

Social Media Marketing for Fashion Brands Abroad - A Case Study of SHUSHUTONG

Xinyu Liu

The Division of Performance, Beijing City University, 100083 Beijing, China

ABSTRACT

China is one of the largest apparel consumers in the world, and many apparel firms have expanded into other markets. Foreign customers' modes of consumption have changed significantly in the digital economy age. One of the most significant forms of network marketing available today is social media marketing. As social media continues to grow, keeping an eye on fashion has also become a marketing tactic. Online media marketing has emerged as a viable strategy for apparel firms looking to expand. Clothing businesses have just started using media platforms for brand promotion, but there is still work to be done in terms of understanding and honing the media marketing approach. Young people's desire for fashion brands has grown in recent years, although the target market varies depending on the unique personal style and design of each brand. Consequently, SHUSHUTONG is used as an example in this study. Chinese designers Jiang Yutong and Lei Liushu co-founded the company, which was established in 2015. The apparel line, with its distinct design, explores fabric shapes and reconstructs the structure of youthful components to create a modern, diversified, and stylish but feminine image for women. It is consistent with the paper's theme and possesses strong research features.

KEYWORDS

Media marketing; SHUSHUTONG; Fashion brand; Design; Brand promotion

1 Introduction

Domestic research on the overall marketing methods and problems of clothing brands, the apparel industry faces intense domestic and international rivalry against the backdrop of economic globalization. People in our nation pay close attention to clothing brands in light of the growing global influence of the market, but they also highlight issues with international clothing brands, such as weak brands, unclear positioning, a lack of cutting-edge technology, a lack of selling points, etc.

Businesses should build brand recognition during the marketing process in order for apparel companies to access foreign markets and implement their brand strategies. The entire marketing impact of brands has increased in light of the quick growth and promotion of mobile Internet. Businesses and brands alike must adopt The Times' development trend, leverage social media marketing's benefits more skillfully, integrate brands into consumers' real lives, and enhance customers' perceptions and identification of brands overall.

Two post-1990s designers, SHUSHU (Rayu Tree) and TONG (Jiang Yutong), launched SHUSHU/TONG. They completed a womenswear design graduate program at the London College of Fashion, interned with independent designer Simone Roche and Gareth Pugh.

They will be familiar with the classic Chinese aesthetics and the deconstruction and reformation of London street culture, having had education in two chic cities, Shanghai and London. Self-centered aesthetics are prevalent in both Chinese and Western cultures. They view the new lady on the street as the result of the fold mix, unique fabrics, exquisite craftsmanship, and new design inspiration^[1].

In this paper, brand marketing is divided into three parts to analyze the status quo of social media marketing, social media marketing methods, and existing problems of social media marketing, in-depth research on the characteristics of brands for marketing, and discussion on how to meet the market demand in the face of different needs of audiences of different ages.

2 Literature review

Li Ting discussion on Dynamic Omnimedia Marketing Strategy Based on Brand Life Cycle Theory makes a step-by-step analysis of the brand's initial stage, growth stage, maturity stage and post-maturity stage. In the brand life cycle, the flexible application of dynamic omnimedia marketing strategy becomes the key to brand success. In the initial stage, we should pay attention to image construction, in the growth stage, we should constantly innovate, and in the maturity stage, we should emphasize social responsibility.

The post-maturity stage should look for new opportunities. By fully integrating all types of media, brands are able to interact closely, innovate continuously and maintain market sensitivity.

In this digital age, an omnimedia strategy provides brands with a gateway to a wide range of markets and a strategic advantage to stand out from the fierce competition. Wang Shu has analyzed the style of shushutong brand in her Research on the Design Innovation of Rebellious Girls' Style Clothing. In terms of brand positioning of shushutong, its clothing is more precisely in line with this paper's exploration on the positioning of rebellious girls' style.

3 Research method

This paper will mainly use literature review and case analysis to analyze brand promotion and model on overseas social media applications, select SHUSHUTONG brand for analysis, and take ins as an example to obtain brand information and advertising pictures. The data collection comes from SHUSHUTONG's real-time data on Instagram platform, which is more real and convincing. This article is for more readers who want to know more about brand marketing or SHUSHUTONG brand.

4 Data collection

In 2015, Lei Liushu and Jiang Yutong, two post-90s designers, created their designer brand by using their nicknames "Shu Shu" and "Tong Tong". shushutong brand tries to break the traditional concept of femininity, through the exploration of fabric forms, the deconstruction and reshaping of teenage elements, to establish fashionable and diverse modern women with girly temperament, and to bring a new choice for fashion lovers looking for a unique and interesting personality.

4.1 SHUSHUTONG marketing status

shushutong uses multiple platforms for promotion, such as instagram, Xiaohongshu, Weibo, etc., to gain traffic, promote the brand and brand image products through social platforms, and instagram is one of the ways for them to gain overseas users.

