

## 1. INTRODUCTION

### 1.1 OVERVIEW

Brief description about your project.

Lakme is a unique and highly successful company business model, where customers play an important role. It was the country's first cosmetic brand to introduce makeup to Indian women and takes pride in being the expert on Indian beauty for over 50 years.

It is a huge company which has many activities all around the world. Lakme's products are some of the most sought after beauty products by women in India.

It follows a slogan -

'Lakme' Reinvent!

In this project we studied about this brand as well as its' competitors and

many other factors.

We went through the process of digital marketing through various platforms.

## 1.2 PURPOSE

The use of this project. What can be achieved using this.

The purpose of a digital marketing project for students is to provide a practical learning experience that helps them develop a deep understanding of digital marketing strategies, tools, and techniques.

The purpose of a digital marketing project is-

### 1. Hands on experience-

Students get a chance to work on real project, creating and implementing digital marketing campaigns. This practical exposure helps bridge the gap between theory and practice.

### 2. Skill development -

The project allows students to hone their skills in various digital marketing areas such as social media marketing, SEO, email marketing, web analytics and

more.

3. Creative Thinking Digital marketing often requires thinking outside the box to reach target audience.

Through projects, students can explore their creativity and innovate new strategies.

4. Data Analysis - Digital marketing relies on data driven decision making. Students learn how to collect and analyse the data.

5. Evaluation. Students receive feedback from mentors, helping them understand their strength and areas for improvement.

6. Personal branding - Students may work on promoting themselves or their personal brand as a part of the project, helping them understand the importance of personal branding in digital era.

## 2. LITERATURE SURVEY

### 2.1 EXISTING PROBLEM

Existing approaches or method to solve this problem.

- Ad-blockers - Many internet users employ ad-blockers to avoid intrusive and irrelevant, reducing the visibility and effectiveness of digital advertising.
- Ad-fraud - Advertisers face the issue of ad fraud, where fake clicks or impressions are generated by bots, leading to wasted ad spend and inaccurate performance metrics.
- Privacy concerns - With increased data collection and targeting capabilities, there are growing concerns about user privacy and ethical use of personal information.
- Content Quality and Saturation - The internet is flooded with content, making it difficult for brands to stand out. Maintaining high quality content that resonates with the target audience is a constant challenge.

## 2.2 PROPOSED SOLUTION

What is the matter or solution suggested by you?

Solutions for the problems

- Ad blockers - focus on creating non-intrusive, relevant and valuable ads that users may not want to block.
- Ad fraud - partner with reputable advertising networks and platforms that have anti-fraud measures in place.  
Regularly monitor ad performance & look for suspicious activity to identify and report fraudulent behaviour.
- Privacy concerns - Be transparent about data collection & usage practices and obtain explicit consent from users.
- Content Quality and Saturation -
  - \* Invest in creating high-quality, valuable and relevant content that resonates with target audience.

# **Comprehensive Digital Marketing Project Work**

## **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

- Research Brand Identity:**

Brand name: LAKME - www.lakmeindia.com

**Lakme Vision Statement:** Lakme products touch the lives of over 2 billion people every day whether that's through feeling great. Lakme help people feel good, look good and get more out of life with brands and services that are good for them and good for others.

**Lakme Mission Statement:** "An Ally To The Classic Indian Woman, Lakme Inspires Her To Express The Unique Beauty And Sensuality Within Enabling Her To Realize The Potency Of Her Beauty."

**USP:** Lakme brings expert products and services that are borne out of true understanding of the needs of the Indian woman.

**Objective:** ENABLING HER TO REALIZE THE POTENCY OF HER BEAUTY.

## **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

### **Brand Values:**

The company believes in innovation and team work to achieve the short term and long term goals of the company. It takes great efforts to build the trust of customers and retain it.



**Brand colours:** Black, dark Pink and Maroon.

### **Brand logo:**



## **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

- **Brand Messaging:** LAKME inspires women to express the unique beauty within them and enables women to realise the potency of their beauty. It shows the boldness and beauty of women. It shows bond with beauty and fashion goes beyond skincare & makeup celebrating the fashion. Its tone has been positioned as elegant, sophisticated, and feminine. The brand often emphasizes beauty, glamour, and luxury, targeting women looking for high-quality makeup and skincare products. They have been known to promote a sense of style, confidence, and individuality.
- **Brand's tagline for cosmetics:** Effortlessly, Fashionably, Unapologetically MÉ.LAKME.
- **Tagline for lipstick:** LAKME REINVENT.
- **Tagline for kajal:** Smudge Free Eyes.
- **Tagline for Makeup:** Because you're worth it.

