

Project Report

Trendy Tees

Team Members:

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Introduction:

Trendy Tees is a fast-growing customized T - Shirt brand with over 100+ styles. Simple, Innovative and Progressive, Trendy Tees is reinventing a wholly modern approach to fashion. We offer generational fashion trends as well as follow our customers' purchasing preferences. We design and manufacture our products, so our customers know that they're getting a unique design, top quality and selection at the best price.

Procedure:

1. Create a calendar and add tasks for the future and mark it as completed once done.
2. Create an official mail ID for the business, and with that create various social media accounts for promotions.
3. Create a website for your business and connect it to google analytics for better results and insights.
4. After creating a website, add keywords to it to make your website reach more people.
5. Create posters, reels and videos about your business and post it in your respective social media platforms.
6. Share the content with your family and friends and then promote your content in social media.
7. After few days, check with the results and analyse the reach of your content.

Digital marketing channels:

- Instagram
- Twitter
- YouTube
- Medium

Promotional Focus:

1. Researching the target market to provide the niche.
2. Creating a Blog or Website as our Business hub.
3. Blog helps Enhanced Search Engine Optimization and help you develop relationships with existing and potential customers.
4. Monitor feedback about the products and the customers to correctly target the niche.
5. Leveraging the local community.
6. Primary focus is for Gen-Z and provide required customization according to their needs.
7. Use Guerilla marketing strategies for increased promotion.

Instagram:

__trendy_tees01__ ▾ ●



5
Posts

67
Followers

76
Following


Trendy_Tees
Shopping & retail
Be the Trend 🙌 ✨
[#customization](#) [#fashion](#) [#style](#) [#collaboration](#)
[#education](#)
susmamondal10.wixsite.com/trendytees

Professional dashboard
176 accounts reached in the last 30 days.

Edit profile **Contact**

Twitter:

← **Trendy Tees**
17 Tweets




TRENDY TEES
APPAREL

Edit profile


Trendy Tees
@trendytees01
Be the Trend 🙌 ✨
[#education](#)
📦 Shopping & Retail ⓘ 📍 Coimbatore
susmamondal10.wixsite.com/trendytees 📅 Joined October 2022
43 Following 30 Followers

Tweets Tweets & replies Media Likes

 **Trendy Tees** @trendytees01 · Nov 10
Have a look at our brochure. ⋮

YouTube:

Latest video performance



First 2 days 4 hours:

Ranking by views	1 of 4 >
Views	17
Impressions click-through rate	2.7%
Average view duration	0:28

[GO TO VIDEO ANALYTICS](#)

[SEE COMMENTS \(0\)](#)

Channel analytics

Current subscribers

27

+19 in last 28 days

Summary

Last 28 days

Views	72 —
Watch time (hours)	0.3 —

Top videos

Last 48 hours · Views

Trendy Tees || Going with the Trend || Customised T-Shir... 9

[GO TO CHANNEL ANALYTICS](#)

Medium:



Susmamondal

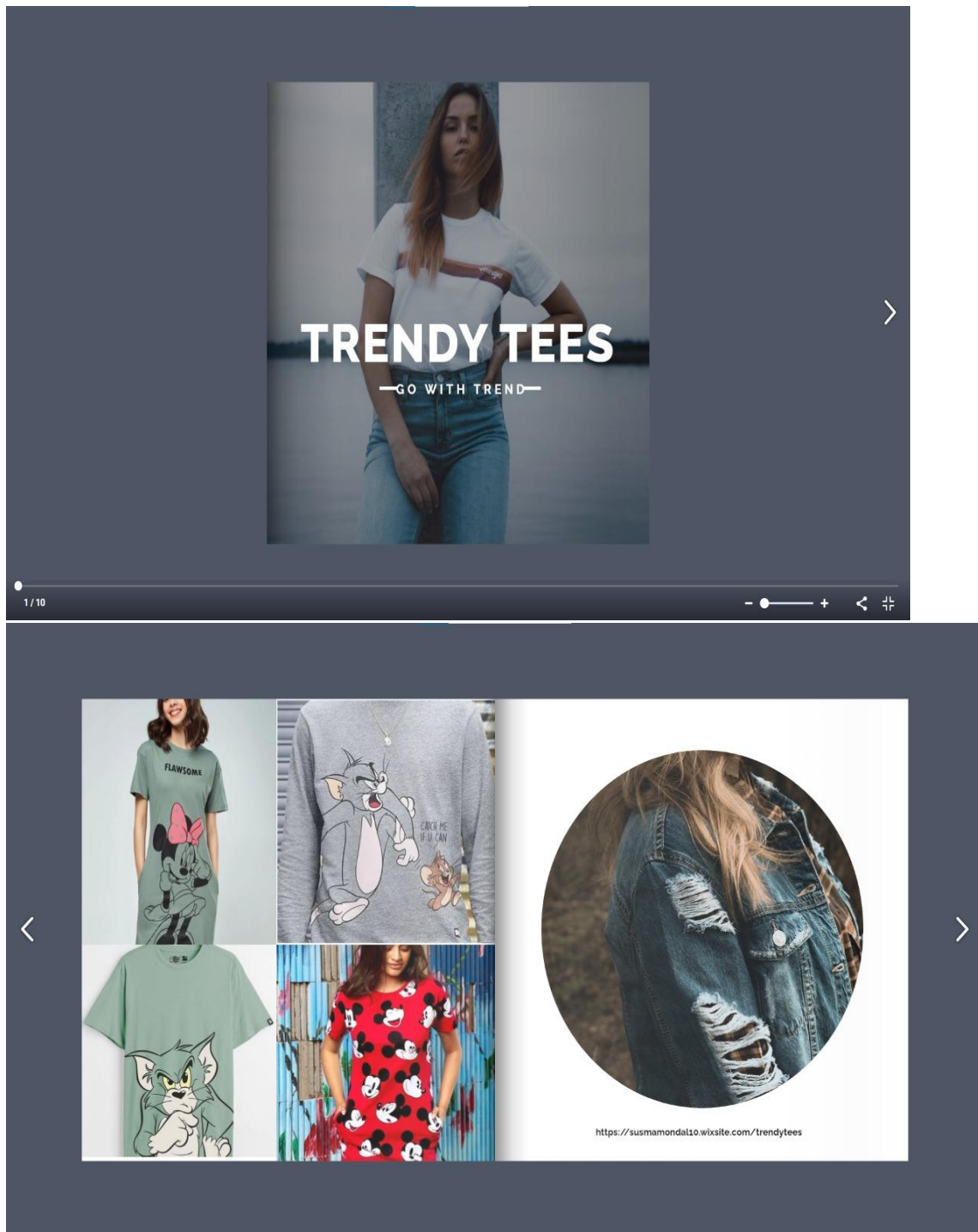
Nov 7 · 3 min read · [Listen](#)



How to Design Customized T shirt for Gen Z: The Generation With \$360 Billion in Spending Power

