

DIGITAL MARKETING INTERNSHIP

Comprehensive Digital Marketing For FABINDIA

A PROJECT REPORT ON FABINDIA UNDER THIS ESTEEMED GUIDANCE OF

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MISSION FABINDIA

1. ****Indian Heritage Festival****:

- Recognizing India's diverse cultural heritage and diverse craftsmanship.
- Showcasing the beauty of Indian traditions to the world.

2. ****Empowering artists and communities****:

- Sustainable livelihoods of artisans and rural communities.
- Providing opportunities for economic capacity and skills development.

3. ****Promoting Truth and Excellence****:

- Adhere to the highest standards of authenticity and quality in the production of products.
- Realizing that each handmade product reflects the essence of Indian craftsmanship.

COMPREHENSIVE DIGITAL MARKETING FOR FABINDIA

Fabindia's comprehensive digital marketing strategy includes omni-channel presence across social media, e-commerce platforms and mobile apps. The products on sale highlight Indian culture, craftsmanship and sustainability. Social media engagement, influencer collaboration, and targeted advertising build brand awareness. SEO improves website visibility on search engines, while email marketing and CRM enhance customer relationships. Mobile-responsive design and personalized experiences enhance user experience. Data analytics drive informed decision-making, while innovative campaigns and promotions drive audience engagement. Promotional execution ensures maximum impact, enhances brand loyalty and drives sales in a competitive digital arena.

VALUES FABINDIA

1. **Property Preservation**:

- Dedicated to preserving India's rich cultural heritage and traditional handicrafts.

2. **Sustainability**:

- Committed to sustainable practices in sourcing, production and handling.
- Efforts to reduce environmental impact and promote environmentally friendly businesses.

3. **Fair Trade**:

- Observing fair trade principles, ensuring fair wages and fair working conditions for artists and craftsmen.

4. **Trueness**:

- Authenticity at every stage of the business, from sourcing to customer interaction.

5. **Positive**: .

- Ensuring the highest quality of materials, craftsmanship and design.

6. **Local Power**:

- Empowering rural communities and artisans by providing opportunities for economic development and skill development.

USP FABINDIA

Fabindia's unique selling proposition (USP) is how it blends traditional Indian craftsmanship with contemporary design, giving customers a unique and authentic shopping experience and sourced directly from the artisans and rural communities, Fabindia ensures every product touches on the cultural heritage of India that is the beauty of the story. Committed to sustainability and fair trade, Fabindia not only offers high-quality products but also supports the lives of artisans. This combination of heritage, sustainable development and ethical home ownership sets Fabindia apart in the marketplace, appealing to consumers positively influenced by culturally rich, responsible producers.

ANALYZE BRAND MESSAGING FABINDIA

- ***Analyze Brand's Messaging*:**

Analyzing a brand's messaging is like reading between the lines of what they're saying to understand what they really stand for. It involves looking at their words, images, and overall tone to figure out what message they're trying to send to their audience. By examining how they talk about their products or services, their values, and the emotions they evoke, we can get a clearer picture of what the brand represents and how they want people to perceive them. It's like decoding a secret language to uncover the essence of the brand.

EXAMINE THE BRAND'S TAGLINE

Examining a brand's tagline involves looking closely at the short phrase or slogan they use to represent themselves. Here are some simple points to consider:

1. ****Clarity****: Is the tagline easy to understand? Does it clearly convey what the brand is about or what they offer?
2. ****Memorability****: Is the tagline memorable? Does it stick in your mind after hearing or seeing it?
3. ****Relevance****: Does the tagline accurately reflect the brand's values, mission, or unique selling proposition?
4. ****Emotional Appeal****: Does the tagline evoke any emotions or feelings? Does it resonate with the target audience?
5. ****Consistency****: Does the tagline align with the rest of the brand's messaging and overall identity?

By examining these points, we can better understand the effectiveness of the brand's tagline and how well it communicates their identity and message.

COMPETITOR ANALYSIS FABINDIA

1.*COMPETITOR* : GLOBAL DESI

2.*COMPETITOR*: JAYPORE

3.*COMPETITOR*: CUSTOMER BASE

COMPETITOR:1 GLOBAL DESI

USP:

USP Global Desi stands out for blending traditional Indian styles with contemporary trends, appealing to a diverse clientele seeking culturally rich yet modern clothing. Its robust distribution network, online and offline, enhances accessibility, supported by effective marketing. Nonetheless, challenges like supply chain intricacies and occasional product quality issues exist. Expanding globally offers opportunities, tapping into the demand for sustainable fashion.

ONLINE COMMUNICATION :

Online Communication Global Desi demonstrates strength in leveraging diverse online platforms for global outreach, fostering effective communication and engagement worldwide. Its dynamic approach enhances brand visibility and cultivates customer loyalty through responsive online interactions. Nonetheless, cybersecurity vulnerabilities and maintaining consistent messaging across various digital channels pose notable risks

SWOT ANALYSIS FOR GLOBAL DESI

STRENGTHS:

1. Brand Recognition: USP Global Desi benefits from the strong brand recognition of its parent company, Fabindia, which is known for its quality and ethical practices.

2. Unique Product Offering: USP Global Desi offers a unique blend of contemporary Western fashion with traditional Indian aesthetics, appealing to a diverse customer base.

WEAKNESS:

1. Limited International Presence: While Fabindia has a presence in some international markets, USP Global Desi's reach outside India may be limited.

2. Pricing Strategy: The brand's pricing may be perceived as relatively high compared to some competitors,

SWOT ANALYSIS FOR GLOBAL DESI

Opportunities:

1. **E-commerce Growth:** With the increasing popularity of online shopping, USP Global Desi can capitalize on the growing e-commerce market by enhancing its online presence and digital marketing efforts.
2. **International Expansion:** Exploring new markets beyond India and strengthening its presence in existing international markets can help USP Global Desi tap into a broader customer base and increase revenue streams.
3. **Product Diversification:** Introducing new product lines or expanding into categories such as accessories, footwear, or men's wear can broaden USP Global Desi's appeal and attract a more diverse customer demographic.
4. **Collaborations and Partnerships:** Collaborating with designers, influencers, or other brands can help USP Global Desi enhance its brand visibility, attract new customers, and foster innovation.

Threats:

1. **Intense Competition:** The fashion industry is highly competitive, with both domestic and international players vying for market share, posing a threat to USP Global Desi's growth and profitability.
2. **Economic Uncertainty:** Economic downturns or fluctuations in consumer spending patterns can impact discretionary spending on fashion, affecting USP Global Desi's sales and revenue.
3. **Changing Consumer Preferences:** Shifts in fashion trends or preferences can challenge USP Global Desi's ability to remain relevant and meet evolving customer demands.
4. **Counterfeit Products:** The proliferation of counterfeit goods in the market can dilute USP Global Desi's brand image and erode consumer trust, especially in regions with weak intellectual property protection.

COMPETITOR:2 JAYPORE

USP: Jaypore's strengths lie in its unique artisanal products and strong online presence, giving it a competitive edge. However, it faces weaknesses in brand recognition and scalability compared to Fabindia. Opportunities for Jaypore include expanding its product range and penetrating international markets. Threats include increasing competition and challenges in maintaining authenticity amidst changing consumer preferences. To succeed, Jaypore must leverage its strengths while addressing its weaknesses and adapting to market dynamics, particularly against industry leaders like Fabindia.

ONLINE COMMUNICATION:

Jaypore's online presence shines through diverse channels like social media and email marketing, fostering brand loyalty with compelling storytelling and visuals. In contrast, Fabindia's approach leans towards traditional product showcases, leveraging its trusted brand reputation for customer loyalty. While Jaypore thrives on immersive narratives, Fabindia's strength lies in its established credibility, showcasing diverse strategies in the competitive retail landscape.

SWOT ANALYSIS FOR BRAND JAYPORE

Strengths:

- Unique and curated selection of artisanal products.
- Strong online presence and effective digital marketing strategies.

Weaknesses:

- Limited brand recognition compared to Fabindia.
- Scalability challenges.

SWOT ANALYSIS FOR BRAND JAYPORE

Opportunities:

1. E-commerce Expansion: Capitalize on the growing trend of online shopping by enhancing the brand's digital presence and investing in e-commerce infrastructure.
2. International Market Penetration: Explore untapped markets beyond domestic borders, leveraging cultural appreciation for Indian craftsmanship to expand the brand's global footprint.
3. Product Diversification: Introduce new product lines or collaborate with emerging designers to diversify offerings and cater to evolving consumer preferences.
4. Sustainability Initiatives: Embrace sustainable practices in sourcing and production to align with environmentally conscious consumer trends and enhance brand reputation.

Threats:

1. Intense Competition: Navigate fierce competition from both domestic and international brands vying for market share in the fashion and lifestyle industry.
2. Economic Uncertainty: Remain vigilant to economic fluctuations and consumer spending patterns, which may impact discretionary spending on luxury goods.
3. Counterfeit Products: Combat the proliferation of counterfeit goods, which can undermine brand authenticity and erode consumer trust in the marketplace.
4. Rapid Technological Changes: Adapt to rapidly evolving technological advancements, ensuring the brand remains innovative and competitive in the digital landscape.

COMPETITOR:3 CUSTOMER BASE

Strengths:

1. **Diverse Customer Demographics:** Fabindia attracts a wide range of customers, including both urban and rural populations, across various age groups and socio-economic backgrounds.
2. **Brand Loyalty:** Fabindia has built a strong reputation for quality, authenticity, and ethical sourcing, fostering loyalty among its customer base.
3. **Product Range:** With a diverse range of products spanning clothing, home furnishings, personal care, and more, Fabindia caters to different customer needs and preferences.

Weaknesses:

1. **Limited Accessibility:** Fabindia's retail presence is concentrated in urban and semi-urban areas, limiting access for rural customers.
2. **Premium Pricing:** Some customers perceive Fabindia's products to be relatively expensive compared to alternatives, potentially deterring price-sensitive consumers.
3. **Competition:** Fabindia faces competition from both traditional retailers and modern brands offering similar products with aggressive marketing strategies.

SWOT ANALYSIS FOR CUSTOMER BASE

Strengths:

1. **Authenticity:** Jaypore's strength lies in its commitment to showcasing authentic Indian craftsmanship, attracting customers seeking genuine and culturally rich products.
2. **Curated Selection:** The brand's carefully curated selection of artisanal goods sets it apart, offering customers a unique and diverse range of products that celebrate Indian heritage.
3. **Brand Reputation:** Jaypore has built a strong reputation for quality and reliability, earning the trust of customers who value authenticity and craftsmanship.
4. **Online Presence:** The brand's robust online platform provides accessibility to a global audience, enabling convenient shopping experiences and broadening its reach.

Weaknesses:

1. **Limited Offline Presence:** Jaypore's physical retail presence is limited, potentially restricting its ability to reach customers who prefer in-person shopping experiences.
2. **Price Perception:** Some customers may perceive Jaypore's products as relatively expensive, limiting its appeal to price-sensitive consumers.
3. **Supply Chain Challenges:** The sourcing of artisanal products may pose challenges in maintaining consistent inventory levels and meeting demand, leading to potential supply chain disruptions.
4. **Competition:** The brand operates in a highly competitive market with numerous competitors offering similar products, requiring Jaypore to continuously innovate and differentiate itself.

SWOT ANALYSIS CUSTOMER BASE

OPPORTUNITIES:

1. **Market Expansion:** Jaypore can capitalize on the growing demand for authentic Indian craftsmanship by expanding into new geographic markets and demographics.
2. **Digital Innovation:** Investing in digital technologies and online platforms can enhance the brand's customer engagement, improve shopping experiences, and attract a wider audience.
3. **Collaborative Partnerships:** Forming strategic partnerships with local artisans, designers, and influencers can enrich product offerings, boost brand visibility, and open new distribution channels.

THREATS:

1. **Counterfeiting:** The proliferation of counterfeit goods poses a threat to Jaypore's brand integrity and profitability, undermining trust and market competitiveness.
2. **Economic Volatility:** Fluctuations in the global economy and consumer spending patterns can impact discretionary purchases of luxury and artisanal goods, affecting Jaypore's sales and revenue.
3. **Competition:** Intense competition from both traditional retailers and e-commerce giants can erode Jaypore's market share and pressure profit margins.
4. **Supply Chain Disruptions:** Disruptions in the supply chain, such as raw material shortages or transportation delays, can disrupt production and distribution, leading

BUYERS/AUDIENCE PERSONA FABINDIA

Understanding the audience persona is crucial for tailoring marketing strategies effectively. For Jaypore, the audience persona encompasses individuals who appreciate authenticity, craftsmanship, and cultural heritage. They are discerning consumers who value quality over quantity and seek unique products that reflect their personal style and values. These individuals are often well-educated, socially conscious, and culturally curious, with a penchant for exploring diverse cultures and traditions.

