

April 2023

A Comprehensive Communication Plan for

Dylan NICOLE



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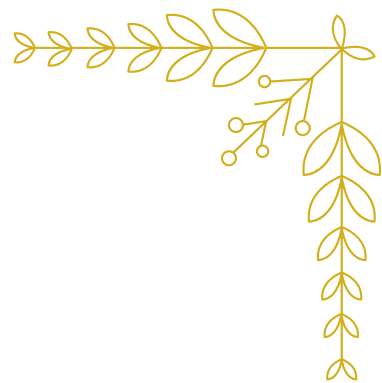
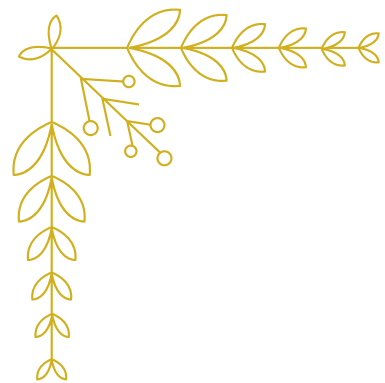
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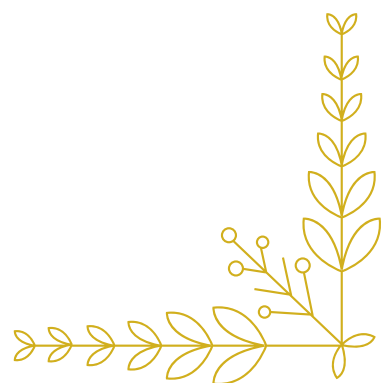
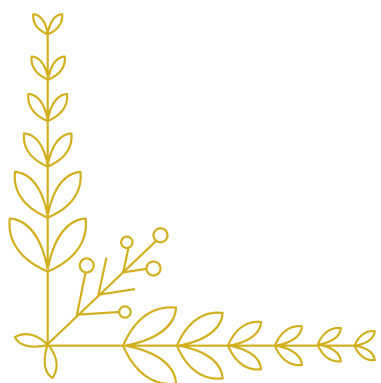
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Company



Mission, Vision, Values

DylanNICOLE's mission is to provide women's clothing, fashion accessories and gifts, all of which are designed for customers who are bold and eager to show off their style. Independently owned by Karen Hansen and her daughter Dylan Nicole Hansen, the mother-daughter duo have always strived to have the perfect outfit for any and all occasions. In creating DylanNICOLE, the two have brought their vision to the public, in hopes that they can help other women find the outfits and accessories that they need.

The Hansens built DylanNICOLE with the goal of setting themselves apart from other boutiques, and to do so, they stock their shelves with clothing, accessories and gifts that are much more stylistically creative and bold.

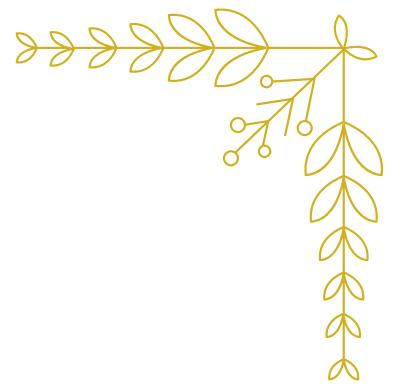
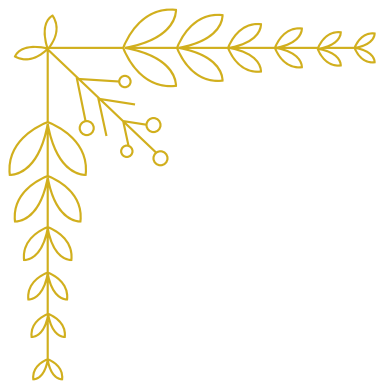
History

DylanNICOLE was opened in October 2021 by Karen Hansen. She noticed a lack of boutique shopping experiences in Waco that catered to women ages 18-50, and wanted to fill that gap.

