

COMMUNICATION & PR PLAN

DylanNICOLE Boutique



OUR TEAM



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OVERVIEW



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Messages & Perceptions

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When will we say it?





Marketing Goals For 2023

Increase sales by 20%

Increase social media followers by 50%

Increase profit margins by 5%



Communication Goals for 2023

Increase brand awareness

Post trending content on social media

Establish industry authority

THEMES

EDUCATION



Educating stakeholders on
whereabouts, product
availability and style choices

OUTREACH



How to reach customers
through social media, events,
partnerships and
advertisements

ENGAGEMENT



The involvement of both
customers and employees

Persona #1: College Girls

DylanNICOLE focuses on keeping up with current trends and providing a wide range of clothes for different occasions, making it the perfect stop for the current college girl. College girls in sororities will find DylanNICOLE to be a perfect one stop shop for their next event.



Persona #2: Mothers

Moms love good fashion too! Mothers who come into the store to shop with their daughters can still find something they'll love. Moms meeting up for coffee downtown can easily walk to DylanNICOLE and discover a breadth of items they'll enjoy.



Persona #3: Tourists

As the home to Magnolia, Waco welcomes many tourists each year who are eager to explore downtown. At DylanNICOLE, they'll receive a unique shopping experience with excellent customer service and items that are constantly being updated, so if they stop by in Waco again, they can find something new.



Education

STAKEHOLDER	PERCEPTION	MESSAGE	LEVER
College girls	"I'm so used to shopping online and want a store with cute clothes I can get on the day of an event."	We have clothes for every event that are suitable for you. We are located in Downtown Waco, close to some of your favorite businesses.	Unity
Mothers	"Boutiques near me seem directed towards a younger audience and I want something that is appropriate for me and where I can shop for my daughters as well."	Our boutique has clothes for all audiences; including you and your daughter.	Unity
Tourists	"I'm new to Waco and I don't know where to shop."	Come to DylanNICOLE where we have options for everyone and are located downtown near a lot of other cool places.	Liking

Outreach

STAKEHOLDER	PERCEPTION	MESSAGE	LEVER
College girls	"I've never seen DylanNICOLE on social media or don't really know anyone who shops there."	Follow us on TikTok, Instagram and Facebook where we share our latest inventory, events and much more!	Social proof
Mothers	"I've heard a couple of others shop at the store but when I checked online, there weren't many reviews."	We are a brand-new store and showcase our items on our website or through our social media.	Reciprocity and Liking
Tourists	"I am not sure which store to pick from to shop at and it doesn't look like DylanNICOLE has a lot of reviews."	We are a new boutique located in the heart of downtown next to Union Hall (a popular tourist spot) and near a lot of cool other shops.	Unity

Engagement

STAKEHOLDER	PERCEPTION	MESSAGE	LEVER
College girls	"I want a personalized experience when I shop, I appreciate it when people give me feedback on things I try on."	We provide a personalized shopping experience and will give you incentives to come visit our store.	Liking, Social Proof
Mothers	"I am not sure of what is in style anymore and want clothes that make me feel confident."	We would love to help with that especially since the owner of the store is a mom herself who understands style.	Authority
Tourists	"I want clothes that are comfortable but also remind me of Texas."	DylanNICOLE offers a variety of different styles from casual to going out.	Reciprocity

COLLEGE GIRLS

Education



Element: Press release for collaboration event with Zuke’s Tea Bar.

Message: “We have clothes for every event that are suitable for you. We are located at Downtown Waco, close to some of your favorite businesses.”

Lever of Influence: Unity

DylanNICOLE

For Release on September 10

Madeleine Barton
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DylanNicole Boutique to Host Event with Zuke’s Tea Bar

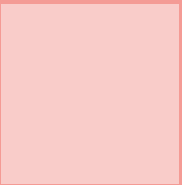
The event allows customers of the tea bar to receive a discount on boutique clothing

KEYWORDS: #Waco #Boutique #DowntownWaco #Style #Event

WACO, TEXAS — April 21, 2023 — DylanNicole Boutique in Downtown Waco plans to host an event in collaboration with Zuke’s Tea Bar in Union Hall. Customers of Zuke’s Tea Bar can present their cup of tea at DylanNicole Boutique and receive 15% off of their purchase. The event will take place September 17-23.

