



MSc Digital Marketing

School of Business and Management
Royal Holloway, University of London

MN5612 Digital Marketing Strategy 100%

CANDIDATE NUMBERS:

2410487, 2402644, 240961, 2405604, 2400095

Group Name - Titans

14 February 2024

Declaration of Authenticity

We acknowledge that this assignment is entirely our own work and has not been submitted previously for another course or programme at RHUL or any other institution. We affirm that, to the best of our knowledge, we have identified all our sources and that no part of our assignment contains any unacknowledged material.

Signed: 2410487, 2402644, 240961, 2405604,2400095

Date: 14 February, 2024

Brand Overview:

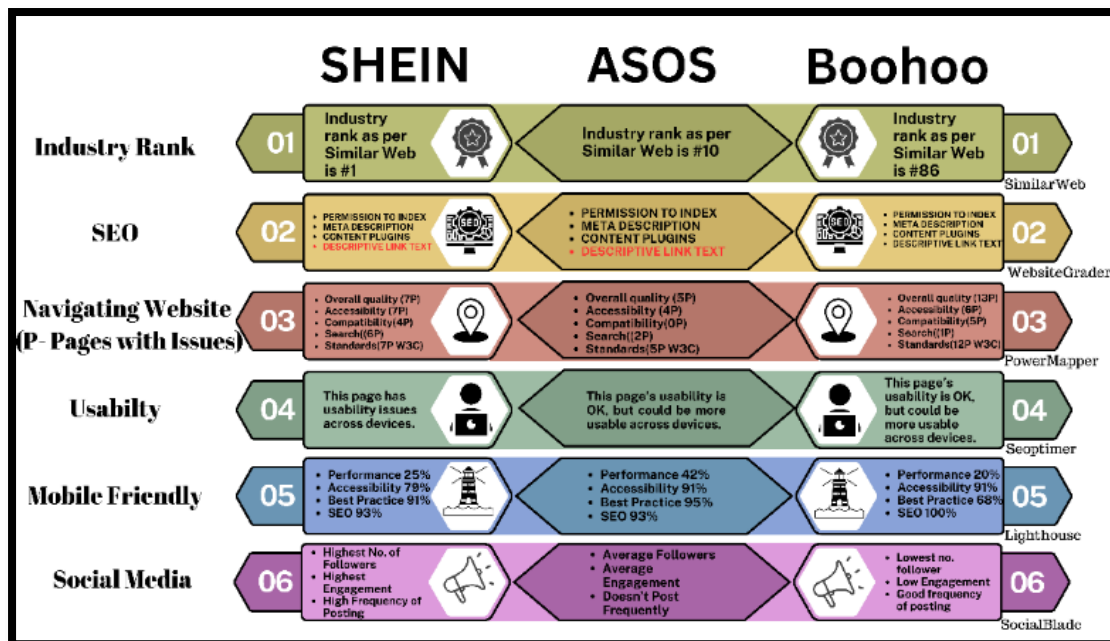
"As Seen On Screen," or ASOS, a well-known online store of beauty and fashion accessories catering mostly to young adults, was established in the year 2000 by Quentin Griffiths and Nick Robertson. It has developed into an enormous player in the e-commerce fashion industry over the years, offering goods from more than 850 third-party brands in addition to its own branded line.

The values of ASOS revolves around making its customers feel empowered and have the ability to express who they are via their wardrobe. Embracing inclusion and diversity, the brand offers a wide range of sizes, styles, and price ranges to suit various interests and budgets. Generation Z and millennial customers are drawn to the brand because they value accessibility, usability, and uniqueness in their wardrobe choices. Men's and women's clothing, accessories, shoes, beauty, and lifestyle products are all available at ASOS in a huge assortment.

From statement pieces to everyday essentials, ASOS has a vast selection of goods to fit a variety of lifestyles and occasions. Current trends are reflected in its collection. With its unique combination of house designs and well-selected items from luxury labels, ASOS continues to shape the direction of online fashion sales.

Market Analysis:

Figure 1 Competitor Analysis



SWOT Analysis of Competitors:

Figure 2 SWOT Analysis - Strength

“STRENGTH”				
ASOS	VS	Boohoo	VS	Shein
<ul style="list-style-type: none">• It has its business spread in close to 200 countries.• The annual revenue of the brand is more than \$3 billion.• It connects and actively engages with its customers through social media platforms including Twitter, Facebook, Instagram, YouTube, etc.		<ul style="list-style-type: none">• Boohoo Group has seen a significant expansion in its market share after the acquisition of both 'PrettyLittleThing' and 'Nasty Gal' which has led to a greater share in the market and a broader customer base.• Boohoo Group is not responsible for any actual stores, this provides them with the flexibility to experiment with new items and to scale up and scale down based on the demand conditions in the market.• Boohoo Group has built up a reliable reputation when it comes to the distribution of its products and now has a proven successful shipping model that can reach its customer base.		<ul style="list-style-type: none">• Shipping to over 220 countries and regions, the brand has established a widespread international customer base and adapts marketing strategies to local cultures and preferences to penetrate diverse markets effectively.• Uses data analytics to glean insights into customer preferences, enhancing its product offering and marketing. Leverages data to create targeted marketing campaigns and personalized shopping experiences.• Shein is Technology Integrated it has a dedicated app that ensures customers can shop conveniently using mobile devices. Technological innovations, like virtual try-on features, enhance the online shopping experience.

