

# Webinar Series

Tune In  
Every Wednesday  
@ 12:30PM EST



**Wednesday, July 1<sup>st</sup>, 2020**

12:30pm EST

## Digital Marketing 101, the creative side: Storytelling in the lingerie industry

*Hosted by Karen Cooper, Marketing and Content Strategist*

Any technical questions or issues during the webinar?

→ Email Sarah Evans at [sarah@curvexpo.com](mailto:sarah@curvexpo.com)

# What this Webinar will cover

- PART 1 – What is “Content” and Digital Content Marketing?
- PART 2 – Making Content Work For You
  - Ways to identify your content niche
  - Tips for brainstorming creative ideas that are relevant to your business
  - Tools for bringing your stories to life
- PART 3 – Content For Retailers: Here And Now
  - How to use content marketing right now to help drive people into your store
  - Examples of good content
  - Best practices



# PART 1

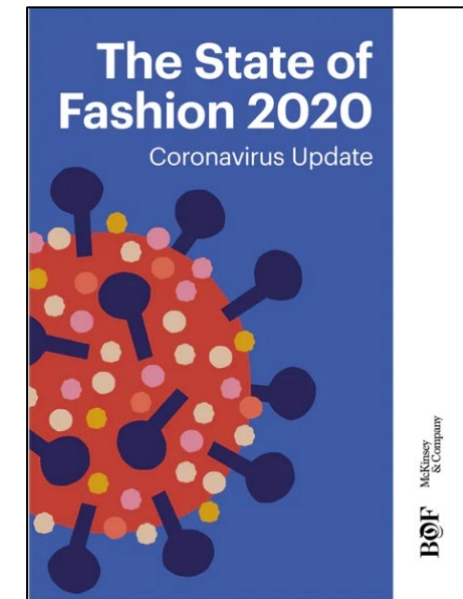
What is “Content” and Content Marketing?

# Why Content Marketing Matters

- Content = Stories  
Content Marketing = Storytelling  
(Doing this online = Digital Marketing)
- Why do it?
  - Grow your audience and/or market share (access a pool of new customers, especially younger customers who grew up online)
  - Retain existing consumers and build loyalty (retention opportunities)
  - Create a community

# What is “Content”?

- Organic versus Paid
- Static versus Temporary (ex: stories)
- Some common digital formats: Images, website copy, written social posts, videos, visual quotes, memes, stories, “shares”, podcasts, webinars, infographics, reports, articles, and whitepapers





# Common Content Platforms

(i.e. where digital content “lives”)

- Social Media
  - Facebook
  - Instagram
  - Pinterest
  - LinkedIn
- Newsletters
- Website/blog
- Podcasts or webinars





# PART 2

Making Content Work For You

# Identify Your Mission, Values, Content Niche

- Define your mission and “brand” values - write it down! (who you are, what you do, and how you do it)
- Ask yourself: why do I buy lingerie, what do I love about it? What makes it fun? What makes it exciting? What makes it desirable? How does my business embody that? What sets me apart from my competitors? What am I most knowledgeable about?
  - Also ask your current customers why *they* buy lingerie and what they value most about you. Ask them how they found you.
- Decide on your tone of voice- who is your audience?
- Stay inspired
  - What are the trend forecasters in your industry saying (ex. Fashion Snoops)?
  - What are your competitors doing? Sign up for their newsletters, follow them on social to get ideas. Look at other industries and their tactics- can what they’re doing apply to your business too?

