

Marketing Plan Presentation

Refashion - The Future of Sustainable Fashion



Content

1. Project planning & Management

- Defining the project idea
- Objectives
- Gantt chart
- Platforms & Tools
- Roles and Responsibilities of the Team

2. BCM Review

Business Model Canvas

SITUATION ANALYSIS

- INTERNAL ANALYSIS
- CUSTOMER ANALYSIS
- COMPETITORS ANALYSIS
- SWOT ANALYSIS

Digital marketing strategies

Digital market trends (Digital Egypt -2024)

3 . Requirements gathering

OBJECTIVE

- THE 5 S SMART GOALS

STRATEGY

- STP
- Survey
- TARGET PERSONA
- USP

4 . System Analysis & Design

TACTICS

- THE 7 PS
- CHANNELS
- POSTING FREQUENCY
- CONTENT TYPE
- TONE OF VOICE
- CONTENT CALENDAR

KPIs and Mockups

BRIEF: RE-Fashion

● ***Project Overview***

- Refashion is a platform that combines selling clothing and offering repair and customization services, making it both a product and a service, marketed as a brand that promotes sustainable fashion through an interactive digital platform.
- Encouraging users to repurpose clothes instead of discarding them.

● ***Vision***

- To revolutionize the fashion industry by making sustainability the standard, not the exception.

● ***Objective***

Provide users with an eco-friendly, cost-effective, and creative way to extend the life of their clothes.



Re Fashion

OBJECTIVES

OBJECTIVE 1



OBJECTIVE 1

Promote the name of the "Refashion" app to 10,000 people in the Egyptian market and reach 5000 followers on social media platforms within the first 90 days.

OBJECTIVE 2

Collect data from 2,000 potential customers (such as email addresses or phone numbers) to prepare a waiting list one month before the app launch



OBJECTIVE 3

- Achieve an engagement rate of 5% on social media posts during the campaign period.
- Collaborate with 10 influencers in the fashion and repair niche and publish 20 promotional posts or videos during the campaign.

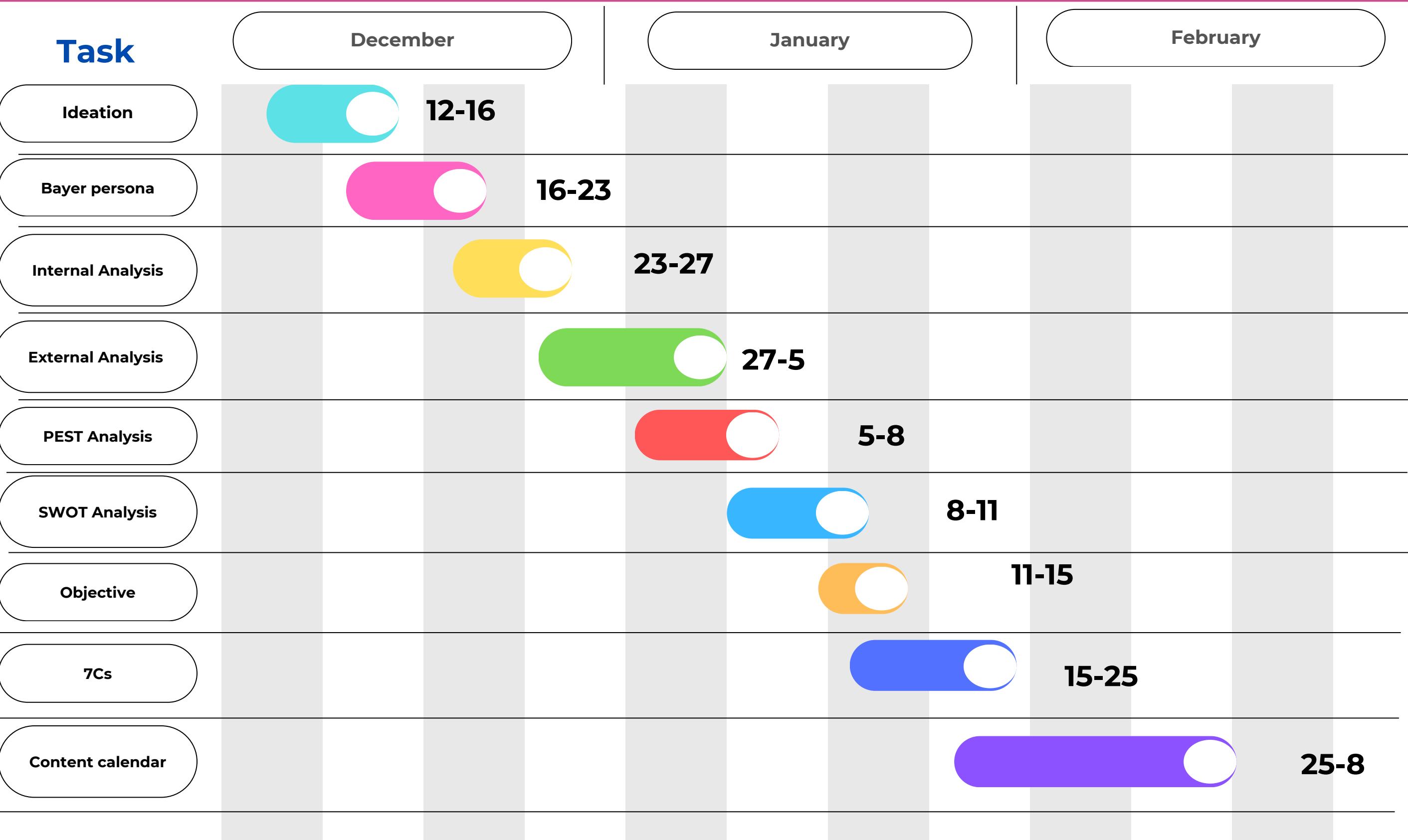


OBJECTIVE 4

Secure 1,000 pre-orders for downloading the app at the time of its launch.



Project Timeline (Gantt chart):



Platforms

- Facebook
- Instagram
- Tik-Tok

Recommended to use

- LinkedIn
- Pinterest
- YouTube
- X

Tools

- SWOT analysis model
- SOSTAC model
- Google meet
- WhatsApp community
- Google drive
- PEST analysis model
- CapCut
- Chat GPT
- Deep seek

- Meta ads
- Fawry
- Chatbots
- AI
- Canva
- Power point
- Word
- Excel
- Buyer persona
- Google sheets

Roles and Responsibilities of the Team

The team has collaborated on all responsibilities to learn all aspects of the work.