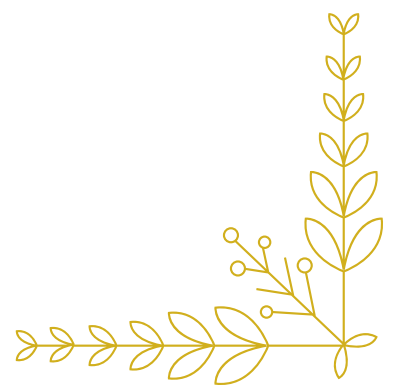
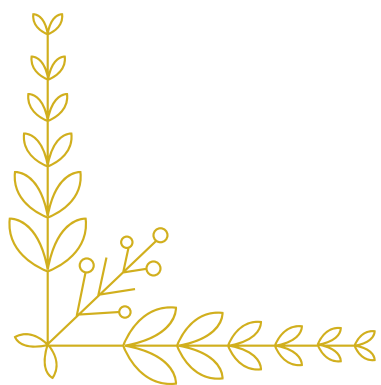
Current Situation

DylanNICOLE recently opened in October 2021, so it is a fairly new boutique. Over the summer, construction on Franklin Ave where it is located caused the business to be closed for a short period of time. Other Waco construction also made it harder to access downtown, so they didn't get the exposure they hoped they would. Having this occur while it is still a fairly new business did not help to get the business name out to the public, so many people are unaware of its existence as well as other boutiques on that street.

Currently, they are working on establishing strict brand colors and getting new signage so they can be easily identifiable from the street. The windows on the storefront are tinted, so sometimes passersby won't stop in because they think it is closed. By updating the signage and choosing bold store colors, DylanNICOLE hopes to attract more customers. While most of their customers currently include Baylor students and tourists, they hope to expand their business into the local Waco public but don't have the advertising budget to do so yet.

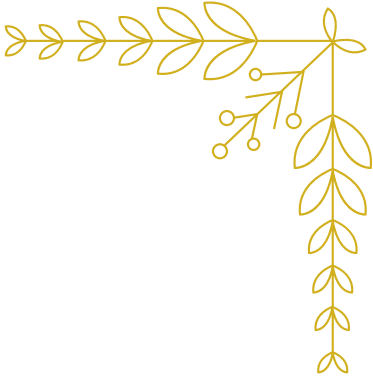
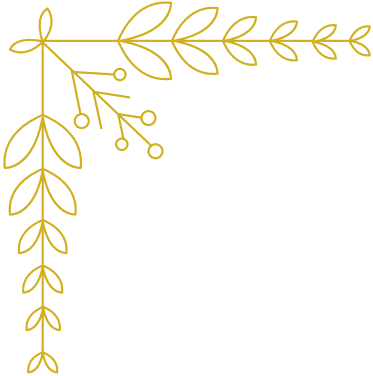


Challenges

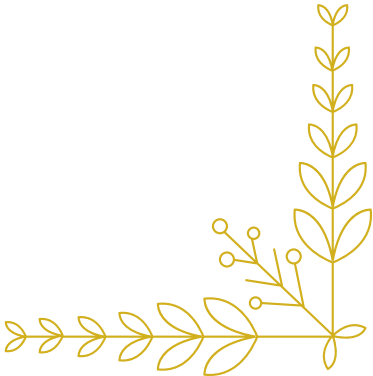
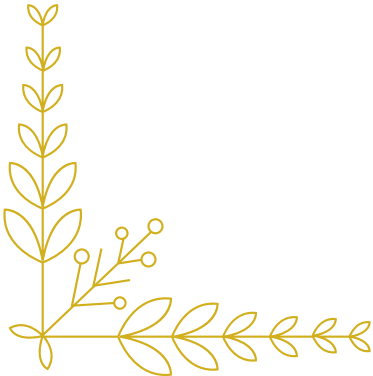


Current Brand Challenge

As a new business, DylanNICOLE struggles with noticeability and notoriety. They are generally unknown by most of Baylor University's campus and have more popularity with Waco tourists. DylanNICOLE would like to attract more business from college girls, as well as Waco moms. They want to reach the greater Waco area as well, but with a limited advertising budget are having a hard time letting people know of their existence. Helping to expand notoriety as an exclusive brand that offers an experience that is hard to find elsewhere will help encourage customers to shop at the boutique and tell others they know about the impressive qualities of the store.



Stakeholders



Personas

College Girls

DylanNICOLE focuses on keeping up with current trends and providing a wide range of clothes for different occasions, making it the perfect stop for the current college girl. College girls in sororities will find DylanNICOLE to be a perfect one stop shop for their next event.

Mothers

Moms love good fashion too! Mothers who come into the store to shop with their daughters can still find something they'll love. Moms meeting up for coffee downtown can easily walk to DylanNICOLE and discover a breadth of items they'll enjoy.

Tourists

As the home to Magnolia, Waco welcomes a large amount of tourists each year who are eager to explore downtown. At DylanNICOLE, they'll receive a unique shopping experience with excellent customer service and items that are constantly being updated, so if they stop by in Waco again, they can find something new.

