

Tiffany Young #StayAtHome Marketing Plan



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Key Players

Record Label, Transparent Arts

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Overview

Having debuted and maintained an iconic career for 13 years, Tiffany Young is a passionate, positive, and determined artist from Los Angeles, United States. Her time as a member of the legendary South Korean girl group “Girls’ Generation” gained her worldwide attention and scrutinization, which further shaped her into a high-achieving and diligent woman. Since leaving her former agency SM Entertainment, Tiffany joined our team, Transparent Arts Agency, to build and expand her solo career in the United States. In the past few years, Tiffany has enjoyed success, including touring in the States, making appearances on shows, taking home the win for Best Solo Breakout iHeart Radio Award Winner etc. While fans still enjoy and be empowered by the songs Tiffany deliver, we realize that, through examining the promotion during the past two years, we should continue to cherish and give back to the fans who make all this possible for Tiffany. Therefore, in the midst of this unprecedented pandemic, we hope to utilize marketing tools to express our appreciation to her fans – Young Ones – and create various opportunities to attract new listeners.

We developed several numerical goals through this marketing plan, ultimately to create immediate buzz on social media and consequently more attention to Tiffany as a solo artist. First and foremost, we aim to increase Tiffany’s socials by 10 percent across Instagram, Twitter TikTok, and the Chinese social media platform Weibo by the first week of May. Tiffany’s posts on Instagram and Twitter are usually in sync, yet the number of followers is widely different. Tiffany is currently at 345,300 followers on Twitter, so we aim to see an increase of about 34,500 followers; as for Instagram, she is currently at 8 million followers, so we would love to see an increase of about 800,000 followers. For TikTok, her last feed was from December 2019, and the account has 241,000 followers. We hope to see an increase of around 24,100 followers. Due to the area of her promotions, her Weibo account seems to have more of Girls’ Generation’s fans than her own fans. As of April 23, she has 168,638 followers on Weibo, and we hope to see an increase of around 16,860 followers by the end of April. We then have the target to increase her monthly Spotify listeners by around 15 percent. Unlike the large number of followers on social media, Tiffany currently has 576,480 monthly listeners; we hope that through the series of events we planned, her monthly listeners will increase to around 663,000. Overall, we hope to nurture the relationship between Tiffany and her fans, while also planning events to obtain new audience.

Marketing Overview

This marketing plan is strategized in relations to the #StayAtHome campaign. We begin with a brand partnership with the South Korean beauty and skin care brand “Hanacure” to create the “Born Again” Facial Mask with elements Tiffany herself will design. This partnership will not only serve as a heartwarming reminder to her fans to love and take care of oneself in this specific time period, but 100% of the income will also be donated to charity. The product will be on sale beginning March 20, and we have arranged for Tiffany to have a #BornAgainHanacure Instagram Live on the next day.

Beginning from the second week, Tiffany will share irregularly on social media of what she wears during the #StayAtHome period using the hashtag #tiffanyootd. There will then be series of events or interactions with her friends and fans, including Instagram Live with Girls' Generation's members, and release of Behind The Scenes content on video streaming platforms, such as clips on Twitter and Weibo, and full video on YouTube.

On March 30, Tiffany's official website and social media accounts will initiate announcements and polls for the fans to choose their favorite design for the new quarantine merchandise, including hoodie, t-shirt, mug, and reusable spray bottle. We will be selling merch bundles as well. The design results will be revealed on April Fools. Then, on April 4, with the intention to stay connected with her fans all around the world, Tiffany will make posts reminding people about taking precautions, such as wearing masks when leaving the house.

For the 10 fans who buy our bundle, they will be receiving a message about being selected to join a one-on-one online video call with Tiffany. This event will not be announced publicly, but more of a twist and surprise to the fans. The fans will be contacted at least one day before the event, which will take place on April 22. Each fan will have 5 minutes to talk to Tiffany, and there will be staff members with her in case of any problems, such as running over time or poor internet connection. On April 11, Tiffany will open a V-app live, which is a platform commonly used for K-pop artists; this live will mostly be in Korean where Tiffany can have a free mini-concert and chat to her fans about her situation in the United States.

