



# A Digital Marketing Strategy for Fashion For You

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## **A Digital Marketing Strategy for Fashion For You**

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This thesis report outlines the research and development process involved in formulating a digital marketing strategy for the Fashion For You case company which operates as a small-sized entity catering to both B2B (business to business) and B2C (business to consumer) markets within the clothing fashion manufacturing sector. Despite possessing digital resources, the company currently lacks a robust marketing plan or strategy, resulting in a notable shortage in online presence, engagement, and sales. The primary objective of this thesis project was to construct an effective marketing strategy by employing various digital marketing tools. This strategic approach aims to enhance sales, elevate brand awareness, and refine communication channels with customers. Given these objectives, the research holds significant value for the company as it addresses critical shortcomings in its current marketing practices.

This thesis comprises both theoretical and empirical components. The theoretical section examines the components and defines the main elements of a digital marketing strategy. Given the broad nature of digital marketing, the author selected concepts such as marketing description, social media platforms, email marketing, analysis methods, and marketing techniques during the theoretical research. The empirical part represents the practical dimension of the project, encompassing the analysis of company data and the iterative development of the digital marketing strategy. Analytical methods, including SWOT and SOSTAC, were employed to assess the company's market. These methods highlighted the challenges and opportunities facing the company, serving as a foundation for defining strategy and tactics. Guidelines were then formulated for SEO, website optimization, email marketing, and social media platforms. Additionally, the thesis presented recommendations for development and examples for posts.

Keywords: Digital Marketing, Digital Marketing Tools, Social Media Marketing, SEO, Website Optimization, Content Marketing, Email Marketing, SOSTAC

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## 1 INTRODUCTION

Digital marketing is seriously important these days because it plays a crucial role in helping businesses thrive in the online world. With more and more people spending their time on the internet, it has become essential for companies to establish a strong digital presence. Digital marketing allows businesses to reach a wider audience compared to traditional marketing methods. Through social media platforms, websites, and online advertising, companies can connect with potential customers all around the world. This means more exposure to their products or services and the opportunity to expand their customer base. Another great thing about Digital marketing is that it is highly cost-effective. Compared to traditional marketing channels like TV or print ads, digital marketing allows businesses to reach a larger audience at a fraction of the cost. This is especially beneficial for small businesses or startups with limited budgets. One of the most powerful aspects of digital marketing is the ability to target specific audiences. With tools like social media advertising and email marketing, business can tailor their messages to reach people who are most likely to be interested in what they have to offer. This not only increases the chances of conversion but also ensures that marketing efforts are focused and efficient (Chaffey, Ellis-Chadwick 2016).

Digital marketing also provides valuable insights and analytics. Through various tools and platforms, businesses can track and analyze the performance of their marketing campaigns. They can see which strategies are working and which ones need improvement, allowing them to make data-driven decisions and optimize their marketing efforts for better results. Lastly, digital marketing offers a higher level of engagement and interaction with customers. Through social media platforms and email marketing, businesses can directly communicate with their audience, gather feedback, and build strong relationships (Chaffey et al 2016). This creates a sense of trust and loyalty, which can lead to repeat business and positive word-of-mouth recommendations.

### 1.1 Aim and research question

What should digital marketing tools be utilized by the case company to develop a digital marketing strategy?

The goal and objectives of this thesis is to develop the case company's digital marketing strategy to engage more customers. The case company's owner is uncertain about the right digital marketing tools. As part of the research, the author will contact the company and other companies in the same field of work to ask them about their options and the current state of the digital market. By analyzing those digital marketing channels and how they are referring to the digital marketing strategy, the author will be able to determine how they are

utilizing them. There are various marketing channels, such as social media, websites, search engine optimization, search engine marketing, search engine advertising, email marketing, and social networks. In order to develop a digital marketing strategy for the company, the results of the analysis will provide the primary focus. The purpose of this research is to help the company transition from traditional marketing to digital marketing, finding suitable digital marketing strategy, thus using social media to engage consumers online.

## 1.2 Thesis structure

This thesis begins with an introduction, which offers background information on the topic and outlines the motivation for the exploration. The thesis includes both theoretical and empirical part. A theoretical approach is followed by demonstrating useful digital marketing tools for the case company, and a SOSTAC and SWOT analysis on the market research. There will be an overview of the case company. After that, the following chapter examines the research approach, which is a combination of past research, and interviews. Analyzing data, including themes, validating the data, and ensuring reliability are included in the thesis. Next, we will discuss the recommendations. In the final chapter, we will examine the company's digital marketing strategy in the present and near future.

## 1.3 Fashion For You (Case Company)

The author worked at a limited liability company called Nordic Fashion-Tex Oy for three months as a marketing and e-commerce intern.

Nordic Fashion-Tex Oy has an online store called Fashion For You which is located in Lauttasaari in southern part of Finland. Essentially, Nordic Fashion Tex-Oy is be to be and the online store Fashion For You is be to see. As an intern, the author's job duties included e-commerce management. The most important part was the development of digital marketing. Marketing was one of the main tasks, make the online website look superb and presentable, in addition also Instagram and Facebook, and most importantly email marketing to create newsletters for the customers. Fashion For You is a Finnish fashion online store offering mainly Italian clothing brands that was established in 2016. The online store is driven by a passion to make ecological, personal and eye-catching fashion more accessible to consumers. It has solid 1000 subscribers and current customer base is mostly middle aged and seniors. Competitors advantage is better at digital presence and marketing.

## 2 THEORITICAL APPROACH

### 2.1 Digital marketing

Digital marketing is integration of digital media, data, and technology with traditional marketing communications. As a result of digital marketing, companies are able to manage various forms of online presence, including websites, mobile apps, and social media profiles, integrating online communication techniques, such as SEO, social media marketing, online advertising, email marketing, and partnerships with other websites, together with online communication techniques. Customers are acquired and provided services to existing customers using these techniques in order to facilitate the development of the customer relationship (Chaffey et al 2016).

New technologies have decreased the effectiveness of traditional marketing tools. Even though, at the end of the day, it is still possible to market and use traditional media today. In a comprehensive marketing strategy, these mediums remain essential. As part of multichannel marketing communications, digital marketing must be integrated with traditional media such as print, television, direct mail, and human sales and support to ensure success (Chaffey et al 2016).

Brands will continue to use digital advertising as part of their marketing mix for an extended period of time. As B2C brands prioritize platforms with vertical video and that are popular with younger consumers in 2023, we are likely to continue to see them invest in video content as a significant portion of their advertising budget. Brands need to pay attention to Gen Z, TikTok, and artificial intelligence in 2023, because they are the future and the present. Additionally, Gen Z's are revolutionizing how we interact with brands through platforms like TikTok, which are dominated by youth. Due to their familiarity with traditional marketing methods, they choose only brands that correspond to their interests and communicate in a way that is meaningful to them. Not just younger generations but older generations as well, want companies to be honest, transparent, down-to-earth, and authentic (Hagström 2023).

### 2.2 B2C Digital Marketing

The extensive integration of digital technologies among both consumers and businesses has ushered in profound transformations in marketing strategies. With the proliferation of information access and the digitization of business operations, consumers have become more knowledgeable, demanding innovative approaches in B2C digital marketing practices. Firstly, B2C, which stands for Business to Consumer, pertains to the practice of promoting a company's products and services directly to potential customers. Given this definition, it's



quite evident why businesses leverage B2C digital marketing as a means to engage with their customer base. Given its strong reliance on technology, companies today have a multitude of channels at their disposal to connect with their intended audiences. The commercial evolution of the internet has been significantly bolstered by Business-to-Consumer (B2C) markets, as they have spurred a rise in transactions on numerous e-commerce platforms, attracting an expanding global customer base. Consumer loyalty is a paramount objective for B2C e-commerce platforms, rooted in the value they offer. Central to this value creation is the establishment of a strong brand, which necessitates robust support in terms of services and operational processes. Primary among these is the development of the brand itself, entailing effective communication of the platform's brand culture and the enhancement of the quality of platform merchants to cultivate a positive brand image for B2C e-commerce platforms (WebFx 2023).

Various factors, including internet accessibility, technological proficiency, perceived advantages of online shopping, and demographic variables, collectively impact individuals' online purchasing behavior. Online stores provide numerous advantages to their customers. They operate around the clock, offer immediate personalized promotions, adjust prices based on market demand, and provide product recommendations and user reviews. Consumer profiles typically encompass two types of variables: classification variables and character variables. Classification variables encompass personal attributes that tend to remain relatively stable or evolve slowly over time, such as age, education, income, mobility, race, and ethnicity. These attributes serve as the basis for categorizing potential customers into target groups, allowing for tailored communication through various channels. On the other hand, character variables involve traits linked to customer perceptions, beliefs, and attitudes, such as innovation, experiences, and emotions. Understanding and identifying these factors can be more challenging, as they often change, evolve, or fluctuate more rapidly than time-stable variables. Consumer attitudes towards the Internet and their purchasing intentions are influenced by their opinions on various aspects. Ease of use pertains to an individual's belief that adopting a new technology will be straightforward. Various aspects of the online shopping journey are recognized for their influence on how consumers perceive this process. Favorable encounters with service quality and website security contribute to heightened customer satisfaction (Chaffey et al 2016). Simultaneously, factors like website design, user-friendly navigation, and the availability of valuable products and services not only foster customer loyalty but also enhance the overall consumer experience. Customers maintain high expectations in several key areas, including delivery speed, responsiveness, accessibility, convenience, and customer service.