## **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

**Competitor 1:** REVLON <https://www.revlon.co.in>

**USP:** Quality Personal Care

**Online communication:** Skincare and haircare routines and effective home remedies for different seasons. Tips and tricks and makeup tutorials.

**Competitor 2:** MAYBELLINE <https://www.maybelline.co.in>

**USP:** Large variety of products with competitive costs.

**Online communication:** Makeup looks and tips. Informative content related to new arrivals and best sellers. Tips and trends. Showcasing a virtual beauty studio and guiding through makeup.

**Competitor 3:** MAC Cosmetics <https://www.maccosmetics.in>

**USP:** Wide variety of cosmetics and product ranges.

**Online communication:** Showcasing the professional quality products with flaunting images and bold colours and information regarding lifestyle and emerging trends.

## Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Consider demographics, psychographics, behaviours, and interests.

**Target Audience:** All Indian Women from middle and upper class.

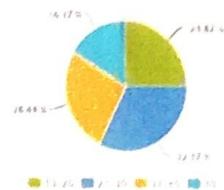
**Category:** Personal care and cosmetics.

**Age:** 13 years to 50 years, (the pie chart shows the percentage of each age group).

**Gender:** Female

**Marital status:** Both married and unmarried.

**Segmentation:** Women looking for personal care items- Cosmetics, skincare and hair styling.



## Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

**Location:** LAKME has market in over 70 countries across the world. It sells in major cities like Mumbai, Delhi, Chennai and two tier cities as well. The products are accessible in small towns too through online, to reach even the middle class segment people in the country.

**Values:** What is important for the customers to consider the product?  
What drives their purchase decision?

**Behavioural:** Price sensitive buyers.  
Benefit driven buyers.

**Qualification:** All working class and non working class women.  
6,00,000 per annum and above working class people.  
College going girls.

**Advertisements:** TV ads, Instagram Ads, YouTube Ads, pop up messages in cosmetic related website to grab attention of customers.



## **Part 2: SEO & Keyword Research**

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

**Site Audit** : lakmeindia.com 

Last updated  
July 22, 2023 3:22 PM

[RECRAWL WEBSITE](#)

[EXPORT TO CSV](#)

ON-PAGE SEO SCORE  
**79** GREAT

ORGANIC MONTHLY TRAFFIC  
**607,149** GREAT

ORGANIC KEYWORDS  
**33,258** GREAT

BACKLINKS  
**31,114** GREAT

**PAGES DISCOVERED**  
**150**

We've crawled 150 pages and found 0 blocked pages for a total of 150 pages discovered.

**SEO ISSUES DISCOVERED**  
**97**

**TOP SEO ISSUES**

21 pages with duplicate meta descriptions

[View Details →](#)

4 pages with duplicate <title> tags

[View Details →](#)

5 pages with a long loading time

[View Details →](#)

**PAGE STATUS**

 Successful	<b>138</b>
 Redirected	<b>0</b>
 Broken	<b>12</b>
 Blocked	<b>0</b>

[See All Pages →](#)

[See All SEO Issues →](#)

## SITE SPEED

A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.



### LOAD TIME

The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

#### DESKTOP LOAD TIME

**3.30** seconds NEEDS IMPROVEMENT

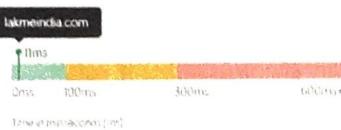


### INTERACTIVITY

The time it takes for pages to respond to a visitor's click or button tap. An ideal speed is less than 100 milliseconds.

#### DESKTOP INTERACTIVITY

**11** milliseconds GREAT



### VISUAL STABILITY

How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

#### DESKTOP VISUAL STABILITY

**0.11** NEEDS IMPROVEMENT



# Keyword Research objectives

- Having a clear keyword research objective helps to focus efforts on the most relevant and valuable keywords.
- The objective is to identify the high traffic keywords to optimise the web pages.
- To find relevant keywords that align with website's content and target audience.
- Analyse competitor keywords to analyse their top performing keywords and gain insights into their content.
- To identify popular and trending topics related to the website and to create content related to the user's interests and needs.
- Identify cost-effective keywords for running targeted Pay Per Click advertising campaigns.
- The purpose of keyword research is to understand what search terms or phrases users are using to find the products.

