

UNTITLED GODS

MARKETING STRATEGY

#HYPE

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Introduction

Through digital marketing, Untitled Gods should be meticulous and intentional with the powerful message that this is a brand for doers. Untitled Gods is for people with no limit or label.

As a up and coming luxury fashion brand, it is important for Untitled Gods to convey a sense of innovation, craftsmanship, and soul in every aspect of the business. Through social media, keywords, website design, and branding, Untitled Gods can position itself to not only be a competitor to other luxury brands, but differentiate itself for a **Generation of Doers**.

" (Untitled God's) inspires me to create a platform to influence a culture of "Doer's" with no "label". a high end luxury brand looking to influence people to "Do". One day I will manifest all my dreams & thoughts because I'm constantly beating on my craft, "Untitled God's" will be one of my platforms to tell my story & motivate people to live their wildest dream"

Never forget your motivation.

This digital strategy will detail:

- Keyword Research and Volumes
- Social Media Strategy
- Website Analysis
- Branding
- Consumer Feedback

Keyword Research and Volumes

Through keyword research, I have identified low competition keywords that can be included in your online interaction or on a future blog. These words are commonly associated with customers who are searching for Fear of God or Off White products. They are also associated with blogs and fashion magazines that feature luxury designers and fashion start ups.

Street fashion, 22,000 monthly searches

Street gear, 2,400

Streetwear fashion 1,900

High snobility, 5,400

Selecticism, 6,600

Hypebeast, 246,000

Outfit of the day, 12,000

Street style, 74,000

Street style store, 66,000

Fashion star, 6,000

Because Untitled Gods would also like to represent a lifestyle movement of motivation and following dreams, here are a few more keywords that can be used. At the present time, these keywords are not associated with fashion. These are also low competition keywords.

Authentic , 200,000

Motivation, 450,000

Social Media Strategy

Your competitor's customers are most commonly found on Instagram. Focusing your attention on this platform is easily your best bet and should be your main focus.

Observations

Competitors used many keywords (hashtags) in their posts. However, they added them as a separate comment, rather than in the main description field when posting an image. Alternatively, they posted hashtags in the main description but created space.

E.g., A post description would like like this:

Our newest sherpa-lined coat from our Fall 2017 Collection

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-
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#Hypebeast, #highsnobiety, #modernnotoriety, #outfitgrid, #ootd

Commonly used hashtags by your target customer:

#Hypebeast #highsnobiety #modernnotoriety #outfitgrid
#ootd #outfitsociety #streetfashion #yeezy #yeezyboost
#teamcozy #outfitoftheday #streetstyle #bape #blvck
#streetfashion #minimalist #minimalistmovement
#streetwear #snobshots #simplefits #fashionpost
#streetstyle #justinbieber #Bieber #Pablo #outfitfromabove
#outfitplace #menwithstreetstyle #ootdmen #givenchy

Posting Images

Another note is that Untitled Gods should always be cognisant of the following:

Backgrounds

Negative space balance

Dominant color(s)

Subject

Untitled Gods should ensure that the images displayed on social media embody your message through the above parameters.

For example, where would the people who would wear Untitled Gods clothing hang out? Would your images take place in the street? A park? At work? etc.

Think of the image composition. Would there be a lot of space around them (negative space)? Are they in a hectic city scene?

What colors come to mind that represent no limits or label, not just the collection colors? What actions would your model be doing in the image to convey your brand identity?

Creating your own hashtag

Brand your movement with a unique name and hashtags: Branding your movement will make it memorable and stick out in the mind of your followers.

Competitor Strategy

One strategy used by luxury brands is using ambassadors or influencers. They are usually celebrities or prominent bloggers providing the brand with life and promoting the brand through giving it a face. Pick an influencer that consistently lives the message that Untitled Gods represents. Contact them to see if they would feature your products.

Tip: make a thorough list of influencers and organize them into a spreadsheet with columns linking to each of their social profiles.

Etiquette

Like images and follow fans. Be discerning – show that your likes are genuine rather than spammy. Comment when you have something educational and/or valuable to say (rather than just a "cool" or "check out my page")

Use the same hashtags as the people who you want to follow you: your content will show up in their hashtag feeds.

