

Comprehensive Digital Marketing

John Player

Internship organization: Smartinternz

Internship Domain: Digital marketing

Duration: May 2023 to July 2023

Team Id: LTVIP2023TMID09160

Team Lead: Matta Krishna Sathvik

Team Members:

1. Majji Balasubramanyam

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

Company/ Topic for the project: John Player Pvt Ltd.

- **Research Brand Identity:**

Logo:

The logo for John Players, featuring the brand name in a stylized, serif font with a red-to-white gradient.

vision: To become the No:1 beverage company in India.

Mission/Values: John Player unveils its new brand identity with Sidharth Malhotra as brand ambassador. John Players is driven by the vision of creating a mega-brand offering the most contemporary fashion to youth at accessible prices. It is today a leading menswear brand that really understands, anticipates and reaches out to existing and emerging fashion needs and offers a stylish range of garments tailored to work, leisure and party occasions. With multiple categories such as shirts, trousers, cargos and T-shirts, denims, outerwear, suits and accessories, it is a complete and vibrant wardrobe brand.

Values: Reliance Retail now owns the assets of John Players, including distribution rights across 750 stores and 65 flagship outlets, with management of the the mid-to-value men's fashion brand falling to Reliance Retail divisions, Reliance Trends and Ajio.

Unique Selling Propositions(USP's): In marketing, the **unique selling proposition (USP)**, also called the **unique selling point**, or the **unique value proposition (UVP)** in the business model canvas, is the marketing strategy of informing customers about how one's own brand or product is superior to its competitors .

Analyze Brand Messaging: Reliance plans to diversify into e-commerce and expand in fashion as the conglomerate's billionaire owner Mukesh Ambani aims to grab a dominant share of Indian consumer spending in a struggle with rivals, particularly Amazon.com Inc and Walmart Inc's Flipkart.

Examine the brand's tagline: As per my knowledge John Players is the fashion brand launched by **ITC Limited in 2002**. So far in 13 years, they have **2000+ outlets** and also available on most used online selling sites.

Here are the awards so far for John Players.

- 2014: Ranked 5th Most Exciting Brand in the apparel category by Brand Equity, ET
- 2014: Ranked 10th Most Trusted Apparel Brand by Brand Equity, ET
- 2013: Ranked 5th Most Exciting Brand in the apparel category by Brand Equity, ET
- 2013: Best Performing Partner, Men's wear by Reliance Trends
- 2012: Ranked 9th Most Trusted Apparel Brand by Brand Equity, ET
- 2011: Ranked 8th Most Trusted Apparel Brand by Brand Equity, ET
- 2010: For Operational Excellence by Reliance Trends
- 2007: Most Admired Fashion Campaign, Images Fashion Award
- 2005: Most Admired Shirt Brand of the Year, Images Fashion Award
- 2004: Rising Star Brand of the Year, Images Fashion Award

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

Analyze Brand Messaging

Target Audience: John Players primarily targets urban and fashion-conscious young men aged between 18 to 35 years. Their clothing line aims to appeal to the modern youth who are looking for trendy and stylish outfits.

Brand Personality: The brand messaging of John Players often portrays it as trendy, youthful, and contemporary. It aims to create a sense of style, confidence, and individuality in its customers. The messaging is designed to make customers feel that wearing John Players' clothing will help them stay in sync with the latest fashion trends.

Examine the brand's tagline

As of my last update in September 2021, John Players' tagline was "Play It Up." The tagline reflects the brand's positioning and core values. Let's examine the tagline "Play It Up" in more detail

Playful and Youthful: The tagline "Play It Up" exudes a playful and youthful vibe. It encourages customers to embrace their sense of fun and adventure when it comes to fashion and personal style.

Self-Expression: The word "Play" in the tagline suggests that wearing John Players' clothing allows individuals to express themselves creatively and confidently. It emphasizes that fashion is not just about following trends but also about playing with different styles and looks.

