

Skyrocket Your Fashion Brand in 9 Steps

by fashion designer-turned-techpreneur

Vesselena Marcheva

Contents

Introduction.....	1
My background: From fashion designer to techpreneur	2
Phase 1:Create bestsellers that your customers dream of.....	4
Phase 2:Find your perfect customer and get to know their dreams and wishes.....	6
Phase 3:The best strategy to attract your dream customers effortlessly.....	11
Phase 4:Master strategies to make viewers loyal, paying buyers.....	19
Phase 5:Create irresistible offers your customers can't refuse.....	25
Phase 6:The art of building ads that sell.....	31
Phase 7: Build the sales mechanism.....	38
Phase 8: Automate and multiply.....	41
Phase 9: Reduce abandoned carts and rampant returns	45
Useful links:.....	48

Introduction

Hey!

First of all – thank you for buying my Digital marketing masterclass, specifically tailored for fashion designers.

If you're diving into this book, chances are you're on a quest for answers. You're hungry for insights, desperate to crack the code on:

1. How to build your own clothing line
2. How to increase your sales as a fashion brand
3. How to scale your existing fashion business and take it to the next stage

Well, you're in the right place. Let me lead you on a journey based on trial, error, and relentless testing. Together, we'll discover the secrets you seek.

It pains me to admit it, but I was there. Eight long years in pursuit of those elusive secrets to start, grow and scale my fashion brand. Countless nights spent relentlessly chasing shadows, desperately hoping for a breakthrough.

Guess what?

I discovered that the keys to success were right in front of me all along. A couple of simple steps and rules which I will share with you in this book.

Let's start with a little bit of my background first. Feel free to skip this part and head to the beginning of your 9 steps to success.

However, I feel you will find value in the short outline of my experience as a brand owner.

My background: From fashion designer to techpreneur

My path began with a childhood scene I'll always treasure: my grandmother watching a TV series on the fashion industry. Growing up, this particular memory remained etched in my mind. I grew infatuated with the vibrant colors of fashion illustrations and the beauty of fashion designs.

By the age of 12, I had decided I wanted to become a fashion designer. However, my parents insisted on me studying Economics out of practical concerns.

I'm sure some of you have gone through something similar. It's quite common, isn't it?

I followed my parents' wishes, but I didn't abandon my dream. Eventually, I applied to a fashion design school. Studying at two universities simultaneously was tough, but what kept me going strong was my ongoing connection with the world of fashion.

I secured a scholarship at Kent State University in Ohio, USA, where I won the prestigious award for "Best Sophomore Design". It was the first time such an award was given out. I was also included in the list of the most promising and diligent students, prepared by the Dean themselves.

Returning back home, I graduated from both universities. I continued by enrolling in an "Erasmus" exchange program in Spain, focused on fashion design. This was followed by a milestone internship at the prestigious Ilja Visser Group, based in Amsterdam. Once again returning home, I started my own fashion studio.

What I encountered is a common challenge in the fashion industry. One that you will be sure to clash with, too:

Increasing return rates.

I was determined to find a solution to this pain point of running a fashion business. In 2019, I set on a mission to leverage technology to reduce returns and boost profits for my small business. That's how the idea for Fit+Inch" was born.

I entered a pre-seed startup accelerator (Founders' Institute). There, I met Alex – a computer engineering expert and an assistant professor in the AI field.

Our initial concept involved developing size recommendation algorithms and integrating them into a B2C fashion marketplace. The marketplace addressed a pain point for many women – we provided a personalized catalog with clothing that fit perfectly based on their body measurements and shape. Thirteen fashion brands gathered around our ambition, fully believing in our vision.

However, there was a problem: we needed money.

Unlocking the full potential of our idea required financial backing. Larger investors expressed interest, but they sought proof of concept from smaller investors first. Despite our efforts, securing the right funding proved to be challenging. We failed to obtain the money needed to blossom our concept into a full product.

Meanwhile, an opportunity arose for my small fashion brand. I could expand into 35+ new markets. Unfortunately, financial constraints hindered this expansion as most of my profits were invested in developing the marketplace.

2022 came, and with it the weight of an important decision. I closed both of my businesses. Alex insisted on continuing with the development and testing of the algorithms we were working on and then implementing them into a SaaS solution for

Shopify and both of us started full-time jobs. I was a business analyst and product owner for a major eCommerce platform; Alex – a product manager for a software company. We devoted chunks of our free time to develop our algorithms further, covering the true fitment of more and more types of clothing.

Ultimately, the hard work paid off. We successfully developed and tested our algorithms for womenswear.

Our SaaS solution is [SizeSense](#), soon to be available on the Shopify app marketplace. Womenswear fashion brands are now able to offer their customers precise size recommendations like a master tailor would. SizeSense improves over existing products by achieving a 94% accuracy rate thanks to our custom measurement algorithms.

This is the end of my personal story, and the start of me laying out some answers to the questions you have as a fashion designer.

Let me open this masterclass with the following advice:

Think about products that solve a problem.

I know, it's obvious. However, a lot of people aspiring to have their own fashion brand fail to recognize this simple strategy.

But what kind of problems can I solve by designing and making clothes? I just want to make beautiful products – and people to buy them!

Did this sentiment resonate with your way of seeing things?

I don't want to disappoint you, but this is not a profitable way of doing business. Not unless you're a) a famous influencer/star and b) you have access to *a lot* of financial backing.

You need to stand out in the overcrowded fashion market. And if you don't have investors behind your back, the only way to do this is clear:

You need to provide solution-oriented products.

Phase 1: Create bestsellers that your customers dream of

Still dipping your toes in the fashion industry?

Already have your own fashion brand on the lookout to expand/grow your sales?

Whichever of these fits your profile, integrating problem-solving products in your catalog *will* be a game-changer.

For newcomers, I recommend you consider building your entire clothing line around products that alleviate a customer's problem. Focus on addressing specific needs or challenges. You'll carve out a unique niche in the market and establish your brand as a go-to solution provider for your audience.

For brands who are already established in the industry, integrating such products in your existing collection will breathe new life into your brand. Such a strategy allows you to tap into unmet needs with your target audience, while enhancing the overall value proposition of your brand.

You might wonder:

What problems can a piece of clothing possibly solve, though?

A valid question.

Let me gently remind you that in the crowded fashion scene, success isn't solely measured by aesthetics, beautiful clothing, and eye-candy accessories.

Fashion is a fiercely competitive arena. Relying on the idea that you will only create beauty (and thus your products will sell) can turn into a dead-end street.

To truly make waves in this saturated market, you must offer more than just aesthetics.

You must address a need, solve a problem, or fulfill a desire.

This is the difference between being a mere creator of pretty garments and becoming a visionary who transforms lives through fashion.

Enough talk! Let's head to some practical examples.

Here are three brands that adopted what I discussed as their core strategy. Use them as an inspiration – they have carved out their niches by addressing specific needs within the fashion industry:

#1 Pepper - [wearpepper.com](https://www.wearpepper.com)

Pepper was launched in 2017 through a Kickstarter campaign. Its modest goal was \$10,000 – the brand has since surpassed this, of course, turning into a cherished and profitable business.

The problem they solve:

"We're creating a community and products for women with small chests who have been overlooked".

#2 Good American - goodamerican.com

In October 2016, Emma Grede teamed up with Khloé Kardashian to establish the brand. Good American aims to empower women of all shapes and sizes to embrace their bodies with confidence.

The brand pairs high-quality designs with an inclusive range of sizes, celebrating diversity and body positivity.

Emma Grede continued on to involve herself with SKIMS, alongside Kim Kardashian. Much like Good American, SKIMS also focuses on inclusive solutions, focusing on underwear, loungewear, and shapewear.

#3 Booty Sculpted - bootysculpted.com

My last example is an activewear brand. Booty Sculpted blends premium-quality fabrics with innovative patterns and advanced inks. Their products are designed to flatter silhouettes and sculpt your curves. Once again, the brand's catalog focuses on embracing and celebrating the beauty of diverse body shapes.

These three brands are key examples of the power of identifying untapped demographics and creating tailored solutions that address their unique needs and preferences.

Some of my own most successful solution-oriented products

I wouldn't be writing this book if I didn't have my own practical experience as a fashion brand owner. Let me give you two concrete examples from my clothing lines.

#1 Shirdresses + cultural heritage

I found big success with the creation of modest shirdresses with designer collars distinctive for my fashion brand. This product line was a direct response to the needs of Orthodox Jewish women seeing elegant attire for their celebrations.

Crafting each dress wasn't about fashion. It was about honoring traditions and empowering women to feel confident in their cultural identity.

These shirdresses were the cornerstone of my brand's success, propelling it to a six-figure revenue.

#2 Swimwear + moms

My second most successful product line was swimwear for moms. After I gave birth to my son, I experienced the struggles many new mothers face with body image.

What I wanted to create is swimwear offering both coverage and style. The end result was high-waisted swimsuits, crafted from luxurious, supportive lycra. The clothing was designed to embrace and flatter postpartum bodies while providing the comfort and confidence needed to enjoy precious moments spent during your seaside holidays.

The takeaway from this whole section is the following:

When you think about launching your own fashion brand, focus on creating products that cater to specific needs or challenges faced by your customers.

Initiate the process by conducting thorough research and generating innovative ideas.

Phase 2: Find your perfect customer and get to know their dreams and wishes

There's only one path to serving your customers in the best way:

By identifying and understanding your ideal customer.

In other words, let's talk about...

Defining your Buyer persona

Coming up with a marketing strategy, designing your website, mapping out your brick-and-mortar store. All of these are simply a follow-up to your initial, most important task:

You must know your target customers' hopes and dreams, pains and fears.

These aspects are the foundation of creating your collection, your website, your social media posts, everything. A few questions you need to ask yourself would be:

What are your customers' wishes?

What are their pain points and frustrations?

What kind of solution are they trying to find?

You must know how your audience thinks, feels, and acts. You must talk in the way they want to be talked to.

Identify key search terms related to your products by exploring various platforms where your audience engages. These could be Google itself, blogs, forums, YouTube, Amazon listings, Reddit, Quora, relevant social media platforms. The more diverse the scope you cover is, the better your conclusions will be.

Look at sentiments, concerns, and questions expressed by your audience so you can identify recurring themes and language patterns. Organize your findings to pinpoint

common concerns and emotions, as well as any gaps or deficiencies in existing products or services.

