

**FASHION MARKETING AND INFLUENCE:  
A CASE STUDY OF TIK TOKER JORDANNA MAIA**

LUIZA BONGIOLO MINATTO  
LETICIA CASAGRANDE DAL BELLO  
MARIA JULIA DE LIMA DASSOLER

**FASHION MARKETING AND INFLUENCE:  
A CASE STUDY OF TIK TOKER JORDANNA MAIA**

**MARKETING DE MODA E INFLUÊNCIA:  
UM ESTUDO DE CASO DA TIK TOKER JORDANNA MAIA**

**LUIZA BONGIOLO MINATTO**

*luizaminatto@gmail.com*

*Serviço Nacional de aprendizagem Industrial-SENAI/SC, Criciúma, Santa Catarina*

**LETICIA CASAGRANDE DAL BELLO**

*<https://orcid.org/0000-0003-4046-5497> /leticia.bello@edu.sc.senai.br*

*Serviço Nacional de aprendizagem Industrial-SENAI/SC, Criciúma, Santa Catarina*

**MARIA JULIA DE LIMA DASSOLER**

*<https://orcid.org/0000-0002-5135-498X> /maria.dassoler@edu.sc.senai.br*

*Serviço Nacional de aprendizagem Industrial-SENAI/SC, Criciúma, Santa Catarina*

Recebido em: 18/09/2024

Aprovado em: 27/12/2024

Publicado em: 27/12/2024



## ABSTRACT

With the emergence of new means of communication, the fashion sector recognized marketing as an essential tool to win over the target audience and boost sales, being widely adopted by several brands seeking to stand out among the competition and establish connections with customers. The growth of social media has given rise to virtual community apps such as Tik Tok, which has gained widespread visibility since its launch in 2016. With its success, the app has created new online growth opportunities for its users. In this context, new content creators become fashion icons for their followers and viewers, demonstrating a new form of influence in this market. Given the innovative nature of the Tik Tok app, brands are seeking to understand its dynamics and its relationship with fashion, as well as identify relevant users in this context. This case study of Jordanna Maia aims to understand her relationship with content creation for TikTok, especially in fashion. Thus, the problem that guides this study is "How Jordanna Maia creates fashion marketing content on TikTok?". Having as a methodological basis the use of basic and exploratory research, the approach to the problem is of a quali-quantitative category, using bibliographical, documentary, netnographic and case study research, analyzing posts and content present on Jordanna Maia's social networks. Findings reveal that Jordanna effectively leverages TikTok's dynamic features, blending creativity, authenticity, and trend alignment to engage her audience and attract brand partnerships. Her innovative ventures, including the creation of a virtual avatar for the metaverse,

further illustrate her forward-thinking approach to digital fashion marketing. This study provides insights into the evolving role of influencers in shaping fashion marketing strategies.

**Keywords:** digital influencers; fashion marketing; Jordanna Maia; tik tok.

## RESUMO

Com o surgimento de novos meios de comunicação, o setor da moda reconheceu o marketing como uma ferramenta essencial para conquistar o público-alvo e impulsionar as vendas, sendo amplamente adotado por diversas marcas que buscam se destacar entre a concorrência e estabelecer conexões com os clientes. O crescimento das mídias sociais deu origem a aplicativos de comunidade virtual, como o TikTok, que ganhou grande visibilidade desde seu lançamento em 2016. Com seu sucesso, o aplicativo criou novas oportunidades de crescimento online para seus usuários. Nesse contexto, novos criadores de conteúdo se tornam ícones da moda para seus seguidores e espectadores, demonstrando uma nova forma de influência nesse mercado. Dado o caráter inovador do TikTok, as marcas estão buscando compreender sua dinâmica e sua relação com a moda, bem como identificar usuários relevantes nesse contexto. Este estudo de caso de Jordanna Maia tem como objetivo entender sua relação com a criação de conteúdo para o TikTok, especialmente no setor da moda. Assim, a problemática que orienta este estudo é: "Como Jordanna Maia cria conteúdo de marketing de moda no TikTok?". Tendo como base metodológica o uso de pesquisa básica e exploratória, a abordagem do problema é de categoria quali-quantitativa, utilizando pesquisa bibliográfica, documental, netnográfica e estudo de caso, analisando postagens e conteúdos presentes nas redes sociais de Jordanna Maia. Os resultados revelam que Jordanna utiliza de forma eficaz os recursos dinâmicos do TikTok, combinando criatividade, autenticidade e alinhamento com tendências para engajar seu público e atrair parcerias de marcas. Suas iniciativas inovadoras, incluindo a criação de um avatar virtual para o metaverso, ilustram ainda mais sua abordagem visionária para o marketing digital de moda. Este estudo fornece esclarecimentos sobre o papel em evolução dos influenciadores na formação de estratégias de marketing de moda.

**Palavras-chave:** influenciadores digitais; Jordanna Maia; marketing de moda; tik tok.

## 1 INTRODUCTION

With the emergence of the internet and the modernization of communication channels, marketing has grown and gained several subdivisions based on each area of activity. With the recognition of this tool for maximizing profits, the fashion sector adopted marketing as a key element to reach the target audience and consequently boost its sales.

The influence of fashion marketing has appeared in various media outlets. Initially, it was in magazines, then in films and soap operas, followed by the emergence of computers and fashion blogs (which gave rise to fashion bloggers), until the present day, where a variety of information is available instantly through digital platforms. With the rapid flow of content, brands need to increasingly stand out from their competitors by using digital marketing as a tool to reinvent how they connect with customers.

From this exponential growth in social media arose virtual community apps, including TikTok, which has gained significant visibility since its launch in 2016 by the Chinese technology company ByteDance. TikTok has become the sensation of the moment, and with this movement, new users saw an opportunity for individual growth. Content creation on TikTok has brought attention to a new

form of digital marketing. At this point, a new type of influence in the market became evident, where these new content creators become fashion icons for their followers and viewers.

