

WELCOME

DIGITAL MARKETING FOR



ALLEN SOLLY

TEAM DETAILS

UNIVERSITY NAME:

DR.B.R.Ambedkar University

TEAM LEADER: MADDILI SWAPNA

TEAM MEMBER 1:LOKANADHAM KAVYA

TEAM MEMBER 2:MUDDADA LALITHA

TEAM MEMBER 3:NAVIRI SUGUNA

TEAM MEMBER 4:NAYANA HARIKA

PART-1

Brand Study

Competitor Analysis

Buyer's/Audience's Persona

Brand study(Mission/values & USP)

➤ Mission and Values:

Allen Solly's mission is to provide trendy fashion that allows individuals to express their unique personalities through their clothing choices.

Their values include:

- ④ **Timeless Style:** Allen Solly makes clothes and accessories that always look good, no matter the current trends. They stick to classic designs that never go out of fashion.
- ④ **Quality workmanship:** This means they make things really well. Their products are carefully crafted with attention to detail, so they last a long time and stay looking nice.
- ④ **Natural elegance :** Allen Solly stuff makes you look fancy without trying too hard. It's like looking really cool without needing to put in a lot of effort.

Unique Selling Proportion (USP) Analysis:

The unique selling proposition (USP) of Allen Solly is that it offers stylish and high-quality clothing and accessories that are both fashionable and comfortable, making it easy for anyone to look good without feeling uncomfortable or sacrificing style.

Brand Study(Brand Tone & KPI)

➤ Brand Tone:

Allen Solly's brand tone is classy, modern, approachable and friendly . It makes you feel confident and stylish while still being easy to connect with. The brand tone of Allen Solly towards its customers is welcoming, understanding, and supportive. It aims to make customers feel valued, appreciated, and comfortable, fostering a positive and lasting relationship.

➤ Allen Solly's KPIs may include

- ⦿ **Sales Revenue:** This measures how much money Allen Solly is making from selling its products.
- ⦿ **Customer Satisfaction:** Tracking how happy customers are with their purchases and overall experience with Allen Solly.
- ⦿ **Brand Awareness:** Keeping an eye on how many people know about Allen Solly and recognize its logo and products.
- ⦿ **Return on Investment (ROI):** Calculating how much profit Allen Solly is making compared to how much money it's investing in things like marketing and production.

➤ Buyer's/ Audience's persona:

Demographics:

Age:25-45

Gender:all genders

Occupation: working professionals, Individuals with active lifestyle

Income: Moderate to high-income earners

Psychographics:

Values:good looking, comfortable, individual style and personality.

Interests:fashion trends,timeless styles, quality shopping .

Personality:confident, stylish, and approachable.They are open-minded and enjoy trying new styles while staying true to their personal preferences.

Behaviour:

Shopping Habits: They enjoy shopping for clothing that offers a balance of style, comfort, and affordability. They may prefer both online and in-store shopping experiences.

Social Influence: They may be influenced by social media like Instagram, Facebook and YouTube , celebrities and fashion influencers when making purchasing decisions.

Brand Loyalty: While open to trying new brands, they often exhibit loyalty to Allen Solly due to its consistent quality, style, and reputation.

Fashion Consciousness: They keep up with fashion trends and seek stylish yet practical clothing options.

Goals:

- ◉ To offer stylish and comfortable clothing that people love to wear.
- ◉ To maintain a strong reputation for quality and reliability.
- ◉ To expand their customer base and reach more people who appreciate their brand.

Challenges:

- ◉ Competing with other clothing brands for customers' attention.
- ◉ Keeping up with what people want to wear as fashion trends change.
- ◉ Making sure their clothes are available when and where people want to buy them.
- ◉ Finding the best ways to tell people about their clothes so they want to buy them.
- ◉ Dealing with changes in the economy that affect how much people can spend on clothes.

Competitor Analysis:

➤ Competitor 1: Van Heusen

◎ USP:

Van Heusen is a well known clothing brand that sells stylish clothes for men and women, including formal and casual wear. Its unique selling proposition (USP) often revolves around its modern designs, high-quality Outfits perfect for professionals and city dwellers.

◎ Online communication:

Van Heusen uses the internet to talk about its clothes. They might share pictures and information about their products on their website and social media pages, like Facebook and Instagram. They also might send emails to let people know about new clothes or sales.

SWOT of Van Heusen:

➤ Strengths:

- ◎ **Strong Brand Reputation:** Van Heusen is well-known and trusted by many people for its quality and style. When people see the Van Heusen name, they often think of good clothing.
- ◎ **Wide Range of High-Quality Clothing:** Van Heusen offers lots of different types of clothes for both men and women. They have things like shirts, pants, dresses, and suits, all made with good materials that last a long time.
- ◎ **Good Online Presence:** Van Heusen is active online, which means they have websites and social media pages where they show off their clothes and talk to customers. This helps them reach more people and stay connected with their customers.

