

A Marketing Evaluation & Strategy Development



(Gurgaon 2023)

Content

Introduction

Marketing Evaluation

Market Analysis

Customer Segmentation

Marketing Strategy Development

Implementation Plan

Tulsidas: an Overview

Committed to enabling customers to be their own imaginative authors of precious moments of their lives.

- Offer expertise, experience and devotion
- Customer satisfaction is extremely important, as well as customer loyalty

Tulsidas go the extra mile, and thrive in a position of trust from the consumer.



- Retail Business: mainly bridal & traditional clothes, modern clothes
- Started with one shop – now grown into 13 modern shops
- Family business – carried on from generation-to-generation (4 Generations)
- Legacy that is deeply-rooted in tradition and blooming in style

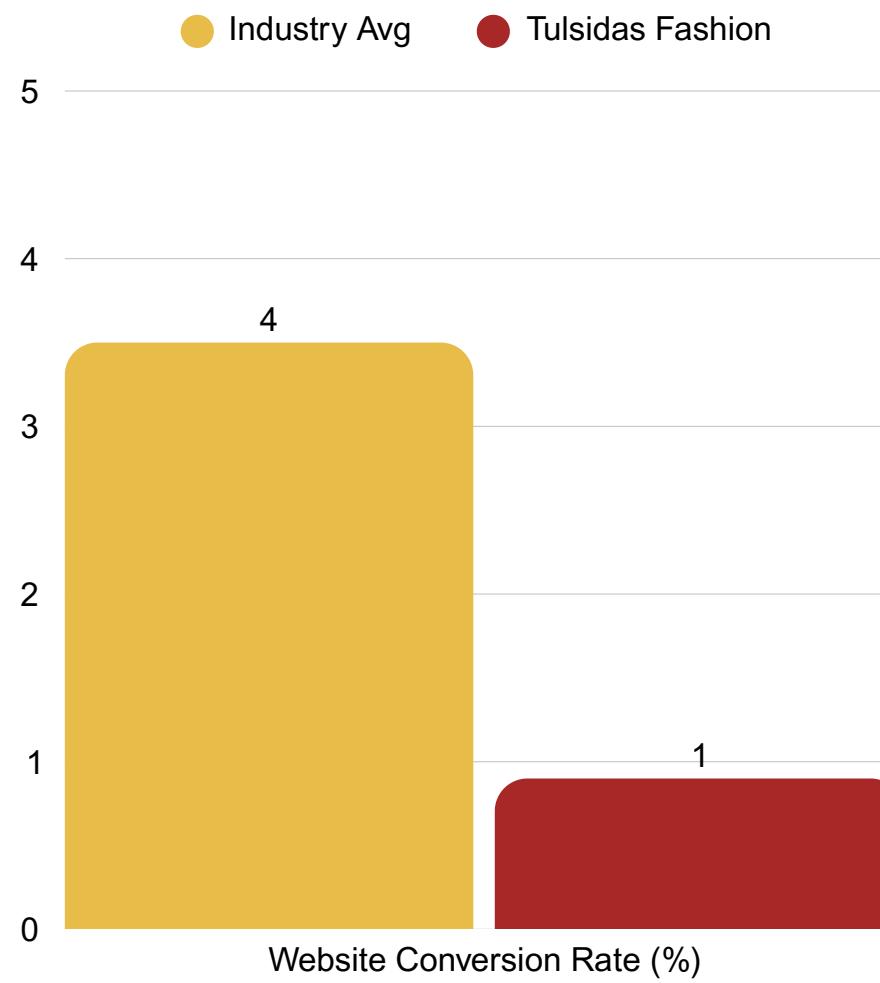
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We are in the Business of
Making People Look their Best

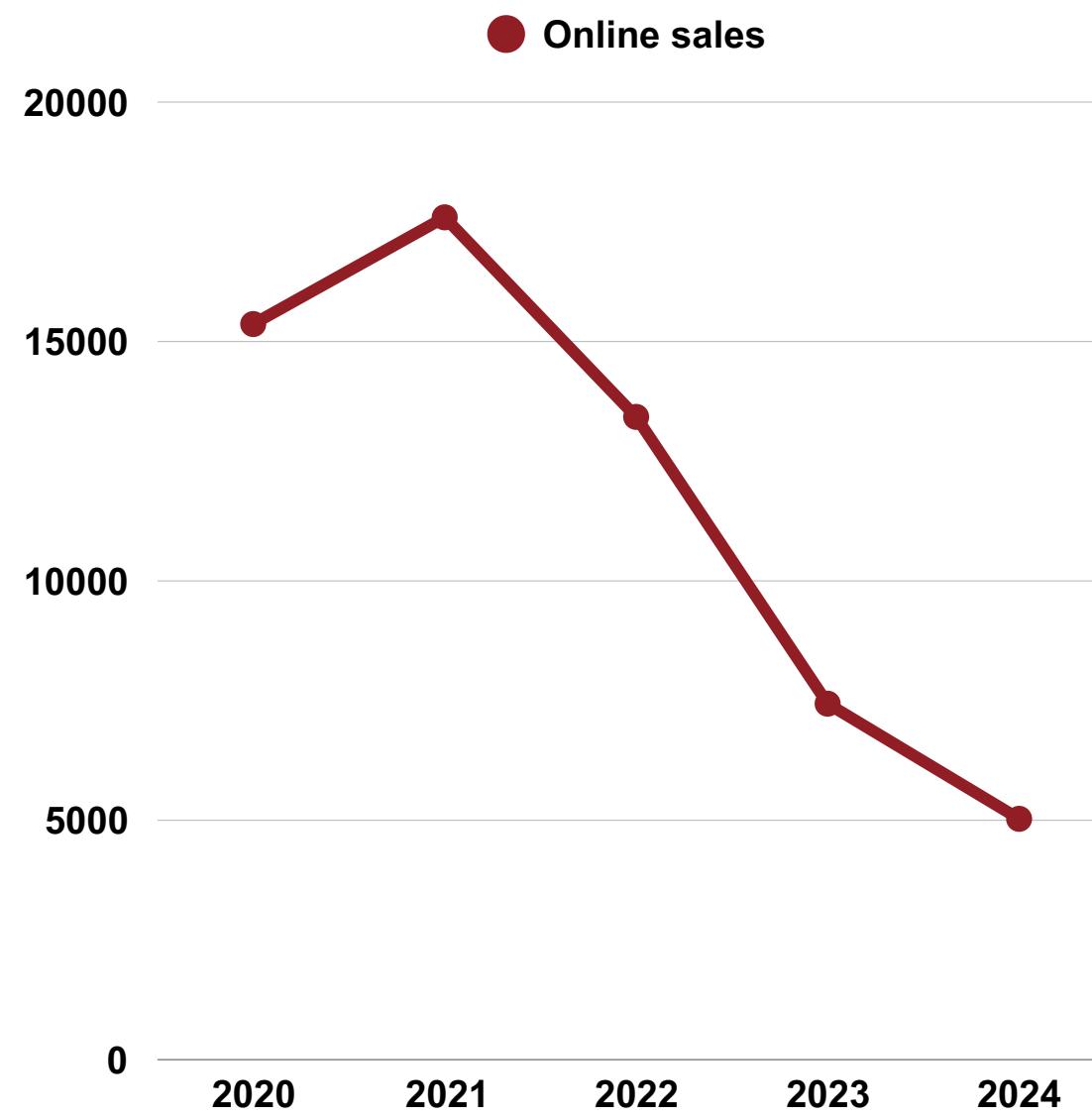
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Marketing evaluation