Given the context presented, the aim of this research is to conduct a case study on one of Brazil's most influential TikTokers, digital content creator Jordanna Maia. In this sense, her TikTok profile will be analyzed to investigate her relationship with content creation, specially in fashion, understanding how her posts reflect current digital fashion marketing in Brazil.

Based on the facts presented, the research question arises: How Jordanna Maia creates fashion marketing content on TikTok? Moreover, the general objective of the research is to identify the marketing strategies used by Jordanna Maia on her TikTok account. Additionally, the specific objectives include studying fashion marketing and consumption, understanding TikTok and its current relationship and influence with fashion, and interpreting the influence of TikToker Jordanna Maia on fashion marketing.

To achieve these objectives, a basic and exploratory research was made. Both qualitative and quantitative methods were employed to address the research problem, integrating these approaches for a more comprehensive analysis. The project incorporated various technical procedures, including bibliographic research, documentary analysis, and a case study. The bibliographic research drew upon existing materials, primarily books and scholarly articles, while the documentary analysis focused on sources that had not yet been subjected to analytical scrutiny. Netnographic research, a qualitative method adapted from ethnography, is specifically designed to study online communities and social media interactions. When analyzing fashion influencers and their followers, this method can be valuable because it delves into the behaviors, sentiments, and interactions in digital spaces.

A study was conducted analyzing the posts and content on Jordanna Maia's TikTok social network, from her initial posts to the moment of her greatest visibility, considering her growth within the fashion niche on this platform, which fits the case study. Additionally, it was sought to understand this personality's influence on fashion marketing, using digital materials where she had participated in interviews or even in influence and personality analysis, complementing the investigations.

## **2 MARKETING**

Historically, the term marketing became consolidated after the Industrial Revolution, a period during which production processes were modified with a total focus on the new type of

manufacturing: mass production. With these changes, at the beginning of the 20th century, this field of study gained relevance as marketing became part of the process of organizing and generating profits for companies. Industrialized countries understood that this tool highlighted their products, their quality, and the brand itself, thus becoming a significant step in the development scenario of the time (Oliveira, 2007).

The current purpose of marketing is to create a link between the digital and the real, providing an interactive and participatory advertising environment. At this moment, the audience seeks an essential combination: the product, value, social need, and the digital medium (Andrade, 2019). The strategy is for consumers to view the brand/product as part of their daily life, and for this to happen, as explained by Kotler, Kartajama and Setiawan (2017), the current marketing professionals role is to guide the consumers on the journey, since the assimilation of the product to becoming brand ambassadors.

According to Kotler and Armstrong (2014), the process of structuring marketing can be based on five steps. The first is to identify the market to be worked on, as well as the needs and desires of these customers. The second step is to structure a marketing strategy targeted at this consumer. This then leads to the third step, which is to formulate a marketing program that covers various aspects to add greater brand value in the eyes of the buyers. The fourth step is to use this value to create a profitable interaction and captivate these individuals. Finally, in the fifth step, it is time to transform all the strategies into profitable sales and secure long-term customers.

## **2.1 Digital marketing**

According to Kingsnorth (2016), the first appearance of the term “digital marketing” occurred in the 1990s, with its meaning tied to a reality far from the present one, where communication was static and interaction minimal. However, the growing updates in communication channels and the ease of access have led to the current context, in which digital marketing has become a valuable tool for companies. As Gabriel (2010) explains, the more new technologies permeate individuals' tasks, the greater the digital interference in marketing.

From this perspective, digital marketing is the effective use of the internet as a tool to boost marketing. By utilizing the entire set of existing strategies and concepts from traditional marketing, combined with mastery of the digital medium, it is possible to create an active and effective strategy (Torres, 2018). Therefore, understanding new tools and digital platforms is of great importance, as

Gabriel (2010) reminds that technology does not fix poor marketing, but helps enhance and achieve greater reach by improving well-executed strategies.

With changes in marketing, the way relationships with consumers are managed has also evolved, as they are now embedded in the digital environment and constantly receiving new information. Thus, a process called the “inversion of the marketing vector” arises, defined by making the reverse path of traditional marketing. In this case, it is the consumer who seeks out the brand, at the moment and way they desire. In this situation, the inversion completely changes the brand-consumer relationship, positioning the customer at the origin of this connection (Gabriel, 2010).

Within digital marketing and its platforms, a key driver emerges: social media. As Torres (2018) defines, these are sites where individuals create collaborative content and share instant information. Social networks and their applications are a resource that carries a significant portion of digital marketing. As Faustino (2019) describes, although social networks were created for entertainment, nowadays they occupy a much larger space, including the professional field, where they are used as powerful keys in marketing strategies.

## **2.2 Fashion Marketing and Consumption**

In light of marketing evolutions and the creation of various branches of study, Fashion Marketing has established itself as a key element in fashion product sales. As defined by Caballero and Casco (2006 *apud* Lourenço, 2012), fashion marketing is the way to understand and guide the exchange relationship between these companies and their market. Moreover, this is not an easy task; Cobra (2007) explains that these strategies need to analyze environmental influences and, most importantly, study consumer behavior. Fashion marketing can be substantiated by the 4 C's of marketing - customer solution, communication, convenience and customer cost -, because it needs to produce the right product (1), communicate it to the audience (2), deliver it to the consumer through convenient sales channels (3), and offer it at the lowest possible price (4) (Cobra, 2007). Communicating with the audience is the main role of influencers, who also must align the right product with their public target. On the other hand, the brands must take into account the sales channels and the best price to make this partnership achieve its goals.

