

Student's Name

Instructor's Name

Course

Date

### Capstone Social Media Plan

Capstone 1: profile your technologies.

The online groundswell social technographic profile generator bases its results on how one answers a series of questions. On visiting the website, a questionnaire of fifteen multichoice questions is provided. How one answers these questions determines your profile results. My technographic profile was determined as a Spectator with a score of about 80%. Other results in the profile included: Critic 78%, joiner at 48%, collector 40% with both creator and inactive being less than 30%. Spectators, critics and most creators are consumers and are audience for marketers to try and tap into. From this tool, markets are able to identify social demographic groups to target (Butler, 52-54).

I slightly agree with my Groundswells results; I like reading blogs, listen to podcasts and in my free time watching a few peer-generated clips. The above hobbies strongly contribute to my 80% spectator score. However, I believe my critic rating is too high while creator scores could be much higher than the one stated. I rarely comment on blogs or provide ratings or reviews on posts or any page thus I feel the critic score should have been lower. All in all, the groundswell profile tool would help us to understand our customers much better in terms of social media participation hence we are able to determine the best route to approach them.

### Capstone 2: Elevator Speech

My name is Jake Elton, I am the store manager, and my roles include ensuring all customers at the store get the quality services they require. I also provide smooth operations at the store and plan marketing strategies for the store. From time to time I encounter men who come to the store with the aim of getting suits that fit them precisely, this has proven to be a nagging problem with most suits at this age and time lacking perfectly fits what that every person wants. This has motivated us to create suits and sports attire of all sizes that can easily be adjusted to the right fit for any man (Butler,54). My best attributes are that I am very open to suggestions from our clients about how their experience at the store can be made even better. I am also friendly and ready to assist whenever I am called upon.

### Capstone 3: Imagine Your Customer

The local menswear retail customer is a young man aged 18 to 24 years, who has just graduated from college and is looking for suits that are affordable. He likes playing soccer and socializing with friends. He describes his style as simple, smart and casual. He buys menswear that can be worn to a workplace and also to social occasions. Another type of customer at the store is a woman aged between 25 and 34, accompanying a man to the store and advising him on what to wear. She may also visit the store to buy menswear as a gift. She describes herself as fashionable and aware of the new trends in menswear.

### Capstone 4: Position Your Product

Local is a menswear retailer that helps young men and women buying gifts or accompanying men find the perfect suits and sportswear. Unlike other local menswear retailers, local menswear retailer has a variety of unique menswear of many different sizes.

### Capstone 5: Write a Facebook Headline

“Affordable, Effortless Menswear for All occasions; Fit in To Stand Out. “

### Capstone 6: Blog

We have updated our selection of Adidas, Nike and Under Armor footwear due to increased demand. Many clients had requested an update of the sneaker’s selection on our online platforms. We hope the new stock of shoes are comfortable and fit your sporting needs. You can buy the shoes online, and they delivered to your doorstep, and there will be shipped for those who are not within the state. In case of any issue, you can visit the store or contact us on our online platform.

<https://www.sneakerhead.com/blog/cat/sneakerhead-blog-adidas/>

The above blog provides all the latest information on newly released sneakers and all the trending men fashion styles. Clients are also able to get fashion tips, pricing of most shoes at the retailer level, these would greatly aid potential clients in determining what they need and how much they need.

### Capstone 7: YouTube Story

Our YouTube story is about a young man aged 20 years who is short and weighs above average. He has had a hard time getting a well-fitting suit as the suits he finds in other stores are either too long or cannot be buttoned up as they are too small. He comes to the store with the hope of finding the perfect suit for his first job interview. We showed him our wide variety of suits, and he finds many suits of his size in different colors, and he is spoiled by the variety of

choice. He even got a chance to sample the many accessories, shoes and sportswear at the store and left the store a happy and contented man.

#### Capstone 8: LinkedIn Headline

The headline that best describes the manager is “Charismatic menswear retailer”.

#### Capstone 9: Tweet

Tweeter search was Menswear. Results had several trending hashtags based on menswear. One of the tweets was:

The air is getting colder and colder outside. How is your look adapting to the #weather?

#menswear

Our store has a variety of clothes for young professional men who are eager to join the job market. Our store also has accessories that match these suits and attendants who give style tips. Today we have three tips for the dress code for an interview. First of all, the color of suit one wears should be professional, and as such we would advise you to wear a black, grey or navy-blue suit. Brightly colored suits make one appear less professional thus should be saved for social occasions. The second tip is to accessorize lightly. Save that bling for the weekend, instead wear a watch. Employers love, and a watch can help you limit the time you take while answering questions. The third and final tip is to be confident whether you know the answer to the questions asked or not. Be eloquent and elaborate further whenever you are asked to clarify something.

Capstone 10: Respond to Review

Thank you for your feedback. I am sorry to hear about your dissatisfaction with our services. You can return the two pairs of pants together with the receipt you were given during the purchase and get a replacement of the torn pants at our store. I apologize for the inconvenience caused. In case of any problem experienced as you replace your items feel free to contact us on our online platforms for assistance.

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Works Cited

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