



# SOCIAL MEDIA MARKETING STRATEGY FOR MYGLAMM

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PRESENTED BY : ASHISH SAHOO



# ABOUT MYGLAMM :-

Whether you're picking up a croissant in Milan or waiting to catch the local in Mumbai, whether you're struggling down a supermarket aisle with your toddler in tow or burning the midnight oil at your work desk you're always the main character. You're the star of your life and let no one tell you otherwise. And while you focus on feeling like a star, we step in to ensure you're always looking like one. Because what complements main character energy more than aspirational beauty! MyGlamm collaborates with global experts and makeup artists to create exceptional beauty experiences for you by bringing innovative, researchdriven, first-to-market beauty products to your vanity kit. Our toxin-free and derma-tested products are also vegan and cruelty-free, making sure what's good for you is also good for the planet. Our single goal - to make glamour accessible and effortless.





# PROJECT OVERVIEW :-

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1. Audit of Social Media Platforms
2. Strategy Making
3. Content Calendar
4. Ad Copies and Graphic Creation



## TASK - 1

# AUDITING SOCIAL MEDIA PLATFORM :-

In this task, I'll be doing an in-depth audit of MyGlamm's social media platforms. Along with the audit, I'll be covering the strengths and weaknesses of particular platforms. I'll also be identifying the social media efforts of the brand. Engagement, content relevancy and post frequency will also be covered in the Auditing.

## SOCIAL MEDIA PRESENCE :-

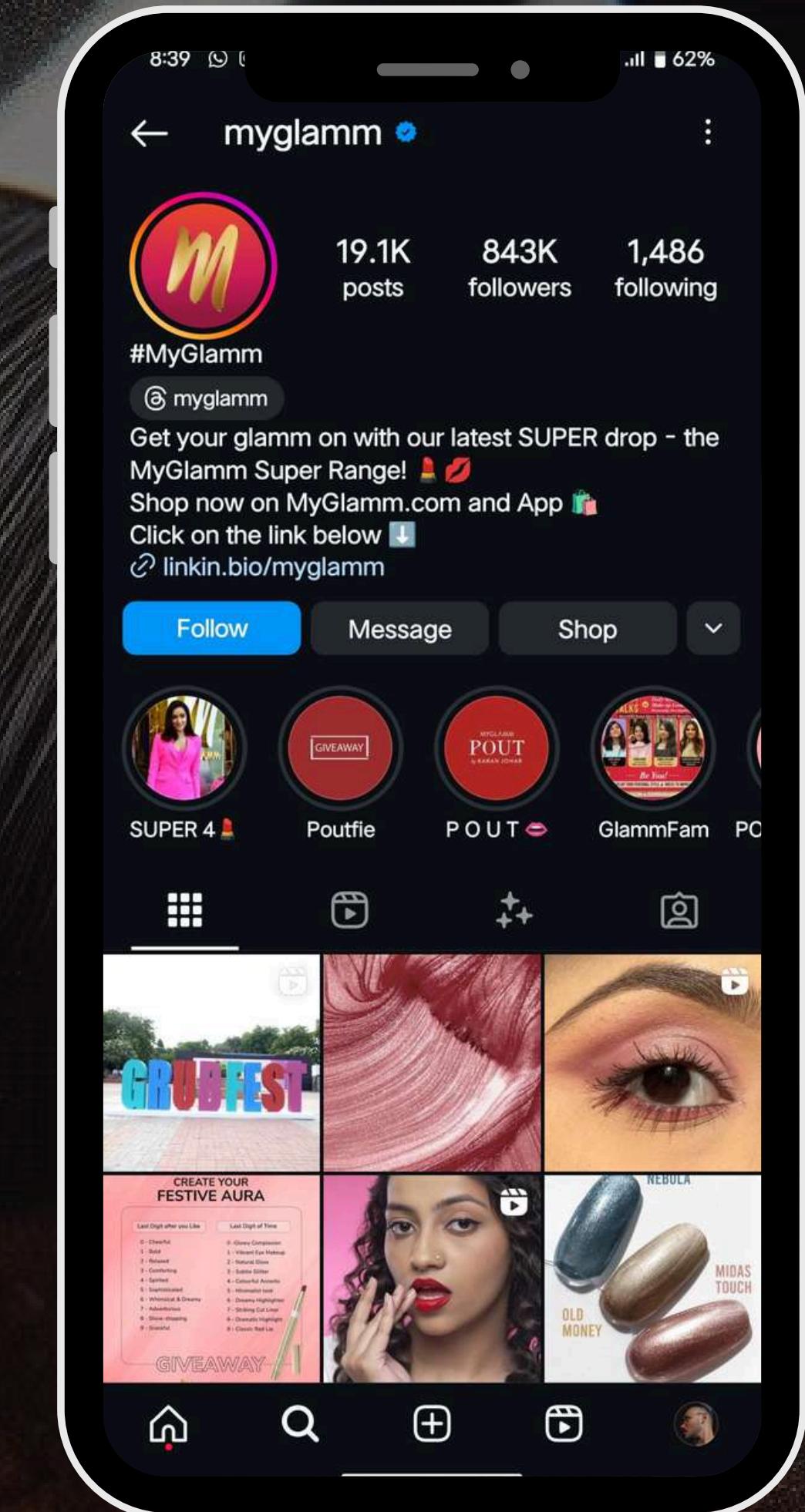
My Glamm is a leading makeup brand with a vibrant social media presence. My Glamm showcases a dynamic blend of engaging content across their different social media platforms to promote their products and engage with their audience.



# INSTAGRAM AUDIT :-



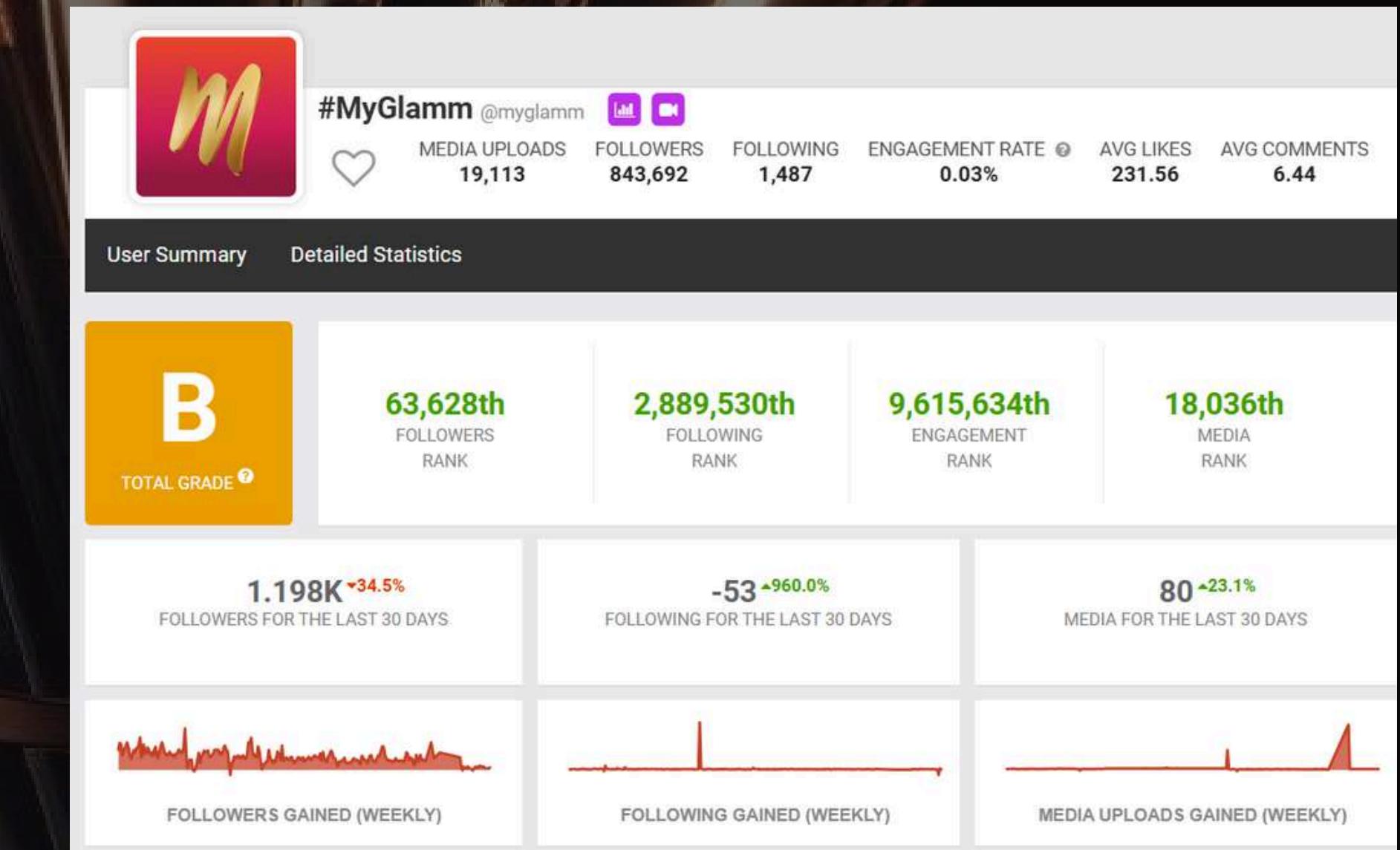
- Followers: **838K**
- Posts: **18.9K**
- Username: **@myglamm**
- Bio: **Concise, highlighting their commitment to beauty and skincare**
- Profile Picture: **Professional and recognizable logo.**
- Link: **Active link to their website or current campaign.**



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# PROFILE ANALYSIS :-

- MyGlamm has 842k Followers on Instagram. The number of followers is very impressive. But when we look at the engagement rate 0.21%.
- The low engagement rate tells us that the followers are not interacting much with the brand.
- Average comments and average likes shows that either the brand's way of connecting with its audience is not good or the brand is targeting the wrong audience for its content.
- To increase the engagement with its audience the brand should focus on -
  1. The quality of the content instead of the quantity of content.
  2. Creating more relevant and engaging content.
  3. Defining / Clarifying the CTA's more effectively.





# INSTAGRAM STRENGTHS :-

Huge Follower base :



Well Optimized Highlights Section :



MyGlamm has 842k followers on Instagram, which clearly shows that the brand has established its value among the audience.

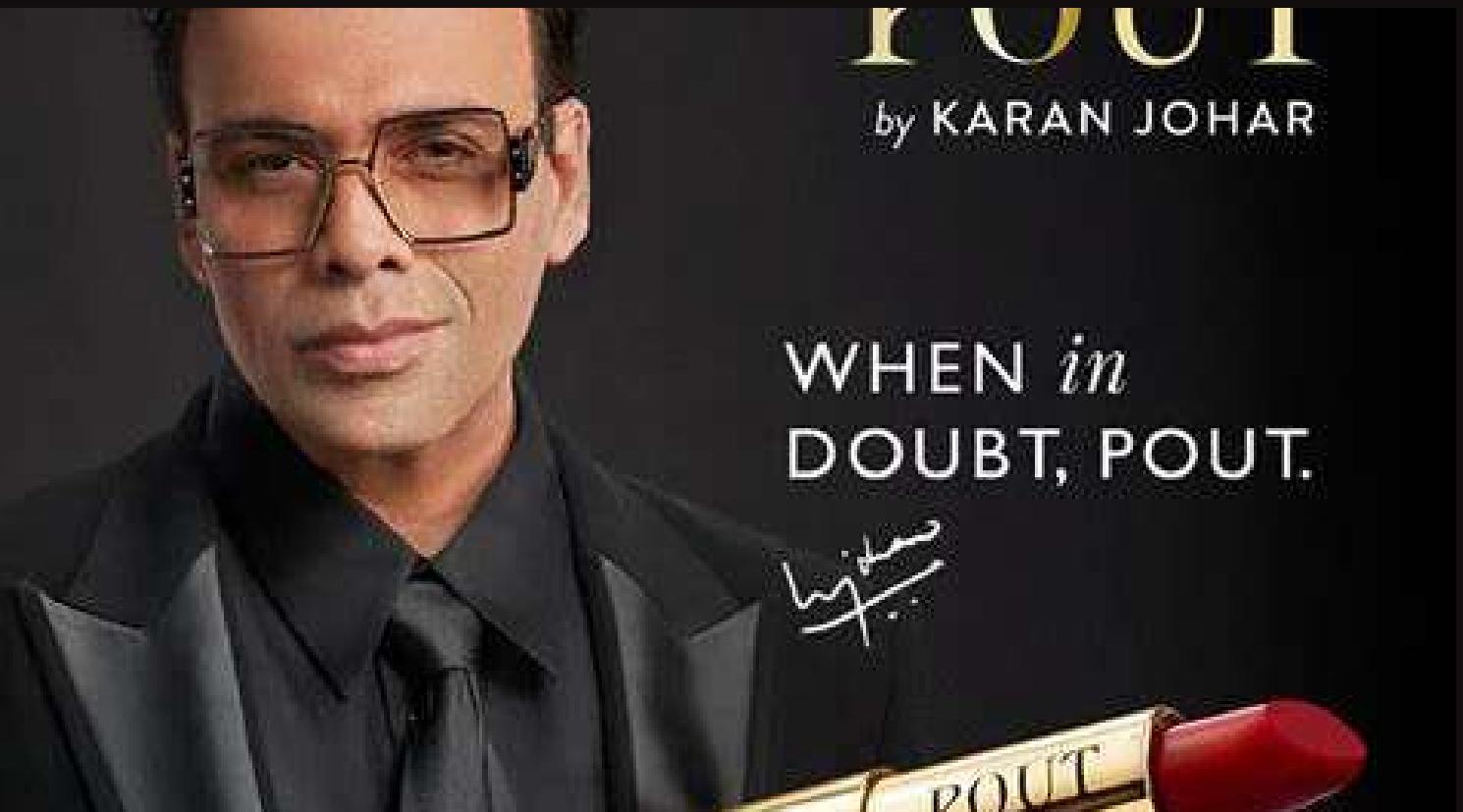
The brand has also well maintained the highlights section of their profile as per new events, new products, setting up new trends with the influencers, and more.

