

**DIGITAL MARKETING**  
**INTERSHIP**  
**Comprehensive Digital Marketing For**  
**FABINDIA**

**A PROJECT REPORT ON FABINDIA UNDER THIS ESTEMED GUIDANCE OF**  
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# COMPREHENSIVE DIGITAL MARKETING FOR FABINDIA

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Fabindia, renowned for its celebration of India's diverse cultural heritage, can amplify its digital presence through a multifaceted marketing strategy. Leveraging social media platforms like Instagram, Facebook, and Pinterest, Fabindia can curate visually captivating content showcasing its exquisite range of ethnic wear, home furnishings, and organic products. Engaging storytelling can highlight the artisans behind each creation, fostering a deeper connection with consumers. Implementing influencer partnerships with lifestyle bloggers and local artisans can further amplify brand visibility and authenticity. Additionally, leveraging user-generated content through branded hashtags can encourage community participation and user engagement. Email marketing campaigns can be personalized to target specific consumer segments, promoting exclusive offers, new collections, and seasonal discounts.

# PART-1

## RESEARCH BRAND IDENTITY FABINDIA

### MISSION FABINDIA

Mission Fabindia is to celebrate India's rich cultural heritage by promoting traditional craftsmanship while providing sustainable livelihoods to rural artisans. Through its ethically sourced products, Fabindia aims to bridge the gap between rural artisans and global consumers, fostering economic empowerment and preserving traditional skills. By prioritizing fair trade practices and environmentally friendly processes, Fabindia ensures that each product tells a story of craftsmanship, heritage, and social responsibility. With a commitment to quality, authenticity, and community development, Fabindia strives to create a positive impact on both the artisans and the customers, embodying the spirit of a vibrant and inclusive India.

# VALUES FABINDIA

- **Ethical Sourcing:** Fabindia values ethical practices in sourcing materials, ensuring fair trade and sustainable procurement.
- **Craftsmanship:** Dedication to preserving traditional Indian crafts and techniques, celebrating the artisanal heritage of the country.
- **Community Empowerment:** Supports rural artisans and communities, providing them with livelihood opportunities and a platform to showcase their skills.
- **Sustainability:** Commitment to environmental responsibility, promoting eco-friendly practices in production and reducing carbon footprint.
- **Cultural Integrity:** Respect for diverse cultural identities, reflected in their designs and collaborations with local artisans.
- **Quality:** Maintains high standards of quality in products, ensuring durability and customer satisfaction.
- **Inclusivity:** Embraces diversity and inclusivity in its workforce and customer base, fostering a sense of belonging for all.
- **Innovation:** Constantly evolving and adapting to changing trends while staying true to its core values and principles.

# USP FABINDIA

- **USP:** Fabindia is renowned for its promotion of Indian craftsmanship, sustainability, and ethical sourcing.
- **Handcrafted Excellence:** Each product reflects the skill and tradition of local artisans across India.
- **Sustainable Practices:** Fabindia prioritizes eco-friendly materials and processes, contributing to environmental conservation.
- **Community Empowerment:** Through fair trade practices, it uplifts rural artisans and promotes socio-economic development.
- **Diverse Range:** Offers a wide array of products including clothing, home decor, personal care, and organic foods, catering to varied preferences.
- **Cultural Fusion:** Celebrates India's rich cultural heritage by blending traditional craftsmanship with contemporary designs.
- **Customer Experience:** Ensures high-quality products with a unique cultural touch, fostering customer loyalty and satisfaction



# ANALYZE BRAND MESSAGING FABINDIA

**Fabindia, renowned for its ethically sourced, artisanal products, crafts a brand message that resonates with authenticity and sustainability. Its messaging exudes a celebration of traditional craftsmanship while embracing modernity. By highlighting the stories behind each product and its impact on local communities, Fabindia fosters a connection with conscientious consumers. Through a blend of cultural appreciation and contemporary appeal, the brand communicates a narrative of conscious consumption and social responsibility. Fabindia's brand messaging serves as a testament to its commitment to preserving heritage, promoting fair trade, and fostering a sense of global interconnectedness.**

