



**Search and Social Campaign**

**Pittsburgh Downtown Partnership**

**Grace Kristofic, Jason Benevento, and Hannah Staman**

**July 30, 2024**



# Table of Contents

<b>Executive Summary.....</b>	<b>2</b>
<b>Introduction.....</b>	<b>2</b>
<b>Pay Per Clicks (PPCs) and Search Engine Optimizations (SEOs).....</b>	<b>3</b>
<b>Social Media.....</b>	<b>7</b>
<b>Facebook.....</b>	<b>7</b>
<b>Instagram.....</b>	<b>9</b>
<b>Sample Social Media Posts.....</b>	<b>13</b>
<b>Meta Business Suite.....</b>	<b>15</b>
<b>Survey.....</b>	<b>17</b>
<b>Other Recommendations.....</b>	<b>18</b>
<b>Suggested Tools.....</b>	<b>19</b>
<b>Action Plan.....</b>	<b>19</b>
<b>Budget.....</b>	<b>20</b>
<b>Conclusion.....</b>	<b>20</b>
<b>References.....</b>	<b>22</b>

## **Executive Summary**

The following report addresses the usage of Search Engine Optimizations (SEO) and Price Per Click (PPC), as well as the role of social media in promoting businesses. Through SEO and PPC, online presence can be increased by advertising and prioritizing the business on search engines such as Google. Additionally, social media platforms such as Instagram and Facebook offer free means of publicly sharing products, announcements, promotions, and much more. Through Meta Business Suite, posts can be scheduled, coordinated across platforms, and saved for future editing, making social media management efficient and less time-consuming. Alternatives not pursued by the team were contacting influences, boutique crawls and external events, and creating a centralized shopping area in downtown Pittsburgh. An online approach is the fastest and most popular method at this time. Resultantly, the team suggests an immediate start of the usage of SEOs and PPCs, as well as adherence to the provided social media guide and calendar. By doing so, the boutiques, as well as the Pittsburgh Downtown Partnership, can intermittently monitor progress and adjust resources as necessary.

## **Introduction**

In today's business environment, businesses must be able to utilize online marketing effectively to attract and retain customers. Many boutiques, not only in Pittsburgh, have been suffering a loss in consumers due to an increase in remote and hybrid work schedules, eliminating many pre-COVID customers, and posing an immense financial strain on the industry. Adaptation is necessary, so the team's strategy focuses on inexpensive and simple solutions that can be managed by small businesses such as 306 Forbes, Fresh Nostalgia, and Boutique La Passerelle. Through the Pittsburgh Downtown Partnership (PDP), this proposal can easily be

adapted and communicated to other retailers, promoting the general mission of PDP: revitalizing small businesses in downtown Pittsburgh. The economy has become so centered around technology and internet activity that it has become nearly impossible to ignore its significance. Many modern platforms are free and easy to use, they just require integration into one's daily business routine. Since the pandemic, these online options have only grown. The following report suggests robust online marketing strategies since they are proven to attract customers, both online and in-person, overcoming the challenges these clients are currently facing. The Pittsburgh Downtown Partnership (PDP) recognizes these issues as well, attempting to keep small businesses alive and thriving. The team's suggestions to combat this include using Google's PPCs (Price Per Click), Google's SEOs (Search Engine Optimization), increased social media presence on Facebook and Instagram, the utilization of Meta Business to coordinate efforts, and customer surveys to learn about existing customers. Through this multi-step plan, the boutiques will improve their "searchability" and "social" presence.

### **Pay Per Clicks (PPCs) and Search Engine Optimizations (SEOs)**

According to West, PPCs and SEOs are used by over 80% of businesses and are proven to be effective for businesses (West, 2024). When combined, on average, 80% of trackable Google searches go to companies who pay to optimize their website (Keutelian, 2024). Additionally, 91% of websites that do not use SEOs or PPCs get almost zero organic search traffic from Google (Howarth, 2024). These tools can prove to be very useful, and a vast majority of companies already use them.

It is recommended that boutiques start with PPCs before SEOs for several reasons. First, PPCs are proven to bring in double the amount of visitors to the website in the short term in

comparison to SEOs (Gomez, 2023). On average, for every dollar spent on a PPC, a business is returned two dollars (Barnhart, 2023). PPCs are designed to bring immediate attention to a business and tend to work faster than SEOs (Williams, 2024). Additionally, PPCs allow businesses to set a definitive spending amount so the boutiques can adjust the budget to fit exactly what they would like to spend (Keutelian, 2024). Mid-sized companies spend, on average, \$9,000-\$10,000 on monthly PPCs (*Instagram marketing: Update your strategy for 2024*, 2024). Approximately 45% of all smaller businesses use PPCs due to their effectiveness (Zote, 2022). For a smaller boutique, it is estimated that they will need to spend approximately \$100-\$300 per month on PPCs to help gain attention. Implementing PPCs is a very effective way to quickly gain attention for the website/business and can significantly improve a business in the long term (Exposure, 2022).

