

Ethnics by Aravalli – B2B Ethnicwear Wholesale Strategy

Funnel Diagram (Retailer/Boutique Audience): Instagram/Trade Influencer → Landing Page (Collections) → Product (Catalog/Inquiry) → Inquiry Form (Cart Equivalent) → Order Confirmation/Checkout → Post-Purchase Follow-up.

- **Awareness (Instagram/Influencer):** Leverage Instagram posts, Reels, and trade influencers to showcase new collections and fabric expertise. Use behind-the-scenes content (e.g. factory tours, artisan spotlights) to build authenticity. Tag posts with #BoutiqueFriendly or #WholesaleEthnicWear, and include clear CTAs like “DM to inquire wholesale” or “Link in bio to download catalog.” Collaborate with niche “boutique owner” influencers or industry publications to endorse your brand. For example, Souled Store’s fan-first social strategy shows that resonating with community passions drives engagement ¹.
- **Interest (Landing Page/Collections):** Drive traffic to a dedicated wholesale collection page on the website. Feature prominent CTAs such as “Inquire Now” or “Download Wholesale Catalog.” Include a banner or popup offering a lead magnet (e.g. free fabric swatch or wholesale pricing guide) in exchange for an email/contact (lead capture). The landing page should use high-quality hero images and bulletpoints of B2B benefits (“Bulk discounts, Jaipur-made quality”). SEO-optimize this page and blog (e.g. “Top Kurti Manufacturers in Jaipur” or “How to Start an Ethnicwear Boutique”) to attract organic searches from boutique owners. Use testimonials (“Our wholesale partners ♥ Ethnics by Aravalli”) prominently to build trust.
- **Decision (Product Page/Catalog):** Each product should have detailed information on fabrics, design, and MOQ (minimum order). Include UGC-style content: photos of boutique displays using the garments, quotes from existing clients, and short video clips of products. For B2B, “Testimonials & success stories” from retailers work as powerful social proof ² ³. CTAs on product pages should be “Add to Inquiry” or “Request Bulk Sample.” Enable WhatsApp chat or quick inquiry form (“Reach us on WhatsApp for a special wholesale price”) to reduce friction (informal channel).
- **Action (Inquiry/Cart → Checkout):** Since this is B2B, the “Cart” may be an inquiry form or quote generator. Keep the form short and add a segmented list (e.g. region, store size) to personalize follow-ups. Automate an **Abandoned Inquiry** flow: if a retailer starts an inquiry/cart but doesn’t complete it, trigger an email and WhatsApp reminder highlighting key products and a small discount or free sample offer ⁴ ⁵. For orders, use an API or ERP to streamline offline payment or purchase orders. Upon “checkout,” send immediate order confirmations via email/WhatsApp, and invite them to join a B2B newsletter or WhatsApp group for insider previews (fostering loyalty).
- **Post-Purchase (Fulfillment & Retention):** After delivery, send thank-you emails with care tips and ask for a testimonial (“Share your boutique’s review to win a fabric gift”). Encourage UGC by reposting retailer photos on your Instagram, and feature top boutiques on your site/blog. Offer a

Referral Program: e.g. “Refer another retailer and get an extra 5% on your next order.” According to MoEngage, selling to existing customers yields a 60–70% success rate ⁶, so focus post-purchase emails on reorders and exclusive drops for past clients.

Email & WhatsApp Automation Flows (Ethnics by Aravalli):

