



BRAND STRATEGY • CONTENT CREATION • SOCIAL MEDIA COMMUNITY MANAGEMENT •
WEBSITE CONTENT • SEO

A case study in building a fashion ecommerce brand's entire online presence, from brand identity to search visibility and content strategy.

PRESENTED BY FATIMAH OWODUNNI

CASE STUDY

Bags and Fit

Building a fashion e-commerce brand's online presence, from brand identity to search visibility, as its founder and sole marketer.

Social Media Manager · Community Manager · Brand Strategist · Content Creator

Brand: Bags and Fit · Industry: Fashion e-commerce · Base: Lagos, Nigeria · Site: bagsandfit.com

Page 1 Google ranking | **115** Referring domains | **274+** Backlinks | **901** IG followers | **2.0%** Engagement rate

01. Overview

~~I founded Bags and Fit, a fashion e-commerce brand based in Lagos, Nigeria, selling handbags, shoes, waist trainers, corsets and lingerie.~~

I built and ran the brand's entire marketing function on my own: brand strategy, content creation, social media management, community management, website content and SEO. There was no agency, no in-house team and no paid media budget behind any of it.

This case study documents that work and the visibility, trust and traction it produced, drawn directly from the brand's website, social channels and search data.

02. Challenge

- Launch and grow a fashion e-commerce brand with no agency, no marketing team and no paid media budget behind it.
- Build a brand identity and tone that felt premium and trustworthy in a crowded, low trust online fashion market.
- Turn everyday social attention into direct, DM driven sales through consistent content and hands on community management.
- Earn the credibility signals an independent brand does not get automatically: search visibility, verified business listings and a real backlink profile.

03. Approach

- Defined a clear brand identity: name, logo, a purple and white colour palette, packaging and a consistent voice built around the line "fashion as unique as you are."
- Planned content on a structured, recurring calendar instead of posting on impulse, with themed days for product features, education, testimonials and appreciation posts.
- Managed the community directly, using Instagram highlights for Reviews, FAQs, Deliveries, About Us and Contact Us to pre-answer buyer questions and free up time for one to one replies.
- Structured the website's shop and content around clear product categories to support both user experience and search visibility.

- Treated SEO and AEO as a foundation to build rather than an afterthought: Google Business Profile, local directory listings, backlinks and how AI answer engines describe the brand.

04. Execution

WEBSITE & CONTENT

- Built and maintained bagsandfit.com, including a categorised shop (bags, corsets, lingerie, shoes, waist trainers) with clear product pages and pricing.
- Produced ongoing photo and video content across Instagram and TikTok: product reveals, styling content, customer testimonials and promotions.
- Documented a repeatable content calendar across multiple monthly cycles, with fixed themes for each day of the week.

COMMUNITY & BRAND

- Managed day to day community activity, replies, DMs and comments, converting inquiries into logged, fulfilled orders.
- Set up Instagram highlights covering reviews, FAQs, delivery information and contact details, so buyers could self-serve trust signals before messaging.
- Developed the brand's visual identity, from the bag'n'fit logo to packaging, keeping the purple and white palette consistent everywhere the brand shows up.

SEO & AEO

- Registered and completed the brand's Google Business Profile, giving it a verified address, hours and contact information.
- Secured a listing on Go Africa Online, an independent business directory, as a third party trust signal outside owned channels.
- Built the site's backlink profile over time and monitored it through SEMrush, tracking referring domains, authority score and link growth.
- Checked how AI answer engines, including ChatGPT and Gemini, describe the brand when asked directly. An early and increasingly relevant visibility channel.

