Digital Marketing Strategy



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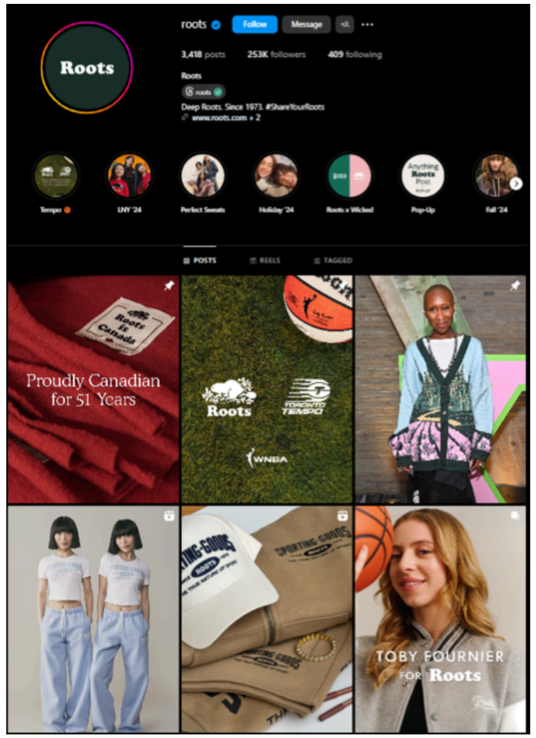
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Part 1: Audience Analysis

Social Media Presence

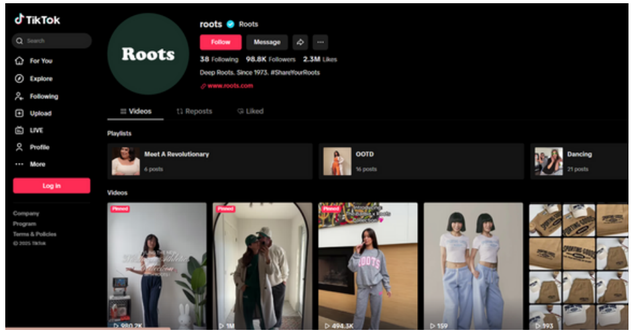
Instagram

- Strong visuals
- Brand storytelling
- Sustainability focus
- Influencer collaborations
- Product showcases
- Nostalgia and national pride



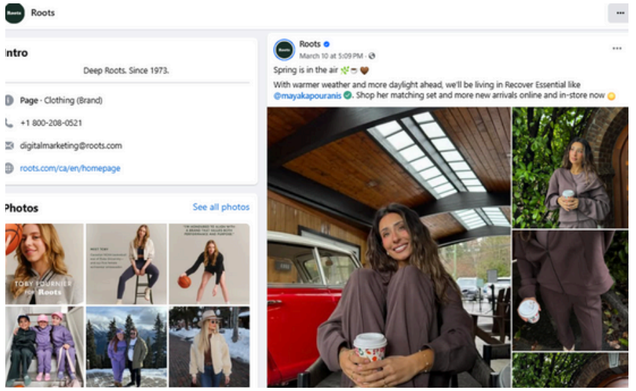
TikTok

- Trend-based content
- Casual and engaging styling tips
- Behind-the-scenes craftsmanship
- User-generated content



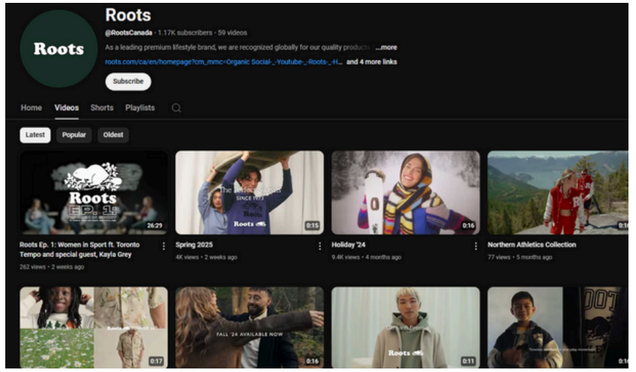
Facebook

- Community-driven
- Promotions and sales
- Customer interactions
- Brand updates