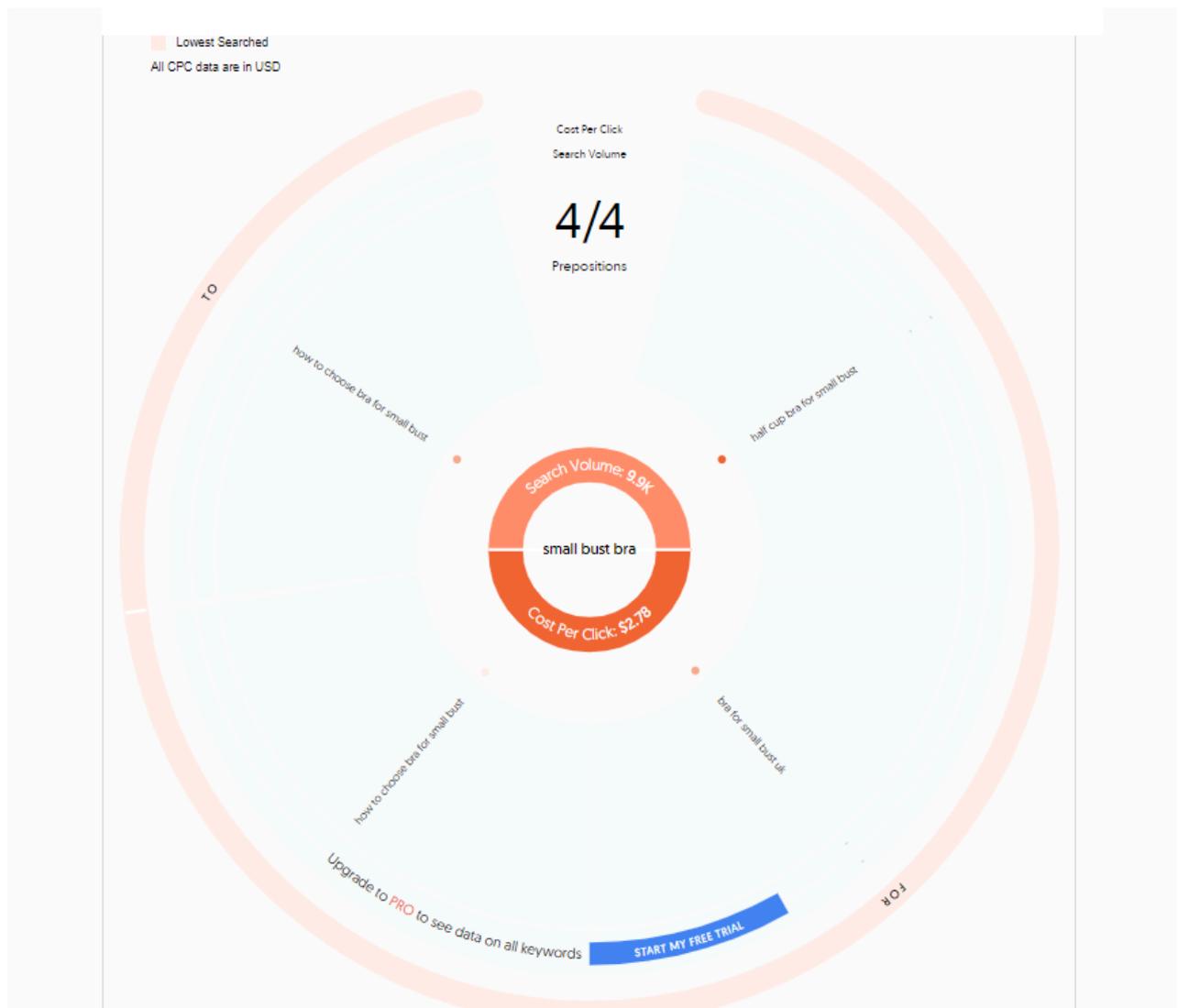
This is your key to tailoring your offerings so you can meet the specific needs of your customers. This is your key to actually standing out in an overcrowded market.

Here are a few tools I recommend to uncover your customers' questions and the information they are searching for.

AnswerThePublic

This is a powerful tool for gaining insight into any thoughts and questions your audience might have. Once you enter a keyword/search phrase, you will receive a diagram of related searches, offering valuable information about your customers' concerns and interests.

AnswerThePublic provides you with direct insight that allows you to tailor your products and adjust your strategy accordingly:



SEMrush

A more complex tool for keyword research is Semrush. Richer in terms of opportunities and deeper in its analysis, it allows you to:

- **Organize keywords:** You can categorize keywords into groups or lists based on various criteria such as topic, target audience, or campaign.
- **Track keyword performance:** You can monitor how selected keywords are performing over time, including their search volume, ranking position, and changes in performance.
- **Analyze competitor keywords:** You can analyze the keywords that competitors are targeting. This can both help you identify opportunities and refine your own keyword strategy.
- **Identify new keyword opportunities:** SEMrush Keyword Manager suggests new keywords based on existing keyword data, search trends, and competitor analysis. You can easily expand your keyword portfolio to increase your coverage.
- **Monitor keyword rankings:** You can track the ranking positions of your selected keywords in search engine results pages (SERPs) and receive alerts for any significant changes.

I have used Semrush for quite some time now. Without a doubt, my favorite feature is the Keyword Manager. It simplifies your content marketing strategy by providing pre-organized keyword clusters.

SEMrush is quite expensive. However, the platform does offer a free trial so you can access the information you need and download it during that period.

SparkToro

Compared to Semrush, SparkToro is relatively less-known. However, their primary offering is the Audience Intelligence tool, a fantastic addition to your strategic kit.

This feature allows you to discover insights about your audience – from where your customers spend their time online to what they read, listen to, watch, or follow. By simply entering keywords or topics relevant to your industry or niche, you can uncover valuable information about your audience's demographics, interests, and the influencers they follow.

SparkToro aggregates data from social media profiles, websites, podcasts, and other online sources. Their audience insights are comprehensive and diverse. You can use the platform for content strategy, advertising campaigns, even influencer partnerships. A very versatile tool to have at your disposal.

Overview

Export All Data

SparkToro estimates **1K** people search for **bra for small bust** each month. This audience...

Visits these websites:

Website	Affinity
 Glamour.com	96/100
 Wearpepper.com	91/100
 Thelittlebracomp...	89/100
 Lululemon.com	86/100
 Allure.com	82/100
 Realsimple.com	81/100

Searches for these keywords:

Keyword	Affinity	Volume
bra for small breasts	95/100	9,900/month
small boobs bra	92/100	9,900/month
bras small chest	90/100	9,900/month
bra for small cup size	89/100	480/month
bras for small boobs	89/100	9,900/month

Gender demographics:

SparkToro doesn't have enough profile data to provide demographic information for this audience

ChatGPT

A lot of people are reluctant to utilize AI in their marketing efforts. Personally, I occasionally use ChatGPT to supplement my marketing kit when analyzing my audience.

As a second-tier sidekick to your planning, ChatGPT can shed additional light onto your buyer persona's needs, motivations, and goals.

There are many other tools you can use. However, even only these four platforms can be sufficient to build the groundwork of understanding your customers better.

Let's assume that we're done with the initial stage which is marketing research and gathering the data related to your audience.

It's time to move on towards building your buyer persona. If you want to do it properly, you need to ask yourself...

8 key questions to define your ideal buyer

These are by no means an imperative. However, after several iterations of my business efforts, I've come to the conclusion these eight questions are the optimal way to approach building your buyer persona.

Here they are:

1. Where does your ideal customer like to spend time?

Map out specific online and offline locations they frequently visit, such as niche Facebook groups or local meetups, cafes, shops etc.

Learn more about their habits and preferences.

2. Where does your ideal customer get their information?

Identify their go-to sources for research, whether it's Google searches, particular blogs, or YouTube channels.

3. What are their biggest frustrations and challenges? What stops them from being happy, confident, or successful?

Identify the challenges your buyers face—whether it's finding jeans that perfectly fit curvy figures or leggings that sculpt and support for added confidence during workouts. When customers feel comfortable and confident in their clothing, they are more likely to engage with your brand and make repeat purchases.

4. What are their hopes, dreams, and desires?

Paint a picture of the outcomes they aspire to achieve. Your customers might want to:

Boost Confidence by buying a perfectly tailored blazer that makes them feel professional and empowered in any setting.

Enhance Comfort by ordering soft, breathable loungewear that ensures all-day comfort while looking stylish.

5. What are their biggest fears?

Delve into their deepest concerns and anxieties. Here are some common fears online shoppers may have when buying clothes:

1. **Incorrect Sizing:** Worrying that the item won't fit properly, leading to hassle with returns.
2. **Poor Quality:** Fear that the fabric or construction won't match the online description or images.
3. **Complicated Returns:** Concern about a difficult or expensive return process if the item isn't right.
4. **Color/Style Mismatch:** Anxiety that the actual color or design won't look the same in person.
5. **Not Suiting Their Body Type:** Fear that the clothing won't be flattering or feel comfortable.

Addressing customer objections and fears is crucial for building trust and increasing sales. By proactively handling these concerns, you create a more

positive shopping experience, making customers feel secure and confident in their decisions.

6. What is their preferred form of communication?

Determine how they prefer to interact, whether it's through email, text, or social media platforms.

7. What phrases and exact language do they use?

Capture their specific language and industry terminology to resonate with them authentically.

8. What makes them happy?

Discover opportunities to surprise and delight them throughout their buyer journey, fostering deeper emotional connections.

Try to summarize your findings in concise paragraphs, detailing your ideal buyer's habits, preferences, or aspirations. Your conclusions don't need to be too long; what matters more is precision.

A quick exercise:

<u>Customer Desire</u>	<u>Copy addressing the desire</u>
"I want to find a bra which fits just right."	"Our bras are designed for small boobs of all shapes and sizes."
"I want leggings that make me feel confident in the gym."	"Our leggings highlight your curves and hide your imperfections."

Phase 3: The best strategy to attract your dream customers effortlessly

By now you know your ideal customer's dreams and hopes, as well as desires and fears.

The next phase involves crafting the perfect lead magnet to attract their attention.

Why do I need a lead magnet?

Lead magnets are essential as they capture the interest of potential customers. You offer them something valuable in exchange for their contact information - most often we're talking about their email address.

The benefits for your brand are two-fold.

First, you grow one of the most powerful marketing assets out there - your email list. Additionally, this also helps you build trust and credibility with your audience.

What's better than addressing their immediate needs or challenges, after all?

As long as you have a strong lead magnet, you can nurture your leads over time. By guiding them through the sales funnel, you'll increase conversions and customer loyalty.

A proper lead magnet positions you as an educator who provides *actual* value upfront. You become an authority, someone, who genuinely wants to help your audience in their eyes.

Ultimately, this translates into better sales. People are more inclined to purchase from someone who has already offered tangible and beneficial insights. The age of dry salesmen is long over.

Using lead magnets helps with conversions, but it's real importance lies in fostering long-term customer relationships.

Wait...what is a lead magnet?

A lead magnet is a valuable resource or incentive offered to potential customers in exchange for their contact information. Typically, you're aiming to obtain their email address. This marketing strategy aims to attract and capture "leads" so you can nurture them through your sales funnel.

Here are a few common examples of lead magnets:

- **Quizzes or size recommendation tools:** Promote the tool or quiz as a way to help customers find their perfect fit, saving them time and effort. After the customer inputs their information but before they can see the size recommendation, ask for their email address or ask them to sign in their profile on your website to access their personalized results. Once you have their email and body measurements you can start sending them personalized offers.
- **E-books and guides:** Informative content that provides solutions to specific problems.
- **Checklists and templates:** Practical tools that can be used immediately.
- **Exclusive content:** Access to members-only content, such as videos, articles, or podcasts.

Lead magnets should be highly relevant to the target audience and provide clear value. Otherwise, your prospects wouldn't really share their contact details with you.

Going back to Phase 2, your next step is to leverage what you learned there and create a compelling lead magnet offer for your ideal audience. This chapter focuses on the customers who are interested in your products, but need some additional information. By giving them the insights they seek, you nudge them to transition from the exploratory phase to the purchasing phase.

Another idea for a lead magnet is by offering customers a high-quality, solution-oriented product at a discounted price. Once they make a purchase, you can present them with an upsell on the landing page, such as a comprehensive kit or an upgraded version of the product. This initial, lower-cost offering helps attract customers and generate revenue to cover your advertising costs. The key is to provide genuine value to your customers by putting yourself in their shoes and focusing on helping them solve their problems.

Before we dig deeper into the lead magnet intricacies, let me present you with...

The main reason why your sales are low

Businesses often face challenges in growing sales. As frustrating as it is, this is a part of running a brand.

Typically, the challenges fall into one of three categories:

Small list

Some businesses struggle because they have a limited or non-existent database of prospects or previous clients. After all, how can you generate significant revenue on demand if you lack a sizable customer list?

