



DIGITAL MARKETING OF KAY BEAUTY

Our Team

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Kay
Beauty



COMPREHENSIVE DIGITAL MARKETING FOR KAY BEAUTY

Kay
BEAUTY

- 1.BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA
- 2.SEO & KEYWORD RESEARCH
- 3.CONTENT IDEAS & MARKETING STRATEGIES
- 4.CONTENT CREATION & CURATION

BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/ AUDIENCE'S PERSONA



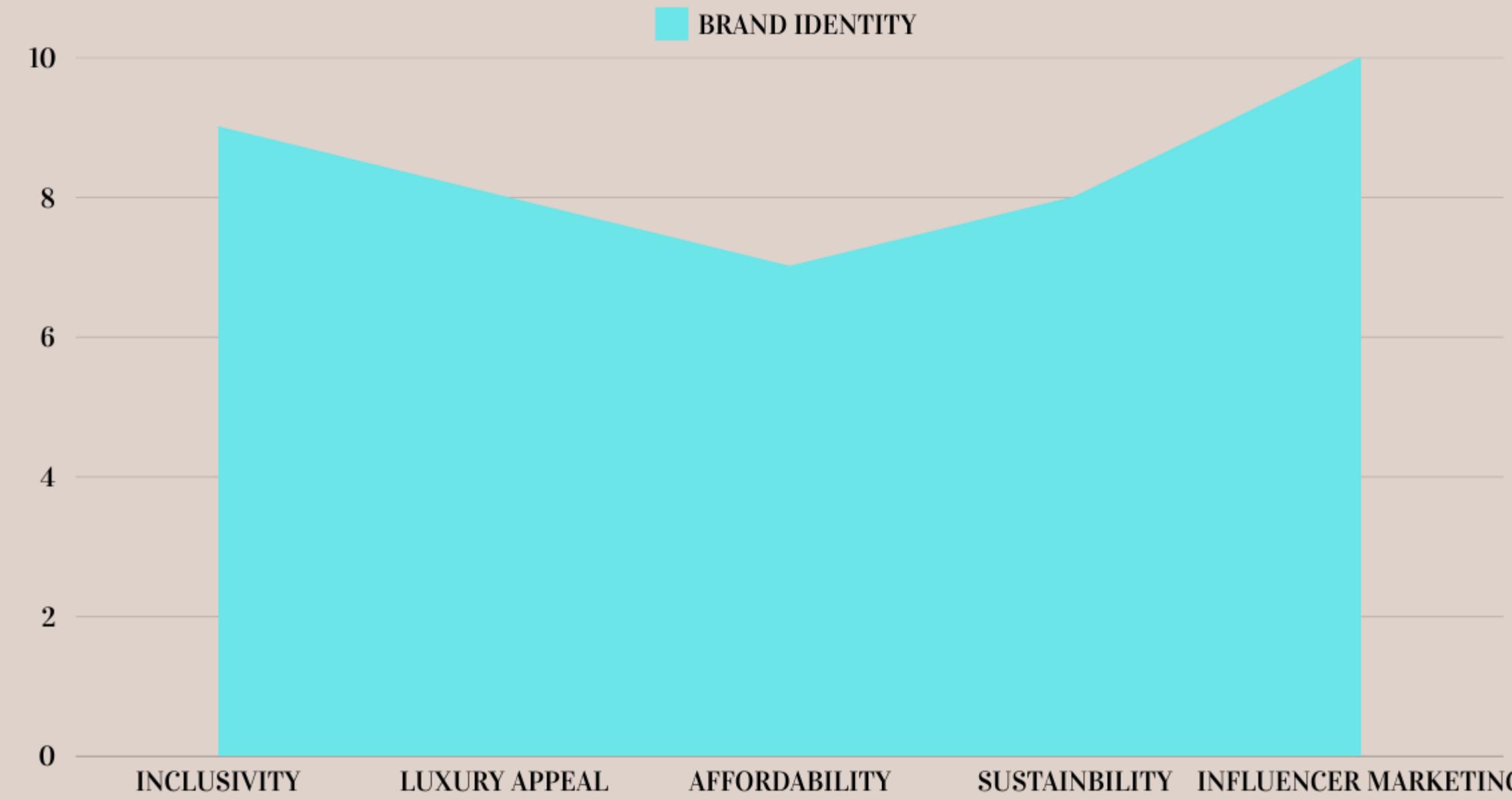
RESEARCH BRAND IDENTITY:

Kay Beauty is a cosmetics brand co-founded by Bollywood actress Katrina Kaif and the Indian e-commerce company Nykaa in 2019.

