

# MARKETING PORTFOLIO

Based on all I have learned during my internship, I have developed a marketing portfolio to showcase all my digital marketing skills for a hypothetical business named Closet Optimization (CO)\*, a fashion app that helps users build outfits daily.



\*CO is an idea that was developed in INLS 382 with other peers.



## Email Newsletter

Challenged myself to write copy for a marketing channel I wasn't familiar with



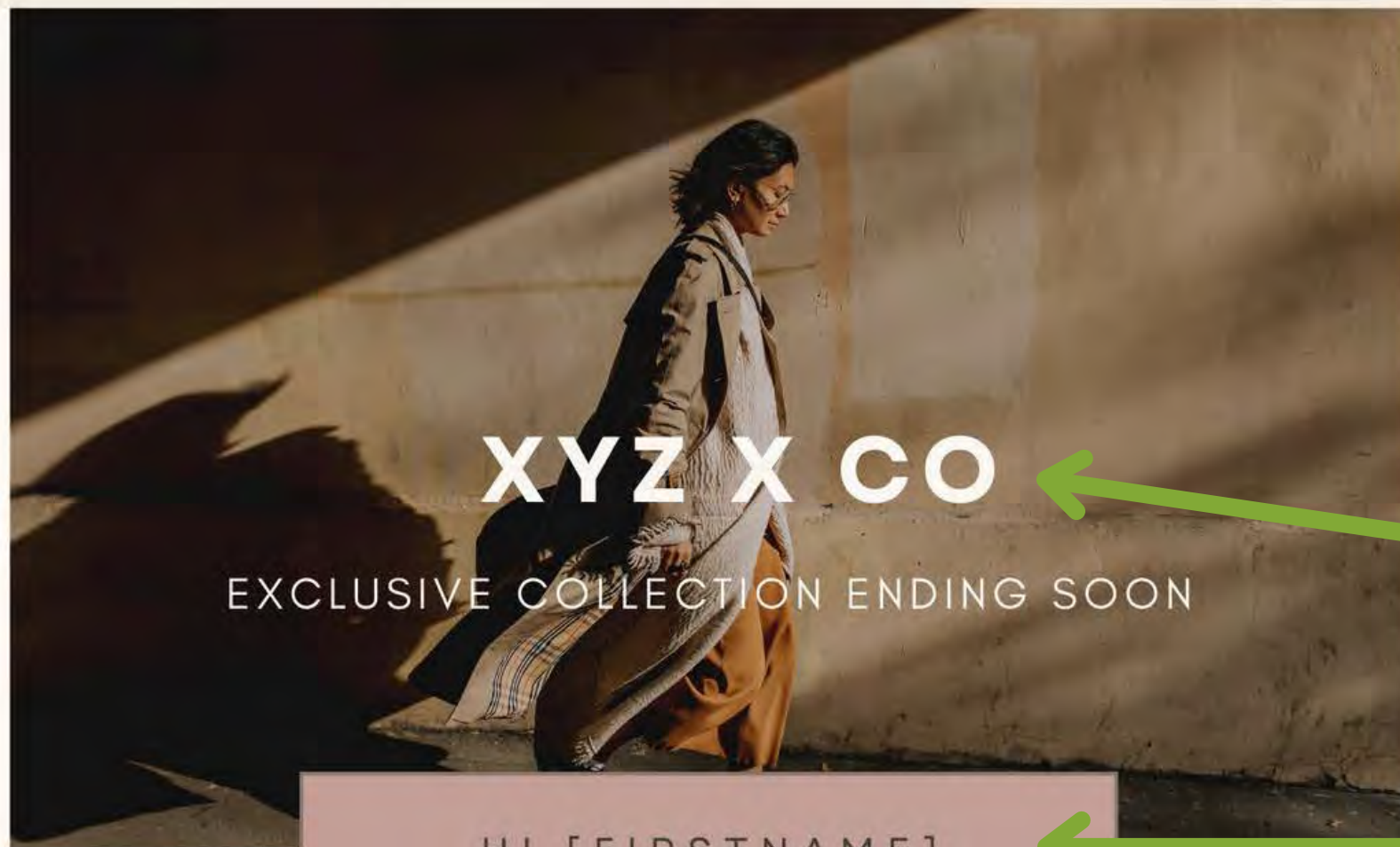
## Blog

Utilized all the writing skills I learned during the internship



## Social Media

Introducing graphics into the mix



HI [FIRSTNAME]

ACT FAST: FINAL DAY OF  
XYZ'S WINTER COLLECTION

You have LESS THAN 24 HOURS to shop XYZ's limited time winter collection exclusively on CO! This collection won't be coming back any time soon, so don't miss out on wearing timeless coats, sweaters, jackets, and more that will last for a lifetime of cold, winter weather.