On April 15, we will announce a "Tiffany Young Cover Song Contest" via YouTube, where we will choose the top three covers, have Tiffany react and make comments to them, and upload on video streaming platforms on May 1st. The merchandise that were previously mentioned will go on sale on April 18. Lastly, on April 27, Tiffany will be featured on the K-pop Daebak podcast, hosted by Eric Nam, another Korean American artist.

Marketing Strategy

Internal

As Tiffany's agency, we will be focusing on marketing, publicity, public relations, advertising and visuals.

Our marketing team will be responsible of gathering and analyzing the demographics and psychographics of Tiffany's followers across social platforms, with the goal to better target our audience when it comes to events such as online video event and cover song competition. This department will also budget and develop plans wisely. We hope to not only hit the core fanbase of Tiffany, but to solidify and expand it, and make people who are unfamiliar with Tiffany to have the urge to become fans. The marketing department should also work actively to

The publicity team will be responsible for reaching out to online news websites, including but not limited to those related to music, fashion and K-Pop fandoms. This is essential in spreading the word about the upcoming events surrounding #StayAtHome, building up suspense and

attention. After the events, they will reach out to several media outlets to cover the story, including those in South Korea.

The public relations team will take care of press releases throughout the marketing plan, such as announcing the planned competitions and brand partnership with Hanacure.

The advertising department will seek to utilize the existing information of Tiffany's followers to allow quick and effective ways to increase engagement on her posts. For instance, other than fostering engagements on social media, they will also take the crucial responsibility of initiating advertising efforts when the Hanacure x Tiffany Young product "Born Again" Facial Mask goes on sale. The team shall use targeted advertisements on Twitter and Instagram to ensure that people are aware and will be interested in the partnership.

We will have a visuals team dedicated to create and oversee the visuals throughout the #StayAtHome marketing plan, with goals to enhance the color and satisfaction of people watching Tiffany through the screen. This team includes graphic design and fashion styling; the department will not consist of a gigantic group of people, but only those who were originally close with Tiffany, so they can exchange ideas comfortably and freely to have the best end result.

Due to the current environment of social distancing and limiting unnecessary visits to each other, all the departments mentioned above will be working remotely and communicating via online meeting platforms, such as Zoom. The artist manager, however, shall be with Tiffany from time to time to go over plans in detail, and to help negotiate or make modifications if needed.

External

We will be seeking help from IT companies that we have cooperated with in the past to bring in professional knowledge for the merchandise design poll and cover song contest. Expertise for IT is required to help ensure fast speed and efficiency with our events. They will be responsible for things including but not limited to building the channel for which the applicants will send their cover song videos, developing and ensuring a comfortable video call experience with Tiffany's fans, making an inclusive merch design poll, and having the merchandise sale on the official website.

We will be partnering with the merchandise company we used for preparing the previous special merchandise for Tiffany.

Marketing Plan Calendar

Week of March 15:

March 17 – Announce Tiffany Young X Hanacure partnership

March 20 – “Born Again” Facial Mask on sale

March 21 – #BornAgainHanacure Instagram Live

Week of March 22:

March 22 – Beginning the #tiffanyootd project on Instagram and Tiktok

March 25 – Label releases behind the scenes or pre-recorded content calendar, and begins the first post today

March 27 – Instagram Live with Girls’ Generation member @taeyeon_ss

Week of March 29:

March 30 – Post and poll for fans to vote on their favorite merchandise design

April 1 – Announce results of merchandise design

April 4 – Post to remind people to stay at home and wear masks when they go outside

Week of April 5:

April 11 – V Live about what Tiffany does when staying at home

Week of April 12:

April 15 – Announce “Run For Your Life” cover song contest

April 18 – Merch on sale through official website

Week of April 19:

April 22 – Private online video event

April 25 – Behind the scene content release

Week of April 26:

April 27 – Feature in K-Pop Daebak show

May 1 – Reaction video to the top 3 covers

Daily Plan Example: March 22

11AM – Discuss #tiffanyootd project with manager and stylist via phone

2PM – Meeting with executives from label to go over the remaining parts in the marketing plan calendar, such as asking Tiffany to contact Taeyeon personally and reach out to Amber for the K-Pop Daebak podcast

4PM – Go over merchandise design and give personal opinion

7PM – Post the first #tiffanyootd on Instagram, along with a video on TikTok

Remaining time of the day is down time for Tiffany to arrange.

