

PRLEAP.COM) The landscape of Australia's fashion industry is forever altered. As more and more customers are beguiled by international online retailers, the local fashion industry is forced to come up with innovative ways to compete and stay relevant. For many fashion retailers, this has meant moving to a dual model of traditional bricks-and-mortar stores and the provision of online shopping.

[DBSIT, Perth's #1 Online Marketing Company](#) , is guiding local fashion retailers towards a successful future in this modernised marketplace. The DBSIT team offers professional Web Development services to create cutting-edge websites with sophisticated e-commerce capabilities. Custom software development allows these sites to seamlessly integrate with administrative operations, such as ordering, sales tracking and logistics.

The DBSIT Marketing Professionals are also teaching retailers to take full advantage of social media exposure and search engine optimisation (SEO). Boasting an impressive website is only the first part of the strategy. Driving customers to your site requires an understanding of online advertising, the prompting of social media shares, blogging, link-backs and search engine positioning. All of these strategies have the power to drive sales to unprecedented levels.

'Traditional word-of-mouth channels simply can't compete with the power of social media,' explains DBSIT Senior Consultant, Mike Ronald, 'there is simply no better way to drive traffic to your site. The aim is to have consistent, relevant and interesting content delivered to your target market, so it can then be shared and promoted online between contacts.'

Talented entrepreneurs who are just starting out in the Perth fashion industry rarely have a marketing budget that will support substantial advertising campaigns. Larger chain stores can still afford to invest in print and billboard advertising, which would seem to give them a competitive edge. However, it is social media that is pushing forward the profile of smaller designers, and this is offering customers a whole new way to source cutting-edge fashion that is not mass-produced.

While acknowledging the downturn in retail sales in high streets and shopping centres, fashion insiders hold fast to the fact that many customers still prefer to visit a store in person so they can try on garments before purchasing. The traditional sales model is likely to survive, however, all fashion businesses should consolidate the customer's experience by having a strong online

presence that serves to promote the essence of the brand.

Perth's up-and-coming designers and established brands are still vying for a bigger slice of the annual Australian retail spend, and it is innovation that will see them grow. The team at DBSIT are optimistic about the future of Perth's fashion industry and they are looking forward to their role in its continuing success.

Fashion industry professionals can contact **DBSIT** for a free initial consultation by calling 1300 800 701, or visiting www.dbsit.com.au or by sending an email to info@dbsit.com.au.