



Background

- Online subscription retailer
- Founded in July of 2013 by Kate Hudson, Adam Goldenberg, and Don Ressler
- Fabletics offers Athleisure wear, Footwear, and Accessories
- Competitors of Fabletics include: Lululemon and Athleta



The Idea

- Fabletics lacks brand awareness in the athletic wear/athleisure market
- Not a lot of people understand their differentiation strategy
- So much potential in the current market



Target Market

Demographic:

- Female
- 20-35

Behaviors:

- Attend fitness classes
- Socialize most weekends
- Utilize SM to feel connected

Interests:

- Living an active + healthy lifestyle
- Appreciate high quality apparel
- Fitness trends
- Fashion trends



Marketing Objective

- Fabletics is looking to increase its market share in the athletic/athleisure wear space.
- There is an overall lack of brand awareness compared to competition
- We would like to increase engagement with our audience through our social platforms to increase brand awareness which will lead to an increased market share.

















Campaign Basics

\$230,000 budget → 4 month test campaign

Flight dates:

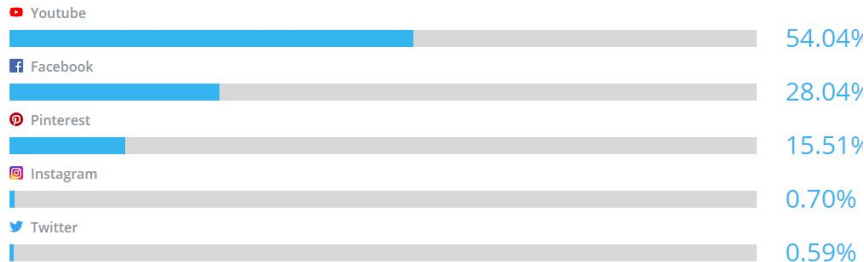
Start - June 1st

End - September 30th

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
 2x a day  1 x a day	 2x a day  1x a day	 2x a day  1 x a day	 2x a day  1x a day	 2x a day  1 x a day	 2x a day  1x a day  bi-weekly	 2x a day

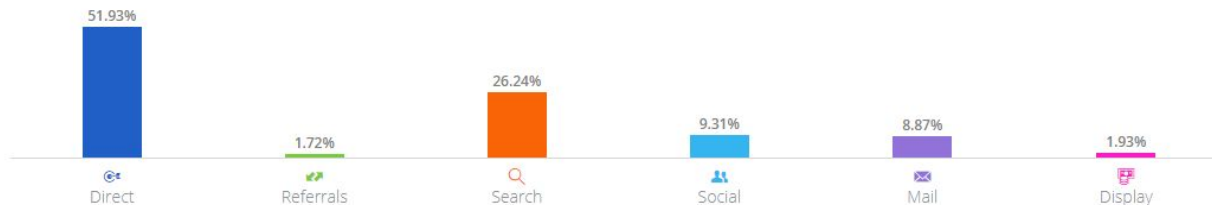


Social ^①



Traffic Sources ^①

On desktop



Search ^①



94.22% Organic

Top 5 Organic keywords
Out of 1,112: ^①

fabletics	70.20%
fabletics leggings	2.66%
leggings	1.86%
yoga pants	0.85%

5.78% Paid

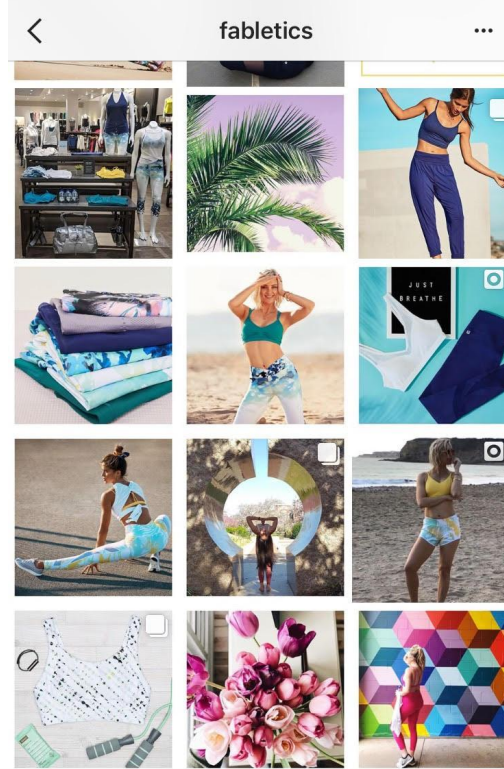
Top 5 Paid keywords
Out of 316: ^①

fabletics	4.35%
fabeletics	0.26%
fabletics leggings	0.14%
workout leggings	0.14%
ise sport leggi...	0.14%

