

How the online visibility of a fashion brand grew by 3X



I'm glad to write this feedback as working with you has been a really good experience. You guys have taken a good care of the SEO activity and the link building strategy helped in bringing relevant traffic.

The keyword research was conducted considering the user intent and competitive gaps which helped Northmist to rank organically in the space of sustainable clothing.

Cheers for being awesome!!!

Smrity Gupta
Co-founder & Brand Director, Northmist:

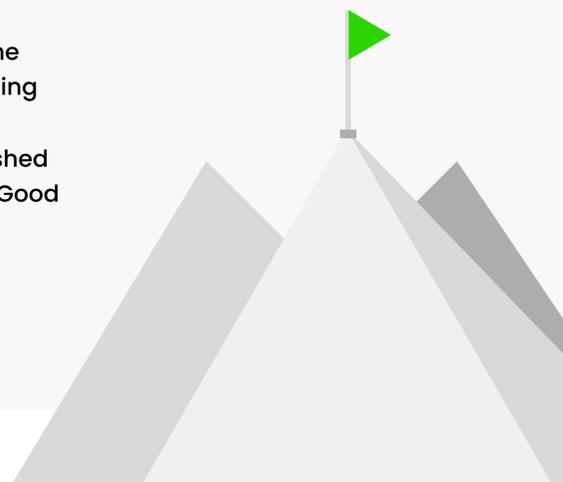


Objective:

To drive brand awareness and relevant website traffic

Challenges:

- The company was a start-up
- The brand was new in the digital-first D2C sustainable fashion clothing space
- The concept behind the product was not widely known to the customers. A narrow patch of the potential customers was aware of sustainable clothing.
- Products that we were marketing didn't come cheaper as compared to conventional clothing
- We were set up to take part with the established players like Nicobar, No Nasties, March Tee, Good Earth, etc in the growing industry
- We were on a lean budget.



Execution:

Strategy Consulting:

- Highly ROI driven digital marketing approach was crafted, where short term gain with long term sustenance activities were planned. Communication goals were simplified for common folks to relate to on how they are saving the environment by switching to organic clothing.

USO:

- We followed the best practices according to the personalized-optimization strategy built for the brand. Our on-page and off-page tactics helped the site rank for the selected keywords. We associated with shoulder websites in the niche to share information about our product, thus we built authority of the website and attracted relevant traffic

Content curation:

- We shared carefully chosen articles with our target audience. We created a content library around the core fundamentals of the brand to educate our potential clients.

Content distribution:

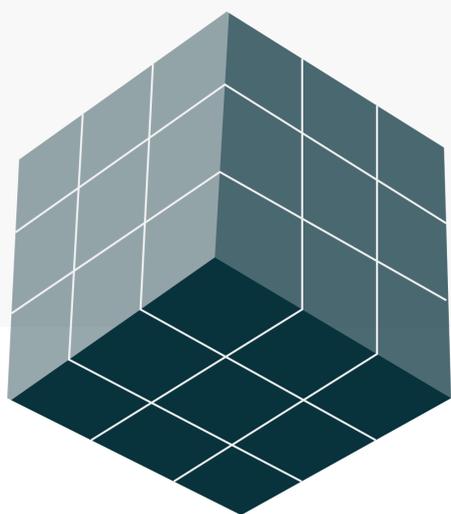
- Creating valuable content was not enough! We found publications that are related to the brand's industry and submitted original content pieces for distribution.

Content creation:

- We created our own unique content to educate people about the brand and the products in order to establish ourselves as the leader in the niche while providing valuable information to customers. We influenced the fashion choices of the readers.

Paid media management:

- As this a new product, it was clear that there is not a huge demand. We found out from the campaigns that nobody was searching for the product with exact keywords. So we created awareness through Facebook, Instagram, and Google display network, etc. Right after it, we helped the brand to increase sales using Google ads.



It was nice working with you guys.

The research was properly done as per our sustainable audience & targeting was apt too. Also, I am really impressed for ranking few of our relevant keywords within the top 50 On page SEO work was also good & specially Jyotisman did a very good job on reporting the issue & giving the solution in the specified timeline.

I have also learned quite a few things from the team (experts). Would love to work with you guys again & will definitely recommend you for SEO in my network.

Arijit Mazumdar

Founder & CEO, Northmist:



Result

Achieved 3X growth in driving relevant website traffic for the new fashion brand

Successfully created word of mouth and interest among online communities related to sustainability, fashion, environment, urban folks who care for environment

#1

Google search results for "organic cotton t shirt". The search bar shows the query and a search icon. Below the search bar, it says "About 4,78,00,000 results (0.93 seconds)". There are several ads displayed, including "Jockey Men Green Spru...", "Berry Tree Men's Blue...", "Soul Space Dark Grey...", "100% Organic Cotton Men ...", and "WES Casual by Westside...". A purple box highlights the result for "www.northmist.com", titled "Best Organic Cotton t shirts Clothing | NORTHMIST – Northmist". Below this, there are images of men wearing various styles of organic cotton t-shirts.

