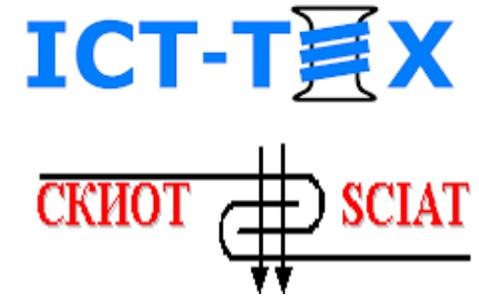




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TOPIC 5. MARKETING PLANNING OF THE TEXTILE AND CLOTHING BUSINESS

The course is developed under Erasmus+ Program Key Action 2:
Cooperation for innovation and the exchange of good practices [Knowledge Alliance](#)

ICT IN TEXTILE AND CLOTHING HIGHER EDUCATION AND BUSINESS

Project Nr. 612248-EPP-1-2019-1-BG-EPPKA2-KA

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AGENDA

- Basic Marketing Concepts
- Marketing Mix
- Marketing Process
- Fashion Branding
- Digital Marketing of the T&C Business



Learning goals and objectives

In this topic the staff trainees will learn what is marketing and what is its crucial role for the business organisation. They will learn the main elements of the marketing mix. They will get acquainted with AIDA model and other merchandising models. The importance of the fashion brand and the digital marketing for the successful modern T&C business is presented.

Short summary of content

Definition of marketing. Basic marketing concepts. Marketing mix. Marketing process. Product, price, place and promotion strategies. Merchandising models. Promotional mix. Promotional plan. Fashion brand. Digital marketing.

Expected results

Staff trainees will be able to plan the marketing activity of their T&C business and will develop the elements of the marketing mix. They will be competent to choose the right marketing strategy and policy and to develop a portfolio of digital marketing services.



Marketing definition

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. Philip Kotler

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. American Marketing Association





Marketing mix

Main marketing strategy areas: product, place, price and promotion.
The combination of these elements defines the marketing mix.



PRODUCT

- Quality
- Features
- Brand
- Packaging
- Size
- Warranty
- After sales



PRICE

- Tariff
- Sale
- Discount
- Sales terms
- Credit terms



PLACE

- Distribution channel
- Distribution area
- Point of sale
- Warehouses
- Means of transport

