

The background is a light beige color with decorative elements. In the top left, there is a dark brown wavy line. In the top right, there is a dark brown branch with several leaves. In the bottom left, there are three dark brown starburst shapes. In the bottom right, there is a dark brown wavy line.

DIGITAL MARKETING & BRANDING

LIST OF CONTENTS

Module 1: Introduction to Fashion Marketing & Branding

Module 2: Digital Marketing in Fashion



Module 3: Traditional Marketing in Fashion

Module 4: Public Relations for Fashion Brands

Module 5: Brand Ambassadors and Celebrity Endorsements

Module 6: Integrated Marketing Campaigns

Module 7: Capstone Project



MODULE 1

INTRODUCTION TO FASHION MARKETING & BRANDING



Overview of Fashion Industry

- Understanding the fashion ecosystem and trends
- The importance of marketing and branding for fashion brands

Key Concepts

- Brand Identity
- Consumer Behavior in Fashion
- Marketing Channels and Strategies



MODULE 2

DIGITAL MARKETING IN

FASHION

Social Media Marketing



- Platform Overview: Instagram, TikTok, Pinterest, Facebook
- Content Creation for Fashion: Photos, Videos, Stories, Reels
- Engaging with Followers: Comments, Hashtags, Contests
- Analyzing Metrics: Engagement rates, Impressions, Reach

Influencer Marketing

- Identifying Influencers: Macro vs. Micro influencers
- Setting Up Campaigns with Influencers
- Measuring ROI in Influencer Campaigns

Content Creation and Branding

- Visual Storytelling: Photography, Video, Graphics
- Aligning Content with Brand Identity
- Creating Shareable Content that Resonates with the Audience



MODULE 3

TRADITIONAL

MARKETING IN FASHION

Fashion Advertising

- **Understanding Fashion Ad Campaigns: Magazines, Billboards, TV**
- **Designing Print and Digital Ads for Fashion Brands**
- **Case Studies: Iconic Fashion Ad Campaigns**

Fashion Magazines and Print Media


- **Building Relationships with Magazines**
- **Press Kits and Editorial Coverage**
- **How Fashion Magazines Influence Branding and Consumer Perception**

Runway Shows and Fashion Events

- **Organizing Fashion Shows: Planning, Promotion, and Execution**
- **Collaborating with Fashion Influencers and Press**
- **Leveraging Events for Brand Visibility**

Brand Collaborations and Partnerships

- **Identifying Potential Partners: Designers, Retailers, and Celebrities**
- **Collaborative Campaigns: How to Build Strong Partnerships**



MODULE 4

PUBLIC RELATIONS FOR FASHION BRANDS



Building a Media Network

- Importance of Public Relations for Fashion Brands
- Creating Media Lists: Journalists, Editors, Bloggers
- Crafting Press Releases and Media Kits

Managing Brand Reputation

- Crisis Management: Responding to Fashion Failures or Scandals
- Leveraging Media Coverage for Positive Brand Image
- Maintaining Consistent Brand Messaging Across Platforms



PR Strategies in Fashion

- Event Management: Fashion Weeks, Product Launches
- Securing Coverage in Leading Publications
- Media Outreach and Relationship Building



MODULE 5

BRAND AMBASSADORS

AND CELEBRITY

ENDORSEMENTS

Role of Brand Ambassadors


- Understanding the Value of Ambassadors in Fashion Branding
- Choosing the Right Ambassadors: Celebrities, Influencers, Industry Experts
- Case Study: Successful Fashion Brand Ambassador Campaigns

Selecting Influencers and Celebrities

- Identifying Influencers who Align with Brand Values
- Negotiating Partnerships and Contracts
- Measuring the Impact of Celebrity Endorsements on Sales and Brand Perception

Long-term Relationships with Ambassadors

- Building Sustainable Partnerships with Influencers and Celebrities
- Avoiding Common Pitfalls in Brand Ambassador Relationships



MODULE 6

INTEGRATED



MARKETING CAMPAIGNS

Combining Digital, Traditional, and PR Strategies

- **Crafting Integrated Marketing Strategies for Fashion Brands**
- **Creating Seamless Brand Experiences Across Multiple Channels**
- **Coordinating Between Social Media, Traditional Media, and PR Teams**

Tracking and Analyzing Campaign Performance

- **Using Analytics Tools for Social Media, Website Traffic, and Sales**
- **Key Performance Indicators (KPIs) for Fashion Marketing Campaigns**
- **Adapting Campaign Strategies Based on Data Insights**



MODULE 7

CAPSTONE PROJECT



Develop a Full Marketing Strategy for a Fashion Brand

- **Incorporating Digital Marketing, Traditional Marketing, PR, and Brand Ambassadors**
- **Presenting your strategy to the class and receiving feedback**
- **Peer Review: Evaluate and provide feedback on other students' projects**

THANK
YOU

