

styleguided

BY MISSGUIDED



A NEW SUSTAINABLE SERVICE FOR MISSGUIDED FEATURING QR CODED TAGS IN THEIR PRODUCTS. THESE QR CODES ALLOW CONSUMERS TO SEE HOW INFLUENCERS ARE CURRENTLY STYLING THAT GARMENT TO SUIT CURRENT TRENDS, PROMOTING THE IDEA OF MAKING A GARMENT LAST LONGER.

EMILY GOODSON
18054994



What is Styleguided?

1 Influencers

INFLUENCER MARKETING IS BECOMING A POPULAR AND VITAL WAY FOR BRANDS TO CONNECT WITH THEIR AUDIENCE. INFLUENCERS ALREADY HAVE THEIR OWN AUDIENCES THAT THEY HAVE CREATED BONDS WITH, UTILISING INFLUENCERS ALLOWS BRANDS TO HARNESS THEIR REACH AND AUTHENTICITY. MISSGUIDED HAVE HAD MANY SUCCESSFUL INFLUENCER MARKETING CAMPAIGNS AND IS WELL SUITED TO THEIR TARGET CONSUMERS.

2 Sustainability

SUSTAINABILITY HAS BECOME A KEY BUZZWORD WITHIN THE FASHION INDUSTRY. FAST FASHION IN PARTICULAR HAS BEEN TARGETED WITH COMPLAINTS OF THEIR ENVIRONMENTALLY UNFRIENDLY PRACTICE. THERE IS INCREASING PRESSURE ON FASHION BRANDS TO PARTAKE IN THIS TREND AND MAKE MORE SUSTAINABLE CHOICES. MISSGUIDED ARE A FAST FASHION E-COMMERCE BRAND AND TOO ARE UNDER PRESSURE TO BECOME MORE SUSTAINABLE.

3 Styleguided

STYLEGUIDED IS A COMBINATION OF INFLUENCER MARKETING AND SUSTAINABILITY. SCANNABLE QR CODES WILL BE PROVIDED ON THE TAGS OF MISSGUIDED PRODUCTS. WHEN SCANNED THESE QR CODES WILL PROVIDE CONSUMERS WITH TIPS ON HOW TO STYLE THEIR GARMENT TO SUIT CURRENT TRENDS FROM RELEVANT INFLUENCERS. THERE WILL BE RANGE OF INFLUENCERS INCLUDED TO MAKE SURE THE SERVICE IS INCLUSIVE OF ALL. THE RESTYLING OF GARMENTS ENCOURAGES CONSUMERS TO LENGTHEN THE LIFE OF GARMENTS AND CREATE SUSTAINABLE FASHION HABITS INSTEAD OF PROMOTING THE IDEA THAT FASHION IS DISPOSABLE.

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SCAN. STYLE. SUSTAINABLE.



MISGUIDED

new in dresses spring homeware lockdown exit playboy x missguided clothing re_styled beauty shop by fit sale

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CURRENT TREND: COMFY AND CASUAL



LYDIA ROSE
@FASHIONINFLUX

I ADORE THIS CHECKED COAT, I'VE HAD IT FOR AGES AND IT CAN BE STYLED IN SO MANY WAYS! I AM OBSESSED WITH MIXING COMFY CLOTHES WITH THIS MORE TAILORED JACKET TO CREATE AN EFFORTLESS "OFF-DUTY" MODEL LOOK, IT'S SUPER TRENDY RIGHT NOW!

