

COMPREHENSIVE DIGITAL MARKETING FOR:



Team Members:



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INTRODUCTION:

Fabindia, founded in 1960, is India's leading retail brand for handcrafted products. It connects rural artisans with urban markets, offering ethnic apparel, home decor, and organic foods made with traditional techniques. Committed to sustainability, it empowers artisans while preserving India's rich craft heritage.



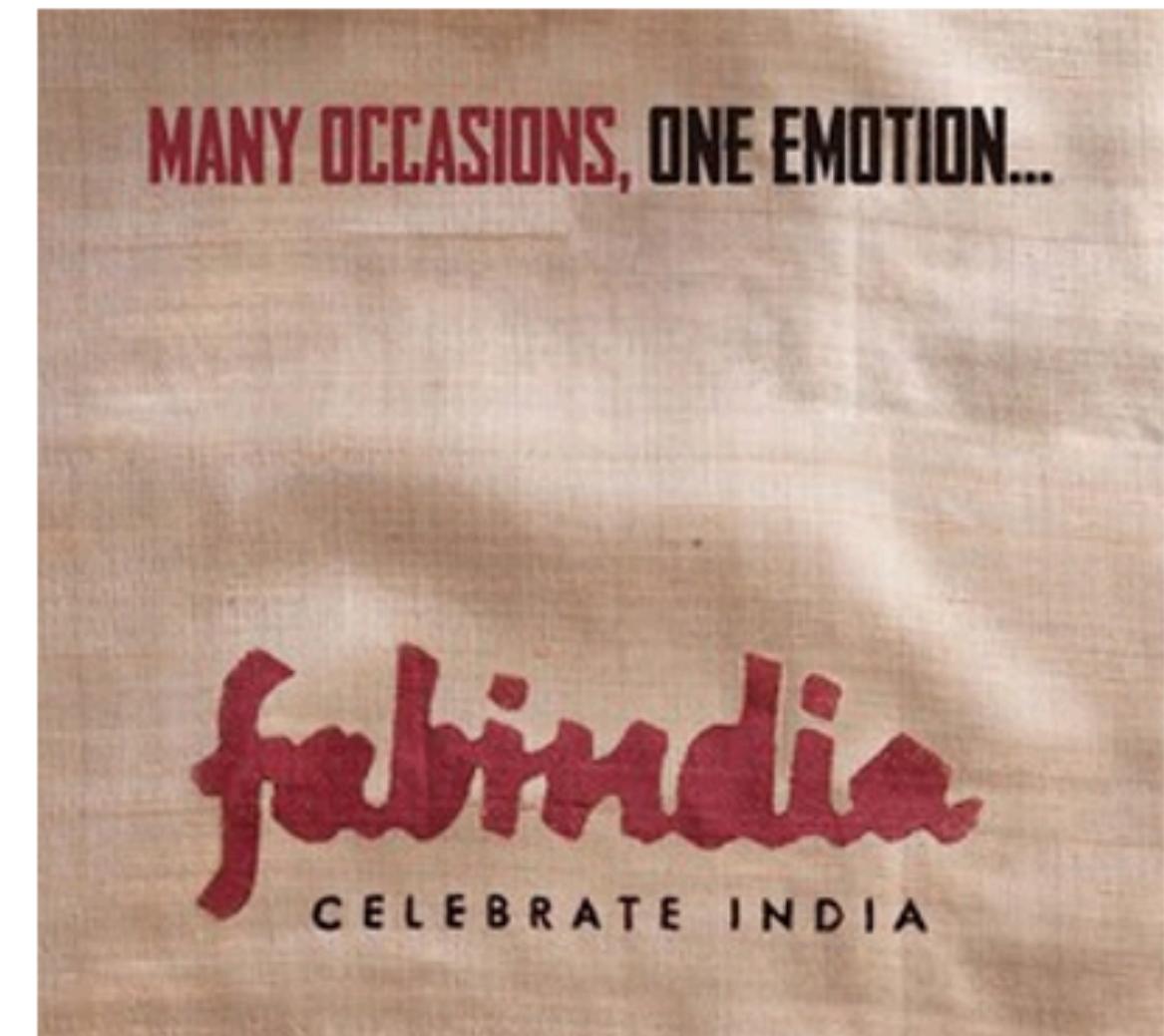
MISSION & VISION:

Fabindia's mission is to celebrate India's rich artisanal heritage by creating sustainable employment for rural craftsmen while offering high-quality, handcrafted products. Its vision is to be a globally recognized brand that promotes traditional craftsmanship, ethical production, and a deep connection between artisans and consumers.