Tiffany Young X Hanacure: “Born Again” Facial Mask Partnership Plan

Tiffany Young is eminently known for her positivity and style, both in her Girls’ Generation career and once she started her solo career. While she began having stage make-up at a young age, her skin is well-protected and rarely has problems. Hanacure is a South Korean skin care brand that is relatively high-priced, and thus is popularly known for its great quality. In a past interview, Tiffany has showered her love for the all-in-one facial starter product, and coincidentally sang the chorus of her song “Born Again” to express what it feels like. As a diligent user of the facial mask, and a South Korean in the blood, Tiffany Young is more than suitable to be the face of the brand; additionally, she encompasses Hanacure’s high standards and performance – her competitive personality strives for the best in everything, for herself and for those around her. And that is how the partnership is born.

There are three insights that we want to deliver through this partnership. First of all, we want to use it as an encouraging word to Tiffany’s global fans over the years, reminding them to spend quality and relaxing time with themselves during this time of unknown. After all, mental health has always been a topic that Tiffany stressed, especially after debuting solo in the United States. From the re-designed packaging to the product itself, the “Born Again” Facial Mask resonates with Tiffany’s determination of spreading positivity, self-love, and self-care. Secondly, we want to show how important skin care is through combining Tiffany’s perfect skin health with the brand. A lot of young people today may not pay enough attention to their skin, and COVID-19 is “offering” everyone time to stay at home and figure something out about themselves. Putting a skin care product out during this time is thereby suitable for the general public, and will help generate buzz and attention around Tiffany. Last but not least, instead of using it as a means of earning money, 100% of the income will be donated to charity to help those who are suffering around the world. We have decided to choose to donate to womenforwomen, aligning to Tiffany’s determination in supporting, inspiring, and empowering women around the world.

The deliverable includes a redesigned packaging, re-colored product, and a photocard with handwritten encouraging phrases. Some elements that will be included are glitter – referring to lyrics in her song “Run For Your Life” – and a warmer, pinkish color scheme. Inside the packaging, there will also be phrases such as “Treat Yourself Better” imprinted, to emphasize the concept of self-care and self-love. Moreover, while one side of the reusable brush says “HANACURE,” the other side will have Tiffany’s signature on it. The photocard will be pictures that Tiffany took herself; there will be three versions provided, so each product will include one of the three photocards. The slogan of this brand partnership will be provided in both English and Korean, due to how she has a big audience around the world *and* because Hanacure is a South Korean brand. In English, it will read: Young and Refreshing, Just like Tiffany. In Korean, it will be 티파니 영처럼 “영”하게.

티파니 영처럼 “영”하게.
Young and Refreshing, Just like Tiffany.



This product will be a limited edition, with 81 products around the globe. We chose the number 81 because of several reasons. First is that her birthday is August 1st, which contains the numbers 8 and 1. Then, it is because Girls' Generation has a total of 8 members, and that she is and will always be a part of the band, even though she is pursuing her solo career (1) at the moment. No matter what, Girls' Generation will always be forever, be as one. The last reason is related to her name Tiffany. A nickname she has in Korean is "Fany," pronounced "Pani" in English, and the letters numerical 8 and 1 in Korean sounds similar to her name. This product will be available on Hanacure's official website only, and each customer can only purchase once. The product will be available on sale starting from March 20 at 12AM; the main page of the website will switch to the "Born Again" Facial Mask color scheme beginning March 17. Since this product is aimed to spread warmth and ultimately donate to charity, we will not be raising the price of the product, so it will be selling at a price of \$29. The publicity team will be reaching out to media, such as Vogue and KoreaTimes, to better spread the word about the partnership.

As a sequel of the product's sale, Tiffany will have a 15-minute long #BornAgainHanacure Instagram Live on March 21. By then, the purchasers will not have gotten their products yet, so Tiffany will do an unboxing live while communicating with her fans. This Instagram Live will be announced – as directed by the publicity, public, and advertising team – on social media and news platforms as soon as the product goes on sale.