SHOP BRALETTE HERE
SHOP BAG HERE
SHOP NECKLACE HERE



JASERAH
@SIMPLYJASERAH

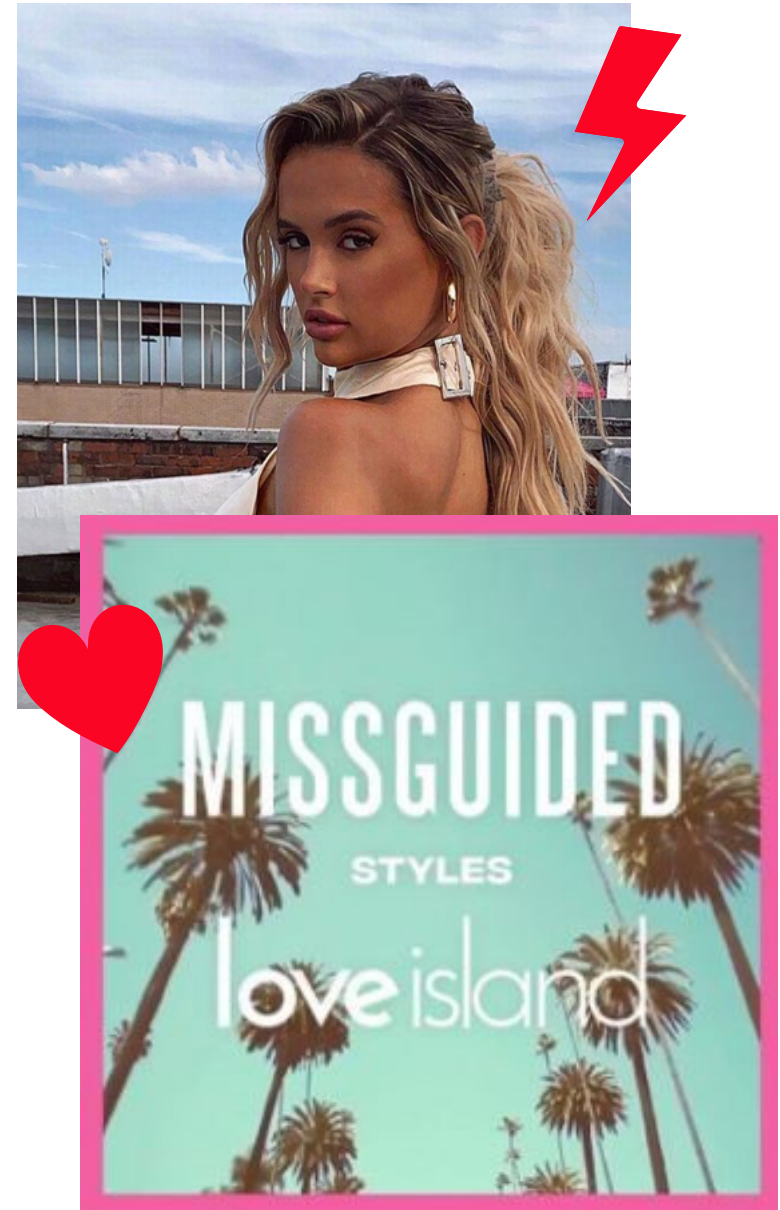
WE ALL KNOW THAT I LOVE TO LAYER, IT HELPS MAKE TRENDS SUIT MODEST FASHION! THIS CHECKED COAT HELPS TO MAKE ANY OUTFIT FEEL MORE DRESSY, I LOVE TO PAIR IT WITH A COMFY PAIR OF JEANS, STAPLE JUMPER AND COMFY TRAINERS. IT IS SUCH AN EASY AND WEARABLE LOOK FOR LOTS OF DIFFERENT SEASONS.

SHOP JUMPER HERE
SHOP TRAINERS HERE

Influencer Marketing Industry Trend

THE SOCIAL MEDIA MARKETING IS ALREADY AT LARGE WITH **3.6 BILLION** PEOPLE ACTIVELY A SOCIAL MEDIA PLATFORM AND IS EVER GROWING STILL. ALONGSIDE THE LONGSTANDING SOCIAL MEDIA PLATFORMS INCLUDING FACEBOOK, YOUTUBE AND INSTAGRAM THERE ARE NEW PLATFORMS PENETRATING THE MARKET SUCH AS TIKTOK. THESE ASSISTS ARE VALUABLE MARKETING TOOLS, INCLUDING THE INDUSTRY TREND OF 'INFLUENCER MARKETING'. THE INFLUENCER MARKET IS FORECASTED TO BE WORTH **2.3BILLION USD IN 2020** (STATISTA, 2020), WITH THE DOMINANT AUDIENCE BEING **25-34-YEAR OLDS**. THERE ARE MANY DIFFERENT FORMS OF INFLUENCER MARKETING SUCH AS COLLABORATION COLLECTIONS, SPONSORED CONTENT, HASHTAG CAMPAIGNS, GIVEAWAYS, PRODUCT PLACEMENT OR DISCOUNT CODES. MANY BRANDS ARE PARTAKING IN THESE ACTIVITIES WITH **79%** OF RETAIL MARKETERS INCREASING THEIR BUDGETS ON INFLUENCER MARKETING IN 2020 (STATISTA, 2021).

INFLUENCER MARKETING IS A SUCCESSFUL FORM OF ADVERTISING WITH MANY CAMPAIGNS BEING HUGE HITS FOR BRANDS. FOR EXAMPLE, THE YOUTHFUL BRAND BRANDY MELVILLE USING POPULAR INFLUENCERS WITHIN THEIR CAMPAIGNS, EARNING THEM **9.3MILLION LIKES** ON AN INSTAGRAM POST, SETTING THE RECORD FOR MOST LIKES IN 2016 (IZEA, 2018) . FASHIONNOVA'S MARKETING STRATEGY IS LARGELY BASED AROUND INFLUENCER MARKETING WORKING WITH A RANGE OF INFLUENCERS FROM FASHION BLOGGERS TO CELEBRITIES INCLUDING KYLIE JENNER AND CARDI B. THIS APPROACH EARNT THE BRAND OVER **6 MILLION** INSTAGRAM FOLLOWERS. ASOS HAVE A INNOVATIVE APPROACH TO INFLUENCER MARKETING WITH THEIR OWN RANGE OF INFLUENCERS KNOWN AS THE ASOS INSIDERS. EACH INSIDER POSTS ON THEIR DEDICATED ASOS INSIDER ACCOUNTS DISPLAYING HOW THEY'VE STYLED PRODUCTS TO SUIT THEIR OWN UNIQUE STYLES, THERE IS AN INSIDER FOR EVERYONE.



