



Fashion Nova

Strategic Social Media
Plan



*Understanding Fashion
Nova*

Executive Summary:

The brand I will focus on for the project is Fashion Nova.

- I am drawn to Fashion Nova for two key reasons: First, the company uses well-known influencers for advertising their products by utilizing both the influencer's pages and by posting images of influencers wearing their products on their page.
- Second, Fashion Nova makes size inclusivity a priority. They show their dedication to size inclusivity on social media by posting images of models of all shapes and sizes wearing their clothing.
- Fashion Nova's Instagram is laid out more like an influencer and less like a brand. Every post they make is of people (some models and some influencers) wearing their clothing in different places and doing various activities. Instead of using professional photography studios and backgrounds, they post more realistic and relatable pictures. The company also emphasizes sex in an empowering way rather than degrading to women.

- I think that it is interesting how Fashion Nova utilizes more of an experience and an ideal life rather than the clothing itself. I also feel that Fashion Nova's way of pushing socially acceptable behavior for a company by posting suggestive language as captions is exciting, and I would be interested in trying this strategy out.



Brief Overview:

Scope: Fashion Nova has a vast scope with a wide range of tools, such as Twitter and Instagram, where they actively pursue two-way communication with brand ambassadors and customers alike.

They also have open communication with buyers through iMessage and emailing systems.

SMM Culture: Fashion Nova has an app and website that, along with its social media pages, showcases its modern culture. The brand always tries to break the rules and cultural norms that other brands follow by using explicit/suggestive images and vocabulary to gain attention and sell a lifestyle with their product.

Structure: Fashion Nova uses a team of highly qualified individuals to create content for social media that is edgy and groundbreaking while maintaining a feel of high fashion and glamour. The brand also actively collaborates with many well know celebrities and influencers, such as Kylie Jenner, which allows it to remain relevant and highly desirable.

Governance in SMM: Fashion Nova has guidelines established for its social media team. However, the team tends to push the boundaries of those guidelines, and the brand encourages this pushback from time to time to remain edgy and relevant. As a result of more lax governance, Fashion Nova posts stay interesting and pertinent to current trends.

Social Media Presence:

Fashion Nova's primary social media presence is on Instagram. Because they have multiple profiles for their clothing lines, Fashion Nova has an almost constant presence on Instagram.

Posting Frequency:

@fashionnovacurve: Three to ten times a day; ranging from three to six hours apart

@fashionnova: Ten to 20 times a day; ranging from one to three hours apart

@novamen: One to five times a day; ranging from six to twelve hours apart

@novakids: Three to six times a day; ranging from five to ten hours apart

Engagement: Fashion Nova's Instagram pages consistently receive few comments and likes. On their two most followed profiles (@fashionnova and @fashionnovacurve), the posts average about 30-40 comments and maybe 1,000 likes. Comparatively, @fashionnova has 2.1 million followers; theoretically, the engagement should be much higher.

Content Type: Fashion Nova mostly posts photos and reels on Instagram of models and regular people in their products. They stick to short, trendy captions that aim to capture young demographics without taking attention away from the photos.



*Celebrity
Fashion
Nova
Partnerships*

Competitive Analysis:

Strengths:

- Strong support from celebrities/well-known figures
- Adequate international presence through online content
 - Different pages dedicated to specific niche audiences (ie. FashionNovaMen, FashionNovaCurve)
- Uses current jargon relatable to teen audiences
- Participates in current trends on each platform

Weaknesses:

- Does not keep up with the fast-paced trends on TikTok and posts trends that have already waned
- Insufficient content and product catered toward their pages for men and children
- Repeating content on Facebook and Instagram
 - Alienated audience to younger people

Opportunities:

- More collaborations with influencers relevant to a new generation of teenagers
- More collaborations with popular male figures to draw in more male audiences
 - Unique collaborations (ie. Instagram Takeovers)
- Diversify content on Instagram and Facebook
- Further their international reach by posting directly to that public

Threats:

- Overexposure on social media due to the abundance of content available
- Price competition from places such as SHEIN that have unmatched low pricing and similar clothing options
 - Backlash for treatment/pay of employees
- Competition, such as SHEIN, becoming more of a household name due to TikTok popularity

Target Market:

I would compile Fashion Nova's target market into a diverse group of women ages 16-30 who are actively involved in fashion and nightlife activities. For demographics, Fashion Nova's target audience members are middle-class women between the ages of 16 and 30 who tend to be white or African American. For the psychographics and lifestyle of Fashion Nova's target audience members, they value staying up to date with current trends and believe in actively implementing the "body positivity" movement. They tend to be working women who value the money that they have earned.