Business Model Canvas



Re fashion

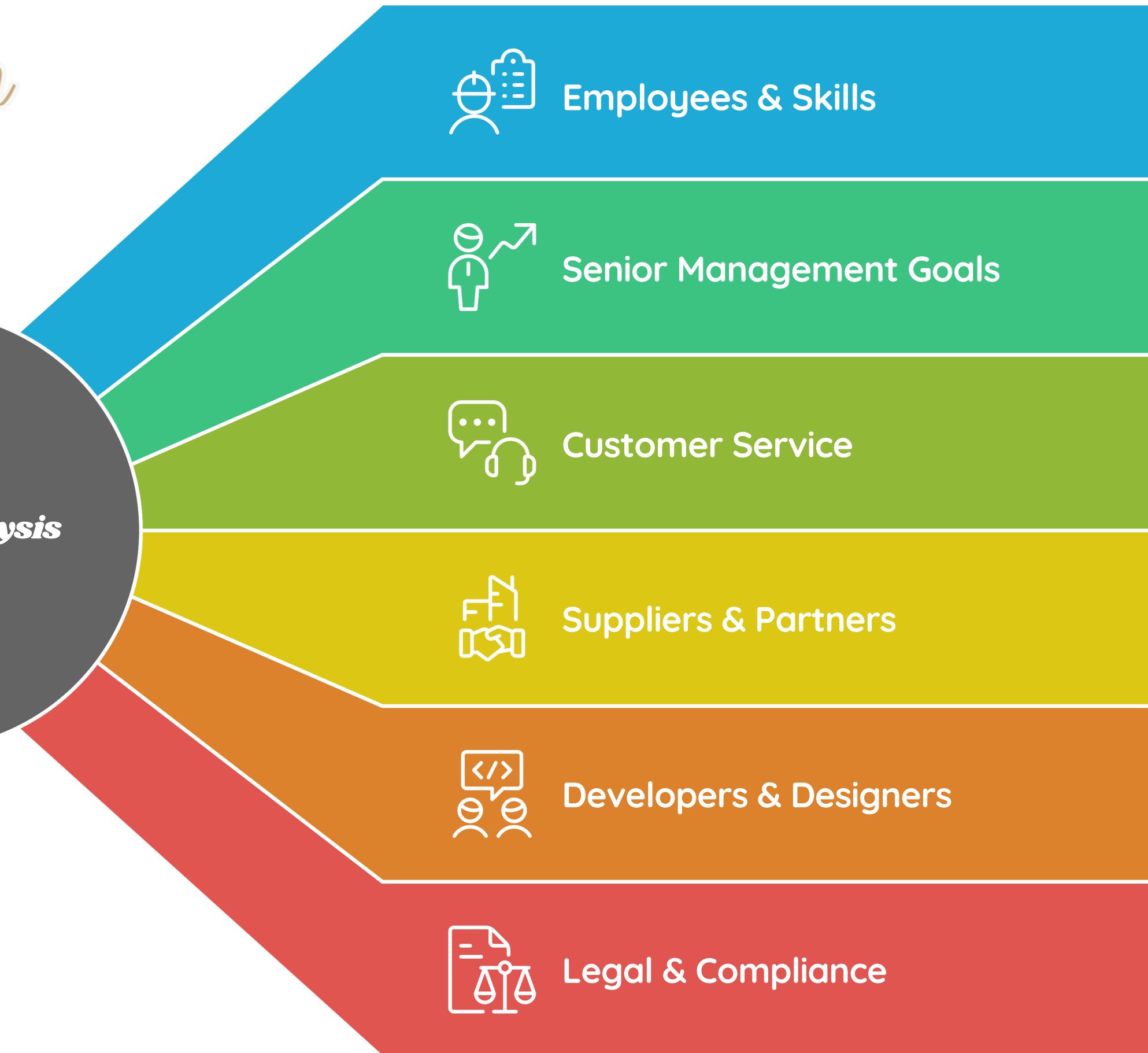
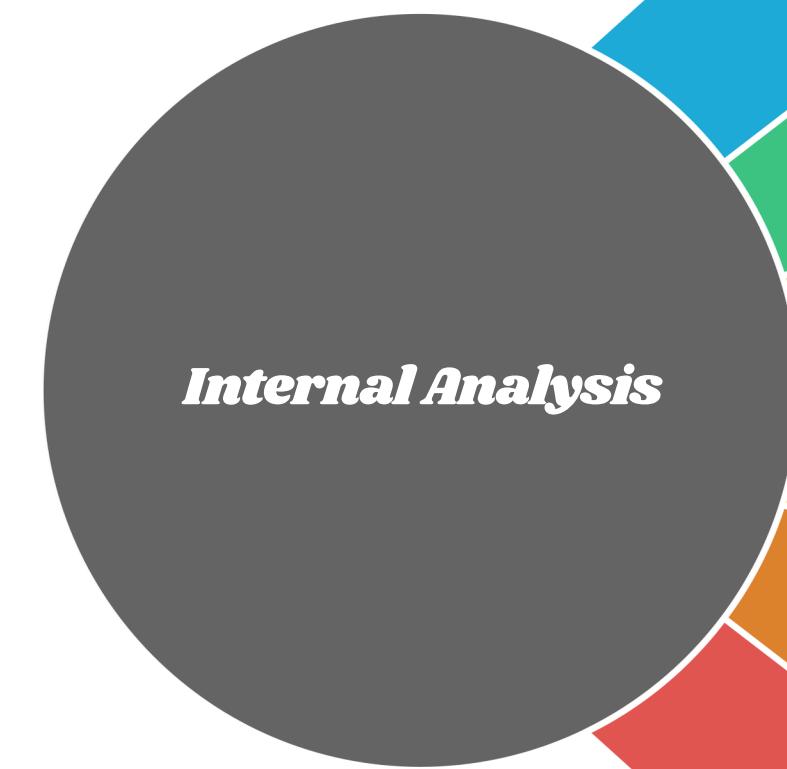
<p>KEY PARTNERS</p> <ul style="list-style-type: none"> Ministry of Trade and Industry. Egyptian Clothing Bank: Contributing to the collection and sorting of donated clothes. Local designers: Providing clothing redesign services. Environmental organizations: Collaborating on environmental awareness campaigns. Universities and educational institutions: Offering workshops and awareness lectures. 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> Clothing redesign: By local designers and specialized artisans. Displaying and selling modified clothing on the app's store. Developing the Refashion app: Facilitating communication between customers and designers. Environmental awareness campaigns: Promoting the concept and importance of clothing redesign. Marketing and promotion: Expanding app usage and increasing brand awareness. <p>KEY RESOURCES</p> <ul style="list-style-type: none"> Technology and app development. Database of designers and partners. Order and design management system. Human resources (designers, technical support team). 	<p>VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> Environmental sustainability: Providing a sustainable solution for turning old clothes into trendy pieces. Financial savings: Offering new clothes at a lower cost or for free. Creativity and uniqueness: Designing unique outfits that reflect the customer's personality. Supporting Egyptian designers: Empowering young designers and creating job opportunities. Community awareness: Promoting sustainability to reduce natural resource consumption through clothing recycling. 	<p>CUSTOMER RELATIONSHIPS</p> <p>Customer support: Providing excellent customer service through the app for inquiries and assistance. Personalized communication: Direct interaction between customers and designers to discuss design details. Building strong relationships with customers through tailored experiences and custom designs. Enhancing social responsibility by offering workshops and training courses on clothing redesign.</p> <p>CHANNELS</p> <p>Mobile application: A platform for communication between customers and designers. Social media: Sharing promotional and educational content. Exhibitions and events: Promoting the app and attracting customers. Website: Providing information about the campaign and how to use the app.</p>	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> Individuals who want to redesign their clothes: Seeking new and innovative designs. Designers and artisans: Looking for new job opportunities and expanding their customer base. Environmentally conscious individuals: Wanting to contribute to waste reduction and environmental protection. Cost-conscious customers: Interested in reusing and revamping their clothes to look trendy at a lower cost than buying new ones.
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> App development and maintenance costs. Marketing and awareness campaign costs. Operational and human resource costs. Workshop and event organization costs. 	<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> Commissions from redesign transactions made through the app. Subscription fees from designers and artisans for showcasing their designs on the app's store. Revenue from selling modified clothing through the app or at exhibitions. Partnerships and sponsorships from sustainability-supporting institutions. 			<p>7</p>



Situation Analysis



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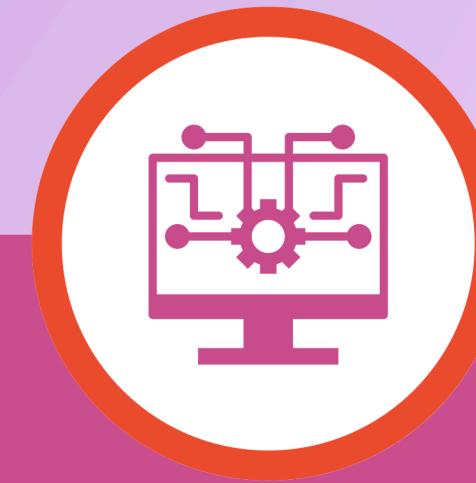
- Need expertise in fashion design, recycling techniques, and customer service.
- Employees require additional training in technology & customer handling.
- Current gap: No dedicated team for order & customer management.
- Improve operational efficiency & customer satisfaction.
- Offer financial incentives to employees.
- Support team is available but needs more structured complaint handling.
- Requires staff to manage supplier relationships.
- Have a strong technical team but need better inter-department collaboration.
- Must ensure full compliance with business regulations.

Internal Analysis: Resources



Human Resources

- ✓ Fashion Designers & Tailors:
 - Provide upcycling, customization, and repair services.
- ✓ App Developers & IT Team:
 - Maintain and update the platform to ensure smooth operation.
- ✓ Marketing & Social Media Team:
 - Handles brand awareness, advertising, and customer engagement.
- ✓ Customer Support Team:
 - Assists users with inquiries, orders, and designer coordination.
- ✓ Sustainability & Fashion Consultants:
 - Experts who guide Refashion in adopting sustainable fashion practices.
- ✓ Business Development & Partnership Managers:
 - Build relationships with designers, brands, and eco-conscious organizations.



Technological Resources

- ✓ Refashion App & Website:
 - The main platform connecting customers with designers.
 - Supports order tracking, custom requests, and virtual consultations.
- ✓ Order Management System:
 - Tracks orders, service requests, and customer interactions.
- ✓ Database of Designers & Tailors:
 - Stores designer profiles, ratings, and completed projects.
- ✓ Payment System:
 - Secure payment gateway for transactions between users and designers.
- ✓ Social Media & Content Management System:
 - Tools for scheduling content, engaging audiences, and tracking performance.



Financial Resources

- ✓ Initial Investment & Funding:
 - Includes budget for app development, marketing, and operations.
- ✓ Revenue Streams:
 - Service Fees: Commission on transactions between customers and designers.
 - Subscription Plans: Premium services for designers & customers.
 - Partnerships & Sponsorships: Collaborations with eco-friendly brands.
 - Workshop & Event Revenue: Paid training for sustainable fashion.
- ✓ Cost Structure:
 - App Maintenance & Updates
 - Marketing & Advertising
 - Salaries for Internal Teams
 - Customer Service & Order Management



Marketing Resources

- ✓ Social Media Channels:
 - Instagram, TikTok, Facebook, Pinterest, LinkedIn.
- ✓ Content Strategy:
 - Educational fashion tips, upcycling transformations, influencer collaborations.
- ✓ Workshops & Community Engagement:
 - Partnering with universities, NGOs, and sustainability advocates to educate users.
- ✓ Influencer Partnerships & Brand Collaborations:
 - Working with fashion bloggers and eco-friendly brands to expand reach.



