



International Digital Marketing Plan for Bramd

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Abstract

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<p>The thesis focuses on creating an international digital marketing plan for Bramd, a small custom clothing company that allows customers to order personalized garments and modify existing designs to their preferences. The thesis explores digital marketing trends and strategies and how they can be used and implemented to develop Bramd's business.</p> <p>The theoretical framework includes chapters on digital marketing, the fashion industry, SEO, content, and email marketing, and the SOSTAC strategy. Further the thesis proposes strategies for Bramd to improve and enhance its social media presence, particularly in terms of driving traffic from social media to its website and provides guidelines for future development. The completion of this thesis will help the development of the Bramd business and aid in creating future marketing campaigns and strategies.</p>
Key words Digital marketing, SEO, user experience, marketing plan, content marketing

Table of contents

1	Introduction.....	1
1.1	Background to the topic	1
1.2	Commissioning company.....	1
1.3	Project objective and plan.....	2
1.4	Project scope	3
1.5	Benefits.....	3
1.6	Key concepts	4
2	Digital marketing.....	5
2.1	The fashion industry.....	5
2.2	Digital customer acquisition	6
2.3	SEO	7
2.4	Content and e-mail marketing.....	7
2.5	SOSTAC strategy	8
2.6	User experience design	9
2.7	Theoretical framework conclusion.....	9
3	Market research.....	10
3.1	Customer research	10
3.2	Competitor analysis	15
4	Situation analysis.....	17
4.1	7 Ps of marketing	17
4.2	SWOT analysis	19
4.3	Current analytics	20
4.3.1	Website analytics.....	20
4.3.2	Social media analytics	24
5	Developing a digital marketing plan.....	28
5.1	Implementing SOSTAC.....	28
5.2	Action plan	29
5.2.1	Website SEO	30
5.2.2	User experience design	30
5.2.3	Content marketing.....	31
5.2.4	E-mail marketing.....	32
6	Evaluation of the project and conclusions	34
	References.....	36
	Appendices.....	38
	Appendix 1. Brand Market Research Questionnaire and Results.....	38
	Appendix 2. Brand's Digital Marketing Plan.....	42

1 Introduction

This thesis is a project type of a bachelor's thesis for the Degree Programme in International business in the major specialization of Marketing and Customer Relationship Management in the Haaga-Helia University of Applied Sciences. The reader can expect to see an international digital marketing plan for the company Bramd. This thesis will explore the current digital marketing trends and strategies and how they can be used and implemented to help develop the business. The main outcome of this thesis will be the marketing plan and development of the brand image according to trends and reviews.

1.1 Background to the topic

The rise of digital businesses in recent years has made it increasingly challenging for small companies to achieve rapid growth upon launch. This is particularly true in crowded fashion markets with a high degree of competition, both direct and indirect. For small businesses targeting a global market, it is essential to develop a comprehensive plan prior to implementation to succeed. In the case of the small business under consideration in this thesis, the initial focus will be on growth and expansion within the Nordic countries and select regions of Europe.

In today's media landscape, digital advertising has become particularly important, especially for businesses based in foreign countries seeking to reach customers online. In some cases, a digital marketing plan may even be more crucial for a business than a traditional marketing strategy. For example, a small local clothing company may benefit more from an active Google Business profile than from physical advertisements posted on sidewalks. Online platforms, such as social media, are often more effective channels for promoting e-commerce businesses.

This thesis aims to formulate a digital marketing plan for Bramd, a custom clothing company that allows customers to order personalized garments and modify existing designs to their preference. Founded in Helsinki in 2020 and formally registered in March 2021, Bramd primarily sells its products through its e-commerce website.

1.2 Commissioning company

The commissioning company of this thesis is Bramd, a company that was established in Helsinki, Finland. Bramd specializes in the creation of custom clothing with unique designs for individual customers, with an emphasis on promoting self-expression. The company really focuses on the customer's feelings and self-image providing an opportunity to express themselves. As a new and sole proprietorship business, Bramd's current revenue and financial performance are relatively small. In addition to fashion design, Bramd may also engage in logo, web, and graphic design work

on a project basis. The company is owned and managed by a single individual, with the assistance of a general manager. To expand its social media presence, Bramd has recently hired a volunteer to help with marketing efforts.

Bramd has a website and maintains a vague presence on various social media platforms. However, there is a need to improve and enhance these channels, particularly in terms of driving traffic from social media to the website. The posting schedule and brand style are not yet established, which makes social media management challenging and slow. Posts come out rarely and do not seem to grab attention. This thesis aims to address these issues by proposing strategies that can be implemented separately and in conjunction to achieve these goals.

1.3 Project objective and plan

This thesis aims to create a detailed international digital marketing plan for an e-commerce company called Bramd. The outcomes of the thesis are to create a marketing plan that can be used to develop the business, find new customers, make the website more visible, and develop the brand image.

The international aspect required by the degree programme of all theses is covered by the fact that Bramd is an international business that mainly focuses on targeting people in the Nordics and Europe (however there have been customer outside of Europe too). The website marketing and SEO are also international, since the website is available to all customers all over the world.

The project objective (PO) of this thesis is to create an international digital marketing plan for Bramd. The project objective is divided into project tasks (PT) as follows:

PT 1. Preparing the theoretical framework for the project.

PT 2. Researching the market, customers, and competition.

PT 3. Establishing the current situation with positioning, marketing, brand image and analytics.

PT 4. Creating the digital marketing plan

PT 5. Evaluating project management and project outcomes.

Table 1. Overlay matrix.

Project Task	Project Management Methods	Outcomes
PT 1.	Literature review, online research	Theoretical framework

Project Task	Project Management Methods	Outcomes
PT 2.	Research, quantitative research interviews	Customer reviews, market potential, competitor analysis
PT 3.	Reflect on company's current positions and goals that have already been achieved	Current marketing operations, current positioning, current processes
PT 4.	Content creation and review, SEO/keyword research, social media strategies	Digital marketing strategy guidelines
PT 5.	Evaluating the outcomes	How to develop further

1.4 Project scope

This project touches on a wide area of a digital marketing plan. It is not supposed to be specific or have multiple marketing strategies that will be used straight after the thesis is complete. It is rather a starting point for future campaigns and detailed plans. The point of this thesis is to help Brand establish its marketing voice and get started with brand awareness, as well as research the competition and the market entry.

The digital marketing plan will dive into the potential topics and strategies for marketing. Since the company website is the main way of communication with customers and is in critical need of development. Getting customers to visit the website are primarily the job of SEO and social media presence. Again, the digital marketing aspect will not have many detailed campaigns planned out, but will more be used as guidelines for future development.

1.5 Benefits

From an internal perspective, the completion of this thesis will help the development of the business and aid in the creation of future marketing campaigns and strategies. It will be used as a guide to create successful campaigns and stay inside the brand guidelines.

Externally, the thesis has the potential to attract potential sponsors and partners through the presentation of a comprehensive marketing plan that demonstrates the company's potential to stakeholders. It may also serve as a means of attracting B2B customers and opportunities for collaboration on marketing campaigns.

As the author is the owner of the company and a marketing major, the completion of this thesis aligns with her personal and professional interests. Additionally, as the company currently lacks a

marketing plan, the development of such a plan will be highly beneficial for the company and the efforts to reach new customers.

1.6 Key concepts

Digital marketing means the marketing is executed over the internet to the customers. This includes such outlets as social media, search engines, email and other websites. (Alexander 2022.)

SEO or Search Engine Optimization refers to optimizing a website so that it appears on the first page of a search engine, preferably in the top five websites. The process of SEO can be a whole project on its own, since it requires a lot of work, research and accurate content creation. Some examples of SEO on a website are keyword research, on- and off-page SEO, technical SEO, hyperlinks, loading speed and measurement. (Alexander 2022.)

Market potential is an evaluation of potential revenue from a specific market size. The market size can include the **target market** or **segment** (who the product is targeted towards). It also may include **market opportunity evaluation**, where a target market is researched to see if there is a potential in selling the product effectively. (Digital School of Marketing 2021.)

DCA or Digital Customer Acquisition means the same as customer acquisition, but in a digital environment. It is the strategies used to find and encourage new potential customers to get familiar with your products and become leads and future customers. (Bailyn 2022.)

SOSTAC is a digital marketing planning model that was created in the 1990's by PR Smith. This model will be used in the thesis, since it is a very relevant and respected strategy for creating a digital marketing plan. (PRSmith 2022.)

2 Digital marketing

The purpose of this chapter is to provide an overview of the theoretical foundations of the present project. This includes an exploration of relevant concepts and an examination of the industry in which the business operates. The aim is to familiarize the reader with these key ideas and to evaluate the effectiveness of digital marketing for this particular context. To aid with the development of a digital marketing plan, the chapter will also address the SOSTAC model, a widely used template for this purpose.

As mentioned in the key concepts paragraph of this thesis, digital marketing refers to the use of digital channels and technologies to promote or market products and services to consumers and businesses. According to an article by Mailchimp (2022), the benefits of digital marketing include the ability to reach a global audience, to track and measure the success of marketing campaigns, to target specific demographics and personalize advertisements, to reduce marketing expenses, and to engage with customers in real time. By utilizing digital marketing strategies such as email marketing, social media marketing, and search engine optimization, businesses can effectively promote their products and services and reach a wider audience than traditional marketing methods.

There are many benefits to digital marketing, but the most important advantages are the ability to target digital marketing to only your strong potential prospects, cost-effectiveness, it is easier to change and adapt fast, measurability, improved conversion rates, and it makes it possible to be more engaged with the audience that the business is targeting. (Alexander 2022.)

2.1 The fashion industry

The fashion industry is constantly evolving, with new ideas and trends emerging quickly. It is important for fashion brands to stay current and effectively share new concepts and designs with consumers in order to maintain a dedicated customer base. In addition to being influenced by global and economic factors, fashion brands are also considering sustainable practices, such as how to reuse and preserve materials, in addition to just producing new clothing items. (Moore 2021, 1.)

The world we live in is constantly developing in the sense of technology. It is used in people's day to day lives and the growth of it is exponential. Based on this fact it is easily concluded that brands that strive to be known worldwide should take advantage of this phenomenon and advertise accordingly. Digital marketing allows the business to be on a more personal level with the customer, giving them a chance to for example send a direct message with a question they have. Traditional marketing does not provide such a luxury and is also typically more expensive to execute. (Sherman 2022.) Sure, traditional marketing is probably more resonating and not as annoying to see,

however these pros might not be relevant to a business that focuses on a more niche target market.

The industry is everchanging as is the platform that it thrives on. This supports the fact that digital marketing is the better choice for a small fashion business to find its initial customers. Many high-end brands do not do any marketing, and somehow people still find and make them popular. The internet is a strong asset, especially with potential influencers increasing in numbers each year.

Small and medium-sized enterprises (SMEs) play an important role in the fashion industry as they bring innovation and diversity to the market (European Commission No Date). SMEs can connect to the fashion industry through various means such as trade shows, industry events, and online marketplaces. They can also collaborate with larger brands or retailers to gain more exposure and reach a wider audience. Social media platforms such as Instagram and Facebook have also become a vital tool for SMEs to showcase their products and connect with potential customers. By leveraging these platforms, SMEs can build their brand image and establish a loyal customer base.

