

STYLING GURU

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We are a group of students sharing a passion for fashion and styling. We want to give inspiration, guidance, hacks, and tips to upgrade your outfit.

WHO WE ARE

We identified that a common struggle in our target audience is that they never know what to wear. They may have a closet full of clothes, but don't know how to style them, or how to mix them or even what to wear to each different occasion. Women take a lot of time figuring out what to wear and that takes away important time from their lives. That is why we decided to make women's lives easier by creating a styling page in social media.



PURPOSE



TARGET AUDIENCE

- Women ranging from 18-25 years with a curious and feminine mindset
- Women who appreciate fashion and style but don't have the time to be looking for what to shop or wear
- Women who want to be always wearing the latest trends



GOALS

- Reach 500 followers
- When a women doesn't know what to wear, they will go to our social media pages for inspiration
- Be the 1st stop when someone is looking for creative ideas on styling
- Be always up to date on the latest trends
- Have a styling spotlight every Friday



ACTION AND PLANS

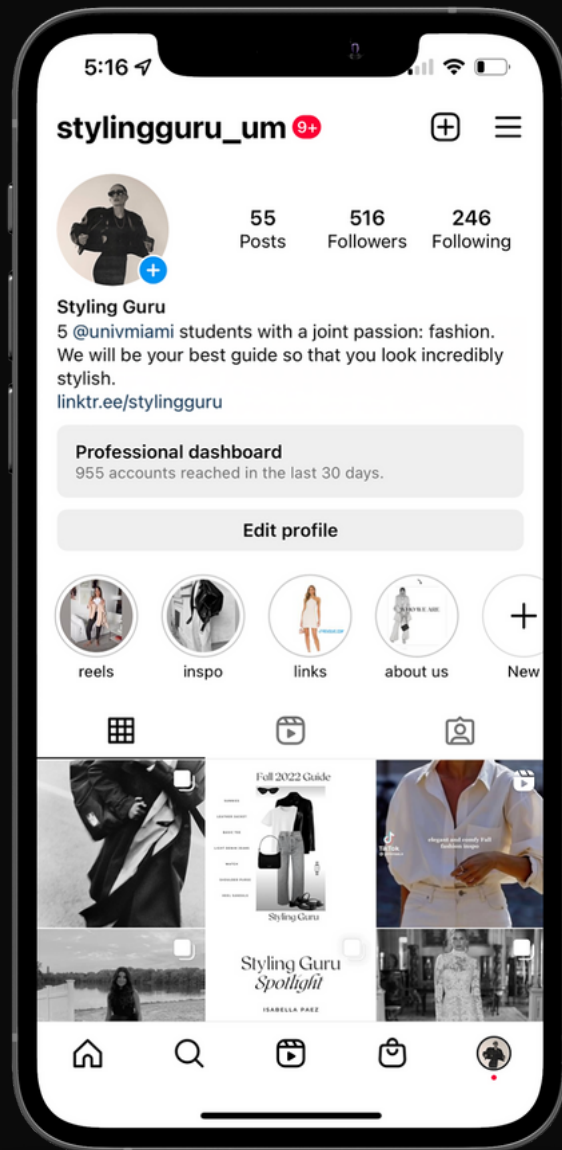
- Identified that a common struggle for most women in the ages 18-22 is that they never know what to wear.
- Divide the number of posts and create the content
- Plan the content according to the dates and holidays
- Be always up to date with trends
- Post twice per day in a good time



STRATEGY

- Look for other fashion profiles and followed the people that were following them for getting more followers from our target audience
- Share our profile on our social medias and groups with um students
- Be aware of the trends and what our target audience would like to find on our account
- We look for a good timing where people are use to be with their phones

