

2024

PDP PLAYBOOK FOR RETAIL SUCCESS

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1. Introduction & Background

Pittsburgh Downtown Partnership (PDP) is a nonprofit organization founded in 1994. PDP is made up of downtown businesses, and their **mission** is to

“advance initiatives that foster economic vitality and improve Downtown life – for a moment or for a lifetime.”

Their vision statement is to “shift the perception of Downtown from being simply important to being essential to the future well-being of our region.” This involves being environmentally friendly, meeting the lifestyle requirements of Pittsburgh’s residents, attracting corporate investment, and establishing a brand that serves as a strong and sustainable model for all cities.

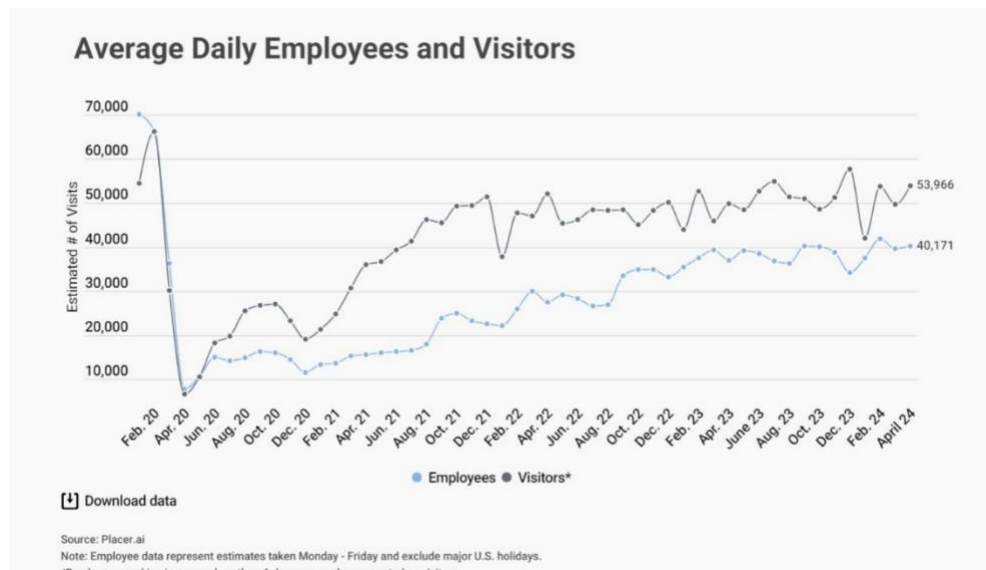
The Business Improvement District (BID) was created in 1997 and helps to fund PDP’s initiatives within the Golden Triangle to benefit Downtown Pittsburgh. PDP also receives funding from voluntary member dues, foundation support for specific projects, government grants, and earnings from advertising, fees, and sponsorships. Some of PDP’s initiatives include clean and outreach efforts, economic development, transportation and mobility, marketing, and events.



PDP Clean and Outreach Team

2. The Problem

Since the COVID pandemic, visitations, office work, and the number of residents living in Downtown Pittsburgh have decreased immensely. This decrease in foot traffic has caused many local businesses to lose money, and some were forced to shut down. Daily employees and visitors decreased by over 60,000 people during the pandemic, and the problem has not fully recovered. According to PDP and their use of Placer.ai, employee recovery is 59% as of April 2024.



(Dougherty, 2024)

3. The Goal

As consultants for Pittsburgh Downtown Partnership, the goal is to increase foot traffic for the following three retailers located Downtown: Icey Aesthetics, S.W. Randall Toyes, and Steel City. If these businesses were to continue to succeed, this could increase awareness and desirability for visits and potential living for the city of Pittsburgh, which aligns with the Pittsburgh Downtown Partnership mission.

To increase foot traffic for the retailers’ downtown locations, three sections will be implemented:

- 1. **Events**
- 2. **Website revamps**
- 3. **Social media and brand marketing**



4. The Retailers

Icey Aesthetics is a beauty salon that offers lash extensions, tanning, nails, waxing, makeup, and brow services. Isis Philibert, a Duquesne graduate, opened the store in 2023.



Isis Philibert, Founder of Icey Aesthetics

S.W. Randall Toyes and Giftes is a toy store founded in 1970 by Jack and Linda Cohen. It is the oldest toy store in Pittsburgh with three locations in Downtown, Shadyside, and Squirrel Hill.



Steel City is a Pittsburgh apparel brand established by Carly and Brandon Grbach in 2006. Steel City sells all kinds of apparel online and in their two locations: Downtown and Shadyside.



Icey Aesthetics, **S.W. Randall Toyes**, and **Steel City** are distinct businesses with unique offerings, yet they each share one common goal:

increasing foot traffic in their respective downtown locations.

