Khaadi Cool Sustainable T-Shirts

Digital Marketing Plan for

Summary

Khadi Cool is a sustainable clothing startup from Ahmedabad offering premium eco-friendly t-shirts made from organic hand-spun cotton. Products support Gujarat weavers and clean Indian waterways. Product lines include Heritage Collection, Artist Series, Custom Printing, Bulk Orders, and Subscription Boxes.

Objective: Reach ₹75 lakhs in annual revenue in 18 months and build 100,000+ engaged followers on social platforms.

Fundamentals of Marketing

- **4Ps:** Product (Khadi t-shirts), Price (₹899–₹2,999), Place (D2C, online), Promotion (digital-first)

- **STP:** Segmentation (urban eco-conscious youth), Targeting (25–35, tier 1/2 cities), Positioning (Cool, Conscious, Contemporary Khadi)

Competitor :

- H&M Conscious
- FabIndia

Khadi :

- KVIC
- organic cotton NGOs

Marketing Funnel & Customer Journey

- Awareness: Social ads, influencers

- Consideration: Video storytelling, customer reviews

- Conversion: Retargeting ads, landing pages, UGC

- Loyalty: Subscription boxes, community challenges

Personas: (Buyer)

Age: 22

Location: Chennai (Organizing Delhi college fest)

Profession: Student Leader / Event Head

Values: Budget, customization, social responsibility

Goals:

- Needs bulk custom printing (logos, themes, etc.)

Pain Points:

- Vendors often deliver cheap, poor-quality tees

How Khaadi Cool Appeals:

1.100% Sustainable Campus Wear

2.Reliable partner for fast delivery and quality consistency

STRENGTHS

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- Eco-Friendly & Sustainable: Made from organic hand-spun khadi cotton.
- Social Impact: Supports traditional weaver communities & removes plastic waste.
- Unique Identity: Combines India's heritage with modern design sensibility.
- Premium Feel: Limited editions, subscription box, and quality product storytelling.

WEAKNESSES

W

- High Price Point: ₹899–₹1,199 may deter price-sensitive buyers.
- Limited Brand Awareness: Still new in the D2C fashion space.
- Production Scalability: Handmade model may restrict large-scale demand.
- Perception Barrier: Khadi is still seen as traditional or "old-fashioned" by youth.

OPPORTUNITIES

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- Rising Sustainability Trend: Conscious consumerism is growing in India.
- D2C E-commerce Growth: Potential for viral social commerce campaigns.
- Corporate Gifting & College Events: Bulk orders from B2B clients.
- Influencer Collaborations: Eco-fashion influencers & Gen Z voices.

THREATS

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- Fast Fashion Giants: Competing with cheaper, trendier brands (e.g. H&M, Myntra labels).
- Niche Market Size: Sustainable fashion is still developing in Tier 2/3 cities.
- Logistics Costs: Handmade goods have higher delivery & storage costs.
- Khadi Board & Govt Players: Traditional khadi institutions may hold trust/brand legacy.

PESO Model:

- **Paid:** Instagram/Facebook Ads, Google Search

- **Earned:** Press mentions, blog reviews

- **Shared:** Influencer reposts, user-generated content

- **Owned:** Website, email list, blog

Social Media Marketing :

- Instagram

- Facebook

- Linkedin

- Youtube

❖ Reel series: Khadi in motion, design reels, contests

❖ Community polls, behind- the - scenes, sustainability infographics.

❖ Thought leadership o slow fashion, B2B printing offers.

❖ Documentary-style storytelling, meet the weaver series.

Paid Media Strategy – Google Ads + Meta Ads

Objective:

Drive **conversions, website traffic**, and **lead generation** with a well-structured paid advertising funnel using Google & Meta platforms.