Empowerment: The tagline may carry a message of empowerment, encouraging customers to play up their unique qualities and personality through their fashion choices. It promotes the idea that fashion can be a tool for self-expression and self-confidence.

Call to Action: "Play It Up" serves as a call to action, urging the target audience to take action, be bold, and experiment with their style choices. It motivates customers to explore the brand's offerings and mix and match different garments to create their distinctive looks.

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 Analysis:

Competitor 1: <https://www.ajio.com>

USP:It is. This brand has variety and the quality of fabric is really good. The shirts will last you for a long time. My father has worn this brand and all his shirts still look like they are brand new.

Communication:Present this days most of the public preferring online to buy new clothes.

Competitor 2: <https://www.amazon.com>

UPS:Similarly, Levi has a brand perception (not a luxury jeans brand but a high end urban brands). For the same reason, Calvin Klein jeans would always be 2-3 times more expensive than Levi's. Even John players is a medium rung brand from ITC. Their more expensive brand is Wills Lifestyle.

Communication: Best look in marketing production to buy like online.

Competitor 3: <https://www.flipkart.com>

UPS: Prices of products are hardly decided on the basis of cost (cost only sets a floor price), what really matters is the brand positioning, target market and how much a customer is willing to pay.

Communicatio: The cost is not to expensive it same like market price in shopping malls or john players.

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.**
- John Players is consumed by people of mostly for mens. It is mostly use for age 20 to 50.
- Its is the best band mostly in foreign county good production in market. Every mens like the band to were the dress.
- It is famous for partyware, wedding, birthdays, interview fashions and good model. Every fashion designs it perfectly because it's John Players Brand.

Part 2: SEO & Keyword Research

SEO Audit: <https://www.johnplayers.com/>

Audit Results for instagram.com



Your page could be better

Recommendations: 23



On-Page SEO



Links



Usability



Performance



Social



Recommendations

Toggle:

On-Page SEO

Social

Performance

Other Improvements

Usability

Implement a XML sitemaps file

On-Page SEO

Medium Priority

Unblock page in robots.txt

On-Page SEO

Medium Priority

Optimize for Core Web Vitals

Usability

Medium Priority

Increase length of title tag

On-Page SEO

Medium Priority

Shorten meta description (to between 70 and 160 characters)

On-Page SEO

Medium Priority

Add H1 Header Tag

On-Page SEO

Medium Priority

Create and link your Twitter profile

Social

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Implement an analytics tracking tool

On-Page SEO

Low Priority

Add Schema Markup

On-Page SEO

Low Priority

Add Twitter Cards

Social

Low Priority

Setup & Install a Facebook Pixel

Social

Low Priority

Remove inline styles

Performance

Low Priority

Create and link an associated YouTube channel

Social

Low Priority

Create and link an associated YouTube channel

Social

Low Priority

Create and link an associated LinkedIn profile

Social

Low Priority

Add business address and phone number

Other Improvements

Low Priority

Add Local Business Schema

Other Improvements

Low Priority

Improve the size of tap targets

Usability

Low Priority



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a title tag, but ideally it should be between 10 and 70 characters in length (including spaces).



Instagram

Length : 9

Title tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).



Create an account or log in to Instagram - A simple, fun & creative way to capture, edit & share photos, videos & messages with friends & family.

Length : 161

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

Create an account or log in to Instagram - A simple, fun & creative way to capture, edit & share photos, videos & messages with friends ...

Hreflang Usage

Your page is making use of Hreflang attributes.

Show details



Language

Your page is using the lang attribute.

Declared: English



H1 Header Tag Usage

Your page does not have an H1 Header Tag.



