



The Mary Poppins of Party Planning

Lilieth Betancourt



Problem

- ↳ Parents with young children frequently face the challenge of **organizing and hosting parties, which** can be a stressful and time-consuming task. Nevertheless, they do not wish to miss out on the chance to create lasting memories with their loved ones.
- 💰 This leads to either putting it off altogether or spending unnecessary money on a profesional planner that costs more money.



Value Proposition

Digital Party Plans with Step by Step Guides

Creation and Schedules of complete party themes downloaded straight from your computer and easy access to print on the go.

The Process



Party Plan Products

FANTASY UNICORN PARTY PLANNING KIT \$20

- ✓ Step by Step Party Decor Instructions
- ✓ Party Budget Calculator
- ✓ Complete 2 week Plan prior to event

CAR THEME INVITES AND DECOR BUNDLE \$15

- ✓ Downloadable Invitations
- ✓ Step by Step Party Decor Instructions
- ✓ Party Schedule

CAPTAINS TREASURE A COMPLETE PARTY PLAN \$30

- ✓ Step by Step Party Decor Instructions
- ✓ Budget Calculator
- ✓ Downloadable Evites and Party Menu

GARDEN DELIGHT SPRING BABYSHOWER PLAN \$25

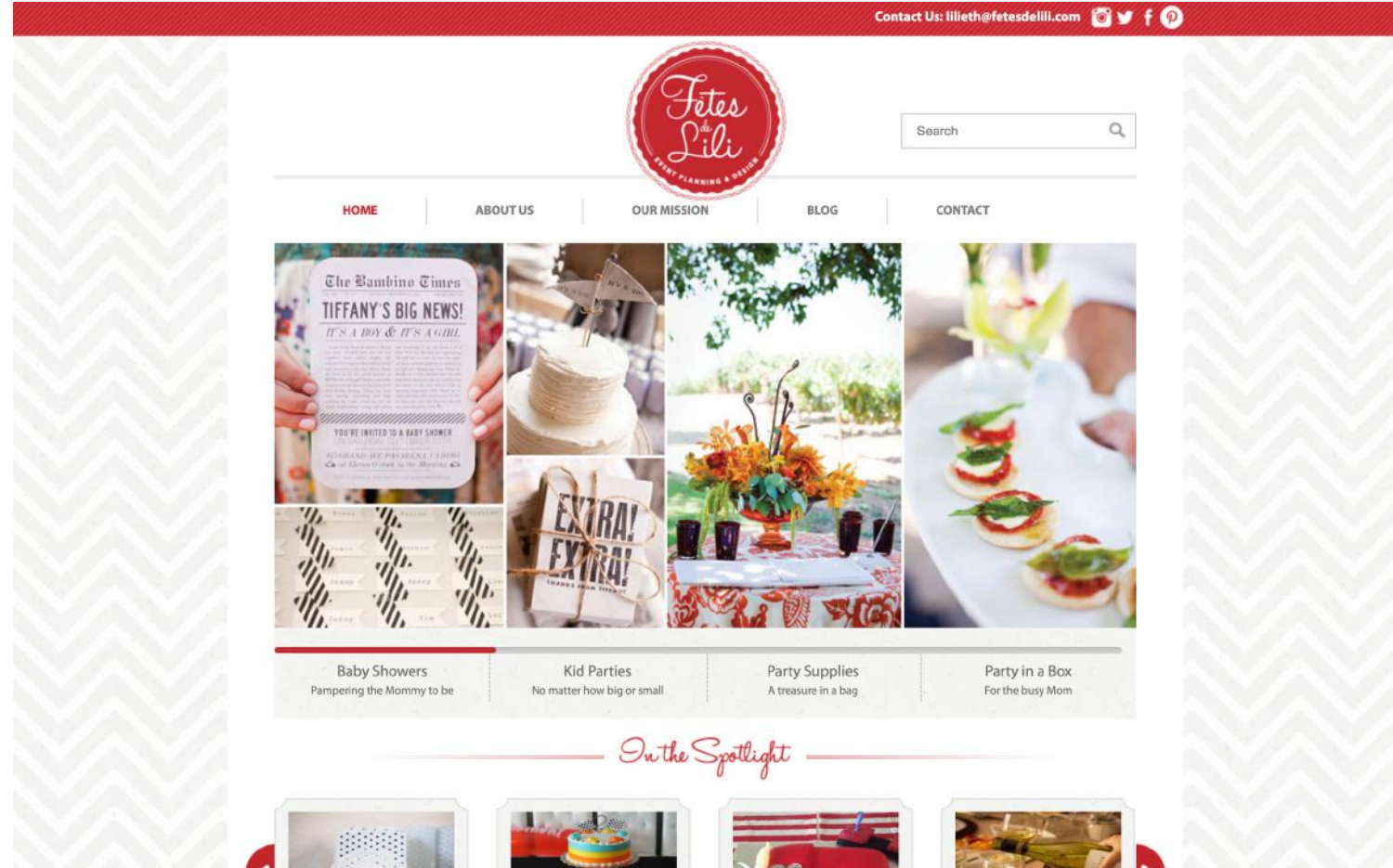
- ✓ Complete Decor Ideas
- ✓ Budget Calculator
- ✓ Downloadable invites

