

NAMED COLLECTIVE®

DIGITAL MARKETING PROPOSAL

TEAM 3
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TABLE OF CONTENT



3 LETTER TO CMO

4-5 CURRENT DIGITAL MARKETING STRATEGY |
WEBSITE

5 E-MAIL MARKETING

6 SEO/SEM

7 SOCIAL MEDIA

8 IMPROVEMENT #1 : TRUST SYMBOL AND LOGO

9 IMPROVEMENT #2 : ABOVE THE FOLD AND CTA

11 IMPROVEMENT #3 : EMAIL MARKETING

12 IMPROVEMENT #4 : SEO/SEM/SEA

LETTER TO CMO

Fabienne Peters
General Manager
Named Collective

April 18, 2023

Dear Fabienne Peters,

We are part of a Digital Marketing class at the University of South Florida, and we have been tasked for a final project to evaluate a company's digital marketing strategy. The company we chose is your company! Named Collective. We researched to the best of our ability the company's current digital strategy, website, social media, SEO/SEM. As a result we came up with some potential improvements that can be made to the company's current digital marketing performance. As a team we thought it could benefit you and your company by showing you what we researched and some things that could be improved upon.

After researching your current digital strategy we recognized some areas that we feel could use some improvement. Some of the things we felt the brand could use to improve its online presence is its logo, trust symbol, Call To Action, the email marketing, as well as SEO and SEA. . Our thoughts on how to improve these areas are to begin by putting more trust symbols around the site like reviews and certifications as well as putting social media logos for a more professional look. We also would put an emphasis on a more clear call to action somewhere above the fold, this can be done by changing the color or font so that the call to action stands out from the rest of the page, maybe adding some phrases like limited time only to create a sense of urgency would also help. We also believe making emails more personal by using customers names and providing them with seemingly personalized advertisements based on previously purchased or looked at apparel. One last improvement we think should be made is to the search engine optimization to prioritize the brand over similar brands and allow it to appear earlier and often on search engines. We believe we have come up with a comprehensive strategy to implement these improvements and take the digital marketing brand of Named Collective to the next level. We would love to share our ideas with you.

Sincerely,

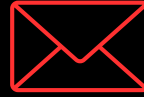
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Current Digital Strategy

As of now, Named Collective has multiple digital marketing strategies in place in an attempt to maximize their online retailer. The emphasis being on:



Website, e-commerce



Email Marketing



Social Media



Social Media ads

These are clearly the strength of Named Collective 's digital branding. Just because these are things that are currently being prioritized does not mean they can not be improved upon. We think making key changes to these categories can really improve their digital marketing presence.

Website | Email Marketing

Website


Named Collective has a very good website and is pretty unique. It is **super interactive** and pretty user friendly. As you scroll over products you can see what the products look like on customers which is a cool, useful feature. The website also **translates very well to mobile devices**. Overall the **website is built correctly**. Company Logo at the top at left, search function, navigation, pictures. The landing page gives options to use the menu at the top but the page itself does not have any real content besides some images of the clothing being worn. You would need to navigate away from this page to do or find anything about the products or company.

The **website presents trust symbol** like contact us, FAQ and about us section, delivery service, exchange and return sections too. It also display the different payment method you can use.

The website while very good can be improved upon, we like that its not your typical website, this sets it apart but there are still common digital marketing strategies that can be implemented. Things like having social media logos on the webpage instead of having the links typed out would look better and would really optimize the web page. But we talk about this in the improvement section.

