



Digital Marketing Strategy: Building an influencer product line

Converting influencer's successful personal brand
into an independent product line

Motivation

From the influencers point of view, coming out with a product line is appealing for it allows them to create and market **a product that is fully aligned with their personal brand and values**. Furthermore, form **a closer connection with their audience**, and **evolve as a professional**.

From the brand developers point of view, the influencer's brand and platform, grant **an opportunity to go large right from the beginning** .

However, not all influencers, are able to convert their audience into buying customers for their brands. Especially now, that the space is becoming more oversaturated, are more and more influencer brand launches failing to meet their expectations.. That is why, we wanted to investigated the ways an influencer brand can be launched successfully, and present a digital marketing strategy for it.

Drawing initial insights from successful cases

Gisou by Negin Mirsalehi

Gisou was founded in 2015, with the idea of combining Mirsalehi personal family background in beekeeping with her own expertise in beauty, especially haircare. Since the start of her influencer career, Mirsalehi has been recognized for her beautiful hair, and her tips for caring for it. Thus, the hair care line, perfectly fit Mirsalehi audience's interest. The Gisou formula utilizes her family farms honey, with other natural ingredients, and effectively aligns with the trends of sustainability and natural beauty products.

: Strong origin story, tie to audience.

Djerf Avenue by Matilda Djerf

Djerf Avenue was founded in 2019, and in many ways represents a continuum to Matilda Djerf personal brand, in aesthetics and values.

Sustainability is at the front and center of the brand. The garments are produced in small drops, akin to capsule collections. The designs, although youthful, through their simplicity aim for timelessness. The idea is to promote longevity in clothing, instead of fast fashion practices. Inclusivity is considered by having a full range of sizes available. Photo retouch is limited, as to represent more realistic beauty standards.

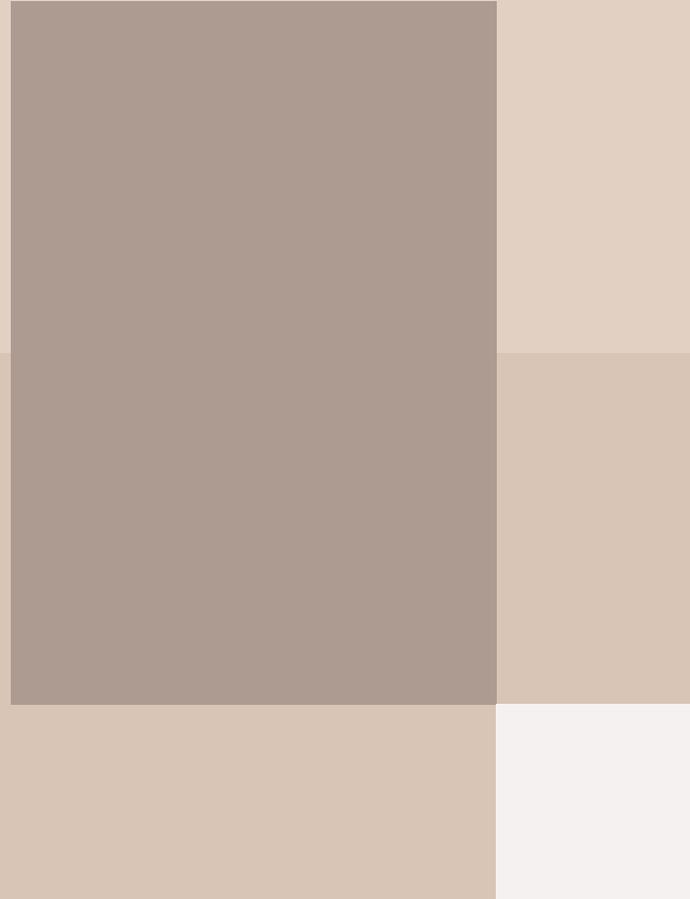
: Coherent brand values

Toteme by Elin Kling

Toteme was founded in 2014, and from the beginning very independently. Kling did not want the brand to be synonymous with her. Instead of heavily leaning into elin Klings personal brand and reach, it has leveraged wholesale stockists such as Net-a-Porter and Brown. Partnering with well-known luxury sites, has rendered Toteme a credibility superior to just an influencer brand.

