Growth Plan for FenceBrand

1. CONTEXT:

I contacted two guys through warm outreach that run a small Clothing Ecommerce Brand and I'm working with them as my starter project.
Their main need is getting more attention, they only have an instagram page and it is very small (less than 250 followers).
They also have a Shopify Website that doesn't look terrible but is pretty basic, it doesn't have neither crossells, nor value ladder (they only sell T-shirts, Hoodies and beanies). They have the basic 15% first order lead magnet.

They have released 2 Drops of clothing since December and they still have some stock of the second one. In each drop they try to announce something special (Ex: a raffle, IRL meeting…).

They are building a football team so that the brand will sponsor the football kit.

Their objectives are to sold out every drop they release within a month and, in the medium term (3-6 months from now), to earn twice the money they invest in each of them.

2. AVATAR:

The brand is supposed to sell an identity that matches the style of clothing of one of the founders, so my avatar is actually him:
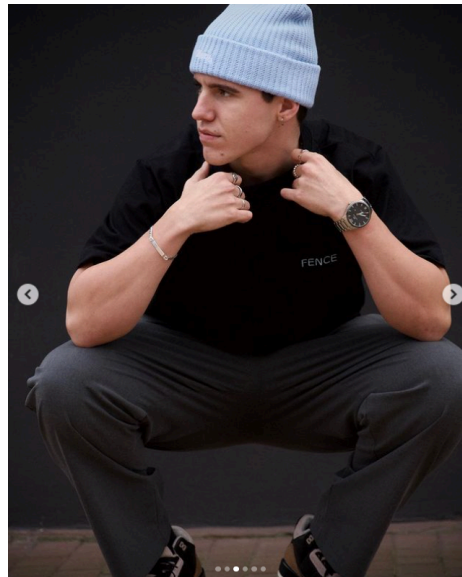
Name: Adrián

Background Details:
He lives in Gijón, Asturias; a region in the north of Spain. The urban culture is ingrained in this city. He is from the middle-high socioeconomic class. He likes fashion and it is important for him to be unique. He is embarrassed to dress like everyone else when a hard trend is saturated (Ex: When the Jordan Sneaker market exploded, he despised everyone who thought that you dress well only for wearing a pair of dunks.)

A day in his life:
Waking up isn't the most purpose fuelled thing in his day.
Choosing his outfit is a thoughtful process. He picks out a unique combination of streetwear pieces—perhaps a limited edition hoodie, a pair of custom sneakers, and some well-fitted jeans. He accessorizes with stylish sunglasses and a watch from a local designer.
This gives him a source of confidence and motivation to carry on with the day.

He works at a gym monitoring people and imparting classes. He is into fitness and likes to train and have a healthy body. Alternatively, he might go for a hike or a run in a nearby park, appreciating the outdoors and maintaining his physical shape.

While eating, he scrolls through his social media feeds, engaging with posts from his favorite fashion influencers and brands. He shares a morning selfie or a shot of his breakfast, tagging relevant accounts to stay visible in his community.

In the evening, he enjoys spending some time with his girlfriend, chatting about the day and picturing future plans and/or dates.

He aims to go to bed and wake up at the same time each day, maintaining a consistent sleep routine to support his overall health and well-being.

3. MARKET AND CUSTOMER SOPHISTICATION

a. LVL AWARENESS: They don't really have a problem, just a passive want for tapping into the identity that the brand holds, so it's beautiful as Andrew has directly told me because can guide the people to blast from level 1 to level 4 with a single piece of copy. In my case it should be an irresistible-to-participate raffle that resonates with the target market and make them tick and take action immediately.
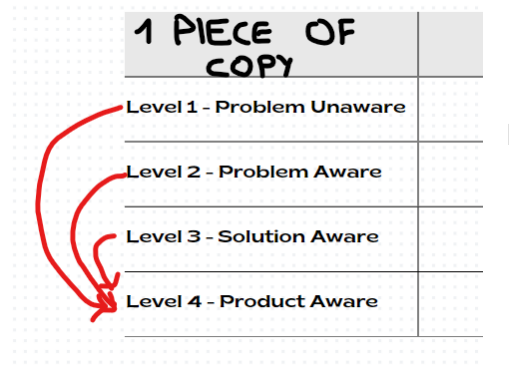
b. STAGE SOPHISTICATION: Again there is no problem-solution-product thing because it is an identity based product, but definitely stage 5. So I need to play with:
   i. Niching down → tap into the specific characters that would fit into the tribe they feel part of
   ii. Identity Play → Playing with the ways they gain status among their tribe to make them feel that they are that person and using
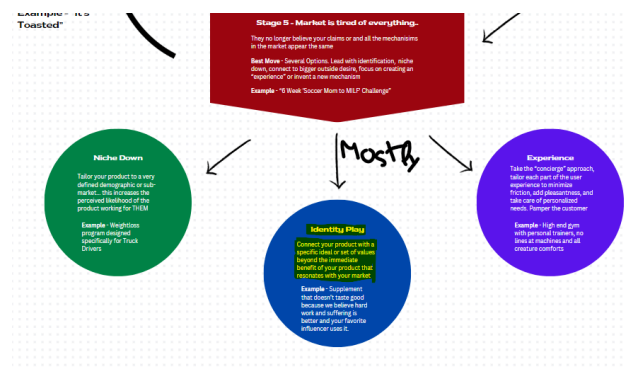
the customer language in the pieces of copy.
      iii.   Experience based approach → Top player example:
              1.   Loro piana has a system where you can book a private appointment in a physical store.