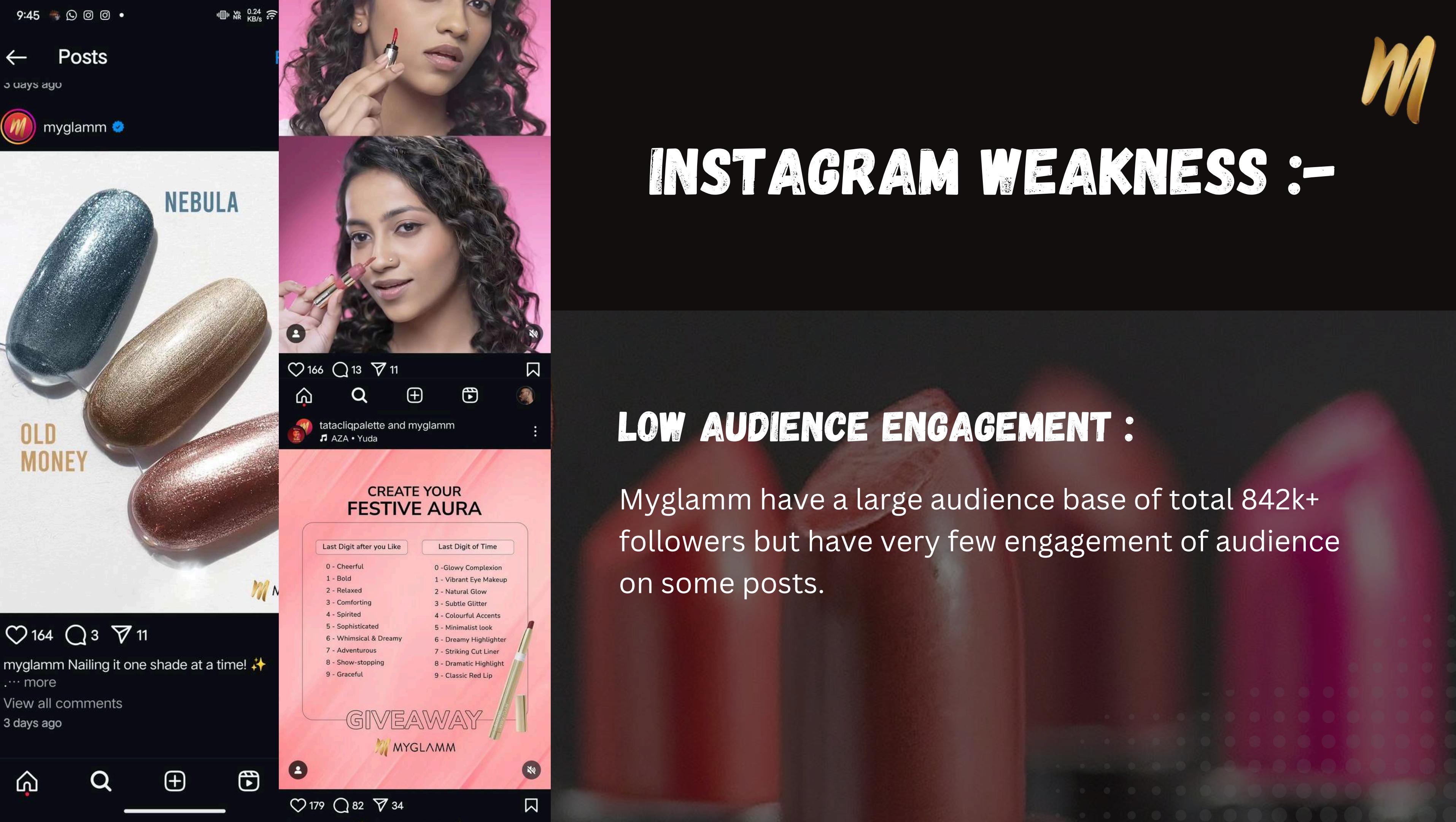


## INSTAGRAM STRENGTHS :-

### Collaboration With Celebrity :

The brand does continuous collaborations with well-known influencers / models / actors. These collaborations helps the brand in spreading awareness as well as getting more trust from the audience.





## INSTAGRAM WEAKNESS :-

### LOW AUDIENCE ENGAGEMENT :

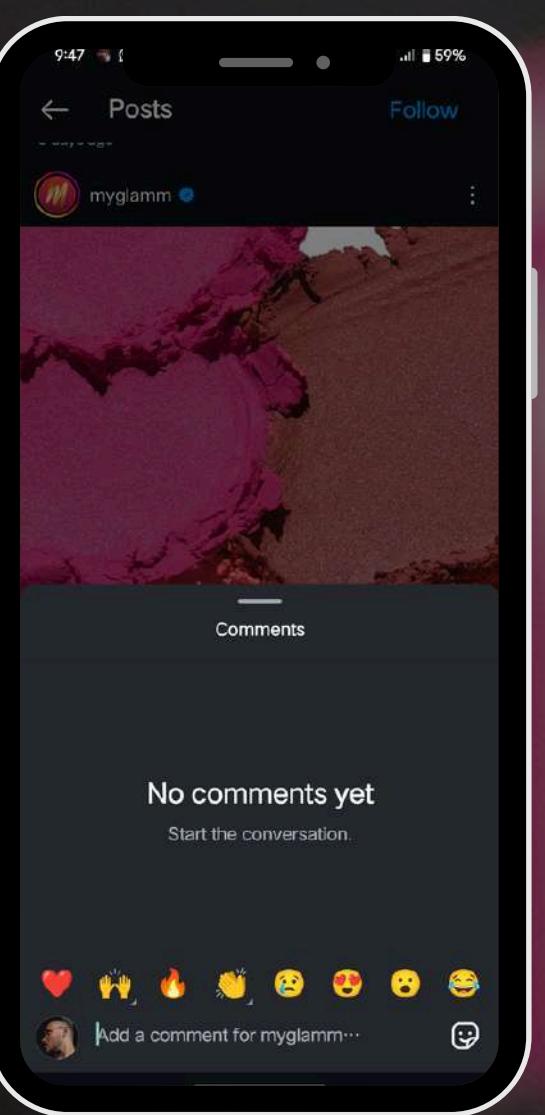
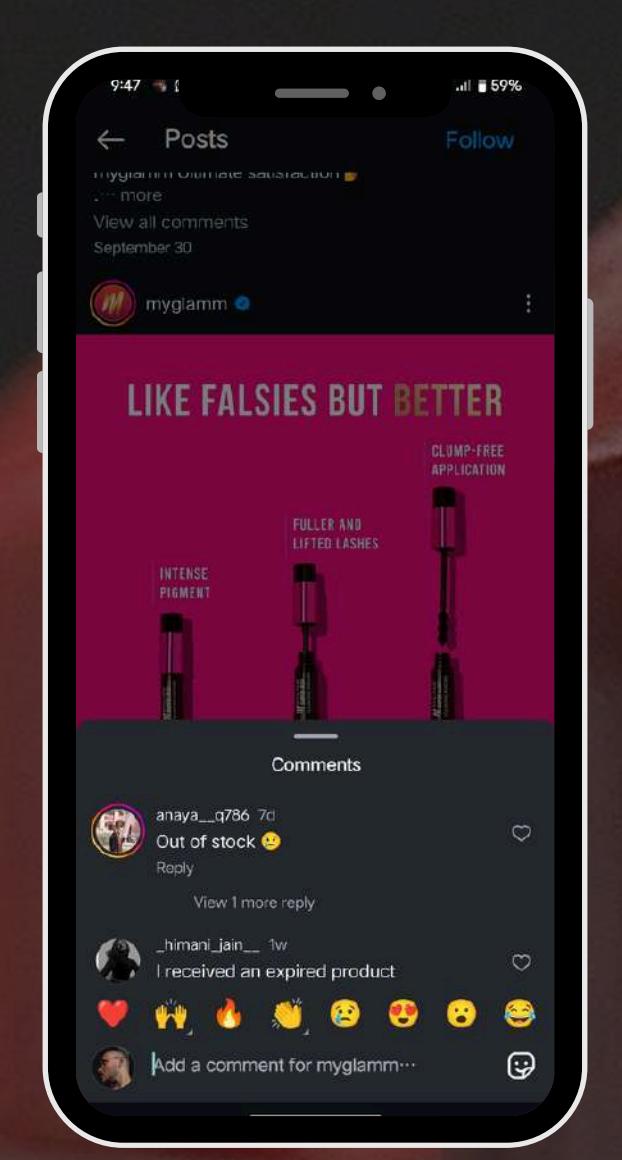
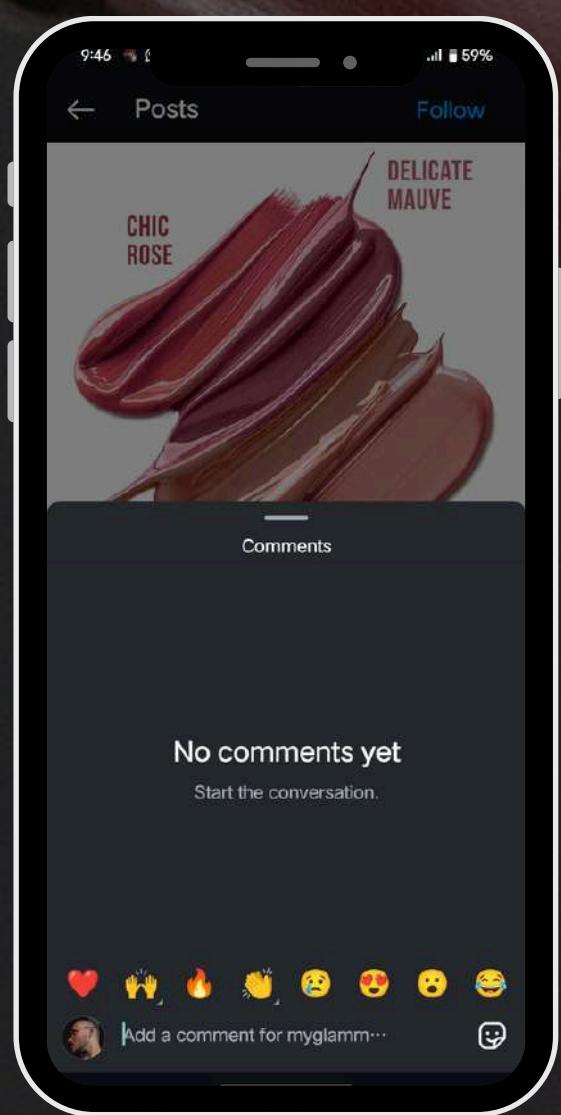
Myglamm have a large audience base of total 842k+ followers but have very few engagement of audience on some posts.



