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**Optimizing Content Marketing for ODEL’s Digital Growth**

**Bachelor of Science (hons) in Data Science**

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# Introduction

ODEL is among Sri Lanka's leading fashion retailers, well known for its trendy clothing, accessories, and lifestyle products. Since its founding, ODEL has established a strong retail base in Sri Lanka, especially drawing a fashion-forward customer segment to both of its physical locations and lately its online platform. The brand has expanded its digital presence via adopting multiple platforms, especially the social media platforms like Facebook (ODEL PLC, 2024). Moreover, the brand has been making an active effort towards embracing digital marketing programs to enhance its customer engagement and online sales. However, despite all the constant and significant effort in content marketing (ex; social media posts, influencer collaboration, blog writing, and sponsored media), ODEL has been unable to maximize its online standing due to several issues.

The major digital marketing problems faced by this brand can be identified as follows;

* Lack of customer purchases relative to the view content.
* Insignificantly improved site visibility and lower site ranking.
* Lack of quantifiable engagement or sales increases due to lower performances of the Influencer marketing campaign.
* Low repeat purchases and customer retention due to not creating customized remarketing plans to convert one-time buyers into repeat customers.
* ODEL's online strategy is concentrated on the local market, excluding potential global customers, which leads to the ignorance of the global presence.

To overcome such adversities, the need for a refined content marketing strategy is crucial to boost engagement, visibility, and conversions. With the current competitive digital environment, effective online presence for retail brands such as ODEL is a necessity. Although traditional marketing strategies are applicable, the trend of digital-first consumerism demands a refined approach to content marketing.

A properly defined content marketing strategy can create brand awareness, increase engagement on online platforms & conversion rates, improve influencers partnerships and SEO performance while expanding the global presence of the brand. Through targeting these regions, ODEL can build customer relationships, increase sales, and stay competitive online.

The objective of this report is to critique ODEL's current digital marketing strategy and provide actionable improvements for its content marketing strategy. Accordingly, this report intends to critique ODEL's current customer segmentation and engagement gaps in order to understand weaknesses in the brand's targeting of its audience.

Accordingly, this report will,

* Develop elaborate customer bases and journey mapping in order to advance the brand's digital touchpoints.
* Recommend a strategic content marketing plan with better SEO, influencer marketing, and performance metrics.
* Develop a three-month optimized content calendar regarding timing, frequency, and content types.
* Decide on key performance indicators (KPIs) and measuring tools to track the effectiveness of content marketing.
* Provide focused SEO and SEM strategies to increase website visibility and search rankings.
* Develop ODEL's influencer marketing strategy by selecting appropriate influencers and setting measurable goals.
* Based on these strategic recommendations, this report will present a plan to increase ODEL's online visibility, optimize customer engagement, and increase e-sales.

# Overview of ODEL’s current customer segmentation strategy

Customer segmentation is the process of distinguishing the customers into different groups considering the common characteristics they share (Kotler & Keller, 2022). Identifying the customer segments is a crucial step in targeting the optimum audience of a particular marketing campaign as it helps the marketers to minimize the cost while enhancing the effectiveness of the campaigns. In terms of ODEL, the brands’ primarily targeted customer segments can be pointed out as follows (ODEL PLC, 2024).

* Fashion Enthusiasts (Trendsetters)

ODEL targets young adults (18-30 years) with middle-to high-income who are predominantly city residents. This demographic cohort is generally represented by the brand-conscious, international fashion trend users who actively participate in active social media platforms. This segment can be identified as the ODELs’ repeated customer group, and they are highly influenced by the influencers.

* Working Professionals

The working adults between 25-45 years, with a mid-to-upper income level, represent this demographic cohort. They are highly conscious about the formality / semi-formality and the quality of the products while being comfortable with paying premium prices. This segment contributes to the seasonal sales and online shopping, and they prefer to shop during festive or sale periods.

* Tourists & Expats

The brand also targets foreign tourists and Sri Lankan expatriates as its typically high-income individuals. They are generally fashion-conscious regarding Sri Lankan-inspired fashion, thus purchase predominantly as gifts. However, they visit their flagships frequently, buy sporadically, enjoy upscale ranges.

* Budget Shoppers

This is one of the least targeted demographic segments by the ODEL brand. It consists of young professionals, college students, and modest-income families. This group is highly conscious about the prices than the brand awareness. Thus, they enjoy discounts, promotions, and loyalty programs. They are the highly active customer group, mostly during sales, highly responsive to promotional campaigns.

# Identification of gaps in customer engagement

Even though the ODEL actively engaged in utilizing its digital marketing media to embrace the above customer segments, there are still significant engagement challenges and issues related to their target audience (Chaffey & Smith,2022).

* Heavy Social Media Usage but Poor Conversion Rates

ODEL, a fashion brand, faces challenges in sales due to high social media usage, lack of direct links between updates and purchasing, absence of powerful CTAs, and insufficient personalized retargeting strategies. The brand's content lacks urgency-based calls to action, deterring potential buyers. Additionally, the balance between brand interaction content and sales-driving promotions is lost, necessitating a strategic balance between inspirational and transactional content to drive sales.

* Switching Brands Instantly if Not Continuously Engaged with Premium Content

ODEL faces challenges in attracting fashion-conscious buyers, maintaining consistency in product presentation, and avoiding customer switchbacks. To stay competitive, they must use personalization, AI-supported suggestions, and social campaigns. However, they lack a credible customer loyalty program and struggle to address strong online communities built by rival brands.

