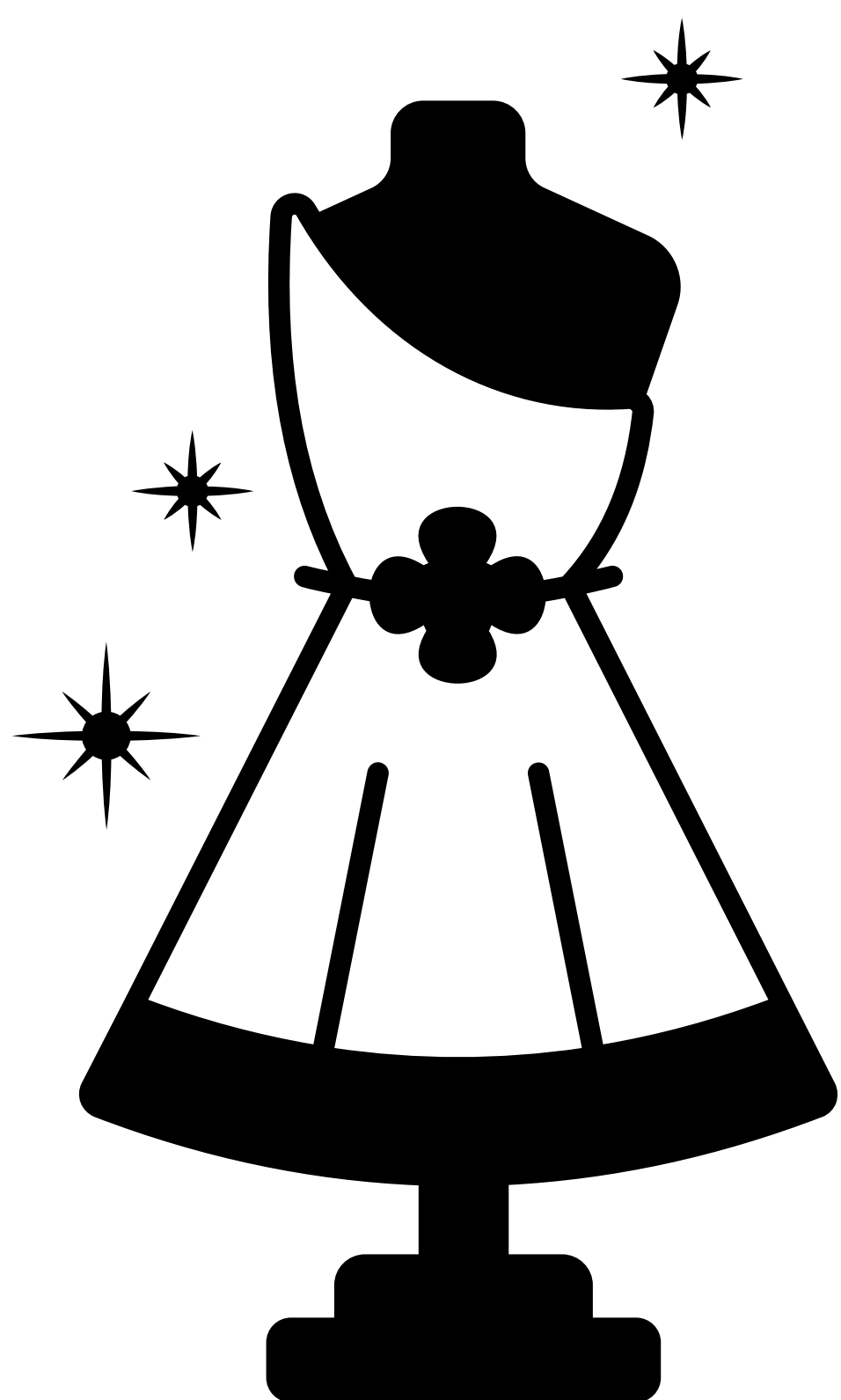
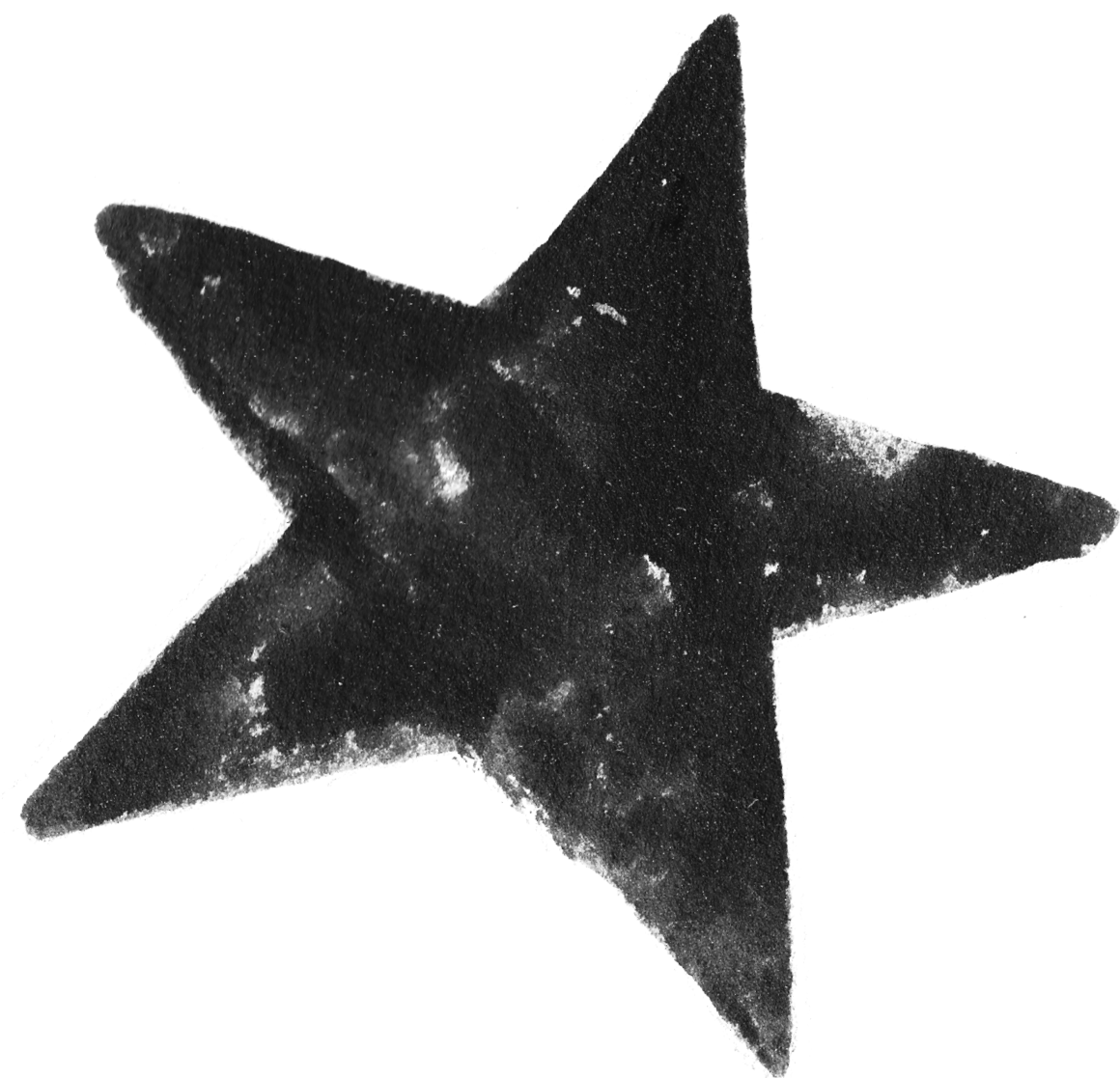
