

DIGITAL MARKETING

INTERNSHIP Comprehensive Digital Marketing For ALLEN SOLLY

A project report on **ALLEN SOLLY** under the Esteemed Guidance of
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INTERSHIP

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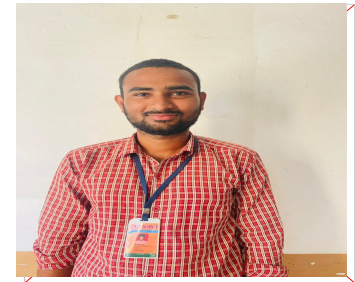
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Brand study,competitor Analysis & Buyer'/Audience's persona

. Research Brand:

Mission/values:

USP:

Analyze Brand Tone and Identify:

Set 4 SMART goals and KPLs for the same:

Brand study (Mission/Values & USP)

MISSION VALVES :

olly, a popular clothingAllen 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.

Style: 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 proposition(USP) Analysis

Buyer/Audience Persona

Name: Emma Thompson

Demographics:

- Age: 28-35
- Gender: Female
- Occupation: Marketing Manager at a tech startup
- Income Level: Middle to upper-middle class
- Location: Urban or suburban areas
- Education: Bachelor's degree or higher

Psychographics:

- Fashion-conscious: Emma follows fashion trends and likes to stay updated with the latest styles.
- Busy lifestyle: As a marketing manager, Emma has a hectic schedule and values convenience when it comes to shopping.
- Quality-conscious: Emma prefers high-quality clothing that offers both style and durability.
- Socially active: Emma enjoys socializing with friends and attending networking events, where she wants to make a fashionable impression.
-

Shopping Behavior:

- Online and in-store shopper: Emma enjoys the convenience of online shopping but also likes to visit physical stores to try on clothing before making a purchase.
- Impulse buyer: Emma occasionally makes impulse purchases when she sees a trendy item that catches her eye.
- Value seeker: While Emma appreciates quality, she also looks for good deals and discounts, especially when shopping for staple items.
- Brand loyalty: Emma has a positive perception of Allen Solly and often chooses the brand for its combination of trendy designs and reliable quality.

Buyer/Audience person

Social media usage:

Facebook: While Facebook might not be Sarah's primary platform for fashion inspiration, she still uses it to stay connected with friends and family. Allen Solly can utilize Facebook to share longer-form content such as blog posts, videos, and event announcements, as well as to run targeted advertising campaigns to reach Sarah and others like her.

Goals: Understanding Sarah Thompson's goals can help Allen Solly tailor its products, services, and marketing efforts to meet her needs effectively. Here are some potential goals Sarah may have in relation to Allen Solly:

Challenges:

.Time Constraints: Sarah leads a busy lifestyle, balancing her career, social life, and personal interests.

.Juggling professional responsibilities and personal commitments can be demanding for Sarah.

.Despite her appreciation for quality and style, Sarah may have budget constraints that limit her spending on clothing and accessories.

Buyer/Audience Persona

Fashion Preferences:

Style: Sarah's style can be described as modern and sophisticated with a touch of casual elegance. She gravitates towards timeless pieces with contemporary twists and prefers clean lines and tailored silhouettes.

Color Palette: She prefers a neutral color palette with occasional pops of color for versatility and easy mix-and-match options.

Occasion: Sarah attends a variety of events, from professional meetings to casual gatherings with friends or dates. She needs outfits that can adapt to different settings without compromise.

GOALS Fashionable wardrobe: Emma wants to maintain a stylish and versatile wardrobe that reflects her personal taste and professional image.

- **Convenience:** Emma seeks shopping experiences that are convenient and efficient, whether she's shopping online or in-store.
- **Quality and durability:** Emma prioritizes clothing items that are well-made and will last through multiple wears and washes.
- **Value for money:** While willing to invest in higher-quality pieces, Emma looks for items that offer good value for their price.