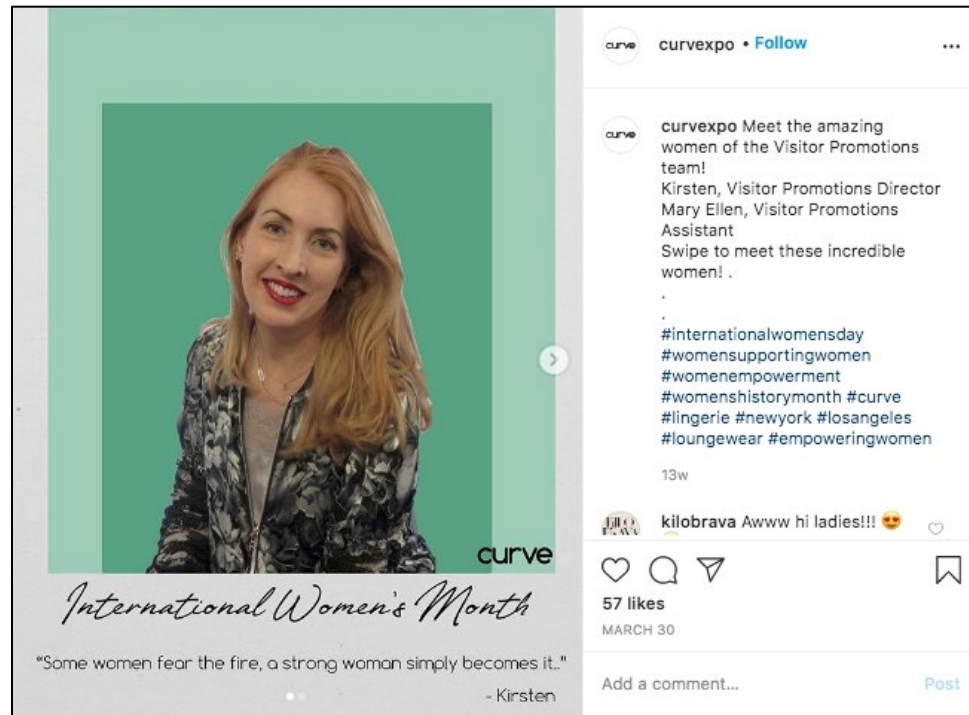


# Internal Content Inspiration

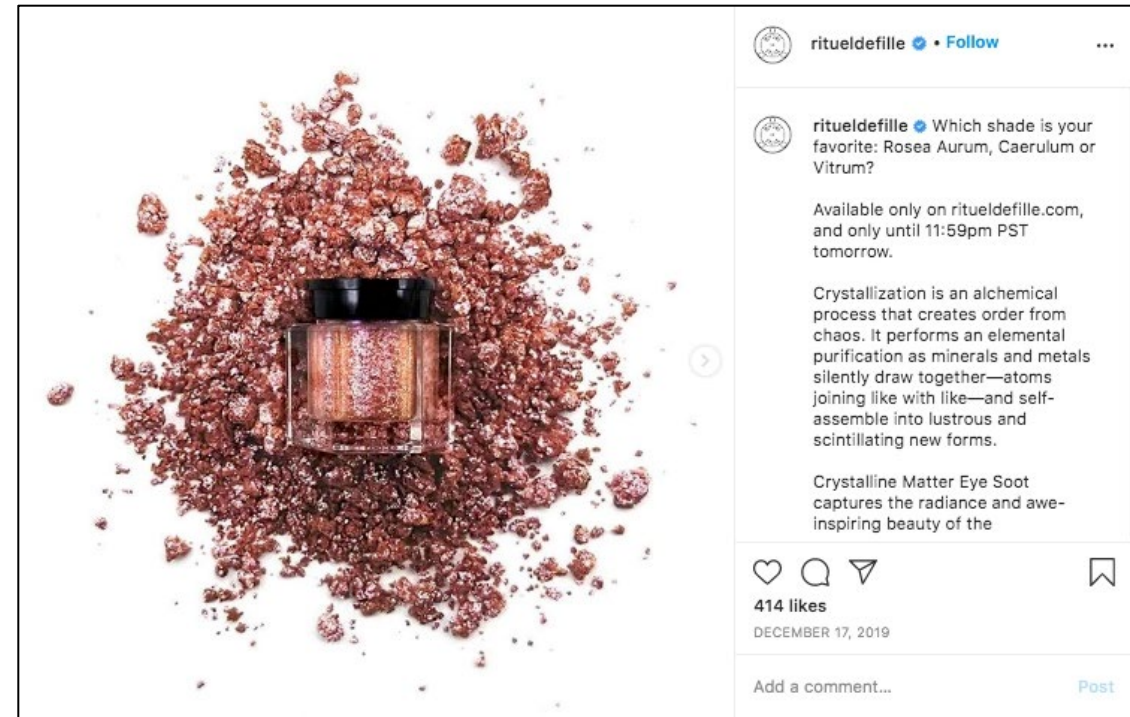
(reasons to communicate)

