FOREVER NEW

EDITIONS

FOREVERNEW.COM.AU/BLOG

OUR STRATEGY

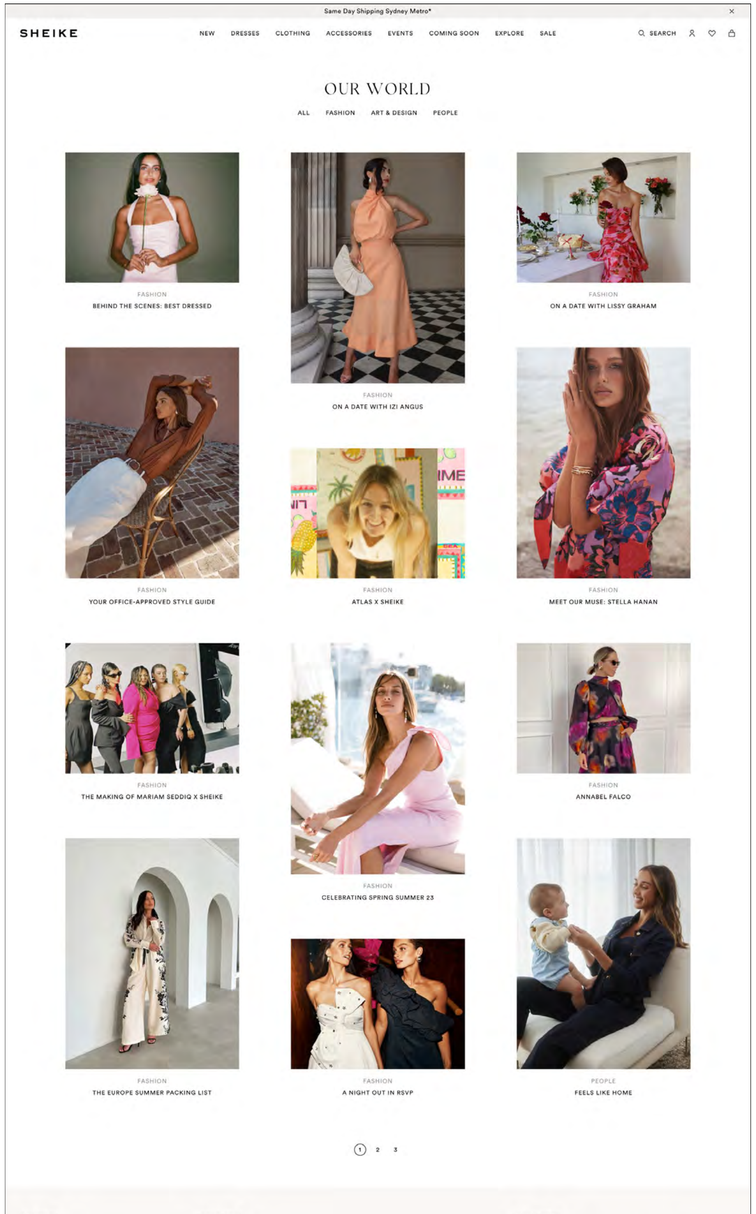
As part of our new approach to content we will relaunch our Forever New fashion blog 'Editions'. Our strategy is to create a blog that becomes a hub of inspiration, education and storytelling that she will love to visit time and time again. SEO content will be seamlessly woven into our stories to best optimise for search on site and drive commercial objectives.

FOREVERNEW.COM.AU/BLOG

OUR OBJECTIVES

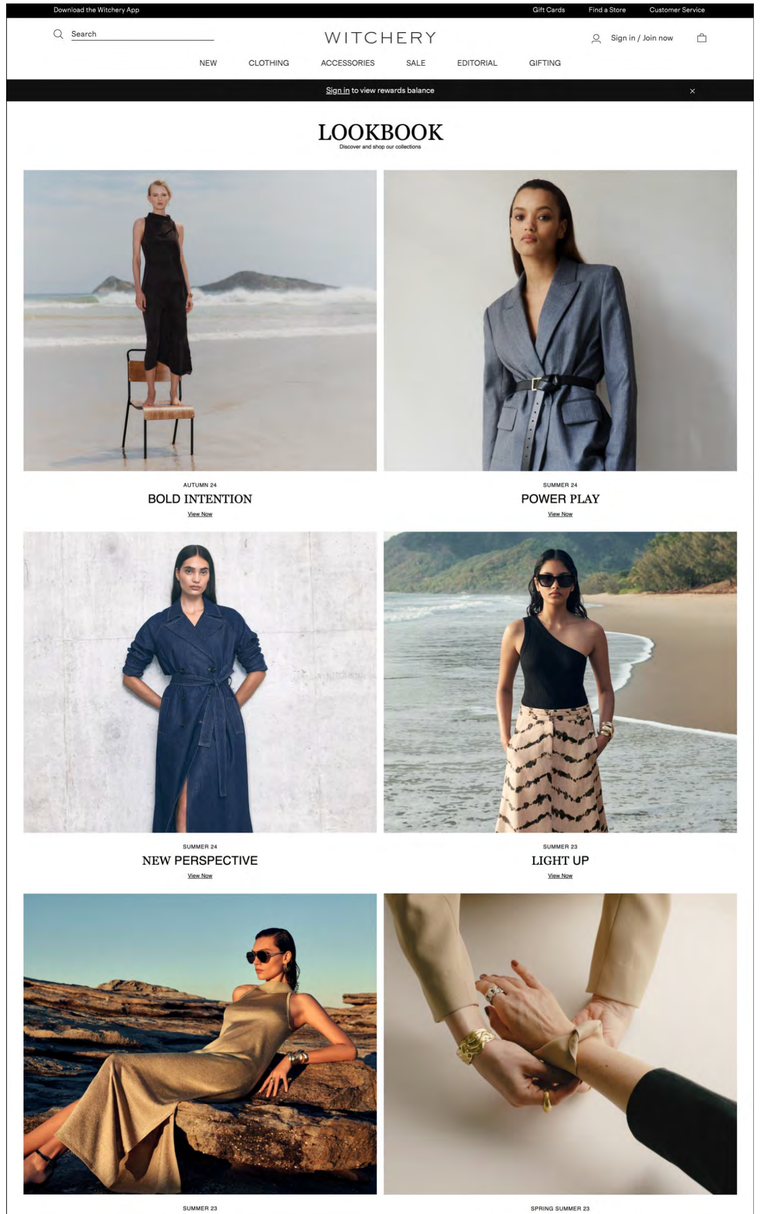
- Increase ***brand awareness*** with new audiences
- Tell our brand stories and ***educate and inspire*** our customers on styling
- Drive more traffic to our site, increase session duration and drive ***conversion***
- Optimise SEO on our site to ***rank higher*** in search results
- ***Connect with our customers*** and foster a community network

