



HOUSE OF SHAN

Advert Set 1

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Goals

What we want to achieve with these ads

GOAL 1

Create more brand awareness in current as well as new markets

GOAL 2

Drive sales and conversions
(viewers -> buyers)

GOAL 3

Improve engagement (likes, comments, shares, etc)



Tactics to consider

Specific ways these goals will be solved

Tactics:

1. **Targeted Advertising:**

- Segmentation: Audience segmentation based on demographics, interests, and behaviors to tailor ads.

2. **Compelling Visual Content:**

- High-Quality Imagery: Use eye-catching visuals showcasing the clothing line, lifestyle images, and videos that resonate with the target audience.
- User-Generated Content: Share user-generated content to encourage engagement & create authenticity. (influencers?)

3. **Ad Formats and Strategies:**

- Carousel Ads: Display multiple products within a single ad, allowing for varied offerings.
- Story Ads: Leverage Instagram and Facebook Stories for a more immersive and ephemeral ad experience.



Tactics to consider

Specific ways these goals will be solved

Tactics:

4. **Engagement and Interaction:**

- Prompt Response: Engage with comments, messages, and tags promptly to foster a sense of community and responsiveness.
- Interactive Content: Run polls, quizzes, or contests to encourage active participation.

5. **Data Analysis and Optimization:**

- A/B Testing: Experiment with different ad formats, copy, visuals, and targeting to identify the most effective combinations.
- Analytics Review: Regularly analyze performance metrics (CTR, conversion rates, engagement) to refine strategies.

5. **Consistent Posting Schedule:**

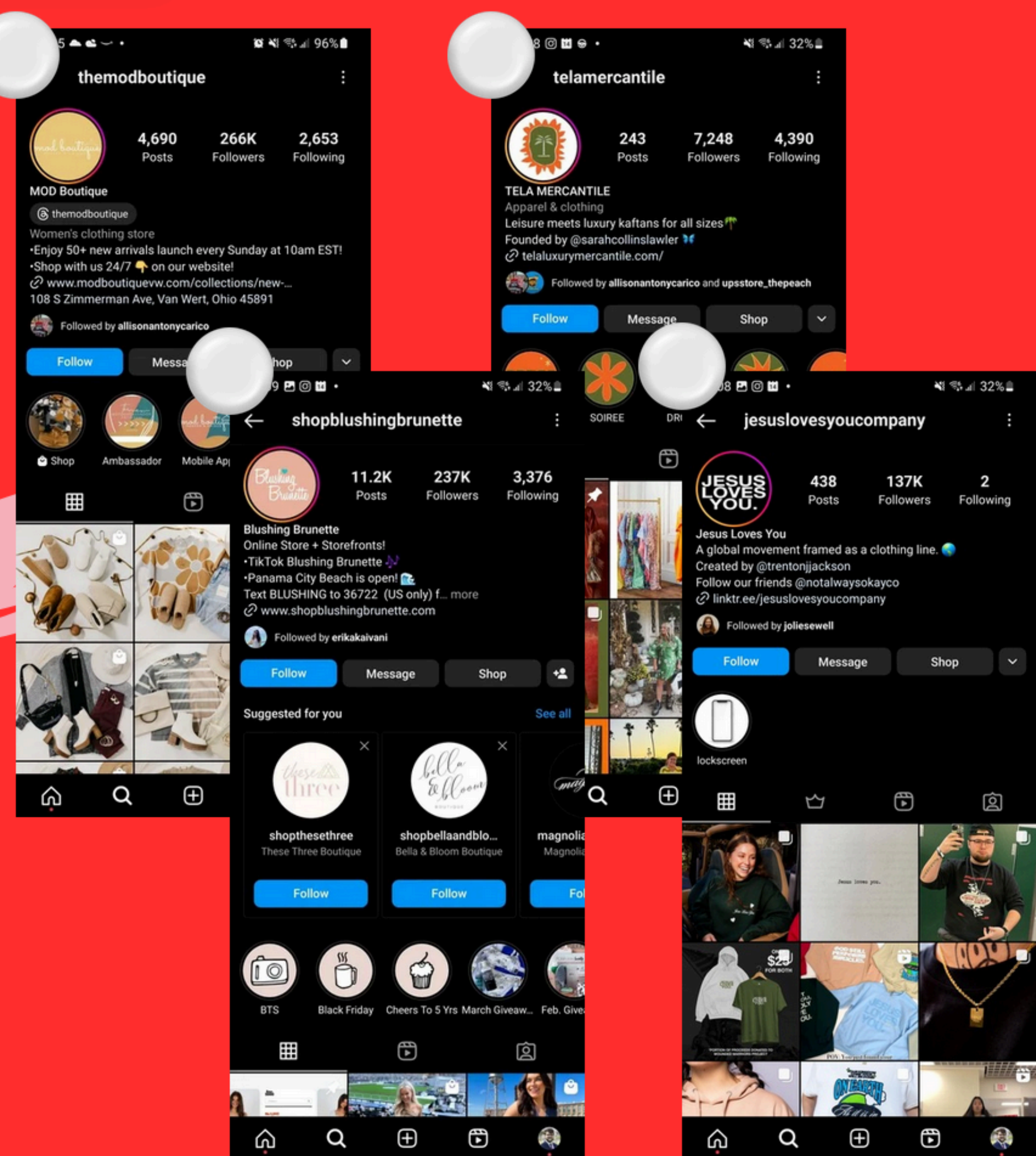
- Content Calendar: Plan and schedule regular posts to maintain a consistent presence and keep the audience engaged.