➤ Weaknesses:

- ◎ **Higher Prices:** Van Heusen clothes can be more expensive compared to some other brands. This might make some people choose cheaper options instead.
- ◎ **Limited Variety in Designs:** Some people might find that Van Heusen's clothing designs are too similar or not diverse enough, making it less appealing for those seeking unique styles.

SWOT of Van Heusen:

➤ Opportunities:

- ◎ **Collaboration with Influencers:** Van Heusen could team up with popular social media influencers or celebrities to promote its clothes. This could help them reach a wider audience and attract new customers who follow these influencers.
- ◎ **Sustainable Fashion:** Van Heusen can focus on making clothes in more eco-friendly ways, like using sustainable materials or reducing waste. This could appeal to customers who care about the environment and are looking for greener clothing options.

➤ Threats:

- ◎ **Competition:** Other clothing brands offering similar styles and quality clothes pose a threat to Van Heusen. If customers have many options to choose from, they might not choose Van Heusen.
- ◎ **Economic Changes:** If the economy goes through a tough time, people might have less money to spend on clothes, affecting Van Heusen's sales.
- ◎ **Changing Fashion Trends:** If the styles that Van Heusen sells go out of fashion, people might not want to buy their clothes anymore, which could hurt the company's sales and reputation.

Competitor Analysis:

➤ Competitor 2: Arrow

⦿ USP:

Arrow is a brand that sells men's clothing like shirts and suits. Its special thing is making classic and timeless designs with good quality, perfect for guys who want to look sharp and stylish.

⦿ Online communication:

Arrow uses a combination of social media, website content, email marketing, online advertising, and influencer collaborations to effectively communicate with its audience and drive engagement and sales online.

SWOT of Arrow:

➤ Strengths:

- ◎ **Quality Clothing:** Arrow is known for producing high-quality clothing made from durable materials, which lasts longer and provides value for money.
- ◎ **Classic and Timeless Designs:** Arrow offers classic and timeless designs that appeal to a wide range of customers, making their clothing suitable for various occasions and settings.
- ◎ **Global Presence:** Arrow has a global presence with stores and distribution channels in various countries, allowing it to reach a wide customer base and expand its market share.

➤ Weaknesses:

- ◎ **Higher Prices:** Arrow clothes can be more expensive than some other brands, which might make them less accessible to people on a tight budget.
- ◎ **Limited Appeal to Trendy Fashion:** Arrow's classic and timeless designs may not always attract customers looking for the latest fashion trends, potentially limiting its appeal to younger demographics seeking more trendy styles.

SWOT of Arrow:

➤ Opportunities:

- ◎ **More Products:** Arrow can make and sell new types of clothes or accessories, like shoes or hats, to give customers more options and increase sales.
- ◎ **Online Sales:** Arrow can sell its clothes on the internet, making it easier for people to buy them from anywhere, which could lead to more sales and growth for the brand.
- ◎ **New Markets:** Arrow can sell its clothes in new places where it hasn't been before, like different cities or countries, to reach more customers and grow its sales.

➤ Threats:

- ◎ **Competition:** Other clothing brands offering similar styles and quality clothes could take away customers from Arrow, making it harder for them to sell their clothes and grow their business.
- ◎ **Changing Fashion Trends:** If the styles that Arrow sells become unpopular, people might not want to buy their clothes anymore, which could hurt sales and stop the brand's growth.

Competitor Analysis:

➤ **Competitor 3: Peter England**

⦿ **USP:**

Peter England is a popular clothing brand that specializes in men's apparel, including shirts, trousers, suits, and accessories. Its unique selling proposition (USP) revolves around offering trendy and affordable clothing tailored for the modern Indian man. The brand is known for its wide range of stylish designs, quality craftsmanship, and accessible pricing, making it a go-to choice for men looking for fashionable yet budget-friendly attire.

⦿ **Online communication:**

They post pictures and updates on platforms like Facebook, Instagram, and Twitter to show their clothes and interact with customers. They send emails to people who sign up, letting them know about new clothes, sales, and special offers. They put ads on websites and social media to reach more people and let them know about their brand and products.

SWOT of Peter England:

➤ Strengths:

- ◎ **Affordable Pricing:** Peter England offers stylish clothing at affordable prices, making it accessible to a wide range of customers.
- ◎ **Trendy Designs:** Peter England keeps up with the latest fashion trends, offering trendy and fashionable clothing options for men.
- ◎ **Wide Range of Products:** They have a diverse range of clothing options for men, including shirts, trousers, suits, and accessories, catering to different tastes and preferences

➤ Weaknesses:

- ◎ **Brand Perception:** Some customers may perceive Peter England as a mass-market brand rather than a high-end or exclusive label, which could impact its ability to attract certain demographics or command higher prices.
- ◎ **Limited Appeal to High-End Market:** Peter England's focus on affordable pricing may result in a perception of lower quality among customers who prefer premium or luxury brands.