COMPETITOR BLOGS



SHEIKE

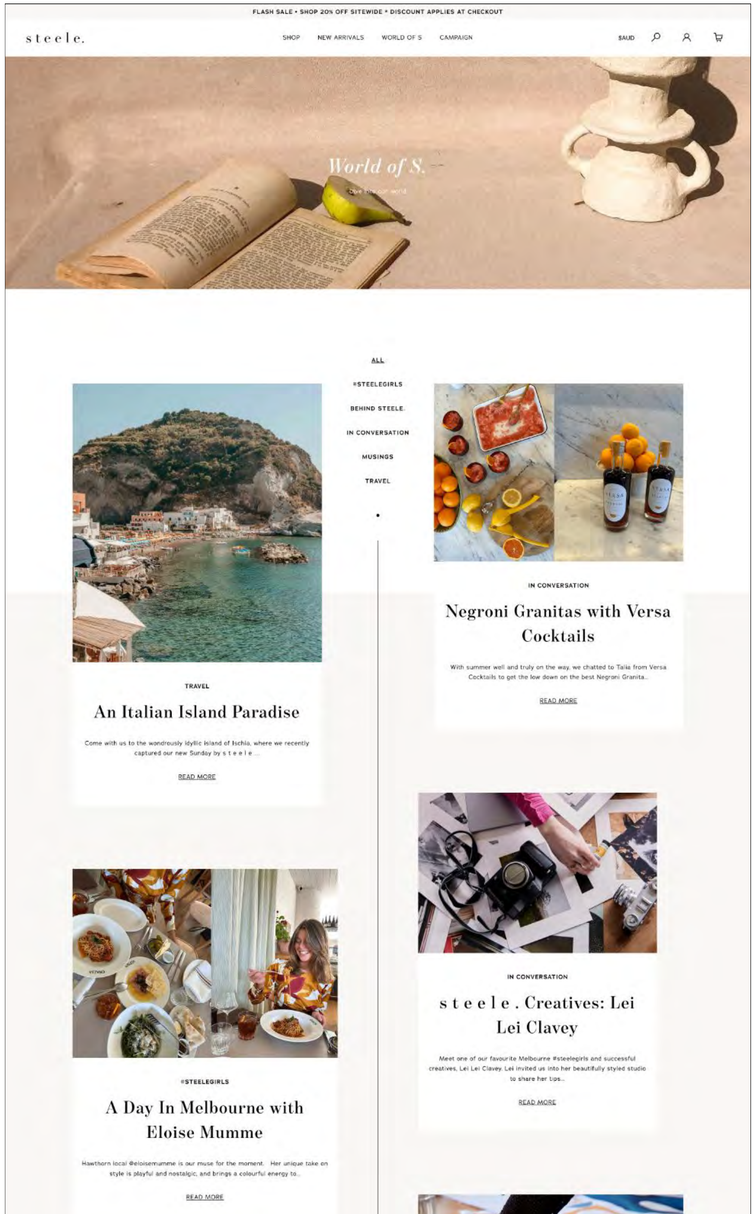
- Content Pillars – you can filter by pillar
- The content seems a mix of brand moments and commercial/salesy
- Most posts include a Shop Now carousel – some of these look dead as styles are no longer available
- Collection blogs seem to have links removed once product sells out
- It appears to not be SEO driven



WITCHERY

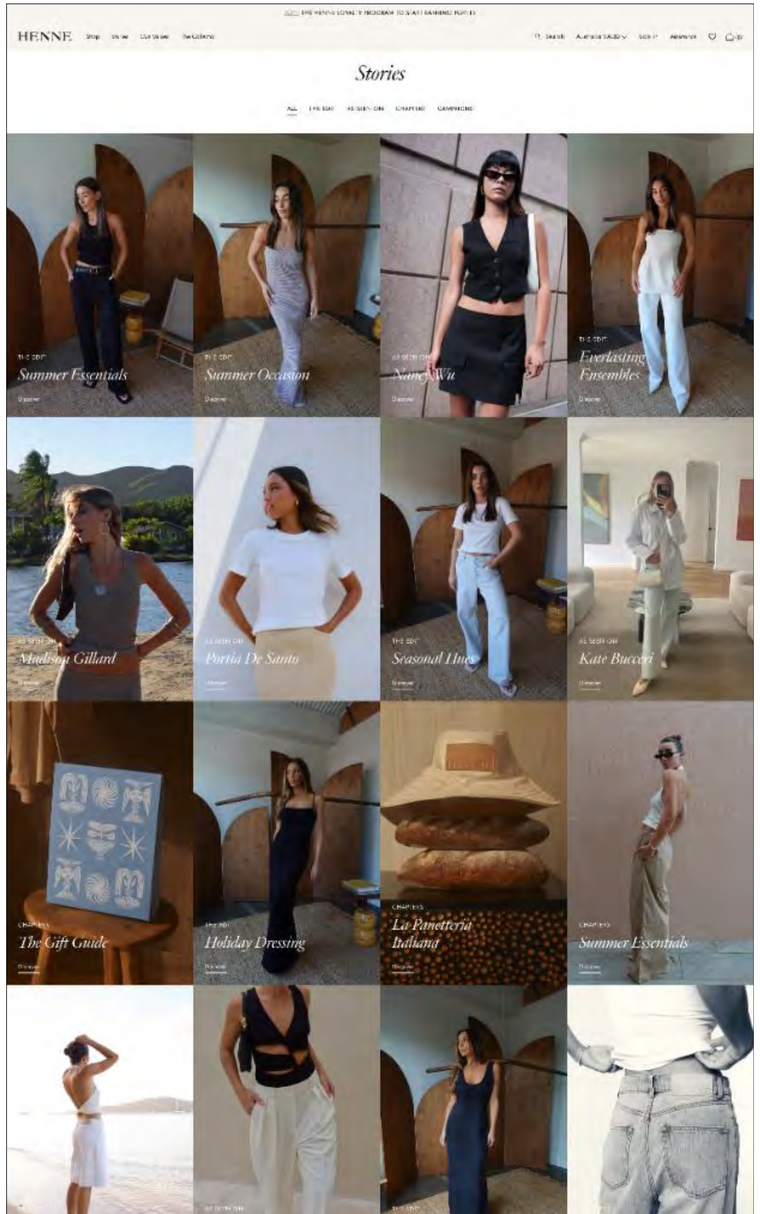
- Two content pillars, similar to our current strategy
- One pillar is about collections / product
- The other pillar highlights women, groups, events etc. There still seem to be lots of product tie-ins
- Closest to our approach
- Don't have an archive function
- You can filter by content pillar

