



LOVESHACKFANCY

Digital Marketing Strategy By: Mackenzie Rogers

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Executive Summary

The #EveryDayFancy campaign is a digital marketing strategy focused on launching a new LoveShackFancy athleticwear line that empowers women to embrace their femininity and individuality.

By using a content development budget of \$100,000 and an advertising budget of \$175,000, we will use Instagram, Pinterest, TikTok, & Influencers to market this campaign.

This campaign will generate \$1,538,250 in revenue through an 18-week campaign that will ultimately result in a 40:1 ROAS.

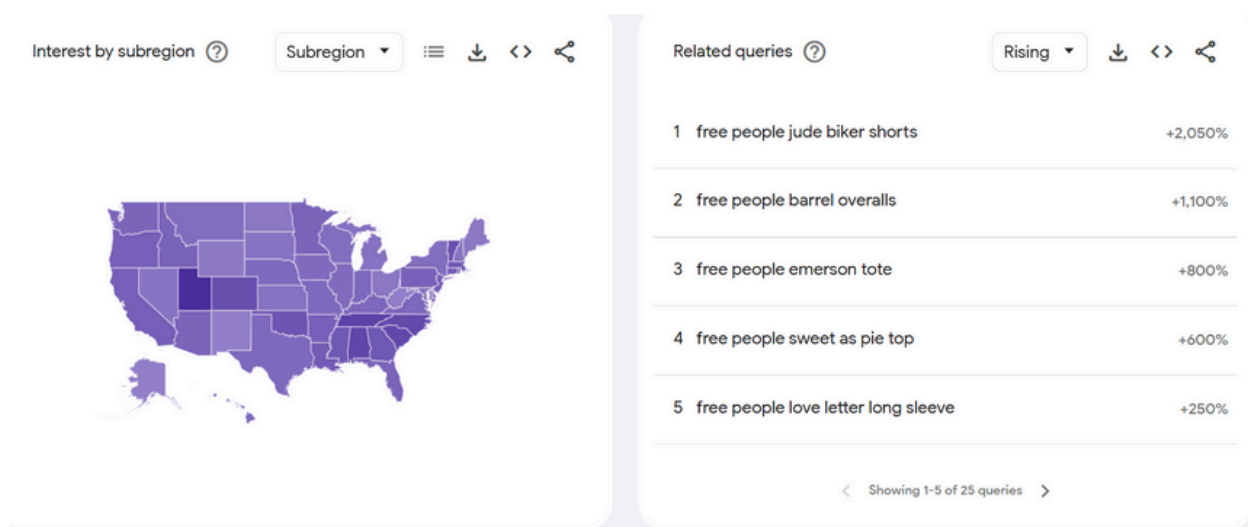
#EveryDayFancy



Opportunity Statement

Top Competitors: Free People

- **Mission Statement:**
 - Created “to inspire and empower customers with grace, confidence, and acceptance.”
- **Digital Analysis:**
 - Embodies a bohemian, wander-lust driven lifestyle
 - Celebrates women who express themselves through their style in authentic and unrestrained ways
 - Uses social platforms to show brand values, drawing girls to the Free People lifestyle, which will then translate to an interest in Free People clothing
 - Loyal & engaged customers



Opportunity Statement

Top Competitors: Free People

- 4.6M Followers on Instagram & 333K on TikTok



Opportunity Statement

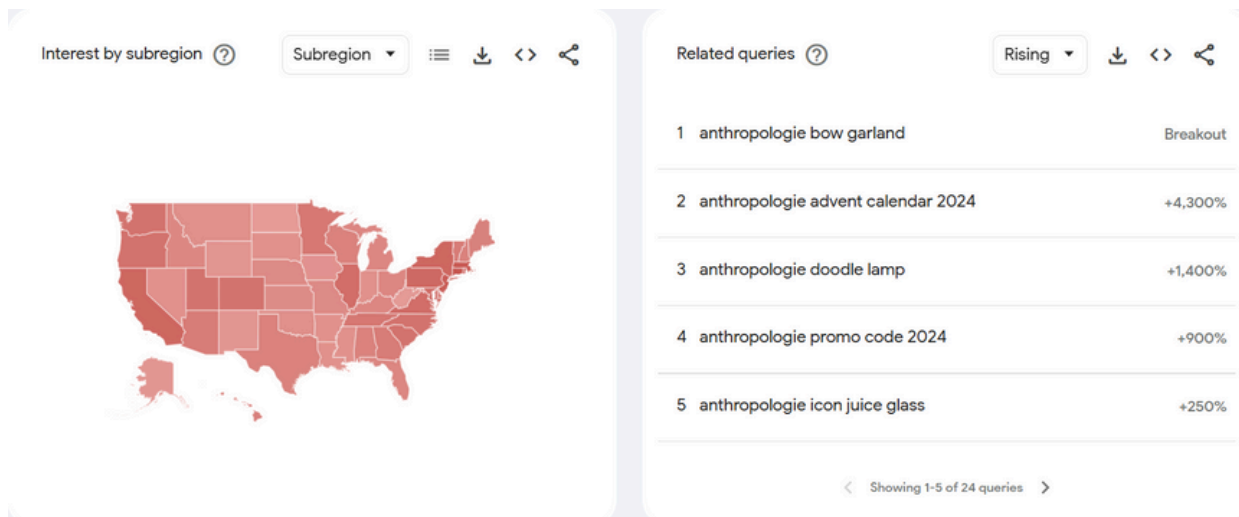
Top Competitors: Anthropologie

- **Mission Statement:**

- A company whose mission is “to surprise and delight you with unexpected, distinctive finds for your closet and home.”

