

17MDC56 – DIGITAL MARKETING LABORATORY

PROJECT REPORT

AKT TRENDS

TEAM MEMBER:

1. 2033030 – SANTHOSH V

INTRODUCTION:

AKT TRENDS Retail is an Indian retail startup company and a subsidiary of AKT Limited Founded in 2022. Its retail outlets offer groceries, apparel, footwear, toys, home improvement products, electronic goods, and farm implements and inputs.

AKT Trends provides offers stylish, high-quality products across

- *Men's wear,*
- *Women's wear,*
- *Kids wear and*
- *Sports accessories*

through a diversified portfolio of own brands, national and international brands.

The uniqueness of the store is the core, which delivers "fashion at great value". Each AKT Trends store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained fashion professionals offering best in class customer assistance Trends customer through visiting AKT Trends Official Website can access a large collection of fashionable, high quality products at great value delivered at their door steps.

Mission: To become India's largest retailer delivering superior value to its customers, suppliers and shareholders.

Vision: Deep insight into India's economic, cultural and consumption diversity.

PROMOTION ACTIVITIES:

Digital marketing should still be an essential component of your overall plan. With so many brands going digital these days.

1. The Omnichannel effect (omni-channel - is a multichannel approach to sales)
2. Key elements of a fashion brand's social media strategy
3. Cover your more basics in details with customers.
4. Use the power of Social Media Networks and with dominate the hashtags.
5. Establish your brand's voice and tone.
6. Creating Interesting Content Bank, Social Media Schedule, Blogs
7. Social Media Tools
8. Getting a Website and Optimizing the sites with SEO
9. Measurement and analysis.

BENCHMARK USED BY FASHION BRAND TO GAIN COMPETITIVE ADVANTAGE

1. Targeting and Customization
2. Content marketing

DIGITAL MARKETING CHANNEL CHOSEN:

1. Facebook
2. YouTube
3. Twitter
4. Instagram
5. LinkedIn
6. Email

PROCEDURE:

STEP 1: Create a calendar and add tasks for the future and mark it as completed once done.

STEP 2: Create an official mail ID for the business, and with that create various social media accounts for promotions.

STEP 3: Create a website for your business and connect it to google analytics for better

results and insights.

STEP 4: After creating a website, add keywords to it to make your website reach more people.

STEP 5: Create posters, reels and videos about your business and post it in your respective social media platforms.

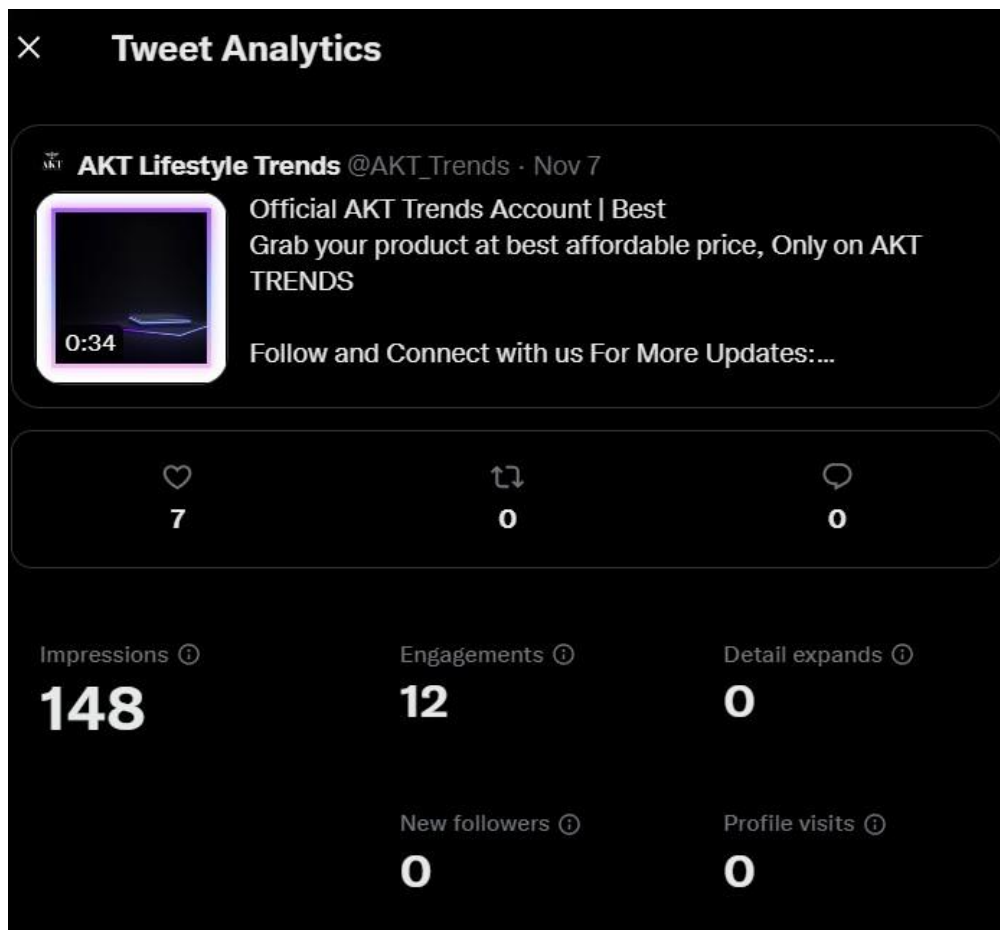
STEP 6: Share the content with your family and friends and then promote your content in social media.

STEP 7: After few days, check with the results and analyse the reach of your content.

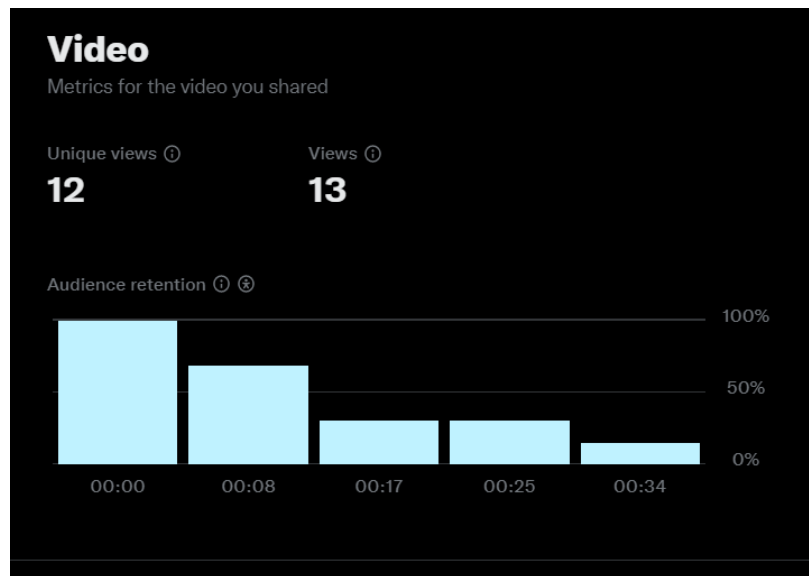
Digital marketing channels:

TWITTER ANALYSIS:

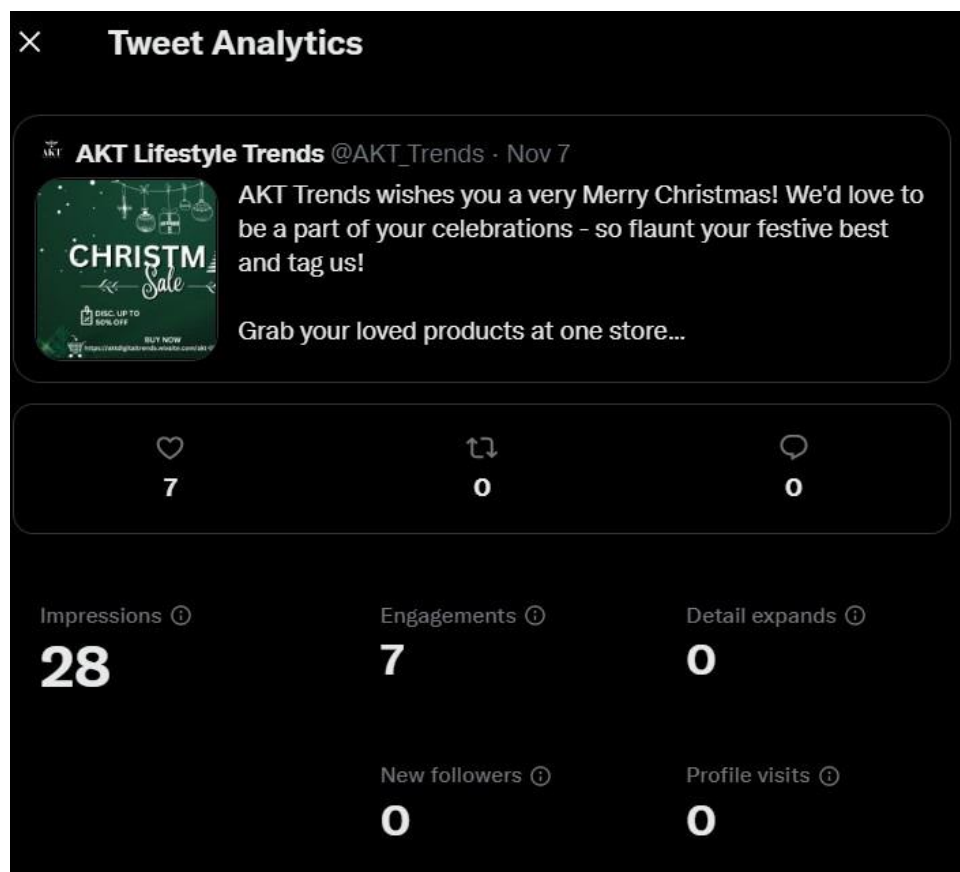
REF LINK: https://twitter.com/AKT_Trends



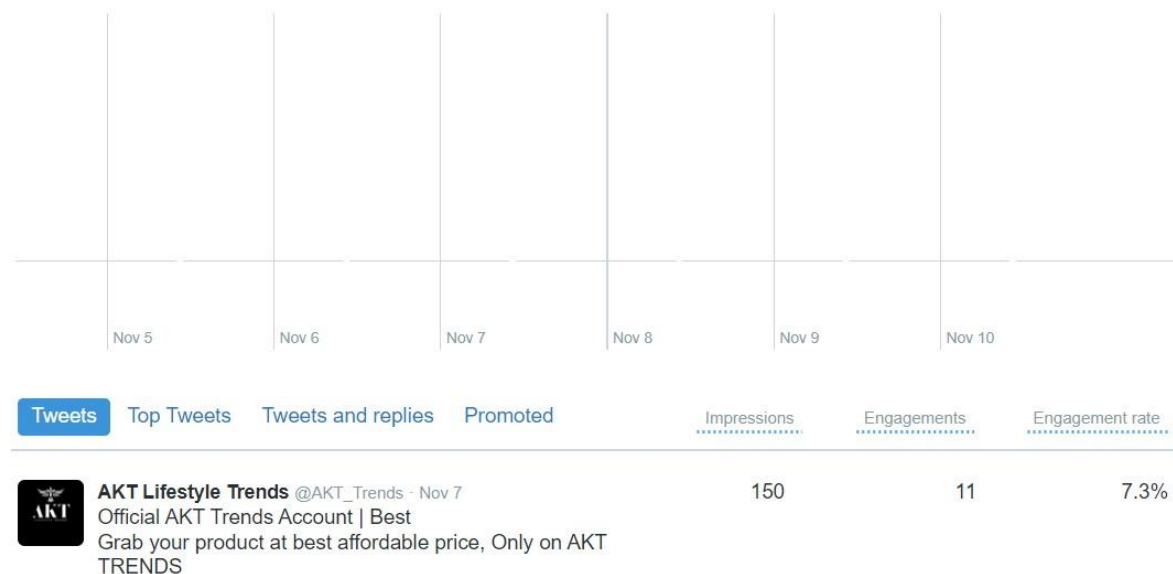
The above Image is taken from Twitter Social Media Platform, It shows that no of Impressions, Engagements and New followers who are all follows our Twitter social media page.



The above images taken from the twitter social media platform and shows the number of views and audience retention.



Your Tweets earned **71 impressions** over this **7 day** period



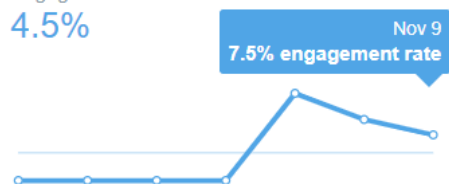
The above images taken from the twitter social media platform and shows the number of views and audience retention.

Engagements

Showing 7 days with daily frequency

Engagement rate

4.5%



Link clicks

1



On average, you earned **0 link clicks** per day

The above images taken from the twitter social media platform and it shows the number of engagement rate and no of link that clicked.

Retweets without comments

1

0 Retweets without comments

Nov 9

On average, you earned **0 Retweets without comments** per day

Likes

14

Nov 9
8 likes

On average, you earned **2 likes** per day

Replies

0

Nov 9
0 replies

The above images taken from the twitter social media platform and it shows the number of retweets and number of likes .



AKT Lifestyle Trends @AKT_Trends · Nov 7
Official AKT Trends Account | Best
Grab your product at best affordable price, Only on AKT
TRENDS

150

11

7.3%

Follow and Connect with us For More Updates:
Shop: aktdigitaltrends.wixsite.com/akt-lifestyle-...
Instagram : instagram.com/akt_lifestyle_...
Facebook : facebook.com/profile.php?id...
Pinterest: in.pinterest.com/aktdigitaltren...
pic.twitter.com/NfGQCEzZJk

[View Tweet activity](#)



AKT Lifestyle Trends @AKT_Trends · Nov 7
AKT Trends wishes you a very Merry Christmas! We'd love
to be a part of your celebrations - so flaunt your festive best
and tag us!

28

7

25.0%

Grab your loved products at one store

[#AKTTrends](#) [#Christmas](#) [#Christmas2022](#)
[#MerryChristmas](#) pic.twitter.com/1kIL2gjCQI

[View Tweet activity](#)

HOW TO IMPROVE:

- Identify your best content.
- Uncover trends in performance.
- Analyze your competition.
- Report across multiple Twitter profiles
- Understand your Twitter followers.
- Identify advocates and Twitter influencers.
- Discover hashtag and topic trends.

FACEBOOK ANALYTICS:

REF LINK: <https://www.facebook.com/profile.php?id=100087137545988>

Top post

[See all](#)

Last 28 days

Boost this post to reach up to 2891 more people with every \$14 that you spend.



6 d · 🌐

Post impressions

2

Post reach

2

Post engagement

0

[See insights](#)

[Create Ad](#)

The above images taken from the Facebook social media platform and it shows the no of impressions and no of reach to the post.

Post insights



6 d ·

Public

Post impressions ⓘ

0

Post reach ⓘ

0

Post engagement ⓘ

5

Interactions



5



0



0



0



0



0



Reactions

5



Comments

0

The above images taken from the Facebook social media platform and it shows the **no of likes and people interactions toward the post and it also shows the comment and engagement for the post**

