Velo, by Zara.

Gigi Kawar, Monica Nowicki, Erin Sciortino

Table of Contents.

Who are we?

In 1975, Amancio Ortega and Rosalia Mera, the founders of Zara, opened their first store as Zorba in the Spanish coastal city of A Coruña. In 1980, the brand went international and opened a store in Portugal, and now runs 2,266 stores worldwide. Zara is now owned by Inditex, a fashion group that runs and owns other brands such as Pull and Bear, Stradivarius, Bershka, and Massimo Dutti, and stands as the hallmark store of the entire group.

The brand has strived to remain faithful to four core values across all stores, expressed merely in beauty, clarity, functionality, and sustainability. The brand's global eco-stores highlight Zara's unswerving priority on sustainability and enhances customer service. The fashion company has further developed these core values by creating and developing new and innovative projects, such as the establishment of clothing recycling containers in stores, and the utilization of forefront systems that instantaneously trail the location of apparels to make those high in demand immediately available to customers.

Zara's designers react impulsively to customers' changing needs and respond to feedback received from all collections to continue to offer the right ideas, thus fostering a substantially intimate relationship with the brand's customers.

"Through Zara's business model, we aim to contribute to the sustainable development of society and that of the environment with which we interact." - Zara.com

Executive Summary.

Zara is a Spanish clothing and accessory brand that has strived to make a statement in the fashion industry since the brand's creation in 1975. Nearly 50 years later, Zara has blossomed into an international brand in 93 countries by producing high-quality, low-cost designs, and earning credibility worldwide. Despite the brand's strong presence, Zara lacks a global perspective relative to specific countries. The brand has previously received backlash for questionable diversity and inclusion efforts. As a paragon in the fashion industry, Zara has the responsibility, as well as the opportunity, to experiment with new collections that honor diversity and inclusion.

Velo, by Zara aims to design top-quality and beautiful Hijabs that empower women, foster self-confidence within the Muslim community, and promote equality and acceptance. More specifically, Zara will create a fashion line from a foreign perspective to create a competitive edge. The State of the Global Muslim Economy Report projects Muslim consumers to spend a whopping $484 billion on clothes by 2019, which makes the market an excellent one to enter. This market includes Muslim women between the ages 18 to mid-30s who wear Hijabs. Women in this market are underrepresented, and often struggle to find trendy Hijabs that make a statement. Velo, by Zara will fill their needs and provide high quality, stylish Hijabs that all Muslim women can appreciate.

Zara does an excellent job at creating hype and buzz about the brand in general, but extra efforts are critical to the success of this collection. The fashion powerhouse must publicize the collection, while showing that Velo, by Zara is a genuine effort to uplift the Muslim community. Posting videos, pictures, and stories on Instagram, Snapchat, Twitter, Facebook, and blogs created by Zara, brand ambassadors, and Muslim designers, will aid in establishing relationships with Muslim women. This will make way for other opportunities to design culturally significant clothes and improve Zara's reputation.

SWOT Analysis.

Strengths

- **Designs:** Quality stands as elegant and superior. Clothing includes party wear, formal wear, office wear, kids wear, and casual wear.
- **Presence:** More than 2,000 stores in 93 countries as of 2015 with a brand value of $11.3 billion as of 2017.
- **Supply Chain:** There are 450 million items designed each year, and are in stores approximately 2 weeks after production.
- **Cost:** Elite designs and strong presence allow for minimal cost on advertisements and operations; therefore, maintain high-profit margins.
- **Reputation:** Known for launching numerous designs yearly, worldwide. Zara customers return on a monthly basis to keep up with the brand's fast production.

Weaknesses

- **Advertising:** Rare advertising. Zara can double profits by advertising.
- **Stock:** Low inventory due to fast production. Designs are off the market quickly and never reach maximum potential with customers.
- **Vertical Integration:** Self-contained and centralized distribution, as well as exclusive control of production, retail, distribution, and suppliers. Any technical and unpredicted errors may cause the whole system to crash.
- **Specificity:** No defined footprint and designs are generalizable to everyone.

Opportunities

- **Footprint:** Potential to create designs exclusively by Zara to create a stronger brand identity and increase demand.
- **Expansion:** Growing market potential in emerging markets due to strong presence in 93 countries.
- **E-commerce:** Potential to expand online marketing in other countries.