Kay Beauty strives to represent diverse beauty standards by featuring individuals of various genders, ages, and ethnicities in its campaigns

The brand offers a variety of makeup products, including lipsticks, foundations, highlighters, and blush compacts.

KAY BEAUTY'S BRAND IDENTITY ON SOCIAL MEDIA

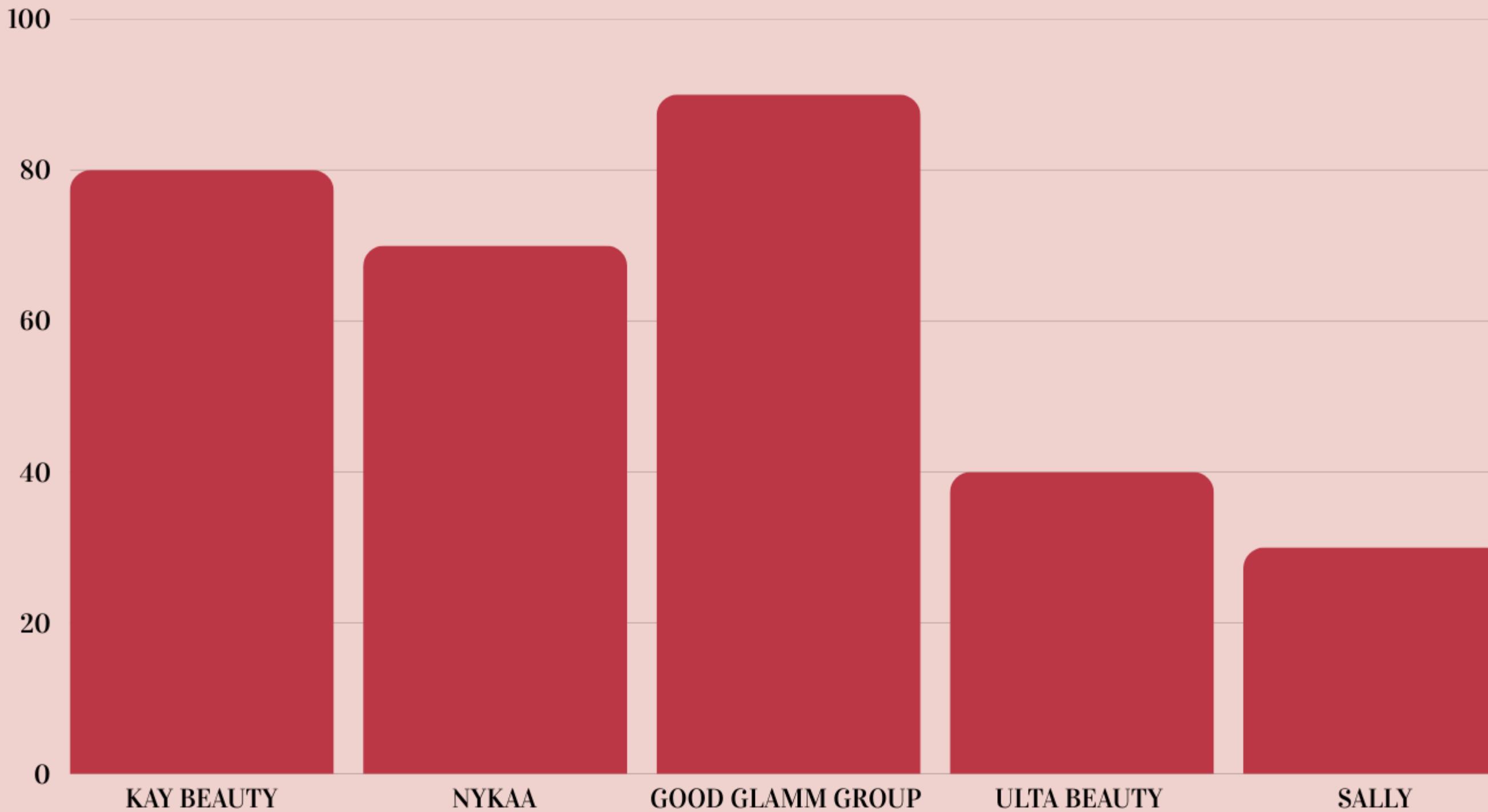




COMPETITOR ANALYSIS:

- 1. Nykaa: While Nykaa is the parent company of Kay Beauty, it also functions as a competitor through its own extensive range of beauty products.*
- 2. Good Glamm Group: Founded in September 2021, the Good Glamm Group is a content-to-commerce company that produces and sells personal care and cosmetic products.*
