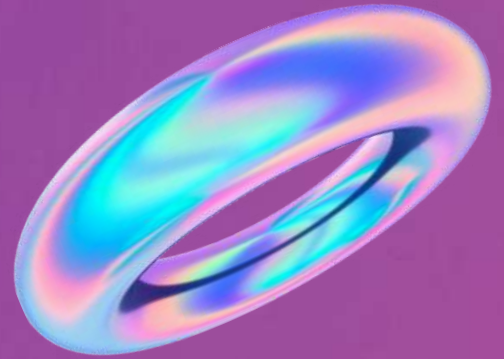


AI CUSTOM CLOTHING



E-commerce project



DIGITAL MARKETING AND E-COMMERCE
FINAL PROJECT

AI  **CLOTHING**
you create

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Contents

Contents.....	2
Week 1.....	3
Introduction.....	3
Store Url.....	3
Target Segment Definition.....	3
Product Definition.....	4
Shopify Setup.....	5
Showcase of AI tool.....	9
Week 2 - SEO.....	16
Keywords List.....	16
Keyword Implementation.....	17
Blog posts.....	17
Week 3 - Social Media & Email Marketing.....	19
Social media channels.....	19
Sample posts.....	19
Competitors.....	21
Email marketing.....	27
Welcome Email.....	27
Nurturing Email.....	29
Conversion Email.....	29
Week 4 - Facebook ads.....	30
Traffic Campaign.....	30
Strategy and Structure.....	30
Ads manager settings.....	31
Conversions Campaign.....	33
Strategy and Structure.....	33
Ads manager settings.....	34
Week 5 - Google Ads.....	36
Display Campaign: Awareness and Interest.....	36
Display Campaign: Consideration.....	37
Shopping Campaign: Purchase.....	38
Shopping Campaign: Repeat.....	38
Week 6 - Google Analytics measurement plan.....	39
Business Objective 1: Increase Brand Awareness.....	39
Business Objective 2: Increase Sales.....	39
Business Objective 3: Improve Customer Engagement and Satisfaction.....	39

Week 1

Introduction

Idea: Within our developed AI tool users could create their own unique clothing AI-powered print designs by describing the style of the print and details of the image that they would like to see on their clothing. Customers receive 5 examples of prints based on description that could be put and printed on the clothing. As a result, customers order and receive a piece of clothing with their own AI-powered developed print.

Brand name: AI Clothing. Brand name represents the main idea of an ecommerce clothing brand website highlighting its novelty. The goal of the name is to grab the attention of users and build the interest and curiosity about how the AI could be used in clothing.

Logo: the logo is developed within an AI tool. Blue color was chosen as the main one, since it is the key association color with AI and technology. A T-shirt symbol was added for association with the clothing industry.

Slogan: “You create” - represents the idea that it is the customers who create in “AI Clothing” shop and we just provide the opportunity to turn simple ideas into reality.



Figure 1 - logo

Store Url

<https://youraiclothing.myshopify.com/>

“AI Clothing” URL were not available, therefore, we added “your” highlighting the idea represented by the slogan.

Target Segment Definition

Demographics:

Age: 18-35.

County: USA

Gender: Male and female

Location: Urban and suburban areas

Education: school, College-educated or higher

Income: \$40,000+ per year self-income or parents income

Psychographics:

- Fashion-conscious and interested in trends
- Value self-expression and individuality
- Appreciate unique and personalized products
- Embracing technology and innovation

Interested in AI wave

- Ready to spend for unusual / interactive stuff

Lifestyle:

- Active on social media
- Attend concerts and festivals
- Follow fashion influencers and bloggers
- Value experiences

Overall, the best target audience for AI Clothing is young, tech-savvy, fashion-conscious individuals who reside in urban or suburban areas, have an appreciation for creativity and design and have the financial means to purchase custom clothing and willingness to spend money for new unusual experiences.

Product Definition

For the first launch stage - three products were chosen:

1. Unisex Crewneck Sweatshirt (Long Sleeve)
2. Unisex Hooded Sweatshirt (Hoodie)
3. Unisex Short Sleeve Tee (T Shirt)

Taking into account that the target market is the USA, we have decided to go with Unisex clothing emphasizing our relation to gender equality, which is important to many consumers in the US market. Since the idea involves the production of custom prints, we have decided to choose **Print On Demand** approach to simplify the business model. Based on the internet reviews we have chosen Printify service, which includes a wide range of manufacturers of clothing that allows us to outsource the production and distribution processes. Outsourcing production it is important to order test samples of clothing to check the quality before fully launching. In the future, as the business grows, it will be better to launch our own production to increase the quality, control and delivery time. At the moment this model will contain high costs and as a result unattractive prices for customers.

Therefore, we have chosen the three most popular Tops as the first items (Long Sleeve, Hoodie, T-Shirt) in gray, black and white colors with sizes range S-3XL. Due to the Print On Demand format it does not cost anything to provide a wide size and color assortment of clothing, therefore we have included large sizes, once again, taking into account target market.

Future product / services extension:

1. Expanded color palette, assortment of clothing, decorations and jewelry. The assortment will be easily expanded by using the same external manufacturing approach.
2. Develop an additional feature - outsource a professional designer that could develop personalized designs for customers. For instance, if a person likes the result that AI has provided but wants to make it better or more personalized. In this case the designer will work with the AI generated prints and customer additional needs finalizing and coordinating the design with the customer.

Shopify Setup

Color choice: dark theme with dark deep purple and white text. We did not want to go all the way with the basic blue AI associated color, which was chosen for the logo and dark purple is also usually associated with mystery and intrigue.

Homepage title: AI Custom Clothing

Homepage meta description:

Unleash your creativity and design your own unique clothing with AI Clothing.

Our AI-powered design tool lets you turn your ideas into reality. Just describe your style and provide details of the image you envision, and our AI will create a one-of-a-kind print design just for you.

Logo - Identity of the brand. And the link assigned to the main menu.

Menu - website navigation, providing the most important features and pages:

- All clothing - all available items

- Catalog with drop-down menu of three categories: Hoodies, T-Shirts, Long Sleeves

- PhotoFeed - shared photos of the customers designs |

- AI News - section for news in the field of AI and others to fill the site with content for SEO optimization and organic traffic

- FAQ, Contact page, Search bar and the check-out.

In the future when there will be more clothing categories some of the menus could be moved to the footer page and “featured/liked” products button could be added.

Announcement bar - with a 15% discount to attract new users

Headline - “Custom print with AI” which creates interest and describes the main idea of the website in 2 seconds.

Call-to-Action - “Create your own” button to launch a customer into a funnel and turn it into purchase by sending users to the product pages.

Slogan - “you create - we incarnate” - to emphasize the importance of the customer.

Collage - showing the possible prints that customers can create. The examples shown in college were created with our own developed AI tool.

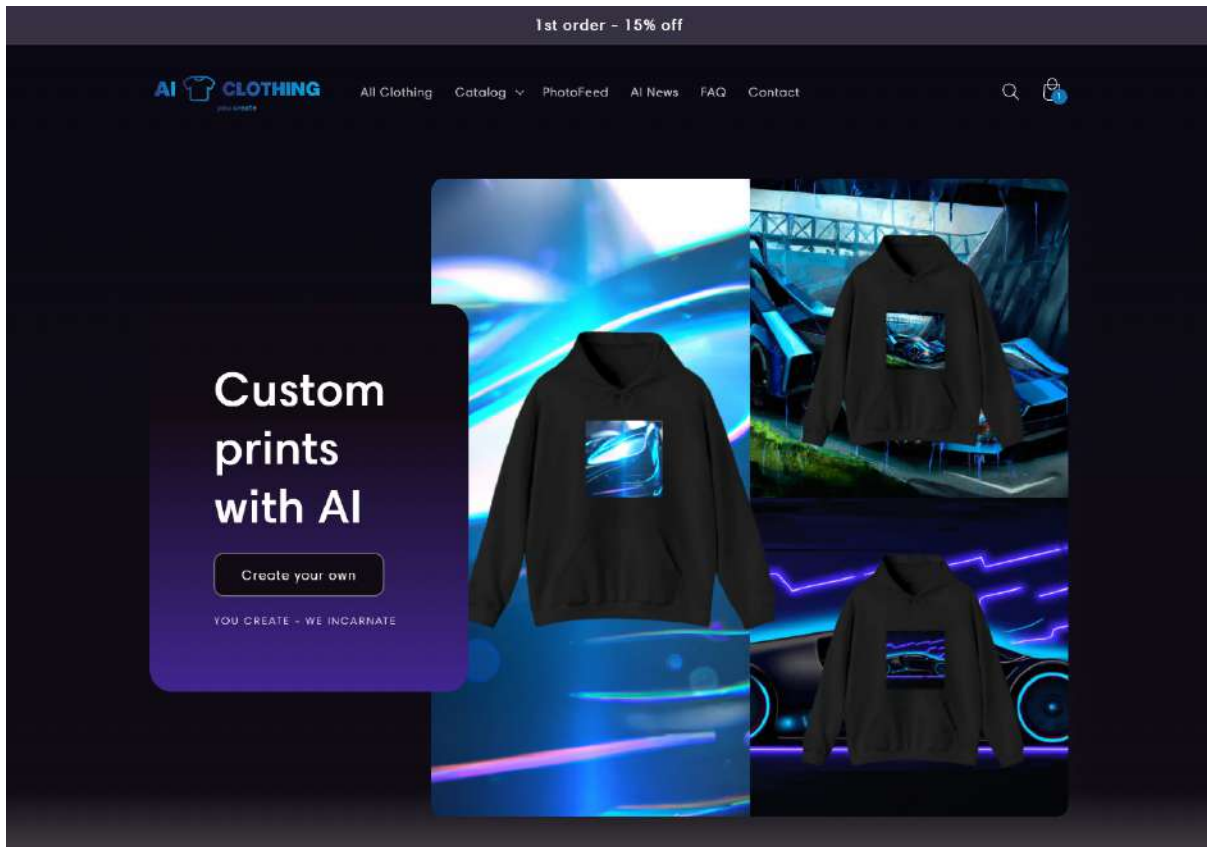


Figure 2 - Homepage

Below on the main page there are **categories list**, which were created in correlation to our product line. We did not create collections, for example, by seasons, since in our store customers design prints and styles themselves. For diversification purposes as an example we have placed a hoodie with a “red supercar” print (usually associated with boys) and a T-shirt with a “pink barbie on high hills” print (usually associated with girls) to build an understanding in the minds of clients that their style could be anything. When there will be more products available we will expand our categories to Best Selling Products / Newest Products and create a category with ready to buy designs that we will create with AI and designers help.

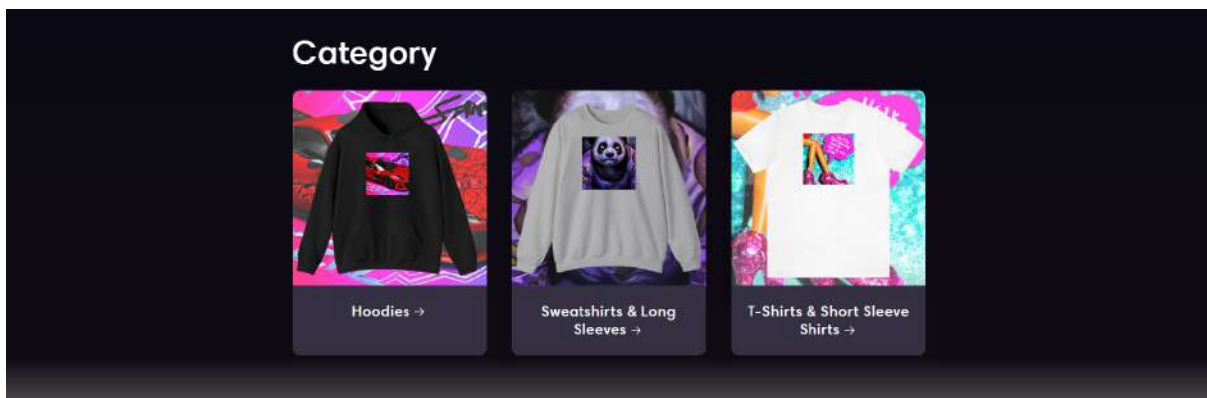


Figure 3 - Categories list

Below categories there is - **Newsletter**. We again attract the attention of users with a discount and use it as motivation to fill their emails.

Footer Menu. Default “Powered by Shopify” was deleted. We have provided duplicated main pages as Catalog, FAQ, Help & Contacts and added AI Prints Generator link which is our developed AI tool (*the example of use will be provided during product pages*).

We added our main social media icons. Since there will be a lot of visual content from users it is important to include Pinterest as one of the socials. In the future it would be important to add contact information, including email address, phone number, and physical address so customers would feel safer. Furthermore, although some of these points are described in the FAQ in the next steps “Written return and refund policy, Privacy policy, Terms of service, Shipping policy” should be added as well as those pages should be properly designed to show concern about customers.

