

Team Tory



A Social Business Plan for the Tory Burch Brand and Foundation



INTRODUCING TEAM TORY



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BRENDA CANALES

Our Mission

To extend the Tory Burch brand to a more influential audience by increasing conversation of the Tory Burch Foundation through a strategic social business plan.

Our Goals

A fashion show runway with models walking and a large audience seated on both sides. The models are wearing various styles of dresses and skirts. The audience is seated in rows, and many are looking towards the runway. The setting appears to be a large, ornate hall with high ceilings and arched windows.

To **increase conversation** about the Tory Burch Foundation and its philanthropic efforts on social media platforms by **30%** by September 2012. As a result of this the Tory Burch brand will also increase its social conversation.

Target Audience



Social media savvy women, ages 20-40.



Tory Burch

@toryburch

The Official Tory Burch Tweets

· <http://www.toryburch.com>

Following

2,649 TWEETS

166 FOLLOWING

146,447 FOLLOWERS

Tweet to Tory Burch

Tweets >

Following >

Followers >

Favorites >

Lists >

Recent images >



Similar to Tory Burch >

Tweets



Tory Burch @toryburch

#HappyEarthDay! Any tips on staying green?



Tory Burch @toryburch

RT @WhoWhatWear We shine the spotlight on @toryburch, @hoh1960 @Rachel_Roy who give back 2 communities in need! www.wear.it/18jieC



Tory Burch @toryburch

RT @hellogiggles Cents & Sensibility: Starting Your Own Business Interview With a Young Entrepreneur by Mary Dacuma j.mp/J2U



Tory Burch @toryburch

@financialtimes Spring Party....looking forward to speaking @financialtimes Summit in Morocco. pic.twitter.com/FzwVr38S
[View photo](#)



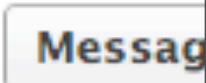
Tory Burch @toryburch

Our favorite music from the first weekend of @coachella
[View photo](#)



Tory Burch Foundation

1,455 likes · 52 talking about this



Non-Profit Organization

The Tory Burch Foundation provides economic opportunities to women and their families in the United States



 1,455



About

Photos

Likes

YouTube

Highlights ▾



Post



Photo / Video

Write something...



Tory Burch Foundation

Friday

This morning the Tory Burch Foundation hosted A Conversation with Millard Drexler, Chairman and CEO of J. Crew. Women entrepreneurs received some good advice about following their instincts, remaining true to their vision and not being afraid to make mistakes in order to move forward

1 Friend


Likes Tory Burch Foundation



Recent Posts by Others on Tory Burch Foundation



Chapman Concierge

 We had a wonderful time at an event hosted by

 2 · Friday at 12:24pm



Tory Burch

The Official Tory Burch Pinterest



Repins from

Emily F



Glitter Guide



Blair Eadie

8 Boards

558 Pins

0 Likes

Activity

Unfollow All

10285 followers

48 following

Fashionspiration

1 pin



Photos that inspire current line

Street Style

1 pin



Pedestrians & celebrities wearing products

Clothes For A Cause

1 pin



Products that help a cause

Women That Inspire Us

1 pin



Feature empowering women



The Tony Blog



IN THE BAG

WITH

Lauren
Conrad

Like 196 Tweet 5

R +1 0

Pin 2



- 🍊 Gives a magazine feel
- 🍊 Increase SEO with products
- 🍊 Connects brand & foundation with celebrities & customers

**LAUREN CONRAD
3M**

**16M +
POTENTIAL
ADVOCATES**

APPLE 6M

**MAC
3.3M**

**R
A
Y
B
A
N
3
M**

**TORY BURCH
400K**

MARC JACOBS 700K



Strategy #1

Reach out to bloggers.

Tactic #1



Start buzz about the Tory Burch Foundation

Strategy #2

Community Involvement Campaign



The Tory Burch Foundation provides economic opportunities to women and their families in the United States.