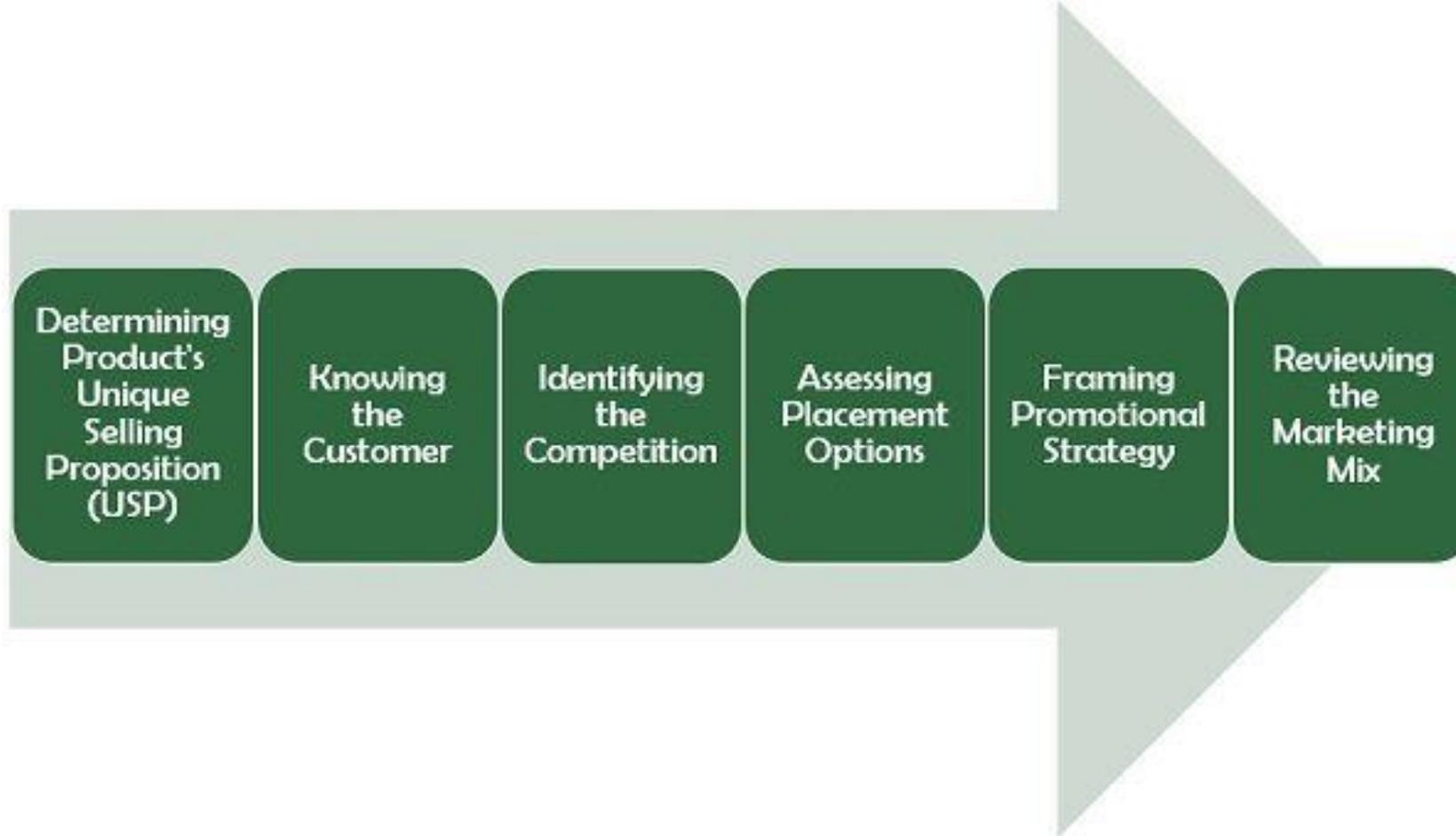


PROMOTION

- Advertising
- Sales force
- Sales promotion
- Public relations



Process of marketing mix





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Determining product strategies

Building a product image involves **attracting new customers** and **keeping current ones loyal**.

Product strategies for doing this include **branding** and **communicating product features and benefits**.

To attract people in your target market, you need to choose a product that matches well with their needs or wants. When given a choice, consumers buy the product with the **features** and **benefits** that best meet their requirements.

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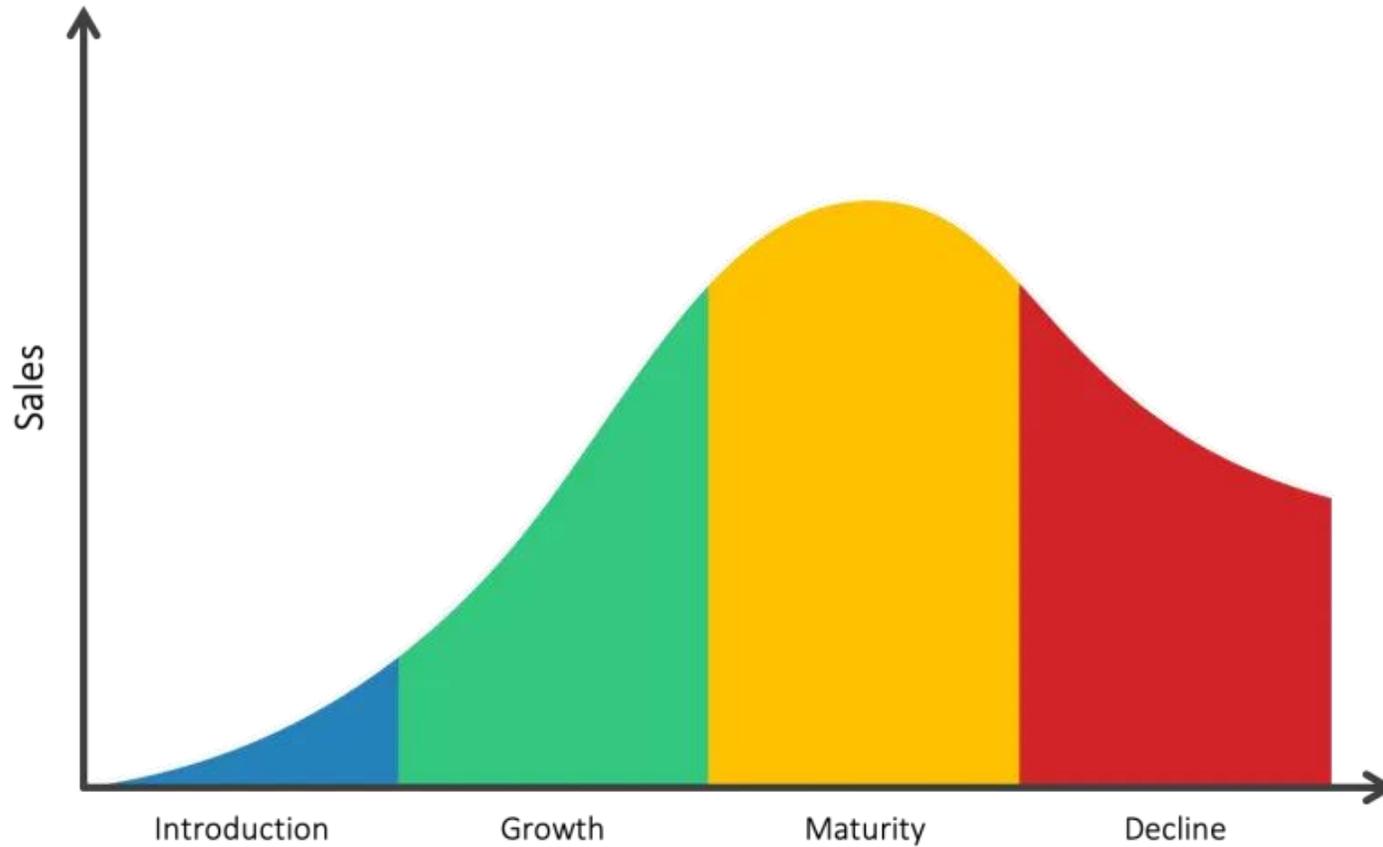


