

Digital Marketing Project Phase 2

Comprehensive Digital Marketing For Peter England

Content of this Presentation

SI NO	PARTICULARS
Chapter One Persona	Brand Study, Competitor Analysis & Buyer's/Audience's
Chapter Two	SEO & Keyword Research
Chapter Three	Content Ideas & Marketing Strategies
Chapter Four	Content Creation & Curation Conclusion End
Conclusion	End Of PPT

Faculty Guide:
SK . K Zelani

Team Members:
**M. Rajani, I . Harshitha,
N. YesuBabu , P. Brahma Rao**

The logo consists of a dark blue rectangle with the text "PETER ENGLAND" in white, serif, all-caps font. This rectangle is centered within a larger square frame. The frame is split vertically: the left half is dark green and the right half is red. The background of the slide is white, with abstract blue geometric shapes in the top right and bottom right corners.

PETER ENGLAND

Chapter One

Brand Study, Competitor & Analysis Buyer's/Audience
Persona

➤ Research Brand Identity

Mission /Values

Peter England is an Indian menswear brand. Originally founded in 1889 in Londonderry, Ireland, it entered India in 1997. In 2000, it was acquired by Madura Fashion and Lifestyle, part of the Aditya Birla Group.

Mission. The brand's vision is to become the most loved apparel of India offering clothes and accessories of unmatched Value. to help young consumer realise their full potential.

Values

Its core Values lie in its goal to be its consumers' preferred choice while being the country's most trusted as well as the most exciting brand to be present in the retail sector.

SWOT

Strengths:

.Various types of apparel: Peter England offers apparel that is suitable for the workspace and people who want a sense of the style.

.Good Brand Image: The Peter England market is very successful and has a high

brand recognition among the people.

Weakness:

.Small Global Footprint: has a restricted England global reach relative to other multinational companies.

.Power competition: The Peter England brand has a lot of viral in both Indian and foreign markets.

Opportunities:

Indian Wear Growth Potential: Peter England can expand its business to further grow India.

Mobile App: The company should have a smartphone app on both channels that can help the business expand as more and more customers continue to use their apps to buy.

Increase Global Footprint: The company should consider opportunities to extend its overseas market that will boost brand growth.

Threat:

Limitation products: Inexpensive imitation of the actual products is often a significant challenge to the company.

Government policy: Shifting government will have a major effect on companies.