As shown in Figure 1, shushutong has 23.7w followers on instagram. Its main products are women's clothing, and its operation mode is a combination of pictures and videos. It has been continuously updated, and the number of likes has reached 1,269.2 in the past 30 days. The number of likes will fluctuate according to the content of the post, and it will fluctuate according to the content quality of the tweet, for example, the content of the tweet released on August 8 is the star's upper shushutong clothing, which is far more than the ordinary promotion type tweet released.

Through careful operation of social media accounts, shushutong has obtained a large number of original customers. With strong publicity and promotion, Shushutong has taken the first step of a niche clothing brand and obtained stable data sources^[2].

This year, shushutong launched the 2024 autumn and winter series of advertising blockbusters and Taobao's "big clothing global free mail" plan.

In the Autumn/Winter 2024 advertising series, SHUSHUTONG takes French writer Colette's novel "GIGI" as inspiration, continuing the carving of flower elements to enrich the series' vision and craft. In the campaign, SHUSHUTONG skillfully integrates flower elements with clothing, whether it is abstract flower prints, flowers stacked on the hemline, or cameo roses cut by laser technology, all show the brand's creativity and design^[1]. A "free global shipping program for Big clothes" has been introduced by SHUSHUTONG on Taobao.

By the end of this year, it is anticipated that the initiative would have expanded from Asia to Europe, with free delivery to all nations after starting in countries like Singapore, Malaysia, and South Korea. To increase its brand's market power, Taobao would provide merchants more foreign shipping subsidies and offer free delivery to customers abroad^[1]. Now more people choose the way of online shopping, more convenient, fast delivery, and shushutong's move to build free distribution in multiple countries has attracted more customers around the world to understand the brand, not only offline brand marketing, but also to get more traffic online.

Table 1 Until October 17, 2024

platform	Instagram
Number of fans	23.7w
Main product	Women's wear, mainly skirts
Form of operation	Photo + Video
Tweet frequency	New products on the new three times a day, not on the new every three days to update
Likes in the last 30 days	1269.2
Update status	Keep updated

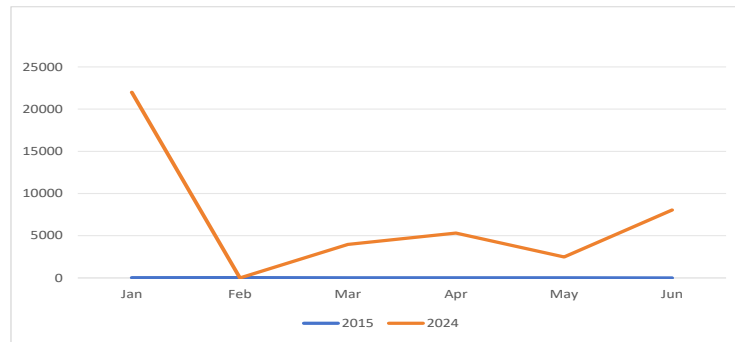


Figure 1 Number of posts liked in January 2015 and January -June 2024, Until October 17, 2024

4.2 Shushutong Traffic comparison

In order to compare the difference in traffic of shushutong from the early days of its development to the present, the average number of posts liked by Shushutong from January to June 2015 and from January to June 2024 was collected on Instagram as a reference. In the Instagram released by shushutong in 2015, many pictures have the same problem, which is not innovative. In addition, the brand has just been established and lacks traffic, it is difficult to attract the audience. However, in 2015, the popular pltan, missing shoulder and bright color are also consistent with the fashionable clothing. Thus foreshadowing the popularity at home and abroad in the next few years.

In 2024, another part of the reason that shushutong can get traffic is that the upper body pictures of some stars and Internet celebrities posted on social media bring some traffic to the brand, thus attracting some star fans and people who like the brand to buy, such as Lisa, Jennie, Ning Yizhuo, Ouyang Nana and so on. However, although the number of likes of the brand has improved in 2024, the number of likes varies greatly from month to month, which is relatively unstable, which also indicates the instability of the brand traffic, the single direction of the brand, the online traffic fluctuates and fluctuates, and most of the posts with a high number of likes are also due to the cooperation with the star or network master, but the promotion of clothing more often has a very small number of people.

For a long time, the publicity is too unified, most of the cases are models of brand clothing, although the frequency of Posting is not low, but also should regularly design new content and plates combined with the current popular publicity methods. shushutong brand clothing is more of summer clothing, so publicity can be strengthened in summer. For online publicity, it is more necessary to change the publicity mode frequently, and magazine pictures also need to change the style.

At present, the style of pictures taken is unified, and many users are worried about the inconsistency between the clothing pictures and the reality. The full range of clothing can be displayed in the way of live maps, to avoid the non-uniform situation online and offline, and ultimately to obtain traffic, so that the brand clothing is more real.