5. Events

Attending events can be a relatively inexpensive and effective way to increase brand awareness for retailers. According to a Bizzabo study from 2020, 93% of marketers believe in-person events are a valuable way to form connections with customers. Growing the brand of the company is an important but difficult task for many companies, and attending events can be a simple, yet effective way to begin. For example, 64% of event

“70% of consumers become regulars after engaging in an in-person event” (Verana, 2022).

marketers stated that the primary reason they attend events is brand awareness for their company or the products they offer (Decker, 2022). As noted by the problem, the retailers have difficulties getting customers into their downtown locations. A substantial factor in this is likely the lack of awareness by customers and potential customers about the brands and their locations. Event marketing is a particular kind of in person marketing. In person marketing is proven to be extremely effective through various studies. According to an Event Espresso article, “70% of consumers become regulars after engaging in an in-person event” (Verana, 2022).

Customer engagement and loyalty are very important for these downtown businesses with reduced foot traffic and therefore less opportunity to generate new customers.

It is recommended to implement event advertising for S.W. Randall Toyes and Steel City. These two retailers will increase foot traffic in their downtown locations by utilizing these strategies for attending events. If consumers talk face-to-face with these company employees, they will be more influenced to visit their nearby locations downtown, which helps support PDP’s mission of bringing back visitations to Downtown Pittsburgh.

S.W. Randall Toyes and Giftes

There are various events that occur in and around Downtown Pittsburgh that S.W. Randall Toyes can attend. A few upcoming events that the retailer should try to attend are **The Pittsburgh Vintage Mixer**, **Toy Palooza**, and the **Oddities and Curiosities Expo**. These events were chosen because the theme fits with S.W. Randall’s product offerings, and they have a substantial attendance turnout according to past events.

The Pittsburgh Vintage Mixer is held at the David L Lawrence Convention Center and is expected to have between 2,000 and 3,000 attendees. This event brings together all things vintage and antique, and is scheduled for Saturday, November 9th. This event is a great opportunity for S.W. Randall Toyes to not only bring and sell antique toys and collectibles to its niche target



Pittsburgh Vintage Mixer

market in attendance, but also advertise their downtown location and encourage attendees to visit the storefront to check out the extensive collection.

Toy Palooza is located about 20 minutes outside of Downtown Pittsburgh at the Allegheny Health Network Sports

Complex and attendance for the event is expected to be around 1,500-2,000.



This is a large event with tables for nearly 300 vendors to showcase their toys, collectibles, and more. Toy Palooza is taking place on November 10th and is an all-

day event. This toy show represents an opportunity to directly reach S.W. Randall's target market of toy lovers on a large scale.

The Oddities and Curiosities Expo is coming to Pittsburgh on August 24th. This event is located at the David L. Lawrence Convention Center and is expected to bring in between 1,000 and 1,500 attendees. This expo showcases strange and bizarre items and could be a place for S.W. Randall to show off some of their quirkier and more niche antiques. Although this event will not be exactly S.W. Randall Toys' direct target market, they will reach a new crowd that may be interested in their products and they will be getting their brand out there to new people.

Logistics

Each event has a different cost associated with attending the event as a vendor. Typical costs for these events are around \$150-\$200 each. If S.W. Randall decides to participate in each of the events, the cost would then be \$450-\$600. In addition to the cost of being a vendor, there are also employee wages for attending the event. With employee payment included the cost for all three events should be less than \$1,000.

Steel City

Steel City has created a brand that is centered around the city of Pittsburgh. The retailer has been effective with online marketing, amassing a large following on social media platforms and selling inventory online through the company website. Despite this, Steel City has limited foot traffic to its downtown location and mentioned that they think the area with most room for improvement for them is brand awareness or getting their name out there. Therefore, it is recommended for Steel City to join the Market Square Night Market Series and invest in program advertisements for shows at the Benedum Center for the Performing Arts.

The Market Square Night Market Series is a weekly event in Market Square of Downtown Pittsburgh in which vendors can rent table space to promote and sell their products. Each Saturday night from June 22nd through October 26th, there will be a market where

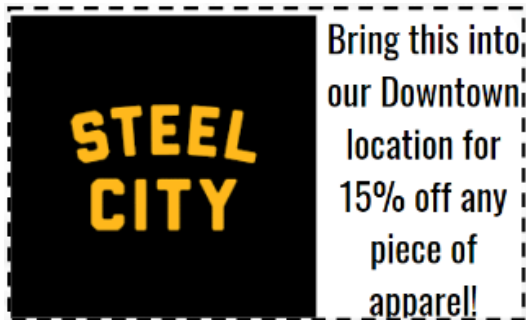
vendors gather, and visitors of Market Square will have live entertainment and an opportunity to peruse and buy from local artisans and retailers. Vendors must apply through the Pittsburgh Downtown Partnership which puts on the market each week, and Steel City can attend the market as many or as few times as they would like. It is recommended they attend often, if not weekly, because the event attracts upwards of 1,000 people each night. This is an opportunity for Steel City to reach hundreds of potential customers on a weekly basis and sell their products. Possibly more important than selling their products at the event, they can advertise their downtown location which is located only a few blocks away. This will, in theory, get more visitors and residents of Downtown Pittsburgh to know about Steel City and visit their storefront in Downtown Pittsburgh.