In conclusion, the fashion industry for a small business is a competitive environment, however it has a lot of potential if entered correctly. With many new ideas emerging the business can become extremely successful. For it to succeed, Brand needs to utilise different methods and channels correctly, from effective social media management to using different national aids.

2.2 Digital customer acquisition

Developing a digital customer acquisition strategy can be a project on its own. It involves many aspects and planning towards acquiring prospects, turning them into customers, and caring for them to turn into promoters. Customer acquisition is a bit different in relations to marketing. While marketing focuses on building brand awareness, customer acquisition aims to create action. Acquisition marketing is a strategy that aims to convert consumers who are already familiar with a brand and are considering purchasing the products or services. This approach is distinct from other marketing tactics, as it focuses on individuals who have already been made aware of the brand and are likely to make a purchase. (Decker 2021.)

Digital acquisition marketing uses online channels such as search engine positioning, social media, online events, and e-mail marketing to target and attract new customers. To develop a comprehensive digital customer acquisition and marketing plan for Brand, the company can implement several strategies. **Social media marketing** can increase brand awareness and attract potential customers by creating engaging content and using paid advertising to target specific demographics. **Collaborating with influencers** in the fashion industry through influencer marketing can help increase brand visibility, credibility, and attract new customers. **Email marketing** campaigns can

keep customers informed about new products, promotions, and events, building customer loyalty, and encouraging repeat purchases. Improving website visibility in search engine results pages through **search engine optimization** (SEO) can attract potential customers searching for similar products. Hosting **online events** like webinars, workshops, or fashion shows can attract potential customers and help establish Brand as an authority in the fashion industry. **Retargeting ads** can convert prospects into customers by reminding them of products they were interested in. By implementing these strategies, Brand can successfully attract new customers, increase sales, and build brand loyalty.

2.3 SEO

As outlined in the article by Phua (2021), SEO is the process of optimizing a website's content and structure to improve its visibility and ranking on search engines such as Google. It is used to increase organic traffic to a website, making it more easily discoverable for users searching for relevant keywords. In the current digital era, SEO has become essential for businesses and organizations to establish a strong online presence and increase brand awareness. SEO is used to improve the user experience and the quality of a website by making it more user-friendly and easier to navigate, which in turn improves the credibility of a website. Given the ever-evolving digital landscape, the importance of SEO is increasing, and it is crucial for businesses and organizations to stay up to date with the latest SEO trends and best practices.

Keyword research is an essential component of search engine optimization as it helps to understand what people are searching for and how to optimize a website for those queries. To conduct keyword research, tools like Google Keyword Planner, SEMrush, or Ahrefs can be used to find relevant keywords and phrases to target a website. Link building is another important aspect of SEO as it helps to increase the authority of your website, making it more likely to rank higher in search engine results. Link building can be done by creating high-quality content that other websites will want to link to, or by reaching out to other websites and asking them to link to the content. On-page SEO refers to the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. This includes optimizing the content, meta tags, and images on a website to make it more search engine friendly and increase its visibility. Proper on-page optimization can help to increase the relevance and authority of a website and make it more likely to rank well in search engine results. (Phua 2021.)

2.4 Content and e-mail marketing

Currently many people might come across such concepts as inbound and outbound marketing, not really understanding what they mean. Inbound and outbound marketing are marketing strategies

that focus on bringing leads and prospects to get familiar with a business. Many consider inbound marketing to be a better approach than outbound marketing because it educates leads and prospects about the products and services, instead of spamming irrelevant information trying to convince people to find out more. For inbound marketing to work efficiently, it needs to consist of interesting, relevant, and useful information. Good content builds relationships between customers and businesses that result in increased loyalty, shows the audience how products and services solve their challenges, and creates a sense of community around a brand. Examples of content marketing include online content marketing, social media marketing, infographic marketing, blog marketing, and paid ad marketing. (Baker 2022.)

While some might think that e-mail marketing is the same as content marketing, it is not. The biggest difference is that content marketing focuses on targeting new prospects and creating engaging content for them to get them interested in the business. E-mail marketing on the other hand targets existing customers, sending them personalised messages and monthly updates. To effectively implement an e-mail marketing strategy, it is essential for a business to have already obtained the e-mail addresses to reach out to customers. It is crucial for a business to creatively combine both content and e-mail marketing practices. Both methods share a goal of establishing a good relationship between the brand and the customer. While content marketing is used to form new connections, e-mail marketing serves to re-engage customers with new offers and updates. (Troncoso 2022.)

2.5 SOSTAC strategy

The SOSTAC strategy was created by P. R. Smith in 1998. SOSTAC stands for situation, objectives, strategy, tactics, action, and control. It is a marketing planning model that helps businesses visualise and structure their marketing efforts efficiently. (Chaffey 2022.)

The strategy consists of several segments that help to define the current situation, desired objectives, and the methods for achieving them. These segments include:

- **Situation analysis:** A comprehensive examination of the current state of the business, including customer and competitor analysis, trends, analytics, SWOT analysis, and past performance.
- **Objectives:** The overall objectives, mission, and vision of the business.
- **Strategy:** A plan for achieving the objectives, providing direction for the tactics to be used.
- **Tactics:** The specific tools and methods that will be employed to reach the goals outlined in the strategy.
- **Action:** The detailed plan of how the tactics will be executed.

- Control: The monitoring and measurement of performance to ensure that the objectives are being met and the strategy is effective. Updates and changes will be data based.

Further in the thesis the SOSTAC strategy will be used across different topics and later compiled into a usable table. First it is needed to conduct research to implement the different segments and summarise them to be useful for Bramd.

2.6 User experience design

Good user experience design in the context of an ecommerce website involves designing the website in a way that is intuitive, easy to navigate and understand, and that it is visually appealing. The website should be designed to provide a seamless experience for users from the moment they arrive until the moment they complete a transaction. This can be achieved through clear and concise navigation, well-organized product categories, and a streamlined checkout process. Additionally, the website should be designed with responsive design principles in mind, ensuring that the website is accessible and functional on all devices, including mobile phones and tablets. According to a study by Baymard Institute (no date), an ecommerce usability research organization, a good user experience design can significantly increase the conversion rate of an ecommerce website, leading to increased sales and revenue for the business.

2.7 Theoretical framework conclusion

The theoretical framework part of the thesis was written as a guide for the reader, as well as the author, to better understand the methods and theories that will be used in the action plan. The SOSTAC strategy will be relied on heavily, outlining the marketing model for Bramd. It will play the role of a guide and be the backbone of how the actual business plan will be structured. SEO, content, and e-mail marketing will be used as the main strategies for Bramd's business plan and will be detailed further to help the company use them in action. Each step of the thesis will also keep in mind the fashion industry and how it plays into the thesis and Bramd's marketing.

3 Market research

Market research plays a crucial role in the success of any business, particularly in the highly competitive and dynamic fashion industry. For a small fashion company, market research can be the key to gaining a competitive advantage, identifying new opportunities, and staying relevant in a constantly evolving marketplace. By understanding the preferences, behaviours, and needs of consumers, Bramd can make informed decisions about product design, pricing, distribution, and marketing strategies. This thesis will include customer research done via a survey, and a competitor analysis.

3.1 Customer research

Customer research refers to the examination of a target market or customer base to gain valuable insights into consumer behaviours, preferences, and opinions. It is an essential component of successful business strategy as it provides organizations with a better understanding of their customers and their needs, allowing the development of more effective marketing initiatives. This type of research typically involves a combination of qualitative and quantitative methodologies, including surveys, focus groups, interviews, and observational studies, to gather data and analyse consumer attitudes, motivations, and decision-making processes. Through the process of customer research, organizations can make data-driven decisions, foster customer loyalty, and finally achieve business success.

The customer research that was conducted for Bramd was solely quantitative. The two main objectives were to determine if people have an interest to buy customised clothes and to identify the level on which people are familiar with the 'slow fashion' idea. The survey was conducted throughout the months of August to October 2022 and the interviews took place in three different locations in Helsinki. The locations were chosen based on the established customer persona by Bramd where the chances of meeting said persona was the highest. The persona description can be seen below in Figure 1. The survey focused on searching for B2C customers. As can be seen from the demographic questions in the survey, most people that were interviewed fell under the right category of Bramd's buyer persona.

Buyer Persona

B2C:

- Gender: male, female, non-binary
- Age: 13-30
- Clothing style: trendy, skater, street, high-fashion
- Technologically savvy
- Is familiar with online shopping and does it on a regular basis
- Conscious about ethical production and ecology
- Is more into slow fashion
- Has a job with stable income and a budget for monthly extra expenses
- Usually buys more expensive 'statement pieces' and pairs them with more affordable second-hand clothes
- Geographical: Northern and Middle-West Europe
 - With an e-commerce platform and good SEO it is easier to market to larger geographical areas
 - Shipping costs will be calculated and clearly shown on the website
 - Shipping inside Finland is free (costs will be added to the clothes' price)

B2B:

- Businesses that have a similar end customer
- Businesses that focus on the younger generation
- For example clubs, cafes, hang-outs, gaming clubs etc.
- Small to medium sized businesses for easier collaboration opportunities
- Potential products: merchandise, staff uniforms, promotional clothes, event clothing
- Geographical: Uusimaa, Finland
- Example companies: Shelter gaming, HaaveClub, Ignite

bramd*

Figure 1. Bramd's Buyer Persona.

The chosen locations were:

1. In front of a popular fashion store Beamhill, Yliopistonkatu 5
2. Near Sörnäinen metro station, Hämeentie 48
3. Near a popular techno club Ääniwalli, Pälkäneentie 13.

Next there will be an analysis responses received after the survey and determine if there is an interested customer base for Bramd's products in Helsinki, Finland. As seen in Figure 2 below, over half of the respondents like exploring new clothing stores or brands. This might also suggest that even if people are not actively searching for new brands, they might test them out if they happen to cross their path. Not every customer needs to be in active search for a new shopping opportunity but can also be invited via outbound marketing. The results, however, also show that more than half of potential customers like to explore, which is a very positive thing for Bramd, since customers like that are more likely to purchase.

3. Do you like exploring new clothing store/brand opportunities?

Number of respondents: 100

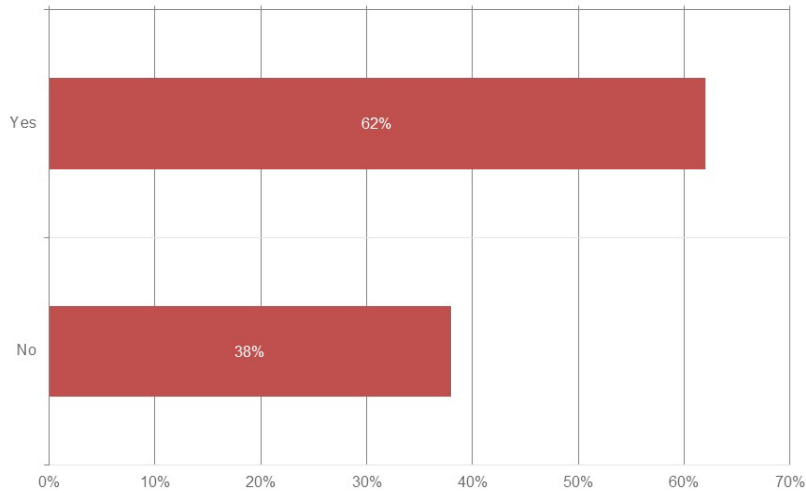


Figure 2. Answers to question "Do you like exploring new clothing store/brand opportunities?".

