

SHOPIFY ADVANCED PROJECT

01



start2impact

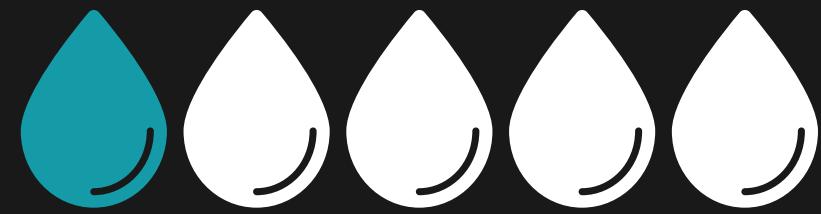
ANDREA MATTIELLO

AGENDA

02

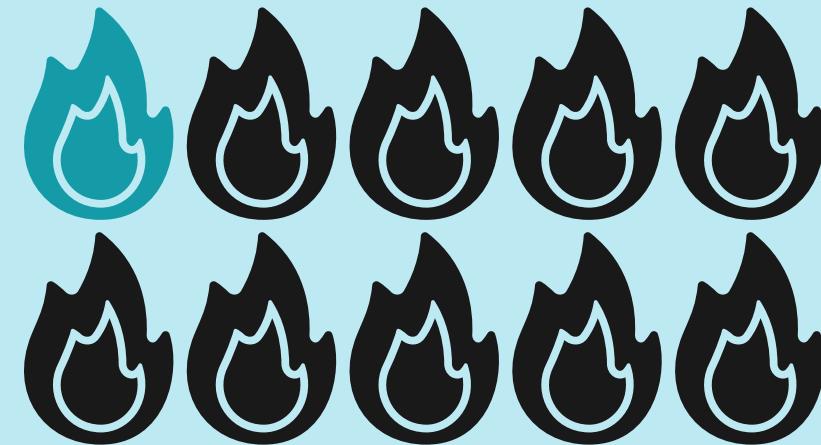
- Problem & Solution
- Market
- Competitors
- SWOT Analysis
- Target audience
- Tone of voice
- Value proposition
- Brand's graphic
- Website structure
- Marketing & Objectives
- Sales Funnel
- Road map

FASHION INDUSTRY IMPACT



20% industrial water pollution*

The fashion industry is also the second-largest consumer of water worldwide.



10% global carbon emissions*

That's more emissions than all international flights and maritime shipping combined.

MATERIALS

Most regular swimwear is made from materials that aren't biodegradable, such as petroleum oil-based synthetic materials like nylon, spandex and polyester.

These materials shed and break down into microplastics which get washed into the ocean and infiltrate the food chain.



05

Up to 85% of textiles go into landfills each year

THE RISE OF SUSTAINABLE APPAREL

Recycled and up-cycled fashion is set to boom in the coming years.

Fashion industry is constantly evolving to include more aspects of economic, social and environmental sustainability. There are now many designers, brands, and retailers coming up with new collections and products to answer eco-conscious consumers' growing demand for transparency and recycled clothing.

85

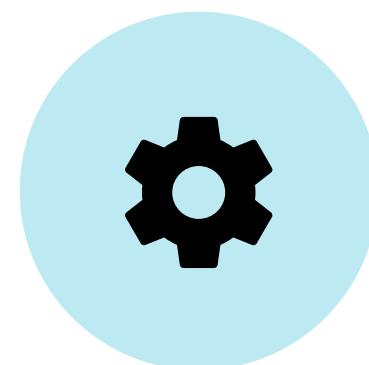


TODAY'S SOLUTION

Econyl® is made out of regenerated nylon which is composed of items like discarded fishing nets, carpet flooring, industrial plastic, and fabric scraps.

Repreve® is a polyester made out of recycled PET plastic bottles.

Swimwear made out of either Econyl or Repreve tends to last a lot longer than regular versions. They're also chlorine resistant and have a degree of resistance against UV light.



Regenerate non-biodegradable materials



Clean up the environment



Reduce pressure on virgin resources

SWIMWEAR MARKET 2024 PROSPECTS

+6%

annual growth rate*

\$6.74B

expected swimwear market
growth*

SIZE OF THE GLOBAL RECYCLED TEXTILE MARKET

Expected value by 2027:

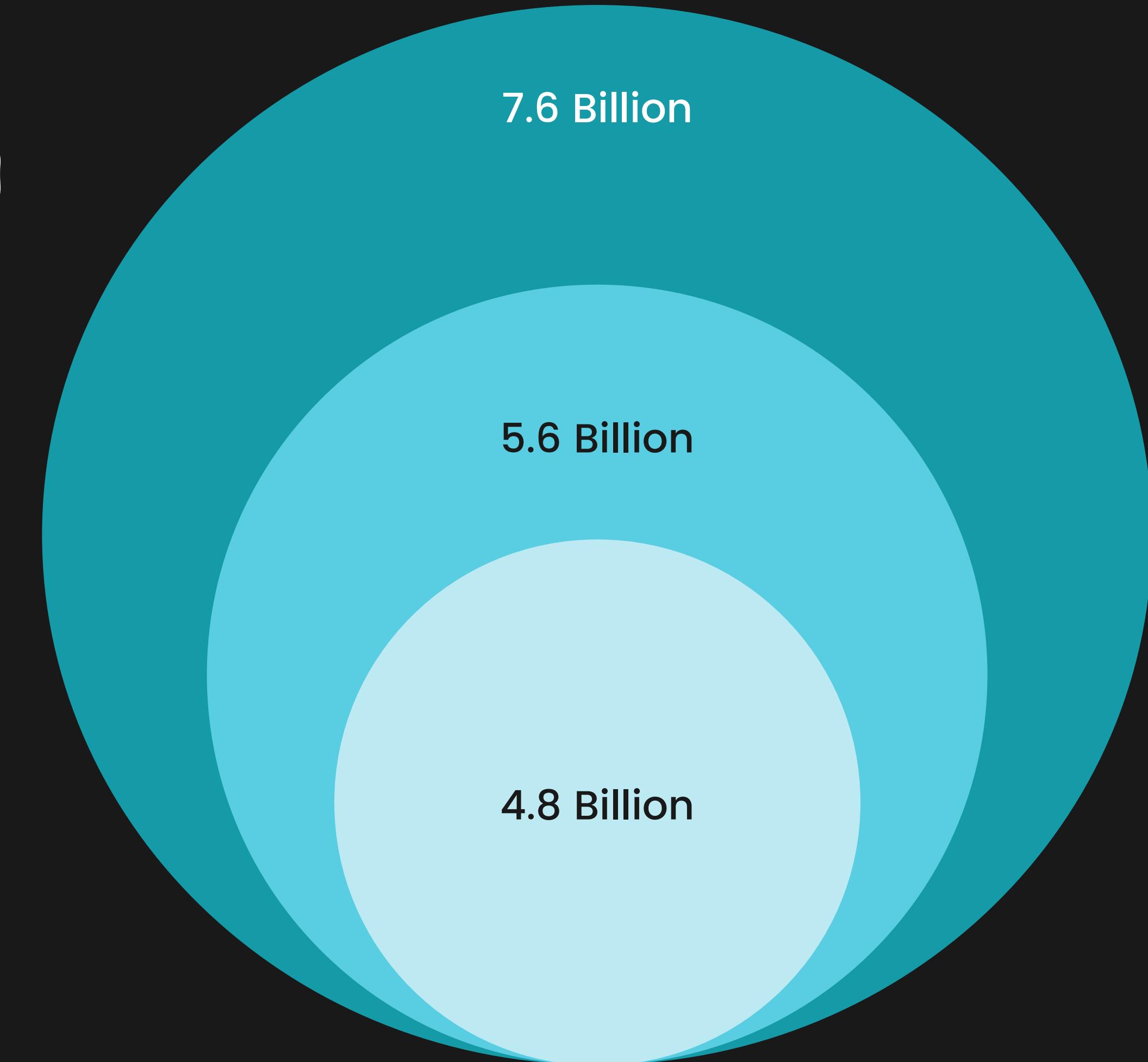
7.6 Billion

Current market size:

5.6 Billion

Current recycled polyester and nylon clothing:

4.8 Billion

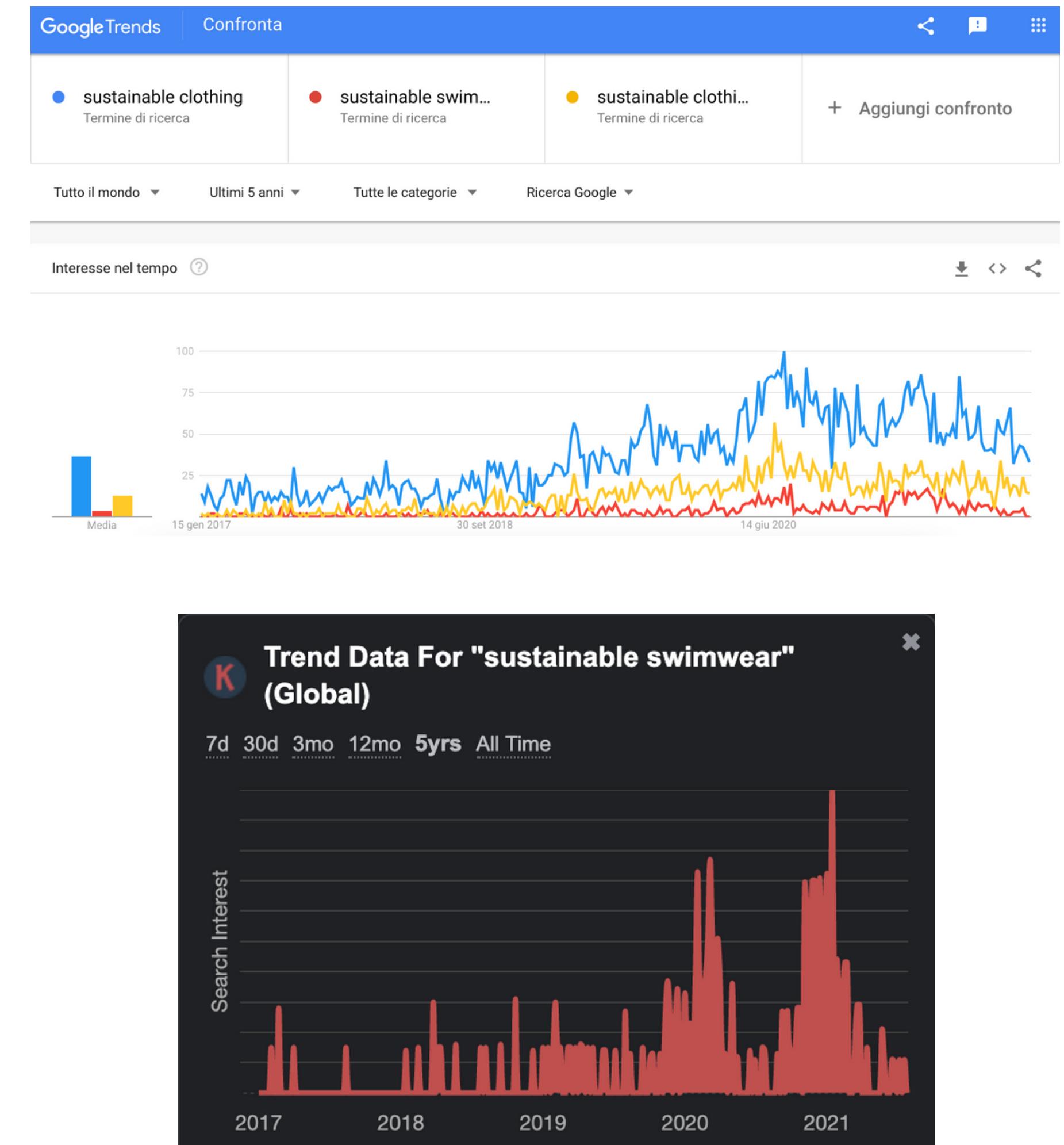


MARKET TRENDS

Assessing research intents

With the help of **Google Trends** and **Keywords Everywhere** it's possible to notice how the search for "sustainable clothing" and "sustainable swimwear" has been growing, especially in the last two years. There's also a big trend on searching for brands that sell recycled garments.

09



COMPETITOR ANALYSIS

The recycled swimwear market is very fragmented as there are many players all over the world.

From big firms that started their line of recycled clothes to small companies that make it their strong point.

Although I found many direct competitors I wanted to focus only on some of them. I picked 6 brands, two of them are Americans and the remaining four are European.

Vitamin A

WAVID

WOL VEN



K A M P O S



A C K

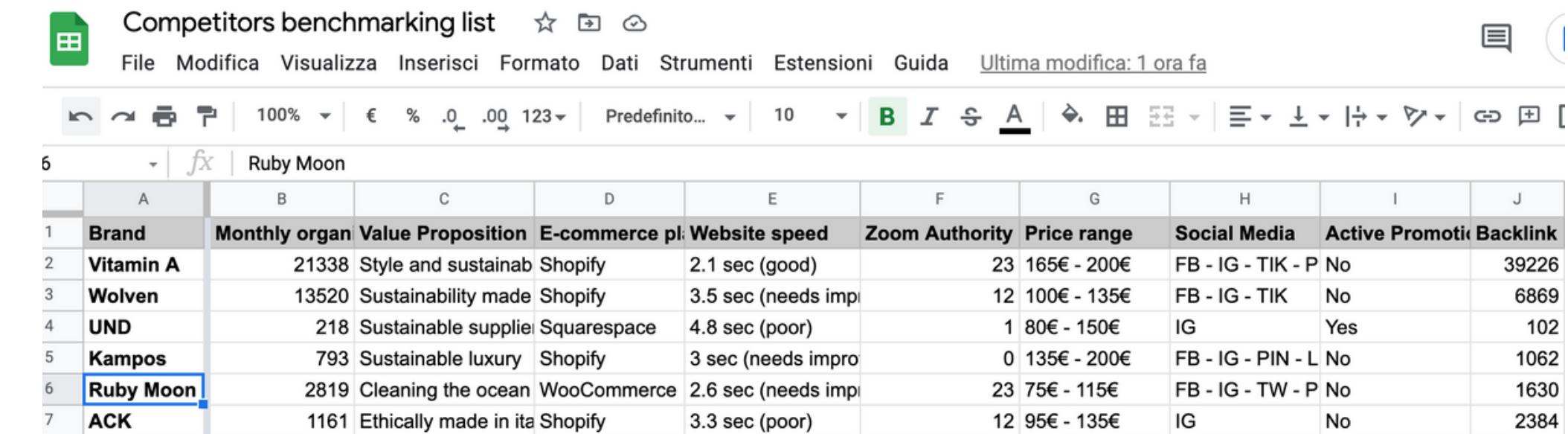
COMPETITOR'S BENCHMARK LIST

Evaluating competitors

This detailed analysis assesses all aspects that help evaluate the proposed brands. I have used a spreadsheet to collect all of these data.