4. TYPE OF BUSINESS/NICHE

Ecommerce emerging Clothing brand.
They desire to stand out by mixing the classy-minimalistic style into the urban culture starting by selling to people who appreciate the initiative of these type of "start-ups"

5. PRODUCT

As I said, for now they only sell Tee-shirts, Hoodies and Beanies.
They have simple black or white colors with different minimalistic stamps.
The brand color is celeste.

6. LINKS
    a.   Insta page:
        https://www.instagram.com/fencebrand?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==
    b.   Website: https://fence-brand.com/

7. WHAT THEY'VE TRIED AND FEEDBACK

1st drop: They launched T-shirts prioritizing quality over margins.
People liked the T-shirts but they realized that such a little margin wasn't worth it.
They announced a raffle and after a few slow days, they gained around 150 to 200 new followers on the insta page. They were surprised because people who they don't know commented and participated. I believe it worked due to the low threshold to participate

2nd drop: They launched Hoodies and beanies with more profit margins and sold a few of them.
I think for them the price worked but they did not sell all of them because they don't have enough attention in social media, they aren't growing it and they only have an insta page, no more platforms.

They opened a Tiktok account but they didn't post anything because "they don't know how to create content".

8. MEASURABLE METRICS

They don't have metrics at all. They don't run ads
They have been posting reels to their insta page for the last week, some following my scripts, other don't. The views go between 500 and 3500, with nearly no engagement in the comments. Only one reel for which I wrote the copy has reached 10K+ views but with still no engagement.
I can say, as you see in their page, that the posts received nearly no engagement.
Almost all they sell is for friends and known people, I asked and they told me that they've sold two pieces of clothing the last 2-3 weeks.
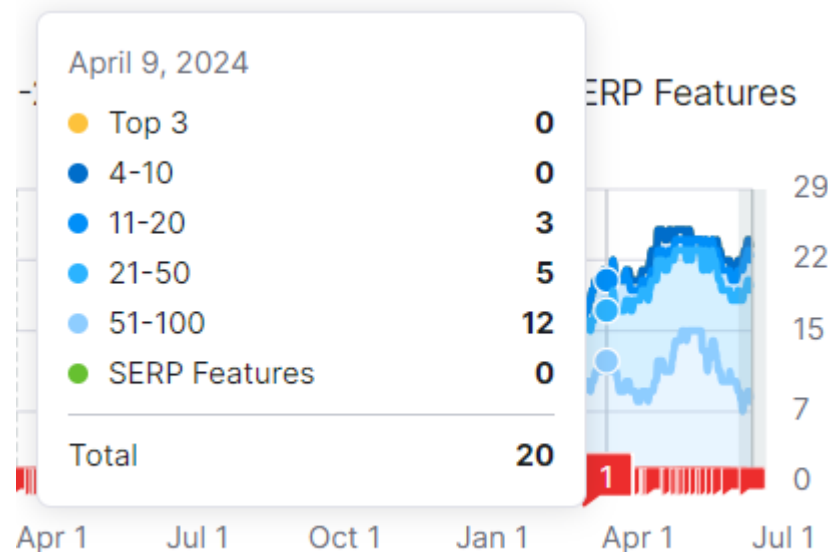
9. CLIENT'S REVENUE

I also asked for this and they couldn't tell me because it is very variable. They told me that at least they haven't lost money yet.
I know they have a profit margin of 14€ for each hoodie and 3-4 € of profit margin for each t-shirt of the first drop.

10. DATA OF ATTENTION SOURCE

According to semrush they have around 20 visits to the website a day since April.

Their insta page is the main online attention source and it has only 217 followers.