* Want More Personalized Product Recommendations

ODEL faces challenges in delivering a personalized shopping experience that aligns with modern consumer preferences. Despite using AI-based personalization engines, the store's website and social media pages display generic suggestions, leading to confusion and higher bounce rates. Personalized product recommendations should be displayed on the website or mobile app, allowing customers to quickly find relevant products. Rivals like offer more personalized options, such as personalized emails, SMS reminders, and targeted ads. ODEL's engagement strategy is too broad and ineffective at converting customers.

* Limited Brand Interaction Through Non-Transactional Purchasing

Modern shoppers demand experiences beyond transactional interactions, and ODEL's current engagement strategy lacks opportunities for customers to interact with the brand outside of the purchasing process. Leading fashion retailers have incorporated virtual try-ons, styling quizzes, exclusive brand communities, and behind-the-scenes content to keep customers engaged.

* Less Contact with Luxury Categories

ODEL faces challenges in engaging customers with its premium product lines due to price, brand perception, and lack of marketing focus. Strengthening luxury brand branding, providing customized experiences, and leveraging celebrity influencers, upscale video content, and fashion/lifestyle magazine placement can help bridge this gap.

* Little Follow-Up Contact Post-Visitation

ODEL's engagement strategy faces a significant challenge in effective post-visit follow-up communication with potential customers. This lack of communication, whether on the website, mobile app, or physical store, results in minimal ongoing engagement unless a purchase is made or marketing communications are actively signed up for. This lack of follow-up can lead to customers forgetting about the brand or moving to competitors, affecting conversion rates and brand recall.

* No Specific Online Strategy for Foreign Buyers

ODEL, a Sri Lankan fashion brand, lacks a clear digital marketing strategy to attract and convert foreign buyers. The company's online store primarily caters to local buyers, with limited visibility on global platforms, minimal overseas partnerships, and no international influencer marketing. This leaves ODEL missing a significant revenue opportunity from global consumers interested in Sri Lankan fashion and sustainable clothing trends.

# Customer Personas & Journey Mapping

The McKinsey Customer Decision Journey Model focuses on a loop-based decision process rather than a traditional linear funnel (McKinsey & Company, 2023). It emphasizes the ongoing engagement of customers, from initial consideration to post-purchase loyalty. Accordingly, three ODEL personas and customer journeys has been mapped using this framework as follows.

**Customer Persona 01**

**A blue and white card with a person's profile

AI-generated content may be incorrect.**

**Customer Decision Journey; The trendy young professionals**

**A diagram of a diagram

AI-generated content may be incorrect.**

(Source: (McKinsey & Company, 2023),Authors’ findings)

|  |  |  |
| --- | --- | --- |
| Stage | Pain Points | Opportunities for ODEL |
| Initial Consideration | High competition from international brands. Lack of trend-based content. | Implement trend-driven, influencer-backed content marketing campaigns and real-time engagement (polls, Q&As). |
| Active Evaluation | No personalized styling guides or clear return policies. High cart abandonment. | Use AI-powered styling suggestions and cart recovery emails with discounts. Optimize website UX. |
| Moment of Purchase | Checkout is not seamless. No clear loyalty benefits. | Introduce mobile-friendly checkout and an exclusive fashion rewards program. |
| Post-Purchase Experience | No automated follow-ups with styling tips. | Automate fashion tips & personalized product recommendations post-purchase. Encourage user-generated content. |
| Loyalty Loop | Lack of long-term engagement and brand stickiness. | Introduce VIP perks, early access to collections, and exclusive influencer events. |

(Source: Authors’ findings)

**Customer Persona 02**

**A close-up of a product list

AI-generated content may be incorrect.**

**Customer Decision Journey; The occasional luxury shopper**

**A diagram of a product

AI-generated content may be incorrect.**

(Source: (McKinsey & Company, 2023), Authors’ findings)

|  |  |  |
| --- | --- | --- |
| Stage | Pain Points | Opportunities for ODEL |
| Initial Consideration | Perceives ODEL as mid-range rather than premium. | Strengthen luxury branding with premium campaigns, high-end visuals, and influencer collaborations. |
| Active Evaluation | No luxury-focused online experience or exclusive member perks. | Implement a luxury membership club, exclusive product lines, and one-on-one styling sessions. |
| Moment of Purchase | No dedicated luxury e-commerce experience. | Offer concierge-style online shopping & personalized in-store experiences. |
| Post-Purchase Experience | No VIP post-purchase thank-you gifts or personalized messages. | Introduce luxury after-care services (personal stylist, invites to events, early access to new collections). |
| Loyalty Loop | No luxury retention strategy. | Establish private shopping events, tailored rewards, and limited-edition product lines. |

(Source: Authors’ findings)

**Customer Persona 03**

**A close-up of a list of tourist items

AI-generated content may be incorrect.**

**Customer Decision Journey; The occasional luxury shopper**

**A diagram of a product

AI-generated content may be incorrect.**

(Source: (McKinsey & Company, 2023), Authors’ findings)

|  |  |  |
| --- | --- | --- |
| Stage | Pain Points | Opportunities for ODEL |
| Initial Consideration | ODEL lacks strong visibility in travel-related content. | Partner with travel influencers & tourism boards. Target Google Ads for "Best Fashion Shopping in Sri Lanka". |
| Active Evaluation | No pre-order or duty-free partnerships. | Offer online reservation of items for in-store pickup. Promote tourist-exclusive collections. |
| Moment of Purchase | No tourist-focused promotions or instant tax-free refunds. | Introduce tourist shopping incentives & express checkout for travelers. |
| Post-Purchase Experience | No engagement after tourist visit. No international e-commerce strategy. | Implement a tourist buyer membership with global shipping perks. Offer discounts for future online purchases. |
| Loyalty Loop | No international loyalty system. | Expand cross-border e-commerce, optimize SEO for international shoppers, and offer global delivery. |

(Source: Authors’ findings)

There are a few key lessons and strategies that can be learned from the spending model of McKinsey.