# Keyword research for LAKME brand

✓	KEYWORDS	VOLUME	CPC	PD	SD	UPDATED
✓	cosmetics store	110,000	\$143	28	67	3 weeks
✓	cosmetics dentist	74,000	\$8.09	11	50	3 weeks
✓	cosmetics company store	60,500	\$3.33	60	55	3 weeks
✓	cosmetics bag	18,100	\$183	100	71	3 weeks
✓	cosmetics bag travel	8,100	\$2.00	100	72	1 month
✓	cosmetics kylie jenner	6,600	\$18.63	100	68	3 weeks
✓	cosmetic surgery near me	6,600	\$6.90	36	44	3 weeks
✓	cosmetics definition	4,400	\$1.65	3	77	3 weeks

# Keyword research for REVLON brand (competitor)

LOCATIONS	US/CA [109,611]	US/ES [109,611]	IN/IN [32,534]	DE/DE [28,939]	MORE
KEYWORDS	VOLUME	POSITION	EST. VISITS	ID	UPDATED
Revlon cosmetics	4,000	1	10,967	95	1 day ago
Revlon cosmetics reviews	10,000	1	50,500	60	1 day ago
Revlon cosmetics makeup	9,900	1	49,027	63	1 day ago
Revlon cosmetics reviews makeup	6,000	1	49,027	64	1 day ago
Revlon cosmetics makeup reviews	9,900	1	49,027	60	1 day ago
Revlon cosmetics makeup reviews	9,900	1	49,027	68	1 day ago
Revlon cosmetics makeup reviews	9,900	1	49,027	67	1 day ago
Revlon cosmetics makeup reviews	9,900	1	49,027	61	1 day ago

# Keyword research for MAC COAMETICS brand/competitor

LOCATIONS	KEYWORD	URL	VOLUME	POSITION	EST. VISITS	SD	UPDATED
US / CA	mac cosmetics	http://www.maccosmetics.com	500,000	1	144,003	76	3 weeks ago
US / CA	mac cosmetics reviews	http://www.maccosmetics.com/reviews	201,000	1	52,743	21	3 weeks ago
US / CA	mac cosmetics review	http://www.maccosmetics.com/review	165,000	1	45,500	76	3 weeks ago
US / CA	mac cosmetics review	http://www.maccosmetics.com/reviews	165,000	1	45,545	77	3 weeks ago
US / CA	mac cosmetics reviews	http://www.maccosmetics.com/reviews	165,000	1	42,645	54	3 weeks ago
US / CA	mac cosmetics reviews	http://www.maccosmetics.com/reviews	165,000	1	42,945	72	3 weeks ago
US / CA	mac cosmetics reviews	http://www.maccosmetics.com/reviews	74,000	1	21,971	62	3 weeks ago
US / CA	mac cosmetics products	http://www.maccosmetics.com/products/1365	33,100	1	7,807	70	3 weeks ago
US / CA	mac cosmetics reviews	http://www.maccosmetics.com/reviews	18,100	1	6,791	54	3 weeks ago
US / CA	mac cosmetics.com eye makeup	http://www.maccosmetics.com/eye-makeup	22,200	1	6,153	69	3 weeks ago
US / CA	mac cosmetics.com reviews	http://www.maccosmetics.com/reviews	16,000	3	4,505	63	3 weeks ago
US / CA	mac cosmetics products	http://www.maccosmetics.com/products/1364	14,800	1	4,995	69	3 weeks ago
US / CA	mac cosmetics reviews	http://www.maccosmetics.com/reviews	14,800	1	4,995	64	3 weeks ago