1. Unlisted Rumble 100 pushups video

https://rumble.com/v5895jx-july-24-2024.html

Growth Plan

We are focused on growing their social media (primarily ig and Tiktok) by consistently posting content (I told them that 1 daily post on their IG page and 3 on their TikTok would be ideal), and getting their customers into the newsletter list where will potentially be loads of money to be made in the long term.

The discovery project that I pitched to them was two weeks of consistent posts and a raffle at the end of those weeks.
Turned out that they don't have the budget for a raffle now so I came up with the idea of making an exclusive contest for their customers in the Ig stories.

The requirements are to upload a story with the brand's garments that they already have, and to text us via dm saying the thing that they like the most about the brand (I also thought to only ask as a requirement to upload the story, and then ask ourselves "What do you like the most about the brand?" via Dm to the people who have already uploaded the story).
We will choose the most creative one and reward them with a free professional photography session (because my client's gf is a photographer).

The goal is to get testimonials from their actual customers and incentivise new people to take advantage of this opportunity to use the 15% first purchase discount so that we get people into the newsletter.

I would love some feedback on the contest idea and if said idea isn't terrible, on the copy itself.

In the next section, I have answered the 4 questions of the WWP and added all the requirements to have my copy reviewed. At the end I wrote a draft that is already revised several times, firstly by myself and then with the help of AI.

Copy Aikido Review

Business Type: Clothing Brand, Ecommerce

Business Objective: Get 5 testimonials and 50 new customers into the newsletter

Funnel: Via Social Media Contest.

WINNER'S WRITING PROCESS

1. Who am I talking to? (just read it if you need it, I don't want you to waste your time. I'd say that the most important answers are the 2 first ones)

- **What "tribes are they a part of? How do they signal and gain status in those tribes?**

Tribes

1. **Fashion Innovators and Trendsetters**:
   - These individuals are always ahead of fashion trends, often experimenting with unique and avant-garde styles. They value originality and creativity in their clothing choices.
2. **Streetwear Enthusiasts**:
   - This tribe is deeply immersed in streetwear culture, appreciating brands and styles that represent urban fashion and contemporary culture. They seek exclusivity and are keen on limited edition drops and collaborations.
3. **Social Media Influencers and Followers**:
   - They actively participate in social media, both as influencers and as engaged followers. They use platforms like Instagram to showcase their style, gain inspiration, and connect with like-minded individuals.
4. **Local Urban Community in Asturias, Gijón**:
   - They have a strong connection to their geographic location, valuing the sense of community and local pride. They appreciate brands and styles that resonate with their local culture.

Signaling and Gaining Status

1. **Through Unique and Exclusive Clothing**:
   - **Limited Edition and Custom Pieces**: Wearing limited edition or custom-designed garments that are not widely available to the public. This signals their access to exclusive items and their connection to the forefront of fashion trends.
   - **Collaborations**: Participating in or wearing items from high-profile collaborations, which demonstrates their insider status and awareness of significant fashion movements.
2. **Social Media Presence and Engagement**:
   - **Visual Impact**: Posting visually striking photos of their outfits on platforms

like Instagram, often in unique settings that enhance the appeal of their clothing. They use high-quality photography to highlight their style.
  - **Influence and Interaction**: Engaging with followers through likes, comments, and shares, building a community around their personal brand. They also interact with and get noticed by prominent figures and brands in the fashion industry.
3. **Participation in Fashion Events and Drops**:
  - **Event Attendance**: Being present at exclusive fashion events, pop-up shops, and brand launches. This signals their active involvement in the fashion scene and their dedication to staying current with trends.
  - **In-Person Drops**: Participating in in-person drops and releases, often documented and shared on social media, to show their commitment to acquiring the latest fashion items.
4. **Local Community Engagement**:
  - **Supporting Local Brands**: Promoting and wearing local brands that align with their style, signaling their support for their community and appreciation for local craftsmanship.
  - **Community Events**: Attending and participating in local community events, which helps them gain recognition and respect within their geographic area.
5. **Authenticity and Originality**:
  - **Personal Style**: Developing and maintaining a unique personal style that sets them apart from the mainstream. This includes mixing and matching pieces in unconventional ways to create a distinctive look.
  - **Leadership in Trends**: Being early adopters of emerging trends and often setting trends themselves. They gain status by being seen as fashion leaders and innovators within their tribe.

★ What makes them tick when deciding to buy a garment?

They have to feel that buying it will fit their classy but outstanding style. **At a glance, they have to feel the vibe of those outfits that will help them get status in their tribe by signaling an exclusive and trendy style that will stand apart from the saturated trends.**

They have to consider the brand professional enough to ensure the quality of the product.