Low traffic

Another common challenge is insufficient traffic to their website, store, or landing page. You can have the best product or the most beneficial service – if you struggle to attract enough people to see it, you won't be able to generate proper sales.

Low conversions

Driving traffic isn't everything, however. Plenty of businesses with high traffic might find a shocking turn of events – their conversion rates are abysmal!

What actually happens is their offer fails to compel prospects to make a purchase.

I'll be very, very clear:

Most businesses don't have a traffic problem – they have a conversion problem.

I'd go as far as to say that obtaining traffic is more accessible than ever, considering the abundance of digital marketing channels. The real challenge lies in effectively converting that traffic into sales. Achieving this goal requires implementing an

automated lead generation and customer conversion system. A system that turns advertising efforts into *profitable outcomes*.

The majority of businesses make a great mistake.

They direct the bulk of their visitors to a landing page tailored solely to the 3% of the individuals who are ready to make an immediate purchase. I will discuss the 3% theory more in detail later, in chapter seven. What matters right now, in this chapter, is the following:

Most of your traffic isn't yet prepared to buy. These people require additional information to make an informed decision. It's exactly this informational gap that leads to uncertainty.

And what do people do when they are uncertain?

They don't buy.

Thus, nurturing and educating your audience becomes the pivotal part of a customer's journey and your marketing activities. You need to take the role of an educator. By doing so you not only assist them in their decision-making process – you also position yourself favorably for future purchases.

In line with this, your messages should prioritize educational information over blatant promotion of your company. The essence lies in establishing a system that not only attracts and educates, but also nurtures prospects – which take action subsequently.

What I discussed in the paragraphs above ties into the first phase of how people function before acting upon your call to action.

All in all, customer behavior can be separated into three phases:

Awareness phase

In this stage, people become aware of their problem, desire, or dream. The focus here is on educating the buyer about their pain points. You do *not* talk about your company, product, or service. You address the problems you can solve. You offer the best answers to their queries (worries), educate them, and once that's done, you gently introduce them to your brand.

Consideration phase

If you did your job well, your customer enters the second phase. Here, they understand their desire or problem and are actively searching for a product or service to help them find the solution. Here is the right time to introduce consumers to your products and be more detailed about your company.

Decision phase

The final phase sees the customer deciding on the product or service that will solve their problem (or help them reach their goal). You need to provide testimonials or case studies from other customers who have resolved their issues through your product. Evidence reassures people of their decision, and highlights the effectiveness of your solution.

Your website should have content for each of these three phases. Educational lead magnets or informational content is hands-down the best option for users who are still in the awareness phase.

Next time you're puzzled by low conversion rates – or an increase in abandoned carts, consider why these people chose to leave without completing their purchase. Reflect on the questions they may have had. Questions to which they couldn't find satisfactory answers on your website.

Transform your frequently asked questions into valuable assets that nurture your customers. By providing valuable information, you position yourself as an *educator* and establish authority within your audience. This helps with them moving onto the next stage and ultimately, on the path to conversion.

Struggling with the type of content you should create for every step of the funnel?

Check the content planner you got as a bonus with the digital masterclass!

It covers all the information you'll ever need. By introducing applicable examples that simply work, I'll guide you through every step of the funnel.

Let me introduce a very important and relevant example of transforming frequently asked questions into valuable assets.

"What size am I?"

In the fashion industry, this is THE question customers ask themselves. Nothing else comes even remotely close.

I'm sure you yourself have experienced this time after time. Finding the perfect clothing size is a nightmare when shopping online.

52% of returns are due to sizing issues. It's *that* bad, yes.

Helping customers find the right fit is a treasure trove when it comes to deepening the relationship your business has with its audience.

What you can do is make a fitting guide page on your main menu where you can install a quiz or size recommendation tool that helps customers find their perfect fit, saving them time and effort. After the customer inputs their information but before they can see the size recommendation, ask for their email address or ask them to sign in their profile on your website to access their personalized results. Once you have their email and body measurements you can start sending them personalized offers.

By doing this, you'll be giving easily accessible information and offering personalized recommendations.

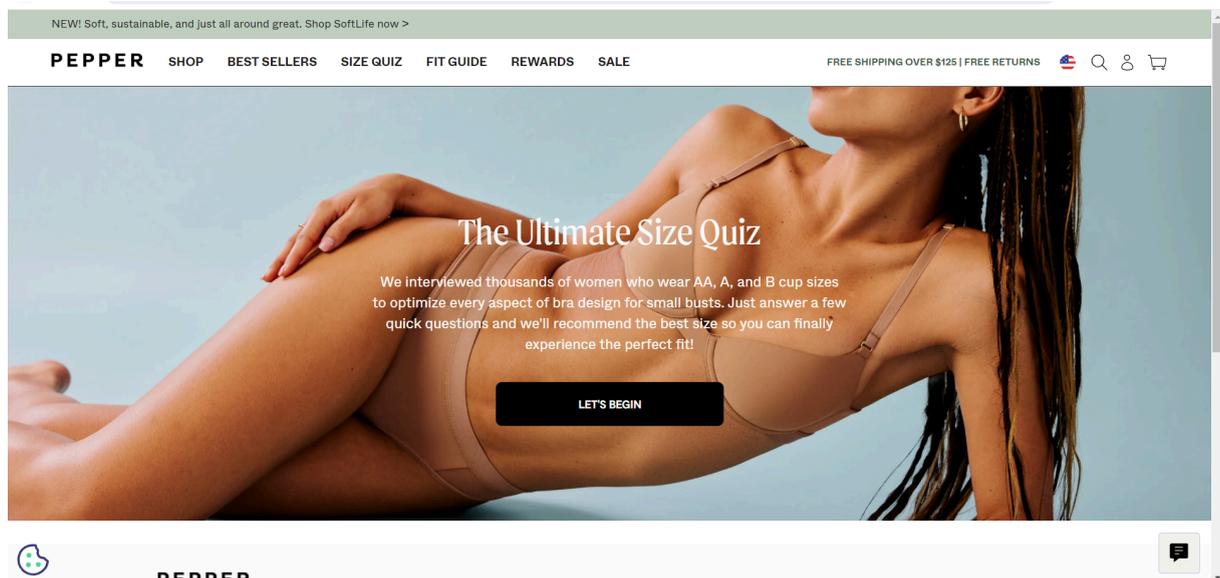
Pepper knows this.

(Yes, the same Pepper I discussed back in chapter one).

So, what approach did the brand go for?

They created a separate page from their website menu. There, customers fill out a quiz and Pepper helps them find the right size. This leads to a spectacular increase in sales, yes. It also decreases the number of abandoned carts. Last but not least, it also bumps Pepper's reputation and helps with overall customer trust.

If you're curious, you can also check [Pepper's size quiz page](#).



The brand also has a Fit Guide page. Here, customers can find more information about Pepper's bra fit, the company's USP (unique selling point). It also expands on the helpful content, as it helps customers find the best bra size for their body.

**Your bra probably doesn't fit because
It wasn't made for you.**

The Industry designs for 36C. We design for AA, A, and B.

Here's What's Unique

CUP SHAPE
Our cups are shallower so you can actually fill them. No awkward bra gaps no matter how you move.

LIGHT PADDING
We use lightly padded cups for a natural look, because no one needs to look 2 sizes bigger.

UNDERWIRE
We didn't just think the underwire; we optimized the curvature and length to maximize comfort.

**Sizing differs from brand to brand.
Make sure to find the right size.**

Enter your Measurements

BUST MEASUREMENT (IN INCHES)

BUST MEASUREMENT (IN INCHES)

FIND MY SIZE

YOUR PEPPER SIZE IS:

?

The step by step guide

1. MEASURE YOUR BAND SIZE
Using a measuring tape, measure around your torso, just beneath your bust, on an exhale. Make sure the tape is pulled snug, level and straight around your torso.

2. FIND YOUR CUP SIZE
Using a measuring tape, measure around the fullest part of your bust. Make sure the tape is level, not too tight, and straight around your torso.

		Band					
		28-30"	30-32"	32-34"	34-36"	36-38"	38-40"
Under Bust	28-30"	32A XXX	32B XXX				
	30-32"	32A XX	32B XX	32C XX			
	32-34"		32A B	32B B	32C B		
	34-36"			32A M	32B M	32C M	
	36-38"			32A L	32B L	32C L	
	38-40"				32A XL	32B XL	

To find your sister size, move vertically on the chart. For example, 32A and 32AA will have the same cup volume.

What Pepper basically did is transform their customers' frequently asked questions into valuable assets. They are informational, well-designed, and cater to what the brand's audience actually needs. Making them pages on the site menu is a testament to their importance and impact.

Later in this eBook, I'll talk in detail about finding the accurate size recommendation tools. I'll also discuss why [Size Sense](#) is objectively the best option to help customers find the best size for them. As a quick snapshot, Size Sense's 94% fit accuracy rate is achieved by:

- Considering custom measurements and body types, thus accommodating diverse body shapes.

- Fully taking into account fabric elasticity, unlike other existing solutions.
- Not relying on generic size guides or the flawed past purchase data approach.

[Size Sense](#) pretty much transforms the online shopping experience for both brands and customers.

Let's put a pause on discussing the tool, though.

First, let's return to your lead magnet – and the art of constructing it in an effective way.

How to create the perfect lead magnet

You have identified your ideal customers. You have also determined the additional information they require to move them up the pyramid of engagement.

This is exactly where creating your lead magnet fits in.

I suggest you stick to the three essential rules. Namely:

#1: You need an attention-grabbing headline.

#2: Each point of the lead magnet should address a pain point for your customer.

#3: Keep it simple.

Let's expand on each one of these.

Rule #1: Craft an attention-grabbing headline

Attention-grabbing does *not* mean clickbait. To create a proper headline, you need to pinpoint your ideal customer's most urgent and persistent problem. Your headline should express that you can provide them with the most valuable and immediate solution.

Some more lead magnet ideas could be:

- Quizzes or size recommendation tools that give personalized size recommendations
- Coupons
- Checklists
- Cheat sheets
- How-to guides
- White papers

Rule #1 can be further broken down into a total of six essentials.

Essential #1 is a compelling language.

Your headline should captivate readers and compel them to delve in your content.

Essential #2 involves numbers

Numbers are a great way to build tangible structure in your headlines. Headlines incorporating them have proven to be more engaging and easier to digest. "3 things you must know before buying a bra" – sounds good, right?

Essential #3 deals with adding a twist or a qualifier.

Introduce a twist to your hook to increase intrigue and create contrast. An example: "How to make your butt look sexy even if you haven't hit the gym in a while"

Essential #4 is highlighting benefits.

Focus on the reader's desired outcome and immediate benefits. Emphasize how your offer and product will help them solve a problem or achieve a goal.

Essential #5 brings in the power words.

You need to evoke curiosity and urgency. Power words such as "must", "alarming", "secret", "shocking" and others help with that. Remember to stay away from clickbait! Keep it factual with a dash of teasing.

Essential #6 is to be specific and intriguing.

Be both vivid and particular in your headline to maximize its impact and entice readers to act on its message.

A headline based on these essentials will be attention-grabbing, will resonate with your audience, and ultimately will drive action (and sales) to your brand.

Here are a few simple formulas to a compelling headline:

#1 Uncover the ultimate secret to X

Example: Uncover the Ultimate Secret to Finding Jeans That Fit Perfectly

#2 [Do Difficult Thing] in [Specific Period of Time] Even If / When [Shortcomings]

Example: Find Jeans that Fit Perfectly in Seconds When You Shop Online

#3 Step-by-step guide on how to do X

Example: Step-by-step Guide on How to Buy the Perfect Bra for You

These hook examples are simple, but serve as a decent foundation for the title of your lead magnet.

