

Allen Solly

**Comprehensive digital
marketing for Allen Solly**

DIGITAL MARKETING PROJECT

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Part1: Brand Study, Competitor Analysis & Buyer's / Audience's Persona

- **Reach Brand:** Allen solly
- **Mission/ values:** what employees say it's like to work at Allen solly. Salaries, reviews, and more – all posted employees working at Allen solly.
- **USP(unique selling proposition):** Allen solly is one of the leading brands in the lifestyle and retail sector. Allen solly SWOT analysis evaluates the brand by its strengths & weaknesses which are the internal factors along with opportunities & threats which are the extranal factors. Let us start the SWOT Analysis of Allen solly:
- **Analyze Brand tone and identify:** Madura Fashion promoted menswear brand Allen solly launched its new brand identity hoping to give the brand a 'contemporary' image and increase sales. As its new brand mark, Allen solly has adopted a contemporary version of the stage.
- The brand's new look and logo are being represented across various touch points like product, advertising and communication.
- Sooraj Bhat, Brand head, Allen solly said that the new brand identity will give the brand heritage value and at the same time ensure its 'Friday dressing' image. Recently, Allen solly is posting store double digit some store growth.

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- Sets 5 SMART goals and KPIs for the same:

Parameters	Smart Goals	KPIs
◦ Definition	Smart goals are the	KPIs are the measurement
◦ .	Ultimate outcome or	unit of activities performance
◦	results	to achieve smart goals.
◦ Objective	Set benchmark for the	Set benchmark for day- to-day
◦ .	company	activities
◦ Focus	Focused on results	Focused on performance
◦ Scope	Wider scope	Narrow scope
◦ Flexibility	Rigid	Flexible to adjusted

Part1: Brand Study, Competitor Analysis & Buyer's/Audience's Persona

Buyer's/Audience's Persona: As a kind, may have had an imaginary friend. Social media marketing have them too – only, in this case, they're called buyer personas or audience personas.

Unlike your imaginary friend, thought, these make – believe characters don't just exist to freak out your parents. They're an incredibly helpful tool for targeting your ideal customer.

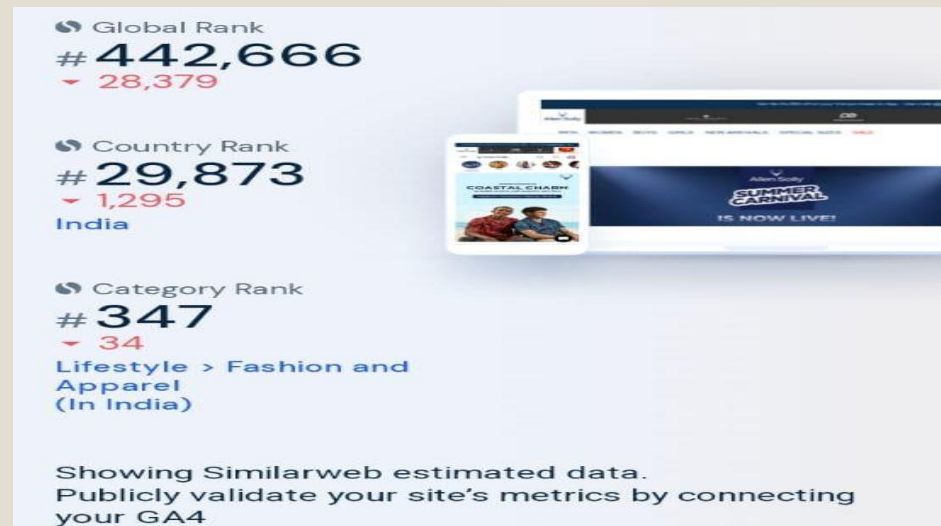
As a social marketing – or any marketer, for that matter – it's easy to get lost in the details of tracking your latest engagement rates and marketing campaigns. Buyer personas remained you to put your Audience's wants and create content to better target your ideal customer.

Part1: Brand Study, Competitor Analysis & Buyer's/Audience's persona

Competitor Analysis: Allen solly.com's top 5 competitors in August 2023 are: vanheusen India .com, peterngland.com, Louis Philippe .com, black berrys.com

Competitor1: Allensolly.com

Online shopping store: shop from a wide collection of men's, women's & kind's shirts t-shorts, Show more.