ODEL can implement the McKinsey Customer Decision Journey (CDJ) model to enhance customer engagement, conversion rates, and brand loyalty. The company can use AI-based product recommendations, post-purchase follow-ups, and influencer-driven engagement campaigns to improve customer retention rates.

To address high drop-offs at the consider stage, ODEL can introduce a VIP membership program for premium customers, tiered loyalty programs for mid-market shoppers, and special discounts and limited-edition fashion collections in Sri Lanka's tourist market. Additionally, ODEL can offer airport pickup or home delivery for international customers to boost customer lifetime value and reduce churn rates.

For sustained growth, ODEL should optimize its SEO strategy by leveraging fashion and travel-related search words, enhance localized content marketing, and establish international influencer partnerships with fashion bloggers, Instagram influencers, and YouTube reviewers. This will help ODEL become a global fashion brand, enhancing online sales and building brand credibility.

By implementing these principal strategies, ODEL can increase customer engagement and conversion rates, align with the McKinsey's principles of engagement, and achieve long-term success in digital retailing, sustained growth, and market leadership. By focusing on personalization, retargeting, loyalty, and digital expansion, ODEL can position itself as a leader in the fashion retail world.

# Customer Journey & Digital Touchpoints



## Explanation of Customer Journey Theory

The customer journey is the process of a customer from his initial exposure to a brand until he or she finally decides to make a purchase and then after (Edelman & Singer, 2015). In the traditional sense, companies followed the paradigm of the marketing funnel, and the customer went linearly from phases like awareness, consideration, purchase, and post-purchase loyalty. Contemporary consumers do not always follow linear routes as the earlier stages could involve going back several times before deciding to go to the next one.

Of these, perhaps one of the best-known is McKinsey's Consumer Decision Journey (CDJ) that outlines an iterative, round process rather than a fixed funnel. Under its model, consumers start with the initial consideration set, consider the brands actively, form a moment of purchase and then go through a post-purchase loyalty loop if they get a good experience. The CDJ emphasizes ongoing interaction and brand replenishment, and therefore it is most appropriate for fashion stores like ODEL, where repeat purchase and customer loyalty are of prime concern.

## Key Digital Touchpoints for Improvement

The core step to simplifying ODEL's online marketing strategy is identifying key digital touchpoints on which potential customers interact with the brand. Digital touchpoints are responsible for driving consumer decision and brand attitude.

ODEL's online store and website are crucial digital touchpoints, but they face conversion issues due to lack of personalization and seamless user experience. To improve, ODEL should introduce mobile-optimized shopping experiences, AI-driven styling suggestions, and one-click checkout. Social media platforms like Instagram, Facebook, TikTok, Pinterest, and LinkedIn should be used for interactive content and micro-influencers to connect with special interest groups. Email marketing and retargeting campaigns should be improved to enhance customer retention and save sales. Search engine marketing and SEO should be improved to drive organic traffic. ODEL can invest in localized SEO campaigns for international tourists searching for "best fashion stores in Sri Lanka" or "luxury fashion shopping in Colombo." User-generated content and influencer marketing should be harnessed, with specialty fashion and travel influencers and discount codes allocated per influencer. Encouraging consumers to share images of their outfits via social media for user-generated content competitions could establish word-of-mouth popularity for the company.

## Strategies to Enhance Customer Experience

To enable a hassle-free online shopping experience, ODEL must incorporate AI-driven personalization. A virtual stylist suggesting outfits based on history of purchase and browsing history can come a long way in enhancing user experience and increasing average order value. Fashion quizzes that help users pick products based on their fashion sense can further increase engagement.

Building a strong omnichannel experience is key to blending in-store and online shopping seamlessly. Online reservations to pick up in-store is one way of doing this, as this allows customers to test clothing before buying. Using QR codes in the physical store to leave customers with additional information on products and styling advice can also enhance the shopping experience.

One of the major flaws in ODEL's current strategy is lacking a great post-purchase engagement strategy. The majority of customers purchase but do not have any additional interaction with the brand. Having post-purchase AI-powered emails providing fashion styling advice, care guidance, and product recommendations based on their purchase can lead to retention. Having tiered loyalty plans with additional advantages for frequent buyers can also propel repeat purchase as well as long-term brand commitment.

To get international consumers, ODEL needs to create a more comprehensive cross-border e-commerce program. Most often, foreign customers come across ODEL while they are visiting Sri Lanka but do not have an easy way of shopping online when abroad. Providing local payment options, overseas shipping, and tourist-only discounting can turn occasional tourists into repeat buyers. Also, the addition of a separate e-commerce category for international shoppers that incorporates the customer's preferred local currencies can raise the usability level.

