

# MODPARADE

*Chloe Chan . Lim Shu Mei . Michelle Teo . Zhang Jie*



# AGENDA



MODPARADE

BUSINESS  
PROBLEM

DATA SET

ANALYSIS

INSIGHTS



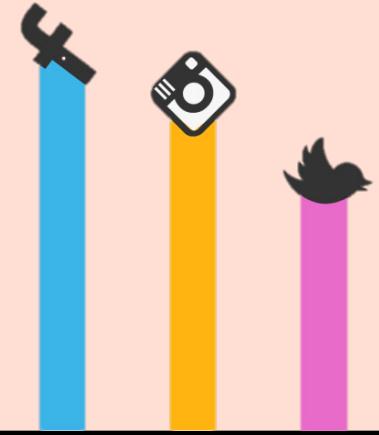
- \* Competitors Analysis
- \* Optimal Post Timing
- \* Understanding Interest of Followers
- \* Identifying Influential Followers

# MODPARADE



- ⌘ Started in 2007
- ⌘ Pioneers in the local e-Commerce scene
- ⌘ Opened 1<sup>st</sup> Brick and Mortar Store @ Haji Lane
- ⌘ Provide worldwide shipping
- ⌘ Included beauty and lifestyle section

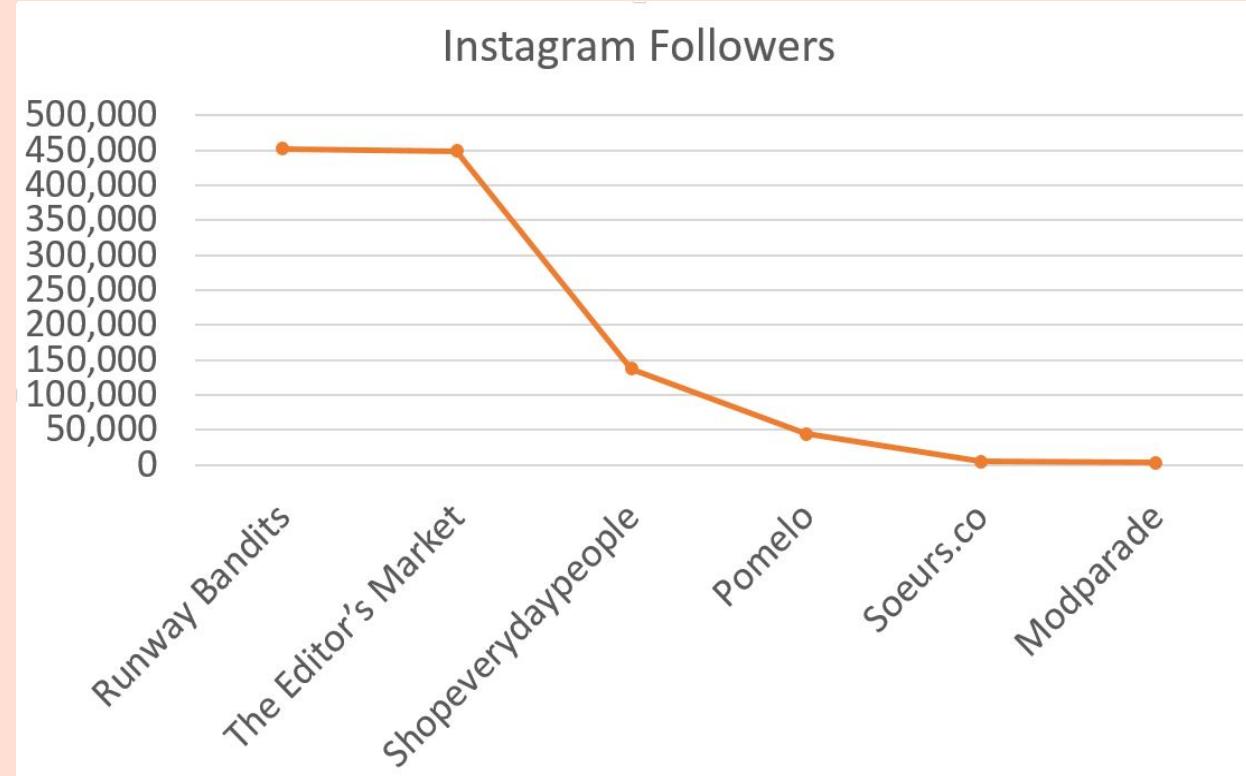
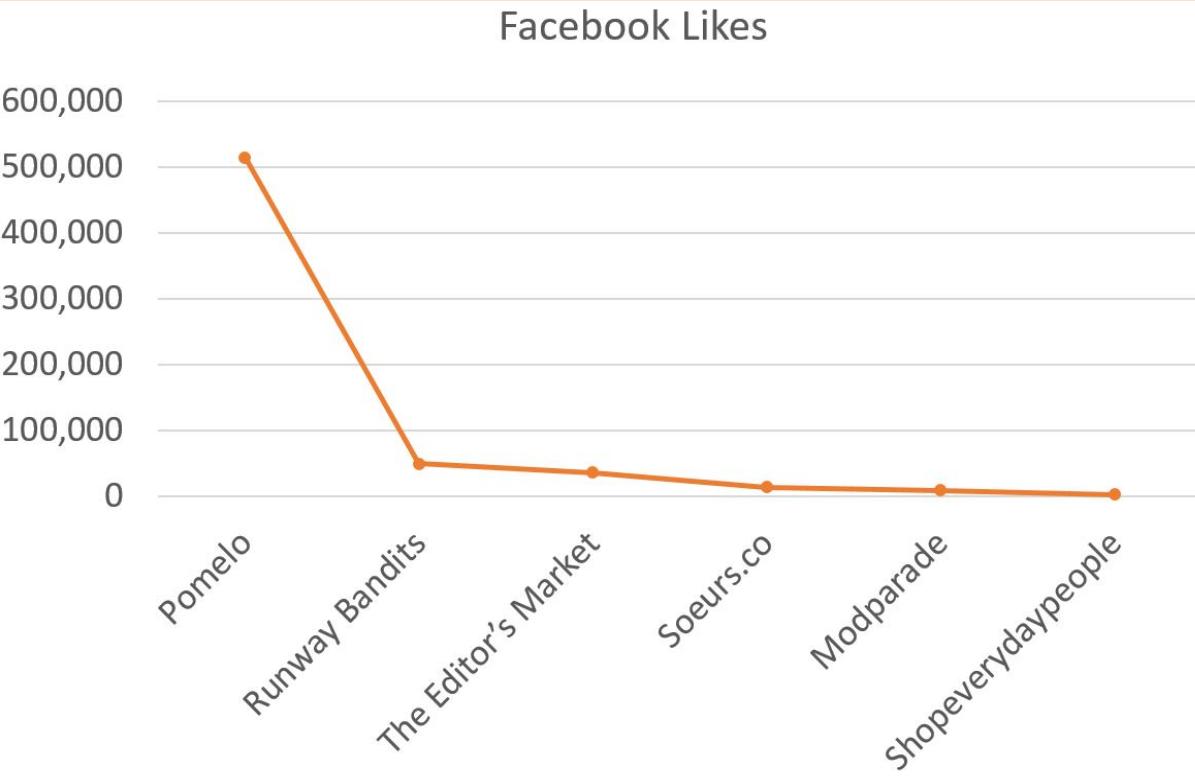
# BUSINESS PROBLEM