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BUYERS/AUDIENCE PERSONA FABINDIA

Buyer audience persona for Fabindia:

1. Ethical Consciousness: Fabindia's buyers prioritize ethically sourced products and support brands that prioritize fair trade practices and sustainability.
2. Cultural Appreciation: They have a deep appreciation for Indian culture and heritage, seeking products that reflect traditional craftsmanship and indigenous textiles.
3. Quality Seekers: Fabindia buyers value quality over quantity, preferring well-made products with attention to detail and longevity.
1. Lifestyle Conscious: They are interested in holistic lifestyle choices, including wellness, natural materials, and environmentally friendly practices.
2. Experiential Shoppers: Fabindia buyers enjoy the shopping experience, appreciating the ambiance of Fabindia stores and the opportunity to explore unique and artisanal products.
3. Socially Engaged: They are socially conscious consumers who appreciate brands that give back to communities and support local artisans and craftsmen.
4. Fashionably Versatile: Fabindia buyers appreciate versatile fashion that seamlessly blends traditional and contemporary elements, allowing them to express their individual style while staying connected to their cultural roots.

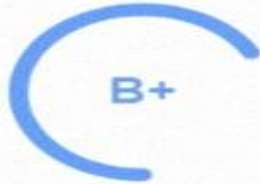
BUYERS AUDIENCE PERSONA FABINDIA

Fabindia's buyer audience persona embodies a blend of conscious consumerism, cultural appreciation, and a penchant for quality. These individuals are ethically conscious, seeking products that align with their values of fair trade, sustainability, and social responsibility. They value the authenticity and heritage embedded in Indian craftsmanship, viewing each purchase as a celebration of cultural diversity and traditional artistry. Fabindia buyers prioritize quality over quantity, preferring well-crafted products made from natural materials that stand the test of time.

This audience segment is not merely shopping for products but seeking a holistic lifestyle experience. They are drawn to Fabindia's stores for the ambiance and the opportunity to explore a curated selection of artisanal goods. Fashionably versatile, they embrace clothing and home decor items that seamlessly blend traditional Indian aesthetics with contemporary designs, allowing them to express their individual style while honoring their cultural heritage. This audience segment is not merely shopping for products but seeking a holistic lifestyle experience. They are drawn to Fabindia's stores for the ambiance and the opportunity to explore a curated selection of artisanal goods.

SEO AUDIT FOR FABINDIA

Audit Results for fabindia.com



Your page could be better

Recommendations: 9



On-Page SEO



Links



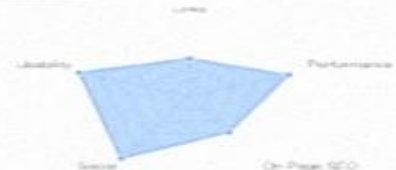
Usability



Performance



Social



Report Generated: 1 January 12:00AM UTC UTC [Refresh Results Now](#)

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	<input type="checkbox"/> Volume	<input type="checkbox"/> Competition	<input type="checkbox"/> KEI	<input type="checkbox"/> 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 : "Explore Fab India: Online Shopping, USA Shipping & Semiconductor Fab in India"

META DESCRIPTION: "Explore Fab India's authentic collection online! Discover exquisite handcrafted products, from apparel to home decor. Shop Fab India online for a touch of Indian tradition, now available in the USA. Plus, delve into India's semiconductor fab industry, driving innovation and technology worldwide."

ON PAGE OPTIMIZATION (CONTENT OPTIMIZATION)

INTRODUCTION:

This process involves strategic techniques implemented directly on the website to enhance its search engine ranking and improve user experience. By weaving the keywords "Fabindia India," "Fab India online," "Fabindia USA," and "semiconductor fab in India" seamlessly into the fabric of their online presence, Fabindia can amplify its reach and resonate with its diverse global audience.

ON-PAGE OPTIMIZATION:

Fabindia India: As a beloved brand deeply rooted in Indian culture and craftsmanship, optimizing for "Fabindia India" ensures that the website is prominently featured in searches related to its home country.

Fab India Online: In an era where e-commerce reigns supreme, optimizing for "Fab India online" is essential for attracting customers looking to explore and purchase Fabindia's diverse range of products through its digital platform.

