

01

BRAILOO

CONTENT MARKETING FOR YOUR FASHION BRAND

TREASURE OKURE



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AN INTRODUCTION



TREASURE OKURE

1. Content Marketer helping brands and businesses achieve their business goals.
2. Fashion, Beauty, Lifestyle Content Creator.
3. Fan of the colour green, linen, bejeweled earrings and scarves.



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WHAT MAKES YOU WANT TO BUY SOMETHING?



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From sources across the web

Convenience ▾

Lower prices ▾

Security and protection ▾

Fear of missing out ▾

Replacement ▾

Basic needs ▾

Niche identity ▾

Status or prestige ▾

Great Value ▾

To make money ▾

Emotional desires ▾

Scarcity ▾

Ego stroking ▾

Peer pressure ▾

To save money ▾

Show less ▾

Feedback



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WHAT IS CONTENT MARKETING?

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.



Content Marketing Institute

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WHY CONTENT MARKETING FOR FASHION?

1. Helps Build Brand Identity.
2. Helps You Connect with Your Audience.
3. Helps You Make Sales.
4. The fashion industry is highly visual, and CM helps you showcase visually appealing products and designs.
5. Allows brands to educate audience on latest trends, styles, and fashion tips.

UNDERSTANDING YOUR AUDIENCE

- MARKET RESEARCH
- SOCIAL MEDIA ANALYTICS
- COMPETITOR ANALYSIS
- ONE-ON-ONE ENCOUNTERS



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CREATING A BUYER PERSONA

A buyer persona—also called a user persona—is a fictional profile of your ideal customer based on your market and audience research. It's an imaginary person that embodies the most important characteristics found within your audience.

Just like a real customer, a buyer persona should have a demographic and psychographic profile, behavior trends, values, desires, pain points, and affiliations. Though the persona is fictional, the profile should be as well rounded as possible.

HOW TO CREATE A BUYER PERSONA

DEMOGRAPHICS: Age, Gender, Location, Family Status, etc.

PROFESSIONAL STATUS: Job Title, Industry, Income, etc.

PSYCHOGRAPHICS: Values, Beliefs, Political views, Lifestyles, etc.



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ANITA

Anita is a 23 year old product designer working in tech, who makes six figures monthly. Likes glamorous outfits and is a fan of colour.



JANE

Jane “33” works in finance. She cares about the sustainability of her clothing and only shops from brands that promote ethical practices.



EDEN

Eden, 27, loves luxury and can spend on luxury. Does not like revealing clothing but would splurge on the right coat jacket and pant suit combination.

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LET YOUR BUYER PERSONA BE FUELED BY INTENTION AND RESEARCH.

BE AS DETAILED AS POSSIBLE.

HAVE <2 ARCHETYPES YOU'RE CATERING TO.

HELPS YOU SERVE YOUR CUSTOMERS/POTENTIAL CUSTOMERS BETTER.



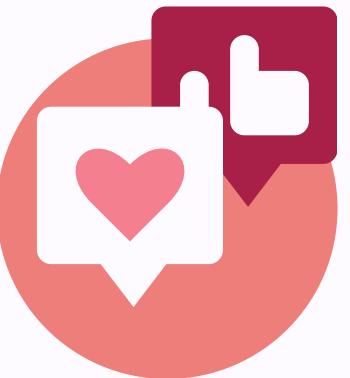
CONTENT IS KING.

As a fashion brand, content is the fuel of your business efforts. Being able to showcase your product offerings through quality content will help you:

1. Establish authority in your field.
2. Make sales.
3. Endear yourself to your audience.
4. Grow your fashion business.



CONTENT FORMS



Images



Videos



Blogs/
Newsletters



UGC



Audio



TYPES OF CONTENT YOU CAN CREATE

FORMS

1. Brand Origin, Influences Content.
2. BTS Content.
3. User Generated Content.
4. Collaborations and Partnerships.
5. Cultural and Social Narratives.



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ANDREA IYAMAH Resort 2024 Collection

- Eastern/Igbo Influences
- Traditional
- Local music and drums.
- Reflects in the designs.

17



SCHIAPARELLI Creature Couture

- Shows intricacy and effort
- Humanizes the brand
- Gives insight into costs
- New-found appreciation for work.