COMPETITOR BLOGS



STEELE

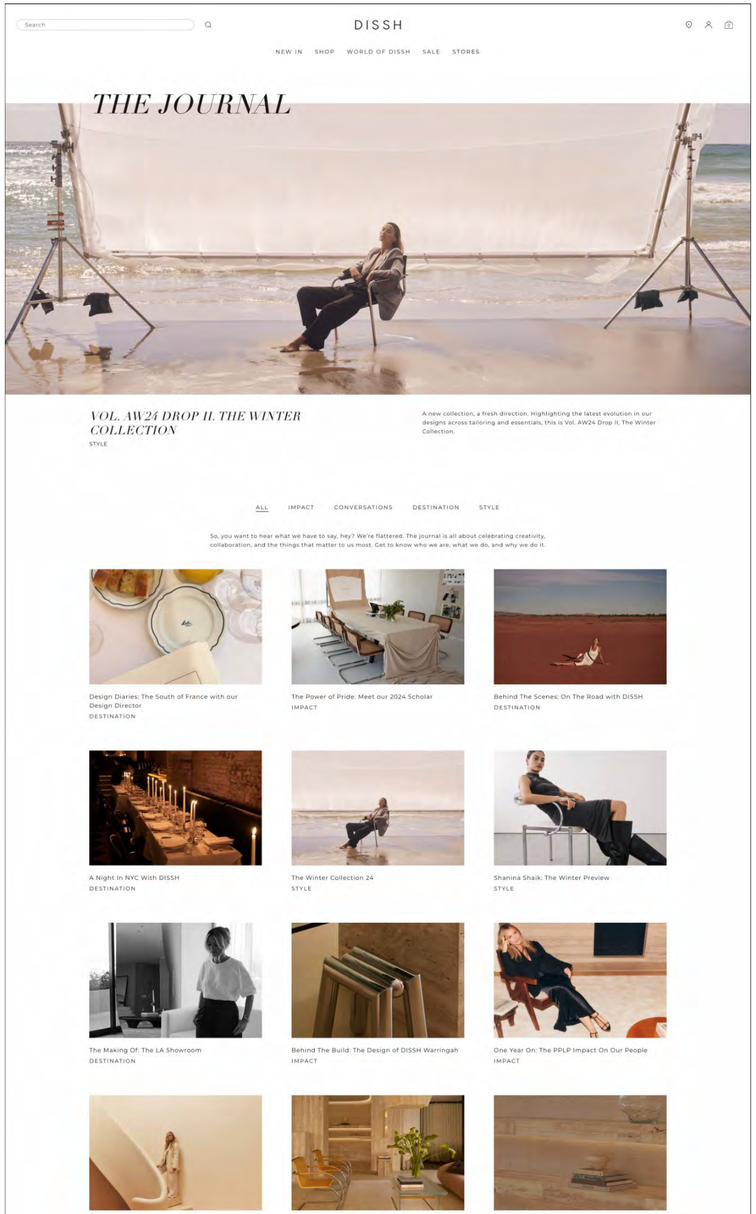
- Seems to be a true creative project that isn't meant to be commercial
- Product is featured in imagery but it isn't linked to
- Can filter by content pillars
- Interesting landing page design
- Collection blogs seem to have links removed, some are dead
- No archive feature



HENNE

- Very product heavy design – for the landing page and also the pages themselves
- Sleek design, image heavy
- All images seem to have a treatment on them so they all look quite cohesive on the landing page
- There are specific content pillars; Chapters, As seen on, Campaign, The edit - you can filter by pillar
- This content is very commercial and about product
- They have a great system of when a product sells through it is cleanly removed from the page
- No archive feature, there is infinite scrolling
- Don't have any substance to their posts – there is no 'storytelling'. It seems to be centred around 'inspo' and shopping

COMPETITOR BLOGS



DISSH

- This blog has a landing page design that highlights the main, most recent story at the top, similar to us
- Content pillars; you can filter by pillar
- They have a ‘Load More’ button to see more articles
- No archive function
- This is a true creative, inspo, lifestyle space that doesn’t seem to be functioning as an SEO strategy at all
- The ‘Impact’ stories are longer and often include Q+As
- The campaign pages are heavily image focused, no links are used within the body of the blog or the imagery. There is only one link down the bottom so readers can shop the campaign

OUR MISSION

The blog will become a space of inspiration and storytelling, dedicated to our customer and our brand. A hub where we can talk about our world, invite her in, and foster a stronger relationship through common interests including style, travel, beauty, wellness etc.

The blog will house multiple content types and formats including advice, how-tos, and lifestyle content as well as acting as a vehicle to communicate what happens behind the scenes. SEO content will be weaved in seamlessly, while fresh design elements will support dynamic imagery and video.

CONTENT PILLARS

We have developed four content pillars in which to house our articles; these include Collections, Style, Our World, and Lifestyle. This framework is broad enough to best serve the frequency and content of our articles while simultaneously being specific enough to provide a good user experience for our reader.



COLLECTIONS

A space where we showcase our Campaign imagery, offering a look into the FN brand and our design DNA.



STYLE

Everything styling, fashion, and trend. Discover a place dedicated to inspiration and education.



OUR WORLD

Come behind the scenes and learn about our people, our products, and how we support our community.



LIFESTYLE

Advice, how-tos, and guides to living your best FN girl life.

CONTENT TYPES



COLLECTIONS

Campaigns
Content Shoots
Capsule Collections
Signature
Denim
Petite
Curve



STYLE

How To
Ways To Wear
Colour Code
As Seen On
Spotlight On
Influencer Style
Street Style
On The Runway
Trend Report
SEO – Seasonal themes



OUR WORLD

Brand Events
Brand Moments
Behind the Design
Day In The Life...
Conscious
CSR Milestones
Fabrics – Linen, bamboo
Mother's Day
IWD
Holidays
Charity Partners
BTS
Meet The Model



LIFESTYLE

At Home With...
Travel Guide
Must-Pack Edit
Beauty
Health & Wellness
Food
Day In the Life – lifestyle influencer

CONTENT PILLAR

COLLECTIONS

A space where we showcase our Campaign imagery, offering a look into the FN brand and our design DNA.



