

# Every Thing Goes

## **“Mastery”**

(to the workers and managers)

*“You possess a kind of inner force that seeks to guide you toward your Life’s Task— what you are meant to accomplish in the time that you have to live. In childhood this force was clear to you. It directed you toward activities and subjects that fit your natural inclinations, that sparked a curiosity that was deep and primal. In the intervening years, the force tends to fade in and out as you listen more to parents and peers, to the daily anxieties that wear away at you. This can be the source of your unhappiness— your lack of connection to who you are and what makes you unique. The first move toward **mastery** is always inward— learning who you really are and reconnecting with that innate force. Knowing it with clarity, you will find your way to the proper career path and everything else will fall into place. It is never too late to start this process.”*

— Robert Greene, *Mastery*

Ideally, this is WHERE the success of the businesses lay. A happy worker and happy manager are the keys to successful businesses, especially smaller businesses with direct, face-to-face, daily contact with customers. I’ve made a point to ask most of the workers where their heart’s calling is and have added this into this plan.

PLAN  
PLAN  
PLAN  
PLAN  
ACTION

# Marketing Plan

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“Customers will never love a company until the employees love it first.”

- Simon Sinek

## Overview (aka **Executive Summary** Overview)

The ETG businesses have broken even for two months consecutively. This means it is time to “**Supercharge**” (< *This phrase was coined by Eric*) the ETG Stores. Now is the time.

In my limited understanding, the businesses are behind over \$140,000 (please don't quote me on this, it may be much more). This means that in addition to recouping **sunk costs**, there should be an effort to taking the businesses back to optimal economic health at

1. 15% increase per business, per year (is normal business growth) and,
2. Recoup lost revenue (4Q 2017 - 1Q 2018) due to unknown factors and,
3. Assure the stores are delivering the SI community what it needs, wants and desires.

This effort was and is to assure the businesses and community remain, not only stable, but growing in a healthy way. If another incident of consecutive months of losing revenue occurs, a reserve of \$280,000 or more should be accrued and held to assure the businesses and overall community remain stable until, at that point and time, new marketing adjustments are made.

I break businesses and its situations into 4 variables in term of their public market effectiveness:

- [Branding](#) (intangible beliefs, values, attitude and lifestyle)
- [Design](#) (tangible care and attention to detail of the business, appearing cross platform)
- [Communications](#) (intangible: how workers and manager speak to customers and clients)
- [Advertising](#) (tangible care and attention to detail of the business, appearing cross platform)

Click the links above to find out more about the A, B, C, Ds of business. The ETG Stores rate as follows:

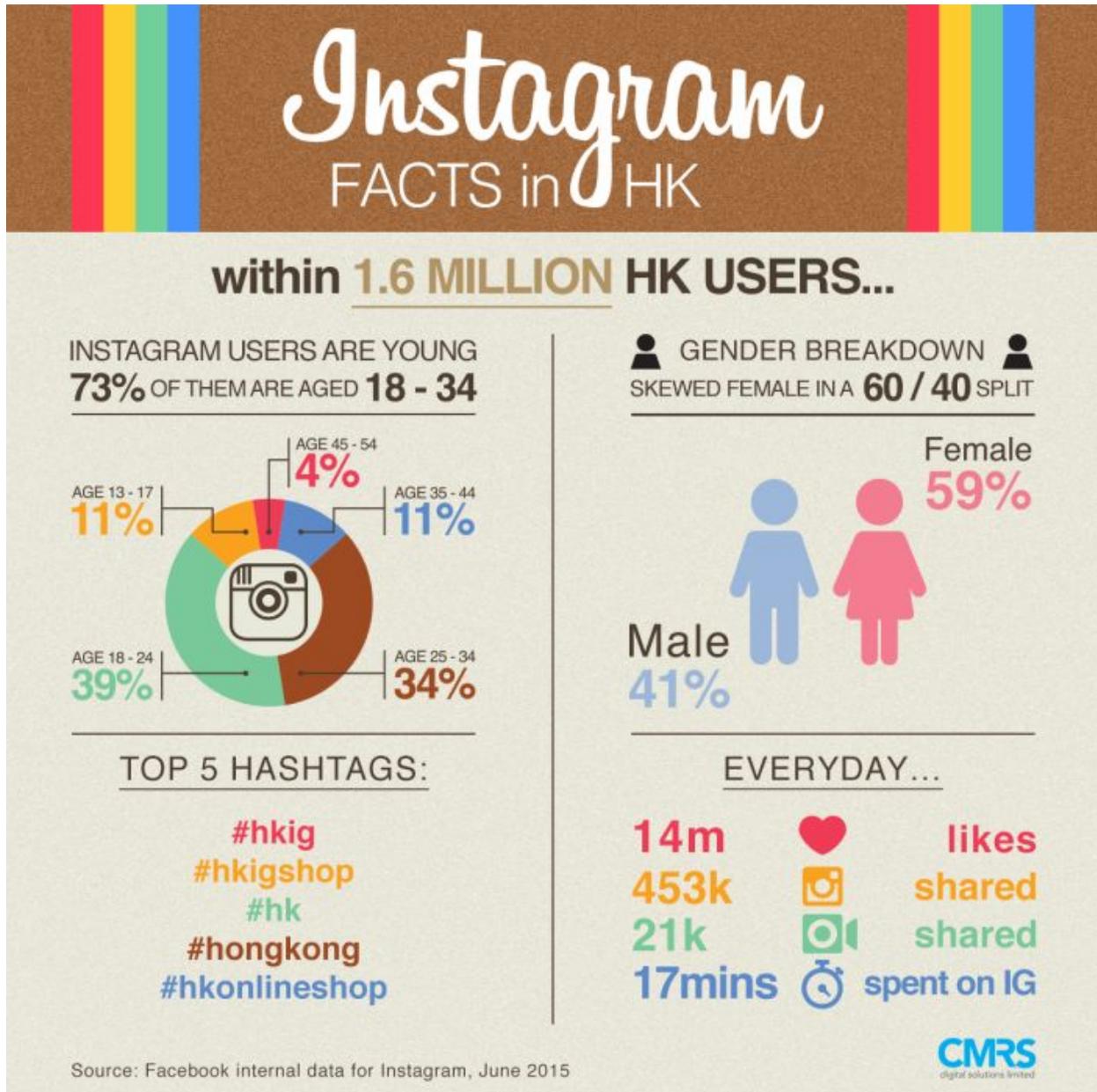
	<b>Branding*</b>	<b>Design*</b>	<b>Communications*</b>	<b>Advertising*</b>	<b>Total</b>
BookCafe	7 pts.	11 pts.	7 pts.	5 pts.	30
Clothing	8 pts.	12 pts.	9 pts.	10 pts.	39
Furniture	7 pts.	9 pts.	11 pts.	8 pts.	35

*\* Each segment occupies a rate of 1- 25 pts. All four segments could total 100 points. Business would be perfect.*

With these four business tools operating in harmony, any business can understand how they will be perceived by its customers in any given market. The customers are the money so when the money isn't coming in, GUESS WHAT? The customers aren't happy.

This is providing that the business at least have a decent or good product or service to offer. Once they either, fix the broke segment (weaknesses) or spend time accentuating their strengths, they can become more profitable. Much more profitable.

**DO NOT ADVERTISE.** Use Instagram instead. You'll never find an AD in a newspaper doing as well in traditional media as you could with **Instagram:**



Traditional advertising, like the US retail markets are dying a new death to new technologies. I.e., FaceBook killed the media, Amazon killed retail.

# Target Market

**First:** Thrift Shoppers, Bargain Hunters and Cheapskates.

**Second:** Tourists (5 million in 2018), Visitors, Millennials

Instagram have consistently shown that the ETG Stores have a largely female audience 60% female, 40% male. The stores have a primarily male veneer to them aesthetically and it would behoove the customers and benefit the businesses to have more of a female touch in general.

Your Instagram Demographics are mostly female between the ages of 18-35. Their earnings are between \$30K - 70K and this represents the newbies to Staten Island. Their lifestyles are Experiencers and Achievers. These lifestyle, overall, represents 51% of the NYC population. The future of this Staten Island (St. George) can be seen as a new hub if they begin to embrace Innovation (technological and aesthetically). The ETG Stores have an opportunity now to be seen as innovator and leaders rather than followers. The traditional ways of making money are changing. The traditional ways of service are more demanding. We have a real opportunity now to truly make a difference.