Some of the features that have been considered are:

- Sale channels
- Tech used
- Website speed
- Price range
- Marketing channels
- Ads channels
- Backlinks

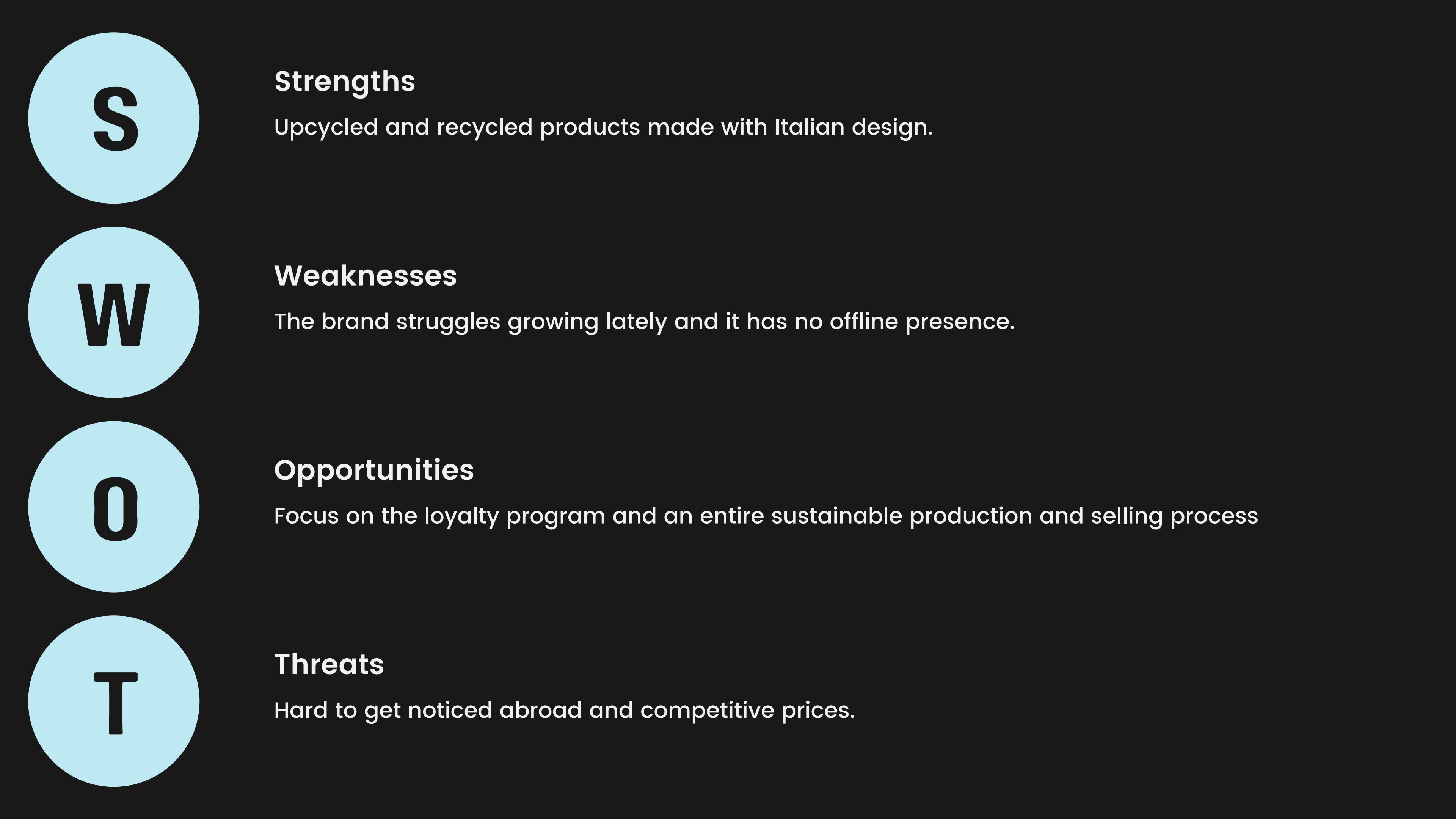


The screenshot shows a spreadsheet application window titled "Competitors benchmarking list". The menu bar includes File, Modifica, Visualizza, Inserisci, Formato, Dati, Strumenti, Estensioni, Guida, and Ultima modifica: 1 ora fa. The toolbar below the menu includes icons for back, forward, print, zoom (100%), currency (€), percentage (%), number (.0 .00), date (123), predefinito..., font size (10), bold (B), italic (I), underline (U), alignment, and other spreadsheet functions. The main table has columns labeled A through J. Column A is "Brand", B is "Monthly organ", C is "Value Proposition", D is "E-commerce pl", E is "Website speed", F is "Zoom Authority", G is "Price range", H is "Social Media", I is "Active Promotio", and J is "Backlink". Row 1 contains the headers. Rows 2 through 7 list various brands with their details. Row 6, "Ruby Moon", is highlighted with a blue border. The last row, "ACK", is partially visible.

A	B	C	D	E	F	G	H	I	J
Brand	Monthly organ	Value Proposition	E-commerce pl	Website speed	Zoom Authority	Price range	Social Media	Active Promotio	Backlink
Vitamin A	21338	Style and sustainab	Shopify	2.1 sec (good)	23	165€ - 200€	FB - IG - TIK - P	No	39226
Wolven	13520	Sustainability made	Shopify	3.5 sec (needs imp)	12	100€ - 135€	FB - IG - TIK	No	6869
UND	218	Sustainable supplie	Squarespace	4.8 sec (poor)	1	80€ - 150€	IG	Yes	102
Kampos	793	Sustainable luxury	Shopify	3 sec (needs impro	0	135€ - 200€	FB - IG - PIN - L	No	1062
Ruby Moon	2819	Cleaning the ocean	WooCommerce	2.6 sec (needs imp)	23	75€ - 115€	FB - IG - TW - P	No	1630
ACK	1161	Ethically made in ita	Shopify	3.3 sec (poor)	12	95€ - 135€	IG	No	2384

The tools used for the analysis are:

SEMrush, Similarweb, SEOZoom, Ubersuggest, FB Ad library, Njlitics, Built With, Google Test my site.

**S****Strengths**

Upcycled and recycled products made with Italian design.

W**Weaknesses**

The brand struggles growing lately and it has no offline presence.

O**Opportunities**

Focus on the loyalty program and an entire sustainable production and selling process

T**Threats**

Hard to get noticed abroad and competitive prices.

TARGET AUDIENCE

In order to establish a well-defined target market, I've done thorough research.

I searched the internet, read comments on blog articles, and checked social posts where market players are tagged.

I also studied the profiles that interact the most with similar brands.

It's mostly **well-informed people** around their 20s and middle 30s with an elevated cultural level.

They are **environmentally and socially conscious** and have the economic possibility to make a well-thought sustainable purchase.

Some of them consider themselves **travel or fashion blogger** and give advice to their audience on how to dress and where to go on holidays.

BUYER PERSONAS

14



Ingrid

University student

Demographics: 20 yo, single, lives in Berlin where her parents moved from Turkey. Her family has a dog. She moves around with public transport.

Psychographics: music lover, women empowerment activist, she buys mostly online and through social media. She has grown tired of big-name influencers and prefers to see peers and diverse individuals represented in realistic ways.



Tommaso

Water Polo player

Demographics: 23 yo, in a relationship, lives in Genova. He has a brother and a sister but he's the eldest. He just bought himself a brand new electric scooter.

Psychographics: always been an athlete he has grown in the water and he loves all sports played in the water. He also has a passion for web design and helps small stores create their websites. He's only happy when he's close to the sea.



Christina

Project Manager

Demographics: 32 yo, married, with a 2 yo son, lives in Dusseldorf. She goes around with her bicycle.

Psychographics: passionate about traveling, she loves meeting new people and learning new cultures. She uses her IG account to share lifestyle pics of her and her family. She practices yoga, preferably outdoor. She buys clothes online and at her favourite hidden gem stores.

TONE OF VOICE

The tone of voice is a consequence of the people I am targeting.

Communication is friendly and playful but it never gets disrespectful.

Conversational language is used from time to time to make the customer feel at ease and make the boring text more readable.

Serious



Funny

Formal



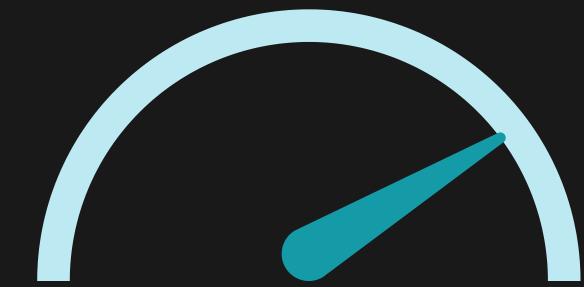
Casual

Respectful



Irreverent

Matter-of-fact



Enthusiastic

VALUE PROPOSITION

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ECO-FRIENDLY

All items are produced with Econyl made from discarded materials

SUSTAINABILITY

We only select suppliers who respect their workers.