To remain relevant in the contemporary market, brands need to constantly search for new trends, distinguishing their market and its priorities. Working in this field requires the creation of up-to-date advertisements, but they must also follow the collection calendar, positioning themselves at the forefront of innovation in the fashion industry (Cobra, 1997). Here, being at the right time can be

**ISSN 1983-1838**

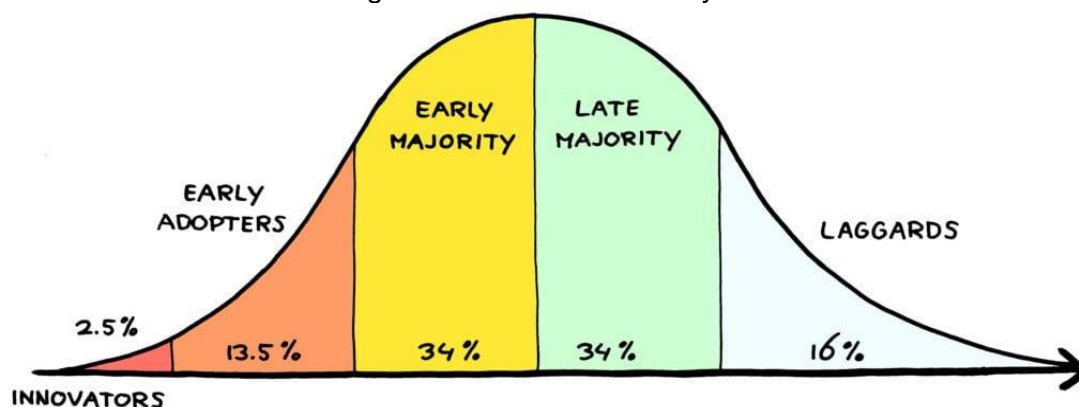
**(DOI): 10.18624/etech v17i2.1372**

**FASHION MARKETING AND INFLUENCE:  
A CASE STUDY OF TIK TOKER JORDANNA MAIA**

LUIZA BONGIOLO MINATTO  
LETICIA CASAGRANDE DAL BELLO  
MARIA JULIA DE LIMA DASSOLER

key to the success of a new launch, taking into account the fashion trend cycle (Figure 1).

Figure 1 – Fashion Trend Cycle



Source: The bold business expert (2020).<sup>1</sup>

Trends and marketing must work together to achieve the goals of fashion brands. Monitoring the development of the trend cycle allows the marketing team to promote the right product at the right time to the right audience, enabling more strategic and assertive decisions. Additionally, keeping up with trends allows for the planning of well-aligned actions. Launching an action or product too early can make the product become obsolete even before its moment of success, while taking too long can cause the brand to lose ground to competitors who aligned their timing with consumer expectations.

As Almeida (2020) elucidates, through marketing and advertising, fashion captivates people with its constant ability to renew itself. Moreover, some individuals believe that to reach a certain level of personal achievement and recognition, it is necessary to purchase from a specific brand. These characteristics contribute to making fashion an object of desire for individuals of all genders and social classes.

Considering the evolution of fashion marketing and the growing use of social media, digital influencers have emerged. According to Mariano *et al.* (2017), these are profiles with large numbers of followers on their social networks, using this platform to share their opinions, as well as products and their experiences with them. These influential personalities are found among the early adopters of a new trend and, with their communication skills, often convert their followers to new consumption

<sup>1</sup>Available in: <https://theboldbusinessexpert.com/2020/11/02/diffusion-of-innovation-getting-past-the-first-wave-of-innovators-and-early-adopters-to-reach-the-tipping-point/>. Accessed on June 2, 2023.

practices through their recommendations. Additionally, marketing uses these influencers to generate desire among their followers.

Therefore, fashion is anchored in marketing to properly manage a fashion product, in addition to understanding its life cycle, the merchandise must have a structured marketing and communication plan to become a successful item (Cobra, 2007). Furthermore, to create assertive and well-articulated marketing strategies, it is crucial to understand consumer behavior and their desires.

Increasingly, consumption is embedded in society, as Baudrillard (1995) explains, humanity has reached a point where consumption has entered individuals' lives. In the past, people bought new clothing only when necessary, considering that prices were higher than they are today and most people could not afford more than the essentials. Nowadays, consumption habits have changed and evolved, as it is now easier to acquire new items more frequently (Frings, 2012).

Consuming is part of human nature. The search for self-expression is based on being a consumer and performing that role in society. People need similarity with others, as only in this way do they not feel isolated in their choices and responsibilities. Thus, consumption behavior serves as a personal symbol, which can determine the formation of an individual identity or social groups, in addition to indicating behaviors that individuals exhibit within the community (Miranda, 2008)

Today, the impulse to consume is intertwined with desire, as goods are surrounded by intangible messages. As a result, purchasing becomes more of an emotional issue than a concrete one, and the act of desiring becomes insatiable and continuous (Sant'Anna, 2009). People are so affected by acquiring new products that it has become addictive for the brain. Almeida (2020) explains that this practice triggers mental processes that activate brain systems, including dopamine. The impulse to acquire new items increases levels of this neurotransmitter in the body, leading to a feeling of immediate pleasure, which helps explain the driving force behind fashion - the appetite for the new.

Tied to the study of consumers and brands' pursuit of increased sales, society is surrounded by marketing. As Sant'Anna (2009) states, consumers driven by their desires are prompted by marketing, which transforms intangible wants into tangible, marketable products. This is why understanding consumer behavior is so important, as it is the key to building the best strategies within marketing (Miranda, 2008).

Thus, the role of marketing based on consumer behavior, including in fashion, becomes clear. As Cobra (2007) explains, what differentiates a fashion consumer from others is that they are



more susceptible to attraction by this class of products. Furthermore, the author emphasizes that communication strategies must consider what the user wants to hear, and that sales methodologies need to be centered on the fashion consumer.

### **3 TIKTOK AND DIGITAL INFLUENCERS**

As a result of changes in communication channels and the creation of new alternatives in the digital universe, social media platforms have emerged as a new trend: social media apps. Increasingly popular among individuals, these platforms have become a different way of maintaining connections between people in various parts of the world. In this context, along with other digital platforms such as Instagram, Facebook and Twitter, TikTok emerges as the focus of this chapter.