UNIQUE SELLING PROPOSITION:

Fabindia stands out with its ethically sourced, handcrafted products that blend traditional craftsmanship with modern lifestyles. It offers natural, sustainable goods while empowering rural artisans and preserving cultural heritage. This commitment to authenticity, ethical sourcing, and social impact sets Fabindia apart from mass-produced brands.



BRAND TAGLINE:

Fabindia's tagline, "Celebrate India," embodies its commitment to honoring India's rich artisanal heritage. It reflects pride, festivity, and appreciation for traditional craftsmanship, sustainable fashion, and ethical sourcing. The phrase resonates with conscious consumers, reinforcing Fabindia's blend of tradition and modernity while promoting rural empowerment.



COMPETITOR ANALYSIS

Manyavar: High-quality ethnic wear blending tradition with modernity, backed by celebrity endorsements and a diverse product range for celebratory occasions.



Aza Fashions: A premier multi-designer platform offering curated luxury Indian fashion, connecting top designers with global customers.



Nestasia: Contemporary home decor with a mix of modern minimalism, eclectic charm, and timeless designs catering to diverse tastes.



BUYER'S/AUDIENCE PERSONA

Fabindia buyers are ethically conscious, mid-to-high-income individuals who value handcrafted, sustainable products. They seek quality, authenticity, and a blend of traditional aesthetics with contemporary design, connecting with India's heritage through apparel, home decor, and organic goods.



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SEO AUDIT

Technical SEO: Ensuring mobile-friendliness, fast loading speeds, proper crawlability, and HTTPS security.

On-Page SEO: Optimizing keywords, high-quality content, image alt text, and internal linking to improve visibility.

Off-Page SEO: Strengthening the backlink profile and optimizing Google My Business for local SEO, ensuring consistent NAP details.



SEO AUDIT

User Experience (UX): Enhance website navigation and analyze engagement metrics like bounce rate and time on site.

E-commerce SEO: Optimizing product pages and shopping ads for better conversions. Given Fabindia's focus on handcrafted products, storytelling through content is crucial. Their strong brand presence should be leveraged in SEO, and local SEO is vital for driving foot traffic to physical stores. By refining these



KEYWORD RESEARCH

KEYWORDS	SEARCH VOLUME	TRAFFIC PERCENTAGE	URL	COST PER CLICK (CPC) IN \$
Fab India	74,000	10.09%	www.fabindia.com/	0.52\$
Fab India near me	60,500	8.25%	www.fabindia.com/	1.032\$
Fabindia Online	18,100	2.46%	www.fabindia.com/	2.85\$
Fabindia Gift	2,46,000	2.09%	www.fabindia.com/collection/gifting-ideas-home-living	0.92\$
Short Kurti for Women	4,50,000	1.91%	www.fabindia.com/clothing/women-kurtis	1.04\$
Sari	1,65,000	1.12%	www.fabindia.com/clothing/women-saris-blouses	1.24\$
Kurta for Men	5,50,000	0.84%	www.fabindia.com/clothing/men-kurtas	1.94\$
Skirts for Women	1,65,000	0.84%	www.fabindia.com/clothing/women-skirts-shorts	0.29\$

