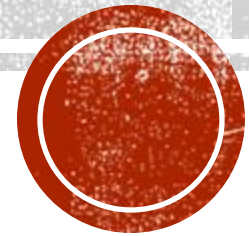# COMPREHENSIVE DIGITAL MARKETING FOR FAB INDIA

RESEARCH BRAND IDENTITY

Brand Identity Elements

1. Logo

The FabIndia logo features a stylized letter "F" made up of intricate Indian patterns. The logo is often displayed in a warm, earthy color scheme that reflects the brand's connection to Indian crafts.

2. Color Palette

FabIndia's color palette is characterized by warm, earthy tones such as:

- Earthy brown (#964B00)
- Soft beige (#F5F5DC)
- Deep turquoise (#1ABC9C)

These colors evoke a sense of naturalness, authenticity, and cultural heritage.

3. Typography

FabIndia's typography is simple, elegant,

COMPETITOR ANALYSIS

Competitor Analysis

FabIndia's main competitors include:

- Faballey
- Biba
- Rangriti
- W
- Anokhi

These brands offer similar products and target a similar audience, but FabIndia's strong brand identity and commitment to sustainability and authenticity set it apart from the competition.

Conclusion

FabIndia's brand identity is built around its commitment to celebrating Indian heritage and craftsmanship, providing high-quality authentic products, and promoting sustainability. The brand's warm and inviting tone of voice, elegant typography, and natural imagery all reflect its values and personality. By understanding FabIndia's brand identity, we can better appreciate the brand's unique strengths and competitive advantages.

BUYER'S /ADVANTAGES PERSONA

Persona 1: Rohini, the Traditionalist

- **Age:** 35-50
- **Occupation:** Homemaker, teacher, or government employee
- **Education:** Graduate or postgraduate degree
- **Income:** ₹500,000-₹1,000,000 per annum
- **Values:** Tradition, family, and cultural heritage
- **Goals:** To dress modestly and elegantly, to maintain cultural traditions
- **Challenges:** Finding traditional clothing that is both stylish and affordable
- **Preferred communication channels:** Word of mouth, print media, and social media
- **Buying behavior:** Rohini is a loyal customer who values quality and tradition. She is likely to purchase from FabIndia regularly and recommend the brand to friends and family.

SEO AUDIT

Technical SEO

1. Website Speed
- **Current speed:** 3.5 seconds (average)
- **Recommended speed:** < 2 seconds
- **Improvement suggestions:** Optimize images, minify CSS and JavaScript files, leverage browser caching

2. Mobile-Friendliness
- **Current status:** Mobile-friendly
- **Recommendation:** Ensure consistent mobile experience across all pages and features

3. SSL Encryption
- **Current status:** SSL-encrypted
- **Recommendation:** Ensure all pages and subdomains are SSL-encrypted

4. XML Sitemap
- **Current status:** XML sitemap present
- **Recommendation:** Ensure sitemap is up-to-date and submitted to Google Search Console

KEYWORDS RESEARCH

Keyword Research Objectives
1. Identify relevant keywords and phrases that FabIndia's target audience uses to search for products and services.
2. Analyze competitors' keywords and content strategies.
3. Determine keyword gaps and opportunities for FabIndia.

Keyword Research Tools
1. Google Keyword Planner
2. Ahrefs
3. SEMrush
4. Moz Keyword Explorer

Keyword Research Results
1. Product-Based Keywords
1. **Kurtas**: "kurtas for women", "kurtas for men", " designer kurtas", "party wear kurtas"
2. **Salwar Kameez**: "salwar kameez for women", "designer salwar kameez", "party wear salwar kameez", " Punjabi salwar kameez"

CONTACT IDEA AND MARKETING STRATEGY