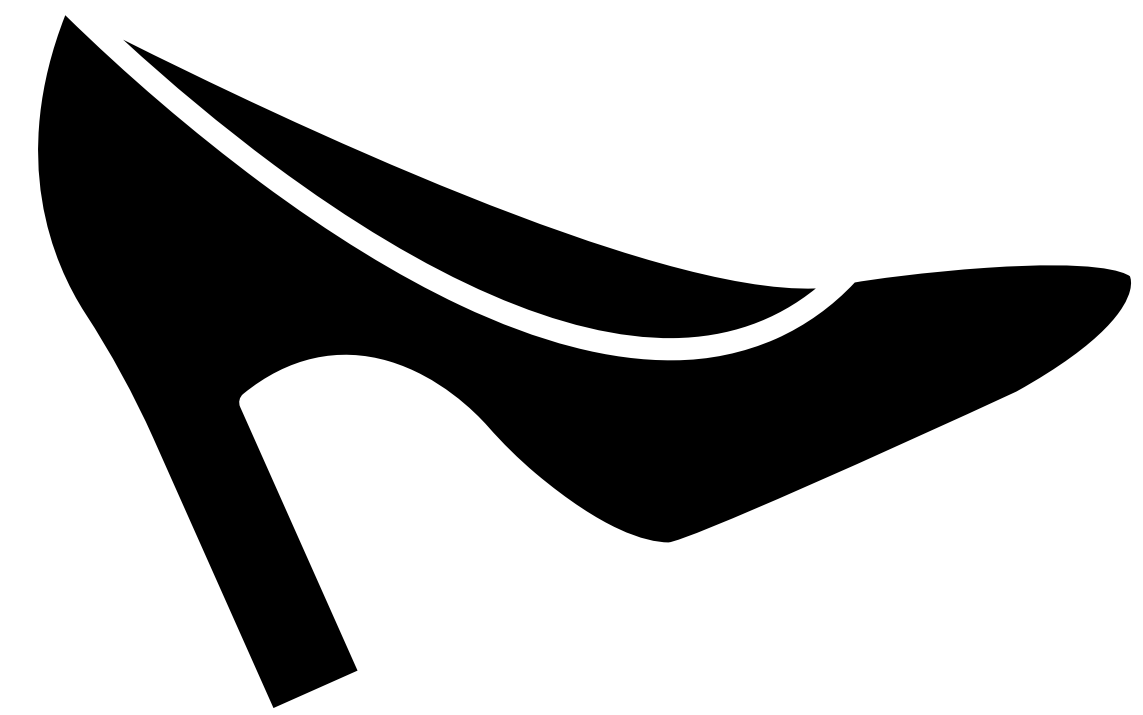


