

# IMPROVING PUBLIC RELATIONS FOR ADORE ME



Adore Me is an online store that specializes in lingerie and other intimates, and they even have their own line that they sell as well. Retail stores are always looking to improve their relationship with their customers, so they are in need of a stronger public relations department. But because of the cost, they have considered handing off that responsibility to someone else – a company that has the time and resources available to get the job done.



## Challenge

The first and most obvious challenge that Sidago faced was in finding the right people to do the job. Not only did they need to perform the necessary duties, but they also needed to do it in a way that would address the company's needs. There was also the challenge of coming up with the proper strategies in which to go about improving the company-customer relationship.



## Solution

Sidago was able to form a team of public relations experts, and all of them have extensive experience in the field. They analyzed their target market, which meant that they had to address the needs of different age groups among women.

The team worked together to develop different strategies that would be the most effective for the company. They needed to create customer rapport, and they needed to improve the company's public image through various means. The main strategy was to get in front of people, as that would be the most effective way to establish that relationship.



## Results

With the improved public relations strategies put together by Sidago, Adore Me was able to create more customer loyalty. And they were able to acquire 100 more customers in the last few months. Plus, they expect their sales to increase in the coming year.