- **Digital Analysis:**

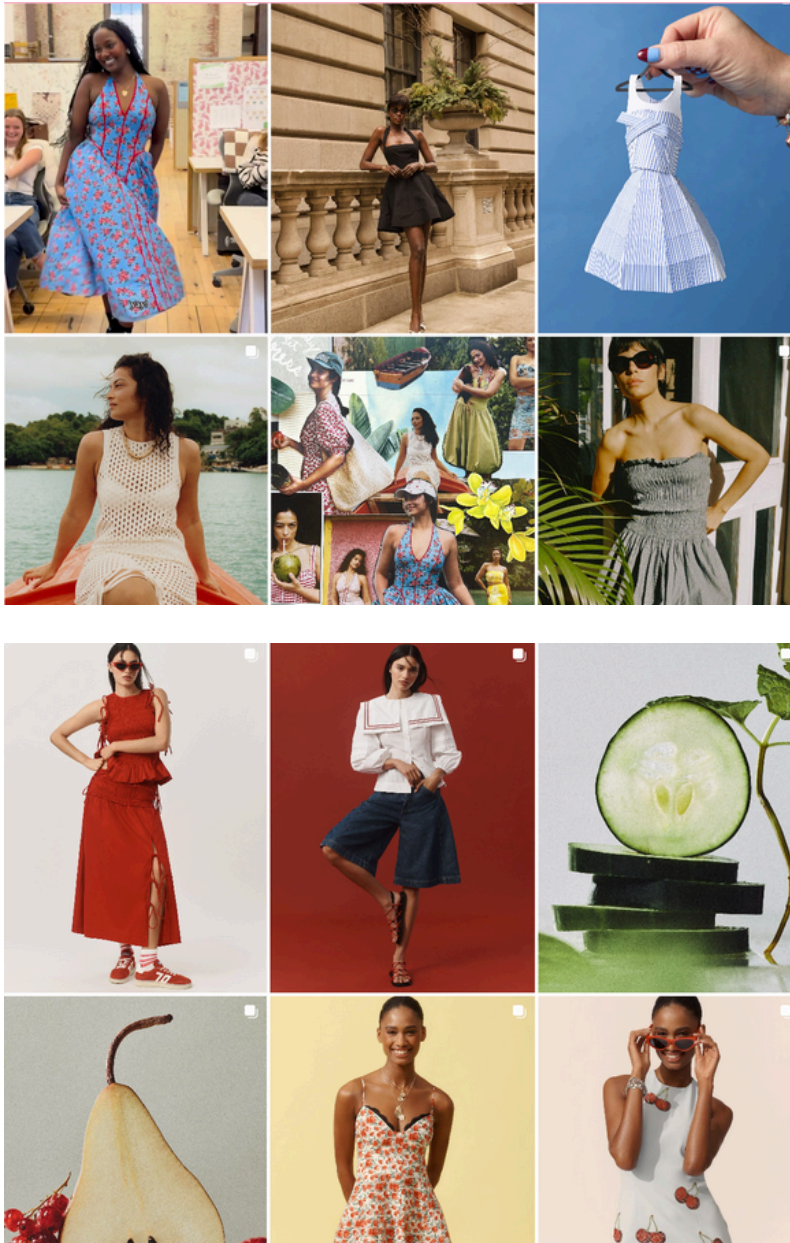
- Focus on self-expression, embracing individuality, and creativity.
- Cater to women who appreciate both fashion and art in their daily lives
- Uses social media to post products and lifestyle content that resonates with the consumer, focusing on creating an emotional connection between the consumer and brand



Opportunity Statement

Top Competitors: Anthropologie

- 4.7M Followers On Instagram & 469.5K on TikTok



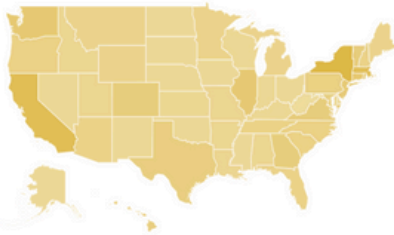
Opportunity Statement

Top Competitors: Reformation

- **Mission Statement:**
 - A clothing company dedicated “to bring sustainable fashion to everyone”
- **Digital Analysis:**
 - Known for their huge sales and celebrity endorsements
 - Uses social platforms to showcase snarky, witty, and confident brand voice that resonates with consumers by alternating product posts with relatable, witty content

Interest by subregion ?

Subregion ▾



Related queries ?

Rising ▾



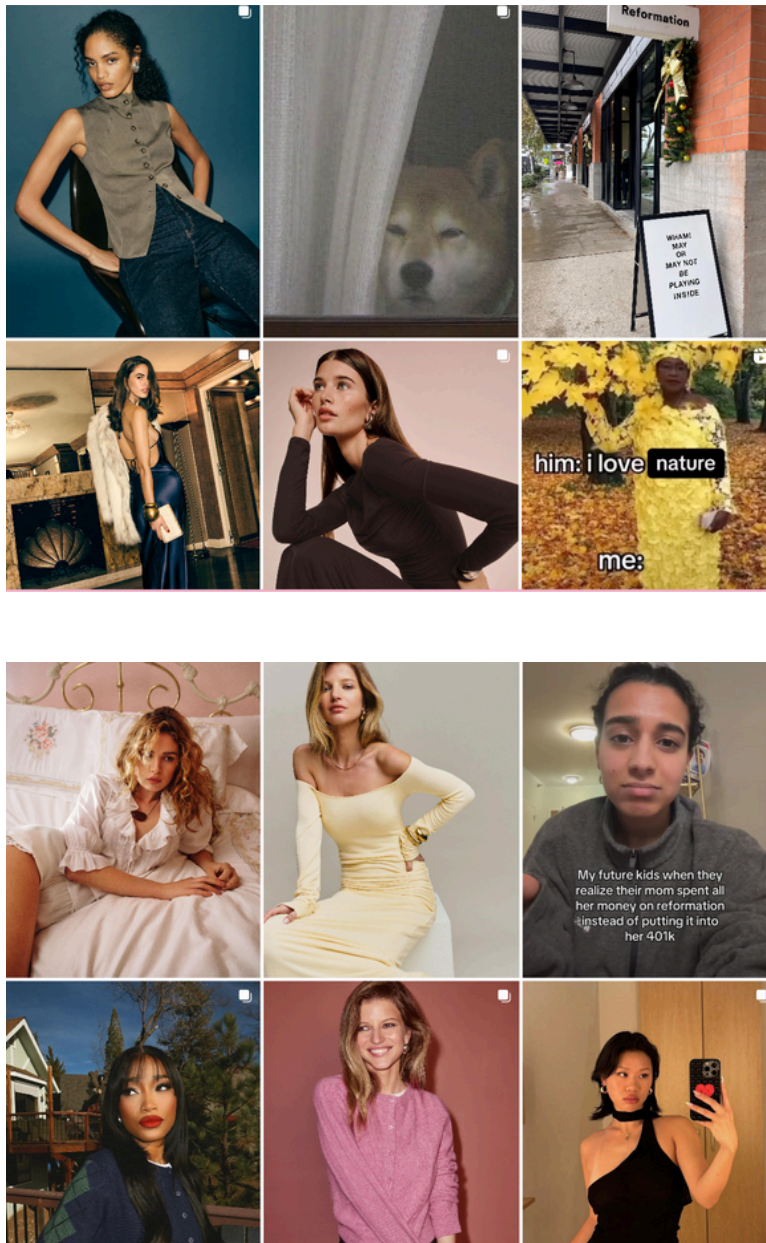
1	reformation kacey musgraves	+4,550%
2	nail reformation press on	+600%
3	nail reformation press on nails	+600%
4	reformation sunday 2024	+550%
5	reformation studded jeans	+450%