SHOP NOW

# EMAIL NEWSLETTER SAMPLE

Large hero img and text to catch attention of readers

Personalization of every email

Sense of urgency to encourage action

Easy way to access call to action

# BLOG

Blog title is frequently searched question/keyword

**How to Declutter Your Closet**

Decluttering your closet is definitely not an easy task. You spend hours looking at all the items in your closet and have to make several decisions. You may even get caught up in the process and run out of time, forcing you to haphazardly stuff all your clothes or items back in to your closet before moving on to the next thing. If you're ready to put your foot down and make actual progress in decluttering your closet, CO has tips to make it as speedy as possible! Although most of these tips are related to clothing, many can also relate to other miscellaneous items you may have stored in your closet.

**Take Everything Out**

When you clean out your closet, you may just stand in front of your items and take out a couple of things. However, this makes keeping items the default. Take everything out and lay them on your bed or floor, including the stuff you know you want to keep. This ensures that you can take a full look at each item and makes it easier to get rid of things since you already made the effort to take it out. You'll only want to spend the energy putting back things you absolutely love. If you don't have a lot of time, just take out a portion of your closet. As you have time in the future you can start the process again with other parts of your closet.

**Start with the Keepers**

After taking everything out, start sorting! Pick out items you know you wear frequently and love. This gives you a base idea of how many clothes or items you are already keeping for sure. After you pick out five or so items for each category of clothes (tops, bottoms, jackets, etc.), it's time to start making actual decluttering decisions. You may want to hang up these "keep for sure" pieces back into your closet to gauge how much space you're dealing with.

**Sorting is Key!**

If you have a particular sorting system in your closet, divide your items as you go through each one. Do you sort your closet by color? Warmth? Brand? Start making your categories beforehand to make the cleanup process easier and faster.

**Can't Decide What to Throw Out?**

Unsure whether to get rid of something or not? Don't spend too much time mulling over it. Throw it into a "maybe" pile instead. After you're done with all the items, then you can take your time and carefully check each "maybe" item.

**Have Clear Criteria**

- Does it fit well? This doesn't mean "I can wear it if I don't eat breakfast" or "I can wear it if I'm also wearing this particular undershirt." An item that is uncomfortable to wear means that you probably won't be wearing it often. If you want to truly declutter your closet, try to only keep items that are generally "hassle-free."
- Does it go well with other items in my closet? Sometimes, we make impulse purchases. It happens to all of us! If you're unsure whether to keep an item or not, try to imagine at least three outfit combinations you could wear the item with. If you can't, this means you'll most likely end up having to buy even more clothes to match with it which defeats the purpose of decluttering. This is also a good strategy to use at the store before you buy something.
- How many occasions can I wear this to? Perhaps you have a gorgeous outfit you can't get rid of, but is too fancy or unsuitable to wear in daily life. Think carefully about its versatility before deciding to keep it. If you can only wear the item on a single, specific occasion, you should part ways with it. If it's an item that's a bit more versatile and can be worn at many fancy occasions, then feel free to keep it as long as it fits your other criteria!

- Do you already own a similar item? Let's be honest, there's no need to own three jean jackets (unless you love jean jackets and wear them every day). Sometimes you may have certain occasions for each item, but try to recall which item you gravitate more to and get rid of the one you don't wear as often.
- Set a maximum number for sentimental items. We all have that lucky dress we wore on our first date or a uniform from an organization we were in several years ago. However, keeping all the sentimental clothes could start piling up fast. Give yourself a maximum number of sentimental items to keep and stick with it. Find out which ones are most important to you. Taking pictures of the clothes you're getting rid of may also help with letting go.
- If you still can't decide, set aside the clothes (or items) in a box. After some time if you find yourself never wanting to look through the box or can't recall what's in it, it's most likely that you don't need the clothes in there. To ensure that you don't forget about the box, don't just stuff it in the back corner of your closet! Leave it out in the open in an area with a lot of traffic. The inconvenience of having to side step it every time or having it in sight will make sure you don't forget about it.

**Let CO Help You Declutter**

Closet decluttering is a real commitment both in time and energy. It can become a daily problem when you stand in front of your closet or dresser stumped on what to wear for the day, only to opt for the same outfit over and over again. Whether you're someone who impulse buys clothes and can't find anything you actually want to wear or someone who just don't have the mental space to build an unique outfit every day, CO can be your guide. CO will build an outfit for you every day ensuring a thorough rotation of all the clothes you own. CO will also recommend items to purchase based on what you already own, helping you build a collection that is uniquely your style. Right now CO is collaborating with XYZ to make the digital closet integration as seamless as ever. Ready to learn more? Download the CO app today!

Headings are easy to read/keywords

Mention company only at the conclusion



Promotional



Informational



Informational



Informational

# Social Media

Less promotional posts, more informational posts that interest the audience