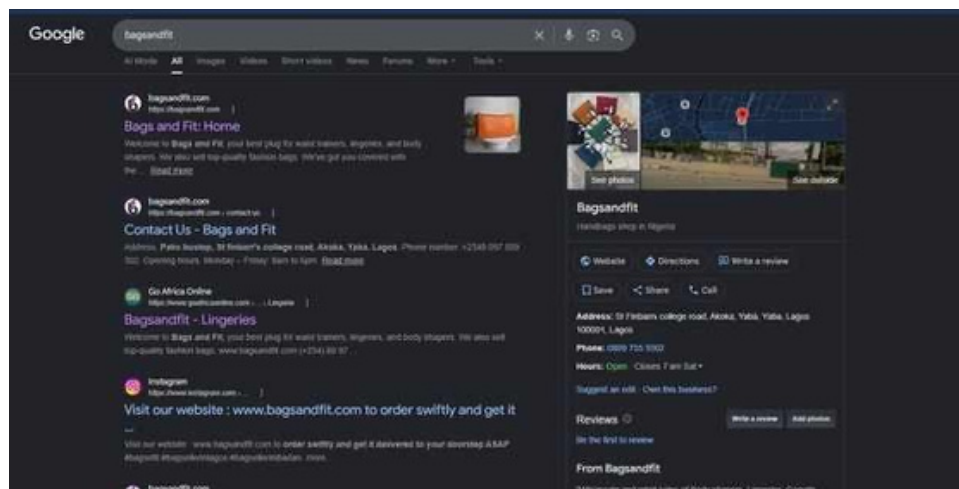
05. Results & Impact

Every figure below is pulled directly from the brand's live channels and search data, not estimated.

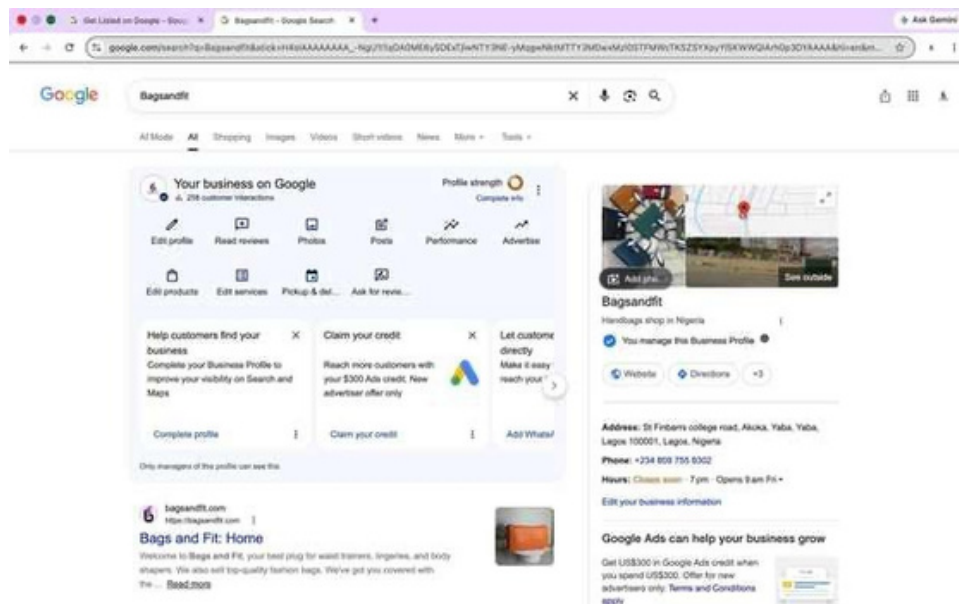
SEARCH & AI VISIBILITY

- Bags and Fit ranks on page one of Google for its own brand name, with the brand's Instagram profile also surfacing in results.
- The brand's Google Business Profile is live and fully completed, with a verified address, hours and contact details.
- ChatGPT and Gemini both describe Bags and Fit accurately when asked directly, including its location, product range, pricing and delivery timelines.