Keep in mind that these are proven and somewhat standard. They can still yield great results, but crafting your own unique and memorable irresistible offer will be even more effective.

Rule #2: Address burning issues

Every point of your lead magnet should address a pressing concern or a pain point faced by your audience.

Remember the Good American example from Phase 1?

Here is one ad copy of theirs:

"JUST DROPPED: NEW ALWAYS FITS SWIMWEAR – The styles you need in the colors you want, in a size that always fits. Shop now!"

Trendy colors and perfect fit. Two of the most important concerns women have when shopping online. The copy addresses them both and thus converts tremendously well.

Rule #3: Keep it simple

No need to get overcomplicated. Begin by creating either a blog post, or an eBook. There's a variety of lead magnet options available. However, an informative blog post or eBook stands out from the rest – both are rather simple to structure, and easy to create.

Even a 6-page eBook can be plenty to provide value to your customers. In some cases, you don't even have to start from scratch. Existing blog posts can be re-purposed and arranged into a good eBook.

Now that we've covered some lead magnet basics, let's head to the next phase.

Phase 4: Master strategies to make viewers loyal, paying buyers

Most business owners make a very common mistake:

They send traffic straight to the landing page or homepage in pursuit of sales.

This approach overlooks a critical factor – brand awareness and loyalty. Visitors often arrive completely unaware of your brand or products, which makes immediate sales unlikely.

Actually, there is another issue with sending visitors to your homepage or landing page!

Picture this. Your customers end up on your homepage and see a brand and products that they are unfamiliar with.

What is the fastest way to make them buy something?

Promotions, coupon codes, or a sense of urgency (usually: highlighting limited stock).

On paper, these tactics sound good – they will spur impulse purchases, driven by what we call FOMO (fear of missing out). In reality, they often lead to a fashion brand's biggest enemy:

Higher return rates.

The reason why is quite simple, really. These purchases were not driven by genuine need, interest, or cultivated brand awareness. They were driven by emotion. Once the initial excitement fades, customers experience buyer's remorse. Soon, returns follow, as well as the risk of diminished customer satisfaction.

Instead of solely relying on promotions and discounts, focus on building trust and establishing a genuine connection with your audience. What you want to do is adopt a strategy that educates, engages, and nurtures leads over time.

How do you do that?

My advice is to use opt-in pages.

Instead of sending the traffic to your homepage or landing page, use an opt-in page. It serves a singular purpose: to capture visitor information, most often their name and email address in exchange for a valuable lead magnet. Small ebooks are the most classic example.

By offering something of value upfront, you not only grow your email list. You also establish a closer connection with potential customers.

In the section below, you'll find an example of how an effective opt-in page should look if you want to maximize conversions and engagement.

A customer providing their name and email address is a big deal. It's the act of them investing their *trust* in your brand. When you create your lead magnet, it's crucial to deliver content that not only meets, but actually exceeds their expectations. Handing out a bad or insufficient piece of information could shatter that trust from the get-go.

Much like other pieces of the brand marketing puzzle, opt-in pages are an art.

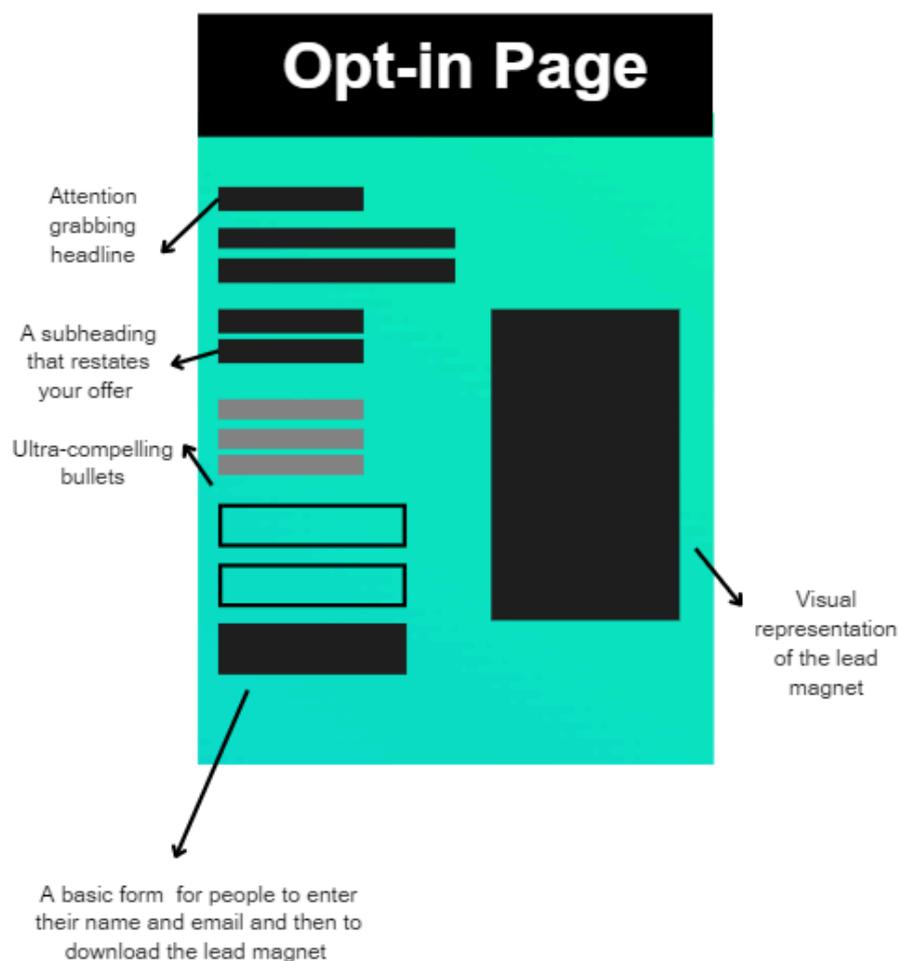
Building a proper opt-in page involves leveraging insights from thorough market research, as well as understanding your audience's deepest emotions and desires. This circles back to what was discussed in the previous chapters.

Let's once again get to the practical part.

Here are the foundations for a good opt-in page:

- Hook your reader with a headline that demands attention.
- Restate your offer clearly in the sub-headline.

- Unleash compelling fascination bullets: Use captivating snippets that illustrate how your content will transform their world.
- Visualize the value you offer: Showcase a freebie. This could be a report, cheat sheet, or others.
- Provide a streamlined form: Give them an easy point of entry – just name and email for instant address to your lead magnet/value offer.



The Opt-in headline

Your headline should promise a *clear* benefit that directly addresses your audience's pain points. Leave no room for ambiguity – this has to be concise, specific, and catchy.

Your copy needs to be energetic and provoking, something that will wake people up. Pair this with an immediate solution to your customers' needs, and you'll captivate them.

Struggling with a foundation to bounce ideas from?

A few quick headline formulas:

#1 Finally! How to get [DESIRED RESULT] without [THING THEY FEAR MOST] in [SPECIFIC TIME FRAME].

#2 Guaranteed. [PROBLEM]? Get my [SOLUTION] and [RESULT].

Example: Can't find a bra that just fits right? Get our step-by-step guide and find a bra that fits perfectly in no time!

The Opt-In sub-headline

Don't underestimate this element of your opt-in form. The sub-headline reaffirms your offer and precisely outlines what its recipients will receive.

Going back to the above example (modifying it slightly), we arrive at this:

Receive a step-by-step guide on how to properly take your measurements and find the perfect bra for you

Your sub-headline should explain how the delivery process plays out.

No long-winded explanations! Be straightforward and clear:

Just enter your email address below. A PDF copy will be promptly sent to your inbox.

Compelling fascination bullets

Bullet points are another must. Designed to captivate the reader with precious insights, they should imply significant benefits.

This is your playground of evoking curiosity. Pitch nuggets of information to spur your audience into action. Bullet points should be the final push to tip prospects over the edge into opting-in.

The key ingredient to any bullet point strategy is *curiosity*.

To help you out, I've curated several formulas that can serve as your strategic template.

1.How to X without Y:

Example: How to find the perfect bra without endless fittings

Challenge the notion that finding the right bra requires multiple frustrating fittings by offering a solution that simplifies the process.

2. Address a common belief and say why it is wrong:

Example: Addressing the myth of one-size-fits-all bras.

Debunk the common belief that bras are universally sized with a bold assertion like "Think all bras are universally sized? Think again!"

3. X ways to Y:

Example: Five foolproof methods to find your ideal bra fit

Offer a straightforward approach to finding the perfect bra fit with a list of actionable steps.

4. Where to find Y:

Example: Where to discover the ultimate bra fit experience

5. How to eliminate X:

Example: How to eliminate bra discomfort once and for all

6. What you should never:

Example: What should you never ignore when bra shopping?

Highlight crucial factors to consider when shopping for bras, tapping into the fear of making costly mistakes.

7. Say goodbye to X [frustration]:

Example: Say goodbye to ill-fitting bras and welcome comfort

8. The truth about Y:

Example: The truth about bra sizing: Reveal hidden truths about bra sizing

Again, remember: the bullet points you use should showcase the benefits of opting-in and downloading your lead magnet. You need to motivate your audience to act.

Capture names and email addresses

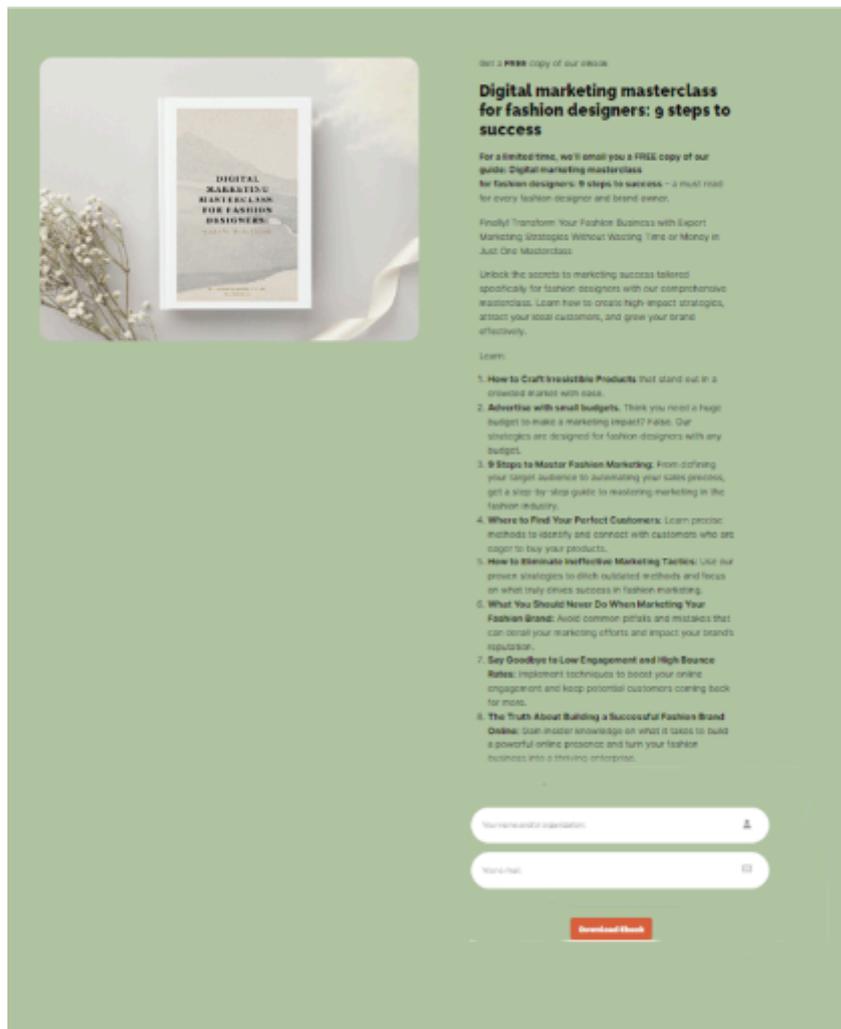
If you want to maximize opt-in conversions, you need to keep it simply.