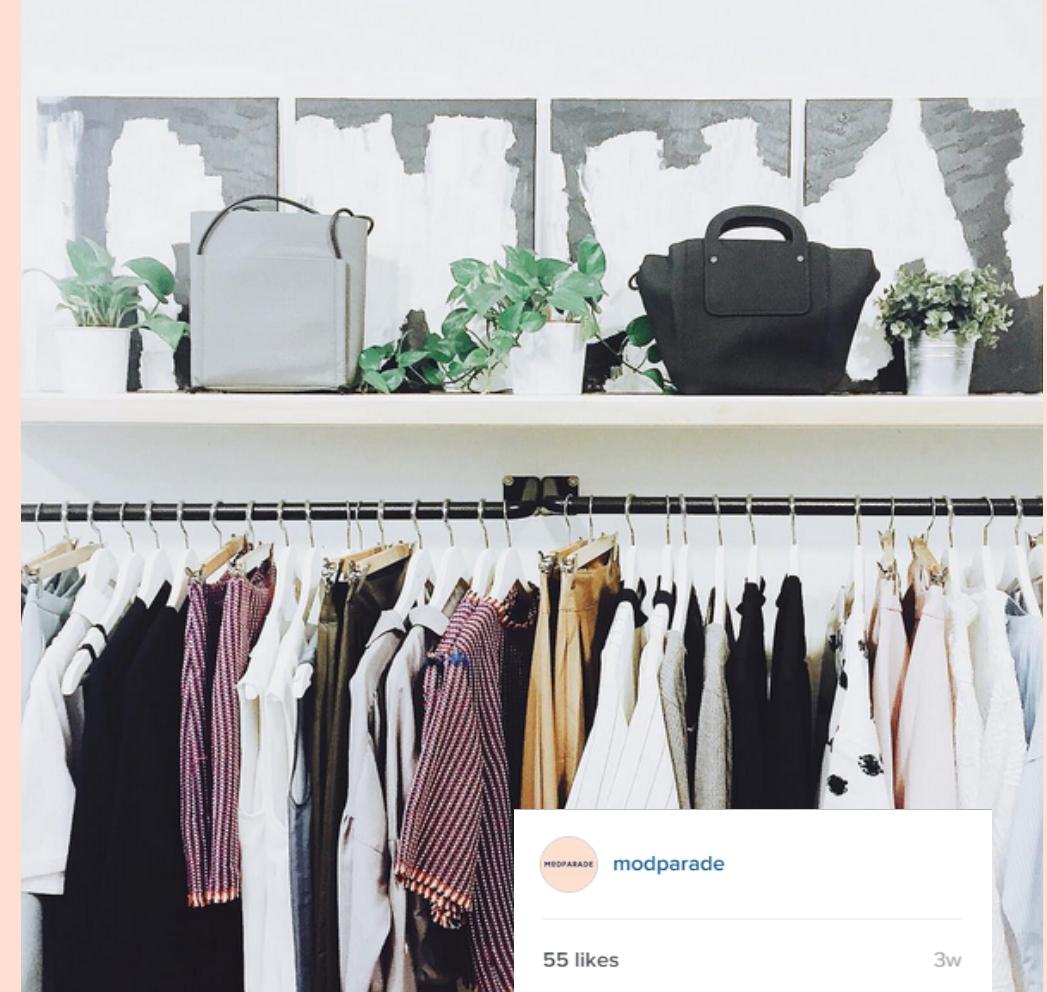
Low social media presence & engagement

# BUSINESS PROBLEM

Low social media presence

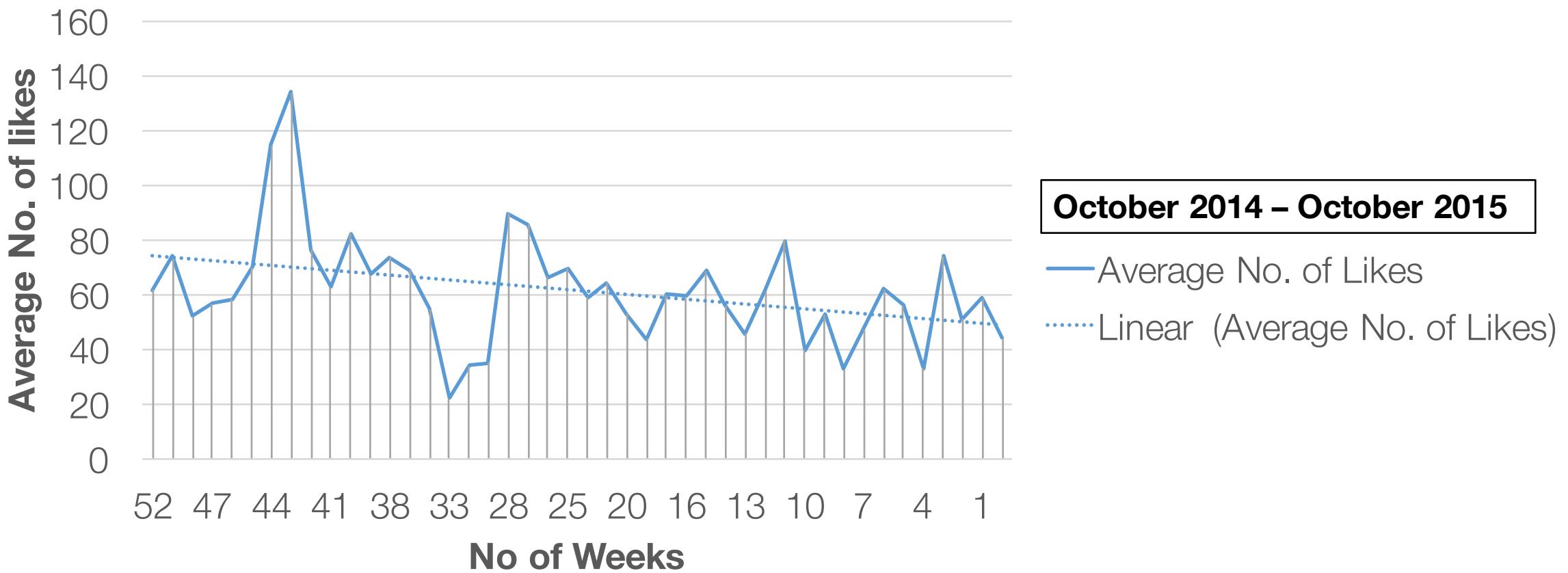


# BUSINESS PROBLEM



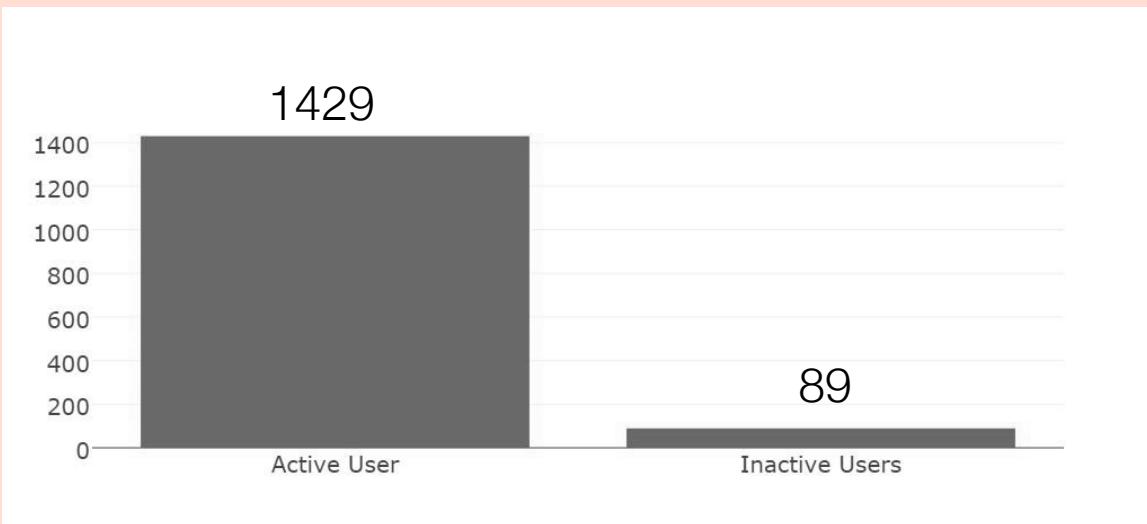
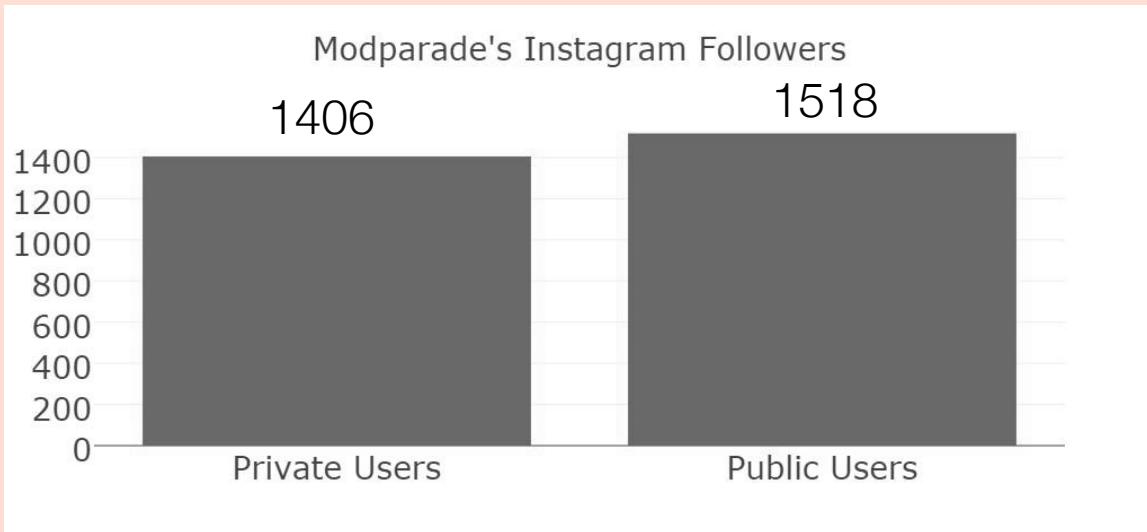
# BUSINESS PROBLEM

Low Engagement



# DATA COLLECTION

- ⌘ Duration: Last three months
- ⌘ Data size:
  - 371 Modparade's posts
  - 3042 Followers
- ⌘ Public vs Private user
- ⌘ Active vs Inactive user