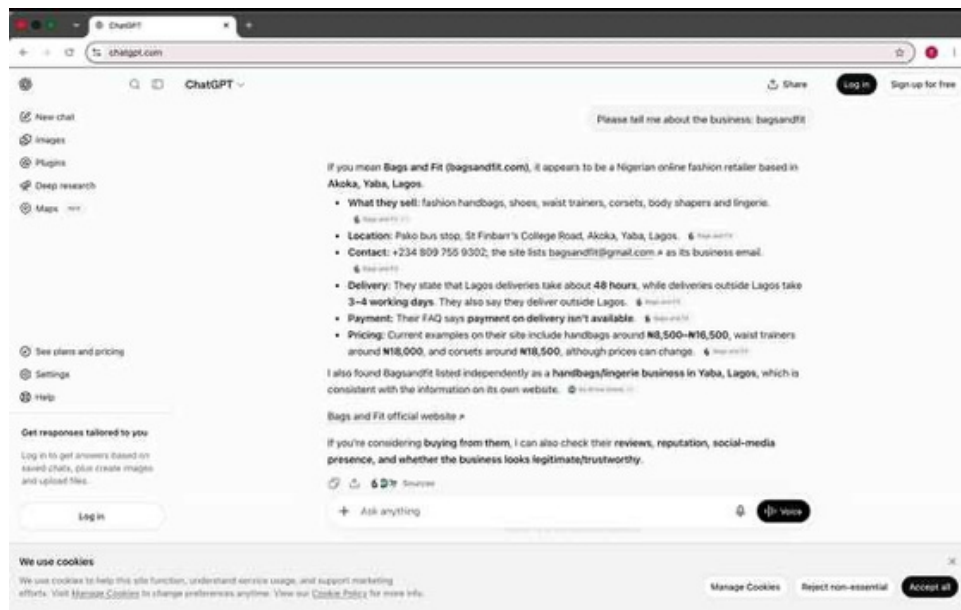
This is early evidence of AEO, answer engine optimisation, working. It is a visibility channel most small brands have not captured yet.



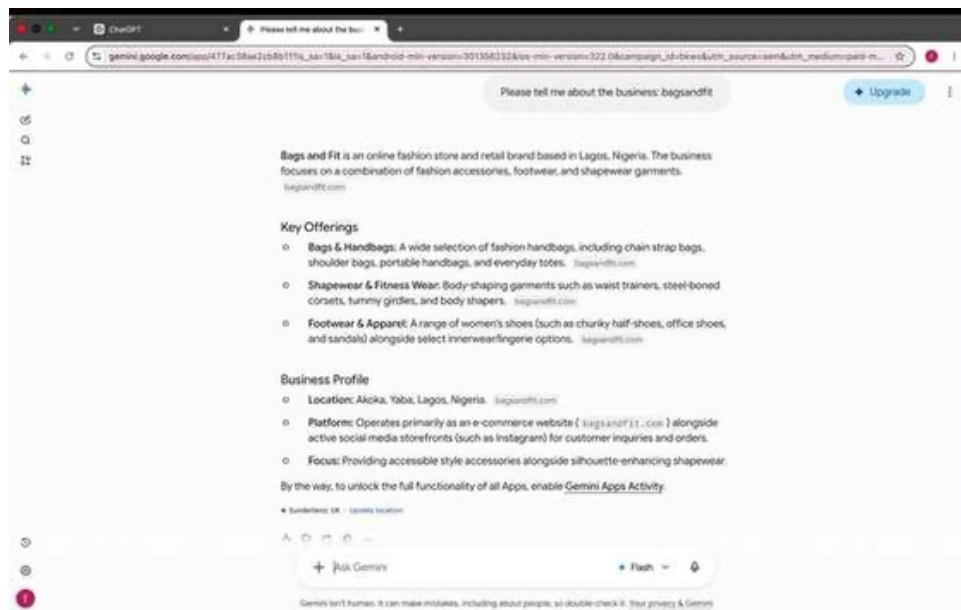
Google search, brand name. Page one ranking with the Instagram profile surfacing alongside the website.



Google Business Profile. Verified listing with address, hours and contact details.



