



Social Media Marketing Strategies Adopted by Fashion Brands

¹*Ms. Ruchika Chambhare*, ²*Dr. Nilesh Anute*

¹Research Scholar, ASM Group of Institutes, Pune

²Associate Professor, ASM Group of Institutes, Pune

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ABSTRACT

Websites for local social networking provide a means of social interaction. By connecting with consumers on a deeper level, these new mediums gain their trust. If a rival is making waves with its services and products, it is unaffordable to have no presence on social media. International businesses have seen social media as a possible mechanism for promotion and have embraced it to bolster their marketing efforts. Various businesses are integrating social media into their marketing plans to engage with their consumers and prospects. Social media is an emerging phenomenon in company marketing and public relations (PR). Social media can be utilised for a range of marketing and communication tasks, including customer management, public relations, sentiment analysis, marketing communications, and marketing intelligence. This study report aims to assess social media's suitability for business marketing and PR initiative.

Keywords: Social media, Marketing Strategies, Fashion Brands, Social Networking, Brand Ambassador, Marketing Campaign.

Introduction

The product and services provided by social media platforms and websites are promoted by social media marketing. Social media marketing is favoured by both the researchers and the marketers, they are found in two types i.e. e-marketing and the digital marketing. Social media marketing helps to address the stake holders of most of the companies. Social network provides advertisers with information about the likes and dislikes of their customers by using various apps like Instagram, Facebook, twitter, snapchat, Pinterest, etc. Web consumers locate fashion brand's website in large part thanks to social media. It successfully directs consumers from social media to your website to make clothing purchases with a sound plan that often involves paid marketing. Fashion companies have historically used aggressive marketing tactics. Additionally, one must have a potent social media marketing plan if they really want to succeed in the fashion industry.

One of the most attractive brands runs in some of the most competitive sectors. There are ways to make social media marketing for fashion firms more powerful, despite the fact that technology is advancing and driving brands to maintain their top rankings. The visual appeal of a fashion brand is its greatest strength. They need to be visually represented in order to engage with their audience. Social media is a vast topic, particularly if you concentrate on the fashion business. Fashion brands must keep an eye on several social media accounts, create various content types, and collaborate with various social media influencers. The online environment is the finest area to develop your brand's reputation and draw in potential shoppers who seem to be interested in your product. Your department of fashion marketing will be overworked! Brands need assistance if they want to manage a successful fashion social media strategy.

Owing to the fact that so many individuals use social media, bringing in new clients is not difficult. Any visitor can become a passionate patron if three things are present: per use, high quality, and frequent posts on the fashion market. By showcasing different designer collections, you may draw in more customers and increase their involvement through exclusive offers and discounts. The majority of people only learn about the newest clothes and design trends through social media. It functions as word of mouth and allows any topic to quickly spread. The likes, shares, comments, and other actions on your business pages will have a significant impact on how people choose to spend their money.

Social media helps any business succeed for this crucial reason. The target market for the fashion business is Millennials, and social media offers a tailored platform where fashion companies can target audiences based on factors like gender, age, region, hashtags, and much more. Moreover, tracking user behaviour patterns online is quite simple. You can promote your business and target the especially the right using these signals.

About Fashion Brands: The term "fashion brand" encompasses all brands in the fashion industry. Quick change is characterised and deepened by the crises and failure of the fashion industry. Still, the fashion market is one of the most important consumer goods markets with a full positive growth curve. Leading social media like Facebook, Instagram, Twitter, Pinterest, YouTube, Snapchat, TikTok, and LinkedIn. Leading Fashion Brands like Burberry, H&M, Chanel, Nykka, My Glam, Lakme, Nike, Calvin Klein, Louis Vuitton, Gucci, Prada, Adidas, Zara, Armani etc.

Key elements of fashion brand social media strategy used are- Identify the suitable platforms. Create Facebook and Instagram stores. Develop a consistent posting schedule. Make influencer marketing strategies. Repost consumer content. Use hashtags related to fashion. Adopt trendy themes or events. Put customer service first. Evaluate consumer satisfaction. Focus on advertising.

