THAO TRAN - SHOYA NISHI - RACHEL DENIS - YINGYUAN LU

ModCloth

democratizing women's fashion one vintage-inspired style at a time!

ModCloth

SINCE 2002

- Vintage fashion (flowers, polka dots dresses)
- "Fun and flirty", expressive
- Body positive (size: xxs - 4x)

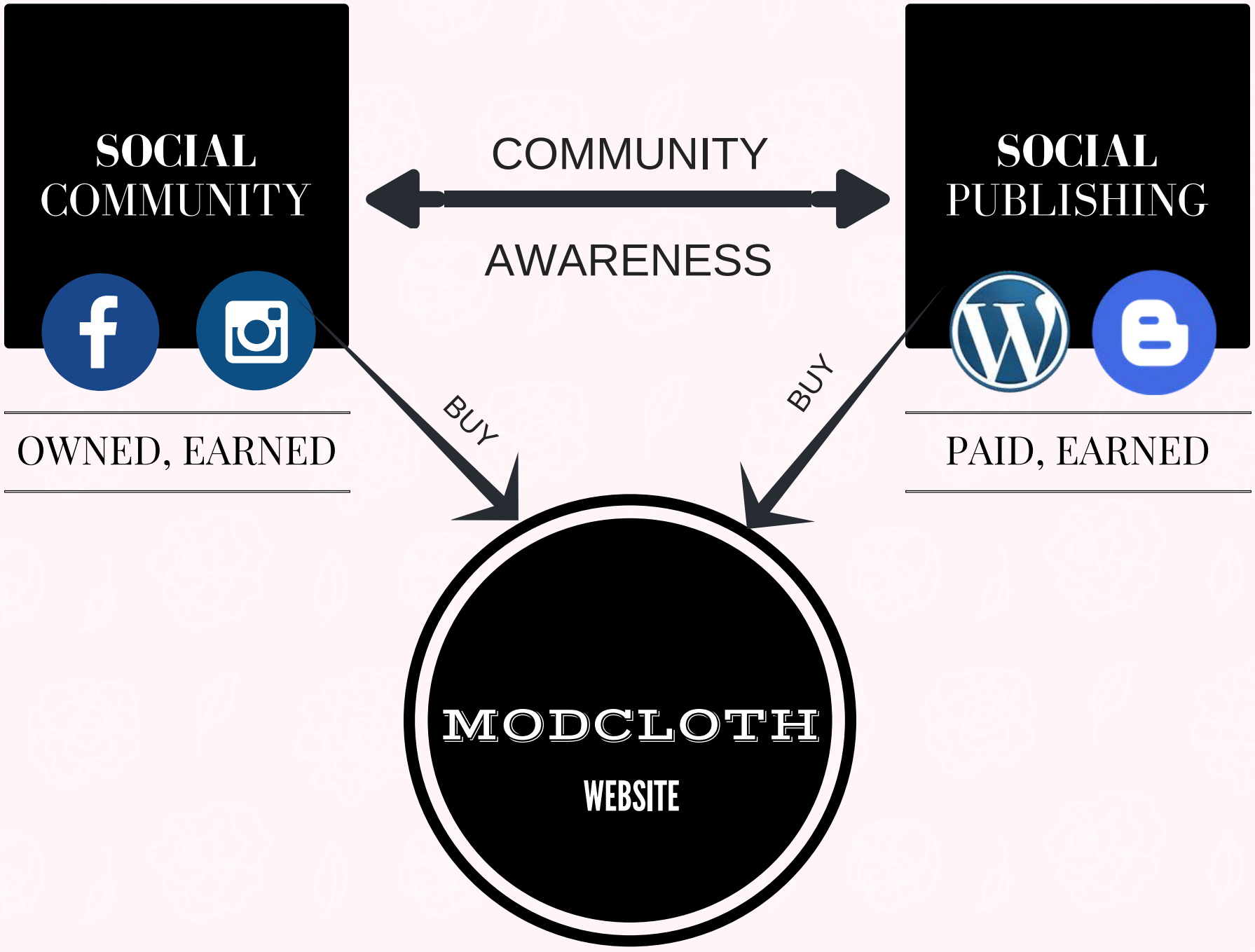
Demographic

#StyleForAll

All women

All races
All body types
All ages from 18
From around the world
(international shipping)

Strong sense of community
Support indie brands


SOCIAL COMMUNITY
COMMUNITY
AWARENESS
SOCIAL PUBLISHING
OWNED, EARNED
BUY
BUY
PAID, EARNED
MODCLOTH
WEBSITE

ModCloth

FACEBOOK PUBLICATION

Market-Oriented Publications

ModCloth
Page Liked · March 23 · Edited ·

"After seeing how Modcloth was not only able to incorporate plus clothing into their collection, but made it available in this store for everyone to try on... I was shook. It was amazing. I really hope that other brands learn from the amazing job Modcloth is doing to serve women of all sizes." - This Is Jessica Torres, style blogger I Heart My Body, & fashion & body positive reporter at Revelist

Thank you Jessica for sharing experience at our Austin store! http://bit.ly/2nT6J01

Like Comment Share

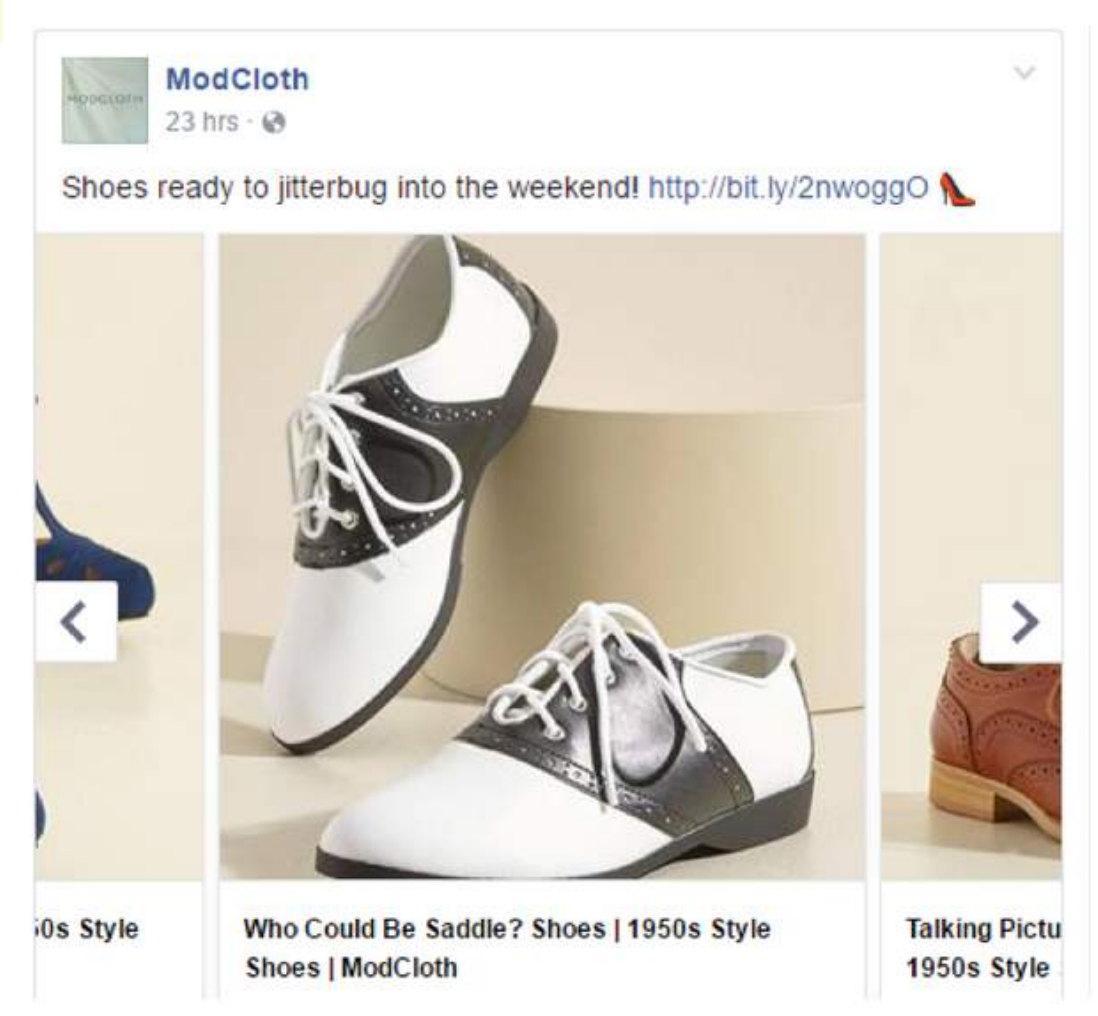
383 Top Comments

Write a comment...