Conclusion

Refashion's resources are a mix of technology, people, funding, and marketing tools, all aligned to support its mission of sustainable fashion. These resources enable smooth operations, customer engagement, and business growth. 🌟

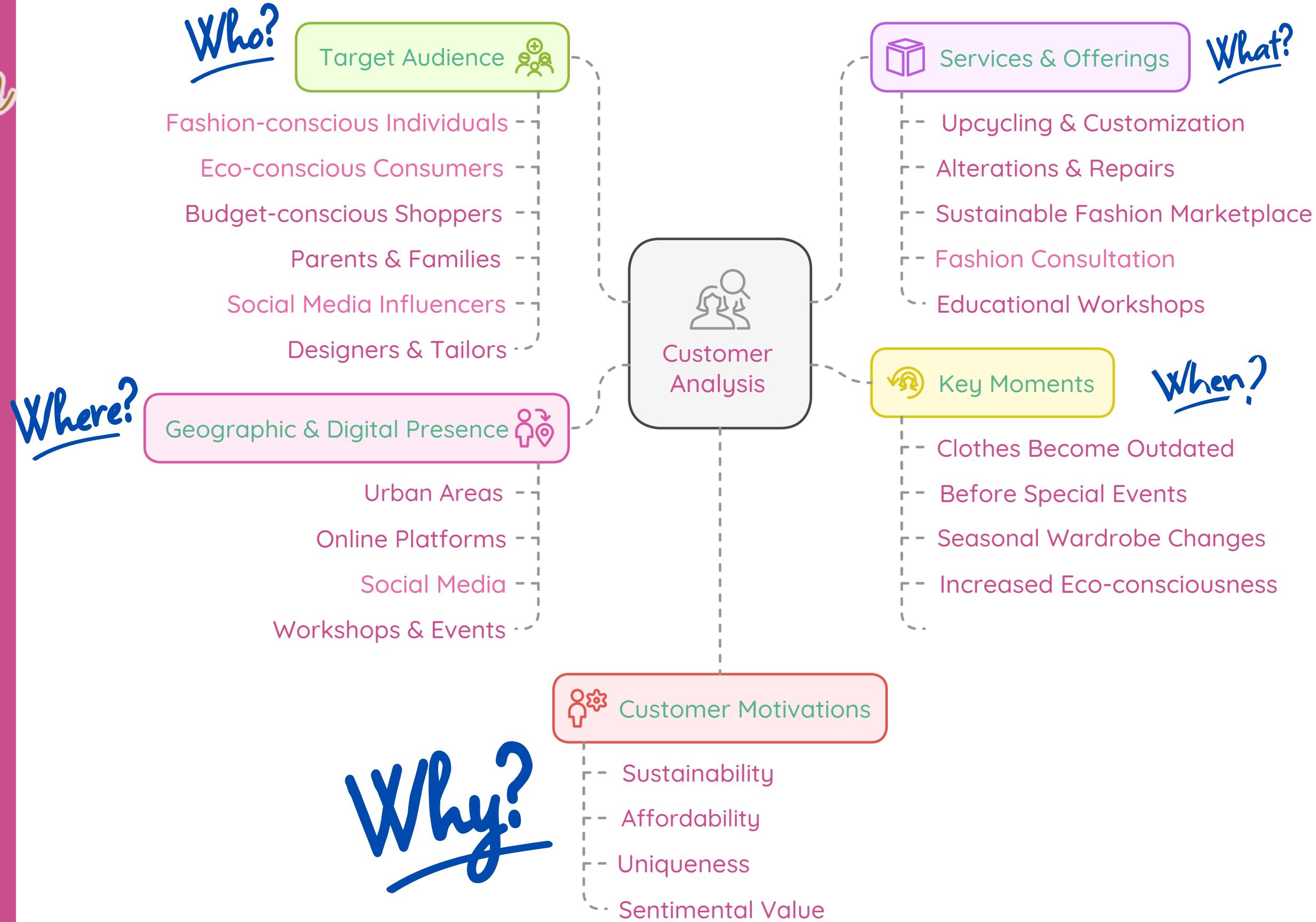




Customer analytics



Customer Analysis for Refashion Services

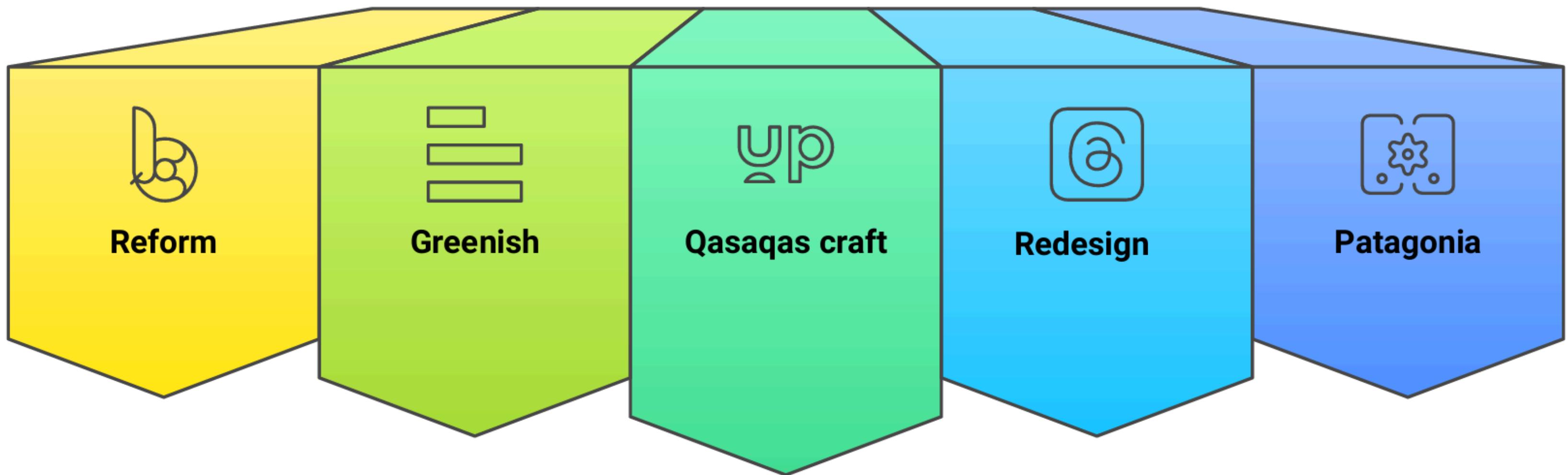




competitors
analytics



Competitors





Re fashion

Competitor Analysis

1. Reform studio

Strengths

A well-established leader in Egypt's upcycling industry, recognized with international and local awards. Strong brand image and credibility.

Weaknesses

Likely higher-end pricing due to innovation and design quality. May not cater to budget-conscious customers.

Opportunities

Expanding their market reach through collaborations or affordable product lines.

Threats

New entrants like Refashion might offer more affordable alternatives with modern approaches.



Re fashion

2. Greenish

Competitor Analysis

Strengths

Focuses on raising awareness about sustainability, affordable pricing, and solving textile waste issues

Weaknesses

May lack strong branding or premium appeal. Likely operates on lower profit margins

Opportunities

Could collaborate with NGOs or government initiatives to expand reach

Threats

Competitors with stronger branding could overshadow its impact



Competitor Analysis

3. قصاقيس كرافت (Qasaqas Craft)

Strengths

Specialized in fabric recycling, offers training programs, and has a social impact focus

Weaknesses

Limited scalability as it relies on small-scale workshops and training

Opportunities

Expanding training programs or integrating with fashion brands for larger impact

Threats

Bigger competitors might capture more market share with better infrastructure



Re fashion

Competitor Analysis

4. Re Design

Strengths

A well-known brand in Egypt, established in 2013, focusing on upcycling and reselling clothes

Weaknesses

May have limited differentiation if competitors offer unique product designs

Opportunities

Could expand into new digital platforms or international markets

Threats

New competitors with better technology-driven approaches



Competitor Analysis

5. Patagonia (International competitor)

Strengths

Global reputation, sustainability leader, strong brand loyalty, and innovative eco-friendly designs

Weaknesses

Expensive products, limited accessibility in Egypt

Opportunities

Expansion in Middle Eastern markets or partnerships with local brands

Threats

Local competitors providing more affordable sustainable fashion solutions

SWOT ANALYSIS

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STRENGTHS

- Strong Unique Selling Proposition (USP): Customization + Sustainability.
- Growing Demand for Sustainable Fashion.
- An innovative team from Generation Y and Generation Z.
- Affordable Pricing Model.

