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The #7DaysWithEstrella Campaign on Instagram to Boost Sales of the Unisex Fashion Brand Estrella

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Abstract

Estrella uses a unisex concept, meaning that one product design can be worn by both men and women. Estrella utilizes the Instagram platform to conduct the #7DaysWithEstrella campaign, which aims to increase visibility and introduce its unisex products. The campaign was conducted over a consistently defined period of seven days, aligning with the release of seven product units featured throughout the campaign. This study applies a Holistic Marketing approach through Integrated Marketing, which includes four main aspects: communication, products & services, distribution, and pricing. These aspects are implemented throughout the campaign, from planning to evaluation. The campaign's progress is described using Key Performance Indicators (KPIs), namely changes in follower numbers, the introduction of seven new products, pre-order activity for 15 Estrella items, increases in Instagram viewership, and customer feedback obtained during the campaign period. Rather than claiming campaign effectiveness, these KPIs are presented descriptively to illustrate the observable outcomes within the defined timeframe, without asserting causal success. For future development, sales expansion may be explored through various platforms such as websites and e-commerce marketplaces.

KEYWORDS

holistic marketing, campaign, sales, unisex, entrepreneurship.

Introduction

The development of the digital era, especially social media, has brought about significant changes in marketing strategies, particularly in the fashion industry (B. Safitri & Pabulo, 2024). According to Chris Brogan in his book entitled "Social Media 101: Tactics and Tips to Develop Your Business" which is included in the journal entitled "Building a Fashion Brand in the Digital Era" by Putu Sophy and I Gusti Agung, social media is a communication tool that can contain everything so that new interactions can be formed (Agustini et al., 2023).

According to Indika & Jovita (2017) in their journal entitled "Instagram Social Media as a Promotional Tool to Increase Purchase Interest," social media is defined as a form of communication activity, particularly in the field of marketing, that utilizes online media to attract customers through various forms of content such as images, videos, and written messages, with the aim of creating and increasing awareness, enhancing company reputation, and boosting sales. Instagram has become one of the most frequently used social media platforms due to its ease of access to information and communication, as well as its attractive features, including Instagram Feeds, Instagram Stories, and IGTV, which make it effective for marketing activities, strengthening brand awareness, and increasing sales through interactive marketing campaigns (Wijayanto et al., 2024). Furthermore, Instagram is recognized as one of the most widely used and popular social media platforms globally, particularly among Generation Z and Millennials. This trend is also reflected in the digital landscape in Indonesia, which shows a significant number of internet and social media users (see Figure 1), as stated by Widyaputri et al. (2022) in their journal entitled "Analysis of the Use of the Instagram Application in Marketing Online Store Businesses in Manado City." This campaign was conducted over a period of approximately two months and focused on the hashtag #7Days, as the

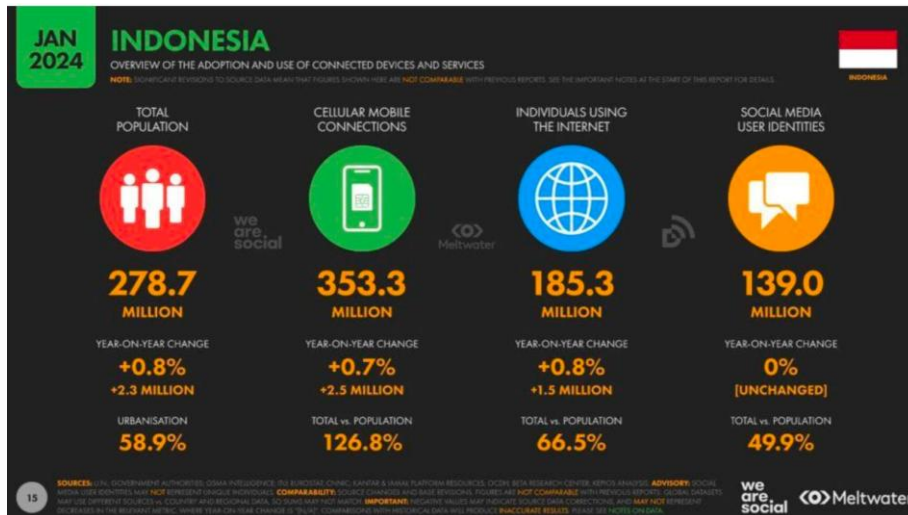


Figure 1. Internet and Social Media Users in Indonesia in 2024
Source: Riyanto, A. D. 2024

