

2024

S.H.I.L.K.'S 
MARKETING
ANALYSIS &
PLAN

thesocialedit

Prepared by

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Executive summary



MARKETING PROBLEM

S.H.I.L.K is an upcoming South African luxury fashion brand who is struggling to gain visibility and recognition in a competitive market. The brand has a small social media following and low brand recognition.

SOLUTION TO THE PROBLEM

To solve this, the plan is for S.H.I.L.K to launch a social media marketing plan focusing on Instagram and TikTok. The goals are to increase brand awareness, engage followers, and drive traffic to the website. By partnering with influencers and creating high-quality content, S.H.I.L.K can boost its online presence and build a strong brand identity.

SOLUTION TO THE PROBLEM

S.H.I.L.K targets young people aged 18–35 who care about sustainability, high-quality unique designs, and inclusivity. These consumers are active on social media and prefer brands that use eco-friendly materials and ethical practices.

RIO: The strategy aims for a 15% increase in followers, 20% increase in engagement, and 10% boost in sales within six months.

• COMPETITIVE LANDSCAPE

- Direct Competitors: Nuun and Lukhanyo Mdingi focus on luxury and sustainability, targeting similar demographics.
- Indirect Competitors: H&M Conscious Collection and Zara TRF target eco-conscious and trendy consumers at lower prices.

• IMPLEMENTATION TEAM

- Butterbee marketing solutions Marketing Manager: Oversees the strategy.
- Social Media Coordinator: Manages daily social media posts.
- Content Creators: Create images and videos for Instagram and TikTok.
- Influencers: Manages collaborations with influencers.

Item	Description	Cost (ZAR)
Content creation (TikTok and Instagram)	12 posts. Includes Reels, stories and images	2000
Instagram Post Boosting	Boosting Instagram posts to increase reach and engagement	800
TikTok Post Boosting	Boosting TikTok posts to increase reach and engagement	800
Influencer Collaborations	2 Influencers	1400
Total		5000

• MILESTONES AND KEY ACTIVITIES

1. Launch Campaign: Start with a big social media campaign to introduce the brand.
2. Influencer Collaborations: Partner with influencers to expand reach.
3. Content Creation: Regularly post engaging content.
4. Engagement Activities: Host Q&As, polls, discounts and giveaways.
5. Performance Monitoring: Track and analyze campaign performance.

Situation Analysis

Market Size and growth trends

- The market for ethical fashion is expected to grow by more than three billion dollars between 2021 and 2025, when it is anticipated to achieve a valuation of over 10 billion dollars. In South Africa, more people are looking for clothes that are made in a way that's good for the environment and ethically sound. This interest is part of a worldwide trend where, especially, younger shoppers are choosing to buy products that are sustainable.

Target Market and Segmentation for S.H.I.L.K.

Demographic segmentation

S.H.I.L.K. targets individuals aged 18 to 35, Gen Z and Millennials with moderate to high incomes and are looking for unique, high-quality fashion. This demographic is well-educated, affluent, and gender-fluid, emphasising inclusivity. They are deeply involved in fashion trends and value self-expression through clothing. Unlike traditional luxury brands that target consumers over 35, S.H.I.L.K. focuses on a younger audience to establish itself as an emerging brand in the market.

Behavioural segmentation

S.H.I.L.K.'s customers exhibit strong brand loyalty due to shared values of sustainability, quality, and art. Their buying behavior leans towards thoughtful purchases, preferring slow fashion to fast fashion. They seek long-lasting, timeless pieces suitable for wear throughout the year. These consumers are technologically knowledgeable, spending significant time on social media sites to discover new fashion trends, engage with brands, and find inspiration. They also remain up-to-date on fashion trends by following fashion blogs, online papers, and influencer videos. They are open to new brands and trends and choose brands with a distinct identity, straightforward policies, and meaningful brand experiences.