Figure 1 B2C Customer Point of View (Tomasetti, 2023)

## E-COMMERCE - B2C MODEL

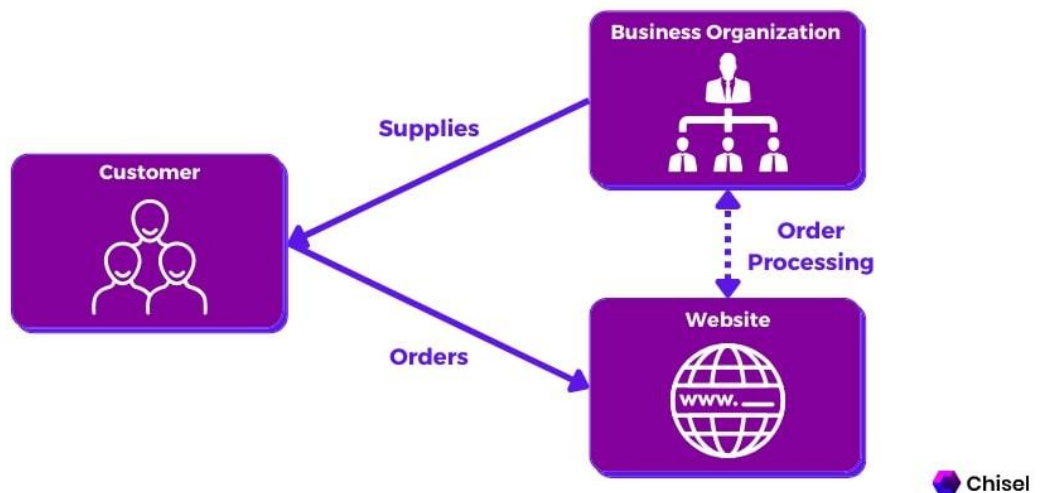


Figure 2 B2C Company's Point of View (Anshul, 2021)

### 2.3 Search Engine Optimization

A search engine is sophisticated software that can be likened to an explorer navigating various websites and their pages, facilitating the search for valuable information. Search engine optimization (SEO) is a method that enables users to obtain the most relevant results for their online searches. Additionally, SEO aids marketers in displaying their advertisements to the appropriate audience, at the right time and in the right location. Marketers can

enhance the visibility of their ads on search engine results pages by enhancing their quality score, thereby making them more relevant and compatible with search engines. Broadly speaking, there are two main categories of online advertising associated with internet search engines: paid placement and Search Engine Optimization (SEO). Paid placement is a service provided by search engines in the form of sponsored or paid results, where advertisements are showcased within specific areas of search result pages alongside organic search results. Search engines charge placement fees based on the competitiveness of relevant keywords, often determined through auctions, and measured by CPC (cost per click), along with the number of click-throughs the advertisements receive. In contrast, SEO involves the practice of optimizing web pages to enhance their ranking in natural or organic search results, which aim to reflect relevance to users' queries. In this advertising approach, advertisers collaborate with specialized SEO firms, compensating them for their expertise in improving organic search visibility (Hanlon 2019).



Figure 3 How SEO works (Huegerich, n.d.)

#### 2.4 Market research

Market research is recognized as a methodical process involving the analysis of issues, the construction of models, and the collection of facts. It is designed to enhance decision-making and enhance control in the marketing of products and services. In the realm of marketing

management, the most vital information originates from various market segments and customers, both current and prospective. This data encompasses aspects such as market dynamics, size, characteristics, requirements, opportunities, and potential challenges. Market research serves as the vital conduit for delivering this essential information to support informed decisions and actions (Birch and Forsyth 2002).

#### 2.4.1 SWOT Analysis

SWOT analysis is the comprehensive assessment of a company's strengths, weaknesses, opportunities, and threats. This approach provides a means of scrutinizing both the external and internal marketing environment. To effectively navigate this landscape, a business unit should establish a marketing intelligence system dedicated to monitoring emerging trends, significant developments, and any associated opportunities and threats (Kotler, Keller, Brady, Goodman, Hansen 2009).

#### 2.4.2 SOSTAC Analysis

The SOSTAC® marketing model, conceived by PR Smith in the 1990s, stands as a widely embraced and utilized framework for marketing and business planning. Whether one is in the process of formulating a comprehensive marketing strategy, a digital marketing strategy, or refining specific channel tactics such as SEO or email marketing, the SOSTAC® model emerges as the preferred tool for these endeavors. The model provides a systematic framework for addressing the plan, facilitating a critical assessment of the processes. The rationale behind its widespread popularity likely stems from its simplicity, ease of comprehension, and practical utility. Personally, I frequently employ this model, finding it to present an exemplary approach (Nilsson 2023).



Figure 4 Sostac Methodology Picture (Antevenio, 2019)

**Situation** - where are we now? - The initial phase involves conducting a current situation analysis, revealing the marketing condition and activities of the company. Additionally, a SWOT analysis can be integrated into this step.

**Objectives** - where do we want to be? - Subsequently, the following step involves defining objectives. Establishing clear aims and goals for the company provides a distinct direction for the business. It is essential for these objectives to be concrete, relevant, and realistic.

**Strategy** - how do we get there? - Following this, the next phase involves categorizing a strategy. A strategy serves as a comprehensive vision outlining the approach to achieving the established goals.

**Tactics** - how exactly do we get there? - At this juncture, the business identifies the tools that will be employed to accomplish goals in alignment with the established strategy.

**Action** - what is our plan? - Actions encompass the activities that must be executed with the aid of the identified tools to attain the defined objectives.

**Control** - did we get there? - Finally, it is imperative for a company to consistently monitor and assess its outcomes. Without this ongoing evaluation, it remains unclear whether the strategy has proven effective and the objectives have been successfully achieved (Smith 2023).

The comprehensive SOSTAC analysis of the commissioned company is outlined in section 4.1 of this thesis.

## 2.5 Digital Marketing Tools

According to Hanlon (2019), with the evolution of digital marketing, the arsenal of marketing communications tools has also expanded. The initial digital communication tool, email, gave rise to a broader array of tools, encompassing websites, blogs, and search engines. Following this, social networks emerged, and subsequently, social media advertising. These modern digital tools transcended simple communication, enabling interactive, two-way, or multi-faceted conversations. They also furnished valuable data insights and the capacity to determine the effectiveness of each tool. Hence, this ensemble of digital resources is aptly referred to as the digital marketing toolbox.



Figure 5 Example of Digital Marketing toolbox (Anon, 2021)

### 2.5.1 E-mail Marketing

For more than a decade, email marketing has been steadily displacing traditional direct mail marketing, and this shift has been accompanied by a constant wave of innovations. It extends beyond the mere conversion of print mailers into digital formats; it's all about cultivating new customer relationships and nurturing the ones that are already established. A fundamental principle in social media marketing is the need to engage with people on platforms where they are already present, and this principle seamlessly extends to email marketing. Email is a well-entrenched medium; nearly every individual with internet access possesses an email address, and for many, checking their email is often the first task upon logging into their computer. Consequently, email stands out as a potent tool for a variety of online marketing endeavors. While statistics may vary, it's well-documented that a significant majority, approximately three out of four email marketers, have incorporated social email into their marketing campaigns (Newlands 2011).

### 2.5.2 Social Media Marketing

Numerous categories of social media networks serve as platforms that foster social connections, offer entertainment, display our online profiles, and empower organizations to engage in consumer marketing. With the passage of time, organizations have increasingly turned their focus to social media networks due to the surge in membership numbers and the

capacity to connect with users while tailoring advertisements to their profiles. Social media has evolved into a potent communication channel where consumers can voice grievances about service issues and receive quicker resolutions. It has emerged as a valuable resource for product development, customer support, customer segment identification, brand cultivation, and revenue generation (Hanlon 2019).

Hanlon (2019), states that social media enables interactive, interconnected marketing endeavors across organizational, peer-to-peer, and individual levels. It remains memorable, emphasizing that social media serves as more than a mere communication platform, offering substantial benefits to both individuals and organizations. Leading the way in digital platforms for social media marketing are Facebook, TikTok, and Instagram, closely followed by LinkedIn and YouTube.

### FACEBOOK

With Facebook's status as a widely embraced social networking platform, the realm of research presents vast opportunities. Launched in 2004 and boasting over 2 billion monthly active users, Facebook provides a variety of marketing tools for businesses, each tailored to specific objectives. These tools allow for precise audience targeting through advertising filters, encompassing factors like income, interests, and behavior. This can drive individuals to explore websites or other applications, enabling them to gain deeper insights into products and, ultimately, make purchases. Additionally, campaigns can be that foster community growth on Facebook, such as "page like" initiatives (BigCommerce 2021).

### INSTAGRAM

Instagram stands as the second most frequently visited platform, trailing only Facebook. It was launched in 2010 and currently boasts between 1 and 2 billion users, with 500 million daily Instagram stories. It's evident that Instagram has transcended its original purpose as a personal platform. It has evolved into a global stage that empowers brands to infuse personality into their content, scout new talent, exhibit products, and kindle inspiration among their audience. Furthermore, Instagram's user base is not merely active but profoundly engaged. Approximately 59% of the platform's active users visit daily, dedicating at least 7 hours each week to perusing content and connecting with friends and brands. Instagram also serves as a catalyst for boosting brand recognition and unveiling new products. Monthly, 130 million Instagram users engage with shopping-related content, allowing brands to promote their products in an affable and genuine manner, avoiding the hard sell to customers (Decker 2020).