- First: Bargain Hunters, Thrift shoppers and Cheapskates
- Then, move it to tourists, visitors and Millennial shoppers

# Goals

This marketing plan is incremental offering up a 20%, a 50%, a 100% and a 300% increase providing that the advice is taken to action and execution. The advice I am giving here is slightly flexible, inexpensive (20%, 50%) and relatively easy to follow. The goal for me is to get into the (100% and 300% ranges within 6 months.

A good marketing plan targets prospects at all stages of a sales cycle (**Quarter**). Some marketing tactics, such as many forms of advertising, public relations and direct marketing, are great for reaching cold prospects but are dying to technology. Warm prospects are current customers —those who've previously been exposed to the ETG Stores previous marketing messages and customer that you've met, The hottest customers are those who look at the EXPERIENCE offered are the stores. Generally, this direct question and answer exchange that happen at the store combined with cleaned stores and newer items will increase sales. .

To complete the marketing plan effectively please read the Marketing Strategy through and through. Ask me questions and I will give you answers whether you want to hear them or not. I'm truly here to help and get results. This is my M.O. (Modus Operandi). I generally disdain tactics when we've had the luxury of time and planning to actually develop a strategy. hen include a variety of tactics you'll use to reach prospects at any point in your sales cycle. For example, you might combine outdoor billboards, print advertising and online local searches to reach cold prospects but can use email to contact your warmer customers. Use Instagram if you want to get actual customers coming into the stores.

To identify the ideal marketing mix, find out which media your target audience turns to for information on the type of product or service you sell. I say it's Instagram but I don't know it all. Avoid broad-based media—even if it attracts your target audience—if the content of the Instagram posts aren't relevant. The marketing strategy is HOW to reach your customers where they'll be most receptive to messages.

# Budget

We'll need to devote a percentage of projected gross sales toward a real marketing budget (Instagram or Public Relations. and to make VISUAL improvements and upgrades to the stores. There's plenty of old wood all around the properties which could be painted and repurposed in the store. This repurposing of wood in a 3Rd Wave thing to do. The Millennials will appreciate this like nothing else.

As you begin to gather costs for the marketing plan outlined here, you may find that it is impacting the budget. Simply place the additional funds into improving the ETG Stores and have someone dedicated to doing the Instagram pictures, captions, hashtags and tagging. The key all the plans is to never stop marketing on Instagram—don't concern yourself with the more costly ads or flyers until you can comfortably afford them.

Customer Analysis, again.

There are many types of customers who are looking for particular types of experiences:

- bargain shoppers
- Thrift shoppers
- Then, it will move over to tourists, visitors and Millennials

We'd need 1500 more (monthly) customers coming into the ETG Stores on a regular basis, twice a month, and half of those as repeat customers.

Thrift shoppers are looking for *a deal, that canary in a coal mine, an amazing find, a hidden gem*. Thrift shoppers are bargain hunters, thrill and adventure seekers, and ideally we'll want to be able to tell a story about their experience.

Their decision making process (in terms of purchasing) is ultimately about storytelling so we create a story for them to tell. They then want to tell others of their battle to find something amazing that they didn't know they would find and how cheap they bought it for. Yes, this does mean that they got over (bought something for less than what they should've paid for it) and HOW THEY WON THE WEST. Think of the gold rush of 1849 and why people left their homes, moved west because they heard that there was gold in the hills. This is ideally how the stores can occupy their lifestyle instinct.

We can create this phenomenon at the stores by creating mysteries. This will generate more money faster and keep products flying off the shelves at the stores GOLD RUSH.

The customers will focus on the products that have the best deal. This means we want to push volume in massive volume to regain the lost audiences and this will create a word-of-mouth to get new customers. The market position that is available comparatively to other thrift stores on the island is to be the cheapest. The cheapest can win this one. Yes, this lifestyle segment on SI is available.

If the ETG market position is the best prices for good wearable or collectible books and thrift items, the ETG stores can re-engage their audience that they have previously lost. People buy more and seldom pass up a good deal when they see one which they feel is worth going into debt for.

The cheapest and best price will create returning customers. This was the strengths of the businesses back in the day.

