

The Button Box Quilting and Sewing Center

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henceforth

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Block 1: Current Situation

- Company Profile
- Competition
- Company Analysis



Block 1: Current Situation

Company Profile

Button Box Sewing and Quilting Center is a quilting and fabric store founded in 1995 by owner Catherine Gentile. The store is located in Wellesley, MA and sells cloth fabrics, buttons, and sewing & quilting materials. Most of the fabrics are cotton-based and imported from Australia, Africa, and Asia. Gentile is also a supreme dealer of Pfaff sewing machines and sells Pfaff merchandise at the shop.

Button Box also offers an array of classes dedicated to teaching quilting techniques. Many of these classes are taught by the shop's staff, some of whom are locally known-experts. Guest artists who are nationally-recognized and prizewinners within the sewing and quilting community also host classes at the shop.

Button Box is a busy, bustling shop where people just come to enjoy themselves. Its mission is to express art and creativity through the quilting and sewing craft.



Block 1: Current Situation

Competition: Online

Online completion is a threat to Button Box. Even small quilting and sewing shops have implemented an e-commerce portion to their website. These online shops offer free quilting patterns and quilting tips, often have a newsletter, online clubs and memberships. A survey done in March 2010 by Websites for Quilters reports that respondents claimed to:

- Spend an average of over \$620 per year on online quilting purchases.
- Spend an average of just over \$580 at traditional brick and mortar shops.

Online quilt shoppers are more likely to:

- Purchase fabrics and quilt patterns online
- Be price conscious. (They rate discounted products and favorable shipping prices as the top two important factors of an online store.)

Other findings from the Website for Quilters survey are:

- The biggest deterrent would be a cluttered or hard-to-follow website.
- The most popular age group for online quilt shopping is 45-55 and they tend to be loyal to websites they shop on.
- The respondents are not opposed to shopping in brick and mortar stores, but they will always check online first before visiting a store to see if they can get a better price online.



Block 1: Current Situation

Competition: Jo-Ann Fabrics



Jo-Ann's focuses on crafting in general from knitting, crocheting, quilting, sewing, scrapbooking, painting, jewelry making, floral design and food crafting. Jo-Ann's offers classes at almost all of their locations; subjects and class sizes vary per store location. Individual stores net sales average of \$1.8 million per year. Jo-Ann's also offers crafting parties geared toward the younger demographic, social gatherings, and free demos so customers can try out sewing machines and classes offered in store. Jo-Ann's has an e-commerce section to their website that offers more than 2,200 fabric items in addition to other crafting merchandise.

- Jo-Ann mails bi-weekly flyers in most metropolitan papers and offers sales promotions.
- They distribute a monthly 20 percent off coupon.
- Their Facebook page has 263,386 likes. It features online sweepstakes and other promotions and enjoys rich interaction from its followers.
- Reviews from Yelp, an online rating site, are poor for each individual store, especially the closest location to Button Box which is in Natick.



Block 1: Current Situation

Competition: Independent Stores

Many other small quilt and fabric shops are located around Massachusetts. All of the shops have an online presence and loyal customers. Some stores like Fabric Place are known for discount fabrics and have a negative perception for customer service and education on quilting/sewing. Many of these shops have a customer following purely based on location and convenience for the individual customer. On many quilting websites, The Button Box is not listed as one of the top quilt shops in Massachusetts. Not all shops offer the superior service, educational classes or quality fabrics that Button Box does, but they are advertised more and marketed to quilters and crafters in Greater Massachusetts.



Block 1: Current Situation

Company Analysis

Strengths <ul style="list-style-type: none">• Variation and quality of classes• Education and tutoring• Knowledgeable staff• Quality merchandise• One-on-one help• Multiple offerings• Strong customer base• Positive reputation and reviews	Weaknesses <ul style="list-style-type: none">• Low visibility• Weak presence on social media• No advertising• Behind on the DIY craft trend• Low community involvement• Inconsistent promotions• Too many promotions• “Old fashioned” image• Lack of long term strategy
Opportunities <ul style="list-style-type: none">• Partnership with local businesses• Brand awareness on social media• Potential for new target audience• Online shopping• Use of basement space• Extending product offerings	Threats <ul style="list-style-type: none">• Competition from Jo-Ann’s and small local businesses• Stigma of quilting: Age, Difficulty• High barriers of getting started• Time is money• No walk-in traffic



Block 1: Current Situation

Current Position

The Button Box is an excellent store for women ages 55+ who enjoy quilting and sewing. Despite the absence of marketing, advertising and the use of social media, Button Box has retained its current client base. However, the company has not seen any growth in the younger market and there are some missed opportunities in areas to grow a younger customer base. Current product offerings cater to quilting and sewing with a large emphasis on the Pfaff sewing machine and classes.



Campaign Objective

The Button Box will become the destination for quilting and sewing materials, education and support for up-and-coming crafters, DIYers and hobbyists.



Block 2: Research

- Secondary Research
 - The Industry
- Primary Research
 - Current Customers
 - Potential Customers
 - Focus Group



Block 2: Research

Secondary Research: The Quilting Market

The Button Box primarily caters to the quilting population which has seen strong growth in spite of the individual effort to save and spend money more wisely during the economic downturn of the past few years.

In 2010, a “Quilting in America” survey conducted by the International Quilt Market and Festival and Quilts, Inc., showed that quilting activities and purchases had risen since 2006. The results show about 14% (16.38 million) of total U.S. households had at least one active quilter. Of that percentage, 6.2% (10.16 million) considered themselves to be a “Dedicated Quilter.” The survey profiled Dedicated Quilters as females with an average age of 62, at either the intermediate or advanced level, with a college education (72%) who are affluent (average household income of \$91K), and own at least one sewing machine.

Please refer to the Bibliography for secondary sources.



Block 2: Research

Secondary Research: The Quilting Market

Fifty percent of these quilters enjoyed making both traditional and contemporary quilts and designated one room for the purpose of making quilts. They purchased fabrics and thread often, and used books and magazines to learn about new tips and products as well as gain inspiration for their own work (International Quilt Market and Festival, 2010).

There is some interest in quilting among college students shown by student quilting clubs at Colby College in Maine and the University of Virginia. While some club members have stated that their interest in quilting was inspired by a family member at an early age, others have adopted the hobby through the club itself. These students cite an appreciation for the quilting process, satisfaction at being able to plan and make something of their own, and a reprieve from their studies as reasons for their participation in quilting. Many club activities focus on creating projects that are donated to local hospitals and charitable organizations.

Please refer to the Bibliography for secondary sources.



Block 2: Research

Secondary Research: The DIY Trend

Thanks to the country's slow economic recovery, there has been a rising trend among individuals to undertake "Do It Yourself" (DIY) projects and activities. Over the last few years, this trend has grown and resulted in an increase in books, websites, and even pop culture with ABC's program *Extreme Home Makeover*. Mass merchandisers Wal-Mart, Kmart, and Target, as well as department stores such as Sears and JC Penny's are expanding inventory that appeals to this DIY trend.

These stores' websites have also included information on DIY products and tips, and educated their staff to be better able to advise customers in regard to specific projects they undertake. Wal-Mart in particular has seen growth in the home improvement channel with sales reaching \$25 billion in 2007 and continue to grow as a larger and cheaper selection of décor, paint, and gardening materials are added. This speaks to the growth of the DIY trend in general.

Please refer to the Bibliography for secondary sources.



Block 2: Research

Primary Research: Current Customers

Surveys were sent out via email to current customers of the Button Box through Constant Contact. The response and feedback surpassed expectation and provided guidance on what current customers value about the store. A total of 588 current customers responded.

Current customers are mostly 50 years or older with a breakdown of 40.1% listed as 50 - 59 years-old and 43.3% listed as 60 years or older. On average, 36.7% of the current customer will travel up to 20 miles to purchase quality crafting materials and 26.8% will travel up to 50 miles. Nearly all current customers polled own their own sewing machine and on average they spent between \$500 and \$3000 on the purchase. Many current customers have shopped at Button Box for seven years or more and they shop either quarterly or annually.



Block 2: Research

Primary Research: Current Customers

A majority of Button Box customers polled heard about the shop through their friends which speaks to the power of word of mouth in this customer base. Other customers heard about the shop through Shop Hop, American Sewing Guild, the Adult Education classes or from its previous location in Needham. Current customers predominantly shop for fabric and advice. Customers rate the fabric quality very high with 84% saying the quality is excellent. 74.1% said the staff knowledge was excellent as well.

Over half of the respondents polled had taken a class at Button Box. On average, customer are satisfied with the teaching methods, competence of the teachers, atmosphere of the class, size of the class, value, and overall experience. When asked to rank different types of classes in order of interest, current customers ranked handbagging (26.6%), fashion sewing (37.7%), and DIY crafts for the home (38.8%) as least interesting.



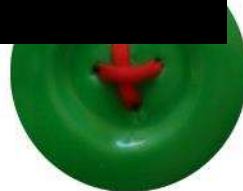
Block 2: Research

Primary Research: Current Customers



Block 2: Research

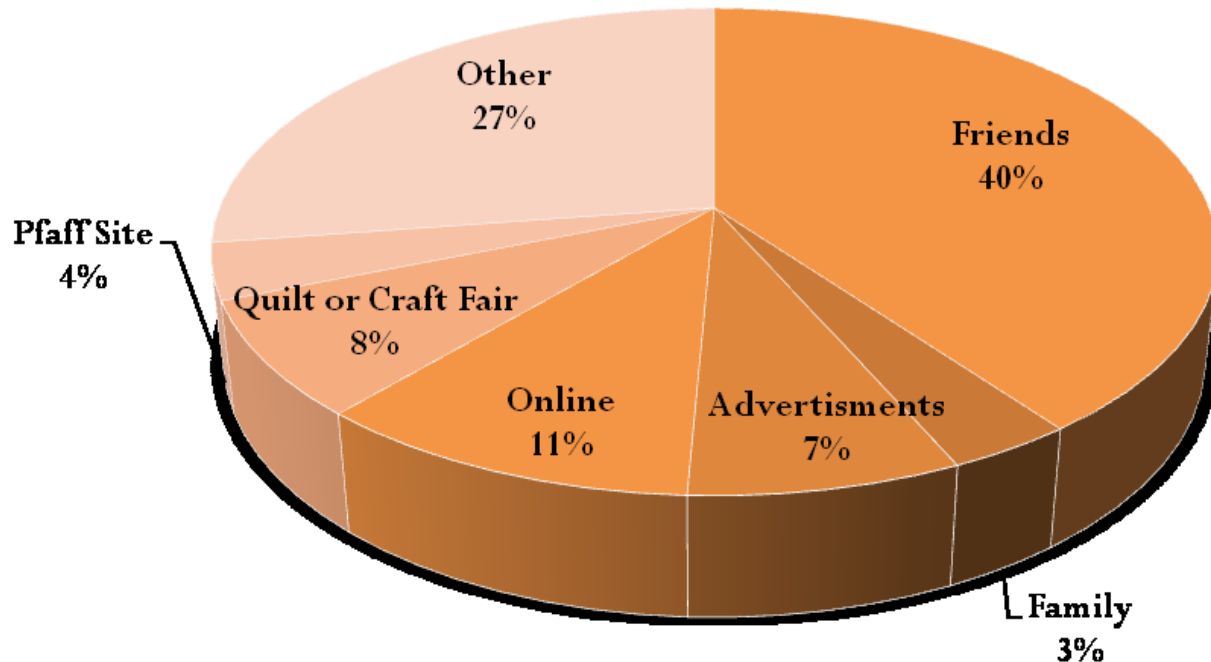
Primary Research: Current Customers



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Primary Research: Current Customers

