



DIGITAL STRATEGY

Proposed By: NEXA

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The Background & Processes



About Nexa

Award winning Growth Agency established in 2005 with offices in the UAE, Australia, USA & UK. Founding member of the Digital Transformation Group (DXG) a strategic global alliance of 4 experienced HubSpot Solutions Partners with over 200 in-house experts

- In-house team of 80 digital media experts
- Over 600 clients around the globe in 30+ industries
- Diamond Tier HubSpot Partner
- Premier Google Partner



DIGITAL
TRANSFORMATION
GROUP

The Global Nexa Family:



Winner of "Best In-house Team", "Best Local Campaign",
"Most Innovative Campaign" "Best PPC Campaign" at
2021 MENA Search Awards



OVERALL BRIEF & UNDERSTANDING

E-Fashionbook is the **DESTINATION FOR FASHION-FIRST BUSINESSES** like designers, videographers, photographers, models, makeup artists, and so on to display their works on the platform in addition to being the one-stop destination for all-things fashion that you want to see in an online store.

While it allows existing businesses to showcase their product lines, the platform also allows start-up businesses to find models, photographers, videographers and so on to execute their shoots.

E-Fashionbook is looking to launch in the month of **NOVEMBER**, we need to hit the market with the brand new strategy to grab the attention of our audiences.

The brand is also looking to have a huge **LAUNCH EVENT** in the Expo 2020 area, in addition to launching itself in the Metaverse with an independent verse of its own.

Primary revenue stream:

- To bring the masses onboard through marketing efforts, and when they make a purchase from the designers, there will be a cut for e-fashionbook.
- Whenever a videographer, photographer, model, makeup artist is booked on the platform.

OVERALL BRIEF – FURTHER DETAIL

1ST COMPONENT:

- As we will launch our Mobile application in the 1st week of November.
- The main purpose of the application is to provide a social platform to the designers where they can socialize as well sell their products at the same time.
- It will be a role based application, there will be four types of users i.e. consumer, designers, service providers & fashion factory.
- The idea is to allow the user to search out and connect with the like-minded users.
- There will be a news feed where the user will be able to view the designers/service provider related content.
- There will be the social media features like commenting, likes, resharing posts, favoriting & following components.
- The user will be able to create the events to interact with the other users in person/online. Besides the socializing features, it will have the complete functionality of the e-commerce component.
 - In scope functionalities:
 - The objective is to design & development of mobile application that contains the following activities:
 - Features for Consumer
 - Features for Service providers like makeup, photographer, model and more with related to fashion
 - Features for fashion factory of raw material
 - Features for designers

2ND COMPONENT:

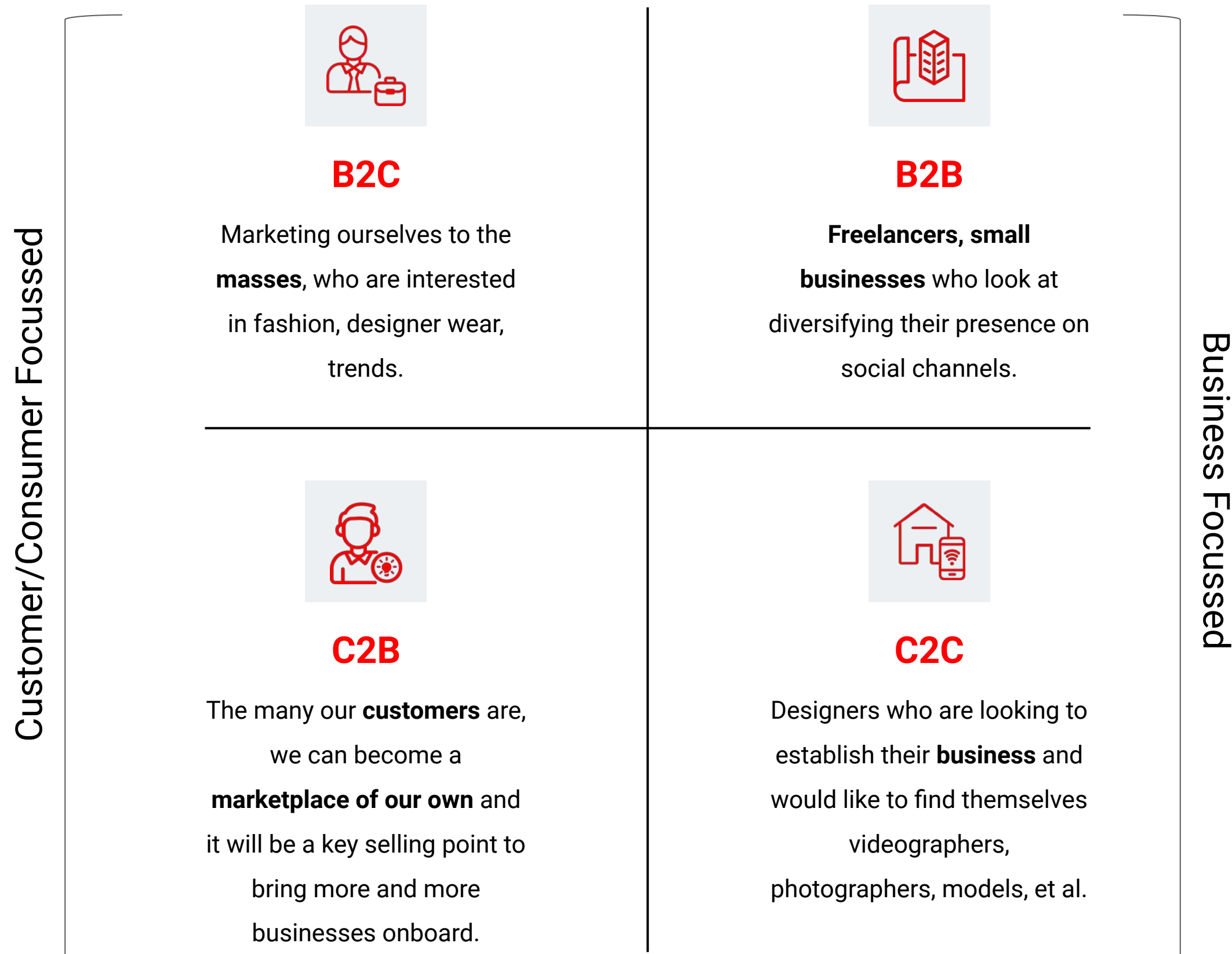
- The Metaverse that will be designed to facilitate digital asset transactions and activities. System will provide an identity protocol that will allow users to register their own aliases and manage their digital identities.
- This feature will allow customers to prove their identities and purchase items with confidence. We will establish brands in Metaverse.
- In short, the Metaverse will revolutionize our e-commerce business as we know it. We will offer a more accessible and social platform for buying and selling, which in turn leads to increased sales and revenue.
- Merchants and buyers alike will understand the Metaverse era of e-commerce, so they will take advantage of its many benefits.
- We will also launch this 2nd component, with a share of about 25% to 40% in the 1st week of November.
- We are expecting a strategy that gives us a way of measuring our success, creating KPIs to track growth and overseeing the financing to give our product a successful launch.

KEY REQUIREMENTS

- Launch Plan
- Revenue Marketing Plan
- What Vital Mobile App KPIs We Should Track
- Strategy That Will Drive Growth
- Optimizing Mobile App For App Stores
- Gain Positive Reviews
- Strategy To Encourage Users To Download And Start Using Apps



CURRENT BUSINESS MODEL



OUR PROCESSES

2+

Hours of initial workshops with e-fashionbook

200+

Pages and data points covered in SEO audit

21+

Social media pages analysed for reference

40+

Hours of analysis, research and brainstorming

56

Previous relevant campaigns analysed

13

Subject Matter Experts

- Marketing Strategists
- Website UI/UX
- Brand consultants
- SEO Technicians
- Performance Marketers
- Social Media Managers
- Content Specialists
- Creative Designers

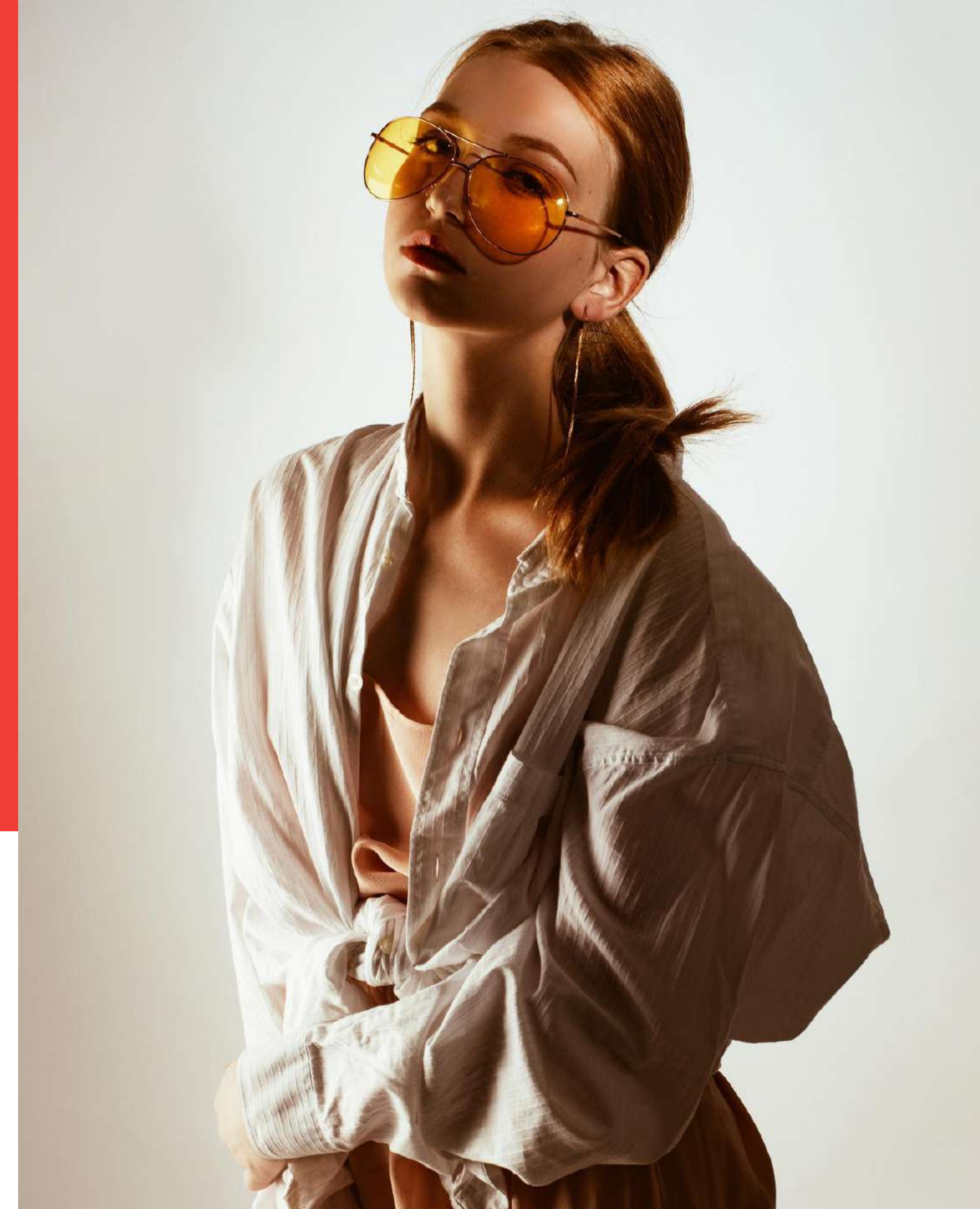
Proposed Approach



APPROACH

There are two key aspects to the platform that we aim at communicating with their respective target audiences, the first is e-fashion book for businesses, and the second one is buyers i.e. e-fashion book. To achieve relevant targeting, we segment our digital strategy into two key channels.

- e-fashion book_business
- e-fashion book



APPROACH

01. Point Of Parity

- Platform to sell products online
- Social media platform
- Engaging individuals from a variety of fields to interact with each other, find relevant businesses

02. Point Of Difference

- Fashion-focussed approach
- Possibility to build businesses from scratch
- Catering to multiple types of audience in the world of fashion



Objectives

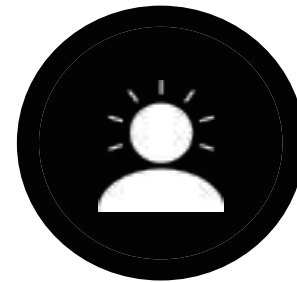


STRATEGIC MARKETING GOALS

e-fashion book (business)

Awareness

Getting fashion-centric businesses/freelancers to learn about our brand.



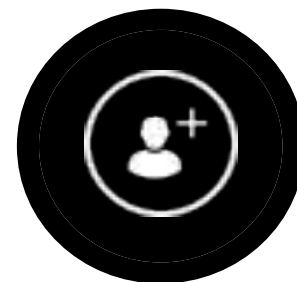
Community Building

Establishing and promoting our brand on relevant channels and building a community of like-minded people.



App downloads/Sign ups

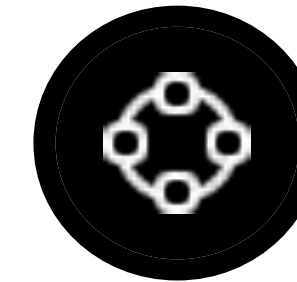
Getting freelancers and small businesses to sign up with our brand.



e-fashion book

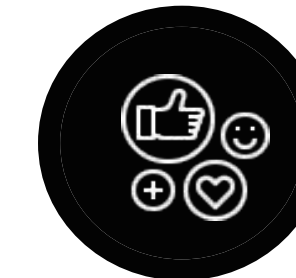
Reach/Impressions

Reach out to fashion-loving audiences who are frequent buyers in the domain.



Engagement

Have people engage with the brand and become part of the conversation.



App downloads/Sign ups

Get masses to sign up with the platform and start exploring as per their interests.



Target Audience



AUDIENCE OVERVIEW

e-fashion book (business)



Freelancer

These are freelancers, searching for gigs and showcasing their works on social channels.

Age: 24-50

Key interests: Vogue magazine, fashion events, fashion shows, influencers, magazines, fashion news, fashion photography.



Small businesses & startup

Owners of local startups and potential businesses, small businesses.

Age: 30-44

Key interests: business motivation, fashion events, lifestyle magazines, influencers, fashion podcasts, shows, Pinterest design ideas.

e-fashion book



Shoppers

Individuals who shop accessories, and wearables frequently through social channels.

Age: 24- 55

Key interests: frequent shoppers, shopping sites, fashion blogs, lifestyle influencers, semi-luxury brands, local designers.



Trend explorers

Individuals search for trends, fashion tips, and looks on social channels to take inspiration.

Age: 24-40

Key Interests: lifestyle blogs, influencers, fashion tips, styling looks, lifestyle magazines.



Big Spender
Sammy

- 24-45 year old
- UAE/KSA
- Professional of junior to mid Level. housewife
- Buyer's Journey: consideration

DESCRIPTION

Big spender Sammy is any retailer's dream consumer, she is the one who is extremely fond of shopping and loves to show off. Being the shopper's paradise, UAE is a destination where we cannot miss out on them. She loves to try on new trends, and unique styles.
'If she likes it, it buys it.'

CHARACTERISTICS

- Heavily invested in social channels.
- Loves looking into new trends
- Tend to shop weekly or monthly
- Encouraged to buy through social

BEHAVIORS

- Scrolling through social
- Looking out for trends
- Friendly outing
- Discussing about their new purchases

BUYING ROLES

Decision makers and influencers

NEEDS

- New trends
- Genuine pricing
- Good quality product
- Styling tips

COMPETITORS

Online shopping apps like Namshi, Next, Shein, ASOS, Sixth street

CHANNELS

- Favorites: Facebook, Instagram, TikTok:
Reason for favoritism: 31% to fill spare time, 53.4% to reach out to family, 30% to find products to purchase, and 30% to find new content.
- Secondary: Snapchat, pinterest
Snapchat has the majority of female audience in the region and people love to follow lifestyle influencers. Pinterest is more for exploration.

e-fashion book



Bargain Seeker
Siya

- 21-45 year old
- UAE/KSA
- Professional or housewife
- Buyer's Journey: consideration

DESCRIPTION

People who purchase because something is on SALE. That's the buzzword for them in every conversation.
They might or might not need what they buy but for them SALE/DISCOUNT is the trigger.

CHARACTERISTICS

- Explore deals on social channels
- Participate in online contests to get discounts
- Scroll through shopping applications frequently

BEHAVIORS

- Looking for upcoming or ongoing discounts
- Following influencers and brands actively
- Talk about the new deal they cracked with their friends

BUYING ROLES

Decision makers and influencers

NEEDS

- Discounts
- Best priced options
- Variety to explore

COMPETITORS

Online shopping apps like Namshi, Next, Shein, ASOS, Sixth street

CHANNELS

- Favorites: Facebook, Instagram, TikTok:
Reason for favoritism: 31% to fill spare time, 53.4% to reach out to family, 30% to find products to purchase, and 30% to find new content.
- Secondary: Snapchat, Pinterest
Snapchat has the majority of the female audiences in the region and people love to follow lifestyle influencers. Pinterest is more for exploration.

e-fashion book



Loyal follower
Laila

- 25-45 year old
- UAE/KSA
- Professional or housewife
- Buyer's Journey: consideration

DESCRIPTION

Their heroes are the influencers and brands they follow. They look out for their favorite influencer's upcoming trend/talk. They won't miss out on any gossip about them either.

CHARACTERISTICS

- Heavily invested in social media
- Take fashion inspiration from influencers and brands
- Look out for content of their favourite accounts

BEHAVIORS

- Talk, walk, and discuss what they just discovered
- Love to checkout the accounts promoted by their influencers

BUYING ROLES

Decision makers and influencers

NEEDS

- New content type
- Trend tips
- Attractive approach

COMPETITORS

Online shopping apps like Namshi, Next, Shein, ASOS, Sixth street

CHANNELS

- Favorites: Facebook, Instagram, TikTok:
Like Huda beauty became the biggest influencer in the region through Instagram, there are many individuals who are doing the same. They are followed by almost every interested internet user in the town.
- Secondary: Snapchat, Pinterest
Snapchat is the place to spot a trend in this region. With its feature of showcasing location, audiences have become fond of it.

e-fashion book



Thrifty Tia

- 19-27 year old
- UAE/KSA
- Professional, singles, or housewife
- Buyer's Journey: consideration

DESCRIPTION

People who try to find gently used designer apparel and clothes. They love to check out all things and everything that will fit in their budgets and is basically 'designer'.

CHARACTERISTICS

- Budget specific
- Explore internet heavily
- Follow trends closely

INTERESTS

- Constantly exploring applications like the luxury closet
- Follow brands and influencers to view trends

BUYING ROLES

Decision makers

NEEDS

- Good discounts
- Designer wear

COMPETITORS

Online shopping apps like Luxury closet, bazaara, shein

CHANNELS

• Favorites: Facebook, Instagram, TikTok:
Reason for favoritism: 31% to fill spare time, 53.4% to reach out to family, 30% to find products to purchase, and 30% to find new content.

• Secondary: Snapchat, Pinterest
Snapchat has the majority of female audiences in the region and people love to follow lifestyle influencers. Pinterest is more for exploration.

e-fashion book business



Small business owner Karina

- 27-38 year old
- UAE/KSA
- Entrepreneur

DESCRIPTION

Small business owners looking to expand their business, and build their presence in the highly competitive market UAE is.