[Embed Graph](#)

Fabletics.com traffic overview - April 2018, SimplyWeb.com

Why is Social the Best Channel?



- Best for demographic
- Build on existing social pages
- Allows for direct engagement with consumers



YouTube

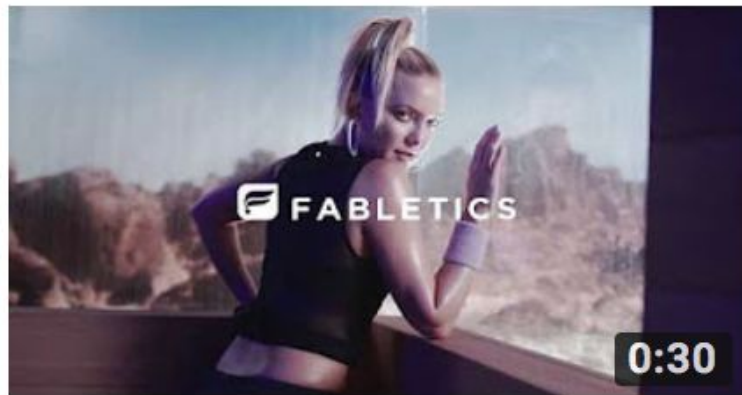
- Video Ads: \$75,000
- Pre-Roll Ads



Fabletics

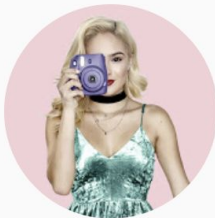
29,044 subscribers • 98 videos

Co-founded by Kate Hudson, Fabletics great, ...



YouTube

\$50,000 towards Influencers



Chachi Gonzales

1,386,785 subscribers • 159 videos

Average Daily View Count: 49,756



MeganBatoon ✓

896,808 subscribers • 372 videos

I upload every Tuesday and release a

Average Daily View Count: 33,335



Jazmine Garcia

296,702 subscribers • 364 videos

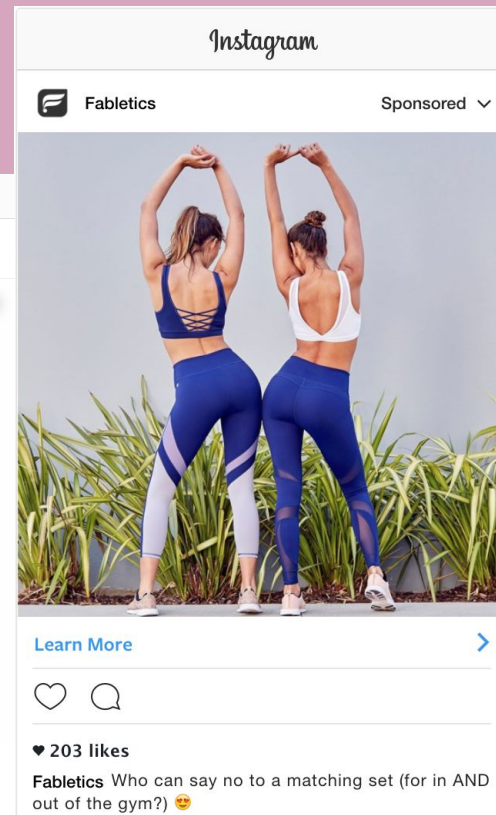
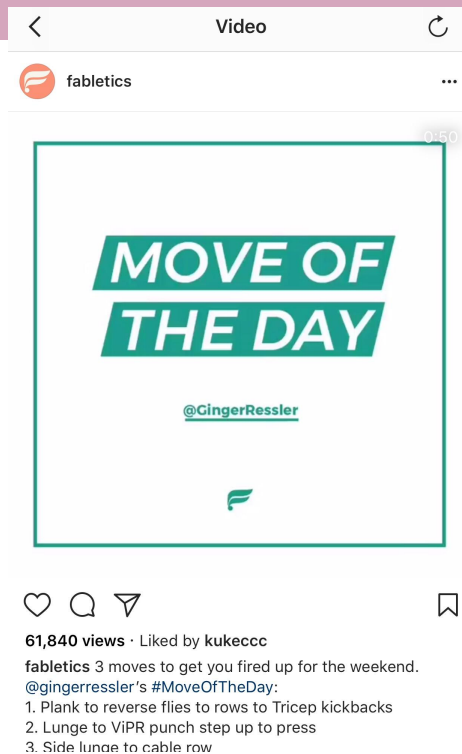
Come be goofy with me.