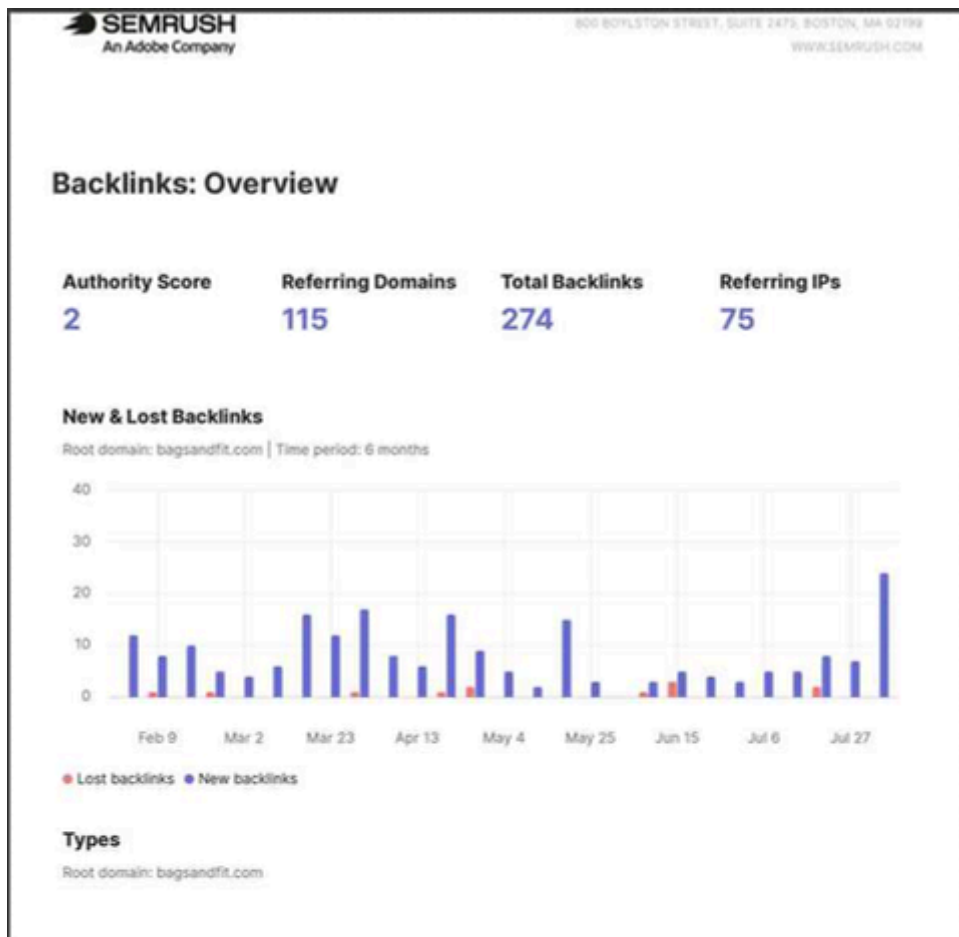
ChatGPT response. Accurate, detailed description of the brand with no prompting beyond the name.



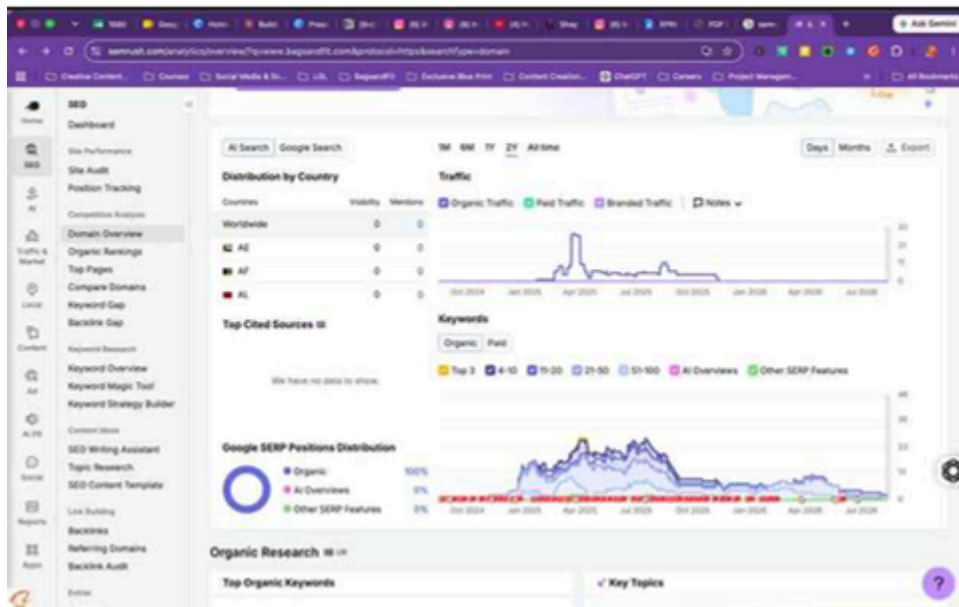
Gemini response. Independently confirms the same offerings, location and business profile.