PLATFORMS



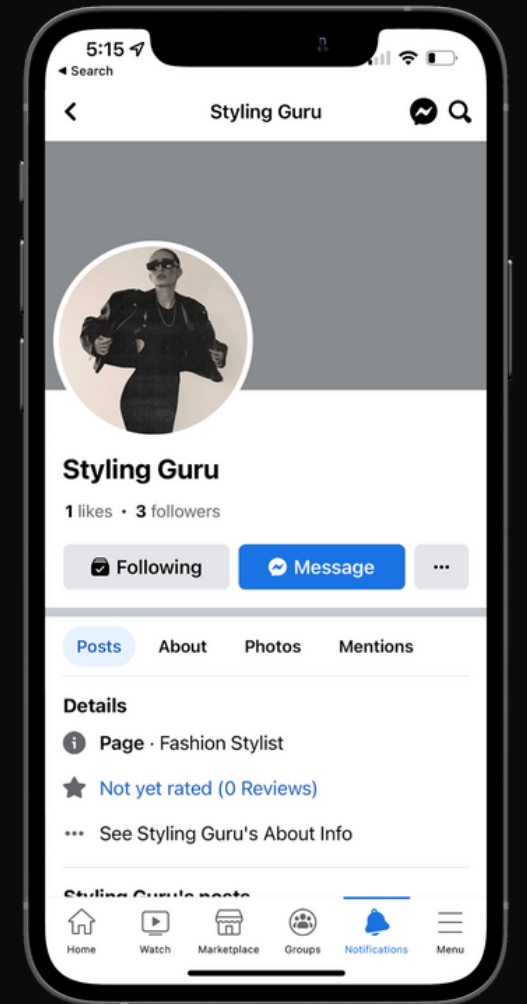
Instagram

- @stylingguru_um
- 515 followers
- 55 posts



Facebook

- Styling Guru
- 3 followers
- 55 posts



OUR CONTENT

Outfit Inspirations

Spotlights
Outfit Reels

Fashion Tips

Who we are

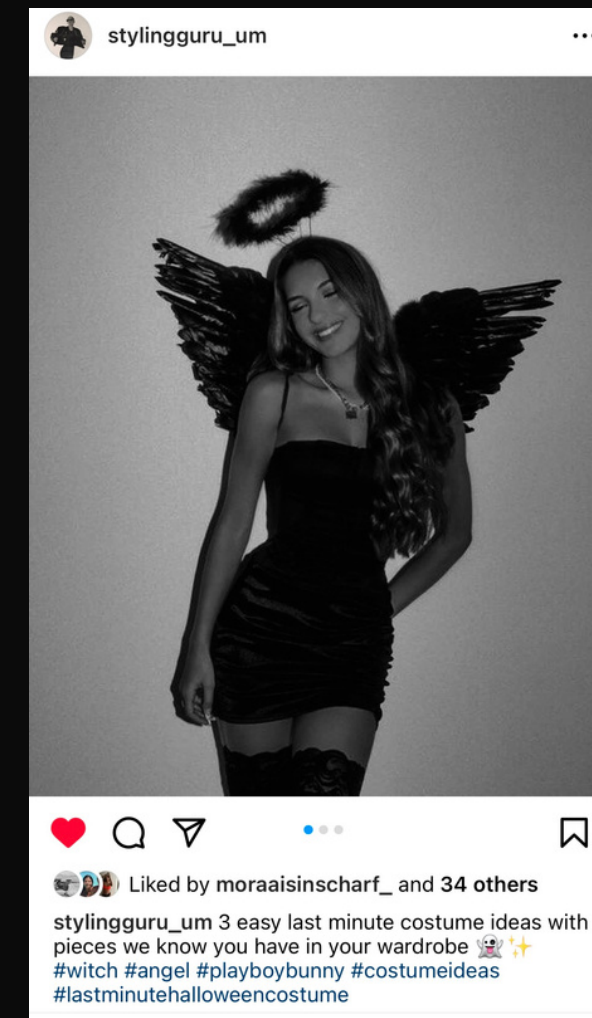
Black & White

Trend Report

Outfits under
\$100



- How would you define your style?
- Who is your biggest fashion icon?
- What are 3 items that can never miss in your closet?
- Where do you see yourself 10 years from now?