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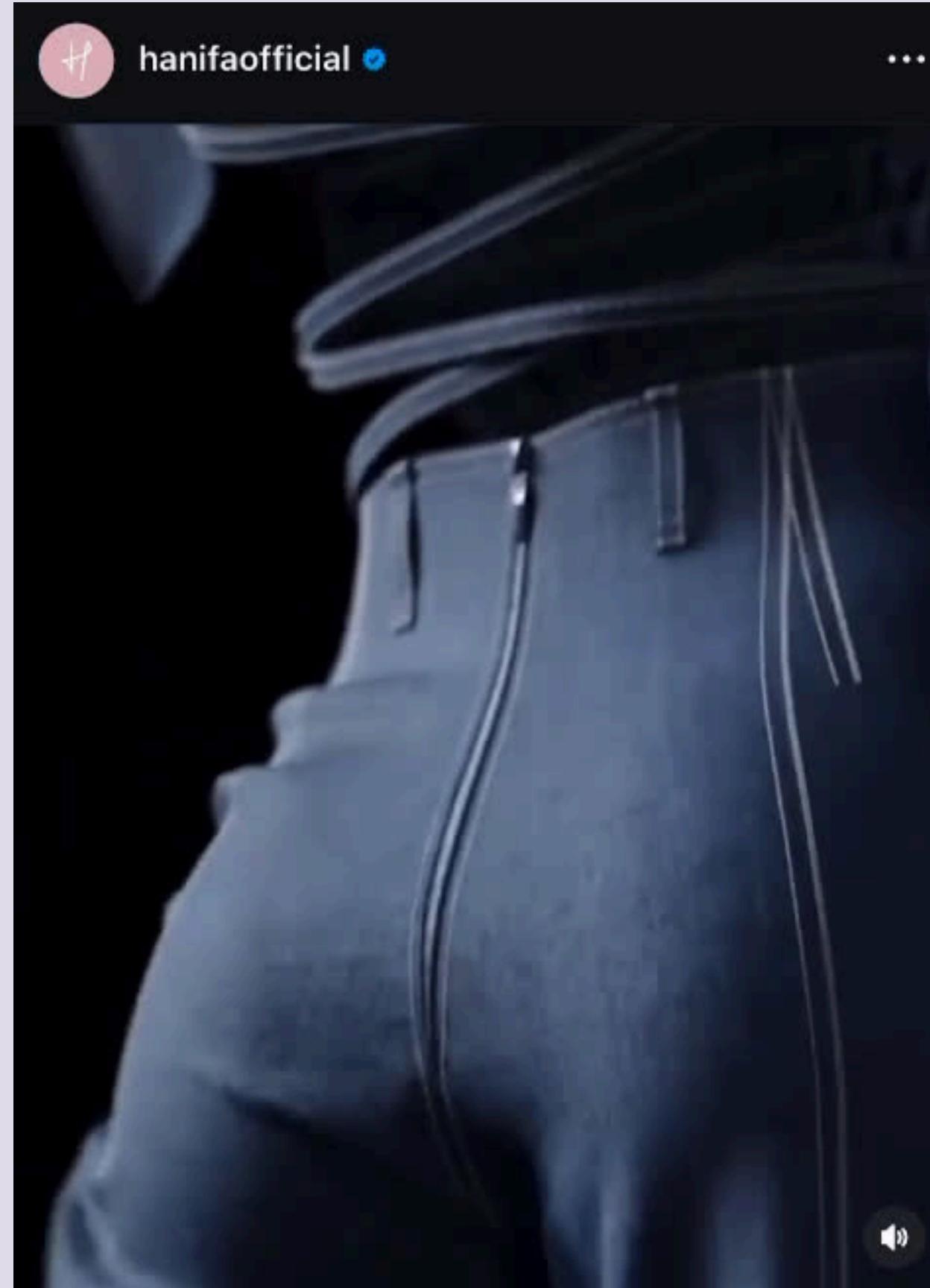


HOUSE OF CB

Annalissa Dress.

- Showcases dress on human body
- Model Embodies how dress should make one feel.

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HANIFA Pink Label Congo - Zaire Set

- Innovative Technology
- Focuses on Look and Feel of Clothing.

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NIKE Nike Alphafly 3

- Shows story of Sifan Hassan
- Focuses on emotions.

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deolasagoeofficial

...

21

Liked by hafymo and others

deolasagoeofficial ON THE DAY ~ #DeolaBride
Hafsa Mohammed in #TropicalGalactia 01 Surreal modified ALESSA

anikeologe

...