- Sales, promotions, branded swag as GWP
- New product launches
- Store updates
- Inspiration (what inspires us), our values, causes we care about
- Education- what are you an expert in? How can you share that info with your customers?
- Evergreen content- content around regular best sellers, highlight certain product features, explain why you love a certain product
- A word from our founders/staff (“who we are” content); celebrate your people

# Internal Content Inspiration

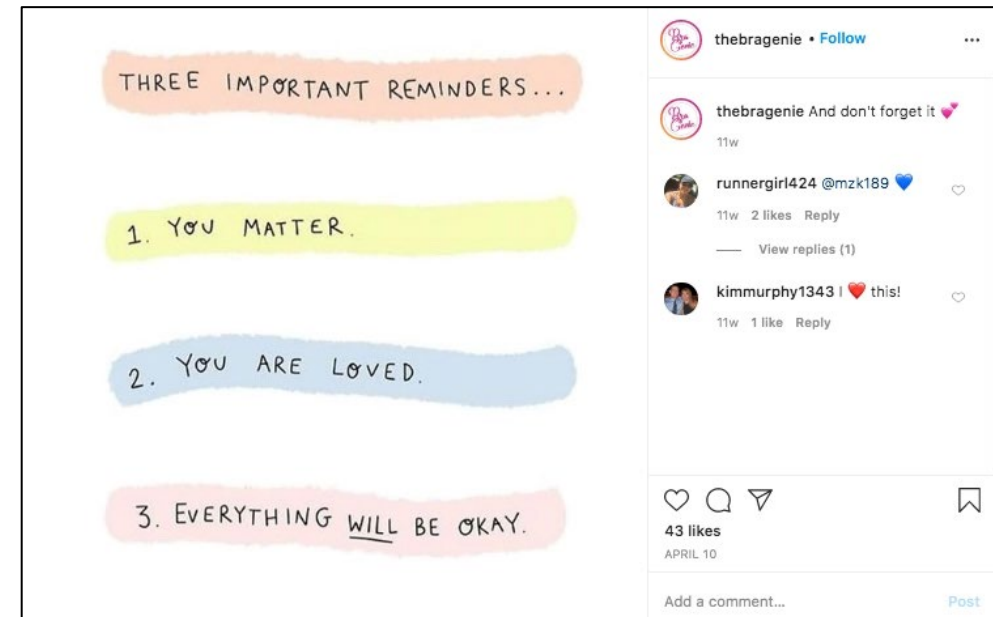


Celebrate Your People Post



Evergreen Product Post

# Internal Content Inspiration



“Our Values/Causes we care about” Posts

# External Content Inspiration

(reasons to communicate)

- Holidays relevant to your industry/store
  - National Underwear Day, August 5
  - BRA (Breast Reconstruction Awareness) Day USA, October 21
  - Small Business Day, November 28
- Local weather
  - “Come cool down in our AC and explore our sale rack”
  - “Beat the rainy-day blues with our latest neon color styles and get 15% off all weekend”
- Industry trends (colors, textures, styles etc.)
- Community trends

\*Be prepared to adjust! As we’ve all seen in 2020, life has lots of unexpected twists and turns. Be prepared to adjust your content/strategy/timing based on major events happening in the world