- **Abandoned Inquiry:** Email and WhatsApp reminders 1–3 times (e.g. after 1h, 24h). Use a personal tone (“Hello [Name], just checking if you need help completing your sample order”). Offer limited-time incentive (like a small discount on sample pack) to close the deal. Email open rates for abandoned cart can be ~49% and drive ~8% conversions ⁴.
- **New Drops:** Send quarterly emails to retailer list announcing fresh collections before B2C consumer drops. Include lookbook images and a CTA to “Book Wholesale Order Now.” On WhatsApp, use broadcast lists to send a “New Collection Lookbook” (PDF or short video). Segment lists by purchase history (e.g. retailers of kurta sets vs. lehengas) for personalized recommendations ⁷ ⁸.
- **Festive Reminders:** Leverage major Indian festivals (Diwali, Navratri, Eid) to alert boutiques to stock up. Email campaigns could be titled “Diwali 2025 Collection: Bestsellers to Stock,” highlighting top-margin items. Use WhatsApp to send festival greetings with a promo (e.g. “5% bonus on orders before [date]”). Stories/Reels on Instagram showing festival-themed outfits can tag “Inquire for wholesale rate.”

UGC & Testimonial Strategies: Customer content is key at every stage. On Instagram and website, feature real boutique owners wearing or displaying your clothes (this authentic UGC drives trust ³). Encourage retailers to share photos with a branded hashtag; repost the best images as social proof. Integrate testimonials into the funnel: e.g. on product pages embed quotes like “100 units sold through my store last season!”; in emails highlight retailer success stories ². Formats that work well include short video interviews with happy boutique owners (as Behind-the-Scenes content) and carousel posts of “Boutique of the Month.” UGC in a B2B context also means documenting trade shows or design studio visits – share reels from Jaipur workshops to emphasize craftsmanship.

SEO Blog & Organic Strategy: Build a resource center targeting boutique owners. Content themes include “How to Find Wholesale Ethnicwear,” “Styling Ethnic Pieces for Your Boutique Display,” and “Top Fabric Trends for 2025.” Use keyword clusters like *wholesale kurta manufacturer*, *best ethnicwear supplier*, *Jaipur dress wholesaler*, *boutique fashion trends*. The current blog is already geared to B2B queries (e.g. *Top 10 Kurti Manufacturers in Jaipur* ⁹). Continue producing 4–8 posts monthly ¹⁰ focusing on education (e.g. *5 Mistakes to Avoid When Choosing a Manufacturer* ¹¹). Each post should end with a CTA: download a catalog, sign up for trade discounts, or book a showroom visit. Optimize on-page SEO: include wholesale keywords in metadata and interlink related posts ¹⁰. Guest-post on industry sites (e.g. retail trade portals) to build backlinks and authority ¹².

Tailored B2B Tactics: Offer **Lead Magnets** like a free “Wholesale Fashion Trend Report” to grow a mailing list of retailers. Collect **Wholesale Forms** with fields for business GST, so follow-ups can be automated. At trade fairs, capture leads with QR codes linking to a landing page offering “Post-Fair Exclusive Catalog.” Share **Boutique Testimonials** (video or written) in sales decks and on LinkedIn, positioning Ethnics by Aravalli as a trusted supplier. Use LinkedIn to engage trade groups (post industry insights or showroom photos). For attribution, give each campaign a unique UTM or promo code (e.g. “TRADE2025”) so sales can be traced back.

Funnel Stage Tactics & Measurement (Ethnics by Aravalli):

- **Instagram/Influencer:** Post and sponsor content; use Instagram Shop linking to catalog. Measure post

engagement (likes, shares), click-through (via UTM), and new wholesale inquiries from IG. CTA: “Tap to inquire.”

- **Landing Page:** Track visitor bounce rate, time on page, and form submissions. A/B test “Download Catalog” vs. “Enquire Now” buttons.

- **Product/Inquiry Page:** Include product images, specs, and live chat (WhatsApp). Measure add-to-inquiry clicks and initiate contact rate.

- **Cart/Inquiry Form:** Use multi-step forms. Track abandonment rates (drop-offs between steps) and completion rate.

- **Checkout:** Ensure frictionless PO or payment. Measure order completion vs. inquiry starts (goal conversion).

- **Post-Purchase:** Track reorder rate and repeat-order rate among retailers. Use email click-through/Whatsapp reply as engagement.

