



***FLYING
MACHINE***

COMPREHENSIVE DIGITAL MARKETING PROJECT WORK

BRAND : *FLYING MACHINE*



ACKNOWLEDGEMENT

- ▶ *Flying Machine is one of the indigenously grown brands started by garment division of Arvind mills. The brand was incepted in 80's; Flying Machine is among few early brands which started the denim category in India though consumption was pretty low. The brand had the positioning of 'guaranteed brand' due to its unique pricing and product innovation. However, with the growing penetration of online retail and multiple retail channels, the brand started experiencing operational huddle in managing inventory as it goes on multiple channels. Let's shed light on same*



TEAM MEMBERS

- ▶ Team Lead : Thulluri Lakshmi Prasanna
- ▶ Team member : Devalla Leela
- ▶ Team member : Gundeboina Premkumar
- ▶ Team member : Kambhampati Akshaykumar
- ▶ Team member : Katari Varalakshmi



“Social Media : ”

As Flying Machine began to grow, and experience increased online success, the brand realized that to continue the same growth trajectory, it needed to expand its presence across multiple marketplaces.



History Of Flying Machine

We are India's first home bred jeans brand, owned by Arvind mills' garments division. Born in the year 1980, we were considered a cult for the next 10 years. It's really hard to find a fashion conscious male from that time in India who did not wear denims made by us. Launched in 1980, at a time when only smuggled jeans were available.

Cornered substantial market with innovations of Indian fit, a 'guaranteed brand' available at a decent price. By 1994 it had become a leader in branded jeans in India and is still seen as trendy and premium.



Flying Machine India Company Profile

India Launch: 1980

Parent Company: Arvind Ltd's Garment Division

Brand Format: Brick-and-mortar and D2C

CEO: Nidhi Raj

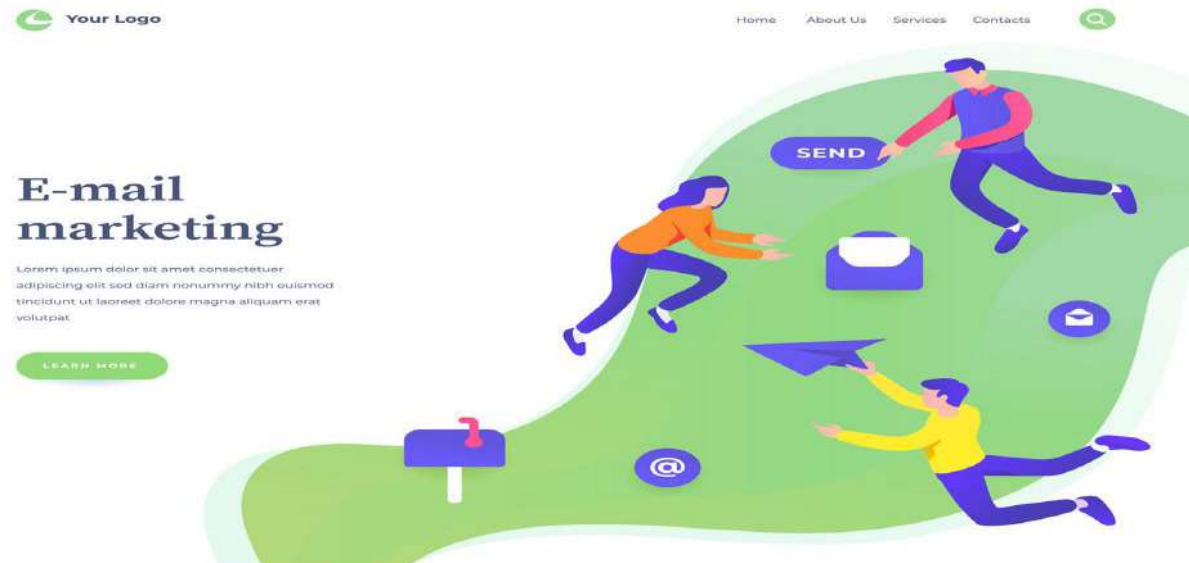


Ranking Of Key words

- ▶ Create targeted SEO campaigns that get results. Accelerate success across your enterprise with unbiased SEO rankings and reporting. Connect your all data points with:
 - On-the-fly analysis all within the platform
 - Unlimited competitive rank comparisons
 - **NEW!** Visual rankings on the SERP based on pixel depth
 - Daily rankings with SERP preview
 - Ranking data API and extracts



Email Marketing



- Mail Marketer is a trusted Do-It-Yourself email marketing service that over 10000+ businesses use when they need to send email campaigns, bulk emails, newsletters and mass email - without worrying about installing email marketing software or configuring mail servers.



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*Flying Machine has launched a new social media campaign 'Zero Gravity' for the brand's F-Lite denim range. The campaign includes a TV spot and a series of Instagram **films***



Content Marketing

The term content marketing refers to a method of marketing that includes creating and sharing online content that doesn't just promote a brand, but rather is designed to encourage its audience to visit a brand's website. Brand awareness is increased by using storytelling and sharing information.



Video Marketing

- ▶ We collaborate on a higher level than most **video marketing** companies. We jump in with both feet, getting to know the brand.



Video Marketing Campaign



THANK YOU



Pay Per Click Advertising

PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on.