WEAKNESSES

- Limited Brand Awareness: Still new in the market.
- No Dedicated Order Management Team.

OPPORTUNITIES

- Rising Eco-Conscious Consumer Trends.
- Partnerships with Sustainable Brands.
- Expanding into International Markets.

THREATS

- Fast Fashion Giants: Big brands might enter the sustainable space and increasing competition in the sustainable fashion industry .
- Rapid changes in fashion trends
- Customer concerns about the possibility of errors in redesign



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OBJECTIVES



SELL

Increase sales by offering sustainable fashion alternatives through upcycling, repairs, and customization services.

Serve

Offer fast support, personalized recommendations, and styling tips to enhance customer satisfaction.

SPEAK

Engage with the audience through compelling content, success stories, and influencer collaborations.

Save

Reduce costs through automation, minimizing returns, and using efficient marketing strategies.

SIZZLE

Establish Refashion as a leading platform for sustainable fashion, creating a loyal community passionate about ethical and eco-friendly fashion.





SMART Goals

SMART Criteria	Refashion Goal
Specific (S)	Increase customer engagement and adoption of sustainable fashion through upcycling services.
Measurable (M)	Reach 5000 app downloads and achieve a 20% increase in monthly active users within the next 6 months.
Achievable (A)	Partner with at least 100 designers and tailors and complete 10,000 upcycling requests within the first year.
Relevant (R)	Align with global sustainability goals by reducing fashion waste by 30% among active users.
Time-bound (T)	Launch full platform features, including AI-powered recommendations and virtual styling, within the next 12 months.

Exploring the Best Digital Marketing Strategies for Our Project

→ Based on the Study of the Latest Digital Marketing Strategies,
We Identified the Most Suitable ones for our Project:

- We used Buyer Persona instead of Target Segment because it is more accurate in defining the target audience and better clarifies the project's characteristics.
- We also used Organic Media instead of Paid Media to focus on authentic engagement and sustainable growth.
- We adopted the Hub and Spokes model to centralize content creation and distribute it across multiple channels for wider reach.
- We leverage User-Generated Content (UGC) to build trust and engage our community by showcasing authentic experiences.

Analyzing Digital Market Trends and Their Impact on Marketing Strategies

The "Digital 2024: Egypt" report provides comprehensive insights into Egypt's digital landscape as of early 2024. Key findings include:

- **Internet Usage**: Approximately 82.01 million Egyptians were internet users, representing 72.2% of the population. This marks a 1.6% increase from the previous year.
- **Social Media Engagement**: The country had 45.40 million social media users, accounting for 40% of the population.
- **Mobile Connectivity**: There were 110.5 million active cellular mobile connections, equating to 97.3% of the population.

These statistics highlight the significant digital engagement in Egypt, with a high penetration of internet and mobile services. The substantial number of social media users underscores the importance of digital platforms in daily life. The near-total mobile connectivity suggests a robust infrastructure supporting widespread mobile communication.

Platform	Users (Approx.)	Primary Uses	Viewers' Activities
Facebook	42 million	- News consumption - Business promotions & ads - Social networking & community building - Customer service interactions	- Scrolling through the feed - Watching short & long videos - Engaging with posts (likes, comments, shares) - Following pages & groups
YouTube	41 million	- Entertainment (music, movies, shows) - Educational content & tutorials - Product reviews & influencer marketing - News updates	- Watching videos (on-demand & live) - Engaging via likes, comments, and shares - Subscribing to channels - Exploring trending content
Instagram	17 million	- Visual content sharing (photos/videos) - Fashion, beauty & lifestyle trends - Business branding & influencer marketing - Engagement with younger audiences	- Watching Stories & Reels - Scrolling through feed images/videos - Engaging with influencer content - Saving and sharing posts
TikTok	26 million	- Short-form entertainment videos - Viral trends & challenges - Influencer marketing & brand promotions - Community engagement through interactive content	- Watching short videos continuously (For You Page) - Engaging via likes, comments, and shares - Participating in challenges - Following creators
LinkedIn	5 million	- Professional networking - Job searching & recruitment - Industry insights & business news - Corporate branding & B2B marketing	- Reading professional posts - Watching business-related videos - Engaging in discussions - Networking with professionals
X (Twitter)	3 million	- Real-time news & updates - Political & social discussions - Customer service for brands - Sports & entertainment conversations	- Scrolling through tweets - Watching short videos & GIFs - Engaging via retweets, replies, and likes - Following trending topics

*Based on the study of this report,
we developed our plan to focus on
creating Reels, short, engaging,
and emotional content.*

click
here!

Data resources are from
Digital 2024: Egypt Report





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STRATEGY



SEGMENTATIONS

Segment	Who They Are?	Needs & Interests
Fashion-Conscious Individuals 🌈	Trendy shoppers (18-35)	Unique & stylish clothing without buying new.
Eco-Conscious Consumers 🌱	Sustainability-driven shoppers (25-45)	Ethical fashion & reducing waste.
Budget-Conscious Shoppers 💰	Cost-conscious individuals (20-40)	Affordable alternatives to fast fashion.
Parents & Families 👶	Parents (30-50)	Repurposing kids' clothing & cost savings.
Social Media Influencers 💫	Content creators (18-35)	Standout, personalized fashion for branding.
Designers & Tailors (B2B) ✂️	Freelance designers (22-45)	Client connections & income opportunities.



TARGETING

Refashion will focus on two primary target segments:

- 1 Eco-Conscious Consumers** who prioritize sustainability and ethical fashion.
- 2 Budget-Conscious & Fashion Enthusiasts** looking for affordable, customized, and unique clothing.

Additional Focus Areas:

Parents seeking cost-effective solutions for kids' clothes.

Social media influencers who need unique outfits.

Designers who want to expand their client base.



POSITIONING



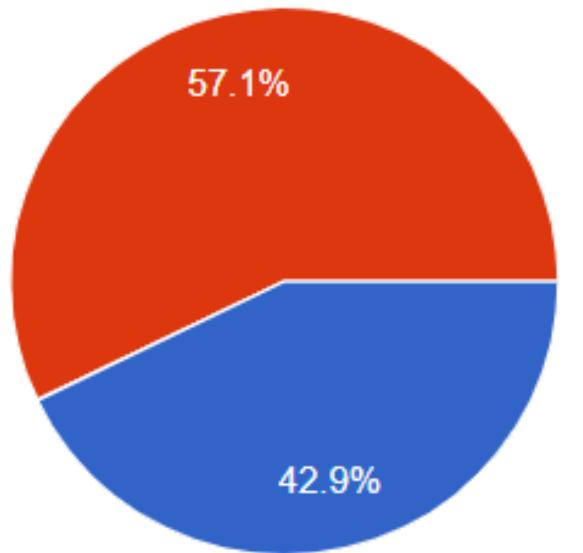
📌 "Refashion: Sustainable, Affordable, and Personalized Fashion at Your Fingertips."

- Sustainable Fashion for Everyone - A platform for fashion lovers who care about the planet.
- Fashion Without Limits - Transform, upcycle, and redesign clothes effortlessly.
- Affordable & Accessible - The perfect alternative to fast fashion.

Tagline: 🔄 "Revamp, Redesign, Refashion!"

النوع

49 responses



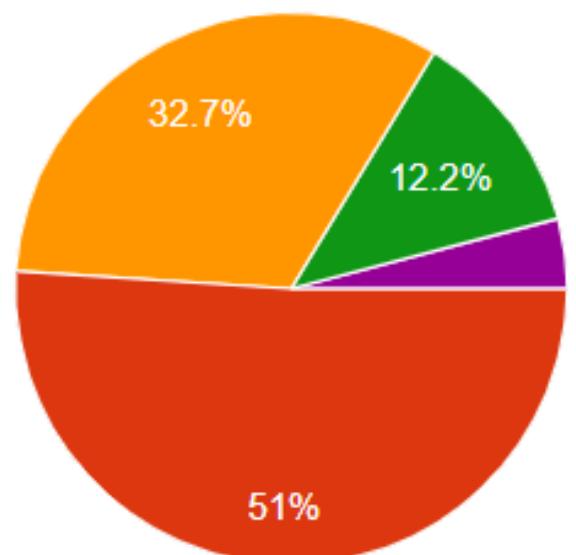
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Survey