CONCLUSION:

By strategically incorporating keywords such as "Fabindia India," "Fab India online," "Fabindia USA," and "semiconductor fab in India" into its website content, Fabindia can enhance its search engine visibility, attract relevant traffic, and foster deeper connections with its diverse customer base. Embracing the power of on-page optimization, Fabindia continues to weave its narrative of

part -3

CONTENT IDEAS AND MARKETING STRATEGIES

CONTENT CALENDAR OF FABINDIA MONTH OF JULY

July

*#nationalgrillingmonth, #july4th, #nationaljunkfoodday,
#summervacation, #summervibes, #bbqtime*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 World UFO Day	3	4 Independence Day	5	6 International Kissing Day
7 World Chocolate Day	8	9	10 National Piña Colada Day	11 7-Eleven Day	12 National French Fry Day	13
14	15 National Give Something Away Day	16	17 World Emoji Day & National Hot Dog Day	18	19	20
21 National Junk Food Day & National Ice Cream Day	22	23	24 International Self Care Day	25	26 Disability Independence Day	27
28	29	30 International Day of Friendship	31			

STRATEGY, AIM AND THE IDEA BEHIND THE POST

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. Case Studies/Testimonials: Showcase real-life examples of how your product or service has helped customers. This could include case studies, testimonials, or success stories.

2. Seasonal Content: Create content around holidays, seasons, or trending topics. For example, a gardening company could create content about spring planting tips, while a tech company could create content around the latest gadgets for the holiday season.

3. How-To Guides: Write comprehensive how-to guides that help your audience solve specific problems or achieve certain goals. These guides can be in the form of blog posts, ebooks, or downloadable resources.

MARKETING STRATEGY:

1. **Iterate and Optimize:** Based on your analytics data, make adjustments to your content and marketing strategy as needed to improve results over time.
2. **Collaborations and Partnerships:** Consider collaborating with influencers, other brands, or industry experts to expand your reach and tap into new audiences.
3. **Content Calendar:** Develop a content calendar to plan out your content strategy and ensure a consistent flow of content across your channels.

PART 4: 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:** KERALA
- **FORMAT 2:** MOUNTAINS
- **FORMAT 3:** RIVERS

FORMAT 1: KERALA

CAPTION:

Discovering the soulful beauty of Kerala, one Fabindia piece at a time.

HASHTAGS :

#keralaFood

#KeralaCulture

#KeralaTourism

#KeralaTradition

#GodsOwnCountry

<https://www.instagram.com/p/C6B9zSgP8nM/?igsh=MWY1cTJqOG9lcTZicg==>



FORMAT 2 : MOUNTAINS

CAPTION:

Conquering mountains, one step at a time 🧗 #MountainJourney

HASHTAGS :

#FabMountainEscape

#FabindiaAdventure

#FabindiaInNature

#FabMountainMoments

#FabindiaTravels

<https://www.instagram.com/p/C6CAhSqvEAp/?igsh>

=ZHowY3RnaTRoM29j



FORMAT 3 : RIVERS

CAPTION:

Rivers carve their path, shaping landscapes and souls alike 🌿"

HASHTAGS :

