

## **Comprehensive Digital Marketing Project Work**

## Part 1: Brand study, CompetitorAnalysis & Buyer's/Audience's Persona

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

### Mission/Values:



### LOGO:

### Vision of Red Tape Company:

"To be the global leader in fashion-forward, high-quality footwear and apparel, creating a lasting impact on the lives of our customers."

### Mission of Red Tape Company:

**Deliver Superior Products:** Red Tape is dedicated to producing and offering superior-quality footwear and apparel that combines cutting-edge fashion, comfort, and durability. They strive to exceed customer expectations by consistently delivering products that reflect the latest trends and meet the highest standards of craftsmanship.

1. Customer Satisfaction: Red Tape is committed to providing an exceptional shopping experience for its customers. They aim to understand and anticipate customer needs, offering personalized assistance, excellent service, and a seamless shopping process.

By prioritizing customer satisfaction, Red Tape seeks to build long-lasting relationships with its customers.

2. Innovation and Design: Red Tape places a strong emphasis on innovation and design excellence. They constantly explore new ideas, materials, and technologies to create fashion-forward products that inspire and resonate with their customers. Red Tape aims to be at the forefront of fashion trends, setting new standards in style and aesthetics.

3. **Employee Empowerment**: Red Tape recognizes that its success is driven by its talented and dedicated employees. They are committed to fostering a positive and inclusive work environment that values teamwork, creativity, and professional growth. Red Tape empowers its employees by providing training, development opportunities, and a supportive culture that encourages innovation and collaboration.
4. **Social Responsibility**: Red Tape acknowledges its responsibility towards society and the environment. They strive to conduct business ethically, promote fair labor practices, and minimize their ecological footprint. Red Tape actively engages in initiatives that contribute to social causes, community development, and sustainability.
5. **Global Expansion**: Red Tape aims to expand its global presence by establishing a strong foothold in international markets. They seek to reach customers worldwide, offering them access to their premium footwear and apparel. Red Tape's expansion strategy includes partnerships, strategic alliances, and a focus on understanding and catering to the unique preferences and needs of diverse cultures. By adhering to these core principles, Red Tape endeavors to realize its vision of becoming a global leader in fashion-forward, high-quality footwear and apparel. Their mission emphasizes superior products, customer satisfaction, innovation, employee empowerment, social responsibility, and global expansion.

## **USP:**

The Unique Selling Proposition (USP) of Red Tape Company lies in its ability to combine contemporary style, high-quality craftsmanship, and affordability, making it a top choice for fashion-conscious consumers. Here's the USP of Red Tape:

"Red Tape: Fashion-Forward Footwear and Apparel, Unmatched in Style, Quality, and Value. Trendsetting Fashion: Red Tape is known for its ability to set trends and offer fashion-forward footwear and apparel. By staying attuned to the latest fashion trends and design influences, Red Tape consistently introduces collections that resonate with the tastes of modern consumers, making them stand out as a fashion leader in the industry.

- 1. Superior Quality:** Red Tape prides itself on its commitment to producing premium-quality products. From selecting the finest materials to employing skilled craftsmanship, Red Tape ensures that each item meets stringent quality standards, resulting in durable and long-lasting footwear and apparel that customers can rely on.
- 2. Affordable Luxury:** While Red Tape delivers high-end fashion and quality, it also strives to maintain affordability. This unique combination of style and value allows customers to enjoy luxurious and fashionable products without breaking the bank, making Red Tape an accessible brand for a broader audience.
- 3. Versatility:** Red Tape offers a diverse range of footwear and apparel options suitable for various occasions and lifestyles. Whether it's formal shoes for the office, casual sneakers for leisure, or stylish apparel for everyday wear, Red Tape provides versatile choices to cater to different customer needs.
- 4. Customer-Centric Approach:** Red Tape focuses on understanding and meeting customer expectations. By actively listening to customer feedback and preferences, they continually adapt their designs and offerings to match the ever-changing demands of the market, ensuring high customer satisfaction.
- 5. Global Presence:** With a robust global presence, Red Tape has expanded its reach to numerous countries, providing customers worldwide access to its fashionable products. This global approach enables Red Tape to capture a diverse consumer base and become a recognizable brand on an international scale.

In summary, Red Tape's USP revolves around being a trendsetting, high-quality, and affordable fashion brand that caters to a wide range of customers. By combining fashion-forward designs with superior craftsmanship and maintaining a customer-centric approach, Red Tape distinguishes itself in the market and solidifies its reputation as a preferred choice for stylish and budget-conscious consumers.

## **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

- Analyze Brand Messaging: The brand message of Red Tape Company can be summarized as follows\

### ***"Red Tape: Embrace Fashion, Comfort, and Quality in Every Step"***

Embrace Fashion: Red Tape encourages its customers to embrace fashion and stay up-to-date with the latest trends. The brand strives to be a trendsetter, offering fashion-forward designs that allow individuals to express their unique style and personality through their footwear and apparel choices.

Comfort: Red Tape recognizes the importance of comfort in footwear and apparel. The brand is dedicated to creating products that not only look stylish but also provide the utmost comfort and support. Red Tape aims to ensure that customers can confidently go about their daily activities with ease and without discomfort.

Quality: Quality is at the core of Red Tape's brand message. The company takes pride in using premium materials and employing skilled craftsmanship to deliver products that are durable, reliable, and long-lasting. By maintaining high-quality standards, Red Tape aims to build trust and loyalty with its customers.

Every Step: The brand message emphasizes that Red Tape is with its customers every step of the way. Whether it's in their daily routines, special occasions, or life's adventures, Red Tape

aims to be a trusted companion, providing fashionable and comfortable footwear and apparel for all occasions.

Overall, the brand message of Red Tape Company conveys a commitment to fashion, comfort, and quality, inviting customers to embrace their unique style while ensuring their feet are well-taken care of in every step they take

- **Examine the brand's tagline:**

*See it, Feel it, Try it and then Buy it.*

Having extensive experience of more than four decades, his expertise extends across Industrial & Leather Technology and Business Management. He is responsible for the overall management of the company.

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

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

**Competitor 1:**

Clarks: Clarks is a British-based international footwear brand known for its stylish and comfortable shoes. They offer a wide range of footwear for men, women, and children, and like Red Tape, Clarks also emphasizes quality craftsmanship and innovation.

**Competitor 2:**

Hush Puppies: Hush Puppies is another well-known global brand that focuses on casual and comfortable footwear. They are recognized for their iconic and relaxed designs, catering to both men and women who seek stylish shoes with a laid-back vibe.

**Competitor 3:**

Skechers: Skechers is a popular American footwear brand that has gained worldwide recognition for its trendy and comfortable shoes. Skechers offers a vast array of footwear for various activities, including sports, casual wear, and work settings, making them a direct competitor to Red Tape.