- 3. International Brands: Global beauty retailers like Ulta Beauty and Sally Beauty Holdings also represent competition, especially as they explore entry into the Indian market.*

MARKET PENETRATION : DIGITAL PRESENCE



BUYER'S / AUDIENCE'S PERSONA :

Kay Beauty's target audience consists primarily of individuals who seek inclusive, high-quality beauty products that cater to diverse skin tones and types. The brand aims to engage consumers who value empowerment, self-expression, and diversity. Here are some key buyer personas:

1. Millennial Women (Aged 25-35)

Demographics:

Age: 25-35 years old

Occupation: Young professionals, influencers, and creative workers

Income: Middle to upper-middle class

Location: Urban cities in India (e.g., Mumbai, Delhi, Bangalore, etc.)

SEO & KEYWORD RESEARCH

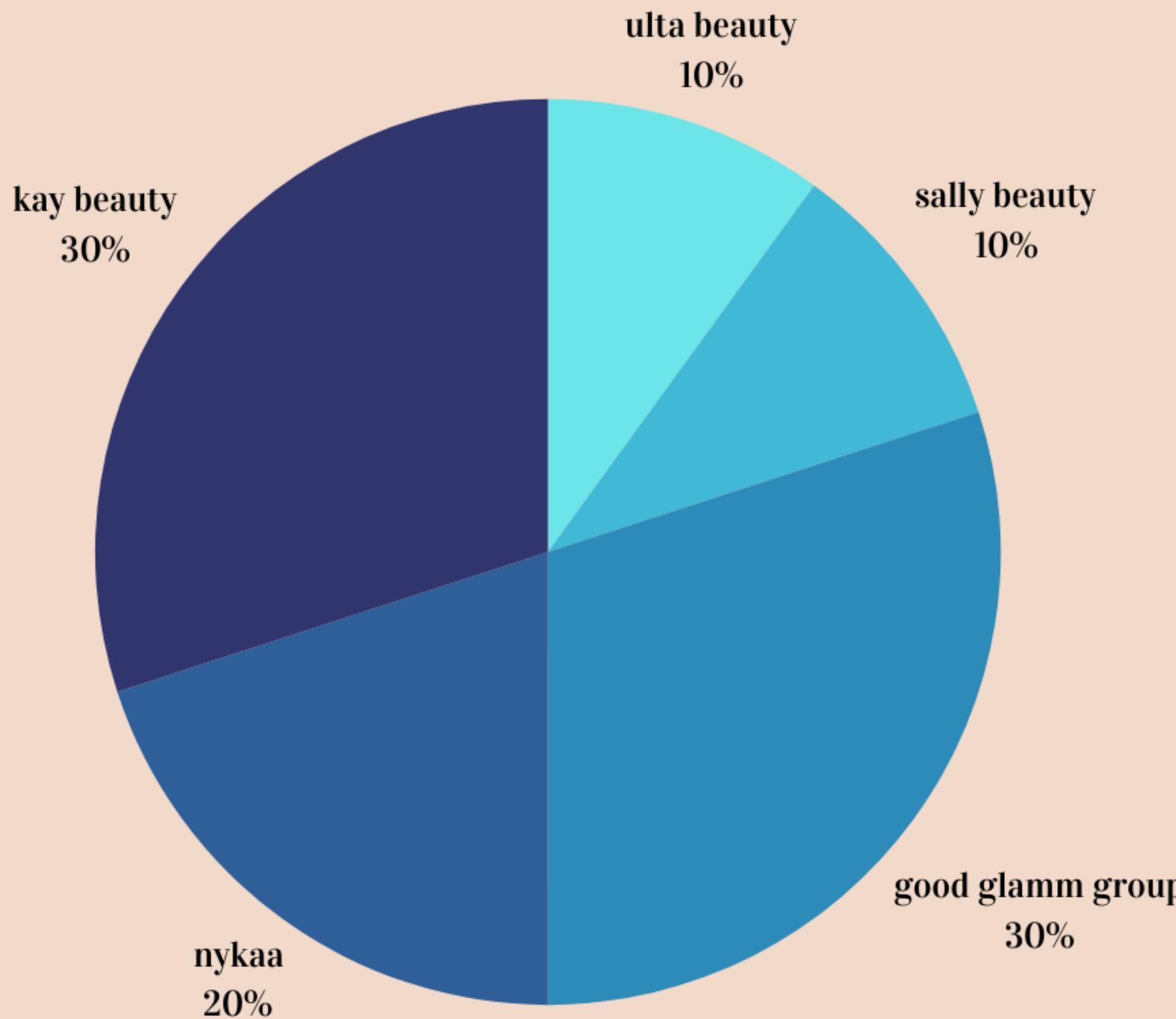
SEO AUDIT:

Performing an SEO audit for Kay Beauty involves assessing the brand's website and online presence to identify areas for improvement in search engine optimization.

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Audit: Site speed is crucial for both user experience and SEO ranking. Tools like Google PageSpeed Insights or GTmetrix can be used to measure page load times.

SOCIAL MEDIA ENGAGEMENT DISTRIBUTION





KEYWORD RESEARCH :

Kay Beauty primarily targets urban, millennial women seeking high-quality makeup products that enhance their beauty and align with their lifestyle. These consumers are frequent makeup users who desire products that provide both glamour and care, suitable for various occasions from everyday wear to special events.

Cruelty-free makeup India

Long-lasting makeup

Best natural beauty products

Korean beauty products

ON PAGE OPTIMIZATION:

On-page optimization is essential to ensure that Kay Beauty's website is fully optimized for search engines while providing an excellent user experience.

On-page optimization for Kay Beauty should focus on enhancing the overall user experience while ensuring that all content is aligned with SEO best practices. By optimizing title tags, meta descriptions, content, images, internal linking, and overall UX, Kay Beauty can improve its search engine rankings, increase organic traffic, and drive conversions from targeted visitors.



CONTENT IDEAS & MARKETING STRATEGIES

CONTENT IDEA GENERATION & STRATEGIES :



Creating compelling and engaging content for Kay Beauty can help the brand build a strong connection with its audience while enhancing its SEO and online visibility.

1. Content Strategy for Kay Beauty :

Educational content positions Kay Beauty as an expert in the beauty industry and builds trust with its audience. This content can cover a wide range of topics relevant to Kay Beauty's target customers.