# INSTAGRAM WEAKNESS :-

## BRAND'S LOW INTERACTION :

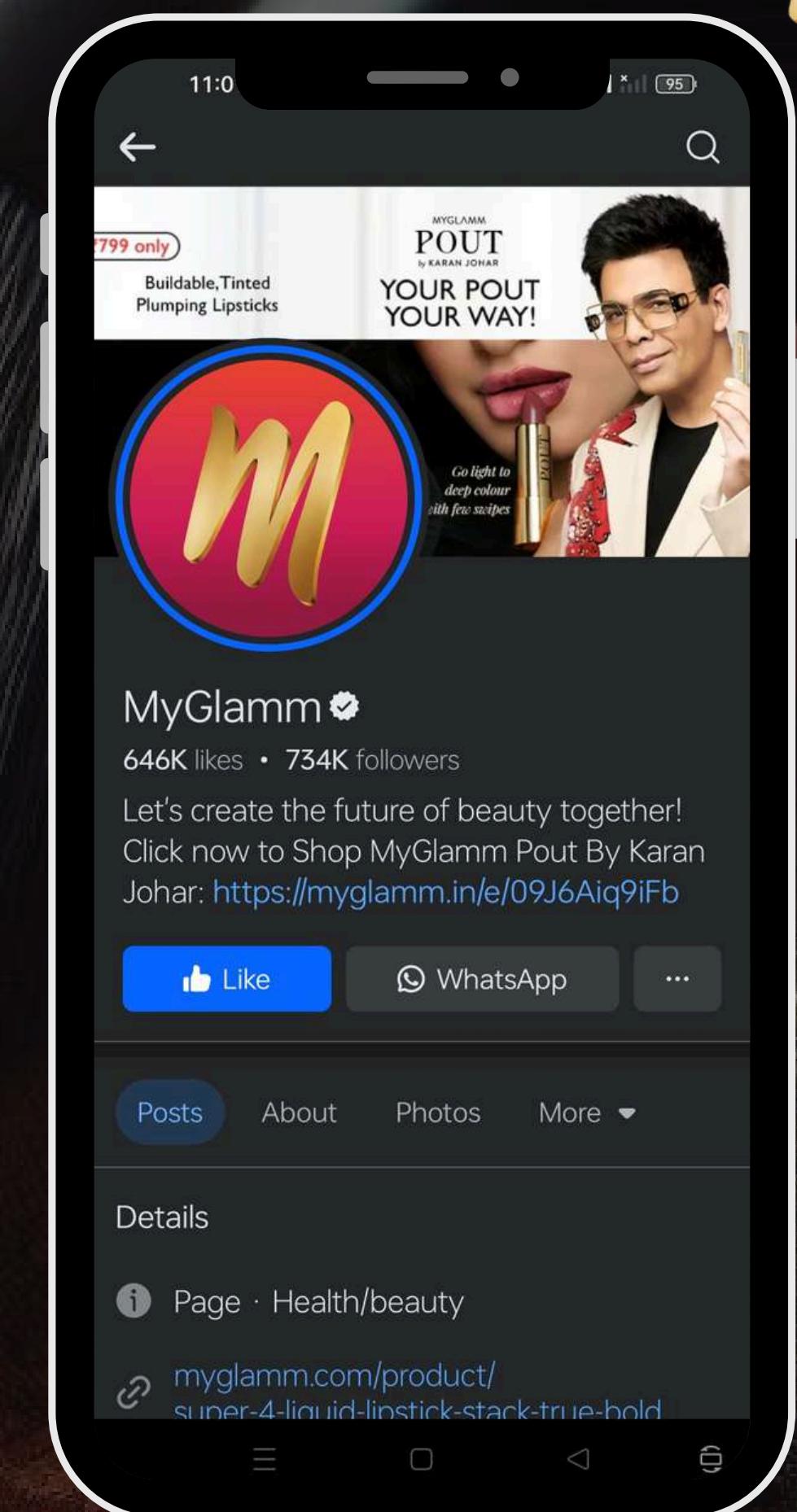
MyGlamm as a brand is lacking in interacting with its audience on Instagram. Interacting with audience can be very helpful for any brand in building trust among its audience.



# FACEBOOK AUDIT :-



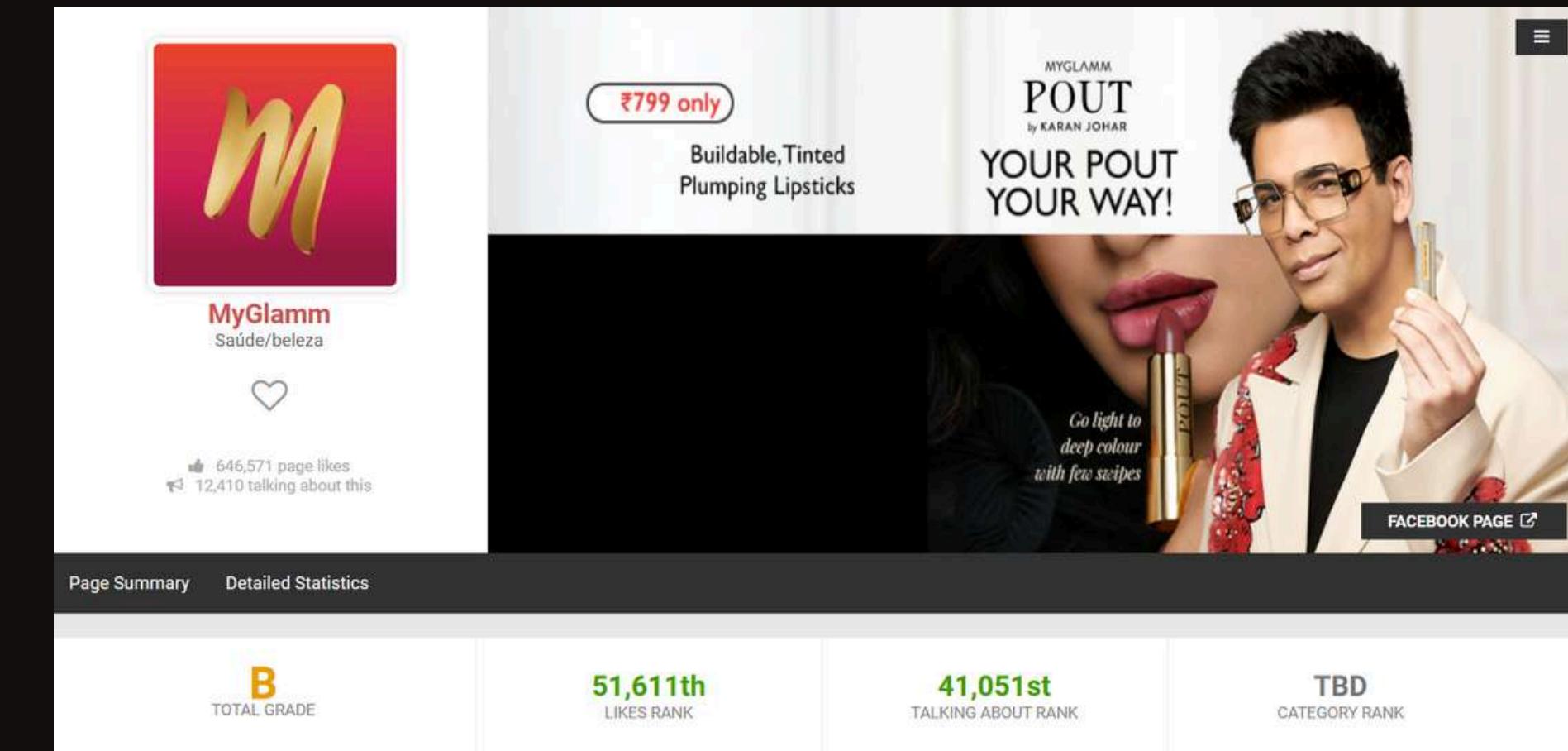
- Followers: **734K**
- Likes: **646K**
- Username: **@myglamm**
- About: **Optimized with proper category and contact information.**
- Profile Picture: **Professional and recognizable logo.**
- Link: **Active link to the latest product on their website.**
- Posting Frequency - **MyGlamm is not consistent at posting on Facebook. Their last reel was posted on 30 May 2024.**



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# PROFILE ANALYSIS :-

- Myglamm have over 732k followers and 646k likes.
- They are not that much consistent on their facebook page.



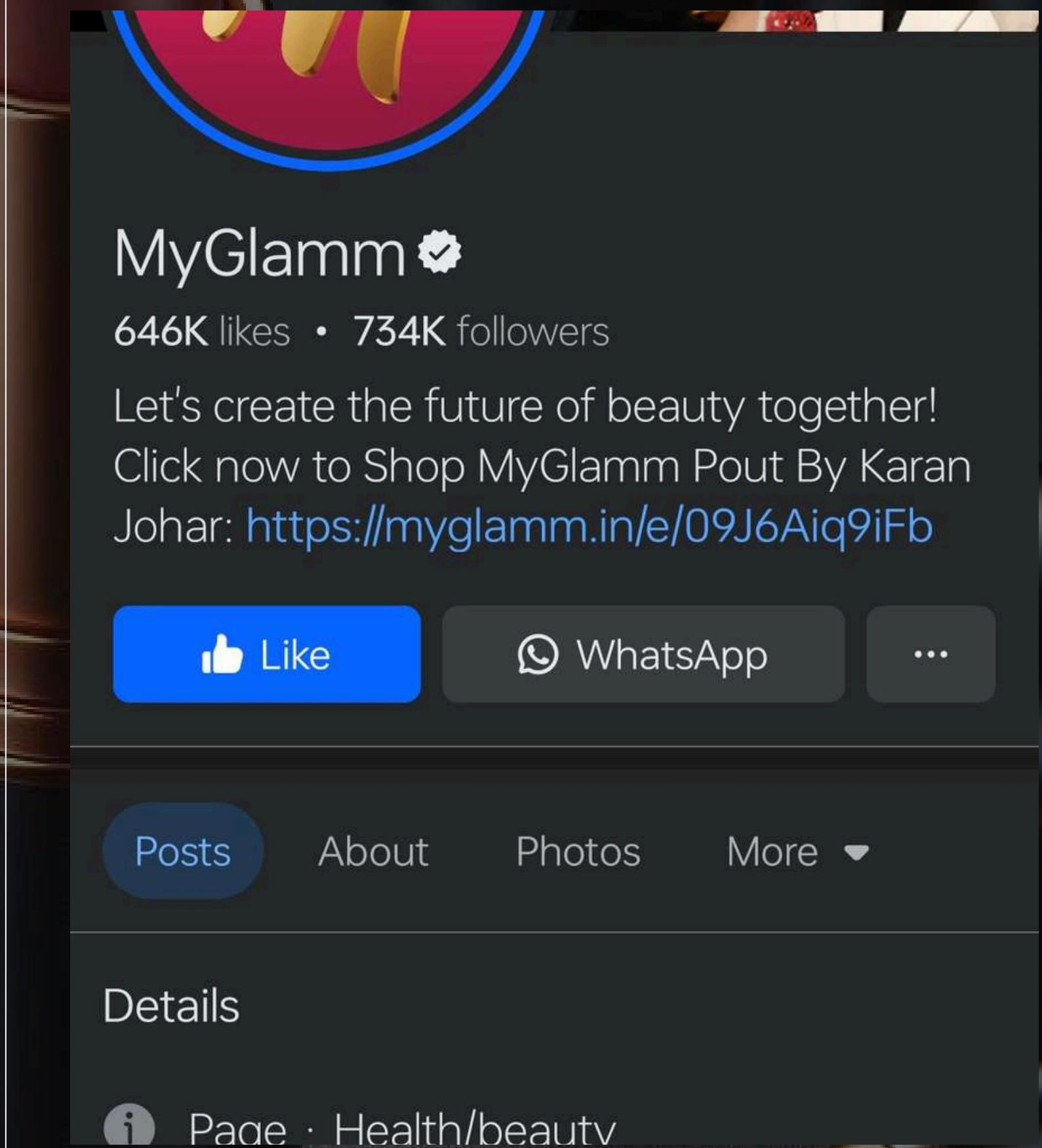
# FACEBOOK STRENGTHS :-

## HUGE FOLLOWER BASE :

MyGlamm has 734k followers on Facebook, which clearly shows that the brand has created its reputation among the audience.

## WELL STRUCTURED PAGE :

MyGlamm has a well structured intro section on Facebook, utilizing the social platform completely to increase their reach.

