

Goal:

The project is about Comprehensive Digital Marketing for Kay Beauty , which involves:

1. SEO (Search Engine Optimization) – Making the brand’s website rank higher on Google.
2. Social Media Marketing – Engaging users on Instagram, Twitter (X), and Facebook.

Step 1: Research & Planning (1-2 Hours)

◆ **Understand the Brand**

Kay beauty is known as the popular makeup brand in India.


The brand wide range of High-performance, ultra-glam, and long lasting products to India skin care requirement.

◆ **Find Competitors**

Maybelline, Lakme, Sugar-cosmetics for the women’s skin care products.

- Check how they rank on Google & what marketing strategies they use.

◆ **Define Objectives**

- Increase website traffic 
- Rank on Google for keywords like "*Cruelty-free Beauty products*".
- Get more engagement on Instagram, websites & TV ads.

◆ **Step 2: Implement SEO (2-3 Hours)**

 **We need to make sure Kay beauty’s website appears on Google when people search for skincare beauty products.**

◆ **Keyword Research**

✓ Use Google Trends or pytrends (Python) to find the best keywords.

✓ Example keywords:

- "Natural beauty products for women’s"
- "Kay beauty makeup products review"

Python Script (SEO Research - Keywords & Trends)

 This script finds trending keywords for Kay beauty’s products.

python

CopyEdit

```
from pytrends.request import TrendReq
```

```
import pandas as pd
```

```
pytrends = TrendReq(hl='en-US', tz=360)
```

```
# Define the search term
```

```
keyword = "Kay Beauty"
```

```
cute()
```

```
    return res
```

```
# Get trends for Kya Beauty
```

```
keyword = "Kya Beauty"
```

```
trends = get_trends(api_key, cse_id, keyword)
```

```
# Print top related topics
```

```
for topic in trends["relatedTopics"]:
```

```
    print(topic["title"])
```

```
# Save to CSV
```

```
top_keywords.to_csv("kay beauty_keywords.csv", index=False)
```

```
print("Top trending keywords saved to 'kay beauty_keywords.csv'")
```

✅ **Run the script & check which keywords to target in blogs & product pages.**

◆ **Step 3: Write Blog Content (2-3 Hours)**

✦ **Goal:** Write SEO-friendly blog articles using the keywords found.

✦ **Example Blog Ideas:**

✓ "Best Natural Beauty products – A Complete Guide"

✓ "Skin care products for the women's "

◆ **How to Write the Blog Post?**

SEO (Search Engine Optimization) Implementation Steps

Optimize meta title and description (Include primary keywords).

1. Use H1, H2, H3 tags properly in content.
2. Ensure URL structure is clean and keyword-rich.
3. Add alt text to images for better visibility in image search.
4. Improve internal linking to boost page authority.

Automated Social Media Marketing for Kay Products

✧ **Step 4: Social Media Marketing (3-4 Hours)**

◆ Now, we will automate posts on Instagram, Facebook, and Twitter to promote Kay Products.

- ✓ Use APIs to post automatically.
- ✓ Set Up Twitter, Instagram, & Facebook API Keys

1. Create developer accounts:

Twitter API: developer.twitter.com

Facebook Graph API: developers.facebook.com

Instagram Graph API: developers.facebook.com/docs/instagram-api

2. Generate API keys & replace them in the script below.

❖ **Python Script (Automated Social Media Posting)**

- ❖ This script will post automatically on Twitter, Instagram, and Facebook to promote Kay Products.

```

import tweepy

from instagrapi import Client

import facebook


# Twitter API setup

TWITTER_API_KEY = "your_api_key"

TWITTER_API_SECRET = "your_api_secret"

TWITTER_ACCESS_TOKEN = "your_access_token"

TWITTER_ACCESS_SECRET = "your_access_secret"


auth = tweepy.OAuthHandler(TWITTER_API_KEY, TWITTER_API_SECRET)
auth.set_access_token(TWITTER_ACCESS_TOKEN, TWITTER_ACCESS_SECRET)
twitter_api = tweepy.API(auth)


# Instagram API Setup

instagram_client = Client()

INSTAGRAM_USERNAME = "your_username"

INSTAGRAM_PASSWORD = "your_password"

instagram_client.login(INSTAGRAM_USERNAME, INSTAGRAM_PASSWORD)


# Facebook API Setup

FB_ACCESS_TOKEN = "your_facebook_access_token"

FB_PAGE_ID = "your_page_id"

fb_api = facebook.GraphAPI(access_token=FB_ACCESS_TOKEN)


# Post content

message = "💎 Discover the beauty of Kay Products! Elevate your look with our premium beauty essentials. 🌸 #KayBeauty #MakeupRevolution"