Psychographic segmentation

S.H.I.L.K. targets the conscientious market, which is motivated by sustainability and ethical ideals and values the social and environmental effects of their purchases. This market favours unique clothing and is interested in fashion, art, and culture. Their lifestyle is environmentally conscious, valuing sustainability. Core values include inclusivity, social responsibility, and environmental sustainability. They seek avant-garde fashion with inventive designs, cherishing originality and individuality.

Geographic segmentation

The brand targets urban centers in South Africa, including Johannesburg, Cape Town, and Durban, where there is a lively community of young, fashion-forward individuals. These large cities and cultural hubs are ideal for accessing the brand's target population. S.H.I.L.K. also thinks about extending into suburban areas with an increasing interest in sustainable fashion trends, even if its primary focus is still urban markets. Additionally, the brand has a global interest in similar urban areas where art and fashion converge and maintains an online presence on platforms like Instagram.

Market Needs

S.H.I.L.K. mainly targets young people aged 18–35, including Gen Z and Millennials, who value sustainability, unique high-quality designs, and inclusivity. Studies suggest a strong preference for sustainable fashion among Gen Z and Millennials. These shoppers prefer brands that use eco-friendly materials and sustainable practices. And the secret to connecting with these age groups is to use social media effectively. If fashion brands want to connect with these younger consumers, they need to have a strong online presence. They value originality and craftsmanship because they want to express their own style. They also look for brands that are inclusive, offering a range of sizes, gender-neutral options, and diverse representation. Some issues they face include greenwashing, where brands claim to be eco-friendly but aren't really, and high prices for sustainable fashion. Other problems include not finding the right fit, especially when shopping online, and the need for a better online shopping experience.

Direct competitors

Nuun is known for its strong focus on sustainability and ethical practices, creating eco-friendly, high-quality clothes using innovative methods. Nuun has a decent share of the market and attracts customers who care about the environment and want fashionable clothing. The brand sets high prices to reflect the quality and exclusivity of its products. Nuun highlights its sustainable practices and high-quality craftsmanship, telling stories that emphasise its cultural heritage and ethical production.

Lukhanyo Mdingi is known for his attention to detail, commitment to ethical production methods, and use of natural fibers. He has managed to capture a significant portion of the market that values luxurious, ethically made clothing. His pricing reflects the luxury and ethical commitment of his products. Using rich, earthy hues and opulent textures, Mdingi's marketing highlights the ethical and premium qualities of his business in an effort to draw in clients who value sustainability and style.