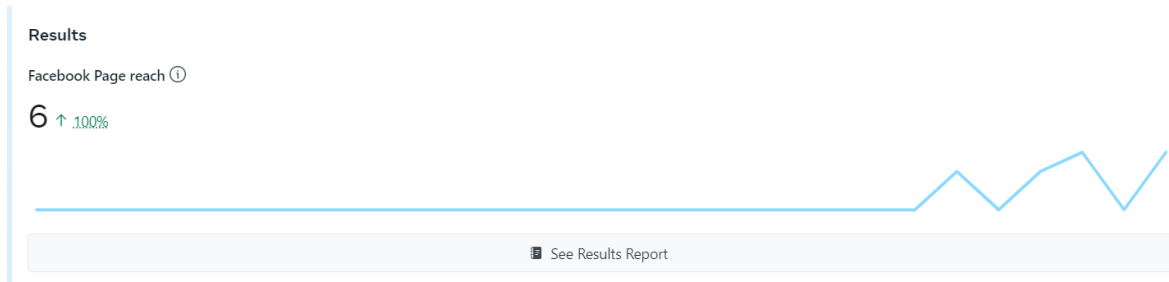
Audience ⓘ

Facebook Page followers ⓘ

7

Age & gender ⓘ

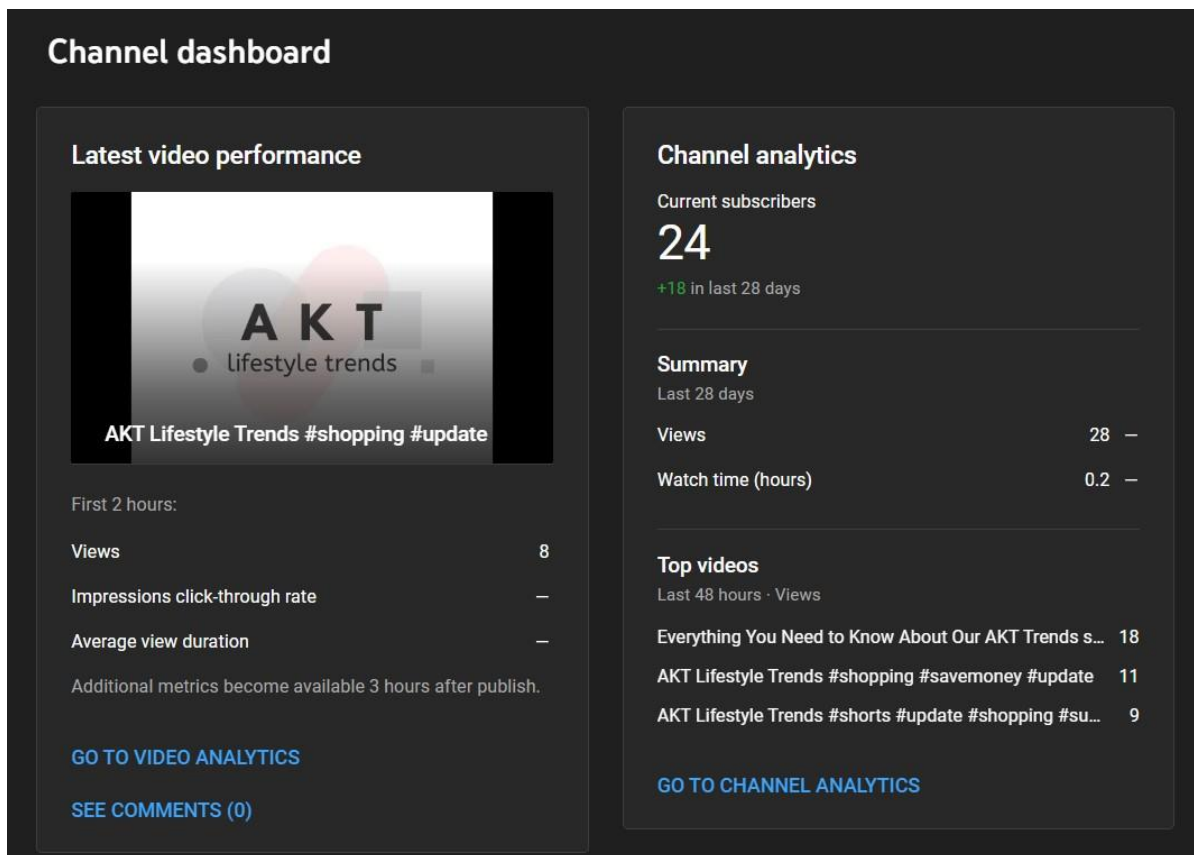
The above images taken from the Facebook social media platform and it shows the **Number of page followers.**



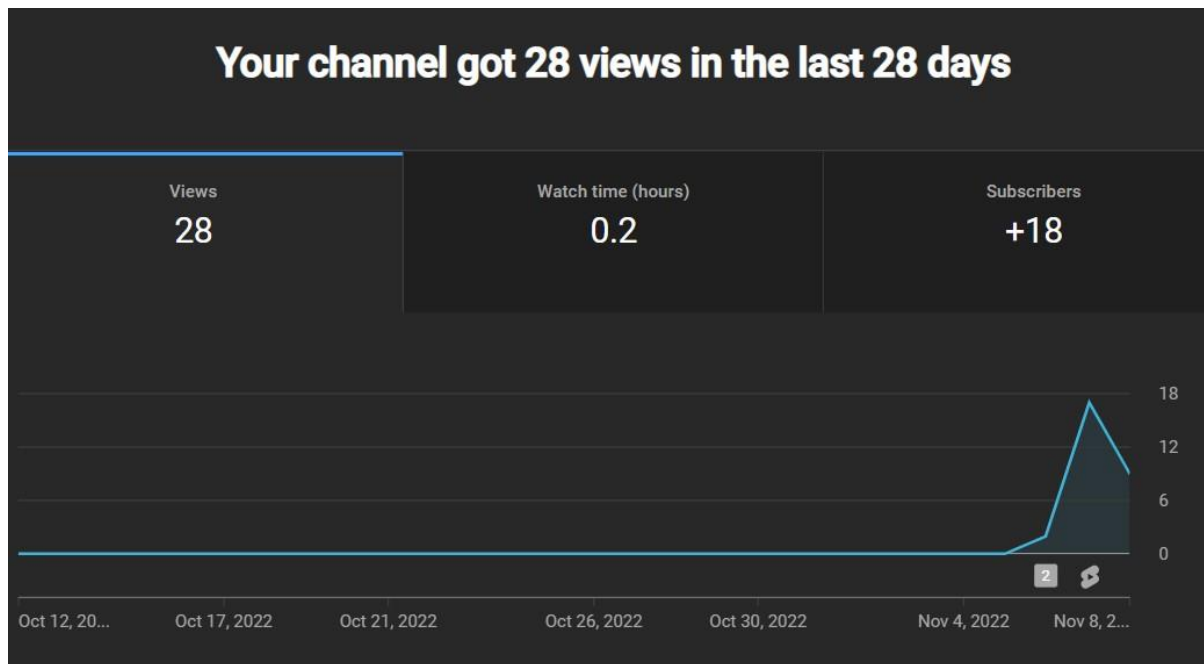
The above images taken from the Facebook social media platform and it shows the reach of page.

YOUTUBE ANALYTICS:

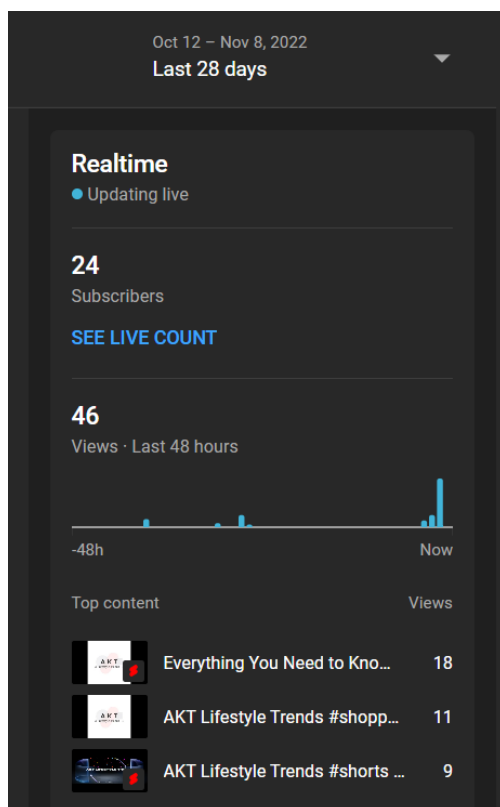
REF LINK: <https://youtube.com/shorts/iqBOUXpYbvs?feature=share>