Estrella brand launched seven products during the campaign. These products were introduced through a content concept centered on “7 days,” in which one outfit was styled and worn each day, representing seven outfits suitable for everyday use. Supporting content for the campaign included product try-on sessions, question-and-answer interactions with audiences via Estrella’s social media platforms, collaborations with influencers aligned with the brand’s identity, and testimonials from customers who had previously purchased Estrella products. Through these activities, the campaign aimed to strengthen audience engagement and foster customer loyalty toward the Estrella brand. through the journal by [Rahayu & Laela \(2018\)](#) in their journal entitled "The Influence of Interest in Entrepreneurship and the Use of Social Media on Student Entrepreneurship" which argues that currently we have entered the digital era with the name of the industrial revolution 4.0 where everyone who understands and masters information and technology will be able to master many things

In this campaign, Estrella employed a specific hashtag, #7DaysWithEstrella, as part of its Instagram marketing strategy to enhance effectiveness and strengthen audience recall. This approach aligns with a study conducted by [Alkatili et al. \(2022\)](#), which found that the use of hashtags on Instagram can significantly increase sales, particularly for micro, small, and medium enterprises (MSMEs) in the fashion sector. The primary objective of this campaign was to increase Estrella’s product sales compared to previous periods, as well as to expand its audience reach and brand recognition through the #7DaysWithEstrella campaign. Because by creating a campaign on social media using clear, attractive visuals and building responsive interactions between brands and consumers on social media, it can create deeper engagement according to [Nikita \(2024\)](#) in a journal entitled Social Media as a Tool "Increasing Campaign Effectiveness: Analysis of the Influence of Engagement, Brand Awareness and Purchase Intention".

Estrella Brand's campaign research incorporates the concept of sustainable fashion, encompassing activities related to clothing management, such as producing clothing using recycled materials, using environmentally friendly materials, and utilizing clothing waste ([Arisma & Alifania, 2021](#)). Generation Z in Indonesia plays a crucial role in shaping the future of the fashion sector by consistently

emphasizing sustainable styles in their clothing choices, according to [Aslam et al. \(2025\)](#), published in their journal "Exploring Generation Z's Perspectives on Sustainable Fashion and Marketing Strategies in Indonesia" in 2025, which aligns with the views of target consumers ([Fauzan, 2025](#)). Estrella Brand also aims to employ local workers to support local products, such as those offered by Estrella. This also supports the growth of the Creative Economy sector, particularly for MSMEs competing in the digital era ([Bappenas, 2020](#)). This research focuses not only on marketing strategies on Instagram but also on supporting sustainable values. In conducting this research, there is 1 journal as a literature review, namely the journal by [Anggara \(2024\)](#), in 2024 entitled "Analysis of the Effectiveness of Digital Marketing Strategies in Increasing Brand Awareness and Sales Conversion in the Fashion Industry" which aims to understand the success of using digital marketing strategies such as social media. From the results of this study, social media is one of the most effective ways to increase sales through brand marketing strategies. [Wianuari & Chairil \(2024\)](#) obtained research results from their journal entitled "Discussing Generation Z's Perceptions of Sustainable Fashion Messages on TikTok" that Generation 2 sees campaigns about sustainable fashion on social media, especially TikTok, as one of the factors that influence them in having views about brands that care about the environment. However, the development of this campaign, the Estrella brand wants to focus more on Instagram social media. Because Instagram is the social media most used by business actors to market products online according to [Ardiansah & Maharani \(2021\)](#) in their book entitled Optimizing Instagram as a Marketing Media.