After some time has passed and the Empire Outlets mall opens, the affluence of the typical local shopper will change dramatically. The stores should be ready for this dramatic shift. Higher priced items can be either produced (baked) and used items can be sold for a greater profit.

The first thing that needs to happen is to re-develop a word-of-mouth campaign surrounding the ETG Stores. Once that has taken a greater hold (through Instagram) in the public consciousness, the plan should shift. Only through re-emerging the ETG Stores as a viable force, good deals, fair prices then a premium price point can become available, slowly and over time. A new market segment (customer) will be addressed.

- Goals: to increase the stores income 20%, 50%, 100%, to 300%.
- Focus: Do more sales, lower the prices now, offer coffee and candy
- Culture: 1. the bargain and thrift shopper 2. Tourist and Millennials
- Strengths: Historic business, good service, cheap prices for used stuff.
- Weaknesses: Old aesthetic, food = old, experiential design is poor.
- Market Share: Lost considerable market share over years (PP high \$).

# Every Thing Goes (Plans)

## Book Cafe

### 20% increase

**Run continuous sales throughout the summer. Post on Instagram 2xs per day.**

1. It is better and easier to re-engage customers that were lost rather than re-engage new ones.
2. There is going to be a smaller section of the Empire Outlet (EO) mall opening later this year.
3. The EO mall has also put local businesses on a little map that they are handing out to pedestrians and tourists and they have live music playing on the weekends. The ETG stores may not have been invited because it doesn't fall within their visual criteria aesthetically or is a block or two out of their designated area.
4. Couple the ongoing sale with an Instagram IG campaign. To make this IG campaign absolutely amazing: On occasion you were given books that are worth more than \$50 all the way up to \$200. Take one or two books that you have found are "Winners" and hide them in the shelves of the bookstore. Take a photo of the book and hide it somewhere in the stacks. When the person finds it, they only have to pay \$10 for the amazing find. See if you can photograph them and put it on Facebook and IG which you would also tag their name.

This "running of continuous sales" may sound inconsistent and counterintuitive with running a profitable business. The thought behind this is "*If you want to make more money, raise the prices!*" The Truth is that it is the case where charging more per item DOES NOT MEAN making more money. It means losing customers that came because of the great finds they have found.

They were treasure hunters yet, you have removed the treasure hunting away from them. Remember: It is the Customers that are the ones carrying the money. They are essence of the business.

## BOOKSTORE

I am an old, well-established thrift store selling used books. From my customers perspective, they know that the books were either donated and given to me for free. Charging anything more than a couple of dollars for used books is viewed as ripping people off or taking advantage. It's just not cool. I want to be cool. I need to be cool. Let's make bookstores great again.

The store has an epic backlog of books that it is taking up valuable real estate which could be rented upstairs. This means I lose money twice.

1. First, the prices of books should be priced to fly out of the store.
2. Secondly, the rooms upstairs should be emptied and set up to rent.  
Both these steps would generate at 20% increase for the books store and cafe.

## Book Cafe

### 50% increase

**Consistently post on Instagram 2xs per day. Show musicians, events, food offering, cafe drinks, books, and customers, etc...**

Once a 20% increase plan is fixed and moving, it would be very wise to launch and sustain a permanent Instagram (IG) campaign according to the directions and instructions and following the IG criteria enclosed in the next plan. This will lead to an additional 30% increase adding up to 50%. If you want to make money, **AVOID DOING FOOD**. Food Labor is costly expensive and requires a machine-like staff. In the restaurant business, it is called The Line. The people who can handle anything in the food business have a very particular mentality that is completely different than normal people. Most people aren't cut out for it. It's stressful, demanding and costly. I suggest that all food be a **grab-and-go** type of option.

### Why?

If 5, 10, or 20 people come in:

- DO YOU HAVE A WAY TO HANDLE THIS efficiently and effectively?
- Are you going to run out of food stuff or supplies?
- Do you have everything you need, on hand and ready to go?
- Are plates, forks, knives, cups, spoons, lids, seating, hot prep, cold prep. ready TO GO?
- Do you have enough bread, wraps or tortilla shells?
- Do you have delivery service on HOT weather days, on COLD weather days?

If you answer NO to any of these questions, then you may not be ready. I'm just sayin'.

