



# *Marketing Campaign Proposal*

Linnea M. Thomas | Freelance Marketer  
linnea.m.thomas@gmail.com

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# *Brand Introduction*

Located in downtown Jacksonville, Florida, The Pink Nickel is a boutique that sells women's clothing, shoes, and accessories. The company originated exclusively as an e-tailer, but opened the doors to its brick-and-mortar location seven years ago. The Pink Nickel is owned by Angela, who also curates the fashions available both in-store and online.

The brand is known for its fun, vibrant offerings and caters to women of all ages who want to keep their wardrobes fresh and fun. Shoppers can follow the brand on Facebook and Instagram for recent additions to store offerings, as well as information on seasonal events.

A true Jacksonville staple, The Pink Nickel is positioned for success.

# Empathy Map

An empathy map are used to help marketers and advertisers tailor your customer's experience with your brand. The goal is to gain a better understanding of where they are coming from in order to effectively communicate with them over the course of their interactions with your brand. In essence, we want to understand their state of mind, feelings, and emotions.

The empathy map on the following page is an example of what a sample Pink Nickel customer may think, say, do, and feel.





**Kimberly Johnson**  
Age 32  
Jacksonville, FL

## *Says*

1. I have an event I'd like to look nice for.
2. It'd be nice to have some more colorful pieces to wear.
3. My office is business casual, but that doesn't mean I can't have fun with my wardrobe.
4. I want to attract the right kind of attention.
5. I like when my clothes can work for different occasions and settings.

## *Does*

1. Looks at clothing inspiration on Pinterest and Instagram.
2. Follows lifestyle and fashion bloggers for trends and advice.
3. Keeps her clothes at home in mind while browsing.
4. Shops for specific venues or occasions, such as work and going out with friends or family.
5. Takes more items to the dressing room than she would purchase, expecting several items not to work for her.

## *Thinks*

1. I'm not sure I can justify spending \$45 on a blouse when I have kids to shop for, too.
2. Could I find a similar product somewhere else for a cheaper price?
3. I'm not sure if I would wear something like this often enough to justify the purchase.
4. Are these products meant for someone my age?
5. What will my family, friends, and coworkers think of this purchase?

## *Feels*

1. **Excited:** shopping for new clothes can be a lot of fun.
2. **Happy:** retail therapy can help with stress.
3. **Conflicted:** spending money on new clothes isn't always a necessity.
4. **Impulsive:** being in a fancy boutique could encourage purchases that might be returned later.
5. **Accomplished:** helping support a small business by shopping local feels better than paying money to a big corporation.

# *Brand Vision Architecture*

The brand vision architecture is meant to guide branding efforts across a network of brands. In this case, the brand vision architecture for The Pink Nickel will encompass in-store and online experiences, as well as social media communications and offered services. On the following page, you will see a breakdown of The Pink Nickel brand, as well as an explanation of the target audience and market.



## Brand Idea

The Pink Nickel brings excitement back to your everyday wardrobe.

### Market

#### *Category Insights*

While supporting small businesses is important to many consumers, especially during COVID-19, there is a lot of competition from big box clothing retailers, such as Target, which have expanded their offerings to be more in-line with current fashion trends.

However, larger chains lack the personal appeal of small businesses like the Pink Nickel, which offer a carefully curated selection each season. Competitors in the fashion industry lack the Jacksonville-specific knowledge and offerings of what local women want from their shopping experience, such as a personalized approach.

### Brand

#### *Brand Equity*

Provide women all over the country with the freedom of expression through bold, Southern fashion.

#### *Brand Purpose*

Promote confidence by means of self expression through fashion for women.

#### *Brand Tonality*

Vibrant, Bold, Colorful, Exciting, Empowering, Creative, Trendy, Happy, Cheerful, Polished

#### *Brand Equity*

Confidence, Self-Expression, Fashion, Positive Attention, Compliments, Trend-Setting

#### *Enemy*

Judgement

### Audience

#### *Core Target Insights*

Customers are seeking a place to get inspired about their fashion choices, where bright colors and fun are embraced, where they feel connected to a community.

Prospective customers are trying to differentiate themselves through bold and colorful fashion choices in an effort to better express themselves and embrace individuality and happiness.

After shopping at the Pink Nickel, customers will feel happy with their purchases and with supporting a small business.

#### *Core Dema*

Women, 24 - 44, located primarily in Jacksonville or other southern cities, active on social media, employed full-time

## Brand Ambition

The Pink Nickel aims to appeal to women all over the country who want to dress boldly. With a carefully curated selection, the Pink Nickel seeks to empower women through vibrant fashions. The goal is to see a 15% increase in online sales outside of Jacksonville and a 20% increase in local, in-store sales.

# Customer Journey Map

A customer journey map provides a company with a sample of what a potential or current customer may do or hope for during their journey from brand awareness to consideration of purchase and their final decision to buy. The map also outlines touch points the company could have with the customer and goals the company has for each phase of the customer's journey towards purchasing. On the left, you will see a general description of a possible customer.