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Product life cycle



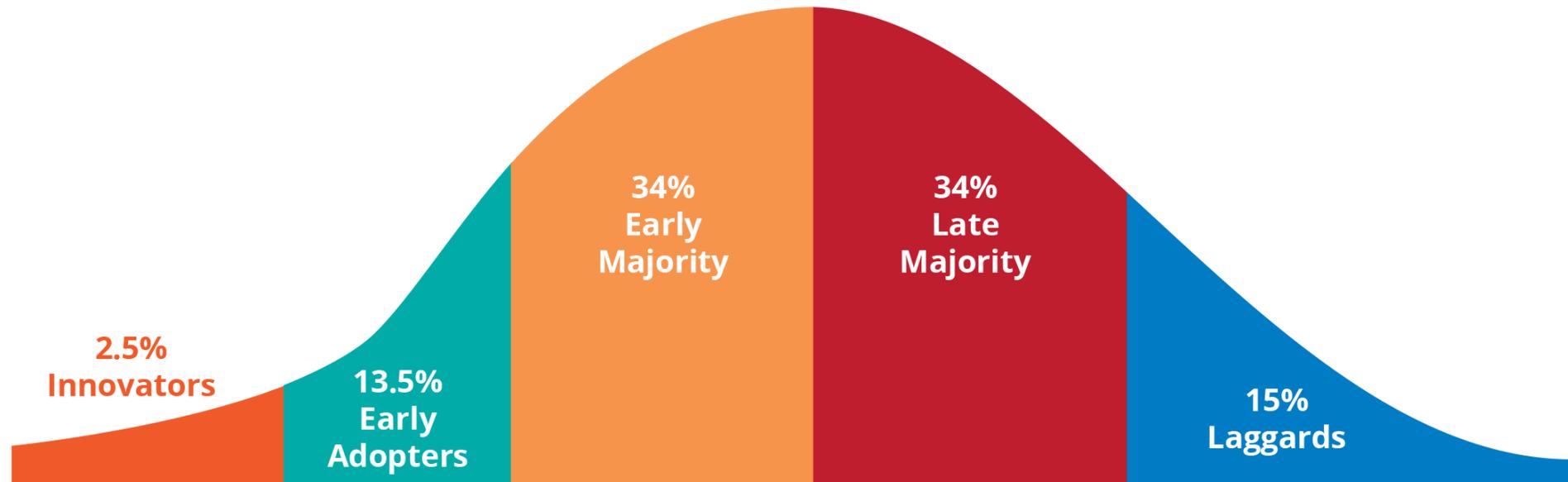


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Product diffusion cycle



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Strategies for successful fashion branding

- Use emotional storytelling in your marketing plan for long-lasting brand awareness.
- Throw referral marketing into your marketing mix to let your customers do the heavy lifting for you.
- Solve a problem in the fashion market and your marketing plan will build itself.
- Center your fashion business on the community it supports and you will build brand loyalty for years to come.
- Develop brand loyalty by giving back to the community that supports you.
- Let your customers stand behind you (and your fashion products) by standing up for something that matters.
- Provide a way for your customers to show off the fashion products you're selling to build both community and loyalty.