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Opportunity Statement

Top Competitors: Reformation

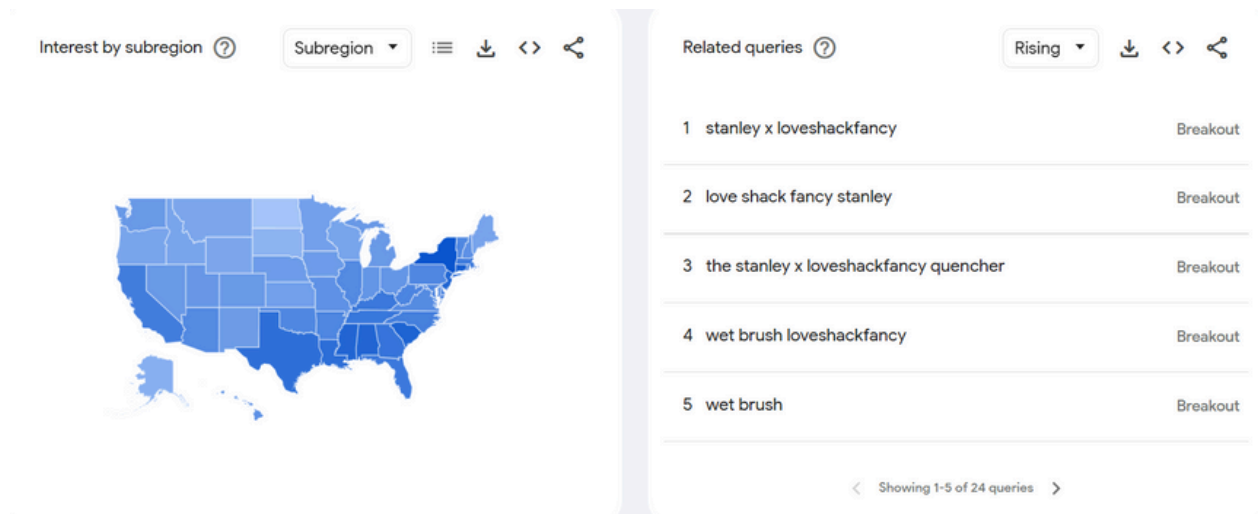
- 2.3M Followers on Instagram & 199.5K on TikTok



Opportunity Statement

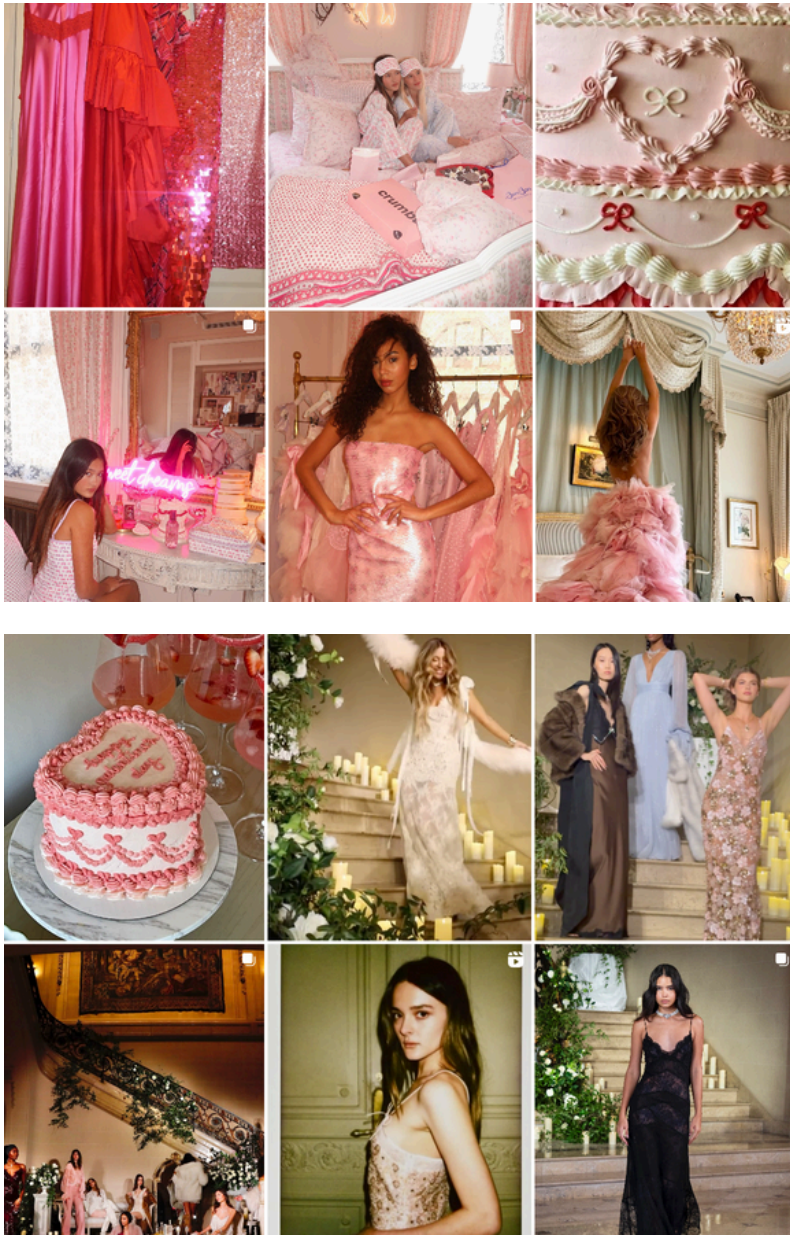
LoveShackFancy

- **Mission Statement:**
 - a brand inspired by the strength of femininity and a vintage-inspired aesthetic that transcends trends.
- **Digital Analysis:**
 - active on social platforms, posting product and lifestyle content to match selected products of the season
 - 4-10 posts on Instagram per day, brand image captured beautifully through aesthetic lifestyle & product content
 - TikTok has more relatable, personable content
 - Low engagement on all accounts



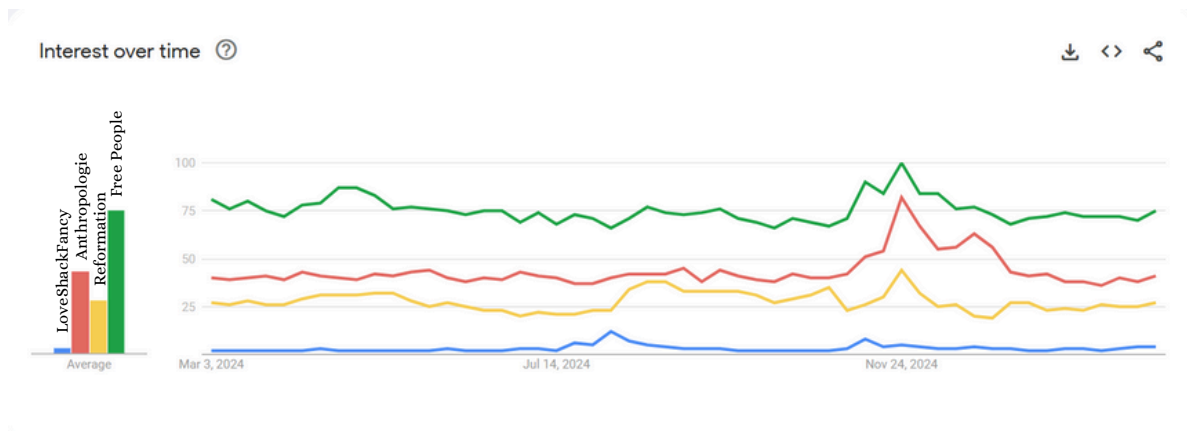
Opportunity Statement

- LoveShackFancy: 1.4M Followers on Instagram & 400.8K on TikTok



Opportunity Statement

- Ranked by Popularity (most to least popular):
 1. Free People
 2. Anthropologie
 3. Reformation
 4. LoveShackFancy



