



DRESS FOR SUCCESS



MEET THE TEAM



Margaret Kracke
[LinkedIn](#)



Sophia Baer
[LinkedIn](#)



Reagan Gamble
[LinkedIn](#)



Macie Hoagland
[LinkedIn](#)

This project aims to enhance Dress for Success's visibility and reach by attracting more donors and corporate partners, ultimately helping more women achieve economic independence.

BRIEF OBJECTIVES

- Create a strong brand narrative that provides an emotional connection between Dress for Success and another women-empowering business.
- By effectively marketing Dress for Success, we aim to amplify its mission and extend its reach, impacting women's lives and striving for economic independence.



facciamo la differenza insieme

LETS MAKE A DIFFERENCE TOGETHER

BUYER PERSONA

Italian founded and owned
women's brands with an office in
Italy that fit into our buyer
persona and target audience:

Ludovica Gualtieri
Chite
Renoon
Edualia
360Capital
Akola



Beatrice Russo
Local boutique owner

Age: 40 years

Country: Italy

Sex: Female

Education: Graduate

Marital status: Divorced

Occupation: Local business owner

BIOGRAPHY

Beatrice Russo is a 40 year old women who is the founder and owner of the Italian clothing boutique "Ciao Bella." When she was initially establishing her clothing store, she felt overwhelmed by the male dominant market. She knew she had the skills and knowledge to run a business but did not know where to start. Now, her business is extremely successful and she enjoys being able to help girls find pieces that make them feel confident. It was not always easy and she faced countless obstacles along the way. She found herself always wishing she had more support and guidance. She now wants to be the guide for others that she always wished she could have.

Ciao Bella is a place where girls feel comfortable to come and shop for clothes that makes them feel beautiful!

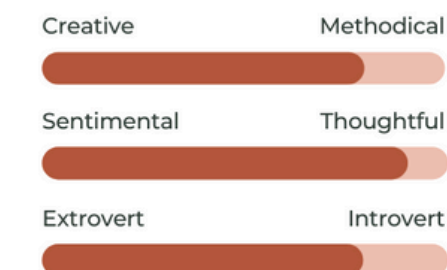
GOALS AND OBJECTIVES

- Actively looking for a nonprofit organization that she can give her time and resources to
- Hoping to open a second location for "Ciao Bella" within the year

SOCIAL NETWORKS



PERSONALITY



SKILLS



TASTES AND HOBBIES



STORY IDEA

AND HOW IT CONNECTS TO THE TARGET AUDIENCE

Our marketing campaign aims to evoke the **emotions of feeling lost**, as experienced by many women using DFS's services

DFS Influence

- Showcases the profound impact of Dress for Success (DFS) on women facing professional barriers.

Dynamic Visuals

- Opening with visuals of women thriving in various careers.

Voiceover

- A voiceover asks potential sponsors, "Where would you be without the opportunities and skills you were given?"

Meet the Women

- Introduction to determined women hindered by a lack of resources.

DFS Initiatives

- Tailored styling, coaching, and empowerment initiatives provided by DFS.
- Women gain tools and confidence to excel.

Transformations

- Witness powerful transformations as women prepare for interviews and pursue their dreams.



TIKTOK EXAMPLE



CONTENT VIDEO IDEAS

Success Stories:

https://www.tiktok.com/@itssavannahjordan/video/7247911709195652395?_r=1&t=8nuElcW9eGo

DIML (day in my life):

https://www.tiktok.com/@catie_oneill/video/7135413077729676545?_r=1&t=8nuETm6S41W

Business Tips/Advice:

https://www.tiktok.com/@juliazeito/video/7217441364693257474?_r=1&t=8nuEbde87tT

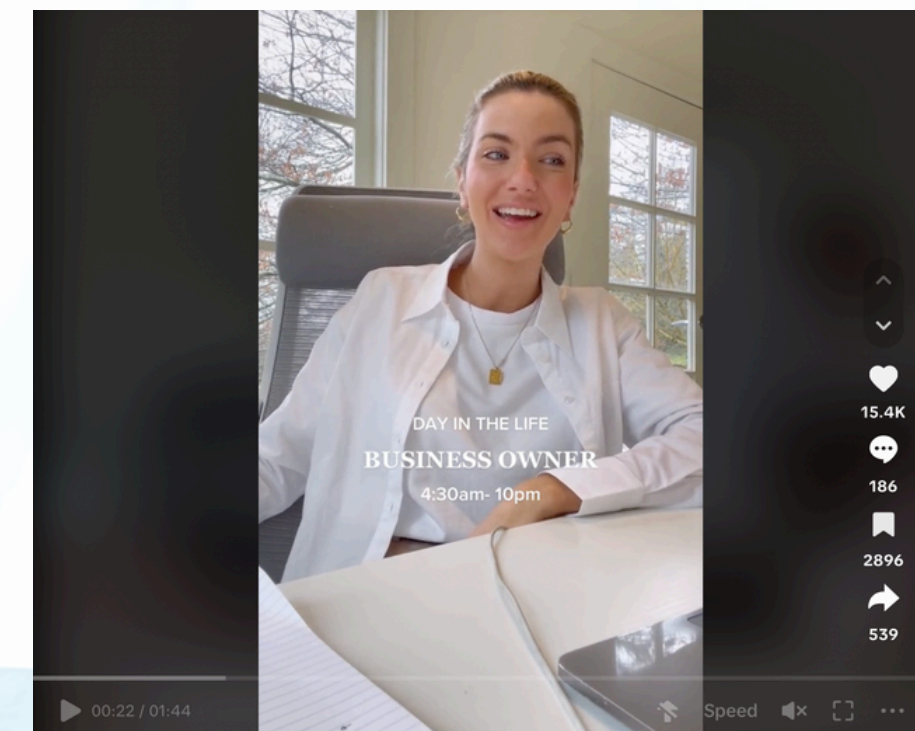
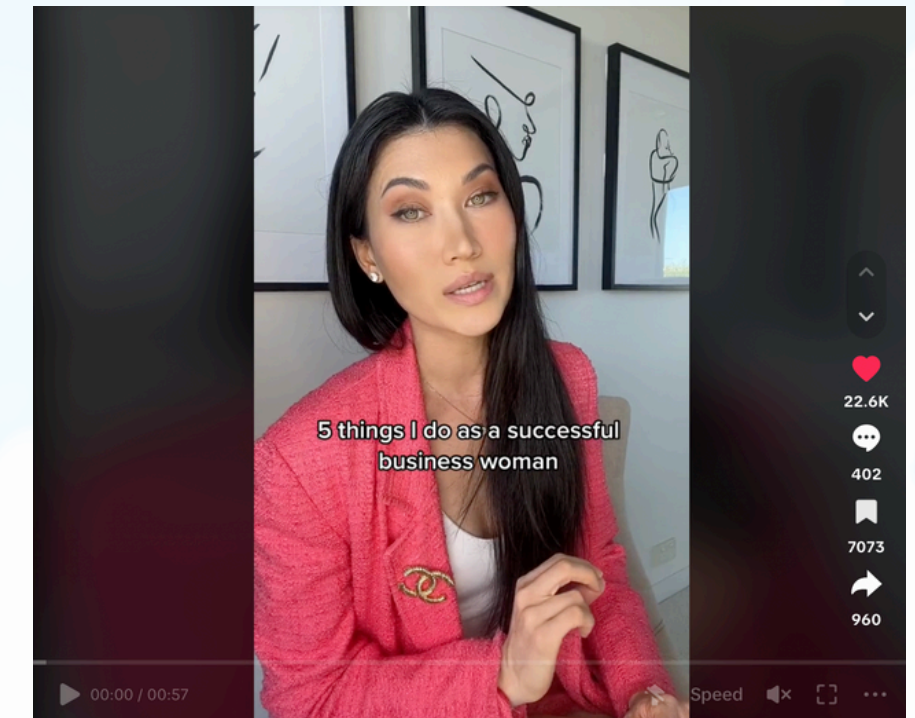
Outfit Inspiration:

https://www.tiktok.com/@nenaevans_/video/7328477869686967598?_r=1&t=8nuEsqOP9UB

https://www.tiktok.com/@moorelivliv/video/7245370983685573931?_r=1&t=8nuEv16VSwd

Empowering Videos:

https://www.tiktok.com/@mackenzie.wheatley/video/7356315905007258926?_r=1&t=8nuF9RJoMzG