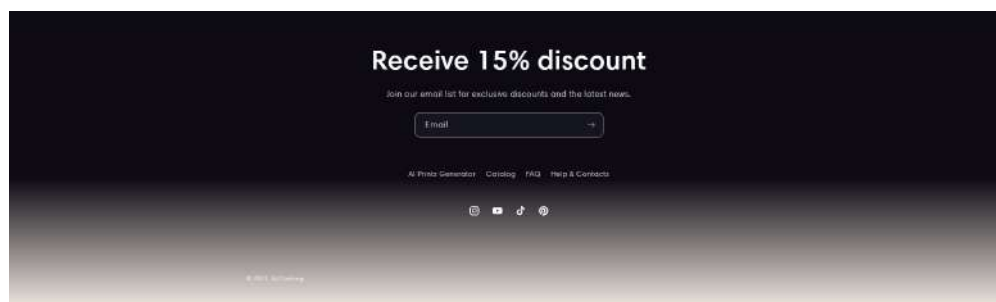


Figure 4 - Footer Menu

Catalog page. Example of category page. At the moment there is only one product for each category.

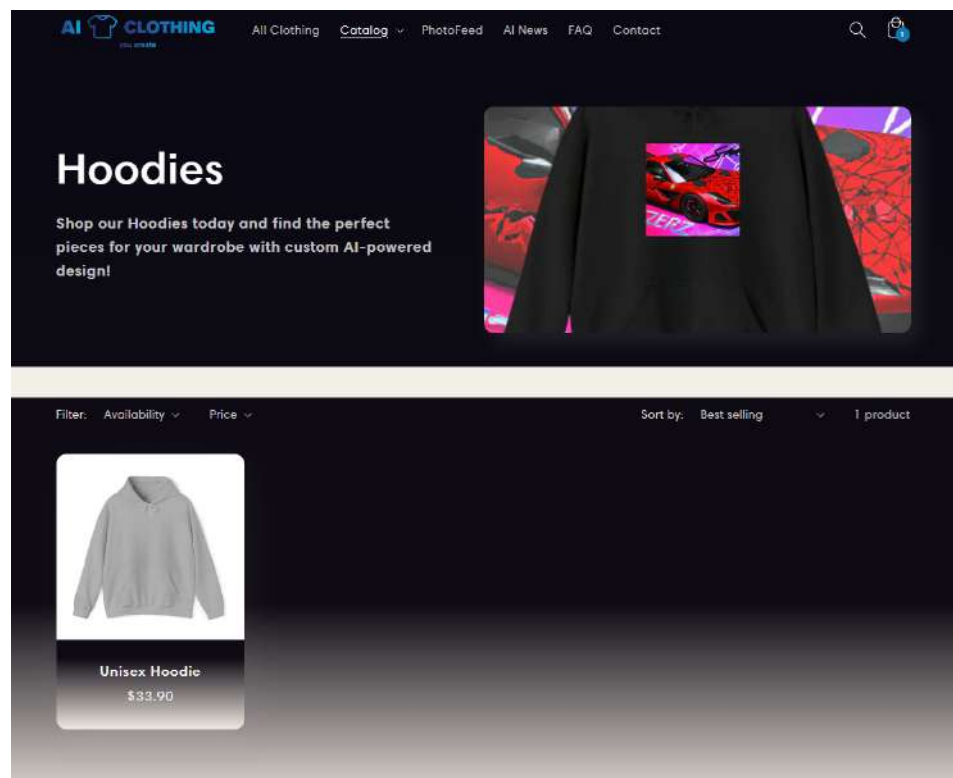


Figure 5 - One of the categories page example

On the bottom of categories pages we have added a call to action that suggests customers to create a design. It helps to retain and intrigue the user.

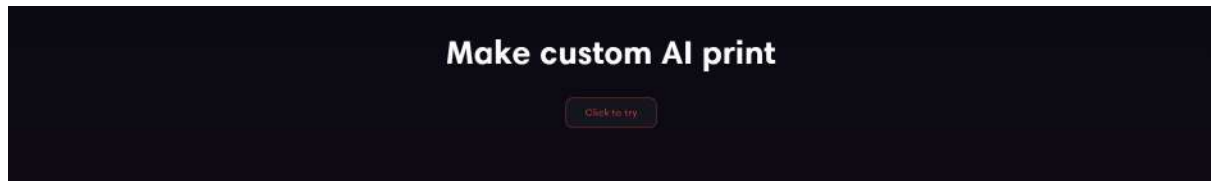


Figure 6 - CTA category page

Products pages:

- **Product photographs** - there are photographs of the products itself and photographs of products on people.

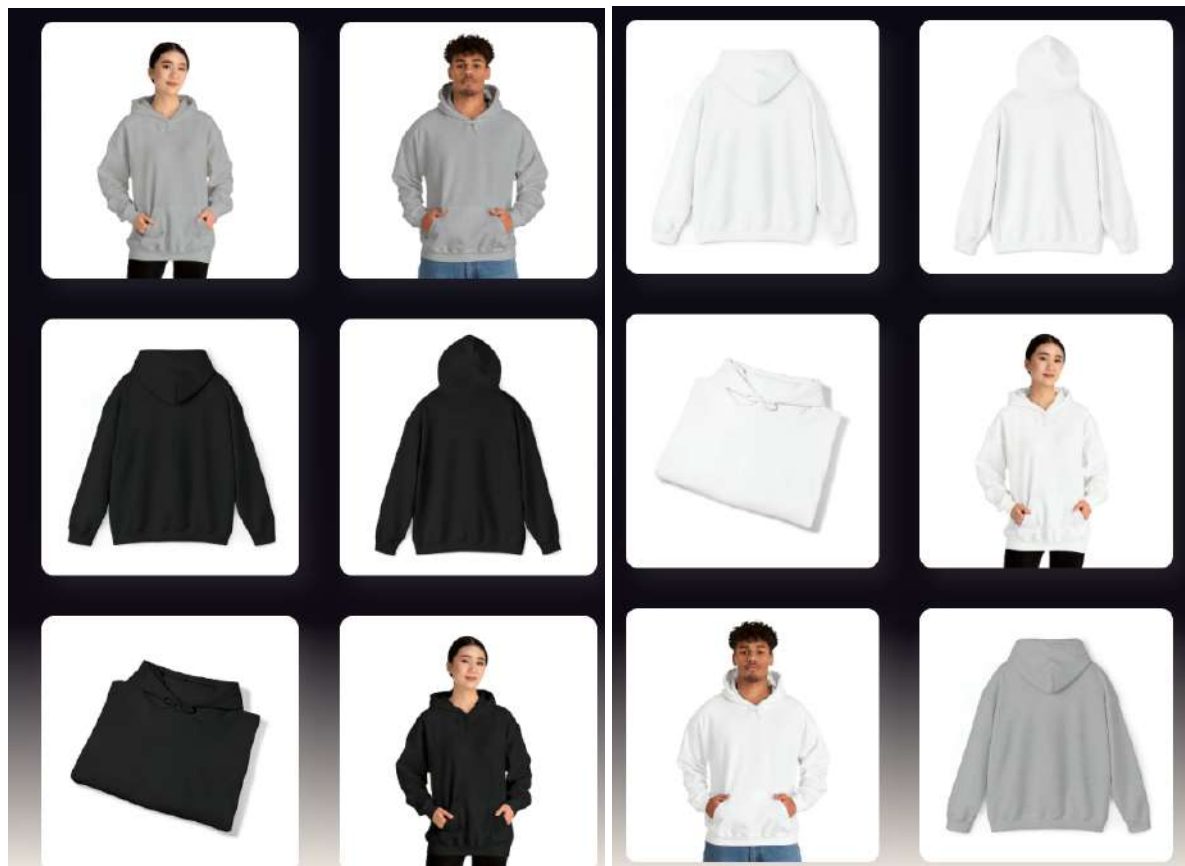


Figure 7 Product photographs

- **Main features** – Price, color (if the customer changes the color, header photo will change to the right color automatically)

Since the products linked to “Printify” the sizes and colors show only the available stock.

- **“Customize it” CTA**

- **“Buy it now” CTA**

- **Description** - that contains three main parts (please, see the example of the full Description by the link [Unisex Hoodie – AI Clothing \(youraiclothing.myshopify.com\)](https://youraiclothing.myshopify.com))

- 1) **Instructions** on how to make a custom AI-powered print

2) **Motivational, marketing speech** - highlighting the “express yourself idea”

3) **Product materials, features and characteristics.**

When there will be **customer reviews** - they will be added to the page.

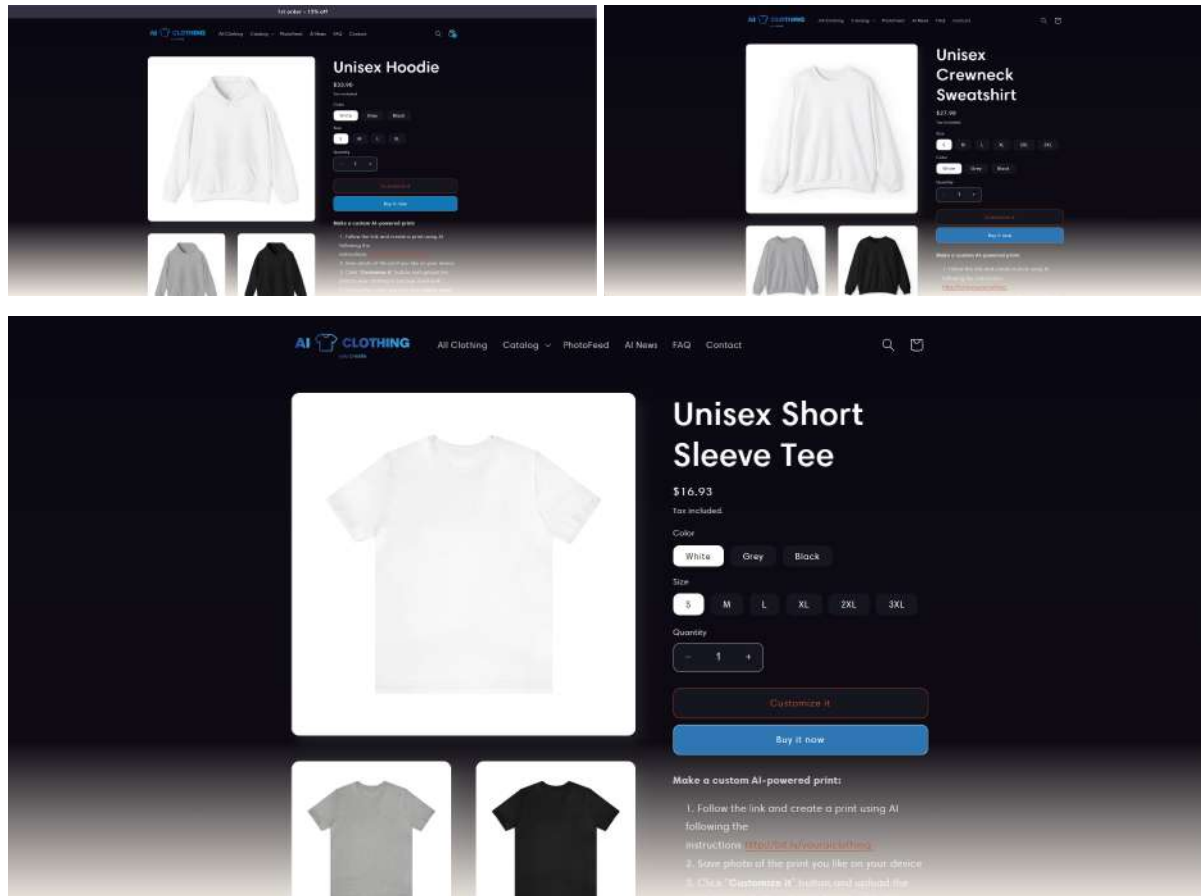


Figure 8 - Products pages examples

Showcase of AI tool

To create custom ai-powered prints, customers need to follow the external link to our developed AI tool presented on top of the description instructions (highlighted red). In the future the tool will be implemented into the website and it will convert customers into buyers better without making them leave the platform to external websites, however due to our limited technical skill we developed an AI tool with an external AI constructor that was specifically built for our idea. Access it by one of the two links.

<https://share.imagica.ai?q=ac318589-86f8-4b3b-9770-41e8eaca27e2>

<http://bit.ly/youraiclothing>

All the user has to do is insert **print style**, for example, cyberpunk / realistic / cartoon and in the second step **describe the print** that customer would like to see, for example, red supercar. The more detailed input is - the better will be the results but the simple ones still work, because we understand that customers will not want to spend too much time writing

the input, especially trying the tool for the first time.

