

DIGITAL MARKETING

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

search 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 :

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.

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

■ Unique selling proposition(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 (Mission/Values & USP)

MISSION VALUES :

Innovation: Allen Solly aims to continuously innovate and push boundaries in the fashion industry. It seeks to create unique, trendsetting designs that resonate with its customers.

Quality: The brand is committed to delivering high-quality products that not only look good but also last long. Quality craftsmanship is at the core of its offerings, ensuring customer satisfaction and loyalty.

Individuality: Allen Solly celebrates individuality and self-expression. Its designs cater to diverse tastes and preferences, empowering customers to express their unique style with confidence.

Sustainability: With growing environmental concerns, Allen Solly is increasingly focused on sustainability. It strives to minimize its environmental footprint by implementing eco-friendly practices throughout its supply chain and promoting ethical sourcing.

BUYER /AUDIENCE PERSONA

Name: Sarah Walker

Age: 32

Occupation: Marketing Manager

Income: \$70,000 annually

Location: Urban area, New York City

Marital Status: Married with two children

Interests/Hobbies: Fashion, Travel, Fitness

Personality Traits: Fashion-forward, career-driven, social, active on social media

Shopping Habits: Prefers quality over quantity, enjoys shopping for versatile pieces that can transition from work to social events seamlessly

Fashion Preferences: Modern, chic, with a preference for classic styles with a contemporary twist
Values: Values sustainability and ethical production practices

BUYER AUDIENCE PERSONA

Goals and Challenges:

- **Rahul wants clothing that reflects his modern, urban lifestyle and tech-savvy personality.**
- **As a software engineer, he values comfort and functionality in his clothing, as he spends long hours at work.**
- **Rahul prefers brands that offer a seamless shopping experience, whether online or offline, as he values convenience and efficiency.**
- **He is conscious of his budget but willing to invest in quality pieces that offer long-term value.**
- **Tech-Savvy Shopping Experience: Provide a seamless online shopping experience with user-friendly interfaces and convenient payment options, catering to Rahul's preference for efficiency.**
- **Comfortable and Functional Clothing: Highlight Allen Solly's range of smart-casual clothing that offers both comfort and functionality, suitable for Rahul's work environment and active lifestyle.**
- **Contemporary Designs: Showcase Allen Solly's contemporary designs that reflect Rahul's modern sensibilities, with an emphasis on smart-casual attire that can transition from work to leisure seamlessly.**

BRAND STUDY, COMPETITOR ANALYSIS & BUYERS AUDIENCE PERSONA

Allen Solly is an Indian brand launched in 1993, known for its innovative and contemporary clothing designs. It was one of the first brands in India to introduce the concept of Friday Dressing, promoting smart-casual attire in the workplace.

COMPETITOR 1 : **PETER ENGLAND**

COMPETITOR 2 : **RAYMOND**

COMPETITOR 3 : **VAN HEUSEN**

COMPETITOR 1 PETER ENGLAND

USP : Quality Craftsmanship: Peter England is known for its superior quality craftsmanship. The brand ensures meticulous attention to detail in its clothing, from the selection of fabrics to the stitching and finishing of each garment. This dedication to quality ensures that Peter England's clothing items are durable, comfortable, and long-lasting.

ONLINE COMMUNICATION : Content Marketing: The brand produces a variety of content, including blog posts, articles, videos, and infographics, to educate, entertain, and inspire its audience. Content topics may include style tips, fashion trends, brand stories, and behind-the-scenes glimpses of product development. This content is distributed through the brand's website, social media channels, and email newsletters.

Strengths:

1. **Strong Brand Equity:** Peter England enjoys strong brand recognition and loyalty among its target audience in India. It is known for offering high-quality menswear at affordable prices.
2. **Wide Product Range:** The brand offers a diverse range of menswear products, including formal shirts, trousers, suits, casual wear, and accessories. This wide product range caters to various occasions and style preferences of its customers.

