

E-commerce

Presented by: Fashion Business School

1. Introduction to Fashion E-commerce

2. Business Planning and Strategy

3. Building Your Fashion E-commerce Website

4. Product Management

6. Sales Management and Customer Support

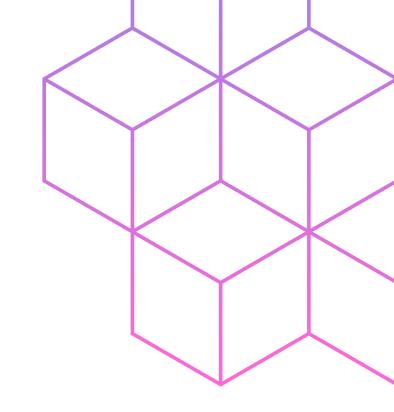
7. Analytics and Optimization

8. Scaling Your Business

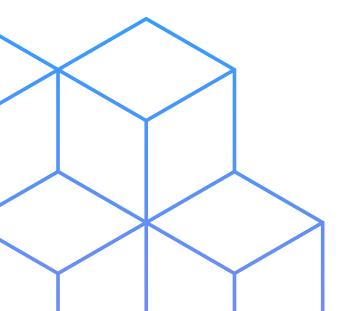


Agenda

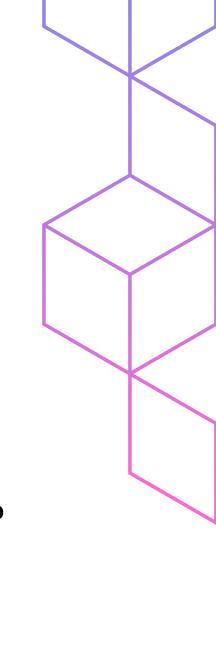
1. Introduction to Fashion E-commerce



- Overview of the fashion e-commerce landscape.
- Understanding consumer behavior in online fashion.
- Trends and opportunities in the fashion industry.

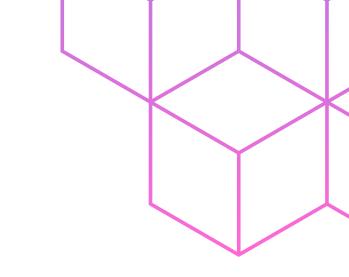


Category	Description
Fashion E- commerce Landscape	Rapidly growing with global revenue projected to reach over \$1 trillion by 2025, driven by digital adoption and convenience.
Consumer Behavior in Online Fashion	Shoppers prioritize seamless experiences, personalized recommendations, fast shipping, and easy returns. Social media and influencers play a significant role in purchasing decisions.
Trends in the Fashion Industry	Rise of sustainable and ethical fashion, Al-driven personalization, augmented reality (AR) fitting rooms, and second-hand fashion platforms.
Opportunities	Growth in direct-to-consumer (DTC) models, expansion of inclusive and adaptive fashion, and technological innovations like virtual try-ons and AI-powered styling.



2.

Business Planning and Strategy



• Identify Your Niche:

• High fashion, streetwear, sustainable fashion, etc.

Target Audience Analysis:

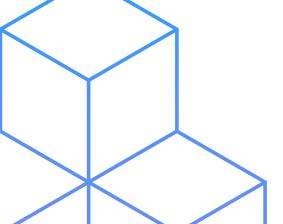
Age, gender, location, and style preferences.

Competitor Analysis:

Study successful fashion e-commerce brands.

• Business Model Options:

 Direct-to-Consumer (DTC), Dropshipping, Marketplace selling.



Category	Description	Examples
Identify Your Niche	Focus on a specific fashion segment like high fashion, streetwear, sustainable fashion, or luxury accessories.	High Fashion, Streetwear, Sustainable Fashion
Target Audience Analysis	Analyze age, gender, location, and style preferences of your ideal customers.	Age: 18-35, Gender: All, Location: Urban Areas, Style Preferences: Trendy & Sustainable
Competitor Analysis	Study established fashion e-commerce brands to identify strengths, weaknesses, and gaps.	Zara, H&M, ASOS, Farfetch, Shein
Business Model Options	Choose from different models like Direct-to- Consumer (DTC), Dropshipping, or Marketplace selling.	DTC: Nike, Glossier Dropshipping: Printful, Oberlo Marketplace: Amazon Fashion, eBay, Etsy



Choosing the Right Platform:

Shopify, WooCommerce, BigCommerce, or Magento.

Website Essentials:

- Homepage: Clear branding and visuals.
- Product Pages: High-quality images, size guides, and descriptions.
- Checkout Process: Simplified and secure payment gateways.

Mobile Optimization:

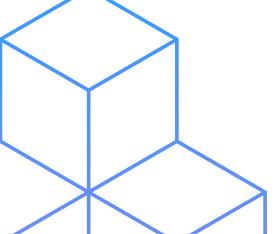
Ensure a mobile-friendly user experience.