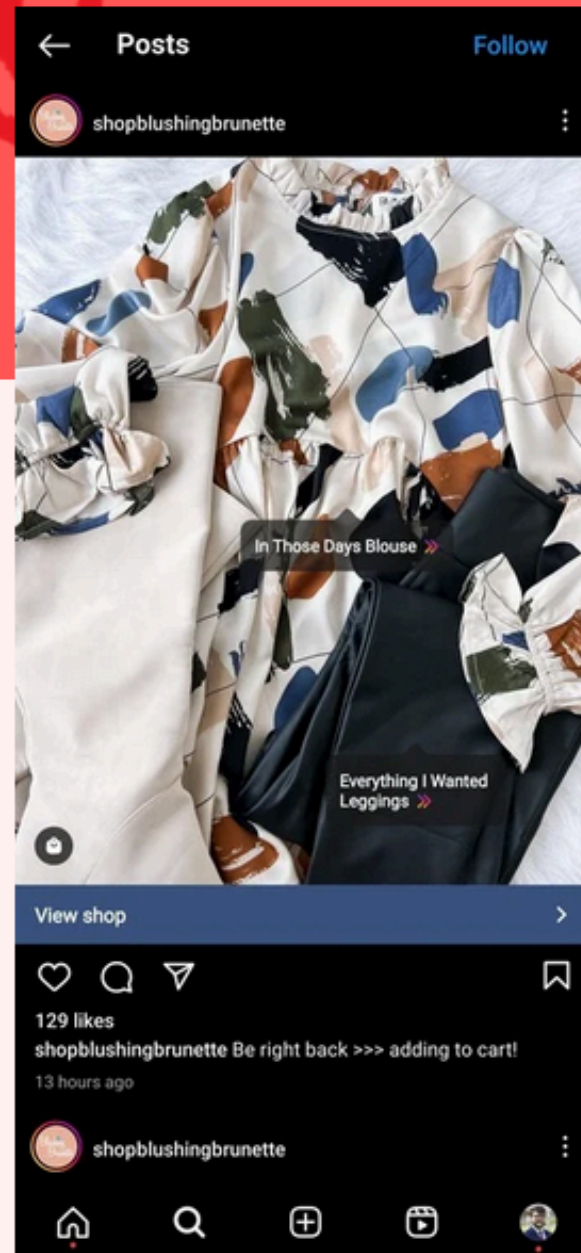
Rationale & Examples

These are some other successful clothing brand pages I've looked into and believe could provide solid guides to draw inspiration from.

(Click white buttons to go to page)

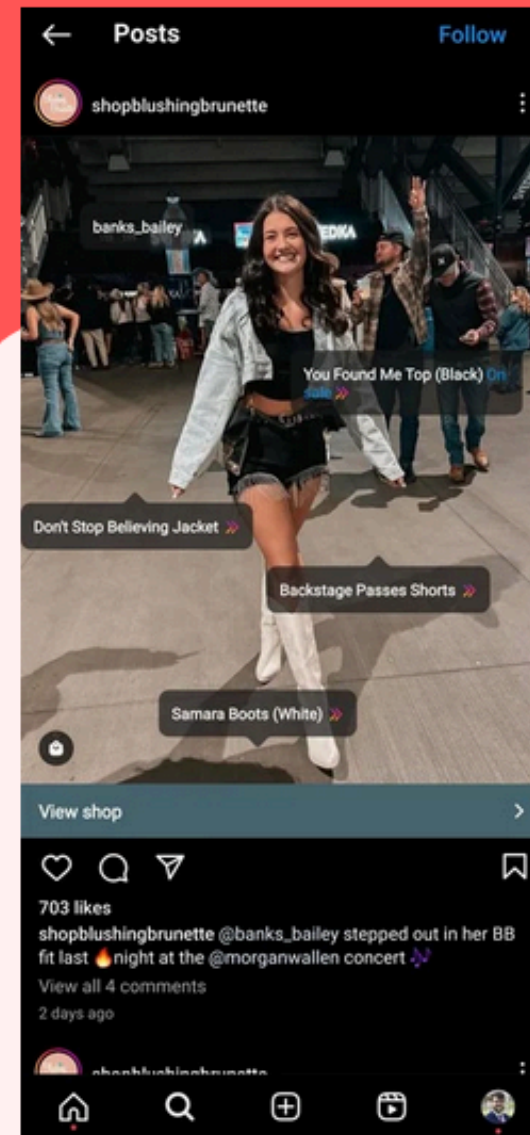


Ideas to draw from:



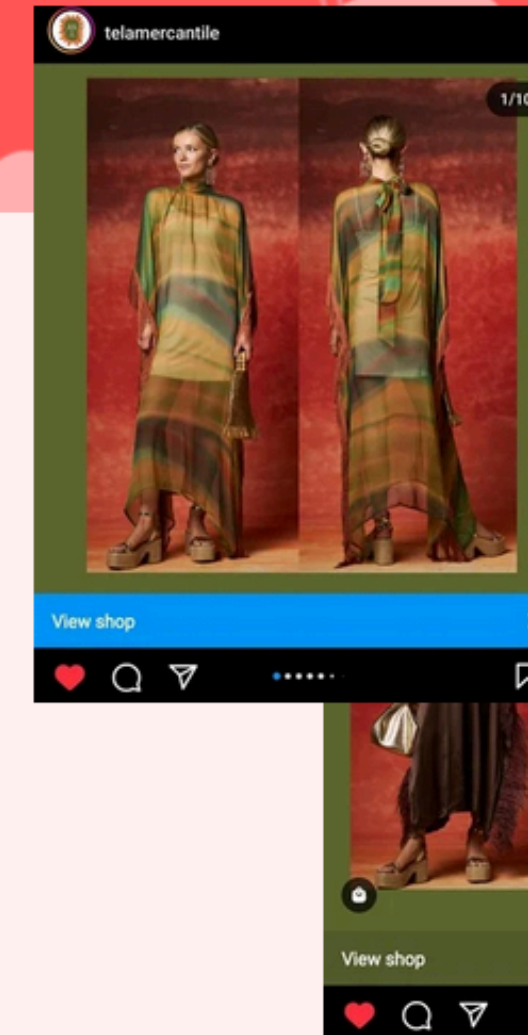
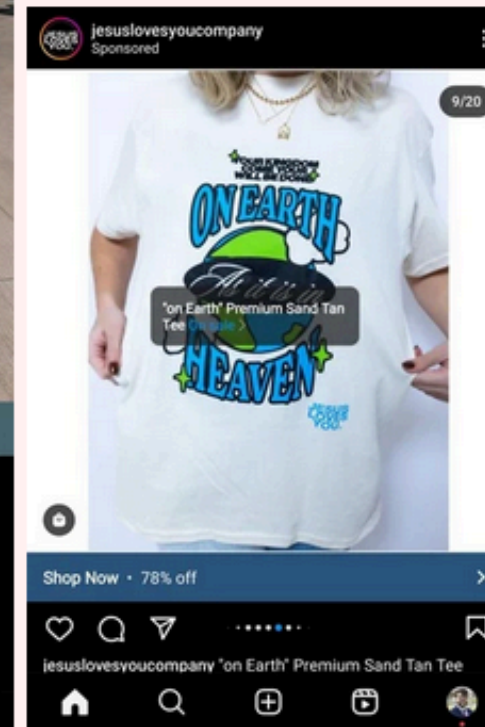
Multiple clothing pieces in one post

Example 1



OOTD Style / User Generated Content

Example 2



Multi-slide features

Example 3



Overall Message

'Tis the season!!!

All photos can be edited to liking
and we can add any new we would
like :D

REASON 1

Customization of outfit. Add to your style (as
all clothing should)

REASON 1

Family and Kindness. Togetherness. Buy
together and treat others (the charity) like your
family

