
MARKETING AND SEO PLAN

Target Areas/Locations

Target locations include that of big cities (Miami, LA, NYC, Chicago) that have a high population of young women that would be interested in learning about sustainable fashion and shopping at the stores featured on the website.

Keywords

- fashion
- clothes
- green
- ecofriendly
- sustainable
- handmade

SUSTAINABLE FASHION

Duration of Campaign

In terms of advertising a good plan is to reach out to influencers and offer them a lump sum of money for promotion on various social media accounts. The campaign will include a screen-shared video scrolling through the website, and supposed influencer making a brief statement about how the website helped them find sustainable clothing brands.

Campaign Samples



What is Sustainable Fashion?

Sustainable fashion is a movement and process of fostering change to fashion products and the fashion system towards greater ecological integrity and social justice. Sustainable fashion concerns more than addressing fashion textiles or products. It comprises addressing the whole system of fashion.