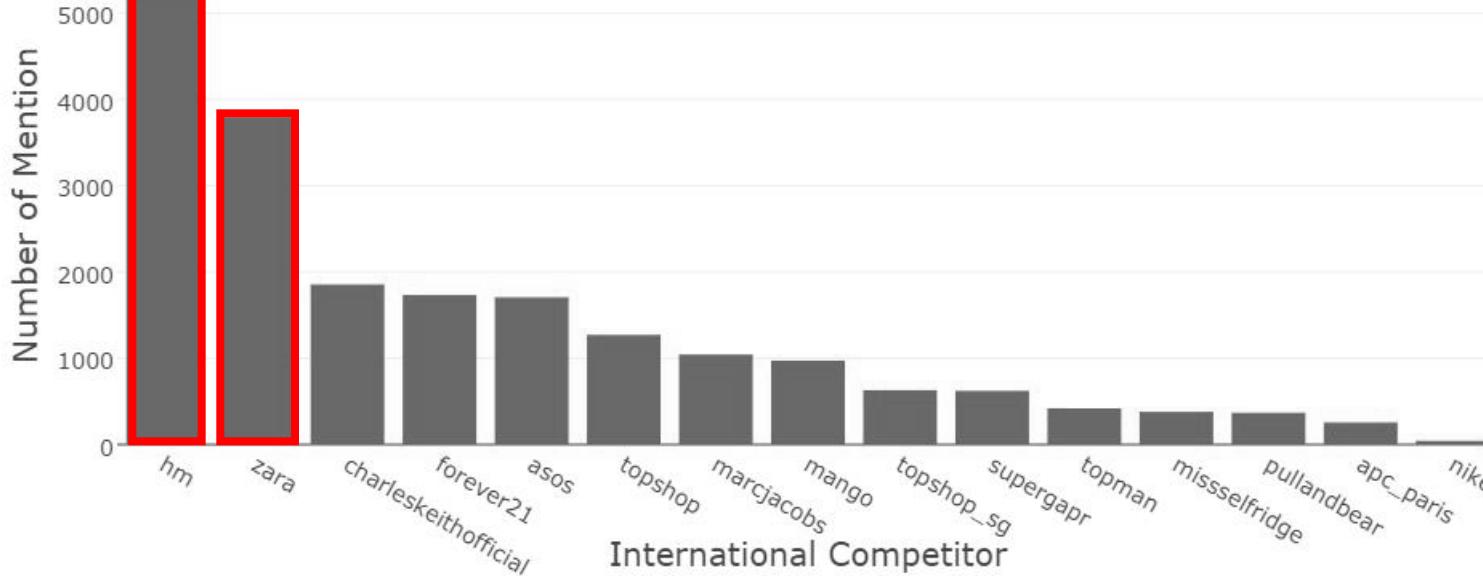


# COMPETITORS ANALYSIS



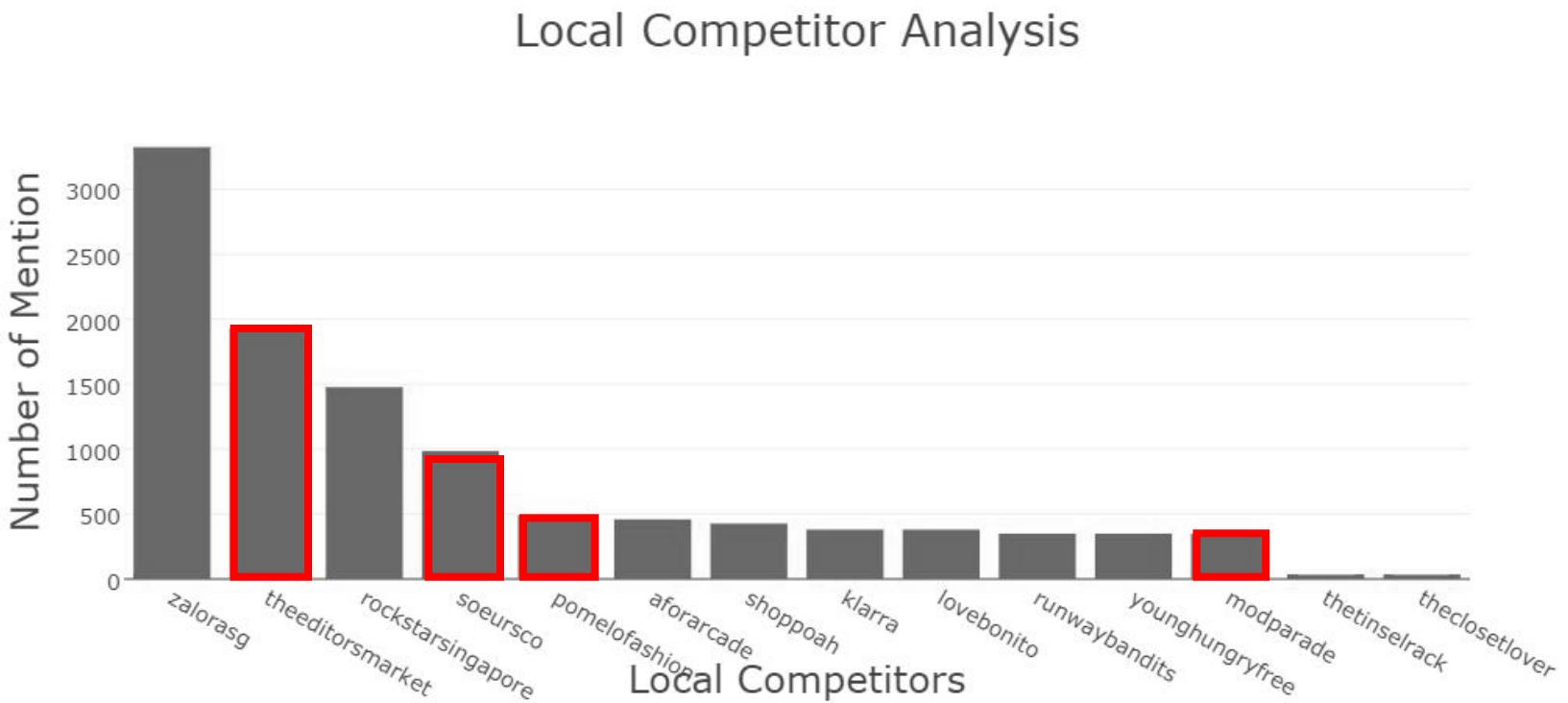
# COMPETITOR ANALYSIS

International Competitor Analysis



- ✿ Analyzed on 1429 active followers
- ✿ Most tagged international brands by followers
- ✿ H&M and Zara are most popular among followers

# COMPETITOR ANALYSIS



- ⌘ Analyzed on active 1429 followers
- ⌘ Most tagged local brands by followers
- ⌘ Followers have shifted their loyalty to Modparade's competitors

# COMPETITOR ANALYSIS

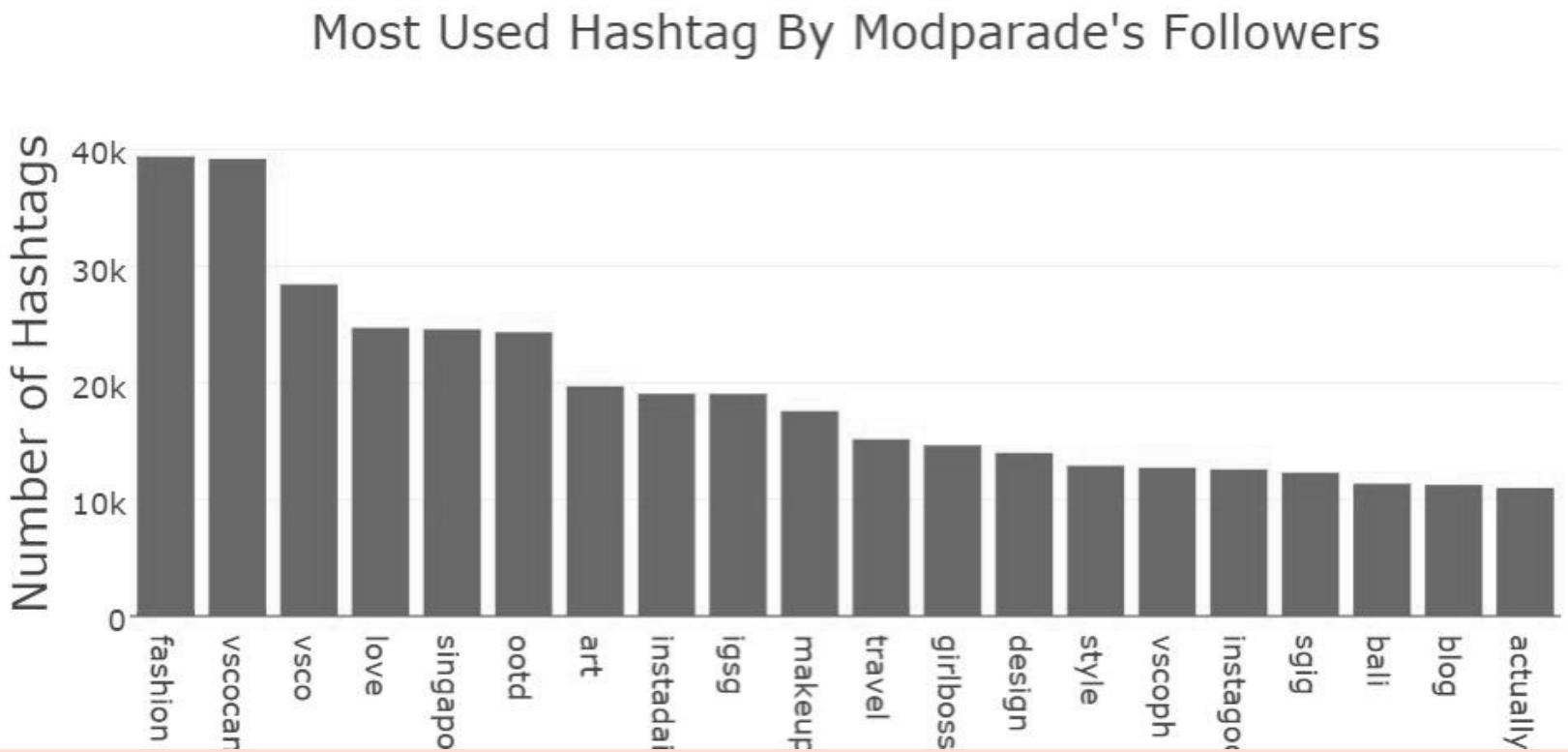


- ⌘ H&M offers fashion and quality at the best price
- ⌘ The Editor's Market opens stores at shopping district
- ⌘ Pomelo Fashion promotes free shipping and pushes style advise and horoscopes to followers
- ⌘ Soeurs.co award loyal followers Soeurs credits

# INTEREST OF FOLLOWERS



# INTEREST OF FOLLOWERS



- ✿ Crawl hashtag of 1429 active followers for past 3 months
  - #Fashion: 39K
  - #Vscocam: 38.5K
  - Fragmented interest