THE FLASH PLAN \$5

- ✓ Lists of tasks to complete and when
- ✓ Budget Calculator
- ✓ List of generic decor ideas

Original Product

Website V1.0



The Event Planning Solution

FÊTES DE LILI

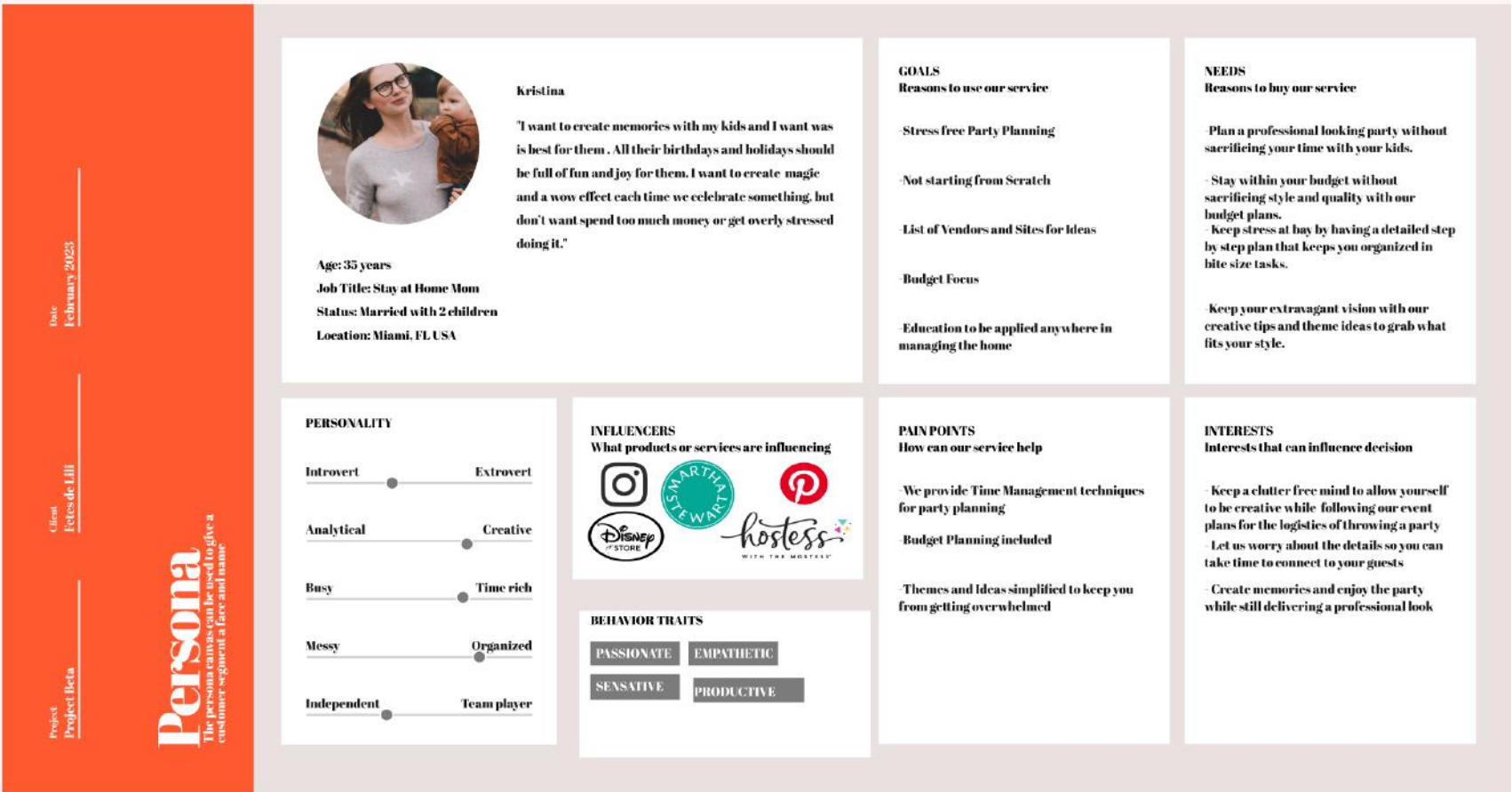
Redesign Approach

SPECIFIC TARGETING

- Observe the changes of the party supply market during and after COVID, and estimates of what is coming
