

DRESSING IN A DIGITAL WORLD:

Building a Community based Around Modesty and Style



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EXECUTIVE SUMMARY

Adalee Clothing launched a social media campaign from April 20 to July 20 to boost product sales and increase engagement. The brand, run solely by its founder, focuses on stylish, modest clothing designed for Latter-day Saint women. Each piece is thoughtfully created to provide full coverage while reflecting personal style and faith-based values. The campaign targeted women ages 18–30, especially in Utah, Idaho, Arizona, and California. Content was shared on Instagram, TikTok, and Facebook, highlighting product launches, modest outfit ideas, and behind-the-scenes moments from the founder.

Results:

- Instagram: Over 515,000 views, 14,000 followers, and 8,700+ interactions. Reels with faith and lifestyle content performed best.
- TikTok: 18,000+ views and strong engagement with humorous and relatable videos.
- Facebook: Smaller reach, but personal videos helped grow awareness.

Overall, consistent posting and relatable, faith-based content helped build community, increase visibility, and support Adalee's goal of helping women feel confident and covered.

ADALEE

Unlike large-scale clothing companies, Adalee is solely operated by its founder, who designs each piece with garment-wearing women in mind—drawing from her own lived experience. The brand's mission goes beyond simply offering modest clothing; it seeks to empower women to dress with confidence, purpose, and joy while honoring both their personal style and religious values. In an industry often dominated by generic modest wear or brands that fail to understand the specific needs of Latter-day Saint women, Adalee Clothing stands out. It eliminates the question of "Will this cover everything?" by providing thoughtfully designed, size-inclusive pieces that align with spiritual values and offer complete peace of mind.





CAMPAIGN GOAL

The overarching purpose of the campaign was to generate higher conversion rates and elevate product sales.

April 20 through July 20

STRATEGY RESEARCH

BRAND DIFFERENTIATOR

Solely Operated by Founder

Adalee Clothing is solely operated by the founder who hand designs each product with garment wearing women in mind.

Modest Clothing

Adalee Clothing is known to have modest, yet trending attire. Each product is made to give full coverage to Latter-Day Saint garment wearing women. Each piece catered to the exact sizing of each garment piece, and body types. Adalee Clothing is made to fit to give exact coverage.

DEMOGRAPHICS

Adalee Clothing primarily serves women ages 18 to 30, with a strong concentration among those in the 18 to 24 range.

- identify as Christian, specifically members of The Church of Jesus Christ of Latter-day Saints
- college-educated, pursuing higher education
- middle to upper-middle income
- strong presence in Western U.S. states such as Utah, Arizona, Idaho, and California [vibrant Latter-day Saint communities]

PSYCHOGRAPHICS

They are drawn to feminine fashion that reflects their values—favoring clean aesthetics, timeless styles, and minimalist design.

- value modesty
- view the body as a temple
- importance on family, faith and personal integrity
- warm, thoughtful

Audience Pain Points

Lack of modest
yet stylish
clothing options

Desire to find
dresses that
are flattering,
breathable, and
versatile.

Feel beautiful
and confident
without
compromising
values.

Tired of layering
and altering
clothes to make
them modest.

COMPETITOR ANALYSIS

Mika Rose Clothing

75.5k Followers 3,826 Posts

What They Offer:

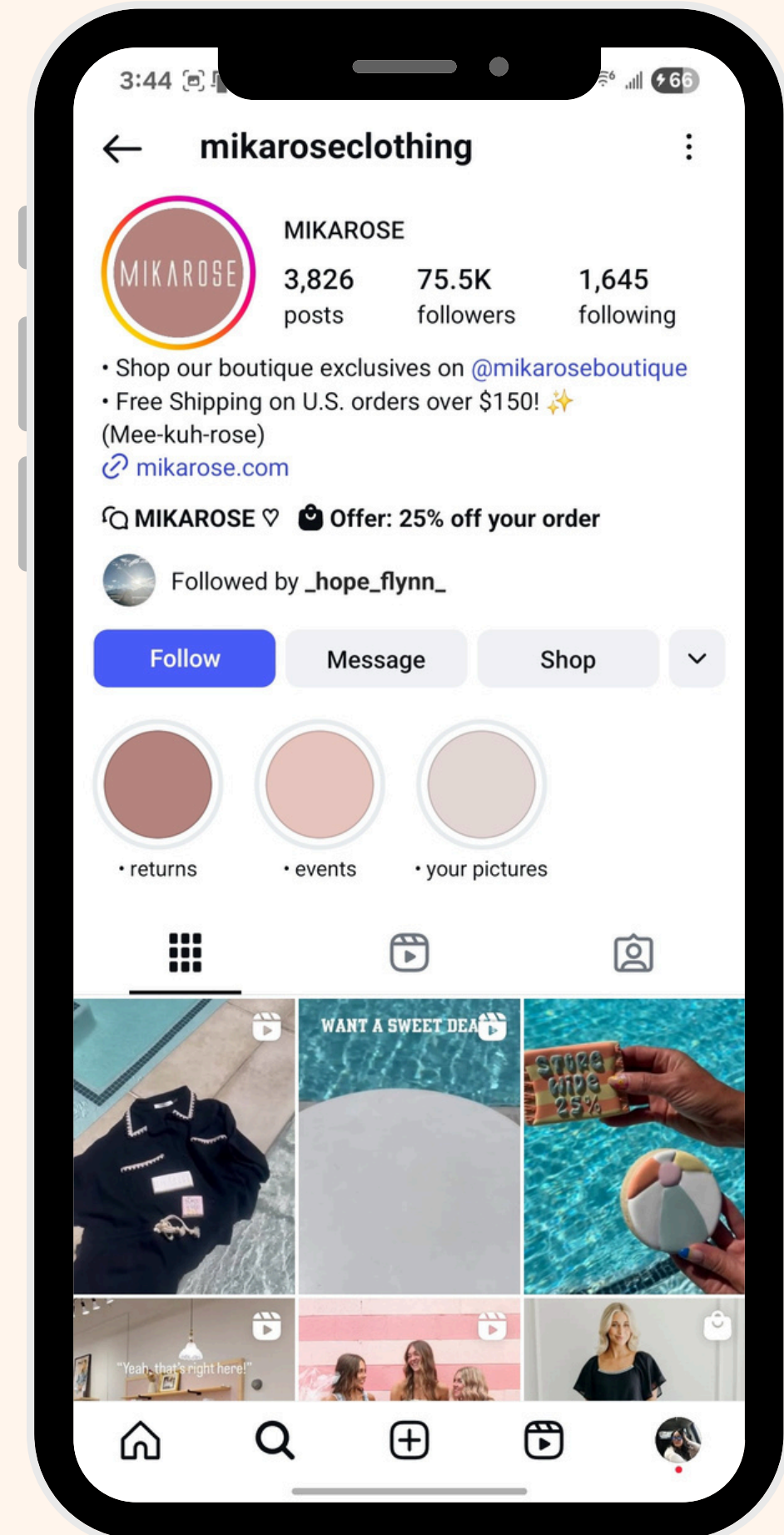
- modest, feminine apparel, designed for events like church, work, weddings, dates or everyday wear
- In-store presence at University Place Mall in Orem, Utah [both online and brick and mortar channels]

Strengths:

- Customers praise the balance of modesty and fashion
- good quality and fit for certain pieces
- mid range pricing

Weaknesses:

- Mixed Reviews
- shoppers feel product quality isn't as advertised, and information on materials are limited



Called to Surf

149k Followers 6,420 Posts

What They Offer:

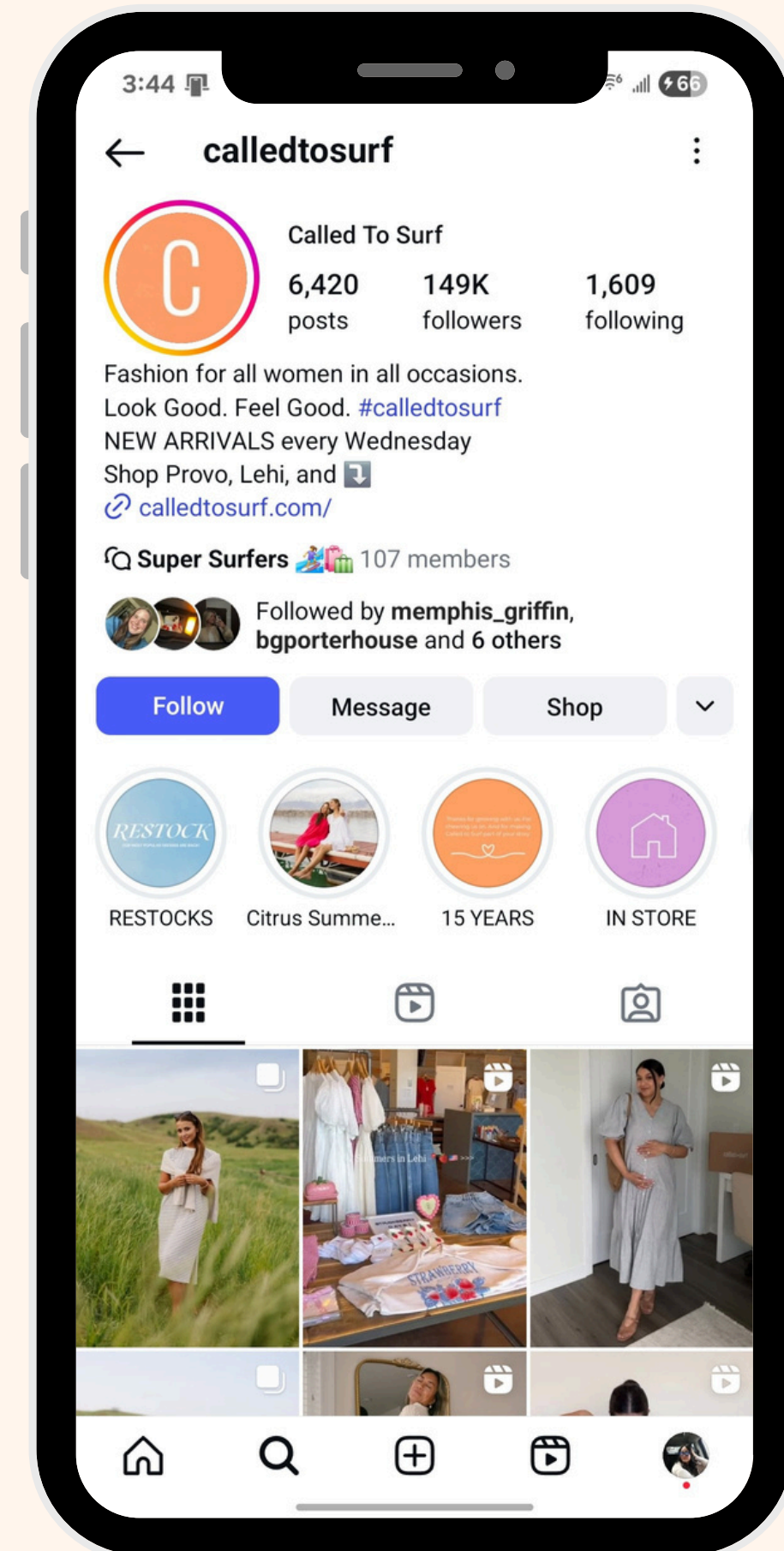
- women's and kid's clothing and swimwear [in-store and online]
- House brands and labels
- Originated in Provo, Utah, expanded second location [Lehi], online sales have far outpaced in-store

Strengths:

- Offers size-inclusive collections
- Family-Owned, Warm Culture
- Loyal Customer Base and Rewards
- Strong Social and Digital Marketing

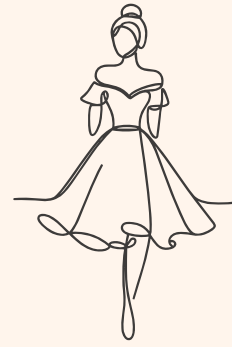
Weaknesses:

- Higher end price point
- Mostly known regionally in Utah; no major media or investment buzz noted



