

PROJECT WORK

PROJECT TITLE: Comprehensive Digital Marketing For Fab India

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INTRODUCTION

Introduction



One of the post-independent India's oldest organized retailers
"If you were a Fabindia person , you were alright"



30000+ Artisans
155000+ SKU'S(Stock Keeping Units)
188 Stores(180+7(International)+1(Online))
17 SRC(Supplier Region Companies)
Sustainable livelihood for rural artisans
Market Handloom Tradition of India



In Today's Digital Marketing refers to the online channels, tools and strategies to promote products, services, or brands.

It includes various forms such as social media marketing, search engine

Optimization (SEO) , email marketing, content marketing, and paid

Advertising.

Unlike traditional marketing (TV, RADIO,PRINT) , digital marketing allows

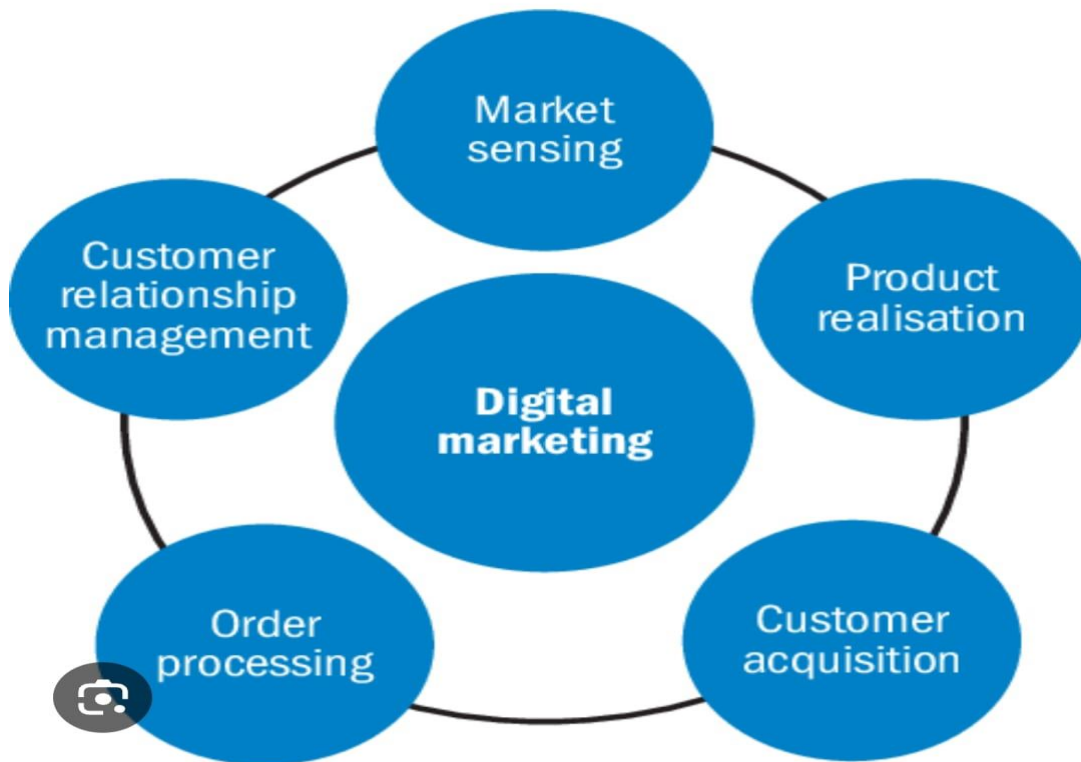
For precise audience, and personalized engagement.

KEY COMPONENTS OF DIGITAL MARKETING

- 1.Search Engine optimization (SEO)
- 2.Content Marketing
- 3.Social Media Marketing (SMM)
- 4.Pay-Per-Click Advertising (PPC)
- 5.Email Marketing
- 6.Influencer & Affiliate Marketing.



Fabindia digital marketing strategies case study



Case Study On Fabindia Digital Marketing Strategies 2025 Updated

Many brands have attempted to launch their businesses online, but only a few have succeeded. Having the correct tools can help you succeed with digital marketing as far as digital marketing techniques go. Fashion is an industry that frequently reflects social trends. It's essential to have a marketing strategy that stays up with the times and trends when marketing to fashion consumers. You can miss out on a big chance if your campaigns aren't creative enough. Thus, this blog post will look at FabIndia's digital marketing strategies case study in the fashion industry.