Strategies for successful fashion branding

- The exclusivity makes customers buy faster—as well as make their products more desirable and coveted.
- Explore content marketing as a powerful marketing channel that works even when you're not.
- Make your social media campaign fun and people will participate.
- Sell a fashion product that solves a global problem and everyone will notice.
- Make a challenge to communicate an idea with as little as possible.
- Built an entire company popularity by spending money to charity
- Focus solely on a specific niche and targeted specific influencers to reach them.
- Sponsor prominent athletes to help break into new markets.



Assignment 1

Look at the example: The fashion commercials failure: [The 7 Most Embarrassing Branding Mistakes of 2018 | Inc.com](#)

Discuss on what the fashion companies have missed according to successful marketing examples.

Something
positive



Something
negative





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Fashion branding. Merchandising problems

- Too much quantity on display;
- Inadequate display;
- Confusing display;
- One product category overshadowing the other;
- Colour distortion in the store leading to consumer grievances;
- Lack of brand congruence of the visual look and feel created.

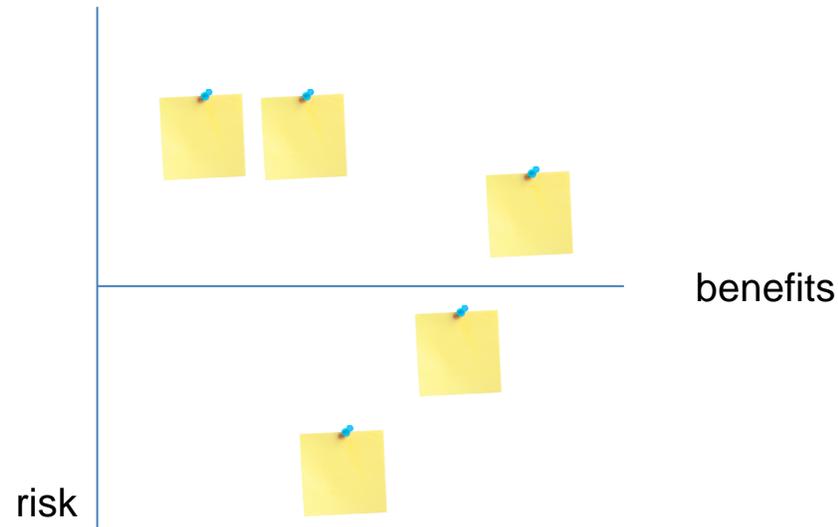




Assignment 2

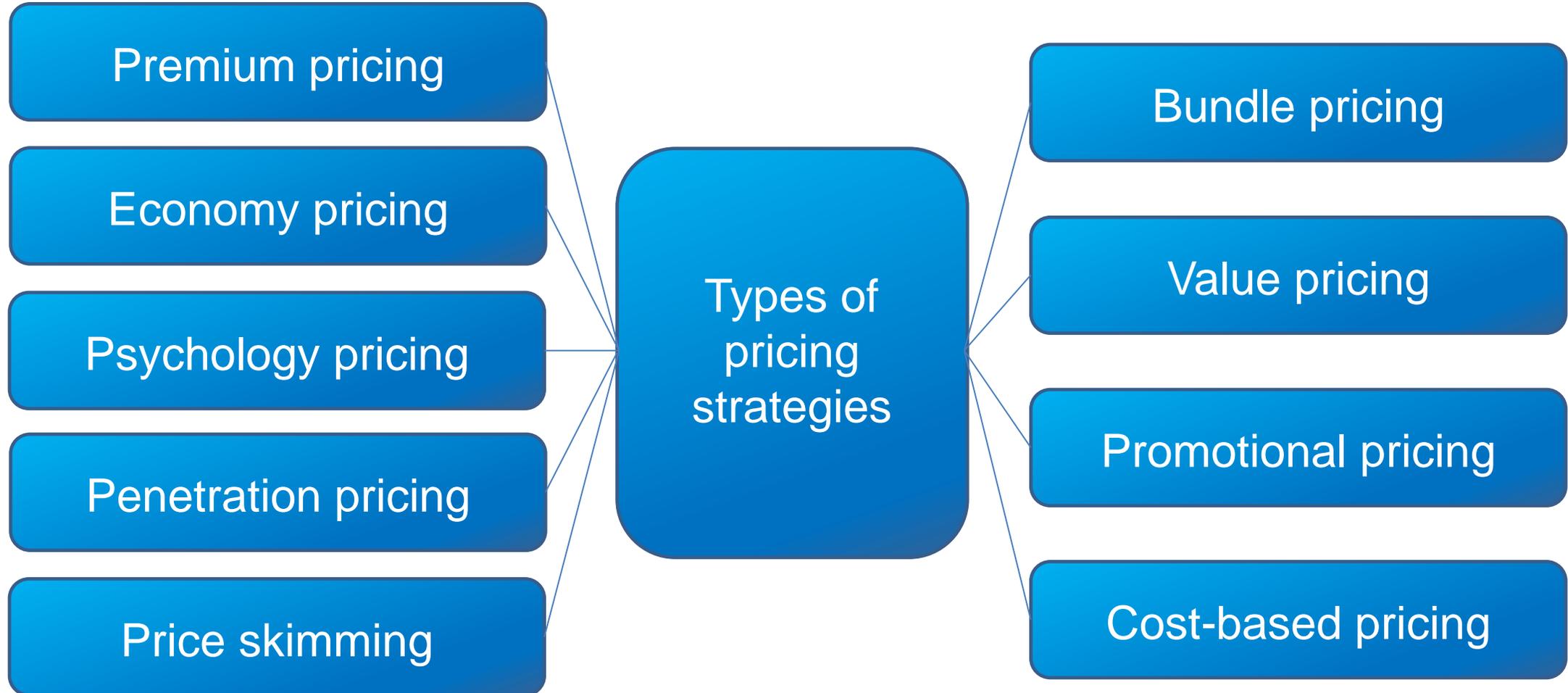
Look at the example: [Marketing Case Study - How we Built an Audience for Launch of a Streetwear Label around KPOP?](#)

Discuss on risks and benefits of brand exposure.





Pricing strategies





Developing price strategies

Developing price strategies involves:

Identifying price objectives:

- Build or maintain an image.
- Increase sales volume (quantity).
- Obtain or expand a market share.
- Maximize profits.

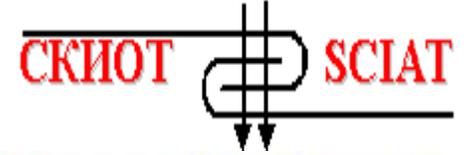
Selecting a basic price strategy:

- Demand-based.
- Competition-based.
- Cost-based.
- **Making price adjustments.**





Place strategies. Distribution. Where and when will you sell?

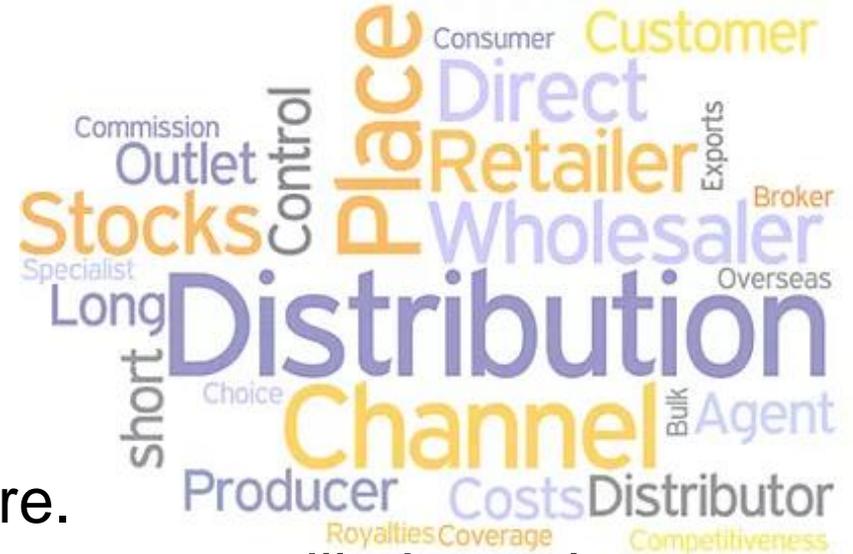


To determine place strategies you should decide:

- What distribution channels to use.
- Where and when you will sell your products.
- How you will transport and store them.