The #7DaysWithEstrella campaign was created not only as a promotion of the Estrella brand, but researchers also wanted to provide education to the audience about fashion, especially unisex fashion made by the Estrella brand. This campaign was conducted over a period of approximately two months and focused on the hashtag #7Days, as the Estrella brand launched seven products during the campaign. These products were introduced through a content concept centered on “7 days,” in which one outfit was styled and worn each day, representing seven outfits suitable for everyday use. Supporting content for the campaign included product try-on sessions, question-and-answer interactions with audiences via Estrella’s social media platforms, collaborations with influencers aligned with the brand’s identity, and testimonials from customers who had previously

purchased Estrella products. Through these activities, the campaign aimed to strengthen audience engagement and foster customer loyalty toward the Estrella brand. The approach taken by researchers through Instagram social media can be said to be more effective because the data is obtained in real-time through features available on Instagram. Such as Insight, Views, Interaction, Profile Activity, etc. According to [Ratana \(2018\)](#) in his journal entitled "The Influence of Social Media Marketing on Brand Equity" in 2018, the use of social media for marketing purposes can make a brand better known and increase consumer awareness so that it can target the targeted market. Because the data obtained can be used as evaluation material for the next marketing strategy to be more efficient and targeted. The goal of this campaign is to increase sales of the Estrella fashion brand, so using a digital marketing strategy is one way to achieve the campaign's goals according to [Fatrecia & Pasaribu \(2025\)](#) in the journal "Digital Marketing Strategy Brand Awareness in Increasing Sales in the Fashion Industry Based on Online Data" in 2025.

Collaborating with influencers to promote the #7DaysWithEstrella campaign is also an important strategy, because micro/macro influencers have a large number of followers that can help awareness of the Estrella brand from the influencer's audience. Because influencers can build trust organically with the audience, the message they convey can influence potential consumer purchases, according to [Anggraini & Ahmadi \(2025\)](#) in their journal entitled "The Influence of Influencer Marketing on Beauty Product Purchase Decisions among Generation Z: Literature Review". According to Geneleuis regarding Social Media Marketing in a journal entitled "The Influence of Instagram Social Media Marketing on Brand Awareness of Local Products Erigo Apparel" by [Arviani et al. \(2023\)](#), Social Media Marketing is a direct or indirect marketing that is used to create and build awareness by using tools such as blogging, social web, and others. Another definition of Social Media Marketing according to [Sakina & Aslami \(2022\)](#) in their journal entitled "Utilization of Instagram as Social Media Marketing for Brand Equity" is that Social Media Marketing is a type of marketing that relies on the internet with the aim of marketing through several social media platforms. Therefore, the message or goal of the #7DaysWithEstrella campaign can be conveyed to a larger audience but still on target because researchers use influencers who relate to the Estrella brand. In the #7DaysWithEstrella campaign, researchers invite audiences or customers to participate in this campaign by sharing moments or video content using Estrella brand products on Instagram using the hashtag #7DaysWithEstrella. This is done not only to approach the audience but also to strengthen the brand image of the Estrella brand.

In addition to focusing on marketing strategies through Instagram, the Estrella brand also pays attention to social values, such as using local tailors for the production process of Estrella products. This is an implementation of SDGs point 8, which focuses on decent work and economic growth (A. O. [Safitri et al., 2022](#)). The Estrella brand supports and utilizes existing local tailors. The efforts made by the Estrella brand not only provide a positive social impact but also increase the added value of Estrella products from the audience's perspective because they are aware of social and environmental issues.

Social media, especially Instagram, can be utilized optimally not only for commercial purposes but also as a platform for providing education and sharing social values. This can influence the younger generation when making purchases, not only focusing on product aesthetics but also considering the social values of a brand. In addition to using promotions through Instagram, sustainable fashion, using

social values with SDGs points and collaborating with the community, researchers want to show that the Estrella brand aims to create a brand that has value and strengthen its position as an innovative local brand that cares about the fashion industry in Indonesia. The Estrella brand also uses a sustainable concept because sustainability plays a significant role in addressing the negative impacts of the fashion industry, including mass production, excessive textile waste, and labor exploitation. The Estrella brand uses leftover fabric combined into one garment to prevent this, but it is packaged in a unique design, according to Rizqina Khuriyawari in the journal Sustainable Fashion: The Phenomenon of Fast Fashion and Halal Lifestyle in 2025.