Buyer's/Audience's persona

A buyer persona is a **conceptual profile of a brand's ideal customer.**

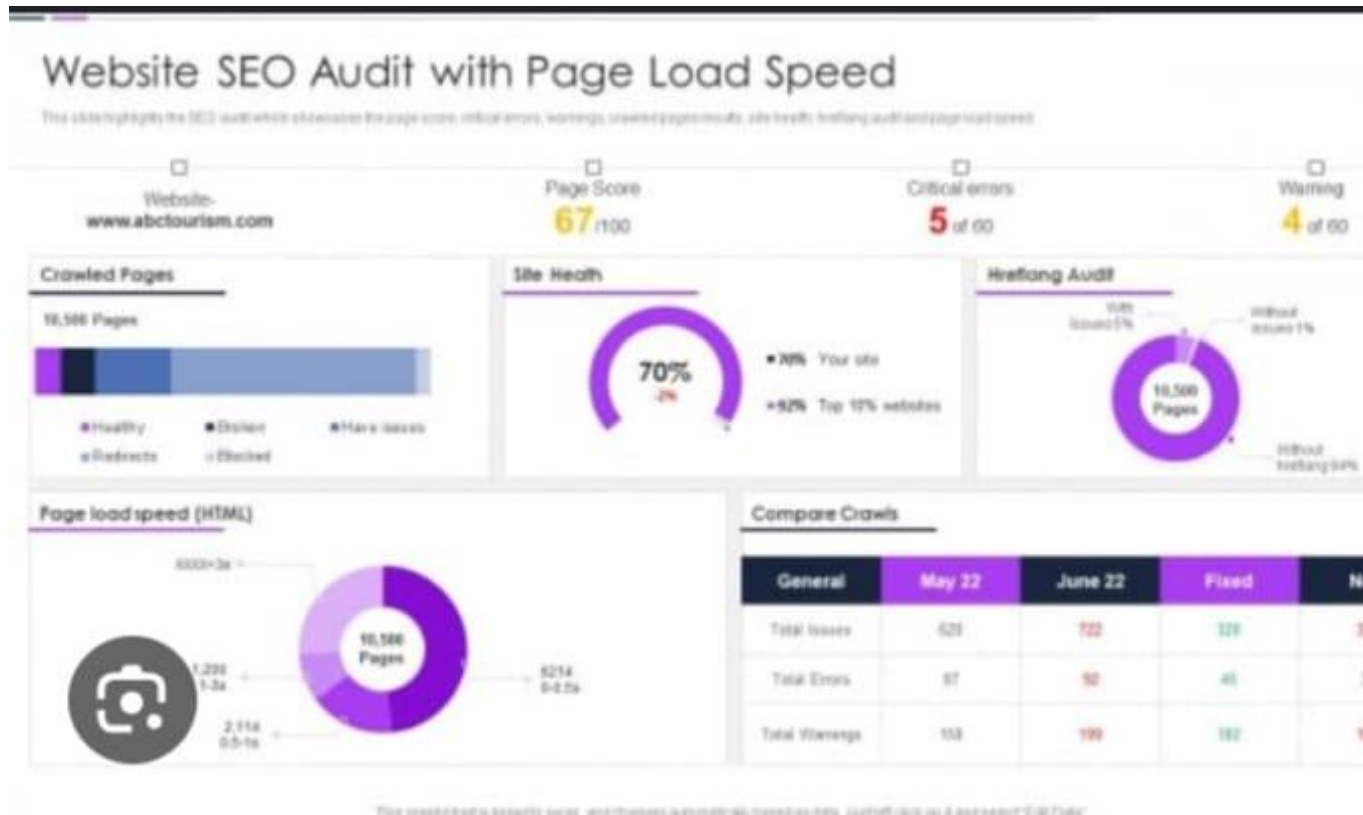
Businesses use this persona to develop a targeted marketing strategy, considering this hypothetical customer's demographic, income, interests & purchasing habits.



