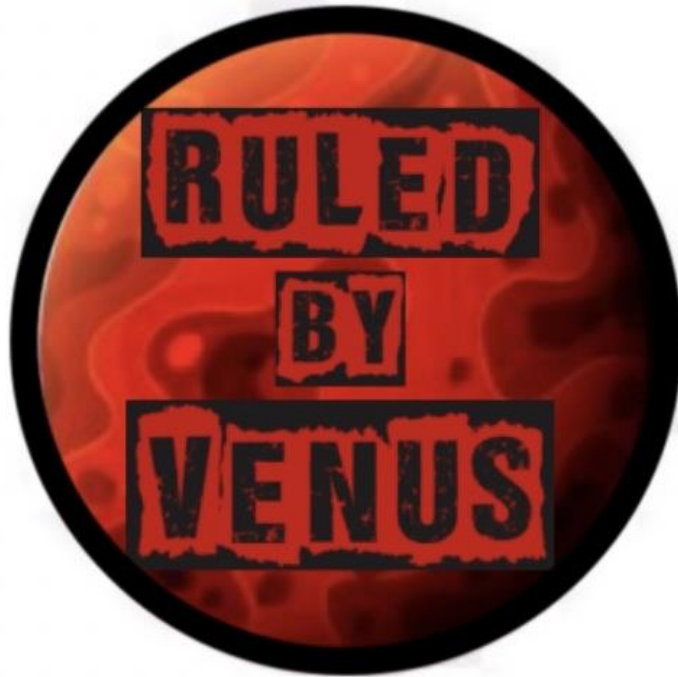


Senior Project: Ruled By Venus

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Marketing Management
Spring Quarter
June 2021
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Brand Development

Brand name

The chosen brand name is Ruled by Venus. This is an astrological term and in astrology Venus governs love, beauty, personal taste, and aesthetics. Associations in consumers' minds of Venus outside of astrological knowledge would be love, sensuality, or femininity. These associations are aligned with the desired brand image.

Mission Statement

Our mission at Ruled By Venus is making people of all shapes and sizes feel confident and good about themselves with innovation, originality and creativity.

Brand Promise

Ruled By Venus delivers ethically sourced, inclusive clothing that showcases your unique style. There are several ways in which Ruled By Venus will prove its brand promise. First, we will use diverse models, meaning we will have representation of different ethnicities, body types, and gender identity. We will also be very transparent about business practices and show proof of ethical labor and production practices. A goal for this proof would be to achieve a “Great” rating on Good on You (<https://directory.goodonyou.eco/brand/loomstate>) or some other official badge of sustainable fashion.

Goals

Because the brand is new, building brand awareness and establishing a brand reputation will be the biggest goals. Both of these goals will primarily be accomplished through social media marketing because competing fashion brands largely rely on social media and the target audience is a younger demographic. The desired brand reputation is ethical, people centered, and a good alternative to fast fashion market leaders, such as Dolls Kill. The goal would be to gain a sort of cult following from targeted social media marketing of those who have a style that falls into the brand’s niche of fashion and who prefer to shop ethically. Once this is accomplished, growth is inevitable.

Segmentation and Targeting

Market Segment

Ruled By Venus will enter the e-commerce fashion apparel market. The niche of fashion apparel it will fall into is edgy, alternative fashion that takes inspiration from punk, goth, and vintage styles. The brand will fill a hole in the market for being size inclusive and sustainable. For example, the brand would be an alternative to Dolls Kill, a leader in the market but is not sustainable or ethical, or UNIF, a leader in the market but is not size inclusive. Similar to current market leaders in this industry, the brand will use social media for targeted Ads and establishing brand awareness and brand image.