Average Daily View Count: 24,073



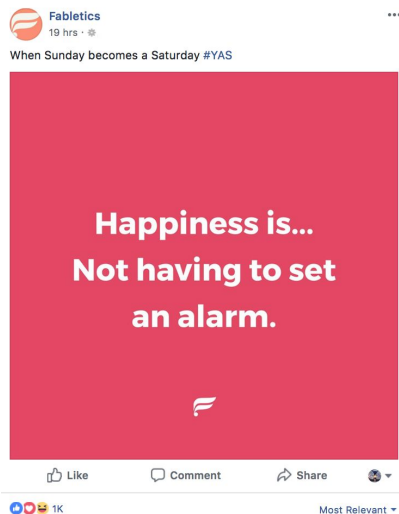
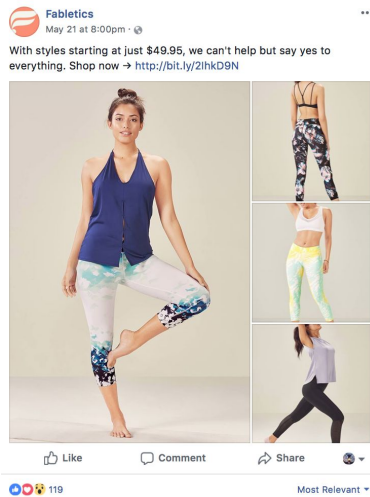
Instagram

- **Paid ads:** \$65,000
 - traffic/engagement
- **Boosted posts:** \$10,000
 - direct to .com
- Quality content



Facebook


- Organic Content
- Increase Engagement



Facebook

- **Ad Budget:** \$30,000
- Display & Influencers

Sponsored



Get Active. Get Fabletics.
fabletics.com
Get motivated in the gym with Demi's new Fabletics collection.



May 14 at 11:39am · 🌐

Get ready... #Demi4Fabletics is coming. 🙌

Want to win Demi Lovato's fave looks before they launch? Learn more on Instagram: <http://bit.ly/2jXCK6m>

(US & CA only, ends 12 pm PST 05/15)



7.8K Views



Metrics and Measurement

How will we know we succeeded? Engagement.



- Brand Mentions
- Likes per page and posts
- Comments per post
- Shares per post
- Display Ad Clicks



- Brand Mentions
- Likes and Retweets per posts
- Follower Count



- Pre-Roll Ad Clicks
- Bounce Rate on ads
- View Count



- Ad Clicks
- Likes and comments per post

Benchmarking: Trended

- **12%+ increase in engagement**

Analyzing Success: Traffic

- **Sprout Social**
 - Engagement Reports
 - Competition Reports
 - Listening Reports
- **Platform Reports**



Resources

Executing Our Strategy

- Budget → \$230,000
- Creatives/Marketing Team

Maintaining Our Strategy

- Social Teams
- Digital Marketing Manager

Roadblocks

- Influencer Availability
- Adblockers
- Niche Audience



Conclusion

- **Objective:** Increase engagement for the ultimate goal of more brand awareness and larger market share.
- **Strategy:** Facilitate conversation over social media and use the power of influencers to create a positive brand image and trustworthy ads.

Any Questions?