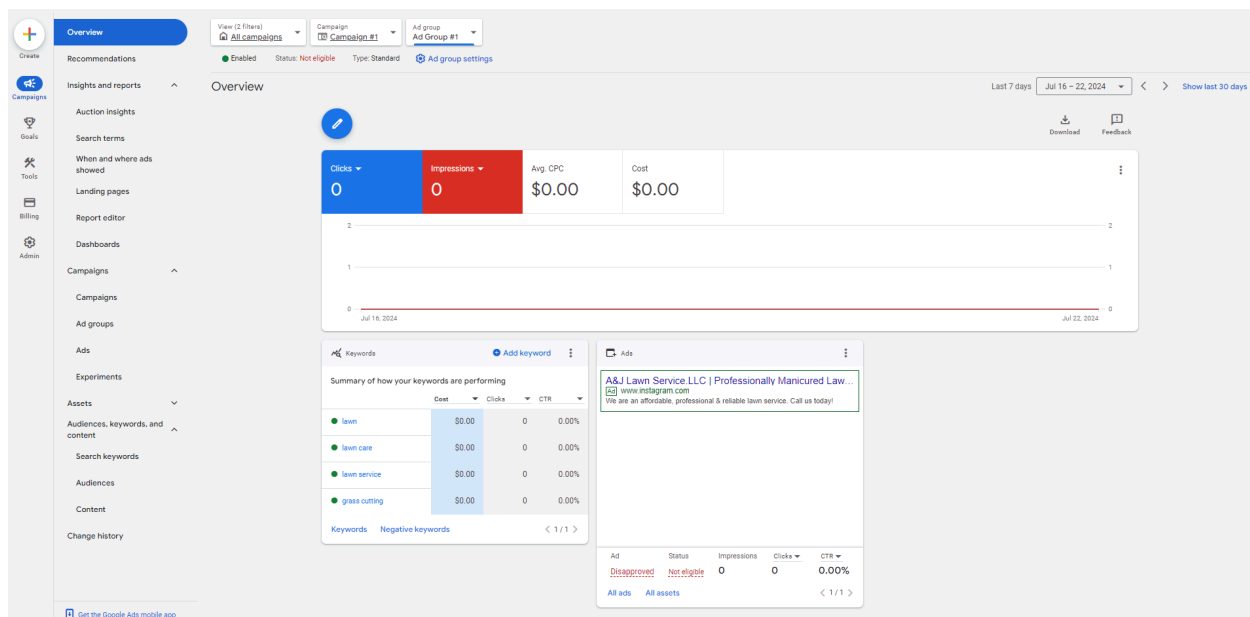
After a few months of successful PPC usage, and with an ROI of around 200%, boutiques can use their assets to start an SEO campaign. The basic premise of SEO is to pay to get a website/business to the top search results based on several factors (Keutelian, 2024). They do this by using keyword research, which identifies relevant keywords to target traffic to the website (Zote, 2024). Keywords could include: Womens fashion, Vintage clothing, Clothing stores, local clothing, fancy clothing, summer clothing and many other ideas that relate to the boutiques. It is not necessary to add the word “boutique” into the keywords since it is a part of the website title and will already be used as a keyword. They also help with high-quality content creation. They use tools that make it easier to create content and create it on a more consistent basis (Kenan, 2024). Another key element includes on-page optimization, which helps boost the website and description to the top of the search engine to increase visibility (Barnhart, 2023). Finally, backlink building can be important and SEOs can help build them. Backlinks are other websites

linking reputable websites to their page. The more backlinks that a website can achieve, the more trustworthy, reputable, and popular it can become (West, 2024). Backlinks are partially challenging due to the fact that it largely depends on how much time has been spent creating content, and the relationships with other companies and online websites. All of the boutiques already have strong backlinks through PDP on their website, but it can help to build relationships with other online websites to build these backlinks further. Posting and engaging on a consistent basis is a great way to build backlinks and gain attention from other websites. Since the boutiques are all working together, they could start by backlinking each other's websites to help get started.

When considering strategies, PPCs and SEOs are recommended for many reasons. First, these strategies are cost-effective and proven to work with small businesses on a limited budget (Zote, 2024). This method avoids past ways of marketing that involved hiring an agency to help the boutiques advertise and trust that they are working in the organization's best interest. This way of marketing allows for total control of the marketing campaign at a fraction of the price, while still being more effective (West, 2024). It also provides a high level of flexibility. With PPCs, business owners can set the exact dollar amount that they would like to spend (Howarth, 2024). SEOs are not as flexible as PPCs, but costs can still be controlled at a much higher level than most alternatives.