Weaknesses:

1. **Limited International Presence:** While Peter England has a strong presence in India, its international presence is relatively limited. Expanding into international markets could present growth opportunities but may also require significant investment and market adaptation.
2. **Dependence on Menswear Segment:** Peter England primarily focuses on menswear, which may limit its market reach compared to brands offering a broader range of products for both men and women. Diversifying into women's wear or other product categories could potentially expand its customer base.

Opportunities:

1. **Expansion into New Markets:** Peter England has the opportunity to expand its presence in untapped domestic markets within India, particularly in tier II and tier III cities. Additionally, exploring international markets could unlock new growth opportunities for the brand.
2. **E-commerce Growth:** With the increasing popularity of online shopping in India, there is a significant opportunity for Peter England to further develop its e-commerce platform and capture a larger share of the online retail market. Investing in digital marketing and enhancing the online shopping experience could drive online sales growth.

Threats:

1. **Competition:** The menswear market in India is highly competitive, with both domestic and international brands vying for market share. Intense competition may put pressure on pricing and margins, and brands need to continuously innovate to stay ahead.
2. **Economic Factors:** Economic fluctuations, inflation, and changes in consumer spending patterns can impact discretionary spending on fashion apparel. Economic downturns or recessions may lead to reduced consumer purchasing power, affecting sales and profitability.

COMPETITOR 2 RAYMOND

USP

Raymond's Unique Selling Proposition (USP) lies in its heritage, craftsmanship, and commitment to quality, which have established it as a premium menswear brand in India. Here's an overview of Raymond's USP:

ONLINE COMMUNICATION : Social Media Presence: Raymond maintains active profiles on major social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. These platforms are used to connect with customers, share brand updates, showcase new collections, and engage with followers through interactive content, including polls, Q&A sessions, and behind-the-scenes glimpses of the brand's craftsmanship.

Strengths:

1. **Heritage and Legacy:** Raymond boasts a rich heritage and legacy dating back to 1925, making it one of India's oldest and most respected textile companies. Its long-standing presence in the market has earned it trust and credibility among consumers.
2. **Quality Craftsmanship:** Raymond is renowned for its superior quality fabrics and meticulous craftsmanship. The brand's expertise in textiles allows it to produce fabrics of exceptional quality, known for their durability, comfort, and luxurious feel.

Weaknesses:

1. **Limited International Presence:** While Raymond has a strong presence in India, its international footprint is relatively limited compared to some global competitors. Expanding into international markets could present growth opportunities but may require significant investment and market adaptation.
2. **Dependence on Menswear Segment:** Raymond primarily focuses on menswear, which may limit its market reach compared to brands offering a broader range of products for both men and women.

Opportunities:

1. **E-commerce Growth:** With the increasing popularity of online shopping in India, there is significant potential for Raymond to further develop its e-commerce platform and capture a larger share of the online retail market. Investing in digital marketing and enhancing the online shopping experience could drive online sales growth.
2. **International Expansion:** Raymond has the opportunity to expand its presence in international markets, tapping into the growing demand for premium menswear globally. Targeting key markets with strategic partnerships and localized marketing efforts could help Raymond establish itself as a global brand.

Threats:

1. **Competition:** The menswear market in India is highly competitive, with both domestic and international brands vying for market share. Intense competition may put pressure on pricing and margins, and brands need to continuously innovate to stay ahead.
2. **Economic Factors:** Economic fluctuations, inflation, and changes in consumer spending patterns can impact discretionary spending on fashion apparel. Economic downturns or recessions may lead to reduced consumer purchasing power, affecting sales and profitability.

COMPETITOR 3 VAN HEUSEN

USP :Van Heusen's Unique Selling Proposition (USP) lies in its reputation for providing sophisticated, high-quality menswear that combines timeless style with modern trends. Here's a breakdown of its USP

ONLINE COMMUNICATION :

Timeless Elegance: Van Heusen is synonymous with classic elegance and sophistication. The brand's clothing exudes a timeless appeal, making it suitable for various occasions, from formal business settings to casual social events.

Quality Craftsmanship: Van Heusen is known for its superior quality craftsmanship. The brand uses premium fabrics and pays attention to detail in the construction of its garments, ensuring durability, comfort, and impeccable finishing.