- Ranked by Price (highest to lowest prices):
 1. LoveShackFancy
 2. Reformation
 3. Anthropologie
 4. Free People

Opportunity Statement

- **Strengths**

- LSF x Stanley & LSF x Roller Rabbit success
- Strong, consistent brand image
- combines all of the three previously mentioned competitors' mission statements as it embraces individuality and sustainable practices/materials and empowers consumers' confidence.

- **Weaknesses**

- High price point
- Low engagement on social accounts
- Low brand awareness compared w/ competitors

- **Opportunities**

- Product gap in LSF activewear
- LSF Roller Rabbit and Stanley audience demographic
- LSF can be more competitive in the market with more affordable options

- **Threats**

- Highly-competitive market

Goal & Objective

- **Goal:**
 - To embrace the strength of femininity, inspiring women to be true to themselves and celebrate being a woman.”
- **Business Objective:**
 - Generate \$1,538,250 in revenue through an 18-week campaign



Audience

- **Target Audience:**
 - Radiant, bubbly girls in their late teens and early twenties
- **Buyer Persona 1: Chloe**
 - Age: 18 Geography: Lives with her parents in Seaside, Florida
 - Gender: Female Income:
 - Personal Income is \$150 per week from her part-time job at an ice cream/ snowcone shack, However, her income goes straight into her savings account. Her parents with a yearly household income of \$250,000 pay for Chloe's wants and needs.
 - Education Level: High school senior, committed to attending the University of Miami after graduation to study nursing
 - Family: Mother is a stay-at-home mom, father works in real estate in Seaside, Florida. Chloe has two sisters: Hannah (21) and Jess (24)
 - Wants & Needs: Chloe has two older sisters who have passed down their fashion sense and life experience to Chloe. She is excited to go off to college soon and needs a new wardrobe for school. She is nervous about making a great first impression on the other girls at school. She needs clothes that are going to make her feel confident in a new environment. Her clothes need to be perfect for attending classes in the hot weather and still allow her to showcase her bright personality to everyone she meets.
 - Interests: Whether it's playing pickleball with friends, biking to the beach, having picnics with her sisters, or going for a nice run, Chloe loves being outdoors and being social.
 - Motivation: Functionality, comfort, confidence, and appearance matching her personality

Audience

- Buyer Persona 1: Chloe

Adventurous



Bubbly



Contagious Laughter



Fun

Audience

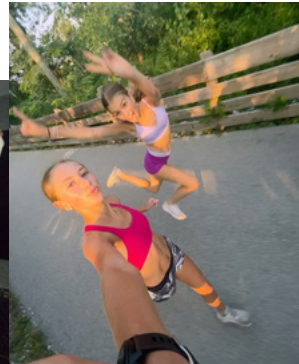
• Buyer Persona 2: Savannah

- Age: 20
- Geography: Grew up in Orange Beach, Alabama. Currently lives in Tuscaloosa, Alabama
- Gender: Female
- Income: No personal income. Parents give Savannah a monthly allowance of \$800 for gas, groceries, and any other wants/needs.
- Education Level: 2nd year undergrad marketing student at the University of Alabama
- Family: Mother works in finance and father is a dentist. Savannah is an only child
- Wants & Needs: Savannah is involved in Greek life at the University of Alabama. She is always in need of new dresses for events and is always participating in the new trends. Savannah wants clothing that is versatile and comfortable yet cute when going to classes in such warm weather. Sorority rush is coming up, and she needs cute dresses and athletic wear for the events. Savannah's clothing needs to be aligned with the freshest trends.
- Interests: Savannah's pastimes all involve spending quality time with friends, whether it's running, shopping, going out, pilates, or simply studying on campus.
- Motivation: Trends, personal image, frequent social events, and friends' opinions

Audience

- Buyer Persona 2: Savannah

Life of the Party



Kind



Social



Radiant

Audience

• Buyer Persona 3: Madison

- Age: 23
- Geography: Grew up in St. Simons Island, Georgia. Currently lives in Charleston, South Carolina.
- Gender: Female
- Income: \$100,000 household income between Madison and her fiance Nathan
- Education Level: Completed an undergraduate degree in Environmental Economics at the University of Georgia and is now finishing a Master's degree in Business Administration at the College of Charleston
- Family: Mother is a surgeon, father works in economics. Madison has two brothers, Josh (30) and Hayden (26). Madison is engaged to her boyfriend of 5 years, Nathan (23), who works in real estate. And, most importantly her golden retriever Gus (3).
- Wants & Needs: Madison is a girl boss who is working towards completing her MBA program while working part-time as an economics intern and planning her June wedding for the upcoming year. Madison is in need of clothing that is sustainably made and functional for an active lifestyle. She will also be in the market for some beautiful summer bridesmaid dresses and bridal accessories soon.
- Interests: Morning runs, volunteering with beach conservation groups, taking Gus on long walks with her fiance Nathan, wine nights with her girlfriends, yoga class, and painting.
- Motivation: Sustainability, functionality, and unique character

Audience

- Buyer Persona 3: Madison



Environmentally Conscious

Artistic



Full of Life



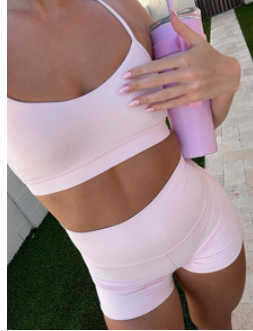
High-achieving

Marketing Strategy

New Product Launch:

New LoveShackFancy Spring Activewear Line! This will include shorts, leggings, bras, jackets, skirts, and dresses.