Target Persona



Figure 1

The target persona will be women 18-27 who dress in alternative styles of clothing. A Ruled By Venus girl is confident and likes to show some skin. She is comfortable standing out and enjoys unique and flamboyant pieces. She is liberal and aware of social issues. Because of this, she prefers to shop ethically and likes to support small brands and thrift. Her favorite social media platforms to use are Instagram and Tik Tok and she learns of brands and places to shop from these platforms. She is aware of trends yet has a desire to be outside of mainstream style. She follows popular alternative fashion brands, such as Tripp NYC and UNIF, and influencers with edgier fashion styles, such as @internetgirl and @sydn4sty. Customer Interests: fashion, goth, Tripp NYC, vintage, matching sets, grunge, Lip Service, red, miniskirts, morbid threads

Competition Research: Data from Spyfu.com

Top Hypothesized Competitors

Tripp NYC

This brand has a similar punk aesthetic and also uses leather and metal details in their clothes. It is also a smaller, niche brand. Its organic competitors include trashandvaudeville.com,

cryoflesh.com, and vampirefreaks.com. There are no paid Competitors for Tripp NYC. Its Google Ads buy recommendations include goth clothing, emo stores, goth clothing plus size, women's alternative clothing, and goth clothing sites.

Dolls Kill

This brand is the market leader in alternative clothing. However, because it is a large fast fashion company that is very unethical, its popularity is declining. It sells clothes of a similar aesthetic and also sells many other alternative brands' products through its platform. Dolls Kill's organic competitors include iheartraves.com, attitudeclothing.co.uk, and ravewonderland.com. Its paid competitors are kixies.com, darefashionusa.com, and vampirefreaks.com. The Google Ads buy recommendations for this brand are thigh high socks, sexy outfits, slutty lingerie, sexy costumes, and sexy bralettes.

Other competitors include Tunnel Vision and UNIF, which are vintage inspired brands that are well known in the alternative fashion community.

SEO

The top chosen keywords for Ruled By Venus' SEO:

Keyword	Cost Per Click	Monthly Cost	Search Volume
alternative clothing	\$0.50	\$310	4,400
plus size goth clothing	\$0.64	\$7.50	4,400
sexy outfits	\$0.49	\$1,211	40,500
two-piece sets	\$1.53	\$1,509	40,500
Ruled by Venus	-	-	210

Figure 2

After researching similar, competing brands use of SEO, several google Ads buy recommendations stood out as being representative of Ruled By Venus. Women's alternative clothing, goth clothing plus size, and sexy outfits were chosen from the recommendations as keywords to use for SEO. The brand's aesthetic and market segment are women's alternative clothing so optimizing this word will bring lots of foot traffic to the website and divert foot traffic from the competitors. "Goth clothing plus size" will be valuable because size inclusion will differentiate Ruled By Venus from other alternative brands. Lastly, "sexy outfits" is an appropriate generalization of the brand's aesthetic of miniskirts, crop tops, corsets, and leather, meaning that people searching under that word will likely be drawn to the brand's clothing. The brand's name obviously needs to be optimized and part of the brand's signature style will be two-piece sets, a popular style in alternative clothing.