TikTok was created in 2016 by the Chinese tech company Bytedance, initially under the name Douyin. It wasn't until 2017 that the app became known as TikTok (Fernández, 2021). By 2018, according to Sensor Tower data (Nelson, 2018), TikTok had become the most downloaded app in the United States. In 2019, it was the second most downloaded app globally.

The app's popularity skyrocketed in 2020 with the onset of the COVID-19 pandemic, as people were forced to spend most of their time at home due to social distancing measures (Monteiro, 2020). This situation made online platforms the primary means of communication between people, leading to a surge in new users. According to TikTok itself (2022), the app's mission is to "inspire creativity and bring joy." Dillon (2020) describes TikTok as a platform where users can create short videos, typically between 15 and 60 seconds long, that play in a continuous loop until the viewer chooses to skip to the next one. The platform also allows for the addition of music, filters, stickers, and other editing features to enhance the content.

The platform became something beyond simple videos; it created a new form of advertising and digital marketing, as well as offering space for content to spread more easily to users. Social media has great power as an opinion maker (Torres, 2018), and it's no different on TikTok. When addressing the fashion category, the app's ability to produce and disseminate information becomes clear. As noted by Alarcón, Torres and Rodríguez (2020), the interest of the platform's users in fashion makes it a fundamental tool for fashion companies to communicate their products and create content to reach their target audience. According to an article from TikTok (2022), the combination of fashion and TikTok is driven by two factors: a new perspective on the world in which people live and how they create and consume content. Communicating fashion on TikTok has become

inevitable; the fashion universe has entered the app and created "fashion TikTok," a segment that showcases outfits and new fashion trends.

In addition to the numerous possibilities the app presents within the fashion world, one standout feature is the freedom to communicate various niches of fashion content, unlike the rigid style of other apps. The platform brings fashion to the forefront in multiple ways - some users critique certain styles, while others create outfits - thus engagement with this topic continues to grow (Giardi, 2021). Among regular TikTok users, 3 out of 4 reported purchasing a fashion product after seeing content about it on the social network (TikTok, 2022).

In the world of internet possibilities, the term "digital influencer" is becoming more common in everyday life. This digital personality, as defined by Haenlein *et al.* (2020), is an individual with a large number of followers and high engagement on their social media platforms. In addition to their fame, these people have strong influence power, as they share their lifestyles, opinions, experiences and behaviors on certain topics in their networks (Silva; Tessarolo, 2016).

Based on this strong influence, brands have partnered with these digital figures, betting on their content as a marketing strategy. Souza (2022) explains these individuals create a different kind of content, as it involves personal and authentic participation, closely related to the specific interests of their followers, generating a form of organic advertising. With the increasing demand from online companies, the growth of these digital personalities was inevitable, since it is observed that individuals trust other people's stories more than advertisements made by the brands themselves (Valente, 2018).

These content creators use TikTok's various tools to entertain users and generate an exchange between creator and consumer, whether to gain popularity on the network or influence the choice of a new product. On this app, as described by Barta *et al.* (2022), TikTokers can showcase products/services as they wish, in a much more creative and fun way, making advertising much more interesting.

The influence power of these individuals and the consistent creation of content have turned TikTokers into natural influencers. According to TikTok (2022), 78% of users discovered a new brand or product on the platform, and of these, 77% sought more information about the content, thus generating a desire to purchase. Additionally, 30% of users who discovered a brand or product on the app shared the experience on another social network or with friends. Finally, 46% of profiles create content on the app. One of the main Brazilian fashion influencers on TikTok nowadays is

Jordanna Maia<sup>2</sup>.

### 3.1 Jordanna Maia

Jordanna Maria Maia de Souza, better known on social media as Jordanna Maia, was born on July 6, 2001, in Castanhal, Pará. Jordanna started creating content for social media when she was 14, focusing especially on fashion, lifestyle and beauty (Blog Etiqueta Única, 2023).

Jordanna began her career as a model and always dreamed of becoming an actress, but the place where she lived did not offer opportunities for her to grow in the artistic field. This led to the idea of starting her own YouTube channel, allowing her to use the platform to "present her own show." This initiative transformed Jordanna's life, and by the age of 18, she had already reached 59,000 subscribers on YouTube and more than 300,000 followers on Instagram. With her future in mind, after finishing high school in 2019, she moved to São Paulo to expand her knowledge and focus on her career in social media and as an artist (Cartão de Visita, 2019).

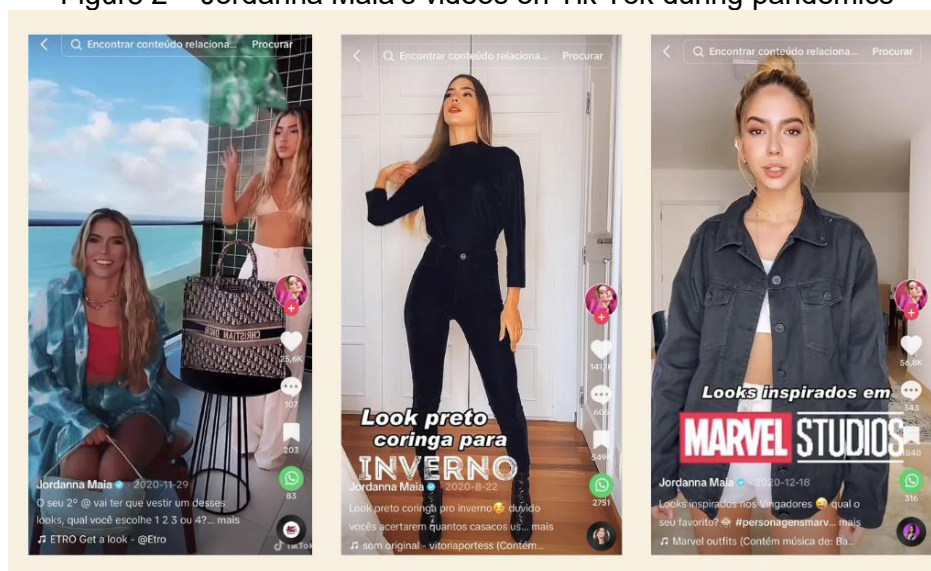
Jordanna took various courses in TV, theater, and cinema, and also has extensive experience as a model. The influencer explains that YouTube helped her bring together all her skills, creating a combination that made her work more professional (Cartão de Visita, 2019). In 2020, she decided to apply for the Advertising course at ESPM, always aiming for growth in social media.