By optimizing these web touchpoints and using customer-led strategies, ODEL can significantly optimize customer interactions, promote higher conversion rates, and develop increased brand loyalty. Implementing an all-inclusive, data-led strategy will make the brand a trailblazer in Sri Lanka's fashion retail industry and expand its reach in the global market.

# Digital Marketing Plan



## Digital Marketing Objectives

In order to maximize ODEL's online presence and business growth, the online marketing strategy needs to be fueled by SMART goals—Specific, Measurable, Achievable, Relevant, and Time-bound. The following two objectives will be the foundation of ODEL's strategy:

* Increase Online Sales by 30% in Six Months

ODEL can aim to boost its e-commerce sales by embracing a personalized shopping experience, AI-driven product recommendations, and promoted ad targeting. This will be achieved through the implementation of SEO optimizations, social media shoppable posts, influencer collaborations, and PPC advertisements. Performance will be tracked through Google Analytics, sales conversion rates, and increases in website traffic.

* Enhance Customer Engagement by 40% Through Digital Channels in Four Months

By incorporating interactive content, live Q&A sessions, user-generated content contests, and all-around email marketing campaigns, ODEL will be able to establish a firmer connection with customers. Engagement will be measured via social media interaction rates, email open and click-through rates, and time spent on the website. Additionally, retargeting campaigns will be launched to recapture users who have interacted with the brand but not converted.

These objectives will ensure a data-driven, customer-centric strategy, maximizing engagement and driving long-term business growth.

## Justification for Objectives

The two objectives—increasing six-month online sales by 30% and increasing customer interaction by 40% through online means in four months—are selected based on ODEL's current digital marketing problems and industry trends.

* Increasing Online Sales by 30%

ODEL's web shopping portal is receiving high traffic but low conversion, implying visitors are not extremely incentivized to shop. According to industry benchmarks, the average e-commerce conversion rate is 2.5%–3%, but fashion brands with optimized digital strategies have rates between 4%–5% (ODEL PLC,2023). By increasing personalization with AI-driven recommendations, improving website UX, and utilizing retargeting ads, ODEL can significantly increase its conversion rates. SEO optimization and Google Shopping Ads will also push organic traffic and visibility, contributing to revenue growth.

* Increasing Customer Engagement by 40%

Today, ODEL has excessive social media activity but no customer engagement and loyalty during non-promotional campaigns. Research shows that those brands who experience high rates of engagement experience increased recall, trust, and customer loyalty and consequently generate increased sales. By adding interactive content (live Q&A, surveys, behind-the-scenes), influencer-driven campaigns, and optimizing email marketing (promotions by target, cart abandonment messages, and follow-up emails after payment), ODEL can improve social media engagement and time spent on website. The performance metrics would be likes, shares, comments, email opening rate, and time spent on website.

These objectives are synergistic to ODEL's commercial goals by leveraging data-driven intelligence to create a frictionless, immersive, and conversion-focused digital experience, generating sustainable short-term sales growth and long-term customer loyalty.

## Digital Marketing Mix – The 7Ps

In order to further enhance ODEL's online marketing strategy, the 7Ps model can be used to ensure a full-fledged customer-centric strategy that fosters engagement and sales (Chaffey & Smith, 2022).

* Product

ODEL is into fashion clothing, accessories, and lifestyle products. Thus their online strategy must highlight product visibility and personalization to boost the online shopping experience. This entails:

* Using AI-powered recommendations to offer customized outfit suggestions based on browsing history.
* Enhancing product descriptions through SEO-optimized content, high-quality images, and 360° views of the products.
* Including an AR (Augmented Reality) fitting room feature for virtual try-ons.
* Price

Price sensitivity is necessary in the fashion apparel retail sector where sales tend to be more likely to stem from promotions and discounts. In a bid to balance profitability and attract customers, ODEL should focus on,

* Implementing dynamic pricing modules based on demand within the market, competitors, and seasons.
* Incorporating tiered loyalty discounts for loyal customers and ODEL loyalty program members.
* Offering "Buy Now, Pay Later" (BNPL) facilities to attract young, price-conscious customers.
* Place

As an omnichannel leader, ODEL must leverage its online and offline presence by,

* Upgrading the e-commerce website with a mobile-first approach to deliver seamless shopping across devices.
* Expansion to global markets by enhancing cross-border shipping functionality and localized payment options.
* Integrating social commerce (Instagram, Facebook Shops, and Pinterest Buyable Pins) to facilitate purchases directly from social media platforms.
* Promotion

ODEL's promotion strategy has to be centered on content-driven engagement and paid media campaigns. In order to so that they should focus on,

* Boosting social media marketing via influencer partnerships, behind-the-scenes content, and interactive elements such as polls and live sessions.
* Implementing a content marketing campaign via fashion blogs, style advice, and seasonal lookbooks to drive organic search traffic.
* Using Google Ads, Facebook Ads, and retargeting campaigns to capture and convert high-intent shoppers.
* Leaning on email marketing automation to send personalized product recommendations, cart abandonment reminder emails, and exclusive discount offers.
* People

To have employee-powered, influencer-led, and customer service representative-driven customer experience, ODEL should,

* Enhance the customer support staff through training to deliver effective digital services via live chats, social media direct messages, and chatbots.
* Collaborate with micro-influencers and macro-influencers who reflect ODEL's brand to enhance authenticity and credibility.
* Rolling out a focused customer community platform wherein users are able to provide styling inspiration and product comments.
* Process

A seamless customer process can guarantee an effortless digital experience by,

* Streamlining the checkout process through a one-click checkout option.
* Integrating order tracking systems with real-time information through SMS and email.
* Providing customer service with AI-based chatbots for 24/7 support.
* Making hassle-free returns and exchanges with a digital self-service facility.
* Physical Evidence

While ODEL is a digital-first store, brand credibility through physical evidence is important. It can be done by,

* Showcasing customer reviews and user-generated content (UGC) on the site and social media.
* Offering branded packaging with eco-friendly designs, aligning with ODEL's sustainability purpose.
* Enhancing in-store digital touchpoints, such as QR codes linking customers to web-only collections.