Google has made PPCs and SEOs highly customizable and easy to use. It is very easy to set up and start (Williams, 2024). If the boutiques do not already have a Google account with payment attached, the boutiques can create an account relatively easily (Barnhart, 2023). From there the boutiques can search "Google Ads" and start a Google ads account with an existing Google account. Attached below, is an example of the main interface on the Google ads. As

shown by the attached image, the interface is very user-friendly. Starting from the left side, there are all of the different tools and options Google offers (Gomez, 2023). Under “insights and reports,” in-depth statistics on website interactions are available, the costs of these interactions, and personal interaction rates, as well as adjust where and when ads are shown, in what locations, etc. Under the “Campaign” section, there is information on how to start and track ads, adjust the ads, or group ads together. Further, the bottom of the column on the left shows assets and allows the boutiques to manage as they see fit. Finally, under “Audiences, keywords, and content,” there are adjustable settings based on the age, gender, and household demographics that can be customized. Additionally, users can customize keyword searches, schedule ads, and bid on ad placements in this section as well. The PPCs and SEOs from Google ads are extremely in-depth and many large corporations hire teams and people specifically to run their SEOs and PPCs.



## Social Media

In the increasingly competitive landscape of social media, particularly within the fashion industry, it is crucial for our boutiques to post the right content at the most engaging times (Feehan, 2024).

Facebook remains the leading social media platform for both consumers and marketers, boasting three billion active users.

According to Sprout Social, individuals aged 40-60 are the

predominant users, dedicating approximately 30 minutes daily to the platform. For our target demographic of 30-40-year-olds, Instagram is the optimal choice, especially for reaching those under 40, given its steady growth. Millennials (28-43) and Gen Z constitute half of Instagram's user base, making it an ideal platform to engage the millennial segment of our audience. Similar to Facebook, Instagram users average 33 minutes of daily usage (Zote, 2024a).

Facebook users, on average scroll for 30 minutes a day while Instagram users scroll for 33 minutes a day.

## Facebook

Given that our boutiques target market are women aged 30-60, Facebook is an excellent platform choice, as it is the most frequently used social media platform among this demographic. Exposure reports that 77% of adult women have a Facebook account, making it an ideal venue for engaging with our target audience.

77% of adult women were found to have a Facebook account.

Sprout Social found that 54.3% of Facebook users follow and research brands and products on the platform. Therefore, it is essential for our boutiques to post daily updates about store activities, upcoming sales, events, and new products. Maintaining an up-to-date Facebook page with daily posts will facilitate customer research and drive sales.

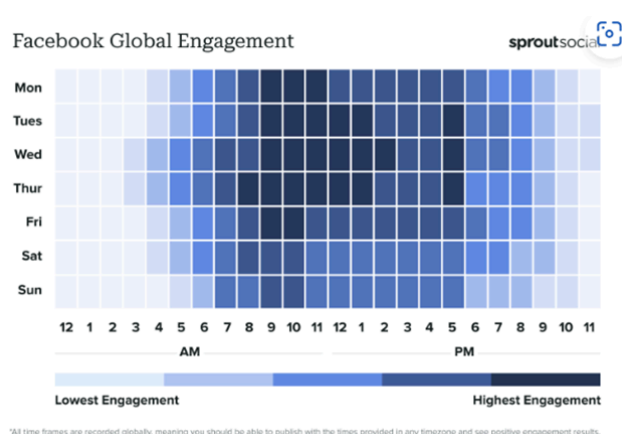


Despite relatively low overall engagement levels on Facebook, with a median rate of 0.063%, visual content remains highly effective. Photo posts and status updates achieve the highest engagement rates at 0.10%, followed by video posts at 0.08% (West, 2024a).

Posting daily on Facebook leads to higher engagement compared to over posting. Sprout Social found that posting fewer than 10 times per week results in the highest engagement rates, while posting over 60 times per week leads to an average engagement rate of 0.04% (West, 2024a). This indicates that strategic post timing is crucial for boosting engagement.

Posting fewer than 10 times per week achieved the highest engagement rates.

To maximize content creation efforts, posting at optimal times is vital for increasing follower engagement. Refer to page 12 of this report to see the schedule indicating the best times to post on Facebook to enhance engagement (Keutelian, 2024a). These peak engagement times align with users' daily routines, indicating that people often check Facebook during mid-day breaks (Keutelian, 2024a).



Video content continues to gain traction on Facebook, with users spending about 50% of their time on the platform watching videos (West, 2024a). Vertical videos with audio, such as Facebook Reels, have proven particularly effective, achieving a 35% higher click-through rate compared to other video formats (West, 2024a).