The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage



11/11/2023 10:10:10 AM

H2-H6 Header Tag Usage



Your page is not making use of multiple levels of Header Tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H2	0
H3	0
H4	0
H5	0
H6	0

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

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Header Tag	Frequency
H2	0
H3	0
H4	0
H5	0
H6	0

Keyword Consistency



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Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
english	×	×	×	3
meta	×	×	×	3
instagram	✓	✓	×	2
bahasa	×	×	×	2
français	×	×	×	2

Act
Go 1

português	×	×	×	2	<div></div>
password	×	×	×	2	<div></div>

Generally a page should be targeted to rank for particular set of keywords or phrases. These keywords should be used with some consistency in page content (naturally and without stuffing) to maximize ranking potential for those keywords. This means these keywords should be present across the most important HTML tags of the page, and used with some frequency in the general page text content. The keyword consistency check illustrates the keywords we have identified appearing most frequently in these areas.

If the keywords and phrases identified don't match your intended ranking keywords, and do not show a level of consistency, you should consider amending your core page content to better include these.

[Learn more in our guide](#)

Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 125

It has been well researched that higher text content volumes are related to better ranking ability in general.

Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 8 images on your page and 6 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

[Show details](#)

Canonical Tag



Your page is using the Canonical Tag.

Ac
Go

português	×	×	×	2	<div></div>
password	×	×	×	2	<div></div>

Generally a page should be targeted to rank for particular set of keywords or phrases. These keywords should be used with some consistency in page content (naturally and without stuffing) to maximize ranking potential for those keywords. This means these keywords should be present across the most important HTML tags of the page, and used with some frequency in the general page text content. The keyword consistency check illustrates the keywords we have identified appearing most frequently in these areas.

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Canonical Tag

Your page is using the Canonical Tag.

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



Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.



Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.



SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



Robots.txt

Your website appears to have a robots.txt file.

<http://instagram.com/robots.txt>



Blocked by Robots.txt

Your page appears to be blocked by robots.txt, meaning that Google is being instructed to avoid crawling or displaying it in Search Results.



Robots.txt is a set of instructions for web crawlers for how to crawl a website. Blocking files or folders can sometimes be accidental, with significant

Robots.txt is a set of instructions for web crawlers for how to crawl a website. Blocking files or folders can sometimes be accidental, with significant implications.

XML Sitemaps

We have not detected or been able to retrieve a XML sitemaps file successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

Create it yourself with our free tool:

[XML Sitemap Generator](#)



Analytics

We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.



Schema.org Structured Data

We have not detected any usage of Schema.org on your page.






Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.



Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
ybe	 EN	1	185,000,000	56,240,000
youis	 EN	1	185,000,000	56,240,000
instagram	 EN	1	101,000,000	30,704,000
instagram	 HI	1	101,000,000	30,704,000
instagram##	 EN	1	101,000,000	30,704,000
instagram##	 HI	1	101,000,000	30,704,000
insy tagram	 EN	1	101,000,000	30,704,000
Instagram	 EN	1	101,000,000	30,704,000
2youtube	 EN	2	185,000,000	29,970,000
ybe	 ES	2	185,000,000	29,970,000

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



9,008,103,915

Monthly Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	3,488,668	<div></div>
Position 2-3	11,051,327	<div></div>
Position 4-10	24,055,778	<div></div>
Position 11-20	24,785,749	<div></div>
Position 21-30	19,971,092	<div></div>
Position 31-100	56,609,785	<div></div>

Links

Number of Backlinks

You can see information about your page's backlinks within this report by signing up to one of our premium plans.

[Signup - Free Trial](#)



On-Page Link Structure

We found 18 total links. 56% of your links are external links and are sending authority to other sites. 50% of your links are nofollow links, meaning authority is not being passed to those destination pages.

[Show details](#)



Friendly Links

Your link URLs appear friendly (easily human or search engine readable).



