

# Marketing Toolkit

## Guide

### Purpose and Outcomes

This toolkit helps to introduce the basics of marketing and how to start marketing a sustainable fashion company and its products. Participants will understand what must be considered when creating a brand and launching it or its products into the market.

### Targets

This toolkit is to be used by facilitators when delivering the CREATE programme to the programme participants.

### Content

1. This guide
2. Marketing Primer
3. Presentation: Introduction
4. Presentation: Market Research
5. Presentation: Branding and Positioning
6. Presentation: Messaging and Storytelling
7. Presentation: Marketing Channels
8. Presentation: Marketing Strategy and Planning

### Recommendations for Use

- The Marketing Primer can be given directly to the participants and serves as an introduction. Alternatively, you can simply use the provided presentations.
- The order of presentations follows the Marketing Primer and represents a logical progression of topics.
- The presentations include exercises that serve to give practical examples and knowledge of their corresponding topics.
- The presentations can be delivered together in one session or separately multiple sessions depending on programme schedule and focus. Here are some ideas for splitting the content:
  - Two Sessions:
    - Introduction + Market Research + Branding and Positioning + Messaging and Storytelling

- Marketing Channels + Marketing Strategy and Planning
- Three Sessions:
  - Introduction + Market Research + Branding and Positioning
  - Messaging and Storytelling + Marketing Channels
  - Marketing Strategy and Planning
- Four Sessions:
  - Introduction + Market Research
  - Branding and Positioning
  - Messaging and Storytelling + Marketing Channels
  - Marketing Strategy and Planning
- Five Sessions
  - Introduction + Market Research
  - Branding and Positioning
  - Messaging and Storytelling
  - Marketing Channels
  - Marketing Strategy and Planning

## Further Reading

### Market Research

<https://startupfashion.com/how-to-do-market-research/>  
<https://resources.pollfish.com/market-research/how-to-conduct-fashion-market-research-like-a-pro/>  
<https://www.askattest.com/blog/guides/market-research-for-fashion>  
<https://www.designscene.net/2018/06/market-research-fashion.html>  
[https://www.academia.edu/9830177/Fashion Market Research](https://www.academia.edu/9830177/Fashion_Market_Research)  
<https://www.marketresearch.com/Consumer-Goods-c1596/Consumer-Goods-Retailing-c80/Apparel-c612/>

### Branding/Messaging/Storytelling

<https://blog.makersvalley.net/why-a-brand-story-matters-for-your-fashion-label>  
<https://blucactus.blue/storytelling-work-in-fashion-marketing/>  
<https://www.jameshillman.co.uk/blog/2021/9/9/the-4-best-practices-of-fashion-brand-storytelling>  
<https://hashtagpaid.com/banknotes/storytelling-and-identity-for-fashion-brands-what-it-means>  
<https://blog.yourtarget.ch/en/4-worldwide-examples-of-storytelling-in-fashion>  
<https://www.jessicaquillin.com/portfolio/narrative-marketing-storytelling-techniques-for-fashion-and-luxury-brands>

<https://www.prcouture.com/5-fashion-brand-story-videos-worth-watching/>  
<https://shorthand.com/the-craft/examples-of-brand-storytelling/index.html>

## Greenwashing

<https://www.globalfashionmarketplace.co.uk/why-are-we-greenwashing-in-fashion>  
<https://www.greenqueen.com.hk/greenwashing-in-fashion-is-on-the-rise-heres-how-to-spot-it/>  
<https://www.glamourmagazine.co.uk/article/greenwashing-fashion>  
<https://realsustainability.org/dont-be-fooled-greenwashing-in-fashion/>  
<https://thecirclefashionmagazine.com/greenwashing>  
<https://www.consciouslifeandstyle.com/how-to-identify-greenwashing/>

## Marketing Channels

<https://coschedule.com/marketing-strategy/marketing-channels>  
<https://startupfashion.com/fashion-sales-channel-choose/>  
<https://ahrefs.com/blog/marketing-channels/>  
<https://www.futurelearn.com/info/courses/sustainable-fashion/0/steps/13573>  
<https://thesocialshepherd.com/blog/social-media-strategy-fashion-brands>

## Marketing Strategy and Planning

<https://www.appnova.com/marketing-strategies-for-fashion-brand/>  
<https://digitalagencynetwork.com/top-8-marketing-strategies-for-your-fashion-brand/>  
<https://blog.uniqodo.com/marketing-strategies-fashion>  
<https://greenbusinessbureau.com/industries/fashion/sustainable-marketing-for-a-greener-fashion-industry-8-steps-to-follow/>  
<https://play-media.org/top-10-digital-marketing-strategies-for-fashion-brands/>  
[https://static1.squarespace.com/static/582d0d16440243165eb756db/t/5dca268a92a7e01852f62124/1573529242999/LEARN\\_Marketing\\_ENG\\_Nov2019.pdf](https://static1.squarespace.com/static/582d0d16440243165eb756db/t/5dca268a92a7e01852f62124/1573529242999/LEARN_Marketing_ENG_Nov2019.pdf)  
<https://www.spellbrand.com/5-killer-ideas-to-market-your-clothing-brand>  
<https://blog.hubspot.com/marketing/how-to-manage-marketing-budget-free-budget-templates>  
<https://www.kunocreative.com/blog/strategically-spend-your-extra-marketing-budget>  
<https://createafashionbrand.com/tight-budget-for-your-fashion-brand-3-key-things-you-should-spend-it-on/>  
<https://upp.ai/blog/these-5-kpis-are-crucial-to-improving-digital-performance-for-apparel-brands/>  
<https://www.lsretail.com/resources/5-sales-and-inventory-metrics-you-should-track-in-your-fashion-store>

<https://www.digitalcommerce360.com/2017/02/07/3-must-know-benchmark-metrics-fashion-e-commerce-brands/>

<https://segment.com/growth-center/growth-marketing/15-important-growth-marketing-metrics-to-track-and-why/>

<https://tuffgrowth.com/growth-marketing-metrics/>

<https://www.tide.co/blog/business-tips/marketing-metrics/>

<https://cmox.co/marketing-metrics-that-matter/>