SWOT of Peter England:

➤ Opportunities:

- ◎ **Selling in New Places:** Peter England can start selling its clothes in new cities or countries to reach more people and sell more clothes.
- ◎ **Making New Things:** Peter England can make and sell new types of clothes or accessories, like shoes or hats, to give customers more choices and make more money.
- ◎ **Selling Online:** Peter England can sell its clothes on the internet, so people can buy them from home, which could lead to more sales and growth for the brand.

➤ Threats:

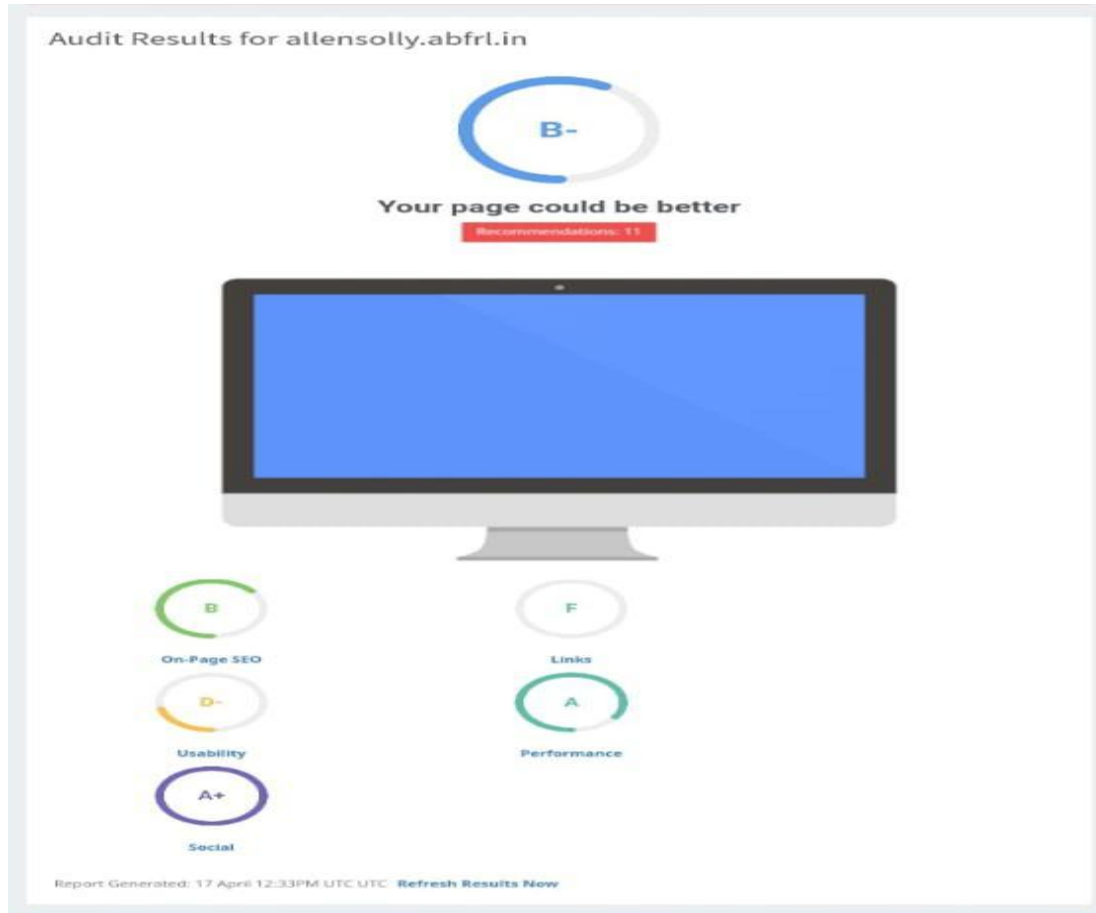
- ◎ **Competition:** Other clothing brands can steal customers from Peter England, making it harder for them to sell clothes and grow.
- ◎ **Economy:** If the economy gets worse, people might have less money to spend on clothes, leading to fewer sales for Peter England.
- ◎ **Fashion Trends:** If people stop liking the styles Peter England sells, they might not buy their clothes anymore, which could slow down the brand's growth.

PART-2

Search Engine Optimization(SEO) & Keyword Research

SEO Audit and Keywords Research

SEO AUDIT



The Website has a fair SEO score however it can be improved by optimizing keywords, content, metadata and links effectively.