Ethnics by Aravalli Funnel Table:

Funnel Stage	Tactic/Channel	Content Type	Expected Impact	Measurement Method
Instagram/ Influencer	Posts/Reels with trade tags; B2B influencer partnerships	Product showcase posts; behind-the-scenes videos	Generate awareness among boutiques; traffic to site ¹³ ¹⁴	Engagement rate (likes, comments); IG→site CTR via UTM
Landing Page (Collections)	SEO-optimized wholesale pages; lead magnets (catalog download)	High-res collection images; B2B value propositions	Capture leads; educate on brand USP; lower bounce ¹⁵ ¹⁰	Form submissions; email list growth; page time
Product Catalog/ Detail	“Inquire Now” buttons; WhatsApp chat integration	Product images, fabric details, MOQ info; client testimonials	Higher inquiry rate; build desire to sample	Clicks on inquiry; chat initiations; PDF downloads
Inquiry/Cart (Quote)	Simplified inquiry form; WhatsApp reminders	Auto-filled quote, recommended quantities	Reduce drop-offs; initiate purchase conversations	Form abandonment rate; follow-up email open rate
Checkout (Order)	Follow-up email with invoice/ payment link	Order confirmation messages; cross-sell suggestions	Complete transactions; upsell (e.g. add-ons)	Order completion rate; Average Order Value (AOV)
Post-Purchase	Email/WhatsApp thank you; loyalty offers	Care tips email; testimonial request; reorder discount	Foster loyalty; encourage referrals ⁶	Repeat order rate; referral leads generated

Benchmarks (Ethnicwear/B2B): Cart abandonment is high (~70% ¹⁶). Expect overall **conversion** (inquiry-to-order) ~2–3% (similar to fashion eCommerce ¹⁷ ¹⁸). Email open rates ~30–40% for existing B2B lists; WhatsApp response rates can exceed email (many brands see 30–40% uplift in sales via WhatsApp reminders ¹⁹). Time to reorder (retention) can be tracked: selling to existing (boutique) has ~60–70% success ⁶, so aim for >20% repeat orders per year.

Ekohum – B2C Women’s Ethnicwear Strategy

Funnel Diagram (Consumer Audience): Instagram/Influencers → Homepage/Category Pages → Product Page → Cart → Checkout → Post-Purchase (Retention & Advocacy).

- **Awareness (Instagram/Influencer):** Target women (22–45) with fashion-forward Reels and styling videos. Showcase outfits on micro-influencers and stylists (e.g. young professionals, moms). Use trending audio and reels to boost reach ¹³ ¹⁴. For example, post quick styling tips (“3 ways to style our new Indigo Kurta”) or festival-themed content. CTAs like “Shop via link in bio” or discount codes unique to influencers (“Use EKOHUM10”). Run Instagram Ads (image/carousel ads) featuring bestsellers, targeting interests like “Festive Fashion” or remarketing site visitors.
- **Interest (Landing/Collection Pages):** The website should have clear categories (New Arrivals, Festive Collection, Bestsellers). Use shoppable Instagram posts and the Instagram Shop catalog. The homepage can feature a hero carousel (“Flat 40% off on Holi Collection – limited time”). For social traffic, direct to a matching collection page to maintain intent. Each landing page must have compelling visuals and social proof (e.g. “Over 5,000 happy customers!”). Encourage newsletter signup with incentives (“Sign up for 10% off first order”).
- **Consideration (Product Page):** High-quality images (including zoom), videos of models walking in the outfit, and a prominent “Add to Cart.” Display multiple photos (front, back, detailed fabric shots). Highlight free shipping/promotion banners. Show customer reviews and UGC photos on the page – this boosts conversions by ~30% ²⁰. Include size guides and FAQs. CTAs: “Add to Cart,” “Wishlist,” and “View Size Chart.” Use scarcity tactics (“20 left in stock!”) and show how many people have viewed or purchased (“15 people are viewing this right now”). Chatbot or WhatsApp button (“Need help with size?”) can reduce hesitation.
- **Action (Cart → Checkout):** The cart page should upsell or cross-sell (“Complete the set with matching dupatta”). Keep the checkout flow simple (one-page if possible), with multiple payment options (cards, UPI, wallets). Offer guest checkout. If a user abandons cart, trigger automated email/WhatsApp flows within 1–6 hours ⁴. In these reminders, highlight the abandoned products, customer photos, and maybe a small promo (e.g. 5% off).
- **Post-Purchase:** Send immediate order confirmation with tracking, plus a “Thank You” email featuring a coupon for next purchase (nurtures loyalty). A few days later, send a request for a product review or photo (“Tag us with #EkohumStyle and get ₹100 off next buy”). Encourage joining a loyalty or community group (e.g. “Ekohum Tribe” on WhatsApp/Facebook) for style inspiration. Send personalized product recommendations based on purchase (cross-sell suited bottoms or accessories). For retention, note MoEngage’s finding that selling to existing customers is much easier (60–70% success) ⁶. Plan an email campaign every 4–6 weeks with styling tips or new arrivals.

