

Cayla's Marketing Agency

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Target Audience



Our target audience includes students who currently attend or plan on attending Alcorn, as well as Alcorn parents and alumni. Our call to action is for all students to purchase Alcorn merchandise.



Potential Customer

Our potential customers consist of Alcorn students and parents. To win them over, we need to showcase our high-quality products and establish a strong brand.

Achieving this can be done through leveraging social media and other marketing strategies to reach out to our potential customers.





4 P's Of Marketing



Product

Our store will offer a variety of merchandise, with a focus on tops. Our selection will include short and long sleeve t-shirts, short and long sleeve dri-fit t-shirts, tank tops, crew necks, hoodies, and sweatshirts.

Price

Short sleeve t-shirt \$15

Long sleeve t-shirt \$20

Short sleeve dri fit t-shirt \$20

Long sleeve dri fit t-shirt \$25

Tank tops \$10

Crew necks \$35

Hoodies \$40-\$50

Sweatshirts. \$40-\$50

Promotion

- We will promote our products on social media platforms like Instagram and TikTok.
- We can also post flyers around campus
- Pay for an advertisement page on Alcorn's website.
- Set up vendor tables at sporting and local events
- Purchase a table at Greek life tradeshow.



Place

Our products will be sold at the campus bookstore, on our website, at local sporting events, and through other online marketplaces.



Competition



Our biggest competition will come from other brands in the campus bookstore, as well as major retailers like Amazon and Walmart. To overcome this competition, we will prioritize producing durable, high-quality products that offer our customers value for their money. We will leverage social media platforms such as Instagram, TikTok, and Twitter to showcase our products and engage with customers.



Competition



We will ensure top-notch customer service by providing fast shipping, easy returns, and responsive communication, which can lead to positive word-of-mouth recommendations. Promotions, discounts, and loyalty programs will encourage customers to choose our brand over competitors, creating a sense of exclusivity and incentivizing purchases. We will also attend college events like football games, tailgates, and homecoming to showcase our products, build brand awareness, and connect with potential customers.

Marketing Strategy Budget



For a company selling college apparel, we recommend allocating 40% of the marketing budget to social media advertising, 20% to email marketing, 20% to search engine advertising, and 10% to events and sponsorships. Social media advertising can be achieved through sponsored posts, social media ads, and influencer marketing on platforms such as Facebook, Instagram, and TikTok.

Marketing Strategy Budget



Email marketing can involve newsletters and promotional emails, while search engine advertising can include pay-per-click ads on Google and other search engines. Events and sponsorships can entail sponsoring college events, setting up booths at college fairs, and hosting pop-up shops on college campuses. We estimate costs of \$4,000 for social media marketing, \$2,000 for email marketing, \$2,000 for search engine advertising, and \$1,000 for events and sponsorships.



SWOT Analysis



Strengths



As a marketing agency, our key strength lies in our expertise in promoting products and brands, which can be effectively applied to the college apparel market. We have a deep understanding of how to generate buzz and create brand loyalty, enabling us to effectively reach the target audience for college apparel. Our marketing experience allows us to use effective strategies to reach out to potential customers.



Strengths



Alcorn State University, being an HBCU with a strong and loyal alumni base, presents a promising opportunity for us to tap into a significant customer base. We plan to use social media and influencer marketing to reach a broad audience of potential customers. Furthermore, we will make use of our established online presence to effectively market the college apparel, drawing in customers through our existing customer base. With our expertise and the promising opportunity presented by Alcorn State University, we are confident in our ability to succeed in the college apparel market.



Weaknesses



As a marketing agency, we recognize that entering the college apparel market comes with some challenges, including our lack of experience in the apparel industry. This can be a significant barrier to entry, making it difficult to effectively compete with established players in the market. Additionally, not having an established relationship with Alcorn State University could impact our ability to obtain licensing agreements and access to branded merchandise.



