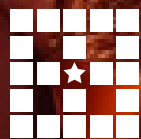


A woman with long brown hair is seen from behind, driving a bright yellow sports car on a two-lane desert road. The car's interior, including the steering wheel and dashboard, is visible. The road stretches into the distance under a blue sky with scattered clouds. The background features arid desert hills and mountains. The overall mood is one of freedom and adventure.

A FASHION *Customer's* 2023 JOURNEY



NATIONAL
POSITIONS
PROFITABLE INTERNET MARKETING



1. *ATTRACTING CUSTOMERS*

2. *NURTURING CUSTOMERS*

3. *STREAMLINING PURCHASES*

4. *CREATING BRAND LOYALTY*



The fashion Marketing funnel



Attracting Customers

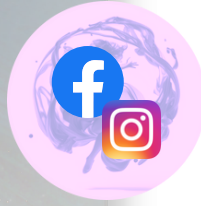
In the world of fashion, customers have no shortage of options, so putting your best foot forward and shining a spotlight on your brand is key.

Showing the world your products—and telling your brand story— is paramount when it comes to standing out in the fashion and apparel space.

Ask yourself: Who is your audience? What inspires them? What makes them tick? How does your approach to fashion speak to your core customer base and engage with them on an intrinsic and emotional level?

When all the pieces are in place, you are much more likely to capture their attention and keep them coming back for more!

ATTRACTING CUSTOMERS



Facebook & Instagram Advertising

Leverage strategic targeting and Lookalike Audiences to put your brand in front of the right customers at the right time.



YouTube Advertising

Reach your perfect customer with strategic channel, video, and persona targeting on the world's second largest search engine.



Pay-Per-Click

Leverage the latest PPC strategies and demographics targeting to put your products in front of the exact people who are looking for them.



