

FASHION BRAND MARKETING CHECKLIST

*40 actionable steps to build a fashion brand
that actually sells — not just looks good.*

by Lili · fashionmarketing.hu

How to use this checklist

This checklist covers the five core areas every fashion brand needs to get right. Work through each section at your own pace — tick the boxes as you complete them, use the tip boxes to go deeper, and revisit it each time you launch a new collection.

You don't need to do everything at once. Start with the areas that feel most urgent — or most broken — and build from there.

01 Brand Identity & Positioning

- You can describe your brand in one clear sentence
Who it's for, what it sells, what makes it different

- Your visual identity is consistent across all platforms
Same colours, fonts, and tone on Instagram, website, packaging

- You know who your ideal customer is — specifically
Not 'women aged 25–45' — a real person with real desires

- You have a defined brand story
Why you started, what you stand for, who you're making this for

- Your brand positioning is clear: what makes you different from mass fashion?
Quality, sustainability, craft, local production, limited runs...

◆ **Pro tip:** Write your brand story in the first person. 'I started this brand because...' converts better than corporate language. People buy from people.

02 Instagram & Social Media

- Your Instagram bio clearly explains what you do and who it's for
- Your feed has a consistent visual style (colour palette, shooting style, mood)
- You post Reels at least once a week
Behind the scenes, fabric stories, 'how to wear' content
- You use Stories consistently — not just for product drops
- You have a content batching system
1 shoot day per month = 30 days of content
- You track what content drives DMs, saves, and profile visits — not just likes
- Your captions tell a story or ask a question — not just 'new drop available'

◆ **Pro tip:** *Saves and shares matter more than likes for reach in 2025. Ask yourself: 'Would someone save this to come back to?' — if not, rethink the content.*

03 Website & SEO

- Your website loads in under 3 seconds on mobile
- Your homepage clearly states what you sell and who it's for — in the first scroll
- Every product has a description that sells the feeling, not just the specs
- You have a blog or content section updated at least monthly
- Your images have descriptive alt text
e.g. 'linen summer dress handmade Budapest' not 'IMG_0432'
- You have at least one evergreen SEO article targeting a search your ideal customer uses
- You have a clear call to action on every page
Join the newsletter, shop the collection, book a consultation

◆ **Pro tip:** *One strong SEO blog post can drive consistent traffic for years. Choose a topic your ideal customer googles — not what you want to write about.*

04 Email Marketing

- You have an active email list (even if it's small — start now)
- You have a lead magnet to grow your list
A free checklist, lookbook, styling guide, or discount code
- New subscribers receive a welcome email within 24 hours
- You send at least one email per month — not just for sales
- Your emails feel personal, not like a newsletter template
- You have a pre-launch email sequence ready for your next collection drop

◆ **Pro tip:** *Email has the highest ROI of any channel for small fashion brands. 500 engaged email subscribers outperform 5,000 passive Instagram followers for actual sales.*

05 Collection Launch & Sales

- You plan your launch at least 4 weeks in advance
- You tease the collection before launch — fabrics, behind the scenes, sneak peeks
- You have a launch week content plan across all platforms
- You communicate the value clearly — materials, craftsmanship, limited availability
- You follow up after launch — outfit inspiration, customer photos, 'last pieces'
- You ask for feedback or testimonials after each launch

◆ **Pro tip:** *The best launches are stories, not announcements. Start the narrative 4 weeks before the drop — by launch day, your audience should feel like they've been waiting for this.*

Your Score

35–40 → Strong foundation. Focus on scaling what's working.

20–34 → Good progress. Pick your weakest section and work on it first.

Under 20 → Great — now you know where to start.

Want help working through this?

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