DylanNicole Boutique, just steps from Union Hall, aims to provide personalized shopping experiences for all of their customers. The event is meant to inform new customers of the centralized location of the new boutique and its plethora of clothing options for any occasion.

“We are a relatively new boutique, and have a lot to offer. We just need to get the word out,” Hansen said. (not a real quote)



COLLEGE GIRLS

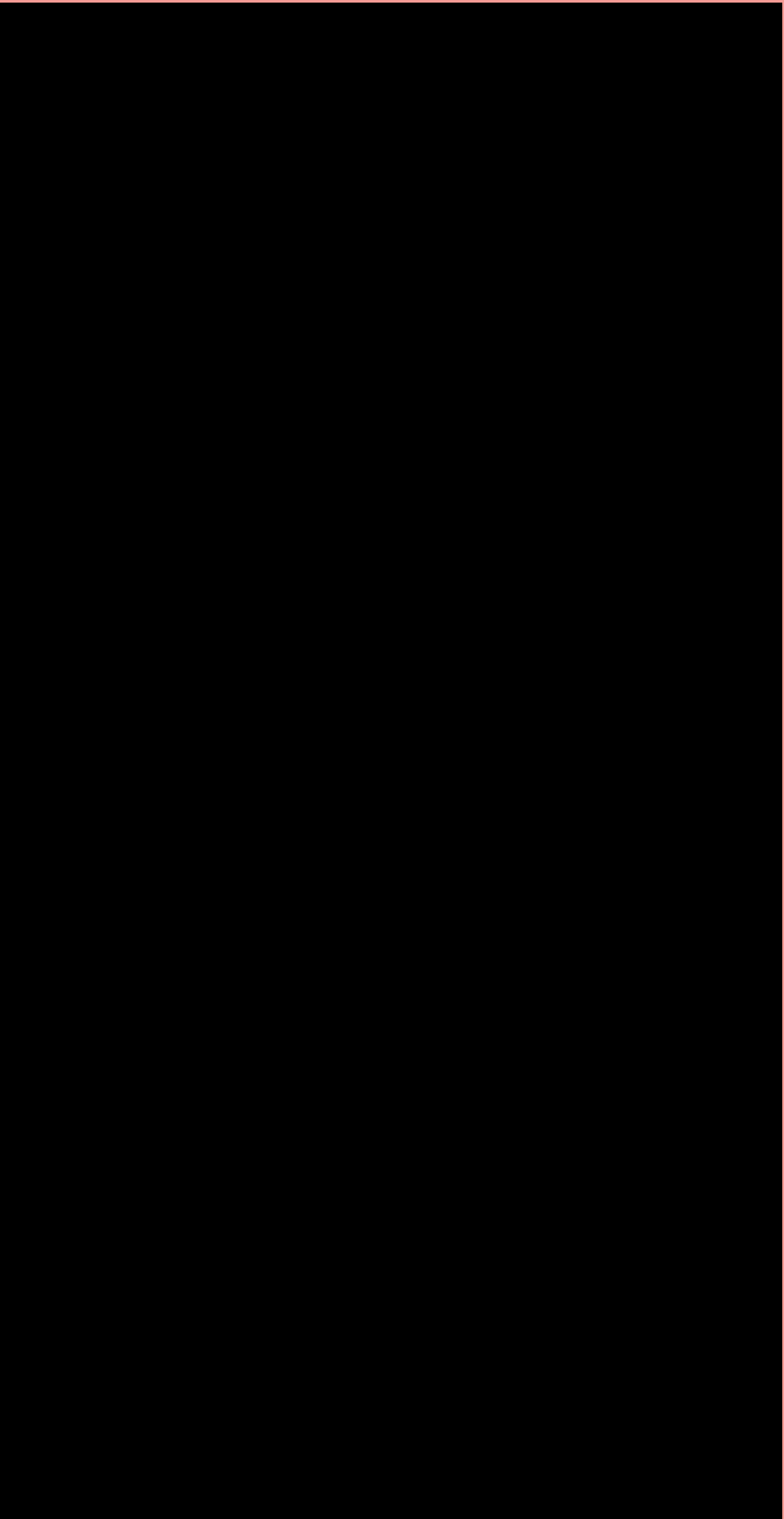
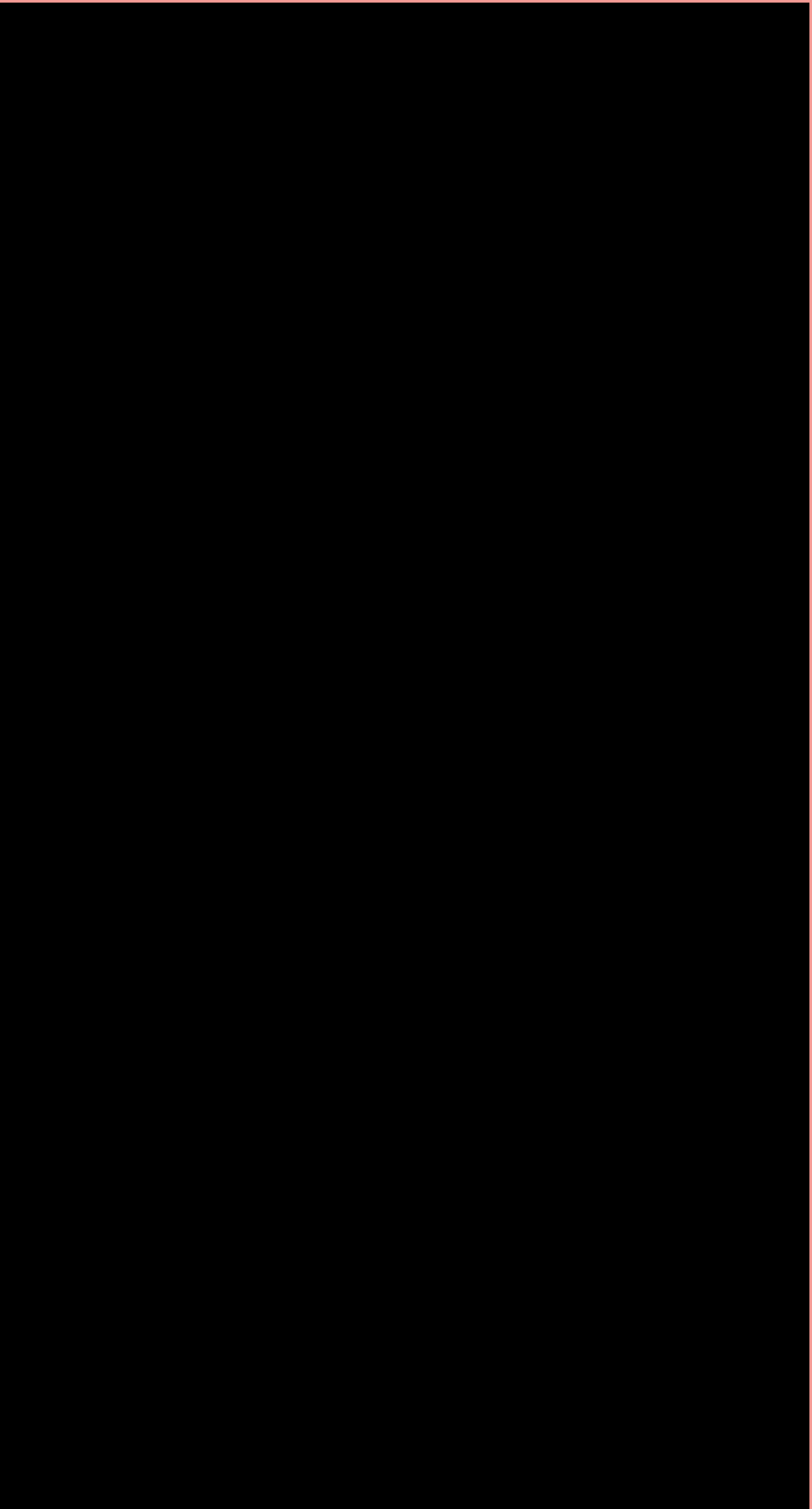
Outreach



Element: Creating TikToks with someone who has a lot of followers and with trending sounds- DylanNICOLE can repost as well.