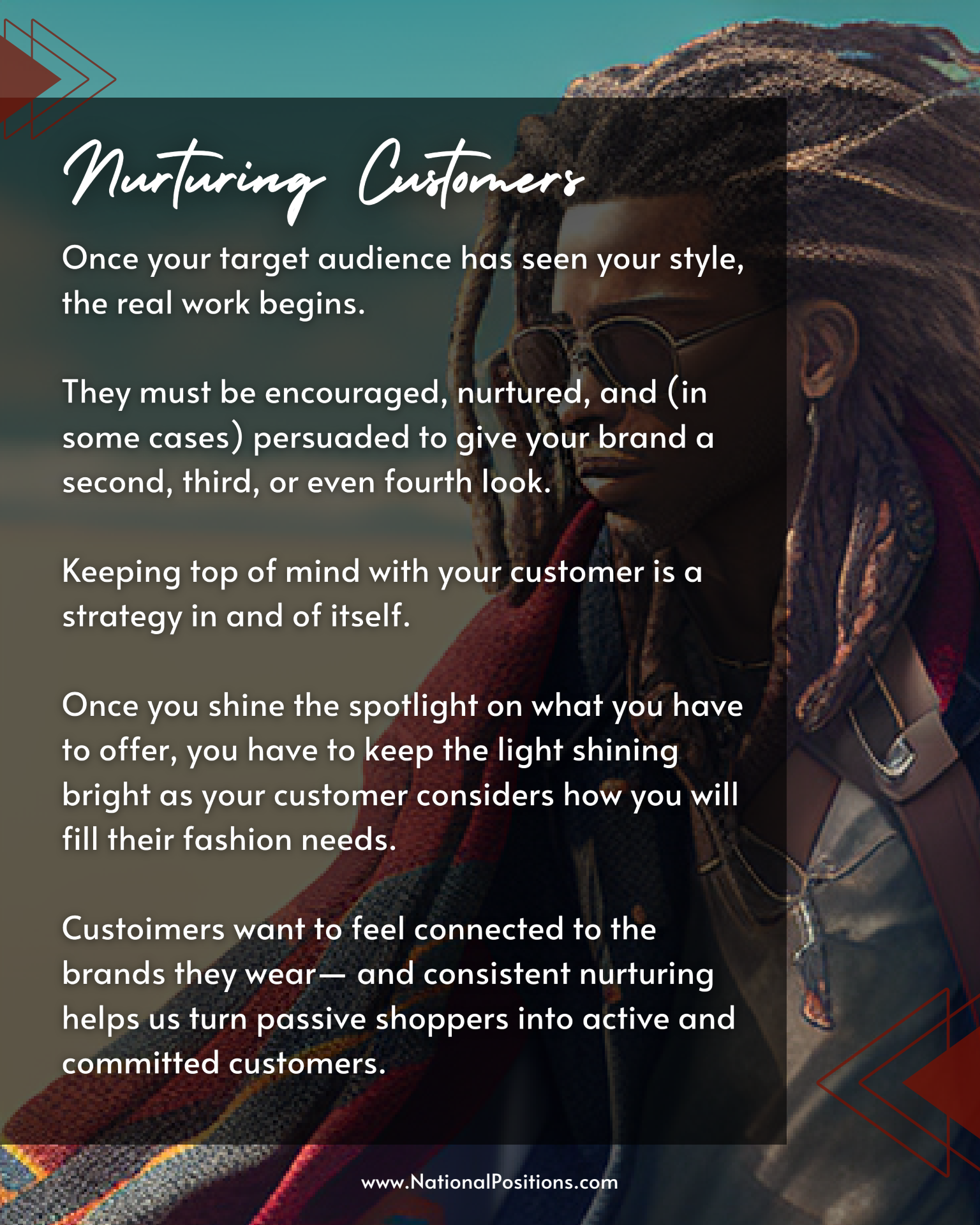
Influencer Marketing

Find and collaborate with influential social media and YouTube personalities who have loyal followings and are ready to see, try, and promote your latest fashion trends



Amazon Marketing

Drive awareness through sponsored advertisements and fully optimized product listings to capture the attention of those customers who are “shopping around.”



Nurturing Customers

Once your target audience has seen your style, the real work begins.

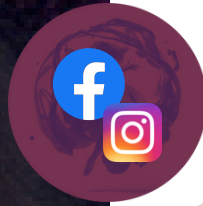
They must be encouraged, nurtured, and (in some cases) persuaded to give your brand a second, third, or even fourth look.

Keeping top of mind with your customer is a strategy in and of itself.

Once you shine the spotlight on what you have to offer, you have to keep the light shining bright as your customer considers how you will fill their fashion needs.

Custoimers want to feel connected to the brands they wear— and consistent nurturing helps us turn passive shoppers into active and committed customers.

NURTURING CUSTOMERS



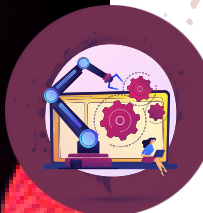
Social Media Remarketing

Keep your message in front of customers who have already shown interest with custom fashion remarketing campaigns on Facebook and Instagram.



Google Remarketing

Follow your customers online with remarketing ads featuring the products they have already viewed, keeping you top of mind when they are ready to buy.



Marketing Automation

Make the most of passive customers who may have signed up for your newsletter or abandoned their shopping cart. Custom promotions or reminders sent directly to their inbox at the right time can make all the difference.



YouTube Remarketing

Seeing your fashion in action not only helps your brand stand out but also gives a gentle reminder to those who have interacted with your brand that your latest styles are only a click away.



Streamlining Purchases

The runway show doesn't end when your audience is ready to buy.

It is simple to overlook the purchase process, from “add to cart” to “purchase confirmation.”

This critical step must be streamlined to reduce customer friction and minimize any hurdles that may keep customers from completing their purchases.

After spending all the time and effort required to capture attention and nurture buying decisions, the final step—from interested shopper to paying customer—must be effortless.

It's time to streamling purchasing in 2023.

STREAMLINING PURCHASES



Simplify the Buying Process

Make the final purchasing step a simple, effortless experience by optimizing the process, reducing friction, and minimizing the steps needed to complete the sale.



Add Cross-Selling & Upselling

Capitalize on checkout opportunities by offering additional promotions or product suggestions during the final purchase. Have just the right accessory to match? This is the perfect time to make your recommendation.