May 29, 2023

10,290 Views

digital marketing courses in mumbai

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Fashion trends are a thing of the past, and fashion trends are now much more prominent online.

Companies with large online marketing campaigns can tap into their target audience for a fraction of the cost of advertising on a billboard or magazine.

Many consumers now turn to the web to shop for the newest fashions. Instead of going to outlets like Nordstrom to resell their merchandise, retailers now sell directly from their websites to smaller, emerging companies online.

Also, While major fashion companies have become much stronger online by embracing digital marketing, the fashion industry is not doing so well online. Companies are beginning to branch out and market their products, and consumers quickly adjust to Digital marketing.

Hence today, we will reveal the Fabindia digital marketing strategies case study and how they built a strong online presence with the help of digital marketing.

History of Fabindia

Fabindia is a chain of handmade clothing. Rural Indian craftsmen and women make the products. The technique used for production is traditional. Products are hand-made.

Fabindia History

India accounts for more than 80% of Fabindia's production. Only the Fabindia website and its locations in New Delhi, Hyderabad, Kolkata, Chennai, and Bangalore, and select retail stores around the country sell Fab India's items.

Fabindia, founded in 1960 by John Bissell, an American entrepreneur, has grown to become India's largest garment retailer, with annual sales of INR 1000 crore in 2015.

Fabindia founder John Bissell

Fabindia Founder: John Bissell

Over the next ten years, India's retail market is predicted to develop vigorously. The apparel market accounts for approximately 8% of the Indian retail market and is worth USD 40 billion.

Fabindia Marketing Strategies

Fabindia, a renowned Indian brand known for its handcrafted products and traditional textiles, has effectively utilized innovative marketing strategies to reach a broad consumer base.

In today's digital age, Fabindia recognizes the significance of digital marketing and has adopted various techniques to stay ahead in the competitive market.

They understand that skilled marketers are in high demand to effectively tap into the business in India, such as Bangalore, the headquarters of numerous textile companies.

As a result, digital marketing courses in Bangalore have gained immense popularity as tech hub companies seek professionals with the knowledge and expertise to navigate the ever-evolving digital landscape.

By strategically aligning its marketing efforts, Fabindia ensures that it stays connected with its target audience and maximizes its brand visibility in the region.

Now let us look at the marketing tricks used by Fabindia,

1. Product Strategy of Fabindia



Fabindia is India's fastest-growing fashion and lifestyle brand for its high-quality handmade products, including apparel, household furnishings, and accessories.

Fab India, a homegrown fashion label, has lost its soul as it grew exponentially, with sales revenue growing at 34% last year.

These are the list of things that Fabindia successfully sold.

Women's clothing and accessories like Lehenga, Saris, Salwar, Kurtas, Tunics, Shawls, Jewellery, Bags, and Footwear.

Men's clothing and accessories include Kurtas Shirts, Jackets, Pyjamas, Trousers, Footwear, Bags, and Jewellery.

Kids clothing for boys, girls, and infants. The girl category has Kur, Tunic, Saree, Lehenga, Kurta, Salwar, Skirt, Romper, Indo Westerns, Swim Wear, Kid's Accessories, and Shoes.

2. Pricing Strategy of Fabindia

Many brands are in the apparel segment, but Fab India is a conservative brand that applies product line pricing for each product.

A base price is set for the high price-sensitive consumer segment, and higher quality products are tagged at a higher price.

While Fab India follows a competitive pricing strategy, it applies product line pricing for its apparel and home-furnishing segment products.

This helps the company raise its sales margin, as higher-end products are priced higher, and price-sensitive products are priced less.

Fab India deploys a value pricing strategy and opens new stores now and then. It encourages entrepreneurs to make good quality, trending products.

It also sells handmade and glass items and retails its products in India and abroad. It sells its products in retail outlets, department stores, and chain stores. The company operates a chain of retail stores called FabLab.

3. Place & Distribution Strategy of Fabindia

Fab India exports its product limited to garments and home linens to over 33 countries. The exports are done through wholesale as well as retail channels. The company had opened its first retail store in New Delhi in 1976 and has expanded its retail channel up to 211 retail stores across India, the 20s."

