

Modern Bridal Boutique

CAMPAIGN PLAN

"VIP Bridal Experience"

Creative Pitch 2023

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Final Project Milestone Ten

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COM 568: New Media Campaign Design

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AGENDA

Modern Bridal Boutique & the local bridal shop industry

Target audience

Goals and objectives

Digitally connected audiences

Existing methods

New media methods

New media strategies

Goals and objectives

Campaign tactics

Campaign execution & messaging

Creative approach

Timeline of campaign

Measurement & evaluation



In this Modern Bridal Boutique campaign presentation, I will be covering how your company can successfully increase appointments, increase revenue, and position yourselves as a leader in the local bridal boutique category. Our agenda will cover all important topics within the research, planning, and execution stages of this process--in addition to the expected results and campaign analytics we will be tracking throughout the duration of the campaign.

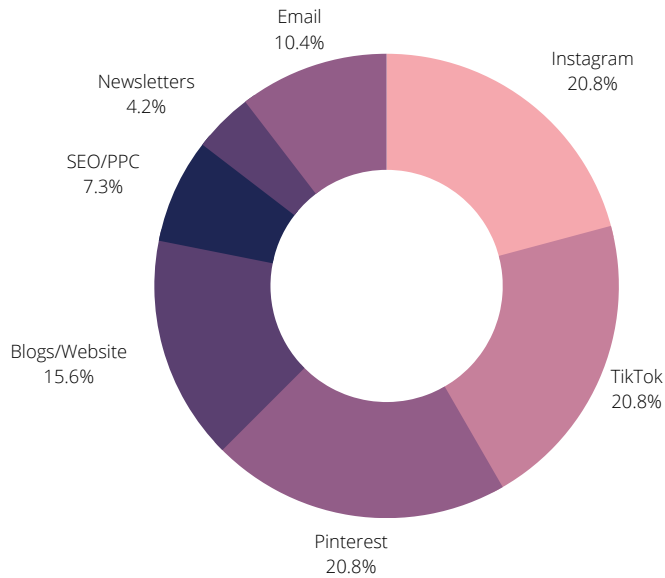
MODERN BRIDAL BOUTIQUE

- A luxury, but affordable local bridal boutique in Saint Augustine, Florida
- Targeting engaged women in the local area who are ages 18-30 and looking for the perfect wedding dress!
- Looking to enhance their online digital presence with new media channels, promote their current storefront location, and book bridal appointments for the sales team
- Looking to increase annual revenue by promoting a special campaign that increases appointments & adds a new luxury in-store experience



For my final project and campaign topic, I decided to select the local bridal boutique. I think a lot can be done to create an engaging campaign with this service and product promotion. About a year ago during the pandemic, I decided to start my own side hustle, helping wedding vendors with their marketing. You can find my Instagram for my small business @weddingvendorcreativeco. I think that brides have a stressful time trying to make a lot of decisions while wedding planning, so this campaign would be on the opposing side of my current target audience and be centered around the actual brides instead of the vendors, but still get to use a lot of creativity while doing so. I think a bridal boutique allows for an intimate shopping experience, and I went through a similar dress purchasing experience in 2019 myself. I was amazed by one of the bridal shops, and as a marketer, I thought they did a great job positioning themselves online, but an even better job while we were in the store trying to choose the perfect dress. Since I work in healthcare, I don't think some of the other topics are as entertaining and fun as this one!

DIGITALLY CONNECTED AUDIENCES



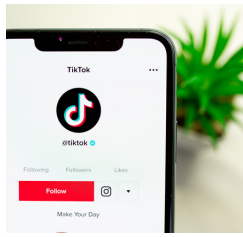
Here are some of our observations for the current digital landscape of Modern Bridal Boutique. While there is a strong online presence, there are a few important channels missing for Modern Bridal's continued success.

Currently, the digital scope of local bridal boutiques that I've seen consist of online marketing like Instagram, Facebook, YouTube, websites, SEO, PPC, emails, newsletters, blogs, and small in-person events hosted at the shop with other vendors in the area. Some channels that can be highly effective for a bridal shop would also be Pinterest and TikTok. A lot of times bridal boutiques will partner with larger companies like Wedding Pro or The Knot, to get some advertising on their platform, or attend a local bridal show for more local exposure and brand awareness. A recent marketing article for wedding shops said, "The best advantage of getting found in such magazines is that it enhances the reputation of your wedding business many times over as you can display the fact (on your website) that your business posts are published in famous wedding magazines" (Dwarika, 2022).

