Digital Marketing Strategy for KhadiCool

Sustainable Fashion Marketing Plan

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Course: Digital Marketing

Submission: Project Presentation

Project Overview

This project presents a complete digital marketing strategy for KhadiCool, a sustainable apparel startup based in Ahmedabad.

The objective is to build brand awareness, generate sales through digital channels, and create a strong community around sustainable fashion.

The strategy includes:

- SEO
- Social media marketing
- Paid advertising
- Influencer partnerships
- Email marketing
- E-commerce optimization

The ultimate goal is to achieve ₹75 lakh revenue within 18 months.

Project Structure

This digital marketing plan is structured like a real marketing agency report:

- Brand Overview
- Market Analysis
- Target Audience
- Marketing Strategy
- Campaign Execution
- Sample Campaign Creatives
- Expected Results
- Conclusion & Recommendations

BRAND OVERVIEW

About KhadiCool

KhadiCool is a sustainable clothing startup from Ahmedabad that produces eco-friendly t-shirts using organic hand-spun khadi cotton.

The brand combines:

- traditional Indian textile heritage
- modern fashion design
- environmentally responsible production

KhadiCool aims to make khadi appealing to younger consumers.

Brand Mission

KhadiCool’s mission is to promote sustainable fashion while supporting traditional weaver communities in Gujarat.

Every purchase contributes to environmental sustainability by helping remove 5 kg of plastic from Indian waterways.

The brand focuses on ethical production, transparency, and eco-friendly fashion

Product Portfolio

Heritage Collection

Basic khadi t-shirts available in 8 colours.

Price: ₹899

Artist Series

Limited edition graphic designs created by Indian artists.

Price: ₹1,199

Custom Printing

Corporate events and college festivals.

Minimum order: 25 shirts.

Subscription Box

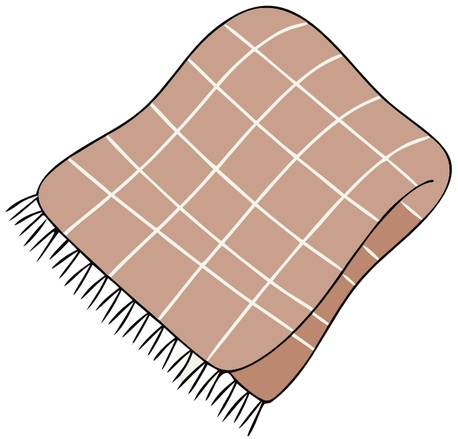
Quarterly delivery of exclusive designs.

Price: ₹2,999 per quarter.

Pricing Strategy

KhadiCool follows a premium pricing strategy due to:

- organic cotton materials
- handcrafted khadi fabric
- ethical production practices
- limited edition designs



Premium pricing also helps maintain fair wages for weavers.

USP

“Wear Culture. Save Nature.”

MARKET ANALYSIS

Fashion Industry Overview

The global fashion industry is rapidly evolving due to the growth of e-commerce and digital marketing.

Key trends include:

- rise of online shopping
- growth of sustainable fashion
- increasing demand for ethical brands

Young consumers prefer brands that align with their values.

Sustainable Fashion Trend

Consumers today are more environmentally conscious.

They prefer brands that focus on:

- eco-friendly materials
- ethical labor practices
- sustainable production

This trend creates a strong opportunity for brands like KhadiCool.

Market Opportunity

India has a growing population of young consumers who are interested in:

- sustainable lifestyles
- unique fashion brands
- ethical consumerism

This audience is highly active on digital platforms.

Competitor Analysis

Fast Fashion Competitors

- H&M
- Zara
- Uniqlo

Traditional Khadi Competitors

- Khadi India
- FabIndia

These brands compete in terms of price, brand reputation, and style.

Competitor Comparison

Fast fashion brands offer lower prices but lack sustainability.

Traditional khadi brands focus more on heritage but often lack modern design appeal.

KhadiCool aims to combine:

- sustainability
- modern design
- cultural authenticity.

Competitor Analysis Table – KhadiCool

Brand	Category	Price Range	Strengths	Weaknesses	Target Audience
H&M	Fast Fashion	₹799 – ₹2,499	Trendy designs, global brand	Not fully sustainable, mass	Young fashion consumers
Zara	Fast Fashion	₹1,500 – ₹4,000	Premium brand image, latest	Expensive for mass market,	Urban fashion buyers
FabIndia	Traditional Sustainable	₹1,200 – ₹3,500	Strong heritage brand, natural	Traditional designs may not	Adults interested in traditional
Khadi India	Traditional Khadi	₹500 – ₹2,000	Authentic khadi products, strong	Limited modern designs, weak	Older consumers & cultural buyers
KhadiCool	Sustainable Startup	₹899 – ₹1,199	Eco-friendly materials,	New brand with low awareness	Young urban sustainable

BUSINESS ANALYSIS

SWOT Analysis

Strengths

Eco-friendly products and strong brand story.

Weaknesses

Low brand awareness as a new startup.

Opportunities

Growing demand for sustainable fashion.

Threats

Competition from fast fashion brands.

Key Marketing Challenge

KhadiCool faces several challenges:

- Competing with cheaper fast fashion brands
- Making khadi appealing to younger audiences
- Justifying premium pricing

The marketing strategy must communicate both style and sustainability.

Marketing Goal

The main marketing goal is to achieve:

₹75 lakh annual revenue within 18 months.

Secondary goals include:

- building strong brand awareness
- creating an online community
- increasing repeat purchases.

TARGET AUDIENCE

Target Market Overview

KhadiCool targets young urban consumers who value sustainability and unique fashion. This audience is active on social media and prefers brands with a strong purpose.