By maximizing the 7Ps of digital marketing, ODEL will be in a position to create a frictionless, delightful, and conversion-oriented customer experience. This approach will enhance brand loyalty, enhance online sales, and deliver sustainable growth within the competitive fashion retail industry.

## Resources & Dependencies

To successfully implement ODEL's digital marketing strategy, it can use the following resources and dependencies (Smart Insights, 2023).

* Tools & Technologies
* ***Website & E-commerce Platform:*** Shopify, WooCommerce, or a custom one with a mobile-first design.
* ***Analytics & Performance Tracking:*** Google Analytics, Facebook Pixel, and Hotjar for user behavior analysis.
* ***SEO & SEM Tools:*** SEMrush, Ahrefs, and Google Search Console to monitor keywords and optimize.
* ***Email Marketing Software:*** Mailchimp, Klaviyo, or HubSpot for address-based email automation.
* ***Influencer Marketing Platform:*** Upfluence or Aspire for identification and handling influencer collaboration.
* ***AI & Chatbots:*** Drift or ChatGPT-powered customer service chatbots to instantly resolve questions.
* Skills & Expertise
* ***SEO & Content Marketing Specialists:*** For improving organic visibility and content optimization.
* ***PPC & Digital Advertising Experts:*** For managing Google Ads, Facebook Ads, and retargeting campaigns.
* ***Social Media Managers & Influencer Coordinators:*** For creating brand presence and collaborations.
* ***Web Developers & UX Designers:*** For ensuring and optimizing the functionality and user experience of the website.
* ***Data Analysts & CRM Experts:*** For tracking customer behavior and marketing optimization.

With the assistance of these tools and expertise, ODEL can optimize engagement, achieve sales, and solidify its brand position in the competitive fashion retailing sector.

# Content Calendar for 3 Months

A well-crafted content calendar is central to holding viewers engaged, encouraging improved conversions, and establishing devoted audiences for ODEL. Such an approach incorporates various forms of content, appropriate posting frequencies, and techniques specific to each platform in order to maximize impact with minimal wastage.

***Content Strategy Summary***

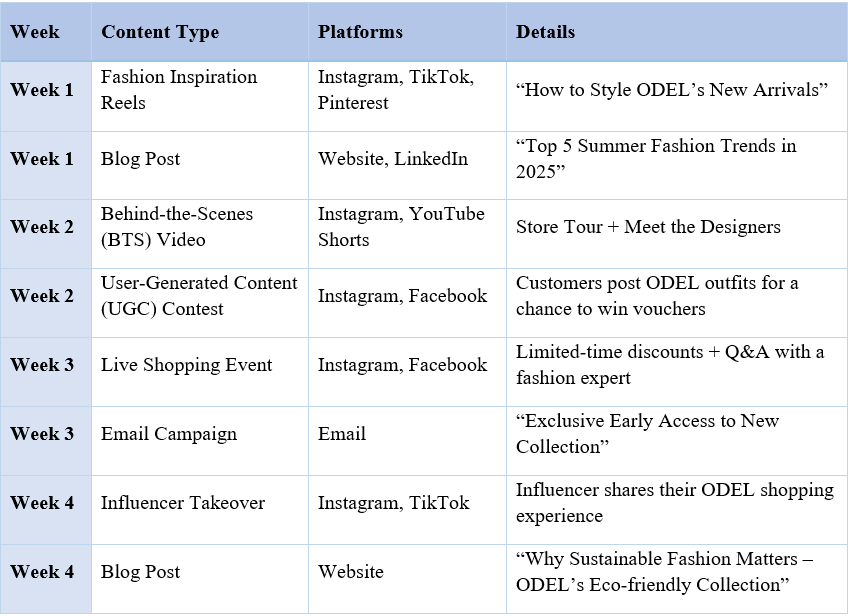
***A blue and white social media calendar

AI-generated content may be incorrect.***

(Source: Authors’ findings)

***3-Month Content Calendar Breakdown***

**Month 1 –** Brand Awareness & Engagement Boost (Objective: Drive brand reach with engaging content and influencer marketing)



(Source: Authors’ findings)

**Month 2 –** Driving Conversions & Sales Growth (Objective: Push seasonal sales and improve conversions through PPC and promotions)

|  |  |  |  |
| --- | --- | --- | --- |
| Week | Content Type | Platforms | Details |
| Week 1 | Product Spotlight | Instagram, Facebook, Pinterest | “Best Sellers of the Month” |
| Week 1 | Email Promotion | Email | “Limited-Time 20% Off on Luxury Collections” |
| Week 2 | Interactive Poll | Instagram Stories, Facebook | “Which ODEL Outfit Matches Your Style?” |
| Week 2 | Influencer Collaboration | Instagram, TikTok | “A Day in the Life – Styling ODEL Outfits” |
| Week 3 | Customer Testimonial Video | YouTube, Instagram, Website | Happy customers sharing their ODEL experience |
| Week 3 | Retargeting Ads | Google Ads, Facebook Ads | Special discounts for cart abandoners |
| Week 4 | Blog Post | Website, LinkedIn | “How to Build a Capsule Wardrobe with ODEL” |
| Week 4 | Pinterest Board Update | Pinterest | Fresh fashion inspirations & trends |