Porter's Forces in the Fashion Retail Industry

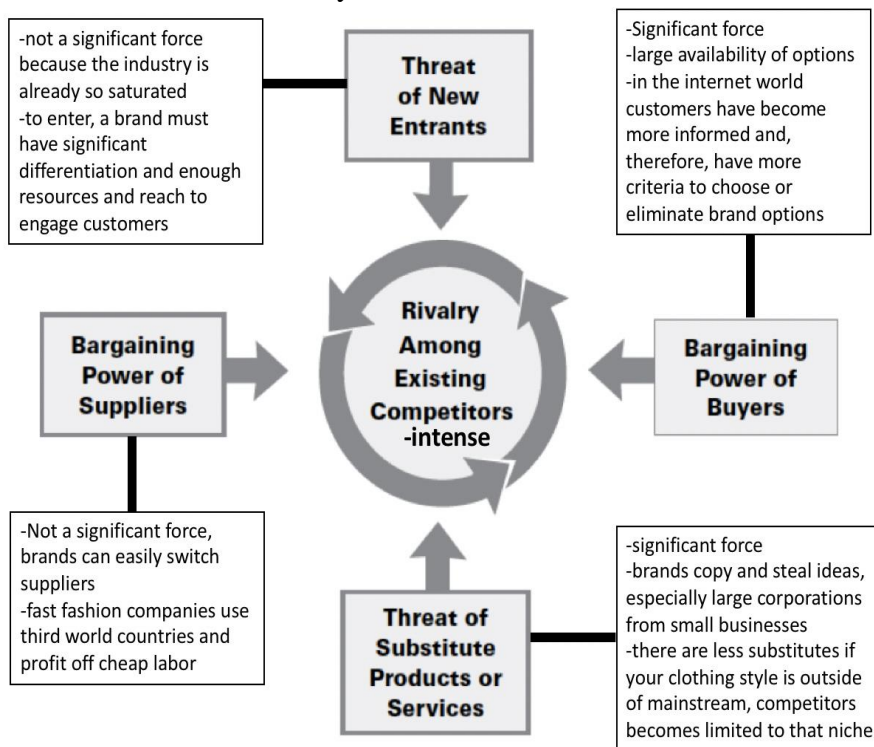


Figure 3

Positioning

Positioning Statement

For alternative girls who need unique clothes that are inclusive and ethically sourced, Ruled By Venus is a fashion brand that takes inspiration from punk and goth styles while highlighting the creativity and individuality of the customer. Unlike fast fashion companies that profit off overconsumption and trends, our product offers unique, alternative clothing that is size inclusive and sustainable.

Market Research Survey and Results

https://docs.google.com/forms/d/e/1FAIpQLSdMzNs0d_4WdcQCU4fgYUcTEkkFAwbHoEpV6ojd4ub2h_qlsg/viewform?usp=sf_link

The following results are based on respondents from Cal Poly's Sustainable fashion club and friends of mine.

What is your age

17 responses

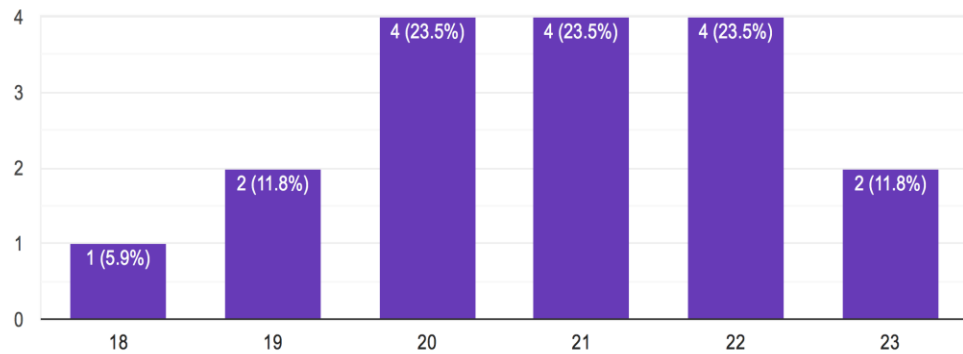


Figure 4

How would you best describe your style? (check all that apply)

17 responses

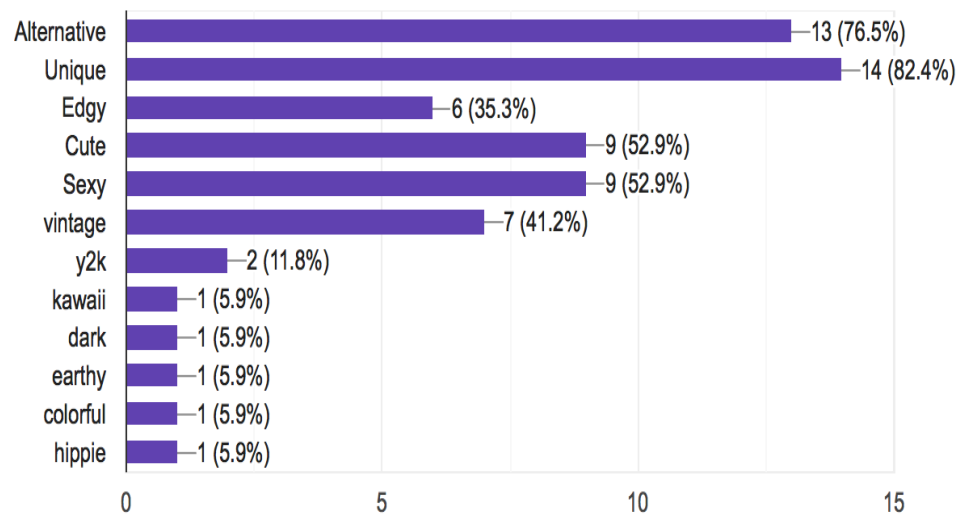


Figure 5

In Figures 3 and 4, the target persona's style and age are confirmed, with all respondents ages ranging from 18-23 and the top descriptive style words being alternative and unique. With this confirmed, the results of the following questions can be understood to apply to the desired target market.

