

MARKETING PLAN FY 2026–27

Urban Threads — Marketing Plan

Strategy, channels and budget for FY 2026–27

Brand & Growth Team · FY 2026–27 · Draft 1.0



Agenda

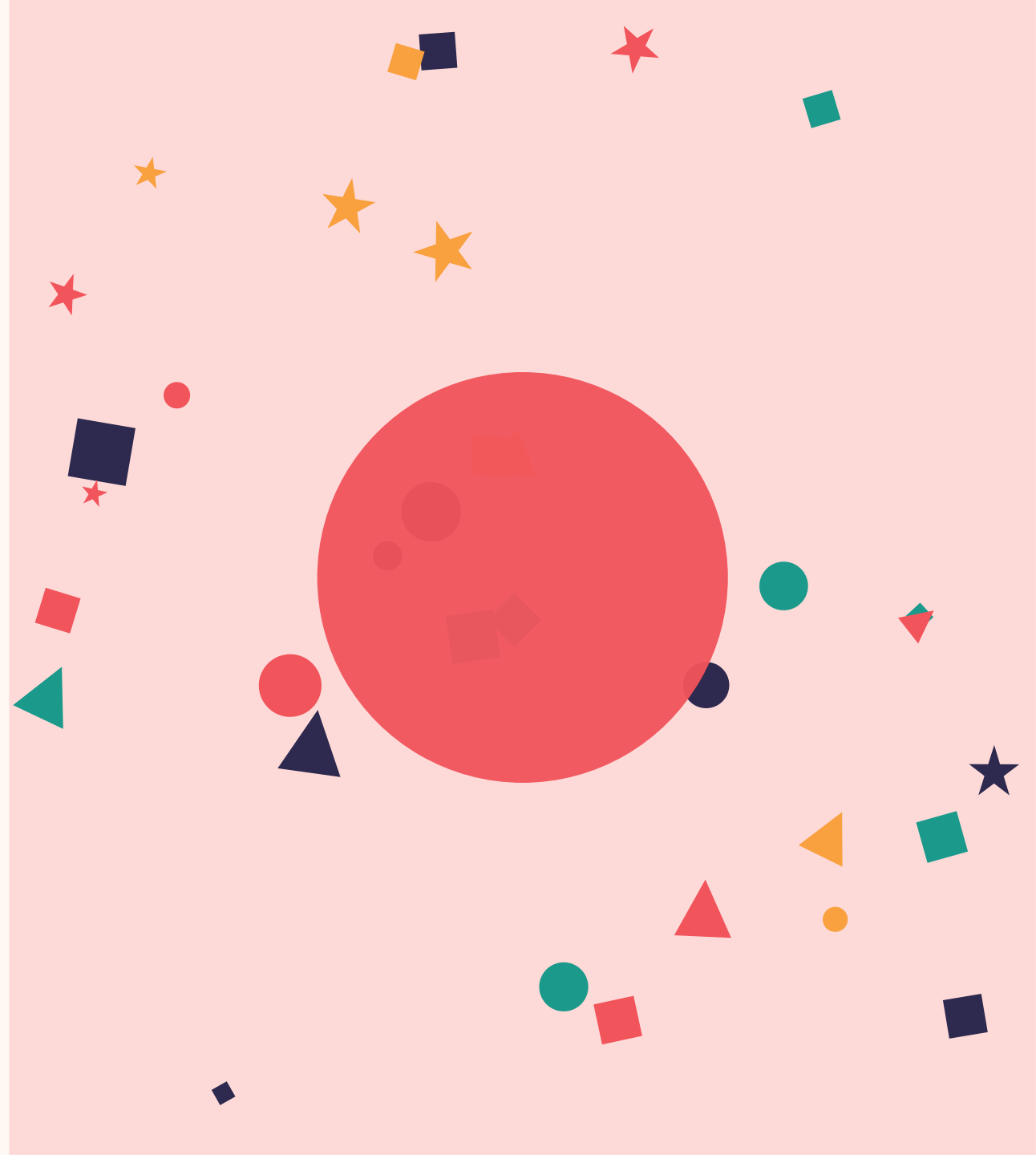
- 01** Situation
 - 02** Audience
 - 03** Strategy
 - 04** Channels
 - 05** Budget & KPIs
-



Image

01

SITUATION



Where we are today

85K

Instagram followers

3.1%

site conversion

12

cities shipped

Baseline figures are sample data.