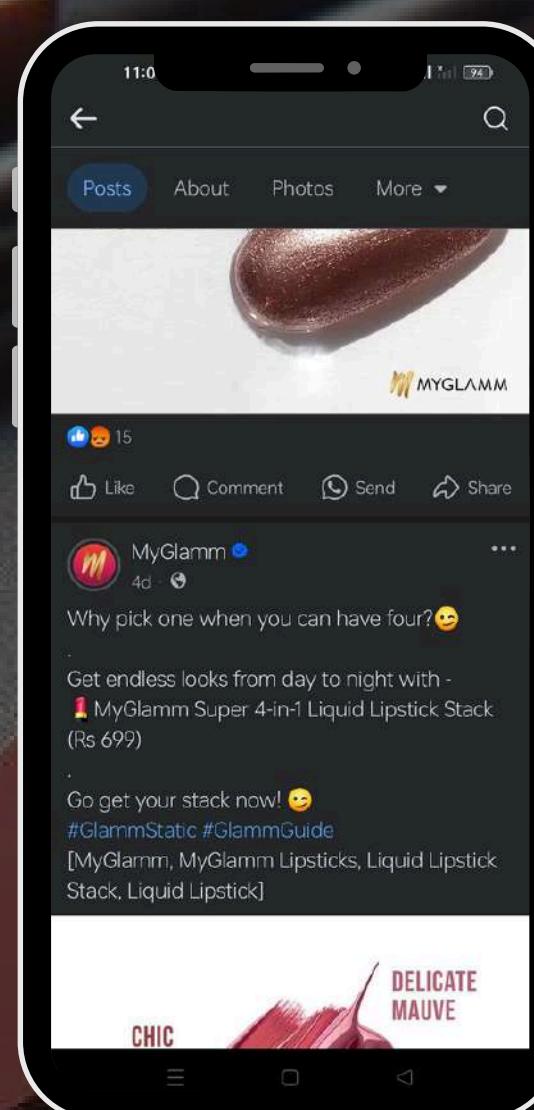


# FACEBOOK STRENGTHS :-



## WELL STRUCTURED CAPTIONS :

- The detailed captions that MyGlamm uses while posting on Facebook is very good.
- It make the posts very much relevant to the target audience which is helping the brand spreading awareness and in establishing a good percentage of share in the market.

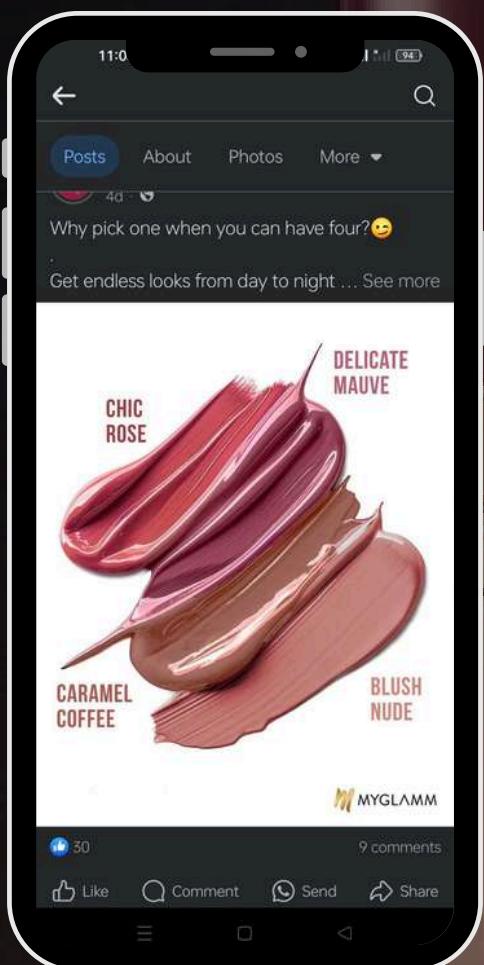




# FACEBOOK WEAKNESS :-

## DUPPLICACY OF CONTENT :

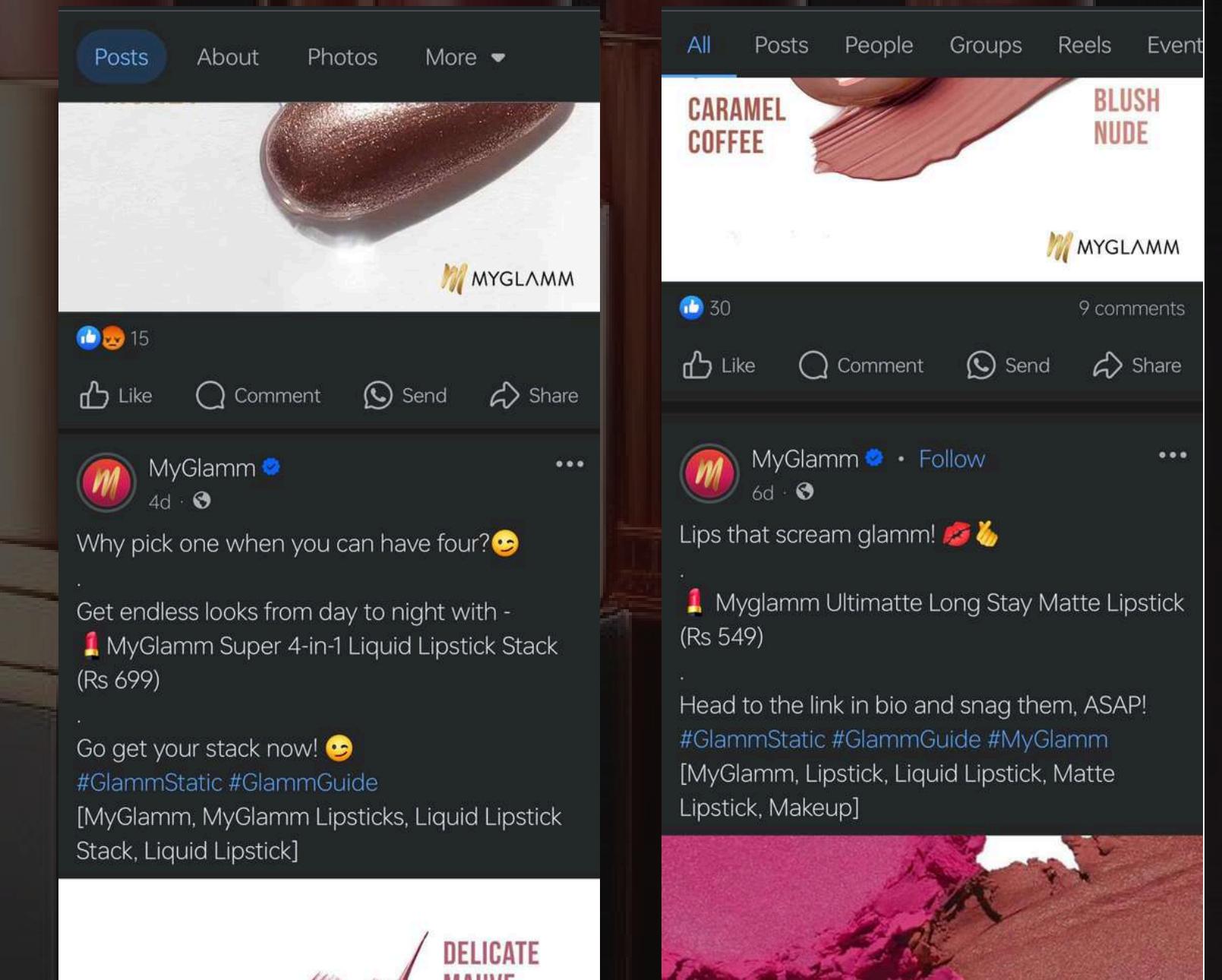
- MyGlamm's Facebook page has almost all similar content as their content on Instagram.
- This can have a negative Impact on the brand. It's not a good practice by the brand.



# FACEBOOK WEAKNESS :-

**LOW USER  
ENGAGEMENT :**

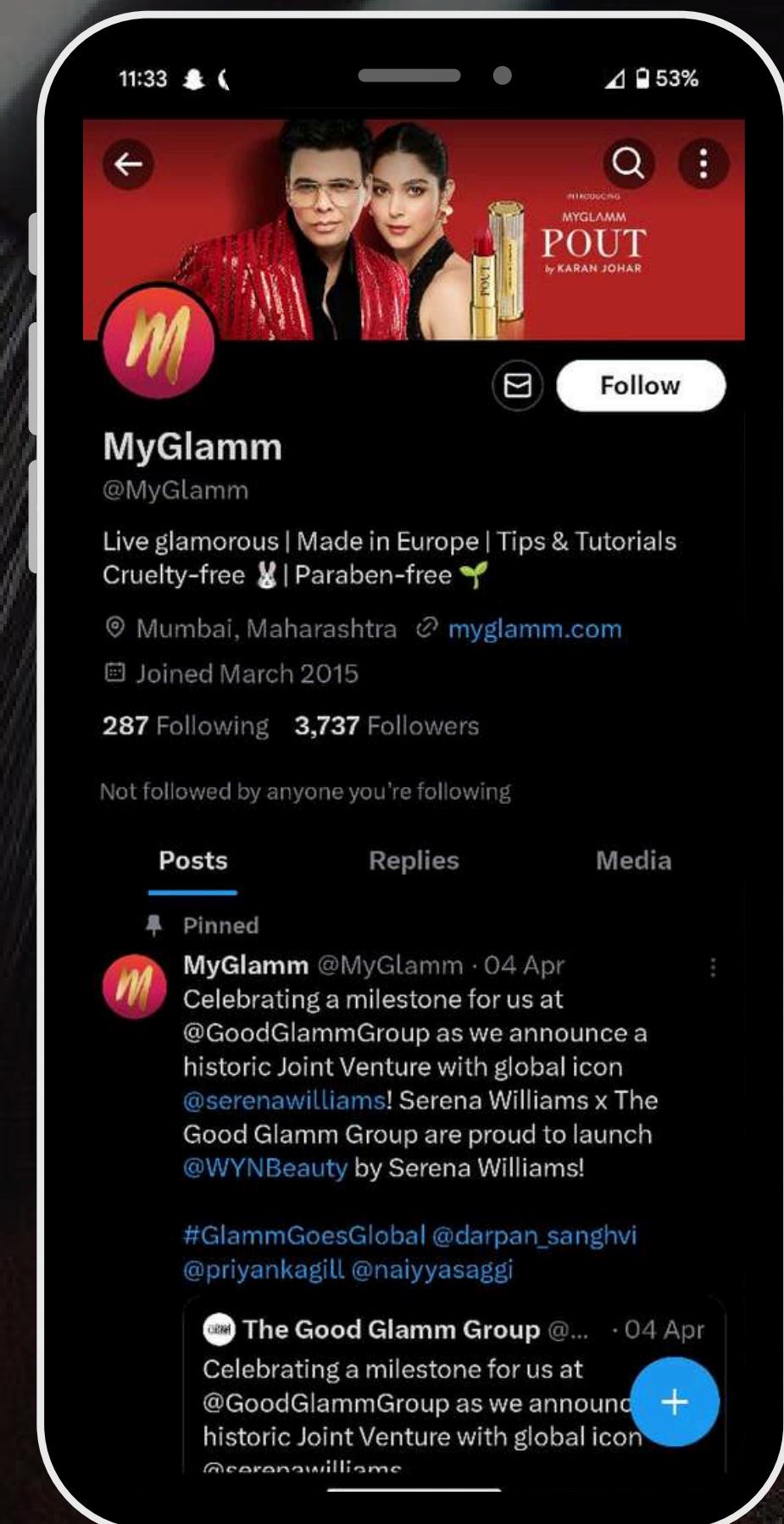
MyGlamm has 734k+ followers on Facebook but on average on the latest posts they don't even have a average of 50 likes or even lesser.



# X AUDIT :-



- Followers: **3,739**
- Username: **@myglamm**
- Profile Picture: **Professional and recognizable logo.**
- Link: **Active link to the website**
- Posting Frequency
  - 1. YT Shorts - **Daily**
  - 2. Long Video - **Once a week**



# X STRENGTHS :-

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## UNIQUE CONTENT :

- The content posted on Twitter is very unique and also matches the types of content that goes trending on the platform.
- They have smartly used a mixture of Informative & Infographics content in their tweets.