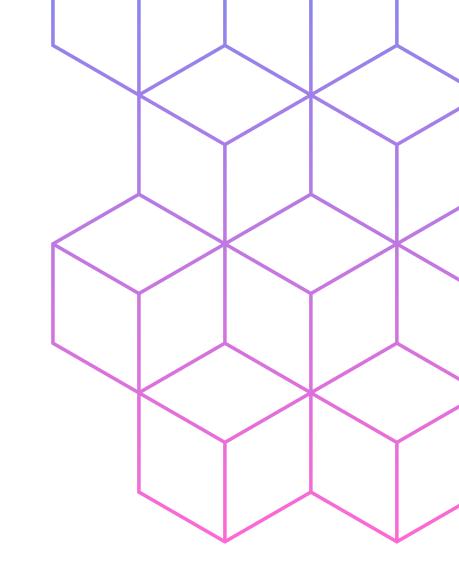
• SEO for E-commerce:

Use relevant keywords for fashion products.



Category	Description	Examples/Tools
Choosing the Right Platform	Select a platform based on your budget, technical skills, and scalability needs.	Shopify, WooCommerce, BigCommerce, Magento
Website Essentials	Ensure your website includes clear branding, engaging visuals, and a user-friendly interface.	Figma for Design, Canva for Graphics, Unbounce for Landing Pages
Homepage	Create an impactful homepage with high-quality visuals, brand story, and featured products.	Hero Banners, Promo Sections, Call-to-Action (CTA)
Product Pages	Provide detailed descriptions, size guides, multiple images, and customer reviews.	Size Chart Plugins, AR Viewers, Customer Review Widgets
Checkout Process	Implement a fast and secure checkout with multiple payment options and transparent shipping information.	Stripe, PayPal, Apple Pay, Shopify Payments
Mobile Optimization	Optimize for mobile users with responsive design, quick load times, and intuitive navigation.	Google Mobile-Friendly Test, AMP (Accelerated Mobile Pages)
SEO for E- commerce	Use relevant keywords in product titles, descriptions, and meta tags to improve search visibility.	Google Keyword Planner, Ahrefs, SEMrush





4.

Product Management

Product Sourcing:

Partnering with suppliers, manufacturers, or designers.

Inventory Management:

 Implement tools like Shopify Inventory Management or TradeGecko.

• Product Photography:

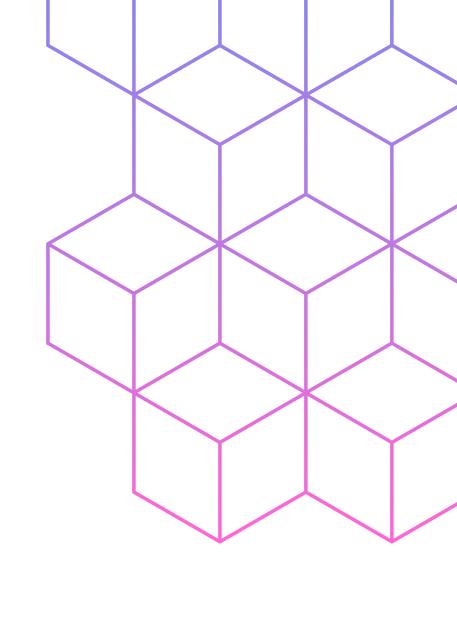
Professional product images with multiple views.

Pricing Strategy:

Factor in production, shipping, and market competition.

Category	Description	Examples/Tools
Product Sourcing	Collaborate with reliable suppliers, manufacturers, or independent designers for quality products.	Alibaba, Faire, MakersValley
Inventory Management	Implement inventory tracking systems to manage stock levels, prevent overselling, and analyze sales data.	Shopify Inventory Management, TradeGecko, Cin7
Product Photography	Use high-resolution images with multiple angles, close-ups, and lifestyle shots to enhance the shopping experience.	Professional photographers, Lightboxes, Canva, Fotor
Pricing Strategy	Determine pricing by considering production costs, shipping, competitor pricing, and perceived value. Offer discounts or bundle pricing for promotions.	Competitive Analysis Tools, Price Monitoring Software





Brand Identity Development:

Logo, color palette, typography, and visual style.

Social Media Marketing:

Instagram, Pinterest, and TikTok for fashion visuals.

Influencer and Affiliate Marketing:

Collaborate with fashion influencers for promotions.

• Email Marketing:

Personalized product recommendations and promotional campaigns.