CHARACTERISTICS

- New business owner
- Fashion enthusiast

INTERESTS

- Fashion magazines
- Influencers and brands
- entrepreneurial blogs
- entrepreneurial social accounts

NEEDS

- Knowledge about starting a new business
- reach new audiences
- events to connect with like-minded people

COMPETITORS

Amazon seller (new store opening there), Noon, Awok

CHANNELS

- Favorites: Facebook, Instagram:
- Secondary: Snapchat, Pinterest

Reason for favoritism: Building their community, reaching out to new audiences, trying to promote their brand.

Snapchat has the majority of female audiences in the region and people love to follow lifestyle influencers. Pinterest is more for exploration.

e-fashion book business



Aspiring Talent
Elena

- 24-38 year old
- UAE/KSA
- Entrepreneur/Freelancer

DESCRIPTION

Makeup artists, videographers, models, photographers, who are looking to showcase their talent on social channels and generate a few leads that can be converted into some business.

CHARACTERISTICS

- Creative individuals
- checking out social to explore what's trending and checkout fellow artists

INTERESTS

- Lifestyle magazines
- Influencers and brands
- Photography or makeup channels
- Blogs specific to their talents

NEEDS

- Collaborations with different brands
- Creative inspiration

COMPETITORS

Instagram, Facebook, Upwork, Behance

CHANNELS

- Favorites: Facebook, Instagram:
- Secondary: Snapchat, Pinterest

Reason for favoritism: Building their community, reaching out to new audiences, trying to promote their brand.

Snapchat has the majority of female audiences in the region and people love to follow lifestyle influencers. Pinterest is more for exploration.

e-fashion book business



Experience Seeker
Sam

- 21-30 year old
- UAE/KSA
- Freelancer

DESCRIPTION

People looking to get some relevant work experience in the field, must also be pursuing their own full-time jobs alongside looking for gigs to fill in their weekends or evenings.

CHARACTERISTICS

- Creative artists
- Freelancers looking for gigs with brands
- Following brands to push collaborations
- Following influencers for inspiration

INTERESTS

- Lifestyle magazines
- Influencers and brands
- Photography or makeup channels
- Blogs specific to their talents

NEEDS

- Collaborations with different brands
- Creative inspiration

COMPETITORS

Instagram, Facebook, Upwork, Behance

CHANNELS

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Reason for favoritism: Building their community, reaching out to new audiences, trying to promote their brand.

Snapchat has the majority of female audiences in the region and people love to follow lifestyle influencers. Pinterest is more for exploration.



- 18-50 year old
- UAE & KSA
- B2C

Audience size



KSA- 42,850,000

UAE- 33,597,000

Channels

KSA Estimated Audience Size			
Facebook/Instagram	LinkedIn	Tiktok	Snapchat
12,600,000	150,000	17,600,000	12,500,000

UAE Estimated Audience Size			
Facebook/Instagram	LinkedIn	Tiktok	Snapchat
6,700,000	330,000	567,000	26,000,000

Primary audience



Interests:
Fashion Designs, Vanity Fair (magazine), Glamour (magazine), Vogue (magazine), Designer clothing, Stylist (magazine) or Fashion (magazine), Job title: Fashion Designer/Stylist, Fashion design, Fashion Adviser, Fashion editor, Fashion Director, Fashion Consultant.

Secondary audience



Interests:
Handbags, Sunglasses, Shopping, Jewellery, Shoes, Shopping centres, Luxury goods, Behaviours: Engaged shoppers

PLEASE NOTE

The primary & secondary audience stated here are on the basis of a generic study of the selected platform. For media targeting, we have broaden the audience and interests, on the performance strategy.

e-fashion book business



- 18-50 year old
- UAE & KSA
- B2B

Audience size



KSA - 43,857,000
UAE- 41,374,000

Channels

KSA Estimated Audience Size			
Facebook/Instagram	LinkedIn	Tiktok	Snapchat
13,400,000	760,000	11,797,000	17,900,000

UAE Estimated Audience Size			
Facebook/Instagram	LinkedIn	Tiktok	Snapchat
6,800,000	1,200,000	6,374,000	27,000,000

Primary audience



Interests:
Lifestyles: Fashion & Style Gurus, Investors & Entrepreneurs, Men's Lifestyle - Sharp-Dressed, Wellness & Healthy Lifestyle, Women's Lifestyle
Employers: Esthetician, Makeup Artist or Fashion design,
Job title: Makeup & Hair Artist, Makeup and Hair Stylist, Salon Owner and Stylist, Hair Salon Manager, Salon Manager, Salon Owner, Beauty Consultant, Stylist Assistant, Fashion Designer/Stylist, Fashion editor, Clothing Designer, Fashion Director or Fashion Adviser

Secondary audience



School/University: Fashion design or Fashion Designer, Employers: Fashion design, Fashion Designer or Stylist.

Job title: Fashion Journalist, Stylist Assistant or Clothing Designer

Digital Plan



DIGITAL CHANNELS

01

Social Media

- Channels for e-fashionbook (business) would be Facebook, Instagram, Twitter, snapchat
- Channels for e-fashionbook would be Facebook, Instagram, TikTok, Snapchat

02

App Store Optimization & Seo

- Improve visibility & stand out
- Always get noticed by high quality & relevant users
- Get suggested when similar apps are downloaded
- Cut long-term user acquisition costs

03

In-App Mini Games

- Engage users on the app
- Get reviewed
- Get them to avail discounts and gifts

Channels

Email Marketing

- Stay in touch with businesses present on your platform
- To request reviews.
- Polls and surveys
- New launch announcements

04

Paid Ads

- Marketing on Google search, display, social media platforms
- Remarketing campaigns

05

Whatsapp Communications

- Interacting with sellers and buyers on whatsapp
- To encourage reviewers
- Promotions update
- New launch update

06

IMPACT SCORE

Primary Focus

- Social Media
 - Impact Score: 5/5
 - Why: Majority of our platform is spending 3-6 hours (average) on these channels. They are imperative for brand awareness and growth.
- Email Marketing
 - Impact Score: 4/5
 - Why: While we can hold back our marketing campaigns for the channel, it is crucial to share order status and request reviews through the same.
- Paid Ads
 - Impact Score: 5/5
 - Why: To get quantifiable results and reach out to the specific audience we seek to target, paid ads are cardinal.

Secondary Focus

- SEO/App/Youtube Optimization
 - Impact Score: 3.5/5
 - Why: While it is a long-term investment to appear in relevant keyword searches and increase conversion rate, we can look at starting this by January.
- In-App Mini Games
 - Impact Score: 3/5
 - Why: These are the perfect means to have people interact with a app, place orders and stick around for longer. But we can look at initiating these by December/January.
- WhatsApp Communication
 - Impact Score: 3/5
 - Why: To keep in touch with the buyers, sellers, and other audiences, whatsapp communications are best for order tracking and requesting reviews.

GETTING REVIEWED

Channels

- Website
- App store
- Facebook
- Google

Approach

- Email Campaign:

Share review links in order delivery email, we can also put the same in order confirmation email.

- In-app:
 - Order confirmation and order delivery in-app message/update must be alongside requesting a review.
 - Buyers get to review the products in the app to get additional points that turn into special discounts.

Timeline

Can be started immediately to boost purchases on the app

Social Strategy



COMPETITIVE ANALYSIS 1/2

Page	Followers (Instagram)	Channels	Engagement	Insights
Amazon AE	795K	Instagram Facebook Website Twitter Pinterest Linked In Youtube	Their follower count is higher and engagement rate is relatively lower specifically on product centric posts Likes/comments/shares are higher on social listening and engagement posts	<ul style="list-style-type: none">• Social listening - Keeping up with trends and using Amazon itself as a brand name to create user friendly content• Product centric• Cross promotions for brands listed on their channel• Constantly marketing deals and offers• Tapping into topical days such as Eid, friendship day, etc• Content type: Reels, short videos and statics• Regular posting• Employee engagement• Regional insights
ASOS	13.5M	Instagram Facebook Website Twitter Pinterest Linked In Youtube	They have a good engagement rate on all their posts A lot of cross promotions and engagement from influencers	<ul style="list-style-type: none">• Strong Bio• Diverse content pillars• Regular posting frequency• Regional insights• Different pages for different categories they cater to - Men/Beauty/Fashion• Content Type: Reels, short videos and statics• Tapping into trends regularly
ETSY	2.9M	Instagram Facebook Website Twitter Pinterest Linked In	Likes and comments are high Since a lot of their content is user relatable and friendly, they get a lot of engagement from inspiration based content	<ul style="list-style-type: none">• Strong Bio• Diverse content pillars• Cross promotions• Reposts• Regular posting frequency• Employee engagement• Content type: reels, short videos and statics• Different pages for different locations: Eg: India

COMPETITIVE ANALYSIS 2/2

Page	Followers (Instagram)	Channels	Engagement	Insights
Farfetch	4M	Instagram Facebook Website Twitter Pinterest Linked In Youtube	Engagement rate is low	<ul style="list-style-type: none">• Bio & about us is not catchy and attractive• Majority of content is static posts• Regular posting frequency - more than one post a day at times• Lack of employee content on the page• No regional insights• Different pages for different locations: Eg: Brazil
Bazaara	5137	Instagram Facebook Website Linked In	Likes/comments rate is low Engagement rate on posts and videos is low	<ul style="list-style-type: none">• Bio is crisp and direct• Focussed on cross promotions and brand mentions• Regular posting frequency• Indulged in pop ups and offline marketing• No employee engagement• Content type: mainly images and statics
NuORDER	6998	Instagram Website Twitter Linked In	Engagement rate very low, below 2%	<ul style="list-style-type: none">• Strong bio• Diverse content pillars and informative posts about fashion, consumer behaviour and the market• Irregular posting frequency• Regional Insights• No employee engagement• Content Type: mainly images/PDFs
The Luxury Closet	319K	Instagram Facebook Website Pinterest Linked In Stand Alone Store	Low engagement rate in comparison to followers, below 4%	<ul style="list-style-type: none">• Weak bio• Diverse content pillars and ibrand oriented posts about fashion mainly• Irregular posting frequency• Regional insights• No employee engagement• Content type: mix of videos/reels and statics

PRIMARY CHANNELS



Facebook

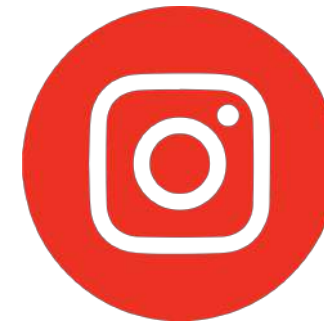
Accounts: e-fashionbook (business) & e-fashionbook

Insight:

Caters to 71.7% of all the internet users in the UAE of across ages. Fashion is the second most prevalent interest for its users.

Objective:

Brand building, awareness



Instagram

Accounts: e-fashionbook (business) & e-fashionbook

Insight:

Caters to 77.5% of all the internet users in the UAE, majority of 24-40 years of age. The platform is home to 90% of all the fashion-centric freelancers & SMEs to display their works.

Objective:

Engagement, brand building, leads



Tiktok

Accounts: e-fashionbook

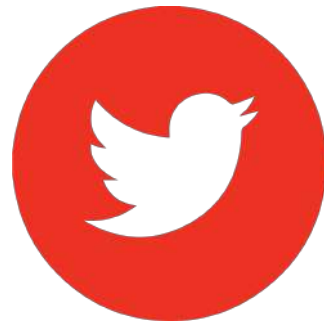
Insight:

Accounts for 59.7% of all the internet users, TikTok is a trend amongst the young audience and enables organic reach to posts.

Objective:

Reach, engagement, impressions, video views

SECONDARY CHANNELS



Twitter

Accounts: e-fashionbook
(business)

Insight:

Caters to 81.6% of all the internet users in the UAE of across ages. Over 72% of people invested in Metaverse, Crypto leverage Twitter as a powerful research tool.

Objective:

Impressions, amplification



Snapchat

Accounts: e-fashionbook (business) &
e-fashionbook

Insight:

Home to multiple fashion-first influencers of the region, Snapchat is a prominent channel for businesses to reach their audience, with 55.2% of all the internet users in the UAE region.

Objective:

Amplification, impressions



Youtube

Accounts: e-fashionbook (business) &
e-fashionbook

Insight:

Over 30 minutes of average time per visit is spent on Youtube with 87.40% users in the region across age groups. If we optimize it for SEO and you are going to land on the top of every search result.

Objective:

Video views, brand building

TIMELINE

We are looking at have an integrated campaign with separate content pillars till the LAUNCH, this is to build the brand as one.

The idea is to expand into two separate campaigns to engage our target audience for specific channels.

September to November:

- Till October 30th, we look at pre-launching our key launch messaging to get people engaged with our accounts.
- From November onwards to the end, we will jump to phase 2 for our pre-launch campaigns. This will generate a buzz around our target audiences.
- November comes with its launch and we have two phases to it.

November to December:

- First phase of our launch will be actioned in November.
- Second phase of our launch will be initiated in December.

January to March:

- New campaign messaging comes into play with updated pillars.

WHY?

Integrated campaign is to **generate curiosity** and **establish the brand voice** as one. Separate content pillars are specific to the audience we are targeting.

CAMPAIGN: #HouseOfFashion

WHAT'S IN THE
#HOUSEOFFASHION &
MEETING PEOPLE OF FASHION



Phase 1

- Mini campaign: What's in the #HouseOf Fashion?
- Riddles to answer with giveaways. Take a guess what it's about.



Phase 2

- A book with a blurry logo, says coming soon.
- Meet the people of fashion. Featuring our designers.



Phase 3

- The quest is over, the doors open and e-fashion book is revealed.
- Launch video with our offering



Phase 4

- Creatives will open and shut like a book.
- Talk with the people of fashion.

LET THE DOORS OPEN
AND THE PAGES TURN.

CONTENT PILLARS

e-fashion book (business)

Fashion Talks

- Talks with designers, models, makeup artists, and so on across the region
- These will be exclusive talks for fellow designers.

Business Insights

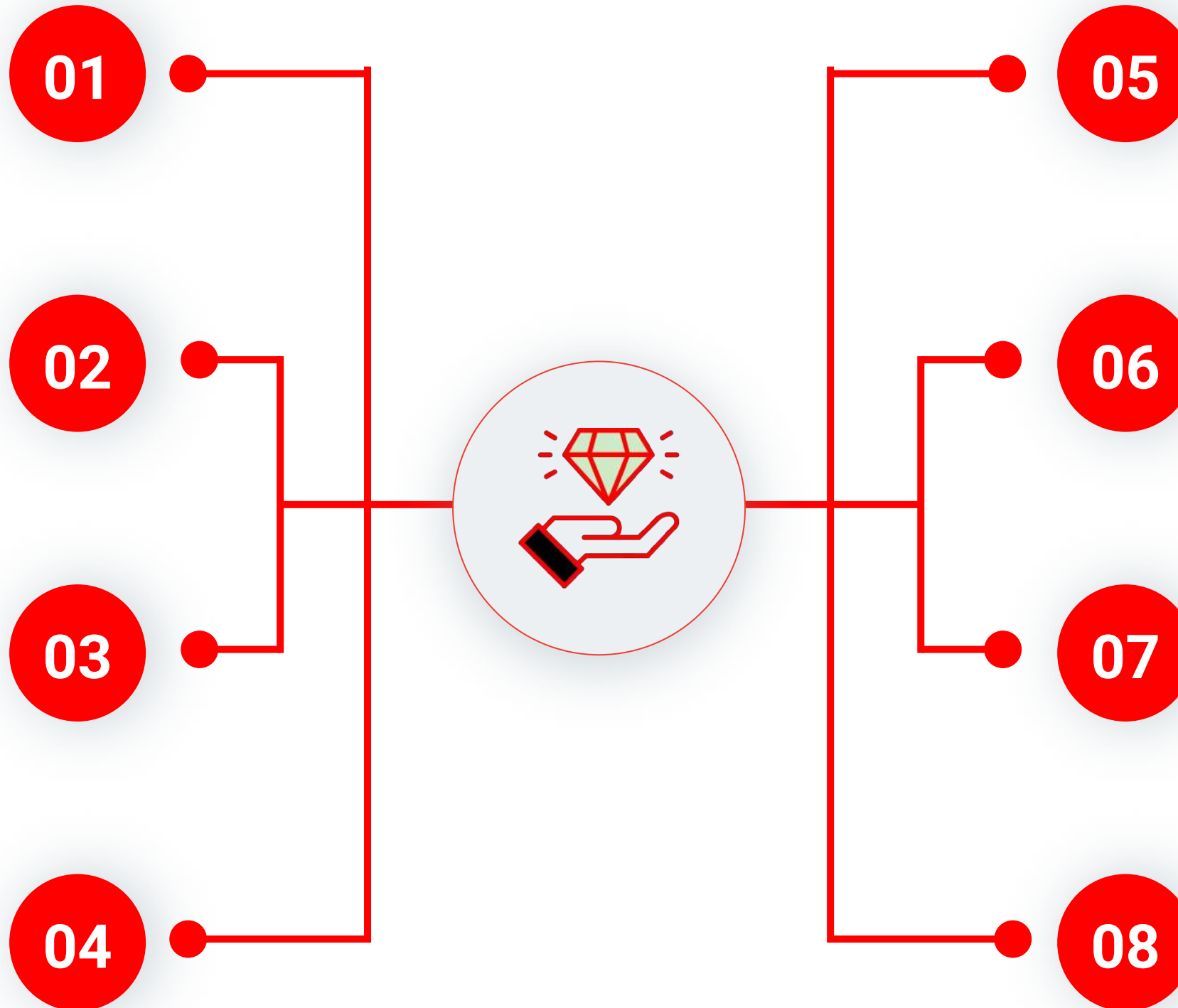
- Sharing insights and tips to better the approach for sellers

Fashion News

- What's upcoming?
- What's featured in key fashion-first magazines?

Features

- Requesting designers and other sellers to use our hashtags and tag us to get featured on our platform. for retail.



e-fashion book

Competitions

- We will have giveaways for masses
- Eg: Combine your look
- User of the week (someone who really engages with our content)

Styling Tips

- Fashion tips and tricks by experts
- Combining looks from different designers.

Quirky Stories

- Puns and quirky looks from the designers
- Using GIFS and carousels to create fashion fuss stories.

Trending Reels

- Based on the current trend, we will share regular reels with the music on.

MONTH ON MONTH GOALS

Pre-Launch

Objectives: Building curiosity,
interactions.
Phase 1 is actioned.

TILL SEPTEMBER 30TH



TILL 30TH OCTOBER

Pre Launch

Objective: Follower gain, engagement
Phase 2 is actioned.

Launch

Objectives: Reach, impressions, and engagement
Winner announcements from the previous
campaigns.
Phase 3 actioned.