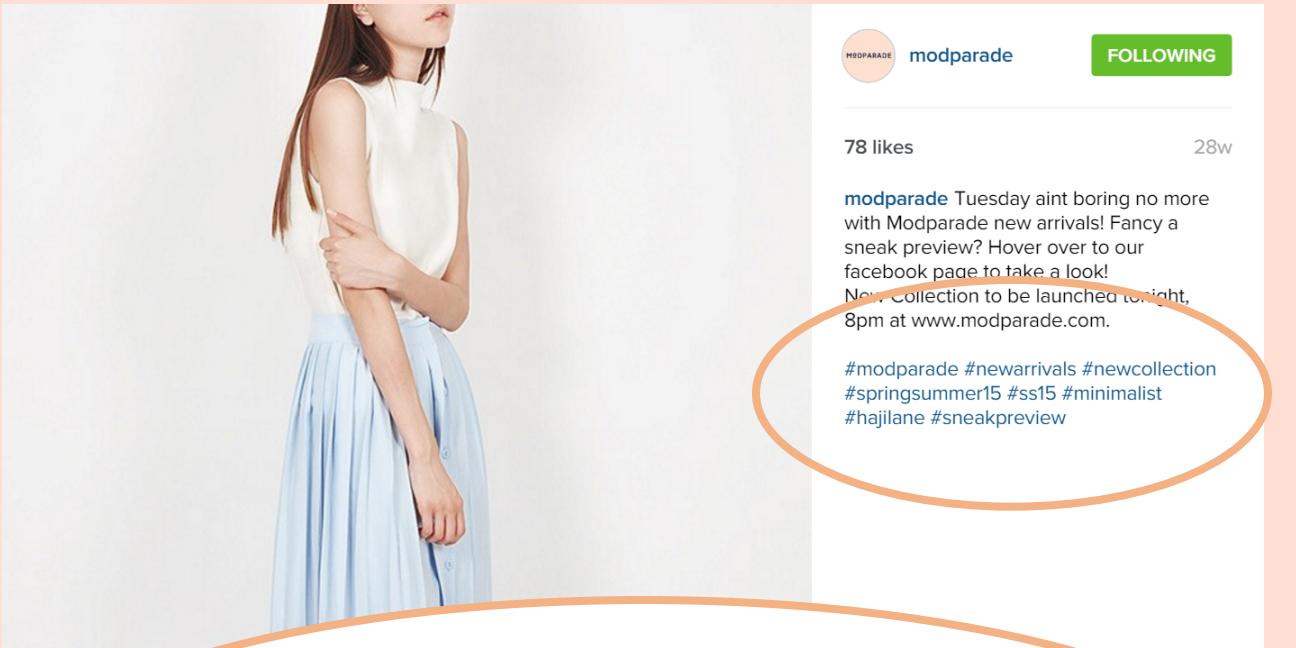
# INTEREST OF FOLLOWERS

Fashion Related	App Related	Singapore Related	Travel Related	Others
<ul style="list-style-type: none"><li>• #fashion</li><li>• #ootd</li><li>• #makeup</li><li>• #style</li><li>• #girlboss</li></ul>	<ul style="list-style-type: none"><li>• #vscocam</li><li>• #vsco</li><li>• #instadaily</li><li>• #vscoph</li><li>• #instagood</li></ul>	<ul style="list-style-type: none"><li>• #singapore</li><li>• #igsg</li><li>• #sgig</li><li>• #actuallysg</li></ul>	<ul style="list-style-type: none"><li>• #travel</li><li>• #bali</li></ul>	<ul style="list-style-type: none"><li>• #love</li><li>• #art</li><li>• #design</li><li>• #blog</li></ul>

- \* 20% of the top hashtags used are fashion related
- \* Followers still interested in Fashion and in other areas (e.g. Travel and Singapore)

**Modparade's posts still  
stay relevant!**

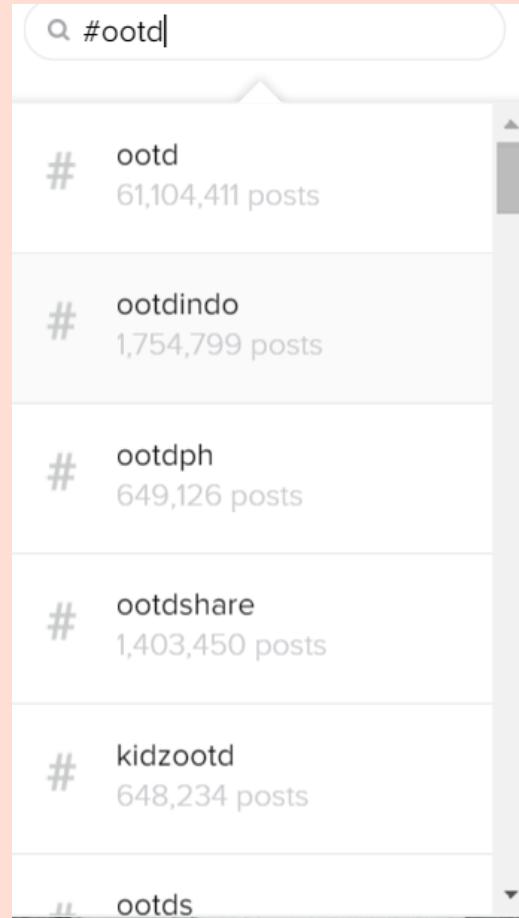
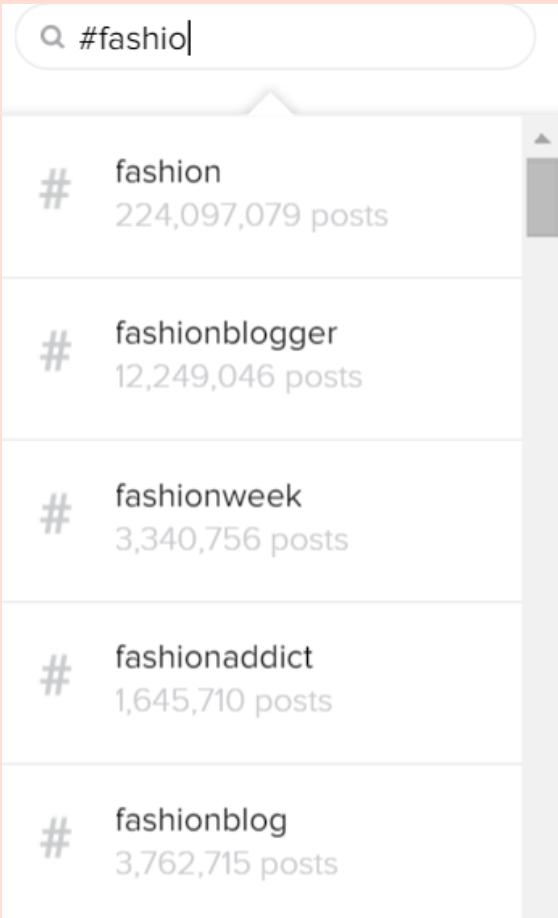
# TYPES OF HASHTAG TO USE



#modparade #minimalist #hajilane  
#newarrivals #minimalistic #minimalism  
#newstuffs #mpootd

- ⌘ Use hashtag more often since 2014
- ⌘ Hashtags are specific to its brand
- ⌘ Differ from the more popular type of hashtags used by its followers.
- ⌘ Potential outreach to audiences is much lower
- ⌘ But interest of searches and Modparade concepts are align

# TYPES OF HASHTAG TO USE

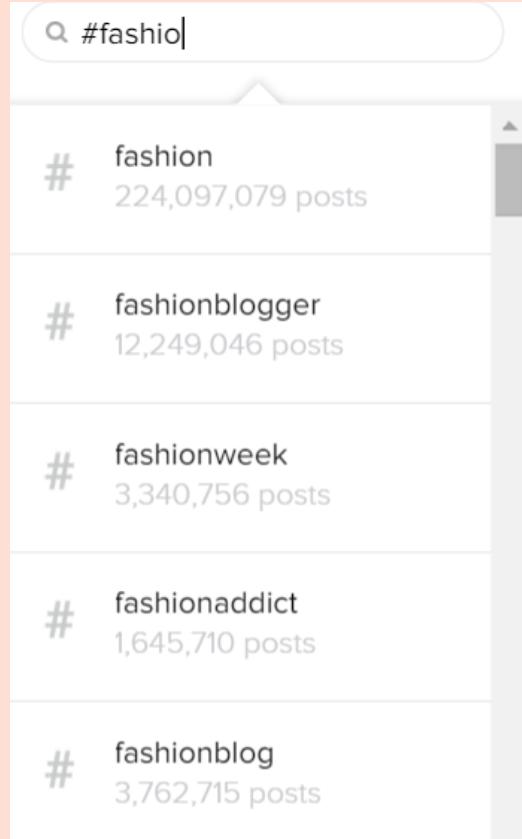


**Should Modparade use #fashion and #ootd type of hashtag?**

No.