BACKLINK ANALYTICS

Backlinks: Approximately 950.88k

Referring domains: Around 5.83k

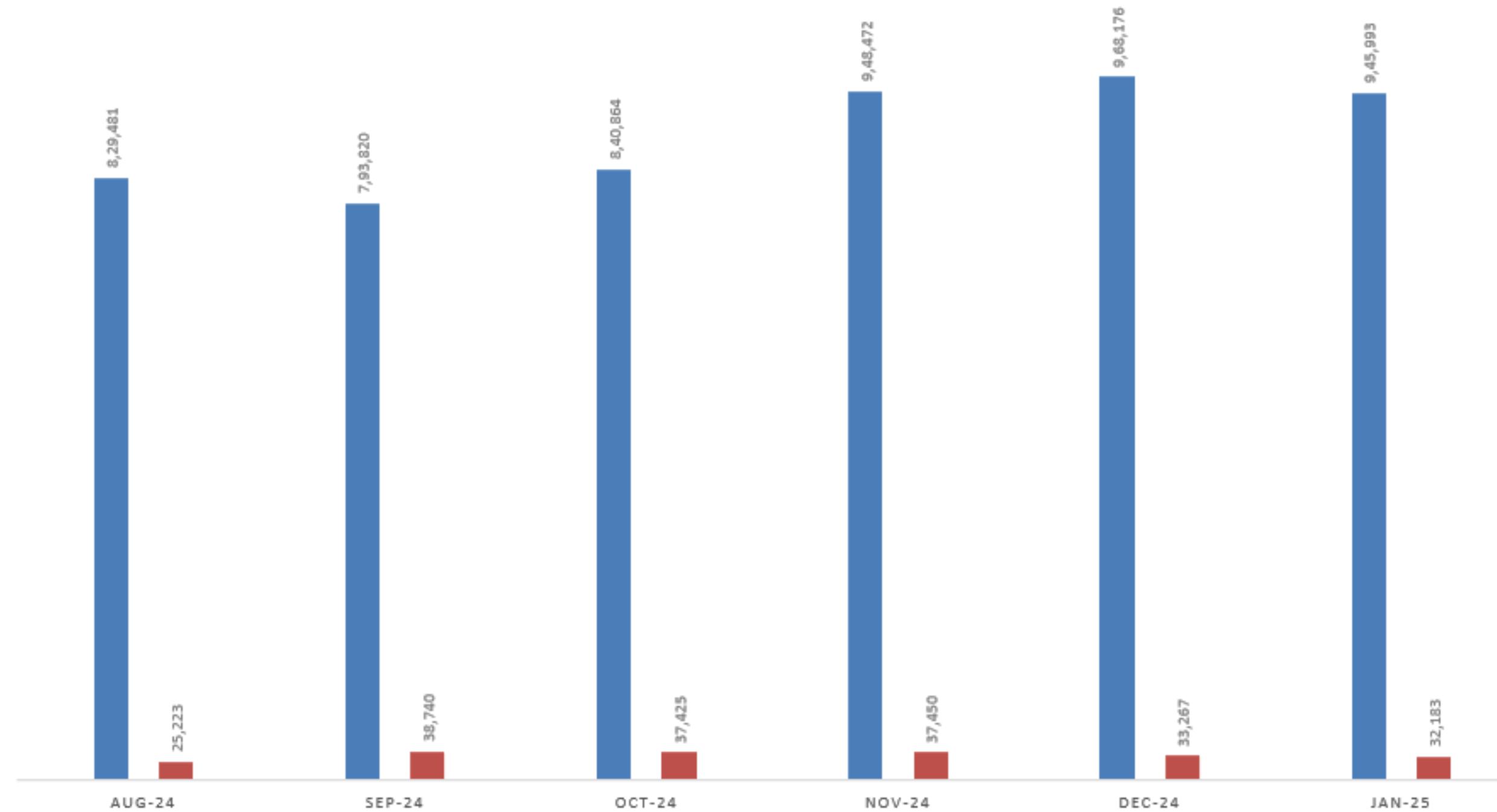
NOTE: these numbers can fluctuate over time. For the most accurate and up to date information, I recommend using a tool like SEMRUSH, AHREFS, or MOZ

REFERRING DOMAINS	BACKLINKS	MONTHLY VISITS	TRAFFIC	TRAFFIC COST
5.83K	950.88K	617.18K	586.3K	\$204.6K

ORGANIC AND PAID TRAFFIC

FABINDIA

■ Organic Traffic ■ Paid Traffic



ON PAGE OPTIMIZATION

Keyword Optimization: Use relevant keywords like handcrafted cotton kurtas in the title tags, meta descriptions, and headers.