# EXAMINE THE BRANDS TAGLINE FABINDIA

1. **Tagline Analysis:** Fabindia's tagline, "Celebrate India," succinctly encapsulates the essence of the brand's identity and mission. It conveys a sense of pride and celebration of Indian culture, traditions, and craftsmanship.
2. **Cultural Connection:** The tagline emphasizes Fabindia's commitment to showcasing the rich heritage of India through its products. It suggests a deep-rooted connection to Indian culture and traditions, appealing to customers who value authenticity and craftsmanship.
3. **Inclusivity:** By using the word "Celebrate," Fabindia's tagline promotes inclusivity and diversity, inviting people from all walks of life to partake in the cultural celebration. It fosters a sense of unity and belonging among customers, regardless of their background.

1. **National Identity:** The tagline reinforces Fabindia's position as a brand that embraces and promotes Indian identity on a national scale. It resonates with consumers who take pride in their Indian heritage and seek products that reflect their cultural roots.
2. **Aspirational Appeal:** "Celebrate India" also carries aspirational undertones, suggesting that by choosing Fabindia products, customers can partake in a lifestyle that cherishes Indian traditions and values. It appeals to individuals who aspire to a culturally rich and meaningful way of life.
3. **Brand Promise:** Ultimately, Fabindia's tagline serves as a promise to customers - a promise of quality, authenticity, and a celebration of everything that makes India unique. It sets the tone for the brand experience and guides its actions, from product development to customer engagement strategies.

# COMPETITOR ANALYSIS FABINDIA

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COMPETITOR: 1     DIRECT COMPETITORS

COMPETITOR: 2     INDIRECT COMPETITORS

COMPETITOR: 3     ONLINE RETAILERS

## COMPETITOR: 1 DIRECT COMPETITOR

**— USP:** Our USP against XYZ Electronics centers on innovative design, durability, privacy assurance, holistic ecosystem integration, and sustainable practices. Unlike XYZ's focus on sleekness, we prioritize ergonomic design for enhanced comfort and grip. Our military-grade materials ensure unmatched durability, while advanced encryption safeguards user privacy.

**ONLINE COMMUNICATION:** In the realm of online communication, our USP against Connectify Chat revolves around intuitive interface, robust security, versatile features, seamless integration, and proactive customer support. Unlike Connectify's emphasis on simplicity, we offer a feature-rich platform with an intuitive interface for effortless navigation

# SWOT ANALYSIS FOR DIRECT COMPETITOR

## Strengths:

1. **Strong Brand Presence:** The competitor may have built a robust brand image, leading to high recognition and trust among customers.
2. **Technological Advancements:** They might be leveraging cutting-edge technology to enhance user experience, streamline processes, and stay ahead of the curve.
3. **Wide Product Range:** Offering a diverse range of products or services can attract a broad customer base and cater to different needs and preferences.
4. **Effective Marketing Strategies:** Utilizing targeted marketing campaigns, SEO, social media, and other channels effectively can increase visibility and drive traffic.

## Weaknesses:

1. **Limited Market Reach:** Despite being online, they may have limitations in reaching certain demographics or geographic regions, potentially missing out on valuable market segments.
2. **Poor Website Performance:** Issues like slow loading times, navigation difficulties, or technical glitches can lead to a poor user experience and deter potential customers.
3. **Dependency on Third-party Platforms:** Relying heavily on platforms like Amazon or eBay may expose them to risks such as increased fees, policy changes, or competition from other sellers.
4. **Lack of Innovation:** Failure to innovate and adapt to changing market trends or customer preferences may result in stagnation and loss of competitive edge.

# SWOT ANALYSIS FOR DIRECT COMPETITOR

## Opportunities:

1. **Market Expansion:** Exploring untapped markets or expanding internationally can unlock new growth opportunities and diversify revenue streams.
2. **Strategic Partnerships:** Collaborating with complementary businesses or influencers can broaden reach, enhance credibility, and attract new customers.
3. **Product Diversification:** Introducing new product lines or expanding existing ones can cater to evolving consumer demands and preferences.