1ST NOVEMBER ONWARDS

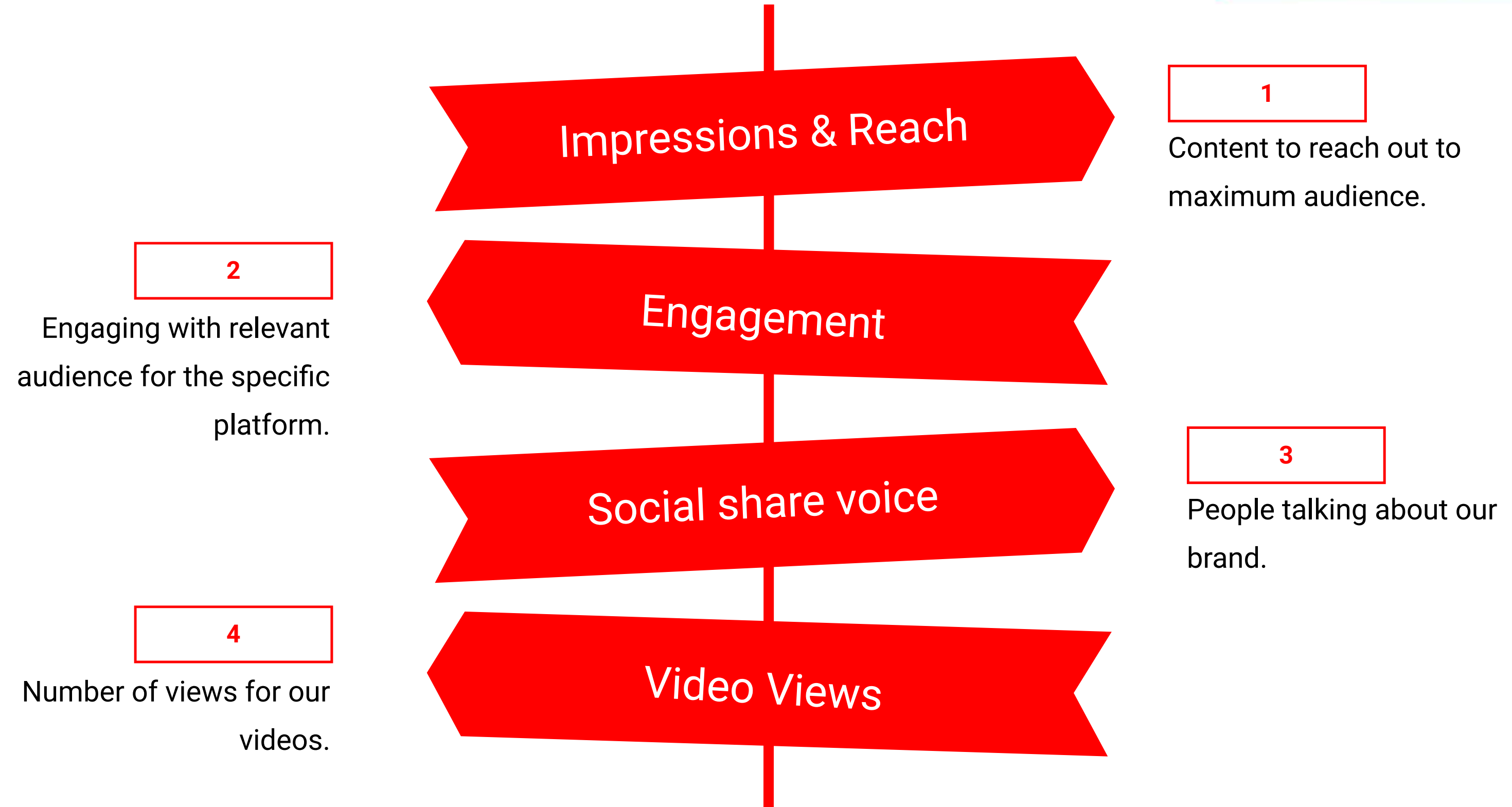


NOVEMBER 20TH ONWARDS

Launch

Objectives: Community building
Phase 4 actioned.

KEY PERFORMANCE INDICATORS



Plan for Launch

01

HYPE CAMPAIGN

Content focus: Buy tickets, contests, about the event

DETAILS:

The main objectives of the hype campaign would be:

- Creating a buzz about the launch
- Giving out glimpses and information about what's upcoming
- Giving out links and CTA's in order for the audience to **buy tickets**
- Showcase the E-fashion book launch and event as a **once in a lifetime event** you do not want to miss
- Engagement and interactions through contests.

Content type: Livestream, contest statics, introductory videos, statics, descriptive carousels.

Social Media Strategy for Launch

02

TIMELINES

UNTIL SEPTEMBER 30TH - We would focus mainly on brand building and awareness and getting our desired target audience to our social channels.

OCTOBER 1ST - OCTOBER 30TH - Hype Campaign, pushing ticket purchases, about the event snippets, what's coming contests, reels explaining the event.

5 DAYS AROUND THE EVENT - We use influencers and promoters to cross promote the event and ticket sales by offering discounts and pushing people to attend the event.

NOVEMBER 1ST - NOVEMBER 20TH - We put our launch campaign posts, event centric posts.

ON THE DAY OF THE EVENT - On ground coverage/ Live streaming and BTS.

Social Media Strategy for Launch

03

SOCIAL POSTING

The posting rate would vary depending on the month and the events followed in that month

SEPTEMBER - OCTOBER 20TH -

15 POSTS (1 post every alternate day)

A minimum of 1 story everyday

OCTOBER 20TH - NOVEMBER 10TH -

1 post everyday as per the hype campaign and launch promotions

A minimum of one story everyday (Can be more)

POST EVENT -

15 POSTS (1 post every alternate day)

A minimum of 1 story everyday

Social Media Strategy for Launch

04

CONTENT TYPE

THE SUGGESTED CONTENT TYPES ARE AS FOLLOWS

- Reels - Social listening, trending, relatable and inspirational
- Static posts - Carousels
- Video Posts
- Static posts - Single images
- Gifs

It is highly suggested that all posts and reels are reposted on stories for a higher engagement and brand awareness rate.

Social Media Strategy for Launch

05

HOP ON TRENDS



CAPTION:

The epitome of everlasting fashion is elegance.

Here are some tips on how to achieve the chic look:

- Opt for quality basics
- Shop for timeless designs and clean lines
- Tailor clothing for the perfect fit

E-Fashionbook is the ultimate destination for shopping, showcasing and networking. Click the link in our bio to step into our world of fashion 🌍



CAPTION:

Express your style through your choice in workwear.

Whether you're working in a corporate office or meeting up with colleagues for a lunch meeting, there are ample ways to show off your style professionally. Let us know if you prefer the sophisticated formal or contemporary business casual style in the comments below.

Shop these looks and so much more at e-Fashionbook 🛍️



PROMOTIONAL OPPORTUNITIES

Back to School	(9 August - 5 September)	UAE
Diwali in UAE, KSA	(2 November - 6 November)	UAE
Black Friday	(27 November)	Across UAE, KSA
Retail Sales Period (Festive Sales)	(2 December - 25 December)	Across UAE, KSA
Dubai Shopping Festival	(December - February)	Dubai Only
UAE National Day	(30 November - December 3)	Across UAE, KSA

SUGGESTED THEMES (SOCIAL)

TOPICAL DAYS

AUGUST	1st - Friendships day	7th - Handloom day	12th - Youth Day		
SEPTEMBER	5th - World literacy day				
OCTOBER	1st - International Coffee day	4th - Animal Welfare day	5th - Teachers day	16th - boss day	31st - Halloween
NOVEMBER	11th - National Education day	19th - International Men’s day	21st - World television day	25th - Thanksgiving	
DECEMBER	25th - Christmas	31st night - New years			

THEMES

- August** - Dipped in the sun
- September** - Back to school / Walk the ramp (Since it is fashion week)
- October** - Daunting and dangerous
- November** - Nothing but style (Formal clothing theme)
- December** - Red Alert / Attention to the bling

e-fashionbook:

This theme would cater more to the fact that it's the **hottest month of the year** in UAE and the consumer/audience would incline more towards lighter and weather friendly theme in terms of sales as well as relatability.

e-fashionbook for business:

Photographers and videographers - **Indoor shoots** (market point)

Makeup artists - **Summer light** and related makeup tips, tricks and offers

Models - For those who want to launch their **summer collection**

Designers - Showcase your **summer appropriate collection** with E fashion book



SEPTEMBER – RUNWAY FASHION

e-fashionbook:

it is the fashion week month and all our **fashion enthusiasts** will be thrilled to be able to buy similar and exclusive pieces and items that that resemble those they only get to see on the screen and on celebrities during fashion week.

Colour scheme should be **bold**, full of patterns and **unusual styles** and varying colour schemes.

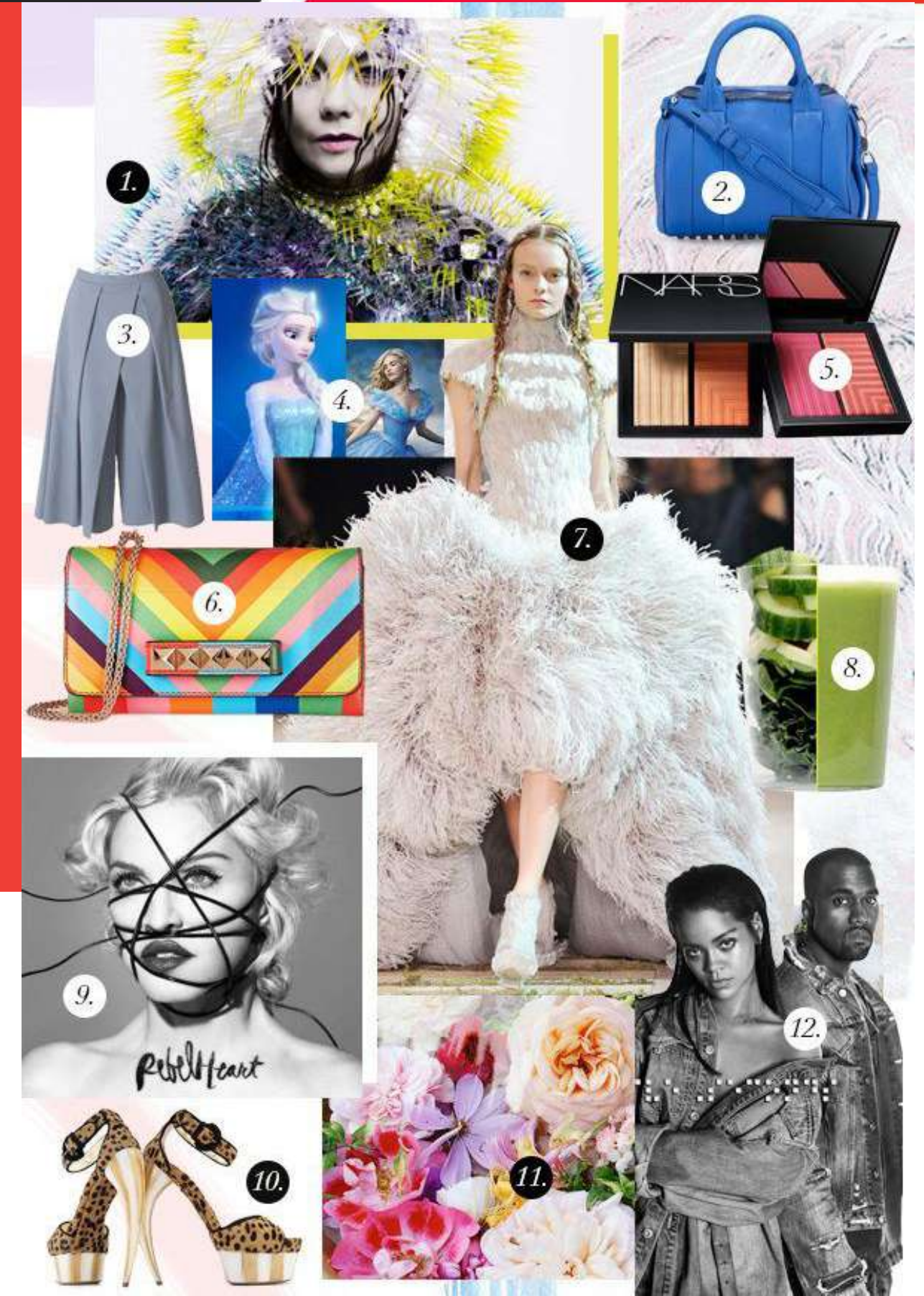
e-fashionbook for business:

Photographers and videographers - **One on one shoots**

Makeup artists - **Red carpet** worthy makeup

Models - Designers who want to showcase their **collection**

Designers - It can cater to the ones who create out of the **box fashion pieces** that are not commonly found in the market (Exclusivity)



e-fashionbook:

The month can be themed Dare to be dangerous because it's that time of the year when **seasons in UAE change** and since **halloween falls** during the end of this month, people are usually seeking to buy out of the box outfits

We cater this theme to those to don't shy away from something different and daring and dangerous.

We can also adapt to a **stranger things theme** here since it caters to halloween

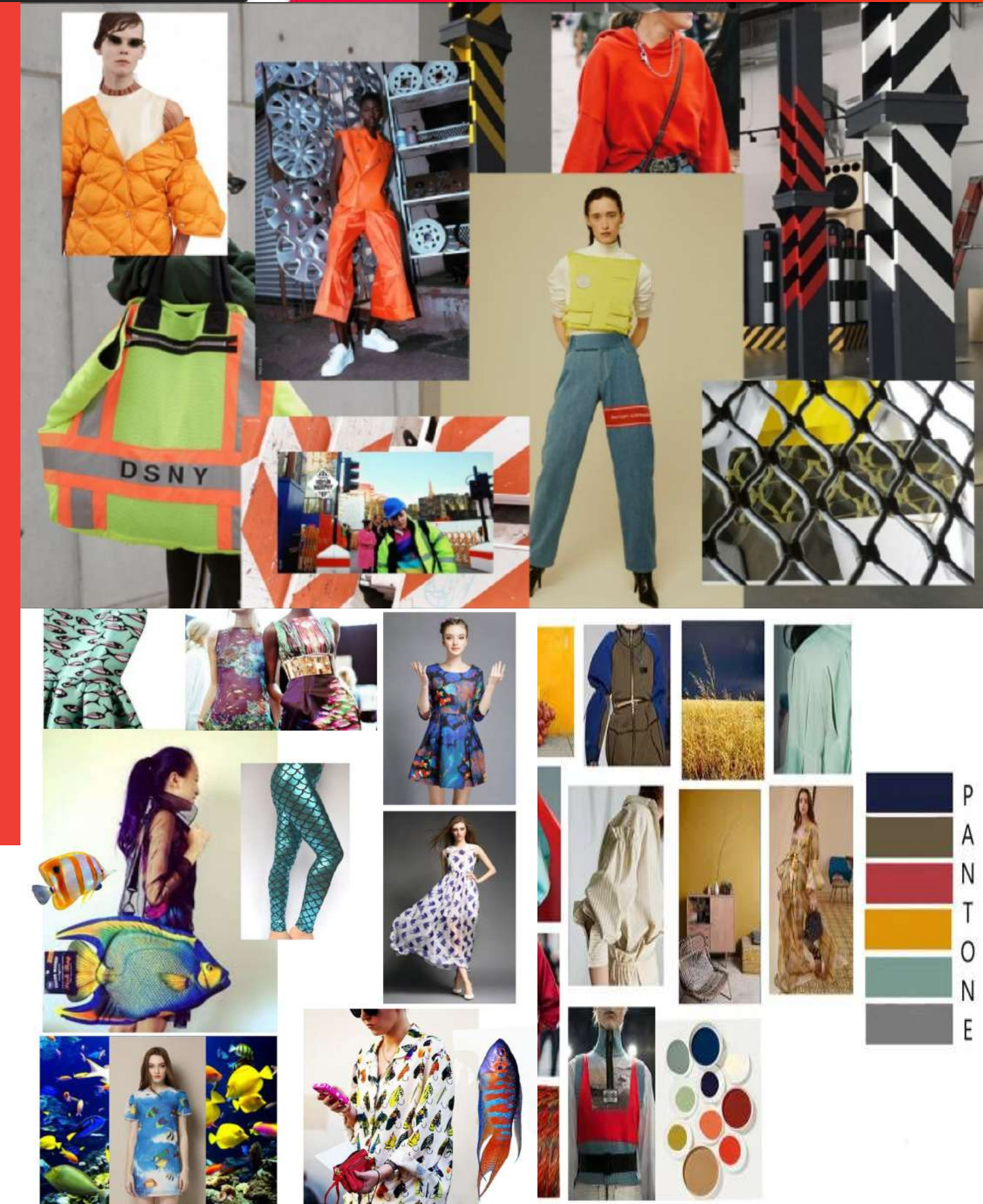
Colour scheme should be **vibrant, unusual colours and patterns**

e-fashionbook for business:

Photographers and videographers - **Halloween themed shoots** and events

Makeup artists - **Bold and daring**

Designers - It can cater to the ones who create out of the box fashion pieces that are not commonly found in the market (**Exclusivity**)



NOVEMBER – MINUTES OF THE MEETING

e-fashionbook:

This theme would cater a lot to the **office going crowd** as it would be a seasonal change and it is also **shopping season**, it's a good time for our buyers to indulge into some **formal shopping**.

Colour scheme should be **Browns, blacks, whites, Creams, greens** (pantones)

e-fashionbook for business:

Photographers and videographers - **office spaces and aesthetics**

Makeup artists - **Everyday manicures and makeup tips**

Designers - It can cater to the ones who sell **formal fashion pieces** that trendy and fashionable yet affordable and comfortable.



mood board



DECEMBER - PARTY WHEREVER YOU GO

e-fashionbook:

December is that time of the year where everyone is looking to shop because there are a **range of events** taking place during that time of the year .It also is a very suitable time to travel and the weather is relatively **cold and pleasant**.

Weddings

Parties

Christmas

New year

Colour scheme should be **glitter, golden, reds, silver**.

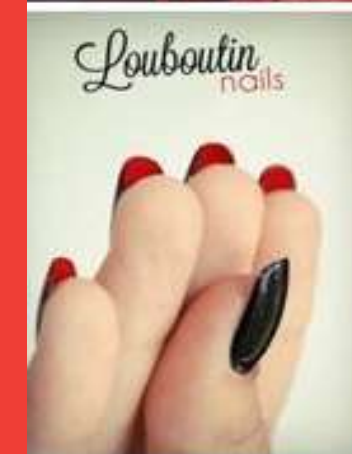
Direction: **Expensive, elegant, occasional, heavy**.

e-fashionbook for business:

Photographers and videographers - **Events and Parties**

Makeup artists - **Glam looks**

Designers - It can cater to the ones who sell expensive as well as **affordable occasional fashion pieces**



E-FASHIONBOOK BUSINESS

POST NOVEMBER/DECEMBER

BRAND SPECIFICS 1/2

Brand Identity

A community for fashion-first businesses, where you can share your works, build your business, and find photographers, events, et al relevant for your business.

Tone Of Voice

Insightful, Friendly, trendy, motivational



BRAND SPECIFICS 2/2

Key Channels

Instagram

Facebook

Youtube

Snapchat

Call To Action

Join The Community

Competitors

Instagram, Pinterest



Positioning



**'UAE, KSA's First Fashion
Community For
Professionals To Expand
Their Reach, Build Their
Business'**

KEY CAMPAIGN

It's the fashionable business

OR

e-Fashion book for business

Central idea:

Montage video with local designers, influencers, models, photographers, videographers, and more.
All these videos come together to form the logo of the e-fashion book for business.

Messaging:

Are you a <designer, model, influencer, photographer, videographer> looking for business?
There's one destination to create an impact, to engage with local fashion-first businesses, to leave your mark.
Sign up for e-fashion book and join the community of business professionals in the fashion world.
It's e-fashion book for business.

