

Social Media Networking Case Study

Chelsea – A New Clothing Line for Young Business Women

FashionCo has a clothing line for women targeting the 25-45 demographic, specializing in women's business attire. The line is called *Hillary*. Recently, *FashionCo* started a line, *Chelsea*, targeting 18-25, putting the focus on young women starting their career; their unique selling proposition being clothes suited for the work environment that are young-looking, yet convey professionalism and credibility.



The *Hillary* line has been established for decades and has enjoyed steady sales from a regular client base. Its name is synonymous with business women. *FashionCo* is planning to leverage the popularity of its *Hillary* line to market its *Chelsea* line. However, there is a danger in being too closely associated, as the *Chelsea* line should have its own brand identity, something along the lines of “*This is not your mother’s business suit*”.

In addition, *FashionCo* launched a casual line a little over five years ago, but the venture was not a success. After analyzing the situation, they understood that their core clients were interested in their brand primarily for business attire, but had other preferred brands for casual clothing.

Market Research and Target Demographic

FashionCo conducted a research study which confirmed their assumption that social media is the medium that is most utilized by their target demographic. More specifically, they have learned that the most popular tools used by this demographic are Facebook, Twitter and YouTube, with a growing interest in LinkedIn, Google+, Foursquare and Pinterest. They have also uncovered that these young women also either blog or read blogs. They have hired *LyonCo* consulting to come up with a social media strategy that would leverage social networks to create brand awareness.



Your Mandate – Develop a Social Network Marketing Strategy

As a consultant team for *LyonCo*, you are tasked with creating a proposal for *FashionCo*. You have access to the *LyonCo* toolbox <http://lyonco.wordpress.com/> and research reports in order to help guide your proposal along. In addition, you will have access to a conference call session with one of *LyonCo*'s senior consultants to guide you in your proposal process.

In your proposal, you will be required to address the following:

1. Which social media tools will best reach the target population? *FashionCo* will expect that you address at the very least the tools that were indicated most popular in the study. You do not have to use all four, but you must explain why you would or would not use this tool.
2. Of the tools, which are the most aligned with the message that *FashionCo* wants to convey?
3. What type of resources and efforts would be required on behalf of *FashionCo* to put a social network marketing strategy in place initially and to maintain it? (Itemize the resources).
4. Create a toolbox for young professionals on the uses of social media – things to consider when using social media as a young professional.

The proposal will take the form of a PowerPoint presentation. You have a maximum of 10 minutes to present your ideas. Please hand in your printed PowerPoint slides annotated with notes before your presentation begins.