Taylor ☺ ☀️ 🌸

This is Taylor. She's looking for an outfit for her sorority, and so far she's had little success searching online. She goes to Baylor University is is very busy, so she wants to find something local where she can find the perfect outfit. She prides herself on her ability to always put together a good look,



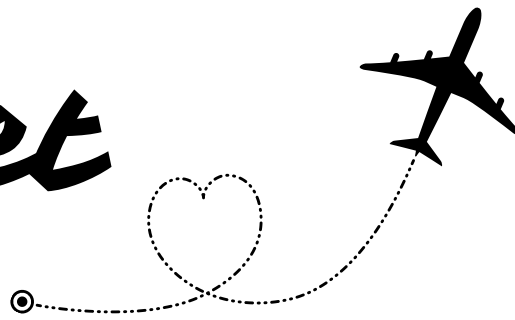
and likes to shop places where she can find unique clothing. While browsing through TikTok, she saw a post from DylanNICOLE and decided to check them out.

Tammy

This is Tammy. She is a working mom of four daughters. She loves good quality clothes and believes that supporting local businesses is one of the best ways to give back to the community. When shopping with her daughters, she likes to try new shops and wants to find a store where both her and her daughters can shop. Recently, when she was visiting For Keeps Coffee, she saw a flyer promoting DylanNICOLE and is planning on visiting with her daughters next weekend.



Janet



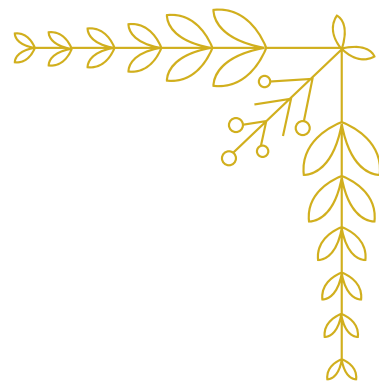
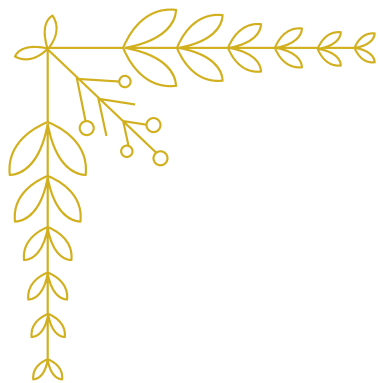
This is Janet. One of Janet's favorite things to do is visit the Magnolia Silos. While she's there, she loves to take pictures and document her trip to her friends and family back home. While she's in Waco, she doesn't know a lot of the different shops, but is looking for a good deal.



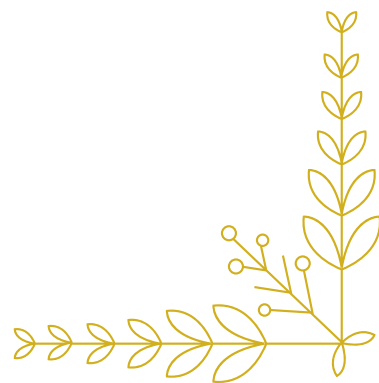
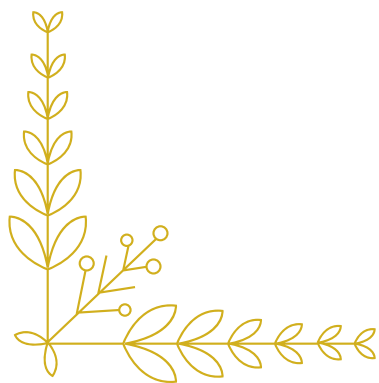
She recently saw an advertisement about getting a discount at DylanNICOLE if she leaves a review on TripAdvisor. As someone who likes to document her experiences, she is more than willing to leave a review and get her 10% discount.

Sentiment Analysis

DylanNICOLE is not currently reviewed on Yelp however after looking on Facebook, it has three 5-star reviews with great details. They loved the products and especially the owner/staff who were helpful during the visits. They have 413 followers on Facebook, 745 followers on Instagram and 70 followers on TikTok. This is pretty low, however, they are a recently new business. They average about 7 likes on Facebook and Instagram. On their website, they did not have the option of a review for any of their products.