## TIKTOK

TikTok, the widely embraced video-sharing application, has swiftly emerged as a potent asset for digital marketers seeking to connect with younger demographics. As stated by (Hanlon 2019) launched in 2017 with between 500 million and 1 billion active users. TikTok has ascended to become one of the globe's most renowned social media platforms, characterized by its rapid and ongoing expansion. Consequently, numerous enterprises are now recognizing TikTok's marketing capabilities and are actively exploring avenues to harness the platform for brand and product promotion. (Loyalty Digital n.d.)

### TikTok Advertising:

Among TikTok's array of marketing tools, one of the most sought-after is its advertising platform. TikTok ads empower businesses to craft concise, captivating videos precisely tailored to specific demographics, interests, and user behaviors. Advertisers can select from a range of ad formats, including in-feed ads, brand takeover ads, and hashtag challenges. The significance of TikTok ads is underscored by their capacity to engage an exceptionally active and devoted audience. On average, TikTok users dedicate 52 minutes per day to the platform, and ads can seamlessly integrate with the video content users are already consuming. This renders TikTok ads an exceptionally potent avenue for elevating brand visibility, steering traffic to your website, and ultimately, driving sales (Loyalty Digital n.d.).

### TikTok Influencer Marketing:

In the realm of social media, influencer marketing has gained widespread popularity, and TikTok is certainly no exception. TikTok influencers are individuals with sizable followings who produce content that deeply connects with their viewers. Collaborating with these influencers enables businesses to tap into their devoted fan base, accessing a highly engaged audience with a pre-existing interest in their niche. The significance of TikTok influencer marketing is rooted in its capacity to produce authentic, relatable content that resonates with the platform's youthful audience. Unlike conventional advertising, influencer marketing allows brands to interact with consumers in a more genuine and organic manner, a strategy that holds particular effectiveness on TikTok. By partnering with influencers who grasp the platform's nuances and its audience, businesses can create content that seamlessly integrates with the platform, fostering a sense of natural authenticity. This, in turn, can lead to heightened engagement and ultimately, drive sales (Loyalty Digital n.d.).



### TikTok Hashtag Challenges:

Among TikTok's favored marketing techniques are hashtag challenges. A hashtag challenge is a prompt designed to inspire users to craft and share videos using a specific hashtag. For instance, a beauty brand might initiate a challenge encouraging users to share their favorite makeup tips using a designated hashtag. The significance of TikTok hashtag challenges hinges on their capacity to cultivate user-generated content that circulates throughout the platform. When users participate in a hashtag challenge, they effectively generate content on behalf of the brand. This dynamic not only bolsters brand recognition and engagement but also offers a lively and enjoyable channel for connecting with TikTok's younger audience, fostering brand loyalty. TikTok has swiftly established itself as an indispensable platform for businesses targeting younger demographics. With its remarkably dedicated user base and potent marketing tools, TikTok presents a unique opportunity for businesses to amplify brand visibility, drive web traffic, and propel sales. By harnessing TikTok ads, influencer marketing, and hashtag challenges, businesses can craft compelling content that deeply resonates with TikTok's audience, nurturing enduring customer relationships (Loyalty Digital n.d.).

## 2.6 Content Marketing

According to Hanlon (2019), content marketing serves as the foundational pillar of digital marketing. In the realm of digital marketing, words, photos, images, infographics, videos, GIFs, and memes stand as vital components. It is of utmost importance for organizations to grasp the strategic significance of content in this landscape. Content has the power to elevate brand exposure, draw in website traffic, facilitate customer education, and foster conversions. Valuable content can also be monetized, leveraged for data collection, and is more prone to widespread sharing. Content marketing enhances brand visibility, encourages the establishment of backlinks for SEO, sparks social sharing, fine-tunes website optimization for long-tail keywords, and both acquires fresh customers and maintains existing ones.

In the digital realm, where content is a precious asset, a content marketing strategy adopts a forward-thinking perspective, considering the essentials, the target audience, the purpose, and the evaluation process over an extended period. Just like any marketing strategy, the objective of content marketing is to allure potential leads who will eventually transform into customers. However, it achieves this goal differently from traditional advertising. Instead of tempting prospects with the potential value of a product or service, content marketing provides free value in the form of written materials such as: Blog posts, E-books, Newsletters,

Video or audio transcripts, Whitepapers, Infographics. The significance of content marketing is substantiated by various statistics: 84% of consumers anticipate companies to deliver engaging and useful content experiences, 62% of companies with a workforce of at least 5,000 produce daily content, 92% of marketers recognize content as a pivotal asset within their company (Mailchimp 2023).

While content marketing is undeniably effective, it can present challenges. Content marketing writers must strike a delicate balance by not only securing high rankings in search engine results but also captivating their readers, encouraging them to share the material and engage further with the brand. When the content is pertinent, it has the potential to foster strong connections at various stages of the customer journey. In order to craft compelling and relevant content, it's imperative to first identify the target audience. Who are the individuals that ultimately aim to connect with through the content marketing endeavors. Once there is a clearer understanding of the audience, it can determine the kind of content to produce. There are a range of content formats at the disposal, including videos, blog posts, printable worksheets, and more. Irrespective of the content format that is chosen, it is advisable to adhere to content marketing best practices. This entails creating content that is grammatically sound, devoid of errors, easily comprehensible, pertinent, and intriguing. Furthermore, the content should guide readers to the next stage in the customer journey, whether that's a complimentary consultation with a sales representative or a sign-up page (Mailchimp 2023).

## 2.7 Analytics and Data

Practical knowledge and real-world experience underscore the profound influence of digital marketing on business operations. It is widely recognized as a precise and effective approach for reaching and cultivating new customer bases and generating sales leads. Data can encompass various metrics associated with social media, website and blog content, email marketing, online advertisements, and mobile downloads. When organizations harness this data adeptly, they can glean valuable insights into successful strategies, enabling them to enhance the effectiveness of their digital campaigns. Data also plays a pivotal role in enabling a business to monitor the customer journey. With a deeper comprehension of the customer's journey, a company can more effectively engage with customers at various phases of the purchasing process (Forty8Creates 2019).

Google Analytics is a tool employed by renowned websites such as Twitter, Facebook, Instagram, The New York Times, and Mashable. It boasts distinct features and, remarkably, is available at no cost. This platform furnishes comprehensive insights into how users engage with a company's website or application, encompassing details like visitor locations, website

traffic, and other crucial metrics. Additionally, Google Analytics offers tools for remarketing and promotional capabilities. The functioning of Google Analytics relies on the use of cookies to provide these services. This mechanism is pivotal for Google in collecting data, distinguishing individual users, identifying unique sessions, and storing information (Cookie policy 2023).

## 2.8 Customer Relationship Management (CRM)

In the modern digital landscape, enterprises are perpetually seeking avenues to enhance their marketing strategies and elevate customer interaction. Among the most pivotal tools in this endeavor is Customer Relationship Management (CRM). Through the utilization of CRM software, businesses gain enhanced insights into their customers, enabling personalized marketing initiatives and an overall boost in customer contentment. This article delves into the significance of CRM in the digital marketing era and delves into some best practices for the year 2023. Customer relationship management (CRM) is a strategic approach employed by businesses to oversee their interactions with both existing customers and prospective ones. This encompasses activities ranging from gathering customer data to scrutinizing their behavior and preferences, ultimately leveraging this knowledge to enhance marketing initiatives and elevate customer engagement. Utilizing CRM software for the acquisition and analysis of customer data, tailoring marketing initiatives, and enhancing the overall customer experience, allows businesses to maintain a competitive edge and align with the ever-changing customer requirements. Adhering to optimal strategies, including harnessing data analytics, seamlessly integrating CRM with complementary tools, prioritizing the customer experience, and embracing automation, equips businesses to fully harness the potential of CRM both in 2023 and beyond (LinkedIn Wiredus 2023).

## 3 RESEARCH APPROACH

A research approach is a structured strategy encompassing a sequence of steps, beginning with broad assumptions, and progressing to detailed methods for data collection, analysis, and interpretation. The choice of this approach is contingent upon the specific nature of the research problem under investigation (Chetty 2016).

The author opted for the qualitative research approach to select and analyze data. This choice was driven by the author's intent to glean valuable insights from participants during interviews. By employing the qualitative research method within the marketing context, the author effectively gathered dependable data. This data holds significance for the case

company's future outlook, offering valuable insights to aid the company in making informed decisions. Interviewing the case company was deemed a fitting approach by the author.

### 3.1 Qualitative research

Qualitative research is a research approach that delves into real-world issues, providing in-depth insights. It involves the collection of participants' experiences, perceptions, and behaviors, with a focus on addressing the "how's" and "whys" rather than mere quantification of "how many" or "how much." Qualitative research is a methodology to gain profound contextual insights into users through non-numerical methods and direct observations. This approach concentrates on smaller user samples, such as in interviews, to uncover data like user attitudes, behaviors, and hidden factors, which, in turn, inform improved designs. Qualitative research is an integral component of both user experience research and user research. By conducting qualitative research, the objective is to obtain highly detailed information regarding why users think and feel as they do. This approach can unveil concealed truths about users' motivations, aspirations, needs, pain points, and more, serving as a guiding compass to maintain project focus throughout the development process (Tenny, Brannan 2022).