SOCIAL MEDIA STRATEGIES

Content Themes



Faith + Fashion

Scripture/talk of the week that reinforce confidence as a women in the church

Reinforce confidence in modesty and faith driven identity

22.2% of content focus



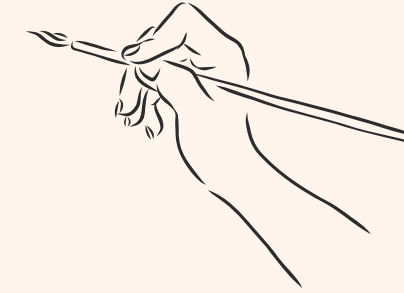
Product Features

Garment friendly OOTD inspiration

Product Launch/Product teasers

Shows off product enhancing modest coverage

37.04% of content focus



Brand Values

Showing upcoming design process
Founder based stories

Founder quote on the Faith + Fashion of the week

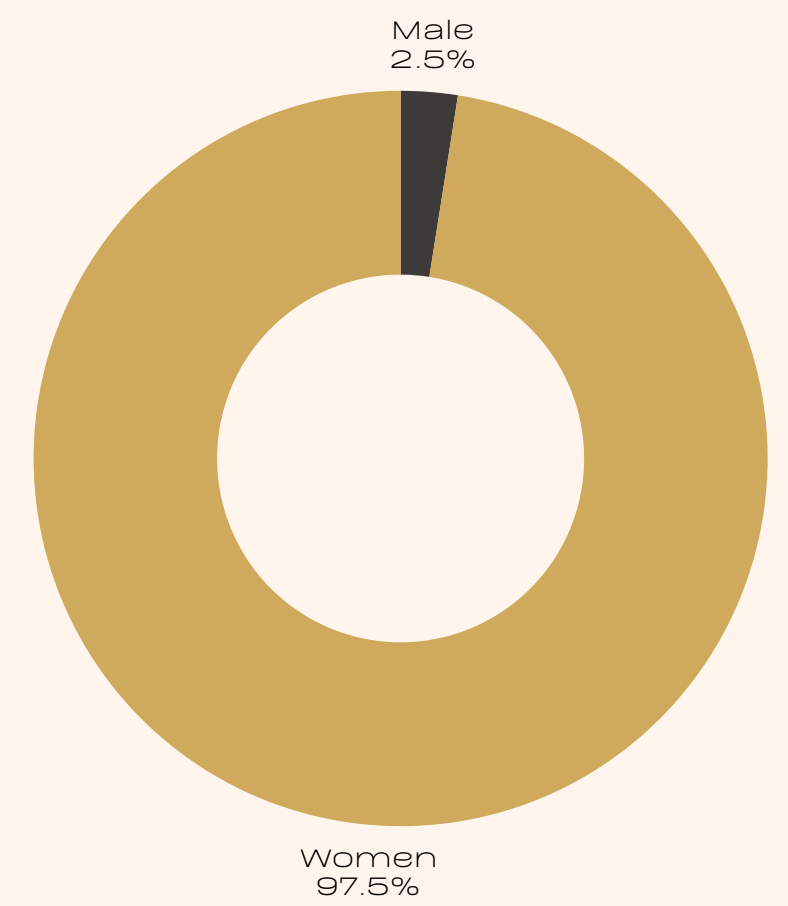
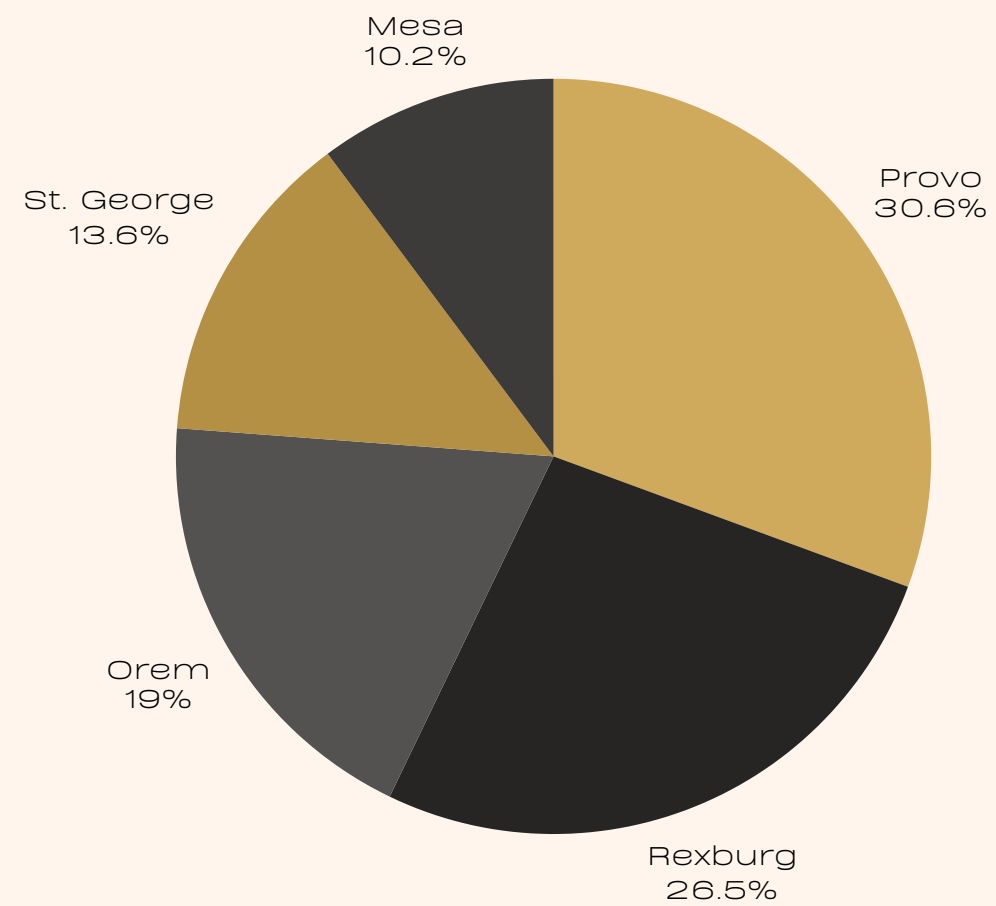
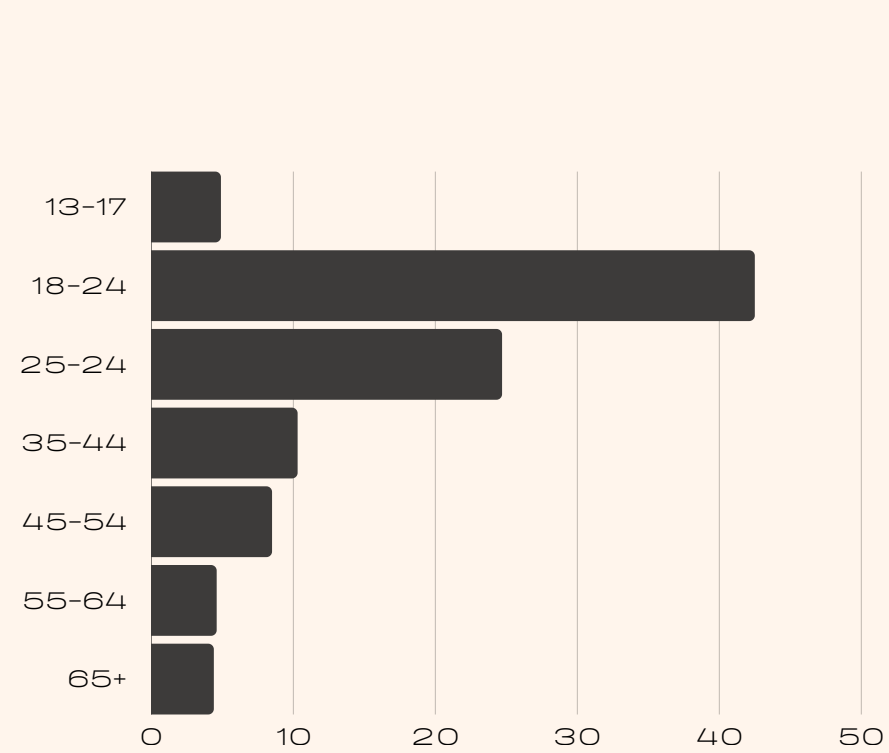
DITL as the Founder of Adalee

22.2% of content focus



Audience by Gender, Age, Location

March 20 through June 20



Key Performance Indicators

March 24 - April 20

519,176

Views

13k

Total
Followers

8,777

Interactions

Content Calendar

Instagram and Facebook

Monday

Content Type:

Reel

Content Pillar:

Promote

Use reel to make the audience aware of new product.

Tuesday

Content

Type: Reel

Content Pillar:

Inspire

Use reel to give garment friendly outfit inspiration.

Wednesday

Content Type:

Carousel

Content Pillar:

Promote/Educate

Audience have a say in what is to come through polls.

Thursday

Content Type:

Reel

Content Pillar:

Promote

Use reel to reach new audiences about product.

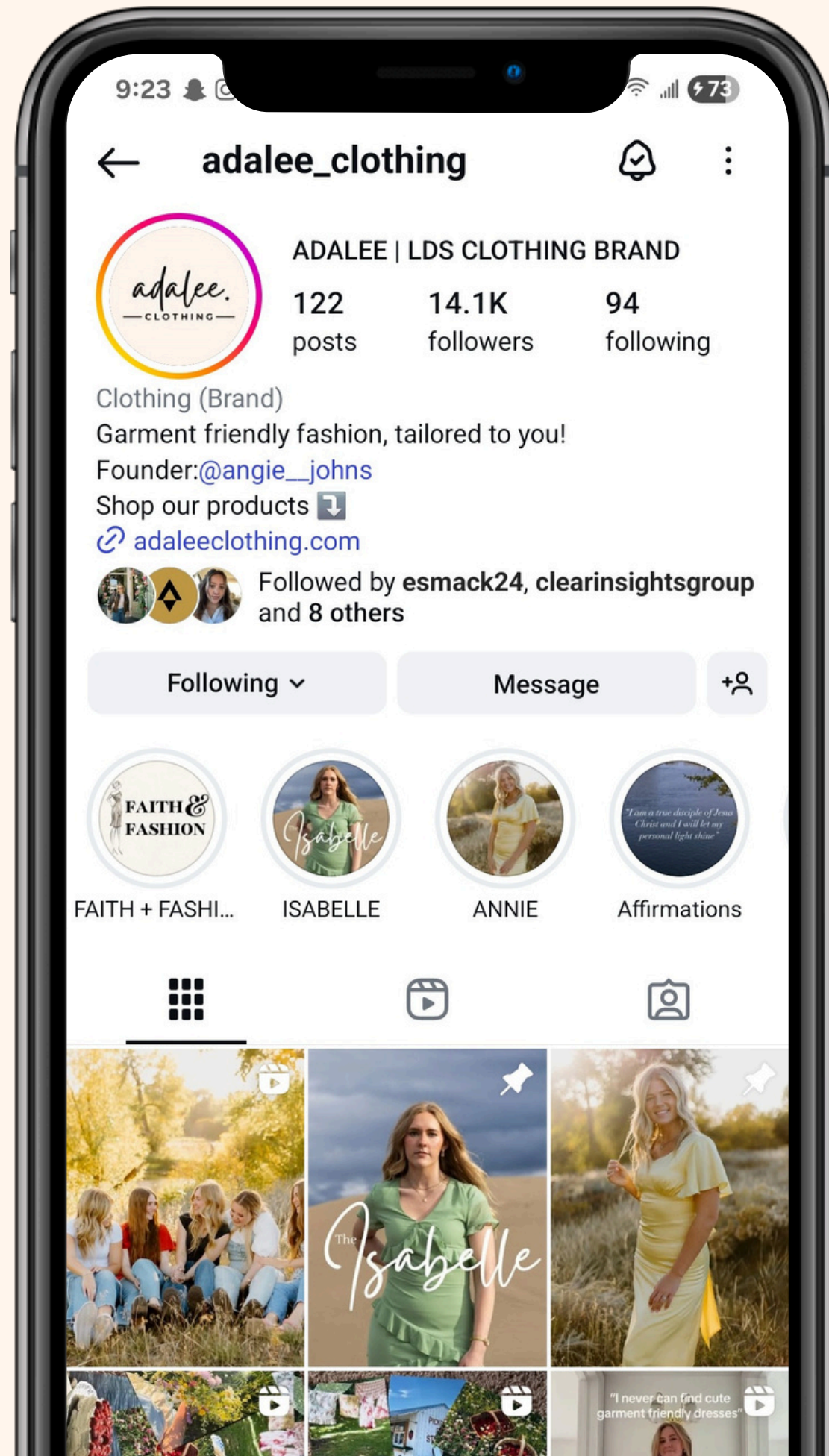
Friday

Content Type:

Carousel

Content Pillar: Brand value

Encourage users to share their experience & post with their friends.



Instagram Execution

Instagram

Objectives

Increase Instagram Engagement by 10% within the 10 week campaign

KPI's

515,559

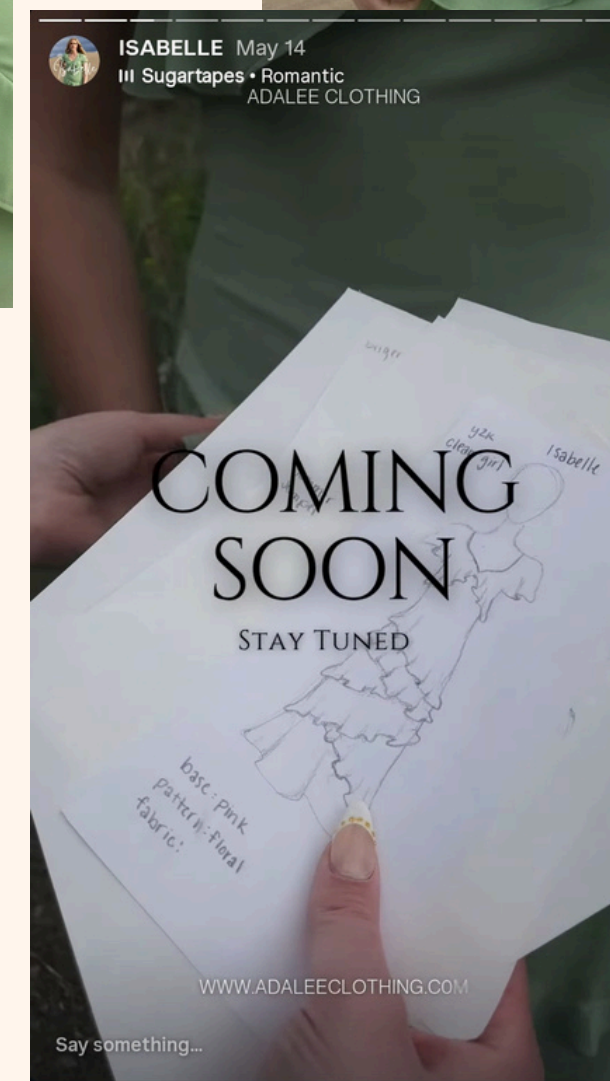
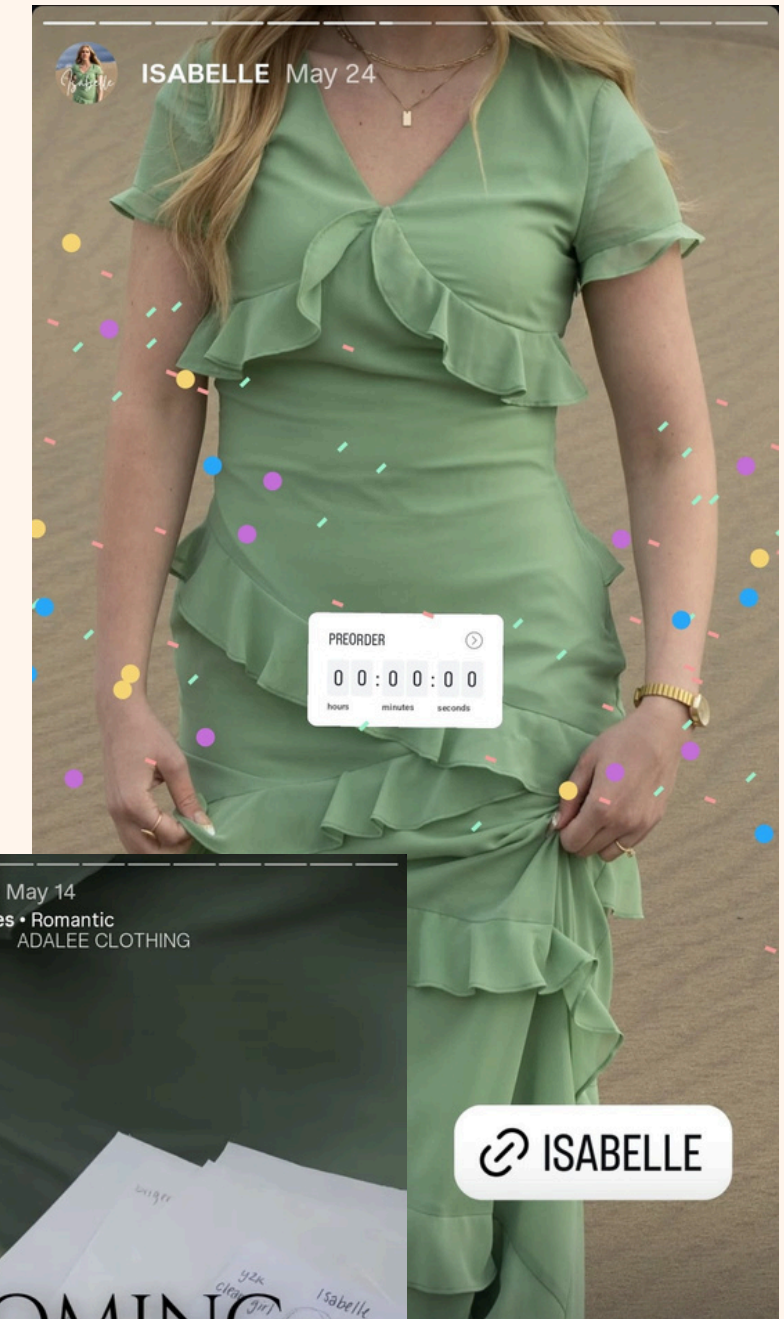
Views