- ✓ Increase traffic and short term increase in number of likes
- ✗ Unlikely increased in long-term engagement, new interested followers and sales.
- ✗ Interests in fashion could differ with the concept of minimalism.
- ✗ Too many related posts

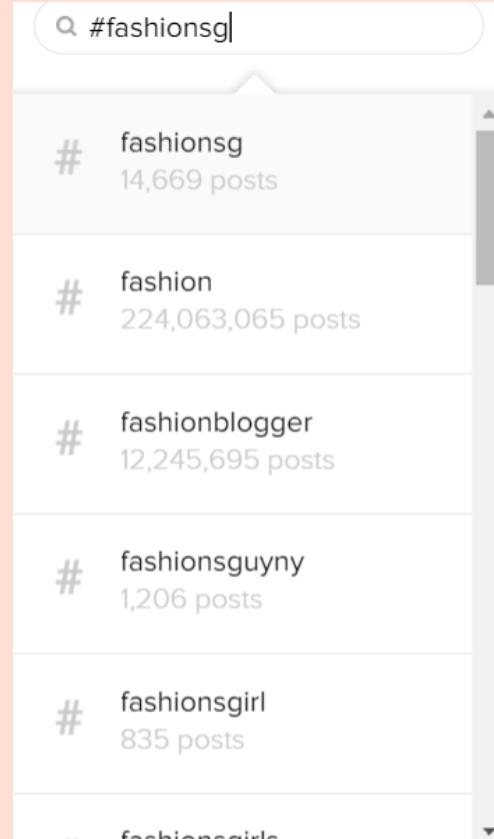
# TYPES OF HASHTAG TO USE



**224,097,079 Posts**

**VS**

**14,669 Posts**



- ✿ Narrow down number of post
- ✿ Easier to find Modparade
- ✿ Hashtag more relevant
- ✿ Include other topic of interest:  
Travel
- ✿ #Minimalism and #hajilane  
relevant, continue to hash

# INFLUENTIAL FOLLOWERS



# INFLUENTIAL FOLLOWERS



2,611 likes 18w

Add a comment...



49 likes 23w

Add a comment...

@leeqiaoer, 24.2k followers

VS

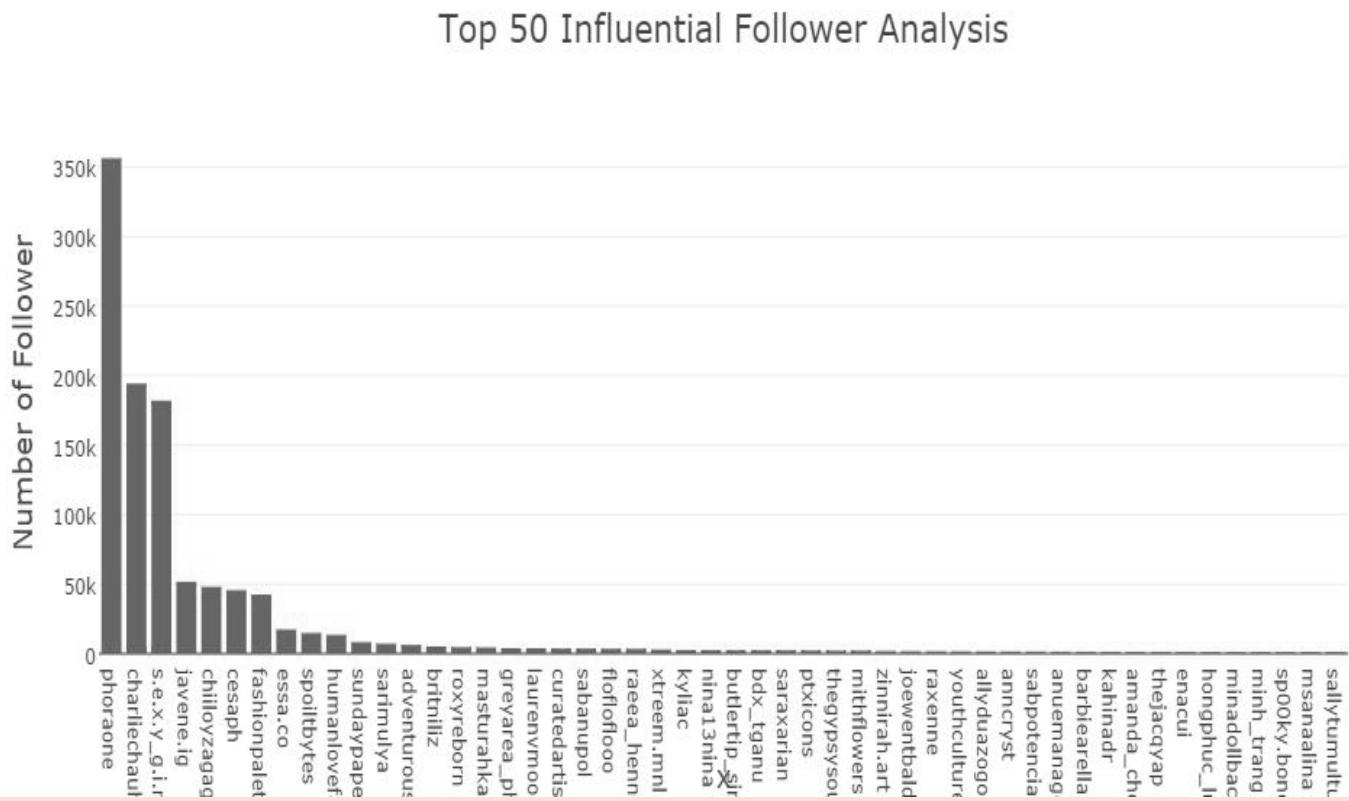
@katsandbombs, 93 followers

# INFLUENTIAL FOLLOWERS

**“Potential influencer”** that matches the following criteria:

1. A follower of Modparade’s Instagram page
2. Followers with a minimum of 1,000 followers
3. User must be an active member on Instagram

# INFLUENTIAL FOLLOWERS



- ⌘ Crawl hashtag of 1429 active followers for past 3 months
  - ⌘ Analyze the top 50 ‘influential’ followers
  - ⌘ From this list of “potential” influential followers, manually pick out the ones that best suits to represent Modparade

# “POTENTIAL INFLUENCER” OF MODPARADE

@javene.ig ; 51.9k followers



javene.ig  
Myeong Dong - Se... FOLLOW

1,709 likes 1w

javene.ig The weather is getting cold 🌲  
Day 2

cheongyeeyee Hi, sweetie where u buy the sweater?