create a loyal fan base

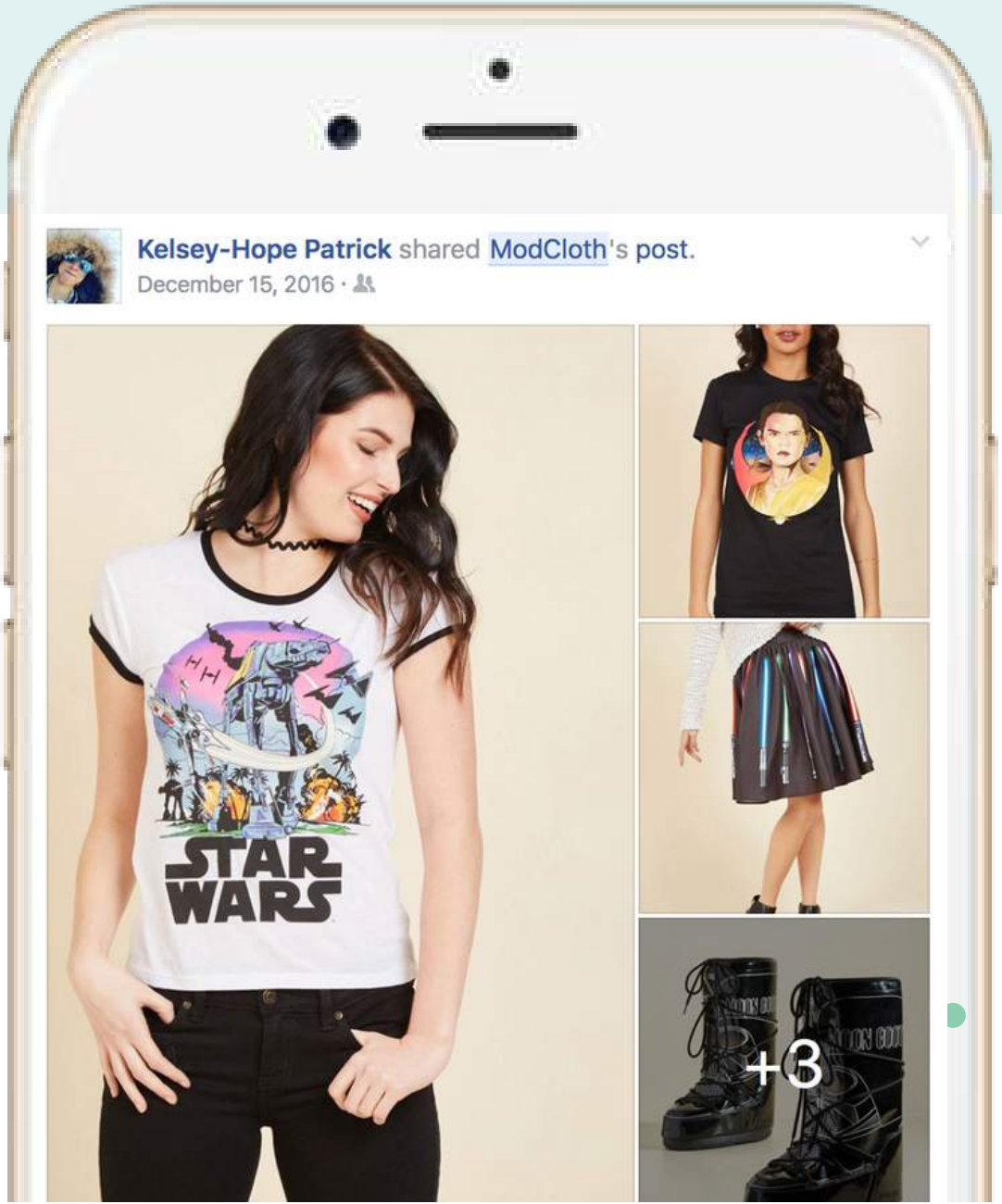
ModCloth
Page Liked · March 23 · Edited ·
"After seeing how Modcloth was not only able to incorporate plus clothing into their collection, but made it available in this store for everyone to try on... I was shook. It was amazing. I really hope that other brands learn from the amazing job Modcloth is doing to serve women of all sizes." - This Is Jessica Torres, style blogger I Heart My Body, & fashion & body positive reporter at Revelist
Sponsored
Thank you Jessica for sharing experience at our Austin store! http://bit.ly/2nT6J01
Link to the online store
Increase traffic
Like
Comment
Share
383
Top Comments

Product-Oriented Publications



increase
Sales

Earned Online Marketing



LIKE

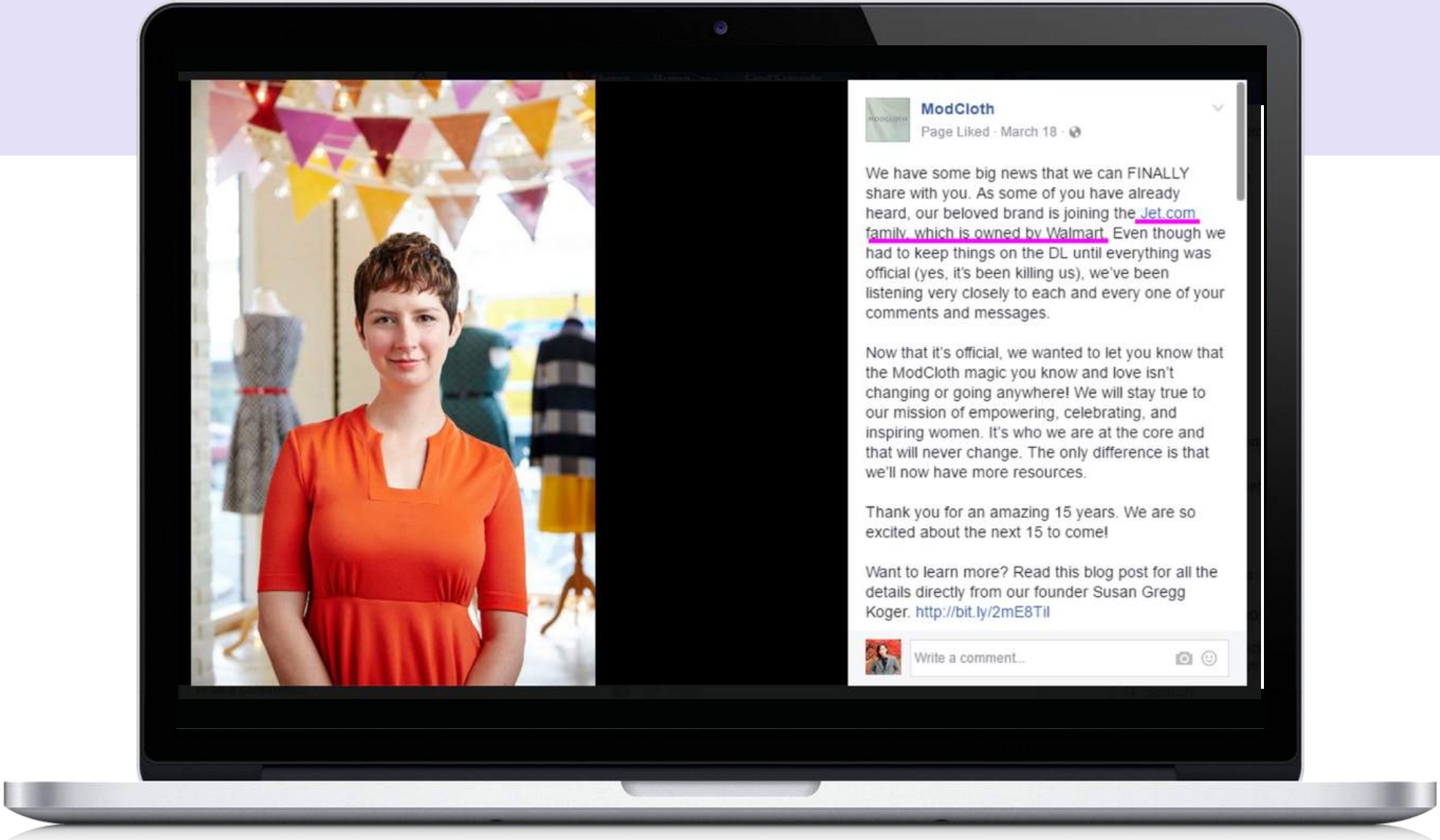
COMMENT

SHARE

Act as a promoter

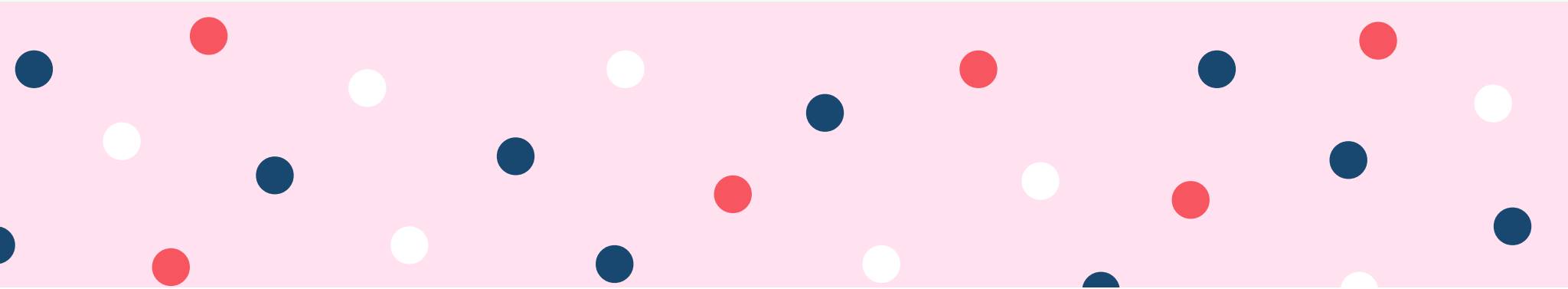
Many reactions from the audience

Many reactions from the audience



ModCloth

INSTAGRAM PUBLICATION



Market-Oriented Publications

modcloth Follow

3,640 likes 2w

modcloth This month, our exclusive collection is modeled by inspiring people & personalities who express their individuality through their passions, actions, drive, & style. They are business owners, writers, artists, style icons, nonprofit organizers, movers, shakers, & groundbreakers. *

*

One thing they all have in common? Stories worth telling and statements worth spreading. *

Style, for real. And #StyleForAll. *

*

(See our blog for their unique stories. Link in bio.)

view all 40 comments

vergecreative Love it! ❤

dressing_curves Heck, I'll be your plus size model for free. I know y'all are ignoring this education we're presenting to you about

Add a comment...

community

encouraging interaction

easy access

FEMINISM

POLITICS

TRENDING HASHTAGS

modcloth Follow

4,931 likes 2w

modcloth "As the founder of a business that sells to and employs women (in fact, 64% of our workforce is female), it has always been important to me that ModCloth supports women, too." - @susangkoger)
*
#daywithoutawoman #feminist #internationalwomensday

view all 39 comments

gigigram2 👏👏👏

limenb Happy 8th of March! 🌹

bee_design_bee :)

lalelizabeth ❤️❤️❤️

theestevenchristy When's the Men's holiday?

utopie71 @theestevenchristy this is surely sarcasm?

theestevenchristy @utopie71 it is cause it's EVERYDAY!!