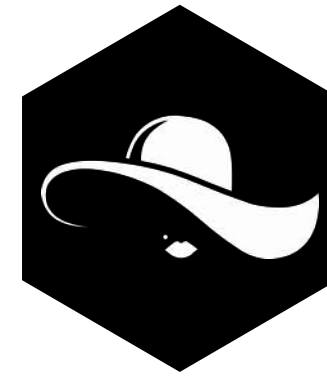


CONTENT PILLARS



Business Journey

Journey of different businesses shared through carousels, interviews, & statics.



What's New In Fashion?

- Sharing new and upcoming event info
- Latest trend reports



BTS

Behind the scenes of various shoots that different businesses conduct to establish their brands.



Collaborations

Speaking about e-fashion book's collaborations with different brand & designers.



Informational & Insightful

Statistics and insights relevant to the fashion industry, future-tech in fashion.

E-FASHIONBOOK

POST NOVEMBER/DECEMBER

BRAND SPECIFICS 1/2

Brand Identity

Destination for fashion lovers to explore the designers in the vicinity, buy quality products, and share reviews

Tone Of Voice

Trendy, friendly, engaging



BRAND SPECIFICS 2/2

Key Channels

Instagram

Facebook

TikTok

Snapchat

Youtube

Call To Action

Sign Up With Us

Competitors

Instagram, Facebook, Meet up, Pinterest



Positioning



**Fashion Destination To
EXPLORE. ENGAGE. SHOP.**

KEY CAMPAIGN

Fashionably Yours

Central Idea:

Introducing the many designers, the many fashion photographers, the many artists that have joined our channel. Ending each of our introductions, and that of the professionals joining the channel as 'Fashionably yours <logo>'

Messaging:

Brand building through different types of content that speaks to the audience and feels like reading a personalized letter, or an invitation.

Tagline:

Explore. Engage. Shop.



CONTENT PILLARS



Your Cinderella Story

We become the fairy Godmother, every girl needs to get the perfect attire for events.



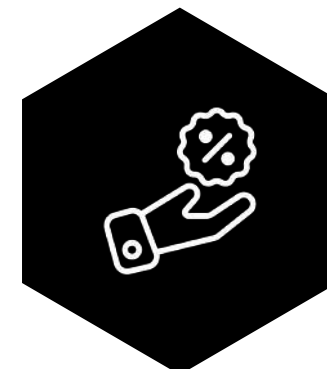
Interviews & Podcasts

Interviews with designers in the form of videos and podcasts.



Featuring The Professionals

Feature various designers and their styles with the audience.



Fashion Tips & Deals

Share tips and tricks combining looks from our favourite designers to match the current trends.



Features

Feature the style of the week, customer's favorite, designers, photograph of the week.

Campaign Amplification



- **In-App Games**

To unlock discounts and features, we will have certain activations particularly in the application.

- **Digital Magazine Collab**

Collaborating with Elle Arabia, Vogue Arabia, GQ, Grazia, Harper's, Greekfence, Wired.me.

- **Brand Collabs**

Collaborating with local businesses like art cafes, events, and automobile companies.

- **Influencer Collabs**

Narins beauty, Salama Mohammed and her brand peacefull, Arpita Kaur, nohastyleicon.

- **Competitions**

Creating content under our campaigns to engage the audience, like #MyIDidIt moment, asking people to share their I did it moments with people getting their businesses started, or getting the perfect dress for a certain event.

In-app Games

To unlock discounts and features, we will have certain activations particularly in the application.

Ideas

- Spin the wheel
- Word Manga
- Update your app visit every day and win a reward
- Candy Crush
- Find the words

Review products and win

Cross promotions and downloads on the games could be a barter deal that we can put forth in order to get these games to be a part of the E-Fashion Book Application.

Digital Magazine Collab

Magazines: Elle Arabia, Vogue Arabia, GQ, Grazia, Harper's, Greekfence, Wired.me.

Idea

Based on the digital magazines engagement and exposure level, it would be beneficial to collaborate with them. This would create a wide and large scale buzz for a mass amount of like minded audience

We would get direct access to niche fashion content followers through the Magazines audience and ads that we run.

Collaboration with such reputed and well known magazines would give E Fashion book an upper hand and define their brand identity in the market effortlessly

Repost

Reposts of the feature or digital collaboration can be put out on all channels for a better engagement rate.

Brand Collabs

There are different ways we can work around brand collaborations,

Ideas

- **Location based brand activations:**

Offline B2C engagement directly leading to app downloads, getting offers if people visit the brand.

Collaborating with local businesses like art cafes, events, and automobile companies (lifestyle).

- **Online brand collaborations through social channels & other digital media:**

E-fashion Book does a photoshoot or a collaborative initiative with the brands and markets them online.

Both the channels do cross promotions for each other tagging the brands and mentioning them across all social channels.

These Brands can then further also give out discount coupons for purchases or discount codes for first purchases

Influencer Collab

A mix of influencers with diverse audiences and budgets to target a wider audience.

Ideas

- **Face of the brand:**

e-fashionbook can bring onboard bigger influencers to become the face of the brand through its launch.

- **Monthly collabs:**

We can look at collaborating with 5-10 range of influencers on a monthly basis to promote our campaigns and collections.

- **Barter deals:**

smaller influencers can be onboarded with a barter deal to promote specific designers or product lines.

Purpose:

This will generate a wave effect and create long term brand awareness compared to a single shot campaign.

Influencer: Salama Mohamed (@salamamohamed)

Followers: 1.4M

Average comments: 1000++

Average views: 2M

Areas: Skincare, funny conversational content with her brand and husband.

Persona: Entrepreneur and influencer

Location: UAE, KSA



With Salama, we have a chance to collaborate with her own brand Peacefull. She works in collaboration with her husband Khalid Al Ameri, whose following stands at 2.2M, creating funny family, couple content.



Noha Nabil

One of UAE's favorite lifestyle influencers. Owning the brand Noha Nabil beauty which makes her a perfect fit for us as an influencer and an entrepreneur.

Followers and average engagement

Followers: 12.3M

Average video views: 200k

Average comments: 200

Persona

Entrepreneur, lifestyle influencer, and makeup enthusiast

Location

UAE, KSA

Competitions

Giveaway content under our campaigns to amplify the reach.

Ideas

- **#IDidIt Moment (e-fashionbook business)**

Asking businesses, small and big to share their stories under the hashtag, My I Did It Moment featuring them on the channel, and tagging us.

- **#WhoWoreItBetter? (e-fashionbook)**

We will ask people to send their pictures wearing their most fashionable attire, and will nominate 2 people everyday say Naomi Vs Alyssa and they have to generate votes through the comments to win. Everyday will have a new winner.

Cherry to the cake:

Creating a reel challenge using influencers, and bagging on trends with personalized filters.

KEY PERFORMANCE INDICATORS

November	December-January	February-March	March onwards
Focus: Awareness	Focus: Awareness & Reach	Focus: Engagement	Focus: Encouraging UGC
<ul style="list-style-type: none">• Impressions• Reach• likes• followers/subscriptions• DMs	<ul style="list-style-type: none">• Follower growth• Page views• branded search increase• Referral traffic• Launch a survey and track results	<ul style="list-style-type: none">• Likes, comments, shares, saves• App downloads• Website views, organic• Bounce rate• Session duration	<ul style="list-style-type: none">• Brand mentions• Hashtag track and usage• Queries on the website and on social• Search mentions• Reviews on app store and google

The Meta Way



AMPLIFYING PRESENCE IN METAVERSE

01

Cinderella Story: The Meta Way

- Join the horizon games with a virtual experience of your own, where the Meta Cinderella joins different types of communities in your fashion wear.
- Create a stage show of your own, with a new story..

02

Digital Twinning

- Let the buyer's avatar walk the Meta streets the same way as the buyer does in the real world.
- Creating digital threads through combination & integration of digital twins..

03

Meta Workshops

- We can enable remote fashion workshops that can be connected with or mapped onto a real workshop through simulation.

Channels

Meta influencer

- Here.me.lucy, daisy & maya, are a few of the many influencers that have tapped the market.
- A long-term investment for us can be bringing our own Meta-influencer in the town.

04

Brand Collab

- Let's collaborate with a delivery partner who can jump onto virtual islands, and cross regions to deliver a free gift with a promo code that can be applied in the real world.

05

Let's not forget NFTs

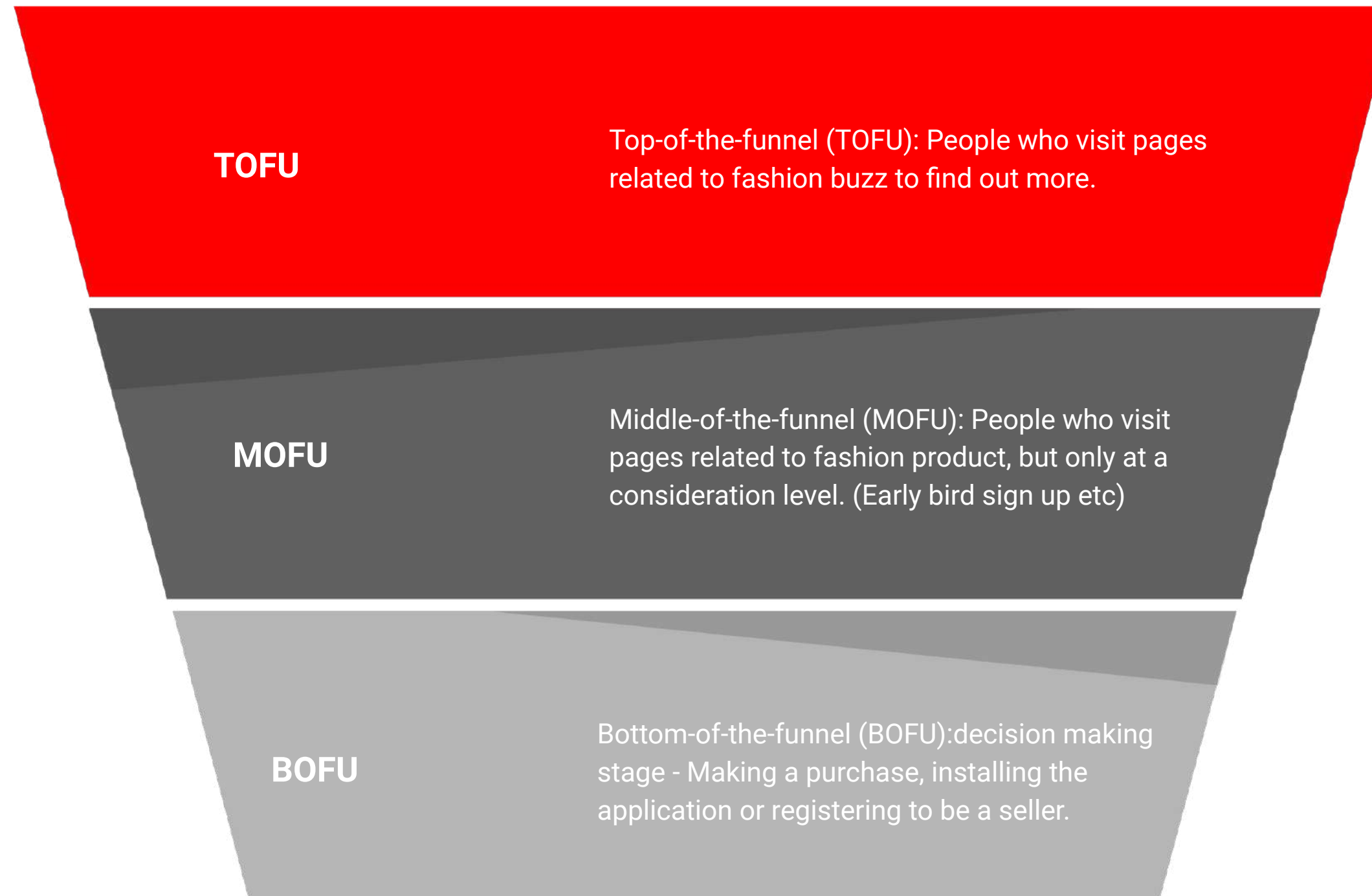
- Our unique designs, our prints are nothing short of a digital art. Let's bring them all together & do an exhibition of our own.

06

Performance Marketing



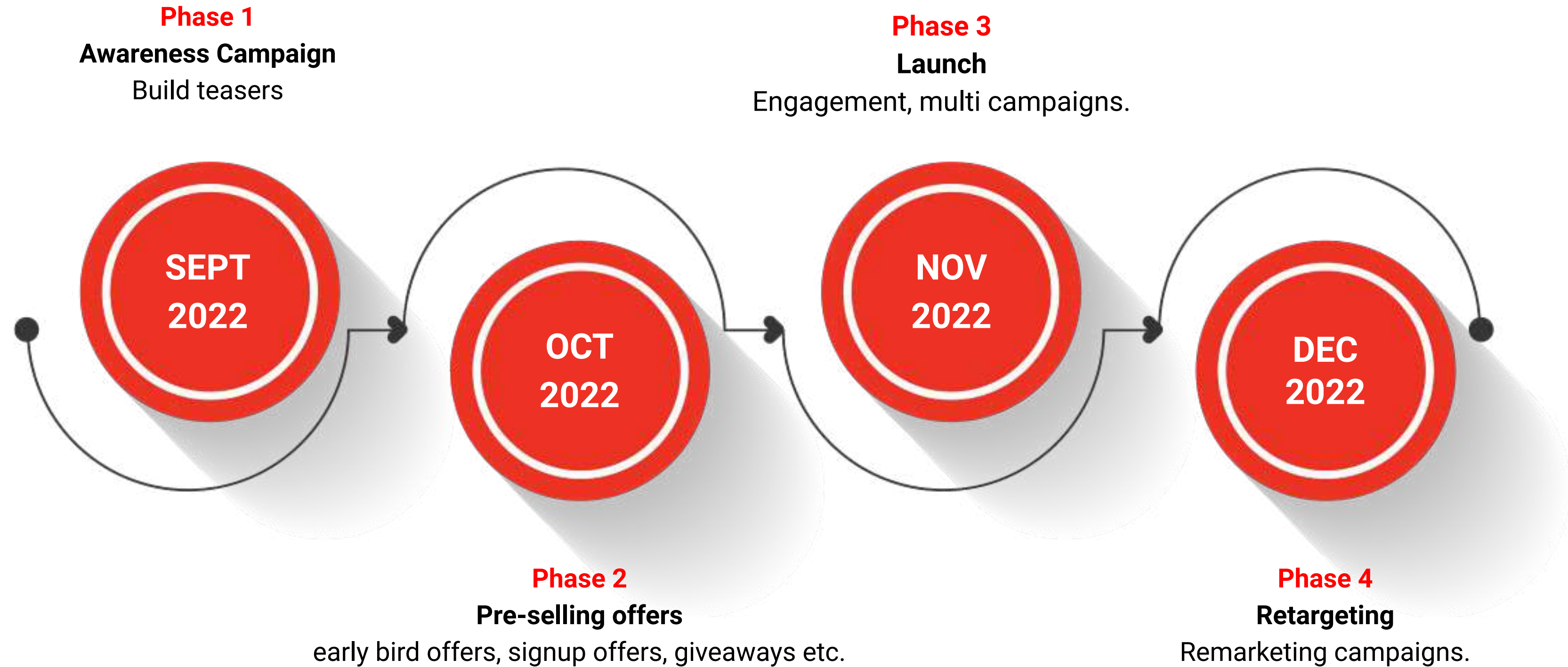
MARKETING FUNNELS



MARKETING FUNNELS



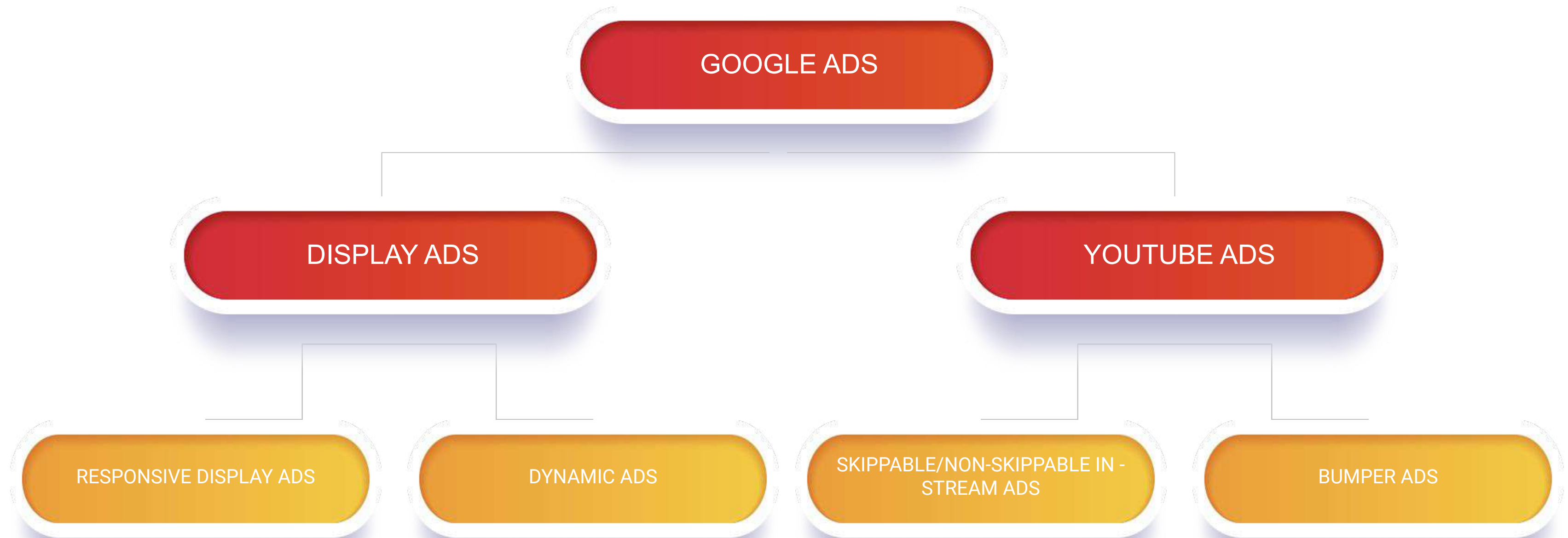
MEDIA PLAN



1. GOOGLE ADS

PRE-LAUNCH

PHASE 1 & 2 PRE-LAUNCH



PHASE 1 & 2 PRE-LAUNCH

DISPLAY ADS

- Responsive display ads
- Dynamic display ads

Strategy & Key Takeaways (B2C & B2B):

- Visually appealing display banners promoting teasers (Phase 1)
- Call to action banners for tickets selling (Phase 2)
- Displaying right dimension banners to focus on conversion rates
 - 1200*628 (Landscape)
 - 1200*1200 (Square)
 - 300*250 (Medium rectangle)
 - 320*100 (for mobile)

PHASE 1 & 2 PRE-LAUNCH

YOUTUBE ADS (B2C & B2B)

- Skippable in-stream ads
- Non-skippable in-stream ads
- Bumper ads

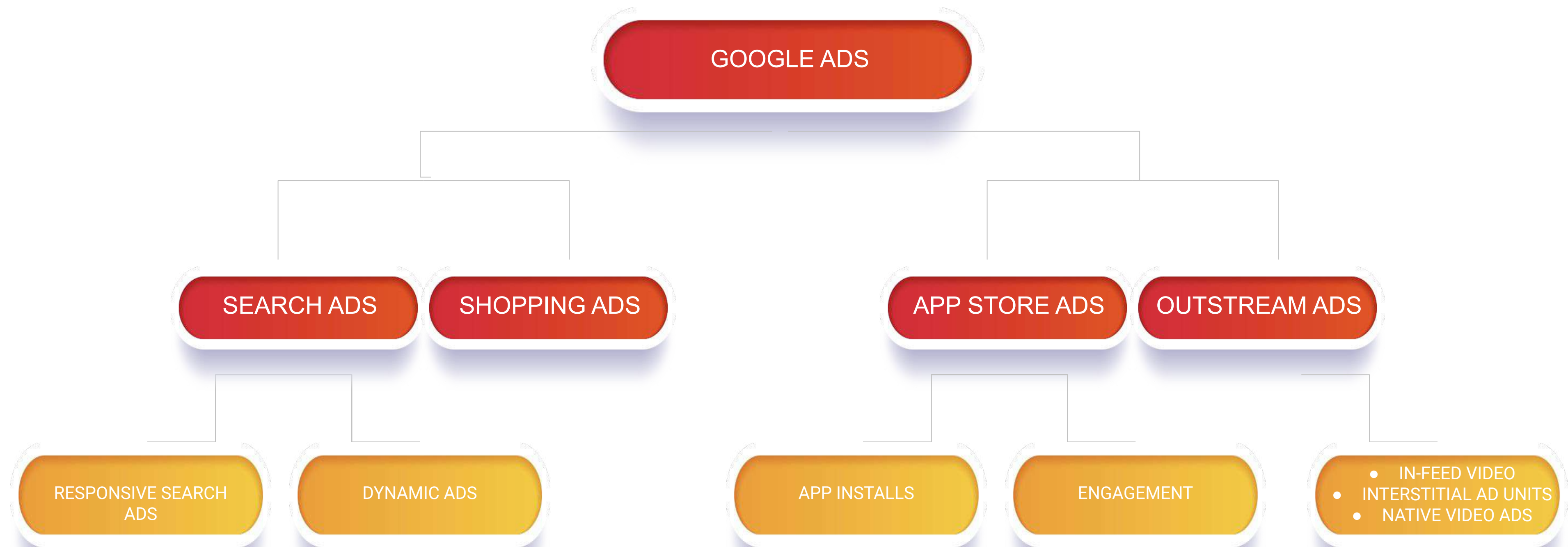
Strategy

- Awareness teasers video of something coming soon
- Ticket selling video with CTA on to a landing page or a form.