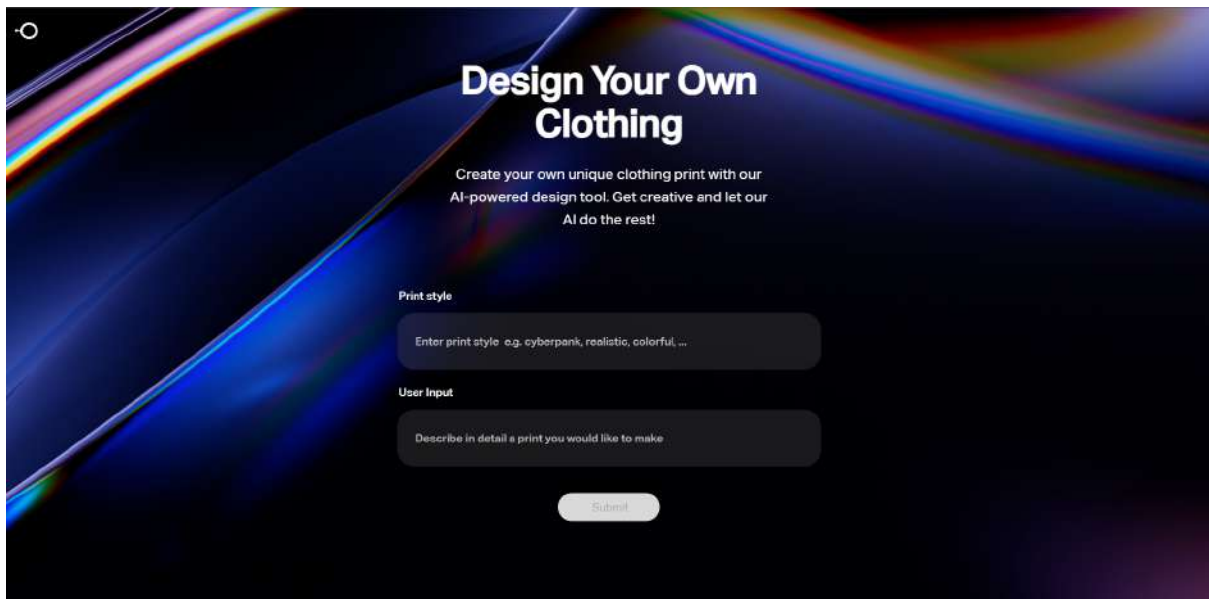
The image shows a web interface for an AI clothing design tool. The background is dark with vibrant, colorful light streaks in shades of blue, purple, and pink. At the top, the text 'Design Your Own Clothing' is displayed in a bold, white font. Below this, a smaller line of text reads: 'Create your own unique clothing print with our AI-powered design tool. Get creative and let our AI do the rest!'. The interface features two input fields: the first is labeled 'Print style' and contains the placeholder text 'Enter print style e.g. cyberpunk, realistic, colorful, ...'; the second is labeled 'User Input' and contains the placeholder text 'Describe in detail a print you would like to make'. A 'Submit' button is located at the bottom center of the form area.

Figure 9 - AI tool

After clicking submit the user receives 5 pictures according to the prompt. The pictures are generated by different AI tools such as DALL·E 2 and others providing the diversification in results, since users often do not know what they exactly would like to see.



Figure 10 - AI tool results example

In the next step we instruct customers to save the image they want as a print on their clothing, return to the website and click the “Customize It” button.

Using the Shopify “Customify - Customize Product” app we implement a tool where a customer simply adds the image to the clothing, as well text (optional) and it appears on clothing (fully adjustable). When a customer clicks add to the card we receive the order including his custom print and it goes to the clothing manufacturers (brands that we work

with through shopify).

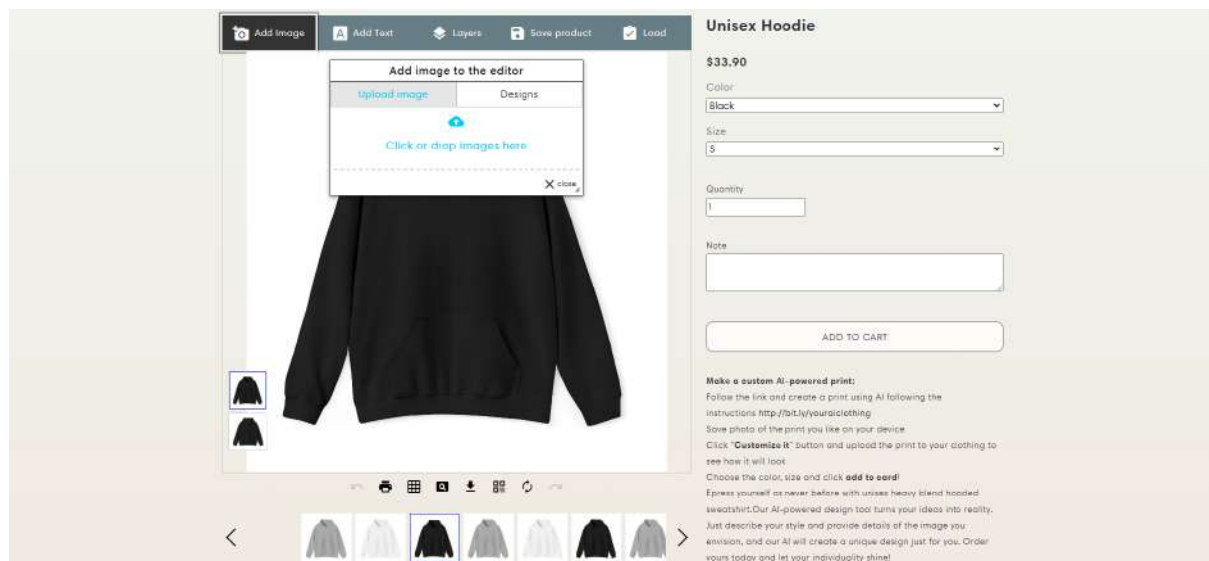


Figure 11 - "Customize It" plugin

Prints can be placed on the front or back of the clothing. The customer could pick the color of clothing (black hoodie in this example case) on which he would like to visualize the print.

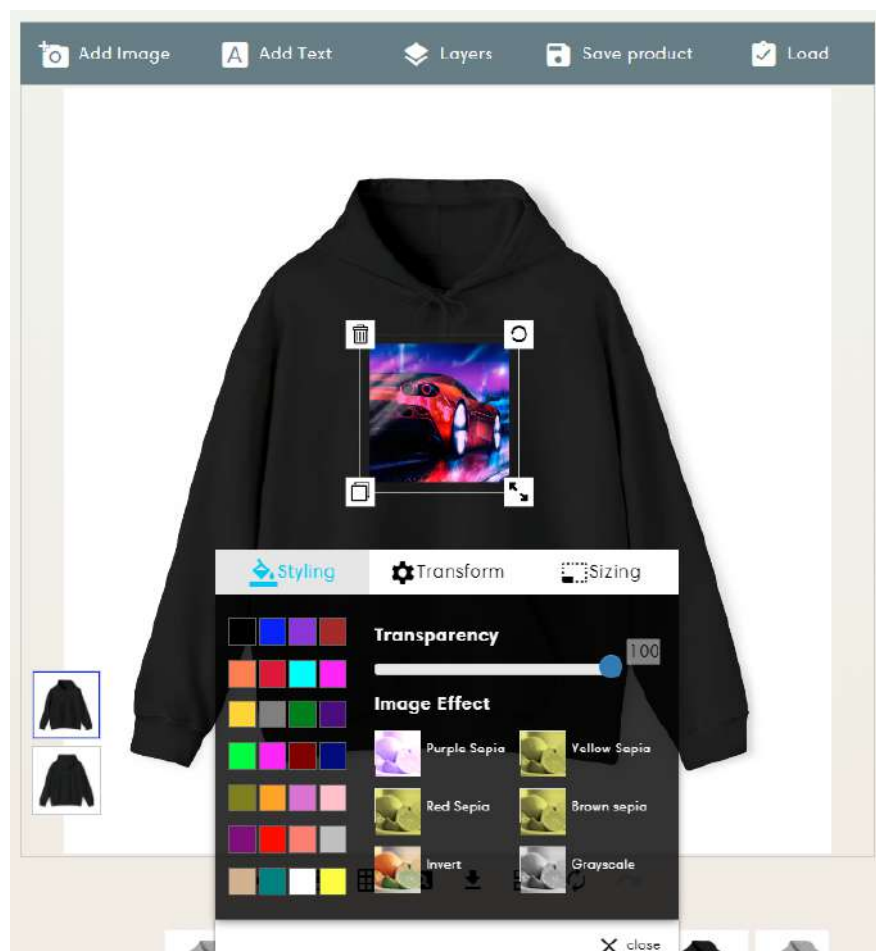


Figure 12 - Showcase of adding the custom print inside the website

PhotoFeed page - is a page with examples of prints that customers could make with our AI tool. CTA - Join the #AIClothing movement inspires customers to share the prints they made and received as products in social media to build organic growth and increase potential of going viral in social media.

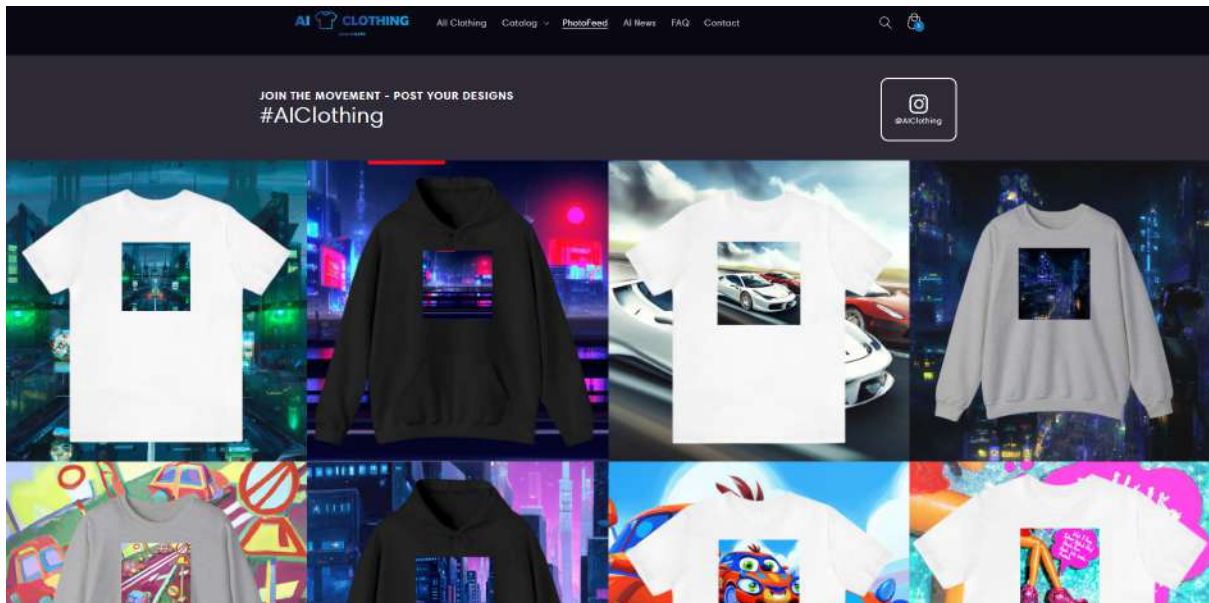


Figure 13 - PhotoFeed page

FAQ Page. We provide answers for 4 most common questions:

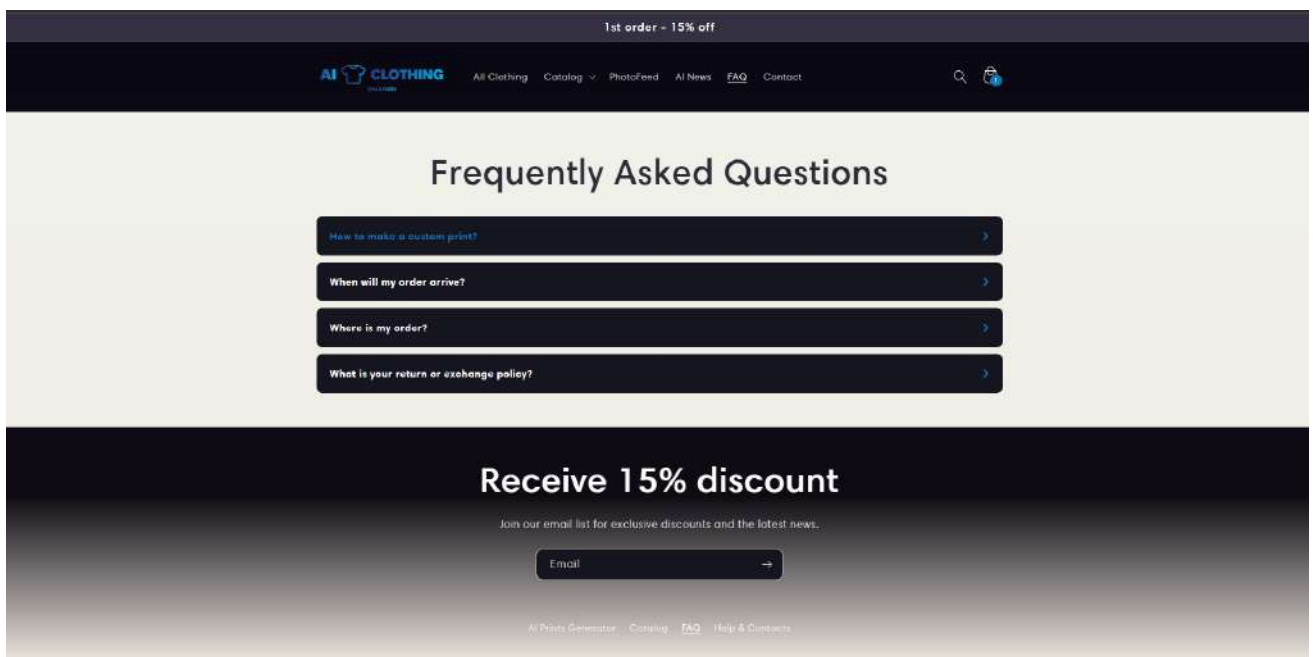


Figure 14 - FAQ Page

1) How to make a custom print?

The answer provides instructions on how to create a custom print for your clothing using AI.

How to make a custom print?