BACKLINKS & AUTHORITY

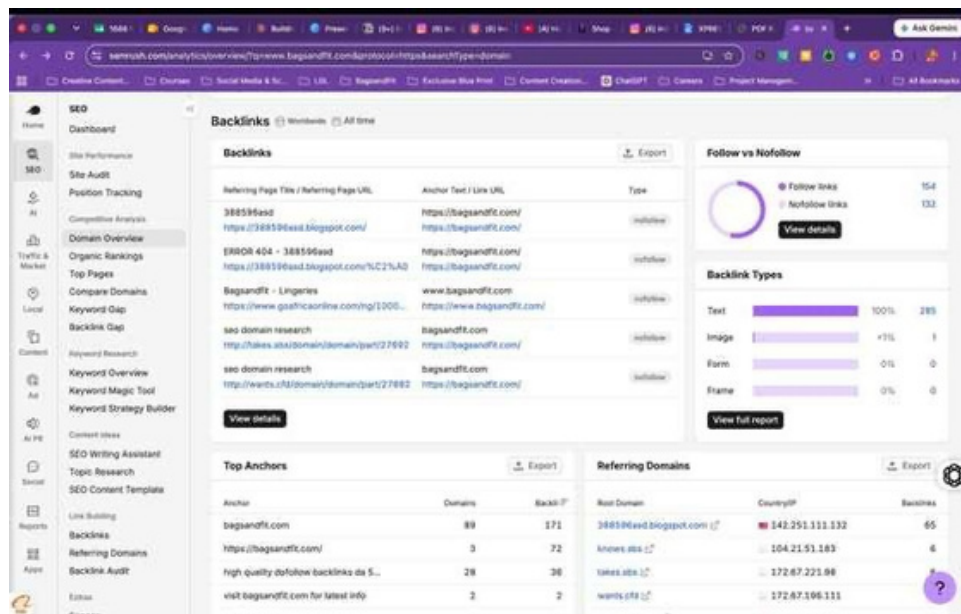
- 115 referring domains and 274 backlinks built to bagsandfit.com, tracked and verified through SEMrush.
- Consistent month on month growth in new backlinks over a 6 month window.
- 154 follow links against 132 nofollow, a healthy, natural link mix rather than one built through spam tactics.
- An independent local directory listing on Go Africa Online, extending the brand's trust footprint beyond its own channels.



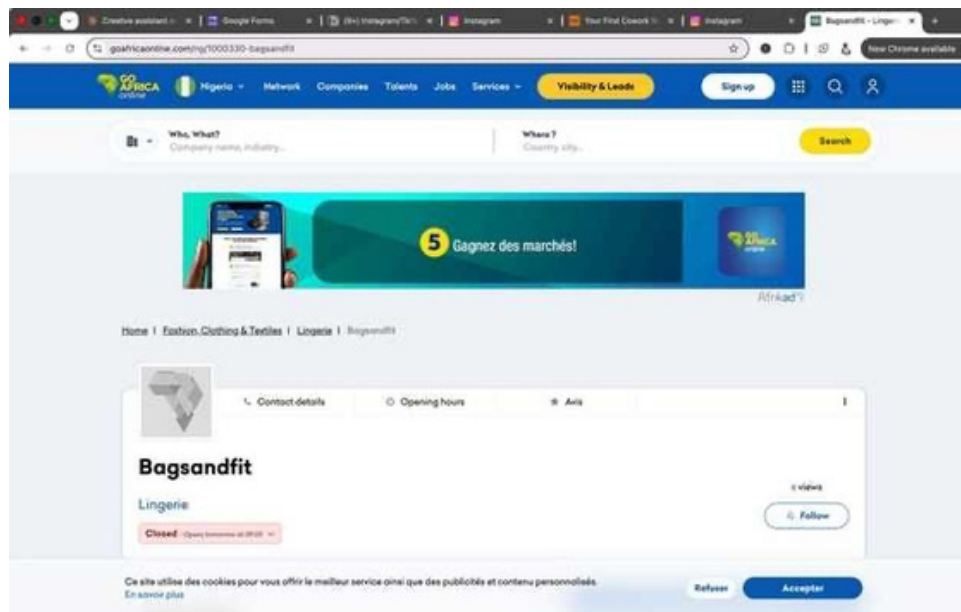
SEMrush, backlink overview. Authority score, referring domains, total backlinks and referring IPs.