ITALIAN DESIGN

Our Italian soul can be found in the modern yet stylish garments blueprint

Ethically made
swimwear

COMPANY LOGO

The logo has been created with Canva and it represents a **seashell**, a symbol of the only thing the founder likes to find on the shoreline.

It has been also used as a favicon.

The colors are Powder Blue, Persian Indigo and French Violet



#BDE9F2

#321863

#7737BD

TYPOGRAPHY

Three fonts have been used for the project. Tallow Sans Brush is part of the logo while Quicksand Bold and Helvetica Regular have been used to build the website.

Quicksand is able to give the store a joyful allure while Helvetica makes a perfect match for a clean and sober text.

TALLOW SANS BRUSH

Quicksand Bold

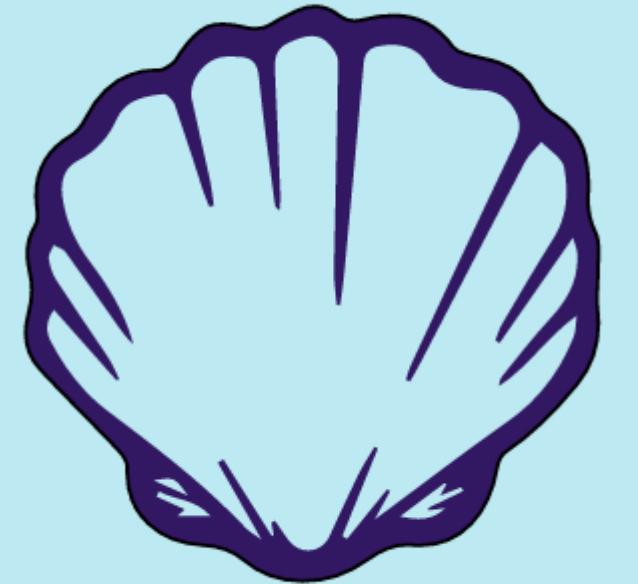
Helvetica Regular

WEBSITE

URL and password

<https://sunneeswimwear.myshopify.com/>

riahop



SUNNEE
SWIM WEAR

WEBSITE STRUCTURE

01

Main Menu

The main menu has been kept short and simple in order for the visitor to easily find the kind of garments is looking for, the most important info and how to get in touch.

02

Footer Menu

The menu at the bottom of the page contains all the necessary policies to have a compliant website with all European regulations plus a link to the loyalty program page.

03

Announcement bar

Here I wanted to communicate the visitor where we ship and how to take advantage of free shipping.

04

Blog

The blog helps attract new users to the website. I've created 3 draft articles that represent the major subjects I would cover based on the target audience's interests: fashion, travel, sustainability.

WEBSITE STRUCTURE

05

Image banner

The image banner has been used to highlight the main focus of the website to let the visitors easily understand where he/she has landed.

06

Sustainability

Three pages have been created to focus on how the company makes a positive impact through the fabric used, the upcycling program and the packaging.

07

Shipping rates

Two different shipping rates have been designed to serve clients in Italy, where the company is based, and the resto fo EU. There was no need to create custom shipping profiles as there are no specific products that need to be charged differently.

08

Product photography

At first I wanted to use white background product images but then I studied the competitors and I found out that almost all of them use branded images which probably helps to give the garments more value. Therefore I decided to go with branded images.

SEO

01

Keyword research

In my benchmark list spreadsheet, I've also collected the most used keyword by competitors.

02

SEO implementation

The selected keywords have been inserted in the text and in the appropriate space dedicated to SEO in the Shopify site builder. A clear CTA has always been inserted at the end of the section.

03

Alt Text

Every image has been renamed properly and has been given a convenient description in the Alt Text section.

04

URL

URLs, where possible, have been shortened and personalized in order to make them readable and comprehensible.

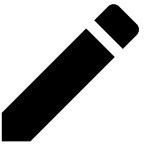
APPS INSTALLED

23



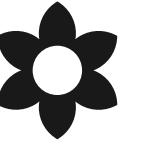
Customer Privacy

A Shopify app to ask for consent to EU regulations related to privacy.



Privy

App to invite users to subscribe to our newsletter with a pop-up. It attracts sign-ups with a discount offer. It triggers on exit-intent and after scrolling 100% of page.



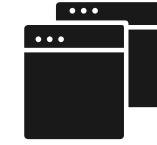
PushOwl

App for push notifications. Without a password on the website and with a premium account I would use it for cart recovery campaigns and for sales campaigns.



Tidio

Live chat app to help me have a direct conversation with website visitors. It helps me warmly greet the users.



Kiwi Size Chart

This app has been introduced to have a link for every product page that connects to a pop-up that helps customers choose the right size of their desired swimwear.

COLLECTIONS AND PRODUCTS

Collections

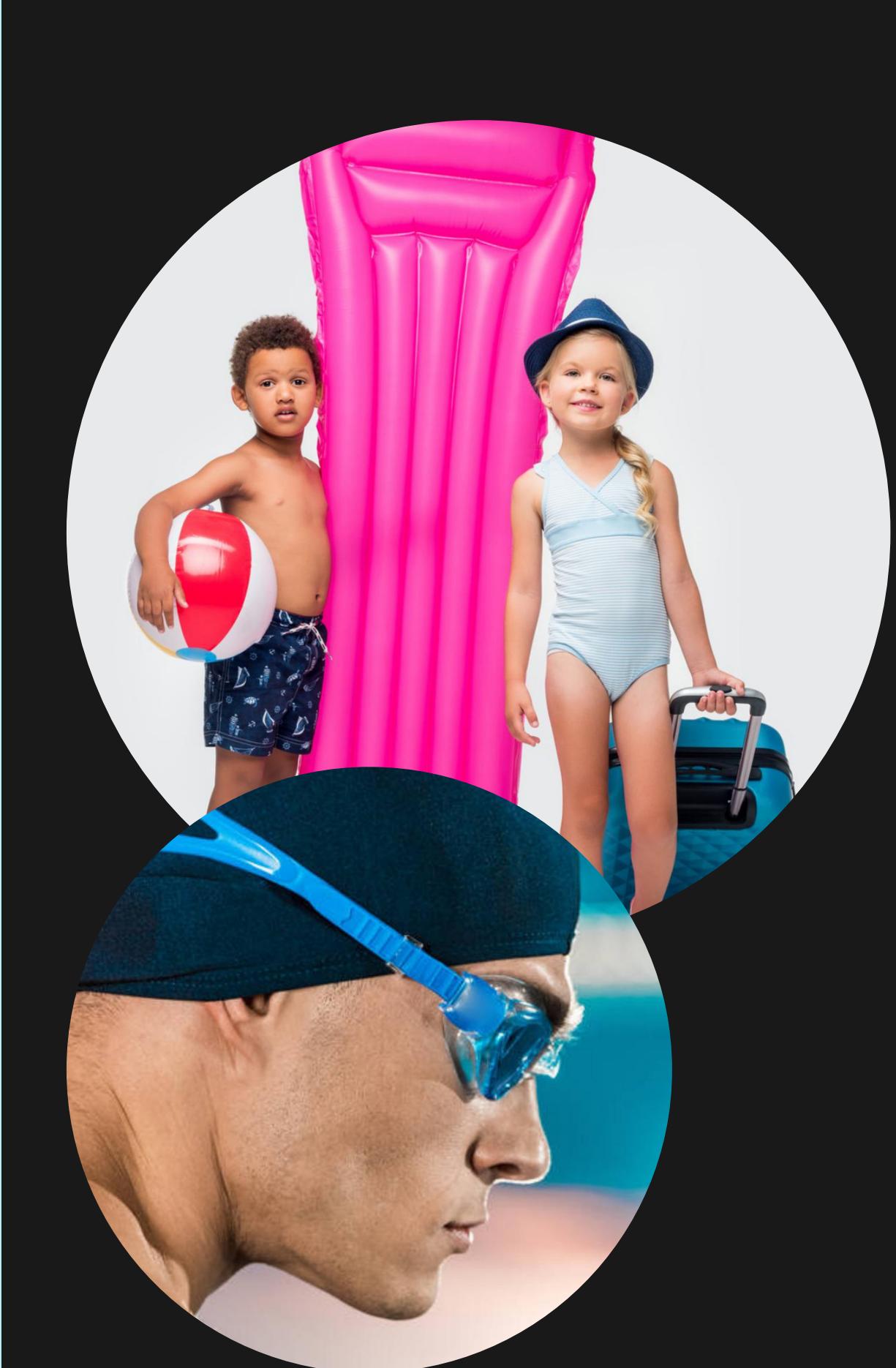
For each sex, there are 3 categories of items: Relax, Active and Extreme. While the first two are seasonal collections the third one is an all-year assortment dedicated to water sports. These collections represent a starting point and will probably change over time as products expand. Every new line will be published in the image banner to attract attention. In the second half of this year, a brand new **kids' collection** will be launched and will broaden our audience.