E-commerce has changed the way customers and companies interact with each other. Customers can now shop for items online, and companies can deliver their products within hours or even a few minutes. Fab India, a retail company in India, is a great example of a company that has adopted this new technology.

The company is also selling different products online through its website. Fabindia sells its product to other retailers through modern retailers like Amazon and Flipkart.

4. Promotion & Advertising Strategy of Fabindia

Fabindia, an Indian company that manufactures apparel and accessories, is a successful example of thinking differently.

Fabindia's institutional framework is a unique one. It is accountable for the upkeep of the dying industry of ethnic handmade clothing. It provides employment opportunities to 4,000 craftspeople in rural India.

The company takes pride in the fact that it manufactures and markets some of the safest organic home care products and toiletries. The company also takes pride in producing and selling some of the safest organic home care products and toiletries.

Social media sites are very common today, so businesses mostly use these platforms to promote their business. In the case of Fab India, they've used social media to promote themselves and, in turn, have acquired more customers on their platform.

Fab India, a homegrown luxury clothing brand, has been able to reach customers through social media platforms. The brand's Facebook page has more than 1.8 million followers and is followed by more than 1.3 million people on Instagram.

Fabindia's most Well-Known Campaign

Fabindia's most Well-Known Campaign

Fabindia, a popular retail brand in India, found itself at the receiving end of backlash on social media after a tweet that has since disappeared was shared that said, "In a tweet, that now stands deleted, the clothing brand said, "As we welcome the festival of love and light, Jashn-e-Riwaaz by Fabindia is a collection that beautifully pays homage to Indian culture." Along with its pictures, the tweet had pictures of models in sarees and kurta pyjamas.

The tweet was deleted hours after it was posted. Fabindia was slammed over social media for the “insensitivity” of the tweet, which appeared to be in bad taste.

Like Fabindia, many other brands have bowed to the pressures of rising intolerance. Their only motivation is if they gain popularity by offending a minority.

Meanwhile, BJP MP Tejasvi Surya took to the platform to share his thought.

He said, “This deliberate attempt of abrahamisation of Hindu festivals, depicting models without traditional Hindu attires, must be called out. And brands like @fabindianews must face economic costs for such deliberate misadventures.”

I hope you better understand how they implement their physical store marketing approach.

Let’s look at a comprehensive digital marketing strategy using more data.

Fabindia’s Digital Marketing Strategies- Case Study

Fabindia’s digital marketing strategies are unique in the fashion business.

Fabindia focuses on creating fashion clothes and integrates digital marketing strategies to enhance the success of its business.

These digital marketing strategies include social media, email, search engine optimization, pay-per-click, and content marketing.

Fabindia’s online store sells fashionable clothing, bags, footwear, and accessories designed by its team.

This fashion store is today’s new entrant in the market with a new concept and idea. Fabindia’s emphasis on quality, affordability, variety, and style has made its product very popular among customers.

Digital marketing is one major way that Fabindia uses to reach customers.

We all know that digital marketing has become one of the most significant transformations in recent years; as large and small businesses alike shift their marketing strategies to increase profits by selling their products globally, you may be wondering why it is important to understand any company's digital marketing strategies fully.

Here we will show you how Fabindia utilized digital marketing methods to boost its reach & become a successful brand.



1. Website Strategies of Fabindia

Fabindia is a fashion brand with a focus on sustainable and green practices. It is the parent company of brands that are sustainable and environmentally friendly.

My team and I researched Fabindia's website for design, functionality, and SEO practices. We discovered a few unique website strategies that they utilize on their website to keep customers engaged and interested in their brand successfully.

Marketing, branding, business development, and social media articles are all published on Fabindia. It was a website marketing professional who wanted to share his expertise with other entrepreneurs.

According to Fabindia, the keys to reaching the top of Google search results have the right approach and patience.

Now let's look at the real stats about how they succeeded in the website strategies.

Fabindia website SEO strategies

The total number of organic visits to the Fabindia website is 925.9k, & paid search traffic is 119.1k with 374.4k unique visitors.

They spend 05:13 on average per day on their site, and their bounce rate (people who visit but do not buy anything) is 67%, because 80% of a firm's profit derives from 20% of its loyal clients, this is a dilemma that every company encounters.