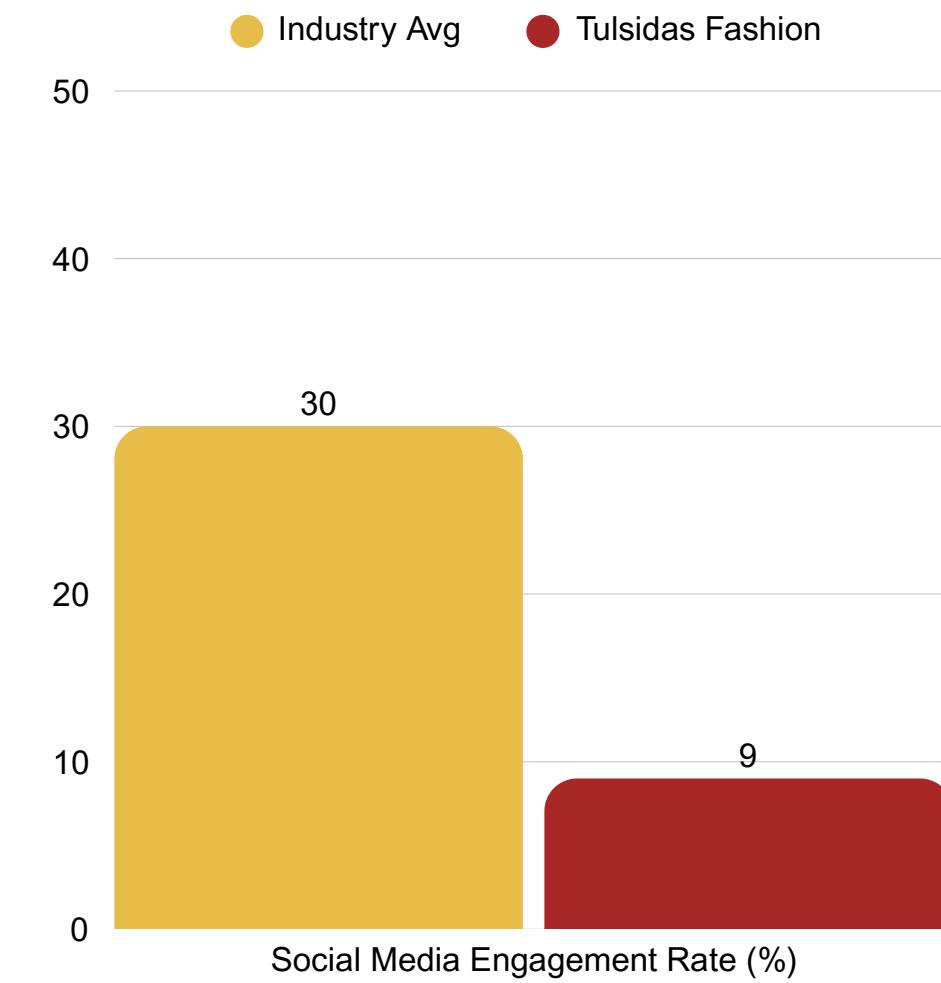
Low website traffic



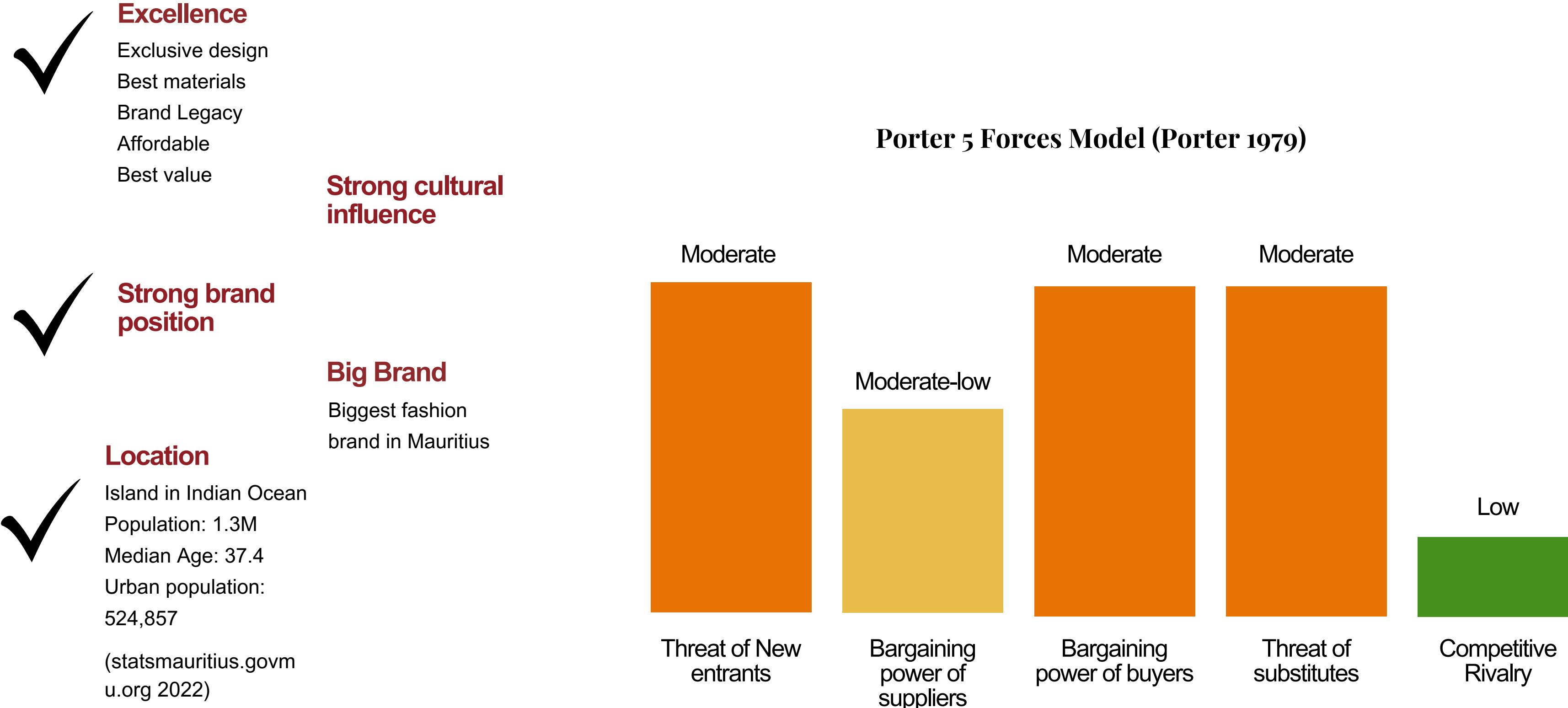
Reduced online sales



Low social media engagement

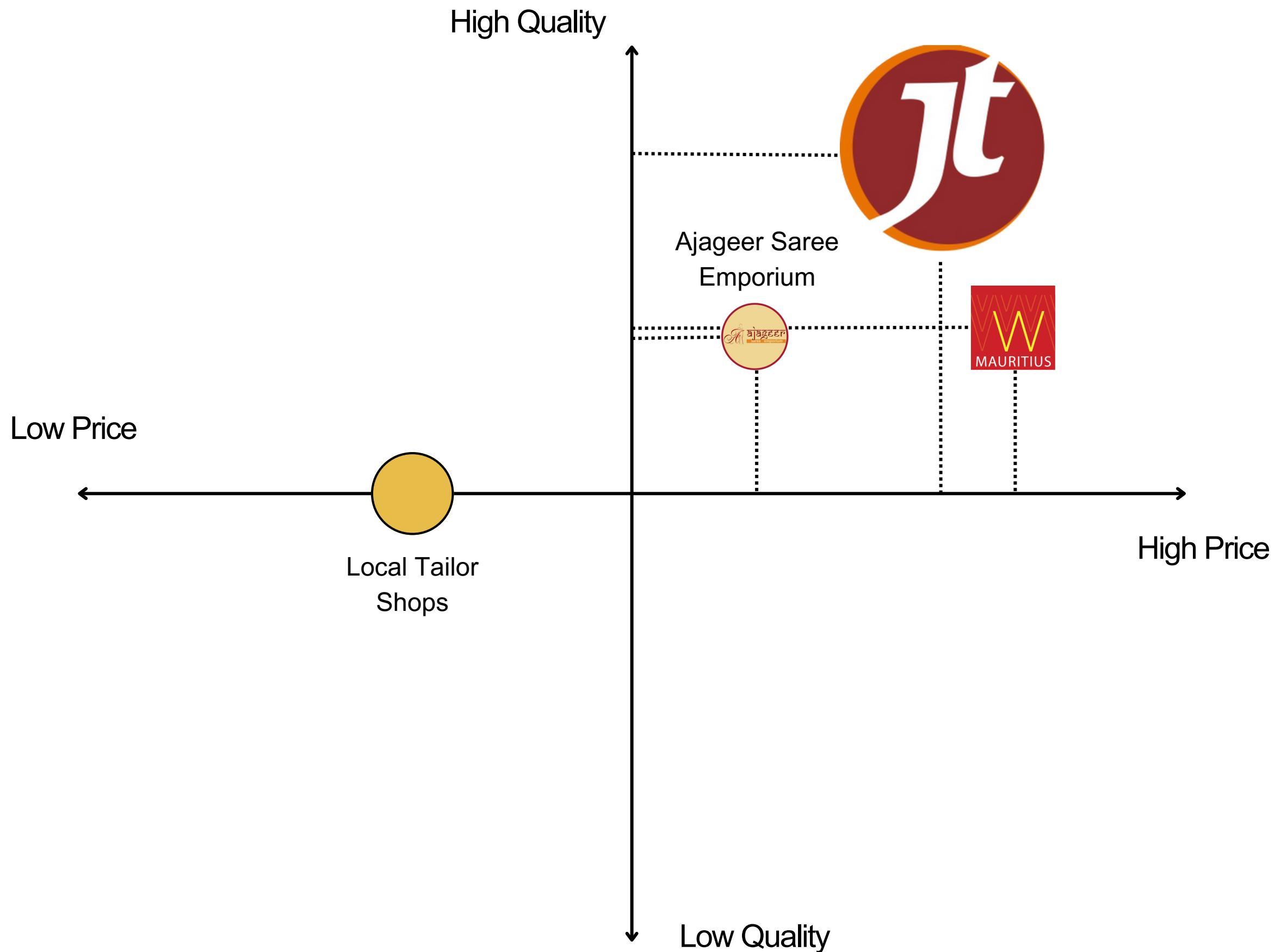


Market Analysis





Competitive Landscape Map



Customer persona



Kavita Jugdoyal



*"Rooted in tradition,
reaching for the future—
every lesson I learn is a step
towards preserving the past
while inspiring the next
generation to soar."*

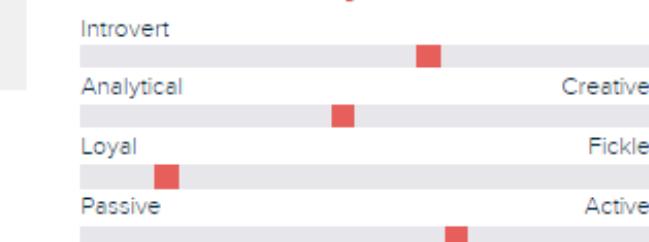
Age: 25
Work: High school teacher
Family: Unmarried
Location: Port Louis, Mauritius

Organized	Practical
Protective	Hardworking

Bio

Kavita, 25-year-old high school teacher from Mauritius, she is passionate about teaching and shaping young minds. With a deep connection to her cultural heritage, she takes pride in wearing traditional clothing, often embracing the vibrant and intricate styles that reflect the rich history of her community. Her love for teaching is matched only by her appreciation for the beauty of her traditions, making her a bridge between the past and the future.

Personality



Preferred Channels



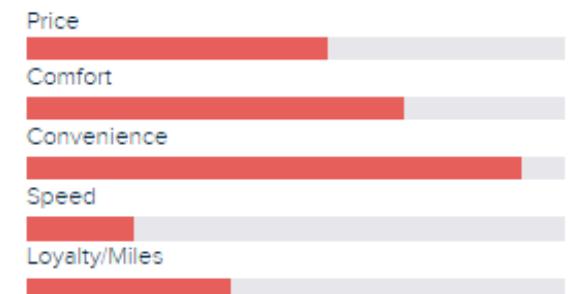
Goals

- Empower Students through Education
- Preserve and Promote Cultural Heritage

Frustrations

- Limited Resources in Education
- Balancing Tradition and Modernity
- Cultural Misunderstanding

Motivation



Customer Analysis

Local Indo-Mauritians

- Needs: Looking for traditional and culturally significant attire, especially for weddings
- Product Needs: Bridal and traditional wear (e.g., sarees, sherwanis, lehengas, etc.)

