

Kayla McCullough
Gaylord College M.A. Candidate

blush norman

CAMPAIGN BOOK AND STRATEGIC
COMMUNICATION PLAN

CONTENTS

PAGE 2	ABOUT ME
3	MEMO
4	EXECUTIVE SUMMARY
5	MISSION / PROBLEM STATEMENT
6	SITUATIONAL ANALYSIS
7	INTERNAL / EXTERNAL FACTORS
8	KEY PUBLICS
9	PRIMARY PERSONA
10	SECONDARY PERSONAS
12	SWOT ANALYSIS
13	COMPETITIVE ANALYSIS
14	SOCIAL MEDIA AUDIT
15	RESEARCH
16	RESEARCH QUESTIONS / GOALS
17	RESEARCH METHOD
18	RESEARCH RESULTS
22	INFLUENCER MARKETING CAMPAIGN
23	CAMPAIGN GOALS / METRICS
24	CAMPAIGN PLANNING
26	CAMPAIGN DELIVERABLES
31	THE INFLUENCERS / THEIR CONTENT
36	CAMPAIGN RESULTS
37	STRATEGIC COMMUNICATION PLAN
38	RECOMMENDATIONS / GOAL
47	PLAN OF ACTION / MILESTONES
49	BUDGET
50	EVALUATION
52	APPENDIX

about me



My name is **Kayla McCullough** and I am a Master of arts candidate for Gaylord College at the University of Oklahoma. My degree specialization is in **strategic communication** with a concentration in public relations. My professional interests include **fashion public relations, social media, and influencer marketing**. Throughout college, I have held internships and positions that gave me public relations, marketing and social media management experience in the **fashion, lifestyle, restaurant, hospitality, healthcare and nonprofit industries**. In my free time, I can be found writing for my fashion and lifestyle blog, designing custom resumes for clients, or creating minimalistic portraits of my loved ones.

MY COMMITTEE



Dr. Zhang
Chair

Professional Interests:
Crisis Communication



Professor Pritchard
Member

Professional Interests:
Student-Run Firms
Student Leadership Development



Dr. Sung
Member

Professional Interests:
Digital Advertising
Influencer Marketing

memo

DATE: May 2021

TO: Megan Benson

FROM: Kayla McCullough

RE: The Blush Norman Campaign Book and Strategic Communication Plan

This campaign book and strategic communication plan is for the use of Blush Norman to **guide and direct different aspects of their communication process**. Findings show that Blush Norman can successfully participate in influencer marketing tactics to grow their business and expand their audience, even as a small business. Blush Norman should **consider branching out to related marketing and communications tactics** in order to increase brand recognition in the Norman and Oklahoma City area.

executive summary



Blush Norman is a Campus Corner boutique on a mission to provide Norman and Oklahoma City residents trendy clothes at affordable prices. As part of my M.A. candidacy, I conducted **primary and secondary research** covering shopping habits during the COVID-19 pandemic, social media use, influencer marketing, and public perception of Blush Norman. The purpose of this research was to **plan an effective influencer marketing campaign** with a goal of increasing Blush Norman's Instagram following and draw attention to their online shopping platform, blushnorman.com. This research includes a **situation analysis, research summary, an analysis of the influencer marketing campaign's planning/execution, and in-depth recommendations for future strategic communications pursuits**. All of these items provide the basic framework that will help Blush Norman improve their marketing, social media, public relations tactics in the future.

mission / problem statement

MISSION STATEMENT

Blush Norman is a Campus Corner boutique on a mission to provide Norman and Oklahoma City residents **trendy clothes** at **affordable prices** while providing **standout customer service**.

PROBLEM STATEMENT

My client for this research and subsequent campaign is **Blush Norman**, a local clothing boutique. The main problem that this influencer marketing campaign aims to address is **a decrease in sales from both the COVID-19 pandemic and the historically slow winter season**.

situational analysis

internal / external factors

INTERNAL FACTORS

Blush Norman is a boutique located on Campus Corner in Norman, Oklahoma. Blush Norman stocks **fashionable merchandise at an affordable price**, and the items they choose to stock in their store **align with trends happening in real-time**. Beyond trendy clothing and accessories, Blush Norman also stocks **University of Oklahoma, Norman, and Oklahoma-specific merchandise**. Megan Benson works with local manufacturers to design these local t-shirt, pillow, and other miscellaneous items. As a store, Blush Norman **employs mainly young women** who are students at the University of Oklahoma.

EXTERNAL FACTORS

Blush Norman currently only has one location, which makes it **difficult for them to develop strong brand recognition**. However, those who do shop at Blush Norman are very **loyal customers**. Since they are located in a college town, Blush Norman's **clientele generally departs after four years**. Blush Norman has a website that allows consumers to shop Blush Norman merchandise no matter where they are, but **it is not well known**. Additionally, **the COVID-19 pandemic is restricting consumer shopping habits** as not as many individuals are comfortable with doing their shopping in-person.

key publics

CUSTOMER

Blush Norman's customers/target audience are **college students, younger professionals, and young moms**, with an age range of approximately **18 - 35**. College students, young professionals, and young moms often have the funds necessary to shop at a local boutique versus at chain stores.

PRODUCER

A prominent producer for Blush Norman is their **clothing suppliers**. Megan Benson and her sister go to Los Angeles four times a year (once a season) to choose the new pieces for their shop. They take customer requests and trends into account directly when choosing their new pieces. Blush Norman also carries **Oklahoma and Norman-specific merchandise**.

ENABLER

Employees are a key enabler for Blush Norman. Megan Benson is proud of **the young women who work in her store** and wants to ensure that they all work to give their customers the best experience possible.

LIMITER

The other boutiques on Campus Corner serve as Blush Norman's main limiters. There are **several other boutiques on Campus Corner** and they are all competing for the same target audience (more on this in competitive analysis section.) **The COVID-19 pandemic** has also been a limiter for Blush Norman, as the store was deemed "non-essential" and shut down for a short portion of 2020.

primary persona



KATIE NICHOLSON

OCCUPATION: Student

AGE: 20 | TYPE: Customer

MOTIVATIONS

- Hopes to **graduate from the University of Oklahoma** in 2022 with a bachelor's degree in business
- Enjoys **being active** with her goldendoodle, Chloe
- Works to make sure every member of her sorority **feels included** in chapter events

GOALS

- Serve as **president for her sorority**
- Attend **every OU home football game** in fall 2021
- Move to NYC to work in **fashion merchandising**

PAIN POINTS

- Struggles with wanting to **dress both comfortable and cute** when attending her Zoom or IRL business classes
- **Misses socializing with friends** due to the COVID-19 pandemic
- Learning to **balance** her schoolwork and her new business internship

BEHAVIORS

- Active on social media, **frequently follows local influencers** to stay up-to-date on the latest fashion and lifestyle trends
- Pre-pandemic, she religiously **went out with friends** to Logie's and Nompton Social
- Post-pandemic, she can be **found on her couch** watching the newest episodes of "The Circle" on Netflix

💡 **Blush Norman allows me to have cute and comfy clothes without breaking the bank!** 💡

secondary persona



SAMANTHA STONE

OCCUPATION: Stay-At-Home Mom

AGE: 32 | TYPE: Potential Customer

MOTIVATIONS

- Taking care of and providing a good life for **her three-year-old son**, Mason
- Learning how to better care for her son through **new homeschooling tactics**
- **Getting out of the house** as much as possible

GOALS

- Hopes to **add more trendy (but mom-appropriate) pieces** and spice up her wardrobe for 2021
- Saving up to take Mason to **Disney World** next year
- Looking to **self-publish a book** as a side hustle

PAIN POINTS

- Finding time to **take care of/shop for herself** while also being an active and involved parent for Mason
- Wants to **keep Mason socialized** while also ensuring he is not put in danger of contracting COVID-19
- Found herself being **less active than she would like to be** since becoming a mother

BEHAVIORS

- Likes to **scroll on Instagram and catch up on blog posts** with a glass of wine in the evenings
- Enjoys going to **play group sessions** to meet other local moms
- Spends her free time **browsing Pinterest** for fun kid and adult-friendly recipes

“It’s hard to find pieces that I can wear day-to-day that are both trendy and appropriate for a young mom to wear.”

secondary persona



JASMINE BURKHART

OCCUPATION: Student

AGE: 22 | TYPE: Employee

MOTIVATIONS

- Getting a **4.0 for the spring 2021 semester**
- Working part-time to **pay her rent**
- **Making her parents proud**

GOALS

- Start a fashion blog and **start writing about style forecasts and trends** in her free time
- Securing a **summer internship** in communications
- Continue higher education to **receive her master's**

PAIN POINTS

- Being able to **work a job and balance her schoolwork**, as her scholarship relies on her maintaining a high GPA
- Her **chronic illness** makes it hard for her to give 100%, every single day
- Worried about **paying for graduate school** on top of her undergraduate student loans

BEHAVIORS

- A regular at Hideaway Pizza, since she **loves meeting up with her friends** there after a long week of school and work
- Loves **snuggling with her cat**, Raina
- Takes **long walks around campus** on Sunday mornings to clear her mind and relieve stress

💡 I love my job at Blush Norman, it allows me to help pay for my school and work in fashion! 💡

swot analysis

STRENGTHS

- Blush Norman has a very strong social media presence complete with **several thousand Instagram followers**
 - They have a cohesive, **aesthetically pleasing Instagram feed**
 - Dedicated and loyal customers can continue supporting the local boutique by **shopping via social media or on Blush Norman's website**
 - Blush Norman is **affordable**, especially compared to other local competitors
-

WEAKNESSES

- Blush Norman could be said to have **poor brand recognition** as they are not a chain
 - They currently **only have one location**, which is on Campus Corner in Norman
 - As a small business, they **don't have the budget to recruit influencers with large followings** to promote their brand
-

OPPORTUNITIES

- Blush Norman **gains a whole new set of customers every four years**
 - This allows them to continue targeting the same demographic, since **their audience naturally rotates**
 - Target audience heavily uses social media, which **opens the door for other digital marketing techniques**
-

THREATS

- Competition with **other local boutiques**, especially those also located on Campus Corner
- Blush Norman has a **historically slow winter season**, as people are less likely to shop for themselves due to increased December spending from Christmas

competitive analysis



BLUEBERÍ LANE BOUTIQUE

One competitor for Blush Norman is Blueberí Lane, which is located on Campus Corner. Blueberí Lane has a **strong brand image, cohesive social media aesthetic, and blogger/influencer Priscilla Northey at the helm**. The boutique also has a wide variety of clothing and accessories with an **extremely online-shopping-friendly website**.