SEO Audit and Keywords Research

SEO AUDIT

Recommendations		
Toggle:	Performance	Usability
Optimize for Core Web Vitals	Usability	Medium Priority
Unblock page in robots.txt	On-Page SEO	Medium Priority
Reduce length of title tag (to between 10 and 70 characters)	On-Page SEO	Medium Priority
Shorten meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Remove duplicate Canonical Tags	On-Page SEO	Medium Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Remove inline styles	Performance	Low Priority
Resolve JavaScript errors	Performance	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Add Local Business Schema	Other	Low Priority

Here are some points of how the website can improve its SEO

- Optimize your page for mobile pagespeed insights
- Remove duplicate canonical tags
- Remove inline styles
- Resolve javascript errors

SEO Audit and Keywords Research

Keyword Research

Keyword	Volume	Competition	KEI
clothing stores near me	333,000	74	23
clothes	138,000	69	25
clothing stores	120,000	69	25
cider clothing	93,500	38	79
clothing	68,400	67	25
donate clothes near me	58,700	23	208
garage clothing	53,000	52	40
vintage clothing	46,400	50	43
clothing donation near me	42,300	24	185
clothes stores near me	40,500	75	19
end clothing	39,300	46	50
clothes donation near me	36,000	27	144
baby clothes	35,500	48	45
target recalls toddler clothes	33,801		—
cloth	33,000	56	33
clothing store near me	32,900	59	30
online clothing stores	32,600	88	13
express clothing	32,100	65	25
clothing donation bins near ...	31,600	20	259
mens clothing	29,000	39	68
women's clothing stores	28,700	75	18
maternity clothes	27,200	49	43
revolve clothing	26,100	49	42
vintage clothing stores near ...	24,500	50	40
womens clothing	23,500	52	37
men's clothing stores	21,600	57	31
clothing alterations near me	21,400	4	6,232
cuts clothing	20,200	34	86
venus clothing	20,000	45	49
clothing brands	19,400	48	43

Keyword Objective:
Clothes

- Men's clothing store
- Formal wear
- Women's clothes
- Clothing brands

We can use these 4 as primary keywords since they have *decent volumes and are relevant to the Allen Solly products.*

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
allen and solly	 EN	1	301,000	91,504
allen solly	 HI	1	301,000	91,504
allen solly	 EN	1	301,000	91,504
allensolly	 HI	1	301,000	91,504
allensolly	 EN	1	301,000	91,504
allen solly shirts	 EN	1	40,500	12,312
allen solly jackets	 HI	1	14,800	4,499
allen solly near me	 HI	1	14,800	4,499
allen solly near me	 EN	1	14,800	4,499
allen.solly near me	 EN	1	14,800	4,499

Links

Backlink Summary

You have a moderate level of backlink activity to this page.



Domain
Strength



Page
Strength

 **255**
Backlinks

 **52**
Referring Domains

 **212**
NoFollow
Backlinks

 **43**
Dofollow
Backlinks

 **0**
Edu
Backlinks

 **0**
Gov
Backlinks

 **49**
Subnets

 **54**
IPs

On page optimization

➤ Focus keywords:

Men's clothing store, Formal wear, Women's clothes, clothing brand

➤ Meta title:

Stylish Selections: Elevate Your Wardrobe with Top Men's & Women's Formal Wear from Leading Clothing Brands.

➤ **Meta description:** Discover timeless elegance with our curated collection of men's and women's formal wear from leading clothing brands like Allen Solly.

On page optimization(content optimization)

Introduction:

Choosing a right clothing brand where you can find clothes that are comfortable, meet your taste and at reasonable cost is very difficult .But Allen Solly provides all your needs in one place.You can find:

- **Section 1:**Men's Clothing Selection Step into style with our diverse collection of men's clothing.
- **Section 2:**Women's Clothing Collection Elevate your wardrobe with our range of women's clothes.
- **Section 3:**Formal Wear for All Occasions Dress to impress with our formal wear collection. Whether it's a black-tie event or a business meeting, we have the perfect attire for both men and women.
- **Section 4:**Our clothing brand has perfect attires for men,women &kids also.All are made using high quality materials.

Conclusion:

Ready to upgrade your wardrobe? Visit our clothing store today to discover a world of style possibilities. With our extensive selection of clothing from top brands, including formal wear, you'll always look and feel your best.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

- ④ **Finding a free keyword research tool was hard because most tools cost money.**
- ④ **Picking the best keywords was tough because there were many good options to choose from.**
- ④ **We learned how people search online and found out what keywords they use.**

PART-3

Content ideas And Marketing Strategies

- Content ideas and market strategies:
 - Content calender:

April

Allen Solly Content
calender

2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 April fools day post	2 Blog on men's wear	3 Reel on Allen Solly men's wear	4 Did you know my story	5 podcast Episode 1	6 Influencer Collab post
7 Open ended question story on which top do you like	8 Customer review	9 launch ethnic wear	10 Reel on Allen Solly women's wear	11 Eid Mubarak post	12 podcast episode 2	13 influencer Collab post
14 Reel on kid's wear	15 Ebook mailer	16 Post Allen Solly new collection	17 Reel on formal wear	18 Reel on men wedding clothes	19 podcast episode 3 and Blog promo	20 Influencer Collab post
21 Reel on women's ethnic wear	22 Ebook mailer	23 exciting offers and sale dhamaka 🎉	24 what makes our earphones 🎧 special	25 Reel for smart people using smart watches	26 podcast episode 4	27 influencer Collab post
28 Reel on men's shirts	29 Blog on Allen Solly	30 month end sale offer 🎉				

Strategy,Aim and idea behind this story



The Strategy behind this story strategy Is to know the audience about Allen Solly women's tops and their interests By addressing the followers as which top do you like the most ?