Create Your Marketing Plan *In 10 Simple Steps*



2. SEO Strategies of Fabindia

- 1 SEO's Role in Your Marketing Strategy
- 2 Customer Personas & Keywords
- 3 Using the Hub & Spoke Strategy
- 4 Creating the Best SEO Content
- 5 Tracking KPIs & Updating Content

The retail stores and eCommerce of Fabindia's website offer apparel and accessories for women and men.

And all of these websites provide fashion-related products to customers. And the company has used various SEO techniques:

The ideal SEO keyword

Backlinking

Pages that aren't broken

Off-page and on-page optimization solutions that are more effective

Hundreds of pages on on-page SEO, off-page SEO, LSI, and articles claiming to offer answers about how SEO works may be found if you Google "Fabindia SEO strategy."

Sadly, most of these blogs provide conflicting information, leaving you perplexed and disappointed.

As a result, we'll tell you the truth about how Fabindia came up with a winning SEO plan.

72.3k Keywords are ranking organically for Fabindia website which drive 856.7K organic traffic.

SEO Strategies of Fabindia

The domain score of the Fabindia website is 49, with organic search traffic reaching 925.9k visits and paid search traffic bringing 119.1k new visitors to the website.

In addition, their backlink techniques allow them to achieve a visibility of 1.3M from 5.3k referring domains. The statistics listed below are from all across the world.

The website receives 856.7k visitors in India and has a keyword density of 72.3k.

Most of the best backlinks sites where they have submitted links by Fabindia are shown in this image.

Fabindia Off-page SEO & backlinking strategies

The stats show Fabindia's top-paid keywords, which drive more visitors to their website.

Fabindia has more than 408 paid keywords which are mostly ranking on the top of SERP.

They use 41.7% of informational keywords, resulting in 125.7k visitors to their website.

However, the 3% navigational keywords bring them far more traffic, with 453.9k total visitors in the current month & so commercial & transactional keywords bring over 194.8k & 208.7k traffic respectively.

In terms of Branded vs. Non-Branded Traffic

Around 1.41K branded keywords brings in 65.5% of the traffic while 70.93K non-branded keywords contribute 34.5% to Fabindia website traffic.

3. Fabindia Organic Competitors

Fabindia should increase its investment in paid ad search to beat the following competitors.

The main organic competitors of Fabindia are:

Biba

W for woman

Manyavar

Jaypore

Westside

4. Fabindia's Google ads Strategies

It's widely known that the Google AdWords strategy is effective for any type of business, including clothing brands because it helps to improve traffic, develop brand visibility, increase engagement, and drive sales.

When clothing companies use Google AdWords to market their product, it will definitely work well.

Let's take a look at how this works with Google ads to increase brand awareness and traffic to a website.

Fabindia's Google ads Strategies

Fabindia has used some of the best examples of ad copy to boost the visibility of its website and for commercial goals.

Take a close look at if you operate in the online fashion or clothes industry right now.

Fabindia's Social Media Marketing Strategies- Case Study

Platform	No. of followers
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Instagram	931K followers
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Facebook	560K followers
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Twitter	9.82k followers
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YouTube	9.01K Subscribers
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1. Facebook Strategies of Fabindia

Despite the fact that Facebook isn't the only social media network available, it is the most widely used. Because of its widespread popularity, it is one of the most effective ways to promote your business

Since then, Facebook has grown to become one of the most popular social media platforms on the planet. With billions of users, its immense popularity makes it one of the most essential marketing platforms.

For fashion brands like Fabindia to stay relevant and successful, Facebook's strategy is essential.

Let's take a look at Fabindia's Facebook growth approach and the amount of traffic and followers they receive on a regular basis.

Fabindia's Facebook growth stats

This is an example of the May monthly report on the number of likes and followers Fabindia received and how many visitors newly engaged with them on Facebook.

Increased traffic graph of Fabindia

The monthly report of ups and downs in Fabindia's uploads, likes, and follower earnings is portrayed in this graph.

2. Instagram Strategies of Fabindia

Many tiny fashion brands worldwide are now widely publishing on Instagram with no restrictions.

Instagram is a platform where brands can use post reels and stories to market their products, attract traffic back to their websites, and eventually drive sales.

Whether in the form of images or illustrations, visual content has always been important to the fashion business.