Figure 3 SWOT Analysis - Weakness

“WEAKNESSES”				
ASOS	VS	Boohoo	VS	Shein
<ul style="list-style-type: none">Immense competition from global retail players and e-commerce platforms means limited market share.The brand is largely dependent on a few countries for its revenue.		<ul style="list-style-type: none">Boohoo Group are expanding rapidly given the scale of expansion and different geographies the company is planning to expand into, it is vital Boohoo Group invest a significant amount of money in technology to integrate the processes across the board.For any online retail company there is always a weakness there in getting to grips with e-commerce and the laws entailed with it as they are constantly updating and tightening, for example the introduction of GDPR regulations. Boohoo Group need to be constantly aware of customer rights.		<ul style="list-style-type: none">Concerns about working conditions and sustainability practices in production facilities. Limited transparency regarding manufacturing processes and sourcing of materials.Accusations regarding copying designs from high-end brands and independent designers. Potential legal battles and image issues stemming from design duplication allegations.

Figure 4 SWOT Analysis - Opportunities

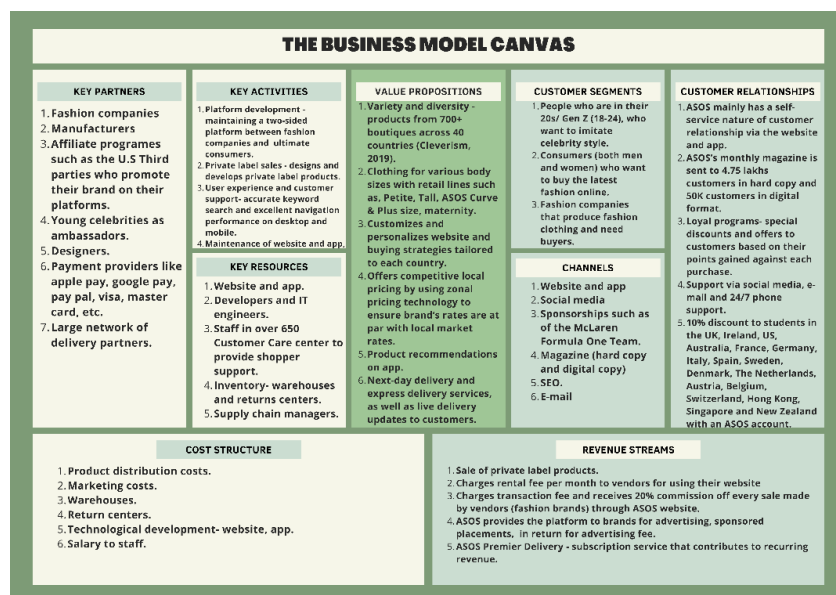
“OPPORTUNITIES”				
ASOS	VS	Boohoo	VS	Shein
<ul style="list-style-type: none">• Consumers are willing to spend more money on unique products is an opportunity to grow for ASOS.• Globalization is expanding the reach of retailers, as they can connect with consumers across the globe and grow their businesses.• Increasing mobile penetration helps people to make more purchases from mobile platforms.		<ul style="list-style-type: none">• With Boohoo Groups recent expansion into the global markets through acquisitions, this brings opportunities to reach out to countries of different styles thus an opportunity for new products to be introduced.• New trends in the consumer behaviour open up opportunities to companies in the fashion industry to introduce new products and expand their clothing ranges. Diversification of products is essential for companies to remain current and on trend.• There is also a significant potential for an increase in use of mobile sites of Boohoo.com and PrettyLittleThing.com. With the ongoing expansion of smartphone ownership into international markets, more and more customers are using their smartphones to shop online. According to a report by Deloitte, nearly every developed country boasts smartphone penetration rates of 80%, this could result in further expansion to global markets.		<ul style="list-style-type: none">• implementing AR for virtual try-ons, improving the online shopping experience, and utilizing AI to personalize shopping experiences and recommend products based on user behaviour.• Developing private label brands that offer exclusive designs and collections. It is introducing premium ranges that cater to high-end consumers looking for luxury at a lower price point.• Developing a customer loyalty program offering discounts, early access, or exclusive deals and create a membership plan with additional benefits like expedited shipping or exclusive sales.

Figure 5 SWOT Analysis - Threats

“THREATS”				
ASOS	VS	Boohoo	VS	Shein
<ul style="list-style-type: none">• Larger retailers existing in both digital and physical domain may have more brand recognition than ASOS, as they gain consumers through foot traffic as well as their online platform.• Uncertain economic conditions, fluctuating currency values etc. can lead to loss of business.• The company needs to be wary of loss of confidential customer data.		<ul style="list-style-type: none">• Economic factors now such as 'Brexit', the US/China trade war and the 2019 Italian budget are causing volatility and uncertainty for investors in the market at the moment.• As Boohoo Group is operating in several countries it is exposed to currency fluctuations, particularly given the volatile political climate as mentioned above in the markets across the world.• New environmental regulations being enforced in recent years (e.g. The Paris Agreement 2016) could be a threat to certain existing product categories.		<ul style="list-style-type: none">• Shein operates in the intensely competitive online fashion retail space, with numerous global and local brands. Frequent discounts and sales by competitors can ignite price wars, eroding profit margins.• Changes in e-commerce regulations in different regions can impact operations. Ensuring compliance with global data protection regulations to safeguard customer information.• Many markets, particularly in the West, are becoming oversaturated with online fast-fashion retailers. Customers are becoming weary of the sheer volume of online retailers and looking for unique buying experiences.

