



marketing strategy proposal

brand positioning & messaging

“Modern basics designed for comfort, style, and everyday confidence.”

Comfort Meets Style

- Elevated essentials crafted for daily wear.
- Soft, durable materials that feel as good as they look.

Inclusive by Design

- Gender-inclusive silhouettes
- Full size range that celebrates all body types.

Sustainable and Ethical

- Responsibly sourced fabrics.
- Transparent, ethical production practices.

Creativity Through Collaboration

- Limited drops featuring emerging artists.
- Bold color palette + minimalist design DNA.



executive summary



Why Marketing Matters in Influencer Marketing

Authenticity is the core driver of influencer trust, audience connection, and brand credibility. As influencers navigate increasing commercial pressures, algorithmic demands, and sponsorship saturation, maintaining genuine communication has become more challenging - and more essential.

Organizations must understand authenticity not just as a trait, but as a strategic asset that strengthens communication effectiveness and long-term brand equity.

Objective

To examine how organizations can support and enhance influencer authenticity through strategic alignment, transparent communication, collaborative content creation, and sustained parasocial engagement - ultimately improving trust, audience relationships, and campaign performance.

go-to-market strategy



Phase 1: Identifying Credible Influencers

- Reliability & expertise = authentic
- Consistency of personas
- Credibility grows when influencers communicate transparently.
- Consistency between personal identity and brand partnerships strengthens audience confidence.



Phase 2: Influencer Integration

- Detailed meeting with creator about our brand values & communication styles
- Create a uniform identity with creator
- Adapt our workflows to maintain efficiency
- A strong fit between influencer and brand leads to more persuasive communication.
- Value based partnerships feel natural rather than commercial or forced.
- Authentic engagement (non-algorithm-driven theatrics) maintains follower loyalty.



Phase 3: Transparency

- Audience perception on transparent feedback
- Disclosure statement and sponsorship awareness
 - Clear disclosure
 - Ambiguous disclosure
- Clear disclosures enhance trust rather than weaken it.
- Ethical storytelling preserves authenticity and reduces skepticism.

Social Media Platform Differences



| Facebook | Twitter | YouTube | Instagram | TikTok |
|--------------------------|-----------------------|--|-------------------------|--------------|
| High social interactions | Quick topical updates | Long form content Entertainment focused | Visual aesthetic driven | Trend driven |

*Voorveld et al., 2018

Gaps in literature

- **Platform Evolution** - Limited research on newer platforms (TikTok, Threads, BeReal) and AI-generated content transparency.
- **Diverse Perspectives** - Insufficient research of BIPOC, LGBTQ+, and other marginalized creators; lack of cross-cultural authenticity research
- **Crisis & Co-Creation** - No guidance for managing creator controversies; unexplored link between influencer partnerships and intention to co-create brand values.
- **Generational Differences** - Limited understanding of how Gen Z evaluates authenticity compared to older generations.

