

Ikiru Gear

Digital Marketing Strategy

Company Overview

Ikiru Gear

Ikiru (Japanese for “livable”) is a new clothing company that strives to to have a positive impact on the world, provide radical transparency into their production process, and provide a sustainable fashion brand for the next generation.

They use natural and sustainable materials like organic cotton and hemp, as well as recycled fabric whenever possible.

Ikiru also works with small supply chains to ensure product quality and fair trade, and sells directly to consumers via the internet, cutting out middlemen and reducing costs.

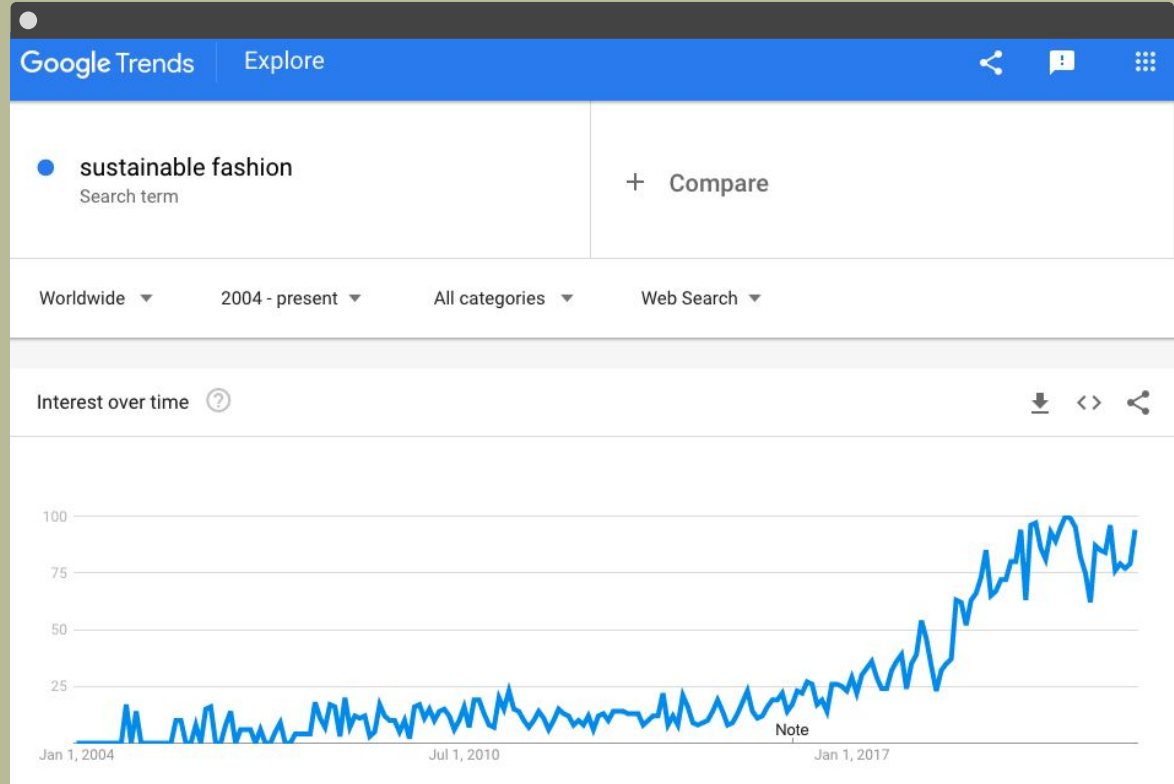


Market Analysis

Nine out of 10 Gen Z consumers believe companies are responsible for addressing environmental and social issues (McKinsey).

60% of Millennials want to shop more sustainably (Fabrik).

67% of consumers consider the use of sustainable materials an important purchasing factor (McKinsey).



Sharp increase in “sustainable fashion” interest over the last few years.

Value Proposition

Headline:

Timeless, sustainable clothing for the next generation of fashion.

Description:

Ikiru Gear works with fair trade factories and organic materials to bring a better future of fashion directly to conscious consumers.

Benefits:

Get dressed every morning knowing Ikiru Gear has taken all the leg work out of shopping sustainably; you are one click away from supporting a better future... and looking good doing it!

Competitor Analysis

Competitors	Strengths	Weaknesses
Patagonia	Durable and attractive products. Dedicated workforce with low turnover. Brand recognition.	Expensive products. Portfolio caters more to the “executive” look. Limited online marketing.
Tentree	First mover advantage in sustainable fashion branding. Strong online marketing and brand exposure.	Above average prices. Customer service dissatisfaction expressed in reviews on different online platforms.
Everlane	Radical transparency. High-quality products.	Quick product sellout. Low brand awareness. Limited product design variation.
Eileen Fisher	Diverse portfolio for women. Loyal fanbase.	Portfolio limited to women’s fashion. Customer service dissatisfaction expressed in reviews on different online platforms.
Reformation	Diverse portfolio for women. Brand identity. Celebrity following.	Portfolio limited to women’s fashion. Premium prices.