Indirect competitors

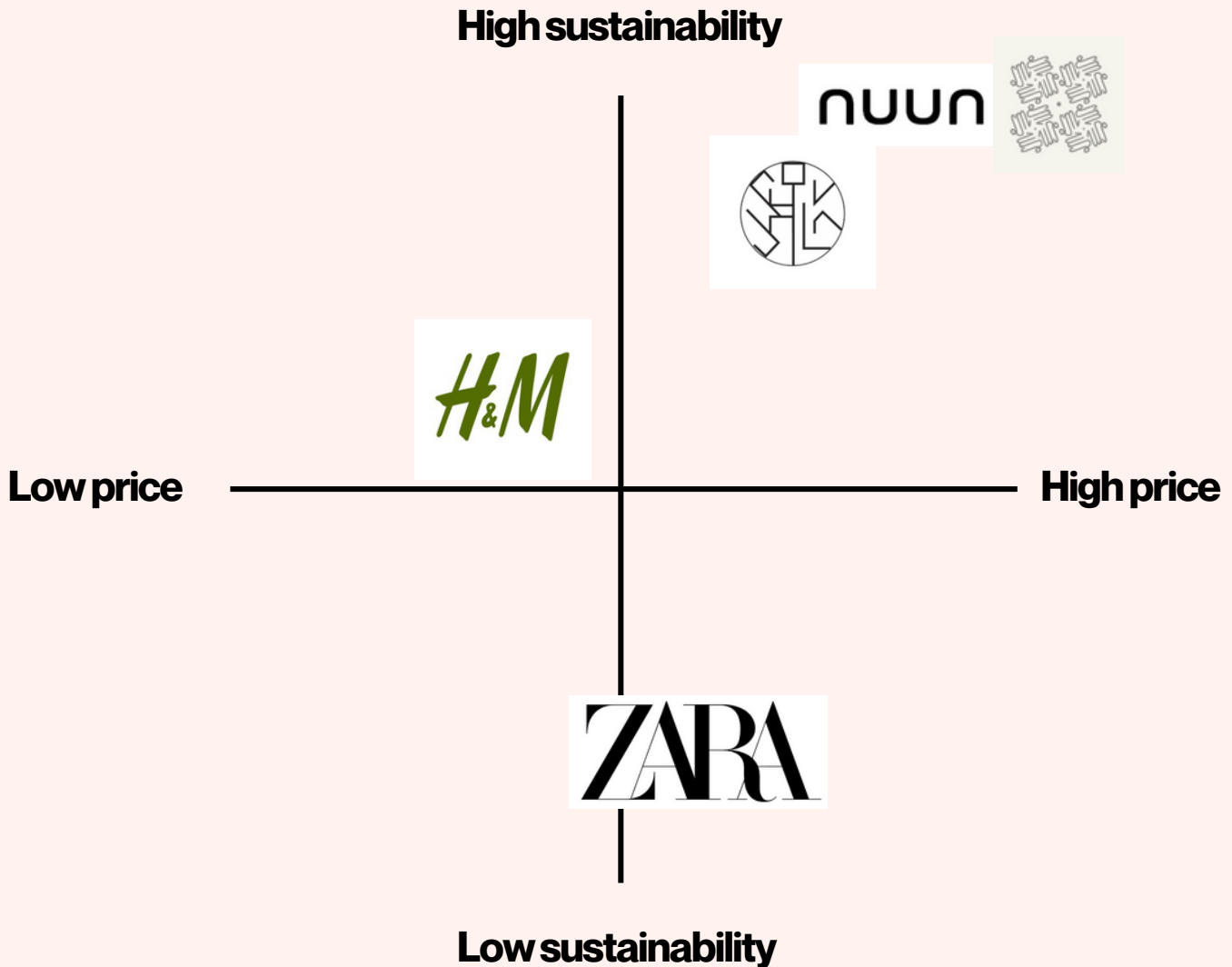
H&M's Conscious Collection offers sustainable fashion using organic and recycled materials and appeals to eco-friendly shoppers who are also targeted by brands like S.H.I.L.K. Although H&M is known worldwide, this specific collection focuses on sustainability, placing it as an indirect competitor. It is marketed as a more affordable option for sustainable fashion, making it accessible to those who might find high-end eco-friendly brands too expensive, while still catering to those looking to make environmentally conscious choices

Zara's TRF (Trafaluc) line targets young people who like to stay on top of trends, offering fashionable clothing at affordable prices. While it doesn't focus on being eco-friendly, it still competes with brands like S.H.I.L.K that aim for the same trendy, young consumers. Known as a fast fashion brand, TRF is popular for its stylish and trendy clothes, appealing to those who want the latest looks without spending too much.

S	Sustainable	Artistic	Luxurious
W	Limited visibility	Weak recognition	Digital deficit
O	Market growth	Influencer leverage	Social expansion
T	Competitive	Economic volatility	Spending reduction

Strengths include a strong dedication to sustainability, which is something that customers are demanding more and more of, as well as a unique artistic style that distinguishes it from competitors. However weaknesses like having just 109 Instagram followers and not doing anything on TikTok and having minimal brand recognition in an overcrowded market present difficulties. There are big opportunities for growth, particularly in the sustainable fashion market and through using influencer marketing to boost its online visibility and engagement. On the downside, threats include strong competition from other emerging local brands and economic downturns might make people spend less on luxury items like S.H.I.L.K's products.