Facebook Stories and Reels are pivotal for enhancing user engagement. With over 500 million people using Facebook Stories daily, their popularity is evident (West, 2024a). Additionally, Facebook Reels receive approximately 200 billion views daily, a format heavily promoted by algorithms. This makes leveraging short-form video content essential for increasing visibility and engagement (West, 2024a). By incorporating these insights into their social media strategy, they can better engage with their audience and extend their reach on Facebook.

These findings emphasize the importance of maintaining an active and engaging presence on Facebook to drive purchasing behavior among our audience. By utilizing Facebook's powerful engagement tools, such as Stories and Reels, our boutiques can effectively transition their audience from engagement to purchase. According to BigCommerce, 73% of shoppers across various markets made an in-store purchase after discovering or researching items on social media. This highlights the critical role high engagement levels play in driving sales (*Omnichannel Retail: How to meet the needs of today's shoppers*, 2024).

73% of shoppers across various markets made an in-store purchase after discovering or researching items on social media.

## Instagram

Using Instagram, the second most popular social media platform in the United States, is essential for reaching our boutique's target market (Zote, 2024a). Posting daily is essential for consistency on the platform. To achieve this, it is essential to develop a strategic plan that assists boutique owners in creating engaging content tailored to their audience. Instagram serves as a

70% of shoppers use Instagram to find inspiration for their next buy.

pivotal tool, as it significantly influences consumer behavior with 70% of shoppers using Instagram for inspiration before making a purchase (Zote, 2024a).

To maximize the effectiveness of their Instagram presence, the boutiques must utilize a diverse array of features available on the platform. These include carousel posts, Instagram Stories, story highlights, Instagram Reels, Instagram Threads, Instagram Shopping, influencer marketing campaigns, collaborative posts with other accounts, and sponsored posts (*Instagram marketing: Update your strategy for 2024*, 2024). The example to the right illustrates an Instagram Story highlighting an upcoming event.



This example is coming from @lostgirlsvintage, a successful (69.1K follower and verified) vintage boutique in Chicago that follows many of our recommendations. Additional examples of types of posts are linked on page 13 of this report.



Carousel posts, which function like slideshows, allow for the inclusion of multiple photos and videos in a single post. These types of posts are foundational to Instagram engagement. According to Sprout Social, carousel posts achieve engagement rates between 1.63% and 5.40%, significantly higher than the average Instagram engagement rate of 1.22%. These posts are versatile, suitable for educational content, tutorials, brand storytelling, before-and-after reveals, photo dumps, product reveals, and updates (Zote, 2022).

Instagram Stories are crucial due to their increasing reach rate. Smaller brands with fewer than 10,000 followers have seen a 35% increase in story reach rate (Zote, 2024b). However, posting more than four stories simultaneously can reduce retention rates to 81% by the fourth frame (Zote, 2024b). Therefore, while frequent story posting is important, over posting can be detrimental. Short narrative-style stories, especially those with interactive elements like quizzes and polls, are effective in reaching a larger audience. Additionally, adding these stories to highlights ensures they remain accessible over time.

Reach rates for Instagram stories are rising, but posting more than four stories at one time can cause a dip in retention rate to 81% by the fourth frame.

Instagram Reels have the highest average reach rate at 30.81%, generating twice the reach of other content types (Zote, 2024b). Therefore, creating engaging reels remains critical for content engagement. Strategies include promoting popular products with detailed information, showcasing upcoming events, posting time-lapse videos, using trending songs, and creating fashion tips series (Kenan, 2024).

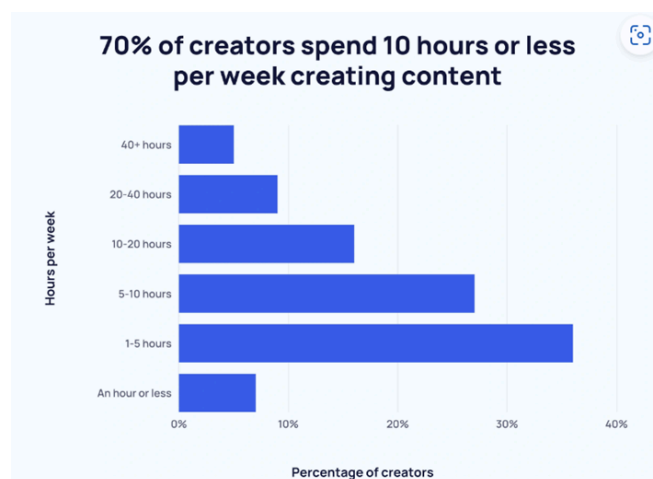
Instagram Shopping is a vital tool for our boutiques, with 44% of users shopping on the platform weekly. Converting followers into customers is essential for business success. Tagging and linking products to the online store can significantly boost sales.

