***Content Marketing Strategy for*** *LANTERN*

**1.Brand Snapshot**

* Lanternis a newly launched fashion brand that brings a fresh perspective to modern dressing.
* Our mission is to redefine style by blending comfort, elegance and individuality in every outfit we create.
* Lanternbelieves that fashion is more than clothing-it’s a way of expressing who you are.

2.Blog Topics

For a dress brand:

* Celebrity -Trendy Retro Men Shirts
* Top classic ravishing dresses
* Day to night – Urbane Graceful Women Tops &Tunics
* Comfy sets – Pretty & Comfy Choices
* Cataloging the new branded dresses with suitable accessories

For a tech startup

* “How AI is shaping everyday business operations in branded dresses”
* “5 emerging tools in Fashion tech industries”

**3.Target Audience**

* When the children are our target audience,
* **Kids between 10 and 15 enjoy expressing their style with fun** doodle-printed dresses
* Girl children often enjoy wearing princess dresses
* When the women are our target audience,
* **we need to highlight fashion, quality, and affordability.**
* **And most importantly our brand** should emphasize elegance, confidence, and modern trends.
* When the men are our target audience,
* **we should emphasize smart, versatile, and modern fashion.**
* our strategy should emphasize modern, durable, and stylish designs that reflect confidence and practicality.

**4.Promoting Channels**

**Instagram Reels, YT shorts:**

* To promote doodle-printed dresses by showcasing fun, trendy looks through short-form videos

**Facebook & Pinterest:**

* For princess dresses, Facebook and Pinterest will target parents with engaging visuals and storytelling.

**Email Marketing & E-Commerce Store:**

* + - * + For men’s apparel, styling videos will highlight comfort, professionalism, and versatility
* Women’s apparel promotions will be primarily run through Instagram Reels and Facebook Ads with discount-focused campaigns, supported by email newsletters and WhatsApp broadcasts for direct conversions.

**Google & Meta ads:**

* Shopping ads for dresses & apparel
* Targeted promotions with discounts