

DIGITAL MARKETING PROJECT

SUBMITTED BY:

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CONTENT MARKETING TEMPLATE BASED ON HUBSPOT

Brand Name: Luxe Virtuosa

Brand Slogan: 'Embrace You: Grace in Every Hue'

Brand Logo:



Website link: <https://sites.google.com/view/luxevirtuosa/home>

Hubspot Link:

https://app.hubspot.com/user-guide/44227942?hubs_signup-url=www.hubspot.com&hubs_signup-cta=homepage-hero2-cta&_ga=2.105693699.1680445513.1698233510-1383784380.1694650994&_gl=1*1r45fc9*_ga*MTM4Mzc4NDM4MC4xNjk0NjUwOTk0*_ga_LXTM6CQ0XK*MTY5ODI0OTkyMi40LjEuMTY5ODI0OTkzNy40NS4wLjA.&step=hub_interest&lang=en&crmExperience=none&via=crm-signup

1. BUSINESS SUMMARY:

Luxe Virtuosa redefines beauty and fashion, celebrating diversity and self-love. Our mission is to break the confines of beauty standards based on skin color and ethnicity. With the tagline '**Embrace You: Grace in Every Hue,**' we make fashion accessible to everyone, regardless of their background.

We're more than just a fashion brand; we're a **social enterprise**. **Sustainability, ethical sourcing, and charitable initiatives** are at the

heart of what we do. We're committed to eco-friendly materials, waste reduction, and carbon neutrality.

What sets us apart is our dedication to building strong customer relationships. Through **membership cards**, we invite customers to join us in making a difference. A part of our profits supports the underserved and **volunteer programs**.

We envision a world where fashion promotes unity and celebrates diversity. Choose us, and you choose **fashion with a purpose**."

2. CONTENT MARKETING GOALS:

- ✓ Promote **sustainable and ethical fashion** practices.
- ✓ Promote **self-confidence and empowerment** through fashion.
- ✓ Showcase inspirational women.
- ✓ Attract **environmentally conscious** customers.
- ✓ Position Chic Couture as a leader in sustainable fashion.
- ✓ Educate the audience on making **eco-friendly** choices in fashion.
- ✓ Connect with a **community** of women who support each other.
- ✓ Drive sales of **confidence-boosting styles**.

3. CONTENT CALENDAR:

The monthly content calendar for the month of October is as follows:

Month: October (Breast Cancer Awareness Month)

Week 1: Empowerment Through Style

Blog Post: "How Your Outfit Can Boost Confidence: **EmpowerHer Elegance**"

Instagram: Share stories of women who have overcome challenges with style.

Week 2: Sustainable Style for the Modern Woman

Blog: Highlight the brand's sustainable fashion practices.

Instagram: post about the importance of sustainable fashion.

YouTube: Create a video on the brand's eco-friendly clothing materials.

Week 3: Inspiring Women Spotlight

Blog Post: "Celebrating Strong Women: Inspiring Stories from Empower Her Elegance"

Instagram: Share stories of female role models who inspire.

Week 4: Sustainable Fashion Tips

Blog Post: "Eco-Friendly Fashion: Tips for a Sustainable Wardrobe"

Instagram: Share eco-conscious fashion choices for everyday wear.

4.PROMOTION PLAN:

1. Content Marketing
2. Social Media Campaigns
3. Influencer Partnerships
4. Sustainable Fashion Initiatives
5. Seasonal Promotions
6. Email Marketing
7. Customer Engagement

- 8. PR and Media Coverage
- 9. Eco-Friendly Giveaways
- 10. Collaborative Initiatives

5. MEASUREMENT PLAN:

1. Website Traffic and Engagement:

KPI: Monthly checking website visitors, page views, and time spent on site.

Measurement: Using website analytics tools to track these metrics. Setting monthly targets for increased visitors, page views, and time spent on the site.

2. Social Media Impact:

KPI: Likes, comments, shares, and follower growth on social media platforms.

Measurement: Monitoring social media engagement on platforms like Instagram and Facebook. Set monthly targets for increased engagement and follower growth.

3. Sales and Revenue:

KPI: Monthly sales revenue and average order value.

Measurement: Analyzing sales data from your e-commerce platform. Set monthly sales revenue and order value goals.

4. Customer Feedback and Satisfaction:

KPI: Customer satisfaction scores and feedback from post-purchase surveys.

Measurement: Collecting and analyzing customer feedback through surveys, reviews, and direct communication. Setting a goal to maintain or increase customer satisfaction scores.

5. Sustainability Metrics:

KPI: Measure the use of eco-friendly materials, ethical practices, and charitable contributions.

Measurement: Keeping records of sustainable practices, such as materials used and ethical standards adhered to. Reporting these achievements to demonstrate our commitment to sustainability.

