

Recommendation for A New Time to Dream

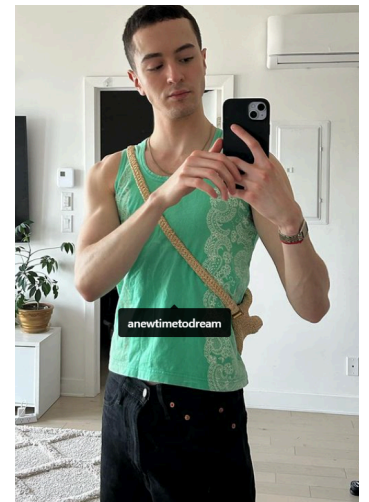
Catalyst17 - Innostation

Objective: To enhance customer engagement, satisfaction, and feedback for A New Time to Dream, and to expand the store's recognition across Canada and internationally.

Recommendation: To achieve these objectives, we propose the following marketing strategy:

1. Customer Engagement and Social Media Promotion:

- **Action:** When a customer purchases an item, encourage them to style the clothing in their own unique way and post a photo or video on their social media accounts, tagging A New Time to Dream. This is similar to stylebooks produced by clothing companies such as Zara, H&M, and Uniqlo.
- **Incentive:** Offer a 10% discount on their next purchase as a reward for participating.
- **Benefits:**
 - **Free Promotion:** Each post acts as a personal endorsement and spreads awareness of the store to the customer's social media followers, generating organic reach.
 - **Increased Engagement:** Customers become active participants in promoting the brand, fostering a sense of community and connection.
 - **Fanbase Development:** Over time, this strategy will help build a loyal customer base that feels personally invested in the brand's success.
- Example: As seen in the picture we can have clients purchase a piece of clothing from A New Time to Dream and then they make an instagram post. Through the instagram post Owen will help his brand gain recognition while recruiting recurring customers through the use of the discount.



2. Implementation Plan:

- **Training Staff:** Ensure all members are trained to explain the social media promotion process and the discount incentive to customers.
- **Promotional Materials:** Create clear and attractive promotional materials (e.g., flyers, posters) during popups or on social media/websites.
- **Social Media Monitoring:** Monitor social media platforms to track posts and interactions, and acknowledge or share customer posts on the store's social media accounts to reinforce engagement. Repost customer stories and give shout outs/acknowledgements.

3. Measuring Success:

- **Customer Feedback:** Collect feedback from customers on their shopping experience and the social media promotion initiative to identify areas for improvement.
 - **Sales Data:** Track sales data to measure the impact of the promotion on repeat purchases and overall sales.
 - **Social Media Metrics:** Analyze social media metrics (e.g., post reach, engagement rates, new followers) to gauge the effectiveness of the campaign.
4. **Adjustments and Iteration:**
- Based on the data collected, make necessary adjustments to the strategy to optimize its effectiveness.
 - Consider additional incentives or variations in the promotion to keep it fresh and exciting for customers.

Conclusion: Implementing this recommendation will leverage the power of social media to boost customer engagement, satisfaction, and feedback while expanding A New Time to Dream's reach both nationally and internationally. The combination of personal customer interaction and digital marketing will help establish a strong, loyal customer base and drive sustained growth for the store.