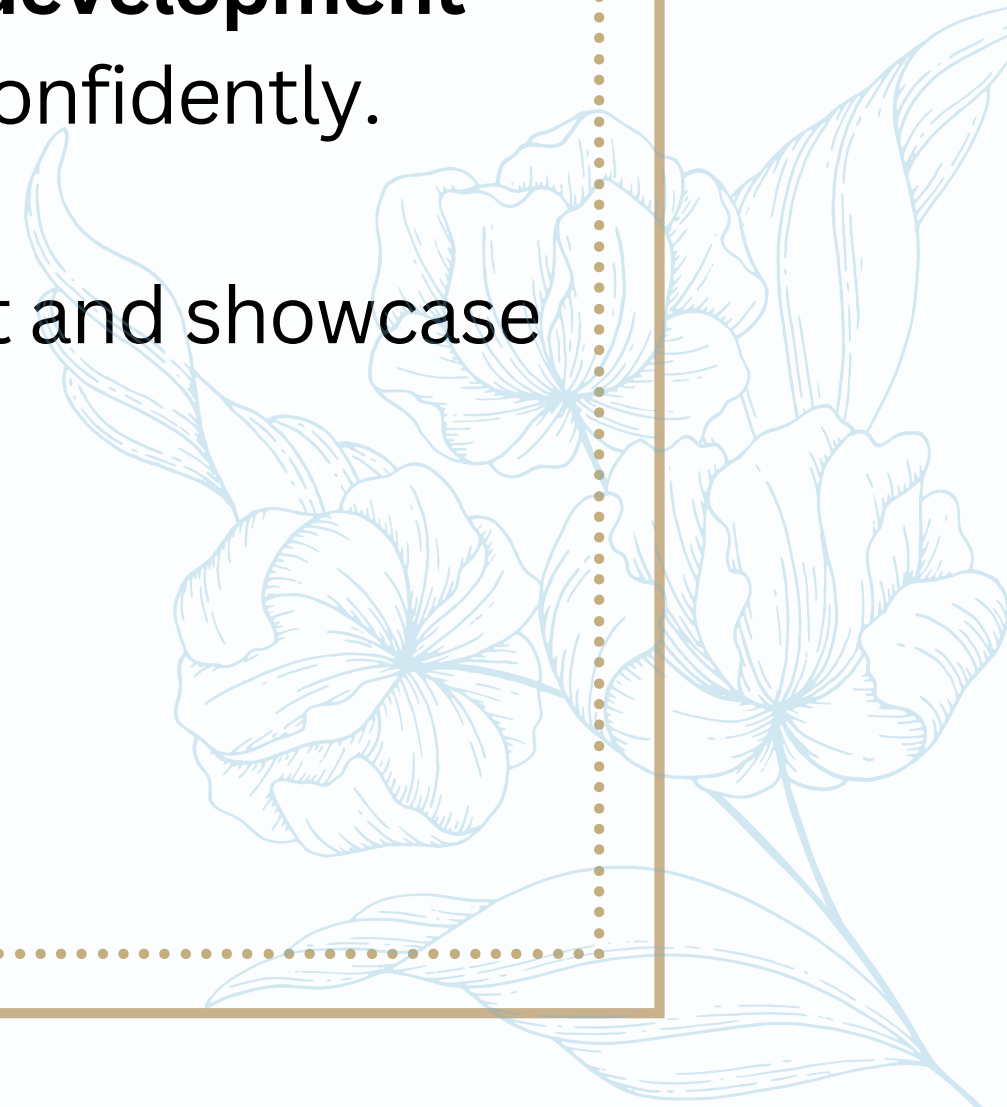


CALL TO ACTION

Join Dress for Success in empowering women towards economic independence. By **partnering with us**, your brand can profoundly impact the lives of women striving to enter or re-enter the workforce. Together, we can **create opportunities, provide professional attire, and offer essential development tools** that enable these women to pursue their career goals confidently.