Sustainability Trend in Fashion



OVER THE YEARS THE FASHION INDUSTRY HAS BUILT UP A HOSTILE REPUTATION IN REGARD TO THE ISSUES SURROUNDING SUSTAINABILITY AND CLIMATE-CHANGE. FASHION IS CONSIDERED TO BE THE **SECOND LARGEST** CONSUMER OF WATER AND TO PRODUCE **10% OF GLOBAL YEARLY CARBON DIOXIDE EMISSIONS** (DAVIS, 2020). THE PRODUCTION OF TEXTILES HAD THE CARBON FOOTPRINT EQUIVALENT TO ALL INTERNATIONAL FLIGHTS AND SHIPPING (GREENPEACE, 2019). WITH THE RISE OF FAST FASHION AND E-COMMERCE, THE DEMAND FOR FASHION TO BECOME MORE ECO-FRIENDLY HAS ESCALATED MASSIVELY. THE NATURE OF FAST FASHION IS TO OFFER BOTH MACRO AND MICRO TREND FOCUSED PRODUCTS, MEANING THERE IS A NEED TO BE EVER CHANGING TO STAY UP TO DATE. THIS LEADS TO CONSUMERS TREATING FAST FASHION PRODUCTS AS DISPOSABLE AS THEY NEED TO KEEP UP TO DATE WITH TRENDS (FLETCHER, 2010). WITH THIS CONSUMER BEHAVIOUR SHIFT THE **NUMBER OF TIMES A PRODUCT IS WORN BEFORE BEING DISPOSED OF HAS DECREASED BY 80%**, LEADING TO MASS AMOUNTS OF CLOTHING ENDING UP IN LANDFILL (GREENPEACE, 2019).

IN RESPONSE TO THESE ISSUES THE TREND OF SUSTAINABILITY HAS SATURATED THE INDUSTRY. HIGH-END DESIGNERS SUCH AS STELLA MCCARTNEY ARE RECOGNISED AS PAVING THE WAY AND SUSTAINABLE FASHION IS NOW TRICKLING DOWN TO HIGH STREET RETAILERS. THE EXCLUSIVE FEELING OF PARTICIPATING IN SUSTAINABLE FASHION HAS FLIPPED TO BECOME A SOCIALLY SHAMEFUL FOR THOSE WHO AREN'T MAKING SUSTAINABLE CONSIDERATIONS WHEN SHOPPING (TRENDRWATCHING, 2020). THESE TRENDS PROVIDE OPPORTUNITY FOR BRANDS TO PROVIDE SUSTAINABLE BASED PRODUCTS OR SERVICES TO THEIR AUDIENCE. HOWEVER, WHEN PROVIDING THESE PRODUCTS OR SERVICES IT'S IMPORTANT TO BE CLEAR AND AUTHENTIC WITH THEIR CUSTOMERS. THE NEGATIVE TREND THAT HAS EMERGED KNOWN AS "GREENWASHING" IS WHEN A COMPANY MISLEADS CONSUMERS WITH THE COMPANY'S ENVIRONMENTAL PRACTICES, LEADING TO THEM NOT TRUSTING THE BRAND OR REMAINING LOYAL.

KEY PARTNERS

- MISSGUIDED WEBSITE (E-COMMERCE)
- MISSGUIDED MARKETING AND SOCIAL TEAMS
- DISTRIBUTION/DELIVERY PARTNER
- INFLUENCERS/ INFLUENCERS MANAGEMENT

KEY ACTIVITIES

- SALES AND MARKETING
- ENCOURAGE CONSUMERS TO INCREASE LONGEVITY OF GARMENTS
- BUILD RELATIONSHIPS AND LOYALTY WITH CONSUMERS
- DESIGNING OF SOCIAL MEDIA CONTENT/ DISPLAY
- CREATION OF QR CODED TAGS

KEY RESOURCES

- STAFF TEAMS TO WORK ON CAMPAIGN STRATEGY AND CONTINUAL UPDATE OF CHANNELS LINKED TO THE QR CODES
- THE ONLINE COMMUNITIES/SOCIAL MEDIA PLATFORMS OF MISSGUIDED
- BRAND'S NETWORK

VALUE PROPOSITION

THE NEW QR INFLUENCER STYLING SERVICE WILL PROVIDE VALUE TO MISSGUIDE'S CONSUMERS BY PROVIDING THEM WITH CONTINUOUS STYLING TIPS FROM RELEVANT INFLUENCERS WHICH HELPS TO BUILD UP A SUSTAINABLE HABIT OF MAKING A GARMENT LAST LONGER.