Add a comment... 0 0 0



javene.ig  
COMMONGROU... FOLLOW

1,470 likes 1w

Add a comment... 0 0 0

# "POTENTIAL INFLUENCER" OF MODPARADE

@chiiloyzagagibbs ; 48.2k followers



chiiloyzagagibbs FOLLOW

1,163 likes 2w

chiiloyzagagibbs Check out "how to dress like a Gibbs sister" on @statusmagazine online! 📸 @cliniqueph #faceforward

antoncruz 😊

ariannaataan 😍

denisemallabo 🌟

inabinablog Replied to the PM 😊 💕

sofia\_reboud @lisabcn\_

arteogram\_manila Hi @chiiloyzagagibbs if you need anything just text me at 09271518399 - Nicole

Add a comment... ⋮



chiiloyzagagibbs FOLLOW

1,583 likes 6w

chiiloyzagagibbs Weekend essentials. 🍔

hedonissy That playsuit 🎉

gabpangilinan 😊

clarisselovesferrero So pretty!

janabaybay Quay 😊

cassvenzon 😍 😍 😍

delfierrogabby Your feed is so 😍

aritzaph @airashaineds

sweetxmania What a nice shot!! 😍

Thank you for getting your weekend on with us @chiiloyzagagibbs 😊

shop.kiware 😊 😊 😊

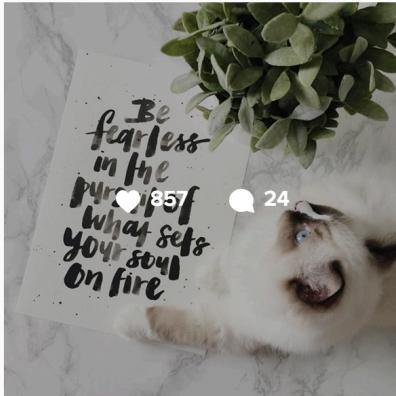
chiiloyzagagibbs It was my pleasure @sweetxmania! Please put up a branch in QC! Hehehe ☺

sweetxmania @chiiloyzagagibbs Oh! We hope Katibunan does the trick for you.