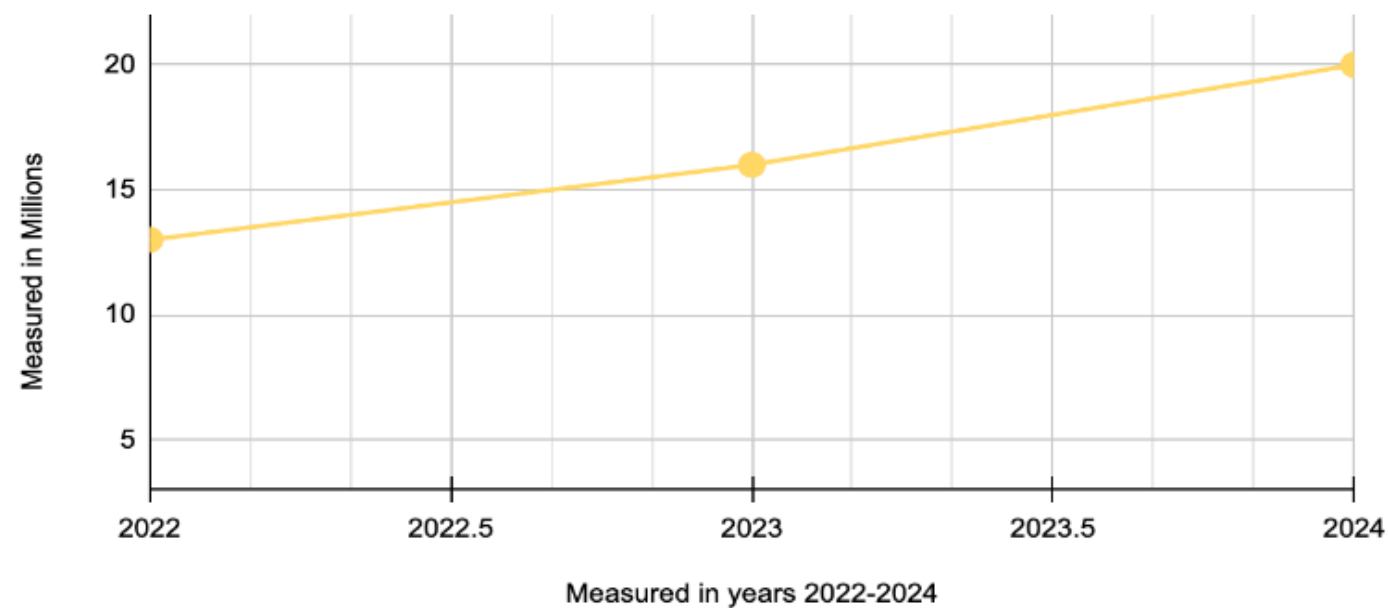
Partner: Collaborate with Dress for Success to amplify our impact and showcase your commitment to women's empowerment.

Let's make a difference together.