Internal and External Analysis:

Figure 6 Business Model Canvas



The above figure 6 portrays an illustrative overview of the brand's current marketing mix and other internal factors such as resources, capabilities, and internal processes.

External:

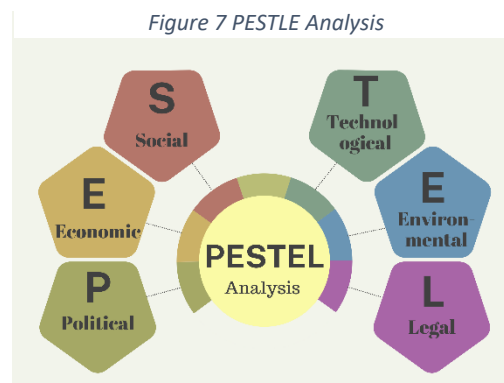


Figure 8 PESTLE Political

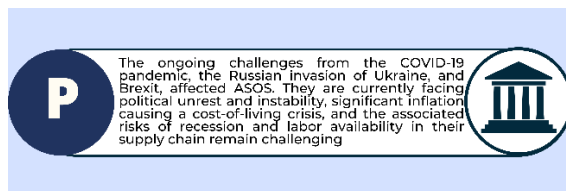


Figure 9 PESTLE Economic

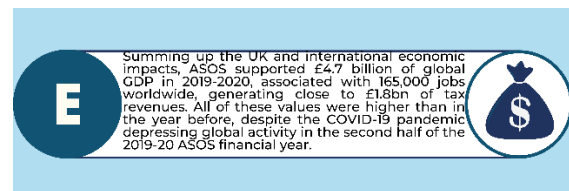


Figure 10 PESTLE Social

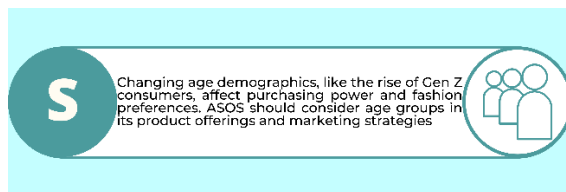


Figure 11 PESTLE Technological

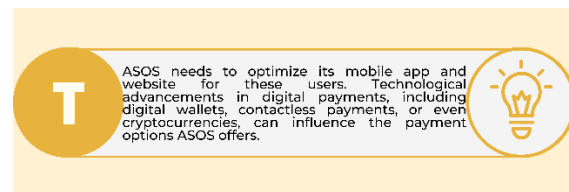


Figure 12 PESTLE Environmental

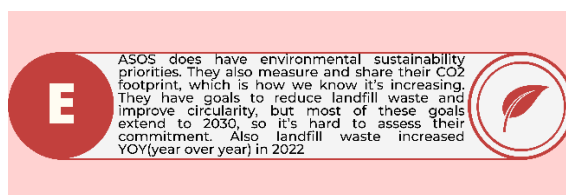
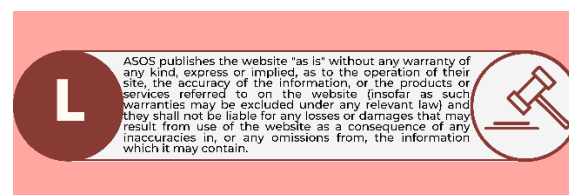


Figure 13 PESTLE Legal



Goals and Objectives:

To attain the desired results from a strategy, a resolute vision must be in place, followed by well-defined goals and objectives. According to Chaffey and Ellis-Chadwick (2022), any marketing strategy should be based on clearly defined objectives, wherein digital marketing should be an integrated part and should not be considered separate from other business and marketing objectives.

Figure 14 CSFS and KPI



well-defined goals and objectives. According to Chaffey and Ellis-Chadwick (2022), any marketing strategy should be based on clearly defined objectives, wherein digital marketing should be an integrated part and should not be considered separate from other business and marketing objectives.

Sustainable fashion is often misleadingly described as the opposite of fast fashion (Henninger, Alevizou & Oates, 2016). Social media is

considered a powerful tool for brands to engage, interact, and come closely in contact with their audience. Therefore, building a strong, dynamic, and engaging social media presence for ASOS will help in greater retention, branding, and acquisition.

Figure 15 Major Goals



Figure 16 Objectives



These goals align with the ultimate vision and form a basis for setting various **SMART** (specific, measurable, actionable, relevant, and time-bound) **objectives**.

The objectives (Figure 16) are, therefore, SMART in nature as they are specific in terms of numeric outcomes. They are measurable as both qualitative and quantitative attributes can be applied to create various metrics once the campaign is launched, the likes, shares, comments, views, traffic, and positive and negative sentiments can be constantly tracked and monitored using various digital marketing tools.

