



MENTORING PROGRAM

clever ideas for your business development

Q: What are the most basic and important details to have in mind when starting a new brand? Should I have a team first, or at least one person responsible for the practical issues? Or can I start it on my own and set up the team later?

A: First and foremost you need to know what type of clothes you would like to design and who will be your target group? Women/men, what would be their age in general you would need to create a buyer persona profile, please find resource here:

<https://blog.hootsuite.com/buyer-persona/>

You can start your brand as a one person but definitely within a time you would need to consider who will take care of the production part, finance and marketing side of business. Until you do not have any clients, focus first on building your brand on social media, think of your potential clients to whom you would like to address your collection. Take small steps first which do not require you to invest a lot of money and resources.

Q: One of my main goals right now is to reach even more people on my social media pages (especially on my instagram account). I am aware of the online advertising opportunity, and I am planning to invest in it, but are there any other options or methods to reach more followers?

A: Before you invest any money in paid advertisement on Instagram, try to build a community around your brand organically.

The best way to do it is to use Instagram. Start to follow other brands or influences which you like and think your product could be suitable for them. Start liking and commenting those profiles, make your brand visible on their account. It is not only that they might follow you back but their followers (who could be also your potential target group) can start to follow you as well. Post on your Instagram feed at least 3 times per week relevant content and do Insta stories every day. Show your followers 'behind the scenes' stories, for example how you find inspirations, how the production of clothes look like ect. You should also engage with them, by encouraging them to ask you some questions (you can use various Instagram stickers with the option 'ask me question', quiz ect.). In order to beat Instagram algorithm you would need to be really social which means you need to connect with other accounts, comment and like. When you reach 3 - 4k followers you can invest in paid advertisement.

Q: I would be also happy to build a bigger international follower group. Please advise how I should start it!

A: The best is to use Instagram for that also LinkedIn. On Instagram you can find accounts using hashtags like fashion, fashiondesign, fashionblogger, fashionnova, fashionismypassion these hashtags have more than million followers, so then you can try to find your potential audience. You can also follow these hashtags on Instagram. You can create a profile on LinkedIn and start to follow groups on this platform devoted to fashion, post your designs, useful articles about the fashion industry, and make yourself also visible there. Connect with other people from the industry, comment and like their posts.

Q: In addition to my previous questions, I would welcome any of your ideas and opinions about my social media accounts! I am glad to accept any idea on how to manage it more professionally.

A: Your Instagram account looks really pleasant and consistent. Maybe you can work a bit on the description in your bio. Later when you will be able to sell your clothes via Instagram, I would suggest moving to a business account - unless you have already set it up. Instagram introduced also a new option - 'shop' - once you will have your website where your collection will be available to purchase, or when you will have collection ready to sell (even when you don't have a web) go to **'Settings' - 'Business' and select 'Set up Instagram Shopping'** - in this way you will have an option to sell your clothes directly on Instagram and people would be able to find you in the tab 'Shop' by typing the name of your brand.

Q: As I mentioned above, right now I sell my products as a designer, but my plan is to have a small brand in the future. What is the most logical way to introduce it in the future to the same audience? I do not want to lose my current followers. And I would like to continue to build the same instagram profile.

A: The best way is to change in setting the name of your business from Designer to Brand. You will keep the same followers, the only difference will be that your brand is going to grow and within a time you will be able to offer more products. The most important is to be consistent, so communicate the same values to your clients as you are doing now as an independent designer.

Q: I have a dilemma about the name of my brand. Is it better to have a brand with my name, or should I come up with a fictive name?

Name of the brand

In order to find out a suitable name for your brand you should:

- focus on your target audience. Ask yourself a question to whom your collection is dedicated? What segment are you looking to appeal to – youthful, sophisticated, urban or edgy?
- it is very important to have the same name on all social media platforms.
- make two tests to determine the success of your brand name

SMILE and SCRATCH. The test to check what qualities your brand name should have is the SMILE Test. Essentially it stands for:

Simple – easy to understand

Meaningful – one which your customers easily relate

Imagery – creates a strong visual association

Legs – it should have the ability to stay relevant for a long time

Emotional – builds a bond, entertains, evoke a strong feeling.

The SCRATCH test is one to determine the qualities a brand name should not have.

It stands for:

Spelling – it should not be complicated to write or remember

Copycat – should not sound like or remind one of a similar brand

Random – one which has no association with the product

Annoying – evoking negativity

Tame – has very feeble associations

Curse of Knowledge – is understood only by insiders

Hard to Pronounce – If they can't say it, they can't remember it.

A good brand should be able to pass each of these tests, for it to be memorable.

Do you have questions? Contact us: <https://www.eu-fa.eu/contact/> @efa_fashionaccelerator