Strengths:

1. **Strong Brand Reputation:** Van Heusen is a well-established brand with a strong reputation for quality, style, and sophistication. Its long history and consistent delivery of high-quality menswear have earned it trust and loyalty among consumers.
2. **Wide Product Range:** Van Heusen offers a diverse range of menswear products, including formal shirts, trousers, suits, casual wear, and accessories. Its extensive product portfolio caters to various occasions and style preferences, providing options for every aspect of a man's wardrobe.

Weaknesses:

1. **Limited International Presence:** While Van Heusen has a strong presence in India, its international footprint is relatively limited compared to some global competitors. Expanding into international markets could present growth opportunities but may require significant investment and market adaptation.
2. **Dependence on Menswear Segment:** Van Heusen primarily focuses on menswear, which may limit its market reach compared to brands offering a broader range of products for both men and women. Diversifying into women's wear or other product categories could potentially expand its customer base.

Opportunities:

1. **E-commerce Growth:** With the increasing popularity of online shopping in India, there is significant potential for Van Heusen to further develop its e-commerce platform and capture a larger share of the online retail market. Investing in digital marketing and enhancing the online shopping experience could drive online sales growth.
2. **International Expansion:** Van Heusen has the opportunity to expand its presence in international markets, tapping into the growing demand for premium menswear globally. Targeting key markets with strategic partnerships and localized marketing efforts could help Van Heusen establish itself as a global brand

Threats:

1. **Competition:** The menswear market in India is highly competitive, with both domestic and international brands vying for market share. Intense competition may put pressure on pricing and margins, and brands need to continuously innovate to stay ahead.
2. **Economic Factors:** Economic fluctuations, inflation, and changes in consumer spending patterns can impact discretionary spending on fashion apparel. Economic downturns or recessions may lead to reduced consumer purchasing power, affecting sales and profitability.

● SEO KEYWORD RESEARCH

- **Understand Your Audience:**

- Start by understanding your target audience and their needs. Identify their demographics, interests, pain points, and the language they use when searching online.

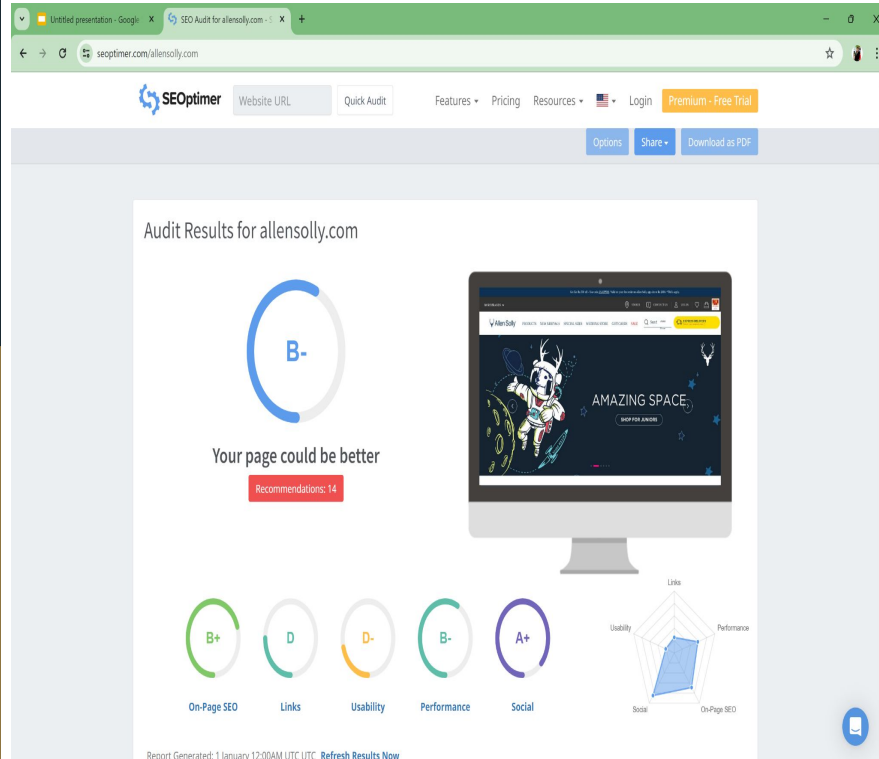
- **Brainstorm Seed Keywords:**

- Make a list of seed keywords relevant to your business, products, or services. These are general terms that describe what you offer. For example, if you sell running shoes, your seed keywords might include "running shoes," "athletic footwear," or "sports shoes."