Threats

- **Competition:** Competitors such as Vero Moda, H&M, and Mango may affect profit margins.
- **Designers:** No collaboration with international designers, which could reduce customer interest worldwide.
- **Reach:** No store-in-store operations. Without reach expansion, competitors could potentially influence Zara's brand equity.

Problem & Opportunity.

Zara is one of the largest international fashion companies owned by Inditex. The brand aims to satisfy "the desires of our customers. As a result, we pledge to continuously innovate our business to improve your experience. We promise to provide new designs made from quality materials that are affordable" (Zara, 2018). Through the brand's strong presence and reputation, Zara has the potential to expand market growth by creating a fashion line exclusive to the Muslim community. Developing a fashion line specific to Muslim women has the potential to gain new clients, increase profit, improve elements of diversity and inclusion, and boost credibility.

Zara does not work with international designers. Creating a fashion line from a foreign perspective will increase customer interest worldwide, thus achieving a competitive edge. With more than 2,000 stores worldwide and a brand value of $11.3 billion as of 2017, the brand has the potential to increase awareness within the Muslim community in the United States, strengthen diversity and inclusion, increase sales, and achieve a competitive edge over similar brands, such as Vero Moda, H&M, and Mango.

Target Audiences.

Research indicated that Zara customers are those that keep up with the latest fashion trends. Zara creates clothes for everyone; therefore the brand's target age overall falls from 0 years to 40 and over. More specifically, Zara targets women within the age group of 25 to 40 with a socioeconomic status between middle and upper class. The fashion brand targets women who prefer low-cost and fast, casual or professional clothes.

Zara's social media trend has allowed for a relationship that meets consumer demands based on generational changes and the use of technology. This trend offers immediate social contact to customers through mediums such as social media platforms (Twitter, Pinterest, Youtube, Facebook, Instagram, and Snapchat), newsletters, mobile apps, as well as customer subscriptions and accounts. That said, opting to use social media is crucial for building and maintaining interpersonal relationships.

Our Goal.

"Zara's goal is to design top quality, beautiful Hijabs to empower women and impart self-confidence to women in the Muslim community worldwide. Velo, by Zara aims to shape a wide-ranging community of women who come together and empower one another with their unique stories."

Objective I.

Generate awareness of the Hijab line within the Muslim community in New York City to at least 30% by October 31, 2018.

Strategy

Share engaging content within the Muslim community through paid, earned, shared, and owned media, as well as following and engaging with the target audience. This will allow the Muslim community to connect and engage with shared content to increase awareness.

Tactics

Paid

- Create sponsored posts on Facebook, Twitter, Instagram, and Snapchat that emphasize the challenges Muslim women face when shopping for Hijabs.
- Hire brand ambassadors to represent *Velo, by Zara*, and create a more intimate relationship with the Muslim community.

Earned

- Reach out to editors of fashion magazines, including Vogue, People, Glamour, Look, and Vanity Fair with share-worthy and engaging content.

Shared

- Share posts by online influencers in fashion, beauty, and women's rights.
- Encourage users to use the hashtag "#HijabPride."
- Sway our target audience to share other stories on Twitter using the hashtag.
- Invite target audience to share their stories related to the brand, and cross-promote these stories on a weekly basis on Facebook, Snapchat, Twitter, Instagram.

Owned

- Create fashion-forward videos specific to each platform to establish a tone for our campaign.
- Film powerful women in the Muslim community wearing our Hijabs and radiating confidence, elegance, intensity, and strength.

Strategic **Professional** **Social**

Taylor Thompson
Public Relations Professional

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f facebook.com/taylorthompson

🐦 twitter.com/taylorthompson

📷 @taylorthompson

Taylor is an intellectual and determined executive. Her goal is to offer guidance to clients and designers seeking to influence the fashion industry. She enjoys working with people who have a clear and straightforward perspective on fashion and lifestyle. She also serves independent business owners, such as social media strategists and journalists. She focuses on providing support in brand-building content strategy and social media management. Taylor is a devoted and an ambitious professional who strives to learn more about other cultures from around the world.

Goals:
- To become more culturally aware and a better professional and citizen.
- Understand different communities in New York City to find new clients with diverse backgrounds.
- Find new markets to tap into the fashion industry.

Challenges:
- Struggles to understand groups with different cultural backgrounds due to social stereotypes.
- Difficulty managing personal time to learn about the Muslim community and other cultures.
- Finds it hard to generate content that resonates with other cultural backgrounds for KDC.