Part1: Brand Study, Competitor Analysis & Buyer's/Audience's persona

- **Competitor2: Peterngland.com**
- **grab our # style your change deals on women's clothing, men's clothing & kinds clothing with free alternations/ exchange – your pantaloons online**
- **Company** Peter England
- **Industry** Lifestyle>Fashion and Apparel

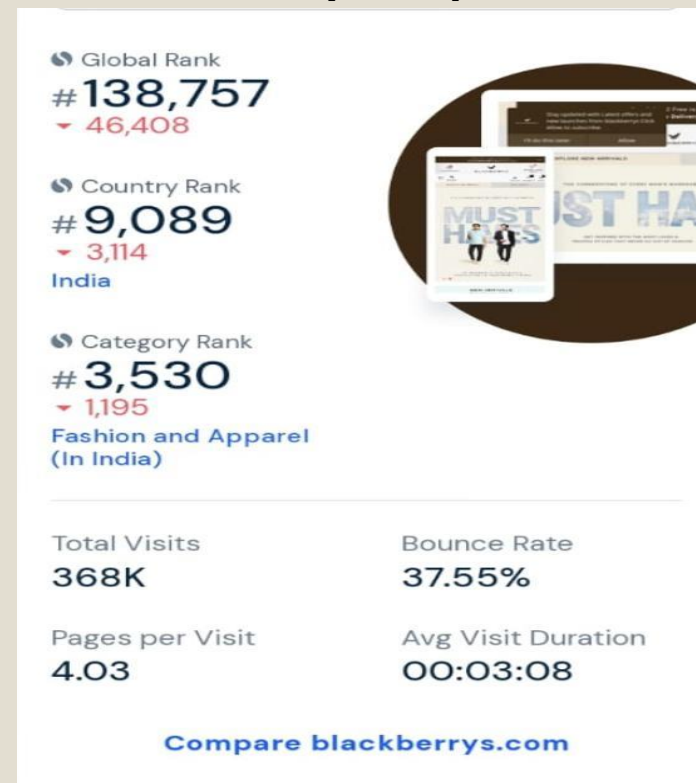


Part1: Brand Study, Competitor Analysis & Buyer's /Audience's Persona

Competitor3: Black berrys .com #3

Buy formal and casual wear for men from blackberrys. Explore our wide range of premium menswear. Shop now!

Company Blackberrys
Indusrty Lifestyle>Fashion
and Appear



Part2: SEO& Keyword Research

SEO Audit: Allen solly is an initiative of Madura Fashion & lifestyle, a division of Adithya Birla Fashion and lifestyle. It is one of India's largest and fastest-growing growing branded apparel company.

Keaword/Research: Define Research objective: Allen solly, Allen solly showroom platrivotom, Allen solly slimfit formal shirts, Allen solly India, Allen solly near me, Allen solly shirts, Allen solly uk, Allen solly women.

On page optimization: On – page SEO (also called on – site SEO) is process of optimizing your webpage content for search engines and users. Common tasks associated with on – page SEO include optimizing for search intent, title tags, internal links, and URLs.

Part3: Content ideas and marketing strategies

- **Marketing Strategy of Allen Solly analyzes the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). These business strategies, based on Allen Solly marketing mix, help the brand succeed in the market. Let us start the Allen Solly Marketing Strategy & Mix to understand its product, pricing, advertising & distribution strategies:**
- **Quick Glance:**
- **Product Strategy**
- **Pricing Strategy**
- **Place and Distribution Strategy**
- **Promotional and Advertising Strategy**

Part3: Content ideas and marketing strategies

- **Allen Solly Product Strategy:**
- **The product strategy and mix in Allen Solly marketing strategy can be explained as follows:**
- **Allen Solly extensively work over new designs with changes in fashion trends. With the extensive dynamic market in the textile industry, Allen Solly has maintained its brand image with maintained quality and customer services. Allen Solly has Men, women, junior, accessories, footwear, Friday living are different categories of products in its marketing mix. Exclusive collection of T-shirts, shirts, shorts, trousers and jackets of Allen Solly is from casual product segments. Allen Solly has also focused over its exclusive formals segment**
- **Both in Men and female, the varieties of formats are available. Business formals with the special products line for young woman professional made Allen Solly exclusive brands for working professionals.**

Part3: Content ideas and marketing strategies

- In accessories category, Allen Solly has partnered with pumps and a stylish tote bag. Clutches, shrugs, wallets, winter wear and now sports ware is part of Allen Solly Brand owns Allen Solly, Solly Sport, Solly Jeans Co as subsidiary brands.



Part3: Content ideas and marketing strategies

- **Allen Solly Price/Pricing Strategy:**
- **Below is the pricing strategy in Allen Solly marketing strategy:**
- **Allen Solly brand is known for understanding the need of casual wearing of young working professionals. Hence the pricing strategy in its marketing mix was designed considering youth and their purchasing capacity.**
- **Ideas of 'Friday dressing' was specially introduced to target working people and their need of looking cool on Fridays in the office. Hence the Allen Solly also focuses on its prices consider the competition in the market. The rivals like Ideas of 'Friday dressing' was specially introduced to target working people and their need of looking cool on Fridays in the office. Hence the Allen Solly also focuses on its prices consider the competition in the market.**

Part4: Content creation and curance of Instagram Story

- <https://instagram.com/stories/makeupproducts168/3213222078002735299?igshid=MTc4MmM1Yml2Ng==>