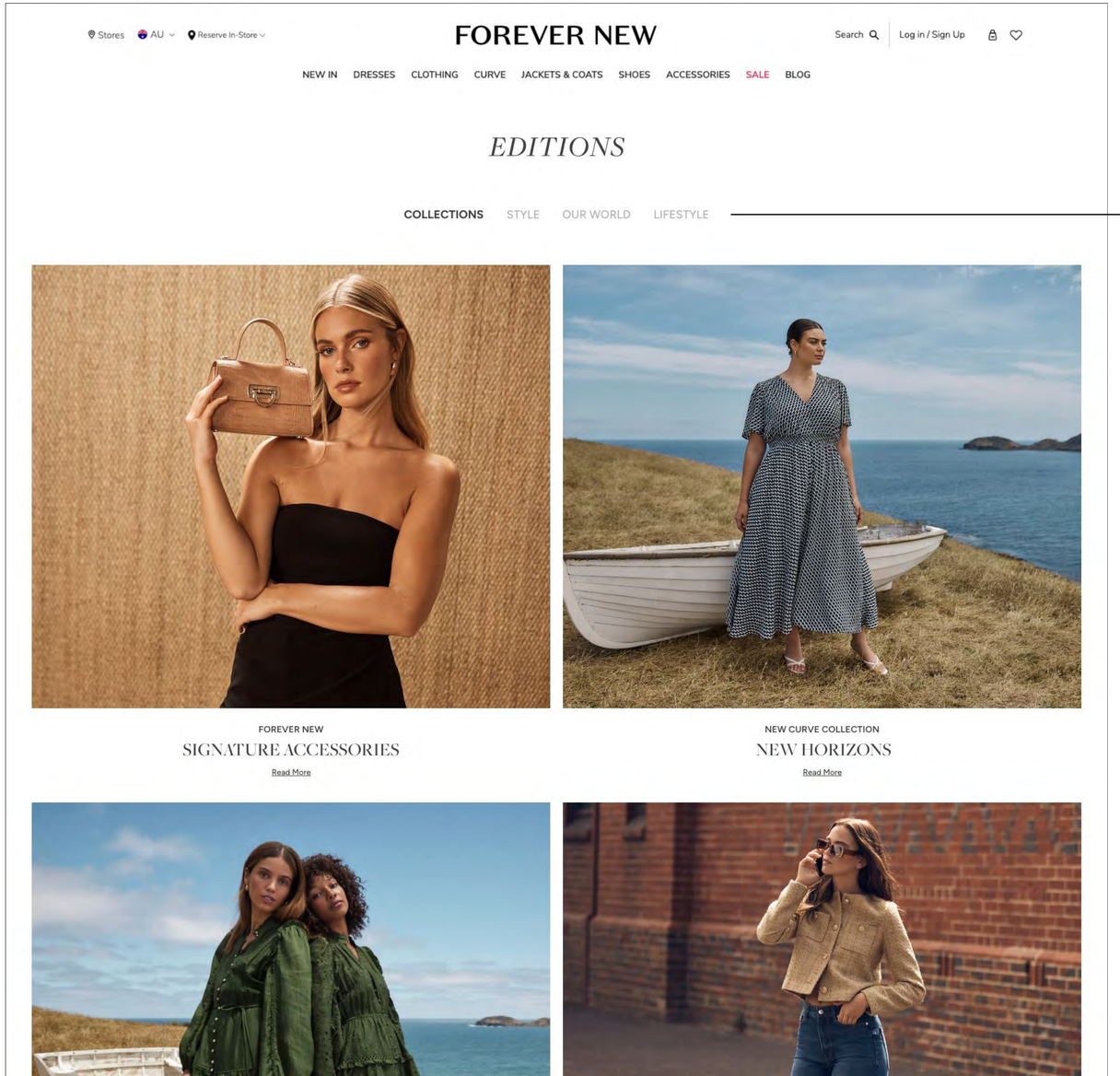









CONTENT PILLAR FILTERING

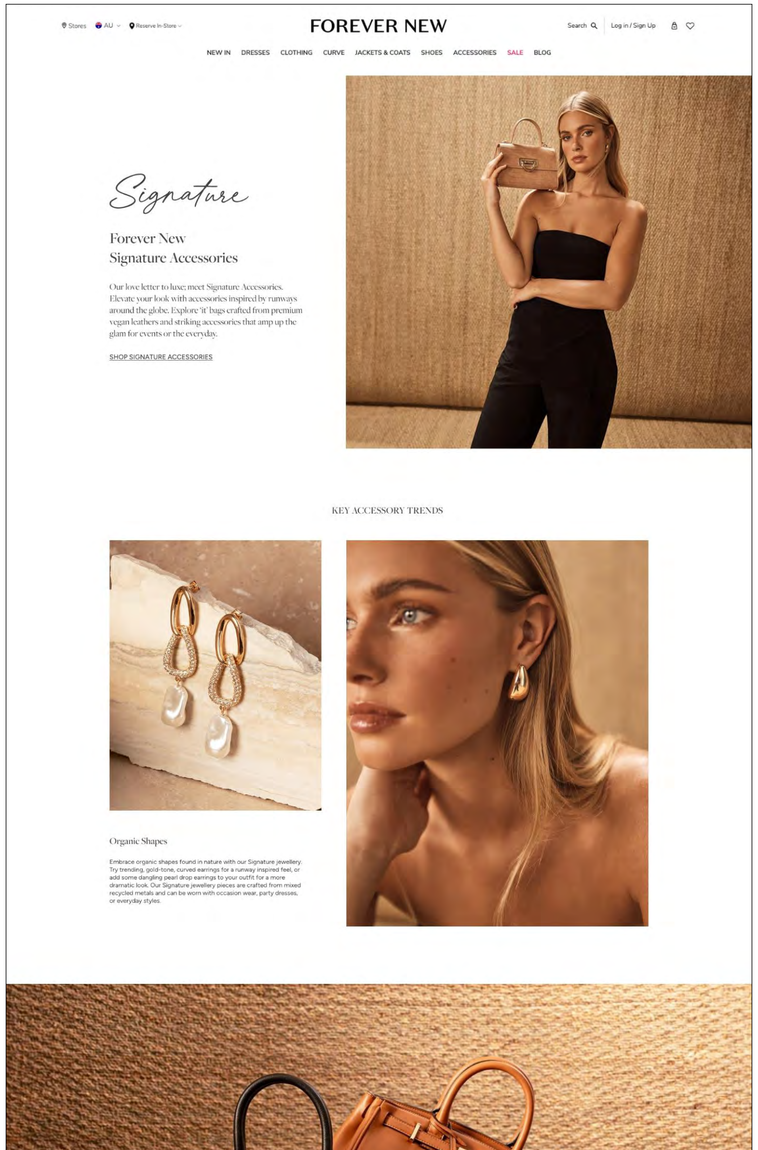


The content pillars will appear as a nav menu. The user clicks on one and the articles correlating to that pillar populate the page, while the rest are hidden.

