

Comprehensive Digital Marketing For Flying Machine



By-G.Sampath Kumar (TL)
G.Sai Joshitha
G.Rajesh Kumar
G.Sanjan
G.Madhu

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

COMPANY/ TOPIC FOR THE PROJECT: FLYING MACHINE

Website- flyingmachine.nnnow.com

Brand colors:

Red, white

Logo:



Mission/Values: Flying Machine's mission is to provide clothing for the family, from every walk and stage of life, for every occasion, with a wide range of excellent quality fabrics and garments, that make them look and feel good.

USP: Flying Machine is well-regarded for its expertise in denim craftsmanship. The brand often incorporates innovative washes, finishes, and distressing techniques to create unique and stylish denim products.

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

Analyze Brand Messaging:

- Flying Machine highlights its denim heritage and expertise in crafting denim products. This messaging emphasizes the brand's commitment to providing high-quality and innovative denim clothing, including jeans, jackets, and shirts. The focus on denim allows the brand to establish a strong association with this classic and timeless fabric.
- Its messaging extends beyond denim to showcase a wide range of fashionable casual wear. This strategy allows them to appeal to customers seeking diverse and trendy options beyond just denim products.
- The brand emphasizes trendy and contemporary designs that resonate with the youth culture. they aim to attract a younger demographic looking for stylish and up-to-date fashion choice

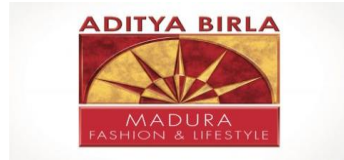
Examine the brand's tagline:

- Flying Machine's tagline is "Fit Your Attitude." This concise and impactful tagline conveys the brand's core message and positioning in just three words.
- "Fit Your Attitude" suggests that Flying Machine's clothing is not just about fitting your body physically but also aligning with your personality and attitude. It emphasizes the idea that fashion is a means of self-expression and encourages customers to find styles that resonate with their unique personalities.

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

Competitor 1: MADURA GARMENTS

<https://www.adityabirla.com/>



Madura Fashion & Lifestyle, an Aditya Birla Nuvo Ltd division, is one Of India's fastest-growing branded apparel companies and a premium lifestyle player in the retail sector.

It introduced premier international labels, enabling Indian consumers to buy the most prestigious global fashionwear and accessories within the country.

USP-

- The company's lifestyle store, The Collective, offers a unique blend of global fashions, international trends, and innovative customer services, to customers.
- Madura Fashion & Lifestyle is defined by its brands Louis Philippe, VanHeusen, Allen Solly, Peter England, and People that personify style, attitude, luxury, and comfort.

Communication-

They bring up top international brands to the customers, timely providing great deals on products, and respond to customer inquiries, feedback, and concerns through various channels, such as email, phone, or social media.

- **Competitor 2: RAYMOND**
<https://www.myraymond.com/>



Raymond Group is one of India's largest branded fabric and fashion retailers. It is one of the leading, integrated producers of suiting fabric in the world, with a capacity of producing 31 million meters of wool& wool-blended fabrics.

The Group owns apparel brands like Raymond, Raymond Premium Apparel, Park Avenue, Park Avenue Woman ColorPlus & Parx. All the brands are retailed through 'The RaymondShop' (TRS) One of the largest networks of over 700 retail shops spread across India and overseas, in over 200 cities.

USP-

Raymond (Ready-To-Wear) is a premium formal wear brand that is positioned to offer classic garments with impeccable fits and inviting styles to the Global Indian. Needless to say that the product is made only from premium Raymond fabrics.

Communication-

users generate content, and use various advertising channels, including online ads, print ads, and influencer marketing, to reach a wider audience

- **Competitor 3- Mufti**
<https://www.muftijean.in>



This is a well-known Indian brand that offers a wide range of casual wear for men, including shirts, pants, and jackets. a menswear fashion range of contemporary clothing with a styling that made it uniquely relevant for the Indian market and quickly established leadership.

USP-

Mufti pays attention to the small details, such as unique buttons, trims, and stitching, which adds to the overall appeal of their products.

The brand experiments with different fabrics and washes to give its clothing a distinctive look and feel.

Communication-

Strategy to communicate directly with its customers and subscribers. They send out newsletters, promotional offers, and updates on new collections or events.

The website acts as a primary communication platform, providing information about the brand, products, promotions, and more

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, behaviors, and interests.

