

Enhancing Digital Presence: A Marketing Audit for The Vault

Executive Summary

The Vault

- Student organization at UW-Madison that offers a fresh perspective on the fashion industry
 - Fusion of business, technology, design, communications, and marketing

Goals of the Student Organization

- Raise awareness for The Vault on campus
- Increase active membership within The Vault
- Diversify membership of The Vault

Our Recommendations

- To raise awareness, we recommend that The Vault use TikTok to reach a broad audience interested in fashion
- To diversify membership, we recommend The Vault seek out DEI collaborations
- To increase active membership, we recommend The Vault segment their emailing list

Measurement (Key Performance Indicators)

- 2,000 followers on Instagram
 - Currently has 1,635 followers
- 500 followers on TikTok
 - Currently has 127 followers
- 300 active members (paid membership fee of \$35)
 - Currently has 271 paying members
- Number of people who attended DEI collab and fill out interest form
 - Measure conversion rate of interested individuals who then become paying members

Introduction

Our client, The Vault, has achieved an admirable online presence as a student organization on campus. This digital marketing audit analyzes The Vault's current efforts, including their website, social media accounts, and content strategy. We recommend three marketing strategies based on the organization's objectives of raising awareness, increasing active membership, and diversifying their membership. Our marketing audit acknowledges their digital marketing strengths, and we highlight areas for improvement. Furthermore, we referred to MODA as their competition and suggested what our client could learn from their marketing

strategy. Lastly, our digital marketing audit includes a summary of an online listening analysis of The Vault's online presence and brand.

Overview of Business

The Vault is a newly developed student organization in UW-Madison founded last year, 2023. It is their mission to bridge the gap between business and fashion through integrating the overlap of marketing, communications, and design within the fashion industry. Some efforts that have had physical substance include trips to Chicago and Minnesota as opportunities to connect and network with industry leaders, educational workshops with guest speakers, and fashion shows spotlighting the multifaceted topics of fashion. As of right now, their active membership includes a fair number of over 200 individuals who have paid dues. They also have a strong presence on Instagram.

The Vault aims to raise awareness of their presence on campus, increase active membership, and diversify their membership. The Vault is especially trying to diversify their membership, resolving the issue of lack of diversity within their organization. Their digital marketing goals also entail a higher following count on their social media accounts, such as Instagram and TikTok. Further, a higher rate of active members who pay the \$35 membership fee and attend events and meetings.

Our recommendations strive to raise awareness for the organization, resolve the issue of inactive membership, with an emphasis on gaining members from diverse backgrounds. Aligning The Vault's goals with improved marketing strategies will showcase The Vault's full potential. To raise awareness of the organization on campus, we aim to establish a cohesive email marketing strategy within and outside the bounds of the organization to entice UW students to join. These effective email strategies include targeted emails that invite potential new members to attend committee meetings. We also recommend inbound marketing in the form of content creation on TikTok for increased membership. Lastly, a collaboration with the Wisconsin School of Business Multicultural Center can raise awareness and recruit diverse members.

Brand Analysis

The Vault positions itself as an inclusive and open community, welcoming members from various backgrounds and experiences. Its target audience is undergraduate students aged 18-22 with an interest in business, fashion, and media at UW-Madison. Creativity is also a big part of The Vault's personality, from fashion showcases to social media content, members express themselves freely and explore their creative passions.

The Vault currently uses two platforms to update members: GroupMe and Flare. GroupMe and Flare are free messaging mobile applications. The Vault's interest Group Me currently has 500 students. Although several hundred are in the GroupMe, only 271 have paid the \$35/semester membership fee.

The Vault performs well on Instagram, with a following of 1,571. They have a cohesive and aesthetically pleasing feed layout, with an emphasis of black and white (their colors), and

pops of color throughout. The Vault's Instagram account also has a variety of content from reels, flyers promoting upcoming events, and member spotlights that highlight specific members and their contributions to the organization. The diverse feed invites interaction and engagement from followers and account visitors. While their Instagram has a strong and interactive following, their TikTok only has 127 followers and limited interactions. The Vault's use of ineffective hashtags on TikTok needs improvement to increase visibility and attract a broader audience.

Compared to other fashion clubs on campus, The Vault has an accepting membership base. While MODA and ALT, other fashion organizations on campus, require an application, The Vault does not.

Additionally, the mailing list needs improvement; they currently have an unorganized mailing list of over 2,000 people.