Audiences



Primary target audience

Women between the ages of 18 and 34 who are interested in sustainable fashion.

Seeking affordable and fashionable clothing made with natural and recycled materials.



Secondary target audience

Men between the ages of 25 and 34 who are interested in long-lasting clothing with a timeless look.

Seeking quality clothing that looks great at an affordable price.

Objectives

Write three broad strategy objectives.

Generate 1000 email newsletter subscribers in the first month after launch.

1

Increase Instagram and TikTok following to a combined 100,000 followers in the first quarter.

2

Achieve a 30% customer retention rate in the first year.

3

Write three corresponding KPIs.

1

Number of new email subscribers.

2

Number of Instagram and TikTok followers.

3

Customer retention rate.

Sustainable Sloane

Demographics

- Female, 18-34, \$50-\$100k income
- Lives in a major U.S. city, like California, New York, Oregon, Washington D.C.
- Single or in a non-married partnership, no children.

Background

- Works in a service-oriented, "helping" industry, like Education, Healthcare, or Social Services.
- Has a Bachelor's Degree or higher, near the beginning of her career.



Interests

- She spends much of her time on social media, reading through fashion forums and watching "Outfit Of The Day" videos.
- She has a strong sense of ethics and prioritizes spending her money in a way that reflects her values.

“ Looking for fashionable clothing that fits my values and budget!

Goals & Aspirations

- She wants to present herself well at her job, both mentally and physically.
- She desires a wardrobe that is sustainable and affordable, that can take her from work to Sunday brunch.

Pain Points

- Putting together a professional wardrobe on a budget is not easy, especially when you're as fashion-focused as Sloane.

Social Media    

Timeless Ted

Demographics

- Male, 25-34, \$50-\$100k income
- Lives in a major U.S. city, like California, New York, Oregon, Washington D.C.
- Single and looking, no children.

Background

- Works in-office in a corporate career, hopes to rise the ranks. He is far enough into his career to be established, but still in the "proving himself" stage.
- Has a Bachelor's Degree or higher.



Interests

- He doesn't care about fashion, but does care about looking good.
- He's not a social media guy, but you will find him on dating apps, internet forums, and the occasional Instagram scroll to keep up with the latest girl he's seeing.

“ I need to dress to impress!

Goals & Aspirations

- His 5 year plan includes both marriage and a promotion. He knows those both require looking good, so he's looking to upgrade his wardrobe accordingly.

Pain Points

- Tim HATES shopping. He wants shopping for new clothing to be the least amount of trouble possible—looking for budget friendly but long lasting clothing.

Social Media



Campaign Action Plan Overview

Inspired by another sustainable fashion competitor, Girlfriend Collective, we will be running a free product, word of mouth campaign, with the main goals being raising brand trust, growing social media follower count, and generating email sign ups.

(Reference: <https://www.refinery29.com/en-us/2016/05/111417/girlfriend-collective-leggings>)

TikTok and Instagram posts will go live, informing customers that Ikiru is giving away free shirts to the first 500 people who follow on social media and sign up with their email on the Ikiru website.

When they end up on the Ikiru website to sign up, they are taken to a landing page with not only an easily accessible sign up area, but also an introduction to the company and FAQ to build brand trust. We have also optimized search for those that look up Ikiru to make sure it's legitimate.

