



Sew
Your
Dreams

Summary

This case study covers my content marketing efforts for the brand Sew Your Dreams. Sew Your Dreams is a brand for dreamers who don't know how to sew but want to. We give our audience by showing them step-by-step how to create items of their fantasies, such as a corset, hoop skirt, and ballgown. We will be going over the two sections of the content plan.

1. The social media campaign
2. The Blog Campaign.

To begin these campaigns, I had to do several hours of planning and preparing. I have a target audience, strategy, and brand guide. These guided my efforts. The Social Media campaign is an Instagram page and 22 reels. We will go over the results of those. The blog consists of 4 blog posts over 1,200 words.

Brand Identity

Many people don't realize how easy it is to make the things we dream about. Ballgowns, masks, wings, tails, cosplays. All are extremely doable. I want to not only show that it can be done but also teach them how to do it.

Brand Twist

I will show the steps from beginning to end. Not only will I create, like the competitors are doing, but I will make sure the audience can follow step by step.

Competitor Analysis

Competitor 1: _alexandra.louise_

She makes a bunch of her own designs as well as Barbie and Disney princess dresses specializing in corsets.

Most of her content is meant to entertain.

She does have a couple of educational reels, and her long-form YouTube videos are educational

Her Themes seem to be:

- Her own designs
- Disney and Barbie
- Vlogs

They use reels and carousels

The Carousels are all similar in lighting, and composition, making for a branded-looking grid.

Her reels are all similar in style and location.

Competitor 2: _valentinemoon_

She makes Cosplay content

She is consistent in posting and always there.

They also have no long-form videos and there is never talking in their videos

Her themes seem to be:

- What they are making
- Where she can go dressed up

She only posts reels.

She always has the same homestyle feel from her busy background

Competitor 3: _crescentshay_

She does a lot more than sewing. She uses effects and tries out many techniques.

Her Themes seem to be

- Trying new techniques
- Making movie costumes
- Shoes and dress-making

She uses Reels and the occasional Carousel

She is the only person who appears in her videos, and she usually starts with her face and talking.

Content Strategy

I will target my content to beginner sewers, and teach them to make intimidating fantasy designs.

I will Entertain: I will show them cool content and make interesting outfits.

I will Empower: I will tell them how much it cost and how much time it took so that they know they can do it as well.

I will Educate: I will give them a step-by-step action plan on how to make it happen.

My content Pillars will be:

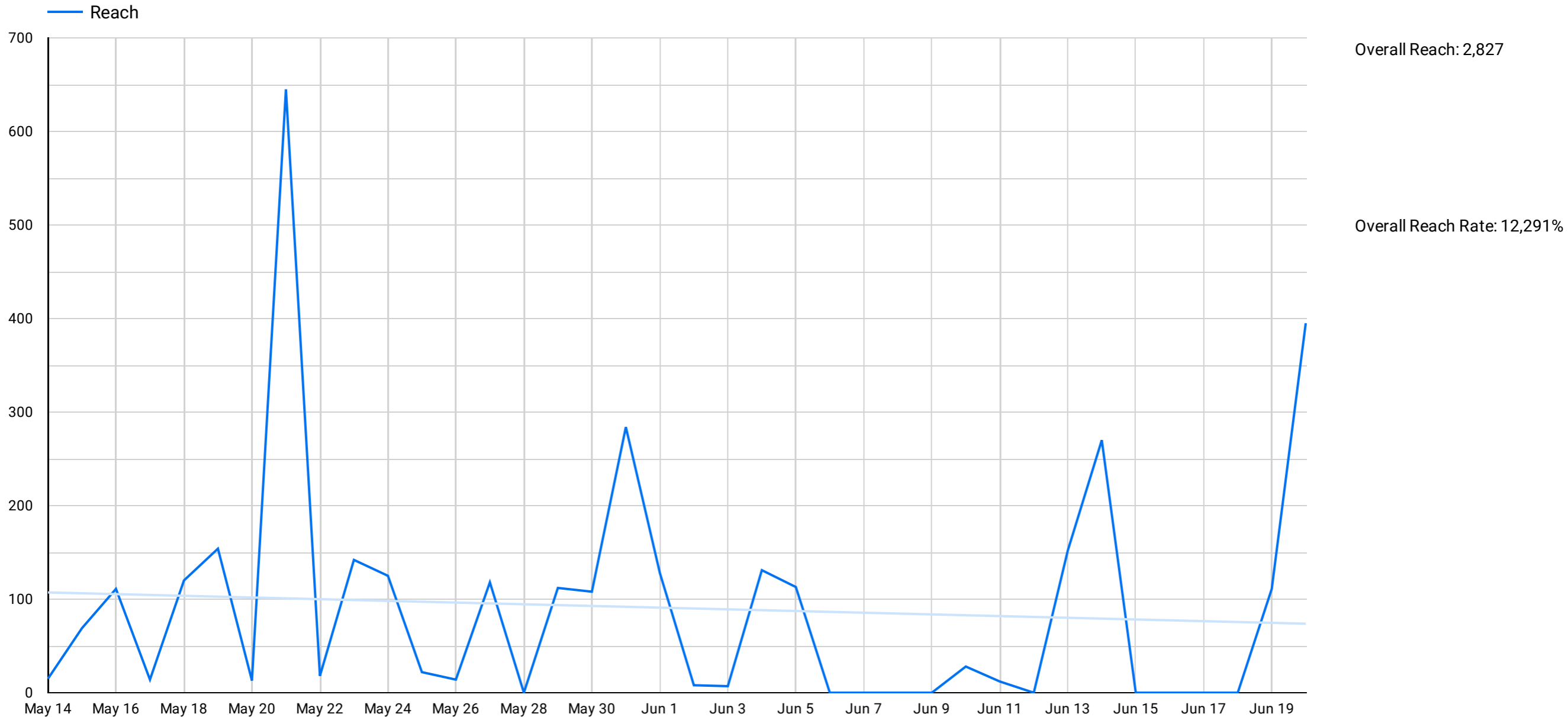
Sewing techniques

What I'm making

Inspiring stories and quotes

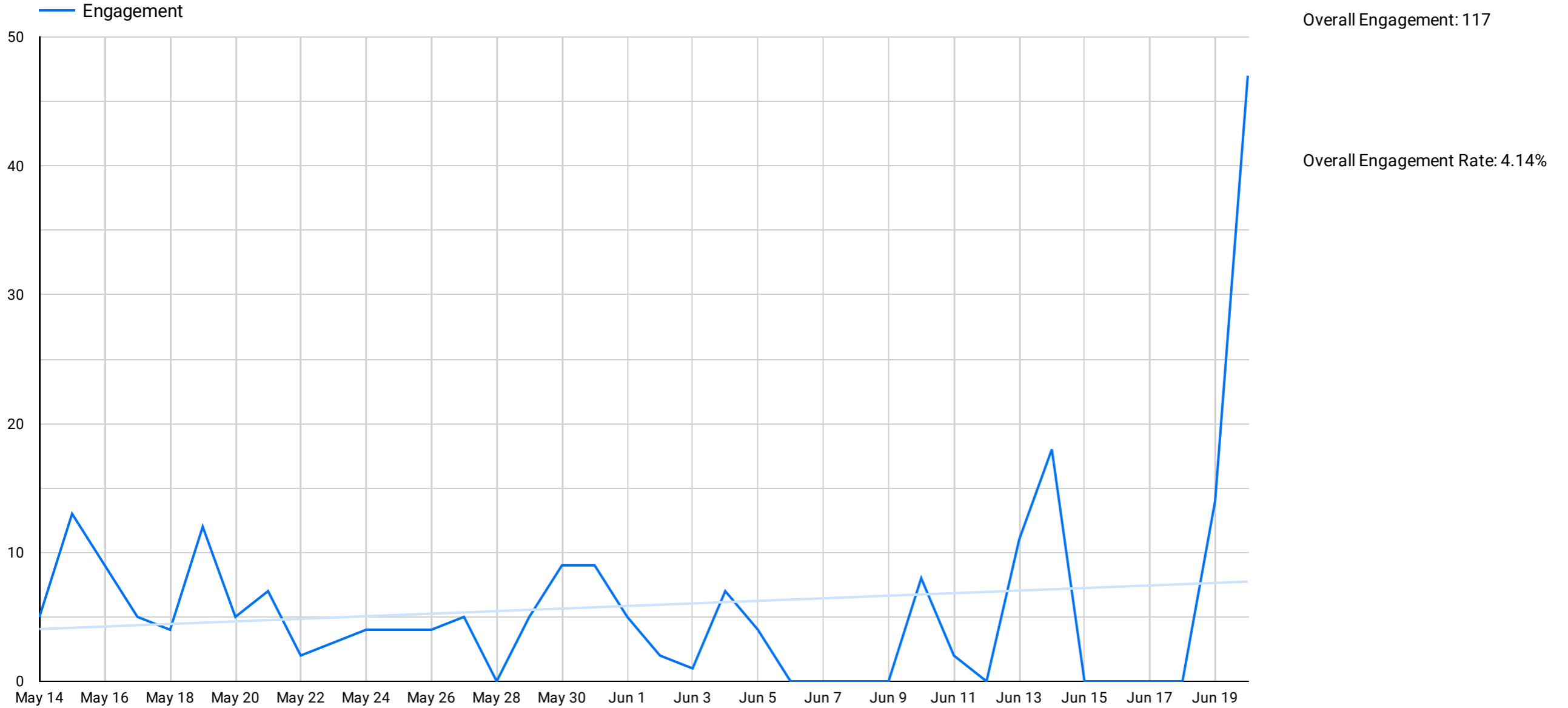
Instagram Reach

Select date range

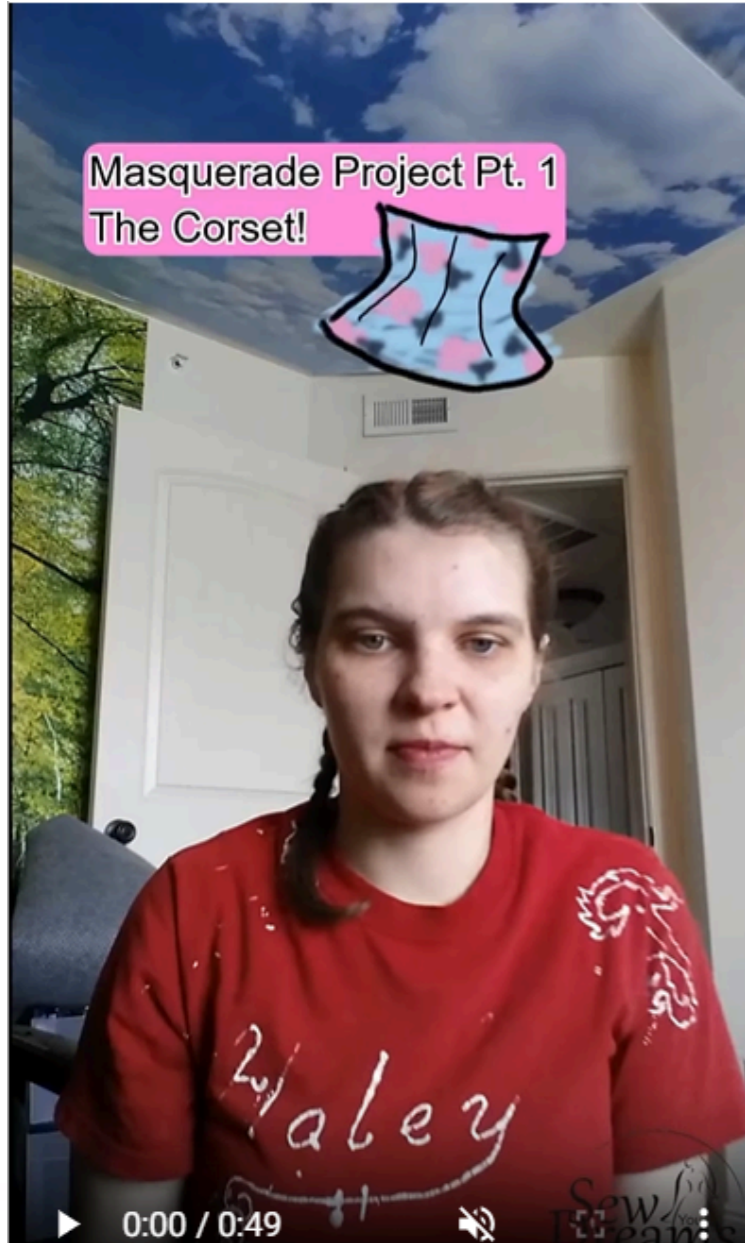


Engagement

Select date range



Individual Post Report



[Link](#)