#FabindiaWaters

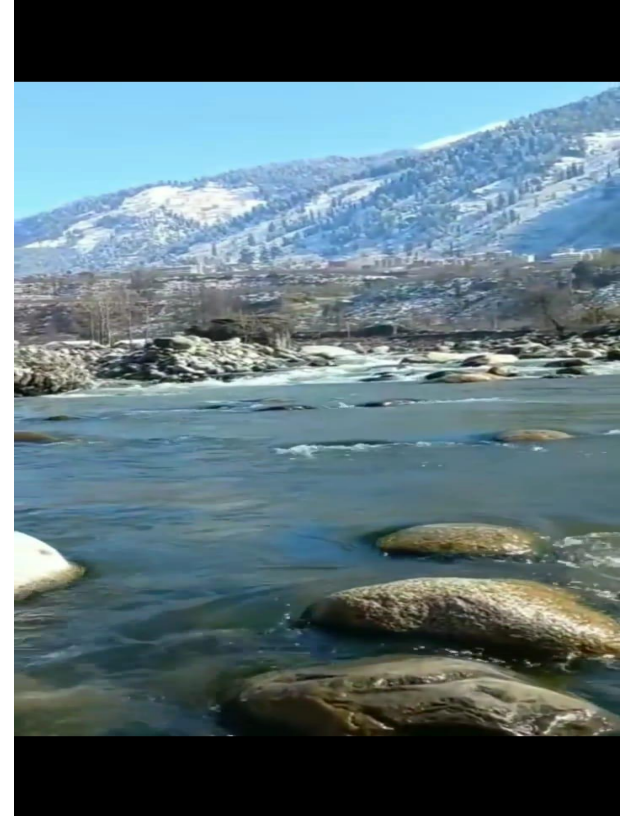
#FabRiverMagic

#FabindiaRiverside

#FabRiverExperience

#FabindiaWaterways

<https://www.instagram.com/reel/C6CArD6PrE4/?igsh=MTlybWt3ZDNmc3BiZg==>

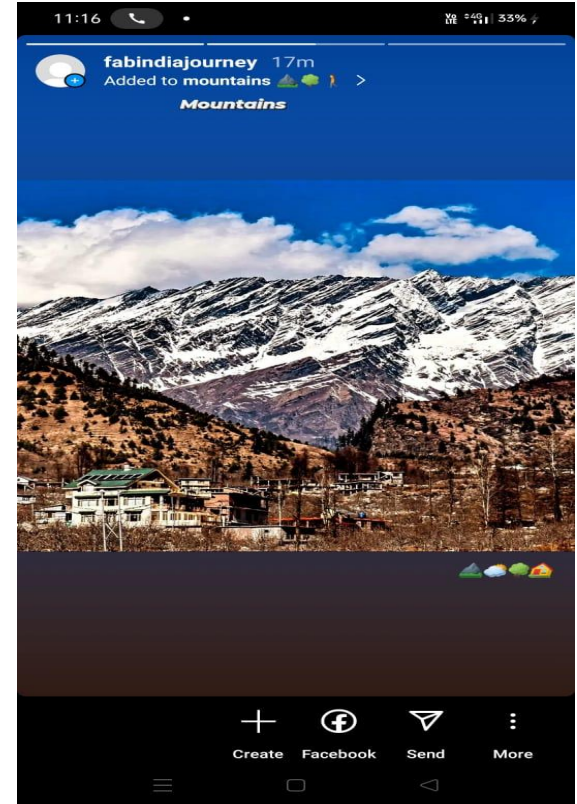


PART 4: CONTENT CREATION AND CURATION INSTAGRAM STORY

Utilize the Stories feature on Instagram for two consecutive days.

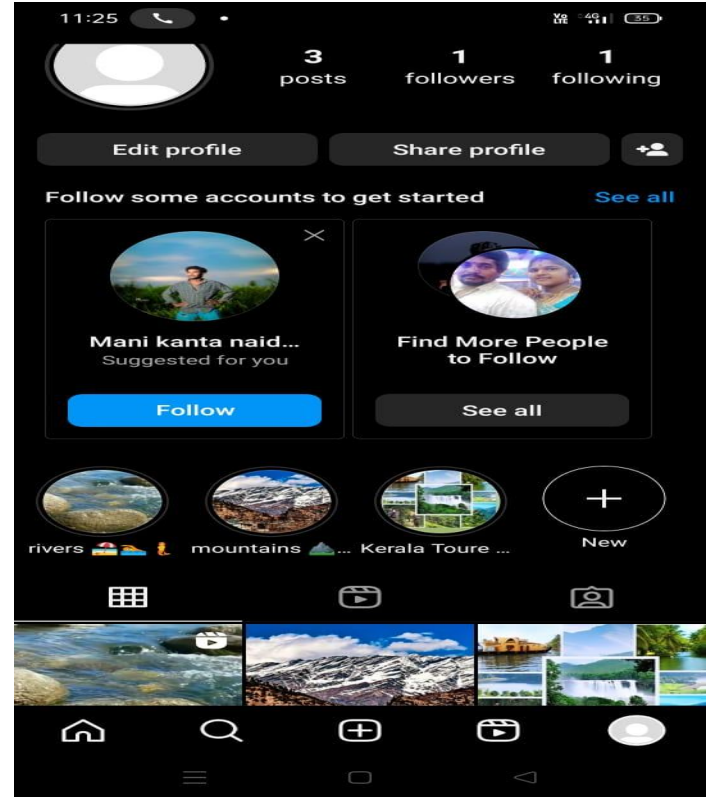
Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save these 2 story with an appropriate name for each. Be as creative as possible.