14k

Total Followers

8,747

Interactions



Instagram

Strategies

- Engage in comment section, reply to every single comment.
- Encourage users to comment their experiences in the Faith + Fashion Segment.
- Exclusive Content through stories [BTS & Q&A]
- Posting Product Teasers, & Pre-Sale dates
- Using hashtags, trending audios to reach non-followers.

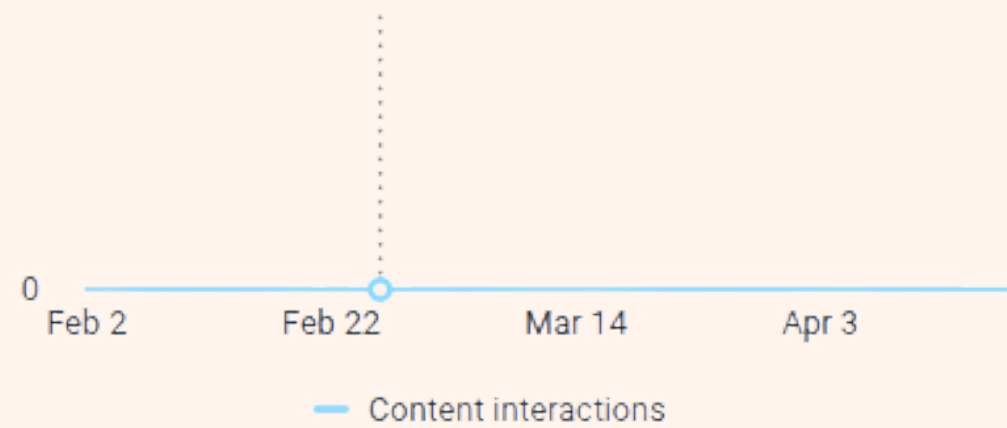
Reels	Reach new audiences via trending audio, increases saves/shares
Stories	BTS trust and encourage DMs & poll responses
Carousels	Educate and inspire with swipe-worthy content
Posts/Graphics	Reinforce brand values, increase brand recall

Historical Data

Feb 2, 2025 - April 19, 2025

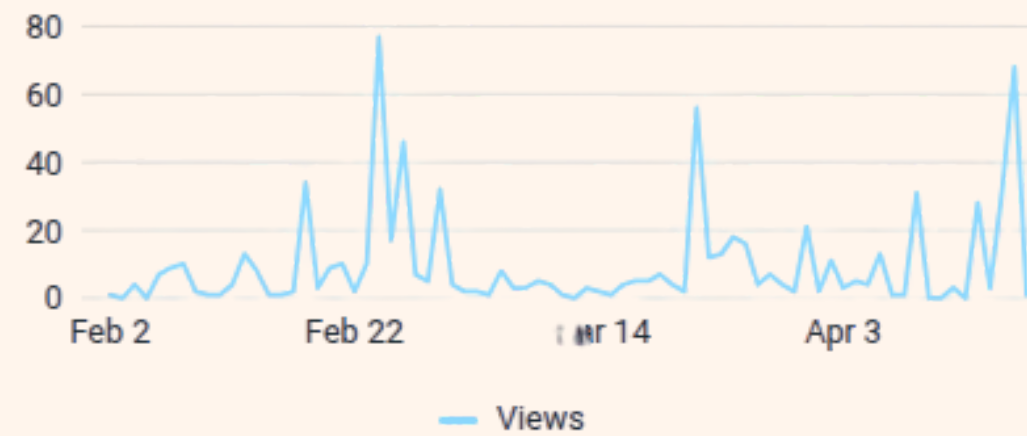
Content interactions ⓘ

0 ↓ 100%



Views ⓘ

742 ↓ 12.3%



Reach ⓘ

163 ↓ 27.2%



Result of Campaign

April 20, 2025 - June 20, 2025

Content interactions ⓘ

8,614 ↑ 4.5K%

Views ⓘ

507,072 ↑ 3.1K%



— Views

Reach ⓘ

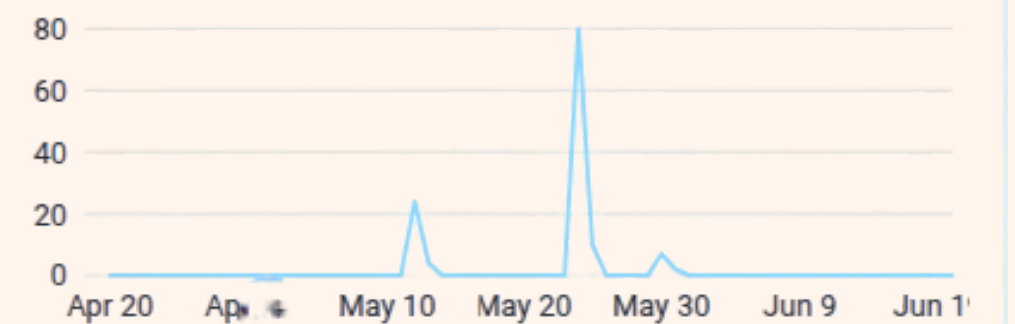
187,616 ↑ 2.6K%



— Reach

Link clicks ⓘ

127 ↑ 100%



— Instagram link clicks

#1 Top Views & Follows

This reel performed exceptionally well, reaching 96.5% non-follower accounts and resulting in 673 new followers. The content significantly contributed to increased brand awareness and directly supported the campaign's objective of high conversion.

308,085

Views

32

Comments

314

Saves

115

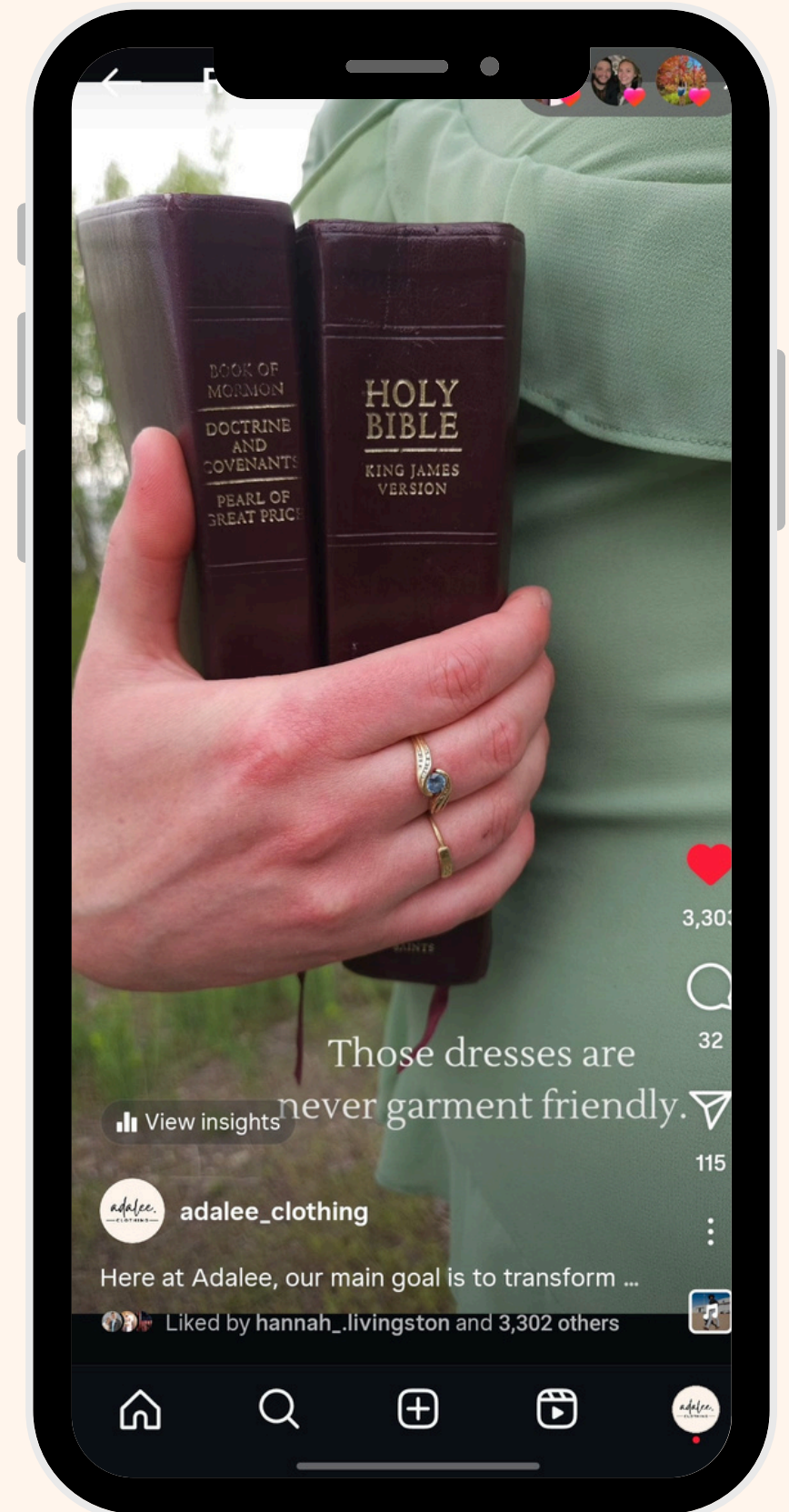
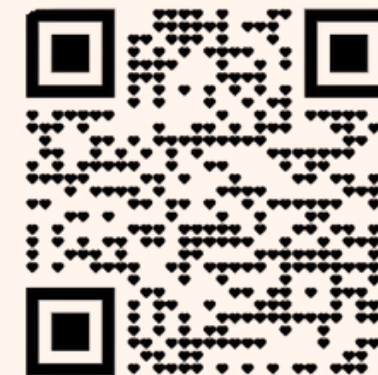
Shares

3,298

Likes

673

Follows



#2 Engagement

This reel demonstrated strong engagement, receiving 75 saves and 526 likes. The high number of saves, in particular, indicates that the content was memorable and resonated deeply with the audience—reflecting the brand's ability to create value-driven, relevant content.