We plan to also launch a selection of **accessories** related to sporty swimwear, such as swimming goggles and swimming caps. This will help us grow our AOV through cross-selling.

Products

Only 15 listings have been created for the project but the catalog would clearly have to be much broader in order to actually become attractive to consumers.

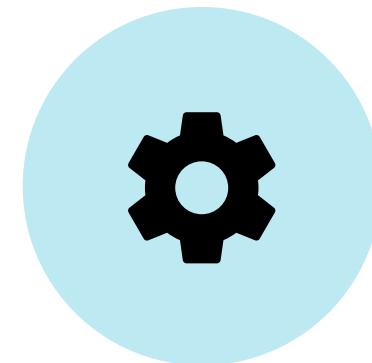
In order to sympathize with the brand, all products have been named after notorious European **surf spots**.



S.M.A.R.T. GOALS

The company has been in the Italian market since 2018 and they are performing quite well. After a market analysis, and with the help of **Google Market Finder**, they have decided to launch in **Germany**. They possess good enough quantitative and qualitative data thanks to previous purchases, the FB pixel, analytics, followers on social media, and so on.

We can set SMART goals that let us have a benchmark that makes us judge what we will achieve through organic and paid traffic. It will help us make changes along the way.



Awareness

Increase the number of followers by 15% on Instagram in 12 weeks.



Consideration

Reach a minimum of +10k unique visits per month to the website within 6 months.



Conversion

Obtain an average increase of 20% on orders related to female products within the first 3 quarters.

MARKETING CHANNELS



Social Media

Facebook is ideal for building a community through its groups and organizing events. Instagram helps interaction with stories and live sessions. Finally, Pinterest is ideal for image-oriented users who are in search of inspiration and are ready to buy.



Blog

Through blog posts, we can grasp the organic traffic of those in search of information. Selecting the right topics is crucial to reach people in target who aren't aware of our brand.



Digital PR

We will contact and create relationships with German journalists, bloggers, and media to make them talk about us. We will only contact professionals who talk to targeted consumers and we'll start with small audience media partners to then contact bigger ones in the long term. Tools like Press Hunt will help us find the right people to reach.



Ads

We will be using ads on Google, Facebook, and Instagram. Besides using the right keywords and graphics to attract users in target we will also place close attention on landing pages and how to optimize them.



Influencer

The fashion business is driven by trends and influencers are able to channel those trends. Moreover, most of the competitors rely on their cooperation. Here are 3 German micro-influencers that have been selected on IG:

- [kissenundkarma](#) +50k followers
- [lydiarhaber](#) +40k followers
- [larytales](#) +20k followers



Guest Posting

After we have identified which German blogs are closer to our audience we will create high-value content for them. We will indirectly push their readers to our website and products.

SOCIAL MEDIA CONTENT CALENDAR

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Engaging

What: Reach as many people in my target audience as possible.

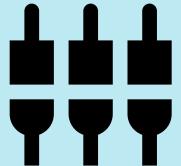
How: We'll share some behind scenes, testimonials, stories of designers, images of the production's process, and topics related to the audience's interests.



Educating

What: Focus on the benefits of the product and why we are different from competitors.

How: We'll highlight the benefits that buying ethical apparel and reusing discarded materials bring to the planet. What moves us to protect the environment.



Exciting

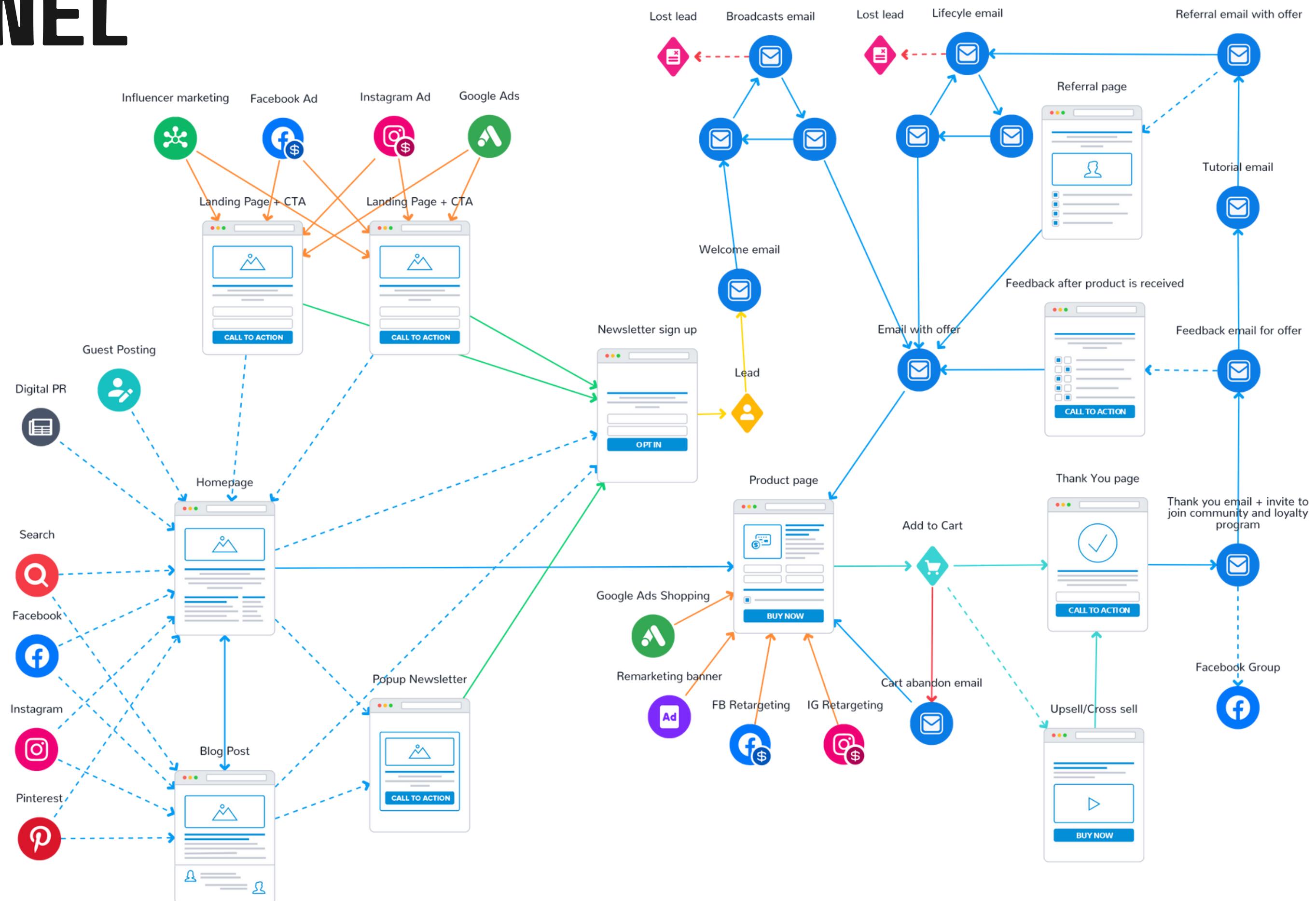
What: When a customer is "hot" and ready to buy.