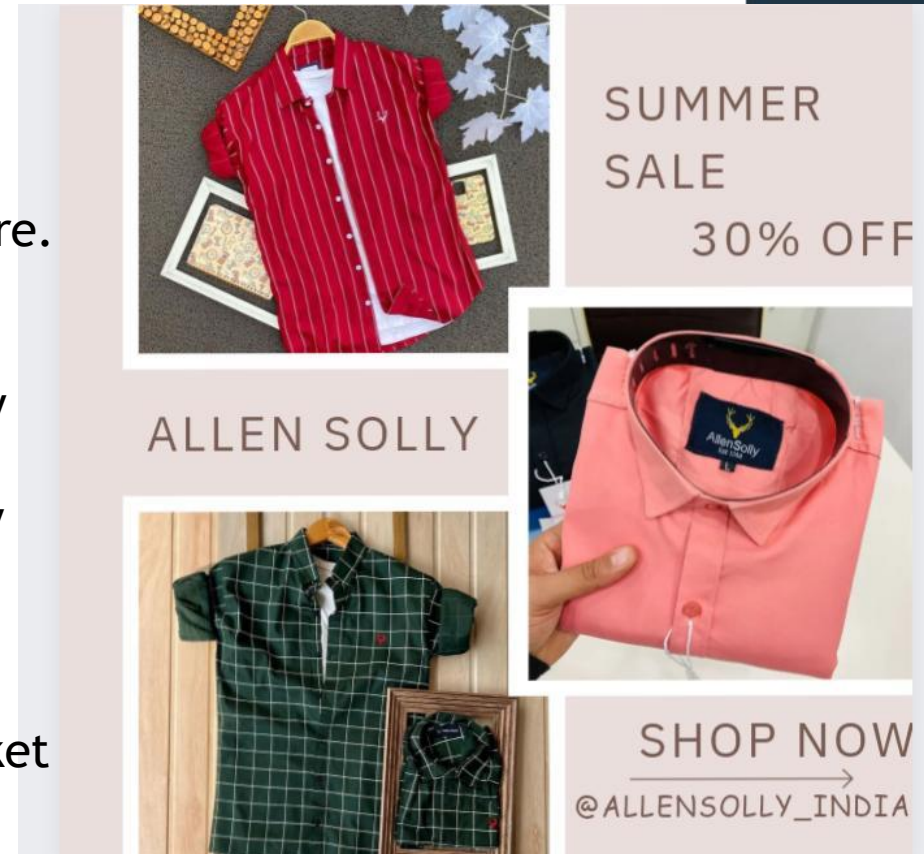
Additionally created the poll on latest collections of Allen Solly women's wear as what is your favourite so that we can easily know

that which product is more likely to used by Audience which may help in growth of our business.overall , by creating this poll on These products can be a valuable tool for Allen Solly company to understand the market , improve the products and enhance the Marketing efforts.

The idea is that by having these engaging Stories such as poll format it would engage Followers as a trusted brand.

Strategy,Aim and idea behind this post

The Strategy behind this post
Is to know the audience about Allen Solly Men's shirts which is 30% off due to summer sale
To attract the audience to buy from our store.
Additionally created the poll on latest collections of Allen Solly men's wear as what is your favourite so that we can easily know
that which product is more likely to be used by Audience which may help in growth of our business.overall , by creating this poll on These products can be a valuable tool for Allen Solly company to understand the market ,
improve the products and enhance the Marketing efforts.



Strategy,Aim and idea behind this post



The strategy behind this reel is creating a video focused on women's winter wear which is a strategic approach to ensure it resonates with audience .We added a Q/A that is if they want to know more information about our video they can directly ask their questions in the reel itself.They can get our reply as early as possible.It saves their time and their interests in buying from our store.

Our idea behind this reel is to keep engaging with our customers and to attract them in choosing our products. This will help our sales improvement and we get more profit.

PART 3: CONTENT IDEAS & MARKETING STRATEGIES

As a brand, we wanted to understand what people liked to wear, so we could create content that they would enjoy. Our aim was to make sure the content we produced was interesting and kept people interested. We came up with lots of ideas and picked the best ones for our content calendar. It was tricky to figure out exactly what people were looking for, especially when it came to things like shirts, pants, and accessories. But by doing lots of research on Google and checking out what our competitors were offering, we learned what made each brand special. This helped us make content that our audience liked, and it was still fun, interesting, and helpful.