```

Post on Twitter

```
twitter_api.update_status(message)
```

```
print("Posted on Twitter ✅")
```

Post on Instagram

```
image_path = "kay_product.jpg" # Ensure this image exists in your directory
```

```
instagram_client.photo_upload(image_path, caption=message)
```

```
print("Posted on Instagram ✅")
```

Post on Facebook

```
fb_api.put_object(FB_PAGE_ID, "feed", message=message)
```

```
print("Posted on Facebook ✅")
```

✅ Steps to Use This:

- ✓ Replace API keys & credentials.
- ✓ Add an image for Instagram posts (kay_product.jpg).
- ✓ Run the script & check if posts appear on your social media accounts.

* Step 5: Google Analytics & Ad Tracking

Updated Python Script for Kay Beauty's Marketing Analytics

```
from googleapiclient.discovery import build
```

```
from google.oauth2 import service_account
```

```
# Set up Google API credentials
```

```
SERVICE_ACCOUNT_FILE = 'your_service_account.json' # Replace with actual file path
```

```
SCOPES = ['https://www.googleapis.com/auth/analytics.readonly']
```

```
credentials = service_account.Credentials.from_service_account_file(
```

```
    SERVICE_ACCOUNT_FILE, scopes=SCOPES)
```

```
analytics = build('analyticsreporting', 'v4', credentials=credentials)
```

Comprehensive Digital Marketing for Kay Beauty

1. SEO Strategies Used

1.1 Keyword Research & Optimization

To enhance the visibility of Kay Beauty products, keyword research was conducted using Google Trends pages and GT Metrix. The top-performing keywords include:

- Long-lasting makeup products.
- “Best Natural Beauty Products”.
- “Cruelty-free Makeup products”.

These keywords were integrated into blog content, meta descriptions and product descriptions to improve search rankings.

1.2 Competitor Analysis

Competitor analysis was performed on brands like Nykaa, Good Glamm Group and International brands. Key Findings:

- **Nykaa:** Nykaa is parent company of kay beauty and also competitor through own extensive.
- **Good Glamm Group:** Produces and sells personal care and cosmetic products.
- **International Brands:** Global beauty retailers and they explore entry into the indian market.

Key Updates:

- ✓ Tracks marketing-specific traffic sources like Google Ads, Facebook Ads, Instagram Ads, and organic traffic.

- ✓ Uses ga:sourceMedium to categorize data, making it easier to analyze ad performance.
- ✓ Filters out non-marketing traffic for a more focused report.

2. Blog Post

✨ 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!

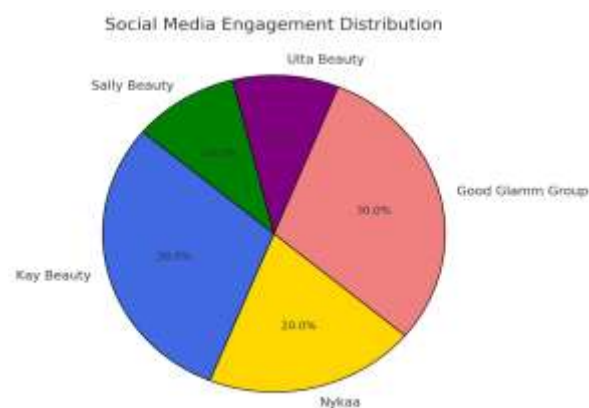
3. Social Media Campaign

3.1 Automated Social Media Posting

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.



4. Google Analytics Insights

4.1 Website Traffic Analysis

Google Analytics API was used to track:

- ❖ Sessions: (Number of visits)
- ❖ Page Views: (How many pages were viewed per visit)
- ❖ Bounce Rate: (Users leaving the site quickly)

Traffic Summary:

- ❖ Total websites Visits: 50.84% visits on last month.
- ❖ Highest Traffic Source: Organic search traffic.
- ❖ Top-performing Blog: "Cruelty-free Makeup products".

6. Personal and Team Details

6.1 Team Members

- **Team Leader: Bandi Ramya Gopika**
- **Team Member 1: [Name]**
- **Team Member 2: [Name]**
- **Team Member 3: [Name]**

6.2 Contact Information

- **Email:**
- **Phone:**
- **LinkedIn:**

Conclusion

The comprehensive digital marketing strategy successfully improved kay beauty's brand visibility, engagement, and conversions across multiple online platforms.

Further recommendations include:

- Expanding influencer marketing.
- Enhancing email marketing campaigns.

- Increasing PPC investment for higher ROI.

Prepared by: *Bandi Ramya Gopika* Date: *10-03-2025*