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NAMED COLLECTIVE®

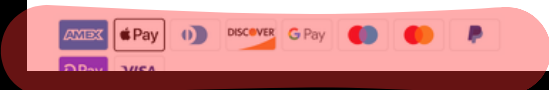
SHOP OUR \$HIT DROPS LOGIN Q  USD ▾



Ur EMAIL ★ SIGN UP

KEEP UPDATED WITH THE COMMUNITY AND BE THE FIRST TO KNOW ABOUT EXCLUSIVE NEW DROPS

- ABOUT US
- SIZING
- RETURNS & EXCHANGES
- OPPORTUNITIES
- BLM RESOURCES
- INSTAGRAM
- PINTEREST
- PRIVACY POLICY
- FAQ
- DELIVERY
- CONTACT US
- SOCIAL & ETHICAL
- E-GIFT CARDS
- TIKTOK
- TERMS OF SERVICE

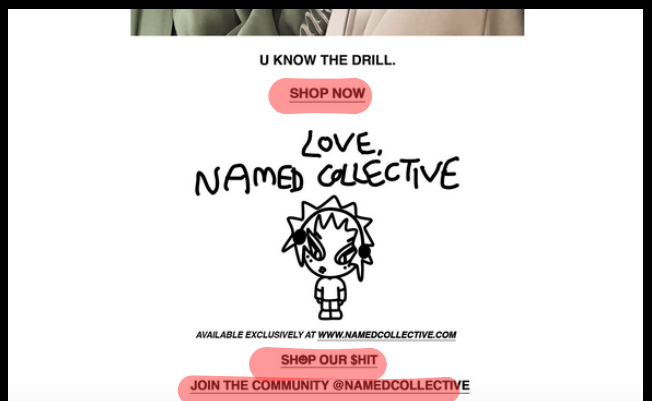
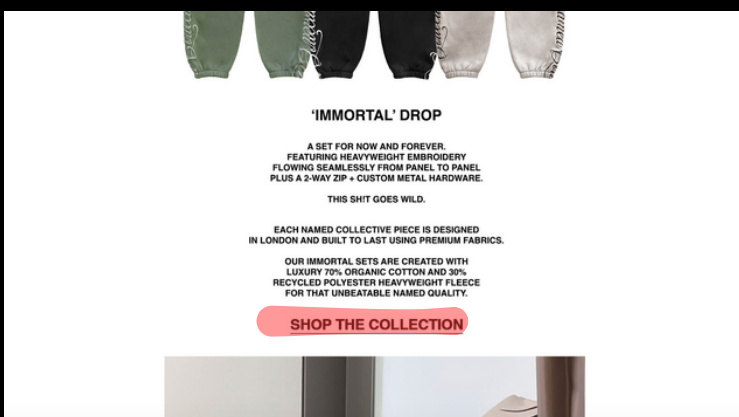


Email Marketing

Named Collective has a newsletter and is doing email marketing, which is a good thing. Indeed email marketing often induces low cost, high ROI, high response rate and it was shown that consumers prefer to receive commercial messages via email. So we can only encourage the brand to continue and develop it.

It is really **easy to sign up** to the newsletter and the brand sends email to keep you updated with the community and to know about exclusive new drops. It **sends 2-3 emails per week**, which is not too much and therefore it's not creating an overwhelmed or annoyed feeling for the subscriber.

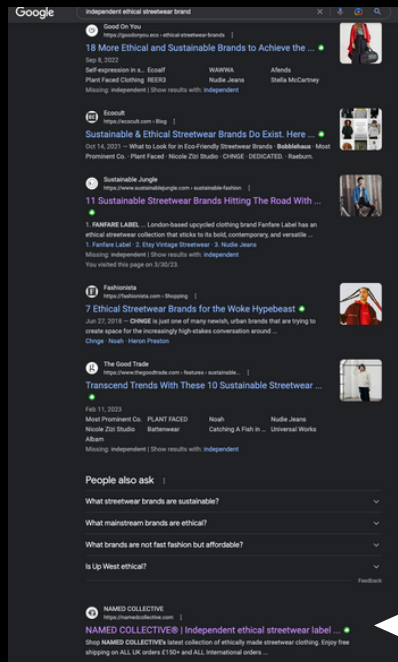
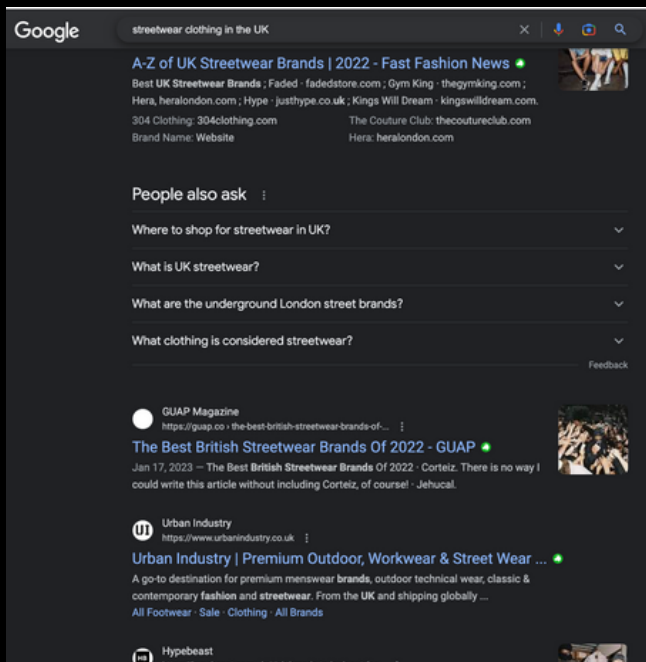
Emails are quite **consistent and original**. There are several photos each time, several text and CTA buttons. It encourages engagements.