Demographics

Age: 22–35 years
Location: Metro cities and tier-1 cities
Income: Middle to upper-middle income

Psychographics

The target audience values:

- environmental sustainability
- ethical consumption
- minimalistic fashion
- unique brands.

Customer Persona – Arivu (Young Professional)

Name: Arivazhagan

Age: 29

Location: Bangalore / Chennai / Mumbai

Profession: Software Engineer

Income: ₹6–10 LPA

Demographics

- Male
- Urban city resident
- Middle to upper-middle class
- Shops online frequently

Lifestyle

- Works in IT company
- Active on weekends (cafes, travel, fitness)
- Uses apps like Instagram, YouTube, and shopping apps
- Follows modern lifestyle trends

Online Behavior

- Searches for “sustainable clothing brands India”
- Watches YouTube videos on minimal lifestyle
- Follows eco-friendly influencers
- Shops from D2C brands

Goals

- Wear stylish yet comfortable clothes
- Support sustainable and ethical brands
- Build a conscious lifestyle

Pain Points

- High price of sustainable clothing
- Difficulty finding trendy eco-friendly options
- Confusion about authenticity of “eco-friendly” claims

Buying Motivation

- Clear sustainability message
- Good product quality
- Brand transparency
- Positive review

Preferred Platforms

- Instagram
- YouTube
- Google Search

HOW KHADICOOL SOLVES HIS NEEDS

KhadiCool offers:

- stylish khadi t-shirts
- eco-friendly production
- modern designs
- strong brand story

DIGITAL MARKETING STRATEGY

The marketing strategy follows a four-stage funnel:
Awareness → Consideration → Conversion → Retention

Digital Channels

Main marketing channels include:

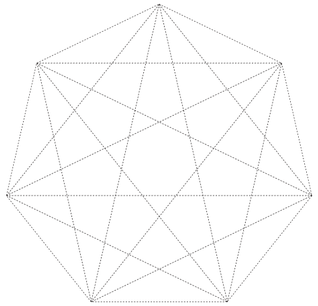
Instagram

YouTube

Google Search

Influencer marketing

Email marketing.



Website Strategy

KhadiCool will operate as a Direct-to-Consumer (D2C) brand with an e-commerce website.

The website will include:

- product pages
- brand story
- sustainability section
- customer reviews.

SEO Strategy

SEO will help generate organic traffic.

Focus keywords include:

- sustainable t-shirts India
- organic cotton clothing
- eco-friendly fashion brands.

Content Strategy

Reels

Influencer collabs

Storytelling

social media strategy

META ADS

Campaign Objective

Conversions + Traffic

Targeting

Age 18–35

Interests: sustainability, fashion

Ad Creative Idea

Video: “From thread to t-shirt

Ad Copy

“Your T-shirt can clean oceans 🌊

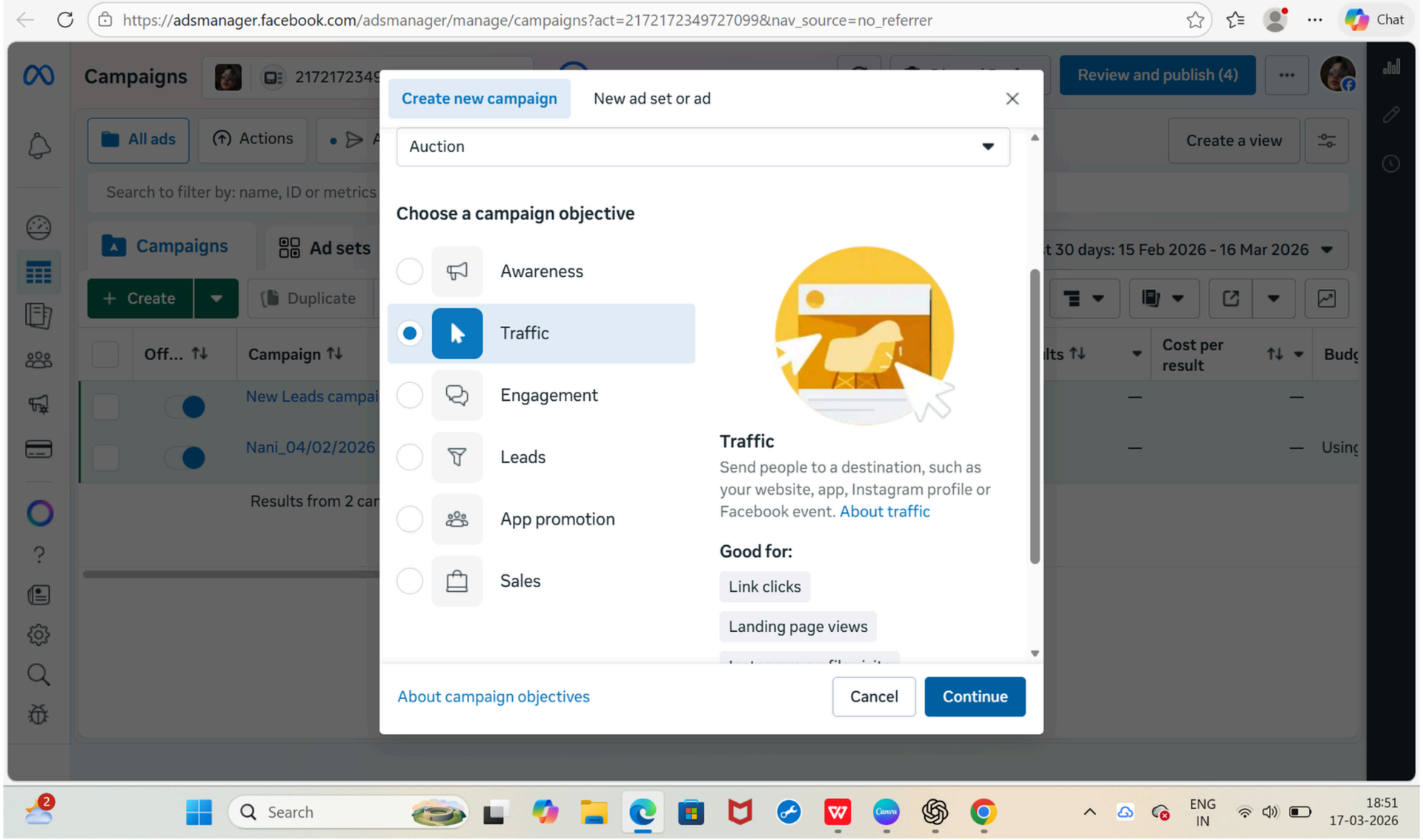
Shop KhadiCool today!”

