DIGITAL MARKETING STATERGY FOR
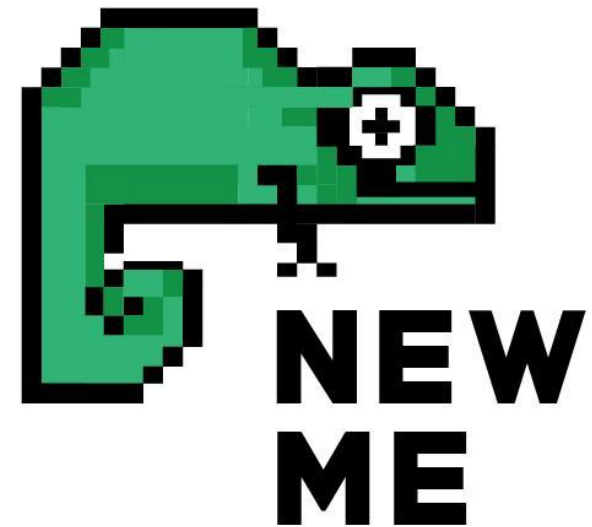
NEW ME

~TANISHA

BCA SEC B(GENERAL)

PIET

AGENDA

INTRODUCTION

SOCIAL MEDIA MARKETING

E-MAIL MARKETING

SEO

THANK YOU

INTRODUC

This project focuses on analyzing the digital marketing strategies of NewMe, a fashion app that caters to modern consumers looking for trendy and affordable clothing.

TIŎN

ABOUT NEWME

INDUSTRY:

FASHION E-COMMERCE

Target audience is GEN Z (18-25YEAR OLD).

Market presence is online store and retail expansion in India.

MISSION:

TO PROVIDE TRENDY,AFFORTABLE,AND UNIQUE FASHION FOR YOUNG CONSUMERS.

Products are Dresses,Tops,Trousers,Skirts,Denim,and Accessories.

Social media marketing –analysis:

STRENGTHS:

WEAKNESSES:

- Engaging visuals and trendy content.

- High interactions on reels and stories.

- Active influence collaborations.

- Inconsistent posting schedule

- Limited audience engagement beyond likes.

- Need for better hash tag and SEO strategy.

Social media content strategy:

CONTENT TYPE:

- Reels & Stories.
- Influencer Collaborations.
- User-Generated Content.

ENGAGEMENT TACTICS:

- Polls, Q&A, Giveaways.
- Trend-based challenges.
- Replying to comments & DMs actively.

POSTING STATERGY:

- Daily posts, 3-5 stories per day.
- Peak engagement hours.
- Hash tag optimization for reach.

BRAND IDENTITY & AESTHETIC:

- Consistent theme & colour scheme.
- Trendy yet relatable tone.
- High-quality visuals & storytelling

LE SOCIAL MEDIA POST

OUTFIT INSPIRATION
Trending Summer Looks

♡ ⃝ ◁

NEW SUMMER STYLES

SHOP NOW

SALE
LIMITED TIME ONLY

. . . .

FLAT 30% OFF

. . . .

Use code

"Loved my new dress! ♥"

–@username

Email Marketing Strategy:

PURPOSE OF EMAIL MARKETING:

- Build loyalty and trust.
- Promotes sales and new collections.
- Personalize shopping experience.

TYPES OF EMAILS:

- Welcome emails (for new sign-ups).
- Promotional emails (offers & discounts).
- Abandoned cart reminders (boost conversions)

DESIGN & CONTENT STRATEGY:

- Clean & visually appealing layout.
- Catchy subject lines (increase open rates).
- Strong Call-to-Action (Shop Now, Explore Collection).

FREQUENCY & TIMING:

- 1-2 emails per week.
- Best time: Evening & weekends for higher engagement.

NewMe

EXCLUSIVE DEALS INSIDE

40% OFF

BUY ONE GET ONE

LIMITED TIME FLASH SALE

NewMe Shopping App – Your Fashion Destination!

Get Ready for Unbeatable Discounts & Stylish Picks

Dear [Customer's Name],

Welcome to this month's exclusive NewMe newsletter! We're bringing you the hottest deals, trendiest styles, and special

What's in Store for You?

- ✦ Flat 40% Off on New Arrivals
- ✦ Buy 1 Get 1 Free on Selected Categories
- ✦ Limited-Time Flash Sale – Up to 70% Off!

Shop now and upgrade your wardrobe with the latest fashion trends.

Special Perks for Our Subscribers:

Shop Now

- ✓ Early Accesss to New Collections
- ✓ Exclusive Promo Codes

SAMPLE EMAIL MARKETING NEWSLETTER

SEARCH ENGINE OPTIMISATION STRATEGY:

On-Page SEO: Keyword-rich product descriptions, mobile-friendly site.

Off-Page SEO: Back links from blogs, social media promotions.

Keywords: "Trendy outfits," "affordable fashion.

"Technical SEO: Fast-loading pages, secure website (HTTPS).

SEO AUDIT FINDINGS:

- Strengths: Mobile-friendly site, trendy keyword usage.

- Weaknesses: Needs better back links, slow page speed.

- Opportunities: Improve blog content, optimize product images.

- Threats: High competition from other fashion brands.

CONCLUSION AND RECOMMENDATIONS

☐Conclusion: NewMe has strong social media & branding but needs SEO & engagement improvements.

☐Recommendations: Post consistently on social media. Improve SEO with better back links & page speed. Use personalized email marketing for better conversions. Increase influencer collaborations for brand awareness.
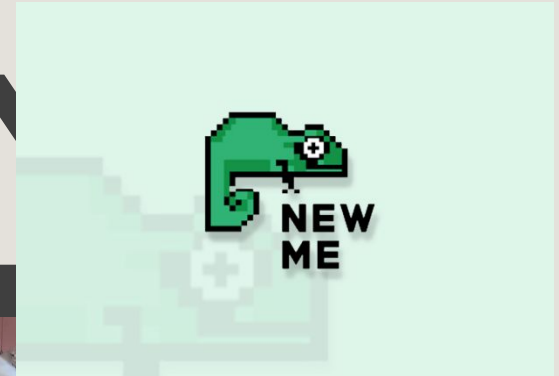
Thank You! Any Questions? Clean & minimal with NewMe branding.

~TANISHA SETHI (BCA GENERAL (B))