Tiffany Young's Quarantine Look

Beginning on March 22, which is a Sunday, Tiffany will start posting irregularly on Instagram and Weibo of her 'outfit' and makeup – if any – while she stays at home with the hashtag #tiffanyootd. This project functions as an extension of what she is usually interested in: Fashion. This series will guarantee new pictures each day, generating content for fans to receive every now and then. The primary posts on Instagram and Weibo should be photos, and those on TikTok should be videos, in order to ensure that the content for each platform is specified and appropriate for its audience. Due to the fact that her followers on Weibo seem to be decreasing, most possibly because of the inactivity, we will use targeted advertisement to increase the reach of her #tiffanyootd posts. As for TikTok, considering that the majority of her past TikTok feeds features clothing or makeup videos, it will not be absurd for her to post this series of content. She will use different songs as the background music in these videos to continue to promote the songs she had released in the past few years. Our ultimate goal for this Quarantine Look plan is to combine her interests in fashion with her career in music.

Content Release Calendar

To accommodate and adjust to the current environment, we as the label will design a behind the scenes content release calendar to showcase different aspects of Tiffany's work on social media and video platforms. The content release calendar will detail what type of content will be released, the dates and time of the release, and the platform it will be on. A sample content release calendar includes behind the scenes of "Lips on Lips" album cover shooting, practice video for "Born Again," and the music video shooting of "Run For Your Life." Other than having the calendar up on social media platforms, it will also be announced on her Spotify page. In general, we aim to reach all followers possible to inform them about the special content that will be on its way.

Instagram Live and V Live

On March 27, Tiffany will have a joint Instagram Live with Girls' Generation's leader Taeyeon, whose Instagram account is @taeyeon_ss. Tiffany and Taeyeon's friendship is extremely well-known among Girls Generations' fans, and they were both the main vocals in the group. This Instagram Live will be important in conveying and assuring Girls' Generation's fans that the girls are still connected, and reach the fans' expectations of seeing the genuine interactions between the two. Since Tiffany is currently in LA and Taeyeon most likely in Seoul, the two will do the call at 9PM in Tiffany's time, which will be 1PM (March 28) in Seoul. Time is an important element for live streams now, especially if artists are targeting global fans and not just domestic fans, so arranging a time that is suitable for various time zones is crucial. Due to the strong firewall in China, many of the Chinese fans may not see the iconic Instagram Live between Tiffany and Taeyeon. Thus, once the Instagram between the two artists end, Tiffany will post a picture with Taeyeon – that also mentions her – on Weibo, the Chinese platform. This is essential because we would like to somewhat differentiate the content presented on each platform, especially avoiding simply copying what is present on the Western social media

to the Chinese one, which can look bad if the fans find out. The other essentiality for this post is because of the great impact and popularity Girls' Generation has in Asia, and undoubtedly China; any sign of connection among Girls' Generation members will often make a big news on the Weibo.

On April 11, Tiffany will utilize her official V Live account and stream at 10PM, which is 2PM in South Korea. V Live is a famous live video streaming service in South Korea, and we have realized that we have focused a lot on Tiffany's promotion in the States, and sometimes overlooked in South Korea. While there is not a plan for Tiffany to release Korean music just yet, we think that talking to Korean fans will make the fans feel comforted and not forgotten by the artist. In this live, Tiffany will be speaking mostly Korean, and chatting to fans about the situation at her location, how she is protecting herself, easy exercises to do at home, and sharing the music that she enjoys listening to while at home. Of course, she will mention some of her songs since her American debut.