Budget Plan

₹500/day

Scale to ₹2000/day

META ADS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Chat
Campaigns
Review and publish (4)
All ads
Actions
Create a view
Search to filter by: name, ID or metrics
Campaigns
Ad sets
Create
Duplicate
Off...
Campaign
Cost per result
New Leads campai
Nani_04/02/2026
Results from 2 car
Create new campaign
New ad set or ad
Auction
Choose a campaign objective
Awareness
Traffic
Engagement
Leads
App promotion
Sales
Traffic
Send people to a destination, such as your website, app, Instagram profile or Facebook event. About traffic
Good for:
Link clicks
Landing page views
About campaign objectives
Cancel
Continue
Search
ENG
IN
18:51
17-03-2026

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khadi cool fashion

New Traffic Ad set with...

New Traffic Ad ...

Edit | Review

See all preset settings

Campaign name

khadi cool fashion | Create template

Campaign score 100

You're using our recommended setup.

Budget

Budget strategy

- Campaign budget
  Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. About campaign budget
- Ad set budget
  Set different bid strategies or budget schedules for each ad set.

Share some of your budget with other ad sets
We'll share up to 20% of your ad set budget with other ad sets within this campaign when it's likely to improve performance. About ad set budget sharing

All edits saved | Next

Search

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khadi cool fashion

New Traffic Ad set with...

New Traffic Ad ...

Edit | Review

Set audience controls for all campaigns

Use a saved audience

* Locations

Bangalore, Karnataka + 40 km

Chennai, Tamil Nadu + 40 km

Mumbai, Maharashtra + 40 km

United States

Delhi, Ohio + 40 km

Include | Search locations | Browse

100 **Campaign score**
You're using our recommended setup.

Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow — Broad

Estimated audience size: 330,900,000 - 389,200,000

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

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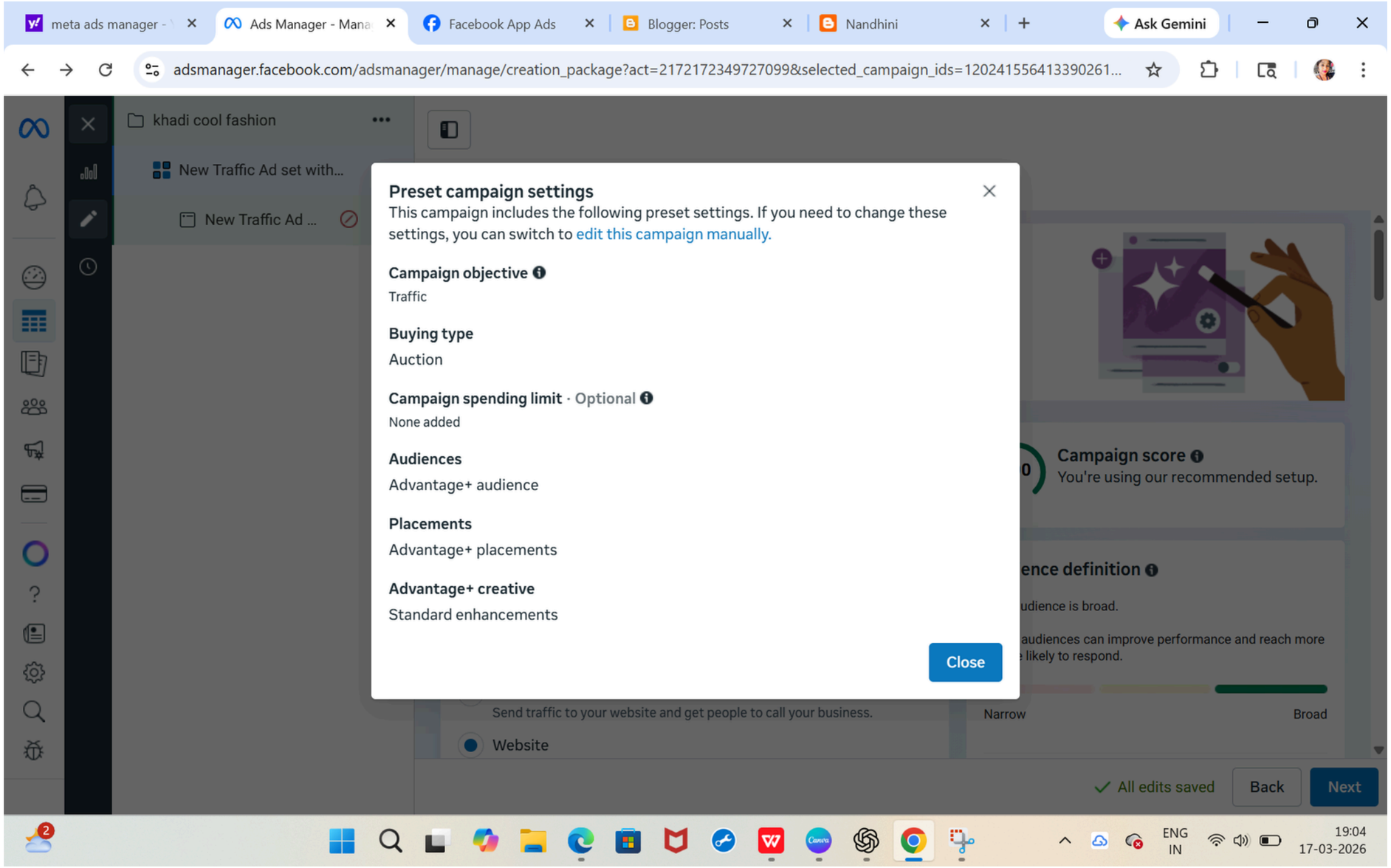
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Facebook App Ads
Blogger: Posts
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khadi cool fashion
New Traffic Ad set with...
New Traffic Ad ...
Preset campaign settings
This campaign includes the following preset settings. If you need to change these settings, you can switch to edit this campaign manually.
Campaign objective
Traffic
Buying type
Auction
Campaign spending limit · Optional
None added
Audiences
Advantage+ audience
Placements
Advantage+ placements
Advantage+ creative
Standard enhancements
Close
Campaign score
You're using our recommended setup.
ence definition
udience is broad.
audiences can improve performance and reach more
likely to respond.
Narrow
Broad
Send traffic to your website and get people to call your business.
Website
All edits saved
Back
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17-03-2026