# External Content Inspiration



Pride Month Post



July 4<sup>th</sup> / Summer Sun Post



# External + Internal Content Combos!



Summer Trends (combined with our values/inspo) Post

# Scheduling/Publishing Tools

- Planning out when you will share (and what you will share) in advance helps make it less stressful
- Scheduling your posts frees you up to think about other things while content goes live automatically
- Use templates (ex. [www.canva.com](http://www.canva.com))
- Example content schedule
  - 2 static posts per week (Tuesdays and Thursdays) on IG/FB
  - Story posts on IG/FB whenever people tag you/you get new shipments in/you have a promo/on holidays
  - 1 newsletter per season/quarter- “new collection is in!” or “Summer sale”

# Example Scheduling Tool: Later.app

- Free, easy, desktop-based (+ mobile app); upgrades start @\$9/month

The screenshot displays the Later.app interface. On the left is a sidebar with navigation options: Later, Calendar, Media Library, Conversations, Analytics, Collect Media, Hashtag, URL, Mentions, Tags, and Contributors. The main area is divided into two sections. The top section shows a media library with a grid of images, some of which have a '1' in the bottom right corner. The bottom section is a scheduling calendar for the week of June 28 to July 4, 2022. The calendar shows a grid of time slots from 7AM to 1PM. A post is scheduled for Wednesday, July 1st, at 9:05 AM. The post is a video with a thumbnail showing a person. The calendar also shows the number of posts left for each platform: 29 Instagram Posts Left.

