

*Optimizing Online
Presence: Social Media
Marketing
Recommendations for
DA Clothes*

Team Buzz Builders

da

Our Team

Buzz Builders



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DA Clothes



1 Project Title:
Optimizing Online Presence: Social
Media Marketing Recommendations
for DA Clothes

2 Client Background:
DA Clothes is an e-commerce clothing
brand based in Raleigh, NC selling
graphic loungewear

3 Client Contact Information:
Website: shopdaclothes.com
Instagram: @da.clothes
TikTok: @imdaclothes

DA Clothes: Overview

Company History

- Founded in 2017
- Started creating small products in elementary school
- Mom gave \$500 to start
- Preppy and trendy graphics
- To custom college gear
- To self-expressive graphics



DA Clothes: Overview (cont.)

Industry

DA Clothes caters to Gen Z young women who appreciate comfortable loungewear and expressive art, and actively engage in extensive social media influence and online shopping behaviors.

Products

- Tees, sweatshirts, sweatpants, and hoodies
- “embrace your individuality”

Example #1



Send men to the moon Hoodie
\$62.99

Example #2



Made You Look Sweatpants
\$49.99

Example #3



818 custom gameday baby tee
\$45.99

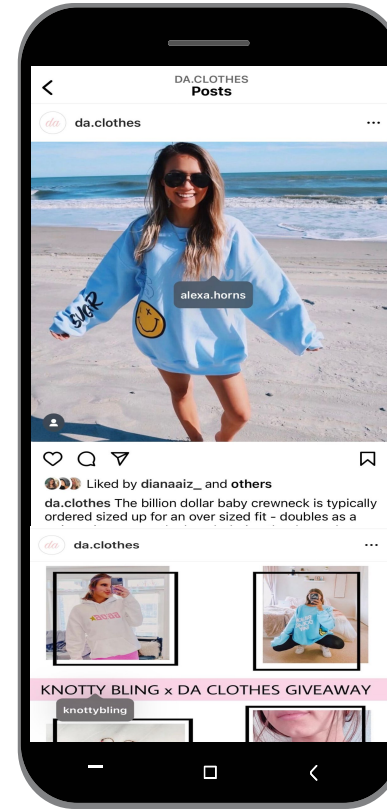
Example #4



Flames Crew
\$56.99

Past Marketing

- Day in my life vlogs, storytelling tiktoks, sneak peeks & countdowns
- IG & TikTok influencers: Alexa Hornshuh, Kambriella, Fiona Jordan, Leah Jackson, Mae Spears
- Small Businesses: Knotty Bling, Avery Accessories, Mcksessories, Trenlend



Research Problem Statement

Our goal is to assist DA Clothes in determining how to effectively increase brand awareness on social media and convert it into sales.

Research Questions

What actionable recommendations can be made to help optimize their social media efforts to achieve DA Clothes marketing & sale goals?

01

02

What is the optimal frequency of consumer interaction necessary to expand DA Clothes consumer retention & growth?

What would be the most effective social media marketing strategy for DA Clothes to utilize on their primary social media platforms?

03

04

How can user-generated content and influencer partnerships effectively generate more traction for DA Clothes across Instagram and TikTok?

Lit Review Methodologies

1. *Blog Post- Social Media Marketing for Fashion Brands: A Strategy That Works*
2. *NCSU Article- The Importance of Social Media Marketing Strategies for Small Businesses*
3. *Forbes Article- From Awareness to Revenue: Leveraging Social Media in Fashion, Luxury, and Beauty*
4. *Frontiers in Psychology Article- Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era*
5. *Sage Journals Article- A Meta-Analysis of the Effects of Brands' Owned Social Media on Social Media Engagement and Sales*
6. *LinkedIn Business Website Post- Social Selling: Definition, Benefits & Tips for Sales Leaders*
7. *NCSU Scholarly Journal- Strategic Use of Social Media for Small Business Based on the AIDA Model*

Qualitative Research Methodologies

Focus Group


Demonstrated on 10/2 by
Makala Wright and Corey Diesel
over zoom

Case Study

Demonstrated on 9/28 by all
members of the Buzz Builders
over zoom

In-Depth Interview

Demonstrated on 9/26 by Dante
Campbell over zoom




Poole College of Management

Introduction. Thank you for taking your time to take this survey. The estimated time to complete this survey is 20-30 minutes. Your answers will remain anonymous.

