

Comprehensive Digital Marketing Project Work

Project given by



SMARTBRIDGE
Let's Bridge the Gap

STUDENT'S DECLARATION

I **K.MANOHAR** a student of SRI SAI degree college program RegNo.**Y203054089** of the Department of B.S.C college do hereby that I have completed. The mandatory internship from 29-05-2023 to 04-08-2023 in **DIGITAL MARKETING** ,Department of B.S.C **SRI SAI DEGREE COLLEGE VINUKONDA.**

K.MANOHAR

(SIGNATURE)

ACKNOWLEDGEMENT

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K.Manohar
signature.

TEAM MEMBERS

Team Leader : KATTEMPUDI MANOHAR



Allen Solly®
Est 1744

OVERVIEW OF THE ORANIZATION

Brand Allen solly was a part of William Hollins & Co. Ltd ,was born in 1774. More than 200 years later, in last decade of 20th century, Allen Solly was taken over by Madura garments (now Madura Fashion & Lifestyle) young fledging division of Madura coats, a market leader in threads and garments and trims. But this was just the beginning. The company realized that there was a burgeoning market in catering to professionals that they had not yet explored. These were the professionals unhappy with the status quo and looking for something that was quite out of ordinary. Allen Solly was reborn as an answer of the quest. The idea of spearheading a brand that broken all conventions still needed a solid foundation. And Friday dressing came in. The concept was very popular, never had been experimented with in India. So when Brand Allen Solly was re-launched in 1993

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Research Brand Identity: Study the brand's mission, values, vision, and unique selling propositions (USPs).

- ComPany/topic for project : Allen Solly
- Brand colours: Black,White

● Logo:



- Mission/values: The brand is committed to maintaining the highest level of ethical standards, professional integrity, This is because of urbanization, favorable demographics and increasing preference for branded goods.
- India has an abundant amount of cotton, wool, silk and jute. In fact, India is the largest producer of cotton in the world
- USP: Allen Solly is one of the biggest brand in world
- Tagline: "My World, My Way"

Company/topic for project: Allen Solly

Brand massaging : Allen Solly is one of India's largest and fastest growing branded apparel companies and a premium lifestyle player in retail sector. After consolidation its position as the leader in the WorkCasual Segment with its own Mainline Brand Allen Solly, it introduced multiple sub brands in the Women Wear, Juniors, Denim wear and Sport segments

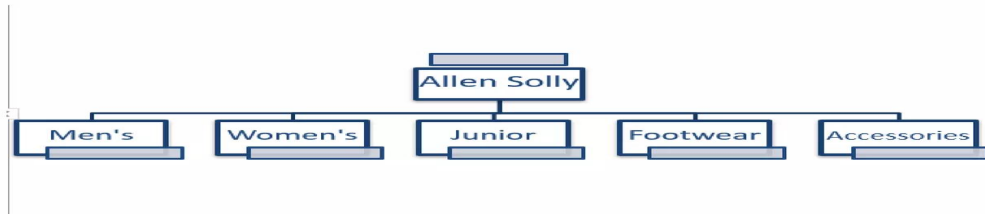
Allen Solly's Main target consumers were the young professionals who were highly sensitive to the latest fashion trends. Allen Solly offers fashion at affordable prices by following up to date fashion trends

Explain: Adding further Bhat said that the new identity embodies brand values of 'Freedom' and 'Effortlessness' to the core and over a period of time will become a signature for Allen

Allen Solly was founded in 1744 by William Hollin and Co Ltd. The brand was bought in the 90's by a company called Madura Garments. Madura Garments was a part of Madura Coats and a big producer of threads. Aditya Birla Group acquired Allen Solly in 2001.

Product Mix

Allen Solly has both formal and casual wear in both Men's and Women's segment.



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Analyze Brand Messaging: Allen Solly**, headquartered in bangalore , India, is a leading private sector brand that provides a wide range of clothing products. This brand was founded 1744 in England. The clothing company however ended up in Indian hands in the late 20th century by William Holin and Company Limited
- It contributed two per cent to the GDP of India and employs more than 45 million people in 2017-18. The apparel sector contributed 15 per cent to the export earnings of India in 2017-18. Cotton production in India is estimated to have reached 36.1 million bales in FY19. Cotton and fibres are major segments in this category. Production of man-made fibre has also been on an upward trend
- Explain the brand tagline: “My World, My Way” was formed to show the brand's new trend. In 2002, Allen Solly became the first Indian brand to introduce work fashion for women. Allen Solly is a brand that transformed the dressing lifestyles of Indian officials. Allen Solly was the modernizer in bringing the semi-formal revolt to the Indian market. It netted the imagination of youth and professionals equal giving them a chance to mark a fashion statement at work.

