**PROJECT DESIGN PHASE I**

**Proposed Solution**

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| Team ID | 9FCEEE4EFB15B1C90EB4811A3F79BD60 |
| Project Name | Content Marketing Plan template Based on Hubspot |

To address the problem statement of “Low Line Visibility” for Akshaya Fashions, here’s a proposed solution:

**Solution: Elevating brand Visibility and Brand Awareness**

To enhance Akshaya Fashions' online visibility, the proposed solution involves website optimization, SEO, active social media engagement, influencer partnerships, targeted paid advertising, email marketing, visually engaging content, customer reviews, collaboration with fashion platforms, shareable content, and data-driven analytics. This comprehensive approach will address the low online visibility challenge effectively.

**Solution Architecture**

Designing a solution architecture for improving online visibility and addressing the low online visibility problem statement for Akshaya Fashions involves a structured approach. Here's a proposed solution architecture:

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| **S.No** | **Solution** | **Description** |
| **1** | **Website Enhancement** | **Content Management System (CMS):** Implement a robust CMS like WordPress, enabling easy content updates and SEO optimization.  **Mobile Responsiveness:** Ensure that the website is mobile-friendly to accommodate users on various devices |
| **2** | **SEO Optimization** | **Keyword Research:** Conduct in-depth keyword research to identify relevant and high-traffic keywords.  **On-Page SEO:** Optimize website content, metadata, and images with targeted keywords.  Link Building: Develop a strategy for acquiring quality backlinks from reputable websites |
| **3** | **Social Media Presence** | **Profiles Creation:** Establish and maintain active profiles on social media platforms relevant to the target audience.  **Content Calendar:** Develop a content calendar for regular and consistent posting.  **Engagement Strategy:** Engage with the audience by responding to comments, messages, and conducting contests or polls. |
| **4** | **Influencer Partnership** | **Influencer Selection:** Identify and collaborate with fashion influencers who align with the brand's image.  **Influencer Content:** Task influencers with creating content that features Akshaya Fashions' products and brand message |
| **5** | **Paid Advertising** | **Google Ads:** Launch targeted Google Ads campaigns using relevant keywords.  **Social Media Ads:** Create and run ads on platforms like Facebook and Instagram targeting specific demographics. |
| **6** | **Email Marketing** | **Segmentation:** Segment the email list to send personalized content and promotions.  **Marketing Automation:** Use marketing automation tools to schedule and send campaigns at optimal times. |
| **7** | **Visual Content** | **Professional Photoshoots:** Conduct professional photoshoots for new collections.  **Video Production:** Create engaging video content for product showcases, brand stories, and tutorials |
| **8** | **Customer Reviews** | **Review Integration:** Implement review and rating plugins on the website.  **Review Incentives:** Encourage satisfied customers to leave reviews with incentives like discounts or exclusive offers. |
| **9** | **Collaborations** | **Partnership Tracking:** Track the success of collaborations with fashion blogs and magazines through affiliate links or promotional codes. |
| **10** | **Content Promotion** | **Shareable Content:** Create content that is highly shareable, such as informative blog posts and engaging social media updates |
| **11** | **Analytics & Monitoring** | **Data Analytics Tools:** Utilize tools like Google Analytics to monitor website traffic and user behavior.  **Regular Reporting:** Generate periodic reports to assess the performance of various marketing channels and campaigns. |