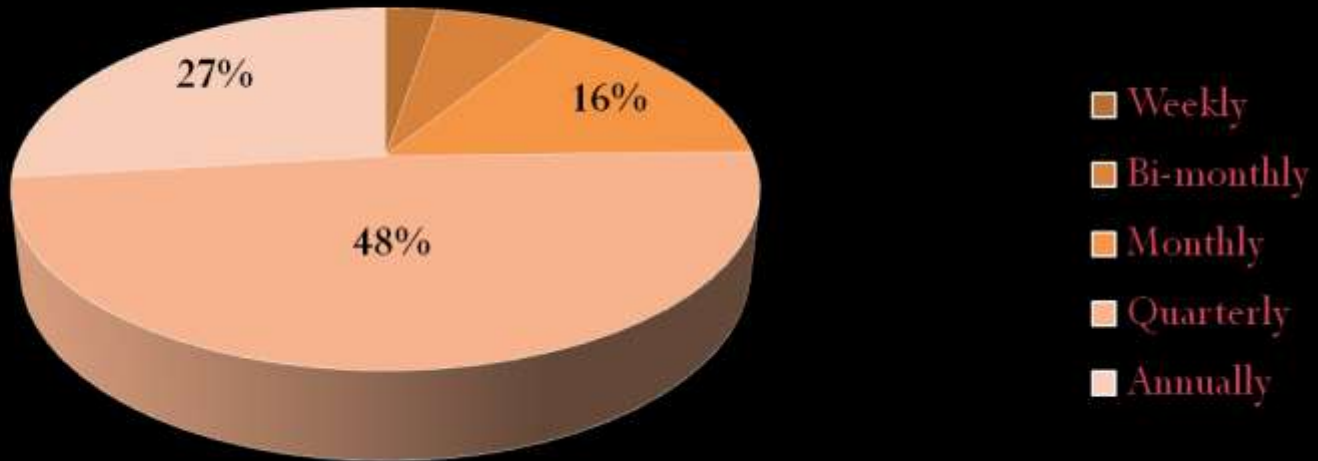
How current customers heard about Button Box



Block 2: Research

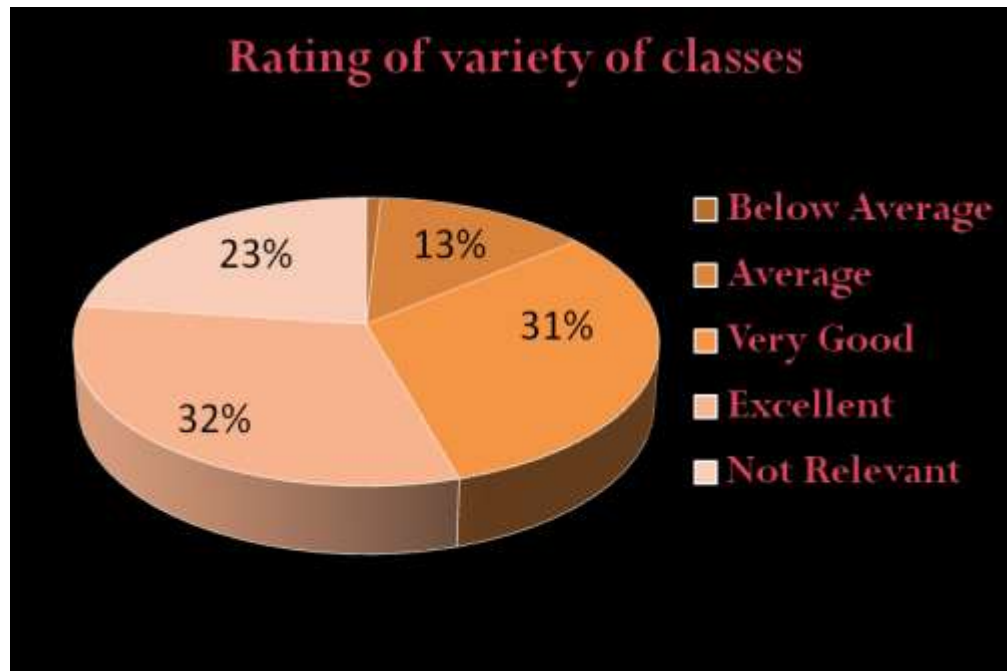
Primary Research: Current Customers

How often customers currently shop at Button Box



Block 2: Research

Primary Research: Current Customers & Classes

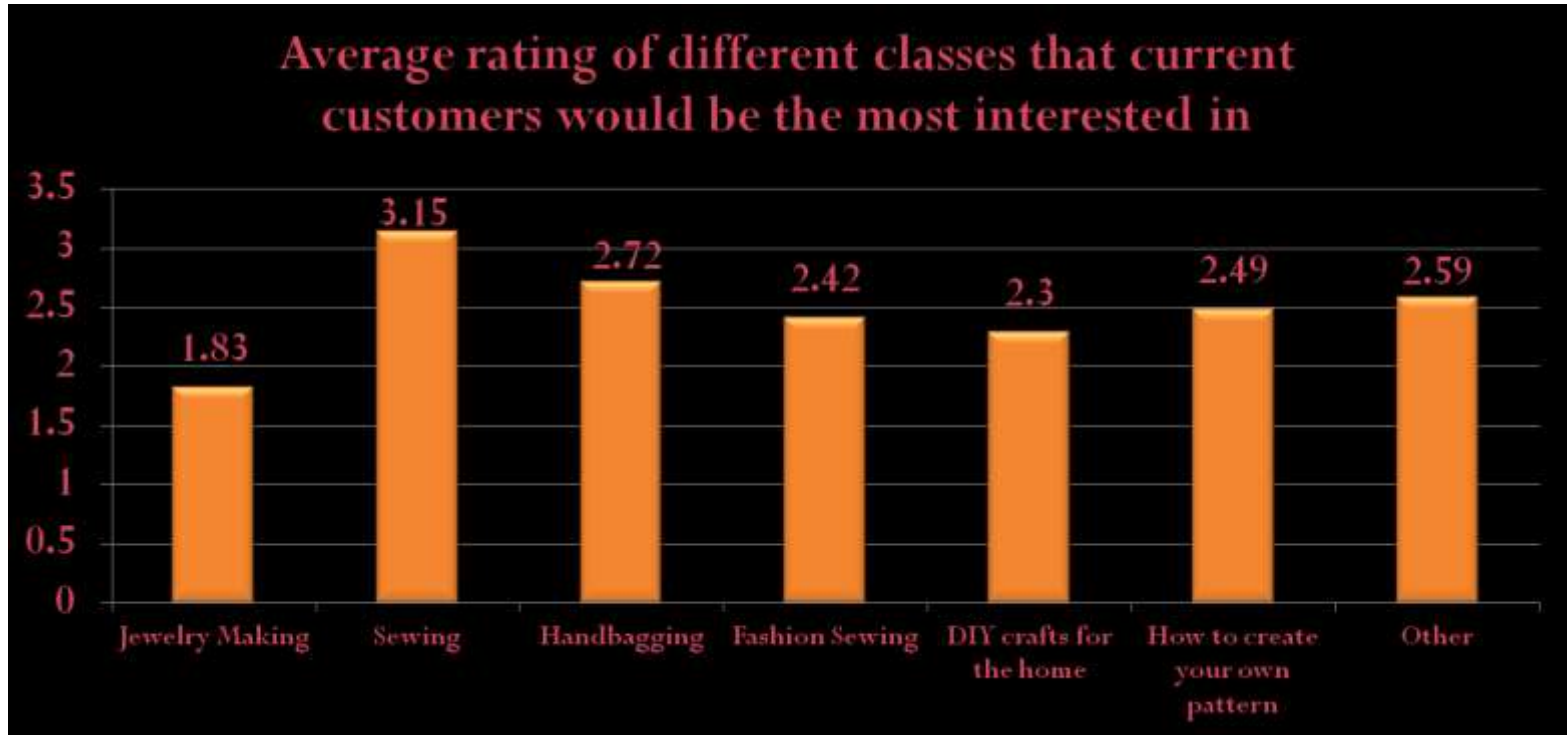


Overall, the majority of current customers surveyed rated Button Box excellent in the areas of quality fabrics, assortment of merchandise, staff knowledge, customer service, and hours of operation. The only category that was more divided was the variety of classes.



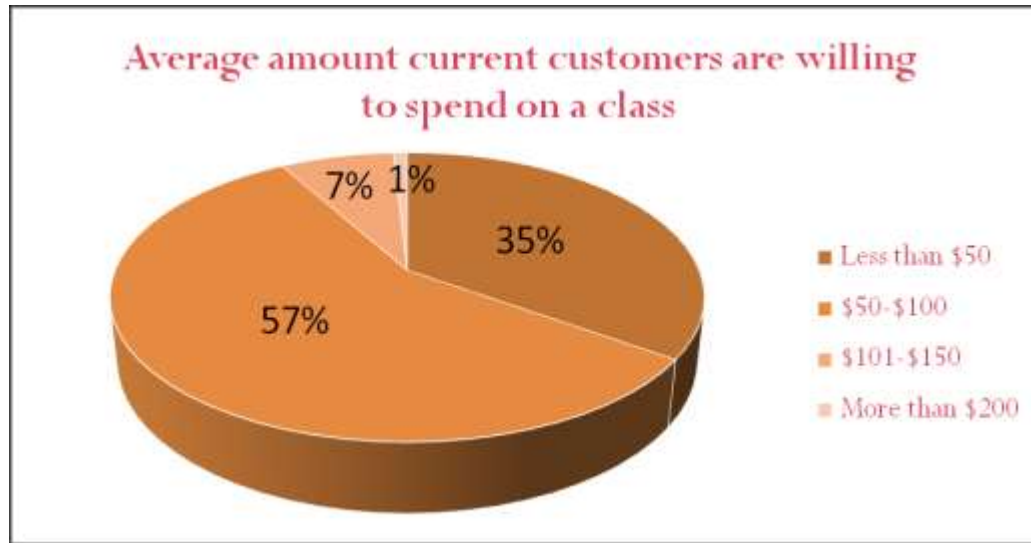
Block 2: Research

Primary Research: Current Customers & Classes



Block 2: Research

Primary Research: Current Customers & Classes



The price point for Button Box is in line with customers' expectations.

Since the majority of customers are only visiting the Button Box on a quarterly basis and the majority of the customers are spending only \$50-\$100 on average, a goal should be to get customers to spend more money each time they are in the store.



Block 2: Research

Primary Research: Current Customers

Customer Feedback

Current customers would like to see more Button Box classes with different sewing techniques other than quilting, smaller beginner classes, more weekend classes and a better class schedule in general. In addition, current customers would like the following classes added: classes for mothers and daughters, clothing classes and table rentals. Customers would also like to see a blog and/or more informative website, vintage pattern offerings, better customer service, longer promotional sales, a bigger variety of fabric offerings, a loyalty program, and a better location.

What your customers are saying:

"Better newsletters that offer sewing and quilting tips"

"Info & tips on useful tools & techniques with pictures"

"More informative website"

"Some kind of way for when registering for a class, looking at the class list, to know if it has a limited occupancy and register online"

"Classes on home dec"

"More classes that are embroidery specific"



Block 2: Research

Primary Research: Current Customers

Customer Feedback

71.4% of current customers always read the weekly emails from Button Box. Their perceptions of the weekly emails are positive.

Current Customers would like to see in the weekly emails:

- More information about Button Box's store
- Class schedules
- Coupons and sales
- Sewing tips/methods/techniques
- Information about products
- Images of products and finished products from classes
- Links to free tutorials
- More information on quilting and sewing
- Clear and easier to read with a better design



Block 2: Research

Primary Research: Current Customer Suggestions

Many current customers listed word-of-mouth as their medium of hearing about Button Box. A marketing and communications campaign should focus on generating buzz as this is the popular form of communication in this group. As the respondents showed that they would like to travel less than 50 miles for quality goods, a local campaign is best.

On the whole, current customers are pleased with the store, products, and classes. They are also pleased with the weekly email communications, but would like to see them with more informational value with sewing and quilting tips along with store information. Button Box should redesign and re-launch their weekly emails with a clearer design and more informational tidbits as a newsletter instead of only a coupon or promotional device.

While the customers are pleased with the classes, they would like to see more variety of classes aside from quilting. However, the DIY trend does not seem to resonate with this customer base.



Block 2: Research

Current Customer Profile: Bonnie



Bonnie is a 61-year-old wife, mom, grandmother and crafter. She has been involved in quilting, sewing and knitting for many years and loves making things for the people she cares about. She bought a sewing machine five years ago, which cost \$1,200. It was a big investment, but she feels like she is getting value for the money because she enjoys her hobby so much. Bonnie got introduced to Button Box through her good friend and neighbor Susan 8 years ago and has been a customer since. The reason why she prefers Button Box to other stores is the reasonable prices for quality fabrics in addition to the service and class offerings.



