

Competitor Intelligence Analysis Report

StitchFix

Objective

- Compare StitchFix's social media performance to three of its competitors.
- Develop marketing recommendations for StitchFix.



STITCH FIX
TRUNK CLUB

A NORDSTROM COMPANY



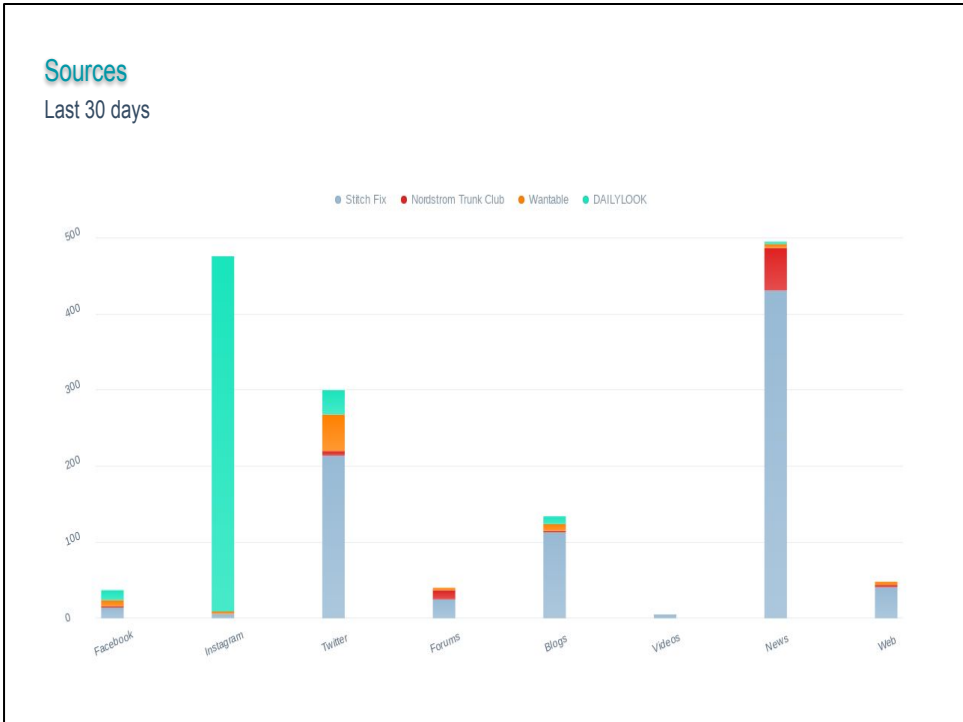
WANTABLE

DAILYLOOK

The objective of this presentation is to show StitchFix's social media performance alongside three of its competitors. These competitors are Nordstrom Trunk Club, Wantable, and DAILYLOOK. Based on this information I'll make several marketing recommendations for StitchFix.



I gathered this data using Mention, a social media analytics platform. I created a Competition Analysis report and populated it with StitchFix, Nordstrom Trunk Club, Wantable, and DAILYLOOK.



The first graph we'll look at is a summary of where social media mentions were fetched from, broken down by brand and platform. DAILYLOOK is absolutely dominating the conversation on Instagram. By contrast, StitchFix is barely on the radar. Additionally, it seems like none of the brands we're looking at has much happening when it comes to video content.

Inspire UGC on Instagram

- Start building a stronger, more inspirational presence on Instagram.
- Encourage User Generated Content using the #StitchFixStyle hashtag and share that content.
- Ask followers to share fashion tips, hacks, and outfit inspiration featuring items purchased from StitchFix.

With this information in mind I'd like to make two recommendations. The first is to attempt to gain a toehold on Instagram and take advantage of User Generated Content there.

StitchFix already has a hashtag in place, #StitchFixStyle, but the brand isn't reposting the content tagged with this. Most of StitchFix's feed is staged product photos. When people use a branded hashtag, it's because they want the attention of that brand. If they don't get that attention, they stop using the hashtag. At that point a cute outfit from StitchFix has become just a cute outfit.

