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## HOW TO CREATE AWARENESS WITH SOCIAL MEDIA FOR CLOTHING BRAND “X”

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## Abstract

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This thesis aims to develop, explain, and prove different tactics used in social media to create awareness for a soon-to-be-launched streetwear brand in Finland. The literature review provides the reader with a better understanding of how to create awareness online. Topics such as; customer needs, marketing theories, and digital marketing are pointed out in the literature review.

Statistical insights of Clothing brand X's social media are provided in the study to prove the efficiency of the results and show the potential and capacities of social media. This study was conducted in a short time frame, giving positive results in comparison to its time.

The research concludes the research proving the tactics and ideas used as well as the role of social media platforms, especially Instagram.

Keywords: Marketing theories, Customer needs, Digital marketing, Instagram

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## **Glossa**

AIDA - Awareness, Interest, Desire, Action

CPC - Cost per Click

CPM - Cost per Thousand

KPI - Key Performance Indicator

ROI - Return on Investment

SOSTAC - Situation, Objectives, Strategy, Tactics, Actions, Control

SWOT- Strengths, Weaknesses, Opportunities, Threats

# **1 Introduction**

This thesis aims to show different tactics in order to create awareness throughout social media for a soon-to-be-launched streetwear brand. The reason behind this topic is because the author has had the idea of developing a streetwear clothing brand during the last few years and this study will potentially help him understand a way to strategically approach social media marketing and efficiently create awareness for the targeted audience.

For a few years, the author has been following trends, ideas, clothes, and brands with similarities to what he finds attractive. Therefore, the topic covers an important part of how to create awareness through social media and have a positive impact. The streetwear brand behind this thesis is a brand that focuses on daily basic streetwear clothing including t-shirts, hoodies, and trucker hats with the main product being water-wind resistant jackets and pants.

In today's world, e-commerce is an interesting and powerful way of selling and advertising, but knowing what and how to do it must be well approached. This thesis will cover the social media marketing strategy behind a clothing brand.

## **2 Purpose and objectives of the study**

### **2.1 Purpose of the research**

This research aims to create different tactics to increase awareness in social media for a soon-to-launch. The clothing industry is highly competitive so creating awareness the right way can be difficult.

This study provides information regarding choosing the right tools, and tactics to create awareness and measure it. Social media has become an essential tool for businesses today. It is an important skill to know how to use it effectively. Online services and social media play a crucial role in many companies, as they simplify the customer experience, which often leads to increased revenue.

The result of the research will provide a clear understanding of the process of how to reach the best target audience, as well as gain knowledge on social media platform efficiency.

## 2.2 Objectives of the research

The study outlines the steps for maximizing profit on social media and raise awareness. Learning basic marketing tools of social media, consumer behaviour, analytics, and relevant aspects will lead to a clear understanding of how to reach and target potential customers while creating awareness.

By applying theory and understanding of how social media works, there will be a clear guide on how to follow the next steps. The research will include launching an advertising campaign to see results and to identify and analyse the customer segment better.

### ***Research questions:***

1. How can clothing brand X leverage social media to increase awareness and drive growth?



### 3 Literature Review

In order to answer the question of how to effectively increase awareness throughout social media it is important to review and understand marketing, branding and social media marketing theories.

#### 3.1 Marketing

In order to motivate people to pay for a product, service or to consider your firm superior than your competitor there must be a meaningful benefit or value for the consumer. By setting a desirable service, product, or design, consumer loyalty and trust can easily grow throughout the process. According to Kotler, marketing is defined as “the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of identified market and the profit potential” (Kotler and Keller 2012).



Figure 1. Kotler's model of the marketing process (Kotler & Armstrong, 2008).

Figure 1 above explains the steps to follow in order to successfully deliver an efficient marketing process. By understanding the customer, designing a marketing strategy, constructing an integrated marketing plan offering superior value than the competitor, satisfying the customer and capturing return value from customers the delivery will be efficient. The process model seems simple

but there must be a detailed approach to each step and focus on all the aspects within the model.

Successful companies have one thing in common: they are strongly customer focused and heavily committed to marketing. They motivate everyone in the organization to help build lasting customer relationships through superior customer value and satisfaction (Kotler & Armstrong, 2008).

The importance of today's marketing is highly focused on the customer and the delivery of superior value to therefore build a loyal and longer lasting relationship emphasizing the importance of meeting customer needs.

### 3.1.1 Customer Needs

Human needs are states of felt deprivation. They include basic physical needs for food, clothing, warmth, and safety; social needs for belonging and affection; and individual needs for knowledge and self-expression. These needs were not created by marketers; they are basic parts of human makeup. Wants are the form human needs take as they are shaped by culture and individual personality. When backed by buying power, wants become demands. Given their wants and resources, people demand products with benefits that add up to the most value and satisfaction (Kotler & Armstrong, 2008).

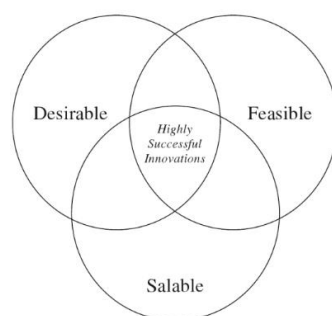


Figure 2. The innovation space Shane, Scott A (2008)

As suggested by figure 2 above, ideas, concepts and new products can be classified based on their location in the desirable-feasible-salable space. Thus highly successful innovations are desirable, feasible and salable (Shane, 2008).

In other words, the most successful innovations are those that are desirable, meaning that people want them and feasible meaning they can be realistically created and salable meaning that they can be effectively sold in the market.