6. Influencer Impact:

KPI: Engagement rates, influencer content performance, and follower growth.

Measurement: Monitoring influencer campaign metrics and assessing how collaborations impact our brand's growth. Setting targets for improved engagement and influencer effectiveness.

7. Email Marketing Effectiveness:

KPI: Open rates, click-through rates, and email list growth.

Measurement: Using email marketing tools to track email campaign performance. Setting goals for improved open click-through rates, as well as monthly email list growth.

8. Content Performance:

KPI: Blog post views, video engagement, and shares.

Measurement: Analyzing the performance of blog posts and videos. Setting targets for increased views, engagement, and shares for each piece of content.

9. Collaborative Impact:

KPI: Measure the success of partnerships with women-focused and eco-conscious organizations.

Measurement: Assessing the impact of joint campaigns, events, and promotions with partners. Reporting the results to demonstrate the effectiveness of these collaborations.

10. Return on Investment (ROI):

KPI: Calculate the ROI for various marketing channels (e.g., social media, email marketing).

Measurement: Comparing the cost of investment to the revenue generated from different marketing channels. Constantly aiming for a positive ROI.

11. Community Growth:

KPI: Measure the growth and engagement of your brand's community.

Measurement: Monitoring interactions, comments, and user-generated content that contribute to building a supportive community. Setting goals for community growth and engagement.

12. Customer Retention:

KPI: Customer retention rate and repeat purchase rate.

Measurement: Calculating the retention and repeat purchase rates to assess the loyalty of our customer base. Aiming to maintain or increase these rates.

6.BUDGET:

1. Production and Manufacturing:

Fabric sourcing and purchase: \$20,000 per month.

Clothing manufacturing costs: \$30,000 per month.

Quality control and testing: \$5,000 per month.

Sustainable materials: \$10,000 per month.

2. Marketing and Advertising:

Social media advertising: \$5,000 per month.

Google Ads and SEO services: \$3,000 per month.

Content creation (photography, videography): \$8,000 per month.

Influencer partnerships and collaborations: \$10,000 per month.

Email marketing tools: \$500 per month.

3. Website and E-commerce:

Website development and maintenance: \$7,000 per month.

E-commerce platform fees: \$2,000 per month.

Payment processing fees: \$1,000 per month.

Domain and hosting costs: \$500 per month.

4. Inventory and Stocking:

Inventory purchasing and replenishment: \$40,000 per month.

Storage and warehousing costs: \$6,000 per month.

Inventory management software: \$2,000 per month.

6. Employee Expenses:

Salaries and wages for staff: \$50,000 per month.

Employee benefits: \$10,000 per month.

Training and development: \$5,000 per month.

7. Sustainability Initiatives:

Costs associated with eco-friendly materials: \$15,000 per month.

Expenses related to ethical and sustainable manufacturing practices: \$7,000 per month.

Charitable contributions or initiatives: \$3,000 per month.

8. Office and Administrative Expenses:

Office rent and utilities: \$2,000 per month.

Office supplies: \$1,000 per month.

Legal and accounting services: \$4,000 per month.

9. Transportation and Shipping:

Shipping costs: \$9,000 per month.

Distribution and logistics expenses: \$3,000 per month.

10. Promotions and Events:

Budget for marketing campaigns: \$15,000 per month.

Costs related to promotional events: \$5,000 per month.

Collaboration expenses with women-focused organizations: \$3,000 per month.

11. Miscellaneous Expenses:

Contingency fund for unexpected costs: \$10,000 per month.

Licenses and permits: \$2,000 per month.

Insurance (e.g., liability insurance): \$1,000 per month.

12. Technology and Software:

POS (Point of Sale) systems: \$2,000 per month.

Inventory management software: \$1,000 per month.

Customer relationship management (CRM) software: \$1,000 per month.

13. Research and Development:

Investment in new designs, patterns, and collections: \$10,000 per month.

Trend research and development costs: \$5,000 per month.

7.IDEATION PHASE:

1. Concept Development:

Idea Generation: Brainstorming the concept of "Luxe Virtuosa," envisioning a brand that empowers women through fashion and emphasizes sustainability.

Brand Vision: The vision is to create a brand that celebrates women's diverse beauty and self-love while weaving, ethics, and charity into luxury fashion.

2. Market Research:

Target Audience: In-depth research identifying the target audience as socially conscious and empowered women who value both style and sustainability.

Competitor Analysis: Analyzing competitors and sustainable fashion brands helping us identify market opportunities.

3. Brand Identity:

Brand Name: "Luxe Virtuosa" conveys both luxury and virtue, reflecting the brand's core values.