Challenges:

Time constraints: Emma, being a busy marketing manager, may struggle to find time for leisure activities like shopping.

Balancing her demanding job with personal life may limit the time she can dedicate to browsing for new clothing items.

Budget constraints: Despite having a stable income, Emma may have budget constraints due to living expenses, savings goals, or other financial obligations. This could make her more selective about the clothing items she purchases and prompt her to prioritize items that offer the best value for money.

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

- 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: **Raymond**

Competitor 2: **Van Heusen:**

Competitor 3: **PETER ENGLAND:**

Competitor 1: Raymond:

USP: Raymond is an Indian textile and apparel company, renowned for its quality fabrics and stylish clothing offerings. Allen Solly is one of its popular brands, known for its contemporary and vibrant casual wear collections. Combining Raymond's legacy of craftsmanship with Allen Solly's modern designs, the brand offers a range of clothing options suitable for both formal and casual occasions. From shirts and trousers to jackets and accessories, Allen Solly by Raymond caters to the fashion needs of men and women with its trendy yet sophisticated apparel lines.

Online communication:Official Website: Visit the Allen Solly website to explore their latest collections, find store locations, and contact customer service for inquiries or assistanceSocial Media Follow Allen Solly on platforms like Facebook, Instagram, Twitter, and LinkedIn to stay updated on their latest news, promotions, and fashion trends. You can also direct message them or comment on their posts for interaction.

Strengths:

Established brand reputation.
Diverse product/service portfolio.
Strong financial backing.
Innovative technology solutions.

Weaknesses:

1. Limited market presence in certain regions.
2. Reliance on a single product line.
3. Higher production costs compared to competitors.
4. Lack of agility in responding to market changes.

Opportunities:

Expansion into emerging markets.

Strategic partnerships with complementary businesses.

Introduction of new product lines to cater to changing consumer demands.

Leveraging advancements in technology to improve efficiency.

Threats:

Intense competition from larger players in the industry.

Economic downturn impacting consumer spending.

Regulatory changes affecting operations.

Rapid technological advancements making current products obsolete.

competitor 2: Van Heusen:

USP: Van Heusen embodies timeless sophistication and contemporary style, delivering meticulously crafted apparel tailored for the discerning professional. With a heritage rooted in craftsmanship and innovation, our brand offers a curated selection of wardrobe essentials that seamlessly blend elegance, comfort, and functionality. From classic business attire to versatile casual wear, Van Heusen empowers individuals to make a statement with confidence and grace in any setting.

Online communication :Website: Van Heusen maintains a user-friendly website where customers can explore their latest collections, view product details, and make purchases online. The website serves as a central hub for information about the brand, its history, and its offerings.

-Social Media: Van Heusen maintains active profiles on major social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. They use these platforms to share updates about new products, promotions, and events, as well as to engage with customers, respond to inquiries, and gather feedback.

Opportunities:

1. Expansion into emerging markets: Van Heusen could explore opportunities to expand its presence in emerging markets where there is growing demand for branded apparel.
2. E-commerce growth: With the increasing popularity of online shopping, Van Heusen can further invest in its e-commerce platform to reach a broader audience and drive sales.
3. Product diversification: The brand can consider diversifying its product range to include new categories or collaborations to attract different customer segments.
4. Sustainability initiatives: Investing in sustainable practices and promoting eco-friendly products can help Van Heusen appeal to environmentally conscious consumers and differentiate itself in the market.

Threats:

Intense competition: Van Heusen faces fierce competition from both traditional clothing brands and fast-fashion retailers, which could impact market share and profitability.

Economic downturns: Economic downturns or recessions can lead to reduced consumer spending on non-essential items like apparel, affecting Van Heusen's sales.

Changing consumer preferences: Shifts in consumer preferences or fashion trends could impact the demand for Van Heusen's products, requiring the brand to adapt quickly to stay relevant.

Strengths:

Strong brand reputation: Van Heusen is a well-established brand with a long history of providing high-quality apparel.