Examples:

- Choosing an excellent location for a physical store.
- Determining the days and hours when customers are most likely to shop.
- Providing an easy-to-use Website that customers can access any time, from any location.
- Taking orders via a toll-free telephone number, with operators standing by 24 hours a day.





Promotion

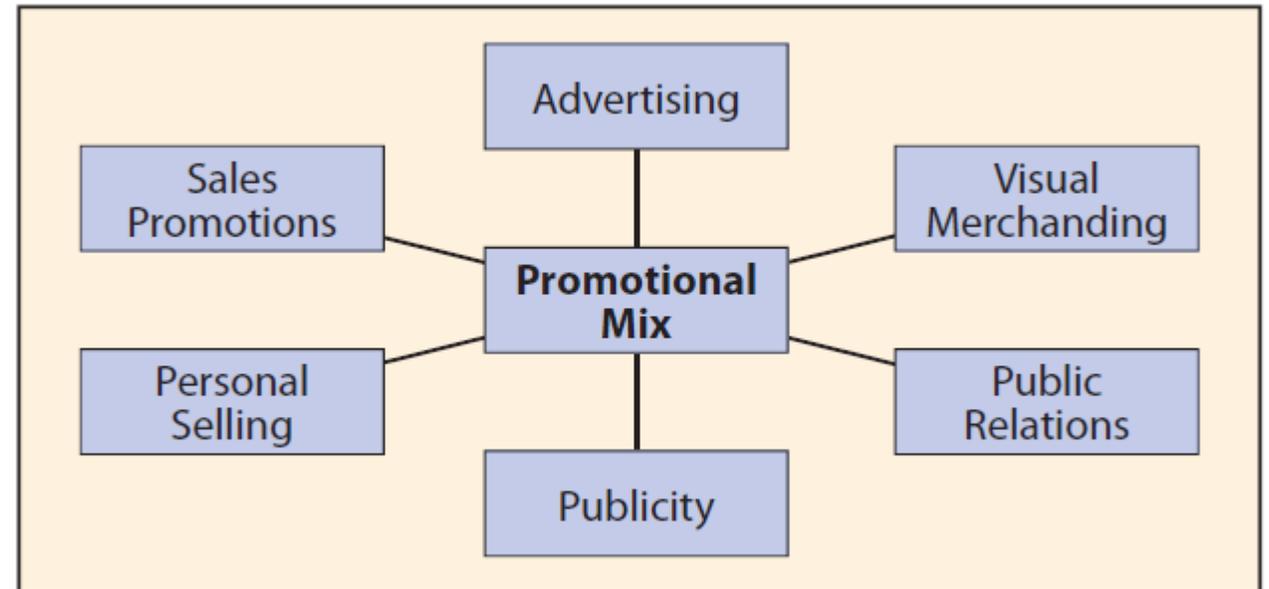
AIDA is a popular communication model used by companies to plan, create, and manage their promotions.

- Attention, making customer aware of the product.
- Interest, providing information about the advantages and benefits.
- Desire, generate desire by convincing that product will meet customer's need.
- Action, making it as easy as possible for customer to make the purchase.



Promotional mix

- We use promotion to build a favorable awareness about our product and influence people to buy it.
- Elements of a promotional mix:
 - Advertising;
 - Visual merchandising;
 - Public relations (PR);
 - Publicity;
 - Personal selling;
 - Sales promotion.





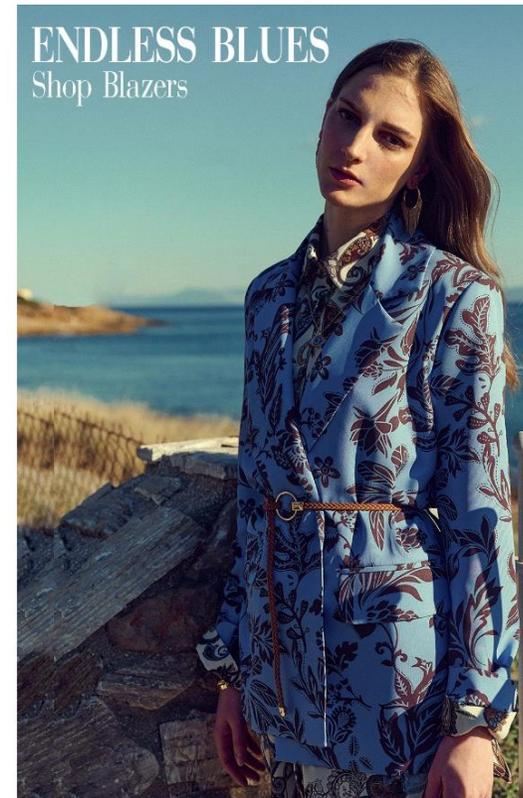
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T&C communications

- Advertising/ commercials.
- B2C and B2B sales.
- Direct marketing.