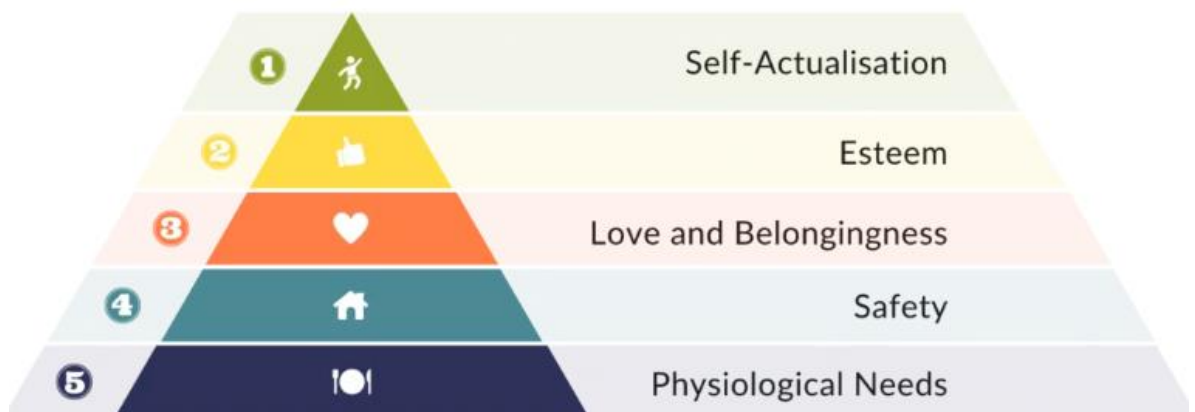


Figure 3. Maslow's Hierarchy of Needs McLeod, S. (2018)

Understanding customer needs is crucial for businesses. By aligning products and services with these needs, businesses can enhance satisfaction and drive positive purchasing actions, fostering customer loyalty.

### 3.1.2 Consumer behaviour

The use of social media platforms can be described as the new wave of information and communication technology. Social media innovations are tools that are used by the consumers to give out data as well as to receive the data. These innovations have made it possible for companies to be able to have a more intimate relationship with their consumers; there are currently over more than 300 hours of video uploaded on YouTube every hour and over 350 million

Facebook uploads daily. Through the innovation of social media, many bloggers “text based writers” and vloggers “video creators” are able to share their brand tips and secrets to their worldwide audiences (Chivandi, Olorunjuwon and Muchie, 2019).

According to Chaffey and Ellis-Chadwick (2019) from a micro-environment perspective, customers are important players in a company’s immediate trading environment, and analysis of their behaviours is central to understanding of the trading situation and, ultimately, digital planning. Customer behaviour analysis can be considered from two perspectives:

*Demand and gap analysis:* This involves understanding the potential and actual volume of visitors to an online presence and the extent to which prospects convert to tactical and strategic outcomes, e.g. lead generation and sales media (Chaffey & Ellis-Chadwick, 2019).

*Digital consumer behaviour.* Here a marketer wants to understand the needs, characteristics and digital experiences or behaviours of target customers. Based on this analysis, customer segments can be created that will be used to develop targeting approaches media (Chaffey & Ellis-Chadwick, 2019).

Clothing brand X aims to analyze customer behaviour by targeting similar profiles interested in the brand and product to therefore analyze the results. Through one project team member who has a big influence on Finland’s social media, the brand will be able to identify the profiles interested and eager to purchase the products. The target market for brand X will be based on the Finnish music industry as it is part of the marketing strategy.

Companies including Clothing brand X review consumer behaviour, needs and wants to therefore develop value propositions.

### 3.1.3 Value proposition

A company's value proposition is the set of benefits or values it promises to deliver to consumers to satisfy their needs. For example Red Bull energy drink, helps you fight mental and physical fatigue. Red Bull captures 70 percent of the market share in the energy drink area. These types of value propositions differentiate one brand from another. Companies must design strong value propositions that give them the greatest advantage in their target markets (Kotler & Armstrong, 2008).

According to Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A. and Papadakos T. (2015), in order to successfully approach value proposition, a company must identify specific tasks, problems or needs that the customers are trying to address. Understanding the challenges and frustrations customers currently experience in trying to fulfill their jobs is part of the value proposition. One must determine benefits, aspirations and outcomes that customers or potential customers are seeking in order to set the value proposition. Osterwalder also remarks the importance to specify the core offerings provided by the business in order to successfully fulfill customer needs. An important aspect of the service is to highlight any additional support or service to boost the value of the product being advertised (Osterwalder et al., 2015).

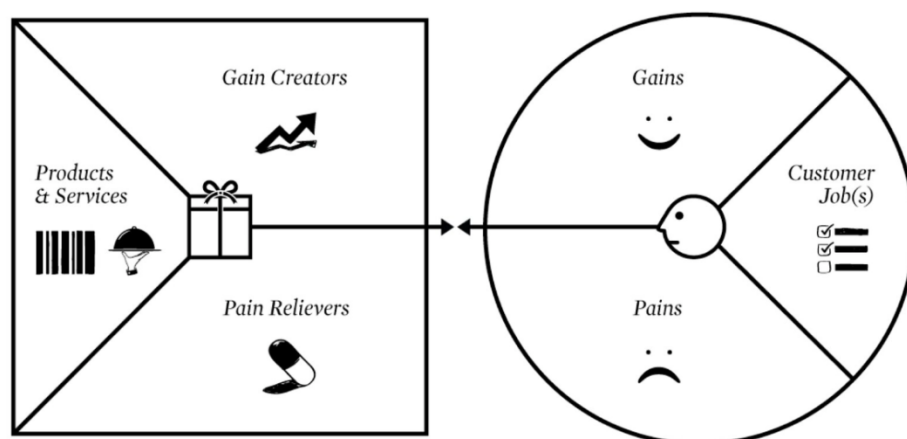


Figure 4. Value proposition canvas by Osterwalder et al. 2015

Figure above represents the value proposition canvas which helps to design, test, build, and manage customer value propositions. It shows the fit between what you offer and what the customer wants. It is a dynamic tool that guides businesses toward informed decision-making, customer-centricity, and successful market positioning. The left side of the figure represents the value proposition while the right side represents the customer profile. The value proposition provides the solutions to the problems involved with the customer profile (Digital Natives, 2020).

The value proposition is the core of the brand identity and positioning. In other words, it defines what the brand offers. In today's highly competitive market, customers are more likely to be attracted to goods or services with higher benefits and values. For this reason, companies need to focus on what they are offering to attract, fulfill, and maintain their customers. This is one reason why firms develop brands.

### 3.2 Branding

In today's highly competitive world, there is constant development in the branding field. Businesses are looking for newer options and ideas of how to brand and raise awareness through their branding strategies.

In business, the term brand refers to a concept, symbol, or idea that represents a company, its products, or its services. A corporate brand can embody a mission, promote an image, convey a message, or otherwise an organization through a defined set of characteristics. Branding is the process by which a company defines and develops a marketable identity. Corporate branding includes the concepts, messaging, and visual aesthetics that will support its identity, both internally and externally, in a strategic consistent way (Edsall, 2021).

Brand marketing is the strategic promotion of a company's products or services across marketing channels with the intention of establishing and increasing recognition. The goals of brand marketing are building awareness, reputation, and long-term loyalty (Edsall, 2021).