- Why?
 - Activewear is popular with the same demographics as the LSF x Stanley and LSF x Roller Rabbit campaigns, which were both successful
 - Activewear can be sold at a more affordable price than other LSF products



Campaign Message

#EveryDayFancy

- What is it?
 - 18 week campaign starting with a launch party on April 05, 2025 and ending around the beginning of school on August 09, 2025
 - EveryDayFancy means making every day a special occasion. It means embodying LoveShackFancy's values of strength, confidence, and individuality each day.
- Why can this product do it?
 - This product embodies the beauty and radiance of LoveShackFancy designs but more casually and affordably. This activewear line would allow women to take the confidence that comes with wearing LoveShackFancy clothing to class, lunch, workouts, grocery stores, hikes, etc.
- How will it come to life?
 - Blog posts! (example: testimonials of people discussing how treating every day as a special occasion has influenced their lifestyle, confidence, and lust for life)
 - Videos! (example: workout videos showcasing how confidence in one's appearance leads to a better workout)
 - Photos w/ Blog Posts! (example: how to effortlessly stand out by showing confidence, individuality, and radiance through clothing)
 - Hashtag! (example: "Here's how I make #EveryDayFancy", "Making #EveryDayFancy at yoga class today!", "Sunset run with my girls!! #EveryDayFancy")

Communication Objectives

Top of the Funnel (TOFU) Stage:

To inform people about the new LoveShackFancy activewear line, we will create digital advertising content of products and the launch party for social media platforms, highlighting lifestyle content using influencers.



Product & Lifestyle
Video/Photo Content

Communication Objectives

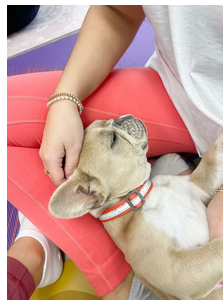
Launch Party: NYC puppy yoga & picnic

(Launch party costs not included in the digital marketing budget)

Content: video & photo content showcasing models & influencers wearing new activewear during yoga and picnic



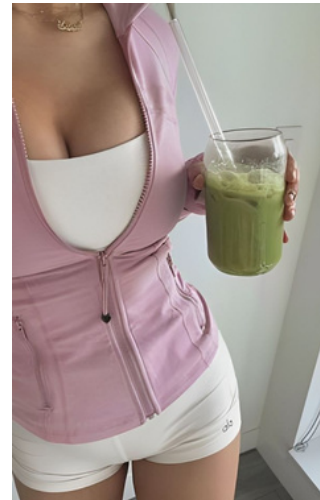
Venue: The Arthur Ross Terrace and Garden, New York, NY



Communication Objectives

Middle of the Funnel (MOFU) Stage:

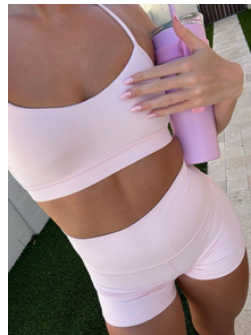
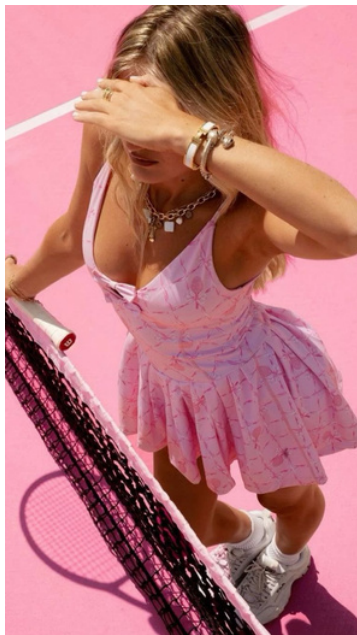
To inspire young women to embrace the strength of femininity and individuality, we will continue using digital advertising using video, photos, blog, and influencer content, focusing specifically on the lifestyle and feelings the activewear line evokes.



Communication Objectives

Bottom of the Funnel (BOFU) Stage:

To persuade young women to purchase LoveShackFancy activewear, we will continue to use digital advertising through video and photo content as well as introduce promo codes to be used through influencer content, specifically focusing on product quality and functionality.

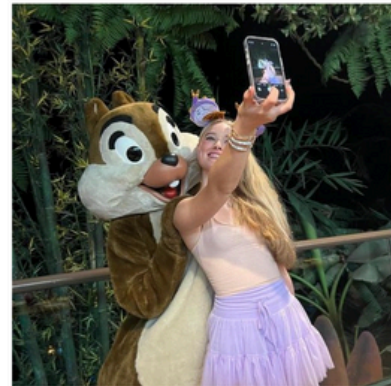


Communication Objectives

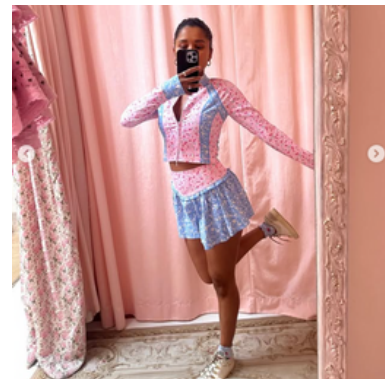
Evangelize Stage:

To encourage customers to repurchase from LoveShackFancy, we will incentivize customers to share photos of the clothing on the website under #EveryDayFancy for 25% off their next order and subscribe customers to active newsletter.

#AerieREAL



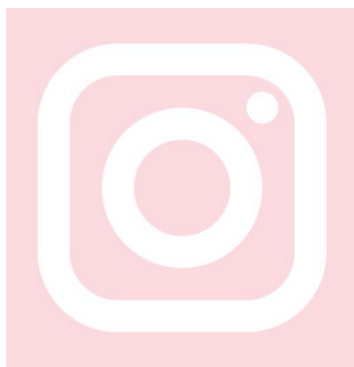
#EveryDayFancy



Multi-Platform Tactics

Instagram

- widest audience
- Influencer posts, stories, & reels
- LoveShackFancy posts, stories, & reels
- Paid media advertisements
- Owned Media
- Earned Media: user generated content at #EveryDayFancy
- Metrics: Impressions, engagement, product sales, & ROAS



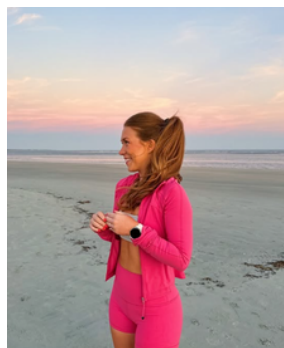
Multi-Platform Tactics

Instagram Digital Advertising:



Content from launch party, announcing the new EveryDayFancy activewear line with links to specific items on LoveShackFancy website. This includes modeled photos, influencer content, and interviews from the event.

Posed, professionally photographed ads highlighting products' quality and functionality with link to specific items on LoveShackFancy website. Influencers will also include their assigned promo codes to such posts.