Content Quality: Create engaging product descriptions highlighting craftsmanship (e.g., “Handwoven Chanderi silk with traditional block prints”).

Image Optimization: Add descriptive alt text (e.g., Hand-embroidered jute tote bag) and compress images for faster loading.



ON PAGE OPTIMIZATION

Internal Linking: Link related products (e.g., Pair this linen kurta with our organic cotton dupatta).

Structured Data: Implement schema markup for products, reviews, and FAQs to enhance search visibility.



CONTENT IDEA GENERATION

CONTENT CALENDAR

FOR THE MONTH OF
MARCH

MON	TUE	WED	THU	FRI	SAT	SUN	
BLOG POST "Top 5 Handcrafted Fashion Trends for 2025"	KEYWORD RESEARCH Identify keywords for "sustainable Indian fashion" and "eco-friendly home decor."	ON-PAGE OPTIMIZATION Update website content with SEO keywords for Textiles.	PINTEREST BOARD Create a board on "Ethnic Home Decor Inspirations."	INSTAGRAM REELS Showcase "Behind-the-Scenes: Handwoven Fabric Creation."	FACEBOOK POST Customer testimonial about Fabindia's sustainable clothing.	YOUTUBE VIDEO "How to Style Fabindia Ethnic Wear for Every Occasion."	WEEK 1 SEO & Awareness Activities
01	02	03	04	05	06	07	
INSTAGRAM POLL "Which Fabindia look do you love the most?"	LINKEDIN ARTICLE "The Revival of Indian Handloom and Fabindia's Role."	INSTAGRAM LIVE Q&A with a Fabindia designer on styling tips.	TWITTER THREAD Share 5 quick home decor hacks using Fabindia products.	FACEBOOK ENGAGEMENT POST "Tell us your favorite Fabindia piece & why!"	INSTAGRAM STORIES This or That (Customers vote between two Fabindia looks.)	PINTEREST INFOGRAPHIC "How to Transform Your Living Room with Fabindia Home Decor."	WEEK 2 Social Media Marketing & Community building
08	09	10	11	12	13	14	
GOOGLE ADS Target keywords "handcrafted furnishings" and "ethnic wear for office."	FACEBOOK ADS Promote "New Season, New Styles" fashion campaign.	INSTAGRAM COLLABORATION Work with an influencer on a styling video.	YOUTUBE SHORT "30 Seconds to a Fabindia Festive Look."	DISPLAY ADVERTISING Run banner ads on fashion & decor websites.	INSTAGRAM CAROUSEL POST "Mix & Match: 3 Ways to Style One Kurta."	PINTEREST PRODUCT PINS Showcase best-selling home decor pieces.	WEEK 3 Paid Marketing & Product Highlights
15	16	17	18	19	20	21	
WINTER COLLECTION LAUNCH Instagram & Facebook teaser posts.	SPECIAL OFFER "Buy More, Save More" discount on furnishings.	INSTAGRAM GIVEAWAY "Win a Festive Look!" (Tag friends & follow.)	EMAIL MARKETING "Exclusive Fabindia Festive Collection - Shop Now!"	INSTAGRAM REELS "Top 3 Winter Must-Haves from Fabindia."	CUSTOMER FEATURE POST Share UGC (User-Generated Content) of Fabindia outfits.	BLOG POST "The Art of Handwoven Fabrics - Why Fabindia Stands Out."	WEEK 4 Seasonal Campaigns & Offers
22	23	24	25	26	27	28	
SUSTAINABILITY SPOTLIGHT Feature Fabindia's eco-friendly initiatives.	PLAN AHEAD POST "Exciting Things Coming Next Month - Stay Tuned!"	THANK YOU POST Appreciate customers with a heartfelt message & special discount.					WEEK 5 Extra Engagement & Thank You Posts
29	30	31					

MARKETING STRATEGIES

Digital Marketing: Optimize product pages and blogs around keywords like handcrafted sarees and organic cotton kurtas. Showcase artisans and craftsmanship through Instagram Reels and YouTube videos.

E-commerce & Paid Ads: Run targeted ads for specific collections. Partner with fashion and sustainability influencers to promote products.