Add a comment... ⋮

# "POTENTIAL COLLABORATOR" OF MODPARADE

@spoiltbytes ; 14.8k followers



# OPTIMUM POST TIMING



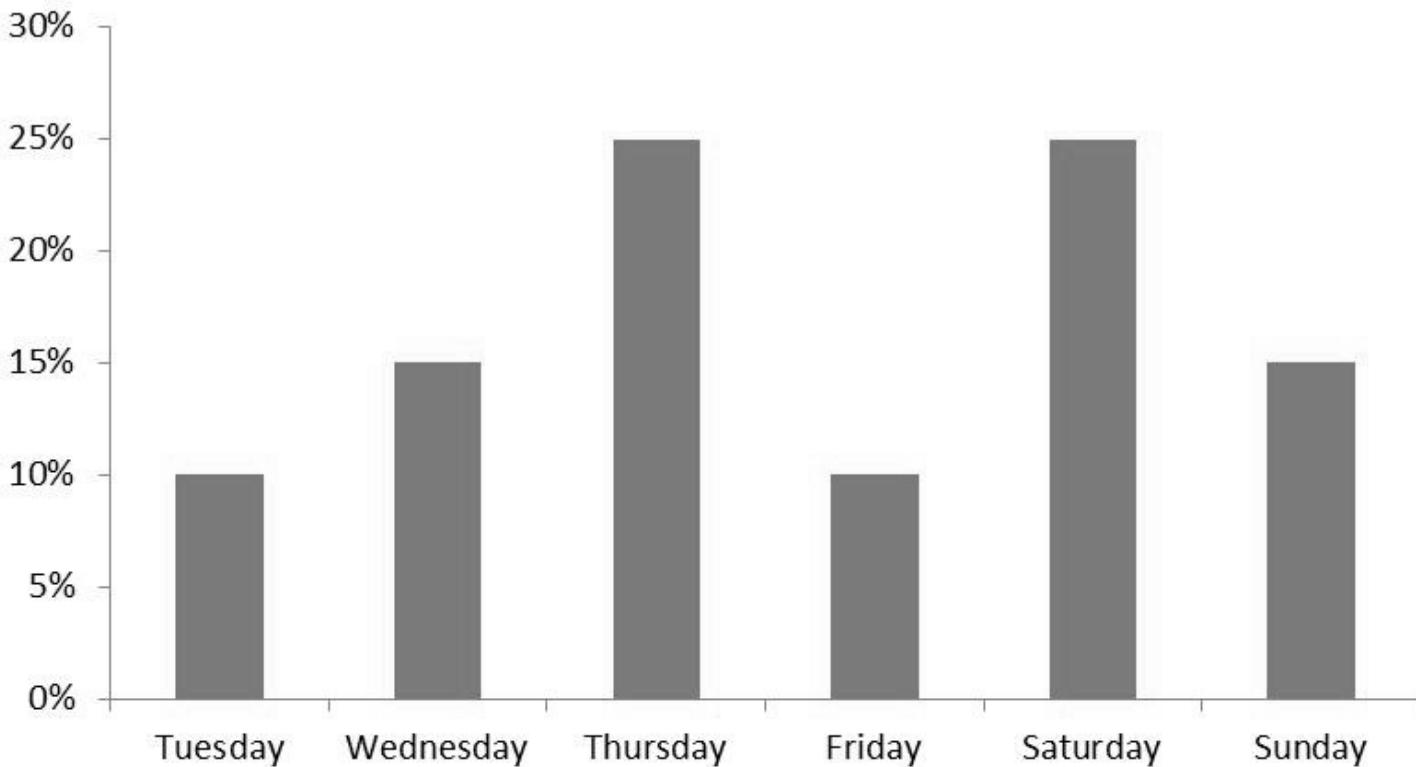
# OPTIMUM POST TIMING



- ⌘ Most engaging post
- ⌘ Influencer engaged

# OPTIMUM POST TIMING

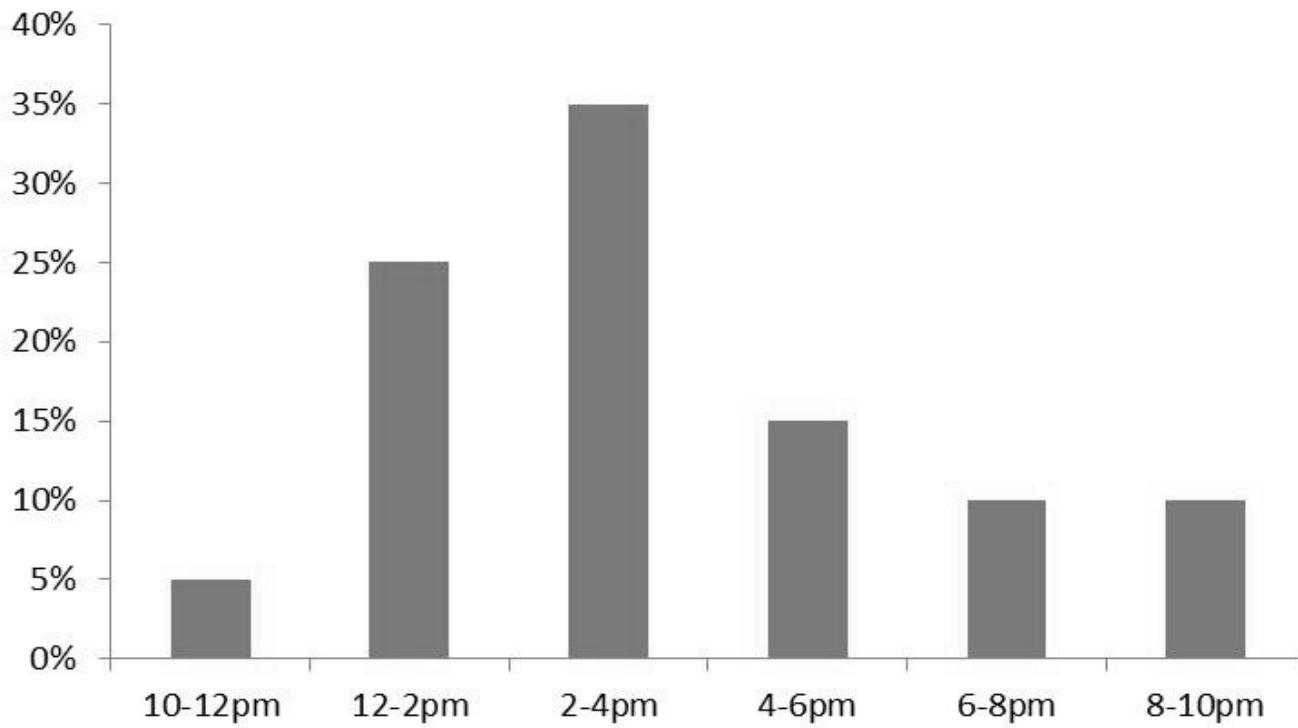
Most Popular Posts by Day



- ⌘ 371 Modparade Posts
- ⌘ Analyzed Top 20 most liked posts
- ⌘ Thursday and Saturday best for releasing posts

# OPTIMUM POST TIMING

**Most Popular Posts by Timing**



❖ 2-4 pm best for releasing posts  
❖ Modparade to post to Instagram at recommended timings to maximize engagement

**MORE  
RECOMMENDATIONS**

# WEBSITE REVAMP



MODPARADE

NEW IN | SHOP | STORIES | FOLLOW US

LOG IN | SIGN UP | BAG (0)

ENTER KEYWORD

FOR YOUR EYES

It's So Sunny Out There

COMPANY | CUSTOMER CARE | SERVICES | CONTACT US

GET ONLY THE GOOD STUFFS

SUBMIT

This image shows a screenshot of a website homepage. At the top, there is a large, bold title 'WEBSITE REVAMP'. Below it is a navigation bar with links for 'MODPARADE', 'NEW IN', 'SHOP', 'STORIES', and 'FOLLOW US'. To the right of the navigation are links for 'LOG IN', 'SIGN UP', and a shopping cart icon labeled 'BAG (0)'. A search bar with the placeholder 'ENTER KEYWORD' is also present. The main visual is a photograph of a woman with long brown hair wearing sunglasses and a white lace top. Overlaid on the image is the text 'FOR YOUR EYES' and 'It's So Sunny Out There'. At the bottom of the page, there is a footer with links for 'COMPANY', 'CUSTOMER CARE', 'SERVICES', and 'CONTACT US'. On the far right, there is a call-to-action button with the text 'GET ONLY THE GOOD STUFFS' and a 'SUBMIT' button.