Brands are more than just names and symbols. They are a key element in the company's relationship with consumers. Brands represent consumers' perceptions and feelings about a product and its performance (Kotler & Armstrong, 2008).

### 3.2.1 Brand awareness

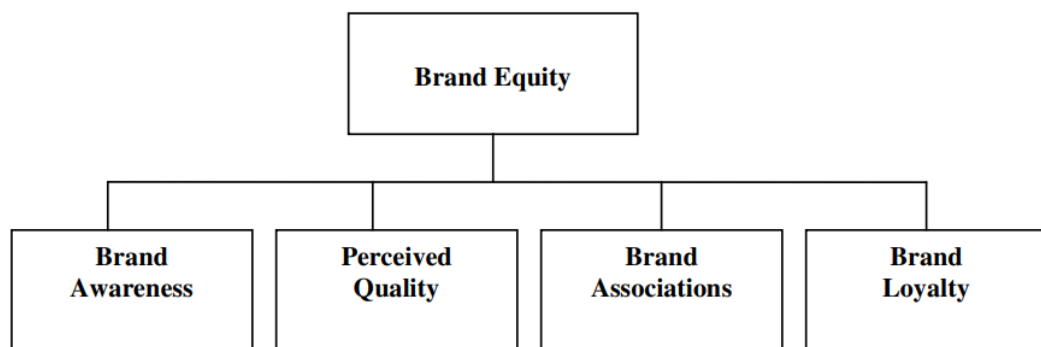


Figure 5. Components of brand equity (Aaker, 1996)

Brand awareness refers to the strength of a brand's presence in the consumer's mind and can provide a host of competitive advantages for the marketer. Brand awareness is an asset of brand equity. According to Aaker (1996) in order to create value to the brand, firms need to invest in developing the four combined assets; Brand awareness, perceived quality, brand associations and brand loyalty (Aaker, 1996).

Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand (Aaker, 1996).

**Brand recognition:** Is related to the consumers' ability to confirm prior exposure to that brand when given the brand a cue. It requires that consumers can correctly discriminate the brand as having been previously seen or heard.

**Brand recall:** Brand recall relates to consumers' aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant cue.

**Top-of-mind brand:** This is the brand name that first comes to mind when a consumer is presented with the name of a product classification.

**Dominant Brand:** The ultimate awareness level is brand name dominance, where in a recall task; most consumers can only provide the name of a single brand. Therefore the challenge facing the marketers is to build awareness and presence both economically and efficiently (Aaker, 1996).

According to Kotler and Keller (2012) the company's marketers must then move into the tactical marketing stage, to set the tools of the marketing mix that will support and deliver the product's positioning. The tools are known as the four P's:

**Product:** The market offering itself, specifically a tangible product, packaging, and a set of services that the buyer would acquire through the purchase.

**Price:** The price of the product along with other charges that are made for delivery, warranty, and so on.

**Place:** The arrangements to make the product readily available and accessible to the target market.

**Promotion:** The communication activities, such as advertising, sales promotion, direct mail and publicity to inform, persuade, or remind the target market about the product's availability and benefits (Kotler and Keller, 2012).



Clothing brand X must position the company's offering so that the target customers know the key benefits embodied in the offering. For example, Volvo has positioned its automobile as the world's safest car. It reinforces that positioning through its car design, tests, advertising and so on (Kotler and Keller, 2012).

In today's dynamic market, the AIDA model Attention, Interest, Desire and Action. Helps integrate brand awareness, engaging consumers through content to achieve attention, raise interest, create desire and drive actions ensuring visibility.

### 3.2.2 AIDA

AIDA (Awareness, Interest, Desire and Action) is a marketing strategy model that can identify every cognitive stage experienced by a person in the purchase process for a product or service. The first formal advertising model was probably AIDA (Attention --- Interest --- Desire --- Action), attributed to E. St. Elmo Lewis in 1898 (Strong 1925:, 76).

The AIDA Model attributed to E. St. Elmo Lewis in 1898 (Strong, 1925) describes a cognitive journey of a consumer that travels through four main stages. This model can be approached as a tool to encourage action by stimulating the purchase of a certain product or service. It is a good way for advertisers to create efficient promotional campaigns by conducting the consumer through four psychological stages, from unawareness to concrete acquisition.

To obtain the desired result, marketers have to use special measures in every of the four stages of the process. These steps have the purpose of mapping the cognitive route that a consumer gets through.



Figure 6. AIDA model (Strong, 1925)

Four stages to acquisition:

- a) Attract **attention** by promoting the product so that customers become aware of its existence. The purchase process begins from the moment when a consumer does not know about a particular brand or service. This first step in cognitive hierarchy focuses on ways to catch and retain the consumer attention (Ghirvu, 2013).
- b) Raise **interest**: Consumer interest appears when realizing there is a connection to a service or product attached to their knowledge (Ghirvu, 2013).
- c) Create **desire**: Desire is considered the actual aspiration to a particular product, service or brand (Ghirvu, 2013).
- d) Lead to **action**: Action represents the final step of consumers buying process. Taking action is making the following step in purchasing the selected product or service. In the action stage marketers, focuses on determining the consumer to finalize the entire cognitive process with an actual acquisition, with the concrete action of buying the product or service (Ghirvu, 2013).

Many potential customers can express interest and desire for a product or service but they do not reach the last step in the process which is buying. Marketers must understand the reasons which are causing the consumer not to purchase and finalize with the four stages.

Social media platforms play a big role in capturing attention, gathering interest, creating desire throughout visual content and boosting action such as shares or purchases. When applying the AIDA model in social media, the marketer can better understand the consumer behavior as first, social media has become very popular and proven to be effective as a marketing tool. Second, social media marketing has been proven to be very cost effective and third, social media marketing can improve customer and brand equity (Hassan, Nadzim and Shiratuddin, 2015).

As noted earlier social media marketing will play an important part in the growth of brand X as social media itself is part of digital marketing. The AIDA model is integrated into digital marketing, guiding the customer journey online by following the four main factors.

### 3.3 Digital marketing

Digital media and technology are no longer new. It is now more than 25 years since Sir Tim Berners Lee created the World Wide Web. Yet, over this time they have seen huge developments in digital media and marketing technology to provide new ways for businesses to communicate across their customer lifecycle (Chaffey & Ellis-Chadwick, 2019).

According to Chaffey and Ellis-Chadwick (2019) digital marketing can be defined as achieving marketing objectives through applying digital media, data and technology.