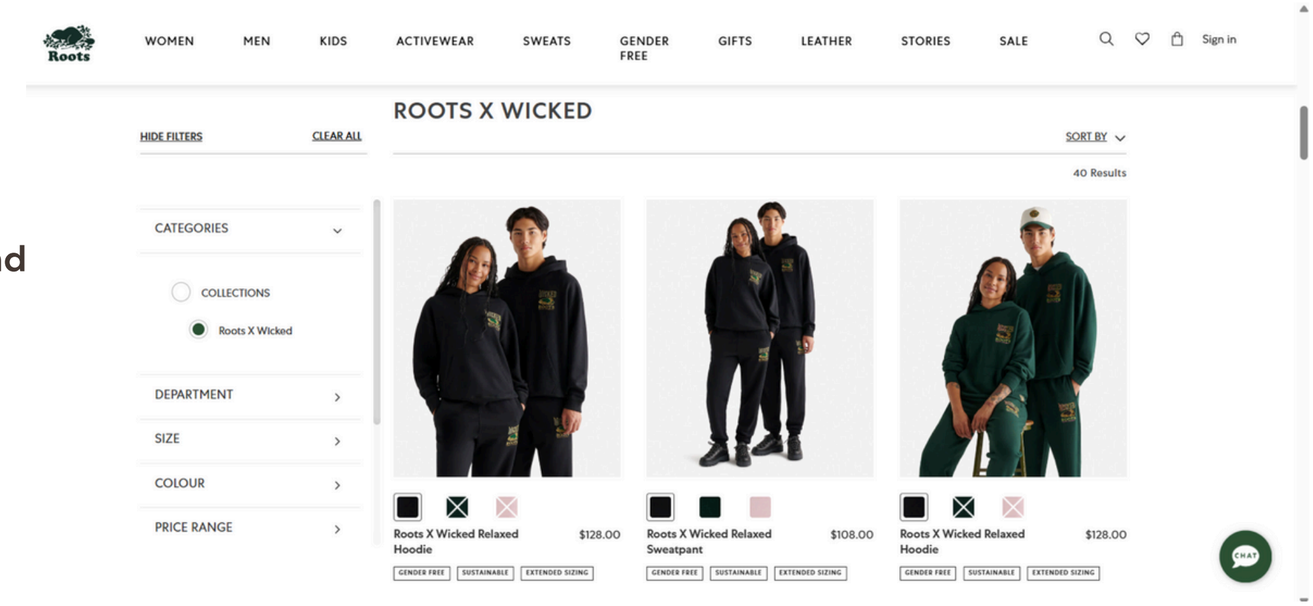
Youtube

- High-quality brand documentaries
- Craftsmanship focus
- Sustainability commitments
- Advertisements



