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Case Study : II

Ecowear, a sustainable fashion brand, is seeking to enhance its online presence and boost sales. As a digital marketing consultant, my role is to develop a comprehensive marketing strategy that leverages PPC, Email and content marketing to expand their customer base and improve conversions.

Here's a detailed marketing strategy for Ecowear:

1) PPC Advertising:

Target Audience : Identify your ideal customer demographics (age, gender, location, interests) and create highly targeted PPC campaigns on relevant search engines and social media platforms.

Keyword Research : Conduct thorough keyword research to discover the most searched terms related to sustainable fashions eco-friendly clothing.

and your specific product offerings.

Ad creation: Develop compelling ad copy that highlight the unique selling points of company's products, emphasizes sustainability and includes strong calls to action.

Landing page optimization: Ensure companies landing pages are optimized for conversions with clear messaging, relevant visuals, and a seamless user experience.

Bid Management: Continuously monitor and adjust companies bids to maximize ROI and ensure your ads appear in the top positions for relevant keywords.

Tracking & Analysis: Utilize robust tracking tools to measure the performance of your PPC campaigns, analyze key metrics (clicks, impressions, CTR, conversions), and make data-driven optimization.

2> Email Marketing

Email list Building: Collect email addresses from website visitors, social media followers, and other channels to build a targeted email list.

Segmented campaigns: Divide email list into segments based on ~~documents~~ demographics, interests, or purchase history to send highly relevant and personalized content.

Email content: Create engaging email content that provides value to companies subscribers. Such as exclusive offers, product recommendations, sustainability tips, and behind the scenes content.

Email design: Use visually appealing email templates that align with companies brand identity and are optimized for mobile devices.

Automation: Implement email automation to send welcome emails, abandoned cart reminders and post-purchase follow-ups.

A/B testing: Experiment with different subject lines, email content, and CTAs to optimize companies email campaigns for better open rates and click-through rates.

3) Content Marketing

Content Strategy: Develop a content strategy that aligns with company's brand message and addresses the needs and interests of target

audience.

Blog content: Create informative and engaging blog posts on topics related sustainable fashion, eco-friendly living, and product offerings.

Social media content: Share blog posts, product images, behind-the-scenes content, and customer testimonials on social media platforms.

Visual content: Utilize high quality visuals such as infographics, videos, and product images to enhance content and make it more visually appealing.

SEO optimization: Optimize content for search engines by using relevant keywords, meta descriptions and header tags.

Influencer partnerships: Collaborate with influencers in the sustainable fashion or eco-friendly living space to reach a wider audience and build credibility.

3) Measuring Success

Key performance indicators (KPI) :- Track and analyze key metrics such as website traffic, conversion rates, customer acquisition cost (CAC), customer lifetime value (CLTV), and return on investment (ROI)

Analytics Tools :- Utilize website analytics tools and marketing automation platforms to gather data and insights on campaigns performance.

Regular Reporting :- Create regular reports that summarize marketing efforts and highlights key achievements and areas for improvement.

By implementing this comprehensive marketing strategy, EcoWeal can effectively increase online presence, drive sales and establish itself as a leading sustainable fashion brand.