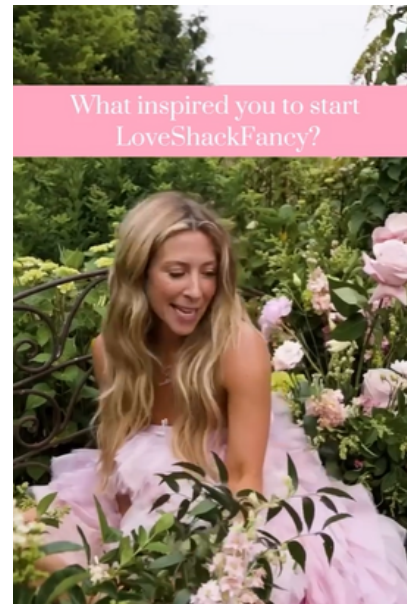
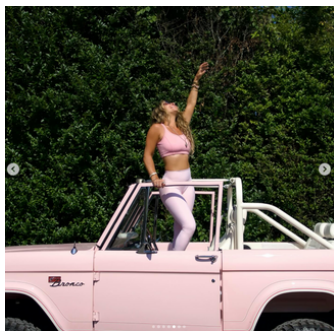


Focus content on how EveryDayFancy contributes to a life full of self-expression, confidence, and achievement.

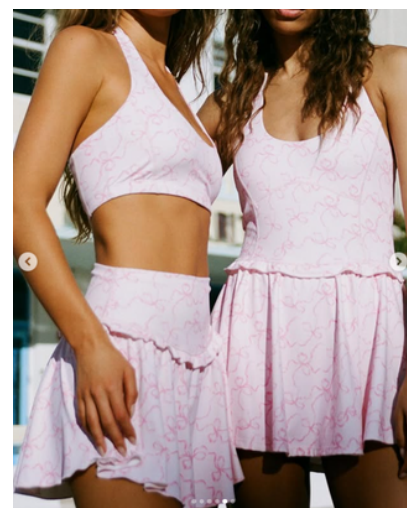
Multi-Platform Tactics

Instagram Organic Content:

Content introducing the EveryDayFancy campaign, including photo and video content from the launch party and secondary content such as quotes, images, memes, interviews, and graphics that communicate the aesthetic of the activewear line.



Content that focuses on the aesthetic and lifestyle of the activewear line. This content is similar to the MOFU paid media but comes straight from the LoveShackFancy social accounts.



Content such as model photos, try on videos, and specific product content.

Multi-Platform Tactics

TikTok:

- More targeted audience
- Create owned media
- Paid media through influencer content and paid media advertising
- Earned media through posts to #EveryDayFancy
- Metrics: Impressions, engagement, product sales, & ROAS



Multi-Platform Tactics

TikTok Digital Advertising:

Content that introduces EveryDayFancy to new audiences, showing different products in the new line



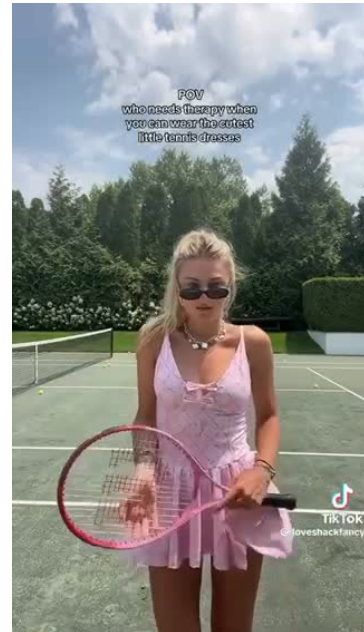
Content that showcases the product quality and functionality. Examples include physically showing the quality of the clothing like this video, answering common questions about the product, or showing the product in use during a workout and discussing its support, fit, and other important aspects of its functionality.

Multi-Platform Tactics

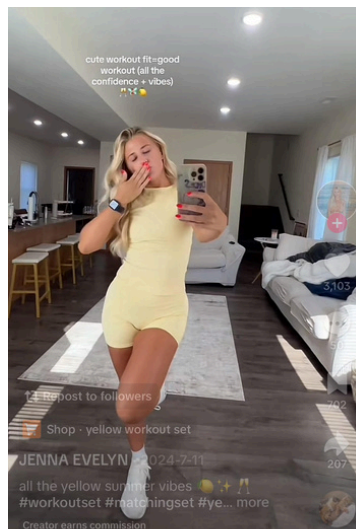
TikTok Organic Content:



Content that introduces EveryDayFancy as being perfect for workouts, going to class, shopping days with the girls, and simply every day life. For example, a “Back to School survival guide,” “Sorority Rush Fit Checks,” and “How to Prepare for the Best School Year Yet”



Content that goes further into “Why EveryDayFancy?” This Content will explain how a workout or study sesh is so much more productive when you feel confident and cute!



Multi-Platform Tactics

Pinterest

- Very targeted audience
- Paid media advertisements
- Owned Media
- Earned Media: user generated content wearing EveryDayFancy
- Metrics: Impressions, engagement, product sales, & ROAS

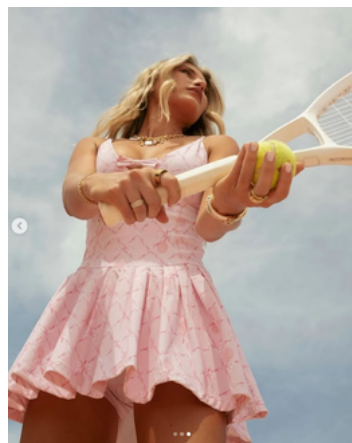


Multi-Platform Tactics

Pinterest Digital Advertising:



Content focusing on the associated aesthetic of EveryDayFancy clothing. The aesthetic embraces girlhood and a healthy, active lifestyle.



Posed, professionally photographed ads highlighting products' quality and functionality with link to specific items on LoveShackFancy website. Influencers will also include their assigned promo codes to such posts.

Multi-Platform Tactics

Pinterest Organic Content:



Content introducing the EveryDayFancy campaign, including photo and video content from the launch party and secondary content such as quotes, images, memes, interviews, and graphics that communicate the aesthetic of the activewear line.

Content that focuses on the aesthetic and lifestyle of the activewear line.

This content is similar to the MOFU paid media but comes straight from the LoveShackFancy social accounts.



Content includes model photos, try on videos, and specific product content.



Multi-Platform Tactics

Website

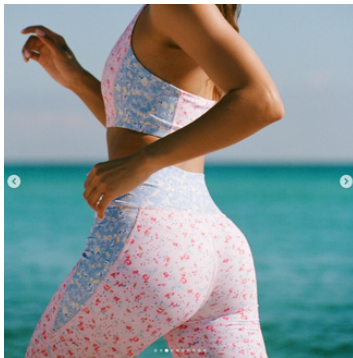
- Mainly Commerce
- Content is secondary
- Post blogs surrounding product, brand, & lifestyle content
- Commerce Metrics: Average order value, customer loyalty, conversion rates
- Content Metrics: Total website visits & returning visitor ratio



Multi-Platform Tactics

Website Organic Content: Blog Posts

Also posted on Pinterest & Instagram with links directing users to the website



How Your Confidence Influences Your Workout



Puppies, Yoga, and Picnic! All About the EverydayFancy Launch Party Event!