1. Follow the link and create a print using AI instructions <http://bit.ly/youraiclothing>
2. Save photo of the print you like to you your device
3. Return to our website and choose the product you like
4. Click "**Customize it**" button and upload the print to your clothing to see how it will look
5. Choose the color, size and click **add to card!**

If you followed the steps, it means we successfully received your order with custom print and your clothing is already in production

If you have any questions, please contact us!

Figure 15 - FAQ (How to make a custom print?)

2) When will my order arrive?

When will my order arrive?

We understand that you're eager to receive your order, and we're working hard to get it to you as quickly as possible. Here's a general timeline for order fulfillment and shipping:

- **Order processing time:** 1-2 business days
- **Shipping time:** 3-5 business days for domestic orders, 7-14 business days for international orders

Please note that these are just estimates, and actual delivery times may vary depending on your location and shipping method. You can track your order status and estimated delivery date by clicking on the link in your order confirmation email.

Here are some factors that can affect your order delivery time:

- **Your shipping address:** Orders shipped to international addresses may take longer to arrive due to customs clearance procedures.
- **The shipping method you choose:** Express shipping methods are typically faster than standard shipping methods.
- **The time of year:** Orders placed during peak shopping seasons, such as the holiday season, may take longer to arrive due to increased order volume.

If you have any questions about your order status, please contact us. We're always happy to help!

Figure 16 - FAQ (When will my order arrive?)

3) Where is my order?

Where is my order?

We understand that you're eager to receive your order, and we're here to help you track its whereabouts.

1. To track your order, please, see an email confirmation with the tracking link that we have sent to you email
2. Just click on the tracking link and you will see the status of your package

If your order status is still showing as "processing," please allow 1-2 business days for your order to be processed and shipped.

Once your order has been shipped, you will receive a shipping confirmation email with tracking information. Please allow 3-5 business days for domestic orders and 7-14 business days for international orders to arrive.

Here are some additional tips for tracking your order:

- Check your spam folder if you haven't received a shipping confirmation email.
- If you have any questions about your order status, please contact our customer support team.

We hope this helps!

Figure 17 - FAQ (Where is my order?)

4) What is your return or exchange policy?

What is your return or exchange policy?

You can return most items for a full refund within 30 days of purchase. Items must be in original packaging and with tags attached.

Exceptions:

- Items damaged or altered by customer

To return an item:

1. Email our support line support@aiclothing
2. Include photos and describe the issue

We will provide further info, you will need to:

3. Pack the item securely in its original packaging.
4. Include a copy of your packing slip or order confirmation email.
5. Please allow 5-7 business days for your return to be processed. You will receive a refund to the original payment method once your return has been processed.

Exchanges

You can not exchange items because every item has custom design of prints

Shipping costs

You are responsible for the shipping costs of returning or exchanging an item.

If you have any questions about our return or exchange policy, please contact our customer support team.

We hope this helps!

Figure 18 - FAQ (What is your return or exchange policy?)

AI news page - the main idea is to represent on this page exclusive or rewritten AI related articles (not only around clothing but in general within AI theme) for SEO promotion and organic search boost.

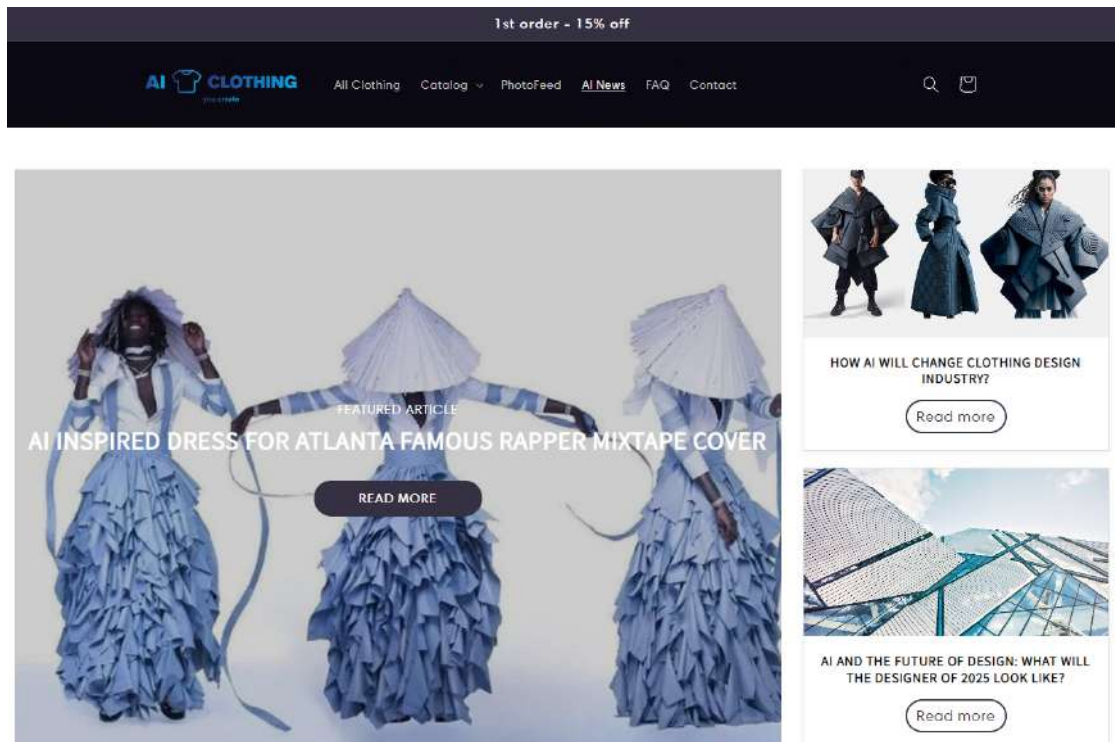


Figure 19 - Blog Page

Contact page - to leave feedback, partnership, issues etc.

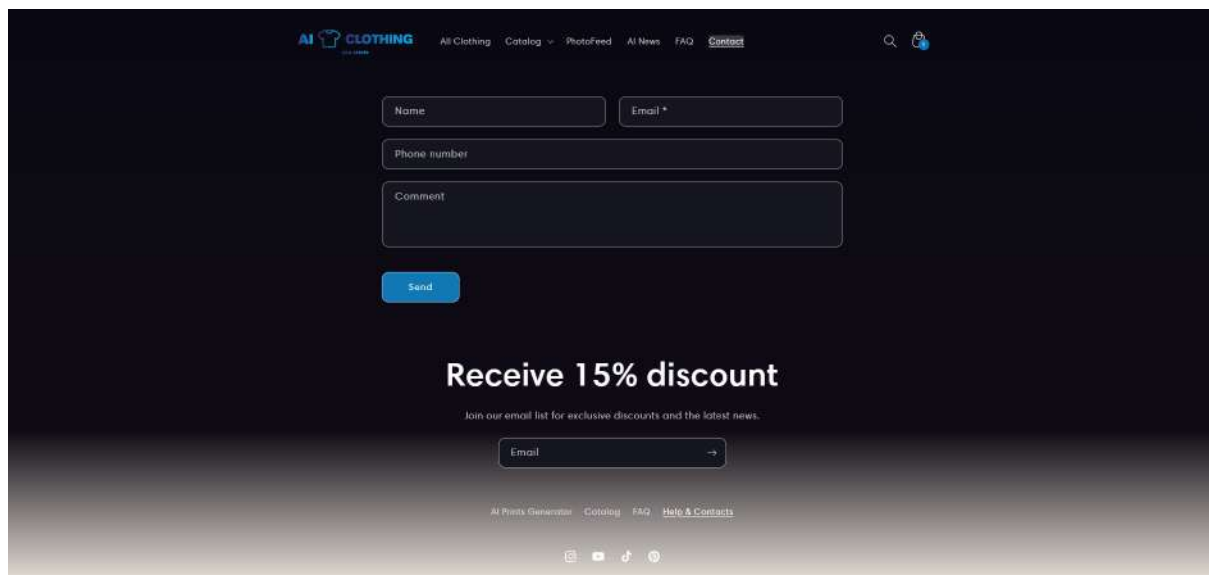


Figure 20 - Contact page

In the future it is also important to add an **About Us** page. It will help to be open with users and build trust. As well as it is important to add Size Guides.

Week 2 - SEO

Following SEO optimization principles, we meticulously selected keywords considering both their search volume and relevance to the products featured on our website. The data was gathered through the Google Ads SEO tool. Commonly used terms such as 'Custom' and 'AI' were strategically incorporated to accurately reflect the product range offered by AI Clothing. These carefully chosen keywords, along with various others related to our brand and our product, were seamlessly integrated into both Product Pages and the Home Page for enhanced visibility and search engine performance.

Keywords List

Home Page:

Keyword	Monthly Searches	Competition	Top of Page Bid (average CPC)
Clothing	1k – 10k	medium	€1.84
AI	10k – 100k	low	€0.68
Create	10k – 100k	low	€4.44
Custom prints	10 - 100	medium	€4.46
Hoodies	1k – 10k	high	€0.87

Table 1 – Home Page Keyword List

Unisex Crewneck Sweatshirt (Long Sleeve) Page:

Keyword	Monthly Searches	Competition	Top of Page Bid (average CPC)
Sweatshirt	10k - 100k	high	€1.13
Long Sleeves	100 - 1k	high	€1.15
Custom prints	10 - 100	medium	€4.46
Wardrobe	1k – 10k	high	€1.70
Crewneck Sweatshirt	10 – 100	high	€1.09
AI print	10 - 100	low	-

Table 2 – Sweatshirt Keyword List

Unisex Hooded Sweatshirt (Hoodie) Page:

Keyword	Monthly Searches	Competition	Top of Page Bid (average CPC)
Hoodies	1k -10k	high	€0.87
AI-powered	10 - 100	low	€0.67
Custom prints	10 - 100	medium	€4.46
Custom hoodie	10 - 100	high	€0.90
Wardrobe	1k – 10k	high	€1.70

Table 3 – Hoodie Keyword List

Unisex Short Sleeve Tee (T Shirt) Page:

Keyword	Monthly Searches	Competition	Top of Page Bid (average CPC)
T-shirt	10k – 100k	high	€1.16
Custom t-shirts	100 – 1k	high	€1.11
Custom prints	10 - 100	medium	€4.46
AI-powered	10 - 100	low	€0.67
Wardrobe	1k – 10k	high	€1.70

Table 4 – T Shirt Keyword List

Keyword Implementation

Website Section	Sub-section	Tags	SEO
Home Page		Clothes; Ai; Create; Custom prints; Hoodies	AI Clothing – you create Custom prints with AI; You create – We incarnate
Catalog	Sweatshirts	Sweatshirts; Long Sleeves; Custom Printed; Crewneck Sweatshirt; Unisex; AI Designed	AI Designed Sweatshirts & Long Sleeves
	Hoodies	Hoodies; Unisex; Custom Printed; AI Designed	AI Designed Hoodies
	T-shirts	T-Shirts; Unisex; Custom Printed; AI Designed	AI Designed T-Shirts
PhotoFeed		AI Clothing	Join The Movement – Post Your Designs

Table 5 – Keyword Implementation

Blog posts

Based on the analyzed SEO keywords we have created 3 ideas for blog posts:

1. Headline - “How AI will change the clothing design industry?”

Link for the full blog post:

<https://youraiclothing.myshopify.com/blogs/news/how-ai-will-change-clothing-design-industry-1>

Description - a full text for the article was created by AI itself. Article about how AI is transforming the fashion industry by powering innovative design, predictive analytics, and

personalized clothing experiences. This is leading to a more sustainable, personalized, and enjoyable shopping experience for consumers.

This type of article covers two key topics - AI & Clothing. It describes its combination, which leads to attracting targeted traffic.

Used hashtags (generated by AI): AI, fashion, clothing design, future trends, personalized clothing, sustainable fashion, machine learning, artificial intelligence, predictive analytics, virtual try-on, adaptive clothing, intelligent fashion

Content - the text and unusual futuristic visuals (photos)

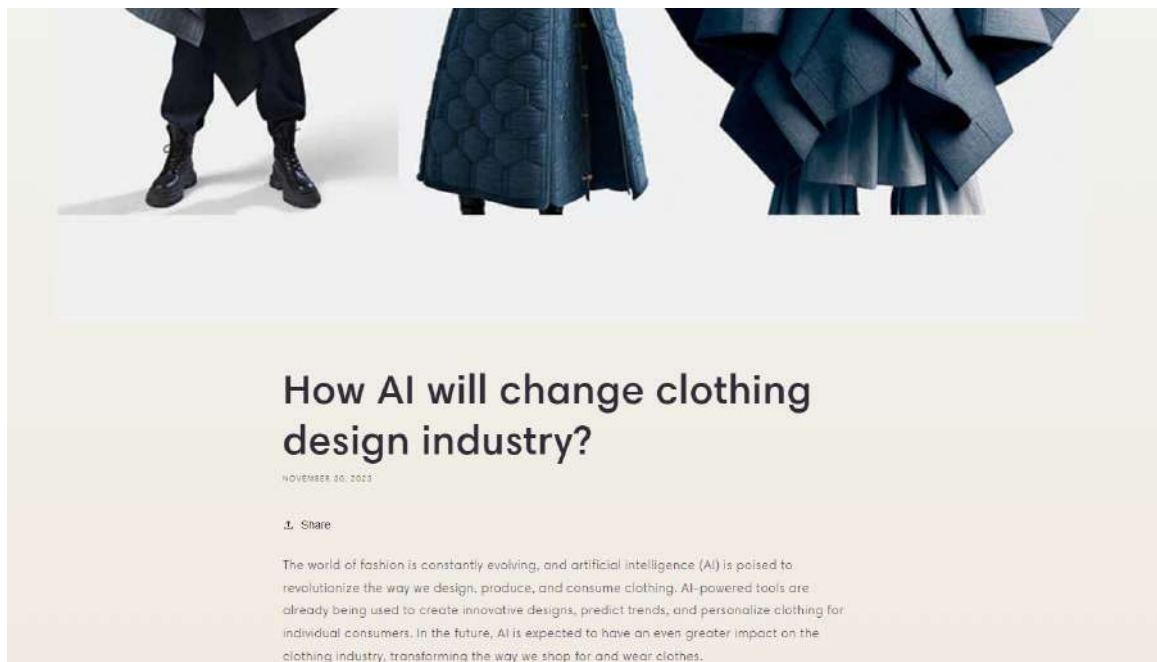


Figure 21 - Blog post 1

2. Headline - "AI AND THE FUTURE OF DESIGN: WHAT WILL THE DESIGNER OF 2025 LOOK LIKE??"

The idea of this article is to use the other original works and rewrite and review them. It provides an additional source of ideas for content as well as allows to cover other popular trending topics, which will lead to potential additional traffic.