### THE FOOD BUSINESS HELL ON EARTH

The main reason to stay out of the food business is because when (not if) you have a few bad days or week, **your online reputation will suffer**. Another good reason to stay away from this are **the hours you are open**. Another good reason to stay away from the food business is you **don't have a proper chef or experienced cook** on hand. Another good reason to stay away from the food business is because you aren't ready for delivery and if you look at the way online sales have tripled vs. in-store dining experiences, should be all you need to know why the food business will be worthless to the development of the store. The last and best reason to stay away from the food business is that Food Consistency needs to be perfected and ultimately, you can only make 3 times the amount you pay for food. It's a nightmare.

### INSTAGRAM (IG)

**2 photos in Instagram per day keeps the customers alerted and engaged all day.**

In Social Media we do things in a very particular way. Certain **Hashtags** (14-28) will do very well but there's a particular set of hashtags that do better than others. Always **Tagging** (7-10) people is critical too. Then, you want to spend 2 hours per day going through and liking and commenting on others photos.

Naturally, this all depends on the image that is used and it depends on the type of business. There are also times of the day and days of the week that do much better as opposed to other times and days.

**Instructions for this IG campaign will be included later in a separate plan.**

## **Book Cafe**

### **100% increase**

**The coffee needs to be brought up to typical CAFÉ STANDARDS. Add Ice Cream.**

There is an order to launching a successful IG campaign that will generate a 100% return. Before that happens, some physical changes will have to be made, inside and outside of the stores.

In this 100% plan, the coffee drinks needs to be brought up to par. It isn't now. It's a hit or miss depending on who the server is. I suggest putting together a barista manual and have the staff, practice, practice and practice.

The proofs and theories behind this had everything to do with the presentation I did at the BookCafe last May, 15, 2018 called "*Culture Eats Strategy for Breakfast.*" There is no doubt what the 3rd Wavers did in Williamsburg and Astoria that made them unique.

What is a 3rd Waver? Answer: [https://en.wikipedia.org/wiki/Third\\_wave\\_of\\_coffee](https://en.wikipedia.org/wiki/Third_wave_of_coffee)

In that presentation, May 15, I outlined what a 3rd Wave Cafe is and what it is not from a surface level. The interior design aesthetic has everything to do with an seemingly unspoken language regarding the materials and colors used in both the interior and exterior design.

There is a shit ton of wood on the properties and outside the houses here. This wood is perfectly weathered which would be perfect to establish this 3rd Wave idea. I suggest starting with the counter.

So, if the design of the cafe and the food offering were both up to speed with the 3rd Wave aesthetic and look the increase would be double what you are making today. The aesthetic is instagram ready, meaning that is it something cool to photograph and place up on Instagram.

These 3rd Wave Cafés are now commonplace and rampant in our NYC culture. They were opened by Gen Xer's and Millennials. There are very, very few done correctly in Staten Island (NYC's forgotten borough). So, Millennials and young tourists would flock to the book cafe. The best part is that the *ideals and values* intrinsic with the beliefs at the BookCafe already are perfectly in line with the 3rd Wavers. Do the right thing for the planet, organic coffee, free trade coffee. Even the fact that the cafe sells Used Books are a very 3rd Wave thing to offer and sell. The values are already aligned.

In fact, all used items are 3rd Wave thing to do and sell. The ETG Stores just so happened to be years ahead of the curve. Now the aesthetic and protocol of the ETG BookCafé just needs to catch up. There are specific aesthetics which are generally expected in terms of SHOWING a belief and that starts with your coffee offerings and making sure that they are up to par.

There are at least 15-18 coffee drinks (Josiah knows) just to get the BookCafe up to par with the 3rd Wave thinking and protocol. 3rd Wave Espresso and Cafe offerings have been elevated up to amazing new levels in care and attention in an almost psychotic obsessive attention to subtlety and detail. This movement has been heavily adopted by the Millennial generation (your future customers). This care and attention to service and offerings combined with a corrected form of proper barista service would make the BookCafe more than just a local coffee place for the locals and heroin addicts from the park across the street. The idea is to make the BookCafe into a true destination (see the next 300% increase plan).