<https://youtu.be/UIwTZDJMwyY>



Promotion. Developing a promotional plan

A promotional plan for a new T&C business must take into consideration three stages of a business startup:

- **What promotions are needed before the business is opened?**

Examples:

- Establishing a favorable business image.
- Educating your target market about the features and benefits of coming products.
- Creating an awareness of where and when you will be opening.

- **What promotional adjustments will need to be made when the new business is launched?**

Promotions to get people to try a product or service.

- **What ongoing promotional strategies are needed?**

Promotions for keeping current customers loyal. Include methods for measuring promotion effectiveness in your plan.





Digital marketing of T&C business

- **E-mail marketing** - is probably the cheapest way to tell about your brand and products, but also one of the hardest, if you don't know what you are doing. It requires people to subscribe to your mailing list
- **Blog** - since marketing tactics have changed from 'trying-to-sell' to 'giving useful information' (inbound marketing), blogs have become a part of marketing practices.
- **Online marketing** - the main information people seek for is address, phone number, opening hours and products. Consumers like to compare the findings and then make their purchasing decision based on the facts found online. It is crucial to have a website up and running.



Digital marketing of T&C business

- **Mobile marketing** - brands are competing with hottest trends. Currently, most innovative labels offer apps and game-like experiences. Other stick to the basics and send simple text messages with offers.
- **Word-of-mouth** - making people talk about your brand and share experience is very important for the brand image, engagement and most of all, trust. Word-of-mouth - it is considered as the most valuable marketing method.
- **Social media marketing** - building online identity and gaining popularity takes years, but can be easily achieved with the help of social media. Do not expect to get hundreds of followers quickly, as only 49 a celebrity can gather thousands of followers when entering a new social media channel.





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Digital marketing of T&C business

Facebook marketing in 6 easy steps:

- Set up a Facebook business page.
- Get Facebook likes.
- Type Facebook posts.
- Create a Facebook marketing strategy.
- Tracking and measuring results of Facebook Analytics.
- Advertise on Facebook.

[Facebook Marketing: The Ultimate Guide \(hubspot.com\)](https://www.hubspot.com/facebook-marketing-guide)

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Digital marketing of T&C business

- **YouTube and Live stream Video** - making videos is not something new, but nowadays, it can be done almost by anyone and with a very little budget. There are many (even free) apps and software available that can be used to create a video, and some of the software have pre-made templates/layouts for making the video look a bit more interesting and professional.
- **Events and expeditions.**





E-marketing of T&C. Step by step guide

Visitors: Social Media, Influencer Marketing & Search Engines:

- Step 1: Set Profitable Goals from the Jump.
- Step 2: Consolidate Your Ad Account.
- Step 3: Let the Facebook Pixel Do Its Thing.
- Step 4: Retarget Your Audience.
- Step 5: Connect with Impactful Creative.

[Fashion Marketing in Ecommerce:
Guide, Strategies & 50+ Examples
\(commonthreadco.com\)](https://www.commonthreadco.com/guide-fashion-marketing-ecommerce/)

Conversion Rate: Optimize Your Fashion Funnels & Pages:

- Step 6: Build Funnels Around the Almighty Offer.
- Step 7: Improve Speed & Usability, Especially on Mobile.
- Step 8: Digital Fashion Merchandising: Product Descriptions & Product Recommendations.
- Step 9: Improve Site Browsing, Discovery & Checkout Experiences.



E-marketing of T&C. Step by step guide

Lifetime Value: Retention, Email Marketing & SMS:

- Step 10: Find Your Cash Multiplier.
- Step 11: Leverage Email Marketing.
- Step 12: Engage in SMS Marketing.

Variable Costs: Shipping & Returns (the 'Unfashionable' Part):

- Step 13: Negotiate Better Deals.
- Step 14: Optimized Returns.
- Step 15: Inventory Management.

Profit: Find the Right Partner to Bring Everything Together:

- Step 16: Has your fashion ecommerce store arrived at the corner of poppin' and profitable, yet?