Google Ads Strategy:

Search Ads - conversions - ₹20,000/mo - Text ads (headline + description)

Display ad   - Brand Awareness- ₹10,000/mo - Visual banners, lifestyle images

Shopping Ads - Product sales - ₹10,000/mo - Product image + price

Meta Ads Strategy

Awareness
1

Video View - Reels, Story Ads - Build brand presence- 20000/mo

Consideration
2

Website Traffic- Carousel + Single Image- Drive clicks -15000/mo

Conversion
3

Sales Campaign- Limited Sale Ads, DPA Ads- Festival offer sales- 15000

Social Media Strategy – Platform-wise Plan

Instagram:

Objective: Build brand aesthetic, engage young users, drive D2C sales

Plan:

- Reels: Khadi in Motion" series – behind-the-scenes, slow fashion, weavers
- Carousels: Product features, styling tips, sustainability messages
- Stories: Polls, Q&A, product countdowns

Hashtags: #KhadiCoolStyle, #SustainableIndia, #EcoFashion

Facebook :

Objective: Run paid campaigns + build trust via long-form content

Plan:

- ■ Product highlights
- ■ Festival offers and contests
- ■ Customer reviews & case studies
- ■ Community posts and giveaways

LinkedIn:

Objective: B2B orders + College/Corporate bulk printing deals

Plan:

- Thought leadership

- Brand story, artisan impact, sustainability articles
- Product printing offers for HR teams, event organizers

YouTube:

Objective: Brand awareness through storytelling

Plan:

- ❏ "Meet the Weaver" mini-docs
- ❏ Product showcase + styling videos
- ❏ Testimonials, festival campaign recaps
- ❏ Influencer series: "Why I Wear Khadi Cool"

Common KPIs to Track:

- Reach & Impressions
- Engagement Rate (likes, shares, comments)
- Video Views (YouTube, IG Reels)
- Website Clicks
- Leads & Conversions

SEO

On Page SEO :

- Meta Titles & Descriptions
- Header Tags (H1-H3)
- mage SEO
- Internal Linking
- Schema Markup

Off Page SEO:

- Blogger
- Backlink Goals

Keyword Research :

- Primary Keywords
- Secondary Keywords
- Long-tail Keywords

Content Marketing Ideas:
- Blog Topic
- Videos

Meta Titles & Descriptions :

Titles : *Buy Sustainable Khadi T-Shirts Online – KhadiCool India*

Descriptions: Explore premium, eco-friendly khadi t-shirts handspun in India.

Page Title

> Buy Sustainable Khadi T-Shirts Online – KhadiCool India

✅ Page title is **502** pixel(s) long — Your page title is an acceptable length.

Meta Description

> Explore premium, eco-friendly khadi t-shirts handspun in India. Every tee supports weavers & removes 5kg plastic. Free shipping.

✅ Meta description is **744** pixel(s) long — Your meta description is an acceptable length.

Header Tags (H1-H3)

- ❏ Sustainable Khadi T-Shirts Made in India – Shop Organic & Eco-Friendly Styles
- ❏ Why Choose Khadi Cool?
- ❏ How to Care for Your Khadi T-Shirt

Mage SEO :

- Image Size (50KB - 200KB range)
- Speed SEO= Better ranking
- If you sell products, use schema.org/image object or product schema.

Internal Linking:

- ❖ Read how our Artist Series t-shirts support local creators → [link]

Schema Markup:

- **Product Schema**: price, rating, availability
- **FAQ Schema** for rich results on Google

Product - Schema.org Type

https://schema.org/**Product**

schema.org › Thing › Product

Any offered **product** or service. For example: a pair of shoes; a concert ticket; the rental of a car; a haircut; or an episode of a TV show streamed online.

Off Page SEO:

Blogger- Collaborate with **eco-bloggers**, sustainability influencers

- Eco lifestyle -Eco Wardrobe: My Favorite Khadi Picks
- Fashion Reviewer - Khadi Cool Review: Handwoven Meets Modern

Backlink:

Based in Ahmedabad, this brand blends traditional khadi with modern fits, offering ultra-soft t-shirts made from organic, handwoven cotton.

Each purchase supports artisan weavers and removes 5 kilograms of plastic from Indian waterways — truly, fashion with a purpose.

Keyword Research :

Sustainable t-shirts India
Organic cotton t-shirts

Primary Keywords

Tools for Research:

- Google Keyword Planner
- Ubersuggest

Custom eco-friendly bulk shirts
Artist designed Indian t-shirts

Secondary Keyword

Best organic khadi t-shirts for summer
College fest bulk custom t-shirt suppliers India

Long-tail Keyword

Content Marketing Ideas:

➔ Top 5 Outfits for a Minimalist Wardrobe - Blog
➔ Why I chose Khadi Cool - Videos

Email Newsletter :

Subject Line:

Welcome to Khadi Cool Fashion That Feels Good

Pre-header:

Get 10% off your first order – crafted with khadi, powered by purpose.