Regardless of the post type whether it be carousel, story, reel, etc., captions should include a call to action, a touch of personality, and relevant hashtags

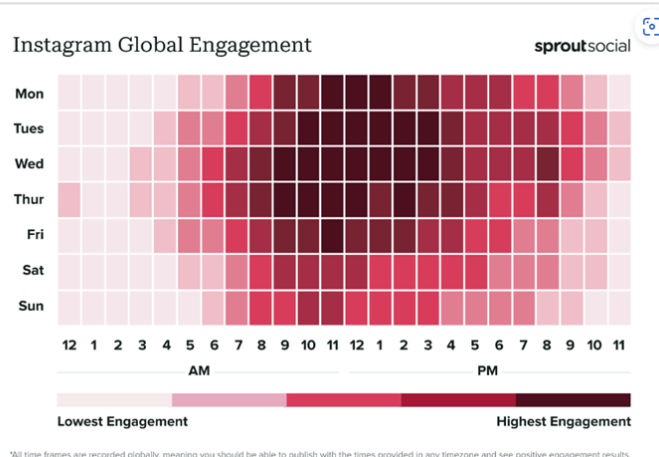
Useful hashtags include:  
 #PittsburghBoutiques, #ShopLocalPGH,  
 #DowntownPittsburgh, #PGHStyle,  
 #PittsburghShopping, #PGHBoutique,  
 #ShopSmallPGH, #PGHLocal,  
 #PittsburghFashion, #PGHTrends,  
 #womeninbusiness, #femaleowned.

(Instagram marketing: Update your strategy for 2024, 2024). Hashtags that will be important for the boutiques to include are anything to do with Pittsburgh, shopping, events, etc. Some examples of hashtags are #PittsburghBoutiques, #ShopLocalPGH, #DowntownPittsburgh, #PGHStyle, #PittsburghShopping, #PGHBoutique, #ShopSmallPGH, #PGHLocal, #PittsburghFashion, #PGHTrends, #womeninbusiness, #femaleowned, #girlboss, #femtrepreneur, etc.

While daily posting can be time-consuming, 70% of creators spend 10 hours or less per week creating content. The graph below illustrates the time content creators dedicate to social media each week (Howarth, 2024). To maximize efficiency, cross-posting to Instagram and Facebook is recommended, allowing for simultaneous posting across platforms.



Optimal posting times can enhance engagement. The best times to post on Instagram are displayed on page 13 of this report (Keutelian, 2024b).



## Times For Posting

(Keutelian, 2024)	Facebook	Instagram	Ideal Post Times
<b>Mondays</b>	9 a.m. to 12 p.m.	11 a.m. to 2 p.m.	11 a.m. to 12 p.m.
<b>Tuesdays</b>	9 a.m. to 2 p.m. & 5 p.m.	10 a.m. to 4 p.m.	10 a.m. to 2 p.m.
<b>Wednesdays</b>	9 a.m. to 3 p.m. & 5 p.m.	9 a.m. to 4 p.m.	9 a.m. to 3 p.m.
<b>Thursdays</b>	8 a.m. to 2 p.m. & 5 p.m.	9 a.m. to 1 p.m. & 2 p.m.	9 a.m. to 1 p.m.
<b>Fridays</b>	9 a.m. to 11 a.m.	11 a.m.	11 a.m.
<b>Saturdays</b>	8 a.m. & 11 a.m.	9 a.m. to 12 p.m.	9 a.m. to 11 a.m.
<b>Sundays</b>	9 a.m. & 11 a.m.	10 a.m. to 12 p.m.	10 a.m. to 11 a.m.

## Sample Social Media Posts

<b>Monday</b>	New arrivals preview	<a href="https://www.instagram.com/p/C9TegUXRP9M/?img_index=5">https://www.instagram.com/p/C9TegUXRP9M/?img_index=5</a>
<b>Tuesday</b>	Style guide or how-to-video	<a href="https://www.instagram.com/p/C6t4z10Lf3Z/">https://www.instagram.com/p/C6t4z10Lf3Z/</a>
<b>Wednesday</b>	Behind-the-scenes content	<a href="#">Lost Girls ⚡ Chicago Vintage (@lostgirlsvintage) • Instagram photos and videos</a>

<b>Thursday</b>	Outfit of the day (OOTD)	<a href="https://www.instagram.com/p/CienADFGTq8/">https://www.instagram.com/p/CienADFGTq8/</a>
<b>Friday</b>	Upcoming event highlight	<a href="https://www.instagram.com/p/C8YFsEWxm3h/">https://www.instagram.com/p/C8YFsEWxm3h/</a>
<b>Saturday</b>	Designer spotlight	<a href="https://www.instagram.com/p/B6-Z_JRgVd-/">https://www.instagram.com/p/B6-Z_JRgVd-/</a>
<b>Sunday</b>	Fashion poll or question	<a href="https://www.instagram.com/p/Byxi_GshPap/">https://www.instagram.com/p/Byxi_GshPap/</a>

### **Content Creation**

Canva is a tool that can be used for creating a wide variety of Instagram and Facebook posts, offering both free and subscription-based options. The free version provides extensive features, including customizable templates, stock photos, and graphic elements, enabling boutique owners to produce professional-quality content without incurring additional costs. For those seeking enhanced capabilities, Canva Pro offers advanced features such as premium templates, unlimited storage, and access to a broader library of images and design elements. The subscription cost for Canva Pro is \$10.00 per month or \$120.00 per year when billed annually (*Canva Pro*, 2024). Using Canva can significantly elevate the boutiques' social media presence, making it a worthwhile consideration for enhancing their marketing efforts.