Literature Review

- Chu, Shu-Chuan(2011), in his research paper entitled, “Viral advertising in social media”they observed that, Participation in Facebook groups and responses among college-aged users. “College-aged Facebook group members” expose more about themselves and have more favourable attitudes toward social media and fashion brand advertisements. Participation in Facebook groups, however, has no impact on how users pass on viral online ads. These findings have managerial and theoretical impacts for Facebook viral advertising.
- Curran, Kevin, Sarah Graham, and Christopher Temple(2011) in their research paper “Advertising on Facebook.” International Journal of E-Business Development.They observed that, one of the least expensive and most targeted forms of advertising is social media marketing. As more fashion brands learn about this innovative advertising strategy, it will get harder to stand out. Even though social networking sites like Facebook and Twitter offer plenty of room for marketing, getting noticed can be challenging.
- Paquette, Holly, (2013) in her study entitled "Social Media as a Marketing Tool: A Literature Review". She observed that,Social networking sites have evolved into a channel for retailers to expand their marketing campaigns to a wider audience in today's technologically advanced world. Social media marketing is described by Chi (2011, 46) as a "link between brands and consumers, [while giving a private channel and currency for user-centred social interaction and networking. The strategies and instruments for consumer communication have changed significantly since the due to the rise of social media, businesses must learn how to use it effectively. That aligns with their business strategy (Mangold and Faulds 2009). This is particularly accurate for companies successfully targeted a competitive edge.
- M.S. Subash Chandra Bose, B.com (P. A) Student, Dr.G.R.Damodaran College of Science, Coimbatore (2018) in his study entitled “Social media marketing in fashion brands in Nike”, it is observed that —one of the top 10 fashion brands in the world is Nike. The company's aggressive marketing tactics have allowed it to expand substantially. This article discusses the many marketing initiatives used by Nike. For this study, social media is the primary focus.
- NishthaKochhar,(2020) in her research paper entitled “Social Media Marketing in the Fashion Industry: A Systematic Literature Review and Research Agenda”-she observed that the marketing and communication strategies used by fashion brands now extensively depend on the internet. The academic literature on social media marketing in the context of fashion is researched and analysed as part of this thesis using a systematic literature review research methodology. From the Scopus and EBSCO databases, 92 research papers that were published in peer-reviewed journals were methodically gathered.
- Irina Guseva, (2021) in her study of, Storytelling as a marketing tool: case Chanel.57 pages + 2 appendices,30 April Gabrielle Chanel, the company's creator and founder, launched the luxury fashion brand Chanel in France in 1910. The primary aim of storytelling as a marketing strategy is to increase brand awareness and customer loyalty while attracting and retaining customers. For this study, which included three semi-structured interviews conducted in both English and Russian, qualitative research methodology was primarily used. The interviewees are ardent fans of fashion as well as Chanel brand consumers. A review of scientific articles, articles about Chanel, images from YouTube and Instagram, and fashion videos served as the secondary data.

Research Methodology

The current study is supported by secondary data collection. Secondary data is acquired from relevant books, journals, blogs, and websites. Determine the impact of social media on the fashion industry is the subject of my research. It will therefore be considered as relevant research.

Research objectives

1. To study the concept of social media marketing.
2. To study the social media marketing strategies of different fashion brands.
3. To study the influence of social media marketing strategies adopted by fashion brands.
4. To study the opportunities and challenges in front of fashion brands while using social media marketing.

The Significance of the Study

In order to reach your target audience more quickly and effectively, it is crucial to employ platforms that are often used by customers. Nothing could be better than these social media platforms, where most users spend the majority of their waking hours. Being a company on social media, you could wish to capitalise on these users' preferences in order to generate some significant leads. These social media platforms assist you in attracting the right clients by providing the appropriate information at the appropriate moment, as well as assisting you in strategically showcasing your product or brand to potential buyers. Such social networking platforms operate in a similar manner. It gives you a chance to make the most out of your social media marketing strategies. It provides you the opportunity to maximise the effectiveness of your social media marketing techniques.