1. GOOGLE ADS

LAUNCH

PHASE 3 & 4 LAUNCH



PHASE 3 & 4 LAUNCH

SEARCH ADS (B2C & B2B)

- Responsive search ads
- Dynamic ads

Strategy & key takeaways :

- **Campaign 1** - Focusing merely on keywords for different brands/ fashion categories search/intent made by users & convert them in responsive search & dynamic ads.
 - Ad group 1 each representing different categories
 - Ad group 2 each representing different brands
- **Campaign 2** - Responsive campaign to promote marketplace targeting niche audience to upload & sell their brands.
- **Campaign 3** - Responsive campaign to promote their offered services

PHASE 3 & 4 LAUNCH

SHOPPING ADS (B2C)

Strategy & Key takeaways:

- Organizing feeds per brand & categories
- Collecting user data behavior (through the funnel)
- Promoting brands & products through Smart shopping campaigns
- Remarketing campaigns

APP STORE ADS (B2C)

- App installs - To get new people to install the app
- App engagement - To get existing users to take actions in your app

PHASE 3 & 4 LAUNCH

OUTSTREAM ADS (B2C & B2B)

Attract huge number of online users that can be found browsing via mobile device

AD formats:

- In-feed video
- Interstitial ad units
- Native video ads

Key takeaways:

- Ability to reach more targeted users
- Enhanced viewership
- Ability to customize video ads for different placements

2. SOCIAL MEDIA

PRE-LAUNCH

MEDIA PLAN & MARKET OVERVIEW- Social Media (e-fashionbook)



- Instagram Ads
- Facebook Ads
- Youtube Ads
- Snapchat & Tiktok Ads

- Carousel Ads
- Stories Ads
- Posts Ads
- Event Ad (Ticket Selling)

- Brand Awareness
- Video Views
- Engagement (Tickets Selling)

- **Location** - UAE & KSA
- **Age Group** - 18-50
- **Interests** - Boutiques, Dresses, Shirts, Shopping, Online Shopping, Shopping Centres, Luxury Goods, Women's Clothing Or Men's Clothing.
- **Behaviours:** Engaged Shoppers

MEDIA PLAN & MARKET OVERVIEW- Social Media

(e-fashionbook for business)



- Instagram Ads
- Facebook Ads
- Youtube Ads
- Snapchat & Tiktok Ads

- Carousel Ads
- Stories Ads
- Posts Ads
- Event Ad (Ticket Selling)

- Brand Awareness
- Video Views
- Engagement (Tickets Selling)

- **Location** - UAE & KSA
- **Age Group** - 18-50
- **Interests** - Fashion Designs, Vanity Fair (Magazine), Glamour (Magazine), Vogue (Magazine), Designer Clothing, Stylist (Magazine) Or Fashion (Magazine), School/University: Fashion Design Or Fashion Designer, Employers: Fashion Design, Fashion Designer Or Stylist Job Title: Fashion Designer/Stylist, Fashion Design, Fashion Adviser, Fashion Journalist, Fashion Editor, Fashion Director, Fashion Consultant, Stylist Assistant Or Clothing Designer

2. SOCIAL MEDIA

LAUNCH

MEDIA PLAN & MARKET OVERVIEW- Social Media (e-fashionbook)



- Instagram Ads
- Facebook Ads
- Youtube Ads
- Snapchat & Tiktok Ads

- Carousel Ads
- Collection Ads
- Stories Ads
- Facebook/Instagram Shopping Ads
- Posts Ads

- Engagement / Website Traffic (Ab Testing)
- Video Views
- Catalog Sales

- **Location** - UAE & KSA
- **Age Group** - 18-50
- **Interests** - Boutiques, Dresses, Shirts, Shopping, Online Shopping, Shopping Centres, Luxury Goods, Women's Clothing Or Men's Clothing.
- **Behaviours**: Engaged Shoppers

MEDIA PLAN & MARKET OVERVIEW- Social Media

(e-fashionbook for business)



- Instagram Ads
- Facebook Ads
- Youtube Ads
- Snapchat & Tiktok Ads

- Carousel Ads
- Stories Ads
- Posts Ads

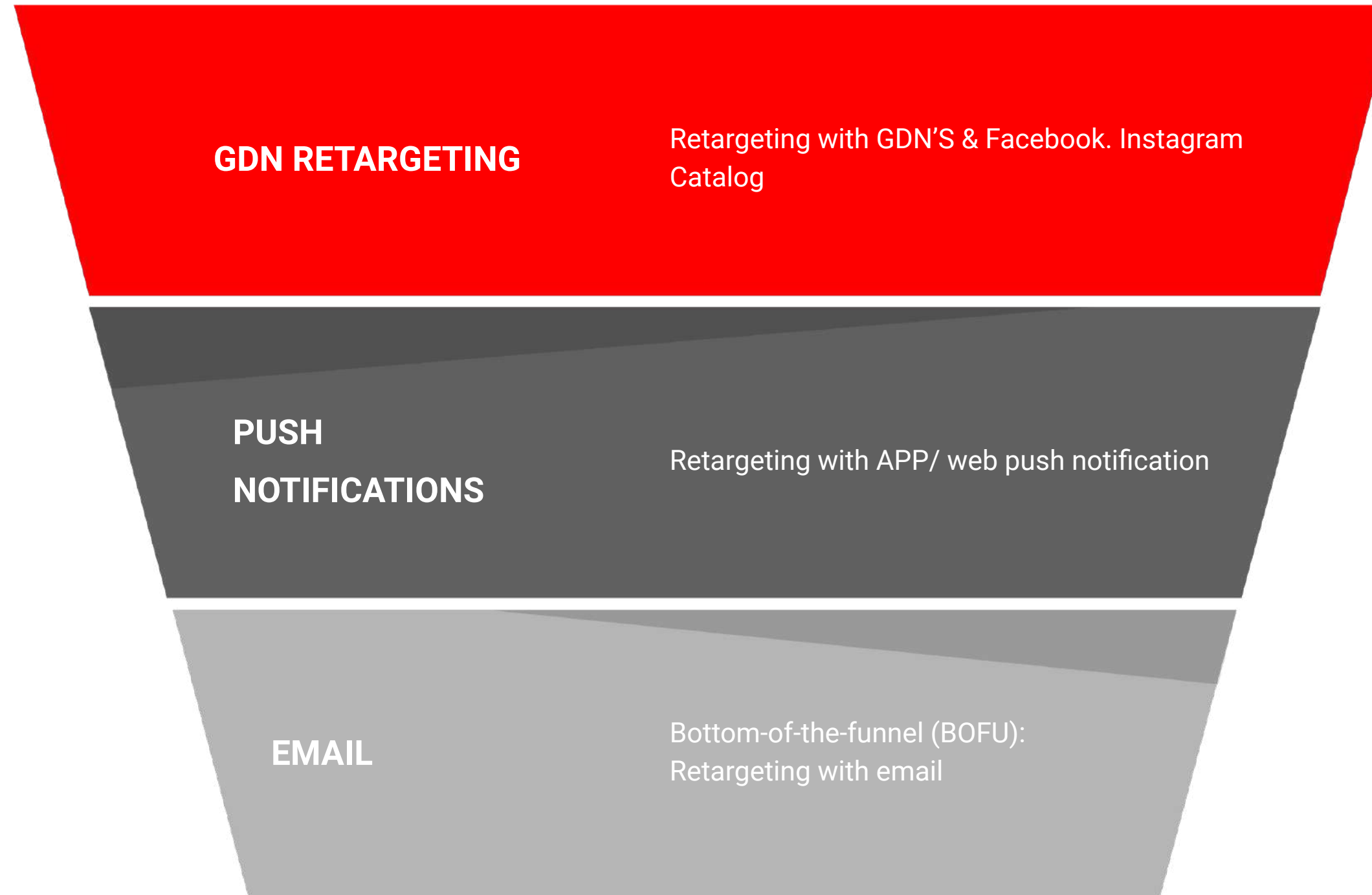
- Engagement
- Website Traffic (Ab Testing)
- Video Views

- **Location** - UAE & KSA
- **Age Group** - 18-50
- **Interests** - Fashion Designs, Vanity Fair (Magazine), Glamour (Magazine), Vogue (Magazine), Designer Clothing, Stylist (Magazine) Or Fashion (Magazine), School/University: Fashion Design Or Fashion Designer, Employers: Fashion Design, Fashion Designer Or Stylist Job Title: Fashion Designer/Stylist, Fashion Design, Fashion Adviser, Fashion Journalist, Fashion Editor, Fashion Director, Fashion Consultant, Stylist Assistant Or Clothing Designer

3. RE-TARGETING

LAUNCH

RETARGETING (PHASE 3 & 4)



RETARGETING (PHASE 3 & 4)

- **Retargeting to assure that the abandoned CTA users are converted**
 - **Bottom-of-the-funnel (BOFU):decision making stage - Our primary audience**
- **Platforms:**
 - Google ads (Smart campaigns, dynamic retargeting ads)
 - Facebook ads (Facebook custom audience)
 - Email retargeting
 - Web/App Push notifications
- **Strategies**
 - Run related promotional ads - offer one time discounts
 - Offers related buyers persona
 - Similar offers via landing page

MEDIA PLANNING

ESTIMATES & KPIs

KPIs FUNNEL

❖ Q1

Budget

■ 370,000 AED

Impressions

■ 32,268,842

Clicks

■ 314,448

Followers

■ 150,000

❖ Q2

Budget

■ AED 200,000 AED

Impressions

■ 12,513,480

Clicks

■ 153,793

Followers

■ 165,000

❖ Q3

Budget

■ 235,000 AED

Impressions

■ 10,864,625

Clicks

■ 197,110

Followers

■ 210,000

❖ Q4

Budget

■ 291,000 AED

Impressions

■ 12,128,623

Clicks

■ 263,358

Followers

■ 220,000

YEAR 1: KPIs, TARGETS OVERVIEW

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total / Avg
Spend	AED 50,000	AED 150,000	AED 170,000	AED 65,000	AED 65,000	AED 70,000	AED 75,000	AED 80,000	AED 80,000	AED 94,000	AED 97,000	AED 100,000	AED 1,096,000
CPM	AED 9	AED 11	AED 13	AED 15	AED 16	AED 17	AED 20	AED 22	AED 23.0	AED 23	AED 24	AED 25.0	AED 18
Impressions	5,555,556	13,636,364	13,076,923	4,333,333	4,062,500	4,117,647	3,750,000	3,636,364	3,478,261	4,086,957	4,041,667	4,000,000	67,775,570
CTR	0.70%	0.87%	1.20%	1.00%	1.30%	1.40%	1.70%	1.85%	1.90%	1.95%	2.07%	2.50%	1.54%
Clicks	38,889	118,636	156,923	43,333	52,813	57,647	63,750	67,273	66,087	79,696	83,663	100,000	928,709
Engagement Rate	8.00%	9.00%	10.00%	8.00%	8.00%	9.00%	10.00%	11.00%	11.00%	12.00%	13.50%	14.00%	10.29%
Engagement	444,444	1,227,273	1,307,692	346,667	325,000	370,588	375,000	400,000	382,609	490,435	545,625	560,000	6,775,333
Leads	-	1,068	1,412	390	475	519	574	673	661	956	1,004	1,200	8,932
App Installs	-	-	11,667	2,500	2,500	3,333	4,167	2,500	3,833	2,000	1,833	1,667	36,000
Followers	30,000	50,000	70,000	50,000	55,000	60,000	65,000	70,000	75,000	80,000	75,000	65,000	745,000
Cost Per Lead	-	AED 140.49	AED 120.37	AED 166.67	AED 136.75	AED 134.92	AED 130.72	AED 118.92	AED 121.05	AED 98.29	AED 96.62	AED 83.33	AED 122.71

- September, our pre-launch campaign goes live and we look at increasing follower base.
- October, our goal is split in two, follower gain and ticket sales.
- November, as we seek to launch our application, we spend primarily for ticket sale, followers, and app downloads.
- Post November our efforts are driven to get audiences to download our application, followed by increasing followers.

YEAR 1: DIGITAL MARKETING COST PROPOSAL

Q1 ESTIMATES

One Month Media									
Ad Type	Tactics	Objective	Total Budget	Media Spend	Est. CPM	Impressions	CTR	Clicks	Est. CPC
Google ADS	Display	1x Smart Display (Awareness)	AED 5,000.00	AED 5,000.00	AED 15.00	333,333	0.70%	2,333	AED 2.14
	Youtube	1x Bumper AD (Awareness)	AED 10,000.00	AED 10,000.00	AED 18.00	555,556	0.60%	3,333	AED 3.00
	Youtube	1x Conversion (Event)	AED 10,000.00	AED 10,000.00	AED 18.00	555,556	0.60%	3,333	AED 3.00
	App	1x app installs/promotion	AED 15,000.00	AED 15,000.00	AED 18.00	833,333	0.60%	5,000	AED 3.00
Social Media	Facebook - Instagram	1x Engagement (Page likes)	AED 20,000.00	AED 20,000.00	AED 13.00	2,153,846	0.90%	19,385	AED 1.03
	Facebook - Instagram	1x Event AD (Event)	AED 20,000.00	AED 20,000.00	AED 13.00	2,153,846	0.90%	19,385	AED 1.03
	Facebook - Instagram	1x Brand Awareness	AED 10,000.00	AED 10,000.00	AED 14.00	1,000,000	1.00%	10,000	AED 1.00
	Facebook - Instagram	1x app installs	AED 15,000.00	AED 15,000.00	AED 12.00	1,750,000	1.00%	17,500	AED 0.86
	Snapchat	1x Awareness	AED 10,000.00	AED 10,000.00	AED 13.00	1,076,923	0.90%	9,692	AED 1.03
	Twitter	1x Awareness	AED 5,000.00	AED 5,000.00	AED 20.00	350,000	0.80%	2,800	AED 1.79
	LinkedIn	1x Engagement	AED 10,000.00	AED 10,000.00	AED 20.00	700,000	0.70%	4,900	AED 2.04
	LinkedIn	1x Awareness	AED 20,000.00	AED 20,000.00	AED 20.00	1,400,000	0.70%	9,800	AED 2.04
	LinkedIn	1x Conversion (Event)	AED 20,000.00	AED 20,000.00	AED 22.00	1,272,727	0.70%	8,909	AED 2.24
Total			AED 170,000.00	AED 170,000.00	AED 12.03	14,135,120	0.82%	116,371	AED 1.46

Rates & volume are based on estimates with small margins of error. Budget will be dynamically allocated among tactics based on performance.

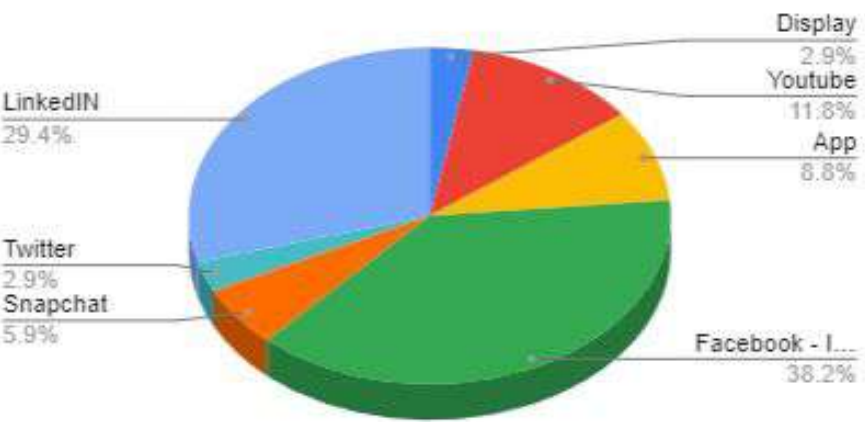
Total Ad Budget	AED 170,000.00
Total Ad Budget Spend	AED 170,000.00
Estimated Total Clicks	116,371
Estimated Total Impressions	14,135,120
Estimated Cost per Click	AED 1.46

NOTES & ASSUMPTIONS

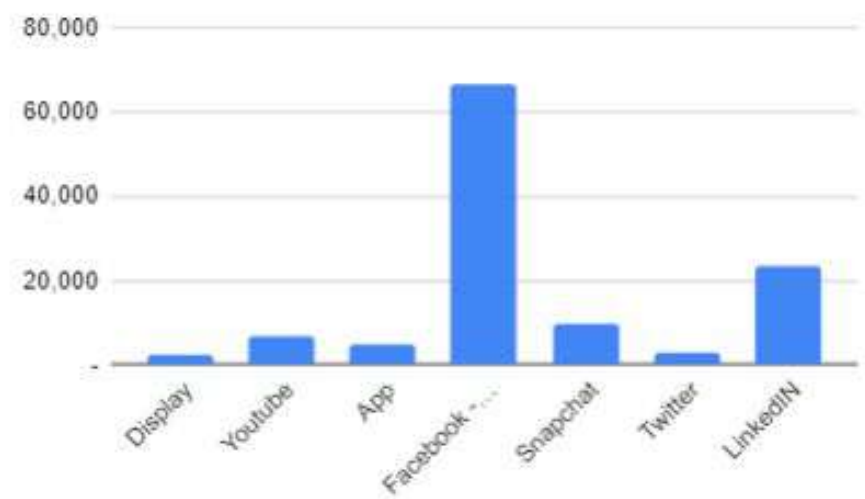
Rates & volume are based on an estimate. Budget will be dynamically allocated among tactics based on performance.