Persona:  
The Trend Seeker  
and Predictor



## Awareness

## Consideration

## Decision

### Customer Activities

Veronica is looking to freshen up her wardrobe, which has remained largely the same for the past 4-5 years after graduating from college and starting her first full-time job. She likes the idea of shopping local and is looking to be vibrant, colorful, and fun, while remaining professional. One of her friends mentions the Pink Nickel by sending her a DM of an Instagram post on their page that features an outfit that reminds her of Veronica.

Veronica spends some time looking at the Pink Nickel's Instagram page, starting with the look that her friend DM'd her. She adds some of their posts to her saved board on Instagram titled "Clothing Inspiration." From there, she navigates to the website and even adds a few items to her cart. She is apprehensive to buy online because she anticipates having some time over the weekend to check the store out in person.

Veronica decides to check out the Pink Nickel before she goes to meet with her friends for lunch on Saturday. She likes how fun the store is with its pink decor and lively sales personnel. She shows some of the staff the posts from Pink Nickel's Instagram that she saved and they are able to let her know which items are still in stock and pull items that are similar to what she saved that is no longer available. She tries on a selection of items and picks two or three favorites that she decides to purchase.

### Demographics

Name: Veronica

Gender: Female

Age: 27

Location: Jacksonville, FL

Personal: In a Long-Term

Relationship, never been

married, no children

### Customer Goals

Veronica is looking specifically for colorful pieces that she can add to her current wardrobe to make her stand out at her next meeting and around the office. Her hard work speaks for itself, but she feels unnoticed in the office. As a creative professional, she knows that how she presents herself is important to increasing her credibility. Ideally, she would like to find at least one colorful blazer, in addition to blouses, trousers, skirts, or dresses that would elevate her current look.

Veronica wants to figure out if the Pink Nickel is a good fit for her taste. She is open to shopping in person, but she is so busy that she carefully plans her weekends to maximize her time off. Veronica wants to find a store to fit her needs and would ideally want to try items on in person before making a purchase. She likes the idea of shopping local, so she makes sure there are items at the Pink Nickel she would actually wear before deciding to shop at their downtown store.

Veronica wants to try on the items she saved to her Instagram inspiration board. She hopes that sales people will be able to help her navigate the store efficiently and she wants to leave the store with at least one item she feels good about.

### Psychographics

She is highly career focused and working in a creative industry, likely social media management or another form of digital marketing. She prides herself on being both polished and unique, aiming to be approachable yet wants to stand out in her creative field for the right reasons.

1. Word of mouth advertising from Veronica's local friend
2. Social media presence on Instagram featuring a variety of offerings, some casual and some more professional
3. Easy access to the Pink Nickel website (mobile-friendly) through the Instagram page

1. Veronica browses both the Instagram and Facebook pages of the Pink Nickel to get a better idea of their offerings
2. Veronica starts to save some of the posts from the Pink Nickel Instagram page to plan what she will look for while shopping
3. Veronica picks a day to visit the brick-and-mortar location in downtown Jacksonville

1. Sales staff immediately welcomes her and asks what they can help her with
2. The owner frequently works at the store and is there that day, adding to the personal element of shopping local
3. The staff is able to help Veronica pull the items she wants to try and start a dressing room for her while she continues to browse
4. Veronica sends Snapchats of some of the items she tries to her friends to get feedback on their favorites
5. Veronica purchases a couple items and leaves the store, excited to tell her friends about her experience when they meet for lunch downtown

### Touch Points

### Current State of Mind

She is seeking to update her wardrobe before a networking event hosted by her office.

She is hoping to get a promotion that she's been working hard for and wants to stand out when she meets higher level executives.

### Business Goals

The Pink Nickel seeks to connect to its local Jacksonville community through its presence on Instagram and Facebook. It also aims to provide an easily browseable website from mobile devices.

The Pink Nickel aims to drive foot traffic to its store by showcasing its newest offerings that are available to try on and purchase at its downtown location.

The Pink Nickel seeks to provide its clients with a personalized shopping experience by providing them with any assistance and advice they may need. Sales associates help shoppers to <sup>7</sup>curate the look that's right for them.

# *Communications Strategy*

The communications strategy identifies possible barriers potential or current customers may face when interacting with the brand. The goal of the communications strategy is to pinpoint what customers may say regarding their barriers and to develop communications tasks, tactics, and messaging to address their concerns.



## Barrier

## Audience Says

## Communications Tasks

## Tactics

## Core Messages

Customers are hesitant to buy online without trying on an item.

"I'm having trouble finding what I'm looking for."  
"The items I like are out of stock online."  
"I wish I could see what colors this shirt comes in easier."  
"I'm not sure what size I am at this store."

Clarify available options and simplify the browsing process by adding filtering options to the website.  
Establish a size chart for each brand or all offerings if sizes are generally the same from brand to brand.  
Show other available colors for items at the bottom of the image.

Post information on:

- Website
- Facebook
- Instagram
- eNewsletter

Topics: Website browsing, online shopping, product sorting

The return policy is strict and difficult to find.