Brand positioning



S.H.I.L.K is a South African fashion brand that makes luxurious, stylish clothes with a focus on sustainability and artistic design. It targets eco-friendly young adults, especially Gen Z and Millennials aged 18-35, who care about unique, high-quality fashion. S.H.I.L.K promotes inclusivity and self-expression, standing out by combining innovative designs with eco-friendly practices. Each piece of clothing not only looks bold but also helps support a sustainable future.

Instagram

Date	Post Type	Instagram Copy	Image/Video Brief
Monday, Dec 4	Carousel Post	S.H.I.L.K; where fashion meets sustainability and inclusivity. 🌿💧 Stay tunes for surprise later today... #SustainableFashion #InclusiveDesigns #ArtisticExpression	High-quality images with the S.H.I.L.K logo. First image: Brand logo and name. Second image: Founder's message. Third image: Highlight sustainable practices. Fourth image: Showcase inclusive designs.
Monday, Dec 4	Single Image Post	🎉 Holiday Giveaway! 🎁 Follow us, like this post, and tag a friend to win a S.H.I.L.K dress! 🌿💧 Winner will be announced 20 December!!! #Giveaway #HolidaySeason #SHILK	Festive image of the giveaway dress, with the S.H.I.L.K logo and holiday decorations.
Tuesday, Dec 5	IGTV/Reels	Ever wondered how our unique pieces come to life? Take a peek behind the scenes and see our sustainable fashion in action! ✨💧 #BehindTheScenes #SustainableFashion #SHILK	Capture footage of the design studio, materials, and crafting process. Use upbeat background music.
Wednesday, Dec 6	Single Image Post (Add customers' caption in your caption')	Our customers are our biggest inspiration! ❤️ Here's @username rocking our latest collection. 'customers caption'	High-quality image of the customer, include their Instagram handle.
Wednesday, Dec 6	Story (Change the link in the bio to the campaign's landing page URL)	Holiday Lookbook! Swipe up to see how you can style S.H.I.L.K for the festive season. ✨ #HolidayFashion #SHILK #Lookbook	Swipe-up story with a link to the S.H.I.L.K website.
Thursday, Dec 7	Single Image Post	Styling Tip Thursday! 🎉 Pair our elegant silk dress with sustainable accessories for a chic, eco-friendly look. #FashionTip #SustainableStyling #EcoChic	Use a high-quality image of a model wearing S.H.I.L.K clothing, styled creatively.
Friday, Dec 8	Carousel Post	Discover our latest collection, where luxury meets sustainability. 🌿✨ #NewCollection #SustainableLuxury #SHILK	High-resolution images, include product details in captions.
Friday, Dec 8	IGTV/Reels	Holiday Party Looks! See how we style our favorite S.H.I.L.K pieces for festive gatherings. ✨💧 #HolidayFashion #PartyLooks #SHILK	Video showcasing different holiday outfits, with festive background music.
Saturday, Dec 9	Story (Q&A) (schedule a time for each platform to go live)	Join us for a Q&A session! Ask us anything about our designs, sustainability practices, and more. ✨ #InstagramLive #AskUsAnything #SHILK	Promote the Q&A session throughout the day with interactive questions.
Saturday, Dec 9	Instagram Live	Live Q&A Session with our founder! ✨ #InstagramLive #SHILK #QandA	Prepare questions in advance, ensure a festive background for the live session.
Sunday, Dec 10	Single Image Post	Sunday Reflections: "Fashion is the armor to survive the reality of everyday life." - Bill Cunningham. Share your fashion philosophy with us! 🌿💧 #SundayThoughts #SHILK	Inspirational quote image with a S.H.I.L.K model photo.
Sunday, Dec 10	Story (User-Generated)	We love seeing how you style S.H.I.L.K! Share your photos with us using #MySHILKStyle and get featured. ❤️ #SHILKStyle #UserGeneratedContent	Share reposts of user-generated content featuring S.H.I.L.K outfits.