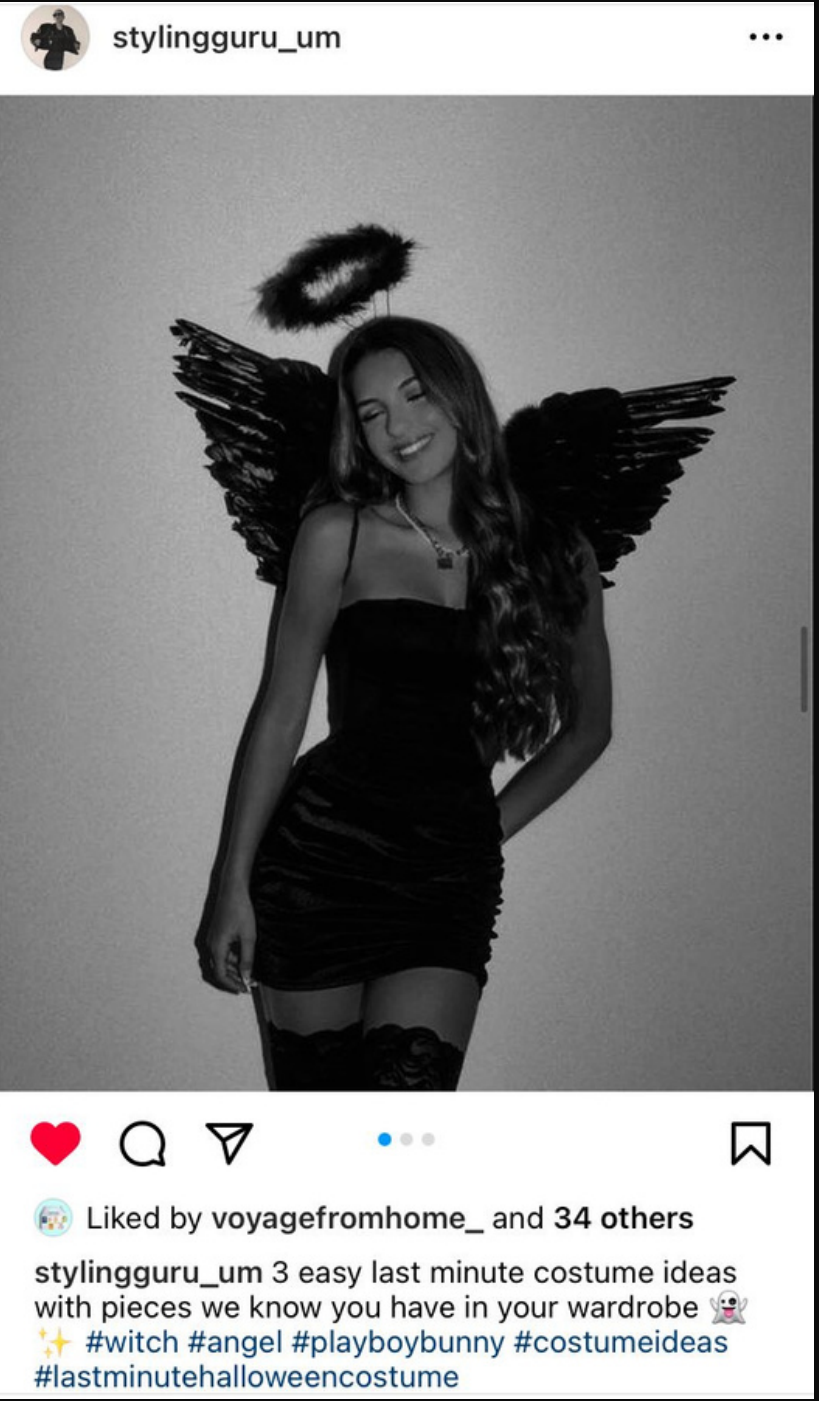


TOP
PERFORMING
POSTS

TOP 1
Picture Post
Interview
October 28
49 Likes
9 Comments
34 Shares
262 Accounts reached



TOP 2
Picture Post
October 25
41 Likes
2 Shares
340 Accounts reached



TOP 3
Picture Post
Halloween
October 31
35 Likes
4 Comments
272 Accounts reached



Lowest 3

Reel Post November 13

11 Likes 0 Comments
0 Shares 0 Saves
173 Plays
166 Accounts reached



Lowest 2

Reel Post November 19

9 Likes 0 Comments
0 Shares 0 Saves
162 Plays
164 Accounts reached



LOWEST PERFORMING POSTS

Lowest 1

Picture Post November 21

9 Likes
0 Comments
0 Shares
0 Saves
144 Accounts reached

SEO: HASHTAG ANALYSIS

stylingguru_um ✨ ✨ ✨ My favorite 4 college outfits!
#college #outfitinspo #outfit #fashion
#blackandwhite