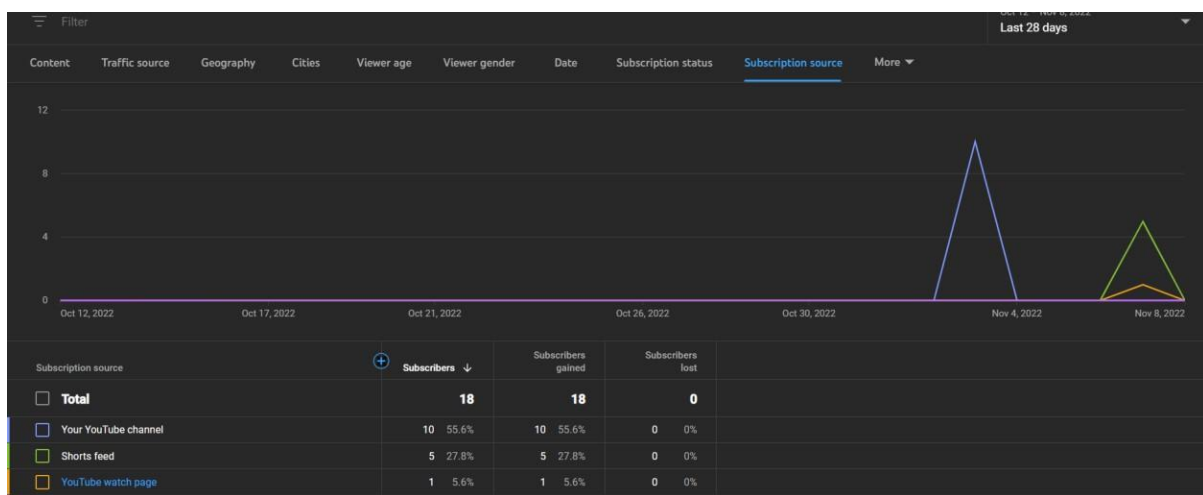
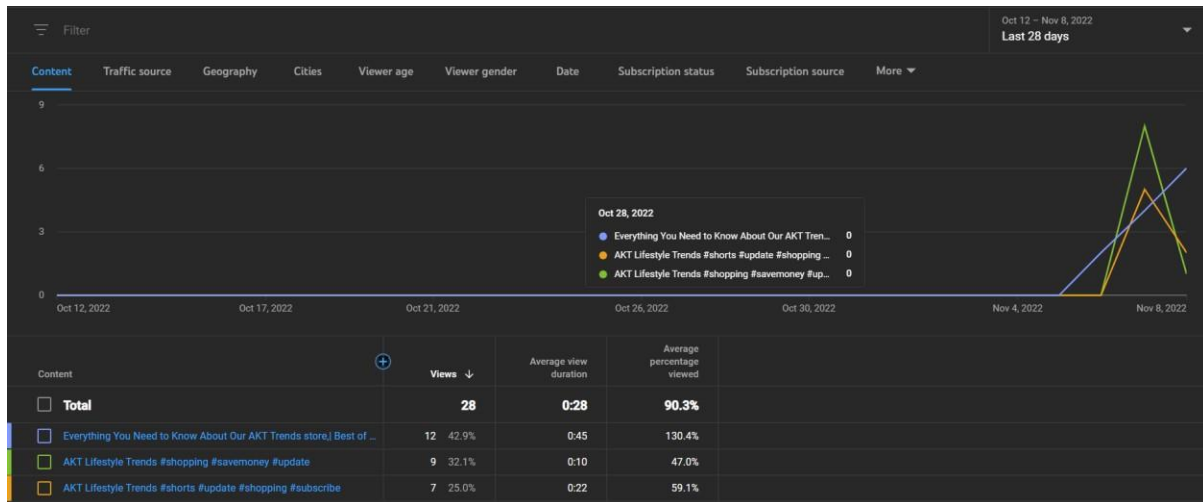
The above images taken from the YouTube social media platform and it shows the current subscribers and no of views.



The above images taken from the YouTube social media platform and it shows the no of views.



The above images taken from the YouTube social media platform and it shows the graph for the views .



The above images taken from the YouTube social media platform and it shows the content Published in YouTube.

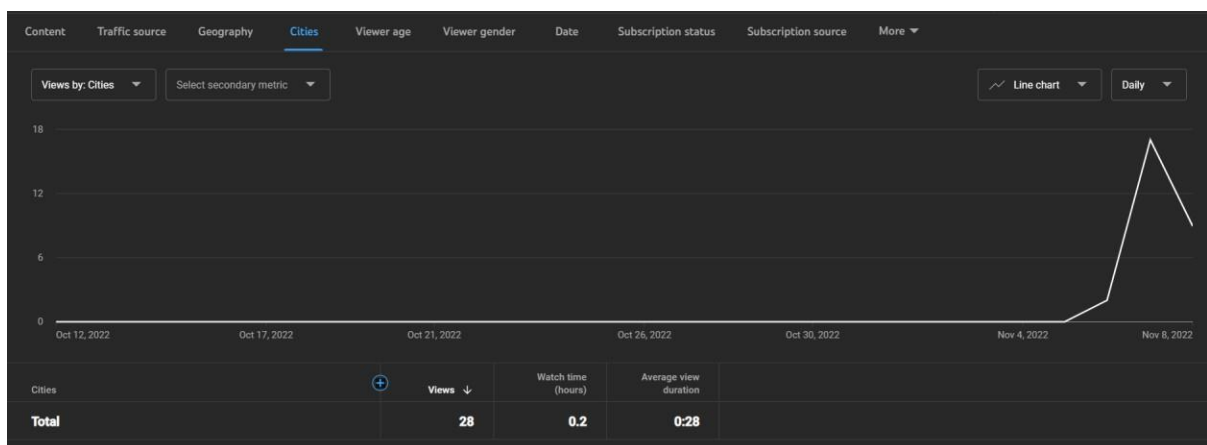


Traffic source	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate
<input type="checkbox"/> Total	28	0.2	0:28	44	29.5%
<input type="checkbox"/> Channel pages	20 71.4%	0.2 76.9%	0:30	26	30.8%
<input type="checkbox"/> YouTube search	3 10.7%	0.0 8.0%	0:21	12	25.0%
<input type="checkbox"/> Browse features	2 7.1%	0.0 1.8%	0:07	3	66.7%
<input type="checkbox"/> Shorts feed	2 7.1%	0.0 12.0%	0:47	—	—
<input type="checkbox"/> External	1 3.6%	0.0 1.2%	0:09	—	—
<input type="checkbox"/> Direct or unknown	0 0.0%	0.0 0.0%	—	—	—
<input type="checkbox"/> Other YouTube features	0 0.0%	0.0 0.0%	—	—	—
<input type="checkbox"/> Sound pages	0 0.0%	0.0 0.0%	—	—	—
<input type="checkbox"/> Playlist page	— —	— —	—	3	0%

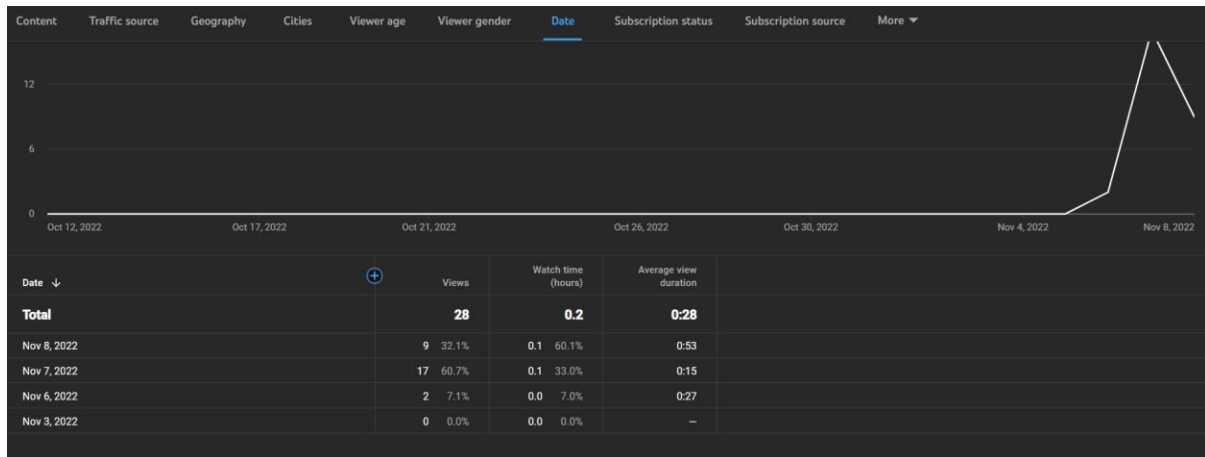
The above images taken from the YouTube social media platform and it shows the Traffic source Published in YouTube.