Further Research



Company Analysis

Strengths:

Availability of items, a large selection of products, staff engagement, website available for online orders

Weaknesses:

Knowledge of where the store is located, being perceived as “open”, outdated social media

Opportunities:

Key stakeholders are plentiful, potential for social media coverage, focus on color and texture where many competitors lack, potential to provide an option to leave reviews on the website

Threats:

Saturated market (especially in the same area as brick-and-mortar locations), customer's lack of knowledge

Situational/Environmental Analysis

Political:

Anti-corruption, transparency, climate and environment, COVID-19 recovery, global health, global women's issues, human rights and democracy

Economic:

"Private goods-producing industries increased 4.0 percent, private services-producing industries increased 2.3 percent, and government increased 2.1 percent. Overall, 17 of 22 industry groups contributed to the fourth-quarter increase in real GDP.^{pi}"

Social:

American workers are generally satisfied with jobs, 62% of Texans are worried about safety, 70% of Americans are more health-conscious after pandemic

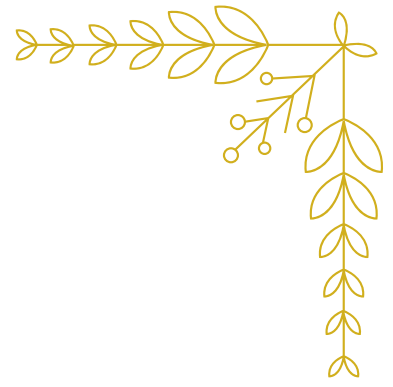
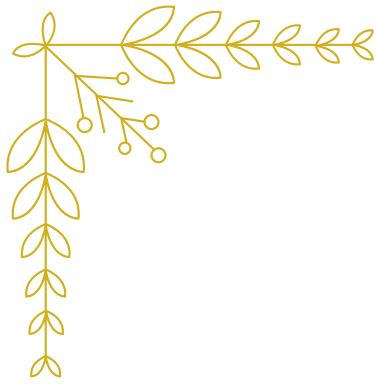
Technological:

Innovation index value of America rated 61.8 points in 2022 (world average of 32.09), 59% of Americans feel that advancements in technology will lead to a better future

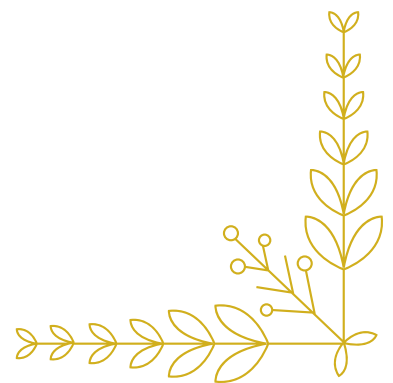
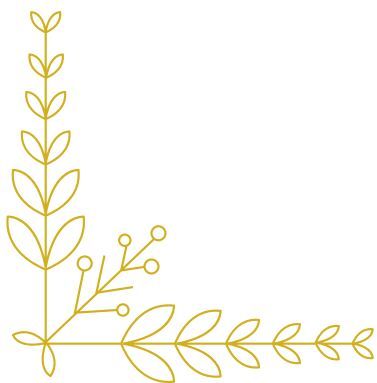
Customer Analysis

DylanNICOLE primarily targets women ages 18–50 who are looking to shop for trendy clothing that is updated frequently to match current popular styles. In that age range, the primary shoppers are college girls—mostly from Baylor University unless they are a tourist—as well as younger moms and moms shopping with their daughters. Baylor sorority girls are a major target for DylanNICOLE and they did recently pair up with Baylor Tri Delta for an event to help gain more awareness from that group. A major type of customer that DylanNICOLE attracts are tourists who are most likely visiting Waco to get the Magnolia experience. Because of this, DylanNICOLE has a lot of inventory that appeals to those looking to model their style off of Joanna Gaines and her brand.