From Barre to Brunch: How Workouts Have Become a Social Activity



Everyone is Running a Marathon in their Twenties?



Activewear is for Every Day Wear



What is it About Pickleball that has Everyone Obsessed?

Multi-Platform Tactics

Influencers

- Most targeted audience
- Post videos on TikTok
- Post photos, stories, & reels on Instagram
- Paid media advertisements
- Promo codes
- Metrics: Impressions, engagement, product sales, & ROAS



Multi-Platform Tactics

Micro Influencers: TOFU, MOFU, BOFU

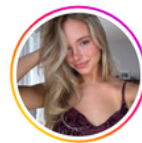
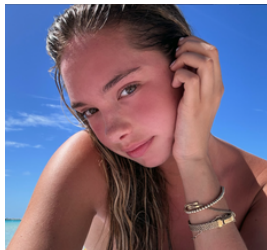
Attend the launch event, each documenting the day on their Instagram stories and posting on Instagram and TikTok. Then, posting continuously throughout the campaign



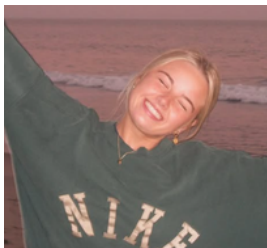
433 posts 267K followers 1,959 following
Lauren Loveless
happy ur here!
charleston, sc 🇺🇸
📧 lauren@lulucreative.com
all my links ↗
📍 hoo.be/laurenloveless



taylorpolcyn Following Message ...
637 posts 31.4K followers 4,788 following
Taylor Polcyn
📁 (modern day memory album) 📁
📍 stl 📍 university of san diego 📍 semester at sea 🌊
📧 taylor@ezel.co
📍 linktr.ee/taylorpolcyn
Followed by cattlin_elizabeth04, emmaharris, and audreysavacool



maddytaylor Following Message ...
850 posts 197K followers 3,545 following
madison taylor
📍 maddytaylor
@notsosimplelifepod
la. + 📍
you are beautiful
maddytaylor@outshinetalent.com
📍 outshine.media/maddytaylor
Followed by lexohidalgo, nataliezacek + 8 more

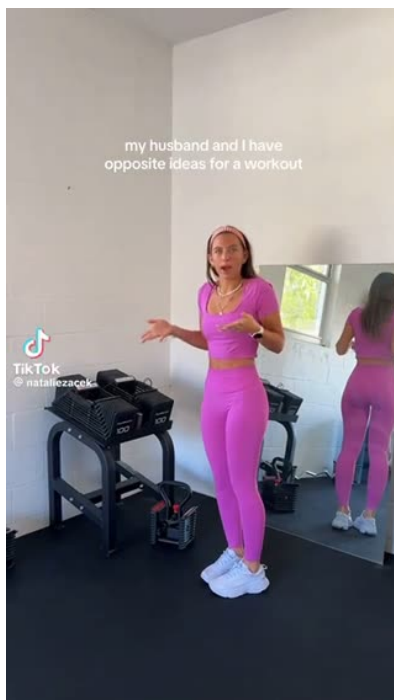
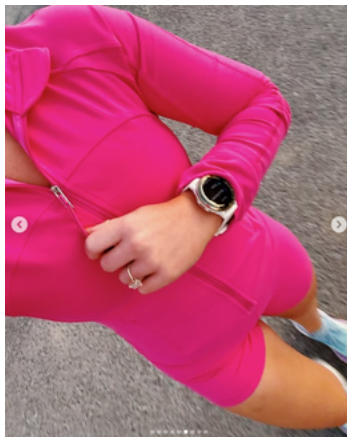


goodmeredith Following Message ...
553 posts 139K followers 861 following
Meredith Good
always carrying coffee and a camera
@blogbymere
📧 kayla@grail-talent.com
📍 linktr.ee/meredithgood

Multi-Platform Tactics

Influencer Content:

- Photos & Videos documenting their experience at the launch party: 2 photo posts, story posts documenting the day, & 2 video posts
- Photos & Videos showcasing activewear in use during runs, yoga, and other athletic activities: 2 photos & 1 video post per week
- Include promo code in posts
- All photo posts on Instagram
- All video posts on TikTok and Instagram



Content Planning

Editorial Calendar: 18 Week Campaign

April 05, 2025 - August 09, 2025

April 2025:

- April 5, 2025: Launch Party in NYC
- 04/05/25 - 04/12/25 : TOFU owned media & influencer content surrounding launch party
- Maintain 4 video posts & 5 photo posts per week
- 04/13/25 - end of month: TOFU & MOFU content introducing EveryDayFancy as the activewear line of the summer

May 2025:

- Maintain 4 video posts & 5 photo posts per week
- All month, focus heavily on TOFU & MOFU content. Convey the lifestyle and aesthetic of EveryDayFancy. Content should be motivational, free-spirited, and focused on that fun summer feeling.

June 2025:

- Maintain 4 video posts & 5 photo posts per week
- TOFU & MOFU content should be diverse, showing how EveryDayFancy can be used to showcase each girl's individuality, helping them stand out, boost confidence, and enhance workouts
- Begin pushing more BOFU content

July 2025:

- Maintain 4 video posts & 5 photo posts per week
- Focus on MOFU and BOFU content related to product quality and functionality, addressing any lingering consumer hesitations
- Introduce influencer promo codes
- Push EveryDayFancy back-to-school content

August 2025:

- Maintain 4 video posts & 5 photo posts per week
- Focus on MOFU and BOFU back-to-school content

Content Planning

Sample Post 1: LoveShackFancy Post

04/10/25

Platform: Instagram

Communication Objective: Keep people thinking and talking about the launch party even weeks after the event



Still thinking about our #EveryDayFancy launch last week! A day full of sweet friends, puppies, and yoga! Let's do it again sometime!

Content Planning

Sample Post 2: Influencer Post

05/19/25

Platform: Instagram

Communication Objective: Establish
#EveryDayFancy as the perfect outfit for a fun,
active, adventurous summer



Nothing like a picnic with your girls to motivate you through a beautiful (but really tough) hike! And wearing #EveryDayFancy kept me looking cute and feeling good for the whole 10 miles!

