



## Clothesline Cards & Stationary

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Lauren McPherson

### Marketing Strategy Planning Template

**Who:** The buyer personas in this specific example are brides-to-be who are looking for invitations and other card and stationary materials for their wedding announcements. This buyer may have the problem of selecting a set of wedding cards that fit a personal style and taste. The wide range of selection may make a decision difficult. Brides-to-be are often overwhelmed with the planning process of their perfect day, which adds stress to an otherwise delightful experience.

**What:** The Wedding Department by Clothesline Cards & Stationary caters to the imagination of the bride-to-be. The designers within the department offer the best crafted cards that can be personalized in an array of fonts, colors, and accent materials. While the selection and possibilities may seem endless, the designers work one-on-one with the client to hear specific likes and dislikes for their ideal design. The sample book of wedding announcements, save the date cards, and more offer brilliant options for the undecided bride-to-be but still is distinctly organized for the indecisive to make a selection. The designers patiently listen to the client to gain a clear understanding of expectations for the final product through their own words. The client is buying from Clothesline Cards & Stationary because they use the best materials for their product and provide trendy but traditional designs. The price range is also reasonably set to ensure affordability in a competitive market. For the planning process, clients are encouraged to visit the Clothesline website or blog to design their stationary online or set up an in-store appointment. Clients should browse, collaborate, order, and give feedback on the quality and satisfaction with their selected stationary set.

Why: Clothesline's Wedding Department is remarkable for its collaboration with the buyer. Brides may be tricky subjects to work with, but the step-by-step planning process allows all parts of the stationary to be selected down to the slightest detail and pulled together at the end. The final product is an imaginative and individualistic set of stationary to please even the most particular bride-to-be. Clothesline offers the value of customer service with one-on-one consultations with real-time wedding planners and card designers. The proof is in the step-by-step planning process that takes place in a one-on-one meeting to confirm the buyer's needs, desires, and time frame for the product. The ever-present input of the client ensures the product will be exactly as desired, thus client satisfaction is guaranteed.

Where: The Wedding Department by Clothesline is actively engaging its followers on Twitter with a "Daily Design" post that is open to immediate feedback. The Wedding planners and designers behind the department also post fun, creative and interesting wedding ideas for the bride-to-be to get ideas beyond stationary. Also, the blog offers an outlet to creative exploration with written articles about featured products and designs, along with images of the full stock for pre-order. Clothesline is active on Facebook with over 12,800 likes on the page. The Facebook page features "Steals and Deals" for coupon exclusives for users who 'like' the page and vote on the posted images. Clothesline has crafted a page on Pinterest with a specific pinboard for wedding-themed items. The images promote creative flow and offer the client a better idea of what she wants her stationary by seeing other trends. Tumblr and Flickr are also photo-based sites that allow clients to visualize their stationary with their personalized twist. A strong web presence is important for the planning process and use of images for creative design and imagining. The valuable information posted on these various sites promotes Clothesline, along with the assistance of multiple links to draw in search engine algorithms.

How: Clothesline's personality is noted as trendy and fun with a strong serving of creativity. The company is detail-oriented with a caring staff that has been working together for years. The

camaraderie and chemistry among the design team create a burst of personality through art and customer service. Because Clothesline is made up of artists and creative geniuses, the look and feel of the company is welcoming with splashes of bold and colorful imagery. The blogs and other social network sites do not lack creativity or personality. The language targets the buyer persona's speech in order to market to the correct audience. Keyword phrases that would turn up related pages would be similar to: Clothesline, Lauren McPherson, Hartford card culture, personalized card designs, eco-friendly paper and wedding stationary department.

Marketing tactics would incorporate many forms of image-based websites like Pinterest, Tumblr, and Flickr. The Wedding Department blog page branches out beyond news from the company and posts pictures and links to wedding tips, tricks, and planning ideas. Facebook and Twitter generate follower interest with a targeted audience of online users who regularly visit and explore the networking sites. An email newsletter to past clients reminds them of the services offered with great customer service and showcases new designs as they are released. Buyer interest is important to keep in a competitive industry. Local advertising would also reach the audience within the city or town location. This is especially important for special events like sales or gift gathering parties.

When: Things to do next week: A new post will be added to the blog featuring an article about eco-friendly paper made from recycled New York Times issues. The other social network sites will post images of the "Daily Design" in order to ensure continued brand recognition and interest. A weekly "Steal and Deal" will be posted on Facebook and Twitter for 15% off a purchase of \$100 or more. Another task on the agenda is to plan a wedding shower for the winner of the October personal design contest.