كم عمرك؟

49 responses

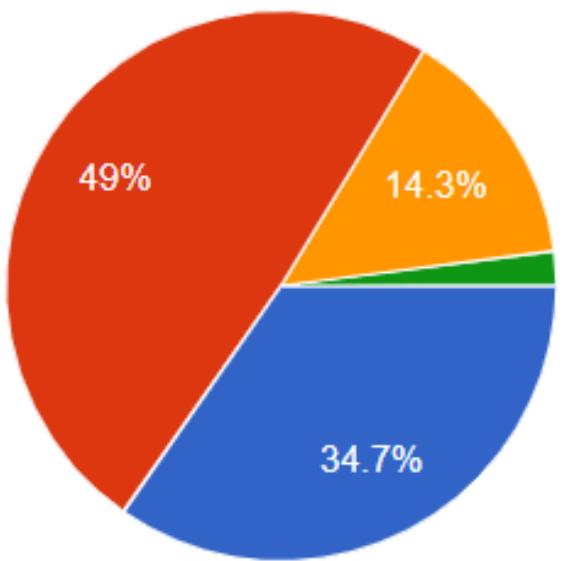


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كم مرة تشتري الملابس أو الإكسسوارات أونلاين شهرياً؟

49 responses

 Copy chart



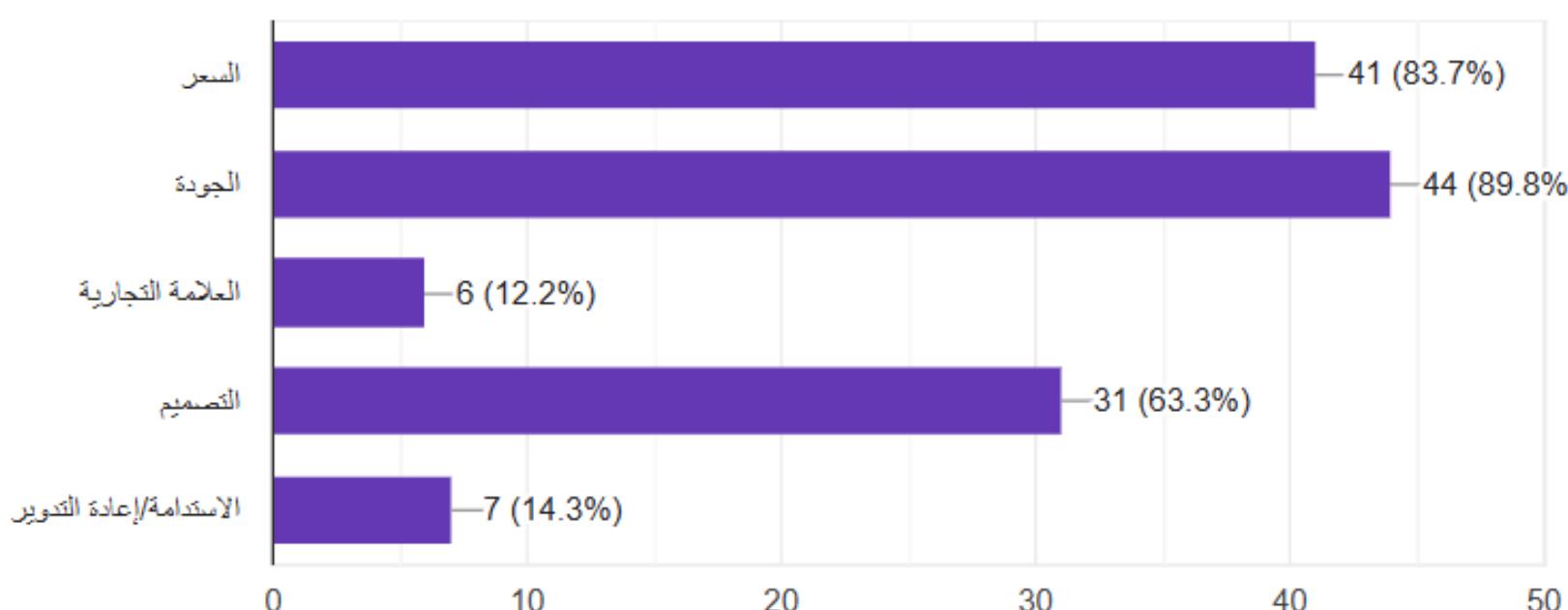
- لا أشتري أونلاين
- مرّة واحدة
- 2-3 مرات
- أكثر من 3 مرات



ما هي أهم العوامل التي تأخذها في الاعتبار عند شراء الملابس أو الإكسسوارات؟ (يمكنك اختيار أكثر من إجابة)

49 responses

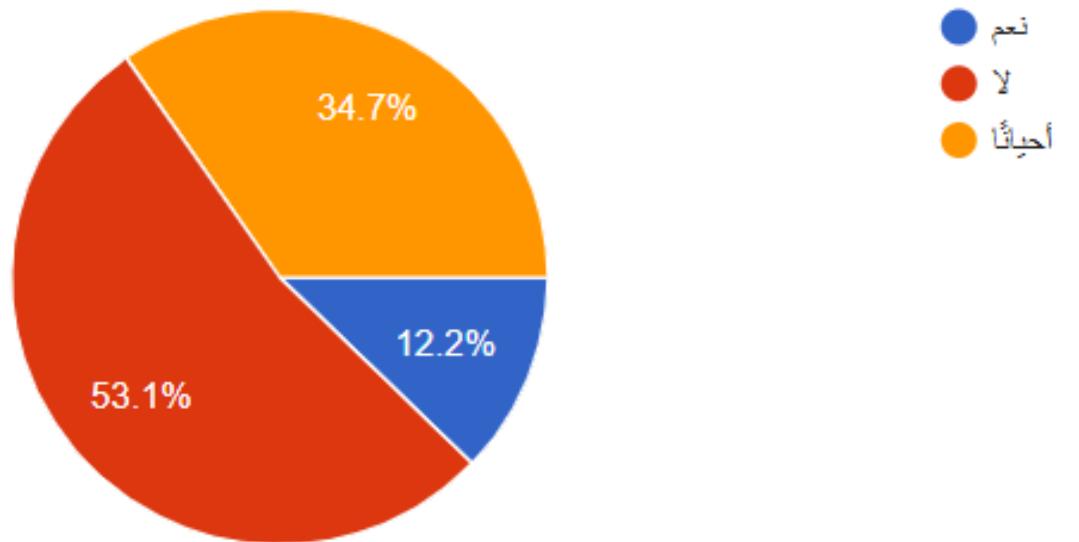
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هل تفضل شراء الملابس المستعملة أو المعد تدويرها؟

49 responses

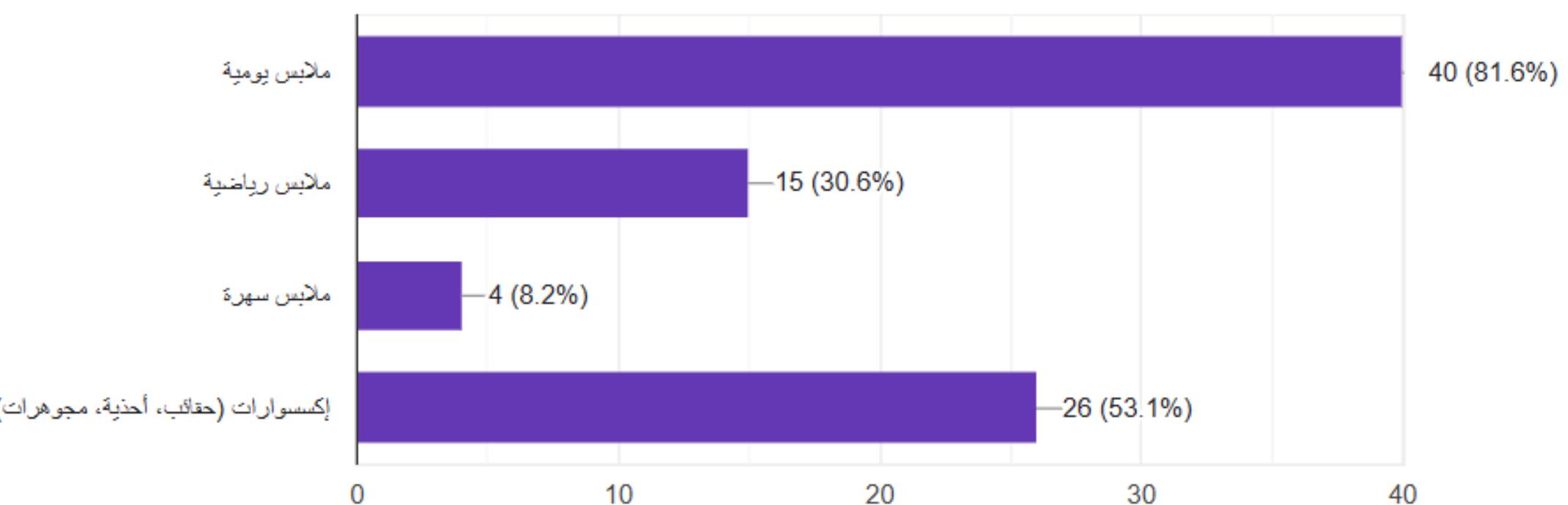
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ما هو نوع الملابس أو الإكسسوارات التي تهتم بها أكثر؟ (يمكنك اختيار أكثر من إجابة)

