



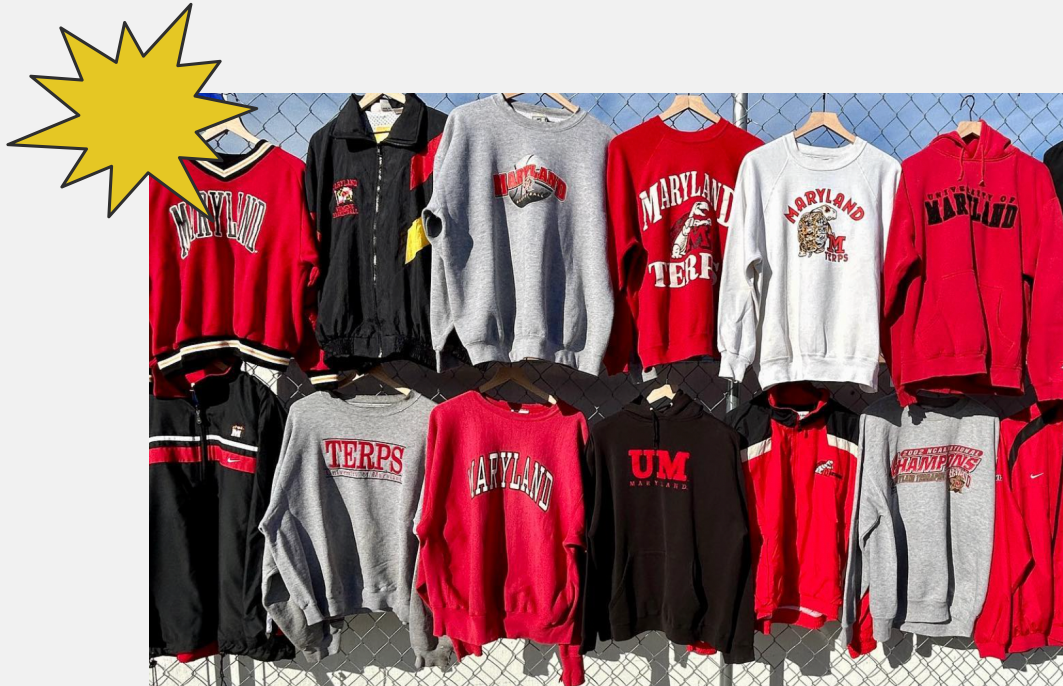
RETRO BOOMIN

“THE DIGITAL BOOM”



Zoe Armstrong, Malec Fahmy, Michael Giannella, Cara
Grazado and Abigail Kim

TABLE OF CONTENTS



MEET THE TEAM	2
EXECUTIVE SUMMARY	3
APPROACH	4
DELIVERABLES & TIMELINE	7
CLIENT INFORMATION	8
RESOURCES	8
CONCLUSION	9

MEET THE TEAM



ZOE ARMSTRONG

Zoe is a junior studying Marketing and Supply Chain Management, with a minor in Real Estate Development. She enjoys strategic design and digital marketing!



MALEC FAHMY

Malec is a senior Finance Major, ready to sell and develop whatever comes his way! He enjoys marketing and advertisement and is intrigued in helping small businesses grow.



MICHAEL GIANNELLA

Michael is a senior Supply Chain Management and Marketing double major. He enjoys helping small businesses grow into something special and unique.



CARA GRAZADO

Cara is a junior Marketing and Supply Chain Management student, with a minor in Real Estate Development and a focus in Strategic Design.



ABIGAIL KIM

Abby is a junior Marketing major. She looks to pursue a career in sales and enjoys digital marketing!

EXECUTIVE SUMMARY

Introduction

Turtle Labs is committed to helping Retro Boomin achieve its goals of transitioning from a primary offline flash retail business to a thriving online e-commerce platform. Combining our knowledge in digital marketing, branding, and e-commerce strategies, the Turtle Labs team is confident and well-positioned to guide Retro Boomin through this transformation.

In this proposal, our team outlines a comprehensive strategy to elevate Retro Boomin's online presence, increase brand visibility, and drive sales. By leveraging targeted digital marketing tactics, implementing a consistent content strategy across social media platforms, and providing detailed suggestions for the brand, we aim to help Retro Boomin become a leader in the vintage clothing market.

Goals

Increase Visibility

Currently, Retro Boomin is a local, student run business on the University of Maryland campus in College Park. The scope of the customer base spreads throughout the students, however we plan to help the brand expand past the college town.

Move Online

The majority of current sales come from pop-up shops and visitors to their physical store front located in an on-campus student apartment building. Retro Boomin seeks to move their primary sales to an online, e-commerce model, allowing for a larger audience, and simplifying the process for customers.

Drive Sales

By increasing visibility, and adopting an online a sales model, we hope to achieve out primary goal of growing the business overall, and driving sales through the roof.



APPROACH

INCREASE VISIBILITY

The first step in our approach is contingent on our ability to attract more customers to the Retro Boomin brand. We want to create an audience that can sustain an online store front, and we believe that finding new buyers in different locations or markets is the way to do that.

Action Items

Create a content calendar

Making a content calendar guarantees a steady stream of tailored material that is in line with sales goals. This can improve communication and execution by proactively scheduling content ahead of time. In the long run, a content calendar serves as a road map for successful marketing initiatives that promote audience interaction, establish brand credibility, and ultimately increase sales.