34,364

Views

3

Comments

75

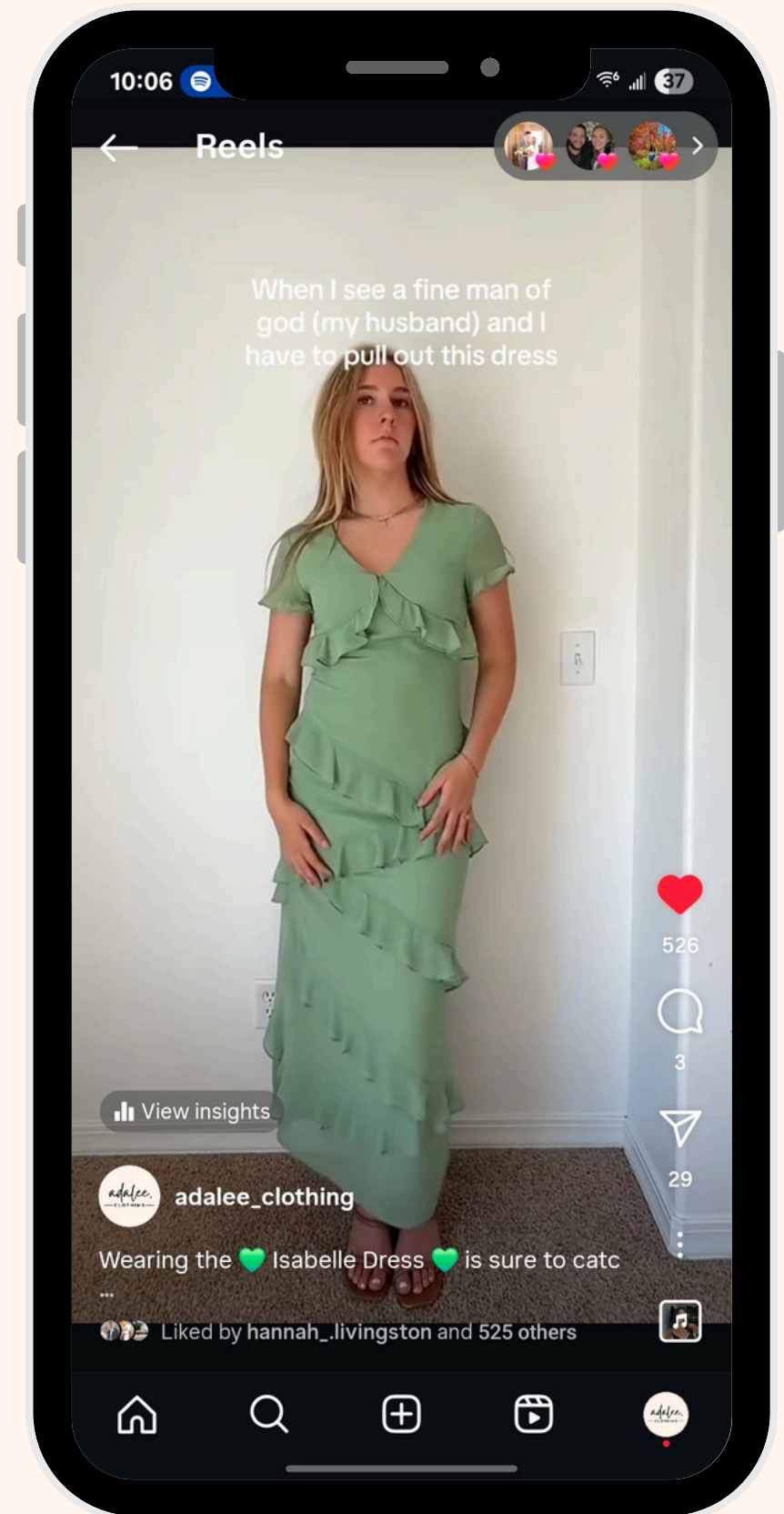
Saves

29

Shares

526

Likes



#3 Top Views

This carousel post generated strong interactions, receiving 20 comments and reaching 9,531 accounts. It performed on par with the brand's reels, demonstrating that carousel content can be equally effective in delivering memorable, engaging content to both followers and non-followers.

9,531

Views

20

Comments

5

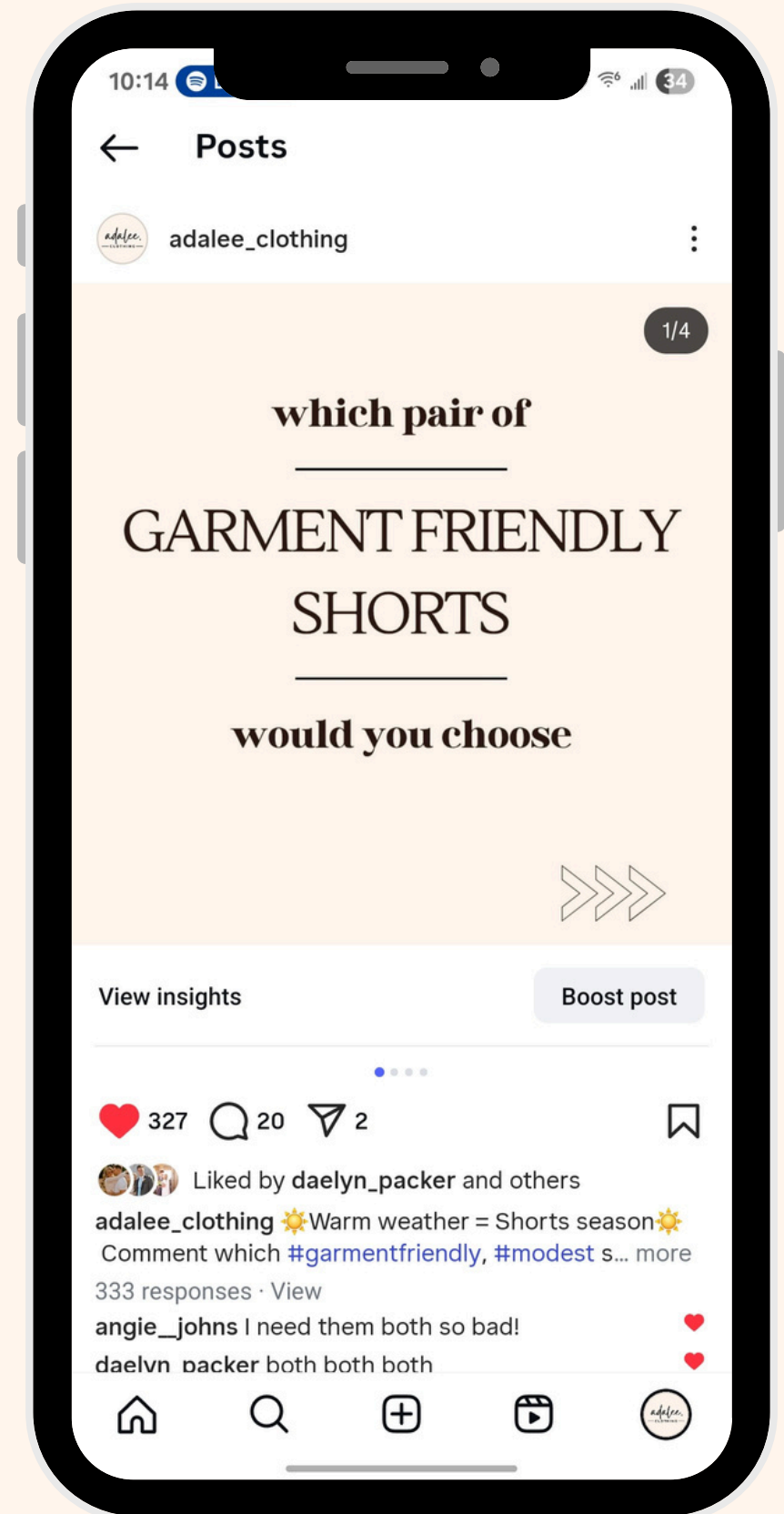
Saves

2

Shares

327

Likes



Summary

By using trending Reels, interactive stories, and product teasers, the campaign helped Adalee connect more deeply with its audience while showcasing the brand's mission and garment-friendly designs. The platform generated over 515,000 views, 14,000 total followers, and 8,700+ interactions, ultimately playing a key role in driving traffic and sales.

Key Takeaways

- Reels performed best, especially those that were relatable or faith-based.
- Founder-led content and storytelling built trust and boosted engagement.
- Posting consistently [5x per week] increased visibility and follower interaction.
- Interactive features like polls and Q&As encouraged community feedback.
- Content that combined lifestyle and promotion [not just sales] outperformed strictly promotional posts.
- Instagram was the top-performing platform in both reach and conversions.





Adalee clothing

91 followers · 0 following

Message

Follow

- Posts
- About
- Mentions
- Reviews
- Reels
- Photos
- More

Intro

Welcome to ADALEE!! Our mission is to create clothes for all occasions that are garment friendly!

Featured



Adalee clothing

June 5, 2024

Facebook Execution

Facebook

Objectives

Increase Engagement by 10%
within the 10 week campaign

KPI's

2,046

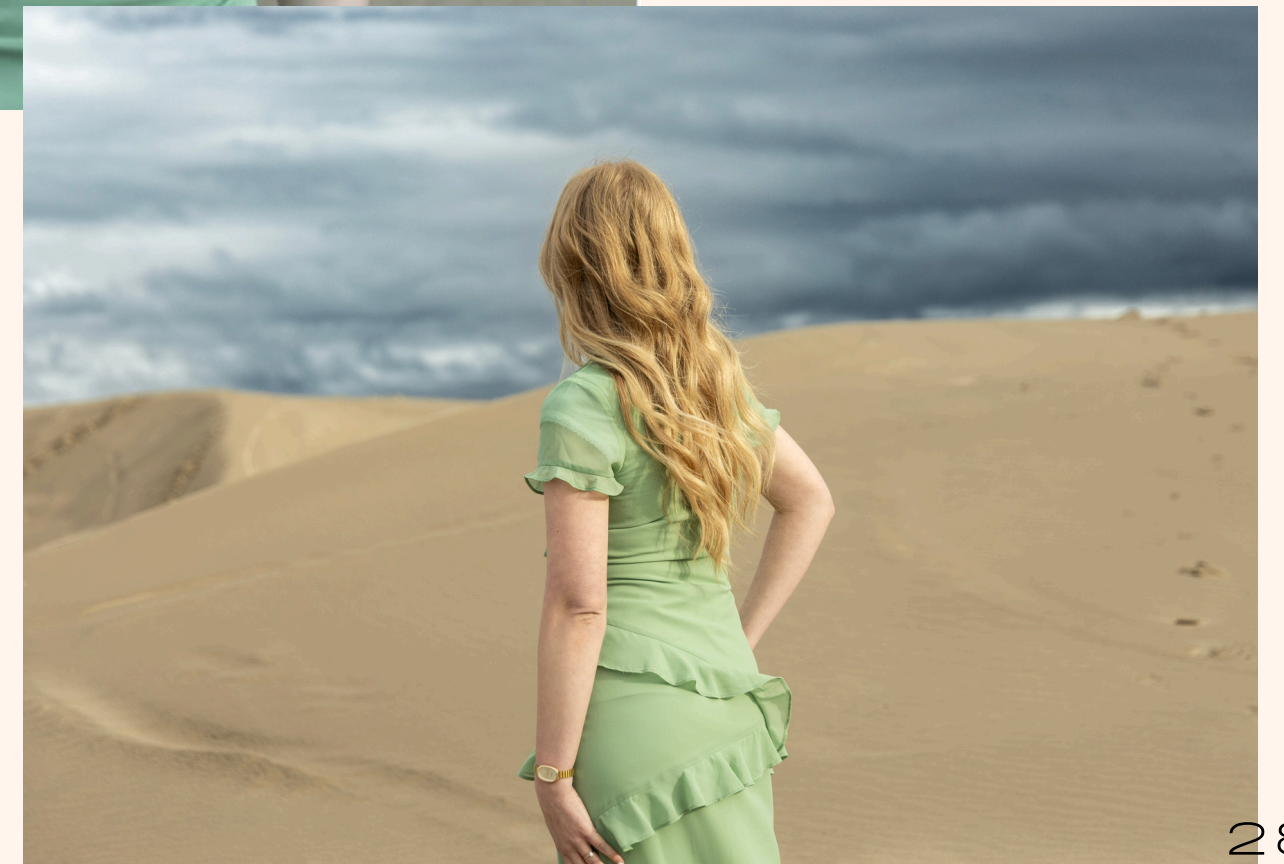
Views

91

Total Followers

95

Interactions



Facebook

Strategies

Engage in comment section, reply to every single comment.

Encourage users to comment their experiences in the Faith + Fashion Segment.

Exclusive Content through stories [BTS & Q&A]

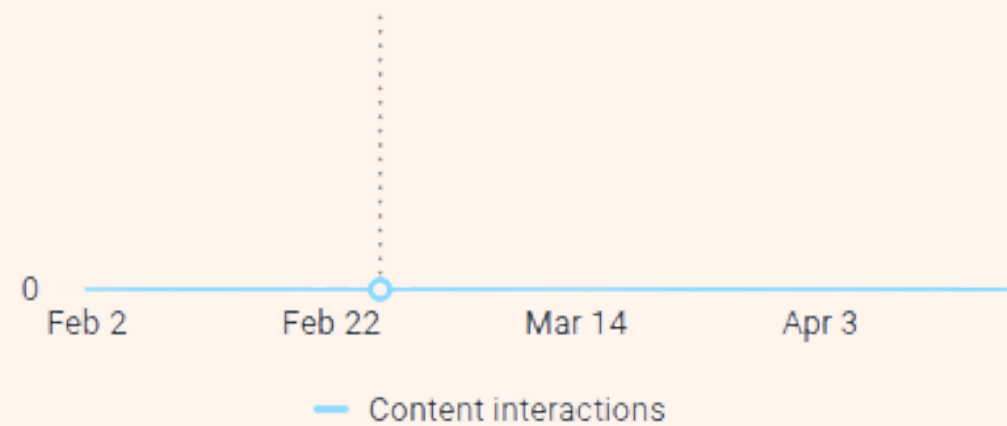
Posting Product Teasers, & Pre-Sale dates