REASON 1

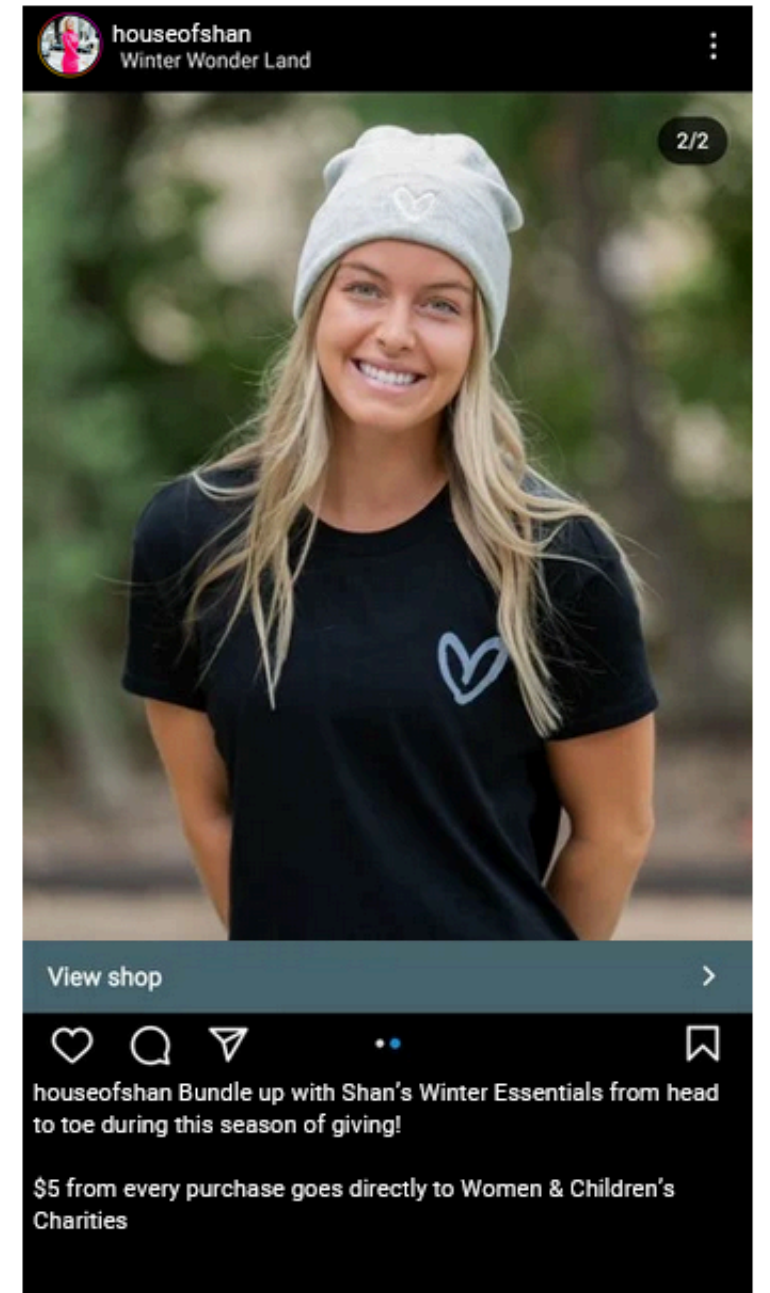
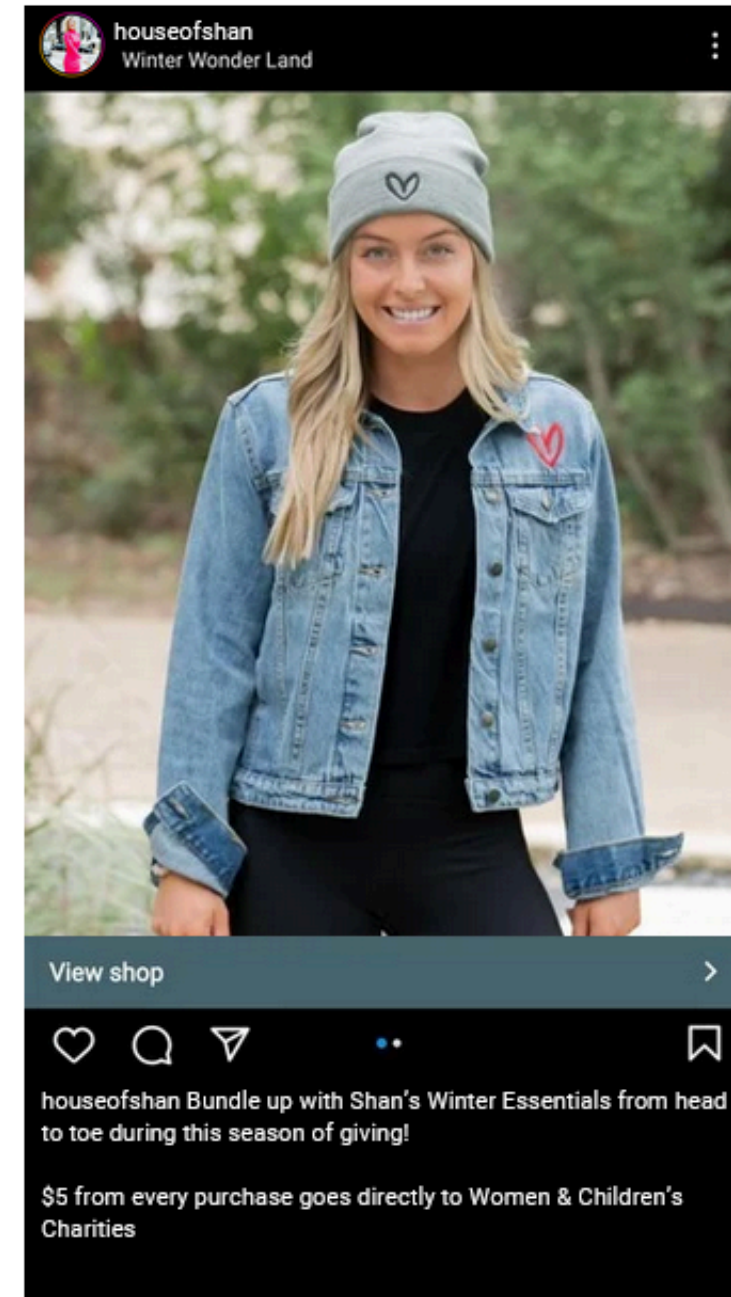
THE HOLIDAYS! As they come around the
corner being inclusive while drumming up hype
with such an exciting time of year is a no
brainer.