SEO/SEA

Search Engine Optimization (SEO) is the process optimizing a website's content and structure in order to rank higher in the search engine results pages also known as SERPs. It's goal is to rank the highest in the organic search page. On the other hand Search Engine Advertising (SEA) is the process of utilizing paid advertising to hence increase the website's visibility in the search engine results.

Brands and websites must aim to optimize their keyword planning, on-site optimization and off-site optimization in order to rank the highest on the organic search results page. Named Collective as previously mentioned is a streetwear clothing brand based in the United Kingdom. **By doing a quick google search for 'Streetwear clothing' and 'Streetwear brands' we find that Named Collective is not ranked anywhere on the search engine results.** This can be due to the highly competitive nature of streetwear clothing. We tried to make the keyword search more specific by typing in "Streetwear clothing in the UK" but again, Named Collective could not be found in the search engine results.



Named Collective Website

With our inability to organically find the website for Named Collective, we decided to reverse search using keywords used in their title tag. **When searching 'Independent ethical streetwear brand' we find that the website for Named Collective appears the 6th website on the search results.** However, it is interesting that all the websites that ranked higher are general fashion blogs discussing other existing brands and not actual independent streetwear brands. Their **title tag contains exactly 57 words** which is perfectly in-range of the recommended amount.

Their **description tag is also well written**, they clearly state why you should visit their website and shop from them. They also include a free shipping offer on domestic orders above a certain amount and free shipping on international orders.

However the brand **doesn't do any SEA action**. The only ads are on their social media such as Instagram.

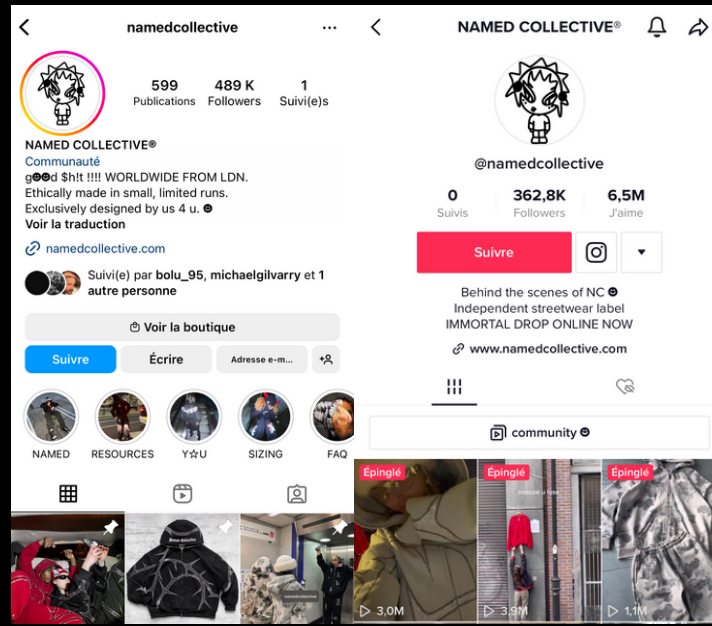
Social Media

First we can say that Named Collective has a deep understanding of its target audience, brand identity, and the unique selling proposition of its brand. All this knowledge is put in its social media strategy.