### 3.2 Data Collection

In this research, online interviews were conducted to gather data, and the findings were analyzed to ascertain the reliability and validity of the variable themes. On (September 8th, 2023) the interviews were conducted, each with a 30 to 40-minute duration. The interviews were meticulously recorded, and notes were taken by the author. Transcription of these interviews was executed by using Microsoft Word, prioritizing the precision of participants' responses. The interview was disseminated to individuals occupying a range of marketing positions in different companies located in Finland. Two participants have worked as digital marketers, gaining around 5-10 years of experience in digital marketing positions, meanwhile the three other participants started their digital marketing careers as interns in commercial fashion and e-commerce companies in 2023, with a total experience of 4-10 months in the field.

The survey included sixteen questions that concentrated on marketing strategies. Its purpose was to investigate the digital marketing strategies currently employed by other companies, their future intentions, effective methods, and areas they believe need enhancement, all from their personal viewpoints. The questions encompassed all the topics outlined in the theoretical section, aiding in uncovering insights concerning the advancement of digital marketing strategies for businesses.

### 3.3 Data Analysis

According to Chetty (2016), analyzing qualitative data necessitates an inductive approach. Nonetheless, it is crucial to maintain coherence between the methods, methodology, and analysis to uphold logical reasoning. Consequently, to establish research credibility with the reader, the research process should align with the eventual research findings. The selection of an inductive approach, specifically through thematic analysis (characterized as a 'data-driven' method), for this study signifies the primary aim of comprehending a phenomenon, rather than emphasizing hypothesis testing.

### 3.4 Interviews

Interview is the prevailing method of data collection in qualitative research. The qualitative interview serves as a framework where not only are practices and standards recorded, but they are also accomplished, challenged, and reinforced. Since nearly all qualitative research interviews possess some level of structure, they are typically categorized as either structured, semi-structured, or unstructured (Qualtrics 2023).

The author opted for semi-structured interviews due to their flexibility. Another benefit of this interview format is the potential to gather reliable data. By preparing the interview questions in advance, there is an opportunity to enhance the feasibility of analyzing and organizing the collected information. The author created a set of questions to guide the semi-structured interviews with participants. These questions include open-ended questions aimed at obtaining more in-depth insights. Data from the semi-structured interviews will be collected through methods such as audio recording, note-taking, and email correspondence, contingent upon the participant's consent. The confidentiality of the participant's identity will be strictly maintained (Qualtrics 2023).

All interviews are conducted in person, via email, and over the phone in English/Finnish, involving a total of 5 participants.

## 4 EMPIRICAL STUDY

This chapter highlights the case company's strategy in the past and thoughts what can be improved.

#### 4.1 Marketing Expansion strategy

The company Fashion For You primarily emphasizes traditional marketing, exemplified by well-balanced strategies such as Email marketing. The company also creates posters for various retail locations, including grocery shops. While they utilize social media platforms such as Facebook and Instagram, there is a need for increased attention and refinement in their marketing efforts. To boost sales and attract more customers, it is crucial to engage with customers across various platforms and invest in enhancing these interactions.

##### 4.1.1 Situation

The current state of Fashion For You reveals a predominant reliance on email marketing, with a primary focus on Facebook and Instagram. However, these platforms are not consistently updated. The content mainly comprises basic pictures with more text, lacking diversity such as videos showcasing the clothing. The available footage features material pictures of models, which doesn't provide a realistic representation of how the clothes would appear on individuals with different body shapes. Given the variation in women's bodies, limited representation in smaller sizes, particularly S sizes worn by models, may create an unrealistic perception of the clothing's fit. Notably, the company offers product sizes ranging from XS to XL, yet the emphasis remains on smaller sizes, catering predominantly to typical body types. Instagram saw minimal usage, despite its untapped potential that could be harnessed with greater attention. The platform had limited posts, featuring few pictures. The content, comprised of photos and videos, lacked context and appeared text-heavy without a clear narrative or theme.

Overall, social media utilization was minimal, with a primary emphasis on Facebook. However, the content shared was limited, mainly involving updates for specific campaigns rather than featuring detailed material about particular clothing items. The predominant focus remained on email marketing as the primary and most crucial element of the company's promotional strategy. Email marketing played a significant role in the business operations. Weekly newsletters were crafted for the customers, consistently dispatched every Tuesday. The success of the email marketing strategy was evident, as customers accessed the website through embedded links, resulting in satisfactory purchase outcomes. However, there were occasional weeks with fewer orders, potentially attributed to the absence of new or appealing clothing styles that failed to captivate the customer base. Nevertheless, it was a must to generate an Excel table despite the availability of automation options. It was possible to streamline the process by investing a small amount to use a code that could transfer all 2500 products from one platform to another, ensuring synchronization. However, the owner

of the company opted not to incur the cost, compelling us to handle manual creation and updates.

### STRENGTHS

Fashion for You possesses a notable strength that warrants further emphasis - the high quality of its clothing. It has garnered substantial trust from both regular customers and the local community. The proprietor of the establishment maintains a robust rapport with her loyal clientele. Operating as an online store, Fashion For You streamlines the shopping experience for customers, constituting a key strength of the company. Additionally, the company places significant emphasis on email marketing, a pivotal aspect of its overall marketing strategy. For instance, sending newsletters to customers on a weekly basis stands out as a primary strength in the company's marketing approach.

### WEAKNESSES

During the internship, the author identified several weaknesses within Fashion For You. Firstly, the company does not align itself with current fashion trends across seasons. Additionally, its social media presence is notably weak, receiving minimal attention compared to the considerable focus on email marketing. While the products boast high quality, their steep pricing raises concerns about the lack of business and profitability. The pricing structure appears to deter potential customers. Another drawback is the limited target audience, specifically catering to individuals aged 40 and above. This approach restricts the market and overlooks the preferences of younger demographics. The owner's strong rapport with the specified age group influences the selection of clothing, neglecting styles favored by younger individuals. Furthermore, decision-making processes are centralized around the owner, and despite alternative suggestions, there seems to be a resistance to adopting new ideas.

### OPPORTUNITIES

The company has promising opportunities to broaden its appeal and target a more diverse audience. Instead of exclusively catering to women aged 40 to 60, there is potential to expand the range to include women aged 18 to 60, thereby tapping into a wider customer base. This entails reevaluating the age group and sourcing clothing that appeals to various demographics. Enhancing the company's social media presence is crucial, given its current deficiency. Given the local interest in fashion trends, staying updated on different social media platforms can significantly boost visibility and engagement. Exploring opportunities with the local buyer persona, who values quality fashion products, can be a lucrative avenue. By aligning offerings with the preferences of the local market, the company stands to attract and retain customers seeking high-quality fashion. Moreover, if the location can attract new

foot traffic, it has the potential to generate increased customer flow, contributing to overall business growth.

## THREATS

The primary challenge facing this company is the entrenched fashion culture in the market. Numerous local competitors share a similar concept to Fashion For You, and if these competitors employ more effective and research-intensive strategies, it poses a significant threat. In a scenario where multiple companies with similar concepts engage in a price war, it becomes a substantial concern. Another threat lies in the rapid changes in fashion trends across seasons. Staying abreast of these trends is crucial to avoid stagnation and ensure relevance in the market. Failure to adapt could result in falling behind competitors. Furthermore, if Fashion For You decides to undergo a significant transformation, there is a risk that customer attitudes and habits may change. Such a shift carries the potential to impact the existing customer base and requires careful consideration to mitigate negative consequences.

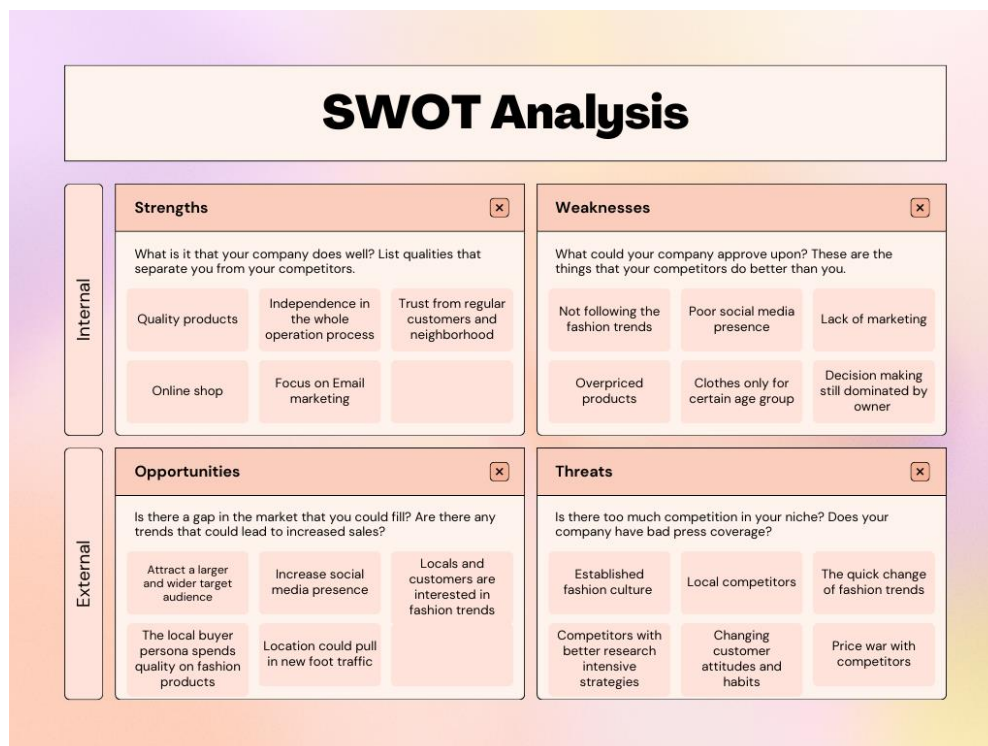


Figure 6 SWOT Analysis of Fashion For You



#### 4.1.2 Objectives

In this section, the author will outline the company's objectives and the actionable steps it will take to enhance Fashion For You. The focus will be on increasing awareness, generate traffic of website and social media platforms, and boosting their social media presence. This involves a reevaluation of the target audience and a prioritization of customer relationship management, along with optimizing the website for search engines (SEO). Leaning on these objectives this will help the author to find the right strategy for successful digital marketing plan.