SEMrush, new vs lost backlinks. Six month trend showing sustained link growth.



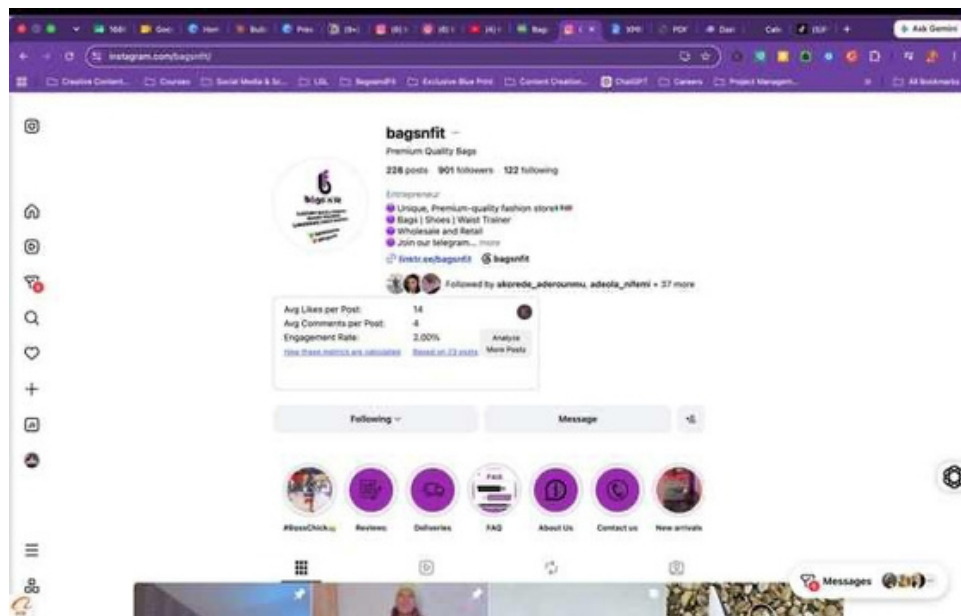
SEMrush, link profile. Follow vs nofollow split and top linking anchors.



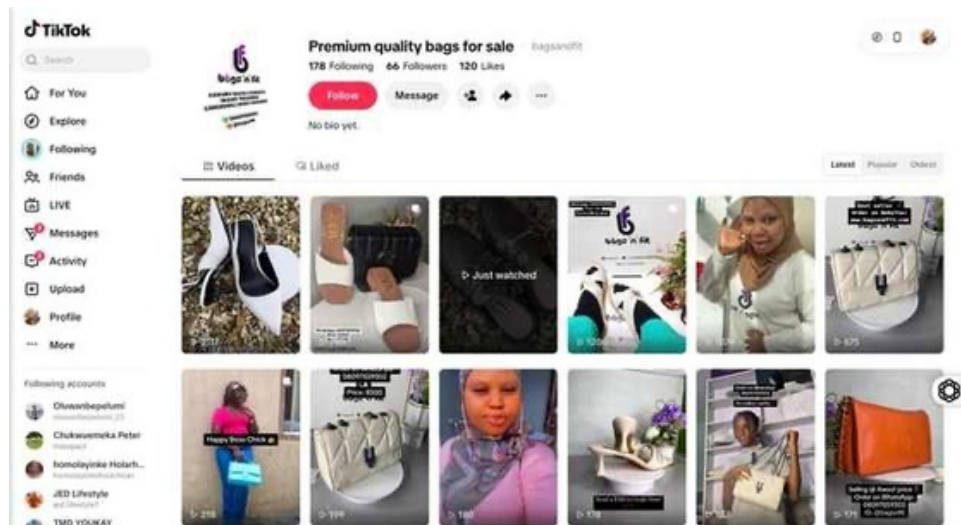
Go Africa Online. Independent directory listing under Fashion, Clothing & Textiles.