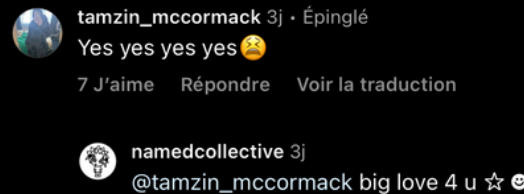
The brand is present on various social media. **Instagram** (475K), **Tiktok** (357K), **Pinterest** (2,7k), **Facebook** (1,3K), **LinkedIn** (585). It uses high-quality visual content such as images, videos, and stories that showcase the clothing line, tell the brand story, and provide value to the audience.

All the social media posts are consistent with the brand and resonate with the target audience. Indeed the company did a good job in defining its target audience. For instance the brand is really present on Instagram and Tiktok which are the two main social media platforms where their target audience is really active.

They Collaborate with influencers to showcase the clothing line. The brand engages with its audience by responding to comments and doing charity.



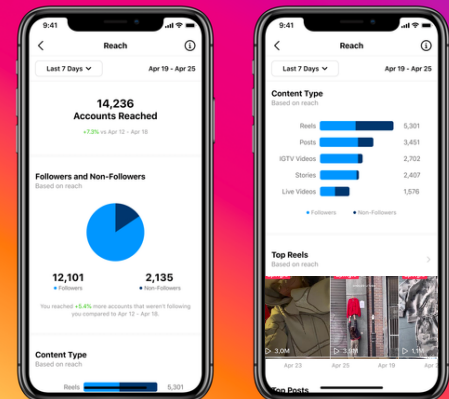
Each piece features a custom NAMED4GOOD woven label, as a special mark of being a part of this project. ALL proceeds, not just profits, going straight to charities chosen by u guys. A different charity for every tee. We hope to raise £2000 for each of the 5 charities, working together with u guys to donate a grand total of £10,000. Let's do this.



The brand also do add on Instagram and Facebook. This a good initiative because it offer highly targeted advertising options, but also engagement with a larger audience. It enables to increase brand awareness and drive sales.

Note

We can advise them to analyze the social media metrics regularly and optimize the social media marketing strategy as needed. Measure the engagement rate, audience growth, and conversion rate to determine the effectiveness of the strategy. By doing this, Named Collective creates a social media marketing strategy that increases its brand awareness, boosts engagement, and drives conversions.

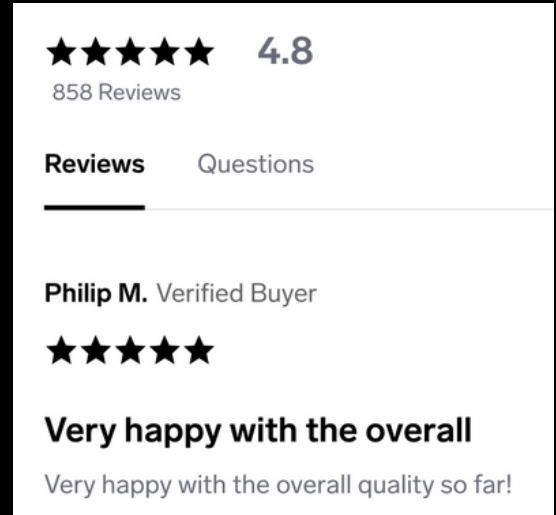
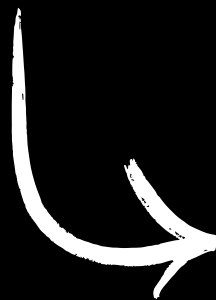


Improvement #1

Trust symbol

We can see on the brand's website that there are several trust symbols such as return policy, social media presence, secure payment items, delivery information, FAQ, about us section. But it could improve some point. Indeed the Brand is still young and need good trust symbols.