Merchandise Design Interaction and Online Video Event

To fit in with the quarantine and #StayAtHome movement, we created novel designs for Tiffany's merchandise. We will be preparing two versions for fans to choose from, and create an interactive poll on Tiffany's official website. Fans are only able to vote once, and the IT group will be responsible of avoiding any bugs for the website. The "quarantine special" merchandise items are hoodie, t-shirt, mug and a reusable spray bottle, each priced at \$35, \$20, \$17, and \$15. More details about the merch financials and budget will be covered later in this marketing plan. Our concept for these merch items is tightly related to quarantine and social distancing. We want Tiffany's fans to feel comfortable and free at home with the new hoodie, feel fresh as the weather turns warm with a new t-shirt. The mug is made not only as a souvenir type of item, but is also cute and subtly fit for use during video call conferences. We have decided to make the rare addition of a reusable spray bottle to this line of merch, mainly due to how people are purchasing alcohol for hygiene purposes. Many countries' citizens are now efficiently utilizing spray bottles to avoid bringing germs inside the house. While it is difficult for many to buy alcohol now, spray bottles also have a tight supply. Thus, with aims to be environment-friendly and proficiently protecting ourselves, we decided to put out this new item. Furthermore, with hopes that the pandemic will end soon, consumers can re-use this bottle after thoroughly cleaning it, such as making it a mist spray. Below is an example of a design and how it would look on a t-shirt. The design refers to the "ocean of glitter" mentioned in Tiffany's song "Run For Your Life," and the caption "Young at heart, Young at home" not only refers to Tiffany's name – Tiffany Young – but also calls for people to stay joyful, calm and bright minded while being at home.



Young at heart, Young at home



The merchandise design poll will be opened and announced on April 1st and will not be on sale until April 18. While fans can purchase each item separately, ten bundles priced at \$82 will also be offered. We will be holding a one-on-one, private, online video call event for the 10 fans

who purchase the merch bundle. This news will not be announced to the public, but will come to the consumers in the form of text message after they purchase the merch bundle. To protect the artist's privacy, we will be using a separate phone from the label to inform and contact the chosen fans. The IT group will be helping us in directing and enabling a high-speed, high quality video call; they are responsible in detailing the entire procedure of the poll, choosing the lucky fans, and implementing the video call. Each video call will last for a maximum of 5 minutes. The manager will be with Tiffany to ensure that no one is going over time. Due to the fact that there was not an original plan to release music nor tour, we needed to shift the common marketing plans surrounding release to connecting with fans and creating special and memorable opportunities for them. This online video call event is thus designed for fans to experience a virtual yet surreal meeting with Tiffany. It is especially important if out of the ten fans, some are from countries other than South Korea and the United States, because these are the two countries that Tiffany is primarily active in. As we can see in Tiffany's American tours, the audience is usually a mix of race and background, so it will be a spectacular and unique chance for fans from the countries of her top Spotify listeners – Indonesia, Taiwan, Singapore, Thailand and more – to enjoy. The ten fans will be contacted at least one day before the event, which is April 22 at 8PM pacific time (PDT). They are free to record the entire conversation and post it online if they wish, and we as the label would also be preparing promotional pictures of Tiffany speaking with fans on the video call to inform the general public about the results of this event. We hope that through this event, we will bring in new audience for Tiffany, meanwhile also interest in this form of fan-artist interaction.

The merchandise design will be finalized by April 4, allowing one week to finish manufacturing the products. Considering the possible decrease in labor, the number of merch will also be kept low to ensure finishing the products on time. As for now, we plan to make 81 of each product, and 10 separate bundles, which leads to 91 products each.

We will obviously be announcing the news of the new merchandise on social media platforms. We plan to use targeted advertisements on Twitter and Instagram, and Tiffany will upload a new short video on TikTok to inform her followers about the new merchandise. The previously mentioned fan-artist interaction will be reported as news online, which will be generously carried by the publicity team.

“Run For Your Life” Cover Song Contest

On April 22, both the @transparentfeed and @tiffanyyoungofficial Instagram accounts will make the announcement of a “Run For Your Life” cover contest; we will also utilize press releases to spread the work to the fan community. This cover contest is a fun way to interact with Tiffany's fans, and also offer the opportunity for the fans to showcase their talent during this dark and sorrow time period. We specifically chose “Run For Your Life” mainly because of how it is the last song that has been released by Tiffany. Also, this genre-bending song is fiercer and rougher compared to her previous releases, such as “Lips on Lips,” “Over My Skin,” and “Teach You.” Just as what Tiffany answered in a previous *Teen Vogue* interview, the song “Run For Your Life” is “about ambition...being free, running wild, and being your true self.” It is a song that she

hopes everybody can “...be inspired to be daring and different and fearless.” We are curious to see the fans’ creativity and what kind of changes they will bring to the original composition or arrangement. Once the final three applicants’ videos and music are chosen, we will present the video to Tiffany so she can self-record reaction videos to the cover songs. These reaction videos will be uploaded on her official YouTube and V Live accounts for fans to watch on May 1st.