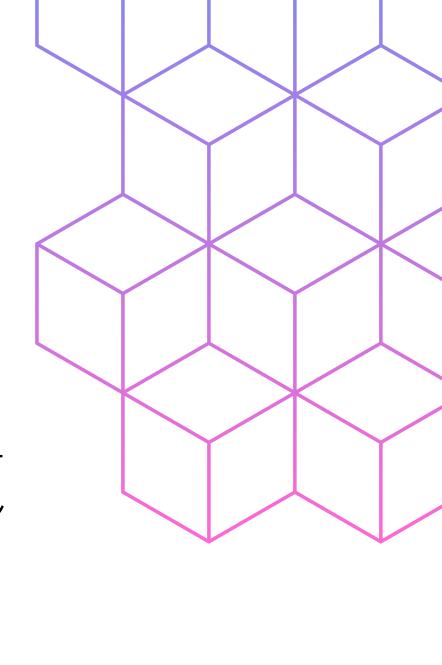
Content Marketing:

Style guides, fashion blogs, and trend reports.



Category	Description	Examples/Tools
Brand Identity Development	Establish a unique brand identity with a memorable logo, cohesive color palette, distinct typography, and consistent visual style.	Canva, Adobe Illustrator, Coolors for Color Palettes
Social Media Marketing	Leverage visual platforms like Instagram, Pinterest, and TikTok to showcase fashion products and engage with your audience.	Later, Hootsuite, Buffer for Scheduling
Influencer and Affiliate Marketing	Partner with fashion influencers and affiliate marketers to reach wider audiences and build credibility.	Impact, Refersion, Aspire for Affiliate Management
Email Marketing	Send personalized newsletters with product recommendations, promotions, and exclusive content to nurture customer loyalty.	Klaviyo, Mailchimp, Omnisend
Content Marketing	Create valuable content like style guides, fashion blogs, and seasonal trend reports to engage users and boost SEO.	WordPress, Medium, Substack, Canva for Visuals

Sales Management and Customer Support



Promotions and Discounts:

Seasonal sales, flash sales, and loyalty programs.

Payment and Shipping Options:

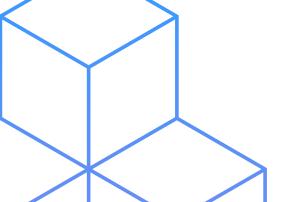
 Offer multiple payment gateways and flexible shipping options.

Customer Support:

Live chat, chatbots, and FAQs for quick issue resolution.

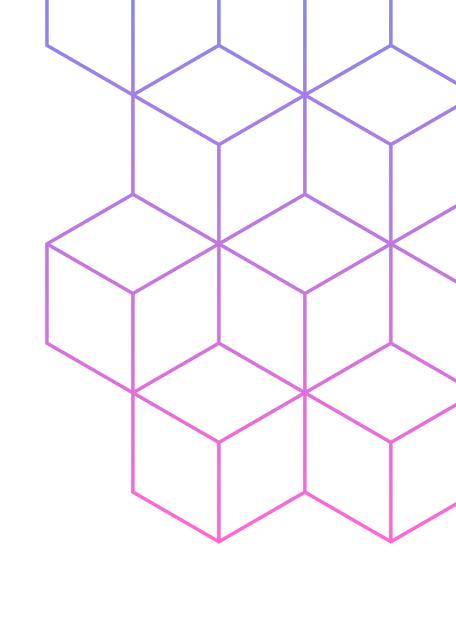
Returns and Refunds Policy:

Transparent and simple return processes.



Category	Description	Examples/Tools
Promotions and Discounts	Implement seasonal sales, flash sales, and loyalty programs to attract and retain customers.	Shopify Discounts, Yotpo for Loyalty Programs, Smile.io
Payment and Shipping Options	Provide various payment gateways and flexible shipping options to enhance customer convenience.	Stripe, PayPal, Klarna for Payments; ShipBob, ShipStation for Shipping
Customer Support	Offer responsive customer service through live chat, chatbots, and comprehensive FAQs for quick assistance.	Zendesk, Intercom, Tidio for Chat Support
Returns and Refunds Policy	Establish a clear, simple return and refund policy to build customer trust and improve satisfaction.	Returnly, Loop Returns, Happy Returns





Track Performance:

 Use Google Analytics, Shopify Reports, or other analytics tools.

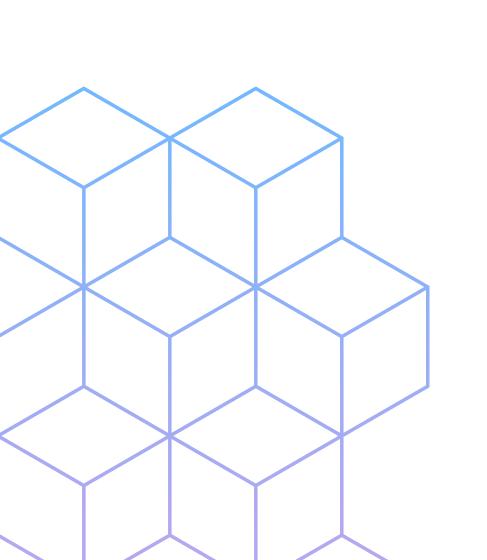
Monitor Key Metrics:

 Conversion rate, average order value (AOV), and customer lifetime value (CLV).