Welcome to the KhadiCool family!

We're so glad you're here.
At **Khadi Cool**, we believe clothes can do more than just look good – they can **do good.** Every t-shirt you buy:

- Supports Indian weavers
- Removes 5 kg of plastic waste
- Brings sustainable style into your everyday life

Email Marketing Strategy – Full Funnel Plan

Objective:

Engage subscribers, convert leads, and build loyalty with purpose-driven email content.

➔ Welcome Series -   Subject: *"Welcome to Khadi Cool – Fashion That Feels Good"*
Content: Story of the brand, eco-impact, 10% discount
CTA: *"Shop Now"*

➔ Promotional Campaigns - **When:** Festival, seasonal sales
 Goal: Drive traffic & revenue
 Examples: Subject: *"This Diwali, Dress in Purpose – Flat 25% Off"*
CTA: *"Grab My Deal"*

➔ Newsletter (Monthly) - New launches, customer stories
Sustainable fashion tips
Blog link: "Why I Choose Khadi"
CTA: *"Read More"*, *"Shop Now"*

➔ Loyalty & Re-engagement

Tools :

- ❖ **Mailchimp / Sendinblue** – for automation
- ❖ Shopify Email / WooCommerce plugins
- ❖ A/B testing for subject lines
- ❖ Segment lists (new vs. repeat buyers, B2B vs. D2C)

KPIs to Track:

1. Open Rate
2. Click-Through Rate
3. Conversion Rate
4. Unsubscribe Rate
5. Revenue per Email

Google ads Strategy: Campaign -1

Campaign Types : Search , Display , Shopping

Campaign objective: traffic, conversions, leads

Bidding: Maximize conversions, Target CPA
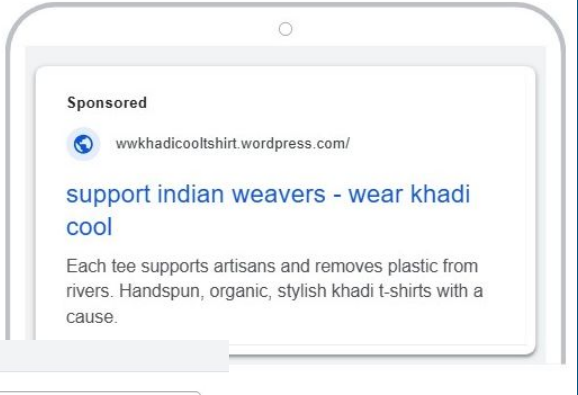
Ad creations:

Headlines: support indian weaves.wear khadi cool.

Description: Handspun, eco conscious t shirt with a cause.

Ad group: heritage T-Shirt , artist series, Bulk Orders

Keyword set:

Organic cotton tees, sustainable fashion india,

Sponsored

🌐 wwkhadicooltshirt.wordpress.com/

support indian weavers - wear khadi cool

Each tee supports artisans and removes plastic from rivers. Handspun, organic, stylish khadi t-shirts with a cause.

Campaign name	Eco fashion_1
Campaign type	Search
Objective	Website traffic
Goal	Page views

Keywords	10 keywords
Search term matching	Expanding your keywords with Google AI
Brand inclusions	Limiting to: 0 brand lists
Locations of interest	None
URL inclusions	No URL inclusions
Ads	1 ad

Ad group :

Ad group name	Network Highlights the eco-friendly nature of khadi
Ad group status	🟢 Enabled
Bid	₹200.00
Ad group type	Responsive: Create video ads that can show as multiple formats
Audience expansion	On

Horizontal (1.91:1) · 1.0 MB

0:15.0

0:09.9

Oversized t shirts ✨ ❤️ #forma...
Vertical (9:16) · FASHION COLL...

