

Marketing Strategy Report

“Merge Fashion”

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1- Clear message

You cannot evolve unless you are willing to change and it doesn't happen overnight.

- Be consistent
- Be patient
- See difficulties as opportunities
- Be focus
- Provide good customer service
- Provide supportive after sales service
- Empathize with the customers

2- Multichannel marketing

Create and manage customer relationships over the time by using multichannel marketing strategy which is the implementation of a single strategy across multiple channels or platforms to plan realistically.

- Create in-store events
- Establish digital store
- Develop social media presence
- Build continuous online/offline experience

3- Merge Fashion SWOT analysis

Strengths:

Convenient and easy to access shop, a free 2 hours car parks close to the mall, Chinese suppliers for women's clothes, use of word of mouth as a strong traditional marketing tool, located in the high traffic Footscray mall, popularity in Footscray location, affordable end user prices,

Weaknesses:

Lack of online marketplace, lack of digital literacy, diversity of cultures and religions in Footscray and connected living areas

Opportunities:

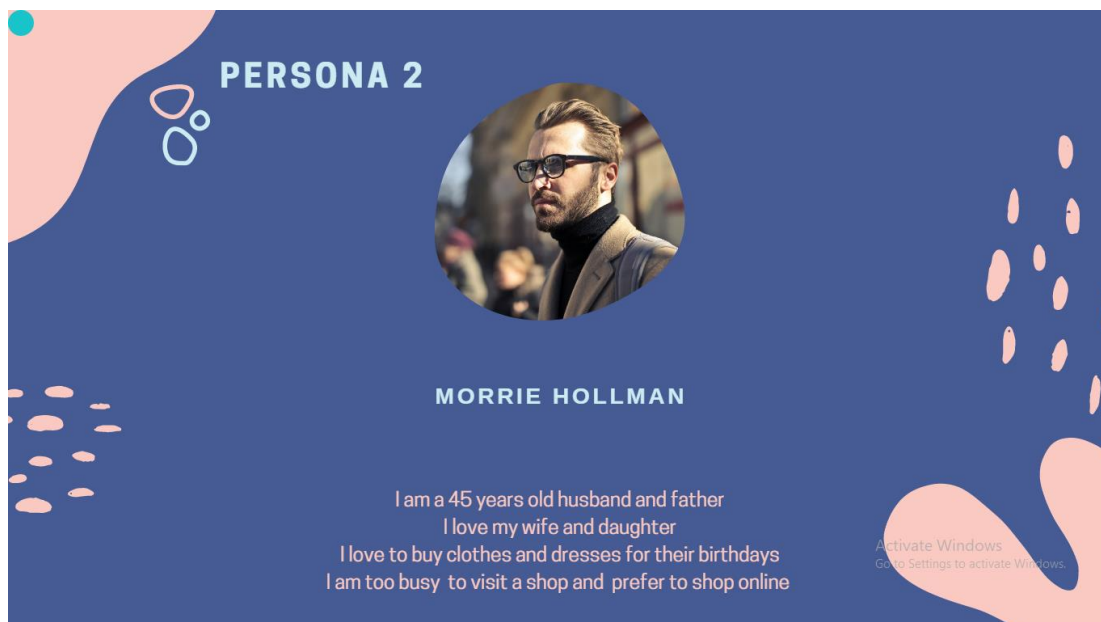
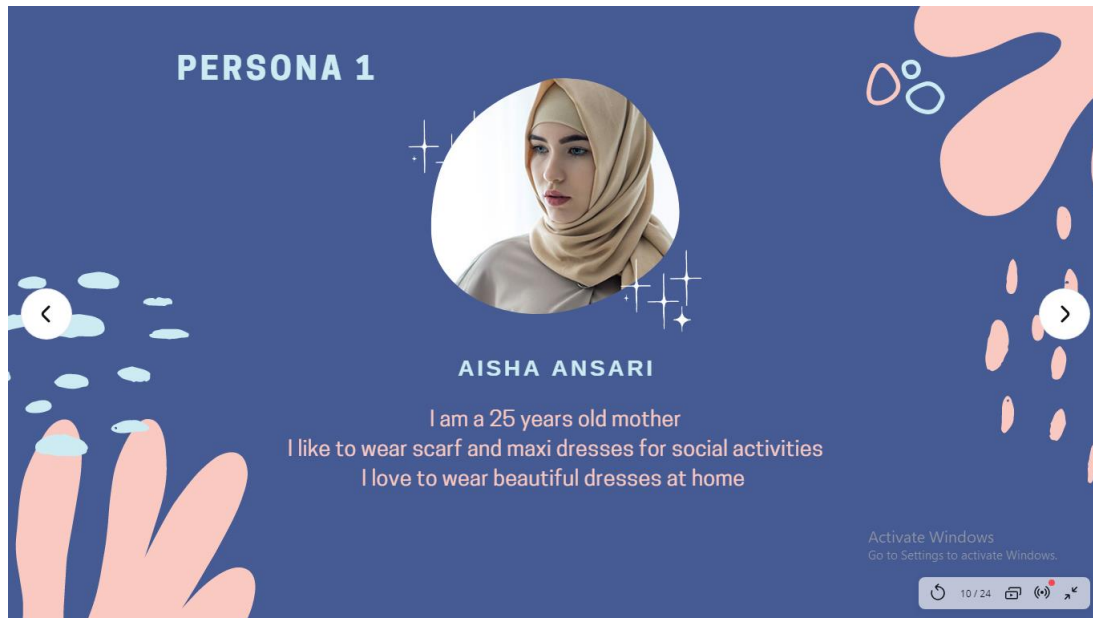
Expanding the target market to the women's fashion in Australia online, target larger potential customers in-store including teenagers and old women, supplying a collection of women's fashion for women in diverse communities.