Secondary Data Analysis

Table no.1- Social media marketing strategy of different brands

BRAND	SOCIAL MEDIA	SOCIAL MEDIA MARKETING STRATEGY
Louis Vuitton	Facebook, Twitter, Instagram, YouTube, LinkedIn and Pinterest	Value based pricing
Burberry	Facebook, WeChat and twitter	Promotionalstrategy, Pricing strategy, Marketing campaigns (Burberry kisses).
Chanel	YouTube and Instagram	Premium pricing, demographic and psychographic segmentation strategies.
H&M	Facebook, twitter, Instagram, YouTube, Pinterest	Music marketing, Price strategy, Targeting strategy, Segmentation strategy
Nykka	YouTube, Instagram Facebook,	Positioning deals, Innovation strategy, Celebrity endorsement, Influencer marketing
CalvinKlein	Tumblr, Facebook, twitter YouTube	Fashion week live streaming, Celebrityendorsement #myCalvin campaign, Advertising campaign.
Lakme	Twitter Facebook, YouTube	Shareable content, Earnedmedia, Customersegmentation, Viral marketing, Celebrity endorsement
Zara	Facebook, twitter Instagram, YouTube, Pinterest, LinkedIn	Have specific hashtags #Zaraciti, Zara valentine's day challenges, Flash sale, Promotional codes is private on Facebook page
Adidas	Facebook, twitter Instagram, YouTube	Compelling tagline, Partner with influencer, Inspire and empower women
My Glamm	Facebook, Instagram, YouTube	Celebrity endorsement, Order using webpage, D2D strategy, Free gift with purchase, Quick survey and get free lipsticks, Discounts, Content marketing.

Louis Vuitton

Social Media Marketing Strategy: To reach their target audience, luxury companies make use of their reputation, prices, materials, and other variables. The fact that Louis Vuitton doesn't promote itself as a brand is a really unique reality. It's thus quite intriguing to learn the marketing techniques that this high-end clothing company uses. **Positioning strategy:** The product-First of all, this company prioritises providing consumers with things that may provide value, and we can see that all of its products are of a high calibre. **The distribution-**This firm features physical locations that are outfitted with luxurious and tasteful decor to provide clients with a pleasant shopping experience. This fashion house's marketing approach includes a component called distribution.

Advertising-The brand has always considered communication and advertising as a factor. Because of this, they enlist the aid of experts to produce extremely well created advertisements in which you can see their partnership with famous persons and other members of the cultural community. **The web-**This Company takes good care of its website and the material that is tailored to its target market. Similar to that, it has a user interface that is really simple to use so that customers enjoy the process of making a purchase. **In social media advertisement strategy** Louis Vuitton use Facebook but the advertisement is kept simple, elegant they keep the advertisement straightforward. **Persuading customer to buy via using carousel, image, and video ads.**

Burberry

Getting ready for the big day: Burberry, like it usually does before a spectacular show, advertised its runway live stream on all of its social media channels. The high-end company added a personal touch this year by delivering "personal invites" in the form of reminders to consumers who liked a certain tweet. **Content development-**The segmentation of information across social networks is a strategy that has probably had a significant influence for Burberry. Burberry concentrates on one message at a time instead of distributing several updates covering various topics, and in some cases, even extend their content for one stream for as long as two weeks.

Advertising campaigns on Facebook must improve the social interaction of users if they are to be effective. As an illustrative example, sign into the Amazon website with your Facebook account so that it notifies you of your friends' birthdays and suggests gifts based on their activity. The Burberry campaign did a great job of utilising the social component of new media. Burberry engages in paid promotion on social media. Success was facilitated by a significant social media presence. Burberry even rewards your followers with special offers and discounts for each user on social media channels.

Chanel

Chanel creates a flawless social media presence with inclusion, sophistication, and exclusivity. In terms of total involvement, Chanel, a century-old fashion icon, came out on top as the most powerful luxury brand on social media, beating out Louis Vuitton and Christian Siriano. The pinnacle of fashion is Chanel. With their social media presence, Chanel adheres to this philosophy. As they bravely take chances on Instagram, Facebook, Twitter, and YouTube, millions of men and women wearing Chanel throughout the world may be seen. While being committed to their message of overall and illusive energy among their customers, Chanel's brand narrative is beautiful and brilliant. Social media connects the brand's core to its long-time and new customers. Chanel utilize social media for paid marketing. A significant presence on the social media platform lead to success. Chanel even provide rewards to your followers with exclusive offers and deals to the users on social media platforms individually.