Add a comment... ooo

Product-Oriented Publications

modcloth Follow

2,395 likes 2w

modcloth Remain calm and start shopping. Office-ready work styles now 30% off. (Ends Sunday 3/12 at 11:59 pm EST.) You've got this. 🙌

#work #officewear #officeready

bargainbinredhead Is there a code for this? I'm not seeing reduced prices on items in this category.

modcloth @bargainbinredhead No code needed! Once your add any of those work-wear items to your Shopping Bag, you'll see the reduced price in your Shopping Bag :)

music_ismy_radar Those shoes!

vrincon72 Yes,the shoes!!!

stoobster2794 @melodymagica @caitiedollx

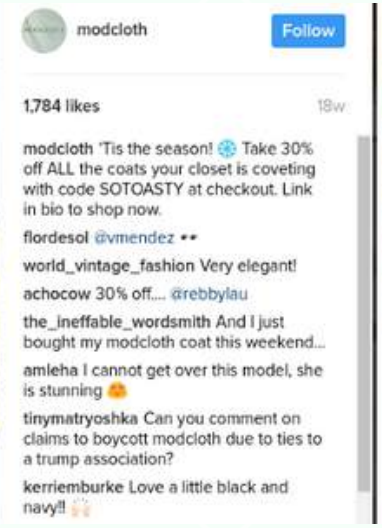
groundedkidswear the cutest. 🏓 ❤

Add a comment... ooo

INCREASE SALES

COLLABORATION WITH OTHER BRANDS

attract new customers

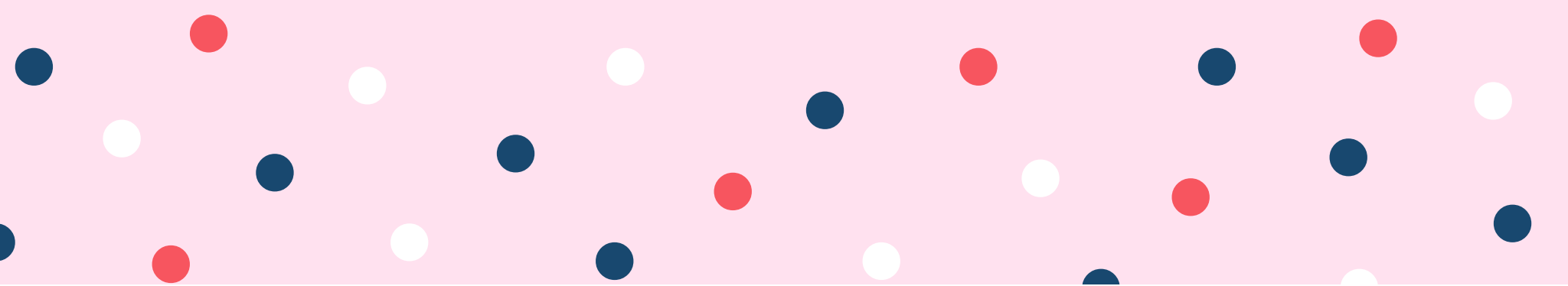


owned

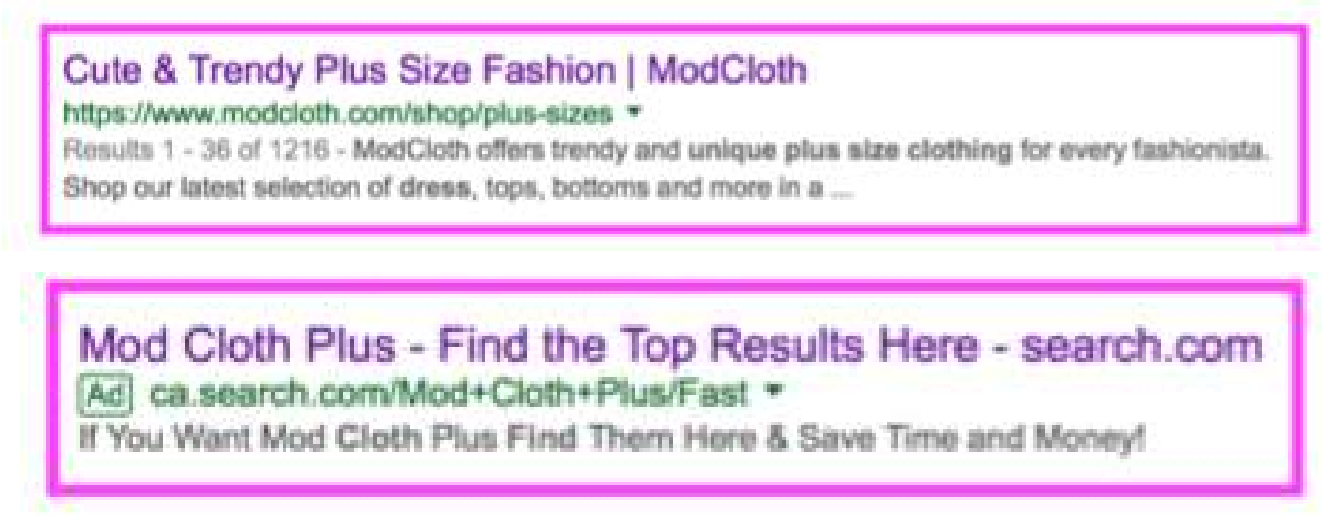
PUBLICATION

Creation

PAID



Google Research Website Analyzing



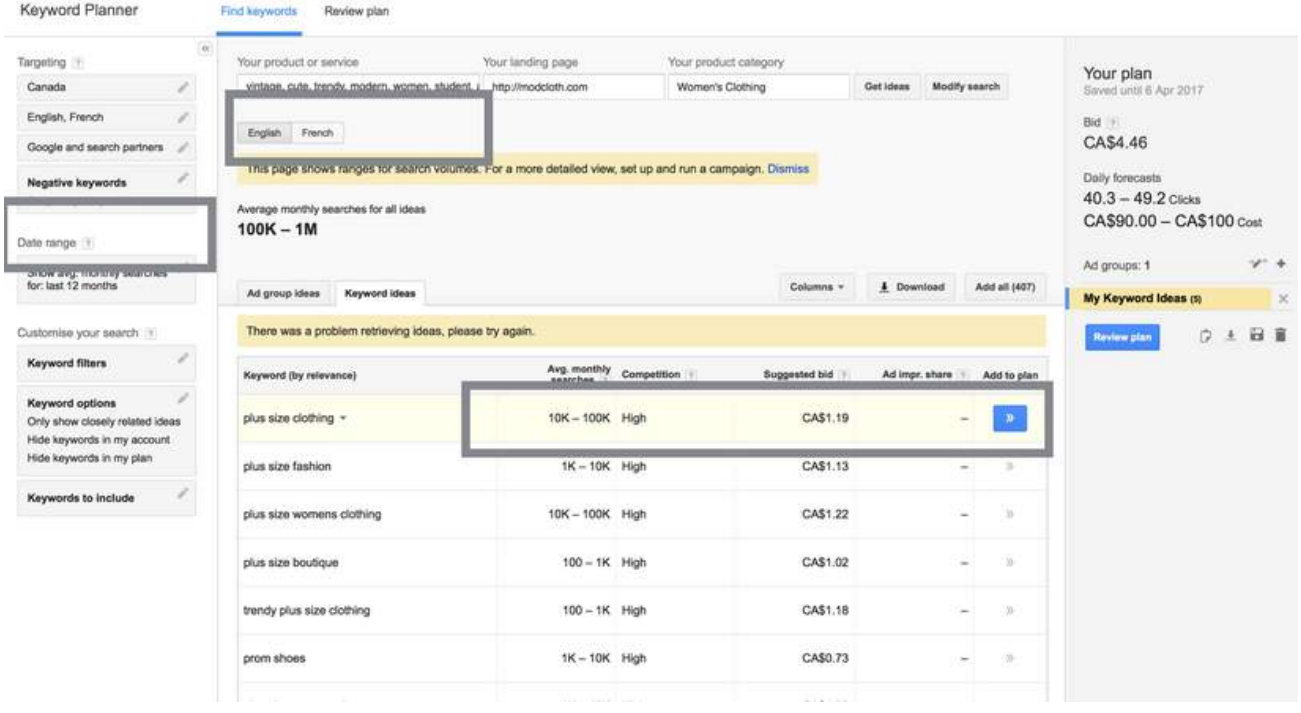
- negative keywords: man, free, children