#### 4.1.3 Strategy

Overall, it is essential to identify and delineate a target audience since reaching everyone simultaneously is impractical. In the current economic landscape, small businesses can vie with larger counterparts by directing their marketing efforts toward specific audience segments. Concentrating on the requirements of existing consumer base aids in formulating an effective marketing strategy, concurrently saving time and resources. While targeting a particular audience may seem exclusive, it does not imply the exclusion of individuals outside the criteria. Identifying the audience enables business to channel marketing initiatives toward groups most inclined to make purchases. This approach facilitates the generation of business leads in an efficient and cost-effective manner (Raven Creative 2020). Buying behavior plays an important role in the segmentation.

Fashion For You offers a diverse multichannel experience for its clientele through its website and profiles on various social media platforms such as Facebook, Instagram, and LinkedIn. However, it currently lacks a presence on TikTok, a platform that boasts the highest number of users, including the company's potential target audience. Establishing an account on TikTok is imperative, considering its potential for content to go viral, a trend observed in many successful business launches. As highlighted in the theoretical framework chapter of this thesis, engagement and content strategy play a pivotal role in this industry. To achieve this, Fashion For You should consistently generate high-quality content, encompassing images, videos, and text. Regular email marketing and social media promotions are essential components of this strategy. For direct communication with the company online, customers can utilize the website's contact page, engage with email marketing, and stay updated through social media posts.

#### 4.1.4 Tactics and Actions

In essence, it is prudent for the company to conduct regular digital marketing updates or meetings to enhance SEO and generate more compelling content. These meetings should occur a few times a week for optimal value, and it is recommended to establish a media

schedule. Fashion For You currently utilizes two social media platforms: Facebook and Instagram, and in addition also TikTok will be added. For Facebook, posting one or two times per day, totaling four times a week, is deemed effective. On Instagram, given its prevalent usage, it is advisable to post more frequently—around 35 times per week. These posts should encompass a variety of media, including photos, carousels, reels, stories, and more. For TikTok, posting between one to four times per day may initially seem substantial, but it aligns with the platform's preferences. Posting more frequently is a smart and efficient approach to garner attention and potentially make content go viral. The marketing materials should include diverse content formats such as text, images, and videos. Having a scheduled timeline for marketing activities is crucial for consistent and effective promotion.

#### 4.1.5 Control

Regular and systematic marketing activities should be conducted and assessed using control tools. Fashion For You ought to generate and analyze marketing reports at the conclusion of each month to oversee processes and evaluate outcomes. These reports serve as valuable indicators of the effectiveness of past efforts. By assessing the impact of online activities, the company can identify areas for improvement or refinement, guiding its future direction. Controlling and measuring digital marketing efforts has become straightforward in today's digital landscape, thanks to various online platforms and technologies. Numerous websites and applications are available for tracking a company's outcomes. Google Analytics stands out as one of the most widely used tools for website analysis. It effectively tracks, analyzes, and reports website traffic, providing insights into the success of different content on a page. Fashion For You has established and adeptly utilizes a Google Analytics account for this purpose. In the realm of social media, local insights play a crucial role in reporting the success of a post or campaign, page traffic, and user engagement. These social media insights offer in-depth information on how users have interacted with a particular post.

## 5 RECOMMENDATIONS FOR IMPROVED DIGITAL MARKETING

The comprehensive analysis of the company, along with the definition of objectives, strategy, and tactics, has been detailed in the preceding sections. Presently, a more detailed action plan for the social media platforms, email marketing, website, and generating SEO. Subsequent sections will provide in-depth analyses and recommendations of each one of them for the company. Additionally, examples of recommended posts, derived from the research conducted in the theoretical framework, will be presented.

### 5.1.1 Social Media Platforms

Fashion For You maintains profiles on Facebook, Instagram, and LinkedIn, and the author intends to introduce a new platform where the company currently lacks a presence. Subsequently, the upcoming chapter will focus on the profiles of Fashion For You specifically on their website, Facebook, Instagram, and TikTok.

#### FACEBOOK

Fashion For You possesses a Facebook profile, a beneficial presence considering that it caters to both the older demographic, often associated with Gen X and Millennials, as well as the younger generation, Gen Z, although to a lesser extent. The Facebook profile should undergo weekly updates, encompassing one or two posts per day, totaling four posts per week, with moderation in frequency. These updates should include diverse content formats such as images, text, and videos. Incorporating hashtags into posts is advisable, as it aligns with common user practices on the platform. An essential aspect of Facebook updates is the inclusion of links directing users to the company's website. It is recommended that every alternate post features a link leading to the company's webpage, fostering increased web traffic and potential sales.

Figure 7 provides an exemplary illustration of what constitutes an effective Facebook post. The post features concise yet informative text, accompanied by a judicious use of hashtags. Hashtags serve the purpose of facilitating user interaction within categories of their interest. The images in the post exhibit high quality and effectively convey a clear message. The text within the images is easily understandable for customers during advertising efforts. Additionally, the post contains information regarding orders, stating that they will arrive within two business days, and emphasizes the free shipping service. A potential modification involves adjusting the number of hashtags, with a recommendation to use a few relevant ones to enhance visibility on Facebook. Furthermore, incorporating a brief informational text in English could potentially appeal to international customers. Fashion For You can consider adopting this approach when publishing updates.

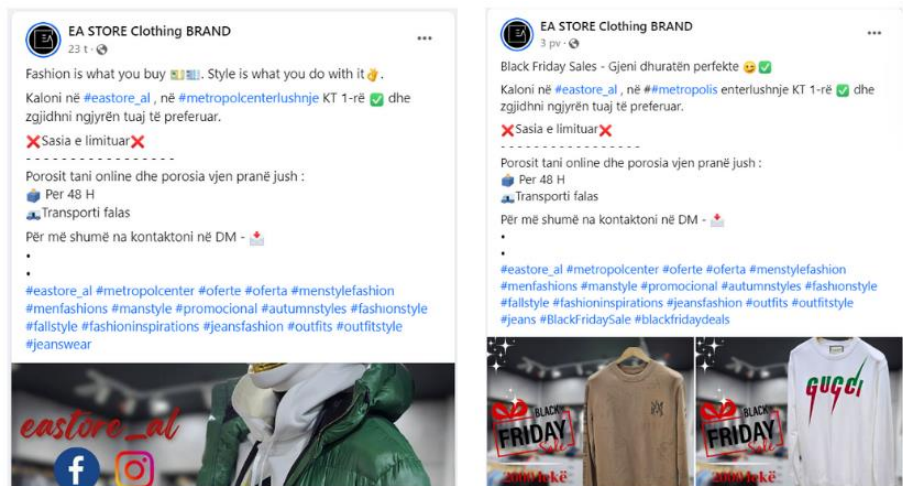


Figure 7 Example competitor's Facebook post

Fashion For You exhibits significant potential in its high-quality images (figure 8), although there is a lack of customer engagement. While the captions feature well-crafted text, additional information could be provided. For instance, the company has the option to ship worldwide, and this detail could be consistently added to each post. Notably, several posts lack links to the company's website, a crucial element that could substantially enhance online traffic. Moreover, Facebook offers profile stories where various content can be shared; Fashion For You might consider utilizing this feature. Additionally, incorporating more videos on Facebook, ranging from lighthearted to informative, could further diversify the content and engage the audience.

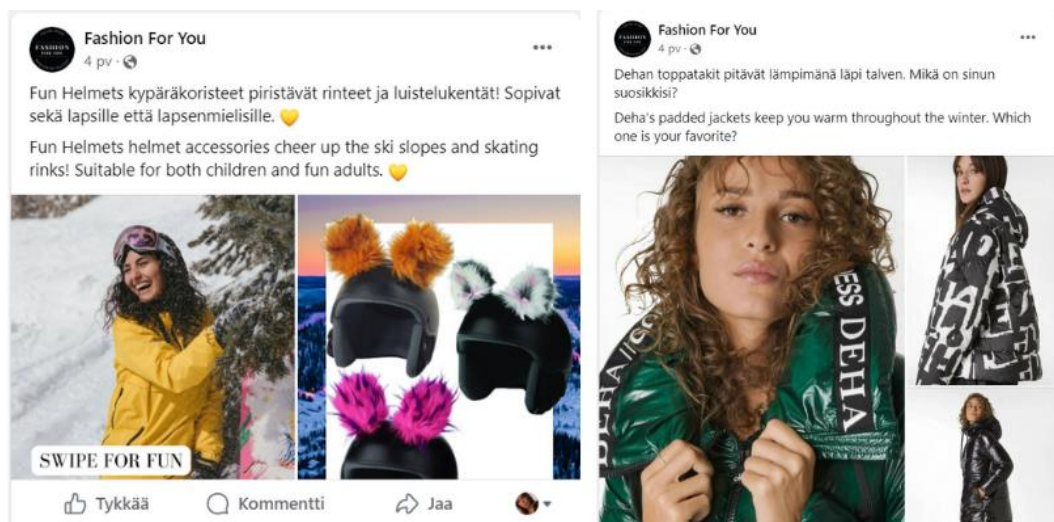


Figure 8 Fashion For You's Facebook post

Fashion For You implements various campaigns on its Facebook platform, which is commendable. In summary, the company should adhere to a posting frequency of one or two

times per day, totaling four times a week, to consistently keep customers informed. Maintaining an active online presence is crucial. Additionally, incorporating messaging, emojis, and a casual, friendly tone in posts is advisable to create a more engaging atmosphere for customers. Furthermore, considering the inclusion of a chatbox or providing an option for customers to write reviews would enhance the interactive and customer-centric nature of the platform.

