

PROJECT ABSTRACT

DIGITAL MARKETING STRATEGY FOR NEW BUSINESS

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COMPANY BUSINESS NAME: MAN SPIRIT



INTRODUCTION: MANSPIRIT is a trendsetting online store, offering our first-rate products and exceptional customer service to shoppers from the comfort of their own homes. We're a business made up of innovators and forward-thinkers, with the drive and wherewithal to constantly update and improve the online shopping experience.

MANSPIRIT provides stylish, high-quality products across

- Men's Clothing,
- Men's Accessories,
- Sports Accessories

through a diversified portfolio of own brands, national and international brands.

The uniqueness of the store is the core, which delivers "fashion at great value".

Our online store has become synonymous with quality, and we ensure a continuous variety of fantastic merchandise that fit any budget. Check it out and start shopping today.

Each Man Spirit store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained fashion professionals offering best-in-class customer assistance Trends customers through visiting the Man Spirit Official Website can access a large collection of fashionable, high-quality products at a great value delivered at their doorsteps.

Mission: We aim to create a globally recognized fashion organization here in India by bringing alive the Indian idiom of fashion

Vision: To be the leading lifestyle fashion company in India by creating exceptional brands and shopping experiences that will bring alive the Indian idiom of fashion.

PROMOTION ACTIVITIES:

Digital marketing should still be an essential component of your overall plan, with so many brands going digital these days.

1. The Omnichannel effect (Omni-channel - is a multichannel approach to sales)
2. Key elements of a fashion brand's social media strategy
3. Cover your more basics in detail with customers.
4. Use the power of Social Media Networks and dominate the hashtags.
5. Establish your brand's voice and tone.
6. Creating Interesting Content Bank, social media Schedule, Blogs
7. social media Tools
8. Getting a Website and Optimizing the sites with SEO
9. Measurement and analysis.

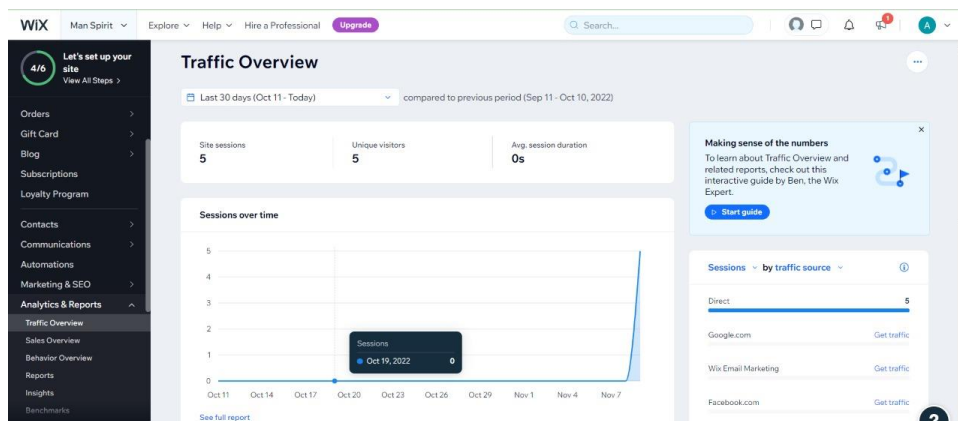
BENCHMARK USED BY FASHION BRANDS TO GAIN COMPETITIVE ADVANTAGE

1. Targeting and Customization
2. Content marketing

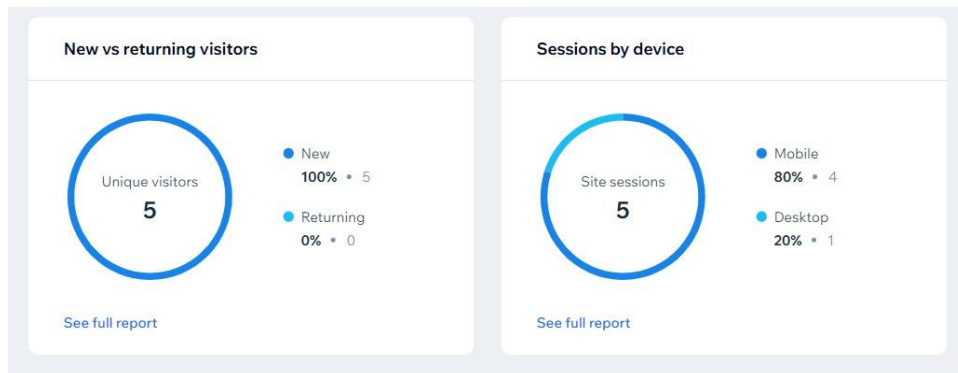
Analytics Report

Website Analytics: (Wix Analytics)

- Below pic shows the overall traffic which is available in Analytics & Reports option.