Digital marketing focuses on managing different forms of online company presence, such as company websites, mobile apps and social media company pages, integrated with online communications techniques including search

engine marketing, social media marketing, online advertising and email marketing lifecycle (Chaffey & Ellis-Chadwick, 2019).

In order to develop a strategy to reach out to an audience, Clothing brand X wants to deliver the results throughout owned media and paid media to create awareness and growth.

Paid media are bought media where there is investment to pay for visitors, reach or conversions through search, display ad networks or affiliate marketing while owned media is the media is owned by the brand. Online this includes a company's own website, blogs, email list, mobile apps or their social presence in social media (Chaffey & Ellis-Chadwick, 2019).

While digital marketing uses online channels to promote products or services, social media marketing focuses on using social platforms for promotion, engagement and brand building.

### 3.3.1 Social media marketing

Social media is an important category of digital marketing that involves encouraging customer communications on a company's own site, or social presence such as Facebook or Twitter or in specialist publisher sites, blogs and forums. To take advantage of the benefits of social media it is important to start and participate in customer conversations. These can be related to products, promotions or customer service and are aimed at learning more about customers and providing support, thus improving the way a company is perceived (Chaffey & Ellis-Chadwick, 2019).

Clothing brand X's marketing strategy has to be simple, attractive and desirable. The two main channels for promotion are Instagram and TikTok because of the age range. In order to run a campaign online, one must have a clear goal and purpose behind it. The aim is to create awareness, find people who are interested with the concept and product to therefore follow the journey

throughout social media before purchasing. Instagram is the main channel the brand wants to work with because of the display and the style Instagram offers. The brand will create an awareness campaign on Instagram and potentially in TikTok to increase awareness.

An awareness campaign is an ad campaign that aims to educate customers on the existence of a brand or product. It is a strategic approach used to raise visibility and attention for a cause or brand. Awareness campaigns can be used to:

- Reach people who share the organization's beliefs and values
- Educate potential customers
- Generate new contacts and support

New products are important for the success of a firm but their introduction is risky since a lot of new products fail on the market (Cooper. and Kleinschmidt, 1987). To become successful on the market, fast presence diffusion is necessary. Therefore, it is essential that potential consumers become aware of the new product. Subsequently, early adopters of new products may then speak favourably about their experiences and recommend the product to others (Füller, 2013). By implementing social media campaigns, firms often use existing social networking websites (e.g., Facebook) to quickly spread the new product information and to benefit from the large number of potential customers they are able to reach this way.

In order to set up a marketing strategy the SOSTAC framework gives a better understanding of the situation and process. The SOSTAC framework stands for (situational analysis, objectives, strategy, tactics, actions and control.) According to Chaffey and Smith (2012) it is important to ask the following questions:

**Where is brand X now? Where does brand X want to be? How to get there?**

**How exactly to get there? The details of tactics, who does what and when:**

**How to monitor performance?**

The SOSTAC framework begins with a situation analysis of the business unit. From this initial stage will be identified problems in the business unit by using SWOT analysis. At its best, SWOT analysis is a process by which a group of stakeholders identify internal and external inhibitors and enhancers of performance, analyse those factors based on estimates of their contributions to net value and approximations of their controllability, and decide what future action to take with regard to those factors (Leigh, 2009).

Nowadays there are hundreds of social media platforms but for this particular brand the best options are Instagram and TikTok because of the user's age.

### 3.3.2 TikTok and Instagram

TikTok is currently one of the most popular social media platforms worldwide with over 1.7 billion users as of 2023. This short video-sharing tool gained massive popularity in 2020 peaking at approximately 313.5 million downloads during the first quarter.

According to GilPress (2023) an Average TikTok user spends more than 1.5 hours each day on TikTok. Nearly half of Gen Z's generation which are between 12 and 27 year olds are utilizing TikTok and Instagram for search purposes instead of using Google search engines. More than 1 billion videos are being viewed on TikTok every day and the majority of TikTok users fall under the age of 18 to 24.

According to Zote (2024) Meta, the owner of Facebook, WhatsApp and Instagram sees the highest usage among people aged between 18 and 34.

People within these age groups make up over 60% of Instagram's user base. As such, the platform is ideal if your target audience consists of young adults.

Instagram can be used as a marketing tool to develop a brand presence in the most exclusive possible way. Instagram users like being inspired, entertained, and connect with businesses and other users. Most significantly, Instagram's visual nature allows firms to reach a broad number of customers and provide interactions between users.

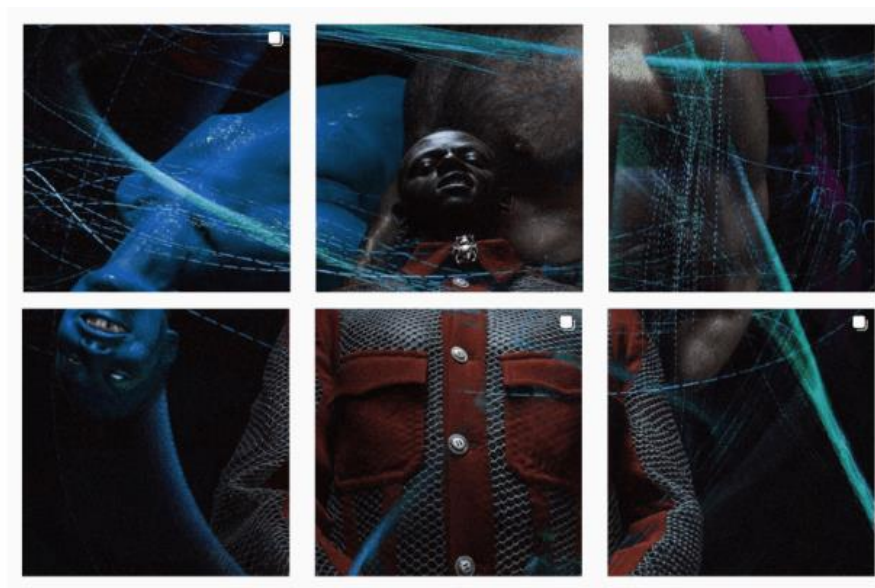


Figure 7. The importance of visuals in social media. HQ, H (2021)

Figure 7 is an example of a set of posts on Instagram. It provides a better view of what type of posts and impressions someone can create on social media. Depending on the aimed audience, the visual side of social media can be adjusted in order to impress the viewer whenever they interact with the content.

In order to analyse the data gathered from the interactions in social media, there are different key metrics and tools to better understand the output of the posts.