Device- All

Media Spend

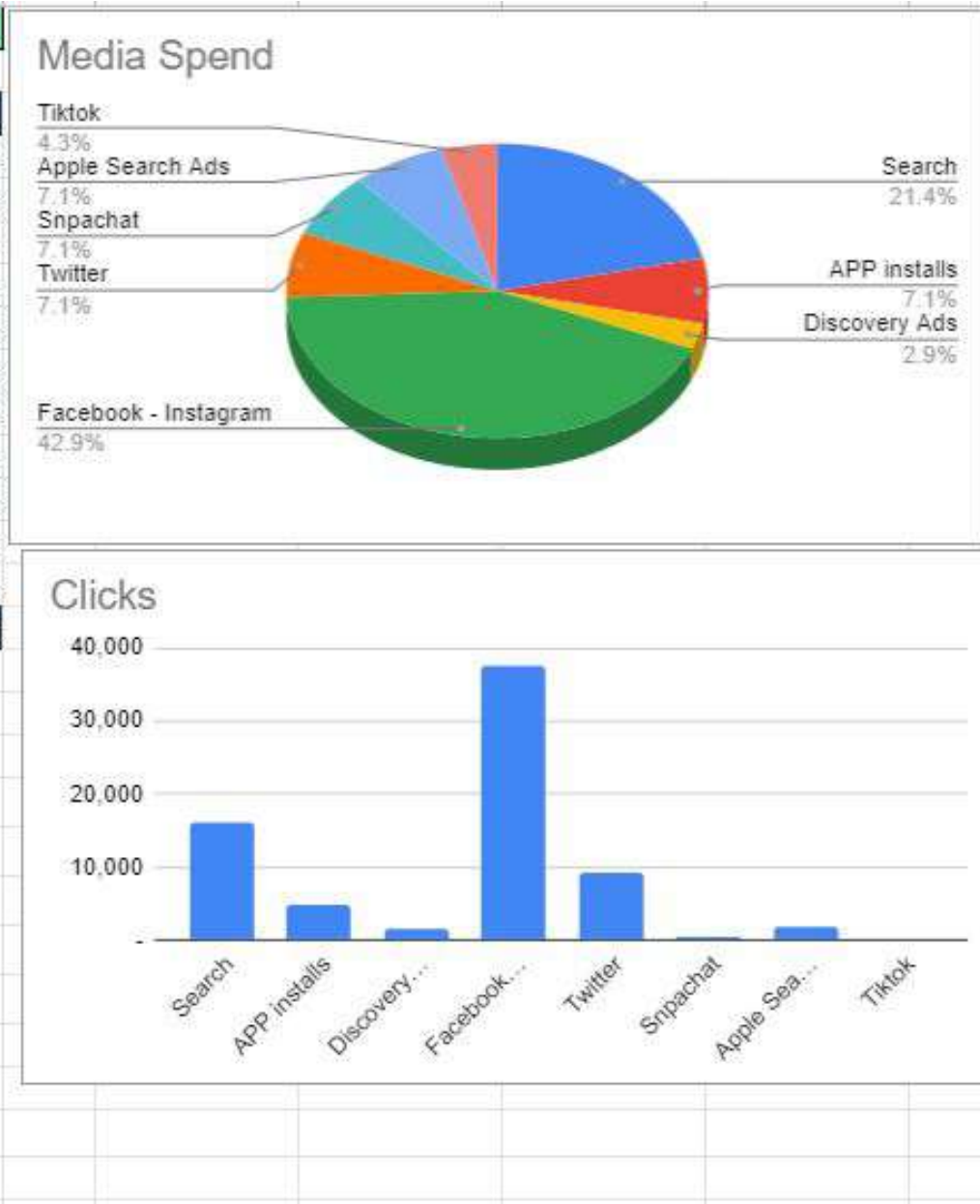


Clicks



Q2 ESTIMATES

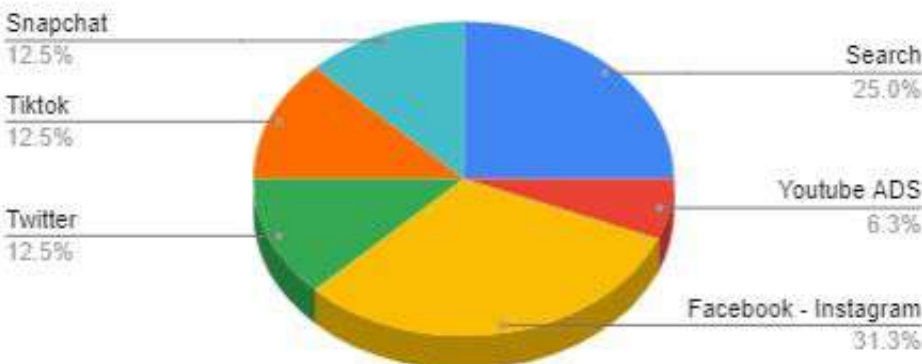
One Month Media Plan									
Ad Type	Tactics	Objective	Total Budget	Media Spend	Est. CPM	Impressions	CTR	Clicks	Est. CPC
Google Ads	Search	1x Brand and Related Keywords	AED 15,000.00	AED 15,000.00	AED 65.00	230,769	7%	16,154	AED 0.93
	APP installs	1x Universal App	AED 5,000.00	AED 5,000.00	AED 13.00	538,462	0.90%	4,846	AED 1.03
	Discovery Ads	1x Retargeting	AED 2,000.00	AED 2,000.00	AED 18.00	111,111	1.20%	1,333	AED 1.50
Social media Ads	Facebook - Instagram	1x Traffic	AED 10,000.00	AED 10,000.00	AED 13.00	769,231	2.00%	15,385	AED 0.65
	Facebook - Instagram	1x Retargeting	AED 5,000.00	AED 5,000.00	AED 13.00	384,615	2.00%	7,692	AED 0.65
	Facebook - Instagram	1x Engagement	AED 5,000.00	AED 5,000.00	AED 13.00	538,462	0.90%	4,846	AED 1.03
	Facebook - Instagram	1x App installs	AED 10,000.00	AED 10,000.00	AED 13.00	1,076,923	0.90%	9,692	AED 1.03
	Twitter	1x Engagement	AED 5,000.00	AED 5,000.00	AED 13.00	538,462	1.70%	9,154	AED 0.55
	Snpachat	1x Engagement	AED 5,000.00	AED 5,000.00	AED 69.00	72,464	0.40%	290	AED 17.25
	Apple Search Ads	1x App installs	AED 5,000.00	AED 5,000.00	AED 25.00	200,000	0.90%	1,800	AED 2.78
	Tiktok	1x Traffic	AED 3,000.00	AED 3,000.00	AED 55.00	54,545	0.40%	218	AED 13.75
	Total		AED 70,000.00	AED 70,000.00	AED 15.50	4,515,043	1.58%	71,411	AED 0.98
Rates & volume are based on estimates with small margins of error. Budget will be dynamically allocated among tactics based on performance.									
Total Ad Budget	AED 70,000.00								
Total Ad Budget Spend	AED 70,000.00								
Estimated Total Clicks	71,411								
Estimated Total Impressions	4,515,043								
Estimated Cost per Click	AED 0.98								
NOTES & ASSUMPTIONS									
Rates & volume are based on an estimate. Budget will be dynamically allocated among tactics based on performance.									
Device- All									



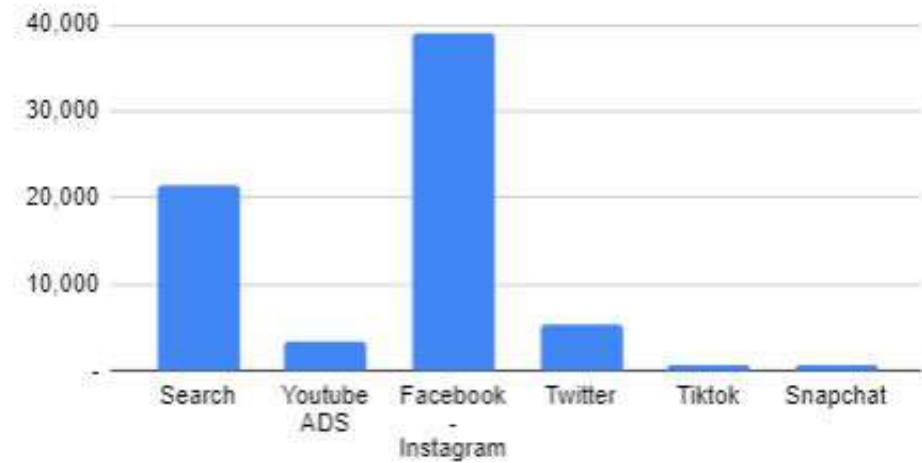
Q3 ESTIMATES

One Month Media Plan									
Ad Type	Tactics	Objective	Total Budget	Media Spend	Est. CPM	Impressions	CTR	Clicks	Est. CPC
Google Ads	Search	1x Brand and Related Keywords	AED 20,000.00	AED 20,000.00	AED 65.00	307,692	7.00%	21,538	AED 0.93
	Youtube ADS	1x Bumper Ads	AED 5,000.00	AED 5,000.00	AED 18.00	277,778	1.20%	3,333	AED 1.50
Social media Ads	Facebook - Instagram	1x Traffic	AED 10,000.00	AED 10,000.00	AED 14.00	714,286	2.00%	14,286	AED 0.70
	Facebook - Instagram	1x Conversion	AED 10,000.00	AED 10,000.00	AED 17.00	588,235	1.70%	10,000	AED 1.00
	Facebook - Instagram	1x Engagement	AED 5,000.00	AED 5,000.00	AED 9.00	777,778	1.90%	14,778	AED 0.34
	Twitter	1x Conversion	AED 5,000.00	AED 5,000.00	AED 40.00	125,000	1.20%	1,500	AED 3.33
	Twitter	1x Awareness	AED 5,000.00	AED 5,000.00	AED 13.00	538,462	0.70%	3,769	AED 1.33
	Tiktok	1x Conversion	AED 10,000.00	AED 10,000.00	AED 88.00	113,636	0.50%	568	AED 17.60
	Snapchat	1x Traffic	AED 5,000.00	AED 5,000.00	AED 55.00	90,909	0.40%	364	AED 13.75
	Snapchat	1x Conversions	AED 5,000.00	AED 5,000.00	AED 55.00	90,909	0.40%	364	AED 13.75
Total			AED 80,000.00	AED 80,000.00	AED 22.07	3,624,685	1.94%	70,500	AED 1.13
Rates & volume are based on estimates with small margins of error. Budget will be dynamically allocated among tactics based on performance.									
Total Ad Budget	AED 80,000.00								
Total Ad Budget Spend	AED 80,000.00								
Estimated Total Clicks	70,500								
Estimated Total Impressions	3,624,685								
Estimated Cost per Click	AED 1.13								
NOTES & ASSUMPTIONS									
Rates & volume are based on an estimate. Budget will be dynamically allocated among tactics based on performance.									
Device- All									

Media Spend



Clicks



Q4 ESTIMATES

One Month Media Plan									
Ad Type	Tactics	Objective	Total Budget	Media Spend	Est. CPM	Impressions	CTR	Clicks	Est. CPC
Google Ads	Search	1x Brand and Related Keywords	AED 25,000.00	AED 25,000.00	AED 72.00	347,222	1.90%	6,597	AED 3.79
	Discovery Ads	1x Retargeting	AED 5,000.00	AED 5,000.00	AED 12.00	416,667	1.20%	5,000	AED 1.00
	Youtube ADS	1x Bumper Ads	AED 5,000.00	AED 5,000.00	AED 18.00	277,778	1.20%	3,333	AED 1.50
Social media Ads	Facebook - Instagram	1x Traffic	AED 10,000.00	AED 10,000.00	AED 13.00	769,231	2.00%	15,385	AED 0.65
	Facebook - Instagram	1x APP installs (Retargeting)	AED 5,000.00	AED 5,000.00	AED 13.00	384,615	2.00%	7,692	AED 0.65
	Facebook - Instagram	1x Engagement	AED 5,000.00	AED 5,000.00	AED 13.00	384,615	2.00%	7,692	AED 0.65
	Facebook - Instagram	1x Awareness	AED 5,000.00	AED 5,000.00	AED 13.00	384,615	2.00%	7,692	AED 0.65
	Twitter	1x Conversion	AED 5,000.00	AED 5,000.00	AED 30.00	166,667	2.00%	3,333	AED 1.50
	Twitter	1x Retargeting	AED 5,000.00	AED 5,000.00	AED 19.00	368,421	0.70%	2,579	AED 1.94
	Snapchat	1x Conversion	AED 10,000.00	AED 10,000.00	AED 77.00	129,870	0.50%	649	AED 15.40
	Apple Search Ads	1x APP installs (Retargeting)	AED 5,000.00	AED 5,000.00	AED 30.00	166,667	1.10%	1,833	AED 2.73
	Snapchat	1x Conversion	AED 5,000.00	AED 5,000.00	AED 77.00	64,935	0.50%	325	AED 15.40
	Tiktok	1x Conversions	AED 5,000.00	AED 5,000.00	AED 55.00	90,909	0.40%	364	AED 13.75
	Tiktok	1x Traffic	AED 5,000.00	AED 5,000.00	AED 55.00	90,909	0.40%	364	AED 13.75
Total			AED 100,000.00	AED 100,000.00	AED 24.73	4,043,121	1.55%	62,839	AED 1.59

Rates & volume are based on estimates with small margins of error. Budget will be dynamically allocated among tactics based on performance.

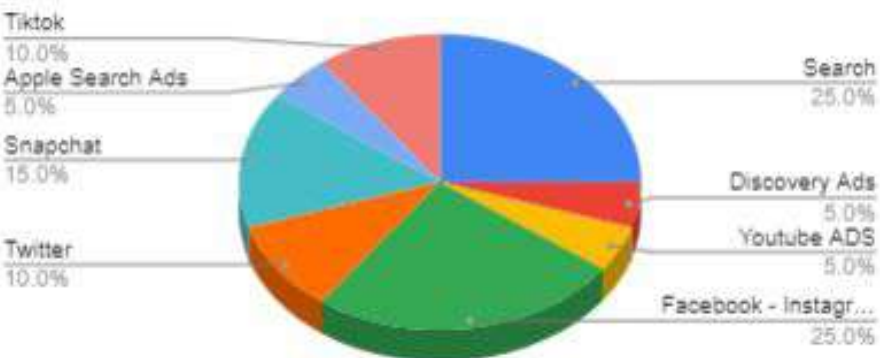
Total Ad Budget	AED 100,000.00
Total Ad Budget Spend	AED 100,000.00
Estimated Total Clicks	62,839
Estimated Total Impressions	4,043,121
Estimated Cost per Click	AED 1.59

NOTES & ASSUMPTIONS

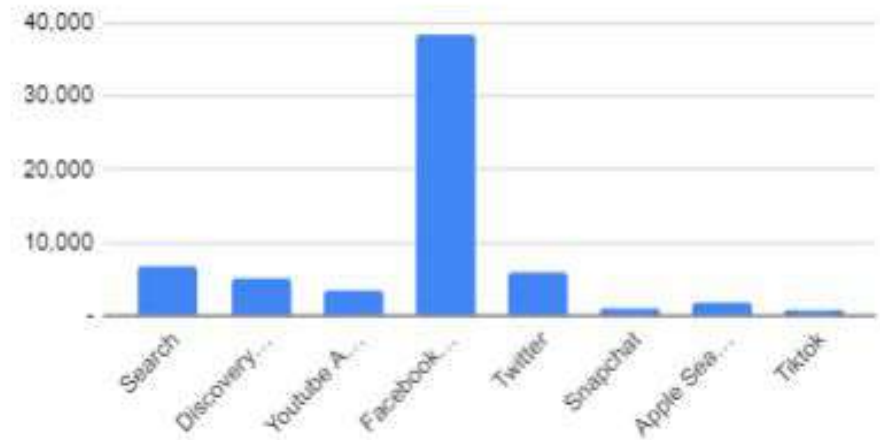
Rates & volume are based on an estimate. Budget will be dynamically allocated among tactics based on performance.

Device- All

Media Spend



Clicks



SEO, App Store & Youtube



COMPETITOR RESEARCH

The Luxury Closet Online Shopping Shoes, Bags & Watches for Men & Women							How to use
theluxurycloset.com/ ▼							
Ahrefs Rank ⁱ	UR ⁱ	DR ⁱ	Backlinks ⁱ	Referring domains ⁱ	Organic keywords ⁱ	Organic traffic ⁱ	Traffic value ⁱ
284,719	56	59	12.1M	15.6K	289K +2K	447K	\$108K
			Recent 77.3M Historical 163M	Recent 18.4K Historical 30.2K	PPC 104		PPC \$9.4K

BAZAARA - buy and sell preloved clothing and home goods							How to use
bazaara.ae/ ▼							
Ahrefs Rank ⁱ	UR ⁱ	DR ⁱ	Backlinks ⁱ	Referring domains ⁱ	Organic keywords ⁱ	Organic traffic ⁱ	Traffic value ⁱ
12,084,257	25	16	628K +7K	47	227 +16	425	\$1
			Recent 654K Historical 734K	Recent 56 Historical 169	PPC 0		PPC \$0

BU Boutique Curvy-Plus Size Women's Clothing & Dresses – BU Boutique LLC							How to use
bu-boutique.com/ ▼							
Ahrefs Rank ⁱ	UR ⁱ	DR ⁱ	Backlinks ⁱ	Referring domains ⁱ	Organic keywords ⁱ	Organic traffic ⁱ	Traffic value ⁱ
199,615,662	7	0	32	9	119 +2	45	\$37
			Recent 36 Historical 156	Recent 9 Historical 16	PPC 0		PPC \$0

Domain Rating: theluxurycloset website is having high domain authority.

Recommendation: By doing backlinking on regular basis can help us to increase the domain rating.

Organic traffic: theluxurycloset website has the highest organic traffic of 447k & the traffic value is \$108k.

Recommendation: Optimizing on-page with targeting keywords & creating more content for blogs can help us to increase organic traffic after starting a new website.

Backlinks: theluxurycloset website has 12.1M backlinks.

Recommendation: By doing different types of link submissions(SBM, blog commenting, PR activity, profile creation, etc) we can increase the number of backlinks.

