



Manhattan Collective



MARKETING STRATEGY

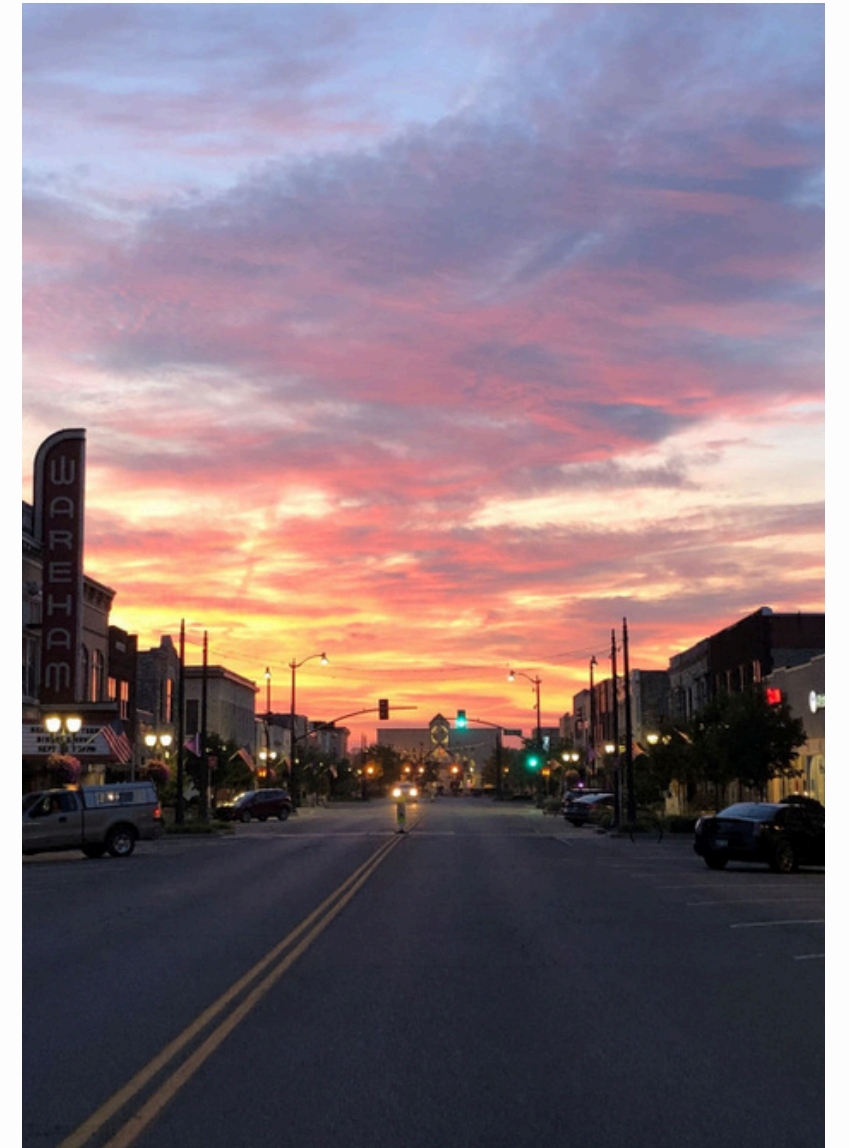


Introduction

Introducing Manhattan Collective, a one stop shop in Manhattan, KS for chic business and formal wear. Renting, or buying, we house styles for every woman, and every preference. While our rental program works to cut fashion waste, and reduce overconsumption, we are working to pave the way for everyone to have a more sustainable wardrobe. Manhattan Collective will host a grand opening on

May 3rd, 2025, in downtown Manhattan, KS.

