

## **CODTECH**

### **INTERNSHIP – TASK 2**

#### **CONTENT MARKETING STRATEGY**

Brand Chosen: Allen Solly

Intern Name: Joga. Lakshmi sailaja

#### **OBJECTIVE**

To design a comprehensive Content Marketing Strategy for the brand Allen Solly which includes:

- Relevant blog topics
- Clearly defined target audience
- Most effective promotional channels

This strategy aims to increase brand visibility, improve engagement, and drive traffic and conversions.

## **BLOG TOPICS FOR ALLEN SOLLY**

1. "Office to Outing" Styling Ideas with Allen Solly
2. Top 5 Wardrobe Essentials for Young Professionals
3. Fashion Meets Function: Allen Solly's Smart Casual Range
4. Behind the Brand: Sustainable Fashion by Allen Solly
5. How to Build a Versatile Wardrobe on a Budget

## TARGET AUDIENCE

### Demographic Profile:

- Age: 20–40 years
- Gender: All
- Income Level: Middle to Upper-Middle Class
- Location: Urban and Metro Cities
- Occupation: Students, Young Professionals, Entrepreneurs

### Psychographic Profile:

- Fashion-conscious
- Tech-savvy
- Seeks comfort + style
- Interested in smart casual wear for daily life

## PROMOTION CHANNELS

### Primary Channels:

- Instagram & Facebook: Visual storytelling, reels, promotions
- YouTube: Style tutorials, influencer collabs
- Pinterest: Outfit inspiration boards
- LinkedIn: Professional fashion content
- Email Marketing: Seasonal lookbooks & sales alerts
- Official Website Blog: SEO-rich articles on style trends

## **DELIVERABLE & OUTCOMES**

### **Deliverable:**

A full Content Marketing Plan Document with content calendar, blog strategy, and platform-wise content ideas.

### **Expected Outcomes:**

- Higher website & social media engagement
- Boost in brand recall and visibility
- Better customer connection through storytelling
- More conversions from digital channels