Digital Marketing Project

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**The project consist the following steps for Digital marketing,**

1. Build my Brand’s online store, to get online reputation and sales generation.
2. Optimize the store as per the requirements to get the desired results, and then promote them to create Brand Awareness.
3. Keyword research and analysis to determine the most relevant and popular keywords/key phrases for promotions. The keywords selected are based on 3 major factors Relevancy, Popularity and Compositeness. I use Google Keywords Planner to determine the keywords.
4. Website Evaluation to identify incompatible elements that may hinder search engine spiders/crawlers/bots from crawling and indexing your site pages and offer solutions to overcome these issues in a detailed document.
5. Page Optimization: Based on the finalized keywords we will create a detailed document that states the recommended SEO changes for the identified landing pages in terms of the following:

• Meta Tags Optimization

• Page Content Optimization

• Image Optimization

• Hyperlink Optimization

1. SEO Implementation:

• Implement the SEO changes to the website pages.

• Google Analytics code to keep track of the traffic on the website

• XML Sitemap to help search engines find and crawl the web pages

• Google adwords campaigns • focus of organic and paid traffic generation methods

**ABOUT FRAGRANTIZ**

We, “Fragrantiz.in or Fragrantiz.com” are here to provide you the best [Attar, Bakhoor, Oud Oils, Cosmetics and Perfumes online](http://www.fragrantiz.com/). Today’s fast running world we people don’t have much time to spend for shopping outside, this one of the best virtual place to buy like their interest, people can search, compare and choose like local shops. Orders will accept from all over India

By touching the hearts of customers, we also introduce many useful sections like coupons, discounts, low rate, clearance sale, combo sale etc with a trusted and friendlier online shopping experience. We are using a trusted payment gateway (payumoney, paytm) with buyer protection in fragrantiz.in and [payumoney.com](https://www.payumoney.com/). Also we provide Cash on Delivery to ensure 100% buyer protection.

With our extensive range of Attar, Oud Oil, other Sprays, Perfumed creams and, cosmetics from international brands like Al rehab, Afnan, Rasasi, Nabeel, Swiss Arabian, Al Haramain etc and some best Indian brands like Nisma, Nemat perfumes, Aroma, Sandal etc, we guarantee to our customers as magic house with all these items. Please don’t forget to visit our deals section daily because there are lots of surprises awaiting you, So that you can have the high quality perfumes and cosmetics with greater value for your money.  The perfumes we provide mostly are Free from Alcohol or Halal certified products for both men and women will equally loves it because of its variety fragrances.

Website accessible through mobile also, so your shopping will be easy, fast, quickly and more secured purchase you can enjoy from anywhere and anytime. We also accepting tele- orders, our expert team will guide you to choose from our collection. We assure you that you will get the best value for your money without compromising the quality of the products and enjoy the shopping with us as we are well aware of the market and our customers taste.

**OBJECTIVES**

Our main objective is to deliver highest quality products and services. Especially Halal Certified and Free from alcohol type products, Arabian brands make available to Indian market. Through this we can digitalize traditional Attar business by implementing modern methods and scope.

Today’s fast running world we people don’t have much time to spend for shopping outside, this one of the best virtual place to buy like their interest, people can search, compare and choose like local shops. Orders will accept from all over India.

Website accessible through mobile also, so your shopping will be easy, fast, quickly and more secured purchase you can enjoy from anywhere and anytime. We also accepting tele- orders, our expert team will guide you to choose from our collection.

**BUYERS PERSONA TEMPLATE**

By completing and fine-tuning these 7 topics your Persona will emerge.

1. Persona goals - concrete objectives.  
2. Persona demographics - age, place, role name.  
3. Persona pain - frustrations, concerns, barriers, challenges.  
4. Persona media & device preference - most used sources or devices.  
5. Persona image – photographic impression  
6. Persona role & responsibility - reports to, seniority on job.  
7. Persona biography - narrative of daily life or past events.

Detailed buyer persona template based on Hubspot, attached as separate file. Please powerpoint presentation for detailed template.

**GO-TO-MARKET STRATEGY (GTM STRATEGY)OF FRAGRANTIZ**

Go to Marketing strategy usually preparing the plan, to whom we want to sell and how can reach our product to these end users. Result oriented promotion will give traffic to site, through traffic only we get sales. Utilize web-based social networking sites like Facebook, Twitter, Google+, Instagram, pinterest and promotions using apps also very result oriented.

Some best GTM details below –

1. **Google adwords / CPC**

Monthly we will run two small campaigns worth 1000/-, CPC is very costly but impressions and reach is very high.

1. **Facebook Marketing** –

FB Marketing one of the cheap and result oriented promotional way. The audience of FB is very huge, also cost also very less. I will run campaigns for fragantiz, regularly. We will run daily campaigns, weekly 3-4 times, especially product based campaigns. It will give us good sale and our ads will reach to many people.

1. **Instagram Promotion** –

This promotion is very easy; I can manage it through my phone. All social media accounts connected so our promotional time we can save actually. The best response am getting because am promoting real time pics and details. But not running any paid campaigns with this.

1. **Twitter**

Twitter I am less focusing or I cannot get proper result. The reason I am feeling as my target country is India, twitter not much good for india I think.

1. **OLX.in**

Olx ads good for promotion our ads will reach to mass, their boosting packages also very less comparing to Google.

1. **Tumbler**

Through tumbler I ddnt get any sales but for promotional works tumbler is good, we can upload some videos also.

1. **Whatsapp**

Whatsapp is best promotional way, through groups we can promot n number of products.

**Use of Digital Marketing for Fragrantiz**

Search Engine Optimization (SEO) to is the first task I done to start digital marketing; It will satisfy the on page advancement on every one of the pages (Title, Meta portrayal, SEO neighborly URL) so we will get great outcome in web search tools like Google, Yahoo, Bing and so forth. More streamlined our site gives the better opportunity to rank high. It is the most ideal approach to guarantee webpage’s achievement in internet promoting. Best SEO practices in India are closely related with the social and economic system of our country.

In the beginning stage am trying for maximum brand promotion, conversion is little slow process, but reaching our brand in right audience is the toughest task. Blogging has turned into a successful approach to advertise online in light of the fact that it informs them all the more concerning the items we offer. Utilize web-based social networking sites like Facebook, Twitter, Google+, Instagram, pinterest and other social medias by posting connections and distributing content that draws in intended interest group, and after that allude them back to our site

Adwords or premium ads will be chargeable. It is one of the best channels of promotion, alongside own advertising and earned publicizing. A few classes of paid marketing or advertisement, includes Pay-Per-Click (PPC), Pay-Per-Impression (PPI), and standard/show promotions are very powerful, yet frequently costly.

Demonstrate items from extraordinary brands then give some appealing voucher and free specimen and approach clients for their open criticism, is the most ideal approach to promote items.

Rating, Reviews and Testimonials are major and some good source of directing traffic to our website for future sales. Reward programs or coupons also good approach to converting visitor to customer / sales. Cash on delivery, free shipping like added benefits also get more buyers on the web.