Email & WhatsApp Automation Flows (Ekohum):

- **Abandoned Cart:** Use an automated series: e.g. 1st reminder in 1h (product image, "Still thinking?"), 2nd in 24h (customer review of that item, "Others love this!"), 3rd in 72h (offer a limited coupon). Klaviyo-style flows can recover ~8% of carts ⁴. SMS/WhatsApp sync can add urgency ("Hurry! Your cart items may sell out.").
- **New Drops:** Send teaser emails ("New Arrivals: Festive Prints") and later launch email. Use colorful banners and shoppable links. On WhatsApp, broadcast a short Reel or product preview. Segment by past purchases (e.g. send Kurta launches to kurta buyers).
- **Festive Campaigns:** Build anticipation – e.g. start "Diwali Diaries" emails highlighting outfits each week. Offer early-bird discounts to newsletter subscribers. Send WhatsApp broadcast on D-1 ("Tomorrow: 30% off Diwali Collection – VIP access"). Use festival-themed SMS too for wide reach.

UGC & Testimonial Strategies: For Ekohum's Instagram and website, repost customer photos (selfies in outfits) and stylized reels. Launch a branded hashtag (e.g. #EkohumEthnic) and feature the best weekly. Encourage unboxing videos by sending freebies to micro-influencers and fans. Include customer testimonials ("1000+ 5★ reviews") on product pages and in ad creatives. Use UGC in ads – customer-style images or TikTok-style clips tend to outperform brand shoots ³. For example, run a contest: "Share your Ekohum look to win a ₹500 voucher," then incorporate winning entries into Stories.

SEO Blog & Organic Content: Write blog posts that answer consumer intent: "How to Style a Kurta for Office," "Latest Trends in Indian Ethnicwear 2025," "Caring for Embroidered Dresses." Use keyword tools to target terms like *women kurtas online*, *festive suit sets*, *indian printed dresses*. Cluster keywords by stage: inspiration ("festive outfit ideas"), comparison ("cotton vs. chiffon kurti"), and purchase ("buy lehenga online India"). Each blog should internally link to relevant products/collections ¹⁰ ¹⁵. Content types can include lookbooks ("Diwali 2025 Collection Preview"), style guides (carousel posts repurposed as blog), and short videos (embedded YouTube shorts on site ²¹). Regular posting (monthly 4–6 posts) will boost organic traffic over time. Also maintain an active Instagram/TikTok for organic discovery (short videos of designs) as per D2C best practices ¹³ ¹⁴.

Tailored Consumer Tactics: Create "Style Quizzes" (e.g. "Find Your Festive Look") linked from email or homepage, which collect email leads and segment users. Offer seasonal **Bundles** or gift sets (like "Karva Chauth Special Pack"). During festivals, collaborate with popular fashion influencers for exclusive mini-collections or Reels ("@fashionista shows how she styles Ekohum"). Encourage community by forming a VIP club (offer birthday discounts or early access). Run Instagram lives or reels with stylists doing product demonstrations. Attribution: use coupon codes for campaigns (e.g. "EKOHUMDIWALI"), track UTM on Instagram/Facebook ads and influencer links, and use Google Analytics to see which content drove traffic → sales.