TikTok

Date	Post Type	TikTok Copy	Video Brief
Monday, Dec 4	TikTok Video	Discover fashion that's sustainable, inclusive, and artistically unique. 🌿👗 #FashionTikTok #SustainableFashion #SHILK	Use upbeat music, include quick clips of the design process and final products.
Monday, Dec 4	TikTok Video	🎉 Holiday Giveaway! 🎁 Follow us, like this video, and tag a friend to win a S.H.I.L.K dress! 🌿👗 #Giveaway #HolidaySeason #SHILK	Festive video of the giveaway dress, with the S.H.I.L.K logo and holiday decorations.
Tuesday, Dec 5	TikTok Video	Ever wondered how our pieces are made? Here's a sneak peek! ✨👗 #BehindTheScenes #FashionProcess #SHILK	Show various stages of production, use fast-paced editing.
Wednesday, Dec 6	TikTok Video	Styling our signature dress for different occasions! 👗✨ #FashionTips #StylingIdeas #SHILK	Use a model to showcase different ways to wear a piece, quick transitions.
Wednesday, Dec 6	TikTok Story (Change the link in the bio to the campaign's landing page URL)	Holiday Lookbook! Swipe up to see how you can style S.H.I.L.K for the festive season. ✨ #HolidayFashion #SHILK #Lookbook	Swipe-up story with a link to the S.H.I.L.K website.
Thursday, Dec 7	TikTok Video	Styling Tip Thursday! 🎉 Pair our elegant silk dress with sustainable accessories for a chic, eco-friendly look. #FashionTip #SustainableStyling #EcoChic	Use a high-quality video of a model wearing S.H.I.L.K clothing, styled creatively.
Friday, Dec 8	TikTok Video	Discover our latest collection, where luxury meets sustainability. 🌿✨ #NewCollection #SustainableLuxury #SHILK	High-resolution video, include product details in captions.
Friday, Dec 8	TikTok Video	Holiday Party Looks! See how we style our favorite S.H.I.L.K pieces for festive gatherings. ✨👗 #HolidayFashion #PartyLooks #SHILK	Video showcasing different holiday outfits, with festive background music.
Saturday, Dec 9	TikTok Video (Q&A) (schedule a time for each platform to go live)	Join us for a Q&A session! Ask us anything about our designs, sustainability practices, and more. ✨ #TikTokLive #AskUsAnything #SHILK	Promote the Q&A session throughout the day with interactive questions.
Saturday, Dec 9	TikTok Live	Live Q&A Session with our founder! ✨ #TikTokLive #SHILK #QandA	Prepare questions in advance, ensure a festive background for the live session.
Sunday, Dec 10	TikTok Video	Sunday Reflections: "Fashion is the armor to survive the reality of everyday life." - Bill Cunningham. Share your fashion philosophy with us! 🌿👗 #SundayThoughts	Inspirational quote video with a S.H.I.L.K model video.
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Expense budget

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Total		5000

Expense budget evidence

Butterbee marketing solutions quote

SOCIAL MEDIA CONTENT & INFLUENCER COLLABORATION
Creation of 12 posts (Reels, Stories, Images) for TikTok and Instagram, plus collaboration with 2 influencers.

Butterbee Marketing Solutions PTY (Ltd) -Gauteng
634 Freedom Ave, Midvalley Park, Pretoria, Gauteng 0084, South Africa
Mobile: 0729593268
www.butterbeemarketing.co.za

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Notes / Terms
Influencer collaborations will be with influencers who match your brand's values and audience. Detailed reporting and analytics can be provided upon request.

Items

Items	Quantity	Rate	Amount
Content Creation Platforms: TikTok, Instagram	1	R2,000.00	R2,000.00
Content Posts: Total Posts: 12 (includes a combination of Reels/Stories/Image content)			
Influencer Collaborations (Number of Influencers: 2)	1	R1,400.00	R1,400.00
Subtotal:			R3,400.00
Total:			R3,400.00
Estimate Total (ZAR):			R3,400.00

Notes / Terms
All content will be designed to align with your brand's aesthetic and target audience.