## Meta Business Suite

To take full advantage of the advertising on social media, a consistent and coordinated effort to increase brand awareness is necessary. Meta Business offers invaluable tools for small

Use Meta Business Suite to schedule and create social media content. Check out this link for a step-by-step tutorial:

<https://sproutsocial.com/insights/how-to-use-meta-business-suite/>

businesses seeking to optimize their social media presence. The previously described social media calendar and targeted posts are meant to increase engagement, but planning them individually can be time-consuming. To aid in the process of utilizing Facebook and Instagram, the team

recommends taking advantage of Meta Business Suite. It is a free and efficient platform designed to lessen the load of social media efforts for businesses, making it ideal for these retailers.

Through Meta Business, the boutique owners will be able to simultaneously post to both

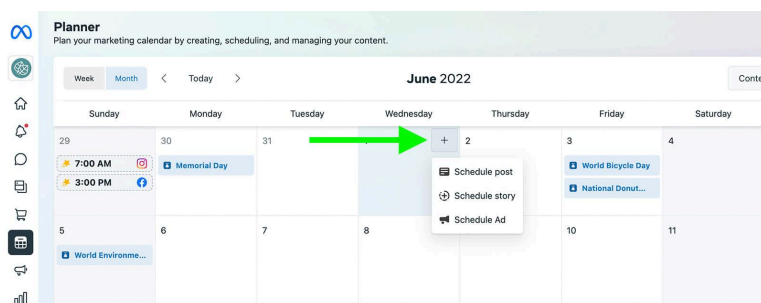
Facebook and Instagram at the same time: no

switching apps or signing into accounts

separately! Additionally, Meta allows users to

schedule posts ahead of time, allowing the

creator to edit or change its publication date

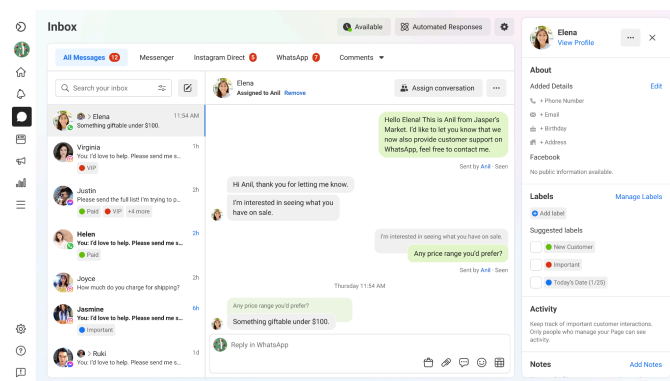


anytime before the content is uploaded to the platforms (*Create and Schedule Posts*). Instagram and Facebook have separate features for their posts, one platform potentially having options the other doesn't, but Meta accounts for those as well, allowing the creator to add individual details for each platform (*Create and Schedule Posts*). The idea of posting daily can be daunting and exhausting, so the team recommends that the clients devote time at the beginning of each week



to create and schedule content for the upcoming week, lessening the daily burden. The schedule can be created or managed from the app or desktop, further simplifying the process. Additional features further streamline the process.

Another important feature of Meta Business is the ability to manage account inboxes. Any messages or message requests sent to the profile, either via Instagram direct messages or Facebook Messenger, can be viewed and responded to from the Meta Business app or website (*About Inbox in*



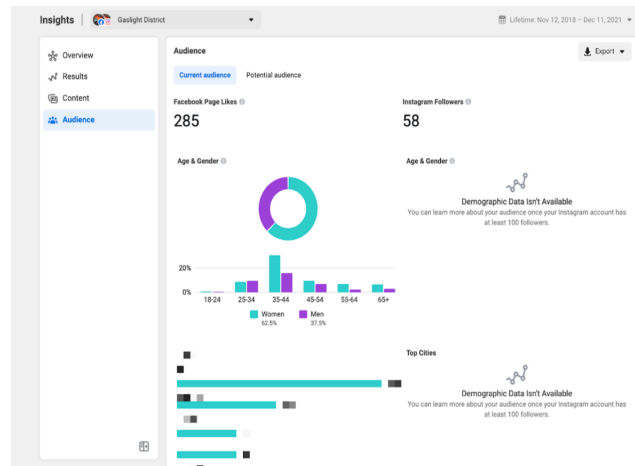
Reply to direct messages, comments, and likes all in one place. No need to switch between apps!

