

SOGFASH



Social Growth
for Circular
Fashion



Co-funded by
the European Union

Partners



Co-funded by the European Union. However, the views and opinions expressed are solely those of the author or authors and do not necessarily reflect those of the European Union



**Co-funded by
the European Union**



This work is licensed under a Creative Commons Attribution 4.0 International License .

Promotion & Marketing



Co-funded by
the European Union



Table of Contents

- Learning Objectives
- Introduction
- Consumer Analysis
- Show-casing
- Market Testing
- Go To Market
- Case Study
- Training Material and Exercices
- Target Group



Soft skills

Communication skills

Knowledge on different cultures

Different way of thinking

Problem analysis

Overcome problems



Introduction

Consumer profile analysis

Through this session the participants will gain more knowledge on the topic of consumer analysis and understand why it is important.

Showcasing

In this session participants have the chance to achieve knowledge on how you can present your work and why that is important.

Market Testing

In this session it's important to acquire knowledge on marketing methodologies that provide you with the needed information about what a consumer believes about your business.

Go to market

This session is more theoretical since it provides to participants knowledge on terminology used in big marketing companies.



Consumer Analysis

A customer profile is a description of your company's ideal customer, created with information you've collected or sourced. A customer profile goes into detail about your customers' likes, dislikes, personality traits, behaviours, purchasing habits and more.

Consumer analysis (or buyer personas) are designed to help you understanding who your ideal customers are. By doing so, you can craft marketing messages that address their challenges and needs, and attract them to your business. Customer profiling helps companies understand who needs their products or services and the factors that govern purchasing decisions. Businesses can use this to inform sales and marketing strategies across the customer lifecycle.

When you're working on your customer profile, these are some of the questions to bear in mind that might need to be answered by your data:

- What are the characteristics of my target audience?
- What motivates my audience?
- Where does my target audience live?
- What type of messaging does my ideal customer engage with?
- How does my target audience interact with a business like mine?
- What products and services does my target audience buy?
- What kind of purchasing journey matters to my audience?
- What types of advertising does my audience consume?
- What type of content does my ideal customer want?

Unfettered Women

Gender- Female
Age- 19-27 y/o
Economic Status- Upper middle Class
Hobbies- Painting, Exploring and experimenting new things, Photography, enjoys dressing up.
LifeStyle- Prefers fine dining, career driven and ambivert who enjoys company of oneself and others too.
Psychological Profile- Any women with a free high spirited mood, willing to explore life. Who grows as a person and have a positive outlook towards life.

Charismatic

CLIENT

BOARD

Consumer Analysis

The difference between CRM and ICP

(CRM) is the customer relationship management, which is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simply to improve business relationships to grow your business.

Free CRM softwares to use -

- EngageBay for all-in-one business capability.
- Bitrix24 for businesses with a lot of users and contacts.
- Zoho CRM for scaling your business.
- HubSpot CRM for integration with your other apps.
- Capsule for project management.
- Vtiger for inexpensive upgrade options.

As for ICP, it is the ideal customer profile which defines the firmographic, environmental and behavioral attributes of accounts that are expected to become a company's most valuable customers.

An ideal customer profile (ICP) in B2B marketing refers to your perfect client who benefits from your product or service the most. Your ICP helps create focused sales and marketing strategies and identify the most qualified leads, resulting in more profit for your business.

Additionally, another business will have already created the goods or services they require by the time you learn about your ICP.

Timing is crucial in today's market when trying to get an advantage. You may quickly change your ideal profiles over time, find new markets, and learn how to better service your current clients by using a CRM system to create an ICP.

B2B is more frequently used because : Business-to-Business describes companies that sell products and services to other companies. Marketing agencies, vendors that sell HR software and manufacturers are examples of B2B organizations. B2C: Business-to-Consumer describes companies that sell straight to end customers and in our case as said marketing agencies choose B2B since they sell to other companies .