We are a group of Poole College of Management students at NC State that created this survey for our marketing research topic to help us understand consumer perspectives and preferences when it comes to online shopping through social media and through small businesses.

If you have any questions at any point of the survey, please reach us at btitang@ncsu.edu





Q2. In a typical month, how often do you successfully shop online?

☐ Less than once
☐ 1 or 2 times
☐ 3 or 4 times
☐ More than 4 times

Q3. How often do you successfully shop on Instagram or TikTok?

	Never	Rarely	Sometimes	Often	Very Often
I successfully shop on TikTok...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I successfully shop on Instagram...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Lit Review Findings

- Growing value of “Social Selling” online
- Social media platforms allow opportunities for reactionary data at the touch of a button from the businesses target audience
- Branding is everything!
- Using the AIDA model (Attention, Interest, Desire, Action) to guide our recommendations for full effectiveness



Qualitative Research Findings

Utilize Instagram



"I feel like on TikTok it could be difficult because sometimes I see more scam pages on TikTok than I do on Instagram"

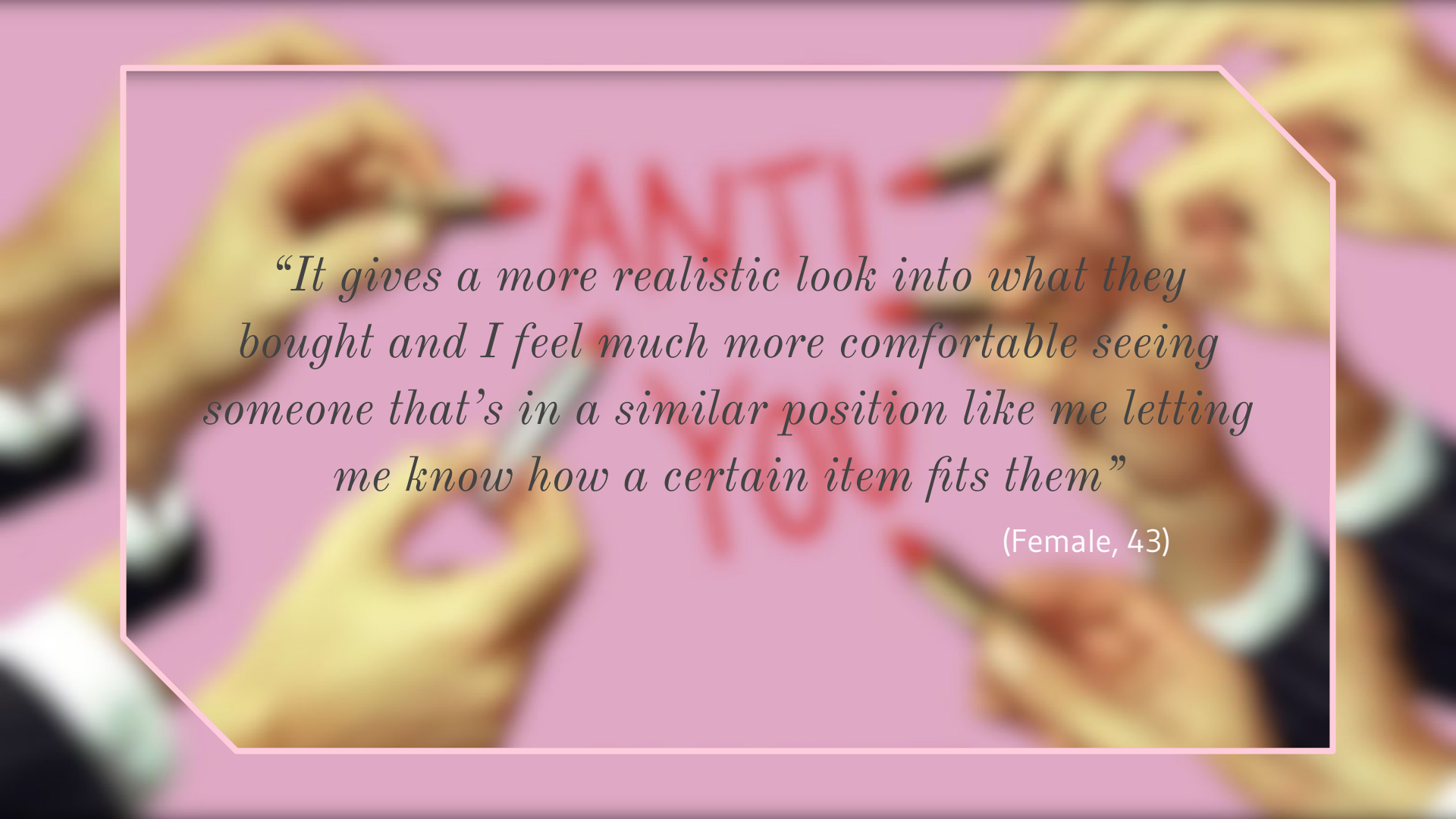
(Female, 21)