Local Muslim Community

- Needs: Modest clothing with cultural appeal, suitable for religious occasions
- Product Needs:
 - Modest wear
 - Multipurpose clothing that blends tradition with contemporary fashion.

Segmentation

Sino&Franco-Mauritians

- Needs: Preference for modern clothing styles that blend international trends with subtle Mauritian cultural elements.
- Product Needs:
 - Contemporary, modern clothing
 - Fashion-forward pieces for everyday wear.

Creole Community

- Needs: A mix of traditional Mauritian clothing for cultural celebrations and modern, everyday wear.
- Product Needs: Casual yet stylish attire, with some focus on festival wear

Targeting

- **Primary Target:** Local Indo-Mauritians (25-55 years old) who are looking for high-quality, traditional, bridal, and culturally significant attire.
- **Secondary Target:** Other segments who desire modern, multipurpose clothing with a subtle cultural influence.

Positioning

For Indo-Mauritians:
Premium heritage brand

For other communities: Go-to brand for stylish, contemporary clothing brand

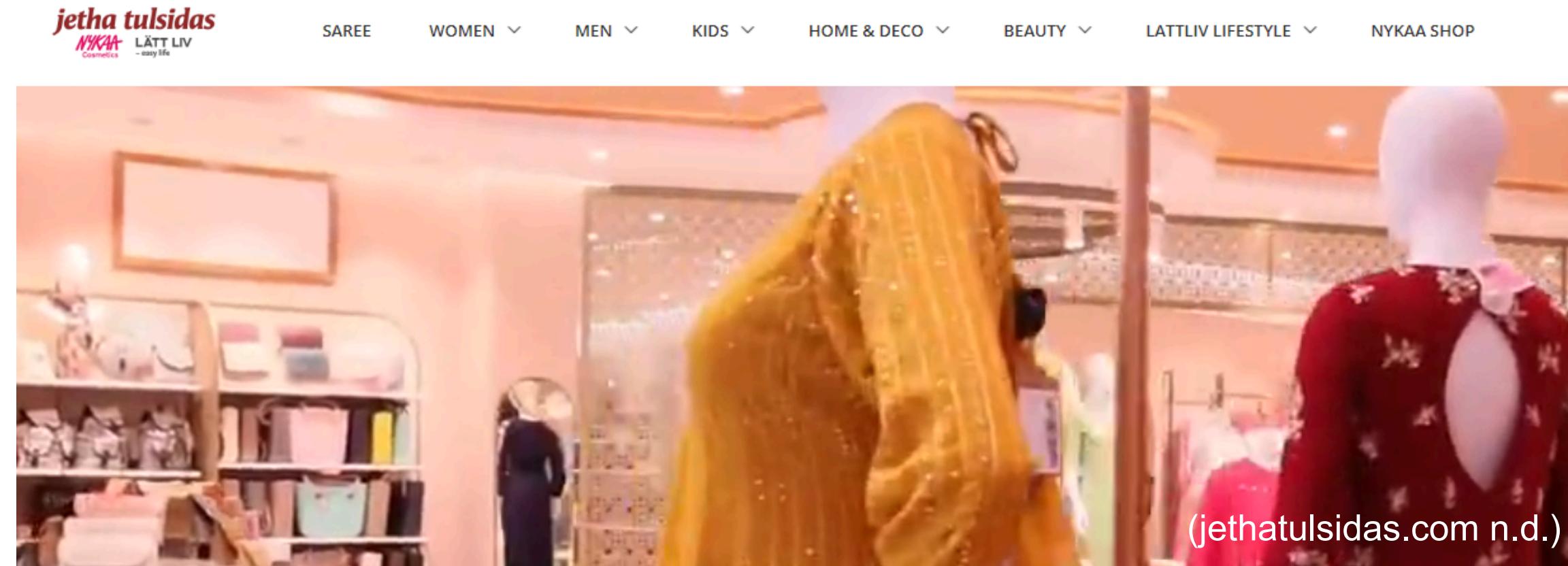
Marketing strategy development

- Fails to showcase excellence in traditional clothing
- Mixed products across customer segments
- Lacks timely updates and prompt online support

=> The current website appears unprofessional, leading to unclear brand positioning and missed e-commerce opportunities.

Tradition is imperative to the success of Tulsidas - it must be maintained during our proposed Digital Marketing Strategies.

