

# **DIGITAL MARKETING**

INTERSHIP Comprehensive Digital Marketing for ALLEN SOLLY

A Project Report on **ALLEN SOLLY** under the Esteemed Guidance of  
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Presented by

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# INTERSHIP

Comprehensive Digital Marketing For ALLEN SOLLY

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

Research Brand:

Mission/values:

Usp:

Analyze brand tone and identity:

Set 4 SMART goals and KPIs for the same :

# Brand study (Mission /values &USP)

## MISSION VALVES :

:Solly, a popular clothing brand, embodies several key

innovation: Allen Solly strives to innovate in fashion, bringing fresh designs and styles to its customers. This could mean experimenting with new fabrics, designs, or even retail experiences

Quality: Ensuring high-quality products is a cornerstone of Allen Solly's mission. Customers trust the brand for durable, well-made clothing that lasts.

Syle: Allen Solly aims to be at the forefront of fashion trends, offering stylish clothing options that appeal to a wide range of tastes and preferences.

Accessibility: The brand aims to make fashion accessible to all, offering a range of products at various price points to cater to different budgets

Individuality: Allen Solly celebrates individuality and self-expression, encouraging customers to express their unique style through its diverse range of clothing options

Sustainability: In recent years, many fashion brands, including Allen Solly, have emphasized sustainability. This may involve using eco-friendly materials, reducing waste in production, or implementing ethical sourcing practices

## unique selling propositio(USP) Analysis

Innovative Workwear: Allen Solly revolutionized the concept of workwear by introducing the 'Friday Dressing' trend, which encourages a more relaxed and casual attire for the workplace on Fridays.

Blend of Formal and Casual: The brand offers a seamless blend of formal and casual wear, catering to the diverse lifestyle needs of its customers

# Brand study, Competitor Analysis & Buyer's/Audience's

**Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication and conduct SWOT analysis

Competitor 1: **peter england**

Competitor 2: **Raymond**

Competitor 3: **van heusen**

## Competitor 1: peter england

**USP** **Quality Formalwear:** Peter England's unique selling proposition (USP) lies in its combination of quality, style, and affordability in men's clothing. The brand is known for offering well-crafted, fashionable attire at accessible price points, making it appealing to a wide range of consumers. Additionally, Peter England emphasizes versatility, with collections that cater to both formal and casual occasions, ensuring that customers can find suitable attire for various events and settings.

**Online communication** **E-commerce Platform:** Maintaining a user-friendly and visually appealing e-commerce website where customers can browse, purchase, and review products conveniently. Implementing features like product recommendations, virtual try-ons, and easy payment options can enhance the online shopping experience.

## Strengths

**Strong brand recognition:** Peter England has established itself as a reputable and reliable brand in the apparel industry, especially in the men's segment.

**Wide product range:** The brand offers a diverse range of clothing options, including formal wear, casual wear, and accessories, catering to various customer preferences.

**Extensive distribution network:** Peter England has a widespread distribution network, including exclusive brand outlets, multi-brand outlets, and online platforms, ensuring its products are easily accessible to consumers.

## Weaknesses

**Limited Focus on Women's Wear:** Peter England primarily focuses on men's fashion, which limits its market share in the broader fashion industry. The brand may miss out on opportunities to capitalize on the growing demand for women's clothing and accessories.

**Limited International Presence:** While Peter England has a significant presence in India, its international presence is relatively limited compared to some global competitors. Expanding into new international markets could be a growth opportunity for the brand.



## Opportunities:

**Expansion into New Markets:** Peter England has opportunities to expand its presence in new domestic and international markets. Targeting emerging markets with growing middle-class populations and increasing disposable incomes could fuel the brand's growth trajectory.

**Diversification into Women's Wear:** Diversifying its product offerings to include women's wear could open up new revenue streams for Peter England. Expanding into this segment would allow the brand to cater to a broader customer base and capitalize on the growing demand for women's fashion.

## Threats:

**Competition:** Peter England faces intense competition from both domestic and international fashion brands operating in the same market segments. Competitors with aggressive marketing strategies, innovative designs, and strong brand identities pose a threat to Peter England's market share and profitability.

**-Economic Uncertainty:** Economic downturns, fluctuations in consumer spending, and currency fluctuations pose risks to Peter England's sales and revenue growth. Uncertain economic conditions could impact consumer confidence and purchasing power, affecting overall demand for the brand's products.

## Competitor 2: Raymond

**USP::** Customization and Personalization: One of Raymond's key USPs is its focus on customization and personalization, particularly in formal wear. Raymond offers made-to-measure services, allowing customers to tailor their garments according to their specific preferences and measurements. This personalized approach appeals to consumers seeking individualized fit and style, setting Raymond apart from mass-produced clothing brands like Allen Solly

**Online communication** :Contemporary Fashion: Allen Solly's USP lies in its contemporary and trendy fashion offerings. The brand is known for its modern and stylish designs that appeal to young professionals and fashion-conscious individuals. Unlike Raymond, which may have a more traditional and formal focus, Allen Solly offers a wide range of casual and semi-formal clothing options suited for various occasions, including work, social events, and leisure.

## **Strengths:**

**Contemporary Fashion:** Allen Solly offers contemporary and trendy fashion designs that appeal to young professionals and fashion-conscious individuals, distinguishing itself in the casual and semi-formal wear segments. **Diverse Product Portfolio:** The company offers a diverse range of products including textiles, apparels, and lifestyle brands, catering to various customer segments and preferences. **Strong Distribution Network:** Raymond has a widespread distribution network with a presence across multiple channels including company-owned stores, multi-brand outlets, and e-commerce platforms.

## **Weaknesses:**

**Premium Pricing:** Some of Raymond's products are positioned in the premium segment, which may limit their accessibility to price-sensitive consumers, especially in competitive markets. **-Brand Perception:** While Raymond is renowned for its quality fabrics and formal wear, it may face challenges in appealing to younger demographics and staying relevant in fast-changing fashion trends. **Overdependence on Textiles:** The company's heavy reliance on textile manufacturing makes it vulnerable to fluctuations in raw material prices, currency exchange rates, and other external factors.

## Opportunities:

**Diversification:** Raymond can explore diversification opportunities beyond textiles and formal wear into segments such as casual wear, athleisure, or lifestyle products to tap into evolving consumer preferences. **International Expansion:** Leveraging its brand reputation and quality standards, Raymond can strategically expand its presence in international markets to capture new customers and revenue streams. **Digital Transformation:** Investing in e-commerce platforms, digital marketing, and omnichannel retailing can enhance Raymond's reach and customer engagement, especially with tech-savvy consumers.

## Threats:

**-Economic Uncertainty:** Economic downturns, inflation, or geopolitical tensions can adversely affect consumer spending habits, leading to reduced demand for Raymond's products. **Changing Consumer Preferences:** Shifts in fashion trends, lifestyle choices, or purchasing behaviors could impact Raymond's sales if the company fails to adapt quickly to evolving market dynamics. **Counterfeit Products:** The proliferation of counterfeit goods poses a threat to Raymond's brand reputation and revenue, especially in markets where intellectual property rights enforcement is weak.

## competitor 3: Van Heusen:

**USP** Contemporary Formal Wear: Van Heusen is well-known for its contemporary formal wear collections tailored for professionals and individuals who prioritize style in the workplace. The brand offers a wide range of shirts, trousers, suits, blazers, and accessories designed to exude sophistication and elegance.

Tailored Fit Options: One of Van Heusen's key USPs is its focus on tailored fit options. The brand provides a variety of fits including slim fit, regular fit, and custom fit, allowing customers to find the perfect silhouette that complements their body type and personal style.

### ONLINE communication

Both Van Heusen and Allen Solly utilize various online communication channels to engage with their audience, showcase their products, and strengthen their brand presence. Here's how they approach online communication:

**Social Media Engagement:** Van Heusen maintains active profiles on major social media platforms such as Instagram, Facebook, Twitter, and LinkedIn. They use these platforms to showcase their latest collections, share style tips, and engage with their audience through interactive content, polls, and Q&A sessions.

## **Strengths:**

**Strong Brand Heritage:** Van Heusen boasts a rich heritage and legacy in the fashion industry, with a history dating back to its establishment in 1881. This long-standing presence contributes to its brand recognition, credibility, and trustworthiness among consumers.

**-Quality Formalwear:** The brand is renowned for its high-quality formalwear collections tailored for professionals and individuals who prioritize style in the workplace. Van Heusen offers a wide range of shirts, trousers, suits, blazers, and accessories designed to exude sophistication and elegance.

## **Weaknesses:**

**-Limited Innovation in Design:** While Van Heusen excels in offering classic formalwear, it may lag behind competitors in terms of innovation and experimentation with designs. The brand's focus on timeless styles may limit its appeal to younger demographics seeking more trend-driven fashion.

**-Reliance on Formalwear Segment:** Van Heusen's heavy reliance on formal wear may pose a weakness, especially in markets where casualwear is gaining popularity. Diversifying its product offerings to include more casual and lifestyle-oriented collections could mitigate this weakness.

## **Opportunities:**

**E-commerce Growth:** With the increasing trend of online shopping, Van Heusen has the opportunity to expand its e-commerce presence, reaching a wider audience and improving convenience for customers.  
**International Expansion:** There are opportunities for Van Heusen to further expand its presence in international markets, particularly in regions with growing economies and fashion-conscious consumers.

**-Collaborations and Partnerships:** Collaborating with fashion designers or celebrities can help Van Heusen tap into new markets and attract younger demographics.

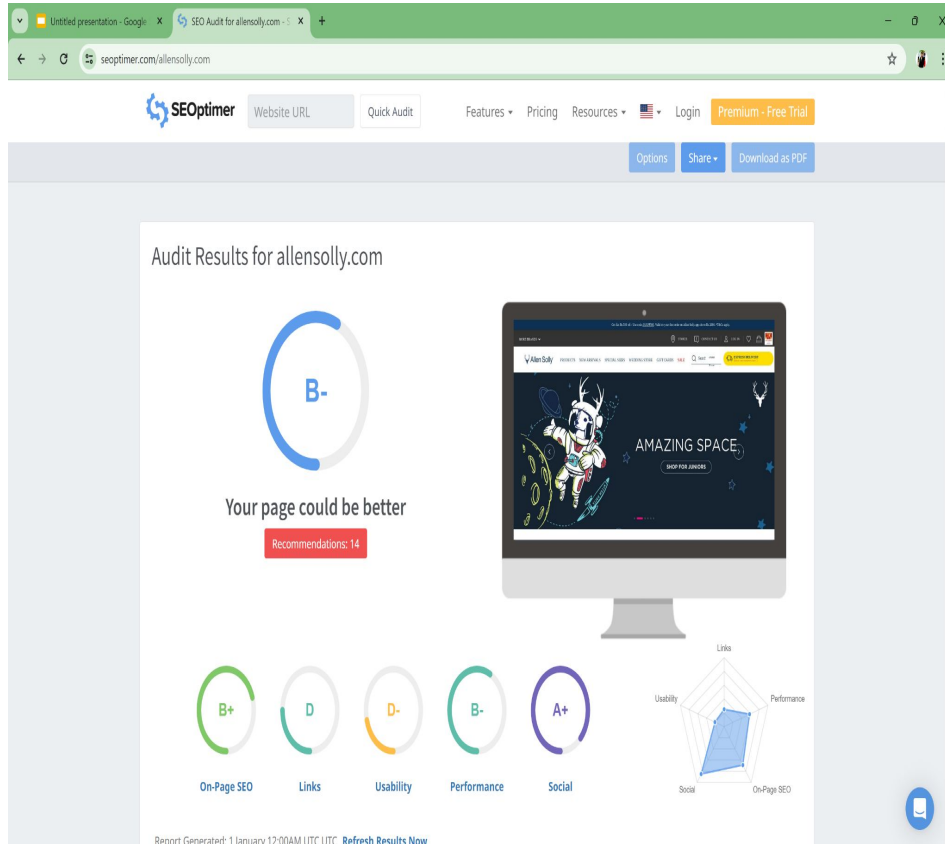
## **Threats:**

**-Economic Downturns:** Economic downturns can negatively impact consumer spending on non-essential items like apparel, affecting Van Heusen's sales and revenue.

**-Changing Consumer Preferences:** Shifts in fashion trends and consumer preferences can pose a threat to Van Heusen if the brand fails to adapt quickly enough to evolving tastes.

**-Counterfeiting:** Counterfeit products can undermine Van Heusen's brand reputation and result in loss of sales, particularly in regions with weak intellectual property protection.

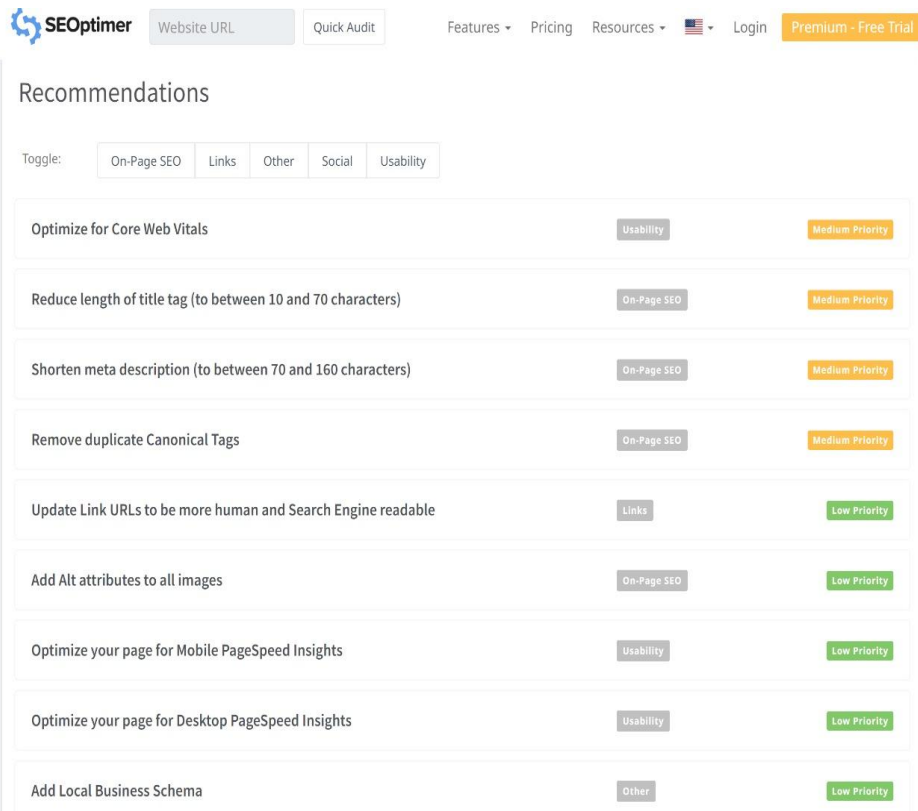
# SEO Audit



- The website has a fair SEO score however it can be improved in certain aspects such as link building & Usability



# Seo Audit



The screenshot displays the SEOptimer website audit tool interface. At the top, there is a navigation bar with the SEOptimer logo, input fields for 'Website URL' and 'Quick Audit', and links for 'Features', 'Pricing', 'Resources', 'Login', and a 'Premium - Free Trial' button. Below the navigation bar, the 'Recommendations' section is active, with tabs for 'On-Page SEO', 'Links', 'Other', 'Social', and 'Usability'. The 'On-Page SEO' tab is selected, showing a list of recommendations. Each recommendation includes a description, a category button, and a priority button.

Recommendation	Category	Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Reduce length of title tag (to between 10 and 70 characters)	On-Page SEO	Medium Priority
Shorten meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Remove duplicate Canonical Tags	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Add Local Business Schema	Other	Low Priority

Here are some points of how the website can improve its SEO

- Optimise images & other assets by compressing them
- Remove duplicate H1 Tags
- Start with off page activities such as link building.

# Keyword Research

allen solly

United States

<input type="checkbox"/> Keyword		Volume <sup>①</sup>	Competition <sup>①</sup>	KEI <sup>①</sup>	No Click Searches <sup>①</sup>
<input type="checkbox"/> allen solly		1,200	39	47	<div><div></div></div>
<input type="checkbox"/> allen solly shirts		220	9	666	<div><div></div></div>
<input type="checkbox"/> allen solly india		180	28	66	<div><div></div></div>
<input type="checkbox"/> allen solly mens underwear		180	—	—	<div><div></div></div>
<input type="checkbox"/> allen solly undershirts v neck		180	—	—	<div><div></div></div>
<input type="checkbox"/> allen solly cashmere sweater		135	6	1,365	<div><div></div></div>
<input type="checkbox"/> allen solly mask		135	—	—	<div><div></div></div>
<input type="checkbox"/> allen solly underwear		135	—	—	<div><div></div></div>
<input type="checkbox"/> allen solly competition analysis		110	—	—	<div><div></div></div>
<input type="checkbox"/> allen solly suits		100	6	1,282	<div><div></div></div>
<input type="checkbox"/> allen solly t shirt		100	14	235	<div><div></div></div>
<input type="checkbox"/> allen solly logo		90	24	78	<div><div></div></div>
<input type="checkbox"/> allen solly classic v neck tshirts white		80	—	—	<div><div></div></div>
<input type="checkbox"/> allen solly company		80	—	—	<div><div></div></div>
<input type="checkbox"/> allen solly pants		80	—	—	<div><div></div></div>
<input type="checkbox"/> allen solly t shirts		70	14	194	<div><div></div></div>
<input type="checkbox"/> allen solly wikipedia		70	16	167	<div><div></div></div>
<input type="checkbox"/> allen solly brief		55	—	—	<div><div></div></div>