SWOT analysis

S

Strengths

Distinctive prints
Fast design cycles

W

Weaknesses

Low brand awareness
Few offline stores

O

Opportunities

Festive season
College collaborations

T

Threats

Fast-fashion giants
Rising cotton prices

Target personas



Photo

Ananya, 22
COLLEGE STUDENT

Wants trendy, affordable outfits.



Photo

Karan, 27
YOUNG PROFESSIONAL

Looks for smart casuals.



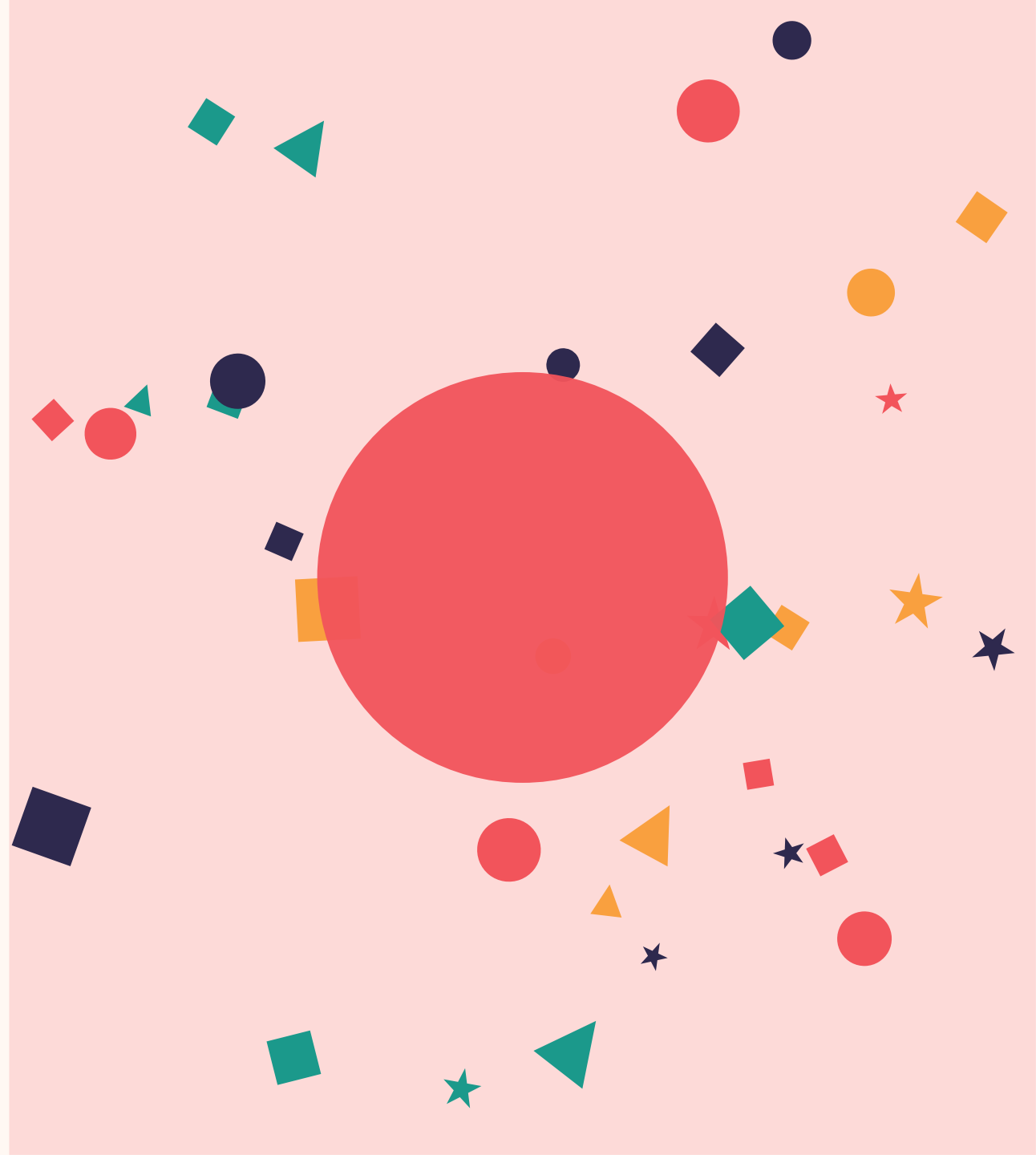
Photo

Megha, 34
GIFT BUYER

Buys festive gifts online.