Implement Ambassadors

Retro Boomin brand ambassadors can play a crucial role in strengthening visibility and reputation by reaching new audiences. Additionally, these ambassadors can promote brand loyalty and long-term engagement by providing insightful feedback. Brand ambassadors are powerful advocates who can spread Retro Boomin's message, encourage interaction, and make important impressions.

Seek more pop-up locations

Expanding pop-up shop locations can be a game-changer for Retro Boomin since they provide exposure to a wider range of markets and new audiences. Since Retro Boomin stayed local so far, they can have the chance to increase sales and profits at every new location. In addition to increasing brand awareness, these pop-up stores can be looked at as trial runs for future permanent locations.



APPROACH

MOVE ONLINE

Currently, what Retro Boomin is lacking is a functional brand website and online store front. In the past, all sales have been made through in person pop-up shops or at their physical location on the UMD campus. Some clothing drops have been made available through informal Instagram posts that only allow for few shoppers to purchase the limited inventory. Implementing online sales will allow for more opportunities for customers to shop when they please, and also reaches beyond the physical location of College Park.

Action Items

Document current inventory

With the overall goal of moving Retro Boomin to a mainly e-commerce business, documenting all current Inventory will be essential. This will include setting up a functional system to not only count and document current Inventory but also prepare for any and all Inventory that will come in. This system will make it more efficient for when the business is online to keep track of what is still able to be sold, what has been sold, and any new inventory the business curates. This will help to increase efficiencies in shopping for the customers as well as the business as they navigate the early stages of an e-commerce market.



Create a Retro Boomin website

With the help of founder Ethan Pham, and our digital marketing team we will curate a Retro Boomin website equipped with its own domain that allows customers to purchase products directly through the website. While creating this website, accessibility will be a top priority to ensure all customers or potential customers can easily navigate the site. The site will have a design element that align with the brand's aesthetic as well as its goals, and beliefs. The website will also allow us to run google analytics diagnostics in order to gather data on the overall success and traffic of the website. In the long-run this website will be the main point of sale for Retro Boomin.

APPROACH

DRIVE SALES

The previous two goals work together to hopefully achieve the primary goal of Retro Boomin, which is to expand the business' prosperity and drive sales. As our approach has outlined, offering more places for customers to shop, and expanding out of the UMD community are both ways that Retro Boomin can drive their sales higher. This goal is what we are focused on, and hope that our approach finds success for the business.

Action Items

Promote all of the changes








While Retro Boomin goes under a change as they expand their business' prosperity, It is essential all of these changes are promoted in order to continue to drive sales. This will include utilizing existing platforms and points of sale to reach target audiences and alert them about the changes and growth coming for the business. This will create buzz and excitement for what is to come as well as have the potential to expand to an even bigger demographic and target audience further driving sales. Utilizing Instagram and upcoming pop-ups to discuss and promote these changes will engage customers about upcoming products and features.



DELIVERABLES & TIMELINE


As part of our BMGT484 - Digital Marketing curriculum, this project follows a specific time line that will conclude at the end of the semester. Deliverables include written pieces with specific deadlines, along with action items that our team aims to achieve.



-  **Strategic Marketing Plan and Scope of Work**
Wednesday March 27
-  **Marketing Plan Business Summary**
Monday April 1
-  **SWOT Analysis**
-  **Market Analysis**
-  **Summary of Findings and Actionable Proposed Next Steps**
Thursday April 25
-  **Customer Persona and Journey Map**
-  **Final Report**
Wednesday May 10

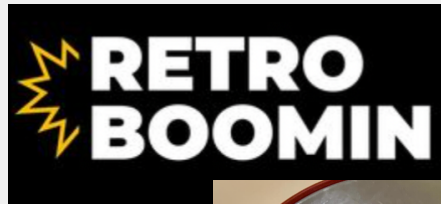
CLIENT INFORMATION

 **Business Name:** Retro Boomin

 **Client:** Ethan Pham - CEO
Ethan is a Senior Information Science Major at the University of Maryland, and the founder of Retro Boomin as of December 2021.



 **Email:** apham125@terpmail.umd.edu

 **Phone:** 703-896-2340



RESOURCES

Some tools that our team needs for success in this project:

-  Access to current marketing materials and social media
-  Full inventory of product mix, including a photo, item description, size and price information
-  Branding materials, font and color scheme, as well as file copies of the business's logo and pictures used for advertising

CONCLUSION

In conclusion, this proposal outlines a comprehensive strategy devised by Turtle Labs to assist Retro Boomin in its transition from a primarily offline flash retail business to a thriving online e-commerce platform. By leveraging expertise in digital marketing, branding, and e-commerce strategies, Turtle Labs aims to elevate Retro Boomin's online presence, increase brand visibility, and ultimately drive sales. The proposed approach includes initiatives such as expanding pop-up shop locations, creating a content calendar, establishing brand ambassadors, documenting inventory, and developing a user-friendly website. These strategies are designed to attract new customers, streamline operations, and promote Retro Boomin's growth in the competitive vintage clothing market. With founder Ethan Pham's collaboration and the digital marketing team's expertise, Turtle Labs is confident in the success of the proposed plan. Through careful execution and ongoing promotion, Retro Boomin is poised to achieve its goal of expanding prosperity and driving sales, marking an exciting new chapter in its journey.

