

DIVERCITY collection

Online Advertising and Marketing Proposal for *Diversity Collection*

CCT356: Final Project

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EXECUTIVE SUMMARY

Diversity Collection Inc. is a Canadian based company created by Dalia Yahia. The company was created in late 2017, and it focuses on the fashion and style of modest wear. A variety of designs and colors are provided for women internationally, and currently have a collection of hijab wear. They are planning on releasing a grand new collection of clothing and hijabs in May 2019, and are looking for an effective marketing strategy to reach a greater audience than their first launch in 2017. As of now, they have been operating fully on Instagram, where customers request a transaction through Direct Messaging. The owner personally ships the product to the client with no shipping charges as all orders are local. All promotion has been through word of mouth.

CLIENT CONTACT INFORMATION

Founder: Dalia Yahia

Location: Mississauga, Ontario

Instagram: <https://www.instagram.com/divercitycollection/>

Contact number: 1 (365) 773-8838

TARGET MARKETS

Modest clothing is difficult to find in the Western fashion world. Diversity Collection incorporates and eases Middle Eastern and Asian cultures in their designs to normalize the idea of traditional cultures assimilating together for all types of people. The CEO offers scarfs known as a *hijab* in the Muslim religion, which is demonstrated as a culture commodity by many people. The company incorporating cultural designs and pieces may be drastic, however, the colors remain neutral through all articles of clothing. Diversity Collection focuses on simplicity in each design. This provides customer interest, much different than other competitors. Whether it is a two piece set of a suit or a hijab, the

integration of both Western and Middle eastern cultures merge and can easily be stood out differently than other competitors.

Current Target Market

The current target market for Divercity Collection is divided into two markets and audiences, who indirectly have a similar characteristic of being women. The primary market consists of Middle Eastern and Asian women who are part of the culture. The secondary market is for western women who are unaware of the culture, but have an interest in it. Most of the target women are usually mature, adult aged females between the ages of 18-50. Women older than 50 years of age may have traditional and cultural clothing that they are used to, in which the idea of cultural clothing embedded in western culture is unfamiliar to them. On the other hand, some women under the age of 18, may not be able to fit into the modest wear sizes available. The size small maybe be considered a medium, etc. The western women who are interested in the culture may be enticed by the clothing and shawls provided, however, those of that same culture may be more prone into buying their own familiarity pieces of clothing.

CURRENT CLIENT AND MARKETPLACE EVALUATION

The current client desiring new costume designs of fabric and clothing will continue to increase. people will continuously desire new attire, especially if they are loyal, returning customers. Retail is a huge capital marketing industry that has taken over the world – which means that retail will always sell. While the company is still expanding and opening internationally with design pieces and hijabs, many more individuals can keep up to date with the promotion and contests happening soon before the major launch in the spring of 2019.

SWOT ANALYSIS

Strengths	<ul style="list-style-type: none">● Cost Effective:
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	<ul style="list-style-type: none"> ○ Sells headscarves at a reasonable merchandising price ○ Local shipping to home delivery is free of charge ○ The reasonable pricing by the company has allowed for an inflow of repeat customers ● Social Media Promotion: <ul style="list-style-type: none"> ○ Uses instagram for marketing and business purposes ○ Collaborated with local artists and influencers to reach out to a greater customer base ○ Using social media for business has allowed the company to develop personable relationships with customers, thus, increasing satisfaction and loyalty ○ Allows for efficient service with more inbound traffic ● Merchandise Quality: <ul style="list-style-type: none"> ○ Purchase material and stitch attire in Dubai, UAE ○ As a muslim country, the UAE has a lasting supply and demand for modesty clothing ○ Purchasing modesty clothing from a fashion destination in the Middle East promotes further style options, quality, and authenticity of material
Weaknesses	<ul style="list-style-type: none"> ● New to market: <ul style="list-style-type: none"> ○ Launched the brand last year ○ Limited supplies for customers ○ Customers would have to wait for the newer shipment to arrive from Dubai in order to place an order ● Small customer base: <ul style="list-style-type: none"> ○ The brand has a limited customer base, some of which are repeat clients ● Relaunch <ul style="list-style-type: none"> ○ Although a relaunch can be a positive strategy, the brand did not have a loyal customer base before they decided to rebrand, and relaunch the company ○ Its currently undergoing changes, however, once it comes back on the market, it may have lost some of the previous existing clients within its short tenure