Liked by oge_okoli and others

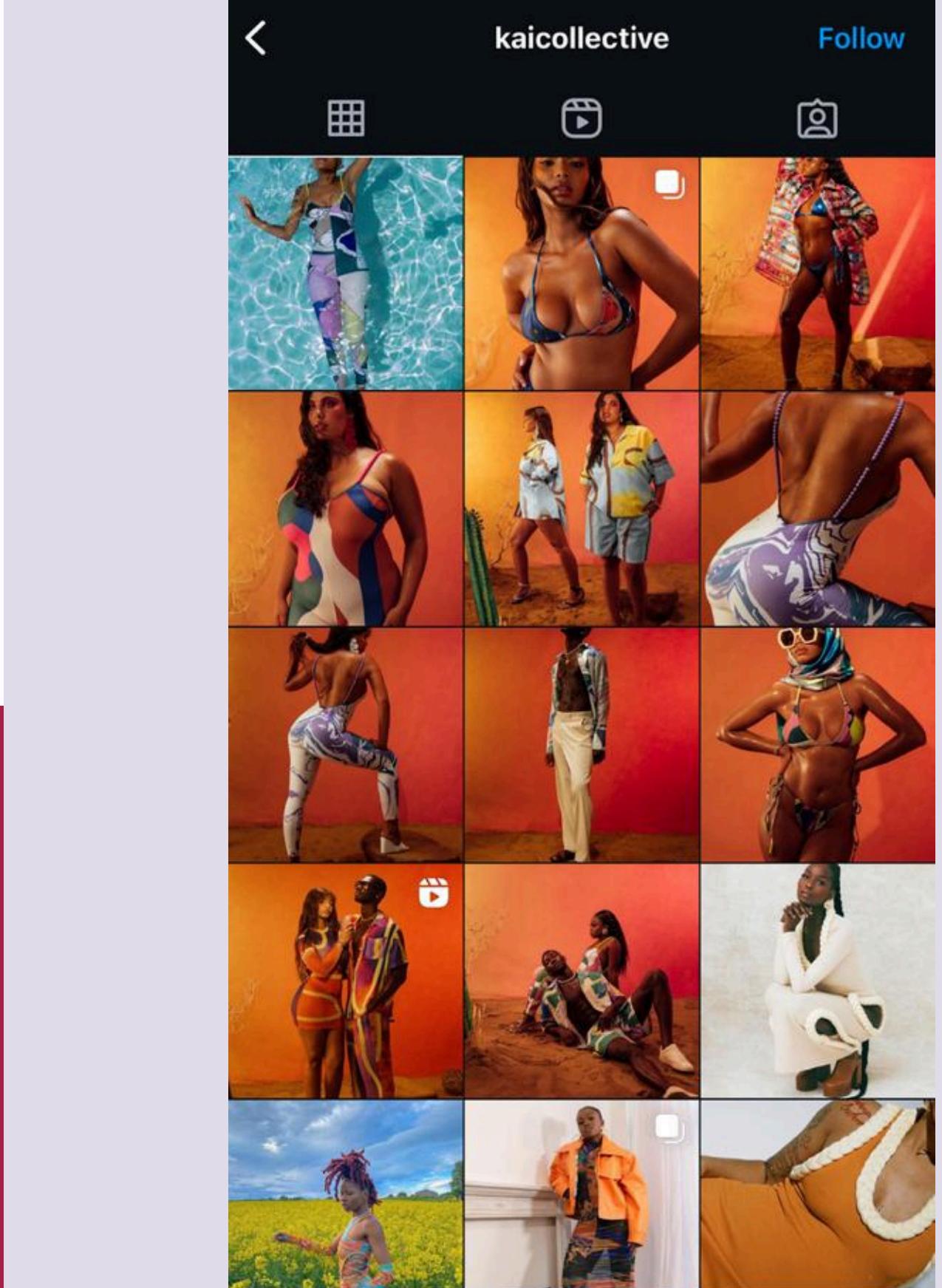
anikeologe Can't get over how stunning
@brenda.adehi is in custom Anike Ologe 😍之心