stylingguru_um Friday night outfit inspo! Comment below which is your favorite look! ✨ ❤️ #outfitinspo #ootd #datenightoutfit #fashionstyle

stylingguru_um Looking for stunning but affordable dresses? We got you covered! Check them out in our bio! #white #outfit #ootd #fashion

stylingguru_um Tips for a night out! ✨ ❤️ #night #fall #fashion #style #outfitinspiration #nightlife #nightoutfit

stylingguru_um 3 easy last minute costume ideas with pieces we know you have in your wardrobe 🧛 ✨ #witch #angel #playboybunny #costumeideas #lastminutehalloweencostume

stylingguru_um Happy shopping! ❤️ you know where to find them! all links are in the amazon storefront on our bio! ❤️ #fashion #amazon #amazonhaul #fallfashion #amazonfall #tryonhaul #ootd

Most frequently used hashtag

#fashion #outfit
#ootd #outfitinspo #fall

- **Different hashtag matching post content**
- **Select popular hashtags with higher engagement**
- **Select five or more hashtags**
- **Update according to data feedback**

Achievements

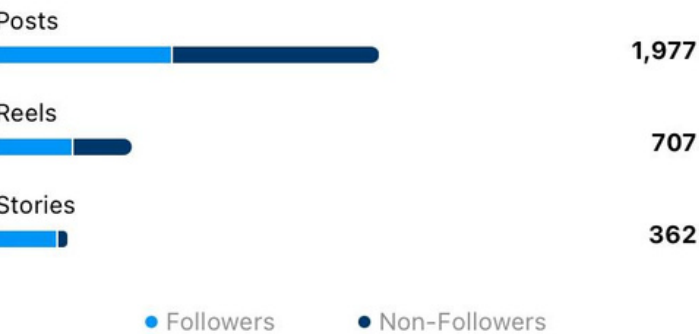
- Attracts an average of more than 5 clicks
- Average of 12 profile visits per post

DASHBOARD STATISTICS

Followers and non-followers
Based on reach



Content reach ⓘ



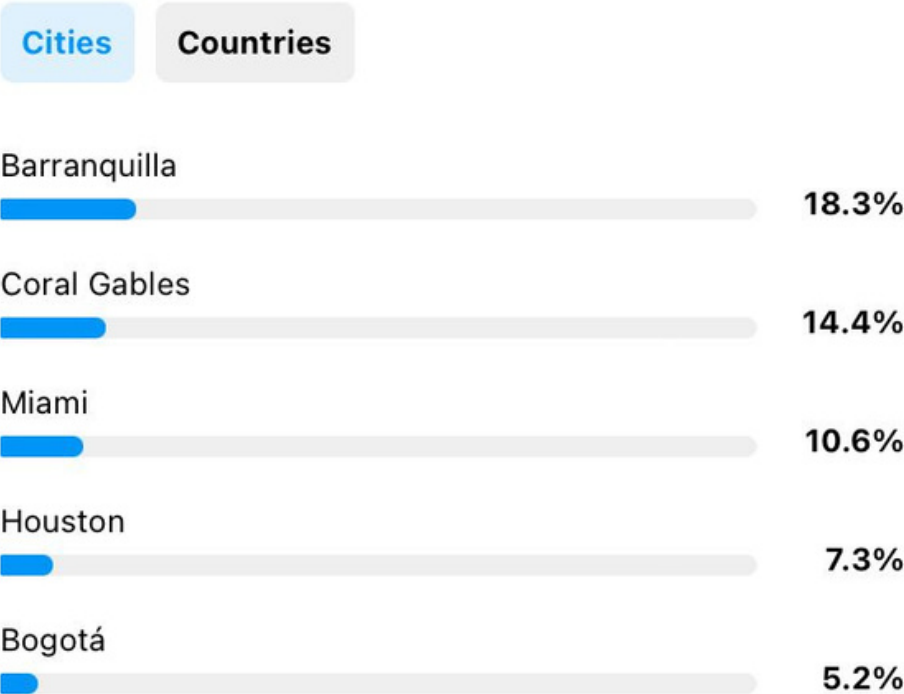
Followers and non-followers
Based on accounts engaged