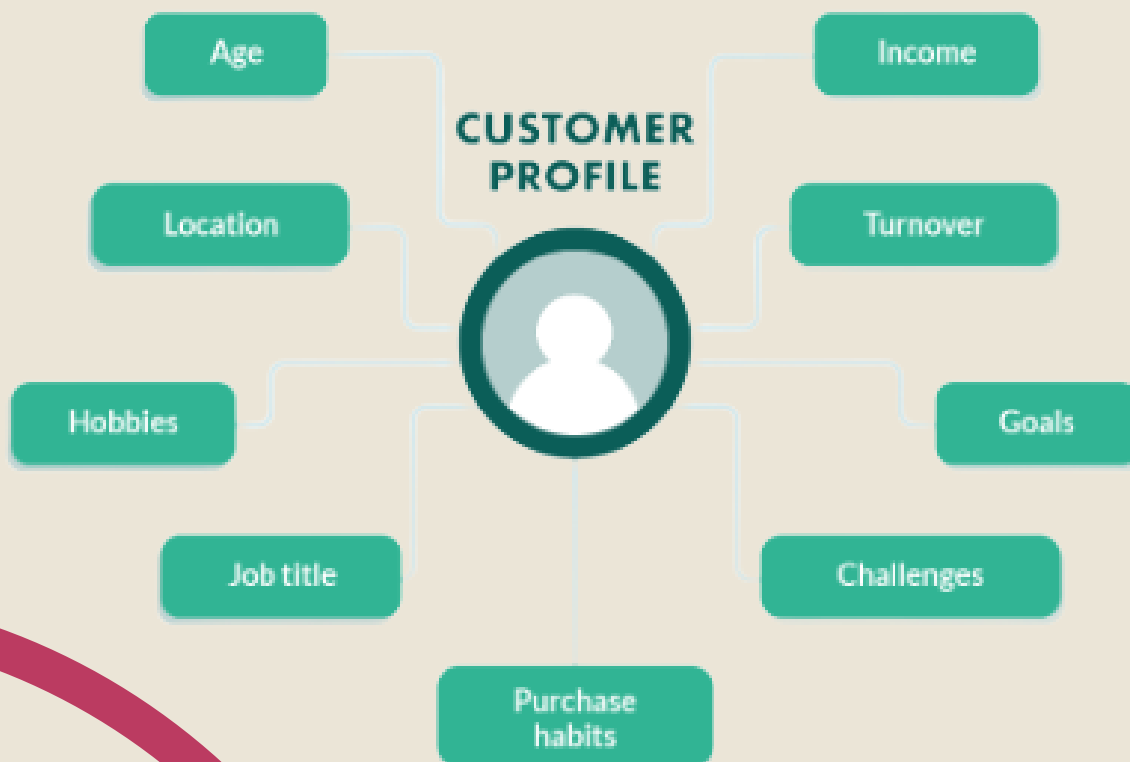


Consumer Analysis

Segmenting your ideal customer profiles to make your B2B targeted marketing even more precise is an advantage of doing a customer profile analysis using the CRM software.

The practice of using information from your CRM and other resources to improve business decisions is known as customer profile analysis. A customer profile analysis is frequently a necessary component of a business strategy for individuals looking for investors and funding.

You can comprehend your clients better by researching them and creating various ideal buyer personas.



Showcasing

The act of efficiently showing a product in order to attract attention and win over customers is known as product showcasing. Showcasing might take place in the real world or online in the current technology era. A 360-degree rotation of a product on an e-commerce site is a frequently used product illustration.

The graphic design company with the largest selection of website design and graphic design services in the nation is Dynamic Digital Advertising (DDA). DDA has a lot of experience showing products. To professionally showcase a product on the Internet, DVD or CD-ROMs, and multimedia PowerPoint presentations, DDA can digitally record and photograph objects or produce a computer-generated 3D image.



Showcasing

How to create an event?

You can create an online event just adding the hour and day in Google Calendar. But if you are looking for planning an event, you should do the followings steps:

1. Define goals and objectives.

Before jumping right into the logistics like venue or speakers, you should spend time identifying the purpose and reason for planning this event. You should answer these questions:

What are the ultimate goals for this event?

Next, what are the objectives?

2. Establish a budget.

Creating a budget is an essential early step in event planning that helps to clarify other aspects of your plan. Additionally, establishing a budget helps to avoid unwanted surprises (like running out of money for decor, etc.). You will be more successful if you map out your entire budget in advance, continue to update as you finalize variables, and stay very close to the process.

3. Build your team.

According to Eventbrite, only 12% of events have teams of ten or more people and the most common number is 2 to 5 employees (45% of events), so often individuals wear multiple hats. If you're among the few that have 5+ team members, here's a look at how roles are typically distributed:

1. Project Manager
2. Venue/show floor
3. Scheduling
4. Creative design
5. Marketing and Communications
6. Registration and Check-In
7. Sponsorships



4. Pick your venue and date.

Choosing your venue and date for your event are two major considerations that will shape the rest of your project plan.

Showcasing

5. Develop event branding.

From the event name and theme to the event website design and on-site look and feel – your event’s branding sets the tone for your event.

When thinking of event branding, it typically includes:

- Event name.
- Theme.
- Logo, colors, typography.
- On-site decor, email, signage, and more.