The image displays two side-by-side screenshots of the Instagram profile for 'MyGlamm'. The top part of each screenshot shows a post from 'MyGlamm' (@MyGlamm) dated 14 Mar. The post text reads: 'Can't keep calm cause MyGlamm is the official Beauty Partner for #BadeMiyanChoteMiyan 🎬😊'. Below this is another post from the same account on 07 Dec 23, which is identical to the one above it. The bottom part of each screenshot shows a post from 'MyGlamm' (@MyGlamm) on 07 Dec 23, which also contains the same promotional text. Both posts have low engagement rates (3 replies, 113 likes, 5.3K views). The overall theme of the screenshots is the lack of recent activity on the brand's Instagram page.

## X WEAKNESS :-

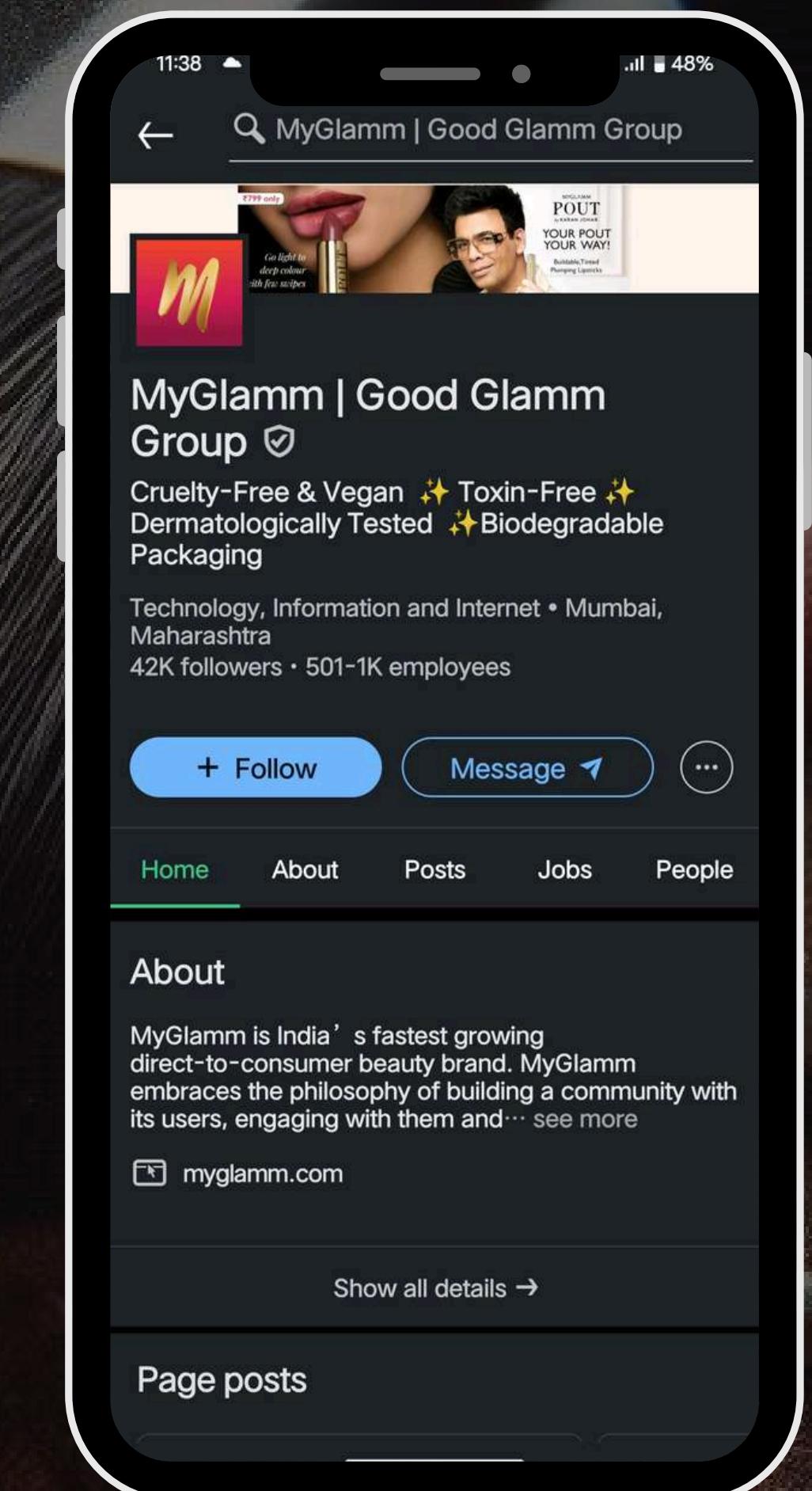
### INACTIVE ON X :

Due the brands inactivity on the platform they have very low engagement rate.

# LINKEDIN AUDIT :-



- **42k Followers**
- **Very Less Media Posts**
- **myglamm.com/**





# LINKEDIN WEAKNESS :-

Not Active on LinkedIn.



431

38 comments • 15 reposts



IMANAN JAIN • 3rd+

Group Chief Operating Officer, Good...  
6mo • Edited • 0

+ FOLLOW

Celebrating a milestone for us at [The Good Glamm Group](#) as we announce a historic Joint Venture with global icon Serena Williams ... see more



#GLAMMGOESGLOBAL



A sensation of celebrity beauty brands, tennis sensation Serena Williams has unveiled her latest venture, Wyn Beauty, in partnership with The Good Glamm Group. Williams joins other celebrities, including Rihanna, Selena Gomez, Kylie Jenner and Jessica Alba, who have ventured into the beauty space with their own product lines. Wyn Beauty will debut with over 685 Ulta stores across the US, followed by a global rollout within a year, including India said Darpan Sanghvi, founder The Good Glamm Group, which sells MyGlamm, The Moms Co., Strona, Organic Harvest and St. Botanica brands in India. However, the company did not disclose the shareholding details. "The venture falls under a US-based entity with Good Glamm and Williams as shareholders," Sanghvi said. The group is planning for a stock market listing in FY26... Wyn Beauty will officially launch in April 2023, she founded multimedia company Nine Two Six Productions.

Wyn Beauty will debut with over 685 Ulta stores across the US.

The allure of celebrity beauty brands continues to captivate consumers worldwide.

+1



41,716 followers  
5mo • Edited • 0

Nothing gives us more joy than bringing to our users the best and most exciting beauty products in the world!... see more



163

5 comments • 5 reposts



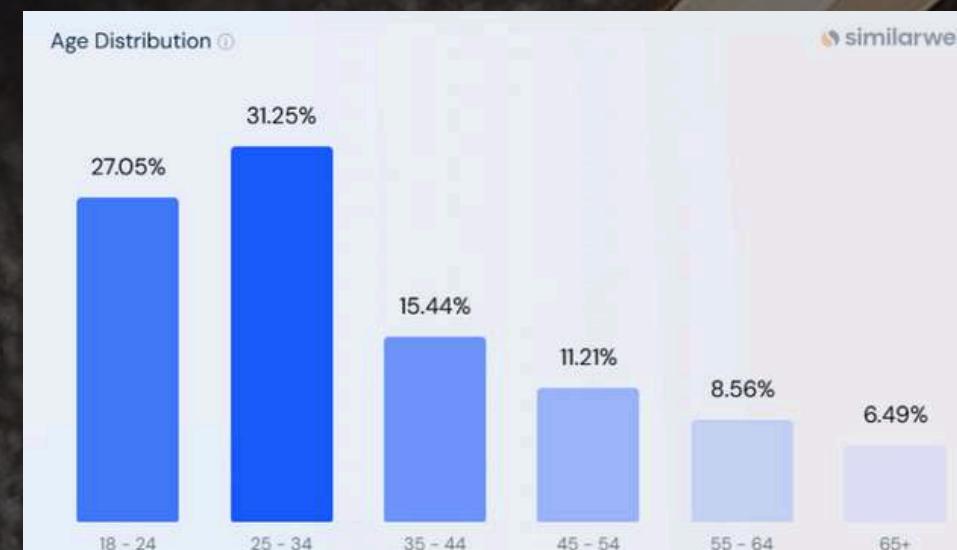


# DEMOGRAPHICS :-



## Gender

MyGlamm's audience is 46.34% male and 53.66% female as per similarweb data.



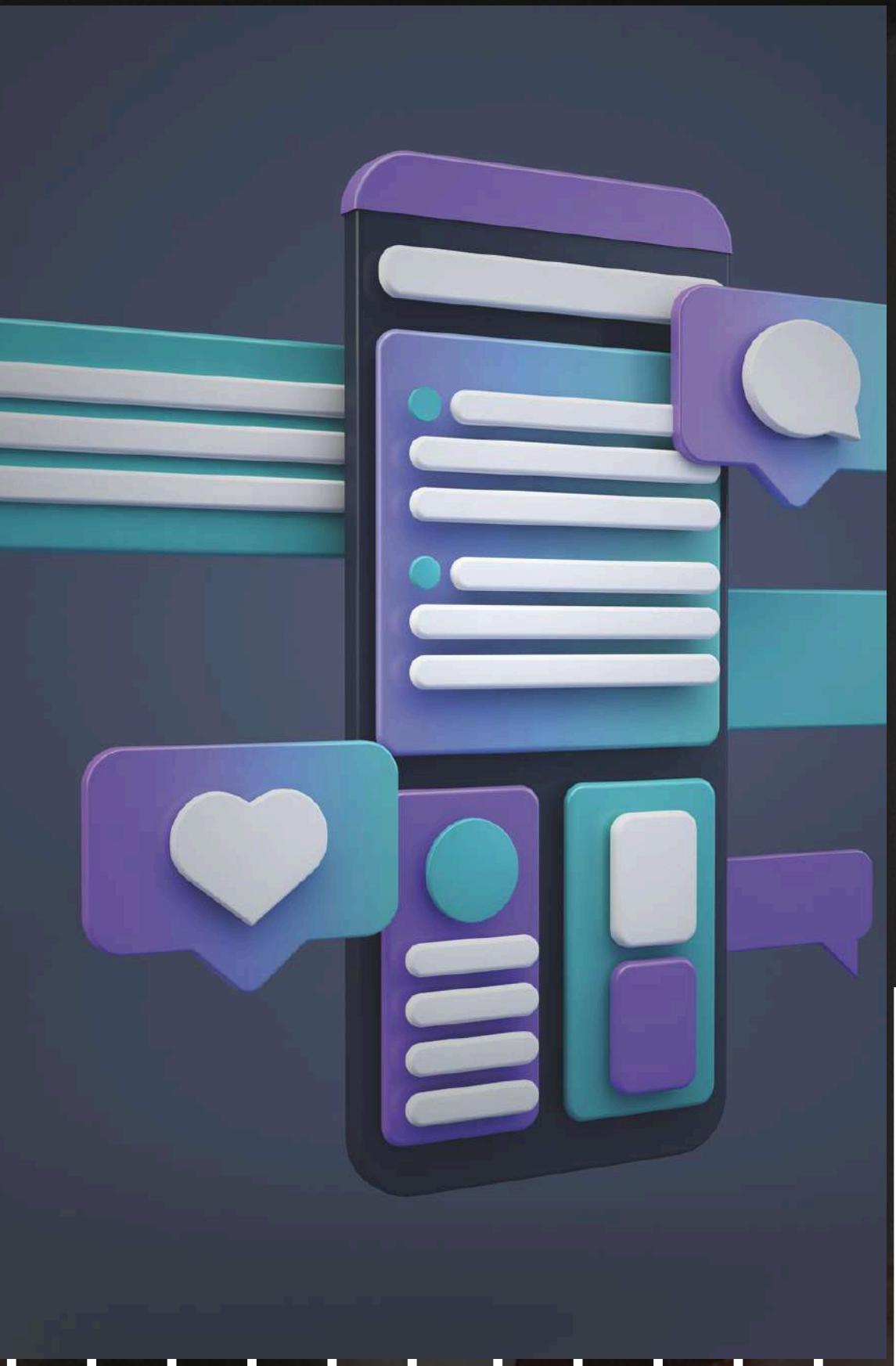
## Age

MyGlamm's largest age group of visitors are 25 - 34 year olds which is 35.25%.



# AUDIENCE ENGAGEMENT :-

The present audience engagement for MyGlamm is robust, driven by a dynamic mix of interactive content and strategic collaborations. Followers actively participate in polls, quizzes, and Q&A sessions, particularly through “Instagram” Stories, enhancing real-time interaction. User-generated content plays a significant role, with many fans sharing their MyGlamm looks and receiving features on the brand's page, fostering a sense of community. Regular contests and giveaways further boost engagement and attract new followers. Influencer partnerships expand reach and add credibility, while engaging captions and hashtags increase visibility. The consistent posting schedule ensures that followers remain engaged and anticipate new content, maintaining a vibrant and active online presence.