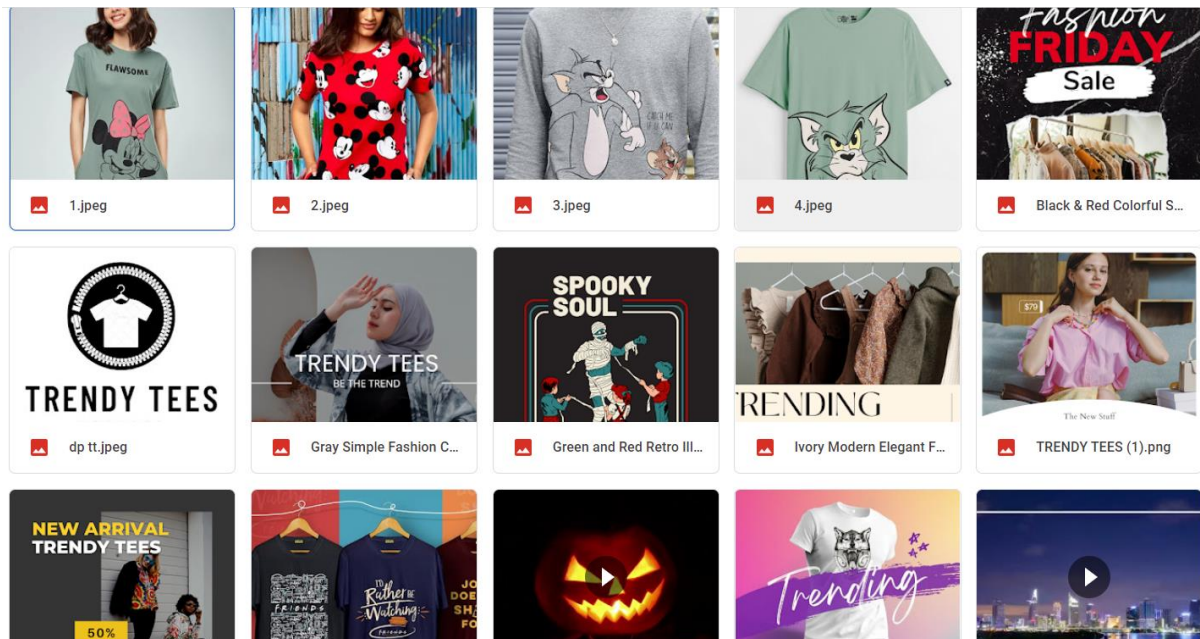


FlipBook:



Posters and Videos:

https://drive.google.com/drive/folders/10CSZ3rNrWsof8MaSWoGztU5EMhmkR325?usp=share_link



DM Calender:

Today < > Nov 2022 – Feb 2024

Date	Day	Time	Event
3	NOV, THU	4pm	2 reminders
5	NOV, SAT	10am	Tweet in Twitter
6	NOV, SUN	5pm	Instagram story Reminder
		6pm	2 reminders
7	NOV, MON	5pm	Christmas and New Year sales
8	NOV, TUE	6pm	New Release in Instagram
9	NOV, WED	5pm	Reel release in Instagram

Showing events until Feb 1, 2024. [Look for more](#)

2 reminders

- Thursday, November 3 4:00pm
- Story Promotion
- Poster in Instagram

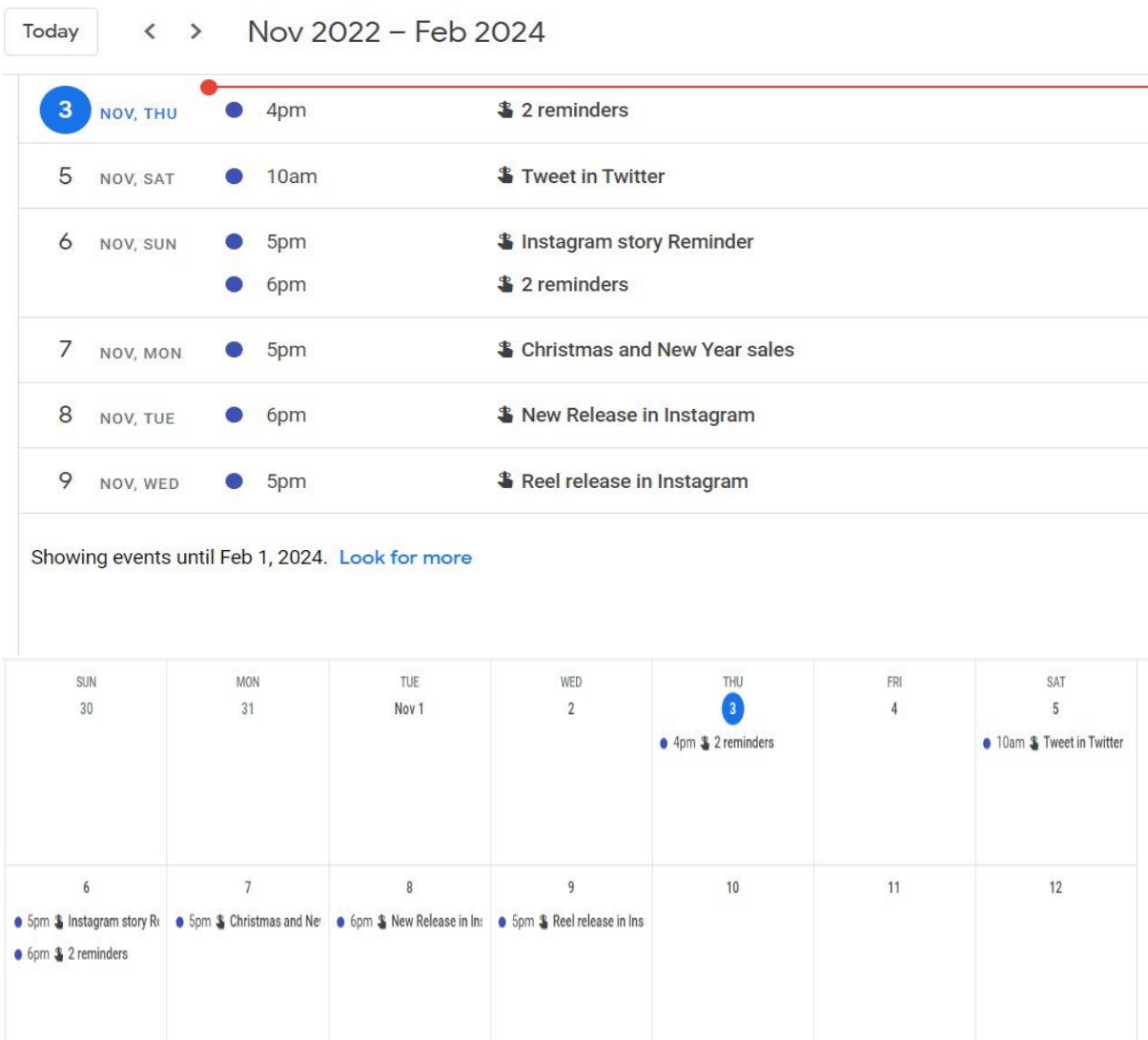
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2 reminders