Usability



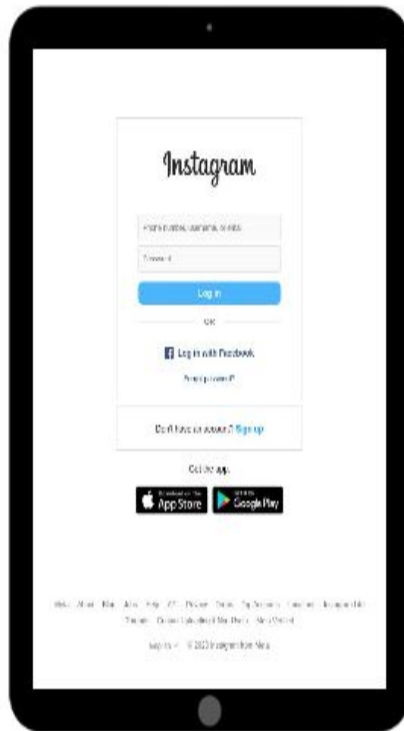
Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.





Google's Core Web Vitals

Your page has failed Google's Core Web Vitals assessment.



Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.



Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
----------	-------	---------------	-------------------

Largest Contentful Paint	12.5 s
Time to Interactive	12.3 s
Total Blocking Time	2.78 s
Cumulative Layout Shift	0.058

Reduce unused CSS	0.6 s
Avoid serving legacy JavaScript to modern browsers	0.15 s

Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.



Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value
First Contentful Paint	1 s
Speed Index	1.5 s
Largest Contentful Paint	2.8 s
Time to Interactive	2.5 s
Total Blocking Time	0.25 s
Cumulative Layout Shift	0.013

Opportunities	Estimated Savings
Reduce unused JavaScript	0.64 s
Avoid multiple page redirects	0.34 s
Serve images in next-gen formats	0.25 s



Your performance is very good!

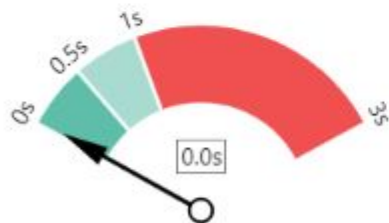
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

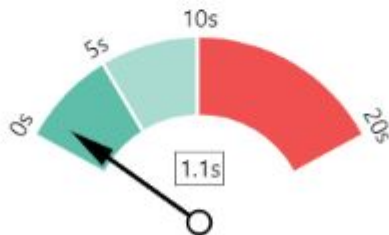
Your page loads in a reasonable amount of time.



Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

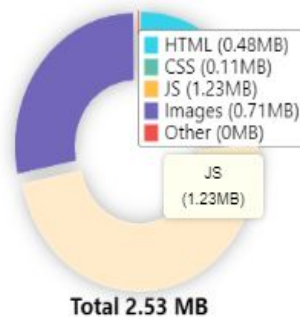
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



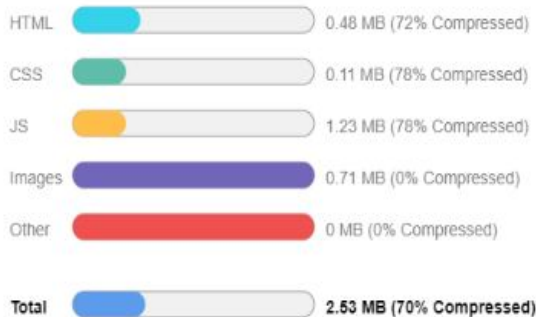
Download Page Size Breakdown



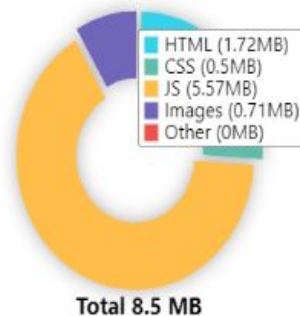
Website Compression (Gzip, Deflate, Brotli)

Your website appears to be using a reasonable level of compression.

Compression Rates



Raw Page Size Breakdown



Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy

No email addresses have been found in plain text on your page.



Legible Font Sizes

The text on your page appears to be legible across devices.



Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.



Consider making these tap targets larger to provide a better user experience.