Although previous studies have explored digital marketing strategies, social media effectiveness, and content-based campaigns, this research presents a clear gap, as no prior work has specifically examined a local unisex fashion campaign structured through a "7-day rollout" format such as #7DaysWithEstrella. First, this study contributes more than a descriptive campaign report by offering an analytical perspective that maps the campaign's content strategy onto an Integrated Marketing Communication (IMC) framework and operationalizes measurable indicators to assess campaign outcomes. This establishes a more systematic understanding of how communication, product, distribution, and pricing elements are applied throughout a short-duration Instagram campaign.

Second, this study advances a methodological contribution through a KPI-based assessment approach, which is not only descriptive but positioned as an operational evaluation framework to examine campaign performance within a seven-day period. This approach extends beyond common social media campaign studies, which often measure audience responses without linking them to an IMC structure or strategic campaign objectives.

Third, this research differs from previous studies by integrating digital marketing analysis with the specific context of a local unisex fashion brand and its sustainability values. Unlike prior works that discuss social media marketing more generally, this study highlights how a structured *seven-day content journey* can strengthen engagement, broaden audience reach, and reinforce the positioning of a sustainability-oriented local brand. The combination of IMC application, KPI-driven evaluation, and sustainable fashion orientation provides clearer theoretical and methodological contributions to the literature.

Methods

The research method or data collection method is a technique used to obtain data that can be used as information and data for research quoted by [Imron \(2019\)](#) in the journal "Analysis of the influence of product quality on consumer satisfaction using quantitative methods at CV ([Rachman & others, 2024](#)). Meubele Berkah Tangerang. This study uses a quantitative method with non-probability sampling, which is distributed to respondents with predetermined criteria. In the book entitled Textbook of Quantitative Research Methods by [Muin \(2023\)](#) that quantitative research is a method or way used for research in which many numbers are used starting from data collection to finally analyzing the data results. Through the journal by Renita Milena and Tia Jesi entitled "Analysis of Indonesian State Revenue in Bogor City, West Java Province" with Quantitative methods, it is explained that quantitative is a process in research that uses numbers to analyze something that the author wants to know ([Millena & Jesi, 2021](#)). According to [Setyawan & others \(2022\)](#) in their journal entitled "Analysis of the "Waste Down, Kindness Up" Campaign on Instagram Sociolla on Changes in Community Behavior" they argue that

qualitative research has the aim of testing many theories by utilizing them to examine the relationship between variables. According to Sugiyona (2019) in Hidayatull (2025) journal entitled "Analysis of the Benefits of Digital Marketing Campaigns on Social Media", the Quantitative research method aims to test the causes of previously established hypotheses, and the testing uses numerical data and statistical processing. According to Bunga Aditi and H.M. Hermansyur in their journal entitled "The Influence of Product Attributes, Product Quality, and Promotion on Purchasing Decisions for Honda Brand Cars in Medan City" argues that Non-probability Sampling is a type of quantitative research in which samples is not drawn from the entire population but rather from a subset of those who meet predetermined criteria.

Another definition of Non-probability sampling is a technique used to take samples that do not provide equal opportunities to each member of the population, this definition according to Gestari & Mariah (2021) in their journal entitled "The Influence of Brand Image and Service Quality on Purchase Interest at JD.ID in Jakarta". According to Sugiono (2017) in a journal entitled "The Impact of Instagram Social Media Marketing on Brand Awareness: A Case Study of Brand Pass The Trend" by Winanda et al. (2024), the population is described or explained as an area that includes objects or subjects with certain characteristics that have been decided to make a conclusion. Non-probability sampling was used in distributing questionnaires to followers of the Instagram account @estrellacloth.

However, following methodological standards, the choice of 70 respondents needs a stronger justification beyond "10% of followers." Therefore, this study additionally justifies the sample size using a margin of error approach. With a population size of approximately 700 followers, a 90% confidence level and a margin of error of $\pm 10\%$ require a minimum of 66 respondents. Thus, the sample size of 70 meets acceptable quantitative logic for exploratory survey research.