Demographics:

- ❑ **Age:** The primary target age group is typically between 18 to 35 years old. Flying Machine appeals to the youth and young adults who are looking for stylish and modern fashion choices.
- ❑ **Gender:** While the brand offers clothing for both men and women, its initial popularity was primarily driven by its appeal to young men. However, they may have expanded their offerings to attract a diverse female audience as well.
- ❑ **Location:** Flying Machine's target audience is urban-centric, with a focus on metropolitan cities and fashion-forward urban centers.

Psychographics:

- ☐ Fashion Conscious: The target audience is highly fashion-conscious and keeps a close eye on the latest trends and styles.
- ☐ Individuality: They value self-expression and use fashion as a way to showcase their unique personalities and attitudes.
- ☐ Confidence: The audience seeks clothing that helps boost their confidence and adds to their overall style quotient.

Behaviors:

- ☐ Online Presence: The audience is active on social media and other online platforms, where they engage with fashion content and follow influencers and celebrities.
- ☐ Shopping Habits: They are regular shoppers and enjoy exploring new fashion brands and styles.
- ☐ Brand Loyalty: The audience may display brand loyalty to Flying Machine if the brand consistently meets their fashion needs and expectations.

Interests:

- ☐ Music and Pop Culture: They may have an interest in music, pop culture, and entertainment, which often influences their fashion choices.
- ☐ Lifestyle and Adventure: Flying Machine's messaging of embracing adventure may resonate with an audience that enjoys an active and adventurous lifestyle.

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 of the brand's website

[Quick Audit](#)[Features ▾](#)[Pricing](#)[Resources ▾](#)[Login](#)[Premium - Free Trial](#)

Recommendations

Toggle:

[On-Page SEO](#)[Links](#)[Other Improvements](#)[Performance](#)[Usability](#)

Optimize for Core Web Vitals

Usability

Medium Priority

Reduce length of title tag (to between 10 and 70 characters)

On-Page SEO

Medium Priority

Shorten meta description (to between 70 and 160 characters)

On-Page SEO

Medium Priority

Improve site load speed

Performance

Medium Priority

Update Link URLs to be more human and Search Engine readable

Links

Low Priority

Add Alt attributes to all images

On-Page SEO

Low Priority




Website URL

Quick Audit

Features ▾

Pricing

Resources ▾

 ▾

Login

Premium - Free Trial

Update Link URLs to be more human and Search Engine readable

Links

Low Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Add Local Business Schema

Other Improvements

Low Priority

Remove inline styles

Performance

Low Priority

Review and Increase Font Sizes across devices


Usability

Low Priority

Improve the size of tap targets

Usability

Low Priority



SUMMARY OF SEO AUDIT

Reduce the length of the title page and also shorten the meta description. They should improve site load speed performance and update link URLs to be more human and search engine readable. Optimize the page for mobile page speed insights because many users browse websites on their smartphones, so a mobile-friendly design is crucial for a positive user experience. The brand should also focus on improving the size of tap targets and adding Alt attributes to all images.

Keyword Research

Individual Keywords					
Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
machine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	50	<div></div>
flying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	49	<div></div>
nnnow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26	<div></div>
shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24	<div></div>
jeans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24	<div></div>
favourite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22	<div></div>
first	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22	<div></div>
time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20	<div></div>

Phrases					
Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
flying machine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	48	<div></div>
shop nnnow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21	<div></div>
discount flying machine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20	<div></div>
favourite first	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20	<div></div>
first time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20	<div></div>
discount flying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20	<div></div>
nnnow favourite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20	<div></div>
shop nnnow favourite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20	<div></div>

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords

Keyword	Country & Language	Position	Total Searches
fly machine	HI	1	40,500
flying machine	HI	1	40,500
flying machine	EN	1	40,500
flying machines	HI	2	40,500
flying machines	EN	2	40,500
flying machine jeans	EN	1	14,800
flying machine jeans	HI	1	14,800

Primary keywords

- Flying machine jeans
- Flying machine men's wear
- Fashion accessories
- Shop nnow
- Stylish outfits

"Shop Stylish Flying Machine Jeans & Men's Wear | Fashion Accessories | Shop Now!"

Longtail keyword exploration

I recommend below the longtail keyword will help to increase the traffic volume of the website.