- Sunday, November 6 6:00pm
- Promotion video in twitter
- Video release in Youtube



Results:

Instagram:

In Instagram we had a great impact and we got the most reach compared to the other platforms, because we are targeting young generation people. We posted 4 photos, 1 reel and 6 stories in which the last post reached many audiences. Here, hashtags played a vital role, and using tags related to your business is very important as people search using those hashtags. This has resulted in more traffic in our website and increase our page visits.



Professional dashboard



Insights



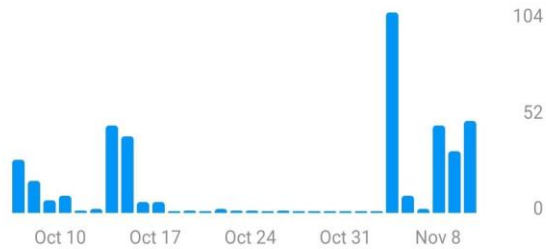
Account insights

[See all](#)

Last 7 Days ▾

Nov 2 - Nov 8

185 accounts reached in the last 30 days.



Overview

You reached **+12,600%** more accounts compared to Oct 26 - Nov 1

Accounts reached

127
+12,600%

Impressions

vs Oct 26 - Nov 1

363**+36,200%**

Profile Activity ⓘ

43

Profile Visits

34**+1,600%**

Post insights



November 9 at 5:29 AM

19

2

0

0

Overview ⓘ

Accounts reached	615
Content Interactions	21
Profile activity	1

Reach ⓘ

615

Accounts reached

31
Followers**584**
Non-Followers

Comments



__trendy_tees01__ Be the Trend 🙌🔥😎
Customised T-shirts (Money Heist Edition).
Website link in bio.

#money #moneyheist #professor #tokyo
#education #lacasadepapel #theprofessor
#berlin #netflix #nairobi #denver #rio
#raquelmurillo #helsinki #arturoroman
#bellaciao #lacasadepapelnetflix