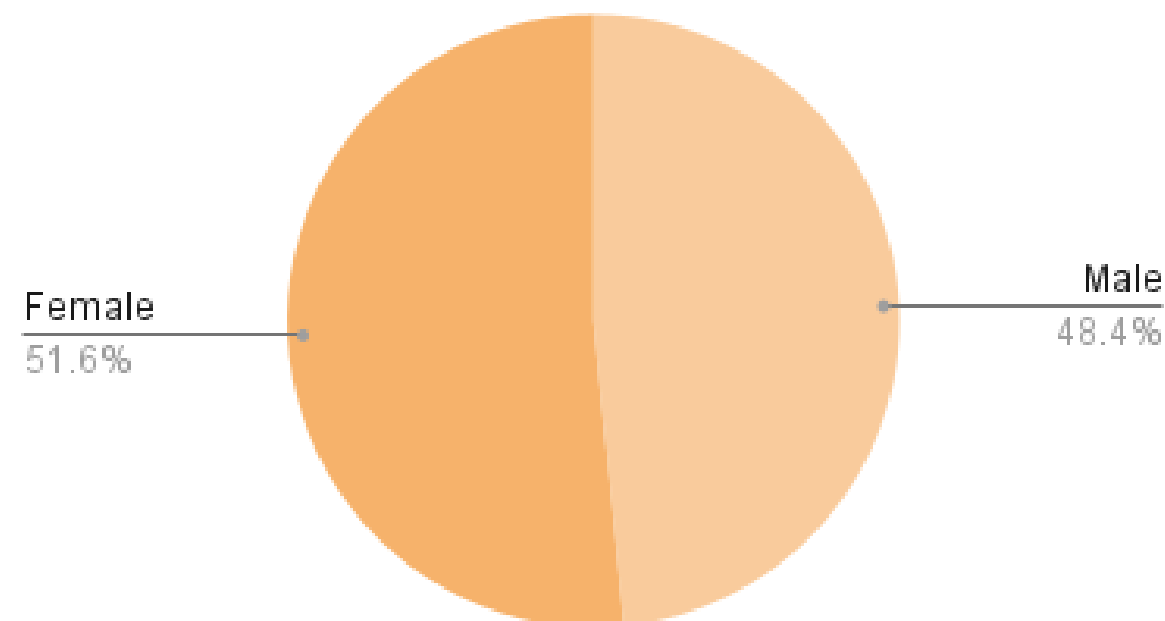


MEDIUMS/CHANNELS TO USE

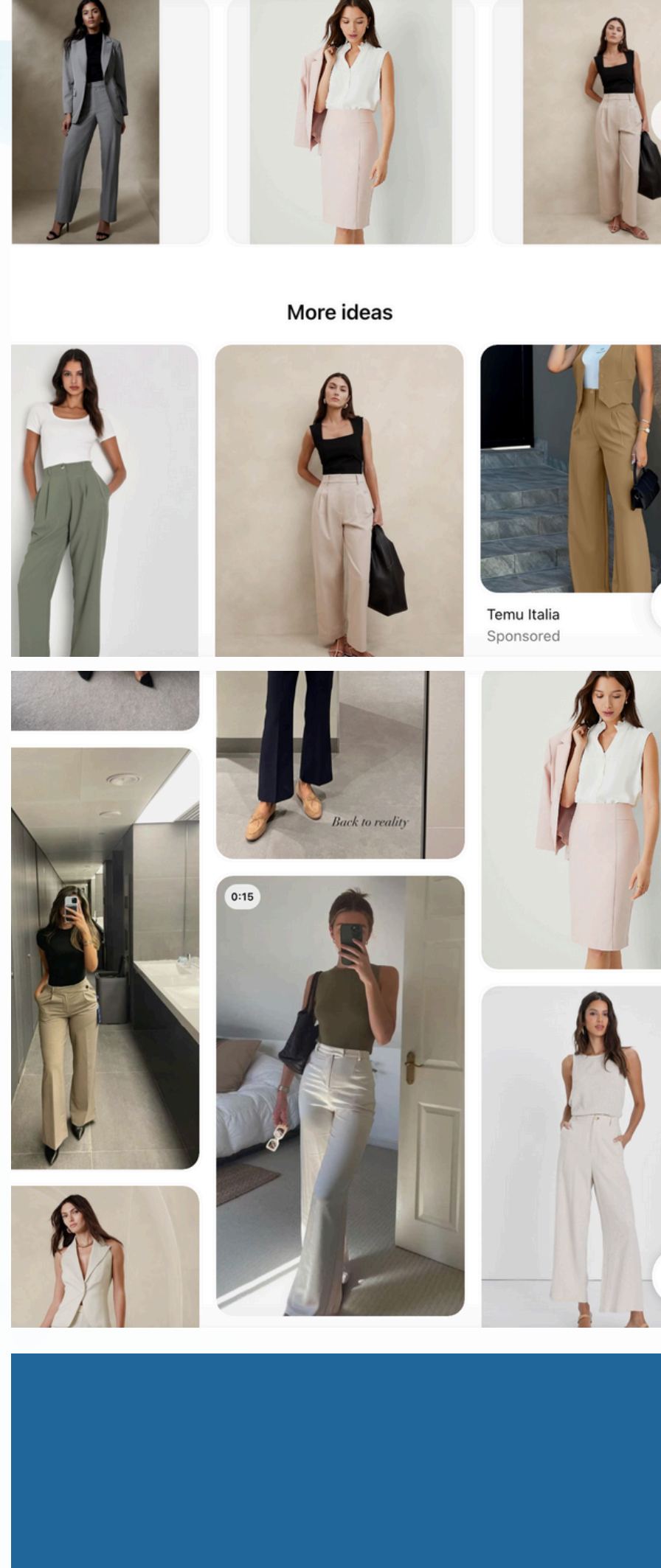
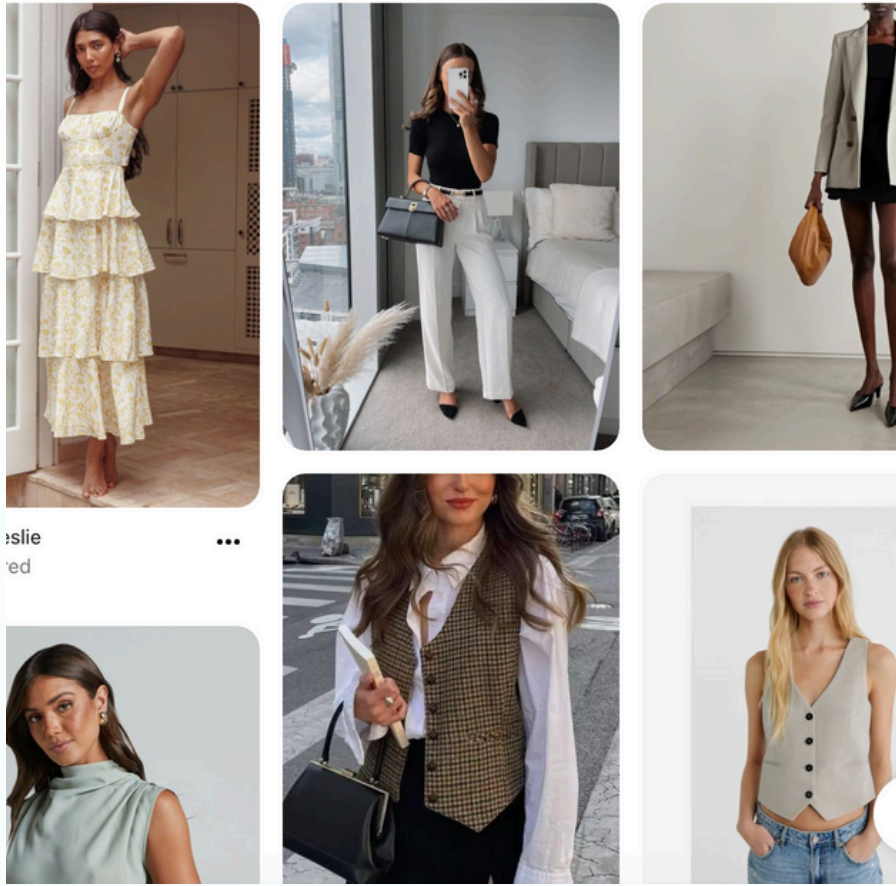
Italian Tiktok Usage over the last 3 years