Traffic Estimate Competition Levels

Group 1

Vintage, Cute, Trendy,

Most clicked words

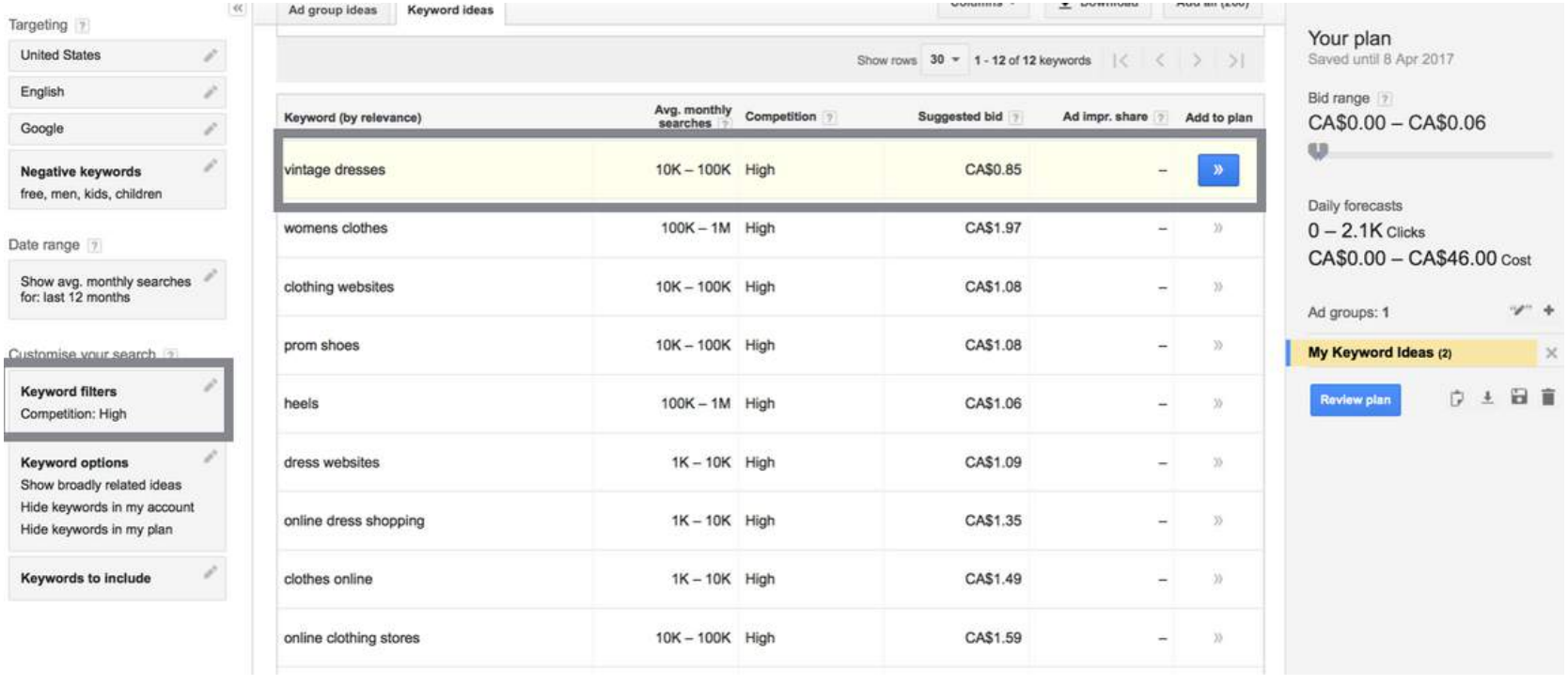


Traffic Estimate Competition Levels

Group 1

Vintage, Cute, Trendy,

High competition words

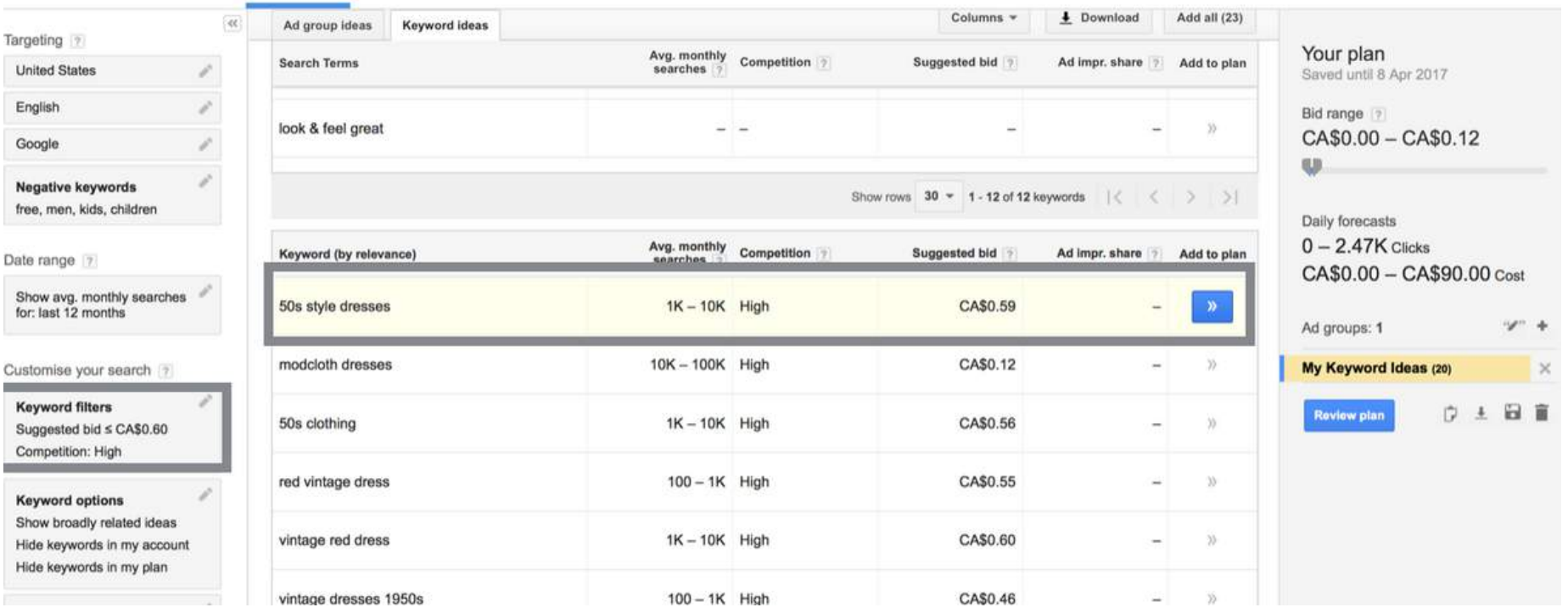


Traffic Estimate Competition Levels

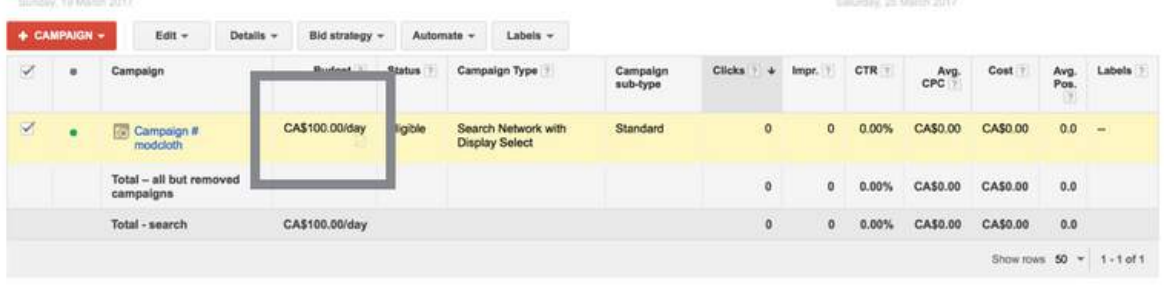
Group 1

Vintage, Cute, Trendy,

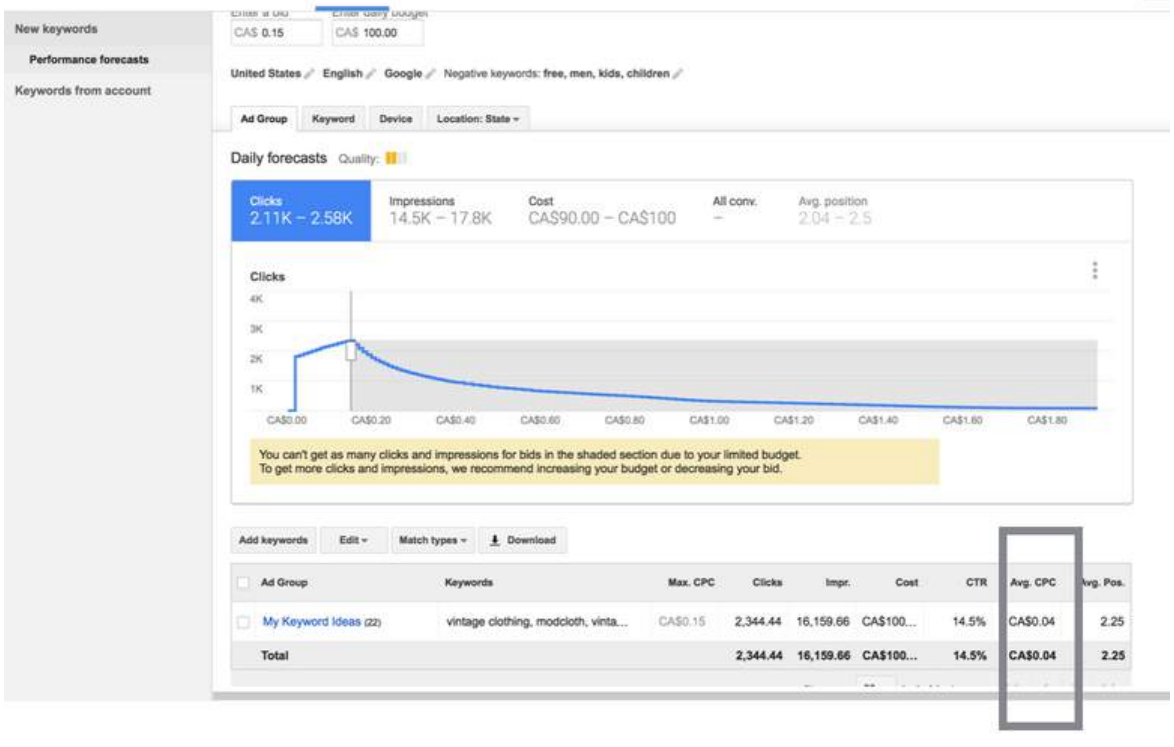
Cheap but high competition keywords



Analyzing Keywords