Allen solly prices analysis

Product categories in Men's and Women's segment

Source: <https://www.allensolly.com/>

WOMEN'S SEGMENT	
CLOTHING	PRICE RANGE
T-shirts, Tops, Tank tops	Rs.600-3000
Blouse	Rs.500-3000
Skirts, Dress, Jumpsuits	Rs.500-4000
Jeans	Rs.1000-3500
Jackets & Overcoats	Rs.700-3000
Sweatshirts	Rs.1500-3500
Trousers & Leggings	Rs.600-2500
FOOTWEAR	
Sandals, Flipflops, Slippers	Rs.700-3000
Ballerines, Mocassins	Rs.700-4000
Heals	Rs.1000-3500
BAGS & ACCESSORIES	
Bags, small leather goods	Rs.500-3500
Laptop Bags and Backpacks	Rs.700-2500
Belts	Rs.700-1500

MEN'S SEGMENT	
CLOTHING	PRICE RANGE
T-shirts, Shirts, Polo	Rs.500-2000
Shorts, Jeans, Barmudas, Pants	Rs.700-3000
Sweater, Hoods, Coats, Jackets	Rs.700-3000
Suits and Blazers	Rs. 1500-7500
FOOTWEAR	
Lace-up, Slip-On, Loafers	Rs.500-2500
ACCESSORIES	
Belts, Wallets	Rs.500-2000

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Competitor Analysis**: Select three competitors operating in the same industry or niche as the chosen their USPs and online communication
- Competitor1: <https://vanheusenindia.abfrr.in/>
- USP: vanheusenindia is one of the big brand in world
- Communication: The information relating to the Brand vanheusen india clothing pattern .
- Competitor2: <https://peterengland.abfrr.in/>
- USP: peterengland is the most efficient and clothing brand in the Indian branding industry
- Communication: the brand develops an impression on their brand .
- Competitor3: <https://louisphilippe.abfrr.in/>
- USP: louisphilippe is one of the largest private sector financier in Indian clothing industry
- Communication : the brand target audience and establish success metrics

Competitor Mapping



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Buyer's/Audience's Persona: Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviours, and interests

Research and Data Collection: Conduct surveys, interviews, and data analysis to gather insights about your current customers and potential target audience.

Demographics: Identify the key demographics of your customers, such as age, gender, location, occupation, and income level.

Interests and Preferences: Understand their interests, lifestyle, fashion preferences, and behaviors related to shopping.

Motivations and Pain Points: Determine what motivates them to buy from Allen Solly and what pain points the brand can address.

Shopping Habits: Analyze how and where they prefer to shop, whether online or in physical stores.

Competitor Analysis

Style and Innovation: Allen Solly is known for its contemporary and stylish designs, targeting a young and fashion-forward audience.

Vibrant Colors: The brand is recognized for its vibrant and lively color palettes, setting it apart from more traditional formal wear brands.

Diverse Product Range: Allen Solly offers a wide range of products, including shirts, trousers, dresses, skirts, jackets, and accessories.

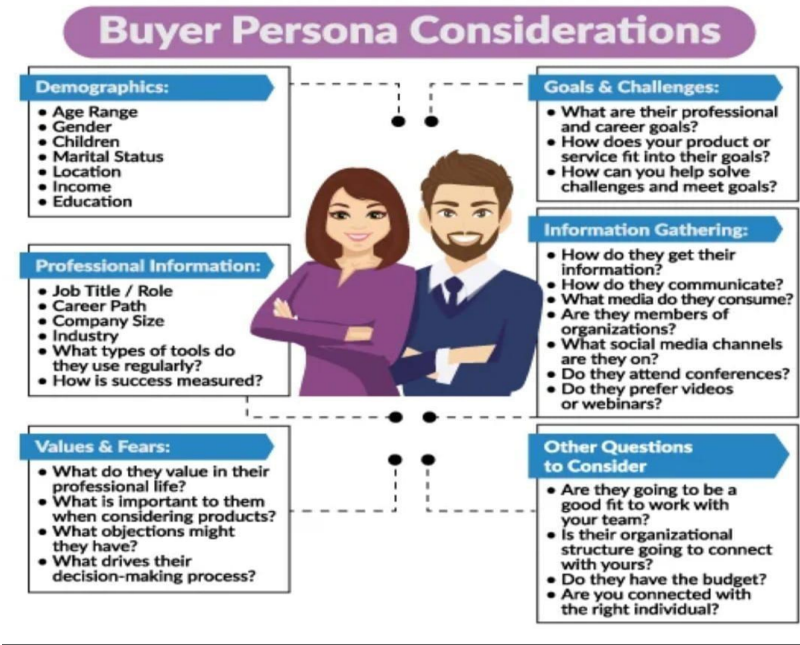
Casual Workwear: The brand is known for revolutionizing the concept of casual workwear, offering a blend of formal and relaxed clothing suitable for the modern workplace.

Focus on Comfort: Allen Solly's products are often designed with an emphasis on comfort without compromising on style.