MODERN BRIDAL'S TOP PERFORMING DIGITAL STRATEGIES



PINTEREST



TIKTOK



INSTAGRAM

We are confident that adding new media channels such as; 3rd party digital media placements in Wedding Wire, The Knot, and adding new PR opportunities can help elevate the Modern Bridal brand and position us as an expert in the local bridal industry while catering to the modern bride.

Online press releases can also be an effective new media marketing techniques for a local bridal shop that wants to promote a new opening or get media placements. For example, in 2021 when David's Bridal launched their Little White Dress collection for brides who were on a budget and opted to have a more intimate wedding, they created a press release and shared some of the ways they were transforming their brand. While they're not a local boutique, it just shows that this avenue can be a successful way to share with the public something new. According to the release, "The launch of the Little White Dress Boutique was the latest in David's response to the evolving landscape of wedding events and the modern bride" (PR Newswire, 2021).

MODERN BRIDAL'S STRENGTHS

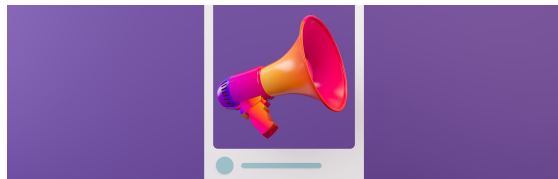
STRONG BRAND PRESENCE

Strong brand presence with consistency in the logo, font, colors, and online digital and web presence.



USING THE RIGHT SOCIAL CHANNELS & IN-PERSON NETWORKING

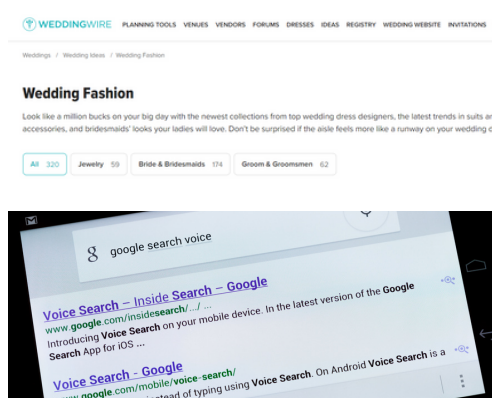
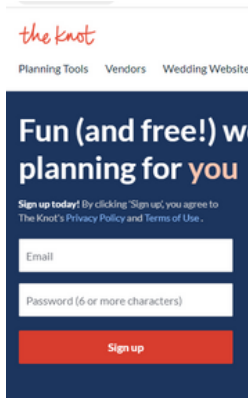
Modern Bridal is leveraging organic social effectively and attending networking events in the Saint Augustine bridal community to build clientele.



While evaluating Modern Bridal Boutique's current marketing strategy, one of the first things I noticed was its strong brand presence. The logo, brand colors, and font prove that the company is aware of its demographics, clearly targeting new brides who are interested in a highly fashionable, modern look for their special day. Modern Bridal Boutique has a robust digital online presence, with the bridal shop currently leveraging Pinterest, Instagram, and TikTok for their organic and paid online marketing strategy. According to a recent article about bridal boutique marketing, "A ton of revenue comes in from Pinterest within the fashion world – let brides-to-be "pin" your products on their inspiration boards and be sure all your links are set up so they can easily search the dress" (SM55, n.d.)! This is a digital marketing strategy Modern Bridal Boutique is already using. So how can a bridal boutique position itself to provide a luxury experience, at an affordable rate? It's all about the branding and messaging. The goal of the campaign theme is to make the target audience feel like they'd be receiving a VIP experience that will help them find the perfect dress. The campaign strategy will be multi-facet with many channels working together to create a unified message- that this is an experience they don't want to miss! We will be leveraging Instagram, YouTube, TikTok, and Pinterest ads that are targeted to women in the Saint Augustine (and surrounding areas of Florida), who are in specific online bridal groups, those who engage with certain engaged, wedding, and bridal hashtags, and are interested in bridal fashion, or have visited the Modern Bridal Boutique website in the past 30-90 days. According to a recent article about bridal boutique marketing, "A ton of revenue comes in from Pinterest within the fashion world – let brides-to-be "pin" your products on their inspiration boards and be sure all your links are set up so they can easily search the dress" (SM55, n.d.)