## Threats:

1. **Intense Competition:** Facing competition from established players or emerging startups in the online space can exert pressure on market share and profitability.
2. **Changing Regulations:** Evolving regulations related to e-commerce, data privacy, or consumer protection can pose compliance challenges and increase operational costs.
3. **Cybersecurity Risks:** The increasing prevalence of cyber threats like data breaches or hacking attacks can jeopardize customer trust and lead to financial losses.

# COMPETITOR: 2 INDIRECT COMPETITOR

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**USP:** Fabindia's unique selling proposition (USP) lies in its commitment to promoting traditional Indian craftsmanship while offering contemporary designs and sustainable products. By collaborating with artisans across rural India, Fabindia preserves centuries-old techniques, empowering local communities economically

**ONLINE COMMUNICATION:** An indirect competitor in online communication employs strategies like targeted advertising, influencer partnerships, and user-generated content to engage their audience. Through social media platforms, they showcase lifestyle imagery, testimonials, and behind-the-scenes glimpses, fostering brand affinity

# SWOT ANALYSIS FOR INDIRECT COMPETITOR

## Strengths:

1. **Strong Brand Affinity:** The competitor may have cultivated a loyal following through effective marketing strategies, resulting in high brand recognition and customer loyalty.
2. **Innovative Communication Channels:** Utilizing emerging platforms and innovative communication channels like podcasts, webinars, or interactive quizzes can set them apart and attract a diverse audience.
3. **Wide Network of Influencers:** Leveraging partnerships with influencers or brand ambassadors can extend their reach and credibility, driving engagement and sales.

## Weaknesses:

1. **Limited Product Offering:** Despite strong communication efforts, their product or service range may be narrower compared to direct competitors, potentially limiting their market reach and revenue potential.
2. **Dependency on Third-party Platforms:** Relying heavily on platforms like social media or e-commerce marketplaces may expose them to risks such as algorithm changes, policy updates, or competition from other sellers.
3. **Resource Constraints:** Limited financial resources or manpower may hinder their ability to scale operations or invest in advanced communication technologies and strategies.



# SWOT ANALYSIS FOR INDIRECT COMPETITOR

## Opportunities:

1. **Diversification of Product Portfolio:** Expanding into new product categories or services can attract a wider customer base and capitalize on emerging market trends.
2. **Localization Strategies:** Tailoring communication efforts to specific geographic regions or cultural nuances can resonate more deeply with target audiences and drive engagement.
3. **Partnerships and Collaborations:** Forming strategic partnerships with complementary brands or organizations can unlock new opportunities for cross-promotion, co-branded campaigns, and shared resources.

## Threats:

1. **Intense Competition:** Facing competition from both direct and indirect competitors in the digital space can exert pressure on market share, customer acquisition, and profitability.
2. **Cybersecurity Risks:** The increasing prevalence of cyber threats like data breaches or hacking attacks can jeopardize customer trust, damage reputation, and lead to financial losses.
3. **Regulatory Changes:** Evolving regulations related to data privacy, consumer protection, or online advertising may require compliance measures that add complexity and cost to operations.

# COMPETITOR: 3 ONLINE RETAILERS

**USP:** In the competitive realm of online retail, a Unique Selling Proposition (USP) is paramount for success. Whether it's exceptional customer service, lightning-fast shipping, curated product selections, or unbeatable prices, a compelling USP sets a retailer apart from the crowd. It's the promise that resonates with customers, fostering trust and loyalty amidst countless options.

**ONLINE COMMUNICATION:** Online communication is the lifeblood of modern retailers in the digital sphere. Through seamless platforms like chatbots, email, and social media, businesses engage with customers instantaneously, offering support, resolving issues, and nurturing relationships. Transparent communication about products, promotions, and policies fosters trust and loyalty. Retailers harness data analytics to personalize communication, tailoring messages to individual preferences and behaviors.

# SWOT ANALYSIS FOR ONLINE RETAILERS

## Strengths:

1. **Global Reach:** Online retailers have the potential to reach customers worldwide, transcending geographical boundaries.
2. **Lower Overhead Costs:** Operating solely online typically incurs lower expenses compared to brick-and-mortar stores, allowing for more competitive pricing.
3. **Data Analytics:** Access to vast amounts of customer data enables retailers to personalize marketing efforts, enhance customer experiences, and optimize operations.