DAINTY HOOLIGAN

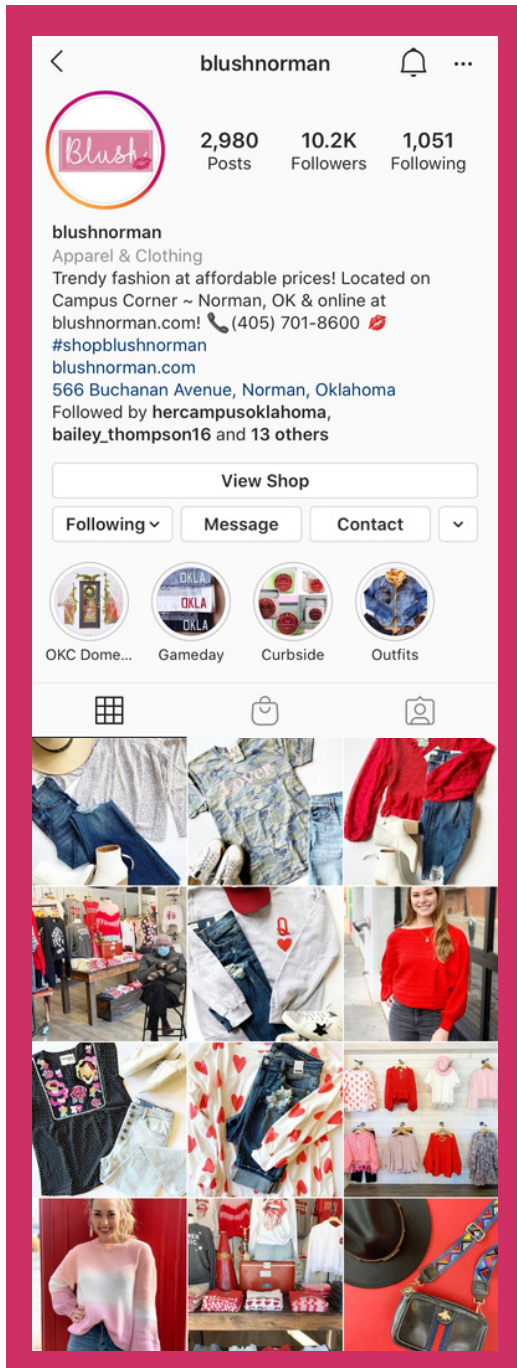
Another competitor for Blush Norman would be Norman's Dainty Hooligan boutique. Like Blush Norman, their mission involves **selling trendy clothing at affordable prices**. Unlike Blush Norman, Dainty Hooligan is a chain and therefore **has access to some resources a small business may not have**. Dainty Hooligan is also located on Campus Corner.



SAVVY ON CAMPUS CORNER

Savvy on Campus Corner is a boutique that has been in Norman since 2002. While they were **temporarily closed in winter 2020**, Savvy has the potential to reopen with a fresh new inventory and business model. Savvy is **less competitively priced than Blush Norman** and Dainty Hooligan, with most items over \$50.

social media audit



*Social media audit completed for January 25 - 31, 2021

Engagement rate calculated by taking the 6 most recent posts, adding their likes/comments together and dividing that number by 6. Then, the average number of comments and likes were divided by the follower count, multiplied by 100.

ENGAGEMENT

As of January 31, 2021, Blush Norman has **10,251 Instagram followers**. The **engagement rate is 0.45%**, and from January 25 - 31, 2021, Blush Norman received a total of **134 likes, 3 comments, 3 post saves, and 7 shares**.

Also from January 25 - 31, 2021, the Blush Norman Instagram account had **64 website clicks, 5 clicks to direct customers to the store via GPS, and 0 calls**.

Overall, from January 25 - 31, 2021, the Blush Norman Instagram **reached 3,543 individual accounts** and had **312 profile visits**.

CONTENT

Most posts were **flat-lays** and the Blush Norman Instagram account saw approximately **1 new feed post every day**. Captions included calls-to-action such as **"Come by and see us!"** and **"We have OU gear available in store and online!"**

Blush Norman is currently using **0 hashtags** to expand post reach.

research

research questions / goals

QUESTIONS

While new influencer marketing and COVID-19 consumer studies emerge every day, there is still a gap in the research concerning **boutique shopper's habits during the pandemic** and **influencer marketing geared towards small businesses** as a whole. As this influencer marketing campaign was mainly focused on drawing consumers to a local boutique's online shopping platform, it was important to consider these research questions:

1. How are boutique shoppers' shopping habits changing during COVID-19?
2. What are Blush Norman's customers' experiences with influencer marketing?
3. How do the boutique's current customers view Blush Norman?

GOALS

The goal was that the answers to these questions would **provide a framework for the campaign**. COVID-19 raised havoc around the world in the spring of 2020, causing many non-essential businesses to temporarily close. As a result, consumers who still want to purchase clothing now had to utilize online shopping. However, shopping for clothing online can be time consuming and inefficient as consumers are unable to try on clothing before they buy. By researching how COVID-19 has changed consumer clothing purchasing habits for boutique shoppers, **this research helped set the foundation as to how influencers can frame the boutique's services to improve online sales during the pandemic**, and afterwards as well.

In addition to online shopping-related research, this survey also included **boutique-specific research** to determine what the boutique's customers think about the brand. This helped guide the campaign and selection of influencers that align with the boutique's branding and goals.

research method

DESIGN

A **survey** was conducted in order to gather information from potential and current customers of the client, Blush Norman. This survey asked participants about their **online shopping habits** and how they have changed since the beginning of COVID-19. It also asked about the participants' **past experience with influencer marketing**. This survey helped to discover any qualms potential customers may have about online shopping, and this information was used to help dispel these worries during the campaign. It also provided some background into our **target audiences' experience with Blush Norman** to be used in campaign planning.

PARTICIPANTS

This study gained **163 complete responses** on the survey during the month it was active. Of these 163 responses, the **participants were mainly from the Norman or Oklahoma City area** or **students at the University of Oklahoma**. These participants were also between 18 and 30 years old and female, although all demographics can shop at boutiques so any input willing to be given was welcomed.

SAMPLING

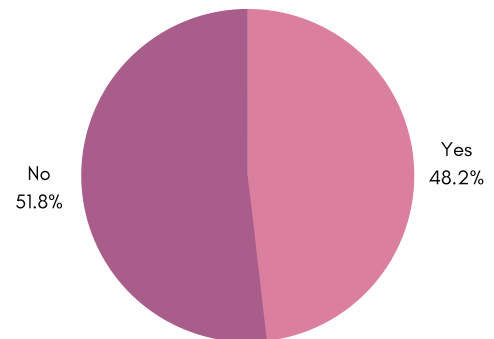
The survey **went live on November 16, 2020** and **closed on December 14, 2020**. The survey was distributed via Norman Community Facebook groups, the Blush Norman VIP Facebook Group, to Dr. Zhang's PR Research students, and to emails in the Blush Norman email database. These sources will be beneficial due to their **local proximity to the boutique** or **previous experience shopping at Blush Norman**. The survey contained 52 multiple choice and free response questions, as well as 7 demographic-based questions. The survey took approximately 10-15 minutes to complete.

research results

DEMOGRAPHICS

Participants were between the ages of 18 and 67, and **21 was the most common age**. 92.68% were female. 82.21% were White, 4.29% Black or African American, 3.07% Native American or Alaskan Native, 5.52% Hispanic or Latino, 1.84% Asian, and 3.06% some other race. The household income was widely split, with 18.75% of respondents making less than \$15,000 a year and 20.63% making more than \$150,000 per year. **48.17% were students** at the University of Oklahoma.

Q: Are you a student at the University of Oklahoma?

