
  - Paid Advertising on Social Media Platforms targeting women with these interests
  - Paid story of the magazine by Influencers

Marketing Tools

- Social Media Marketing
  - Facebook, Instagram, Pinterest
  - Influencer Mailing and Paid Post
  - SEO
- Word-of-mouth
- Newsletter
- Out-of-Home Ads

- Wild Promoting in Soho, NYC.

### Budget Breakdown for XOXO Magazine

The total budget for the initial issue of XOXO Magazine is \$15,000. The budget will be split up as follows:

Start Date - End Date	Media Bought	Placement/Targeting	Online \$	Promotion \$
N/A	Creative Design	Graphic Design, Social Media Pieces, Video Content/Editing, Photography, Website Design	\$3,000	
2/01 - 2/16	Social Media	Facebook, Instagram, Pinterest Demographic Focus: Women, Age 20-32, Individuals who are interested in relationships, pop culture, fashion, beauty, and readers of Bustle, Glamour, Cosmopolitan and similar; Geo-Targeting; USA	\$3,000	
2/12-2/22	Google Search Ads	Sample keywords include: women's lifestyle magazine, women's fashion, beauty trends, must have products, relationships	\$2,000	
2/09-2/16	Wild Promoting	NYC in SOHO on Prince and Thompson		\$5,000
N/A	Influencer Mailing	Custom Stationary and Box with Custom Tote Bag, Advertiser Products from Olay, Tower 28, Rare Beauty, and Hershey's Kisses		\$2,000
N/A	Influencer Paid Post	Influencers for Paid Include: Alexa Jay, Halley Kate, Just Jazzy and Abby Bible		\$5,000
			Total	\$ 20,000

### Timetable For Launch

Pre-Launch:

- 3 to 6 months before launch - Aug 2023 to Jan 2024

- Content Creation
  - Social Media Feed is outlined with content pre and post launch; graphics, photoshoots, video content, and posters are created
- Build Social Media Presence
  - XOXO on Instagram, Facebook, Pinterest, Tiktok, Twitter and YouTube
    - First Social Media Post goes live with a video teaser of the magazine and cover design
- Print/Digital Production
  - Print magazine goes into production
- 1 to 3 months before launch - Nov 2023 to Jan 2024
  - Build newsletter list from social media sign ups
- 2 weeks before launch - Jan 30 2024
  - Influencer Boxes are sent out to Alix Earle, Halley Kate, Just Jazzy (Jasmine Graves), Emma Arletta, Alexa Jay, Abby Bible, Ken Eurich, GirlBossTown (Robyn DelMonte), Monet McMichael, and Toni Bravo
    - Box includes custom stationary and Box with Custom Tote Bag and Magazine
      - Advertiser Products from Olay, Tower 28, Rare Beauty, and XOXO Branded Hershey's Kisses
  - Google Search Ad Launches
  - Wild Promoting goes up on Prince and Thompson

**At Launch:**

- Official Launch - Feb 13
  - Launch first issue and website at 10 am
  - Influencers post paid story and video on social media morning of the launch at 12 pm

**Post-Launch: Feb 13+**

- Continue marketing efforts through social media
- Gather and analyze social feedback

**Conclusion**

XOXO Magazine has the opportunity to build a reputable and engaging magazine brand that will connect readers to the content they are passionate about. Through this marketing plan and campaign, we are confident that XOXO Magazine has a profitable and successful future.

Hannah E Gates

First Cover Issue of XOXO Magazine



Unboxing Experience for Influencer  
Mailing





Instagram Paid Post Example

Instagram Feed Pre-Launch






Wild Promoting





Hannah E Gates

Google Search Ad



women's lifestyle magazines

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Ad [www.xoxomag.com](http://www.xoxomag.com)

**XOXO MAGAZINE**

The Ultimate It-Girl Magazine. XOXO Magazine provide a space to women who want to be a part of a community where they can engage with fashion, beauty and lifestyle while embracing self-love, self-confidence, and self-discovery.

Instagram Feed Pre Launch

Landing Page

