**Online Marketing and SEO Plan**

My fashion blog’s main audience includes young girls to middle-aged women of all demographics who are interested in fashion. I think the age range is pretty much young teen till about early 30s since the stores I mention and trend alerts are wearable for a large range of women. It is because of this target audience that I think my marketing plan would best be suited on Twitter and Instagram. These social media outlets are constantly staying currently and changing along with trends. I would be able to tag fashion trends on Twitter that link back to my website as well as post/reshare my favorite runway looks on Instagram for inspiration.

As far as SEO goes, I will be choosing to buy the following key words to fit my website’s main function while attracting the largest amount of possible viewers. These words are general, broad, but also are each mentioned multiple times throughout my website, so they are also specific to my website.

* Fashion
* Trends
* Closet
* Clothing
* Shopping
* Style

Because of this marketing plan, I went on to Twitter to plan out an ad campaign for my website to see how much money I could theoretically spend in a short amount of time and still get results. As you can see in the screenshots on the next page, I chose a demographic of 13-34 year old females mainly in bigger cities, since that’s where the largest population of people live and better yet fashion-forward people live. I decided that the duration for my campaign would be one month (January) to start off the New Year on the right foot when people are trying to work on improving themselves with their new years resolutions. This will be prime time for me to zero in on girls trying to create new wardrobes and find new inspiration for their style. As a college student, I budgeted my campaign to $200 for the entire month to see what kind of traction my website can get with that to start, that way I can always invest more in ads later on but don’t want to put all my money into one campaign from the beginning.