Tactic #2



Hub and Spoke Model



Tory Burch Foundation

Timeline ▾

Now ▾

Highlights ▾



Likes

April

TO CELEBRATE
ENTREPRENEURS
WHAT WOULD
YOU DO?

Liked World Entrepreneurship Day.



Tory Burch Foundation

April 11

Getting ready for our Tory Burch Foundation 10,000 Small Businesses "Art of Networking" women entrepreneurs! How has networking your business?

Strategy # 3

Facebook exclusive promotion to attract more fans and Facebook interaction and awareness.





Tory Burch

Like

Clothing

“LIKE” US FOR EXCLUSIVES



- Wall
- Info
- The Latest**
- Livestream
- Photos
- Questions
- Video
- Tory Burch Shop

182,004

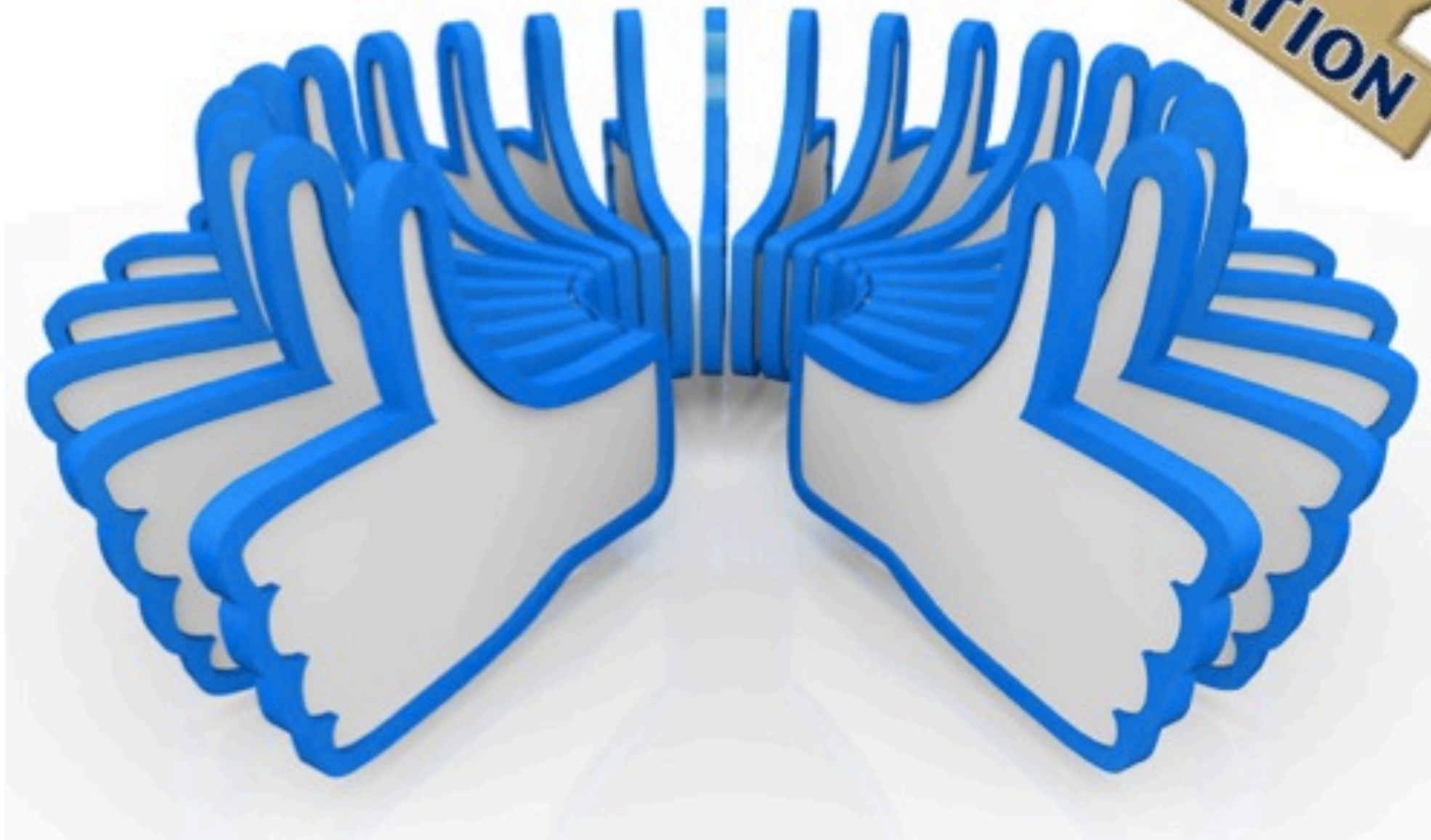
people like this

Strategy # 4

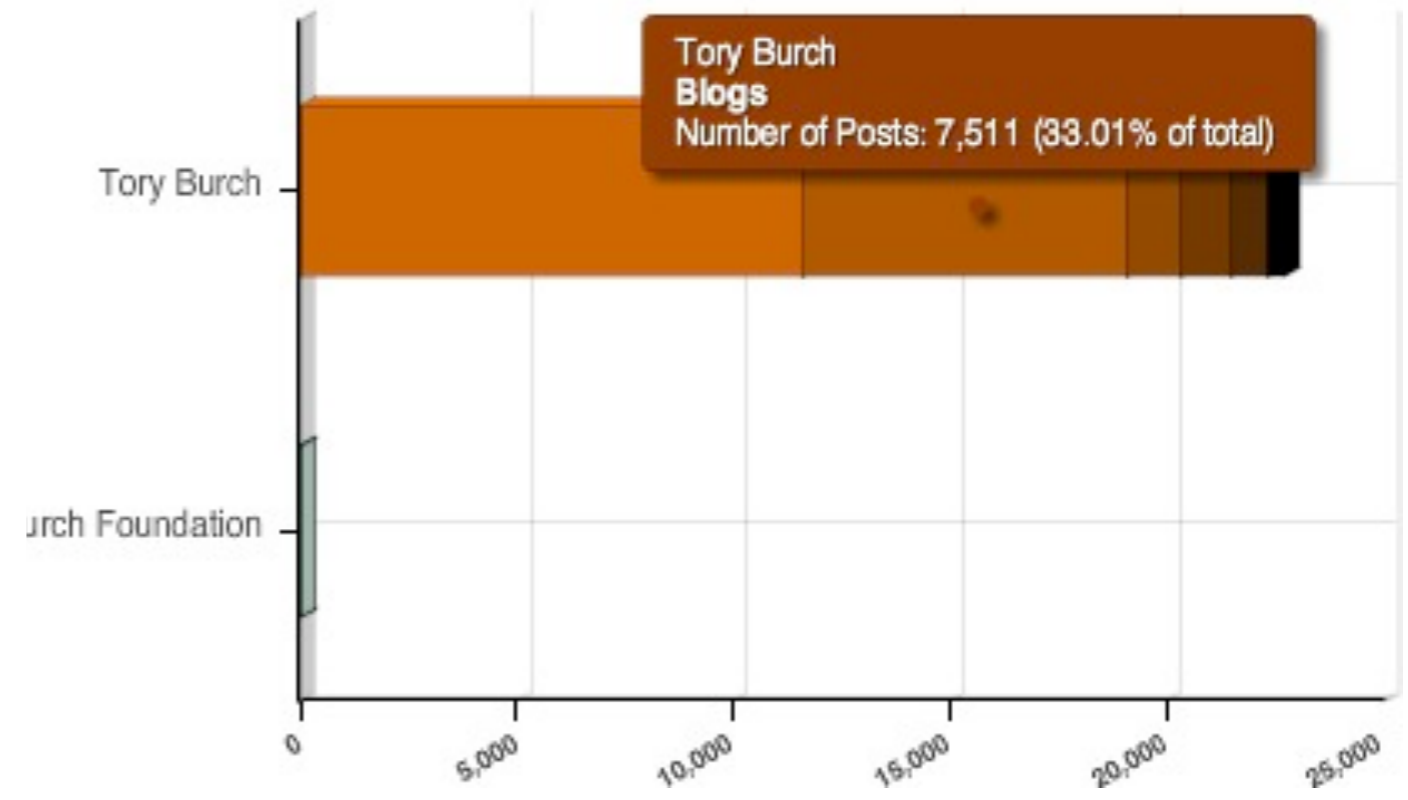
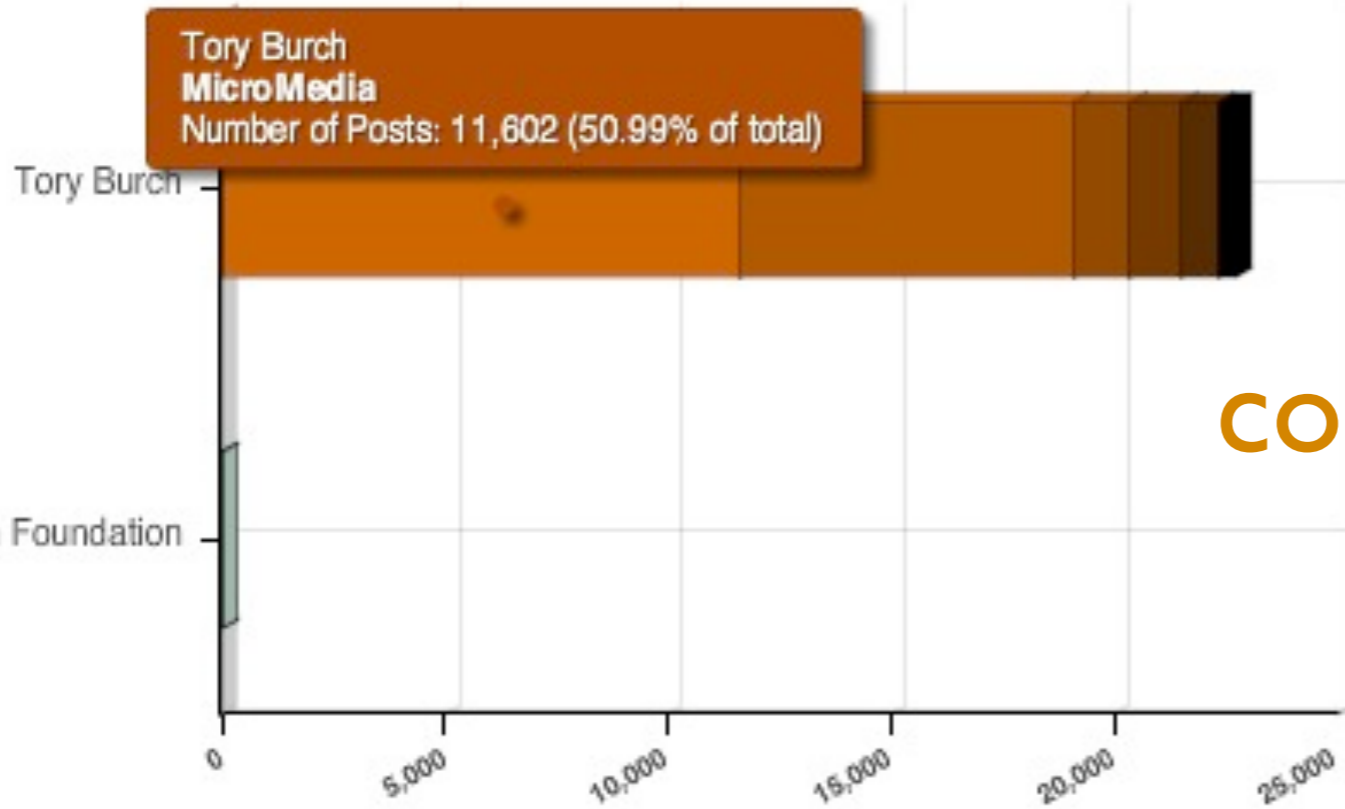
**1000
FANS** 