In order to guarantee a realistic, fresh reaction from Tiffany, she will not be involved in the rounds of listening until she starts filming for the reaction videos. We will sincerely ask Tiffany’s music team to spend time at home to help pick the best three covers of “Run For Your Life.” The visuals team will be responsible of designing a poster to go on the social platforms, that shall announce this cover contest. They need to be clear and detailed in how contestants can apply, such as the time limits, deadline, and how the finalists will be chosen. The IT group will be deciding and setting up the channel in which the contestants will send their videos. We will be investing in targeted advertisements across Twitter, Instagram, and Weibo to ensure enthusiasm and active participation.

K-Pop Daebak Show with Eric Nam

The K-pop Daebak Show is a podcast hosted by Eric Nam, a famous K-pop artist and celebrity personality, to review the week’s best new songs from the K-pop industry. The podcast is aired every Monday, and the episode on April 27 – the day in which Tiffany will be taking over – will be the 53rd episode. This podcast often features takeovers from other K-pop artists, and sometimes just interviews or showing up with Eric and other artists. While we originally thought merely featuring would be enough – due to how Tiffany does not have any new releases at the moment – we believe that doing a takeover will be easier for the two sides. Other than directly reaching out to DIVE Studios, in which the podcast is under, we will also be contacting Amber Liu, who is also a former SM Entertainment artist. Amber has been on the show multiple times, and is relatively close with Tiffany. We believe that by having Amber relaying the message over, there will be a firmer chance for Tiffany to be on the podcast.

All of the celebrities who have been on K-Pop Daebak Show are Korean artists who are fluent in English, like Tiffany. It is unique in that the artists can use their mother tongue to share their experience with the Korean music industry and K-Pop, meanwhile, listeners will hear the stories from a realistic, first-person-perspective. Each podcast is around 20 to 30 minutes, and the content ranges from K-Pop playlists, K-Pop new releases, chats about experience in the industry, to enduring the coronavirus, fun talks about their daily lives and more. Considering that Tiffany’s episode will be a takeover, it can frankly be anything she wants to talk about, for however long she wants, but we would be setting a guideline and general time for her to follow. The general theme we have created for her episode is to share her favorite K-Pop songs and explain the meaning it has to her for each. She will approximately share at least 5 songs, and have one song that is her own solo hit. The recording of her part should at least be 15 minutes, including sharing the chorus of each song; the manager will help organize and send the recordings and song list to DIVE Studios, to help with the podcast’s team in putting everything together.

Other than recording the audio of the podcast, it is necessary to have one or two cameras filming how Tiffany is recording for the podcast content; the videos will be edited and uploaded on YouTube by DIVE Studios. While this practice is an original routine of the K-Pop Daebak Show, and other podcasts under DIVE Studios, it is also a great chance to increase exposure on different platforms with different audience, as some may only like watching videos and not search for the podcast.

Budget

Hanacure Expense

With goals to mediate the economic loss happening at most companies around the world right now, we have decided to have both sides – Hanacure and us – bring a budget to the table to make the product happen. Although we will be having a slight loss through this partnership, we think it is more important to emphasize Tiffany's charitable and strong mentality when interacting with fans. The product's budget will be \$4000 in total, as there are not a lot of changes being made from the original product. We will be putting in \$1000, and Hanacure will bring in \$3000. The total amount of money that will be donated to womenforwomen is \$2349 (\$29 x 81).

Merchandise

We are designing and selling a new set of special merchandise to fit #StayAtHome. The cost of making the items hoodie, t-shirt, mug, and reusable spray bottle is \$10, \$7, \$5, and \$3 respectively; this brings our total cost to be \$2,275. Our potential profit is \$7,867 with the bundle. The final money flow to us would be \$5,592 if all the merch sells out.