Historical Data

Feb 2, 2025 - April 19, 2025

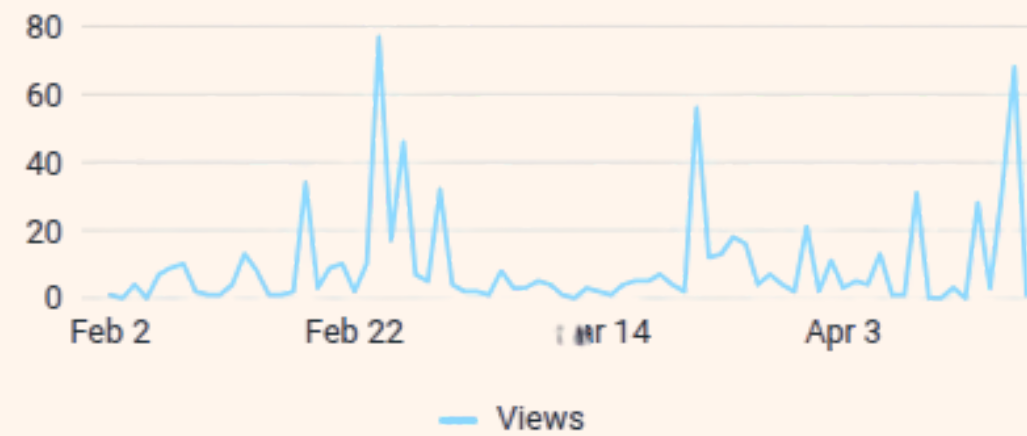
Content interactions ⓘ

0 ↓ 100%



Views ⓘ

742 ↓ 12.3%



Reach ⓘ

163 ↓ 27.2%

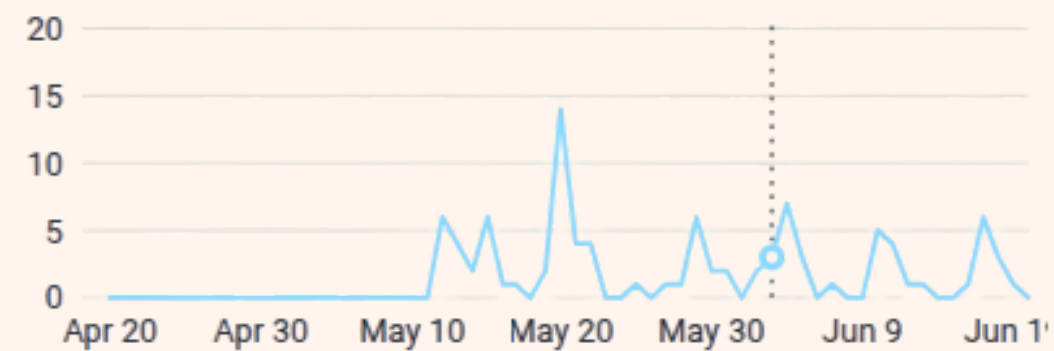


Result of the Campaign

April 20, 2025 - June 20, 2025

Content interactions ⓘ

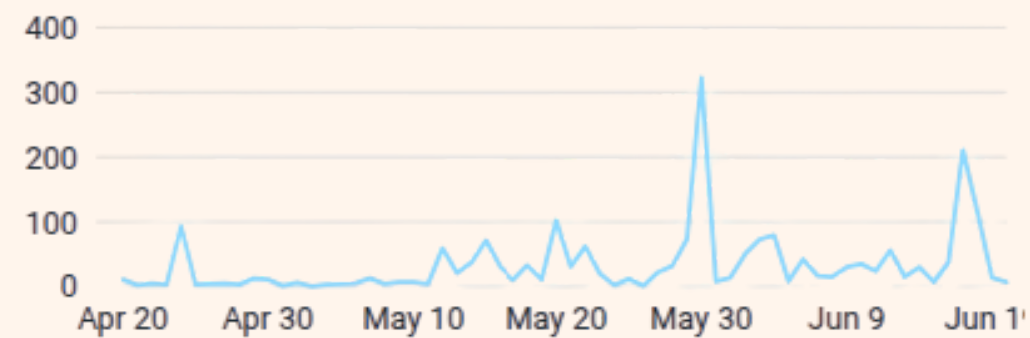
95 ↑ 100%



— Content interactions

Views ⓘ

2,046 ↑ 200.9%



— Views

Reach ⓘ

575 ↑ 299.3%



— Reach

#1 Top Reach

This Reel achieved the highest reach on Facebook during the 10-week campaign. Given the brand's smaller audience on the platform, expanding reach and connecting with new users was a key objective—and this post effectively supported that goal.

362

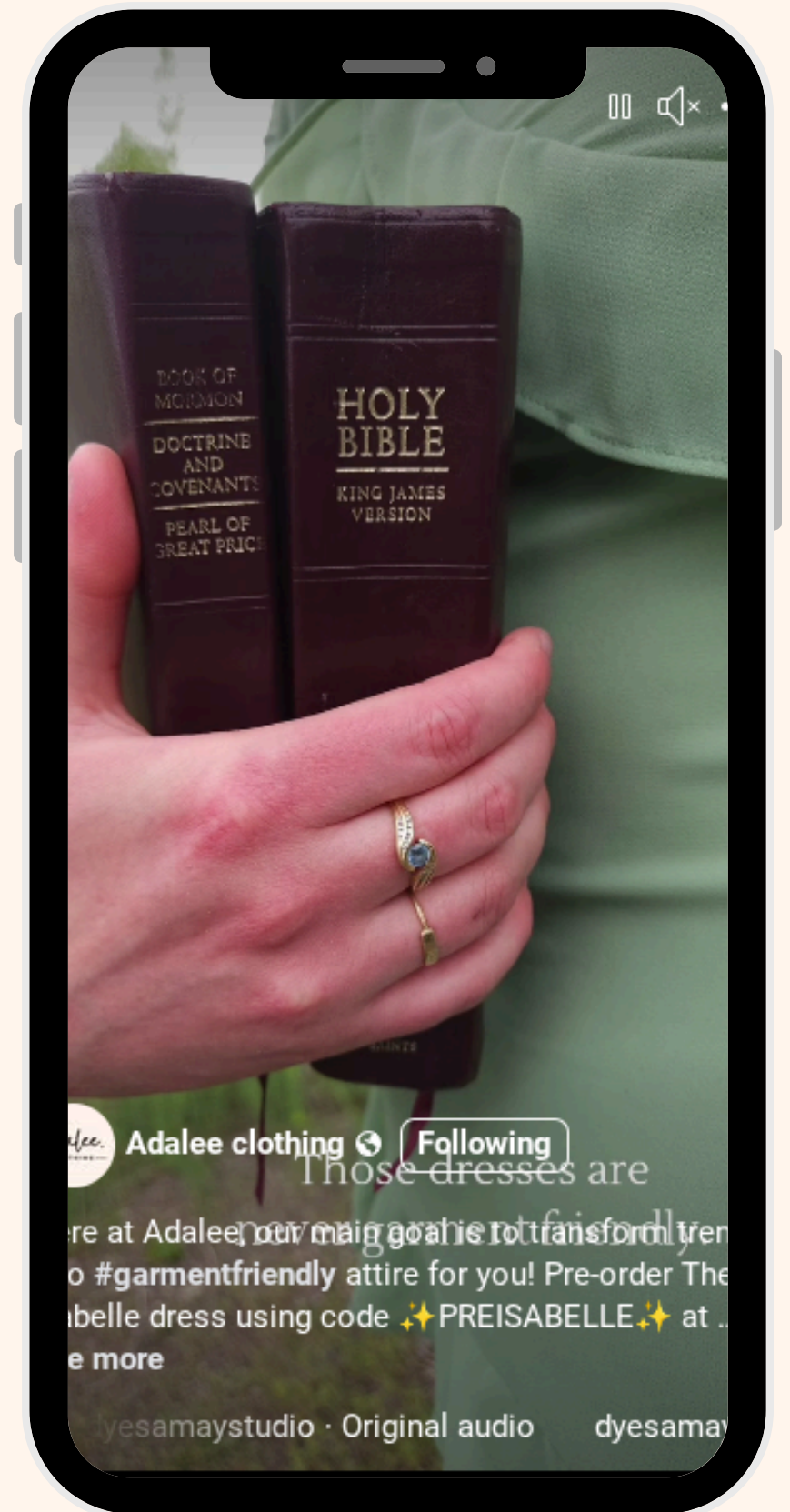
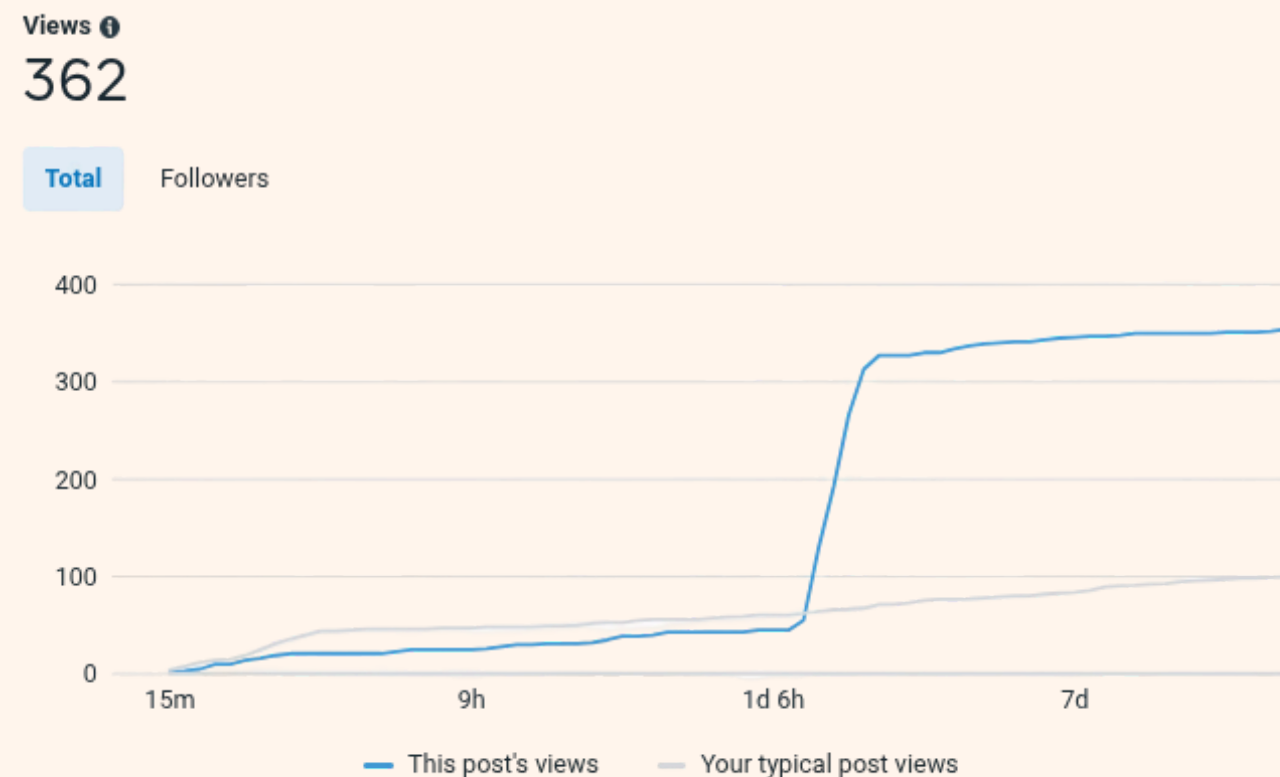
Views

5

267

Interactions

Reach



#2 Top Views

Although this post did not achieve as high of a reach as the previous one, it generated a strong view count of 153. The video highlighted Adalee Clothing's mission and values, making the high viewership especially valuable as it contributed to increased brand awareness and helped more users understand what the brand represents.