Market Square Night Market

The Benedum Center for the Performing Arts is a cultural staple of Pittsburgh and renowned locally. With an average of 240 shows per year, there are shows running constantly at the Benedum Center and people come from all around the greater Pittsburgh area to attend. The Benedum Center for the Performing Arts does not disclose exact numbers on how effective program ads are, but they confirm that their theatre has 2,800 seats, making advertising in the programs for the various shows played at the theater an opportunity to reach a large audience. If a show is anywhere near capacity and even half of the audience reads through the program, the advertisement will reach a substantial number of potential customers and the program advertisement will be worth the cost. Another component to the program advertisement that should

be considered by Steel City is an opportunity to make the advertisement into a coupon or discount of sorts. Giving a discount to those who bring the program into the downtown location to make a purchase would be a great way to bring more people in the door.



Prototype of Steel City Program Ad

Logistics

The Market Square Night Market Series costs either \$50 or \$100 per market, depending on the size of the table. Assuming Steel City gets the smaller table and participates for about three months (August-October), the cost will be around \$500. Similarly to S.W. Randall Toyes, Steel City will have to consider the cost of paying employees to attend the market each Saturday in addition to the cost of the table. If employees are paid \$15 per hour, and the markets are five hours long each (plus one hour for set up and closing), wages for one employee per day will cost \$90. Steel City would likely want to have two employees present for the events considering the amount of foot traffic in Market Square during these events. This will be around \$180 per event for wages in addition to the \$50 for the table.

For program advertising, there are various options depending on how much space the company wants the ad to be and the popularity of the shows they want the advertisements to be featured in. A half page program advertisement would be optimal for Steel City. Paying for the top tier advertisement is not necessary, but Tier three or four is recommended since these shows have a better turnout in terms of audience due to their popularity. The cost of this will be between \$1,260 and \$1,540. The tier Steel City chooses is at their discretion, but it is recommended that they not go below tier five because the audience they will be reaching with the advertisement will diminish significantly.

TIER PRICING FOR 2019 – 2020 PROGRAM ADVERTISING SEASON

Tier	Full Page	Half Page	Quarter Page	Cover	Insert	Double Truck	Cover Truck	Average Print
Tier 1	\$4000	\$2800	\$1600	\$5200	\$6400	\$8000	\$9200	90,000
Tier 2	\$2700	\$1890	\$1080	\$3510	\$4320	\$5400	\$6210	45,000
Tier 3	\$2200	\$1540	\$880	\$2860	\$3520	\$4400	\$5060	31,500
Tier 4	\$1800	\$1260	\$720	\$2340	\$2880	\$3600	\$4140	22,500
Tier 5	\$1350	\$945	\$540	\$1755	\$2160	\$2700	\$3105	15,000
Tier 6	\$1000	\$700	\$400	\$1300	\$1600	\$2000	\$2300	8,500
Tier 7	\$750	\$525	\$300	\$975	\$1200	\$1500	\$1725	5,000
Tier 8	\$550	\$385	\$220	\$715	\$880	\$1100	\$1265	2,025
Tier 9	\$350	\$245	\$140	\$455	\$560	\$700	\$805	1,000

6. Website Revamps

Websites are used by almost every business to show their customers the type of industry they are involved in and the type of work they do to help their customers. In an article written by Pelchen (2024), about 94.6% of people in the United States have access to the Internet, which is approximately 322,563,519 people. Those users' average time online is roughly 6.5 hours daily (Pelchen, 2024). As many people search the internet daily, there is always the question of whether improving a company's website is worth it. This question is answered in a timely study conducted by Liang and Chen (2009), where they found that a website's information, system, and service quality positively correlated with customer satisfaction (Liang & Chen, 2009). The study concluded that these variables were statistically highly significant, with p-values less than 0.001. A clear and easy-to-use website will help users locate what they are looking for, which will further entice users to visit their physical locations.

The companies that will benefit the most from revamping their websites to better customer service (which can help increase foot traffic) are **PDP**, **Icey Aesthetics**, and **S.W. Randall Toyes**.