Qualitative Research Findings

Utilize Instagram

*Frequent Posts with
links or call to action*

Reviews

The background of the image is a blurred photograph. It appears to show a person's hands holding a red sign with white text that reads "ANTI-YO". The person is wearing a dark jacket with white cuffs. The overall image is out of focus, with the text overlaid in the center.

“It gives a more realistic look into what they bought and I feel much more comfortable seeing someone that’s in a similar position like me letting me know how a certain item fits them”

(Female, 43)

Qualitative Research Findings

Utilize Instagram

*Frequent Posts with
links or call to action*

Reviews

*Sponsor customers
and expand
influencer marketing*

“sponsored content in collaboration with a credible influencer makes the product more attractive” and non-sponsored accounts where the owners are openly involved in the business make me more likely to trust and purchase from the business”
(Female, 20)



Qualitative Research Findings

Utilize Instagram

*Frequent Posts with
links or call to action*

Reviews

*Sponsor customers
and expand
influencer marketing*

Visual Appeal

Strong Connections

Quantitative Research Findings

Screening - Do you shop on social media apps?

Percentage

Count

Yes

54%

59

No

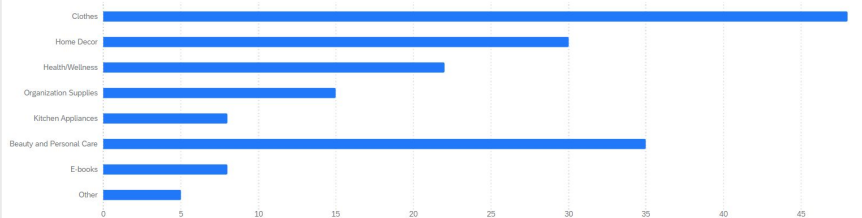
46%

51

Stat. 1: Using a frequency analysis, we determined 54% of surveyors have utilized social media to shop before.

Stat. 2: Using a frequency analysis, we determined 38% of surveyors named "clothes" as their most favorable product to purchase online.

What type of products do you like to buy online? (Check all that apply) 96



Quantitative Research Findings

Age * Online Shopping Frequency Crosstabulation

		Online Shopping Frequency				Total
		Less than once	1 or 2 times	3 or 4 times	More than 4 times	
Age	18-21	Count	2	14	4	5
		% within Age	8.0%	56.0%	16.0%	20.0%
	22-35	Count	0	2	3	6
		% within Age	0.0%	18.2%	27.3%	54.5%
	46+	Count	0	0	1	0
		% within Age	0.0%	0.0%	100.0%	0.0%
Total		Count	2	16	8	11
		% within Age	5.4%	43.2%	21.6%	29.7%

Stat. 3: Surveyors age 18-21 years shopped online most, making up 68% of the total with the highest frequency being 1-2 times a month.

Stat. 4: 62% of surveyors states “haul” style videos are most favored regarding engagement, followed by 44% favoring content that falls under fashion-related trendy audios.