The goal of the digital marketing strategies will be to **amplify Tulsidas into a wider market – via the projection of their brand on social media, and the creation of a more effective website**



(jethatulsidas.com n.d.)



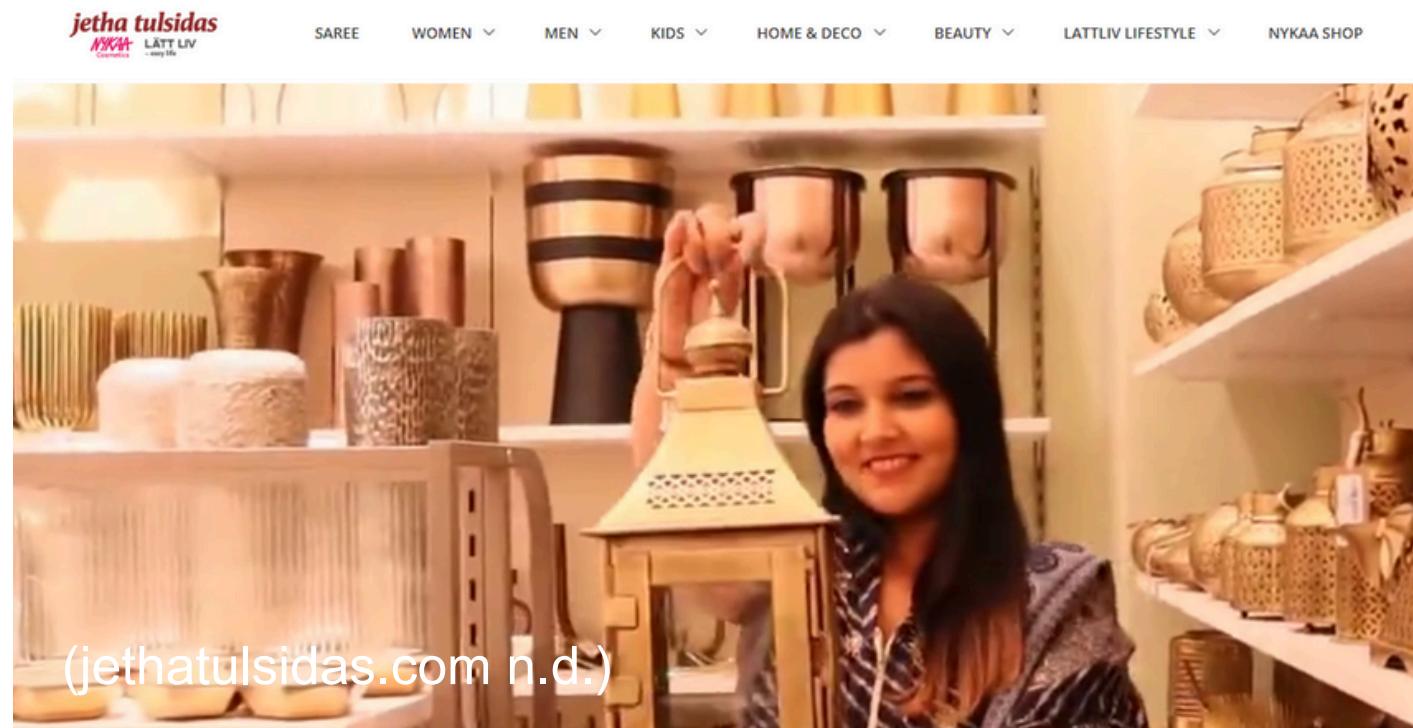
Digital marketing strategies

Website Redesign Plan

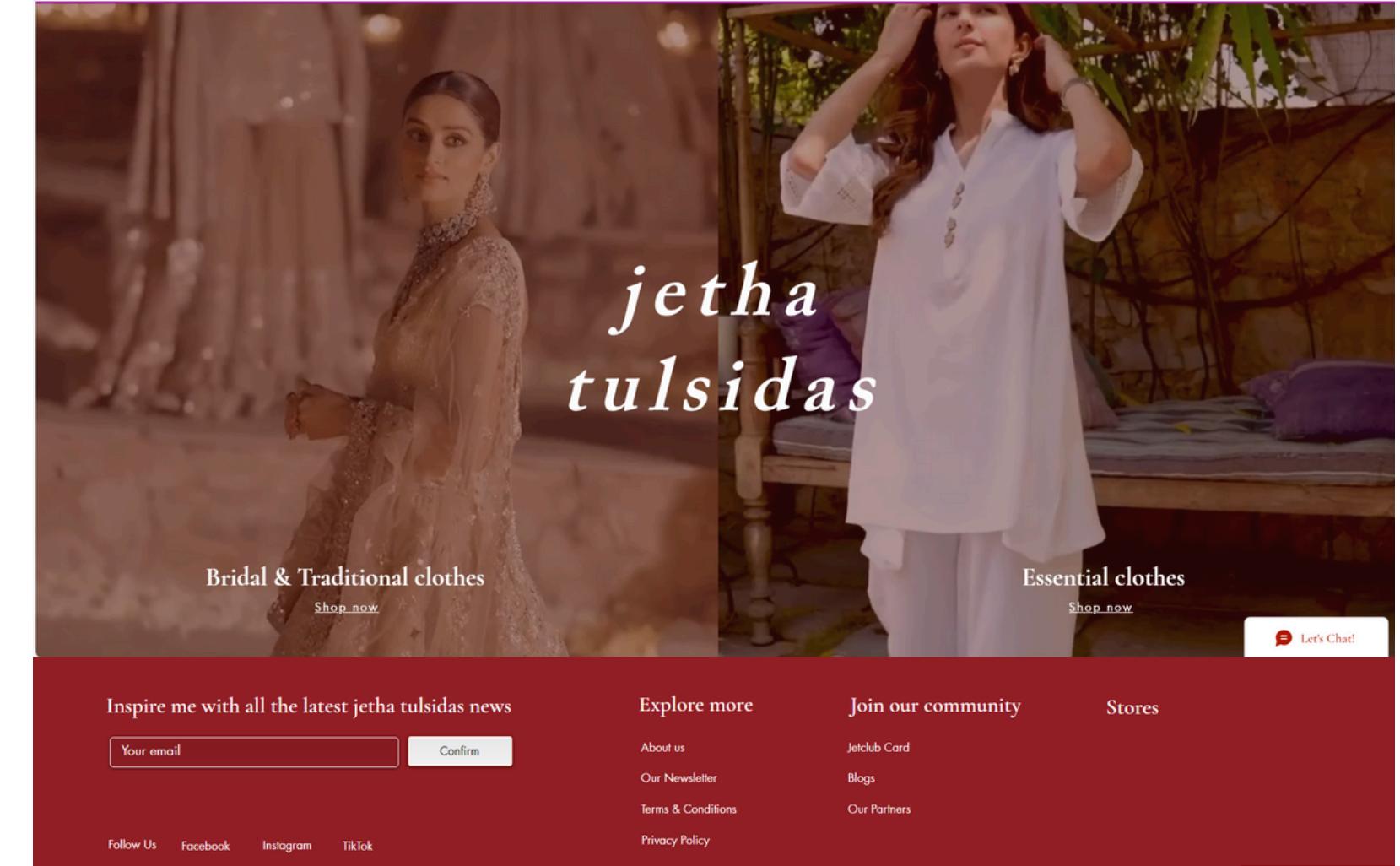
Visual Separation: Create distinct visual designs for two categories to enhance user experience and clarity.

New Features:

- Diverse Content:
- Enhanced Visuals
- Customer Showcase



(jethatulsidas.com n.d.)