2. Content Ideas for Kay Beauty's Blog, YouTube, and Social Media :

Instagram/Facebook Stories and Reels:

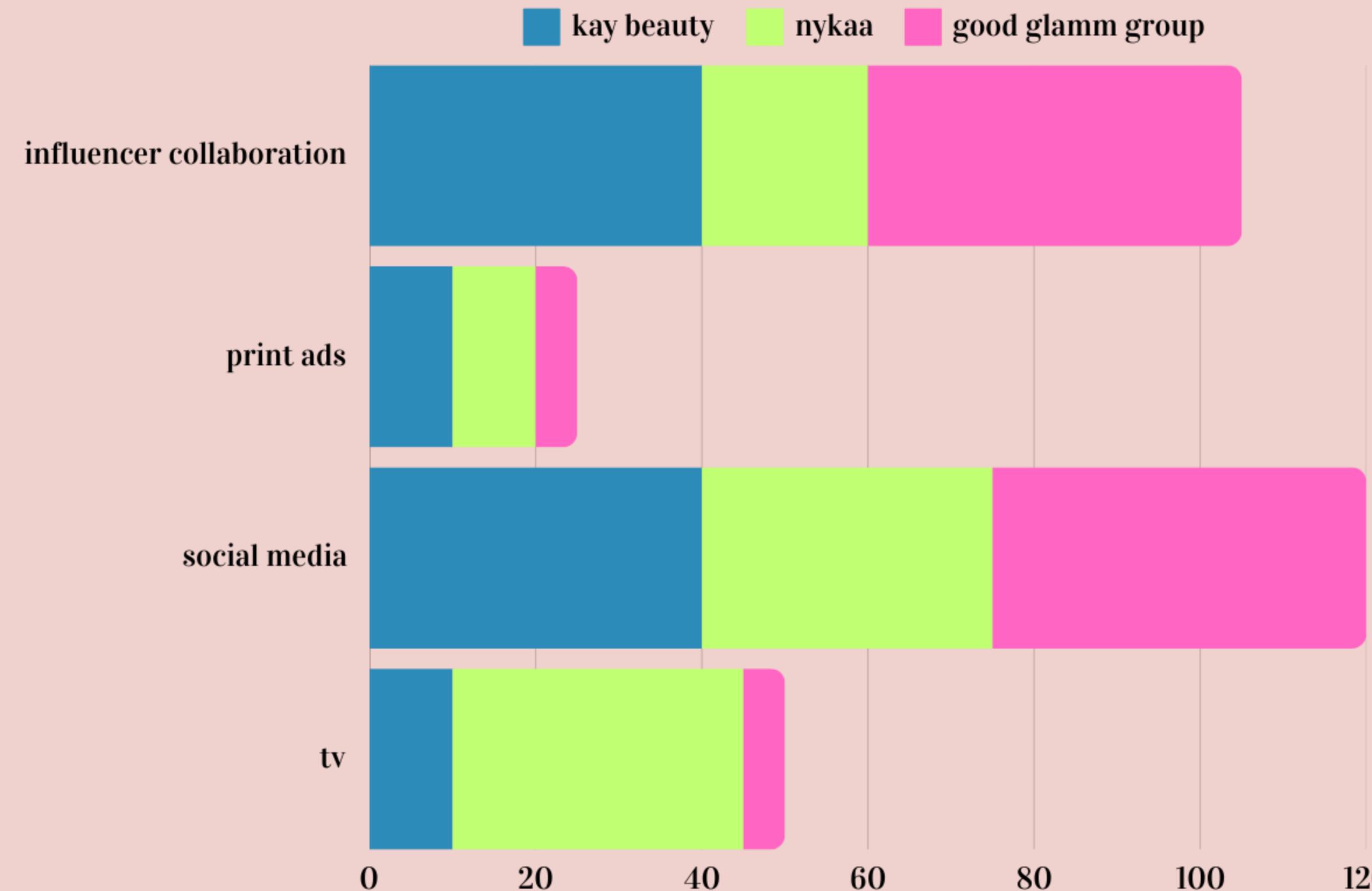
Share short videos and stories showing the product creation process, packaging, and the care that goes into creating each product.

3. Content Distribution Strategy:

Once content is created, it's important to have a clear distribution strategy to ensure it reaches Kay Beauty's target audience.

Use Instagram, Facebook, TikTok, and YouTube to share content like tutorials, product demos, behind-the-scenes, and customer reviews.

