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## DIGITAL MARKETING IN THE FASHION INDUSTRY DURING PANDEMIC

As the corona virus rapidly makes its way across the globe, the whole world is on high alert, scrambling to deal with the pandemic. As we all know that the situation today is very uncertain we all need to cope up with the current scenario. Human lives and public safety, of course, are the top concern when it comes to the corona virus, and businesses and government agencies have responded by encouraging people to avoid crowds— which, by the way, are everywhere.

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Let me take you through few types of digital marketing.

### TYPES OF DIGITAL MARKETING:

- 1. Search Engine Optimization:**  
Search Engine Optimization or SEO refers to the process of growing your online visibility in non-paid (organic) search engine results. SERPs or search engine results pages appear to users after they search for a given set of keywords using a search engine like Google or Bing.
- 2. Search Engine Marketing:**  
Search Engine Marketing or SEM covers the ground SEO ignores, paid traffic from search engines. With SEM you purchase advertisement space that appears on a user's SERP. The most common paid search platform is Google AdWords. Next, is Bing Ads. It refers to a digital marketing method wherein search engines charge a company each time their advertisement is clicked.
- 3. Social Media Marketing:**  
Social media marketing gives you increased exposure. It allows you to connect with your consumers in a more intimate way. From this interaction, you can gain valuable customer feedback that allows you to improve your customer service, product, or service. Using social media marketing you'll gain more reach when you post quality content. Everything you do to increase traffic or business on your social media channels is social media marketing. Whether you're on Facebook, Twitter, Snapchat, or LinkedIn these efforts all amount to social media marketing.
- 4. Content Marketing**  
Content marketing refers to the practice of delivering a quality piece of content to your users to generate sales and leads. This content can live anywhere online. Tweets, a YouTube video, and blogs on your website all comprise content marketing. Content Marketing works because it melds together exceptional content with other types of digital marketing like SEO and Social Media Marketing. Keep your audience in mind as you create content. Remember who you're talking to and what they're interested in. This will dictate the subject of your content. Consider the language your audience uses when they search online for information. Use these keywords to boost your SEO.
- 5. Affiliate Marketing**  
Affiliate marketing refers to the process of paying for conversions. Think of it like hiring a sales person for your product or service. That affiliate earns a commission. You determine the rate for affiliate marketing. You only pay for conversions. This means there is no upfront cost to affiliate marketing. Many bloggers or e-commerce websites use affiliate marketing. When you choose to use affiliate marketing ensure that all of your terms and boundaries are discussed beforehand. The affiliate represents your brand, so you want them to carry your brand's message close to them. Think about the kinds of words you want the affiliate to use. Of course, you need to make the deal work for the affiliate, too.
- 6. Influencer Marketing**  
Influencer marketing is among the newer types of digital marketing. Influencer marketing uses people with an enormous online reach considered experts by your target market to drive traffic and sales. Influencer marketing is popular on social media channels like Instagram and Snapchat. Companies hire Instagrammers with large followings to promote their brand by posting one or more photos with the product. These social media takeovers drive the influencer's following to your social media channels increasing your new followers and unique views. Always make sure to do your research on an influencer before you decide to do business with them. You might want to verify their Google analytics and make sure their following proves legitimate and not full of fake accounts.
- 7. Email Marketing:**  
Email marketing allows you to update your email subscribers on a regular basis about your company. This fosters a relationship unlike any of the other types of digital marketing. Your email updates provide value to your consumer. As a result, you build brand trust and brand loyalty. The best email marketing campaigns involve a list of subscribers earned by your content and company, not paid for by your company. People who opt-in to your email subscription prove more likely to become active buyers.
- 8. Viral Marketing**  
Viral marketing refers to a post of some sort that is trendy, funny, or strange enough to garner a massive amount of shares online. Viral marketing causes an enormous spike in website traffic over a short period of time. B2C companies stand to gain the most from viral marketing. B2C companies can use social media to reach an enormous audience across all of their active platforms.
- 9. Mobile Phone Advertising**  
Each of the types of digital advertising can happen on a mobile device. Some types of marketing using a mobile phone do not fit the above types of digital marketing. These include SMS advertising which could prove an asset to local marketing efforts. You can prompt your consumers to use SMS to receive special offers, coupons, and updates from your company.





While nobody knows what a post-coronavirus reality will look like for marketers, one thing is certain: in an environment where physical interaction is expected to be curtailed for an extended period, digital channels are now more important than ever. During the first stages of corona virus response, internet traffic in Italy increased between 8 and 20 percent. Once the government mandated country-wide quarantines in mid-March, online traffic spiked 30 percent over regular levels.