What black Friday
promotions will
there be?

Post 1

I think it would be good to show someone wearing the clothes. These photos are great for that effect. A nice smiling face to represent the House of Shan brand.

With this, the idea is to express the authenticity of the brand. As is for all these ads, it is important to strongly show the brand's identity.



Post 1 Alternate

Same as the OG this is meant to show authenticity as well as grab the viewer involved.

In the clothing sector of social media it is very helpful to get the customer involved. Showing off their clothes (your brand) is very attractive to happy buyers. Organic marketing helps massively with word of mouth advertising and brand awareness. This can also be a gateway into the influencer marketing sector.

This design is just an example of getting into more graphic content where we can create new ways to grab the viewers eye. There are so many ways to go about this and we can get into this in later ads, but I thought it showed how we can use it to put a call to action front and center.

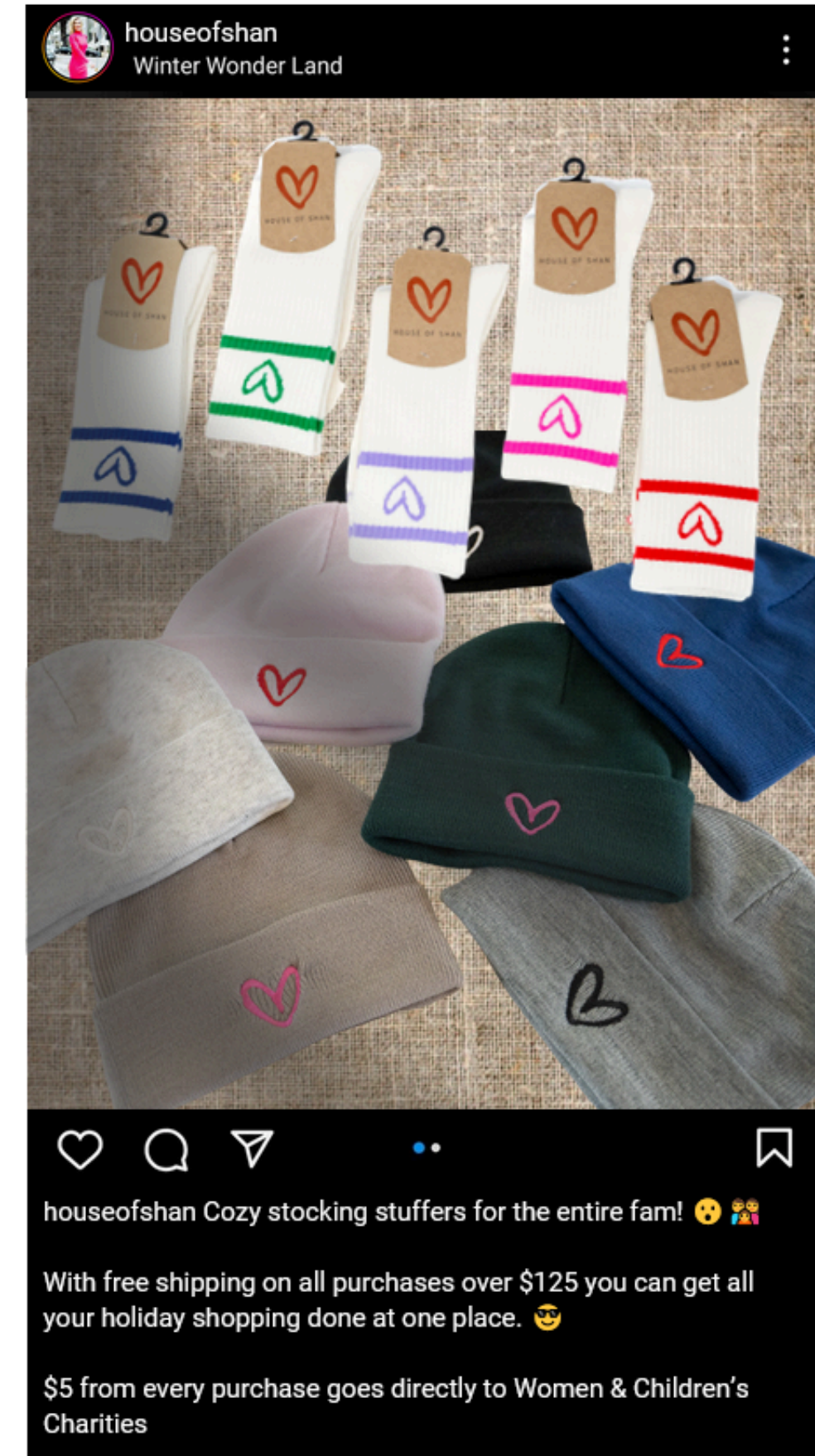
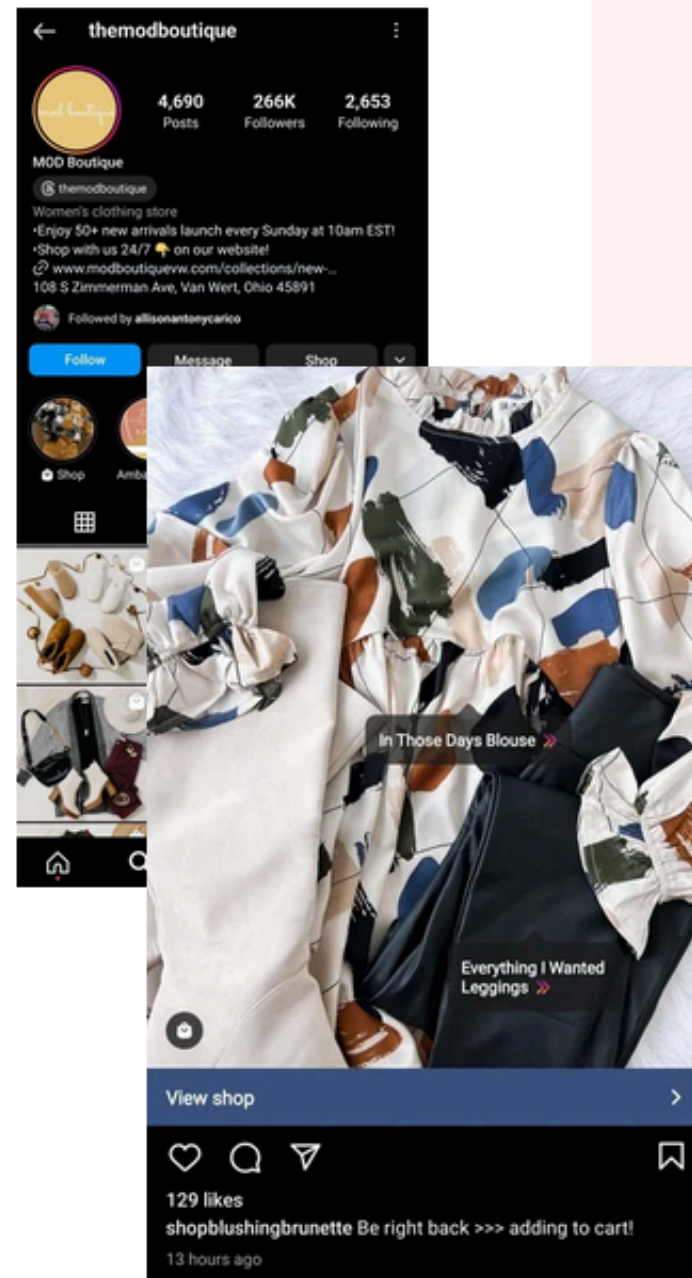


Post 2

With these ads it is important to show a variety of products on offer. This allows us to show the variety of options that House of Shan has to offer.

This will not only help us to encourage a purchase, but also help use to encourage multi-item purchases as well as return customers.