MARKETING STRATEGIES

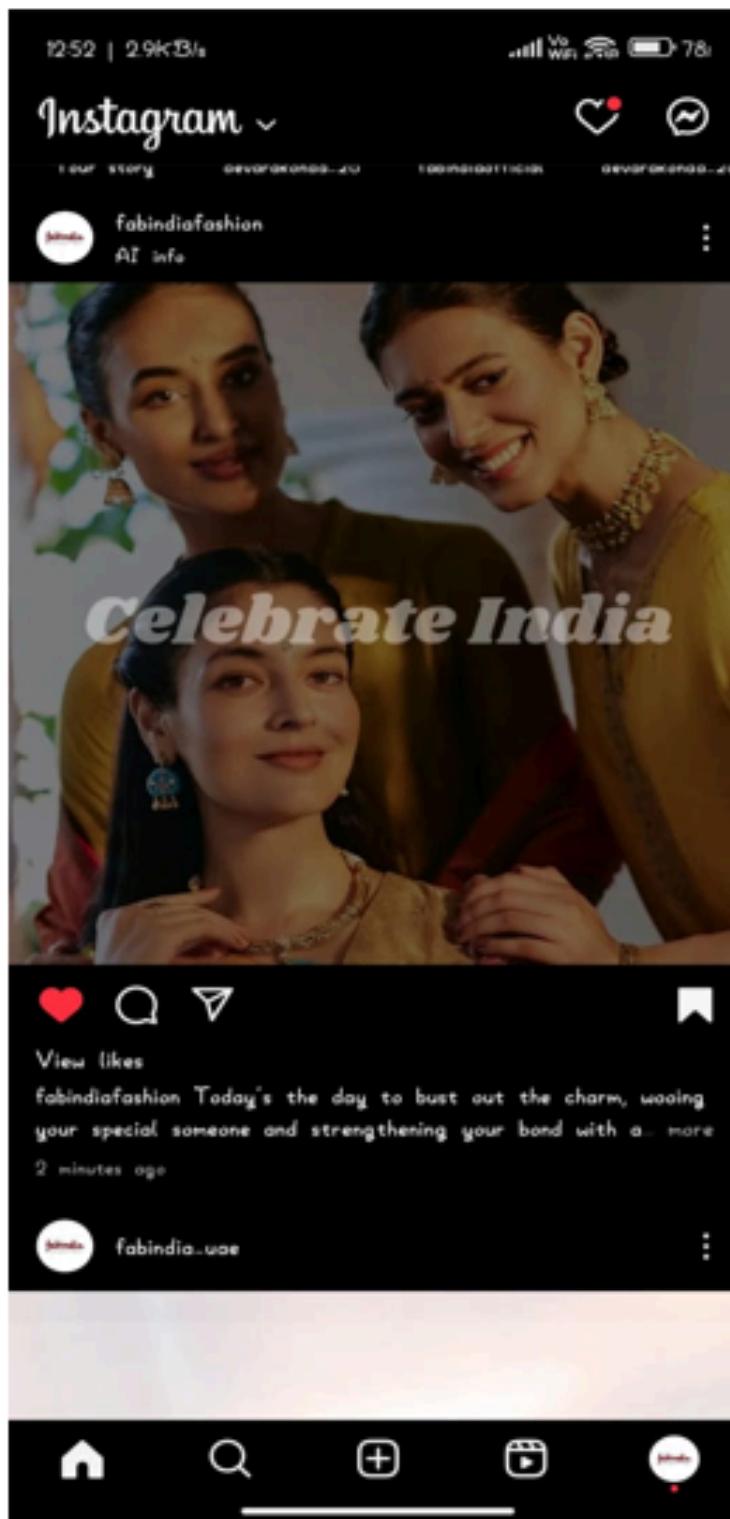
Local & Offline Marketing: Organize workshops on handloom weaving and sustainable Fashion. Ensure accurate store listings and positive customer reviews.

Loyalty & Engagement: Offer exclusive discounts and early access to collections. Send personalized offers and festival promotions.



