

Woman Beauty and Style Analyse & Marketing

The Marketing role in the Fashion Design –
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This report is analyse of group posts about the Woman Beauty and Style that can be open here: <https://beautybeautystyle.blogspot.com/2019/08/meet-np-collection.html?fbclid=IwAR3AuRg8JJKv7U8SB8MsiKkyq1T4Lw4DjXIAGyDqDdJkxxkdEGcee-X3SNM>

The Marketing role in the Fashion Design

Blogs are the modern way of expressing yourself, gathering followers, and promoting a product, service, or company with a minimum PR cost.

It is good to prepare own blog about your hobbies and work because the blog adds a new type of media content – in a different style, with more personal presence and a variety of ratings. This is a fast way to internet communication. Nowadays it becomes increasingly preferred communication method by people, especially when it comes to getting information or shopping online. It is helpful for many stores and small businesses in case they strive to grow their business and reach a wider audience. (Blog, 2013)

The Blogosphere is widely used in the design and fashion industry. The blog is an element of this business industry through which we can track our development, number of visits, what we like and how the users value our suggestions. Consumers have opportunities to contact easily with us-such kind of communication builds trust. Anyone can express their opinions with freedom and even spread ideas. This convenient feedback tool enables us to track our interest during working process, offering new ideas, changing, renewing, and following the traffic flow.

During the period of blog posts preparation, I just think how much I want to create successful brand for clothes and all my ideas and drawings to be seen from bigger auditory. There is a lot of research that I made about interesting topics and the way how I can combine them with my N’P collection. This is strategy which can give me more followers. I still been excited, and I hope to see my first comments!

For a young fashion designer looking to spread their brand, blogging is a great solution that expands marketing. Through his advertising, the designer promotes himself and his models, tries to impose them, promotes them or simply expands his local geographical area.

A blog, by its nature, draws people back and forth to itself.

The Marketing role in the Channel Brand

Blog posts are essential in the aspects of social media marketing. Design and clarity of information provided through blogs influence the public opinion regarding the brand as well as:

The simple layout of blog posts enhances the clarity of the message displayed through the post. Deciding to include various images of the product improves the placement of products in the customers’ perception.

As opined by Sinha and Foscht (2016), the design, layout and information relayed through the blog posts provide brands with better ability to

communicate the advantages of the products to the customers. Certain paid promotions through blogs ensure the brands can develop better media presence in the consumer market. The advent of digital marketing in luxury products require deluxe brands to promote their products through their personal websites and launching products through better communication with other critics.

According to Bruns (2017), the introduction of blog posts in marketing ensures customers can communicate with each other and the brand through comments. Developing community and seeking information from the customers through blog posts encourage brands to participate in social media marketing. The blog posts created on Chanel Skincare and No 5 perfumes provide vital information to the customers. Clear identification of the history of products and the company ensures the customers can recognise the effectiveness of the products.

It can be stated that developing blogs with narrow target groups of working women in urban society proved beneficial for the organisation. Social media marketing requires an effective understanding of the customer needs and creating blogs as per their desires helps brands to communicate with the customers.

The Marketing role in the Manicure industry

The blog contains a modern version of what is written for the woman. This is a good description of how a woman should look after and look good.

They have the necessary step-by-step information for manicures and pedicures, for example, regardless of whether a woman will go to a professional or do it at home. In addition, blogs promote this product service. He can understand what is right to fit the product, but it is appropriate for us, we would not want. In the event that a woman does not know what polish she would go for, a blog post will help her decide.

Blog posts inform customers of anything new that is fashionable at the moment. They are full of interesting photos and information.

Two of the posts that I made were extremely interesting and useful, not only because they are related to everything for the woman, but also because this is my field, my hobby, my job. It was extremely gratifying for me to share all this pleasant and useful information with readers of my blog.

Blog posts can change the attitudes, desires and actions of the consumer, convincing them of certain merits (real or imaginary) of the brand, before and even to some extent regardless of the experience they have with it. Differentiating a brand from competitors that are otherwise identical or almost identical to the product, takes the path of a controlled positioning process, the essence of which is to persuade the consumer, or in other words, to find the right one, an extraordinary place in his mind for this brand.

Because of the belief that blog posts are highly persuasive, they are viewed as a tool that should deliver, if well-worked, results in the short term. Considered to be highly persuasive, the blog post is expected to lead directly and tangibly to increased sales. According to some authors, the only model that can reliably explain how a blog post works is that of persuasion. "Most messages have the same ultimate goal: to persuade target users to adopt a particular product, service, or idea."

The Marketing role in the Cosmetics industry

Blog posts can help from a marketing standpoint by:

- give specific information about the benefits and benefits of oils
- present products and their characteristics
- provide direct links to an online store

This in turn increases the popularity of the blog, of manufacturers and of products in general.

Comparative analyses of different products can be made in the articles, which will help readers to choose the right one for them.

Thanks to the site statistics, analyses can be made, the results of which will help to initiate, plan and organize marketing activities / campaigns.

These types of blogs are different from news sites, they are more informational-oriented, so it's good to run 1-2 posts per week max to advertise on social profiles not just for the brand, and in community groups with intrinsic interests. This will lead to more sales and profits.

Because cosmetics users rarely experiment with new products, it is important that they are first informed in order to generate a desire to buy and finally make it happen.

The blog can be used as a marketing channel for a marketing / advertising campaign.

Offer promotions there or to increase blog traffic and popularity.

There may be some game in it and advertise on social networks again.

Also, interviews with celebrities who used these products, maybe in the form of videos, will increase brand popularity and blog traffic, which in turn should lead to more sales / profits.

Also, blog comments and social profiles allow you to form a discussion that is always beneficial to the company and build a relationship with the customer, making it more likely to make a purchase.

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