# Keyword research for MAYBELLINE brand (competitor)

# On Page Optimisation

Meta tag and description for three keywords are given below-

No	Keyword	Search Volume CPC	Paid Difficulty SEO Difficulty Meta tag	Meta description
1	lakme skincare	0 ₹0.00	1 4 LAKME - Skincare products- Rejuvenate your skin instantly. Find your best skin care routine with the new LAKME Skincare products. Buy them online and get delivered at your doorstep. Now	Look at the latest collection of makeup and beauty products at LAKME cosmetics.
2	lakme cosmetics	3,600 ₹122.99	96 52 LAKME - Cosmetics- Beauty and makeup products	Finish your make up with LAKME make up lot. Grab the opportunity and get the new combo offers at 50% off
3	lakme makeup kit	27,100 ₹9.02	100 52 LAKME- Buy latest makeup kits online	

## Process of conducting keyword research and the SEO recommendations.

<b>Process of conducting keyword research</b>	<b>SEO recommendations</b>
Define the goals and understand the purpose of keyword research	Identify relevant keywords that target audience are likely to use
Start by brainstorming a list of seed keywords related to the business	Create valuable, creative and engaging content that addresses need of the target audience
Use keyword research tools to expand the list of keywords and gather the data	Optimise the web pages for chosen keywords
Asses the search volume and competition level for each keyword	Ensure that the website is responsive and mobile friendly
Asses the long tail keywords as they are more specific and often indicate higher intent	Improve the website's loading speed to provide better user experience
Analyse the competitor keywords	Create a user-friendly website with easy navigation, clear CTA's (call to action)
Group the keywords and start creating content that provides value to the audience. Optimise the content including headings, subheadings, meta tags, meta descriptions and body content	Use clean and descriptive URLs that include relevant keywords

## Challenges faced during the research and analysis phase

- **Real time Analysis:** In the fast-paced digital world, real-time analysis is crucial to make timely decisions. However, processing and analysing vast amounts of data quickly can be a technical challenge.
- **Identifying Key Performance indicators:** Defining relevant KPIs that align with business objectives can be tricky. Different stakeholders may have different priorities, and selecting the right metrics to measure success is vital.
- **Budget Constraints:** Limited resources and budget can restrict the depth of research and analysis, making it difficult to explore more advanced tools and techniques.
- **Constantly evolving digital landscape:** Digital marketing platforms and algorithms frequently change, requiring marketers to adapt their research and analysis methods continuously.
- **Data Integration:** Marketing data often exists in silos, making it challenging to integrate data from different platforms and sources. Combining and analysing data cohesively is essential for a comprehensive understanding of marketing efforts.

## Key insights gained from the keyword research process

- Keyword research helps to understand what the target audience is looking for and their intent behind their searches.
- By conducting keyword research, you can identify high-volume keywords – those that are frequently searched for by users.
- Long-tail keywords can contribute to a significant portion of organic traffic and are particularly useful for niche topics.
- Keyword research allows you to identify the keywords that your competitors are targeting. It is easier to gain insights into their strengths and weaknesses, which can help inform your own content and SEO strategy.
- Keyword research can reveal trends and seasonal variations in search behaviour. By identifying seasonal keywords, you can tailor your content and marketing efforts to capitalize on specific periods of increased demand.
- Keyword research is essential for pay-per-click (PPC) advertising campaigns. It allows you to select relevant keywords to bid on, optimize ad copy, and improve the overall performance and cost-effectiveness of your PPC campaigns.

### **Part 3: Content Ideas and Marketing Strategies**

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

Content Calendar Example (Try creating a table for the month of July)

## Part 3-CONTENT CALENDAR

SUN 20	MON 21	TUE Aug 1	WED 2	THU 3	FRI 4	SAT 5
		World Wide Web day				
6	7	National Handloom day				
Friendship day	National Handloom day		Facebook post	Post article on Website	Add campaign on YT and all	International Youth day
13	14	YT video and add Campaign	Insta story Highlights		Posts on Instagram	
20	21	Advt and quiz	Post blog on website		National Waffle day	Posting memes on Instagram
27	28	Rakshabandhan/ smile shorts	Onam festival Highlight Sto.	Facebook post	Posting Blog Article on web	

# Part- 3- STRATEGY AIM AND IDEA BEHIND THESE POSTS AND STORIES

**Building Brand Awareness:** Many posts and stories are designed to introduce a brand, product, or service to a broader audience. By creating engaging and shareable content, businesses can increase their visibility and reach potential customers.

**Promoting Products or Services:** Posts and stories can be used to showcase specific products or services and highlight their features and benefits. This can help drive sales and conversions.