How important is it that the company you buy from has ethical labor practices?

17 responses

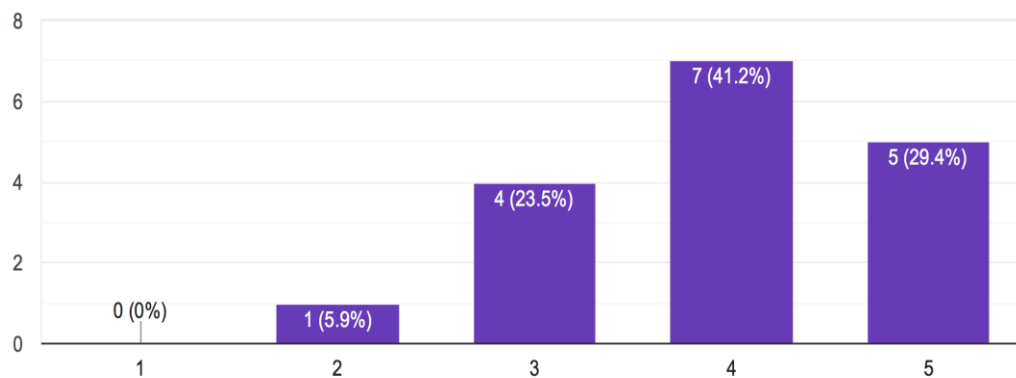


Figure 6

The graph above shows that the majority of respondents ranked the importance of ethical practices in a company as important to very important. This supports Ruled By Venus' product differentiation strategy as an ethical, sustainable brand and shows that there is a market for brands positioned as such for 18-23 years old. The survey also showed that the majority of respondents knew about fast fashion. However, 29.4% of respondents did not necessarily know what companies fast fashion ones are. So, this could mean that there's an opportunity to educate potential customers on which fast fashion brands they should avoid, therefore hurting our competition (and helping take down fast fashion).

What would you guess the price is for this jacket?

17 responses

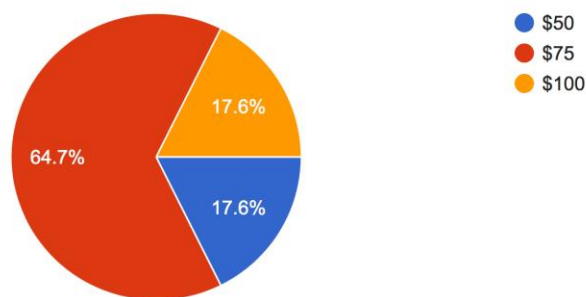


Figure 7

The last insight gained from the survey results was about how to price my garments. 64.7% of respondents said that they think the Vivienne Jacket is worth \$75. The results suggest

that my clothes should be priced in the middle, not cheap but not expensive. However, this might be due to the fact that people tend to pick the middle option when presented with three.

Price & Place

The pricing on Ruled By Venus clothes will be more expensive than fast fashion companies because it will be ethical production for a small business but less expensive than premium fashion brands. For industry comparison, it will be more expensive than Dolls Kill but less expensive than UNIF. Tops will be in the \$20-40 price range, skirts and pants in the \$40-60 range, and coats in the \$60-80 range. The use of leather and fur, materials on the pricey side, will justify this price point.

The clothes will be sold online only through the website and Instagram. Because the brand is new and targeted to younger women who use social media a lot, this will be the most effective way to sell in order to minimize costs.

The image below is an example of a product listing on the Ruled By Venus website:

RULED BY VENUS **NEW CLOTHING ABOUT**

[Home](#) / [clothing](#) / [matching sets](#) / [All Laced Up Set](#)

The All Laced Up Set
\$80.00 USD

Details:
 Handmaid set featuring lace trim and leather grommets corset detail. Comes with top, skirt, and gloves.