### 3.3.3 Key social media metrics

According to Mangold and Faulds (2009), cited by Berg, L., Sterner, L. (2015), social media enables firms to communicate with their customers and also allows customers to communicate with each other.

Marketers use metrics to examine and compare results that are aligned to certain goals. Using metrics, a marketer can measure the performance of a marketing strategy. Without using metrics, it is challenging for marketers to evaluate the effectiveness of their marketing campaigns.

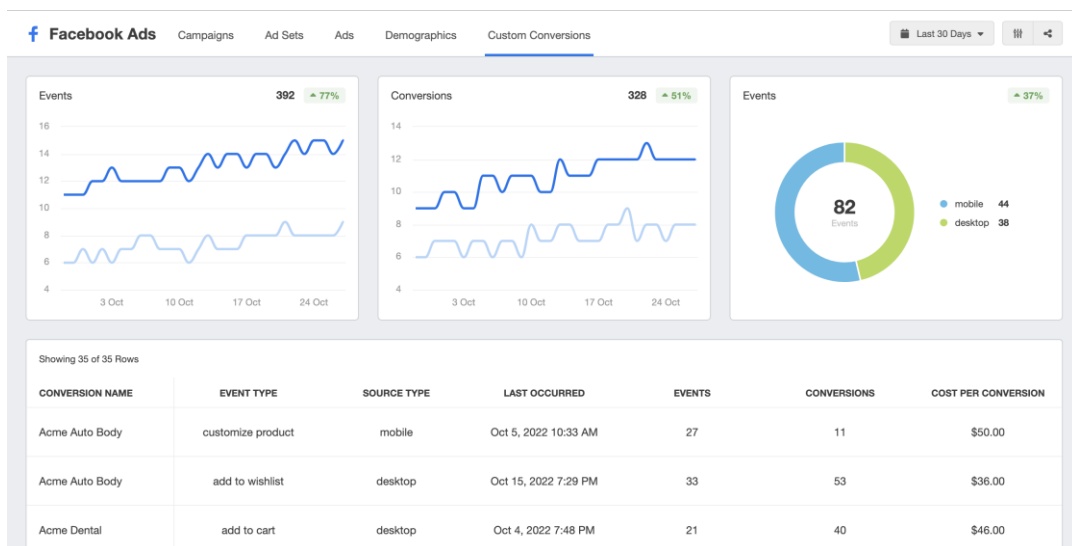


Figure 8. Facebook ads manager (Sinclair-Brooks, 2022)

Figure 8 gives a clear picture of how Meta ads manager brings information to its users. As shown, there are different indicators providing data from the different ads and posts.

Depending on the purpose, there are different metrics to consider. The author explains the most common key metrics used which are also taken into consideration during this project.



According to Leonard, (2018) reach is a key metric that tells you how many people viewed your content. It's an overall eye on the post metric. When taken as an average among a series of posts, you get to see what your target audience looks like. When looking at reach, you want to understand how many viewers are followers versus non-followers. Reaching a high percentage of non-followers helps you expand your targets and get in front of more people. It also helps you build more followers as people may decide to follow you after seeing your posts.

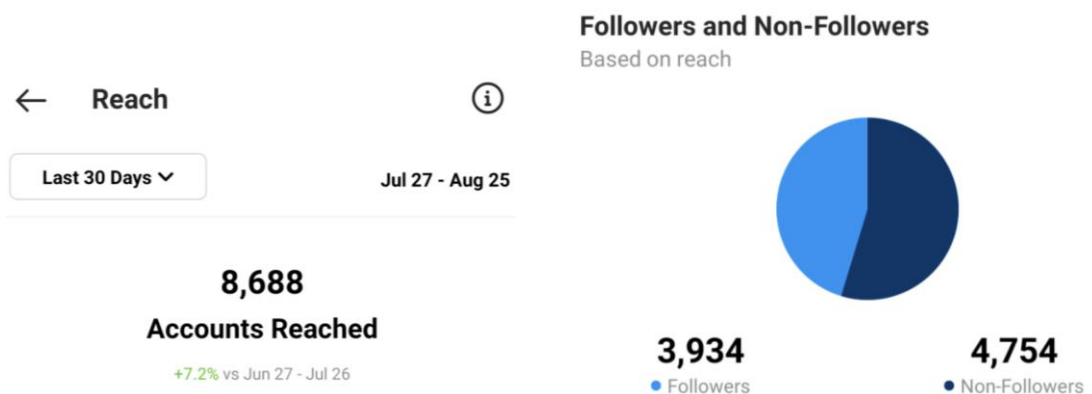


Figure 9. Impressions vs Reach on Instagram (Thiefels, 2021)

Figure 9 shows the reach content within the Instagram app. It is useful to follow and keep track of the amount of reached accounts with the detailed amount of followers and non-followers who have seen the post.

Where reach describes the number of people who saw the post, impressions describe how many times the post was seen. Marketers recommend taking a deep dive into posts that get viewed multiple times to understand why the post has so much traction. It can be a good learning tool to help you continue to build effective content (Leonard, 2018).

According to Leonard, (2018) Cost per Thousand Impressions (CPM) is the metric that focuses on the views the posts get and doesn't worry about action. This metric is useful for doing a branding campaign with the aim to attract as many viewers as possible.

Another social media key metric is the engagement rate. Engagement is when a viewer does something with your post. They can comment on it, like it or share it. Engagement rate is the percentage of engagements with your posts per your audience. Defining your audience can be tricky since not all followers will see your post and even non-subscribers can engage with you. Most often, it is measured as a percentage of your followers (Leonard, 2018).

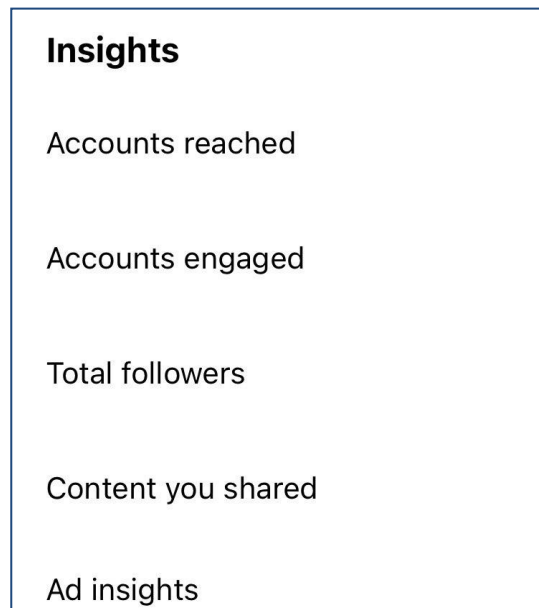


Figure 10. Instagram insights panel (Author, 2024)

As figure 10 shows, the Instagram insight panel provides different data collections. If an ad has been placed, it can be analysed by clicking “ad insights”.