Tactic # 4

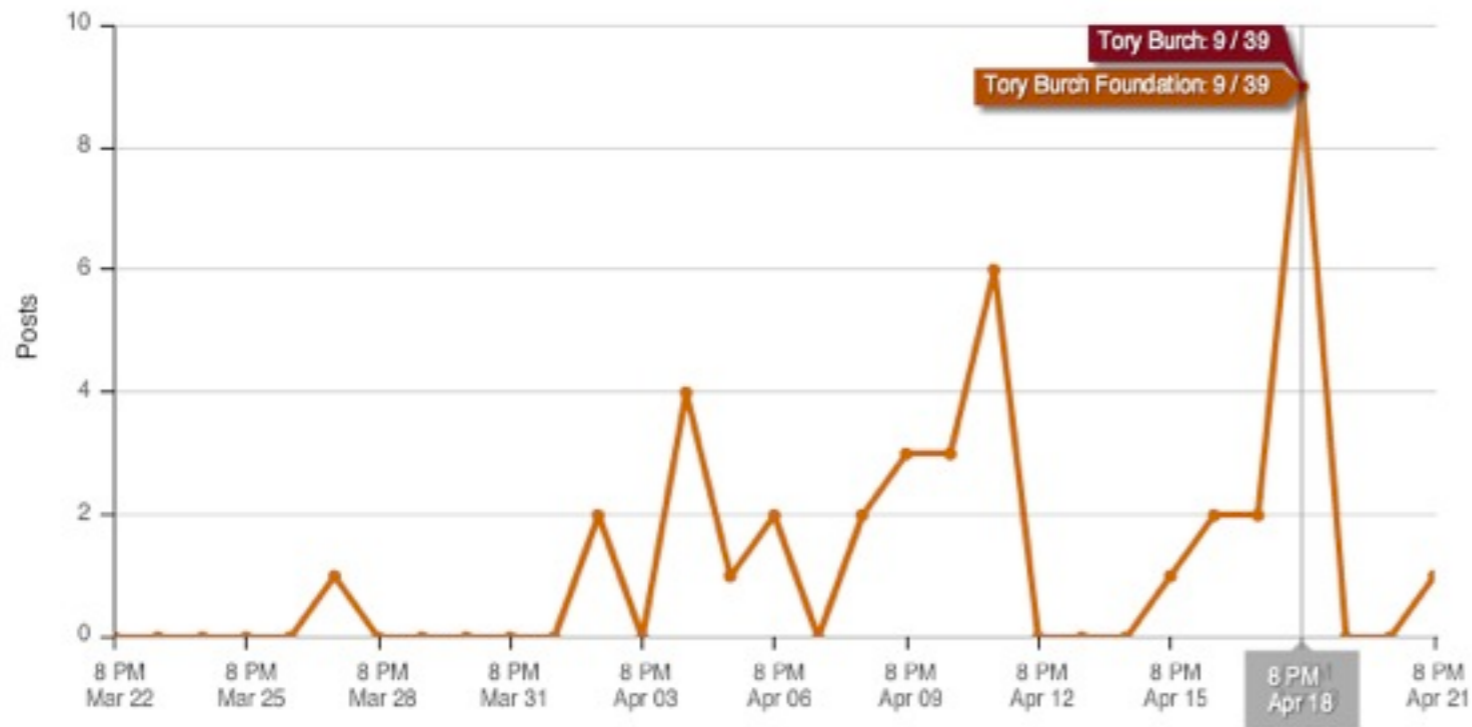


Where is the conversation happening?