## Weaknesses:

1. **Dependency on Technology:** Any technical issues or disruptions can severely impact online operations and customer experience.
2. **Cybersecurity Threats:** With the rise in online transactions, retailers face the constant risk of cyberattacks and data breaches.
3. **Fulfillment Challenges:** Efficient shipping and logistics management are critical, yet can be complex and costly to maintain.

# SWOT ANALYSIS FOR ONLINE RETAILERS

## Opportunities:

1. **Growing E-commerce Market:** The increasing trend of online shopping presents ample opportunities for retailers to expand their customer base and revenue streams.
2. **Emerging Technologies:** Adoption of innovative technologies like AI, AR, and VR can enhance the online shopping experience and differentiate retailers from competitors.
3. **Diversification:** Online retailers can explore diversifying their product offerings or entering new markets to capitalize on emerging trends and consumer demands.

## Threats:

1. **Intense Competition:** The online retail landscape is highly competitive, with numerous players vying for consumers' attention and spending.
2. **Rapidly Changing Consumer Preferences:** Shifts in consumer behavior and preferences require retailers to stay agile and responsive to evolving trends.
3. **Regulatory Challenges:** Compliance with various regulations and policies, such as data protection laws and taxation requirements, can pose challenges and increase operational complexity.

# BUYERS/AUDIENCES PERSONA FABINDIA

**Name:** Neha Patel

## **Demographic Information:**

- **Age:** 30-45
- **Gender:** Female
- **Occupation:** Marketing Manager
- **Income Level:** Upper-middle class
- **Location:** Urban or suburban areas in India

## **Background:**

Neha is a busy professional who values authenticity and sustainability in her lifestyle choices. She is passionate about traditional Indian craftsmanship and loves to support local artisans. Neha believes in conscious consumerism and prefers products that have a positive social impact.

## **Interests and Values:**

- **Sustainability:** Neha is environmentally conscious and prefers products that are eco-friendly and sustainably sourced.
- **Indian Culture and Tradition:** She takes pride in her Indian heritage and enjoys products that reflect traditional craftsmanship and culture.
- **Quality:** Neha values quality over quantity and is willing to invest in well-made, durable products that last.
- **Social Responsibility:** She supports brands that are socially responsible and actively contribute to the welfare of artisans and communities.

# BUYERS/AUDIENCES PERSONA FABINDIA

## Shopping Behavior:

- **Research-Oriented:** Neha spends time researching products online before making a purchase. She reads reviews, watches videos, and seeks recommendations from friends and family.
- **Offline and Online Shopping:** While Neha enjoys the convenience of online shopping, she also likes to visit physical stores to experience the products firsthand.
- **Brand Loyalty:** Neha is loyal to brands that align with her values and consistently deliver high-quality products and customer service.
- **Occasional Splurges:** Although Neha is mindful of her spending, she doesn't hesitate to splurge on special occasions or unique items that resonate with her.

## Preferences in Fabindia:

- **Handcrafted Products:** Neha is drawn to Fabindia's wide range of handcrafted textiles, home decor, and clothing that showcase Indian craftsmanship.
- **Natural Fabrics:** She prefers clothing made from natural fabrics like cotton, silk, and linen for their comfort and breathability.
- **Ethnic Fusion:** Neha appreciates Fabindia's modern take on traditional Indian attire, which allows her to incorporate ethnic elements into her everyday wardrobe.
- **Home Decor:** Neha enjoys browsing Fabindia's collection of home decor items such as ceramics, wooden furniture, and soft furnishings to add a touch of Indian elegance to her home.

# PART2

## SEO AUDIT FOR FABINDIA

### Audit Results for fabindia.com



Your page could be better

Recommendations: 14



On-Page SEO



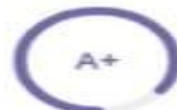
Links



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 <sup>①</sup>	Competition <sup>①</sup>	KEI <sup>①</sup>	No Click Searches <sup>①</sup>
<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>

# ON PAGE OPTIMIZATION

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

**META TITLE:** Fab India: Discover Authenticity Online & in the USA | Semiconductor Fab in India"

**META DESCRIPTION:** Explore the vibrant world of Fab India online and in the USA. Discover authentic Indian craftsmanship, textiles, and more. Plus, delve into the semiconductor fab industry in India. Shop now for unique finds!"