Funnel Stage Tactics & Measurement (Ekohum):

- **Instagram/Influencers:** Mix Reels (1m+ reach) and Story polls ("Which color do you like?"). CTA: "Swipe up to shop" or "Link in bio." Track Instagram analytics (profile visits, link clicks). Use lookalike ad audiences from existing customers to widen reach.
- **Homepage/Category:** Feature trending badges ("Bestseller") and a chat widget. Use exit-intent popups for first-time visitors ("Get 10% off!"). Monitor landing page bounce and click-through rates (to products).
- **Product Pages:** Show customer review ratings and image gallery. Include "Complete the Look" carousels. Track add-to-cart rate (target ~7–10% ²² of pageviews).
- **Cart:** Offer gift wrap or add-ons. Show progress bar ("Secure Checkout →"). A/B test voucher placement.

Measure cart abandonment (expect ~70% ¹⁶).

- **Checkout:** Simplify forms, save info for registered users. Use trust badges. Monitor checkout completion (benchmark 1–3% conversion ¹⁷).

- **Post-Purchase:** Enroll buyers in loyalty program. Track email open/click for post-sale campaigns and repeat purchase rate (aim for 20–30%).

Ekohum Funnel Table:

Funnel Stage	Tactic/Channel	Content Type	Expected Impact	Measurement Method
Instagram/ Influencers	Reels/Stories; influencer takeovers	Styling videos; unboxing clips	Reach young women; drive traffic and follows ¹³ ¹⁴	Follower growth; link-clicks from bio; hashtag use
Homepage/ Categories	Shoppable banners; festives promos	Hero images; sale countdown	Convert social clicks into engagement; reduce bounce	Time on page; click-to-product rate
Product Pages	UGC images and reviews; sizing guide	Product photos, videos, reviews	Higher add-to-cart rate; trust via social proof ²⁰	Add-to-cart rate (~7-10% ²²); review click-through
Cart	Cross-sell suggestions; exit intent popup	Abandoned cart reminders; trust badges	Reduce cart abandonment; increase AOV	Abandonment rate (~70% ¹⁶); average order value
Checkout	Simple form; multiple payments	Order summary; reassurance text	Streamline purchase completion; fewer drop-offs	Conversion rate (~2-4% ¹⁷)
Post-Purchase	Thank-you email; loyalty offers	Unboxing video; follow-up tips	Boost retention; encourage referrals ⁶	Repeat purchase rate; referral code usage

Benchmarks (Women's Fashion): The typical e-commerce **conversion rate** is ~2–4% ²³ ; fashion brands often see ~1.9–3% ²⁴ ¹⁷ . Instagram ads convert ~1% on average ²⁵ , but they build brand and feed the funnel. **Add-to-cart** rate for fashion is ~7–10% ²² , and **cart abandonment** hovers around 70% ¹⁶ . Email open rates in retail average 15–25%, with cart email CTR ~9% ⁴ . Mobile traffic dominates (~85% for fashion apps), so optimize accordingly. For **retention**, a healthy repurchase rate is ~20–40% ⁶ ; loyal segments (via segmentation) should be nurtured, as re-selling to existing customers is 3–4× easier ⁶ . Use these benchmarks to set targets and measure each funnel stage's performance.

Sources: Industry and marketing best practices have informed these strategies ¹ ¹³ ⁴ ¹⁹ ² ²⁶ ³ ¹⁰ ⁵ ¹⁷ . Each recommendation is grounded in how top Indian D2C brands (Bewakoof, The Souled Store, etc.) engage audiences, leverage UGC, and automate communications, adapted to the B2B or B2C context.

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