Size: [Size Guide](#)

S M L
XL 1X 2X
3X

Figure 8

Promotion: Social Media Marketing

Platforms for Targeted Marketing

Instagram

Fashion brands on Instagram have had huge success with targeted ads on the platform. According to HubSpot, 90% of Instagram users follow at least 1 business and more than 83% of Instagram users have discovered a new product or service on the platform. This means that the platform has great marketing potential. Additionally, 30.6% of Instagram users are women ages 18-34 as of January 2021. This encompasses Ruled By Venus' target persona. The brand will invest in paid tactics on the platform, ensuring sponsored Ads appear on the target audience's feed. The brand will also use shopping tags in its Instagram posts so that customers can buy directly from Instagram. Lastly, Instagram is full of fashion influencers that Ruled By Venus can collaborate with.

Tik Tok

Tik Tok is a new platform that has underrated marketing potential. Because of Tik Tok's algorithm, it has the biggest chance of virality of any platform regardless of follower count. This means that organic exposure is much more likely, meaning low costs for brand exposure. Additionally, 70% of Tik Tok users are aged 16-24. Therefore, the chances of the brand's content reaching the target audience is great. Because the app's audience reach is so vast and paid advertising is new for Tik Tok, Ruled By Venus will focus on creating relevant content and influencer marketing. Posting relevant content with hashtags, such as #alt (17.9 Billion views), #fashion (71.8 billion views), and #outfitinspo (2.6 billion views), will help the brand's chances of going viral. Finally, if alternative fashion influencers post Tik Toks in the clothes, brand awareness and conversions will hugely increase.

KPI's to focus on

Brand Awareness: Impressions and Reach

Because the brand is new and also in a niche of fashion, brand awareness is the most important KPI to focus on. When posting on social media, tracking the amount of times a post showed up on someone's timeline, the number of followers, and the number of shares by other accounts will give insight into the brand's growth in brand awareness. Getting Ruled By Venus' name and positioning out there is the first step to achieving a prominent, differentiated status in the market. Following people and brands within the alternative fashion niche will be a first step to gaining followers. Beyond that, posting interesting, relevant content regularly, 5-7 times a week, will be the best way to increase impressions.

Engagement: likes, comments, shares

Apart from potential customers knowing the brand, it is important to track whether they are engaging with the brand. The best way to know whether the target audience was reached or if people view the brand positively is to look at likes, comments, or shares on the posts. The best way to increase engagement, besides growing reach, is to post engaging, relevant content. Ruled

By Venus will do this by posting mostly visually stunning film photos of people in the clothes as well as some aesthetic pictures (iconic movie characters or celebrity outfits) that serve as inspiration for the brand's style. Many captions will encourage people to comment by asking questions such as "Which one is your favorite? Let us know in the comments" or "Comment what other colors you want to see this sweater in".

Sample Instagram Posts

Organic (40% of budget allocated)



Figure 9

Paid (60% of budget allocated)

