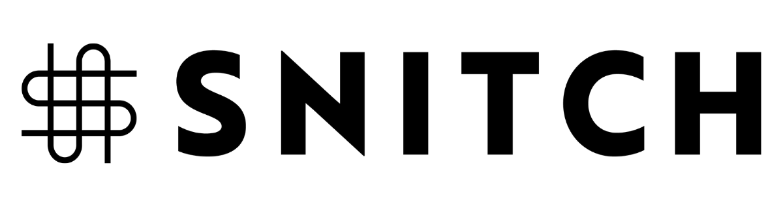
**Digital Marketing Plan for Snitch**

* **Company Introduction**



SNITCH crafts clothing for the fashion-forward modern man. Offering an unconventional style ethos as a men's fast fashion brand, we design styles in response to the latest trends. Snitch is a trendy fashion brand known for stylish, high-quality clothing at affordable prices. It offers a wide range of smart casuals and everyday wear, focusing on modern, fashion-forward consumers. With a strong online presence, Snitch emphasizes sustainability and accessibility, making it a go-to choice for contemporary fashion enthusiasts.

* **Objectives**
* **Increase Online Visibility**: Improve brand awareness and engagement on digital platforms.
* **Drive Website Traffic:** Increase the number of visitors to Snitch’s website through SEO, social media, and ads.
* **Boost Sales**: Convert website visitors into customers by improving the shopping experience and running targeted campaigns.
* **Buyer Persona**
* **Demographic Profile**
* **Name: Piyush Toshniwal**
* **Age: 21**
* **Gender: Male**
* **Marital Status: Unmarried**
* **Education: BBA, Pursuing MBA**
* **Occupation: Student**
* **Household Income: ₹6,00,000 per annum**
* **Location: ITM Hostel, Navi Mumbai**
* **Personal Background:**
* **Hobbies:** Traveling, playing outdoor sports
* **Values:** Respecting every citizen
* **Personality:** Observer, listener, organized
* **Goal:** To be a valuable product according to the price
* **Challenges**: Finding trustworthy brands
* **Behavioural Traits:**
* **Shopping Preferences:** Prefers online shopping for feasibility.
* **Technology Usage:** Active on social media for brand updates.
* **Buying Decision Influence:** Influenced by word-of-mouth recommendations.
* **Brand Preferences:**
* **Favourite Brands:** Snitch
* **Influencers:** Anupam Mittal
* **Marketing Message:**
* **Value Proposition:** High-quality fashion at a low cost
* **Preferred Channels:** Online shopping, in-store purchases
* **Content Types:** Product reviews
* **Content Strategy**
* **Content Types:**
  + **Social Media Posts:** Highlight new arrivals, customer testimonials, and influencer collaborations.
  + **Blog Posts:** Fashion guides, style tips, and seasonal trends to drive SEO and build brand authority.
  + **Videos:** Behind-the-scenes content, product showcases, and styling tutorials on YouTube and Instagram Reels.
  + **Email Campaigns:** Personalized offers, new collection alerts, and cart recovery emails.
* **Content Themes:**
  + **Product Focused**: Feature new arrivals, exclusive collections, and top sellers.
  + **Educational**: Provide insights on fashion trends, styling tips, and how-to guides.
  + **Engagement Driven**: Run interactive polls, contests, and Q&A sessions to increase customer engagement.
* **Channels**

| **Channel** | **Description** |
| --- | --- |
| Social media | Instagram, Facebook, and Twitter for engagement |
| Influencer Marketing | Partner with fashion influencers for product reviews |
| Email Marketing | Send newsletters and promotional emails |
| SEO | Optimize website content for search engines |
| Paid Advertising | Google Ads and social media ads targeting students |

* **Timeline**

|  |  |  |
| --- | --- | --- |
| **Month** | **Task** | **Platform/Channel** |
| **Month 1** | Planning & Setup: Define objectives, conduct research, set up tools | Internal Planning |
| **Month 2** | Campaign Launch: Awareness campaigns, start publishing content | Instagram, Facebook, Google Ads |
| **Month 3** | Engagement Focus: Interactive content, influencer partnerships | Instagram, YouTube |
| **Month 4** | Conversion Optimization: Retargeting, personalized offers | Email, Google Ads |
| **Month 5** | Scaling: Scale successful campaigns, optimize content | All Channels |
| **Month 6** | Review: Analyse performance, prepare for future campaigns | Internal Planning |

* **Budget**

**Total Budget: ₹9,00,000 approx.**

* + 25% of the budget is dedicated to content creation, including professional photography, video production, and influencer collaborations to enhance brand storytelling and visual appeal.
  + 20% is allocated to SEO and SEM efforts, focusing on ongoing search engine optimization, paid search advertising, and content marketing to improve organic visibility and drive targeted traffic.
  + 30% is invested in social media, covering both paid social media advertising and influencer partnerships to boost brand awareness and engagement across platforms.
  + 10% is reserved for email marketing, ensuring effective use of email tools, segmentation, and automation to nurture leads and drive conversions.
  + 15% is allocated to analytics and optimization, including data analytics tools, A/B testing, and performance monitoring to continually refine and improve campaign effectiveness.
* **Measurement**

| **Metric** | **Description** |
| --- | --- |
| Website Traffic | Monitor visitors using Google Analytics |
| Conversion Rate | Track sales and leads generated through campaigns |
| Social Media Engagement | Measure likes, shares, and comments on posts |
| Email Open Rate | Track open and click-through rates for newsletters |
| ROI | Calculate return on investment for marketing spend |

* **Conclusion**

By implementing this comprehensive digital marketing plan, Snitch can effectively increase its online visibility, drive traffic to its website, and ultimately boost sales. The focus on high-quality, low-cost products will resonate with the target audience, particularly with young students like Piyush Toshniwal, who value authenticity and trustworthiness. Consistent measurement and adaptation of strategies will ensure ongoing success in the competitive fashion market.