Marketers need awareness in order to get as many people to see their brand or products. These results can be then measured with the provided social media metrics depending on what the purpose and goals of the marketing campaign.

## 4. Clothing Brand X

After understanding the basics of the marketing strategy and the literature review, the author feels the need to briefly explain what this clothing brand represents and offers.

Clothing brand X is an existing clothing brand that the author has been working on for a couple of years. The brand itself represents a concept where the brand encourages people to work hard and focus on their own thing whether it is a small project, idea, or anything in particular which gives them energy to go forward. The brand plans on selling good quality t-shirts with a big logo in front, and hoodies, and their main product is a wind-waterproof jacket and pants set. This brand is kept exclusive and there will not be a full time online store open so the only way to get a product will be by purchasing whenever the store is open for one or two days every now and then.

The author sees there is high competition in the clothing industry right now, even though he sees there is an opportunity to successfully penetrate the national market as nobody has not really done something like this representing a smaller city in Finland while also having a well-known artist involved who can help create valuable reputation and set a high standard for the brand.

The brand has been present for a few months and there are already some national artists, friends, and others wearing some clothes to help gain some recognition before it is officially online. By doing so, there is already a feeling and desire so that when it is official people can relate and attach what they have seen to the actual brand. The author did not want to reveal the original brand's name as nothing has been launched.

The brand offers top quality clothes with the simple logo design on it. It is simple and attractive and there is no real answer yet to why should you buy it. The author believes that people either likes it or they do not like it, however the hype behind this brand is what will make this brand what it is.

## 5. Research Methodology

Before explaining the research findings, the research methodology used in the thesis is presented and examined.

The term “research” comprises strategic basic research, experimental development, and applied research. Applied research is primarily done to gain new knowledge that responds towards a particular and practical research topic which encompasses three stages: define a question, gather information for the question, and form an answer. Researchers could use either a quantitative or qualitative research method, or a combination of both, depending on the nature of the study (Creswell, 2012).

Exploratory research is when a topic is explored, in other words when a case has been already studied by other researchers and therefore one could apply its own theory or hypothesis. Descriptive research comes to play when the topic is being described and it leverages the data to describe interest. Causal research is applied when there is a need to explain “*how or why*” and the main focus is on its cause and effect Economics with Dr. A, (2022).

According to Pritha (2021), quantitative research is the process of collecting and analysing numerical data. The conclusions of the research are then presented using statistical analysis. The qualitative research approach, on the other hand, concentrates on collecting and interpreting non-numerical data such as photos, text, and audio. To choose an effective research methodology, different elements should be clarified: research purpose, the characteristics of the topic, and the research questions (Nikolaos & Yannis, 2018).

This thesis is based on exploratory data as the literature review is part of exploratory research and it is also descriptive as it describes and analysis the data gathered.

The research question including the case states as follows:

*How can clothing brand X leverage social media to increase awareness and drive growth?*

As the author is part of Clothing brand X, a big amount of knowledge and information regarding the process has already been gathered before starting the thesis. The results are conducted with the help of the literature review and by the author's own approach on how he wants to do things in social media in order to successfully answer the stated question.

## 5.1 Primary vs Secondary Research

In research, there are different methods used to gather information, all of which fall into two categories, i.e. primary and secondary data (Douglas, 2015). As the name suggests, primary data is one which is collected for the first time by the researcher while secondary data is the data already collected or produced by others. The most important difference is that primary data is factual and original whereas secondary data is just the analysis and interpretation of the second primary data. While primary data is collected with an aim for getting solution to the problem at hand, secondary data is collected for other purposes. The fundamental differences between primary and secondary data are; the term primary data refers to the data originated by the researcher for the first time while secondary data is the already existing data collected by the investigator agencies and organisations earlier. Primary data is a real-time data whereas secondary data is one which relates to the past. Primary data is collected for addressing the problem at hand while secondary data is collected for purposes other than the problem at hand. Primary data collection is a very involved process. On the other hand, secondary data collection process is rapid and easy. Primary data sources includes surveys, observations, experiments, questionnaire, personal interview etc. on the other contrary, secondary data collection sources are government publications, websites, books, journal articles, internal records and so on.

As explained in the research methodology section, quantitative research is the process of collecting and analysing numerical data. The conclusions of the research are then presented using statistical analysis. The qualitative research approach, on the other hand, concentrates on collecting and interpreting non-numerical data such as photos, text, and audio. The thesis statement is to effectively increase awareness throughout social media meaning that the results will be given in numbers. Therefore the results are supported by quantitative research methods.

The author has chosen this method for two key reasons. Firstly, the case company is active on Instagram, which provides the author with a cost-effective way to study its social networks with a wide potential audience reach and secondly, the advantages of quantitative methods that match the research's objectives make it an appropriate choice to prove the effectiveness of social media in the rise of awareness for Clothing Brand X. Quantitative measurement refers to the analysis of the numerical data that you can collect from your social media platforms, such as the reach, impressions, clicks, conversions, and ROI of your campaigns. This research focuses on creating awareness where reach and impressions are the used social media metrics to track the results of the campaign.

## 5.2 Data collection and analysis

Once the quantitative data is collected the next step is to analyse the findings within the data. The data collection is based on an audience between 18-30 years old Finns. The brand identifies that the designs and the brand itself are suitable for 18-30 year olds as they most likely can afford to pay for the product and the brand suits their age frame.

According to Fleetwood (2018) judgmental sampling method is when researchers select the samples based purely on the researcher's knowledge and credibility. In other words, researchers choose only those people who they deem fit to participate in the research study. Another sampling method is quota

sampling method where the researcher will need only a sample, not the entire population. Further, the researcher is interested in particular strata within the population.

According to Fleetwood (2018) snowball sampling helps researchers find a sample when they are difficult to locate. Researchers use this technique when the sample size is small and not easily available. This sampling system works like the referral program. Once the researchers find suitable subjects, he asks them for assistance to seek similar subjects to form a considerably good size sample. Convenience sampling technique is when samples are selected from the population only because they are conveniently available to the researcher. Researchers choose these samples just because they are easy to recruit, and the researcher did not consider selecting a sample that represents the entire population. Convenience sampling technique is applied in this research as the author is the person running the social media for Clothing brand X and conducts the ads and awareness campaign.