The active filter will appear bolded as shown for ‘Collections’, while the inactive pillars will appear faded.

CONTENT PILLAR COMPONENTS

COLLECTIONS



THIS PILLAR INCLUDES:

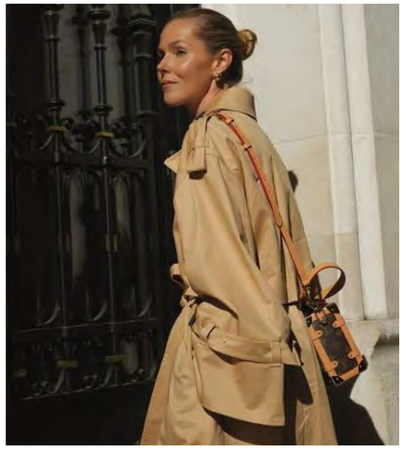
- Campaigns
- Content Shoots
- Capsule Collections
- Signature
- Denim
- Petite
- Curve

CONTENT PILLAR

STYLE

Everything styling, fashion, and trend. Discover a place dedicated to inspiration and education.



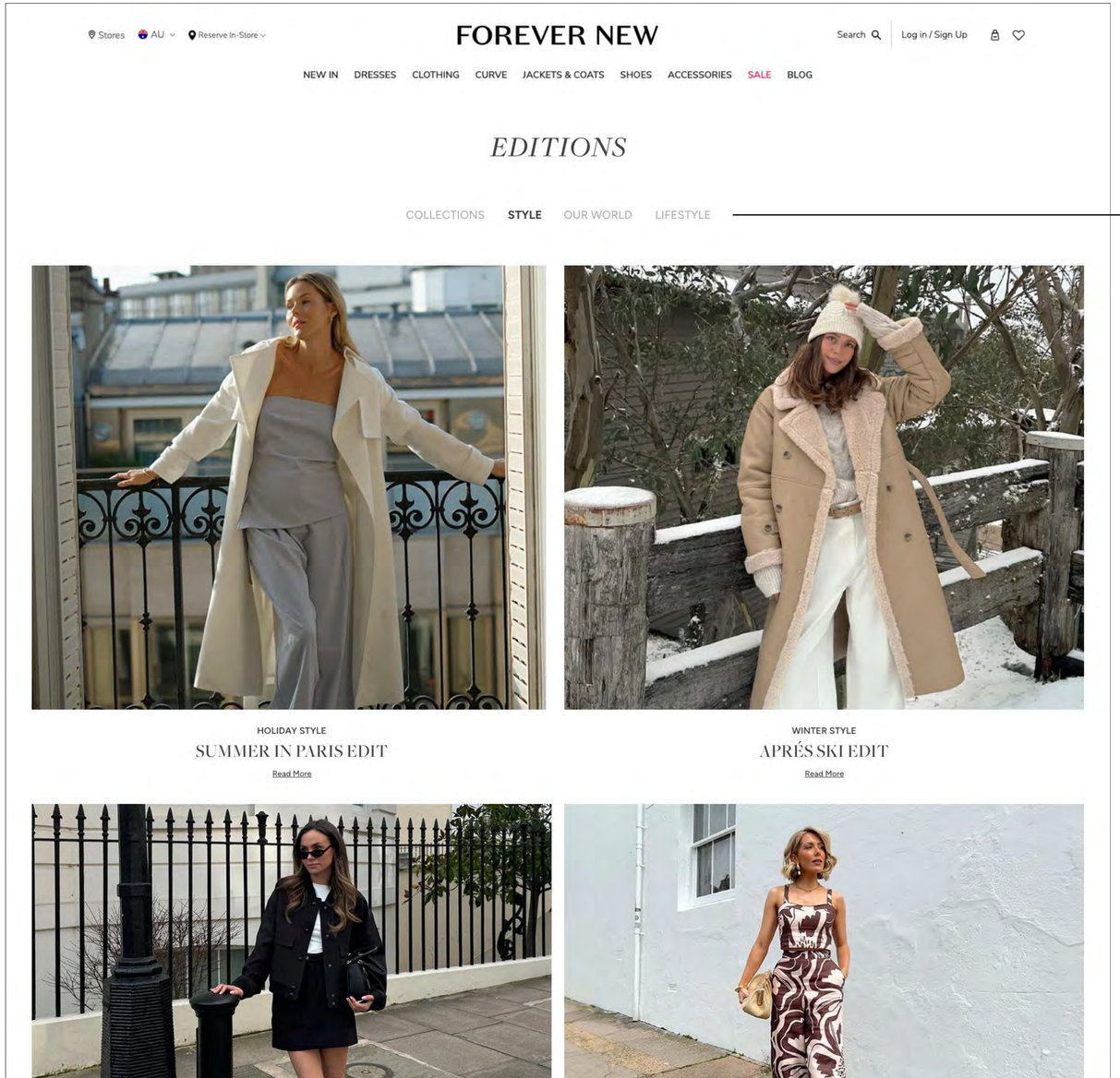









CONTENT PILLAR FILTERING



The content pillars will appear as a nav menu. The user clicks on one and the articles correlating to that pillar populate the page, while the rest are hidden.

The active filter will appear bolded as shown for ‘Style’, while the inactive pillars will appear faded.

CONTENT PILLAR COMPONENTS

STYLE



THIS PILLAR INCLUDES:

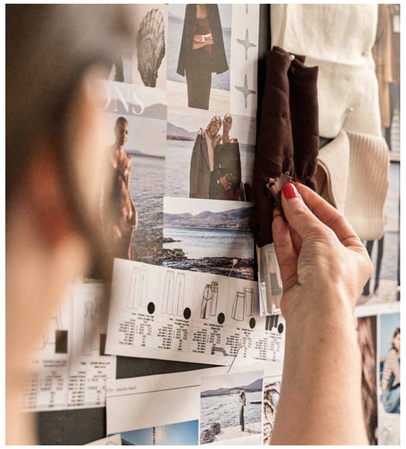
- How To
- Ways To Wear
- Colour Code
- As Seen On
- Spotlight On
- Influencer Style
- Street Style
- On The Runway
- Trend Report
- SEO – Seasonal themes

CONTENT PILLAR

OUR WORLD

Come behind the scenes and learn about our people, our products, and how we support our community.