Digital Marketing Audit

The Vault's content strategy delivers an engaged audience on Instagram but fails to generate much traction on TikTok. The Vault posts reels, event promotions, and member insights on its Instagram, but its TikTok falls short of relevant and trending topics. To engage an audience on TikTok, The Vault must shift its strategy of BTS clips to interactive content that invites discussion.

The Vault's emailing list consists of over 2,000 recipients, an impressive number, but one that does not yield significant follow through rates. Though we do not have an official click through rate, the inefficiency of the emailing list is evident since only 13% of the emailing list are actual members. We recommend segmenting the list and clearing it out for a higher conversion rate of prospective to paying members.

The Vault's diversity, equity, and inclusion (DEI) policies are explicit on its website. The organization has a zero-tolerance policy, open doors policy, and disciplinary rules for its members. To reflect this, The Vault's DEI page could include an overview of their DEI initiatives and highlight the underrepresented groups within their organization. To align with the DEI mission, the fashion-based organization should collaborate with organizations on campus that act as safe spaces for minorities on campus. Collaboration with diverse organizations on campus is a great opportunity for awareness, member recruitment, and building relationships with other organizations.

The Vault's competition is MODA Magazine, a premier life and style publication. MODA was founded in 2013, making it an established and respected entity on campus. However, the organization underwent a controversial scandal because of a 'vicious' and 'tone deaf' issue that showcased prop guns. The Vault's clean slate and inclusive recruitment process distinguishes itself from MODA. We recommend The Vault learn from MODA's mistake and stay clear of controversial stunts that could tarnish its brand and reputation.

To conclude, we conducted a listening analysis of The Vault's online presence. Conversations, sentiments, and interactions surrounding The Vault are insightful and reveal the organization's positive outreach. Online conversations about The Vault include articles written by the Daily Cardinal, the Badger Herald, and their comment section on their social media platforms. The Daily Cardinal article highlights The Vault's efforts to create an inclusive and innovative space for students interested in the intersection of fashion and business. The article also touches base on the President and Vice President's goals of providing members with valuable opportunities for learning and networking. The Badger Herald article recapped The Vault's successful debut in the fashion scene on campus, showcasing their *Odyssey* fashion show. Further, The Vault's Instagram comments are constructive and reveal a positive perception of the organization.

Target Market

The target market that The Vault aims to reach is UW-Madison undergraduate students from underrepresented backgrounds aged 18-22 years. These would include students living in the 53703-53706 area code, the UW-Madison campus, and around 5 minutes away for students that live off campus. The niche target market is interested in fashion and creative expression; therefore, they would be inclined to join the Vault. The target market includes people who are heavily into social media and enjoy keeping up with trends in fashion and what designers are doing to push the world of fashion forward. The target market uses apps such as Instagram, Pinterest, and TikTok for inspiration and apps like Grailed, Depop, and amazon to buy clothes and accessories. In terms of student majors, we are primarily targeting students from Business, SoHe, and L&S schools. The makeup of the Vault is primarily white women in the Upper-Class economic range and the president talked to us about diversifying that. As a result, we are targeting low-income middle-class students and students of color to join the club to diversify and make it more accessible to prospective members.

User profiles include 3 different types of individuals. The first persona we created is Sam. Sam is a second-year undergraduate at UW-Madison majoring in Business Marketing. She enjoys knitting hats for her friends and family in her free time. The second person is named Pa Houa. Pa Houa is 18 years old and just started college as a first-year undergraduate at UW-Madison majoring in textiles and fashion design. One of her favorite hobbies is going on Pinterest. She is very interested in fashion and building outfits from scratch. The last person is named Kai. Kai is currently 21 years old, a third-year undergraduate at UW-Madison studying nuclear engineering. He is interested in thrifting during his free time and enjoys working with what he finds. We believe these three people are suitable blueprints for the type of audience The Vault is looking for in their membership collection.

Recommendations

As stated in the Business Overview, The Vault aims to grow its reach on campus and increase and diversify its active membership. To raise awareness of the organization on campus,

we recommend a DEI collaboration with the Multicultural Center in the Business school. The Multicultural Student Center cultivates a community of underrepresented students on campus to promote cultural change and engage with each other. The MCC hosts several events that celebrate heritage and history month programming. Students of APIDA, Black, Latine, and Indigenous descent, as well as LGBTQ+ and First-Generation scholars are encouraged to attend. A Vault event in this welcoming space, such as a photography or modeling workshop, is sure to gain the attention of underrepresented students interested in fashion and business. The event should be marketed on both groups' Instagram accounts, reaching a larger and diverse audience. This event will serve as a welcoming bridge for underrepresented students to become aware of The Vault and complete an interest form following the event. Filling out the interest form will sign up the attendees for The Vault's emailing list, inviting them back to events and offering them the opportunity to pay the membership fee.

