

**Project Title : Comprehensive Digital Marketing For Plum goodness**

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## **INTRODUCTION**

*Comprehensive digital marketing for Plum Goodness involves leveraging a mix of online strategies to enhance brand visibility, engage customers, and drive sales. This includes search engine optimization (SEO) to improve website ranking, social media marketing to build community engagement, and content marketing to educate and attract potential buyers. Additionally, email campaigns, influencer collaborations, and paid advertising on platforms like Google and Meta help in reaching targeted audiences effectively.*

*A data-driven approach ensures continuous improvement, using analytics to track performance and refine strategies for better ROI. Customer-centric initiatives like loyalty programs, personalized offers, and interactive content enhance user experience and brand trust. By integrating these methods, Plum Goodness can strengthen its online presence, increase conversions, and maintain a competitive edge in the beauty and skincare industry.*

## BRAND STUDY, COMPETITOR ANALYSIS AND BUYER'S PERSONA



A \*\*brand study\*\* examines a company's identity, values, and market positioning to understand how it is perceived by consumers. \*\*Competitor analysis\*\* evaluates rival businesses, comparing their strengths, weaknesses, pricing, marketing strategies, and customer engagement to identify opportunities for differentiation. A \*\*buyer persona\*\* is a semi-fictional representation of an ideal customer, based on demographics, behavior, motivations, and pain points, helping businesses tailor their products, messaging, and strategies to attract and retain the right audience. Together, these elements provide a comprehensive view of a brand's market standing and oppor

## RESEARCH BRAND IDENTITY

*Plum Goodness is an \*\*Indian beauty and skincare brand\*\* known for its \*\*vegan, cruelty-free, and clean beauty products\*\*. It has positioned itself as a \*\*sustainable and conscious brand\*\*, appealing to consumers who seek \*\*effective yet ethical beauty solutions\*\*.*



**Founded:** 2013 by Shankar Prasad

**Headquarters:** India

**Category:** Skincare, Haircare, Makeup, and Body Care

**USP (Unique Selling Proposition):** 100% vegan, cruelty-free, and free from harmful chemicals like parabens, sulfates, and phthalates

**Target Audience:** Millennials and Gen Z, eco-conscious beauty consumers

### Brand Identity & Positioning

**Brand Personality :** Fun, youthful, eco-friendly, and ethical

### Core Values

*Vegan & Cruelty-Free: Certified by PETA*

*Sustainability: Recyclable packaging and clean ingredients*

*Transparency: Honest ingredient lists and clear communication*

## **COMPETITOR ANALYSIS**



### ***Competitor Analysis***

#### ***Direct Competitors***

- 1. Dot & Key – Similar target audience, focuses on clean beauty**
- 2. Mamaearth – Ayurvedic and toxin-free products, strong influencer marketing**
- 3. The Body Shop – International competitor with a strong sustainability angle**

#### ***Indirect Competitors***

- 1. Minimalist – Science-backed skincare with a clinical approach**
- 2. Lakmé & Maybelline – Stronghold in the makeup industry**
- 3. Nykaa's Private Label – Offers competitive beauty products**

## BUYER'S PERSONA



*Why would they love Plum Goodness?*

*It's vegan and cruelty-free*

*Made for Indian skin and climate*

*Fun and ready packaging with effective results.*

*Basically, Plum Goodness is for young, eco-conscious, and beauty-loving people who want skincare that's good for them and the planet!*

## SEO AND KEYWORD RESEARCH

*SEO (Search Engine Optimization) helps \*\*Plum Goodness\*\* improve its online visibility by optimizing content for search engines. Keyword research is a key part of this, involving finding relevant words and phrases that potential customers search for, such as \*\*"natural skincare," "vegan beauty products," or "Plum face wash."\*\* By strategically using these keywords in website content, product descriptions, and blogs, Plum Goodness can attract more organic traffic, improve rankings, and reach the right audience. Effective SEO also includes optimizing website speed, mobile-friendliness, and backlinks to boost credibility and engagement.*

## SEO AUDIT



### ***Technical SEO Audit***

#### ***Website Speed & Performance:***

- Check if pages load fast (Google PageSpeed Insights).
- Optimize images and minimize unnecessary scripts.

#### ***Mobile-Friendliness:***

- Ensure the website is fully responsive.
- Test using Google's Mobile-Friendly Test.

#### ***Crawl ability & Indexing:***

- Ensure search engines can find and index pages (Google Search Console).
- Fix broken links, 404 errors, and duplicate content.

#### ***URL Structure & Site Navigation:***

- URLs should be clean, descriptive, and SEO-friendly.
- Use structured internal linking to improve user experience and SEO.