COMPETITOR: ORGANIC TRAFFIC DRIVERS

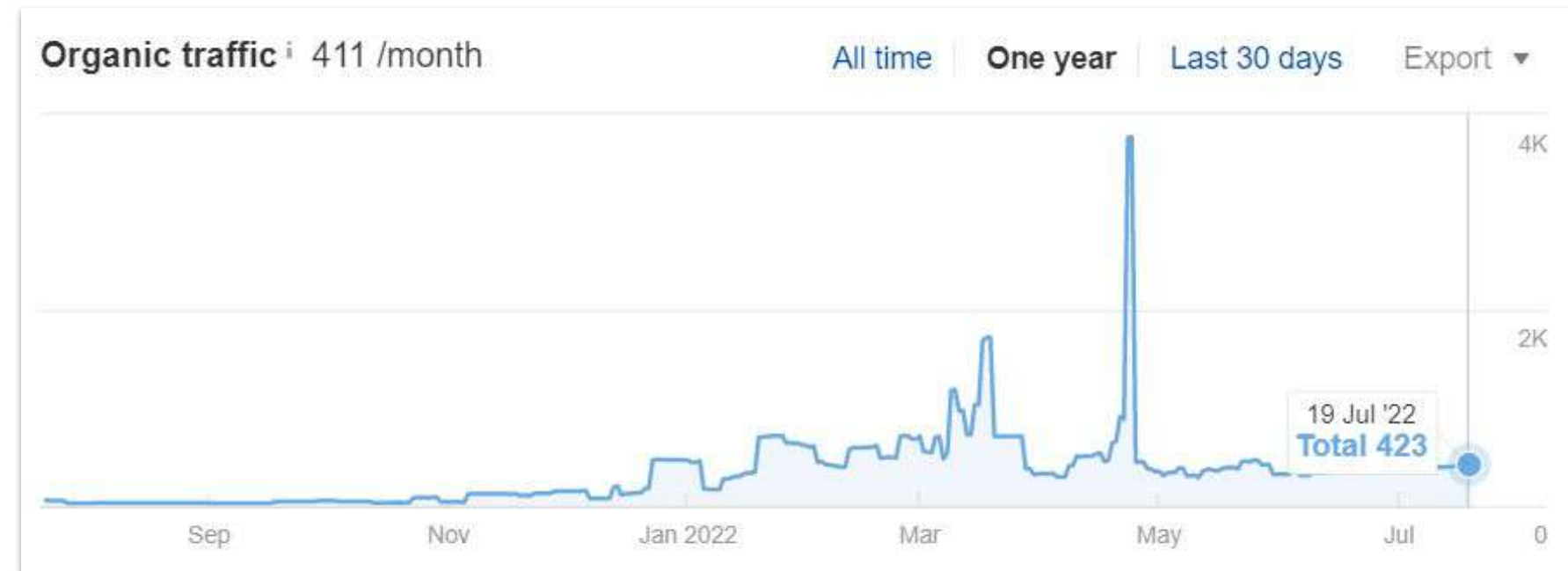
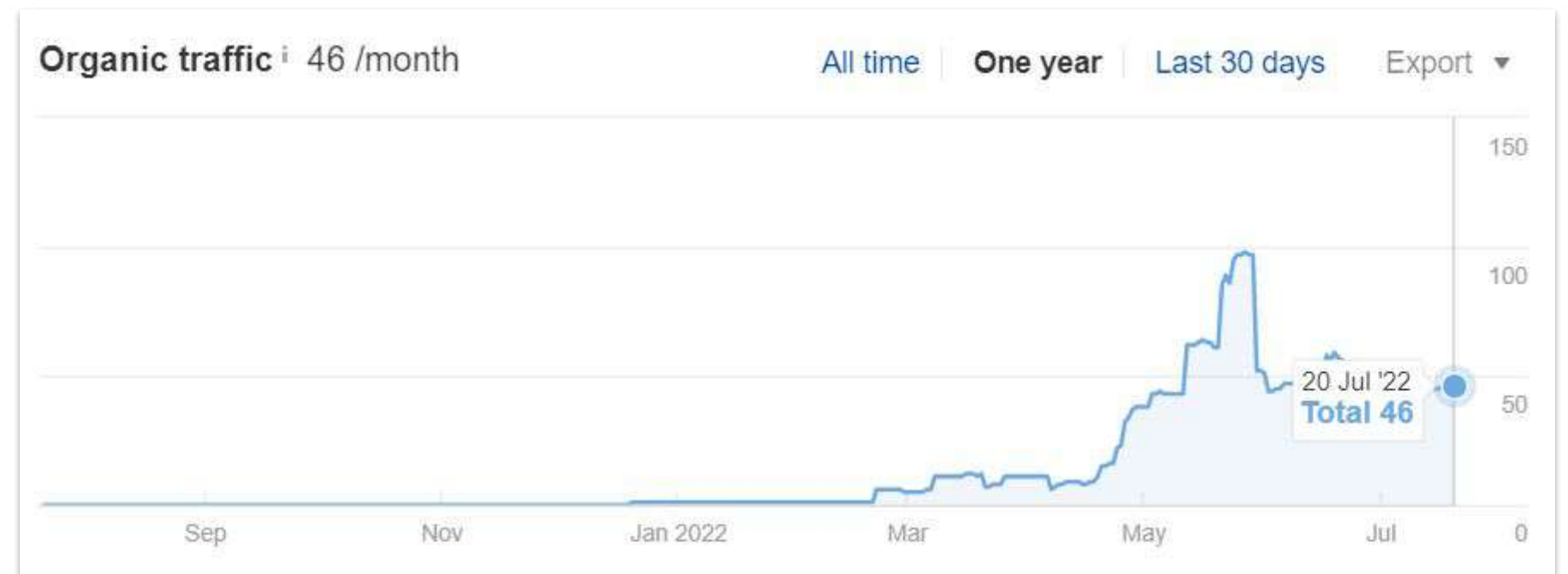
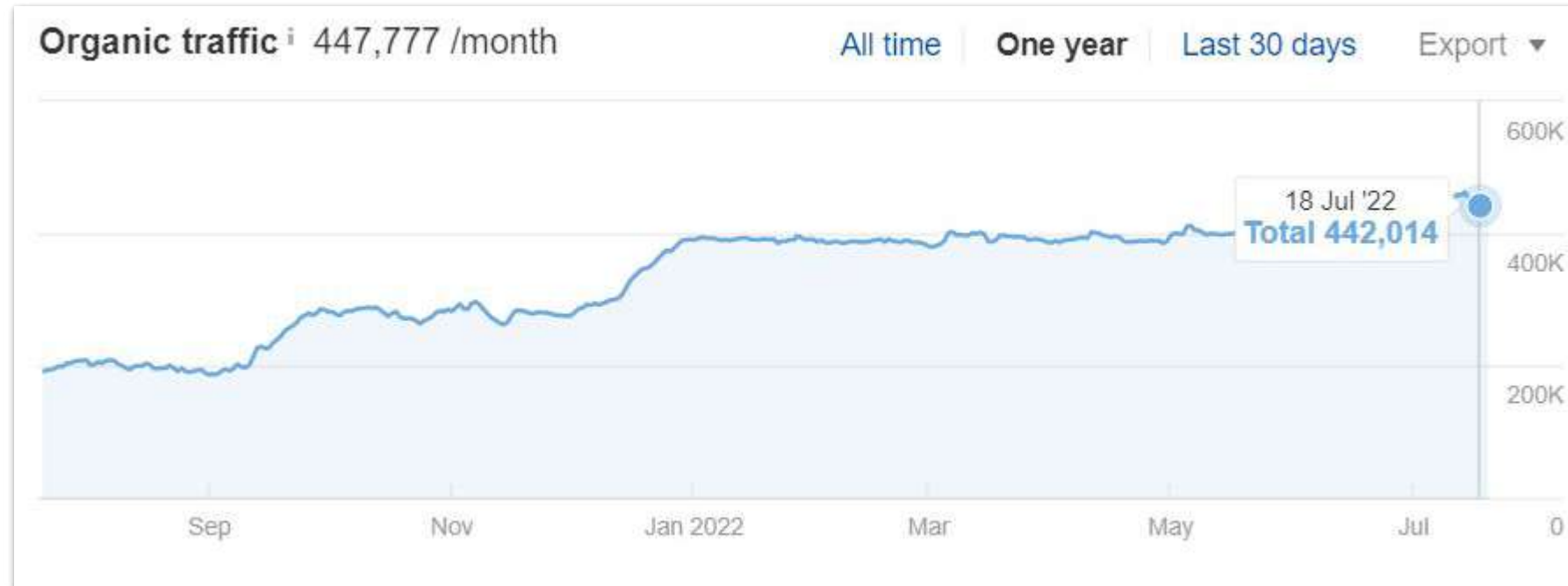
Country	Keywor...	Traffic ⁱ	
All count...	119	45	
United S...	97	41	91.1%
Taiwan	1	1	2.2%
Chile	1	1	2.2%
Ecuador	1	1	2.2%
India	4	1	2.2%
Indonesia	1	<1	<1%
Argentina	1	<1	<1%
Norway	2	<1	<1%
Sweden	2	<1	<1%
United K...	2	<1	<1%
Germany	1	<1	<1%
New Ze...	1	<1	<1%
Finland	1	<1	<1%
Saudi Ar...	1	<1	<1%

Country	Keywor...	Traffic ⁱ	
All count...	227	425	
United A...	107	244	57.4%
India	21	151	35.5%
United K...	22	14	3.3%
United S...	38	7	1.6%
Israel	3	3	<1%
Australia	8	3	<1%
Germany	2	1	<1%
Saudi Ar...	3	1	<1%
Philippines	4	1	<1%
Canada	5	<1	<1%
Italy	1	<1	<1%
Poland	1	<1	<1%
Korea	1	<1	<1%
Norway	1	<1	<1%

Country	Keywor...	Traffic ⁱ	
All count...	289K	448K	
United S...	141K	143K	32%
Saudi Ar...	19.3K	119K	26.6%
United A...	9.8K	53.2K	11.9%
India	9.7K	31.2K	7%
Kuwait	4.0K	20.7K	4.6%
United K...	23.4K	19.5K	4.4%
Australia	11.8K	8.1K	1.8%
Philippines	6.9K	7.5K	1.7%
Canada	9.4K	7.3K	1.6%
Egypt	2.9K	3.3K	<1%
South Af...	2.1K	3.0K	<1%
Singapore	3.4K	2.1K	<1%
Malaysia	3.1K	2.1K	<1%
Iraq	696	1.4K	<1%

Finding: The US is the common location for the **efashionbook** competitors which are getting more organic traffic. For the **efashionbook** website along with UAE, KSA countries, we can concentrate on this location US to get more organic traffic.

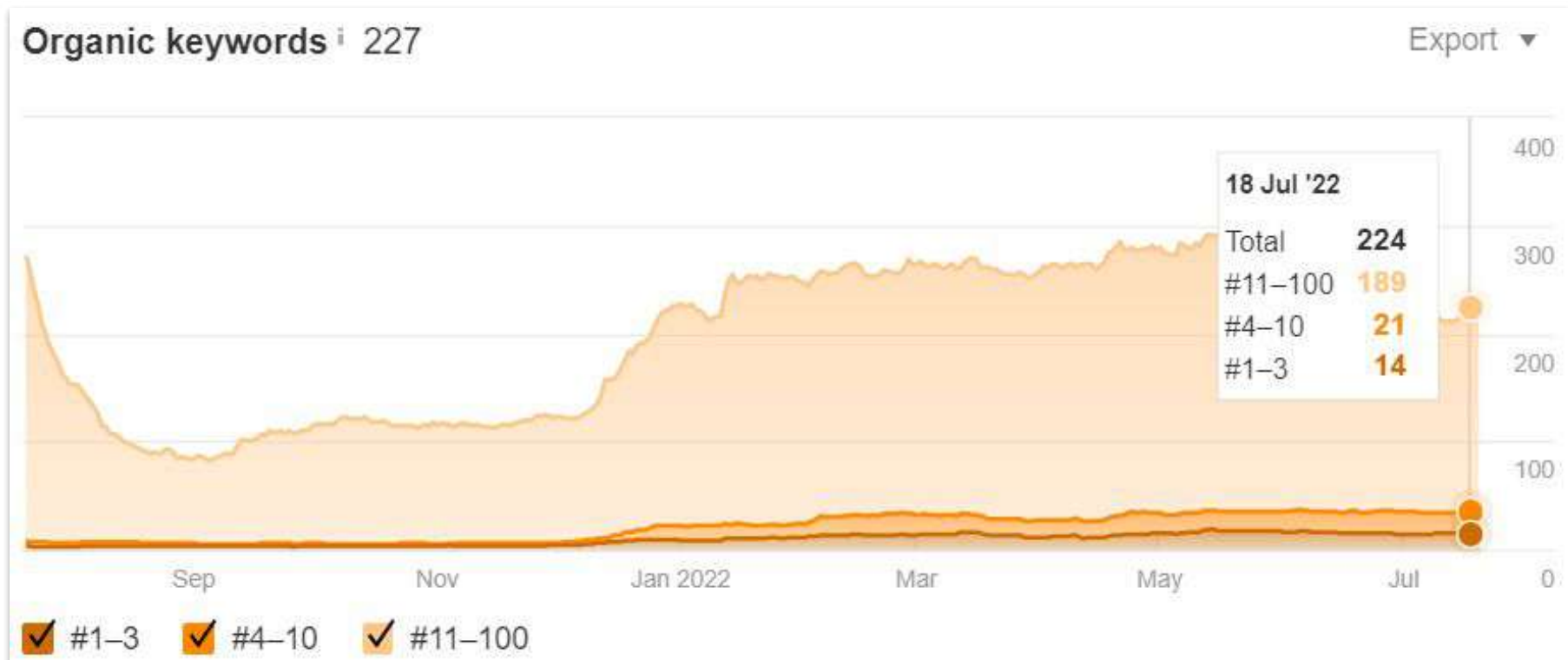
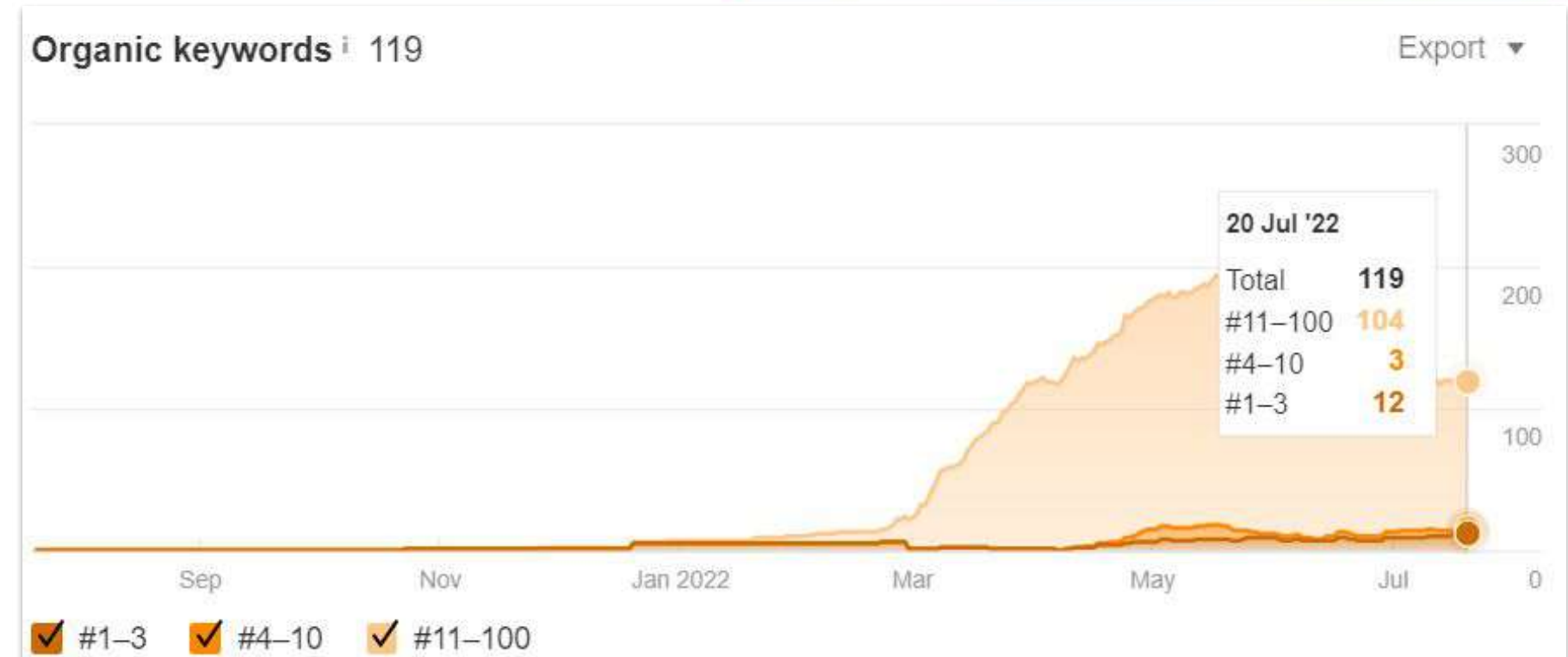
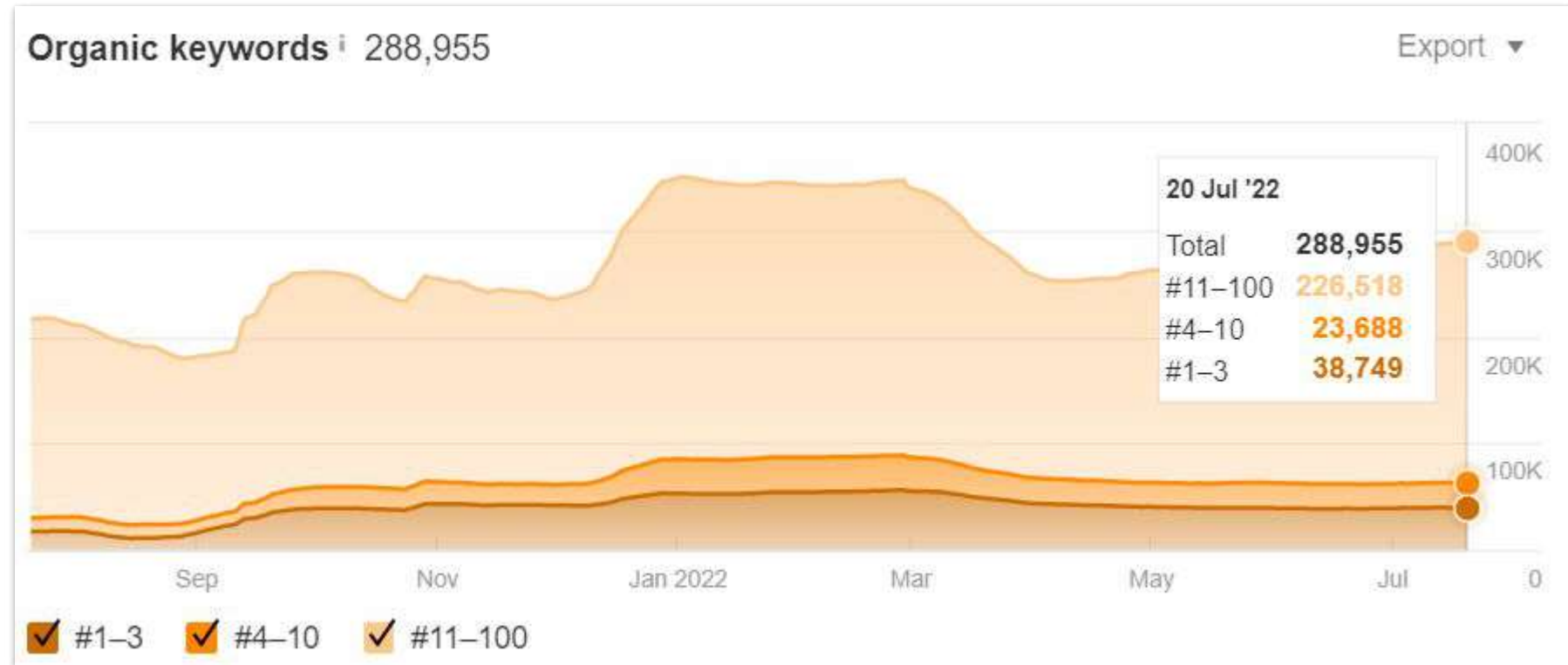
COMPETITOR: ORGANIC TRAFFIC



PLEASE NOTE

Theluxurycloset website is getting 4,47,777 organic traffic every month. After efashionbook website is published, By doing proper on-page optimization & implementing no.of blogs with different keywords can help us to increase the organic traffic.