## **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviour, and interests.

### **1. Demographics:**

- > Age: Primarily targets individuals aged 18 to 45 years old, although their products may appeal to a broader age range.
- > Gender: Targets both men and women, with a wide range of footwear and apparel options for each.
- > Location: Primarily urban and semi-urban areas with access to retail outlets and online shopping platforms.
- > Income: Middle to upper-middle-income individuals who can afford quality fashion products at a reasonable price.



## **2.Psychographics:**

- > Fashion-Conscious: The target audience values fashion and seeks to stay updated with the latest trends and styles.
- > Quality-Oriented: They prioritize the quality and durability of their purchases, looking for products that offer value for money.
- > Self-Expression: The audience uses fashion as a means of self-expression and personal identity, looking for unique and stylish designs.
- > Brand-Conscious: They are aware of popular brands and seek to associate themselves with reputable and recognized labels like Red Tape.

## **3.Behaviour:**

- > Online Shoppers: They are comfortable shopping online and are likely to explore various e-commerce platforms to discover and purchase Red Tape products.



- > Occasional Shoppers: The audience may purchase footwear and apparel based on specific occasions, events, or changing fashion needs.
- > Brand Loyalty: Loyal customers who appreciate Red Tape's design, quality, and value, leading to repeat purchases and positive word-of-mouth.
- > Fashion-Seekers: The target audience actively follows fashion influencers, reads fashion magazines, and participates in fashion-related discussions.

#### **4. Interests:**

- > Footwear and Apparel: They have a keen interest in footwear and apparel, viewing them as essential elements of their overall style and fashion statement.
- > Trend Spotting: They enjoy staying updated on the latest fashion trends and seek products that reflect current styles.
- > Lifestyle: The audience values a balanced lifestyle, enjoying activities like socializing, attending events, and being active.

## **Part 2: SEO & Keyword Research**

**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

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.

## **SEO AUDIT**

An SEO audit is a comprehensive evaluation of a website's search engine optimization (SEO) performance, aimed at identifying areas of improvement and providing actionable insights to enhance its online visibility and organic search rankings. In this case, let's perform an SEO audit on "Brand RedTape," a fictional company that specializes in manufacturing high-quality office supplies.

### **Website Analysis:**

Start by examining the website's overall design, structure, and user experience. Is the site visually appealing, intuitive, and easy to navigate? A user-friendly website encourages visitors to stay longer, reducing bounce rates and improving search rankings.

Check for mobile responsiveness .A significant portion of web traffic comes from mobile devices, so ensuring the website looks and functions well on various screen sizes is crucial for SEO.

## Site Audit ? : redtape.com

Last Crawl: July 23, 2023 2:05 PM

ON-PAGE SEO SCORE ?  
**78**

GREAT

ORGANIC MONTHLY TRAFFIC ?  
**1,260,827**

GREAT

ORGANIC KEYWORDS ?  
**64,004**

GREAT

BACKLINKS ?  
**5,810**

GREAT

### SEO ISSUES DISCOVERED ?

**231**

#### TOP SEO ISSUES ?

13 pages have a low word count

4 pages with duplicate meta descriptions

1 pages without a H1 heading

[See All SEO Issues →](#)

### PAGES DISCOVERED ?

**150**

We've crawled 150 pages and found 0 blocked pages for a total of 150 pages discovered.

#### PAGE STATUS ?

<span style="background-color: #2e9f3b; border: 1px solid #2e9f3b; width: 15px; height: 15px;"></span>	Successful	<b>150</b>
<span style="background-color: #99d8c9; border: 1px solid #99d8c9; width: 15px; height: 15px;"></span>	Redirected	<b>0</b>
<span style="background-color: #fbb429; border: 1px solid #fbb429; width: 15px; height: 15px;"></span>	Broken	<b>0</b>
<span style="background-color: #e74c3c; border: 1px solid #e74c3c; width: 15px; height: 15px;"></span>	Blocked	<b>0</b>

[See All Pages →](#)

Review the website's loading speed. A slow-loading site can negatively impact both user experience and search rankings. Utilise tools like Google PageSpeed Insights to identify areas for improvement.

## **KEYWORDRESEARCH**

Keyword research on the topic of "brand red tape" can help you uncover relevant keywords and phrases that people might be using to search for information related to this subject. "Brand red tape" might refer to bureaucratic obstacles or unnecessary administrative processes that hinder a brand's ability to operate efficiently or innovate. Here's how you can conduct keyword research on this topic:

Use Keyword Research Tools: Start by using keyword research tools such as Google Keyword Planner, SEMrush, or Ahrefs. These tools can provide valuable insights into the search volume, competition, and related keywords.

Seed Keywords: Begin with a few seed keywords related to "brand red tape," such as:

Brand bureaucracy

Red tape in branding Branding obstacles Brand management challenges Brand innovation hurdles

Explore Related Keywords: Use the keyword research tools to explore related keywords and phrases. Look for terms that are frequently searched, have moderate competition, and are relevant to the topic. Some examples might include:

Branding regulations Brand compliance

Brand documentation Brand approval process Brand governance

Long-tail Keywords: Consider long-tail keywords that are more specific and may have lower search volume but higher chances of conversion. For example:

How to overcome brand red tape Red tape impact on branding Avoiding bureaucracy in branding Simplifying brand approval process

Competitor Analysis: Look at your competitors and analyze the keywords they are targeting related to brand red tape. This can give you valuable insights into their content strategy.

Use Search Suggestions: When you type your seed keywords into search engines like Google, you'll often see a drop-down list of search suggestions. These can provide additional keyword ideas.

Check Industry Forums and Communities: Explore forums and communities related to branding or marketing to see what language and terms people use when discussing brand red tape.

Analyse Social Media: Social media platforms can also offer insights into the language and terms used around this topic. Check posts, comments, and hashtags related to branding challenges.

Remember to target keywords that are relevant to your content and audience. Creating valuable content around these keywords can help you attract organic traffic and engage with your target audience effectively.