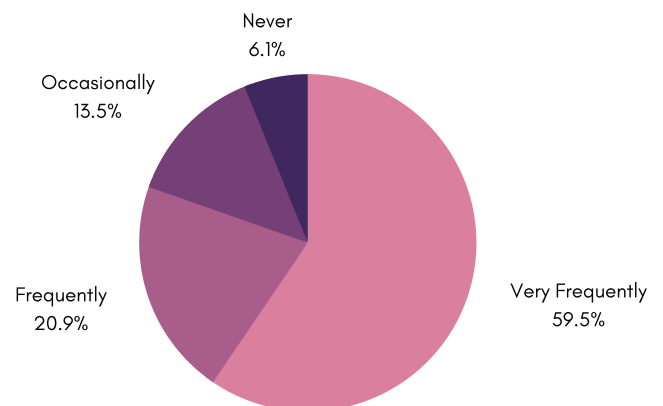


SOCIAL MEDIA

INSTAGRAM REIGNS SUPREME, FACEBOOK SECOND

For social media usage, **Instagram was the most popular app** among respondents with 80.37% indicating that they use Instagram frequently or very frequently. **Coming in second place was Facebook**, with 69.51% of respondents indicating that they use Facebook frequently or very frequently. **TikTok was the platform most infrequently used by respondents**, with 41.10% saying they never use the app. However, **Pinterest had the lowest overall average usage rating**.

Q: How often do you use Instagram?



research results

SHOPPING HABITS

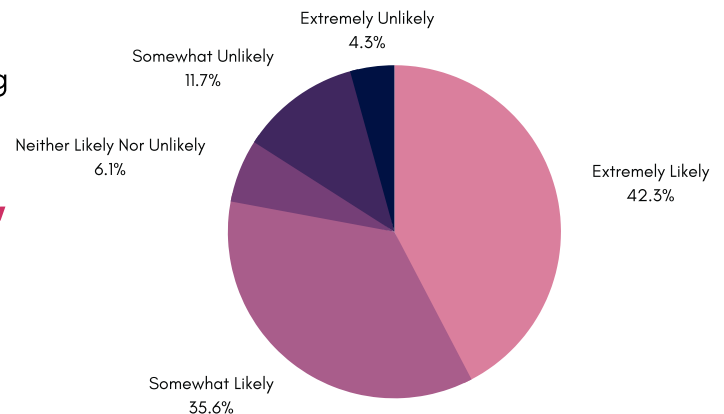
BOUTIQUE SHOPPING POPULAR AMONG PARTICIPANTS

Overall, participants were **very receptive to the idea of boutique shopping**, with 79.37% indicating that they would be somewhat or extremely likely to shop at one. Similarly, 77.91% of participants said they were **somewhat or extremely likely to follow a local boutique on social media**. 70.55% of participants indicated that they liked boutique shopping because they **enjoy supporting a local business**.

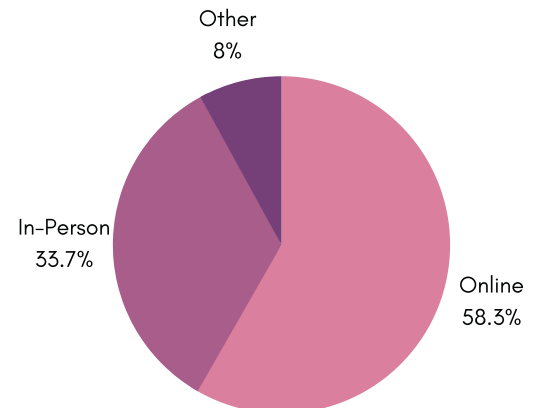
ONLINE SHOPPING ON THE RISE

52.15% of participants agreed that they have **increased their online shopping since the start of the pandemic**, and 58.28% of participants said they primarily shop for clothing online. 71.34% of participants said that they shop for clothing online either half the time or more. Online shopping is popular among participants because it is **convenient** and **helps them avoid crowds**. However, online shopping can be disliked because the participants are **unable to try on the clothing**, and it is a **hassle to return items** that did not work out for the customer.

Q: How likely are you to follow a local clothing boutique on social media?



Q: Currently, how do you primarily shop for clothing?



research results

INFLUENCER MARKETING

INFLUENCER MARKETING IS EFFECTIVE

Influencer marketing was very popular among respondents, with **84.05% following at least one influencer** on social media. 65.60% follow **lifestyle influencers**, and 61.96% follow **fashion influencers**. 71.53% of respondents admitted to **previously buying something an influencer recommended**. Users typically follow influencers because the influencer's **content is relevant to their interests**, according to 42.26% of respondents.

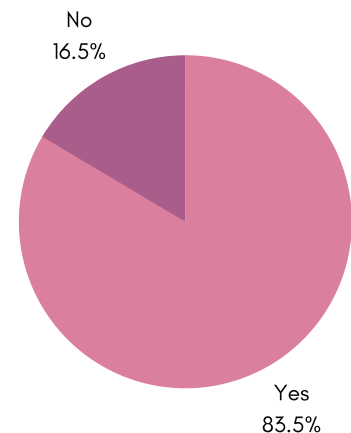
HIGH VIEW OF FAVORITE INFLUENCERS

When asked to think about their favorite influencer, 86.03% said **their favorite influencer was a female** and 88.24% said that **their favorite influencer was between 19 and 35 years old**. 52.00% of respondents consider their favorite influencer to be the **highest rating of authentic** (from 1 to 7, with 7 being the most authentic) and 53.38% of respondents consider their favorite influencer's content to be the **highest rating of creative** (from 1 to 7, with 7 being the most creative.)

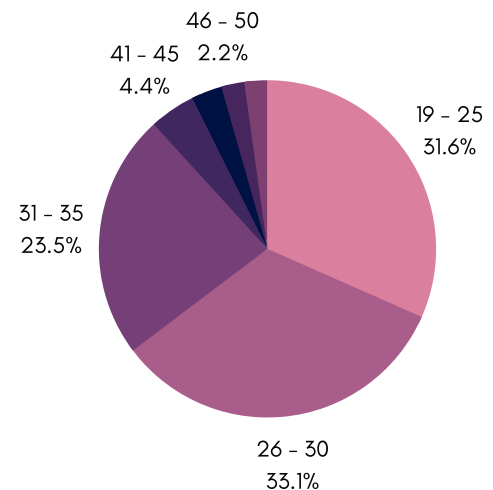
OPEN TO FOLLOWING SMALL

While 53.37% of respondents admitted that they **do not currently follow any nano-influencers** (someone with around 1,000 social media followers and is seen to have influence within their community.) However, 53.38% said they would be **somewhat or extremely likely to follow one in the future**.

Q: Do you follow at least one influencer on social media?



Q: What is the age of your favorite influencer?



research results

BLUSH NORMAN

BLUSH NORMAN WELL-KNOWN IN NORMAN COMMUNITY

When taking the survey, **77.44% of respondents had heard of Blush Norman**, and **57.48% had purchased something** there before. 49.32% of respondents said they had previously purchased their item in-store, while **41.10% said they had shopped both in-person and online.**

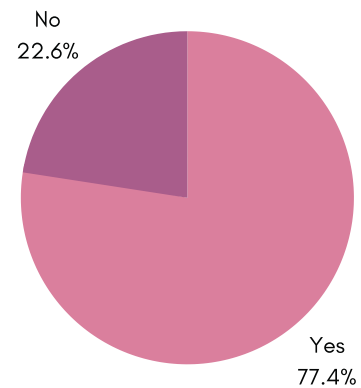
WEBSITE NOT AS POPULAR

When asked about their familiarity with blushnorman.com, results were split: **28.77% identified as extremely familiar** with the platform, while **24.66% said they were not familiar at all.** Ultimately, **80.83% said they were somewhat or extremely likely to utilize Blush Norman's online shopping platform** in the future.

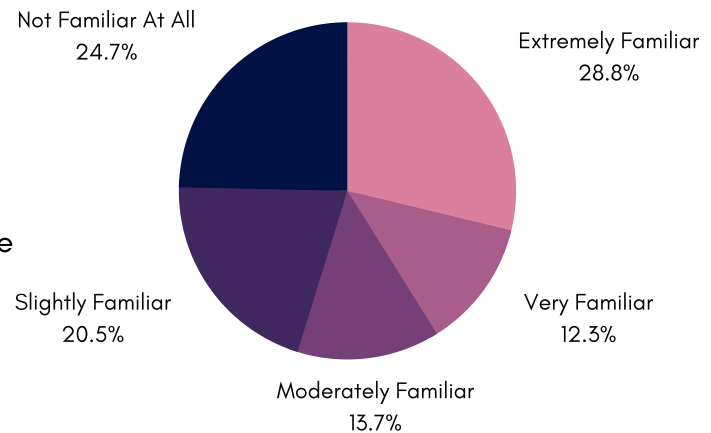
POTENTIAL VS EXISTING CUSTOMERS

Current Blush Norman customers were **more likely to prefer online shopping** than those who had never visited Blush Norman before. Potential customers were **more likely to use Facebook than Instagram** compared to current customers. Current customers were also **more receptive to the idea of following nano-influencers** in the future.

Q: Have you heard of the Campus Corner boutique Blush Norman?



Q: How familiar are you with Blush Norman's online shopping platform?



**influencer
marketing
campaign**

campaign goals / metrics

GOALS

The goal of this campaign was to use influencer marketing to **increase a Blush Norman's average Instagram engagement by 1%**, as well as grow their following on their Instagram by **75 individuals**. Both goals were to be attained by **the day after the campaign closed**. Since the campaign closed on February 10, 2021, the goals were **to be attained by February 11, 2021**. This campaign hoped to raise awareness of Blush Norman in Norman and the surrounding area, as well as attract new and potential customers to the boutique's website through the influencer marketing efforts.