COMPETITOR: ORGANIC KEYWORDS



PLEASE NOTE

Theluxurycloset website has 38,749 keywords which are ranking on the top 3 positions. After **efashionbook** website is live by updating on page with target keywords and by creating number of blogs we can improve the visibility of the website.

KEYWORD ANALYSIS

SEARCH ENGINE

TARGETING B2B KEYWORDS: UAE, KSA

Keyword	Avg. monthly searches	Competition
selling platform	1300	Low
selling designs	390	Low
freelance fashion designer	50	Medium
videographer service	50	Low
Online selling platform	50	Medium
hair stylist online	30	Medium
photography and videography services	30	Medium
sell your designs	20	Medium
assistant fashion designer	10	Low
fashion photography service	10	Medium
best place to sell designs	10	
best platform to sell online	10	Medium
best selling platform	10	Medium
ecommerce photography services	10	High
ecommerce fashion photography	10	Medium
freelance clothing designer	10	Medium
freelance hair stylist	10	Medium

TARGETING B2B KEYWORDS: UAE, KSA

Keyword	Avg. monthly searches	Competition
makeup artist service	10	Medium
modern fashion photography	10	
online buying & selling	10	High
professional hair stylist	10	Medium
sell accessories online	10	Low
styling assistant	10	Low
websites to sell your designs	10	
sell clothing designs online	10	
design and sell clothes online	10	
design and sell apparel online	10	
sell branded clothes online	10	
best site to sell designer clothes	10	Medium
sell jewellery online	10	High
fashion design assistant	10	Low
fashion photographers modern	10	
fashion videographers	10	Low
makeup artist service	10	Medium

TARGETING B2C KEYWORDS: UAE, KSA

Keyword	Avg. monthly searches	Competition
bag for women	4400	High
women handbags	2900	High
belts for women	1300	High
designer bags	1300	High
online clothes shopping	880	High
online dress shopping	880	High
online shopping website	590	High
online shopping sites	480	High
women accessories	480	High
fashion photographer	390	Low
bags online	320	High
buy watches online	320	High
online clothing stores	320	High
online jewelry	320	High
women shoes online	260	High
best online clothing stores	210	High
shopping websites	210	High

TARGETING B2C KEYWORDS: UAE, KSA

Keyword	Avg. monthly searches	Competition
buy dresses online	170	High
buy clothes online	140	High
design clothes online	140	High
handbags online	140	High
online jewelry store	110	High
women bags online	110	High
branded belts for women	90	High
branded handbags online	90	High
buy jewelry online	90	High
fashion store online	90	High
ecommerce photography	70	Medium
buy and sell online	50	Medium
women handbags online	50	High
best online jewelry store	40	High
fashion jewellery online	40	High
buy accessories online	30	Medium
women accessories online	30	Low

TARGETING B2C KEYWORDS: UAE, KSA

Keyword	Avg. monthly searches	Competition
book makeup artist	10	High
booking a photographer	10	Medium
hairstresser book online	10	High
makeup appointment	10	Low
makeup artist online	10	
personal stylist online	10	Medium
photographer booking	10	Low
stylist booking sites	10	
women jewellery online	10	High
watch sale online	70	High

PLEASE NOTE

All these keywords can only be used once we have website with different category and it’s related pages (single page website and website with minimal pages are not recommended as it will not help in ranking those keywords) with blog posts.

KEYWORD ANALYSIS

APP ANALYSIS

TARGETING KEYWORDS FOR PLAY STORE

Keyword	Search Volume	Competition
online shopping	38000	94
women fashion	9300	100
shopping app	2800	46
online shopping app	2300	70
fashion store	2300	26
best online shopping app	1000	38
online fashion store	250	100

TARGETING KEYWORDS FOR APP STORE

Keyword	Search Volume	Competition
online shopping	13800	94
women fashion	3400	100
shopping app	1000	46
online shopping app	840	70
fashion store	840	26

SEO vs ASO



APP STORE AND GOOGLE PLAY METADATA

Metadata	Google Play	App Store
Title	30 symbols (indexed)	30 symbols (indexed)
Subtitle	None	30 symbols (indexed)
Keyword field	None	100 symbols (indexed)
Short description / promo text	80 symbols (indexed)	170 symbols (not indexed)
Description	4000 sybmols (indexed)	4000 symbols (not indexed)
Reviews	Indexed	Not indexed
Additional localizations	None	Yes
Screenshots	Up to 8	Up to 10

APP STORE AND GOOGLE PLAY METADATA



APP STORE OPTIMISATION & TACTICS

App Store Optimization (ASO) boosts keyword rankings and improves conversion for your app in the App Store and Google Play. Implementing ASO correctly can increase your organic downloads and dramatically reduce user acquisition costs.

On-Page ASO Ranking Factors:

- App title (iOS & Android)
- App subtitle (iOS) and short description (Android)
- Long description & keyword density (Android)
- Keyword field (iOS)
- In-app purchases (iOS)
- Publisher name (iOS & Android)

Off-Page ASO Ranking Factors:

- Total number of downloads and download velocity (iOS & Android)
- Conversion rate (iOS & Android)
- Retention and engagement (iOS & Android)
- Reviews and ratings (iOS & Android)
- Crash rate (iOS & Android)
- Backlinks (Android)

YOUTUBE SEO CHECKLIST

- Keyword research
- Adding keywords in title
- Adding keywords in descriptions
- Adding keywords in tags
- Adding keywords in channel page
- Adding keywords in captions
- Adding keywords in filenames
- optimize thumbnails
- Adding youtube cards and end screens
- Increasing video engagement
- Building backlinks
- Creating playlist
- Using youtube analytics

YOUTUBE: UPLOADING SOCIAL LINKS

The screenshot shows the YouTube interface. On the left is the navigation sidebar with links to Home, Explore, Shorts, Subscriptions, Library, History, Watch later, and Liked videos. Below these are subscription recommendations, including Neil Patel. The main content area displays the channel banner for 'E FASHION BOOK' with the text 'EVERYONE HAS THE RIGHT TO GROW'. Below the banner is the channel name, a 'SUBSCRIBE' button, and tabs for HOME, VIDEOS, PLAYLISTS, CHANNELS, and ABOUT. The 'ABOUT' tab is selected, showing the channel description: 'E Fashion Book' and 'Mission Statement:'. On the right side of the 'ABOUT' section, there are statistics: 'Stats', 'Joined Aug 8, 2020', and '50 views'.

YouTube AE

Search

Home

Explore

Shorts

Subscriptions

Library

History

Watch later

Liked videos

SUBSCRIPTIONS

Neil Patel

Browse channels

E FASHION BOOK

EVERYONE HAS THE RIGHT TO GROW

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Description

E Fashion Book

Mission Statement:

Stats

Joined Aug 8, 2020

50 views

SUBSCRIBE

PLEASE NOTE

Adding Social media links and website links on youtube helps to get more backlinks and overall visibility.

SEO Checklist

Our 20 point checklist has been designed to ensure that your website is tested for every important aspect that can impact its position on Google.

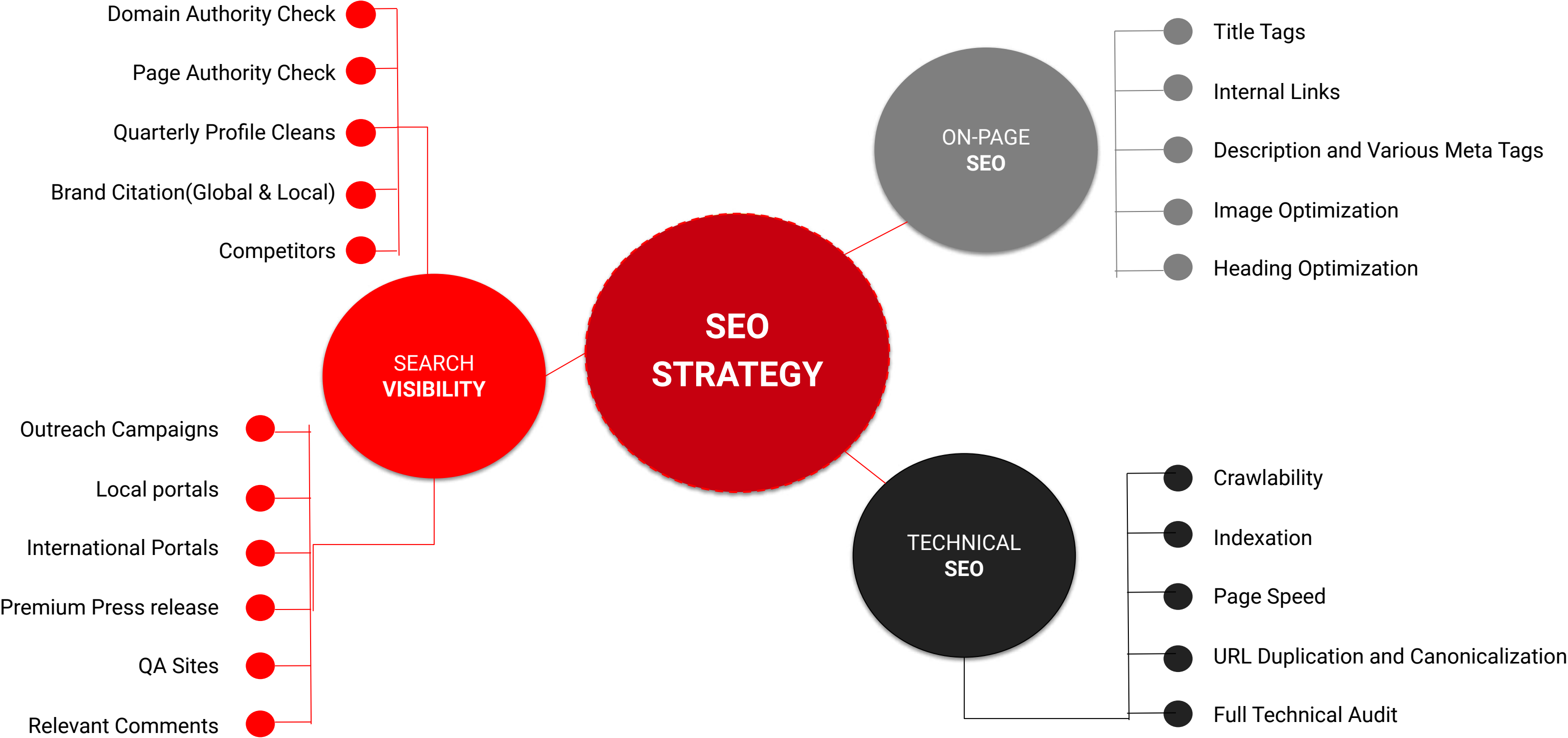
Post audit, our team will provide you and your development team with a list of recommendations that will need to be implemented.

Our experts will support your development team throughout the process so that the implementation of our recommendations is smooth and efficient.

- 1 DA & PA check
- 2 Site performance (Website speed)
- 3 Device performance
- 4 Backlinks
- 5 Indexed URL Status
- 6 Black Hat SEO (check)
- 7 XML sitemap
- 8 Robots.txt
- 9 HTTP status codes
- 10 Error pages
- 11 URL Structure
- 12 Canonicalization
- 13 Meta Titles
- 14 Meta Description
- 15 Headings
- 16 Images
- 17 Business Listing Analysis
- 18 SERP Analysis
- 19 Schema
- 20 Mobile Performance



ONGOING TECHNICAL SEO STRATEGY



POST WEBSITE PUBLISHING

On page elements

Keyword Research

Keyword Mapping

Backlink analysis

Optimizing Meta Title Tags

Optimizing Meta Descriptions

H1, H2 tag creation

Header Tag updating to website

Alt tags checking

Device Performance Report

XML sitemap & Robots.txt file checking

On-page Approval

On-page updating (Meta Title & Description)

Updating other On-page elements (H1 Changes, ALT Tags & URL Structure)

Device Performance (Issues Fixes from audit)

Updating Sitemap.xml

HTTP Status (Fixing Broken Links from Audit)

Keyword Density Check

POST WEBSITE PUBLISHING

Other SEO core elements
Spam Score Checking of Website and Disavowing
Indexing and Fetching of URLs
Cannibalization Issue Check
CoreVital Issue Check
Check the crawl status
Blog Content creation
Site Performance - Page Loading Issue Check
Fixing Page Loading issues
DA & PA Check
Indexed URL Status
Black Hat SEO Check
User experience & Journey Reporting
Monthly Reports

Cross Selling: Similar Product Recommendation

Technical Requirements

- App to be able to suggest recommended products that compliment the recent add-to-cart product.
- App to suggest products based on purchase history.
- Have field on product where details are filled regarding the specific product to set the algorithm.

Idea

- Suggest accessories to compliment a dress at checkout
- Suggest the perfect skirt that will compliment the shirt they just added to cart
- Purchase history includes a lot of products in sale, special discounts showcasing for the customer.

Timeline

Can be started immediately

Cross Selling: Looks from the trend setters

Technical Requirements

- Landing pages with influencer favourite looks

Idea

- From the closet of your favourite influencers, we bring the best.
- We can also get a signed copy of autograph to send out when a person buys a product from the list.

Timeline

Can be started immediately

Up Selling: Fashion boxes, Selling bundles

Technical Requirements

- Upload fashion boxes with specific theme centric looks

Idea

- Use social themes to curate certain fashion boxes that can be bought as a whole
- People cannot take out any products from these, but can buy them at discounts.

Timeline

Can be started immediately

Up Selling: Special discounts

Technical Requirements

- Automated suggestions on the application
- Feature to embed loyalty points
- In-built wallet

Idea

- Suggesting aspects like: Try and buy or, we will take the return
- Special discounts on buying products worth of certain amount
- Special discount for next purchase

Timeline

Can be started immediately

Up Selling: Personal stylist onboard

Technical Requirements

- Feature to live chat with personal stylist

Idea

- Personal stylist can understand the person's needs and suggest specific products that she might like
- Also, they can access to the person's purchase history to get a better look at what they like.

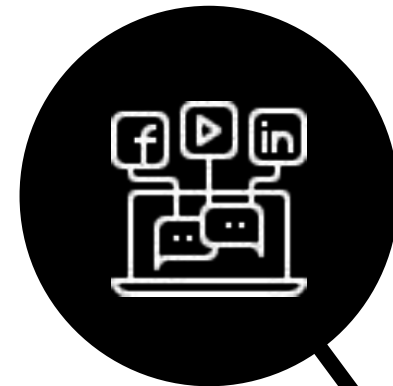
Timeline

Can be started immediately

New Revenue Streams



EXPLORING NEW REVENUE STREAMS



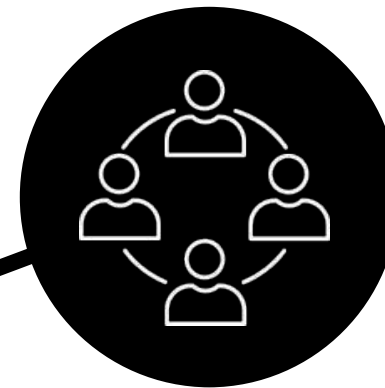
Commission Based Model

- Employing Personal stylist & influencers
- A mix of sales revenue and Performance gates commission on the sale made through them.



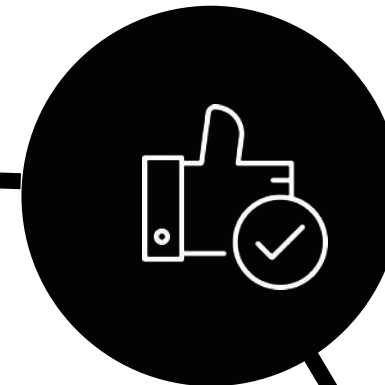
Paid Workshops

Creating paid workshops and courses with business people to help startups establish their business through e-fashionbook.



Strategic Collaborations

- Building strategic collaborations to drive revenue with fellow brands like Uber so with each ride people get a discount coupon on registering with us and making a purchase.
- Creating collaborations with Alliance or banks to give extra discounts/points on purchase.



App Features

Featuring certain brands on the platforms. and promoting some of them on the app and social.



Commission Based Model

Technical Requirements

- Create seller accounts for influencers, stylists, and sales where they can get a **personalized shareable link to download app, sign up, and make a purchase**. This could also be achieved through a seller ID.

Model

- Seller Commission Model:

Whoever purchases through the seller link, the seller gets a commission.

- Performance Gates Commission Model:

Creating a dashboard with **overall weighted performance score** that includes, app downloads, signups, purchase et al. Combining these commission is decided.

Timeline

Can be started immediately to boost purchases on the app

Paid Workshops

Technical Requirements

- Create a workshop centre on the website or the app where sellers can register and get themselves enrolled in live workshops, download notes, and transcripts.

Model

- Business model canvas workshops

This is one way to generate relevant leads for the platform, where startups will join our app for a workshop.

We shall feature our fellow designers, makeup artists, models, and all to guide them into starting their own business on the app itself.

Timeline

Once we have a databases of buyers on the channel (6 months after the launch)

Strategic Collaborations

Technical Requirements

- Enable coupon and vouchers on the platform.

Model

- Collaborative business model

A collaborative business model is one where farms cooperate with other businesses or jointly employ expertise; for example, to achieve economies of scale or better market access for the app sign ups.

We can have short term, formal, and ad-hoc kind of collaborations with different brands.

Timeline

Once we have a databases of sellers and buyers on the channel (1 year after the launch)

App Features

Technical Requirements

- User interface to support featuring businesses through various means like putting up a banner, product lines, videos, profile et al.
- Blog/Vlog page on the app.

Model

We let sellers request to feature their products/profile/collections in one or the other way on the application.

This would be a paid activity and the revenue for each type of campaign will be different.

We can create a video channel, guide, and blogs on our app itself, where these ads can be more relevant for each type of seller.

Timeline

Once we have a databases of sellers and buyers on the channel (1 year after the launch)

Key Challenges



App Downloads

- Audiences prefer a web-application to checkout the features of the applications they are required to download
- Alternative: Detailed website with offers, testimonials and insights on the app.

In-App Features

- In-app features play a key role in increasing the audience time on the channel.
- Affiliate transparent payouts

Timeline

- Pre and post activations and campaigns are dependent on app and website functioning

Seo Pre-Requisite

- Having a detailed website is a prerequisite to get started on SEO

View App & Website Prototype

- The app and website prototype needs to be inline with our creative approach to maintain consumer's interest.

Next Steps



WAY FORWARD

1

Initial feedback and further distribution to stakeholders.

2

Follow-up meeting & discussion for any further feedback.

3

Further analysis and understanding the website and application.

4

If we required Nexa can pull together a proposal (including costs) based on requirements.



Thank You!