KEYWORDS	VOL	CPC	SD	UPDA
redtape shoes	301,000	₹2.46	67	3 mont
<strong>YOUR KEYWORDS</strong>				
red tape mens shoes	90,500	₹1.23	50	1 mont
redtape shoes for men	60,500	₹1.64	54	3 mont
redtape shoes for women	49,500	₹1.64	48	2 week
redtape shoes women	40,500	₹1.64	50	1 mont
redtape shoes	27,100	₹1.64	61	5

### SEARCH VOLUME

**301,000**

HIGH

### SEO DIFFICULTY

**67**



Last Updated: 3 Months

### PAID DIFFICULTY

**99**

### COST PER CLICK (CPC)

**₹2.46**

# KEYWORD RESEARCH :

## REDTAPE SHOES

flipkart.com			
Common Keywords	Keywords Gap	Estimated Traffic	Backlinks
15,403	2.9m	345.3m	55.3m
<a href="#">COMMON KEYWORDS</a>		<a href="#">KEYWORDS GAP</a>	

myntra.com			
Common Keywords	Keywords Gap	Estimated Traffic	Backlinks
14,133	440,329	227.3m	25.8m
<a href="#">COMMON KEYWORDS</a>		<a href="#">KEYWORDS GAP</a>	

ajio.com			
Common Keywords	Keywords Gap	Estimated Traffic	Backlinks
13,963	290,079	48.2m	2.7m
<a href="#">COMMON KEYWORDS</a>		<a href="#">KEYWORDS GAP</a>	

tatacliq.com			
Common Keywords	Keywords Gap	Estimated Traffic	Backlinks
10,222	258,570	13.6m	1.1m
<a href="#">COMMON KEYWORDS</a>		<a href="#">KEYWORDS GAP</a>	

KEYWORDS	VOL	CPC	SD	UPDA
red tape shoes showroom near me		1,300	₹3.28	48 2 week
redtape shoes boots		1,000	₹2.46	67 3 mont
redtape showroom in jaipur		1,000	₹0.82	9 3 mont
redtape shoes online		1,000	₹2.46	49 1 mont
redtape derby shoes		590	₹2.87	42 1 mont
redtape shoes under 1500		390	₹1.23	36 3 mont
redtape shoes ajio		390	₹4.92	57 1 mont

KEYWORDS	VOL	CPC	SD	UPDA
red tape mens shoes		90,500	₹1.23	50 1 mont
redtape shoes for men		60,500	₹1.64	54 3 mont
redtape shoes for women		49,500	₹1.64	48 2 week
redtape shoes women		40,500	₹1.64	50 1 mont
redtape shoes sports		27,100	₹1.64	61 3 mont
redtape shoes black		8,100	₹1.64	60 1 last
red				?

**KEYWORD IDEAS**

KEYWORD IDEAS	VOL	CPC	SD	UPDA
red tape mens shoes		90,500	₹1.23	50 1 mont
redtape shoes for men		60,500	₹1.64	54 3 mont
redtape shoes for women		49,500	₹1.64	48 2 week
redtape shoes women		40,500	₹1.64	50 1 mont
redtape shoes sports		27,100	₹1.64	61 3 mont
redtape shoes black		8,100	₹1.64	60 1 last
red				?

## COMPETITORS KEYWORD RESEARCH

### PERFORMAX:



Performax is a renowned footwear brand that has established itself as a dominant player in the sports and athletic shoe market. With a strong commitment to innovation and customer

satisfaction, Performax has garnered a loyal following among athletes and fitness enthusiasts worldwide. The brand's success can be attributed to its exceptional main features in shoe making, which prioritise performance, comfort, and durability.

Performax Shoes Brand stands out as a leading player in the market due to its dedication to innovation, comfort, and durability. With cutting-edge technologies and a focus on providing unmatched performance and support, Performax continues to be a go-to brand for athletes seeking top-tier footwear to enhance their athletic endeavours



### SEGA:

Sega Shoes is a prominent footwear brand that has garnered widespread recognition for its innovative designs and commitment to quality. Established with a vision to deliver comfort, style, and functionality, Sega Shoes has become a go-to choice for fashionconscious individuals and active lifestyle enthusiasts alike. The brand's success can be attributed to its key features in shoe makingthat prioritise performance, durability, and trendsetting designs.

Sega Shoes has solidified its position as a reputable and fashionable footwear brand by combining innovative designs, high-quality materials, and a focus on wearer comfort. With a diverse range of styles and a commitment to durability and functionality, Sega Shoes continues to be a preferred choice for individuals seeking trendy and performance-driven footwear options.

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CAMPUS:



Campus Shoes is a well-established footwear brand that has garnered a strong reputation for its exceptional craftsmanship, style, and commitment to providing comfortable footwear solutions.

With a rich heritage and a focus on constant innovation, Campus Shoes has become a trusted choice for individuals across all age groups, from students to professionals. The brand's success can be attributed to its key features in shoe making that prioritise durability, comfort, and contemporary designs.

choice for individuals across all age groups, from students to professionals. The brand's success can be attributed to its key features in shoe making that prioritise durability, comfort, and contemporary designs.

Campus Shoes has established itself as a reputable and customer-centric footwear brand by emphasising quality craftsmanship, comfort, and contemporary designs. With a versatile range of shoes catering to different lifestyles, Campus Shoes continues to meet the diverse needs of its consumers, making it a preferred brand for reliable and stylish footwear solutions.

## OBJECTIVES OF KEYWORD

### RESEARCH:

**Identify Relevant Keywords:** The primary objective of keyword research for the brand "Red Tape" is to identify and compile a comprehensive list of relevant keywords related to the brand's products, services, and industry. This includes keywords that potential customers are likely to use when searching for products similar to those offered by Red Tape.

**Improve Organic Search Ranking:** Another key goal of keyword research is to optimize the brand's website and content for search engines. By targeting strategic keywords with high search volume and relevance, Red Tape aims to improve its organic search ranking, leading to increased visibility and higher chances of attracting organic traffic.

**Understand Customer Intent:** Keyword research helps in gaining insights into customer intent and behaviour. By analysing the keywords used by potential customers, Red Tape can better understand their preferences, needs, and pain points. This knowledge can be used to tailor marketing messages and product offerings to align with customer expectations.

**Enhance Paid Advertising Campaigns:** Keywords play a vital role in pay-per-click (PPC) advertising campaigns. Through keyword research, Red Tape can discover valuable keywords for its PPC campaigns, helping to optimise ad spend, increase click-through rates (CTR), and maximise conversions.

**Competitor Analysis:** Keyword research also involves analyzing the keywords used by competitors in the same industry. This allows Red Tape to identify potential gaps in its own keyword strategy and uncover new opportunities for targeting specific customer segments that competitors might be overlooking.

**Local SEO Optimization:** For physical stores or regional target markets, local SEO becomes crucial. By researching location-based keywords, Red Tape can enhance its local SEO efforts and attract customers from specific geographic areas, driving foot traffic to its brick-and-mortar stores.

**Long-Tail Keyword Exploration :**Apart from focusing on popular and competitive keywords, keyword research aims to uncover long-tail keywords - more specific and less competitive search terms. These long-tail keywords can be valuable for targeting niche audiences and capturing highly motivated customers.

**Content Strategy Development:** Keyword research guides content creation by revealing topics and subjects that are in demand. By incorporating targeted keywords into blog posts, articles, and other content pieces, Red Tape can establish authority in its industry and provide valuable information to potential customers.

**Measure and Track Performance:** Keyword research is an ongoing process, and it is essential to continuously measure and track the performance of chosen keywords. Red Tape can use various analytics tools to monitor keyword rankings, traffic generated from specific keywords, and the overall effectiveness of its keyword strategy.