ADVERTISING SPEND ALLOCATION



MARKETING STRATEGIES :

Kay Beauty, founded by Bollywood actress Katrina Kaif, focuses on creating inclusive, cruelty-free, and high-performance beauty products. The brand's marketing strategies effectively combine celebrity influence, digital marketing, social media engagement, and community-building to reach a wide audience and create a loyal customer base.

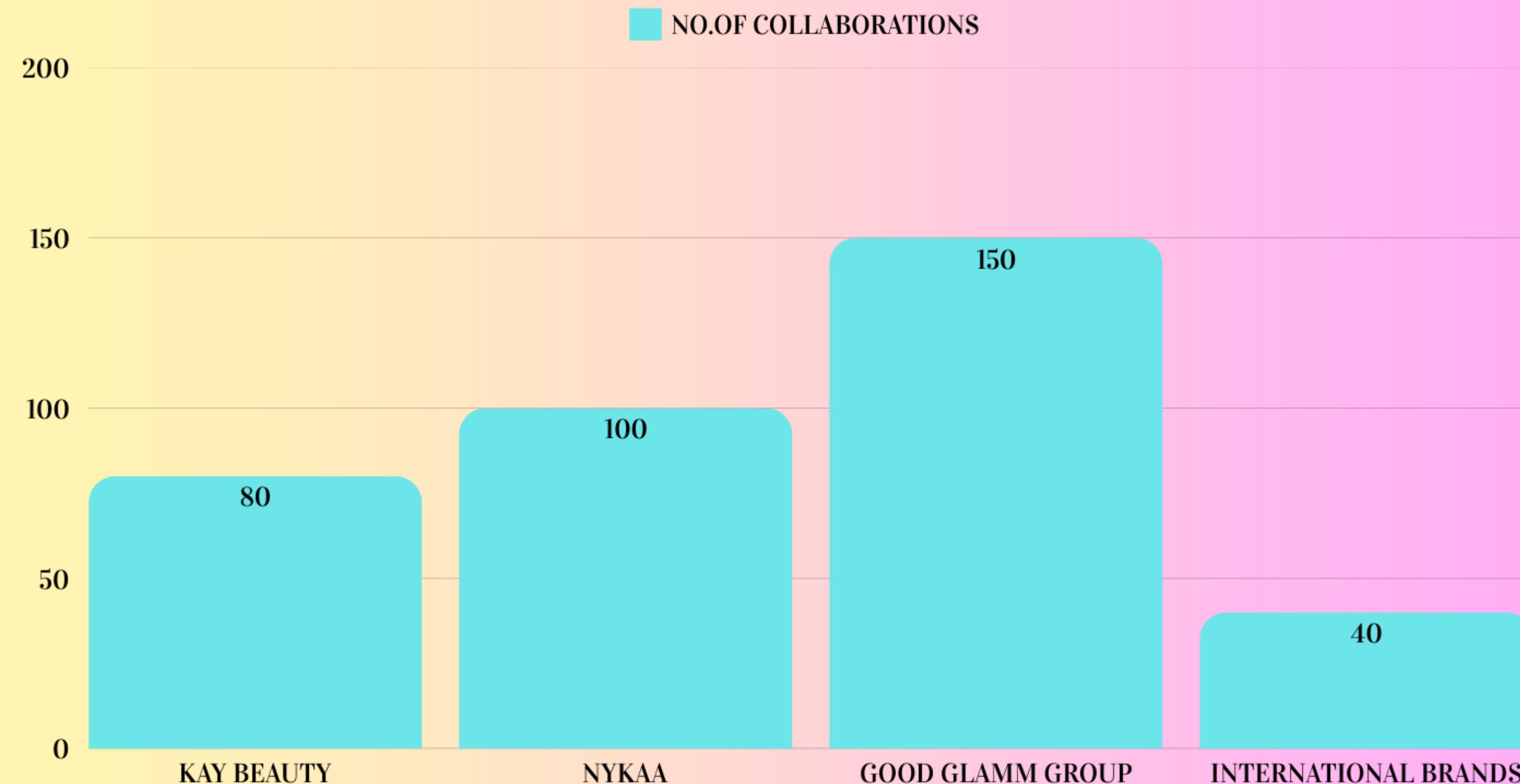
MARKETING PRICE POSITIONING



2. Celebrity Branding: The face of Kay Beauty is none other than Katrina Kaif, a popular Bollywood actress with a massive fan following. She serves as both the brand ambassador and the key influencer.