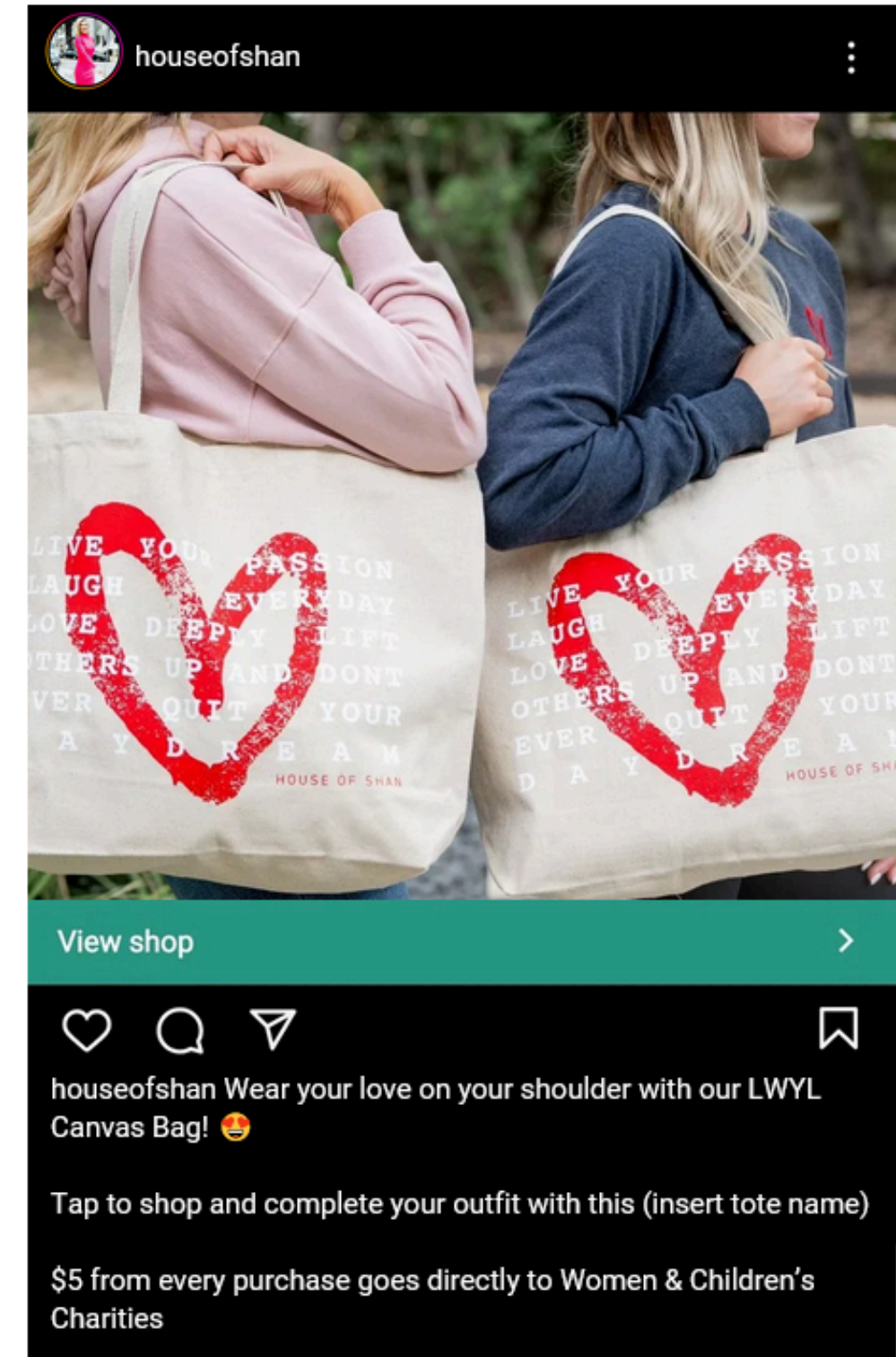
@themodboutique sees a lot of success with these clothes collages which I think would be awesome to use in future ads



Post 3

Feature product but alongside a whole fit.
The bag will grab their attention but it is not the only option within the post to get viewers to follow through.