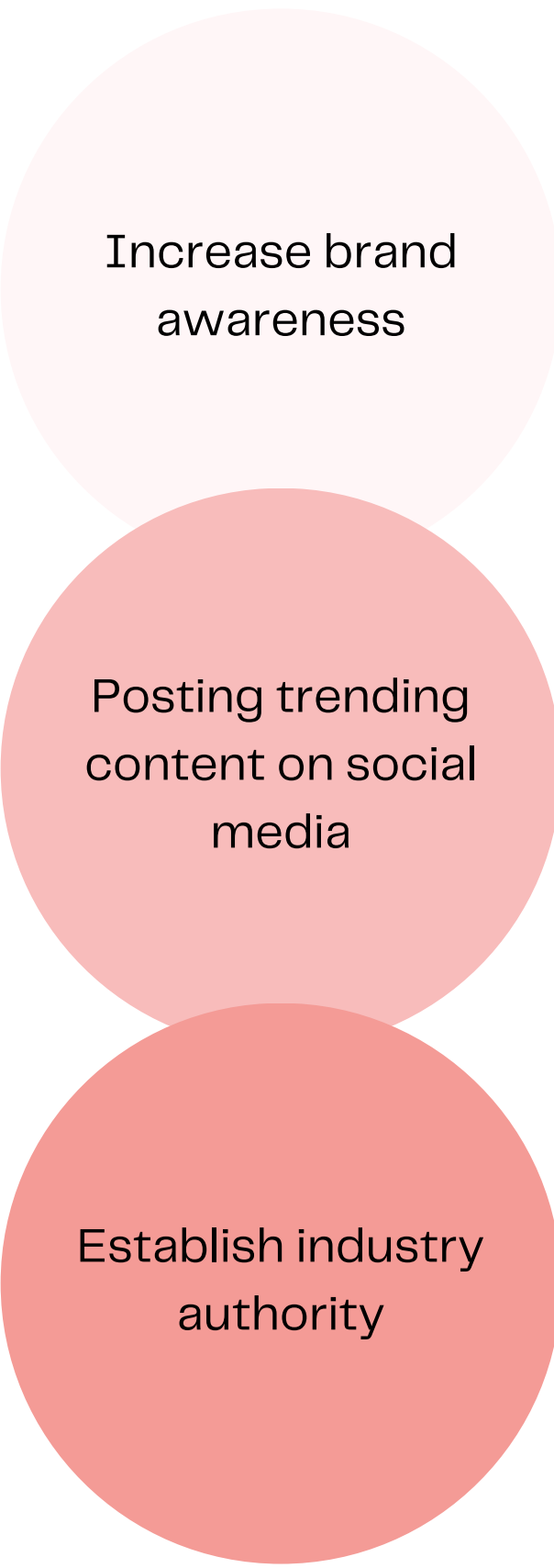
DylanNICOLE customers appreciate staying up-to-date in their clothing choices, and most of the clothing choices are fairly bold, so their customers are most likely a little more outgoing than most. The customer reviews on Facebook praise DylanNICOLE for its great customer service and the ease they had finding products to purchase, so DylanNICOLE customers value the face-to-face customer service experience that can only come from shopping at a brick-and-mortar store.



Goals



Communications Goals



Increase brand awareness

Increasing brand awareness will allow DylanNICOLE's notoriety to spread not only through advertisements, but also through word of mouth.

Posting trending content on social media

Updating DylanNICOLE's social media will increase the idea that it is an on trend brand.

Establish industry authority

There are several boutiques on Franklin Ave, and having DylanNICOLE establish itself as Waco's premier boutique location will help increase sales.

Communication Themes



Education

Educating the customers on whereabouts, product availability, style choices, etc.

Outreach

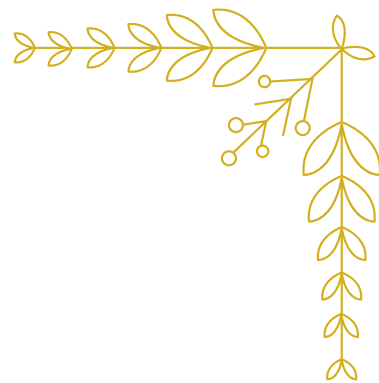
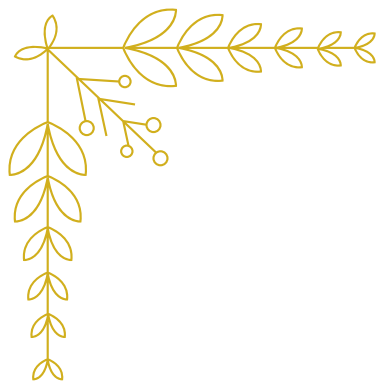
How DylanNICOLE will reach customers through social media, events and partnerships to encourage them to visit the store and shop there

Engagement

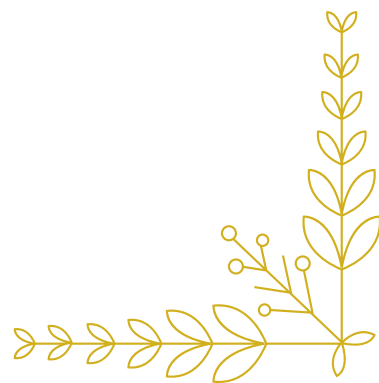
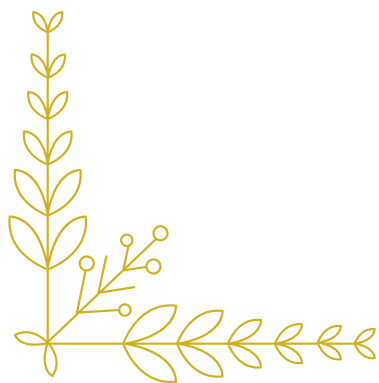
The involvement of both customers and employees at DylanNICOLE. Staff being available and providing a personalized shopping experience to any and all customers.