Block 2: Research

Current Customer Profile: Bonnie



If she were to shop other places it would be at Jo-Ann's or online stores now that she has become more familiar with the convenience of online shopping. Bonnie and her husband live 20 miles from Button Box but she doesn't mind driving to get her crafting supplies, which she will do about twice a year. She enjoys taking classes to improve her sewing techniques and become a better sewer, but her schedule doesn't always fit the Button Box's, especially now that she has become a grandmother. She wishes there were more class offerings during the weekends when she has more time and energy.



Block 2: Research

Primary Research: Potential Customers

Surveys were sent out to potential new customers all local to the Boston area. The response and feedback received surpassed expectation and provided guidance on what potential customers are looking for in a quality crafting store. In all, 147 potential customers were surveyed. A focus group with 5 potential customers of the Button Box within the younger demographic was performed.



Block 2: Research

Primary Research: Potential Customers

Who are they?

The average potential customer is between the ages of 21-35. The majority of the consumers own their own car and have no issues with traveling more than 50 miles for a quality shopping experience, but would only travel up to 10 miles for crafting supplies. These consumers use social media, especially Facebook, YouTube and Pinterest. The women either get inspiration from online sources or from friends. The majority of the women sometimes shop at independently owned stores, but almost always choose a mass merchandiser for their shopping needs. More than half of the women responded they use coupons sometimes for savings or discounts. These women are very comfortable in recommending things they enjoy or like to their friends.

Research shows that 68% have crafted in the past year and the biggest barrier to entry for crafting is time or that they don't have a need to craft yet. The most popular crafts that these women participate in are DIY gifts and holiday decorations. These young women will most likely give their craft as a gift or keep what they made for themselves.



Block 2: Research

Primary Research: Potential Customers

Reason for Crafting

80% of the potential customers are interested in crafting because they would like to have it as a leisurely activity and 68% want to craft to create personalized gifts. 45.2% of the respondents are not interested in taking classes in general, but of those that are interested they are most interested in learning about crafts for the home.

Perception of Quilting

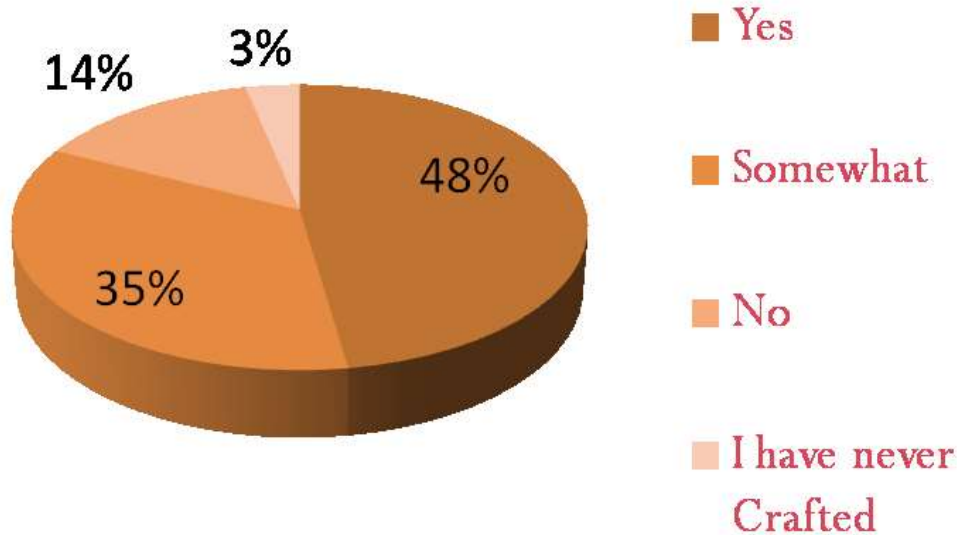
Over half of the potential customers polled own a quilt. 72% of those respondents have the quilt because the quilt was a gift from a family member. The potential customers perceptions towards quilting are that it is difficult and time-consuming. Almost half agree that quilting is a fun hobby and makes a cost effective gift. Potential customers have a poor perception of quilting and sewing. They commonly perceive that quilting is complex and not as fun as other crafts.



Block 2: Research

Primary Research: Potential Customers

Potential customers that enjoy making crafts



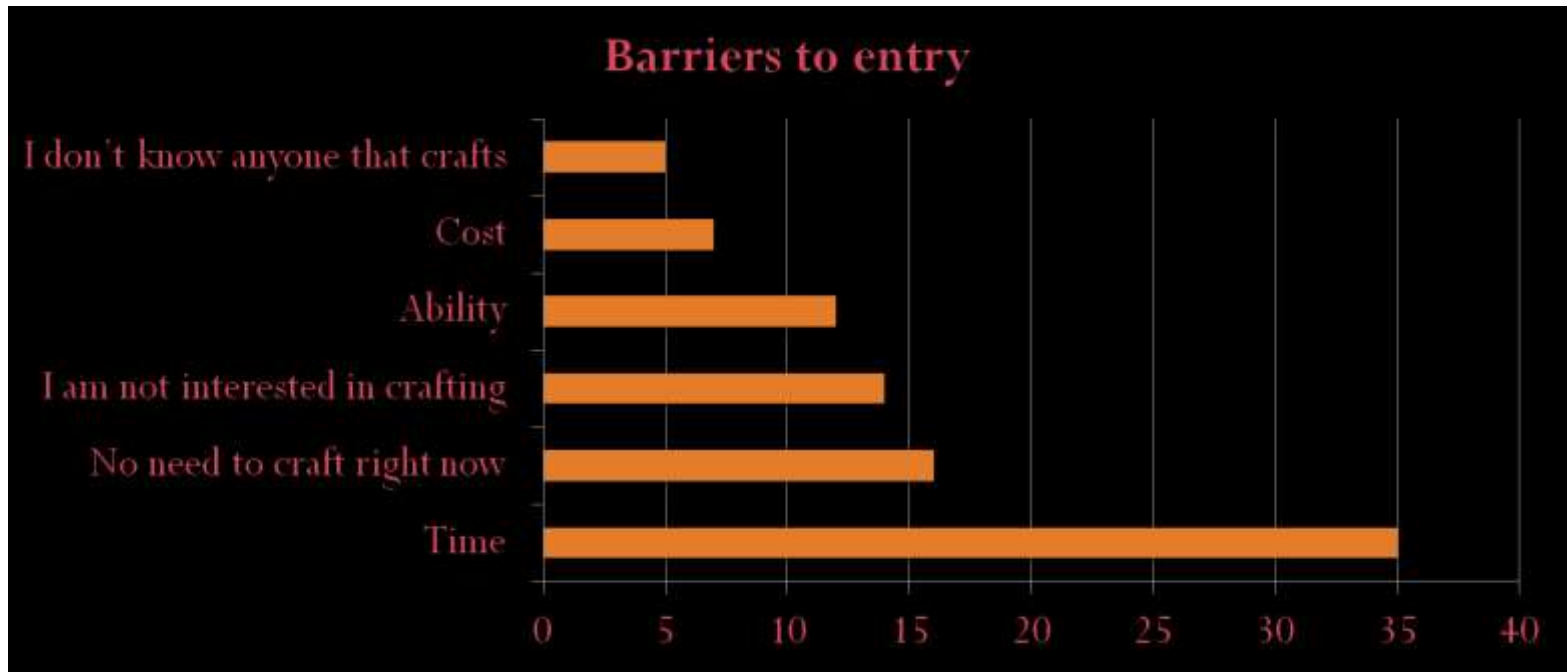
92.8% of women polled said they would recommend crafting to a friend