Show details

Tap Target Sizing refers to the size of buttons, links and other navigational elements on the page. On touch screen devices in particular these elements can't be too small or too close together or they will impede clicking and frustrate users.

We recommend reviewing the Tap Target Sizing of your of all your text to ensure they're easily clickable including less considered items like footer elements.



44

Total Objects



16

Number of HTML
Pages



13

Number of JS
Resources



1

Number of CSS
Resources



9

Number of Images



5

Other Resources

Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

Show details



JavaScript Errors

Your page is not reporting any JavaScript errors.



HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



Optimize Images

All of the images on your page appear to be optimized.



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



Inline Styles

Your page appears to be using inline styles.



Acti
Go to

Optimize Images

All of the images on your page appear to be optimized.



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



Inline Styles

Your page appears to be using inline styles.



Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Show details

Act
Go t

Social Results



Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



Show details

Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Facebook Pixel

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.



Twitter Connected

No associated Twitter profile found as a link on your page.



Twitter Activity

No associated Twitter profile found as a link on your page.



Twitter Cards

We have not detected Twitter Cards on your page.

Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.



Instagram Connected

Your page has a link to an Instagram profile.



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



YouTube Connected

No associated YouTube channel found linked on your page.



YouTube Activity

No associated YouTube channel found linked on your page.



Local SEO Beta

Address & Phone Shown on Website

We can't identify one or both of these components on the page. Missing: Phone, Address



Local Business Schema

No Local Business Schema identified on the page.



Google Business Profile Identified

You can see information about your page's Google Business Profile within this report by signing up to one of our premium plans.



[Signup - Free Trial](#)

Technology Results

Technology List

These software or coding libraries have been identified on your page.

Technology	Version
HSTS	

 HTTP/3

Server IP Address

157.240.22.174

DNS Servers

d.ns.instagram.com
b.ns.instagram.com
a.ns.instagram.com
c.ns.instagram.com

Charset

text/html; charset="utf-8"

i

i

i

i

Act
Go 1

Review Child Pages

Page

/about/jobs/

/accounts/emailsignup/

/accounts/password/reset/

/directory/profiles/

/explore/locations/

/legal/privacy/

/legal/terms/

/web/lite/

Since John Player official website is not available we have performed SEO Audit on the john players Instagram profile URL.

Part 3: Content Ideas and Marketing Strategies

JULY 2023

SUN	MON	TUE	WED	THU	FRI	SAT
30	31					1 John players products
2	3 Men's wear	4	5 fashion	6	7 Dress	8
9 Instagram story post 1	10	11 Instagram story post 2	12	13 Instagram story post 3	14	15
16	17	18	19	20	21 Social media ad campaign in Facebook	22
23 Social media ad campaign in Twitter	24	25 Social ad campaign in Instagram	26	27 Email ad campaign for Brand awareness	28	29 Email ad campaign for Lead Generation

Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned during internship in John players.
- **Content Ideation Challenges:**
 - a. **Understanding the Target Audience:** One of the primary challenges was understanding the specific needs, interests, and pain points of the target audience. Creating content that resonates with the intended audience requires in-depth research and analysis.
 - b. **Generating Fresh Ideas:** Coming up with innovative and fresh content ideas consistently can be difficult. Striking a balance between trending topics and evergreen content is crucial to maintain relevance.
 - c. **Aligning with Brand Identity:** Ensuring that the content aligns with the brand's voice and values can be challenging, especially when trying to explore new content formats or styles.
- **Marketing Strategy Challenges:**
 - a. **Multi-channel Integration:** Crafting a comprehensive marketing strategy that incorporates various digital channels (social media, email marketing, SEO, etc.) and aligning them cohesively can be complex.
 - b. **Measuring ROI:** Determining the effectiveness of a marketing campaign and accurately measuring the return on investment can be a daunting task, especially when dealing with intangible metrics like brand awareness and customer engagement.