*Meta Business Suite*). With this simple access, the clients will be able to quickly answer questions or comments from potential customers all in one place, further boosting their online presence. Comments

on posts or pages can also be viewed in the inbox section of Meta, allowing the account manager to once again find and respond to all the interactions in one place (*About Inbox in Meta Business Suite*). Users also have the option to send automated responses to direct messages based on keywords, as well as show “online” and “offline” statuses so customers know when to expect a response (*About Inbox in Meta Business Suite*). Engagement and quick responses are crucial to an online presence, requiring an efficient management system.

Besides its organizational and interactive features, Meta Business creates comprehensive reports on profiles and their followers or viewers. Insights provided by Meta Business deliver metrics, trends, and visual reports, offering a clear view of page and profile performance,

including reach trends that describe who is viewing the content (*About Insights in Meta Business Suite*). This allows businesses to easily track engagement metrics such as likes and comments, providing crucial feedback on content effectiveness (*About Insights in Meta Business Suite*). Moreover, Meta Business provides demographic and geographic summaries of the audience, enabling businesses to tailor their content strategies to effectively target specific groups. By utilizing these insights, the clients can save time and resources by precisely understanding their audience's preferences and behaviors, enhancing their social media marketing efforts for greater impact and engagement.



## Survey

Using customer surveys is important for small businesses for several reasons. Most importantly, surveys provide valuable insights into how customers discover the business, whether that be through word-of-mouth, online searches, or social media, allowing businesses to refine their marketing strategies more effectively and consider what methods could be improved upon. Additionally, survey data helps businesses target their advertising efforts more precisely, reducing unnecessary spending by focusing on methods that resonate most with their customer

Use surveys to learn more about customers and improve marketing strategies. View a sample survey here:  
<https://www.surveymonkey.com/r/7XLFS89>

base. Advertisements that are poorly targeted or designed can be a waste of time and resources, making knowledge of the consumer very useful. Surveys can also be used to collect customer email addresses, which can then be used to create mailing

lists for promotions and updates on new products or services, reminding previous customers about the boutique to encourage them to return. Many survey tools, such as the sample provided in the presentation, are free and easy to create, and then disseminate, making it a cheap and effective marketing strategy. Surveys can be added to the end of receipts or asked at checkout, allowing businesses to further engage with the consumer. By utilizing customer surveys, small businesses can enhance their understanding of customer preferences, optimize spending on marketing, and cultivate a loyal customer base through personalized communication and offerings.

### Other Recommendations

Create social media flyers for each of the boutiques. These flyers will be strategically positioned next to the cash registers, enabling customers to easily scan QR codes, follow the boutiques on social media, and visit their online stores. This initiative aims to increase social media followers and keep boutique visitors informed through daily posts. Below are sample flyers.



Additionally, the team recommends that each boutique owner sign up for consulting services through the Duquesne University Small Business Development Center (SBDC). This is a vital resource for small businesses, providing a range of services designed to foster growth and sustainability. Once signed up, each boutique owner will be assigned their own consultant who has substantial experience in the business space whether they are a former CEO or business owner themselves. This expert consultant can assist the boutique owners with business planning, market research, financial analysis, and access to funding opportunities. The SBDC also offers comprehensive business consulting, training workshops, and resources to help entrepreneurs navigate the complexities of managing a business. By leveraging the SBDC's support, these boutiques can enhance their operational efficiency and strategic decision-making processes, leading to long-term success and community impact.

**Suggested Tools**

- Google
- Canva
- Meta Business Suite



**Action Plan**

Short Term

Month 1	Month 2	Month 3	Month 4	Month 5
Begin PPC strategy. Start social media schedule using	Continue with PPC and social media strategy. Meet with	Evaluate PPC and social media strategy using metrics provided	Adjust PPC and social media plan as needed based on	Move into SEO plan once boutiques are seeing results

Meta Business Suite. Sign up with SBDC. Print social media flier for stores.	assigned SBDC consultant.	through Meta Business Suite.	evaluation.	from PPC strategy. Continue with social media.
--	---------------------------	------------------------------	-------------	--

### Long Term

Following the initial five months, the recommendation is to continue leveraging SEO strategies as long as positive results are observed. Additionally, maintaining daily social media posts is crucial for long-term success. The Small Business Development Center (SBDC) remains a valuable resource for ongoing support and consultation.

### **Budget**

Month 1	Month 2	Month 3	Month 4	Month 5
\$100- \$300	\$100- \$300	\$100- \$300	\$100- \$300	\$250

This budget model outlines the costs associated with PPC campaigns for the first four months and then the switch to SEO expenses in the fifth month. The total estimated cost for these initial five months ranges from \$650 to \$1,450. Moving forward, the monthly cost for ongoing SEO efforts will be \$250, amounting to \$3,000 annually.