#2

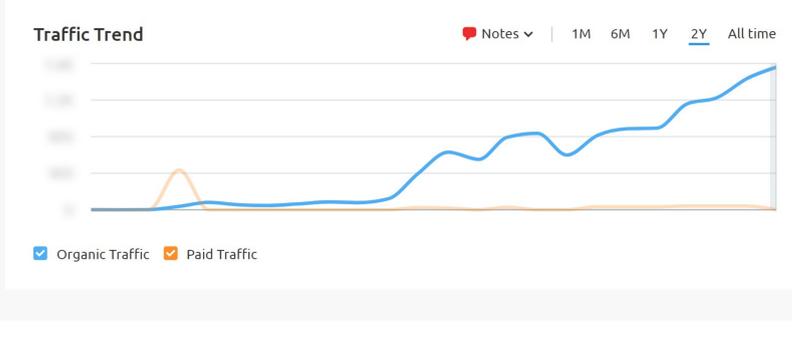
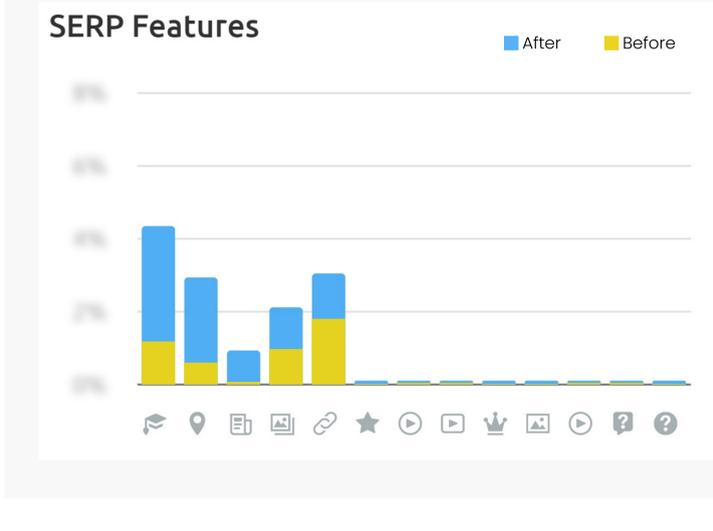
Google search results for "buy organic t shirt". The search bar shows the query and a search icon. Below the search bar, it says "About 6,34,00,000 results (0.68 seconds)". There are several ads displayed, including "Soul Space Dark Grey...", "100% Organic Cotton Men ...", "WES Casuals by Westside...", "Artistic Dimension...", and "Jockey Men Seaport Teal...". A purple box highlights the result for "www.northmist.com", titled "Best Organic Cotton t shirts Clothing | NORTHMIST – Northmist". Below this, there are images of men wearing various styles of organic cotton t-shirts.

#2

Google search results for "organic tee shirts". The search bar shows the query and a search icon. Below the search bar, it says "About 1,30,00,000 results (0.75 seconds)". There are several ads displayed, including "Organic Tshirts - Buy Organic Tshirts online in India - Myntra", "Best Organic Cotton t shirts Clothing | NORTHMIST – Northmist", "Buy Woodwose Organic Clothing Men's Regular Fit Organic ...", and "No Nasties - 100% Organic Fair Trade Vegan Cotton Clothing". A purple box highlights the result for "www.northmist.com", titled "Best Organic Cotton t shirts Clothing | NORTHMIST – Northmist". Below this, there are images of men wearing various styles of organic cotton t-shirts.

#3

Google search results for "organic tees". The search bar shows the query and a search icon. Below the search bar, it says "About 1,30,00,000 results (0.75 seconds)". There are several ads displayed, including "Cotton World", "Going Back To The Basics: Our 9 Favorite Organic T-Shirts", "No Nasties - 100% Organic Fair Trade Vegan Cotton Clothing", and "Best Organic Cotton t shirts Clothing | NORTHMIST – Northmist". A purple box highlights the result for "www.northmist.com", titled "Best Organic Cotton t shirts Clothing | NORTHMIST – Northmist". Below this, there are images of men wearing various styles of organic cotton t-shirts.



Get Your Choice of Fashion Now in Organic Clothing

Apr 26, 2019 · 3 min read

NorthMist

Let us clear the myth now that organic clothes are nowhere in line with the upcoming trends. The fact is much better and completely different. Organic clothing appeared in a limited edition in the earlier stages of its manufacturing but the fact is entirely different at present. It is because people simply got in love with organic wears. Men who always complained about not having many options to carry have the maximum availability in terms of **Pure Organic Cotton T-shirts**.

What experts have to say about Sustainable Fashion?