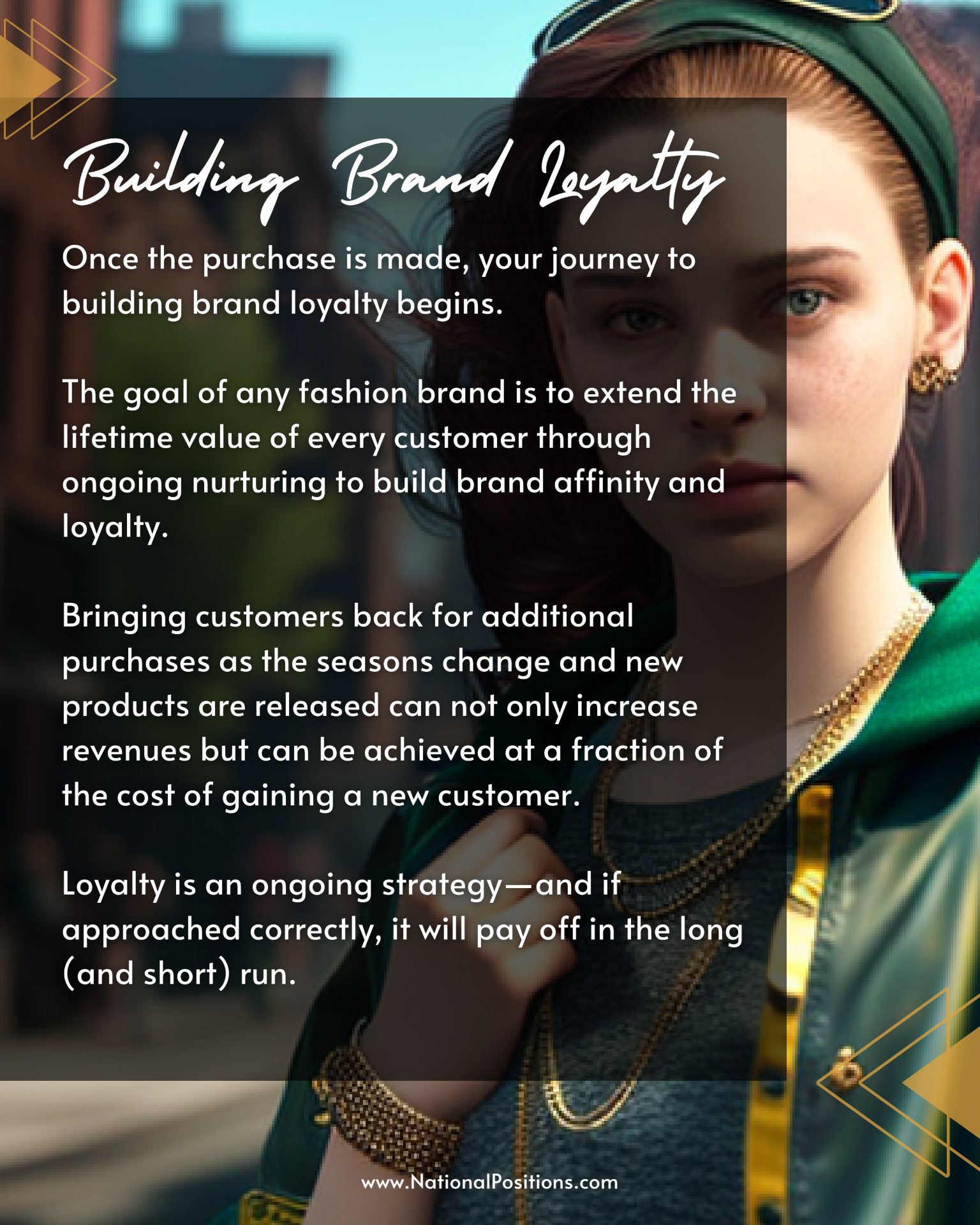
Reduce “Hidden” Costs

Hidden costs can not only lose the sale but can also tarnish your brand. Reducing, clarifying, or even eliminating hidden costs can increase the chances of closing and confirming that final purchase.



Include Additional Payment Options

Giving your customers options beyond the traditional credit card is crucial. Providing alternatives, like PayPal, Apple Pay, Google Pay, etc., ensures that your customers can purchase in whichever way suits them best.



Building Brand Loyalty

Once the purchase is made, your journey to building brand loyalty begins.

The goal of any fashion brand is to extend the lifetime value of every customer through ongoing nurturing to build brand affinity and loyalty.

Bringing customers back for additional purchases as the seasons change and new products are released can not only increase revenues but can be achieved at a fraction of the cost of gaining a new customer.

Loyalty is an ongoing strategy—and if approached correctly, it will pay off in the long (and short) run.

BRAND LOYALTY



Set Up Post-Purchase Marketing Automation

Build automated nurturing campaigns targeted at new and current customers to keep them coming back for more. For greater effectiveness, customize these campaigns around specific customers and product lines.



Gather Product Reviews

Product reviews are beyond important—and gathering these reviews really comes down to knowing how to ask and when to ask. Positive reviews not only build loyalty but also help entice your next round of customers.



Focus on Customer Retargeting

If they have already made a purchase, they are likely to come back for more. Stay on your customer's radar with both social and PPC remarketing campaigns so they know what styles and products are coming next.



Incorporate Customer Loyalty Promotions

Who doesn't love a great sale or promo? Give your current customer base the first crack at scooping up the latest deals. This is an easy way to thank them for being part of your brand's success while encouraging additional purchases.



Create Ongoing "Omni-Channel" Campaigns

Build ongoing campaigns across the customer journey touchpoints: search, social media, email, PPC, and Amazon. Be everywhere your customers are—when they need you the most.

Learn More!

There you have it!

Now that you know all about us, we're excited to get to know you and your brand.

Contact us to setup a complementary Digital Marketing Audit.

Act now if you are serious about taking your business growth to the next level.



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