Threats	<p>Veiled Collection</p> <ul style="list-style-type: none"> ● Established: <ul style="list-style-type: none"> ○ An international modesty clothing brand ○ E-commerce and New York based ○ The brand has a fully-established website online, where they offer a variety of clothing ● Increasing customer base due to promotional activities: <ul style="list-style-type: none"> ○ The brand offers online discount codes, as well as reasonable shipping options ○ Affiliated with social media influencers to promote brand <p>Modanisa</p> <ul style="list-style-type: none"> ● Cultural Customization: <ul style="list-style-type: none"> ○ Appeals to an international market by culturally customizing their website ○ Allows users to select a country, which changes the layout, language, and pricing on items
Opportunities	<ul style="list-style-type: none"> ● Increase user engagement by establishing an ecommerce website <ul style="list-style-type: none"> ○ Formally structure the company, by making purchasing and shipping through an automated platform rather than manually distributing items ● Increased supply: <ul style="list-style-type: none"> ○ Buy headscarves and clothing attire in bulk, rather than making customers wait for weeks ○ Interconnect the supply and demand chain through the e-commerce website <ul style="list-style-type: none"> - Products can be bought or made in a specific location that would directly ship to customers as per demand

PORTERS FIVE FORCES

The Power of Buyers	Low Pressure
The Power of Suppliers	Low Pressure
The Power of Substitution	High Pressure
The Power of New Entrants	High Pressure
Rivalry among Existing Customers	Low Pressure

PESTEL EVALUATION

Political

- Divercity collection has in the past had their fabrics imported from China and Dubai, and need to consider the trading laws, and tax rates involved in this importing
- For their new launch, they are taking into consideration to locally source the fabrics in Toronto rather than importing for an international location. This consideration is being taken into place because of the tax rates and customs they had to pay for their last

collection. If sourced locally, this could play a major role in promotion as people see value and are loyal to locally sourced items.

Economic

- Divercity Collection aims to give cheaper prices for modest wear and economics plays a major role in whether or not this is possible
- In the last launch, Divercity Collection purchased small fabric pieces for one dollar and sold for 10 dollars. However, inflation rates have increased these prices and Divercity needs to re assess the market prices to keep a reasonable valuation
- Competitor prices currently retailing for an average of \$!5 dollars
- In Spring and Summer months there is a higher demand for comfortable modest clothing, as there is a low supply of that in the market

Social

- Modest fashion is a strong global market, as social media has “thrust modest fashion into international limelight” (Vogue, 2018)
- Instagram and Pinterest community in modest fashion is very large and has gained numerous search results

Technological

- Retailers have found it increasingly important to have websites that act as a store front in order for ease in conducting transactions and displaying products
- Social media used for marketing and advertising

Environmental

- Increase awareness in environmental issues and ethics in the fashion industry

- Customers are conducting research on where fabric is coming from or being produced, and in what conditions, in terms of safety, products, and working conditions of employees.

Legal

- When selling, Divercity needs to consider the taxes that consumers will have to pay, as well as any shipping or delivery fees or laws involved in the buying or selling of merchandise

KEY ISSUES AND MARKETING CHALLENGES

Running an online store through social media platforms is very difficult in today's age, as there are a number of individuals that offer the same products and service as you. The online Marketplace is very crowded, for example due to the scarcity of traditional modest clothing stores that sell good quality clothing at a low price is very hard to find. Because there is a demand, a number of popular middle eastern influencers have started their own online modest fashion brands, these public figures have followers that are loyal to their services. As a result, Divercity's potential customer base have increased expectations, as they expect Divercity to give promotion, have express shipping options and due to this Divercity Inc. is having a difficult time generating traffic and sale leads. Another issue faced is that Divercity is unable to create engaging and quality content for their customers, engaging content is crucial as it helps increase brand awareness, in order for an online based business to generate revenue they need to establish a sense of trust with their consumers. Quality content also plays a crucial role in SEO, the content created must be written in a way that it ranks higher on search engines when consumers are completing their research. Another challenge that Divercity faces is the inability to secure a marketing budget, Divercity is a private company that has one founder so in order to secure a large marketing budget is difficult, in order to have an effective marketing campaigns businesses need to be able to invest in

effective ad campaigns such as pay-per-click ads and be able to allocate resources such as a marketing team. For a small start-up business like Divercity its complicated to differentiate themselves from their competitors, in today's technological age having a unique feature that will attract your customers is very crucial. Divercity needs to create an appeal for the brand, and when the marketing campaigns are created Divercity Inc needs to use that unique feature whether that be the affordable prices or the personal relationship that Divercity makes with their customer needs to be transparent on their online campaign platforms.