- Age: 30
- Location: Manhattan, N.Y.
- Annual Income: $85,000
- Education: Bachelor's of Science in Communications from NYU
- Occupation: Public Relations Professional at KDC
- Relationship Status: Engaged
- Nationality: White American

Sponsored Facebook Post

Velo, by Zara
Sponsored

High quality, beautiful Hijabs to empower women within the Muslim community worldwide.

Hijab Pride | Fall 2018
Discover Velo, by Zara.

AVAILABLE SEPTEMBER 1, 2018.

Learn More

1.7K   56 Comments   62 Shares

👍 Like   💬 Comment   ➤ Share

Sponsored Twitter Post

ZARA @ZARA ·
New collection - Velo, By Zara.
Available September 1, 2018.
#hijabpride
zara.com/velobyzara

Velo, by Zara.
#HijabPride

23   ♥ 250   ...

Promoted

Sponsored Snapchat Post

Velo, by Zara.
Coming soon

Sponsored Instagram Post

Instagram

Z Zara   Sponsored ∨

Learn More

♥ 51K likes

Zara Our Fall 2018 Collection | Velo, by Zara. It's all about #HijabPride

Brand Ambassador Post

Instagram

noore

❤ 2.5K likes

noore Thanks to @Zara my fall 2018 will look orange! Can't wait to see Velo, by Zara. Link in bio for pre-orders! #HijabPride

Online Influencer Post

ZARA
Sponsored

@rumastyles on humanity. #HijabPride
Follow @velobyzara for more!

3.2K   35 Comments   43 Shares

👍 Like   💬 Comment   ➤ Share

Pitch Email to Vogue

Subject Line: Your New Diversity Broadcast, #HijabPride
Hi Alyssa,

I've recently stumbled upon your post "Zara Reportedly Uses a Diversity Algorithm to Scan Clothing," and I've noticed that you want to see what we plan on doing to better our diversity issues.

You've expressed your concern in our lack of collaboration with international designers, and I wanted to let you know that we are currently working with designers from the Middle East to create a new fashion line, *Velo, by Zara*, specific to women in the Muslim community. **Our goal is to design high quality, beautiful Hijabs to empower and impart self-confidence within women in the Muslim community worldwide.**

This line is our first step to bettering our diversity and inclusion, and I was wondering if you'd be interested in sitting one-on-one with our designers to further discuss this line before the initial release to gain first-hand information about our work, as well as a sneak peak. **Our designers will be available for the week of August 6**. Attached are a few designs from our portfolio.

I'll follow up on **August 4, 2018, at around noon**, but feel free to reach out to me at any time with any inquiries.

Warm regards,
Gigi Kawar
Director of Communications
212-949-1878
gigi.kawar@zara.com

Women in the Muslim Community Video

Zara
Sponsored

Halima Aden on confidence, elegance, and strength.
Next Monday: Shahd Batel
#HijabPride

3.2K   72 Comments   56 Shares

👍 Like   💬 Comment   ➤ Share

Implementation I.

Objective

Generate awareness of the Hijab line within the Muslim community in New York City to at least 30% by October 31, 2018.

Tactic: Content Creation and Awareness

Measurement

- Awareness

Categories

- Paid
- Earned
- Shared
- Owned

Task Owners

- Monica Nowicki, Zara
- Erin Sciortino, Zara
- Gigi Kawar, Zara

Start Date & End Date

- August 1, 2018 — September 1, 2018

Cost & Budget

- Sponsored Facebook Post: $0.58 per click
- Sponsored Instagram Post: $0.70 per click
- Sponsored Twitter Post: $1.35 per engagement
- Sponsored Snapchat Story: $3,000 for the whole month
- Brand Ambassadors: $300 per post (macro influencer), $87 per post (micro influencer)

Reporting/Evaluation I.

Evaluation for Measurement

Exposure, **Engagement**, **Influence**, Impact, **Advocacy**

Paid

- Instagram Analytics
- Facebook Analytics
- Twitter Analytics
- Snapchat Analytics

Measuring post engagement by monitoring views, referrals, reach, impressions, comments, and clicks using platform-specific analytics of each sponsored post. We expect to report back at least 1,000 likes, 40 comments, and 10 shares per post, whereas general impressions and views increase by time.

Earned

- Magazine and news postings
- Hashtag usage
- Mentions
- Shares (social media posts and magazine posts)

Measuring the usage of hashtags, monitoring the number of news and blog posts, tracking mentions and shares. We expect to report back with at least two magazine posts (either by Vogue, People, Glamour, Look, Vanity Fair, or others), and a general increase in hashtag usage, mentions, and shares.