Goals:

Many of the people that buy Fashion Nova are people who are incredibly present on social media and openly share their opinions regularly.

- The only area that needs to be improved upon when looking at Fashion Nova's social media interactions is its lack of including the "little guy." For example, If a celebrity were to go to Twitter with a complaint about the clothing they received from Fashion Nova, the social media team would respond almost immediately. However, the social media team rarely acknowledges the Tweets whenever regular people complain about Fashion Nova on Twitter. If Fashion Nova were to implement more response protocols, this would set it apart from other brands and guarantee some brownie points from customers.



Strategies:

- As for developing these "unpaid actors," Fashion Nova (at least initially) relied heavily on influencer culture to do most of the heavy lifting for it. It used paid actors like Kylie Jenner and Cardi B to gain a devoted following of unpaid actors who act as advocates for the brand on social media without the brand having to do much marketing towards them. This protocol has been highly effective for Fashion Nova due to the brand being trendy clothing. However, this protocol is also incredibly risky because if the celebrities/influencers that Fashion Nova employs to help build its "army" mess up, the brand could be in jeopardy of losing credibility and its advocates.
- Regarding negative comments/complaints, Fashion Nova lacks personalizing responses to angry customers on social media. Instead of responding to angry tweets, most of them are left ignored or left to supporters to shoot down. Fashion Nova encourages people to Direct Message their problems to its team on Instagram and Twitter instead of publicly hashing out the issue. Also, Fashion Nova seems to heavily filter the comment sections of its Facebook and Instagram pages only to highlight positive remarks. Although I believe in freedom of speech, I do not necessarily disagree with Fashion Nova highlighting only the good comments, especially when most posts are about women's bodies. I think that only seeing positive comments can make young women feel better about themselves and confident enough to wear the clothing that Fashion Nova offers.

NOVACURVE

NOVAKids

FASHION **NOVA**

NOVAMEN

Platforms and Content:

Instagram:

Schedule- Post daily on every profile, at least five times daily for the curve profile and ten times daily for the main profile. Focus posts between 9 a.m and 1 p.m on weekdays because that is when the most predicted traffic will be using Instagram.

Content- Continue to post photos and reels of clothing primarily but incorporate more audience engagement tools such as polls and quizzes.

Twitter:

Schedule- Post daily on every profile, at least three times a day for all profiles. Focus the first post between eight and ten a.m. and the second post between six and nine p.m. to engage the biggest audience during the highest traffic on Twitter.

Content- Be creative with posts and increase audience engagement by actively interacting with customers' comments and complaints. Post tweets that align with current trends and hot topics to attract the critical young demographic.

TikTok:

Schedule- Post daily on every profile. Aim to post at eight a.m. on Mondays, Tuesdays between five and nine a.m, Wednesdays and Sundays between six and eight a.m, Thursdays between eight and 11 a.m and Fridays at nine a.m to align with the TikTok algorithm and attract the most engagement possible.

Content- To remain current and attract key demographics, posts should align with current trends and have young theming.

Monitoring:

Rules

1. No publishing overtly pornographic images.
2. No bullying or harassment of any kind is permitted.
3. No spam under posts and/or comments is tolerated.
4. No soliciting in any manner will be sanctioned.
5. Copyright is never acceptable.

Community Norms

1. We value respect and kindness when interacting within the community.
2. Rule violations will be treated case by case based on the severity of the breach.
3. We value diversity and inclusivity in every area of the community.
4. False/harmful posts will be immediately deleted, and the user will be notified and warned.
5. We hold each other accountable and alert moderators if we witness suspicious/harmful activity within the community

Tuning Plan:

- Using tools such as Instagram and Facebook Analytics, the Fashion Nova social media teams will monitor interaction and make necessary adjustments to content and content schedules as needed.
- In addition to frequent, unscheduled monitoring from the social media teams, there will be scheduled bimonthly meetings to discuss and analyze metrics and reassess the social media teams' plan of attack and mission statement.
- Necessary changes will be made to the strategic plan to ensure that Fashion Nova social media is not only meeting but exceeding interaction expectations.

Example Posts:

