



DIGITAL MARKETING INTERNSHIP

Comprehensive Digital Marketing For Fabindia

A PROJECT REPORT ON FABINDIA UNDER THIS ESTEEMED GUIDANCE OF
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PRESENTED BY

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Comprehensive Digital Marketing For FabIndia

Fabindia, a beacon of Indian craftsmanship since 1960, melds traditional artistry with contemporary flair. Renowned for its textiles, the brand champions handwoven fabrics adorned with intricate embroideries and block prints, a testament to India's rich heritage. Beyond clothing, Fabindia offers a diverse array of home decor, from handcrafted furniture to vibrant textiles, each piece reflecting the country's cultural tapestry. Committed to sustainability, Fabindia prioritizes eco-friendly materials and ethical practices, empowering rural artisans while preserving age-old crafts. With a fusion of tradition and modernity, Fabindia stands as an emblem of India's enduring legacy in the global marketplace.

BRAND STUDY,COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

RESEARCH BRAND IDENTITY

MISSION FABINDIA

1. **Preservation of Heritage:** Fabindia is dedicated to preserving India's rich cultural heritage through the promotion of traditional craftsmanship and artisanal skills.
2. **Sustainability:** The company is committed to sustainability, utilizing natural materials and eco-friendly practices to minimize environmental impact.
3. **Empowerment:** Fabindia seeks to empower artisans and farmers by providing them with fair wages, fostering sustainable livelihoods, and creating opportunities for economic growth.
4. **Community Engagement:** Fabindia actively engages with local communities, fostering inclusive development and supporting social initiatives that benefit the regions where it operates.
5. **Quality and Innovation:** The brand prioritizes quality and innovation, offering customers unique and ethically sourced products that reflect India's diverse cultural tapestry.

VALUES FABINDIA

1. **Authenticity:** Fabindia values authenticity, showcasing genuine Indian craftsmanship and traditional techniques in its products.
2. **Sustainability:** Environmental sustainability is central to Fabindia's values, reflected in its use of natural materials, eco-friendly practices, and commitment to minimizing its carbon footprint.
3. **Fair Trade:** The company upholds fair trade principles, ensuring equitable partnerships with artisans and farmers, providing with fair wages empowering local communities.
4. **Diversity:** Fabindia celebrates India's diversity by promoting products that reflect the country's myriad cultures, traditions, and art forms.
5. **Community Development:** Fabindia actively contributes to community development initiatives, supporting education, healthcare, and skill development programs in rural areas.

USP FABINDIA

Ethical Sourcing: Fabindia's unique selling proposition lies in its commitment to ethical sourcing, ensuring fair wages and sustainable livelihoods for artisans and farmers across India.

Handcrafted Excellence: Each Fabindia product is meticulously crafted by skilled artisans using traditional techniques, resulting in high-quality and distinctive offerings.

Cultural Heritage: Fabindia preserves and promotes India's rich cultural heritage through its products, which showcase the country's diverse traditions, craftsmanship, and artistry.

Sustainable Practices: Fabindia embraces sustainability by utilizing natural materials, eco-friendly processes, and promoting environmental stewardship throughout its supply chain.

Authenticity: Customers value Fabindia for its authentic products that embody the essence of India's cultural and artistic legacy, offering a genuine connection to the country's heritage.

ANALYZE BRAND MESSAGING

- Fabindia emphasizes authenticity, sustainability, and celebrating India's diverse cultural heritage.
- Their messaging highlights craftsmanship, promoting traditional Indian artisanal skills.
- Fabindia fosters a connection between consumers and rural artisans, supporting rural livelihoods.
- The brand portrays itself as a purveyor of ethical and eco-friendly products, appealing to socially conscious consumers.
- Messaging often revolves around the idea of conscious consumption and the story behind each product.
- Fabindia's brand messaging promotes a lifestyle that values simplicity, natural materials, and timeless design.
- They emphasize the uniqueness and exclusivity of their products, steering away from mass production.
- Overall, Fabindia's brand messaging resonates with those seeking authenticity, sustainability, and a connection to Indian heritage

