Lake Pajamas
Digital Marketing Strategy Recommendation

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Table of Contents

Executive Summary.....3
Opportunity Statement.....5
Goal and Objective.....11
Audience.....12
Marketing Strategy.....16
Communication Objective.....17
Campaign Message.....18
Multi-Platform Tactics.....20
Content Planning.....22
Monitoring and Optimization.....29
Budget and Expected Returns.....30
Conclusion and Call to Action.....36

Executive Summary

The "Comfort Tour" is a 6 month long campaign with a budget of $300,000 that will use experiential retail and social media campaigns. It is designed to bring the comfort of Lake Pajamas to life through pop ups offering exclusive pajama designed created for this city that the pop up is located in. The plan is to hit around 20 major southeastern cities with the first 3 stops being New York City, New York, Austin, Texas, and Atlanta, Georgia. This campaign will blend storytelling with social media strategies that will increase engagement, awareness, and sales. Our social media strategy will use Instagram, TikTok, and Pinterest. We will also utilize influencers on Instagram and TikTok.



Name: Rinne Furlow

Client: Lake Pajamas

MARKETING CAMPAIGN FRAMEWORK

Goal/Mission:
To celebrate the most comfortable part of your day.

SMART Ojective:
Generate $600,000 in revenue over the next 6 months.

Audience:
Comfort Seeking women in the age range of 16-50 located on the east coast.

Strategy:
Experiential marketing (pop-ups) and New Product Line (limited edition pjs)

Big Idea:
Limited Edition, Unlimited Comfort: Coming to a City Near You

Communication objectives w/ themes:

TOFU: Awareness		MOFU: Engagement		BOFU: Purchase	
"Comfort Tour" Announcement	Offer exclusive first look at limited edition pjs to influencers located in city that the pop up is located in	Pop-Ups	Unique pjs made to correlate with the city that the pop up is loacted in	Limited Edition Pjs only offered at in person pop up	Ofer "Mix and Match" short sleeve and long sleeve along with shorts and pants

Channel Plan:

IG & Pinterest	Influencer	IG	TT		

Measurement:

Engagement Rates	Awareness	Revenue Generated	CTR	EMV

What is LAKE?

Brand

Lake Pajamas is a modern brand built on the idea that comfort should be both beautiful and simple. They were founded in Savannah, Georgia. They are a blend of minimalist design and southern charm. They take pride in offering timeless sleepwear made with the softest cotton and fabrics. Their designs use clean lines and calming colors that give a feel of understated elegance. They appeal to women who value self care and quality.

Products

Lake Pajamas offer luxury sleepwear, loungewear, and lifestyle essentials. They are known for their Peruvian Pima Cotton which makes their products soft and breathable. They offer pajamas sets that come in long sleeve, short sleeve, pants, and shorts and can be mixed and matched. They offer matching family pj sets and bridal/gifting collections.

Marketing

Lake Pajamas markets themselves with a blend of emotional connections and authentic story telling. The brand focuses on what they are rather than focusing on fast fashion trends. They lean on influencer partnerships, family oriented content, and collaborations with similar brands.

Digital Competitive Review

	LAKE	ROLLER RABBIT	PETITE PLUME	eberjey
	180,000 followers	231,000 followers	126,000 followers	190,000 followers
TikTok	6,934 followers	169,700 followers	11,800 followers	9,269 followers
	3,600 followers	20,300 followers	3,000 followers	14,100 followers

Competitors

ROLLER RABBIT

Mission Statement:

"Our mission is to outfit vibrant lives with clothes and accessories that make us dream, lift us up, let us play, put us at ease and free us to cherish every moment with our loved ones."

Roller Rabbit's brand is warm and approachable with a focus on fun. Their prints are colorful and globally inspired. They radiate a creative energy. Their designs are trendy in color but, the brand is inspired by hand block prints and Indian textiles. Roller Rabbit is an established brand with a loyal following. They take pride in making pjs fun and giving people joy. Their prices are on the higher side, but are not unreachable.

Competitors

PETITE PLUME

Mission Statement:

"To create luxurious, timeless sleepwear crafted from the finest cotton garments that wrap people in comfort, elevate everyday rituals, and build enduring memories."