For this research, both primary and secondary data are used to gather comprehensive information to achieve the research objectives. Secondary data is used to explore theories and prior discoveries in the field of social media marketing. Textbooks, e-books, academic journals, thesis, publications, and other Internet sites are the primary sources used for this purpose. In contrast, the primary method for this research is quantitative, as the collected data is numerical.

Empirical findings are collected from the social media accounts of Clothing brand X, between May 2024 and July 2024. As the research is focused on increasing awareness, the campaign can be as short or long as it is convenient. Having one to two months for quantitative data collection is enough to see the awareness results. During the research process, the author will also be responsible for the company's social media implementation and evaluation as the platform is popular among the brand target age. To obtain empirical results, analytical tools will be utilized such as Instagram Insights.

The best way of answering the thesis question is by implementing and running an awareness campaign to therefore see the reach potential and analyse its output. The idea is to focus on running the campaign only on Instagram as the author sees most potential for the certain brand and campaign on this specific platform. TikTok is the other key platform to run the campaign, but it will be implemented in the near future whenever the first campaign is carried out.

### 5.3 Reliability and validity

Reliability and validity are ways of demonstrating and communicating the rigour of research processes and the trustworthiness of research findings. If research is to be helpful, it should avoid misleading those who use it (Roberts and Priest, 2006).

Researchers conduct studies to obtain data that supports their understanding of a particular topic. Measurements are taken to increase the accuracy of the findings (Gass and Mackey, 2005).

In order to obtain accurate results, the author use authorized analytical tools such as Instagram Insights to provide real-time data. The author uses both primary and secondary data to ensure the reliability of our research. Secondary data is collected from authorized sources such as books, websites, academic articles, dissertations, and other official publications. On the other hand, primary data is collected from Clothing brand X's social accounts, which includes statistical information. The quality of a study is established by evaluating its design through reliability and validity methods. These methods indicate how the variables are tested and measured in order to prove the effectiveness of social media to see the maximum amount of awareness.



## 6. RESULTS

In order to prove how to effectively increase awareness for Clothing brand X, the process information is pointed in the results section.

### 6.1 SOSTAC and Brand X's plan

As explained in the literature review the SOSTAC stands for (situational analysis, objectives, strategy, tactics, actions and control.) The author applies this framework in order to set a clear statement and provide detailed information regarding the brand and its way to proceed. In order to cover the SOSTAC model, the following questions are answered:

*Where is Clothing brand X now?* Clothing brand X has a presence on Instagram and TikTok but there isn't any content posted yet. There are connections to artists and influencers who potentially would bring visibility and trust.

*Where does brand X want to be?* The brand wants to achieve visibility throughout both social media channels by posting and sharing content regarding the products, aims to have 500-1000 followers within the first month and aims to have revenue of 150+ pieces.

*How to get there?* Clothing brand X wants to achieve an exclusive brand positioning by delivering the brand's value propositions to the potential customers via Instagram and TikTok.

*How exactly to get there?* The company wants to get there by having a constant online presence, making content, featuring artists and by offering exclusive clothes.

*The details of tactics, who does what and when:* The brand consists of three individuals with detailed responsibilities. The team consists of one artist who has a big influence in the Finnish music industry, one back-end specialist and

the author also the founder which focus is to keep everything on track, create designs and focus on new opportunities.

*How to monitor performance?* Clothing brand X will monitor performance using KPI's such as reach and other KPI's such as interactions and engagement rate as the brand's purpose is to achieve interactions between the brand and the audience. By analyzing the interaction, engagement and reach rates the brand can modify and adjust its content in social media in order to successfully grow and attract new viewers. The main purpose of this research is to get awareness, and these are the three main KPI's used to see the results.

The brand positions itself as a strong new-coming brand with a strong text logo being different from others. The brand offers top quality clothes with a unique logo design differentiating from other competitors. Clothing Brand X also provides exclusivity by limiting their sales. Nowadays, there are new brands coming everyday which makes it harder to differentiate. There are strong factors such as having an influential person working with the project who can potentially bring awareness. On the weaknesses and threats side, the high level of competition makes it tough and difficult. However there are good opportunities as this whole brand comes from a smaller town in Finland and being able to represent it could gather people from around the area easily as they could feel an attachment to it.

The main focus of the brand's strategy is creating awareness throughout TikTok and Instagram to encourage people to visit the brand's Instagram page. The purpose of promoting and guiding the interested people to the Instagram page is simple. The Instagram page works as a landing page for people to engage with the content and to see the product before it is on the market.

According to Queue-it (2022), a product drop strategy involves regularly creating and selling limited-edition items. These limited-edition products are "dropped" meaning they are released at a particular time, in limited quantities, and (for the most part) are not released again.

Also by having a giveaway post where the brand raffles free t-shirts and free festival tickets would increase awareness. The giveaway takes place on Instagram and TikTok where people can win a t-shirt or festival tickets by following the brand's Instagram profile, tagging three friends in the comments, and commenting on their size in the comments. This giveaway was placed on Instagram and the brand reached 300+ followers with the help of the giveaway.



Figure 11. Clothing brand X's Instagram reach (Author, 2024)

Figure 11 provides the reach amount in Instagram. As shown, by implementing the giveaway, the ad and other relevant content the total amount of accounts reached are 19340 users leaving a total of 54539 impressions.

Another tactic developed throughout the process was the idea to organize a launch party featuring top tier artists from Finland, a guest artist and many other surprises. The price is adjusted so that the brand will not make a profit and its main and only purpose is to increase awareness and loyalty within the community.

The author placed an Instagram ad promoting the launch party event in order to achieve the most views and awareness possible.

As explained in the literature review, AIDA (Awareness, Interest, Desire and Action) is a marketing strategy model that can identify every cognitive stage experienced by a person in the purchase process for a product or service. By using this model, Clothing brand X is able to create awareness on social media, potential interest which can convert into interest and desire. The author is aware of how to implement the AIDA model.

Clothing brand X has about 30 people already wearing the clothes and are truly loyal to the brand. This is also translated into free marketing as they are often wearing the brand's clothes. On top of that, the brand is giving t-shirts and hoodies to influencers and other artists increasing credibility and awareness. The idea is to create desire and interest by limiting these products, advertising them, creating awareness but not having them for sell. The brand focuses on creating awareness and having a strong presence before the online store is opened so that there is hype behind the drop.