Pittsburgh Downtown Partnership

PDP supports the improvement and start-up of a small business, as seen when looking at their website and clicking on the downtown business directory under the "Things to Do" tab. People can access the 833

businesses they support as a non-profit. When looking at the downtown business directory, the businesses are organized in alphabetical order. The benefit of this is that if one knows business name, it is easy scroll to the first letter of that business and locate the information about that company. However, if visitors are checking the website to see what some shopping options are downtown, then they may struggle to locate stores quickly. It is recommended that PDP categorizes the business based on their industry. For example, the picture below gives the directory a much more accessible and cleaner look for those looking at the companies the PDP supports:

Business Directory

Retail

Restaurant

Aesthetics

Parking



PDP Website Directory Prototype

With this improvement, customers can look at the business they are looking for if they forget the company's name but know what industry it is categorized in. This benefit also allows the web user to easily look at companies and access their pages to learn more about them. This will also enable the customer to compare their options and see the different services they may provide in the same industry.

Icey Aesthetics

There are two specific web design improvements that Icey Aesthetics could make to enhance the website's appeal and flow. The first improvement would be to relocate the services provided by Icey Aesthetics to the home page of the website. This allows customers to

easily access all the services and see the prices of each as they first enter the website. The other improvement to the website would be adding a map of the business's location. Icey Aesthetics provides a walking route to their business from the parking lot they pay for their customers after the appointment is booked, which is sent to the customer through email. Having this map at the bottom of the website would allow current and potential customers to find the business more efficiently. If a customer accidentally deletes their appointment email from Icey Aesthetics, they can look at the website and still locate where to go for their appointment.

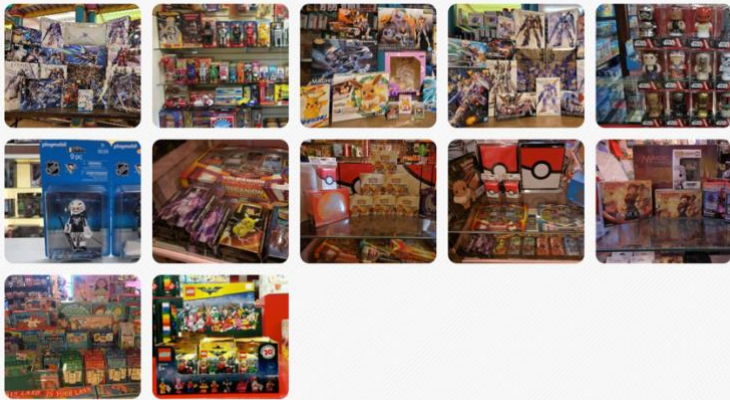
S.W. Randall Toyes and Giftes

S.W. Randall can increase user activity and lead to more traffic to its downtown location through making improvements to their website. The first suggestion is to remove the Amazon storefront link on the webpage. When accessing the website for S.W. Randall, there is a link in the top right corner allowing customers to shop for their products. Clicking on the link directs the web user to an Amazon storefront the company uses to sell items. However, there are no items the customer can buy. Therefore, the link needs to go.



The second step is to remove the gallery page on the website. This page gives customers an idea of the types of toys that S.W. Randall Toyes sells in its store. After visiting S.W. Randall Toyes as a group and viewing their gallery page, it was confirmed that the website's images needed to be more accurate to the brand identity. While the company sells many different items and toys, the gallery page on the

website shows only 12 outdated photos of what they sell within the toy store.



Gallery Page of the S.W. Randall Website

Even though having a gallery page is a good idea, it is not essential for S.W Randall. Removing the website's gallery page will make it much easier to navigate when looking through their website. The final reason for deleting the gallery page for the website would be to spark the interest of the web user in what products they sell. This interest in the products they sell will allow the customer to go into the store, which would help increase the foot traffic of the downtown Pittsburgh location.

Website Logistics

These companies can consider three different cost routes for improving their website which will help drive customers to the downtown locations. If they can do this, it would cost between \$800 and \$5,000 (*Website Redesign Pricing: How Much Does a Redesign Cost?*, n.d.). The other cost factor is the amount of time it will take for their web designer to make these improvements. The alternatives are using a freelancer, which typically charges \$3000 to \$10,000, or a web design company, which ranges from \$3,000 to \$75,000 (*Website Redesign Pricing: How Much Does a Redesign Cost?*, n.d.). While these are more expensive alternatives, the benefit is that the companies do not need to hire someone specifically for their website design. This also allows others within the business to focus on their day-to-day operations and care less about revamping their website on their own. However, since

the local retail companies have budgets, they can ultimately decide what is the most cost-effective option for them. Luckily, these specific strategic recommendations do not require complete website redesign.

The cost varies depending on the intensity of the project. For PDP, the cost varies between \$1,000-\$2,000 (depending on if there is an employee that can help manage the website). For Icy Aesthetics, the cost would be between \$500-\$1,000, since Isis only needs to make some small edits. Isis also mentioned that her friend made the website for her originally, so she can get a fair price when adjusting this site. Lastly, S.W. Randall should expect to pay around \$500, since they have minimal edits to make. If an employee is tech-savvy, they may not need to spend any money and have the only cost be time dedicated from a worker.