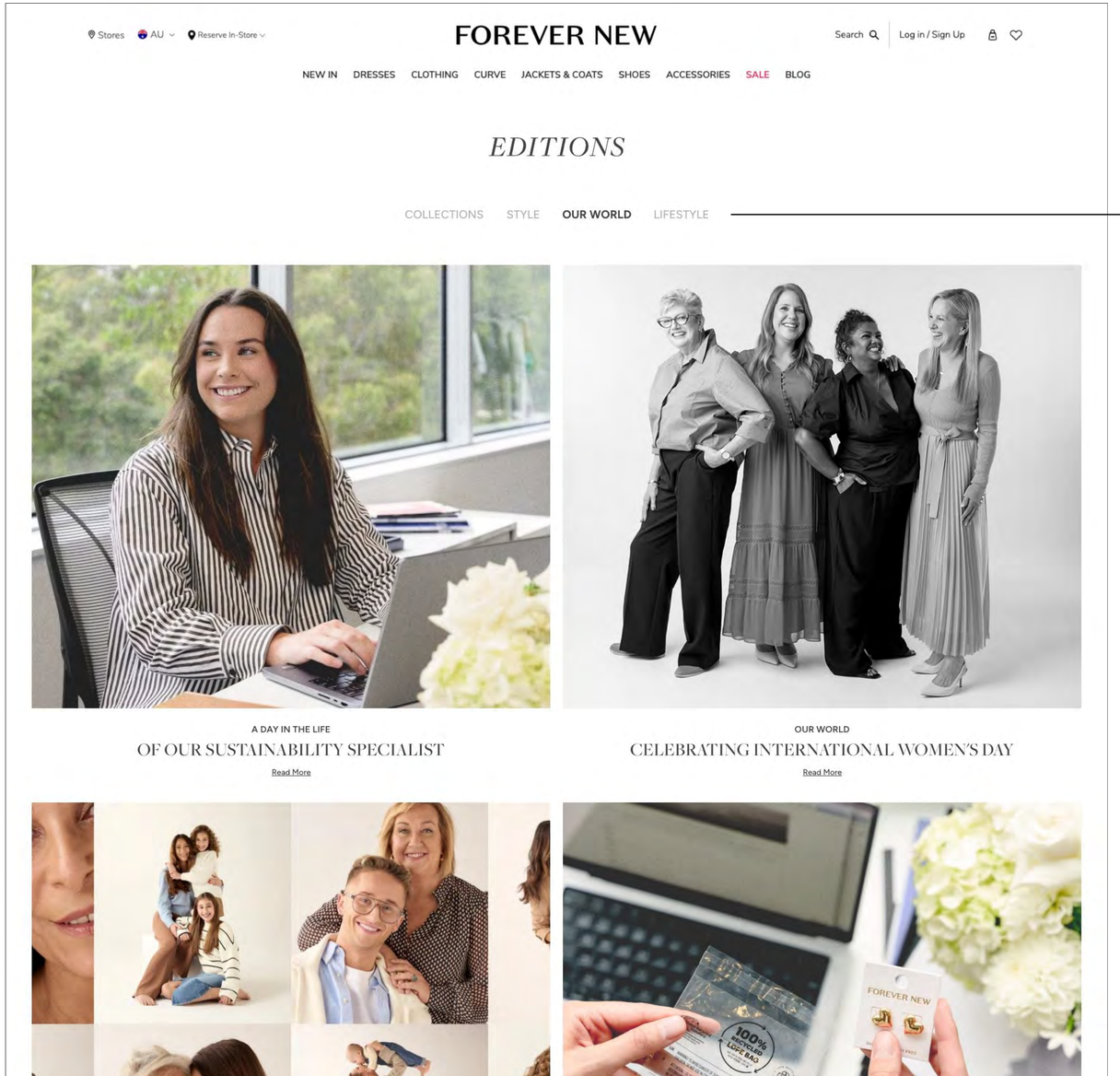









CONTENT PILLAR FILTERING

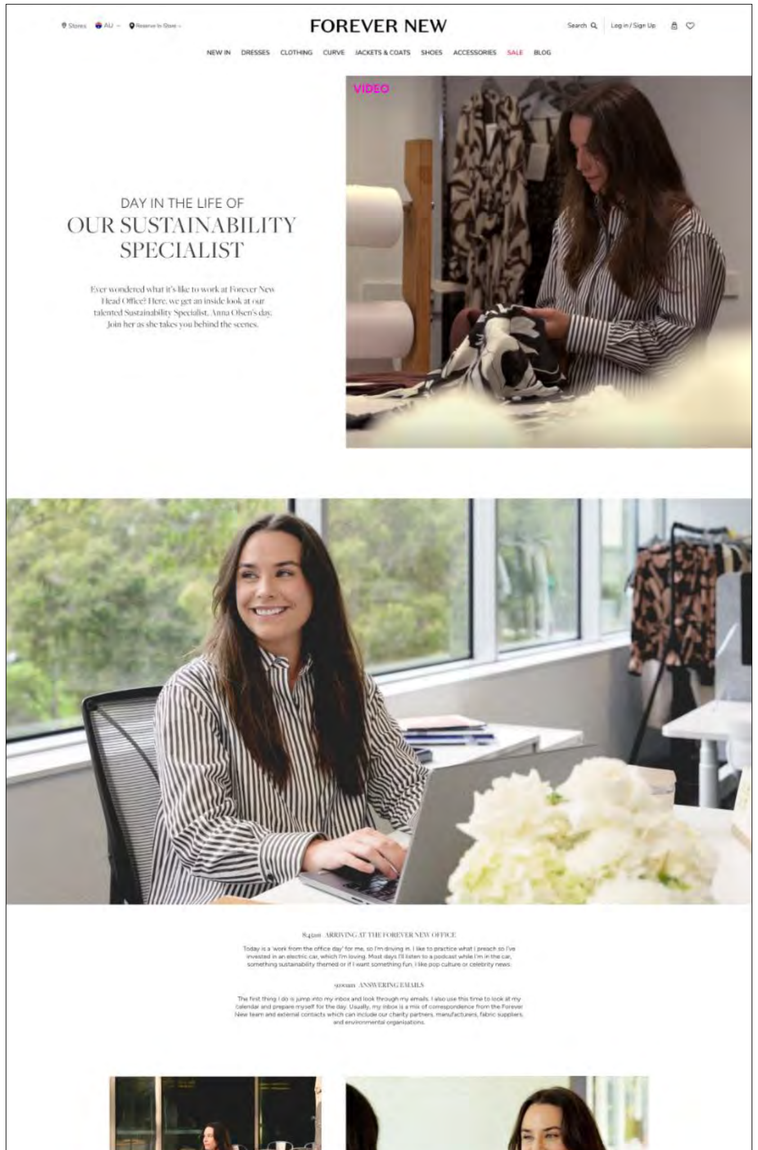


The content pillars will appear as a nav menu. The user clicks on one and the articles correlating to that pillar populate the page, while the rest are hidden.