The question about finding new shopping opportunities is not directly linked to the survey's main objective of finding the customer base and interest, however it is also good to mention here. Since this thesis is focusing on creating a digital marketing plan it is good to know which channels are the most important to focus on to acquire new customers. Based on the answers seen below in Figure 3, it can be determined that social media channels are the most effective way to make new customers familiar with a new brand. Most people tend to see curated advertisements or engaging content on a brand's social media account and can easily follow it. Some social media accounts for brands even offer the opportunity to shop for their items straight from the platform, which makes the sales funnel easier and faster for customers.

4. How do you find out about new shopping opportunities?

Number of respondents: 100

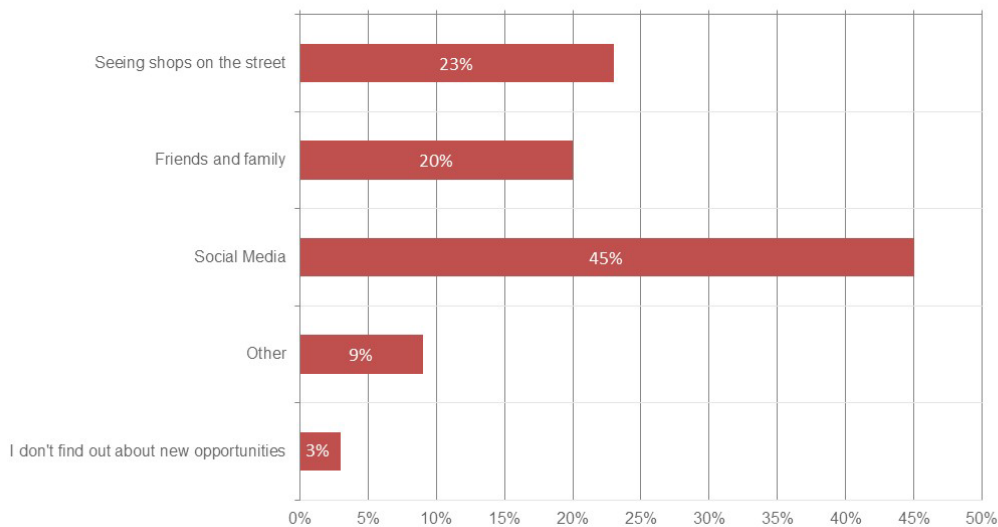


Figure 3. Answers to question "How do you find out about new shopping opportunities?".

After finding out about the outlets that people prefer to use, they were asked whether they had any experience in purchasing custom clothing and whether they were interested in purchasing a piece of custom clothing. To accurately analyse the answers for both questions, the author decided to first focus on question number 6, which can be seen in Figure 4 below. Since the majority answered "no" to this question, it might seem that most people are not interested in custom clothing. However, if we tie the question number 5 (which can be seen in Figure 5 below) to this analysis, it can be determined that people would rather not buy a custom piece due to their lack of experience in such purchases. Also, it can be deduced that people perceive the words 'custom clothing' as a tailored suit or a fully made-to-order gown. This can also potentially be a reason why people are not very interested in purchasing. However, even without these deductions, a third of people would be interested in custom clothing event without fully getting to know the brand.

In some cases when the interview took a discussion turn, some people mentioned that they would actually be interested in finding out more information about the company, when explained what Brand actually does. Nevertheless these answers were not taken into account of the survey, because it was conducted as a quantitative research and not qualitative.

6. Are you interested in purchasing a piece of custom clothing?

Number of respondents: 100

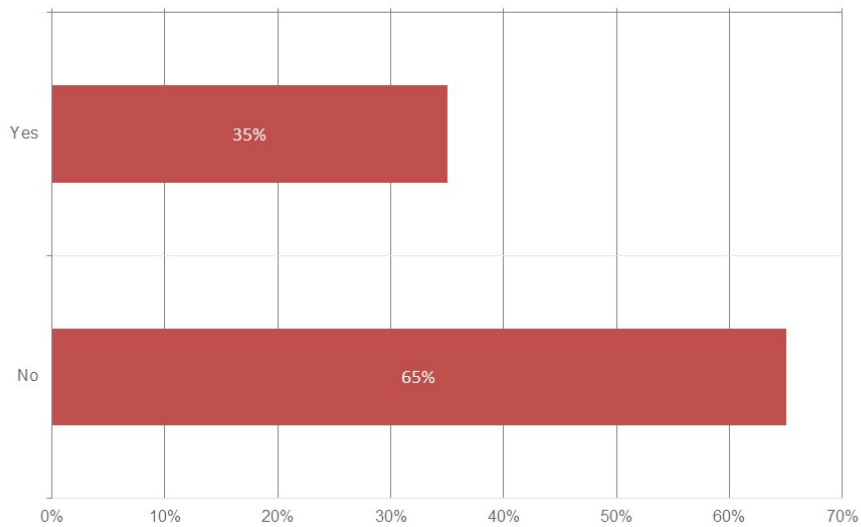


Figure 4. Answers to question "Are you interested in purchasing a piece of custom clothing?".

5. Do you have any experience with purchasing custom clothing?

Number of respondents: 100

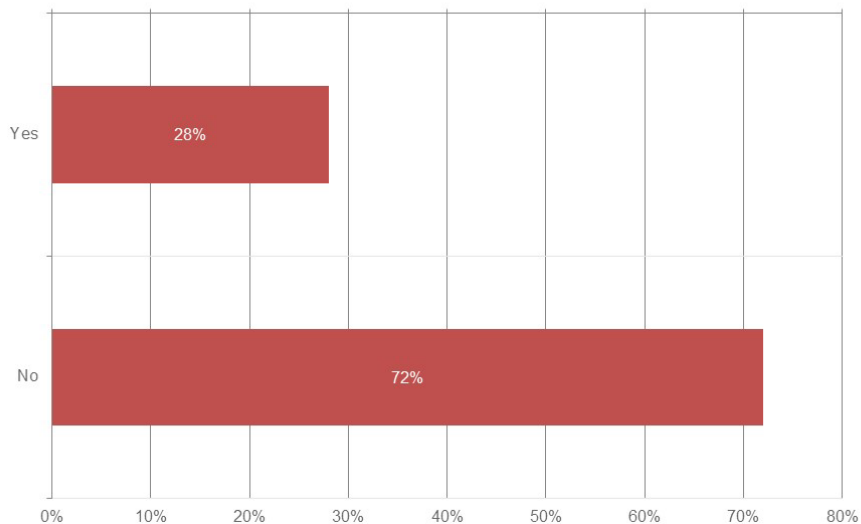


Figure 5. Answers to question "Do you have any experience with purchasing custom clothing?".

The last question to be analysed is about respondents' preferences about buying custom clothing (Figure 6). The 'other' option that is shown in the answer options would be for example fast fashion or made-to-order from scratch clothing. Since Bramd focuses on providing customers with sustainable options only the two main options were given exactly described. As can be seen in the figure most customers appreciate having a higher quality garment if it was made specifically for them. A

smaller batch of people chose second-hand clothing, which shows Bramd that it would be better to focus on sustainable, high-quality clothing. It makes sense that people would rather buy a new piece and wear it for longer if it has a meaningful message or art piece on it.

7. If you would purchase custom, would you prefer it to be a more affordable second-hand piece or more expensive higher quality piece?

Number of respondents: 100

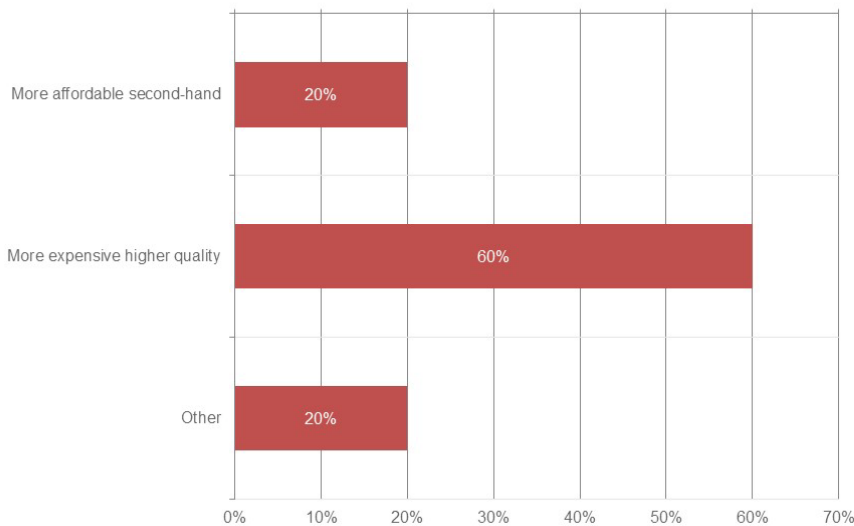


Figure 6. Answers to question "If you would purchase custom, would you prefer it to be a more affordable second-hand piece or more expensive higher quality piece?".

In conclusion it can be said that there is a niche in Helsinki that Bramd can focus on. The best segment to market to are young people 19-30 years old, who can afford high end clothing. These kinds of people appreciate stylish designs and are active on social media, constantly searching for fashion inspiration and influencer tips. Bramd should emphasise their objective and style innovation on social media and target young adults to effectively pick out potential customers.

3.2 Competitor analysis

To assess the competition of Bramd, it is needed to examine some of its competitors, which have a similar business model. These businesses focus on selling online, creating customised clothing, businesses that have a strong fashion social media presence, and that are popular in hand-made and sustainable fashion industries.

Forthosewhosin.com is a company that provides custom clothing for its customers with a unique and edgy look. They are known for their excellent customer service, and they have a strong social media presence. The main strength of For Those Who Sin is their strong brand identity and specific clothing style and feel. They have a big collection of both custom and normal clothing.

Compared to Bramd, For Those Who Sin focuses more on a niche market with a specific style and does not have a particular focus on sustainable fashion.

Void Reincarnation is a clothing brand that offers high-detail handmade clothing items for men and women. They provide customization options for some of their designs, which allow customers to create their own style. They are popular among customers who value quality and sustainable fashion. Void has a strong social media presence, particularly on Instagram, with over 100 000 followers. They also sometimes sell their products to well-known celebrities which also do their marketing part when posting the clothes on social media. However, compared to Bramd, Shop-Void offers a more limited selection of products and customization options.

eShakti.com is an online women's clothing retailer that specializes in customization options. They offer a broad range of sizes and styles, catering to a wide range of customers. Customers can customize their garments by choosing the style, length, and fabric. They are known for their affordable prices and fast delivery times. Compared to Bramd, eShakti offers a more extensive selection of products and customization options. The target audience of eShakti is very different to Bramd and it would not be considered a direct competitor.

In conclusion, Bramd's competitors offer a wide range of customized clothing items, catering to different styles, markets, and price points. The competition for Bramd is fierce, particularly among companies that focus on sustainable fashion and have a strong social media presence. To succeed, Bramd will need to differentiate itself from the competition through unique design, excellent customer service, and a focus on sustainability. The best option for Bramd to stand out is to focus on communicating with the target audience. It is important for Bramd to let the customers know what exactly they do and why customer should choose them. The main point of Bramd is to implement art and individualistic designs into fashion, and they should show that through their marketing. Also, Bramd aims to steer away from fast fashion and over-production, focusing on make-to-order items, what is something that companies tend not to do.