#### DIGITAL MARKETING IN FASHION INDUSTRY:

Digital marketing, if used in the right manner, can increase your sales, improve brand presence and make your brand more profitable. It makes your product available to your target audience. When done right, it increases brand awareness, boosts sales and turns users into brand ambassadors. Fashion trends change and they change even faster than the advancements in the digital technologies. It is not the speed of changes rather the complexity with which the fashion industry has incorporated digital media today. It is an exciting time in the fashion industry with changes in e-commerce sites, wearable technology, changes in contemporary, and ethnic fashion trends.

1. **Self-Expression & Personalization:** Fashion trends are versatile nowadays. There are not just one or two kinds of trends dominating the fashion market anymore. Many styles compete with equal fervor in the fashion market during any season. Therefore, the driving force behind fashion sales right now is the self-expression element that potential consumers can gain from a fashion store.
2. **Consumer-centric is the Winner:** Fashion online marketing in the digital world is all about being informal with potential and existing customers. Business etiquette and polite communication is still important, but consumers are much more attracted to fashion stores that appear more humanly while online interactions. Therefore, a good social media presence is exceptionally important when it comes to the fashion industry.
3. **Luxury Fashion to Grow:** For a long time, some luxury clothing brands have refused to enter the e-Commerce world, believing that selling their products online would ruin their sense of exclusivity. However, there are many luxury brands entering the online clothing market. In 2015, the global sales for women's luxury fashion stood at as low as 3% of the total online clothing market. This is predicted to reach 17% by 2018.
4. **M-Commerce to Boost Online Fashion Sales:** Mobile shopping has continued to grow from strength to strength as mobile becomes the one-stop solution for all possible solution with technology developing. From 2014 to 2015, UK mobile shopping sales rose from £14.61 billion to £20.09 billion. The fashion sector has the largest mobile shopping market and this overall m-Commerce growth will boost the mobile fashion sales.
5. **Social Media and Influencer Continue to Rule Fashion Industry:** Undoubtedly, social media is the current trendsetter when it comes to fashion. The presence and impact of these fashionistas set the trends and spreads via social media. An average Indian user spends more time on social media websites and absorbs the fashion trends from there. This influences their patterns of fashion-related shopping.
6. **Celebrity Endorsement Will Go a Long Way:** Celebrities have always caught the interest of the Indian audience from a very long time. This is the reason celebrity endorsements for fashion stores and brands were successful and will continue to be a popular way of setting & influencing fashion trends.
7. **Content Marketing is Must for Digital Marketing for Fashion Industry:** Online content – be it online press releases, e-zines, online articles, blog posts, or social media posts are the digital marketing mediums to leverage in the fashion industry. Fashion stores and brand have smartly crafted online updates and blog posts regarding their fashion styles and businesses have seen a massive upturn in user engagement.
8. **Importance of Omni-channel Will Rise:** People are increasingly shopping for the latest fashion items on their smartphones. However, these users are not just accessing mobiles but also tablets, laptops, and desktops. With this trend continuing, more clothing retailers will provide their customers with seamless touch points so that their customers can effortlessly move between devices.

Here's where marketers can make a difference. When it comes to providing consumers with the type of personalized relevant and current information they are looking for online, marketing technology will play a key role. Brands and businesses are currently rushing to change their marketing tactics to meet business objectives in this new environment. There are two ways of looking at the COVID-19 situation and its impact on the apparel industry. The short or near-term impact is that as the country is going through a COVID-19 scare and potential health risk, we'll witness a fall in apparel sales on account of malls/stores being closed. More importantly, the mental bandwidth of consumers will also shift from purchasing lifestyle needs such as apparel to daily needs such as food and beverages. For the upcoming year, assuming things start picking up, the apparel industry will still see two levels of implications. One: The Spring Summer 20 sale cycle will take a hit as inventories have already been planned and will get piled up, given it's going to take some time for demand to recover. Secondly, the supply chain of the upcoming Autumn Winter 20 collections will take a hit because the planning has already begun, and the current disruption will have a significant impact on the supply side in the apparel industry" AS THE VIRUS CONTINUES TO SPREAD CONSUMERS WILL STAY HOME WORLDWIDE.



We already see a behavioural shift, with people avoiding not only work, but restaurants, stores, and other public places where they might spend money.

#### WITH CUSTOMERS STAYING INDOORS—AND PRESUMABLY ONLINE—DIGITAL MARKETING MAY WELL BE A BRAND'S BEST DEFENSE AGAINST CORONAVIRUS.

Several Indian apparel brands, e-commerce firms and textile bodies have geared up to face the impact of the COVID-19 pandemic by implementing measures, including 'work from home' option for staff, ensure proper communication related to the new coronavirus, assessing earlier revenue targets. Retailers are shutting their doors around the world, encouraging their customers to shop online instead.

This unique set of circumstances can hopefully bring about the #LovedClothesLast movement.

Already an established trend born from athleisure and gaining momentum due to the rise of the 'Netflix & Chill' generation, lounge wear has been at the fore of retailer's promotions throughout the Covid-19 pandemic.

Thnak You  
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