6. Plan your program.

Set your agenda as early as possible! Is there a keynote speaker? Will there be an extra day or evening planned just for your sponsors? Will there be a single “track” of workshops and talks, or will attendees have the choice to choose between multiple sessions at a given time? As you answer these preliminary questions, you can begin to build a high-level view of your event program. Plan your program.

7. Confirm sponsors, exhibitors, and speakers.

If you’re hosting a large-scale event, you’ll most likely want to get others involved to offset costs and showcase multiple voices from the industry. Speakers, sponsors, and exhibitors are common ways to add value for your attendees and can offset costs.

8. Identify and select tech tools.

Technology is improving the event space for both organizers and event-goers. When mapping out your next event, you’ll want to identify your technology needs and implementation timelines. Certain technologies will need to be implemented far before the event, while others can hold off until closer to the big day(s).



Showcasing

1- What types of events exist ?

There are online and physical events, some examples are:

- Conferences
- Trade Shows and Expos
- Marketing Events
- Webinars
- Private Events
- Sales Kick-Offs

2- How to plan and master a publicity event?

Begin by Creating a Publicity Plan

1. Clearly define your goals.
2. Identify your target audience(s). ...
3. Consider the most effective techniques to reach each target audience....
4. Diversify your publicity outreach. ...
5. Include electronic media in your plan.
6. Determine resources (including personnel) needed to accomplish your goals.



Showcasing

3- How to calculate a budget?

1. Calculate your net income.
2. List monthly expenses.
3. Label fixed and variable expenses.
4. Determine average monthly costs for each expense.
5. Make adjustments.

4- How to evaluate if the event was successful?

The Number of Tickets Sold and Check-Ins

The first measurable number indicating the rate of success of any event is the number of tickets that are being sold. Also, it is prudent to look at the check-ins made by people attending the event. It is usual for some ticket buyers to miss the event.



Market Testing

According to Entrepreneur’s encyclopedia definition, Market Testing is defined as a way “to test multiple marketing scenarios and select the most promising for expansion.”

In layman’s terms, market testing is a way to test the waters to see how well a product, service, or offering will perform...or not.

How to test the market for a business?

You can evaluate the viability of your product in many ways. For example, paid surveys, market research mobile apps, consignment testing, and freelance market researchers are all cost-effective ways to test-market your product. It pays to get real-world feedback before launching a new product.



Market Testing

Market testing itself is made of trials of research that aim to answer surveys or questions such as:

- What is the demand for my product or service?
- Who are my customers? What do customers think about my product or service vs. my competitors?
- What are the projected sales figures within a market for my product or service?
- Where and how can customers buy my product or service, so I can establish effective distribution and marketing channels?
- What's the optimal price point?
- Who is my competition?
- What legal obstacles stand in the way of launch?
- Which sales, advertising, display, and promotion method(s) are the most effective?

There are three types of test markets: Standard test markets, controlled test markets, and simulated test markets. Marketers of consumer packaged goods are the primary users of test markets.

10 WAYS TO TEST YOUR MARKETING IDEAS

- **DO A SOCIAL MEDIA TEST.** Test your marketing idea using social media. ...
- **CUSTOMER SURVEY.** ...
- **PERSONALLY ASK CUSTOMERS.** ...
- **HOLD A FOCUS GROUP.** ...
- **A/B TESTING: TEST YOUR CREATIVE.** ...
- **WHAT'S THE COMPETITION DOING?** ...
- **DON'T REINVENT THE WHEEL, JUST SPRUCE IT UP A BIT.** ...
- **FOCUSED TRIAL CAMPAIGN.**



Market Testing

Market testing also aims to consider tools like social media tools:



Go To Market

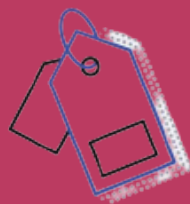
The goal of go-to-market, also known as go-to-market strategy, is for a business to deliver its distinctive value proposition to clients while gaining a competitive edge. The end result of giving a better product and/or more affordable pricing is to improve the overall customer experience.

When properly implemented, the GTM approach will bring all stakeholders together and develop a roadmap to make sure each one accomplishes the objectives and milestones set forth, paving the way for market success.

What Is Marketing?