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

As of my last update in September 2021, "John Players" is a brand of clothing for men, and it is a part of ITC Limited, an Indian multinational conglomerate company. However, it's important to note that trends and information about brands can change rapidly, so I encourage you to verify this information and check for any updates or changes that may have occurred after September 2021. Here are some aspects you might consider researching and brainstorming about John Players

Brand History and Background:

Research the history and background of John Players clothing brand.



Format 2:



Fashion Shows and Events: John Players, like many other fashion brands, may showcase its latest collections and designs at fashion shows and events. Media outlets often cover these events, providing coverage of the brand's new offerings.

Social Media and Digital Coverage: Media outlets often monitor and report on social media trends, including mentions and activities related to John Players on platforms like Instagram, Twitter, and Facebook.

Interviews and Features: Fashion magazines and websites might conduct interviews with key figures from John Players, such as designers, brand ambassadors, or company executives. These interviews provide insights into the brand's vision, strategies, and upcoming plans.

Retail and Business News: Media may cover business-related news about John Players, such as its financial performance, market expansion, store openings, or strategic partnerships.

Sustainability and Ethical Practices: If John Players focuses on sustainable and ethical practices, it might receive media coverage highlighting its efforts in this area.

Format 3: Video



https://www.instagram.com/reel/CvH2pauhvE9/?utm_source=ig_web_copy_link&igshid=MzRIODB iNWFIZA==

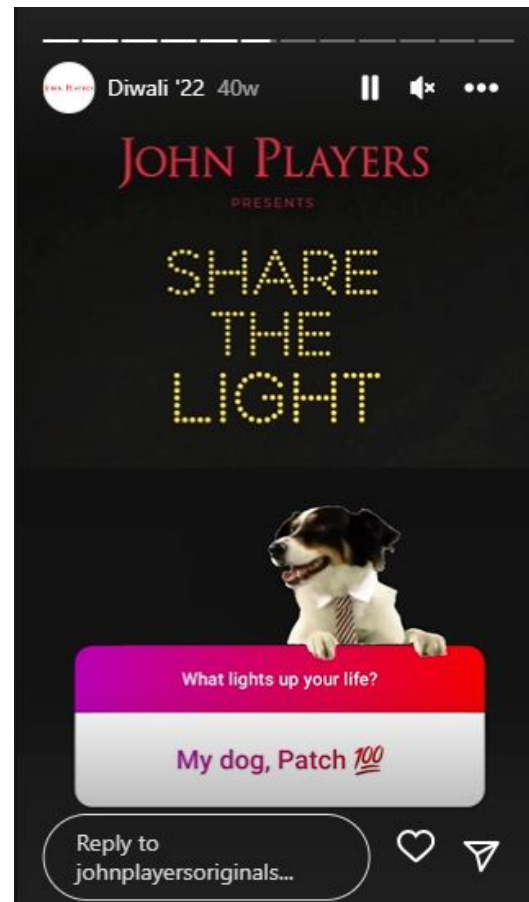
IT'S
RAINING
STYLES
THIS
JULY.

WATCH THIS
SPACE FOR MORE!



JOHN PLAYERS

Instagram Story



Play it
EASY



JOHN PLAYERS

CALLING MEN
WHO SHOW US
THAT PASSION
CAN TAKE
YOU PLACES.

JOHN PLAYERS

REAL
MEN

AWARDS 2023

In association with

THE TIMES OF INDIA

FINAL CALL FOR ENTRIES



JOHN PLAYERS

**SOME MEN SHOW
US THAT COMPASSION
IS A SIGN OF TRUE
STRENGTH.**

VOTE FOR YOUR FAVOURITE STORY

JOHN PLAYERS

**HERE'S TO THE MEN
WHO SHOW US HOW
SPECIAL WE CAN BE.**

VOTE FOR YOUR
FAVOURITE STORY.