Description - article covers such hot topics as "AI will not replace designers, but will make them more productive and efficient." "Designers will need to develop new skills, such as creative and social intelligence, to work effectively with AI."

The article is divided into several sub-ideas:

- Everyone will be a designer
- Designers as curators, not creators
- The ongoing era of superstar designers
- From traditional to virtual designers
- Designing AI, designing humanity

3. Headline - "AI INSPIRED DRESS FOR ATLANTA FAMOUS RAPPER MIXTAPE COVER"

Description - the main idea of articles like this it's to go beyond the design / clothing industry and consider related topics and industries. For example, in this case, based on

customer persona, we identified that one of the customer's interests is rap music, therefore, we have searched what has been happening in the rap industry related to fashion or AI. The same logic applies to other related areas.

Week 3 - Social Media & Email Marketing

We decided to focus on three social media channels.

Social media channels

1. Instagram

We chose Instagram because it is the perfect visual platform to showcase our unique and customizable AI-powered outfits. We will be using Instagram to share photos and videos of our products, as well as product behind-the-scenes and customer reviews. We will be running contests and giveaways to create fun and build community.

2. Pinterest

Pinterest is another great platform for sharing visual content. Customers themselves will generate a lot of content (the designs that they have created). We plan to actively use it to create boards and style guides to inspire our clients to create their own custom designs while supporting current users. We will also use Pinterest to share links to our blog posts and other online content.

Caption: "Unleash your inner fashionista and step into a world of personalized style with our revolutionary AI-powered clothing! #AIClothing #FashionTech #CustomizedStyle"

3. TikTok

TikTok is a popular platform for creating short videos, and we will use it to share interesting and creative videos about our products. We will also use TikTok to challenge our customers to make their videos using our AI tool.

Chosen social media are the key ones, although we understand that a presence on other social networks such as Twitter/ Reddit and others may be useful in the future. At the moment, a small company cannot devote all its efforts to numerous social networks.

Sample posts

We did not find any outstanding competitors' examples of posts and believe that we have created visually more interesting creatives. We did not limit ourselves to specific color palette highlighting the freedom that we offer to custom with our AI-print tool.

Instagram. Since accounts with a certain number of subscribers have the opportunity to swipe and follow the link in Instagram stories, animation of "Swipe up to shop" has been added with a logic to bring the customer onto the website from IG (Instagram). The sample on the right is an example of the feed post that could be shared to stories/reels to reach a wider audience.

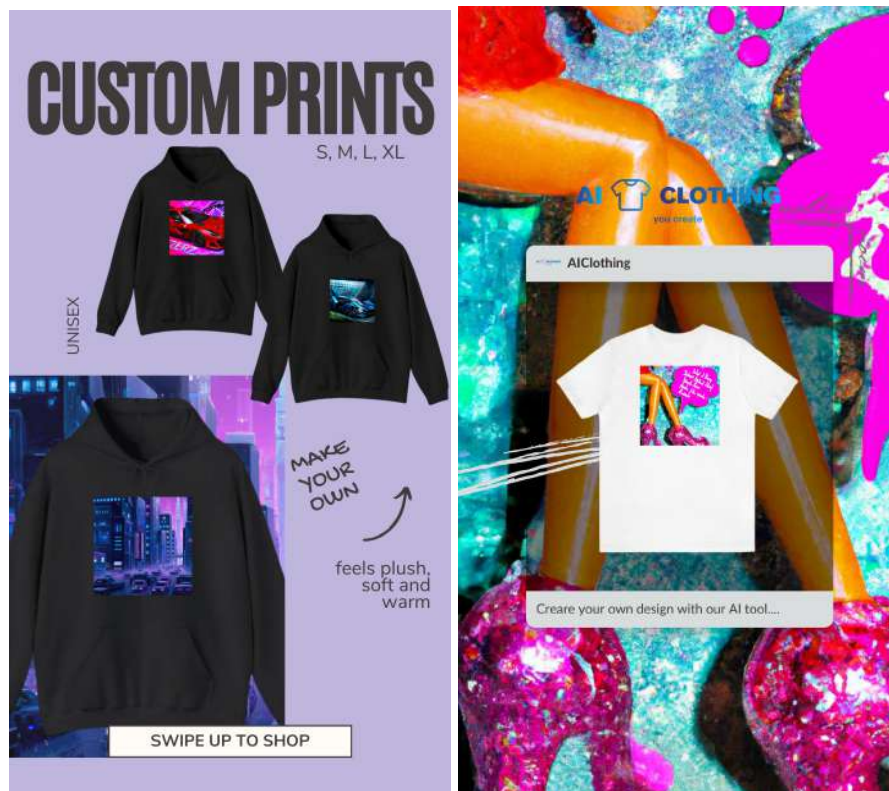


Figure 22 - IG stories/reels and feed sample posts

Pinterest. Possible hashtags: #aiclothing; #aiart; #fashiondesign; #futureoffashion; #sustainablefashion; #customclothing; #personalizedclothing



Figure 23 - Pinterest sample post

TikTok. Video format would have been best for tiktok, therefore the below example is the design concept that will be turned into animation design. For example, along with voice-over, an animation of a clothing carousel can be created, showing different variations of clothing.

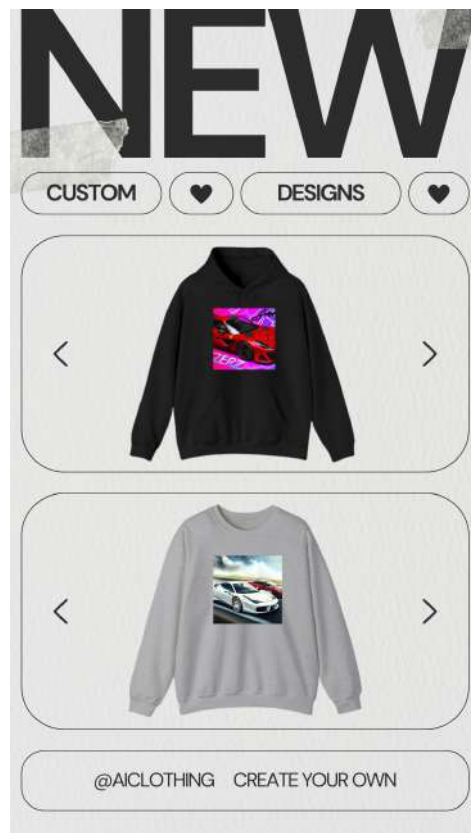


Figure 24 - TikTok video concept sample post

Why not choose a different platform:

YouTube:

YouTube is a great way to share videos, but it may not be the most effective way to reach our target audience for AI-powered clothing. Because most YouTube users don't actively seek out new clothes. In addition, creating quality videos can be time-consuming and expensive at the beginning stage.

Facebook:

Facebook is a popular social media platform but may not be the best choice for a target audience of young, tech-savvy users. Facebook is more popular among older generations and is not as visually focused as Instagram and Pinterest.

Competitors

While analyzing competitors (that range as the top websites on google), we identified that their social media are poorly developed. It also happens due to the fact that there are no big companies that offer AI experience to create custom designs (such companies as Xinva, OilOnShirt used in the analysis), although there are plenty of general custom printing companies (such as Blue Cotton). Taking into account that companies that might rank high

on google may not have developed social media, we have tried to search for companies through social networks searching for keywords such as “custom hoodies, custom clothing, custom prints etc”. Although we found a lot of accounts with big amounts of followers, they still did not have relevant engagement rates.

1. **BlueCotton** is one of the most prestigious custom clothing companies in North America. They are known for their extensive product range, quick turnaround time, and excellent customer service. Blue Cotton offers a variety of customized clothing such as t-shirts, sweatshirts, hats, bags, and more. They offer a variety of design tools and options, making it easy for customers to create their custom designs. It is an excellent resource for businesses, organizations, and individuals who are looking for high-quality tailored clothing. Here are some of the key features of Blue Cotton:

- **Quick turnaround times:** Blue Cotton is known for its fast turnaround times. Orders are usually dispatched within 5–7 business days.
- **Excellent customer service:** Blue Cotton has friendly and knowledgeable customer service representatives who are always happy to help.
- **Easy-to-use design tools:** Blue Cotton offers a variety of design tools and techniques that make it easy for customers to create their custom designs.

Company is also active on social media, sharing a mix of product photos, behind-the-scenes products, and customer testimonials. They use different styles, and their subjects are well-written and diverse. Contests and giveaways are held to generate interest and engagement.

Here are some typical examples of Blue Cotton’s social media engagement:

- **Instagram:** Blue Cotton has over 1,500 followers on Instagram. There is very little activity of customers on their Instagram. Lots of social content, showcases of clients. Typical sales promotion. No entertaining viral content.



Figure 25 - Blue Cotton’s Instagram

- **Facebook:** Blue Cotton has over 8,000 followers on Facebook as well as X with over 3,000 followers on Twitter. Their posts mostly duplicate IG content and as well receive no engagement.



Figure 26 - Blue Cotton's Facebook

- BlueCotton also have Pinterest and Youtube but there are poorly developed

2. **Xinva** is an AI-powered design generator that helps businesses and individuals create unique and stylish designs for various products, including t-shirts, stickers, patterns, and furry art Powered by machine learning and artificial intelligence. Here are some of Xinva's highlights.

- **AI-powered design generation:** Xinva's AI designers use machine learning to understand and interpret the user's input and create unique and creative designs based on provided text descriptions
- **Easy to use:** Xinva's user-friendly interface makes design generation easy for everyone, regardless of design skills. Just drop an idea in the prompt box and let Xinva AI do the rest.
- **Different options:** Xinva offers a wide variety of design patterns and techniques, including t-shirt designs, sticker designs, pattern designs, leather designs, and even tattoos
- **High resolution:** Xinva automatically increases the resolution of your images, ensuring that they are print-ready and of the best quality.
- **Background Removal Tools:** Xinva's built-in background removal tools make it easy to remove backgrounds from your designs, making them perfect for use with a variety of products and materials.

- **Regularly updated presentations:** Xinva delivers the best and most well-researched presentations to your inbox every week to help you get inspired and get more ideas

In social media, the company is presented on "X" and "Instagram". On both platforms they post possible designs. It is attracting more tech enthusiasts, that's why they try to promote this particular platform. Although their posts also do not collect engagement.



Figure 27 - Figure – Xinva_ai "X"

3. OilOnShirt: Personalized Fabrics and Art Prints

Oil On Shirt is a company that uses AI-powered design tools to print personalized fabrics and art prints. They are committed to sustainability and use GOTS-certified organic cotton for all their products. They also print on demand with low-waste printing presses and have a renewable energy facility.

Key Features:

- **Personalized Designs:** Customers can create their own designs using their own images or choose from pre-made designs.
- **AI-Powered Design Tools:** OilOnShirt's AI-powered design tools make it easy for anyone to create unique and beautiful designs.
- **GOTS-Certified Organic Cotton:** OilOnShirt is committed to sustainability and uses only GOTS-certified organic cotton for all of its products.
- **Print on Demand:** OilOnShirt prints all products on demand to reduce waste.
- **Social Media Presence:** OilOnShirt is more active on Instagram, where they have a larger youth following. They use Instagram to interact with their customers and convert them into the purchase phase.