4 Situation analysis

It is essential for companies to conduct a situation analysis to understand their internal and external environment. A situation analysis provides insights into various factors such as market trends, analytics, and internal capabilities that influence the company's success. This analysis helps companies identify their strengths and weaknesses, as well as potential opportunities and threats that can affect their performance. This thesis will go over the marketing mix, SWOT analysis, and analytics for Bramd, to base on the creation of the digital marketing strategy later.

4.1 7 Ps of marketing

The marketing mix is a fundamental concept in marketing that describes the set of tactical tools and strategies used by businesses to promote their products or services to customers. The mix consists of seven key elements, known as the 7 Ps: product, price, place, promotion, physical evidence, people, and process. These elements can be combined and adjusted in various ways to create a customized marketing plan that meets the unique needs of a business and its target audience. By understanding and effectively implementing the marketing mix, businesses can create a cohesive and effective marketing strategy that attracts and retains customers, builds brand awareness, and drives sales. (Kenton 2020.)

Product: Bramd offers a diverse range of products, including custom clothing, high-quality new pieces, second-hand pieces, and Bramd original customizable designs. The company is committed to providing its customers with unique and sustainable fashion options. Bramd's custom clothing allows customers to express themselves and create clothing that truly reflects their personal style. The second-hand pieces are more affordable, making custom fashion accessible to a wider audience. Finally, Bramd's original customizable designs provide customers with exclusive, one-of-a-kind pieces.

Price: Bramd's pricing strategy is based on expenses plus 20€/h of work. Second-hand pieces are more affordable, while new pieces are more expensive and of high quality. This pricing strategy reflects Bramd's commitment to sustainability and ethical practices. Bramd believes that custom fashion should be accessible to everyone, and the company strives to provide affordable options. At the same time, Bramd values quality and believes that customers should be willing to invest in high-quality, long-lasting pieces.

Place: Bramd sells its products through an e-commerce platform on its website. In the future, the company plans to open a physical workshop and store. The main production of Bramd's products happens at the home office, new clothing is purchased from wholesalers, and second-hand pieces

are purchased from flea markets and second-hand stores. The company uses Posti for distribution, ensuring that products are delivered to customers in a timely and efficient manner.

Promotion: Bramd's promotion strategy includes social media marketing, email subscription lists, Google SEO for organic search, word of mouth and reviews, promotional campaigns, and physical selling at flea markets, pop-ups, and other clothing events. The company uses Instagram to showcase its products and connect with customers. The email subscription list provides customers with monthly offers and updates. Bramd values customer feedback and encourages customers to share their experiences through word of mouth and reviews. Promotional campaigns, such as discounts, giveaways, and events, help to build brand awareness and increase customer engagement. This thesis will provide a more in-depth dive into solutions for promotion practices later.

Physical evidence: Bramd's physical evidence includes its website, reviews, equipment, and transparency of materials and manufacturing. The website is user-friendly and provides customers with a clear understanding of Bramd's products and values. Bramd is transparent about the materials and manufacturing processes used to create its products, providing customers with peace of mind about the sustainability and ethical practices behind each piece. This information can be found on the website.

People: Bramd's people are a key aspect of its marketing mix. The company is woman-owned and committed to sustainability and ethical practices. Bramd's personal brand reflects the company's values and mission. Bramd aims to create an opportunity for customers to express themselves and dive into the fashion world. By creating a community around sustainable custom fashion, Bramd hopes to inspire others to embrace uniqueness in all aspects of their lives.

Process: Bramd's process includes purchasing through the website, customer communication through website form, email, and phone, and personal and helpful customer service. The website provides customers with a seamless purchasing experience, while the website form, email, and phone provide multiple options for customer communication. Bramd values personal and helpful customer service, and aims to answer all DMs, emails, and customer service messages within 24 hours of receiving them.

In conclusion, the marketing mix is an essential concept in marketing that allows businesses to create a cohesive and effective marketing strategy that attracts and retains customers, builds brand awareness, and drives sales. Bramd's commitment to sustainability, transparency, and ethical practices is evident in the marketing mix. By providing affordable and customizable fashion options, transparently communicating its manufacturing processes, and fostering a community around sustainable fashion, Bramd creates a unique brand that reflects its values and mission.

Through its online platform, physical selling, and personal customer service, Bramd creates a seamless purchasing experience that encourages customer engagement and loyalty.

4.2 SWOT analysis

A SWOT analysis is a strategic planning tool that helps businesses identify their strengths, weaknesses, opportunities, and threats. By conducting a SWOT analysis, Bramd can gain a better understanding of their internal and external environment and use this information to make informed decisions about future actions and marketing strategies.

Strengths: Bramd has an established e-commerce platform that provides a convenient way for customers to order and purchase their personalized garments. The company also produces high-quality garments that are durable and made to last. Bramd offers exclusive designs that are made for each customer personally, ensuring that each piece is unique. For that the company offers different design techniques, giving customers a variety of options to choose from.

Weaknesses: Despite its strengths, Bramd also faces several weaknesses. First, the company has a limited presence on social media, which has resulted in low customer retention rates. Second, Bramd struggles with SEO, making it difficult for customers to find the website. Third, even if customers find the website, they do not proceed to purchase, indicating that the UX for ordering custom may be too complicated. Fourth, some customers might find the billing process for custom designs confusing, which could create problems for the company. The billing works so that if a customer purchases a fully custom garment, the payment is not made through the website, but the customer receives a curated bill.

Opportunities: There are several opportunities that Bramd can capitalize on to grow and expand its customer base. The company has the potential to partner with high-quality, affordable, and sustainable wholesalers, which could increase its profit margins. Bramd has a high markup, which means that the company can potentially increase its revenue by reaching new customers through effective marketing strategies. Based on customer research, Bramd operates in a high cluster of potential customers in Helsinki, who are interested in sustainable fashion. Finally, Bramd's interesting designs can attract new customers who are looking for unique fashion pieces.

Threats: Despite the opportunities, Bramd also faces several threats that could impact its success. Advertising through Google and Meta poses a problem because it is expensive, and organic marketing is time-consuming. The manufacturing is a slow process, which can result in longer delivery times and potential delays in fulfilling customer orders. Additionally, if Bramd receives a lot of custom orders at once, there might be issues with creating the designs. And as mentioned in

weaknesses, the pricing structure in some situations can be unclear, which may discourage potential customers from purchasing.

In conclusion, the company's strengths include its e-commerce platform, high-quality garments, designs, techniques, and excellent customer communication. However, Bramd faces challenges with its limited presence on social media, lack of good SEO, low customer retention, complicated UX, and unclear pricing in some situations. Nevertheless, the company has opportunities to partner with high-quality wholesalers, increase its revenue, and target high clusters of potential customers. Finally, Bramd must address threats such as expensive advertising, slow manufacturing process, and billing problems to sustain its growth in the custom fashion market.

4.3 Current analytics

Bramd can leverage website and social media analytics to gather insights into their customers' behaviour, preferences, and engagement levels. By analysing their website traffic and social media engagement metrics, Bramd can identify their top-performing channels, track their customers' journey, and tailor their marketing strategies accordingly. Analytics can help Bramd identify opportunities for growth and improvement, such as identifying low-performing pages on their website or recognizing potential gaps in their social media content. By correctly using website and social media analytics, Bramd can make data-driven decisions, enhance their customer experience, and ultimately increase revenue.

There are a variety of tools and methods available for Bramd to analyse website and social media analytics. For website analytics, a tool like Google Analytics can be used to track user behaviour on the website, including metrics like pageviews, bounce rates, and conversion rates. Social media analytics can be tracked through the analytics tools provided by each social media platform, such as Facebook Insights which offers insights into engagement levels, reach, and demographic information about their followers. In addition, Bramd can also use social media listening tools like Hootsuite or Sprout Social to monitor social media mentions and sentiment around their brand. These tools can help to get a comprehensive understanding of Bramd's online presence, customer behaviour, and market trends.

4.3.1 Website analytics

Currently Bramd shares a platform with a featured creator MAYHEM Handmade. Mayhem creates knitting patterns and give customer an opportunity to buy custom knitted clothing pieces. Due to a high volume of Mayhem customers going to the website, the author of this thesis needs to carefully assess the analytics, taking this into account. This in mind, even if most visitors come to the website for Mayhem, they still see it as Bramd's website and might become interested in the products.

All the analytics that are in this thesis are showing figures from the past 12 months. As can be seen from the figure 7 below, most of the visitors on Bramd's website are new and only a very small portion of visitors are returning. When a website mostly gets new visitors and no returning visitors, there are several potential reasons for this phenomenon:

Lack of engaging content: If a website does not have engaging, high-quality content that is relevant to its target audience, visitors may not feel compelled to return. This problem might occur for websites that people visit for specific, one-time information. This might not apply to Bramd, since it is an e-commerce platform, and it also gives visitors interesting articles with information that might have customer return.

Poor user experience: Websites that are difficult to navigate, slow to load, or have other usability issues may not encourage repeat visits. Visitors may become frustrated with the website and opt to find another source of information or product instead of trying to navigate the site again. This might be the biggest issue for Bramd. Bramd's business model is quite unique and requires a lot of effort from customers, especially if they need to create an idea for a custom design. This issue should be tackled from the user point of view, where new website updates make the sales funnel clear and easy to navigate.

Lack of incentives for returning visitors: If a website does not offer any incentives for returning visitors, such as exclusive content, special offers, or a loyalty program, visitors may not see any reason to come back. This is particularly true for e-commerce websites, where customers may be more likely to return if they feel like they are getting a better deal or special treatment. Bramd does have an abandoned cart coupon automation in place, but additional discounts should also be added to the website.

Ineffective marketing: If a website's marketing efforts are not targeting the right audience or are not effectively communicating the website's value proposition, it may not be attracting the right type of visitors. This can lead to a high proportion of new visitors but few returning visitors. Bramd has also conducted a Google Ads campaign in the past, and it can be seen from figure 7 that it generates a lot of new customers, but still none of them came back. This is an indicator that Bramd should focus on some other way of effective marketing to create interest and intrigue from the customer's view.

What Bramd is doing great is organic social and direct traffic generation. Even if most of the visitors are new, still these two categories have the greatest number of returning customers. Organic social channels refer to traffic that comes from social media platforms where users discover and interact with content organically, without the use of paid advertising. Direct traffic refers to visitors

who type in the website URL directly into their browser or click on a bookmark to access the site. Also, organic search, which is one of the most important SEO indicators, generates some returning visitors. This means that Brand's search engine optimisation efforts are going into the right direction and with more updates the website will be on Google's top results in no time.

