



**HOW KOAKA COLLECTIVE
BUILT A COMMUNITY
WITH**

SUSTAINABLE

FASHION





KOAKA'S CHALLENGE



Koaka Collective, a sustainable fashion startup, wanted to build brand awareness & long-term customer loyalty beyond just selling products.

KOAKA'S

STRATEGY



- Developed a retro-themed storytelling campaign that resonated with an audience passionate about eco-friendly fashion.
- Created highly engaging newsletters, social media marketing, and optimized their website for better SEO performance.
- Focused on community-driven marketing rather than just direct sales, encouraging user-generated content and conversations.



impact

Increased global customer engagement, especially in the US, UK, Canada, and Australia.

Email marketing efforts led to a 42% increase in returning customers.

Improved organic search visibility with strategic SEO & content updates.



TAKEAWAY

FOR STARTUPS



Brand storytelling is as powerful as direct sales tactics—people buy into movements, not just products.

A community-first approach builds long-term brand loyalty & organic reach.