Engagement: 9

Reach: 54

Engagement Rate: 16.7

Caption: Starting a masquerade project and step one is: The Corset! Here are the materials I'm using for my corset. #sewingproject #corsetmaking #fantasycostume #masquerade



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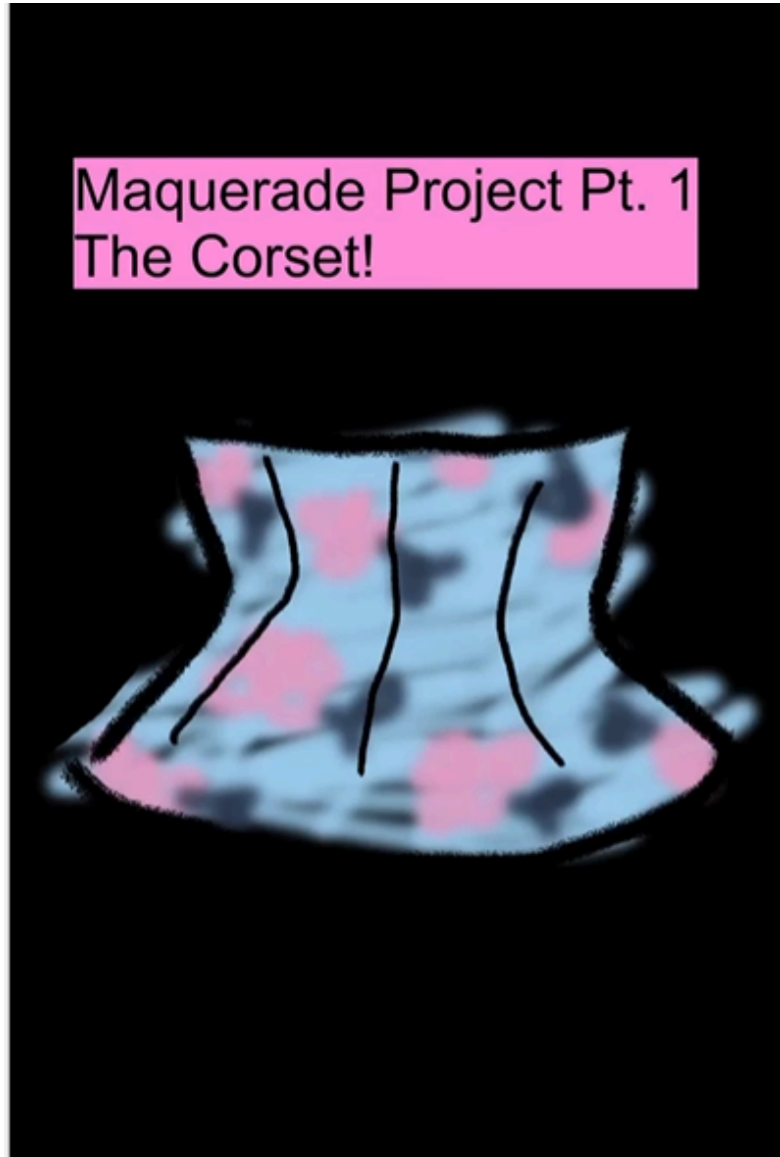
Engagement: 9

Reach: 111

Engagement Rate: 8.1

Caption: If you've had a sewing project go horribly wrong, don't be discouraged. We've all been there. This is a story about the first pair of pants that I made. They didn't turn out to be pants; they were "super wedgy machines." I have improved and learned so much from and since that experience. Don't give up. You've got this. #sewingfails #sewing #sewingforbeginners #dontgiveup

Individual Post Report



[Link:](#)

Engagement: 4

Reach: 120

Engagement Rate: 3.3

Caption: The first step in making the corset would be to make the pattern and cut out the pieces. First, take your mannequin and cover the area in masking tape. I am doing an under bust corset. Next draw the seams, edges and waistline on the tape. Take the tape off the mannequin and cut the masking tape at the seams. Place the pattern on paper and add a seam allowance. I did a 1/2" seam allowance. Once you have your finished pattern pieces, you'll cut them out of both the structure fabric and the fashion fabric. I made a half pattern so I cut out two of every piece. Now, we are ready for the sewing! #patternmaking #masquerade #sewingproject #sewing #corsetmaking



[Link:](#)

Engagement: 5

Reach: 136

Engagement Rate: 3.7

Caption: This is the hardest part of the Corset Project. The Sewing! Sew all your Structure pieces together, and all your fashion peices together. Now you have two strips. sew a ribbon along the waistline of the structure Layer. Make boning Channels by cutting strips out of the structure fabric that is the height of the longest seam of the corset, and the width of double the boning width. Sew boning channels by each seam and the edge of the structure layer. Fold them over and sew them closed. they should make channels over the seams. Your structure layer is now done. pin the structure layer to the fashion layer, right sides together. Sewing the top and sides. Turn right sides out and top stitch the sewn edges. You're now ready for boning! congrats. #sewingproject #corsetmaking #maquerade #sewingtutorial