Tagline: “Effortless Style, Sustainable Smiles”





Sales and Special Promotions

Memorial Day Sale

- May 22nd through May 24th
- 10% off entire store

Senior Students Discount

- May 15th through May 18th
- 25% off entire rental/purchase
- Show proof of graduation

Back to School Sale

- August 15th through 17th
- College and high school students can receive 15% off with school ID



Social Media Platforms

Instagram: @manhattancollective

- Using high quality images and videos to showcase our products and services
- Utilizing Instagram stories to share behind the scenes, content, promotions, and engage with our audience
- Informational classes on our story
- Utilizing Instagram live

TikTok: @manhattancollective

- Posting styling videos
- Behind the scenes of decorating the store leading up to the opening
- Staying up with trends relevant to our brand to increase engagement

Facebook: @manhattancollective

- Share of mix content types: videos, images, and polls
- Use Facebook Events to promote upcoming sales, events, and workshops
- Utilizing Facebook live

Traditional Marketing

RADIO ADS

MANHAPPENIN
MAGAZINE

FEATURED
ON
MANHATTAN
MERCURY

FLYERS ON
POYNTZ &
AGGIEVILLE

EMAIL FOR
WEEKLY
NEWSLETTERS



Events

Special Events:

- Giveaway when open (include things like free alterations on first purchase, Steve's Floral Arrangement, local restaurant gift card (Nico's), Trinkets from ACME, anything local)
- Once every two months (or when there is a special occasion like hitting a specific follower goal) we will host a party with snacks and drinks and possibly even a special promotion during this time

Event Marketing

- Set up a booth or pop-up at the Manhattan Fair
- Have a booth at the farmers market
- Set up a pop up at Bellus Academy during Greek Week for sororities

Collaborations

- At Kansas State Career Fair, set up a booth and hand out special coupon cards for people who come to see us. We will let them know about our business and the opportunity for them to get set up with a new wardrobe post grad, or for an upcoming internship
- We will visit Kansas State Fashion Studies classes to talk about our business plan, hand out coupons for fashion students and talk about the opportunity to become a brand ambassador for our business.
- Collaborate with the fashion department at K-State to have field trips to the store for an in-store experience. During this event the students, depending on the fashion course that comes, will learn about our circular economy strategy of our renting program and how we source our goods. Examples of classes that could collaborate for this special event could be the Supply Good Supply Chain Management, Retail Business, and Digital Communications. The retail class of the fashion program can have a merchandising collaboration where they learn about window displays and even get to style out window displays. Digital Communications could be a part of our social media. The students will receive a coupon as an incentive to come back for their personal use.

In store services

- Assisting customers in determining their size when they are uncertain about fitting into our products
- Providing personalized recommendations on coordinating clothing items for cohesive outfits
- Guiding customers who are unsure what to wear for specific events by helping them select suitable inventory

Brand Ambassadors



Brand Ambassadors are required to create either a post, story, or reel two times a week. Each posting will be reposted to our social media platforms.



There will be a brand ambassador program for K-State students. Through the program students will receive 50% off clothing rentals for creating content for social media classes and posting twice weekly.

Weekly Posting Strategy

Monday

New Arrivals Posted to Instagram & Facebook

Tuesday

Tik Tok Tuesday: BHTS/ Styling, Decorating Store

Wednesday

Upload a Class to Instagram & Facebook Stories

Thursday

Promotions: Sales of the Weekend, Interactive Polls On Instagram & Facebook

Friday

OFF - Repost Customer Posts

Saturday

Live Videos Through Facebook & Instagram

Sunday

OFF- Closed

Social Media Marketing Posts

- Classes on Wednesdays include content such as how to hand sew a basic hole, how often to wash clothing (jeans, active wear, faux leather, and even shoes), how to style trends, educate public on sustainability in the fashion industry, talk about our business model and how we work to combat over consumption and fast fashion
- Livestream on Saturday - Come shop with us! Let us show you our new product styled, and watch for our flash sales through live on Facebook & Instagram every Saturday
- Tag our social media in your post every Friday for a chance to be featured on our Instagram



Thanks!