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khadi cool fashion

New Traffic Ad set w...

New Traffic Ad ...

Edit | Review

Show more options

Budget & schedule

Budget

Daily budget | ₹ 1,400.00 | INR

You'll spend an average of ₹1,400.00 per day. Your maximum daily spend is **₹2,450.00** and your maximum weekly spend is **₹9,800.00**.

About daily budget

Schedule

Start date

17 March 2026 | 18:52 IST

End date

Set an end date

30 days | 16 April 2026 | 18:52 IST

Campaign score 100

You're using our recommended setup.

Verifying your changes

Optimisation goal incompatible with cost cap: You are using the wrong optimisation goal with cost cap. Please select a different optimisation goal to proceed. (#2446166)

Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow | Broad

Estimated audience size: 288,800,000 - 339,800,000

Verifying your edits... | Back | Next

ENG IN | 19:05 17-03-2026

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khadi cool fashion

New Traffic Ad set with...

New Traffic Ad ...

Edit | Review

Ad set name
New Traffic Ad set with recommended settings
ID: 120241556413400261

Conversion location
Instagram or Facebook

Page
Nandhini catering

Budget
Daily budget ₹1,400.00

Budget scheduling
Enabled: Yes

Start date
Tuesday 17 March 2026, 18:52
Kolkata Time

End date
Thursday 16 April 2026, 18:52

All edits saved | Back | Next

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Edit Review

Locations included
Chennai, Tamil Nadu, IN, 40 kilometer
Bangalore, Karnataka, IN, 40 kilometer
Mumbai, Maharashtra, IN, 40 kilometer
Delhi, Ohio, US, 40 kilometer

Edit

Minimum age
18

Age suggestion
18 - 45

Gender
All

Placements
Advantage+ placements

Performance goal
Maximise number of Instagram profile visits

Bid strategy
Cost per result goal ₹500.00

Placements
Advantage+ placements

Performance goal
Maximise number of Instagram profile visits

Bid strategy
Cost per result goal ₹500.00

Delivery type
Standard

All edits saved Back Next

A

Business location and currency

India, Indian Rupee INR

Edit

Business and tax info

Optional – Add a tax ID or address

Edit

Add payment method

Debit or credit card

UPI

Net Banking

I have an ad credit to claim.

Your payment methods are saved and stored securely.

Terms and applicable privacy policies apply

Next

Instagram Post

Reel Campaign

REEL SCRIPT

👉 Start (Hook – 3 sec):

"Did you know your T-shirt can pollute oceans?"

👉 Middle:

"KhadiCool uses organic cotton & supports weavers"

👉 End:

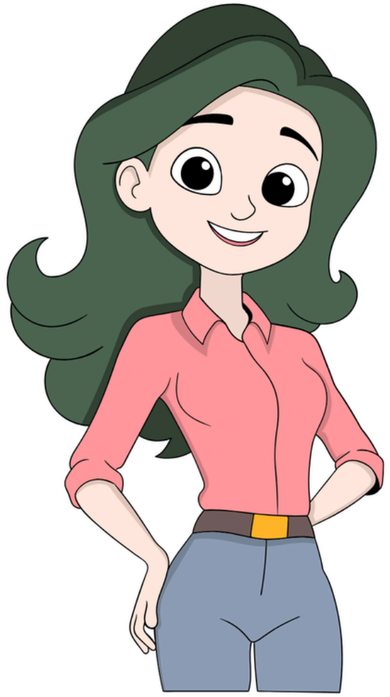
"Wear better. Live better. Shop now."