Logo and Visual Identity:

modern, elegant logo with sustainable and charity-related symbols is designed to represent the brand's mission.

4. Product Concept:

Product Lines: Product lines are envisioned, including sustainable luxury clothing, eco-friendly accessories, and charitable collaboration collections.

Color Palette: Rich, empowering colors and earthy tones are selected to complement the brand's mission.

5. Sustainability Focus:

Material Selection: Extensive research leading to the choice of eco-friendly materials like organic silk, hemp, and recycled fabrics.

Ethical Practices: A commitment to ethical manufacturing, fair wages, and sustainable production methods is established.

6. Brand Values:

Empowerment: Luxe Virtuosa aims to empower women by celebrating diversity, promoting self-love, and offering luxurious, sustainable fashion choices.

Sustainability: The brand is dedicated to minimizing its environmental impact and supporting sustainable practices.

7. Signature Collections:

EmpowerHer Collection: A flagship collection named "EmpowerHer" is conceptualized, featuring empowering designs and messages.

Sustainable Elegance: Each collection will emphasize sustainable elegance, combining luxury and eco-consciousness.

8. Marketing Strategy:

Content Themes: The brand plans content that celebrates women's achievements, features personal stories of empowerment, and showcases the sustainable journey behind each piece.

Charity Initiatives: Collaborations with charitable organizations and regular contributions to women-focused causes are part of the brand's marketing approach.

9. Business Plan:

Financial Projections: Detailed financial projections outlining revenue and expense forecasts, considering luxury and sustainable pricing strategies.

Supply Chain: Establishing a transparent and ethical supply chain, including partnerships with responsible manufacturers and artisans.

10. Launch Plan:

Launch Event: A launch event is planned to introduce "Luxe Virtuosa" to the world, emphasizing its commitment to empowering women and sustainability in modern fashion.

7. PROJECT DESIGN PHASE -1 :

1. Design Concept:

Research and Inspiration: Gathering inspiration from fashion trends, art, and the brand's mission of empowering women and promoting sustainable style.

Initial Sketches: Creating rough sketches of clothing and accessory designs that empower women and align with sustainable fashion principles.

2. Fabric and Material Selection:

Sustainable Materials: Researching and selecting eco-friendly fabrics like organic silk, hemp, or recycled materials.

Quality and Comfort: Prioritizing materials that offer both quality and comfort, ensures that the clothing feels luxurious.

3. Collection Planning:

Theme and Inspiration: Defining the overarching theme for the collection, such as "EmpowerHer Elegance," focusing on empowering women through fashion.

Color Palette: Selecting a harmonious color palette that resonates with the theme and brand values.

4. Design Development:

Detailed Sketches: Developing detailed sketches of each garment or accessory, paying attention to the design's aesthetics and functionality.

Patterns and Prototypes: Creating patterns and initial prototypes to bring the designs to life.

5. Sustainability Integration:

Eco-Friendly Details: Incorporating sustainable design elements like organic dyes, biodegradable buttons, or recycled zippers.

Efficient Production: Considering ways to minimize waste and energy usage during production.

8.PROJECT DESIGN PHASE -2 :

1. Ethical and Sustainable Practices:

Ethical Manufacturing: Ensuring that the design phase aligns with fair labor practices and ethical manufacturing standards.

Local Sourcing: If possible, sourcing materials and production locally to reduce the brand's carbon footprint.

2. Prototyping and Sampling:

Prototype Development: Creating samples of each design to evaluate their fit, comfort, and aesthetics.

Quality Testing: Conducting quality control and wear tests to ensure the products meet the brand's high standards.

3. Fine-Tuning:

Feedback Integration: Gathering feedback from a diverse group of women to refine designs and address any potential issues.

Refinements: Making necessary adjustments to patterns, materials, and details based on feedback.

4.Production Planning:

Production Schedule: Planning the production timeline, accounting for lead times and the availability of sustainable materials.

Supplier Selection: Choosing suppliers and manufacturers who align with the brand's values.

5. Sustainable Packaging:

Eco-Friendly Packaging: Designing sustainable and eco-friendly packaging for the products to minimize waste.

Message Inclusion: Including information in the packaging that educates customers about the brand's sustainability initiatives.

6. Branding and Labeling:

Eco-Certifications: Seeking relevant eco-certifications and label products accordingly to showcase their sustainability.

Branding Elements: Adding brand labels and tags that reflect the brand's mission of empowering women and promoting sustainable style.

9.PROJECT DEVELOPMENT PHASE :

1. Sample Production:

Collaborating with eco-conscious manufacturers to produce initial samples of the Luxe Virtuosa collection.

Creating prototypes of key garments, including sustainable luxury dresses, accessories, and ethical jewelry.