### **Conclusion**

In conclusion, for boutiques to thrive in today's digital-centric market, embracing effective online marketing strategies is crucial. Implementing PPCs and SEOs can significantly enhance visibility and attract customers quickly and sustainably. A robust social media presence

on platforms like Facebook and Instagram, with targeted posts and engaging content, will further boost customer interaction and brand loyalty. Utilizing tools like Meta Business Suite streamlines these efforts, making social media management more efficient. Additionally, leveraging customer surveys provides valuable insights, allowing businesses to tailor their strategies to better meet customer needs. By adopting these recommendations, the boutiques and the Pittsburgh Downtown Partnership can implement a cost-effective solution to increase reach, engagement, sales, and overall success.

## References

*About Inbox in Meta Business Suite*. Meta. (n.d.-a).

[https://www.facebook.com/business/help/294426838452244?id=765488040896522&ref=fbf\\_fbs\\_products](https://www.facebook.com/business/help/294426838452244?id=765488040896522&ref=fbf_fbs_products)

*About Insights in Meta Business Suite*. Meta. (n.d.-b).

[https://www.facebook.com/business/help/700570830721044?id=765488040896522&ref=fbf\\_fbs\\_products](https://www.facebook.com/business/help/700570830721044?id=765488040896522&ref=fbf_fbs_products)

Barnhart, B. (2023, February 28). *Instagram shopping: How to set up a store that attracts more customers*. Sprout Social. <https://sproutsocial.com/insights/instagram-shopping/>.

*Canva Pro*. Canva. (2024). <https://www.canva.com/pro/>.

*Create and Schedule Posts*. Meta. (n.d.-c).

[https://www.facebook.com/business/help/942827662903020?id=916550222172854&ref=fbf\\_fbs\\_products](https://www.facebook.com/business/help/942827662903020?id=916550222172854&ref=fbf_fbs_products).

Feehan, B. (2024, February 28). *2024 Social Media Industry Benchmark Report*. Rival IQ.

<https://www.rivaliq.com/blog/social-media-industry-benchmark-report/#title-fashion>.

Gomez, R. (2023, June 28). *Instagram insights demystified: How to access and analyze your metrics*. Sprout Social. <https://sproutsocial.com/insights/instagram-insights/>.

*How to choose the right social media platform to reach your target audience*. Exposure. (2022, March 23).

<https://www.exposure.com/blog/most-popular-social-media-platforms-by-total-users-age-and-gender/>.

Howarth, J. (2024, May 9). *30+ incredible creator economy statistics (2024)*. Exploding Topics.

<https://explodingtopics.com/blog/creator-economy-stats>.

*Instagram marketing: Update your strategy for 2024*. Sprout Social. (2024, April 30).

<https://sproutsocial.com/insights/instagram-marketing-strategy/#started-with-instagram-marketing>.

Keutelian, M. (2024a, April 15). *Best times to post on Facebook in 2024*. Sprout Social.

<https://sproutsocial.com/insights/best-times-to-post-on-facebook/>.

Keutelian, M. (2024b, April 15). *Best times to post on Instagram in 2024*. Sprout Social.

<https://sproutsocial.com/insights/best-times-to-post-on-instagram/>.

Kenan, J. (2024, April 4). *20 Instagram reel ideas for all types of brands*. Sprout Social.

<https://sproutsocial.com/insights/instagram-reel-ideas/>.

*Omnichannel Retail: How to meet the needs of today's shoppers*. BigCommerce. (2024, July 5).

<https://www.bigcommerce.com/articles/omnichannel-retail/>.

West, C. (2024a, March 19). *24 Facebook statistics marketers should know in 2024*. Sprout

Social. <https://sproutsocial.com/insights/facebook-stats-for-marketers/#feature>.

West, C. (2024b, April 17). *11 Facebook analytics tools to measure your marketing success in*

*2024*. Sprout Social. <https://sproutsocial.com/insights/facebook-analytics-tools/>.



Williams, J. (2024, March 8). *How to Use Meta Business Suite Like a Pro*. Sprout Social.

<https://sproutsocial.com/insights/how-to-use-meta-business-suite/>

Zote, J. (2022, April 4). *How to make a seamless Instagram Carousel Post*. Sprout Social.

<https://sproutsocial.com/insights/instagram-carousel/>.

Zote, J. (2024b, February 29). *Instagram statistics you need to know for 2024*. Sprout Social.

<https://sproutsocial.com/insights/instagram-stats/>.

Zote, J. (2024a, February 14). *Social media demographics to inform your 2024 strategy*. Sprout

Social. <https://sproutsocial.com/insights/new-social-media-demographics/#facebook>.