EXAMINE THE BRAND'S TAGLINE FABINDIA

- Fabindia: Celebrating India's Rich Heritage.
- Embracing tradition with contemporary flair.
- Fusion of culture and craftsmanship.
- Sustainably sourced natural materials.
- Empowering artisans and rural communities.
- Ethical and fair trade practices.
- Authentic Indian textiles and handicrafts.
- Promoting eco-conscious living.
- Connecting consumers to Indian roots.
- Redefining fashion with a conscience.
- Creating timeless pieces with a story.
- Inspiring a global appreciation for Indian artistry.
- Every purchase supports sustainable livelihoods.
- Fabindia: Where tradition meets modernity in every stitch.

COMPETITOR ANALYSIS FABINDIA

COMPETITOR:1 ANOKHI

COMPETITOR:2 W FOR WOMAN

COMPETITOR:3 KHADI INDIA

COMPETITOR:1 ANOKHI

Usp: In the quaint town of Anokhi, nestled amidst verdant hills, lies the University of Science and Progress (USP), a beacon of academic excellence. Founded with a vision to cultivate innovation and nurture intellect, USP stands as a bastion of knowledge and discovery.

Online communication: In Anokhi, online communication intertwines cultural nuances with modern technology, fostering a unique digital tapestry. Language thrives in a kaleidoscope of dialects, blending traditional expressions with contemporary slang

SWOT ANALYSIS FOR ANOKHI

Strengths: Unique design aesthetics attract niche clientele.

1. Strong brand recognition in ethnic fashion market.
2. Diverse product range spanning apparel, accessories, and home decor.
3. Emphasis on sustainable and ethical sourcing practices.

Weakness: Limited geographic reach outside key markets.

1. Relatively higher pricing compared to competitors.
2. Dependency on seasonal trends may lead to sales fluctuations.
3. Online presence needs enhancement for global visibility.

SWOT ANALYSIS FOR ANOKHI

OPPORTUNITIES: Expansion into new markets via online platforms.

1. Collaborations with international designers for diversified offerings.
2. Leveraging technology for personalized shopping experiences.
3. Capitalizing on growing interest in eco-friendly fashion.

THREATS: Intense competition from established and emerging players.

1. Economic downturn impacting consumer spending.
2. Counterfeiting and intellectual property issues.
3. Changing consumer preferences towards fast fashion.

COMPETITOR:2 W FOR WOMAN

USP : The United States Pharmacopeia (USP) serves as a critical authority in ensuring the quality, safety, and efficacy of medicines and healthcare products. In the realm of women's health, USP standards play a pivotal role in guaranteeing the integrity of medications tailored to their unique needs

ONLINE COMMUNICATION: Online communication for women is a vital platform for expression, connection, and empowerment. It provides avenues for networking, education, and career advancement. Yet, it also exposes them to harassment, cyberbullying, and privacy invasion.

SWOT ANALYSIS FOR W FOR WOMAN

STRENGTHS: Women bring diverse perspectives, empathy, and collaboration skills to teams, enhancing creativity and problem-solving. They often possess strong communication abilities and emotional intelligence, fostering positive work environments. Additionally, women's resilience and adaptability contribute to their effectiveness in navigating challenges and driving success.

WEAKNESS: Gender biases and stereotypes may hinder women's advancement, leading to unequal opportunities and representation in leadership roles. Balancing professional responsibilities with societal expectations, such as caregiving, can create additional pressure and barriers for women.

SWOT ANALYSIS FOR W FOR WOMAN

OPPORTUNITIES: Diversity initiatives by organizations create platforms for women to showcase their talents and skills.

- Technological advancements provide opportunities for remote work, offering flexibility for women with caregiving responsibilities. Increasing awareness and advocacy for gender equality open doors for women in traditionally male-dominated fields.

● **THREATS:** Persistent gender discrimination and harassment in workplaces undermine women's confidence and career aspirations.

- Economic downturns may disproportionately affect industries with higher female representation, leading to job losses.
- Backlash against gender equality efforts by conservative groups and individuals may slow progress.

COMPETITOR :3 KHADI INDIA

USP: Khadi, a symbol of India's self-reliance, finds prominence at the University of São Paulo (USP) as a testament to global cultural exchange. USP integrates Khadi into its curriculum, fostering appreciation for India's rich heritage and sustainable practices.

ONLINE COMMUNICATION: in Khadi India, online communication plays a vital role in connecting artisans with customers worldwide. Through websites and social media platforms, Khadi organizations showcase their rich heritage, promoting handcrafted products like clothing, accessories, and home decor.

SWOT ANALYSIS FOR KHADI INDIA

STRENGTHS:

Khadi India holds a strong legacy rooted in Indian culture and history, promoting sustainability, self-reliance, and traditional craftsmanship. Its products embody quality, authenticity, and uniqueness, appealing to a niche market of conscious consumers. The organization enjoys governmental support and patronage, aiding its visibility and outreach.

WEAKNESSES:

Khadi faces challenges in scaling production and modernizing operations to meet contemporary demands efficiently. Limited marketing efforts and distribution channels hinder its reach to broader consumer segments.

SWOT ANALYSIS FOR KHADI INDIA

OPPORTUNITIES: Growing global interest in sustainable and ethically produced goods presents an opportunity for Khadi to expand its market internationally. Diversification into newer product categories and collaborations with modern designers can enhance its appeal to younger demographics.

THREATS: Intense competition from mass-produced textiles and counterfeit products poses a threat to Khadi's market share. Rapid technological advancements may render traditional production methods obsolete if not integrated effectively. Additionally, fluctuating economic conditions and changing consumer preferences could impact demand for Khadi products.

BUYERS/AUDIENCES PERSONA FABINDIA

AUDIENCE Persona: Fabindia Buyers

Name: Neha

Demographics:

- Age: 28-40
- Gender: Female
- Location: Urban and semi-urban areas in India
- Occupation: Professional or homemaker
- Income: Middle to upper-middle class
- Education: College educated

Psychographics:

- Lifestyle: Values authenticity, sustainability, and tradition

- Interests: Handcrafted products, ethnic wear, home decor, wellness
- Values: Ethical consumerism, supporting artisans, cultural heritage
- Behaviors: Prefers shopping both online and offline, enjoys experiences that connect with her roots and values

Goals and Motivations:

- Authenticity: Seeks products that reflect her unique style and cultural identity.
- Sustainability: Prefers eco-friendly and sustainable products that align with her values of environmental responsibility.
- Supporting Artisans: Feels a sense of satisfaction in supporting local artisans and preserving traditional craftsmanship.

BUYERS/AUDIENCE PERSONA FABINDIA

- Cultural Connection: Desires products that evoke a sense of tradition and cultural heritage, helping her stay connected to her roots.

Challenges and Pain Points:

- Accessibility: Limited access to Fabindia stores in some areas, making it challenging to purchase products.
- Affordability: Some products may be perceived as expensive, especially for budget-conscious buyers.
- Product Availability: Occasional unavailability of desired products due to high demand or limited stock.

Media Consumption Habits:

- Social Media: Active on platforms like Instagram, Pinterest, and Facebook, following fashion and lifestyle influencers who promote ethnic wear and sustainable living.
- Blogs and Websites: Reads lifestyle blogs and websites focusing on sustainable living, traditional crafts, and Indian culture.
- Traditional Media: Watches lifestyle shows and reads magazines featuring articles on fashion, culture, and home decor.