Petite Plume is known as luxury sleepwear with a heart. Their messaging is warm, emotional, and family centered. Their product lines are strategically planned rather than trend driven. They value heritage and tradition which is reflected in their offering. Petite Plume is established in the luxury pj department. They are refined but still carry warmth and family traditions. Petite Plume focuses on being a luxury brand and are leaning more to the exclusive side. Petite Plume is an elevated and thoughtfully premium brand.

Competitors

eberjey

Mission Statement:

"To design with care, offering garments that wrap you in softness, support rest, and reflect genuine authenticity so you can feel relaxed, confident, and true to yourself every day."

Eberjey is a brand that represents soft elegance and emotional intimacy. Their voice is personable and comforting. Their design process is planned out emphasizing fabric development and quality. They use a blend of modern fabric innovations with their timeless silhouettes. Eberjey is a mature and established brand that is priced more on the premium side They target customers who want elevated comfort.

White Space

Unlike Lake Pajamas competitors that lean towards a more minimalistic side, Lake uses a blend of clean designs with approachable warmth. Their commitment to 100% Peruvian Pima cotton sets them apart from their competitors who use other materials to make their pjs. Lake Pajamas also focuses on branding around rituals such as slow mornings, self care nights, and matching pjs for the family. Lake pajamas has a strong identity ad being more that a product and being more of a lifestyle brand. They also have been able to successfully target audiences over a wide audience age range. Unlike their competitors who emphasize sexy comfort or luxury Lake Pajamas emphasizes being authentic, relatable, and gentle.

Lake Pajamas has several opportunities in the marketplace. They could look into expanding more into the home category with items such as bedding or home sets. Lake Pajamas could also work more on their social media presence such as posting more about how the pjs are made. Lake Pajamas could also look more into experiential retail and could look into doing themed exclusive pop ups in bigger cities. This could allow them to expand their brand reach and deepen emotional story telling and connection.

Goal:

To celebrate the most comfortable part of your day in comfort that is both beautiful and simple.

Objective:

Generate $600,000 of revenue during our 6 month campaign.

Our Audience

Lake Pajama's audience for this campaign are comfort seeking women ranging in age from 16-50. They are generally located in the Southeastern United States. Their income range is $70,000-$150,000 and their education level is ranging from current student to bachelor's degree. The audience is a mix of young professionals who are single and in relationships and moms. Their needs and wants are pajamas that are comfortable but also stylish and high quality. The brand represents warmth, calm, and self care rather than trends and fast fashion. The audience values a balanced lifestyle of relaxation at home and professional success. They appreciate aesthetically driven brands who have a thoughtful presence on social media. Their biggest fears are feeling burnt out from their fast paced daily routines and forgetting to value the small details. The audience is frustrated with cheap and uncomfortable sleep wear that doesn't last and falls apart after too many cycles through the washing machine. They feel guilty spending money on themselves so they decide to justify it by calling it self care. Their motivations and seasonal triggers consist of family connection, seasonal rituals, gift giving moments, influencer inspiration, and self care triggers. The holidays cause them to want holiday themed pajamas which are also offered in matching sets for families. Self care triggers are moments such as a stressful season that makes them desire a reset or recharge. Gift giving moments can be a holiday or a birthday. Influencers can also inspire them to treasure down time and want to spend it in style. The audience is intentional with what they buy and they believe that Laka Pajamas is not just sleepwear, its a way of life.



Mindful Mia

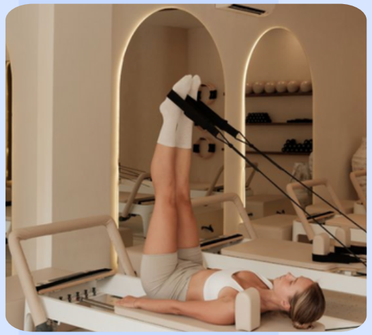
Location: New York City, New York
Age: 28 years old
Gender: Woman
Career: Brand Strategist
Income: $105,000
Simplicity | Effortless Elegance | Sustainability | Natural | Minimalistic
Mia is a 28 year old who enjoys skin care, matcha, pilates classes, and keeping her wardrobe capsule style. She vales being minimalistic and believes the fewer things the better. She enjoys spending her weekends resetting at home in her Lake Pajamas with a candle lit and a skin care mask on. Mia lives in a sun lit one bedroom apartment in Manhattan. Her apartment feels like a Pinterest board come to life filled with her simple personal touches. Her week consists of a routine of going to work where she collaborates designers and brainstorms campaigns. She leaves work by 5 PM and heads to her favorite pilates place after work. Her weekends are filled with slow breakfasts, yoga flows, and trips to the local farmers market in the city. For Mia, Lake Pajamas are a perfect value of elegance and ease. She enjoys calm spaces, slow mornings, and soft neutrals.