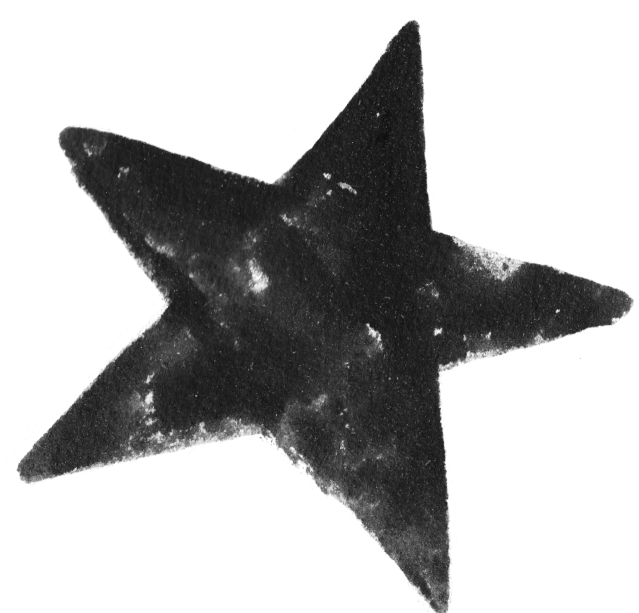
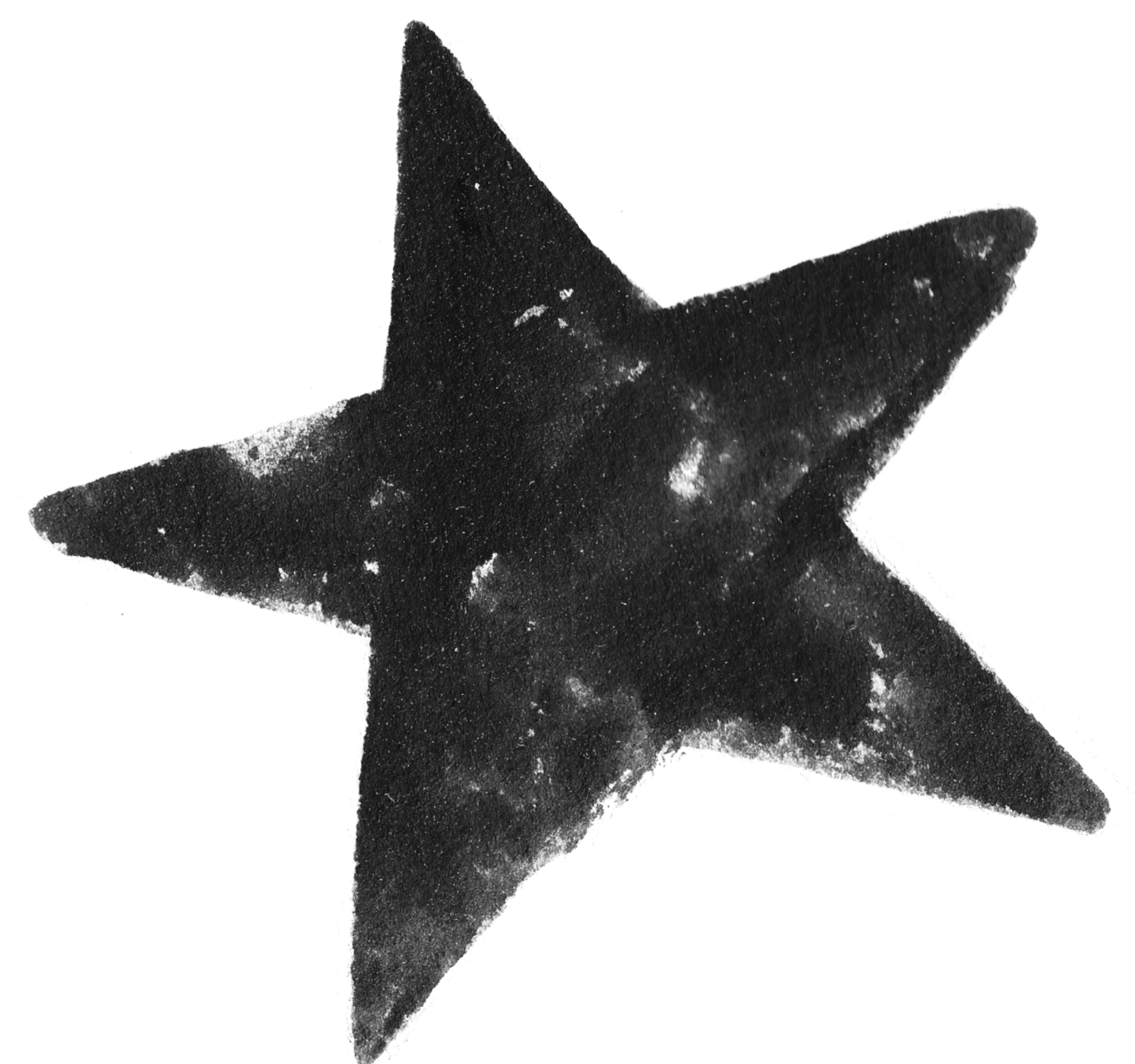
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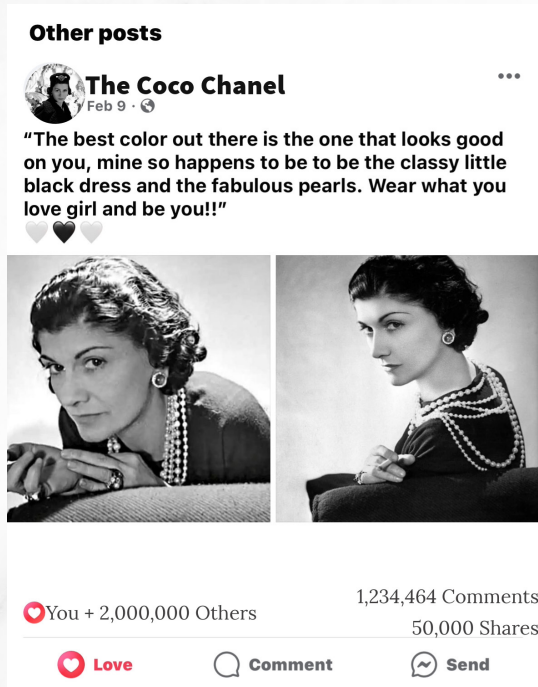