Ensuring that samples reflect the brand's commitment to empowering women and sustainable materials.

2. Supply Chain Management:

Partnering with suppliers who provide sustainable and ethically sourced materials.

Choosing suppliers who share Luxe Virtuosa's values of sustainability, ethical sourcing, and quality.

Establishing clear communication channels with suppliers to maintain transparency and reliability.

3. Production Planning:

Creating a detailed production schedule for the Luxe Virtuosa collection.

Monitoring production progress to meet the launch deadline and ensure high-quality standards.

Implementing a rigorous quality control process to guarantee each piece aligns with the brand's standards for comfort and aesthetics.

4. Sustainable Practices:

Integrating eco-friendly practices during production, such as using sustainable dyes and minimizing waste.

Tracking and measuring energy consumption and waste reduction to demonstrate progress in sustainability initiatives.

5. Ethical Labor Practices:

Ensuring that all workers involved in the production process receive fair wages and work in safe, ethical conditions.

Collaborations with manufacturers that support ethical labor practices and provide opportunities for workers' growth.

6. Prototyping and Testing:

Continuously refining and testing product samples to ensure they meet Luxe Virtuosa's values and quality standards.

Conduct wear tests to evaluate the durability, comfort, and luxury of the clothing and accessories.

Addressing design or quality issues as they arise during the testing phase.

7. Packaging Design:

Creating luxurious yet eco-friendly packaging materials, such as recycled cardboard and biodegradable plastics.

Design packaging that reflects to Luxe Virtuosa's elegant and sustainable image.

Including information about the brand's mission and sustainability initiatives on packaging materials

8. Branding and Labeling:

Including eco-certifications and sustainability labels on each product to showcase their eco-conscious nature.

Ensuring brand labels and tags match the brand's visual identity and commitment to empowering women and sustainability.

9. Inventory Management:

Implementing a robust inventory management system to keep track of stock levels and preparing for storage.

Ensuring proper storage conditions to maintain the quality of products before their launch.

10. Marketing and Promotion Planning:

Developing a comprehensive marketing and promotion plan for the Luxe Virtuosa collection launch.

Coordinating promotional activities, including social media campaigns, virtual fashion shows, and collaborations with women-focused organizations to highlight the brand's mission of empowering women and promoting sustainable style.

11. Staff Training:

Training employees to effectively communicate Luxe Virtuosa's mission, sustainability goals, and product details to customers.

Ensuring that staff members are knowledgeable about the collection and its unique features.