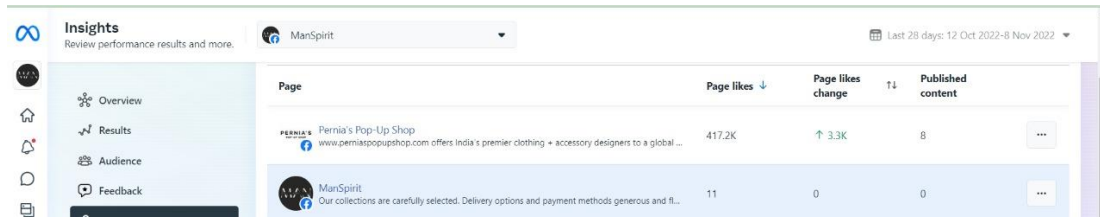


- The below graphs shown about the visitors for the website



Facebook:

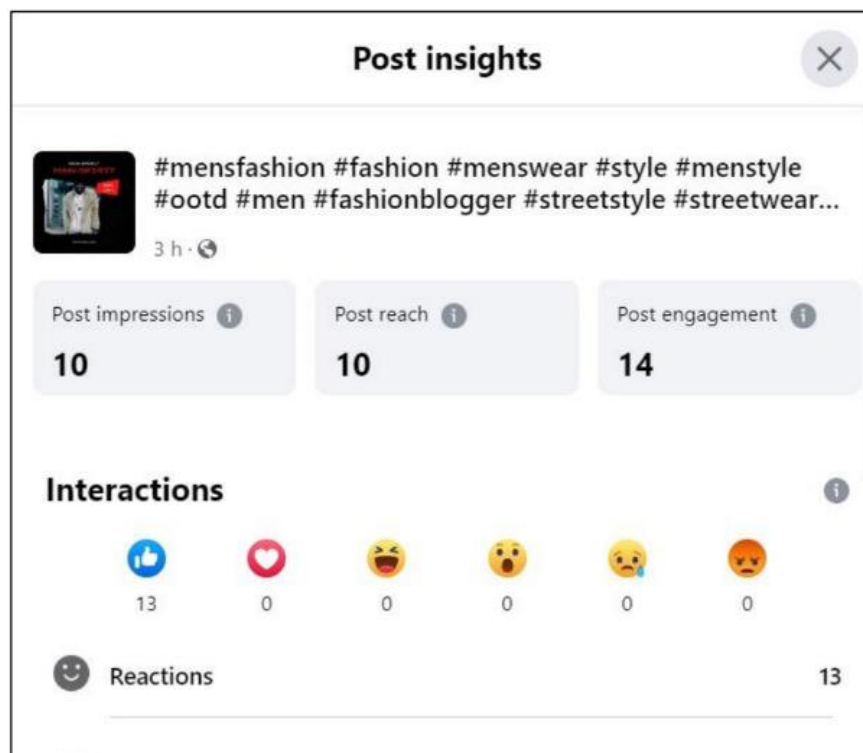
- The below image shows the comparison of reach between 2 similar pages.



The image shows the Facebook Insights interface comparing two pages. The left sidebar contains navigation options: Overview, Results, Audience, and Feedback. The main table lists the pages and their performance metrics over the last 28 days (Oct 12 to Nov 8, 2022).

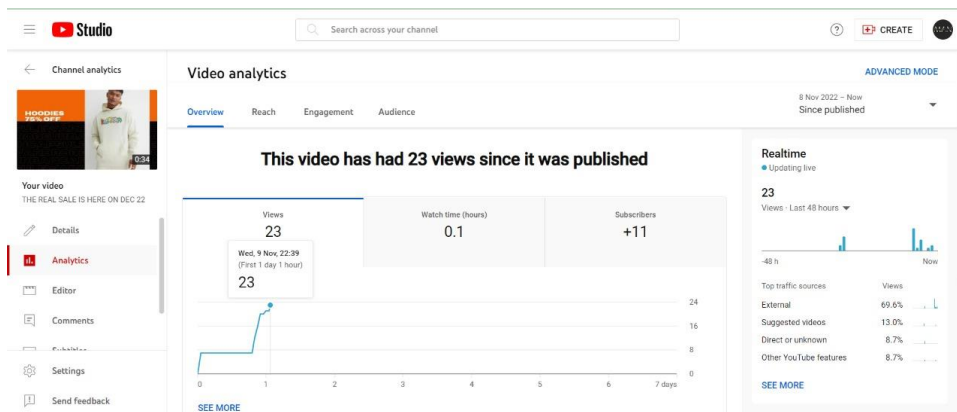
Page	Page likes ↓	Page likes change ↑↓	Published content
Pernia's Pop-Up Shop www.perniapopupshop.com offers India's premier clothing + accessory designers to a global ...	417.2K	↑ 3.3K	8
ManSpirit Our collections are carefully selected. Delivery options and payment methods generous and fl...	11	0	0