**Key word objectives:sales oriented**

**.Allen solly india**

**.Allen solly mask**

**.Allen solly cashmere sweater**

**.Allen solly shirts**

**We can use these 4 as primary keywords since they have decent volumes and are relevant to the brands products.**

# On Page Optimization (Content Optimization)

## introduction:

In the ever-evolving world of fashion, Allen Solly stands as a beacon of timeless elegance and contemporary style. Since its inception, Allen Solly has been synonymous with sophistication, offering a wide range of apparel for both men and women that effortlessly blends classic charm with modern trends.

**Section1 :**Identify relevant keywords related to Allen Solly's products, brand, and target audience using tools like Google Keyword Planner, SEMrush, or Ahrefs.Prioritize keywords with high search volume, relevance, and low competition.

**Section2:** Incorporate target keywords naturally into page titles, meta descriptions, headings (H1, H2, etc.), and body content.Optimize image alt text, file names, and captions with relevant keywords.Ensure URLs are clean, descriptive, and include target keywords where appropriate.Use structured data markup (schema.org) to provide search engines with additional context about Allen Solly's products and content.

**Section3:** Create high-quality, informative, and engaging content that meets the needs and interests of Allen Solly's target audience.Ensure content is well-written, free of grammatical errors, and provides value to users.Use a mix of formats such as blog posts, articles, product descriptions, videos, and infographics to cater to different preferences and consumption habits

**Section4:** Align content topics and themes with Allen Solly's brand identity, values, and product offerings.Address common questions, pain points, and interests of Allen Solly's target audience through informative and relevant content.Regularly update and refresh content to reflect changes in trends, seasons, or product offerings.

## Conclusion:

At Allen Solly, fashion is not just about what you wear, but how it makes you feel. Through high-quality, informative, and engaging content, Allen Solly empowers individuals to express their unique sense of style with confidence and flair. Whether dressing for a formal occasion or embracing everyday elegance, Allen Solly's clothing is designed to inspire and delight.

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

Getting a free tool to do keyword research is a task since most tools are paid

- Choosing the right keywords was an issue since there were a lot of relevant keywords in the list.
- We understood how the users search & gained insights into the kind of keywords people search for.

# On page optimization

**Focus Key words:** Allen solley India Allen solley mask Allen solley cashmere sweate Allen solley suits

**Meta Title:** Allen Solly offers suits in different fits including regular fit, slim fit, and tailored fit. This ensures that customers can find a suit that fits them well and complements their body shape.

**Meta Description:** Discover timeless elegance and modern sophistication with Allen Solly's collection of apparel for men and women. Explore our range of finely crafted suits, shirts, dresses, and accessories that seamlessly blend style and comfort.

## Part 3: Content Ideas and Marketing Strategies

**Content Idea Generation & Strategy:** Create a content calendar for the remaining month of April 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 only for the post and story mentioned in the calendar.

# Content calendar for the month of JULY

## July

*#nationalgrillingmonth, #july4th, #nationaljunkfoodday,  
#summervacation, #summervibes, #bbqtime*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 World UFO Day	3	4 Independence Day	5	6 International Kissing Day
7 World Chocolate Day	8	9	10 National Piña Colada Day	11 7-Eleven Day	12 National French Fry Day	13
14	15 National Give Something Away Day	16	17 World Emoji Day & National Hot Dog Day	18	19	20
21 National Junk Food Day & National Ice Cream Day	22	23	24 International Self Care Day	25	26 Disability Independence Day	27
28	29	30 International Day of Friendship	31			

# Strategy, Aim and the Idea behind this story

In the early 1990s, Allen Solly, a part of Aditya Birla Group, recognized a shift in workplace culture. Traditional formal wear was losing its appeal as companies embraced a more casual and relaxed dress code. Allen Solly seized this opportunity to differentiate itself by offering a range of clothing that was stylish yet appropriate for the evolving work environment. Their strategy focused on providing garments that combined professionalism with comfort and contemporary fashion.