The brand often posts short videos of its stylists, which would be an excellent opportunity to issue a CTA encouraging followers to share an Outfit of the Day (OOTD) created using items from StitchFix. Instagram is full of aspiring fashion influencers who would likely jump at the chance to be featured on a branded account.

Granted, this may take some time given that DAILYLOOK seems to have a lot of fans there already. However, StitchFix needs to make gains in the more visual social media platforms.

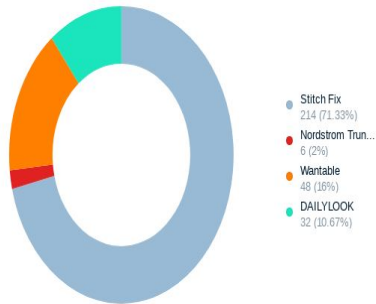
Beat the Competition to Video Content

- There is a notable hole when it comes to video content from StitchFix and its competitors.
- Taking advantage of this now could make it possible for StitchFix to establish itself as a quality, authoritative content producer when it comes to fashion.
- This content could also be repurposed to bolster other social media platforms or to complement blog and advertising copy.

In the short term, StitchFix should be establishing a video presence. Currently, there are stylist tip videos in the form of Instagram Stories. I would recommend creating longer form videos providing styling tips, seasonal previews of new products, and highlighting happy customers. These videos should live on the brand's YouTube channel, but could also be repurposed into smaller clips to share on other platforms.

Share of voice on Twitter

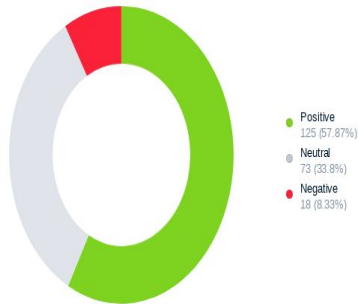
Last 30 days



Over on Twitter, it's a very different story from Instagram with StitchFix having the largest share of voice on that platform.

StitchFix Sentiment - Twitter

Last 30 days



Some more good news is that most of this sentiment is positive. I would have expected more negative sentiment as StitchFix does use its Twitter account for some customer support.



@TheStoryOfThree

Jessica

Get a \$25 credit to try out **@StitchFix** personalized styling. Free shipping & no subscription needed.
<https://t.co/0MqC1v3Pps>



@serendipitousP

serendipitousP

Loving >80% off my stylists picks! Try this! **@StitchFix** delivers stylist-picked clothes to you w/ free shipping & returns. <https://t.co/eQhUNrOpPy>



@baby2baby

Baby2Baby

Still smiling after the best day getting the children we serve ready to go back to the classroom at Baby2Baby Back2School Presented by **@stitchfix** & **@epic4kids!**

The downside here is that most of the content on Twitter is either sponsored by StitchFix or people sharing their referral code. So while the sentiment is positive, it doesn't come across as particularly genuine. It's also pretty unappealing visually and offers little incentive to click.

Encourage Genuine Sharing on Twitter

- Similar to Instagram, most of StitchFix's posts are product shots and not especially engaging.
- To ensure the brand hangs on to its share of voice on this platform, it should encourage conversation around its product.
- Polls, questions, or even a live Twitter chat with a stylist providing on-the-spot product recommendations could create genuine excitement and valuable conversation from followers.

Again, StitchFix isn't sharing anything special on Twitter. Product shots, shoutouts to influencers, and links to sponsored content make up the majority of its content. This is a weakness that could easily be exploited by its competitors looking to take control of the conversation on Twitter. This platform is designed for rapid, engaging conversation, but StitchFix needs to make an effort to spark it. Creating some polls or discussion questions serve the dual purpose of creating some buzz and getting valuable feedback from consumers. The brand might also consider hosting a live Twitter chat where stylists make on-the-spot product recommendations to participants.

Appendix

[StitchFix Competition Analysis Report](#)