Buyer's/Audience's Persona

Brand Perception: Find out how they perceive Allen Solly, including their thoughts on its products, reputation, and customer service.

Goals and Aspirations: Understand their personal and professional goals, as well as their aspirations, to align marketing messages accordingly.



Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyse Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

2. SEO Strategies of Allen Solly

The retail stores and eCommerce of Allen Solly's website offer apparel and accessories for women and men.

The brand has also expanded its online presence by opening eCommerce websites where you can find them on Google with any of these keywords:

- » Allen Solly Outlet,
- » Allen Solly t-Shirts,
- » Allen Solly Online, Etc.

And all of these websites provide fashion-related products to customers. And the company has used various SEO techniques like:

- » Perfect SEO keyword
- » Backlinking
- » Non-broken pages
- » Better Off-page and On-page optimisation strategies

Hundreds of pages on on-page SEO, off-page SEO, LSI, and articles claiming to offer answers about how SEO works may be found if you Google "Allen Solly SEO strategy."

Sadly, most of these blogs provide conflicting information, leaving you perplexed and disappointed.

As a result, we'll tell you the truth about how Allen Solly came up with a winning SEO plan.

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The domain score of the Allen Solly website is 43, with organic search traffic reaching 653.4k visits and paid search traffic bringing 14.8k new visitors to the website. In addition, their backlink techniques allow them to achieve visibility of 19.7k.



Listed below are the keyword used in their website and blog post to increase the traffic to their website.

Organic Search Positions 1 - 100 (74,204) [+ Add to keyword list](#) [Manage columns \(12/16\)](#) [Export](#)

<input type="checkbox"/>	Keyword	Intent	SF	Pos.	Diff.	Traffic...	Volume	KD %	CPC (...)	URL
> <input type="checkbox"/>	+ allen solly >>			1 → 1	0	25.08	201K	57	0.2	ww...com/
> <input type="checkbox"/>	+ allen solly shirts >>			1 → 1	0	5.05	40.5K	41	0	ww...s-39
> <input type="checkbox"/>	+ shirts for men >>			10 → 9		2.57	550K	67	0	ww...s-39
> <input type="checkbox"/>	+ blazer for men >>			7 → 7	0	2.29	368K	43	0	ww...7581
> <input type="checkbox"/>	+ mens suits >>			6 → 6	0	1.91	246K	44	0	ww...7578
> <input type="checkbox"/>	+ blazer >>			9 → 6		1.91	246K	53	0	ww...7581
> <input type="checkbox"/>	+ allen solly t shirts >>			1 → 1	0	1.84	14.8K	35	0	ww...s-40
> <input type="checkbox"/>	+ allen solly jackets >>			1 → 1	0	1.51	12.1K	23	0	ww...7575

Most of the best backlinks sites where they have submitted links by Allen Solly are shown in this image.

Backlinks [Export](#)

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
Social Bookmarks Site · Save your fav... http://www.socialbookmarkssite.com/	Buy Allen Solly Shorts for Women Onlin... https://www.allensolly.com/category/w...	nofollow
Kerala's Leading Web Designing Com... https://woxro.com/	allensolly https://www.allensolly.com/	follow
Official Online Store of Louis Philippe, ... https://www.trendin.com/	Allen Solly https://www.allensolly.com/?source=tre...	follow
Official Online Store of Louis Philippe, ... https://www.trendin.com/	- https://www.allensolly.com/?source=tre...	follow
- http://data.vtcdns.com/data_pp.html	https://fridayliving.allensolly.com/londo... https://fridayliving.allensolly.com/londo...	follow

Follow vs Nofollow

● Follow links 15.29K
● Nofollow links 4.21K
[View details](#)

Backlink Types

Text		78%	11.3K
Image		22%	3.3K
Form		0%	0
Frame		<1%	10

The stats show Allen Solly's top paid keywords, which drive more visitors to their website.

The stats show Allen Solly's top paid keywords, which drive more visitors to their website.



They use 44.3% of informational keywords, resulting in 167.2k visitors to their website. However, the 4.6% navigational keywords bring them far more traffic, with 186.2k total visitors in the current month.

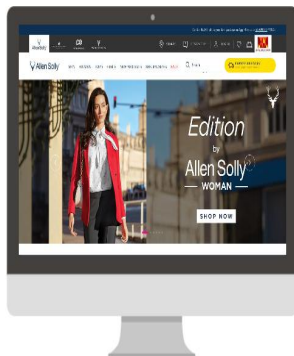
Options Share Download as PDF

Audit Results for allenolly.abfrl.in



Your page could be better

Recommendations: 15



On-Page SEO



Links



Usability



Performance



Social



Report Generated: 1 August 9:33AM UTC Refresh Results Now

Website URL

Quick Audit

Features

Pricing

Resources

US

Login

Premium - Free Trial

Links

Number of Backlinks

You can see information about your page's backlinks within this report by signing up to one of our premium plans.