- Check for age range of parents today and the trend on stay at home moms
- Find the core problem to solve
- Become more digital

REDESIGN RESEARCH

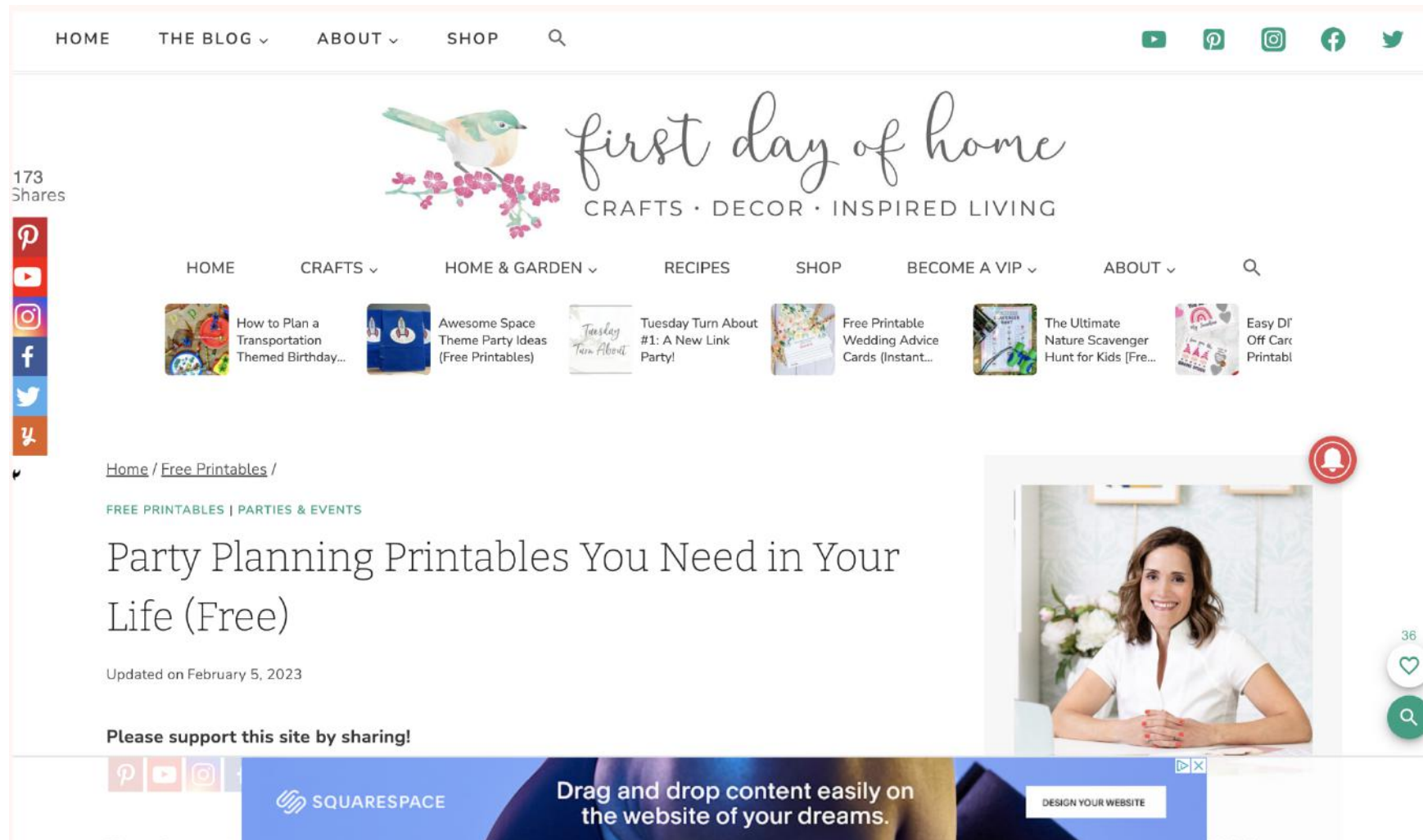
BUYER PERSONA



Competitive Analysis

SERVICE	JUST A GIRL AND HER BLOG	FIRST DAY OF HOME	PARTY IN A BOX BY VALENTINA
Free PDF Calendars	✓	✓	✗
Party Planning for Theme	✓	✗	✗
Budget Calculator	✓	✓	✗
Party Supplies	5	2	0
Downloadable Decorations	✓	✗	✗