12. Collaboration with Charitable Organizations:

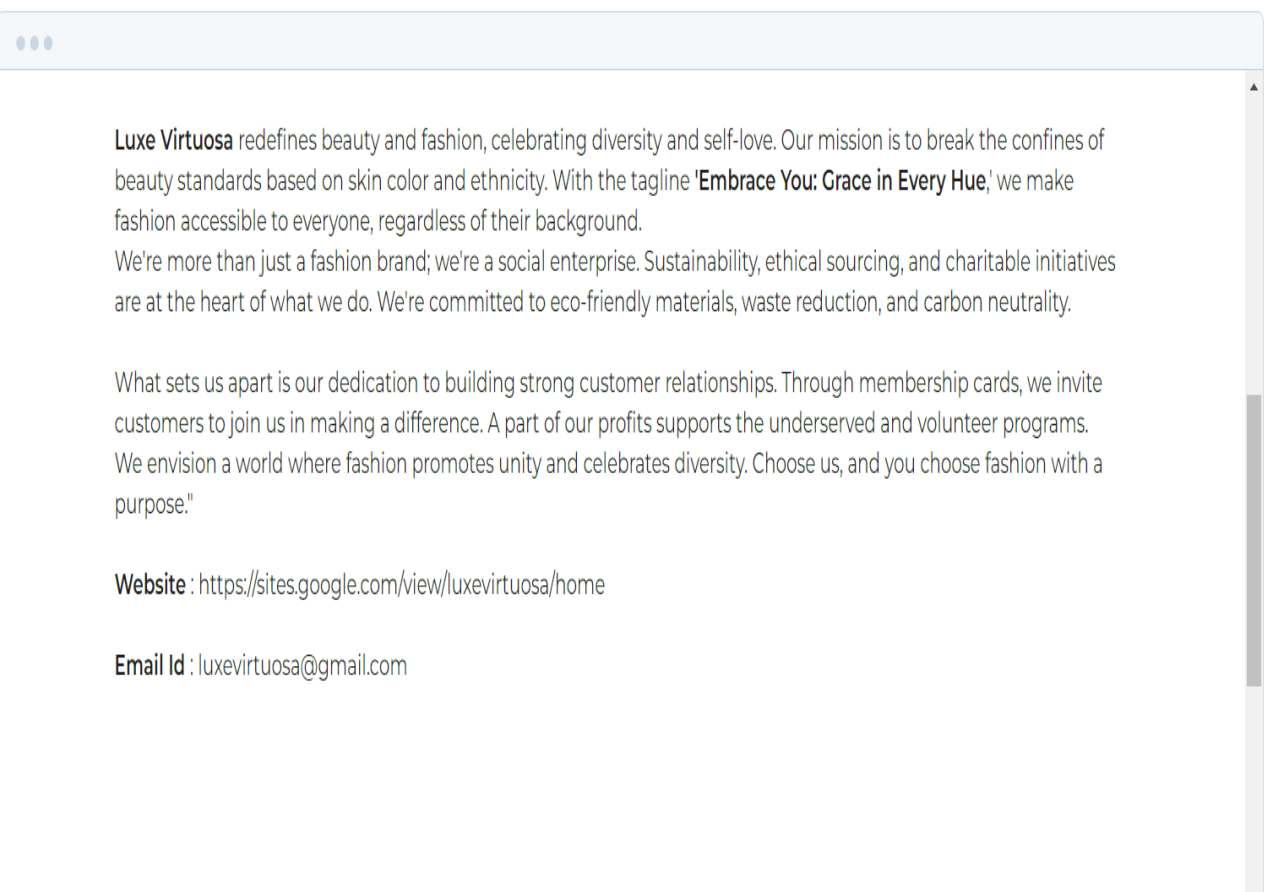
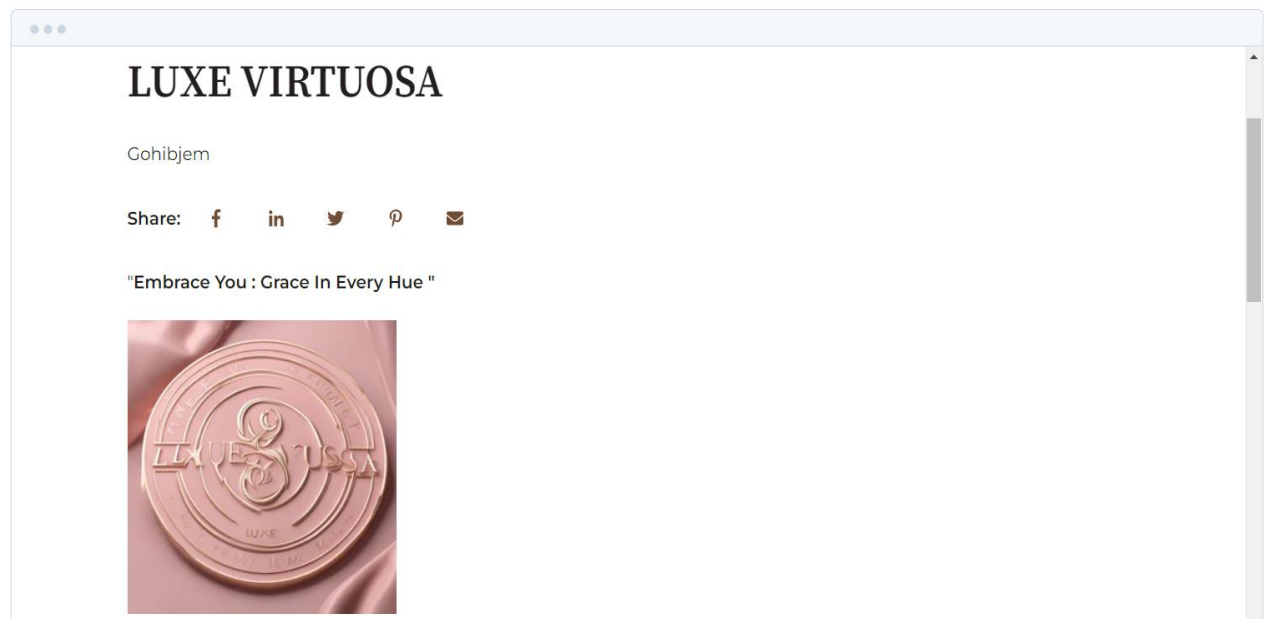
Finalizing partnerships with charitable organizations that align with Luxe Virtuosa's commitment to empowering women.

Planning how charitable initiatives, such as donations from collection sales, will be integrated into the brand's products and messaging.