Signup - Free Trial

On-Page Link Structure

We found 66 total links. 30% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Show details

Friendly Links

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Show details

i

i

✗

Create White Label PDFs

Upload your own logo and company's contact details. Generate unlimited PDFs under our White Label plans. See an [example PDF Report](#)

Embed the Audit Tool into your website. Get notified of leads straight from your website.

Learn More - White Label

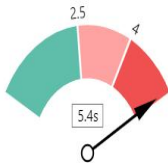
SEOptimer

Google's Core Web Vitals

Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	2.5 s	Serve images in next-gen formats	1.2 s

Performance Results



Your performance is good

Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

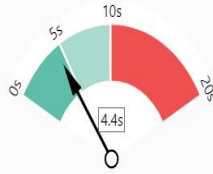
Page Speed Info

Your page loads in a reasonable amount of time.

Server Response



All Page Content Loaded



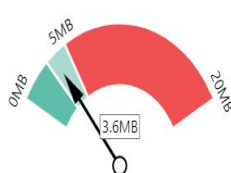
All Page Scripts Complete



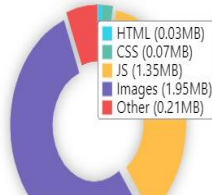
Download Page Size

Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Download Page Size



Download Page Size Breakdown



Social Results



Your social is very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.

Facebook Connected

Your page has a link to a Facebook Page.



Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



Show details

Facebook Pixel

Your page has a Facebook Pixel installed.



Pixel ID

698965524233187

Twitter Connected

Your page has a link to a Twitter profile.



Twitter Activity

You have a strong following on Twitter.














24.480

Technology Results

Technology List

These software or coding libraries have been identified on your page.



Technology	Version
 Adobe Dynamic Media Classic	
 Akamai	
 Akamai mPulse	
 Boomerang	
 Facebook Pixel	
 Google Analytics	
HSTS	
 jQuery	
 Microsoft Advertising	
 React	
 Slick	
 yellow.ai	

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

[Content Calendar Example](#)

(Try creating a table for the month of July)

Theme for July: "Summer Style Vibes"

Week 1: July 1 - July 7

July 1 - Social Media Post

- Introduce the month's theme: "Embrace the Summer Breeze with Allen Solly's Latest Collection! 🌞 #SummerStyleVibes"
- Feature a vibrant and stylish summer outfit from the latest collection.

July 3 - Blog Post

- "Top 5 Must-Have Summer Wardrobe Essentials" - Highlight key pieces from Allen Solly's summer collection, such as lightweight shirts, colorful dresses, and versatile accessories.

July 6 - Instagram Story

- Behind-the-scenes look at a photoshoot featuring summer outfits.
- Poll: "Which summer color palette do you prefer: pastels or bold and bright?"

Week 2: July 8 - July 14

July 10 - Social Media Post

- Customer spotlight: Share a photo of a customer rocking an Allen Solly summer outfit. Include a short testimonial.

July 12 - Instagram Reel

- "Quick Summer Styling Tips: Transforming Day-to-Night Looks" - Showcase how to transition an outfit from a casual daytime look to a chic evening ensemble.

Week 3: July 15 - July 21

July 18 - Instagram Live

- Live Q&A session with a fashion stylist: "Ask Me Anything About Summer Fashion"

July 20 - Social Media Post

- "Travel in Style: Your Ultimate Summer Vacation Wardrobe Checklist" - Feature travel-friendly outfits and accessories.

July 22 - Blog Post

- "Dressing for Summer Office Success: How to Stay Professional and Stylish" - Tips for creating work-appropriate summer looks.

Week 4: July 22 - July 31

July 25 - Instagram Reel

- "DIY: Upcycling Your Old Summer Clothes into Trendy New Outfits" - Share creative ideas for revamping old garments.

July 28 - Social Media Post

- Highlight International Friendship Day: "Twinning Tuesday! Tag Your Bestie and Your Matching Allen Solly Outfits! 👯 #ASBFFs"

July 30 - Instagram Story

Part 3: Content Ideas and Marketing Strategies

Content ideas : The idea is to bring the corporates' entire financial world under one. Over the years, we have simplified and digitized processes, thus reducing.

Marketing Strategies :

By targeting young men with similar interests, Allen Solly was able to gain more customers using Facebook Ads. They used these ads to show users deals near the targeted users at specific locations.

The Facebook Lead Ads campaign targeted men aged 18 to 45 living nearby like the Allen Solly store near me.

Allen Solly targets ads based on the type of clothing the viewer is interested in or has recently purchased. Also targets ads based on gender.

Allen Solly is trying to make its inventory more user-friendly to its users. To do this, it has created an email outreach program where it uses its customer database to send promotional content to customers and encourage them to link to Allen Solly's website.