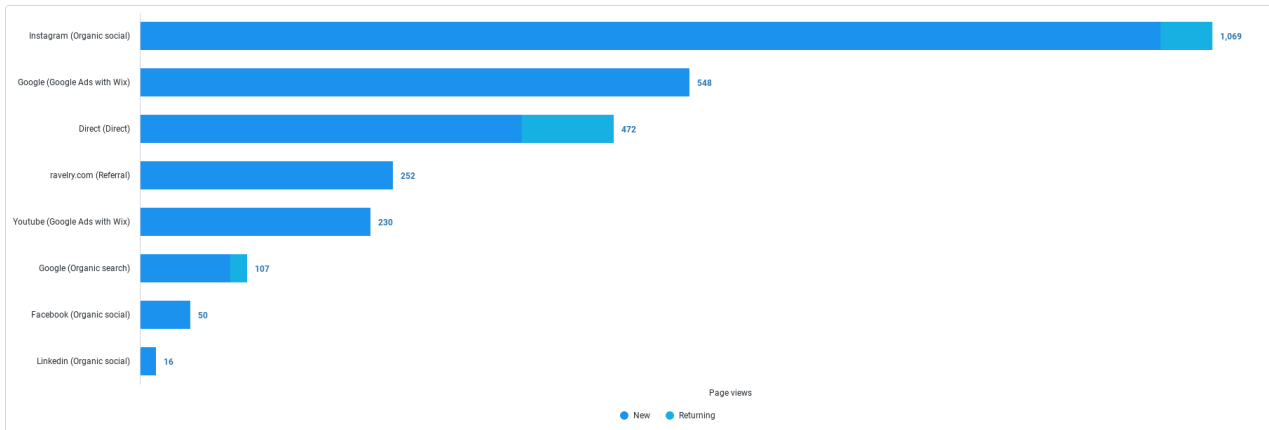


Figure 7. Marketing SEO traffic by referring sites (split bar).

Another very important aspect of analytics is the website's engagement. The longer a visitor stays on a website, the better it is for both SEO and the sales funnel. Customers that stay on a website longest are most likely to go through with a purchase. Based on Brand's engagement analytics (Figure 8), it appears that the average engagement time for visitors is 41 seconds. This metric indicates that visitors are not spending a significant amount of time on the website, which is a concern if the website's primary goal is to encourage them to take a specific action, such as making a purchase or filling out a contact form.

A low average engagement time could be indicative of several issues, such as poor website design, irrelevant content, slow load times, or difficulty navigating the site. To improve engagement and encourage visitors to spend more time on the website, it may be worth investigating these potential issues and making necessary improvements. As mentioned before, the biggest most likely issue is the user experience design.

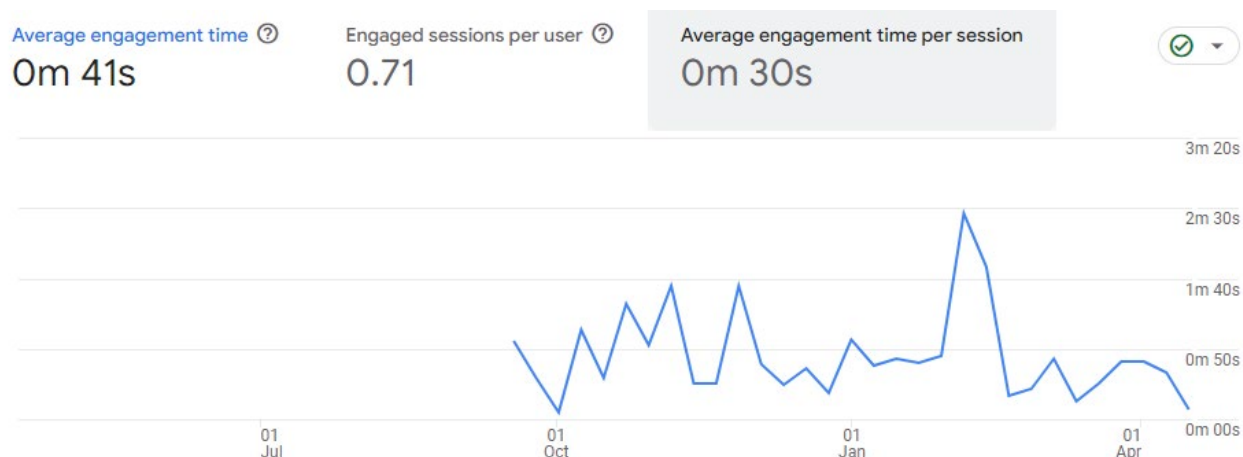


Figure 8. Average engagement time.

The last analysis is of the top 10 countries that Bramd gets its visitors from. The main country is of course Finland. It is a standard thing for businesses to get most of their visitors from the home country since Google and every other platform is aware where the business is located. Most discover pages and ads focus on the country of origin. One surprising thing is that Bramd gets some visitors from Brazil. Even though the visitor number are not at all high, the visitors still have an engagement rate of 81%. That is way more than visitors from Finland with 48%. An engaged session is a session that lasts longer than 10 seconds, has a conversion event, or has at least 2 pageviews or screen views. This means that the content on Bramd's website is more interesting for visitors from Brazil than Finland. Bramd does not focus on customers outside the EU except the USA, however it would be good to research why the engagement is so high for non-EU countries.

Country	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
	↓						All events	All events	
	1,463 100% of total	1,458 100% of total	1,040 100% of total	51.21% Avg 0%	0.71 Avg 0%	0m 41s	17,731 100% of total	22.00 100% of total	€400.54 100% of total
1 Finland	875	873	654	47.7%	0.75	0m 51s	11,441	9.00	€141.60
2 United States	204	202	130	56.77%	0.64	0m 28s	2,187	6.00	€125.70
3 Germany	49	49	33	58.93%	0.67	0m 27s	570	2.00	€33.70
4 Canada	44	44	35	60.34%	0.80	0m 35s	566	0.00	€0.00
5 United Kingdom	34	34	15	44.12%	0.44	0m 23s	312	0.00	€0.00
6 France	29	29	17	54.84%	0.59	0m 22s	243	0.00	€0.00
7 Sweden	27	27	19	65.52%	0.70	0m 39s	301	1.00	€19.90
8 China	22	22	5	22.73%	0.23	0m 06s	118	0.00	€0.00
9 Australia	16	16	11	61.11%	0.69	0m 21s	133	0.00	€0.00
10 Brazil	16	16	13	81.25%	0.81	0m 30s	214	0.00	€0.00

Figure 9. Top 10 countries with most website visits and engagement.

In conclusion, Bramd has a great reach for visitors from different countries. This indicates an interest in prospects, and with adequate content and an easier user experience and sales funnel, the sales will start growing in no time.

4.3.2 Social media analytics

Social media analytics has become an increasingly crucial aspect of digital marketing. In this chapter the author aims to provide an analysis of social media performance for Bramd. By leveraging social media analytics, Bramd can gain insights into audience behaviour, campaign effectiveness, and overall social media presence. This chapter covers various metrics such as engagement rates, reach, impressions, and sentiment analysis on Instagram. The analysis also identifies key trends, opportunities, and areas for improvement, and provide recommendations to optimize social media performance.

Bramd has 131 followers and 16 posts as of 19th of April 2023. The analytics that are analysed further are from the last 90 days, January 19th to April 18th. In the last 90 days Bramd has posted only 3 posts and 7 stories. None of them have had any interactive elements to them, such as asking a question or having a call-to-action button. Instagram is all about interaction between audiences, so linking a feature that Bramd's customers can click or comment on is crucial.

Engagement: Engagement refers to the level of audience interaction with the content. Bramd's engagement with 39 accounts over the last 90 days has increased by 30% compared to the previous 90-day period, from October 21st to January 18th. Of the 39 accounts, 2 were non-followers while the remaining 37 were existing followers. The growth of content interaction has also been notable, with a 9.5%-increase in total interactions. Content interaction includes all types of interactions with a profile's content, such as post, story reel, video, and live broadcast interactions. In the past 90 days, all content interactions have been made through posts, with a total of 80 hits (Figure 10). Bramd's engagement level has experienced a significant increase over the last 90 days compared to the previous period, however this only indicates how easy it would be for Bramd to rapidly grow if the posting schedule was regular. With an average of 1 post per month these numbers only show that compared to the previous period the posts have been even more rare. People that already follow and engage with the content are happy to engage even more when seeing fresh content on their page.

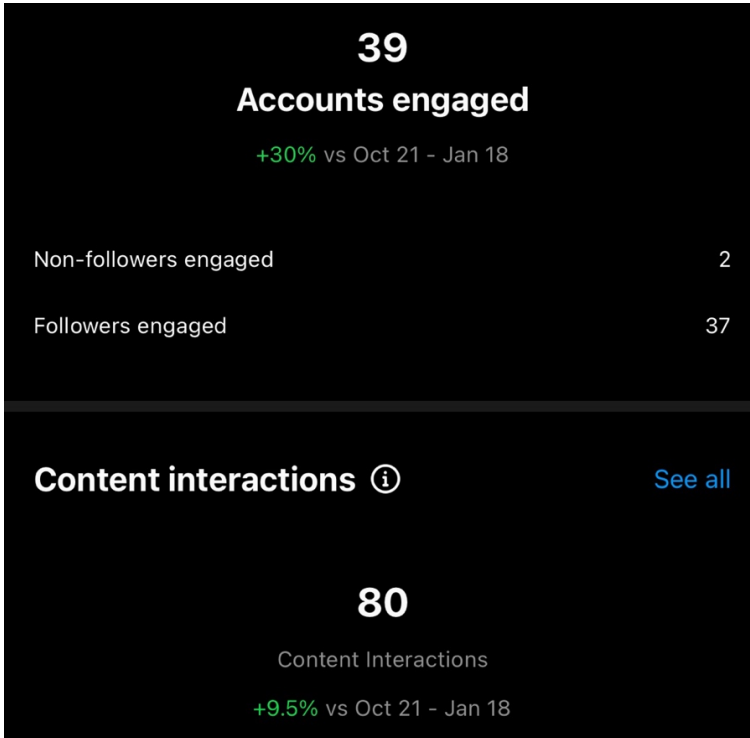


Figure 10. Bramd's Instagram account engagement.

Reach: Reach is a metric that measures how many unique users have seen a post. In the last 90 days Bramd reached 161 accounts (Figure 11). When compared to the previous 90-day period, this number has plummeted by 95.7%. Out of the 161 accounts 55 of them have been non-followers and the rest 106 were already following Bramd's account. The content that mainly reaches new audiences are reels. Traditional posts reach both new and existing followers, and story posts almost exclusively reach existing followers (Figure 11). This shows a great potential for Bramd because the Instagram account can easily reach new audiences and convince them to follow and return to interact with new content. It is crucial for an account to reach new people since the main point of social media marketing is to introduce the business to new prospects.

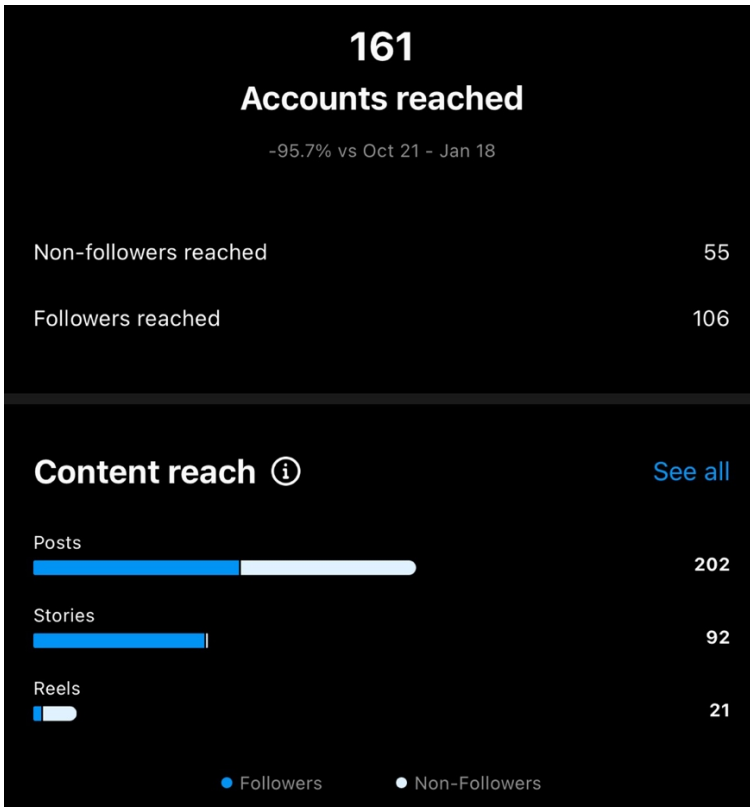


Figure 11. Bramd's Instagram account reach.

