

Unapologetic
Marketing Plan
Version 1.0

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Setting a SMART Goal:

1. Specific: Define what you want to accomplish.
2. Measurable: Determine how you will measure your progress.
3. Achievable: Consider if you have the skills and resources to achieve your goal.
4. Relevant: Consider why you're setting this goal and how it will improve your life or career.
5. Time-bound: Set a clear timeline with a starting date and a target date.

Benefits of SMART Goals:

- SMART goals can help you avoid guesswork and back-and-forth.
- SMART goals can help you create precise, manageable goals.
- SMART goals can help you track your progress with pre-defined success metrics.
- SMART goals can help you hold yourself accountable to a deadline.

Inventory Count:

Product	In Stock
Trucker Hat (white)	17
I Didn't Come This Far (oversized) Hoodie (cobalt blue)	17
I Didn't Come This Far (oversized) Hoodie (sand)	16
Unapologetic Embroidered Black Hoodie	2
Unapologetic Embroidered Sand Hoodie	5
Unapologetic Trucker Hat (black)	24
Unapologetic Long Hoodie	0
FBTB-Unisex	0
YNFA-Lavendar Sweatshirt	0
YNFA-Unapologetic Oversized Hoodie	6
Unapologetic-Long Hoodie	0
FBTB-Unisex Hoodie	0
YNFA-Lavendar Sweatshirt	0
Unapologetic U2M Oversized Hoodie	7
Unapologetic FBTB Oversized Hoodie	9
WYD Unapologetic Unisex Hoodie	6
USH-Unisex Sweatshirt	0
Ur So Hot Unapologetic Oversized Hoodie	6
Unapologetic Beanie	7

Popularity:

High Popularity (0 in stock)	Unapologetic Long Hoodie
	FBTB-Unisex
	YNFA-Lavendar Sweatshirt
	Unapologetic-Long Hoodie
	FBTB-Unisex Hoodie
	YNFA-Lavendar Sweatshirt
Medium Popularity (1-10 in stock)	Unapologetic Embroidered Black Hoodie
	Unapologetic Embroidered Sand Hoodie
	YNFA-Unapologetic Oversized Hoodie
	Unapologetic U2M Oversized Hoodie
	Unapologetic FBTB Oversized Hoodie
	WYD Unapologetic Unisex Hoodie
	Ur So Hot Unapologetic Oversized Hoodie
	Unapologetic Beanie
Low Popularity (11+ in stock)	Trucker Hat (white)
	I Didn't Come This Far (oversized) Hoodie (cobalt blue)
	I Didn't Come This Far (oversized) Hoodie (sand)
	Unapologetic Trucker Hat (black)

***Note:** This information is based on the idea that you had an original stock for each item that matched.

Example: 100 of each item to start with. What this determines is that if you had 100 of the high popularity items and sold them all, and you had 100 of the low popularity items but still have 11 or more in stock, then the high popularity items listed are the highest popularity items.

IF you had less of the high popularity items than you had of the low popularity items, then technically the low popularity would be the high popularity item. (Aka selling 80 out of 100 is more than selling 50 out 50).

Other Contributing Factors

1. Site Traffic Issues

A. Concern Step-by-Step:

- One of the most important contributing factors to the sale of your items is the ability to find your products without being given a specific website or address.
- When you are googled, even as Unapologetic 808, your store is not popping up.
- You are required to click on your Instagram link first, which is the only one showing.
- There is another store with the same name who sells apparel.
- Which means you may be directing traffic to that store instead of yours by accident.
- When someone uses the Instagram link to find you, if they are asked to login (and haven't already logged in) after logging in the page doesn't redirect to your Instagram account.
- Instead, it starts over from the beginning.
- This can cause frustration.
- The only way to research your company is by doing so in the search box on Instagram OR pressing the back arrow and going back to Google and re-clicking on the original link that made them login.

- Only after doing that you end up on the correct Instagram page for Unapologetic.
- Then you can click the Shopify site on the bottom of the information.
- Anyone who isn't technically savvy could lose their way, or interest, during this process.

B. Solutions (Optional):

- SEO optimization
- Create additional stores online
 1. Bonanza
 2. eBay
 3. Amazon
 4. Etsy
- Create a website
 1. WordPress
 2. GoDaddy
 3. Weebly
 4. Etc.
- Social Media Redirection
 1. Use social media platforms to raise awareness of the products offered by Unapologetic and provide the direct links to the shop.
 - a) Facebook
 - b) X

- c) Instagram
- d) TikTok
- e) Pinterest
- f) Snapchat (maybe)
- g) Other

C. Measuring the Results:

1. Use KPIs to measure the success of the marketing plan.
 - a) Key performance indicators are metrics that businesses track and analyze to understand performance and meet actionable goals. Commonly used KPIs include financial, customer service, process, sales, and marketing metrics.

Concluding SMART Goal:

Unapologetic wants to sell the remaining inventory of products within a _____ month period.

Example: 3-month period or 6-month period

Specific (remaining inventory within 3 months)

Measurable (check the progress of sales every 4 weeks)

Attainable (is the expected sales in the expected time attainable?)

Relevant (we want to sell the remaining inventory before we can purchase new inventory, so it is relevant)

Time-Bound (within 3 months; this gives us a time-bound goal)