153

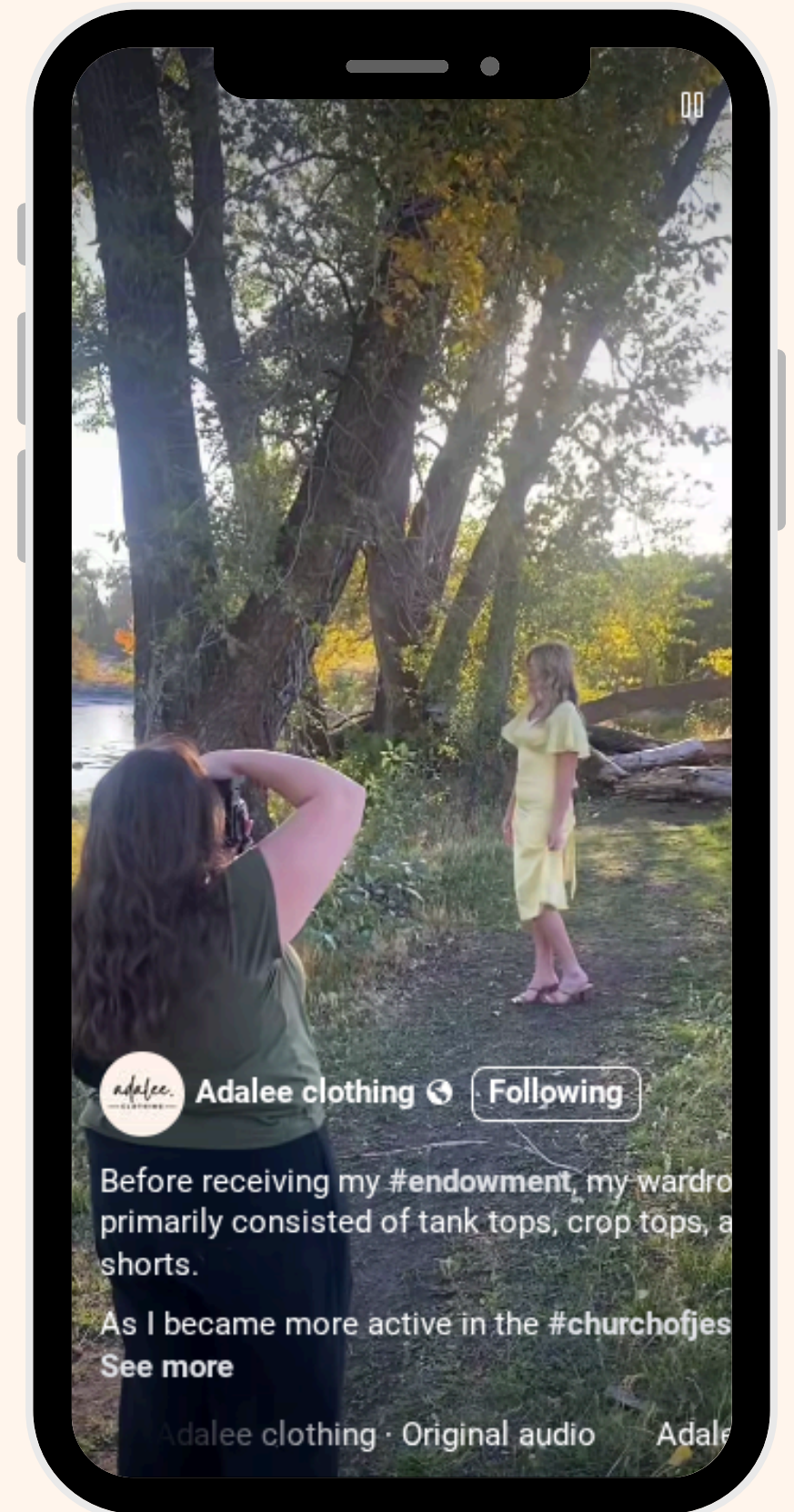
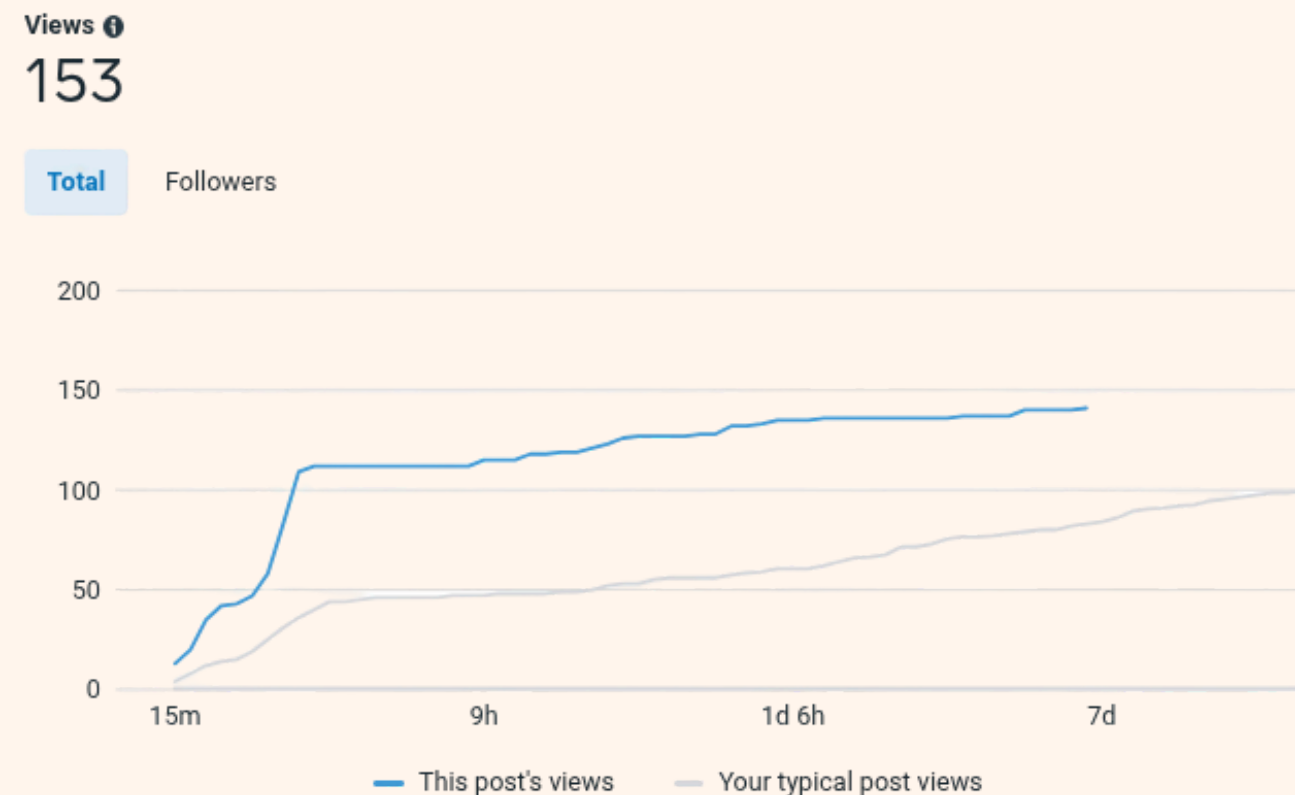
Views

7

105

Interactions

Reach



#3 Top Engagement

This Reel, categorized under the brand value content pillar, featured a “day in the life” of the Adalee Clothing founder. The post received strong interaction, indicating that it resonated well with the audience, while also achieving a solid reach—successfully blending personal storytelling with brand connection.

56

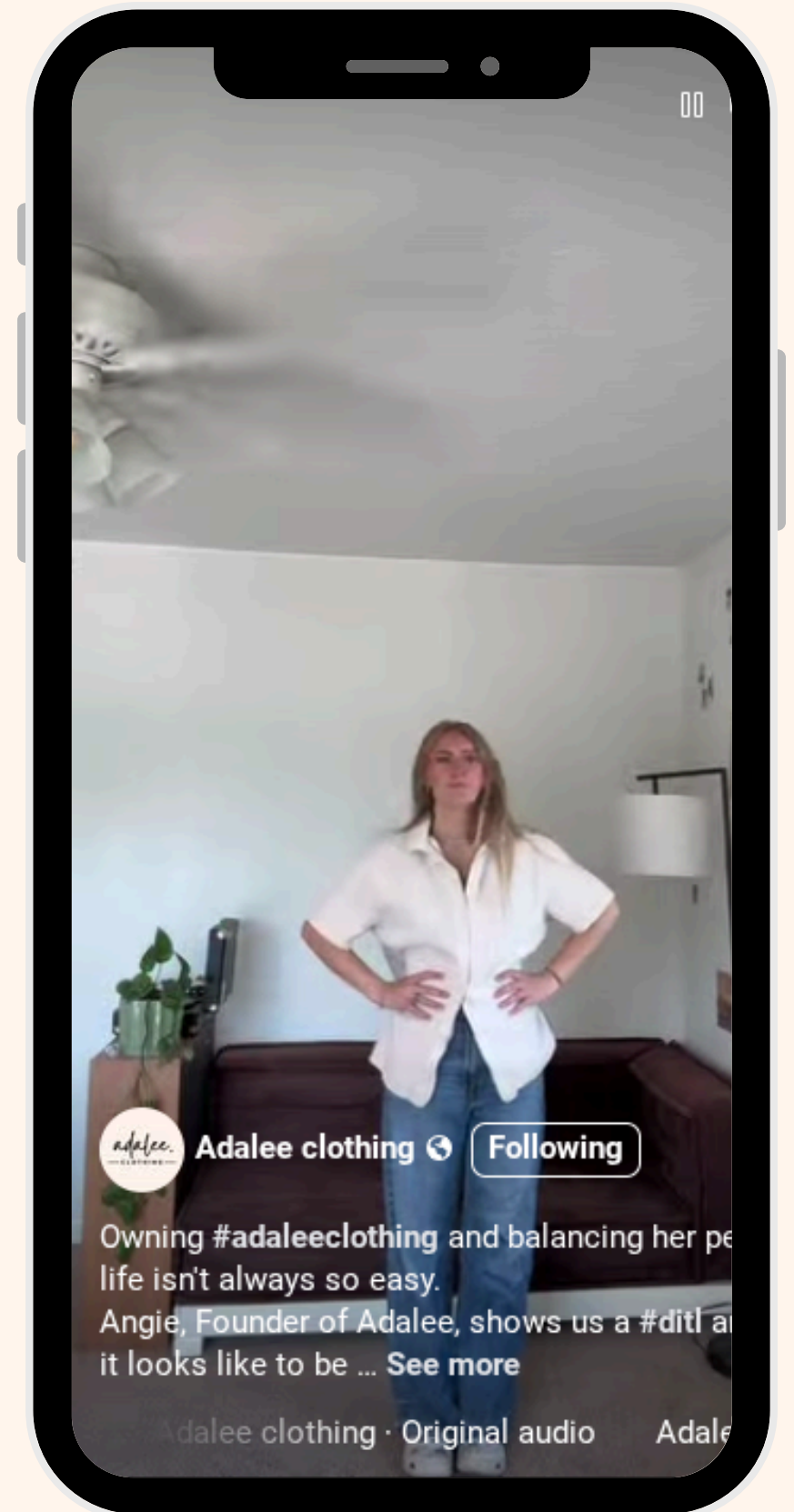
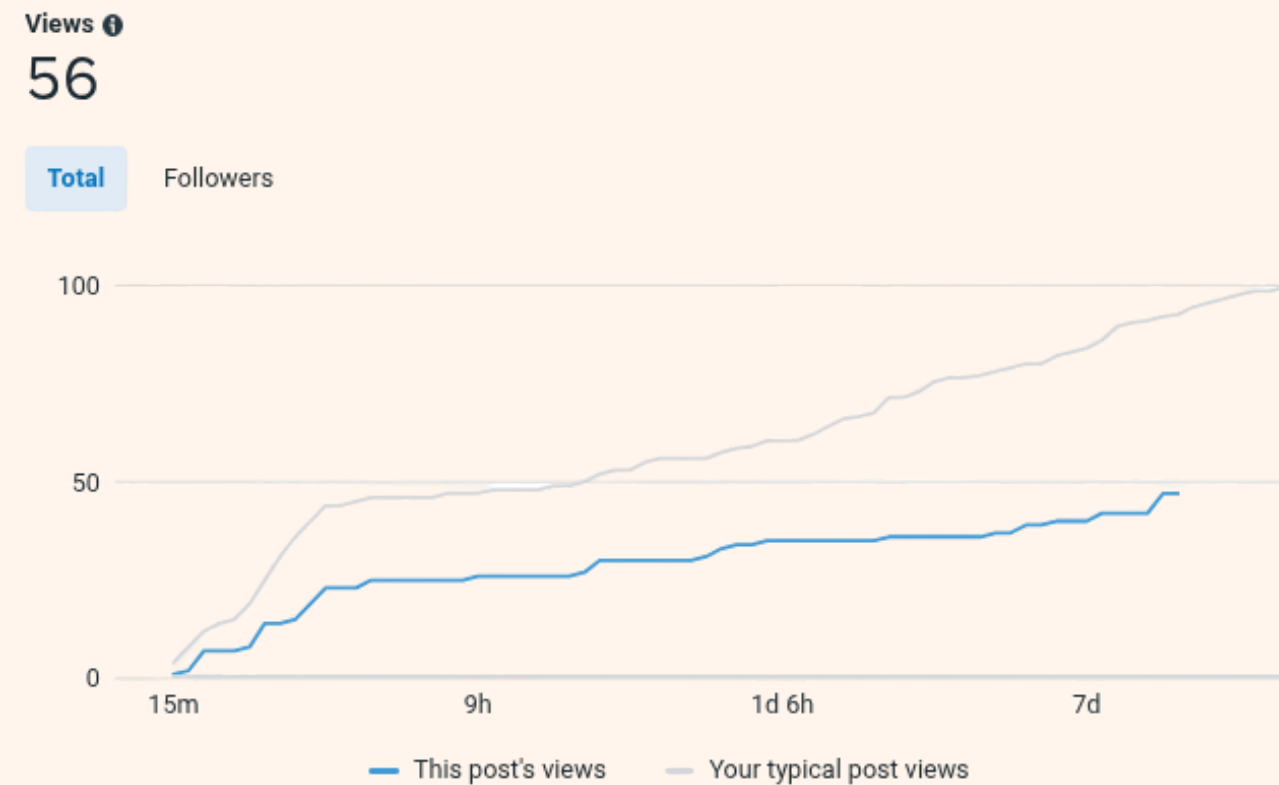
Views

7

37

Interactions

Reach



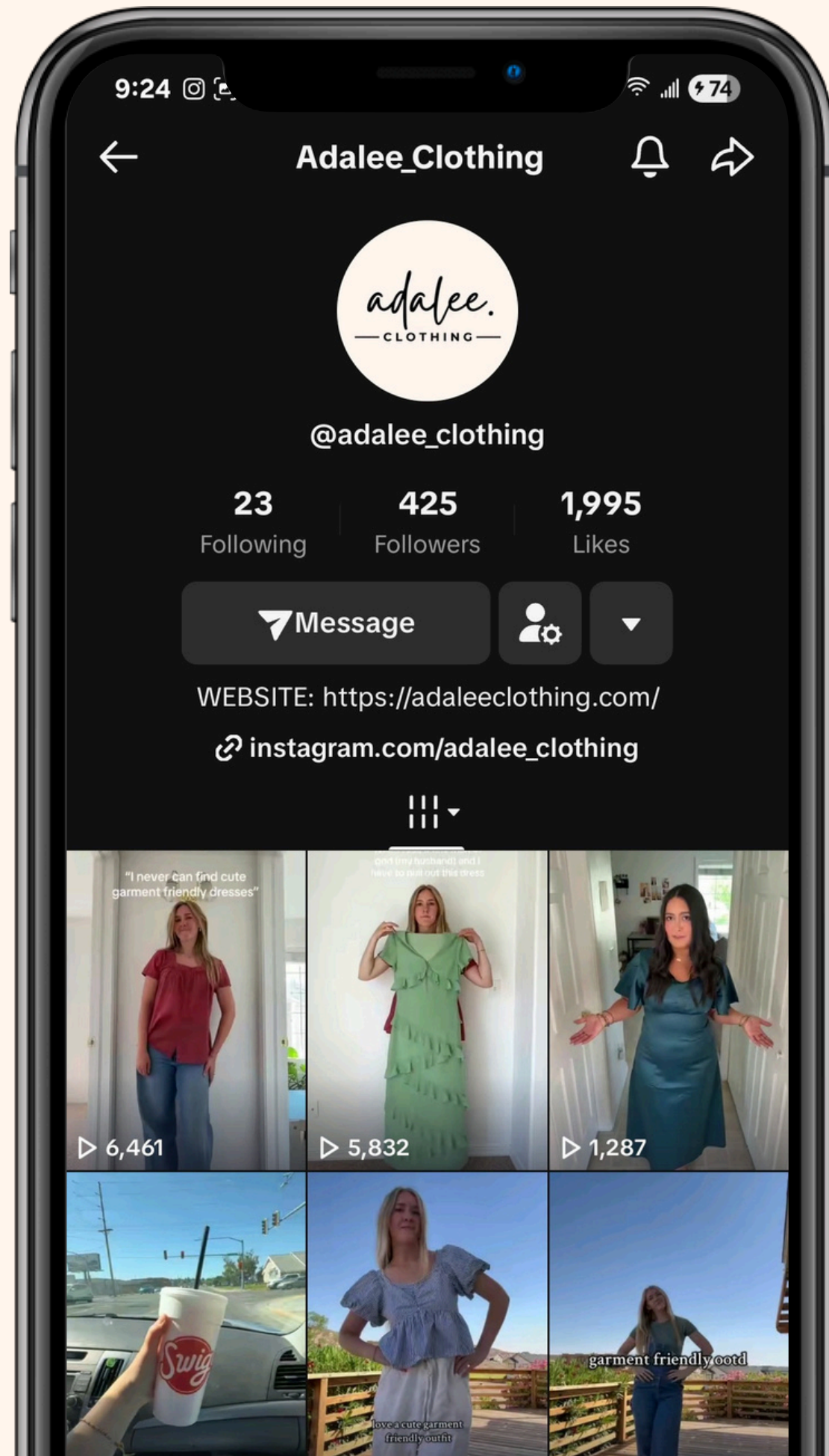


Summary

The strategy centered around authentic, value-driven content such as “day in the life” videos, brand storytelling, and product-focused Reels. While the audience was smaller, the content that performed best connected personally with viewers and helped share the brand’s mission with new users. Knowing this, more value-driven would have been implemented more.