METRICS

To measure the success of this campaign, I tracked the **likes, engagement, follows, and website clicks** for Blush Norman throughout and directly after the conclusion of the campaign. Compared to the preliminary social media audit, these metrics were able to show me the effects the campaign had on Blush Norman's **social media engagement** and **website visits**.

campaign planning

INFLUENCER SELECTION

The 5 influencers selected for this campaign were **evaluated / chosen based on a variety of characteristics**, including:

- Age
- Connection to OU's campus
- Profession
- Type of content created
- Engagement rate / following

Due to Blush Norman being a small business, I opted for influencers with smaller followings. These types of influencers are generally cheaper to obtain and can be perceived as more authentic by their audience.

TIMELINE

- January 14, 2021:** Influencer brief sent to Cassidy / Berkley
- January 14, 2021:** Influencer brief sent to Laura Nance
- January 14, 2021:** Influencer agreement sent to Laura Nance
- January 15, 2021:** Influencer agreement sent to Cassidy / Berkley
- January 15, 2021:** Influencer brief sent to Rubie Blanchard
- January 15, 2021:** Influencer brief sent to Rubie Blanchard
- January 16, 2021:** Agreement signed by Rubie Blanchard
- January 19, 2021:** Agreement signed by Laura Nance
- January 20, 2021:** Agreement signed by Cassidy / Berkley
- January 20, 2021:** Influencer brief sent to Annie Rose
- January 20, 2021:** Influencer brief sent to Nicole Holt
- January 20, 2021:** Influencer agreement sent to Annie Rose
- January 20, 2021:** Influencer agreement sent to Nicole Holt
- January 21, 2021:** Product chosen by Cassidy / Berkley

campaign planning

TIMELINE (CONTINUED)

- January 21, 2021:** Product chosen by Laura Nance
- January 21, 2021:** Product chosen by Rubie Blanchard
- January 21, 2021:** Product picked up by Laura Nance
- January 21, 2021:** Product picked up by Rubie Blanchard
- January 21, 2021:** Agreement signed by Nicole Holt
- January 22, 2021:** Product delivered to Cassidy / Berkley
- January 24, 2021:** Agreement signed by Annie Rose
- January 27, 2021:** Product chosen by Annie Rose
- January 27, 2021:** Product chosen by Nicole Holt
- January 28, 2021:** Product picked up by Annie Rose
- January 28, 2021:** Product picked up by Nicole Holt
- January 31, 2021:** Caption and visuals approved for Rubie Blanchard
- February 3, 2021:** Official campaign launch date
- February 3, 2021:** Instagram story published by Rubie Blanchard
- February 3, 2021:** Caption and visuals approved for Cassidy / Berkley
- February 3, 2021:** Caption and visuals approved for Annie Rose
- February 3, 2021:** Instagram story published by Annie Rose
- February 4, 2021:** Instagram feed post published by Rubie Blanchard
- February 4, 2021:** Instagram story published by Cassidy / Berkley
- February 4, 2021:** Instagram feed post published by Annie Rose
- February 4, 2021:** Caption and visuals approved for Nicole Holt
- February 5, 2021:** Instagram story published by Nicole Holt
- February 5, 2021:** Instagram feed post published by Cassidy / Berkley
- February 6, 2021:** Instagram feed post published by Nicole Holt
- February 9, 2021:** Caption and visuals approved for Laura Nance
- February 9, 2021:** Instagram story published by Laura Nance
- February 10, 2021:** Instagram feed post published by Laura Nance
- February 10, 2021:** Official campaign end date

campaign deliverables

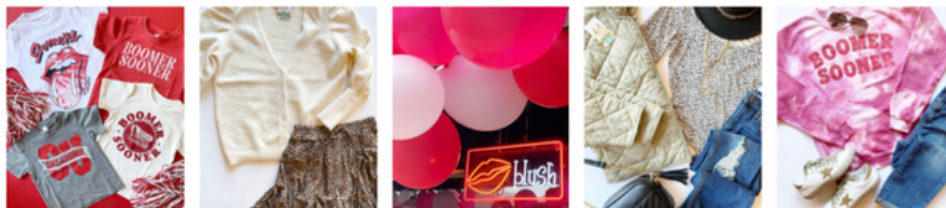
1



Blush Norman Campaign Brief For Winter 2021

Company Overview

Blush Norman is a Campus Corner boutique on a mission to provide Norman and Oklahoma City residents **trendy clothes** at **affordable prices**. Our products range from clothing to accessories, and we are most well-known for our selection of **University of Oklahoma, Norman, and Oklahoma-specific merchandise**.



Campaign Brief

Campaign Goal: Instagram influencer marketing campaign promoting the use of blushnorman.com, as well as increasing Blush Norman's Instagram following and engagement.

Campaign Message: Shopping on Blush Norman's website lets you browse and shop for affordable, trendy items without ever having to leave your house.

Key Words: Convenience, shop local, online shopping

Key Objectives: Engagement, followers, website clicks

Channel: Instagram

Deliverables: One (1) Instagram feed post, one (1) Instagram story post

Target Audience: Women ages 18 - 35

campaign deliverables

2

Deadlines: Your post/story images and captions are due to Kayla McCullough for review/approval by February 1, 2021. Your Instagram story post will go live on your account one to two days before your feed post. Both will go live between February 3, 2021 and February 10, 2021.

Campaign Reporting Requirements: Number of likes, comments, shares, saves, profile visits, and reach

Content Review Process: You must receive approval of both the visuals and captions before posting. Please contact Blush Norman's influencer marketing coordinator Kayla McCullough at kaylamccullough@ou.edu with your photos and captions by February 1, 2021 in order to receive approval. If you are unsure about the idea for your visuals, reach out to Kayla McCullough to discuss.

Payment: The compensation for the above content is an item of your choice from blushnorman.com (pending item availability) for under fifty dollars (\$50.00.) Blush Norman will cover the cost of delivery and/or shipping the product to you. No direct monetary compensation will be given.

Campaign Deliverables

Description: Showcase the Blush Norman product you selected above and create compelling visuals with it, preferably in your home or apartment to go along with the stay-at-home, online shopping vibe.

Deadline: Your post visuals and captions are due to Kayla McCullough for review on February 1, 2021. Your posts should go live on your account between February 3, 2021 and February 10, 2021, with the story post coming one to two days before the feed post.

Inspiration: We want to show that using blushnorman.com lets you shop online and purchase trendy, affordable items from the comfort of your own home. Think of your usual vibe when online shopping and how you can make that into an appealing visual for your audience.

Post Caption Description: The key message is that Blush Norman, a local clothing boutique, has an online shopping feature that makes purchasing trendy and affordable clothing convenient.

Branded Tag, Hashtags, & Location – Story Post: @blushnorman in the story so we can repost, #sponsored somewhere in the story text.

campaign deliverables

3

Branded Tag, Hashtags, & Location – Feed Post: @blushnorman (in the caption and the photo), #shopblushnorman, #sponsored in the first 3 lines of the caption, Instagram location set to Blush Norman.

Mood Board:



Influencer Do's and Don'ts

Do's:

- Do include the campaign messages in the post captions (as specified above)
- Do submit your content for review on or before the date indicated
- Do include the #sponsored hashtag in your post

Don'ts:

- Don't include pictures/references to alcohol or drugs
- Don't use profanity or criticize Blush Norman
- Don't compare Blush Norman to any competitors
- Don't incorporate any other sponsored posts

Contact Information:

Point of Contact: Kayla McCullough, Blush Norman Influencer Marketing Coordinator /
kaylamccullough@ou.edu / +1 (214) 794 - 0886

campaign deliverables

1



Influencer Marketing Agreement 566 Buchanan Ave, Norman, OK 73069 Winter 2021

This influencer agreement is entered into by and between INFLUENCER NAME and Blush Norman located in Norman, Oklahoma.

Purpose of Collaboration:

Blush Norman wants to collaborate with INFLUENCER NAME in an influencer campaign/ The campaign will be mainly set for **promoting Blush Norman's online shopping platform, blushnorman.com**. See the campaign influencer brief for more information on expected content.

Description of Collaboration:

As the influencer, you agree to create one (1) Instagram story post and one (1) Instagram feed post as part of the campaign. For the story post, Blush Norman's Instagram (**@blushnorman**) must be tagged so we can repost. For the feed post, Blush Norman's Instagram (**@blushnorman**) must be tagged in both the caption and in the image itself. Blush Norman's primary hashtag, **#shopblushnorman**, must be used in the caption. The location of the post must be set to **"Blush Norman"** on Instagram. Your Instagram story and Instagram feed post will be set to go live on your account **between February 3, 2021 and February 10, 2021**, with your story being posted one to two days before your feed post.

Content Approval:

You agree to receive approval of both the visuals and captions before posting. Please contact Blush Norman's influencer marketing coordinator Kayla McCullough at **kaylamccullough@ou.edu** with your photos and captions **by February 1, 2021** in order to receive approval.

Duration:

This influencer marketing agreement takes effect **the moment this document is signed and returned** to Blush Norman. Your feed post is required to stay active on your Instagram profile from when it is posted through May 14, 2021, although it can stay active indefinitely if you so choose.