(Source: Authors’ findings)

**Month 3 –** Loyalty & Retention Strategies (Objective: Retain customers through loyalty rewards, personalization, and storytelling)

|  |  |  |  |
| --- | --- | --- | --- |
| Week | Content Type | Platforms | Details |
| Week 1 | Loyalty Program Launch | Instagram, Email | Exclusive perks for repeat customers |
| Week 1 | Email Newsletter | Email | Personalized recommendations based on past purchases |
| Week 2 | BTS: Production Process | Instagram, YouTube Shorts | Ethical sourcing + craftsmanship |
| Week 2 | Social Media Challenge | Instagram, TikTok | “7-Day ODEL Styling Challenge” |
| Week 3 | Live Q&A | Instagram, Facebook | Fashion experts answer styling questions |
| Week 3 | Blog Post | Website, LinkedIn | “How to Dress for Different Occasions” |
| Week 4 | Seasonal Sale Countdown | Instagram, Facebook, Email | Teasers & flash sales to build urgency |
| Week 4 | Customer Feedback Collection | Email, Website | Survey for improvement & personalized offers |

(Source: Authors’ findings)

The three-month content plan aims to enhance the brand's identity and customer engagement through influencer marketing and user-generated content. Live Q&A sessions, social media content, and retargeted ads will intensify audience connection. Special reward offers and limited-time offers will trigger conversions. Email marketing will personalize the shopping experience, while story building will contribute to customer retention. Data-driven and audience-first, ODEL will begin its process on a strong footing and continue towards income growth consistently.

# Performance Measurement Framework

It is essential to create a performance measurement framework to ensure ODEL's digital marketing efforts are properly effective. It must track key metrics, measure success, and optimize strategies in real-time (HubSpot, 2023). It should consist of the KPIs, tracking tools, and benchmarking techniques to evaluate the impact of ODEL's content marketing strategy.



## KPIs for a successful content marketing strategy

The success of ODEL's content marketing strategy will be measured through both engagement-based and conversion-focused KPIs.

* Awareness & Reach Metrics
* ***Social Media Impressions:*** Measures how many times users have seen the content in their feeds.
* ***Follower Growth Rate:*** This focuses on the percentage increase in follower numbers across platforms.
* ***Website Traffic:*** This measures how many users visited ODEL's website from social media, search engines, and direct visits.
* ***SEO Rankings:*** This measures the rankings of keywords and ODEL on Google's search engine results page (SERP).
* Engagement Metrics
* ***Social Media Engagement Rate:*** Measures the likes, comments, shares, and saves per post.
* ***Average Watch Time (Videos & Reels):*** Measures how long the audience remains on a given video content.
* ***Click-Through Rate (CTR):*** This measures the percentage of users that click on links in social posts, ads, or emails.
* ***Bounce Rate:*** This shows the rate at which users leave the website after visiting a page (low is good).
* Conversion Metrics
* ***Conversion Rate:*** Measures the percentage of users taking a desired action, such as purchasing or signing up for newsletters.
* ***Cart Abandonment Rate:*** Finds out the percentage of users which had to abandon their cart, for various reasons, on completing the shopping process.
* ***ROAS:*** This ascertains the effectiveness of paid digital advertisements for campaigns.
* ***CAC:*** This computes the average amount spent to acquire each new customer.
* Retention & Loyalty Metrics
* ***CLV:*** It is a prediction in monetary terms of the revenue in total that the average customer will generate for ODEL during the lifetime they are with the organization.
* ***Repeat Purchase Rate:*** It measures what portion of customers do repeat purchase.
* ***Email Open Rate & Click Rate:*** This is an effectiveness assessment of ODEL's email marketing campaigns.

## Tools for Tracking Performance

To collect these KPIs, ODEL can rely on the following industry-standard digital marketing analysis tools.

* Performance Measurement for Website & SEO
* ***Google Analytics 4 (GA4):*** Recording website traffic, user behavior, bounce rates, and conversion rates.
* ***Google Search Console:*** Measure the amount of organic search traffic and keyword performance.
* ***Ahrefs & SEMrush:*** Tracks SEO rankings, backlinks, and keyword optimization.
* Measurement of Social Media Performance
* ***Meta Business Suite (for Facebook & Instagram):*** Keeps the impressions, engagement rates, and performance of the ads.
* ***TikTok Analytics & YouTube Studio:*** Insight into video engagement, audience demographics, and watch time.
* ***Pinterest Analytics:*** Measures pin performance, traffic, and engagement rates.
* ***Email & CRM MailChimp/Klaviyo-Tracking:*** Tracks email campaign open rates, click-through rates, and conversions.
* ***Hubspot CRM:*** It measures customer interactions, sales conversions, and retention rates.
* ***Paid Campaign and Ad Tracking:*** Google Ads Manager: Performance of PPC campaigns, cost per click (CPC), and conversion rates are analyzed.
* ***Facebook and Instagram Ads Manager:*** Reviews social media marketing performance statistics on the basis of ROAS.

