

MITTAL SCHOOL OF BUSINESS

Course Code: MKTM511

Course Title: MARKETING MANAGEMENT-II

Course Instructor: Rajesh Dorbala

Academic Task No.: 02

Academic Task Title: Communication with Target Date of submission: 18th December, 2022

BEDSHEET

Company - Spaces

Reg No	Name	Roll No	Peer Rating
12202342	Nowneesh T	RQ2240A19	10
12200036	Aayushi Srivastava	RQ2240B55	09

Social Media Platform

Preference 1

	PEOPLE	CONTENT	STRATEGIES	CONS
	 <ul style="list-style-type: none">• 18-25• 26-35	<ul style="list-style-type: none">• How-tos• Webinars• Explainers	<ul style="list-style-type: none">• Organic• SEO• Advertising	<ul style="list-style-type: none">• Video is resource-heavy
	 <ul style="list-style-type: none">• 18-24, 25-34• Millennials	<ul style="list-style-type: none">• Inspiration & adventure• Questions/polls	<ul style="list-style-type: none">• Ecommerce• Organic• Influencer	<ul style="list-style-type: none">• High ad costs

Preference 2

Target Audience

- Students
- Boarding School(Hostels)
- Home
- Hostels / Hospitals

Target Strategy (Preferable)

- Segmented Marketing

We have various types of reasons to choose the above targeted audience, strategy and social media:

- Mostly College students will buy bedsheets in the time of opening of college based on the location of the college, students will buy bedsheet.
- Then children like designed bedsheet like cartoon printed bedsheet. It will attract children to ask their parents to buy such bedsheets.
- Recently, All type of people are using Youtube and Instagram. They will get review of all types of product. If they watched related to bedsheet, we can display our Ads to them. It will make them in the mindset to buy our product.
- Mostly patients in the hospital are using bedsheet. On the time of patient admit in the hospital, they won't carry bedsheet from their home. In case any emergency, those types of people need comfortable bedsheet.

S No	Identified Keyword	Why this is important to be used as keyword?	Reason for selection and choice of location on page (like Title Tag, header or content etc)
1	Mattress	People are mostly trying to buy bedsheet for mattress for their home.	It should be present in the title tag for easier navigation of customers.
2	Bed	It is the common word for people, some time they will buy attached beadsheet.	We are able to show suggestion by this word, we should use this as header.
3	Pillow cover	Mostly student will buy both pillow cover and bedsheet as a combination.	We are able to show suggestion by this word, we should use this as header.
4	Bedsheet under 200	Some customers are willing to buy bedsheet based on their budget.	We should mention rate of bedsheet In the content section for every bedsheet product
5	Bedsheet 6 x 4 Size	People will mention size as their filter option, so we can add this also as a keyword.	We should mention size of bedsheet In the content section for every bedsheet product

Some of the **keyword** suggested by amazon Link:
<https://www.keywordtooldominator.com/k/amazon-keyword-tool>

☐ ↑ **Keywords** ⓘ

☐ bedsheet

☐ bedsheet **for double bed**

☐ **elastic fitted** bedsheets **king size**

☐ bedsheet **king size bed cotton**

☐ bedsheet **for single bed**

☐ **single** bedsheet **cotton**

☐ **king size** bedsheet **cotton**



☐ **elastic** bedsheet **king size cotton**



☐ bedsheet **for double bed elastic fitted**

☐ **comforter with** bedsheet **and pillow cover**

Social Media Audit (Instagram)

 **0.41%**
Engagement Rate 

 **0.34%**
Like Rate 

 **0.07%**
Comment Rate 

THE BEDSHEET COMPANY
(T.B.C)TM
For comfy & desirable bedsheet No
returns / refunds For orders DM ! (
Shipping worldwide 🌍) MADE IN INDIA

 10,773
Followers 

 980
Following 

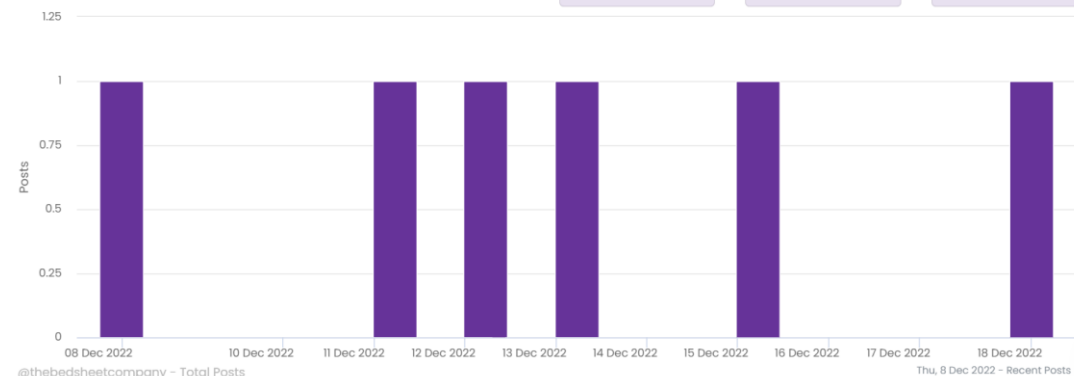
Profile Report Link

<https://analisa.io/profile/thebedsheetcompany>

Share 

Total Posts

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 0.6
Avg. Posts
per Day

 4.2
Avg. Posts
per Week

 18
Avg. Posts
per Month

Caption words most used

In Caption



@thebedsheetcompany - Captions Words Most Used Thu, 8 Dec 2022 - Recent Posts

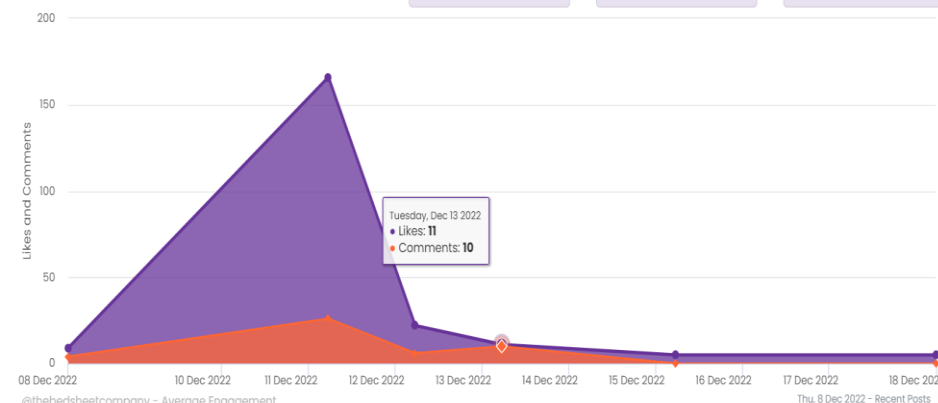
Hashtags most used


No.	Tags	Uses
1	#reels	7
2	#trendingreels	6
3	#india	5
4	#indianhomedecor	5
5	#home	5
6	#homedecor	5

@thebedsheetcompany - Hashtags Most Used Thu, 8 Dec 2022 - Recent Posts

Average Engagement (Likes + Comments)

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 44
Avg. Engagement
per Post

 36
Avg. Likes
per Post

 8
Avg. Comments
per Post