VISUAL STORYTELLING TIPS

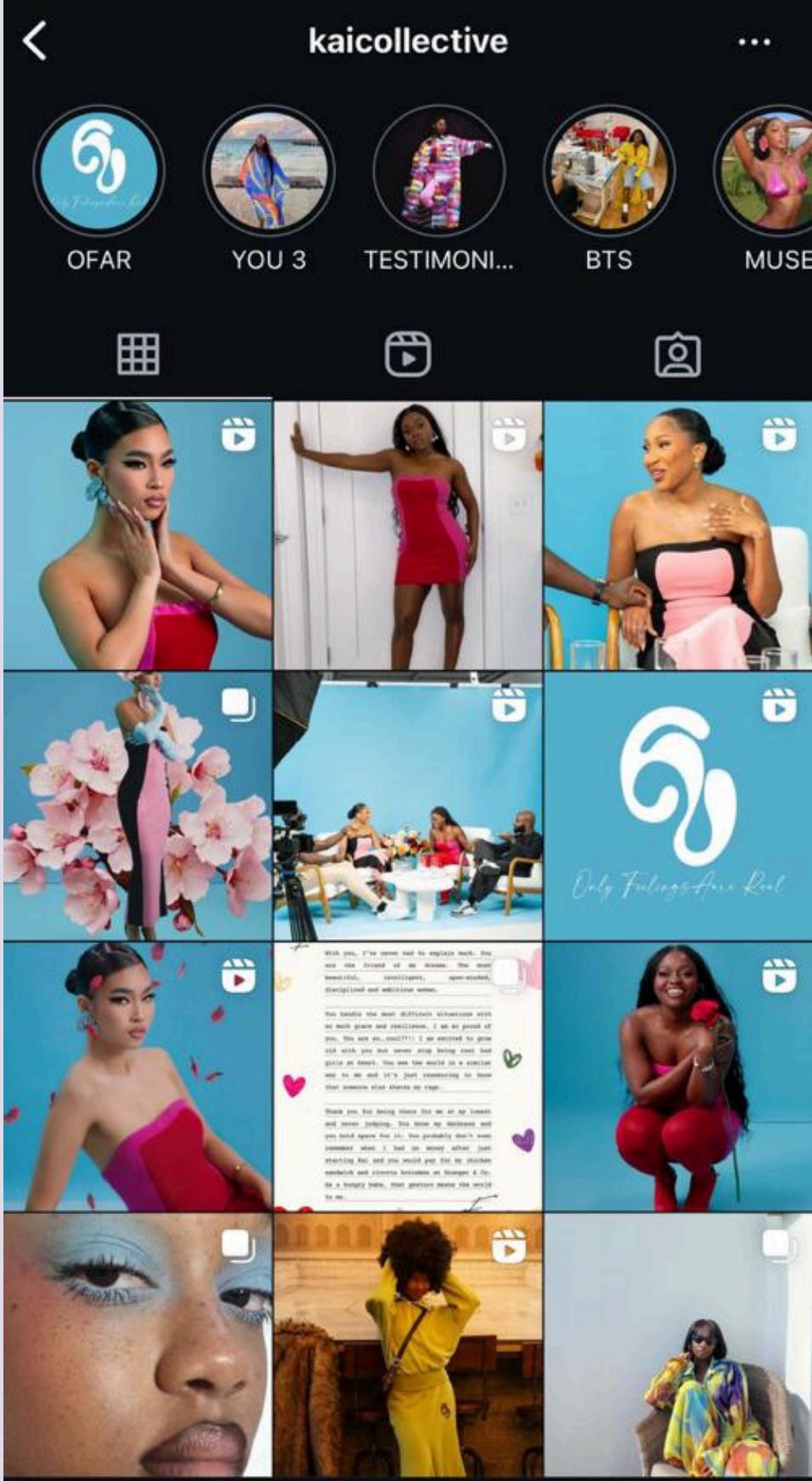
1. Be Consistent in Your Branding.
2. Allow Your Brand to Evolve.
3. Use High-Quality Images.
4. Implement User Generated Content.
5. Partner and Collaborate with Others.
6. Cater to Emotions with Stories.



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2022



2024

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desireeiyamaofficial
and
shoprenikeji

