A D2C SHORT VIDEOS! PLAYBOOK

Fashion & Apparel Edition

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Introduction

Short shoppable videos are a game-changer for D2C fashion and apparel brands. They captivate audiences, drive conversions, and create memorable brand interactions. Leveraging global trends, influencer strategies, and creative storytelling can ensure these videos increase time spent and engagement while generating sales.

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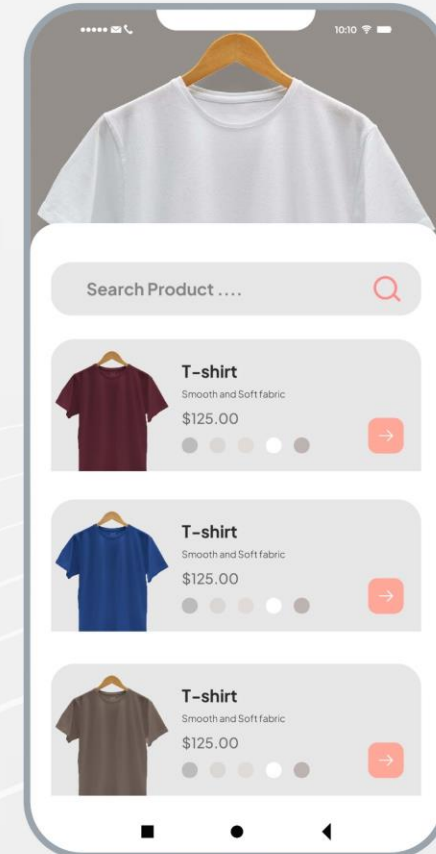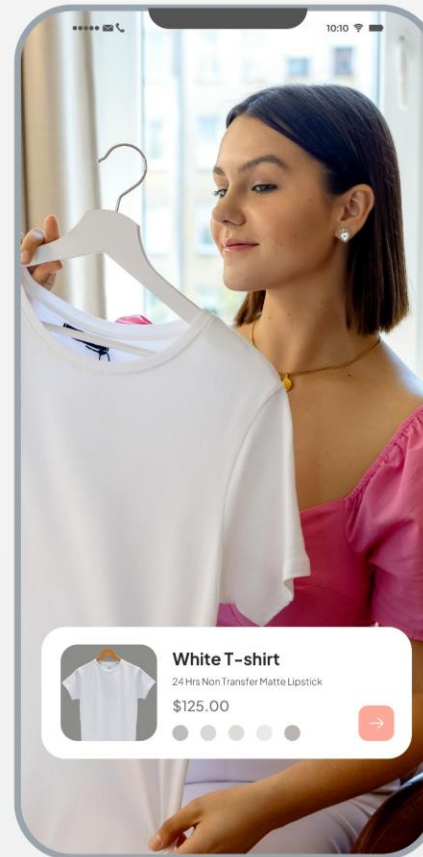
What Makes GREAT CONTENT?

Authenticity

Short shoppable videos: Content that is genuine, transparent, and true to the brands identity building trust with the audience.

Engagement

Content that sparks conversations, prompts reactions, encourages interaction drives deeper connections with the audience.

Value-Driven

Providing value through education, entertainment, and solutions that address customer needs creates lasting relationships.

Storytelling

Content that tells a compelling, relatable story and resonates emotionally with the audience, making it memorable.
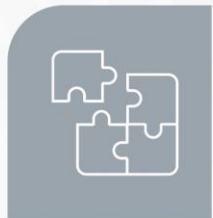
Creativity

Fresh, innovative, and visually appealing content stands out and grabs attention in an oversaturated digital world.

Consistency

Consistent messaging and posting frequency helps build recognition and keeps the brand top of mind for the audience.

Relevance

Content that is timely and aligned with current trends, events, or seasons keeps the audience interested and connected.

Action-Oriented

Great content motivates the audience to take action, whether that's making a purchase, sharing, or engaging with the brand further.

Optimized for Platform

Content that is tailored to the unique features and audience preferences of each platform (Instagram, TikTok, YouTube) delivers better results.

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Why Short Shoppable Videos Are Non-Negotiable for Fashion Brands

- **8 Seconds to Impress:** Fashion shoppers decide in 8 seconds whether to stay or scroll. A bold look or trending style is your hook - grab their attention fast!

- **Shoppable = Profitable:** Fashion brands see 41% of viewers making purchases after engaging with shoppable videos. [1]

- **The Power of Impulse:** A study found that 51% of consumers identify short-video platforms as their primary source for impulse purchases. Maximize that first impression. [2]

- **Fastest Growing Sales Channel:** Social commerce is growing 3x faster than traditional e-commerce. From lookbooks to live try-ons, don't miss out.

- **FOMO in Action:** Every second without shoppable videos is a sale slipping to your competitor. Be bold. Show. Sell. Style.

Profitable
41%

Impulse Purchase
51%

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Global Trends in Shoppable Fashion Videos

Styling Tutorials

What Works: Teach audiences how to style products for various occasions, showcasing versatility.

Why: Builds perceived value and helps consumers visualize products in their lives.