## Benchmarking and Evaluation Techniques

Tracking performance over time is very crucial for data-based enhancement. The first would involve benchmarking techniques in which the companies will be compared against other industry standards and their competitors.

* Internal Benchmarking

Here, current performance would be compared to past performance. This would identify growth trends. Business's own benchmarking progress, which can basically be assigned to different KPIs, would be done by using reports based on month or quarter. It helps to establish seasonal changes within engagement and sales.

* Competitive Benchmarking

This can be done together with reports like SEMrush Competitive Analysis and SimilarWeb. Comparative scores for engagement levels, website traffic and customer interactions will depend on direct competitors. Competitors will compare how they optimize their SEO and PPC strategies.

* Industry Benchmarking

Using digital marketing industry benchmarks from HubSpot, Google Marketing Insights, and Sprout Social helps to compare ODEL’s engagement rates, email open rates, and ad conversion rates with industry averages.

* Performance Optimization & A/B Testing

A/B test the performance for different ad creative, email subject lines per social media post format. It use real-time analytics and audience behavior to adjust content calendar strategies. Through the use of heatmaps (Hotjar), it identifies where customers drop off or engage with the most on a website.

* Continuous Improvement Strategy

Through establishing a systematic performance measurement framework, ODEL will:

* Tech up on content outlines that yield the best engagement and tweak optimization strategies for these engagement.
* Increase conversion rates by constantly defining ads to target the right consumer segment or fine-tuning overall website experience.
* Increase retention through targeted loyalty programs and personalized marketing.

# SEO & SEM Strategies

To enhance ODEL’s online presence, a well-rounded Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategy is essential. This section outlines on-page and off-page SEO techniques, effective SEM strategies, and best practices to improve visibility, drive organic traffic, and boost conversions.



## On-Page SEO Techniques

On-page SEO focuses on optimizing individual website pages to improve search engine rankings. Key strategies include:

* Keyword Optimization
* Conduct keyword research using tools like Google Keyword Planner and Ahrefs to identify high-traffic, low-competition keywords.
* Use long-tail keywords such as “affordable luxury fashion Sri Lanka” to target niche audiences.
* Optimize keywords in titles, meta descriptions, headers, and product descriptions. (HubSpot, 2023)
* Content Optimization
* Publish high-quality, SEO-friendly blog content featuring fashion tips, trend reports, and styling guides.
* Optimize content for Google’s Featured Snippets by structuring it in Q&A format and using bullet points.
* Ensure fresh content updates to maintain relevance and improve ranking. (HubSpot, 2023)
* Technical SEO
* Improve page loading speed using Google PageSpeed Insights.
* Ensure mobile-friendliness with a responsive design, as 60%+ of ODEL’s traffic is likely from mobile users.
* Implement structured data (schema markup) to help search engines understand content better. (HubSpot, 2023)
* Internal Linking & URL Optimization
* Use a logical internal linking structure to guide users through the website (e.g., linking blogs to product pages).
* Create SEO-friendly URLs (HubSpot, 2023)

## Off-Page SEO Techniques

Off-page SEO improves ODEL’s authority and credibility through external sources.

* Link-Building Strategy
* Acquire high-authority backlinks from fashion blogs, online magazines, and influencers.
* Use guest blogging to publish ODEL’s content on relevant fashion and lifestyle sites.
* Get listed on Google My Business and local directories to improve local SEO.
* Social Media & Brand Mentions
* Boost social signals by increasing shares and engagement on Instagram, TikTok, and Pinterest.
* Use branded hashtags to enhance discoverability.
* Encourage customer reviews on Google, Trustpilot, and Facebook, as positive reviews improve SEO rankings.

## SEM Strategies for Visibility & Conversions

Search Engine Marketing (SEM) involves paid advertising to appear on Google Search and Display Networks.

* Google Ads (PPC Campaigns)
* Run Google Search Ads targeting high-intent keywords like “buy luxury dresses Sri Lanka”.
* Use Dynamic Search Ads (DSA) to auto-generate ads based on website content.
* Optimize ad copy with persuasive CTAs (e.g., “Shop Now – Free Delivery on Orders Above LKR 10,000”).
* Google Display & Retargeting Ads
* Use Display Ads to show visual banners on relevant websites (e.g., fashion blogs, lifestyle sites).
* Implement Google Retargeting Ads to re-engage users who visited ODEL’s website but didn’t purchase.
* Shopping & Video Ads
* Optimize Google Shopping Ads by providing high-quality images, competitive pricing, and detailed product descriptions.
* Invest in YouTube Ads targeting fashion and beauty audiences, featuring influencer collaborations and styling guides.

## Best Practices for SEO & SEM

To ensure long-term success, ODEL should follow these best practices:

* ***Align SEO & SEM Strategies –*** Use SEO insights to optimize SEM campaigns, ensuring that paid ads complement organic efforts.
* ***Monitor & Optimize Performance –*** Use Google Analytics, Google Ads Manager, and Ahrefs to track results and adjust strategies.
* ***Optimize for Voice Search –*** With growing voice search usage, optimize content for conversational queries like “Where can I buy designer handbags in Sri Lanka?”.
* ***Leverage AI & Automation –*** Use Google’s Smart Bidding to adjust ad spend based on real-time performance data.

By implementing these SEO and SEM strategies, ODEL can enhance its search visibility, drive higher website traffic, and improve conversion rates, ultimately strengthening its digital marketing success.