desireeiyamaofficial We collaborated with the jewellery brand RENIKEJI to bring our SS24 runway vision to life 🌸🍄 Take a look at the behind the scenes process ~

Selected pieces available to preorder on desireeiyama.com • Today 3pm WAT

#Desiréelyama #SS24 #BotanicalGarden

12w

tressiene so proud of you! ❤️

12w Reply

— View replies (1)

aanuaustine So beautiful 😍

12w Reply

— View replies (1)

megagbenedio Beautiful! ❤️

12w Reply

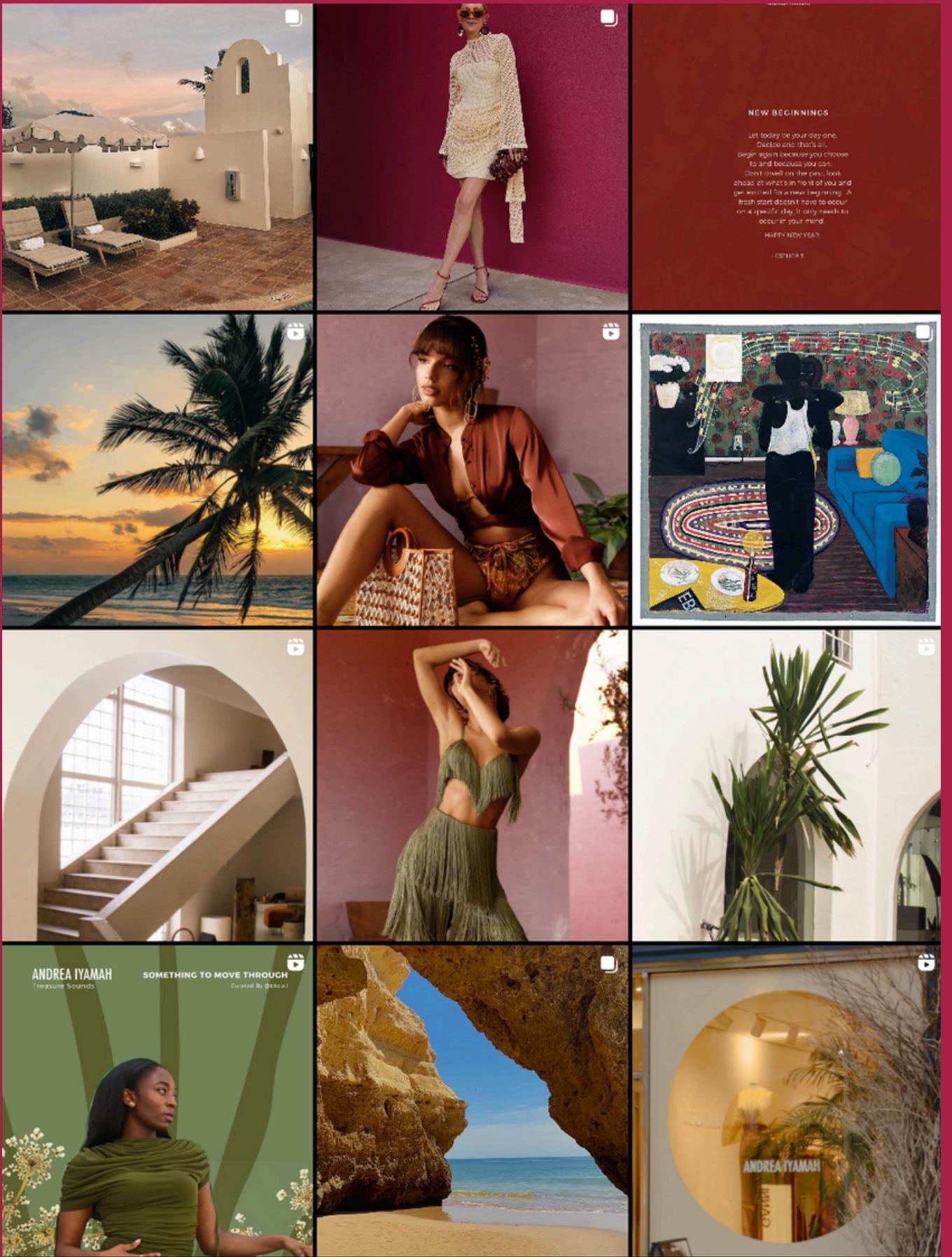
— View replies (1)