Website

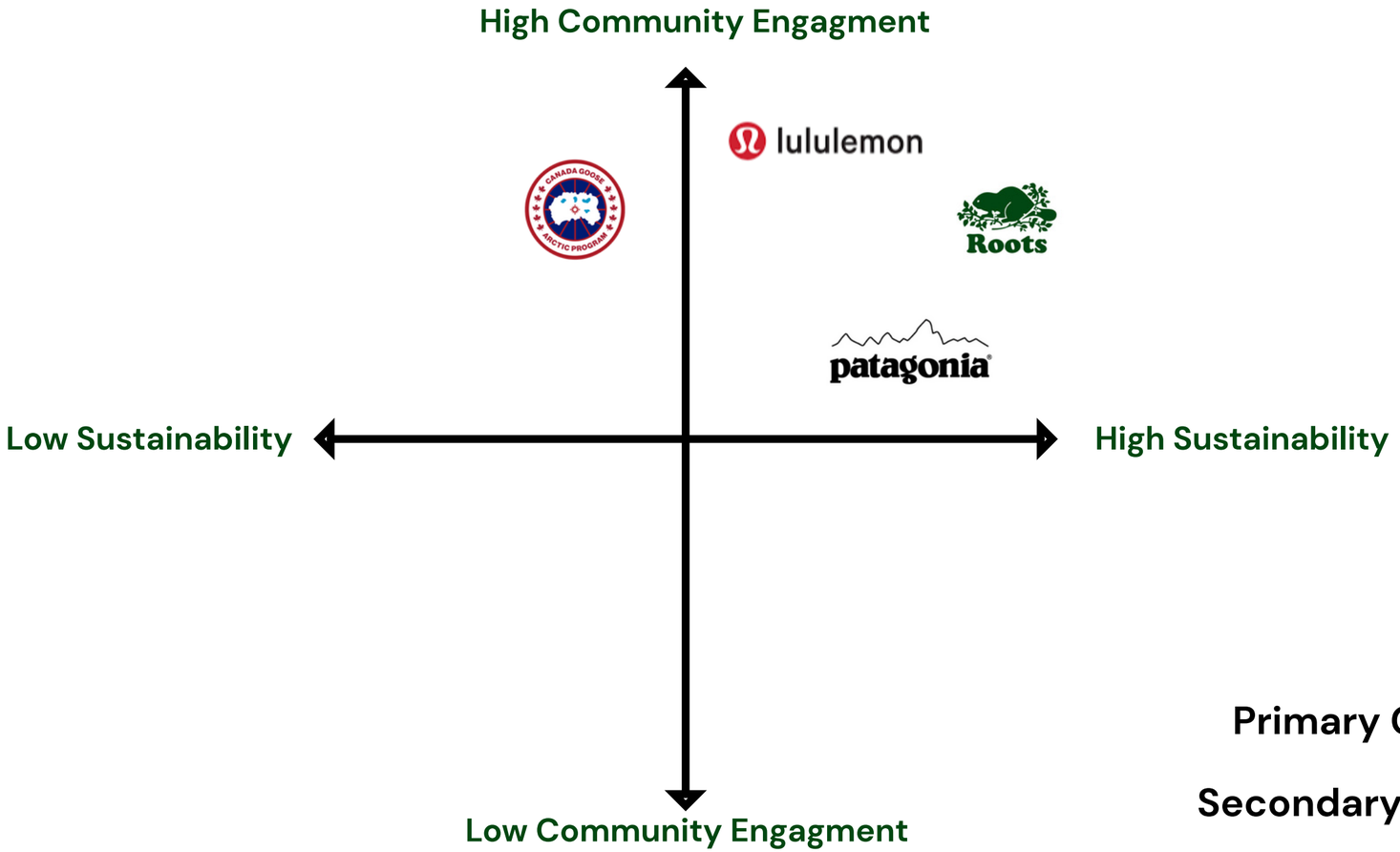
- Engagement with **seasonal collections, limited editions, and sustainability-focused** products.
- **BOPIS** option appeals to hybrid shoppers.
- **Personalized recommendations** enhance user experience.



Key Audience Segments	Motivations	Purchase Behavior
Eco-Conscious Consumers	Sustainability-focused, prefer ethical sourcing.	Willing to pay more for eco-friendly products.
Outdoor Enthusiasts & Travelers	Seek functional, durable gear for adventures.	Purchase long-lasting, high-performance items.
Fashion-Forward Shoppers	Appreciate high-quality materials, Canadian heritage aesthetic.	Invest in timeless, premium pieces.
Loyal Customers & National Pride Buyers	Deep attachment to Roots as a Canadian brand.	Support brand during national events and limited drops.

Key Audience Segments: Motivations & Purchase Behavior

Competitor Analysis



- **Patagonia:** Strong sustainability focus with moderate community engagement.
- **Canada Goose:** High community engagement through retail and influencer collaborations, but lower sustainability efforts compared to others.
- **Lululemon:** High community engagement through fitness campaigns, with moderate sustainability efforts focused on product materials.

Primary Goal: Increase e-commerce conversions & social media engagement.
Secondary Goals: Increase email sign-ups & in-store visits via digital campaigns.