Shopping Behavior:

- Online and Offline: Enjoys the convenience of online shopping but also appreciates the tactile

BUYERS AUDIENCE PERSONA FABINDIA

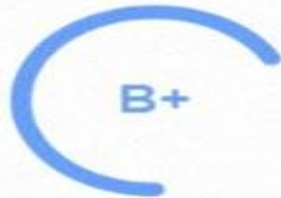
- experience of visiting Fabindia stores.
- Research-Oriented: Conducts research before making a purchase, seeking information on product materials, craftsmanship, and ethical practices.
- Brand Loyalty: Loyal to Fabindia due to its commitment to ethical sourcing, quality products, and support for artisans.

By understanding Neha's values, preferences, and behaviors, Fabindia can tailor its marketing strategies, product offerings, and customer experiences to resonate with her and other similar buyers, fostering brand loyalty and long-term relationships.

Part-2

SEO AUDIT FOR FABINDIA

Audit Results for fabindia.com



Your page could be better

Recommendations: 9



On-Page SEO



Links



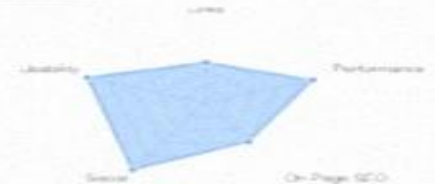
Usability



Performance



Social



SEO AUDIT

Recommendations

Toggle

On-Page SEO

Performance

Usability

Links

Other

Optimize for Core Web Vitals

Usability

Medium Priority

Shorten meta description (to between 70 and 160 characters)

On-Page SEO

Medium Priority

Add H1 Header Tag

On-Page SEO

Medium Priority

Make greater use of header tags

On-Page SEO

Medium Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Increase page text content

On-Page SEO

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Update Link URLs to be more human and Search Engine readable

Links

Low Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Remove inline styles

Performance

Low Priority

Improve the size of tap targets

Usability

Low Priority

Add Local Business Schema

Other

Low Priority

KEYWORD RESEARCH

- FAB INDIA
- FAB INDIA ONLINE
- FAB INDIA USA
- SEMICONDUCTOR
FAB IN INDIA

<input type="checkbox"/> Keyword		Volume	Competition	KEI	No Click Searches
<input type="checkbox"/> fab india		4,700	45	42	<div><div></div></div>
<input type="checkbox"/> fab india online		320	38	40	<div><div></div></div>
<input type="checkbox"/> fab india kurtis		220		—	<div><div></div></div>
<input type="checkbox"/> fab india usa		135	61	13	<div><div></div></div>
<input type="checkbox"/> copper water jug with lid fab india		125		—	<div><div></div></div>
<input type="checkbox"/> semiconductor fab india		125		—	<div><div></div></div>
<input type="checkbox"/> semiconductor fab in india		110	25	75	<div><div></div></div>
<input type="checkbox"/> fab india skirts		100		—	<div><div></div></div>
<input type="checkbox"/> fab india coupon code		90		—	<div><div></div></div>
<input type="checkbox"/> fab india online india		90		—	<div><div></div></div>
<input type="checkbox"/> fab india singapore		90		—	<div><div></div></div>
<input type="checkbox"/> india semiconductor fab		90	27	62	<div><div></div></div>
<input type="checkbox"/> buy fab india skin cream online		80		—	<div><div></div></div>
<input type="checkbox"/> pallavi knit fab ludhiana punjab 431703 india.		70		—	<div><div></div></div>
<input type="checkbox"/> semiconductor fab industry in india		70		—	<div><div></div></div>

ONE PAGE OPTIMIZATION

FOCUS KEYWORDS: fab india, fab india online, fab india usa, semiconductor fab in india

META TITLE: Discover Fab India: Authentic Crafts & Fashion Online | From India to USA, Exploring Semiconductors"

META DESCRIPTION: "Explore Fab India's exquisite collection of traditional crafts and fashion online, now available in the USA. Delve into the world of semiconductor fabrication in India, where innovation meets tradition."

ON PAGE OPTIMIZATION (CONTENT OPTIMIZATION)

Introduction:

Welcome to Fab India, your gateway to authentic crafts, fashion, and cultural treasures from India. As we journey through the world of Fab India, we'll explore the vibrant offerings available both online and in the USA. Additionally, we'll delve into the fascinating realm of semiconductor fabrication in India, showcasing how innovation and tradition converge in this dynamic industry.