Shared

- Shared online influencer posts
- Hashtag usage
- Between-user engagement
- Cross-promotional engagement
- General Likes, retweets, and replies

Monitoring engagement of our shared influencer posts, measuring the use of hashtags within our posts and shared posts, paying attention to user-to-user engagement, observe cross-promotional engagement efforts, keeping an eye on general likes, retweets, and replies. We expect to report back an increase in shares of our influencer posts, an increase in hashtag usage, and an increase in shares of user posts across different platforms.

Owned

- Video engagement and interaction
- Video and story shares
- Video clicks and views

Monitoring video views, hits, engagement, and likes, measuring fashion-forward video shares and influencer story shares, and paying attention to video clicks, including general comments and shares. We expect to report back with at least 20 shares for fashion-forward videos and 10 shares for influencer stories, as well as an increase in likes, comments, impressions, and views.

Objective 2.

Increase Velo click-through rate to 100 clicks-per-item by October 31, 2018.

Strategy

Create and share content appealing to our target audience across paid, earned, shared, and owned media channels. This will allow our target audience to feel a part of the content creation process, which will increase the *Velo, by Zara*'s exposure.

Tactics

Paid

- Post sponsored content on Instagram, Facebook, and Twitter that override algorithms. Posts will be geared towards specific products to sway potential customers to explore *Velo, by Zara*.

Earned

- Involve audience in content creation by creating polls shared on social media platforms about style preferences.
- Ask for subscriber feedback on upcoming posts through email.

Shared

- Share and create social media posts that relate to target audience needs and wants.
- Include featured images and other visual content that differ according to social media platforms.
- Include social sharing icons on all posts.
- Share previously posted content to cross-promote products.

Owned

- Create posts on Zara's home page that encourage target audience to click items and explore.
- Create and promote linked items on Instagram and Snapchat Stories.

Smart   Dependable   Structured

Abir Mansour
Accountant

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📷 @abirmansour

Abir is an analytical and intuitive person. Her goal is to become the best version of herself in an out of the workplace. Abir is dependable, structured, and practical. She typically describes herself as an overseer, with an inclination to extroversion and strong thinking and judging functions. As a consistent and observant individual, she prefers to rely more on facts than theories and considers herself to be a good leader. Abir strives to create change in her workplace, and enhance diversity and inclusion.

Goals:
- Find fashion-forward clothes that she can wear to work, formal events, and on a day-to-day basis.
- Promote diversity in her workplace.
- Buycott to support businesses that resonate with her ethical framework and honor diversity.

Challenges:
- Does not usually feel accepted by the White community, especially at her workplace.
- Struggles to find local stores that sell Hijabs.
- Finds it difficult to shop at the same stores as her friends and regularly feels excluded.

- Age: 26
- Location: Syracuse, N.Y.
- Annual Income: $80,000
- Education: Bachelors of Science in Accounting from Syracuse University
- Occupation: Accountant at Bank of New York Mellon Corporations
- Relationship Status: Single
- Nationality: Muslim-American

16

17

Implementation 2.

Increase Velo click-through rate to 100 clicks-per-item by October 31, 2018.

Tactic: Content Creation and Engagement

Measurement

- Engagement

Categories

- Paid
- Earned
- Shared
- Owned

Task Owners

- Monica Nowicki, Zara
- Erin Sciortino, Zara
- Gigi Kawar, Zara

Start Date & End Date

- August 1, 2018 — September 1, 2018

Cost & Budget

- Sponsored Facebook Post: $0.58 per click
- Sponsored Instagram Post: $0.70 per click
- Sponsored Twitter Post: $1.35 per engagement

Reporting/Evaluation 2.

Evaluation for Measurement

Exposure, **Engagement**, Influence, **Impact**, Advocacy

Paid

- Instagram Analytics
- Facebook Analytics
- Twitter Analytics
- Bitlinks
- Zara.com Visitor Analytics
- Google Analytics

Measure exposure, engagement, and impact by following up with platform-specific analytics regarding hashtag clicks and link clicks. We expect to report back with at least 50 clicks per item on Zara.com/velobyzara in August, an increase in page exploration, and an increase in the number of unique visitors considering our target audiences.

Earned

- Instagram poll votings
- Feedback email surveys

Monitor Instagram poll votings and measure email survey responses, which are meant to encourage our target audience to look back at our items. We expect to report back with at least one click per vote/email back to our website.