Individual Post Report



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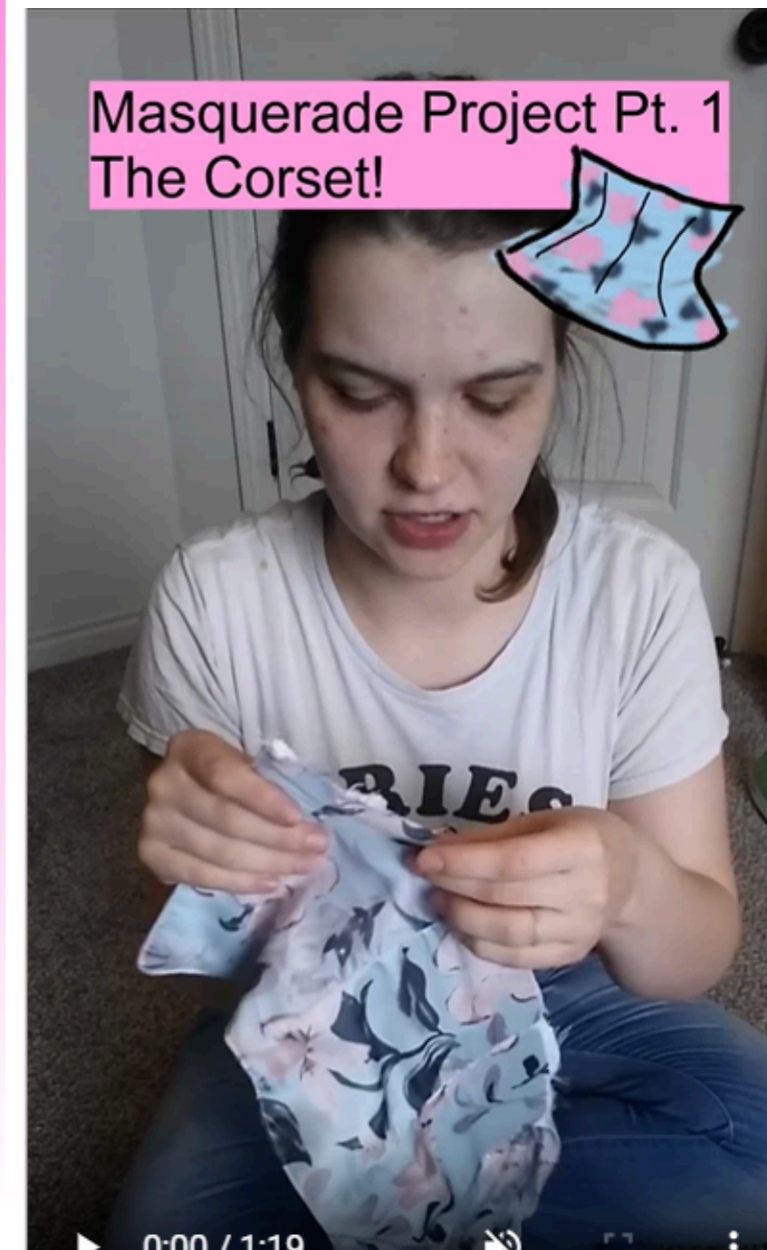
Engagement: 3

Reach: 633

Engagement Rate: 0.5

Caption: "This is how to put the boning in. First you'll want to round out the edges. Then cover the end of the boning in masking tape; this will ensure your boning doesn't pierce through the fabric. Insert it into your boning channel and cut it off so there is room at the bottom to hem. Round off the bottom edge and cover that with tape as well. Repeat for all channels."

We only have two steps left for the corset! 🥳🥳
#corsetmaking #sewingproject
#masquerade #almostdone
#tutorials"



[Link:](#)

Engagement: 3

Reach: 142

Engagement Rate: 2.1

Caption: We'll have to finish off that last edge of the corset. So, cut a strip of fabric from the fashion fabric. make sure to cut it on the bias, which means you cut it diagonal of the fabric grain. (check out my previous content for a grainline Guide, that should help you a lot.) the strip should be 2 inches by the length of the bottom of the corset + 2 inches. You'll use that to encase the raw edge. fold the strips raw edges in, and then fold it in half long ways with the corset in the middle like a taco. At the ends, fold the end of the strip over the end of the corset and into the inside of the strip so all raw edges are inside. Sew that on and you are ready for grommets. #sewingproject #corsetmaking #masquerade #sewingforbeginners #BindingTape #sewing

Individual Post Report



[Link](#)

Engagement: 4

Reach: 125

Engagement Rate: 3.2

Caption: To put grommets in first you'll want to mark where the grommets will go. This will help ensure that they will be even on both sides. Next, cut a small hole where the grommets will go. The hole needs to go through all layers of fabric. I use a pin to guide where I am cutting. Push the front half of the grommet through the hole. (From the fashion side toward the structure side.) Once that is through, you will place the other part of the grommet over it. Take your grommet setter and line it up. The bump should be on the inside. Then apply pressure. It shouldn't take that much. Ta-da! You have a completed grommet. repeat as necessary until you have a complete corset! Stay tuned for the reveal! follow so you don't miss it!
#corsetmaking #sewingproject #masquerade #sewingforbeginners #sewinggrommets #grommets #SewYourDreams



[Link:](#)

Engagement: 2

Reach: 10

Engagement Rate: 20.0

Caption: The Corset is done! We've worked hard and reap the benefits. Enjoy your homemade corset! now we can move on to part 2 of the masquerade project, the hoopskirt! follow to get my full step-by-step instructions on how to make it!
#corsetmaking #masquerade #sewingproject #sewingforbeginners #sewingreveal #finished #youcandoitto

Individual Post Report



[Link:](#)

Engagement: 5

Reach: 118

Engagement Rate: 4.2

Caption: Don't let the fear of imperfection, or failure, cause you to stop or even not start. Sewing isn't an exact sciene. You don't have to get everything just right for it to turn out beautiful. Don't give up. You've got this.
#yougotthis #yougotthisgirl
#imperfectionisbeauty
#sewingprojects
#sewyourdreams
#sewingforbeginners