## 6.2 Demographics and reach

Clothing brand X's main target market is the Finnish market. As mentioned before, the starting point of the brand is strong and being able to advertise throughout artists and influencers improves the awareness and reach rate in the national market.

The target audience is wide, targeting 10-35 year old people who like the design, the concept and want to represent the brand. The brand mainly targets bigger cities in Finland such as Helsinki, Turku, Tampere, Oulu, Porvoo, Jyväskylä, Lahti, Kuopio and others.

## Reached audience ⓘ

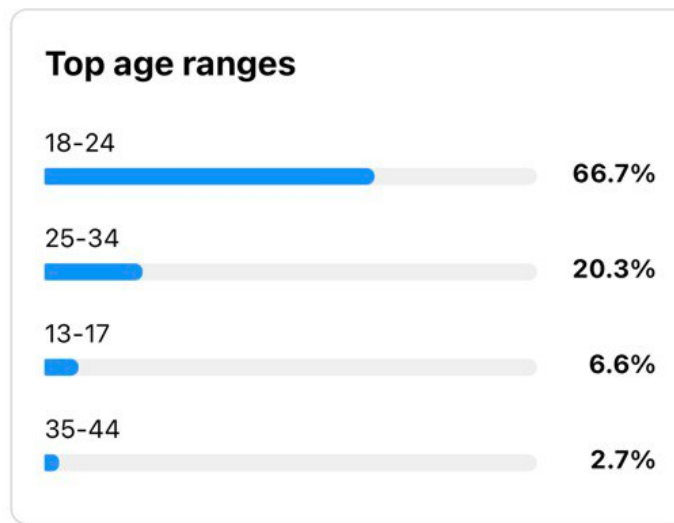


Figure 12. Top reached audience by age ranges in Instagram (Author, 2024)

Figure 12 is a screenshot of the Brand's reached audience in Instagram. As seen, the most reached audience is 18-24 year olds with a 66.7%, followed by 25-34 year old with a 20.3%, 13-17 year old with 6.6% and the last 2.7% is covered by 35-4 year olds.

The Brand's aim is to raise the 13-17 year olds rate even though according to Statista (2022) at least 82% of shoppers worldwide are in the ages between 26 and 35 years old. In other words, the brands top age ranges are aligned with the data confirming which age ranges are most likely to buy online. However, the idea is to have all sort of ages representing the brand from 10 to 35 years old.

## Reached audience ⓘ

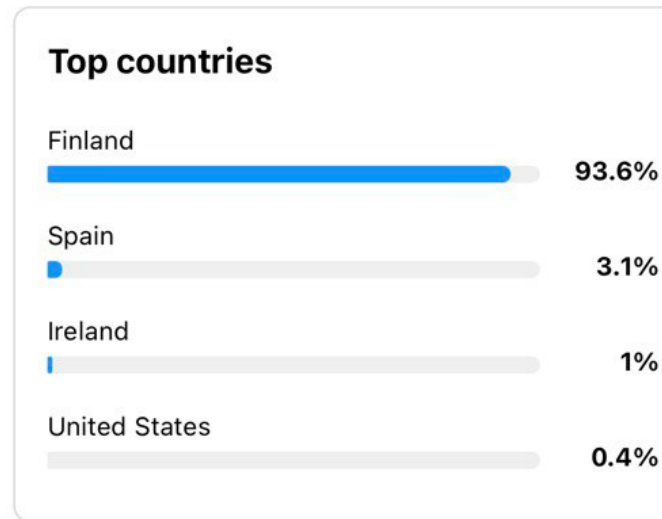


Figure 13. Top reached audience by countries in Instagram (Author, 2024)

Figure 13 provides a clear idea of the reached audience by countries. As shown, Finland has a total of 93.6% followed by Spain with a 3.1%, Ireland with 1% and the United States with a 0.4%. This insight gives a clear picture of where the brand has its biggest presence at this moment in time.

Clothing brand X keeps in mind having expanding their audience outside of Finland at some point, however this idea will come later in the project as the main goal is to build the basics in Finland.

As explained earlier, the strategy consists of different pieces put together. The giveaway post on Instagram brought a big amount of followers and over 19000 reached accounts. By organizing a launch party featuring top tier national artists, the brand is able to gain recognition and online presence. As mentioned, influencers and artist who are already wearing the brand's clothes give a credible look and represent the brand to new audiences. The brand placed and awareness ad on Instagram to get as many people as possible to see. The whole idea with artists and influencers is to make the products be seen, to create confusion and to attract interested people throughout social media. Clothing brand X is constantly working on new content such as videos and

pictures to publish on Instagram and TikTok and create desire. Throughout Instagram, the author contacted with a big international artist who already wears the brand's clothes. Creativity is fundamental and must be used and applied in social media. One must follow trends and keep constantly developing new content in order to stay in the game.

## **7. Document accessibility**

### **Conclusion**

After analyzing the theory and conducting research by studying case brands and their strategies, the researcher is now able to answer the main question of the thesis: "How can clothing brand X leverage social media to increase awareness and drive growth?"

To create awareness on social media, it is important to get the viewers' attention and interest and create desire. By having famous people representing the brand, the desire can be achieved. Limiting accessibility is also crucial. The fact that a big artist is wearing the brands clothes, creates a value proposition already, which is that the brand is limited to a certain type of people. The way Clothing Brand X brands themselves is by having the same color, font and style presence in social media. This branding technique provides the viewer with a clear and attachable connection to the brand and its physical presence.

In today's world, clothes have greater significance than ever before as they are used for self-actualization and expressing individuality. Clothing forms the central part of a fashion brand and marketing methods help promote the product. However, the product needs to be attractive and match the consumer's preferences. Consumer behavior plays a vital role in building a fashion brand. Identifying and targeting the right audience is important. The brand's methods, tactics, and image should be built according to the preferences of its

consumers. It is also significant to target the segment that has the ability to spend money.

Building brand awareness is essential for a fashion brand. A fashion brand should have a personality and be desirable or rare. Collaborations with other brands widen the customer base, and a fashion brand can increase its awareness. Following these techniques for establishing and building brand awareness, a brand will find a loyal audience that recognizes the brand among competitors, chooses the brand's products, and recommends them to friends and family. Social media marketing is essential while establishing a fashion brand.



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*Figure 10.* (Author, 2024) *Instagram insights panel*

*Figure 11.* (Author, 2024) *Clothing brand X's Instagram reach*

*Figure 12.* (Author, 2024) *Top reached audience by age ranges in Instagram*

*Figure 13.* (Author, 2024) *Top reached audience by countries in Instagram*