

Project Report
Comprehensive Digital Marketing
Project for Fabindia

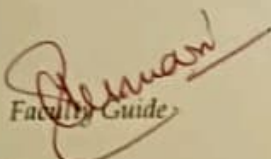
Official Certification

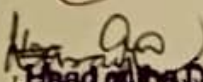
This is to certify that Gudella Anitha (Name of the student) Reg. No. 203888200017 has completed his/her Internship in SmartInternz (Name of the Intern Organization) on Digital Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B.Com (CA) in the Department of Sri Vasavi Degree College (Name of the College).

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements


Faculty Guide


Head of the Department
Computer Science
Sri Vasavi Degree College
TADEPALLIGUDEM
Principal

PRINCIPAL
SRI VASAVI DEGREE & PG COLLEGE
TADEPALLIGUDEM 534107

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's persona

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

❖ **Brand colour:** Red and Black

❖ **Logo:**



- **Analyze Brand Messaging:** Positioning of Fabindia - An Indian brand providing ethnic wear to all ages from 10 to 40 years of men and women also giving them one stop solution by providing customer with everything they need in everyday life like furniture, customer, organic products etc.
- **Examine the brand's tagline:** In fact 'Fabindia – Celebrate India' is our tagline and also a wordmark. Our current capsule of products under the name Jashn-e-Riwaaz is a celebration of Indian traditions.
- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

- **Competitor 1: Vedant Fashions**

Brand of wedding and celebration wear. Its product includes indo-western, sherwanis, kurtas, jackets, and accessories. It also trades and sells readymade ethnic wear for men, women, and kids primarily in India.

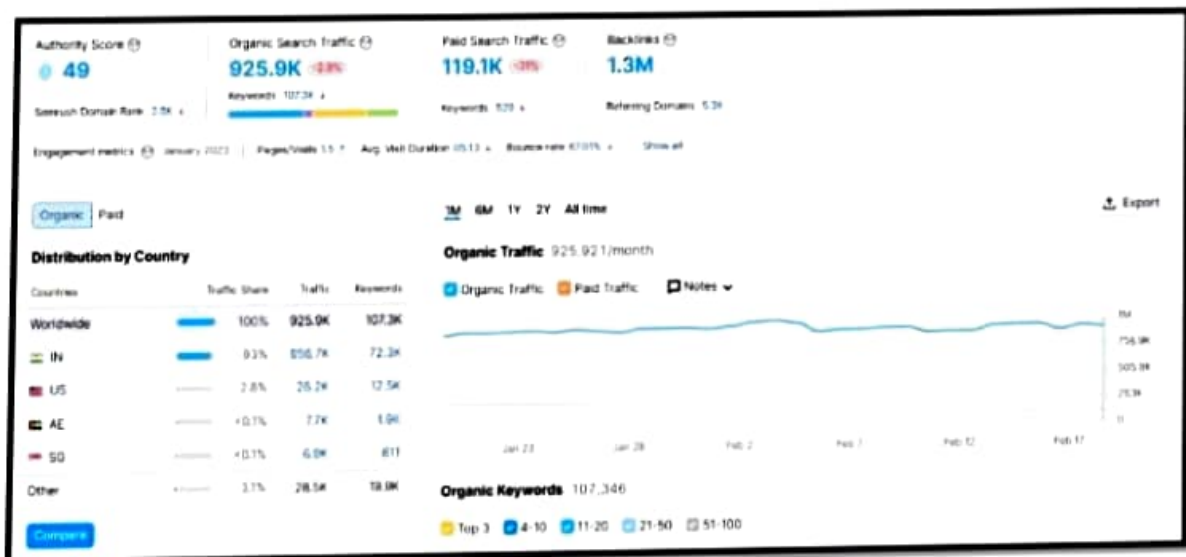


Part 2: SEO & Keyword Search

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization: Meta Tag optimization & content optimization:** Meta Tag optimization & content optimization reflect on the process of conducting keyword

research and the SEO recommendations provided. Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