**Improve Conversion Rates:** Ultimately, the main objective of keyword research is to attract highly relevant traffic that converts into leads or customers. By focusing on the right keywords, Red Tape can increase its conversion rates, leading to higher sales and business growth.

Remember that keyword research is not a one-time activity. Regularly updating and refining the keyword strategy based on changing market trends and customer behaviour is essential to achieve long-term success in the digital landscape.

BRAINSTORM SEED KEYWORD:

Red Tape shoe care Red Red Tape shoes Tape durability

- > Red Tape clothing
- > Red Tape craftsmanship
- > Red Tape formal shoes
- > Red Tape style guide
- > Red Tape casual shoes
- > Red Tape fashion tips
- > Red Tape boots
- > Red Tape outfit ideas
- > Red Tape sandals
- > Red Tape celebrity endorsements
- > Red Tape loafers
- > Red Tape reviews
- > Red Tape sneakers

	redtape	
	redtape shoes	
	redtape logo	
	redtape slides	
	redtape sandals	
	redtape sneakers	
	redtape clogs	
	redtape formal shoes	
	redtape share price	
	redtape shirts	
	redtape slippers	
	redtape shoes for men	
	redtape white sneakers	

- > Red Tape customer testimonials
- > Red Tape Twitter

This list covers a range of product categories, customer preferences, and brand-related topics that can serve as a starting point for further keyword research and content development for the brand "Red Tape."

#### LONG-TAIL KEYWORD RESEARCH :

In the competitive world of online retail, long-tail keywords play a crucial role in connecting potential customers with the products they desire. For Red Tape, a well-established and celebrated footwear brand, these long-tail keywords act as the gateway to a diverse range of stylish and comfortable shoes designed to meet specific needs and preferences.

#### **Long-Tail Keyword Research for Red Tape Brand:**

"Red Tape men's formal black leather shoes for office"  
"Buy Red Tape brown leather boots online for men"

"Red Tape women's high heels in silver for parties"

"Red Tape sports shoes for men for gym workouts and running"

"Best deals on Red Tape men's tan loafers for casual wear" "Red Tape comfortable women's sandals with arch support"

"Red Tape casual slip-on shoes for women with memory foam"

"Red Tape premium leather formal shoes for men in brown"

"Red Tape stylish wedges for women's summer fashion"

"Affordable Red Tape sneakers for kids with velcro straps"

#### PROCESS OF CONDUCTING KEYWORD RESEARCH :

Keyword research is a crucial step in any digital marketing strategy, as it helps identify the most relevant and valuable keywords to target for a specific brand or topic. Conducting keyword research on the brand "Red Tape" involves several steps:

#### **Understand the Brand and Target Audience:**

Before diving into keyword research, it's essential to have a clear understanding of the brand "Red Tape" and its products or services. Identify the target audience, the industry the brand operates in, and any unique selling propositions (USPs) that set Red Tape apart from competitors.

#### **Brainstorm Seed Keywords:**

Start by brainstorming a list of seed keywords that are directly related to the brand and its offerings. These are basic terms that describe the brand's products or services. For example, for Redtape, seed keywords could include "Redtape shoes," "Red Tape formal shoes," "Redtape men's shoes," etc.

### **Use Keyword Research Tools:**

To expand the list of potential keywords, use keyword research tools. There are various tools available, both free and paid, that can help you find relevant keywords. Some popular options include Google Keyword Planner, SEMrush, Ahrefs, Moz Keyword Explorer, and Ubersuggest. Enter your seed keywords into these tools to get suggestions and related keywords.

### **Analyse Search Volume and Competition:**

After generating a list of keywords, assess the search volume and competition for each keyword.

High search volume keywords indicate a higher level of interest from users, but they also tend to have more competition. Low competition keywords might be easier to rank for but could have lower search volumes. Aim for a balance between search volume and competition.

### **Focus on Long-Tail Keywords:**

Long-tail keywords are longer and more specific keyword phrases. While they may have lower search volumes, they often convert better as they target users with more precise intentions.

Incorporate relevant long-tail keywords into your list.

### **Consider User Intent:**

Understand the intent behind each keyword. Some keywords may signal informational intent (users seeking information), while others may indicate commercial intent (users looking to buy).

Tailor your keyword selection to match the intent of your target audience.

### **Competitor Analysis:**

Analyse the keywords your competitors are targeting. This can provide valuable insights into the keywords that are driving traffic and conversions in your industry. Identify gaps in their keyword strategy and look for opportunities to differentiate your brand.

### **Organise and Prioritise Keywords:**

Group your keywords into relevant categories or themes. Prioritise them based on relevance to the brand, search volume, competition, and user intent. Consider creating a mix of short-tail and long-tail keywords to create a comprehensive strategy.

### **Monitor and Update:**

Keyword research is an ongoing process. Search trends and user behaviours change over time, so it's essential to monitor the performance of your keywords regularly. Update your keyword list as needed and continue to refine your strategy to stay competitive in the market.

By following these steps, you can conduct effective keyword research for the brand "Red Tape" and develop a well-optimised SEO and content marketing strategy to reach and engage the target audience effectively.

### **SEO RECOMMENDATION PROVIDED :**

SEO recommendations for the brand "Red Tape" should focus on improving the online visibility and search engine rankings of the brand's website and content. Here are some key SEO recommendations for Redtape:

#### **Keyword Optimization:**

Identify and target relevant keywords that align with Redtape's products and services.

Incorporate these keywords naturally into the website's meta tags, titles, headings, and content. Focus on both short-tail and long-tail keywords to capture a broader range of user intent.

**Optimise Website Structure:**

Ensure the website has a clear and organised structure, making it easy for both users and search engines to navigate. Use descriptive and SEO-friendly URLs, and create a logical hierarchy of pages with proper internal linking.

**Mobile-Friendly Design:**

Optimise the website for mobile devices. With an increasing number of users accessing the internet through mobile devices, a responsive and mobile-friendly design is crucial for improving user experience and search engine rankings.

**Page Speed Optimization:**

Improve website loading speed as it is a crucial factor in both user experience and search engine rankings. Compress images, leverage browser caching, and minimize server response time to enhance page speed.

**Create High-Quality Content:**

Produce valuable, informative, and engaging content that addresses the needs of Redtape's target audience. Content should be well-researched, original, and shareable to attract organic backlinks.

**Local SEO:**

For physical store locations, implement local SEO strategies. Create and optimize Google My Business listings with accurate contact information, opening hours, and customer reviews. This helps Red Tape appear in local search results for relevant queries.

**Backlink Building:**

Focus on acquiring high-quality backlinks from authoritative and relevant websites. Partner with influencers, engage in content marketing, and promote shareable content to naturally attract backlinks.

**Social Media Integration:**

Integrate social media sharing buttons on the website to encourage users to share Redtape's content. Social signals can indirectly influence search engine rankings.