PART-4

Content Creation and Curation

Post Creation :

Format 1 - Static post on Allen Solly products

Caption : Allen Solly is a good brand with Better value for money... ✨
Top most Brand... #Allen Solly
“My World, My Way” _ Choose Allen Solly for branded clothing... 🌟

Hashtags : #allensolly #clothingstore
#stablestyle#looking handsome
#fashionable



Allen Solly
Renowned brand

SHOP NOW
www.allensolly.com



Post Creation :

Format 2 - Reel on Allen Solly Wedding collection for men

Caption : Allen Solly... 😁

Fire your style to the skies...for the world
to see and follow the Allen Solly
Choose the dress according to the
occasion...only in
Allen Solly.. 🌟

“Hurry up, Allen Solly gonna blow up 🌟”

Hashtags : #allensolly #clothing
#fashionstyle #modernart
#wedding#men'swear



Post Creation :

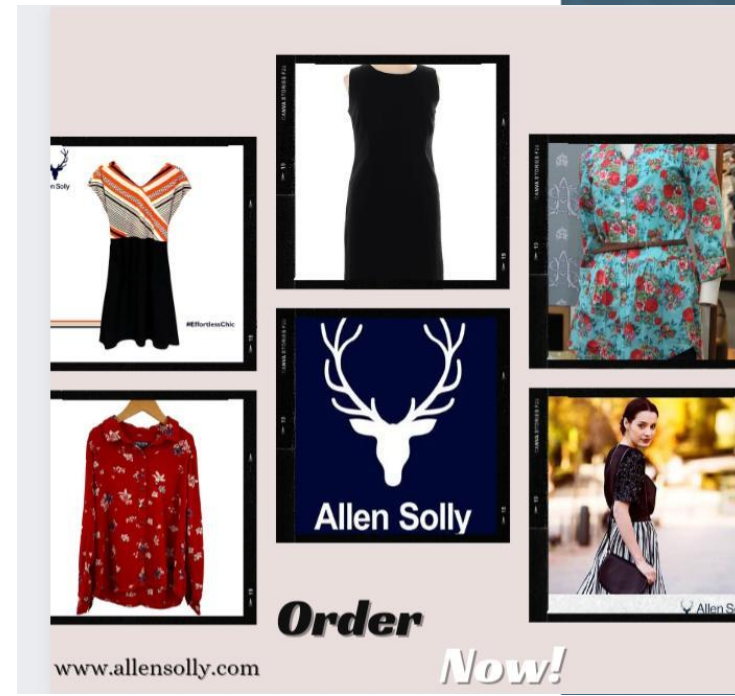
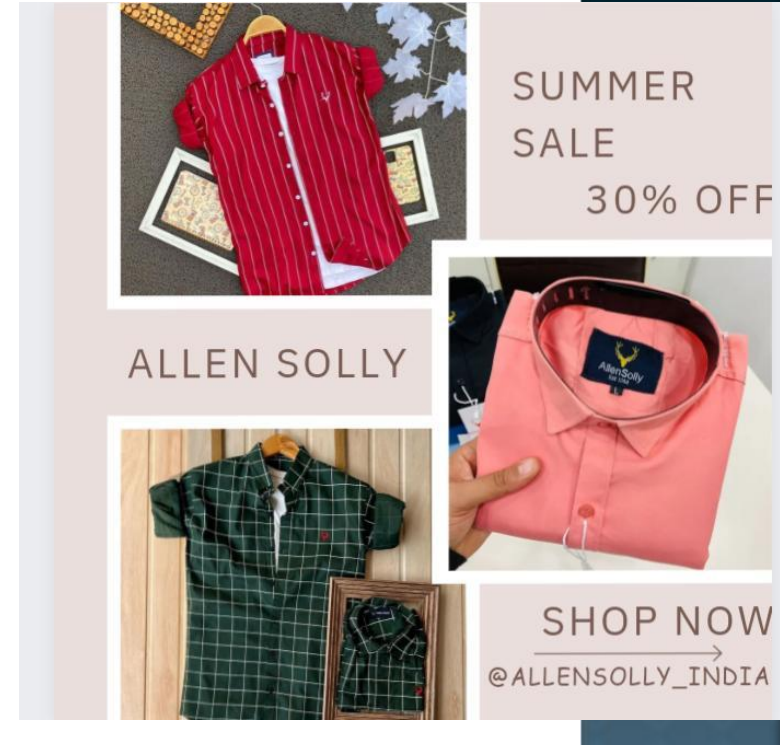
Format 3 - Carousel post on Allen Solly clothes for both men and women

Caption : Elevate your style with our products....#allensolly 😊

Summer sale is live now ✨

Don't miss it order now only at @allensolly_india

Hashtags : #allensolly #ethnicwear #formalclothes #men'swear #women'swear #summersale #allensolly_india





You submitted an appeal on April 22, 2024

It usually takes us just over a day to review your information. Check back here.

