

Digital Marketing Project - Zyra Threads

Project duration: August to September

Prepared for: Internship Project for Digital Marketing

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1. Research on Brand and Competitors

Brand Overview:

- Brand Name: Zyra Threads
- Website: www.zyrathreads.com (example)
- Founded by: xyz
- Category: Gender-neutral Indo-Western Clothing
- Total budget: 2,10,000 Rs. for 3 months
- USP: Edgy, Instagram-worthy streetwear blending Indian craft elements like hand embroidery, mirror work and graffiti with modern fashion.
- Mission: To empower Gen-Z to express themselves unapologetically through unique, bold, and trendy fashion.

Competitors:

- Pasha India- Pasha India offers budget-friendly Indo-western wear, including a luxe section. The brand focuses on providing stylish

fusion wear that combines traditional Indian elements with modern Western designs.

- Indya- Indya is an online store offering a contemporary range of luxe skirts, peplum tops, crop tops, tunics, palazzos, and more. The brand aims to bring fusion wear for women closer to the world with a modern twist, showcasing a new, contemporary design language that blends Indian and Western styles.

Strength:

- Bold USP: Indian crafts × Streetwear (rare combo).
- High virality potential through visual storytelling.
- Gender-neutral inclusivity (aligns with Gen Z values)

Weakness:

- New, lesser-known; low trust initially.
- Limited budget vs. global giants.
- Heavy dependence on Instagram trends.

Opportunities:

- Growing movement for handmade, “glocal” fashion.
- College communities + cultural festivals as natural markets.
- High UGC potential (customers love styling Indo-fusion).

Threats:

- Short attention spans; low brand loyalty.
- Competing indie brands using similar strategies.

Marketing Objectives (SMART)

| Goal | Details |
|--------------------|--|
| Instagram growth | Gain 5,000 followers in 3 months through Reels, UGC, and influencer collaborations |
| Viral content | Create at least 5 Reels/month reaching 50k+ views each |
| Online sales | Achieve 100 orders per month by the end of month 3 |
| Ambassador Program | Recruit 1 strong Gen Z brand ambassador by month 2 |
| Brand Recall | Increase branded hashtag usage (#WearYourEdge, #ZyraThreads) by 20% |

2. Target Audience Overview

Primary Audience:

- Age Group: 16–26 years
- Gender: All genders
- Income Level: Middle to upper-middle class
- Location: Metro cities – Mumbai, Delhi, Bangalore, Pune, Hyderabad
- Profession: Students, freelancers, content creators
- Values: Self-expression, trend-conscious, social activism, Instagrammable fashion

Buyer Persona 1

- Name: Manya Agrawal
- Age: 20
- City: Mumbai
- Occupation: College student + part-time content creator
- Lifestyle: Loves posting OOTDs, attending college fests, exploring street art, active on Instagram and TikTok
- Pain Points: Wants outfits that are unique, Instagrammable, and affordable
- Goals: Stand out among peers, grow social media influence, showcase creativity
- Channels Active: Instagram, TikTok, Pinterest
- Favorite Product Types: Cropped embroidered tops, graffiti kurtas, denim jackets with mirror work

Buyer Persona 2

- Name: Ansh Singhal
- Age: 24
- City: Hyderabad
- Occupation: Startup employee, fashion enthusiast
- Lifestyle: Loves streetwear, sneaker culture, limited-edition drops, online shopping
- Pain Points: Difficulty finding Indo-Western fusion streetwear in India
- Goals: Have unique wardrobe pieces that combine tradition + street vibe
- Channels Active: Instagram, Discord, Reddit (streetwear communities)
- Favorite Product Types: Mirror work denim jackets, graffiti kurtas, edgy co-ord sets

3. Channel Strategy

| Channel | Role |
|--------------------------|---|
| Instagram | Primary platform for brand storytelling, Reels, UGC, challenges, and influencer marketing |
| Pinterest | Trendboards, style inspiration, outfit discovery |
| Reel Shorts/ TikTok | Quick trend-based video content for virality |
| WhatsApp Broadcast | Early access, exclusive drops, polls, and giveaways |
| Influencer Collaboration | Micro and Gen Z creators for reach and authenticity |
| Google Ads | Drive traffic through search campaigns (“Indo-western streetwear”, “Gen Z fashion India”) |
| Blog/SEO | Organic traffic with styling guides, trends, and DIY craft stories |