**Optimise Images and Videos:**

Compress images to reduce file sizes without compromising quality. Use descriptive alt tags for images and transcriptions for videos to make them more accessible to search engines.

**Monitor and Analyze Performance:**

Regularly monitor the website's performance using tools like Google Analytics and Google Search Console. Analyse key metrics like organic traffic, click-through rates, bounce rates, and keyword rankings to identify areas for improvement.

**Implement Structured Data Markup:**

Utilise schema markup to provide search engines with additional context about Redtape's products, services, and business information. This can lead to rich snippets in search results, enhancing the visibility and click-through rate.

### **Stay Updated with SEO Trends:**

SEO is constantly evolving, so it's crucial to stay updated with the latest SEO trends and best practices. Follow reputable SEO blogs, attend industry conferences, and adapt the strategy accordingly.

By implementing these SEO recommendations, Redtape can enhance its online presence, attract more organic traffic, and improve its rankings on search engine results pages. Consistency, quality, and staying informed about SEO developments are key to success in the ever-changing digital landscape.

### **CHALLENGES FACED DURING THE RESEARCH AND ANALYSIS :**

During the research and analysis phase on brand redtape, researchers and analysts encounter various challenges that can hinder the process of understanding and addressing this complex issue. Brand red tape refers to the bureaucratic hurdles and restrictions that prevent a brand from effectively implementing its marketing strategies and achieving its objectives. Let's delve into some of the key challenges faced during this phase:

#### **Limited Access to Information:**

Obtaining comprehensive and accurate data on brand red tape can be challenging. Companies often keep such information confidential, making it difficult for researchers to gain access to relevant documents and insights. Without access to the right data, it becomes challenging to understand the extent and impact of red tape on the brand.

### **Lack of Transparency:**

Even when some information is available, it may lack transparency, making it challenging to discern the exact reasons and processes contributing to brand red tape. Companies might not be forthcoming about the internal mechanisms causing red tape, which leaves analysts with an incomplete picture.

### **Vague Definitions and Criteria:**

Brand red tape can manifest in various ways, such as lengthy approval processes, complex decision-making structures, or outdated policies. Defining and identifying red tape with precision can be problematic, as it can be subjective and vary across different organisations.

### **Multifactorial Nature**

: Redtape is rarely caused by a single issue; rather, it typically arises from a combination of organisational culture, hierarchical structures, and regulatory compliance. Understanding the interplay of these factors requires extensive research and a nuanced approach.

### **Organisational Resistance:**

Some stakeholders within the company may be resistant to acknowledging the existence of brand red tape or might downplay its significance. Convincing these stakeholders to cooperate and provide honest insights can be an uphill battle.

### **Time Constraints:**

Comprehensive research and analysis take time, but in the fast-paced business environment, there is often pressure to deliver quick results. Researchers might face time constraints that limit their ability to delve deeply into the issue.

### **Ethical Considerations:**

When researching internal company practices, researchers must navigate ethical considerations, such as ensuring data confidentiality and not disclosing sensitive information that could harm the company's reputation. Quantifying the impact of brand red tape on the company's performance and financial results is challenging. It requires comparing performance data before and after potential redtape-related changes, which can be difficult to isolate from other external factors.

**Limited Case Studies:**

Brand red tape is not a widely discussed topic in academic literature or public forums. The limited availability of case studies and research papers on this subject might make it harder for researchers to build on existing knowledge.

**Overcoming Bias:**

Researchers and analysts may unknowingly carry biases that can influence their interpretation of data and findings. Remaining impartial and objective throughout the research process is crucial to ensure accurate conclusions.

Despite these challenges, research and analysis on brand red tape are essential for organisations to streamline their processes, improve efficiency, and enhance brand effectiveness. By addressing these challenges head-on, researchers and analysts can shed light on this critical issue and help companies navigate the complexities of red tape to foster growth and success.

**KEY INSIGHTS GAINED FROM KEYWORD RESEARCH PROCESS :**

During the keyword research process on brand redtape, several key insights can be gained, providing valuable information on the topic and shedding light on various aspects of this issue. Here are some of the key insights that researchers may discover:

**Common Red Tape Keywords and Phrases:** The keyword research process will likely reveal common keywords and phrases associated with brand redtape. These might include terms like "brand bureaucracy," "marketing approval process," "internal restrictions," "decision-making bottlenecks," "corporate red tape," and "brand strategy barriers." Understanding these key terms allows researchers to focus on relevant content and identify the main pain points related to brand red tape.

#### **Industry-Specific Redtape Challenges:**

Different industries may face unique challenges concerning brand redtape. The keyword research process can help researchers identify industry-specific keywords and uncover the particular obstacles and compliance issues faced in each sector. For example, pharmaceutical companies may deal with stringent regulatory approvals, while tech startups might encounter delays due to multiple layers of decision-making.

**Impact on Brand Performance:** By analysing keywords related to brand red tape and performance metrics, researchers can gauge the impact of red tape on a brand's growth, market share, customer satisfaction, and financial performance. This insight can be crucial for businesses to understand the consequences of bureaucratic hurdles on their overall success. By analysing keywords related to brand red tape and performance metrics, researchers can gauge the impact of red tape on a brand's growth, market share, customer satisfaction, and financial performance. This insight can be crucial for businesses to understand the consequences of bureaucratic hurdles on their overall success.

**Redtape Root Causes:** Keyword research might uncover underlying reasons for brand redtape. Keywords such as organizational hierarchy," "complex approval processes", "outdated policies," and "lack of empowerment" can indicate the root causes of red tape within a company. Identifying these causes helps in devising targeted solution

### **Employee Frustration and Productivity:**

Keywords related to employee experiences, such as "frustration with internal processes," "employee morale," and "productivity bottlenecks," can indicate how brand red tape affects the workforce. Understanding employee sentiments can highlight the urgency of addressing red tape to improve overall productivity and job satisfaction.

### **Competitive Analysis:**

Keyword research can provide insights into how competitors address brand red tape issues or whether they face similar challenges. Studying competitors' strategies and online content related to red tape can offer valuable lessons and inspiration for managing the issue effectively.

### **Customer Perception:**

Keywords associated with brand red tape and customer feedback, like "customer complaints," "delays in service," and "negative reviews," can offer insights into how customers perceive a brand affected by red tape. This knowledge can help businesses recognize the impact of red tape on their reputation and customer loyalty.

### **Geographical Variations:**

Keyword research can reveal regional variations in brand red tape concerns. Different countries or markets might have varying levels of bureaucracy and regulatory burdens, requiring tailored approaches to address the issue effectively.

### **Emerging Trends:**

Regularly conducting keyword research can help researchers identify emerging trends related to brand red tape. This enables companies to stay updated and adapt their strategies to overcome new challenges and compliance requirements.