Other Social Media Platforms

While Instagram is great for interaction, Tumblr and Pinterest are also valuable tools to create shareable content. It is notoriously a younger crowd, however, this is how Justin Bieber took note of Fear of God.

Website Analysis

Navigation Bar

The first thing noticed was that the website name is Myles Daughtry, not Untitled Gods. This should be renamed to Untitled Gods so if a user has multiple tabs open, it is clear which tab they are clicking on.

Favicon

When consumers think of a luxury brand, they also think of visual icons and not just one single logo. These can include monograms, brand symbols, logos, colours, or patterns.

Assess if your favicon represents your brand.

Join Us

Collecting emails is paramount to success. This provides a list of people who are interested in your products and you can send future information, promotions, or insights to.

Phrase your email subscription with actions rather than simply 'Join Us'

Eg., Subscribe for exclusive insights into Untitled Gods Spring 2017 Collection; or;
Sign up to receive a sneak peak of our [Collection]

You can use MailChimp or Email Brain for these services.

Backlinks

One of the strategies to be listed in Google is to have high quality backlinks and creating an online presense. To do so, start posting online. Answer questions regarding streetwear, clothing design, fashion start ups, and whatever else relates to Untitled Gods.

Have your user name link back to UntitledGods.com. It is essential to maintain integrity and not directly advertise unless a post asks specifically for brand mentions.

There are several ways to create backlinks:

Answer questions on Quora regarding fashion starts ups, clothing design, and other business development topics that are relevant to Untitled Gods.

Go on reddit and discussion fashion. Some subreddits are:

[reddit.com/r/streetwearstartup](https://www.reddit.com/r/streetwearstartup)

[reddit.com/r/streetwear](https://www.reddit.com/r/streetwear)

[reddit.com/r/startup](https://www.reddit.com/r/startup)

Leave helpful comments on fashion or stylist blogs

Join fashion startup communities such as:

<http://community.startupfashion.com/>

And the ultimate backlink: go old school - find a local newspaper that features local business development.

Branding

Your product should be able to be described in one sentence. An example is Michael Kors:

"A global luxury lifestyle brand with a jet-set aesthetic that combines elements of style, elegance, and sport."

Consider creating a separate short description as a sales pitch that conveys your brand identity, and extend your current long description into a separate 'about the designer page'.

Here is your current description:

We are Untitled God's & we represent a (Generation of Doer's). As Untitled God's we place no label or limit on potential, we simply do. We're a lifestyle brand dropping our (first collection) 2017. Our mission is to influence a culture of doer's through fashion & visual arts.

This can be shortened to something along the lines of:

A lifestyle brand for a Generation of Doers - no limit, all potential.

Untitled - no label, no limit. A **G**eneration **o**f **D**oers.

Consumer Feedback

It has been found that luxury brands advocate beliefs to customers rather than simply rely on brand values. Beliefs go further; customer feel they are living the beliefs of the brand and enjoy when luxury brands' beliefs align with their own.

Customers of luxury fashion very much appreciate innovation, high quality, rapid design turn over, manufacturing precision, and beautiful packaging.

While it may seem obvious, it is worth noting: customers attracted to high end fashion are less price sensitive. They expect luxury goods to be premium priced rather than economically priced. The high price enables the customer to evaluate the quality of the product (aka psychological pricing).

Customer of luxury goods value shopping at home, so great website design is vital. They also value having wide selection of merchandise available online.

Customers note that luxury brands go far beyond offering quality product: they offer attentive sales people and prompt customer service. Subconsciously, this creates a 'ritual' when buying luxury goods - it is much more involved and personal.

With this in mind, your team should have a plan in place for handling certain types of messages:

Support or customer service inquiries

Negative or disparaging comments

Career inquiries

Sales leads

Spam

Finally, to drive demand and interest from a high-end audience, don't make your products easy to get. Scarcity fuels desire for an item more and customers will work harder to get it. Particularly in a luxury market, people aspire to acquire what they cannot easily have.