66% of women polled said they have crafted something in the past year



Block 2: Research

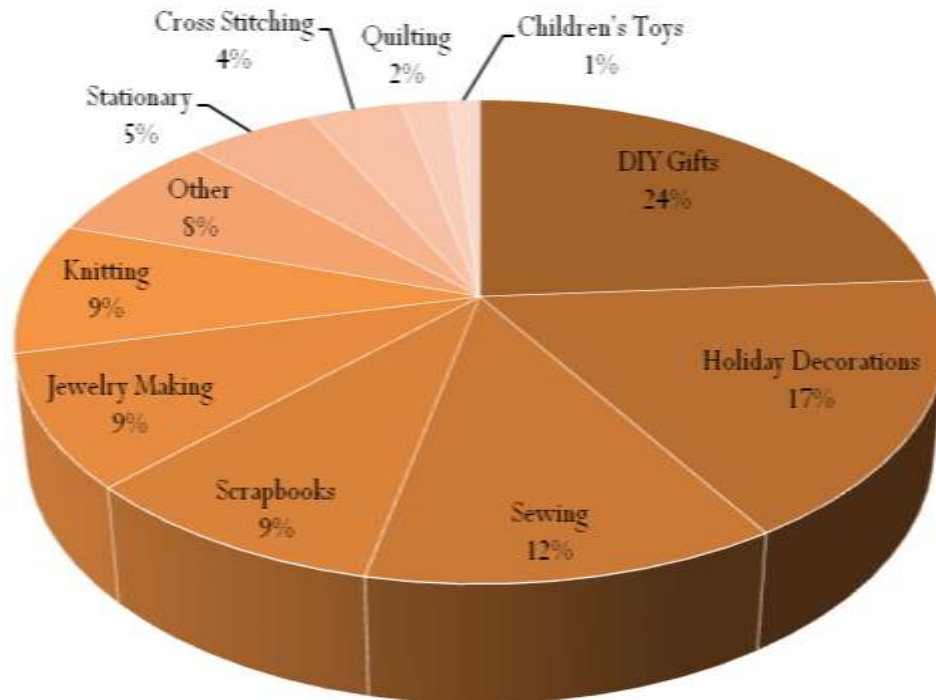
Primary Research: Potential Customers



Block 2: Research

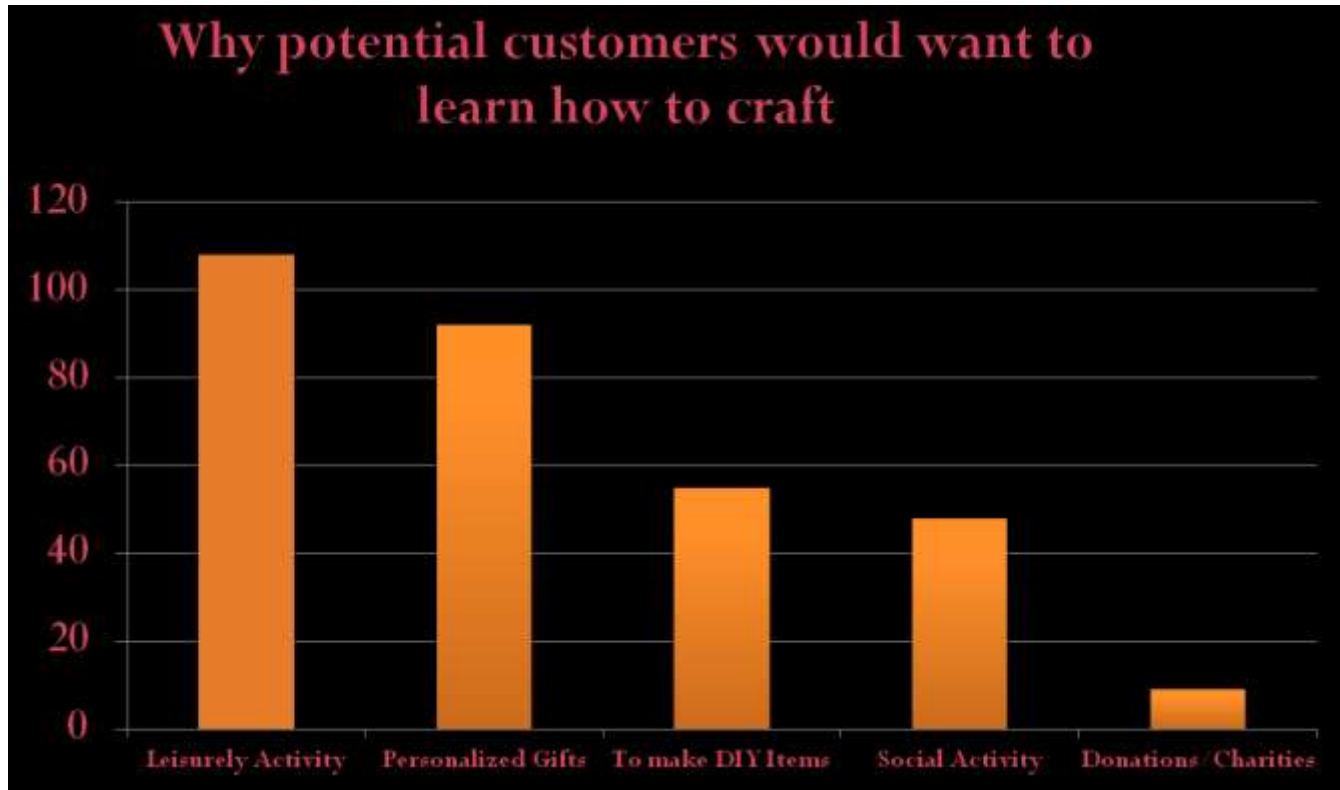
Primary Research: Potential Customers

Crafts potential customers participate in



Block 2: Research

Primary Research: Potential Customers



89.7% of potential customers polled get inspiration online

68% of potential customers polled get inspiration from friends



Block 2: Research

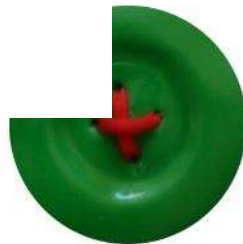
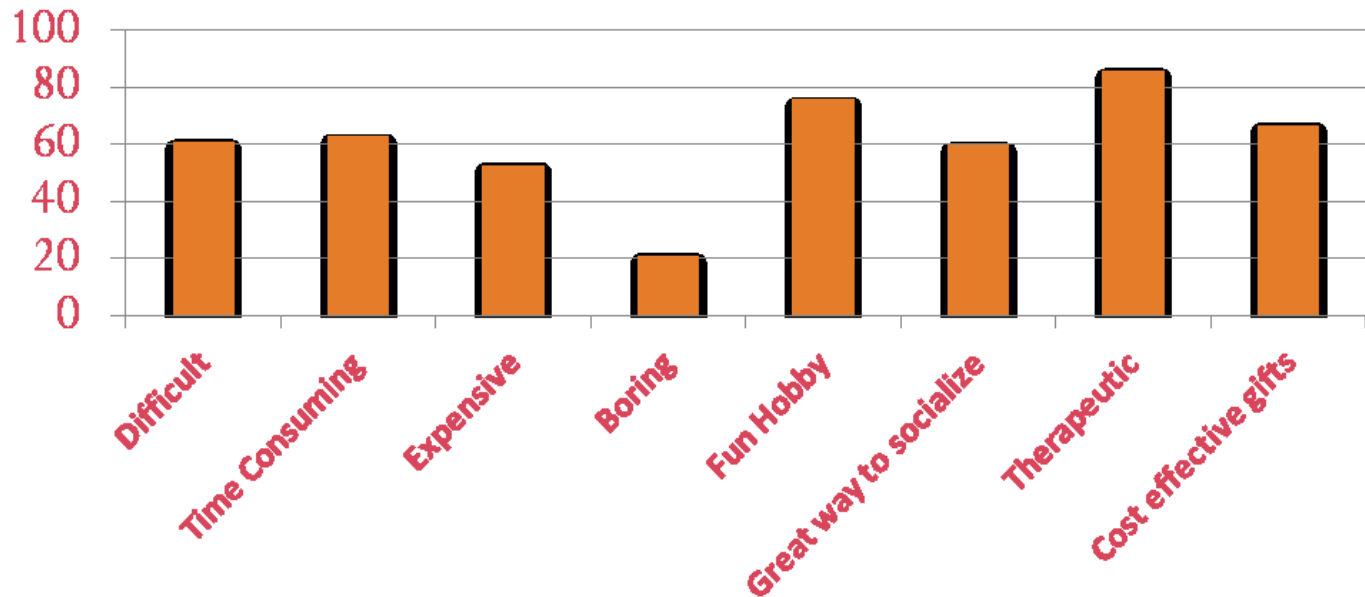
Primary Research: Potential Customers



Block 2: Research

Primary Research: Potential Customers

Potential customers' perception of quilting



Block 2: Research

Primary Research: Focus Group

Five young women participated in a focus group to talk through their crafting habits and perception of quilting. The most important takeaways from the session is that there is a strong fear with starting a crafting project because of time constraints, difficulty, and their own high expectations. An other major finding is that all the participants belong to loyalty programs at retail stores and prefer to receive money towards their next purchase rather than free merchandise. They feel valued more as a consumer when the store allows them to pick whatever item they want instead of pre-picked item or restrictions on when they can use the gift card.



“ We actually, in my apartment, I feel like we’ve gotten very crafty lately because of our Pinterest involvement, and we do it together. ”



Block 2: Research

Primary Research: Focus Group

The following are take aways from the focus group:

- Lack of time is the main reason for not crafting
- Step-by-step videos would help save time
- The fear associated with starting a project is mitigated by doing the project with a friend
- Participants see the utility in being able to fix their own clothes
- Quilting and sewing is seen as an outdated craft
- Interest lay in classes teaching jewelry making, home projects, and embroidery
- Social media is widely used in the group including Pinterest, Facebook, and YouTube

“

It’s just nice to have stuff that nobody else is going to have.

You don’t have to be crafty to use [a Pfaff machine].

”



Block 2: Research

Primary Research: Suggestions

In order to target this market, the marketing plan should focus on DIY crafts rather than quilting.

Opportunities for Button Box include offering crafting classes centered around DIY projects, a digital media plan, various promotional events geared towards the potential customer.



Block 2: Research

Primary Research: Suggestions

The potential customers' main purpose for crafting is to create something for their home or to give as a gift. Crafting classes and communication should focus on the DIY crafting trend.

Research shows that the largest barrier to entry is time. Time plays a large factor on the potential customers perception of quilting, making crafting a low priority. Projects and classes that are targeted to the potential market should not be overly complex and should be time sensitive. This potential market is not willing to travel for crafting supplies, so a local campaign is recommended. The potential market would want to learn crafting as a leisurely activity. It is recommended to set up crafting events so these customers can craft together as a group and socialize.



Block 2: Research

Customer Profile: Jennifer



Jennifer is 28 years-old and lives in between Boston and Wellesley since she and her husband decided to move out of town to start a family. She loves shopping and probably shops once a week, normally at mass merchandisers, but also at independently owned stores. Living outside of the city is not a problem as she drives to town or other suburban areas that are within a 20-minute drive to do her weekly shopping.

She enjoys crafting as a hobby and tries to do small projects every now and then. Through Pinterest, Facebook and YouTube, she gets inspired by looking at other people's projects. Some of Jennifer's friends are also into crafting which inspires her to explore crafting more. She would love to take on bigger projects such as crafting items she can give as gifts or making things for her home or family. Jennifer would need help learning how to complete these crafts , but she has limited time in her already busy schedule.



Block 3: Strategy

- Objectives
- Marketing Mix
- Competitive Distinctions
- Positioning
- Refreshing the Brand



Block 3: Strategy

Objectives

The Button Box will become the destination for quilting and sewing materials, education and support for up and coming crafters, DIYers and hobbyists.



Block 3: Strategy

Objectives

- Increase visibility in the community and gain 100 new customers in the 24-35 year-old age group in classes within one year
- Increase gross sales by \$25,000
- Partner with 5 local businesses within one year for collaborative marketing
- Button Box will increase public relation efforts and be featured on Chronicle within one year from campaign start
- Double the click-throughs on email newsletters
- Establish strong digital marketing and social media presence through Facebook, Pinterest, YouTube, Yelp, and the website blog. Breakdown of measurement:
Facebook: 100 likes within 3 months
Pinterest: 50 followers within 3 months
YouTube: 75 views on the channel within 3 months
Yelp: 10 reviews within 6 months



Block 3: Strategy

Objectives: Expanding the Customer Base

Based on the research it is recommended that Button Box focus on two separate target markets simultaneously:

1. **Button Box should maintain the current customer base** and add value to their shopping experience while encouraging them to spend more money in each shopping visit
2. **Button Box should also reach out to the growing younger generation of potential customers** who follow the DIY crafting trend. These potential customers will be the Button Box's customers in the future and reaching them will help the boutique to grow and expand.



Block 3: Strategy

Marketing Mix

Product Mix: Refine offerings to be more on trend: other fabrics besides cotton, such as lace and silk. Class offerings should be more on trend.

Price: Continue with current pricing for all products and classes. Increase the discount fabric offering to include fabrics that are currently on trend.

Place: Expand to offer products online: jelly rolls, honey buns, bundles, specialty fabrics, button packages to create a button bouquet, and discount fabrics.

Promotion: Information cards, signage, product placement in local businesses, digital promotion, loyalty/referral program, public relations campaign, rebranding.



Block 3: Strategy

Competitive Distinctions

The primary distinction of Button Box will be its ability to cater to and position itself in line with different age groups. The current quilting customer has been defined as white, middle-class, and between the ages of 50 and 80. While this customer spends money on fabrics and supplies, younger crafters are often uncomfortable with a hobby that is traditionally aligned with an older market. The Button Box can distinguish itself from its competitors by also offering classes geared towards moms and younger customers.

Sewing classes will be social and all participants will learn from each other as well as from the instructors. There will be an emphasis on being social in and out of class. Participants will be able to compare and share their homemade products both in person and online by posting pictures on social media sites. These relationships will not only inspire participants, but their extended personal network, leading to an increased awareness of the shop.



Block 3: Strategy

Positioning Statement

“The Button Box is the destination for quilting and sewing materials, education, and support in the crafting community thanks to its quality product offerings and experienced mentors.”



Block 3: Strategy

Refreshing the Brand: New Name

Button Box Crafting Boutique

Button Box Quilt Shop and Sewing Center will become Button Box Crafting Boutique. This shifts the focus from just quilting to crafting in general and gives the shop a boutique feel, appealing more to the younger market. The name will help with search recognition, which means that when potential customers search the words “crafting” and “button” and “button box” the shop is more likely to come up in their results.



Block 3: Strategy

Refreshing the Brand: Colors

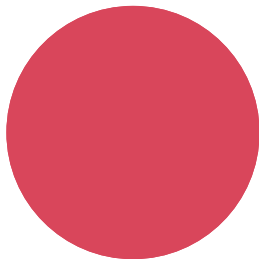
Giving the brand standard colors will help with brand recognition. Feedback from the the focus group shows that pink and orange looks fresh and will distinguish Button Box from other brands. Eventually, when customer see the colors orange and pink they will think of Button Box.

Pink

R: 217

G: 70

B: 91



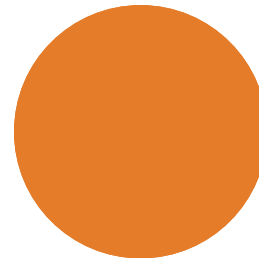
Included are the RGB codes for use in word processors and other programs.

Orange

R:229

G:124

B:41



Block 3: Strategy

Refreshing the Brand: Slogan

" We make sewing seam easy! "

In order to further the changes for Button Box, a slogan "We make sewing seam easy!" was developed. The slogan is a good way for the company to communicate the idea of the Button Box's connection to the community, as well as making it recognizable from its local competitors.

This slogan, along with two other choices, presented during the focus group. Of the choices presented, participants responded very positively to the slogan and believed it to be an effective way of immediately understanding what the shop offers its customers. Additionally, they stated that the slogan served as a means of changing their initial perceptions towards quilting and sewing and encouraged them to try it as a hobby.



Block 3: Strategy

Refreshing the Brand: New Logo

Button Box Crafting Boutique will reveal a new logo as part of the new positioning.

Three logos appealed to the focus group.

Button Box
Crafting Boutique

Button Box 
Crafting Boutique

We make sewing seam easy!

Button
Box 
Crafting Boutique
We make sewing seam easy!



Block 3: Strategy

Refreshing the Brand: Website

The Button Box website was redesigned with the intent of attracting the new, younger target market. Our research shows that customers suggested that the website be more easily navigable and informative.