Threats:

Online marketplaces, brands and suppliers such as Kmart, Angelica Clothing, Temt, Ally Fashion, Decjuba, Dangerfield, Dotti and Sportsgirl in the Footscray and Maribyrnong area, the current major economic crisis and customers pull back from shopping in-store.

4- Customer persona

Including particular group of consumers within the market who are supposed to receive your message, connect with you (online or in-store) and buy your products (online or in-store).



PERSONA 3



CHEN HUANG

I am a 65 years old woman
 I live in Geelong
 I love comfy and light clothes in the summer
 I love to wear stretching pants and long socks in the winter
 I like to wear accessories and scarves occasionally
 My grand daughter and I enjoy shopping together in Footscray mall
 Sometimes, my grand daughter buy cloths and accessories for me on her mobile

Activate Windows
Go to Settings to activate Windows.

PERSONA 4




LEE HUANG

I am a 20 years old girl
 I love to wear jeans and sport fashions
 I prefer fake and cheap brand clothes
 I love to go for shopping with my mother and grandmother and buy matching cloths together
 I have a collection of hats in my bedroom
 I am loyal to the stores who sell small size and durable clothes for every season

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PERSONA 5



SERENITY UNGSON

I am a 40 years old mother
 I love to shop online and pick up in-store
 I love fashion and like to have variety of dresses in a season
 I always look for beautiful and affordable clothes

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5- Offline Marketing Strategies

71 % of shoppers spend more money in-store than online. First insight finds consumers more likely to add items to cart when shopping in-store vs. online (March 04, 2019 Eastern Standard Time).

Short term

- Create impressive display windows and design your logo in the eye-line level, on your front window. This is an example:



- Update your display window with new fashion ideas and your new arrival products, at least once a month and for busy seasons at least every couple of weeks.
- Collect your discounted items on one side of the shop, preferably the “Right” side of the store and at eye-level. Please find the examples:



- Keep your best products in your stock including “high demand products” and “low-price/high-profit clothes” and “discounted clothes” at eye level. For example, design them on the tables and use natural or warm white light to show the colors more impressively. Please see the below photo as an example:



- Design and print a flyer for your products. Add your social media and any online link details on it. Spread in the local living area or ask the other stores in your same location to advertise it for you. You can do the same for them.
- Collect the customers' contact details when they shop in-store or contact you on phone. First, ask for their permission if you can keep their information.
- Print your social media contacts and links on your display window.
- Partner with the stores in the same location as you are.
- Collaborate with charities to set-up events.
- Provide gift cards for different occasions.
- Provide different payment options such as “buy now, pay later” (afterpay option).
- Always keep an eye on your in brick and mortar retail stores competitors in Footscray and connected suburbs. Search for their products, prices, qualities, brand and fashions and compare your products in different features to be competitive in the market. There are affordable retail stores such as Kmart, Angelica Clothing, Temt, Ally Fashion, Decjuba, Dangerfield, Dotti and Sportsgirl in the Footscray and Maribyrnong area.
- Aliexpress, Amazon and ebay are active online titan marketplaces who supply the most competitive women's clothes. They are the other important competitors but can be used as potential suppliers for your products.

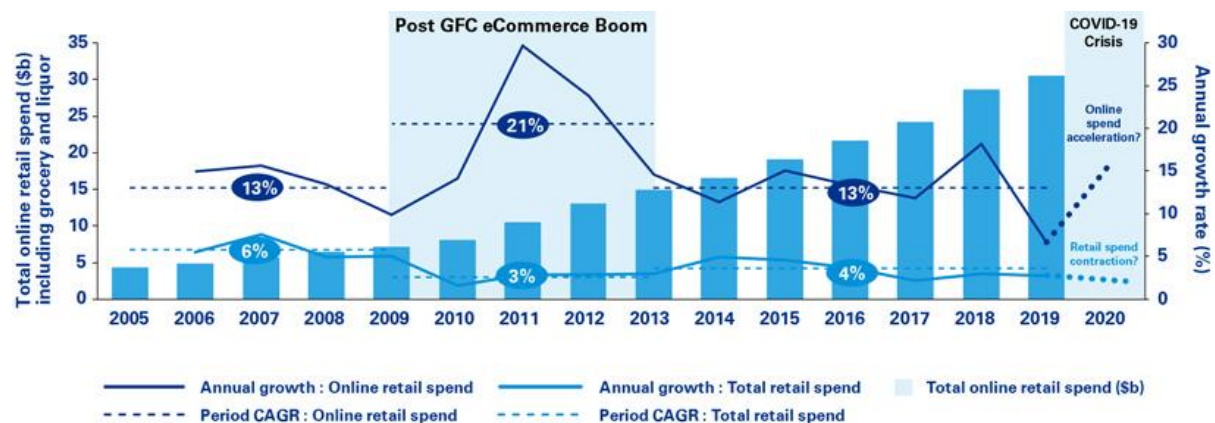
Long term

- Hire at least a female salesperson at your shop and provide adequate training and information to her to be able to promote your products in-store. For example, the salesperson should know enough about the clothes to be able to help the customers to choose a dress and recommend the proper ones to a particular customer. Customers don't like to waste their time in the fitting room.
- Sell a range of fashion items for women in your store, such as shoes, bags, scarves and accessories. Then match them together on your mannequins or on the tables. Be creative and search online to find some ideas from the famous brands for women's fashion. See the below example:



6- Online Marketing Strategies

An estimated 1.8 billion people worldwide purchase goods online. 63 percent of shopping occasions begin online. Nearly half of the consumers shop more on mobile than in-store (Statista Mar 23, 2020).



- Train yourself to learn digital literacy and digital engagement or hire an expert for your digital marketing.
- Keep an eye on the online marketplaces as your competitors such as Wish, Alibaba, Aliexpress, Target, Kmart and etc. Learn from their marketing strategies. Evaluate their google reviews and read the customers' feedback.
- Focus on using Google Campaigns such as google map, google reviews and creating google website. Google is the most powerful search engine and owns 92.1% of the search engine market. You can get your products and store to the top of ranking while the potential customers search on google.
- Create revenue through Facebook ads. Facebook ads can target people by where they live. Then you will be able to reach the customers who are living near you.
- Use hashtags such as #ShopLocal, #womensclothing, #fashion, #womensfashion, #ootd, #style, #onlineshopping, #shoplocal, #womenswear when creating posts on your social media accounts.
- Provide rewards and perks to encourage your customers to connect with you online and shop online. Such as; “get a more 5% discount when shop online”, or “Buy online, Pick Up in-Store” or “Delivery within 2 days”, or “Delivery free for the first order”.
- Assure the customers that they can buy their favorite products online with the same prices, when they buy in-store.
- Keep in mind, consumers who are engaged with your social media are more likely to shop in your store and be your loyal customers.
- Hire a digital marketing consultant when you need help or plan to create a unique and tailored online content for your business.