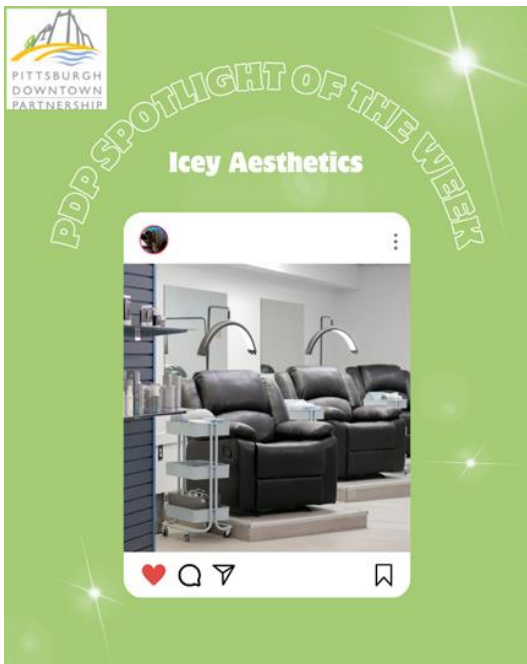
7. Social Media & Brand Marketing

Social media marketing has been increasing at an exponential rate in recent years. According to Forbes Advisor, studies show that the average person spends about [145 minutes](#) on social media each day. This gives companies the unique opportunity to get their brand out there without having to spend much money. For brand marketing, it is important to create posts that clearly identify the business's specific brand identity. This style of marketing will help awareness and further entice viewers to visit a business's physical location. Based on this information, it is crucial to have social media that represents the company brand, which is why it is recommended that PDP and the three retailers all implement and maintain this style of marketing into their daily business calendar.

Pittsburgh Downtown Partnership

PDP is strong with their social media marketing initiatives. They have just under 70K followers on Instagram, 35K followers on Facebook, about 5K followers on TikTok, 99.4K followers on X/Twitter, and 14K followers on LinkedIn. With a large following on a vast amount of platforms, PDP has great opportunities

to expand their social media marketing specifically targeting the local retailers. As part of the strategy to increase foot-traffic in local downtown stores, it is suggested that PDP does a weekly spotlight showcasing a local Downtown Pittsburgh business. This will consist of a Facebook and Instagram post (and story posts), as well as a TikTok video showing the inside of the stores and what the business has to offer. The Forbes study also revealed that Facebook is the most visited social media site in America, commanding 53% of all social media site visits in the United States. Instagram is not far behind Facebook, which is why it's important to post on these platforms. The posts (created by the PDP marketing team) will name the store, where it is located, what they do, and any other exciting information such as deals or fun facts about the business and their products/services. For example, if PDP makes a post for Icey Aesthetics, it can look like this:



Prototype PDP Spotlight Post

The caption can say “Icey Aesthetics specializes in lashes, brows, waxing, tanning, nails, makeup, and more! Check out [@iceyaesthetics](https://www.instagram.com/iceyaesthetics) for all things beauty 💎 ✨.”

Logistics

For social media marketing, this plan does not require extra money spent. The only monetary cost involved would be time out of PDP’s marketing team’s schedule

to go to the business locations, create content, and post the content. The Facebook and Instagram content can be posted in sync when posting on one of the two apps. TikTok will be short videos, since that type of content has captured the attention of 66% of consumers (Wong, 2024).

To measure success of social media advertising, it is suggested that the PDP marketing team analyzes the social media metrics of each platform they use. These metrics can show how many people view a post, how many likes they receive, and how many followers they gain. These metrics indicate whether their posts are increasing engagement from their viewers, which is another benefit of social media marketing. Another way to see progress is to receive feedback from the retailers saying that they have had increased foot traffic in their locations. If the retailers ask what brought the customers into their location and they respond saying that they heard about them from PDP’s social media, then it is known that the marketing was successful. If PDP desires, they can create surveys to send out to the companies to inquire if they have received more customers and to see if it is linked to PDP’s website updates and spotlight posts.

Icey Aesthetics

Icey Aesthetics has a unique brand identity that needs to be shared to more of the public. Isis Philibert, owner of Icey Aesthetics, conducts all marketing herself for her business. She has two social media platforms for Icey: Facebook and Instagram. The Facebook account only has 27 followers, but the Instagram has over 2K followers. Isis focuses most of her social media effort on Instagram, posting consistently each week. She also posts reels on Instagram, which have gotten thousands of views (her best one got over 15K views).