4. Month-Wise Action Plan

Month 1: Awareness & Brand Positioning

Focus: Introduce Zyra Threads’ build strong brand identity and visibility among Gen Z

Tactics:

- Launch storytelling Reels: “Who We Are” & “Craft Meets Streetwear”
- Carousel posts highlighting mirror work, hand embroidery, graffiti kurtas
- Launch hashtag campaign: #WearYourEdge
- Collaborate with 2 mid-tier influencers (₹12k each)
- Blog: “Top 5 Ways to Style Indo-Western Streetwear”
- Google Search Ads targeting “Gen Z streetwear India”

Content Ideas:

- Reels: “Before → After Styling”
- Carousel posts: Product highlights
- Blog post for styling inspiration

KPI's:

- +1,500 followers
- Reach 50,000
- Engagement rate >12%
- 300 email/ WhatsApp signups

Month 2: Engagement & Community Building

Focus: Activate influencers, start ambassador program, build interactive campaigns, increase engagement.

Tactics:

- Recruit 1 Gen Z campus ambassador to create consistent content.
- Run Influencer Challenge: #ZyraOOTD (10 micro-influencers, 1 post + 1 story each).
- Instagram Live Styling Session with brand stylist (Q&A + styling tips).
- Launch Pinterest boards for streetwear + Indo-western outfit inspiration.
- WhatsApp opt-in campaign via IG bio with exclusive styling tips and offers.

- Email campaign: “Express Yourself with Zyra” featuring curated bestsellers.

Content Ideas:

- Reels: “College to Party Looks” / “Day-to-Night Styling with Zyra”
- Instagram Stories: polls, quizzes (“Which crop top is your vibe?”)
- User-generated content reposts (#WearYourEdge challenge entries)

KPIs:

- +2,000 Instagram followers
- 1,000 WhatsApp signups
- Influencer reach: 300,000
- Engagement rate on Stories >12%
- Number of UGC posts shared ≥ 20

Month 3: Conversion & Loyalty

Focus: Drive sales, retarget interested users, strengthen UGC and loyalty, create FOMO.

Tactics:

- Launch limited-edition “Festive / Seasonal Drops” with countdowns on Instagram Stories.
- Instagram Reels: showcase “Festive Streetwear Looks” and styling ideas.
- Google Display retargeting for cart abandoners and website visitors.
- WhatsApp broadcast: exclusive early-access notifications and VIP offers.
- Email campaign: “Your Edge, Your Style” with loyalty perks and flash sales.
- Amplify UGC: repost best customer outfits using #WearYourEdge.

Content Ideas:

- Reels: “What to Wear for College Fest / Diwali Party / Weekend Hangout”
- Instagram Stories: countdowns, polls (“Pick your favorite look”)

- UGC reposts and tagged photos

KPIs:

- 100+ orders per month
- WhatsApp CTR >12%
- Bounce rate <45% on festive landing pages
- Number of UGC posts shared ≥ 30
- Instagram engagement rate >15%

5. 3-Month Budget - Zyra Threads

❖ Month 1: Awareness and Brand Positioning

| Activity | Description | Cost (Rs) |
|---------------------------|--|-----------|
| Instagram Reels | “Who We Are” & “Craft Meets Streetwear” | 10,000 |
| Carousel Posts | Mirror work, graffiti kurtas, embroidery highlights | 5,000 |
| Hashtag Campaign | #WearYourEdge (UGC incentives)#WearYourEdge (UGC incentives) | 3,000 |
| Influencer Collaborations | 2 mid-tier influencers (₹12k each) | 24,000 |
| Blog Post | “Top 5 Ways to Style Indo-Western Streetwear” | 5,000 |
| Google Search Ads | Target “Gen Z streetwear India” | 20,000 |
| Miscellaneous | Boosts, tracking, UGC rewards | 3,000 |
| Total | | 70,000 |

❖ Month 2: Engagement and Community Building

| Activity | Description | Costs (Rs) |
|---------------------------|--|------------|
| Campus Ambassador Program | 1 Gen Z ambassador for content | 7,000 |
| Influencer Challenge | #ZyraOOTD (10micro-influencers) | 30,000 |
| Instagram Live | Styling session with brand stylist | 8,000 |
| Pinterest Boards | Outfit inspiration (Indo-western + streetwear) | 5,000 |
| WhatsApp Opt-in Campaign | Ads + creatives for signups | 5,000 |
| Email Campaign | “Express Yourself with Zyra” | 5,000 |
| Paid IGAds | Boost Reels & Stories for engagement | 8,000 |
| Miscellaneous | Polls, quizzes, UGC rewards | 2,000 |
| Total | | 70,000 |