- **Expand Your Keyword List:**

- Use keyword research tools like Google Keyword Planner, SEMrush, Ahrefs, or Ubersuggest to expand your list of keywords. These tools provide data on search volume, competition, and related keywords.
- Look for long-tail keywords (phrases containing three or more words) that are more specific and targeted. Long-tail keywords often have lower search volume but higher intent, meaning they are more likely to convert into leads or sales.

SEO AUDIT



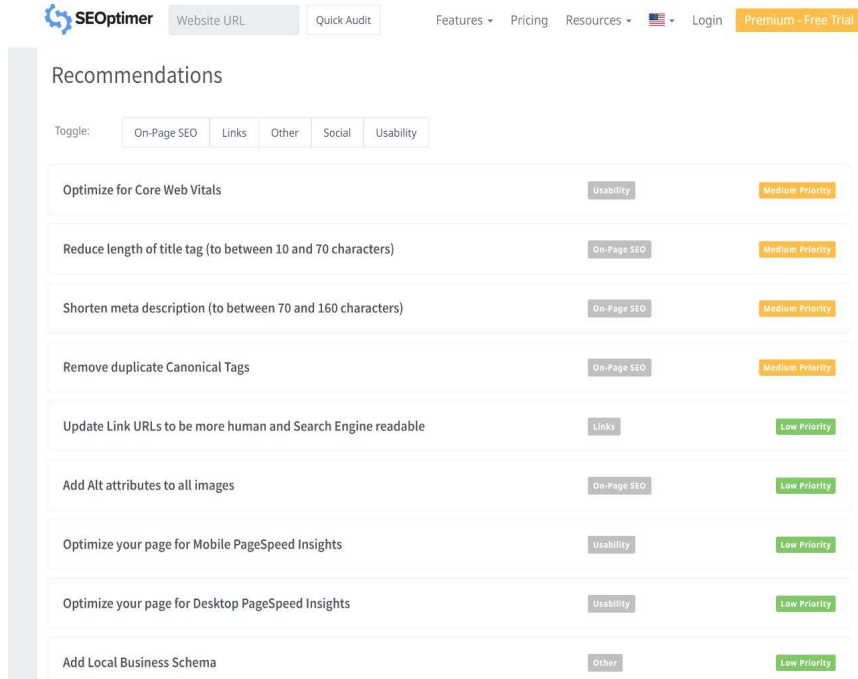
1. Crawl Your Website:

- Use a website crawler tool like Screaming Frog or SEMrush to crawl your website. This will help you identify technical issues such as broken links, duplicate content, missing meta tags, and server errors.

2. Check Website Structure:

- Evaluate the overall structure and navigation of your website. Ensure that your website has a logical hierarchy with clear navigation menus and internal linking. Check for any issues with URL structure, site architecture, or navigation that could hinder user experience and SEO performance.

SEO AUDIT



The screenshot displays 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 language selector (USA), 'Login', and a 'Premium - Free Trial' button. Below the navigation bar, the 'Recommendations' section is active, showing a list of SEO tasks. A 'Toggle' bar at the top of the recommendations list allows filtering by 'On-Page SEO', 'Links', 'Other', 'Social', and 'Usability'. The recommendations are listed in a table-like format with columns for the recommendation, the category, and the priority.

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

1. Analyze On-Page SEO Elements:

- Review on-page elements such as title tags, meta descriptions, heading tags (H1, H2, etc.), and image alt attributes. Ensure that each page has unique, descriptive titles and meta descriptions that include relevant keywords and accurately reflect the content of the page.