We recommend using a website design service to create and manage the website. Button Box will use websiteforquilters.com to redesign their website. This package includes a redesign and a shopping cart feature. We've created a template for the service to build from. See the digital strategy for a web design sample page.

A distinctive feature is the menu bar. Unlike the traditional format, our website will showcase all of the Button Box services, but without a drop-down menu. This enhances the crispy clean look-and-feel of the website and also allows easy navigation for the new target customers as well as the current customer base. Additionally, we have included a customer testimonial section at the bottom left of the home page. Every time someone goes back to the home page, there will be a different testimonial. This is a crucial element as it provides authentication and more importantly, research has shown that customers trust testimonials over any professional publisher or company representative.



Block 4: Tactics

- Traditional Media Tactics
 - New billboard
 - Advertisement in local magazine
 - Direct Mailer
 - Product Placement in local businesses
- Revamping the Button Box
 - Sales Promotions
 - Customer rewards
 - Referral program
 - Promotional events
 - New classes
 - Store layout
- Digital Media Tactics
- Public Relations Initiatives
 - Product Placement in local businesses



Block 4: Tactics

Traditional Media Tactics: New Billboard

Currently the Button Box is located off off of Route 9, which is a busy road, and visibility from traffic is low. Our research shows that current customers found out about Button Box by walk in traffic. By replacing the current sign on the side of the store we aim to do three things:

- Reflect the new logo and message
- Increase walk-in traffic
- Attract customers with eye-catching design and color

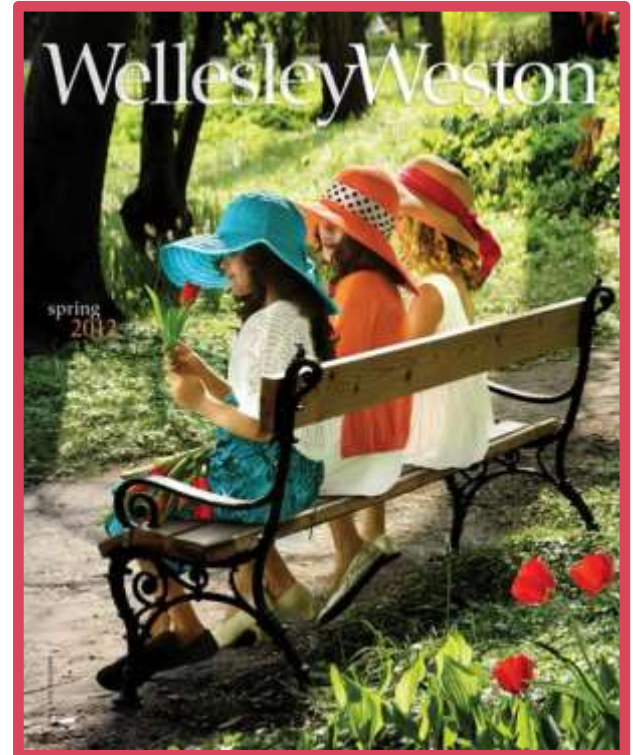


Block 4: Tactics

Traditional Media Tactics: Advertising

To gain exposure, the Button Box Crafting Boutique will take out a half page ad in the *Wellesley Weston Magazine* with Wellesley Needlepoint. The two stores will split the ad equally in space and cost with the theme of “Come Craft with us in Wellesley!”

The *Wellesley Weston Magazine* is a quarterly publication that is distributed to Wellesley and Weston residents. Editorials published include profiles of local residents, insider look at local restaurants and businesses, and the latest trends in home and garden design.



Block 4: Tactics

Traditional Media Tactics: Advertising

The beauty is in the details.

*Make your own button bouquet, for your special day.
Come visit the Button Box Crafting Boutique today!*

Button Box
Crafting Boutique

1 Overlook Drive Wellesley, MA 01462 (781) 499-6115 buttonboxcrafting@earthlink.net

Come craft with us in Wellesley

The beauty is in the details.

*Make your own button bouquet, for your special day.
Come visit the Button Box Crafting Boutique today!*

Needle Point ad goes here.

Other vendor ads go here.



Block 4: Tactics

Traditional Media Tactics: Advertising

Dream it. Create it.
Go on, Sew-It-Yourself!



Come visit the
Button Box Crafting Boutique today!



1 Overlook Drive Wellesley, MA 02482 / 781-489-8015 buttonboxcraftingboutique@earthlink.net

Come craft with us in Wellesley

Dream it. Create it.
Go on, Sew-It-Yourself!



Come visit the
Button Box Crafting Boutique today!



Needle Point
ad goes here.

Other vendor
ads go here.



Block 4: Tactics

Traditional Media Tactics: Direct Mailer

Button Box Crafting Boutique will send out a direct mail double-sided postcard to Wellesley and the surrounding communities. The post cards will be sent out twice a year. We plan to send out 1,000 postcards each mailing and purchase the list of names by using targeted zip codes and demographics. The goal of the direct mail piece is to:

- Raise awareness
- Re-launch the new logo
- Launch the new position of the store

Come Craft with us at the Button Box!

The Button Box is the destination for all of your crafting needs. Our products include fabric, sewing machines and supplies, buttons, patterns, and of course, buttons! Whether you want to create a hand-made gift for that up-coming baby shower, embroider your own towels, or begin a quilt of your very own, the Button Box Crafting Boutique in Wellesley is here to help.

Our knowledgeable and friendly staff make sewing seam easy and we are here to help ensure you have all of the tools and education you need for your crafting projects.

Come Craft With Us at the Button Box Crafting Boutique!

Have you seen some of the new crafting trends on Pinterest? We have. And we can teach you how to make them! We offer classes for all skill levels, from the experienced crafting aficionado to the newest newbie. View our class list on our redesigned website and give us a call to sign up. (insert web address)

ADDRESS:EE
Street Address
Suite 505
City, State 00000

Button Box Crafting Boutique
1100 Main Street
Wellesley, MA 01982
781-491-4322
www.buttonbox.com

Learn how to make a button bouquet!



Block 4: Tactics

Revamping Button Box: New Programs

Sales Promotion

According to our research current customers requested longer promotional periods so they had a better opportunity to visit the store. We recommend that Button Box limit the number of promotional offers going on every month and extend the offer periods so that more consumers would be inclined to come into the store to take advantage of the offer.

We also recommend limiting the number of promotions on sewing machines and only offering semi-annual sales. When running a sales promotion, we suggest offering free classes or fabric instead of a percentage off.

Referral Program

We also want to recognize customers who bring new customers into Button Box . We suggest offering a half price class to any customer that brings a friend to one of Button Box's classes. They will have to be new to the store, by not having a customer ID. We feel that if a customer takes a class they will be more likely to come back and purchase materials from Button Box in the future.



Block 4: Tactics

Revamping the Button Box: New

Programs

Customer Rewards

We want to reward customers for coming back to Button Box for their crafting supplies. We recommend using the computer system to set up a customer ID for each customer. The customer would receive a loyalty card with their customer number written on it. Every time they shop at Button Box, the sales associate will enter in their customer ID so that the purchases will be linked to their account. Once the customer spends \$500 total, they will receive a \$25 gift card. This customer reward program will enable Button Box to track what particular customers purchase and possibly make more targeted promotions in the future. We also want to reward customers for taking classes at Button Box. We realize that the more classes a customer attends, the more projects the customer creates, and therefore the more materials they would need to purchase. We would offer each customer that takes a class a stamp card. At each class the customer receives one stamp. Once they take 10 classes they could present the filled stamp card and receive their 11th class free.




Block 4: Tactics

Revamping the Button Box: New Programs

Punch Card

Take 10 classes at the Button Box Crafting Boutique and get the next class free!



Button Box
Crafting Boutique
We make sewing so easy!

□ □ □ □ □ □ □ □ □ □



Name: _____
Member since: _____

Button Box Crafting Boutique

Customer ID: _____
Email: _____

Store Hours: Mon, Tues, Wed, Fri: 9:30-5:30 Thurs: 9:30-8:00 Sat: 9:30-5:00 Sun: 12:00-5:00 Closed Sundays May 27th through Labor Day	Address: 5 Overbrook Drive Wellesley, MA 02482 Phone: 781-489-6515 eMail: buttonboxgail@verizon.net
--	---

Loyalty Card



Block 4: Tactics

Revamping the Button Box: Promotions

Mommy and Me Sew

This would be an open sew for new moms, where they are welcome to bring their newborn and sew while the child is beside them in the store.

This would create a club feeling where new moms could socialize with one another and share sewing and crafting tips. It would not be a class, but just a set time for new moms to sew and socialize. Mommy and Me would be hosted every week at the same time during slow hours at the shop.

S&S: Sewing and Sangria

We would target twenty-something women with a sewing and sangria event. The Button Box would need to register for a one day liquor license through the town of Wellesley in order to offer alcoholic beverages to customers. The event would be held every other month during after hours of Button Box. Sangria will be offered one drink per customer and not be a class, but rather an open sew to socialize and share ideas. Sales associates will on hand to help and offer assistance.



Block 4: Tactics

Revamping the Button Box: Promotions

Open Sew

We recommend having set hours where customers can rent the sewing machines that are available in case they do not have one at home for \$5 an hour. 65.2% of potential customers do not own a sewing machine currently. We recommend that customers be charged by the hour for the rental of these machines and that Button Box they publish the open sew hours in the newsletter and on the website.

Discounted Fabric Sales Promotion

In our research, we found that most current customers wanted more promotions of fabric and not just the current out of season fabrics that are offered. The Button Box should offer more fabrics discounted at set times per year. The fabric does not have to be of the same quality as the rest of the store, but they should offer an option of cheaper fabrics. The fabrics can still be housed in the basement with a bigger selection and a bigger promotion before the fabrics go on sale.

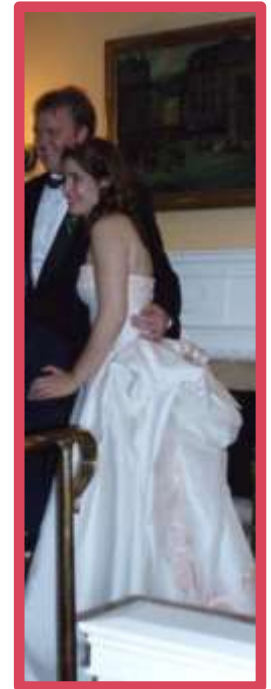


Block 4: Tactics

Revamping the Button Box: New Classes

Classes with a wedding focus will appeal to the younger demographic. With smaller budgets, new brides are looking for creative ways to save money and DIY crafts for the wedding are becoming largely popular.

- Button Bouquets for weddings
- Embroidery for weddings
 - Embroidered Handkerchiefs
 - Clothing for bridesmaids and bride
 - Wedding gown sewing and alterations



Block 4: Tactics

Revamping the Button Box: New Classes

In the research, the young target market stated that they enjoy making DIY gifts for friends and family. Crafting classes focusing on children's items will satisfy that desire.

- Children/Baby shower gifts
 - Baby Blankets
 - Children's stuffed toys
 - Embroidered baby outfits



Block 4: Tactics

Revamping the Button Box: New Classes

The young market is accumulating items for their new homes. DIY crafts for the home are budget friendly and unique. It is important to the target market that their friends do not have the same items.

- For the home
 - Table cloths
 - Monogrammed towels- sheets
 - Decorative pillows
 - Curtains 101
- Holiday crafts



Block 4: Tactics

Revamping the Button Box: New Items

The target customer age group would like to see new product offerings that are on trend with what they see on sites such as Pinterest. The store could use this promotion to judge what products should be added to the store's permanent or seasonal stock list. Some products include new fabrics other than cotton such as lace and silk. To implement the new products Button Box can feature a fabric of the month as a promotional item. Lace is very popular and on trend right now so this would be a great fabric promotion to start with.



Block 4: Tactics

Revamping the Button Box: New Store Layout

A shopping experience is deeply impacted by the environmental aspects of the store, especially the store layout. The store layout now caters to the current customers who know the quilting craft in and out, are familiar with the products, and the store. Going forward, the store layout should also cater to the younger target customers who are new to crafting and are coming in to the store with DIY projects on their mind.