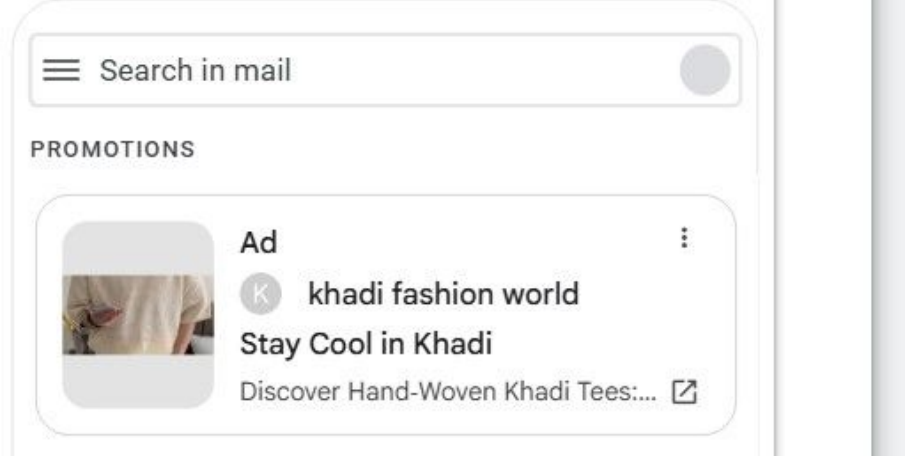old money cotton knitted polo t...
Vertical (9:16) · fashion blog

Conversion :

Conversions on a website ✅
For any web conversions that'll be measured with a Google tag or imported from Google Analytics

www.khadicooltshirt.wordpress.com   Edit

🏷️ via Google Tag Not installed yet

Asset:

Assets

SALE
80% OFF
SHOP NOW
www.khadicooltshirt.com

www.khadicooltshirt.com.png
Horizontal (1.91:1) · 1.0 MB

Campaign -2

Campaign type: display ads

Objective: sign / learn more

Target audiences:

Age: 18-45

Search in mail

PROMOTIONS

Ad

K khadi fashion world

Stay Cool in Khadi

Discover Hand-Woven Khadi Tees:...

Targeting

Audiences	Custom T-Shirts + 6 more
Demographics	Gender (Female), Age (18 – 24 + 3 more)
Keywords	india shopping + 24 more
Topics	Shopping & Retailers + 3 more
Optimized targeting	On

Ad group:

Campaign name : tradition

Objective: conversation

Target audience: young urban professional

- Age - 25- 40

headline:

- classic khadi, modern style -explore our heritage collection
- Eco friendly , heritage inspired: T shirt that tell a story

Long headline:

- Every T shirt you but support traditional weavers & Remove 5kg plastic -join the khadicool

- Crafted by Indian weavers, designed for you - Get your premium khadicol T shirt

Ad :

Wear Sustainable. Wear Khadi Cool this is content

Shopping Ad:

An ad with a high-quality image of a Khadi Cool t-shirt with the price displayed (₹899), linking directly to the product page

Ad group name	tradition
Ad group status	● Enabled
Bid	₹5,000.00
Ad group type	Responsive: Create video ads that can show as multiple formats
Audience expansion	On

Google Ads Budget & Bidding Strategy:

- **Search Ads**: ₹20,000/month
  - targeting high intent users actively searching for products
- **Display Ads**: ₹10,000/month
  - brand awareness, building a larger audience
- **Shopping Ads**: ₹10,000/month
  - showcasing products directly to those ready to purchase

Target CPA - 500 per customer - Maximize Conversions
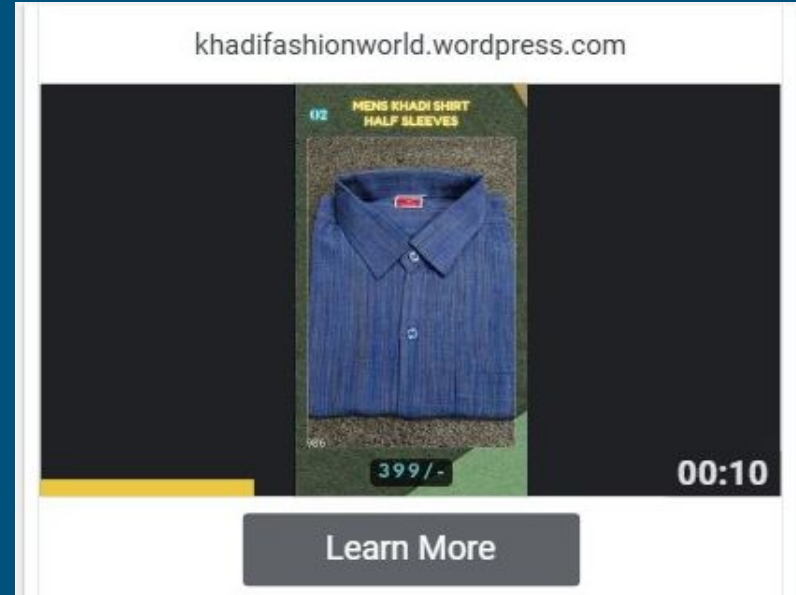
Remarketing ad Copy :