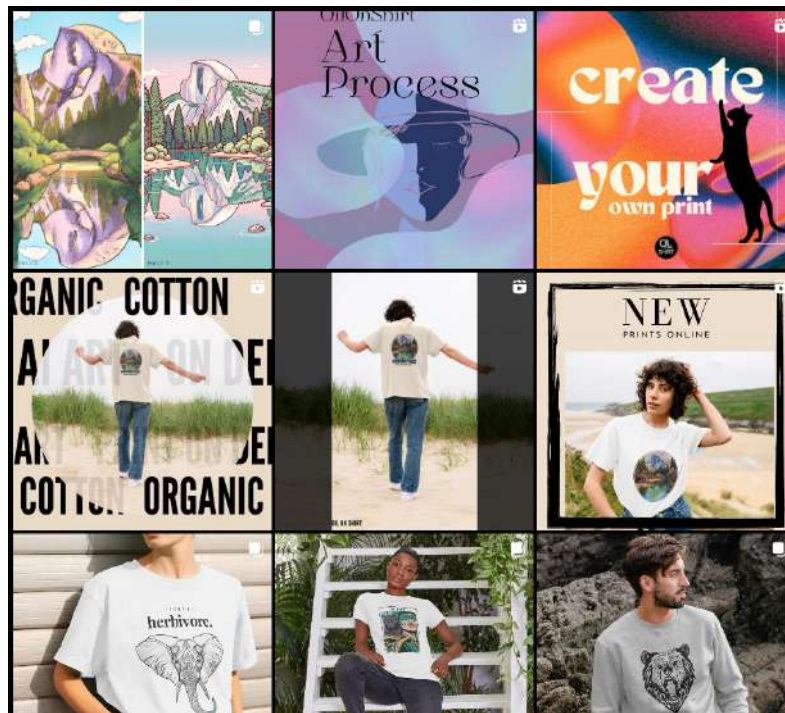


Figure 28 -Oilinshirt on Instagram

4. **Customink**¹. On IG company show examples of prints and logos on their clothing, mainly in photo format. The company also posts promotions. Although they have 88k of subscribers, posts get a very little engagement (around 20-50 likes).



Figure 29 - Customink Instagram

¹ <https://www.instagram.com/customink/>

On Pinterest **Customink** mainly copy the content from other socials. Company keeps their posts within blue color design.

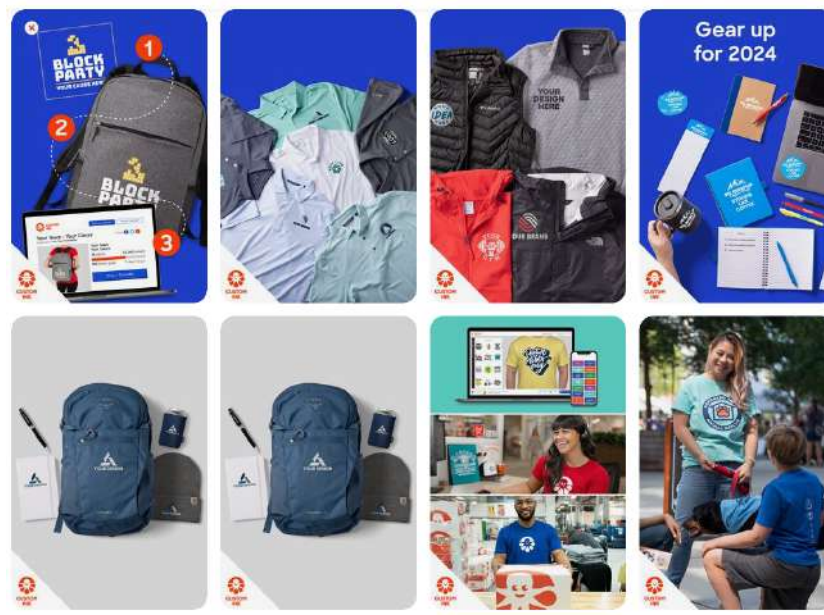


Figure 30 - Customink Pinterest

5. **Swagify**². The company has its own production, therefore, in their social media they focus on content from production and share tricks for making money in custom printing business.

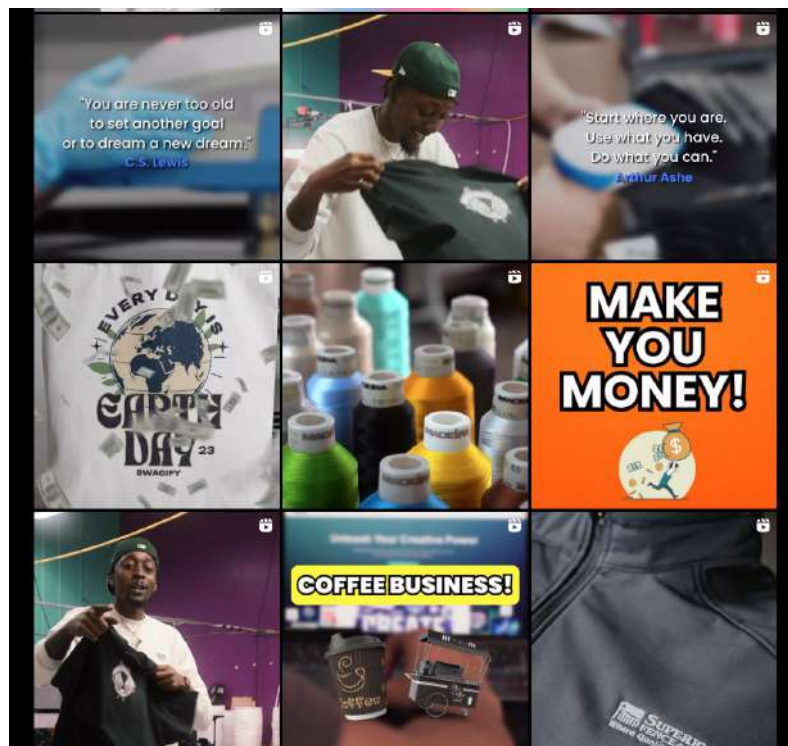


Figure 31 - Swagify IG

² <https://www.instagram.com/swagifyco/>

Thus, competitors focus on SEO optimization and high ratings in search engines and do not get significant attention on social media. Even though they post constantly, they don't experiment with content, and don't post enough video content. This competitor's weakness can be used by our brand.

Opportunities

- **Social media:** AI Clothing should use social media to share customer-designed products, run contests, and communicate with potential customers in a common way as the competitors. Although, to build brand awareness and community around AI clothing, there is a need for unusual management of social networks. For instance, our brand could hire a “social media face”, who would make fun and engaging content and associate with the brand, shooting content for our social media. Also there is a need to push customers to share the design they create and tell the stories behind their ideas. Another important aspect is to talk about topics that intersect with AI, and showcase our own AI photo creation tool, since this topic will attract more engagement.
- **Target a wider audience:** While Xinva and OilOnShirt focus on specific niches (furry art and organic cotton textiles, respectively), AI Clothing can target a wider audience through AI -Developed an extensive range of design and print options for promotion. This allows us to appeal to customers with different interests and characteristics and reach wider categories of consumers.
- **Multiple customization options are offered:** Xinva's design prompts are text-only, while OilOnShirt lets users upload their designs. AI Clothing takes this a step further by letting users upload photos, sketches, or AI-powered prints to create designs. This will give clients more control over the creative process and allow them to create truly unique products.
- **Work with influencers:** AI Clothing can work with influencers to promote their products and reach more people. This will help build brand recognition and increase satisfaction among potential customers.
- **Focus on sustainability:** AI clothing can focus on sustainability through the use of environmentally friendly materials and printing techniques. This will appeal to customers looking for sustainable fashion.

Email marketing

Welcome Email

<https://mailchi.mp/novaims.unl.pt/explore-ai-clothing>

In a welcome email we focus on greeting the customer for the first time (“Welcome to AI Clothing, where fashion meets technology”). Then briefly highlight the ability to create personalized clothing designs. Provide a 15% discount code. We encourage customers to create their own custom AI-powered prints using the provided link and instructions as call to action. Furthermore, there is contact information for customer support. Overall, the email is

designed to introduce AI Clothing to potential customers and encourage them to try out AI tool and take the first step of the conversion funnel.

WELCOME TO THE FUTURE

Welcome to AI Clothing, where fashion meets technology! We're excited to introduce you to our groundbreaking AI-powered clothing platform that lets you create truly personalized clothing designs.

With our AI tool, you can generate endless unique and stylish designs in just a few clicks. Create your dream design, upload your own photos, artwork, or text to personalize your clothing even further.



Grab your 15% off

Enjoy 15% off your first order with code:

FIRST15



Make your custom AI-powered print:

Follow the link and create a print using AI following the instructions

Create

Thank you for joining us on this revolutionary journey towards personalized and sustainable fashion.

Sincerely,

AI Clothing Team

QUESTIONS

We are always available to answer any questions you may have and provide any assistance needed.

Contact us!



Copyright (C) 2023 AI Clothing. All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

[View in browser](#)

Figure 32 - Part of the Welcome Email

Nurturing Email

<https://mailchi.mp/novaims.unl.pt/nurturing-email>

Nurturing Email starts with an introduction of the topic of sustainable fashion (which is important for our target audience). Therefore, the email highlights brand commitment to sustainability, emphasizing use of eco-friendly materials and practices. In email we provide another exclusive discount of 15%. Then, there is a greeting of customers as a part of our community showing our commitment and cozy atmosphere.

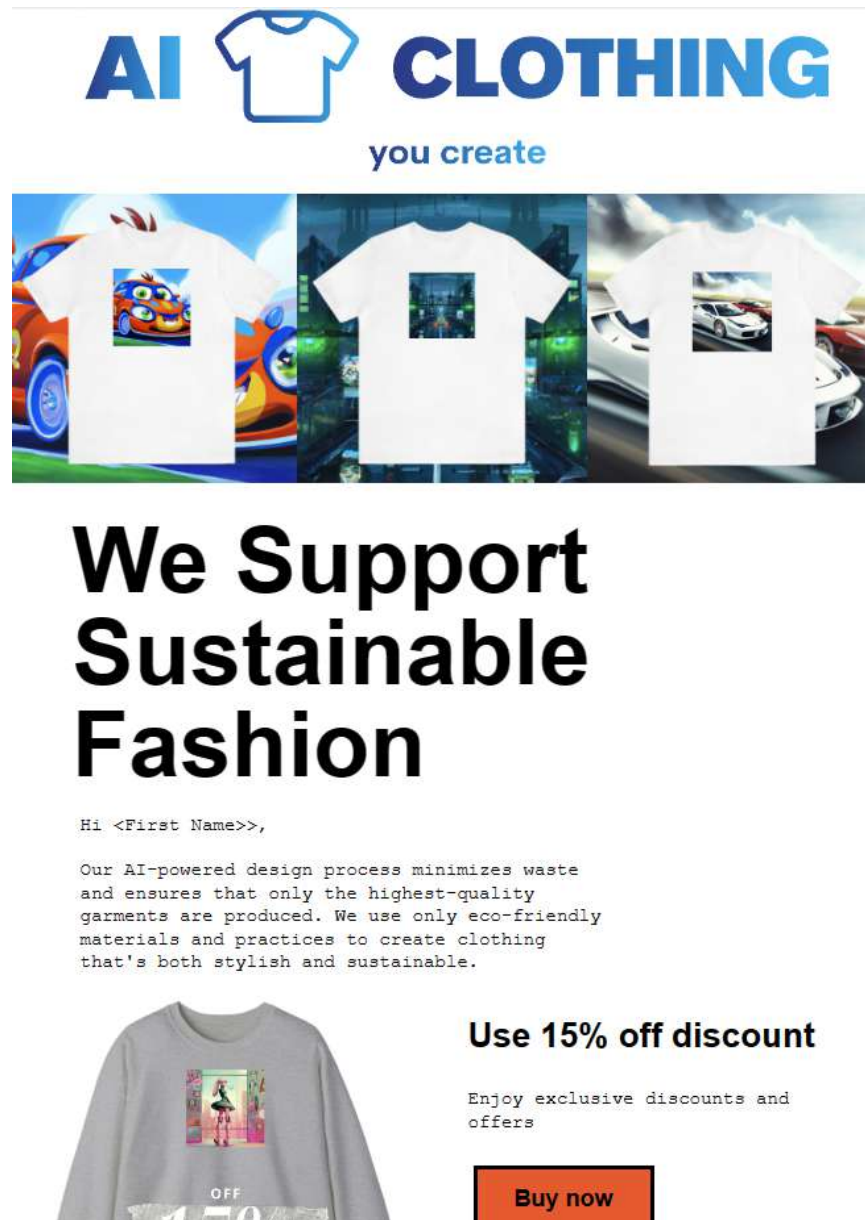


Figure 33 - Part of the Nurturing Email

Conversion Email

<https://mailchi.mp/novaims.unl.pt/conversion-email>

As for Conversion Email we have picked the first step of ordering funnel (creation of custom prints) and provided a clear guide on how to create personalized design with our AI-powered tool from selecting a style to saving and customizing clothing with custom

design. It is important to send this email, since part of the creation of AI prints could be confusing for some consumers. The email also includes a call to action, encouraging the customer to start the creation and purchase phase.

Get ready to express your unique style with AI-powered clothing

Hi <First Name>>,

We're excited to continue your journey with AI CLOTHING and show you how to create truly personalized designs that reflect your unique style.

Make your 1st custom AI-powered print

Follow the link and insert print style, for example, cyberpunk and describe the print that he would like to see, for example, red supercar.

Create

Get 5 generated prints

1. Save photo of the print you like on your device
2. Click "Customize it" button and upload the print to your clothing to see how it will look
3. Choose the color, size and click add to card!

Buy now

Figure 34 - Part of the Conversion Email

Week 4 - Facebook ads

Two separate campaigns for Traffic and Conversions were made.

Traffic Campaign

Strategy and Structure

1. First campaign has a Traffic objective towards the website with the goal of landing page views (since we do not need just "clicks" and have a need for an audience who would most likely view the website).