How: The launch of new products, sales, and offers. Benefits of the loyalty program and online or offline community events.

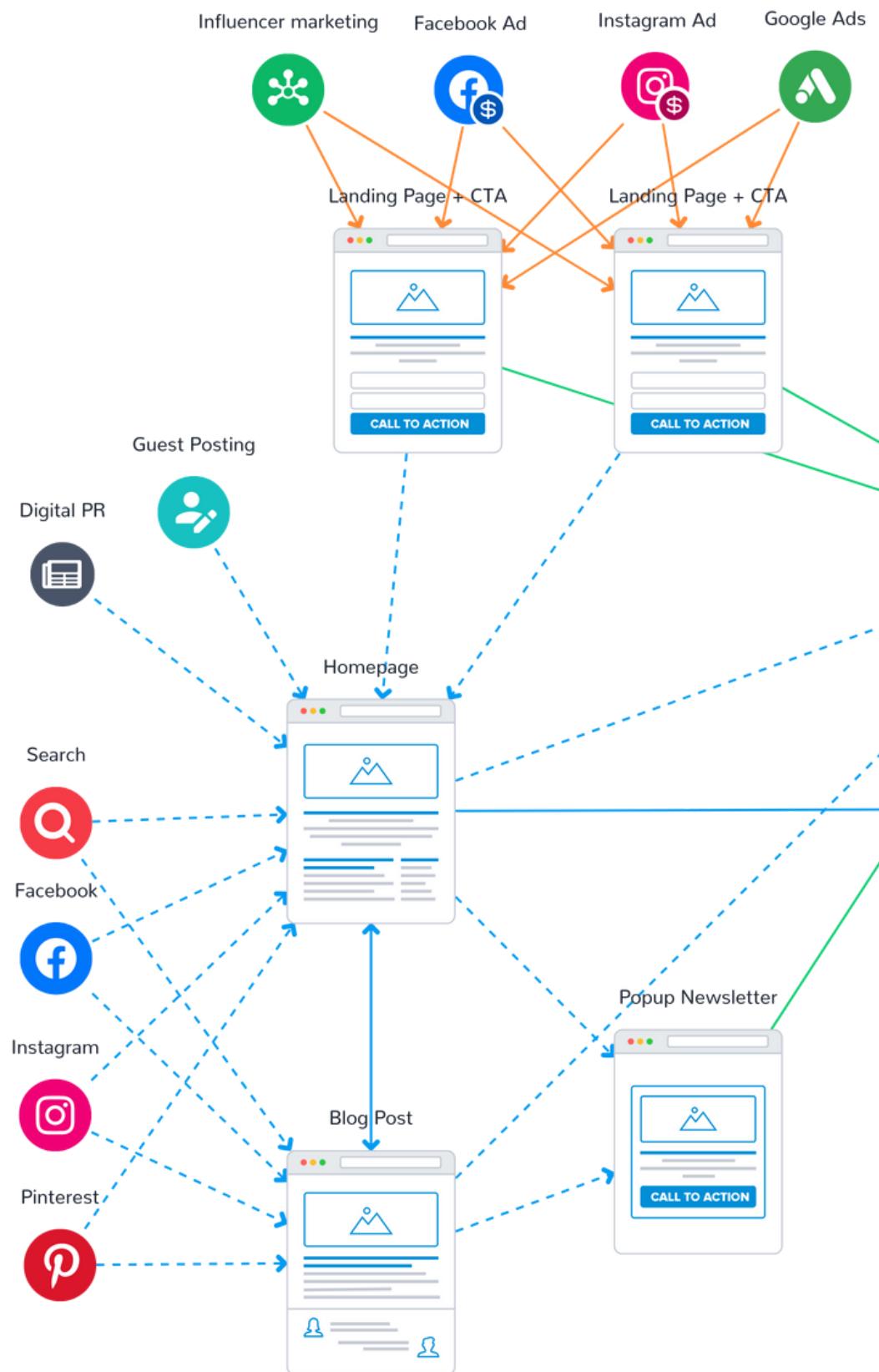
SALES FUNNEL

A visual representation of the funnel and the process I would follow to create an enjoyable user experience.

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STEP 1: AWARENESS



In this first phase, our goal is to show that we exist and, through digital marketing, we'll do that in two ways:

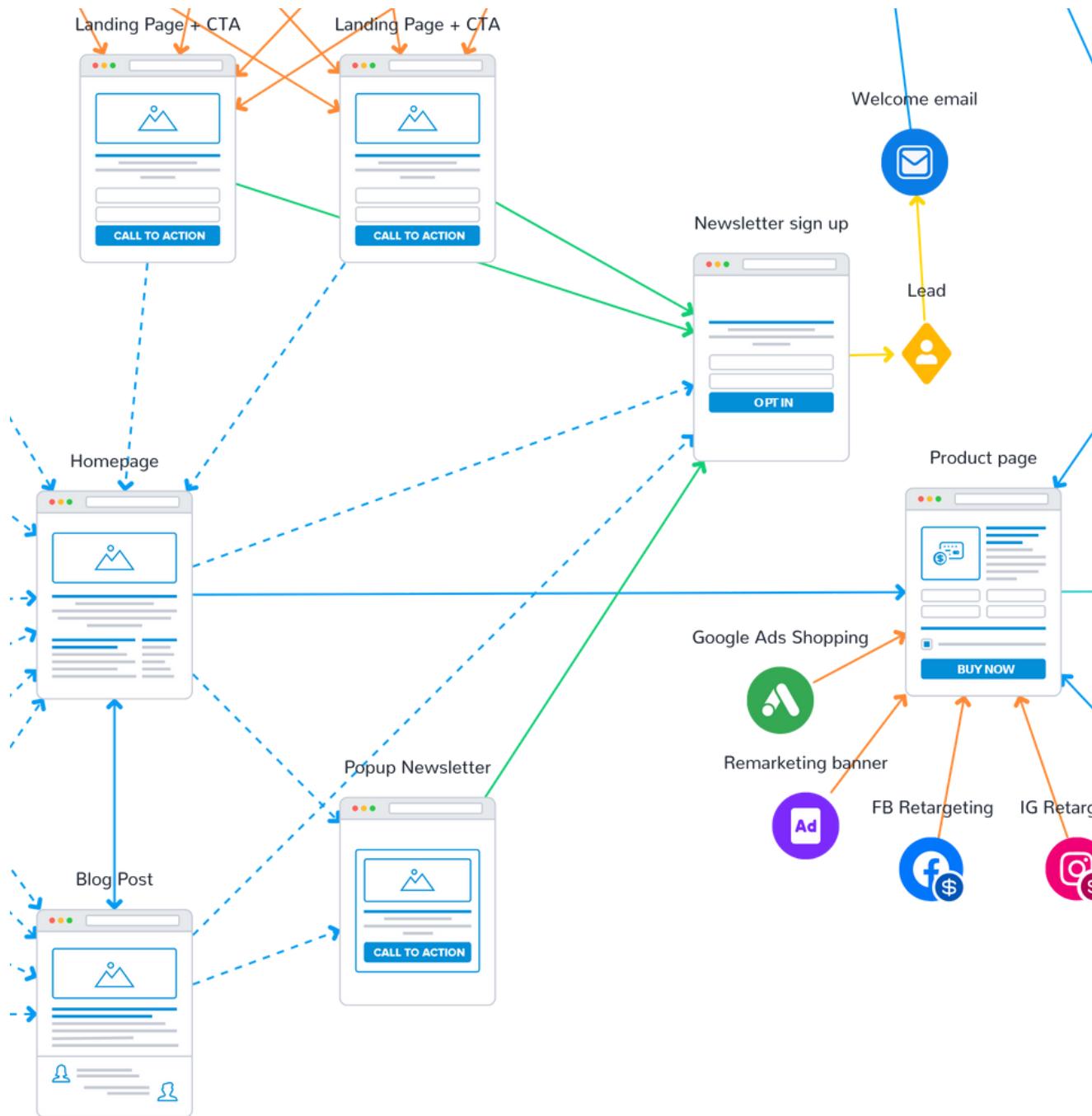
Organic Traffic - online search, social media, digital PR, blog posts, and guest posting.