- **KEYWORD RESEARCH OF FABINDIA**

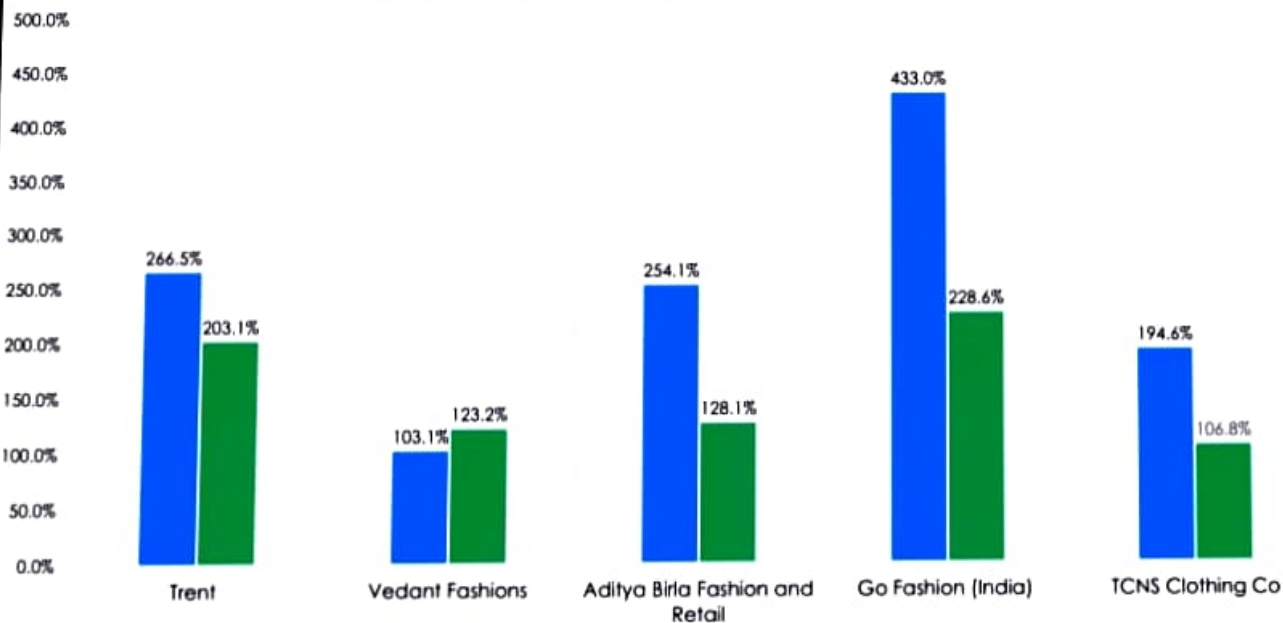




Go Fashion's revenue jumps over 5X YoY in Q1FY23

(Revenue and net profit growth YoY in % in Q1FY23)

■ YoY revenue growth Qtr % ■ YoY net profit growth Qtr %



Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

Content Calendar Example (Try creating a table for the month of August)

Strategy and Aim

- **Strategy:**

- **Fabindia's content idea generation and strategy** revolve around its core values of promoting traditional crafts, sustainability, and community empowerment.
- By creating authentic, emotionally-driven content that resonates with their audience and aligns with their brand identity.
- Fabindia has managed to stand out as a unique and culturally-rich retail brand. As a content creator, adopting similar principles and strategies can help establish meaningful connections with audiences while promoting a brand's identity and values
- **Heritage and Artisan Stories:** Fabindia's core strength lies in preserving and promoting traditional Indian crafts and empowering local artisans. Content centered on the stories of these artisans, their craftsmanship, and the cultural significance of their work can build an emotional connection with the audience.

- **Sustainable and Ethical Practices:** Fabindia is committed to sustainability and ethical practices. Content highlighting their environmentally-friendly initiatives, fair-trade practices, and use of organic materials can resonate with the growing eco-conscious audience
- **Seasonal Collections and Fashion Trends:** Fabindia regularly launches seasonal collections and stays on top of emerging fashion trends while incorporating traditional elements. Creating content around these collections, style guides, and outfit ideas can appeal to fashion enthusiasts looking for unique, culturally-rich pieces to incorporate into their wardrobes
- **DIY and Home Decor Ideas:** Fabindia's product range includes exquisite home decor items. Creating content that provides DIY ideas using Fabindia products or tips on incorporating Indian elements into modern interior design can attract home decor enthusiasts. This content can include home makeover videos, decor styling guides, and tips for creating a cozy and culturally-inspired living space

SOCIAL MEDIA AD CAMPAIGNS:

AD CAMPAIGN 1: BRAND AWARENESS

Fabinda, a well-known brand for Clothing, Home Furniture and personal care products, had a significant presence on social media platforms. They actively engaged with their audience through various social media channels such as Facebook, Twitter, Instagram, YouTube, and LinkedIn. Their social media strategy included sharing informative content about their products, promoting wellness tips, engaging with customers through contests and giveaways, and featuring user generated content.

AD COMAPIGN 2: DRIVING WEBSITE TRAFFIC

Define Clear Objectives: Determine the specific goals of your social media ad campaign. Whether it's increasing website visits, promoting a new product, or boosting sales, having clear objectives will guide your campaign strategy.

Identify Target Audience: Understand your target audience's demographics, interests, and pain points. Tailor your ad content to resonate with their needs and preferences.

Compelling Ad Creative: Create visually appealing and engaging ad creatives that feature Fabindia products. Use high quality images or videos that highlight the benefits and usage of the products.

LESSONS LEARNED:

- 1. Audience Segmentation:** Successful email campaigns often require proper audience segmentation. Companies might learn that different customer segments have unique preferences and respond differently to various messaging approaches.
- 2. Building Trust:** Consistently providing valuable and relevant content helps to build trust with Subscribers. Companies might learn that fostering trust and credibility is key to long-term success In email marketing.
- 3. Timing Matters:** The timing of email sends can significantly impact open and click-through rates. Lessons learned here could include identifying the optimal days and times to reach the target Audience.
- 4. Clear Call-to-Action (CTA):** Clarity in the call-to-action (CTA) is crucial. Companies might learn that a Concise and compelling CTA increases the chances of recipients taking the desired action.