Comfortable Caroline







Location: Atlanta (Sandysprings), Ga
Age: 41 years old
Gender: Woman
Career: Stay at home mom and part time interior designer
Household Income: $160,000
Sentimental | Cozy | Family | Gentle | Love

Caroline is a cozy and chic mom of two who lives in the suburbs of Sandysprings. She loves early morning school drop offs and being a member of the PTA at her kid's school. She believes that a great pajama set can make every day moments special. Caroline is the heart of her household where she is nurturing and warm. Her house is warm, bright, and filled with soft textiles. Her weekdays are filled with taking her kids to their activities, meeting with her design clients, grocery runs, and reading bedtime stories to her kids to put them to sleep. She finds joy in making life beautiful. On the weekend Caroline enjoys baking, gardening, and making pancakes for her family on Sunday. Caroline receives a pair of Lake pajamas for just about every occasion because her family knows she will always love that as a gift. She also enjoys buying the lake pajamas for her kids so she can match with them. She likes Lake because of their matching family sets, their classic southern charm, and soft fabrics.



I am creating a life of joy, peace, and prosperity for myself and my family.

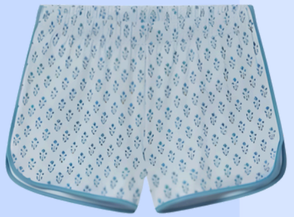




Thoughtful Tessa

Location: Austin, Texas
Age: 30 years old
Gender: Woman
Career: Social Media Cordinator
Income: $70,000
Aesthetic | Joyful Feminine | Generous | Detailed | Savy
Tessa is 30 years old and values the little details that make life beautiful. She is the friend who always finds the perfect gift. She loves flowers, curated instagram feeds, and custom stationary. She appreciates aesthetic presentation and sentimentality. Tessa rents a small natural lit apartment in East Austin which is filled with soft blues and thrifted furniture. Her weeks consist of managing content for the lifestyle brand she works for. Tessa spends her weekend enjoying iced lattes, browsing the South Congress shops for thoughtful gifts, and hosting dinners where she serves homemade meals and sets the table with linen napkins. She keeps a gift drawer and looks forward to her Sunday reset where she lounges in her lake pajamas while she does her laundry and cleaning. She loves Lake Pajamas because it represents the idea of comfort that can be beautifully given and worn.













Marketing Strategy

Lake Pajamas will announce an experiential campaign called “The Comfort Tour”. The pop ups will bring the brand’s unique style and softness directly to their customers. The tour will visit New York, Atlanta, Austin, and other major southeaster cities. These pop ups will blend luxury shopping with brand storytelling. The pop ups will offer new pajama designs designed specifically for the city the pop up is located in. The new pajama designs will only be sold at the pop up of the city the design was made for. The duration of this campaign is 6 months with a budget of $300,000. Within the campaign duration there will be a promotion phase of 5 weeks. This will increase brand awareness through direct customer engagement. This will also deepen brand loyalty by enhancing emotional connection through their unique pajama designs for the cities on their comfort tour. During the promotional period Lake Pajamas will progressively release the dates and locations of the pop ups.

Communication Objective

TOFO

MOFO

BOFO

Evangelize

Awareness Stage:

Highlight the features of the Lake Pajamas while introducing the tour stops and the unique designs that will be sold at each stop. This can be presented with social media teasers and countdowns, influencer sneak peaks, and pinterest mood boards showcasing the brands new designs.

Consideration Stage:

Encourage potential customers to plan to visit the Lake Pajamas "Comfort Tour" so they can learn more about the brand. Share behind the scenes clips of the creation of the "Comfort Tour". This can be presented on instagram stories showing the behind the scenes set up. Influencers can post vlogs of attending the comfort tour and "Comfort Tour Looks" can be posted in boards on Pinterest.

Decision Stage:

Cause urgency amongst consumers by promoting the exclusive limited edition designs for the "Comfort Tout" stops. This will help with converting leads into customers. This can be presented on Instagram by posting a carousel of pictures featuring the exclusive tour pieces. Influencers can post try on hauls on TikTok and include reminders about the dates and locations of the tour. On Pinterest Lake Pajamas can post a board called "Shop the Tour".

