

# CUSTOM MARKETING FOR CUSTOM PRINTS

## PROJECT OVERVIEW: ABR PRINT

In a saturated market, how can a custom print shop differentiate itself and attain a sustainable competitive advantage? The team's recommendations led ABR Print (ABR) to gain credibility and increase brand awareness.

After a thorough SWOT analysis, the consulting team identified a **lack of brand awareness on campus** as a central problem for ABR.

## PROJECT FOCUS

- Role of social media in purchasing decisions
- Factors that influence apparel supplier loyalty
- What students and faculty value most when ordering custom apparel

## OUR RECOMMENDATIONS

### Emphasize Google Reviews:

- ABR had six total Google Reviews, with the most recent one being a year old
- College students rely heavily on online reviews before making a purchase or establishing a business relationship
- ABR should encourage all new clients to rate their experience online to establish a stronger brand reputation and credibility

### Share Outfit Ideas on Social Media:

- Upload stylish images of the in-store merchandise and unique outfits to UGP's Instagram page to engage more followers
- Viewers will gain a visual understanding of the various ways ABR's clothes can be worn, attracting more attention to the Instagram page

### Hire a Brand Ambassador:

- Hire a part-time brand ambassador to spread awareness of the brand's custom print options. The individual can sport a uniquely designed, eye-grabbing shirt that says "Ask Me Where I Got This Shirt."

## RESULTS



Asked customers to post online reviews - now has 19 reviews with a 4.8-star rating



Increased social media presence, improving brand awareness and online visibility



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