Your account is not visible to people on Instagram, and you can't use it.

What happens next?

We'll take another look at your account.

If we find your account does follow our Community Guidelines, you'll be able to use Instagram again.

If we find your account doesn't follow our Community Guidelines, it will be permanently disabled and you won't be able to appeal again.

[Done](#)

We disabled your account

You no longer have access to
allensolly_india

Account disabled on April 22, 2024

Why this happened

We reviewed your account and found that it still doesn't follow our Community Guidelines on account integrity and authentic identity.



[Read more about this rule](#)

What this means

No one can see or find your account and you can't use it. All your information will be permanently deleted.

You cannot request another review of this decision.

More Information



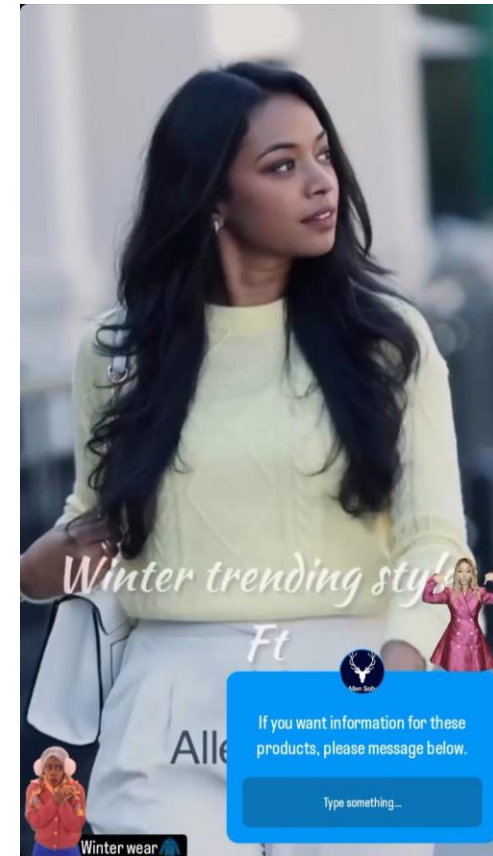
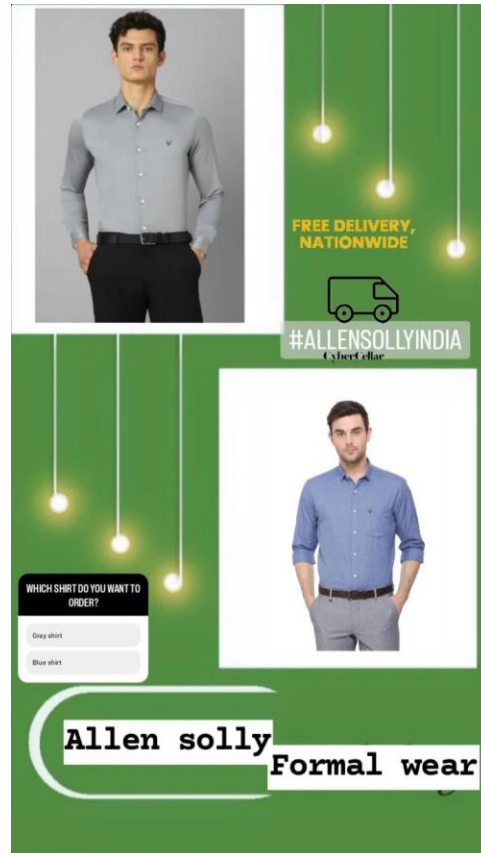
[How we made this decision](#)

[Log Out](#)