However, the fashion sector is increasingly using video as a marketing tool, allowing companies to connect with offline and online clients.

Many brands have recognised the significance of Instagram and are starting to incorporate it into their overall strategy, and one of them is currently succeeding in the fashion industry.

Let's look at how Fabindia used its social media marketing team to give Instagram marketing its best effort.

Fabindia - Instagram strategies

Fabindia currently has 594k followers and 10,030 posts with an average of 440 likes, two comments per post, and no average video views.

The engagement rate is constantly affected by the frequency of posting and the level of involvement through likes and comments; as a result, Fabindia's Instagram account has a 0.08% lower engagement rate this month.

Hashtags of Fabindia

This is a collection of Fabindia's most popular hashtags for gaining followers and increasing brand awareness.

Most popular Instagram hashtags of Fabindia

I hope this hashtag information has given you a better understanding of hashtag usage and how often you should publish and engage with your customers.

Most viewed and liked Instagram post/story/reels

Key Marketing Strategies Takeaway

By targeting young men with similar interests, Fabindia was able to gain more customers using Facebook Ads. They used these ads to show users deals near the targeted users at specific locations.

The Facebook Lead Ads campaign targeted men aged 18 and 34 living nearby stores.

Fabindia targets ads based on the type of clothing the viewer is interested in or has recently purchased. Fabindia also targets ads based on gender.

Clothing, footwear, luggage, and eyewear are among the products they deal with. Alok intends to promote its products even further with the establishment of its YouTube channel and Facebook page.

Fabindia uses social media to promote its clothing. They have more than 157,000 likes on their Facebook page and over 7.4k subscribers on their YouTube channel.

Fabindia Tailors targets those in Asia, who are looking to have their suits tailored to fit them perfectly. This is thanks to their mobile app and SMS, which allows users to take their measurements without visiting the tailors in person.

Fabindia has increased its sales by 82% and in-store traffic by 28% since implementing Lead Ads. This can be attributed to the company's improved marketing efforts that have targeted the right people.

Success Formulae of Fabindia

Fabindia takes great pride in manufacturing most garments, shoes, and accessories.

The Success Formulae of Fabindia are

Great digital marketing strategy.

There are shops all around the nation.

Improved inbound and outbound marketing strategies.

Thousands of clients have been pleased with the quality of the garments produced.

Fabindia's talented and hardworking staff strives to design the perfect outfit.

The most effective social media marketing.

Bottom Line

One of the most effective tools for selling your product or service worldwide is digital marketing. It has become the most popular way for marketers to engage with customers, regardless of the type of business.

The efforts of Fabindia are founded on online dating for the fashion community, where they managed to get the attention of a lot of users. They created partnerships with other fashion sites, and this allowed them to get relevant coverage on popular fashion sites. The partnership helped Fabindia boost its online visibility.

Various fashion digital marketing case studies in India have aided various organisations in their efforts to break into the industry.

That's why Digital Scholar is on a quest to find as many brand case studies as possible in order to provide in-depth information on how different industries, brands, and organisations use digital marketing methods.

I hope you liked learning about Fabindia's digital marketing strategies through our case study.

In this ever-shifting and changing digital marketing industry, keeping up with the latest advancements and changes is essential. If you want to improve your digital marketing skills for your fashion brand, enrol in Digital Scholar's Online Digital Marketing Course and improve your online business's ROI

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Written By

Digital Scholar

Digital Scholar is a premier agency-styled digital marketing institute in India. Which offers an online digital marketing course and a free digital marketing course worldwide to elevate their digital skills and become industry experts. Digital Scholar is headed by Sorav Jain and co-founder Rishi Jain, who are pioneers in the field of digital marketing. Digital Scholar's blogs touch upon numerous aspects of digital marketing and help you get intensive ideas of different domains of digital marketing.

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Digital Scholar is a digital marketing training institute based in Chennai that offers offline and online digital marketing courses and free digital marketing courses for marketers looking to elevate their digital skills and become industry experts. It is an agency-styled training institute started by Sorav Jain, the founder of echoVME Digital and one of the best digital marketers in India, and Rishi Jain, co-founder of Digital Scholar. Digital Scholar has helped more than 1,00,000 students elevate their digital skills and become industry experts.