In 2019, Jordanna made her debut on TikTok. However, it was in 2020, during the pandemic, that her videos went viral, coinciding with the app's boom. On the social network, the influencer began to gain visibility with her creativity and synchronicity in video transitions, combined with her fashion and beauty tips. From that moment on, Jordanna's content (Figure 2) became more professional, accompanied by sponsorships that emerged as she gained more visibility both within and outside the app.

---

<sup>2</sup>Currently, the influencer has 1.7 million followers on TikTok, an engagement rate of 12.22%, and an average of 35,000 views per post. Compared to similar accounts, the engagement rate is excellent. Available in: <https://hypeauditor.com/pt/tiktok/jordannamaia/>. Accessed on Dec. 11, 2024.

Figure 2 – Jordanna Maia's videos on Tik Tok during pandemics



Source: Jordanna Maia's Tik Tok, 2020.<sup>3</sup>

Jordana Maia's content primarily focuses on fashion, beauty and lifestyle topics, appealing to a young, fashion-forward audience. On TikTok, she is known for creating engaging fashion videos, often showcasing different outfit ideas, including looks for specific occasions like dates or parties. Her content blends casual styling tips with more polished, trend-based looks, making her relatable while also tapping into high-fashion elements.

In addition to fashion, Jordana also explores beauty content, sharing skincare routines, makeup looks, and product recommendations. She emphasizes personal style, often discussing the thought process behind her choices and encouraging followers to express themselves through fashion. Her content on Instagram follows a similar theme, filled with selfies, travel adventures and collaborations with other influencers

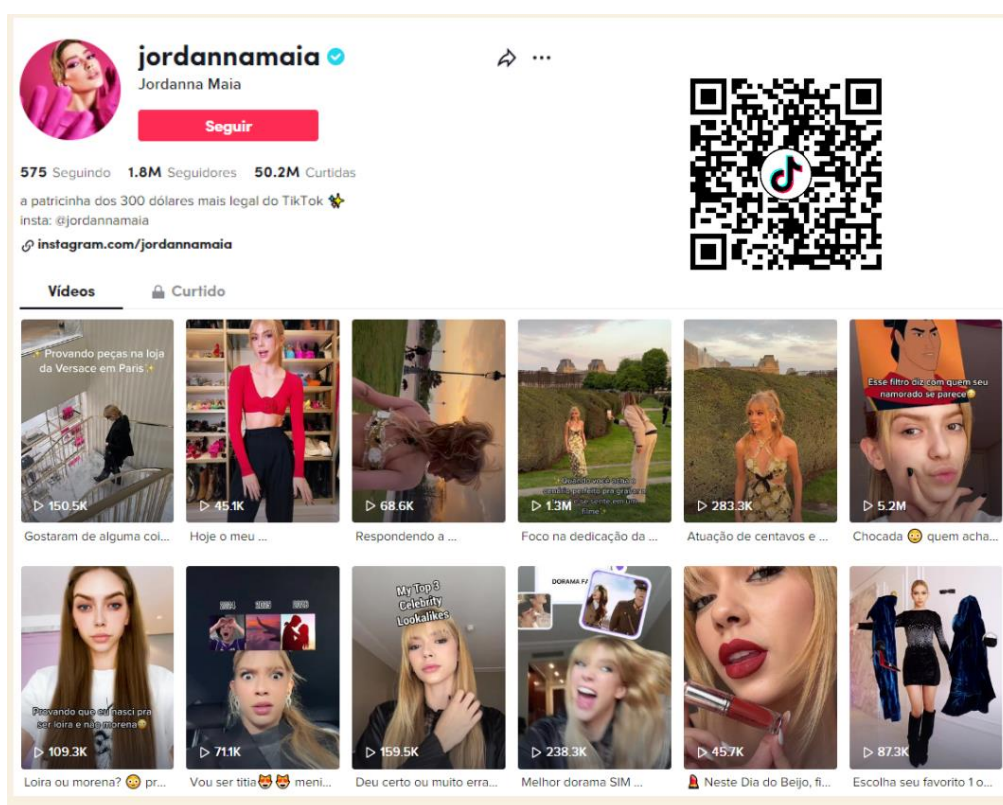
Jordana's style is interactive, inviting her audience to engage with her choices and trends, and she frequently participates in collaborations that enhance her visibility across different social media platforms. This mix of authenticity, trend awareness, and engagement has helped her build a strong community of followers across TikTok and Instagram.

Following her path to fame and increasingly becoming a highlight for fashion brands, Jordana was invited to the New York Fashion Week in 2022 by renowned brands such as Carolina

<sup>3</sup> Available in: <https://www.tiktok.com/@jordannamaia>. Accessed on May 28, 2023.

Herrera. With the expansion and viralization of her content, the TikToker reached countless people on her social media. Today, Jordanna has over 576,000 followers on Instagram and more than 1.7 million followers on TikTok (Figure 3). Her visibility is so significant that her TikTok videos now consistently surpass 10,000 views.