Part 4: Content creation and curation

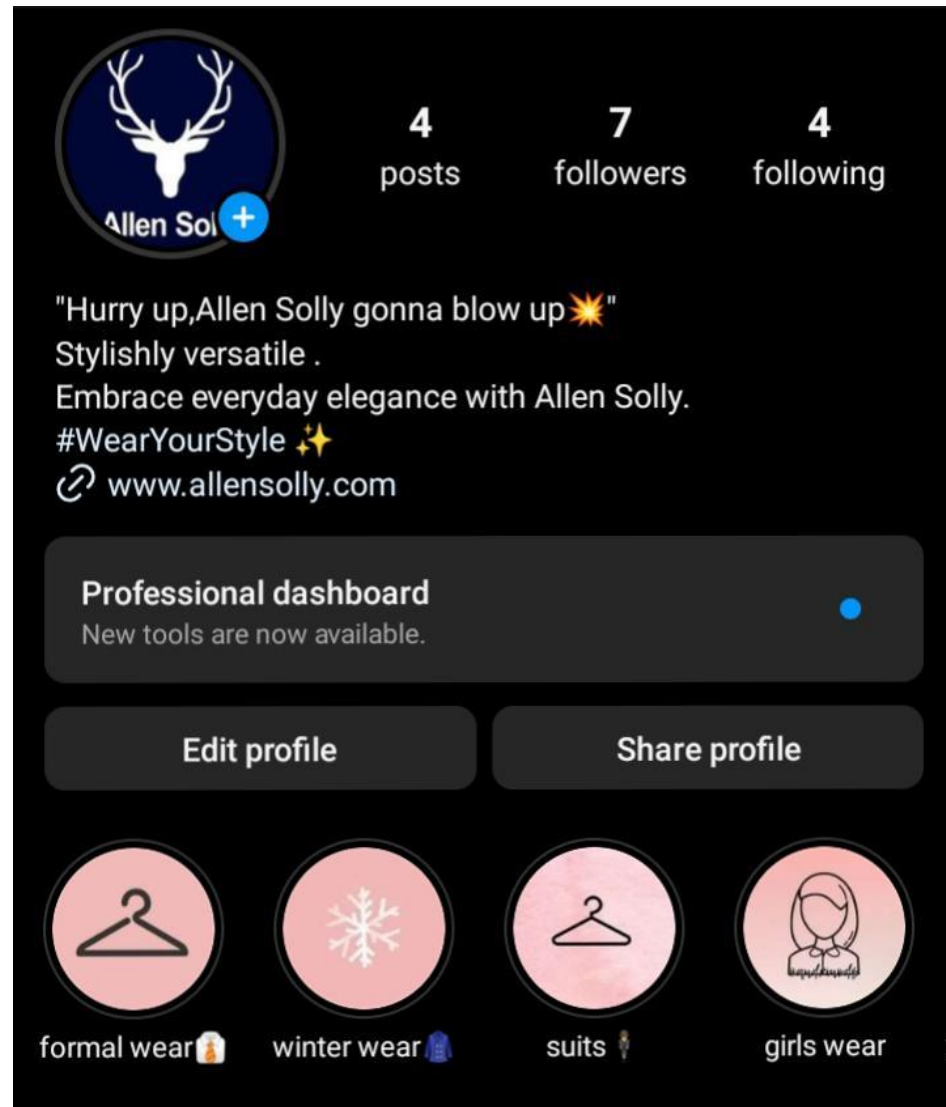
Screenshots of Story

https://www.instagram.com/allensolly_india?igsh=MWdqdGpybjZnaWtjOQ==

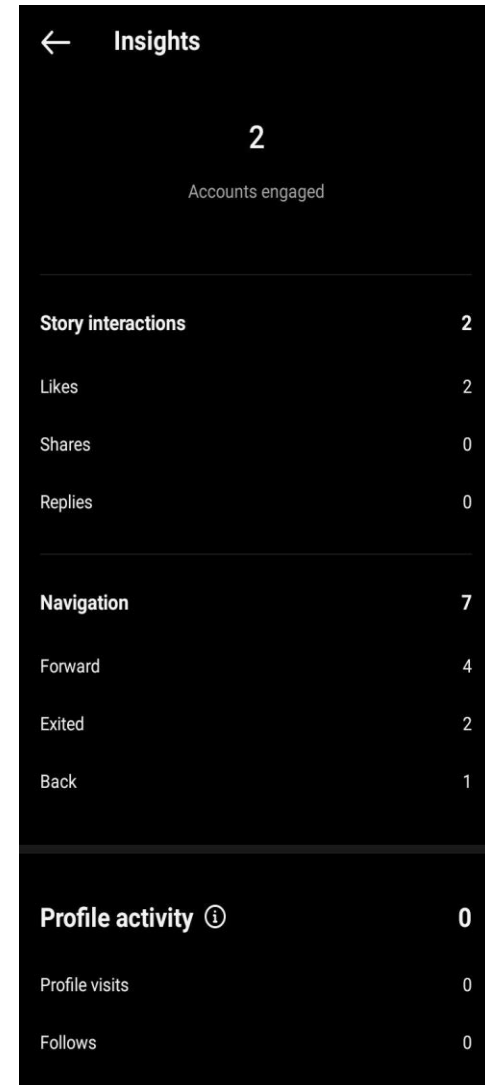


Highlights of story

https://www.instagram.com/allensolly_india?igsh=MWdqGpybjZnaWtjOQ==



Reach:37
Likes:10
Shares:2



Part 4: Content creation and curation

Video/editing

Link:

<https://photos.app.goo.gl/UdfnxW6vnXitDNjz7>



THANK YOU

Project done by

Maddili Swapna

Lokanadham Kavya

Muddada Lalitha

Naviri Suguna

Nayana Harika