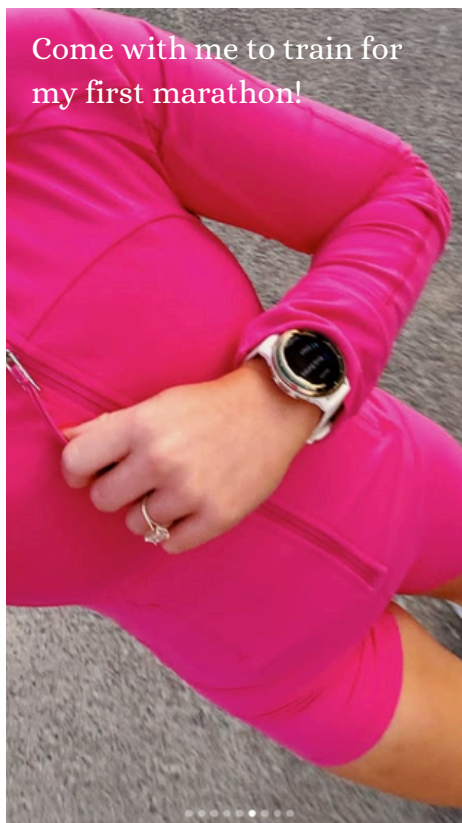
Content Planning

Sample Post 2: Workout Video Vlog

06/12/25

Platform: TikTok

Communication Objective: Convey the idea that a cuter outfit leads to more confidence, and as a result, a better workout



Come with me to train for my first marathon!

Anyone else feel like the cuter the outfit, the better the run? If I'm gonna keep up this momentum, I'm gonna need an #EveryDayFancy look for every workout!

Content Planning

Sample Post 4: Influencer Promo Code

07/21/25

Platform: Instagram

Communication Objective: Communicate the quality and functionality of the clothing while encouraging women to make any occasion a special occasion with #EveryDayFancy



Who's gonna run their first marathon in a boring outfit? Such an occasion deserves the perfect look. Get the perfect #EveryDayFancy workout set for 25% off with promo code LAURUN25

Content Planning

Sample Post 5: Influencer Back-to-School Content

08/04/25

Platform: TikTok

Communication Objective: Communicate that #EveryDayFancy can provide the perfect day-to-day outfit to show off your individual personality and help you stand out in a new school year



Grocery shopping? Coffee run? Class? Why not look and feel your best by making #EveryDayFancy with these gorgeous LSF sets

Monitoring and Optimization

Key Performance Indicators:

- Instagram, TikTok, Pinterest, & Influencer content effectiveness will be tracked bi-weekly using...
 - Impressions: measuring the # of times content is viewed
 - Engagement: measuring the # of content interactions
 - Conversion Rates: comparing the # of impressions to sales
 - Revenue: measuring financial performance
 - ROAS: comparing content revenue production to the amount spent on advertising
- Website content effectiveness will be tracked weekly using...
 - Website Visits: # of people that visit the website each week
 - Returning Visitor Ratio: Percentage of total website visitors who have visited the website in the past

Budgets and Returns

Content Development Costs: \$100,000

Advertising Costs: \$175,000

Total Budget: \$275,000

Budgets and Returns

Content Development Costs

Instagram & Pinterest Images:

5 images x 18 weeks = 90 images

\$10,000/25 images = \$400 per image

\$400 x 90 images = \$36,000

Total: \$36,000

Instagram & TikTok Videos:

4, 15 sec videos x 18 weeks = 72, 15 sec videos

72 videos x 15 sec per video = 18 mins of videos

18 mins / 3 min = 6 (3 min) videos

6 videos x \$7,500 = \$45,000

Total: \$45,000

Management Fees:

Campaign Development: 22 hrs

Campaign Launch: 20 hrs

Campaign Monitoring: 20 hrs

Campaign Sunset: 8 hrs

Performance Reporting: 20 hrs

(\$150/ hr rate)

90 hrs x \$150 = \$13,500

Total: \$13,500

Total Content Development Cost: \$94,500

Budgets and Returns

Advertising Costs

Instagram: \$78,750 (45%)

$\$78,750 / \$12.25 \times 1,000 = 6,428,572$ impressions

$6,428,572$ impressions $\times 7\%$ engagement rate = $450,000$ engagements

$450,000$ engagements $\times 1\%$ conversion rate = $4,500$ conversions

$4,500$ conversions $\times \$150/\text{item} = \$675,000$

$\$675,000 / \$78,750 = 9:1$ ROAS

Pinterest: \$39,375 (22.5%)

$\$39,375 / \$7.25 \times 1,000 = 5,431,035$ impressions

$5,431,035$ impressions $\times 5\%$ engagement rate = $271,552$ engagements

$271,552$ engagements $\times 1\%$ conversion rate = $2,716$ conversions

$2,716$ conversions $\times \$150/\text{item} = \$407,400$

$\$407,400 / \$39,375 = 10:1$ ROAS

TikTok: \$39,375 (22.5%)

$\$39,375 / \$10.55 \times 1,000 = 3,732,228$ impressions

$3,732,228$ impressions $\times 6\%$ engagement rate = $223,934$ engagements

$223,934$ engagements $\times 1\%$ conversion rate = $2,239$ conversions

$2,239$ conversions $\times \$150/\text{item} = \$335,850$

$\$335,850 / \$39,375 = 9:1$ ROAS

Influencers: \$17,500 (10%)

Resource allocation on next page

Total Advertising Cost: \$175,000

Budgets and Returns

Advertising Costs

Influencers: \$17,500 (10%)

Images: \$8,750 (50%)

Stories: \$1,750 (10%)

Videos: \$7,000 (40%)

Instagram:

Total \$ Spent: \$14,000

\$8,750 / \$0.20 per post = 43,750 engagements

\$1,750 / \$0.12 per story = 14,583 engagements

\$3,500 / \$0.35 per video = 10,000 engagements

Total: 68,333 engagements

68,333 engagements x 1% conversion rate = 683 conversions

683 conversions x \$150/item = \$102,450

\$102,450 / \$14,000 = 7:1 ROAS

TikTok

Total \$ Spent: \$3,500

\$3,500 / \$0.30 per view = 11,667 engagements

11,667 engagements x 1% conversion rate = 117 conversions

117 conversions x \$150/item = \$17,550

\$17,550 / \$3,500 = 5:1 ROAS

Total Influencer ROAS: 12:1

Budgets and Returns

Our total budget of
\$275,000 would
generate expected
revenue of
\$1,538,250 with a
40:1 ROAS

Conclusion & Call to Action

In the #EveryDayFancy digital marketing campaign, we are expecting to generate \$1,538,250 in revenue, resulting in a 40:1 ROAS through this 18-week campaign. This campaign will encourage women to make LoveShackFancy their go-to, feel-good, everyday outfit. By approving this campaign, we can achieve not only impressive revenue, enhanced brand visibility, and strong returns but also inspire and empower women to celebrate their individuality, confidence, and natural beauty through LoveShackFancy's more accessible and versatile everyday apparel.

Let's make

#EveryDayFancy

with this LSF campaign!