Email marketing

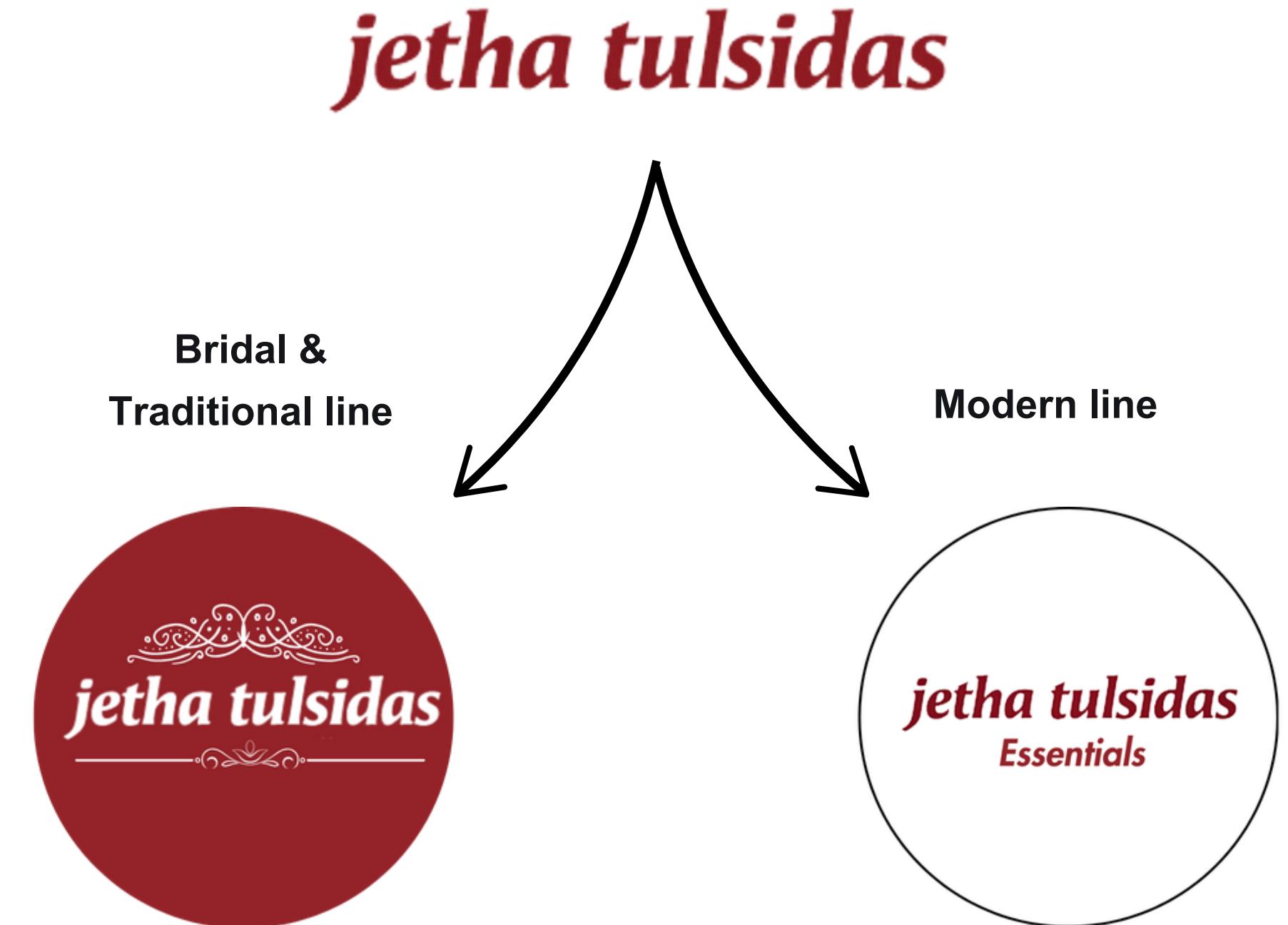
Encourage website visitors to subscribe to email updates for exclusive offers and news.



Social Media Strategy

Logo revamping

1. Fresh Brand Identity
2. Enhanced Recognition
3. Better Alignment with Target Audience
4. Enhanced Professionalism
5. Visual Storytelling