Campaign Structure: Traffic Campaign - Testing broad targeting Ad Set (US 18-45 into Clothing and AI) - Ad Reels Stories (attention grabbing)

Taking into account that it is a first testing campaign - "Willing Cost per result goal" was left blank on purpose. We plan to start with a relatively small budget and spend around 100 hundred dollars per day at the beginning and increase the budget within the first sales. Special schedule for displaying the ads was not selected. We believe that at the testing

stage it would be best to try out wide settings, analyze the results and then narrow ad display time and other settings.

Ads manager settings

✓ Campaign name

AI Clothing Traffic Campaign

Create template

✓ Special Ad Categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

Select the categories that best describe what this campaign will advertise.

No categories declared

✓ Campaign details

Buying type

Auction

Campaign objective ⓘ

☐ Awareness

☒ Traffic

✓ Conversion

★ See what's new

Conversion location

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website
Send traffic to your website.

☐ App
Send traffic to your app.

☐ Messenger
Send traffic to Messenger.

☐ WhatsApp
Send traffic to WhatsApp.

☐ Calls
Get people to call your business.

Performance goal ⓘ

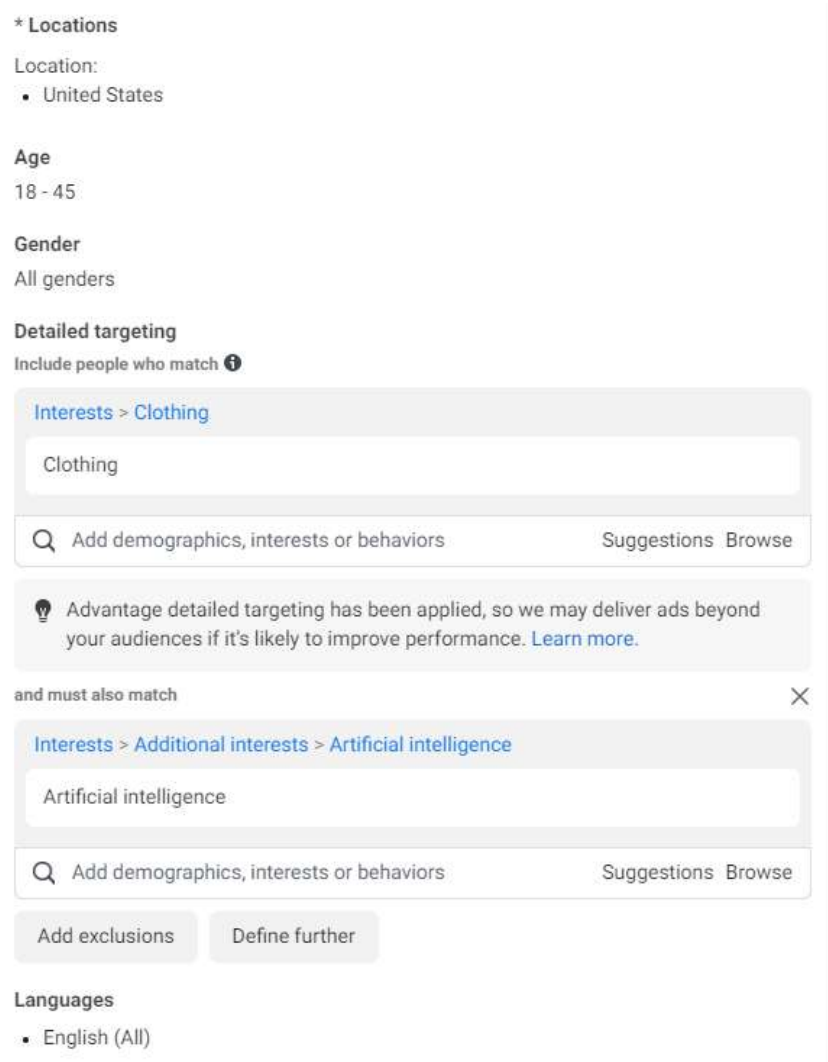
Maximize number of landing page views

Figure 35 - Configuration for Traffic Campaign

For the audience we have picked US (according to the task), 18-45 age group (we believe that our audience belongs to a relatively young generation due to the specifics of the AI topic, however, at the testing phase there is a need to experiment with a wider range and narrow it later after initial analytics).

As for the targeting we believe that the main variable that should be tested is interest filed, since for our campaigns we always can make specific print (for example spiderman comics print) and then target customers who are into that topic (for example those who like spiderman). This logic applies to whatever idea and interest we could come up with. At the moment broad interests were chosen (Clothing narrowed into AI). Additionally, there are many other broad interests that can be tested. Furthermore, based on the item that is shown on the creative, the interest can be changed from “Clothing” to, for example, a hoodie.

Since a large number of migrants live in the United States, the English language was chosen to filter out customers that do not speak English, since our website is not adapted for them. Facebook itself notes that “ audience selection is fairly broad”.



* Locations

Location:

- United States

Age

18 - 45

Gender

All genders

Detailed targeting

Include people who match ⓘ

Interests > Clothing

Clothing

Q Add demographics, interests or behaviors Suggestions Browse

💡 Advantage detailed targeting has been applied, so we may deliver ads beyond your audiences if it's likely to improve performance. [Learn more.](#)

and must also match ✕

Interests > Additional interests > Artificial intelligence

Artificial intelligence

Q Add demographics, interests or behaviors Suggestions Browse

Add exclusions Define further

Languages

- English (All)

Figure 36 - Audience Configuration for Traffic Campaign

As for Placements only Instagram Stories and Reels were chosen, since our visual content is mostly adapted to 9:16 resolution. Also, for AI Clothing at first there is a need to develop Instagram and attract an audience over there, but not Facebook. Although in the future, it will be necessary to test various placements to look at the cost of the results. Since we offer custom prints and it can be a “car” or “barbie”, we include both genders. However, in the future, it is possible to divide Ad Sets by gender (for example, in **Figure 37** the left Ad creative could be targeted at men and right Ad creative could be targeted at women) if we would see disproportion in clicks by gender. It's best to leave both genders for now, since such items can be bought as gifts, and US consumers are less prone to stereotype segmentation by gender. As the destination for the link we have chosen the Shopify website as well as a call to action “order now” button.

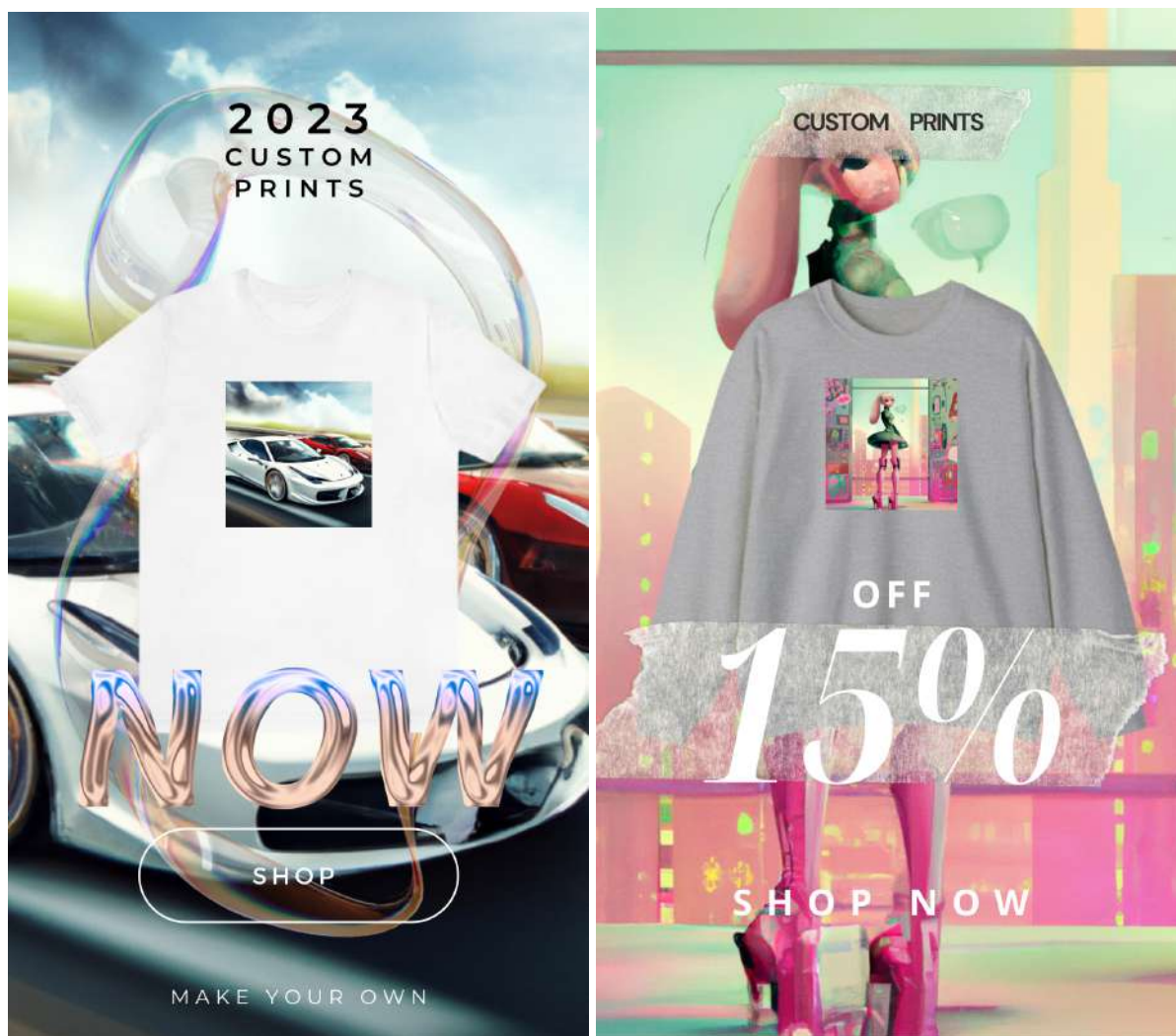


Figure 37 - Ad creative examples

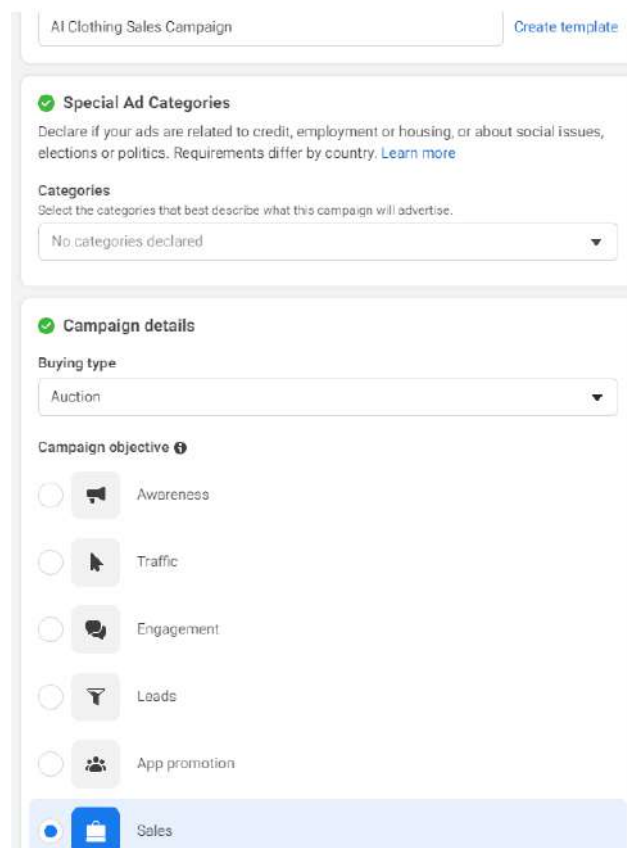
Conversions Campaign Strategy and Structure

2. Second campaign has a **Conversions** objective to increase the number of purchases. The main goal of the previous campaign was to test out the targeting, interests and collect the data for facebook, so in conversion campaign It would be possible to reach a

more interested audience (targeting consumers that have already visited our website or look a like to the audience that landed on the website in the traffic campaign). Other settings are not much different from the previous campaign. We have chosen a sales objective to generate purchases.

Second Campaign Structure: Conversions Campaign - Testing broad targeting Ad Set (LAL of who engaged with first compaign) - Ad Reels Stories (converting - product showcase)

Ads manager settings



The screenshot shows the Facebook Ads Manager interface for a campaign named "AI Clothing Sales Campaign". The "Special Ad Categories" section is expanded, showing a checkbox for "Special Ad Categories" which is checked. Below it, a text box explains that ads related to credit, employment, housing, social issues, elections, or politics have different requirements. A "Categories" dropdown menu is set to "No categories declared". The "Campaign details" section is also expanded, showing the "Buying type" as "Auction". The "Campaign objective" is set to "Sales", which is highlighted in blue. Other objectives listed include Awareness, Traffic, Engagement, Leads, and App promotion.

Figure 38 - Configuration for Conversions Campaign

We will be driving customers towards the website with a goal of (maximizing value of conversions). At the moment on screenshot (**Figure 39**) this goal was not available because we had not yet installed the Pixel on the website.