# **SOCIAL MEDIA EFFORTS & BUSINESS GOALS :-**

MyGlamm's social media efforts are strategically aligned with their business goals. They boost brand visibility through influencer collaborations and engaging content, driving sales with product promotions and makeup tutorials. Community building is enhanced through user-generated content and interactive elements like polls and quizzes. Live sessions and responsive engagement foster direct customer interaction and feedback, reinforcing loyalty and satisfaction. These efforts collectively elevate MyGlamm's online presence and contribute to their objectives of increased sales and customer retention.





## TASK - 2

# STRATEGY MARKETING :-

In this task, I'll be creating a content strategy for MyGlamm. It will be 3 months content strategy focusing on the market trends and targeting that social platform where the audience is most active. In this particular task I'll also be creating some Dummy Templates where I am engaging with the audience as the brand. These templates will include - answering questions, providing feedbacks and starting conversations with the audience.



# TARGET PLATFORM :-



- Focus on visual content, Reels, carousels, and Stories.
- Use Instagram Shopping to tag products in posts.
- Engage with followers through comments, DMs, and Stories interactions.



- Share blog posts, product reviews, and customer testimonials.
- Host Facebook Live sessions for Q&A and product demos.
- Create events for product launches and special promotions.



- Post detailed tutorials, product reviews, and influencer collaborations.
- Utilize YouTube Shorts for quick beauty hacks and tips.

# TARGET AUDIENCE



The following is the target audience for organic social media promotion of MyGlamm.

## Gender

The targeted gender  
is females

## Age

The targeted age  
group is 16 - 35 year  
olds.

## Interest

Beauty, makeup,  
skincare, and  
lifestyle.

# CURRENT MARKETING TRENDS :-

**Video Content Dominance:** Short-form videos, reels, and tutorials continue to dominate engagement metrics across platforms like Instagram . MyGlamm can leverage this trend by creating quick makeup tips, product demos, and behind-the-scenes content.



**Interactive Content:** Polls, quizzes, and interactive stories are highly engaging on platforms like Instagram and Facebook. MyGlamm can use these features to gather customer preferences, feedback, and trends in beauty routines.



**User-Generated Content (UGC):** Encouraging customers to share their MyGlamm looks and experiences can foster community engagement and trust. Reposting UGC on MyGlamm's social media channels can also amplify brand authenticity.



# CURRENT MARKETING TRENDS :-

**Authentic Influencer Partnerships:** Consumers are increasingly drawn to authentic brand collaborations with influencers who align with MyGlamm's values and aesthetics. Partnering with micro-influencers known for their genuine engagement can boost brand credibility.

**Sustainability and Ethical Practices:** Consumers are increasingly mindful of brands' environmental impact and ethical practices. Highlighting MyGlamm's sustainable initiatives, cruelty-free products, and transparent sourcing can resonate well with socially conscious audiences.

**Localized and Personalized Content:** Tailoring content to specific regional preferences and cultural nuances can enhance MyGlamm's connection with diverse audiences. Personalizing recommendations and promotions based on customer data can also drive engagement and loyalty.



# CONTENT FORMAT :-

The following are the content pillars of organic social media strategy for MyGlamm.

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**01** Images: High-quality product shots, before-and-after comparisons.

**03** Stories: Daily updates, polls, quizzes, countdowns for launches.

**02** Videos: Short tutorials, Reels, live Q&A sessions.

**04** Carousels: Step-by-step guides, multiple product showcases.

# **ENGAGEMENT STRATEGY :-**

## **Community Building :**

- Responding promptly to comments and messages.
- Encouraging user participation through challenges and contests.
- Sharing UGC to build a sense of community.

## **Influencer Collaboration :**

- Partnering with beauty influencers and micro-influencers.
- Arranging takeovers, reviews, and giveaways with influencers.

## **Interactive Content :**

- Use polls, quizzes, and questions in Stories.
- Conduct live sessions for real-time interaction.

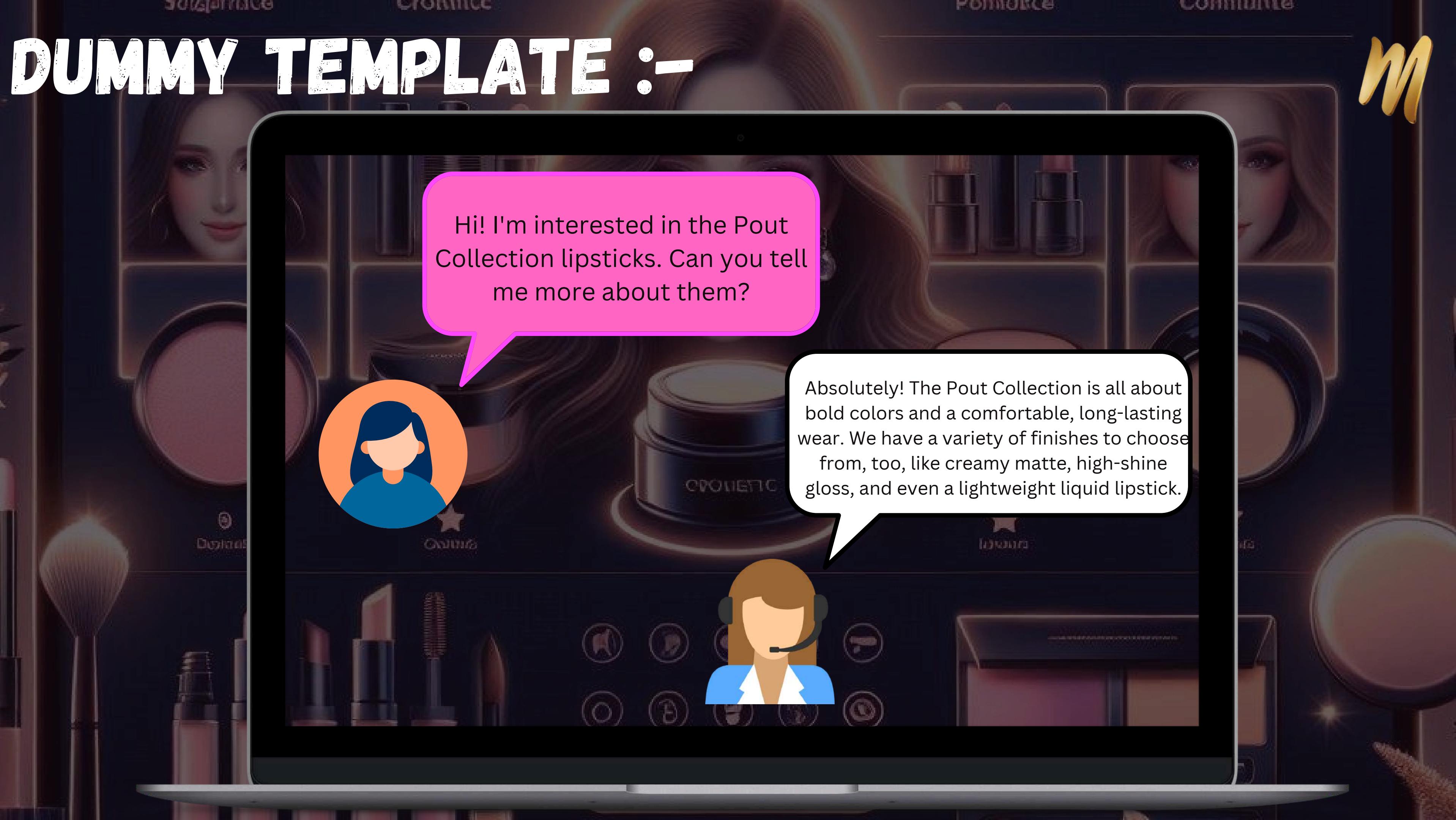
# POSTING SCHEDULE :-

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**Consistency:** Maintaining a consistent posting schedule tailored to each platform.

**Optimal Times:** Using analytics to determine the best times to post for maximum engagement.

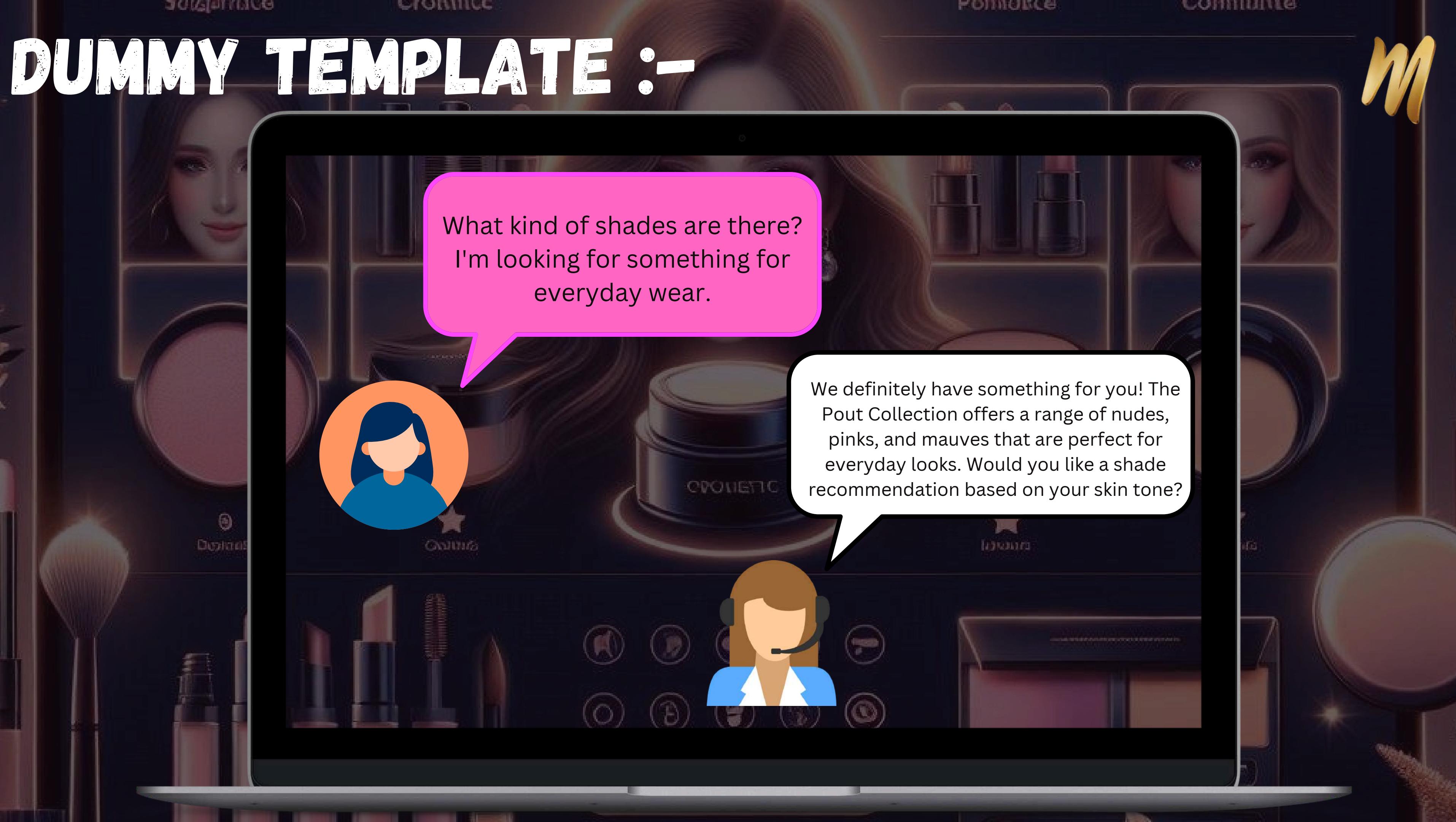
**Frequency:** Aim for daily Instagram stories and YouTube shorts, 2-3 posts per week on Facebook & reels on Instagram and weekly long videos on YouTube.



DUMMY TEMPLATE :-

Hi! I'm interested in the Pout Collection lipsticks. Can you tell me more about them?

Absolutely! The Pout Collection is all about bold colors and a comfortable, long-lasting wear. We have a variety of finishes to choose from, too, like creamy matte, high-shine gloss, and even a lightweight liquid lipstick.



DUMMY TEMPLATE :-

What kind of shades are there?  
I'm looking for something for everyday wear.

We definitely have something for you! The Pout Collection offers a range of nudes, pinks, and mauves that are perfect for everyday looks. Would you like a shade recommendation based on your skin tone?