- The below image shows the post insight.

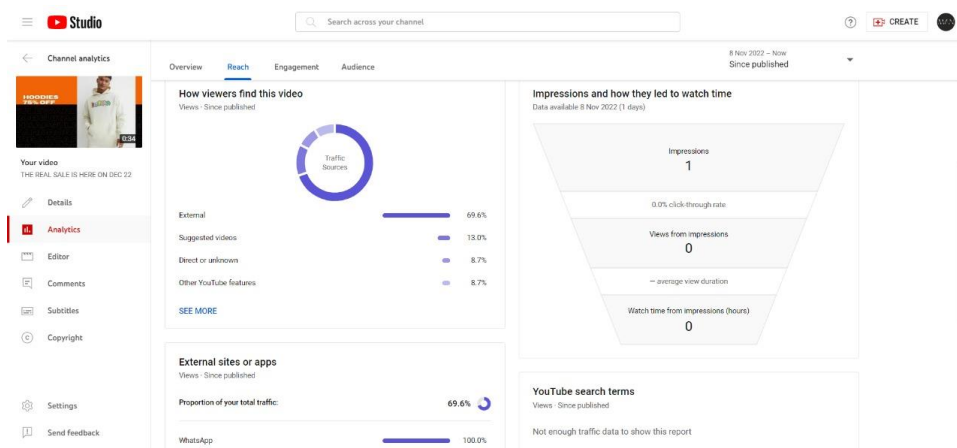


YouTube:

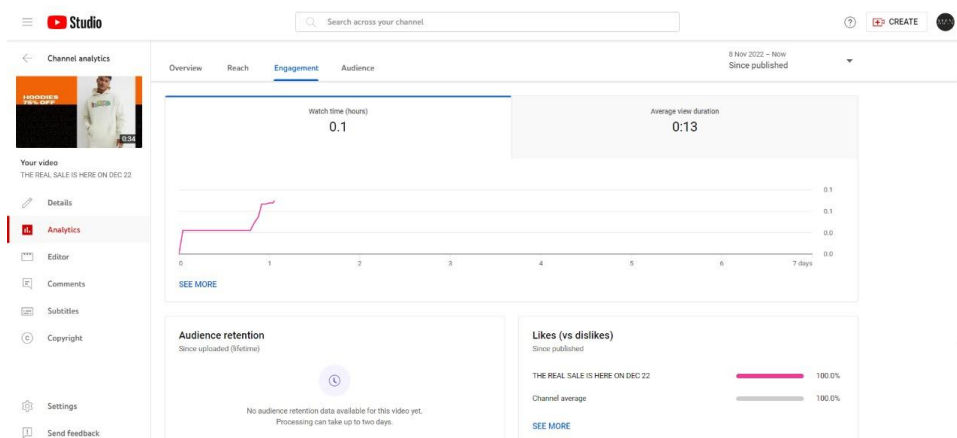
- The below image shows the engagement in the video which is available under analytics.



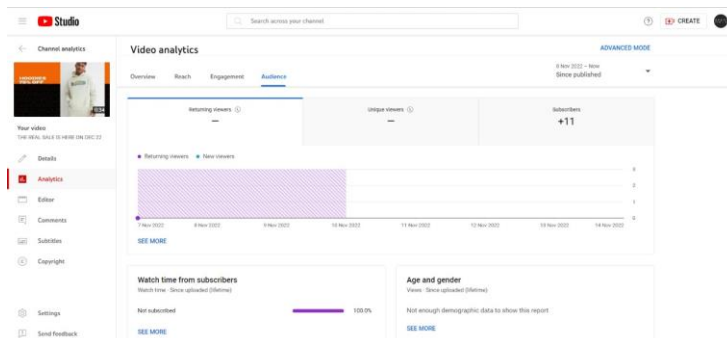
- The below image shows the viewers find our video.