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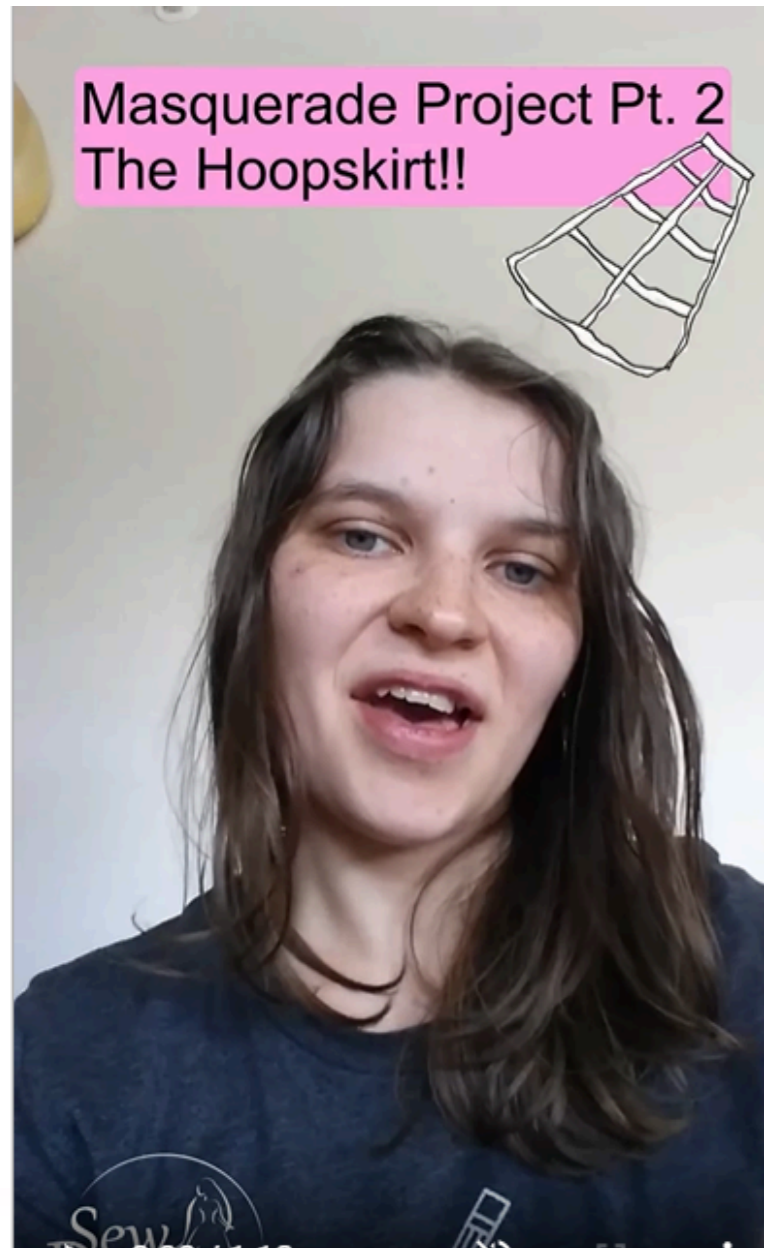
Engagement: 2

Reach: 103

Engagement Rate: 1.9

Caption: Part two of the masquerade project is making a hoopskirt! The materials you will need for this are boning, strong woven Fabric (I used Cotton Canvas), and something for the clasp for the waistband. You can use: buttons, snaps, grommets and ribbon, or hook and eyes. I am using hook and eyes!
#sewingproject #sewing
#hoopskirt #masquerade
#SewYourDreams

Individual Post Report



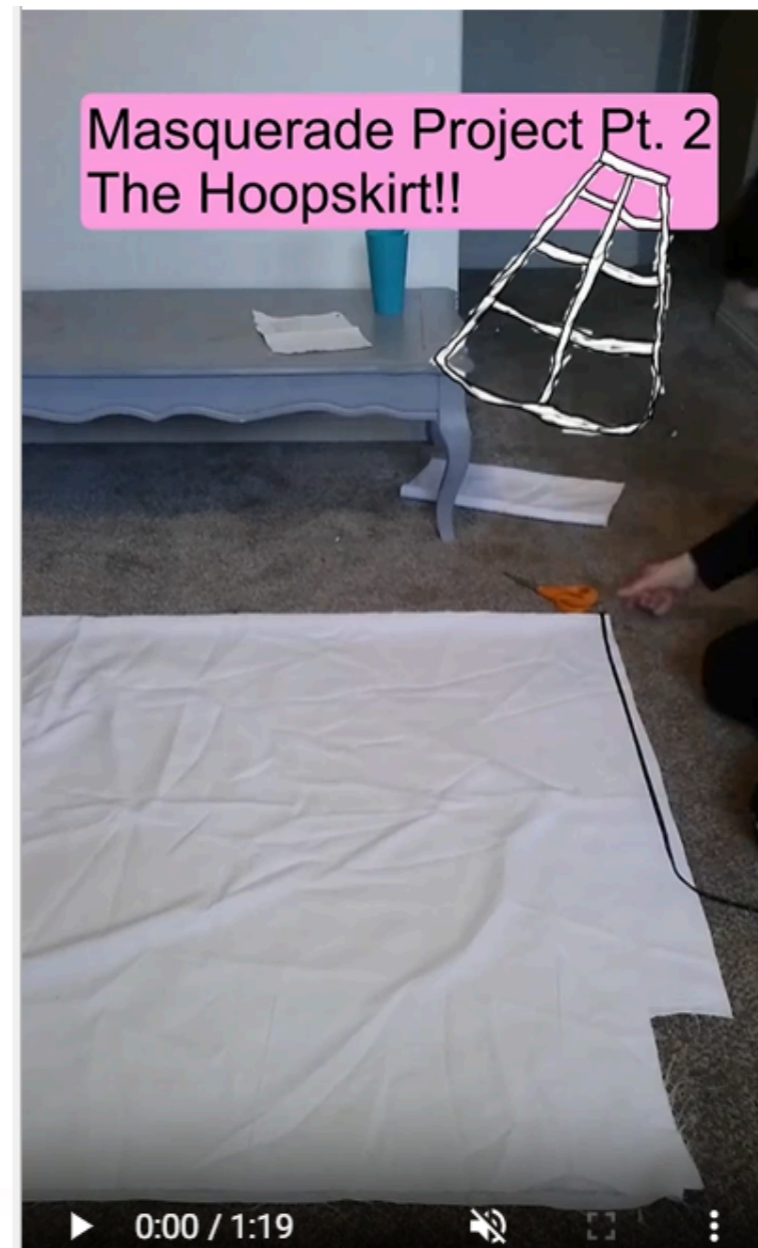
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Engagement: 5

Reach: 96

Engagement Rate: 5.2

Caption: There is a lot of math in making a hoopskirt. You will first want your waistband measurement and the length you want the hoopskirt to be. Decide how big you want the bottom hoop to be and how many hoops you want. Figure out the size of the middle hoops with the equation given in the video $(BH - WB) / 4 = X$. Add X to the waistband for hoop 1 measurement. Add X to Hoop 1 for Hoop 2. Ect. Comment if you have any questions. I would love to help you out! #hoopskirt #masquerade #tutorial #sewingproject #sewingmath #sewing



[Link:](#)

Engagement: 8

Reach: 278

Engagement Rate: 2.9

Caption: "To make the hoopskirt, you'll start by cutting out all your strips.