The store is predominantly organized by product type, but the staff is moving the store toward a "boutique" or "shop" layout. This is a wonderful step forward. Currently, the boutiques are sewing machines, buttons, fabric aisles, sewing and quilting supplies, tools, and threads. Magazine and books, and patterns and quilt bundles are scattered around. We advise adding in a DIY boutique, drawing more attention to the button shop, and putting informational cards with the fabric shops. Also, the store should capitalize more on the downstairs space with a larger discount fabric selection.

The DIY shop will contain patterns for DIY items such as purses and children's toys, as books, magazines, and merchandise all relative to DIY crafts. Every two weeks to one r depending on popularity and difficulty level, the staff will create a poster board tutorial item, and the actual DIY item made. This will draw attention to this shop and the [more](#) it and give the customers and staff inspiration.



Block 4: Tactics

Revamping the Button Box: New Store Layout

Segmenting the fabrics into categories is an excellent strategy the store is currently using. To help customers to understand how the fabrics are separated "shelf talkers" can be placed with each specialty shop. The shelf talker will contain a blurb of information about the fabrics in that section and a few tips on how they can be best utilized. Another suggestion is to include a QR code on the shelf talker that links to the website that explains the fabric or to a Pinterest board with items made from it.

It is important to always keep the design simple and easy to navigate. Customer should understand what each special "shop" is about and should have a comfortable experience browsing through the products.



Block 4: Tactics

Revamping the Button Box: New Store Layout



The front two spinner racks in the store should always contain specialty items or promotional items so the customer is engaged immediately upon entering the store. With the specialty item or promotional item, display what can be made from it when possible.

It is important to entice the customer the moment they walk into the store. Putting a large and creative emphasis on the front two spinners will excite the customer and put them in the proper crafting and shopping mood.



Block 4: Tactics

Revamping the Button Box: New Store Layout



The button section is at the back of the store, and does not have anything directing customers to it. Create a small sign on the wall for "the button shop" to attract customers to this area. A button bouquet should be placed predominately in this area with a step by step write up including pictures about how the bouquet was made. Buttons have a high profit margin and we can capitalize on this by giving the customers a new reason to buy them.



Block 4: Tactics

Revamping the Button Box: New Store Layout

Currently, the downstairs area of the store is underutilized real estate. There is a small discount section containing mostly outdated and holiday fabrics. The customer survey showed us that shoppers would like to see a larger discount section. Button Box should spend some time laying out the discount section so that it takes up more floor space and contains more varied styles of discount fabric.



Block 4: Tactics

Digital Media: Statement of Need

Button Box has an up and running website that has information such as operating hours, contact information, class listings, and information on Pfaff sewing machines. However, there is no opportunity for customers to interact digitally on the website or on social media. This is especially important because many of Button Box's competitors, such as Jo-Ann, has a strong interactive presence with their customer bases on Facebook, Pinterest, and Twitter among others.

- 284,378 "Likes" and 12,600 mentions on Facebook.
- 16,000 Twitter followers
- YouTube channel and Pinterest account

This demonstrates an opportunity and a need for Button Box to also have a presence on social media and reach out to its target customers.



Block 4: Tactics

Digital Media: Strategy

It's important for Button Box to have an interactive digital marketing plan not only to interact with its current customers, but also as a way to reach the new target audience. Social Media is an cost efficient way of reaching thousands of potential customers. Since the new target audience uses social media in their daily life, it is an excellent way for Button Box to continue to spread awareness and create an opportunity for customers to interact with each other. Button Box will also be able to take part of the conversation and access feedback. The company will be able to discover the customer's preferences in more detail, which gives Button Box the ability to better meet the customers needs.

From our research we know that our new target customers have a positive attitude towards crafting but time and the thought of it as an overwhelming activity is often what keep them from getting involved. By focusing of the fun and social aspects of sewing, quilting and crafting we hope to encourage people to overcome the fear and do something about it.



Block 4: Tactics

Digital Media: Strategy

We believe that focusing on customers interests' will encourage engagement and interactivity and help the target audience become more connected to the shop itself. To differentiate Button Box in the social media environment we will focus on four core attributes;

1. The local community
2. The social aspects of quilting, sewing and crafting
3. Teaching
4. Inspiration

To serve the customers on all aspects Button Box will also use Social Media as a way to assist and teach as well as being a source of inspiration for new crafting projects.



Block 4: Tactics

Digital Media: SEO

The online business is all about traffic to the web site and the more quality traffic a company receives, the more affect it will have on the revenue.

Search Engine Optimization (SEO) is a tool to structure the web page so that it is found, read and indexed by search engines in the most effective manner possible. By selecting key words that are closely related to the business ensures that the company appears as a result when the target market search for something related to the business on the Internet. Being ranked as one of the top results on sites such as google.com are also only available through SEO. This is a proven technique to make profit and a long-term investment because the ranking the company achieves will stay for a long period of time. This is also a great tool for small businesses to make the brand visible to the large number of Internet users. SEO also helps maximizing the revenue without adding any cost of advertising and increases the chance of reaching the customers the company didn't reach with its advertising.



Block 4: Tactics

Digital Media: SEO

This is a highly relevant tool for Button Box to promote its new image and name but also to attract the new target audience. With SEO it is more likely that potential new customers that are unfamiliar with Button Box get introduced to the company, and more importantly, they get introduced based on personal interest. Button Box will appear as a result because it delivers something they specifically searched for. We've included a list here, but we advise that Button Box purchases the one time SEO set up from the web site service.

SEO Words:

- Button, box,
- Button box quilt shop
- Crafting
- Sewing
- Boutique shop
- Boutique store
- Sewing classes
- Quilting classes
- Craft classes
- Quilting
- Fabric
- Discount fabric
- Pfaff
- Massachusetts
- MA
- Embroidery
- Crafting supplies
- DIY
- Do it yourself
- Sewing machines
- Pfaff sewing machines
- Button bouquets
- Crafts for the home
- Home décor
- Wellesley
- Boston
- Newton



Block 4: Tactics

Digital Media: Social Media

We will focus on five different platforms; Web site including a blog, Pinterest, Facebook, YouTube channel, and Yelp.



Block 4: Tactics

Digital Media: Web Site



The website is the source for information and communication about Button Box. We recommend updating the format and layout design, but most of the content will stay the same. We suggest that the current domain www.buttonboxquiltshop.com changes to www.Buttonboxcraftingboutique.com to make it more consistent with the brand. Also we suggest creating email addresses for associates so domain will match. For example Cathy's email address would be cathy@buttonboxcraftingboutique.com

The website to reflect a clean crisp layout to display all of Button Box's offerings. The website needs to be user friendly so that customers can find the information they are looking for easily and quickly.



Block 4: Tactics

Digital Media: Website

The website will also include a blog which will serve as the major landing page for all the activities Button Box does on other platforms such as updates on the Facebook page or videos uploaded on the YouTube channel. This is an important tactic for Button Box so that the positioning will be consistent across all digital media. In the blog, Button Box will share information with the public about new class offerings, fabrics, products, services, promotions, events and open the door for conversations. This will also build relationships with the reader and other bloggers with similar interests. These relationships are key as the bloggers will not only comment on the posts, but also “quote” one another and link blogs together to form communities that inspire and motivate each other.

Another service that we have selected for the Button Box is to include ‘Online Shopping’. Since a large portion of the current customers shop online for products, Button Box needs to develop into this online shopping world. Button Box will only feature some product offerings online including jelly rolls, honey buns, specialty fabrics, discount fabrics, and button packages to create button bouquets.



Block 4: Tactics

Digital Media: Web Site

Subscribe to our
newsletter!



Store Hours:
Mon, Tues, Wed, Fri: 9:30-5:30
Thurs: 9:30-8:00
Sat: 9:30-5:00
Sun: 12:00-5:00
Closed Sundays May 27th through Labor Day

[Home](#) [Classes](#) [Sewing Machines](#) [Clubs](#) [Blog](#) [Gallery](#) [Shop](#) [Contact](#)

*Button
Box*
Crafting Boutique
We make sewing seem easy!

Welcome!

The Button Box Crafting Boutique is a quilting and fabric store located in Wellesley, MA. Founded in 1995 by owner Catherine Gentile, the shop sells cloth fabrics, buttons, and sewing & quilting materials.

The Button Box Crafting Boutique also offers an array of classes dedicated to teaching quilting techniques. Many of these classes are taught by the shop's staff, some of whom are locally known-experts.

The Button Box Crafting Boutique is a busy, bustling space where people just come to enjoy themselves. Its mission is to express art and creativity through the quilting craft. We hope to see you at the shop!

"A hidden jewel! Stopped in to buy buttons, ended up taking a quilting class, now I'm hooked on both quilting and the shop. Wonderful people, beautiful fabrics, can't be beat!"
- Peter Shor, Jul 31, 2010



5 Overbrook Drive, Wellesley, MA 02482

781-489-6515

buttonboxquilts@verizon.net

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Block 4: Tactics

Digital Media: Pinterest



Pinterest is a social community that allows people to share and discover things they love. Users connect using their Facebook account and are able to create virtual vision boards where you can categorize things you love, pin and save them. Pictures can be linked from the blog, website, and other social media platforms. The name of the page will be “Button Box Crafting Boutique” and its main focus for the Pinterest page is inspiration.

It will consist of different inspirational boards such as “Holiday Crafting”, “DIY Baby”, “DIY Weddings”, “DIY for the home” and “Quilting.” Additionally, the page will include one board open for its customers to upload their projects. This is a great way to show off projects that are made in class or what Button Box customers create in general. This is also a way to encourage interactivity and where customer’s can get credited and feedback on their work.



Block 4: Tactics

Digital Media: Pinterest

The Button Box Crafting Boutique

You have no description right now. Write a little bit about yourself! [L](#)

Wellesley, MA

7 Boards 41 Pins 0 Likes Activity Edit Profile

2 followers 1 following

Repins from

- Chantal van der Velden-Mul
- Rana Marie
- Gail Blain Prather (Faithful)

Holiday Crafting 5 pins

DIY Baby 6 pins

DIY Weddings 5 pins

DIY Gifts 6 pins

DIY for the home 6 pins

DIY Handbags 4 pins

Quilting 5 pins



Block 4: Tactics

Digital Media: Facebook



To be able to build a closer relationship with customers, creating a community on Facebook is an essential place to start. The Facebook page should include all relevant information such as operating hours, directions to the store, contact information. Since Facebook currently has the largest social network, it is a great platform to raise awareness of the other digital media platforms where Button Box has a presence such as the blog, YouTube channel, and Pinterest page.

The layout will contain general information (name, store address, map, email address, hours of operation). The content is divided into three categories: social, promotional, and tutorial. Social categories include special events hosted by the Button Box. Promotional events include bring attention to and reminding customers of offerings such as classes and events. Tutorials are meant to help educate customers on how to techniques as well as inspire them to explore new project ideas that are on trend.



Block 4: Tactics

Digital Media: Facebook



Button Box Crafting Boutique
2 seconds ago

There is still a few glasses left for S&S on Wednesday at 7PM! Make sure you catch up with your girlfriends over a glass of sangria while you are working on your new crafting project. Sign up on www.Buttonboxcraftingboutique.com

Like · Comment · Share



Block 4: Tactics

Digital Media: Facebook

About

[Edit](#)

Description

Button Box Crafting Boutique is a quilting, fabric and crafting boutique located in Wellesley, MA. Founded in 1995 by owner Catherine Gentile, the boutique sells cloth fabrics, buttons and sewing materials in addition to an array of classes dedicated to teaching quilting and sewing techniques. Many of these classes are taught by the shop's staff, some of whom are locally know-experts.

The Button Box Crafting Boutique is a busy, bustling space where people just come to enjoy themselves. Its mission is to express art and creativity through the quilting and sewing craft. We hope to see you in the shop!

Find us on:

Pinterest: <http://pinterest.com/buttonboxcb/> (The Button Box)

YouTube: <http://YouTube.com/buttonbox/> (The Button Box)

Yelp: <http://www.yelp.com/biz/button-box-crafting-boutique-wellesley> (Button Box Crafting Boutique)



Joined
Facebook 04/15/2012

Location 5 Overbrook Drive, Wellesley, MA 02482

Hours
Mon - Wed: 9:30 am - 5:30 pm
Thu: 9:30 am - 8:00 pm
Fri: 9:30 am - 5:30 pm
Sat: 9:30 am - 5:00 pm
Sun: 12:00 pm - 5:00 pm

Contact Info

Phone 1 781.489.6515

Email buttonboxcraftingboutique@gmail.com

Website <http://buttonboxcraftinaboutique.com>



Block 4: Tactics

Digital Media: YouTube




The main purpose of the YouTube channel is to assist and teach consumers about quilting, sewing and crafting in addition to being an inspirational place where people can get new ideas. The channel will consist of short videos about new techniques, employees, customers, and staff, as well as new and inspirational ideas.

