Fashion Digital Strategy

3 ETCS credits

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DESCRIPTION:

Digital strategies in the fashion industry are crucial for staying relevant and competitive in today's fast-paced digital landscape. As consumers increasingly turn to online platforms for inspiration, discovery, and shopping, fashion brands must leverage digital channels effectively to reach and engage their target audience. By implementing robust digital strategies, fashion companies can amplify their brand visibility, foster meaningful connections with consumers, drive sales, and stay ahead of the curve in an ever-evolving market.

Throughout the course, students will engage in various workshops aimed to analyzing leading fashion brands that currently dominate the landscape.

GUIDE:

MODULE 1: Market context & Trends. Understanding the fashion industry future evolution.

MODULE 2: Branding, storytelling & market positioning. Understanding the needed skills to craft brand narratives that resonate with target audience.

> \+ Workshop: how IA can help us
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> \+ Workshop: Designing a fashion brand from the scratch.

MODULE 3: Ecommerce Fundamentals

  I. Business models

  II. Digital business models: Marketplaces, Amazon, Dropshipping,

> \+ Workshop: Dropshipping with Aliexpress.

  III. Business design: Lean Canvas, Integrations (systems + customer support)

> \+ Workshop: Lean Canvas

MODULE 4: Ecommerce optimization. Exploring strategies to optimize online shopping experiences, including:

  I. User experience (UX)

  II. Conversion rate optimization (CRO)

> \+Wokshop: Sites analysis

MODULE 5: Data Analytics & insights. Learning how to effectively track and analyze data to gain insights into consumer behavior & campaigns performance.

Google Analytics + Looker

MODULE 6: Digital Marketing Fundamentals: Understanding the landscape of digital marketing:

I.   SEO & SEM
II. Advertising ecosystem
III. Social media
IV. Social commerce
V.   Influencer marketing: Understanding the role of influencer marketing and how to identify, engage and collaborate with influencers to get Brand Awareness/ Credibility.
VI. Email marketing

+ Workshop: Mature brands: Fighting against Decline

Evaluation Criteria:

> Compulsory attendance

> 80% class participation and delivery of the individual business cases.

> 20% final group work.