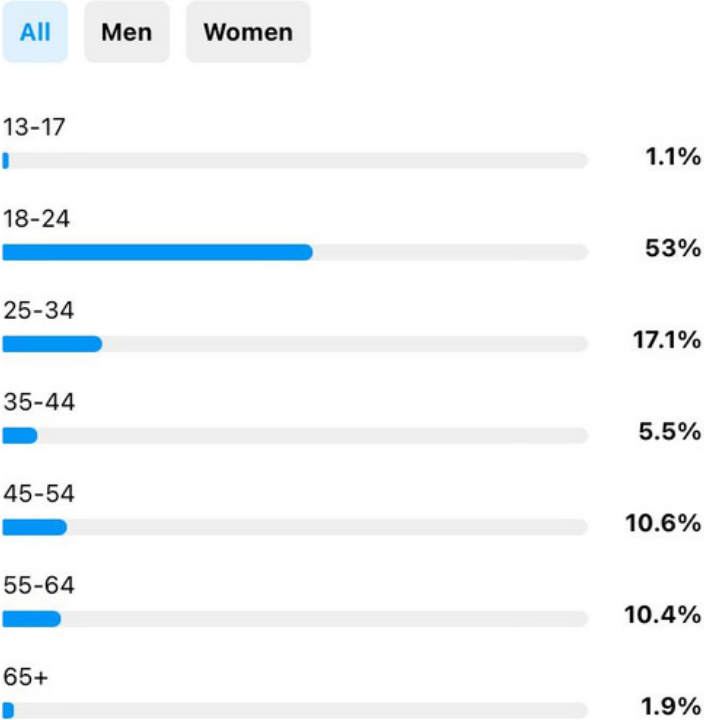
Content interactions ⓘ

1,525
Content Interactions
-- vs Sep 14 - Oct 23

Top Locations
of your followers