NEW MEDIA PROPOSED STRATEGIES

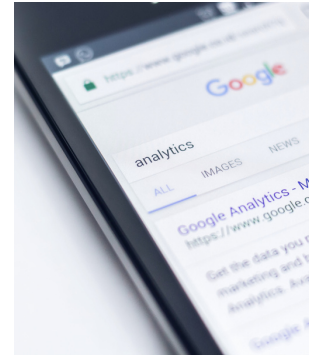
Based on the observations of the market, here is our proposed solution to add to the current digital landscape.



In addition to having a strong social media following on these channels, the community they've developed and the type of video engaging content that is posted has helped expand their reach to around 1-2.5M video views per post. By using social listening tools like Sprout Social, I've identified that the engagement rate for Modern Bride's posts, and the overall impressions are above industry average. As a reminder, "Social listening tools are something that every organization of every size should be using. They allow you to monitor a number of different social channels to look for activity around certain phrases or topics. This capability can be used at a number of stages throughout social media campaigns and these listening tools are essential for effective social media use" (Rowles, 2017). They also have a great website with an opt-in weekly email newsletter and a high-performing blog that shares content about fashion, wedding vendors, venues, and other hot topics that would easily resonate with today's modern brides. Through my analysis of their Google Analytics account, I determined that the blog page views have increasingly been on a 15%-20% upward trend since the beginning of January. "Google Analytics is a powerful and sophisticated web analytics platform that also happens to be free. It has around 83 per cent market share of the entire analytics market and is improving and offering more and more functionality all the time. It is suitable for the majority of site owners' needs and offers extensive reports around mobile sites and apps" (Rowles, 2017). While the website and social media are operating effectively, I'd like to propose that we take more of a wholistic demand-gen approach to our marketing efforts by investing in top-performing paid media channels like Google Ads and YouTube, in addition to purchasing 3rd party Native and Display ad placements on websites like The Knot and Wedding Wire where our target audience lives.

NEXT STEPS

- Add Modern Bridal Boutique to Google My Business
- Implement more of a traffic-generating marketing funnel targeted to newsletter subscribers, website visitors, and educate them on Modern Bridal Boutique's unique offerings
- In addition to organic social, implement new paid ads and enhance SEO presence by editing former blogs and adding traffic-generating keywords
- Add a new pop-up appointment ad to the website
- Create, develop, and execute a new "VIP Bridal Experience" omni-channel campaign for Modern Bridal Boutique with multiple customer touchpoints
- Secure 3rd party media placements and PR opportunities to include within the campaign



“New media has a much lower CPM than traditional media, which is one reason why it’s so attractive to businesses. Social media, for example, has a roughly \$2.80 CPM” (Shah, 2020). I’d also recommend adding the Modern Bridal Boutique on Google my Business so that local brides can see reviews, access the website easily, and learn more about the brand.

Our goal will be to implement more of a traffic-generating seamless marketing funnel targeted toward our newsletter subscribers, and anyone who fills out a contact form on our website. These lead nurturing email sequences will have a series of bridal education collateral every touchpoint (white papers, infographics, videos, eBooks, etc.), so that we can create a healthy mixture of brand awareness through the paid ads and SEO, consideration for new customers through our emails, and offer conversion opportunities with a bridal appointment being an integral key to getting new brides in the door where the sales team can provide an excellent VIP experience they’ll never forget. From a user experience standpoint, having a pop-up appointment ad on the website after a user interacts with a few pieces of our blog content would also be helpful to generate more business.

"A VIP EXPERIENCE FOR THE MODERN BRIDE".

1. This campaign will be targeting females in the local Saint Augustine, FL and surrounding areas who are newly engaged, searched for anything wedding-related, venues, wedding dresses, bridal fashion, etc. on Google and are ages 18-30.
2. All paid ads & 3rd party media placements will drive traffic to a special landing page that has a unique form and an interactive wedding dress game to book an appointment for their VIP experience at Modern Bridal Boutique.
3. This campaign will include cross-promotion of video ads on Google, YouTube, Pinterest, Instagram and TikTok.
4. Anyone who books an appointment will receive free champagne, a unique, luxurious experience in the store, and a 10% discount on their wedding dress if they make a purchase that day.