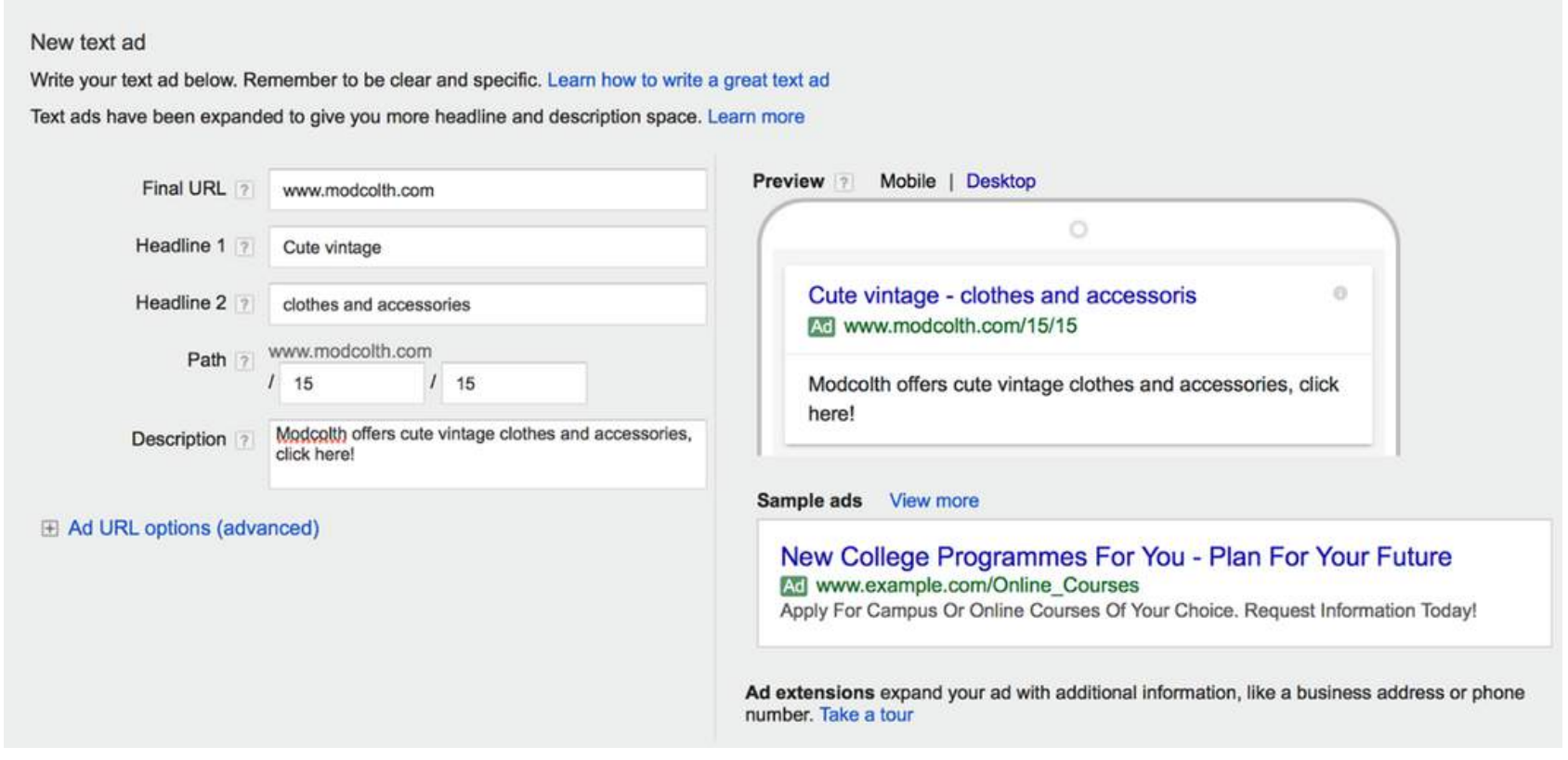
Budget: $100/day



Average cost per click

Analyzing Keywords

Destination URL

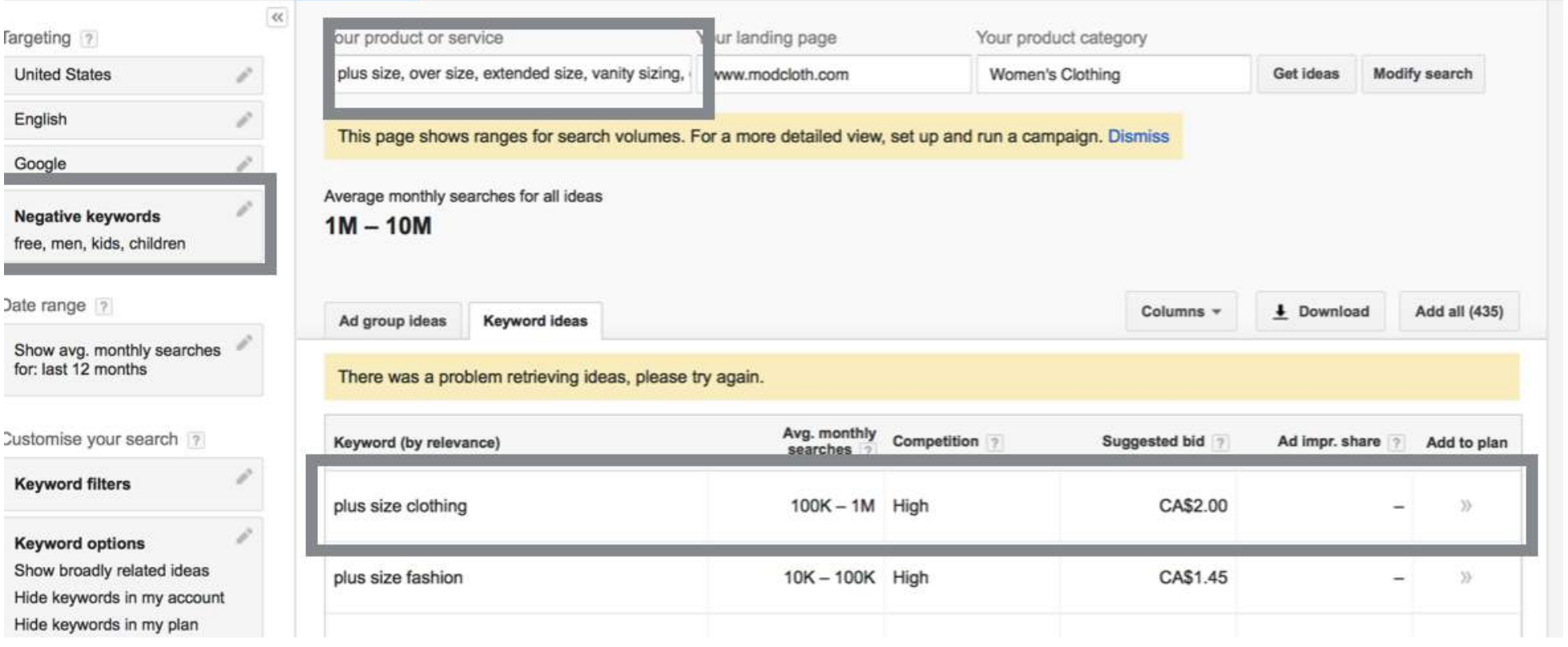


Traffic Estimate Competition Levels

Group 2

Plus size

Most clicked keywords

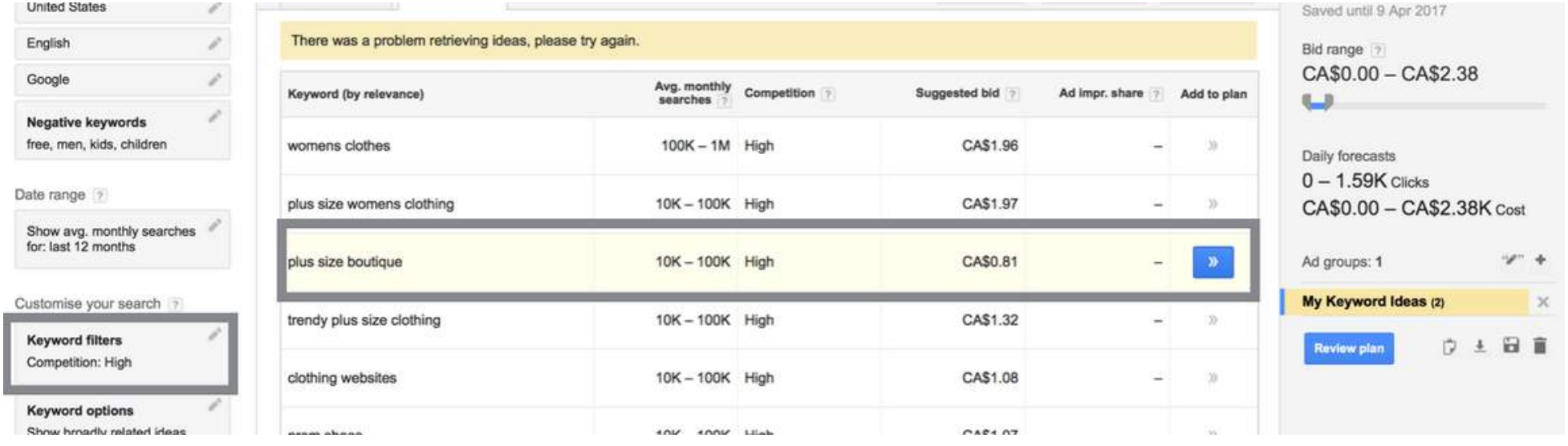


Traffic Estimate Competition Levels

Group 2

Plus size

High competition keywords

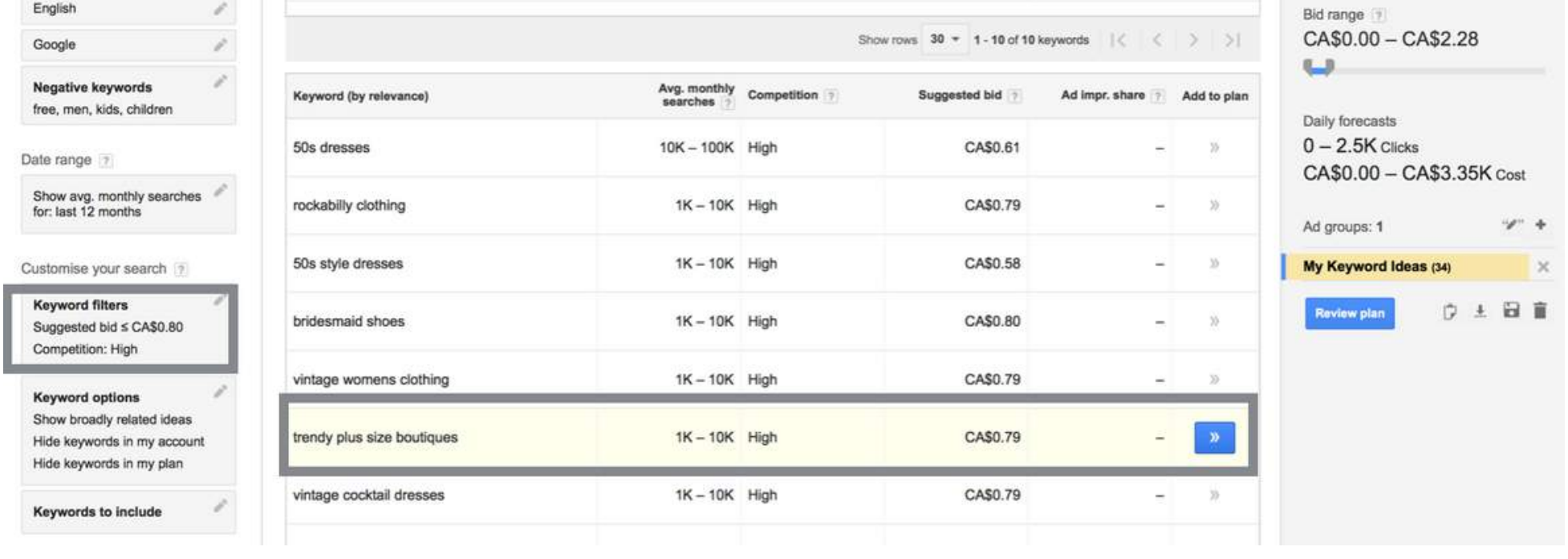


Traffic Estimate Competition Levels

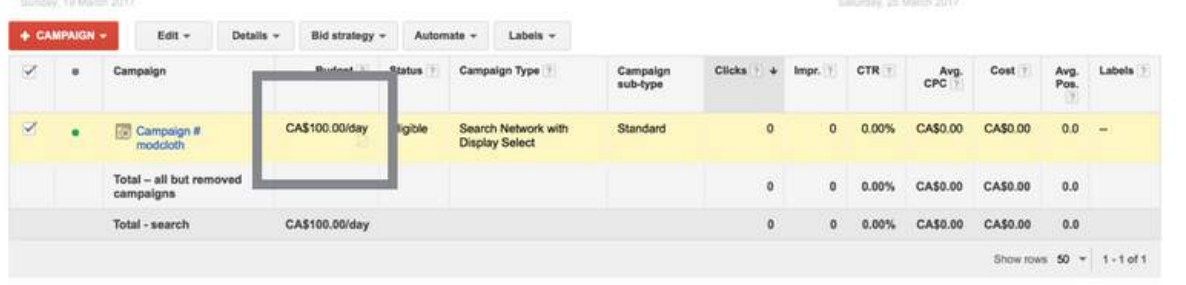
Group 2

Plus size