Conversion See what's new

Conversion location
Choose where you want to drive sales. [Learn more](#)

- ☒ **Website**
Drive sales and conversions on your website.
- ☐ **App**
Drive sales and conversions on your app.
- ☐ **Website and app**
Drive sales and conversions on your website or app.
- ☐ **Messaging apps**
Drive sales and conversions through Messenger, Instagram and WhatsApp.
- ☐ **Calls**
Drive sales and conversions through phone calls.

Performance goal ⓘ

Maximize number of conversions

Conversion goals ^

- ☒ **Maximize number of conversions**
We'll try to show your ads to the people most likely to take a specific action on your website.
- ☐ **Maximize value of conversions**
We'll try to show your ads to the people most likely to make higher value purchases.

Figure 39 - Configuration for Conversions Campaign

First possible audience setting is people who have already engaged without our website but not yet purchased. However, this audience setting will need a very high amount of landing views in traffic campaigns. The second option is creating a LAL audience of people who have engaged with traffic campaigns, which would be the best option. (still needs a high number of engagements in the previous campaign).

Choose a custom audience source
Connect with people who have already shown an interest in your business or product.

Your sources

- ☒ **Website**
- ☐ Customer list
- ☐ App activity
- ☐ Offline activity
- ☐ Catalog

Meta sources

- ☐ Video
- ☐ Instagram account
- ☐ Lead form
- ☐ Events
- ☐ Instant Experience
- ☐ Facebook page
- ☐ Shopping
- ☐ On-Facebook listings
- ☐ Augmented reality

Create a lookalike audience

Select your lookalike source
Engaged with traffic campaign

Create new source

Select audience location
Search for regions or countries Browse

Select audience size
Number of lookalike audiences ⓘ
1

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

A 1% lookalike consists of the Accounts Center accounts most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

Cancel Create audience

Figure 40 - Audience Configuration for Conversions Campaign

Same placements of Instagram Stories and Reels were chosen. The idea of creatives is to clearly show what results the consumer can get and what clothes the brand offers.



Figure 41 - Ad creative examples

Week 5 - Google Ads

Display Campaign: *Awareness and Interest*

In order to create our display campaign, we'll follow the digital ads Funnel, following each of its sections.

Starting with the **awareness** stage. This is the stage where, typically, a person has its first contact with the brand, where the potential client is likely to show some interest in the business category. With this, the person transits to the **interest** stage. In this stage customers get to know more about the brand and find what the offering that touches his needs or wants. These are the first and second steps of the funnel, and in these stages the person discovers the company and is intrigued, which is why we decided to merge the stages together. With this in mind, and with the goal of increasing the traffic on our website and interest in our products, we decided to go for a Google Display Ad.

Since AI Clothing is a newly created brand, we have set ourselves the objective, at this stage, of presenting the brand, and our main concept. Since we'll be presenting ourselves, for this first ad our audience will be composed of our key target audience: all genders, ages ranging from 18 to 35, fashion-conscious, interested in trends, embracing technology and innovation, interested in the AI wave, active on social media and appreciates unique and personalized products.



Figure 42 - Awareness and Interest

Display Campaign: Consideration

The third stage of the funnel is the **consideration** stage. This is the stage where the customers consider buying the products offered by the company. To get to the next stage, and be the preferred choice of the customer among competitors we have to stand out, and make the person recognize what makes our company special and unique. To achieve this goal we'll use Google Display Ad once again. We will be using images presented on our website, with the goal of creating an association between what our public target sees on our campaign and on our website.

Since at this stage the person is already aware of our brand, looking for more information, and since AI clothing is more than a clothing brand, it's also an AI community, presenting a platform for AI enthusiasts, we decided to narrow our target, focusing even more on people embracing technology and innovation and interested in the AI wave.

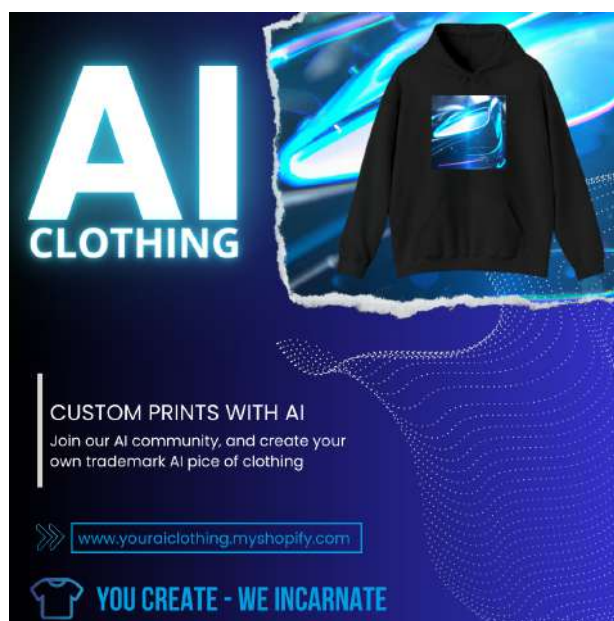


Figure 43 - Consideration

Shopping Campaign: *Purchase*

The next stage of the tunnel is the **purchase** stage. In this section we're targeting customers that know what product they want to buy, assuming that they will proactively search for said product. With this in mind we will use Google Shopping Ad, with the objective of increasing our sales. This way our products will appear on top of the search results page, presenting what we offer and the price.

Regarding the target audience for this ad, we'll be focusing on customers that already visited our site from previous stages of funnel.

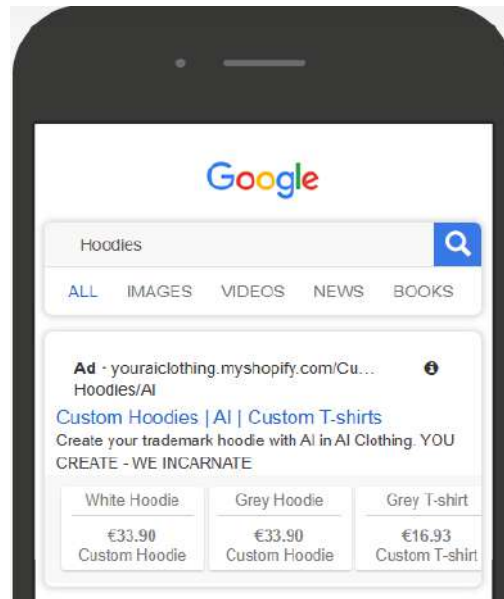


Figure 44 - *Purchase*

Shopping Campaign: *Repeat*

The fifth and last stage of the tunnel is the **repeat** stage. In this stage we target customers that have already purchased from our store. We established as our goal to get them to repeat the sales funnel process and purchase from our store. With this in mind we decided to offer a 15% discount to returning customers.



Figure 44 - *Repeat*

Week 6 - Google Analytics measurement plan

Business Objective 1: Increase Brand Awareness

KPIs: Website traffic, Social media followers count, Brand mentions on social media, Page views per session.

Metrics: Number of website visitors, Number of new followers on social media per month, Number of brand mentions on social media per month, Average purchase value.

Explanation:

For the first objective, to increase brand awareness, the KPI metric focuses on measuring brand reach on the website and social media. This will give us an idea of how many people will see the brand. The KPIs and metrics are focused on the measurement of revenue. Increased volume and reduced abandonment can result in more sales, while increased average cart size and cross-selling can result in higher purchase prices. With more buyers and carriers using remarketing advertising, it can provide an idea of the effectiveness of marketing efforts in driving sales.

Business Objective 2: Increase Sales

KPIs: Conversion rate, Average order value, Customer acquisition cost, Increased website traffic, Increased social media engagement.

Metrics: Number of purchases or website visitors, Total revenue of purchases, Total marketing spend of new customers.

Explanation:

For the second objective, to increase sales, the KPIs and metrics are focused on measuring how well websites convert visitors into customers, how much customers spend on average, and how much they spend to acquire new customers. These metrics will provide an understanding of business profitability.

Business Objective 3: Improve Customer Engagement and Satisfaction

KPIs: User engagement on the website, User engagement on social media, and Customer satisfaction score.

Metrics: Average session duration on the website, Number of likes/comments/shares on social media per month, Results of customer satisfaction surveys.

Explanation: For this objective, KPIs, and metrics for this purpose focus on how engaged the customers are with the brand and how satisfied they are with their experience.

Time spent on a site can be measured, which gives an idea of how much time users spend on the site. The average session duration indicates that users find the site interesting and spend time exploring it.

Social media engagement should be measured by the number of likes, comments, and shares on posts. This gives an idea of how well the content resonates with the audience and motivates their engagement. Customer satisfaction surveys can be considered in terms of customer satisfaction. This gives consumers direct feedback about their experience with the brand and can help identify areas for improvement.

Explanation of Decisions

We chose these KPIs and metrics because they are directly relevant to our business objectives. For example, we want to increase brand awareness and visibility, so we'll follow the metrics such as total number of unique visitors, page views per session, average session duration, etc. If we want to drive conversions and sales as well as improve customer engagement and satisfaction, we will be tracking such metrics as customer satisfaction scores, customer review sentiment, and customer feedback. We believe these KPI matrices will provide the data we need to monitor our progress toward our business goals and make informed decisions on how to improve our website and marketing campaigns.

Additional Considerations

In addition to the KPI metrics listed above, we'll look at other metrics that are relevant to a specific marketing campaign. For example, if we're running a social media advertising campaign, we'll track metrics like impressions, clicks, and conversions. Testing different features will identify metrics such as page views, bounce rate, and time on different pages. We will use advanced Google Analytics features to create customized reports and dashboards that provide a better view of our data.

On the next page there is **Google Analytics Measurement Plan (Figure 45)** in the format of graphics:

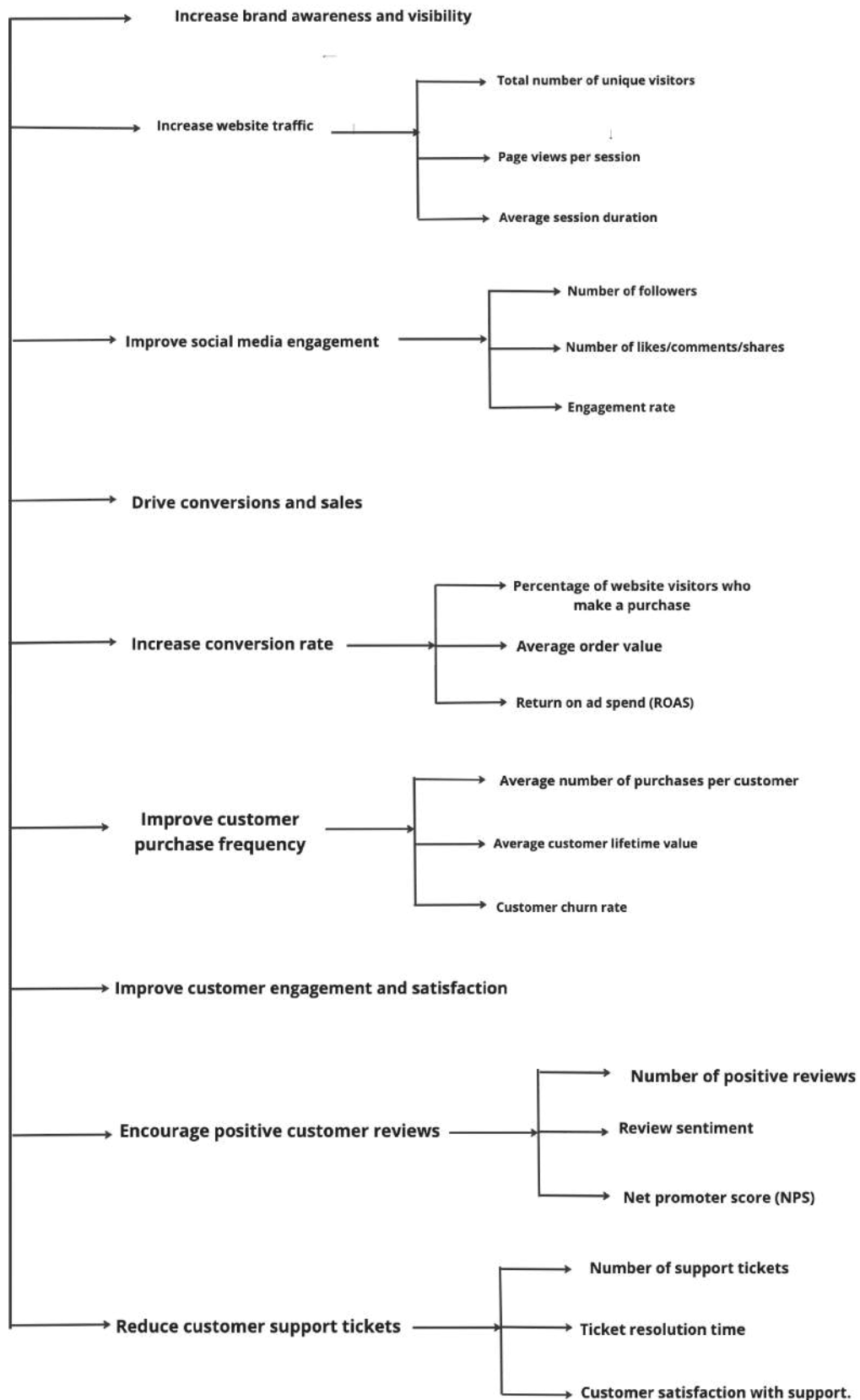


Figure 45 - Measurement Plan