Key Takeaways

- Reels were the most effective format for reach and engagement.
- Personal storytelling [e.g. founder’s day-in-the-life] created strong audience connections.
- Posts that explained the brand’s values and mission had high viewership and impact.
- Facebook served as a strong secondary platform to reinforce brand identity and values.



TikTok Execution

TikTok

Objectives

Increase TikTok Engagement by 10% within the 10 week campaign

KPI's

Saves, Comments, Shares and Likes via TikTok Analytics

18k

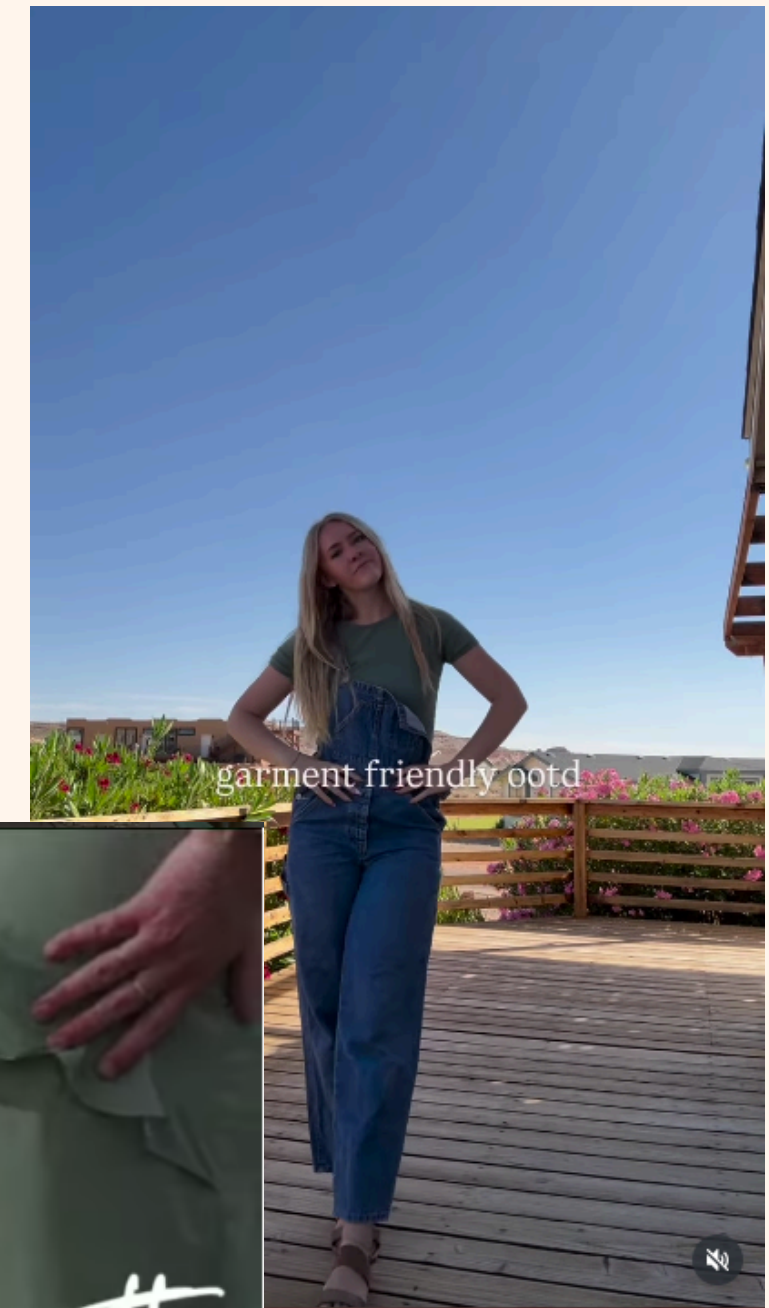
Video Views

363

Total Followers

1328

Interactions

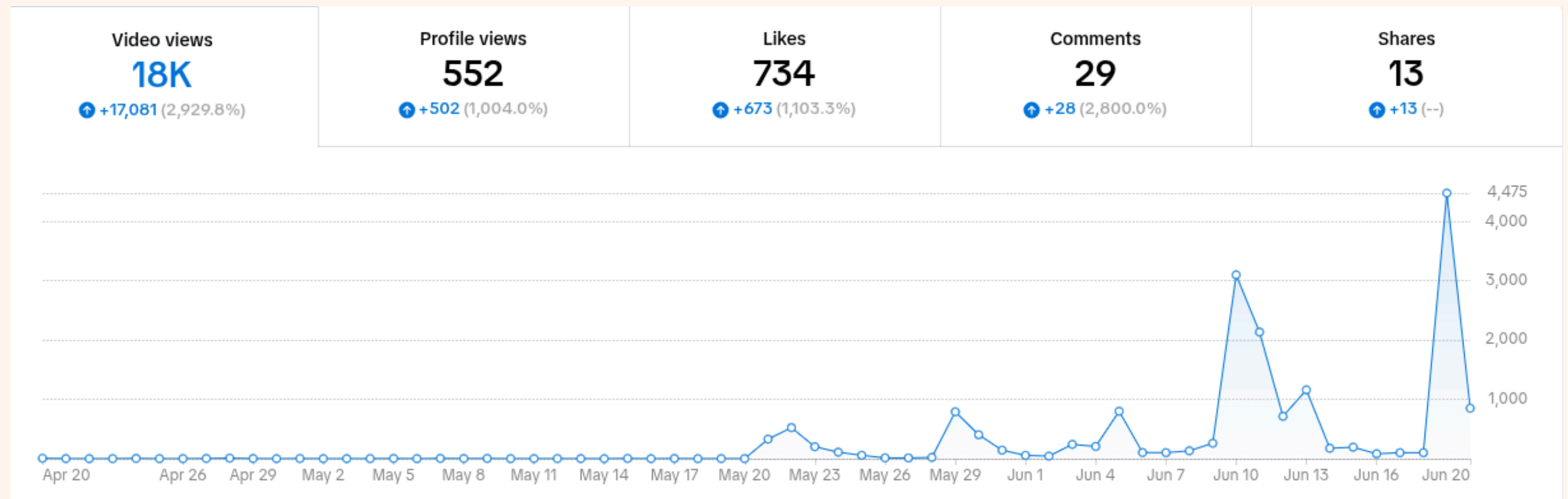


TikTok

Strategies

- Engage in comment section, reply to every single comment.

- Exclusive Content [BTS & Q&A]
- Posting Product Teasers, & Pre-Sale dates
- Using hashtags, trending audios to reach non-followers.



Analytics directly from TikTok Anal

Content Calendar

Monday

Content Type:

60> video

Content Pillar:

Brand Values/Inspire

Give audience

garment friendly outfit

inspiration.

Wednesday

Content Type:

Carousel

Content Pillar:

Promote/Educate

Make audience aware

of product & pre-sale.

Friday

Content Type:

60> video

Content Pillar:

Brand value/Inspire

Let's the audience get

to know the founder

and build a

community.

#1 Top Views

This TikTok performed exceedingly well reaching 67% new viewers but also 33% returning viewers, with 98% non-followers. Not only did this TikTok reach a new audience but it is also retaining viewers.

5.5k

Views

9

Comments

22

Saves



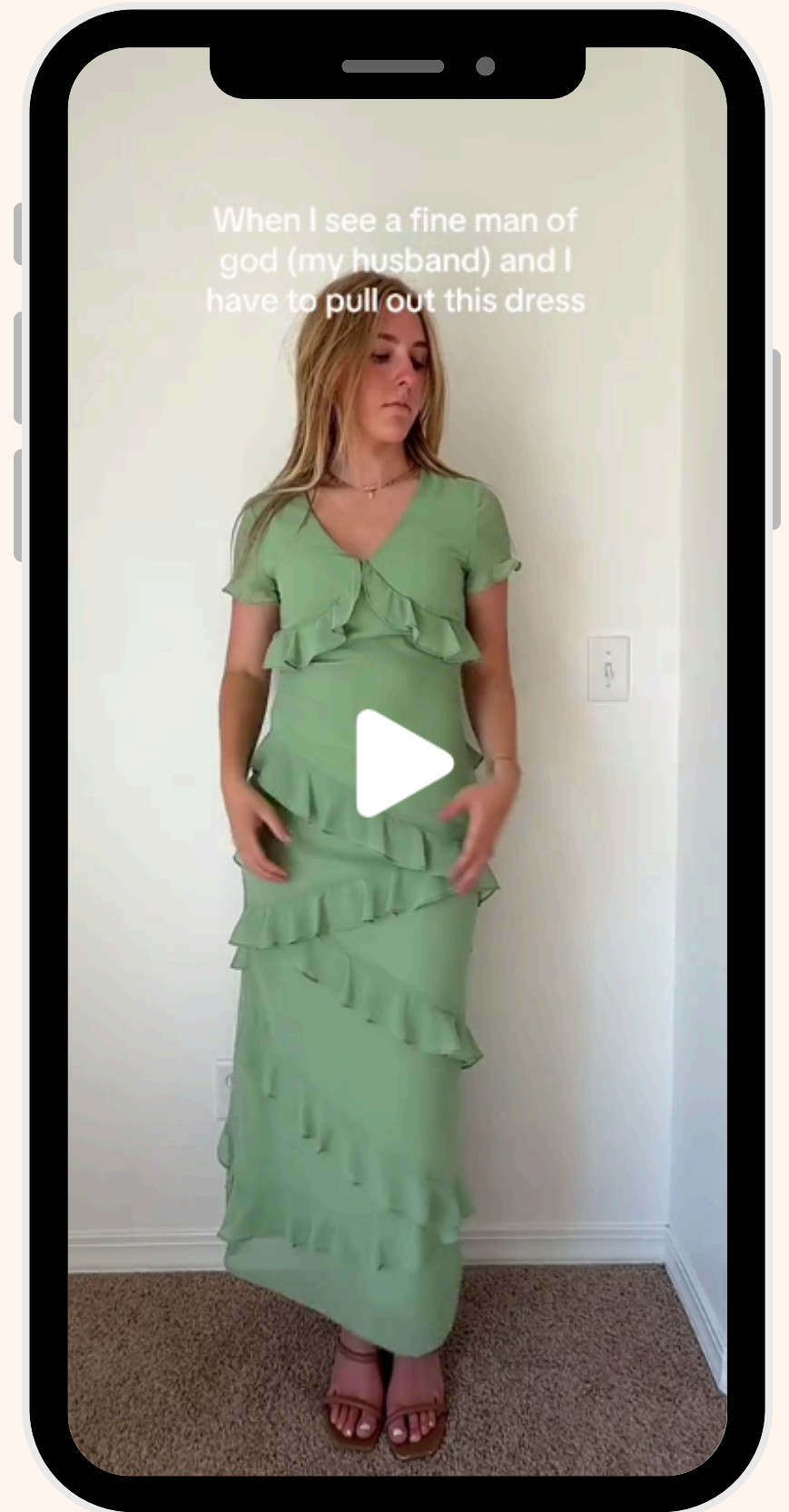
0

Shares

5,451

Likes

Viewer types ⓘ



#2 Traffic Source

Although this TikTok had higher views than our #1 post, this post had a high traffic source on the For You Page, 94.8%. This shows that the algorithm is pushing our content out there because of how well it did.