“Your T-shirt is harming the planet 😳”

scene 1

“Fast Fashion = Pollution ❌”

scene 2



“Switch to Sustainable

scene 3

Supports Indian artisans
❤️”

scene 4

“Look Stylish. Feel
Proud 😎”

scene 5

khadi tshirts

“Shop KhadiCool Now
🛒”

scene 5

content calender

Day	Post	Reel	Stories
Mon	Brand	BTS	Poll
Tue	Tips	Quick tips	Quiz
Wed	Product	Demo	DM CTA
Thu	Question	Trend	Poll
Fri	Review	Testimonial	Proof
Sat	BTS	Fun	Casual
Sun	Lifestyle	Aesthetic	Offer

Content Strategy

Content

Content will be divided into 4 categories:

Educational Content

Sustainability awareness, benefits of khadi

Inspirational Content

Brand story, weaver stories

Promotional Content

Product launches, offers

Engagement Content

Polls, Q&A, reels

Influencer Campaign

Content

Collaborate with:

- Micro influencers (10K–50K followers)
- Sustainable fashion creators

Campaign idea:

“7 Days Sustainable Outfit Challenge”

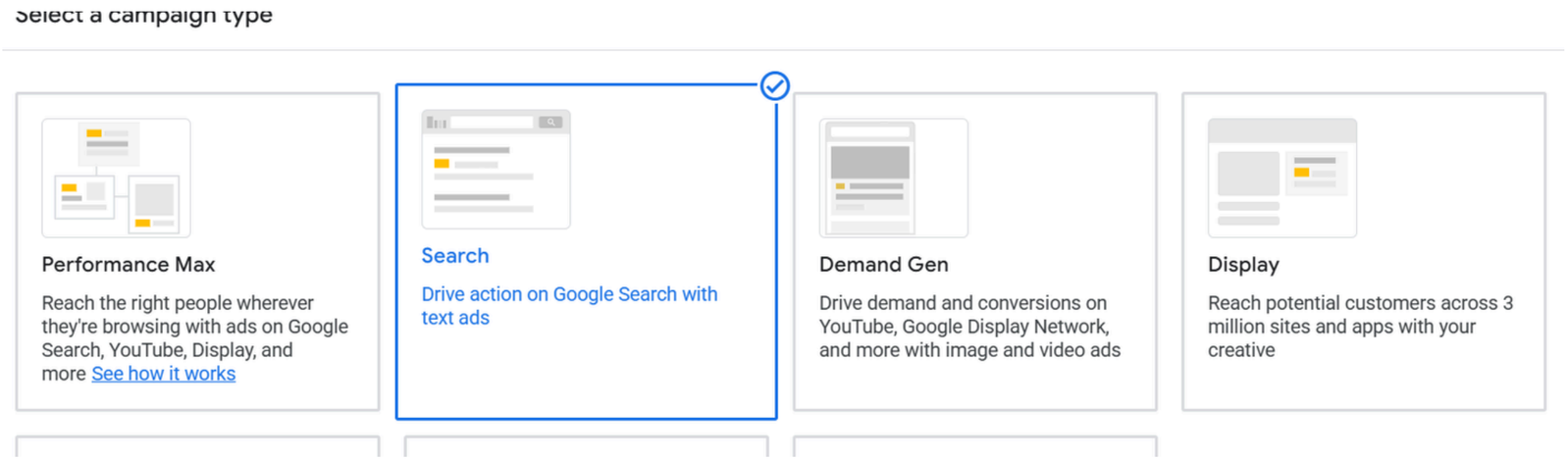
Paid Social Media Ads

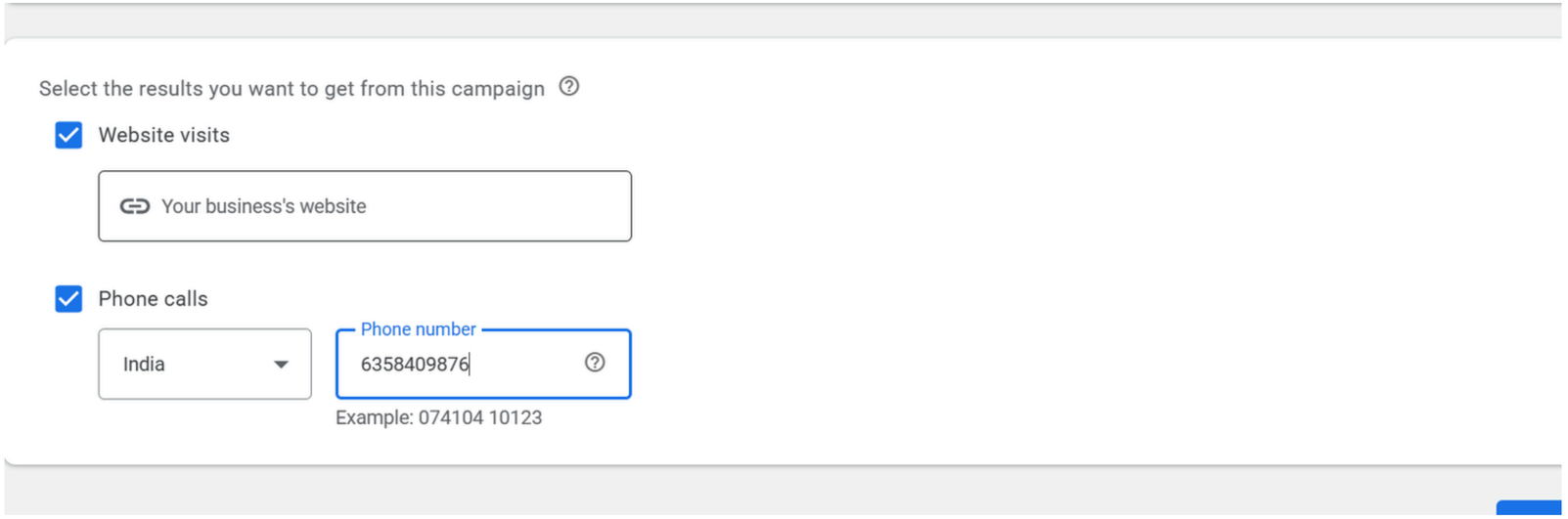
Content
Run ads on Instagram & Facebook:

Ad Types:
- Image ads
- Video ads
- Carousel ads

Target audience:
- Age: 18–35
- Interests: fashion, sustainability

google ads campaign





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Ads Advisor (BETA) | Settings | Help | Notifications

- Search
- Bidding
- Campaign settings
- AI Max
- Keyword and asset generation
- Ad groups
- Budget
- **Review**

All changes saved

Your campaign is ready to publish

Publish campaign

Recommendations

Apply these recommendations to optimize campaign performance

1 / 5

Optimize your budgets: Your ads may stop running on your busiest days. Fixing your limited budget can help.

+11.9% View Apply

Overview

Campaign name	fashion
Campaign type	Search
Goal	Get directions

Bidding

Search | ENG IN | 20:43 17-03-2026

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Ads Advisor (BETA) | Settings | Help | Notifications

- Search
- Bidding
- Campaign settings
- AI Max
- Keyword and asset generation
- Ad groups
- Budget
- **Review**

All changes saved

Bidding	Maximize conversions (Target CPA - ₹5,000.00)
Customer acquisition	Bid equally for new and existing customers

Campaign settings

Networks	Google Search Network, Search partners, Display Network
Locations	India
Languages	English, Tamil and 2 more
EU political ads	Doesn't have EU political ads
Audiences	Men's Apparel and Women's Apparel

AI Max

Asset optimization	Text customization and Final URL expansion turned off
	Limiting to: 0 brand lists

Search | ENG IN | 20:44 17-03-2026

Budget

Budget	Campaign total: ₹50,000.00

Publish campaign

SEO STRATEGY

On-page SEO

Keywords

Blog content

Blog Ideas

“Why Khadi is the future”

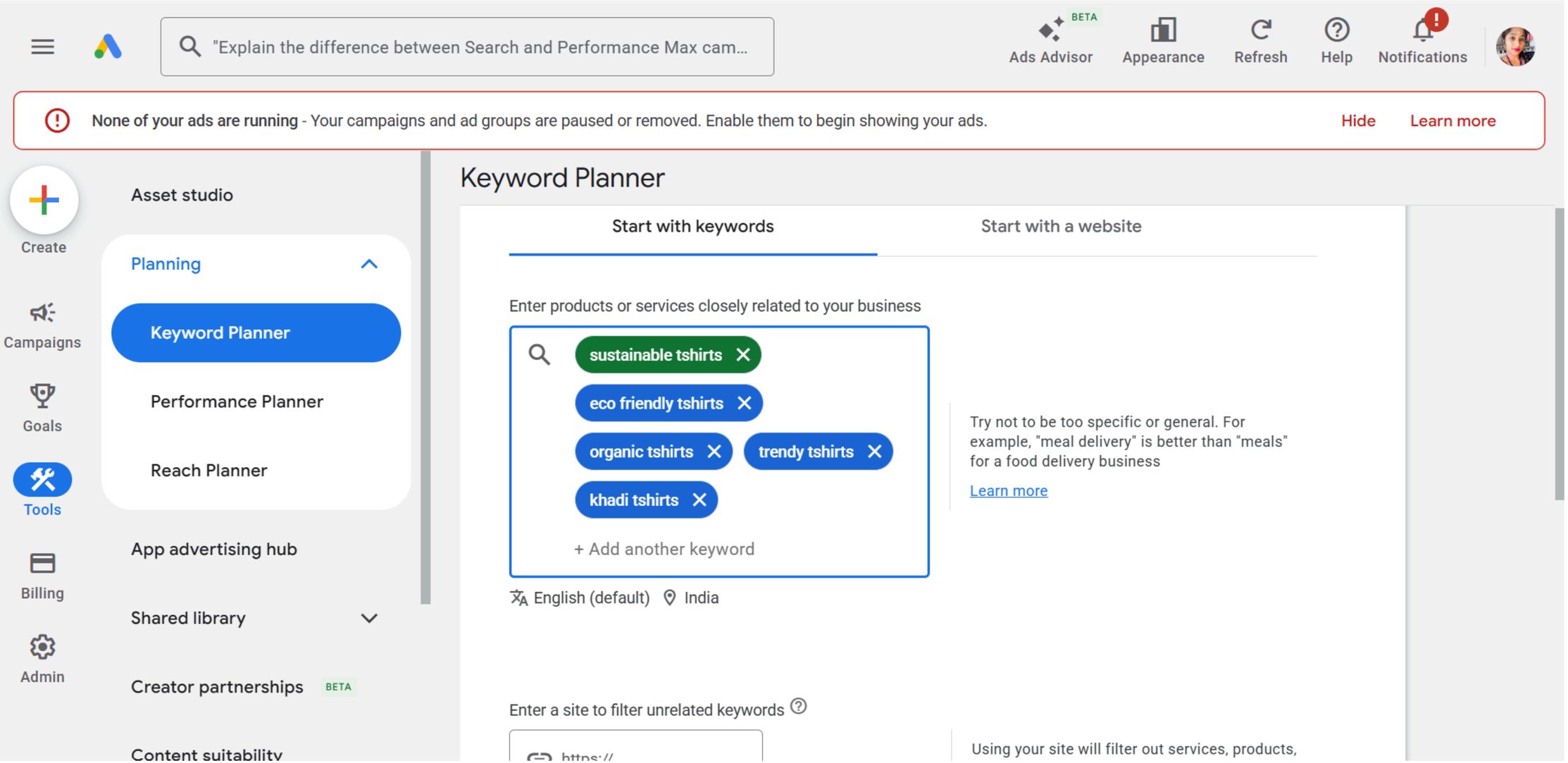
“Sustainable fashion trends”

Technical SEO

Fast loading

Mobile optimized

keyword planner



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"Explain the difference between Search and Performance Max cam...