After Purchase:

Encourage customers to share their experiences at the "Comfort Tour" pop ups using certain hashtags or filters. To present this on Instagram Lake Pajamas can repost posts made by customers using photos from the "Comfort Tour". Influencers can make follow up posts about the tour on Instagram and TikTok. On Pinterest Lake Pajamas can post boards featuring the aestheticness of the pop ups.

By using influencers, Instagram, TikTok, and Pinterest at the different stages of the funnel, Lake Pajamas will be able to guide consumers from first awareness to purchase and loyalty.

Campaign Message



The “Comfort Tour”

Coming to a city near you with new and exclusive designs to make the best part of your day even more stylish.

Campaign Message

What is it Called?

The "Comfort Tour"

What is it?

The "Comfort Tour" is an experiential retail pop up campaign created to bring the brand closer to their customers. During the campaign, Lake Pajamas will host pop ups located in major southeastern cities. Each stop of the tour will feature limited edition designs made specifically for the city the pop up will be in.

Why can this product do it?

Lake Pajamas can do this campaign because the brand is built around the idea of comfort being a lifestyle. Lake pajamas will use the pop ups as an opportunity to extend the Lake the experience to consumers in person. By letting people experience the pajamas in person this will allow Lake Pajamas to strengthen their emotional ties with consumers.

How did it come to life?

The idea for the "Comfort Tour" was created from Lake Pajamas' desire to bring their online brand to consumers in different cities. Seeing how customers connect with the brand suck as matching sets with their family and friends and their morning/nightly wind down routines. Creating in person experiences to celebrate these consumers was identified as an opportunity.

Multi Platform Tatics

Instagram

Instagram is Lake Pajamas' strongest platform at the moment. Branded reels generate direct conversations and emotional engagement. The best success metric for Instagram is earned media value. To calculate EMV we would track impressions, saves, engagement, and reach.

Pinterest

Pinterest is a discovery platform where users look for inspiration. The best success metric for Pinterest is Click Through Rate. Tracking the clicks from pins/boards to Lake Pajamas website can measure how many visitors make a purchase.

TikTok

TikTok is a platform for building awareness and buzz. The goal is virality and emotional connection. The best success metric for TikTok is engagement rate. This can be measured through likes, saves, shares, and comments.

Lake Pajamas Influencers

@catherine.lockhart



- Located in Austin, Texas
- founder of a skin care brand who focuses on clean beauty, wellness, and low tox living
- success metric is product sales

@julia mervis



- Located in New York City
- rising fashion and lifestyle creator who values style
- success metric that can be used is earned media value

@adrianalately



- Located in Atlanta, Georgia
- Lifestyle, beauty, and travel content creator
- success metric that can be used is product sales

Content Planning

Campaign will last 6 months.

November 2025-April 2026

This allows Lake Pajamas enough time to promote the “Comfort Tour” and have enough time to travel for it as well.

Owned Media:

Publish 85 curated Instagram posts showing Lake Pajamas' new styles, pop up location announcements, and images of the pop ups once they are set up. Create a video of a summary of each pop up that is 3 minutes long. On average Lake Pajamas will do 2 pop ups a month.
Social media posts about the "Comfort Tour" will begin being posted during the BOFU stage to get customers excited about the pop ups.

Paid Media:

We will invite influencers located in the city of the pop up to come and have an exclusive look at the "Comfort Tour" and post content of their sneak peaks as well. They will also post "try on" videos of them trying on the new pajamas. This will be posted during the MOFO stage.

Comfort Tour Pop up Mock Ups



Sample Post: Instagram









Our instagram posts will consist of announcements and sneak peaks about the “comfort tour” and its pop up locations and designs created for the individual stops. We will plan to post starting in. November and announce a different location twice a week.