Respondents were taken as many as 70 respondents or 10% of the Instagram followers of @estrellacloth. According to Etikan, Musa & Alkassim in 2016 in their journal, it is explained that one form of non-probability sampling is purposive sampling, namely the selection of respondents is carried out with a consideration determined by the researcher. The questionnaire is in the form of closed questions to obtain data regarding the increase in sales of the unisex fashion brand Estrella in the #7DaysWithEstrella campaign via Instagram. While completing the questionnaire, even using only closed-ended questions, researchers must prepare appropriate questions to ensure the research achieves the desired objectivity.

According to Wijaya & Yulianthini (2025), quantitative research with purposive sampling was also used in a study that studied digital marketing and product quality on consumer purchasing power in local MSMEs with their journal entitled "The Influence of Digital Marketing and Product Quality on Consumer Purchase Interest at Dini Artshop". Through this questionnaire, it can be seen the results of the campaign work carried out from the followers' perspective regarding the 4 points applied in the #7DaysWithEstrella campaign, namely Product & Services, Price, Channel, and Communications which are used to measure the increase in sales of the unisex fashion brand Estrella. In this study, researchers used the Google Form platform to create a questionnaire that was distributed to Estrella brand followers on Instagram social media. The choice of Instagram social media was made because researchers adjusted to the target market or target respondents of the Estrella brand who are more active on social media such as Instagram as the #7DaysWithEstrella campaign was carried out. Online questionnaires are more effective according to researchers

because they are more effective because researchers can reach fast, efficient and time-consuming response results. Each question that the researcher has included in the Google Form is structured precisely with 4 points from the 4Ps (Product, Price, Place & Promotion) and is also relevant to the marketing of the Estrella brand.

The questionnaire created by the researcher used a Likert Scale with five answer options, including Strongly Disagree (1), Disagree (2), Neutral (3), Agree

(4), and Strongly Agree (5). The researcher used the Likert Scale because it was used to measure the level of perception, attitude, and customer response to the #7DaysWithEstrella campaign. Each question was focused on finding out the respondents' views so that it could be measured how effectively the #7DaysWithEstrella campaign could influence purchasing interest, brand awareness, and loyalty of Estrella brand customers. According to Sugiyono in 2021, namely in quantitative research, the Likert Scale is a widely used measuring tool because it can describe an individual's views on a measurable social phenomenon. The context in the #7DaysWithEstrella campaign research is that the social phenomenon in question is the Estrella brand interacting with its audience or followers on Instagram social media through a campaign communication strategy on Instagram social media. The data obtained from the respondents' results is expected to provide an overview of the audience regarding the marketing activities carried out by the Estrella brand.

To meet scientific rigor, this study provides additional clarity regarding the questionnaire instrument. The instrument consisted of 20 items: 5 items for Product & Services, 5 for Price, 5 for Channel, and 5 for Communications. Example items include: "The product quality shown in the campaign increases my interest in Estrella products" (Product), "The price displayed feels appropriate for the campaign's offerings" (Price), "The distribution or pre-order information is clear and easy to understand" (Channel), and "The campaign content communicates the brand message effectively" (Communications). Composite scores for each construct were computed by averaging the five corresponding items. Furthermore, validity and reliability tests were conducted. Content validity was assessed through expert judgment involving two marketing communication lecturers who reviewed item relevance and clarity. Reliability testing using Cronbach's alpha produced coefficients above 0.70 for all constructs, meeting the minimum benchmark for internal consistency. These results indicate that the instrument is sufficiently reliable and valid for quantitative analysis.

Overall, the method used in the study was designed to obtain data with high validity and can also be scientifically accounted for and relevant to the purpose of this study, namely to measure whether the #7DaysWithEstrella campaign optimizes sales of the unisex fashion brand Estrella on Instagram social media.