Particular Relationship Conditions:

As the influencer, you will provide a telephone/laptop **with sufficient capacity to develop the content for the campaign**. Once the campaign is finished, you will **provide insights with**

INITIAL ____

campaign deliverables

2

the metrics that are available for your post. Blush Norman has the right to share the content you create for the campaign with credit to you.

Compensation:

The compensation for the above content is an item of your choice from blushnorman.com (pending item availability) for under fifty dollars (\$50.00.) Blush Norman will cover the cost of delivery and/or shipping the product to you. No direct monetary compensation will be given. You must provide your address to Blush Norman and work with Kayla McCullough, the influencer marketing coordinator, to coordinate product selection, as well as shipping or delivery.

Responsibility of Advertising Actions / FTC Guidelines:

Your post must include #sponsored in the caption, above the first three (3) lines of text for your feed post and clearly stated in your text for the story post.

Confidentiality:

As the influencer, you will keep the most absolute confidentiality regarding the performance of the contracted services, the result thereof, as well as any information related to Blush Norman. The result of sharing this information could result in legal action.

Termination:

Blush Norman has the right to terminate the contract between Blush Norman and INFLUENCER NAME should any of the above terms be violated. In case of contract termination, you are responsible for returning their gifted product to Blush Norman. Should you receive your product and decide you no longer want to participate in the campaign, you will be responsible for returning the gifted product to Blush Norman with tags still attached.

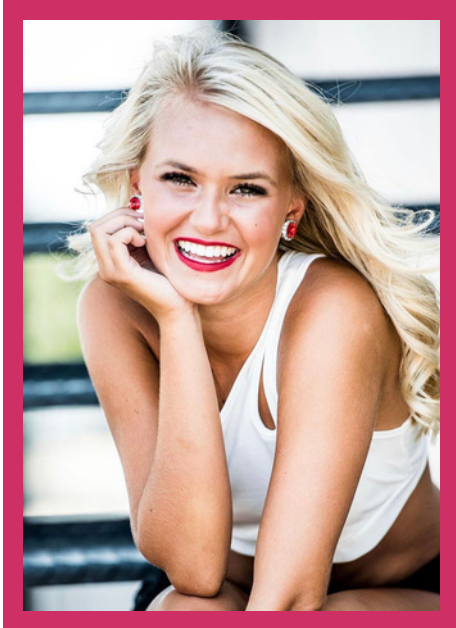
Please electronically sign on the line and initial at the bottom of each page if you agree to the above terms. Your completed contract should be returned to Kayla McCullough at kaylamccullough@ou.edu. You may not move forward with product selection until the contract is signed and returned.

X _____ DATE: _____
INFLUENCER NAME
@INSTAGRAMHANDLE

X _____ DATE: _____
Kayla McCullough
Blush Norman Influencer Marketing Coordinator

INITIAL ____

the influencers / their content



ANNIE ROSE

@ANNIEROSE_00, *College*

Follower Count: 4,000

Engagement Rate: 17.03%

Affiliation: Campus

Annie Rose is an OU student and local influencer. She is a member of Chi Omega and dances with the OU POM squad.



the influencers / their content



KASSIDY AND BERKLEY @STYLESFORAGES, Fashion

Follower Count: 7,200

Engagement Rate: 5.48%

Affiliation: Local

Kassidy and Berkley are an aunt/niece duo who love affordable, everyday fashion. They regularly share style finds on their joint Instagram account.



Liked by blushnorman and 271 others

stylesforages We love the convenience of shopping from the comfort of our home! #shopblushnorman #sponsored

It's especially important during these times! @blushnorman is a super cute boutique in Norman, Oklahoma that has their store online so you can shop them conveniently and easily online. Check them out soon!

the influencers / their content



LAURA NANCE

@STYLEDBYLAURANANCE, *Fashion*

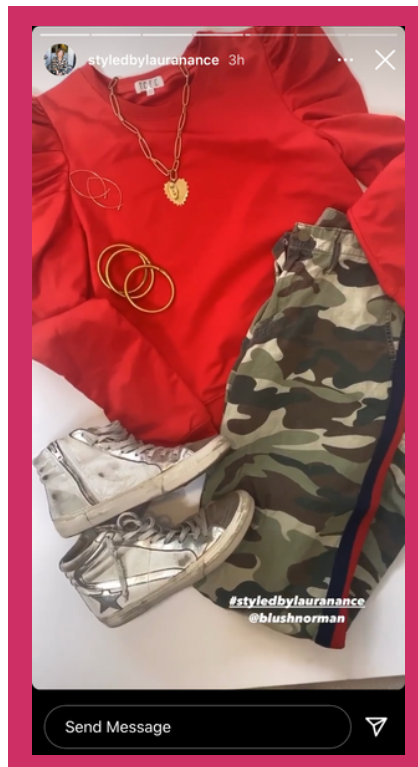
Follower Count: 2,100

Engagement Rate: 2.55%

Affiliation: Local

Blog: lauranance.com

Laura Nance is a stylist on a mission to show women how to style the clothing that's already in their wardrobe. Her content is tailored towards professionals and moms.



Liked by blushnorman and 150 others

styledbylauranance #sponsored

I'm Zoom meeting ready with this darling top from @blushnorman. Paired with black joggers it's perfect for a work-from-home look or maybe even a little online shopping. Check out all the cute tops and more at blushnorman.com. Want to see how I styled it other ways? Check out my saved Insta story!

the influencers / their content



NICOLE HOLT

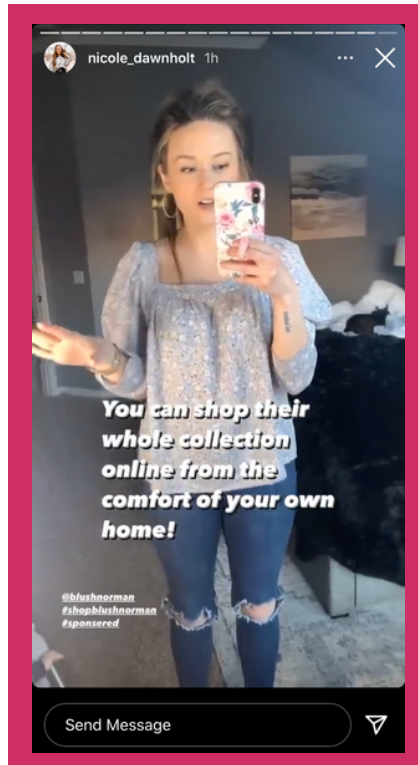
@NICOLE_DAWNHOLT, *Fashion*

Follower Count: 3,900

Engagement Rate: 10.70%

Affiliation: Local

Nicole Holt is an Oklahoma City-based fashion blogger on a mission to make "mom style" cool again. Her account showcases comfortable and trendy outfits that are perfect for young moms on-the-go.



245 likes

nicole_dawnholt I'm so over winter so I've been breaking out my spring outfits a little early 😊.

#sponsored

This gorgeous statement sleeve top would be perfect for my working ladies or if your looking for that perfect transitional spring top! If you haven't checked out @blushnorman you are MISSING out! They have so many trendy pieces at amazing prices. I love the fact their whole collection is online! You can check out blushnorman.com to shop even if you aren't local to Norman! #shopblushnorman

the influencers / their content



RUBIE BLANCHARD

@RUBIETUESDAYSBLOG, *Lifestyle*

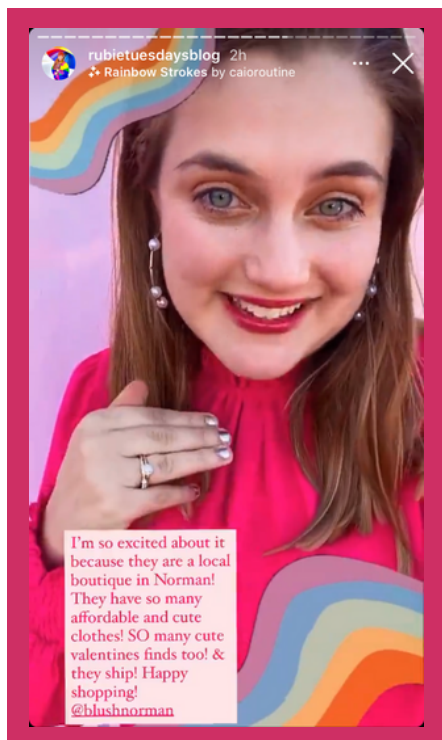
Follower Count: 3,300

Engagement Rate: 9.02%

Affiliation: Local

Blog: rubietuesdays.com

Rubie is a color and lifestyle blogger who lives for positivity and puns. Rubie's blog is her side hustle, with her main gig being a teacher in OKC.



campaign results

CONTENT ENGAGEMENT

During the week the campaign was active, the Blush Norman engagement rate **increased from 0.45% to 0.99%**. Overall, post interactions **increased by 228%**. The amount of likes **increased by 360.45%** (from 134 to 617), comments **increased by 300%** (from 3 to 12), saves **increased by 500%** (from 3 to 18), and post shares **increased by 171.43%** (from 7 to 19).