They deal with fashionable items like clothing, footwear, bags, and sunglasses. With the launch of its YouTube channel and Facebook page, Alok hopes to promote its products even more.

Allen Solly uses social media to promote their clothing. They have more than 150,000 likes on their Facebook page and over 21,000 subscribers on their YouTube channel.

Allen Solly Tailors targets those in India, who are looking to have their suits tailored to fit them perfectly. This is thanks to their mobile app and SMS, which allows users to take their measurements without visiting the tailors in person.

Allen Solly

Allen Solly Tailors targets those in India, who are looking to have their suits tailored to fit them perfectly. This is thanks to their mobile app and SMS, which allows users to take their measurements without visiting the tailors in person.



**GIVE WINGS
TO YOUR LOOK**

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:

- **Select Content Categories:** Identify 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. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1 :blog article

Format 2 :creative

Format 3: video

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Format 1 :blog article

Aim:boost there new types of snekers and trousers

date:1st august 2023

idea:Allen solley launched new snekers that are water proof snekers and new jogging trousers

Topic: how allen solley snekers and trousers are now perfect to wear and get from small sizes to xl sizes

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Format 2 :creative

aim: brand awareness and reach

date:1st august 2023

idea:new summer event for allen solly juniors and try to create a new juniour dress for summer

Topic: how allen solley launch and create new juniors dress for kids in the summer

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

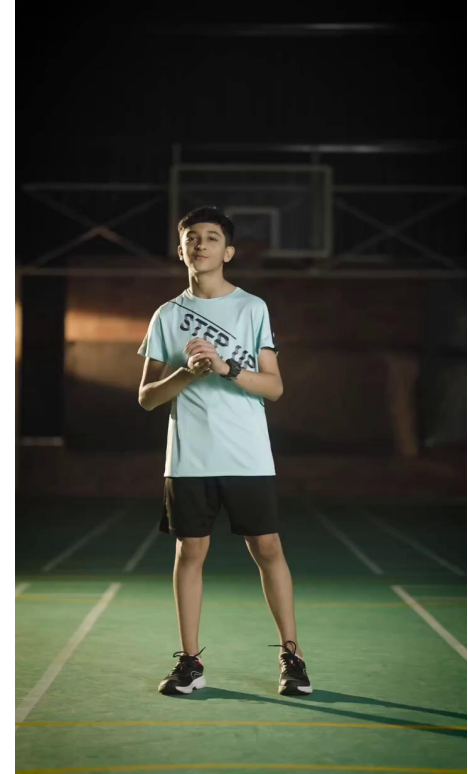
Format 3 :video

Aim:To promote new summer juniors dress for allen solly

Date:1st august 2023

Idea:new summer juniors dress video

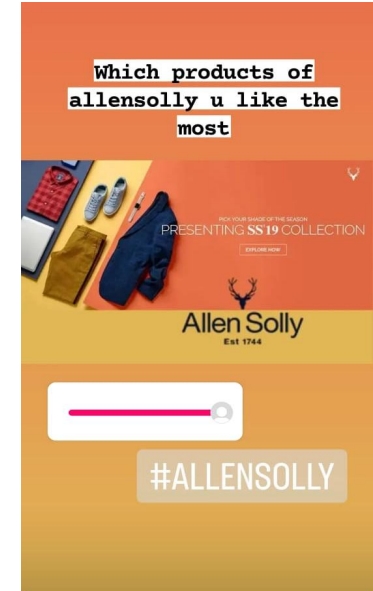
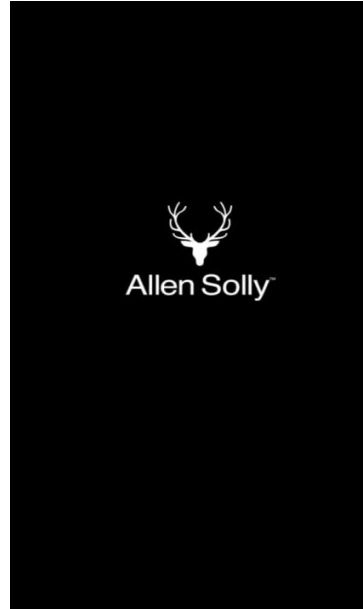
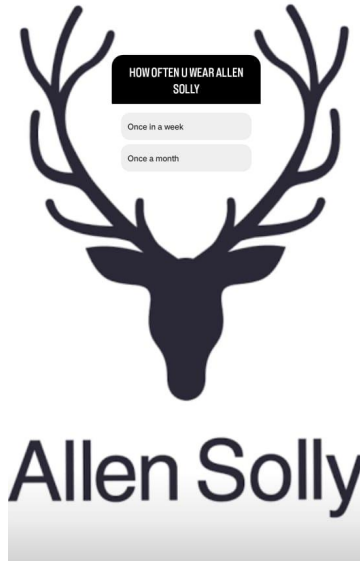
Topic:Video about how new allen solly juniors dress fits



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over

Social Media and Email Ideation and Creation)

Instagram Story :



Social Media and Email Ideation and Creation)

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over

Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.