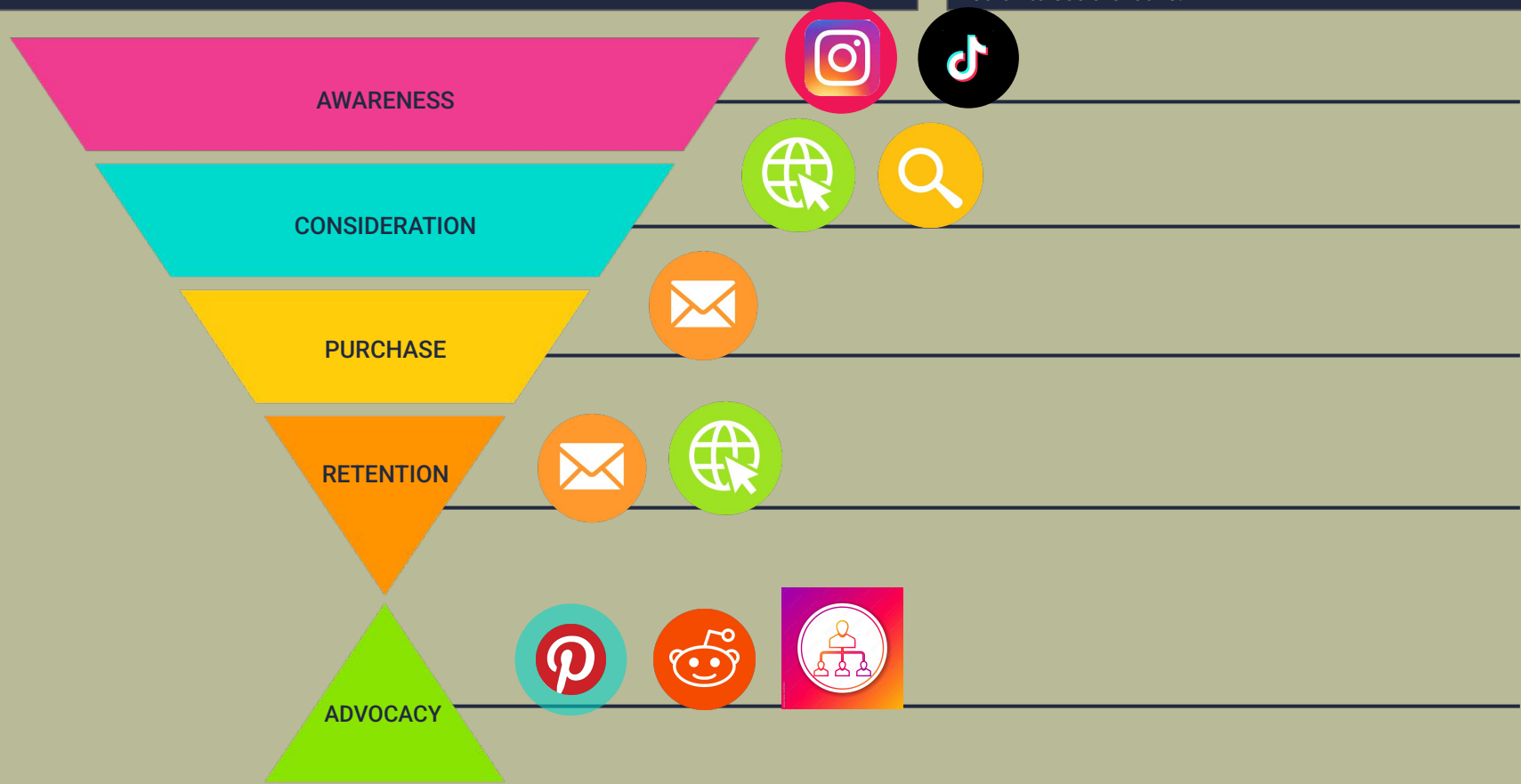
Getting these email conversions is the goal. The first 500 sign ups will receive an email with instructions on how to claim their free shirt, and anyone after the first 500 sign ups will receive a discount code.

From here, we foster retention by sending out more emails about Ikiru's other products and promotions, as well as keeping the website updated with Ikiru's latest sustainable practices and new clothing drops.

We facilitate advocacy on Pinterest by creating inspirational content and Sustainability/Fashion Forums on Reddit by doing an AMA after this campaign. As a bonus, we are working on Ikiru's first ever Referral Program, where customers will be able to share their love of Ikiru with their friends by giving a discount, and getting once once their referral orders.

Funnel and Customer Journey Hybrid

Digital Channels:
Use the icons on the pasteboard at right. You can copy/paste them more than once if needed for your funnel. You may need to scroll to see the icons.



Channel	Funnel stage	Objective (related to specific channel & stage)	KPI
Instagram	Awareness	Increase follower count by 50% in the first month.	New follower count
TikTok	Awareness	Increase post impressions on TikTok by 30% in the first quarter.	Post impressions (views, likes, shares)
Website	Consideration	Double conversions from social media during the lifetime of the campaign.	Conversions per channel
Search	Consideration	Increase organic search click through rate by 10% in the first 6 months.	CTR
Email	Purchase	Generate 500 new email subscribers within a week of the Social Media campaign going live.	Amount of new email subscribers
Email	Retention	Generate sales from 15% of new email subscribers in the first quarter.	ROI
Website	Retention	Increase purchase rate by 25% in the next 6 months.	Purchase rate
Pinterest	Advocacy	Achieve 10% click through rate on Pinterest in the first year.	CTR
Reddit	Advocacy	Increase the positive testimonials and reviews on Reddit by 30%.	Amount of testimonials/reviews
Bonus: Upcoming Referral Program	Advocacy	Generate 1000 new leads in the first quarter after the referral program is launched.	Amount of new leads from referrals

Creative Mockups

By blending our signature timeless design with trending social media strategies, we will effectively connect with our target audience.