The active filter will appear bolded as shown for 'Our World', while the inactive pillars will appear faded.

CONTENT PILLAR COMPONENTS

OUR WORLD



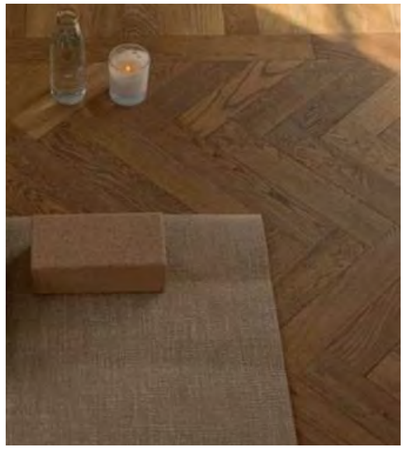
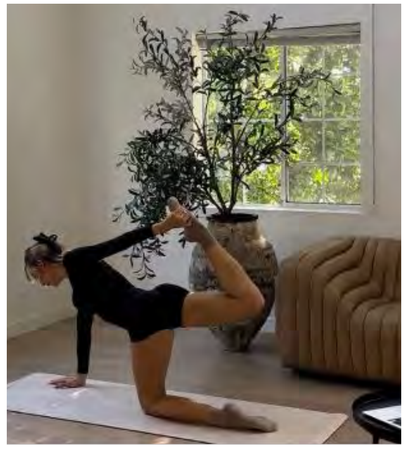
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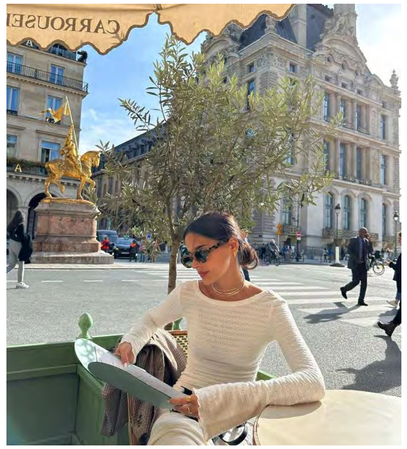
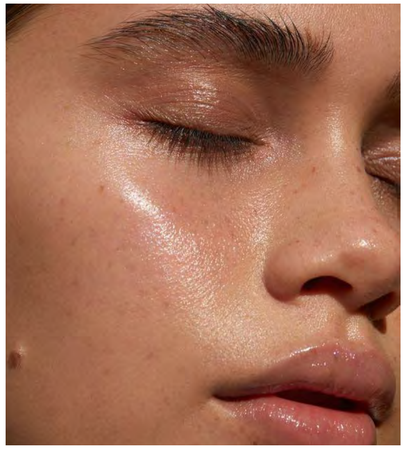
- Brand Events
- Brand Moments
- Behind the Design
- Day In The Life…
- Conscious
- CSR Milestones
- Fabrics – Linen, bamboo
- Mother's Day
- IWD
- Holidays
- Charity Partners
- BTS
- Meet The Model

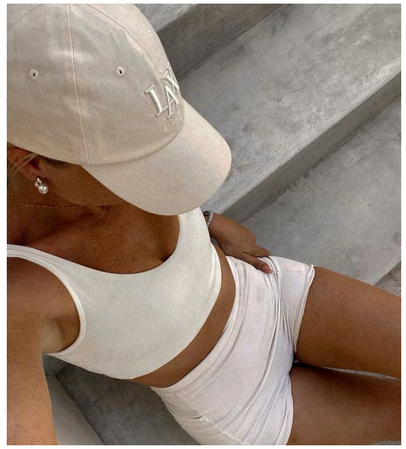
CONTENT PILLAR

LIFESTYLE

Advice, how-tos, and guides for living your best FN girl life.