Paid Traffic - Google Ads, Google Shopping, social media (Facebook and Instagram), and Influencer marketing. More than one landing page will be created depending on the topic. For the sake of simplicity, only 2 landing pages are shown in the funnel.

KPI

- Total visits on website and landing pages.
- SERP positioning.
- CTR from SEM.
- CTR from SEO.
- N. of followers on social media and their engagement rate.
- Single channel's number of visits.

STEP 2: INTEREST



In this second part the users, who have become prospects, will visit the website, blog posts, and landing pages.

To avoid customer disconnection the latter must be coherent with the ads.

Through CTAs and the 10% discount lead magnet, we'll try to attract prospects to register to our mailing list.

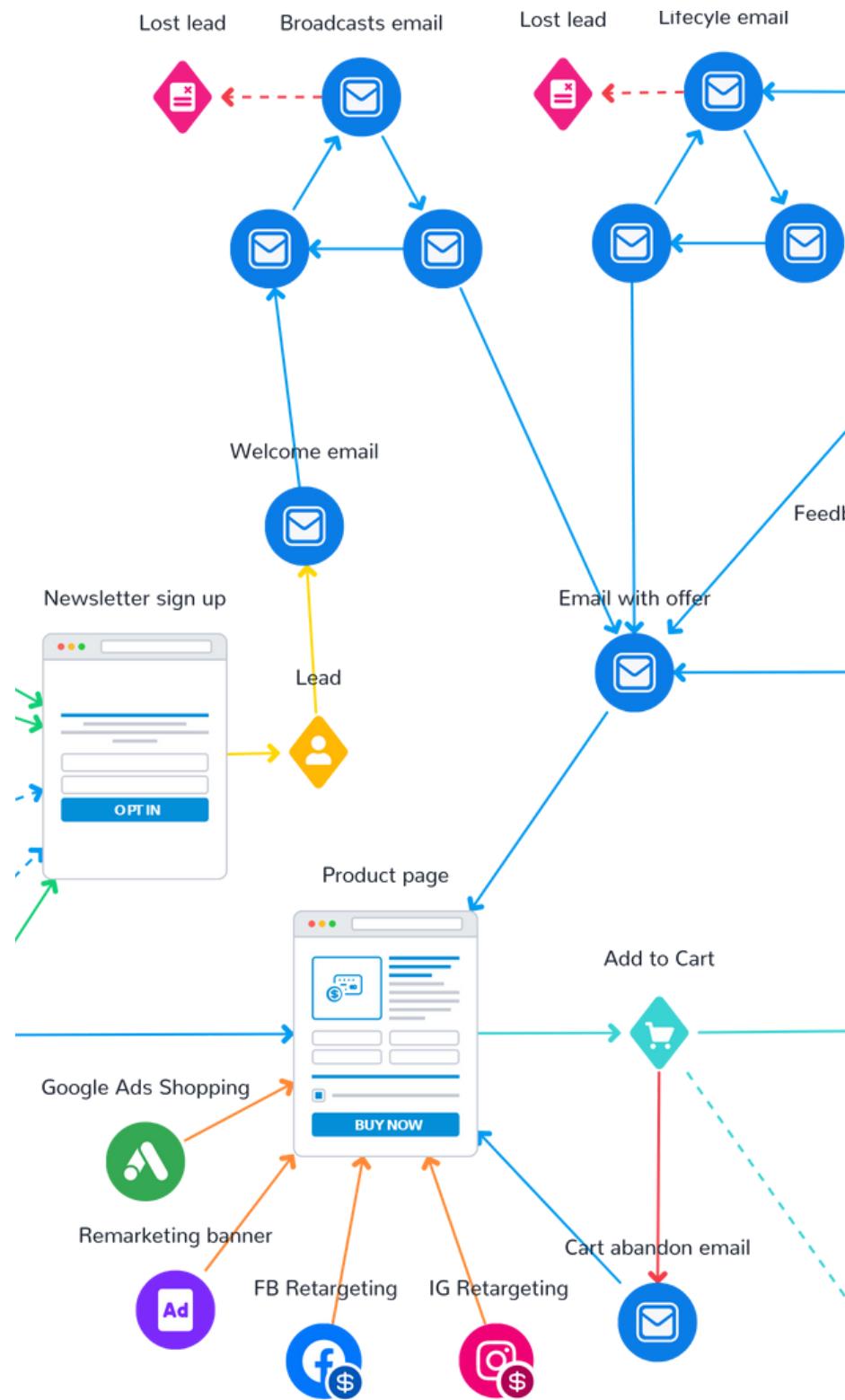
In the best-case scenario, the user will immediately buy but that will be a very low percentage.

For those who will browse our website and then land on Google's website partners, there will be remarketing campaigns to win them back.

KPI

- Time spent on the website.
- Landing page's bounce rate.
- Heatmap to understand customer behavior.
- The number of leads obtained through each action.
- Cost Per Lead generated from social media ads.
- Conversion Cost generated from SEM campaigns.
- The conversion rate for each platform.
- Social Media Marketing' CPA.

STEP 3: DECISION



Here we are at the third stage. We are going to take by hand our registered users and walk them along a path that could potentially lead to their first purchase. The keyword here is building trust. We have to highlight the advantages that they would obtain if they choose us.

The contents of our first email campaign aim to build a relationship between the company and the lead instead of selling at all costs.

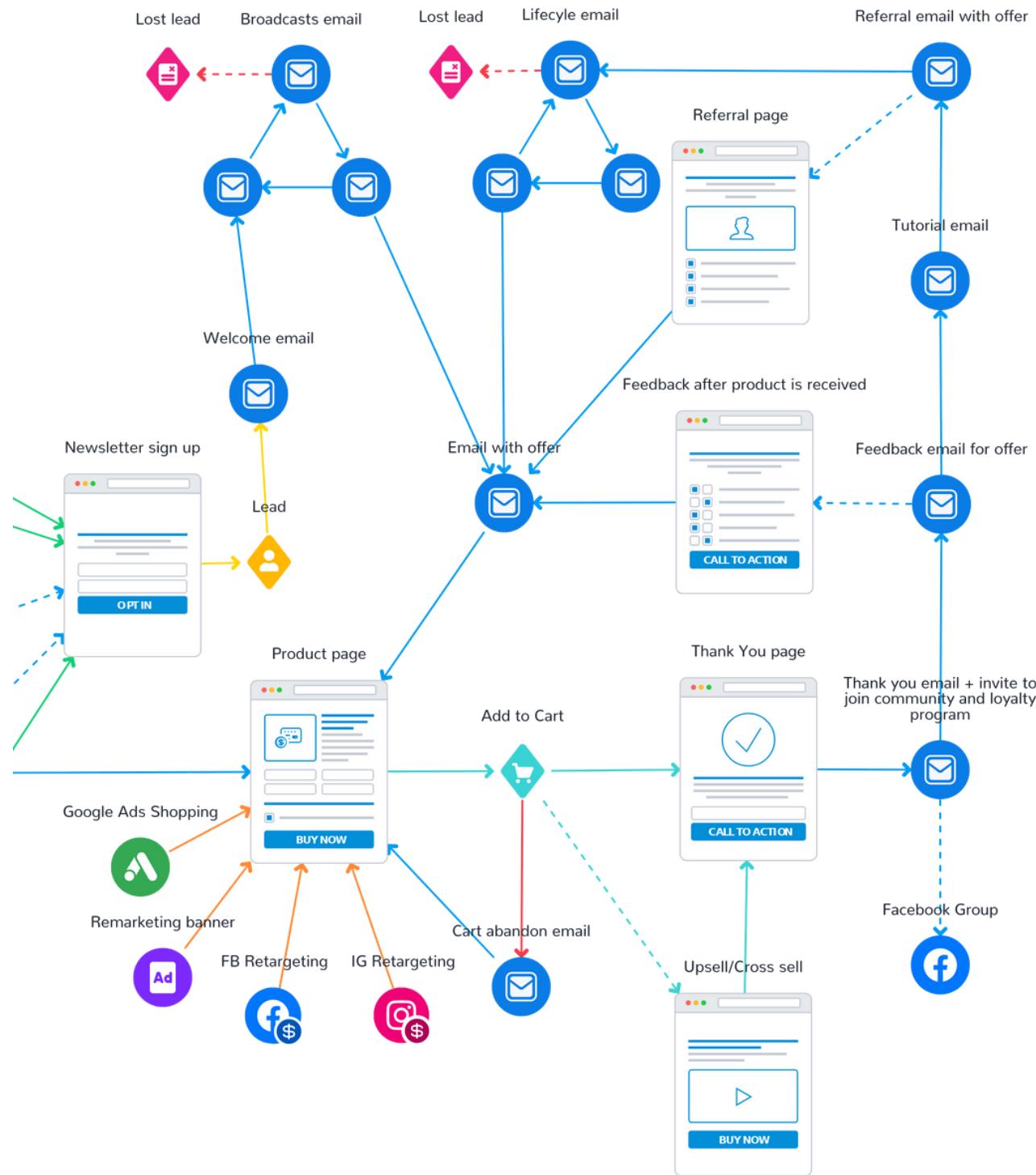
A first email sequence (5/6) will refer to the most beloved subjects (fashion, travel, sustainability, etc.). Only after that, they will receive a tempting offer to try to monetize.