Since her reels do so well, it is highly recommended that Isis creates a TikTok account for her business. If Isis posts the same reels that did well, as well as new content to be posted consistently, she will gain more followers and engagement, ultimately resulting in more clients. According to Hootsuite, a social media management tool, businesses should post one to four times a day to stay relevant for the TikTok algorithm.



However, if that is too daunting, posting consistently three to five times a week is a good place to start (Macready, 2024). These videos on TikTok should highlight what Icey is best known for, which is lash services (those get the most views on Instagram). For the rest of her content, Isis should ensure that her posts encompass all her services her business provides, as well as her product line and what her store looks like.

There are many examples of salons that have gone viral on TikTok for simply posting the services they provide. Many consumers prefer seeing what the salon looks like, the results of services, and how the employees act towards their customers. Some salons that have gained more clients from TikTok are: Xtend Studio, No Filter Beauty, and Lux Lash. All three of these salons are in or just outside Pittsburgh and have gained a following on TikTok. [Xtend Studio](#), a beauty salon, just opened six weeks ago but already has a viral video with 631K views and 29.1K likes. This single video has over 8,000 shares, meaning that more than 8,000 people sent this video to a friend. This is fantastic exposure for a new business. [No Filter Beauty](#), a hair salon, has almost 80K followers and their top three most viewed TikToks have 15.2, 5.9, and 9 million views. This is all from just posting videos of their before and after hair styles consistently. Lastly, [Lux Lash](#) is a salon that specializes in lashes (like Icey Aesthetics) and also has had multiple videos with over 300K views and over 40K likes. These three accounts all have consistent posts with many views, likes, and shares that showcase their best work. These small businesses are also all run by younger women who have recently started their journey at these salons, which is very similar to Icey Aesthetics.

Isis would also benefit from getting a bigger sign for her window. Currently, the sign is not as visible as it could be for Icey. Along with social media, noticeable sign outside of the company's physical location is essential. A recent study from Rosaab International, a company that specializes in signage and branding, revealed that [76%](#) people previously visited a store because it had attractive signage. Due to the location being slightly off from the main path of Market Square in Downtown Pittsburgh, a more visible sign will increase awareness of location, but also create more interest in potential new customers. The window sign can include the Icey

Aesthetics name and the business phone number. If Isis needs help finding someone to design this decal, she can reach out to Christian Shaknaitis, who has a business called [Brush and Pounce Signs](#). Christian creates a various amount of signs for many local Pittsburgh companies. He even designed a sign for the Steel City location in Shadyside.



Steel City in Shadyside

This collaboration would be a good opportunity for two small businesses to work together.

Logistics

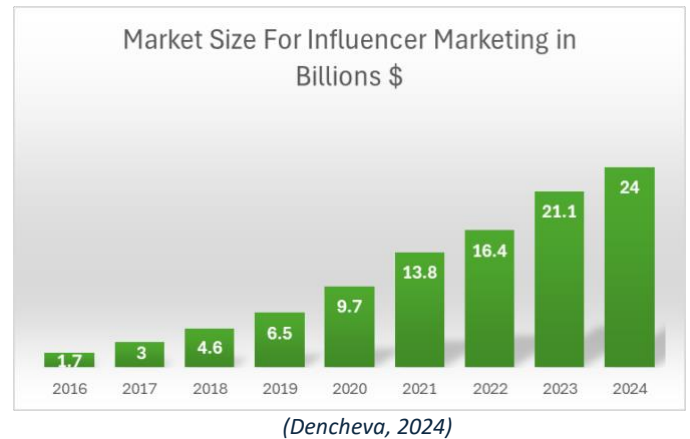
The cost of creating and posting on TikTok is monetarily free, but Isis will have to dedicate time to posting on this platform. Luckily, she is already committed to posting on Instagram, so converting over her past videos to TikTok should not require much time (~30 minutes). If Isis has already committed to creating more content, this suggestion will not require much added time. The total signage will cost around \$1,000. Since the business sign will be a window decal, it will not be as costly as a sign that would go straight on a building or awning. Isis did disclose that she has a friend that makes signs who can give a fair price.

For creating a TikTok account, the best way to measure success is to analyze how many views, likes, shares, and followers the account is gaining after each video is posted. If Icey gains more bookings and new customers, the employees can ask how these customers heard

about the business. The goal would be that they saw the posts on TikTok or the signs outside.