MARKETING OBJECTIVES

- Boost Instagram engagement by 25% by June 2019, through creating engaging content posted regularly, as well as paid advertisements
- Gain 200 Instagram and facebook followers from different locations through promotions on Instagram, Facebook, and Pinterest by July 2019
 - Current followers are based in the Toronto as promotion has been through word of mouth
- Gain 50 followers on new Pinterest account through daily engagement and activity
- Direct 20% of Instagram and Facebook traffic onto their new website by June 2019, through posting product links on each post

MARKETING STRATEGIES TO ACHIEVE OBJECTIVES

As a brand new to market, Divercity Collection has focused on promoting and conducting business through their business Instagram profile. As the company only focuses on local consumers, they've used the word of mouth strategy to gain customers, and put their products on the market. Although the brand launched in the year of 2017, they went off market to rebrand their image and products for improved quality. As of mid 2018 till the beginning of 2019, the brand has focused on the products they will be launching in Summer 2019. The primary focus has been on merchandise quality,

and finding a supplier. However, very little thought has been put into the marketing strategies of this start-up. Upon the completion of rebranding, the company is looking to be consistent with their production processes and business transactions. With an improved brand, the company should also focus on new marketing strategies that would allow them to not only gain a new customer base, but also keep their existing clients.

The first marketing strategy is the use of social media, specifically Instagram and Facebook. Although the use of social media as a marketing strategy is generic, it's also the most effective. Divercity has used their official instagram page as a means to connect with local clients, however, their new strategy is to endorse through different platforms. Rather than advertising solely on their instagram profile, they will work in collaboration with social media influencers who would advertise the products to their followers. Instagram collaborations require companies to create a PR list with numerous names of influencers who would attract to their target market. Being a modesty middle eastern brand, Divercity's ideal influencers would be Dina Tokio, Habiba Da Silva, and Sabina Hannan. These influencers have a similar target market of young women who's style aspiration comes from both Eastern and Western attire. A collaboration with them would require an understanding of what manner of exchanges would occur between the two platforms. As Divercity Collection is a startup company with a limited budget, it would be understood that free clothing would occasionally be delivered to influencers in exchange for a feature on their instagram page. Although instagram will be used to collaboratory promotion, facebook would be used for the target market of women aged 30-50 years. Facebook is a platform that is used more by adult women rather than the younger generation. The company's facebook page would aim to stay active by posting newer collections and styles.

Social media is a marketing strategy designed to gain new consumers. However, the company believes its essential to focus on existing customers, and work towards their satisfaction. Due to this, Divercity Collection will be focusing on creating an e-commerce website with engaging content. The website will be designed for two main purposes: (a) managing supply and demand processes via the

website, and (b) forming personal relationships with new and existing customers. The website will allow individuals to shop freely on the website, but also provide an option to create their own account online. For those who create an account online, they will be able to track their purchases. However, more importantly, it will offer customers exclusive promotions that will be designed based off of their loyalty to the company. With every purchase, they will receive a limited amount of points that can be used towards free clothing, or the points money can be allocated towards receiving free shipping. Besides the points system, customer will be offered exclusive price promotions for their clothing. For example, if you've shopped from the company approximately five times, you will be offered \$10 off your next purchase, or a specific item on the website. Offering such promotions keeps customers engaged, and causes an increase in purchasing power. Besides online promotions, creative content will also be launched online to distinct the company from its competitors. Customers will be offered content ranging from videos and images that will provide them with information on how to wear a headscarf, or style a piece of attire. As a start-up, it is recommended that they use Shopify to build this website store front as it allows the owner to conduct transactions easily, while staying on budget.

BRAND IDENTITY

New logo design, representing sleek and elegant style that Divercity Collection aims to convey. This logo should be appeared on each media piece produced, to avoid people reposting model images without being referenced back. **Slogan:** "Find the beauty in Simplicity." The look and feel of the images produced will be elegant and fresh, with diverse models that will allow users to be represented and feel comfortable.



ADVERTISING

Mock Advertisements for Pinterest, Instagram, and Facebook (Mobile and Desktop example) created using AdParlour.

Save

Like

Send

...

Saved from

divercitycollection

Visit

Get more Pins from divercitycollec...

Follow

Follow more trendy modest fashion inspiration!

Divercity Collection

Sponsored

Find the beauty in simplicity with our new SPRING 2019 modestwear collection!

SPRING COLLECTION

Pink and elegant

Shop Now

SPRING

Red Head

Like

Comment

Share

98

105 Comments

12 Shares

Instagram

divercitycollection

Sponsored

Shop Now

♥ 217 likes

divercitycollection Find the beauty in simplicity. Shop our new SPRING 2019 collection out now!

Divercity Collection

Sponsored

Find the beauty in simplicity with our new SPRING 2019 modestwear collection!