CUSTOMER RELATIONSHIPS

- A UNIQUE SERVICE THROUGH QR CODES THAT OFFER STYLING TIPS OF CURRENT/RELEVANT INFLUENCERS
- CUSTOMER SERVICE
- A SERVICE SUITED TO CURRENT INDUSTRY TRENDS

CHANNELS

- E-COMMERCE WEBSITE
- BABEZINE (ONLINE MAGAZINE BY MISSGUIDED)
- SOCIAL MEDIA CHANNELS (PRIMARILY INSTAGRAM, FACEBOOK AND TIKTOK)
- EMAIL MARKETING
- WORD OF MOUTH
- EARNED MEDIA VIA SHARES ON SOCIAL MEDIA AND NEWS ARTICLES

CUSTOMER SEGMENTS

- "MY TYPE" - USUAL, LOYAL CUSTOMERS
- "TOGETHER AGAIN" - RETURNING CUSTOMERS, EXCITED BY NEW SERVICE
- "NEWBIES" - NEW CUSTOMERS WHO HAVE COME FROM INFLUENCER MARKETING CAMPAIGN

COST STRUCTURE

- SALARIES - STAFF AND INFLUENCERS
- PRODUCTION
- MARKETING

REVENUE STREAMS

- SELLING OF GARMENTS
- SELLING OF ACCESSORIES THAT ARE USED IN THE INFLUENCER'S STYLING TIPS, CUSTOMERS WILL BE WILLING TO SPEND ON ACCESSORIES AS THEY DON'T NEED TO BE CONSTANTLY BUYING NEW FULL OUTFITS

Value Proposition

PRODUCTS/SERVICES

- INTERACTIVE EXPERIENCE VIA SCANNING QR CODE ON TAG OF GARMENT
- STYLING TIPS FROM CURRENT, RELEVANT, AND POPULAR INFLUENCERS
- PROMOTION OF SUSTAINABLE SHOPPING HABITS
- NEW E-COMMERCE EXPERIENCE

GAIN CREATORS

- MAKE CUSTOMERS FEEL HAPPY WITH THEIR PURCHASES, KNOWING THAT THEY ARE ON TREND AND MORE SUSTAINABLE
- SIMPLIFYING THE SHOPPING EXPERIENCE BY PROVIDING STYLING TIPS AND ADVICE FROM CUSTOMERS FAVOURITE INFLUENCERS

PAIN RELIEVERS

- ADVICE ON STYLING OLD GARMENTS TO NEW TRENDS HELPS SAVE MONEY AND TIME
- INCREASING LIFE OF A GARMENT WILL HELP ALLEVIATE ECO-GUILT AND CREATE SUSTAINABLE HABITS
- NEW RETAIL EXPERIENCE WILL MAKE CONSUMERS FEEL EXCITED ABOUT E-COMMERCE

PAINS

- FEELING STUCK ON HOW TO STYLE THEIR CURRENT WARDROBE
- WANTING TO BECOME MORE SUSTAINABLE BUT ALSO WANT TO STAY IN STYLE
- TOO MANY OPTIONS ON WEBSITE, UNSURE ON WHAT ITEMS TO PICK
- NEED FOR MORE E-COMMERCE EXPERIENCES TO MAKE IT MORE EXCITING

GAINS

- SIMPLIFIES ONLINE SHOPPING AND TRYING TO FIND INSPIRATION OUTFITS BASED ON CURRENT TRENDS
- NEW AND EXCITING E-COMMERCE EXPERIENCE THAT IS UNIQUE
- REMAINING SOCIALLY RELEVANT WITHIN OWN PERSONAL CIRCLE BY KEEPING UP TO DATE WITH FASHION TRENDS WHILE ALSO BEING MORE ECO-FRIENDLY

JOB TO BE DONE

SOCIAL:

- FOLLOWING CURRENT FASHION TRENDS THAT ARE BEING SEEN ON CELEBRITIES, INFLUENCERS AND ACROSS SOCIAL MEDIA
- FEEL MORE CONNECTED TO THE BRAND BY BEING PROVIDED A UNIQUE EXPERIENCE

FUNCTIONAL:

- EASE THE ONLINE SHOPPING EXPERIENCE AS THERE IS A LOT OF CHOICE, UNSURE WHAT IS THE RIGHT TRENDS TO FOLLOW FOR THEM

EMOTIONAL:

- NEED TO FEEL SOCIALLY RELEVANT AMONG FRIENDS AND ON SOCIAL MEDIA BY KEEPING UP TO DATE WITH CURRENT FASHION TRENDS
- WANTING TO MAKE MORE SUSTAINABLE CHOICES AS THEY HAVE ECO-GUILT BUYING MASS FAST FASHION EVERY TREND CYCLE

Babe of missguided

TARGET CONSUMER PERSONA



AGE: 18-25
OCCUPATION: STUDENT OR
ENTRY LEVEL JOB
LOCATION: CITY OUTSKIRTS,
RENTING LOCATIONS
GENDER: FEMALE (SHE/HER)
DEVICES: MOBILE PHONE,
LAPTOP
BUDGET: LIMITED BUDGET



“I love to scroll through Instagram and Tiktok and see what my favourite creators are wearing at the moment. I want to be more sustainable, but I get bored with my outfits easily.”