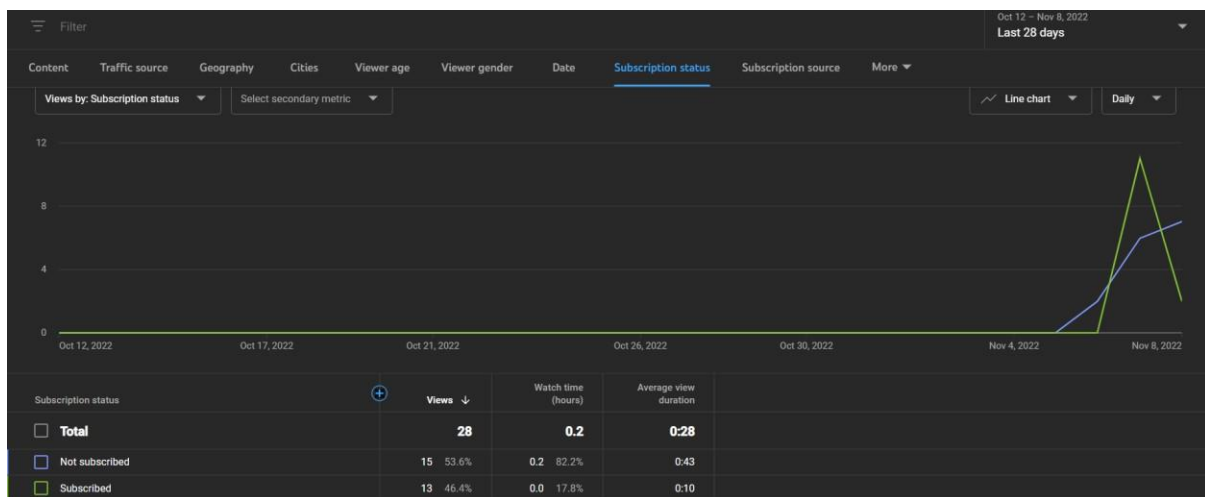
The above images taken from the YouTube social media platform and it shows the location where user is watched the post.



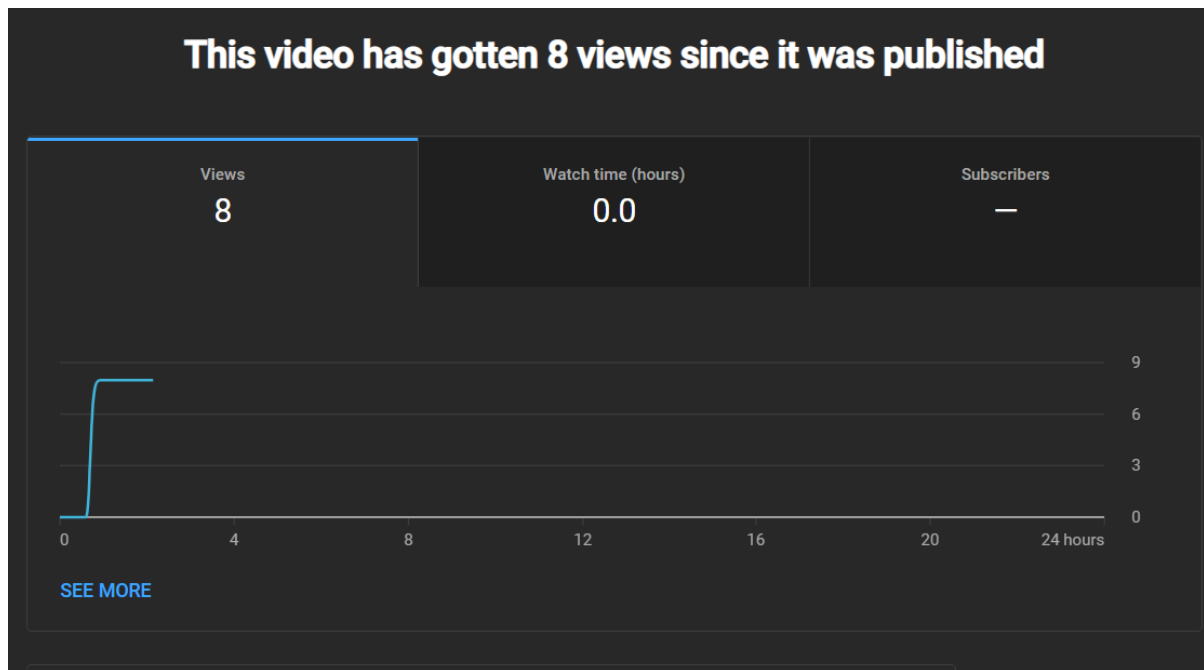
The above images taken from the YouTube social media platform and it shows the cities where the user is watched the post.



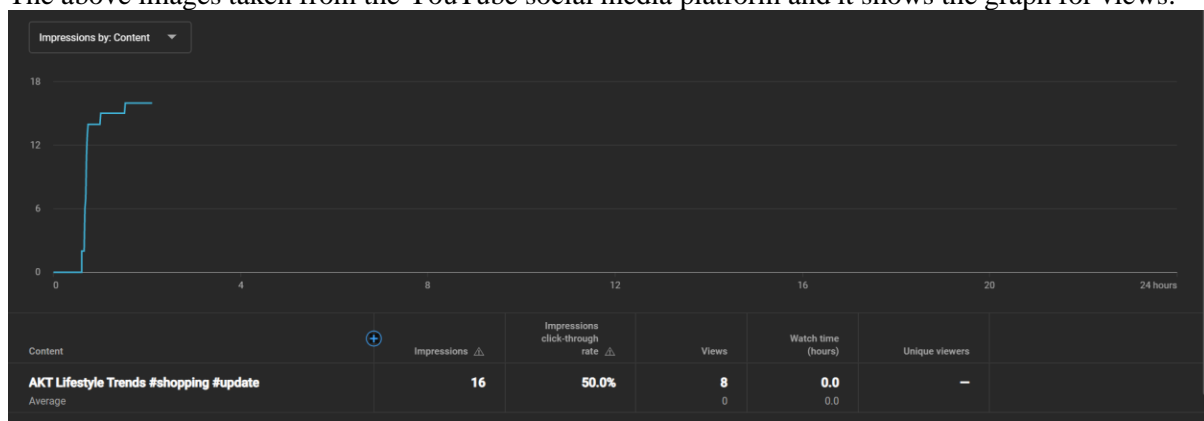
The above images taken from the YouTube social media platform and it shows the date when the user is watched the post.



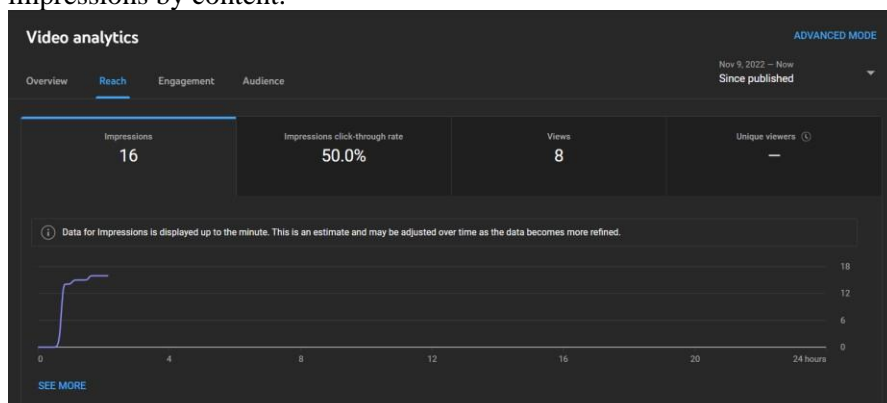
The above images taken from the YouTube social media platform and it shows the Subscription status (shows that not subscribed viewers and subscribed viewers separately).



The above images taken from the YouTube social media platform and it shows the graph for views.



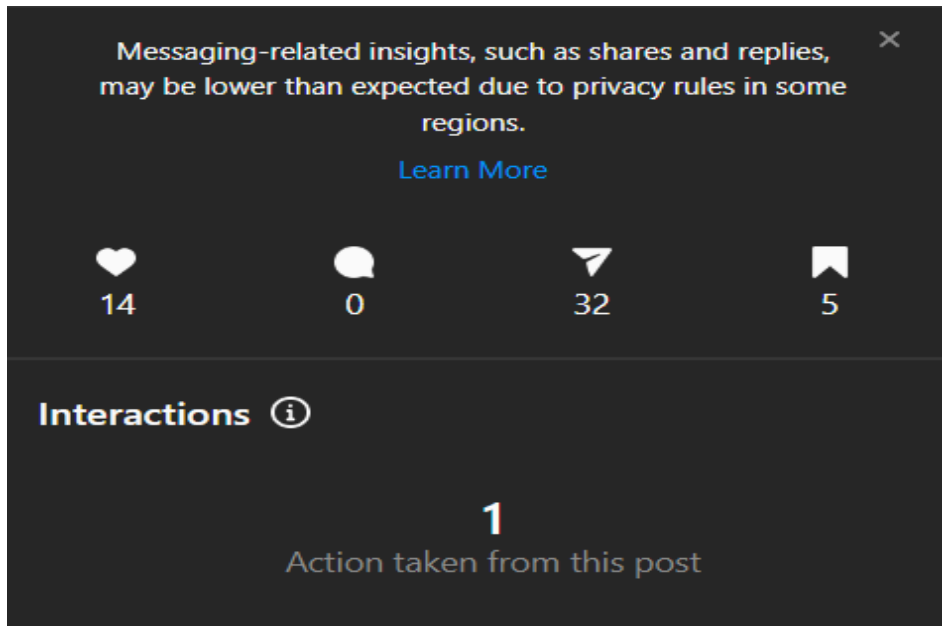
The above images taken from the YouTube social media platform and it shows the graph for impressions by content.