Message: Follow us on TikTok, Instagram and Facebook where we share our latest inventory, events and much more!

Lever of Influence: Social Proof



COLLEGE GIRLS

Engagement



Element: Sorority Challenge

Message: “We provide a personalized shopping experience and will give you incentives to come visit our store.”

Lever of Influence: Liking, Social Proof

*Dylan*NICOLE

***Sorority
Challenge***

TAG @SHOPDYLANNICOLE

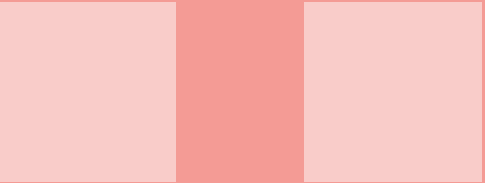
*Dylan*NICOLE

***How to
Earn Points***

- **MAKE A PURCHASE
IN-STORE**
- **POST YOUR
EXPERIENCE ON
INSTAGRAM**

WINNING SORORITY GETS 15% OF
CHALLENGE EARNINGS TOWARD
PHILANTHROPY

TAG @SHOPDYLANNICOLE



MOTHERS

Education



Element: Vinyl banner for local high school sports sponsorship.

Message: "Our boutique has clothes for all audiences; including you and your daughter."

Lever of Influence: Unity



MOTHERS

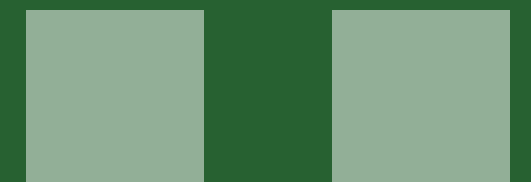
Outreach



Element: Flier for "Sip, Shop, & Style" event where the owner can provide styling advice to moms and other women. Those who come will be offered free food and beverages.

Message: We are a brand-new store and showcase our items on our website or through our social media.

Lever of Influence: Reciprocity and Liking



MOTHERS

Engagement



Element: Press Release for “Sip, Shop and Style” event hosted by Karen.

Message: “We would love to help with updating your look; especially since the owner of the store is a mom herself who understands style.”

Lever of Influence: Authority

*Dylan*NICOLE

For Release on May 15

Madeleine Barton
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DylanNicole Boutique to Host “Sip, Shop and Style” Event

The event is geared toward mothers of all ages looking to revamp their style

KEYWORDS: #Waco #Boutique #DowntownWaco #Style #Event

WACO, TEXAS — April 21, 2023 — A boutique in Downtown Waco plans to host an event in which the owner shares her style secrets. The event will take place June 1 and will be come-and-go from 10 a.m. to 12 p.m.

Karen Hansen, owner of DylanNicole Boutique, aims to provide a specialized shopping experience for all ages. A mother herself, she keeps up with current fashion trends while maintaining a timeless southern charm. With this event, she hopes to provide a space for mothers to relax and take time for themselves.

The event will feature:

- Mimosas for participating customers
- A small snack bar
- Hansen’s styling tips
- A personalized shopping experience



TOURISTS

Education



Element: This web ad in TripAdvisor will attract tourists to DylanNICOLE when searching for what to do.

Message: Come to DylanNICOLE where we have options for everyone and are located downtown near a lot of other cool places.

Lever of Influence: Liking

The advertisement for DylanNICOLE boutique is presented on a white background. At the top, the brand name 'DylanNICOLE' is written, with 'Dylan' in a black script font and 'NICOLE' in a black sans-serif font. Below this, the text 'WACO'S FAVORITE' is in a red, all-caps sans-serif font, followed by 'boutique' in a large, orange, lowercase sans-serif font. A red button with the text 'CLICK HERE!' in white, all-caps sans-serif font is positioned below the text. Underneath the button, the phrase 'TO LEARN MORE' is in a smaller, black, all-caps sans-serif font, and the phone number '(254)-307-9247' is displayed next to a small blue phone icon. To the right of the text is a large circular image of a smiling woman with long dark hair, wearing a light blue button-down shirt and blue jeans, holding two shopping bags (one blue, one orange). The background of the ad features a faint, light gray silhouette of a person's hand holding a shopping bag. On the far right of the overall image, there are two small, light red squares.

