Project Title: Content Marketing Plan Template Based on HubSpot

NM Id: DDA9CBF432CA23B932244481FEA55216

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### Ideation Phase

### Define The Problem Statement

### The boutique is facing challenges in effectively reaching and engaging its target audience, resulting in lower-than-desired foot traffic and online sales. There is a need to enhance the boutique's visibility, customer acquisition, and retention strategies in order to achieve sustainable growth and profitability."

### Empathize & Discover

### Empathize:

### Customer Preferences: What styles, colors, and trends are currently popular among your target audience?

### Shopping Experience: How do customers prefer to shop? Online, in-store, or a mix of both? What aspects of the shopping experience matter most to them?

### Budget Considerations: Are your customers price-conscious, or are they willing to invest in higher-end products?

### Feedback and Reviews: What are customers saying about their experiences with your boutique? Are there common pain points or areas for improvement?

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### Discover:

### Market Research: Study the local fashion market and identify trends, customer demographics, and competitors in your area.

### Sales Data Analysis: Review past sales data to identify popular products, peak shopping times, and customer behavior patterns.

### Online Presence Audit: Evaluate the effectiveness of your website and social media channels. Are they user-friendly and engaging?

### Brainstorm & Prioritize Ideas

### Brainstorm Ideas:

### Curated Collections: Create themed collections that showcase a carefully curated selection of products. This could be based on seasons, occasions, or specific fashion trends.

### Personal Styling Services: Offer personalized styling consultations either in-store or virtually. Provide expert advice on outfit combinations and styling tips.

### Exclusive Collaborations: Partner with local artisans or independent designers to offer exclusive, limited-edition pieces that are unique to your boutique.

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**Prioritize Ideas:**

* **Customer Feedback:** Gather input from your existing customer base to understand which ideas resonate with them the most.
* **Feasibility and Resources:** Consider the resources, time, and budget required to execute each idea. Focus on ones that align with your current capabilities.
* **Alignment with Brand Identity:** Ensure that the chosen ideas align with the core values and identity of your boutique.