https://www.instagram.com/stories/fabindiajourney/3351253073547573024?utm_source=ig_story_item_share&igsh=MXhzdWFsNDdxZ29ybg==



HIGHLIGHTS FOR STORY

[https://www.instagram.com/reel/C6CArD6PrE4/
?igsh=MTlybWt3ZDNmc3BiZg==](https://www.instagram.com/reel/C6CArD6PrE4/?igsh=MTlybWt3ZDNmc3BiZg==)



STORY INSIGHTS-Q&A

Reach is 157

Impression is

Likes is

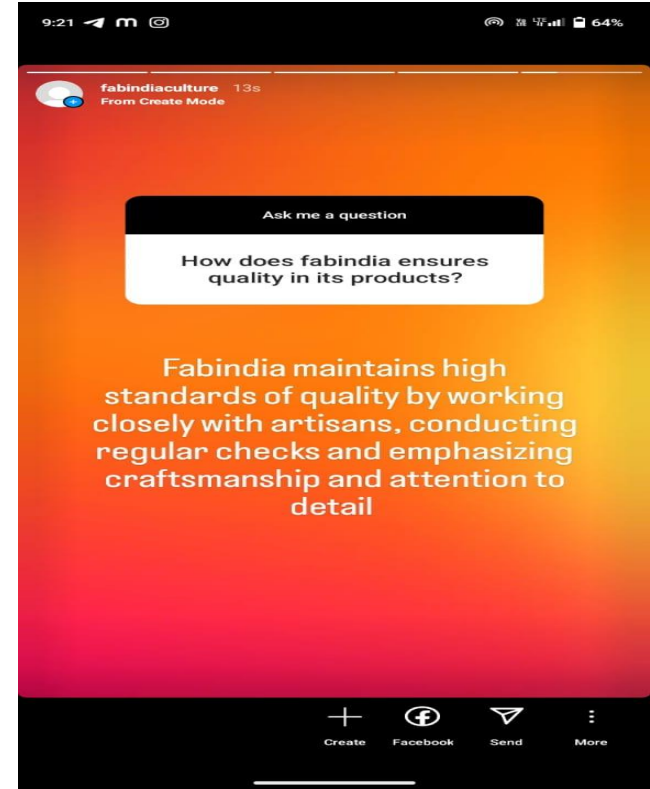
Etc.....

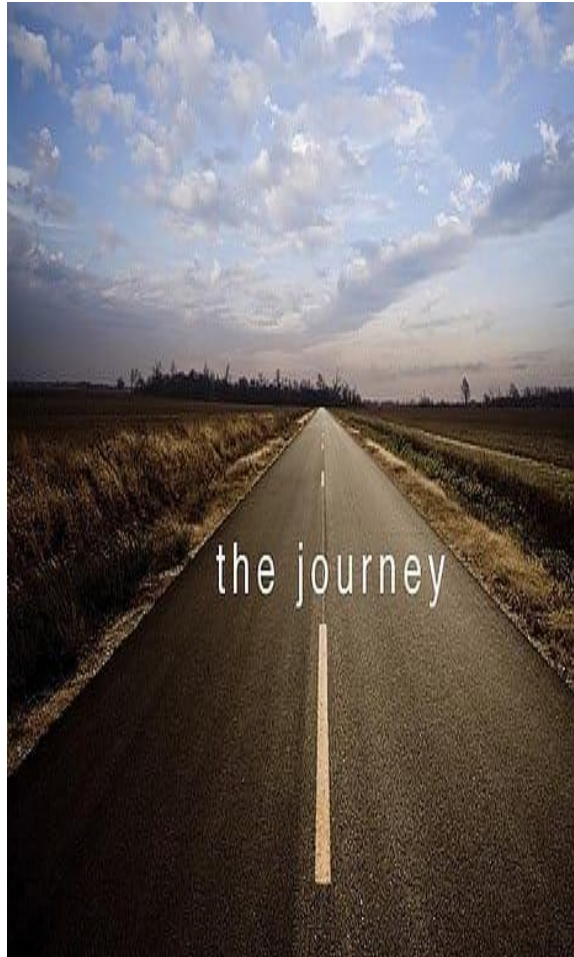
Areas for improvement:

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/C6DWEvqxenW/?igsh=MW83M2hq3ZudzNtNg=>
=

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:

#fabindiajourny

#fabindiaAdvanture