We suggest trust symbols like **displaying customer reviews and ratings**. It will provide social proof of the brand's credibility and quality.



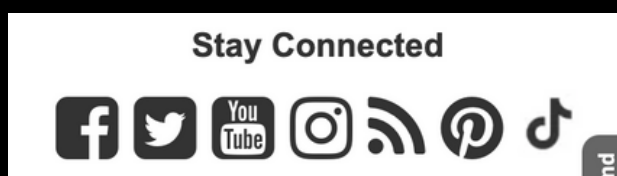
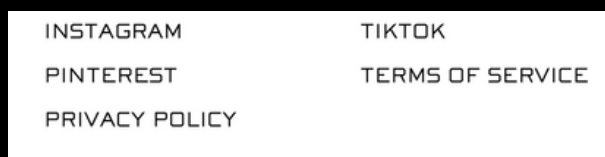
We suggest also to **put accreditations and certificates** that will ensure that the website is secure and encrypted, providing customers with peace of mind when sharing their personal and financial information.

Another suggestion can be to **put high quality design** to illustrate the return policy, delivery, security etc.. It will make more impact for the customer.



Social media logo

One more suggestion might be to **put the logo of your social media** to create a more professional and optimized aspect of the website.



Improvement #2

Above the Fold refers to the part of a web page that is visible to a user without having to scroll down. This is one of the most important parts of a webpage. However, the brand's website doesn't have an optimized above the fold part and a CTA button.

Our suggestion is to make an Above the Fold page with the new collection and insert a CTA button to shop it. It will increase the conversion rate of sales.

Above the Fold

For the above the fold part, we suggest to **keep it simple**. Avoid cluttering the area with too much information. It needs to focus on a clear and **concise message** that immediately communicates the value proposition of your product. We suggest also to use a **strong headline** that is attention-grabbing and clearly conveys the main benefit or message of the website. It should be easy to read and stand out from the rest of the content. Finally, we suggest to use **visual elements** like images, videos, or graphics that support the headline. Visual elements can help draw the user's attention and increase engagement.

CTA button

Indeed, the CTA button is a crucial element for the above the fold. It should be easy to spot and visually appealing. We suggest the brand to **use contrasting colors** that stand out from the rest of the page and make the button large enough to be easily clickable. The CTA button should clearly communicate the value that the user will receive by clicking it. We can suggest **"SH●P OUR NEW \$H!T !"** to keep in the brand identity. The CTA can create a sense of urgency, such as **"Limited time offer"** or **"Only a few items left."** This can motivate users to act quickly, increasing the chances of conversion.

Finally, we suggest to test and optimize the CTA button to see what works best. Try different colors, copy, and placement to see what generates the highest click-through rates. **Use A/B testing** to compare different versions of your button and make data-driven decisions to improve its performance.



A TRACKSUIT FOR EVERY DAY OF THE YEAR.
"IMMORTAL" HAS ARRIVED

← Sample of visual with CTA for your Above the Fold section

A/B test example :
SH●P OUR NEW \$H!T SH●P OUR NEW \$H!T

Improvement #2



Computer



Mobile

Caution: The space above the fold differs with each device used, it's something your website developer need to consider.

Above the Fold with CTA : SMART goals

Specific: Reduce the bounce rate of the above-the-fold section by 20%.

Measurable: Use website analytics to track the current bounce rate of the above-the-fold section and measure the progress towards the goal.

Achievable: Conduct user testing to identify the reasons why visitors are leaving the website and address those issues in the above-the-fold section.

Relevant: A high bounce rate indicates that visitors are not finding what they are looking for, so improving the above-the-fold section can help to capture their attention and encourage them to stay on the website.

Time-bound: Achieve the goal within the next 2 months by conducting user testing, making design changes, and analyzing the results to optimize the above-the-fold section.

Improvement #3

SMART goals for email marketing

Specific: Increase the conversion rate from email subscribers to paying customers by 10% within the next three months.