Sample Post: Pinterest



lake pajamas- Atlanta



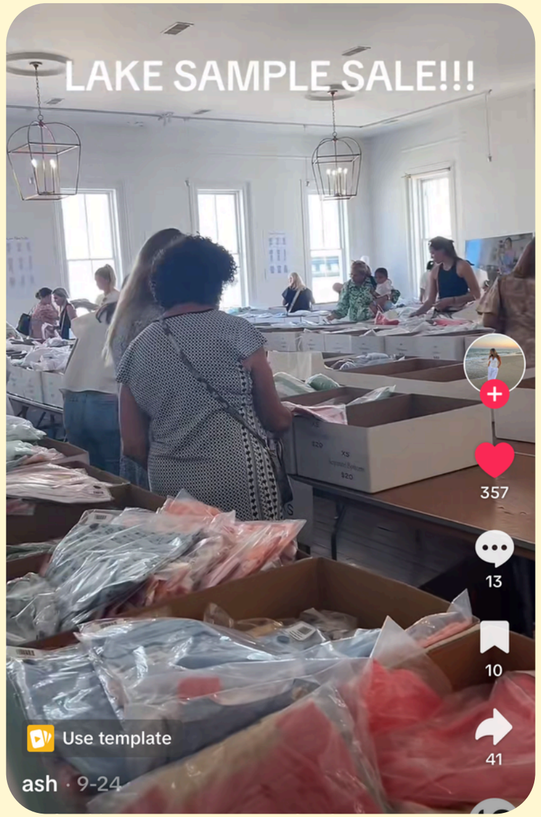
lake pajamas- Austin

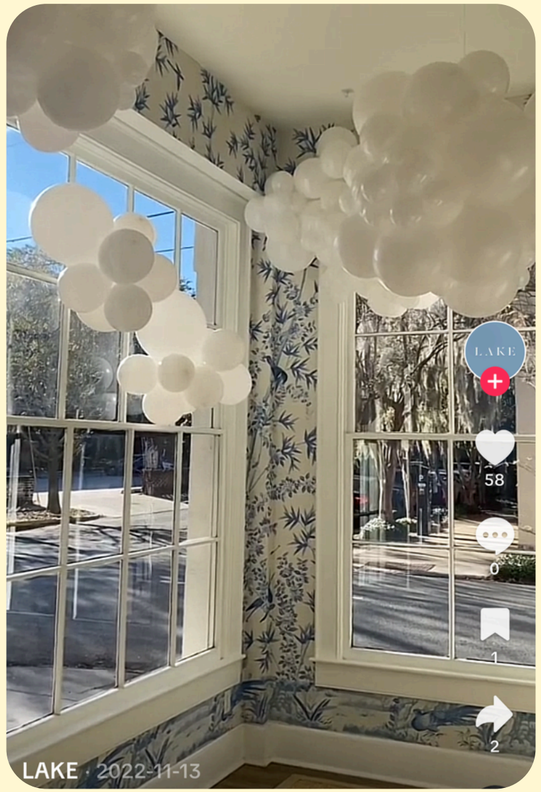


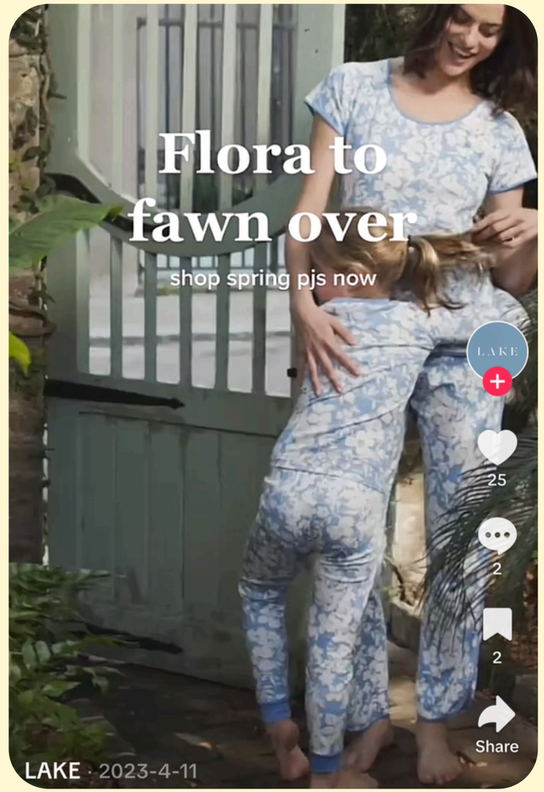
Lake Pajamas- NYC

On Pinterest we can post our own aesthetic photos and create our own boards that are inspired by the designs of the cities that we have created. This will inspire customers who recently just purchased a Lake Pajama pattern that they liked at the pop ups to purchase more pajamas online.