: Independence, credibility

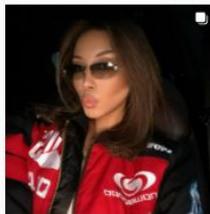
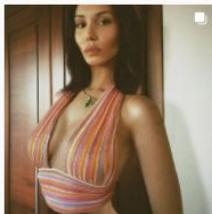
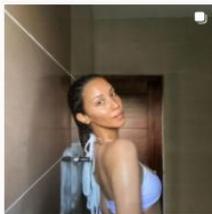
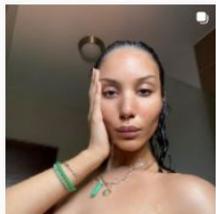
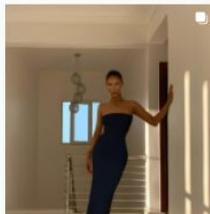
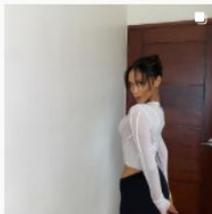
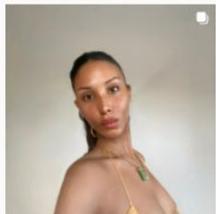
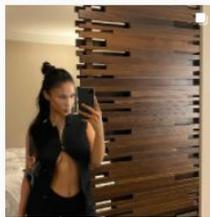
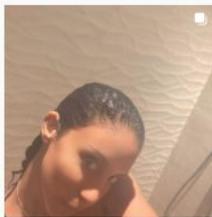
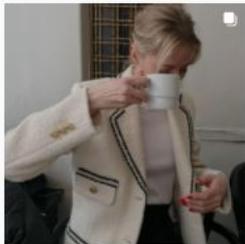
Background

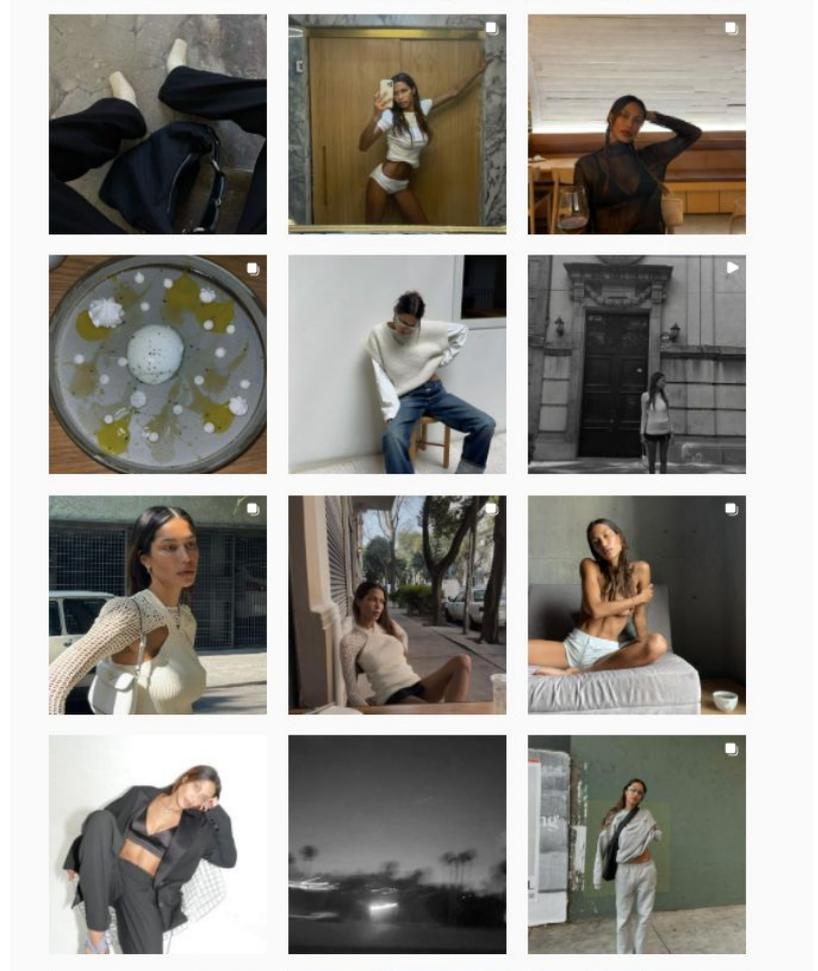
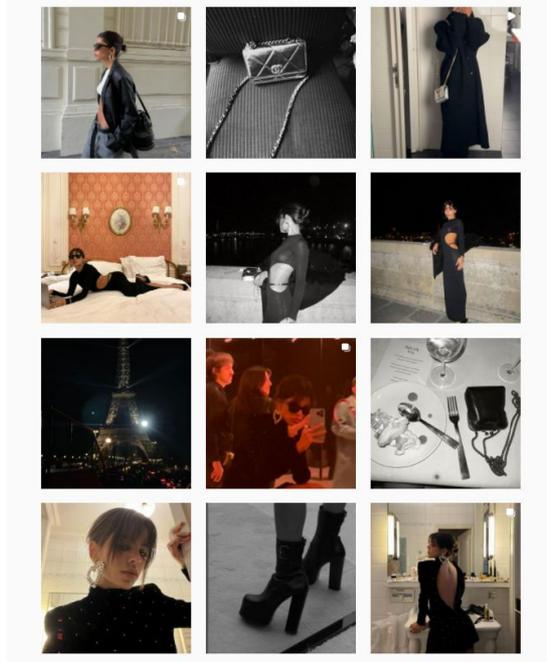


Influencer behind the brand and their audience

Elena is a 30-year-old influencer, with a longstanding blogging background and a **close, personal relationship with her audience**. Her aesthetic is soft, easy-going, and **sensual**. She often promotes **sustainable brands**, second-hand buying and an overall, **environmentally conscious lifestyle**.

