

State of Industry: Fashion & Lifestyle



A digital deep dive by FYA Group



What's covered in this **Deep Dive**

- ◉ Current Digital Trends
- ◉ Commonly Faced Problems
- ◉ Challenges & Opportunities
- ◉ A New Approach to Digital Promotions
- ◉ Future Trends

We have tried to take a holistic view of the industry's approach to digital marketing & based our analysis on that.



Current Digital Trends

Increase In
Integrated
Influencer
Marketing

Pushing sales
via
E-commerce

Retargeting in
Overdrive



Commonly Faced Problems

Optimizing the Mobile Experience

While sites are being made responsive, UI is still being visualized from a desktop perspective

Inability to Personalize Purchase Experience

Personalization adds a great touch to one's purchase experience. Providing a personalized recommendation to the consumer can add to a great consumer experience

ORM

Efficient ORM is greatly lacking in today's industry as brands rarely track indirect complaints made about them. Whereas ORM can be used to convert customers unhappy with other brands

Low ROI

Due to lack of brand building and poor quality traffic, digital spends tend to be high resulting in a low ROI.

Not Enough Brand Building

Apart from sales focused campaigns, we also need to focus on creating brand awareness to build the brand in digital space

Community Building

A business can thrive on the basis of promotion and repeat sales. If a loyal community is built who regularly purchases and promotes our brand it can add to a great word of mouth



State of Digital Marketing

Challenges

- Inability to differentiate from competitors
- Customer Retention
- Discounts and offers
- Customer service

Opportunities

- Instagram swipe up ads
- Snapchat ads
- Omnichannel Experience
- Whatsapp for Business

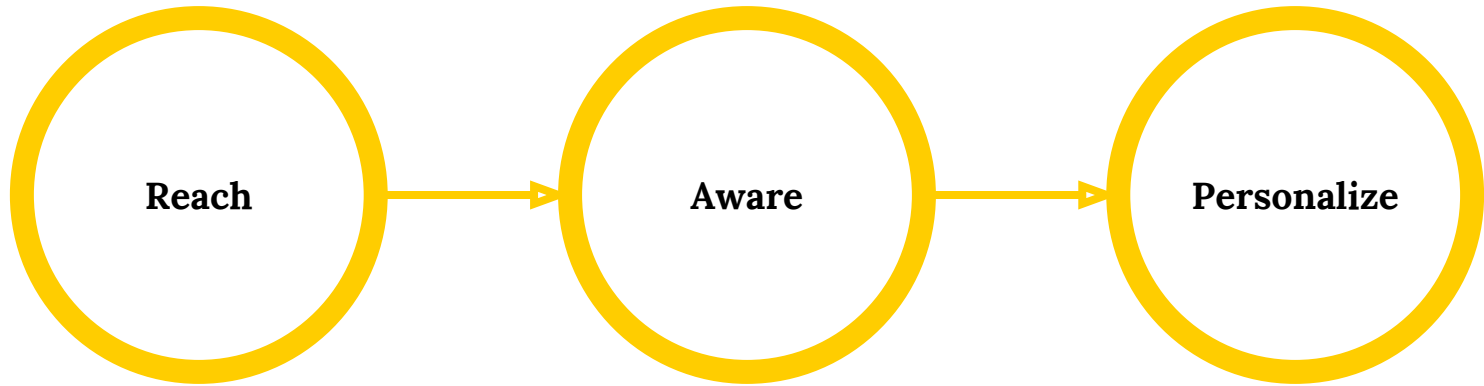


Omnichannel Experience

- Providing an omnichannel experience through the convenience of online shopping and having the same customer in store can help in giving customers a great experience.
- Gathering customer data and leveraging it to the fullest can prove to be a key strategy in boosting sales.
- Providing a personalized feed to users and recommending based on demographics and likes along with past purchase history can help in achieving maximum conversions.



A New Approach to Promotion





User Engagement

1

Social Media Engagement

By using popular hashtags and keywords on social media and start new conversations with potential users can prove to be a great way of engagement.

2

New Registrations

With the help of social media engagement one can hope to send potential users to your website and gather their data via registrations.

3

Dynamic Ads

On the basis of information gathered through registrations and their browsing history using dynamic ads can help in showing the most relevant products to your customers



User Retargeting

1

Newsletter / Blog

Keeping existing customers up to date with latest updates via newsletters and blogs can prove to be an effective way to boost sales

2

Website Visit

Through the content generated by us through various platforms users can visit our website which may lead to conversions

3

Remarketing

Remarketing can help in providing related product suggestions as well as cross selling on the basis of past purchase behaviour of our audience



Why use a Sales Funnel?