"Nobody told me what the return policy is when I stopped in to browse."  
"I don't know how long this will take to ship to me."  
"I don't know if I'll make the return window if I order online."  
"What if I don't like what I bought?"  
"Does store credit from a return expire?"

Educate shoppers on the return policy as well as the reasoning behind it.  
Illustrate how returns from out-of-state would work and how much time shoppers should give themselves to make the return window.  
Highlight that jewelry and sale items are not accepted as returns.  
Articulate average shipping times by customer location.

- In-store signage
- Website return policy
- Online shipping time estimates
- Pop-ups at online check-out

Topics: returns and exchanges, shipping times, excluded products

The boutique industry lacks diversity in their brand image.

"I don't wear makeup when I run errands, sometimes that includes clothes shopping."  
"I have a lot of tattoos, so I feel like I won't fit in."  
"I don't feel like I fit the 'look' of this store, but I really like the clothes."  
"The tone of the website puts me off wanting to go there."

Encourage individuality amongst customers and potential new customers.  
Establish an accepting and accommodating community environment by including more down-to-Earth and casual photos on social media.

Post on:

- Facebook
- Instagram
- Website

Topic: diversity, inclusion, acceptance, self-love

# *Organic Content*

Organic content is comprised of the content posted on social media or other platforms that is not boosted with the use of paid advertising.

The proposed organic content on the following pages includes sample blog post ideas, social media posts, and YouTube tutorials.



## *Blog Posts*

1. How to Dress for Success while WFH
2. 10 Accessories to Spruce Up Your Summer Wardrobe
3. Which Color Palette Suits your Shelter-in-Place Attitude
4. A Florida Girl's Guide to At-Home Fashion during COVID-19
5. How to Stand Out from 6+ Feet Away

## *YouTube Tutorials*

1. How to Style a Socially-Distant First Date Outfit
2. Tips and Tricks for Picking the Perfect Zoom Interview Outfit

# Sample Instagram Posts

**Caption:** Whether you shop in-store or online, our door is always open! If you're unsure about the right fit or size for you, let us know and we can help you find the perfect items for your wardrobe.

**Rationale:** This piece of content addresses the barrier, "Customers are hesitant to buy online without trying on an item."

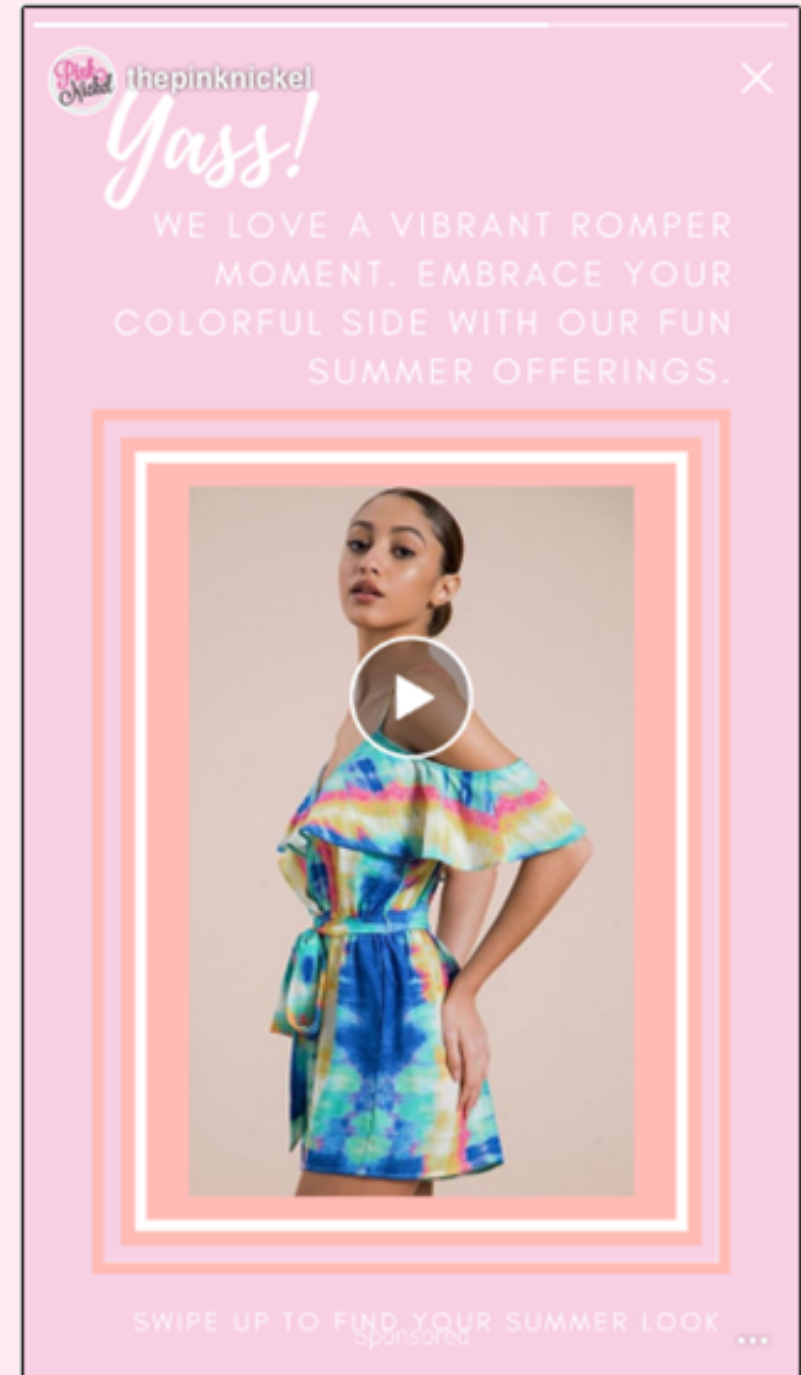
This posts offers an "open-door" policy, even for virtual shoppers. By encouraging customers to contact the store with their measurements or concerns, The Pink Nickel is making itself more accessible and calming fears that shoppers might have about purchasing without trying on first.