Result and Discussion

The #7DaysWithEstrella campaign through Instagram @estrellacloth aims to optimize sales by utilizing 4 points in Integrated Marketing contained in holistic marketing, becoming one of the right strategies carried out in achieving the desired objectives. Researchers produced 7 clothing products including, Chestnut Corduroy Shirt, Suede Edge Blazer, Nautic Layer Shirt, Contrast Denim Vest, Split Flannel Shirt, Threefold Shirt, Split Tone Blazer. The products have a price range starting from Rp. 499,000 to Rp. 749,000 by conducting campaigns and sales on Instagram with a pre-order system. By utilizing Advertising, Sales Promotion and

Social Media Communication as a form of marketing in the #7DaysWithEstrella campaign. The campaign was carried out from December 27, 2024 to February 25, 2025. The campaign was named #7DaysWithEstrella because Estrella produces 7 pieces of clothing that can be worn every day.

Product sales before the #7DaysWithEstrella campaign had sold 1 product through the Bizfest activity held at LSPR Sudirman Park Jakarta on February 16, 2023. Through the #7DaysWithEstrella campaign, it aims to increase sales by utilizing the pre-order system. Starting from the initial product launch on January 15, 2025, researchers have managed to sell 17 products, which is data that researchers have succeeded in increasing product sales, which previously only sold 1 product, but when the #7DaysWithEstrella campaign was carried out, it managed to sell 17 products. To enable clearer interpretation, the baseline for comparison in this study is the pre-campaign sales level (1 product sold), while the measurement period covers the entire campaign duration from December 27, 2024 to February 25, 2025. This increase in sales was considered successful and effective through the #7DaysWithEstrella campaign because it increased sales by 16 items of clothing or 1600%. A total of 17 products were sold with the pre-order system through sales results using sales promotions and without using sales promotions. In the use of sales promotions with promotions, the first 10 buyers received a 10% discount for a total of 10 clothes and then with sales without promotions, they managed to sell 7 clothes. When the #7DaysWithEstrella campaign was carried out through Instagram @estrellacloth, there was a significant increase in viewers and it could increase brand awareness of Estrella. Estrella has KPIs for the #7DaysWithEstrella campaign, as shown in Table 1.

To improve scientific clarity, each KPI is defined as follows:

- (1) Instagram Followers: measured as the net increase in followers during the campaign period compared to the pre-campaign baseline.
- (2) Product Launching: defined as the successful publication of the seven products over seven content days.
- (3) Product Purchases: measured as the number of pre-order transactions occurring during the campaign period compared to the baseline of one pre-campaign sale.
- (4) Views: measured as total Instagram content views (Reels + Feed) accumulated within 7 days after each post; pre-campaign baseline = 46 total views.
- (5) Target Market Accuracy: measured through questionnaire responses indicating alignment between product characteristics and respondent needs.
- (6) Customer Feedback: collected from questionnaire items evaluating product perception and campaign clarity.

Before the campaign, @estrellacloth's Instagram audience was only 46 viewers. This value functions as the pre-campaign baseline for all view-based KPIs. However, after the campaign, which ran from December 27, 2024, to February 25, 2025, @estrellacloth's audience increased to 110,697 total viewers. Utilizing Instagram ads in one of the #7DaysWithEstrella campaign video content resulted in 21,013 visits to Estrella's Instagram profile.

A questionnaire regarding the #7DaysWithEstrella campaign on Instagram revealed that 52.9% of respondents (37 respondents) were female and 47.1% (33 respondents) were male. The respondents ranged in age from 17 to 44 and were in various professions, including students,

entrepreneurs, housewives, and others. As for 94.3% or 66 out of 70 respondents stated that Estrella unisex products have suited the style and needs of the respondents through this campaign it is very easy to understand the advantages of Estrella unisex products which is supported by data from respondents of 51.4% is very helpful or makes it easier. 92.9% or 65 out of 70 people consider the design of the product produced in accordance with the latest trends so that the price given by researchers is considered commensurate with the quality provided and is proven by 94.3% or 66 people agree with this.