Chanel made video marketing the centrepiece of their self-promotion strategy. They frequently release spectacular and original videos on various platforms. Their videos are captivating in that they can convert a casual spectator into a brand devotee in a matter of seconds. Video content is what made Chanel the crown gem in the social sphere since images elicit an instant and strong reaction. Moreover, it employs strategies for differentiating and repurposing information. The luxury brand chooses a few posts, changes them, and uses them to increase interaction with minimal additional production work.

H&M

Social media has developed into a crucial medium for any business looking to connect with their target audience. H & M has expanded quickly in recent years, much like other fast fashion retailers. Facebook-H&M uses Facebook as its main social media marketing channel, similar to many other firms. On Facebook, it has more than 32 million followers. It often updates the latest designs and products also any of the events or marketing initiatives it spearheads. Twitter-theCompany utilises Twitter to interact with consumers and promote its brands and goods. There are certain features shared between Twitter and Facebook. Large photos and films may be shown with it. Twitter feeds flow like news segments, which boosts user interaction. YouTube-Engaging fans and followers is easy with YouTube. On you tube it have posted more than the 650 videos. The motive is to build the long-lasting connections with the clients through the deeper intercommunication rather only promoting things or brands.

The majority of the updates are devoted to promoting the company's products, however there are some extremely creative promotional ideas hidden among the generic "purchase these trousers" articles. For example, the retailer clearly engaged in considerable blogger outreach because it frequently connects to other blogs and articles on its H&M Life website.

Nykaa

Social media channels are very important to their marketing strategy. On social networks. My Nykaa, the company's own brand, Nykaa beauty, Nykaa fashion, Nykaa fashion book, and Nykaa are Nykaa's four social media accounts. Nykaa beauty book provides audience members with numerous beauty and cosmetics techniques.

YouTube marketing-Nykaa has a comprehensive YouTube marketing plan. Instead of concentrating on selling its products on its Nykaa YouTube channel, the firm provides its target audience with consumable content, such as beauty, personal care, and cosmetic techniques. Content marketing- It is one of the most effective marketing techniques that attracts the majority of its clients is content marketing. Nykaa attracts customers by providing a range of edible material to its audience. Nykaa create blogs about beauty, cosmetics, and personal care on its own site, "Nykaa Beauty Book."The brand also showcased its #ItsKayToBeYou digital campaign.

Calvin Klein

Popular figures are frequently used by Calvin Klein to market their clothing lines. Aimee Song, Fergie, and other fashion enthusiasts received merchandise from Calvin Klein as part of a promotional effort. Numerous social media influencers and social media stars appeared in Calvin Klein's well-known #mycalvins advertising campaign. In their homes and hotels, these celebrities shot pictures of themselves wearing Calvin Klein underwear, which they then uploaded online. Many internet users took their example and started posting pictures of themselves wearing Calvin Klein clothing with the hashtag #MyCalvins. As a result, the Calvin Klein advertising campaign generated almost 4 million interactivities on social media. The company received outstanding exposure from this campaign among young consumers, who at the time accounted for the majority of social media users.

Calvin Klein does the celebrity endorsement there are different celebrity in different countries. They are chosen on the basis of their fan following their style like Justin Bieber, Disha Pathani, Jennie from Blackpink is global ambassador. People follow their idols and the products they often showcase.

Lakme

Lakme markets their goods using both conventional and digital methods. Television, newspapers, fashion magazines, and billboards all include advertisements for it. Additionally, they use social media websites like Twitter, Facebook, and YouTube to promote their goods. Lakme o the celebrity endorsement the current brand ambassador of Lakme in India is Kareena Kapoor. It has shareable contents on social sites and it gives offers like discount, by one get one etc. to attract the customers. Lakme even give free sample with purchase.