Best Practices:

- Feature multiple outfits using the same item.

- Highlight "Day-to-Night" or "Seasonal Transition" looks.

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Behind-the-Scenes (BTS) Content

What Works: Offer a glimpse into the design process, material sourcing, or the brand story.

Why: Humanizes the brand and fosters emotional connection.

Best Practices:

- Keep it casual and authentic.

- Use voiceovers or captions to explain the process.

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Trend-Centric Videos

What Works: Leverage trending fashion aesthetics (e.g., "Coastal Grandma," "Barbiecore") or seasonal events.product.
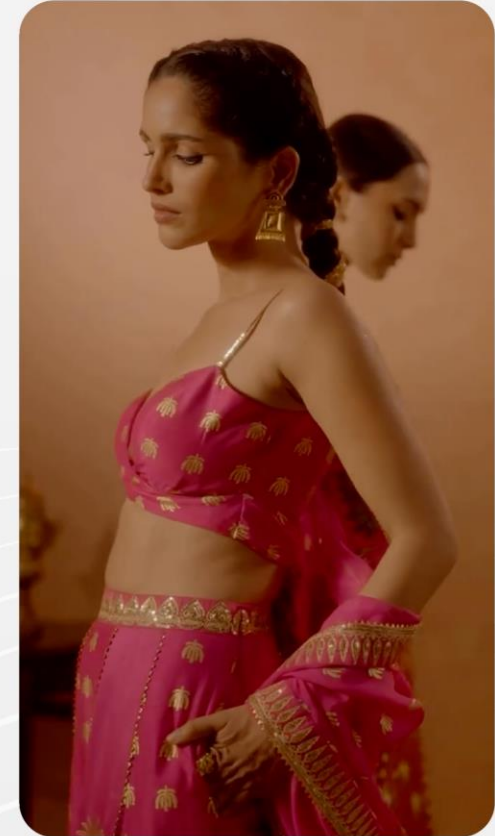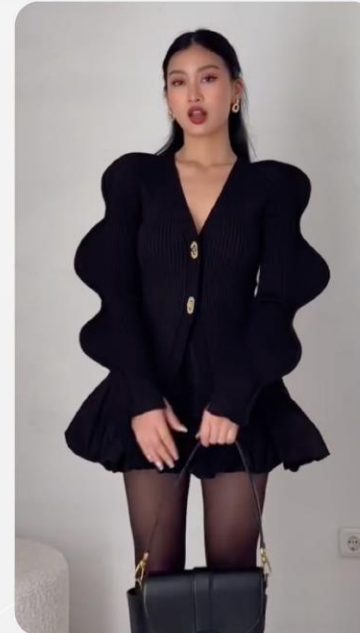
Why: Aligns the brand with what's popular, boosting relevance and discoverability.

Best Practices:

- Incorporate trending hashtags and sounds.

- Show how your products fit these trends.

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Interactive Challenges

What Works: Use TikTok or Instagram trends to create fashion challenges (e.g., "7-day outfit challenge").

Why: Increases user participation and generates UGC.

Best Practices:

- Offer incentives for participation (discounts, giveaways).

- Collaborate with influencers to kickstart challenges.

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Seasonal Promotions

What Works: Highlight products tied to upcoming holidays, festivals, or seasons (e.g., "Festive Collection").

Why: Creates urgency and aligns with customer needs.

Best Practices:

- Include countdowns or "limited-time" tags.

- Show products styled for specific occasions.

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Transformation and Makeover Stories

What Works: Showcase before-and-after transformations using your apparel.

Why: Evokes an aspirational connection with the audience.

Best Practices:

- Use relatable individuals as models.

- Add captions or voiceovers to emphasize the change.

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Collaborations

What Works: Partnering with influencers, celebrities, or complementary brands to create co-branded, shoppable video content.

Why: Expands reach, builds credibility, and drives immediate traffic from followers of both parties.
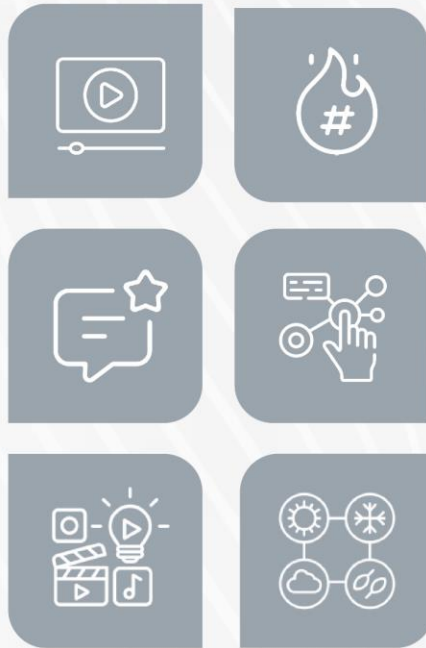
Best Practices:

- Choose influencers or brands with aligned values and aesthetics to ensure authenticity.

- Create exclusive offers or bundles for collaborative videos to incentivize purchases.