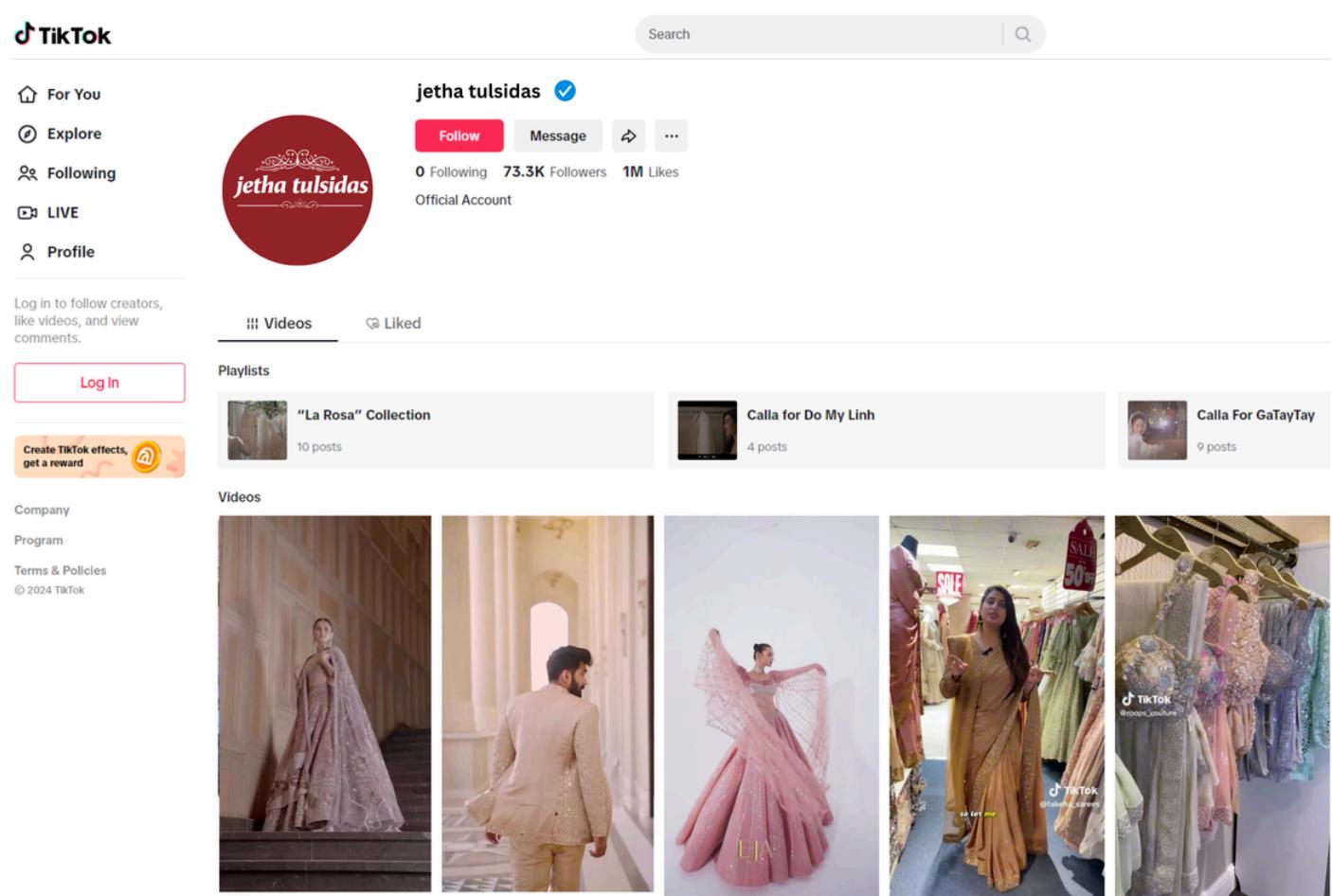


Social Media Strategy

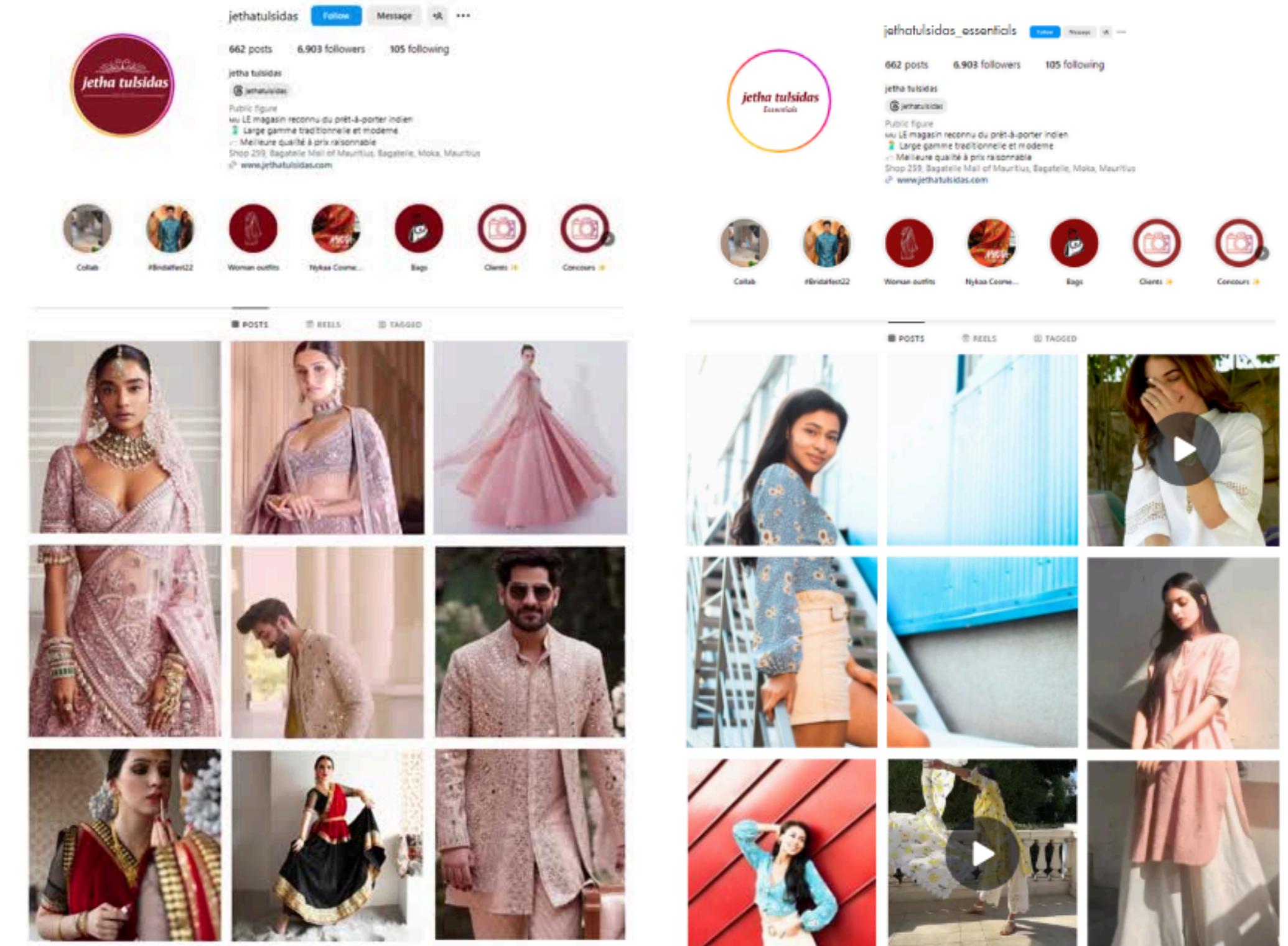
Separate Accounts: Establish different social media accounts for each category to target specific audiences.

New platform

- TikTok: Utilize for sales promotion, livestreaming events, and product visuals.



The screenshot shows the TikTok profile page for 'jetha tulsidas'. The profile picture is a red circular logo with the brand name. The bio reads: 'Official Account'. The stats are 0 Following, 73.3K Followers, and 1M Likes. Below the bio, there are sections for 'Videos' and 'Playlists'. The 'Videos' section shows five thumbnail images of fashion content. The 'Playlists' section shows three playlists: "'La Rosa' Collection" (10 posts), "Calla for Do My Linh" (4 posts), and "Calla For GaTayTay" (9 posts).