Shared

- Image and video clicks
- Shares, likes, comments, and impressions
- Page Visits
- Cross-promotion engagement

Measure number of link clicks through shared images and videos specific to social media platforms; monitor shares, likes, comments, and impressions of social media posts that link back to Zara.com/velobyzara; use Bitlinks and Zara.com visitor analytics to evaluate page visits; and gauge cross-promotional engagement across all social media platforms that promote our website page. We expect to report back a general increase in website page clicks through shared channels, which will thus lead to item clicks.

Owned

- Featured items clicks on Zara.com
- Instagram and Snapchat link swipes

Monitoring number of clicks of featured items on Zara.com/velobyzara page through visitor analytics, and measuring linked Instagram and Snapchat stories by using customized Bitlinks. We expect to report back an increase in item clicks through the set tactics.

Objective 3.

Achieve at least 13 percent profit margin by December 31, 2018.

Strategy

Create excitement-building content to increase consumer demand for our featured products, which will increase sales.

Tactics

Paid

- Create and advertise exclusive content, such as promoting a featured item on sale only for the first month. This will encourage consumers to follow *Velo, by Zara*, and buy more products.
- Paying for dynamic ads automated to display specific or related products relevant to customers' interests.

Earned

- Send beauty and fashion products to influencers before they are released to the public, to encourage them to share and recommend our products on social media.

Shared

- Use social media to announce benefits of fall orders.
- Create and share exciting content to promote upcoming releases.

Owned

- Create a subscribe lightbox for a certain amount of time on Zara's homepage to offer exclusive early bird discounts to subscribers, which encourages target audience to buy more items at a specified time.

Motivator Fashionable Passionate

Salma Abu Khajil
Clinical Psychologist

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Salma is a kind and generous soul. She aspires to offer guidance to people seeking help in their personal lives. She enjoys learning about people and understanding their culture. She also likes to gain insight into people's behavior in doing, thinking, feeling, and acting. Salma focuses on providing support and education people in clinical psychology. She is a devoted and an ambitious clinical psychologist who strives to make a change and inform her surroundings about the importance of diversity. Salma initially moved to the United States from Saudi Arabia, and sometimes struggles to fit in the community.

Goals:
- Encourage the Muslim community to feel empowered and live with confidence.
- Test out different Hijab designs while maintaining her beliefs.
- Diversify her wardrobe and become a trendsetter and a motivator.

Challenges:
- Difficulty finding appropriate clothing in popular stores
- Does not usually feel accepted by the American society
- Struggles to achieve her goal of becoming a trendsetter because of lack of wardrobe

- Age: 29
- Location: Brooklyn, N.Y.
- Annual Income: $50,000
- Education: Bachelor's of Science in Psychology from Long Island University
- Occupation: Clinical Psychologist at League Education and Treatment Center
- Relationship Status: Engaged
- Nationality: Muslim-American, immigrant from Saudi Arabia

Influencer Post

Thank you @ZARA for the beautiful headscarves. I can't wait to see your new line! #HijabPride #VelobyZara

Exclusive Content

ZARA @ZARA ·
Limited Time: Get 30% off ALL headscarves if you pre-order before September 1, 2018
#HijabPride

Velo, by Zara.
#HijabPride

22   415

Fall Orders Benefits Through Email

ORDER CONFIRMATION
Thank you for your order, early bird! Get 30% off your next order!

Zara <noreply@zara.com>
Wed 8/18/2018, 10:20 PM
You

ZARA

ORDER CONFIRMATION

Hello Christina

Thank you for shopping at Zara.com. This is a confirmation that we have received your order placed with the details below.

As your purchase has been made as a guest, without registration, to manage your order (cancel, request a return or having access to your invoice), please click here.
Please complete our 5-question survey below to get 30% of your next Velo, by Zara order.

ORDER NUMBER: 260218799
ORDER DATE: 9/18/18
DELIVERY: STANDARD

Are you satisfied with our customer service?
Dissatisfied 1 2 3 4 5 6 7 8 9 10 Satisfied

Are you satisfied with our Velo, by Zara products on our website?
Dissatisfied 1 2 3 4 5 6 7 8 9 10 Satisfied

Based on your overall experience, how likely are you to recommend our new line to people?
Very likely   Likely   Neither Likely nor unlikely   Unlikely   Very unlikely

Overall, how satisfied or dissatisfied with our company?
Dissatisfied 1 2 3 4 5 6 7 8 9 10 Satisfied

How responsive have we been with your questions or concerns about our products?
Responsive 1 2 3 4 5 6 7 8 9 10 Unresponsive

Shared Blog Post by an Influencer

Aisha Al Fayza · 6 minutes ago · 1 min read

Velo, by Zara! Here's What I got and Here's What I think.