On-Page Optimization:

1. Title: "Explore Fab India: Crafts, Fashion & More | Online Shopping & USA Delivery"
2. Meta Description: "Discover the rich tapestry of Fab India's crafts and fashion online, with convenient delivery options to the USA. Learn about semiconductor fab in India, where tradition meets cutting-edge technology."
3. Header Tags:
 - H1: "Embark on a Journey with Fab India: Crafts, Fashion & More"
 - H2: "Shop Fab India Online: Authentic Crafts & Fashion"
 - H2: "Fab India USA: Bringing Indian Culture to Your Doorstep"
 - H2: "Exploring Semiconductor Fab in India: Innovating the Future"

Conclusion: In conclusion, Fab India offers a unique blend of tradition, innovation, and cultural heritage. Whether you're browsing crafts and fashion online or experiencing the richness of Indian culture in the USA, Fab India is dedicated to providing authenticity and quality.

PART-3

CONTENT IDEAS AND MARKETING STRATEGIES

Content Calendar Of Fabindia Month Of July



STRATEGY, AIM AND THE IDEA BEHIND THE STORY

The strategy behind this “Q&A” strategy is to educate followers about the importance of fabindia. By addressing common misconceptions like only needing fabindia models. The idea is that by having these engaging stories such as the Q&A format it would engage followers and position the brand as a trusted source of fabindia.

STRATEGY, AIM AND THE IDEA BEHIND THE POST

The aim of Fabindia's strategy is multi-faceted, reflecting its commitment to holistic growth while staying true to its roots. Firstly, it's about preserving and promoting traditional Indian crafts and artisans. Fabindia's strategy revolves around creating a sustainable ecosystem that empowers local craftsmen and celebrates indigenous artistry. By providing a platform for these artisans to showcase their skills, Fabindia not only preserves cultural heritage but also fosters economic development in rural communities.

PART 3: CONTENT IDEAS & MARKETING STRATEGY

Content Ideas:

1. Behind-the-Scenes Series: Share glimpses into the making of Fabindia products, showcasing artisans, their craftsmanship, and the traditional techniques used.
2. Customer Stories: Highlight stories of customers who have incorporated Fabindia products into their lifestyles, focusing on how these items have enhanced their living spaces or wardrobes.
3. Ethical Sourcing: Create content that dives into Fabindia's commitment to ethical sourcing and sustainability, including videos or articles on the impact of fair trade practices.

Marketing Strategy:

1. Segmentation and Targeting: Identify key customer segments based on demographics, psychographics, and behavior to tailor marketing efforts effectively.
2. Omni-channel Presence: Utilize a combination of online and offline channels to reach a wider audience, including Fabindia's website, social media platforms, physical stores, and third-party e-commerce sites.
3. Social Media Campaigns: Develop engaging social media campaigns that showcase Fabindia's products, values, and brand story, leveraging platforms like Instagram, Facebook, Pinterest, and TikTok.

PART4: CONTENT CREATION AND CURATION

Post Creation:

- **Select Content Categories:** Come up with three different content formats relevant to the chosen topic or industry. **Research and Brainstorm:** Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Write complete content/caption along with the CTAs.

Format 1 ; Kurtas and Kurtis:

Format 2 ; furnitures

Format 3 ; sarees

FORMAT 1; KURTAS & KURTIS

CAPTION: Crafted with passion, worn with pride.
#FabindiaFinesse"

"Where tradition meets contemporary chic.
#FabindiaStyle"

HASHTAGS:

#fabindiawomen #traditionalart

#fabindiastyles #modernethnics

fashionwear

<https://www.instagram.com/p/C582DpvtUoZ/?igsh=OHk0N2l2dHN0dGNs>



FORMAT 2 ; FURNITURES

CAPTION; Experience the magic of sustainable style. #Fabindia #SustainableLiving"

HASHTAGS;

#fabindiawomen

#traditionalart

#fabindiastyles

#modernethnics

#fashionwear

<https://www.instagram.com/reel/C58vqAXNSEx/?igsh=OWZnczZrbXo2MHll>



FORMAT 3; SAREES

CAPTION; Embracing craftsmanship, celebrating culture. #Fabindia #ArtisanalLove"

HASHTAGS; #fabindiawomen
#traditionalart #fabindiastyles
#modernethnics #fashionwear

<https://www.instagram.com/p/C58vXmyNHc9/?igsh=MTdyNGxndzF0a3VwcA==>

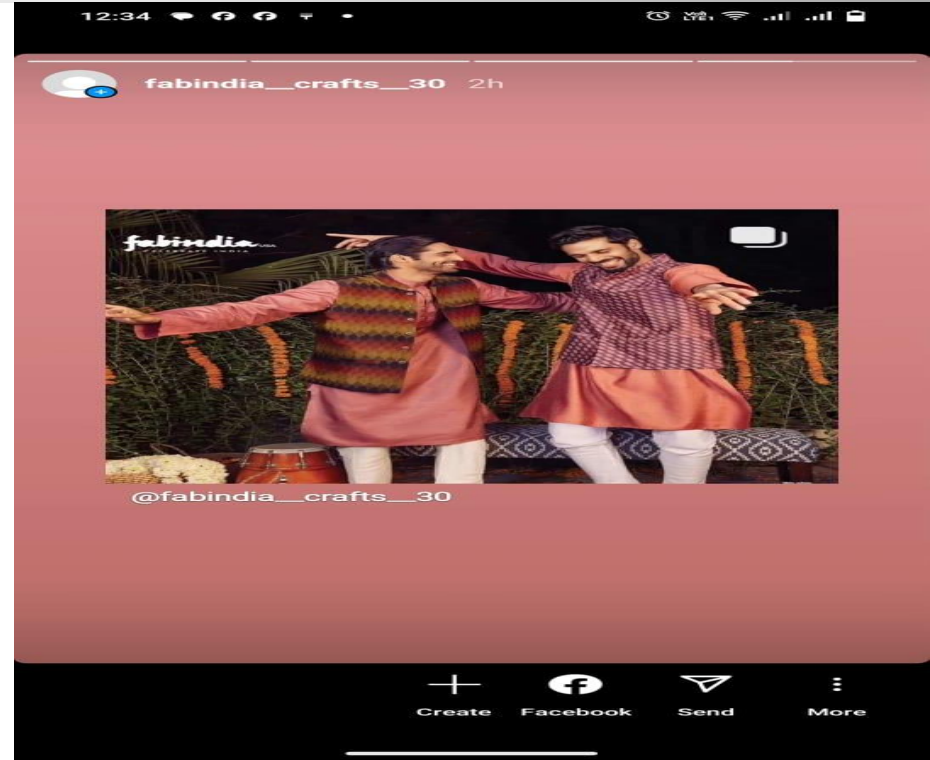


PART 4; CONTENT CREATION AND CURATION

INSTAGRAM STORY

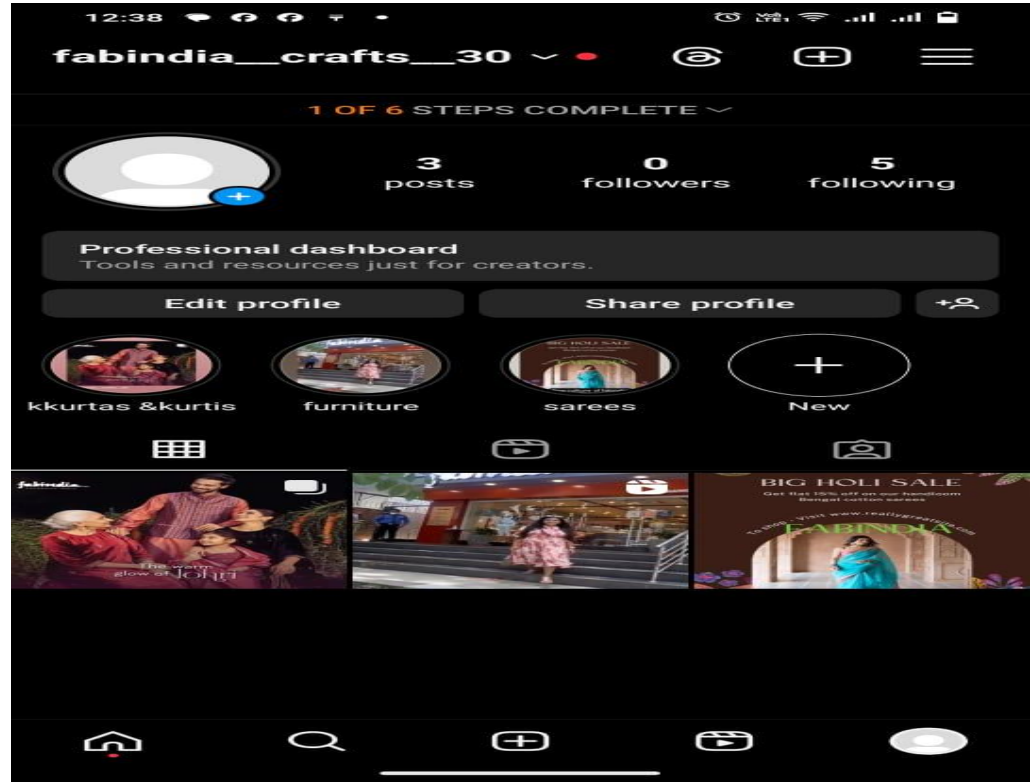
Utilize the Stories feature on Instagram for two consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save these 2 story with an appropriate name for each. Be as creative as possible.

https://www.instagram.com/stories/fabindia__crafts__30/3351139051653915470?igsh=MTBqMnROMHFzcDRndA==



HIGHLIGHTS FOR STORY

<https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDIzMDkzMzE4MTE0NDM3?igsh=MWw5NzMyNDhiY3pkOQ==>



STORY INSIGHTS-Q&A

Reach is 157

Impression is

Likes is

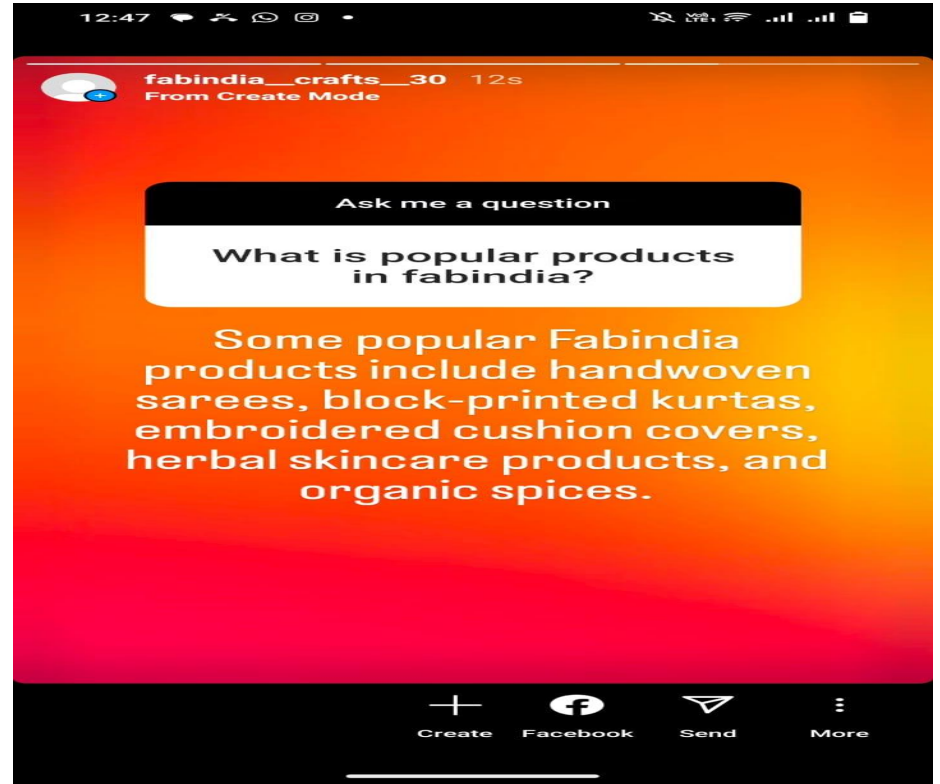
Etc.....