As of right now, Elena has **120 000 followers**. **Her following is largely nordic**. 40 percent of the followers come from from Finland, whilst 20 percent from Sweden, 10 percent from Denmark, and 7 percent from the UK. Currently her **overall engagement, is 3 percent**.





Background: The Brand

Elena's brand focuses on a **curated selection of knitted and crochet clothing**. The brand's values align with Elena's own: the products are made from **sustainable and durable materials**, and **designed to last time**. The selection will always remain as carefully selected products and will aim to not overproduce. Since the start, the brand was made **inclusive to all backgrounds and sizes** which is also visible in the brand's marketing campaigns and efforts.

The brand was initially launched in fall 2021, so the company is still in its early stages. The launch turned out to be a success for which Elena's existing community created a solid base for. At the moment the company employs one person in addition to Elena.

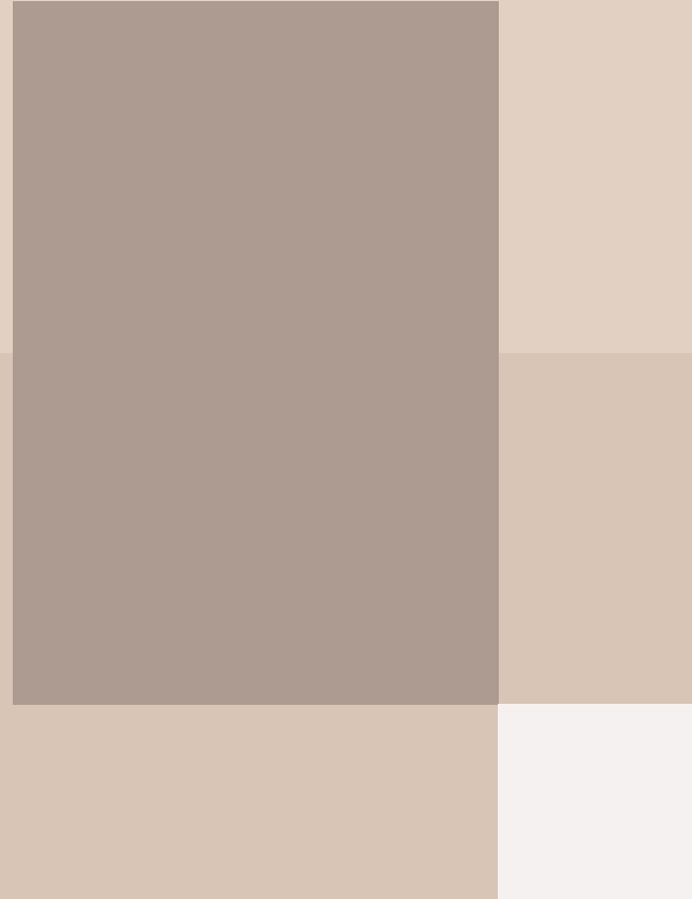


Customer persona

To better understand who the company should be marketing to, we have defined the brands audience / customer persona:

“The typical customer of the company is woman between the ages of 18-35. They want to express themselves through clothing and want their clothes to be fun and bring them happiness. However, they also want to do it in a sustainable way – it’s important that their clothes last time. They have sustainable values in other aspects of life as well.”

Business and marketing goals



Business Goals

After the launch, it's now important to raise business to the next level to evolve in the competitive industry. Since the company is new, the most significant aspect is to focus on growing and of course break even financially.

Some key business goals set for this year:

- Increase sales and reach revenue of 100k€
- Grow organization by employing 2-3 people
- Drop new items throughout the year
- Strengthen the company's brand
- Reach new audiences and aim for personal customer service
- Involve the brand's online community to product development

In the long run, the aim is to become a well-known, self-standing brand that is able to be comprehensive as its own as well.