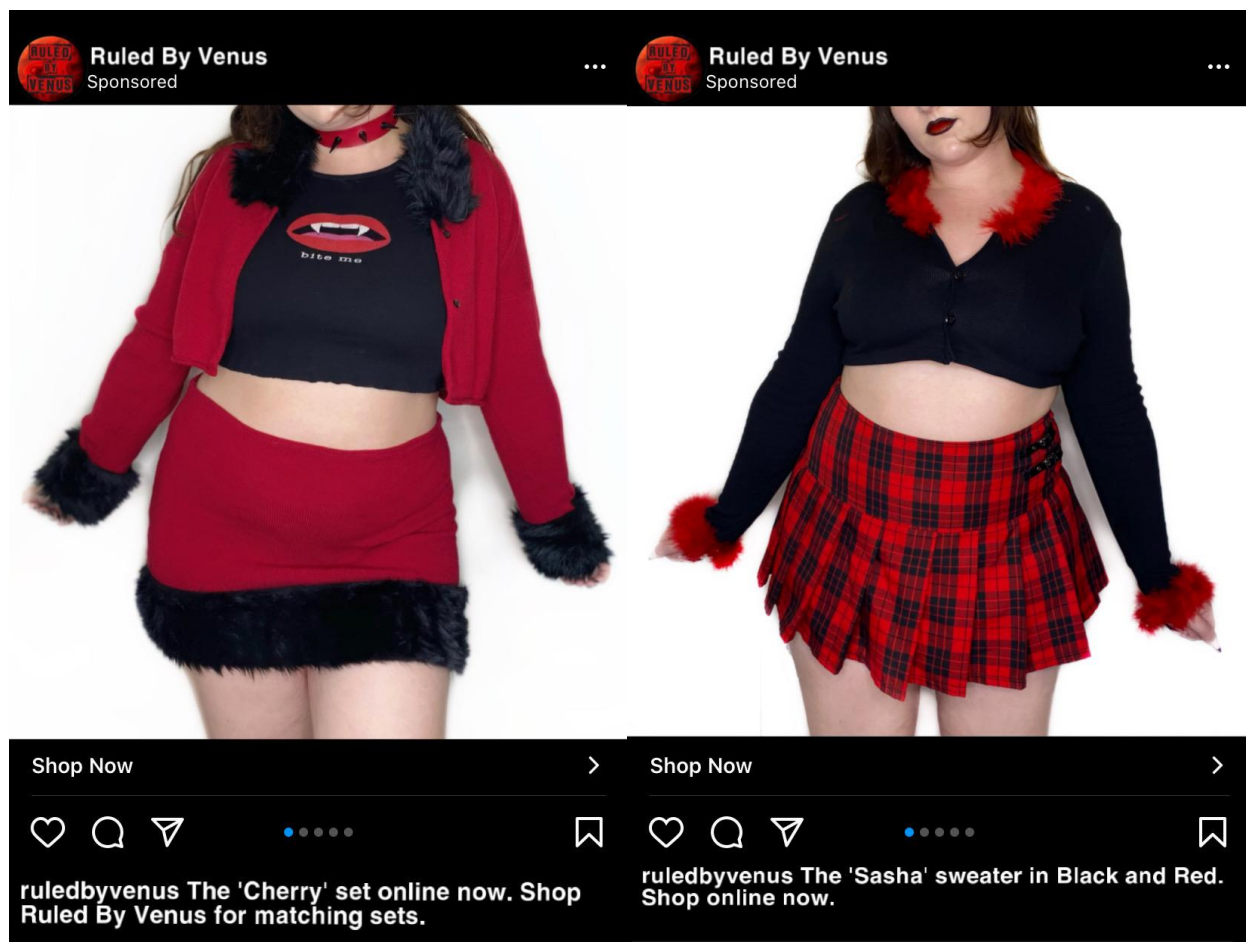


Figure 10

Influencer Program

The target customer demographic will follow many alternative fashion influencers and learn of brands from their posts. Therefore, as an online and Instagram based brand, an influencer marketing strategy will be beneficial. However, Ruled By Venus will need to have a decent following and reputation prior to reaching out to influencers in order to attract their interest. Below are example Influencers to collaborate with:

Username	Followers	Platform	Type of influencer	Goal of Collab
@internetgirl	385K	Instagram	macro	Increase conversions

@sydn4sty	204K	Instagram	macro	Increase conversions
@alm0ndmilk	8377	Instagram	micro	Increase engagement
@vampology	159K	Tik Tok	micro	Increase engagement
@mayakarli	439.2K	Tik Tok	macro	Increase engagement

Figure 11

Reputation monitoring plan

Because a big part of the brand's success depends on its reputation on social media, monitoring what customers say about the brand online is important. Additionally, part of the brand's desired reputation is to be people centered. Therefore, Ruled By Venus will demonstrate this by their commitment to customer service. On social media, this means responding to all negative comments with personalized, helpful responses as well as responding to all questions so that customers feel supported and cared about. The brand's name as well as select keywords will be monitored online in order to make sure the brand is maintaining the desired reputation. Examples of keywords to monitor include "sustainable fashion" and "alternative clothing". Establishing an inclusive, caring, and socially conscious reputation online will hopefully foster an online community and build loyalty to the brand.

Conclusion

Moving forward, Ruled By Venus will continue to utilize social media marketing, grow its loyal customers, and further invest in the brand's website and products. The first collection consisted of only red and black. The next collections released will be cohesive and similarly involve the same color scheme or pattern. The brand will also educate through social media about fast fashion, how it is unethical, and ways to shop sustainably. Once the brand has gained enough exposure and sales have grown, marketing efforts will expand but social media marketing will continue to be the main method of promotion. No matter the brand's growth, Ruled By Venus will remain an independent brand and will not sell through other company's platforms. Overall, Ruled By Venus values creativity, morals, and its customers the most. This is not to say profit is not important, but those values will always be at the forefront of the business.