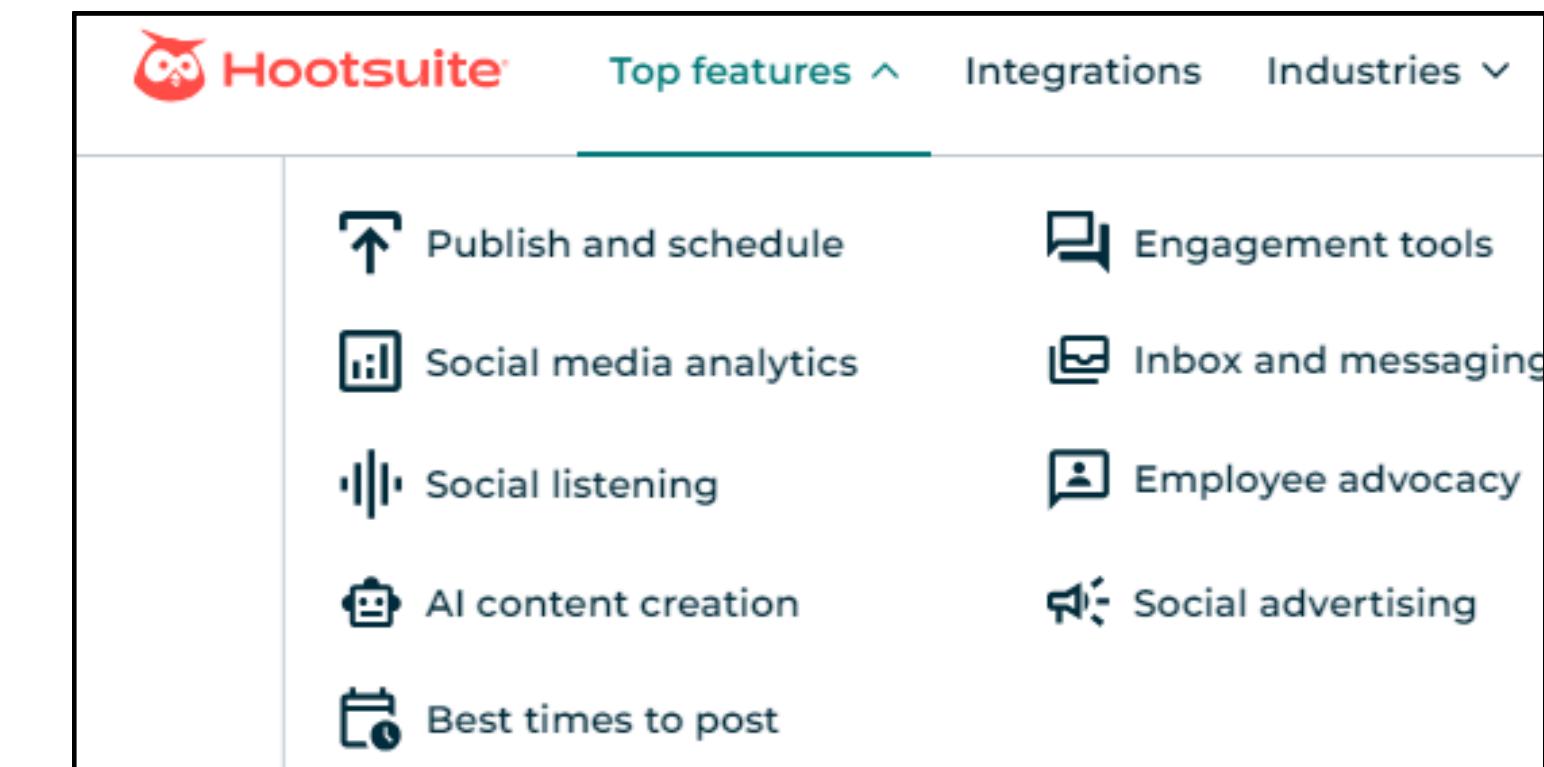
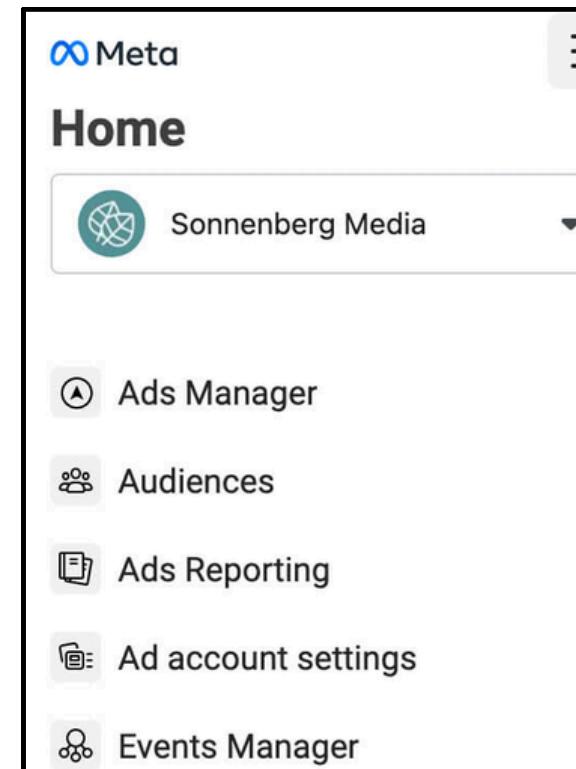
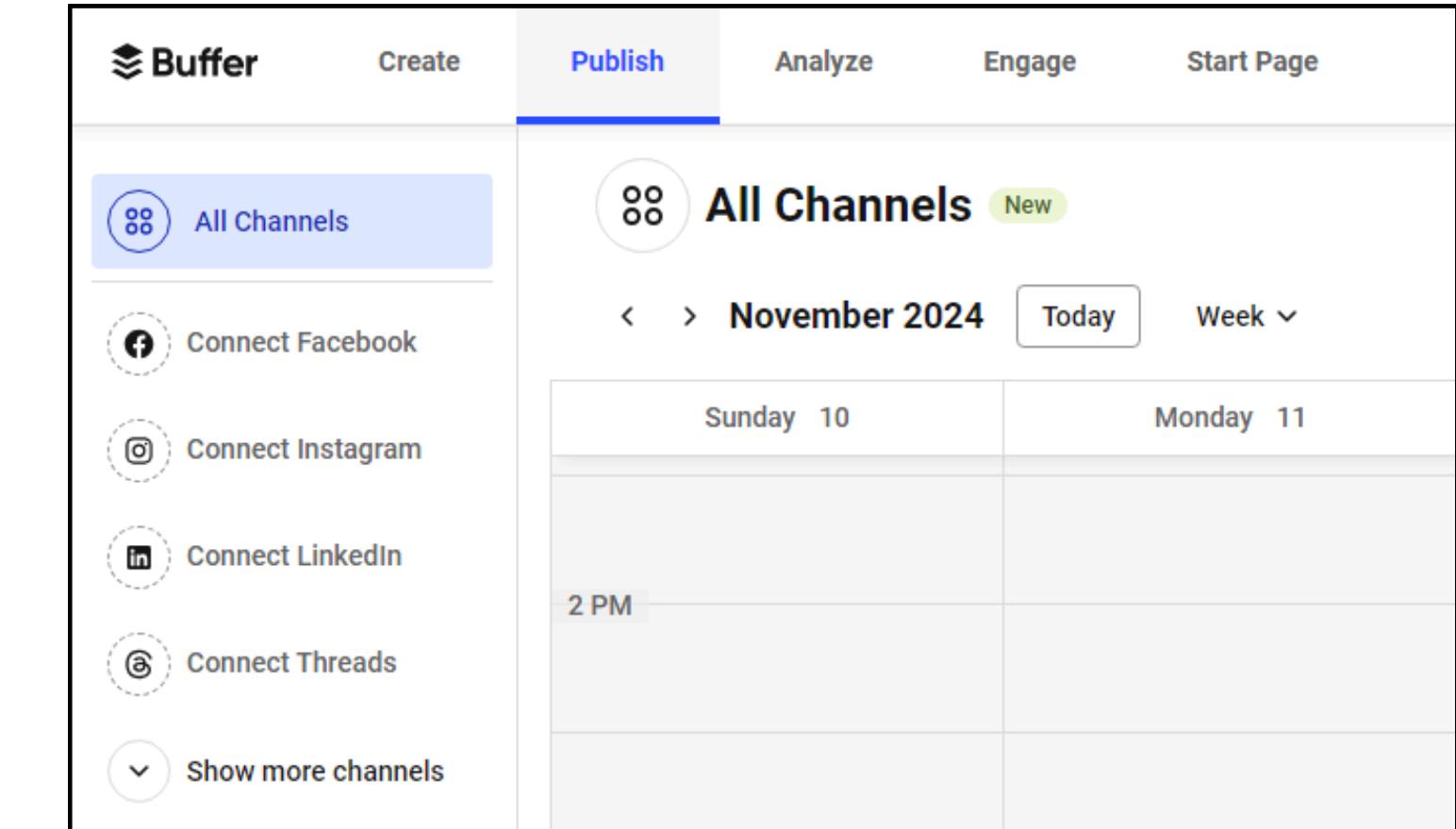


Content Matrix

Content type	Awareness	Interest	Consideration	Conversion	Retention
Blog Posts	Cultural significance of traditional attire	Styling tips for different occasions	How to choose the right outfit for you	Customer satisfaction stories	Behind-the-scenes of new collections
Social Media Posts	Engaging visuals of clothing	Seasonal lookbooks	How to choose the right outfit for you	Limited-time offers	User-generated content features
Videos	Engaging visuals of clothing	Styling tutorials	Product demonstrations (livestreams)	Limited-time offers	User-generated content features
Email Newsletters	Brand story and mission	New arrivals and trends	Personalised product recommendations	Exclusive discounts and promotions	Loyalty program updates

Tools for Management

- Social media:
 - Hootsuite/Buffer: Use for scheduling and managing social media posts across platforms.
 - Meta Business Suite: KPI monitoring, customers engagement insights, ads setup
- Email marketing: Brevo/ Mailchimp



Traditional media

- Store decoration
- Public Relations (PR): Write and distribute press releases for significant events, such as new collection launches, partnerships, or community initiatives
- Local Festivals: Set up a booth to display your products and engage with potential customers.
- Workshops: Host free or low-cost workshops on traditional clothing styling or cultural heritage.



(jethatulsidas.com n.d.)

Customer engagement

- Live consulting on social media
- Activities:
 - Customer Style Ambassador Program
 - Personalized Styling Sessions
- Loyalty program: provide 50% discounted customisation service for loyal customers
- Chatbot on website



Hello! 🌟 Welcome to jetha tulsidas. How can I assist you today?

Hi! I'm looking for a traditional saree for a wedding.

Great choice! We have a beautiful collection of sarees.
Do you have a specific color or style in mind?

I love green and something with intricate work.

Excellent! We have green sarees with intricate embroidery.
Would you like to see options in silk or cotton?

Silk sounds perfect!

Here are a few options for you:
Would you like to know more about any of these?



SAREE
Rs. 3,445.00
Rs. 2,583.75



SAREE
Rs. 1,855.00
Rs. 1,391.25



SAREE
Rs. 2,795.00
Rs. 2,096.25

[SEE MORE >](#)