- "Flying Machine fashion trends 2023"
- "Best outfits from Flying Machine's latest collection"
- "Flying Machine fashion tips and styling ideas"
- "Flying Machine denim jeans for men"
- "Trendy graphic tees by Flying Machine"
- "Flying Machine plus-size clothing options"
- "Flying Machine stylish accessories for men"

Brainstorm Seed Keywords

Here are some seed keywords for flying machine clothing brand:

- Jeans
- men's clothing
- women's clothing
- bestsellers
- latest collection
- formal wear
- casual wear
- Footwear
- Accessories

- **On-Page Optimization –**

Meta Tag Optimization for <https://flyingmachine.nnnow.com/>

Title tag – current title tag

Flying Machine Official Online Store | Buy Clothes and Accessories – NNNOW

Description tag – current

Buy Flying Machine Online - Get the latest Collection from Flying Machine Jeans, Shirts, T-shirts, Footwear & more at Flying Machine Official Online Store at NNNOW.com - Free Shipping & 30 Days

Suggested description tag- "Elevate Your Style with Flying Machine - Trendsetting Fashion for All. Discover our diverse collection of denim, dresses, tees, and more. Shop Now!"

content optimization

High-Quality Product Descriptions: Write detailed and compelling product descriptions for each item. Highlight key features, materials, and benefits to help customers make informed purchase decisions.

- **Visual Appeal:** Use high-quality images and videos to showcase products. Visual content can significantly impact user engagement and encourage customers to explore more.

Internal Linking: Implement internal linking to guide visitors to relevant pages on the website. This helps improve navigation and overall user experience.

Mobile-Friendly Design: Ensure that your website is optimized for mobile devices. Many users browse websites on their smartphones, so a mobile-friendly design is crucial for a positive user experience.

Blogging: Create a blog section on the website and regularly publish articles related to fashion trends, styling tips, and industry news. This can increase website traffic and showcase Flying Machine as an authority in the fashion space.

Call-to-Action (CTA): Include clear and persuasive CTAs throughout the website to guide users to take desired actions, such as signing up for newsletters, exploring new collections, or making a purchase

Part 3: Content Ideas and Marketing Strategies

Flying Machine Content Calendar for August 2023

SUN	MON	TUE	WED	THU	FRI	SAT
		1 POST A VIDEO - Introducing of new collection of denims.	2	3	4 CREATE A POLL - Ask them to choose their favourite clothing pieces	5
6	7 PROMOTION OF NEW COLLECTION - by collaborating with influencers.	8	9 STYLE TIPS for transitioning from summer to fall	10	11 INDEPENDENCE DAY SALE FROM (11 TO 17 OF AUG)	12 PROMOTING SALE - email ad campaign
13 CREATE SOCIAL MEDIA FOR SALE	14	15 BLOG POST - 76TH Indian Independence day	16 SEND REMINDER - End of THE INDEPENDENCE DAY SALE	17	18	19 THROWBACK FASHION - share throwback post of brands fashion
20 BLOG POST - Office styling outfits	21	22 Email marketing - flying machine	23	24	25 SOCIAL MEDIA POST - FLYING MACHINE	26
27 RAKSHABANDAN SALE - social media post	28 INSTA STORY (Q&A)	29	30 Express gratitude to your followers for their support. -Post	Sneak Peek: Offer a sneak peek of what's coming in the sep		

Content Ideas

- ☐ Creating content based on the occasion of the day. Postings new blogs, and reel videos related to that day's limited offers.
- ☐ The strategy behind these posts and stories on special days helps to increase brand visibility and reach a wider audience.
- ☐ You can also use these as an opportunity to introduce new arrival of products .
- ☐ The idea behind creating a calendar is to Offer discounts to customers on special occasions, showcasing the versatility of the brand's clothing.

Marketing Strategies for a flying machine brand

- **Brand Positioning:** This brand revolves around positioning itself as a trendy and youthful brand that offers fashionable and high-quality clothing. They emphasize innovative designs, comfort, style, etc.
- **Virtual Try-On Experience:** Implement a virtual try-on feature on the website or an app. This technology helps customers to virtually try on products, enhancing the online shopping experience and reducing returns.
- **Influencer Collaborations:** Collaborate with fashion influencers and bloggers to feature Flying Machine products in their content. This can increase brand visibility and reach a wider audience.
- **Interactive Social Media Campaigns:** Run interactive social media campaigns, such as polls, quizzes, and contests, to engage the audience and increase brand interaction.
- **Create a seasonal looks collection:** The seasonal looks can be shared on the website and social media platforms to generate excitement and anticipation for new products.
- **Seasonal Sales and Offers:** Plan special sales and offers during shopping periods like payday sales, women's day sales, and festive seasons. Promote these limited-time deals by using visuals, the latest Instagram reels on social media platforms.