**Educating and Informing:** Content that provides valuable information or educates the audience about a particular topic can be beneficial. It positions the creator as an authority in the field and builds trust with the audience.

**Engaging the Audience:** Interactive and entertaining posts and stories can encourage audience engagement. This could include polls, quizzes, challenges, or simply asking for feedback and opinions.

**Storytelling:** Stories have been a fundamental way of communicating since the dawn of human history. Using storytelling techniques in posts and stories can create a stronger emotional connection with the audience, making the content more memorable.

**Fostering Community:** Many social media platforms are built on the idea of communities and connections. Posts and stories that encourage conversation, inclusivity, and shared experiences can help build a loyal and active community around a brand or topic.

**Sharing Behind-the-Scenes Content:** Behind-the-scenes posts and stories give followers a glimpse into the people and processes behind a brand or project, humanizing the experience and making the content more relatable.

### Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

Strategic process	Challenges	Lessons learned
Brainstorming content ideas	Coming up with fresh and creative content ideas can be challenging	Diversify the source of information
Understanding target audience	Understanding specific needs, preferences of target audience	Invest time in creating buyers persona
Content distribution	Getting content in front of the right audience	Develop a multi channel distribution
Analysing and measuring results	Accurately measuring the impact of content and marketing measures	Set clear and specific goals for each content piece and marketing campaign
Content consistency	To maintain consistent quality and frequency of content	Overcoming resource limitations

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Post Creation:**

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

**Format 1 Aim:** To post an article on eyeliner, mascara and kajal.

**Date:** 10<sup>th</sup> august 2023

**Idea:** The idea is to promote the new waterproof mascara, eyeliner and kajal to boost the sale in this monsoon season. The blog will be posted in the website.

**Format 2**

**Format 3**

LAKME eyeliners offer a multitude of looks, from subtle and natural to bold and dramatic. It gives us an experience of smudge-proof and water-resistant eyeliners that stay put throughout the day. Whether you're a makeup novice or expert, LAKME eyeliners are easy to apply with precision.

LAKME mascaras are formulated to add length and volume to your lashes, giving you a fuller and more defined look. They contain special ingredients that coat each lash without clumping, creating the appearance of longer and thicker eyelashes. LAKME offers a range of mascara and kajal sticks formulas, including lengthening, volumizing, and lash-defining variations. Additionally, they have different brush designs to cater to individual preferences and desired effects.



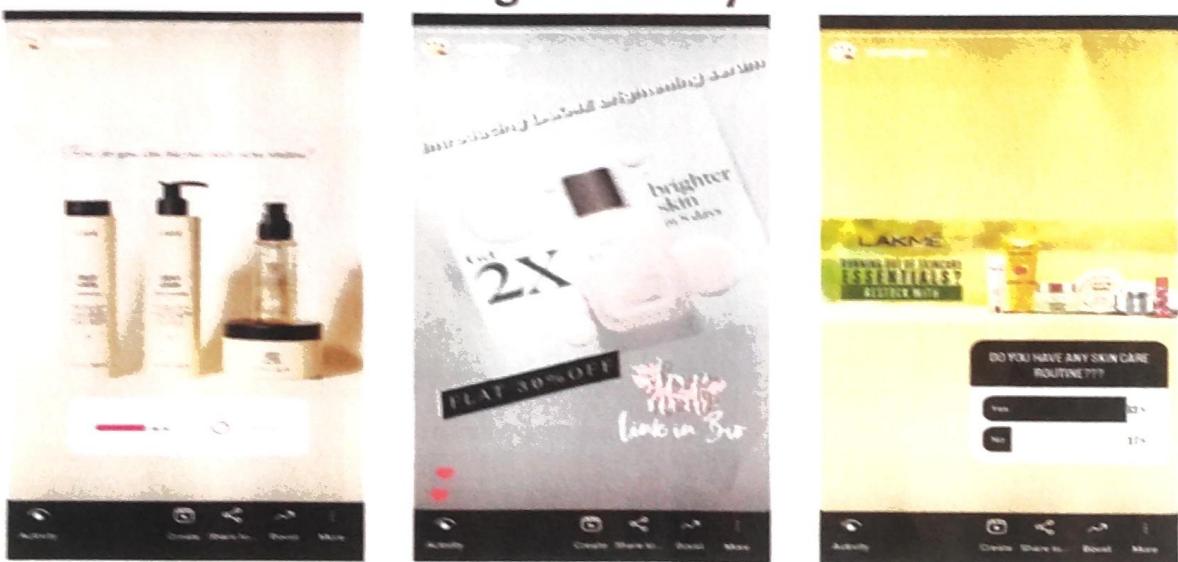
# Format -2 creative

- Aim: Increase brand page reach in social media and to engage audience.
- Date: 25<sup>th</sup> August 2023
- Idea: The idea is to create a funny memes to create content on Instagram and engage the audience .