# ON PAGE OPTIMIZATION (CONTENT OPTIMIZATION)

## Introduction:

Welcome to our comprehensive guide on Fab India and semiconductor fabs in India. Whether you're seeking the latest trends in Indian fashion, exploring authentic handcrafted products, or diving into the semiconductor industry landscape, you've come to the right place.

## On-Page Optimization:

### Fab India:

1. Fab India, renowned for its exquisite Indian craftsmanship and sustainable practices, offers a diverse range of clothing, home furnishings, and personal care products. Discover the essence of Indian tradition and contemporary elegance through Fab India's extensive collection.

### Fab India Online:

2. With Fab India's online platform, accessing their eclectic range of products is easier than ever. Explore their website to shop for your favorite ethnic wear, home decor essentials, and more, all from the comfort of your home.



## 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

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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 IDEA AND MARKETING STRATEGY

**Identify Target Audience:** Understand your target audience's demographics, interests, and pain points.

**Keyword Research:** Conduct thorough keyword research to discover topics and phrases your audience is searching for.

**Content Ideation:**

- Create a list of topics relevant to your audience and industry.
- Explore different content formats such as articles, videos, infographics, podcasts, etc.

**Content Calendar:**

- Develop a content calendar outlining the topics, formats, and publishing dates.
- Ensure consistency in publishing to keep your audience engaged.

**SEO Optimization:**

- Optimize content for search engines by incorporating relevant keywords, meta descriptions, and alt tags.
- Focus on creating high-quality, valuable content that addresses user intent.

# 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 ; jewellery

Format 2; Ethnic Wear

Format 3 ; Homemade wood



# FORMAT 1; JEWELLERY

CAPTION: Manage store ✂️ new jewellery trend



HASHTAGS:

#Fabindia

#FabindiaEthnic

#FabindiaArtisan

#FabindiaHandcrafted

#FabindiaTraditional



# FORMAT 2 ; ETHNIC WEAR

CAPTION: Elevate your style with Fabindia's exquisite fabrics. 🌻

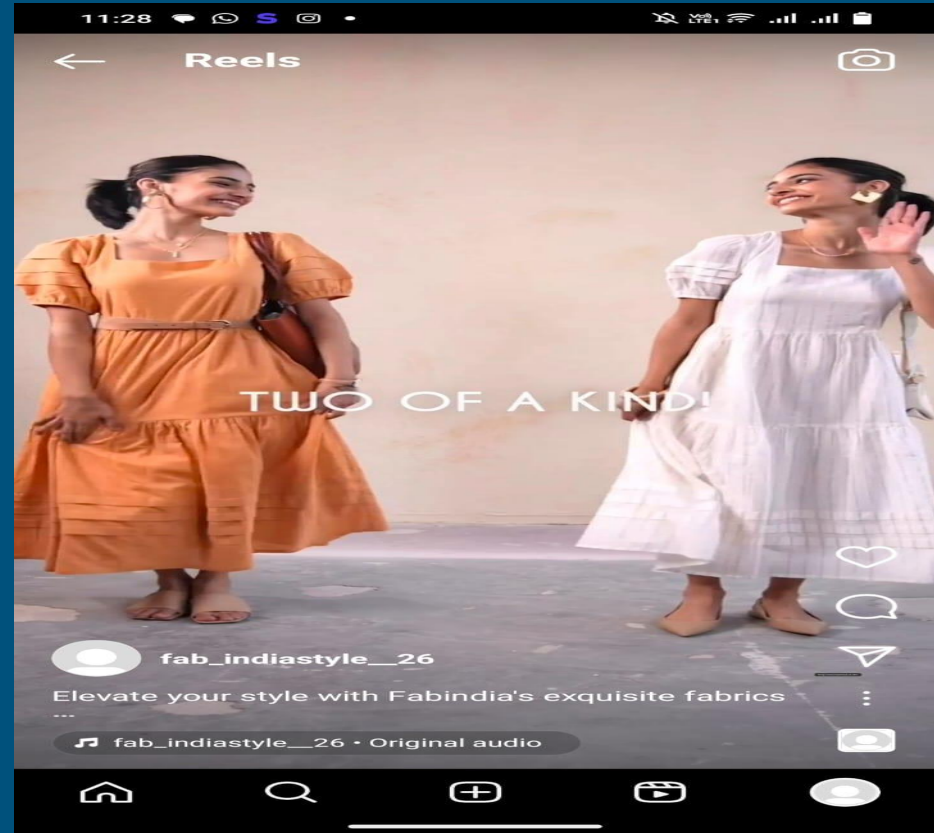
#Fabindia

#FabindiaEthnic

#FabindiaArtisan

#FabindiaHandcrafted

#FabindiaTraditional



# FORMAT 3 : HOMEMADE WOOD

CAPTION: "Bringing warmth and character into your home with Fabindia's exquisite wood furniture."

🌿 #FabindiaHome"

HASHTAGS:

#fabindia

#FabindiaEthnic

#fabindiaartisan

#fabindiahandcrafted

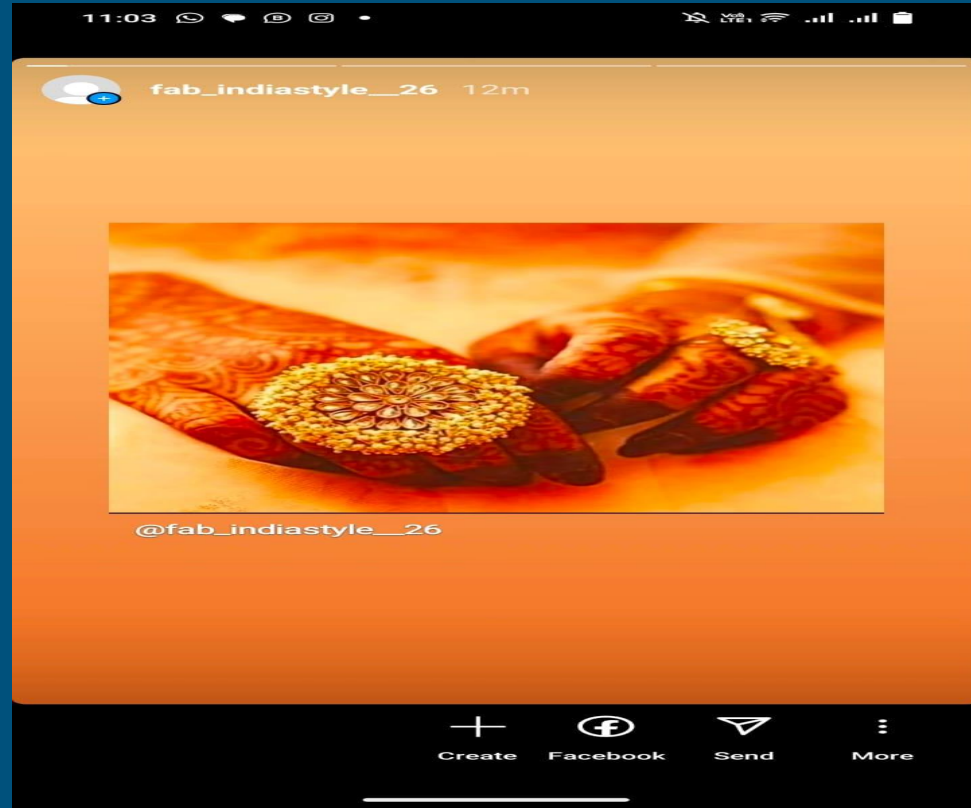
#fabindiatraditional



# 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.



# HIGHLIGHTS FOR STORY

[https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MTA2MDkzNTg1Mzc2MDI0?story\\_media\\_id=3351254674103197831\\_65934868204&igsh=MXUxeDU0ZGhpM3Rycg==](https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MTA2MDkzNTg1Mzc2MDI0?story_media_id=3351254674103197831_65934868204&igsh=MXUxeDU0ZGhpM3Rycg==)