CONSUMER BEHAVIOUR

SHOPS REGULARLY, EMOTIONAL SHOPPER WHO TRIES TO REMAIN AS RELEVANT AND UP TO DATE AS POSSIBLE. CARE ABOUT HOW THEIR SOCIAL CIRCLE PERCEIVES THEM AND THEIR STYLE. FOLLOWS A LARGE AMOUNT OF INFLUENCERS AND CELEBRITIES ON SOCIAL MEDIA WHO THEY LIKE TO KEEP UP TO DATE WITH.

NEGATIVE TRENDS

- CLIMATE CHANGE CRISIS, THE NEED TO BECOME MORE SUSTAINABLE
- GREENWASHING IN THE FASHION INDUSTRY MAKING IT HARD TO NAVIGATE WHAT IS GENUINE OR NOT
- SOCIAL STATUS AT RISK FROM NOT KEEPING UP TO DATE WITH TRENDS AND NOT BEING RELEVANT

POSITIVE TRENDS

- ONLINE SHOPPING HAS A WIDE RANGE OF OPTIONS
- SUSTAINABILITY BEING AN INDUSTRY TREND MAKES SUSTAINABLE FASHION MORE ATTAINABLE
- E-COMMERCE BRANDS UPDATE THEIR STOCK REGULARLY AND KEEP UP TO DATE WITH TRENDS

HEADACHES

- FEELING OF GUILT WHEN SHOPPING BECAUSE OF SUSTAINABILITY AND SPENDING
- NOT SURE HOW TO START BUILDING SUSTAINABLE HABITS
- GREENWASHING MAKING IT HARD TO NAVIGATE WHAT IS GOOD OR BAD
- GUILTY THAT THEY HAVE GARMENTS IN THE WARDROBE THAT THEY DON'T WEAR

NEEDS

- GUIDANCE ON HOW TO START MAKING SUSTAINABLE SHOPPING HABITS
- PRODUCT OPTIONS THAT SUIT THEIR STYLE AND BUDGET
- WAYS TO RELIEVE THEIR ECO-GUILT
- TIPS ON HOW TO STAY ON TOP OF CURRENT TRENDS

OPPORTUNITIES

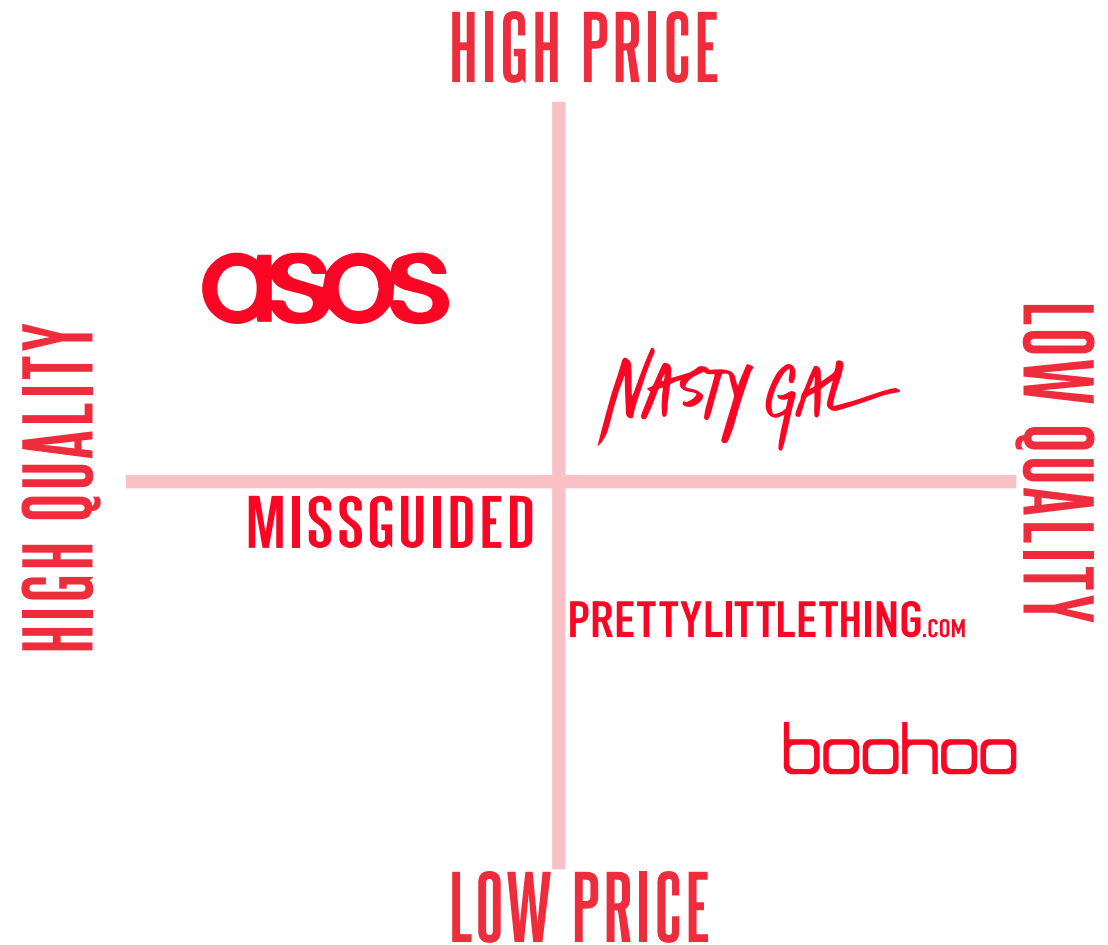
- PROVIDE SUSTAINABILITY AS A SERVICE TO GIVE CUSTOMER GUIDANCE
- ENHANCE THEIR ONLINE RETAIL EXPERIENCE THROUGH NEW INTERACTIONS
- PROVIDE CLEAR AND RELEVANT ADVICE ON CURRENT FASHION TRENDS
- ENGAGE THEM WITH THEIR POPULAR AND RELEVANT INFLUENCERS