Apr 17, 2019 · 2 min read

Sustainable fashion has become a growing trend nowadays. It is true that sustainable clothing is very important because it has a huge potentiality to save the environment. Today consumers are also becoming aware of the environmental impact of their shopping habits. There are many companies which now have come up with stunning **organic cotton t-shirts** and other outfits for bothmen and women.

Let's know what different fashion experts think about the Sustainable Fashion.

As such Lorraine Sanders, Founder of PressDope said that "We are paying

Tips to buy ethical clothing on your budget

May 14, 2019 · 2 min read

How to buy ethical clothing with moderate rate?

Ethical clothing is manufactured under good working conditions with high-quality materials. Apart from that, a fair wage is also paid to the workers so that they abide by their ethical manufacturing duties. Hence people think that ethical clothing will be very costly as such the added cost is passed to the customer. But you can still purchase the ethical clothing on budget-friendly rate if you follow the tips mentioned below:

In the year 2013, the whole fashion industry was shocked when the garment factory of Bangladesh collapsed and 1129 workers died and 2500 were injured. This happened as the foreign garment workers had to work under terrible working conditions. Soon after that incident, the term "Ethical fashion" was evolved in the whole fashion industry. The term "Ethical Fashion" or "Ethical Clothing" refers to that type of garments which is produced in a good working environment and in which good materials are used.

Last updated: Apr 10, 2019

Why Sustainable Fashion is the most demanding fashion trend in 2019?

Sustainable fashion is now become a necessity. But before you begin your sustainable journey you may have several questions in your mind. We have come up with the go-to brand for all the times that may be very stylish too. Northmist is the brand that manufactures men's organic cotton t-shirt and this brand is now establishing in India. It is now all set to embrace your sustainable journey and your fashion trend must be embarked with cool, colorful as well as stylish fashion.

In 2019 the Spring Summer has begun with a move into the future of expression, enthusiasm, and responsibility that drive the whole fashion industry with the same concept. It is found that the wish for revealing the hands of the art and design and the exquisiteness as well as transparency of making fashion has taken the main role in the fashion on industry and hence they are forced to make newer, better as well as meaningful lifestyles.

It was observed that when a person was asked about a decade ago that whether they would like to buy **sustainable clothing** most of them used to say that they desire to purchase it but they cannot afford as it is too expensive. Now there has been an increasing requirement to sustainable fashion and thus it has included in our lifestyles and become one of the most demanding fashion choices. Hence, there have been increasing requirements for crafting sustainable fashion and mostly at affordable prices for making the modification great and noticeable. Due to this Northmist has brought fully organic t-shirts and that too at the most affordable prices and remarkable style.

With the help of 'Green' going mainstream, it is seen the fashion industry has seen an upsurge of various design that may cater to the requirements of **organic sustainable clothing**. Graciela Huam and Maydinchyna are some fashion labels which may desire to be characterized by unique and superb quality, innovative craftsmanship and sustainable conventional handmade art for deriving and reviving fashion and the requirement of the lifestyle.

Sustainable Fashion – the most celebrated fashion trend for 2019

Sustainable fashion is no longer an option but a necessity! And so says the fashion trend predictions for the year 2019. But where to start your sustainable journey is the question that trickles the minds of many. We present to you your go-to brand for all the times that you want to be responsible yet stylish fashionista. India's first organic men's organic cotton t-shirt brand Northmist is all set to embrace your sustainable journey and embark your fashion trails with its cool, colourful and stylish fashion picks.

The Spring Summer 2019 has started with a movement into a future of expression, enthusiasm and responsibility which has taken a stride to drive the fashion industry with the same concept. The desire for revealing the hands making the art and design and the exquisiteness and transparency of building fashion has taken a front seat for the industry and is bound to create newer, better and meaningful lifestyles.

10 years ago, if you would have asked customers whether or not would they buy **ethical fashion** they would say that they want to but can't afford. Now with the increasing necessity to turning sustainable in our lifestyles and fashion choices, there is an increasing need to craft sustainable fashion at affordable prices to make the change big and noticeable and that is where Northmist stands with its completely organic t-shirts and the most affordable prices and remarkable style.

With the help of 'Green' going mainstream, it is seen the fashion industry has witnessed an upsurge of various design labels catering to the **organic clothing stores** needs. Graciela Huam and Maydinchyna are one of the many fashion labels that aspire to be characterised by unique and superb quality, innovative craftsmanship and sustainable conventional handmade art to derive and revive fashion and lifestyle needs.

Not only clothing but the sustainable movement has taken over all the zones of fashion and lifestyle accessories be it bags, foot wears or Jewellery. Sustainability has been an endless and persistent topic of dialog in the fashion industry—and in 2019 it might have a wider influence midst consumers, if **Pinterest** data tells us anything: Searches for 'sustainable fashion' increased 34 percent.

From bamboo bags to wooden shoes to earthy tones, the fashion industry in 2019 calls for sustainable

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Search Appearance				Impressions	
Rich results					
Product results					
Web Light results					
Review snippet					
Videos					