TOURISTS

Outreach



Element: This press release will convince readers that DylanNICOLE is worth the stop in.

Message: DylanNICOLE is a cool boutique located near a variety of things downtown. During Silobration, tourists can come check them out for exclusive items.

Lever of Influence: Scarcity, Liking

For Release on October 14

Finley Hamilton
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DylanNICOLE Boutique has This Fall's Must Buys for Magnolia Silobration

Build your perfect outfit to stand out at the Magnolia Silobration festivities

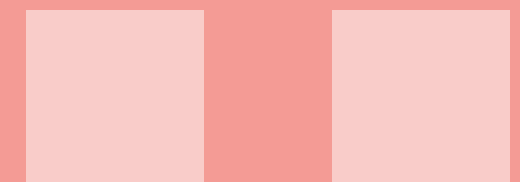
KEYWORDS: #Waco #Boutique #ShopLocal #Magnolia #Silobration

WACO, TEXAS—April 23, 2023—This upcoming Silobration at Magnolia features a plethora of exciting events, but the most important part is how you look while you're enjoying them, and DylanNICOLE Boutique has everything you need to dress your best.

Located on Franklin Avenue, DylanNICOLE Boutique is next to popular eatery Union Hall and just a short walk from the Magnolia Silos. The boutique takes inspiration from the Magnolia lifestyle, making sure to include items that could be worn on multiple occasions.

DylanNICOLE features everything necessary to put together an amazing outfit. Owner Karen Hansen guarantees that you won't leave disappointed.

"Stop in to shop or just for a chat, we'll make sure you take a little piece of Waco with you when you leave," Hansen said. (not a real quote).



TOURISTS

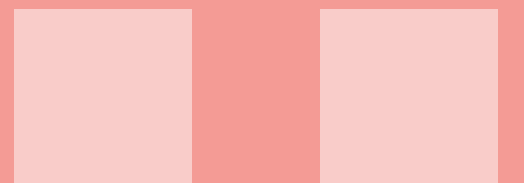
Engagement



Element: This online ad will encourage viewers to post a review on TripAdvisor so that they can get the discount.

Message: Posting a short review on TripAdvisor will get you a coupon for a free and easy 10% off your entire purchase!

Lever of Influence: Scarcity, Reciprocity



SIX MONTHS TIMELINE

May

June

July

August

September

October

May 10: College girl
TikTok video

May 15: "Sip, Shop
and Style" Event
Press Release

May 15: "Sip, Shop
and Style" Event
flyer placed in For
Keeps Coffee

June 2023: Web
Ad placed in Trip
Advisor

June 1: "Sip, Shop
and Style" Event

July 1: "Sip, Shop
and Style" Event
feedback forms sent
out

August 2023:
Sponsorship banner
ad placed in local
high school

September 2023:
Sorority Challenge

September 10: Zuke's
Tea Bar Event Press
Release

September 17-23:
Zuke's Tea Bar Event

October 14: Tourist
Outreach Press
Release

October 17: Zuke's
Tea Bar Event
feedback forms
sent out

BUDGET

\$499- per year- ad on TripAdvisor

\$50- refreshments for “Sip, Shop and Style” event

\$500- local high school sports sponsor

\$250- Sorority Challenge

Total: \$1,299



FOR REVIEW:



Reaching stakeholders of college girls, mothers and tourists. The goal is to increase sales, social media followers and profit margins.

The themes of education, outreach and engagement will help reach our goals. Through implementing our nine different advertisements and press releases, DylanNICOLE will have increased brand awareness, more content on social media and an established industry authority.

Our six-month timeline consists from May to October with a friendly budget of around \$1,300.

CREDITS

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