❖ Month 3: Conversion & Loyalty

| Activity | Description | Costs (Rs) |
|----------------------------|--|------------|
| Festive Drop Campaign | Limited edition launch creatives + Reels | 10,000 |
| Instagram Stories | Countdowns, polls, FOMO-driven content | 5,000 |
| Google Display Retargeting | Cart abandoners & site visitors | 20,000 |
| WhatsApp Broadcast | Exclusive early-access offers | 5,000 |

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|--------------------------|--|--------|
| Email Campaign | “Your Edge, Your Style” with flash sales | 5,000 |
| Influencer Festive Looks | 5 creators (₹4,000 each) | 20,000 |
| UGC Contest | Rewards for best entries (#WearYourEdge) | 3,000 |
| Miscellaneous | Tracking + optimization | 2,000 |
| Total | | 70,000 |

Overall Budget Split (3 Month)

| Category | Activities Included | Budget (Rs) | % of Total |
|---------------------------------------|---|-------------|------------|
| Influencer Marketing | Mid-tier collabs (M1), Micro-influencer challenge (M2), Festive influencer looks (M3) | 74,000 | 35% |
| Paid Ads (Google + IG) | Google Search Ads (M1), Google Display Retargeting (M3), Instagram boosts (M2) | 56,000 | 27% |
| Content Creation | Reels, carousels, festive drops, Pinterest boards | 30,000 | 14% |
| Community & Engagement | Hashtag campaign, ambassador program, Instagram Live, quizzes, polls, UGC rewards | 20,000 | 10% |
| Owned Media (Blog + Email + WhatsApp) | Blogs (M1+M2), Email campaigns (M2+M3), WhatsApp campaigns (M2+M3) | 20,000 | 10% |
| Miscellaneous /Tracking | Tracking tools, optimization, small rewards | 10,000 | 4% |

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|-------|--|----------|------|
| Total | | 2,10,000 | 100% |
|-------|--|----------|------|

Highlights:

- Influencer marketing is the biggest investment (35%) since Gen Z trusts creators more.
- Paid ads take 27% to ensure reach, retargeting, and discovery.
- Community engagement + owned media (20%) strengthens brand loyalty.

6. Tools & Platform

| Category | Platforms / Tools | Purpose |
|--------------|--|--|
| Social Media | instagram | Core platform for Reels, Stories, influencer collabs, UGC |
| | Pinterest | Outfit inspiration boards, long-term organic traffic |
| | YouTube Shorts | Repurpose Reels for broader reach |
| | WhatsApp Business | Customer engagement, opt-ins, broadcast offers |
| Advertising | Meta Ads (IG + FB Ads) | Boost Reels/Stories, engagement ads |
| | Google Ads | Search Ads (discovery) + Display/Retargeting (conversions) |
| | WhatsApp Ads (via IG/FB click to chat) | Collect signups, direct engagement |
| Content | Canva Pro | Carousels, Stories, creatives |

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|---------------------------|-------------------------------------|--|
| Creation & Design | | |
| | CapCut / InShot | Quick video/Reels editing |
| | Adobe Photoshoot / Illustrate | Professional visuals, campaign graphics |
| Analytics & Tracking | Insta Insights | Engagement, reach, follower growth |
| | Google Analytics | Website visits, bounce rate, conversions |
| | Meta Ads Manager Analytics | Ad ROI, CTR, campaign performance |
| | UTM Links (Google Campaign Builder) | Track influencer & ad link performance |
| Email & CRM | MailChimp / Mailer Lite | Email campaigns & automation |
| | HubSpot CRM | Manage leads from WhatsApp & email |
| Collaboration & Community | Insta Collab Features | Joint posts with influencers & UGC |
| | Google Form / Typeform | Campus ambassador sign-ups, surveys |
| | Trello / Notion | Content calendar & campaign management |
| SEO & Blogs | Ubersuggest / SEMrush | Keyword research for Indo-western fashion, blog optimization |
| | Yoast SEO (WordPress plugin) | Blog/website SEO optimization UGC & Influencer Management |

| | | |
|-----------------------------|-----------------------|--|
| UGC & Influencer Management | HypeAuditor | Analyze influencer engagement & authenticity |
| | Collabstr / Upfluence | Find and manage micro-influencers |