Male Vs. Female Tiktok usage in Italy



- TikTok is an excellent platform for brand marketing.
- The exposure gained from this app can effectively spread the brand's message and boost brand awareness.
 - TikTok is the most used social media platform in Italy
- When researching TikTok, male vs female, we found that the percentage was not staggering enough



- 70% women
- Can post work outfits from clients and link them to Dress for Success

- 70% women
- Can post work outfits from clients and link them to Dress for Success

IMPLEMENTATION IDEA



First, you must start by creating an account and building a following.

Content strategy:

1. Testimonials and stories of women entrepreneurs who have succeeded with the help of Dress for Success.
2. Information on mentorship programs and networking opportunities.

Content Creation:

- Develop scripts and storyboards for each video.
- Ensure high-quality video and sound production.
- Keep videos short and engaging, ideally 15-60 seconds.

By implementing this plan, Dress for Success can effectively engage with women-owned businesses on TikTok, fostering a supportive community and promoting the organization's mission.

HOW TO MEASURE/KPI

Awareness and engagement goals:

1. Aim for 1,000 views after the video posted
2. Engagement Rate: Target a minimum of 5% engagement rate (likes, comments, shares)
 - a. Every time you post, you would like 5% of the viewers to react somehow to the video or post.
3. Follower Growth: Achieve 20 new followers after the first TikTok is posted.

Donation and Support:

1. Donation Conversions: Secure 5-10 donations (financial or fundamental) directly attributed to the TikTok campaign.
2. Average Donation Amount: Aim for an average donation of \$30.
3. Donor Acquisition Rate: Obtain 3 new sponsors through the TikTok campaign.

Our goal is for you to take this marketing campaign and be able to invite sponsors to partner with you to make a meaningful difference by providing essential support and opportunities for women to thrive in their careers.



THANK YOU!