Customer Research:

Chaffey and Ellis-Chadwick (2022) point out that customer research should not be restricted to quantitative demand analysis. It is important to identify the target audience to tailor the digital marketing plan according to their needs, behaviour, intentions, interests, and other qualitative attributes. Since ASOS is an online fast fashion brand, its product range and collections are designed mainly for the youth.

Figure 17 The age distribution of ASOS's users on both desktop and mobile devices

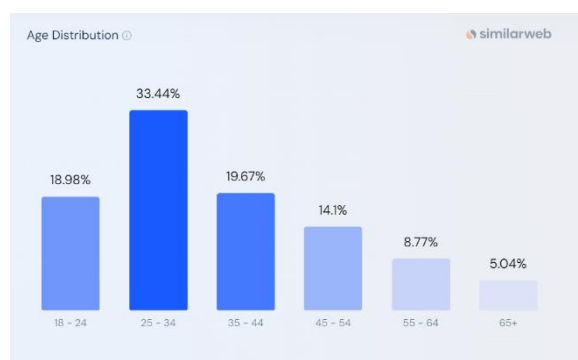


Figure 18 The top "tags" on websites visited by ASOS's users.

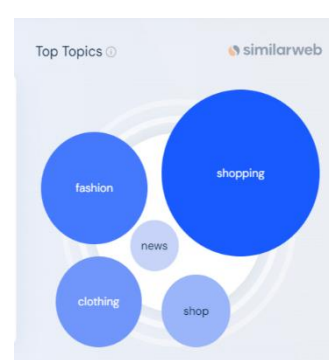




Figure 19 Customer Personas

On analysing the website of ASOS with the help of similarweb (a digital analytics tool), the highest percentage of visitors of ASOS lies between the age of 24-34 (Generation Z) and their top topics of search are majorly related to fashion, shopping, and clothing. Based on this data, two similar personas have been created (Figure 12) so that their interests and behaviour can be considered while designing the campaign.

Digital Marketing Strategy:

Due to rapid technological development over time, content marketing has become an integral part of online marketing strategy (Vinerean, 2017). **Content marketing** includes a diverse range of tactics, where some of the most popular are creating blog posts, content calendars, videos, infographics, and user-generated content (UGC). **Social media marketing** is another powerful strategy in the world of digital marketing. This is so because the most important feature of social media channels is that they encourage prospects and customers to interact with the brand and create UGC (Chaffey and Ellis-Chadwick, 2022), which can be very valuable to companies.

Figure 20 Circular Design Collection



Through the content marketing and social media marketing strategy, the 'Circular Design Collection' of ASOS will be highlighted and promoted.

Below is the content marketing plan:

1. **Blog posts** – The blog series will be interactive, informative, and interesting in nature. It will be