They have to see that the brand is up to date with the trends but it plays with them so that they can signal to their tribes that they are avant-guarde.

Generally, What Kind Of People Are We Targeting?

- Men or Women? Both, the garments are men wear but nowadays that's unisex
- Approximate Age range? From 15 to 35
- Income level? Middle to High class

- Geographic location? Asturias, Gijón mainly

Painful Current State

- What are they embarrassed about?

  They are embarrassed to dress like everyone else when a hard trend is saturated. Ex: When the Jordan Sneaker market exploded, they despised everyone who thought that you dress well only for wearing a pair of dunks.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

  People would notice their presence and talk about them in a positive way about how their outfits harmonically fit their vibe. They would be astonished with the visual impact of them among a group of people, standing apart due to their originality and refined style.

- Who do they want to impress?
  - They want to impress people among their tribe, people that resonate with their vibe and whom they are comfortable hanging out with.
  - They want to impress the people that know them. These are their loved ones (family and friends), their known ones (people of mutual knowing, including chicks/guys they would be interested in), and people that follow them on SM
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

  They would feel filled with confidence and overtime this confidence will transform them into a more original and outstanding person, brave enough to dress in a unique personal manner.

  They probably desire people to follow their own trends and feel important due to it.

Values, Beliefs, and Tribal Affiliations

- Who do they blame for their current frustrations?

  They blame all the Sheep type of people that follow trends blindly.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

  They tried to buy garments that were unique when they bought them and then, all of a sudden they started to see people wearing them everywhere.

  Maybe they were subconsciously following a rising trend. The "you see what you put attention to" effect comes into action here.

- How do they evaluate and decide if a solution is going to work or not?
  It's a subconscious gut feeling, they decide it at a glance.
- What figures or brands in the industry do they respect and why?
  Nude project, Fake gods…
  Because they have an organic social media presence aka they have a community built around the identity they sell
- What character traits do they value in themselves and others?
  They value originality, leadership regarding social trends and being pioneers when defining their style.
- What character traits do they despise in themselves and others?
  Copy paste dressing styles

Top players in the space

instagram comments:

2. Positive:
   a. please tell me this will be global! Still wanting the Glasgow tee 🥲
   b. This collab is going to be insane 😩🔥→ They do collabs that make sense to the vibe
   c. Finally, can't wait! cancelled my holiday to be there 🔥🙌😎 → referencing an IRL drop
   d. Obsessed with this look
   e. The shirt plus the sweats look sophisticated for a date night fit
   f. this collection will be my wardrobe for many many years.
   g. My bank balance can't keep up with the drops 😓
   h. These photos are sick 🔥🔥
   i. Praying I manage to get one
3. Negative:
   a. hi i placed an order for the with love shorts and just meant to order white and didn't mean to order blue, is there anyway y'all could switch for me, would mean the most
   b. Why hasn't my order been processed yet, it's been past two weeks now. Anyone else having the same problem ?

4. Where are they now?

   a. They are in Gijón (Spain city) mainly
   b. They are scrolling in social media looking for the next piece of interesting content
   c. ~~CURRENT: They are probably quite lonely in their homes and in their life. They strive for entertainment inside their phones. They have the passive desire to flex some new trendy piece of clothing.~~ → DOESN'T REALLY MATTER, I SHOULD FOCUS ON SEEDING THE ENVIRONMENT WITH ELEMENTS ASSOCIATED WITH THEIR DESIRES

d. DREAM:

*Literally every piece of information inside the **Signaling and Gaining Status** answer of the MR template pictures desired outcomes in their life.*

"The piece of clothing has arrived sooner than expected, it looks high quality and the packaging gives a unique unboxing experience
He/She thinks "wow I look fresh, I can't wait for my friends to see it, they are gonna compliment me as soon as they see me".
His friends and family actually are astonished, the outfit looks clean and trendy. Every person that he crosses in the streets pauses to admire his new look and he notices it. Happiness was felt throughout the afternoon."

"I finally have the opportunity to have some fancy professional photos to upload to my socials. This will be great, I'm gonna look amazing to anyone who sees my page"

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   iii. Experience based approach → Top player examples:
      1. Loro piana has a system where you can book a private appointment in a physical store.

g. LEVELS OF: **All the three levels are subconsciously evaluated by the customer at a glance.**
   i. Desire: 3
   ii. ~~Certainty in idea: 4~~ This really don't comes into play
   iii. Trust in the brand: 2

5. What do I want them to do?

a. Stop scrolling
b. Watch the full reel/ Read the full post
c. Participate by:
   i. 0- Purchasing something with the 15% discount if they are new customers
   ii. 1- Uploading a story to their accounts with a garment of the brand
   iii. Text us saying the thing they like the most about the brand

d. The levels of desire and trust must go over "5".

6. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

a. I have to catch their attention
   i. cutting through the clutter via Pattern interrupt plus another couple attention triggers.
      1. My main play is opportunity mixed within tribal status.
b. Retain their attention
   i. through curiosity "tease → reward" cycles so that they don't bump out
c. They have to feel that the price is valuable for them and that the threshold to act is worth it, either to participate or to purchase so that they can participate.
d. I'm not only gonna act,I'm gonna act NOW
   i. It has to be some form of urgency involved so that they
e. It would be nice in the eyes of the customer who is deciding to act, to experience some incentivisation to trust the brand
   i.

Roadblocks

- The main one is that for a small clothing brand the trust in the company is often low and the perceived cost is high.
  - The trust problem will be solved by this contest because as a result we'll have some testimonials to display in our page and website, we have also contacted a rapper in the local area and gave him some garments for him to post some stories and promote the contest.
  - The perceived value is solved thanks to the frame of the message that the brand sells, which is tailored to people that want to dress fancy but innovate and elude saturated brands.

Personal analysis

- The copy might be a bit long for a Ig post so I plan to make some friends read it and ask them if there's anything that feels boring or weird to make it shorter or delete it.
- The reader who doesn't have a garment of the brand might bounce out after reading this line: "All you have to do is upload a simple story featuring the Fence garments you have and DM us what you like most about the brand."
  I just tweaked the copy so I inserted this line: "Don't have any Fence items? [swipe arrow]" in the second swipe
- The criteria to select the winner is a bit vague ("The most original one"). I plan to brainstorm ideas for 10 minutes to come up with one which is more tempting and/or "action-inducer".

- "The choice is yours" sounds to me a bit salesy. I tried to fix it but it turns out I currently suck at closing tactics, so I plan to scan through the live beginner call which regards that theme and fix my lack of skill.

My efforts to fix it

- I tried to resume it myself and I found a few grammatical shortcuts but I didn't find if there is any piece of information that is irrelevant.
  I also asked Chat Gpt to resume it without deleting the information and it only wrote it without spacing and less human.
- I thought to brainstorm the criteria before sending it for review but I'm worried about adding too many words to the long enough copy so I prefer to get feedback first and change it if it is necessary.
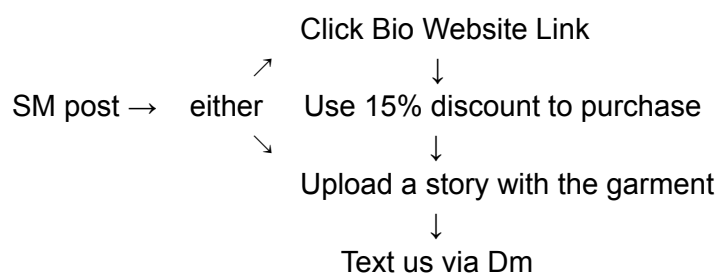
Did I test the copy?

No I didn't

Value equation + levels awareness, stage sophistication

The will they buy diagram should be a better version of the value equation, as Andrew has said, so everything is answered inside the "Where are they now?" question of the WWP.

Funnel

```
                        Click Bio Website Link
                 ↗              ↓
SM post →    either     Use 15% discount to purchase
                 ↘              ↓
                 Upload a story with the garment
                                ↓
                        Text us via Dm
```

The funnel is explained in the Growth Plan.

DRAFT

First Swipe: Attention Catching video

Media:
https://www.instagram.com/reel/C7j8m3iikSh/?utm_source=ig_web_copy_link&igsh=MzRlODBi
NWFlZA==
We can mix that with a chick approaching the guy from the back with an admiring gaze in a
beautiful beach background.

Voiceover: We are not just a clothing brand. Together, we are a movement that promotes
originality and personal creativity. This is your chance to capture that essence in image.

Red "Swipe" Arrow

Second Swipe: Canva image/animation 1

Copy: You don't need to be our customer to be a star, but if you are one of them, you can
shine for a day.

All you have to do is upload a simple story featuring the Fence garments you have and DM
us what you like most about the brand.

The most original one will win a professional photo session.

Don't have any Fence items? [swipe arrow]

Swipe 3: Canva image/animation 2

Copy: Don't worry, you can take advantage of this opportunity by using a 15% discount on
your first purchase from our website.

The contest ends on [end date] and the winner will be announced on [announcement date].
The choice is yours.

Upload your story now, unleash your creativity.