### INSTAGRAM

Fashion For You maintains an Instagram profile with a following of 1041 individuals (figure 9). While the bio is well-crafted, it could benefit from the inclusion of store visiting hours. Although there is a link to the company's website, there is an opportunity to add additional links to profiles on various social media platforms. The frequency of updates on Instagram appears irregular, with occasional instances of just one post per day or even less. Despite this, the company exhibits substantial potential in the quality of its images, which are of excellent standard. Improvements could be made in the inclusion of more relevant text in captions, alongside the integration of emojis and hashtags, both of which are currently absent. Given the significance of hashtags, particularly on Instagram, where they are widely utilized, their incorporation is essential for optimal engagement.

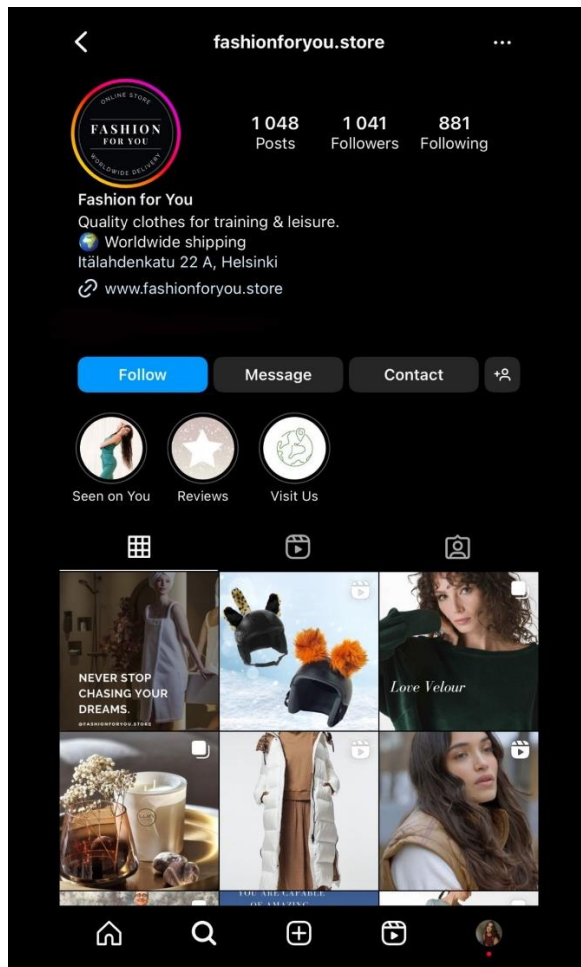


Figure 9 Fashion For You's Instagram profile

For enhancements, the company could initiate a more frequent posting schedule on Instagram, aiming for one or two posts per day, totaling ten feed posts in a week. This content can encompass a variety of formats, including normal feed posts (photos), stories, reels, videos, etc. It may seem challenging, but this diversity can enhance engagement. The posts should feature high-quality photos or videos accompanied by compelling captions designed to interact with customers. Effective captions should aim to entertain, educate, or inspire. While maintaining a professional image, Instagram allows companies to exhibit a more relaxed and friendly demeanor. Embracing emojis, humor, and a unique brand voice can help the company stand out. Notably, incorporating relevant hashtags is crucial for visibility and engagement, an aspect currently absent in Fashion For You's posts. The (figure 10) provides an example on the left of how a post caption should not appear and on the right, the recommended format. Utilizing more emojis fosters a friendly tone while maintaining attractiveness, a strategy that resonates well with customers. Incorporating hashtags is instrumental in driving activity towards the profile. The appropriately structured caption on the right was composed by the author during the internship. It features a substantial number of emojis, includes a thought-provoking question to prompt customers to consider their needs

and enhance their outfit's comfort. Furthermore, it incorporates a well-chosen set of hashtags, provides the website link, encourages users to initiate direct message inquiries, and concludes by suggesting users save the post for future reference.

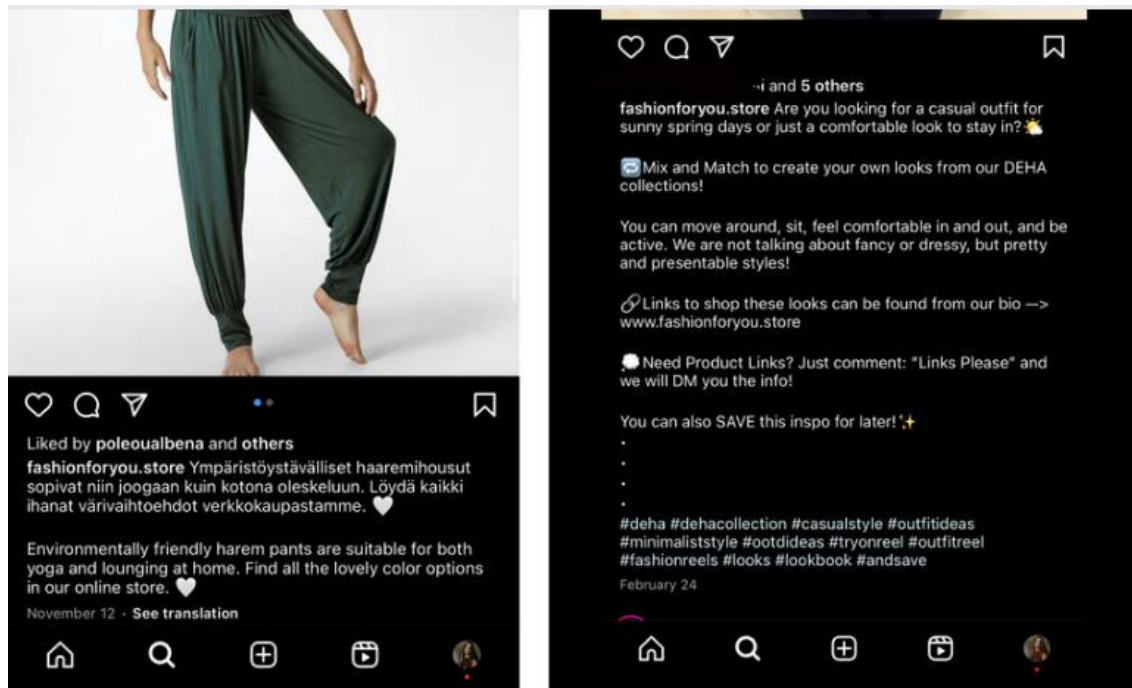


Figure 10 Differences between a bad and a good caption

During the stay as an intern in the company, there was a proposal of the enhancement of the Instagram profile by increasing the frequency of updates. At that time, the profile primarily featured images, with a limited presence of videos. The author recommended to the company owner the implementation of more videos, specifically showcasing various clothing items being tried on to provide customers with a visual representation of how the clothes complement different body types. Given the opportunity to update the Instagram profile more regularly, the author incorporated hashtags into each post. This initiative resulted in heightened customer activity on both our website and social media platforms. The objective of these posts is to cultivate a sense of comfort and confidence among customers, particularly as some posts (figure 10) exclusively featured models of a certain appearance. The intention is to convey that irrespective of body shape, our clothing will accentuate the beauty of all customers.

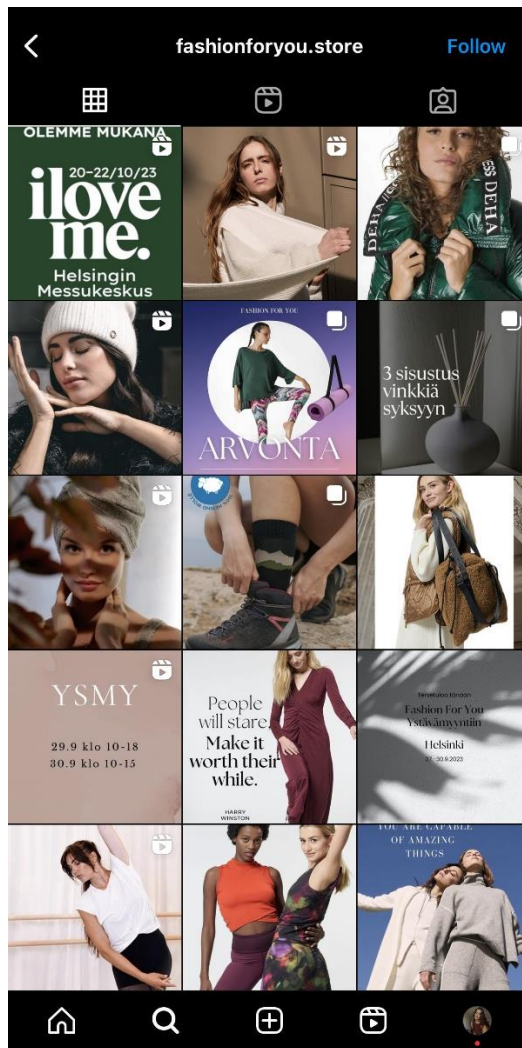


Figure 11 Certain body type on profile feed

In conclusion, enhancing the profile involves more frequent updates encompassing a variety of content such as photos, videos, reels, and text. Communicating a clear message to users, incorporating additional emojis in posts, and most significantly, maintaining an active presence on the app are pivotal aspects to consider.