Company Perception

Currently, the reviews about DylanNICOLE are very positive and compliment the trendy styles as well as the customer service experience. If we can encourage more customers to leave reviews like this, it will show that DylanNICOLE is a unique business that provides a positive shopping experience that you will be unable to get if you simply shop online. Since most customers looking for clothes are more inclined to shop online than in a brick and mortar store, this will be important for growing business and popularity.



Implementation



Timeline

May

1

May 2023

College Girl TikTok Video

2

May 15

"Sip, Shop and Style" Event Press Release

May 15

"Sip, Shop and Style" Event flyer placed in For Keeps Coffee

1. With school almost out and summer beginning, college girls are searching for their perfect summer outfits, and reminding them that DylanNICOLE has what they're looking for will encourage them to go shop.

June and July

3

June 2023

Web Ad placed in TripAdvisor

4

June 1

"Sip, Shop and Style" Event

July 1

"Sip, Shop and Style" Event feedback forms sent out

2. This will give women plenty of time to mark the event in their calendars as they figure out summer plans

August and September

5

August 2023

Sponsorship banner ad placed in local high school

6

September 2023

Sorority Challenge

September 10

Zuke's Tea Bar Event Press Release

3. Those planning summer vacations and looking for places to visit will see DylanNICOLE and be encouraged to visit Waco

4. As the summer begins, women can have a fun night out and learn some great tips about dressing for the rest of the season and beyond

September and October

7

September 17-23

Zuke's Tea Bar Event

8

October 14

Tourist Outreach Press Release

October 17

Zuke's Tea Bar Event feedback forms sent out

5. With the beginning of a new school year and with fall sports popularity, placing the banner in August will allow it to be seen by a lot of both moms and female students

6. Baylor University's classes will have been underway for a few weeks, allowing students to get settled and see sorority schedules and events. Sorority members will be excited to kick off the school year by supporting their sorority and getting some new clothes in the process

7. College girls, tourists and moms enjoy the options that Union Hall offers, so hosting an event partnering with Zuke's Tea Bar will drive interest for both Union Hall and DylanNICOLE, while also showing the close distance DylanNICOLE is to the popular eatery, especially during nice walking weather

8. Mid October brings the Magnolia Silobration with it, which draws in many tourists every year who are looking to celebrate. Letting tourists know about DylanNICOLE and its close proximity to the Silos will help drive tourists who are already visiting in the direction of the boutique

College Girl Advertisements

Outreach

Perception of college girls: I've never seen DylanNICOLE on social media or don't really know anyone who shops there

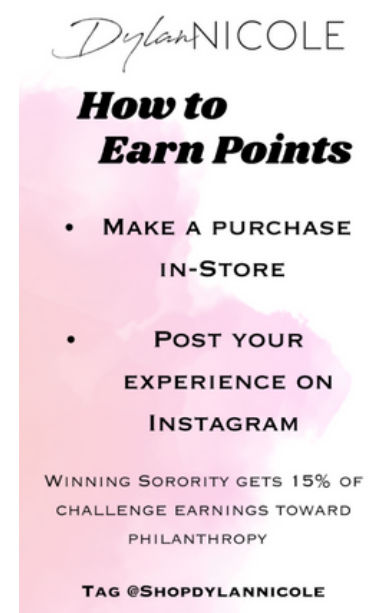
Message to college girls: Follow us on Tiktok, Instagram and Facebook where we share our latest inventory, events and much more!

Posting a TikTok with a college girl who has a lot of followers will provide social proof. Posting in their clothes, with trending sounds, and having DylanNICOLE repost will help gain social media followers

Engagement

Perception of college girls: I want employees to help out with my clothing choices and am hoping there are some good deals

Message to college girls: We provide a personalized shopping experience and have a lot of sales going on!