With a mailing list of over 2,000, The Vault will benefit from a cohesive emailing system. We recommend dividing the email list into segments based on different criteria such as engagement level with the organization. For instance, the emailing list can be divided into "interested students" who filled out an interest form but did not convert to members, and "active members" who have paid the \$35 membership fee. Segmenting the emailing list allows The Vault to send out targeted and personalized emails that are relevant to each segment. With targeted emails, The Vault can send out invitations to informational meetings and open workshops to prospective members, increasing open rates and membership conversions. We also recommend cleaning and updating emailing list regularly. Periodically cleaning the email list by removing inactive subscribers and invalid email addresses will improve deliverability rates and ensure that The Vault reaches an engaged audience. Last, we suggest collecting email addresses at The Vault's events such as fashion shows, meetings, and workshops. Offering attendees the opportunity to join the emailing list for exclusive updates and announcements indicates a highly engaged and interested audience since they took the initiative to sign up themselves.

Though The Vault's reach on Instagram is apparent, it lacks traction on TikTok. The platform is a great way to reach a broader audience and in turn, more members. Diversifying content on TikTok will elevate the platform's reach. For example, The Vault should turn to popular and relevant hashtags in their captions, use trending sounds, and expand their current content to include opinion-based videos in fashion. The Vault's TikTok account frequently uses the following hashtags: "#thevault", "#uwmadison", "#fashion". Though these hashtags are relevant to the organization, we recommend using trending hashtags that reach broader audiences. For example, "#fyp" or "#foryoupage" is a popular hashtag used to reach users landing page on the platform. Furthermore, the hashtag "#OOTD" could supplement the "#fashion" hashtag to reach fashion enthusiasts. To reach college students, we recommend "#student" and "#college". Using these hashtags will reach the target audience of college fashion enthusiasts who go to UW-Madison.

Additionally, “Get Ready with Me’s”, “Fit check” videos, controversial fashion opinions, and fashion predictions are prime examples of videos that invite interactive engagement from audiences on TikTok. A member of The Vault can post “Get Ready with Me’s” and highlight their fashion taste and favorite pieces. Comment sections are usually flooded with questions about outfit details on “Get Ready With Me” videos. Discussion drives traffic onto pages, making the post relevant and trending. Broad audiences invite interaction and prove relevancy, enticing students on campus to join the trending org. A member of The Vault could also go around campus and stop students to ask them details about their outfit. “Fit Check” videos are a fun and entertaining way to showcase campus fashion and culture. Through these videos, The Vault can establish itself as a fun and interactive organization on campus. Further, students could use the videos as fashion inspiration and follow the account for more fun and fashion-filled videos.

Measurement and Evaluation

The Vault will know if we are hitting goals by a variety of benchmarks. The broad goals are a higher Instagram following, more people in the emailing list, and more members in GroupMe and Flare group chats. The increase of members in these avenues will also help the organization raise money through membership fees. Alongside this interest forms competed after DEI collabs will help the organization understand how many people are willing to learn about the organization and help the organization estimate how many prospective members they may be able to bring into the org.

If these avenues are not gaining traction and the organization is not seeing a rise in benchmarks numbers, we can pivot to marketing on TikTok and targeting UW students by using different trending topics and capitalizing on current trends on the application. This method was used by the robotics organization to bring over 50 more members to their organization, and we believe we can use this avenue too.

In terms of numbers, we want to see Instagram reach 2000 followers. Instagram has been doing well recently with a gain of 153 new followers since March 25. Although this growth is good, we also want to see more interaction on posts. Currently the Instagram account is reaching over 16,000 accounts and 90% of accounts that get reached are not following Vault’s Instagram. This will help bring more credibility and show prospective members that this club is in the UW organization landscape. By having an active Instagram members will also be more aware of events and meetings the club will have. We want to see the TikTok account also reach 500 followers and use it as a pipeline to bring people to Instagram and ultimately sign up for the club. The organization currently has 271 paying members, and we want to see that number go up to 300 and we are confident that our marketing techniques will bring them in.

If we do not hit these goals in a 4-month period, we have some pivots we can make to ensure the success of the goals. We can partner with a micro influencer – Killian Weston. This influencer does funny TikTok videos about UW-Madison life and how Boys vs Girls do things at madison. He has a following of 277,700 followers on TikTok and 7000 followers on TikTok. We would partner with him and have him do bimonthly TikTok's about the organization and we would pay him from 35-50\$ per TikTok. These would massively boost the Vault's TikTok presence and the consistency from the partnership would create a consistent flow of new prospective members from this avenue.

