Purpose of Our Marketing Plan
The purpose of our presentation is to describe our marketing strategy to get younger people into Macy’s to purchase shoes. Through our three step marketing approach, we aim to increase sales in the shoe department of Macy’s.

Our Three Step Marketing Plan
1. Stronger Social Media Presence

   • Advertising on social media allows Macy’s products to be seen by young social media users. Thus, creating excitement on new Macy’s products.

2. Strategic Partnerships

   • By endorsing celebrities, Macy’s can gain popularity and profit from young consumers.

3. Discounts Targeting Young People

   • Offering endorsements and savings on products will allow young consumers to purchase products while saving money.

Benefits of Our Three Step Marketing Plan
Our marketing tactics allow Macy’s to broaden their customer base. By appealing to the youth via social media, strategic partnerships, and student discounts, we will incentivise younger people to purchase our shoes. This would also show investors that we are increasing interest
and investments in customer acquisition. Once these new customers begin shopping at Macy’s, the pre-existing marketing strategies will take affect. In other words, new customers will become life-long customers.

Since Macy’s current demographic is mostly comprised of middle-aged people, there is a large upside to obtaining some of the younger population and turning them into frequent customers. Our current ideas focus on solely discounting shoes. However, as the number of consumers under 24 begin to increase, we can expand sales to various departments. This would allow sales to increase not only in the shoe department, but across all departments store-wide.