Inform sororities at Baylor about shop by talking at chapter meeting, offer a "sorority challenge" where winner gets a donation to their philanthropy

Mom Advertisements

Education

Perception of moms: Boutiques near me seem directed towards a younger audience and I want something that is appropriate for me and where I can shop for my daughters as well

Message to moms: Our boutique has clothes for all audiences that are affordable and of good quality



We chose to place a banner ad in a local high school because it will be seen by moms going to watch their students in their sports and let them know about DylanNICOLE's existence

Outreach

Perception of moms: I've heard a couple of others shop at the store but when I checked online, there weren't many reviews

Message to moms: We are a brand new store and showcase our items on our website or through our social media



Placing a flier in For Keeps Coffee will show moms catching up with their friends that DylanNICOLE is a great place for them to shop

Tourist Advertisements

Education

Perception of

tourists: I'm new to Waco (probably visiting Magnolia) and I don't know where to shop

Message to tourists:

Come to DylanNICOLE where we have options for everyone and are located downtown near a lot of other cool places



Web ad in Trip Advisor or something similar so when they are searching what to do in Waco, DylanNICOLE will appear as one of the options

Press Releases- Moms

*Dylan*NICOLE

For Release on May 15

Madeleine Barton
(830)-777-9190
madeleine_barton1@baylor.edu

DylanNicole Boutique to Host “Sip, Shop and Style” Event

The event is geared toward mothers of all ages looking to revamp their style

KEYWORDS: #Waco #Boutique #DowntownWaco #Style #Event

WACO, TEXAS — April 21, 2023 — A boutique in Downtown Waco plans to host an event in which the owner shares her style secrets. The event will take place June 1 and will be come-and-go from 10 a.m. to 12 p.m.

Karen Hansen, owner of DylanNicole Boutique, aims to provide a specialized shopping experience for all ages. A mother herself, she keeps up with current fashion trends while maintaining a timeless southern charm. With this event, she hopes to provide a space for mothers to relax and take time for themselves.

The event will feature:

- Mimosas for participating customers
- A small snack bar
- Hansen’s styling tips
- A personalized shopping experience

Press Releases- Tourists

For Release on October 14

Finley Hamilton
(815) 540-4270
finley_hamilton1@baylor.edu

*Dylan*NICOLE

DylanNICOLE Boutique has This Fall's Must Buys for Magnolia Silobration

Build your perfect outfit to stand out at the Magnolia Silobration festivities

KEYWORDS: #Waco #Boutique #ShopLocal #Magnolia #Silobration

WACO, TEXAS—April 23, 2023—This upcoming Silobration at Magnolia features a plethora of exciting events, but the most important part is how you look while you're enjoying them, and DylanNICOLE Boutique has everything you need to dress your best.

Located on Franklin Avenue, DylanNICOLE Boutique is next to popular eatery Union Hall and just a short walk from the Magnolia Silos. The boutique takes inspiration from the Magnolia lifestyle, making sure to include items that could be worn on multiple occasions.

DylanNICOLE features everything necessary to put together an amazing outfit. Owner Karen Hansen guarantees that you won't leave disappointed.

"Stop in to shop or just for a chat, we'll make sure you take a little piece of Waco with you when you leave," Hansen said. (not a real quote).

Press Releases- College Girls

*Dylan*NICOLE

For Release on September 10

Madeleine Barton
(830)-777-9190
madeleine_barton1@baylor.edu

DylanNicole Boutique to Host Event with Zuke's Tea Bar

The event allows customers of the tea bar to receive a discount on boutique clothing

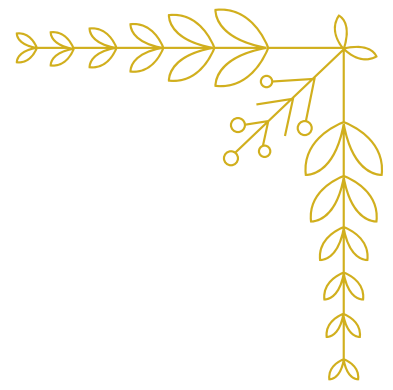
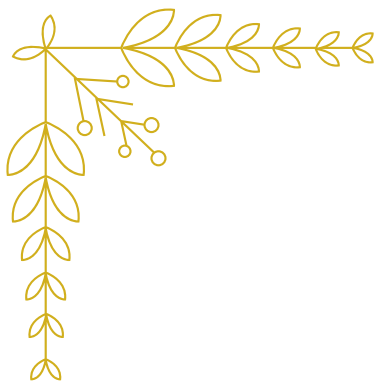
KEYWORDS: #Waco #Boutique #DowntownWaco #Style #Event

WACO, TEXAS — April 21, 2023 — DylanNicole Boutique in Downtown Waco plans to host an event in collaboration with Zuke's Tea Bar in Union Hall. Customers of Zuke's Tea Bar can present their cup of tea at DylanNicole Boutique and receive 15% off of their purchase. The event will take place September 17-23.

