Target Demographic

Professionals

Educated

Hipster Sub-Culture

Both sexes

18-35

+50 000/year

Operating Budget Starting off is $100/month

Marketing Plan

Social Media -> Twitter and Facebook

Email Newsletter -> Build Mailing List

Features of Other blogs and being featured on other blogs

Hosting $40/month

Stories

Shorts

Belts

Shoes

Suits

Weekly features just like GQ ten essentials

Help Needed

Female Fashion Guide

IT and software/app development

Photographer

Marketing Rep