SOCIAL & COMMUNITY

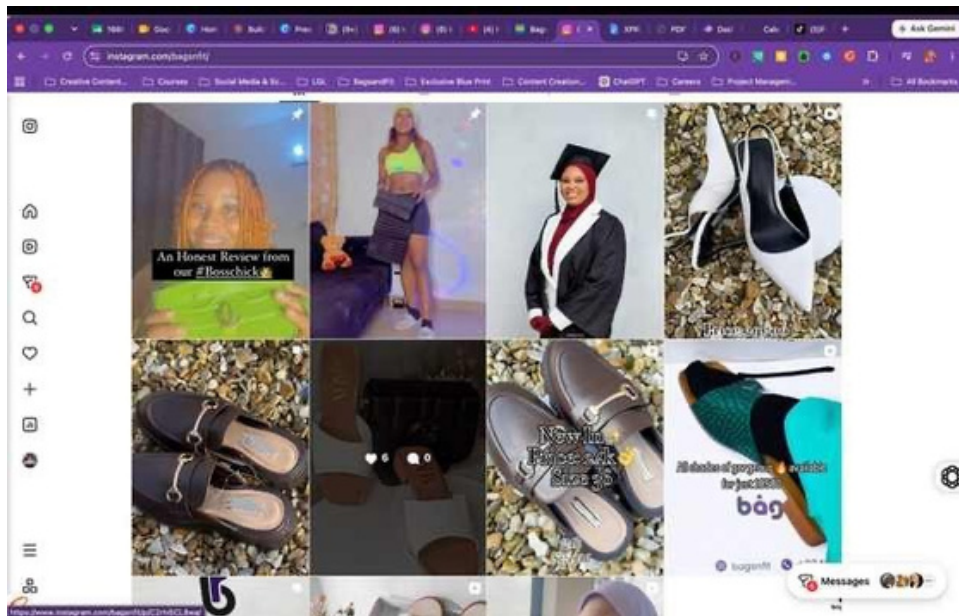
- Grew the Instagram community to 901 followers across 228 posts, with a 2 percent engagement rate, averaging 14 likes and 4 comments per post.
- Built a TikTok presence from zero, with individual product videos reaching over 2,100 views.
- Ran a documented, repeatable content calendar spanning multiple monthly cycles rather than one-off posts.
- Converted DM and comment engagement into logged, fulfilled sales through direct community management.



Instagram profile. 901 followers, 228 posts, 2% engagement rate.



TikTok profile. Product and testimonial content, individual videos topping 2,100 views.



Instagram content grid. Testimonials, product features and promotions in rotation.

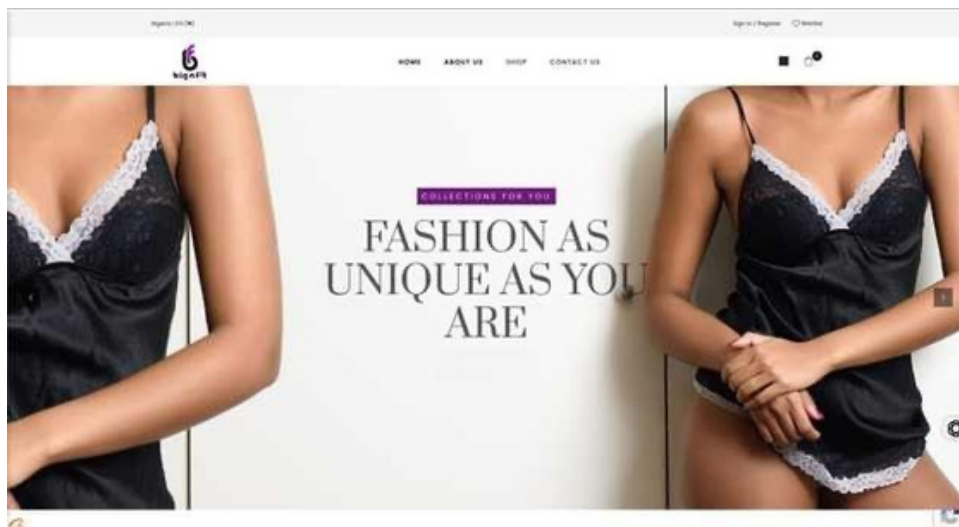
The screenshot shows a Google Sheet titled 'Bagsnfit Social Media Content Plan'. The sheet is organized into columns for days of the week (Sunday through Saturday) and rows for specific content themes. The content is divided into two main sections: 'MY BUSINESS CONTENT PLAN' and 'September Content Plan'.