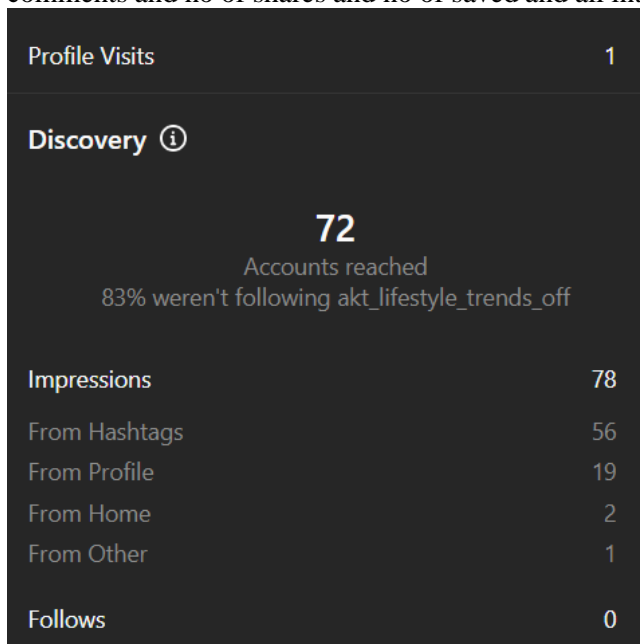
The above images taken from the YouTube social media platform and it shows the graph for impressions and impression click through rate.

INSTAGRAM ANALYSIS:

REF LINK: https://www.instagram.com/akt_lifestyle_trends_off/

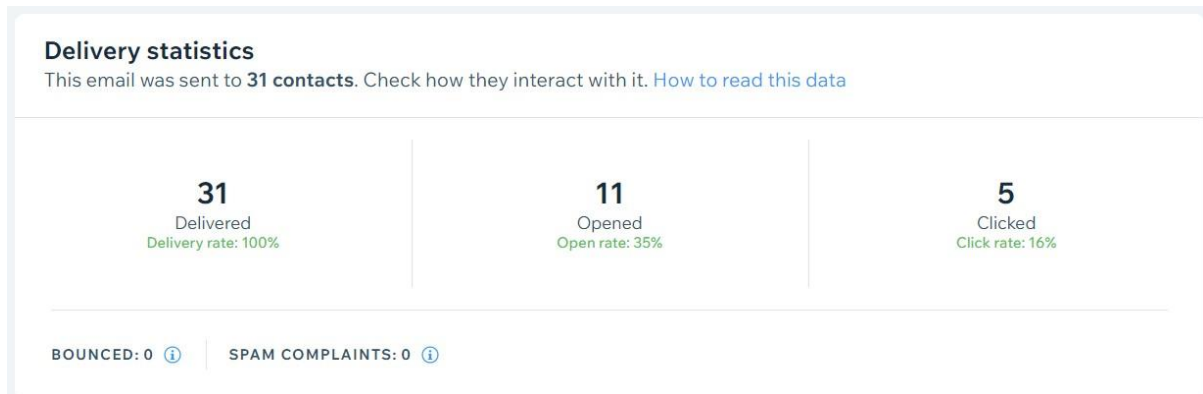


The above images taken from the Instagram social media platform and it shows the no of likes and comments and no of shares and no of saved and all interactions are shown in the above post.

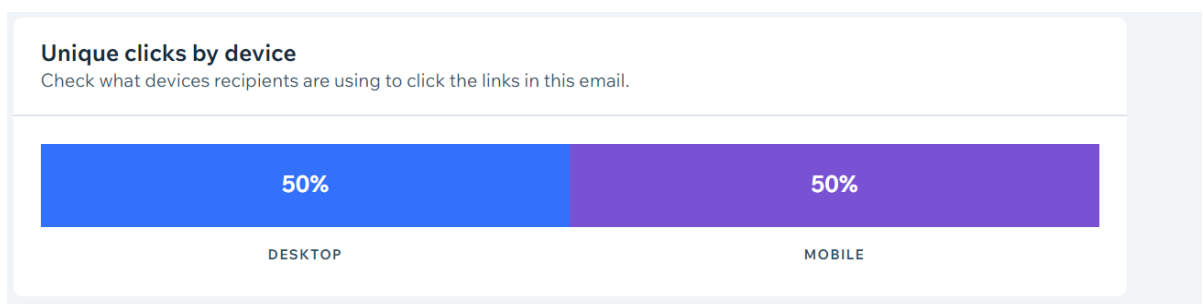


The above images taken from the YouTube social media platform and it shows the Accounts reached to the people and total no of impressions .

EMAIL ANALYTICS:



The above images taken from the email and it shows the delivered message and number of people opened the mail and clicked rate of email.