Chapter Two

SEO & Key Word Research

SEO Audit



Competitor Metrics

25.9
Out of 30

DUBLIN SQUARE BISH
PUB & EATERY

BODEGA BREW PUB

HOWE'S ON LA CROSSE

DUBLIN SQUARE

JUICE PASSING EXTERNAL LINKS VS NON JUICE PASSING + INTERNAL LINKS



Juice Passing External Links
Non Juice Passing + Internal Links



Juice Passing External Links
Non Juice Passing + Internal Links



Juice Passing External Links
Non Juice Passing + Internal Links



Juice Passing External Links
Non Juice Passing + Internal Links

LINK SATURATION

177
Google

14,100
Google

397
Google

477
Google

MOZ METRICS

18
Domain Authority

62
Domain Authority

40
Domain Authority

34
Domain Authority

11
Juice Passing Links

46,100
Juice Passing Links

587
Juice Passing Links

12
Juice Passing Links

26
Total Links

69
Total Links

50
Total Links

37
Total Links

AHREFS METRICS

11
Referring Domains

14,100
Referring Domains

227
Referring Domains

134
Referring Domains

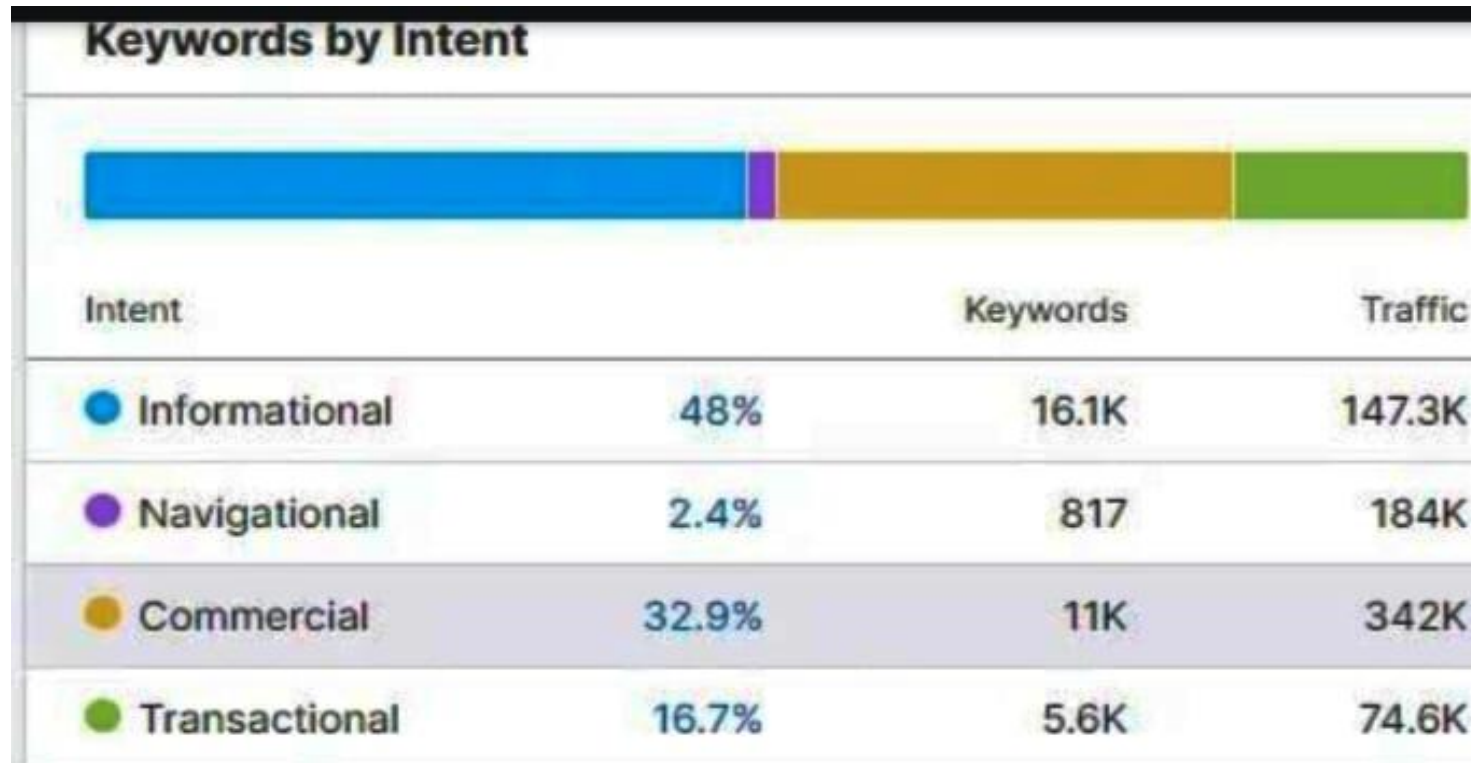
12
Referring IPs

16,100
Referring IPs

211
Referring IPs

102
Referring IPs

Key Word Research

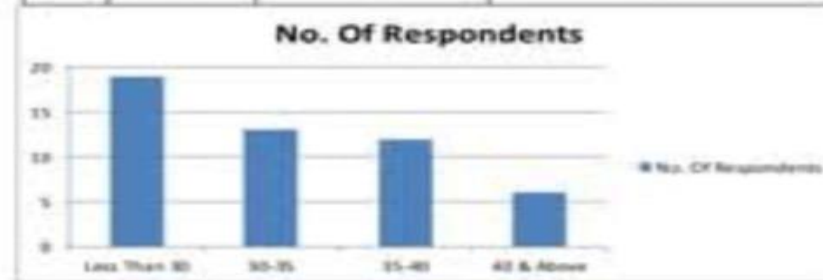


Utilize Keyword Research Tools

DATA ANALYSIS

I. Customer's response on age group

S.No	AGE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
1	Less than 30	19	38
2	30-35	13	26
3	35-40	12	24
4	40 & above	6	12
	TOTAL	50	100



INTERPRETATION:

From graph it can be seen that majority of the respondents are satisfied with the results of Customer's response on Age group.