2. Assess Content Quality:

- Evaluate the quality and relevance of your website's content. Ensure that your content is well-written, informative, and engaging for users. Check for keyword optimization, readability, and topical relevance. Identify opportunities to create new content, update existing content, or improve content quality.

allen solly		United States			
<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>

Keyword Research

Keyword objectives : **sales oriented**

- Allen solly shirts
- Allen solly india
- Allen solly suits
- Allen solly logo

On page optimization (content optimization)

Introduction :Start by conducting keyword research to identify relevant keywords related to Allen Solly's products, brand, and target audience. Use keyword research tools like Google Keyword Planner, SEMrush, or Ahrefs to discover high-volume, low-competition keywords that align with Allen Solly's offerings.

ALLEN SOLLY INDIA : Allen Solly was launched in India in 1993 by Aditya Birla Group, one of the largest conglomerates in India. The brand introduced the concept of "Friday Dressing" to the Indian market, promoting smart-casual attire in the workplace and challenging traditional dress codes

Allen solly suits : Allen Solly offers a variety of suit styles to suit different occasions and preferences. This includes classic two-piece suits with matching jackets and trousers, as well as three-piece suits that include a vest or waistcoat

DOCUMENT THE CHALLENGE FACED DURING THE RESEARCH AND ANALYSIS PHASE, AS WELL AS THE KEY INSIGHTS GAINED FROM THE KEYWORD RESEARCH PROCESS

One challenge encountered during the research phase is the limited availability of data, especially when targeting niche or specific keywords. Certain keywords may have low search volume or insufficient data in keyword research tools, making it challenging to assess their potential value.

On page optimization

Focus keyword : Allen Solly is a popular clothing brand known for its stylish and contemporary apparel, including shirts. They offer a wide range of shirt styles for both men and women, from casual to formal wear

Meta Title : Allen Solly is primarily known for its casual and semi-formal apparel, such as shirts, trousers, and jackets. While they do offer a range of formal wear options, including blazers and suit separates,

Meta Description : The Allen Solly logo typically features the brand name "Allen Solly" in a distinctive font, often accompanied by a symbol or emblem. The logo design may vary slightly depending

PART 3 : Content Idea And Marketing Strategies

1. Style Guides and Fashion Tips:

- Create blog posts, videos, or social media content offering style guides and fashion tips featuring Allen Solly clothing. This could include outfit ideas for various occasions, tips on how to mix and match Allen Solly pieces, and advice on accessorizing.

2. Behind-the-Scenes Content:

- Take your audience behind the scenes with Allen Solly. Share insights into the design process, manufacturing journey, and quality control measures. This humanizes the brand and builds trust with consumers.

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

strategy

1. Market Analysis:
 - Analyze the current market trends in the fashion industry, including consumer preferences, competitor strategies, and economic factors.
 - Identify key market segments and potential areas for growth.
2. Brand Positioning:
 - Define Allen Solly's unique value proposition and brand identity.
 - Determine how Allen Solly wants to be perceived in the market compared to its competitors.
 - Identify opportunities to differentiate the brand from competitors while staying true to its core values

Aim:

1. Market Leadership: Become a top-of-mind fashion brand known for its trendsetting designs, superior quality, and customer-centric approach, capturing a significant share of the market in its target segments.
2. Customer Loyalty: Foster long-term relationships with customers by delivering exceptional value,

Part 3 : content ideas and marketing strategies

1. Seasonal Lookbooks and Style Guides:

- **Create visually appealing lookbooks showcasing Allen Solly's latest collections for different seasons and occasions.**
- **Develop style guides with outfit inspirations and fashion tips to help consumers incorporate Allen Solly pieces into their wardrobe.**

2. User-Generated Content Campaigns:

- **Encourage customers to share photos of themselves wearing Allen Solly outfits on social media using a branded hashtag.**
- **Curate user-generated content to showcase real-life styling ideas and foster a sense of community among customers**