Weaknesses



We are aware that the market for college apparel is highly competitive, with low barriers to entry, which can make it challenging for new entrants to differentiate themselves from competitors. We acknowledge the need to create unique products and marketing strategies that set us apart from established players in the market. We understand that these challenges must be overcome to effectively compete in the college apparel market, and we are committed to finding creative solutions to differentiate ourselves and succeed in this industry.



Opportunities



. We are excited about the potential to succeed in the college apparel market. Collaborating with Alcorn State University presents an opportunity to create custom apparel programs for individual schools or teams, building a sense of community and exclusivity for customers. To reach specific customer segments, such as alumni, parents, or incoming students, we can tailor our marketing strategies to their interests and needs, creating relevant messaging and promotions.



Opportunities



We also aim to expand our reach and accessibility by exploring new distribution channels, including local retailers and online marketplaces. In a competitive market, differentiation is key, and we believe we can set ourselves apart by emphasizing our expertise in marketing and promotion while highlighting the unique aspects of Alcorn State University and its community. By taking advantage of these opportunities, we are confident in our ability to successfully compete in the college apparel market.



Threats



As a marketing agency, we recognize that changes in fashion trends or consumer preferences can significantly impact the demand for specific products or styles. To remain competitive, we must stay on top of market trends and be adaptable to change.

Additionally, economic downturns or changes in consumer spending habits can affect our revenue and profitability, requiring us to adjust our marketing strategies and pricing models accordingly.



Threats



We also acknowledge that legal challenges related to licensing agreements or copyright infringement can be costly and time-consuming to resolve, making it crucial for us to maintain strong partnerships and comply with regulations. Finally, we understand that the market for college apparel can be impacted by external factors outside of our control, such as changes in college enrollment or sports programs. We must be prepared to pivot our marketing strategies and adapt to changes in the market to maintain our position in the college apparel market.



Marketing Channels

Social Media Marketing

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As a marketing agency, we believe that social media marketing can be an effective channel for promoting Alcorn State University apparel to younger audiences, including students and alumni. Social media platforms like Instagram, Facebook, and Tik Tok are popular among these demographics and offer opportunities to engage with them in a meaningful way.



Social Media Marketing

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By creating engaging social media content, such as posts, stories, and reels that showcase the unique features and benefits of our apparel, we can pique their interest and drive traffic to our website or online store. We can also utilize targeted advertising on these platforms to reach specific customer segments and increase the chances of conversion.



Local Events

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As a marketing agency selling apparel for Alcorn State University, attending local events can be a great way to showcase your products and engage with potential customers. Local events such as sports games or community festivals provide an excellent opportunity to reach out to people and create a buzz around your brand. By setting up a booth or pop-up shop at these events, you can create a physical space for customers to interact with your products and try them on.



Local Events

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This can help to build trust and establish credibility with customers. In addition, attending local events can provide valuable opportunities for networking and building relationships with other businesses and organizations in the community. By leveraging these relationships, you can expand your reach and grow your customer base even further.



Online Marketplaces

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As a marketing agency looking to sell Alcorn State University apparel, partnering with online marketplaces like Amazon or Etsy can be an effective strategy to expand your reach and boost sales. These platforms offer a large and established customer base that you can tap into by listing your products on their sites. In addition, they provide marketing tools and resources to help you promote your products and drive sales.



Online Marketplaces

ALCORN



Partnering with online marketplaces can also provide a convenient and user-friendly shopping experience for customers who prefer to shop online. By leveraging these platforms, you can reach a wider audience and increase the visibility of your Alcorn State University apparel, ultimately helping to grow your business and drive revenue.



Closing statement

Thank you for considering our marketing agency as a partner for promoting and selling Alcorn State University apparel. We have the marketing skills and experience to help Alcorn reach its target audience and increase sales. Our innovative strategies and diverse sales channels make us an ideal choice for this partnership. We are committed to working collaboratively to achieve success and would be honored to showcase the unique and inspiring spirit of the Alcorn community through our apparel programs.