Discuss the challenges encountered and lessons learned

Things that I learned from the above topics are:

- Analyzing the performance of different marketing channels (e.g., social media, email, SEO, PPC) helps identify which channels are most effective in reaching and engaging the target audience.
- Content ideas can reveal what topics resonate most with the audience, helping to focus content creation efforts.
- Learned how to use various strategies for digital marketing.

Challenges faced

- Most companies not maintaining their website properly, so it was difficult to know their current products and services.
- Difficulty in finding out the strategies of competitors.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:

Format 1- Blog article

- **Aim-** To share our top styling tips to help you embrace elegance effortlessly.
- **Date-** 27/07/2023
- **Idea-** To inspire you to embrace elegance in your everyday fashion choices. By incorporating classic pieces, choosing refined colors, and paying attention to fit and details.
- **Topic-** Effortless Elegance: Styling Tips to Elevate Your Look

Format 2- Post

- **Aim-** Marketing strategy to attract potential customers, create awareness about an offer, and encourage people to make a purchase.
- **Date-** 27/07/2023
- **Idea-** To offer our valued customers an exclusive opportunity to shop their favorite Flying Machine outfits at unbeatable prices.
- **Topic-** Get 50% Off on all flying machine denim styles.

The image is a screenshot of an Instagram post from the account 'flyin_gmachine370'. The post features a promotional graphic for a sale. On the left, there is a red banner with the 'FLYING MACHINE' logo. To the right of the banner is a photograph of a man wearing a white long-sleeved shirt, dark blue jeans, and tan shoes, walking outdoors. The text 'SALE' is written in large, bold, black letters, followed by 'FLAT 50% OFF' in a stylized, pink, outlined font. Below this, there is a black button with the text 'SHOP NOW' in white. Underneath the button, it says 'offer valid till 30th July'. At the bottom of the graphic, there are social media icons for Twitter, Instagram, and Facebook, followed by the URL 'https://flyingmachine.nnnow.com'. The Instagram interface shows the post was made '2 hours ago' and includes a caption that reads: 'flyin_gmachine370 Don't Miss Out! Get 50%off on all Flying Manchine demin styles ! 🙌😍 Upgrade your wardrobe with trendy and comfortable denim.Use code FLY50 at checkout. #Fashiondeals#sale#shopnow'.

flyin_gmachine370

SALE
FLAT 50% OFF

SHOP NOW

offer valid till 30th July

FOLLOW US   

<https://flyingmachine.nnnow.com>

flyin_gmachine370 Don't Miss Out! Get 50%off on all Flying Manchine demin styles ! 🙌😍 Upgrade your wardrobe with trendy and comfortable denim.Use code FLY50 at checkout. #Fashiondeals#sale#shopnow

2 hours ago

Format 3- Video

- **Aim** - New Collection Launch by creating excitement, generating buzz, and building anticipation for the release of a new product
- **Date** - 27/07/2023
- **Idea** - To create Brand Awareness about the new collection and encourage people to make a purchase.
- **Topic** – Introducing the latest denim collection

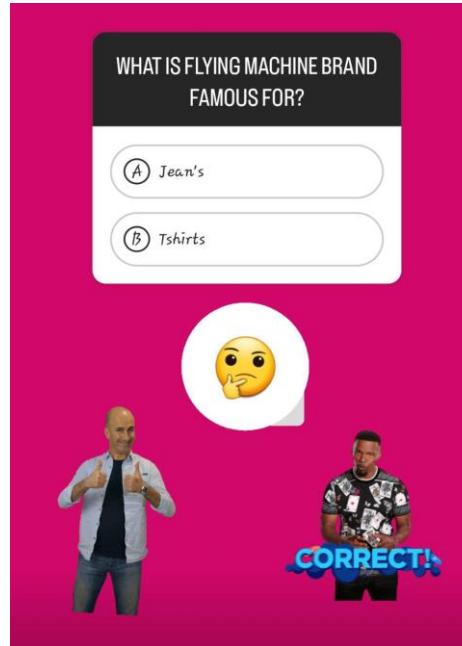
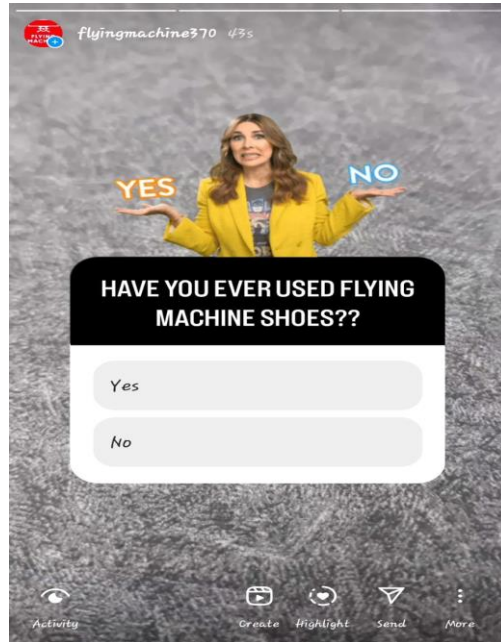
Google Drive link-