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

Innovation and design: Van Heusen is known for its innovative designs and ability to stay on top of fashion trends, attracting customers looking for stylish and contemporary clothing.

Distribution network: The brand has a widespread distribution network, including company-owned stores, department stores, and online channels, ensuring broad market coverage.

Weaknesses:

Pricing: Van Heusen's pricing may be perceived as higher compared to some competitors, potentially limiting its appeal to price-sensitive consumers.

Dependence on a single market: While Van Heusen has a global presence, it may still rely heavily on specific markets, making it vulnerable to economic fluctuations or regulatory changes in those regions.

Limited brand differentiation: In a crowded market, it may be challenging for Van Heusen to differentiate itself significantly from competitors, potentially leading to commoditization.

Sustainability initiatives: There may be a need for Van Heusen to enhance its sustainability efforts to align with growing consumer preferences for eco-friendly and socially responsible brands.

Competitor : PETER ENGLAND:

UPS: active profiles on major social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. They use these platforms to share updates about new products, promotions, and events, as well as to engage with customers, respond to inquiries, and gather feedback.

Online communication:

Website: Peter England maintains a user-friendly website where customers can explore their latest collections, browse product details, and make purchases online. The website serves as a central hub for information about the brand, its history, and its offerings.

Social Media: Peter England maintains active profiles on major social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. They use these platforms to share updates about new products, promotions, and events, as well as to engage with customers, respond to inquiries, and gather feedback.

Strengths:

1. Strong brand reputation: Peter England is a well-established brand with a long history of providing high-quality menswear.
2. Diverse product range: The brand offers a wide variety of clothing options, including formal wear, casual wear, and accessories, catering to different customer preferences.
3. Affordable pricing: Peter England's products are known for their affordability, making them accessible to a broad range of consumers.

Weaknesses

1. Limited global presence: While Peter England has a strong presence in certain regions, its global footprint may be relatively smaller compared to some competitors.
2. Brand perception: Some consumers may perceive Peter England as a mid-range or value-focused brand rather than a premium option, potentially impacting its ability to compete in higher-end markets.
3. Dependence on menswear: The brand's focus primarily on menswear may limit its market reach compared to brands that offer a broader range of products catering to both men and women.

Opportunities:

1. Expansion into new markets: Peter England could explore opportunities to expand its presence in emerging markets where there is growing demand for branded menswear.
2. E-commerce growth: With the increasing popularity of online shopping, Peter England can further invest in its e-commerce platform to reach a broader audience and drive sales.
3. Product diversification: The brand can consider diversifying its product range to include new categories or collaborations to attract different customer segments.

Threats:

1. Economic downturns: Economic downturns or recessions can lead to reduced consumer spending on non-essential items like apparel, affecting Peter England's sales.
2. Changing consumer preferences: Shifts in consumer preferences or fashion trends could impact the demand for Peter England's products, requiring the brand to adapt quickly to stay relevant.
3. Supply chain disruptions: Any disruptions in the supply chain, such as raw material shortages or transportation issues, could affect Peter England's ability to meet customer demand and fulfill orders.

SEO& KeywordResearch

- 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), Analyze 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.

