

KATE SPADE Strategic Marketing Plan

Goals

1. Increase home décor sales
2. Spread awareness regarding *Working Women United (WWU)*

Target Audience

1. Females ages 18-35
2. Working Women
3. Women in large Metropolitan areas

Measurable Objectives

Objective 1: By March 2018, increase home décor sales by 60%

Objective 2: By May 2018, create more awareness amongst working women ages 18-22 for WWU through events and social media by 40%

Objective 3: By June 2018, increase overall sales by 70%

Strategies and Tactics

STRATEGY 1: Increase social media advertisement of home décor by 60%

TACTIC 1.1: Through Instagram, post multiple examples of rooms (bedroom, office, living room, bathroom) dressed up with Kate Spade décor. Include link to each product featured in the picture to increase specific sales for featured product.

TACTIC 1.2: Establish a presence on Pinterest. Do so by publishing multiple pins with “Ways to Spice Up Your Home”, “Ways to Organize Your Office”, “How to Add Color to Your Bathroom”, etc.

TACTIC 1.3: Update YouTube channel with “Home Tour” videos, giving tour of home dressed up with Kate Spade. Also include short (15-20 seconds) examples of specific rooms dressed up with products, include catchy tune.

STRATEGY 2: Increase WWU awareness through creative events that include the community

TACTIC 2.1: Host picnic in Central Park, feature food and recipes from chefs within the program to showcase their progress and success. Discuss the program and have one of the chefs speak on their found success.

TACTIC 2.2: Host gala in both Miami and New York within TWO months to raise awareness. By hosting in large cities in PRIME location, awareness will be increased. Attempt to establish a booth at Miami’s Art Basel, December 9th.

TACTIC 2.3: Have women within the program speak on their experiences and found success at a fundraiser. Host this fundraiser to raise money for women who seek professional success but are unable to reach this due to financial limitations.

STRATEGY 3: Collaborate with companies to increase customer base.

TACTIC 3.1: Collaborate with Dylan's Candy Bar in NYC. Match this companies theme by showcasing colorful handbags and accessories, include "swag bags" filled with candy & Kate Spade keychains to increase traffic towards sales of accessories.

TACTIC 3.2: Collaborate with PETA to bring attention to newly showcased Cheetah patterned clothing and handbag line. Place emphasis on "Cruelty free" products to grab PETA supporting customer base.

TACTIC 3.3: Further promote already established Disney collaboration by hosting a small event within the park after hours. Have a small pop-up shop with Disney products accompanied by the characters and photo-ops.

Timeline

Month 1: Establish home décor media presence on Instagram and Pinterest

Month 2: Successfully increase home décor sales by 60% as a result of social media advertising

Month 3: Host Central Park event to create awareness for WWU

Month 4: Host Miami and NYC Gala

Month 5: Host WWU fundraiser to reach 40% awareness objective

Month 6: Host Dylan's Candy Bar, PETA & Disney events to successfully increase overall sales by 70%

Budget: \$2,000,000

Evaluation: Examine increase in both purchases and customer interaction. Through the implemented social media advances and events held, sales and interaction should increasingly raise. A 60% increase in home décor sales, 40% more awareness in regards to WWU and a 70% overall increase in sales should be experienced.