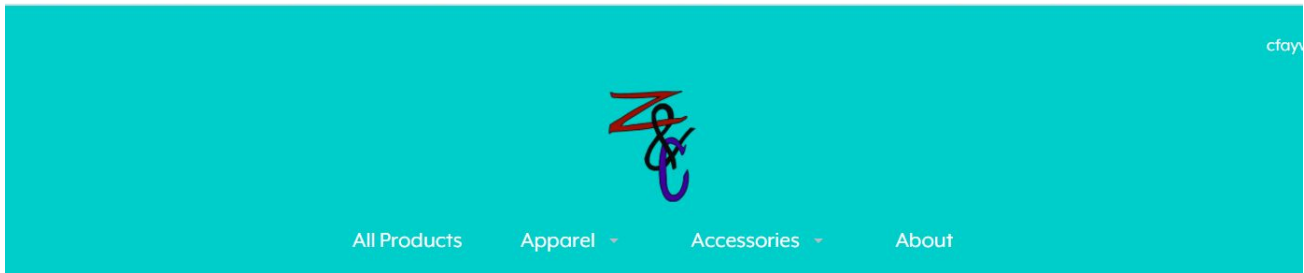


# Online Marketing

By: Casey Fay-Wolfe



Z and C Logo  
Premium Tank Top



Z and C Logo  
Crew Socks



Z and C Logo  
Comfort Tee



**Senior Project Topic:** My senior project will be creating an online marketing plan for a clothing line, called Z&C clothing, that I started with my business partner.



**Research Paper Thesis:** *Although some people claim that some forms of online marketing can backfire, I believe that online marketing is more effective than traditional advertising for small businesses (such as my clothing company).*

**Field Work:** refining and publishing an Instagram page, Facebook page, a Tik Tok account, and most importantly our TeeSprings ecommerce Store.

**Final Product:** A Marketing Plan that includes

- Executive Summary
- Target Customers
- Unique Selling Proposition
- Pricing & Positioning Strategy
- Marketing Materials
- Online Marketing Strategy
- Conversion Strategy
- Referral Strategy
- Retention Strategy
- Financial Projections