This is what I had:

1 = 35" x 5" (Waistband)

6 = 35" x 2" (Support Strips)

1 = 53.5" x 2" (Hoop 1)

1 = 73" x 2" (Hoop 2)

2 = 46" x 2" (Hoop 3 was too long and had to split it in half)

2 = 56.5" x 2" (Hoop 4 same deal as 3)

You will press all your longwise raw edges inward. Sew your support strips in half longwise, making sure the raw edges are tucked in. Set those aside. Fold your waistband in half lengthwise and sew the short ends. turn it right-side out, so that you have one long pocket. Tuck the ends of the support strips into the waistband, spacing them evenly. Sew the waistband closed. it should look like a sad grass skirt.

Part 2 is on its way, follow to not miss it. #hoopskirt #sewingproject #sewing #masquerade #sewingforbeginners"

Individual Post Report



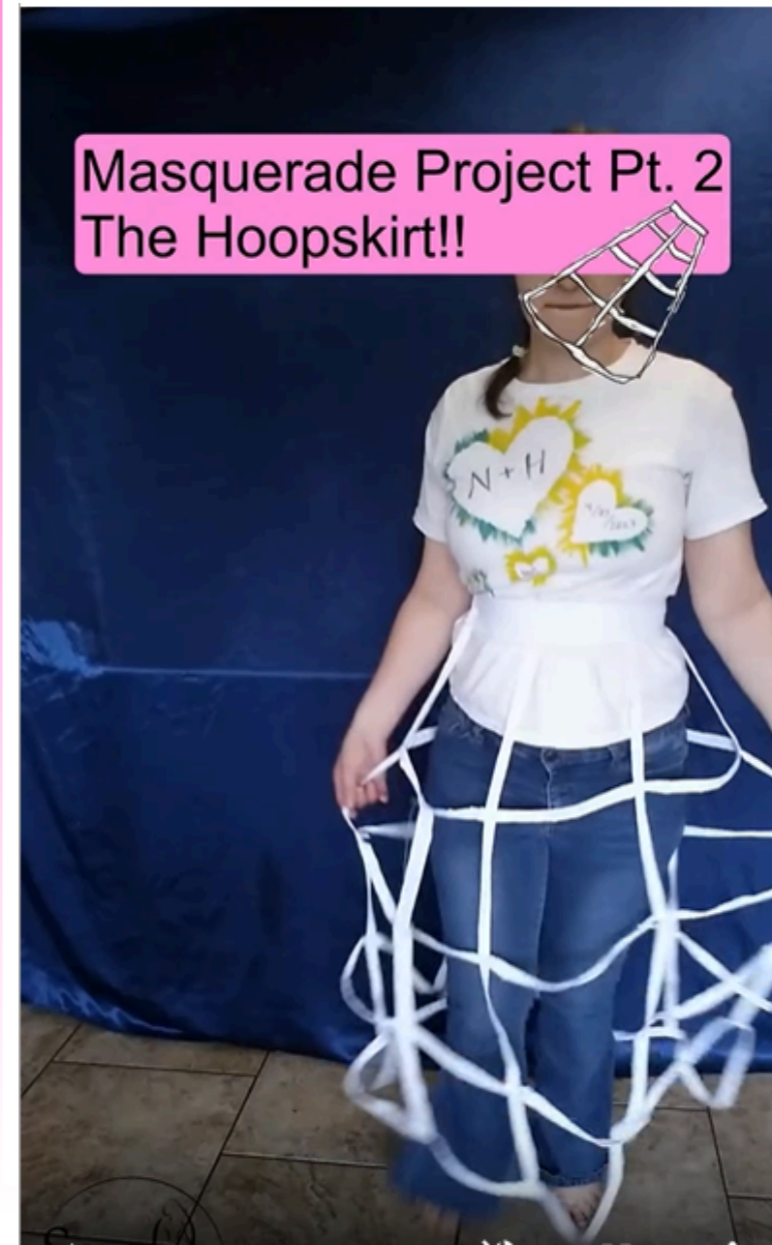
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Engagement: 5

Reach: 128

Engagement Rate: 3.9

Caption: From this point, you have a basic structure, and now it's time to add the channels for the hoops. With the raw edges pressed over, sew the ends of the channels together but only halfway across. This will create the opening for the boning to go into. Fold the loop in half long ways, making sure the raw edges are folded over. Pin the channel to the structure strips, making sure they are spaced evenly. Do this again for all the channels. For the last hoop though, you will tuck the ends of the structure strips into the channel as you fold it in half. Now you are ready for the boning and clasp of the skirt! Follow to make sure you catch that video. #hoopskirt #sewingproject #sewing #masquerade #sewingforbeginners



[Link:](#)

Engagement: 5

Reach: 118

Engagement Rate: 4.2

Caption: I messed up! I used the wrong type of boning. I tried using polyester boning, which just isn't strong enough. the weight of the fabric will crush it instantly. Instead, use steel boning. So, just insert the correct boning, and you should be good! You are Done! Follow for the dress part of the project! #sewingproject #hoopskirt #boning #sewingforbeginners #FinishingTouch #masquerade

Individual Post Report

Masquerade Project Pt. 3 The Dress!!!