## **Content Opportunities:**

Keyword research highlights content opportunities for companies to address brand red tape proactively. By creating content tailored to address common search queries and pain points related to redtape, brands can position themselves as thought leaders and problem solvers in the industry.

In conclusion, the keyword research process on brand red tape offers valuable insights into the language, challenges, and impact of bureaucratic hurdles on a brand. Armed with these insights, businesses can develop targeted strategies to streamline processes, enhance brand performance, and ultimately improve customer experiences.

## **ON PAGE OPTIMISATION**

Meta tag optimization is an essential aspect of on-page SEO (Search Engine Optimization) that involves optimizing the meta tags on a website to improve its visibility and ranking on search engine results pages (SERPs). When it comes to optimizing meta tags for the brand "Redtape," a well-known brand in the footwear and fashion industry, here's a guide on how to do it effectively:

### **Title Tag:**

The title tag is one of the most critical meta tags as it appears as the main headline in search engine results. Keep it concise, informative, and relevant to the brand and its products. Include the brand name, primary keywords, and possibly a unique selling proposition (USP) within 50-60 characters.

### **Example:**

```
<title>Redtape Shoes - Quality Footwear for Men and Women</title>
```

**Meta Description:**

The meta description provides a brief summary of the webpage's content and influences clickthrough rates. Write a compelling meta description that entices users to click on the link.

Incorporate relevant keywords and showcase the brand's unique features or offerings.

**Example:**

```
<meta name='description' content='Discover the latest collection of Redtape shoes for men and women. High-quality footwear with trendy designs and unmatched comfort.'>
```

**Meta Keywords (Optional):**

While many search engines no longer consider meta keywords for ranking, it can still be beneficial to include a few relevant keywords. However, avoid keyword stuffing and focus on providing relevant and accurate keywords.

**Example:**

```
<meta name='keywords' content='Redtape shoes, footwear, men's shoes, women's shoes, fashion shoes, comfortable shoes'>
```

**Canonical Tag:**

To avoid duplicate content issues, add a canonical tag to the preferred version of the webpage if there are multiple versions with similar content. This helps search engines identify the primary page to index and rank.

Example:

```
<link rel='canonical' href="https://www.redtape.com/mens-shoes" />
```

Open Graph Tags (Facebook) and Twitter Card Tags:

Implement Open Graph tags and Twitter Card tags to control how your brand's content appears when shared on social media platforms. These tags allow you to specify the title, description, and image to use when the page is shared.

Example (Open Graph):

php Copy code

```
<meta property="og:title" content="Redtape Shoes - Quality Footwear for Men and Women" /> <meta property="og:description" content="Discover the latest collection of Redtape shoes for men and women. High-quality footwear with trendy designs and unmatched comfort." />  
<meta property="og:image" content="https://www.redtape.com/images/redtape-shoes.jpg" /> <meta property="og:url" content="https://www.redtape.com/mens-shoes" />
```

Schema Markup:

Implement structured data using Schema.org markup to provide search engines with more context about your brand, products, and content. This can enhance search results with rich snippets, such as star ratings and product details.

## Language and Charset Tags:

Specify the language and character encoding of the webpage to ensure proper rendering and indexing. Example:

php Copy code

```
<meta http-equiv='Content-Language' content='en' />  
<meta charset='UTF-8' />
```

Remember that meta tags are just one component of SEO, and optimizing them alone won't guarantee high rankings. Combine this with other SEO practices such as high-quality content creation, link building, and user-friendly website design for the best results.

Additionally, regularly monitor your website's performance using web analytics tools to refine and improve your optimization strategy over time.

## Part 3: Content Ideas and Marketing Strategies

### Content Idea Generation & Strategy:

- **WORLD'S BREAST FEEDING WEEK;** Promoting maternity wear the whole week.
- **Friendship day;** Promoting the footwear for men and women. And sale on **International Friendship Day**.
- **International Youth Day;** Promoting fashion for youth.
- **Independence Day;** Patriotic fashion offers on men and women wear. Raksha badhan; Combo offers on sneakers. \

## Content calendar:

## Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.  
I can provide some general marketing strategies.

**1. Research and Compliance:** Thoroughly research all applicable laws, regulations, and industry standards related to your marketing activities. Ensuring compliance from the outset can save time and resources in the long run.

**2. Engage with Regulatory Authorities:** Maintain open communication with relevant regulatory bodies. Seek their guidance when necessary and address any concerns proactively to avoid potential issues down the road.

**3. Clear and Transparent Communication:** When dealing with potential customers or clients, be transparent about your product or service offerings. Clearly communicate the features, pricing, and any restrictions to avoid misunderstandings or complaints.

**4. Prioritize Customer Satisfaction:** Focus on delivering exceptional customer experiences. Satisfied customers are more likely to overlook minor bureaucratic hurdles and remain loyal to your brand.

**5. Streamline Internal Processes :** Optimize your internal processes to minimize bureaucratic delays. Identify bottlenecks and work towards reducing paperwork and unnecessary procedures where possible.

**6.Leverage Digital Marketing:**Online platforms offer more flexibility and efficiency compared to traditional marketing methods. Embrace digital marketing channels such as social media, email marketing, and search engine optimization to reach your target audience effectively.

**7.Influencer Marketing:**Collaborate with influencers and industry experts who can help promote your brand. This strategy can give your marketing efforts a boost and increase your reach without getting bogged down in bureaucratic processes.

**8.Local Partnerships:** Build strong relationships with local businesses and organizations. Partnerships can lead to joint marketing initiatives, shared resources, and a smoother pathway through local regulations.

## **Part 4 ; Social Media and Email Ideation and Creation)**

### **Post Creation:**

**Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

### **Format 1: BLOG POST**

*Title: Stepping Through Red Tape, Finding Your Perfect Pair of Shoes*

#### **Introduction:**

Shoes are not just a practical necessity; they are an essential fashion statement, reflecting our personalities and enhancing our outfits. However, the search for the perfect pair can often feel like navigating through a maze of bureaucratic red tape. From countless choices to bewildering terminologies, finding the right shoes can be a daunting task. But fret not! In this blog post, we'll guide you through the red tape, helping you make informed decisions and step into the perfect pair of shoes.

## **1. Understanding Your Needs:**

Before diving into the vast ocean of shoe options, it's crucial to identify your specific needs.

Different activities demand different types of shoes, whether it's for running, formal events, work, or casual outings. Take some time to assess your lifestyle, daily activities, and any foot-related concerns that might require specialized footwear.

## **2. The Fit is Paramount:**

No matter how stylish or trendy a pair may be, it won't do you any good if it doesn't fit properly.

Ill-fitting shoes can cause discomfort, pain, and even lead to long-term foot problems. Remember these tips for finding the right fit:

Measure your feet: Sizes can vary between brands, so measure both feet and go with the larger size.