### **Add Ice Cream**

There is an ice cream store around the corner from the BookCafe (Tip the Wagon). Aviva and I went into to speak with the owner over a month ago. I have his card. He said that he has met and spoken to Steve and Katie for a while. He purchased a cooler for them over a year ago and was ready, willing and able to partner up with them for all long time. His ice cream is amazing and although I could see some improvement, he uses only the absolute best ingredients from Italy. He said, that the cafe didn't have room for the little freezer he purchased for them. It will hold only two ice creams.

## **Book Cafe 300% increase**

**[Brands](#) do better than commodity-based businesses (see link [here](#)).**

**The BookCafe sells something NO ONE else on the planet has.**

**Foodies naturally flock to cool destinations.**

This 300% increase is far easier than you may think. It sound far more intimidating than it actually is. People think this is impossible but it's actually easier to do a 300% increase than it is for businesses than aspire toward mediocrity and just try to get by.

Currently

The cookies are moving slow. In fact, they usually get hard and old before they sell out. This creates a huge problem in terms of how they customers are treated on a deeper emotional level.

For me, a customer is more than a customer, they are actually someone's family member, friend or loved one. The customer is the one that bring their money to the business. I care for them even if they don't deserve to be cared for. I trust them even if they don't deserve to be trusted. But, that's just me.

The customer is not someone outside yourself. When we shop we become the customer. How do we like to be treated? When you sell them old cookies, you are really saying to them, ***we don't really care about you on any deep level*** except that you are a customer or a small denomination of money or a just a number on our clicker. < This, is the underlying message. Even the stupidest of people know when they are being mistreated or ripped off.

Some of the food gets thrown out each week because of spoilage. For me, this simply means that the foods you are trying to sell just isn't working for the Cafe.

## So what are your options?

I've opened and repurposed many dessert places in Astoria in the last 5 years. I got a "feet on the ground," street smart education from dozens of places (of Greek (8), Coolster (2), Arabic (4) origin) there. Back in the early 2000s in Williamsburg | Brooklyn, many businesses were opened by either friends, clients or advertisers. Each had their own spirit and each one that is still opened today had a very unique idea.

Perfectly suited for the SI area over the next few months (before EO opens) is a 3rd Wave style DESSERT place that has excelled at one notable and epic item that no one else has. Once the baking is done, is a **grab and go. Grab and Go** food items are easy (prep. time) and highly profitable (and last longer). Premium and unique food products are worth their weight in gold. Foodies travel across boroughs to go and experience that food thing. Foodies travel from Brooklyn, Long Island, Queens and Manhattan to get to remote places to try the food thing.

Along with monolithic companies in the food business today, aside from fast food chains which are closing down in epic numbers over the last and next two years, dessert businesses are a safe and easy business to create. Plus, it's a treat.

## So what is that one BiG thing?

I say: pastries infused with a really rich espresso and coffee flavor.

Why?

Americans consume epic amounts of coffee and now teas are seeming to get an uptick in the culture. No one else has this particular thing as an offering. With an 8.5 billion dollars mall opening down the street, I believe now is the time for someone to embrace this idea and run with it, before someone else does.

See the chart on the next page....

# COFFEE-CRAZED AMERICA

AN INFOGRAPHIC ON COFFEE CONSUMPTION IN THE U.S.



The U.S. imports  $\frac{1}{3}$  of the world's coffee production

caffeine is the world's most popular psychoactive drug



That's more than **\$4 billion** in coffee a year

& coffee represents

**75%**

of caffeine consumed in the United States

Americans consume **450 MILLION** cups per day & **150 BILLION** per year



That's 300,000x the amount shown above

**3.1** average cups of coffee a day per person



**\$164 BILLION** the amount of money American consumers spend on coffee each year



**52%** of coffee drinkers would rather go without a shower than a morning cup of coffee

3/5 OF AMERICANS SAY THEY NEED A CUP OF COFFEE TO START THEIR DAY

The only two places in the U.S. where coffee is grown

HAWAII

**65%** of coffee is consumed during breakfast hours

PUERTO RICO



Coffeemarvel.com  
Huffington post  
National Geographic  
Huffington Post



## 2018:

“Sixty-four percent of Americans age 18 or over said they had a cup of coffee the previous day in 2018. That compares with 62 percent in 2017 and was roughly on par with levels last seen in 2012, according to results of a survey commissioned by the National Coffee Association (NCA) released during the group’s annual meeting in New Orleans.”