I suggest you request only two pieces of information:

Your customer's name and email address.

That's everything you need. From there on, you'll employ email automation to nurture the gathered leads over time and turn them into loyal clients.

Here is an example for opt-in page:



Notice something? It's crystal clear that this offer is aimed at fashion designers and brand owners.

Back to your potential customers and their contact details...

Now that you gathered the information through your opt-in page, it's time to initiate the follow-up. It's time to nurture your prospects via email. This is where the bulk of your sales efforts should be concentrated.

However!

There's an immediate opportunity to grab the attention of more eager buyers.

This is the so-called *irresistible offer* which I will cover in the upcoming chapter. Once a prospect has downloaded your lead magnet, they will be taken to a thank you page. We'll leverage this as a landing page to present your irresistible offer.

A few words before the next chapter.

I understand that for many of you, selling and promoting your products might be the hardest part of running your business. Some of you might feel it being too salesy, too pushy even.

Let me be clear:

As an entrepreneur, as a brand owner, your number one responsibility is to sell.

It may be difficult or counterintuitive to see yourself as a seller. However, this is reality. When I started my fashion brand back in 2015, I had the same issue. I fully believed that a happy customer would tell another, and that would be enough.

It's not that simple, unfortunately. Thousands of other owners think in the same way. If you want to stand out, you need more than just great products – you need effective marketing strategy.

Don't make the same mistake I did. It took me a long time to realize that I needed to focus on marketing and be *proactive* in selling my products. This is the biggest lesson I learned. The most important skill for a small business owner is the ability to sell. You can't fully delegate this task because it's the cornerstone of your whole business.

If you want to excel as an entrepreneur, you need to master the art of selling. Period.

Dedicate most of your time, attention, and energy to activities that will generate revenue for your business. This is what I call the act and art of selling.

Phase 5: Introduce an irresistible offer and landing page

You'd be surprised by how many business owners actually miss this.

In the world of business, crafting an irresistible offer is the key to success.

An effective offer aligns with what prospective customers' desire and what they must do to attain it.

The concept of the *irresistible offer* emphasizes making bold claims and promises to create a proposition so alluring that it eliminates objections. It compels your audience to buy.

A successful business strategy hinges on understanding and meeting market needs. It doesn't involve imposing personal preferences. Following through the previous chapters, by now you have identified your customers' desires. This should lead you to creating offers that fully resonate with your audience.

A crucial element here is the detailed sheet that outlines the features and corresponding benefits of a product or service.

You need to list every feature and translate it into a tangible benefit for your customers. It seems straightforward, but the process of aligning features with benefits requires thorough research and careful consideration. Otherwise, it'll flop.

The first column of your detail sheet should have enumerated features that detail the specifications and characteristics of your offer. The second column should be titled "Benefits". This is where each feature is transformed into a corresponding benefit, highlighting the value proposition for the buyer.

You need to differentiate between features and benefits. Remember, features are *factual* details about a product or service. These could be anything from material composition or design specifications, among others. Benefits, on the other hand, articulate what the product will do for the consumer. They speak directly to your audience's needs and desires.

Quick example:

A pair of leggings made from high-quality lycra is a feature. The benefits are superior body shaping and compression.

Make a list with the features and benefits of your products. Be comprehensive and pick the most appealing ones. This is the foundation of your *irresistible offer*.

Too many business owners overlook this step. Don't be one of them! This factor holds the key to creating persuasive and impactful marketing messages.

Similar to what I did earlier, let me break down the elements of an irresistible offer.

Your irresistible offer headline

The headline should be specific, involving timeframes and addressing particular pain points of the target market. It can also diminish any risks/hassles the customer might be afraid of.

Take a look at Casper's offer:

"America's best-reviewed mattress, delivered to your door for free, for a 120-night trial."

Or another lengthier example:

"Discover your perfect fit with our exclusive small bust bra collection, backed by our 90-day fit guarantee. If it doesn't fit perfectly, we'll exchange it for free, ensuring unparalleled comfort and confidence every day."

8 components of your irresistible offer body text

Attention to detail and a strategic approach. These are your keys to creating a truly irresistible offer.

I'll discuss eight essential components – each of these contributes to a successful value proposition.

1. Opening: Begin with a clear and credible explanation of why you're presenting such a generous offer.

This could be a "Special introductory offer" (or similar lingo) to showcase the benefits of your product or service. Alternatively, it could be a demonstration of your superior business model that allows for cost savings passed onto the customer.

Or it could mix both! Whichever it is, you should articulate your reasoning in a compelling manner. Make sure to emphasize on your value proposition and be as transparent as possible – this will help with establishing trust.

2. Build Value: Establish the value of your offer by comparing it to the usual market price or your competitors' rates.

Provide specific details and evidence of your regular pricing, such as past sales records or testimonials. A good practice would be to use screenshots from other sources to enhance your credibility.

Emphasize why even at full price, your offer is of exceptional value. Then, reveal the discount in a way that positions you as the customer's advocate, showcasing the substantial benefits compared to the nominal price.

3. Proof: Supplement your offer with evidence and testimonials that validate its effectiveness.

These could vary from customer reviews to case studies, or even before-and-after comparisons to demonstrate factual results.

Tangible proof is unbeatable! It reinforces trust and convinces prospects of the value they'll be getting from buying your products or services.

4. Scarcity: Introduce elements of scarcity to create a sense of urgency and motivate action.

The tools at your disposal here are quite diverse. Limited time offers and exclusive bonuses for early adopters are a great strategy. Restricted quantities can be effective too, as they instill a fear of missing out (FOMO) and drive conversions.

You should highlight the opportunity's exclusive (and time-constrained) nature to push your customers towards immediate decision-making.

5. Risk Reversal: Mitigate perceived risk by offering guarantees or warranties that alleviate concerns about buyer's remorse.

Classic examples are money-back guarantees, as well as satisfaction guarantees. Quite often you could also provide free trials to reassure more hesitant customers.

When you assume the risk, you instill confidence and remove barriers to purchase from more scrutinizing prospects.

6. Bonuses: Enhance the perceived value of your offer by including enticing bonuses or add-ons.

These secondary items or services should complement your main offer. They should address any additional needs or desires your customers have.

The more strategically chosen the bonuses are, the better will you differentiate yourself from your competitors.

7. Call to Action: Conclude your offer with a clear and intriguing call to action (CTA) that prompts immediate reaction.

Your best sidekicks here are persuasive language and direct instructions. Mixing both, you will guide prospective buyers towards your desired action. It could be making a purchase, signing up for a trial, or contacting your sales team – depending on your business details.

You should make it easy for people to take the next step and capitalize on the value proposition you presented them with.

8. Anticipate and overcome objections: Much like real life, in business you need to handle criticism or pushback, and overcome obstacles.

Start by identifying the relevant objections. Customers who will be skeptical towards your offer *always* appear. Take your time and consider their sentiments, writing them down.

Once you've done so, it's time to overcome the obstacles. Plan accordingly and above all, address each objection directly to increase the likelihood of turning skepticism into conversions.

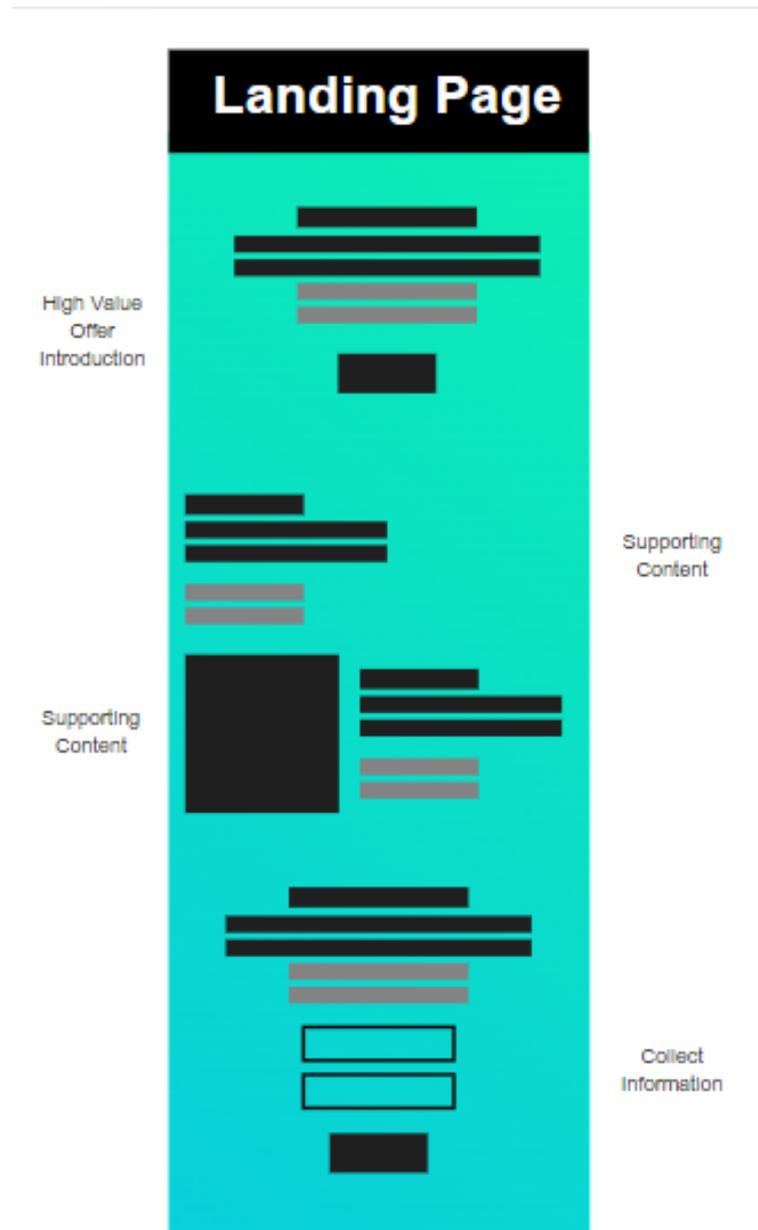
This ties into enhancing your offer. Once objections have been properly addressed, you need to re-evaluate your offer. Pushback means your offer lacks a compelling element. Think of anything (features, ad copy etc.) that will increase its desirability and appeal to your target market.

Speaking about copy, make sure your offer's message is clear, concise, and leaves zero room for confusion. Outline what the prospect will receive, when will they receive it, and the tangible benefits it will provide.

Alright! These were the eight components that construct a good *irresistible offer*.

Now, it's time to implement your irresistible offer into your landing page body text.

Here is the standard template you'd see in a landing page:



The structure of a typical landing page.

Here are the 16 components of your landing page body text

- 1. Attention-Grabbing Headline:** Use a bold promise to demand attention.
- 2. Substantiation:** Back up your promise with straightforward explanations.
- 3. Intriguing Bullet Points:** Create intrigue with compelling bullet points.

This is where you need to dial it up. Write ten to twenty additional headlines and trim them down to your best six. Each bullet should address different pains or fears, hopes or dreams of your target market. Each should add an element of intrigue and tease your prospects. An example: "The little-known secret to _____ that _____ don't want you to know".

4. Problem Identification: Highlight the audience's pain points and struggles.

Who is your exact audience and how do they feel? Identify your target market and tell these people a story about a problem, a struggle, a challenge. Explain how it feels to experience this specific problem. Be empathetic. Your customers should feel as if you're reading their mind. They should be left saying "Yeah, that's exactly how I feel!"