Like Comment Share

Liked by lifewithhtiti__ and others

November 3, 2023

25



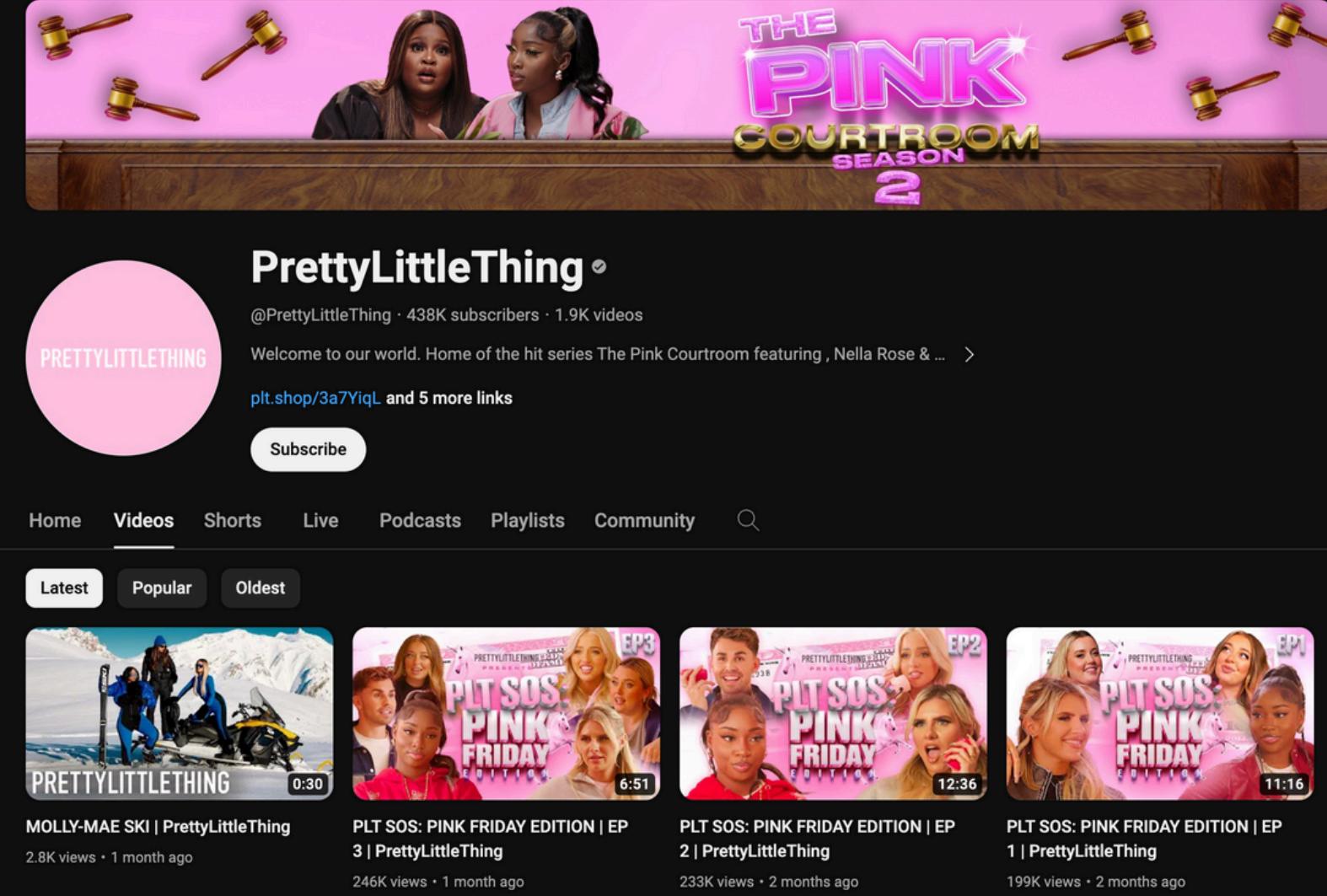
ANDREA IYAMAH

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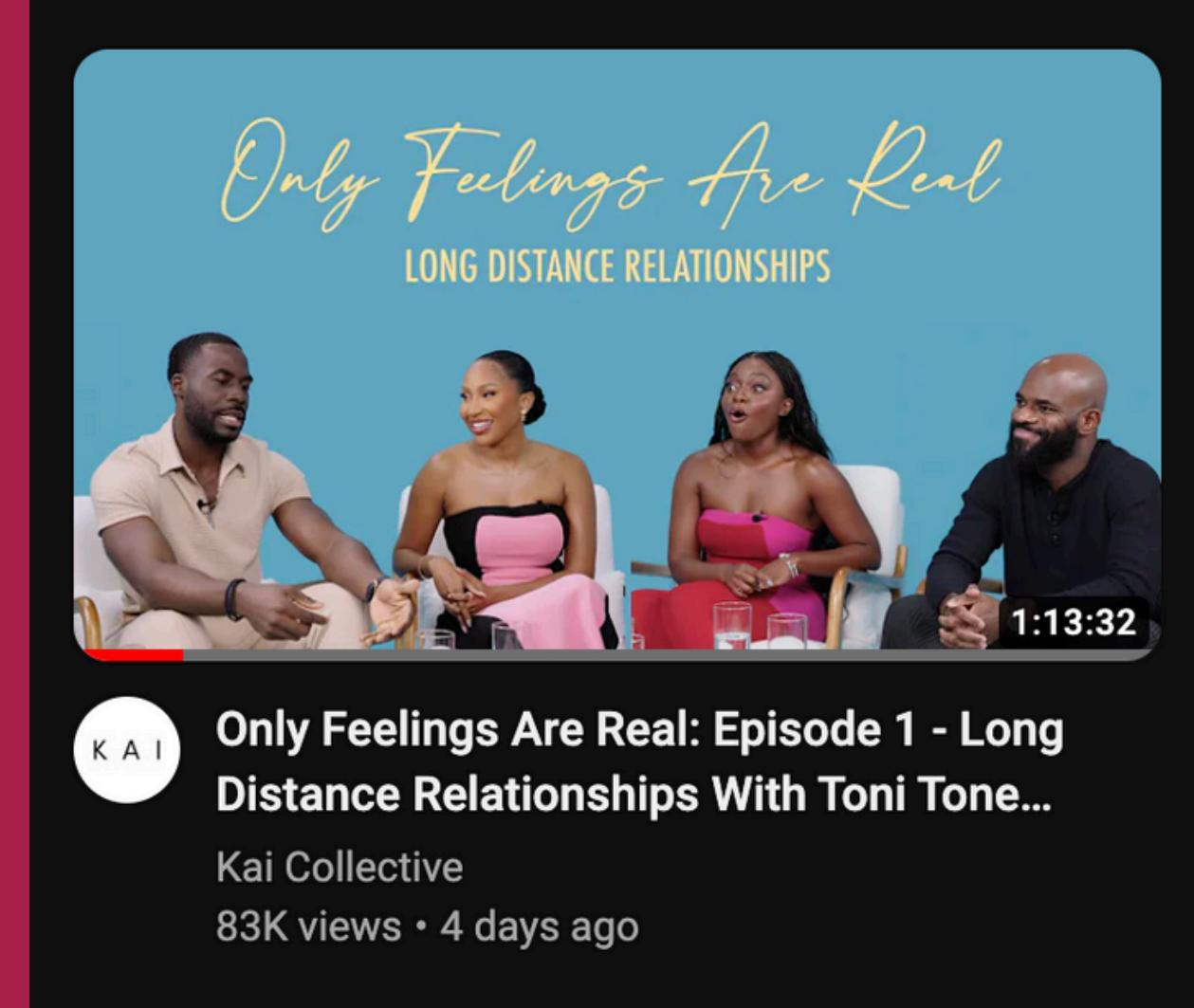