Source: <https://www.reuters.com/us-coffee-conference-survey/americans-drink-coffee-at-the-highest-level-in-six-years-survey>

**Fun Fact:** The *Staten Island Yankees* was renamed to the *Staten Island Pizza Rats*.



This is a good example of a fun idea that is selling more products than ever before for Staten Island:

[https://www.silive.com/siyankees/index.ssf/2018/06/pizza\\_rats\\_merchandise\\_selling.html](https://www.silive.com/siyankees/index.ssf/2018/06/pizza_rats_merchandise_selling.html)

# ETG Clothing

## Clothing Store

### 20% increase

**Clothing Store: Thrift Clothing run a sale and when restocking, it's very important to pay close attention to the pricing of items. There is a gap between and good purchase and resenting that you paid too much for a thing after you've returned back home. We are entertainment, NOT IN THE SELLING clothes industry.**

1. The retail prices are too high. It's as simple as that. I've heard this from various thrift shoppers and bargain hunters in this community in particular. So none of us shop there.
2. Customers know you are getting donations, stuff for free or buying bulk items which come to you seriously discounted. They "feel" according to a perceived value and we all know a good deal when we see one and shopping at ETG is seldom a good "steal" deal.
3. I asked Lesley Anne what she thought was a the full price of everything that was sold on the blouse rack. She said: "\$150." But the items added up to \$736. So there is a disconnected between the value of the items perceived and what the actual price tags read.
4. 20% increase is very possible in this store if some pricing changes were made and then advertised through an Instagram campaign which focused only on the clothing.

## Clothing Store

### 50% increase

An increase of 50% is easy if the 20% increase plan were implemented and if some more visual thought and care were put into the the exterior appearance. The store could use a hipper aesthetic with better, smarter signage and curating the lawn with or without a fence. Lawn chairs and tables placed on the lawn would attract the passerby and lends itself nicely to outdoors seating.

If Clothing is the outer garment we wear to cover our bodies, in the same way, the exterior of a business is a preview of the price point and items available inside the store. Likewise, the exterior of a house is an outer manifestation of what is going on inside, at least perceptibly. People do judge a book by its cover.

The current condition of the store is not conducive to newcomers entering the store. The lighting need to be upgraded. The Hours of Operation need to be expanded to include Sunday. Sundays are the biggest shopping days of the week. By simply opening the store on Sunday, this should increase business by 20-30%. Closing Monday's and Tuesday's would be the best options for a five day work week.

## **Clothing Store**

### **100% increase**

This store has the most potential of all the stores, not for Staten Islanders but of the ETG businesses in particular. Comparatively speaking, the competition most resembling a cool, hip Thrift and Vintage store is a place called Nothing New. Nothing New (all the way on the other side of the island) has a remarkable and outstanding Yelp Reviews with a whopping 5.0 perfect rating. This means that their offerings, price point and service has excited customers that have been enthusiastically praised by the money, ur, I mean customers.

Their customer offering includes: free coffee, cups; milk and sugar, cookies, twizzlers, candies, water, soda both upstairs and downstairs. The store is also jam packed with all kinds of items which have a curated feeling (unique items) illustrating a sense of taste and atmosphere that is pleasing and exciting. It's very hard to walk out of that store without buying something. There are items from 50¢ (knick knacks) to \$200 (cabinets and bureaus) and their dressing rooms are clean, organized, theme-centric and unique. There is pleasant music playing both upstairs and downstairs. The were infused aromas throughout the store.

There is nothing gypsy or haphazard about the displays and as chaotic as it is with so many items placed everywhere there seems to be great care placed with attention to an aesthetic appeal for each and every item.

The idea for the ETG Clothing store being arranged per decade as opposed to the type of garment IS THE DIFFERENTIATING FACTOR that could be easily adopted by customers seeking a unique EXPERIENCE. I believe that with an Instagram campaign specifically focused on clothing by decade, that this, in and of itself, would be a feature readily adopted by thrift and vintage shoppers coming to SI from other boroughs. The last factor in this plan would be to arrange the store into separate areas where the Vintage is clearly divided into sections based on price points such as: complimentary (and free) items would be located in the basement, \$1-10 items would be in a thrift section and Vintage would be in a Premium room prices at \$10-50 and above.