Short term

“Step by step instruction”

- Create a google “Gmail” account
 1. Go to the Google Account creation page.
 2. Enter your name.
 3. Click Use my current email address instead.
 4. Enter your current email address.
 5. Click Next.
 6. Verify your email address with the code sent to your existing email.
 7. Click Verify.

- Create a google review link and share it with your customers to collect their feedback
 1. Sign in to Google My Business.
 2. If you have multiple locations, open the location you'd like to manage.
 3. In the menu on the left, click Home.
 4. In the “Get more reviews” card, you can copy your short URL to share with customers.

- Create a unique catalog of your products online
 1. Click on the link: <https://www.flipsnack.com/digital-catalog>
 2. Select your catalog's page size and orientation.
 3. Choose one of our free catalog design templates.
 4. Use professional product images & photography.
 5. Display product details and information.
 6. Customize the design based on your brand colors.
 7. Publish online, download or print.

- Create a Facebook business account

1. Go to business.facebook.com/create and select Create Account.
2. Enter your name and confirm your identity with Facebook login credentials.
3. Follow the prompts to create your business account.

- Set Up a Business Account on Instagram

1. Go to your profile and tap in the upper right corner.
2. Tap Settings.
3. Tap Account.
4. Tap Switch to Professional Account.
5. Tap Business.
6. Follow the steps to connect your business account to a Facebook Page associated with your business.

- Create a Facebook marketplace account

1. Enter the marketplace. When you log in to Facebook you should notice a new 'shop' icon.
2. Add a photo. You will be prompted by Facebook to add a photo of the item you are selling.
3. Add a title.
4. Add a description.
5. Add a price.
6. Add location and category.
7. Complete.

- Creating a WhatsApp Business Group

1. Creating a WhatsApp group in your personal WhatsApp account.
2. Press the three dots in the top right corner.
3. Select New Group.
4. Select the people you would like to add to the group.

- Create your Email Marketing Campaign
1. Create, personalize, and optimize your marketing emails easily and free
 2. Click on: <https://www.hubspot.com/products/marketing/email>
 3. Follow the instruction
 4. Reach your target audiences
-
- Build relationship with your customers through SMS marketing
1. Start collecting your customers' mobile numbers and send
 2. With their permissions, send the relevant marketing communications.

Long term

“Step by step instruction”

- Set up a website for your business for free
1. Click on this link: <https://www.google.com/business/website-builder/>
 2. Customize a template or get a website made for you. Choose your starting point.
 3. Drag and drop 100s of design features.
 4. Get ready for business.
 5. Publish your website and go live.
 6. Drive traffic to your site.
-
- Register your seller account in Amazon
1. Provide your tax information (GST Number & PAN) and an active bank account.
 2. Upload your listings.
 3. Customers see and buy your products.
 4. Deliver your products to the customer.
 5. Receive your payment.

- Practice E-commerce by personalizing your app store
 1. Click on the link: <https://apps.shopify.com/endear>
 2. Follow the instruction
 3. 14-day free trial
 4. \$60/month
 5. Easy setup
 6. Cancel anytime

- Customize the app for your business's needs
 1. Click on the link: <https://onspotsocial.com/what-is-a-retail-app/Maribyrnong>
 2. Follow the user friendly instructions
 3. Start a free trial
 4. Collect Unlimited Emails, Leads, Contacts, & Social Followers
 5. Pay \$15/ month per device