

DIGITAL MARKETING ASSIGNMENT

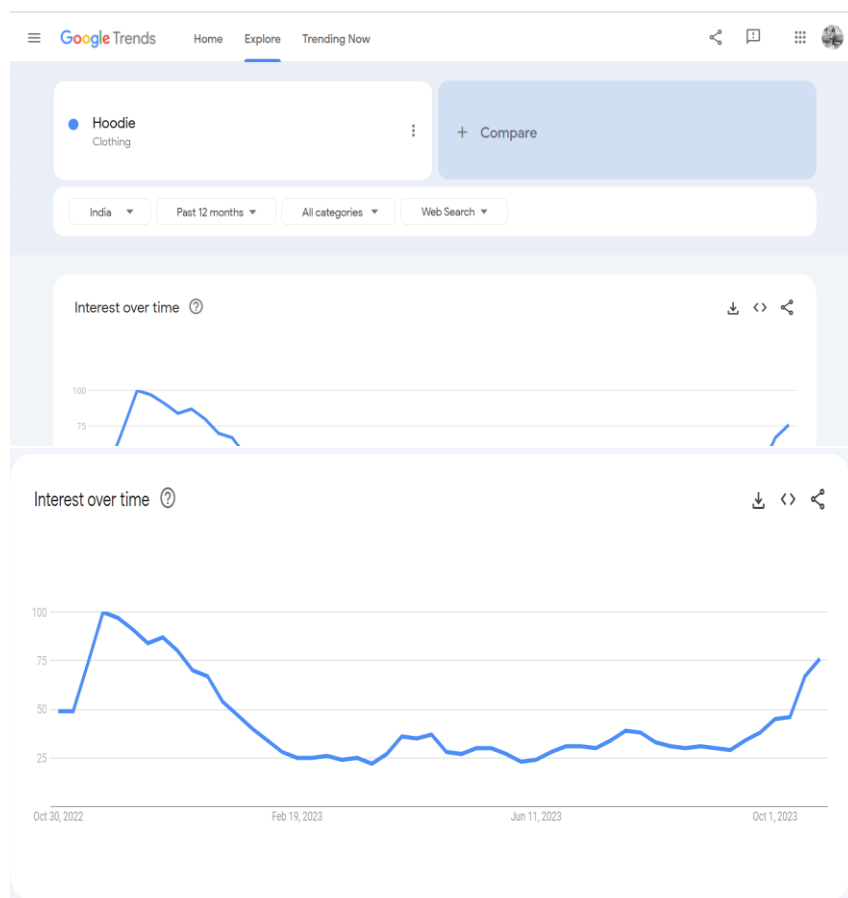
HASHTAG GENERATION

1) Identifying the buzzing area:

The opted buzzing area is Customized Hoodie. Hoodies were a popular and versatile clothing item, and they have been in trend for several years prior. Hoodies are comfortable, functional, and come in various styles, making them a staple in many people's wardrobes, especially for casual and athleisure wear.

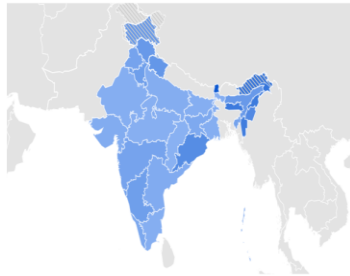
2) Calculate Penetration Power:

a) Audience Size:



Interest by subregion ?

Subregion ▾ ⬇ ⬅ ➡ 🔗

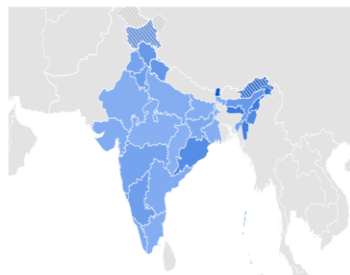


31 West Bengal	22	<div><div></div></div>
32 Bihar	22	<div><div></div></div>
33 Tamil Nadu	22	<div><div></div></div>
34 Madhya Pradesh	21	<div><div></div></div>
35 Chhattisgarh	20	<div><div></div></div>

< Showing 31-35 of 35 subregions >

Interest by subregion ?

Subregion ▾ ⬇ ⬅ ➡ 🔗



1 Sikkim	100	<div><div></div></div>
2 Arunachal Pradesh	73	<div><div></div></div>
3 Meghalaya	69	<div><div></div></div>
4 Nagaland	68	<div><div></div></div>
5 Mizoram	66	<div><div></div></div>

< Showing 1-5 of 35 subregions >

Related topics ?

Rising ▾ ⬇ ⬅ ➡ 🔗

1 Revenge - Song by XXXTentacion	+2,650%
2 AMIRI - Fashion brand	+1,800%
3 Revenge - Song by XXXTentacion	+1,700%
4 PUMA - Topic	+750%
5 XXV - Compilation album by Robbie Williams	+600%

< Showing 1-5 of 23 topics >

Related queries ?