16h



i_phone_pvt Send it on 🙌 @colorado_.community
13h Reply Message



itzz_nishu SEND PIC ON 😊
@life_of_germany
16h Reply Message



colorado_.community

**1,715**
Posts**1.6M**
Followers**54**
Following

Advertising/Marketing

🙌 WELCOME TO COLORADO'S LIFESTYLE

🙌 Discover the Best Every day 🙌

🙌 WE PROMOTE BUSINESS/M... more

Follow

Message



PERFECT



VIBES 🙌🙌🙌



FFM 🙌



RESULTS 🙌



RESULTS 🙌

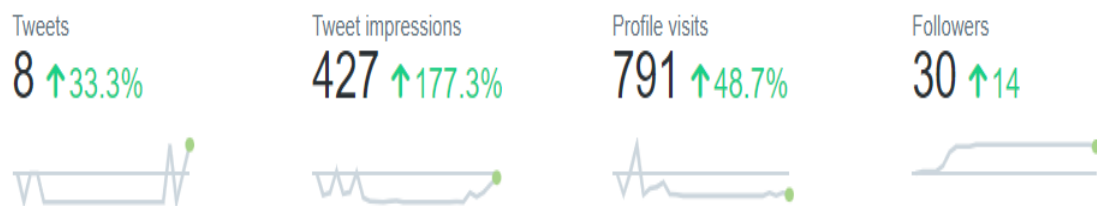


Twitter:

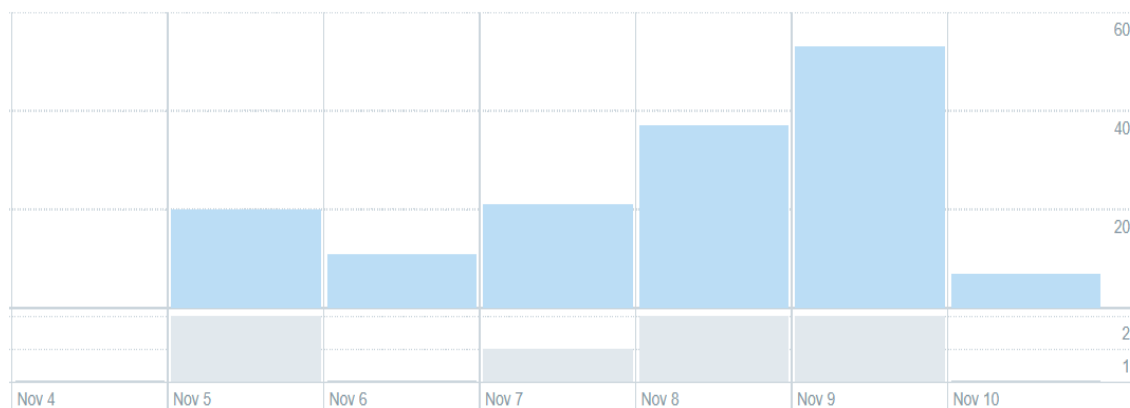
In Twitter our tweets have had quite a few reaches as compared to Instagram. We tweeted contents related to our store. We used hashtags, but we cannot reach many targets audience in Twitter. We should use hashtags in which the content is trending now.



28 day summary with change over previous period



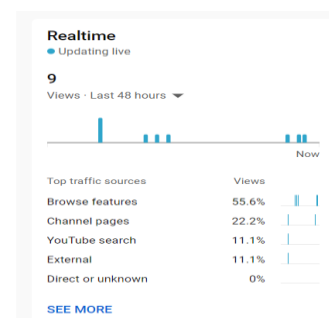
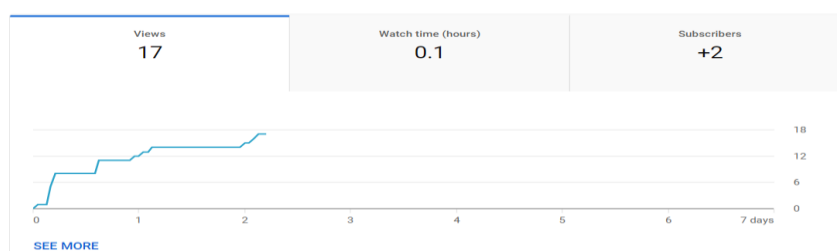
Your Tweets earned **143 impressions** over this **7 day** period



YouTube:

In YouTube we have the least reach as we used to just explain our products. We may have used different tags as compared to the ones that may have been trending at that time.