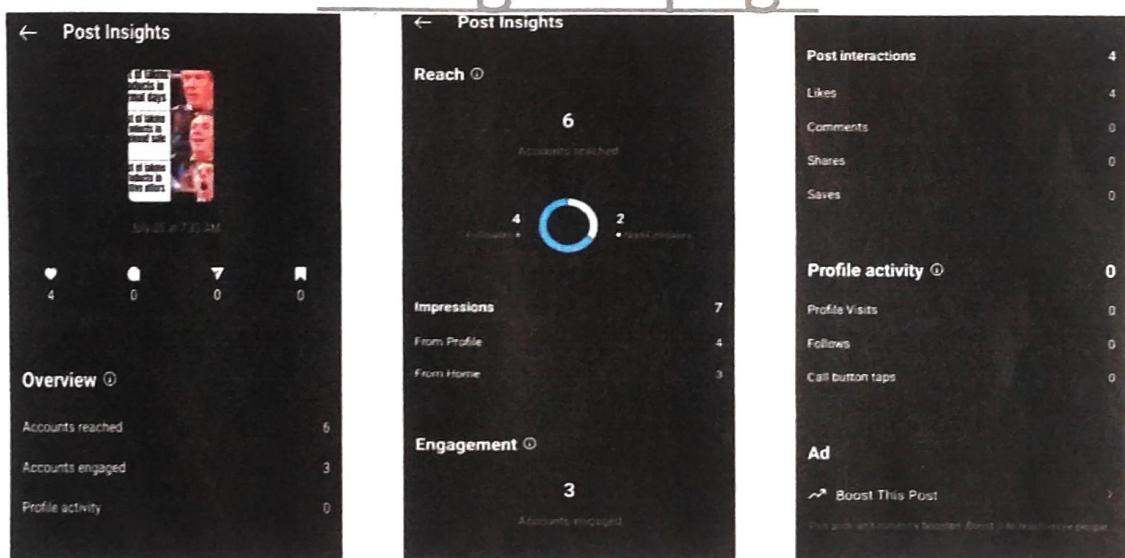


**Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

## **Instagram Story**



# Insights for one of the posts on Instagram page



## The strategies and areas for improvement

- The stories need to be visually appealing and high quality. Using new creative tools, filters, stickers, and fonts to make it more engaging and fun for users.
- The content posting must be consistent and scheduled. The stories must be shared regularly to stay at the top of their feed. Use the features like polls, quizzes, and question stickers to encourage audience engagement.
- Collaborating stories must be enabled where multiple users can contribute to a single story.
- Create highlights to save and organise the best stories on the profile, it allows new visitors to know more about your brand without the stories disappearing after 24 hours.
- Partner with influencers, other brands, or even customers for takeovers or collaborations to reach new audience and bring fresh content to the stories.
- Occasionally provide exclusive offers and sneak peeks through the stories to reward loyal followers and encourage new people to follow you.

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Designs/Video Editing**

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing,**

**Ad Campaigns over Social Media and Email Ideation and Creation)**

**Social Media Ad Campaigns**

**Ad Campaigns over Social Media:**

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

**For every campaign clearly define:**

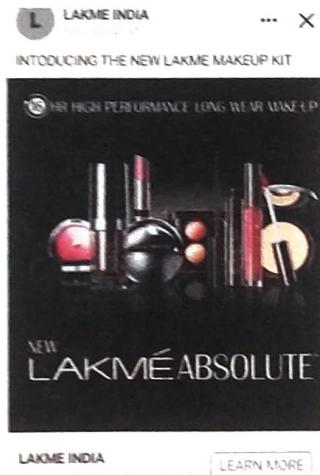
- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

# BRAND AWARENESS



- Advertising Goal: To increase brand awareness
- Target Audience:  
18 to 60 years old  
All genders  
Benefit driven buyers
- Ad creation: smudge proof eye make makeup
- Relevant CTA: Buy now, Shop now

# DRIVING WEBSITE TRAFFIC



- Advertising Goal: To increase website traffic
- Target Audience:  
18 to 60 years old  
All genders  
Expressive and beauty interested buyers
- Relevant CTA: Check out, Learn More, Find out.

