

COMPITORS ANALYSIS REPORT

FASTRACK



Fastrack was launched in 1998 and became an independent urban youth brand in 2005. Since then, it has carved a niche for itself with watches and sunglasses that are both fashionable and affordable. Fastrack extended its footprint into accessories in 2009 with a range of bags, belts and wallets. Fastrack retails across the nation through 158 exclusive Fastrack stores in over 79 cities as well as authorized multi-brand outlets and online (www.fastrack.in). Today, the brand has successfully notched up the title of being the most loved youth fashion brand in the country.

- **Digital Marketing Strategy**

Fastrack's digital marketing approach emphasizes improving its website for search engines (SEO) and mobile devices to increase online visibility and user experience. A good content marketing strategy involves frequently updating blogs and using compelling visual content, such as videos and infographics, to inform and fascinate the audience about watches and fashion trends. Utilizing influencers and focused advertisements on social media platforms like Instagram and Facebook is essential for brands to advertise, interact with customers, and ultimately boost their audience and sales. Email marketing strategies are divided into segments and automated to cultivate leads and promote loyalty from customers. Continuous evaluation of performance with analytics enhances strategies with up-to-date data, resulting in increased ROI and sustaining competitiveness in the watch market.

- **Website**

<https://www.fastrack.in/shop/watches>



Sonata – where time meets fashion in the most vibrant way! With our youthful and fashionable designs, we believe that your wrist should be a canvas for self-expression. Our diverse collection of watches caters to every occasion and theme, ensuring that you'll always find the perfect watch to complement your style.

Discover a world of possibilities with over 1000+ unique watches in our extensive range starting from Rs 549. From sleek and minimalist designs to bold and eye-catching statements, our collections embody the latest trends while maintaining our commitment to quality and affordability. We are proud to collaborate with over 8000+ authorized sellers, spreading our fashionable watches far and wide. Be it a glamorous event or everyday adventure, our watches are designed to make you look effortlessly stylish.

- **Digital Marketing Strategy**

Sonata Watches' digital marketing plan starts with improving its website for SEO, concentrating on keywords linked to watches, fashion trends, and strength to boost organic search presence. Content marketing strategies involve a variety of blogs, videos, and social media posts showcasing product features, styling advice, and customer reviews to connect with and inform their desired audience. Social media platforms like Instagram, Facebook, and YouTube are used to display new collections, host contests, and partner with influencers in fashion and lifestyle industries. Paid ads on search engines and social media target certain demographics and interests, generating website traffic and boosting brand recognition. Email marketing is utilized for customized communication, such as sharing product updates, providing exclusive offers, and promoting loyalty programs in order to cultivate customer connections and boost sales. Utilizing analytics tools for ongoing performance analysis guarantees Sonata stays ahead in the watch industry by optimizing conversions and evolving its strategy with data-driven insights.

- **Website**

<https://www.sonatawatches.in/>



TIMEX

Timex Group designs, manufactures and markets innovative timepieces and jewellery globally. Timex, founded in 1854, has expanded to become Timex Group, a privately held company, with several operating units and over 5,000 employees worldwide. One of the largest watch makers in the world, Timex Group companies include the Timex Business Unit (Timex, Timex Ironman, Nautica, Marc Ecko and Helix); Timex Group Luxury Watches (Salvatore Ferragamo); Sequel (Guess, Gc) and Vertime (Versace).

Timex Group built its reputation as the pioneer in timekeeping by harnessing the power and possibility of time.

- **Digital Marketing Strategy**

Timex Watches utilizes a strong online marketing plan to increase brand recognition and boost sales. Central to the approach is a thorough SEO plan, enhancing their site and product pages with appropriate keywords to secure strong visibility in search engine outcomes. Platforms like Instagram, Facebook, and Twitter are strategically used to interact with their audience through engaging content like product launches, lifestyle imagery, and user-generated content. Timex utilizes paid advertising on search engines and social media platforms to effectively target specific demographics and promote new collections or special deals. Content marketing is vital in creating valuable content like blogs, articles, and videos for both watch enthusiasts and fashion-conscious consumers. Email marketing strategies are individualized to cultivate customer connections by providing special discounts, new product alerts, and brand news. Timex works with influencers and brand ambassadors to expand their presence and reputation in the watch industry. Ongoing evaluation and improvement guarantee that Timex's digital marketing strategies support business objectives, promoting continuous growth and upholding their position as a top competitor in the watch market.

- **Website**

<https://timex.com/>



Titan has come a long way since 1984 when we started with one product category. Today, with over 8,000 employees and about 38,000 in the overall Titan ecosystem, 16 brands and over 2,000 retail stores, we are as committed as ever to delivering profitable and responsible growth for all our stakeholders.

Titan is India's leading lifestyle company and among the most admired and respected corporates in the country. We have established leading positions in the Jewellery, Watches and Eyecare categories led by our trusted brands and superior customer experience. We have also diversified into Wearables, Indian Dress Wear and Fragrances & Fashion Accessories and are driving differentiation in these lifestyle categories, underpinned by our deep understanding of customer preferences.

- **Digital Marketing Strategy**

Titan Watches utilizes an all-encompassing digital marketing plan that combines different strategies to enhance brand visibility and boost sales. At the core of their method is a strong SEO plan, refining their website and product pages with appropriate keywords to enhance organic search rankings and draw in specific visitors. Social media is very important for Titan, as they use platforms such as Instagram, Facebook, and LinkedIn to connect with their audience by sharing visually attractive content like product displays, lifestyle pictures, and customer feedback. Strategic paid advertising campaigns on Google Ads and social media channels are used to increase reach, showcase new collections, and encourage conversions within targeted demographics and interest groups. Content marketing is fundamental for Titan, as they produce and distribute valuable content like blogs, articles, and videos. This content showcases their products and offers insights on watch trends, fashion advice, and brand narratives. Email campaigns are utilized to cultivate leads and build customer loyalty by sending personalized messages such as product updates, special promotions, and event invites. Moreover, Titan

works with influencers and partners in the fashion and lifestyle sectors to broaden their audience and boost brand credibility. Continuous monitoring and evaluation through analytics tools help enhance and optimize their digital marketing strategies by utilizing real-time data, with the goal of achieving maximum ROI and staying competitive in the ever-changing watch market.

- **Website**

https://www.titan.co.in/shop/bestsellers?utm_source=google&utm_medium=cpc&utm_campaign=MS_Titan_Google_Brand-search_TitanwatchesOpenTargeting2_Exact_Perf_010720&utm_content=20738754177&gad_source=1&gclid=CjwKCAjw7s20BhBFEiwABVIMrapEruIa49-qlHDIYuINXIFP4x3yBPzCsFnbz3SMb1uyxXeSA5-39BoCgVUQAvD_BwE

FOLLOWERS CHART

COMPANY NAME	FOLLOWERS		
	INSTAGRAM FOLLOWERS	FACEBOOK FOLLOWERS	YOUTUBE FOLLOWERS
FASTRACK	7,49,000	83,00,000	54,900
SONATA	2,86,000	11,00,000	23,300
TIMEX	3,89,000	10,00,000	11,100
TITAN	5,28,000	25,00,000	49,300