Video Editing <https://clipchamp.com/watch/aXGW3plwQCV>

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Social Media Ad Campaigns

Ad Campaigns over Social Media:

INSTAGRAM AD CAMPAIGN :Instagram ads are posts that promote a business's products or services. The posts can appear in multiple ways, such as an Instagram feed, stories, or both. They can include images or video along with copy and a link to the web page of the company's choice.

Instagram strategy of Allen Solly

Many tiny fashion brands worldwide are now widely publishing on Instagram with no restrictions.

Shadows

Instagram is a platform where brands can use post reels and stories to market their products, attract traffic back to their websites, and eventually drive sales.

Vignette

Whether in the form of images or illustrations, visual content has always been important to the fashion business. However, the fashion sector is increasingly using video as a marketing tool, allowing companies to connect with offline and online clients.

Color

Many brands have recognised the significance of Instagram and are starting to incorporate it into their overall strategy, and one of them



allensollyindia

Follow

Message



3,484 posts

448K followers

71 following

Allen Solly

Clothing (Brand)

Ace the game, ace the look with Allen Solly Juniors collection!!

bit.ly/Dopamine-Collection



Allen Solly™



Dopamine



RESORT WEAR



Project Green



Topical Days



Juniors



allensollyindia



allensollyindia Dress to impress!

Discover Allen Solly's Dopamine collection and find colors that reflect your unique style.

#ColorfulStatement #AllenSollyWomen #DopamineFashion #AllenSollyStyle

1w



deniseoechsle

4d Reply



Facebook strategy of Allen Solly

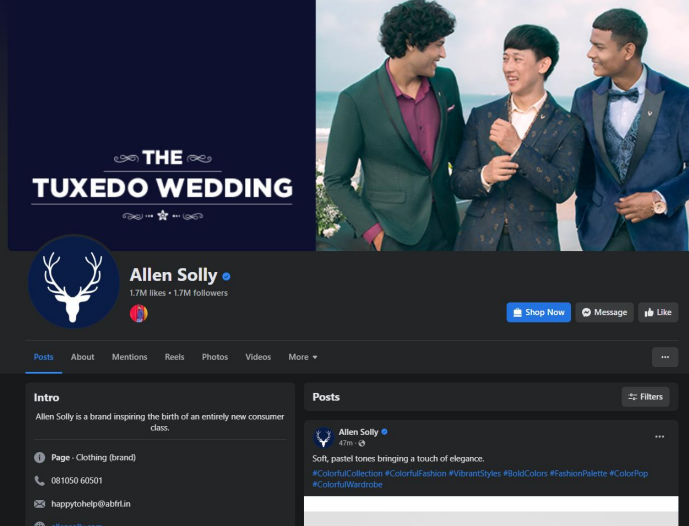
Although Facebook isn't the only social media platform available, it is the most popular. Its sheer popularity makes it one of the most effective ways to promote your company.

Since then, Facebook has evolved to become one of the world's largest social networks. Its massive popularity makes it one of the most important marketing platforms, with billions of users.

Facebook's strategy is essential for fashion brands like Allen Solly to stay relevant and profitable.

Let's see what Allen Solly's Facebook strategy is and how much traffic and followers they get regularly.

The images below were recently made by Allen Solly and are used to drive more traffic to the site via Facebook ads, which works well.



Key Takeaway

There's a big market for campaigns launched on social media, and the power Instagram has in driving engaged users is significant. In order to leverage Instagram to grow your customer base, you need to understand customer journeys within and across social networks so you can use them too.

Other successful Instagram campaigns

Barry's Bootcamp

Adidas Originals

TWITTER SOCIAL MEDIA CAMPAIGN

Twitter is the answer to the question what are you doing now. It always you to create a text like message of up to 140 characters through a pc or on your phone and send it to your followers. It's a mix of business and social. You could be at home communicating what you are doing or in work.



Allen Solly

14.9K Tweets



Allen Solly

@allensolly

'Tis the season to [#StealTheShow](#) with all new Allen Solly [#TuxedoWedding](#) collection for men

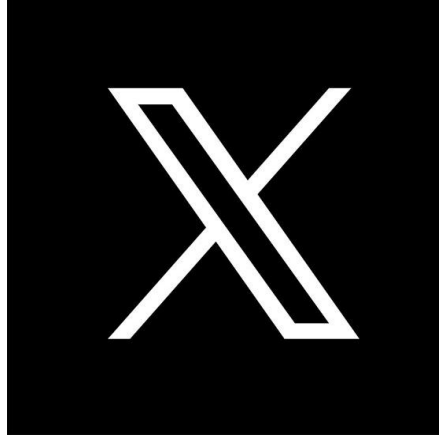
For Online enquires: happytohelp@abfrr.in Call us at- 8105060501

📍 India 🌐 bit.ly/Allen-Solly_Tu... 📅 Joined August 2010

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No look is ever complete without the perfect accessories. With the Allen Solly End of Season sale get upto 50% off on footwear and handbags. T&C Apply.