## TIKTOK

Presently, TikTok is a platform that was proposed incorporating into Fashion For You's digital strategy. While the company currently does not utilize the app, the author believes it presents a valuable opportunity for them to establish a presence. TikTok has gained global popularity and is widely used by various businesses, particularly those involved in clothing retail and even within the restaurant industry. The initial step would be to create a profile for Fashion For You on TikTok. Once the profile is established, the company can commence



sharing TikToks. In the profile's bio section, essential information can be included, such as links to the online website, links to profiles on different social media platforms, and any other pertinent details the company wishes to convey. Optimal usage of TikTok involves posting content 1 to 4 times a day, amounting to 4 to 5 posts per week. While this frequency may initially seem high, it proves effective on TikTok due to its nature as a platform accommodating diverse video content. TikTok encourages authenticity, allowing for the creation of funny or silly videos, provided there is a cohesive message aligning with the brand. Notably, the potential for a TikTok to go viral exists, especially when it appears on the "For You" page. To achieve virality, employing relevant and effective hashtags, along with compelling content, is crucial. The attached image (figure 12) illustrates an exemplary profile from other companies, serving as a reference for the desired appearance of the profile.

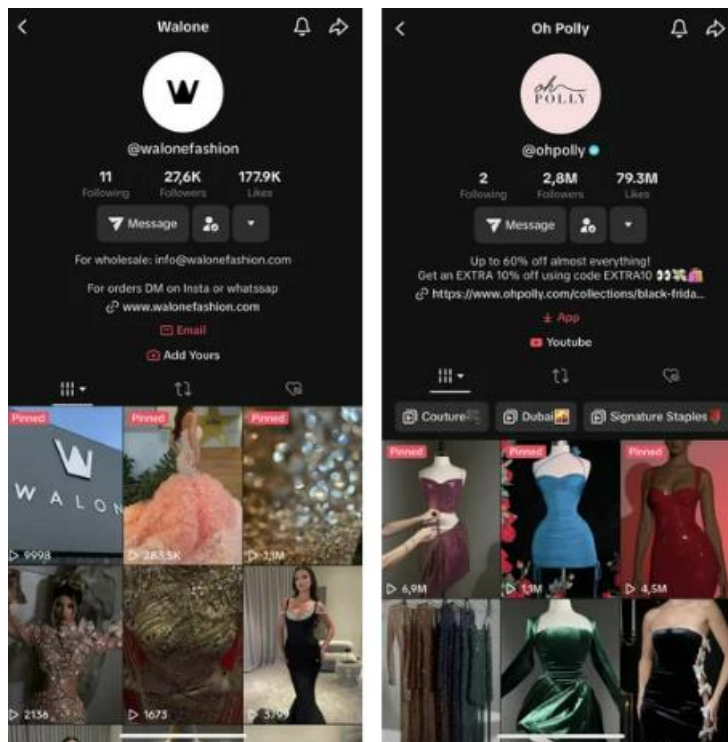


Figure 12 TikTok profile examples

On TikTok, the platform encourages authentic expression, allowing users to share humorous or lighthearted videos, provided there is a coherent message aligning with the brand. The potential for a TikTok video to go viral is significant. By "viral," it is meant that when a TikTok is posted, it has the opportunity to appear on the "For You" page within the platform. This exposure can lead to widespread popularity, particularly if the content is accompanied by relevant hashtags and maintains a high level of quality to effectively engage the target audience. An illustrative example is presented here (figure 13), showcasing how the "For You"

page appears. In this specific TikTok video, the individual is endorsing or sponsoring various products. Notably, the post features a well-crafted caption and an optimal use of hashtags, contributing to its potential reach and engagement with the desired customer demographic.

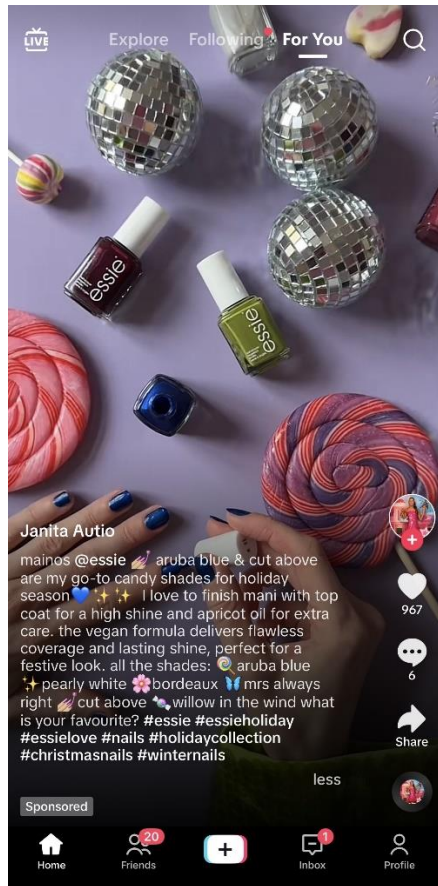


Figure 13 "For You" page within the platform

TikTok is a user-friendly platform where the author has personally utilized it, having posted numerous TikToks. While some of the content gained viral traction this summer, not all of it did. Despite not having a brand or company affiliation, the posts resonated with an audience that could relate to the content, contributing to their virality. The initial complexities of the platform become more manageable with familiarity, and during the internship at Fashion For You, the author produced several TikToks. Utilizing the CapCut app, created the videos and further edited them on TikTok, incorporating background music and additional edits as desired. For companies, particularly those in the fashion industry, TikTok offers substantial opportunities to gain virality, garner likes, views, and followers. Fashion For You should consider the significant potential on this platform, if deliberate efforts are directed toward posting diverse and engaging content. With strategic posting, the company stands to achieve notable success and traction on TikTok. In summary, maintaining a consistent posting frequency of up to four times a day throughout the week is crucial. The content need not adopt a highly formal tone; instead, it can be presented in a casual, friendly, and non-serious

manner. This approach applies not only to general posting but also to content shared on TikTok. Emphasizing the use of effective hashtags is vital, as they play a pivotal role in expanding the reach of content and increasing the likelihood of achieving virality when employing strategically chosen and impactful hashtags.

### 5.1.2 Website

Fashion For You presents a meticulously crafted website featuring an integrated online shop. The platform adeptly showcases a wide array of products, encompassing detailed information on pricing and design variations. Demonstrating a user-centric approach, the website is characterized by its simplicity and ease of navigation. The design maintains coherence with the company's established style, incorporating the logo and font consistently. Noteworthy is the website's optimization, ensuring seamless functionality across both mobile devices and desktops. The online shop within the website is thoughtfully organized, employing effective categorization and logical sorting of products for enhanced user experience. A contact form is readily available to facilitate both private and business inquiries. The visual depiction of the website's landing page is presented in the figure below (figure 14). The singular drawback observed in this website pertains to the initial presentation of the front page. Upon its opening, a popup disrupts the visibility of the text, necessitating users to manually adjust the page zoom settings for optimal viewing.

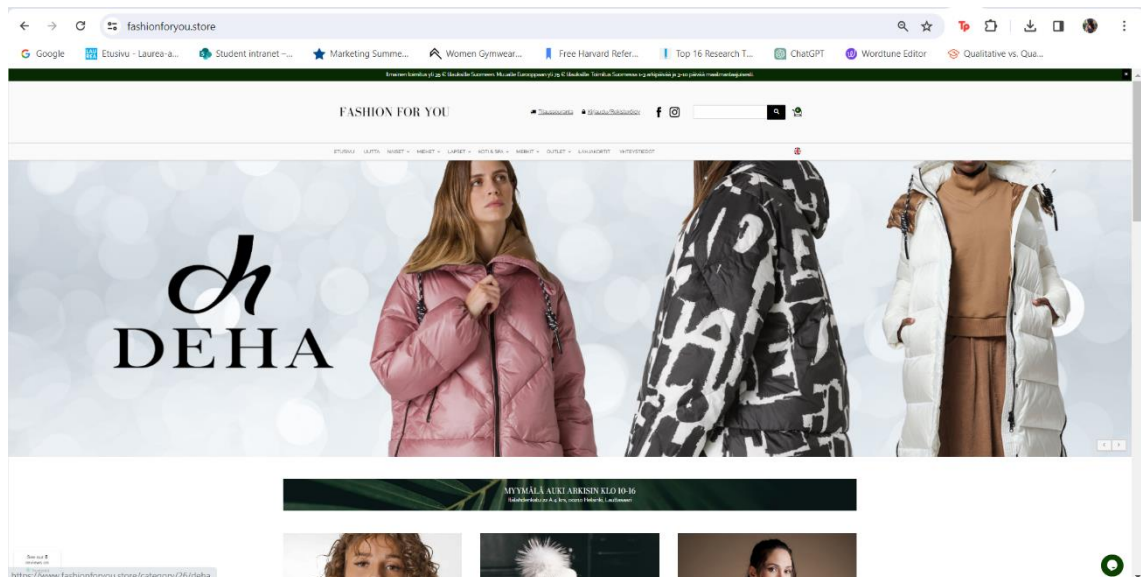


Figure 14 Fashion For You's home page

However, Fashion For You currently incorporates an extensive array of keywords, some of which are irrelevant and overly complex. Enhancing search engine optimization involves

strategically employing a concise set of relevant and easily comprehensible keywords across multiple pages, thereby contributing to an improved position on search platforms. Another facet crucial for effective search engine optimization involves consistently updating the website. This principle extends to the regular updating of associated social media channels, as relevant social media posts possess the capability to generate substantial traffic to the website (Dennis 2022). In conclusion, the recommendations include augmenting content, integrating additional social media profiles, refining the selection of keywords by prioritizing accuracy over quantity, and ensuring regular website updates, ideally ranging from one to three times per week.