Marriel's Boutique Magazine

Learn about Fashion Marketing!



FASHION IN Marketing



Using Social Media to Market

Through Social Media, Platforms like Tiktok have been able to promote and sell items all through one video and one click. This method has been effective for Millennial's and Gen Z audiences who gain most of their insights from these. On Tiktok they offer coupons and sales which is perfect for quick and easy sales. Super strategic and accessible.

Blasting to the Past

Throughout the different type of Social media platforms, (Facebook, Instagram, TikTok, X, Etc.) Us fashionista's are able to use them to market and inform about fashion history and use it in cool ways.



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Influencer's Influence

With the rise of social media, Marketing has never been easier, everything is accessible through one click. With the rise of Influencer's and the impact of their influence it has been a top pick for brands to advertise their products. Relevance, Reach, Resonance, Consistency, Authenticity are key traits companies look for when selecting their influencer.

Content Marketing

For fashion we use content marketing all the time, creates valuable content that lasts a lifetime. There are nine different types that we use, blog posts, e-mail, newsletter, social media posts, Ebooks, podcasts, videos, infographic, paid ads.



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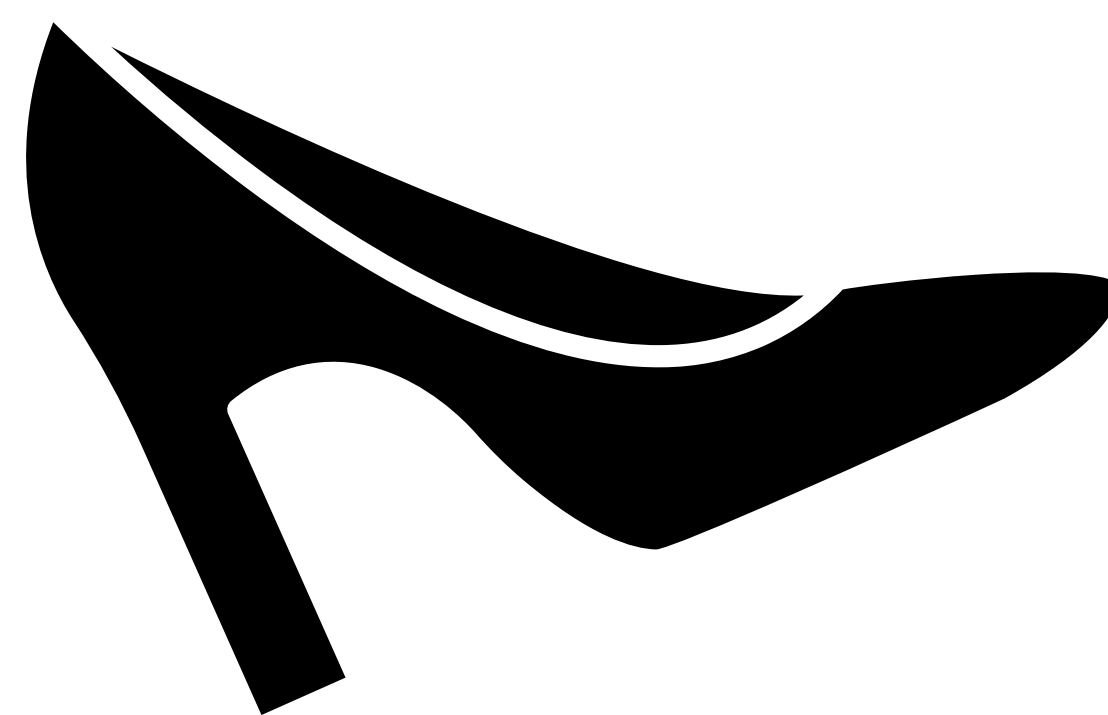


Utilizing Search Engine Optimization

As fashionista's and marketers optimizing our search engine to the fullest can allow us to reach our target audience. We are able to elevate and promote products with a touch of a search. There is so much that goes behind the scenes of a website that allows it to pop up in searches. Within backlinks, you are able to submit keywords and hashtags that best fit your websites and products needs. These are necessary in order for the best results in our websites.

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