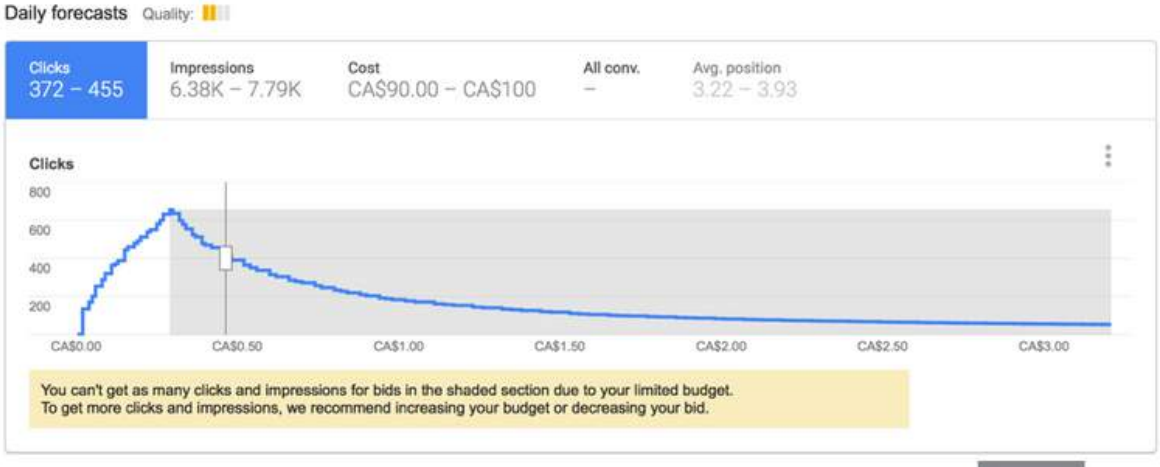
Cheap but high competition keywords

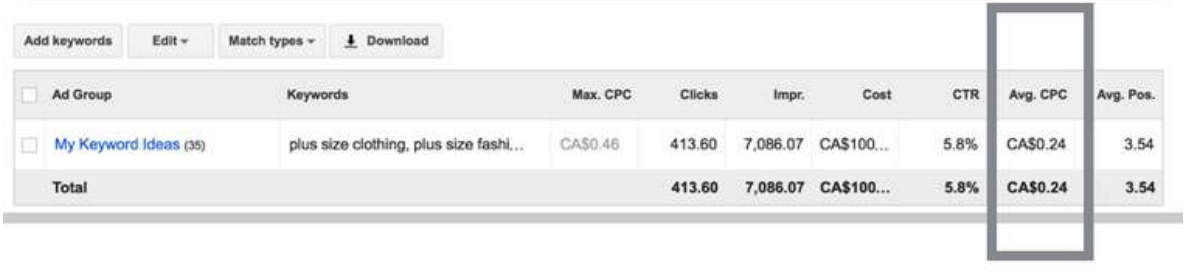


Analyzing Keywords



Budget: $100/day

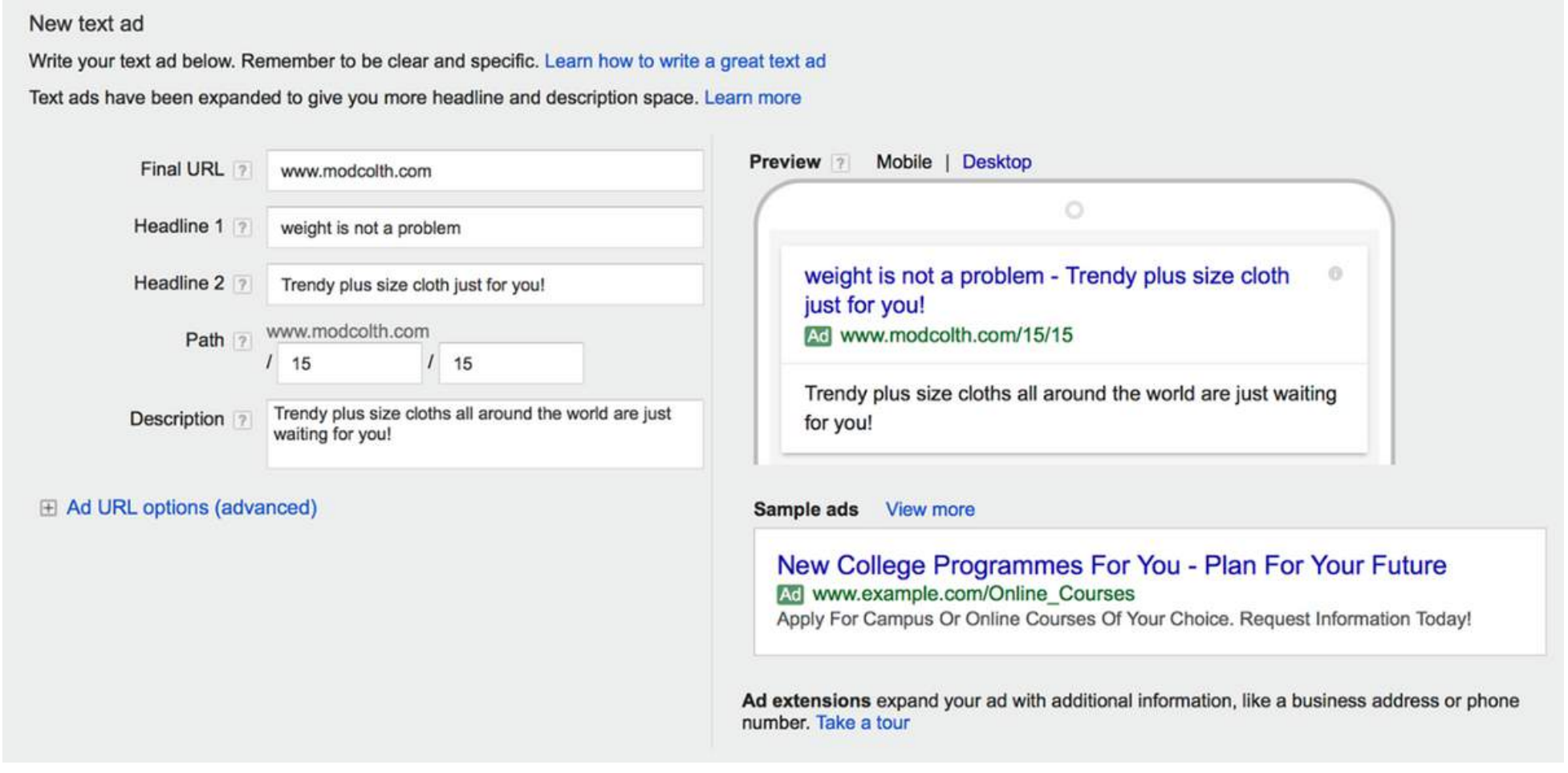




Average cost per click

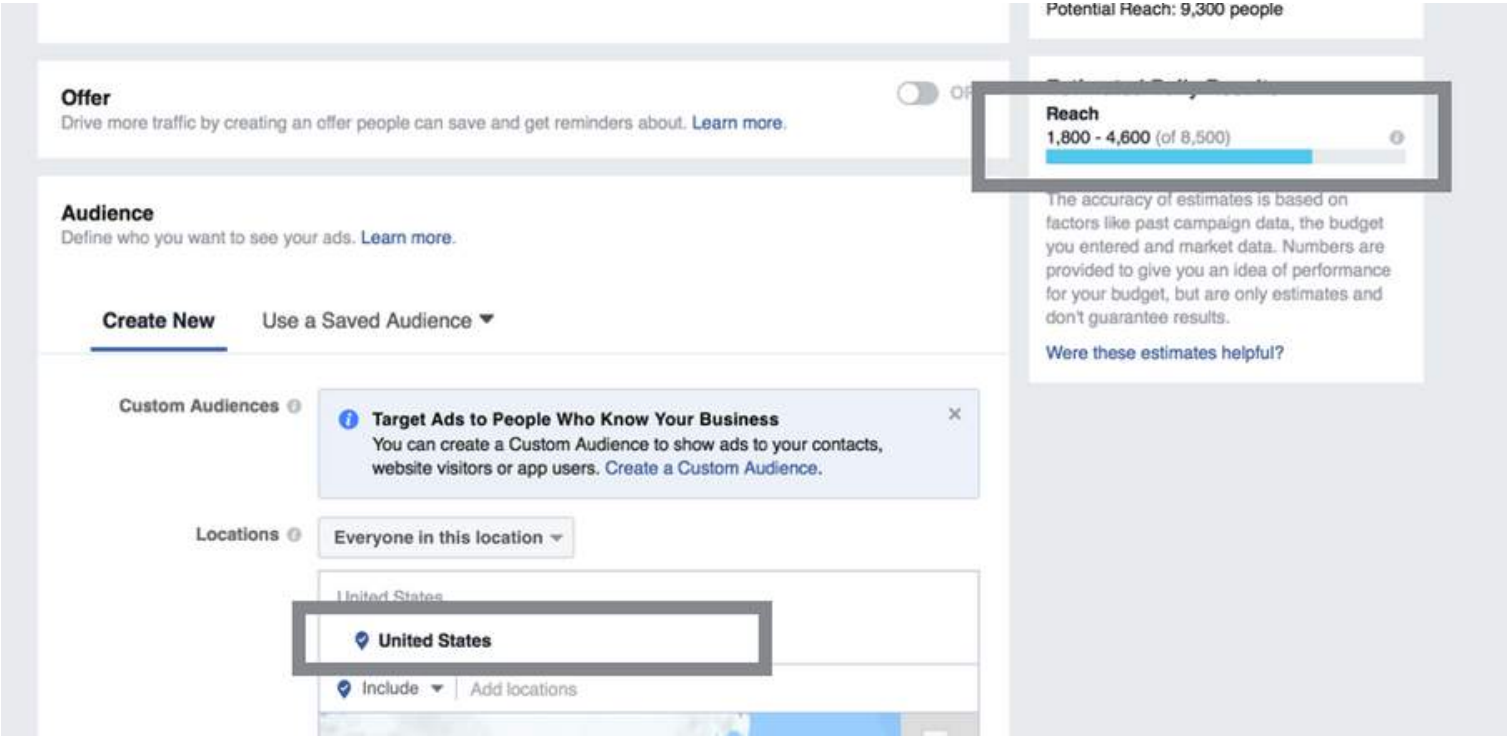
Analyzing Keywords

Destination URL

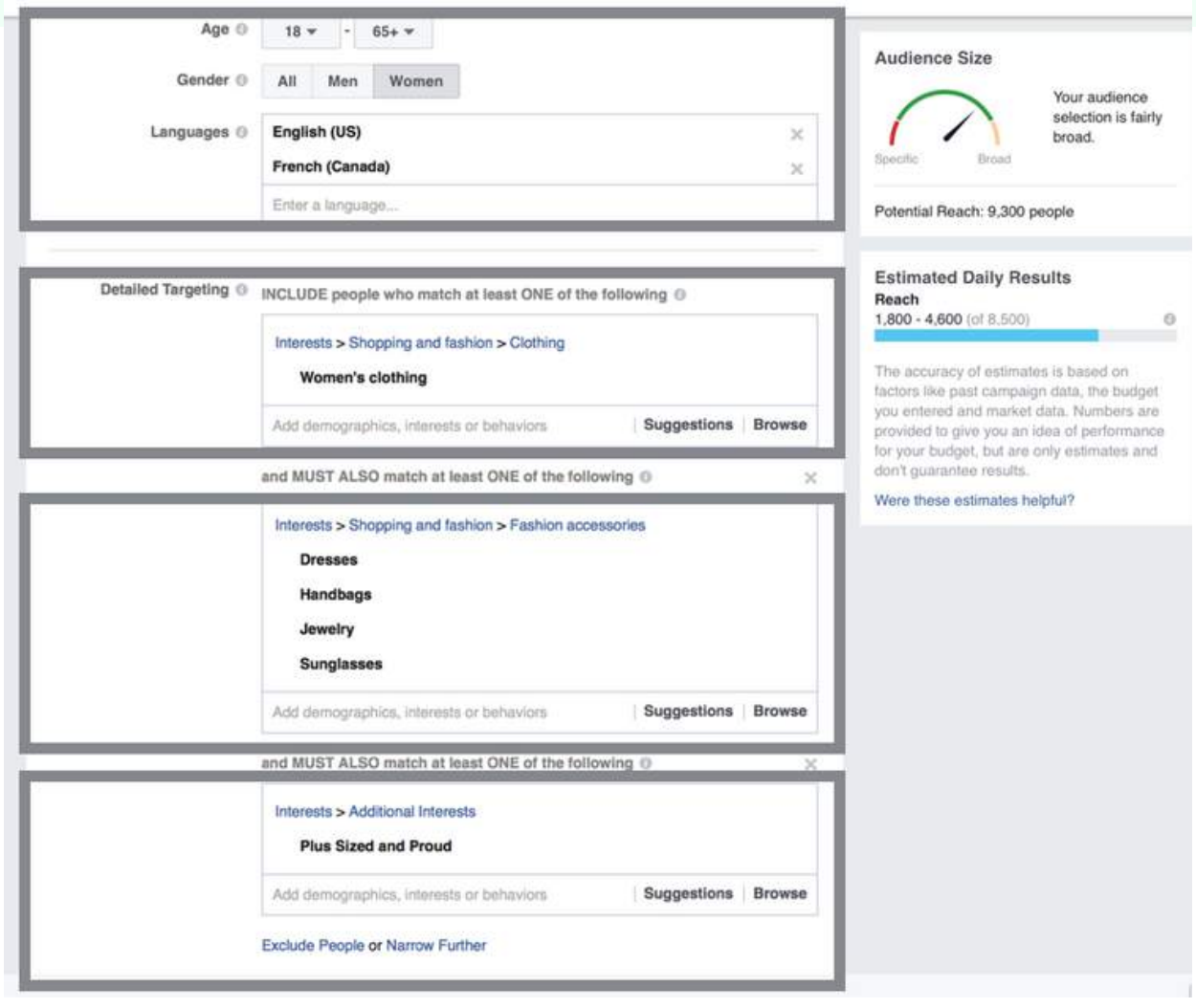


Facebook Advertisment

Estimated cost and reach



Facebook Advertisment



Audience and estimated action

Creation

ORGANIC

SEO

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
online dress shopping	10K – 100K	High	CA$0.35
50s dresses	10K – 100K	High	CA$0.63
vintage clothing online	1K – 10K	High	CA$0.59
1950s dresses	10K – 100K	High	CA$0.63
online dress shops	1K – 10K	High	CA$0.71
retro clothing	10K – 100K	Medium	CA$0.72
online dress stores	1K – 10K	High	CA$0.88
retro dresses	10K – 100K	High	CA$0.69
vintage style dresses	10K – 100K	High	CA$0.88
50s style dresses	10K – 100K	High	CA$0.64
retro clothing for women	1K – 10K	High	CA$0.86

Other suggested keywords: retro dresses online, retro clothing online, rockability dresses online

MODCLOTH

Sign In | Join

NEW DRESSES TOPS BOTTOMS OUTERWEAR SHOES SWIM ACCESSORIES GIFTS WEDDING SALE OUTFIT PHOTOS

Dresses › Spring & Summer › Heart on your Heels Midi *Vintage style dress*

midi-vintage-style-dress.jpg

Heart on your Heels Midi Vintage style dress

176

By Trollied Dolly

$79.99

Navy Print

XS S M L XL 1X 2X

Availability: *Select Styles for Availability*

Add to Bag

Save to Wishlist

Description Details Size Chart

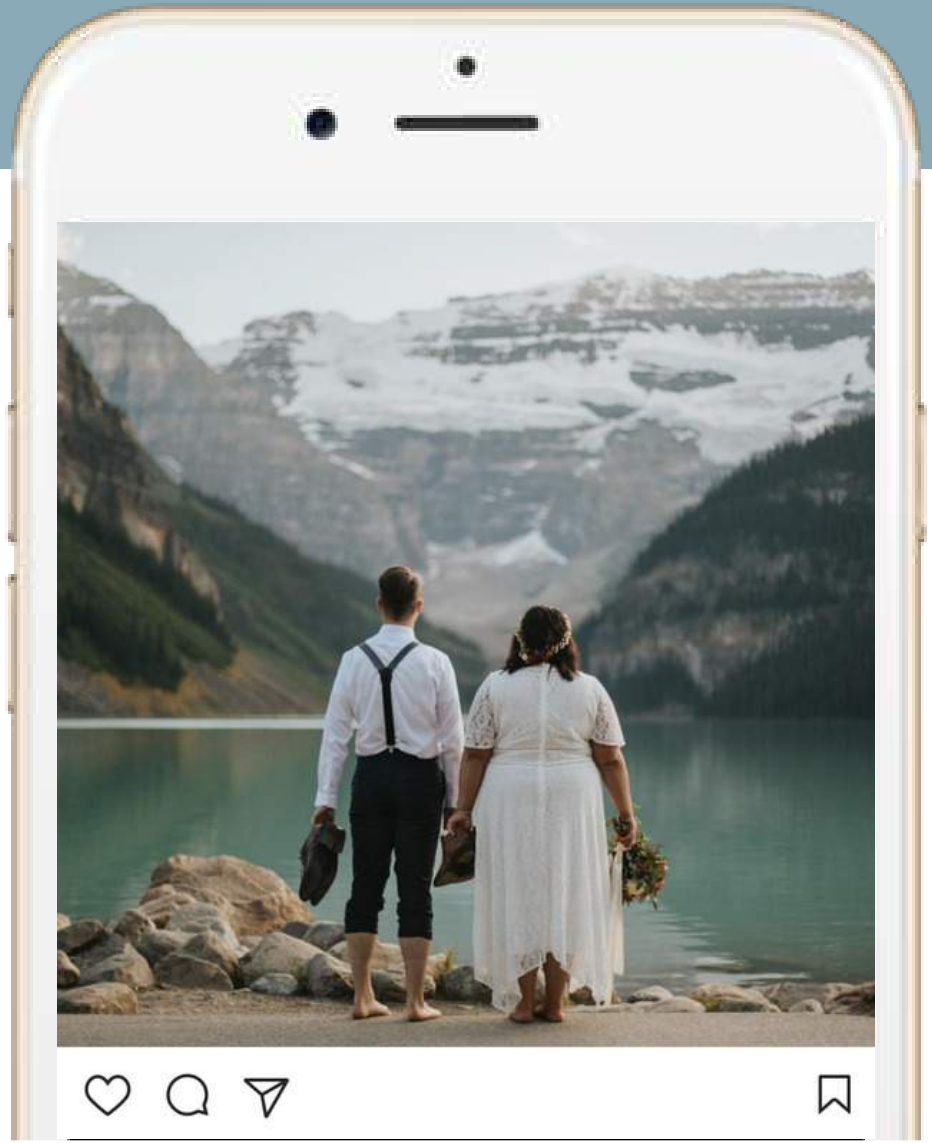
Once you incorporate this navy midi vintage style dress into your regular wardrobe rotation, prepare to amass a huge fashion following - and look great while doing so!

Keyword implementation: Vintage style dress

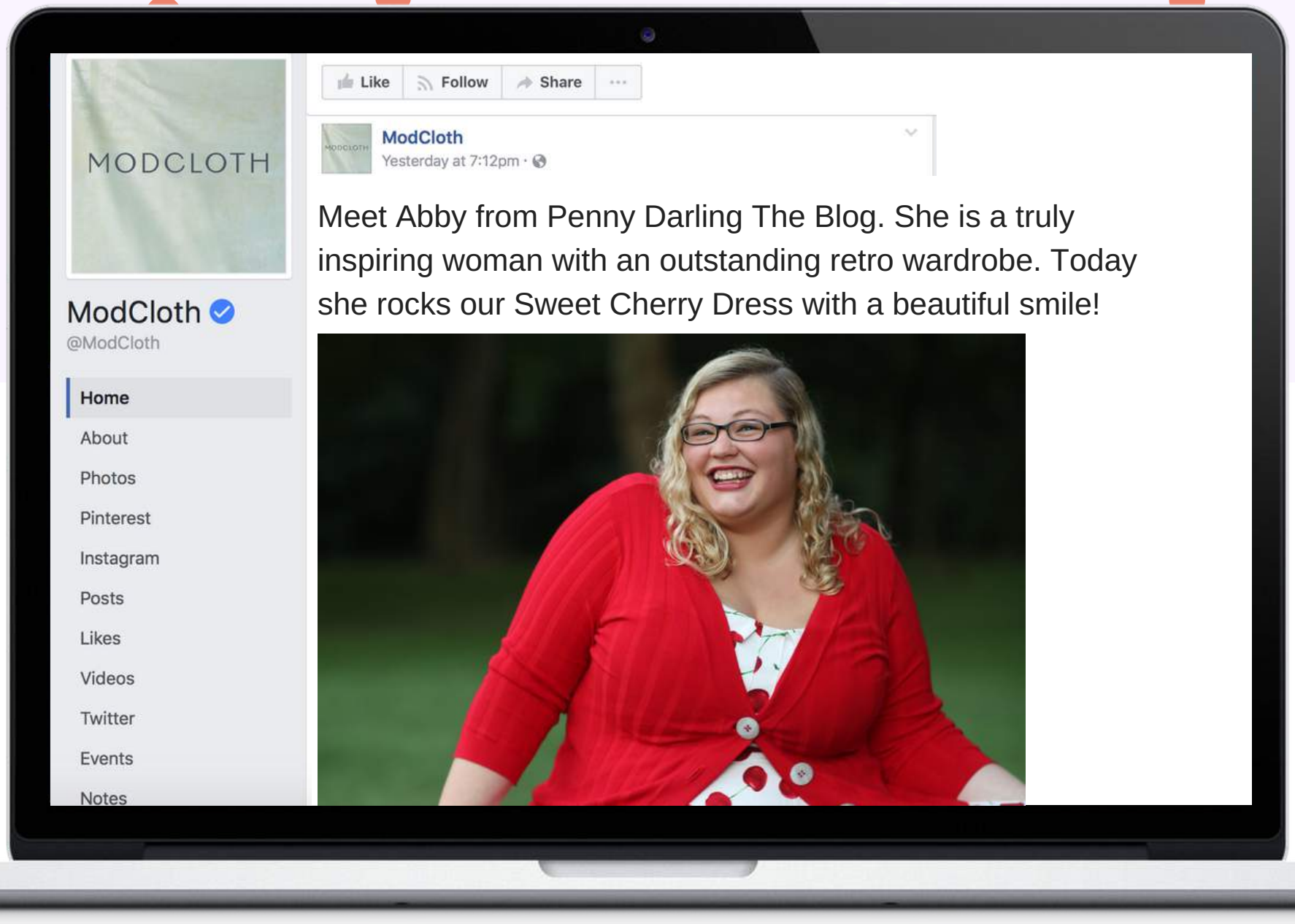
Social Media Optimization

USE PHOTOS BY EVERYDAY WOMEN
SHOWCASE THE DRESSES IN RELATABLE SITUATIONS
PROVOKE EMOTIONAL CONNECTION

Instagram publication



modcloth couple goals ❤❤ we are proud to be a part of this tumblr wedding photo! ❤❤❤❤ @thetothsphotofilm #MarriedInModcloth #modcloth



Facebook publication

References

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http://adwords.google.com
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https://pennydarlingtheblog.com