



## DIGITAL MARKETING STRATEGY

*Jen's Flowers*

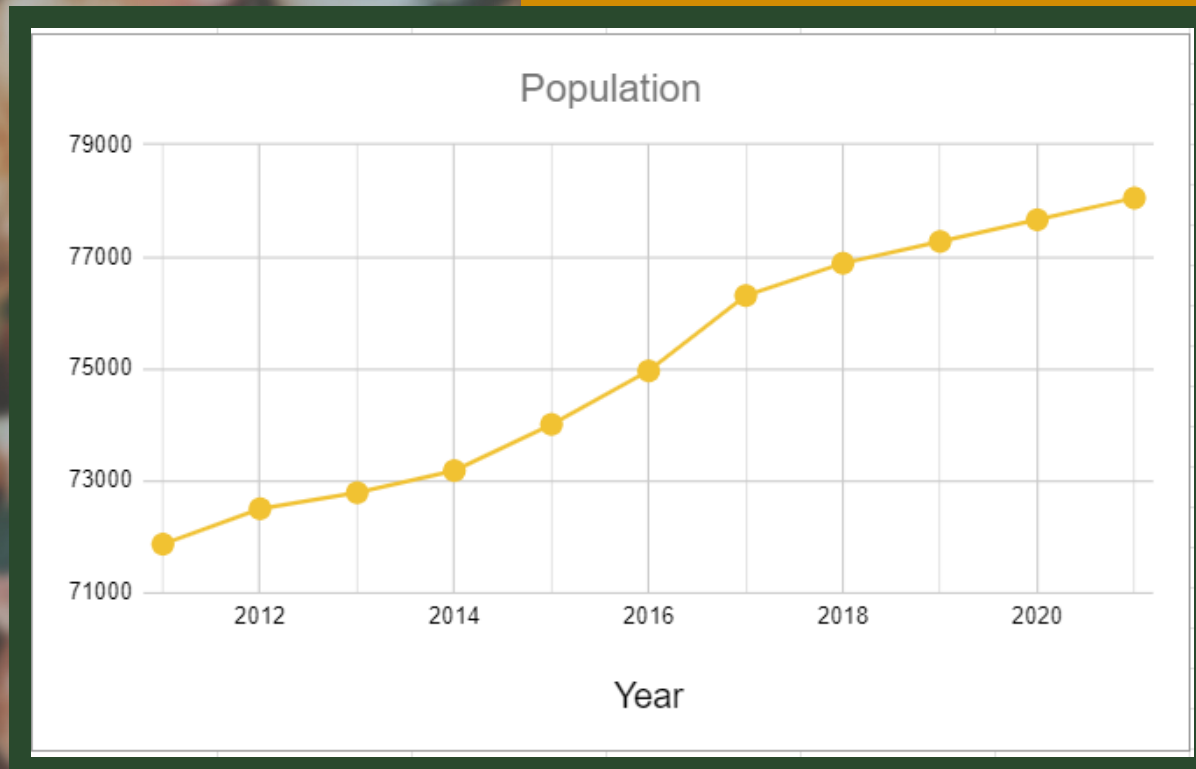
Prepared by Natalee Nieves

# GASTONIA IS EXPANDING

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## THE NUMBERS

The U.S. Census Bureau reveals that Gastonia's population increased 12% from in the past decade to 80,411. An additional 10k - 15k people are also here at any given time to work or shop