# STORY INSIGHTS-Q&A

Reach is

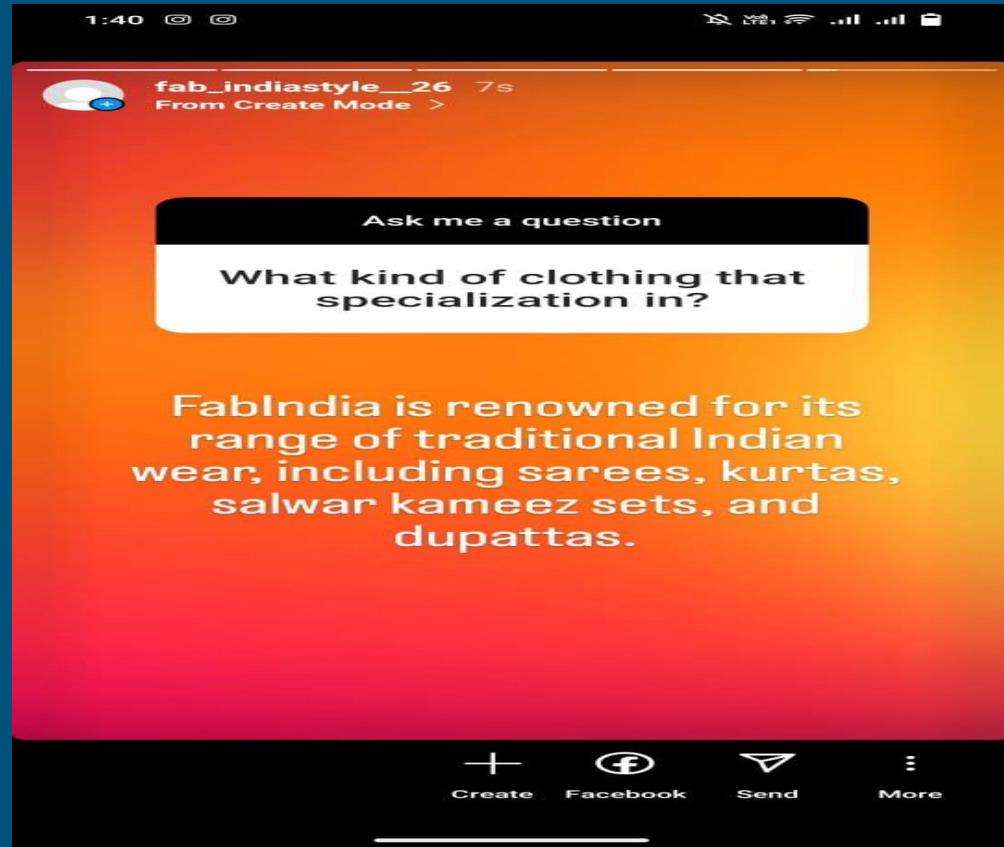
Impression is

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





GRACEFULLY YOURS  
**INDIGO**  
Authentic. Indian.

**fabindia**  
CELEBRATE INDIA

#### Comments



ijs\_ahamed 1w

Dhatha da Moonjila Enna mcen maattu saaniya

Reply See translation

View 1 more reply



4



ayyoob\_the\_cool\_boy 1w



Reply



1



i\_xm\_miloo 1w • ❤️ 🌟

Masha Allah 🙏🔥❤️ just lookin like a wowwww

Reply



4



\_abdhuL\_khaliq\_07 1w • ❤️ 🌟



Reply



1



btsot7slarmy2.0 1w • ❤️ 🌟



Reply



3



cL\_me\_nasha\_01 1w • ❤️ 🌟



Reply



1



q.fathili 1w • ❤️ 🌟

Beautiful dress ❤️❤️ just looking like a wow

Reply



1



Add a comment for the\_stylish\_idiot\_naffu...



<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

This summer let's do  
yoga in style.

Picture Courtesy: Karlie Christine

<https://www.instagram.com/p/C6CS23bSWqc/?igsh=aXdwMGI3Z3lwYmEz>

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