Sample Post: TikTok



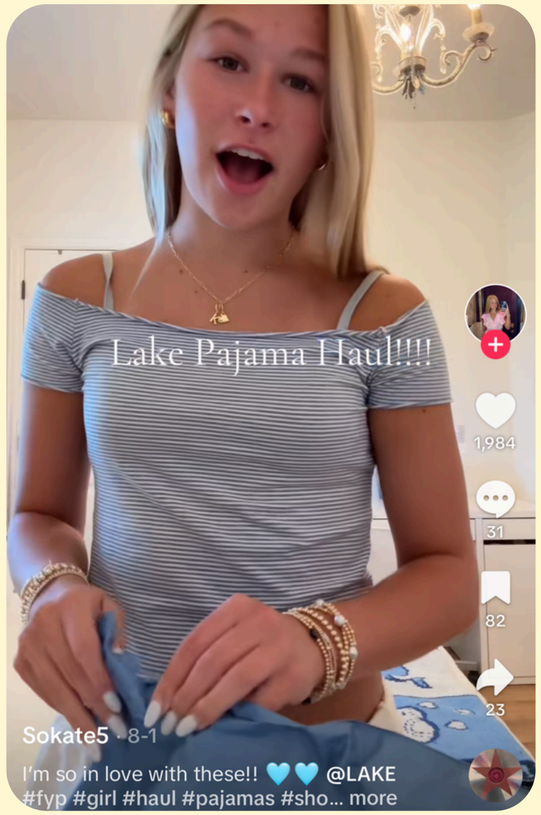




Our main TikTok content will consist of sneak peaks of the pop up shops, "shop with me" videos at the pop ups, and "try on videos" of people trying on our new pajama designs. This will get customers excited about shopping Lake Pajamas new and unique inventory for their city.

Sample Post: Influencers







Here are some influencers who have posted about Lake Pajamas and how much they love the brand and what makes the brand so unique. You can see how the influencers post about how Lake Pajamas makes their night time routines so much more special.

Monitoring and Optimization

ROAS: The ROAS will tell me how my ads are doing by comparing the revenue and what we are spending on those ads. This will help us decide which platform is the most profitable. I will measure this monthly and at the end of the campaign.

Brand Awareness: This will track how effectively our campaign is spreading to new audiences. I will measure this weekly and monthly.

Engagement: Engagement Rate will show whether our content is resonating with our target audience. We will measure this weekly and monthly.

Conversion Rates: Conversion Rates will connect how effectively our campaign will turn interest into sales. We will measure this monthly and the end of the campaign.

Budgets and Returns:

Total Campaign Budget:

$300,000

Content Development Expenses and Management Fees:

$100,000

Advertising Expense:

$200,000

Content Development and Paid Media Budget: $100,000

Content Development:

Content development in total cost will be $65,000. We will use 68 photos which will cost $27,500 in total to produce. We will also produce 5 3 minute long videos which will cost $37,500 to produce.

Management Fees:

The management fees will be in total $35,000. Campaign development will take 58 hours which will cost $8,700. Campaign launch will take 47 hours which will cost $7,050. Campaign monitoring will take 70 hours which will cost $10,500. Campaign sunset will take 23 hours and will cost $3,450. Performance reporting will take 35 hours and will cost $5,250.

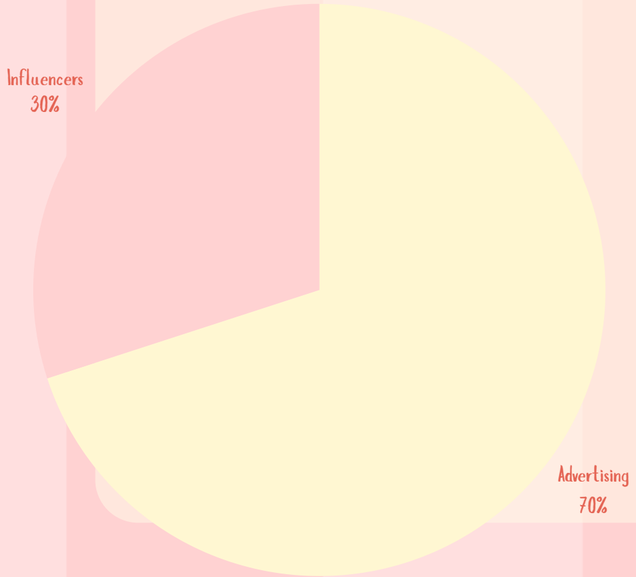
Advertising Expense: $200,000

Influencers:

30% of our budget will go to Influencers.