Part 4 : content creation and curation

Post creation

Content creation and curation are essential aspects of any brand's marketing strategy, including Allen Solly. Here's how Allen Solly can approach both content creation and curation:ost creation :

FORMAT 1: JEAN JACKET

FORMAT 2 :HOODIES

FORMAT 3 :SHIRTS

FORMAT 1: JEAN JACKET

CAPTION: Looking jacket in a osm

HASHTAGS

1. #DenimJacket
2. #JeanJacket
3. #DenimStyle
4. #JeanJacketLove
5. #DenimFashion
6. #OOTD (Outfit of the Day)



FORMAT 2 : HOODIES

CAPTION: Hoodies like a fashion of men

HASHTAGS :

1. #HoodieSeason
2. #HoodieWeather
3. #HoodieLove
4. #HoodieLife
5. #CozyVibes
6. #ComfyStyle
7. #Streetwear
8. #CasualFashion



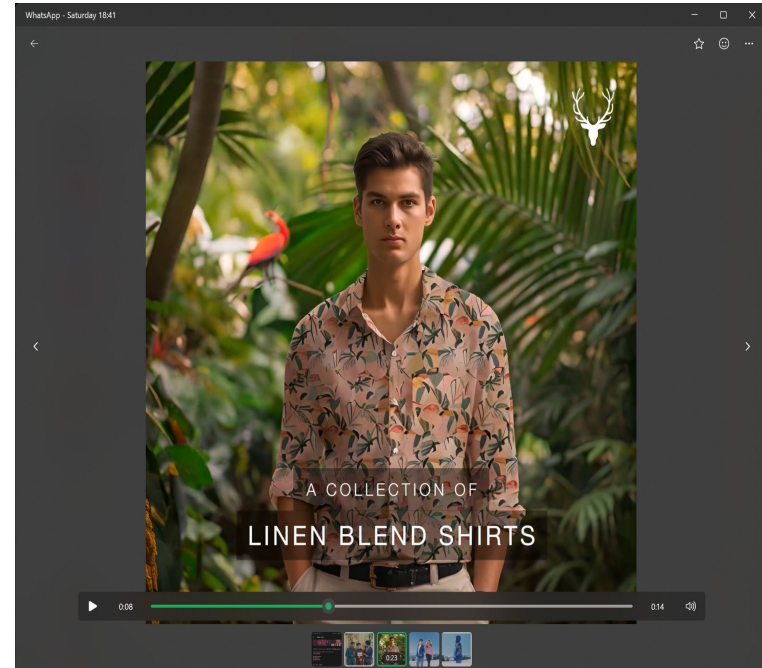
FORMAT 3 : SHIRTS

Caption:

Your wardrobe deserves Allen Solly."

HASHTAGS :

1. #ShirtStyle
2. #ShirtOfTheDay
3. #ShirtGame
4. #OOTD (Outfit of the Day)
5. #CasualStyle
6. #MensFashion
7. #WomensFashion
8. #FashionInspiration