.The aim of Allen Solly was to revolutionize the concept of workwear. Instead of the conventional, stiff formal attire, the brand aimed to offer clothing that allowed individuals to express their personality while maintaining a professional demeanor. By understanding the changing needs and preferences of the modern workforce, Allen Solly aimed to become synonymous with smart, versatile, and comfortable workwear.



# Strategy, Aim and the Idea behind this post

Trategy behind a post about Allen Solly could be to engage with the audience, increase brand awareness, promote products or collections, or communicate the brand's values and identity. This could involve utilizing social media platforms, email newsletters, or the brand's website to reach the target audience effectively.

The aim of the post could vary depending on the specific goals of the marketing campaign. It might aim to drive sales, generate leads, encourage user interaction and engagement, or simply raise brand awareness. Understanding the target audience and their preferences would be crucial in determining the aim of the post.

# Part 3: Content Ideas and Marketing Strategies

**.Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.**

**We as a brand wanted to understand the skincare concerns and preferences of the audience and creating the content to address those specific needs. Additionally, keeping the content engaging. So, by listing down a couple of ideas we were able to shortlist the ones shown on the content calendar.**

**The difficult part for us was finding out what people were searching particularly for beauty and skincare. By doing a search on Google and looking at the competitors was challenging but it helped us understand how each brand kind of had unique USPs and it helped us to look into that further and come up with posts and reel ideas accordingly while keeping the focus of being creative, engaging and informative.**

# Part 4: Content Creation and Curation

## Post Creation:

- **Select Content Categories:** Come up with 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. Write complete content/caption along with the CTAs