# Sample Instagram Posts

**Rationale:** This piece of content addresses the barrier, "The boutique industry lacks diversity in their brand image."

It features a model that isn't the standard blonde-haired blue-eyed focal point. There aren't very many photos from The Pink Nickel that feature models outside of that archetype, so showing more models from different backgrounds would be beneficial in creating an environment that is more welcoming to all potential customers.



# Sample Instagram Posts

**Caption:** Leave worries at the door with our fun, new face coverings! With a variety of available patterns and colors, we're sure you'll find the perfect options for your wardrobe.

While most of our products have a 14-day return window, our face masks are final sale, but they're so cute that you won't even notice.

We want to make sure you have the full picture before making your purchase because we love our customers!

**Rationale:** This piece of content addresses the barrier, "The return policy is strict and difficult to find."

It explains an adjustment to the return policy directly with the promotion of a new product. When people come in to purchase a mask, they'll already know they cannot return it. The post also addresses the standard return policy without shedding negative light on it.



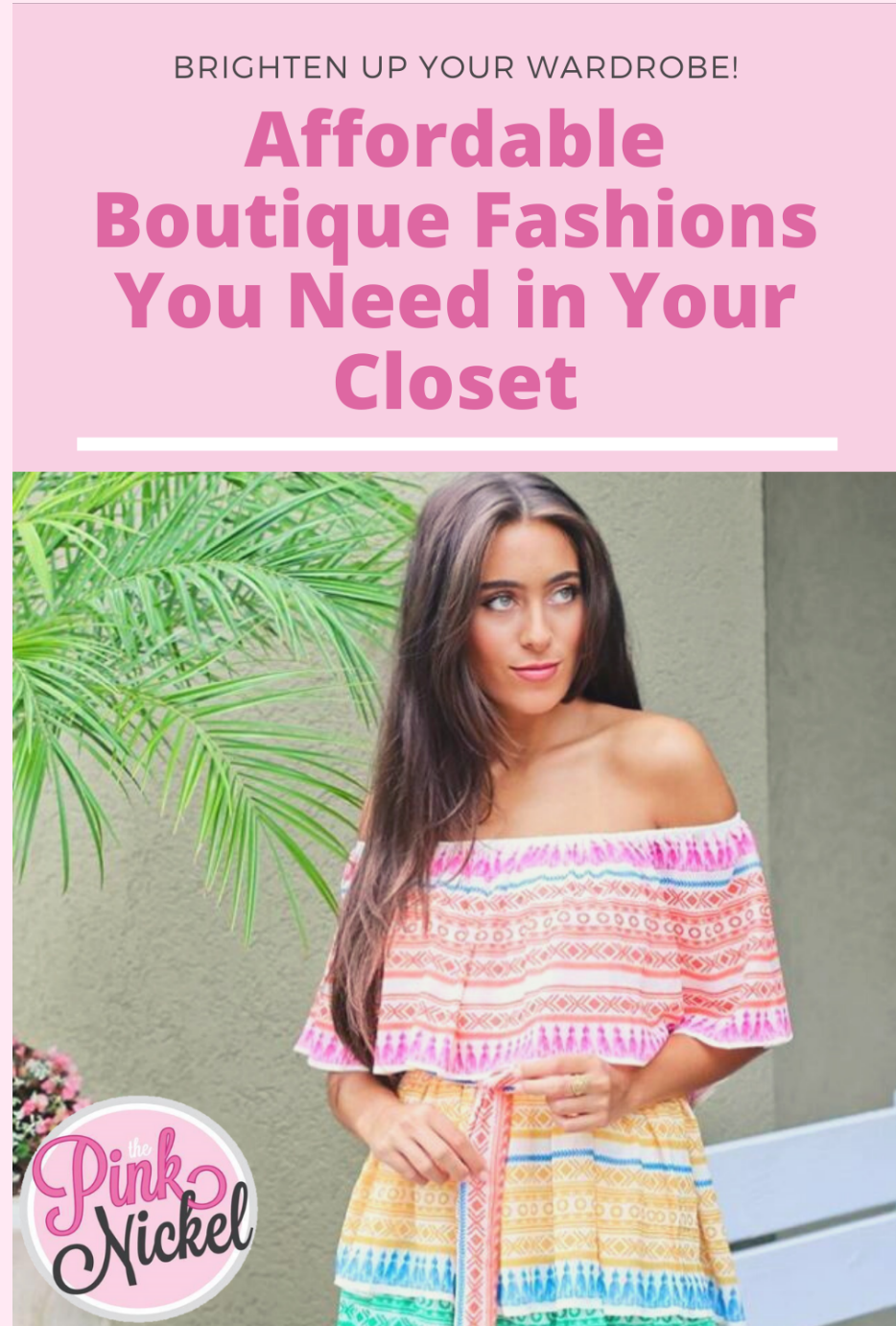


# Sample Holiday-Themed Instagram Posts



## Sample Pinterest Post

The Pink Nickel currently has no Pinterest presence, but would benefit greatly from it. Not only would it serve as a tool for the owner to curate inspiration for merchandise purchases, but it would allow her to create authority as a stylist and boutique owner.



# *Paid Content*

Paid content is the collateral that brands pay to have shown to more viewers than would typically see organic content.

This section includes potential media partners and social media influencers for paid sponsorships, as well as a sample Facebook ad and Google ad.

## *Media Outlets to Partner With:*

1. J's Everyday Fashion: <https://jseverydayfashion.com/>