Long headlines: Still Eyeing That T-Shirt? Your Sustainable Style Is Just a Click Away

Description : 100% pure khadi, breathable and proudly Indian. Stock is limited – buy now before it's gone!

CTA (Call to Action):

- Shop Now
- Complete My Order
- Get My Tee

Set Up Tracking & Analytics

Implement Conversion Tracking:

- **Conversion Actions**: Set up conversion tracking to monitor [google completed purchases on the website.

Set Up Retargeting Audience:

- Visitors who viewed the Heritage T-shirts page but didn't purchase.

The Campaign :

1. Campaign
2. Ad group
3. Ads created
4. Keywords
5. Reviews(budget ,bidding ,targeting, and ad copy)
6. performance, **CTR (Click-Through Rate)** and **Conversion Rate**.

Google Analytics

What it does: Google Analytics is essential for tracking website traffic, conversions, bounce rates, and overall user behavior on your site.

Key Metrics Tracked:

1. **Conversion Rate**: Track how well your ads are converting website visitors into customers
2. **Bounce Rate**: Track how many people leave after visiting a landing page.
3. **CTR**: Though Google Analytics doesn't directly track CTR (which is part of the ad campaign), you can see the traffic from your ads and track how many of those visitors bounce or convert.

Tracking method and tools:

- campaign objective - ROAS (Return on Ad Spend), CAC (Customer Acquisition Cost), CTR (Click-Through Rate), Conversion Rate, Bounce Rate.

Website tracking:

➢ **Google Analytics 4 (GA4)** using Google Tag Manager: E Commerce site

—   **conversion events** (purchase, sign-up, add to cart, etc.)

➢ **Ad Platform Tracking:**

Meta Pixel - Configure **events** (ViewContent, AddToCart, Purchase)

➢ **Dashboards in Looker Studio:**

Google Analytics and Meta Ads Manager to Looker Studio - charts/tables

❖ ROAS
❖ CAC by channel (Meta vs. Google)
❖ CTR comparison (Ad creatives A vs. B)
❖ Analyze & Optimize Weekly

Social media marketing:

Facebook & instagram ⟶ Reach ₹75 Lakhs in 18 months + build 100K followers

Social Media Ads :

- website traffic
- conversions during sales/festivals
- Tell brand story (weavers, plastic removal, heritage)

Campaign Funnel :

1. **Awareness**
2. **Consideration**
3. **Conversion**

Objective
Reach + Impressions
Traffic + Brand Interest
Sales + Leads

Campaign Type
Video Views,
Engagement
Carousel, Website Clicks
Conversions

Budget planning:

Monthly Budget: ₹50,000 – ₹80,000

1. **Awareness - 40% - reals, video ads**
2. **Consideration -30 % -Carousel + Website Traffic Ads**
3. **Conversion - 30% - Festival Sale / Limited Edition Ad**

Campaign -1

- **Campaign name: Weaver Story Reel**
- **Objective: Awareness (Video Views)**
- **Goal: 100,000 views of the weaver's story**

Campaign -2

- **Campaign 2: T-Shirt Carousel**
- **Objective: Consideration (Traffic)**
- **Goal: 1,000 website clicks.**

Campaign -3

- **Campaign 3: Festival Sale**
- **Objective: Conversion (Sales)**
- **Goal: ₹2 Lakhs in sales.**

Campaign -1

Ad set name

New awerences ad

Campaign name

Weaver Story Reel
ID: 120229811447760563

Buying type

Auction

Objective

Awareness

Special Ad Categories

No categories declared

Ad sets

Please add Ad sets

Ad name

New Awareness ad
ID: 120229811447750563

Partnership ad

Off

Facebook Page

Books beyond

Instagram account

itz__tom__2.0

Identities display format

Ad set name

Reel Views - Target India
ID: 120229811447740563

Page

Books beyond

Budget

Daily budget ₹1,000.00

Budget scheduling

Enabled: Yes

Start date

Friday 4 July 2025, 10:34

Campaign -2

Campaign name

T-Shirt Carousel Campaign
ID: 120229815360380563

Buying type

Auction

Objective

Traffic

Test creative or settings

After you've selected Publish, we'll duplicate this campaign to create versio
of your A/B test.