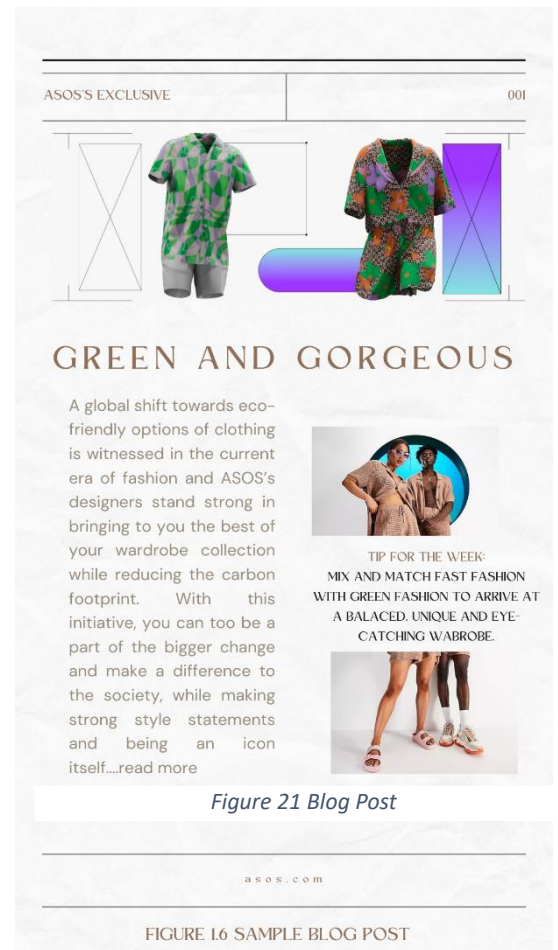


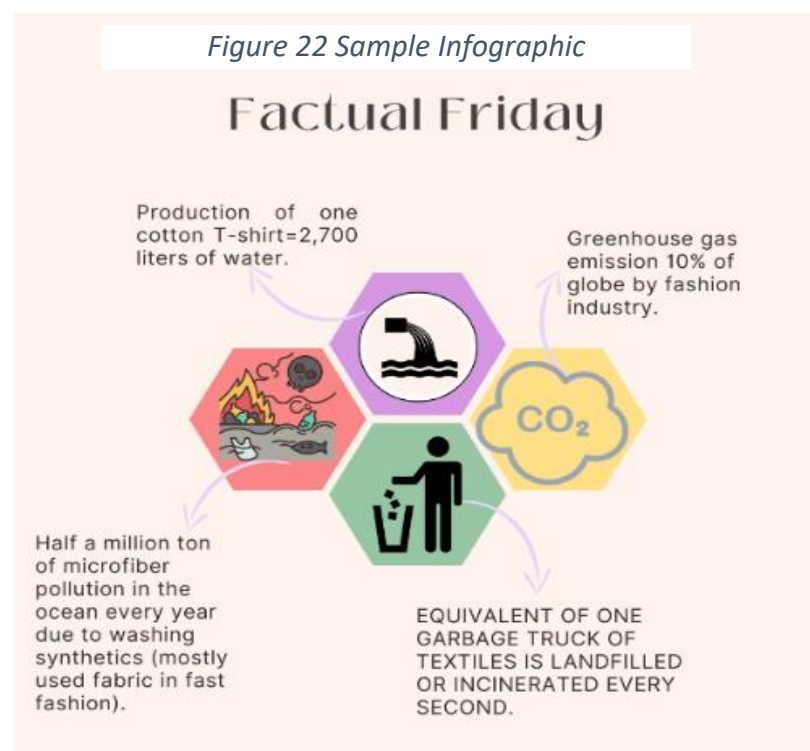
Figure 21 Blog Post

called ‘**Green and Gorgeous**’. On the website, a separate section would be added with the given name and every Monday the blog would be posted. The blog would highlight the current fashion trends and blend the idea of with green fashion in a convincing storytelling format. When the storytelling is strong, emotional appeal increases and a deeper connection with the audience is established as they begin to mentally combine stories with their experiences (Escalas, 2006). The blog would conclude with a styling tip from the designers of ASOS, along with a hint for the upcoming week’s topic in a way that would instigate curiosity.

2. **Video series – “From Thread to Trend”**: The video series will be short videos of 30-40 seconds, showcasing the journey of sustainable pieces from production to the final look. Capturing raw and candid behind-the-scenes clips, interviewing the artisans, and highlighting the hard work they put into making each piece into a sustainable fashionable outfit would inspire the audience and reflect the positive environmental impact of each product. Short videos can be more effective as they eliminate the boredom of watching a lengthy video. These videos would be posted twice a week, with a day’s gap in between.

Sample video: <https://youtube.com/shorts/QHOhUxm0RXI?si=7cgTbmc0KaQuv0mz>

3. **Infographics – “Factual-Fridays”**: Visually appealing infographics, simplifying complex information around fashion, featuring statistics on the environmental impact of fast fashion would be created. Followers would be encouraged to reshare the same and spread awareness. This will help the brand to create a ‘socially responsible’ image for itself by taking a stand on such matters and educating the public, instead of just promoting their products without a moral purpose.



4. **Weekly Trivia and ‘Voice your choice’**– Templates for a set of weekly trivia related to fashion will be created that would go up on stories in Instagram, Facebook and TikTok accounts of the brand. These stories will be designed in a way to increase customer interaction and to know their preference by making them choose between “This or That?”.



Figure 24 Sample Trivia

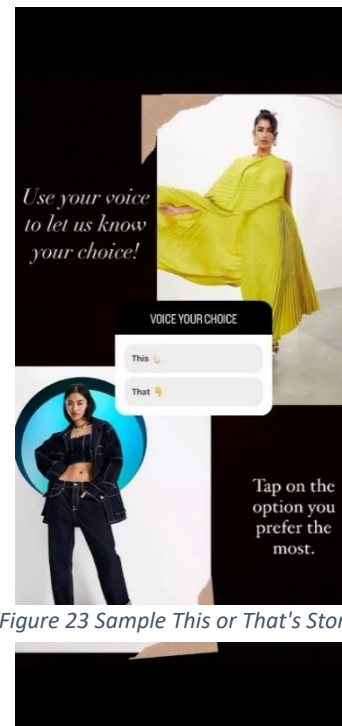


Figure 23 Sample This or That's Story

5. **Interactive challenges – “Tip of the week!”**: Followers will be asked to share any personalized tip for being fashionable yet sustainable with ASOS every week. The social media team will judge the responses and whichever emerges as the most creative idea, that response would be selected and a template featuring his/her tip will be designed to be posted on all the social media pages of ASOS as “Tip of the week”.