# GENERATING LEADS



- Advertising goal: Generating Leads
- Target Audience:  
18 to 60 years old  
All genders  
Young artists and need based
- Relevant CTA: Click here, Sign up, Join now.

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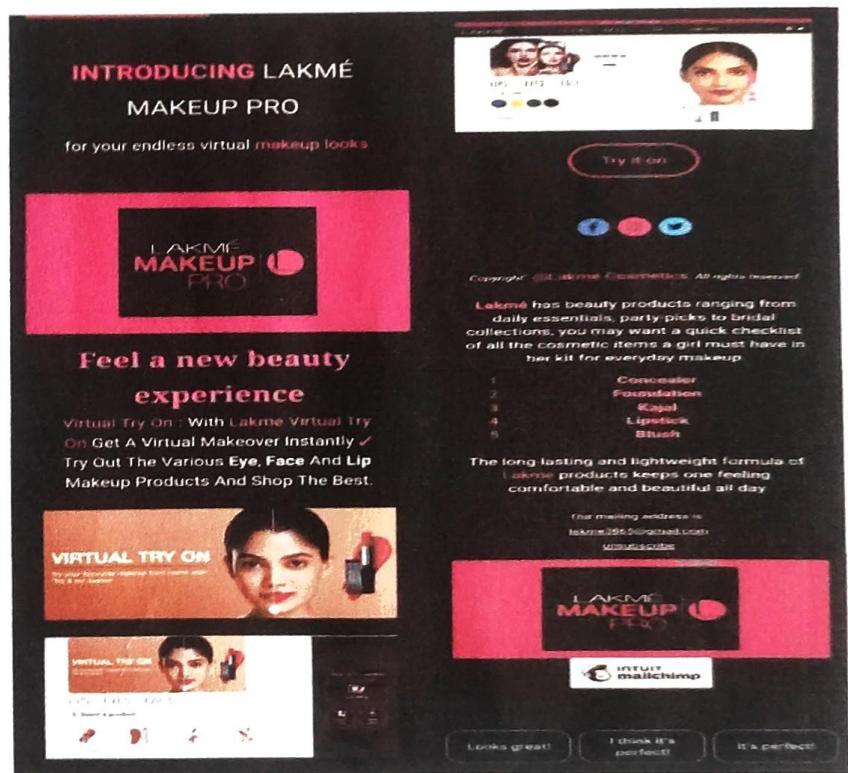
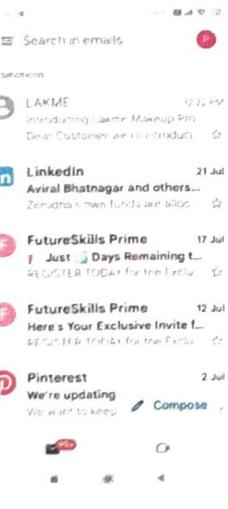
## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Email Ad Campaigns**

#### **Ad Campaigns for email marketing:**

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

## Email Ad Campaign 1 - Brand Awareness (insert emailer image)



## Email Ad Campaign 2 - Lead Generation

(insert emailer image)

The image shows a mobile email application interface. On the left, the inbox lists several emails under 'Primary' and 'Social'. On the right, a specific email from 'lakme' is displayed in detail.

**Inbox (Primary):**

- lakme Stay Connected With Us 1:52 PM
- Arjun Simhadri link 1:23 PM
- Social LinkedIn 1 new
- events SmartBridge Long-Term Virtua... 26 Jul
- lakme3865, me Mailchimp Template Test - "LA..." 26 Jul
- events 26 Jul

**Compose button:**

**Email Preview (Stay Connected With Us):**

Stay Connected With Us

Dear Customer,  
We've got pipin'🔥 deals for you!  
Register now and shop the best  
Here is the link to register  
<https://mailchi.mp/ffcdedb079ed/lakme3865@gmail.com>

Unveiling the beauty secrets: Get gorgeous with lakmé's exclusive offers!

