



## MARKETING STRATEGY

### Target Customers

Treat Yo' Shelves will focus on three main customer groups;

- Young People in School / Study. These people will be looking for books to escape their studies, or else looking for resources for their area of investigation, so both will need to be provided for. They will likely spend time in the store, especially to study, which could also see them purchase food and snacks. They will be targeted through social media and signage to visit the store.
- Young Adults. Primarily employed, this group of 22-35 year old people will be interested in reading books to escape but also learn, with the opportunity to discuss the books further of interest. They may also gift books regularly, so a range of titles that appeals to them but within the gift budget would be beneficial. Most will likely work around the CBD too, meaning the cafe could bring them in for the first time.
- Young Parents. As a group who wants to share books with their young children, they will enjoy seeing a large range of children's books, displayed at their height, and the ability to read in store. Their decisions will be around socialising in the cafe as well as their child's experience, which they can discover through social media posts before coming into the store.

### Customer Motivation

Treat Yo' Shelves customers have three main Motivations:

- Range, Quality & Convenience: Established book lovers and are literate will be motivated to make Treat Yo' Shelves their book retailer of choice because of the wide range, great quality and convenience of the books they have access to. They will also have the staff who are passionate readers who can help established readers with guidance and insight into great books and authors.
- Family Friendly: The environment and range offered draws family to enjoy a shared experience where family members at different ages can fully engage with the experience of the store and develop a love of reading together. There are also staff to support families to build literacy in their children.
- Supportive and Social: With the events offered and the coffee shop, there are plenty of ways for people to come together and feel supported and be part of a community. It is a supportive and comfortable place to be empowered to read and engage with reading in a creative way.

### Product

Treat Yo' Shelves is an exciting bookstore that allows people to feed their mind, body and soul - with books, conversation, coffee all in a comfortable and family friendly space. We believe creating this space will inspire a love of reading, sharing and discussing big ideas that can transform our community as well as countless families.

The store will contain a number of zones that will allow for people to easily move between the different areas, all focused on creating a comfortable space where people want to be. The zones include a display of books for sale, a cafe and an event space at the rear. The staff within the store will be passionate about books and reading, helping people read the books that are in the store, help them find books at their reading level, as well as help them discover themes or interests that appeal to them.



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### Price

The prices of books will be based on the regular retail price as guided by publishers, with the margin expected to be around 40 - 60% on most titles. The price of cafe items will see a regular coffee sell for \$4.50 and basic sandwiches around \$5.90 - with deals offered for food and drink to be around \$10 per person. All events run by Treat Yo' Shelves will be free, to encourage people to drop in and participate, as the event cost could stop people attending.

### Promotion

Treat Yo' Shelves will use a range of platforms to promote the business to customers, including Facebook, Instagram, website, an email newsletter, signage around town and the school event stall.

- Facebook. With 50% of Australia's population logging into Facebook at least once a day<sup>1</sup>, this is an important platform for the business to promote itself to prospective customers. The content for Facebook will be targeted to all customer segments, with a focus on engaging the audience in conversations around books, themes and the joy of reading - as well as sharing photos of food available at the cafe alongside upcoming events to enjoy and draw people in.
- Instagram. While Instagram has a lower user base than Facebook, it does better target female customers, and content shared by the business would adhere to this. There would be more of a focus on family friendly books, socialising in the cafe and the experience - which is supported by the focus on visual content in Instagram.
- Website. The website would create an easy online reference point to direct people into the store, and keep them up to date. As the focus is on the in-store experience, customers can make enquiries through the website but online sales will not be part of the initial website.
- Email Newsletter. To inform regular customers, an email newsletter will be sent out to customers twice a month with new book titles, events and the changing menu items in the cafe, again encouraging people to return to the store.
- Signage Around Town. A deliberate strategy is to put up posters that tease prospective customers about what is on offer in the store, and to guide people to the market stall too when at a community event. These will talk about a love of reading and highlight the experience, but are focused on guiding people to the location to then deliver when they come in contact with staff and the business.
- School Event Stall. While the business trades from the market stall, it also allows a way to bring a bit of the business to community events, teasing them to then visit the retail store for the full experience.

### Location of Solution

The store will be based at 140 Charles Street, Launceston, which is one block away from The Mall (pedestrian mall in the centre of Launceston) but has enough space for all aspects of the store and parking outside for customers to easily drop through.

### References

1. Social Media Statistics Australia, *Social Media Statistics Australia - April 2019*. <https://www.socialmedianews.com.au>. Last viewed May 2019