This long-term marketing strategy will be deployed in a few phases. First, I'd like to invest in adding SEO keywords onto the website, in addition to revising some of the blog content to include keywords that are resonating with brides. This will help drive the right type of traffic to the website for brides that have true buyer intent and are searching for the perfect dress. A recent article about bridal store marketing says, "Today many leads come through digital channel. Hence, it is worth to spend your money and time for your online presence. You can revamp your website to provide fascinating user experience so that readers can stay for a longer period of time" (Wright, n.d.). Once the SEO is implemented, I'd establish a Google Ads account and start developing some immediate search and display ads so that brides can easily find the Modern Bridal Boutique website when searching for specific bridal-oriented broad keywords.

Then, I'd recommend developing new video ads (mobile and desktop friendly), that have a recent local bride sharing their own personal testimony about the VIP experience at Modern Bride Boutique. A recent marketing article said that "80% of our mobile consumption is video" (Qualman, 2019). The Modern Bridal Boutique's new media marketing campaign's concept will be to promote the appointment-only VIP bridal experience that makes Modern Bridal Boutique so unique. The call-to-action would be to book your VIP experience today. Anyone who books an appointment on the website, would receive free champagne and a 10% discount on their wedding dress if they make a purchase during the VIP experience. The target audience for this campaign will be females ages 18-30 who have searched for anything wedding-related – venues, wedding dresses, bridal fashion, etc. on Google that are in the Saint Augustine, Florida area, and anyone who has visited the Modern Bridal Boutique website within 90 days.

CAMPAIGN MESSAGING [ADS/LANDING PAGE]

- **HEADLINE:** INDULGE IN THE ULTIMATE VIP EXPERIENCE AT MODERN BRIDAL BOUTIQUE.
- **SUBTEXT:** GET 10% OFF YOUR DREAM DRESS IF YOU BOOK YOUR APPOINTMENT TODAY.
- **CTA BUTTON:** SCHEDULE YOUR VIP EXPERIENCE.



From a strategy and messaging standpoint, first, the website will immediately be optimized to add new messaging and keywords about the VIP bridal experience, including an updated blog that will be shared across social media the week of the campaign launch. A pop-up ad will be developed by the website team and UX experts, and a new custom landing page will also be developed for the campaign to collect form submissions for the VIP experience bridal appointments. The video testimonial and static image ads will need to be developed by the creative team, in addition to the Google search/display ad copy and the paid media native and display ads for The Wedding Wire and The Knot. “Indulge in the ultimate VIP bridal experience at Modern Bridal Boutique,” will be the main headline on the ads, followed by the “get 10% off your dream dress” if you book your appointment today subtext. The call-to-action button would be to “Schedule your VIP Bridal Experience.” The landing page copy would include some background information about the company, who they are, how they differ, and then go into some benefits of booking a VIP experience at Modern Bridal Boutique. It will also contain a fun interactive game where you can select your dream dress, and once the game is completed, that’s where the 10% off coupon would generate. All of these creative assets and messaging would need to be developed about two months before the launch, so that testing can begin for the form, and everything can be set up and ready to deploy once the campaign begins.

From a timeline perspective, Modern Bridal Boutique is looking to hold the VIP experience appointments that bring in an influx of sales during the months of May-August. Our goal will be to deploy the landing page, Google search and display ads, and the paid social media ads around the beginning of February, so that there is a full three-months to generate interest.

CAMPAIGN TIMELINE

February - September (Planning, execution, ad optimization, and providing campaign wrap-up with full scope analytics)



FIRST PHASE (PRE- LAUNCH)

The first phase in February will be adjusting the website for SEO, adding the new landing page on the website, in addition to developing the special game to try on the wedding dress, generating the 10% off coupon customer journey, and creating all of the graphics and video for the campaign. All UX and CMS workflow items need to be addressed and all 3rd party media buys and new blog content creation should occur during this stage.

SECOND PHASE (LAUNCH/EXECUTION)

The execution phase will be the launch of all ads, emails, organic social posts and new blogs -in addition to the Modern Bridal's sales team setting up appointments for any marketing qualified leads that fill out the contact form to schedule a VIP Bridal Experience. Analytics will be monitored and campaign performance will be regularly documented during this time.