7. Metrics to Track

| Category | Key Metrics (KPI,s) | Why it matters |
|----------------------|--|---|
| Traffic & Awareness | Website visits, unique users, bounce rate | Shows how many people discover Zyra Threads & how long they stay |
| Social Media Growth | Followers, Reach, Engagement Rate (likes, comments, shares, saves) | Measures brand popularity and how well content resonates with Gen Z |
| Content Performance | Reel Views, Story Interactions (polls, quizzes, DMs), Hashtag Usage (#WearYourEdge, #ZyraOOTD) | Tracks virality and user-generated content success |
| Influencer marketing | Influencer Reach, Engagement on collab posts, Cost per Engagement | Evaluates ROI from influencer partnerships |
| Community Building | No. of Campus Ambassadors active, UGC Posts Shared, WhatsApp Opt-ins | Tracks loyalty and community strength |

| | | |
|--------------------|---|--|
| Email Marketing | Open Rate, CTR (Click-through Rate), Conversions | Shows effectiveness of newsletters & campaigns |
| WhatsApp Marketing | Opt-in Numbers, CTR on Broadcasts, Response Rate | Measures direct engagement and sales push |
| Sales & Conversion | Monthly Orders, Average Order Value (AOV), Conversion Rate | Direct measure of business success |
| Ads Performance | Impressions, CTR, Cost Per Click (CPC), ROAS (Return on Ad Spend) | Evaluates efficiency of ad budget |
| Customer Feedback | Satisfaction Score (via Google Forms/Surveys), Repeat Purchases | Ensures brand is building trust & loyalty |

8. Challenges & Solution

| Challenges | Why it's a problem | Solution |
|---|---|---|
| High Competition in Streetwear & Indo-Western Fashion | Many fast-fashion and indie brands target Gen Z with trendy styles. | Focus on unique USP: fusion of Indian craft + streetwear, push #WearYourEdge hashtag to create distinct identity. |
| Low Brand Awareness (New Brand) | Hard to stand out without a big following or recognition. | Leverage Reels virality, campus ambassador programs, and micro-influencer collabs to create buzz. |

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|--|--|--|
| Budget Constraints (₹70k/month) | Limited funds compared to established players. | Prioritize organic growth + UGC + micro-creators instead of only paid ads. |
| Maintaining Consistent Engagement | Gen Z trends shift quickly → the audience may lose interest. | Use interactive content (polls, quizzes, styling challenges) and stay trend-driven with memes & collabs. |
| Converting Engagement into Sales | Followers may like content but not purchase. | Introduce festive drops, exclusive early-access offers on WhatsApp, and FOMO campaigns to push conversions. |
| Influencer Saturation (Too Many Paid Collabs in Market) | Audiences may not trust over-promoted creators. | Work with authentic micro-influencers + student ambassadors who genuinely fit brand vibe |
| Building Brand Loyalty | Gen Z easily shifts between brands. | Create UGC repost culture, loyalty perks, and ambassador recognition to make customers feel part of the brand. |

9. Conclusion & Future Scope

Zyra Threads, with its edgy Indo-western streetwear identity, is positioned to capture the attention of Gen Z audiences who value individuality, creativity, and self-expression. The **3-month digital marketing plan** focuses on:

- **Month 1 (Awareness):** Building brand identity through storytelling, influencer collaborations, and strong Instagram presence.
- **Month 2 (Engagement):** Strengthening community via ambassador programs, UGC challenges, and interactive campaigns.
- **Month 3 (Conversions):** Driving sales with festive drops, retargeting, and loyalty-focused campaigns.

The budget distribution ensures a **balanced approach** between influencers, ads, content, and community building. Metrics and KPIs have been defined clearly, allowing measurable tracking of growth and performance.

Future Scope:

Looking ahead, Zyra Threads can expand its marketing by:

- Launching an **e-commerce website** to scale online sales.
- Exploring **YouTube Shorts & Snapchat** for wider Gen Z engagement.
- Partnering with **college fests and cultural events** for offline visibility.
- Expanding the **ambassador program** into a full-fledged community platform.

With consistent execution, Zyra Threads can not only achieve its short-term objectives but also establish itself as a **youth-driven Indo-western streetwear leader in India.**