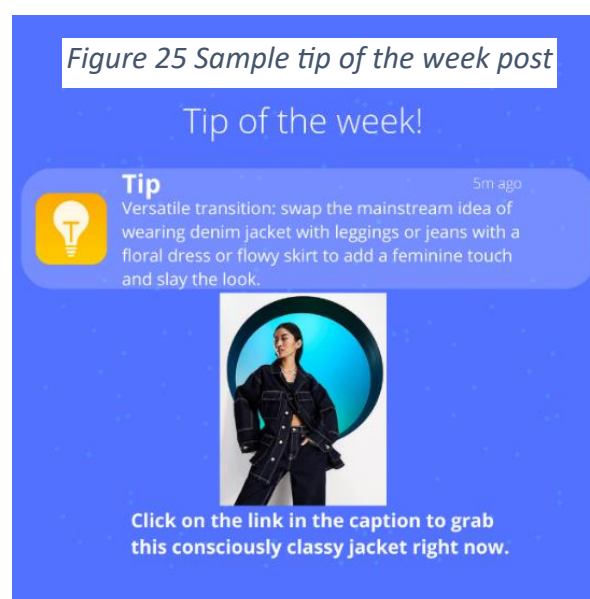


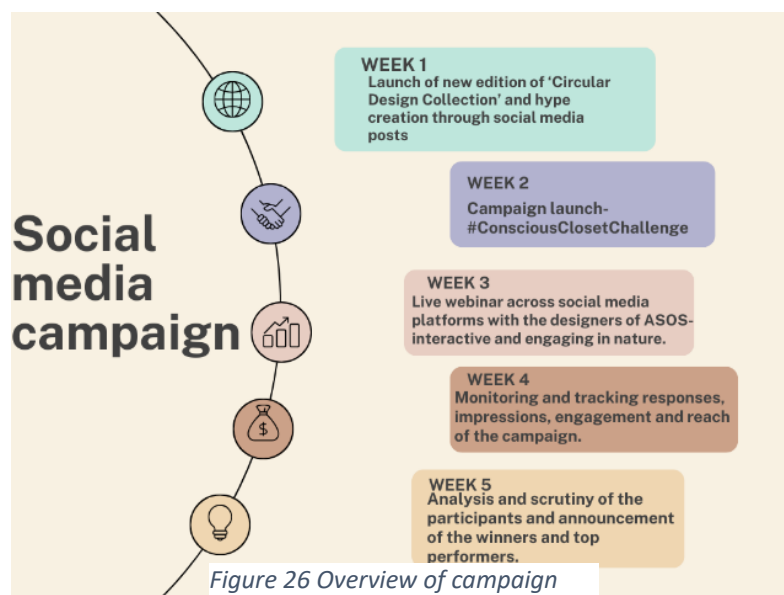
Figure 25 Sample tip of the week post

Additionally, all the blogs, captions for each post and hashtags will include targeted traffic-driving keywords that users are actively searching related to that field, which will help in

optimizing the posts and give a greater reach to the targeted audience. The content marketing plan directly complements social media marketing as each content that is created would go up on the different social media platforms, which will be ultimately fill up the social media calendar of the brand.

Below is the **social media marketing campaign**:

The duration of this campaign will be 5 weeks. The social media campaign will be focussing on four main activities, which are; i) to transform the brand image through social media (Chaffey and Ellis-Chadwick, 2022), and in this case which resonates with the values of sustainability, ii) to encourage advocacy for greener fashion choice, making it the new trend, iii) to attract new prospects using social media and iv) increasing sales primarily for the 'Circular Design Collection' of ASOS.



Campaign Overview: The campaign will begin with launching and promoting the latest edition of the 'Circular Design Collection' of ASOS across all social media platforms. In the following week, the campaign will be launched by the name of **#ConsciousClosetChallenge**. The challenge would ask the audience to style themselves and create a new look out of the products in the '**Circular Design Collection**'. The users would then share their creative styling ideas by posting on social media and tagging ASOS with the #ConsciousClosetChallenge hashtag. At the end of the campaign, the top 3 most creative participants will be chosen to be featured on the official social media pages of ASOS and will receive an exclusive hamper from ASOS with their choice of clothing from the launched collection for their excellent contribution to advocating for eco-friendly fashion. Additionally, the top 20 participants who have been very active with all the content, posts, and activities that have been going on during the campaign will receive a personalized message from ASOS with a discount code of getting 20% off on their next shopping from the 'Circular Design Collection', as well as get recognition in the 'stories' of social media pages of ASOS, with their profiles being tagged. This will help in improving customer loyalty and repeat sales.



Figure 27 Sample Post for the winner



Figure 28 Sample Story for Top 20 Active Participants

An online webinar will also be organised which will go ‘live’ on all social media pages of ASOS, with a panel of core team of designers of ASOS to share tips on styling and educate the audience on the importance of being conscious while being fashionable. The audience will be able to interact on one-to-one basis with the panel, therefore, bringing them closer to the brand and improving customer experience.

Implementation, Plan and Resource Allocation:

In case of online media, evaluation and adjustment must occur during the campaign to identify the best placements for creatives and to refine the ongoing media plan (Chaffey and Ellis-Chadwick, 2022). Figure 30 shows the timeline for each activity milestone of the campaign, which will serve as a direction for evaluation and necessary adjustments, if required during the campaign.