Situational Analysis

MISSGUIDED ARE A SUCCESSFUL, FORWARD THINKING FAST FASHION E-COMMERCE BRAND THAT HAVE THE MISSION STATEMENT TO “EMPOWER EVERYONE”, SET UP IN 2009 BY NTIN PASSI. THEIR TARGET DEMOGRAPHIC MAINLY CONSISTS OF MILLENNIALS AND GEN Z CONSUMERS. THE TONE OF VOICE THROUGHOUT THE BRANDS COPYWRITING IS CASUAL, CONVERSATIONAL AND HAS A POSITIVE, FRIENDLY ATTITUDE. THE MISSGUIDED WEBSITE IS CURRENTLY RANKED 456TH

IN THE UNITED KINGDOM AND 25TH IN FASHION AND APPAREL (SIMILARWEB, 2021).

WITH THE CURRENT RISE OF E-COMMERCE MISSGUIDED HAVE COMPETITION WITHIN THE MARKET. THE MAIN COMPETITORS INCLUDE NASTYGAL, PRETTYLITTLETHING, BOOHOO AND ASOS. HOWEVER, MISSGUIDED HAVE UNIQUE SELLING POINTS SUCH AS THEIR ATTITUDE, STYLE, COLLABORATIONS AND INFLUENCER MARKETING TACTICS.



 7.1 MILLION FOLLOWERS

 1.6 MILLION LIKES

 496.4K FOLLOWERS

 67.4K FOLLOWERS

STRENGTHS

- CLEAR, WELL-DEFINED TARGET AUDIENCE
- STRONG ONLINE PRESENCE ACROSS SOCIAL MEDIA PLATFORMS
- FORWARD THINKING DIGITAL AND INFLUENCER MARKETING STRATEGIES
- RANGE OF PRICES THAT SUIT THEIR DEMOGRAPHICS BUDGET
- SUCCESSFUL COLLABORATIONS INCREASING SITE TRAFFIC
- EASY TO NAVIGATE, GOOD UX DESIGN

WEAKNESSES

- CONTRIBUTES TO THE NEGATIVE IMPACT FROM FAST FASHION
- SOME POSTS HAVE LOWER ENGAGEMENT
- LACK OF SUSTAINABLE OPTIONS FOR CONSUMERS
- LACK OF NEW SERVICES OR INTERACTIVE EVENTS ON THEIR WEBSITE

OPPORTUNITIES

- PROVIDE A UNIQUE SERVICE THAT ADDS VALUE TO CONSUMERS
- PROMOTE SUSTAINABLE CONSUMER BEHAVIOUR AND HABITS
- GAIN CONSISTENT ENGAGEMENT ACROSS SOCIAL MEDIA
- ADD EXCITEMENT TO WEBSITE WITH A NEW SERVICE FOR BOTH LOYAL AND NEW CUSTOMERS

THREATS

- LARGE AMOUNT OF COMPETITION FROM OTHER E-COMMERCE BRANDS
- STYLING TIPS OR VIDEOS ACCESSIBLE ACROSS OTHER SOCIAL MEDIA CHANNELS, HOWEVER, WON'T BE SPECIFIC TO CONSUMERS NEEDS
- TRENDS CHANGE AT A VERY QUICK PACE, HARD TO KEEP UP

Objectives

SPECIFIC:

- **VISIBILITY** – THE NEW QR CODED INFLUENCER MARKETING STRATEGY WILL HELP GAIN MISSGUIDED VISIBILITY AS MAKING SUSTAINABLE CHOICES AND MAKE AN IMPACT WITH ITS USERS.
- **BRANDING/BRAND IMAGE** – THE NEW CAMPAIGN WILL MAKE THE ASSOCIATION BETWEEN MISSGUIDED AND SUSTAINABILITY BY PROMOTING A SUSTAINABLE LIFESTYLE/HABITS
- **TRAFFIC/ENGAGEMENT** – WITH THE LAUNCH OF THE NEW SERVICE/CAMPAIGN THE AMOUNT OF TRAFFIC ON THE MISSGUIDED WEBSITE WILL INCREASE AND TIME SPENT ON THERE WILL INCREASE TOO. ENGAGEMENT ACROSS SOCIAL MEDIA PLATFORMS SHOULD ALSO BE BOOSTED.
- **CONVERSION/LEAD GENERATION** – THE NEW INFLUENCER-BASED STYLING TIPS SHOULD CONVERT THE SITE TRAFFIC INTO PURCHASES FROM THE NEW TRENDS THAT WERE SHOWN IN THE CONTENT.
- **BRAND LOYALTY** – THE NEW SERVICE WILL ADD VALUE TO BOTH NEW AND CURRENT MISSGUIDED CONSUMERS, WITH A CONTINUOUSLY UPDATE DATABASE OF STYLING TIPS FROM INFLUENCERS THESE SHOULD ALL BE CONVERTED INTO LOYAL AND RETURNING CUSTOMERS.

MEASURABLE:

- TIME SPENT ON WEBSITE SHALL INCREASE FROM THE CURRENT **00:04:37** (SIMILARWEB, 2021) TO **00:06:00** ON AVERAGE
 - ENGAGEMENT ON SOCIAL MEDIA SHOULD INCREASE BY **20%**
 - SITE VISIT TO PURCHASE CONVERSIONS NEED TO INCREASE BY **10%**
- BRAND LOYALTY WILL INCREASE THROUGH INCREASED VISITS TO WEBSITE VIA QR CODED TAGS, SIGN UPS TO EMAIL MARKETING AND CREATION OF MISSGUIDED ACCOUNTS.
THE NUMBERS AND ANALYTICS FOR EACH GOAL WILL BE CHECKED EVERY TWO WEEKS

ACHIEVABLE:

- THESE GOALS AND MEASUREMENTS WILL BE ACHIEVABLE FOR MISSGUIDED VIA THIS NEW CAMPAIGN AS THEY HAVE ALREADY GOT A LARGE FOLLOWING OF LOYAL CUSTOMERS AND THE INTRODUCTION OF NEW INFLUENCERS WILL INCREASE THIS FURTHER. WITH THE INFLUENCERS CREATING QUALITY, RELEVANT, IMPACTFUL AND ENTERTAINING CONTENT CONSUMERS WILL REMAIN LOYAL AND SPEND LONGER ON THE WEBSITE.

RELEVANT:

- THESE GOALS ARE RELEVANT TO THE CURRENT INDUSTRY TRENDS OF **SUSTAINABILITY, INNOVATION, AND INFLUENCER MARKETING**. THEY ARE ALSO RELEVANT TO MISSGUIDED'S CONSUMER DEMOGRAPHIC AND THEIR NEEDS/WANTS.

TIMING:

- WHILE THE QR CAMPAIGN WILL BE A LONG-TERM MARKETING STRATEGY, THESE ORIGINAL GOALS SHOULD BE ACHIEVED OR EXCEEDED WITHIN THE **FIRST SIXTH MONTHS** AFTER LAUNCH.

Strategy & Tactics



TO CREATE VISIBILITY AND CREATE THE BRAND IMAGE OF MISSGUIDED PROMOTING SUSTAINABLE FASHION HABITS THERE WILL BE SOCIAL MEDIA/ BABEZINE POSTS THAT WILL BE BASED AROUND THIS TOPIC AND WILL BE EDUCATIONAL. THIS WILL BE MONITORED THROUGH GOOGLE ANALYTICS AND THIRD-PARTY SOFTWARE TO GENERATE SUCCESSFUL **SEO AND KEYWORDS.**

THE INCREASE IN ENGAGEMENT ACROSS SOCIAL MEDIA WILL COME FROM A DETAILED AND WELL-STRUCTURED SOCIAL MEDIA STRATEGY AND SCHEDULE. THESE WILL FOCUS ON THE FOUR PILLARS: **SUSTAINABILITY, INFLUENCERS, STYLING AND PRODUCT.** TO INCREASE ENGAGEMENT THERE WILL BE A HASHTAG CAMPAIGN ALONGSIDE TO CREATE USER-GENERATED CONTENT.