Advertising

Advertising will be the biggest expense for our budget. In this entire marketing plan, we estimate to have five rounds of Instagram targeted advertisements, four rounds of Twitter advertisements, three rounds of Weibo advertisements, and one round of TikTok advertisement that leads to Tiffany's official account on each platform.

Instagram

For Hanacure, we will spend \$850 for 1000 clicks. Usually we will aim for a bigger number when doing promotion, yet due to the current market situation, though we want to spread the word out, there are ultimately only 81 people who can purchase the "Born Again" Facial Mask, so 1000 will be enough. For the content release calendar, we will spend \$1,700 for 2000 clicks, then another \$1,700 for the merchandise event, and \$1,700 for the cover song contest. Lastly, we will spend \$425 on Tiffany's appearance on the K-Pop Daebak show for 500 clicks. We decided on 500 clicks for K-Pop Daebak Show, because the podcast already has a stable fan base. In total, we will spend \$6,375 for Instagram advertisements.

Twitter

We will spend \$1,350 for the 1000 clicks on the brand partnership. Then, we will then spend another \$1,350 on the merchandise event, and another \$1,350 for the content release calendar. For the merchandise event, we will target 800 clicks by spending \$1,080, and ultimately 1000 clicks for the cover contest. This will result in \$6,480 for Twitter advertisements.

Weibo

With Weibo, we are able to adjust our preferences for the targeted audiences. We will be increasing the expense on choices such as “potential fans” and “fans of specific or similar artists.” By spending around \$170 (1200 RMB), we will be able to reach over 53,000 Weibo users. That being said, we will spend around \$170 (1200 RMB) for Tiffany’s Quarantine Look posts, which we estimate to be seven posts throughout the marketing plan. For the update with Girls’ Generation’s leader Taeyeon, we will spend around \$325 (2,300 RMB) to reach 100,000 users. For the cover contest, we will spend \$230 (1,610 RMB) to reach 70,000 users. This leads to an estimate of \$1,745 in total.

上头条，阅读量暴涨! ×

我的粉丝 1.47元 ▲

覆盖用户数 + (输入范围 0-70)

0 ————— 70

推广给更多用户

潜在粉丝 60.00元 ▲

覆盖用户数 + (输入范围 0-500000)

0 ————— 3000

指定账号粉丝的相似用户 @Tiff..., @崔秀英_... 30000+人 750.00元 ▼

兴趣用户 音乐、明星 20000+人 360.00元 ▼

绑定资质 选择资质 ▼ 资质管理

预计覆盖人数: 5.31万+人 预计投放时长: 72小时 同意《服务协议》及《审核规范》

微博钱包(支持支付宝) 广告账户 1,171.47元 去支付

TikTok

We will only use TikTok advertisements for the first OOTD videos Tiffany posts. Although we estimate for around seven OOTD posts throughout the marketing plan, due to the high CPM TikTok charges, we hope that the events and activities will naturally bring her attention and an

increase in followers. Thus, using the average of \$10 per CPM, we will spend money on one round of 250 impressions, which would be \$2,500 in total.

Expense			
Merchandise	Cost	Number	Total
Bundle	25	10	250
Hoodie	10	81	810
T-Shirt	7	81	567
Mug	5	81	405
Spray Bottle	3	81	243
Merch Total			2275
Advertisement			
Instagram	0.85	7500	6375
Twitter	1.35	4800	6480
Weibo	0.0032	/	1745
TikTok	10	250	2500
Ad Total			17100
Others			
Hanacure	1000		1000
Total expense			20375
Net			12508

Income			
Merchandise	Price	Number	Total
Bundle	82	10	820
Hoodie	35	81	2835
T-Shirt	20	81	1620
Mug	17	81	1377
Spray Bottle	15	81	1215
Merch Total			7867

In general, the total amount that we currently plan to spend on advertising is \$17,100. After adding the merchandise and brand partnership expense, we get to the total cost of \$20,375. After putting a potential sellout into consideration, the total cost will be down to \$12,508. Thus, our budget is around \$20,400. Depending on the situation, we may increase or decrease our investment on the targeted advertisements.