[Link:](#)

Engagement: 4

Reach: 113

Engagement Rate: 3.5

Caption: It's time for the part I am most excited for. We are going to be making the ballgown. This is my own design, and you guys are free to follow along and make one as well. You will need: Lining fabric, a light pink knit fabric with ribs, a black floral fabric, plus some floral trim, ribbin and hook and eyes. Lets get started!
#masquerade #ballgown
#owndesign #sewingproject
#dressmaking #letsgetstarted

The Masquerade Project Pt. 3 The Dress!!!



[Link:](#)

Engagement: 6

Reach: 146

Engagement Rate: 4.1

Caption: To make the pattern, cover your maniquin in masking tape. Draw lines at the bottom, and where you want all the seams to go. The waistline isn't nessicary but I still do it. Remove the tape from the manniquin and place on paper, adding a seam allowance. If the pattern pieces don't lay flat, cut a dart into it. Make a quick mock-up to test your pattern. Make adjustments as needed.
#sewingproject #masquerade
#dressmaking #sewing
#patterning #patternmaking

Individual Post Report



[Link:](#)

Engagement: 3

Reach: 141

Engagement Rate: 2.1

Caption: The first thing to do with patterns like mine is to sew the darts. Darts are often the first thing done. To sew them, you will pin it in place. It also helps to mark where you should sew. Start at the end (or the wider part of the dart.) Backstitch to secure the stitches and then sew forward like normal. Once you get close to the other end, lower your stitch length. I put it down to 1. stitch to the end, but don't backstitch. Cut the threads with some extra thread tail. you will tie a knot in the thread tails to finish securing the dart stitches. You are done with your dart!
#sewingdarts #darts
#sewingproject #masquerade #dressmaking



[Link:](#)

Engagement: 5

Reach: 119

Engagement Rate: 4.2

Caption: Sewing the bodice is actually easier than it looks. Sew together all your pieces. Do this for both the outer layer and the lining. Once both those layers are all sewn together, line them up and pin them rightsides together. Sew the top and sides. Turn right side out. Topstitch that in place. After that, you can finish the bottom edge with bias tape or a strip of the outer fabric. You just need to put the sleeves in now! Follow to see that video!
#sewingproject #masquerade #dressmaking #makingthebodice #sewingforbeginners

Individual Post Report



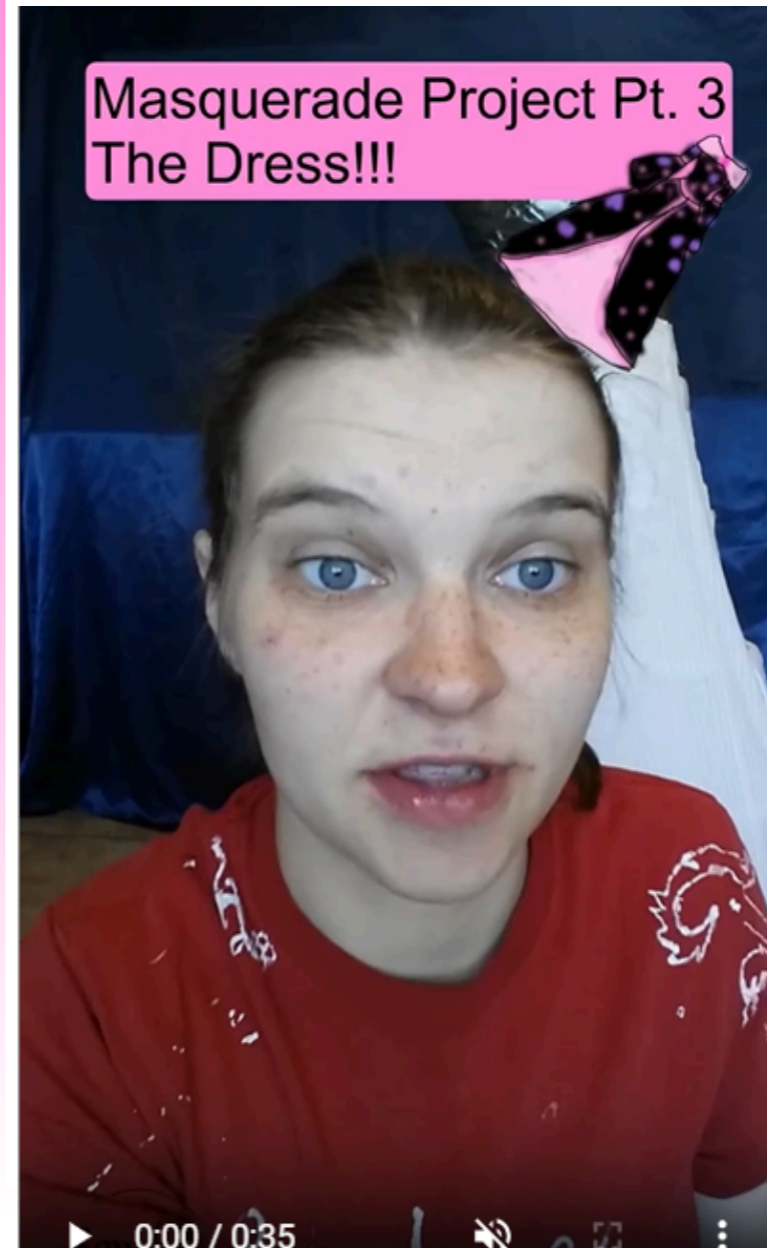
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Engagement: 6

Reach: 102

Engagement Rate: 5.9

Caption: I wanted to have trumpet sleeves on the dress. Heres how I made it. First, I draped the top part of the sleeve. The rest of the sleeve pattern was calculated by using the measurments: arm width at widest, arm width at elbow, length to elbow, legnth from elbow to wrist. with those I mae the first half of the pattern. the bottom half of the pattern is a trapizoid. Sew the two pieces together and hem the bottom. To attach it to the bodice, pin it right sides together to the arm hole of the fashion layer. do not pin it to the lining yet. Sew the sleeve on. Take the seam allowance and fold it toward the neckline. pin the lining down over the seam, with its raw edge enclosed between. Sew that down. Congrates you have sleeves! #sleeves #masqurade #trumpetsleeves #masqurade #dressmaking #owndesign