Ads Advisor BETA | Appearance | Refresh | Help | Notifications

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. Hide Learn more

Create
Campaigns
Goals
Tools
Billing
Admin

Asset studio
Planning
Keyword Planner
Performance Planner
Reach Planner
App advertising hub
Shared library
Creator partnerships BETA
Content suitability

Keyword Planner >

Plan from Mar 17, 2026, 8 PM, GMT+05:30

sustainable tshirts, eco friendly tshirts, organic tshirts, https://n | India | English | Google | Mar 2025 – Feb 2026

Broaden your search: + sustainable apparel + sustainable shirt + sustainable mens clothing + sustainable clothing + eco friendly apparel + tshirts + khadi

3 selected | Plan | New ad group | Broad match | Add keywords to create plan | Copy | More | Close

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keyword ideas							
organic cotto...	100 – 1K	0%	+900%	High	–	₹1.54	₹29.02
sustainable t...	100 – 1K	0%	0%	High	–	₹10.52	₹52.68
organic cotto...	100 – 1K	0%	+900%	High	–	₹1.54	₹29.02
trendy shirts	1K – 10K	+900%	0%	High	–	₹0.90	₹11.52

Search | ENG IN | 20:56 17-03-2026

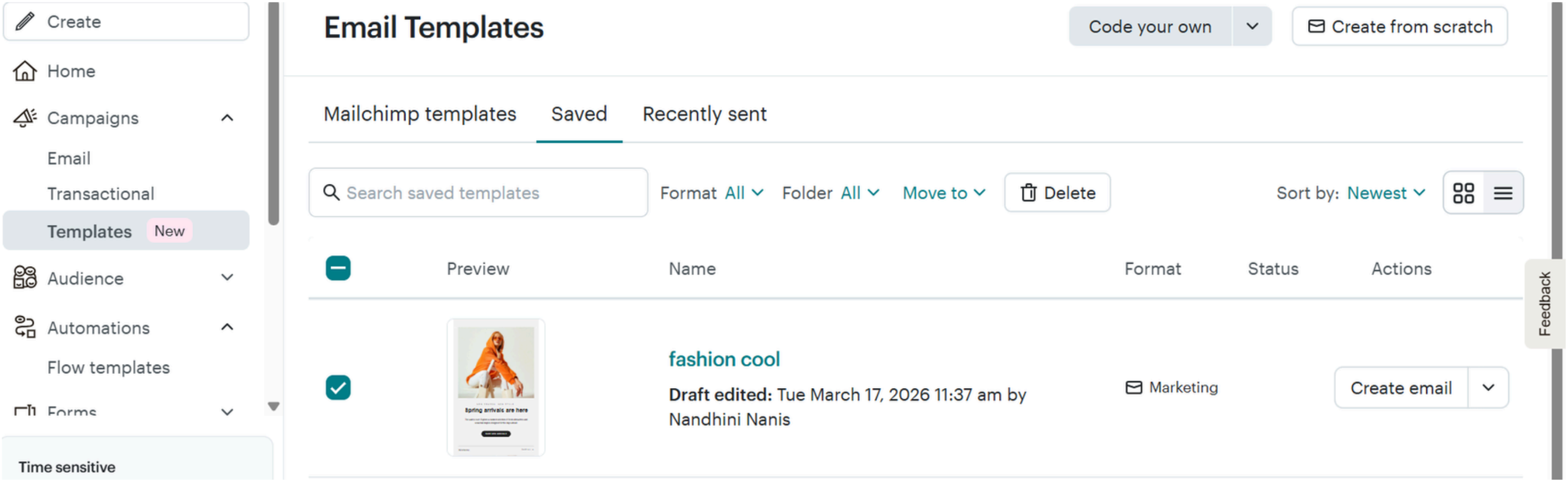
EMAIL MARKETING

Strategy

- Welcome emails
- Offer emails

Automation

- Cart abandonment
- Festival offers



Turn on welcome email | Mail | Nandhini | Blogger: Posts | Nandhini | Ask Gemini

us18.admin.mailchimp.com/customer-journey/finalize-welcome-email?id=3804

Turn on welcome email

Finish later | Upgrade to turn on

Put the finishing touches on your welcome email

This email will send when any new contact subscribes to ARTEDUQUEST. You can edit this email at any time.

*Subject line 47/150

open challenge!"Your First Eco Outfit 🌱"

Preview text

Welcome! We're glad you're here.

Preview text appears in the inbox after the subject line.

Khadi Cool

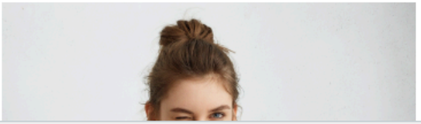
Hi Arivazhagan,

Welcome to KhadiCool 💚
We're excited to have you as part of our eco-conscious community. At KhadiCool, every t-shirt you wear supports Indian artisans and helps reduce plastic waste.