BLOG

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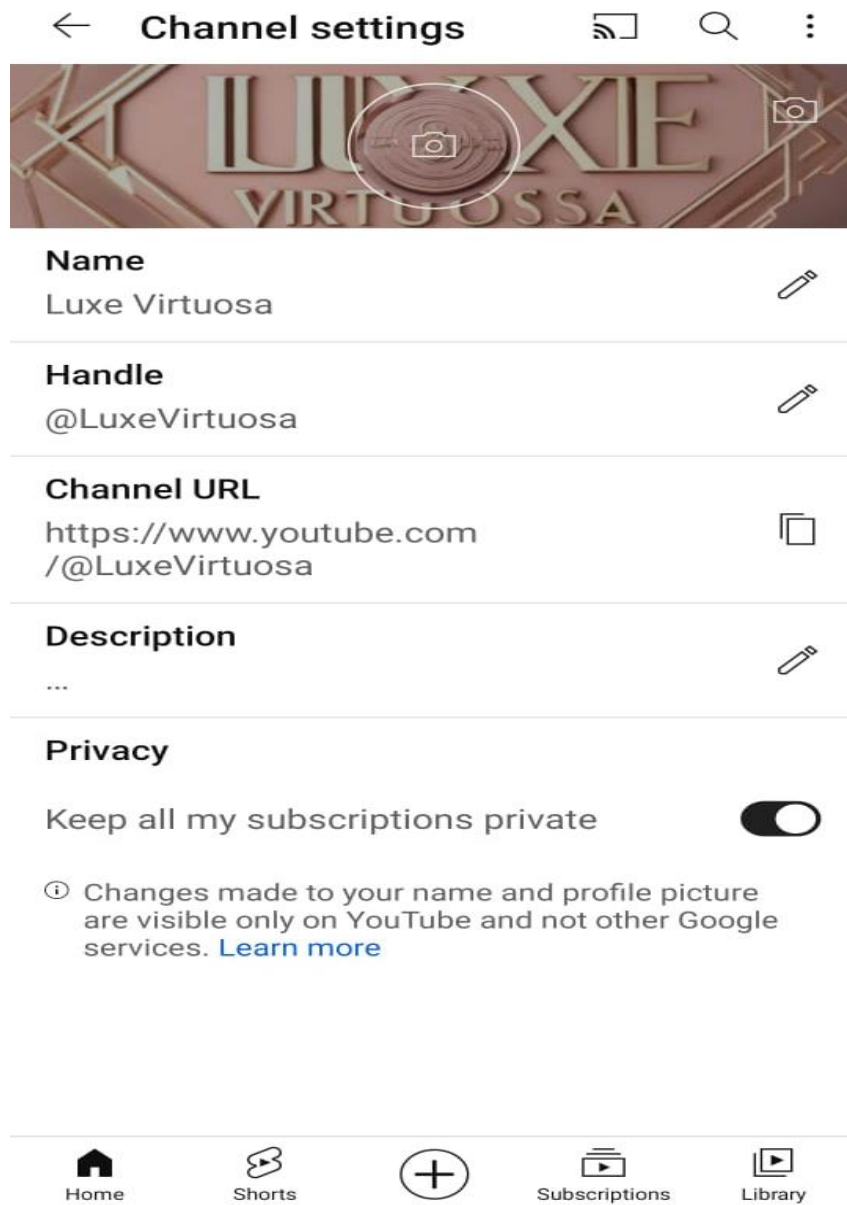
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YOUTUBE

Youtube channel link:

<https://www.youtube.com/@LuxeVirtuosa>

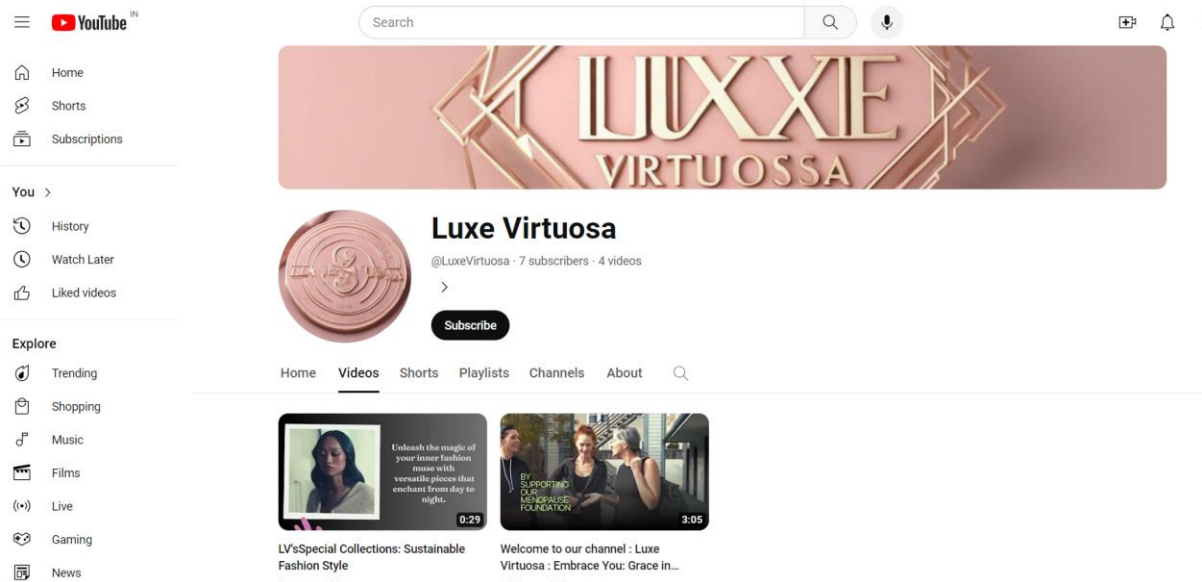


Youtube Vedio Link 1: (content marketing)

<https://youtu.be/Sn5AcIHDzOc?si=gXMy1KGnmryWeijd>

Youtube Vedio Link 2: (content marketing)

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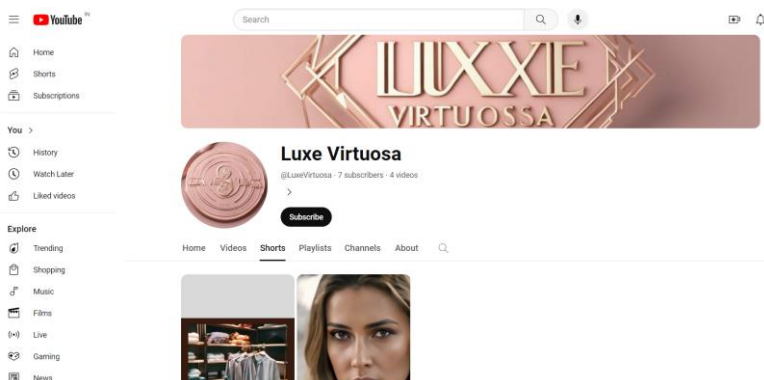


Youtube Shorts Link 1 :

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Youtube Promotion Shorts Link 1 :

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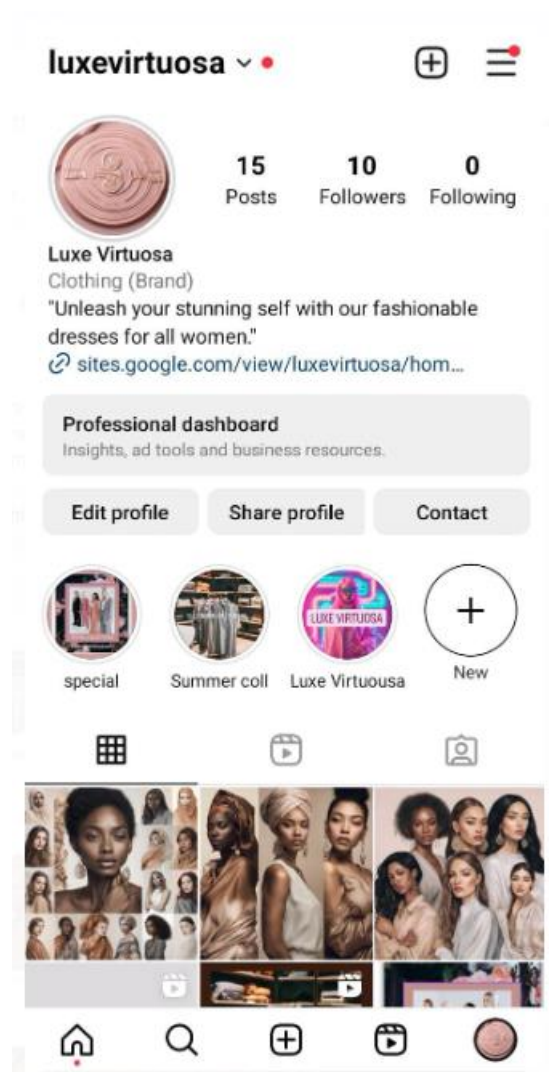
INSTAGRAM