Measurable: Number of email opens, clicks, visit on the website, add to cart.

Achievable: Based on historical data, industry benchmarks, and team resources, a 10% increase in the conversion rate is feasible and can be achieved through targeted email campaigns and optimization.

Relevant: Increasing the conversion rate will directly contribute to the company's revenue and growth objectives

Time-bound: Achieve a 10% increase in conversion rate from email subscribers to paying customers within the next three months, starting from May, 1, 2023

Email Marketing

We can suggest to **personalize your emails** by using the recipient's name and other personal information to create. It will feel more relevant and engaging. You can also personalize the content and recommendations based on the recipient's past behavior, preferences, and interests.

An other suggestion can be to **provide exclusive offers and early access to new products**. In the same time **use urgency and scarcity tactics** to create a sense of FOMO (fear of missing out) that will encourage users to act quickly.

A third suggestion is to **add social proof** to your email. For instance Incorporate customer reviews and testimonials. It will build trust and credibility that will increase the engagement.

Ensure that your **emails are optimized for mobile devices** as a large percentage of users read emails on their smartphones and tablets. Use responsive design, clear CTAs, and a streamlined layout to make it easy for users to browse and purchase your clothing products on mobile.

Other suggestion can be to **send an email to thank for signing-up** and **adjust perfectly the time to sent the email** to your audience preference

Improvement #4

SEO/SEA

The ultimate goal for a brand like Named Collective is to organically appear as a high ranking website when searching keywords such as; "Independent streetwear brand"; "Streetwear clothing"; "UK Streetwear clothing brand". By not appearing in these very common keyword searches they are missing out on many potential sales. However, it is also important to consider that these keyword searches are very competitive in nature due to many other pre-existing brands aiming for the same keyword searches.

Here are a **suggestion of keyword searches** that Named Collective could use:

- Urban clothing brands
- Streetwear fashion brands
- Artisanal fashion brands
- Unique fashion brands
- Independent clothing brands
- Ethical fashion brands
- Comfortable clothing brands

Here are some key factors we suggest when analyzing the SEO and SEM of Named Collective:

- **Keywords:** One of the most critical elements of both SEO and SEM is keyword research. Named Collective should identify relevant keywords that their target audience is searching for and optimize their website and advertising campaigns accordingly. They should include these keywords all throughout their website repetitively.
- **On-page optimization:** Named Collective should ensure that their website's content and structure are optimized for search engines. This includes elements such as meta descriptions, page titles, header tags, image optimization, and internal linking.
- **Backlinks:** Backlinks from authoritative and relevant websites can improve a brand's SEO. Named Collective should focus on building high-quality backlinks to their website.
- **Paid advertising:** We have not seen any paid advertising efforts on google from Named Collective. We think that Named Collective can use paid advertising to complement their SEO efforts. They should target relevant keywords and demographics, create engaging ad copy, and monitor their campaigns' performance regularly.

In summary, Named Collective should focus on **keyword research, on-page optimization, backlink building, content strategy, and paid advertising** to improve their SEO and SEM. By implementing these best practices, they can increase their brand's visibility in search engines and drive more traffic to their website.

Improvement #4

SMART goals suggestion for SEO and SEA

SMART goals SEO

Specific: Increase organic website traffic through SEO

Measurable: Achieve a 20% increase in organic website traffic within the next 6 months

Achievable: Conduct a thorough website analysis to identify technical SEO issues and optimize content for relevant keywords

Relevant: Improve website visibility and attract more potential customers to the website

Time-bound: Monitor website traffic and search engine rankings regularly and adjust SEO strategy as needed to achieve the goal within the given timeframe.

SMART goals SEA

Specific: Increase conversions through SEA

Measurable: Achieve a 15% increase in conversion rates within the next 3 months

Achievable: Conduct thorough keyword research and optimize ad copy and landing pages for better relevance and user experience

Relevant: Attract more qualified leads to the website and increase revenue

Time-bound: Monitor ad performance and conversion rates regularly and adjust SEA strategy as needed to achieve the goal within the given timeframe.