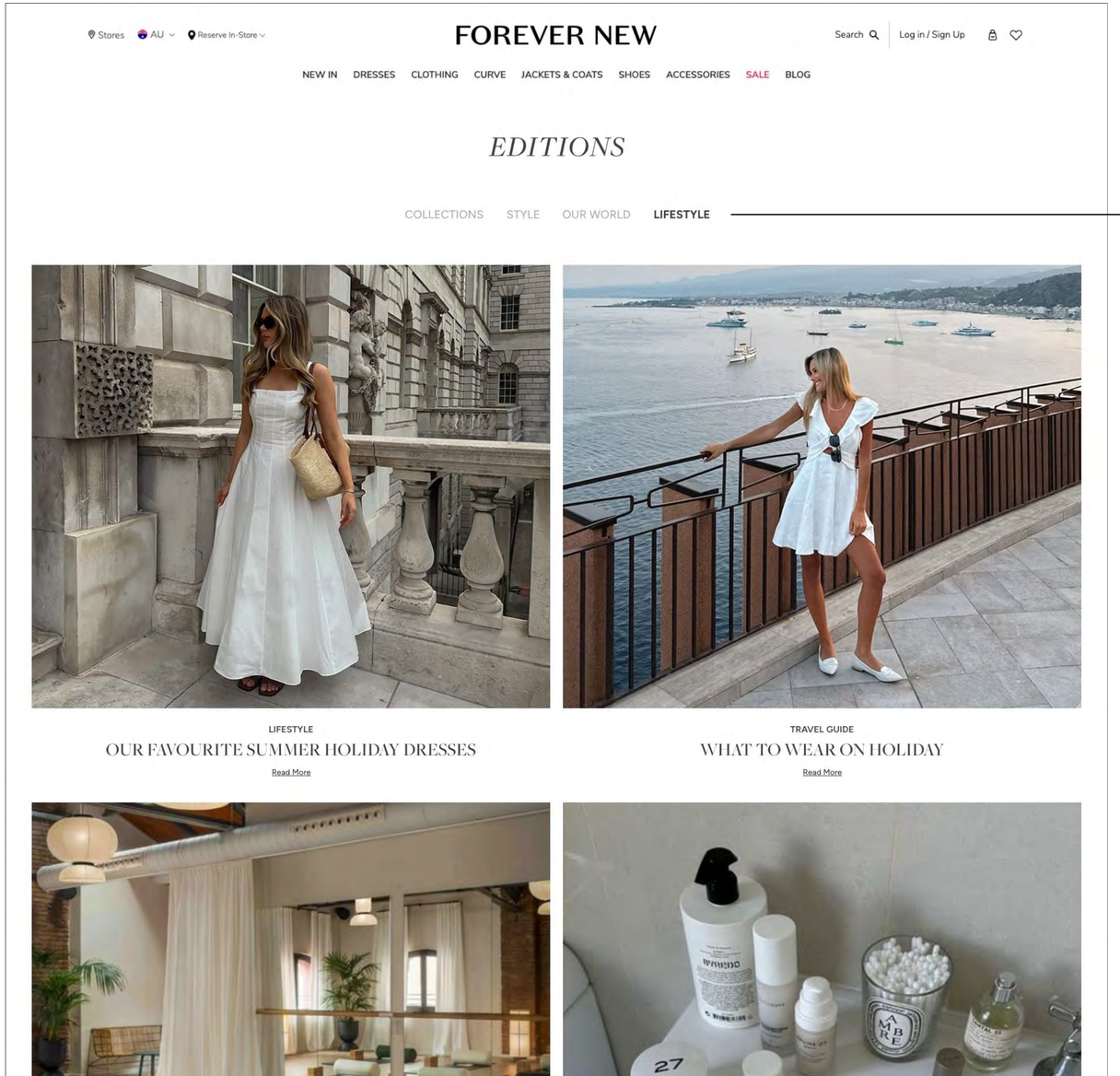








CONTENT PILLAR FILTERING

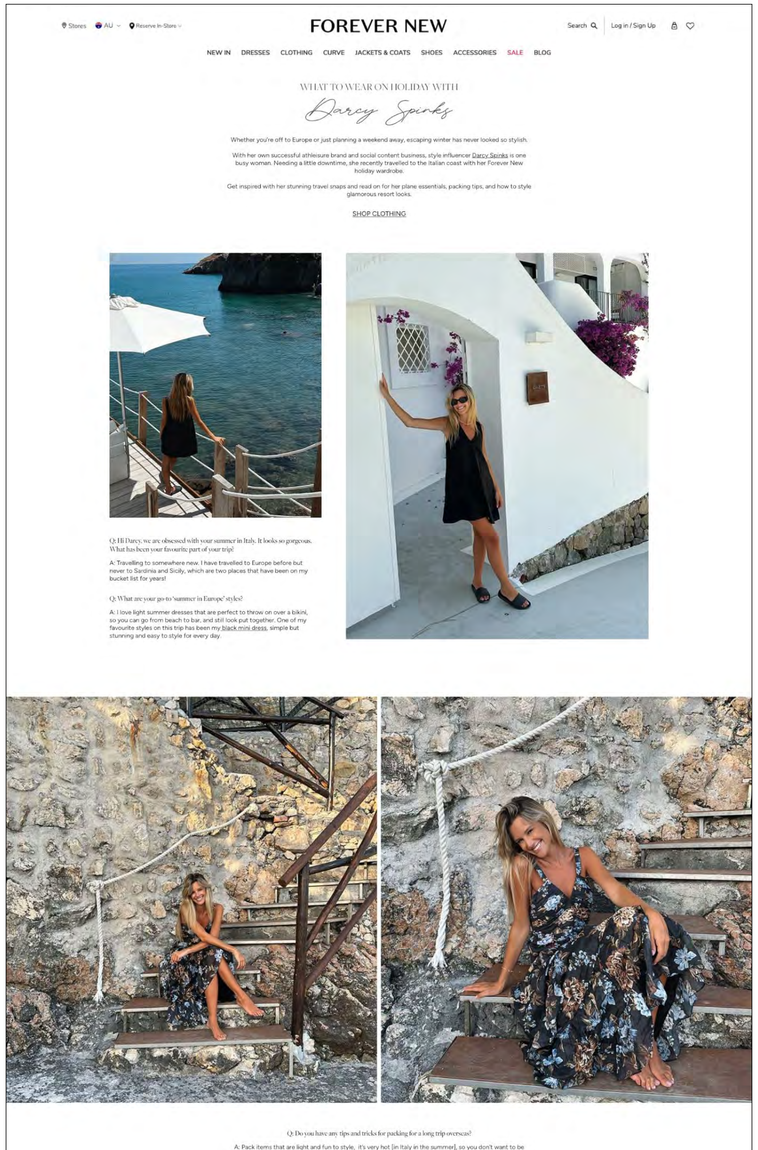


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CONTENT PILLAR COMPONENTS

LIFESTYLE



THIS PILLAR INCLUDES:

- At Home With...
- Travel Guide
- Must-Pack Edit
- Beauty
- Health & Wellness
- Food
- Day In the Life – lifestyle influencer

OUR VOICE: REDEFINED

The rejuvenation of our blog is vital in redefining our voice not only regarding the blog itself, but it speaks to the overall objective of elevating the brand and competing in the contemporary media space.

The blog can exist as an extension of our social media channels; bringing Forever New into the present with dynamic content characterised by slick design and visual content.

With new design elements comes a fresh, visual language that can hold its own against the competitors, helping us to maintain authority and become a trusted voice.

PROMOTING THE BLOG

- Emails Marketing; banners, solus email focus on blog stories
- Organic social channels; Instagram Facebook, Pinterest, Stories and LinkedIn
- Paid digital advertising
- Website and App; homepage and category banners, feature tiles, App and Web pushes, navigation
- Affiliates partnerships
- Collaborations with 3rd party content contributors or brands (beauty bloggers, influencers, travel bloggers, Sephora, Mecca, Luxury Escapes)
- Conduct keyword research for SEO

MEASURING SUCCESS

To measure the success of the blog we recommend undertaking monthly reporting comparing YOY results of the below metrics.

- Traffic to blog - goal to increase by 20% YOY.
- Session duration on the blog - goal to increase by 50% YOY.
- Revenue attributed to blog traffic - currently unable to track this but working to include in our GA4 dashboard.

BLOG LOCKUPS

EDITIONS

BLOG LOCKUPS

THE
RESORT EDIT

COLOUR
CODE

SPOTLIGHT ON
TRENCHES

BEHIND THE
DESIGN

A DAY
IN THE LIFE

THE
MAIN EVENT

MEET THE
MODEL

TRAVEL
GUIDE

HOW TO
STYLE

STAFF
STYLE

BEHIND THE
SCENES

AS
SEEN ON