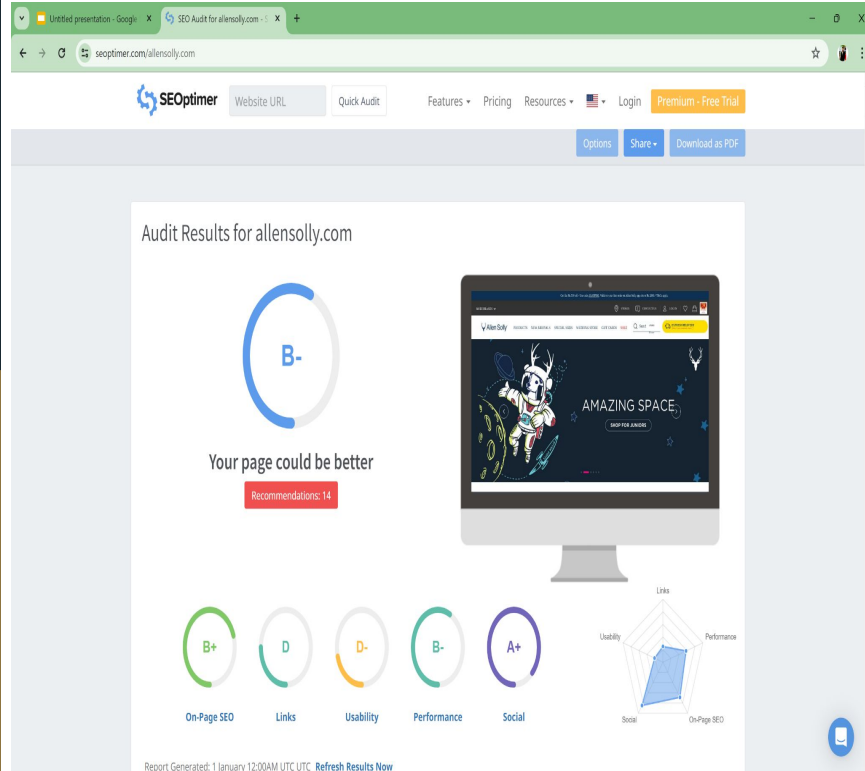
Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

SEO Audit

Note: Go to SEO Optimizer and put the website for Audit and take screenshot & add an overview from your understanding.

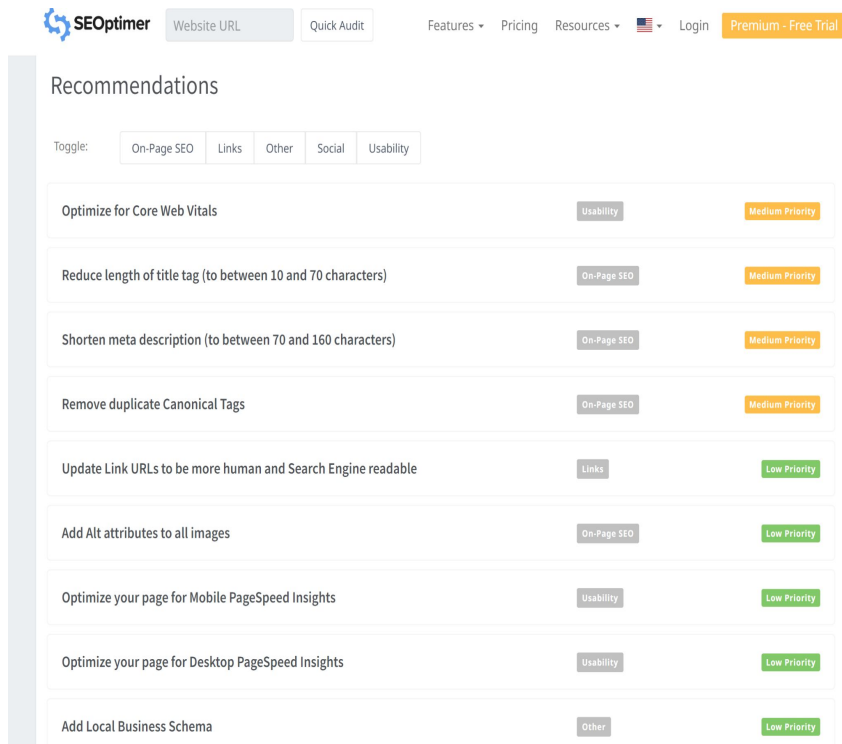
- The website has a fair SEO sc

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 shows the SEOptimer website interface. At the top, there is a navigation bar with the SEOptimer logo, a 'Website URL' input field, a 'Quick Audit' button, and links for 'Features', 'Pricing', 'Resources', a flag icon, 'Login', and a 'Premium - Free Trial' button. Below the navigation bar, the 'Recommendations' section is displayed. It includes a 'Toggle:' section with buttons for 'On-Page SEO', 'Links', 'Other', 'Social', and 'Usability'. The main content area lists ten recommendations, each with a category button and a priority label.