## KEYWORD RESEARCH



*Conducting keyword research for Plum Goodness involves identifying terms and phrases that potential customers use when searching for skincare and beauty products. This process enhances search engine visibility and attracts targeted traffic.*

## ON PAGE OPTIMIZATION



*On-page optimization (or on-page SEO) is about improving individual web pages to rank higher in search engines and attract more relevant traffic.*

## **CONTENT IDEAS AND MARKETING STRATEGIES**

*Generating content ideas and developing a solid strategy requires a balance between creativity, audience insights, and market trends. One of the most effective ways to generate ideas is through audience research—analyzing frequently asked questions, monitoring social media discussions, and engaging with communities on platforms like Reddit and Quora. Additionally, keyword research using SEO tools can help identify high-traffic topics that align with audience interests. Keeping an eye on industry trends, competitor content, and news updates also ensures that your content remains fresh and relevant. Creative brainstorming techniques, such as mind mapping and storytelling, can further help in generating original content ideas that stand out. By combining data-driven research with creative exploration, content creators can consistently come up with engaging and valuable content.*

*Once content ideas are generated, a well-planned strategy is necessary for effective execution and distribution. A strong content strategy includes defining key content pillars that align with the brand's goals, such as educational, inspirational, and promotional themes. The choice of format—whether blog posts, videos, infographics, or podcasts—should cater to audience preferences and platform strengths. Repurposing content across different formats and channels can maximize reach and engagement. Additionally, leveraging SEO, social media marketing, email campaigns, and collaborations with influencers or industry experts ensures content visibility. Consistency in publishing, analyzing performance metrics, and optimizing content based on insights help refine the strategy over time.*

### **Content Idea Generation Strategies**



- 1. Audience Research** – Analyze FAQs, monitor social media discussions, and use surveys or polls.
- 2. SEO & Keyword Research** – Use tools like Google Trends, Ahrefs, or SEMrush to find popular topics.
- 3. Competitor & Industry Analysis** – Observe trending content from competitors and industry leaders.
- 4. Community Engagement** – Explore platforms like Reddit, Quora, or niche forums for content inspiration.

## **MARKETING STRATEGIES**

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### **1. Digital Marketing Strategies**

#### **A. Social Media Marketing**

- **Platforms:** Focus on Instagram, Facebook, YouTube, and Pinterest (as skincare is highly visual).

##### **Content Ideas:**

- Skincare tips & tutorials (e.g., “How to build a skincare routine with Plum products”)
- Influencer collaborations & user-generated content (UGC)
- Before & after results
- Engaging reels & TikToks
- Customer testimonials

#### **B. Influencer & Affiliate Marketing**

- Partner with \*\*beauty influencers & skincare bloggers\*\* for reviews and tutorials.
- Offer an \*\*affiliate program\*\* where influencers earn a commission for referrals.
- Micro-influencers (10K–50K followers) often have high engagement.

#### **C. SEO & Content Marketing**

- Optimize the website with \*\*on-page SEO\*\* (keywords, meta tags, blog posts).
- Create a \*\*skincare blog\*\* with topics like:
  - “Best Vegan Skincare Products for Acne-Prone Skin”
  - “Why Paraben-Free Skincare is Better for You”
- Use \*\*Google My Business\*\* for local SEO if selling in physical stores.

#### **D. Email & WhatsApp Marketing**

**Personalized Emails:** Offer product recommendations based on browsing history.

**Newsletters:** Skincare tips, new launches, and exclusive discounts.

**WhatsApp Marketing:** Send exclusive deals and restock alerts to engaged users.

#### **E. Paid Advertising**

**Google Ads:** Target keywords like “best vegan face wash in IndiMarketing

**Facebook & Instagram AAd:** Retarget visitors who abandoned carts with discounts.

**YouTube Ads :** Skincare tutorial-based promotions.

## **CONTENT CREATION AND CURATION**

### **POST CREATION**



*Indulge in the juicy delight of Plum Goodness! Packed with vitamins, antioxidants, and natural hydration, plums nourish your skin and body from within. Whether in skincare or a refreshing snack, their sweet-tangy flavor and goodness make every bite or application a treat. Stay naturally radiant with the power of plum.*

*Post creation refers to the process of developing content for social media or digital platforms, including writing captions, designing visuals, selecting hashtags, and planning engagement strategies. It involves understanding the target audience, defining the post's objective (such as promotion, education, or engagement), and crafting compelling text paired with eye-catching images or videos. Effective post creation ensures brand consistency, encourages interaction, and helps in achieving marketing goals.*