2. Alyson Haley Style: <https://alysonhaley.com/category/style/>
3. The Modern Savvy: <https://themodernsavvy.com/about-florida-lifestyle-blogger-alyson/>
4. Sunshine Style: <http://sunshinestyleblog.com/category/style/>
5. Culture Trip: <https://theculturetrip.com/north-america/usa/florida/>

## *Rationale:*

The focus is on smaller media outlets and fashion-focused blogs to comply with The Pink Nickel's potential budget for a paid media sponsorship.

However, if it were possible to have a paid post with The Times-Union in Jacksonville, that would potentially reach more people.



# *Social Media Influencers to Partner With:*



## **Haylie**

**@thechicavocato – 14.4K Followers  
Jacksonville, FL (Instagram)**

Haylie would be an ideal microinfluencer for The Pink Nickel to partner with because she is a local Jacksonville Fashion and Lifestyle influencer. Her style is similar to the clothing options offered at The Pink Nickel, wearing many trendy pieces that are popular in the region such as colorful and flowy options. Her brand of being a stylish, fun, southern lady would work perfectly with the audience The Pink Nickel caters to and her proximity to the store would help reach nearby potential customers who may not have heard of the boutique otherwise.

## *Social Media Influencers to Partner With:*



### **Balancing Bows and Heels**

**@meganrwingate - 15.9K Followers**

**St. Augustine, FL (Instagram)**

Megan would be a great fit for The Pink Nickel because she is located less than an hour away from Jacksonville, which would help to expand the radius of local customers beyond Jacksonville to St. Augustine. She is a Fashion and Lifestyle influencer who posts photos of her outfits and has a blog, much like Haylie, with an option to shop her looks. Megan is open to collaborations, openly inviting potential partners to reach out to her by listing her email in her Instagram bio. Just like Haylie, Megan's style is similar to what The Pick Nickel offers with its selection of apparel.

