

# Bold Impact studios

Specializing in **bold** campaigns for **creative** brands seeking lasting **impact**.



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# SITUATIONAL ANALYSIS

## COMPANY HISTORY

Founded in November 2018 as a holiday pop-up store, Eclectic CO. has evolved into a community retail space supporting over 80 local artisans and makers across two locations in Colorado Springs. The business prioritizes local, sustainable, and handmade goods, aiming to foster healthy economies, environmental consciousness, and social justice.

The company was co-founded by Peri Bolts, who transitioned from corporate operations to focus on social impact, and Ani Barrington, a vintage vendor and servant leader. Their partnership began in 2020, strengthening Eclectic CO.'s mission to reduce barriers to market access for small businesses while advocating for community and creativity.

### THE MARKET

**Local Shoppers** who value supporting the local economy.

**Eco-conscious consumers** who prioritize sustainable and environmentally friendly products.

**Community-minded shoppers** who prioritize businesses that foster inclusivity, collaboration, and social impact causes.

**Art Enthusiasts** who value local artists and handcrafted products, seeking meaningful, one-of-a-kind items.

**Tourists and Visitors** exploring the area who are drawn to authentic, locally made products as unique souvenirs or gifts.

**Passionate creators** looking for an opportunity to break into the market and reach new customers in a supportive environment.

**Artisan retail spaces** that focus on handmade, sustainable, and locally sourced goods. The Colorado Farm and Art Market, Backyard Market, and Rocky Mountain Maker's Market are local examples.

**Boutiques and Gift Shops** with a curated selection of unique, handcrafted, or locally inspired goods. Tee Time Boutique, Jen's Place, Attic Salt, and Odds & Ends Emporium are local examples.

**Pop-Up Markets and Festivals** that attract similar audiences by showcasing artisans and eco-conscious vendors.

**Big Box Retailers** like Target and Walmart started incorporating locally sourced and artisan-inspired product lines.

**Online marketplaces** like Etsy and Amazon that provide an online platform for artisans to sell handmade items.

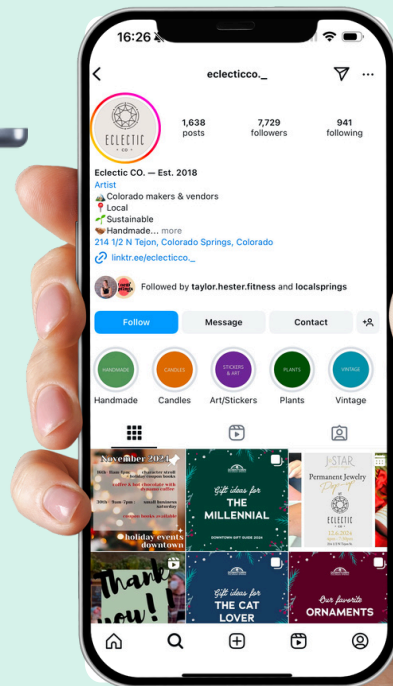
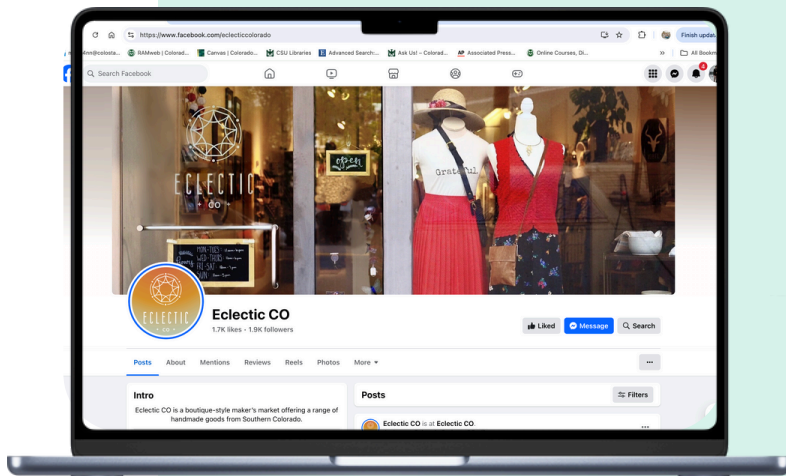
### THE COMPETITION

# SITUATIONAL ANALYSIS

## CURRENT ADVERTISING & MARKETING PLAN

### TRADITIONAL MARKETING

Eclectic CO.'s marketing and advertising plan includes a blend of **traditional marketing**, such as local print media, event participation, and flyers; **digital marketing**, like their website, Instagram, and Facebook; and **local collaborations** by partnering with other local businesses to cross-promote.





# RESEARCH

## KEY SELLING POINTS & DESIRABLE FEATURES

- Locally Sourced Products
- Sustainability
- Handmade Craftsmanship
- Social Impact
- One-of-a-kind purchases
- Community Connection
- Curated Selections



## TARGET MARKET

Eclectic CO.'s target market is adults 25-50 living in Colorado Springs, Colorado. They value community and handmade, locally sourced items, shop locally, and appreciate the direct impact of their purchase on the local economy.