Rising ▾ ⬇ ⬅ ➡ 🔗

1 xxxl hoodie for men	Breakout
2 xxl hats	Breakout
3 almost gods hoodie	Breakout
4 xxl hoo	Breakout
5 xxc legacy	Breakout

< Showing 1-5 of 25 queries >

From Google trends data, we analysed that People from Sikkim shown high interest when compared to the other states in India while People from Tamilnadu shown less interest.

b) Competitor Analysis:

The.HustlersWadrobe is an Instagram page with 5855 followers which focuses on customization and printing of Hoodies.

From the analysis, That this page is not using hashtags in their posts which is an advantage for our page, Hoodiverse.

Hence, using the hashtags(#hoodiesforsale,#hoodiesSeason,#hoodiestyle,#hoodiesuprepremium,#hoodiesweater) people would easily reach out to our page.

c) Influencer involvement:

Master Sandy, Dancer and Ex Bigg Boss Tamil contestant from season 3 had become viral in the show with his famous line “we are the boys”. That famous line had been printed in his hoodies which influenced many to wear with printed texts in their hoodies. So choosing him would help us to reach many more audiences.

d) Community Engagement:

Single post per day would help to engage with our audiences. Also conducting Q&A sessions, offering gifts to our loyal customers help to bond with our audiences.

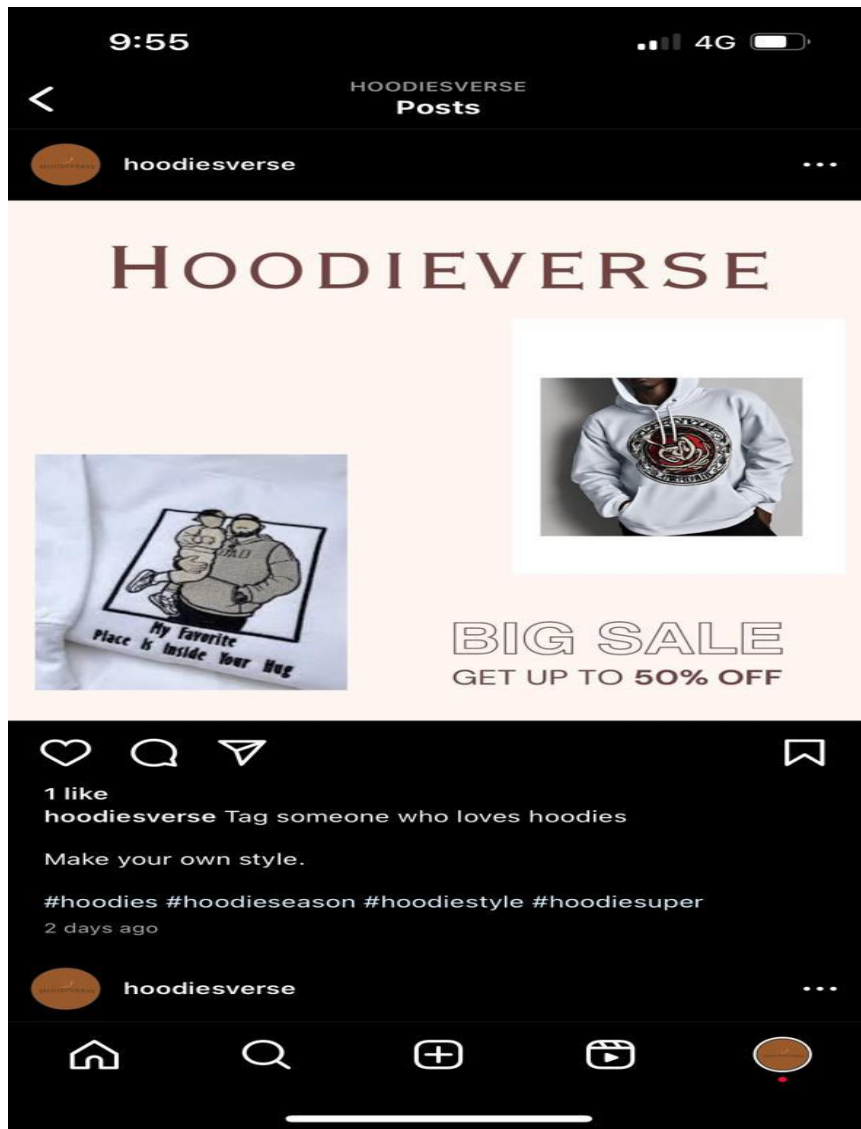
3) Build Curiosity:

In order to build curiosity, we made Instagram post with coming soon caption to unveil the 50% sale for our customers



4) Release Hashtags:

#hoodiesforsale,#hoodiesSeason,#hoodiestyle,#hoodiesuprepremium,#hoodiesweater



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