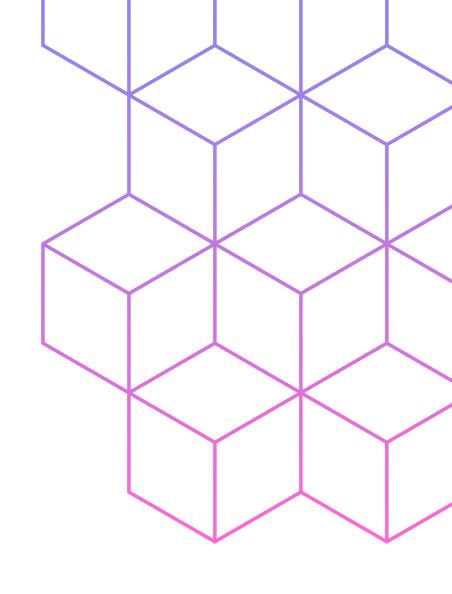
• A/B Testing:

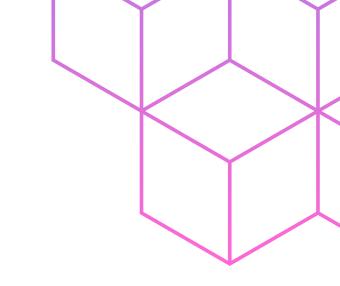
 Experiment with different product photos, headlines, or pricing.

Category	Description	Examples/Tools
Track Performance	Utilize analytics tools to monitor website traffic, sales, and customer behavior for data-driven decisions.	Google Analytics, Shopify Reports, Adobe Analytics
Monitor Key Metrics	Track essential e-commerce metrics like conversion rate, average order value (AOV), and customer lifetime value (CLV) to measure success.	Google Analytics, Mixpanel, Kissmetrics
A/B Testing	Conduct A/B tests to experiment with different product images, headlines, pricing, or call-to-action buttons to identify what resonates best with customers.	Optimizely, VWO (Visual Website Optimizer), Google Optimize

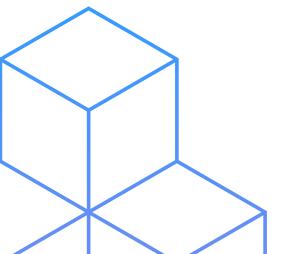


8. Scaling Your Business

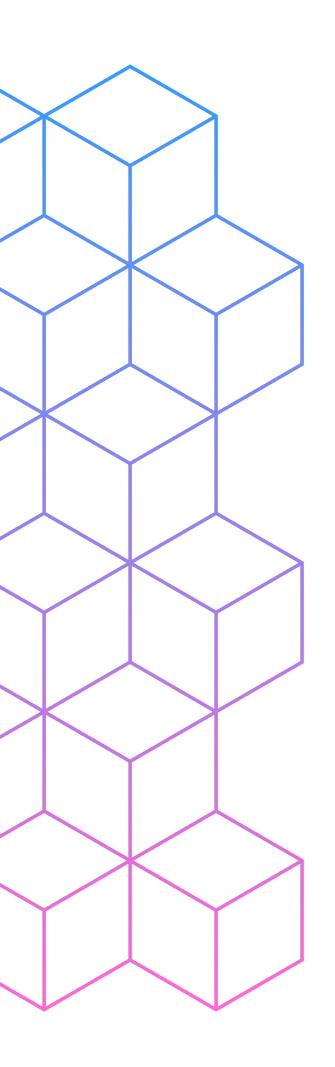




- Expand product categories or introduce new collections.
- Collaborate with designers or launch private label lines.
- Consider international shipping and localization.
- Build partnerships with fashion marketplaces like Zalando or ASOS.



Category	Description	Examples/Tools
Expand Product Categories	Introduce new product categories or seasonal collections to cater to evolving customer preferences.	Trend Analysis Tools, Customer Surveys, Shopify Analytics
Collaborate with Designers	Partner with fashion designers or influencers to launch exclusive collections or limited-edition items.	Collabs with Local Designers, Influencer Partnerships
Launch Private Label Lines	Develop a private label brand to differentiate your offerings and build brand loyalty.	Alibaba, MakersValley, Fashion Design Software
International Shipping and Localization	Expand globally by offering international shipping, localized pricing, and multilingual support.	DHL, FedEx, Global-e, Weglot for Translation
Partnerships with Marketplaces	Sell products on established fashion marketplaces to reach a larger audience and increase brand visibility.	Zalando, ASOS, Farfetch, Amazon Fashion



Thank you!