## **Clothing Store**

### **300% increase**

Of all the stores, the Clothing Store is the one with the closest proximity to the ferry, therefore has the most potential. This means that most of the busses that pass the store can see the exterior but nothing has changed in years. There is a lot of traffic on Bay Street.

If you needed to create a 300% profit asap, I would advise closing the store and replacing it with a retail renter or selling the building entirely. I would also strongly advise, if you can wait, waiting a year, two years or even three years to double or triple the money once the outlet mall is in full swing. I believe waiting 5 years or more with have generated enough equity to be worth three times more than it is today.

## Why?

It's proximity is very close to the ferry which is a main transportation hub to Staten Island. This makes it a Premium Property which means it should sell for the most once the mall opens up and ferry traffic increases from 1.5 million passengers to 5 million passengers/tourist/visitors, according the Empire Outlets website 300%.

Empire Outlets (EO) is a retail mall primarily selling high-end clothing from last year's fashion line. For any stores selling clothing within a 1/4 mile proximity for the next year is going to struggle tremendously, however with the amount of projected, increased foot traffic, it only only a matter of capturing a certain percentage of overflow to make the business profitable. However, only if the stores are improved.

If we capture just 1%-10% in increased foot traffic of 5,000,000 people expected to visit SI from 2018-2019, that's 50,000-500,000 people. It is my hope and it is my prayer that the stores offering in addition to Thrift and Vintage clothing offer a great experience.

### A Cleaner/Sharper Space

The plexiglass cases that flank the entrance outside need to lit, more inviting and less creepy. The lawn need to manicured with chairs and tables placed for shopper to rest. I hear a fence needs to be erected to keep the children from falling off the edge to their imminent deaths.

Candy  coffee  water  make for an overall pleasant customer experience, the stores can then begin up selling, marking up items incrementally. Then, the vintage section can expand and grow.

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### Furniture Store:

20% Increase

50% Increase

100% Increase

300% Increase

Coming soon...

### Instagram Instructions

Coming soon too....

# INSTAGRAM Marketing Strategies



## PROFILE

1. Use company name for SEO
2. Include URL in bio
3. Concisely describe business
4. Use keywords in bio
5. Show personality
6. Use a headshot for photo
7. Avoid using logo
8. Keep bio updated

## PHOTOS

9. Take & edit photos using app
10. App crops imported photos
11. All images 612 x 612
12. Use appealing filters
13. Put a face to your company
14. Share WIP & product images
15. Share motivational images
16. Feature happy customers

## HASHTAGS

17. Create & use a brand #hashtag
18. identify & use trending #hashtags
19. Define & use #hashtags for events
20. You can tag only your own posts
21. No more than 30 hashtags per post
22. #Hashtags must be alphanumeric
23. Be specific & relevant
24. Help others find your content

## STORIES

57. 10-second images & video
58. Stories disappear after 24 hours
59. Can comment on, but not Like Stories
60. Stories appear at top of newsfeed
61. Stories are more like conversations
62. Use for announcements, teasers
63. Short-term sales & giveaways
64. Tutorials, before & afters



## MENTIONS

25. @Username mentions (tags) others
26. @Mentions link to user profiles
27. Users are notified of @mentions
28. Easy way to engage with audience
29. Great way to show appreciation
30. @Mention your staff who use IG
31. @Mention your customers
32. Use @mentions in captions & comments

## MANAGE

49. Like & comment from desktop
50. Use app for full functionality
51. Explore to perform searches
52. Camera to add new content
53. Activity to see engagement
54. Profile to manage settings
55. Hootsuite to follow hashtags
56. Statigram to analyze campaign

## VIDEO

41. Live or recorded video
42. Time limit is 3-60 seconds
43. Use app to record video
44. Direct for private live video
45. Live videos vanish in 24 hr
46. Live video = IG Stories
47. Offer behind-the-scenes look
48. Ask followers to take action

## INTEGRATE

33. Add follow button to other profiles
34. Feed to blog, FB & twitter
35. Add IG name to marketing material
36. Engage on the go w/ IG app
37. Use IG to link to other content
38. Connect account to other networks
39. Repurpose IG images
40. Include buttons in email marketing