5. Solution Presentation: Offer a solution and demonstrate its superiority to other existing options.

You *will* have competitors. Lots of them, most probably. When revealing your solution to an audience's problems, prove your products or services are the best viable option out there. Be clear in demonstrating how your solution is different from all other options.

6. Credibility Building: Establish trust and expertise through credentials.

7. Benefits Emphasis: Focus on the benefits rather than features.

People don't really care about you or the technical details of your products or service. They care about what it will do for them, how will their life improve by using it.

8. Social Proof: Utilize testimonials and statistics to build credibility.

9. Irresistible offer: Present a clear, valuable, and irresistible offer, created as explained above.

10. Bonus Inclusion: Enhance the offer with relevant bonuses.

11. Value Stacking: Highlight the total value and benefits of the offer.

12. Price Revelation: State the price and justify its value.

13. Scarcity Implementation: Create urgency through limited-time offers.

14. Powerful Guarantee: Remove risk with a strong guarantee.

15. Clear Call to Action (CTA): Directly instruct the audience on what to do.

16. Closing P.S.: Reinforce the offer, warn against inaction, and reiterate the urgency.

This list includes the foundations of proper audience engagement that yields results and pushes your business to the next stage. If you follow these steps, your sales message will not only captivate and persuade – they will drive action, setting you on the path of success.

The last part of the current chapters deals with KPIs (key performance indicators). I don't want to be too technical on this matter. Rather, I'd like to give you a quick outline on the three most important KPIs:

Cost per lead (CPL)

CPL is calculated by dividing the total advertising cost by the number of leads generated from a specific campaign or marketing activity.

Using this KPI you assess the efficiency of your lead generation efforts.

Cost per acquisition (CPA)

CPA represents the expense incurred in advertising to acquire a new customer.

This one is the crucial metric for gauging marketing profitability and effectiveness.

Lifetime value (LTV)

LTV is the anticipated net profit generated by a customer throughout their relationship with your business.

This KPI is fundamental for your strategic decision-making and the long-term profitability analysis of your business.

Other KPIs do exist, but I'm of the firm opinion these three are the basis of a well-functioning business. Depending on your operations, you need to identify the additional KPIs that will eliminate guesswork in determining your marketing budgets.

Remember – decision-making should always rely on hard data and proper analysis.

Phase 6: The art of building ads that sell

Diversification.

This is the keyword I'd like you to remember when it comes to traffic. Any successful business prioritizes diversifying traffic sources to ensure a steady flow of leads.

How do you achieve this?

In general, the optimal approach involves a three-step process:

1. You should begin with one primary channel. Take your pick from SEO, Influencer Marketing, Google Ads, Facebook Ads, Instagram Ads, YouTube, even LinkedIn. Your budget and target audience both play a crucial role here.
2. Test, test, test. You need to identify an offer that converts well. The rule of thumb is that it needs to generate more revenue than the cost of acquiring leads (CPL) or

customers (CPA) on your channel. Dig into the data and analyze your metrics, reiterating if needed.

3. Once you've started being profitable with your primary channel, gradually incorporate additional channels. Go at your own pace with these additions, one at a time is perfectly alright.

As I pointed out, diversification is the key to success. It's never a good idea to rely on a singular traffic source, as you are vulnerable to the particular platform's policies and decisions. Optimizing your marketing efforts across multiple channels improves your lead generation results, as well as business growth potential.

When experts talk about traffic, you'd often see them mentioning "temperature". Traffic can be cold, warm, or hot – understanding these types is crucial for maximizing conversions.

Here's a short explanation of each type:

1. Cold traffic

These are the people who are complete strangers to your brand. You can think of them as Tinder users who have just landed on a new profile. Their interest will be determined by one thing: their initial impression of your ad or landing page.

2. Warm traffic

Familiar with your brand, but not convinced yet – warm traffic is somewhat comparable to getting a second date. These users are testing the waters to see if there's a potential to become your customers.

3. Hot traffic

This audience has engaged with you before, knows your offers, and is highly receptive to your campaigns and content. Hot traffic consists of customers that have flourished into your long-term clients.

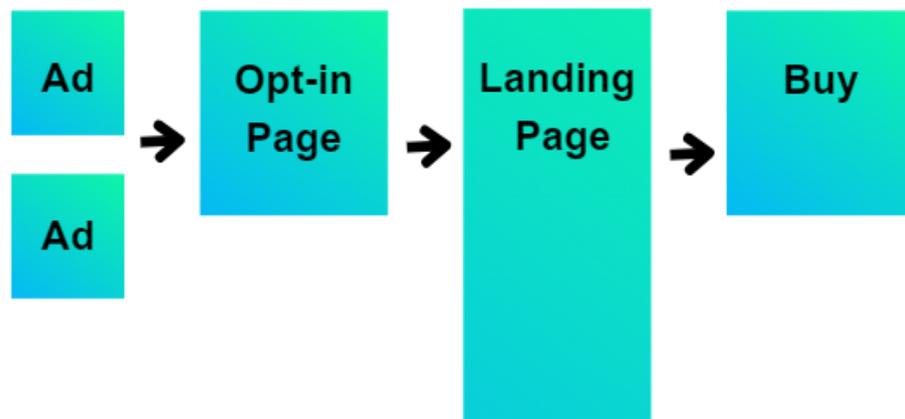
Traffic temperature matters. A lot.

Matching your message to the corresponding type of traffic you get is essential if you want to succeed. Your ads, your offers, your landing pages – everything should suit each segment. Your goal here should be to nudge these people from cold to warm to hot traffic, building long-lasting connections with your audience.

I've seen a lot of businesses bombard prospects with immediate sales pitches. You shouldn't be too aggressive to cold traffic, it's counterproductive.

Effective lead capture involves employing the *irresistible offer* I discussed in the previous chapter. You should educate and nurture prospects, and *then* present an offer. Google or Facebook, Instagram or TikTok, YouTube – whichever your channel is, your initial goal is to attract attention to your ads.

Each step of your funnel should aim to transform disinterested viewers into valuable customers.



Your ad has one main purpose: to "sell the click".

Your opt-in page should aim to get your customers' contact details.

Your landing page is where you pitch the benefits of your products and how they solve your audience's problems.

Bonus tip: To maximize the effectiveness of your sales process, consider adding a "Thank You" page after customers complete their order. This page provides a prime opportunity to offer upsell or cross-sell products, encouraging customers to enhance their purchase with additional items that complement what they've already bought.

These three elements constitute the so-called *Sales Mechanism*.

The job of the Sales Mechanism is to close the deal. I'll discuss this concept in the next chapter to build on what we discussed here.

If you want to reach prospects who are in buy mode, opt for Google Ads or SEO, targeting high purchase-intent keywords. People who are in the awareness stage should be targeted by Google or Facebook (or equivalent platforms, depending on your audience). Cold prospects are the largest segment of your market – again, it depends on your customer base, but Instagram Ads, YouTube, LinkedIn, Google are all good options.

How to *actually* write Facebook/Instagram ads that force buyers to read every word of your ad

Consumers are fickle and, honestly, many of them are tired of ads that don't address their needs properly.

How do you capture their attention and make them click?

The key lies in tapping into primal desires. This could be triggered in various ways, with some examples being:

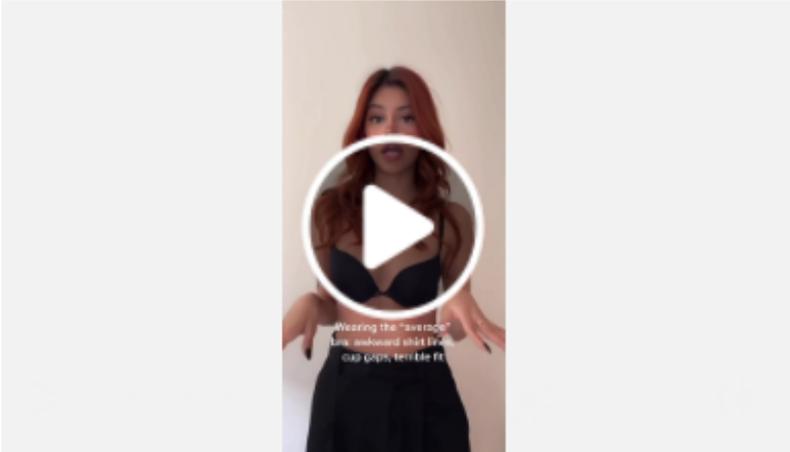
- Curiosity & intrigue
- Shock
- Direct benefit
- Implied benefit
- Fear
- Vanity
- Self-interest (better, richer, stronger, faster, healthier, happier, sexier etc.)

Let's take a look at several successful ad types.

Ad type: Irresistible intrigue

 **Pepper**
Sponsored

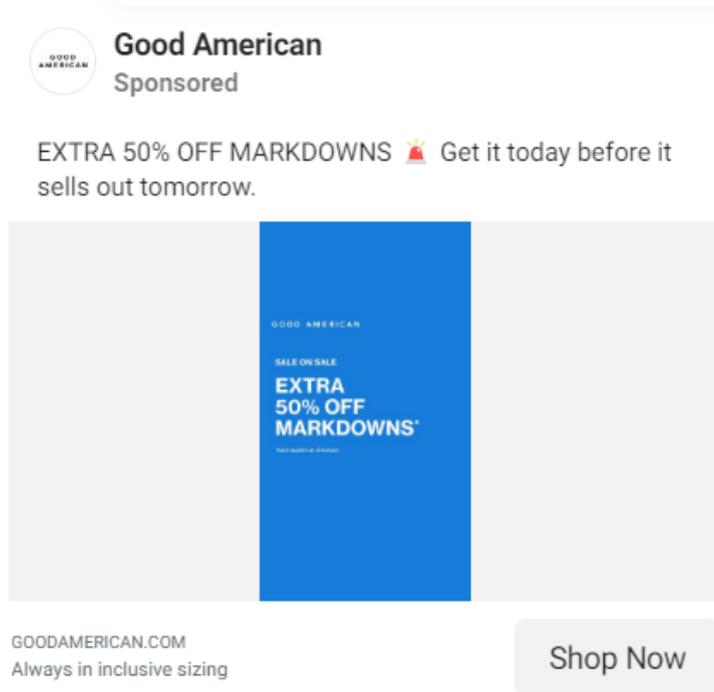
FINALLY, the push-up bra reimagined for small boobs. Ultra-contoured, body-hugging lift that skims your curves and highlights what you've already got - without excessive padding and uncomfortable, poking underwire.



Wearing the "average" line, padded that makes our girls, terrible fit

The image shows a video thumbnail for a Pepper bra advertisement. It features a woman with long red hair wearing a black bra. A large white play button is overlaid on the video. Below the video, there is a caption that reads: "Wearing the 'average' line, padded that makes our girls, terrible fit".