Consider the toe box: Your toes should have enough room to wiggle without feeling cramped. Walk around: Test the shoes by walking around the store or at home to ensure they're comfortable and don't pinch or rub.

## **3. Decoding Shoe Terminology:**

The world of shoes comes with its own jargon. Understanding the terminology will make your shoe shopping experience much smoother. Familiarize yourself with terms like "heel drop," "arch support," "pronation," and "outsole" to make informed choices based on your needs.

## **4. Quality Matters:**

Investing in a quality pair of shoes is worth every penny. High-quality shoes not only last longer but also provide better support and comfort. Look for well-crafted shoes made from durable materials, and don't shy away from renowned brands known for their

## **5. Fashion vs. Function:**

While we all want to stay fashionable, striking the right balance between fashion and function is essential. Consider how often you'll wear the shoes and in what situations. Opt for versatile designs and colours that complement your wardrobe while still being practical for everyday use.

Online shoe shopping can be convenient, but it's crucial to get it right the first time. Check the size charts, read customer reviews, and understand the return policy before making a purchase. When possible, buy from retailers with excellent customer service to address any concerns effectively.

## **7. Seeking Professional Help:**

If you have specific foot conditions or concerns, seeking advice from a podiatrist or footwear specialist can be incredibly beneficial. They can recommend orthopedic or custom-made shoes tailored to your unique needs, ensuring optimal comfort and support.

## **Conclusion:**

Finding the perfect pair of shoes may involve cutting through some red tape, but the effort is well worth it. By understanding your needs, prioritizing fit and quality, and considering the balance between fashion and function, you'll be stepping with confidence in the right direction. So lace-

## Instagram Story

We have created highlights for the stories we created about REDTAPE. The above screen shots and links are the highlights of the Instagram pages

[https://www.instagram.com/s/aGlnaGxpZ2hQOjE4MzczODc5MTg5MDMxNicz?story=https://www.instagram.com/s/aGlnaGxpZ2hQOjE4MzczODc5MTg5MDMxNicz?story\\_media\\_id=3153898224476924215&igshid=NTc4MTIwNjQ2YQ==](https://www.instagram.com/s/aGlnaGxpZ2hQOjE4MzczODc5MTg5MDMxNicz?story=https://www.instagram.com/s/aGlnaGxpZ2hQOjE4MzczODc5MTg5MDMxNicz?story_media_id=3153898224476924215&igshid=NTc4MTIwNjQ2YQ==)

[https://www.instagram.com/s/aGlnaGxpZ2hQOjE3ODcyMTY2NDA1OTQ0NDY3?story=https://www.instagram.com/s/aGlnaGxpZ2hQOjE3ODcyMTY2NDA1OTQ0NDY3?story\\_media\\_id=3151871026564733524&igshid=NTc4MTIwNiQ2YQ==](https://www.instagram.com/s/aGlnaGxpZ2hQOjE3ODcyMTY2NDA1OTQ0NDY3?story=https://www.instagram.com/s/aGlnaGxpZ2hQOjE3ODcyMTY2NDA1OTQ0NDY3?story_media_id=3151871026564733524&igshid=NTc4MTIwNiQ2YQ==)

[https://www.instagram.com/s/aGlnaGxpZ2hQOjE3OTk4MiE5MDU0ODcxNzc3?story=https://www.instagram.com/s/aGlnaGxpZ2hQOjE3OTk4MiE5MDU0ODcxNzc3?story\\_media\\_id=3151266824722020980&igshid=NTc4MTIwNiQ2YQ==](https://www.instagram.com/s/aGlnaGxpZ2hQOjE3OTk4MiE5MDU0ODcxNzc3?story=https://www.instagram.com/s/aGlnaGxpZ2hQOjE3OTk4MiE5MDU0ODcxNzc3?story_media_id=3151266824722020980&igshid=NTc4MTIwNiQ2YQ==)

POSTS LINKS;

<https://www.instagram.com/p/CvNO-YHvgqB/?igshid=NTc4MTIwNiQ2YQ==>

<https://www.instagram.com/reel/CvNPEGKptXa/7iqshid=NTc4MTIwNiQ2YQ==>

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redtapeint 9+



12  
Posts

26  
Followers

2  
Following

Professional dashboard  
Tools and resources just for businesses.

Edit Profile

Share profile



Redtape 🔥



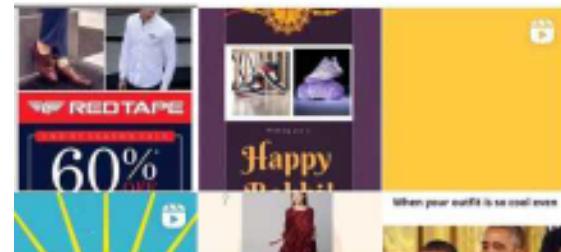
Sale 🔥

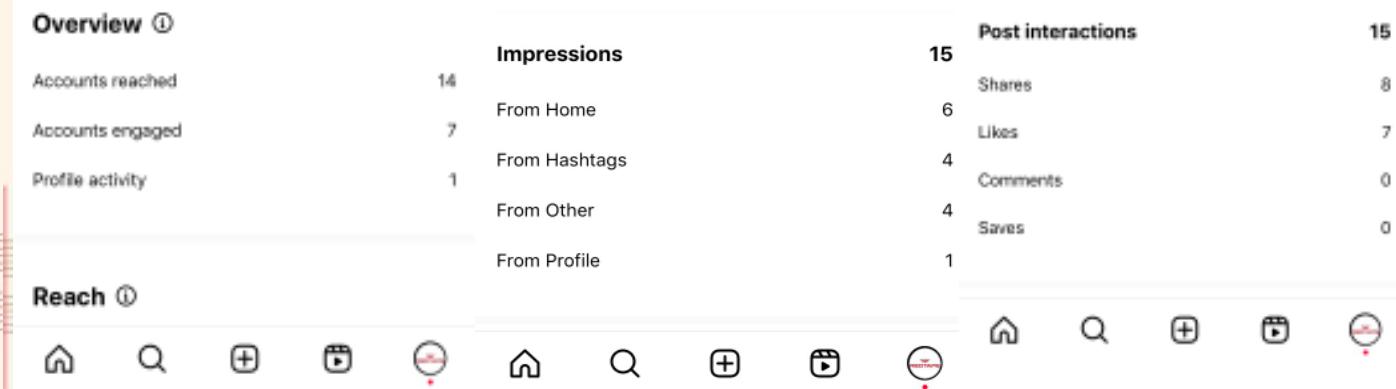
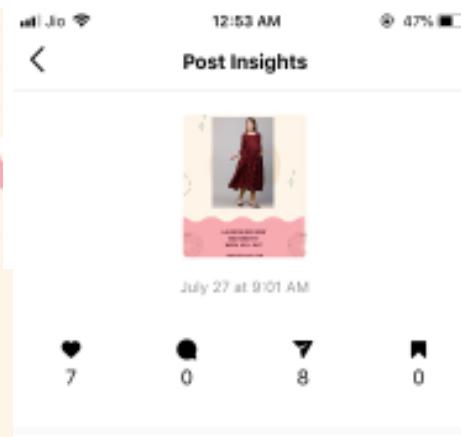
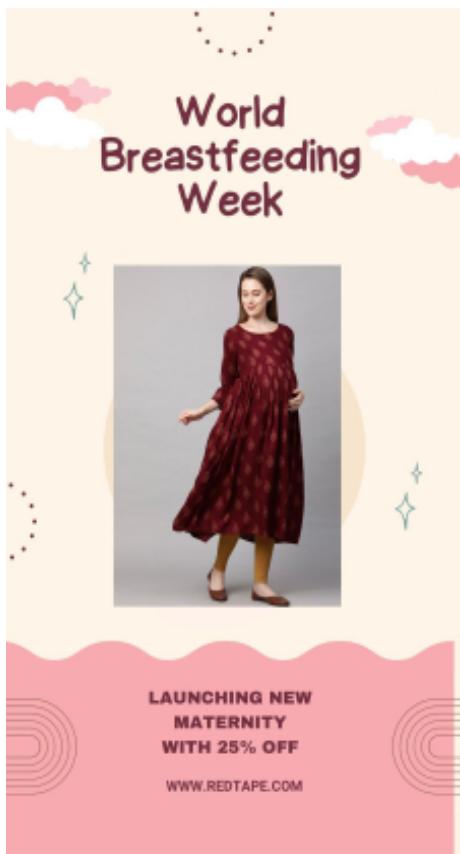