6.1k

Views

6

Comments

24

Saves

5

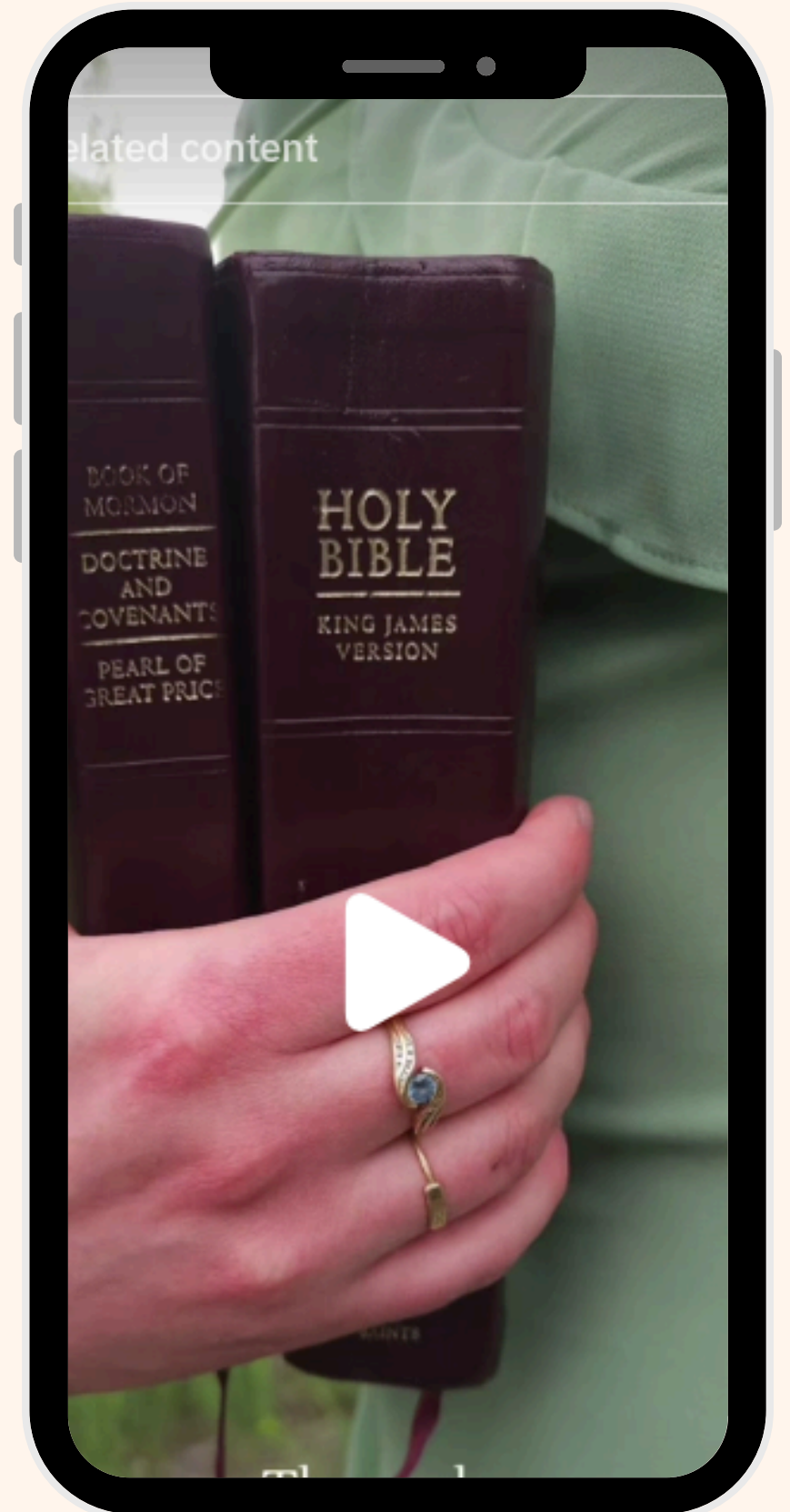
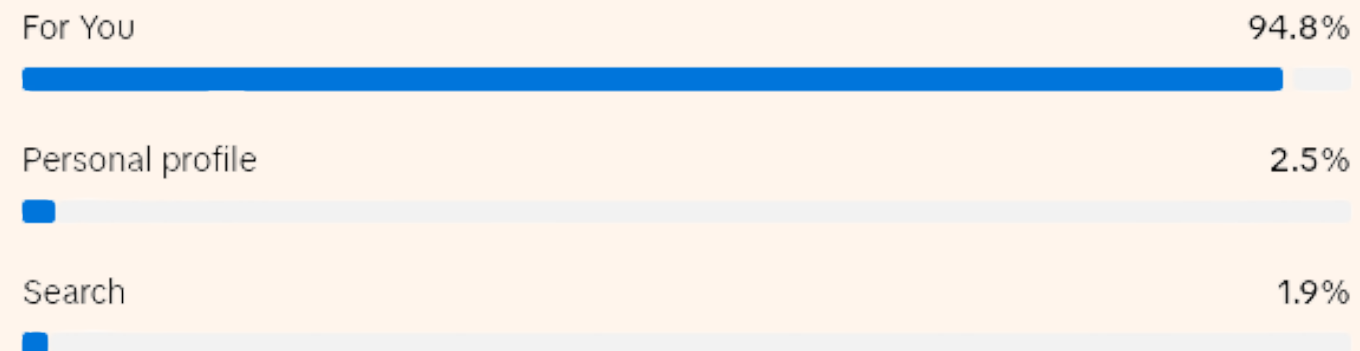
Shares

245

Likes



Traffic source ⓘ



#3 Watch Time

This TikTok post performed exceptionally well, achieving an overall watch time of 10.1%. As a product teaser, it exceeded expectations—especially considering the brand's smaller following on TikTok compared to Instagram—demonstrating strong content performance and growing platform potential.

973

Views

8

Comments

1

Saves



1

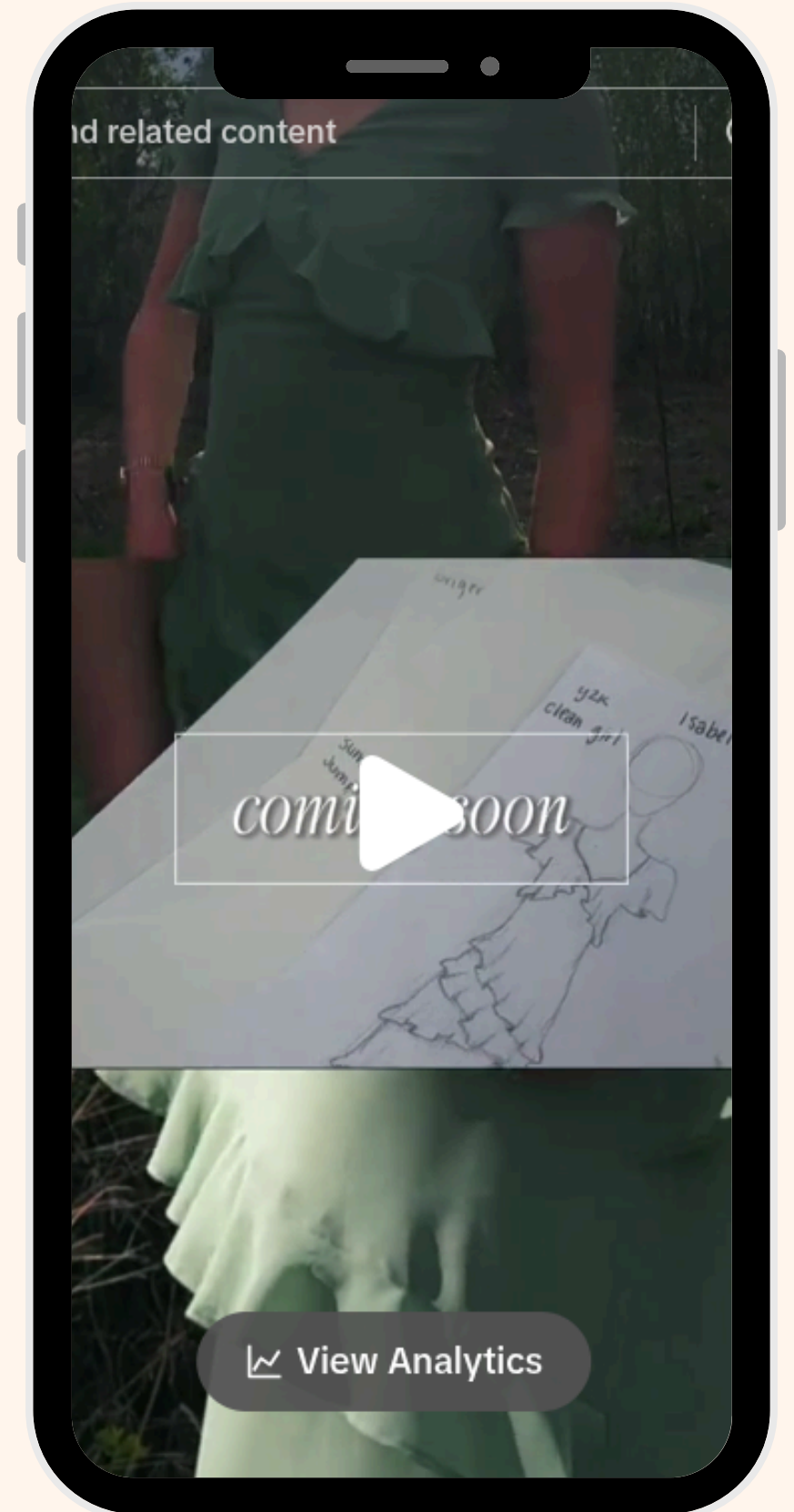
Shares

327

Likes

Watched full video

10.1%



Summary

Posting relatable and humorous content enhances memorability and strengthens audience connection. Audience retention is most effective when the brand leverages current social media trends and aligns them with both its identity and the interests of its target audience.

Key Takeaways

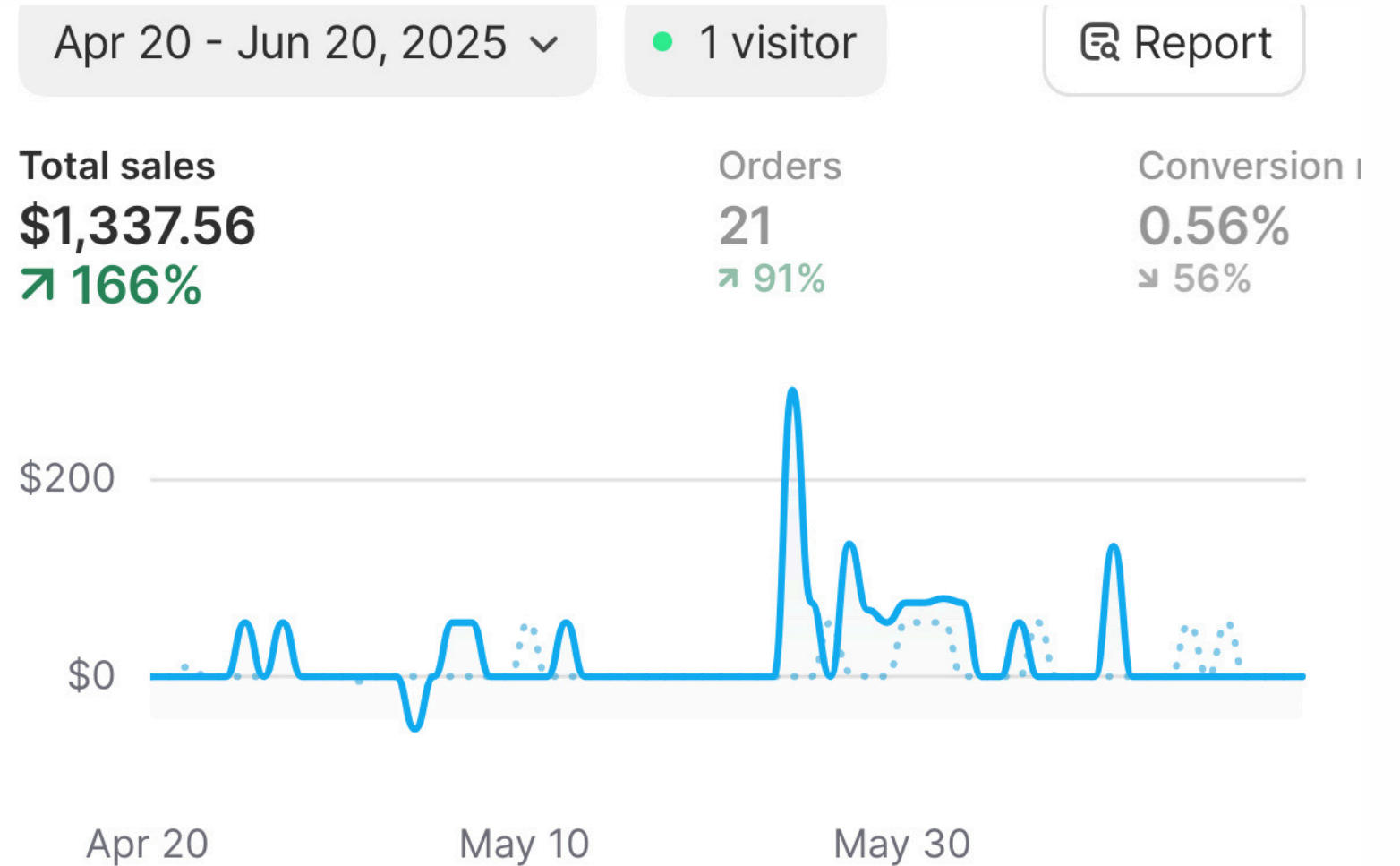
- TikTok's that are relatable and funny reach a better audience
- utilizing hashtags that relates to our target audience pushes the video into the algorithm better.

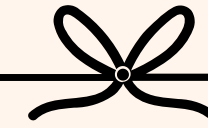


OVERALL EVALUATION

The campaign successfully met and exceeded key performance goals across platforms. Over the 10 weeks, I achieved a **10% increase in engagement**, hitting the primary objective for audience interaction. This boost in engagement directly contributed to a **91% increase in orders**, totaling **21 orders**, and an impressive **166% increase** in sales revenue.

By consistently sharing relatable, faith-centered, and garment-friendly content, Adalee Clothing was able to foster meaningful connections with its target audience. The campaign proved that when content aligns with both brand identity and audience values, it drives not only visibility—but also real conversions. This campaign validated that a focused, value-driven social media strategy can have a significant impact on both engagement and business growth.





HEY, I'M SKYY

Hi! My name is Skyy, and I'm currently studying Communications with an emphasis in Digital & Social Media at BYU-Idaho.

I specialize in social media strategy and content creation, and I love helping brands grow by building strong digital communities and designing campaigns that align with their goals.

Although my main focus is social media, I'm also experienced in branding, content planning, audience engagement, and campaign analytics. This case study gave me the opportunity to apply those skills in a real-world setting—and I'm excited to continue developing creative strategies that make a lasting impact.