3. Kay Beauty partners with influencers, beauty bloggers, and makeup artists to create buzz around the products. These influencers promote the products through tutorials, reviews, and looks created with Kay Beauty.

INFLUENCER COLLABORATIONS BY BRANDS IN THE PAST YEAR



CONTENT CREATION & CURATION



POST CREATION :

✨ **Glow Like a Star with Kay Beauty!** ✨

Your beauty, your rules – and we've got the perfect makeup to match! From ultra-hydrating foundations to power-packed lipsticks, Kay Beauty is here to give you that effortless glam with skincare-infused formulas.

- ✓ **Lightweight, breathable textures**
- ✓ **Infused with nourishing ingredients**
- ✓ **Long-lasting & flawless finish**

Because beauty isn't just about looking good, it's about feeling amazing too! ❤️

Tag your bestie who needs to upgrade their makeup game! 💄 ✨

MEDIABRIEF

Kay X NYKAA

DESIGNS/ VIDEO EDITING :

DESIGNS :

- 1 Skin-Loving Formulas :** *Lightweight, hydrating, and long-wearing for daily wear.*
- 2 Inclusivity & Shade Range :** *Neutral and warm undertones to suit Indian complexions perfectly.*
- 3 Luxurious Packaging :** *Functional, travel-friendly packaging with a premium feel.*
- 4 Performance :** *Multi-functional products like multi-use sticks to simplify makeup routines.*
- 5 Digital-First :** *Strong social media presence with influencers, tutorials, and user-generated content.*

VIDEO STRATEGY :

- 1 Sleek & Minimal Aesthetic :** *Use of soft lighting and high-definition close-ups for a luxe feel.*
- 2 Fast-Paced, Engaging Cuts :** *Slow-motion product shots to emphasize textures, swatches.*
- 3 Celebrity Integration :** *User-generated content (UGC) edits to build engagement.*
- 4 Music & Sound Design:** *Use of ASMR product application sounds (e.g., lipstick swipes, foundation)*
- 5 Before & After Transformations :** *Uses natural-looking edits to maintain authenticity.*

DESIGN & PACKAGING COMPARISON



SOCIAL MEDIA AD CAMPAIGNS :

1 Brand Awareness & Positioning :

- Promote "Makeup That Loves Your Skin" as a core brand message.
- Establish Kay Beauty as a luxury yet accessible beauty brand.