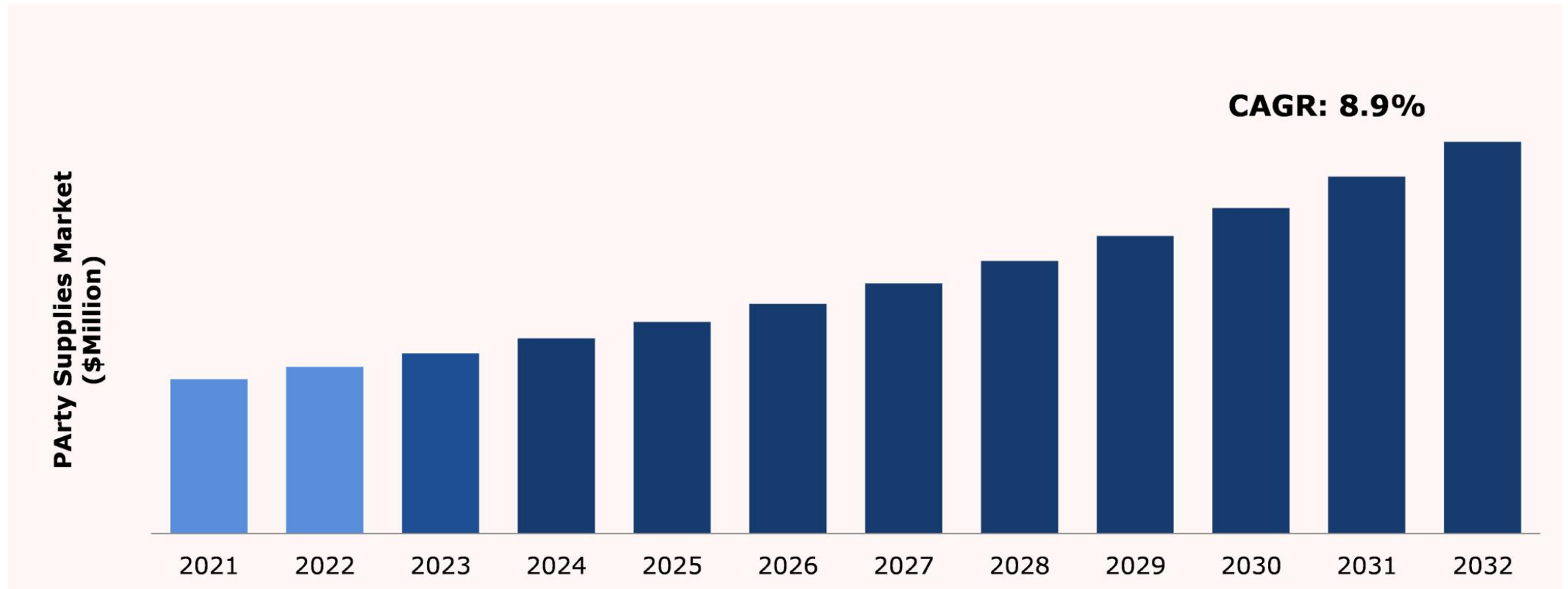
COMPETITOR



IDEAS

- **ADDITIONAL TOPICS**
Crafts, Home & Design, Recipes
- **EMAIL CALL TO ACTION**
Free printables require emails
- **EXTRA INCOME GENERATOR**
Advertising banners at footer
- **SOCIAL MEDIA SHARES**
Create trust by showing current shares

Future Projections of Party Supplies Online



Current Status, Accomplishments to Date, Timeline and Use of Funds



CURRENT STATUS

- WordPress Template Redesign for testing



ACCOMPLISHMENTS TO DATE

- Recycling old blog content
- Marketing Research and Estimation of the Party Market



FUTURE PLANS

- Email Call To Action Campaign
- Social Media Posts
- Social Media Ads
- Blogs
- Podcasts

Final Website Redesign

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