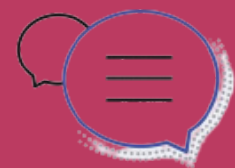
Product



Price



Place



Promotion

 Investopedia

Go To Market

About mobile applications for sell, we can find diverse of this type but in concrete for little business that are in development, the best ones are:

- Magento
- Shopify
- Prestashop
- Wix Stores
- Opencart

opencart 



PrestaShop

Wix Stores



shopify



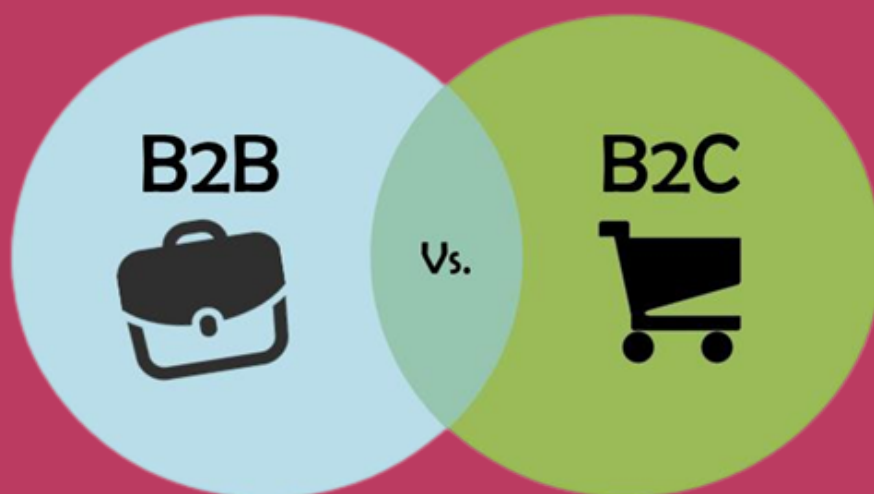
Go To Market

Sales channels:

A sales channel is a path that a business takes to reach its end customers in order to sell them a product or a service, either directly or indirectly.

Some examples are: traditional marketplaces, ecommerce, wholesale, mobile apps, etc. We found here the B2B (business to business) and B2C (business to customers).

The main difference between B2B and B2C businesses is their intended customers. B2B sells to businesses that resell the products while B2C sells directly to the end consumer. Key messaging for B2B zeroes in on what your product can deliver to their business.



Nowadays the more influential sales channel around the world is Vinted.

While there are various other similar apps like Depop that you can use, Vinted offers a really good buying and selling experience which is easy to use and make additional income from. If you are someone who would love to resell your clothing and other items online Vinted is a great place to start.

Vinted has the most popular categories which are women's and kids' clothing, though you can also sell other small, post-able items, including toys, toiletries and homeware.

Vinted



Case Study

Co-creation fashion brands: a case study

Portugal

2020

The purpose of this study is to understand co-creation and perceive potential benefits and constraints that might affect consumers and brands, having into account the available literature. There is also the need to know more on how fashion brands, already working with co-creation, are managing their business and what the adopted guidelines namely are, Threadless and Awaytomars, as well as, how and in which way they are creating new products and value with consumers benefiting themselves and the consumers in the process.

Design / Methodology / Approach: The theoretical research approach for this study is based on the literature review method and based on scientific papers from journals mainly related with fashion. To better complete the literature review, a case study of co-creative fashion brand must be included in the research. Based on a descriptive and exploratory approach. This case study must include several entities and different processes. Having into account a qualitative methodology, the case study method must consist of a complete and detailed examination of the entities.

Findings: This study allowed understanding that the consumer/community-brand interaction is the basis of co-creation and the creation of value and also the mean to create products in line with the consumers' needs and desires while giving them an experience during the process.

But for that there is the need for the brand to hear the consumer and understand their expectations and motivations in order to create the right co-creation experience or have the risk to fail and to loose consumers' support for the process, even more, when the consumers' engagement will only happen if the process is considered rewarding and worthy time-wise.



References:

http://gfc-conference.eu/wp-content/uploads/2020/11/MARTINS-ET-AL_Co-creation-fashion-brands-a-case-study.pdf

<https://www.investopedia.com/terms/b/btoc.asp>

<https://guidebook.com/mobile-guides/event-planning-guide/>

<https://www.googleadservices.com/pagead/aclk?>

https://www.semrush.com/blog/best-crm-for-small-business/kw=&cmp=EE_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=631551526548&kwid=dsa-1941932856197&cmpid=18361923498&agpid=143776559220&BU=Core&extid=60162843696&adpos=&gclid=CjwKCAiAnZCdBhBmEiwA8nDQxQF6v3LfxuhxCutYZK8nk9igBhUg63CcCYg7-nd-QWamtZWbHPGwjRoCNUgQAvD_BwE

<https://www.askattest.com/blog/guides/customer-profiling-template>



Co-funded by the European Union. However, the views and opinions expressed are solely those of the author or authors and do not necessarily reflect those of the European Union



**Co-funded by
the European Union**