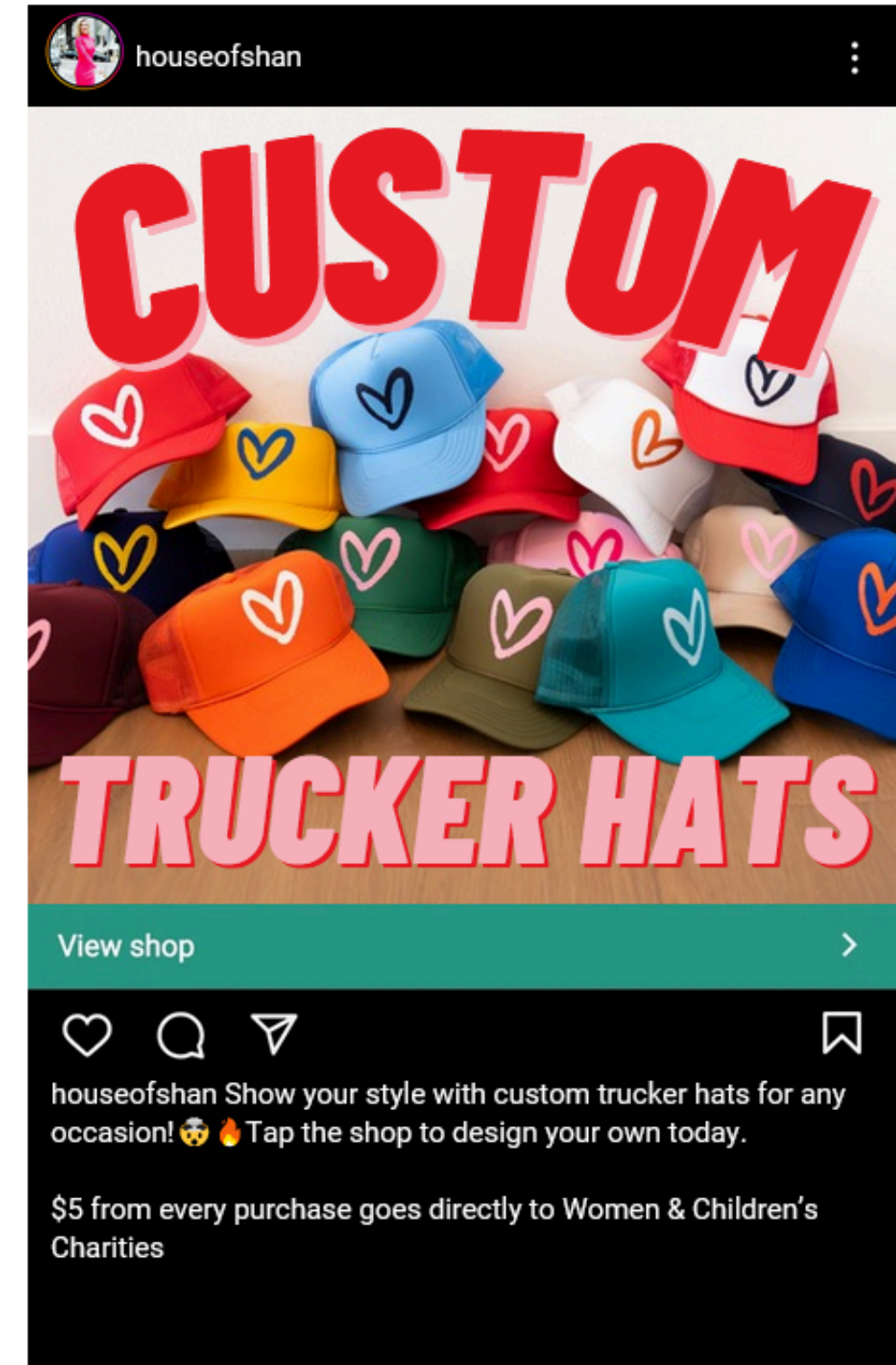
We can also see the way we want to try and split up captions here moving from a broader caption to a call to action to more specific information.



Post 4

I think this could be a good promotion post on its own. When the customization feature is ready to go. This picture shows a variety of colorways.

The personalization is of course the biggest thing here and it is something people have always loved from being able to order custom Nikes to dying their own clothes at home.





Hashtags

Hashtags grow ever more important to get your content in front of the right audience. It is step 1 in Search Engine Optimization.

We should work to create number of branded hashtags which should go on every post.

For example #houseofshan and #livewhatyoulove should be on each and every post. But we can't stop there. As a diverse brand we fit into many categories.

Using hashtags strategically can help increase the visibility of your posts and attract the right audience. For a clothing brand that promotes love, family, and charity, here are some hashtag suggestions that could be effective on Instagram and Facebook:

General Clothing Hashtags:

- #FashionForGood
- #OOTD (Outfit Of The Day)
- #StyleInspiration
- #Fashionista
- #WearLove

Charity and Giving Hashtags:

- #ShopForACause
- #CharityFashion
- #GiveBack
- #FashionThatMatters
- #EthicalFashion

Love and Family Related Hashtags:

- #FamilyFirst
- #LoveWins
- #HeartfeltFashion
- #SpreadLove
- #FamilyFashion

Heart Symbol Emojis and Hashtags:

- #❤️ Fashion
- #HeartPrints
- #HeartsOnClothes
- #LoveInfusedFashion

Brand-Specific Hashtags:

Your brand name or a unique tagline that represents your brand's ethos, such as #LoveAndFashion or #HeartfeltStyle.

Budget

For advertising, it is really important to keep an adjustable budget. It is hard to tell beforehand how an ad will do and sometimes it takes multiple tests. Being able to stay on top of the budget will allow us to properly manage our Return On Investment.

As it will change we should be prepared for a range. I would recommend we begin in starting in a range of anywhere from \$300 a month to \$1000. Where ever we start should be comfortable, but allow for us to see results and grow.

A general rule of thumb for companies is to allocate about 10-15% of annual revenue for marketing and advertising. This is of course adjusted to your business goals.