Figure 3 – Jordanna Maia's Tik Tok and Instagram

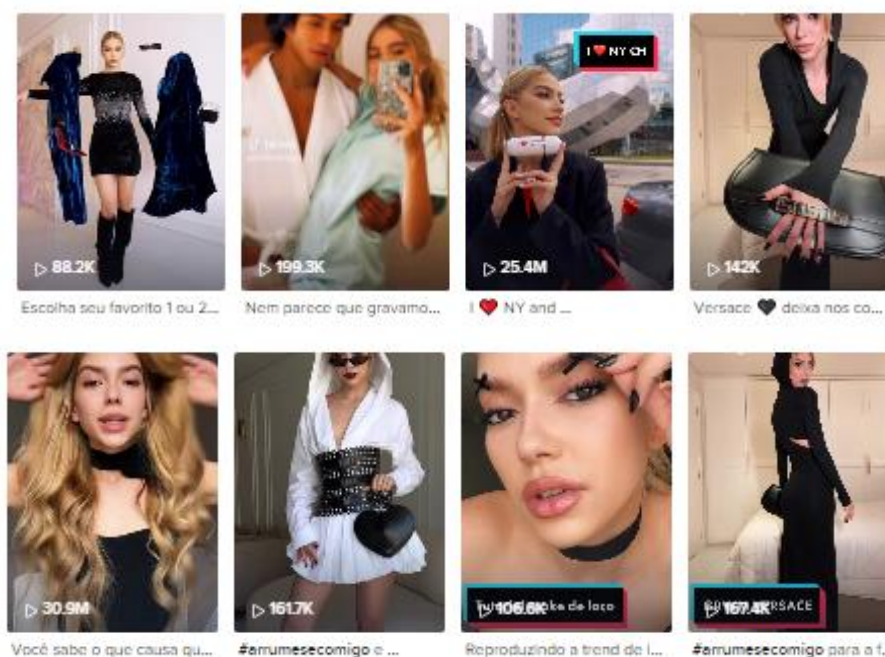


Source: Jordana Maia's Tik Tok and Instagram pages, 2023.<sup>4</sup>

Upon analyzing Jordanna Maia's profile on TikTok and some of her content, it was found that she posts an average of 3 to 4 videos per week, most of which are related to fashion, beauty and trending topics that have gone viral. The reach of the TikToker's videos varies depending on their themes, but fashion and beauty are her main content areas, as 7 out of the 8 videos reviewed are about these topics (Figure 4).

<sup>4</sup> Available in: <https://www.tiktok.com/@jordannamaia> and <https://www.instagram.com/jordannamaia/>. Accessed on June 2, 2023.

Figure 4 – Jordanna Maia's TikTok



Source: Jordanna Maia's Tik Tok, 2023.<sup>5</sup>

Currently, she has a total of 56 million likes, and her most popular posts are between 3 and 5.5 million likes (with one achieving the impressive number of 31 million likes). Achieving millions of likes on individual posts is indicative of viral content. Posts that hit this level of engagement are often shared widely, featured on trending pages, or tied to popular challenges or themes. For her follower count, receiving millions of likes on top posts suggests an impressive engagement rate. Typically, engagement rates are calculated by dividing the number of interactions (likes, comments) by the number of followers. Given her millions of likes per post, her content is very engaging, even considering TikTok's large, fluctuating audience base.

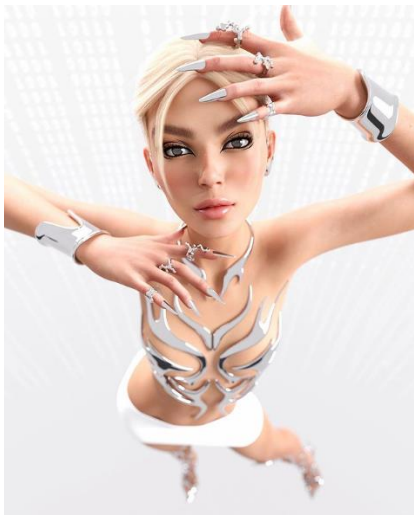
Viral posts often benefit from TikTok's algorithm, which promotes engaging content to a wider audience. This also means that Jordana's posts may reach beyond her immediate followers. With this level of influence, Jordana is likely attractive to brands for partnerships. Her ability to create viral posts and maintain high engagement makes her a valuable collaborator for fashion, beauty and lifestyle brands looking to reach a broad, active audience.

<sup>5</sup> Available in: <https://www.tiktok.com/@jordannamaia> and <https://www.instagram.com/jordannamaia/>. Accessed on June 2, 2023.

Jordanna Maia consistently stays ahead of national and international fashion trends, studying new trends and everything that might go viral on TikTok. More than that, she creates her own fashion trends with her style, always focusing on creativity and authenticity. The TikToker is recognized for her distinctive and innovative transitions, changing multiple outfits in a single video. On the app, the influencer uses this as a form of marketing for the fashion brands she creates content for.

As a result of this drive for innovation, the influencer took a significant step towards new ways of virtual communication and consumption - the metaverse. On August 5, 2022, Jordanna Maia announced her virtual extension into the metaverse, her avatar named Jords (Figure 5). The influencer aims to be the face of brands looking to expand in this space, using her avatar to reinvent herself within a digital landscape that is becoming saturated. In an interview with Alcântara and Fleur (2022), the TikToker explained that she conceived this project with the belief that virtual reality would eventually merge with the real world. Jordanna considers herself passionate about technology and fascinated by futuristic concepts. According to her, the future she envisions is not a decade away, but is happening right now. She emphasizes that people are already experiencing what was once only seen in movies.

Figure 5 – Jordanna Maias’s virtual avatar: Jords



Source: Jordanna Maia’s TikTok, 2022.<sup>6</sup>

---

<sup>6</sup> Available in:

[https://www.tiktok.com/@jordannamaia/video/7171870381920324869?is\\_from\\_webapp=1&sender\\_device=p&web\\_id=7238766737675077125](https://www.tiktok.com/@jordannamaia/video/7171870381920324869?is_from_webapp=1&sender_device=p&web_id=7238766737675077125). Accessed on June 4, 2023.

According to Jordanna, being the first influencer of her generation to create a new avatar for the luxury fashion market is a significant advantage and sets her apart. She describes her virtual persona, Jords, as an extension of herself. Also, Jordanna believes that whatever she is unable to achieve, Jords will be able to accomplish. The digital creation has attracted the attention of many brands, which have noticed the influence and impact generated with her metaverse launch.