According to 91.4% or 64 out of 70 respondents, Estrella products are more competitive compared to products from other brands. By selling them on one of the social media platforms, namely Instagram (Shen et al., 2024). 95.7% or 67 out of 70 respondents have known that Instagram is a place to buy Estrella unisex products because the information provided about where to buy Estrella products in the #7DaysWithEstrella campaign is very clear. In addition, 66 out of 70 respondents think that exposure regarding the #7DaysWithEstrella campaign is able to create a positive image for respondents. So that 61 people out of 70 people have recommended Estrella products.

Based on the results obtained through sales data along with the increase in social media and the results of the questionnaire to 70 respondents with predetermined criteria, it is data that this research was successful in increasing sales as well as brand awareness in the #7DaysWithEstrella campaign. Even though there were 70 respondents who were suitable and met the criteria, there were still difficulties in collecting respondents due to the many limitations experienced during the research period, however the results of this research were the reference or goal of the objectivity that Estrella desired. Sales that were previously only 1 product became 17 products during the #7DaysWithEstrella campaign period can be used as an example in implementing a campaign carried out on social media as one of the most effective ways to increase sales of a brand.

However, these findings must be interpreted descriptively rather than causally. Because this study does not employ inferential statistical tests such as correlation or regression, it cannot conclusively determine whether IMC elements directly influenced purchase decisions. Changes in KPIs may also be affected by external factors such as seasonal shopping patterns, Instagram algorithm fluctuations, or unrelated promotional events occurring during the same period. Therefore, the Discussion refrains from causal claims and instead highlights observable trends in the data. There is a huge potential through a campaign carried out on social media that is designed in an interesting and creative way to increase sales of a brand. Through this campaign not only can it increase sales but through this campaign it is able to increase brand awareness which is a fortune for the continued recognition of the unisex fashion brand Estrella.

The #7DaysWithEstrella campaign conducted through Instagram social media resulted in a significant impact on increasing sales and brand awareness of the unisex fashion brand Estrella. Nonetheless, the increase in visibility should be interpreted as an observed descriptive outcome rather than definitive evidence of IMC-driven influence. In addition, the increase in the number of viewers of Estrella's Instagram account from 46 total viewers to 110,697 viewers during the

Table 1. Key Performance Indicators and Expected Outputs of the #7DaysWithEstrella Campaign

No	Key Performance Indicator	Output
1	Increase in Instagram followers @estrellacloth increased by 200 followers	Brand Awareness
2	Product launch with the #7DaysWithEstrella campaign	Product Launching
3	Sold 15 Estrella products with a pre-order system through the #7DaysWithEstrella campaign	Product Purchases
4	Increasing number of views on Estrella's Instagram	Development of social media
5	Getting the right target market for the #7DaysWithEstrella campaign	#7DaysWithEstrella campaign
6	Get feedback from customers for next sales evaluation	Feedback from customers

#7DaysWithEstrella campaign showed that the marketing strategy was effective in expanding audience reach. Estrella utilized visual content for the #7DaysWithEstrella campaign with content such as outfit of the day using products from the Estrella brand.

Conclusion

This study found that the Instagram-based #7DaysWithEstrella campaign was associated with an increase in product sales, rising from one product sold prior to the campaign to 17 products during the campaign period. The campaign showed observable improvements in audience engagement, reflected in the increase in total Instagram views to 110,697. Based on sales records, social media activity, and questionnaire responses from 70 participants, the findings indicate that the Instagram campaign coincided with higher visibility and purchasing activity for Estrella's unisex fashion products. Research conducted through this Instagram-focused marketing strategy highlights that Estrella Brand has a clear target audience and brand positioning that

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can compete with other local fashion brands. For future studies, it is recommended to adopt a broader marketing approach—such as combining online and offline campaigns or incorporating additional social media platforms—to reach more diverse audience segments and to generate more robust assessments of campaign outcomes while maintaining the unisex and sustainability-oriented brand identity. This study acknowledges several limitations, including the use of a non-probability sampling method, reliance on self-reported questionnaire data, the absence of a control group or strict pre-post baseline comparisons, and the inability to fully attribute changes in sales or engagement solely to the campaign due to potential external influences (e.g., seasonality, platform algorithm changes, or concurrent promotions). These limitations should be considered when interpreting the findings and when designing future research.

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