**About Us**

Lakme is a complete beauty brand spanning colour, cosmetics & skincare and exterior home beauty accessories. The history of Lakme dates back to 1942.



**LAKMÉ**

**vibrant & Effortless**

With Lakme you can make words with the bold shade of your choice. Explore our range of makeup to add more to your look. Get your beauty on with Lakme.

**GIVEAWAY!**



**LIPSTICK WEEK GIVEAWAY ALERT**

Enter the giveaway and stand a chance to win lakme products worth Rs. 10,000/-  
To enter the competition, follow these steps:  
1. Like our official Facebook page.  
2. Like our official Instagram account.  
3. Tag three of your friends in the comments section of our Instagram post.  
4. Share the post with your friends and family.  
5. The contest ends on 1st August 2018 at 11:59 PM IST.  
6. The winner will be announced on 2nd August 2018.  
7. We want to thank all of our fans for making the website a success. Thank you for being a part of the Lakme family.



**LAKMÉ**  
Report Abuse

**Stay connected with us!**

Unveiling the beauty secrets! Get gorgous with Lakme's Exclusive Offers!

Collect the details you need to stay in touch.

Email Address:

Last Name:

Address:

Address Line 2:

City:

State/Prov/Region:

Postal/Zip:

Country:

Phone Number:

**Register now**

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

The content creation and curation process involves the strategic development and selection of valuable and relevant content for a specific target audience.

- First the objective has to be identified such as increasing brand awareness, generating leads, driving website traffic.
- The target audience need to be identified.
- Then through research on relevant topics create the content that align with the objectives.
- The content should be curated and reviewed before publish.
- Thoroughly edit the content and ensure the clarity and consistency.
- Take feedback and look at the engagement and interactions and reactions to the content.
- Analyse and measure the success of content in achieving the objective and make further improvements.

## 4. ADVANTAGES AND DISADVANTAGES

List Advantages and disadvantages of proposed solution.

Advantages -

- \* Global reach - Digital marketing allows business to reach a global audience without constraints of geographical boundaries.
- \* Compared to traditional marketing channels, digital marketing is often more cost effective. business can choose from various budget options.

Disadvantages -

- \* The vast amount of online content can lead to information overload for consumers, making it challenging for brands to stand out & capture attention.
- \* Technical challenges include - implementing and managing digital marketing campaigns require technical expertise and knowledge of various tools and platforms.

## 5. APPLICATIONS

The areas where this solution can be applied.

### → Brand Awareness -

Social media allows business to create and maintain a strong brand presence.

Companies can share their mission, mission & increase awareness through content on social media.

### → Social media enables direct interaction with the audience. Companies can respond to comments, messages and feedback in real time.

→ Social media platforms allow business to set up retargeting campaigns, showing ads to users who have previously interacted with their website.

→ Social media insights into competitors' strategies & audience engagement, helping business refine their own approach and stand out in the market.

## 6. CONCLUSION

Summarising the entire work and findings.

Digital marketing has performed the landscape of advertising & promotion, providing business with powerful tools and strategies to connect with their target audience -

- \* wide reach - Digital marketing enables business to reach a global audience, breaking down geographical barriers and allowing companies of all sizes to compete.
- \* Compared to traditional marketing, this is more cost-effective.
- \* It allows for personalised communication with customers, creating more engaging and tailored experience.
- \* Through consistent messaging, storytelling, this helps the business to build and reinforce their brand.

## 7. FUTURE SCOPE

Enhancements that can be made in the future.

- \* Artificial intelligence and automation can analyse vast amounts of data, personalise content, optimise campaigns and improve customer experiences. Automation streamlines repetitive tasks, allowing marketing to focus on strategy and creativity.
- \* With growing concerns about data privacy, digital marketing will need to find a balance between personalisation and respectability.
- \* As voice assistants and smart devices become more prevalent, optimising content for voice search will be essential. Brands will need to adapt their SEO strategies to cater to voice queries.
- \* Interactive content such as quizzes and polls will gain attraction, and the content with more customer engagement and customer interaction should be active in near future.

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THANK YOU