02

STRATEGY





Wear the city you love.

Campaign idea

Marketing objectives

O1

Awareness

Double social reach.

O2

Conversion

Lift conversion to 4%.

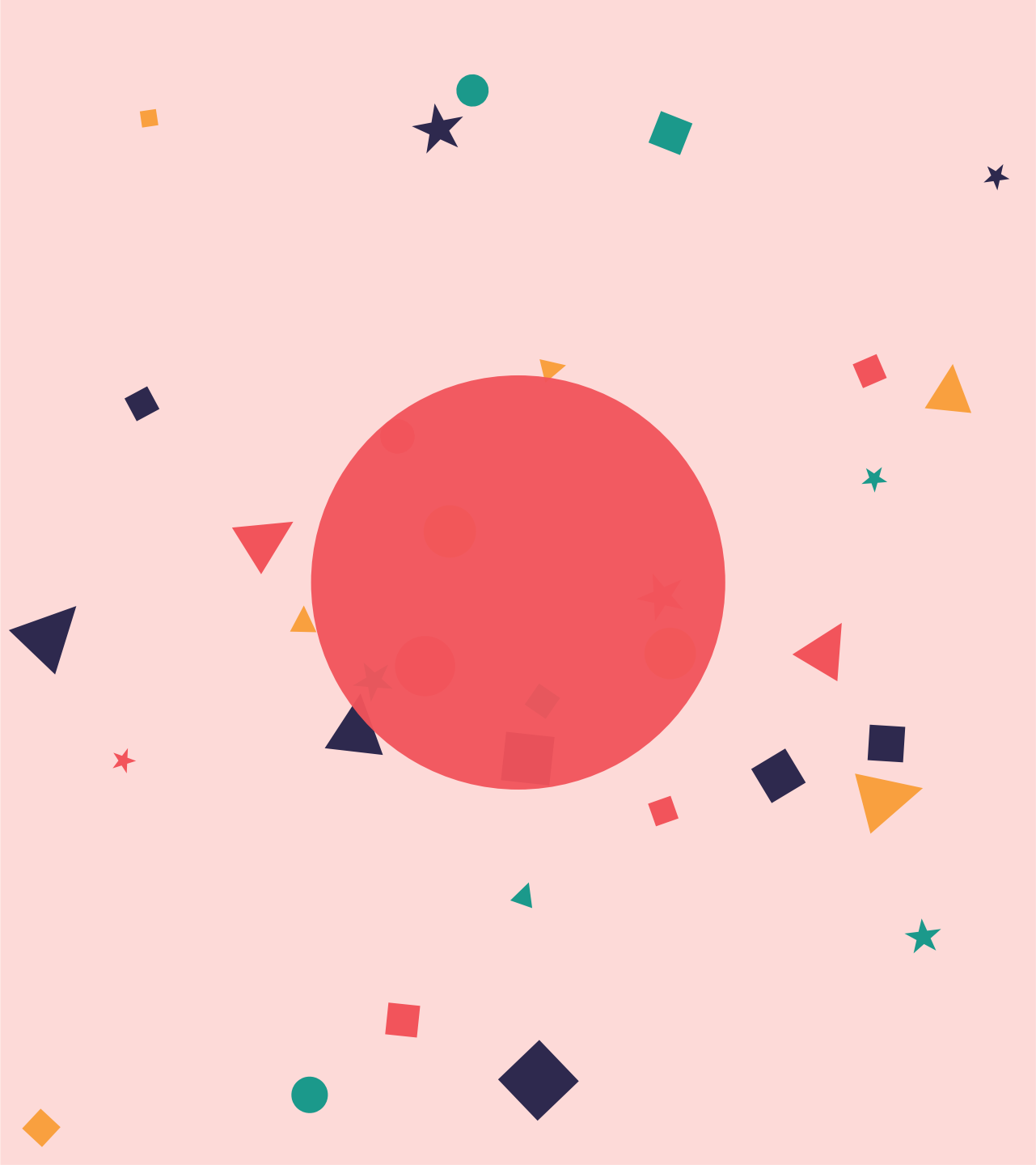
O3

Retention

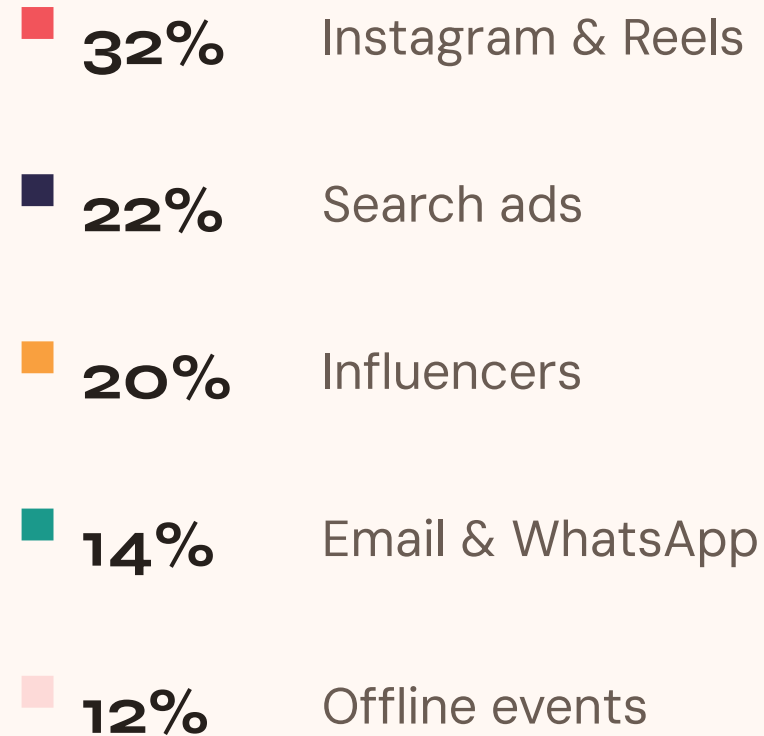
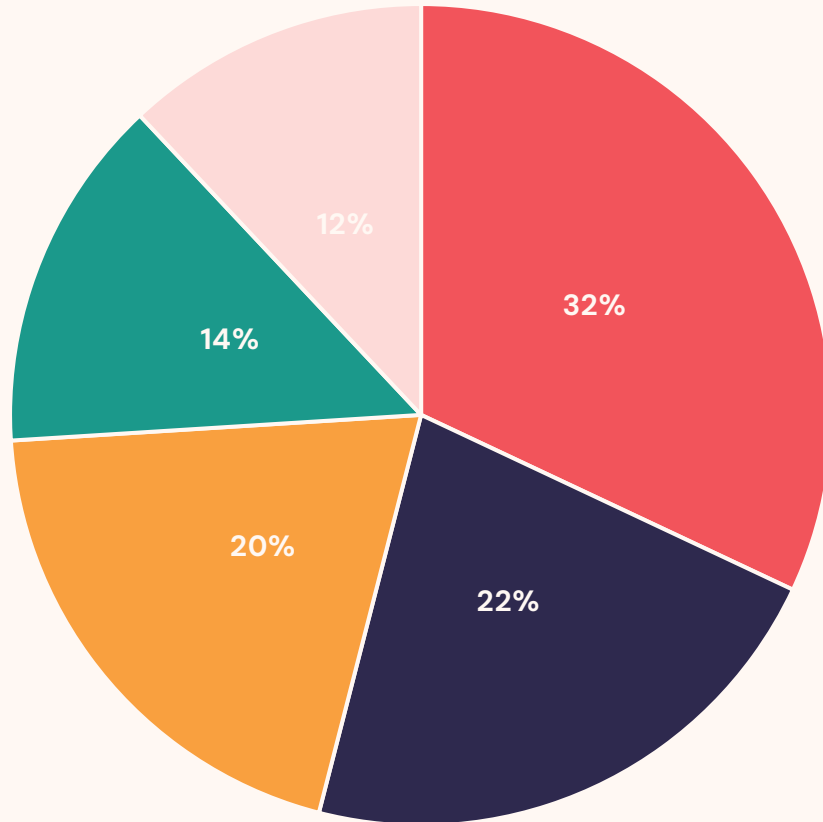
30% repeat buyers.