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 Stat
<input type="checkbox"/> Keyword		Volume	Competition	KEI	No Click Searches
<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

.allen solly shirts

. allen solly men underwear

.allen solly mask

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 (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.

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

- Strategy 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 on 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: T SHIRT

Format 2: SHIRT

Format 3: NIGHT WEAR

Format 1: T SHIRT

CAPTION:Some location are different but t shirt are looking in the location

HASTAGE:#allensolly

t shirt

#location

#brand



Format 2: SHIRT

CAPTION: Out fit like a different colours

But allen Solly brand are beautifully

HASTAGE:

#allensolly

#brand

#style

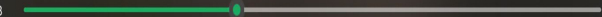
#outfit

#shirts

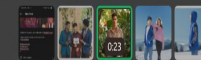
WhatsApp - Saturday 18:41



0:08



0:14



Format 3: NIGHT WEAR

CAPTION: Fashion..

These outfit is so relaxed in comfort of games

HASTAGE:

#fashion

#allensolly

#modal

#style

#dress

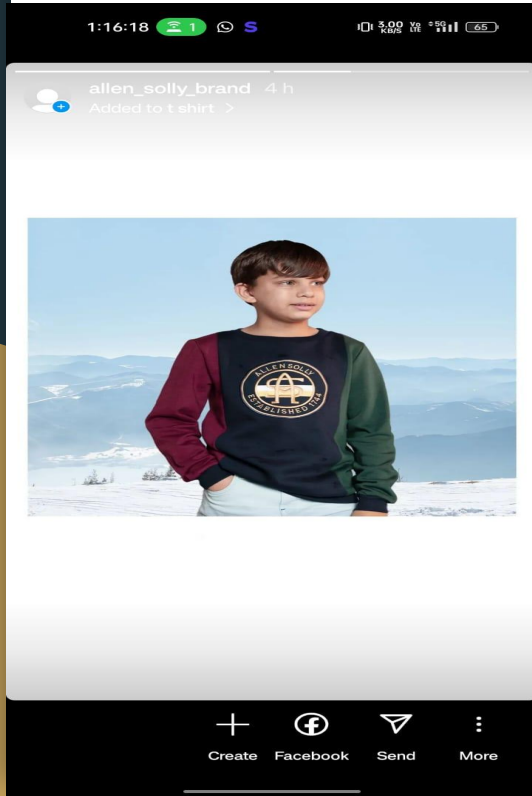


Part 4: Content Creation and Curation

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.