S.W. Randall Toyes and Giftes

S.W. Randall Toyes also has a variety of social media, including Facebook, Instagram, X/Twitter, and Pinterest. However, these accounts have not been updated in a few years. Therefore, S.W. Randall needs focus on creating regular posts for their biggest platforms, Facebook and Instagram. S.W. Randall has the most followers on their Facebook (1.3K followers). Jack Cohen, the owner of the toy store, claims that most of their customers are adults that bring their children to the store to show them what their favorite store was as a child. Posting on Facebook will bring back that nostalgia for many of the viewers, since the main demographic for Facebook are Millennials and Gen X. For Instagram, S.W. Randall has 350 followers. The goal would be to increase followers on this account and to engage a different crowd of individuals, such as Gen Z. S.W. Randall workers can post pictures of new products in the store, vintage collectibles, or about upcoming events that they are attending (see Events section). For example, if S.W. Randall wanted to promote their vintage toy selections, they can post something like this on Facebook:



This is only an example of one product that S.W. Randall can promote. Pictures of inside the store and seasonal promotions will also be great content to post on Facebook and Instagram.

Logistics

The posts that S.W. Randall will be posting do not have any monetary obligations, but they do cost employees their time and dedication to maintain posting on the apps. If S.W. Randall does not believe they have the time for this, then they can hire a social media manager intern to create content and post for them. In Pennsylvania, this position could be \$15 per hour for five to ten hours a week. This internship would be a fun side project for an individual that is looking to gain marketing experience while also making some extra change. It is a win-win situation.

To measure success of social media advertising, the person in charge of monitoring the social media platforms will be able to analyze the metrics of each platform they use. For Facebook and Instagram, an increase in following, views, likes, and shares will be beneficial to see the progress of increased engagement that will hopefully turn into increased foot traffic in their downtown location. The workers in-store can also ask customers what brought them into the store and/or if they have seen any social media posts about S.W. Randall.

Steel City

Steel City has strong marketing. They have almost 83K followers on Instagram, 62K followers on Facebook, and over 16K followers on X/Twitter. While their marketing is

strong, there is one subset that Steel City could dive into to further expand their brand awareness: influencer marketing. According to the Digital Marketing Institute, Gen Zers generally trust influencers more than celebrities. Another statistic in the study revealed that 75% of people use social media for purchasing advice, and 69% of consumers trust influencer recommendations (2024). The market size for influencer marketing has more than tripled since 2019, making it an exciting market for Steel City to jump into (Dencheva, 2024). Due to this information, it is suggested that Steel City sends their products to local Pittsburgh influencers in hopes that the influencers will wear their items and possibly post about it (from their free will).

There are three influencers for Steel City that they can send their products to: Anastasia Anthony, Ryan Peters, and Charles Esten. These three influencers are all very different, but they all share one thing in common with Steel City: they love Pittsburgh.

Ana (@ana.eats.pgh) is a foodie that was born and raised in Pittsburgh, PA. She makes posts about all things food in Pittsburgh. She has 172K followers on [Instagram](#) and over 5K on [TikTok](#), so if she wore a Steel City shirt or other apparel in one of her posts, it will be seen by many viewers. For business inquiries and PR information, Ana can be contacted [here](#). Ryan Peters (@peterspasta) is another Pittsburgh



Anastasia Anthony



Ryan Peters

local that posts videos on [TikTok](#), [Instagram](#), and [YouTube](#) of him making large amounts of pasta to give to the homeless in Pittsburgh. His videos and message

have gone viral many times. He has a whopping 5.1 million followers on TikTok, 726K followers on Instagram, and 2.27 million followers on YouTube. Peter has been seen wearing a local competitor's apparel (Shop 412) in his videos. This competitor has sent given

their clothing to influencers for free in the past, and it has been seen by many fans of these individuals. If Steel City also sends him their apparel, there is a good chance that he will wear it. Steel City can reach out to him for PR information at this [email](#). Lastly, a reach influencer for Steel City is Charles Esten (@charlesesten). Charles is an actor and singer/songwriter. He has 1.1 million followers on [Instagram](#), 208K followers on [Facebook](#), and over 308K followers on [TikTok](#). While Esten is the most TV famous out of the three influencers, he has recently posted a TikTok about his life growing up in Pittsburgh and how much love he has for the city. If Steel City sends him merchandise that screams Pittsburgh, there is a chance that Esten will wear it, which will be great publicity. Steel City can reach out to his PR team [here](#).



Charles Esten

Logistics

The only cost of influencer marketing would be the cost of sending free merchandise to these influencers. Overall, it is worth the risk of sending a few items out for free if these famous influencers are seen wearing the Steel City brand.

To measure success, Steel City will have to pay close attention to the influencers to see if they wore the merchandise sent. If Steel City decides later that they want more security in knowing that the influencers will wear their brand, then the company can go the monetary route and pay these influencers to promote the brand. Ana Anthony has an [email](#) in her Instagram bio specifically for business inquiries. Peter and Charles can also be contacted through their PR emails mentioned earlier. The monetary expectation from each influencer varies depending on what Steel City wants the influencers to do and say about the apparel. Ana Anthony charges around \$700 for her sponsored posts. The other influencers do not disclose their prices (if they have any). The main suggestion would be to have the influencers encourage the brand and visitation of the downtown location. If the influencers do post about Steel City, then Steel City workers can ask people in their

downtown location what influenced them to come into the store today.