They are active on Instagram to receive marketing updates on new vendors and items.

Tourists comprise a large target market segment by positioning its products as authentic keepsakes.

# RESEARCH

## CUSTOMER-ORIENTED

Eclectic CO.'s products are highly customer-oriented and selected to meet the needs of a thoughtful and diverse audience. Here's an overview.

**How:** Customers can purchase unique, handmade items to decorate their homes, express their individuality, give as thoughtful gifts, promote their eco-conscious lifestyle, or emphasize their own style through unique selections of handmade or thrifted jewelry, accessories, and clothing.

**When:** Customers can use these products in their everyday lives. They shop throughout the year for personal use, celebrations, and holidays. Colorado Springs tourists purchase products as souvenirs to capture the essence of their trip and the local culture.

**Why:** Customers value the connection to local artists and the stories behind the products. The uniqueness of purchases curates a personal connection. Eclectic CO. shoppers are motivated to contribute to the local community and support small local businesses. Eco-conscious shoppers choose these products because it's a way to shop responsibly, and they feel good about that. Customers are also drawn to the uniqueness of the items carefully selected to sell that can't be replicated by mass-marketed products.

## UNIQUE SELLING PROPOSITION

"We focus on locally made, sustainable, and handmade products that support both the community and social impact initiatives."

# S.W.O.T ANALYSIS

## STRENGTHS

Unique products, community focus, social impact, diverse vendors, established local brand

## OPPORTUNITIES

Rise in demand for sustainable and handmade products, expansion of online store, collaborations with social impact organizations

## THREATS

Competition from e-commerce store like Etsy and Amazon, economic fluctuations, tourism traffic, shifting consumer behaviors

## WEAKNESSES

Dependent on the local market, seasonal revenue fluctuations, limited digital presence

# MARKETING & ADVERTISING OBJECTIVES

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There are many areas Eclectic CO. can build on to leverage strengths, address weaknesses, seize opportunities, and mitigate threats. Eclectic CO. can strengthen the online store to tap into the growing demand for handmade and sustainable goods. Driving more people to shop online and pick up in the store could drive sales and create more word of mouth. This could also attract more tourists. By diversifying its product offering to appeal to a broader customer base, Eclectic CO. could generate more traffic and sales opportunities. For example, expanding into more home goods and children's items. Highlighting the social and community impact

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## PRIMARY OBJECTIVE

Expand customer reach and drive sales by strengthening the online shopping experience, diversifying product offerings, and emphasizing the brand's commitment to social and community impact.



# BUDGET

## INSTAGRAM GIVEAWAY

Cost: \$100

Prize: \$100 shopping spree

\*Focus on organic engagement and growth by encouraging participants to tag friends and share the post. Each friend tagged is another entry to the giveaway. You must be following Eclectic CO. on Instagram to enter. Allow ample time for momentum by having the giveaway last two weeks.

## INSTORE PROMOTION

Cost: FREE

Incentive: 10% off in-store for a limited time when you share your shopping experience on Instagram or Facebook, check-in via location, and tag Eclectic CO.

## SPONSORED ADS

Cost: \$150

Create a sponsored ad campaign through Instagram and Facebook (roughly \$75 each) to run for the last two weeks of December.

Promote to targeted audience and use canva to create ad for free.

**TOTAL: \$250**

# ADVERTISING STRATEGIES AND TACTICS

**Monetize the website** by improving the shopping experience and full access to in-store product offerings. The current shopping tab of the website offers very little.

There is a huge opportunity here to expand geographically with online shopping with shipping service.

1

INSTAGRAM POST WITH  
GIVEAWAY.  
(SHARE/TAG/FOLLOW)

2

SPONSORED AD  
CAMPAIGN ON  
INSTAGRAM AND  
FACEBOOK

Use the Instagram shopping spree giveaway to organically **drive traffic and followers** to social media accounts. Creating an ad campaign on Instagram and Facebook with targeted marketing will **improve engagement and build a larger audience locally and in the out-of-town market.** Improving the website and online shopping experience is a vital first step prior to the giveaway and ad campaign.

# ADVERTISING CREATIVES

## \*Instagram Giveaway\*



eclecticco.\_  
Eclectic CO.



**@eclecticco.\_** 🎉 GIVEAWAY ALERT! 🎉

Ready to shop local and support our amazing vendors? We're giving one lucky winner a \$100 shopping spree at Eclectic CO.!

Here's how to enter:

- 1 Follow us @eclecticco.\_
- 2 Like this post
- 3 Tag a friend in the comments (each tag = 1 entry)
- 4 Share this post in your story for 5 bonus entries! 🎁

Giveaway ends 12/20/2024. Winner announced via direct message on 12/21/2024. Good luck! ❤️ #ShopLocal #ColoradoSprings

# ADVERTISING CREATIVES

**\*Sponsored Ad\***  
Use on Instagram and Facebook



eclecticco.\_  
Eclectic CO.