As you all know, I'm big on fashion, but I can never find anything to wear! Zara's new collection, Velo, by Zara, may just be my new go-to store. Here's why:

You know how it is living in NYC, you'll find all your favorite bikinis, open dresses, strapless shirts, and what not. But Have you ever walked into a store, aka Zara, and find modest clothing? I think not.

Zara changed my life: I can walk into the store with my friends and not worry about feeling left out.

22

Subscribe Lightbox

ZARA

NEW IN
BEST
SELLERS
STUDIO
WOMAN
TRF
MAN
KIDS

STORIES

WANT TO KNOW ABOUT OUR EARLY BIRD DISCOUNTS?

Get your name on the list to receive early offers on our collection!

Email Address   Submit

JOIN LIFE

23
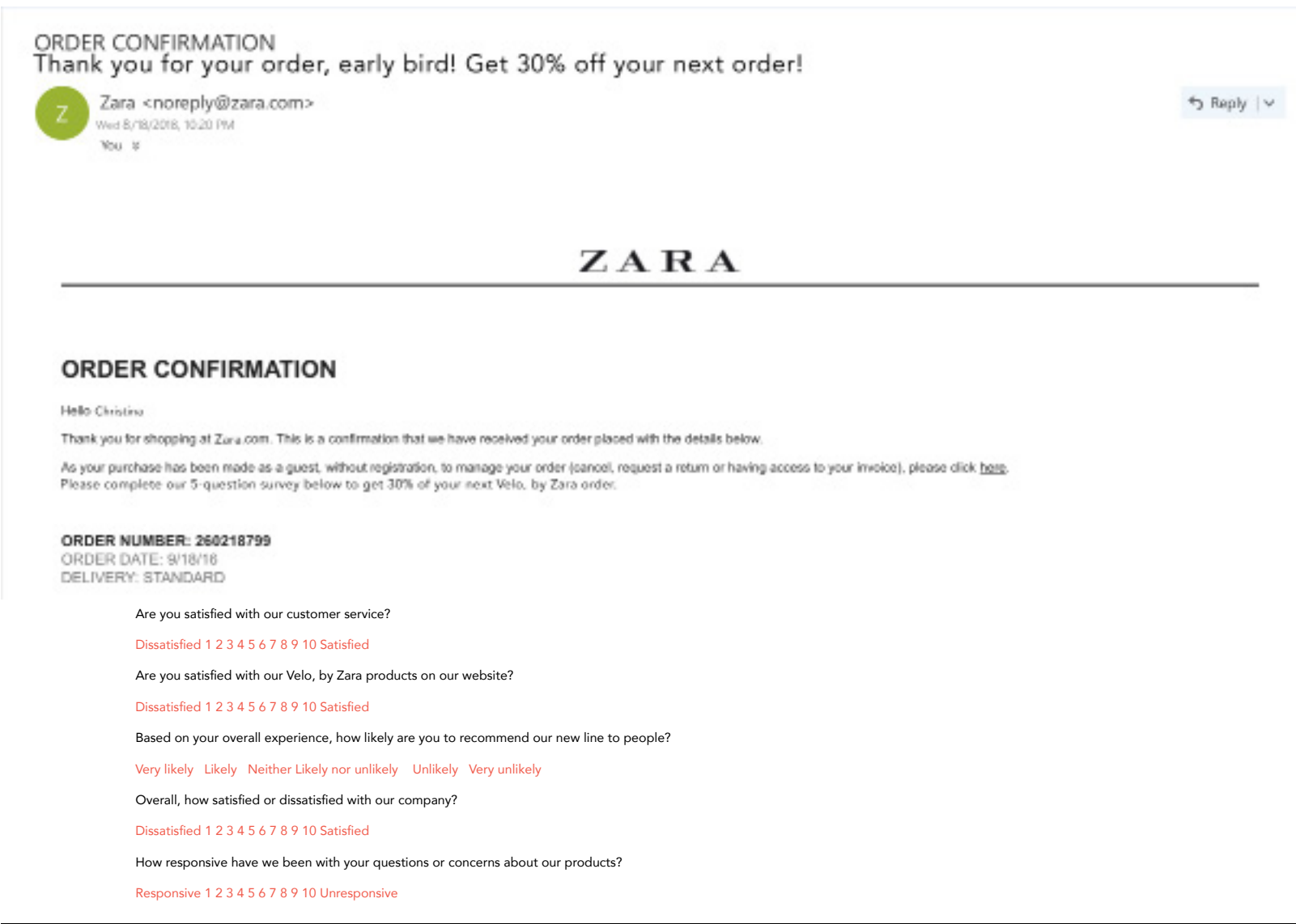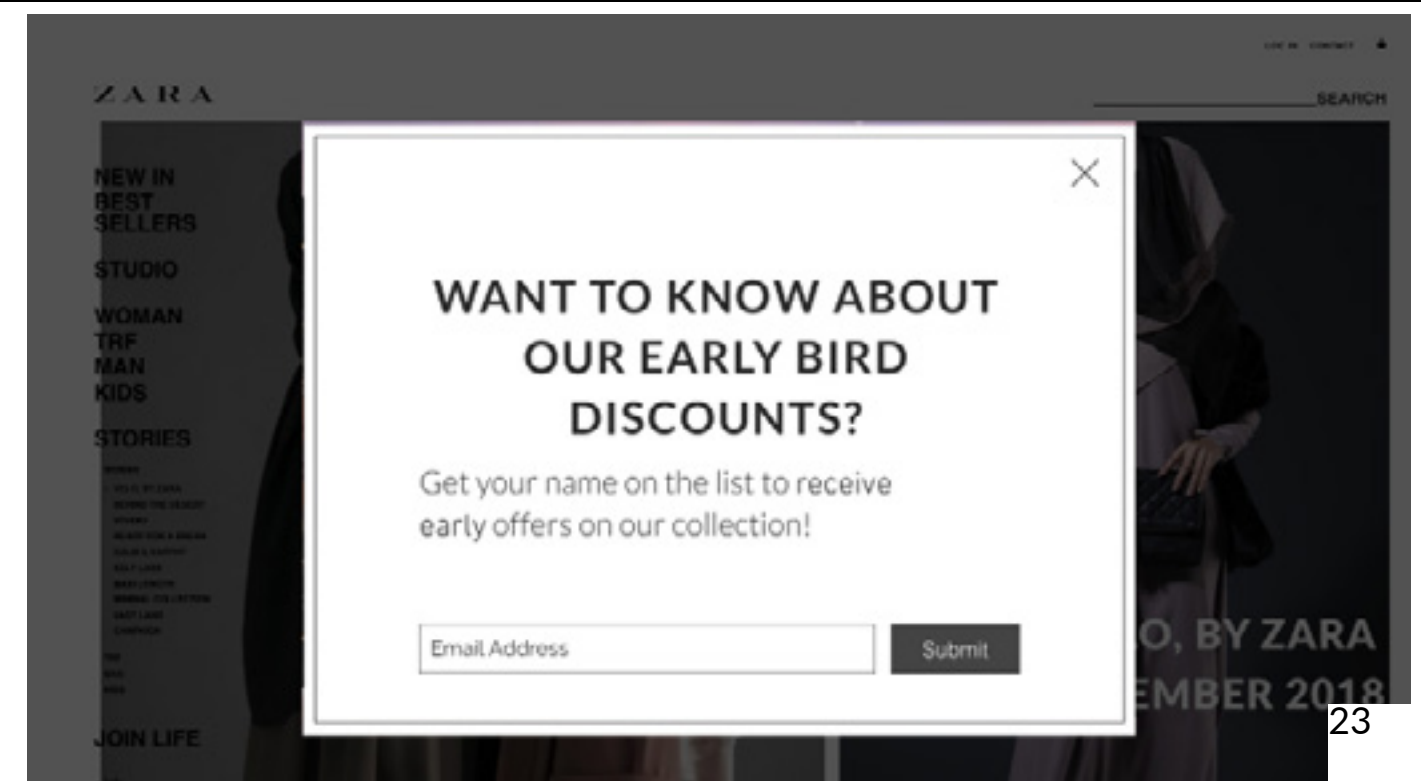
Implementation 3.

Objective

Achieve at least 13 percent profit margin by December 31, 2018.