PROFILE INTERACTIONS

A focus of this campaign was to draw users to the Blush Norman website, so it was exciting to see that website clicks **increased by 145.31%** (from 64 to 157). It also appears that more followers were also interested in visiting Blush Norman in-person, as clicks to get navigation to Blush Norman **increased by 40%** (from 5 to 7). Visits to the Blush Norman profile also **increased by 156.09%** (from 312 to 799).

ACCOUNT VISIBILITY

Blush Norman **gained 54 new followers** during the week the campaign was active, with a net increase of 18 new followers (36 users unfollowed during this week, as well, for reasons unknown). Blush Norman's account reach **increased by 108.41%** (3,543 to 7,384) and impressions **increased by 62.77%** (42,835 to 69,723).

**Social media audit completed for February 3 - 10, 2021.*

Engagement rate calculated by taking the 6 most recent posts, adding their likes/comments together and dividing that number by 6. Then, the average number of comments and likes were divided by the follower count, multiplied by 100.

Post interactions is the number of likes, comments, shares, and saves.

**strategic
communication
plan**

recommendations / goals

STRATEGIC COMMUNICATION PLAN GOAL

BUILD ON PREVIOUS CAMPAIGN SUCCESS

The success of the influencer marketing campaign has proven that **Blush Norman is capable of expanding to other strategic communication strategies**. It is my goal that through the use of affiliate marketing, campus involvement, strategic hashtags, and search engine optimization that Blush Norman will be able to **find even greater success** in the realm of marketing and public relations.

Three out of four of these strategies can be completed even if **new COVID-19 virus variants require shutdowns again** in the future. The strategy regarding further involvement on the University of Oklahoma campus is dependent on the fact that vaccines and a push towards herd immunity will **allow life to return back to normal** for the fall of 2021.

I hope that these strategies, recommendations, and resources are helpful to Blush Norman in **growing your business and raising awareness** in 2021/2022.

recommendations / goals

STRATEGY: AFFILIATE MARKETING

OBJECTIVE

EXECUTIVE SUMMARY

After completing a successful influencer marketing campaign, another step Blush Norman could take is **establishing an affiliate marketing program**. As 71.34% of survey participants said they shop for clothes online half the time or more, implementing a tactic to further increase online sales could **help Blush Norman build even further on the success of their website**. By using campus Panhellenic sororities as ambassadors for the brand, affiliate marketing would allow Blush Norman to **continue driving traffic to their website** through the use of affiliate marketing discount codes unique to each sorority. Blush Norman would begin by **forming partnerships with sororities on campus**, then eventually move on to targeting other student organizations after the affiliate marketing program is well established.

AWARENESS

To have an effect on the awareness of Blush Norman's online shopping platform in the University of Oklahoma community, specifically by **increasing student awareness of blushnorman.com** (5% increase over the next 12 months.)

ACCEPTANCE

To have an effect on the acceptance of Blush Norman's online shopping platform in the University of Oklahoma community, specifically by **increasing their positive attitudes towards blushnorman.com** (15% increase over the next 12 months.)

ACTION

To have an effect on the action of Blush Norman's online shopping platform by the University of Oklahoma community, specifically for **each organization in the affiliate marketing program to have consistent sales** (at least 1 sale per organization every month over the next 12 months.)

recommendations / goals

STRATEGY: AFFILIATE MARKETING

TACTIC

To start out the affiliate marketing strategy, it is recommended that Blush Norman **form a relationship with each Panhellenic sorority on campus**. Blush Norman would give each sorority their unique discount code (Ex. "Use PIPHI for 10% off!") and at the end of every month, **the sorority would receive the proceeds** from any online sales that were made with their specific affiliate code. The money then could be **used to fund the sorority's philanthropic efforts, social events, or other organizational needs**.

COLLATERALS

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CHI OMEGA

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DELTA DELTA DELTA

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Vice President of Finance

Nicole Zimmerer

ougphifvp@gmail.com

recommendations / goals

STRATEGY: CAMPUS INVOLVEMENT

OBJECTIVE

EXECUTIVE SUMMARY

Since Blush Norman is located so close to the University of Oklahoma campus, a logical next step for Blush Norman would be to **engage in more campus involvement and outreach events**. Since only 48.17% of their audience are students at the University of Oklahoma, becoming more involved on campus could help Blush Norman **reach even more students** and **build notoriety with students on campus**.

As Blush Norman is famous for their OU spirit gear, I propose that Blush Norman hosts **a pop-up shop in the Oklahoma Memorial Union** during the week of home football games, as football is extremely popular on OU's campus. This will help to increase campus recognition and further brand Blush Norman as a go-to boutique for fun, fashionable Sooner spirit wear.

AWARENESS

To have an effect on the awareness of Blush Norman in the University of Oklahoma community, specifically by **increasing student awareness of Blush Norman's Sooner spirit collection** (5% increase over the next 12 months.)

ACCEPTANCE

To have an effect on the acceptance of Blush Norman in the University of Oklahoma community, specifically by **increasing their positive attitudes towards Blush Norman as a spirit wear provider** (5% increase over the next 12 months.)

ACTION

To have an effect on the action of Blush Norman in the University of Oklahoma community, specifically by **selling enough gear to more than compensate for the price of the Oklahoma Memorial Union tabling booth** (selling at least 20 spirit shirts every day the pop-up shop operates.)

recommendations / goals

STRATEGY: CAMPUS INVOLVEMENT

TACTIC

Blush Norman is the local boutique famous for designing and producing **trendy University of Oklahoma spirit wear**. To further this notoriety and expose the brand to even more OU students, I recommend that Blush Norman **hosts a pop-up shop in the Oklahoma Memorial Union** once a week on the week of home game days.

To do this, Blush Norman can reserve a table and set up shop there. This will **expose the brand to all the students who pass through the Union** every day, whether they are just passing through between classes, getting lunch at a Union restaurant, or grabbing coffee at Starbucks. By seeing Blush Norman as a consistent campus presence on game weeks, **students will be more inclined to purchase Blush Norman spirit wear** and think of them should they need University of Oklahoma-themed shirts in the future.

COLLATERALS



HOME GAME WEEKS: 2021 SEASON

September 6 - 10: VS Western Carolina
September 13 - 17: VS Nebraska
September 20 - 24: VS West Virginia
October 11 - 15: VS TCU
October 25 - 29: VS Texas Tech
November 15 - 19: VS Iowa State

UNIVERSITY CONTACT

union@ou.edu
(405) 325 - 2121

TABLING PRICE

\$300/day

recommendations / goals

STRATEGY: HASHTAG USE

OBJECTIVE

EXECUTIVE SUMMARY

As seen in the social media audit, Blush Norman is **not currently using any hashtags on Instagram** to increase post reach. Implementing hashtags on Instagram can help Blush Norman **reach new target audience members** and potentially convert them into customers. As 80.37% of survey respondents reported using Instagram frequently or very frequently, expanding their reach on Instagram could help Blush Norman meet audience members that they currently aren't targeting, as Instagram is their primary social media platform. Using hashtags can **expand an account's post reach, engagement, and follower count** when done correctly.

AWARENESS

To have an effect on the awareness of Blush Norman on Instagram, specifically by **increasing Blush Norman's average post reach through the use of hashtags** (15% increase over the next 12 months.)

ACCEPTANCE

To have an effect on the acceptance of Blush Norman on Instagram, specifically by **increasing their average post engagement through the use of hashtags** (5% increase over the next 12 months.)

ACTION

To have an effect on the action of Blush Norman on Instagram, specifically by **increasing their following through the use of hashtags** (2% increase over the next 12 months, or approximately 200 individuals.)

recommendations / goals

STRATEGY: HASHTAG USE

TACTIC

Hashtag research can take a long time if done correctly and manually. I have begun that process for Blush Norman and included **potential hashtags** that can be used to further their Instagram post reach. Instagram allows users to have **up to 30 unique hashtags per post**, so Blush Norman should strategically choose hashtags that relate to their Instagram post content, taking into account things such as **hashtag popularity** and **topic** of that specific post.

COLLATERALS



POTENTIAL HASHTAGS FOR BLUSH NORMAN

LOCAL HASHTAGS

- #NormanOK
- #NormanOklahoma
- #UofOklahoma
- #UniversityofOklahoma
- #BoomerSooner
- #Sooners
- #OklahomaSooners
- #SoonerFootball
- #OKCStyle
- #MyOklahoma

SMALL BUSINESS HASHTAGS

- #KeepItLocalOK
- #ShopBoutique
- #SupportSmallBusinesses
- #SmallBusinessOwner
- #SupportLocal
- #SmallBiz
- #ShopSmall
- #SmallBusinessLove
- #BoutiqueStyle
- #ShopLocal

FASHION HASHTAGS

- #CollegeStyle
- #OklahomaFashion
- #OklahomaStyle
- #FashionInspiration
- #FashionInspo
- #ShopStyle
- #DailyLook
- #OOTD
- #GetInMyCloset
- #TheLookForLess

recommendations / goals

STRATEGY: SEARCH ENGINE OPTIMIZATION

OBJECTIVE

EXECUTIVE SUMMARY

Search engine optimization is essential for companies **wanting to reach more users through the internet**, as it helps brands organically reach more consumers through search engine queries. Currently, Blush Norman's website is a little clunky and **not optimized for peak search engine performance**. This can pose major problems for a small business wanting to reach more customers through their online platform. As Blush Norman's website **has the potential to be extremely successful** due to the current interest from their target audience (80.83% said they were somewhat or extremely likely to utilize Blush Norman's online shopping platform in the future,) SEO is important for Blush Norman to prioritize. I propose that Blush Norman **works to implement popular SEO tactics** to better reach potential consumers.