Impressions: Impressions indicate how many times a post has been viewed. In the past 90 days Bramd has had a total of 1220 impressions on all posts combined. This number is quite small, however when comparing it to the posting frequency and reached accounts it is quite understandable. With a good posting schedule and interesting content this number will grow in no time. On Instagram Bramd reaches mainly Helsinki, Finland with the content. 74.5% of the reached audience is from Finland. When comparing this to Bramd's website analytics it can be said that Bramd should really try to reach international markets too, since they show an interest in the products. All other countries have a reach of under 5%. The top age group for Bramd on Instagram is 18–24-year-olds with 60.8% and 25-34-year-olds with 26.7%. These numbers are good and align with Bramd's target audience. The gender split for Bramd is 50.7% women and 49.2% men.

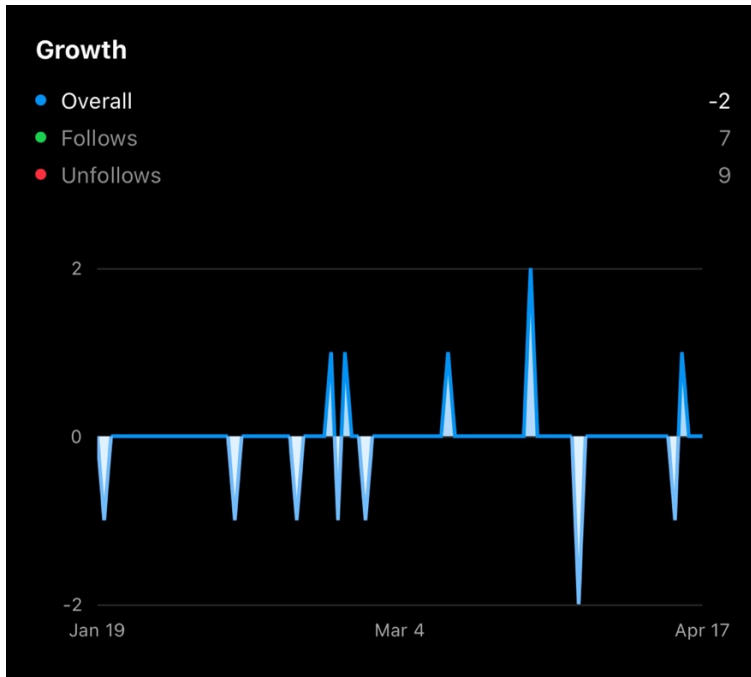


Figure 12. Bramd's Instagram followers gains and losses.

In conclusion Bramd really needs to increase the frequency of posts to maintain consistent engagement and new reach. Targeting international audiences is also something to keep in mind. If interesting or engaging content goes viral, people outside of Finland are more likely to make a purchase online (Muñoz 2022). The content also shows that the people who decide to follow Bramd's account are also interested to stay followers and interact with future content. Posting frequently also keeps followers in. Bramd has lost 9 followers and only gained 7 in the last 90 days, which is a loss of two very important potential customers! (Figure 12).

5 Developing a digital marketing plan

After conducting primary and secondary research the thesis moves on to creating the actual action plan for Bramd. The plan consists of suggestions, and using different planning methods will make it easy for Bramd to develop as a brand. In the future Bramd will also be able to make small adjustments depending on its current situation. The adjustments are important to keep Bramd always evolving.

5.1 Implementing SOSTAC

This SOSTAC model can be used by Bramd as a rough guideline for their digital marketing efforts. Additional specific guidelines are covered in the Action Plan chapter and accompanied by the digital marketing guidelines in the appendices.

Situation Analysis: Bramd has been operating for two years and has not built even a small customer base. The orders have been occasional and income not significant. The company is facing troubles with effective marketing and converting prospects into paying customers. Both main marketing platforms, the website, and the Instagram page, have some reach, but because of an unclear proposition the customers are not interested in following or returning to the website. There are interested people both in Finland and in other countries, even outside of EU, and with problem-solving marketing efforts the sales will potentially grow.

Objectives:

1. Increase brand awareness among target audience by 25% within the next 10 months.
2. Increase online sales and make at least 10 sales in the next 10 months.
3. Gain 1000 active followers on Instagram.
4. Have at least 15% of website visitors come from Instagram with the intention to purchase.
5. Make the purchasing experience easier on Bramd's website.

Strategy:

6. Strengthen Bramd's brand identity through targeted social media campaigns that showcase the company's unique style and high-quality materials.
7. Improve the company's e-commerce website to increase conversion rates and provide a seamless online shopping experience for customers. Here updating the user experience design is extremely important.
8. Conduct product research and create products that are appealing to the target audience.

Tactics:

9. Create visually appealing content that showcases the company's unique style and quality materials.
10. Use targeted ads on social media to reach potential customers.
11. Improve website speed and load times to reduce bounce rates.
12. Make the personalisation of the clothing designs easier.
13. Communicate Brand's business objectives clearly to the visitors.
14. Make the website easy to navigate.
15. Improve product descriptions and visuals to provide a better online shopping experience.
16. Analyse market trends to identify gaps in the market and potential opportunities for the company.
17. Develop a new product line that meets the needs of the target audience.

Action:

18. Create a content calendar for social media campaigns.
19. Create campaigns and deals for the year ahead and post them regularly on the website.
20. Contact a new wholesaler that is based in Finland to ensure quality and sustainability of the clothing.
21. Conduct product development research to create a new product line.
22. Work with a professional User Experience designer to understand what changes need to be made to the website.
23. Update search engine optimisation assets for better discoverability.

Control:

24. Monitor social media metrics and website analytics to measure the success of marketing campaigns and website improvements.
25. Track sales and revenue to measure the success of the new product line.
26. Collect customer reviews both about products and website usability.
27. Adjust as needed to improve results and achieve objectives.

5.2 Action plan

To achieve Brand's objectives that were established with the SOSTAC model, this chapter covers various digital marketing strategies that Brand can use, including social media, search engine optimization, email marketing, and content marketing. Also, some recommendations for better user experience design were added. This chapter is accompanied by the finished digital marketing plan guideline that can be seen in the appendices below. (Appendix 2.)

5.2.1 Website SEO

The first step for Bramd is conducting thorough keyword research to identify relevant keywords and phrases that the target audience is searching for. This will help optimise the website content with the right keywords and phrases, making it easier for search engines to understand and rank their site. A great tool for doing keyword research is Google Search Console and Google Trends. Some examples for Bramd's keywords can be: custom clothing, customizable clothes, high-quality sustainable fashion, online clothing store, small business in Helsinki.

Additionally, Bramd should ensure that their website structure is optimised for search engines. This includes having a clear hierarchy of pages, using descriptive URLs, and optimising meta tags such as titles and descriptions. A quick way of creating a good hierarchy and clear structure is to create high-quality content from the start. Bramd should develop high-quality content that engages their target audience and provides value. This could be in the form of blog posts, product descriptions, or other forms of content that showcase their brand and products. Some examples of blog posts can be about sustainable fashion, how Bramd operates, behind-the-scenes, and customer stories.

The third step for Bramd is creating high-quality backlinks. Backlinks from reputable and relevant websites can help improve Bramd's website authority and search engine rankings. Bramd should focus on building relationships with other websites in their industry and guest posting or collaborating on content to gain backlinks.

Taking the focus away from websites, social media can also play a big role in SEO by driving traffic to Bramd's website and increasing brand awareness. Bramd should optimise their social media profiles with relevant keywords and regularly share content that links back to their website. More about social media in the next chapter.

The last step for SEO is monitoring analytics. Bramd should regularly monitor their website analytics to track progress and identify areas for improvement. This includes tracking website traffic, search engine rankings, and engagement metrics such as bounce rate and time on site. It is important to see what kind of content resonates and creates traffic, and what content should be improved.

5.2.2 User experience design

To start off with the development of the user experience Bramd should conduct user research to understand the target audience's preferences, needs, and pain points. There are various research methods Bramd can use to gather insights about their target audience. Some of the most useful methods that Bramd can use in their operations are surveys, reviews, focus, and user testing.

After conducting research Bramd should ensure that their website's navigation is easy to use and is intuitive. This includes having a clear hierarchy of pages, using descriptive labels for navigation items, and using breadcrumbs to help users understand where they are on the website. Additionally, Bramd should ensure that their checkout process is as simple and straightforward as possible. This includes minimising the number of steps required to complete a purchase, providing clear instructions, and offering multiple payment options. Bramd should also create a catalogue that provides easy access to all customisable designs that could be viewed on all garments easily. Visualisation of a product is key. Not only for products, but Bramd should also use clear and visually appealing design elements to make other parts of the website more engaging and visually appealing. This includes using high-quality images and videos, using a consistent colour scheme, and designing the website with their target audience in mind.

Website speed is critical to UX design, as users are more likely to leave a website that takes too long to load. Bramd should optimise the website's speed by compressing images, minimising code, and using a fast and reliable web host. Bramd should regularly test and iterate the website's UX design to identify areas for improvement and optimise the user experience. This includes conducting user testing, analysing website analytics, and implementing A/B testing to compare different design elements.

5.2.3 Content marketing

Content marketing is an extremely important step in the digital marketing development. Not only does it provide the content for good SEO and social media, but it can also be used in other marketing branches. Bramd should develop a content strategy that aligns with their overall marketing objectives and target audience's preferences. This should include identifying topics, content formats, and channels that resonate with their audience. Bramd should focus on creating high-quality content that engages their audience and provides value. This could include blog posts, social media content, videos, infographics, and other forms of content that showcase their brand and products.

When the content is planned and Bramd has a clear idea of what kind of content will be shared on different channels Bramd should promote their content on social media. As discovered before the best channel to focus first on is Instagram. Not only does the target audience spend most of their time on Instagram, but it also supports different content forms. Activity on Instagram will help increase brand awareness, drive website traffic, and engage their target audience.

Influencer marketing can also be an effective way to reach a wider audience and build credibility for Bramd's brand. Bramd should identify influencers in their industry and collaborate with them on content that showcases their products. Collaborating with other small businesses can also have an

effect similar to influencers. Bramd should find a way to collaborate in some other ways than just sending free clothing to influencers to showcase because it is not a reliable method and creates a loss for Bramd.

A good way to stay on track with posting and not having long periods of silence is creating a social media calendar. Bramd should develop a social media calendar that outlines the content they plan to post and when they plan to post it. This will help them stay organized and ensure that they are consistently posting high-quality content. After posting Bramd should regularly monitor their social media analytics to track the performance of the posts and identify opportunities for improvement. This includes tracking engagement metrics such as likes, shares, and comments, as well as conversion rates. Additionally, Bramd should actively engage with their followers by responding to comments and messages, reposting user-generated content, and running social media contests and giveaways.