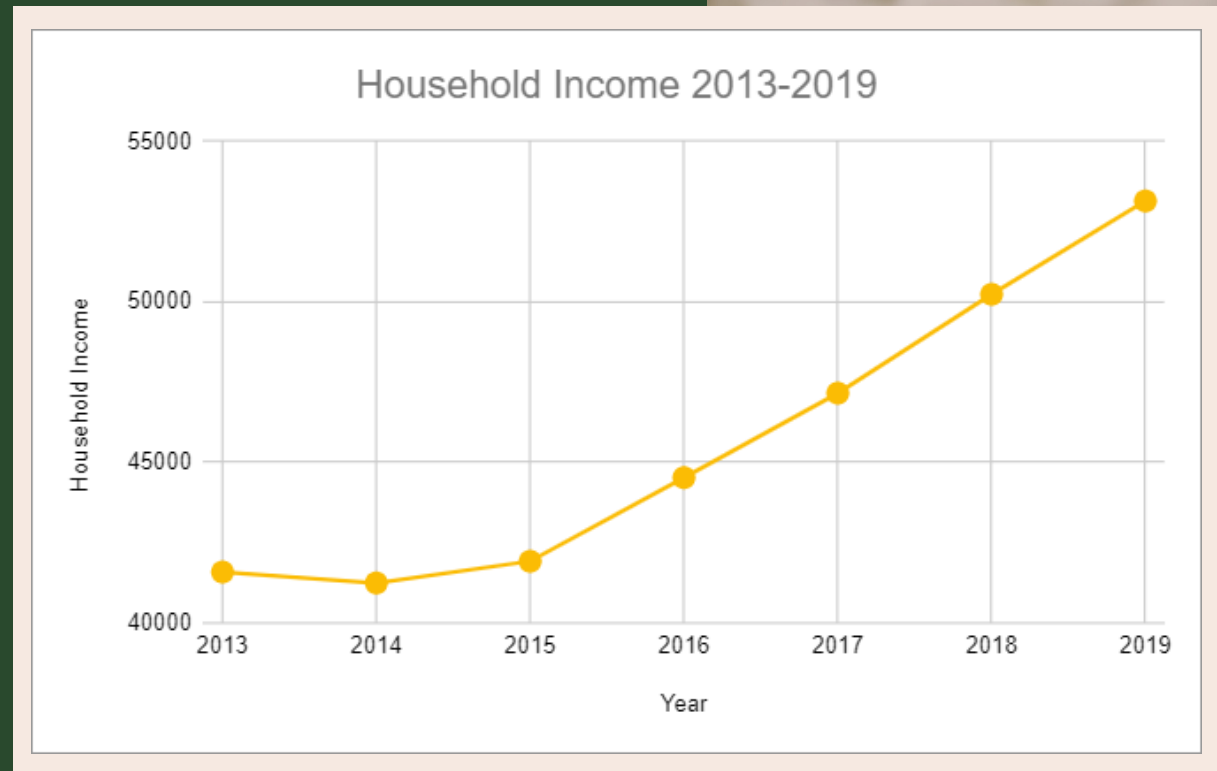


# GASTONIA IS EXPANDING

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## THE NUMBERS

Gastonia's median income increased from \$50,238 in 2018 to \$53,146, which represents a 5.47% annual growth



# GROWING BRAND RECOGNITION

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## WHAT TOOLS DO WE NEED?

### CRM (CUSTOMER RELATIONSHIP MANAGEMENT) & CMS (CONTENT MANAGEMENT SYSTEM)

Learn to anticipate expectations to get ahead of competitors & create and manage digital content

### SOCIAL MEDIA MARKETING

Publish more meaningful content and use social media to meet your big-picture business goals

### E-COMMERCE

Marketing platforms focused on lead capture ensure that your traffic doesn't go to waste and visitors are more likely to take action

### CONSISTENCY ACROSS CHANNELS

Consistency in messaging and visual presentation sets your company's tone, personality and identity

# Our Research

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## CRM & CMS

87% surveyed said that the biggest benefit of a CRM is improved sales

## SOCIAL MEDIA MARKETING

39% - 69% of the florists have adopted social media as a tool for selling flowers to consumers

## E-COMMERCE

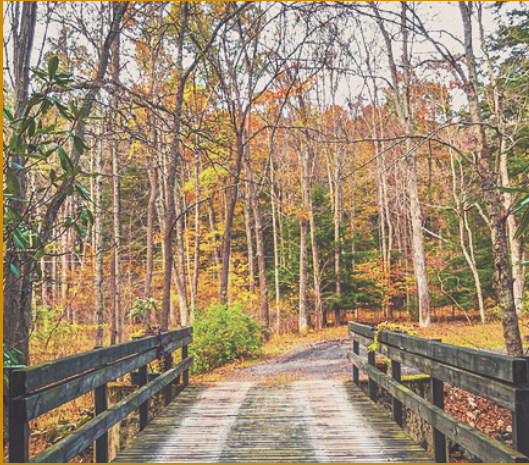
Floral e-commerce in the U.S. is worth \$5.1 billion in 2021

## CONSISTENCY ACROSS CHANNELS

Niche markets thrive when they implement a brand book and style guide



# Jen's Flowers Aesthetic





A close-up photograph of a person's hands holding a large bouquet of bright yellow sunflowers. The person is wearing a textured, mustard-colored sweater. The background is dark and out of focus. A white rectangular box is overlaid in the center of the image, containing text.

Your brand is a story  
unfolding across all  
customer touch points.

JONAH SACHS

# NATALEE NIEVES

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MEDIA & MARKETING MANAGER

## EXPERIENCE

7+ years small business digital manager

2+ years political media and marketing strategist

## CAMPAIGNS/ PROJECTS HANDLED

2020 George Floyd Vigil

2021 Latin Heritage Festival

G.C.D.P. Webpage Designer • Social Media Manager

Young Adults of Gastonia Social Media Manager





# HOW TO REACH US

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## MAILING ADDRESS

712 Carlton Drive  
Gastonia, NC 28054

## EMAIL ADDRESS

NataleeNieves@gmail.com

## PHONE NUMBER

(980) 989•4509



# SLIDE SIDE NOTES

PRESENTER

How do we measure success?  
What metrics to focus on  
30•60•90 day rollout  
Q & A

## CHARACTERS

Owner Jen

Loyal customers

Younger pop. migrating from Charlotte

## SETTING

Gastonia considered rural

Growing population and household income

## PLOT

How can Jen's Flowers brand stay grounded?

What new tools can be implemented for tech consumers?

## BIG REVEAL

Jen's Flowers brand can stay true to the rural community while also incorporating a cottage core aesthetic to cater to younger new residents