



By Diana Lucia

Marketing Plan

ALEXIS BLISS

What is the product?

The product that we are marketing is actually the designer/stylist behind the brand, Diana Lucia. The reason that she is the focus versus the physical products she is offering is because she puts her heart and soul into her designs and connects on a very personal level with her clients. For her that is one of the things that makes her stand out amongst her competition. The current market share of this business is very small, being that it is a company that is still in its very early stages of creation and growth (officially starting in 2019).

Client Background

*In her own words

"I'm a first-generation Mexican-American, born in Southern California. My family is originally from Mexico. I've always loved fashion. The first thing I drew was a dress. My personality is very loud and expressive and I like to show it through my clothing. My inspiration comes from my Latin roots and experience with theater."

Pricing & Company Info

- Currently a one women sewing & designing operation, with help in the business (marketing & public relations) from a friend who has gone to school for those topics
- Product pricing varies by piece, starting at \$10 for small alterations and going up from there
- Orders are taken via Instagram messaging, email and person to person referrals (typically connected through text or dm)
- Payment is taken via Zelle, Venmo and cash, requiring a deposit of 10% of the final agreed on price for large projects
- Customs are currently on hold due to making masks for nurses and others to purchase

Situation Analysis



INTERNAL ENVIRONMENT

- Marketing, specifically social media marketing is currently the best way for Diana to reach out to current and potential customers
- Social media marketing is also one of the most cost effective types of marketing available due to both actual cost and reach
 - On Instagram, the marketing option starts at a cost of under \$10 an ad and goes up from there based on different things like longevity of promotion
 - You also have the ability to market directly to your target market though the tools offered on the app

EXTERNAL ENVIRONMENT

- The fashion market is one of the biggest out there and is very hard to break into
- There are currently a lot more brands that are going from physical store to online only
- Because of the online switch there is much more traffic on social media in regards to ads being sent out on the different apps
- There is a rather large community of custom designers in the area and online that have been doing this longer, thus have already have a foothold in the online customer community



SWOT ANALYSIS

- **Strengths**

- Willingness to take on commission projects that others may not (typically cosplay and/or halloween costumes)
- Extremely talented at what she does
- Is able to pull design inspiration from just about anywhere and anything
- Designs are unique and can be customized
- . . .

- **Opportunities**

- Cosplay community is huge, making the demand for those who can make custom cosplay designs quite high
- Social media is becoming a way for people to find places to order from, her having her designs on an instagram can potentially bring in new clients

- **Weaknesses**

- Currently lacking the personal time needed to focus on the building and promotion of By Diana Lucia due to holding an almost full time retail position
- Does not promote/post enough on social for both personal (showcasing her styling abilities) and her business page (showcasing her designs)
- Currently does not have a functional website
- . . .

- **Threats**

- Custom designers are relatively close with a majority of them living the LA area
- A lot of people tend to go for fast fashion vs custom fashion
- Fashion is an extremely hard industry to break into

Objectives

A 2x5 grid of black dots, arranged in two rows of five dots each, centered horizontally on the page.

OBJECTIVE 1

Increase social media account reach and awareness by 10% by January 2021

OBJECTIVE 2

Gain five more customs clients by January 2021

OBJECTIVE 3

Increase active follower count on Instagram pages from the current 2,176 on her personal/styling account to 3,000, ~33% increase, and 176 on her design page to 250, ~47% increase

A 2x5 grid of black dots, arranged in two rows. The top row contains five dots, and the bottom row contains four dots, aligned horizontally with the top dot of the bottom row.

Strategy Overview

REACH OBJECTIVES

To reach our objectives we will be implementing a digital/social media marketing strategy.

SOCIAL PLATFORM

We will utilize Instagram promotions for our advertising.

WEBSITE & GOOGLE

Create and promote a professional website where potential clients can get in touch with Diana and her team using Google sponsored links.

Strategy Breakdown

WHY DIGITAL?

Digital marketing was chosen because at this point in time, other than word of mouth, this is the best and most fitting way to get information about the business out there.

SOCIAL PLATFORM

The social platform we are going to focus on is Instagram and their advertising platform

WEBSITE & GOOGLE SPONSORED

She is currently in need of a new website to fit the needs of her business, we will get that finished and then promote the site on Google sponsored posts to get more hits when people search things like "custom clothing" and "local designers"

Advertising Breakdown

COST & WHY

INSTAGRAM COST & AUDIENCE

- Cost: \$5 a day per ad
 - Can run for as long as determined/paid for
- Reach can be determined by creating a target audience via categories:
 - Location
 - Interests
 - Age & Gender

WHY INSTAGRAM ADS?

- Instagram ads are both the most affordable and have the highest potential reach in the digital space
- They are also the easiest to create to reach your target audience
- It is third in the most users on social media behind Facebook and Youtube, but holds the most users that fit into her target audience based on generational age alone

GOOGLE SPONSORED

- Cost: you set a budget and it runs for however long you set it for
- Can choose to have it published by season if that fits your business
- Can have a location or contact method in addition to website link
- Can choose your ad reach location



JUNE 2020

- By mid May we will have the first of our Instagram ads posted and promoted; one on stories and one made out of a post.
 - each will run for two weeks and link back to the main profile
- By the end of the first week of June the website will be finalized and live

SEPTEMBER
2020

- By mid September we hope to have completed a minimum of five sets of social Instagram ads each spanning two weeks with one to two weeks between to catch up on (hopefully) new orders
- The goal will be to have had the site up on Google sponsored for a month and a half (starting in July)

NOVEMBER
2020

- By November we hope to have increased our customer base as well as account follows by at least half to two thirds of our total goal number.
- We will continue to promote page; possibly with the idea of custom dresses/outfits for holiday gatherings

JANUARY 2021

- We hope to reach, if not surpass, our interaction and client growth goals.
- By January we will make it a point to add things like customer photos and testimonials to our ads and onto the accounts in general.

Implementation

Thank you!

CLIENT CONTACT:

 [StyledByDianaLucia](https://www.instagram.com/StyledByDianaLucia)

 [ByDianaLucia](https://twitter.com/ByDianaLucia)