AWARENESS

To have an effect on the awareness of Blush Norman's website by improving search engine optimization, specifically by **increasing traffic to the website** (10% increase over the next 12 months.)

ACCEPTANCE

To have an effect on the acceptance of Blush Norman's website by improving search engine optimization, specifically by **increasing positive attitudes towards the website** (20% increase over the next 12 months.)

ACTION

To have an effect on the action of Blush Norman's website by improving search engine optimization, specifically by **increasing website purchases** (5% increase over the next 12 months.)

recommendations / goals

GOAL FOUR: SEARCH ENGINE OPTIMIZATION

TACTIC

It is essential that Blush Norman can **rebuild their search engine optimization strategy from the ground up**. This can include redesigning the website to make sure it both functional and attractive. Redesigning a website is a large undertaking, but there are other search engine optimization techniques that can be easily implemented to ensure that Blush Norman gets **the best SEO results possible** for their business.

COLLATERALS

POTENTIAL SEO STRATEGIES

- Improve the user's website experience by redesigning the site to be easy-to-use
 - Can help reduce bounce rate
- Use key words in the site heading to make it as easily-searchable as possible
- Keep the site updated to reflect current product offerings / availabilities
- Start a Blush Norman blog and produce high-quality, informational content for readers
 - This allows sites to show up in Google searches more frequently, as the website is viewed as providing value for the reader
 - Potential content ideas include posts such as "5 Best Tops for Spring" and "How to Style Our New Suede Booties"
- If possible, get Blush Norman's website linked by other credible sources (news outlets, trusted bloggers) in order to increase its search engine ranking
- Ensure the website is optimized / easy-to-use on mobile devices
- Consider hiring a marketing agency (such as High Five Media in OKC) to assist with website redesign and SEO tactics, if budget allows

plan of action / milestones

MILESTONE	DATE	ACTION	COMPLETED
Project 1: Research	September 2020 - December 2020	Kayla McCullough	✓
Project 2: Contact Campus Sororities	May 2021 - June 2021	Blush Norman	
Project 3: Set Up Affiliate Codes	June 2021	Blush Norman	
Project 4: Reserve Tables in the Union	July 2021	Blush Norman	
Project 5: Promote Partnership During Sorority Work Week	August 2021	Blush Norman	
Project 6: Host Pop-Up Shop in the Union	September 2021 - November 2021	Blush Norman	

plan of action / milestones

MILESTONE	DATE	ACTION	COMPLETED
Project 7: Begin Hashtag Implementation	January 2022	Blush Norman	
Project 8: Implement SEO Tactics	February 2022	Blush Norman	
Project 10: Evaluation	August 2022 - March 2023	Blush Norman	

budget

MILESTONE

AMOUNT

TOTAL

AFFILIATE MARKETING

Contact Panhellenic Sororities	\$0.00	
Create Affiliate Codes	\$0.00	
Promote Partnership During Sorority Work Week	\$0.00	\$0.00

CAMPUS INVOLVEMENT

Reserve Union Tables	\$1,800.00	\$1,800.00
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HASHTAG RESEARCH

Implementing Hashtags on Instagram	\$0.00	\$0.00
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SEARCH ENGINE OPTIMIZATION

High Five Media: Website Redesign	\$2,148.00	
High Five Media: Year SEO Plan	\$4,788.00	\$6,939.00

\$8,739.00

evaluation

EVALUATIVE MEASURES

EXECUTIVE SUMMARY

In order to evaluate the effectiveness of Blush Norman's implemented strategic communication strategies, I recommend that they **perform the following** upon the completion of all campaign aspects. These evaluative measures will not only gauge the effectiveness of the changes that have occurred over a 12-month period, but they will **ensure that the changes are being adjusted where needed** to ensure the success of the boutique moving forward.

AFFILIATE MARKETING

First, Blush Norman can judge the effectiveness of their affiliate marketing program by conducting a survey of the OU population before and after the implementation of the program. This survey will cover topics such as **student awareness of the boutique** and the **positive or negative attitudes** they may have towards the boutique. Furthermore, every organization participating in the program is encouraged to have **consistent sales**, that is, at least 1 sale per organization per month during the first year of the campaign. Blush Norman can keep track of what organizations are consistently participating by tracking what affiliate codes are being used.

CAMPUS INVOLVEMENT

Similar to affiliate marketing, Blush Norman can judge the effectiveness of their campus involvement initiative by conducting a survey of the OU population before and after the implementation of their Union pop-up shops. This survey will cover topics such as **student awareness of Blush Norman's Sooner spirit collection** and their **positive or negative attitudes towards Blush Norman as a spirit wear provider**. Blush Norman should also keep track of how many shirts they are selling each day the booth is open to ensure the initiative is profitable.

evaluation

HASHTAG USE

Keeping track of Blush Norman's analytics through the Instagram app is crucial for the evaluation of the hashtag implementation plan. Determining the success of this strategic communication goal relies on 3 main insights: **post reach, post engagement, and account following**. Post reach and account following can be observed and recorded without any additional calculations. Both insights can be found directly from the insights page within the Instagram application. Post engagement rate needs to be calculated, and can be found by adding the comment and like count from the last 6 posts, dividing by 6 to find the average amount of engagement per post, dividing that number by the current number of account followers and multiplying by 100 to get a percentage. For the most accurate reading, **Blush Norman should record their reach, engagement, and account following totals** directly before implementing hashtags, once a month, every month after its implementation.

SEARCH ENGINE OPTIMIZATION

Improving SEO is a marathon, not a sprint, and agencies such as High Five Media likely have their own ways of evaluating the success of their search engine optimization techniques. However, some statistics (traffic to the website and website conversions) can be **tracked on your own through Google Analytics**, as well. To measure sentiment towards the website redesign, consider **sending out a survey** to Blush Norman customers measuring their feelings towards the website prior to the redesign and then immediately after the redesign's implementation.

CONCLUSION

In order to adequately perform these evaluative measures, Blush Norman should **practice evaluations about every 3 months**, through the next year after the conclusion of that specific project. With a 12-month implementation plan, it is crucial that **benchmarks be tracked** and that **tracking methods are utilized efficiently and effectively**. The outline and methods of evaluation provided in this campaign will allow Blush Norman to better implement their organizational mission, and careful attention to the items outlined will lead to effective project implementation.

appendix

Influencer Marketing and Boutique Shopping Habits During COVID-19

Start of Block: Default Question Block

Dear Participants: My name is Kayla McCullough and I am a public relations graduate student at the University of Oklahoma. As part of my degree requirements, I'm working on an influencer marketing campaign for Blush Norman, a local boutique. As a resident of Cleveland County or student at the University of Oklahoma, I would like to hear about your experience with online shopping, your purchasing habits during COVID-19, your familiarity with Blush Norman, and your experience with influencer marketing. This survey will take approximately 10 minutes to complete. There are no compensation or direct benefits to you as a participant in this study. Your participation is completely voluntary. Your identity will be completely anonymous. Your information will be assigned a code number. Your name will not be used in any report. After removing all identifiers, we might share your data with other researchers or use it in future research without obtaining additional consent from you. Data are collected via an online survey system (Qualtrics) that has its own privacy and security policies for keeping your information confidential. No assurance can be made as to their use of the data you provide. If you have any questions about this research protocol, please contact me, the principle investigator at kaylamccullough@ou.edu. *By providing information to the researcher, I am agreeing to participate in this research. If you would like a copy of this informed consent information sheet, you should print one now.*

Are you 18 years of age or older?

- Yes (1)
- No (2)

Skip To: End of Survey if Are you 18 years of age or older? = No

Page Break

End of Block: Default Question Block

Start of Block: Block 1

First, I would like to know about your interest and familiarity with clothing boutiques. A clothing boutique is a small store that sells fashionable clothes and accessories or a special selection of other merchandise, usually hand-picked by its owner multiple times a year.

How likely are you to shop at a local clothing boutique?

- Extremely likely (1)
 - Somewhat likely (2)
 - Neither likely nor unlikely (3)
 - Somewhat unlikely (4)
 - Extremely unlikely (5)
-

How likely are you to follow a local clothing boutique on social media?

- Extremely likely (1)
 - Somewhat likely (2)
 - Neither likely nor unlikely (3)
 - Somewhat unlikely (4)
 - Extremely unlikely (5)
-

Page 2 of 21

If you shop at clothing boutiques, which one(s) have you shopped at (purchased an item from) within the past 6 months?

Provide the names of the boutiques here. (1)

N/A (2)

What do you like about boutique shopping?

Price (1)

Supporting a local business (2)

Product selection (3)

High-quality products (4)

Other (please list) (5) _____

I don't shop at boutiques / N/A (6)

End of Block: Block 1

Start of Block: Block 2

I am now looking to learn a little bit about the way you shop.

Since the pandemic started, I have shopped online more.

- Extremely accurate (1)
 - Somewhat accurate (2)
 - Neutral (3)
 - Somewhat Inaccurate (4)
 - Extremely Inaccurate (5)
-

Currently, how do you primarily shop for clothing?