🌿 What makes us special:

- 100% organic khadi cotton
- Handcrafted by local weavers
- Eco-friendly production

🎁 As a welcome gift, enjoy **10% OFF** on your first purchase.
Use code: **WELCOME**



Edit content

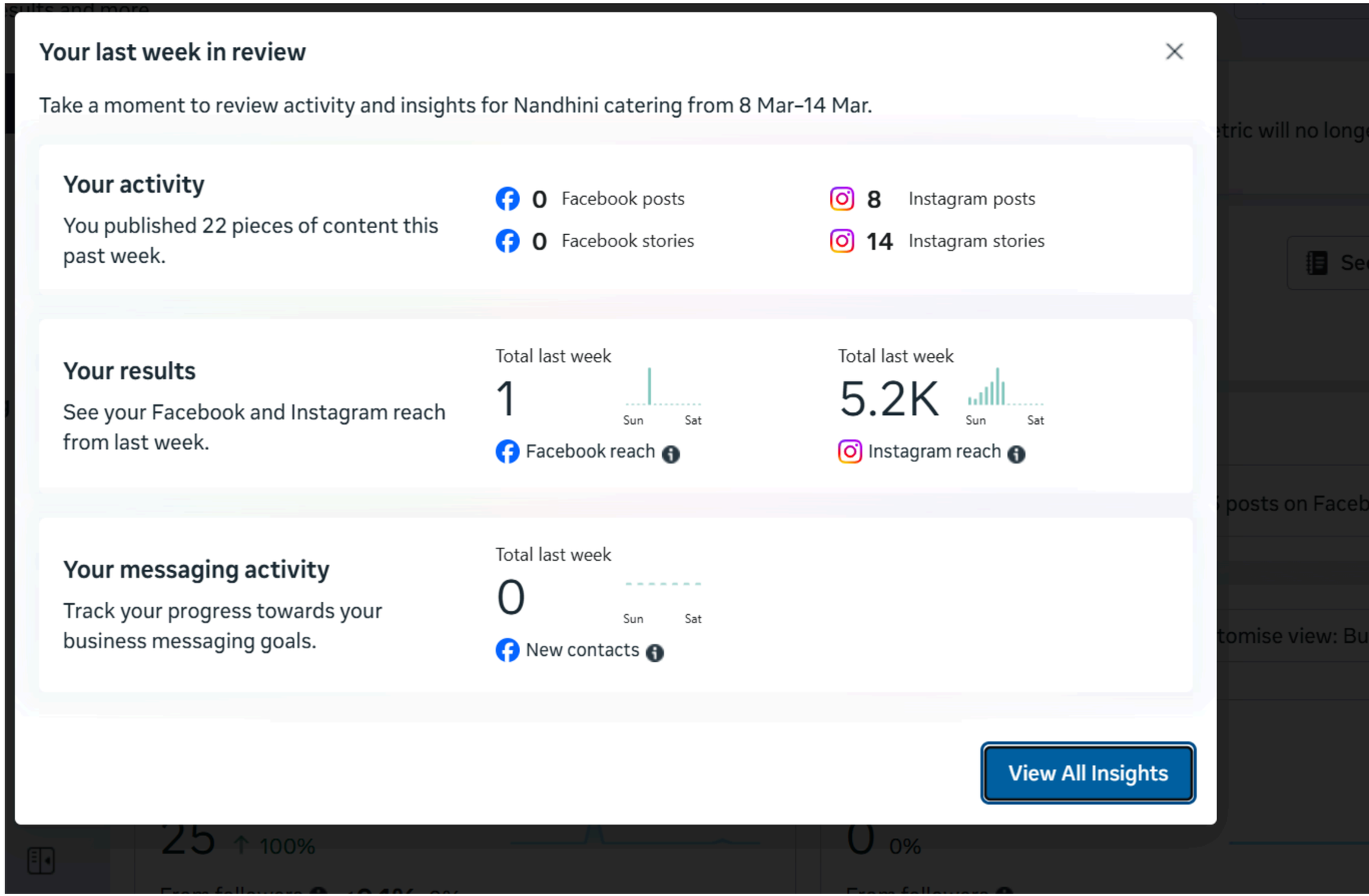
Feedback

ANALYTICS

Tools

Google Analytics

Meta Ads Manager



Metric	Formula	Tool Used	Benchmark	Expected Result
Impressions	Total views	Meta Ads	50K+	100K+
Reach	Unique users	Meta Ads	20K+	50K+
Engagement Rate	(Engagement / Reach) ×100	Instagram Insights	3–5%	5–10%
CTR	(Clicks / Impressions)	Google Ads	2–3%	3–5%
Conversion Rate	(Purchases / Clicks) ×100	Google Analytics	1–2%	2–4%
CPC	Spend / Clicks	Meta Ads	₹10–₹20	₹8–₹15
CPA	Spend / Conversions	Ads Manager	₹300–₹500	< ₹300
ROAS	Revenue / Ad Spend	Analytics	2x	3x–4x
Followers Growth	Weekly increase	Instagram	2K/month	5K/month

EXPECTED RESULTS

Expected Campaign Outcomes

📊 Social Media Growth

100,000+ followers within 12–18 months

5–10% engagement rate on Instagram

🎬 Content Performance

Reels reach: 50,000–100,000 per video

Increased brand awareness among Gen Z

🛒 Sales Performance

Conversion Rate: 2–4%

Monthly sales growth: 10–15%

💰 Revenue Target

₹75 Lakhs annual revenue

CAC maintained below ₹300

📢 Brand Impact

Strong positioning as sustainable fashion brand

Increased trust and customer loyalty

CONCLUSION

- KhadiCool has strong potential in the growing sustainable fashion market
- Digital platforms enable direct connection with target audience
- Content + Ads + Influencers create a powerful marketing mix

Future Growth Strategy

Expand to marketplaces (Amazon, Myntra)

Launch new collections

Build community-driven marketing

Thank You