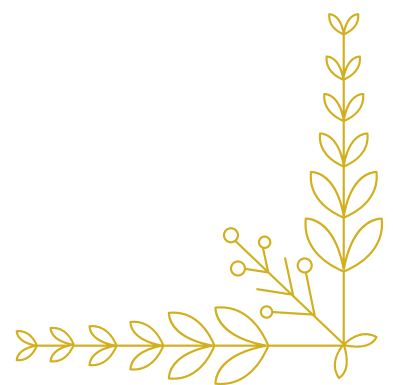
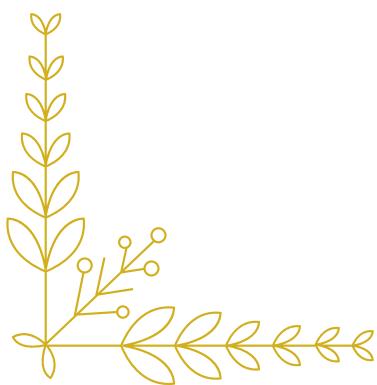
DylanNicole Boutique, just steps from Union Hall, aims to provide personalized shopping experiences for all of their customers. The event is meant to inform new customers of the centralized location of the new boutique and its plethora of clothing options for any occasion.

"We are a relatively new boutique, and have a lot to offer. We just need to get the word out,"

Hansen said. (not a real quote)



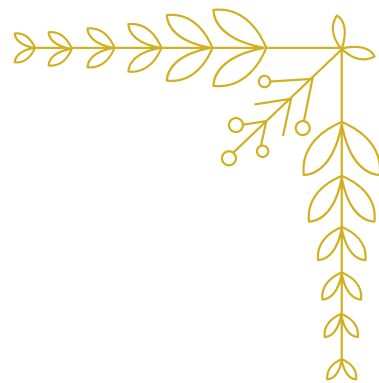
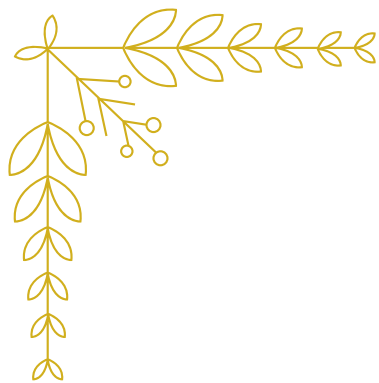
Numbers to Know



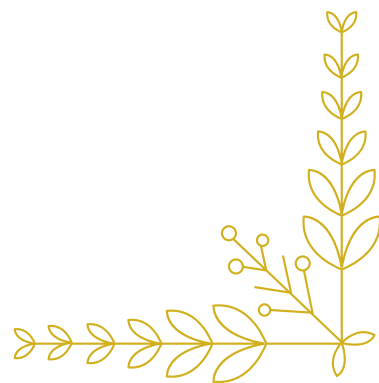
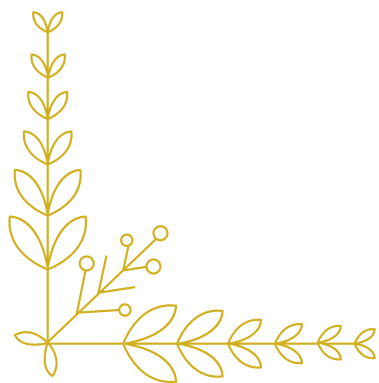
Budget and Measurement

\$499 per year– ad on TripAdvisor
\$50– refreshments for “Sip, Shop and Style”
Event
\$500– local high school sports sponsor
\$250– Sorority Challenge

Implementing this budget allows the business to keep money in mind while also reaching the most amount of people. While the TripAdvisor ad and the local high school sports sponsor are on the pricier side, those ads will be the ones that are reaching the most amount of individuals. The sports banner will reach those in Waco, while the TripAdvisor ad will reach those looking to visit, which makes both equally valuable.



Final Thoughts



Summary

In conclusion, we believe that DylanNICOLE does have a great brand and style of its own.

By upping its presence on social media and updating their Instagram to match more of a modern style, we believe they can better reach our target stakeholders of college girls, mothers and tourists. Hosting the events and placing the ads that we have created will be a great benefit to the success of the business, especially promoting it in relation to other established businesses like Magnolia and Union Hall.



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[New York Post](#)<https://nypost.com/2022/10/26/over-70-of-america...>

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