Another thing that Bramd can consider if the budget allows it, is investing in paid social media advertising. Paid social media advertising can be an effective way to reach a wider audience and drive more sales. Bramd should consider investing in social media ads that target their ideal customers based on demographics, interests, and behaviours.

5.2.4 E-mail marketing

Email marketing is a powerful yet cost-effective way for small businesses to reach out to customers and potential customers through email, build brand awareness, and establish relationships with their audience. By creating compelling content and consistently engaging with their audience, Bramd can use email marketing to increase sales, engage with existing customers, and grow their customer base.

The first step to creating a good e-mail marketing strategy is building an email list by collecting email addresses from website visitors, social media followers, and customers. Bramd already has some emails from previous customers, and they also have an option for new visitors to subscribe to a newsletter without making a purchase. Bramd can reach new subscribers by offering incentives such as exclusive discounts, freebies, or useful content in exchange for email addresses.

After gaining a good number of e-mails Bramd should segment the list based on factors such as demographics, purchase history, and engagement level. This will help them send more targeted and personalised emails that are more likely to convert.

Just like the social media calendar, Bramd should develop an email marketing calendar that outlines the types of emails they plan to send and when they plan to send them. This could include

regular newsletters, product updates, and promotional emails. Brand should create engaging email content that provides value to subscribers and encourages them to take action. This could include product recommendations, exclusive discounts, and useful content such as style tips and how-to guides.

Brand should optimise their emails for conversion by including clear calls-to-actions (CTAs) and making it easy for subscribers to purchase products directly from the email. The emails must also be mobile-responsive, as more and more people are checking emails on their mobile devices.

Brand should A/B test different elements of their emails, such as subject lines, CTAs, and email content, to identify what works best for their audience. A/B testing, also known as split testing, is a marketing technique used to compare the effectiveness of two different versions of a marketing campaign or website design. The purpose of A/B testing is to determine which version of the campaign performs better in terms of achieving a specific goal, such as increasing conversions or click-through rates. This will help Brand improve their email opening rates, click-through rates, and conversion rates over time.

As the last step, Brand should regularly monitor their email marketing analytics to track performance and identify opportunities for improvement. This includes tracking metrics such as open rates, click-through rates, conversion rates, and unsubscribe rates. The best tools that suit Brand's objectives for e-mail marketing are Mailchimp and Google Analytics.

6 Evaluation of the project and conclusions

This thesis can be divided into five main parts: Introduction, secondary research on digital marketing, market research and situation analysis for Bramd, and the digital marketing plan itself. The research in the theoretical framework is gathered from many sources. Multiple books from experts within the field and articles, webpages, and other online resources.

Prior to writing this thesis, the author had taken multiple marketing courses and applied extensive knowledge gained to this thesis. Before studying at Haaga-Helia University of Applied Sciences, the author did not have much knowledge of marketing. The studies and courses in the university have had a great impact on this thesis and without the taken courses it would have never been written. The writing of this thesis has supported the authors knowledge in the marketing field and shows that the author can apply said knowledge to real life situations. This thesis project was written during the spring of 2023 and the questionnaire was conducted between August and October in 2022.

The thesis presented a thorough analysis of Bramd's digital marketing efforts and provided Bramd with a digital marketing plan to use for further development. The author's goal was to create a broader digital marketing plan, leaving out details of potential campaigns or specific tactics. Nevertheless, the author could have expanded on some of the points. For instance, it would be beneficial to include more data-driven analysis of website and social media metrics, such as clickthrough rates, engagement rates, and conversion rates. Additionally, the author could provide more context about Bramd's competitors and how their digital marketing efforts compare. The author provided Bramd with good ideas on how to better their content and create not only inviting material, but also create something that customers would want to come back to explore further.

Overall, while the thesis did present a comprehensive analysis of Bramd's digital marketing efforts, there is always room for expansion and elaboration. By providing more detailed analysis and specific recommendations, the author can help Bramd achieve their marketing objectives and establish themselves as a leader in their industry. In the future Bramd can create a more detailed analysis when doing control checks and establish what is working and what is not. After they study their analytics in more detail, it will be easier for Bramd to make executive decisions and create detailed campaigns and plans.

In conclusion, this thesis has provided an in-depth analysis of the digital marketing strategies that Bramd can use to improve their online performance. The primary research conducted in this thesis has highlighted the importance of a clear proposition, user experience design, and content marketing in driving online sales. The thesis research identifies opportunities for growth and

provides actionable recommendations to improve their marketing performance. The thesis also gives significant points of development and tools for planning.

Overall, the thesis highlights the importance of a comprehensive digital marketing strategy for small businesses like Bramd. The thesis provides a roadmap for Bramd to improve their digital marketing efforts and achieve their marketing objectives. It identifies the importance of website analytics, social media analytics, user experience design, search engine optimisation, content marketing, and email marketing. With the recommendations provided in the thesis, Bramd can improve their digital marketing performance and achieve their marketing goals.

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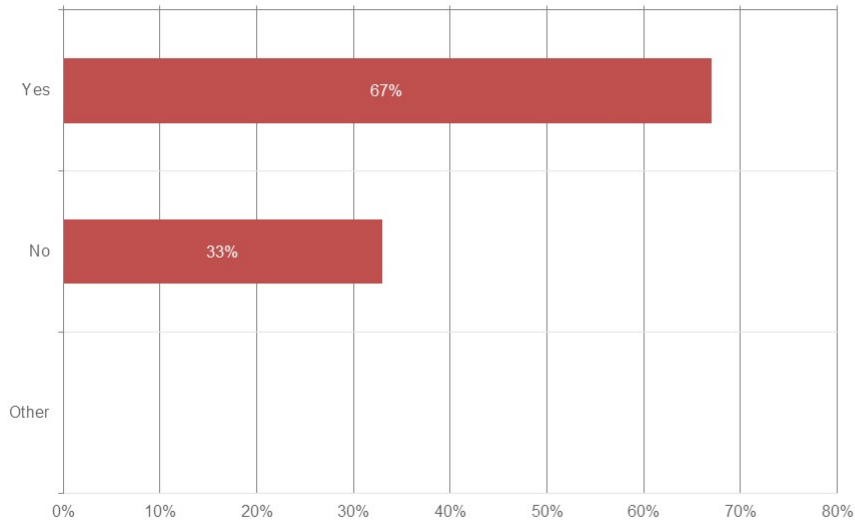
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Appendices

Appendix 1. Brand Market Research Questionnaire and Results

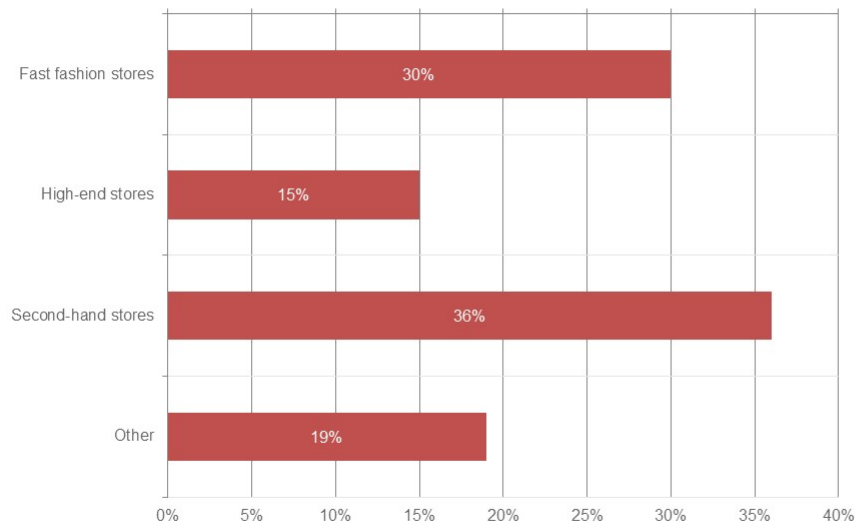
1. Are you interested in fashion?

Number of respondents: 100



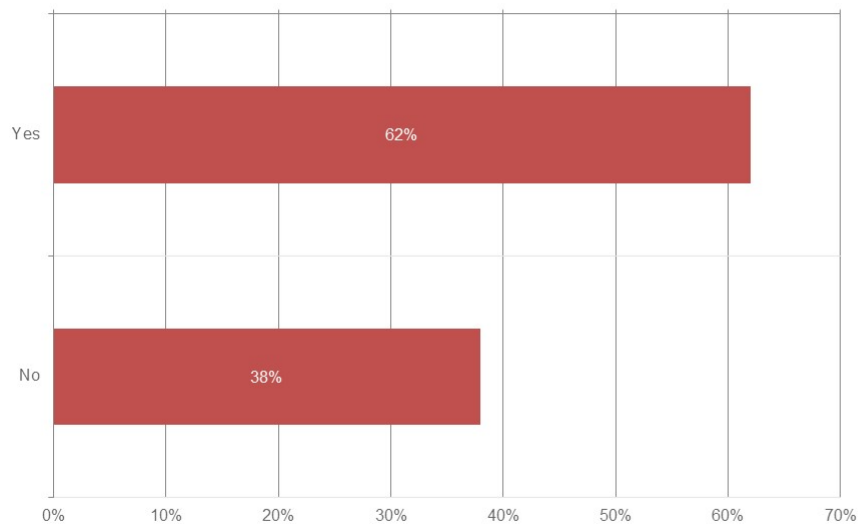
2. Where do you tend to shop for new clothes?

Number of respondents: 100



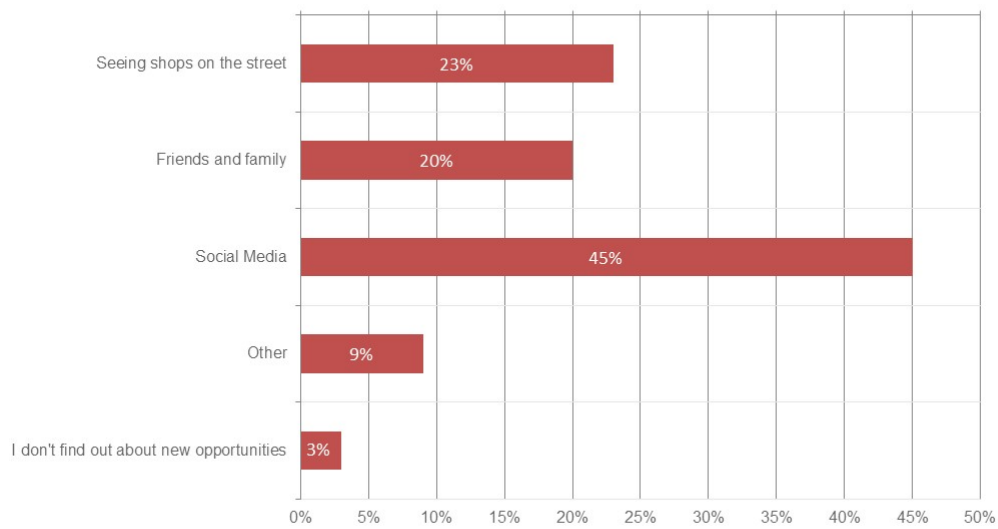
3. Do you like exploring new clothing store/brand opportunities?