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



JOHN PLAYERS

Post Creations:

- Create visually appealing and engaging social media posts featuring John Players' latest clothing collections, trends, and promotions.
- Utilize high-quality images and compelling copy to showcase the brand's unique selling points and lifestyle aspects.
- Incorporate relevant hashtags and brand mentions to increase visibility and reach.

Designs/Video Editing



Designs/Video Editing:

- Design eye-catching graphics and visuals for social media posts, website banners, and email campaigns.
- Edit videos showcasing behind-the-scenes footage, fashion lookbooks, style tips, and customer testimonials to promote the brand's offerings.
- Ensure brand consistency in design elements and maintain a modern and trendy aesthetic.

https://www.instagram.com/reel/CujnralB51x/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Social Media Ad Campaigns

Campaign #1

Celebrity Endorsements: John Players has engaged with various Indian celebrities as brand ambassadors, which can significantly boost brand awareness and appeal to their fans and followers.

Retail Partnerships: Collaborations with other popular retail brands or fashion outlets can increase exposure to a wider customer base.



Campaign #2

Driving website traffic for John Players, or any brand, requires a strategic approach to digital marketing and online promotion. Here are some effective methods to increase website traffic for John Players

Search Engine Optimization (SEO): Optimize the website for search engines by using relevant keywords, creating high-quality content, and ensuring the site is technically sound. SEO helps improve organic rankings and increases the chances of being discovered through search engines like Google

Influencer Partnerships: Collaborate with relevant fashion influencers or micro-influencers who align with the brand's image. Influencers can introduce John Players to their followers, driving traffic to the website



JOHN PLAYERS

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For every campaign clearly define:

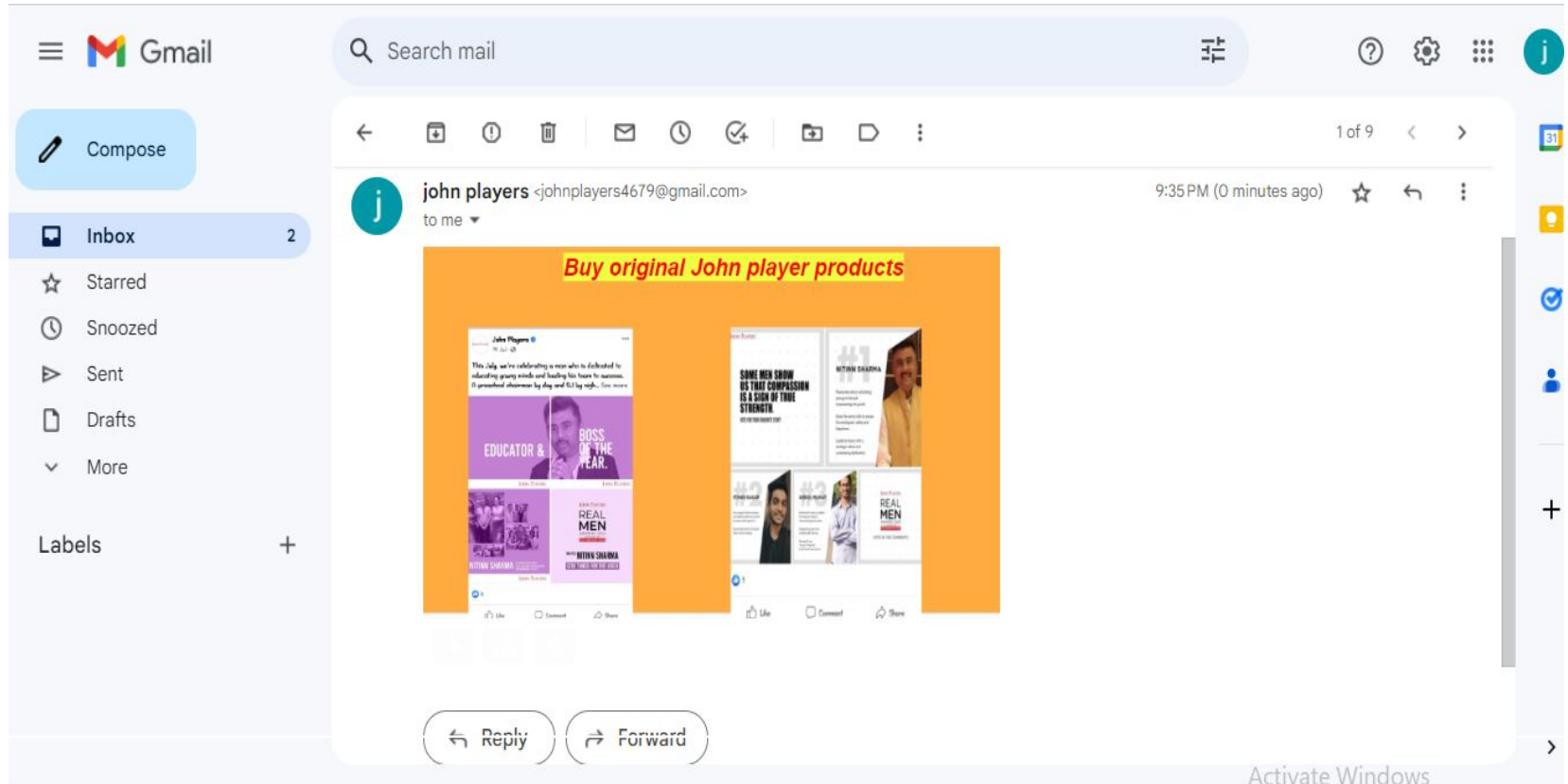
- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