49 responses

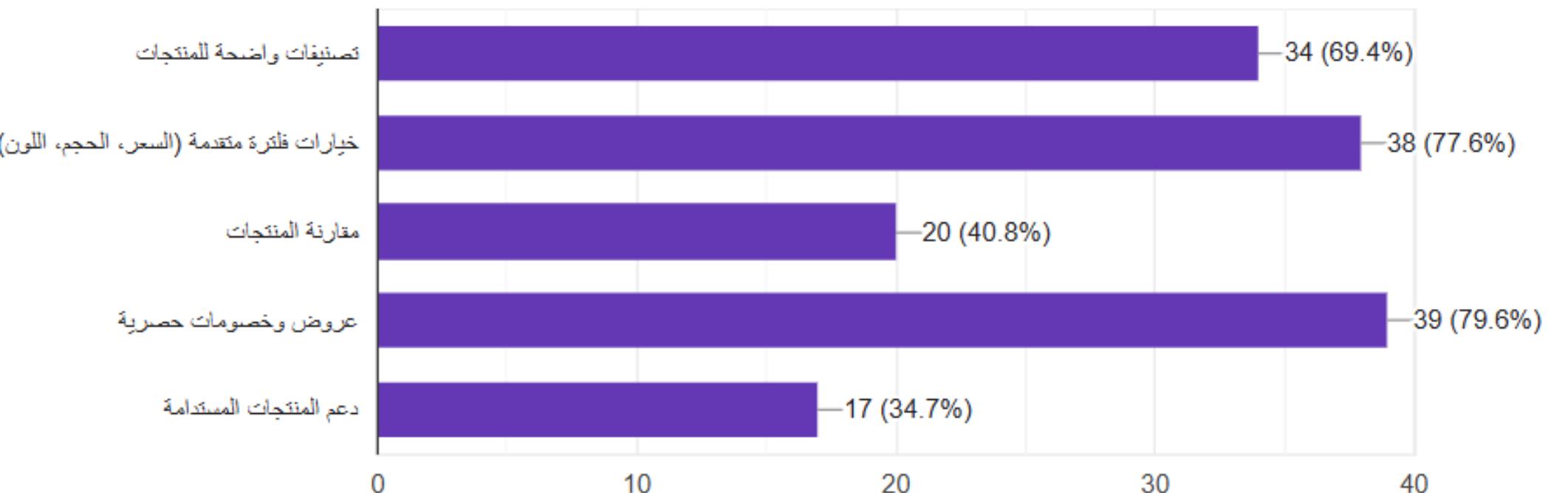
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ما هي الميزات التي ترحب في رؤيتها في تطبيق Refasion?
(يمكنك اختيار أكثر من إجابة)

49 responses

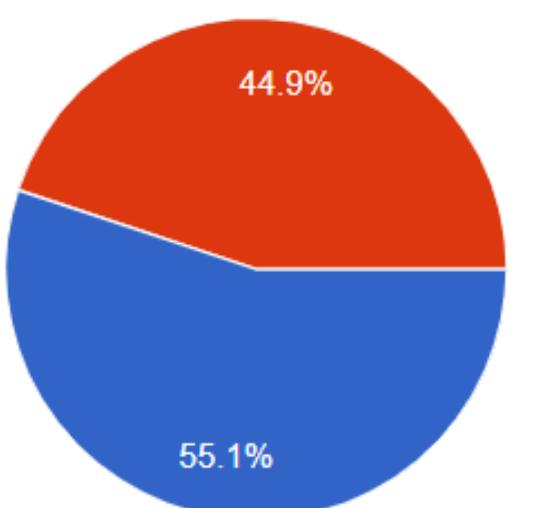
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ما هو رأيك في إمكانية استبدال الملابس أو الإكسسوارات القديمة مقابل خصومات؟

49 responses

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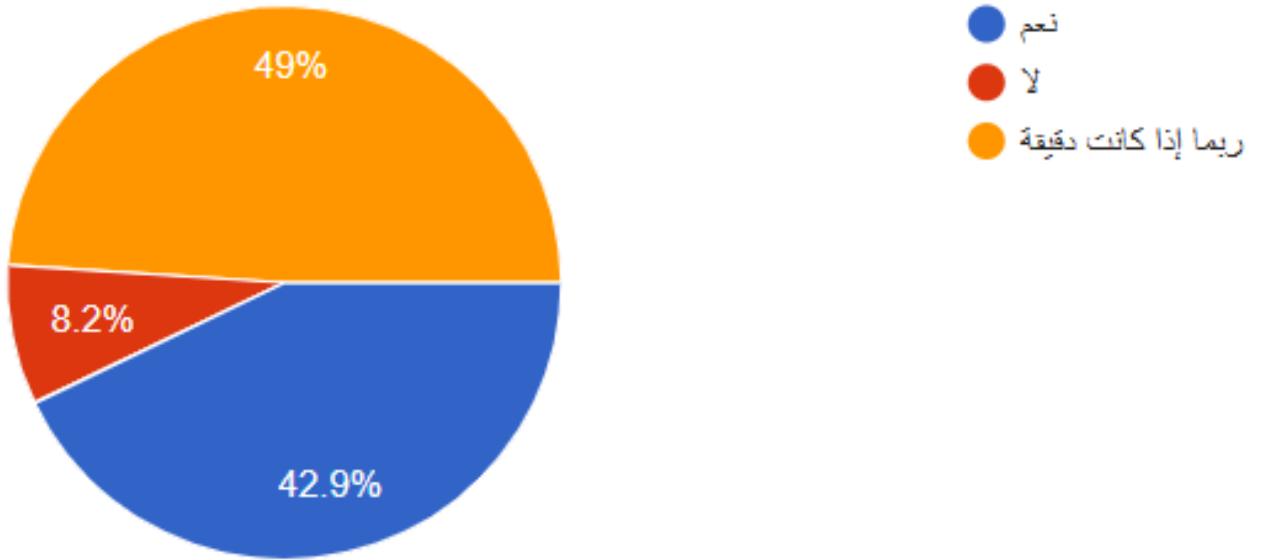


- فكرة ممتازة
- جيدة ولكن تحتاج مزيداً من التفاصيل
- غير مهم

هل تفضل تجربة المنتجات أونلاين (مثل خاصية المعرض لقياس الملابس أو الإكسسوارات)؟

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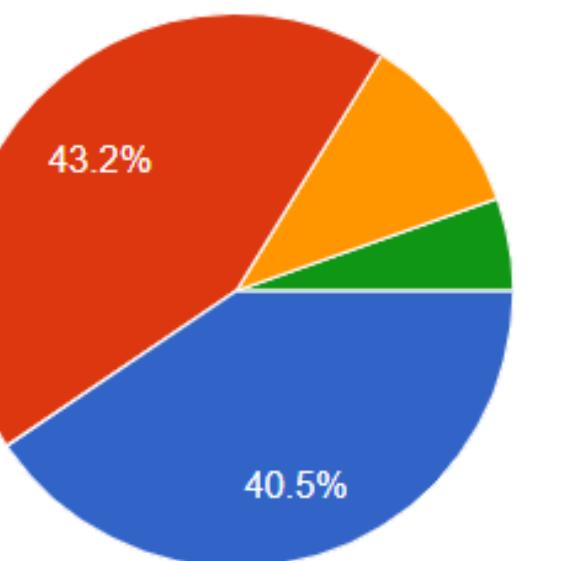
49 responses



إذا كنت قد استخدمت تطبيقات مشابهة من قبل، ما هي المشكلات التي واجهتك؟

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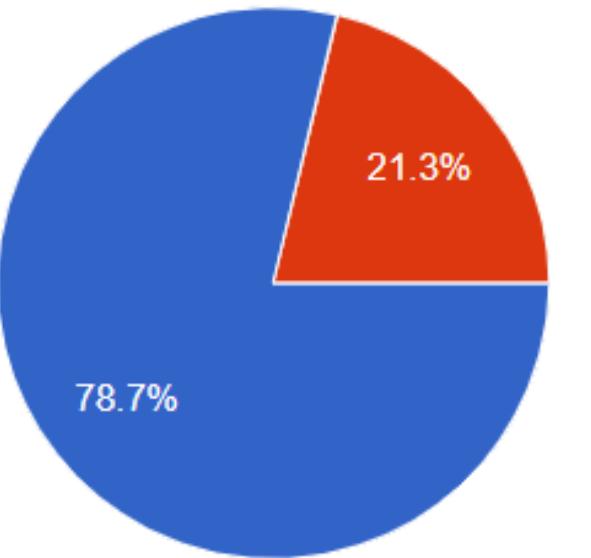
37 responses