- In-person (1)
 - Online (2)
 - Other (please list) (3) _____
-

Complete the sentence. I shop for clothing online...

- Always (1)
 - Most of the time (2)
 - About half the time (3)
 - Sometimes (4)
 - Never (5)
-

Complete the sentence. I shop for clothing on social media...

- Always (1)
 - Most of the time (2)
 - About half the time (3)
 - Sometimes (4)
 - Never (5)
-

What do you like about clothes shopping online?

- Increased selection (1)
 - Convenience (2)
 - Saving on gas money (3)
 - Avoiding crowds (4)
 - The store is always open (5)
 - None of the above (6)
 - Other (please list) (7) _____
-

What do you dislike about clothes shopping online?

- Unable to try on clothing (1)
- Hassle to return items (2)
- Long shipping times (3)
- Desired product out of stock (4)
- None of the above (5)
- Other (please list) (6) _____

End of Block: Block 2

Start of Block: Block 3

The next set of questions will focus on your social media usage.

How often do you use the following social media platforms?

	Never (1)	Occasionally (2)	Frequently (3)	Very Frequently (4)
Facebook (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Why do you primarily use Facebook?

- To stay connected with friends (1)
 - To keep up with the news (2)
 - To learn about the latest trends (3)
 - Other (please list) (4) _____
 - I don't use Facebook / N/A (5)
-

Why do you primarily use Instagram?

- To stay connected with friends (1)
 - To keep up with the news (2)
 - To learn about the latest trends (3)
 - Other (please list) (4) _____
 - I don't use Instagram / N/A (5)
-

Why do you primarily use Twitter?

- To stay connected with friends (1)
 - To keep up with the news (2)
 - To learn about the latest trends (3)
 - Other (please list) (4) _____
 - I don't use Twitter / N/A (5)
-

Why do you primarily use TikTok?

- To stay connected with friends (1)
 - To keep up with the news (2)
 - To learn about the latest trends (3)
 - Other (please list) (4) _____
 - I don't use TikTok / N/A (5)
-

Why do you primarily use Pinterest?

- To stay connected with friends (1)
- To keep up with the news (2)
- To learn about the latest trends (3)
- Other (please list) (4) _____
- I don't use Pinterest / N/A (5)

End of Block: Block 3

Start of Block: Block 4

The next set of questions will focus on your experience with influencer marketing. Influencer marketing is when a prominent social media personality or celebrity promotes a brand's product or service to their followers. These individuals are often seen as trendsetters and experts in their niche (primary topic).

I follow at least one influencer on social media.

Yes (1)

No (2)

Skip To: End of Block If I follow at least one influencer on social media. = No

I follow influencers in these niches (select all that apply):

Fashion (1)

Lifestyle (2)

Food (3)

Travel (4)

Fitness (5)

Other (please list) (6) _____

I have bought something that an influencer recommended.

Yes (1)

No (2)

Think about your favorite social media influencer. What do you like about their content?

- It is relatable (1)
 - It is relevant to my interests (2)
 - I value their opinion (3)
 - I consider them to be an expert in their field (4)
 - I know them personally (5)
 - Other (please list) (6) _____
-

What is your favorite influencer's gender?

- Male (1)
 - Female (2)
 - Other (please list) (3) _____
-

Approximately how old is your favorite influencer?

- 18 or younger (1)
 - 19 – 25 (2)
 - 26 – 30 (3)
 - 31 – 35 (4)
 - 36 – 40 (5)
 - 41 – 45 (6)
 - 46 – 50 (7)
 - 51 or older (8)
-

What is their race/ethnicity?

- White (1)
 - Black or African American (2)
 - Native American or Alaskan Native (3)
 - Hispanic or Latino (4)
 - Asian (5)
 - Native Hawaiian or Pacific Islander (6)
 - Other – Please specify (e.g., Multiracial) (7)
-

Fill in the blank. My favorite influencer is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Inauthentic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Authentic

Fill in the blank. My favorite influencer's content is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Creative
Ordinary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unique

It is important to me that my favorite influencer only promotes products they feel strongly about.

- Strongly agree (1)
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)

I could see myself being friends with my favorite influencer if we were to meet in real life.

- Strongly agree (1)
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)

End of Block: Block 4

Start of Block: Block 5

A nano-influencer is someone with around 1,000 social media followers and is seen to have influence within their community.

Do you follow any nano-influencers on social media?

- Yes (1)
 - No (2)
-

How likely would you be to follow a nano-influencer in the future?

- Extremely likely (1)
 - Somewhat likely (2)
 - Neither likely nor unlikely (3)
 - Somewhat unlikely (4)
 - Extremely unlikely (5)
-

Page 13 of 21

Do you follow any local (Oklahoma-based) social media influencers?

- Yes (1)
- No (2)

If yes, what is their social media handle/account name? (e.g., @selfiesandootds on Instagram)

End of Block: Block 5

Start of Block: Block 6

Blush Norman is a Campus Corner boutique located across from Hideaway Pizza on Buchanan Avenue.

Have you heard of the Campus Corner boutique Blush Norman?

- Yes (1)
- No (2)

Skip To: End of Block If Have you heard of the Campus Corner boutique Blush Norman? = No

Please answer these statements about Blush Norman to the best of your ability.

I have purchased something at Blush Norman before.

- Yes (1)
- No (2)

Skip To: End of Block If I have purchased something at Blush Norman before. = No

Have you purchased an item in-store, online, or both?

- In-store (1)
 - Online (2)
 - Both (3)
-

I have purchased _____ at Blush Norman. (Select all that apply)

- Clothing (1)
 - Accessories (2)
 - Gifts (3)
 - None of the above (4)
 - Other (please list) (5) _____
-

My experience shopping with Blush Norman was...

- Extremely positive (1)
 - Somewhat positive (2)
 - Neither positive nor negative (3)
 - Somewhat negative (4)
 - Extremely negative (5)
-

I shop at Blush Norman for their Oklahoma, OU, and Norman-specific merchandise.

- Yes (1)
 - No (2)
-

I believe Blush Norman carries trendy items.

- Strongly agree (1)
 - Somewhat agree (2)
 - Neither agree nor disagree (3)
 - Somewhat disagree (4)
 - Strongly disagree (5)
-

Blush Norman takes customer requests into consideration when choosing their new items each season.

- Strongly agree (1)
 - Somewhat agree (2)
 - Neither agree nor disagree (3)
 - Somewhat disagree (4)
 - Strongly disagree (5)
-

How familiar are you with Blush Norman's online shopping platform, blushnorman.com?

- Extremely familiar (1)
 - Very familiar (2)
 - Moderately familiar (3)
 - Slightly familiar (4)
 - Not familiar at all (5)
-

How likely are you to utilize Blush Norman's online shopping platform in the future?

- Extremely likely (1)
 - Somewhat likely (2)
 - Neither likely nor unlikely (3)
 - Somewhat unlikely (4)
 - Extremely unlikely (5)
-

Fill in the blank. Blush Norman is...

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expensive
Old-Fashioned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trendy
Unwelcoming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Welcoming

End of Block: Block 6

Start of Block: Block 7

Blush Norman is a Campus Corner boutique that provides trendy fashion at affordable prices.

I would shop at Blush Norman in the future.

- Extremely likely (1)
 - Somewhat likely (2)
 - Neither likely nor unlikely (3)
 - Somewhat unlikely (4)
 - Extremely unlikely (5)
-

I would shop at Blush Norman for...

- Clothing (1)
- Accessories (2)
- Gifts (3)
- None of the above (4)
- Other (please list) (5) _____

End of Block: Block 7

Start of Block: Block 8

Finally, I would like to learn a little more about you.

What is your age? (e.g., 18)

What is your gender?

- Male (1)
 - Female (2)
 - Prefer not to say (3)
 - Other (please list) (4) _____
-

In what city do you currently reside? (e.g., Norman, Oklahoma)

What is your race/ethnicity?

- White (1)
 - Black or African American (2)
 - Native American or Alaskan Native (3)
 - Hispanic or Latino (4)
 - Asian (5)
 - Native Hawaiian or Pacific Islander (6)
 - Other – Please specify (e.g., Multiracial) (7)
-

What is your household income?

- Less than \$15,000 (1)
 - \$15,000 to less than \$30,000 (2)
 - \$30,000 to less than \$50,000 (3)
 - \$50,000 to less than \$75,000 (4)
 - \$75,000 to less than \$100,000 (5)
 - \$100,000 to less than \$150,000 (6)
 - \$150,000 or more (7)
-

Are you a student at the University of Oklahoma?

Yes (1)

No (2)

Any additional comments or thoughts?

End of Block: Block 8

project timeline

TIMELINE

August 2020: Finalized Blush Norman as a client

September 2020: Proposal edits, conducted client background research, situational analysis research

October 2020: Finalized proposal edits, began influencer research

November 9, 2020: Proposal meeting with committee

November 16, 2020: Survey launched

December 2020: Finalized influencer research, sent to Megan Benson for approval

December 14, 2020: Survey closed

January 2021: Contacted and finalized influencers, sent out influencer contract and brief, finalized gifting procedures

February 1, 2021: Deadline for influencers to send their content for approval

February 3, 2021: Campaign launched

February 10, 2021: Deadline for influencers to publish their approved content

February 11, 2021: Campaign closed, result analysis began