MARKETING MIX

PEOPLE:

- TARGET CONSUMER/CURRENT CONSUMERS
- STAFF THAT WILL BE INVOLVED IN NEW CAMPAIGN
- INFLUENCERS

PRODUCT:

- QR CODED PRODUCT TAGS THAT GIVES CONSUMERS ACCESS TO ADVICE FROM INFLUENCERS ON HOW TO STYLE THEIR GARMENT TO SUIT CURRENT TRENDS
- PROMOTING INCREASING THE LIFESPAN OF A PRODUCT

PRICE:

- THE NEW QR INFLUENCER SERVICE WILL BE FREE TO USE, HOWEVER CONSUMERS WILL NEED TO HAVE PURCHASED THE ORIGINAL ITEM TO ACCESS THE QR CODE

PROMOTION:

- DISPLAY ADS
- SOCIAL MEDIA MARKETING STRATEGY
- INFLUENCER MARKETING

PLACE:

- MISSGUIDED WEBSITE
- MISSGUIDED APP
- MISSGUIDE'S SOCIAL MEDIA PLATFORMS

PERSUASION:

- SOCIAL MEDIA MARKETING
- SUSTAINABILITY FOCUS/COMMITMENT
- INFLUENCER MARKETING
- EARNED MEDIA

Action Plan

GOAL 1	ACTION STEPS	ROLE RESPONSIBLE	COMPLETION
VISIBILITY	PAID AD (FACEBOOK)	ADVERTISING/MARKETING	✓
	PAID AD (INSTAGRAM STORY)	ADVERTISING/MARKETING	✓
	PAID AD (INSTAGRAM FEED)	ADVERTISING/MARKETING	✓
	PAID AD (TIKTOK)	ADVERTISING/MARKETING	✓
	INFLUENCERS PAID POSTS	ADVERTISING/MARKETING	✓
GOAL 2	ACTION STEPS	ROLE RESPONSIBLE	COMPLETION
BRAND IMAGE	BABEZINE BLOG POST	DIGITAL MARKETING/COPYWRITING	✓
	PRESS KITS FOR MEDIA	PR/MARKETING	✓
	PHOTOGRAPHY FOR MEDIA AND WEBSITE	DESIGN/CREATIVE	✓
	EDUCATIONAL SUSTAINABILITY BASED IGTV	SMM/GRAPHIC DESIGN	✓
GOAL 3	ACTION STEPS	ROLE RESPONSIBLE	COMPLETION
ENGAGEMENT	5 INSTAGRAM STORIES DAILY (AT LEAST 2 INTERACTIVE)	SMM	✓
	HASHTAG CAMPAIGN	SMM	✓
	ENGAGING WITH COMMENTS	SMM	✓
	RELEVANT HASHTAG GENERATION	SMM	✓
	SCHEDULE TWO WEEKS WORTH OF FEED POSTS	SMM/GRAPHIC DESIGN	✓
GOAL 4	ACTION STEPS	ROLE RESPONSIBLE	COMPLETION
LEAD GENERATION	ANALYTIC REPORT OF SITE	MARKETING	✓
	SEO/KEYWORD REPORTS	SEO	✓
	UX DESIGN FOR NEW SERVICE	UX/WEBSITE DESIGN	✓
GOAL 5	ACTION STEPS	ROLE RESPONSIBLE	COMPLETION
BRAND LOYALTY	EMAIL MARKETING	MARKETING	✓
	INFLUENCER SCOUTING	PR/MARKETING	✓
	REPLYING TO DIRECT MESSAGES	SMM	✓

Influencer scouting



LYDIA ROSE

@FASHIONINFLUX

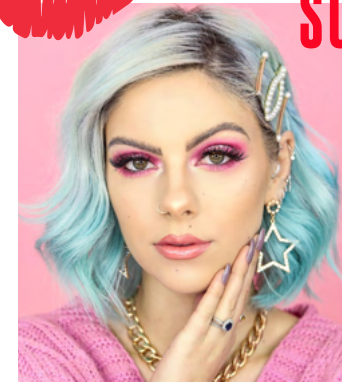
FOLLOWERS: 2.9MILLION
GENRE: FASHION INSPO
LOCATION: UK BASED
ENGAGEMENT RATE: 2%



DANIELLE MARCAN

@DANIELLEMARCAN

FOLLOWERS: 1.2MILLION
GENRE: BEAUTY&FASHION
LOCATION: UK BASED
ENGAGEMENT RATE: 6.2%



SOPHIE HANNAH

@SOPHIEHANNAH

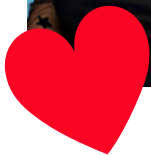
FOLLOWERS: 2.9MILLION
GENRE: FASHION INSPO
LOCATION: UK BASED
ENGAGEMENT RATE: 4%



CALLIE THORPE

@CALLIETHORPE

FOLLOWERS: 259K
GENRE: LIFESTYLE
LOCATION: UK BASED
ENGAGEMENT RATE: 2.1%



ESTARE

@ESTAREGRAMS

FOLLOWERS: 331K
GENRE: BEAUTY&FASHION
LOCATION: US BASED
ENGAGEMENT RATE: 2.4%



JASERAH

@SIMPLYJASERAH

FOLLOWERS: 241K
GENRE: MODEST FASHION
LOCATION: US BASED
ENGAGEMENT RATE: 2%





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MG FITS



MENTAL H...



FUN



Get To Kno...



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