THIRD PHASE (CAMPAIGN OPTIMIZATION & RETARGETING)

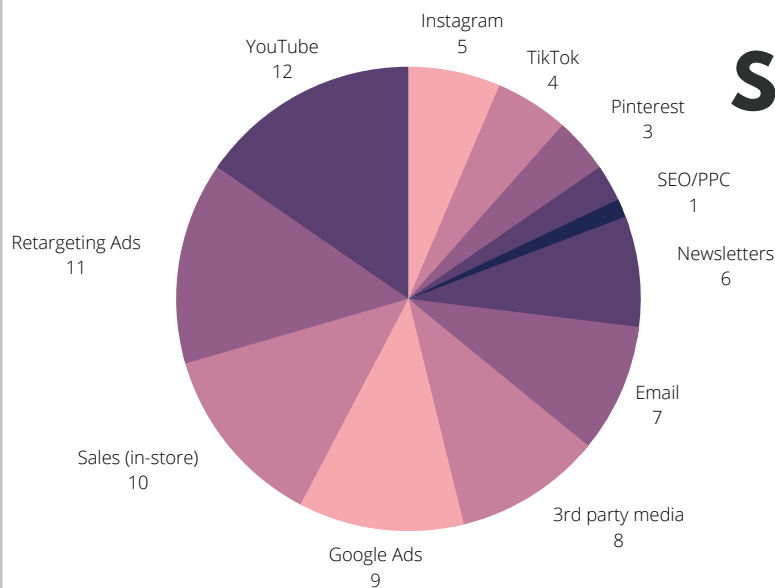
In this final phase, all visitors to the website within 90 days will be retargeted with special ads, in addition to the final emails being sent out to create urgency in encouraging future brides to schedule their VIP Bridal Experience in the store. Instead of having to play the game on the landing page, an automatic 10% coupon will generate for those who are retargeted within this stage. All results and ROI will be calculated post-campaign.

We'd cross-promote these video ads with additional layered demographic, location, and interest ad targeting on Pinterest, YouTube, and Instagram, so that there would be maximum brand exposure and reach, in addition to purchasing ad space on The Knot and Wedding Wire, who would also help promote the video ads for the Modern Bride Boutique's VIP experience. The ads will drive traffic to a custom landing page that clearly has the value and benefits each bride will receive during the appointment.

The landing page will also contain a fun video that has an interactive game where you can select your dream dress style as if you were at the appointment already. A 10% off coupon code will then generate once the game is finished, and brides can use that unique code during their appointment. To schedule, the bride would have to fill out the contact form and request their desired appointment date. A bridal expert would follow-up within 24 hours to secure the appointment date and time. Anyone who visits the landing page and does not convert, will be retargeted via social media within a week of visiting the page with a special "Don't forget to book your VIP Bridal Experience" ad. Those who fill out the newsletter opt-in on the website would receive a special email nurturing sequence that has bridal educational resources, and the last email would serve them the chance to book their VIP experience as well.

From a timeline perspective, Modern Bridal Boutique is looking to hold the VIP experience appointments that bring in an influx of sales during the months of May-August. Our goal will be to deploy the landing page, Google search and display ads, and the paid social media ads around the beginning of February, so that there is a full three-months to generate initial website traffic, form fills, and brand awareness within Modern Bridal Boutique. This will be coupled with the launch of 3-5 organic social posts on the company's Pinterest, Instagram, and Facebook pages.

NEW MEDIA CHANNELS + SALES = SUCCESS



All 12 of these new media & sales strategies will play an important part of Modern Bridal Boutique's VIP Bridal Experience campaign from February through September.

