

CORE
OPTIMISATION
THE RESULTS AGENCY

THE DIGITAL LANDSCAPE

ONLINE FASHION EDITION

INDUSTRY ANALYSIS
FEBRUARY 2025

The Digital Landscape

Online Fashion Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

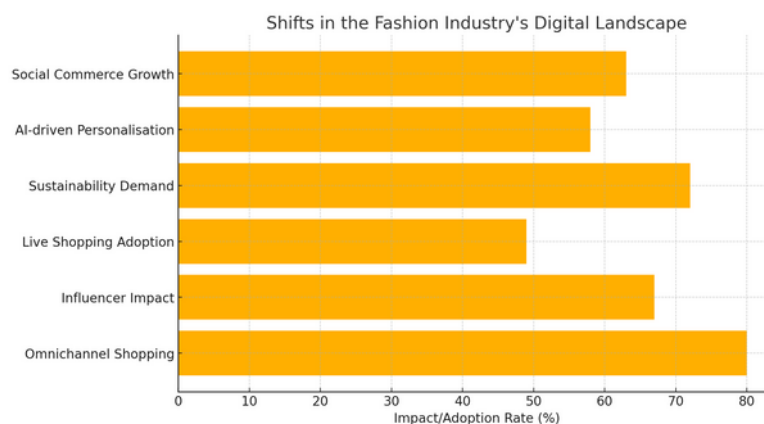
This report covers actionable insights on current trends, challenges, and opportunities shaping Online Fashion. Key topics include detailed analysis and trends around Digital Strategy, PPC, Paid Social and SEO.

Digital Strategy

The fashion industry's digital landscape is changing rapidly, with sustainability, personalisation, and social commerce driving consumer behaviour. Shoppers now expect seamless experiences across online and in-store, with AI-driven recommendations and real-time trend adaptation playing a key role. With 63% of fashion consumers influenced by social media, integrating platforms like TikTok Shop and Instagram Shopping is essential for boosting conversions.

Here is a tip from our Head of Client Success, Niamh Breslin:

"Make data work for you by using customer insights to personalise experiences. Tap into first-party data for hyper-relevant messaging, and collaborate with influencers to build trust. Experimenting with emerging trends like live shopping and interactive AR try-ons can give your brand an edge in an increasingly competitive market."

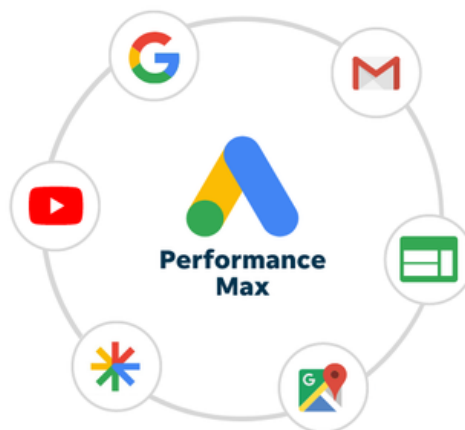


Pay Per Click/Paid Search

Many fashion websites may have an extensive range of products, categories or brands being stocked. As a result, it can be challenging to figure out how to structure your Google Ads account to allow you to target all the relevant products across your campaigns while creating a foundation for long-term growth in your account. When structuring your account, paying attention to historic top sellers in combination with product margins will help you define a much clearer path.

Here's a tip from our Senior PPC Specialist, Fintan

O'Toole: *"Once you have identified the products that have the most opportunity for long-term growth, use Performance Max campaigns to break out those brands or categories on their own so you can maximise their potential with more focused creatives, ad copy, audiences and more."*



Search Engine Optimisation

SEO in the fashion industry is highly competitive, with brands vying for visibility in both organic search and shopping results. Success requires balancing high-intent transactional keywords like “women’s designer coats” with long-tail variations such as “best winter coats for petite women”. With Google’s increasing focus on experience-driven search, optimising for user-generated content, FAQs, and product schema is key to improving rankings and engagement.

Here is a tip from our Senior SEO Specialist, Colm Bonus:

“To stand out in fashion SEO, brands should focus on E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness). Incorporate high-quality images, user reviews, and expert styling advice directly on product pages. Leveraging structured data for pricing, stock availability, and delivery options will also enhance search visibility and improve click-through rates.”



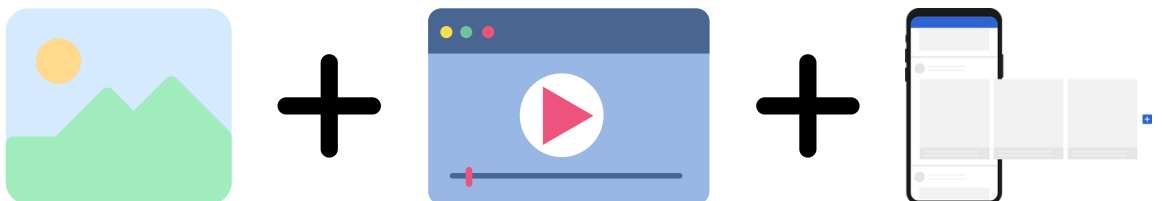
Paid Social

Fashion brands thrive on high-impact visuals and audience precision, making Instagram, TikTok, and Facebook key platforms for paid social success. Leveraging dynamic ad formats, influencer collaborations, and retargeting strategies helps brands convert engagement into sales. Success lies in balancing brand storytelling with performance marketing—crafting campaigns that resonate while driving measurable results.

Here's a tip from our Senior Paid Social Specialist, Colm Daly: *"To maximize ROI, focus on high-quality visuals and engaging video ads. Use Meta's Catalog & Collection ads to merge brand storytelling with product discovery. Lookalike audiences refine targeting, while retargeting campaigns recapture interest. Prioritise data-driven audience segmentation to optimise spend and drive conversions efficiently."*



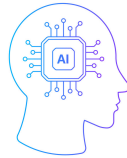
Experiment with various ad formats:



What is happening in the world of Digital Marketing?

AI Personalisation

Fashion brands are using AI to analyse customer data, delivering personalised product recommendations and styling advice, enhancing engagement and conversions.



Virtual Try-On

AR-powered virtual try-ons are revolutionising online fashion, enabling customers to see how clothes fit before purchasing, reducing returns and boosting confidence.



TikTok Shop

TikTok Shop is reshaping online fashion retail, allowing brands to sell seamlessly through in-app shopping. Leveraging influencer partnerships, live shopping, and algorithm-driven discovery can drive engagement and boost conversions.



TikTok Shop

Hope You Enjoyed the Read!

The digital landscape is constantly evolving, making it increasingly difficult to navigate. At Core Optimisation, we bridge the gap between Business Strategy and Digital Strategy, ensuring your campaigns deliver performance-driven results. Whether you need support in enhancing your online presence or driving growth, our Digital Performance and Digital Strategy offerings are designed to help your business succeed in the digital space.

Connect with Mike Flynn

Want to talk Digital Marketing? Get in touch with our Business Development Manager, Mike, to discover how we can help you thrive in today's digital landscape.



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