- The below image shows the overall video analytics.









- The below image shows analytics on subscribers for the channel.



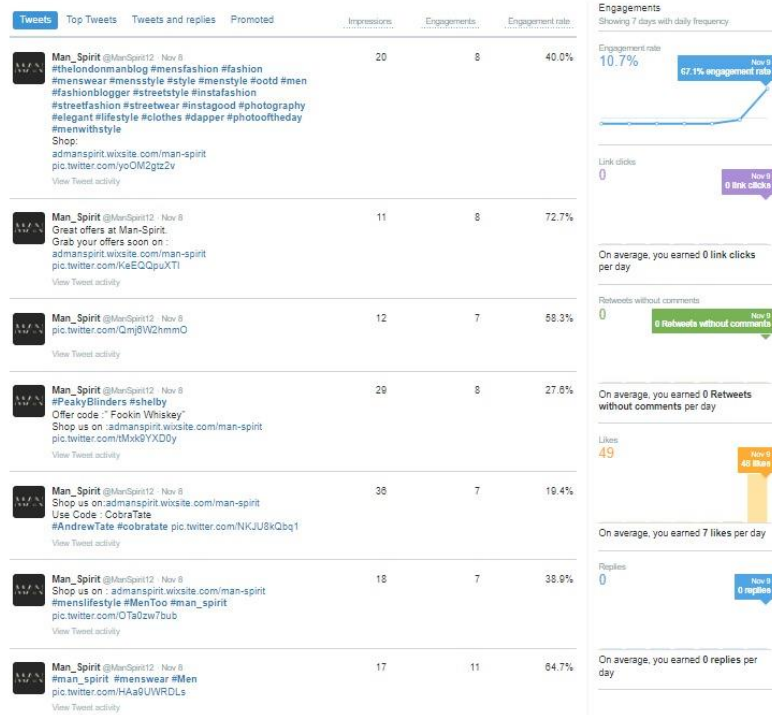
Twitter:

- The below images show about the individual tweet analysis which is available on right bottom of every tweet

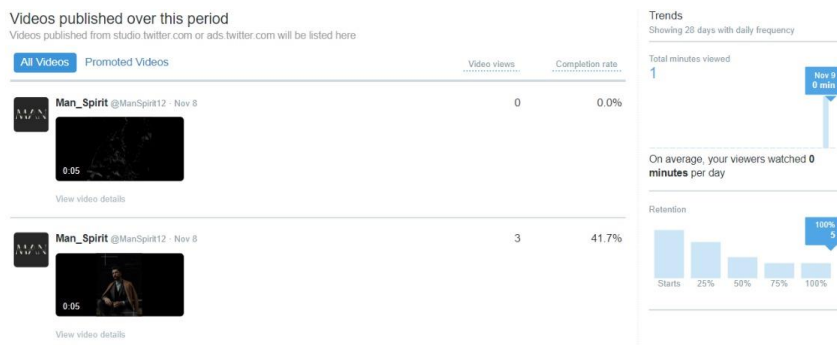


Posts				Create a post	Last 90 days	Date
	Check us on : https://admanspirit.wixsite.com/man-spirit 50% flat discount on all products. "Turn on the Man in You "	Post reach	Engagement	Boost post		
	Wed, 9 Nov	3	3			
	Exciting offers at Man-Spirit ! Offers on all shoes . Check us on : https://admanspirit.wixsite.com/man-spirit	Post reach	Engagement	Boost post		
	Wed, 9 Nov	2	4			
	#mensfashion #fashion #menswear #style #menstyle #ootd #men #fashionblogger #streetstyle #streetwear #photooftheday #lifestyle #fashionista #menwithstyle #onlineshopping #menshair #outfit #clothing	Post reach	Engagement	Boost post		
	Wed, 9 Nov	10	13			
	#mensfashion #fashion #menswear #style #menstyle #ootd #men #fashionblogger #streetstyle#streetwear #fashionstyle #lifestyle #fashionista #menwithstyle #onlineshopping #menshair #outfit #clothing	Post reach	Engagement	Boost post		
	Wed, 9 Nov	9	12			
	ManSpirit's video	Post reach	Engagement	Boost post		
	Wed, 9 Nov	9	13			
	ManSpirit updated their profile picture.	Post reach	Engagement	Create Ad		
	Wed, 9 Nov	0	13			

- The below image is the summary of all tweets which is available in Twitter analytics.



- Below image shows the overall summary of the Twitter account which is available below profile pic in home page.



- The below image shows about the video analytics