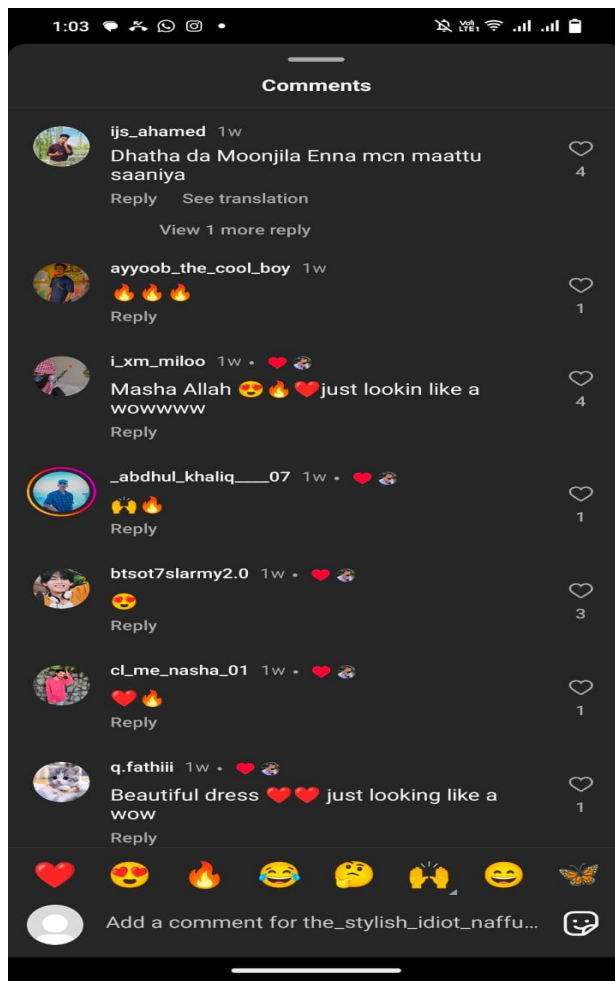
Areas for improvement:

1) Story Could be better.Quiz option would help in getting engagement

2) since the shares of informative stories are more,

We could create more informative stories





<https://www.instagram.com/p/C5s1kc7i9zA/?igsh=c293d2VveXl2cXhm>

Stepping into Fabindia is like entering a vibrant tapestry of India's rich cultural heritage woven into contemporary lifestyle. From the moment you walk through the doors, you're enveloped in a world of handcrafted elegance and sustainable ethos.

HASHTAGS:

#FABINDIAMODEL

##SustainableLiving #EthicalSourcing
#TraditionalCrafts
#ContemporaryStyle

Be the
**PICTURE
PERFECT**
family

SHOP THIS LOOK

at our largest store in India, at
HEBBAL, BENGALURU



#ShopFabAtHebbal



<https://www.instagram.com/p/C6CS23bSWqc/?igsh=aXdwMGI3Z3IwYmEz>

Stepping into Fabindia is like entering a vibrant tapestry of India's rich cultural heritage woven into contemporary lifestyle. From the moment you walk through the doors, you're enveloped in a world of handcrafted elegance and sustainable ethos.

HASHTAGS:

#FABINDIAMODEL

##SustainableLiving #EthicalSourcing #TraditionalCrafts
#ContemporaryStyle