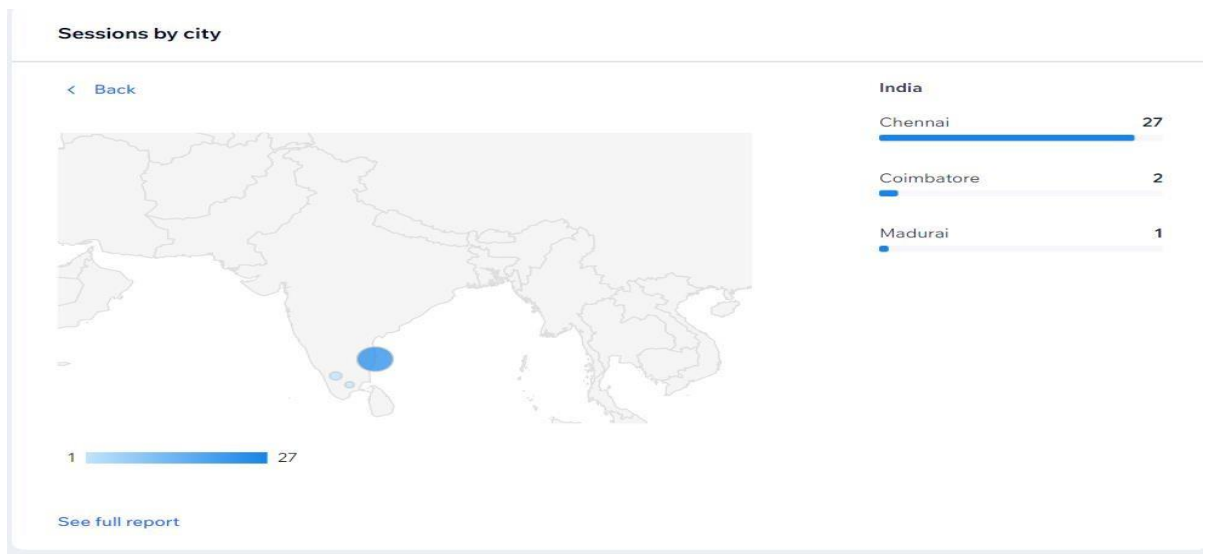
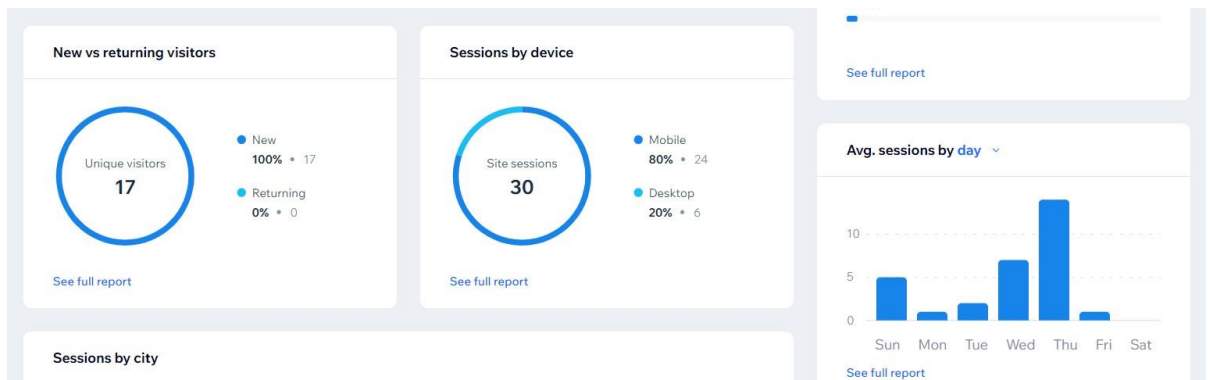
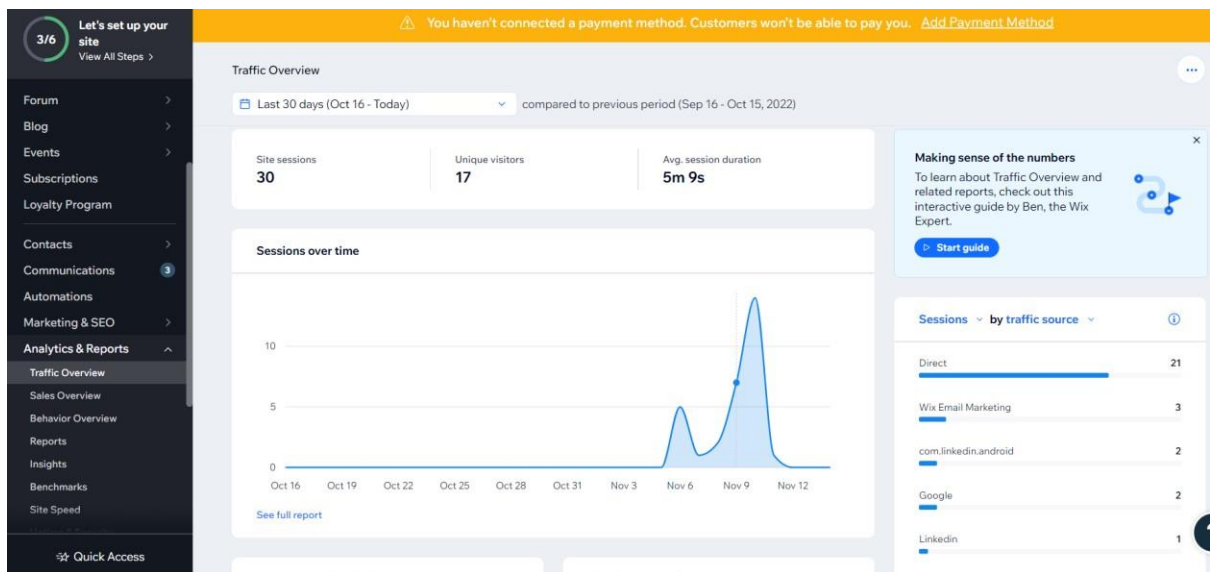
This image shows that the whether the people has opened the mail in laptop or mobile phone.

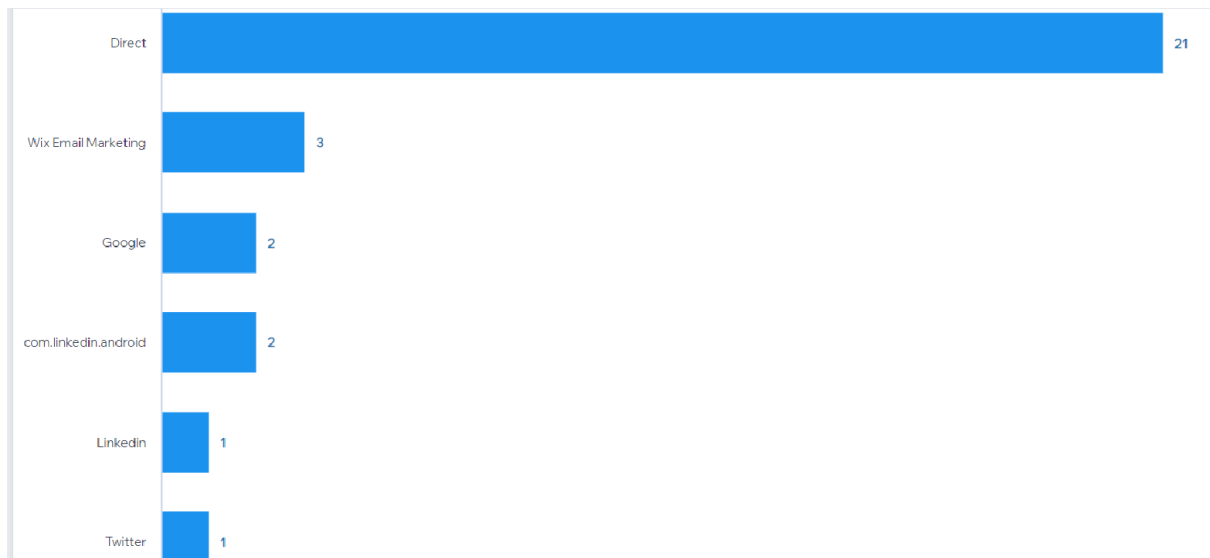
Top links clicked
Check how many recipients clicked the links in this email. To learn who clicked, [review the full report](#).

URL	Unique clicks ⓘ
https://www.youtube.com/channel/UCInUOvIV2VBIkbpNNZ30RQ	2
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends	2
https://www.facebook.com/profile.php?id=100087137545988	2
https://www.instagram.com/akt_lifestyle_trends_off/	2
https://twitter.com/AKT_Trends	2
https://in.pinterest.com/aktdigitaltrends/	1

This image shows the how many recipients has clicked the (all type of social media) link in this email.

WIX WEBSITE: <https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends>





Reports > Top Traffic Sources

... [Subscribe](#) [Download](#) ▾

[Bar Chart Split](#) [Table](#)

Day of traffic ①	Traffic category ①	Traffic source ①	Traffic source URL ①	Page path ①
Nov 09, 2022	Direct	Direct	Unknown	/ {Homepage}
Nov 09, 2022	Direct	Direct	Unknown	/blog
Nov 06, 2022	Direct	Direct	Unknown	/ {Homepage}
Nov 10, 2022	Social	Twitter	https://t.co/	/ {Homepage}
Nov 09, 2022	Organic search	Google	android-app://com.google.android.gm/	/ {Homepage}
Nov 10, 2022	Referral	com.linkedin.android	android-app://com.linkedin.android/	/ {Homepage}
Nov 10, 2022	Social	LinkedIn	https://linkedin.com/	/post/template-product-review
Nov 10, 2022	Direct	Direct	Unknown	/ {Homepage}
Nov 10, 2022	Direct	Direct	Unknown	/ {Homepage}
Nov 09, 2022	Direct	Direct	Unknown	/ {Homepage}
Nov 09, 2022	Direct	Direct	Unknown	/ {Homepage}
Nov 10, 2022	Social	LinkedIn	https://linkedin.com/	/blog
Nov 06, 2022	Direct	Direct	Unknown	/ {Homepage}
Nov 10, 2022	Social	LinkedIn	https://linkedin.com/	/ {Homepage}
Nov 10, 2022	Referral	com.linkedin.android	android-app://com.linkedin.android	/ {Homepage}
Nov 06, 2022	Direct	Direct	Unknown	/shop
Nov 10, 2022	Direct	Direct	Unknown	/blog
Nov 10, 2022	Direct	Direct	Unknown	/ {Homepage}
Nov 10, 2022	Referral	com.linkedin.android	android-app://com.linkedin.android/	/contact
Nov 07, 2022	Direct	Direct	Unknown	/ {Homepage}

Reports > Top Traffic Sources

... [Subscribe](#) [Download](#) ▾

[Bar Chart Split](#) [Table](#)

Page URL ①
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends/blog
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends?utm_campaign=3de50477-8650-4588-84c5-1b59ec1566c1&utm_source=so&utm_medium=mail&cid=d4d8b39c-755c-
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends/post/template-product-review
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends/blog
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends/shop
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends/blog
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends/contact
https://aktdigitaltrends.wixsite.com/akt-lifestyle-trends

