

The Design of a Strategy for Applying Content Marketing In Fashion Brands

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Abstract:

The current research aims to establish a work strategy for content marketing for fashion brands because of its importance to brands represented in communication continuity with current and potential consumers to gain their trust and provide them with useful information using web pages, where the descriptive approach was used in analyzing previous studies reaching what is content marketing, its role in fashion brands, the extent to which brand benefits from content marketing, types and forms of electronic content. Then the researcher relied on the experimental approach in achieving the research objectives by designing steps to work with electronic content and choosing an Egyptian clothing brand to implement the designed strategy, then monitoring and analyzing the applied experience, the researcher reached to identify the preferences of Internet surfers in the electronic content. The study resulted in the need to pay attention to the appropriateness of the content's form on the publishing platform. For example, fashion followers were interested in the article form when it was published on blog, while they cared about videos when published on Instagram. The researcher recommended benefiting from the applied experience in this research in Egyptian brands, especially emerging ones, taking advantage of content marketing activities in communicating electronically for brand awareness building consumer confidence towards it, directing marketing efforts to communicate with consumers through multiple entertainment means integrated with information about brand's products to deliver the marketing message and the perception of the mental image of the brand.

Research problem: The mechanisms of e-marketing and marketing through social media platforms have flourished to become marketing channels through which fashion brands can reach consumers directly and establish an interactive dialogue with them. Therefore, it is necessitated thinking about new and creative methods in marketing products and services. The research problem is identified in the following questions: • What is meant by content marketing? • What are the steps for designing a content marketing activities strategy in fashion brands? • What is the possibility of accessing consumer preferences in the fashion electronic content?

Research aims: The research aims to come up with proposed strategic steps to be implemented in content marketing activities in fashion brands, in a way that supports identifying the preferences of current and target consumers and communicating with them through electronic pages.

Research Methodology: The research follows: The descriptive approach in the theoretical framework in presenting the theoretical concept of content marketing and its role in fashion brands.

The experimental approach in applying the designed strategy.

The analytical approach in analyzing applying the designed strategy.

Results summary:

- The content provided on social media benefits both the consumer - in identifying the experiences of others - and the brand in knowing the opinions of different segments of consumers in their clothing products automatically and quickly.
- When each of the platforms participates, this contributes to supporting the brand's identity, increasing the followers of the brand, recognizing the preferences of fashion followers in the products of the brand and the content that attracts them.
- The application of the designed strategy led to reaching appropriate publishing times for consumers of ready-made clothes, which were during the holidays, as the percentage of views increased in general compared to working days.
- The study showed the followers' interest in clothing styling topics, especially when expressed in a video style, and fashion trends when expressed in the form of an article.
- The study resulted in the need to pay attention to the appropriateness of the form in which the content is presented on the publishing platform. For example, fashion followers paid attention to the article when it was published on the electronic blog, while they paid more attention to the video when it was posted on Instagram.

Keywords:

(content marketing, fashion brand, marketing strategy, social networks).

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