Page 1 of 2 for Social Media Content & Influencer Collaboration #5992-24

Terms: 50% upfront, 50% on completion. 2 revisions per post included. Delivery within 30 days. Cancellations within 7 days prior to start incur a 50% fee. Page 2 of 2 for Social Media Content & Influencer Collaboration #5992-24

Powered by **WAVE**

Tiktok and instagram boosting screenshots

21:46 Budget and duration

What's your ad budget?

Daily budget
R 114 daily

Duration
Run this ad until you've paused it
Let your ad run for as long as you'd like. You can pause at any time in ad tools.

Set duration
7 days

Ad budget **R 798 over 7 days**
Estimated reach 14,000 - 37,000

Next

21:47 Promote

Custom promotion
40,158 - 144,050
Estimated video views

Define your audience
Default audience (TikTok chooses for you)
Custom

Set budget and duration
Budget R100 Per day
Duration 7 days

Choose a promotion pack >

R803.27 **R1,013.27**
See price details > **Pay**

By continuing, you agree to the **TikTok Promote Program** and the **Payment Terms and Advertising Policy**

Email I sent:

Request for Estimate on Social Media Content Creation and Influencer Collaboration

Dear Team Butterbee,

I hope this email finds you well.

We are interested in enhancing our social media presence and would like to request an estimate for content creation and influencer collaboration services. Our budget for this project is R3400 and only for one month.

The services we require include content creation for TikTok and Instagram, as well as collaboration with influencers that suits our brand. We aim to create engaging and high-quality posts that will boost our brand's visibility and engagement.

Please provide a detailed estimate based on our budget and the services mentioned. We are open to your professional suggestions on how to best achieve our goals within the given budget.

Thank you for your time and assistance. I look forward to your response.

Kind Regards,
Myriqwe Koekemoer
054 777 6651 | myriqwekoekemoer@gmail.com

Response:

info@butterbee.co.za

Dear Myriqwe,

Thank you for reaching out to us and for considering our services to enhance your social media presence on TikTok and Instagram.

We are pleased to provide you with an estimate for content creation and influencer collaboration within your budget of R3400. Attached to this email, you will find the detailed estimate outlining our proposed services and costs.

Please review the attached document at your convenience. Should you have any questions or require further clarification, do not hesitate to contact us. We are committed to working closely with you to ensure that we meet your needs and achieve your social media goals effectively.

Thank you once again for considering our services. We look forward to the opportunity to work with you.

Best regards,

LOUINNE PRINSLOO
072-929-3268
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butterbeemarketing.co.za

One attachment - Scanned by Gmail

Social Media Strategy Rationale

S.H.I.L.K's social media plan focuses on using Instagram and TikTok to meet their main goals: increasing brand awareness, engaging with followers, and getting more visitors to their website. Social media platforms give businesses the ability to interact with a large audience and visually showcase their products, increasing brand awareness and engagement.

Working with influencers who post content on Instagram and TikTok can help boost S.H.I.L.K's brand awareness. Influencers have lots of followers who trust what they recommend, which makes influencer marketing a strong way to reach new customers. Collaborating with influencers can dramatically increase how well-known a brand becomes because influencers can reach a large, active audience that might not be reached by traditional marketing.

S.H.I.L.K's main customers, Gen Z and Millennials, are very active on platforms like Instagram and TikTok. They care about sustainability, inclusivity, and unique styles. The content planned for social media, like behind-the-scenes looks, styling tips, and features on customers, is designed to appeal to these values and encourage more interaction and loyalty. Adding interactive elements like polls, Q&A sessions, and encouraging followers to create their own content helps increase engagement by promoting direct interaction and community building.

In conclusion, S.H.I.L.K's social media strategy is carefully planned to fit well with their broader marketing goals. By using Instagram and TikTok, working with influencers, and creating engaging content, S.H.I.L.K aims to significantly increase their brand awareness, connect better with their audience, and draw more traffic to their website, helping the brand grow and succeed in the competitive fashion industry.