- 
- A pie chart showing common issues with similar applications. The chart is divided into four segments: a large red segment (43.2%), a large blue segment (40.5%), a small orange segment, and a very small green segment.
- | Issue | Percentage |
|--|------------|
| واجهة مستخدم غير مريحة (Unintuitive user interface) | 40.5% |
| عدم دقة الوصف أو الصور (Inaccurate descriptions or images) | 43.2% |
| بطء عملية الشراء (Slow purchase process) | ~5% |
| خيارات دفع محدودة (Limited payment options) | ~2% |

هل تفضل أن يتضمن التطبيق محتوى إضافياً مثل نصائح الموضة أو تنسيقات ملابس؟

47 responses

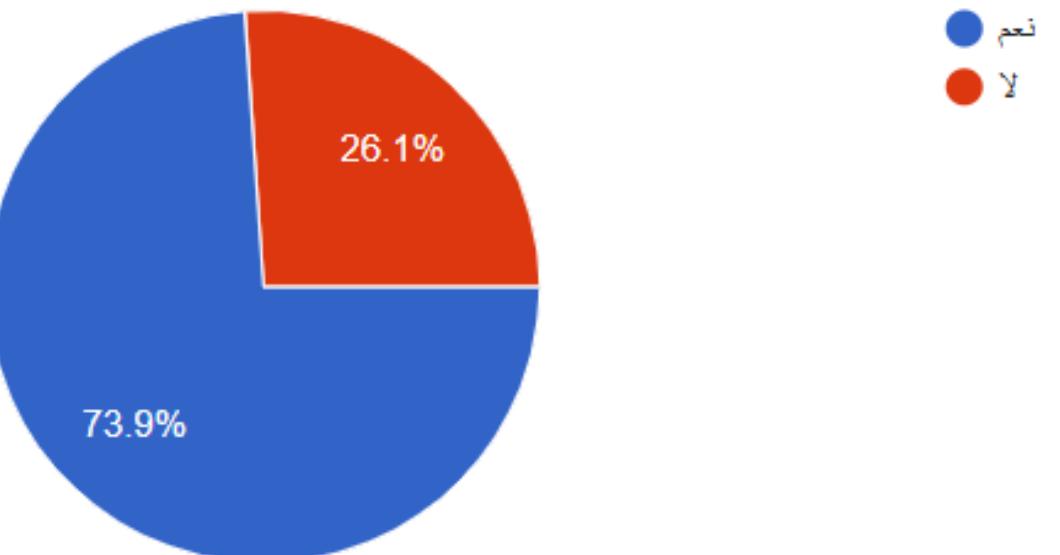
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هل أنت مهتم بمتابعة مبادرات الاستدامة وإعادة التدوير من خلال التطبيق؟

46 responses

 Copy chart





Nada Salim

I will create designs that suit your style and needs

SOCIAL MEDIA ACTIVITY

ABOUT

Nada is passionate and creative, able to transform ideas into a tangible creative design. She has an artistic touch in sewing and designs.

AGE

28

OCCUPATION

Designer & Tailor

INCOME

Middle-income

STATUS

Married

LOCATION

El-mansoura city

Education

Background in fashion design, tailoring

GOALS

- Build a strong personal brand as a designer or tailor.
- Increase visibility and access to consistent work opportunities.
- Collaborate with like-minded clients or brands to grow professionally.
- Generate sustainable income through reliable and transparent projects.

- Experimenting with new fabrics, styles, and techniques.
- Attending fashion events, exhibitions, or workshops.
- Watching or reading content about fashion trends and innovations.
- Networking with other designers and creative professionals.

NEEDS

- A trustworthy platform to connect with clients and promote their skills.
- Access to tools and resources that simplify project management (e.g., client briefs, payment systems).
- Opportunities to showcase their portfolio to a wider audience.
- Educational resources to stay updated on the latest trends and techniques in fashion.

- Financial: Difficulty investing in tools, materials, or software due to limited budgets.
- Trust: Hesitation about the reliability of online platforms and clients.
- Time: Balancing multiple projects while trying to maintain quality.
- Competition: Standing out in a crowded market with other designers and tailors.



ABOUT

Sara is a mother who takes care of children, provides for the family's needs, and reuses things.

AGE	37
OCCUPATION	Teacher
INCOME	Less than 10,000 EGP
STATUS	Married
LOCATION	Alexandria city
Education	Higher education

- Find quality products at affordable prices.
- Stretch their budget by discovering discounts, sales, or pre-owned items in excellent condition.
- Make informed and smart purchases, ensuring good value for money.
- Participate in sustainable consumption by buying second-hand or upcycled items.

- Scouring for deals and comparing prices across multiple platforms.
- Following financial influencers or blogs focused on saving and budgeting.
- Shopping at thrift stores, second-hand markets, or discount outlets.
- DIY or upcycling projects to create new, affordable items from old ones.

NEEDS

- A reliable platform offering budget-friendly options without compromising on quality.
- Clear and transparent information about pricing, quality, and product origin.
- Easy access to discounts, promotions, and deals.
- Assurance that second-hand or upcycled items are well-maintained and of high quality.

- Affordability Concerns: Worry about spending too much on items that don't provide enough value.
- Quality Assurance: Hesitation about buying second-hand items due to concerns about quality or condition.
- Overwhelming Choices: Difficulty filtering through numerous products to find the best deals.
- Trust Issues: Doubts about the authenticity or reliability of online platforms offering discounts.

USP

Refashion bridges the gap between sustainability and style by providing a tech-driven upcycling and customization platform that allows users to transform old clothes into fashionable, unique pieces while reducing waste.

Key Differentiators:

Affordability

Offers budget-friendly fashion redesigns tailored to individual styles.

Sustainability

Focuses on reducing textile waste through upcycling initiatives.

Digital Experience

Provides AI-driven recommendations via a user-friendly app.



Local Empowerment

Supports independent designers by connecting them with customers.

Community Engagement

Encourages users to share their fashion transformation stories.



TACTICS



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Marketing Mix

Product

- Core Offering: Sustainable fashion marketplace + Clothing repair services.
- - Features:
 - AI-powered size recommendations.
 - Eco-friendly packaging & repair kits.
 - Subscription plans for regular clothing repairs.
 - Before-and-after repair transformations to encourage sustainability.

Price

- Pricing Strategies:
 - Dynamic pricing based on demand and product category.
 - Competitive pricing for thrifted and repaired items.
 - Tiered pricing for repair services (Basic, Premium, Custom).
 - Subscription plans for premium users (discounts, faster repairs).
 - First-time user discounts and referral rewards.

Place

- Sales & Distribution Channels:
 - Primary: Mobile app (iOS & Android).
 - Website: To expand reach and SEO benefits.
 - Social Commerce: Instagram Shop, TikTok Shop, and Pinterest.
 - Offline Presence: Pop-up shops and sustainable fashion events.

Promotion

- - Digital Marketing Strategies:
 - SEO & Content Marketing: Blog articles on sustainable fashion.
 - Social Media Ads: Targeted campaigns on TikTok & Instagram.
 - Influencer Collaborations: Eco-conscious fashion influencers.
 - UGC (User-Generated Content): Before-and-after repair stories.
 - Email & Push Notifications: Personalized discounts and reminders.



Re fashion



Marketing Mix

People

- Internal Team:
 - Customer support trained in sustainability and fashion.
 - Skilled tailors and fashion experts for repair services.
 - Tech & AI specialists for app optimization.
- Customers:
 - Targeting fashion-conscious & eco-friendly shoppers.
 - Community building through forums & styling advice.
 - Rewarding users for sustainability efforts (e.g., loyalty points).



process

- Seamless App Experience:
 - Easy browsing, purchasing, and booking repair services.
 - AI-driven personalization for clothing & repair suggestions.
- Instant support via in-app chat.
- Repair Service Process:
 - Easy scheduling for clothing repairs.
 - Clear updates on repair progress.
 - Option to donate or recycle unsalvageable clothes.



Physical evidence

- Online Presence:
 - Aesthetic and user-friendly website & app.
 - Strong social media branding (eco-conscious themes).
- Offline Assurance:
 - Sustainable packaging with branding.
 - High-quality repair work with before-and-after comparisons.
 - Customer reviews and testimonials for credibility.





Channels

Channel	Purpose & Strategy
Instagram 🌟	Primary platform for visual storytelling, reels, and influencer collaborations.
TikTok 🎥	Viral challenges, DIY upcycling videos, behind-the-scenes content.
Pinterest ✂️	Style inspirations, sustainable fashion ideas, mood boards.
Facebook 💬	Community engagement, testimonials, sustainability articles.
LinkedIn 💼	Thought leadership on sustainable fashion and business insights.
YouTube 🎥	Tutorials, fashion transformation stories, long-form storytelling.
Website/Blog 🖊️	SEO-driven content about sustainable fashion & Refashion services.
Email Marketing 📧	Personalized fashion tips, exclusive offers, and community newsletters.