*Sample Paid Ad:*

*Google*

## Affordable Boutique Fashion | Women's Apparel

 [www.thepinknickel.com](http://www.thepinknickel.com) (904) 230-9288

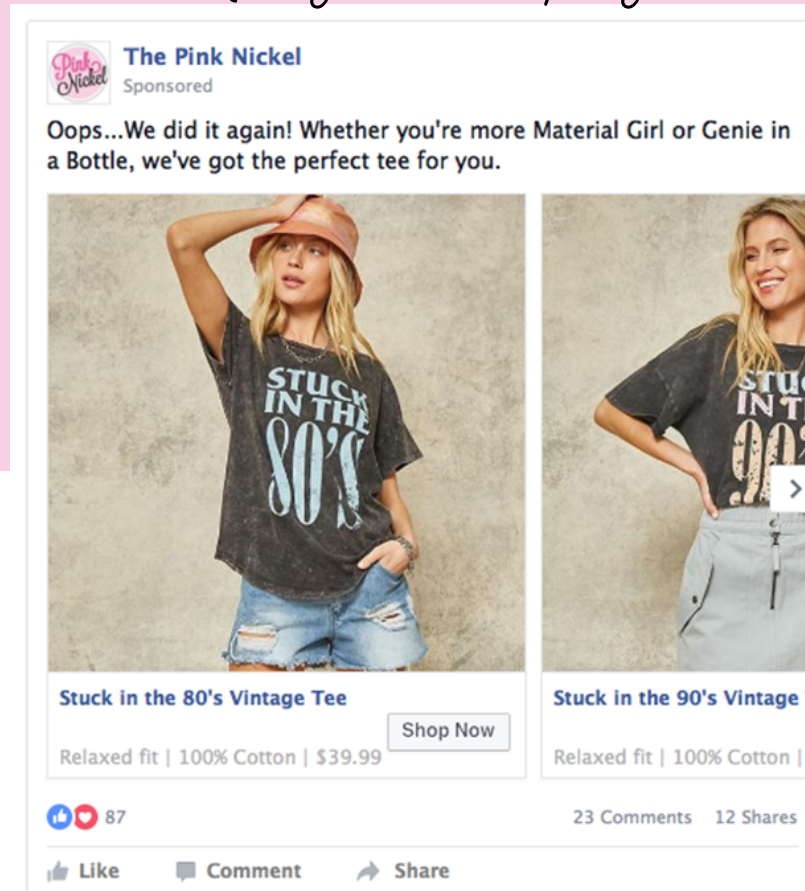
4.5 ★★★★★ rating for thepinknickel.com

Whether you need an outfit for work, a night out, or simply lounging around the house, we've got you covered... literally! With colorful options to suit everyone's taste, we can help you brighten up your wardrobe in no time.

Clothing · Shoes · Accessories


# Sample Paid Ad: Facebook

Newsfeed Display



The Pink Nickel Sponsored

Oops...We did it again! Whether you're more Material Girl or Genie in a Bottle, we've got the perfect tee for you.



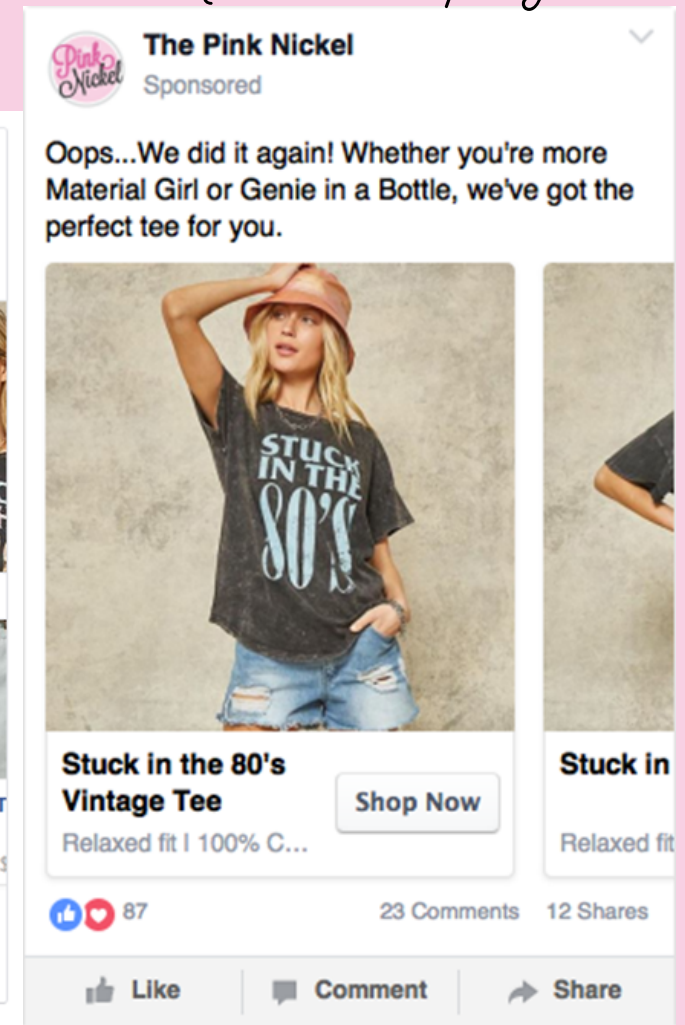
**Stuck in the 80's Vintage Tee** [Shop Now](#)  
Relaxed fit | 100% Cotton | \$39.99

**Stuck in the 90's Vintage Tee** [Shop Now](#)  
Relaxed fit | 100% Cotton | \$39.99

87 likes, 23 Comments, 12 Shares


Like Comment Share

Mobile Display



The Pink Nickel Sponsored

Oops...We did it again! Whether you're more Material Girl or Genie in a Bottle, we've got the perfect tee for you.



**Stuck in the 80's Vintage Tee** [Shop Now](#)  
Relaxed fit | 100% Cotton | \$39.99

87 likes, 23 Comments, 12 Shares

Like Comment Share

Right-Hand Display



<https://www.thepinknickel.com/>  
Oops...We did it again! Whether you're more ...

# *Loyalty Programs*

The number of highly positive reviews currently on Google and Yelp for The Pink Nickel indicate that The Pink Nickel has a relatively loyal customer base. However, there is always room to grow, which The Pink Nickel could do using the following strategies: customized experiences, a referral program, and a rewards program.



