**Strategic communication plans and methods of Zara :**

1. **Customer Persona**- Trendy, youthful and price- conscious consumers
2. **Integrated Brand Communication -** When mentioning ZARA, the black-and-white logo comes to our minds and also the high-street fashion brand identity. Although ZARA seldom uses advertisements, the vivid brand images are known when consumers come to visit ZARA’s physical stores and the displays. Importantly, ZARA’s store location strategy is its main way to communicate with the public. In consumers’ minds, ZARA has already been among the top highly fashion retail outlets.
3. **Authenticity** - Zara is modern, trendy, high fashion and individualistic. Zara’s stylish personality appeals to the confident, young target audience.
4. **Brand Salience** - being at the top of mind of customers
5. **No overpromotion** -Instead of advertising, Zara uses its store location and store displays as key elements of its marketing strategy. By choosing to be in the most prominent locations in a city, Zara ensures very high customer traffic for its stores.
6. **Company culture -** job stability, training and internal promotion
7. **Resonance-** Intensity or depth of psychological bonds that consumers have with the brand
8. **Behavioral loyalty**: Because ZARA provides limited fast fashion products without replenishing many times, the products are possible to be sold out soon. Consumers know this fact, thus they would like to visit ZARA’s store to see the newly available products. Once they love those products, they can’t refuse to buy them. Otherwise the products would be sold out next time when clients come. The frequency of purchase is high and there are a lot of repeated customers.
9. **Sense of community**: ZARA manages its social community in a cool way. It only posts information such as new designs for this season or newly opened stores on FB. And ZARA doesn’t post and communicate with its clients every day. It’s the personality of ZARA so there’s no conflict by doing it this way. Clients love ZARA and fashion so they will keep following its information.
10. **Active engagement**: ZARA has 19.7 million fans on Facebook. It communicates more with younger people who love fashion. ZARA seldom does marketing; instead, it saves the money to design and optimizes its supply chain so that customers can be satisfied with its products. That’s how ZARA keeps engaging the public.