Conclusion

The Vault has a unique opportunity to expand its reach, increase membership, and diversify its audience through strategic digital marketing initiatives by collaborating with the multicultural center, diversifying content on platforms like TikTok, and enhancing engagement by segmenting their email list. The Vault can position itself as a leader in the campus fashion scene while fostering a more inclusive and welcoming community. With a focus on inclusivity, creativity, and ambition, The Vault can make a significant impact on the UW-Madison campus and beyond. By implementing the recommendations outlined in this report and continuously monitoring and evaluating their efforts, The Vault can effectively achieve its goals and establish itself as a prominent organization at UW-Madison. Overall, through strategic planning and execution, The Vault can unlock its full potential and create a vibrant and dynamic community that celebrates fashion, business, and creativity.

Exhibits

Professional dashboard

Insights Mar 26 - Apr 2

Your post is high-performing
402 accounts engaged with this post, more than your other posts.

- Accounts reached: 17K (+72.8%)
- Accounts engaged: 1.3K (+11.0%)
- Total followers: 1.6K (+10.3%)
- Content you shared: 174

Next steps

Show your profile is verified
Sign up for a verified badge, account protection and more.

Your tools [See all](#)

- Achievements
- Inspiration NEW

Reach Mar 26 - Apr 2

Last 30 Days

16,835
Accounts reached

+13.4% Followers
9.4%

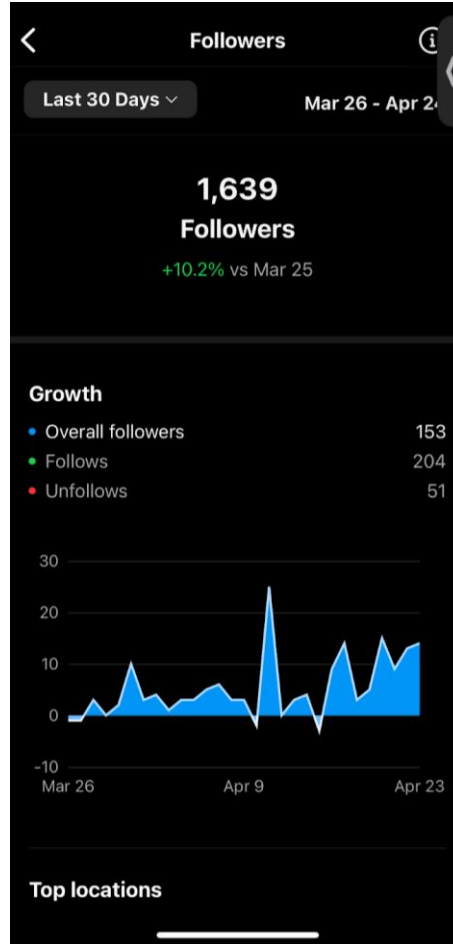
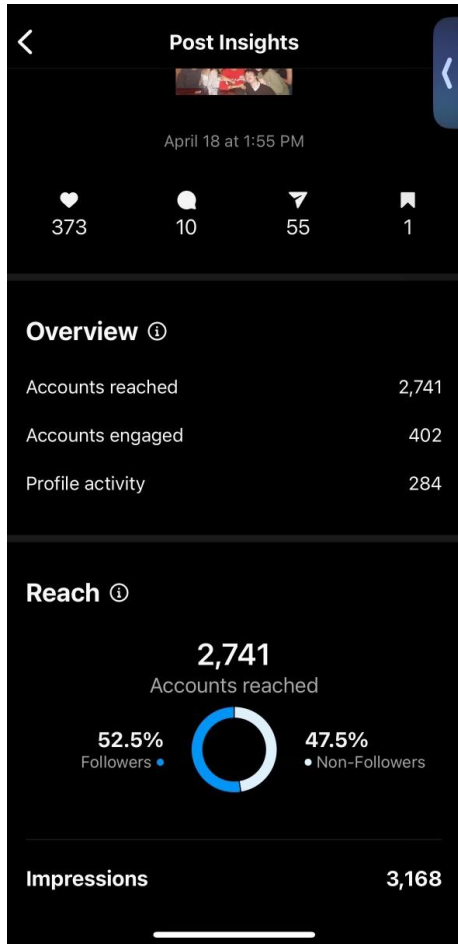
+77.6% Non-followers
90.6%

Impressions: 152,101 (+64.8%)

By content type

- Posts: 12.1K
- Reels: 11.7K
- Stories: 1,638

• Followers • Non-Followers



References

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