5 Existing problem

Though fans and customers worldwide are the target of Shushutong's Instagram promotion, consumers in various nations have distinct needs for apparel items and brand marketing due to differences in their cultures, languages, aesthetic preferences, and news hotspots and topics.

5.1 Generalizing mono

It is obvious that a company's account management does not satisfy the expectations of its customers. The shushutong account's content has not reached precision marketing for both new and existing customers, customers of different ages, regions, and genders. It presents all audiences with the same content without any variation, demonstrating the lack of professionalism of the brand operation team. The operation effect is also subpar, which makes it more difficult to promote products and build a brand image.

5.2 The design of clothing is diverse

At present, the main marketing scope of shushutong is women's clothing, and the design scope is only for young women or women who love fashion, and the clothes designed are not everyday. Under the characteristics of the original clothes, Shushutong can also design more clothes for men. Although the brand is a female brand, it can design some neutral clothes. Get more traffic and buy more.

5.3 Be diverse in your online campaign

In addition to choosing a better design, reasonable online promotion should also be carried out. For example, the promotion time should be selected when social media users are active. Because social media marketing is interactive and two-way, interactive marketing is in a strong position. Promoting interactive marketing may urge customers to become the "tap water" and "leader" of brand promotion and motivate them to actively engage in two-way communication. Interactive marketing is rich and diverse, encompassing mini games, contest questions and answers, lottery forwarding, and more. Its primary goal is to create an invisible "red line" between companies and customers by encouraging them to share their product-use experiences through various tailored experiences^[4]. Seeing the effect of the upper body in reality, it is easier to attract buyers to buy, and finally, in addition to the way of graphics, Brands can also choose to post videos, set up some design suspense, and let fans book a live stream or order the next outfit, raising viewers' expectations.

6 Conclusion

6.1 Diversified brand strategy

Shushutong, a cross-border e-commerce company that caters to clients worldwide, should create distinct marketing campaigns and split groups based on the cultural traits and distinctions of other nations and areas. Social media big data research may be used to stratify various client groups and target them precisely. In order to provide better service and more appropriate items for clients, Shushutong should set up customer tracking files, update and develop the database, and give out information to customers on social media on a regular basis^[2].

6.2 Clear target direction

At present, shushutong brand is still in the growth stage of the brand. Compared with more international brands, it needs to be more clear about the growth target and future direction of the brand. To maximize advertising, data analysis must be used first. To maximize all-media marketing strategies throughout the growth stage, firms must fully utilize data analysis tools to have a thorough understanding of consumer behavior and preferences. Brands may more precisely modify advertising content, delivery timing, and audience targeting to guarantee the efficacy and efficiency of promotion operations by examining user feedback, social media activity, AD click rate, and other data^[5]. Intensify social media engagement.

6.3 Increase social media engagement

Brands can actively participate in the interaction of social media platforms, improve user participation, and build a positive brand image. Sharing, likes and comments on social media also provide strong support for brands to win word-of-mouth and user trust ^[5]. Another marketing method 1 can be called "dream linkage". The dream is to make the seemingly incompatible two parties produce cooperation sparks, showing an unexpected sense of "CP", at the same time, enhance the interaction of both "fans", such as Rihanna and PUMA cooperation, jointly create a new design, launched FENTY PUMA ^[6]. Alternatively, the brand can establish strategic cooperative relations with partners to jointly promote the expansion of brand influence, carry out the poster and clothing design of both brands, and there will be more new attraction for users, including cooperation with brands in the same industry, cooperation with well-known figures, social media, and cooperation with online and offline activities, and establish offline pop-up stores at home and abroad. Broadcast the promotion live online in advance. Through joint promotion, the brand can share the resources of both sides, expand the audience scope, and improve the brand awareness and reputation.

References

- [1] Li Xuan Yi.(2022).The innovation research of rebellious girl fashion design.
- [2] Wang Shu. (2024).Research on overseas social media marketing strategies of fast fashion clothing brands.China Market, Issue 15:123-126.
- [3] Small white financial lecture hall.(2024)Shushu/Tong releases 2024 Autumn/Winter series advertising blockbuster; Taobao launched the "big clothing global free mail" plan; Tom Ford leaves as creative director.https://m.sohu.com/a/795484802_121118715?_trans_=010004_pcwzy.
- [4] Li Sheng.(2024).Brand building strategies for social media marketing.Time-honored brand marketing.March:18-20.
- [5] Li Ting.(2024).Dynamic omnimedia marketing strategy based on brand life cycle theory.International public relations.August:118-120.
- [6] Liu Chang,Bai Ruyu.(2024)Analysis of new media marketing model of clothing industry. Liaoning silk. Phase II:75-76.