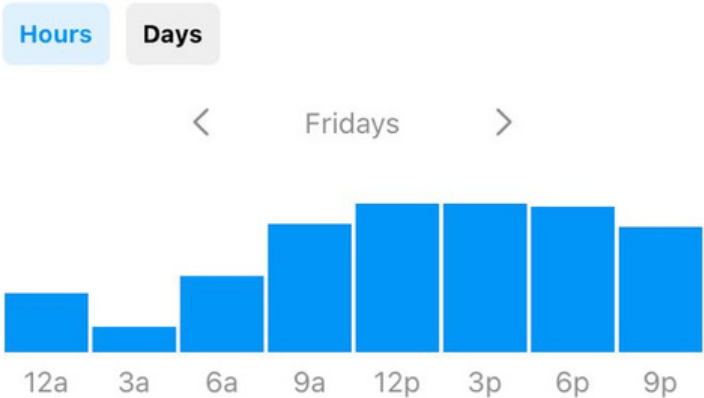
Age Range
of your followers



Gender
of your followers



Most Active Times



Age Range
18-24
53%
25-34
17.1%

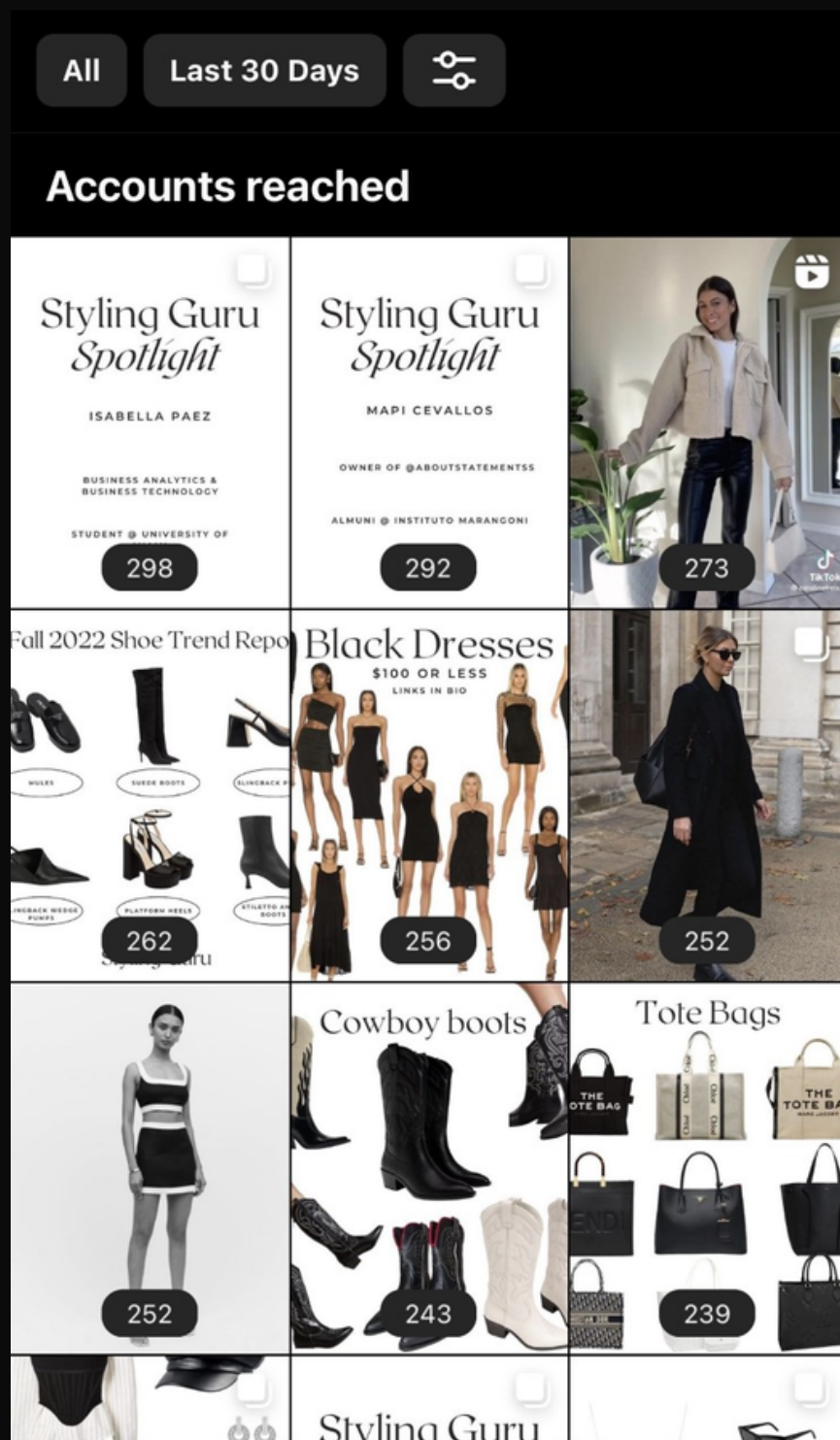