This video has gotten 17 views since it was published



Key moments for audience retention

Average view duration

0:30

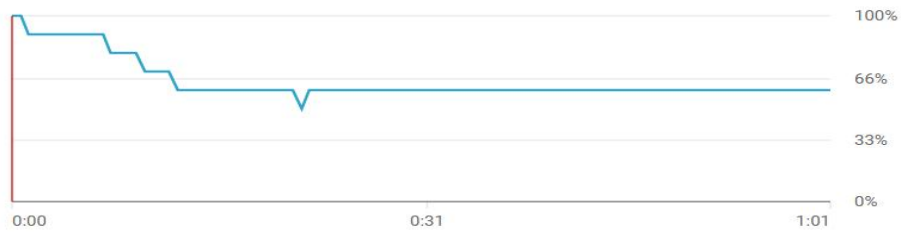
Average percentage viewed

50.4%



● This video ● Typical retention not available

Chart guide (?)



How viewers find this video

Views · Since published

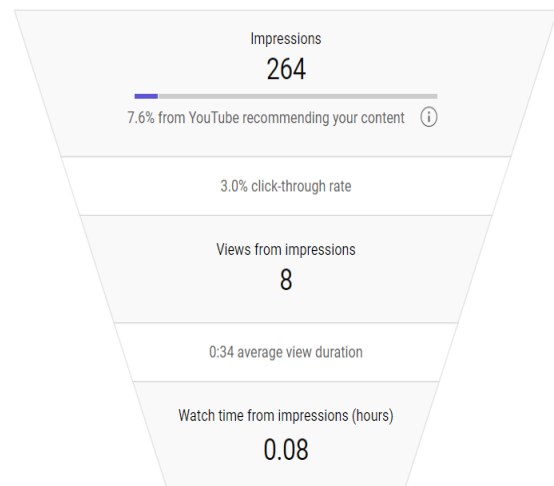


Browse features	35.3%
Channel pages	29.4%
Direct or unknown	23.5%
YouTube search	5.9%
External	5.9%

[SEE MORE](#)

Impressions and how they led to watch time

Data available Nov 7 – 8, 2022 (2 days)



Watch time from subscribers

Watch time · Since uploaded (lifetime)

Not subscribed	51.7%
Subscribed	48.3%

[SEE MORE](#)

Blog:

As per our plan, we posted our plan at the last day of our campaign. We got more insights than expected from Blog which is posted in medium.com. We used our keyword Trend throughout our blogs. We also promoted our website and social media platforms.

Your stats

[Audience stats](#)

Click story below to view detailed stats

[Learn more about using stats](#)**36**

Views (30 days)

28

Reads (30 days)

0

Fans (30 days)



Stories Responses Series

Date ↑

Views

Reads

Read ratio

Fans

How to Design Customized T shirt for Gen Z:...