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10:30 AM · Jan 3, 2020

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Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

For every campaign clearly define:

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Email Ad Campaigns

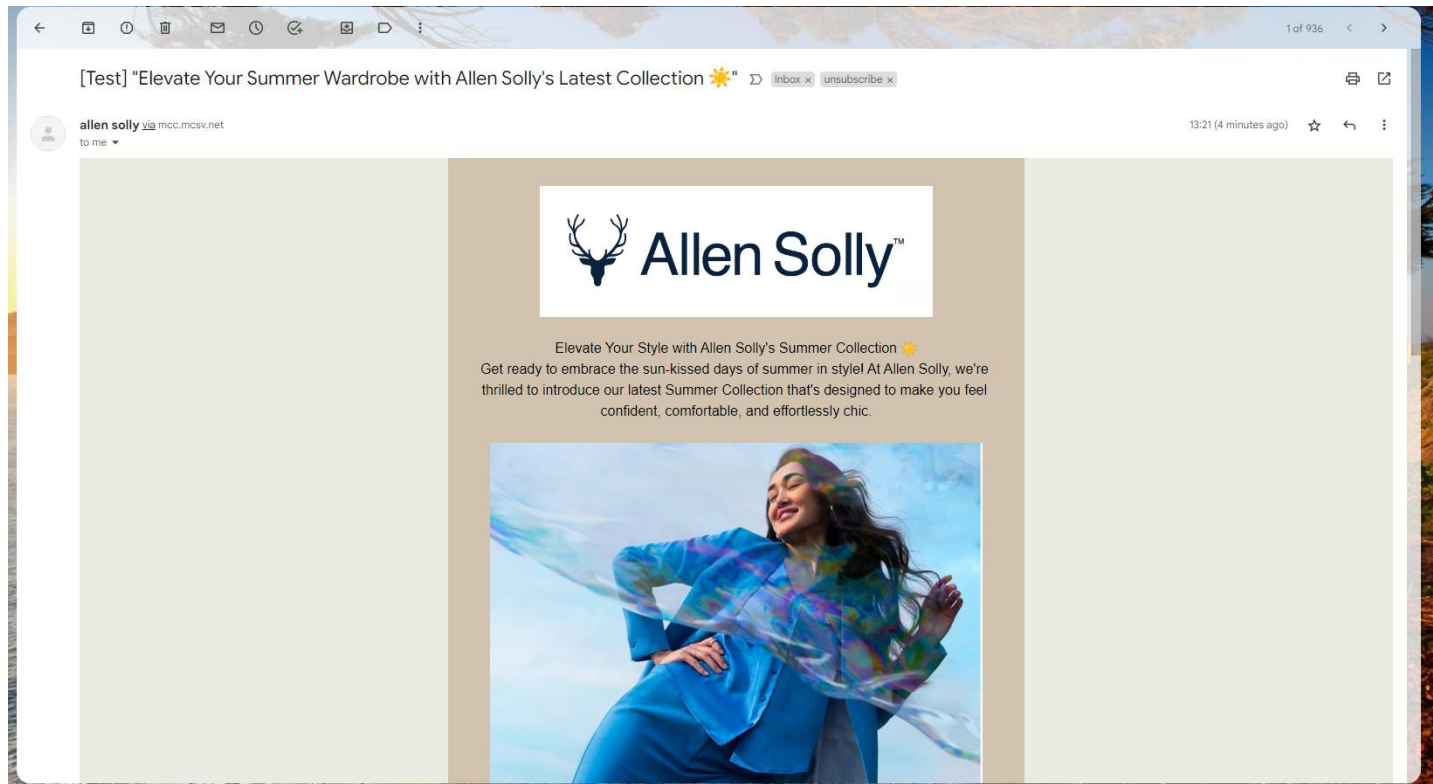
Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