SPRING COLLECTION

Pink and elegant

Shop Now

SPRING COLLECTION

Red Head

Like

Comment

Share

98

105 Comments

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STRATEGIES TO ENSURE ONGOING OPTIMIZATION

In order to ensure that the market strategies that Divercity has implemented are successful Divercity will update the SEO on a weekly basis, to ensure that Divercity makes it to the first page of the search engine results. As per Webfx, less than 10 percent of users end up navigating to the second page of the search result pages and more than 30 percent of searchers click on the first result that appears at the top of the page. SEO optimization is crucial as it connects a company to a larger pool of potential customers, as a result of this the company can increase their revenue. Some steps that Divercity will be taking to optimize SEO for their website are: creating meta tags, incorporate social media links, choose specific keywords as titles, add backlinks and add new content regularly to the website. In order to choose effective keywords, the marketer should complete a keyword research process using tools like the google keyword planner. Another tool that Divercity can use is that they can set up goals in Google analytics to understand what marketing campaign platform are creating the most leads and sales, after collecting this information Divercity will cut their costs by marketing on that platform instead of a number of ineffective campaigns that are failing to produce effective results. This will help Divercity control their marketing budget, for example in today's digital time, traditional marketing strategies such as running a radio ad is not as profitable as an online email marketing campaign. Traditional marketing campaigns can be very costly as well as measuring the effectiveness of such marketing strategies can be complicated. Whereas digital marketing strategies can help you reach hundreds of people across the globe, you can reach your local customer base as well as build an international customer base. Gaining feedback from customers is also very important to ensure that a company's marketing campaign is effective, Divercity will have online questionnaires available to their customers, asking them questions like "Where did you hear about us?", or "Did someone refer you to us?", this will give Divercity an idea of what their strengths and weaknesses are. On a daily basis social media trends change, in order to ensure that Divercity's

marketing campaigns are effective, Divercity will keep a close eye on social media trends and update their website and app depending on the social media trend.

METRICS AND EVALUATION

In order to understand whether Divercity's goals and marketing objectives have been achieved Divercity will measure certain metrics such as: the number of total visits, new sessions, channel-specific traffic, bounce rate, customer retention rate, volume, reach, engagement and influence. The total visits will give the marketing team an idea of how much customers visit their pages on a daily basis, this information is useful as depending on what time the most amount of people visit the site, the company can have important content and promotion material posted to attract the customer. The new session metric is important because it tells the business how many of the visitors are new and how many are recurring, the customers that are recurring can be given VIP discounts which will as a result make them a loyal customer to your brand. As well as you can ask the recurring customer, what attracts them to your brand, so you know what marketing strategy is giving the best results. Measuring channel-specific traffic is crucial because it will tell Divercity the origin of the customers visit, whether it was direct, referral, organic or social. The bounce rate is a marketing percentage, it represents the number of people that visited your website and left right away rather than continuing to navigate through the website, this metric will help Divercity understand whether their website is eye-catching enough or do they need to make significant changes to the layout as the bounce rate is high. The customer retention rate will tell Divercity whether their customer loyalty is strong, because the higher the customer satisfaction the higher the customer retention rate. If the rate is high, then Divercity will continue to run the marketing campaigns the same way but if it's low then Divercity can create focus groups and understand why they are losing customers. In order to measure social media metrics, Divercity can measure the number of followers they have on their social media platforms, this will tell them whether their online social media

campaigning is successful, as well as they can see who their followers are and get a better idea of who their target market is. As well as knowing how many influencers talk about your brand and associate themselves with your brand is also important and if they have a high number of followers Divercity can recruit them as their brand ambassador.

ANALYSIS OF OPTIONS CONSIDERED AND REJECTED

While staying loyal to the marketing objectives proposed as they were approved by the founder, our team analyzed various strategies that did not make our final plan. One strategy that we felt strongly about, but later reconsidered after more thorough research was developing an app for the Divercity Collection online store. However, we rejected this idea as we deemed it as unnecessary. While Divercity Collection initially operated on Instagram, normally used on a mobile interface, we thought it would ease consumers into purchasing if rather than a website, an app would be developed. However, we realized that consumers will not require an app as transactions are made easier on a website store front where there is more security, and an application would not hold strong promotional value, as it would take up unnecessary space on a consumers phone. Developing an app would also require a large budget, which the client does not hold, and would not be worth pursuing unless there was a strong value proposition with the application.

CONCLUSION

Our team proposed a marketing plan with clear objectives that will allow Divercity Collection to gain greater following and audience following their launch in May 2019. By creating a brand image and style, consistent and engaging content and advertisements on the social media platforms Instagram, Facebook, and Pinterest, and creating a Shopify web store for easier transactions, Divercity Collection will be able to successfully reach their personal goal of reaching a greater and diverse audience while staying on track with budgeting conditions.

LINK TO ASANA

<https://app.asana.com/0/1112042234489836/list>

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