Ad type: Fear of missing out (FOMO)



Good American
Sponsored

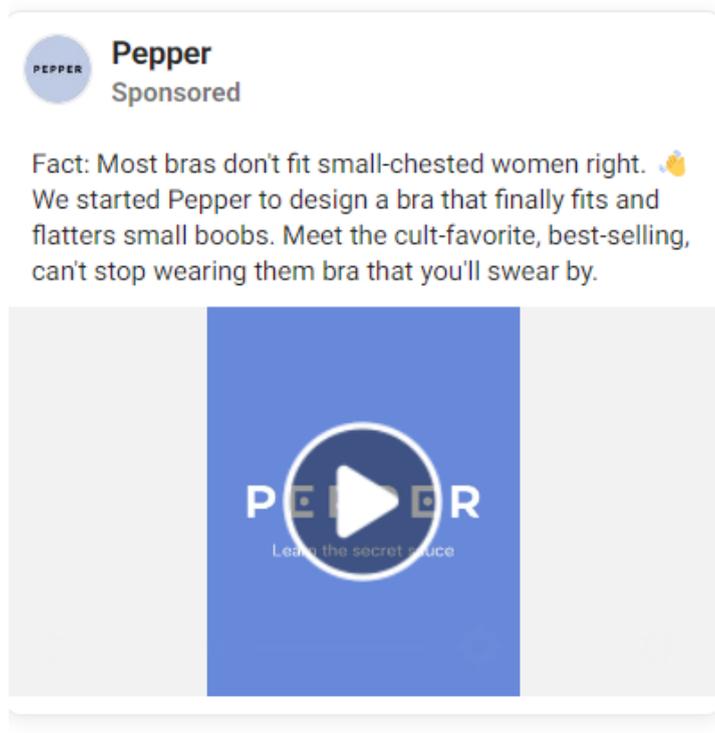
EXTRA 50% OFF MARKDOWNS 🚨 Get it today before it sells out tomorrow.

GOOD AMERICAN
SALE ON SALE
EXTRA 50% OFF MARKDOWNS*

GOODAMERICAN.COM
Always in inclusive sizing

Shop Now

Ad type: Myth buster



Pepper
Sponsored

Fact: Most bras don't fit small-chested women right. 🙄
We started Pepper to design a bra that finally fits and flatters small boobs. Meet the cult-favorite, best-selling, can't stop wearing them bra that you'll swear by.

PEPPER
Learn the secret sauce

Ad type: Freebie / Discount



Booty Sculpted
Sponsored

🔥 *Black Friday Sale -25% OFF for two items or more *
🔥

Looking for some edginess in your wardrobe? Check out our latex and leather best sellers, now with 🔥 -25% OFF!

We ship internationally. You take the spotlight: ...



[HTTPS://BOOTYSCULPTED.COM](https://bootysculpted.com)
BLACK FRIDAY SALE -25% OFF FOR 2 OR MORE

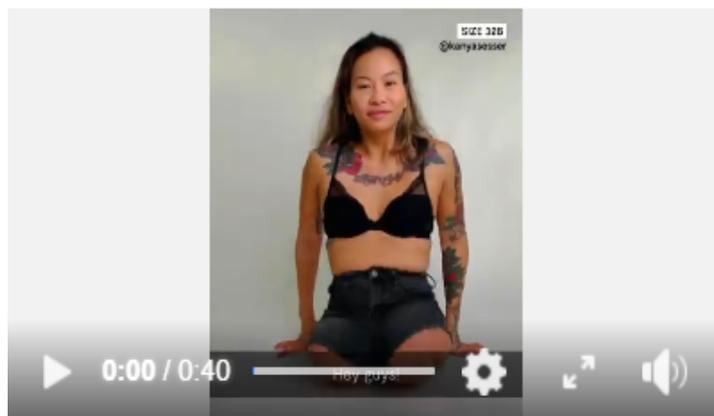
Shop Now

Ad type: Testimonial



Pepper
Sponsored

"It feels incredibly amazing." – Kanya Sesser, Paralympian and fan of Pepper bras. 💪☀️



Ads are not a monolith. If there's one thing that I want you to remember, it's...

Crafting a high-converting ad involves understanding its key components!

In this particular case, I'll discuss the components of Facebook ads as they were essential to my business.

The three main components are:

- **The intro text:** You need to use it to grab attention *immediately* when addressing your audience. Test varying lengths of copy to optimize engagement.
- **The ad image:** Don't go overboard with promotional images. Rather, use images that blend seamlessly with organic content. Forget about text-heavy images, as Facebook users (and social media users in general) prefer visuals over lengthy sentences.
- **The link headline:** Your ad's headline is crucial for capturing interest. Avoid being too much of a clickbait, but make sure to evoke interest. You can study what the leaders in your niche do with their ads and emulate it when starting out.

Of course, this is just the top of the iceberg!

Some additional elements you need to consider are:

- **Link description:** Use this to provide additional context to your headline. You should offer readers more insight into what they can expect upon clicking.
- **Call to action button (CTA):** Be gentle. "Learn more" or similar messages are great for encouraging clicks. Split test to optimize your button performance.
- **Display URL:** It sounds obvious, but you'd be surprised. Always double-check that the web address accurately reflects your destination page!
- **Social buttons:** Social engagement is a fantastic way to increase credibility and encourage sharing.
- **Copywriting strategy:** Be provocative and stand out, without overselling or being too pushy. Focus on intrigue and pique curiosity, staying true to your brand's actual value proposition.

- **Self-reflection:** Would you yourself be interested in an ad like yours? Step back and evaluate. Put yourself in your audience's shoes and re-iterate your ad if you find it lacks something.

Throughout the years running small businesses, I've done quite a few campaigns. Facebook and Instagram ads turned out to be fantastic channels for me.

Here is a quick checklist based on my Facebook ads experience. Some of these can be applicable to other platforms too:

- ✓ Does the copy demand attention and resemble news?
- ✓ Is your ad focused on selling the click instead of overselling?
- ✓ Are tracking mechanisms in place so you can measure audience and ad performance?
- ✓ Is emphasis placed on earnings per click (EPC) and sales volume?
- ✓ Is your return on investment (ROI) from the ads positive?
- ✓ Is your copy tailored to attract your ideal audience?
- ✓ Are conversion rates increasing while your cost per conversion decreases?

These can serve as your foundation of evaluating ad performance and optimizing your campaigns for success, regardless of the primary channel you have chosen to use.

Phase 7: Build the sales mechanism

Summing up previous chapters, what happens is:

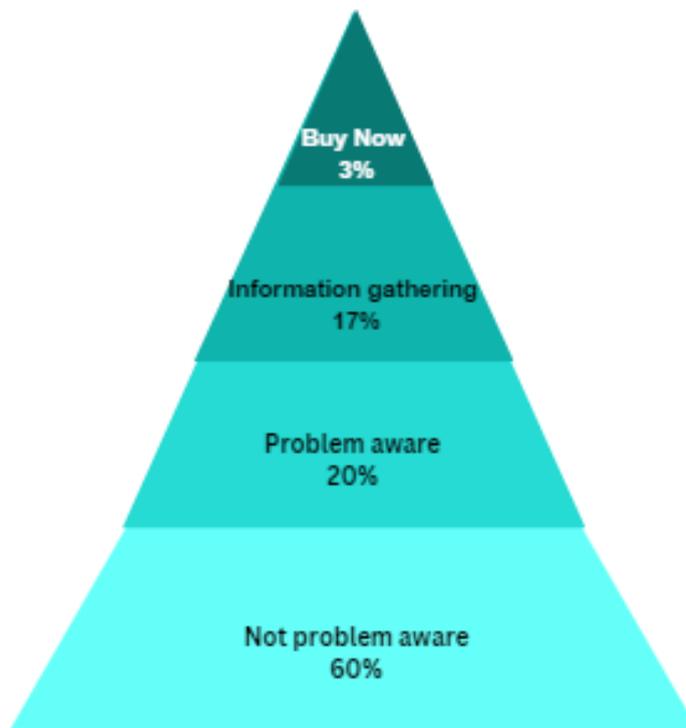
You start your journey with a traffic source, acquiring clicks and directing them to an opt-in page. Here, visitors exchange their contact details for your lead magnet (eBook or informative materials), transforming them into prospects. After downloading your lead magnet, they land on a thank-you page where you showcase your *irresistible offer*, presented through text, video, or a mix of both.

Here's the twist:

This approach only caters to the 3% ready to make a purchase.

The remaining 97% are still undecided. They enter your sales funnel, but may not progress to buying anything.

To illustrate the general pyramid of user intent:



Understanding the larger market formula

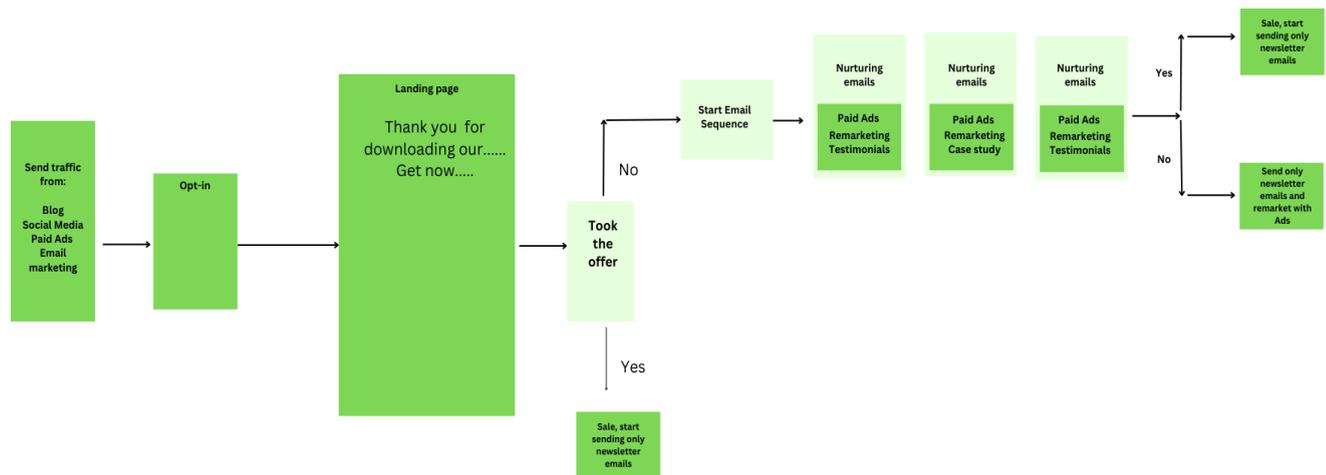
Although many prospects who opt-in for your lead magnet might not be ready to make an immediate purchase, they still present a valuable opportunity for conversion.

Don't miss it.

Sure, this mass of 97% visitors isn't actively seeking to buy now. However, these people have demonstrated an interest in you addressing a specific need or problems of theirs.

This is where the *Sales mechanism* comes in.

The Sales mechanism entails sending video sequences that offer valuable insights and guidance. Using them, you can effectively nurture these prospects and gradually move them closer to making the decision to purchase. The more active you are in engaging with this large segment of the market, the more profit potential you'll unlock.



The Sales mechanism is a series of pages and emails (usually two or three). These emails give the 97% pure value, showing testimonials of happy customers, or user generated content (UGC).

What should these emails include?

Begin by understanding your prospect's current position and envisioning their journey. Draw a timeline. Your prospect is at the beginning, their desired outcome – at the end.

Next, identify 4 or 5 critical milestones required for your prospect to achieve this desired outcome. Each piece of content you deliver should aim to bring them closer to their goal. Build trust and goodwill and diminish any skepticism they may have. The most optimal way to deliver this nurturing content is through a sequence of emails or remarketing ads.

Let me give you a practical example.

Imagine a person searching for a bra that fits right.

To effectively drive sales, start by using a banner on your website or targeted ad campaigns that clearly highlight your product and the problem it solves. When users click on the banner or ad, direct them to an opt-in page (similar to Pepper's) where you show your product and offer personalized size recommendations.

On this opt-in page, ask for their email address or require them to sign into their profile before revealing their personalized size recommendations. Once they've provided their information, guide them to a landing page where they can learn more about your product and make a purchase.

If they complete the purchase, redirect them to a "Thank You" page. This page is an excellent opportunity to present upsell or cross-sell products, encouraging them to enhance their order with complementary items.

If they don't make a purchase, follow up with a targeted email sequence to re-engage them and encourage a future sale.