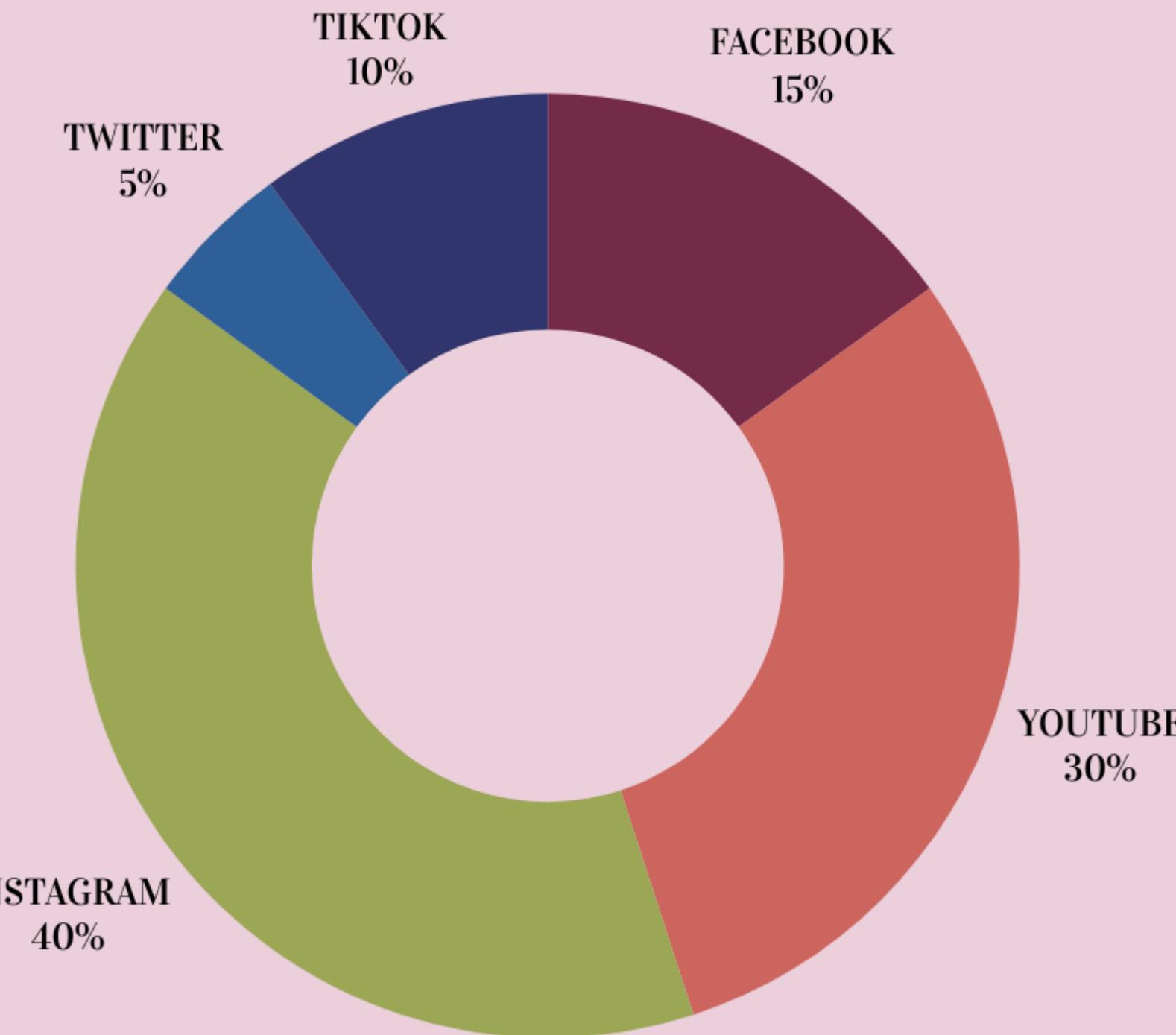
2 Digital-First & Social Media :

- Focus on Instagram Reels, YouTube Shorts, and TikTok to attract a younger audience.
- Use engaging content formats like GRWM (Get Ready With Me), makeup challenges, and behind-the-scenes footage.

3 Emotional & Value-Driven Messaging :

- Promote self-love, confidence, and empowerment through
- Campaigns like 'Kay Konversations' highlight real-life inspiring stories, connecting deeper with audiences.

KAY BEAUTY'S SOCIAL MEDIA AD CAMPAIGN DISTRIBUTION



EMAIL AD CAMPAIGNS :

1. "Kay Glow Insider" – Exclusive Beauty Tips & Tutorials :

- **Subject:** "Unlock Katrina's Beauty Secrets – Just for You!"
- **Content:** Share step-by-step tutorials, pro makeup artist tips, and video guides featuring Kay Beauty products.
- **CTA:** "Watch Now & Shop the Look"

2."Kay Deals & Steals" – Exclusive Discounts & Bundles :

- **Subject:** "Your Favorite Products, Now on Sale!"
- **Content:** Limited-time discounts, bundle offers, and flash sales.
- **CTA:** "Shop the Sale Before It's Gone!"

3."Kay Deals & Steals" – Exclusive Discounts & Bundles :

- **Subject:** Incorporate the recipient's name to create personalization.
- **Content:** Providing special discounts or early access to new products.
- **CTA:** "Encouraging Immediate Purchases".

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YOU