Through the analysis of Jordanna Maia's TikTok profile, it can be concluded that the marketing strategies she uses have yielded positive results. These strategies are successful because they are based on her authentic content creation style, bringing distinctive and innovative advertising, as described by her followers on the comments in her TikTok posts. Jordanna's content often receives comments from followers expressing interest in the products featured in her videos, suggesting a potential impact on their product awareness. Aligning her content with emerging trends, maintaining consistent communication, and having in-depth knowledge of the niche and audience she engages with ensure that Jordanna remains relevant in the platform's algorithm.

#### **4 CONCLUSION**

This study highlights the pivotal role of digital influencers like Jordanna Maia in the evolving landscape of fashion marketing. By blending creativity, authenticity, and strategic trend alignment, Jordanna has successfully leveraged TikTok's platform features to build a strong personal brand and engage a wide audience. Her use of multiple techniques, such as synchronized outfit transitions and engaging beauty tutorials, demonstrates the potential of TikTok as a tool for fashion marketing.

Jordanna's ability to maintain high engagement rates and create viral content underscores the importance of understanding audience preferences and platform algorithms. Additionally, her exploration of the metaverse through her virtual avatar, Jords, positions her as a trailblazer in the integration of technology and fashion marketing. This step not only enhances her appeal to brands but also exemplifies how influencers can expand their reach into emerging digital spaces. Her ability to navigate both traditional social media platforms and emerging digital trends solidifies her status as an influential figure in the evolving world of fashion marketing.

For fashion brands, this case study underscores the importance of collaborating with influencers who demonstrate creativity, authenticity, and a deep understanding of their audience. Brands can gain advantages by aligning their strategies with influencers who operate at the intersection of technology, fashion and consumer behavior. Future research could explore the long-term impact of virtual avatars and metaverse integration on brand-consumer relationships in the



fashion industry.

## REFERENCES

ALARCÓN, Eduardo Villena; TORRES, María Jesús Fernández; RODRÍGUEZ, Carmen Cristófol. La comunicación de las empresas de moda en TikTok: ASOS como caso de estudio. **Revista de Marketing Aplicado**, Málaga, v.24, n.2, p.95-109, 2020. Available in: [https://revistas.udc.es/index.php/REDMARKA/article/view/redma.2020.24.2.7071/g7071\\_pdf](https://revistas.udc.es/index.php/REDMARKA/article/view/redma.2020.24.2.7071/g7071_pdf). Accessed on Nov. 9, 2022.

ALCÂNTARA, Isabela Pétaia; FLEUR, Rafaela. Exclusivo: Jordanna Maia entra para o metaverso, conheça a Jords: "O futuro é agora. Nós já estamos vivendo o que a gente via em filmes". **Glamour**, 2022. Available in: <https://glamour.globo.com/moda/noticia/2022/08/exclusivo-jordanna-maia-entra-para-o-metaverso-conheca-a-jords-o-futuro-e-agora-nos-ja-estamos-vivendo-o-que-a-gente-via-em-filmes.ghtml>. Accessed on May 28, 2023.

ALMEIDA, Lara. **Psicologia fashion**: consultoria de estilo, imagem e marca pessoal-integrando a aparência com a essência. Editora Dialética, 2020. Available in: [https://pt.scribd.com/read/485805577/Psicologia-fashion-consultoria-de-estilo-imagem-e-marca-pessoal-integrando-a-aparencia-com-a-essencia#\\_\\_search-menu\\_861443](https://pt.scribd.com/read/485805577/Psicologia-fashion-consultoria-de-estilo-imagem-e-marca-pessoal-integrando-a-aparencia-com-a-essencia#__search-menu_861443). Accessed on April 12, 2023.

ANDRADE, Bianca. As quatro fases do marketing. **Abmarketing**, 2019. Available in: <https://abmarketing.pt/2019/04/18/as-4-fases-do-marketing/>. Accessed on March 24, 2023.

BARTA, Sergio et al. Having Fun on Tiktok: A New Trend for Influencer Marketing. In: CORPORATE AND MARKETING COMMUNICATIONS CONFERENCE, 26., 2022, Nicósia. **Anais eletrônicos** [...] Nicósia: UNIC, 2022. p. 229 - 232. Available in: <https://www.unic.ac.cy/cmc2022/wp-content/uploads/sites/33/2022/05/Book-of-Proceedings-CMC2022.pdf#page=229>. Accessed on Nov. 8, 2022.

BAUDRILLARD, Jean. **A sociedade de consumo**. Rio de Janeiro: Ed. Lisboa, 1995.

BLOG ETIQUETA ÚNICA. Jordanna Maia mostra desapego de peças no Etiqueta Única. **blog.etiquetaunica**, 2023. Available in: <https://blog.etiquetaunica.com.br/jordanna-maia-mostra-desapego-de-pecas-no-etiqueta-unica/#:~:text=Jordanna%20Maria%20Maia%20de%20Souza,Publicidade%20e%20Propaganda%20na%20ESPM>. Accessed on April 24, 2023.

CARTÃO DE VISITA. Conheça Jordanna Maia - Do Pará para o Brasil. **Cartaodevisita**, 2019. Available in: <https://www.cartaodevisita.com.br/conteudo/26980/conheca-jordanna-maia-do-para-para-o-brasil>. Accessed on April 24, 2023.

COBRA, Marcos. **Marketing e moda**. São Paulo: Senac, 2007.

DILON, Cell. Tiktok Influences on Teenagers and Young Adults Students: The Common Usages of the Application Tiktok. **American Academic Scientific Research Journal for Engineering**,

**Technology, and Sciences**, Cha-Am, v. 68, n. 1, p.132–142, 2020. Available in: [https://asrjetsjournal.org/index.php/American\\_Scientific\\_Journal/article/view/5917](https://asrjetsjournal.org/index.php/American_Scientific_Journal/article/view/5917) Accessed on Oct. 25, 2022.

FAUSTINO, Paulo. **Marketing Digital na Prática**: Como criar do zero uma estratégia de marketing digital para promover negócios ou produtos. DVS Editora, 2019.