Content-Hauls

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	2.5	2.5
	2	3	2.3	7.5	10.0
	3	3	2.3	7.5	17.5
	4	8	6.3	20.0	37.5
	5	11	8.6	27.5	65.0
	6	13	10.2	32.5	97.5
	8	1	.8	2.5	100.0
	Total	40	31.3	100.0	
Missing System		88	68.8		
Total		128	100.0		

Content-TrendyAudio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.3	7.3	7.3
	2	5	3.9	12.2	19.5
	3	5	3.9	12.2	31.7
	4	10	7.8	24.4	56.1
	5	8	6.3	19.5	75.6
	6	4	3.1	9.8	85.4
	8	6	4.7	14.6	100.0
	Total	41	32.0	100.0	
Missing System		87	68.0		
Total		128	100.0		

Quantitative Research Findings

Factors-HQvisual

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	7.8	25.6	25.6
	4	12	9.4	30.8	56.4
	5	17	13.3	43.6	100.0
	Total	39	30.5		
	Missing System	89	69.5		
Total		128	100.0		

Factors-InfluencerCollabs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.6	5.1	5.1
	2	13	10.2	33.3	38.5
	3	9	7.0	23.1	61.5
	4	12	9.4	30.8	92.3
	5	3	2.3	7.7	100.0
	Total	39	30.5	100.0	
Missing System		89	69.5		
Total		128	100.0		

Factors-EngageWithFollowers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	5.5	17.9	17.9
	3	8	6.3	20.5	38.5
	4	15	11.7	38.5	76.9
	5	9	7.0	23.1	100.0
	Total	39	30.5	100.0	
	Missing System	89	69.5		
Total		128	100.0		

Stat. 6: 74% surveyors say high quality visual content and 71% say brand staying up to date with current trends are most important factors to enhance a brands social media presence

Factors-Current

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.6	5.1	5.1
	2	3	2.3	7.7	12.8
	3	6	4.7	15.4	28.2
	4	18	14.1	46.2	74.4
	5	10	7.8	25.6	100.0
	Total	39	30.5	100.0	
Missing System		89	69.5		
Total		128	100.0		

Factors-Consistency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.6	5.1	5.1
	2	2	1.6	5.1	10.3
	3	11	8.6	28.2	38.5
	4	15	11.7	38.5	76.9
	5	9	7.0	23.1	100.0
	Total	39	30.5	100.0	
Missing System		89	69.5		
Total		128	100.0		

Factors-Visual

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	2.3	2.3
	2	2	1.6	4.5	6.8
	3	6	4.7	13.6	20.5
	4	16	12.5	36.4	56.8
	5	19	14.8	43.2	100.0
	Total	44	34.4	100.0	
Missing System		84	65.6		
Total		128	100.0		

Factors-Updated

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3.1	9.1	9.1
	2	10	7.8	22.7	31.8
	3	8	6.3	18.2	50.0
	4	8	6.3	18.2	68.2
	5	14	10.9	31.8	100.0
	Total	44	34.4	100.0	
Missing System		84	65.6		
Total		128	100.0		

Factors-Convenience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.8	2.3	2.3
	2	2	1.6	4.5	6.8
	3	6	4.7	13.6	20.5
	4	16	12.5	36.4	56.8
	5	19	14.8	43.2	100.0
	Total	44	34.4	100.0	
Missing System		84	65.6		
Total		128	100.0		

Stat. 5: 80% of surveyors say visual appeal of content and convenience of shopping within the app are equally the most important factors of engaging in shopping on social media apps

Factors-Recommendations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.6	4.5	4.5
	2	11	8.6	25.0	29.5
	3	10	7.8	22.7	52.3
	4	12	9.4	27.3	79.5
	5	9	7.0	20.5	100.0
	Total	44	34.4	100.0	
Missing System		84	65.6		
Total		128	100.0		

Quantitative Research Findings

Total Count (Answering)	Q13: Wh...ify as?			
	Total	Female	Male	Other
Sponsored content in c...more attractive to me		A	B	C
	32.4%	28.1%	60.0%	0.0%
Sponsored content from...hase from the business	16.0	13.0	3.0	0.0
	43.2%	40.6%	60.0%	0.0%
Non-sponsored content...more attractive to me	24.0	22.0	2.0	0.0
	64.9%	68.8%	40.0%	0.0%
Non-sponsored content...hase from the business	12.0	10.0	2.0	0.0
	32.4%	31.3%	40.0%	0.0%
Knowing that a post is...y purchasing decisions	3.0	3.0	0.0	0.0
	8.1%	9.4%	0.0%	0.0%
I avoid sponsored content altogether	3.0	3.0	0.0	0.0
	8.1%	9.4%	0.0%	0.0%