## TASK - 3

# CONTENT CALENDAR :-

In this task, I will be developing a one-month content calendar for MyGlamm, grounded in the content strategy I created earlier. This calendar will focus on aligning with the brand's goals and objectives while ensuring that the content is relevant and engaging for the audience.



# CONTENT CALENDAR :-

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My Glamm Content Calendar .XLSX

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DATE

|   | A          | B         | C         | D        | E             | F                             | G   | H |
|---|------------|-----------|-----------|----------|---------------|-------------------------------|---|---|
| 1 | DATE       | DAY       | PLATFORM  | TIME     | CONTENT TYPE  | TOPIC                         | SOCIAL COPY   |   |
| 2 | 10/1/2024  | Tuesday   | Instagram | 10:00 AM | Image Post    | August Welcome                | Hello August! 🌟 A new month calls for new beginnings and new makeup looks! Let's kick off August with a burst of color and glam. What's your go-to look this month? Share with us! 🎉 #AugustGlam #MyGlamm |   |
| 3 |            |           |           | 12:00 PM | Story         | Makeup goal for August        | What's your makeup goal for August?   |   |
| 4 |            |           |           | 6:00 PM  | Carousel Post | Makeup Tutorial               | Quick and easy summer makeup look! ☀️ #SummerGlam #MakeupTutorial   |   |
| 5 |            |           | Facebook  | 3:00 PM  | Image Post    | August Welcome                | Welcome August! 💃 It's time to refresh your glam game with some bold new looks. What makeup trend are you excited to try this month? Let us know! #AugustGlam #MyGlamm                                    |   |
| 6 |            |           | YouTube   | 9:00 AM  | YT Shorts     | Daily Makeup Tip              | Quick tip: How to get the perfect winged eyeliner! ✨ #MakeupHacks #MyGlamm  |   |
| 7 |            |           |           |          |               |                               |   |   |
| 8 | 10/02/2024 | Wednesday | Instagram | 9:00 AM  | Story         | Sneak peek of our new product | Sneak peek of our new product launch!   |   |
| 9 |            |           | YouTube   | 12:00 PM | YT Shorts     | Daily Makeup Tip              | Top 3 must-have lipsticks for August! 🎉 #LipstickLove #MyGlamm  |   |

# CONTENT CALENDAR :-

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My Glamm Content Calendar .XLSX

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DATE

|    | A          | B        | C         | D        | E            | F  | G   | H |
|----|------------|----------|-----------|----------|--------------|--|---|---|
| 1  | DATE       | DAY      | PLATFORM  | TIME     | CONTENT TYPE | TOPIC                                      | SOCIAL COPY   |   |
| 9  |            |          | YouTube   | 12:00 PM | YT Shorts    | Daily Makeup Tip                           | #MyGlamm  |   |
| 10 |            |          |           |          |              |  |   |   |
| 11 | 10/03/2024 | Thursday | YouTube   | 9:00 AM  | YT Shorts    | Daily Makeup Tip                           | How to achieve a flawless base makeup look. 🌟 #FlawlessSkin #MyGlamm  |   |
| 12 |            |          |           | 5:00 PM  | Long Video   | Full Face Makeup Tutorial                  | Step-by-step full face makeup tutorial for beginners! Perfect your makeup skills with this comprehensive guide. 💡 #MakeupForBeginners #MyGlamm    |   |
| 13 |            |          | Instagram | 12:00 PM | Story        | Glam Up Weekend                            | Time to glam up your weekend! What's your go-to look?   |   |
| 14 |            |          |           | 6:00 PM  | Reel         | Product Review                             | Reviewing our latest foundation. Is it a hit or miss? ❤️ #ProductReview #MyGlamm  |   |
| 15 |            |          |           |          |              |  |   |   |
| 16 | 10/04/2024 | Friday   | YouTube   | 9:00 AM  | YT Shorts    | Daily Makeup Tip                           | Quick brow shaping tips for the perfect arch. 🌟 #BrowGoals #MyGlamm   |   |
| 17 |            |          | Instagram | 12:00 PM | Story        | Tag your bestie who needs a glam makeover! | Tag your bestie who needs a glam makeover!  |   |
| 18 |            |          | Facebook  | 3:00 PM  | Image Post   | Product Feature                            | Introducing our new matte lipstick range! These shades are perfect for all-day wear, keeping your lips luscious and matte. 🍄 #MatteMagic #MyGlamm |   |

# CONTENT CALENDAR :-

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My Glamm Content Calendar .XLSX

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| 1    | A          | B        | C         | D            | E          | F                          | G   | H |
|------|------------|----------|-----------|--------------|------------|----------------------------|---|---|
| DATE | DAY        | PLATFORM | TIME      | CONTENT TYPE | TOPIC      | SOCIAL COPY                |   |   |
| 20   | 10/05/2024 | Saturday | YouTube   | 9:00 AM      | YT Shorts  | Daily Makeup Tip           | Best makeup hacks for oily skin! ✨ #OilySkinHacks #MyGlamm  |   |
| 21   |            |          | Instagram | 12:00 PM     | Story      | Monday blues               | Feeling the Monday blues? Brighten up with a pop of color!  |   |
| 22   |            |          |           | 6:00 PM      | Reel       | Behind the Scenes          | Behind the scenes of our latest shoot! 📸 #BTS #MyGlamm  |   |
| 23   |            |          |           |              |            |                            |   |   |
| 24   | 10/06/2024 | Sunday   | YouTube   | 9:00 AM      | YT Shorts  | Daily Makeup Tip           | How to choose the right foundation shade for your skin tone. 💄 #FoundationTips #MyGlamm                               |   |
| 25   |            |          | Instagram | 12:00 PM     | Story      | What's in your makeup bag? | What's in your makeup bag? Share your essentials with us!   |   |
| 26   |            |          |           |              |            |                            |   |   |
| 27   | 10/07/2024 | Monday   | YouTube   | 9:00 AM      | YT Shorts  | Daily Makeup Tip           | Top 5 makeup trends for August 2024. 🔥 #MakeupTrends #MyGlamm   |   |
| 28   |            |          |           | 5:00 PM      | Long Video | Skincare Routine           | Ultimate skincare routine before makeup for a flawless finish! Prep your skin like a pro. ✨ #SkincareRoutine #MyGlamm |   |
| 29   |            |          | Instagram | 12:00 PM     | Story      | Midweek makeup look        | Share your midweek makeup look with us!   |   |

# CONTENT CALENDAR :-

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My Glamm Content Calendar .XLSX

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|    | A          | B         | C         | D        | E            | F                           | G   | H |
|----|------------|-----------|-----------|----------|--------------|-----------------------------|---|---|
| 1  | DATE       | DAY       | PLATFORM  | TIME     | CONTENT TYPE | TOPIC                       | SOCIAL COPY   |   |
| 29 |            |           | Instagram |          |              | Midweek makeup look         | Share your midweek makeup look with us!   |   |
| 30 |            |           |           | 6:00 PM  | Reel         | Quick Makeup Transformation | From day to night in just 5 minutes! 😍<br>#MakeupTransformation #MyGlamm  |   |
| 31 |            |           |           |          |              |                             |   |   |
| 32 | 10/08/2024 | Tuesday   | YouTube   | 9:00 AM  | YT Shorts    | Daily Makeup Tip            | Perfect winged eyeliner in just 2 steps! ✨ #EyelinerTips<br>#MyGlamm  |   |
| 33 |            |           | Instagram | 12:00 PM | Story        | Favorite My Glamm product   | Show us your favorite My Glamm product!   |   |
| 34 |            |           | Facebook  | 3:00 PM  | Blog Post    | Makeup Tips                 | 5 essential makeup tips every beginner should know!<br>Elevate your makeup game with these must-know hacks.<br>⚠️✨ #MakeupTips #MyGlamm |   |
| 35 |            |           |           |          |              |                             |   |   |
| 36 | 10/09/2024 | Wednesday | YouTube   | 9:00 AM  | YT Shorts    | Daily Makeup Tip            | Quick contouring tips for a sculpted look. Define and enhance your features with ease. ✨✨ #Contouring101<br>#MyGlamm                    |   |
| 37 |            |           | Instagram | 12:00 PM | Story        | Show your Best Shot         | Show us your best shot and let's celebrate your beauty!   |   |
| 38 |            |           |           | 6:00 PM  | Reel         | Makeup Hack                 | Easy makeup hack to make your lipstick last all day! Never worry about touch-ups again. 🍔✨ #MakeupHacks<br>#MyGlamm                     |   |

# CONTENT CALENDAR :-

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My Glamm Content Calendar .XLSX

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|    | A          | B        | C         | D        | E            | F                       | G  | H |
|----|------------|----------|-----------|----------|--------------|-------------------------|--|---|
| 1  | DATE       | DAY      | PLATFORM  | TIME     | CONTENT TYPE | TOPIC                   | SOCIAL COPY  |   |
| 40 | 10/10/2024 | Thursday | YouTube   | 9:00 AM  | YT Shorts    | Daily Makeup Tip        | Best highlighters for a glowing finish! Shine bright like a diamond. ✨ #HighlightingTips #MyGlamm                      |   |
| 41 |            |          |           | 5:00 PM  | Long Video   | Monsoon Makeup Tips     | Monsoon-proof makeup tips for a fresh look all day long! Stay glam even in the rain. ☔️ #MonsoonMakeup #MyGlamm        |   |
| 42 |            |          | Instagram | 12:00 PM | Story        | Weekend Glam Look       | What's your weekend glam look?   |   |
| 43 |            |          |           |          |              |                         |  |   |
| 44 | 10/11/2024 | Friday   | YouTube   | 9:00 AM  | YT Shorts    | Daily Makeup Tip        | Best eyeshadow palettes for a vibrant look! Add a pop of color to your eyes. 🌈 #EyeshadowLove #MyGlamm                 |   |
| 45 |            |          | Instagram | 12:00 PM | Story        | Sunday Skincare Routine | Tag your Sunday skincare routine with us!  |   |
| 46 |            |          | Facebook  | 3:00 PM  | Image Post   | Monsoon Skincare        | Keep your skin glowing this monsoon with our top skincare tips! Say goodbye to dull skin. ☁️ #MonsoonSkincare #MyGlamm |   |
| 47 |            |          |           |          |              |                         |  |   |
| 48 | 10/12/2024 | Saturday | YouTube   | 9:00 AM  | YT Shorts    | Daily Makeup Tip        | Quick tips for applying false lashes like a pro! Get that dramatic effect effortlessly. ✨ #FalseLashes #MyGlamm        |   |
| 49 |            |          | Instagram | 12:00 PM | Story        | Makeup Mantra           | What's your makeup mantra for the week?  |   |

# CONTENT CALENDAR :-

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My Glamm Content Calendar .XLSX

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Share

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|    | A          | B       | C         | D                  | E             | F                                | G  | H |
|----|------------|---------|-----------|--------------------|---------------|----------------------------------|--|---|
| 1  | DATE       | DAY     | PLATFORM  | TIME               | CONTENT TYPE  | TOPIC                            | SOCIAL COPY  |   |
| 50 |            |         |           |                    | Carousel Post | Makeup Tutorial                  | Step-by-step guide to creating the perfect smokey eye! Elevate your evening look with this classic style. ❤️🌟 #SmokeyEye #MakeupTutorial       |   |
| 51 |            |         |           |                    |               |                                  |  |   |
| 52 | 10/13/2024 | Sunday  | YouTube   | 9:00 AM YT Shorts  |               | Daily Makeup Tip                 | Top concealer hacks for covering blemishes and dark circles. Flawless skin is just a few steps away! 🌹🌟 #ConcealerTips #MyGlamm                |   |
| 53 |            |         | Instagram | 12:00 PM Story     |               | Midweek makeup check             | Time for a midweek makeup check!   |   |
| 54 |            |         |           |                    |               |                                  |  |   |
| 55 | 10/13/2024 | Monday  | YouTube   | 9:00 AM YT Shorts  |               | Daily Makeup Tip                 | How to create a stunning Independence Day makeup look. Show your patriotic spirit with style! IN 🌟 #IndependenceDay #MyGlamm                   |   |
| 56 |            |         |           | 5:00 PM Long Video |               | Independence Day Makeup Tutorial | Step-by-step Independence Day makeup tutorial! Celebrate with a look that's bold, beautiful, and patriotic. IN 🌟 #IndependenceDayGlam #MyGlamm |   |
| 57 |            |         | Instagram | 12:00 PM Story     |               | Special Patriotic Look           | Get ready to shine with a special patriotic look.  |   |
| 58 |            |         |           |                    |               |                                  |  |   |
| 59 | 10/14/2024 | Tuesday | YouTube   | 9:00 AM YT Shorts  |               | Daily Makeup Tip                 | Independence Day special: Quick and easy tricolor eye makeup! Show your national pride with these vibrant colors.                              |   |

# CONTENT CALENDAR :-

[https://docs.google.com/spreadsheets/d/10BKiatj9EzN2e1mTVogy0dVqpiQfmetV/edit?  
usp=sharing&ouid=10367999496822347504  
9&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/10BKiatj9EzN2e1mTVogy0dVqpiQfmetV/edit?usp=sharing&ouid=103679994968223475049&rtpof=true&sd=true)

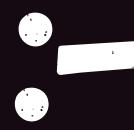
Here's the link for the content calendar for the month of october which I've prepared.