# Loyalty Programs

**Customized Experiences:** In some online reviews, customers mentioned having help from staff to pull different items and get feedback on what they try. This helps create a custom experience for the shopper, but it doesn't seem to be a consistent offering. Sometimes the shop is too busy or asking for help can be daunting. However, if The Pink Nickel implemented an online sign up for personalized shopping trip where they can pick a time and make some notes. For example, if the shopper wanted help picking an outfit for a job interview, or they specifically were looking for new dresses, they could note that and any other details so that the staff member who helps them shop could start to pull options before they arrive. This experience could be publicized on The Pink Nickel's Instagram, if the shopper is comfortable with that, to help build awareness of the new program.

# Loyalty Programs

**Referral Program:** Using a referral program would help to expand the number of loyal patrons The Pink Nickel has. This could take form in a few ways. First could be an in-person program that would relate to the customized shopping experience. When repeat customers bring a new shopper into the store, they could opt to have a personal shopper help them pull items for their friend. This could give new shoppers the level of experience they need to be motivated to come again on their own. Another referral program that I think would work well for The Pink Nickel is to do small giveaway contests on Instagram or Facebook that would require followers to complete certain tasks to be entered to win something from the store. For example, they would need to follow The Pink Nickel and tag a certain number of friends on the post.

# Loyalty Programs

**Rewards Program:** The Pink Nickel would benefit from a rewards program. Because it's a small business, it would make sense to keep it very simple to start. This could take the form of a punch card where customers earn a punch for every \$30 they spend. Keeping the program as a tangible, hard-copy program would also lend itself to gamifying elements of the rewards program. For example, if customers on file gave their birthday month and day to The Pink Nickel, they would receive a scratch-off discount card on their birthday that would reveal the free gift they won. This program could eventually be built out to be handled only online or through an eventual Pink Nickel app, but given the size of the business right now, keeping it simple would be a good start.



# *Email Marketing*

Email marketing is a valuable tool for conveying value to customers. The use of email marketing results in the retention and nurturing of leads, who could become future customers, and current customers. Visitors to The Pink Nickel website could input their information to subscribe.

eNewsletters can be used on various time schedules, such as weekly or monthly, based on consumer interaction with the messages and the brand. They are an excellent opportunity for The Pink Nickel to remain front-of-mind. There is also potential to segment email marketing efforts by customer type.

# *Email Marketing*

## **New Customer**

New customers are a vital segment for email marketing. It is essential to continue to convey value to new customers in order to encourage them to make another purchase.

Despite making a purchase, new customers are similar to leads or prospective customers because they require attention from the brand. The goal of communicating with a new customer is to show them what else the brand has to offer.

*Hellooo  
gorgeous!*

Thanks for subscribing to our newsletter! We're here to brighten up your inbox with some vibrant outfit inspo.

Our goal is to keep you in the loop on:

- The latest fashion tips and tricks
- Product releases
- Community updates
- And more!

Speaking of new releases... we just got some. Want to see?

*Ummm, yes please!*

We'll also let you know when we post to our blog. If you want to check that out, we recommend our most recent post:

[How to Dress For Success While WFH.](#)

Or, if you're looking to fuel your Instagram addiction, you can find us there and on Facebook and Pinterest.

xoxo Angela & The Pink Nickel Team



# *Email Marketing*

## **Repeat Customer**

Based on The Pink Nickel's online reviews, there are a fair number of repeat or loyal customers. This implies that the repeat segment of customers will be an important one to address.

Should The Pink Nickel opt to implement some sort of loyalty or rewards program, these customers would be the ideal members. The example email below highlights the program to show them how grateful The Pink Nickel is to have them, hopefully reinforcing their brand loyalty and encouraging another purchase soon.

# Try on, Take home, Repeat.

A little birdy told us you like what we've got over at The Pink Nickel...

We're so glad you do because we made a program just for you.

Introducing The Nickels and Dimes Club: the loyalty program you've been waiting for!

What you'll get:

- \$15 off for every five purchases of \$30
- Scratch-off lotto ticket with a birthday gift
- New perks every month

The Pink Nickel just became your go-to spot for even more deals.

xoxo Angela & The Pink Nickel team

Want to sign up [for free!] right now? No Problem.

*Let me in!*



# *Email Marketing*

## **Referring Customer**

The high number of loyal and repeat customers indicates that a referral program would be successful for The Pink Nickel. This makes communicating with those who refer others to the store important.

If The Pink Nickel offers a referral program, this segment of customers would be the ideal target market. If they already bring new shoppers in, they might be happy to know they will now be rewarded for their efforts. The idea is to encourage them to continue to refer people or start referring more people.

# Did somebody say Girls Night?

Do you ever watch early 2000's rom-coms just for the makeover montage? Same, girl.

But unlike in the movies, we don't get that iconic moment in our everyday lives... or at least, we didn't.

Introducing: The Pink Nickel Personal Shopping Squad.



We'll pull fun looks to try on (and fall in love with) when you bring a new pal into our store for the best girls night ever.

Alexa, play Perfect Day by Hoku.

xoxo Angela & The Pink Nickel team

Craving a makeover montage-inspired Girls Night Out?