FERNÁNDEZ, Yúbal. Qué es TikTok, de dónde viene y qué ofrece la red social de vídeos. **Xataka**, 2021. Available in: <https://www.xataka.com/basics/que-tiktok-donde-viene-que-ofrece-red-social-videos>. Accessed on Oct. 25, 2022.

FRINGS, Gini Stephens. *Moda: do conceito ao consumidor*. Bookman Editora, 2012.

GABRIEL, Martha. **Marketing na era digital**: Conceitos, plataformas e estratégias. São Paulo. Novatec Editora. 2010.

GIARDI, Nínive. *Moda na era do algoritmo*. **Medium**, 2021. Available in: <https://medium.com/@nnivegirardi/moda-na-era-do-algoritmo-146a179a726f>. Accessed on Oct. 26, 2022.

HAENLEIN, Michael *et al.* Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. **California management review**, California, v. 63, n. 1, p. 5-25, 2020. Available in: <https://journals.sagepub.com/doi/epub/10.1177/0008125620958166>. Accessed on Nov. 9, 2022.

KINGSNORTH, Simon. **Digital Marketing Strategy**: An Integrated Approach to Online Marketing. London. Kogan Page. 2016.

KOTLER, Philip; ARMSTRONG, Gary. **Princípios de Marketing**. 15. ed. São Paulo: Prentice Hall Brasil, 2014.

KOTLER, Philip; KARTAJAMA, Hermawan; SETIAWAN, Iwan. **Marketing 4.0**: do tradicional ao digital. Rio de Janeiro: Sextante. 2017.

LOURENÇO, Luciana Cruz. **MARKETING DE MODA**: A percepção da marca zara. 2012. 127 f. Dissertação (Mestrado) - Curso de Ciências da Comunicação Marketing, Universidade Lusófona de Humanidades e Tecnologias, Lisboa, 2012. Available in: <https://core.ac.uk/download/pdf/48580809.pdf>. Accessed on March 20, 2023.

MARIANO, A. M. *et al.* Tornandose um Digital Influencer: um estudo dos fatores que influem em sua concepção. *In*: AEDEM International Conference, 26., 2017, Régio da Calábria-Itália. **Anais eletrônicos [...]**. Régio da Calábria-Itália: AEDEM, 2017. p. 546-564. Available in: [https://www.researchgate.net/profile/Ari-Mariano/publication/319547429\\_Tornando-se\\_um\\_Digital\\_Influencer\\_Um\\_Estudo\\_dos\\_Fatores\\_que\\_Influem\\_em\\_sua\\_Concepcao/links/5a58142d45851529a2ee5cf8/Tornando-se-um-Digital-Influencer-Um-Estudo-dos-Fatores-que-Influem-em-sua-Concepcao.pdf](https://www.researchgate.net/profile/Ari-Mariano/publication/319547429_Tornando-se_um_Digital_Influencer_Um_Estudo_dos_Fatores_que_Influem_em_sua_Concepcao/links/5a58142d45851529a2ee5cf8/Tornando-se-um-Digital-Influencer-Um-Estudo-dos-Fatores-que-Influem-em-sua-Concepcao.pdf). Accessed on April 10, 2023.

MIRANDA, A. P. **Consumo de moda: a relação pessoa-objeto**. São Paulo: Estação das Letras e Cores, 2008.

MONTEIRO, João Carlos da Silva. Tiktok como novo suporte midiático para a aprendizagem criativa. **Revista Latino-Americana de Estudos Científicos**, v. 1, n. 2, p. 5-20, 2020. Available in: <https://periodicos.ufes.br/ipa/article/view/30795>. Accessed on Oct. 25, 2022.

NELSON, R. The Top Mobile *Apps* for November 2018: TikTok Reached a New High. **Sensor Tower Blog**. 2018. Available in: <https://sensortower.com/blog/top-apps-november-2018>. Accessed on Oct. 5, 2022.

OLIVEIRA, Sérgio Luis Ignácio de. **Desmistificando o marketing**. São Paulo: Novatec Editora, 2007.

SANT'ANNA, Mara Rúbia. **Teoria da moda: sociedade, imagem e consumo**. 2 ed. São Paulo: Estação das Letras, 2009.

SILVA, Cristiane Rubim Manzina da; TESSAROLO, Felipe Maciel. Influenciadores digitais e as redes sociais enquanto plataformas de mídia. In: CONGRESSO BRASILEIRO DE CIÊNCIAS DA COMUNICAÇÃO, 39., 2016, São Paulo. **Anais [...]**. São Paulo: USP, 2016. p. 1-14. Available in: <http://portalintercom.org.br/anais/nacional2016/resumos/R11-2104-1.pdf>. Accessed on Nov. 8, 2022.

SOUZA, Silmara Regina. Marketing de influência e os influenciadores digitais. **Revista E&S**, Piracicaba, v. 3, n. 1, p. 1-3, set. 2022. Available in: <https://revistaes.com.br/wp-content/uploads/2022/09/30.pdf>. Accessed on Nov. 9, 2022.

TIKTOK. Coloque sua marca na nova era fashion no TikTok. **Tiktok.com**. 2022. Available in: <https://www.tiktok.com/business/pt-BR/blog/coloque-sua-marca-na-nova-era-fashion-no-tiktok>. Accessed on Oct. 26, 2022.

TORRES, Cláudio. **A bíblia do marketing digital: Tudo o que você queria saber sobre marketing e publicidade na internet e não tinha a quem perguntar**. São Paulo: Novatec, 2018.

VALENTE, João Carlos da Silva. **Influenciadores digitais e o seu poder de influência no processo de decisão de compra e na construção da lealdade**. 2018. Dissertação (Mestrado em Marketing e Negócios Internacionais) - Instituto politécnico de Coimbra, Coimbra, 2018. Available in: <https://core.ac.uk/download/pdf/223222428.pdf>. Accessed on Nov. 8, 2022.