Here is how the sequence of emails and remarketing ads should look like:

The first email or remarketing ad should focus on how your product directly addresses the customer's needs and solves their problems. It should also anticipate and address any potential objections they might have, reassuring them of your product's value and benefits.

The second email/remarketing ad should include answers to frequently asked questions, your brand's story, and explain more about your production process or the sourcing of your materials.

The third email/remarketing ad should consist of testimonials and user generated content (UGC).

The Sales mechanism provides much-needed value to those 97% of prospects who are still not ready. This approach helps you close the gap and nurture them into becoming a paying customer.

Find here scheme of the full sales mechanism:

https://www.canva.com/design/DAGdYH-npOQ/GBi_xovcTJ_tXxxMGmbotA/edit

Phase 8: Automate and multiply

Remember Phase 3? I helped you make your opt-in page and by sending the lead magnet to your customers, you obtained their email address.

Email marketing is the cornerstone of every business. In most cases, it will be your primary revenue stream.

This chapter explores the power of email to cultivate a friendly connection with your list, leverage influence, and drive significant sales for your business.

I'll address the three pivotal elements of email marketing:

- Delivery
- Open rates
- Click-through rates (CTR)

Let's look at them one by one.

Step 1: Getting it delivered

If email marketing ended with simply hitting the "send" button, things would be simple.

It isn't that easy, of course.

High deliverability isn't given, it's earned. Plenty of factors come into play – sender reputation, bounce rates, recipient engagement. All of them (and some more) heavily influence email deliverability.

Building a strong connection with your mailing list is imperative. You achieve this by prioritizing engaging and valuable content over simple promotions or offers.

Warming up your IP address

After selecting your platform and securing a new IP, gradual ramp-up in email volume is very important. This is how you establish a positive IP address reputation over time.

Formatting and styling

I'll be contrarian. Heavy graphical emails may actually hinder deliverability as they signal commercial intent. Streamline your emails with minimal graphics and avoid corporate formatting. If you preserve the personal touch, your deliverability will remain steady and high.

Switch up the sender

If your brand consists of several people, mix things up. Diversifying email senders tends to boost open rates and sender reputation, which also helps with deliverability.

Step 2: Getting it opened

Your subject line should emulate personal communication if you want good open rates. What performs well is short, curiosity-provoking subject lines. In general, I recommend you to be concise. 5 to 8 words, or 40-60 characters is the sweet spot for optimal engagement according to industry analysis.

The preheader text

The element of evoking curiosity is even more important here. You can go for a cliff-hanger to keep recipients on the edge and prompt them to read the main text body.

Email timing: best day and time to send

Perspectives here differ. However, my personal experience is in line with those who say that Tuesday is the prime day for email dispatch. Thursday and Wednesday are also decent when it comes to open rates.

The exact time of the day depends on your audience. In general, however, it's best to aim for late morning or late evenings.

Step 3: Getting it clicked

You got your email delivered, then you got it opened.

What really matters is getting it *clicked*.

Ditch the formal tone. Try to captivate and excite, to resonate with your audience in a friendly (but not *overly* friendly) manner.

What often helps here are personal stories. You can share glimpses of your life beyond the business persona – again, without oversharing. Be genuine in your email copy. You can even be vulnerable to steer the conversation into a closer, informal experience.

An additional tip is to avoid vague language. Look at how a simple edit transforms bland, vague copy into a powerful incentive to click:

Boring: "Increase your sales."

Specific: "Imagine doubling your sales in the next 90 days...Profits soaring, bonuses increasing."

This approach extends to...

Don't ask people to buy, click, or act. Tell them!

Your call to action should be as clear as blue skies. Be direct and specific. A few quick examples:

"Go ahead and check this out now"

"Buy now"

"Click here and I'll tell you what it's all about"

"Sign up here and discover more"

There's no rigid template for getting your call to action clicked. Test and re-iterate. All I can tell you is that authenticity matters and customers are increasingly seeking natural communication.

Now that the three elements have been covered, it's time to move on to...

The anatomy of a high-converting email

I covered some of these points earlier. However, it's good to have a clear template to what constitutes an effective email:

1. Subject line/Preheader: This is your main chance to seize the reader's attention. Your subject line should make customers eager to learn more and read further.

2. Lead: This usually is a captivating statement or a surprising element that pulls readers into your main body copy.

3. Body: The main body of text can vary depending on your niche and audience. It could be a personal story. It could be an unexpected episode that reels them in. It could be a shocking turn of events that spurs them into action. What is important is to avoid being bland and verbose.

4. Call to action: Motivate the readers to take action. Clicking, sharing, buying – all of these activities are a viable end goal, depending on your email marketing purpose.

5. Email design: Your email design can be as important as what's written inside. Don't underestimate email templates and find something that's vibrant, yet not too over the top. Align it with both your brand vision and message. In general, most users prefer plain text over complicated designs.

6. Treat your audience like friends: I already covered this. To go a step further in discussing friendliness in email marketing, here is a good example from ZipChat AI.

To close this chapter off, I'd like to present you with the final piece of your email marketing puzzle.

It's what I call "**The breakthrough email checklist**".

Here it is:

- ✓ Make sure you use a personal sender name.
- ✓ Send your emails on Tuesdays, around 10 AM.
- ✓ Make your subject lines short and to the point (four-six words) or super long. Nothing in between!
- ✓ Write preheader texts that are intriguing and provoking.
- ✓ Write emails that entertain and excite your readers.
- ✓ Make your emails plain text instead of visual masterpieces.
- ✓ Talk to readers as you would talk to your best friend.
- ✓ Make your emails about your readers, not just about yourself.
- ✓ Study the herd and do the opposite.
- ✓ Be specific in your examples, bringing your email copy to life.
- ✓ Don't ask your readers to act. *Tell* them to do so!

Phase 9: Reduce abandoned carts and rampant returns

Abandoned carts are a common challenge in ecommerce, particularly in the fashion industry. It's an obstacle I also experienced quite often.

One of the main reasons for this is sizing uncertainty.

Did you know the following:

Sizing uncertainties deter 60% of online shoppers from completing their purchase.

I'm not exaggerating.

When customers visit your website and find products they like, their most pressing concern is whether they will choose the right size. You should help them find clothing tailored to their unique body measurements and type. In exchange, your customers will thank you with increased brand loyalty and drastically decreased number of abandoned carts and return rates.

A robust marketing strategy drives sales and growth, that's true.

However, building customer loyalty requires more.

A powerful way to achieve loyalty is through personalized size recommendations, making sure your customers find the perfect fit.

This dispels the risk of attracting visitors to your website, only to lose their interest (or trust) because they couldn't find their right size.

Accurate size recommendations are a treasure trove. You improve the shopping experience of your customers and keep them coming back to your storefront.

Unfortunately, there's a catch.

There are plenty of size recommendation tools and not all of them are accurate.

The problem lies in the precise 1:1 matching between product measurements and customer measurements. A size tool's algorithm should match every single customer's bust, hips, and waist measurements to the measurements of the specific product they're viewing on your website.

In general, there are 3 main reasons why a piece of clothing doesn't fit properly.

#1 Clothes might be the same size, but their pattern is different

Clothing size depends on both the fit of the clothing and the elasticity of the fabric.

People rarely take these details into consideration when they order clothes. This intricate combination of factors is one of the main reasons why customers see themselves jumping between different sizes all the time.

#2 Clothes might be labeled the same size, but women's bodies are unique

As the title points out, the same size can fit very, very differently on each person.

Body shapes, proportions, and measurements vary widely among individual women. A perfect garment for one lady could be too tight, too loose, or awkwardly shaped for another.

These differences propel the importance of personalized size recommendation tools. By using them, customers can find the best fit and size according to their body shape and specifics.

The majority of people don't consider this factor when shopping online. Quite often it's also hard for them to picture themselves in clothing worn by a model with a totally different body shape.

#3 Clothes might be labeled the same size, but different suppliers vary in their standards

Different suppliers often have varying sizing standards. Unfortunately, this leads to severe fit inconsistencies.

A "Medium" size from one brand could fit a "Small" or "Large" from another. These discrepancies cause both confusion and frustration for customers, making it challenging to find the right fit.

For any brand, understanding and alleviating this issue is a crucial step.

The easiest way to reduce returns and increase customer satisfaction is through providing clear sizing information and personalized recommendations.

Going back to size recommendations tools...

The truth is, a lot of them don't consider these three reasons properly. They don't implement them in their algorithms.

A tool that solely relies on matching one brand's size guide to another fails to provide accurate recommendations.

Some tools skirt around this by comparing a customer's weight and height to those of similar buyers. This, unfortunately, isn't that accurate either.

Why?

Pretty much every human body is unique. Algorithms that only take into account weight and height miss crucial details such as body type and specific measurements (bust, waist, hips). Two customers may share the same height and weight, sure. But

what if one has a pear-shaped body with wider hips, while the other has an inverted triangle shape with broader shoulders and chest?

The conclusion is simple: to be accurate, size recommendation tools need to consider individual body measurements and types, instead of generic weight and height comparisons.

The only way to provide accurate size recommendations to your customers is matching the actual clothing measurements to the unique body dimensions and preferences of each individual customer.

If it sounds like a pipedream, it's not.

The site recommendation tool that achieves precise 1:1 matching between product and customer measurements is Size Sense.

The tool's algorithms consider not only fabric elasticity and clothing fit, but also personal style preferences (fitted, regular, loose).

Putting aside the crucial factor that are tools, there are three additional ways you can reduce abandoned carts or the dreaded returns.

In my experience, they are:

Customer reviews and photos

Encourage your customers to leave reviews and upload photos. This is called *social proof* – an element that can reassure potential buyers about the fit and quality of your products.

Most people appreciate reading reviews. Twice so when the reviewers share their height and body measurement and describe how a particular size fits. This allows potential buyers to compare their measurements with those of the reviewer.

With a precise size recommendation tool embedded in your ecommerce store, however, customers don't need to make these comparisons. Instead, they'll receive personalized size recommendations based on their specific body measurements and shape. Much like a tailor would help them out.

Clear product descriptions

Be specific and comprehensive in your descriptions. Include details about the fabric, fit, and care instructions. The more transparent you are, the more accurate expectations your customers will have.

The most effective approach here is uploading actual size charts for each product in your store. A generic brand size guide or a size guide per product type won't be sufficient.

The key to making a buyer's search easier is providing product-specific size charts that detail the exact bust, chest, and hips measurements – for each item.

Easy returns and exchanges

Offer a hassle-free return and exchange policy. People are afraid of ordering the wrong size and going through a complicated process of returning the ill-fitted garment. Clear information on your return or exchange policies will alleviate any fears of ordering the wrong size.

If you focus on the tips I gave you in this chapter, you should be able to *drastically* reduce your abandoned cart rates. You'll also manage to improve the overall shopping experience for your audience, as well as build stronger customer loyalty for your ecommerce fashion store.

And with this...

You're done!

Congratulations on completing my Digital marketing masterclass for fashion brands!

I hope breaking down the 9 phases helped you out. Whether it's providing you with the much-needed push to start your own brand, or aiding you in scaling your already existing business, this guide should be a great resource to bounce ideas off.

Best of luck on your journey...and see you in the industry!

Do you have any additional questions?

I'm always open to hearing from fellow fashion designers. Don't hesitate to contact me - I'll be glad to help out!

Useful links:

Here are some additional links if you're interested in scaling your business.

Discover new platforms for selling wholesale:

[Joor](#)

[Ankorstore](#)

[Faire](#)

Manage your fashion production better:

[Techpacker](#)

[Fashinza](#)

Accelerate your business growth by exploring new marketplaces for selling your products:

Rithum

Lectra