Number of respondents: 100



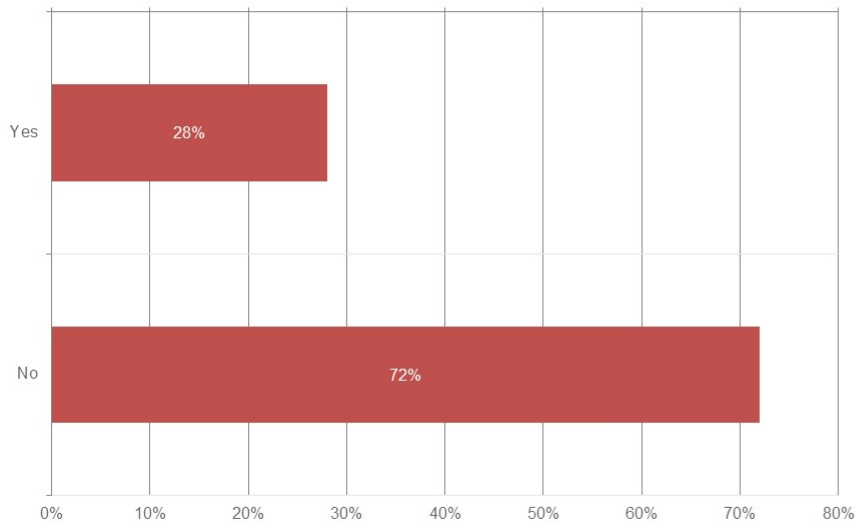
4. How do you find out about new shopping opportunities?

Number of respondents: 100



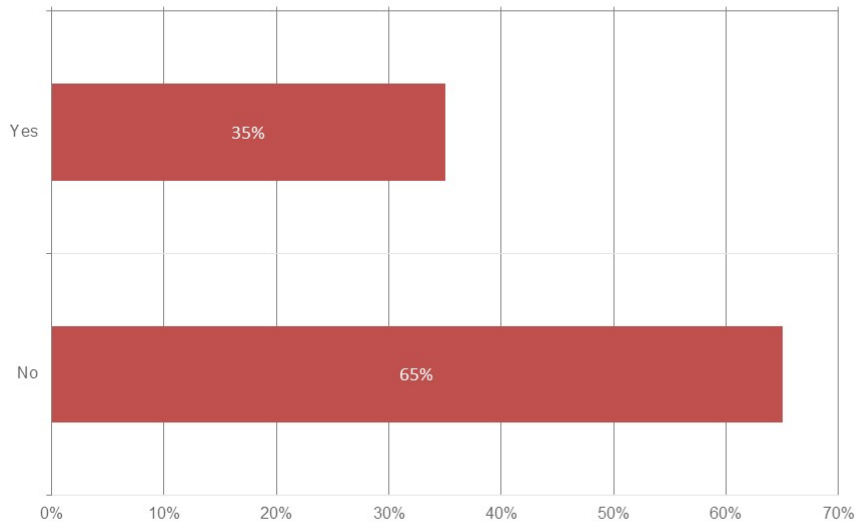
5. Do you have any experience with purchasing custom clothing?

Number of respondents: 100



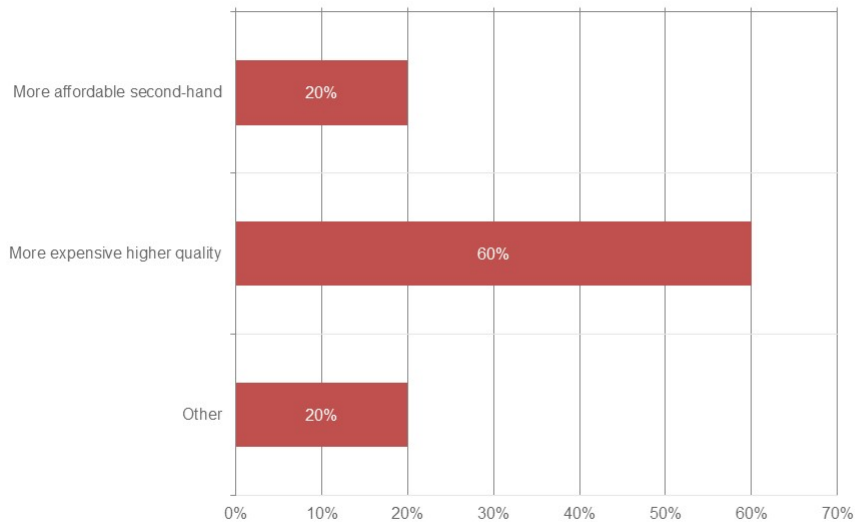
6. Are you interested in purchasing a piece of custom clothing?

Number of respondents: 100



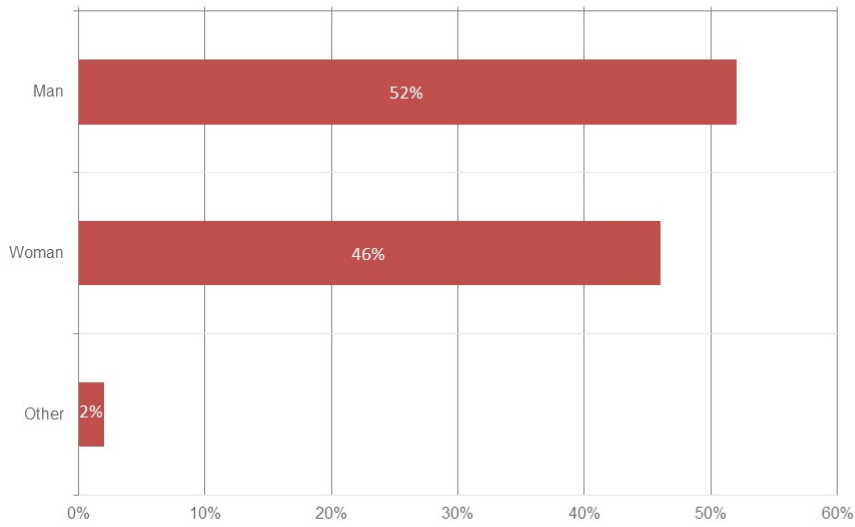
7. If you would purchase custom, would you prefer to be a more affordable second-hand piece or more expensive higher quality piece?

Number of respondents: 100



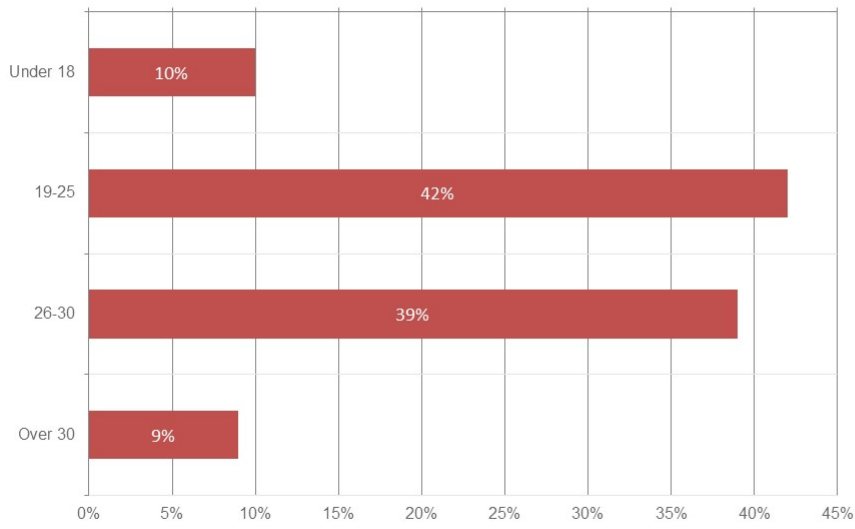
8. What gender do you identify as?

Number of respondents: 100



9. What is your age group?

Number of respondents: 100



Appendix 2. Brand's Digital Marketing Plan

Table of Contents

- 1. Customers
- 2. Competitors
- 3. Marketing Mix
- 4. SWOT
- 5. Website SEO
- 6. User Experience Design
- 7. Content Marketing
- 8. E-mail Marketing

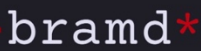
Customers – Buyer Persona

B2C:

- Gender: male, female, non-binary
- Age: 13-30
- Clothing style: trendy, skater, street, high-fashion
- Technologically savvy
- Is familiar with online shopping and does it on a regular basis
- Conscious about ethical production and ecology
- Is more into slow fashion
- Has a job with stable income and a budget for monthly extra expenses
- Usually buys more expensive 'statement pieces' and pairs them with more affordable second-hand clothes
- Geographical: Northern and Middle-West Europe
 - With an e-commerce platform and good SEO it is easier to market to larger geographical areas
 - Shipping costs will be calculated and clearly shown on the website
 - Shipping inside Finland is free (costs will be added to the clothes' price)

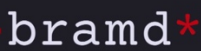
B2B:

- Businesses that have a similar end customer
- Businesses that focus on the younger generation
- For example clubs, cafes, hang-outs, gaming clubs etc.
- Small to medium sized businesses for easier collaboration opportunities
- Potential products: merchandise, staff uniforms, promotional clothes, event clothing
- Geographical: Uusimaa, Finland
- Example companies: Shelter gaming, Haave Club, Ignite



Competitors

	Networks active	Number of followers	Strengths	Weaknesses	Content that resonates
Void Reincarnation	Instagram, Website	108 000	Experimental designs, Celebrity customers, Anime designs	Business seems like a person is running it, similar stuff but each design is very maximalist, posts get around 8k likes	Post with extremely whacky or unique things, like unparctical jeans, water/fire pokemon shoes, belts
Forthosewhosin	Instagram, Website, TikTok	96 000 Instagram 49 300 TikTok	Bigger business, lots of variety in products, amazing brand image, consistent social media presence	Social media don't really get engagement (likes to followers), too many shopping options	'How to' videos on tiktok, tattoo designs
eShakti.com	Instagram, Website	160 000 Instagram, only around 100 likes per post	Huge company, can print anything	Commercial, not supporting small businesses, probably can not order in small batches, unsustainable	



7Ps Marketing Mix



bramd*

SWOT

Strengths

- Existing e-commerce platform
- High-quality products
- Exclusive and customisable designs
- Uniqueness

Weaknesses

- Limited social media presence
- Low customer retention rates
- Website reach
- Confusing UX
- Billing is hard in some situations

Opportunities

- Opportunity to grow into a big fashion brand
- High markup
- Operates in high cluster of potential customers
- Interesting designs

Threats

- Pay-per-click advertising is expensive
- Organic marketing is time consuming
- Manufacturing process is slow
- Potential delays
- Confusing billing is discouraging customers to purchase

bramd*

Website SEO

Keywords	Website Structure	Backlinks	Social Media	Analytics
<ul style="list-style-type: none">• Keyword research• Finding relevant keywords• Analysing their usability	<ul style="list-style-type: none">• Links• Headers• Text• URLs	<ul style="list-style-type: none">• On-page links• Off-page links	<ul style="list-style-type: none">• Optimised content• Regular posting schedule	<ul style="list-style-type: none">• Track process• Make improvements• Analyse what works

— bramd*

User Experience Design

1. User research, focus on usability

2. Navigation development

3. Easy check-out process

4. Visual catalogue and product pictures

5. Improve website speed

— bramd*