KAI COLLECTIVE

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The image shows the YouTube channel page for PrettyLittleThing. At the top is a banner for "THE PINK COURTROOM SEASON 2" featuring two women at a judge's bench with gavels. Below the banner, the channel name "PrettyLittleThing" is displayed next to a pink circular profile picture. The channel has 438K subscribers and 1.9K videos. A welcome message reads: "Welcome to our world. Home of the hit series The Pink Courtroom featuring , Nella Rose & ... >". Below this, there are links to "plt.shop/3a7YiqL and 5 more links". A "Subscribe" button is visible. The navigation bar includes Home, Videos (which is selected), Shorts, Live, Podcasts, Playlists, and Community. A search icon is also present. Below the navigation bar, there are three filter buttons: Latest (selected), Popular, and Oldest. Four video thumbnails are shown: 1. "PRETTYLITTLETHING" (MOLLY-MAE SKI | PrettyLittleThing) - 2.8K views, 1 month ago. 2. "PLT SOS: PINK FRIDAY EDITION | EP 3 | PrettyLittleThing" - 246K views, 1 month ago. 3. "PLT SOS: PINK FRIDAY EDITION | EP 2 | PrettyLittleThing" - 233K views, 2 months ago. 4. "PLT SOS: PINK FRIDAY EDITION | EP 1 | PrettyLittleThing" - 199K views, 2 months ago.



The image shows a video thumbnail for "Only Feelings Are Real: Episode 1 - Long Distance Relationships With Toni Tone...". The thumbnail features four people sitting on a couch against a blue background. The video duration is 1:13:32. The channel logo "KAI" is in the top left corner. Below the thumbnail, the video title is "Only Feelings Are Real: Episode 1 - Long Distance Relationships With Toni Tone...", followed by "Kai Collective" and "83K views • 4 days ago".

TRAINING YOUR VISUAL EYE

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P Home Create Search

Tallulah earrings in amber

Charlotte Tilbury Pillow Talk Dreams Luxury Eyeshadow...

Floral artwork WildColorz

Anni Pinstripe Shirt Black

Waiting for rpt.cedexis.com...

Amrita Blouse - Ciao Gabri Caki - L Maison Hotel

chelsea

?

Above the grid, there is a navigation bar with icons for Home, Create, and Search, along with user profile and notification icons.

The grid of pins includes:

- A woman wearing large, dark amber-colored dangling earrings.
- A close-up of a person's eye with dramatic, reddish-pink eyeshadow.
- A pin from "WildColorz" featuring a floral artwork.
- A woman wearing a black pinstripe blazer and skirt.
- A living room interior with a sofa, coffee table, and bookshelves.
- A woman wearing a blue and white striped shirt with a yellow and blue striped scarf tied around her neck.
- A woman wearing a black Miu Miu shoulder bag.
- A woman's legs wearing white socks.
- A woman wearing a green blouse with white embroidery.
- A woman with long braided hair in a yellow dress.
- A woman with curly hair wearing a white top.
- A woman wearing white socks.
- A woman with curly hair wearing a white top.

A red arrow is positioned on the left side of the screen, pointing downwards towards the bottom left corner.

TRAINING YOUR VISUAL EYE

1. Observe regularly, observe intensely.
2. Consume art, media, books, etc.
3. Listen and watch people that inspire you.
4. Browse on Pinterest.
5. Practice and Experiment.



SEARCH ENGINE OPTIMIZATION

SEO stands for “search engine optimization.” It is the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for.



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Google long jackets

Images Shopping For women Videos For men Leather Winter Puffer Suit All filters Tools SafeSearch

About 3,080,000,000 results (0.33 seconds)

Images : mens womens winter fashion military leather anime wool ▾

SLM-max Thick down jacket... [Amazon UK](#)
 Buy Grey Jackets & ... [Ajio.com](#)
 Women's Ultrawarm C... [L.L.Bean](#)
 Buy COODRONY X-Long... [Amazon.in](#)
 New Women's Winter Slim... [eBay](#)
 Women's Natural Lo... [Next UK](#)

Florentina - Women'... [Robert W. Stoltz](#)
 Buy Women's Long Jacke... [Jumia Nigeria](#)
 Long Jackets for Wo... [Next UK](#)
 Women's Long Coat... [PrettyLittleThing](#)
 Long Coats in Nigeria for s... [Jiji](#)
 Ultra Light Down Long Coa... [Uniqlo](#)

Feedback 12 more images ▾

Pinterest · naomikalunda 310+ followers :
250 Best Long jackets ideas
Nov 2, 2017 - Explore naomi kalunda's board "Long jackets" on Pinterest. See more ideas about african fashion, african wear, african attire.

People also ask :
What is a long jacket called?
How many types of jackets are there?
What is a long jacket with a hood called?

HOW TO INCREASE SEO

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On Your Website

Research for Keywords on sites like Semrush, Google Keyword Planner, Ahrefs, and infuse them into your website.



On Social Media Pages

Optimize your content for target keywords by including them in the title, headers, meta descriptions, and throughout the content

Also, create high-quality, valuable, and relevant content for your target audience and be active.