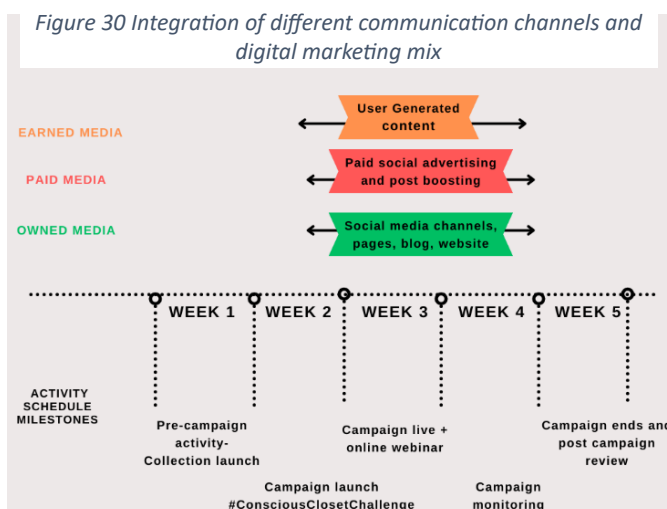


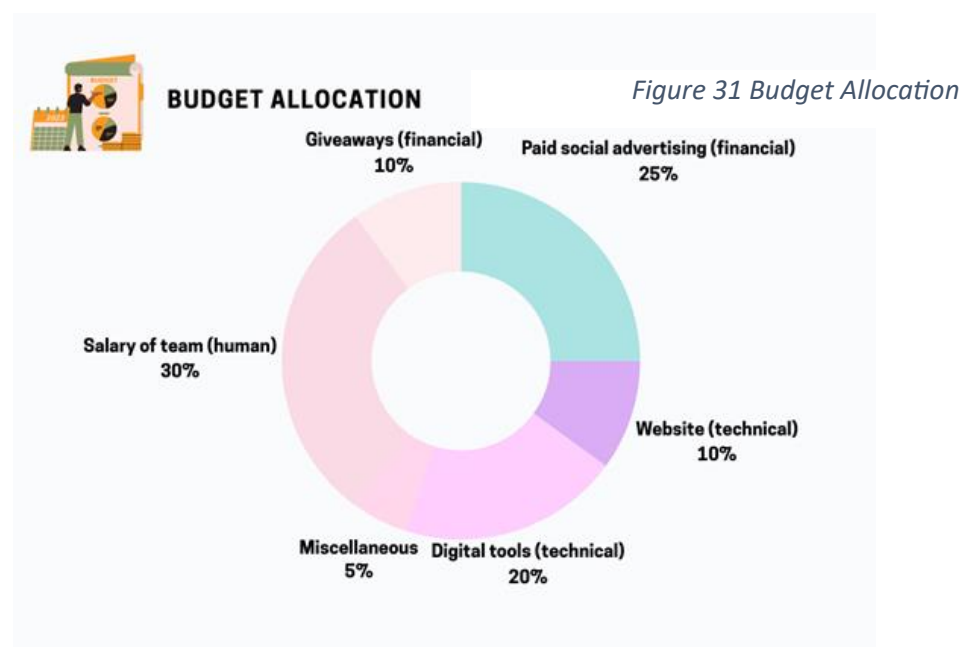
Figure 29 Content Calendar

DAYS	TYPE OF CONTENT	PLATFORM OF POSTING
MONDAY	Blog post	Website
TUESDAY	Mini video (Reels/shorts)	YouTube, Instagram, TikTok and Facebook
WEDNESDAY	Infographics	Instagram, Facebook
THURSDAY	Weekly Trivia story	Instagram, TikTok and Facebook
FRIDAY	Infographics	Instagram and Facebook
SATURDAY	Story - 'THIS OR THAT?'	Instagram, TikTok and Facebook
SUNDAY	Tip of the week	Instagram, TikTok and Facebook

For a successful digital marketing campaign, it is important to have a team with diverse skillset, making collaborative efforts for the plan. Below are the main roles and responsibilities of the team members:

1. **Campaign Head** – the campaign head will be responsible for overseeing the entire campaign and ensuring that it aligns with the overall goals and objectives. He/she will be responsible for over-viewing the overall strategy, target audience and key message of the campaign.
2. **Content developer**- he/she will be responsible for developing creative and engaging content, to hit the right notes of the target audience, aligning the content with the campaign's key message and staying updated with the social media trends to better resonate with the target audience.
3. **Social media manager**- he/she will be planning, scheduling and publishing content across social media platforms. Deciding on the frequency and timings of posting, tracking responses of the audience, responding to customer queries on social media and coordinating online webinar will be taken care by him/her.
4. **Analytics specialist**- This person will be responsible for tracking and analysing Key Performance Indicators (KPIs) and providing regular feedback and report to the campaign head and social media manager regarding the status of the campaign as per the metrics.
5. **Jury of stylists** – there will also be a jury of 5 stylists, who will be the in-house designers of ASOS, to judge the level of creativity of the participants and select the winners of the campaign.

The budget allocation for the campaign will be as per the below pie chart.



ASOS's Marketing mix for Sustainable fashion:

Product:

Good product strategy requires detailed planning. First of all, one needs to consider which target group is to be addressed and their specific requirements. Answering the following questions is important: How old is the target group, and what are the characteristics and needs

of that age group? Is the product being aimed more towards women, men, or both genders? Is it possible to offer product variants (like different versions in different price ranges, or gender-specific versions)

- ASOS can emphasize its range of sustainable fashion products, including clothing, accessories, and footwear made from eco-friendly materials like organic cotton, recycled polyester, or sustainable alternatives to leather. They can also highlight the durability and longevity of these products to promote sustainable consumption.
- Highlight sustainability features: Educate customers about the sustainable aspects of products through detailed descriptions, care instructions, and impact-focused labels.
- Promote transparency: Offer information on material sourcing, production processes, and environmental impact for each product.
- Focus on durability and repairability: Offer timeless designs and materials that last long, and consider repair services or partnerships with upcycling initiatives.

Price:

The basic price of a product should give you the highest possible return, while also keeping the product competitive. To determine the ideal price, one needs to calculate the production and distribution costs correctly and consider the purchasing power and buying habits of the target group.