Stat. 7: Overall, 65% of surveyors most strongly related to the statement
 “Non-sponsored content from real customers feel more authentic to me, hence why the products are more attractive to me”

Limitations to Research

Sample Size

*Time
Constraint
s*

Bias

Conclusion



Actionable Recommendations

Utilize visual appeals, thoughtful influencer partnerships, and the strengths of certain platforms to promote brand



Effective Strategies

Focusing on Instagram branding over TikTok



Optimal Frequency

Posts must be consistent, frequent & product information should be easily accessible



UGC & Partnerships

Balance sponsored partnerships and authenticity



Recommendations



- *Link products & post frequently on Instagram*



- *Consumer interaction & sponsored consumer content*



- *Convenient factors for engagement (tagged posts, links, captions that speak to the consumers)*

- *Quality visuals and frequent updated posts*



- *Utilize UGC to show authenticity and originality*

Appendix

Moderators' Guide

Q1 (engaging): What motivates you to engage in shopping on Instagram or TikTok?

Q2 (engaging): What examples of Instagram and TikTok clothing brands do you connect to prominent branding?

Q3 (exploration): Which social media platform creates the best purchasing experience and why?

Q4 (exploration): Describe a shopping experience you've had while purchasing through Instagram or TikTok after viewing a post.

Q5 (exploration): What differences between sponsored and non-sponsored fashion accounts on Instagram or TikTok influence your decision to interact?

Q6 (exploration): What specific types of Instagram or TikTok content best influence engagement to you?

Q7 (exploration): How does influencer-generated content affect your decision to purchase a promoted product?

Q8 (exit): Based on our discussion today, what advice would you offer to enhance a fashion brand's social media presence?



Appendix

Survey

Q1 Do you shop on social media apps? A1 Yes, no

Q2 What type of products do you like to buy? A2 Clothes, home decors, health and wellness, organization supplies, kitchen appliances, beauty and personal care, e-books, other

Q3 In a typical month, how often do you successfully shop online? A3 less than once, 1 or 2 times, 3 or 4 times, more than 4 times

Q4 How often do you successfully shop on Instagram or TikTok? A4 "I successfully shop on TikTok...", "I successfully shop on Instagram..."; never, rarely, sometimes, often, very often

Q5 How satisfied are you with your shopping experience on different social media platforms? A5 Instagram, Facebook, TikTok, Pinterest, YouTube; very dissatisfied, somewhat dissatisfied, neutral, somewhat satisfied, very satisfied

Q6 How important do these factors motivate you to engage in shopping on Instagram and TikTok? A6 Visual appeal of product images, desire to stay up-to-date with current fashion trends, convenience of shopping within the app, recommendations from like-minded fashion influencers; not important, slight important, moderately important, important, very important

Q7 How strongly do you feel about types of Instagram and TikTok fashion-related content that influence your overall engagement (e.g. likes, comments, saves, shares, etc.) ? A7 Outfit inspiration posts, "how-to" styling videos, hauls & customer reviews, bts production content, user generated content, trending fashion-related audios; extremely unfavorable, 2, 3, 4, 5, 6, extremely favorable

Q8 What view best describes your opinion when it comes to competitive advantage or disadvantage of marketing for social media based brands? A8 "I feel that social media based brands pose significant competition with well-known brands", "I feel that social media based brands pose equal competition with well-known brands", "I feel that social media based brands pose less significant competition with well-known brands"

Q9 What differences between sponsored and non-sponsored content a small business fashion account posts on Instagram or TikTok influences your decision to interact? (Choose all that apply)

A9 "Sponsored content in collaboration with a credible influencer makes the products more attractive to me", "Sponsored content from an account that is more well-established makes me feel like I can trust and purchase from the business", "Non-sponsored content from real customers feel more authentic to me, hence why the products are more attractive to me", "Non-sponsored content of owners openly involved in the business makes me more likely to trust and purchase from the business", "Knowing that a post is sponsored or not sponsored does not affect my purchasing decisions", "I avoid sponsored content altogether"