- Multi- level engagement with the user
- Creating awareness about the brand
- Strong retargeting
- Higher rate of conversions
- Relevant options as per the user requirement
- Personalized offers which will help us retain customers

Apart from the above mentioned points, it also helps us in building a strong brand recall



Future Trends



Progressive Web Apps

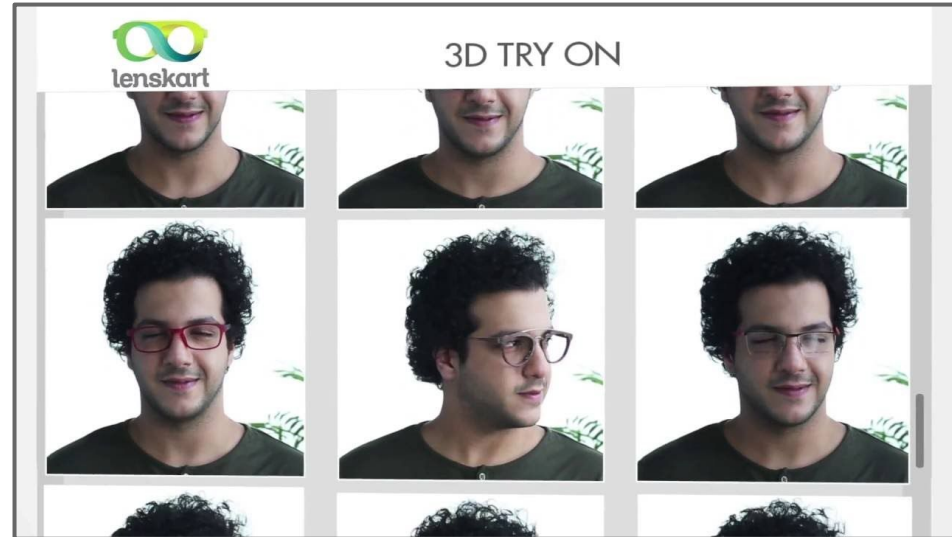
According to Comscore, 52% of mobile media engagement made via using apps. A Progressive Web App is not only 10x faster but also lighter than regular apps making it easy to delight your consumers & increase conversions.





Augmented Reality

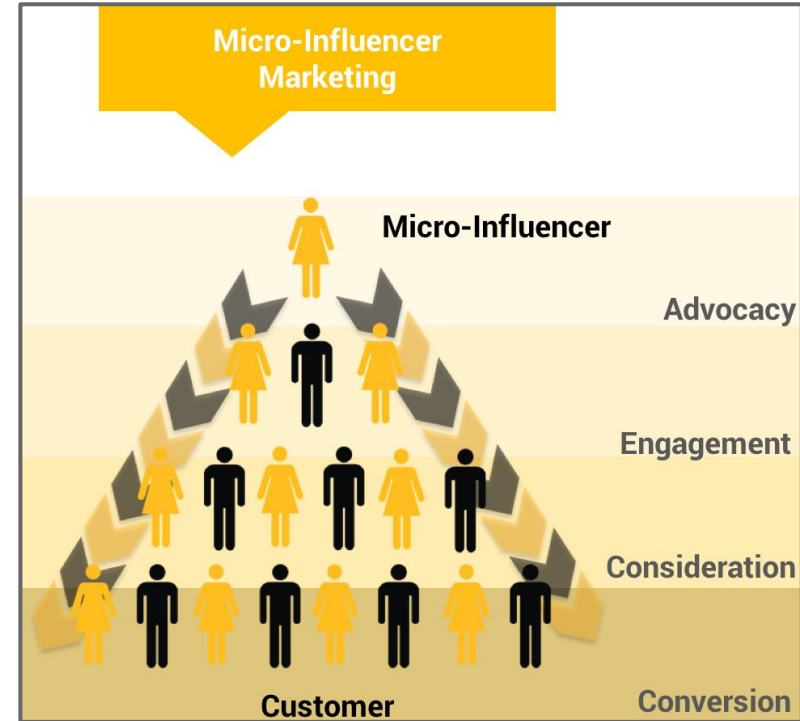
As brands look to deliver a “try before you buy” experience for shoppers who don’t want to visit stores, more uses of this technology will abound. This provides ease and convenience to users.





Micro-Influencer Campaigns

Initiating campaigns with multiple Micro-influencers with a small but highly engaged audience. Campaigns with these micro influencers can prove to be more beneficial in terms of scale as well as cost.



Our entire effort is focused on making sense of complexity in brands and products. From promising startups to companies with decades of history, we create and position businesses from strategy and design, to developing a complete user experience. Designing brands and products that speak to both heart & mind.

-YASH SANGHVI

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Thank You!

Any **questions** ?

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