- Q&A: questions often asked during classes regarding quilting, sewing and crafting. These videos should be a source people can turn to when they are in the middle of a project and have basic questions.
- As someone being in the field there are tons of crafting ideas we get exposed to that needs to be shared with the customers. The videos should either be a short introduction in how to get started on bigger projects or detailed videos on how to make smaller projects. Please see Appendix # for further details on the YouTube strategy.



Block 4: Tactics

Digital Media: YouTube

 Button Box personnel will be the main contributors to the channel but to engage customers even more we will encourage them to create and post their own videos. Based on the vision of contributing to the community we believe customers are willing to share their ideas and inspire their neighbors.

We will use other social Media platforms such as the blog and the Facebook page to encourage people to upload their video. A posting idea could be something like this:

“What’s your Easter project this year? Upload your video and get the chance of winning a free class!” (link to YouTube channel)

This will first of all raise awareness to the channel and encourage people to visit, either to upload their video or to be inspired to start on a project for Easter. It is also a great way for customers to show off their projects and get feedback from other people.



Block 4: Tactics

Digital Media: Yelp



Yelp serve as a social networking, user review and local search web site where of the main goals is to connect people with businesses in the local community. People are likely to listen to the opinions of their peers that have actually used a product or service and using word of mouth is an effective way to reach new customers. It also adds credibility to the web site and business and adds trust and confidence to new potential customers. Yelp offers an opportunity for branding the business and getting visitors to the web site that may not have found it otherwise on organic rankings.

Research shows that Button Box customers are overall satisfied with Button Box, which is a great opportunity for the company to take advantage of, especially when targeting new customers that are unfamiliar with the brand. With a well-developed SEO strategy it is more likely that Button Box will attract traffic to the Yelp page, get reviews and increase customer traffic to the store. It is also important to make sure that the Yelp logo is included in all the deliverables such as advertising, business cards and web site, to encourage customers to leave a comment on Yelp.



Block 4: Tactics

Public Relations

The public relations campaign includes the following:

- Revitalizing the email newsletter
- Media outreach to Chronicle
- Outreach Initiatives



Block 4: Tactics

Public Relations: Newsletter

The purpose of the Constant Contact newsletter is to connect with customers and alert them to events at Button Box, new products and classes, and crafting tutorials and tips. In order to achieve this purpose, it is important that the newsletter reflects more content about the store's promotional events and classes; employees or special guests; and their participation in expos and local outreach.

A sample email template has been created in your Constant Contact account and is in the Appendix. Button Box can use this template to create their newsletters and maintain a consistent design and theme. The important change here is that the newsletter will be more content oriented with information on tips and trends. The promotional aspect will remain, but will be moved to a small coupon space at the bottom of the newsletter.

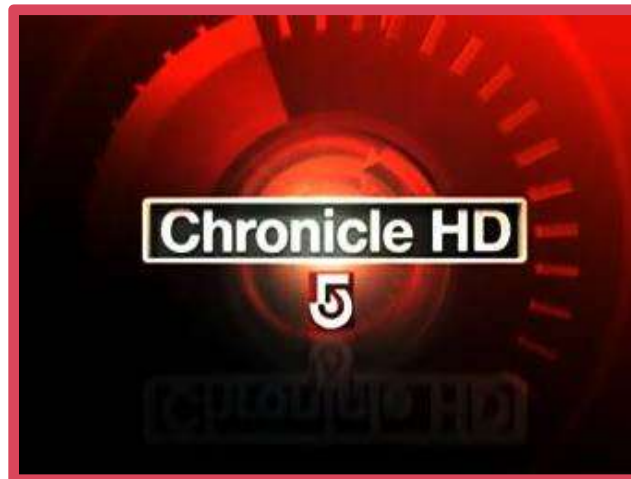


Block 4: Tactics

Public Relations: Chronicle HD

Chronicle is a well-known and frequently-watched news segment that features small businesses and interesting figures within the community. It is a wonderful platform for the Button Box as it not only focuses on the shop itself, but its owners.

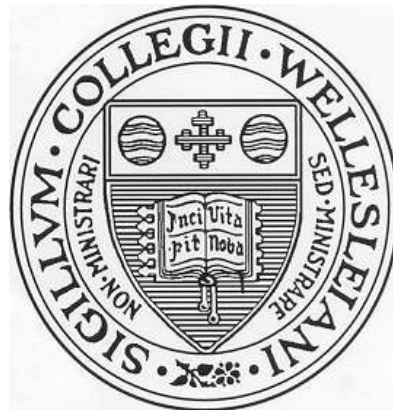
Having the Button Box be featured for *Chronicle* would increase its visibility, target to a large audience, and most importantly help shift its focus from solely quilting to crafting and Do-It-Yourself projects for the home. The press kit for Chronicle is Appendix #.



Block 4: Tactics

Public Relations: Outreach

In order to increase the Button Box's presence in the community, we are proposing a series of initiatives to involve the shop with schools, hospitals, charitable organizations, and other small businesses. Our criteria for choosing organizations, particularly charities, was based on the interests of Button Box's target market, but also traits that describe the shop itself such as *quilting*, *sewing*, *art*, *mothers*, *home*, and *comfort* among others. For many of these organizations, we suggest providing donations in the form of either merchandise such as a quilt or sewing/quilting kit or attendance at a class. We believe offering these items not only helps show what Button Box has to offer to potential customers but also entices them to become more involved in sewing and crafting for DIY projects.



Block 4: Tactics

Public Relations: Outreach

In the past, Button Box has involved itself with Newton-Wellesley Hospital by providing space and materials to quilt baby blankets for newborns. It is beneficial to the Button Box to continue this initiative as it is an opportunity to individuals and groups who support the hospital and the charity itself. However, instead of continuing it as a one-time event, we propose making it into a class and providing the materials to students at a reduced price. Doing this enables Button Box to not only reach its target audience but also reinforce the idea of quilting and sewing to be an easy and rewarding crafting activity.



Block 4: Tactics

Public Relations: Outreach

The second part of our proposal includes cross-promoting itself with other small businesses in the area. Because many shops in Wellesley are self-owned and sell and advertise creative and artistic goods for the home, there is opportunity to attract new customers. While cross-promotion with selected establishments would involve direct marketing in the form of promotional postcards, Button Box can also do product placement by adding an item like a quilt or handbag as a prop in the specific store's display. Button Box will ask local businesses to hang a Button Box sample item such as a quilt or handbag with a tag attached that reads, "This lovely hand-crafted item was made at The Button Box Quilt & Sewing Shop. You can make this, too by taking a class with us at the Button Box." In return, the Button Box will carry brochures and fliers from the local businesses it has partnered with. Encouraging cross promotion is not just a positive for Button Box; it is a positive for the Wellesley community.

Please refer to the PR plan in the Appendix to read more about chosen schools, charities and businesses.



Block 5: Budget and Metrics

- Marketing Plan
- Budget
- Media / Promotional Timeline



Block 5: Budget and Metrics

Marketing Plan







































































This marketing plan that we have established is an investment into your business and marketing is relied on for the continued success and growth of Button Box. If our proposed plan does not sync up with your proposed marketing spend, there are certain areas we feel are more important to get started sooner rather than later.

- Website design
- New logo re-launch – Store sign
- Digital Media and SEO
- Loyalty Program and Referral program
- Postcard and mailers
- Advertising
- Community outreach
- Store design



































Our media plan will begin in August 2012 and should continue until July 2013. We have included some strategic timing to get the most participation from your customers around key seasonal dates.



Media Plan

	A	S	O	N	D	J	F	M	A	M	J	J
Promotions												
Mommy and Me												
Sewing and Sangria												
Open sew												
Referral Program												
Pfaff Discount												
Discount Fabrics												
Loyalty Program												

Media Plan

	A	S	O	N	D	J	F	M	A	M	J	J
Advertising												
Wellesley/West on Magazine												
Natick Adult Education												
Digital												
Website Design												
SEO/SEM												
Facebook/YouTube/Pinterest												
Blog												

Budget

	1 st Q	2 nd Q	3 rd Q	4 th Q	Total
Print Postcard	\$246.95		\$246.95		\$495.90
Postcard- Direct Mail	\$584.00		\$959.00		\$1,543.00
Billboard	\$500.00				\$500.00
Press Kits			\$50.00		
Sewing and Sangria	\$250.00	\$250.00	\$250.00	\$250.00	\$1,000.00
Loyalty Program	\$165.00				\$165.00
Wellesley/Weston Magazine	\$597.50	\$597.50	\$597.50	\$597.50	\$2,390.00
Website design	\$1,034.00	\$135.00	\$135.00	\$135.00	\$1,439.00
Store Design	\$300.00				\$300.00

Executive Summary: Connecting the Buttons





Executive Summary

The Button Box Sewing and Quilting Center has a current customer base aged 50 years and older. To achieve the client's goal of reaching younger customers while also adding value to the current customers, the attached report recommends a positioning change oriented towards being on trend and content and information-focused to engage both age groups.

The report suggests many changes to achieve this goal. The store will be renamed as Button Box Crafting Boutique and will feature a new logo, web design, and interior layout reflecting the repositioning. The boutique will offer classes and products that are more on trend for both customer groups. Button Box will release new and targeted promotional offerings as part of the shop's effort to increase customer traffic. The report recommends updating and re-designing both digital and physical store communications including newsletters, e-mails, and postcards as well as local advertisement.

The report also highlights the overwhelming amount of the target market that uses social media, so we recommend a complete social media plan including a YouTube channel, Facebook page, and Pinterest account. According to research, a large portion of fabric and craft purchases take place on the internet, so the report recommends expanding sales capability online.

Public relations strategies are also included in the report, ranging from community involvement and support initiatives to collaboration with select local businesses.

This marketing plan covers the time period from August 2012 to July 2013.



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Appendix - Digital Media

Postings

Below are our suggestions for early postings on Button Box’s Facebook wall. It is important that all postings include a link to Button Box’s website.

Social

Sewing and Sangria

- a. 5 days before the event: “It’s time for some Sewing & Sangria! Join us at Button Box this {day} at {time}! {link to event on website}”
- b. 3 days before the event: “There’s still a few glasses left for S&S on {day} at {time}! Make sure you catch up with your girlfriends over a glass of sangria while you are working with your newest crafting project. {link to website}”
- c. Night before the event: “See you at Sewing & Sangria! We can hear the bottles popping and machines running already! {link to website}”

Mommy and Me

Night before: “We expect to see Mommies, munchkins, and machines in tow at Mommy and Me every {day}!”

Open Sew

Night before: “Bring your unfinished projects to our fabulous machines every {day} between {time}!”

Appendix - Digital Media

Promotional

Classes (i.e. Quilting Academy #1, Freshman Year)

- a. 7 days before the class: “Students, make sure your needles are ready! This week is Quilting Academy #1, Freshman Year on {day} at {time}. RVSP today at {website link}!”
- b. 2 days before the class: “There are still seats open for Quilting Academy #1, Freshman Year! Make sure you get to the front of the class! RSVP at {website link} today!”
- c. Night before the class: “Quilting Academy #1, Freshman Year! The bell rings at {time}! {website link}”

highly suggest linking to the blog or posting a picture from Pinterest

Sales (i.e. Block of the Month)—Make sure that there are 2 postings for 1 sale.

Tutorial

YouTube videos: “Learn how to do {description}! Check out the {video title} featuring our very own starlet(s) {staff member/class member} and {staff member/class member}! {video link}”

Q&A: “It’s {day}, which means it’s time for our Q&A section! Ask a question, get an answer!”

Ideas for Crafting projects

Boards and pictures (from Pinterest)

Inspirational: “Wouldn’t it be great to bring a self-made gift to that baby shower you’ve got coming up! At the Button Box, you can learn how! Check out our blog or Pinterest board for new ideas!”