Digital Marketing Goals

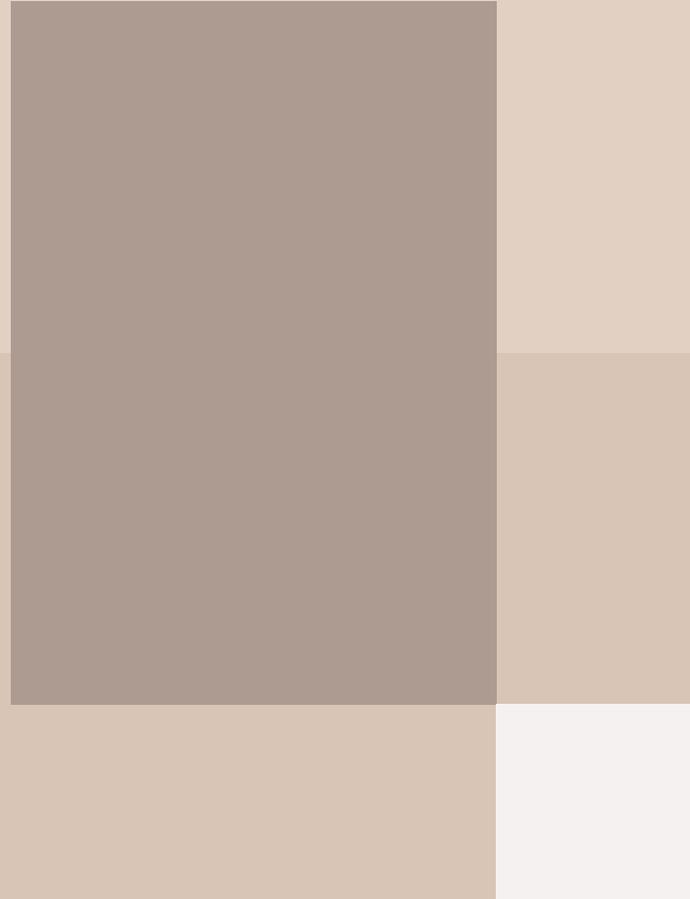
Since the company is still in its early stages and all business is happening online, the marketing efforts should **focus on digital**. We also want to build on the strong connection and knowledge the founder has with their audience. All marketing communication should **align with the brand's values**.

To reach the business goals, we suggest the following key goals for marketing :

- Increase brand awareness through social media and other channels
- Start enforcing marketing automation tools for retargeting
- Create new ways of marketing communication like newsletters about new drops and the brand in general
- Increase active communication in social media with the community

Media Plan & Channels

Based on the set marketing goals, we created a media plan and suggest focusing on the following channels for it.



Own media channels

It's important to keep developing a fresh and modern look for the **company's website** which also includes the online store → key place for purchase

Since the foundation of the company and its audience comes from the founder's social media, namely **Instagram**, it's crucial to keep improving communications there:

- Inform new product drops
- Sharing inspiration and customers' content
- Product development (polls, Q&A's, etc)
- Keep building a strong connection with not just between the founder and the audience but also with the company

Content marketing

Throughout the brand's channels, we want to utilize a content marketing approach, delivering content that draws the consumers to visit and spend time on our platforms. Producing content in collaboration with key opinion leaders, will also help to build credibility for our new brand.

- Styling videos on instagram stories and youtube, embedded to the e-commerce site also.
- Visually engaging photography, that inspires beyond just selling a garment.
- Participating in public discussions that align with the brand values for the purpose of providing educational material for the public.

SEO & SEM

For search engine optimization, we want to emphasize the next aspects:

- Aiming for core web vitals, loading, interactivity and visual stability
- Formatting the page text to capture passage and snippet searches
- Utilizing keywords that respond to consumer search intent
- Mobile optimization

In paid search engine marketing, we will utilize these tactics:

- Pay-per-click (PPC) advertising
- Optimizing for relevant high-volume and low-competition keywords
- Building for a high quality score by following the click through rate, key word and account structure

Paid Social Media Ads

In addition to the organic reach, we will also want to utilize paid social media advertisement, since its proven to be an effective strategy for building recognition amongst consumers previously unfamiliar with the brand.

Moreover, it allows to target audience, instead of only media. The data-based real-time bidding (RTB) essentially, will make sure the ads reach the right people at the right time in the most cost-effective manner.

Marketing funnel

To articulate the digital marketing strategy more clearly, we created a marketing funnel with some examples based on the REAN model.

Reach

SEO & SEM

Paid social media
advertising

Engage

Instagram

Community
building

Activate

Promote new
drops on website
& Instagram

Nurture

Encourage
participation
in product
development

Sharing content
with the products

Marketing metrics

In order to see how we have succeeded in our marketing efforts, we have set up key metrics and KPIs to follow. However, since there isn't too much previous data to compare to, it's also crucial to critically evaluate throughout the year these metrics in fact are the best ones.



Digital Marketing Metrics

Web Analytics (Google)

Site traffic

Conversions

- Instagram → Website → Purchase
- Google (SEO) → Website → Purchase
- Bounce rate

Paid Ads (mainly Instagram)

Reach

Impressions

Awareness

ROI

Thank you!

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