CONTENT CREATION AND CURATION

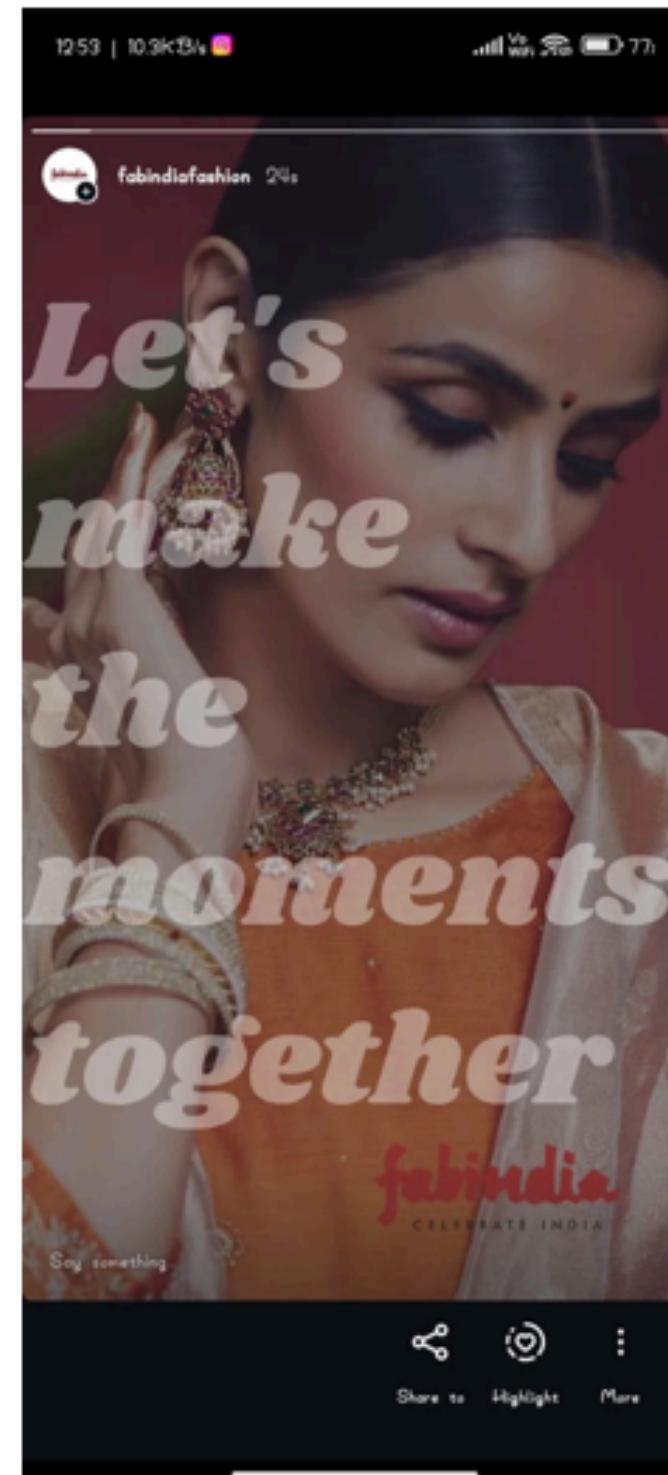
INSTAGRAM POST



<https://www.instagram.com/p/DHAp6wmSpuj/?igsh=OWo5cnpxaHE1bTd3>

INSTAGRAM STORY

<https://www.instagram.com/stories/fabindiafashion/3585050906670509067?igsh=MWdmZ2p2Y2o4MHg2Ng==>



SOCIAL MEDIA AD. CAMPAIGNS



EMAIL AD. CAMPAIGNS

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CELEBRATE INDIA

🔍   

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Email: mailus@fabindia.net

CONCLUSION



FabIndia has established itself as a leading Indian retail brand that seamlessly blends traditional craftsmanship with contemporary designs. By promoting sustainable and ethically sourced products, the company has empowered artisans and preserved India's rich heritage. Its diverse range of apparel, home décor, and organic products appeals to both domestic and global consumers. Despite facing competition and evolving market trends, FabIndia continues to thrive by adapting to consumer preferences while maintaining its core values of authenticity and quality. With a strong commitment to sustainability and social responsibility, FabIndia remains a trusted brand that bridges the gap between tradition and modernity.

Thank You