Appendix - Digital Media

Create table for Digital Media Facebook Activity

Suggestions

- All **SOCIAL** events should have 2 to 3 postings before the actual event. If Sewing and Sangria is in Week 2, the majority of postings on Facebook should take place during Week 1.
- **Classes:** Choose the two most popular classes within the specific week to promote
- **YouTube videos:** These should be posted once each time a new video is created.
- **Q&A:** This type of post should be made once per two weeks on the page.
- **Crafting Ideas:** This type of post should be made once per two weeks on the page.

Appendix – PR Initiatives

Examples for Newsletter Postings

Classes

“Starting from {date} to {date}, the Button Box Quilt Shop will be holding its {class} series. Taught by {name}, a {role at the Button Box} and {local artist/nationally-recognized sewer}, these classes specialize in teaching {activities} and providing aide and tips from one of the best! For a preview of {name}'s skills, check out her work at {website}/or feature article in {publication}. These classes cost {price} and can only fit {number of students}, so register today at the {website}. Spots are limited.”

Button Box Employee Highlight

The Button Box Quilt Shop's own {name} is appearing in the {month} issue of {magazine}! {name}, who has taught {classes} at the Button Box since {date} specializes in {skills} and is a frequent participant at {expo/contest} of which she has showcased her quilts/won the {prize title and year}. The issue goes on sale {date}. Come by to take it off our shelves and say hi to {name} or check out the article online at {website}!

Appendix – PR Initiatives

Examples for Newsletter Postings

Expo Appearances

This could be a quick paragraph about the expo detailing:

What it is about;

Who is participating;

What they're showcasing;

Why they like the expo or what they feel customers could get out of going there.

expo detail

Special Events

In order to be more content-focused in descriptions for special events, such as the Sewing Divas Get Away Retreat, details about the sewing-related activities needs to be available in the first paragraph. In this way, newcomers can know what opportunities the event will offer them should they participate. The second paragraph should to talk about activities outside the event itself, and the third paragraph should talk about cost as well as links to relevant information.

Appendix — PR Initiatives

Press Packet for Chronicle

Backgrounder

With the do-it-yourself craft movement on trend, some old-fashioned crafters are working to catch the new business and the younger generation that is carrying it. The Button Box Crafting Boutique is revitalizing their brand and launching a delightful social media campaign using Pinterest, Facebook, and YouTube to educate newly married ladies and young mothers on the ease and joy of crafting, quilting, and sewing for both pleasure and necessity.

The Button Box is a quilting and fabric store located in Wellesley, MA. Founded in 1995 by owner Catherine Gentile, the shop sells cloth fabrics, buttons, and sewing & quilting supplies. Gentile was an employee at the Windsor Button Shop when the chain closed down. While checking out a customer, Gentile juggled the phone and negotiated her purchase of the inventory, buttons, and fixtures, and with the help of her small family moved them all over to her own new shop in Needham. Now the shop is in Wellesley and business is booming.

Gentile discovered quilting when she was living in Germany with her husband Larry. She used fabric from the local PX and patterns from the Good Housekeeping magazine. She created her first quilt on a used top-of-the line Pfaff, a brand that she now sells in her store.

Appendix – PR Initiatives

Press Packet for Chronicle

Backgrounder continued.

Gentile’s skills have come a long way since Germany and she uses the store to pass on her knowledge to the new generation of young, crafty ladies. The Button Box offers an array of classes dedicated to teaching customers sewing and quilting techniques. Many of these classes are taught by the shop’s staff, some of whom are locally and nationally-recognized experts and prizewinners within the sewing and quilting community.

Recently, Gentile introduced classes geared toward the new generation of young women to encourage them to learn DIY crafts for the home and for the closet including creative handbags and embroidered towels.

The Button Box considers itself to be a “busy, bustling shop where people just come to enjoy themselves,” and its mission is to express art and creativity through the quilting craft. As their slogan states, “We make sewing seam easy!”

Appendix – PR Initiatives

Press Packet for Chronicle

Press Release

The Button Box Crafting Boutique, located in Wellesley, MA, is the shop for any and all sewing, quilting, and crafting needs for the home or that gift to that special someone. Its founder, Cathy Gentile, says she was always interested in sewing as a young girl; however, she didn't discover quilting until she spent a brief period aboard as in Germany. Most of Gentile's skill was self-taught and supported by her husband, Larry. "Fabric came from the PX and the pattern from a *Good Housekeeping* magazine...My quilt top was machine-pieced and hand-quilted--it was painful because I was hand-quilting the really hard way for lack of a teacher," says Gentile.

Her love for quilting continued upon returning to the United States and her birth of her twin boys. While Gentile became being active in shows that took place in Connecticut and sewing special-order items, and teaching classes at home and the Windsor Button Shop, it wasn't until 1995 that she found herself with an opportunity to open a shop of her own. "When [the manager] learned the shop was being foreclosed, [she] suggested I make the owners an offer for the inventory. I purchased all the fabric, button inventory, and fixtures to open my own place and moved it all into my house with the help of a UHaul van, my oldest son and his boy scout troop. We opened 9 weeks later in Needham in a small shop." In its 17 years of business, the Button Box Crafting Boutique has not only changed its location, but has expanded its merchandise to include cotton fabric from places like Africa, Asia, and Australia, buttons, and tools for sewing and quilting.

Appendix – PR Initiatives

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Appendix – PR Initiatives

Press Packet for Chronicle

Press Release continued.

While the shop prides itself on its high-quality fabric and merchandise, Gentile believes the greatest service offered is its classes. Classes are available for individuals any skill level and take place in four to six-hour sessions to better enable novices and experts to learn new sewing skills, pattern techniques, and imaginative uses of color. While most classes focus on quilting, other “Studio” classes focus on Do-It-Yourself projects such as clothing alteration, handbags, and baby items. All customers receive one-on-one guidance from the Button Box’s knowledgeable staff, and the student-to-teacher ratio for many Studio classes are 5:1. Gentile describes a class’ atmosphere as being “casual, social events with lots of conversation. Students work on any project at all - clothing, curtains, quilts with supervision...[and] become friends with similar skill levels and feel comfortable continuing on together.”

Additionally, the Button Box Crafting Boutique is the Supreme Dealer of Pfaff sewing machines in the area. Pfaff machines, fondly dubbed by Gentile as “sewing machines with a computer,” have the ability to perform many sewing and quilting tasks--from mending clothes to pillow making to creating full patterns for quilts--yet are complicated to handle. As the only seller of new and gently-used models in the area, Gentile is dedicated to teaching new buyers proper use of their machines through a monthly, one-session class called the Pfaff Club. Pfaff Club provides a comprehensive tutorial designed to “teach a student not to be afraid...and really use her sewing machine to full potential.” For Gentile, this include step-by-step instruction and tips for threading and needle replacement, as well as general maintenance and repair.

Appendix – PR Initiatives

Press Packet for Chronicle

Press Release continued.

But what truly sets the Button Box Crafting Boutique apart from other fabric and crafting shops is Gentile’s ability to draw from the quilting and sewing world to grow her merchandise and adapt her business to growing trends. She remains an active participant at sewing and quilting expos, such as the Machine Quilter’s Exposition. Says Gentile: “Quilting, and it’s pleasant family oriented feel, is our strong suit...I love the busy, crazy madness of the shows, the steady stream of customer questions, showing off the beautiful quilts and encouraging women to try to make whatever project seems to suit her skill and comfort zone.”

Pictures to Include

Picture of the outside of the Button Box

Pictures of the quilts (3-5 total)

Pfaff sewing machines

Group shot of Button Box owner and staff

Appendix – PR Initiatives

List of Schools

Wellesley Junior High Class Auction 2012

Chrissie Lawrence at chrissielawrence@verizon.net or juniorauction@comcast.net

Massachusetts College of Art and Design Annual Art Auction

Office of Fundraising Events

(617) 879-7014

auction@massart.edu

http://www.massart.edu/support_massart/the_massart_auction.html

Sunshine Nursery School's Stand-Up for Sunshine

630 Massachusetts Avenue

Arlington, MA 02476

Phone: 781-646-1630

Fax: 781-641-4790

<http://sunshinens.org/>

Appendix – PR Initiatives

List of Local Organizations

Natick Community Organic Farm
Harvest Dinner and Silent Green Auction

Sept. 24 | 6 p.m.

117 Eliot Street

Natick, Massachusetts 01760

Phone 508-655-2204

Fax 508-651-7334

ncorganic@verizon.net

<http://www.charityauctionstoday.com/store.php?username=NatickFarm117>

http://natickfarm.org/Pages/Harvest_Dinner.html

Note: Auction lasts from Sept. 13-20 online

Big Brothers Big Sisters of Massachusetts Bay Big of the Year Celebration May 17 | 5:30 p.m.

75 Federal Street, 8th Floor

Boston, MA 02110

Kendra Conway at: kconway@bbbsmb.org 617-956-0226.

*Also the “Bowl for Kids’ Sake” event

The Cyclorama at the Boston Center for the Arts
2nd Annual YES Gala to Benefit Youth Enrichment Services

Apr. 12 | 6:00 p.m.

412 Massachusetts Avenue Boston, MA 02118

Tel. (617) 267-5877

Fax (617) 266-6168

Email info@yeskids.org; jburch@yeskids.org

http://www.yeskids.org/programs/event/2nd_annual_yes_gala_for_boston_youth

AANE Laugh Out Loud Benefit Gala

Apr 28 | 6:00p

Contact: Laurie Bejoian, Director

617.393.3824 x 20

laurie.bejoian@aane.org

http://www.aane.org/make_difference/gala/

Appendix – PR Initiatives

List of Local Businesses

Five Bites Cupcakes—Postcards and handbag
141 Linden St.
Ste 2-C
Wellesley, MA 02482
781-235-5755
www.fivebitescupcakes.com

Markia's Salon—Postcards and handbag
330 Weston Rd.
Wellesley, MA 02482
781-235-1848
www.marikassalon.com

Comina furniture shop—Postcards & quilt
566 Washington St.
#A
Wellesley, MA 02482
www.comina.com

Wellesley Needlepoint Collection—Postcards & quilt
22 Grove Street
Wellesley, MA 02482
781-235-2477
wellesleyneedlepoint.com

Posies of Wellesley flower shop—Postcards & handbag
77 Central St.
Wellesley, MA 02482
781-237-9669
www.posiesofwellesley.com

Lobelia Café—Postcards
268 Washington Street
Wellesley, MA 02481
781-235-2323

Peet's Coffee—Postcards & quilt
9 Central Street
Wellesley, MA 02482
781-235-0018

Bernie & Phyl's—Postcards & quilt on furniture
Wellesley, MA

Display at the local library—Postcards & quilt for sale
530 Washington Street
Wellesley, MA 02482
wellesleyfreelibrary.org

Appendix – Post Card (Front)

Come Craft with us at the Button Box!

The Button Box is the destination for all of your crafting needs. Our products include fabric, sewing machines and supplies, buttons, patterns, and of course, buttons! Whether you want to create a hand-made gift for that up-coming baby shower, embroider your own towels, or begin a quilt of your very own, the Button Box Crafting Boutique in Wellesley is here to help.

Our knowledgeable and friendly staff make sewing seam easy and we are here to help ensure you have all of the tools and education you need for your crafting projects.



Appendix – Post Card (Back)

Come Craft With Us at the Button Box Crafting Boutique!

Have you seen some of the new crafting trends on Pinterest? We have. And we can teach you how to make them! We offer classes for all skill levels, from the experienced crafting aficionados to the newest newbies. View our class list on our redesigned website and give us a call to sign up: [insert web address]



Learn how to make
a button bouquet!

Button Box Crafting Boutique

5 Overlook Drive
Wellesley, MA 02482
781 – 489 - 6515
www.webaddress.com

Button Box

Crafting Boutique

Button Bouquets for weddings

Embroidery for weddings

- Embroidered Handkerchiefs
- Wedding gown sewing and alterations

Children/Baby shower gifts

- Baby Blankets
- Stuffed toys
- Embroidered baby outfits

For the home

- Table cloths
- Monogrammed towels/ sheets
- Decorative pillows
- Curtains 101

Holiday crafts