Campaign budget

Campaign budget

Daily Budget ₹2,000.00

Campaign bid strategy

Highest volume

Delivery type

Standard

Special Ad Categories

No categories declared

Ad sets

Ad set name

Traffic to Website
ID: 120229815360390563

Conversion location

Website

Budget scheduling

Enabled: No

Start date

Friday 4 July 2025, 11:31

End date

Run as ongoing

Placements

Advantage+ placements

Performance goal

Maximise number of link clicks

Bid strategy

Highest volume

Value rules

Enabled: No

When you are charged

Impression

Campaign name

Festival Sale
ID: 120229816639140563

Buying type

Auction

Objective

Sales

Test creative or settings

Edit the ad creative for each of your test ads and publish them so that your test will be ready to go on the start date.

Campaign budget

Ad set name

New Sales ad set
ID: 120229816639150563

Conversion location

Website

Budget scheduling

Enabled: No

Start date

Friday 4 July 2025, 12:06

End date

Run as ongoing

New sales ad

	Name	Variants	Availabilit
☐	Embrace Tradition with Style Content ID: dr977332aj	—	In stock
☐	Fresh Designs Every Quarter Content ID: jrtia65hup	—	In stock
☐	Your Brand, Your Design Content ID: umc5y2v56c	—	In stock

In today's competitive online marketplace, every brand needs a powerful tool to streamline advertising and maximize visibility. Meta's Ad Manager is the go-to solution for businesses aiming to reach their target audience effectively and efficiently across Facebook, Instagram, and other Meta platforms.

Linkedin

Target Audience :

- Young professionals
- corporate clients
- Colleges
- Sustainability advocates

Company Story:

Share posts that highlight Khadi Cool's mission, the artisans behind the brand, and the sustainable practices employed in producing the t-shirts. This can include:

B2B Engagement :

Promote the custom t-shirt printing service for corporate events and colleges. The messaging should be professional and emphasize the branding potential for businesses.

Thought Leadership:

Share articles, infographics, and expert opinions on topics like sustainability in fashion, the resurgence of khadi, and the future of handloom industries.

YouTube Marketing

Audience :

↪ Young, eco-conscious urban professionals who are interested in sustainable fashion.

Content Strategy:

- Create short videos that show the traditional process of weaving khadi, the artisans at work, and how each t-shirt is made.
- Why I Switched to Sustainable Fashion with KhadiCool | [Influencer Name - MS. Dhoni]
- Encourage followers to share how they style their Khadi Cool t-shirts using a branded hashtag like #KhadiCoolStyle, and reward the best posts with free products or discounts.

E-commerce Tools:

- ❏ Shopify/WordPress (WooCommerce)
- ❏ Mailchimp for Email Campaigns
- ❏ Google Analytics

D2C Strategies:

- ❏ Instagram & Facebook
- ❏ Influencer Partnerships

Paid Advertising & Campaign:

- ❏ Google Ads $\longrightarrow$ Search Ads/Display Ads
- ❏ Facebook & Instagram Ads $\longrightarrow$ Targeted Ads/Carousel Ads

Traditional Marketing Plan

- Local TV & Radio Ads
- Print Media Advertising
- Newspapers
- Direct Mail Campaigns
- Sponsorships and Partnerships with Cultural Events
- Collaboration with Local Artisans and Traditional Weavers
- Trade Shows and Exhibitions
- Traditional Retail
- Local Community Engagement
- Traditional Flyers and Posters

Conclusion:
Traditional marketing can complement KhadiCool's digital presence by targeting a wider audience, especially people who appreciate craftsmanship, sustainability, and cultural heritage. Using a mix of print media, events, local partnerships, and community engagement, Khadi Cool can build strong brand recognition and create a more holistic, well-rounded marketing approach.

Thank you