36

28

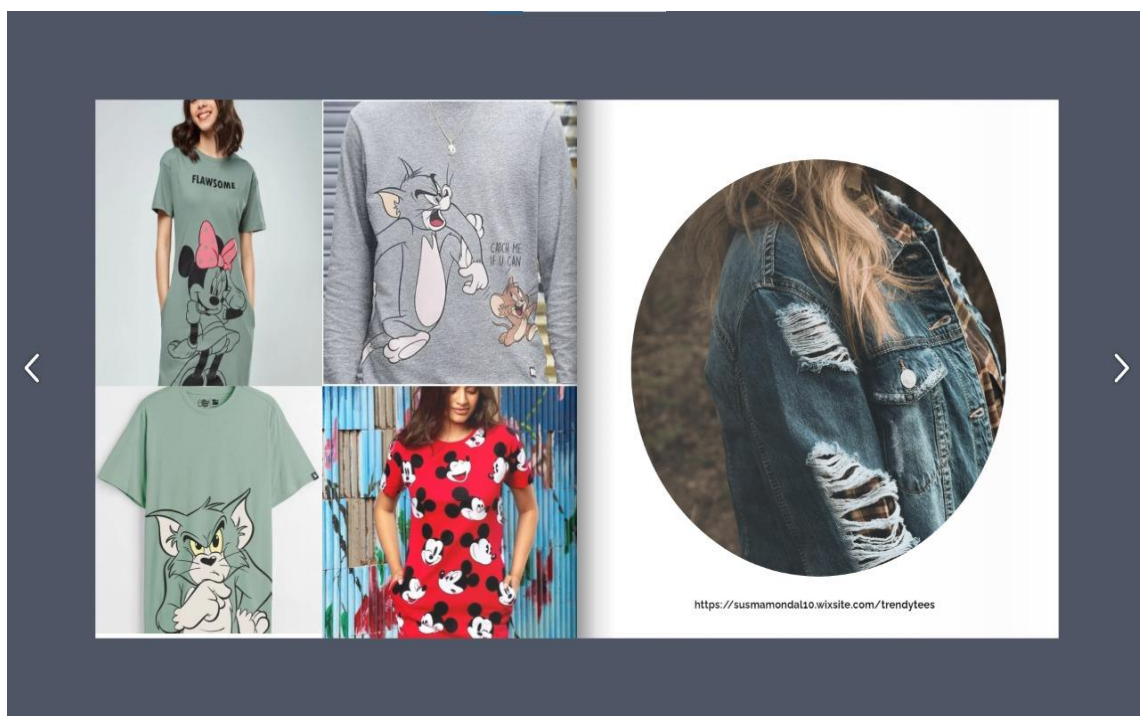
78%

0

3 min read · View story · Details

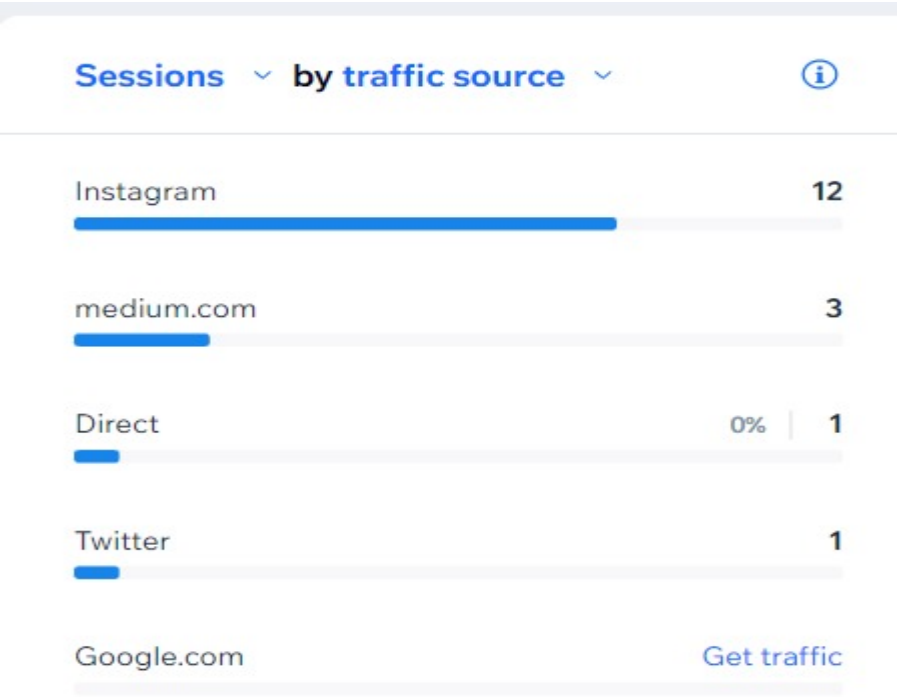
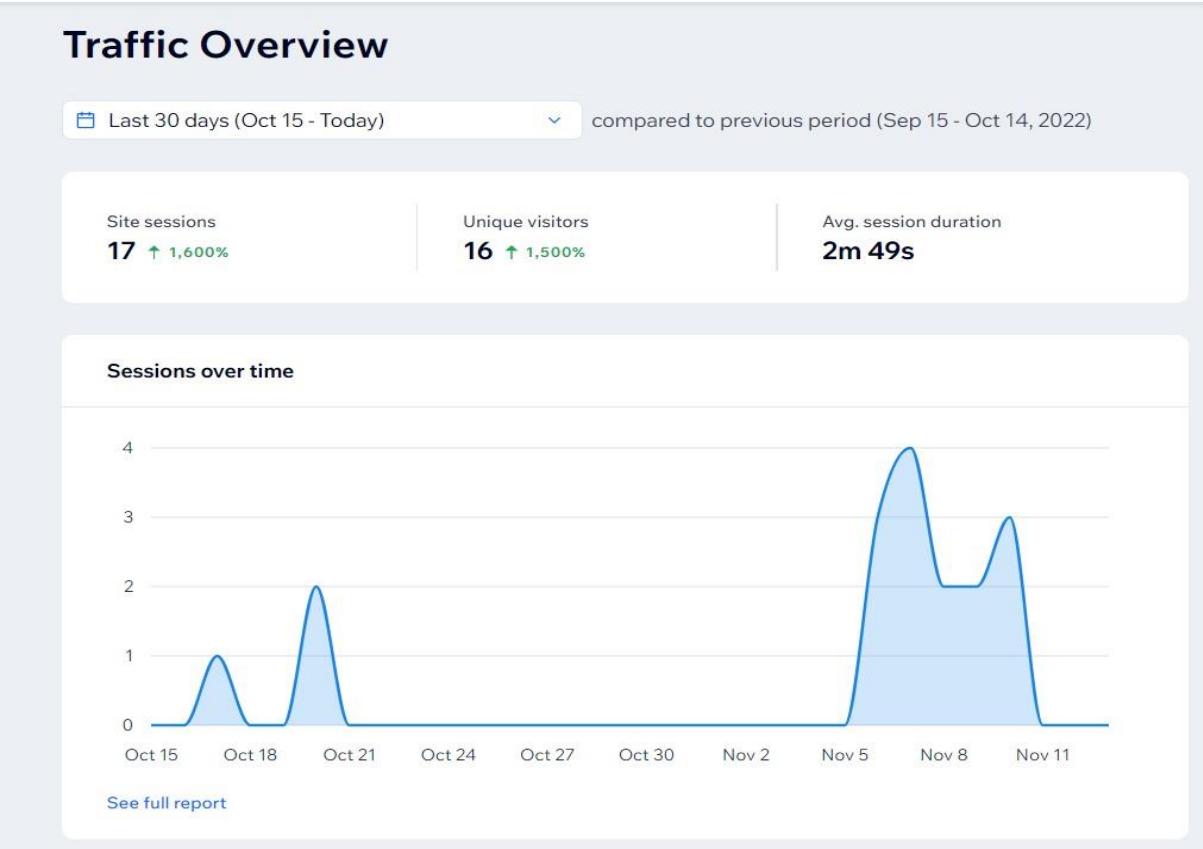
Flipbook:

We used flipbook tool to create our brochure. We promoted our flipbook in Instagram and Twitter.



Website:

We got more visits for our website through Instagram and medium. There are 95% unique visitors to our website. Our bounce rate is 58% which we need to reduce to 20% to 40% to increase our session rate.



Behavior Overview

📅 Last 30 days (Oct 15 - Today)



compared to previous period (Sep 15 - Oct 14, 2022)

Visitor Engagement

Avg. pages per session

1.2 ↑ 24%

Bounce rate

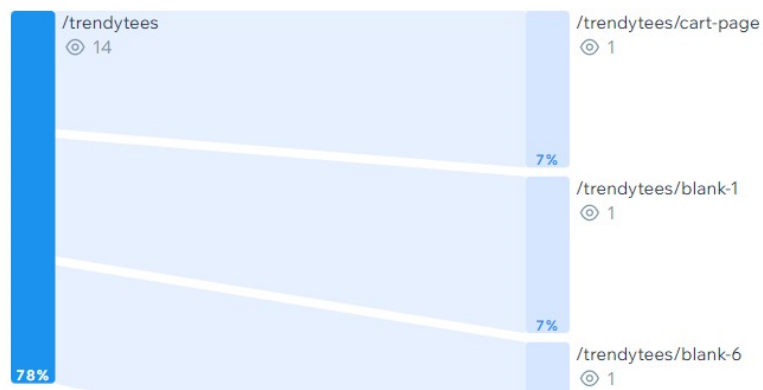
58.8% ↓ 41%

Avg. session duration

2m 49s

Top navigation flows

Entry page



Suggestions:

- We should increase our traffic to our website through twitter by using the tags which are in the trend.
- Promoting our contents in more social media platforms to get more responses.
- Improve content videos in YouTube.
- Decrease our website's bounce rate