

# Fashion marketing management

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Speech on Fashion Marketing Management Esteemed guests, ladies and gentlemen, I am honored to present to you the new social media marketing strategy for Decadebydaisy Fashion Company, which aims at increasing awareness of the organization's products. This strategy is also aimed at creating awareness on the new fashions that the company is offering. I will outline the basics of the new social media marketing strategy to be used by the company in the coming years. It is good to get a glimpse of the new strategy in case somebody makes a joke of you for being left out (Waad and Gomez, 2013, p. 2).

The marketing strategy will involve the most popular social media websites like Facebook, Twitter, and Instagram, the Instore magazine, Television adverts and pup-up shops located in your neighborhood. Our market research has identified the most popular fashion as the Daisy Lowe and has gone on to add extra designs by Daisy Lowe like the shift dress, big pink coat and the mini skirt. The designs have other features that will make your wardrobe something to be proud of (Vervemgmt, 2013).

On the social media, the company has realized the potential of business on the internet platform is very high. The company will create a Facebook page that will showcase new designs, information about the company and how one can get the products (Trattner and Kappe, 2013, p. 1). For the Instagram fans, we will launch a platform for the customers to post their pictures and win prizes. Prizes will range from free designer clothes, trips and weekends holidays. The company's twitter account will be used to tweet all about the company's information new designs and upcoming trends in fashion (Sullivan, 2011).

As I conclude, I would like to emphasize that the company will use the Instore magazine to showcase its fashions and designer clothing. The company will use variety of its customers and models to advertise their fashions. This is a chance for customers to shine. The company will also showcase its products in a television show dubbed; the star, which will be aired weekly for 45 minutes. To ensure that customers get the products in time, the company will establish pop-up shops everywhere. Be ready for a unique experience (Gaebler, 2013).

### Bibliography

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