ANALYSIS:

From the data of the samples collected regarding the age of the customers, it is clearly understood by the data collected are that nearly 38% of the age group are under below 30 years and 26% of the age group under between 30 and 35 years of age group, 24% of the age group under between 35-40 and rest of them are above the age group of the 40 years.



On-Page Optimization

Title Tag

Peter England: The first mid-priced menswear apparel brand in India.

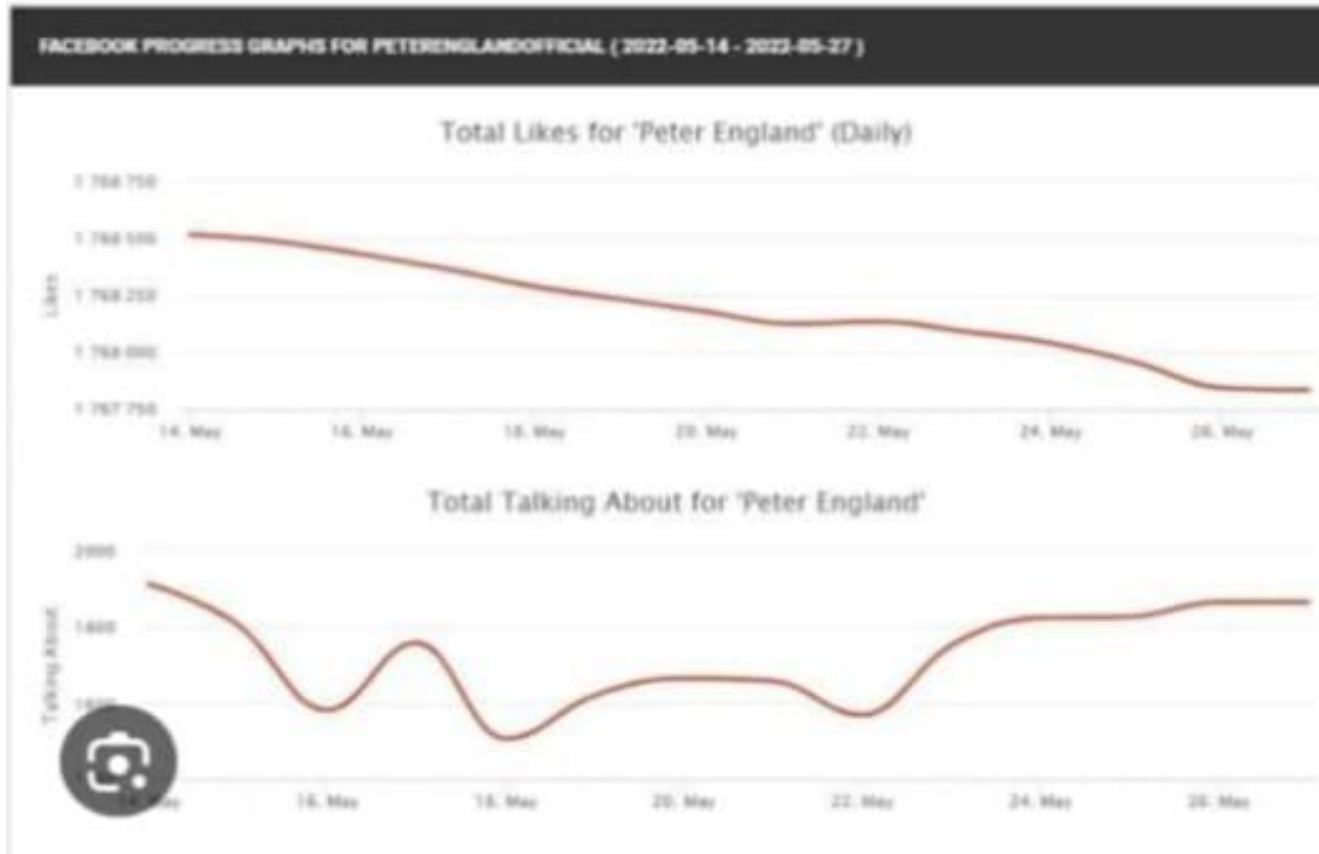
Content Optimization

Essentially, content optimization is the process of optimizing to make sure that it's more visible through the web.

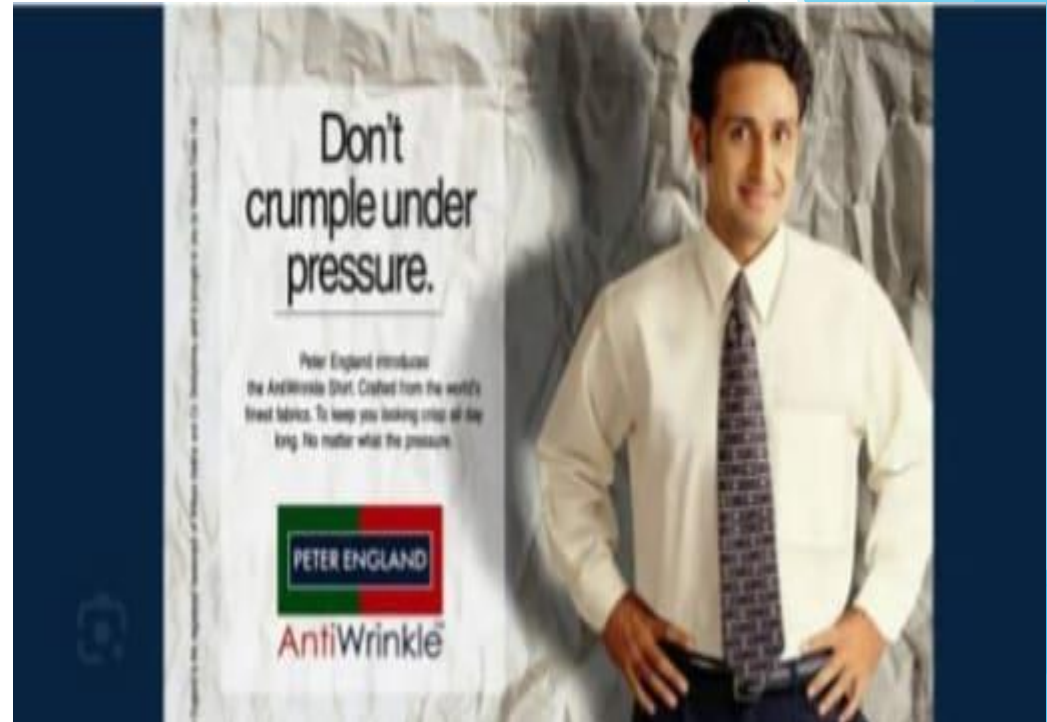
Chapter Three

Content Ideas And Strategies

Week 1:



Marketing Strategy



Chapter Four

Content Creation And Curation

Post Creation



Instagram Story



Peter England was **The First Mid-Priced Menswear Apparel Brand In India.**

Peter England is another **Well Known Indian Company**, run by the Madura Fashion & lifestyle, a division of the **Aditya Birla Group.**

Instagram is a platform where brands can promote their products.

Understand completely how England used its social media marketing team to give the best shot on **Instagram Marketing.**

Conclusion

One of the most important tools for marketing your product or services abroad is digital marketing. It has become the most popular method for marketers to communicate with customers, regardless of the type of business.

From

SK K ZELANI . Faculty Member

Team Members:

M . Rajani

I . Harshitha

N . Yesu Babu

P . Brahma Rao