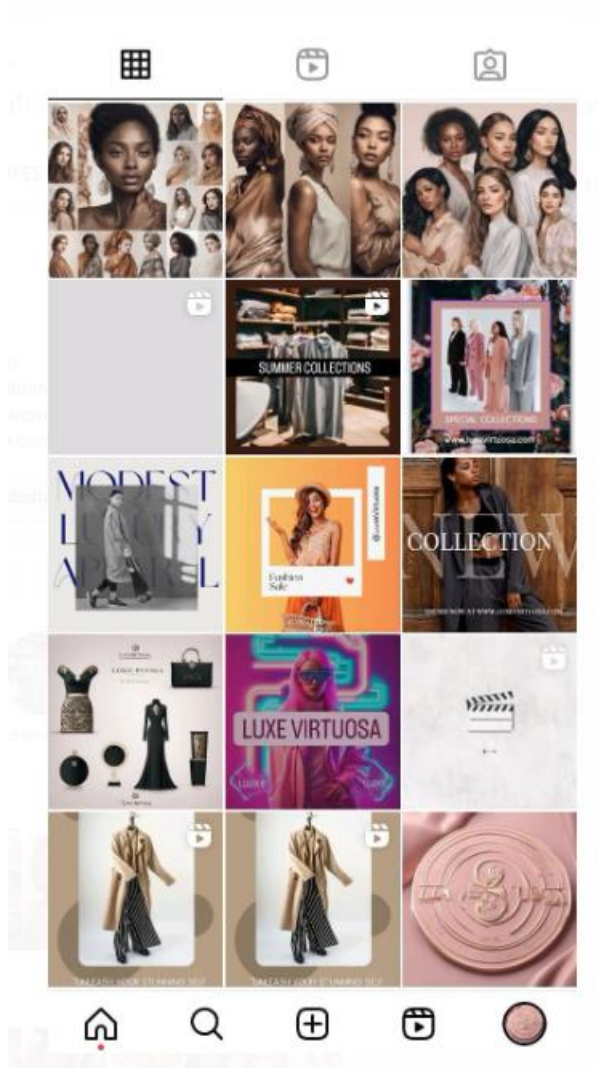
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Link-

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INSTAGRAM ACCOUNT –





Content Marketing post 1-

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2.Content Marketing post 2-

<https://www.instagram.com/p/CzACMXjSN1N/?igshid=MzRIOD BiNWFIZA==>

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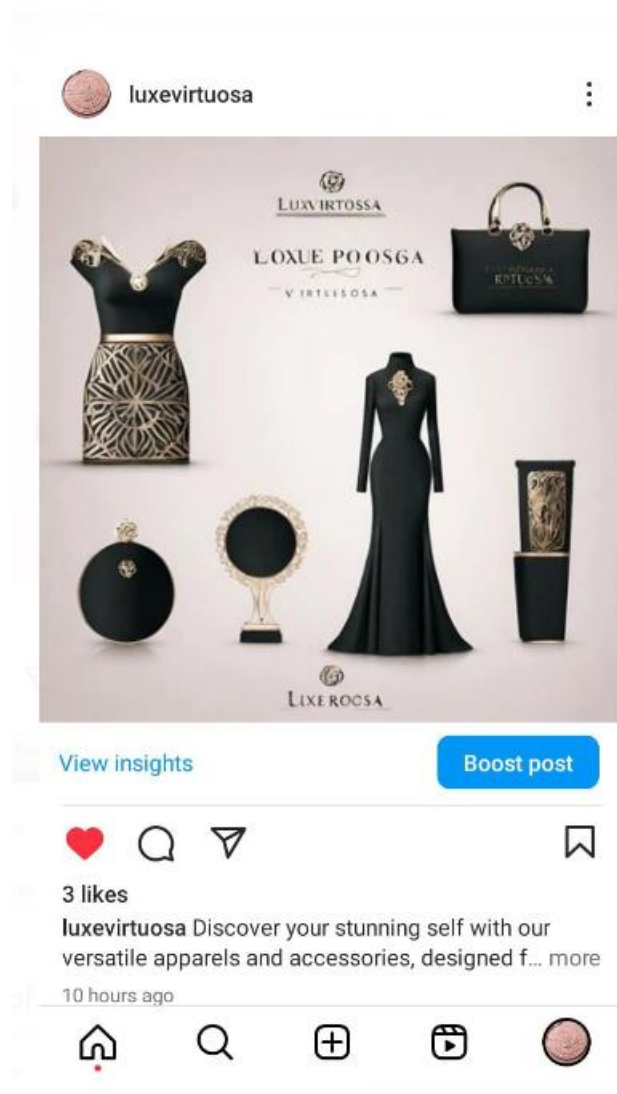
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10. Content Marketing post 10-

https://www.instagram.com/p/CzAo_NoyI1c/?igshid=MzRlODBiNWFiZA==

EXAMPLES OF SOCIAL MEDIA CONTENT MARKETING POST-

EXAMPLE 1 -



EXAMPLE 2-



Insta Brand Content Marketing reel 1-

https://www.instagram.com/reel/Cy_6KsByW6r/?utm_source=ig_web_button_share_sheet

Insta Brand Content Marketing reel 2-

https://www.instagram.com/reel/Cy_mAIRyKP0/?utm_source=ig_web_button_share_sheet

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Insta Brand Content Marketing reel 4-

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