Emails will also be sent to former clients and current prospects that have filled out the newsletter opt-in on the site. These emails will contain custom blog image ads, with a link to the blog article. The next round of ads deployed in March will be the client video testimonial ads about former engaged ladies who had a great experience at Modern Bridal Boutique where they felt like royalty, and the final round of ads will be deployed at the end of March that offer the VIP Bridal Experience and will continue to run with different ad variations and messaging, all the same CTA, which is to Schedule Your VIP Bridal Experience! The 3rd party paid media ads will also launch in March to create urgency to book on those wedding-related websites and target those who may not have heard of Modern Bridal Boutique yet. The ads will run through August, and then another layer of retargeting ads will start in June with different messaging to those users who landed on the landing page during the first phase of the campaign but didn't schedule an appointment. These special ads would say "Don't forget to book your VIP Bridal Experience space is limited" to try and create urgency book an appointment ASAP. To prove this strategy's effectiveness, one of the SMARTIES X campaigns I selected from Pizza Hut also retargeted the users who initially declined their BOGO offer, and saw conversions increase from doing so. The SMARTIES X video revealed that after retargeting "9% of those who initially said no, the customers then said yes to the BOGO offer" (MMA Global, 2022).

[illegible]

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1. Total number of marketing qualified leads (form fills)- Goal is a total of 300 qualified leads over the course of six months
2. Total number of appointments set (conversions)- Goal is out of 300 form fills, 60 appointments set, or 20% conversion rate.
3. Total revenue generated (dress sales) – Goal is \$500,000 total revenue generated, from the 60 VIP Bridal Experience appointments
4. Total ROI- $(\text{Total sales growth} - \text{marketing costs}) / \text{marketing costs}$

CAMPAIGN MEASUREMENT + TOOLS

CRM Tools	Social Media & Website Tracking	ROI Tracking
Marketo (email performance metrics and form fills)	Sprout Social (social media organic and paid social metrics)	Sales team provides revenue through September (total dress sales)
SalesForce (lead capture and analytics from campaign)	Google Analytics & Google Ads Manager (website traffic & Search/Display ad metrics)	Total Marketing Costs (advertising) - Agency provides
	WordPress & Hot Jar (landing page optimization and monitoring)	3rd party advertisers provide results from paid ads on The Knot & Wedding Wire

These campaign metrics will be collected in several ways. The social media organic and paid metrics will be captured by using Sprout Social as our main social media posting platform. This reporting will provide total reach, impressions, video views, VTR, clicks, CPC, etc. In addition to Sprout Social, we can obtain landing page traffic information from Google Analytics. This will help us understand the ongoing performance of the website and blog traffic to ensure we are seeing a steady increase in traffic throughout the duration of the campaign. Keep in mind that “Google Analytics is a powerful and sophisticated web analytics platform that also happens to be free. It has around 83 per cent market share of the entire analytics market and is improving and offering more and more functionality all the time. It is suitable for the majority of site owners’ needs and offers extensive reports around mobile sites and apps” (Rowles, 2017). These metrics would be monitored frequently to determine if any changes needed to be made to the ads or other campaign elements. Our Marketo CRM platform can help us identify email metrics, in addition to the total number of marketing qualified leads, or form fills on the landing page. Revenue metrics will need to be calculated manually, in addition to appointments set. The store manager would be determining the total number of appointments set and revenue generated from the start of the campaign, through August, and then “To calculate ROI, we can take the sales growth from the business, subtract the marketing costs, and then divide by the marketing costs” (Beattie, 2022).

MODERN BRIDAL BOUTIQUE'S CAMPAIGN SUCCESS FORMULA

More bridal appointments



Great Customer Service in the store



Equals more revenue generated



In conclusion, this new demand-gen approach can help Modern Bridal Boutique's overall brand presence, enhance the website user experience, and generate more revenue for the business. Our goal is to increase awareness of Modern Bridal Boutique, in addition to getting more brides to schedule VIP dress appointments throughout the new media campaign's duration. While the campaign will help immediately generate business, there are other long-term strategies that can help Modern Bridal Boutique keep their readers engaged, allow clients to provide referral codes to friends and family through loyalty programs online, and help Modern Bridal Boutique locally network their business at events that are directly related to brides like wedding expos. By regularly updating website content, implementing SEO keywords, and adding new educational content that will be served to newsletter subscribers via email, brides will have a better understanding of the value Modern Bridal Boutique brings to the table. In turn, it will help encourage brides to want to shop there and get a special experience when trying on their potential dream dress! While Modern Bridal Boutique has done a fantastic job at building its website and online presence, we can make a greater impact by adding Google and YouTube ads, 3rd party media placements like ads in The Knot or Wedding Wire. The result of these proposed improvements will increase leads and generate more wedding dress sales for Modern Bridal Boutique.

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