03

CHANNELS



Channel mix



Sample data for illustration.

Campaign calendar



Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



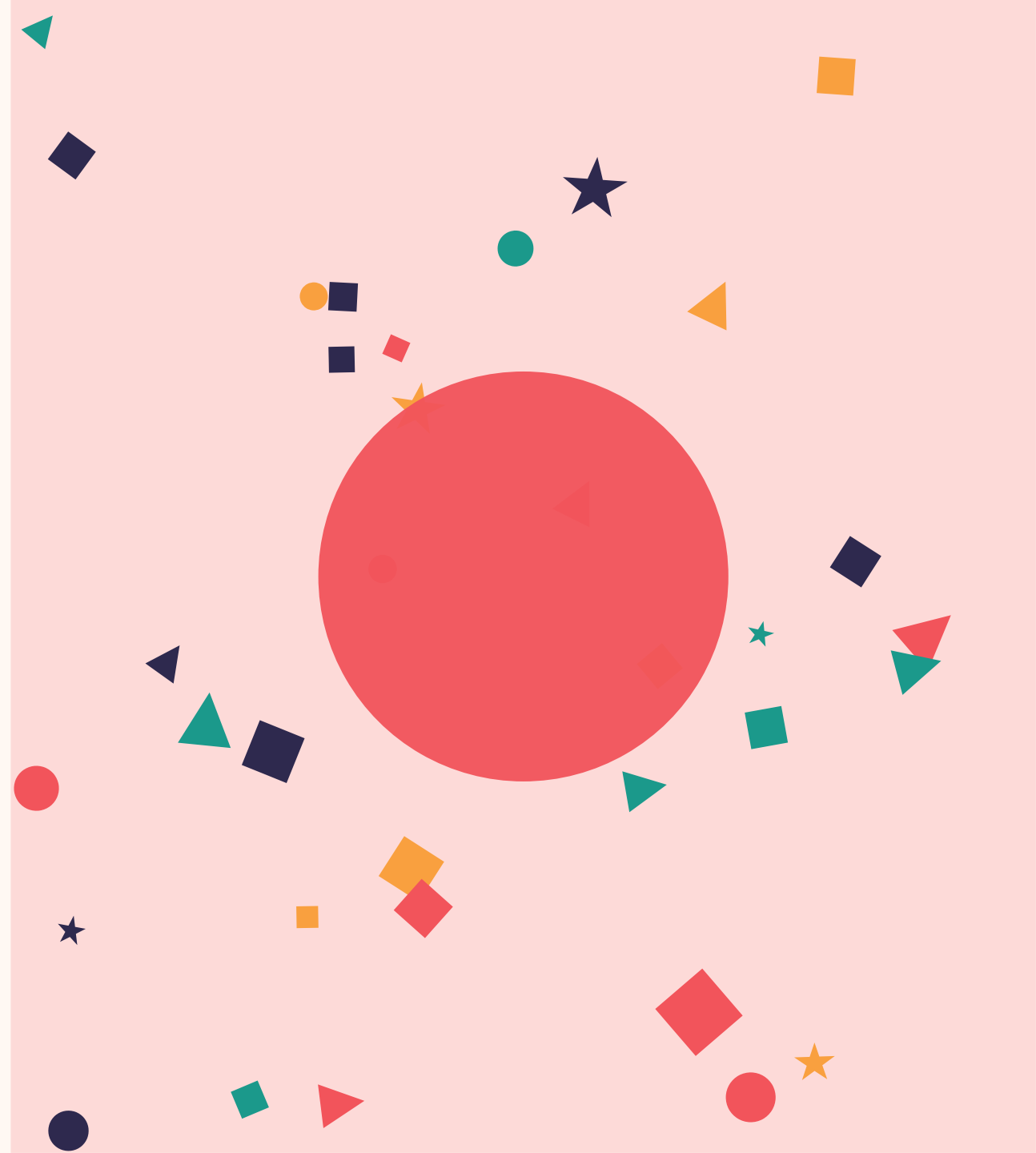
Image 3

Outdoor

One line, one image, big type

04

BUDGET & KPIs



Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