Collection 🎉



New







4G Jio

12:53 AM

47%

4G Jio

12:53 AM

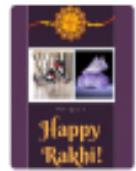
47%

4G Jio

12:53 AM

47%

## Post Insights



July 27 at 9:05 AM

## Post Insights

## Reach ①

13

Accounts reached



Followers 9 • Non-Followers 4



## Post Insights

## Engagement ①

6

Accounts engaged



## Overview ①

Accounts reached

Impressions

13

## Post interactions

7

From Home

Likes

6

Accounts engaged

6

Shares

1

Profile activity

From Other

2

Comments

0

2

Saves

0

## Reach ①

## Engagement ①





● Jio WiFi 12:54 AM 46%

## Reel insights



### Friendship day special offers

redtapepaint · Original audio  
July 27 · Duration 0:06

8 5 0 0 0

### Reach

9 Accounts reached

Accounts reached

● Jio WiFi 12:54 AM 46%

## Reel insights

### Engagement

5 Accounts engaged

### Watch Time

Watch time	1 min 1 sec
Average watch time	6 sec

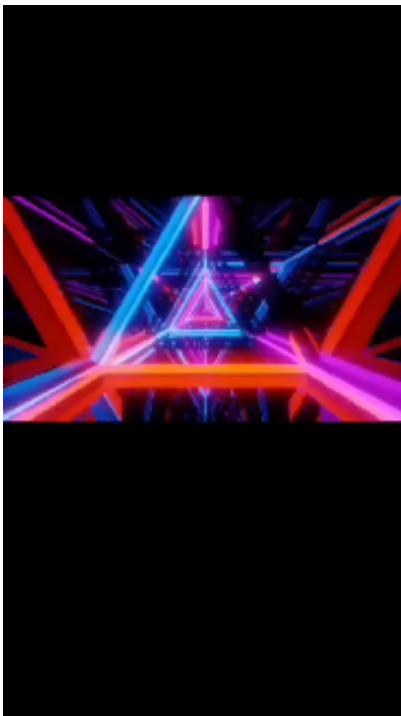
### Reel interactions

5

Likes	5
Comments	0
Shares	0

## Social Media and Email Ideation and Creation Designs/Video Editings

Video Creation:



# Social Media and Email Ideation and Creation)

## Social Media Ad Campaigns Ad Campaigns over Social Media:

**Strategic Personalization:** We don't believe in one-size-fits-all approaches. Our team of experts will work closely with you to understand your brand's unique identity, target audience, and business goals. By tailoring every email to resonate with your prospects, we ensure that your brand message reaches the right people at the right time.

**Compelling Creativity:** We recognize the significance of captivating content. Our creative minds will craft visually stunning and compelling email templates that effectively communicate your brand's story and value proposition. Engaging visuals and well-crafted copy will leave a lasting impression on your audience, elevating brand recall and recognition.

**Data-Driven Precision:** Our approach is data-centric, ensuring that every decision we make is backed by insightful analytics. We will continuously track and analyze the campaign's performance, optimizing it to maximize engagement and lead conversion. Rest assured, we won't settle for anything less than outstanding results.

**Lead Nurturing Expertise:** Our expertise extends beyond mere lead generation. We excel at lead nurturing, guiding potential customers through the sales funnel with strategic follow-up emails and valuable content. This means you'll not only attract leads but also witness an increase in conversions and customer loyalty.

# Email Ad Campaign 1 - Brand Awareness

REDTAPE-Big billions days Inbox X

REDTAPE [divyaprasar@salada@gmail.com](mailto:divyaprasar@salada@gmail.com) via [kavin.kaviyamail@gmail.com](mailto:kavin.kaviyamail@gmail.com)  
To me ▾

Mon, 24 Jul, 16:20 (4 days ago) ...

2 of 2 < >

REDTAPE

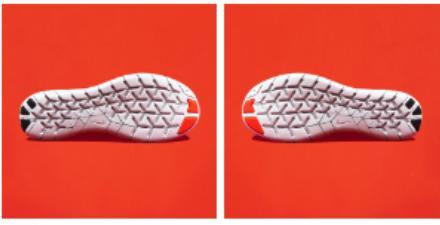
MONSOON INTO ACTION



OK No, thanks X

The new red shoe is finally here! After months of anticipation, the shoe is available for purchase online and in select stores.

The shoe is made with a new, innovative material that is said to be more comfortable and durable than any other shoe on the market. With a sleek design and a bright red color, the new red shoe is sure to turn heads. Whether you're looking for a new running shoe or just a stylish addition to your wardrobe, the new red shoe is a must-have.



OK No, thanks X



No longer want to receive these emails? unsubscribe  
Redtape [customerservice@redtapeindia.com](mailto:customerservice@redtapeindia.com)

# Email Ad Campaign 2 - Lead Generation

  
**RED TAPE**

see it,feel it ,try it , and then buy it.



**mens casuals**      **womens casual**      **sneakers**

45% sale on casual sneakers      Dropping the new arrivals of women sneakers!!!!!!      50% off on women sneakers.



**KURTHI**  
MODE BY REDTAPE  
25% off on kurtis!!!!

[Visit our Website](#)



[Visit our Website](#)