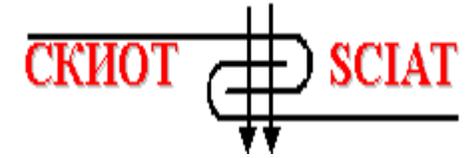
Assignment 3

See the given examples of clothing advertisement ideas:

[How to Start an Online Clothing Store in 7 Easy Steps \(bigcommerce.com\)](https://www.bigcommerce.com)

Choose one of the given roles and comment how effective they are:

- The blue hat: This is the hat of control, used for management and organization;
- The white hat: This is the objective hat, which focuses on facts and logic;
- The red hat: This is the intuitive hat, focusing on emotion and instinct;
- The green hat: This is the creative hat, where ideas are abundant and criticism spare;
- The yellow hat: This is the optimistic hat, used to look for positive outcomes;
- The black hat: This is the cautious hat, used to predict negative outcomes.

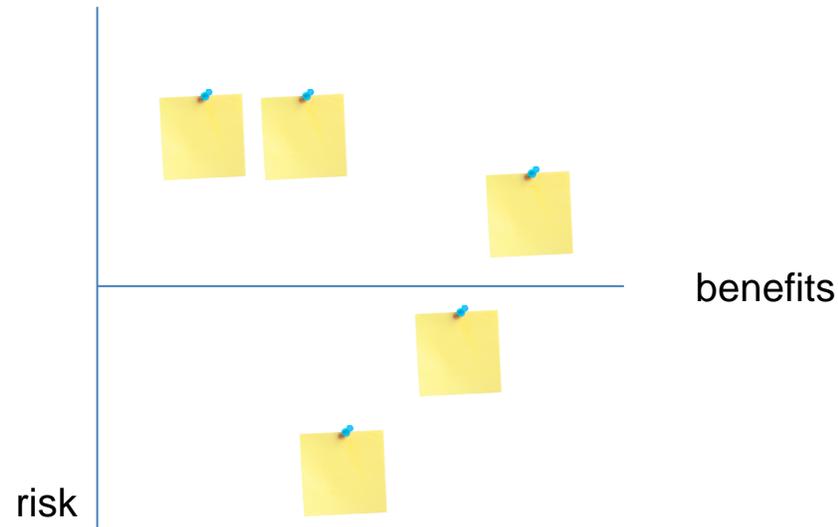


PROCESS		Blue Hat - Process Thinking about thinking. What thinking is needed? Organizing the thinking. Planning for action.
FACTS		White Hat - Facts Information and data. Neutral and objective. What do I know? What do I need to find out? How will I get the information I need?
FEELINGS		Red Hat - Feelings Intuition, hunches, gut instinct. My feelings right now. Feelings can change. No reasons are given.
CREATIVITY		Green Hat - Creativity Ideas, alternatives, possibilities. Provocations - "PO". Solutions to black hat problems.
BENEFITS		Yellow Hat - Benefits Positives, plus points. Logical reasons are given. Why an idea is useful.
CAUTIONS		Black Hat - Cautions Difficulties, weaknesses, dangers. Logical reasons are given. Spotting the risks.



Assignment 4

Look at the [THE EFFECTS OF SOCIAL MEDIA ON FASHION CONSUMPTION?](#) Discuss on benefits and risks for taking social media decision: Be effective; Be “Pinnable”; Set up a business account; Be clear; Appeal to the audience; and Represent the brand.



Questions for discussion and tasks

- Create a magazine advertisement - write the text for the ad, create art or take photos for it and research media prices for different and sizes and placements.
- Advertising agencies can help you create, plan and manage advertising and other promotional activities. If you intend to hire such an agency, you will also need to include its fees in your budget. Research advertising companies and compare their prices.
- What forms of digital marketing are the best for you T&C business idea?
- Imagine you were writing promotional material for a new T&C brand. Try to define in one sentence the concepts you think would help persuade customers to buy or will grab their attention.



Questions for discussion and tasks

- Design and draw a brand mark for your real or imaginary T&C product, service, or company.
- What elements are included in branding? Why is brand repetition important?
- What could happen if you fail to follow up with a customer after a sale is made? What advantages might you gain from asking the customer for feedback?
- Thinking about your own buying experiences, what characteristics do you most appreciate in a salesperson? What selling behaviors have you witnessed that decreased your desire to buy? Why?

CONTACTS

Coordinator:

Technical University of Sofia
Department of Textile Engineering

Project Manager of ICT-TEX:

assoc. prof. Angel Terziev, PhD
aterziev@tu-sofia.bg

Web-site: ICT-TEX.eu



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