KPIs and targets

3×

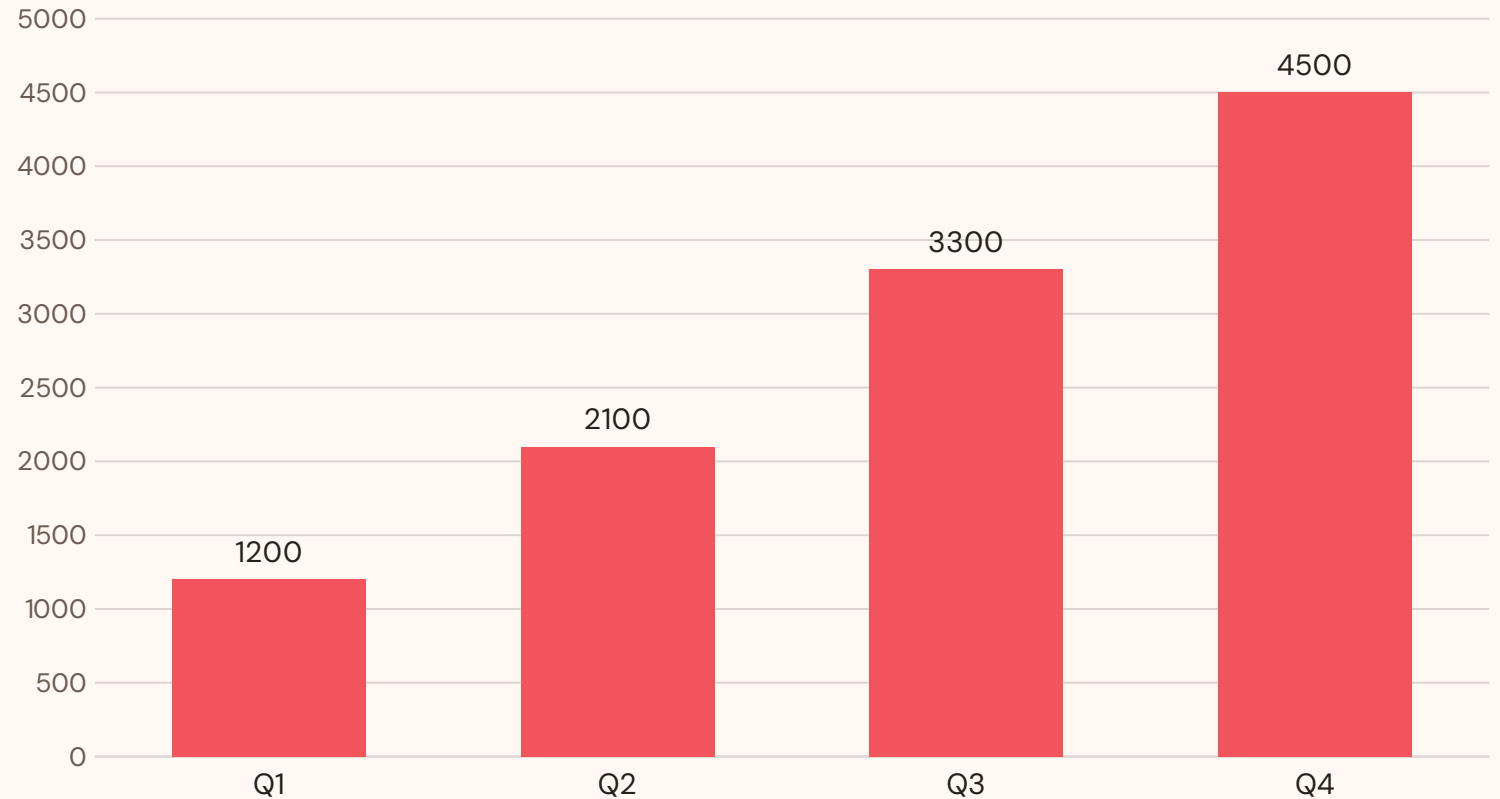
reach vs last year

2.5%

target conversion rate

₹180

target cost per acquisition



Sample data for illustration.



Let's make it happen

Next step: approve budget and kick off Month 1.

Brand & Growth Team · marketing@yourbrand.in