Posting Frequency and Timing

Platform	Posting Frequency
Instagram	Daily (Posts, Reels, Stories)
TikTok	3-5 times per week
Pinterest	3-4 times per week
Facebook	3-4 times per week
LinkedIn	2 times per week
YouTube	1-2 times per month
Email Marketing	Bi-weekly newsletters



Platform	Best Posting Time
Instagram & TikTok	6-9 PM (peak engagement) & 12-2 PM (midday browsing)
Facebook	7-10 PM (after work/school hours)
Pinterest	8-11 PM (evening inspiration browsing)
LinkedIn	8-10 AM & 5-7 PM (business hours)
YouTube	Saturdays & Sundays at 12 PM (weekend viewers)
Email Marketing	Tuesdays & Thursdays at 9 AM (high open rates)



Re fashion

Tone of voice

Tone Attribute	How It Reflects in Content
Conversational & Relatable	Speaks directly to the audience as a fashion friend.
Educational & Inspiring	Shares DIY tips, sustainability facts, and success stories.
Empowering & Inclusive	Encourages community participation & eco-conscious actions.
Trendy & Fun	Uses popular challenges, viral sounds, and aesthetic visuals.
Call-to-Action Oriented	Every post has a clear CTA (e.g., “Try this look!,” “Tag us in your upcycled outfits!”).



Content Ideas

Content Type	Purpose	Best Platform
Before & After Transformations	Showcases the power of upcycling.	Instagram, TikTok, YouTube
DIY Upcycling Tutorials	Educes users on how to repurpose their clothes.	TikTok, YouTube, Blog
Sustainability Facts & Tips	Raises awareness about fashion waste.	Instagram, Facebook, LinkedIn
User-Generated Content (UGC)	Encourages customers to share their fashion transformations.	Instagram, Pinterest
Influencer & Designer Features	Highlights collaborations with fashion creators.	Instagram, YouTube
Polls & Quizzes	Interactive content to engage audiences.	Instagram Stories, Facebook
Giveaways & Contests	Boosts engagement and community participation.	Instagram, TikTok
Behind-the-Scenes (BTS)	Showcases the brand's process and values.	TikTok, YouTube Shorts
Customer Testimonials	Builds credibility and trust.	Instagram, Facebook, Website
Live Q&A & Styling Sessions	Engages users directly with experts.	Instagram Live, TikTok Live



Step	Action
1. Content Creation 🎨	Design visuals, film videos, and create engaging captions.
2. Scheduling & Posting 📅	Use tools like Meta Business Suite, Buffer, or Later to schedule posts in advance.
3. Engagement & Community Management 💬	Respond to comments, DMs, and interact with followers daily.
4. Influencer & Partner Collaborations 🤝	Work with eco-conscious fashion influencers to amplify reach.
5. Data Tracking & Optimization 📊	Analyze performance metrics & adjust strategy based on engagement.
6. Paid Ads & Promotions 💰	Invest in targeted social media ads for better reach.
7. Growth Experiments & Trends 🔥	Test new formats, viral trends, and emerging content styles.

Action Plan



Sample Content Calendar

Day	Platform	Content Type	Example Post
Monday	Instagram Reels	Before & After Transformation	“Turn old jeans into a trendy jacket! 🌟”
Tuesday	TikTok	DIY Upcycling Tutorial	“How to turn an oversized tee into a crop top! ✂️”
Wednesday	Instagram Stories	Polls & Engagement	“Which outfit do you prefer? Vote now! 📹”
Thursday	YouTube	Long-form Sustainability Guide	“5 ways to make your wardrobe more sustainable! 🌎”
Friday	Pinterest & Facebook	User-Generated Content	“Check out @user’s amazing Refashioned outfit! 😊”
Saturday	Instagram & TikTok	Giveaways & Contests	“Win a free upcycled outfit! Enter now! 🎁”
Sunday	LinkedIn & Blog	Educational Post	“The impact of fast fashion on our planet – and how to fix it”

For Full Calendar

Platform	Date	Time	Audience Segments
Instagram, tiktok	11/2/2025	12pm instagram, 6PM tiktok weekdays	Gen Z, Female, Males
Facebook	13/2/2025	1PM facebook	Females, Millennials, Gen Z, Males



CLICK
HERE

CONTENT CALENDAR									
Platform	Date	Time	Audience Segments	Goal of Content	Content Idea	Caption on design (TOV)	Design Description	CTA	Hashtags
Instagram, tiktok	11/2/2025	12pm instagram, 6PM tiktok weekdays	Gen Z, Female, Males	Awarness	فيديو ترويجي عن قطعة ملابس قديمة وعصاية سحرية بتحولها لقطعة جديدة	coming soon	Reel	تابعنا واعرف أكثر مين هم Refasion	#مستني_ايه
Facebook	13/2/2025	1PM facebook	Females, Millennials, Gen Z, Males	Awarness	نكتب ايه الاسباب اللي ممكن تخلي حد بيطل يليس قطع ملابس معينة	لو هدومك القديمة بتجيها، ليه متلبسهاش تاني؟	post	شاركتنا برأيك في التعليقات وقرب هنقدم لك الحل مع رفاسون	#الحل_مع_ريفاشو ن
Facebook	14/2/2025	1PM facebook	Gen Z, Millennials	engagment	في عيد الحب جدد حبك ليلدك وحافظ عليها بتقليل الهدور	الحب الحقيقي هو اللي بيعيش.. خليك مع الاستدامه	post	قولنا بتعمل ايه في عيد الحب	#الحب_هو_الاستدامة
Instagram	18/2/2025	12pm instagram	Millennials, Gen Z, Males, Females	Awarness	نكتب ليه الواحد لازم يفكّر قبل ما يتخلص من الهدوم اللي قدمت	5 أسباب تخليك تفكّر قبل ما ترمي هدومك	carousel	تابعنا عشان تعرف أكثر	#الاستدامة
Facebook	20/2/2025	1PM facebook	Gen Z, Millennials	engagment	الووست عن تجاريك في انك تحط الماشن باغل أو تصلح هدومك لو عامل او عند حد وهل نحط ولا فشلت	فكرة في اعادة تدوير هدومك قبل كده؟	post	قولنا تجاريك مع تصليح وتحفيز هدومك كانت نتيجتها ايه	# الهدوم_هتدوم
Facebook	25/2/2025	1PM facebook	Millennials, Gen Z	Awarness	بوست عن مساوئه تصنيع الكثير من قطع الملابس	10% من ابعاثات الكربون سببها	post	قولنا ازاي بتحافظ على البيئة حواليك	#الاستدامة
Instagram	27/2/2025	12pm instagram	Millennials, Gen Z	Awarness	نعرض كاروسيل عن الاخطاء اللي يعملها متبين الموضوع السريع	كم خطأ منهم بتعمله؟	carousel	اعتنينا ازاي يشارك في الحفاظ على البيئة	#الاستدامة
Instagram, tiktok, facebook	28/2/2025	1PM facebook, 11am tiktok weekends, 12pm instagram	Gen Z, Millennials, Males, Females	engagment	تهنئة بدخول شهر رمضان الكريم	كل عام واتمن بخير	Reel, post	رمضان شهر الخير، خليه كما ان شهر الاستدامة	#رمضان_كري
Instagram, tiktok, facebook	4/3/2025	1PM facebook, 6PM tiktok weekdays, 12pm instagram	Gen Z, Millennials, Females	engagment	نزل ديزاینات عن شكل الهدوم قبل وبعد	دي حلوة Vs دي أحلى	Reel	قولنا مين عجبك اكتر	#جدد_هدومك

Marketing channels & KPIs

Marketing channels:

Ads Manager for Facebook & Instagram

KPIs :

Number of followers, shares, and reach

Provide the correct formulas for the following KPIs:

CPM (Cost per 1,000 Impressions)

= amount spend / (num of impression) × 1000

Link Click-Through Rate

= Link Clicks / Impressions × 100

CPLC (cost per link click)

= Amount Spent(USD) / Link Clicks

Click To Lead Rate

= Results(Leads) / Link Clicks × 100

Cost per Results

= Amount Spent(USD) / Results(Leads)





ready to launch?

FOLLOW



We have completed all the necessary steps for the project, including:

- Market Research & Planning – Conducted thorough research to understand the target audience and competitors.
- Brand Strategy Development – Defined the brand identity, messaging, and positioning.
- Platform Selection – Identified and set up the project's most suitable social media platforms.
- Content Strategy Creation – Developed a comprehensive content plan, including themes, formats, and posting schedules.
- Visual & Media Production – Designed graphics, videos, and other media assets tailored to the brand.

Now, the remaining tasks are:

- Finalizing content writing to ensure consistency and quality.
- Initial account setup & optimization to ensure all social media profiles are fully optimized.
- Publishing on the selected social media pages according to the content calendar.
- Running advertising campaigns to maximize reach and engagement.
- Preliminary engagement & community building to start interacting with the audience and generating interest.
- Collaboration & influencer outreach (if applicable) to establish partnerships with relevant influencers or industry figures.

Thanks
to fashion