Be on the Right Platforms

As a fashion brand, leveraging on visually designed platforms like Instagram and Pinterest will help you grow.



How do you measure content success?

- Through Analytics

Website traffic, time spent on page, click-through-rates, can help you realise what content resonates with audience and what doesn't.

- SEO Performance

How well you rank on search engines for specific fashion related topics is also a good indicator of content success.

- Social Media Metrics

Shares, likes, comments and follower growth are also great indicators of successful content.

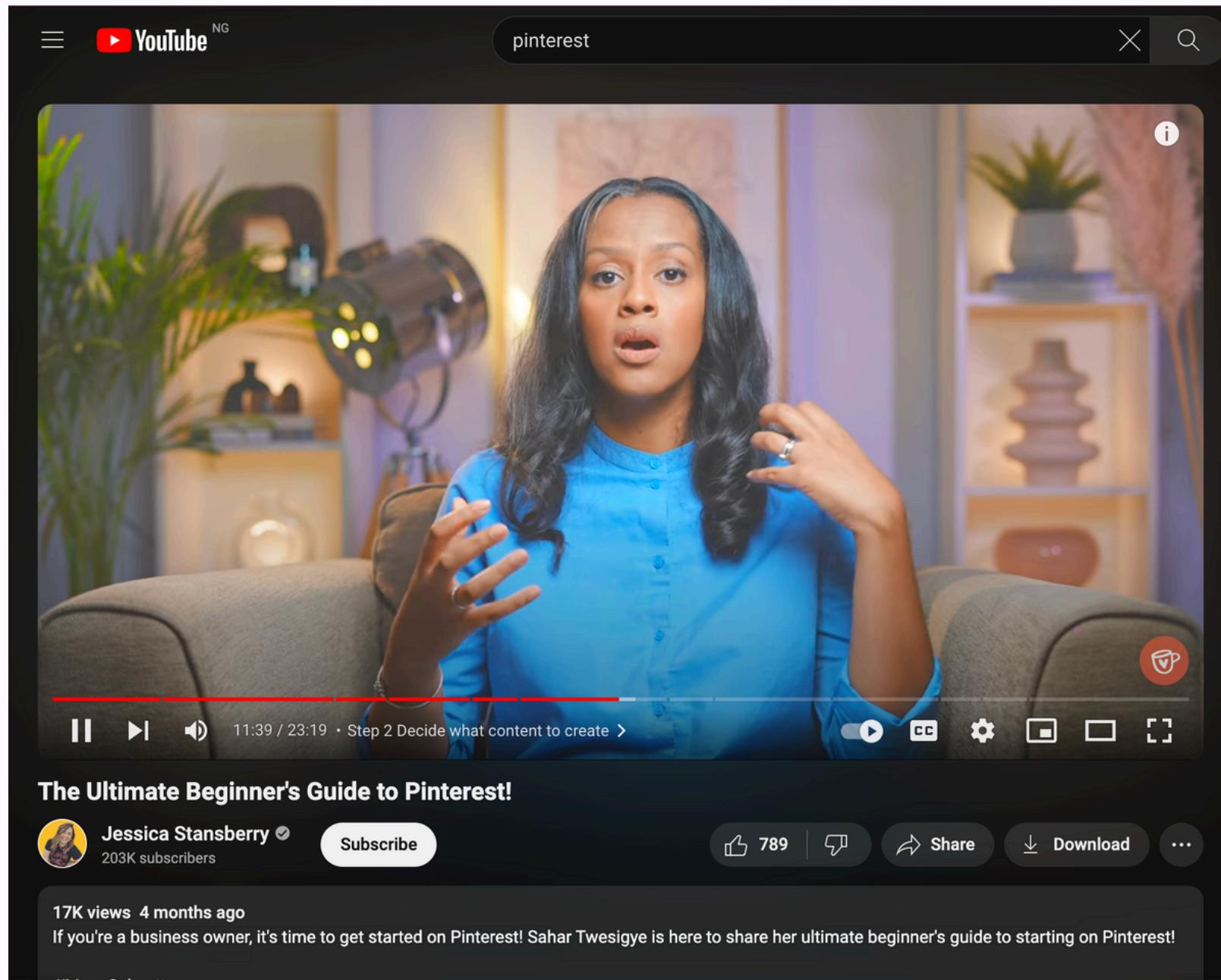
- Customer Engagement and Retention

Are people buying your products? Are people coming back for second purchases? That's perhaps the best metric for successful content marketing.



Learn How to Use Pinterest for SEO

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Watch this video

IN CONCLUSION

1. CONTENT IS KING.
2. HAVE A BRAND STORY.
3. FOCUS ON OPTIMIZING VISUALS.
4. TRAIN YOUR EYE.
5. PAY ATTENTION TO SEO.
6. BE INNOVATIVE.
7. ALLOW ROOM FOR GROWTH.



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ANY
QUESTIONS?

