

CONCEPT PROJECT

STANE

Aberdeen
Minimal Fashion

DIGITAL MARKETING CASE
STUDY

A full-stack digital marketing strategy for a fictional Aberdeen fashion boutique.

Instagram · TikTok Influencer Strategy Meta Ads · Email

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The Brief

STANE is a fictional minimalist clothing boutique based in Aberdeen — premium basics, Scottish-inspired textures, gender-neutral sizing. This concept project simulates a complete digital marketing engagement: market research, social strategy, influencer outreach, paid advertising and email marketing.

BRAND	OBJECTIVE	BUDGET	TIMELINE
STANE Aberdeen boutique Minimal fashion Gender-neutral	Build online audience from zero. Drive in-store visits + online sales.	£800 total (Meta Ads + collabs)	3-month launch campaign Q2 2025

Competitor Audit

Four Aberdeen fashion competitors audited. Key finding: no local boutique owns TikTok. All rely on static Instagram grids. STANE's opportunity is short-form video + local identity storytelling.

BRAND	INSTAGRAM	TIKTOK	WEAKNESS	STANE'S EDGE
Bread & Butter (Union St)	~3,200	None	No video content, poor storytelling	Lead with TikTok from day one
Psyche (Bon Accord)	~5,400	Occasional	Generic content, no local angle	Deep Aberdeen identity content
Zara Aberdeen (Union Square)	Chain account	Chain account	Not local, not personal	Personal founder storytelling
STANE (target)	0 → 1,200+	Active	N/A	Own the niche

Social Media Strategy

Platform Roles

Each platform serves a distinct function. STANE doesn't spread thin — it dominates two channels and uses email as a retention layer.

PLATFORM	ROLE	AUDIENCE	PRIMARY KPI
TikTok	Discovery & reach — primary growth engine	18–30, fashion-conscious Aberdeen & Scotland	Video views & new followers
Instagram	Brand identity & conversion layer	25–38, local shoppers & lifestyle buyers	Profile visits & link clicks
Email / Newsletter	Retention & loyal buyer activation	Existing customers & warm leads	Open rate & repeat purchase

Content Pillars

PILLAR	CONTENT TYPE	EXAMPLE
TEXTURE — Product	Fabric close-ups, slow-motion unboxing, material stories. Positions STANE as craft-obsessed, not fast fashion.	'This is what £65 linen feels like' — tactile TikTok
LANDSCAPE — Place	Aberdeen coast, granite streets, Cairngorms. Wears the clothing in real Scottish light. Builds a sense of place no chain can copy.	Morning walk, Garthdee — outfit in context
PERSON — Founder	Behind-the-scenes sourcing, buying trips, why certain pieces were chosen. Builds trust and brand personality.	'Why I only stock 3 shades of grey' founder video
PROMPT — Reach	Trending audio, 'get ready with me', outfit challenges. Pure FYP fuel. Drives discovery with no brand baggage.	'POV: Aberdeen finally has a proper minimal boutique'

30-Day Content Plan

Launch month. Goal: establish visual identity, hit 400 Instagram followers, generate 5,000 TikTok views. Cadence: 5x TikTok/week, 4x Instagram/week.

WEEK	THEME	TIKTOK (3–4 posts)	INSTAGRAM (2–3 posts)
Week 1 Launch	Introduce STANE	Aberdeen boutique reveal First drop — fabric details 'Why STANE exists' founder story	Opening day carousel Product flat lay — 3 hero pieces Founder portrait Reel
Week 2 Product	Show the range	Outfit in Aberdeen light Texture ASMR — linen, wool 'I styled one piece 3 ways'	Product grid posts (3 items) Behind-the-scenes rail styling
Week 3 Place	Aberdeen identity	Walk to STANE — morning Aberdeen Wearing STANE at the beach Granite city + minimal fashion	Location aesthetic shoot 'Aberdeen made me minimalist' caption
Week 4 Community	Social proof	First customer feature 'Most asked questions' Month 1 thank you + stats	UGC repost from first buyers Newsletter sign-up teaser

Influencer Strategy

Micro-influencer first. No mega-influencers. Three targeted partnerships in launch month — all Aberdeen or Scotland-based, all with authentic audiences.

PROFILE	REACH	FIT	DELIVERABLE	COST
Aberdeen lifestyle blogger / photographer (Scotland-based)	8–15k Instagram	Visual aesthetic aligns — minimal, outdoor, local	1 Instagram post + 2 Stories	Product gifting + £150
Scottish sustainable fashion TikToker	12–20k TikTok	'Slow fashion' audience = STANE's target buyer	1 TikTok video feature	Product gifting + £200
Aberdeen Uni student creator	3–5k but hyper-local	Student audience, very local reach	Instagram Story walkthrough	Product gifting only

Paid Advertising — Meta Ads

£500 of the £800 budget allocated to Meta. Split across three ad sets, phased from brand awareness to conversion.

AD SET	BUDGET	FORMAT	AUDIENCE	OBJECTIVE
Brand Awareness	£150 (Month 1)	Instagram Reel 15 sec	Aberdeen 18–35 Fashion, sustainability Local pages interest	Reach + video views KPI: CPM under £7
Product Traffic	£200 (Month 2)	Carousel — 4 product images	Lookalike from page visitors + engagers	Website clicks KPI: CTR above 1.5%
Retargeting	£150 (Month 3)	Single image + offer	Website visitors (last 30 days) non-purchasers	Conversions KPI: ROAS above 3x

Email Marketing

Email is the highest-ROI channel for fashion boutiques. STANE builds its list from day one via an in-store sign-up and website pop-up.

SEQUENCE	TRIGGER	SUBJECT LINE ANGLE	CTA
Welcome email	Subscriber sign-up	'Aberdeen's best-kept minimal secret — welcome'	Explore the first drop
New arrival	New stock launched	'Just landed: [product name] — only 12 in stock'	Shop now
Re-engagement	No open in 30 days	'Still minimal. Still here. Miss us?'	See what's new
Post-purchase	After order ships	'Your STANE order is on its way — thank you'	Leave a review

Projected 90-Day Results

1,200+

Instagram Followers

22,000+

TikTok Video Views

380+

Email Subscribers

3.2x

Meta Ads ROAS

Measurement Framework

METRIC	TOOL	TARGET (90 DAYS)	REVIEW
Instagram followers	Instagram Insights	1,200 organic	Weekly
TikTok video views	TikTok Analytics	22,000+ total	Weekly
Meta Ad CTR	Meta Ads Manager	Above 1.5%	Weekly
Meta ROAS	Meta Ads Manager	Above 3.2x	Monthly
Email open rate	Mailchimp / Klaviyo	Above 32%	Per send
Email list size	Mailchimp / Klaviyo	380+ subscribers	Monthly
Influencer reach	Manual tracking	35,000+ combined	Per campaign
Website sessions	GA4	500+/month by M3	Monthly

What This Shows

This concept project demonstrates a complete multi-channel strategy built around one insight: no Aberdeen fashion brand owns a credible digital identity. STANE is positioned to fill that gap through consistent aesthetics, local storytelling and data-driven paid campaigns.

Market research	Real competitor analysis. Identified a genuine untapped opportunity in Aberdeen's fashion market.
Multi-channel strategy	Four channels, each with a clear role — not 'post everywhere and hope'.
Influencer marketing	Micro-influencer strategy with Aberdeen-specific targeting and realistic budgets.
Paid advertising	Three-phase Meta Ads plan with creative brief, audience targeting and KPIs per ad set.
Email marketing	Four-sequence email strategy mapped to the customer journey from signup to re-engagement.

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