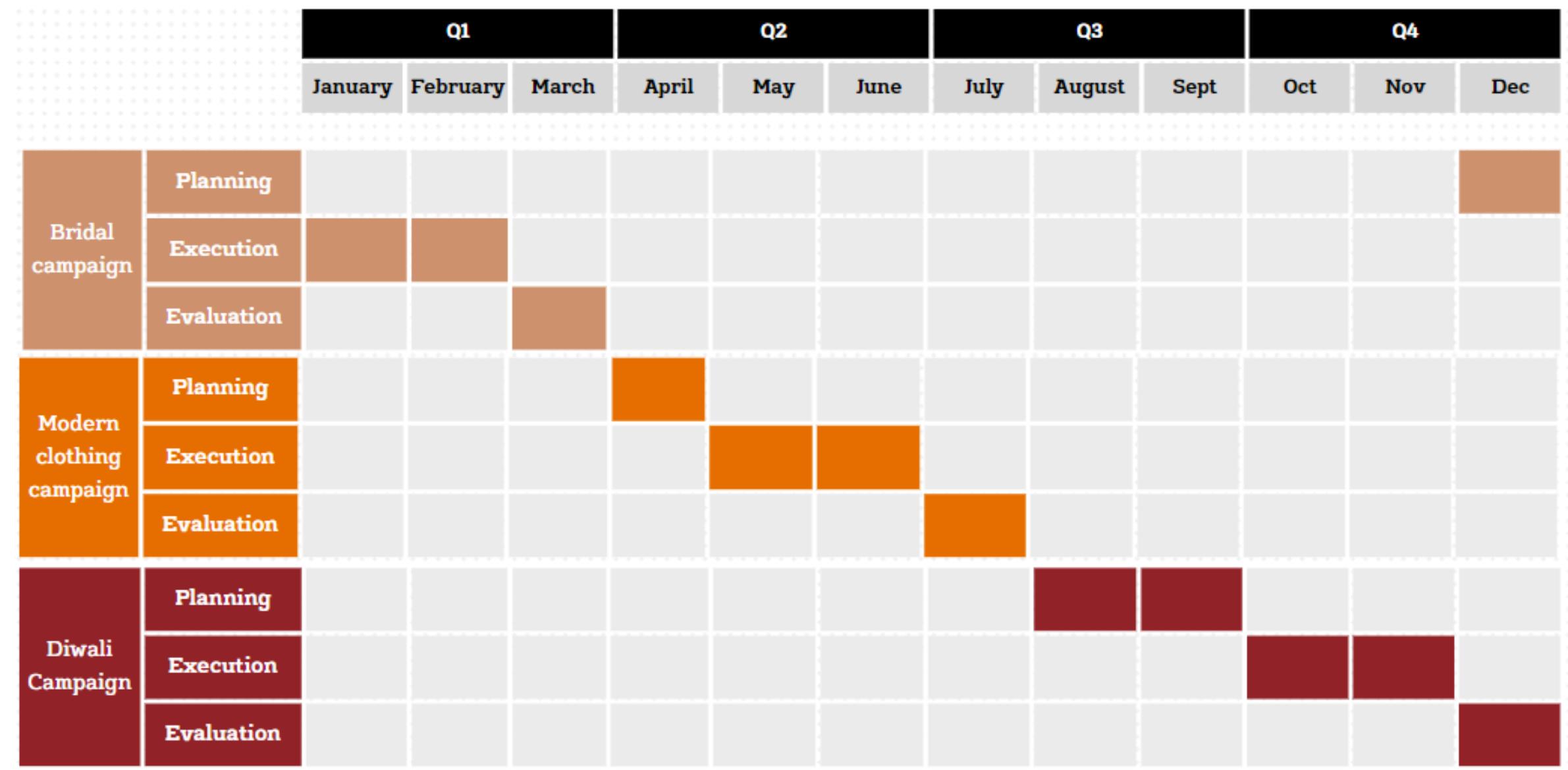
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Annual Marketing Plan

Key campaigns

1. "Diwali Festival of Lights"
2. "Rooted in Culture: My Most Important Day"
3. "Timeless Trends: Embrace Your Style"



“Illuminate Your Diwali—Celebrate with Us!”

**Objectives:**

- Promote community engagement and brand awareness.

Goals:

- Boost social media engagement by 25%.
- Generate a 15% increase in sales during the event period.

Target Audience:

- Local Hindu Community
- Tourists, Mauritians from various backgrounds who appreciate cultural celebrations.

Campaign Message:

"Illuminate Your Diwali—Celebrate with Us!"

Channels and Tactics:

- Social Media Campaigns: Share user-generated content and festival preparations.
- Email Marketing: Send festive newsletters with event details and promotions.
- Promotions: Offer special discounts on clothing and festive items during the event.

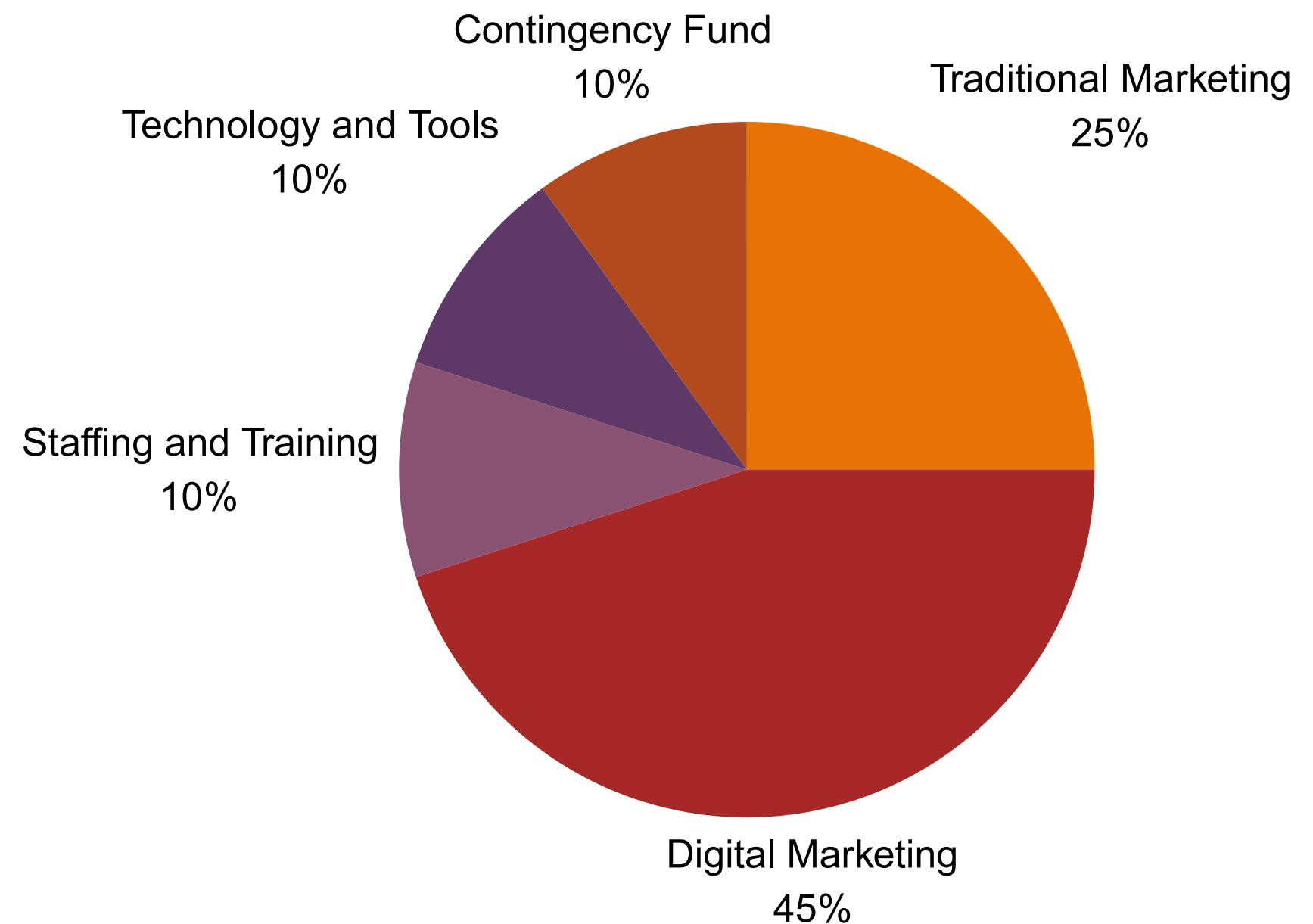
Timeline: September - November**KPIs:**

- Attendance figures
- Social media reach and engagement
- Sales figures

Budget allocation

Budget optimisations:

- Website design: Wix.com
- Media management tool: Buffer, Hootsuite,
- Email marketing tool: Brevo
- Freelancer employment
- Leverage user-generated content
- Invest in SEO to boost website traffic without ongoing ad costs
- Social design & content: Canva, chatGPT
- Optimize ad spend (set clear goals, a/b test content)



Key recommendations

Branding: enhancing and extending to reach a broader customer base both online and offline

Targeting:

Focus on two main customer segments.

Positioning:

- For Indo-Mauritians: Position as a premium heritage brand.
- For Other Communities: Establish as the go-to brand for stylish, contemporary clothing.

Marketing Strategies:

- Redesign the website to improve brand recognition and customer support service.
- Develop tailored social media strategies for each product line, emphasizing user-generated content and targeted social campaigns.
- Integrate various social media channels, utilizing visual methods and offline marketing approaches.



Thank you!