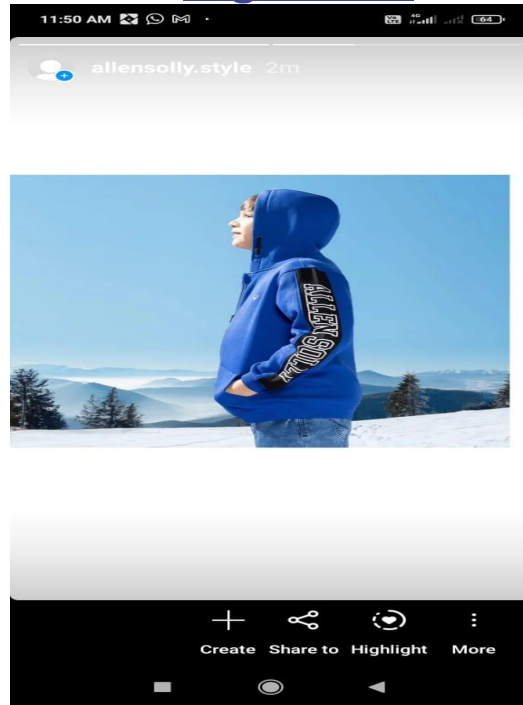
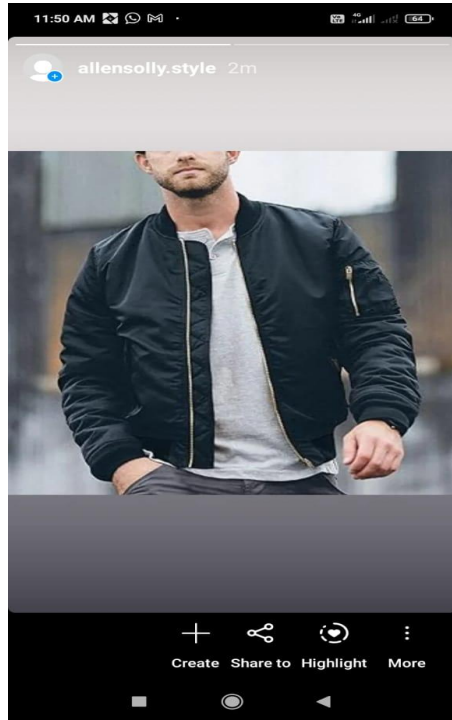


PART 4 : CONTENT CREATION AND CURATION

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.

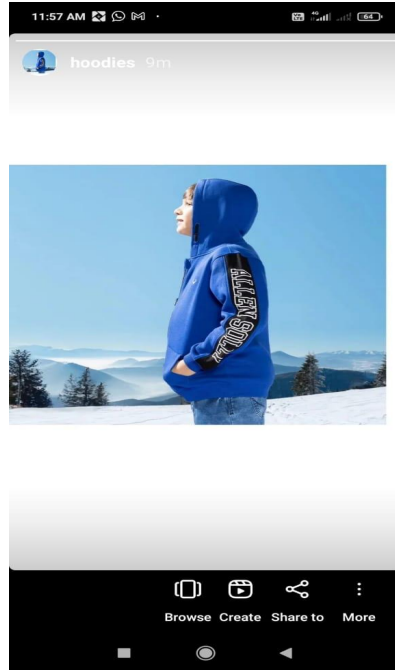
Screenshots of story:

<https://www.instagram.com/allensolly.style?igsh=MWN1eGZnb3N4NmQzZQ==>

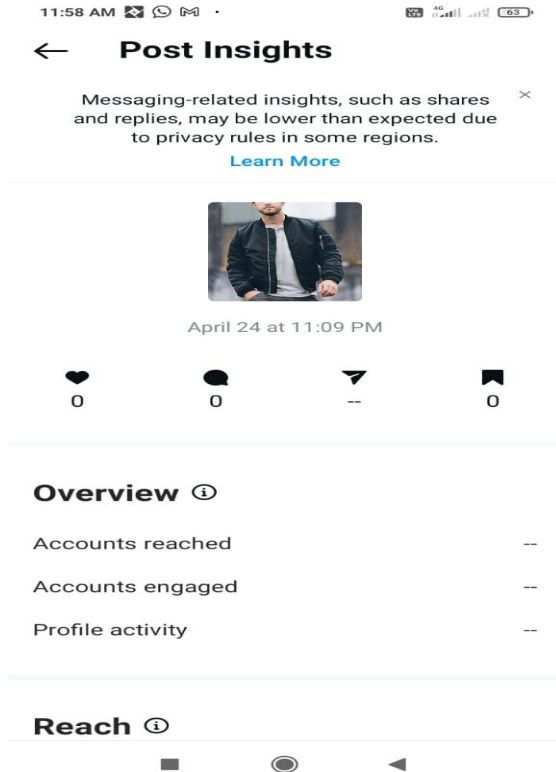


HIGHLIGHTS OF STORY:

<https://www.instagram.com/allensolly.style?igsh=MWN1eGZnb3N4NmgyZQ==>



STORY INSIGHTS:



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