## **DESIGNS/VIDEO EDITING**



### **1. Design Tools for Posts & Stories**

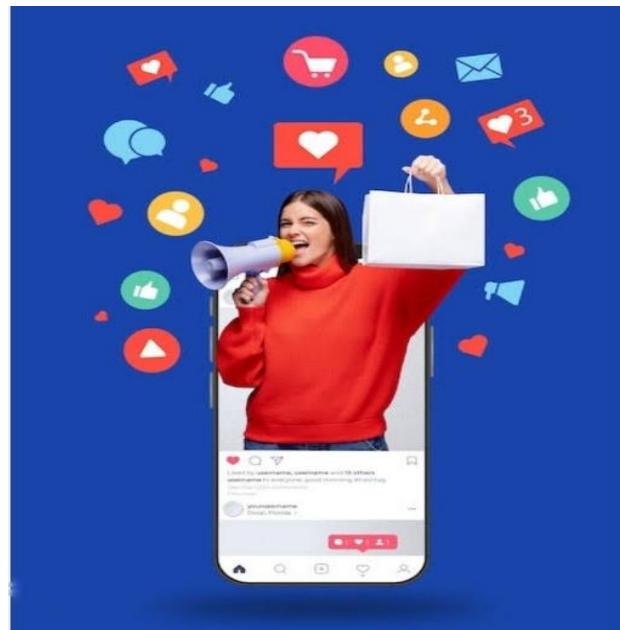
- **Canva**(Easy-to-use templates)
- **Adobe Photoshop & Illustrator** (Advanced editing)
- **Figma**(For brand identity & social media layouts)

### **2. Video Editing Tools for Reels & YouTube**

- **CapCut** (Best for quick edits & trending effects)
- **InShot** (Easy mobile editing)

- Adobe Premiere Pro (Professional-level editing) - Final Cut Pro (For Mac users)

## **SOCIAL MEDIA AD CAMPAIGNS**



### ***Social Media Ad Campaign Strategy for Plum Goodness\****

**A successful social media ad campaign for PlumGoodness should focus on brand awareness, engagement, and conversions. Here's a structured approach:**

#### **1. Campaign Objective & Targeting**

##### **A. Choose the Right Objective**

**- Brand Awareness → Reach more skincare lovers**

**- Engagement → More likes, shares, and comments**

**- Conversions → Drive sales via website or e-commerce platforms**

**- Retargeting → Convert users who visited but didn't purchase**

##### **B. Audience Targeting**

**Primary Audience:**

**- Age: 18-35 years (Gen Z & Millennials)**

- **Interests:** Skincare, Vegan Beauty, Clean Beauty, Cruelty-Free Brands
- **Behavior:** Online shoppers, engaged with beauty content
- **Platforms:** Instagram, Facebook, YouTube, TikTok, Pinterest

#### **Retargeting Audience:**

- People who visited Plum Goodness' website but didn't purchase
- Users who added items to the cart but abandoned checkout
- Past customers → Upsell & cross-sell new products

### **E-MAIL AD CAMPAIGNS**



A well-structured \*\*email marketing campaign\*\* for Plum Goodness should focus on \*\*attracting new customers, engaging existing ones, and boosting sales\*\* through personalized, visually appealing, and action-driven emails.

#### **1. Types of Email Campaigns**

##### **A. Welcome Email (For New Subscribers)**

**Subject Line:** "Welcome to Plum Goodness! Here's 10% OFF Your First Order"

##### **Content:**

- Thank the user for subscribing

- **Highlight the brand's values (vegan, cruelty-free, clean beauty)**

- **Offer a welcome discount**

#### **B. Product Launch Email**

**Subject Line:** "NEW Drop!"

**Content:**

- **Showcase product benefits with a hero image**

- **Add before & after images(for skincare products)**

- **Include a limited-time early-bird discount**

#### **C. Abandoned Cart Email (Retargeting Campaign)**

**Subject Line:** Oops, you left something behind!

#### **✉ Content:**

- **Remind the user of the product(s) left in their cart**

- **Offer a limited-time discount or free shipping**

- **Create urgency: Your cart will expire in 24 hours**

- **CTA: Complete Your Purchase**

## **CONCLUSION**



**A comprehensive digital marketing strategy for Plum Goodness should focus on building a strong online presence, engaging with customers, and driving sales through**

*multiple digital channels. By leveraging social media, influencer marketing, SEO, email campaigns, and performance advertising, the brand can enhance visibility, strengthen customer loyalty, and increase conversions.*

*Additionally, data-driven insights and customer feedback will help refine marketing efforts for better targeting and personalization. With consistent branding, high-quality content, and an optimized e-commerce experience, Plum Goodness can effectively grow its market share and reinforce its position as a trusted beauty and skincare brand.*

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