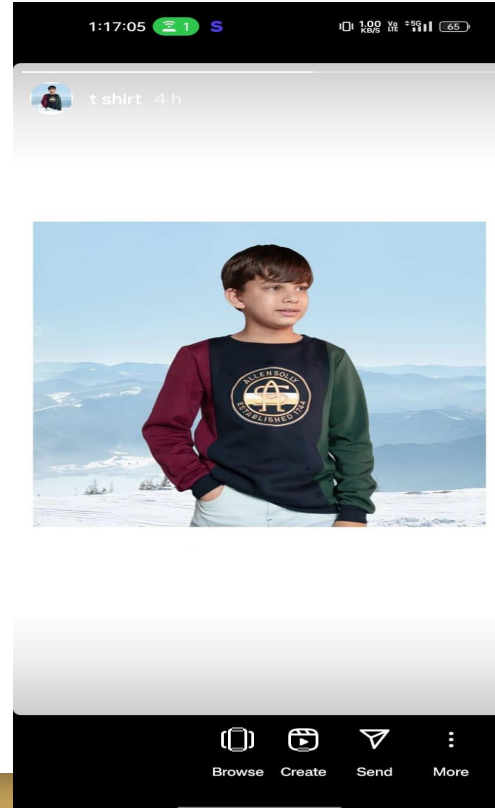
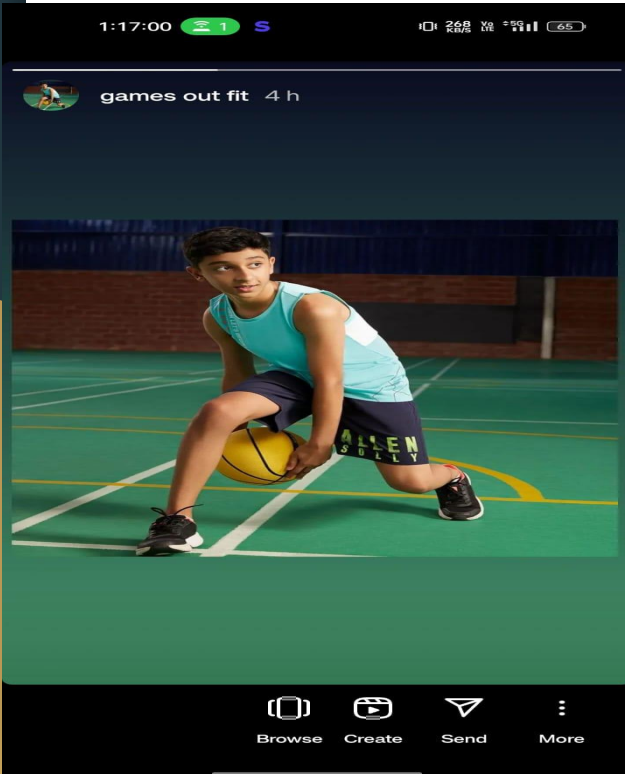
Screenshots of story:

https://www.instagram.com/allen_solly_brand?igsh=MXh0MnVrMnAwYWpwaw==

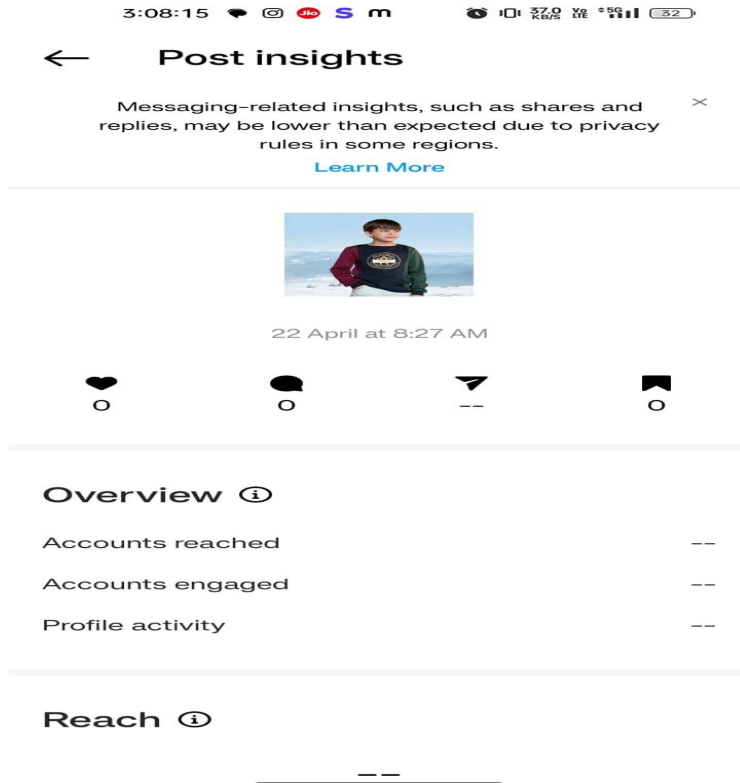


Highlights for story:

https://www.instagram.com/allen_solly_brand?igsh=MXh0MnVrMnAwYWpwaw==



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