Q10 How important are these factors to be considered for enhancing a fashion brand's social media presence? A10 High quality visual content, influencer collaborations, account engagement and followers, keeping up with current trends, consistent posting; not important, slightly important, moderately important, important, very important

Q11 List 3 max examples of clothing brands you think top of mind due to its prominent branding. A11 *text box varies per respondent*

Q12 Choose what describes you best. Social media marketing... A12 "...has influenced my purchasing decision when shopping", "...has increased my awareness of a brand", makes it easier for me to trust a brands legitimacy"; strongly disagree, disagree, neutral, agree, strongly agree

Q13 What age range do you fit in? A13 18-21, 22-35, 36-45, 46+

Q14 What gender do you identify as? A14 Female, male, other

Q15 What is your current employment status? A15 Full-time, part-time, student, unemployed

Q16 What is your ethnicity/race? A16 White/caucasian, black/african-american, asian, hispanic/latino, native american, mixed race

Appendix

Survey Codebook

Variable Name	Description	Response Options
Clothes	Clothes products	(1 if checked; 0 if not)
HomeDecor	Home decor products	(1 if checked; 0 if not)
HealthWellness	Health and wellness products	(1 if checked; 0 if not)
OrganizationSupplies	Organization supply products	(1 if checked; 0 if not)
KitchenAppliances	Kitchen appliances products	(1 if checked; 0 if not)
BeautyPersonalCare	Beauty and personal care products	(1 if checked; 0 if not)
Ebook	E-book products	(1 if checked; 0 if not)
Other	Other products that aren't listed	(1 if checked; 0 if not)
OnlineShop	Online shopping frequency in a typical month	1=less than once 2=1 or 2 times 3=3 or 4 times 4=more than 4 times
SMShop	Social media shopping frequency	1-5 (never-very often)
Experience	Shopping experience satisfaction	1-5 (very dissatisfied-very satisfied)
Factors	Factors of consumer engagement and brand's enhancement efforts on social media	1-5 (not important-very important)
Content	Types of fashion-related content	1-7 (extremely unfavorable-extremely favorable)
Competition	Competitive advantage level	1= social media based brands pose significant competition 2= social media based brands pose equal competition 3= social media based brands pose less significant competition

Appendix

Survey Codebook

Variable Name	Description	Response Options
Influencer	Sponsored content with influencer	(1 if checked; 0 if not)
KnownAcc	Sponsored content from well-known account	(1 if checked; 0 if not)
Authentic	Non-sponsored content from real customers	(1 if checked; 0 if not)
Involve	Non-sponsored content of involved owners	(1 if checked; 0 if not)
NoEffect	Sponsored/non-sponsored content have no effect	(1 if checked; 0 if not)
Avoid	Avoiding sponsored content altogether	(1 if checked; 0 if not)
Brands	Top-of-mind clothing brands with prominent branding	(record response)
Describe	Describing what they align with	1-5 (strong disagree-strongly agree)
Age	Age of participant measured in years	1=18-21 2=22-35 3=36-45 4=46+
Gender	Participant's gender	1=female 2=male 3=other
Emplymt	Participant's employment status	1=full-time 2=part-time 3=student 4=unemployed
EthnoRace	Participant's ethnicity/race	1=white/caucasian 2=black/african-american 3=asian 4=hispanic/latino 5=native american 6=mixed race

Appendix

Sources

1. NCSU Article - The Importance of Social Media Marketing Strategies for Small Businesses. doi: <https://doi.org/10.31926/but.es.2022.15.64.2.4>
2. Forbes Business Article - [From Awareness To Revenue: Leveraging Social Media In Fashion, Luxury And Beauty](#)
3. Frontiers in Psychology Article - [Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era](#)
4. An innovation diffusion approach to examining the adoption of social media by small businesses: An australian case study. 9(3), 2. doi: <https://doi.org/10.17705/1pais.09301>
5. Small Business Development Center - [How Small Businesses Can Leverage TikTok To Generate More Sales](#)



*Thank
You*