Call to Action:
"Embrace Canadian Heritage – Discover Sustainable Style at Roots!"

Part 2: Theories of Motivation, Influence & Persuasion

Consumer Motivations

- **Steem:** Customers seek recognition and status. Through its message of being proudly “Original since 1973,” Roots also emphasizes its authentic Canadian heritage. Customers appreciate this sense of tradition and take pride in wearing Roots garments.
- **Self-actualization:** Roots collaborations (i.e, New Balance shoes, Wicked movie) make customers feel they have reached their full potential as they wear a one-of-a-kind piece that goes hand in hand with the latest in pop culture.

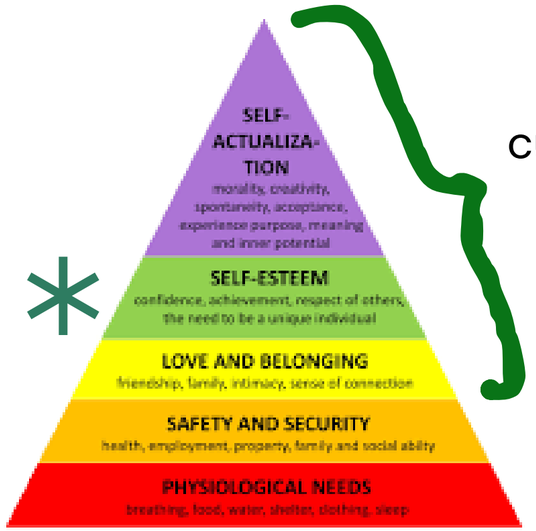


Customers appreciate Roots’ heritage and take pride in wearing Roots garments.



Consumer Motivations

- **Belonging:** Motivated by a need for connection, customers post photos and videos on social media wearing Roots. Micro-influencers and UGC are featured on Roots channels.



By using Maslow's Theories, Roots is driven to fulfill its customers' need for **belonging, esteem, and self-actualization.**



Styling ideas/ lifestyle videos

Consumer Motivations
& current sales impact

Case Study: consumers need for self-actualization and its impact on sales

In January 2024 Roots collaborated with Wicked in the creation of an Emerald Cardigan, a one of a kind garment that immediately sold out.

Roots restocked to be sold out again, for good, which made customers engage in their Instagram with messages such as "RESTOCK AGAIN AND MY LIFE IS YOURS".

By doing this collaboration, customers showed their loyalty to the brand, which drove higher numbers in sales, and new loyal customers followed.





Persuasive Techniques

- **Social Proof:** Buy made in Canada sentiment. -> “Proudly Canadian for 51 years”.

The response from customers was very positive, with thousands of likes, comments supporting the brand, driving consumer loyalty.

- **Scarcity:** limited availability -> “act fast to make it yours before it’s gone again – for good”.

This drove customers to buy fast, reaching sold-out levels in both instances of product availability. Customers once again showed their loyalty to the brand, and this type of sale also left customers awaiting future collaborations.

- **Emotional connection:** using images, copy and emojis.

Customers responded by sharing their photos to be featured on Roots channels, building this way the brand loyalty.



Key Insights



Authencity

- Gen Z values authencity and peer-led content, not just polished brand storytelling

1

Scarcity Tactics

- Scarcity works, but Roots only uses it occasionally.
- Could be more effective if built into a consistent strategy

2

Nostalgia is nice

- Emotional messaging: "focused on comfort, family, and heritage" is effective with Millennials
- But Genz Z, younger customers want messaging that reflects their identity, values , and individuality

3

What Roots Can Do Next?

Recommendation based on what we learned



Launch
a Social Media Campaign: #MyRootsMoment

1

- A social media campaign where real customers and student creators show off their Roots looks.
- Offer rewards like reposts, giveaways, or loyalty points to encourage participation.

Create
Monthly Limited Drops Campaign: "Roots Rare Drops"

2

- These limited drops can be promoted through countdowns and “early access” for loyalty members.
- It gives people something to look forward to regularly.