Two methods of emails and two types of emails is listed in email ad campaigns

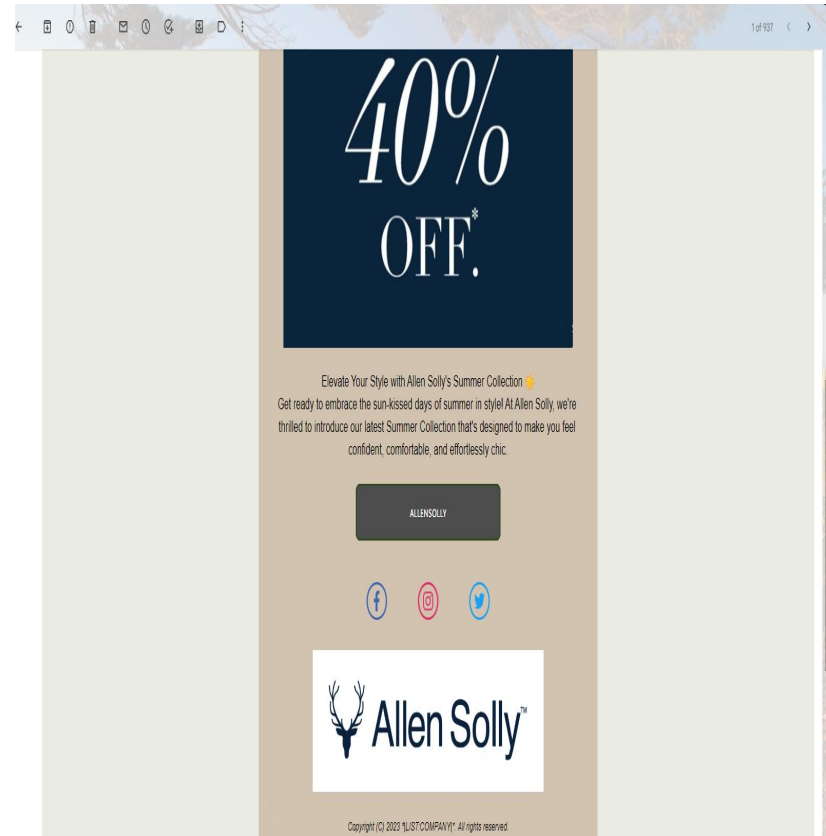
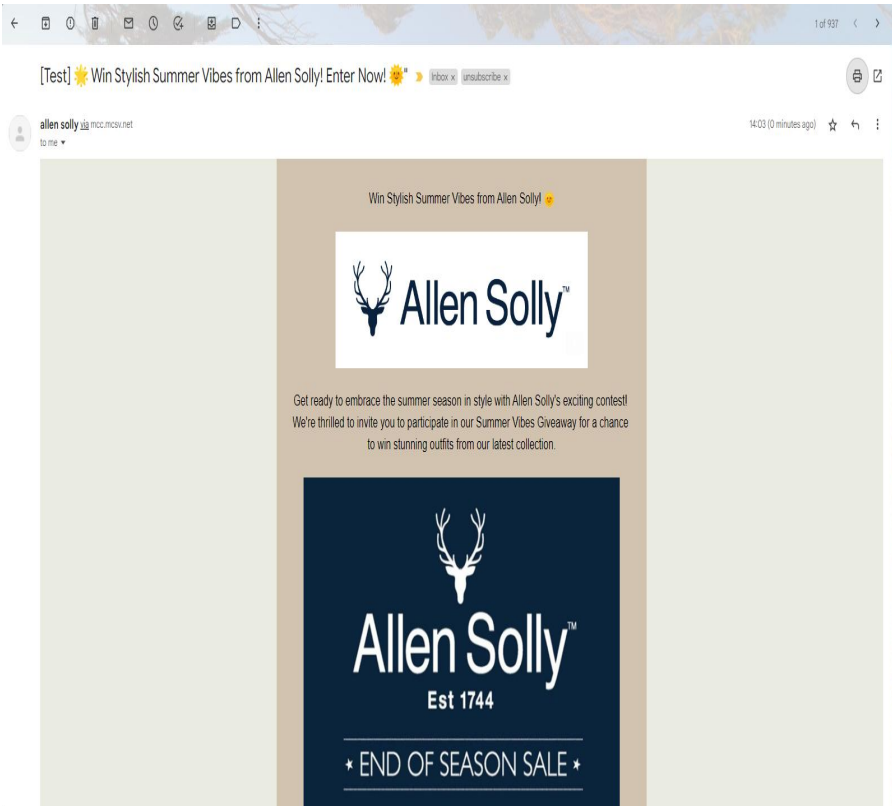
Email Ad Campaign 1 - Brand Awareness

(insert emailer image) brand awareness Email ad camping



Email Ad Campaign 2 - Lead Generation

(insert emailer image)



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

- **CONTENT CREATION AND CURATION** : Shared content can be categorized into two main categories;

Curated, which is content gathered from trusted sources relevant to your industry and created, which is content product within your organization.

Challenges and lessons learned : first of all, I Would like to thank smart bridge for giving me this project. I played a vital role in making this project. Also learned every aspect of digital marketing in 3 months internship. During this project, I faced many challenges. At first I did not understand what to do on that topic . Then our mentor give us a suggestion. Through this project the aspects of day to operation of a company were learned. In the end , I learned everything and successfully completed this project.



<https://www.youtube.com/watch?v=OjzPEIqNICI>