## Format 1: PANTS:

## Format 2:BLAZERS:

## Format 3:SHIRTS:

**Format 1: PANTS:**

**CAPTION:**Pants like a brand ton

**HASTAGE:**

**#ALLEN SOLLY**

**#FASHIONSTYLE**

**#MEN FASHION**



**Format 2:BLAZERS:**

**CAPTION:** Out fit like a good vibes

**HASTAGE:**

**#ALLEN SOLLY**

**#SHOOT**

**#MEN FASHION**

**#BRAND**



**Format 3:SHIRTS:**

**CAPTION:BRAND ALLEN SOLLY**

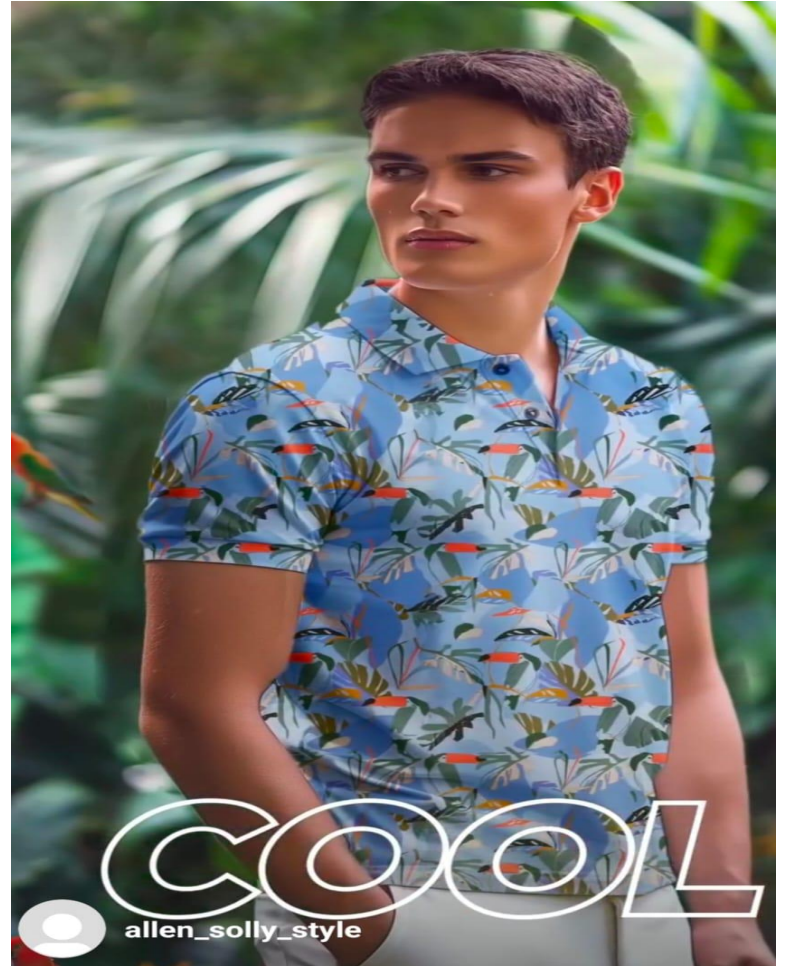
**HASTGAGE:**

**#ALLENSOLLY**

**#SHIRTS**

**#BRAND**

**#STYLE**

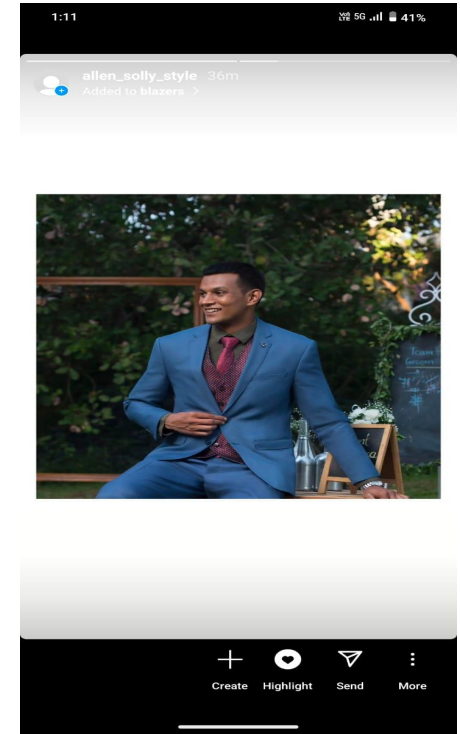
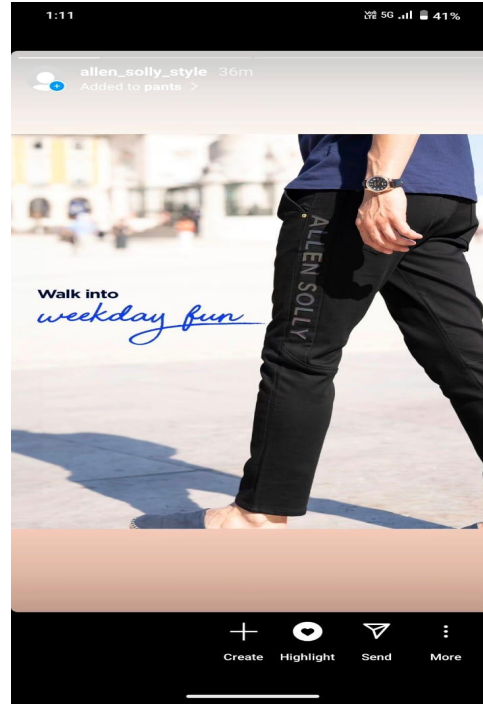


## **Part 4: Content Creation and Curation**

**Utilize the Stories feature on Instagram for two consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save these 2 story with an appropriate name for each. Be as creative as possible.**