Day	Content Theme	Content Description	Content Description	Content Description
Sunday	Picture of me rocking a bag	New deal drops tomorrow, stay tuned	Guess which bag will be up on deal! (Bag picture)	
Monday	Monday Motivation	Picture of Deal of the deal	Video of Deal of the week	
Tuesday	Video of me advertising the bags	Reasons to buy a bag	Pictures of bags in stock	
Wednesday	Educational Quote about bag	TikTok video (funny)	Pictures of bags in stock	
Thursday	Picture of someone rocking a bag (feedback/review)	Action word! quality assurance content	Pictures of bags	
Friday	Pictures of bags	TikTok	Pictures of bags	
Saturday	Meime	Appreciation post(thank you for shopping)	Pictures of bags	
Sunday	Picture of me rocking a bag	picture of the bag	video of the bag	
Monday	Monday motivation	customer review	picture of a bag	
Tuesday	why should a customer buy?	picture of a client rocking her bag	video of the bag	
Wednesday	Picture of a bag	Funny video	picture of a bag	
Thursday	Action word	video of a bag	picture of a bag	
Friday	TikTok	picture of a customer rocking a bag	appreciation post	
Saturday	Reason to buy	video of bag	picture of bag	
	Educate			

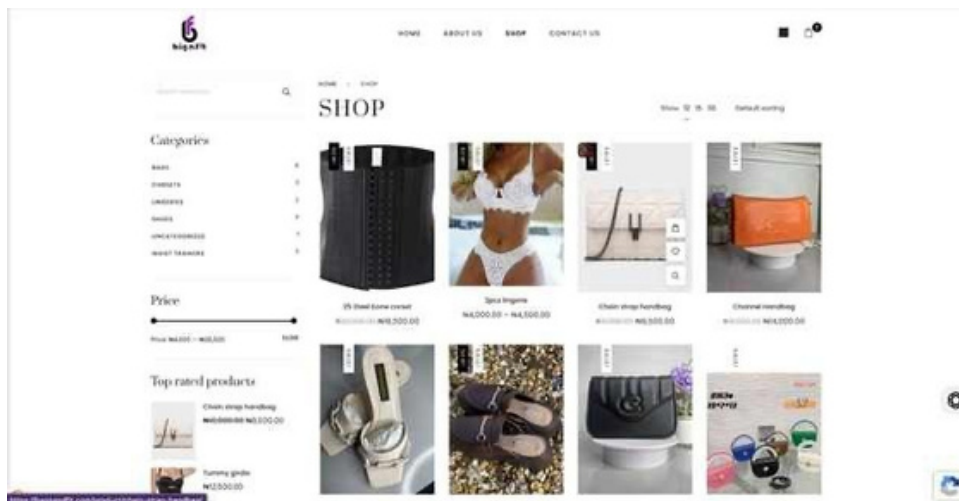
Content calendar. Documented weekly themes across multiple monthly cycles.

BRAND & WEBSITE

- Shipped a live, categorised e-commerce site covering the full product range.
- Delivered a consistent brand identity across product, packaging and every digital touchpoint.



Website homepage. Brand identity and hero messaging on bagsandfit.com.



Shop page. Categorised product catalogue supporting UX and SEO.





THANKYOU

I help brands grow through strategy, storytelling & SEO.

Let's connect.



[Fatimah Owodunni](#)