# Be a #modparadegirl

All

Facebook

Instagram



# MODPARADE

## *scavenger hunt*



goosechase

**Download and win  
exclusive rewards!**

**1**

Download the  
Goosechase app

**2**

Do the challenges  
to earn points

**3**

Accumulate points  
to receive prizes!

# ROLES AND RESPONSIBILITY



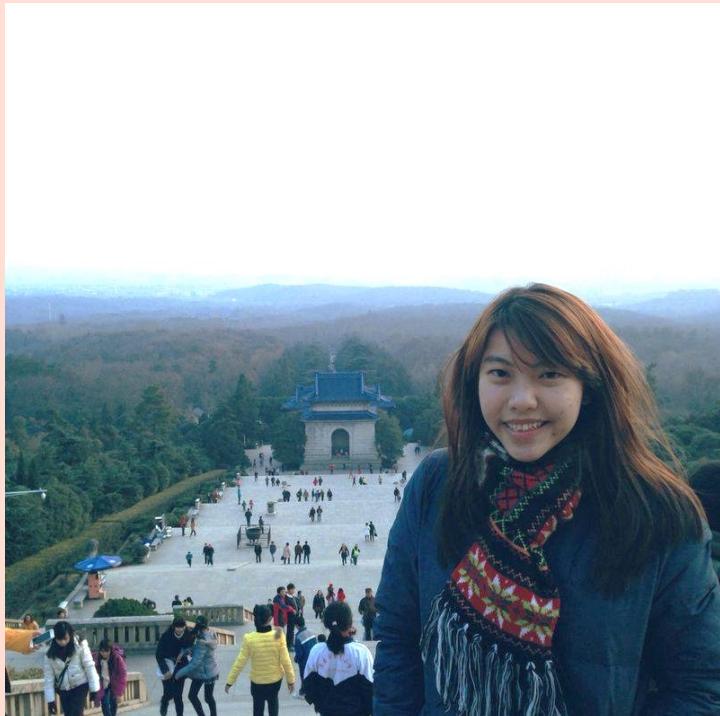
# RESPONSIBILITIES



Chloe Chan

- ⌘ Liaise with client
- ⌘ Oversee project requirement and keep track of team's progress
- ⌘ Interpret data & analyze results
- ⌘ Generate report & slide content

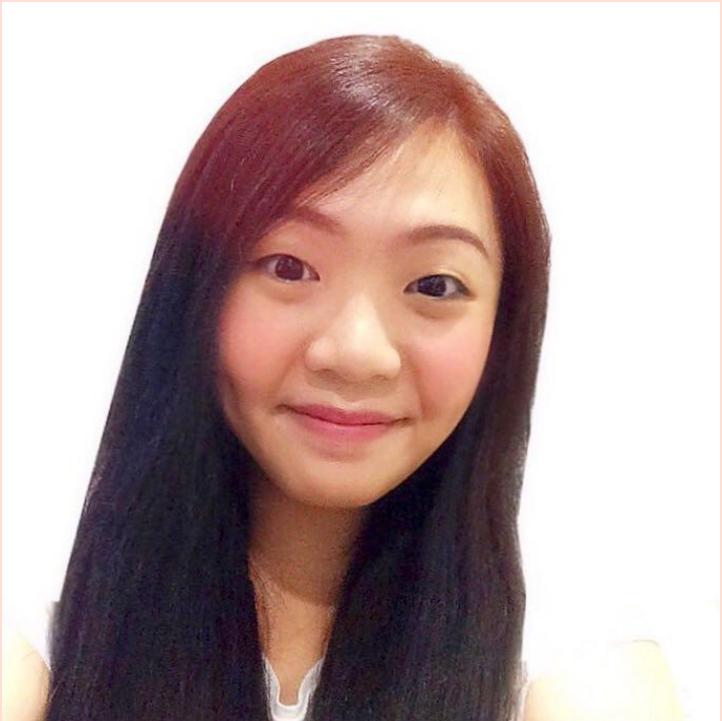
# RESPONSIBILITIES



Lim Shu Mei

- ⌘ Interpret data & analyze results
- ⌘ Prepare interview questions –  
understanding client's needs/problems
- ⌘ Analyses business requirements and  
determines its feasibility
- ⌘ Generate report & slide content

# RESPONSIBILITIES

A portrait photograph of Michelle Teo, a young woman with long dark hair, smiling at the camera.

Michelle Teo

- ⌘ Ensure that the desired results are produced
- ⌘ Make sure that proposed solution is viable
- ⌘ Ensure to meet project requirements & client expectations
- ⌘ Generate report & slide content

# RESPONSIBILITIES



Zhang Jie

- ✿ Ensure that the desired results are produced
- ✿ Make sure that proposed solution is viable
- ✿ Ensure to meet project requirements & client expectations
- ✿ Generate report & slide content

**THANK YOU**



**modparade**

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