### 5.1.3 Email Marketing (Newsletter)

Fashion For You manages an email marketing profile on Mailchimp, where it oversees the editing and creation of newsletters. The platform has garnered a substantial number of subscribers. The process is straightforward—absorbed individuals can submit their email addresses on the company's website to receive weekly newsletters. In this domain (figure 15), the company excels, presenting compelling visuals, substantial text, and eye-catching content. However, there is room for enhancement in ensuring regular and potential customers engage more frequently with rapidly updated information on new products, offers, and campaigns. Increasing the frequency of newsletters to twice a week could be considered, without overexerting. Additionally, the company might benefit from diversifying the photos used in newsletters to maintain a fresh appeal. While the overall execution of email marketing is commendable, a notable improvement could involve optimizing the mobile version of the emails for faster loading, addressing potential delays during newsletter presentation.

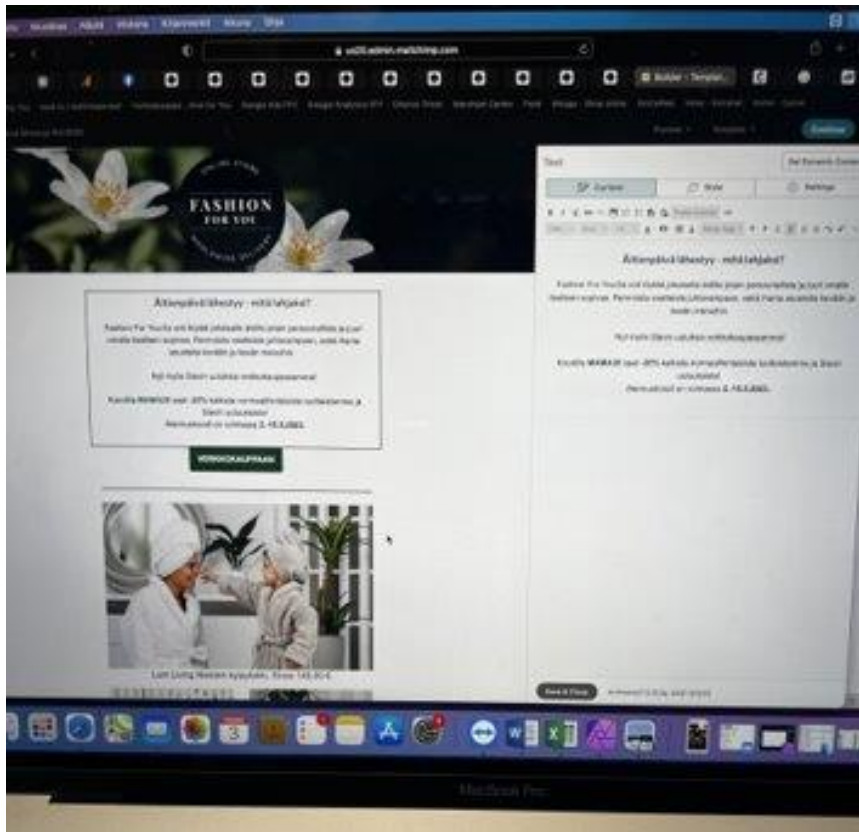


Figure 15 Mailchimp Platform for Email Marketing

## 6 CONCLUSION

This thesis presents a comprehensive theoretical framework and outlines the development of a digital marketing strategy for Fashion For You. The primary objectives include enhancing sales, brand awareness, expanding social media platform utilization, and strengthening the company's relationship with customers. To achieve these goals, the author selected marketing strategies based on theoretical research, employing SOSTAC and SWOT analyses for website optimization, utilizing social media marketing tools, and implementing content marketing. The case study of Fashion For You indicates a potential for effective marketing activities, given the available tools and established accounts across various social media channels. The assessment revealed that the website is in good condition but requires some adjustments, while most social media accounts possess a satisfactory number of posts and followers. However, the TikTok account needs to be created and activated. The central improvement needed for each channel revolves around increasing content engagement, regular content updates, and enhancing customer interaction. By addressing these aspects, Fashion For You can augment its online presence, generate increased traffic, and potentially witness a boost in sales. However, a significant risk identified is the absence of dedicated personnel to

implement and sustain the proposed marketing plan. Consistent updates are essential to engage customers and generate leads, and without this regularity, there is a potential for a decline in customer engagement.

This thesis comprehensively addresses vital marketing aspects to Fashion For You. Consequently, the plan delineates precise tactics and actions designed to achieve the company's specified objectives. Adherence to this plan by Fashion For You holds the potential to significantly enhance its operational efficiency and yield satisfactory outcomes. Considering the company's prior absence of a clear strategy, this thesis bears considerable value for Fashion For You, paving the way for substantial improvements in its marketing processes.

## 7 DISCUSSIONS

Despite the commendable efforts of Fashion For You in utilizing various tools for enhancing their digital marketing strategy, there are certain limitations that warrant consideration. One limitation lies in the potential over reliance on specific tools, which could lead to a lack of diversity in marketing approaches. Depending too heavily on a singular set of tools may restrict the company's ability to adapt to evolving trends or capitalize on emerging platforms. Furthermore, the efficacy of the tools employed by Fashion For You is contingent on the accuracy and relevance of the data they generate. Inaccurate or outdated information may compromise the precision of market analysis, hindering the company's ability to make informed decisions. Another limitation pertains to the resources required for the implementation and maintenance of these tools. Fashion For You needs to ensure that the costs associated with acquiring, integrating, and training personnel on these tools are justified by the subsequent benefits. Additionally, the company should be mindful of potential challenges in terms of scalability, especially if there is a significant increase in data volume or a need for more extensive functionalities.

Lastly, it is essential for Fashion For You to stay vigilant about the dynamic nature of the digital landscape. Tools that are effective today may become outdated or superseded by more advanced technologies. This necessitates a continuous commitment to research and evaluation to ensure the chosen tools remain aligned with the company's evolving needs and objectives. Ultimately, while Fashion For You's use of tools is a valuable asset, acknowledging and addressing these limitations will be pivotal for sustaining and optimizing their digital marketing strategy in the long run.

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# Appendix

**Thesis interview: Fashion For You (case company)**

This interview is part of my thesis. The interview questions will be in English but you can either way answer in Finnish if it feels much more comfortable. There are 16 questions all together. I would like to say thank you for participating and answering these questions. This is a big help.

gresonparas@gmail.com [Switch accounts](#)  
Not shared

\* Indicates required question

Are you using SWOT analysis for your company, and do you consider it important? \*

Your answer

Which digital marketing tools or platforms are you currently using? Are you utilizing any marketing automation tools or software for your digital marketing campaigns? \*

Your answer

Which social media platforms are most relevant to your target audience? Are you considering social media management and scheduling tools? \*

Your answer

What are the primary objectives you aim to achieve through your digital marketing strategy? (present). Are there specific goals related to customer acquisition, brand awareness, lead generation, or sales growth? \*

Your answer

Are you conducting competitive analysis to stay ahead in your industry? Would competitive intelligence tools be beneficial? \*

Your answer

How do you define your target audience or buyer personas? Do you have data on their online behavior or preferences? \*

Your answer

Are you planning to invest in paid advertising (e.g., Google Ads, Facebook Ads)? Have you explored ad management and optimization tools? \*

Your answer

How do you plan to create and distribute content to engage with your audience? \*

Your answer

Have you looked into e-commerce platforms and integrations? (additional question)

Your answer

Have you conducted a website audit to ensure that it is optimized for SEO and user experience? Have you considered SEO tools for keyword research, on-page optimization, and tracking rankings? \*

Your answer

How do you plan to measure the success of your digital marketing efforts? Are you interested in analytics and reporting tools for tracking KPIs (key performance indicator)? \*

Your answer

Do you have a content marketing strategy in place? If yes, how frequently do you publish content, and what types of content perform best? \*

Your answer

What are your long-term aspirations for your digital marketing strategy, and how do you plan to measure success in the coming years? (future)

Your answer

Do you have an email marketing strategy in place? Are you interested in email marketing platforms for email campaigns and automation? \*

Your answer

Do you have a CRM system for managing customer relationships? Have you considered CRM tools to streamline customer interactions? \*

Your answer

How do you collect and use customer feedback to define your digital marketing strategy? \*

Your answer

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