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Email Ad Campaigns



Email Ad Campaign 1 - Brand Awareness



✍️ Compose

📁 Inbox 11,873

☆ Starred

🕒 Snoozed

▶️ Sent

📄 Drafts 55

▼ More

Labels +



1 of 13,623 < > 📄



john players <johnplayers4679@gmail.com>

9:23 PM (4 minutes ago)



to me ▼

Email Ad Campaign 2 - Lead Generation



Subject: Try new look fashion
John Players

As an AI language model, I don't have access to specific campaigns or real-time data. However, I can provide you with a general outline and ideas for an email campaign that John Players or any fashion brand could consider implementing. Email campaigns are an effective way to engage with customers, promote products, and drive traffic to the website. Here's a sample email campaign for John Players

Content: Send a warm welcome email to new subscribers, introducing them to the brand and its products. Offer a special discount code as an incentive for their first purchase.

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As an AI language model, I don't have access to John Players' internal processes or specific insights into their content creation and curation strategies. However, I can provide a general reflection on content creation and curation in the context of a fashion brand like John Players.

Content Creation Challenges:

Maintaining Consistency: One of the challenges for a fashion brand like John Players is maintaining a consistent brand identity across all content. This includes adhering to a specific tone of voice, visual style, and messaging that aligns with the brand's image.

Staying Relevant and Trendy: The fashion industry is constantly evolving, and staying up-to-date with the latest trends and consumer preferences is crucial. Creating content that resonates with the target audience and reflects current fashion trends can be a continuous challenge.

Balancing Creativity and Brand Guidelines: Content creation requires striking a balance between creative expression and adhering to the brand's guidelines. The content needs to be innovative and attention-grabbing while remaining true to the brand's values and image.

Producing High-Quality Visuals: Fashion brands like John Players heavily rely on visuals to showcase their products. Creating high-quality images, videos, and other visual content can be resource-intensive and time-consuming.

Reference Links:

[JOHN PLAYERS| Home page](#)

[John Players- Wikipedia](#)

https://www.instagram.com/parle_agro/

<https://apsche.smartinternz.com/>

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

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

<https://business.facebook.com/overview>

<https://adsmanager.facebook.com/>

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THANK
YOU!