[Schedule Now.](#)



# *Email Marketing*

## **Lapsed Customer**

Even though there appears to be a high proportion of customers that return to The Pink Nickel, all stores have customers that may be inconsistent with their shopping habits. Communicating with lapsed customers is important to encourage continued purchases.

This email is meant to encourage another purchase without guilt or shaming the customer for waiting so long. The Pink Nickel is still open to them. Unlike most offers for lapsed retail customers, this offer doesn't expire because that will get their attention and make them feel seen. This will help them feel in-the-loop, even if they are unable to make a purchase right now.



*Too busy for self-care? It happens.*

Look, it's hard to make time for ourselves. We get it.

Between work, chores, errands, and making time for your kids, friends, and partner... it's easy to forget to make time for the most important person in the equation: YOU.

When we don't make time for ourselves, it's hard to be fully there for everyone else in our lives.

That's why we want to treat you to a little pocket of self love the best way we know how, a little retail therapy.

*15% Off Your  
Next Purchase*

Don't worry, we didn't give you a deadline. This coupon (like our love for you) won't expire. Just follow the link to our site or pull the coupon up on your phone next time you come to see us.

xoxo Angela & The Pink Nickel team



# Landing Page

It's important to use relevant landing pages when advertising. You want your customer to end up exactly where the ad implied they would go. The proposed landing page would be matched with an ad about the featured content. Please see an explanation of key elements below:

**Example Form:** The lead generation form is an eNewsletter sign-up with only an email address required. The requirement is minimal so that people wouldn't be discouraged by having to provide too much information or a phone number, which is sometimes less appealing to give up. An eNewsletter would be useful for The Pink Nickel because it would alert customers of new items and drive traffic to the website, hopefully increasing sales.

**Video:** The proposed video would show Angela, the store owner, styling different first date looks meant for dazzling from a distance. With many people stuck at home right now, dating has changed. As people narrow down their dating prospects on apps and Zoom, some choose to go on socially distant, outdoor dates. This video would cover fashion needs from Zoom to 6+ feet away, masked dates using Pink Nickel clothes and masks.

**Trust Badge:** The featured trust badge is from a local news station. If The Pink Nickel were featured on the news either through their online or live broadcasted content, it would increase awareness among local Jacksonville shoppers.



## Hey girl!

The Pink Nickel is here to fulfill all of your fashion dreams and goals. With a hand-curated selection of clothes, shoes, and accessories available in-store and online, we're confident we can help you find the perfect outfit for date night, work, or even that wedding next weekend that you kept meaning to find the perfect dress for.

The Pink Nickel is by far one of my favorite go to boutiques in Jacksonville. Super cute, fashionable, great clothes for all my travel, work and special occasion events. I love Angela's weekly posts and updates on all her clothes. Great dresses, shoes and accessories too!

**-Tracy White**

The Pink Nickel is hands down my favorite clothing boutique! They have the cutest clothes for every body type and the cutest and trendiest accessories. You are always greeted with a huge smile. I'm so thankful for this beautiful boutique!!

**-Val Lepp**

*Check out our newsletter for the latest tips and product releases!*

email address

Sign me up!

As featured on



# *Lead Magnet*

The two-part vacation packing list template with an additional option for clients with children that need to plan for them as well would serve as an ideal lead magnet for Pink Nickel customers. It features Pink Nickel branding, which would keep the store at the front of customers' minds while filling it out. It also fits with the offerings of the store and its location in Florida, a place that non-local shoppers might be visiting.

The different category names are fun and will entertain customers while providing a useful organizational tool. Each category is filled out to different degrees to allow people who download it to customize it. Ideally, the form could also be downloaded in a completely empty format to allow complete customization.

# Vacation Packing List (pt. 1)

ARRIVAL DATE: / /

DEPARTURE DATE: / /

## Iconic Styles

- Jeans
- Shorts
- T-Shirts
- Socks
- 
- 
- 
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## Spa Moment To-Go

- Toothbrush
- Toothpaste
- Floss
- Face Wash
- Face Lotion
- Shampoo
- Conditioner
- Hairbrush
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## Girl's Best Friend

- Earrings
- Necklace
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# Vacation Packing List

*Well, they have to Wear Something.*

- T-Shirts
- Shorts
- Formal Outfit
- Bathing Suit
- Socks
- Sneakers
- Dress Shoes
- Sandals
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*Accidents Happen.*

- Instant Ice Pack
- Cold Medicine
- Neosporin
- Band-aids
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(RUGRATS EDITION)

*Mommy Just Needs 5 Minutes.*

- Snacks
- Toys
- Book
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*Not all Kids are Sticky.*

- Toothbrush
- Toothpaste
- Shampoo
- Conditioner
- Sunscreen
- Baby wipes
- Hairbrush
- Detangler
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# *Wrapping up...*

Thank you for taking the time to review the proposed strategy for  
The Pink Nickel!

If at any point you have questions regarding proposed content,  
next steps, or anything else you can think of - please do not hesitate  
to reach out.

Linnea M. Thomas - Freelance Marketer  
linnea.m.thomas@gmail.com