

Standards of Using Electronic Blog in Apparel Marketing

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▪ **Abstract :**

This research deals with the study of electronic blogs in context of Apparel Marketing as one of the most marketing skills fashion brand needs is communication activities, since consumers become dependent on the Internet to get information and exchange opinions through electronic means , nowadays one of the important forms of brands' electronic presence is blogs, especially in the field of fashion. so this search was conducted on what the blog is, its origin and development, its characteristics, then the role of the blog in marketing clothing and the determinants of its use in brands' communications in the field of ready-made clothes, then the analytical framework for this research came To develop a proposal for criteria for using the blog through the following points:

- Choosing an international brand in the field of ready-to-wear (NIKE) .
- Analytical study of the blog page of the chosen brand .
- Divide the blog into mandatory points .
- Deduce the sub-points of the previous points .

▪ **Keywords :**

Blog - Branding - Clothing Marketing