

IT'S A DIGITAL LIFE

Proposal for marketing funding

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Owner Stacey Sansom

Formation Date July 1, 2009

Formation Reason Design partnership dissolved. Stacey had a passion for sewing and switched industries to turn the company into what it is today.

Business Type B2B and B2C

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Mission Statement

To provide an all-inclusive design experience to customers of all backgrounds; providing affordable alterations and custom sewing services to aid customers in helping clothes fit better, fixing garments to prevent waste, and teaching do-it-yourself skills.

Tag Line

Affordable design for all



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Digital Assets



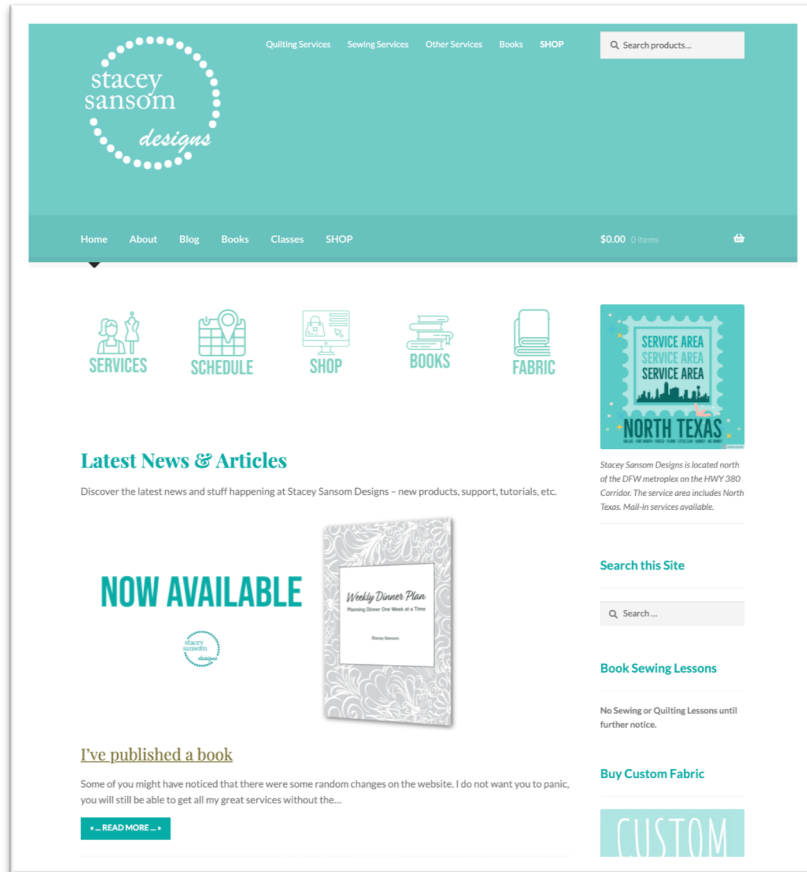
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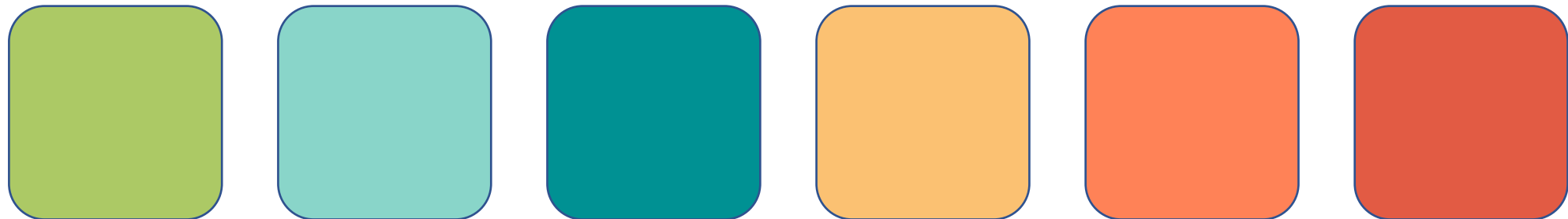




Current Color Scheme Monochromatic



Proposed Color Scheme Complementary





STRENGTHS

Quality work

Interactive web and social media presence

Loyal Customers provide word of mouth referrals

WEAKNESSES

Limited staff limits weekly customer load

No storefront limits visibility

Long turn-around time due to limited staffing

Inefficient scheduling

Limited equipment



OPPORTUNITIES

Train and increase staff to increase weekly workload

Obtain a store front for visibility

Market to more B2B clientele





THREATS

Store front rent is unaffordable in area where 90% of customers are located

Competitors such as dry cleaners that offer alterations and like services

Lack of schedule flexibility

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Product/Service

Clothing alterations

Price

\$25 per hour

Place

Stacey Sansom Designs in Little Elm, Texas

Promotion

Facebook Business Page and Community Facebook Group





Customer Journey Map

PERSONA: Nancy	Definition of the persona: Female, Age-45, Location-Frisco TX. She is concerned about her image and wants to upgrade her wardrobe without spending too much.		
Customer Journey	Awareness Stage	Consideration Stage	Decision Stage
What is the customer thinking or feeling?	She is feeling uncomfortable with her look.	She is feeling interested by the company and researches deeply.	She is thinking about how good she will look and all the good reviews she read.
What is the customer's action?	She starts by scrolling through facebook. Looking in her local groups.	She compares prices, services, and looks at buyer's reviews.	She decides to make a purchase and goes directly to the website to complete her purchase.
What or where is the buyer researching?	Google and Facebook.	Facebook business page.	On companys website.
How will we move the buyer along his or her journey with us in mind?	Make sure our products are appealing visually and that we are promoting the affordability and incredible easy to look the way that you want.	We Immediately show price, location, offers and benefits.	We invite her to share their experience and rate our service.

Digital Touch Points



Before Purchase

Online Ads

Search Engines (SEO)

Marketing Content

Customer Reviews

Website and Blog

Social Media

Email

Word of Mouth

Promotions

Text Messages and Instant Messenger

Digital Touch Points



Purchase

E-commerce Site

Online Scheduling

Branded Packaging

Up Selling and Cross Selling

Digital Invoices

Digital Touch Points



After Purchase

Billing

Newsletters

Thank You Emails

Social Media

Text messages and Instant Messages

Promotions

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PERSONA: Nancy

Female

Age 45

Frisco, Texas

Concerned about her image

Wants to upgrade her wardrobe

Does not want to spend too much