# Screenshots of story

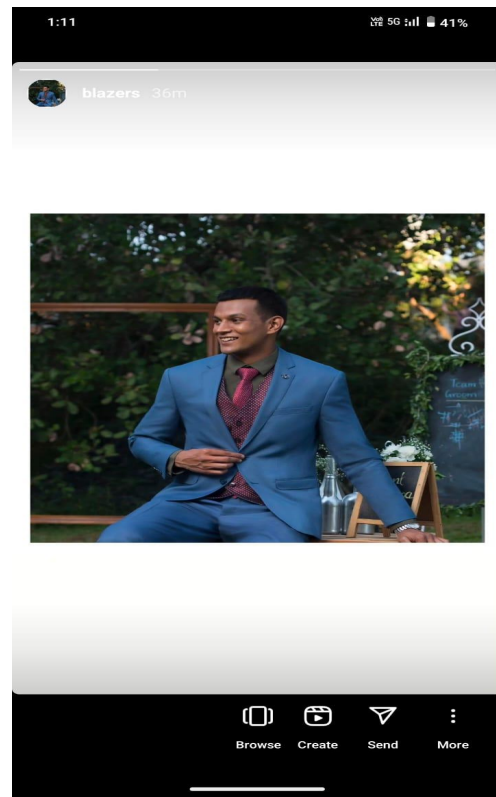
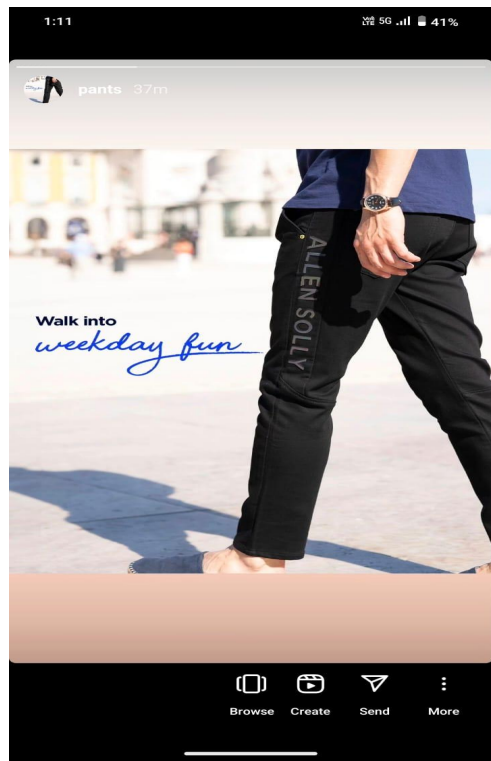
[https://www.instagram.com/allen\\_solly\\_style?igsh=MXhidjBiOTF4NXk1aA==](https://www.instagram.com/allen_solly_style?igsh=MXhidjBiOTF4NXk1aA==)



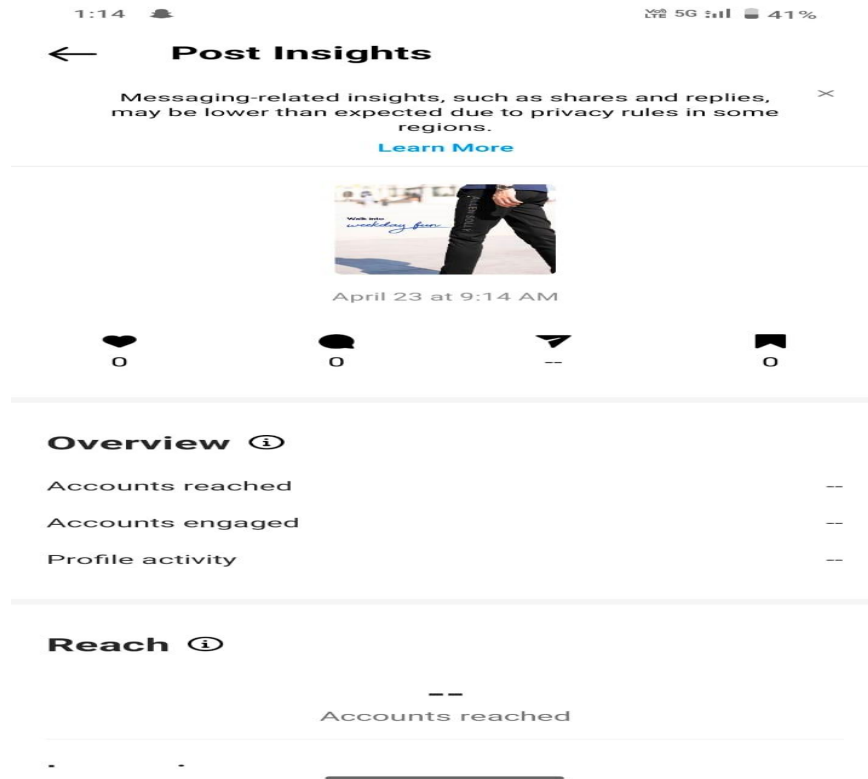


# Highlights for story

[https://www.instagram.com/allen\\_solly\\_style?igsh=MXhidjBiOTF4NXk1aA==](https://www.instagram.com/allen_solly_style?igsh=MXhidjBiOTF4NXk1aA==)



# Story Insights - Q&A:



Reach is \_ 5 \_\_\_\_\_

Impressions is \_\_\_\_\_

Likes is.:143 \_\_\_\_\_

Etc.....

Areas for improvement:

1) Story could be better. Quiz option would help in getting engagement

2) Since the shares of informative stories are more, we could create more informative stories