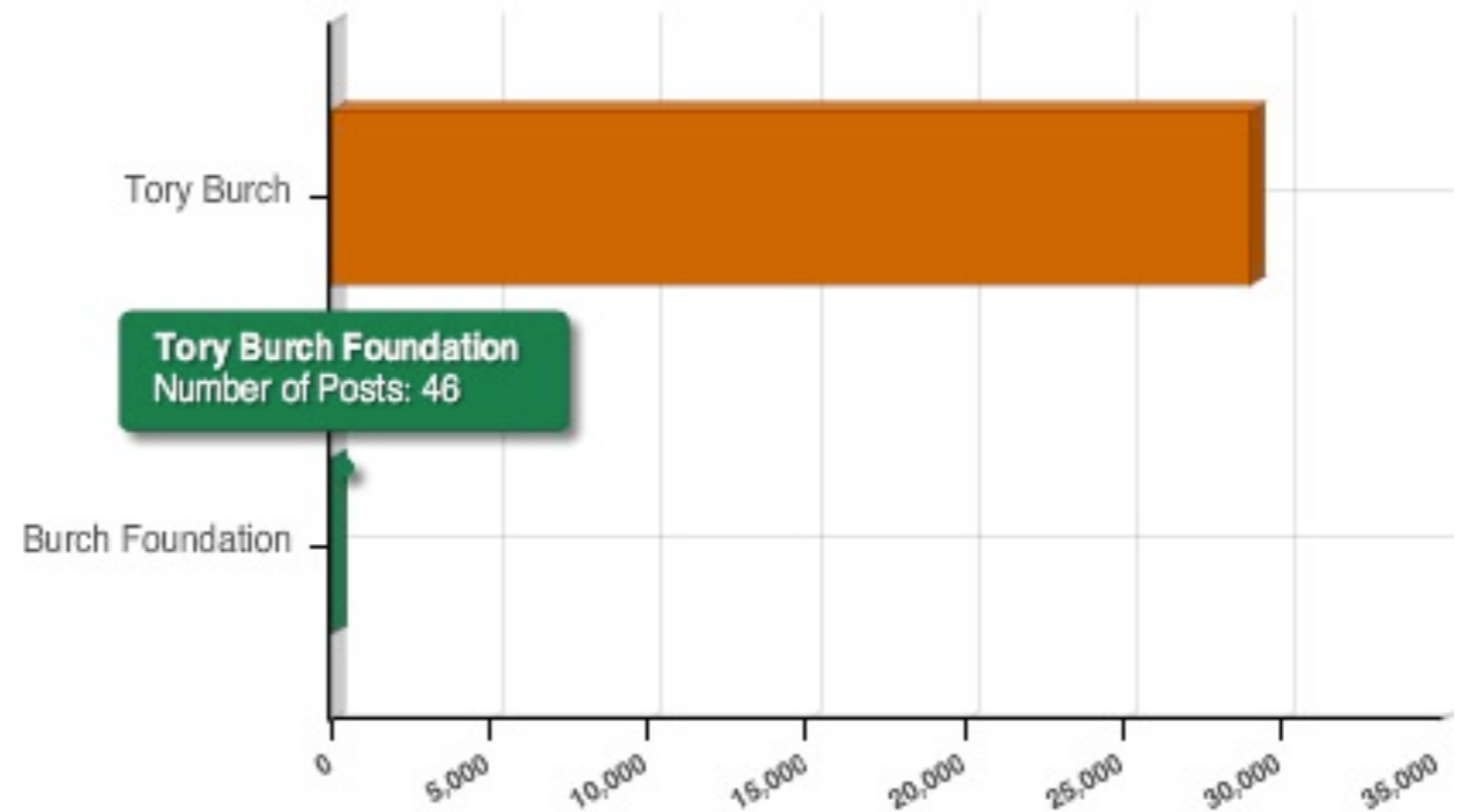




<input type="checkbox"/>	☆ tory burch foundation ▾	Low	720	590
Keyword ideas (21)			1 - 21 of 21	← →
<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/>	☆ tory burch ▾	High	1,000,000	823,000
<input type="checkbox"/>	☆ tory burch flats ▾	High	90,500	60,500
<input type="checkbox"/>	☆ tory burch outlet ▾	High	90,500	74,000
<input type="checkbox"/>	☆ tory burch shoes ▾	High	74,000	49,500
<input type="checkbox"/>	☆ tori burch ▾	High	74,000	40,500
<input type="checkbox"/>	☆ tory burch coupon code ▾	Medium	5,400	5,400
<input type="checkbox"/>	☆ tory burch baby bag ▾	High	590	480
<input type="checkbox"/>	☆ tory burch umbrella ▾	High	140	110
<input type="checkbox"/>	☆ tory burch coupon code 2011 ▾	Medium	720	720
<input type="checkbox"/>	☆ who is tory burch ▾	High	1,000,000	823,000
<input type="checkbox"/>	☆ about tory burch ▾	High	1,000,000	823,000
<input type="checkbox"/>	☆ tory burch jaden ▾	High	1,600	1,300
<input type="checkbox"/>	☆ shop tory burch ▾	High	8,100	4,400
<input type="checkbox"/>	☆ tory burch agenda ▾	Medium	46	36
<input type="checkbox"/>	☆ tory burch tory burch ▾	High	1,000,000	823,000
<input type="checkbox"/>	☆ tory burch foundation tote ▾	High	28	22
<input type="checkbox"/>	☆ tory burch shop ▾	High	8,100	4,400
<input type="checkbox"/>	☆ international non profit organization ▾	High	2,900	1,600
<input type="checkbox"/>	☆ how did tory burch get started ▾	Medium	< 10	< 10
<input type="checkbox"/>	☆ non-profit charitable organization ▾	Medium	5,400	3,600
<input type="checkbox"/>	☆ non profit organization news ▾	Medium	320	210



Where it needs to be happening:

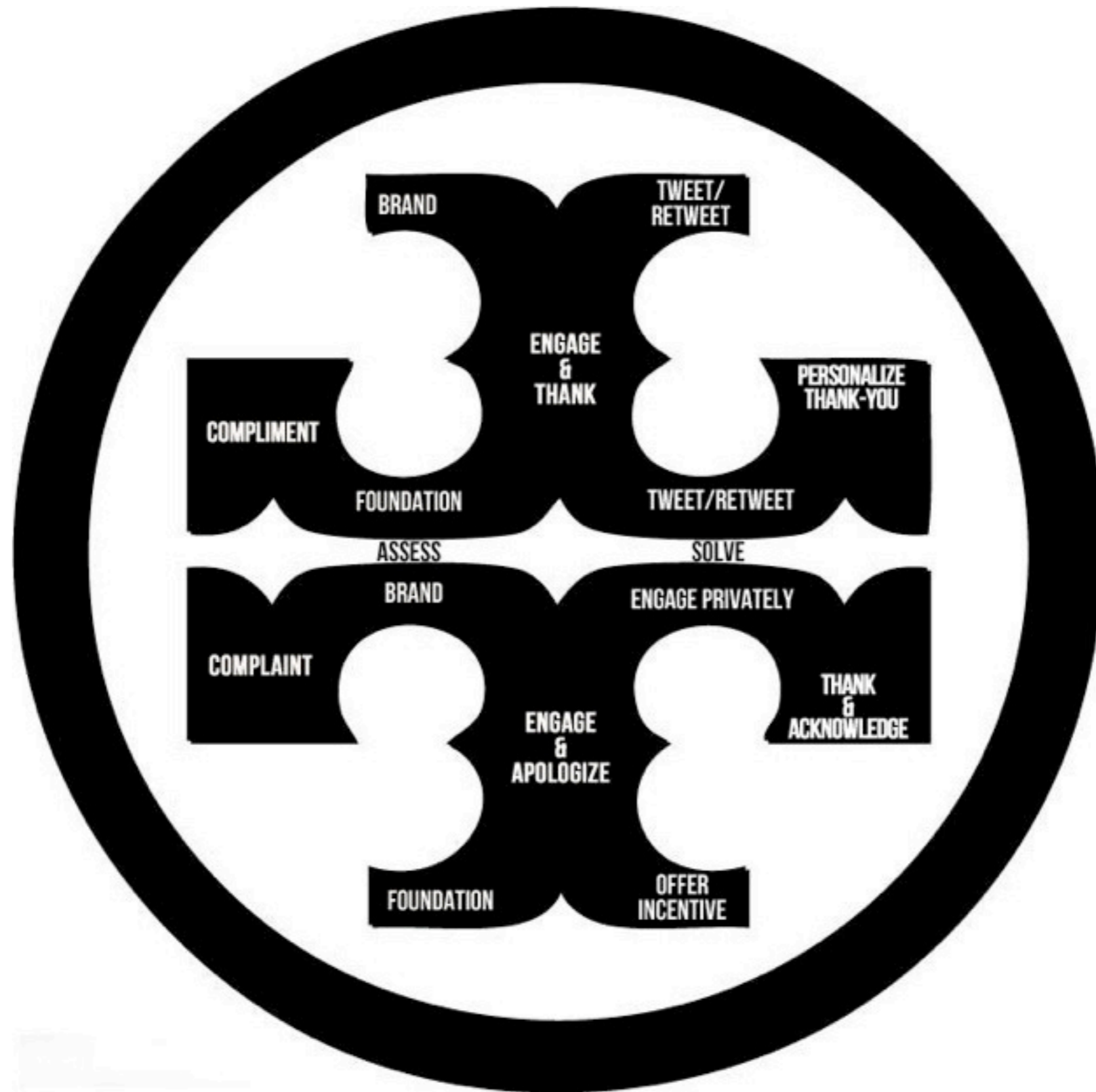


Content Calendar

Date	Time	Facebook Post	Time	Tweet
May 7	10 AM EST	Are you interested in being a Tory Burch influencer? Do you love to blog? Find out how you can get involved in the Tory Burch Foundation and empower women around the world. [Link to blog post]	11 AM EST	Turn your love for blogging into a collaboration with the Tory Burch Foundation [Bitly link] #TBF
May 8	9 AM EST	What do you like most about the Tory Burch Foundation? Have you been inspired by someone's experience? Tell us what you think and have a chance to win a tote!	10 AM EST	Ever wonder what's in @RachelBilson's bag? Click here to see what's in her @toryburchfoundation tote today. [Bitly link] #TBF
May 9	10 AM EST	Click here to see how the Tory Burch Foundation helped Jennifer Gurbach, owner of The Butterfly Boutique, make her lifelong dream of owning her own business come true.	10 AM EST	We love empowering women to put their dreams into action. Watch our latest interview with @TheButterflyBoutique owner [link] #TBF
May 10	12 PM EST	We are so excited to announce our newest collaboration with one of our favorite Blogs, The Glitter Guide. See how these glitter girls added some sparkle to the latest foundation event.	12 PM EST	Highlights from tonight's blogger convention for @toryburchfoundation [Bitly link]. Tweet us your photos with hashtag #TBF
May 11	10 AM EST	Come to our empowerment event to see how women are creating change in the business world at the San Jose Event Center on Friday, June 1st at 12:00 p.m. [Link to event]	11 AM EST	@toryburch will be speaking about @toryburchfoundation @SJSU Event Center Friday, June 1st [Bitly link]
May 12	11 AM EST	Hey bloggers! Write about what you like about The Tory Burch Foundation for a chance to win some Tory Burch goodies! Make sure to "Like" our page and follow us on Twitter to qualify: [Link to site]	10 AM EST	Bloggers have an opportunity to write about @toryburchfoundation and win some @toryburch



Decision Tree





Measurement



Thank You!



XX,
Team Tory