# Influencer Marketing Plan

Influencer marketing is a powerful tool for ODEL to enhance brand visibility, engagement, and sales. By partnering with the right influencers, ODEL can reach a highly targeted audience and build trust among potential customers. This plan outlines the criteria for selecting influencers, methods for measuring impact, and industry best practices to maximize the success of influencer collaborations.



## Selecting Suitable Influencers

* Selecting the Right Influencers

ODEL will select influencers whose followers align with the brand's personality and target audience, such as fashion-conscious, luxury retail, and lifestyle trends. Engagement rates and authenticity are crucial for evaluating influencer partnerships (Hootsuite, 2023). A 2% rate is optimal, and influencers with low engagement are less effective. Community interaction and response to comments are also important factors in selecting influencers. This aligns strategy with ODEL's brand identity.

* Types of Influencers for ODEL

ODEL plans to use various influencer types for a diversified reach, including mega-influencers for mass-level brand awareness campaigns, macro-influencers for high-quality fashion content, micro-influencers for niche fashion segments, and nano-influencers for word-of-mouth marketing. This approach aims to create a mature influencer marketing program that balances reach, engagement, and credibility.

* Preferred Platforms for Influencer Marketing

ODEL will prioritize Instagram and TikTok for influencer marketing due to their visual appeal and popularity in the fashion industry. YouTube will serve as a secondary platform for long-format content, while Pinterest will inspire fashion enthusiasts and drive website traffic.

* Measuring the Impact of Influencer Collaborations

ODEL will monitor key performance indicators (KPIs) on engagement, traffic, and sales metrics to assess the success of influencer partnerships. Engagement metrics, sentiment analysis, referral traffic data, and discount codes will be used to gauge audience interaction. Return on investment (ROI) measurements will be used to measure campaign success. A/B testing will be conducted to optimize the strategy and select high-performing influencers for long-term partnerships (Social Media Examiner, 2023).

To optimize its influencer marketing strategy, ODEL should establish clear campaign goals, provide influencers with creative freedom, and focus on long-term partnerships. This will increase audience trust and loyalty, build stable brand messaging, and align with consumer preferences. By leveraging influencer feedback, ODEL can customize its content strategy, product positioning, and messaging to align with consumer preferences. This structured approach will help ODEL become a leading fashion brand in the online marketplace.

# Conclusion & Recommendations

ODEL, as a leading fashion retailer in Sri Lanka, has successfully built a strong brand presence through digital marketing efforts. However, despite consistent social media activity, influencer collaborations, and content marketing initiatives, the company faces significant challenges in customer engagement, conversion rates, and long-term retention. The analysis of ODEL’s customer segmentation and engagement gaps revealed that while the brand has an active audience, it struggles with converting engagement into actual sales, retaining customer interest beyond promotional periods, and maximizing the effectiveness of influencer partnerships.

Through customer journey mapping and digital touchpoint analysis, it became clear that ODEL’s digital strategy lacks sufficient personalization, customer-centric engagement, and targeted content strategies. Additionally, SEO and SEM efforts have not been optimized, resulting in low organic search visibility and inefficient paid advertising performance.

The proposed digital marketing plan addressed these concerns by introducing SMART objectives focused on increasing website traffic and online sales through strategic content marketing. The three-month content calendar structured a diversified approach to content, integrating videos, reels, blogs, and social commerce strategies. Furthermore, the performance measurement framework provided specific KPIs and tracking tools, allowing ODEL to measure campaign success effectively. The SEO & SEM strategies detailed an approach to enhancing search visibility, while the influencer marketing plan emphasized data-driven influencer selection and performance evaluation.

To achieve sustainable digital growth and maximize customer engagement, ODEL must implement the following strategic recommendations aligned with its brand identity and industry best practices:

* Strengthening Customer Engagement & Personalization

Enhancing customer engagement and personalization involves utilizing AI-powered recommendation engines, chatbots, AI-driven customer support, loyalty programs, segmented email marketing, and targeted content to enhance customer experience and satisfaction.

* Enhancing Content Marketing & Social Media Presence

Adopting a data-driven content marketing approach, shift towards a video-first content model (Reels, TikTok and YouTube Shorts), increase interactive content such as behind-the-scenes videos, influencer takeovers, and live Q&A sessions would boost customer interaction, enhancing the social media presence of the brand.

* Optimizing Digital Advertising with Data & AI

In order to optimize the brands’ digital advertising, it can allow personalized ad placements based on user behavior, via AI-driven Google Ads and Meta Ads. Furthermore, it can improve its remarketing campaigns using retargeting ads, reminding users about products they viewed but did not purchase.

* SEO & SEM Enhancements for Greater Visibility

Odel can improve SEO and SEM by implementing voice search optimization, strengthening local SEO strategies, and focusing on keyword-rich content, backlink-building, and mobile-first optimization.

* Data-Driven Influencer Marketing for Higher ROI

The brand can embrace influencer marketing by developing long-term influencer partnerships instead of one-time collaborations, implementing performance-based influencer compensation, using analytics tools (e.g., HypeAuditor, Upfluence) to evaluate influencer effectiveness while leveraging nano- and micro-influencers for targeted engagement.

By implementing these strategic digital marketing recommendations, ODEL can significantly enhance brand engagement, increase conversion rates, and maintain long-term customer loyalty. With a structured digital marketing plan, optimized influencer collaborations, and enhanced customer experience strategies, ODEL can position itself as a leading fashion brand, not only in Sri Lanka but also in the international market.

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