Gender
Women
77.5%
Men
22.4%

Active Time
Fri & Thu
12p & 3p

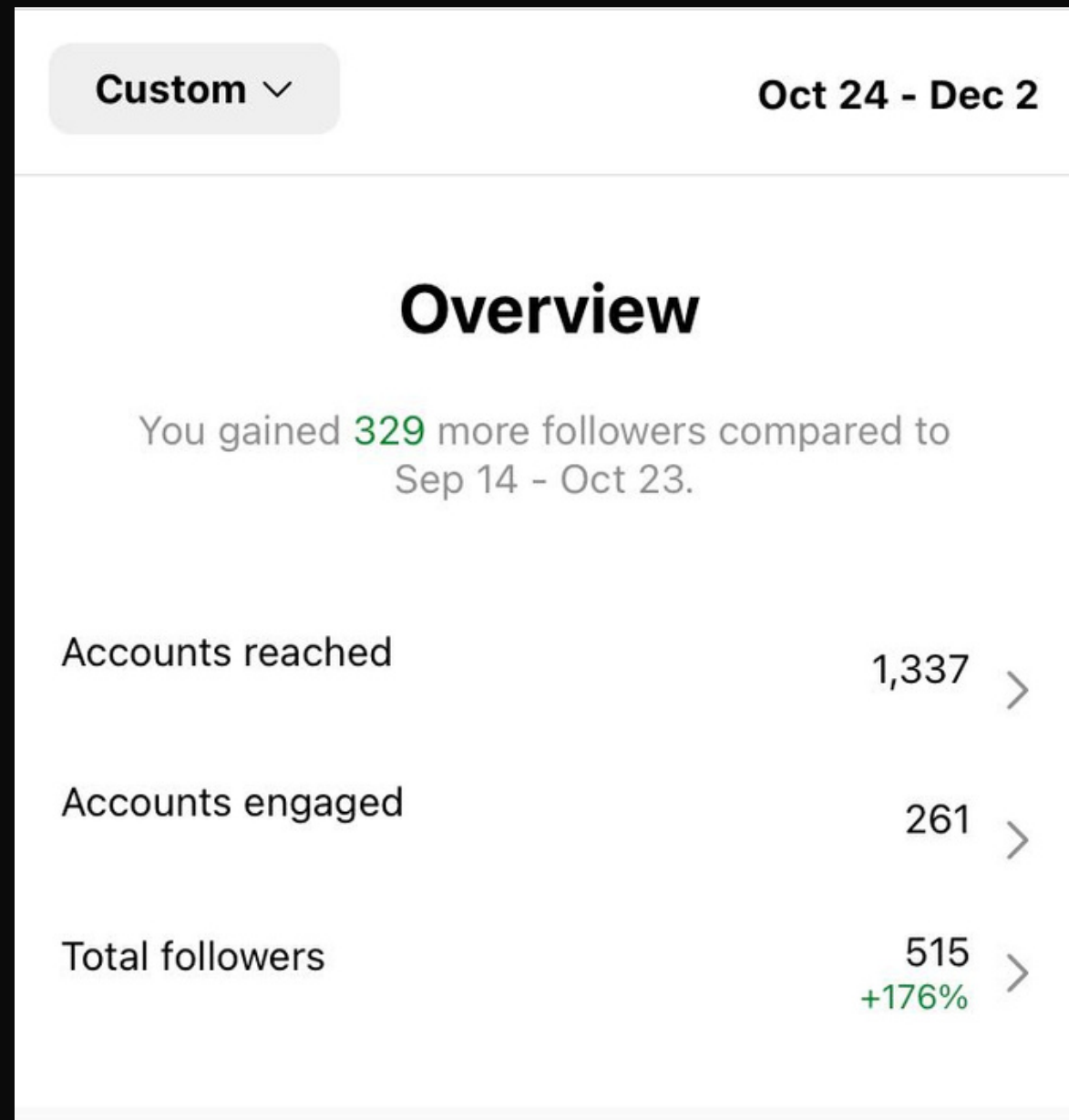
Accounts Reached
1,377
Posts Reached
1,977