Tactic: Content Creation and Promotion

Measurement

- Exposure

Categories

- Paid
- Earned
- Shared
- Owned

Task Owners

- Monica Nowicki, Zara
- Erin Sciortino, Zara
- Gigi Kawar, Zara

Start Date & End Date

- August 1, 2018 — September 1, 2018

Cost & Budget

- Sponsored Facebook Post: $0.58 per click
- Sponsored Instagram Post: $0.70 per click
- Sponsored Twitter Post: $1.35 per engagement
- Dynamic ads: $8 per aquistion (sale)

Reporting/Evaluation 3.

Exposure, **Engagement**, Influence, **Impact**, Advocacy

Paid

- Instagram Analytics
- Facebook Analytics
- Twitter Analytics
- Bitlinks
- Zara.com Visitor Analytics
- Google Analytics
- Dynamic ads analytics

Measuring exposure, engagement, and impact by following up with platform-specific analytics regarding hashtag clicks, link clicks, and purchase clicks, and monitoring dynamic ads analytics on a cost per acquisition basis. We expect to report back with sales from at least 25 percent of the dynamic ads audience reach and an increase in page exploration.

Earned

- Shared items by influencers online
- Number of posts
- Reposts by influencers

Monitor tags created by influencers reviewing Zara products on social media, measure number of shares, reposts, likes, and comments by influencers and audience. We expect a majority of influencers who received a gift item to post about our products at least once.

Shared

- Social media engagement
- Clicks
- Views
- Referrelas
- Cross-promotional engagement

Measure likes, comments, shares, and views of posts featuring fall benefits and paying attention to customer feedback through comments and reposts, which help our decision-making process in the future regarding such benefits. Monitoring cross-promotional engagement through social media posts and shares by target audience and influencers.

Owned

- Lightbox subscription count
- Bounce and exit rate

Measuring how many people sign up for early bird offers (subscribing) through Zara's homepage lightbox versus how many people exit out. Monitor bounce rates and exit rates to analyze exploration of Zara.com/velobyzara

August 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 •Post once on Instagram •Tweet three times •Pitch to editors of magazines	**2** •Post once on Instagram •Tweet three times •Work on fashion forward videos for each platform	**3** ▪Post once on Instagram ▪Tweet three times ▪Work on fashion forward videos for each platform	**4** ▪Sponsored Facebook post ▪Post once on Instagram ▪Tweet three times
5 •Create Instagram preference poll •Post once on Instagram •Tweet three times	**6** •Sponsored Instagram post •Share awareness story •Work on fashion forward video for Facebook & Twitter	**7** •Post once on Instagram •Tweet three times •Work on fashion forward video for Facebook & Twitter	**8** •Create Preference Poll on Instagram •Follow up with editors of magazines	**9** •Sponsor Monday's Awareness Story •Post once on Instagram •Tweet three times	**10** ▪Post once on Instagram ▪Tweet three times	**11** ▪Sponsored Facebook post ▪Post once on Instagram ▪Tweet three times ▪Create Instagram poll
1 •Create Instagram preference poll •Post once on Instagram	**13** •Sponsored Facebook and Instagram post •Share awareness story	**14** •Send Sneak-Peak products to influencers •Post once on Instagram •Tweet three times	**15** •Create Preference Poll on Instagram •Post once on Instagram •Tweet three times	**16** •Sponsor Monday's Awareness Story •Post once on Instagram •Tweet three times	**17** ▪Sponsored Twitter & Instagram post ▪Post once on Instagram ▪Tweet three times	**18** ▪Sponsored Snapchat story ▪Create Preference poll on Instagram
1 •Sponsored Instagram post; •Create Preference poll on Instagram	**20** •Share awareness story. •Post once on Instagram •Tweet three times	**21** •Post once on Instagram •Tweet three times	**22** •Create a subscribe lightbox on Zara's homepage. •Create Preference Poll on Instagram	**23** •Sponsor Monday's Awareness Story •Post once on Instagram •Tweet three times	**24** ▪Sponsored Instagram post announcing benefits for fall orders ▪Tweet three times	**25** ▪Sponsored Snapchat story ▪Create Preference poll on Instagram
2 •Create Instagram poll •Sponsored Instagram post announcing benefits for fall orders	**27** •Share awareness story. •Post once on Instagram •Tweet three times	**28** •Sponsored Snapchat story •Post once on Instagram •Tweet three times	**29** •Create Instagram Poll •Sponsored Instagram post announcing benefits for fall orders	**30** •Sponsor Monday's Awareness Story •Post once on Instagram •Tweet three times	**31** ▪Sponsored Facebook and Instagram post announcing benefits for fall orders ▪Create Instagram poll	

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