- ASOS can adopt competitive pricing strategies for its sustainable fashion line, making eco-friendly options accessible to a wide range of consumers. They can also offer discounts or promotions to encourage purchasing of sustainable products.
- Implement loyalty programs and rewards: Incentivize sustainable purchases with discounts, early access, or exclusive offerings for eco-conscious customers.
- Highlight cost-effectiveness in the long run: Emphasize the potential savings from durable and high-quality sustainable clothing compared to fast fashion.

Place:

ASOS was originally an internet-based platform for the shopping of apparel and footwear. Now they have also started a smartphone-based app for both Android and iPhone for ASOS. The products will be sent to their registered addresses after they have paid for the product. They used to have warehouses where they would store the products. Now they have warehouses at different locations in the UK from where they can easily send the product.

ASOS can ensure that its sustainable fashion line is prominently featured on its website and mobile app, making it easy for customers to find and purchase eco-friendly items. They can also consider partnerships with brick-and-mortar retailers or pop-up stores to increase the accessibility and visibility of their sustainable fashion offerings.

- Create dedicated in-store sections: Feature sustainable products prominently in physical stores for easy visibility and customer engagement.
- Offer sustainable packaging options: Provide eco-friendly packaging alternatives that customers can choose from checkout.
- Consider pop-up stores or events: Organize events highlighting sustainable fashion and collaborating with local eco-organizations.

Promotion:

ASOS can promote its sustainable fashion line through various channels, including social media, email marketing, influencer partnerships, and advertising campaigns. They can highlight the environmental benefits of choosing sustainable fashion, as well as the positive impact on communities and workers involved in the production process. Additionally, ASOS can leverage its platform to educate consumers about sustainable fashion practices and encourage them to make more environmentally conscious purchasing decisions.

- Run eco-conscious marketing campaigns: Focus on stories about sustainability, environmental impact, and ethical production.
- Partner with eco-influencers and activists: Collaborate with individuals who promote sustainable practices and resonate with the target audience.
- Utilize sustainability-focused hashtags and collaborations: Leverage relevant hashtags and partner with organizations promoting sustainable fashion.
- Offer educational content: Create blog posts, videos, and social media content that educate customers about sustainable choices and the impact of fashion.
- Reward customer engagement: Promote social sharing, user-generated content, and eco-conscious reviews with incentives.

Monitoring and Evaluation & Risk Management:

To monitor and evaluate the success of ASOS's digital marketing strategy, several key performance indicators (KPIs) can be employed. These include:

Website Traffic and Website Engagement:

Through website traffic analysis, organizations may obtain important data regarding the efficacy of their marketing strategy, user experience, and online presence (Tetrick, 2023). Measuring total user interaction on the ASOS website by keeping track of visits, page views, session length, and bounce rate.

Conversion Rates:

The performance of website visitors, marketing initiatives, and conversions are generally assessed using conversion rates, which are expressed as a percentage of digital marketing (Anon., n.d.). Finding out how well various marketing channels, such as social media advertisements, email campaigns, and search engine marketing (SEM), convert leads into sales is one way to measure their efficacy.

Customer Acquisition and Retention:

Customer retention focuses on strengthening bonds with current clients to foster loyalty and encourage repeat business, whereas customer acquisition is the process of acquiring new clients (Colvin, 2020). Assessing the rate of repeat purchases and the expansion of the client base in order to gauge the effectiveness of retention initiatives.

Social Media Metrics:

Tracking the effectiveness of your social media channels, content, and strategy, as well as how it all affects your company objectives, requires the use of social media analytics (Hill, 2023). Assessing brand exposure and audience interaction across many social media platforms by tracking engagement indicators including likes, shares, comments, and follower growth.

Tools and methods for tracking and analysing performance may include:

We recommend ASOS to develop the following skills:

Evaluating the success of digital marketing by the use of pertinent metrics, especially for digital media, customer journeys on websites, and content efficacy. knowing how to utilize data visualization tools like Tableau, Google Data Studio, and the open-source statistical analysis program "R," as well as digital marketing analytics platforms like Google Analytics and Adobe Analytics. being able to conduct controlled studies, like AB testing, to increase the efficacy of a site. Recognizing how various forms of marketing technology may be employed to gauge and enhance consumer engagement (Chaffey, 2022).

Figure 32 Tools and Methods for tracking performance



Potential risks and challenges in ASOS's digital marketing strategy may include:

Figure 33 Potential Risks and Challenges



When we consider the consequences of an organisation not having a defined performance management process, it becomes evident how important it is. Problems with resources include a lack of time (which may indicate a lack of enthusiasm among employees), integrated systems, and appropriate technologies. Overwhelming or low-quality data, insufficient data for benchmarking (Chaffey, 2022).

Contingency plans to mitigate these risks may involve:

If a risk materializes, one may utilize their risk register to proactively identify and address the risk as soon as feasible. (Martins, 2024).

Diversification of Marketing Channels: Algorithm updates can be lessened and platform dependence can be minimized by investing in a variety of marketing channels.

Data Security Measures: Protecting consumer information by putting strong data security procedures into place and adhering to data protection laws.

Regular Monitoring and Maintenance: Protecting consumer information by putting strong data security procedures into place and adhering to data protection laws.

Customer Communication and Transparency: Ensuring transparent contact with clients about any disturbances or problems, and promptly furnishing them with updates and remedies.

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