<https://drive.google.com/file/d/1qC4WuIRJpfXVRODPjrjA2xTkaaowTCCt/view?usp=sharing>

Instagram Story

https://instagram.com/flyin_gmachine370?igshid=NGExMmI2YTkyZg==

(Insta ID flyin_gmachine370)



- Social Media Campaigns such as polls, quizzes, and contests, to engage the audience and increase brand interaction.
- It helps showcases the latest fashion trends, style tips, and outfit ideas on social media to generate excitement and knowledge for new products.

Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.

Instagram video link-

<https://www.instagram.com/reel/CvP9gPugnM5/?igshid=MTc4MmM1YmI2Ng==>

Google Drive Link –

<https://drive.google.com/file/d/1MXjvsApFnYdGexnv9wUXGysnL6F0VjbD/view?usp=sharing>

Social Media Ad Campaigns



Brand awareness



Generating leads



Driving website traffic

- **Advertising Goals-** To create brand Awareness which helps to reach a wider audience and increase brand visibility.

This could involve reaching new potential customers who haven't heard of the brand before.

Audience Targeting-Defining the target audience for social ad campaigns is crucial to ensure that marketing efforts reach the people with a high potential interest in the brand's products or services.

- Demography – 18 -35 years old youth and young adults who are looking for stylish and modern fashion choices.
- Geographical- metros, key urban metros.
- Behaviour- usage pattern – casual wear, jeans, shirts, sportswear.
- Needs- stylish, colorful, vibrant, trendy, affordable
- Brand positioning - Flying Machine is known for its contemporary and on-trend designs. The brand caters to young and fashion-conscious individuals who seek the latest styles and trends in clothing.

Ad Creation- Image-based ad creatives can be highly effective in driving website traffic.

Visual Appeal (Image-based)

Take an image of a group of stylish young friends wearing Flying Machine denim jackets, tees, and jeans.

Ad Copy: "Unleash Your Style with Flying Machine! Discover the Latest Trends in Denim and Graphic Tees. Be Bold. Be Confident. Be YOU! #StyleWithFlyingMachine“

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)

Elevate Your Wardrobe with Flying Machine's Latest Collection! new Inbox

sai 3:04 PM
to me

[View this email in your browser](#)



Are you ready to unleash your inner fashionista? Fly high in style with Flying Machine's latest collection! We've curated a stunning array of fashion-forward pieces designed to elevate your wardrobe and make heads turn wherever you go

Be Bold. Be Confident. Be YOU!

#StyleWithFlyingMachine



["Shop Now"](#)

Email Ad Campaign 2 - Lead Generation

(insert emailer image)



"Be the First to Know - Join Flying Machine's Fashion Insider List!"

Inbox



me 5:44 PM

to me



🌟 Get Ready to Elevate Your Style - Sign Up for Exclusive Flying Machine Offers!

Sign up now and receive a fabulous 20% discount on your first order.



Why Sign Up?

- 🌟 Instant Savings: Receive a flat 20% discount on your first Flying Machine purchase after signing up.
- ❤️ Be in the Know: Get the latest updates on new collections, limited editions, and exclusive offers delivered directly to your inbox.
- 🎂 Birthday Treats: Celebrate your special day with us and enjoy surprise birthday rewards.

Ready to redefine your style? Click the button below to explore the latest collection and take advantage of these exclusive offers.

Sign Up Now



- **Discuss the challenges faced and lessons learned**

Challenges that are faced doing content creation curation

- ☐ Finding High-Quality Content ensuring that content is accurate and reliable. It was a bit time-consuming.
- ☐ Not maintaining their website information updated, it was difficult to know their current products and services.
- ☐ Designing visually appealing and mobile-responsive email templates was challenging.

Lessons learned

- ☐ How to create social media accounts.
- ☐ The importance of ad campaigns based on demographics, interests, and many more.
- ☐ Social media advertising boosts the reach of your content ads effectively.
- ☐ Visual content, images, and videos tend to attract more attention and engagement on social media platforms.