## TASK - 4

# AD COPIES & GRAPHICS CREATION



In this task, I have created 2 graphics for MyGlamm Instagram (1 post, 1 Story). I have written 2 ad copies for the brand. Also have created a reel for the brand.



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## BANNER FOR IC STORY :-

- I have created this poster for the MyGlamm's Instagram story.
- Used canva for creation.
- In this I've specified about the discount that is exclusively available only on the website.

# BANNER FOR IG POST :-

- I have created this poster for the MyGlamm's Instagram post.
- Used canva for creation.
- In this I've specified about the discount that is exclusively available only on the website.



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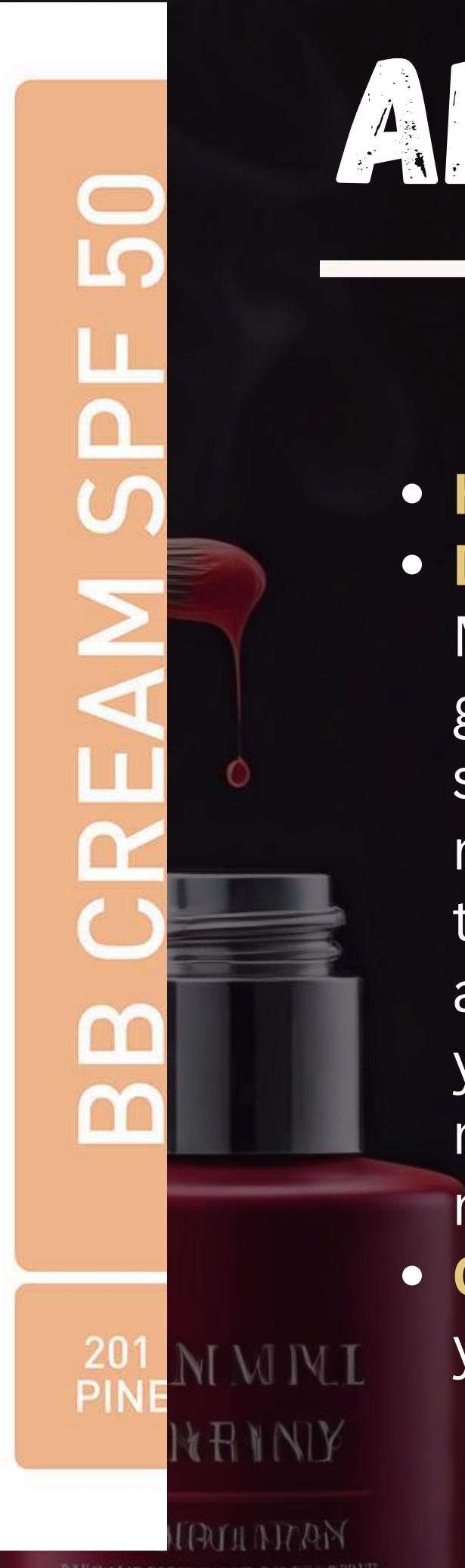
SERUM FOUNDATION  
202W SUNN

## AD COPY - 1

- **Headline:** "Flawless Skin, All Day Long! ✨"
- **Description:** Achieve a natural, flawless finish with MyGlamm's XYZ Foundation. This lightweight formula provides buildable coverage while nourishing your skin with SPF 30 protection. Say goodbye to touch-ups and hello to all-day radiance! Shop now and let your skin glow effortlessly. ☀️
- **Call-to-Action (CTA):** "Get Your Perfect Match Today!"

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# AD COPY - 2

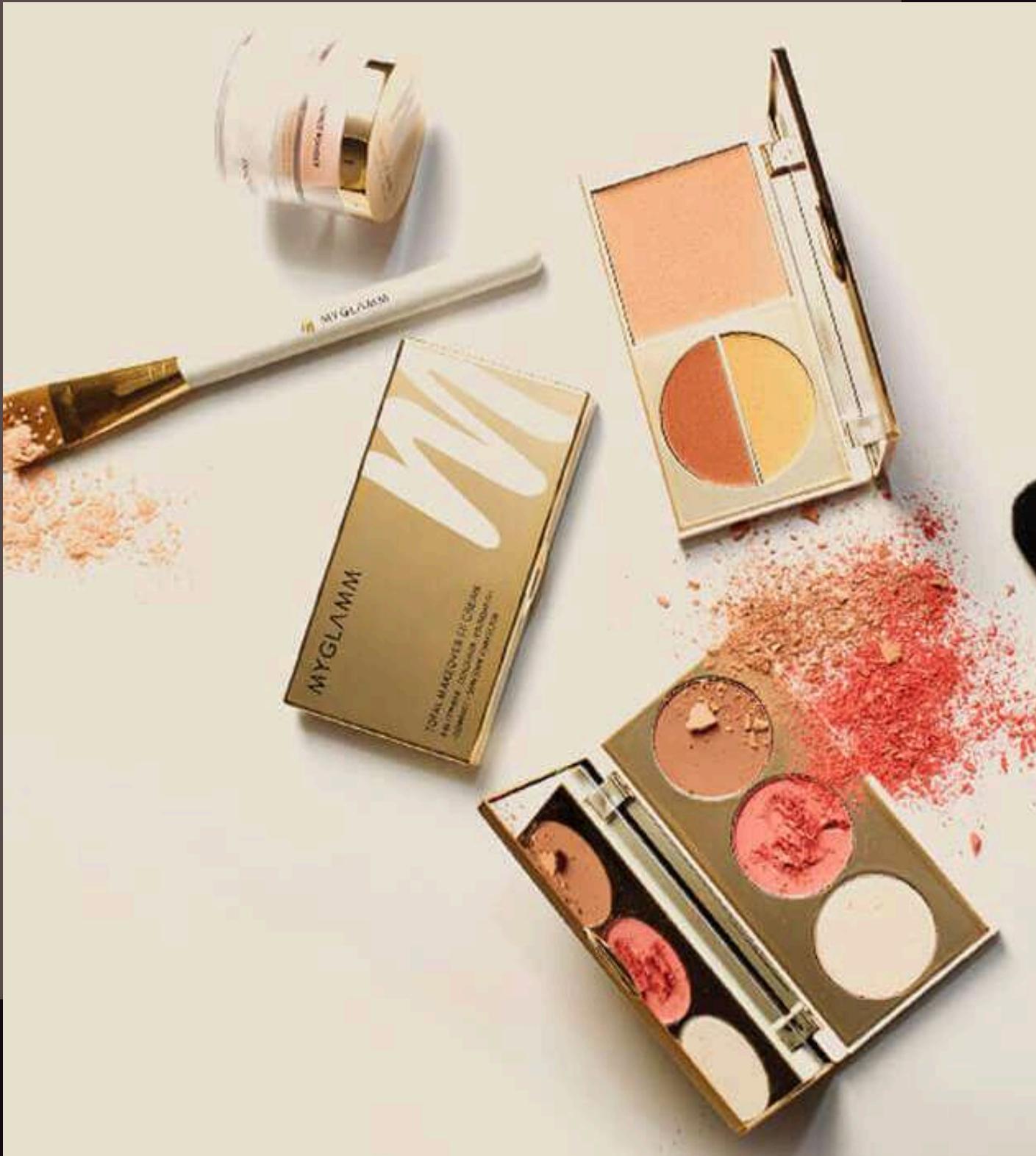


- **Headline:** "Glow that feels natural! ✨"
- **Description:** "Get that fresh look with MyGlamm's Super Serum BB Cream. It gives you good coverage to even out your skin tone. This cream is special because it not only makes you look pretty but also takes care of your skin. With every application, you get hydration that keeps your skin soft and smooth. No more heavy makeup! With MyGlamm, you can glow naturally."
- **Call-to-Action (CTA):** "Try the magic by yourself!"

\*Based on consumer testing on 110 women, July 2022 on daily usage

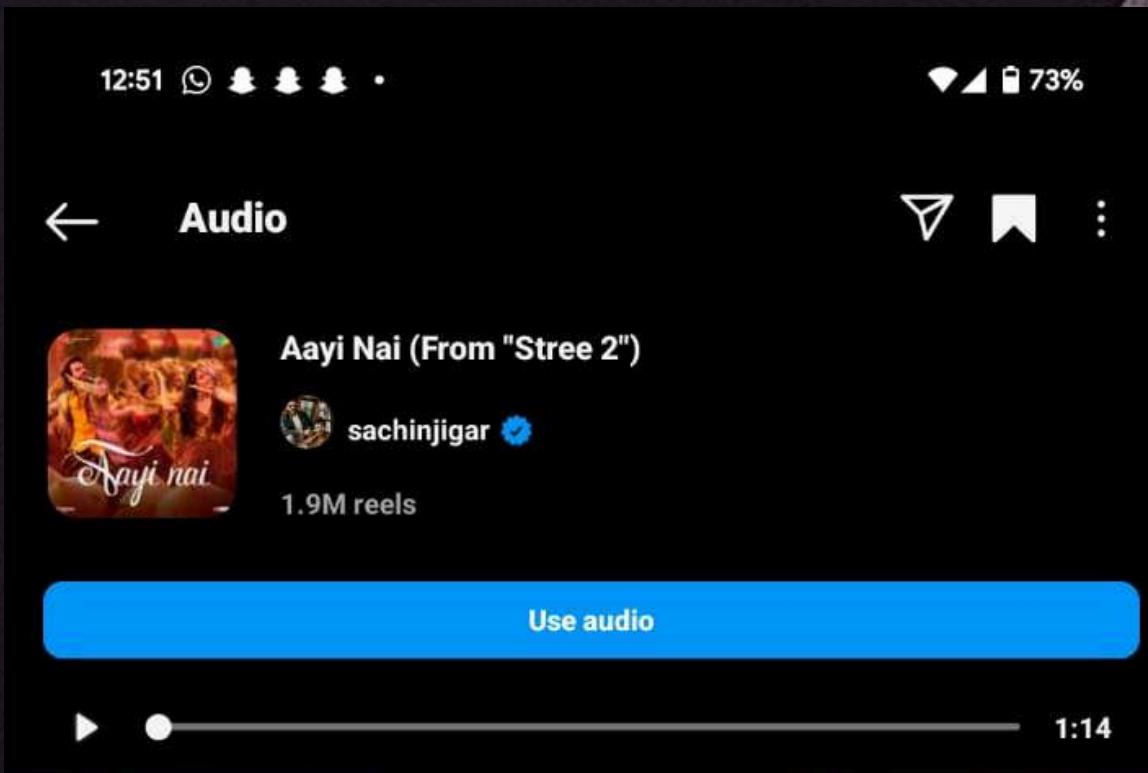


# BRAND AWARENESS :-



- **Caption:** ★Welcome to the world of MyGlamm ,where beauty meets efficiency!★
- **Description:** At MyGlamm, we believe in empowering you to express your unique beauty with confidence .Our wide range o fmakeup and skincare products are designed to enhance your natural glow, letting your true selfshine through .From cruelty-free formulations to cutting-edge ingredients, every product is crafted with love, care, and a deep understanding of what you need. But we're more than just a beauty brand –we're a community. A place where beauty enthusiasts, like you, come together to inspire ,share, and celebrate individuality .Join us on this journey, and let's create beauty that goes beyond the surface.★
- **Hashtags:** #MyGlammBeauty #BeautyRevolution #CrueltyFreeMakeup #GlowWithMyGlamm

# REEL CREATION :-



Created reel

Trendy song used.

<https://drive.google.com/file/d/1f-z05lvmrOytNx97n9NXDOEJcaDbcos/view?usp=sharing>