KPI

- The number of opened emails.
- The number of clicks on links inside emails.
- Open Rate, between opened email and sent emails.
- Deliverability rate.
- Unsubscription rate.
- The number of purchases after email campaign.

STEP 4: ACTION

Hurray! Our lead has become a client. Now the fun part begins.



This client will be cuddled and followed to make him/her satisfied with his/her purchase.

A new email sequence will take place that will invite the customer to:

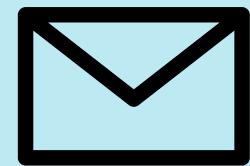
- Join the FB community and meet other users.
- Leave feedback to help us do better in exchange for a €5 coupon.
- Watch a tutorial video on how to make a positive impact with baby steps.
- Refer to a friend in exchange for a 15% discount for him/her and the person invited if will make a purchase.

KPI

- Revenues from digital marketing channels.
- ROAS (Return On Advertising Spend), for online ads, Google Adwords, and Social Media ads.
- The number of clients who make more than one purchase.
- The number of referrals.
- Community subscribers.

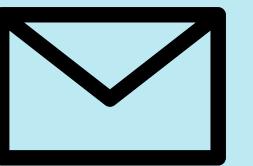
EMAIL NURTURING STRATEGIES

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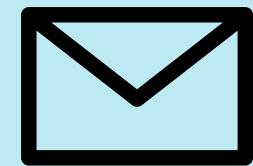
Bounceback email campaign

To get one-time buyers to buy a second time the campaign will deliver an offer on a product related to the item that was purchased initially. For instance, if a woman purchased a bikini I could offer a bottom piece that perfectly pairs with the top already bought.



Win-back email campaign

With defecting customers, say somebody who hasn't bought in 6 months but used to buy once a month, I must try to make them come back again. In this case, I would make them a killer offer with a big discount that I usually never practice.



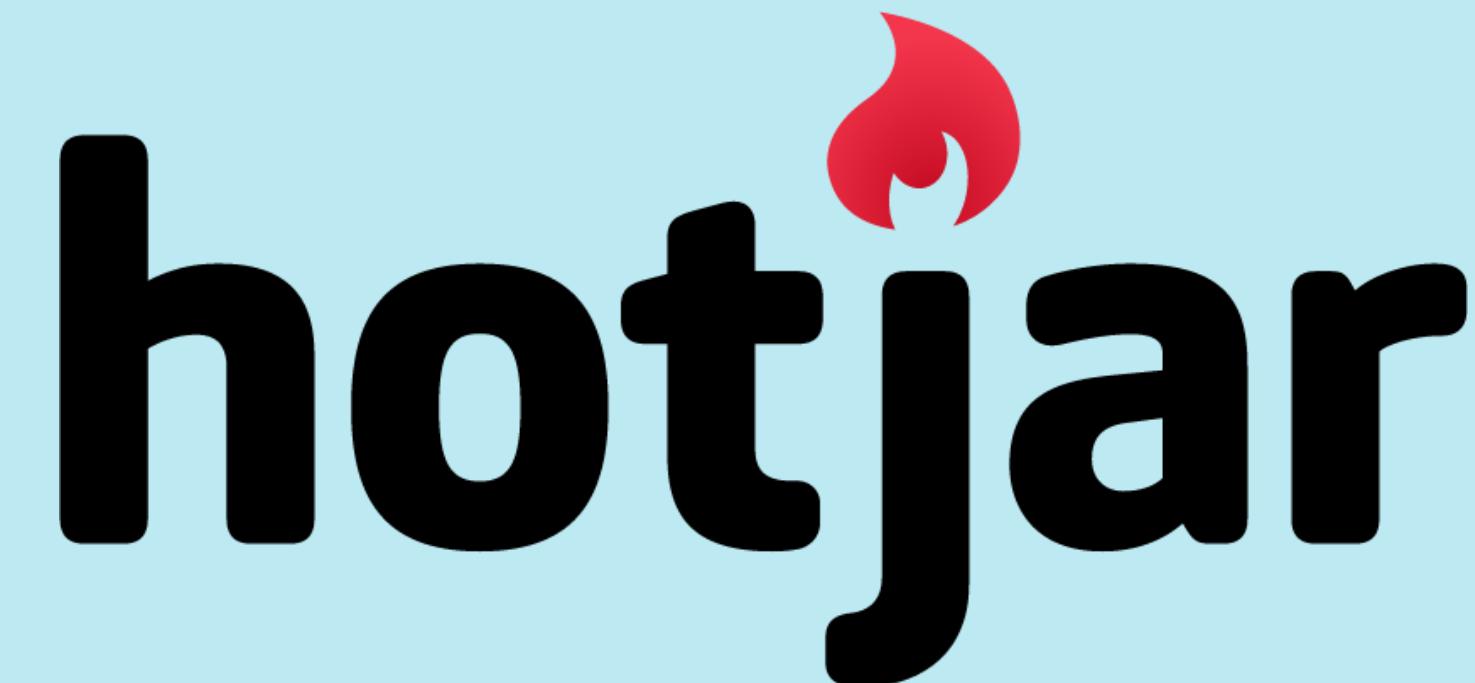
Cart abandonment campaign

I would set up a 4 emails campaign (twice a week) to remind them about what they left in the cart and about what is our impact. If they don't convert, I'll send them a discount in the last email.

ANALYTICS TOOL

Google Analytics & Hotjar

1. Together with **Google Search Console**, Google Analytics will become the main tool to extract data from the website. It will also be useful for collecting data from **Google Ads** which will be connected to the platform.
2. Hotjar will help me figure out through heatmaps, recordings, and surveys the visitor's behavior in order to better understand what works and what doesn't in order to create a better user experience



STRATEGIES TO INCREASE AOV & LTV

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Customer loyalty program

The loyalty program has been created to increase LTV and AOV. It can push customers to add more to their orders and increase customer retention.

Limited time promotions

Using urgency with offering short-term discount codes (with a 24-72 hour window) on selected items we can increase the average order value.

Create order minimum for free shipping

Free shipping is a way to get customers to add more products to their carts. We offer free shipping for orders over €100.

ROAD MAP

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Q2 2022

Increase hiring in
Web
Development
team

Q3 2022

Launch of kids
collection

Q4 2022

Testing TV
marketing
campaign

Q2 2023

Opening of the
first physical
store in Milan

Q3 2023

Launch in the
France market

THANK YOU

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Linkedin profile

