

Fashion Enterprise MarketingContent Strategy

Intern: Joan Merise

Supervisor: Priscila Teixeira

Duration: July 1 – August 31, 2024 (Part-Time, Saturdays)

Focus: Social Media Growth, Storytelling Content & Digital Strategy

I. Goals & Objectives

SMART Goal:

- Increase average engagement rate by 50% and double follower growth across all sections (nonprofit, academy, retail) by September 1st through optimized storytelling content, platform-specific formats, and targeted Google Ads experiments.

Key Objectives:

- Visibility Boost: Elevate social media presence (IG, TikTok, YouTube) to attract opportunities in Columbus.
- Engagement Growth: Raise average likes/post from 1–20 to 15–30 and views from 300 to 600+.
- Portfolio Development: Produce 12–16 short-form videos, 1 documentary, and ad campaign results.

II. Project Plan

1. Content Upgrades

- Shift to Video-First Strategy:
 - Post 2 reels/week/section (e.g., nonprofit testimonials, academy student takeovers, retail styling tips)
 - Launch series campaigns:
 - Mend in Public (Nonprofit storytelling).
 - Talking Fashion Inc, (Highlight Retail Clientele).
 - Fashion Library (Academy resource highlights).
 - Hashtag Strategy: Research 10 niche hashtags/platforms to amplify reach.

2. Google Ads Experiment

Allocate \$50–\$100 to promote top-performing nonprofit post (track donation page clicks).

3. Documentary Project

Title: “The Launch: TFC + CFA + TFI’s Collaborative Space” (10–15 mins).

Scope: Interviews with staff/students, b-roll of new space, mission highlights.

Deliverable: Posted to YouTube + shared as recruitment/awareness tool.

III. Timeline

Week	Focus Area	Deliverables
July 1–6	Audit + Strategy	Content calendar; hashtag list
July 7–27	Batch Content Creation	8+ reels; ad campaign launch
Aug 3–24	Documentary Filming/Editing	Rough cut; 8+ additional reels
Aug 31	Final Review & Pitch Portfolio deck; strategy recommendations	

IV. Metrics for Success

Engagement: 50% increase in likes/comments.

Growth: Double followers (e.g., 5 → 10/month/section).

Documentary: 500+ views; used for academy recruitment.

Ads: 50+ donation page clicks (nonprofit).

V. Support Needed

Access: Google Analytics, Canva, and staff/student interviews.

Feedback: Weekly 15-min syncs with supervisor.