Video Types for Fashion & Apparel Brands

Video Type	Purpose	Example Ideas
Styling Tutorials	Show versatility and use cases of apparel	"3 ways to style this jumpsuit"
Trend Highlights	Align with current fashion trends	"How to nail the 'Athleisure' trend"
Customer Testimonials	Build trust through real-life experiences	"Why I love my Zouk handbag"
Behind the-Scenes	Foster brand loyalty through storytelling	"How we design our kurtas"
Interactive Challenges	Drive engagement through participation	"Show us your Meena Bazaar look!"
Seasonal Content	Tap into relevant events	"Festive looks for Diwali"

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Key Tips for Increasing Engagement and Conversions

Capture Attention in the First 3 Seconds

Use bold visuals, questions, or trending music to hook viewers immediately.

Optimize for Mobile Viewing

Ensure videos are vertical, under 60 seconds, and visually clear even on small screens.

Leverage Platform Features

Use TikTok's trending audio or Instagram's Shopping Tags for direct purchases.

Incorporate Strong Calls-to-Action (CTAs)

Examples: "Shop now," "Tap the link," or "Get yours before it's gone!"

Highlight Limited-Time Offers

Include discounts, free shipping, or exclusive deals to prompt immediate action.

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Using Talent/ Influencers Effectively

Micro-Influencers

Strategy
Collaborate with influencers who specialize in fashion niches, such as modest fashion or activewear.

Benefit
Higher engagement rates with authentic, targeted audiences.

Example
A micro-influencer styling Kica Active outfits for different workouts.

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Lifestyle Bloggers

Strategy
Partner with bloggers who can feature your brand in "Day in My Life" videos.

Benefit
Seamlessly integrates your products into aspirational narratives.

Example
A blogger showing how Libas kurtas transition from workwear to casual dinner.

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Live Shopping Events

Strategy
Host live-streamed shopping sessions with influencers showcasing collections.

Benefit
Interactive sessions drive impulse purchases and build trust.

Example
An influencer hosting a live tour of Vaaree's latest collection.

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Affiliate Partnerships

Strategy
Offer influencers commissions for sales generated through their shoppable links.

Benefit
Incentivizes influencers to create compelling, conversion-focused content.

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UGC Amplification

Strategy
Curate and share user-generated content to promote authenticity.

Benefit
Builds a sense of community and encourages participation.

Example
Featuring customers styling Muffynn outfits on Instagram Reels.

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Platform-Specific Strategies

Instagram Reels

- Focus on aspirational and aesthetic content.

- Use high-quality visuals and ashoppable tags for seamless purchases.

TikTok

- Keep content casual and fun, leveraging trends, challenges, and relatable humor.

- Incorporate trending sounds and transitions for virality.

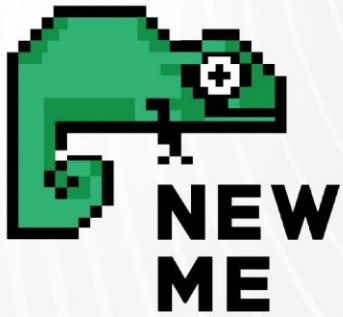Mela | quinn

Checklist for Shoppable Video Success

- Hook viewers in the first 3 seconds.

- Highlight product benefits visually and succinctly.

- Include clickable shopping tags or URLs.

- Use influencers strategically to boost credibility and reach.

- Analyze metrics like engagement rates and conversions to refine future content.

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Case Studies

NEW ME

Challenges to solve

With 90% of NEWME's users primarily engaging with the brand on Instagram, NEWME was looking to revamp their website to reflect vibrant content on their app by adding instagram reels & stories - to improve product discovery, conversion & engagement.

Results

20%
increase in Conversion Rate

1.64
Mins of Average watchtime/user

729+
hrs/mo of video watchtime

Raj Golhani
Product Manager, NewMe

"Our users love the dynamic reels and video content, resulting in a significant 20% increase in conversion rates on our product listing page. This feature has become a standout, effectively capturing user attention."

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SILVERTRAQ

Challenges to solve

Silvertraq was looking to enhance customers' experience by showcasing products in action, rather than just through static images on their website. Silvertraq noticed that videos featuring influencers or models wearing their products significantly boosts conversions, as it helped their audience relate to and visualize themselves using the products more effectively.

Results

63x	**17.44**	**128**
ROI	sec Avg Watchtime/User	hrs watchtime/Month

Rida Shaikh
Marketing Executive, Silvertraq

"Our ROI improved as customers could see the products in action, which made showcasing the products more effective"

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koskii

Challenges

- Improve Sales
- Visualisation of Dress Materials
- Showcase Premium Offering

Results

Revenue and Growth: There has been a substantial improvement in the conversion rates, number of orders and a marked increase in revenue

Enhanced Aesthetics: Koskii's inclusion of videos made the website dynamic and engaging and contributed to a more visually appealing and immersive online shopping environment

PDP Page Effectiveness: Videos on the PDP Page empowered customers on make purchase decisions with greater confidence and thus emerging as standout performer in terms of conversion rate improvement.

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Contact Us

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