**CONTENT MARKETING STRATEGY FOR SWADES**

**1. Brand Overview**

| **Aspect** | **Details** |
| --- | --- |
| **Brand Name** | Swades |
| **Core Values** | Heritage, Sustainability, Artisanal Craftsmanship, Ethical Production, Slow Fashion |
| **Brand Vision** | To revive and showcase India’s rich textile traditions and empower artisans by creating timeless clothing rooted in culture and sustainability. |
| **Mission** | Inspire conscious fashion choices through storytelling, tradition, and craftsmanship while building a loyal community of heritage lovers. |

**2. 🎯 Target Audience**

| **Segment** | **Demographics** | **Psychographics** | **Needs/Pain Points** |
| --- | --- | --- | --- |
| **Cultural Enthusiasts** | Age 25–45, urban, India & NRIs | Appreciate traditional art, support local craftsmanship | Seek authenticity, dislike mass fashion |
| **Sustainable Shoppers** | Age 20–40, eco-conscious | Prefer ethical brands, value transparency | Want meaningful purchases, avoid fast fashion |
| **Creative Professionals** | Designers, educators, content creators | Inspired by heritage, minimalism | Need unique pieces that reflect identity |
| **Wedding/**  **Event Shoppers** | Women aged 25–50 | Looking for elegant, meaningful attire | Want statement pieces rooted in Indian culture |

## 3. ****Content Pillars & Blog Topics****

### 📚 **Pillar 1: Heritage & Storytelling**

* “The Forgotten Weaves of India: Reviving Handloom Traditions”
* “Why Every Swades Garment Tells a Story”
* “Exploring the Cultural Significance of Ajrakh, Chikankari, and Bagru”
* “Artisan Diaries: Voices from Rural India”

### 🌱 **Pillar 2: Conscious Fashion & Sustainability**

* “Slow Fashion vs Fast Fashion: What’s the Real Difference?”
* “10 Reasons to Switch to Sustainable Ethnic Wear”
* “How Swades Ensures Ethical Production, One Artisan at a Time”
* “Eco-Friendly Care Tips for Your Swades Wardrobe”

### 👗 **Pillar 3: Style & Wearability**

* “How to Style Handcrafted Indian Wear for Modern Occasions”
* “Capsule Wardrobe: Ethnic Staples for the Conscious Dresser”
* “Bridging Tradition and Trend: Indo-Fusion Outfit Ideas”
* “Celebrity-Inspired Looks Featuring Traditional Textiles”

### 🛍️ **Pillar 4: Behind-the-Scenes & Product Education**

* “From Loom to Label: How Your Swades Kurta is Made”
* “What Makes Our Block Prints Special?”
* “Understanding Natural Dyes and Their Beauty”
* “Meet Our Artisan Partners: Preserving Generational Skills.

## 4. 📢 ****Promotion Channels****

### 🏠 **Owned Channels**

| **Channel** | **Strategy** |  |
| --- | --- | --- |
| **Website Blog** | Weekly SEO-rich articles from the above topics |  |
| **Email Newsletter** | Monthly artisan features, behind-the-scenes, style tips, early access |  |
| **Product Pages** | Embed blog links like “Know the history of this weave” or “Meet the artisan” |  |
| **Lookbooks** | Seasonal storytelling catalogues (e.g., “Monsoon Edit featuring Chikankari”) |  |

### 📱 **Social Media Channels**

| **Platform** | **Type of Content** |
| --- | --- |
| **Instagram** | Reels on styling tips, artisan interviews, festival edits, weaving processes, customer testimonials |
| **Pinterest** | Mood boards of outfits, artisan inspirations, color palettes, wedding wardrobe ideas |
| **Facebook** | Artisan stories, giveaways, blog sharing |
| **YouTube** | Short documentaries, customer styling stories, “How it’s made” series |
| **LinkedIn** | Sustainability reports, artisan impact stories, brand philosophy |

### 🤝 **Shared / Earned Media**

| **Channel** | **Strategy** |
| --- | --- |
| **Influencer Collaborations** | Partner with heritage lovers, ethical influencers, slow fashion stylists |
| **PR/Features** | Reach out to fashion magazines (e.g., Vogue India, The Voice of Fashion), sustainability portals |
| **Customer Advocacy** | Feature user stories, #MySwadesStyle, UGC reels |

### 💰 **Paid Channels**

| **Channel** |  | **Purpose** |
| --- | --- | --- |
| **Instagram/Facebook Ads** |  | Target niche: eco-conscious urban shoppers, wedding/event audiences |
| **Google Display Ads** |  | Promote blog content (e.g., “5 Reasons Slow Fashion Matters”) |
| **Pinterest Ads** |  | Promote pinboards for festive and wedding collections |

**5. 📊 Key Metrics & Success Indicators**

| **Goal** | **Metrics** |
| --- | --- |
| Drive Traffic | Blog page visits, time on site, referral sources |
| Build Engagement | Comments, shares, saves on IG/FB/Pinterest |
| Grow Community | Newsletter signups, social media followers |
| Generate Leads/Sales | Product click-throughs, conversion from blog readers, coupon redemptions |
| Increase Brand Credibility | Backlinks, media features, influencer tags |

## 6.E****xecution Checklist****

✅ Editorial calendar prepared for 3 months  
✅ Social templates & Canva kits created  
✅ Brand storytelling assets collected (artisan interviews, BTS)  
✅ Set up UTM tracking for blog > product clicks  
✅ Schedule regular email campaigns  
✅ Launch monthly artisan spotlight series