Accounts Engaged
261
Content interaction
1,525

Barranquilla
18.3%
Coral Gables
14.4%

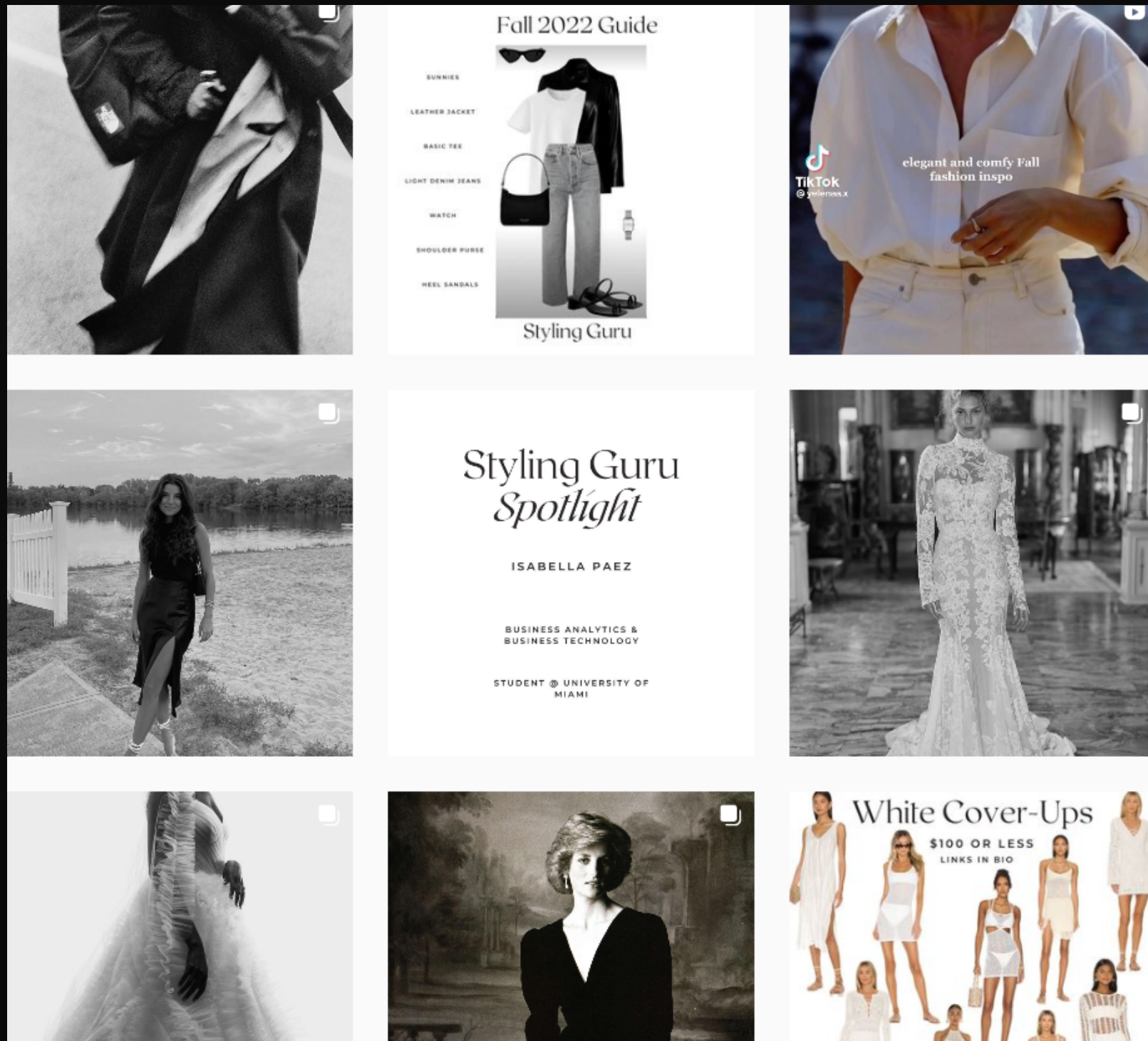


INSIGHTS



Overall we reached 518 followers between Instagram and Facebook. With 515 of them on Instagram. With that being said, our insights were fairly good. After starting our page in October, we grew our followers by 63% in one month and about half of our followers viewed our content. Interaction was fairly low with about 33% engaging with our content.

FEED



This was our vision. Our goal is that when a woman doesn't know what to wear, they will go to our social media pages and get inspiration from us. Our color palette was black, white, and grey. We decided to go with these colors in order to keep our feed looking, elegant and modern. These colors give a sense of upscale vibes, and a cleaner look. After all "less is more," and that is the look we are going after. We want to give a look of sophistication, of trust, and of elevation.



Overall, we really like how everything turned out. However, if we had extra time we would reorganize our Instagram and make sure our feed looked more aligned. Essentially, ensuring our posts follow the previous posts theme, so that the feed appears a little cleaner.

**WHAT WOULD WE
WOULD DO DIFFERENTLY**

WHAT SHOULD WE HAVE DONE MORE OF



- Collaborations with different brands to engage customers
- Instagram lives with different fashion stylists to provide more tips to our audience
- More polls to satisfy our customer base
- Increase brand awareness
- Improve community engagement
- Increase traffic to our website

SUCCESSES



- Reached 500+ Followers
- Interview fashion designers
- Give quality content: ideas and hacks to elevate your outfit and wardrobe
- Teamwork done effectively
- Audience awareness





- A content calendar is essential for a project to be successful
- Communication is key
- Exposure to different perspectives from each individual helps deliver the campaign
- Interacting with each member facilitates understanding when trying to solve any problem that may arise
- Marketing is essential when trying to target a specific audience
- The importance of personalization in terms of content, to each unique customer

KEY TAKEAWAYS

THANK YOU!