Update
Brand Messaging

3

- Move from a focus on heritage to something more empowering, like “You define what’s original.”
- Highlight diverse voices and personal stories across social platforms.

Part 3: Digital Marketing Objectives

SMART Objectives

1. Increase e-commerce sales by 15% within three months through targeted digital campaigns:
2. Boost social media engagement by 20% through influencer partnerships and user-generated content
3. Grow email subscriber list by 30,000 new sign-ups via lead-generation campaign
4. Increase in-store visits by 10% through digital-to-physical retail promotions:



Aligning Objectives with Digital Strategy

Personal & Psychological Factors:
Consumers seek high-quality, stylish, and sustainable clothing that reflects their values, and brands will produce content to emphasize this emotional connection through sustainability storytelling, craftsmanship videos, and community-focused campaigns.

Social & Cultural Factors:
Roots leverages Canadian heritage, national pride, and community-driven marketing to enhance authenticity and engagement, while seasonal shopping patterns influence campaign timing.

Situational Factors:
Consumers often purchase during sales events, product launches, and exclusive drops. Digital strategies will align content with these patterns to maximize conversions.

By integrating these objectives into a structured digital marketing strategy, Roots will enhance engagement, drive conversions, and strengthen customer loyalty across digital and physical touchpoints.

Roots

Part 4: Strategy Development:

Roots ‘Reimagine Heritage’ Campaign



Objective

This campaign would enhance the digital marketing strategies to increase e-commerce sales, social media engagement, email subscribers, and in-store visits. Overall this approach could lead to the Roots success to maintain a strong brand presence and customer loyalty

Strategy

:Targeted Digital Campaigns

PLATFORMS

- Facebook & Instagram Ads (Meta Ads Manager)
- TikTok Ads
- YouTube Ads
- Google Display Ads and
- Display Network

1. SOCIAL MEDIA ADS:

- Carousel Ads: Showcase different Roots product categories (e.g., outerwear, accessories).
- Message: “Heritage style meets modern comfort. Shop the Roots collection now.”
- Video Ads: (6-10 sec) featuring a lifestyle approach—people traveling, and working in Roots apparel.
- Message: “From the great outdoors to city streets fits every moment.”

2.GOOGLE ADS:

- Search Ads: Bid on terms like "best Canadian fashion brand," "sustainable outerwear," and "quality hoodies."
- Display Network Banners: Feature models wearing Roots
- apparel with a seasonal tagline.
- Message: “Elevate your style this season with Roots.”

Strategy

Influencer Partnership & User-Generated Content

PLATFORMS

- **Instagram (Reels, Stories, Lives, Posts)**
- **TikTok (challenges, behind-the-scenes, Influencer Content)**
- **Pinterests(Fashion Inspiration Boards, Shopping Pins)**

INFLUENCER CAMPAIGN

- **Campaign Hashtag:#Myrootstyle**
- **Concept:** Influencers showcase their everyday looks featuring roots apparel tagging the brand and using the hashtag
- **Message:** "Show us you Roots style-whether it's a city day of a nature escape."

HASHTAG CHALLENGE

- Launch the **#MyRootsAdventure challenge on TikTok.**
- Users film a **before & after** transformation video of their outfit-casual to stylish in Roots Gear.
- **Winner Rewards:** Feature on Root's official account+$300shopping spree.

Strategy



Behind the Scenes Content:

- Behind the scenes of product manufacturing: **"How a Roots Sweater is Made."**
- **"Day in The Life"–** With Roots designers, store managers, or influencers.

Lead Generation Campaigns

Grow Email Subscriber List



PLATFORMS:

- Website (Pop ups, landing pages, Checkout Pages)
- Instagram & Facebook Lead Ads
- Influencer Partnership

Content Recomentation & Campaign Messaging:

Website Pop-Up & Landing Page:

- Offer: "*Sign up & get 10% off your first orders!*"
- Message: " *Be the first to hear about exclusive drops, VIP events and Special Discounts.*"

ThankYou!