8. Conclusion

This strategic plan of implementing events, website revamps, and social media and brand marketing to the specific retailers will enhance PDP's mission of fostering economic vitality and improving Downtown life through increasing awareness and foot traffic in the local stores. Pittsburgh Downtown Partnership, Icey Aesthetics, S.W. Randall Toyes and Giftes, and Steel City all share the love of Pittsburgh, which is showcased through these main ideas. This plan is both cost effective and can be implemented for each location within six months from the start.

Pittsburgh Downtown Partnership

The total cost of implementing the plan for PDP is \$1,000-\$2,000. This cost estimation has been calculated based on previous cost estimations for websites (see page 9). This is the worst-case scenario for cost. If there is no current PDP employee that can edit the website directory, then they should outsource a tech professional for support. There is no estimated cost for the social media marketing plan since PDP has a marketing team that already posts content for the nonprofit. The only cost would be the dedicated times of their employees to make the spotlights. The timeline for PDP to implement this plan is estimated at four to six months. There is extra time allotted for the expected wait to perfect the website directory (especially if PDP needs to outsource a tech professional). The social media calendar to plan out each spotlight will take some time but can be implemented quickly depending on how fast the PDP marketing team wants to move.

Icey Aesthetics

The total cost for Icey Aesthetics is at most \$3,000. The signage will be between \$1,000 and \$2,000 and the estimated costs for the website are between \$500 and \$1,000. Isis has smaller edits to her website, involving updating her services Icey Aesthetics provides and adding a map on her website to locate her store more efficiently. Isis did mention that she has a friend who

made her website for \$2,500 originally, so she can most likely get a fair price for these edits. The cost of the sign depends on who Isis sources for this job. If she chooses Christian to do the sign, it may cost between \$1,000 and \$2,000 based on what Isis wants. Since it is a window decal, it will most likely be on the less expensive side. The timeline for this plan is about four months. The most time associated with this plan will be taking the initiative to design the signs and take steps towards editing the website.

S.W. Randall Toyes and Giftes

The total cost for S.W. Randall has a large range. At most, they could spend up to \$3,800. The estimated costs for the website can be up to \$1,000 for making the edits on the website as mentioned before. The costs for going to the events, the materials required, and the labor costs can amount to \$1,000. Lastly, if the employees do not want to post on social media themselves, S.W. Randall can hire a social media management intern for \$15 per hour for five to ten hours a week. If S.W. Randall pays for all these costs for six months, it will be costly. However, the website edits are minor and could be handled by a current employee. In addition, S.W. Randall employees can also manage their own social media if they do not want to hire an additional employee to add to their payroll. If they are determined, S.W. Randall could have costs down to \$1,000. The timeline for implementing all aspects of this plan is about six months. The events occur throughout the timeline and the social media posts will be created during this time as well. The website should not take long; the longest part will be taking the first step of updating the website (either from a current employee or outsourcing a tech professional).

Steel City

The total cost for Steel City is between \$2,500 and \$4,200. This estimated cost is primarily for the costs of events in Market Square and having a program ad showcased in the Benedum Center for the Performing Arts. This is a big price range because it is up to Steel City's discretion as to how much they want to conduct these suggestions. The number of events Steel City decides to participate in at Market Square and what tier they choose for their program ad determines the

estimated cost, which reveals the wide range of cost estimation. The cost of influencer marketing is limited, other than the cost of the items sent to the influencers and the dedicated time by Steel City employees to send these items. If Steel City does want to pay the influencers to have more control of them posting, they would have to pay approximately \$700 for at least one of the influencers to post. The timeline for this threefold plan is between four and six months. The Market Square Night Market events go until October. It does not require too much time to send influencers the merchandise selected. The main time allotted will be for Steel City to design a program ad and have it set up to be displayed in a program at the Benedum.

Each idea related to the specific companies both directly and indirectly lead customers to the downtown locations. PDP can help support these retailers through organizing their website clearly and promoting each local business through social media marketing. With the help of PDP and the strategic suggestions, Pittsburgh can be vibrant once again.



Business	Events	Website Revamp	Social Media/Brand Marketing	Total Cost
PDP	N/A	\$1,000 - \$2,000	No \$ (cost for time)	\$1,000 - \$2,000
Icey Aesthetics	N/A	\$500 - \$1,000	\$1,000-\$2,000	\$1,500 - \$3,000
S.W. Randall Toyes	\$1,000	\$1,000 (if no employee can revamp)	No \$ (unless intern hired)	\$1,000 - \$3,800
Steel City	\$2,500 - \$3,500	N/A	Cost of inventory and influencer payment (if desired)	\$2,500 - \$4,200

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