[Link:](#)

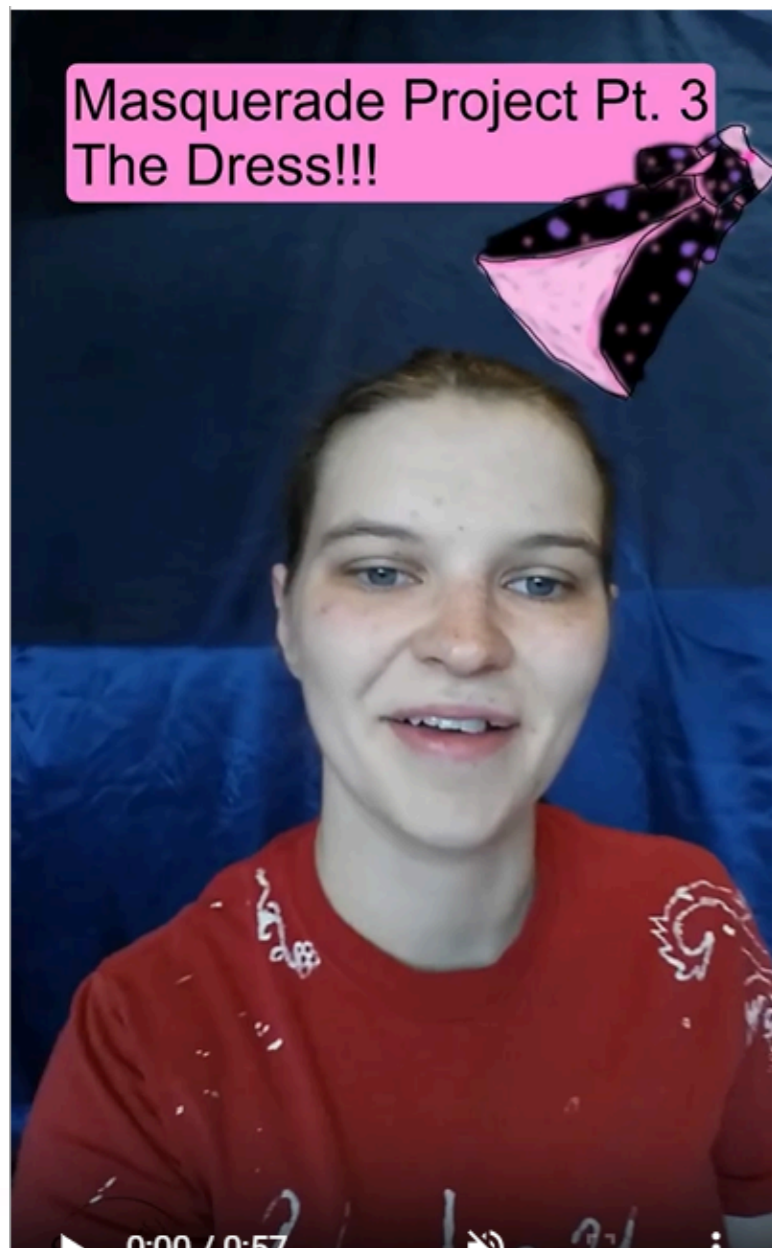
Engagement: 5

Reach: 145

Engagement Rate: 3.4

Caption: So the design I wanted to do has a little shawl over the shoulders. Our next step will be making that. Take a strip of fabric. Sew darts into where the shoulders will be, so that it follows the curve of the shoulders. Fold the strip in half. Gather the middle of the strip. Sew the ends with the raw edge tucked in. On one side enclose some ribbon in the end before enclosing. Add a strip of the fabric to the other side of the ribbon. This is for the snaps (or whatever closure you want.) Good luck! #shawl #dressmaking #owndesign #sewingproject #sewingforbeginners #masquerade

Individual Post Report



[Link:](#)

Engagement: 9

Reach: 114

Engagement Rate: 7.9

Caption: Making the skirt is pretty simple. Cut out three A-Line panels of the main fabric, and one of the other one. Sew them all together, leaving an opening for the closure to go. Take a strip of fabric and fold over the raw edges. fold it in half with the top of the skirt inside. Sew down to make the waistband. Hem the bottom of the skirt. Add trim if desired. Sew on your closure
#masquerade #dressmaking
#owndesign #pannelskirt
#sewingforbeginners
#sewingproject



[Link:](#)

Engagement: 9

Reach: 101

Engagement Rate: 8.9

Caption: Here is the completed dress! Sorry I didn;t show you guys putting the trim on. I'm really happy with how it came out! follow for the next part of the masquerade project, making the mask.
#masquerade #sewingproject
#finished #owndesign
#dressmaking
#myfirstballgown

Evaluation and Changes

The current posting plan isn't working.

Most of my stats are going down. This is most likely due to inconsistency of posting and lack of community engagement. To better help this brand thrive this needs to change.

Plan 1:

Going forward, I will be spending at least 30 minutes a day on the brand, interacting with the community.

Plan 2:

The plan is to post once a day, except for Sunday, never missing a day.

This will get rid of the awkward gaps in posting and build the account.

I am going to test what times during the day work the best.

The Blog

The blog has four articles written. They were written like cooking recipes to help beginners understand and be comfortable.

How to Sew a Corset

Word Count: 2,375

Talks about the myths of corsets, and the different kinds of corsets. Then It lets you know the techniques needed to complete the project. It has a list of the material and then instructions on how to complete the project.

How to Sew a Hoop Skirt

Word Count: 1,887

Talks about Hoopskirts through history. it goes over the different sizes that hoop skirts come in. It goes over the math and breaks down all the equations required for the hoop skirt. It has a list of the materials and techniques needed for the project and then gives instructions on how to complete it.

How to Sew and Design a Ball Gown

Word Count: 1,957

Talks about the process I went through to design my ball gown. It breaks down what is needed material and techniques for making the ball gown. I then give thorough instructions on how to make it.

Beginner Sewing Techniques.

Word Count: 2,086

Breaks down how to do a basic stitch, back stitch, pivot stitch, topstitch, pressing, trimming, and gathering.