**@eclecticco.\_** Support local artisans and find one-of-a-kind items that make a difference. Shop sustainably, locally, and meaningfully at Eclectic CO. Visit us in-store or online! Shop either of our two locations: Downtown Colorado Springs or Old Colorado City.

Targeting Strategy:

Demographic: Ages 25-50, eco-conscious and art-loving individuals.

Geographic: Local



# MEDIA RATIONALE

## INSTAGRAM GIVEAWAY

Instagram is a visual platform ideal for showcasing Eclectic CO.'s handmade, sustainable products and engaging with its primary audience—young adults and eco-conscious shoppers. It is also a vital tool for reaching local shoppers and tourists exploring the area.

Giveaways inherently drive organic growth by encouraging users to tag friends, share posts, and follow accounts, naturally increasing brand visibility without heavy spending. This giveaway is the perfect way to build brand awareness during the holidays when shoppers spend more and shop more.

- Boosts brand visibility and social media following.
- Builds excitement and positive associations with the brand.
- Encourages user-generated content (shares, tags, and likes)

## SPONSORED AD

Sponsored ads on Facebook and Instagram allow for precise targeting based on demographics, interests, and location. This ensures that Eclectic CO.'s message reaches its target audience. By utilizing both Facebook and Instagram, Eclectic CO. can have a broader reach by appealing to different age groups and interests.

- Efficiently reaches both local customers and tourists.
- Drives traffic to the website or store through a clear call-to-action ("Shop Now").
- Builds awareness of Eclectic CO.'s brand and product diversity.

# OTHER MARKETING STRATEGIES AND TACTICS

## CAUSE-RELATED GIVEBACK

A month-long campaign in which a percentage of sales is donated to a local nonprofit organization that aligns with the brand's values would be a great addition to Eclectic CO.'s marketing plan. The campaign could be titled 'Shop for a Cause' and include in-store advertising, social media promotions, and email marketing to spread awareness. Collaborating with a local nonprofit aligned with Eclectic CO.'s mission will engage customers who value the impact their purchase creates.

## "MEET THE VENDORS" IN-STORE EVENT

Eclectic CO. can host a weekend where local vendors showcase their products and interact with Eclectic CO. customers. The event could include live demonstrations and special discounts for attendees. A punch card can be given at the door, and for every vendor you visit, you get a punch. Turn your punches in for tickets to win a fun raffle at the end of the evening.

This marketing strategy builds and strengthens community connections and creates a memorable in-store experience. It also drives foot traffic and 'FOMO' because the store will likely be packed more than usual. Customers are more likely to purchase when they feel connected to the person behind the products.

## MONTHLY EMAIL NEWSLETTER

We can develop a monthly newsletter featuring new vendors to the shop, stories spotlighting current vendors, behind-the-scenes looks, and an exclusive discount for subscribers. Email marketing is a cost-effective way to maintain customer engagement, and by offering value-added content and subscriber perks, the newsletter encourages repeat visits and purchases while strengthening customer loyalty.

# EVALUATION

## INSTAGRAM GIVEAWAY

The effectiveness of the Instagram Giveaway can be measured by analyzing the number of new followers during the giveaway period. Website clicks and traffic during the giveaway can also be evaluated. Ultimately, Eclectic CO. wants to build its online audience, and the evaluation of the giveaway promotion will show how effective it was at driving organic growth, engaging the current audience, and increasing brand visibility. High participation and follower growth would indicate success for this marketing strategy.

## SPONSORED ADS

Facebook and Instagram provide metrics to track ad success. Reach and Impressions measure how many unique users saw the ad and how many total views it received. Click-Through Rate (CTR) tracks how many users clicked on the ad to learn more. Monitoring website analytics during the ad campaign period will also reflect campaign success. Tracking the engagement from the ad (likes, comments, and shares) will also be an Indicator of success. The ad's performance will reveal if the ad attracted attention, drove traffic, and converted potential customers.

## ADDITIONAL CONSIDERATIONS

- Cost-effectiveness: Compare results between the giveaway and the sponsored ad to determine the better return on investment.
- Audience targeting: Assess the ad's performance with the selected audience and refine targeting for future campaigns if needed.
- Qualitative feedback: Review the comments and messages received during both campaigns to gather raw customer feedback.

# CONCLUSION

Since its opening in 2018, Eclectic CO. has built a strong foundation within the local community. This marketing campaign combines organic efforts, like an Instagram Giveaway, with paid strategies, such as sponsored ads on Facebook and Instagram, to expand customer reach and strengthen brand visibility. Enhancing the website and online shopping experience will ensure a seamless journey from discovery to purchase for current and future customers.

With clear objectives and evaluation metrics, Eclectic CO. is in a position to grow its audience, boost sales, and maintain its standing as a community-centered, value-driven retailer.





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