30% of $200,000= $60,000

Advertising:



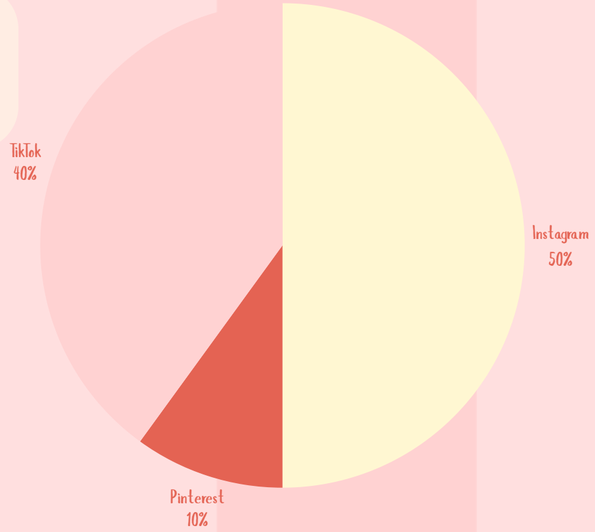
70% of our budget will go to advertising.

70% of $200,000= $140,000

Budgets and Returns:

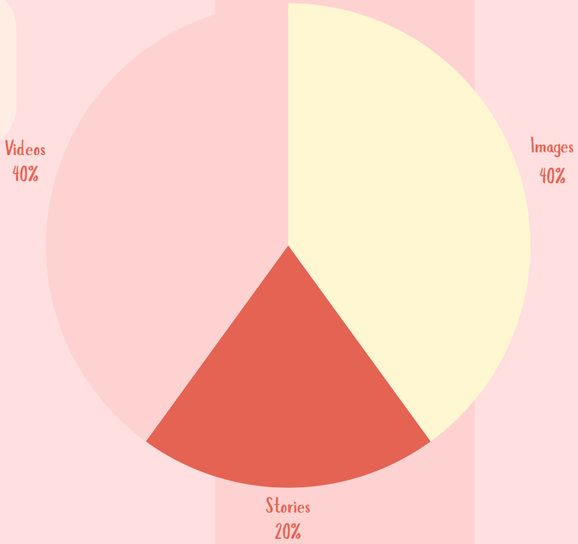
Platform Breakdown:
$140,000 total budget

Instagram:50%
Pinterest: 10%
TikTok: 40%



Advertising Channel	Total Spent	CPM	Reach	Engagement Rate	Expected Engagement	Conversion Rate	Expected Conversion	Conversion Value	Expected Revenue	ROAS
Instagram	$70,000	$12.25	5,714,286	5%	$285,714	3%	$8,571	$175	$1,500,000	.12:1
Pinterest	$14,000	$7.25	1,931,034	1.5%	$28,966	4%	$1,159	$175	$202,759	.08:1
TikTok	$56,000	$10.55	5,308,057	10%	$530,806	5%	$26,540	$175	$4,644,550	.47:1

Budgets and Returns: Influencers



Platform Breakdown: $60,000 total budget

Images: 40%= $24,000
Stories: 20%= $12,000
Videos: 40%= $24,000

Advertising Channel	Expected Engagement	Conversion Rate	Expected Conversion	Conversion Value	Expected Revenue	ROAS
Instagram	$14,640	3%	440	$175	$77,000	1.28:1
TikTok	$7,200	5%	360	$175	$63,000	1.05:1

Campaign Budget Summary

Ad Spend: $200,000

$140,000 on advertising and $60,000 on influencers.

Instagram: expected revenue for advertising= $1,500,000

Pinterest: expected revenue for advertising= $202,759

TikTok: expected revenue for advertising= $4,644,550

Influencers: total expected revenue= $140,000

Conclusion and Call to Action

The "Comfort Tour" campaign is designed to use experiential marketing to expand Lake Pajamas' audience. By using social media campaigns to promote the new pop ups we will be able to create emotional connection and measurable engagement. Using our social media platforms we will be able to build awareness with posts from our own accounts and posts from influencers accounts as well. With a $300,000 investment and a 6 month timeline, the "Comfort Tour" will enhance Lake Pajamas' brand, grow current audiences, reach new ones, and generate meaningful revenue. We are ready to begin! Let's begin with the approval to start the "Comfort Tour" and start bringing Lake Pajamas' comfort to life one city at a time!