Later

Upload Media

29 Instagram Posts Left

Today < > Jun 28 – Jul 4, 2022 America/Ne... Stories Preview

	28 SUN	29 MON	30 TUE	1 WED	2 THU
7AM					
8AM					
9AM				9:05	
10AM					
11AM					
12PM					
1PM					



# PART 3

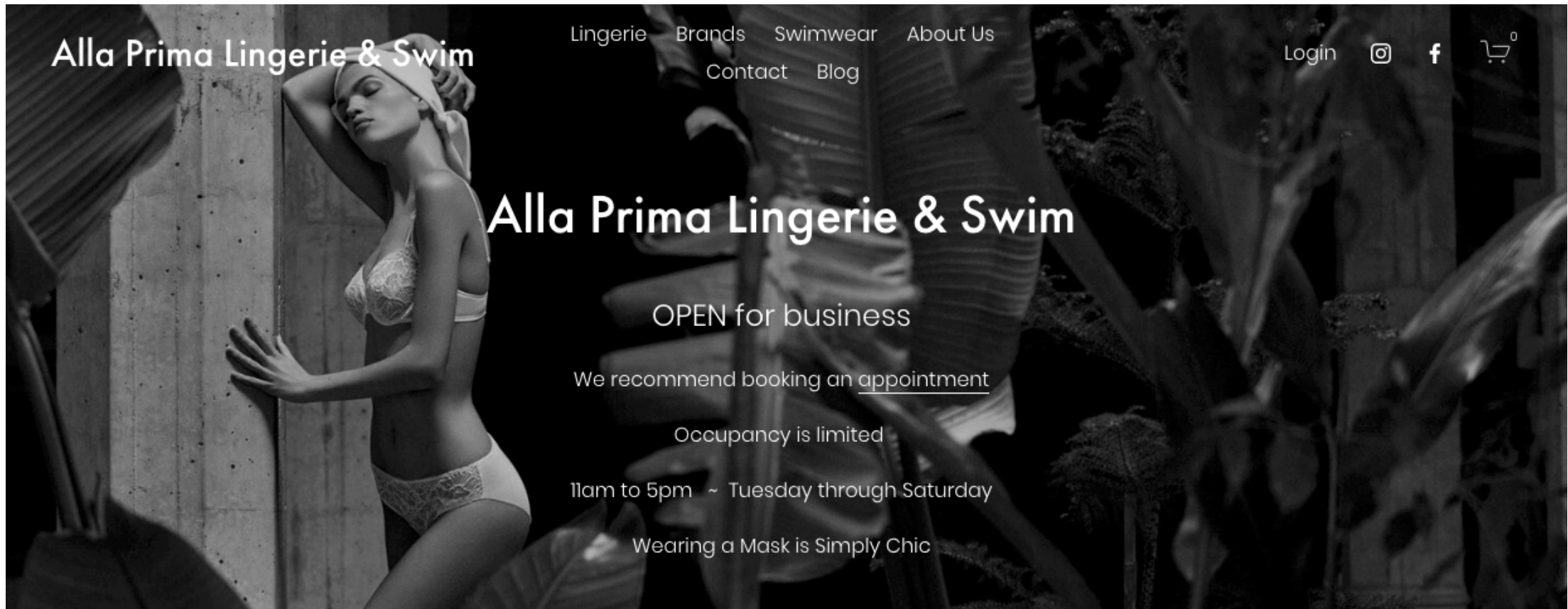
Content For Retailers: Here And Now

# Put it into practice

- Ideas for using content marketing to drive people back into your shop
  - “We’re open!” posts- let people know your new hours, store policies
  - “Here’s how we’ll be keeping you safe as we reopen” posts
  - GWP - offer some free swag (“spend \$75, get a free tote bag”)
  - Host a “welcome back party”
  - Offer a discount or promo (“to celebrate our reopening we are offering 15% off all purchases over \$100”)
  - Sidewalk or Yard Sale (consider options to setup part of your store outside)
  - July 4<sup>th</sup> this weekend!
- Remember that in these uncertain times, the key is to communicate with your customers- sometimes less is more/simple communication is enough!



# Put it into practice



Website Homepage Update

# Put it into practice



Opening Hours Update Post



Special Event Post

# Put it into practice



Facebook Cover Image – Current Promo



# Best Practices

- Less can be more: think quality over quantity. Invest in the content that brings you the best ROI
- Do you have someone on staff who wants to manage your social media? Great! Let them help you
- What assets do you have? What assets could be easily acquired? (get content from brands you carry)
  - Know where your assets are! Organize (and backup) your digital content
- Authenticity always wins: not everything has to “sell.” Balance “sell” posts with “engagement” or “who we are” posts
- Stories- have some fun here, see what works!
- Cross pollinate content for newsletter/social/website (1 idea used 3 different ways); This method provides savings by recycling content and extending its life
- Website/blog SEO really matters for online retailers

# Best Practices

- Use hashtags for IG and direct links for FB posts
- Partner with your existing customers- make word of mouth easy for people. Give them an incentive to get friends on board or have them help you tell your stories
- You need a presence on social, but don't get overwhelmed. You can't do it all, so you have to prioritize- How much time per week do you really have to develop content?
  - For example, if your main goal to establish your brand presence/leave an impression, sometimes a static IG is enough (example: <https://www.instagram.com/elreycourt/>)
  - In my experience, for smaller brands, newsletters tend to generate more direct sales than social posts, so I always advise having a newsletter- people sign up for it because they WANT to hear from you
  - Which channels are already active? Where do you have the most followers? Where do people go to find out more about you/your "brand"/your store- start here!
- Adjust/prioritize based on results!





# THANK YOU!



Get in touch



KAREN COOPER

[karen@protean-prospects.com](mailto:karen@protean-prospects.com)



New Webinars every  
Wednesday at 12:30 PM EST

---

Our goal at CURVE is to keep  
the community connected

Have any feedback or want to hear  
about a certain topic?  
Email us at [marketing@curvexpo.com](mailto:marketing@curvexpo.com)

Curve's upcoming shows are still  
on schedule. We will keep you updated  
on any changes.

Questions?  
Email us at [marketing@curvexpo.com](mailto:marketing@curvexpo.com)

curve