On Facebook Lakme allow the users to create profiles to upload the photos and videos about the product and keep in touch with the family, friends and colleagues. In fact, through Facebook people are more influenced to buy the product. On YouTube sneak peek about the new launch is there so that the

users will get excited before the product is launched. They show the need of the Indian woman skin type and skin colour through there adds which make the product unique.

Zara

One of the most prosperous global fashion retail firms is now Zara. Zara is able to light a passion for fashion across a broad spectrum of clients with the spectacular debut of "quick fashion"—affordable and fashionable clothing. All age groups, cultures, and genders are welcome to test out Zara's products only to fall in love with them. Sales for the brand keep rising as a consequence, and their market share keeps growing. The foundation of Zara e-commerce's marketing strategy is the integration of Omni channel marketing and a highly developed integrated stock management system. In line with Zara's e-commerce strategy, relevant and timely emails are sent to customers on everything from order status updates to back-in-stock alerts and other topics using an automated marketing platform. The brand changes it's messaging to the demands of the customer and their online activity across the whole customer journey, keeping it relevant and personalised.

Adidas

The Adidas social media marketing strategy's willing to participate with clients online may be its most crucial component. They utilise their social media sites to respond to inquiries, share pictures of their fans, and keep them updated regarding new products. Marketing strategies:-Develop a catchy catchphrase. Build clever social media campaigns. Promote sustainability. Support social causes. Collaborate with influencers. Motivate and assist women. Adidas social media data performance.

Despite possessing a strong rival, Adidas still is working to be the finest sporting goods manufacturer worldwide and has no plans to give up. With the help of digital technology, targeted marketing, quick manufacturing procedures, innovation, and partnerships, the brand is moving closer to surpassing the current leader in the world. We'll probably keep following the rivalry between these two sportswear behemoths for many years to come.

My Glamm

MyGlamm established a more efficient Facebook strategy to connect with both current and new clients in order to increase sales conversions. MyGlamm operated dynamic advertisements for wide audiences that it further segmented for age, gender, and geography in order to automatically present suitable goods from its inventory to potential consumers. The dynamic advertising displayed items that people were most likely to buy to individuals who had looked at MyGlamm's products online but hadn't added them to their online shopping baskets.

MyGlamm operated dynamic ads for broad audiences that it further segmented for age, gender, and geography in order to automatically show relevant products from its catalogue to potential consumers. The dynamic advertising displayed products that people who had looked at MyGlamm's products online but hadn't yet added to their online shopping carts were most likely to buy. MyGlamm uses carousel-style photo ads with distinct calls to action to entice customers to make purchases. Additionally, MyGlamm developed Custom Audiences of current clients and used dynamic ad retargeting to entice them to make additional purchases. MyGlamm was able to cost-effectively improve sales and develop its client base since the personalised adverts displayed pertinent products to those who were most likely to be interested.

How brands promote with Social Media Marketing?

Using each platform successfully depends on what it was designed for and what kind of content does well there: Facebook provides high-quality video streaming, including live video, as well as a robust messaging tool that enables marketers to interact directly with their fans. Instagram promotes the use of more creative short videos and posts with better visuals. For lengthy instructive or entertaining video content, YouTube is the best option. Real-time chats, news updates, and alerts are all available on Twitter. Long-form written material, like blog entries, performs well on LinkedIn. Users can discover content on Pinterest, which attracts users' attention with attractive visuals.

Methods of Social Media Marketing by fashion brands

- Use All the In-App Shopping Features
- Create a Facebook Group (or a Few)
- Find the Right Influencers and Fashion Bloggers
- Dominate with the right hashtags
- Increase User-Generated Content
- Get Creative Sharing Reviews and Testimonials
- Preparing Your Social Profiles for Customer Service Create collections and style guides in Saved Stories
- Expand Your Content Marketing
- Video is Where It's At
- Share Behind the Scenes Shots
- Laser Focus on Your Personality
- Retarget to Hook Abandoners
- Optimize Your Website for Mobile Shopping

- Build Urgency for Upcoming Product Releases
- Everyone loves giveaways.
- Hold a Livestream Fashion Show
- Show your good side.

Benefits of social media marketing for fashion brands:

Improved brand awareness: -Because so many people use social media, it is considerably easier to introduce them to your brand. Your brand awareness will rise when you distribute high-quality material and your customers see it. One advantage of social media is that if you provide your customers with a positive experience, they will begin to tell their friends about it. With more shares and likes, your brand will become more well-known, and you won't need to spend thousands on promotion.

Gain better market insights: -Because of how quickly things move in the social media world, getting knowledge of your sector is a further benefit of social media marketing. A company's success rate dramatically rises when it knows its market. That is because you are aware of what, why, and how your customers want certain things.

A business that has market intelligence is aware of the preferences, requirements, and passions of its clients. Building effective social media marketing tactics requires this kind of information.

It's very cost-effective: -When done correctly, social media marketing may be surprisingly inexpensive. It's simple, free, and risk-free to sign up for Facebook, Twitter, and other services. We do advise that you familiarise yourself with the various social media networks since they are all extremely distinct.

Inbound Traffic Is Boosted: -Social media marketers are aware of how important inbound traffic is to a business's success. This is when you draw in potential clients who aren't yet ready to make a purchase. One of the strongest strategies for converting strangers into devoted consumers is inbound marketing.

Limitations of social media marketing for fashion brands:

Process of Consumption: -Although social media marketing benefits include being cost-effective, it can consume a significant amount of your time.

Exposure to competitors: -Competition on social media is something you can't really avoid. Simply concentrate on all the advantages of social networking, and try your best. Everyone may see your material when you use social media for marketing.

Need for Qualified Staff: -A team meeting. A strong team is required to carry out any effective approach. We strongly recommend hiring personnel if you wish to focus on your crucial business issues.

Opportunities of social media marketing for fashion brands:

Increase brand awareness. Drive traffic to your website. Generate new leads. Increasing revenue (by increasing signups or sales). Boosting brand engagement. Build a group around your company. Offer pleasant client service. Get more press mentions.

Challenges of social media marketing for fashion brands:

Defining Marketing Goals: - Increasing the brand awareness if the brand is new in market. Launching the new product in the market via social media so that it can reach number of peoples in shot time. to get the feedback about the product.

Identifying the Right Platform: -Each every brand do their promotions on different social media. According to the social media the advertisement changes as some social media do promotion in photo ads some in short stories, photo clicks via influencers etc. As we can see celebrity endorsements, fashion week live, influencers advertisement are done in the form of stories or video ads but discount offer, free gifts offers advertise are done in post form. **Understanding the Target Audience:** - customer changes as per the social media and also as per the product. Like young generations most likely to used Snapchat, Instagram, Twitter etc. you have to select the proper customer like the brands Nykka, Lakme are mostly to be shown on females account so that it will be useful, showing them on males account is not that useful. **Declining Organic Reach and Engagement Rates:** -As brands now promote their Instagram posts (like to Facebook posts) to targeted audiences, a decrease in organic reach sounds reasonable.

Increasing Ad Cost: - As each and every fashion brands are tend to use social media for marketing and adapting different marketing strategy. The cost of advertisement on social media is increasing as the use of social media is increasing day by day. Social media is one of the best platform to attract the customers.

Conclusion

Luxury firms are still working to find the best content distribution channels for swaying consumer opinions and social media activity. Although several classifications of luxury and luxury brands have been put out in the literature, the dynamic social media environment has profoundly changed the way

that luxury businesses and customers communicate. Therefore, the change in power between brands and consumers as well as the democratisation of both the luxury and social media ecosystems continues to be difficulties.

There are several benefits for brands and designers who get on the social media bandwagon. Social media not only connects prospective customers to marketers but also serves as a free tool for public relations. Both high end labels and up-and-coming designers use social media as part of their marketing plans. It is reasonable to say that the future of the fashion business looks good as a result of the main companies and designers in the sector leveraging social media to generate excitement and talk about fashion shows and events just before they are officially released. When it comes to social advertising, the fashion sector is undergoing a shift. While some firms are still unsure, the others have made social media an integral element of their marketing strategy.

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