Reports > Top Traffic Sources

... [Subscribe](#) [Download](#)

Bar Chart Split **Table**

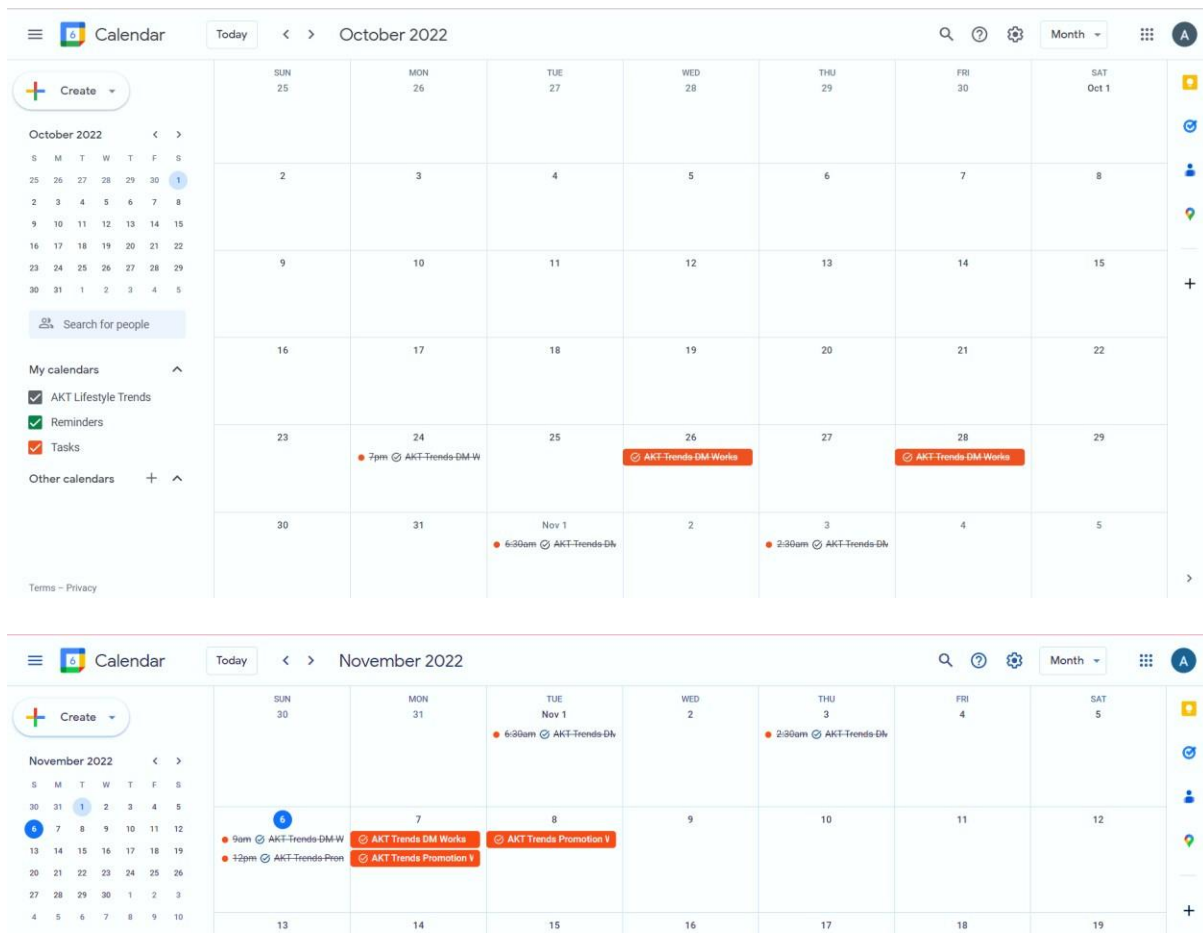
Country	Region	City	Postal code	Device type	Browser	Browser version	Operating system	New or returning visitor	Customer name
India	TN	Chennai	600002	Mobile	Chrome	101.0.0.0	Android	Unknown	Unknown
India	TN	Chennai	600002	Mobile	Chrome	101.0.0.0	Android	Unknown	Unknown
India	TN	Chennai	600002	Mobile	Chrome	101.0.0.0	Android	Unknown	Unknown
India	TN	Chennai	600014	Mobile	Chrome	101.0.0.0	Android	Unknown	Unknown
India	TN	Chennai	600002	Mobile	Chrome	100.0.4896.79	Android	Unknown	Unknown
India	TN	Chennai	600004	Mobile	Chrome	104.0.0.0	Android	Unknown	Unknown
India	TN	Coimbatore	641011	Mobile	Chrome	99.0.4844.88	Android	Unknown	Unknown
India	TN	Chennai	600002	Mobile	Chrome	101.0.0.0	Android	Unknown	Unknown
India	TN	Chennai	600002	Mobile	Chrome	96.0.4664.104	Android	Unknown	Unknown
India	TN	Chennai	600002	Desktop	Chrome	107.0.0.0	Windows	Unknown	Unknown
India	TN	Chennai	600002	Mobile	Edge	106.0.1370.47	Android	Unknown	Unknown
India	TN	Coimbatore	641011	Mobile	Chrome	99.0.4844.88	Android	Unknown	Unknown
India	TN	Chennai	600002	Mobile	Chrome	103.0.0.0	Android	Unknown	Unknown
India	TN	Coimbatore	641011	Mobile	Chrome	99.0.4844.88	Android	Unknown	Unknown
India	TN	Madurai	625016	Mobile	Chrome	78.0.3904.96	Android	Unknown	Unknown
India	TN	Chennai	600002	Mobile	Chrome	101.0.0.0	Android	Unknown	Unknown
India	TN	Chennai	600002	Mobile	Chrome	101.0.0.0	Android	Unknown	Unknown
India	TN	Chennai	600002	Mobile	Chrome	107.0.0.0	Android	Unknown	Unknown
India	TN	Chennai	600004	Mobile	Chrome	104.0.0.0	Android	Unknown	Unknown
India	TN	Chennai	600001	Desktop	Chrome	107.0.0.0	Windows	Unknown	Unknown

Customer name	Site sessions ①	Page views ▾	Avg. session duration ①	Unique visitors
Unknown	2	10	15m 04s	1
Unknown	2	5	7m 55s	1
Unknown	4	5	28s	1
Unknown	1	4	9m 30s	1
Unknown	1	3	18s	1
Unknown	1	3	1m 17s	1
Unknown	1	3	1m 58s	1
Unknown	1	3	46s	1
Unknown	1	3	20s	1
Unknown	2	3	15m 54s	2
Unknown	1	3	3m 11s	1
Unknown	1	3	1m 58s	1
Unknown	1	2	14m 55s	1
Unknown	1	2	1m 58s	1
Unknown	1	2	30s	1
Unknown	1	2	1m 32s	1
Unknown	2	2	23s	1
Unknown	1	2	1m 49s	1
Unknown	1	1	1m 17s	1
Unknown	1	1	0s	1

- The above image has shown the unique visitors and number of visitors has visited and we can see the geographic location of visitors (from which location they are visited)
- From the direct source the views of visitors are reached more and LinkedIn and twitter has less views and we want to improve the views of visitors.
- And we can see the all-traffic sources like country, region, postal code ,OS ,avg duration, page views and etc.

DIGITAL MARKETING CALENDER:

Tool Used: Google Calendar, Gmail Account



Then, WIX Calendar was used to schedule, remainder alert, track the campaign planned:

CONCLUSION:

Digital marketing is vital for every business scenario as promoting through papers, televisions and radio does not have that much reach as compared to this new method. This project has helped the team to learn how to sell our product to target customers easily and efficiently.

In an overall view, this project has been a success as the traffic of our website is slowly increasing. Twitter and YouTube have shown the most reach as compared to other social media platforms and has therefore led more traffic to our website more. The website is connected to WI Analytics which shows the insights about the website. The main goal was to promote the website, for which social media platforms was a great medium.

In future, the business needs to maintain its social media presence and try out inorganic methods to boost results first and then go on to organic ways as the business first needs brand awareness which would be difficult in the case of organic methods. Also, devising an improved digital marketing plan with better tools must be incorporated to enhance traffic and sales of the business.