

Comprehensive Digital Marketing For Kay Beauty



Kay beauty
...slay effortlessly.



TEAM DETAILS

Team Leader : Chilla Sai Sree Reddy

Team Members : Pothina Bhaskar Rao

Yeduru Lohit

Bakuru Durga Prasad Raju

TEAM ID: LTNIP2025TMID24126



Brand study

*Brand Identity :

*Mission: Our mission of empowering individuals to look and feel their best through innovative beauty and facial fitness techniques.

*Vision: Vision has always been to make beauty accessible to everyone

*USP: Kay Beauty products are cruelty free and truly define the premium category through its packaging and finest quality formulations. Besides being true to the global trend of #MakeupOnTheGo, the products are high on performance.

**Analyze Brand Messaging:*

Kay Beauty employs a mix of traditional and digital advertising to reach its audience. The brand's promotional campaigns often feature Katrina Kaif, leveraging her star power to attract attention

**Examine the brand's tagline:*

Our core message is encapsulated in our slogan, "It's Kay to Be You," which embodies the brand's commitment to inclusivity and diversity.



Competitor Analysis



Buyers & Audience Persona

1. Target Audience Interests & Preferences:

A. Skincare Enthusiasts : People looking for high-quality, long-lasting, and skin-friendly Make up

B. Conscious Consumers : Those who prefer cruelty-free, paraben-free, and vegan beauty options. Working Professionals & Busy Individuals: Looking for easy-to-use, everyday wear makeup.

2. Marketing & Brand Positioning Celebrity Influence:

Leveraging Katrina Kaif's image for aspirational branding.

A. Inclusivity: Wide shade ranges and diverse product offerings.

B. Collaboration with Influencers: Partnering with Indian beauty influencers and makeup artists.

SEO & Keyword

*SEO Audit: *Kay Beauty employs a mix of traditional and digital advertising to reach its audience. The brand's promotional campaigns often feature Katrina Kaif, leveraging her star power to attract attention.*

*Keyword Research: *Conducting keyword research for Kay Beauty involves identifying search terms that potential customers use when looking for products or information related to the brand. This process is essential for enhancing search engine optimization (SEO) and improving online visibility.*

*On Page Optimization: *Optimizing Kay Beauty's website for on-page SEO is crucial to enhance its visibility on search engines and attract more organic traffic.*

Keyword Research

KEYWORDS	SEARCH VOLUME	TRAFFIC PERCENTAGE	URL	COST PER CLICK
KAY BEAUTY	40,500	53.46	https://www.kaybeauty.com	1.89\$
KAY BEAUTY	40,500	20.78	https://www.kaybeauty.com	1.45\$
KAY BEAUTY LIPSTICK	20,200	8.14	https://www.kaybeauty.com	1.15\$
KAY BEAUTY WEBSITE	8800	6.05	https://www.kaybeauty.com	1.02\$
KAY BEAUTY KATRINA	2400	1.76	https://www.kaybeauty.com	0.55\$
KAY BEAUTY PRODUCTS	2900	1.27	https://www.kaybeauty.com	0.45\$
KAY BEAUTY KAJAL	5400	1.02	https://www.kaybeauty.com	0.40\$
KAY BEAUTY LIPSTICK	22,200	0.96	https://www.kaybeauty.com	0.38\$

Content Idea Generation & Strategy

*Brand Storytelling: *"The Story of Kay Beauty": Share content about the journey of Kay Beauty - from its inception to where it is now. Use Katrina Kaif's personal touch and insight into creating the brand.*

*Product tutorials

*Feature Specific Products: *For example, focus on a popular product like the "Kay Beauty Foundation" and create tutorials on how it suits various skin tones or skin types.*

Influencer & customer collaboration

*Influencer Partnerships:

Collaborate with beauty influencers from different regions and cultural backgrounds. This creates more inclusivity and shows that Kay Beauty products cater to diverse needs and preferences.

*Diversity & Inclusivity Shade Inclusivity:

Develop content around how Kay Beauty caters to different skin tones. Show models in various skin tones in different product categories to emphasize In

Engagement With Trending Topics

*Festivals & Special Events:

Create content around beauty trends for different festivals like Diwali, Holi, Eid, and weddings, aligning with how Kay Beauty products can elevate these

Marketing Strategies

1. Social Media Marketing & Influencer Collaborations:

It collaborates with beauty influencers and makeup artists for product reviews, tutorials, and challenges to increase visibility.

2. Purpose-Driven Marketing:

The brand emphasizes inclusivity, diversity, and self-love, promoting products for all skin tones. Campaigns like #MakeupThatKares highlight its products' nourishing ingredients.



Offline Expansion & Retail Presence

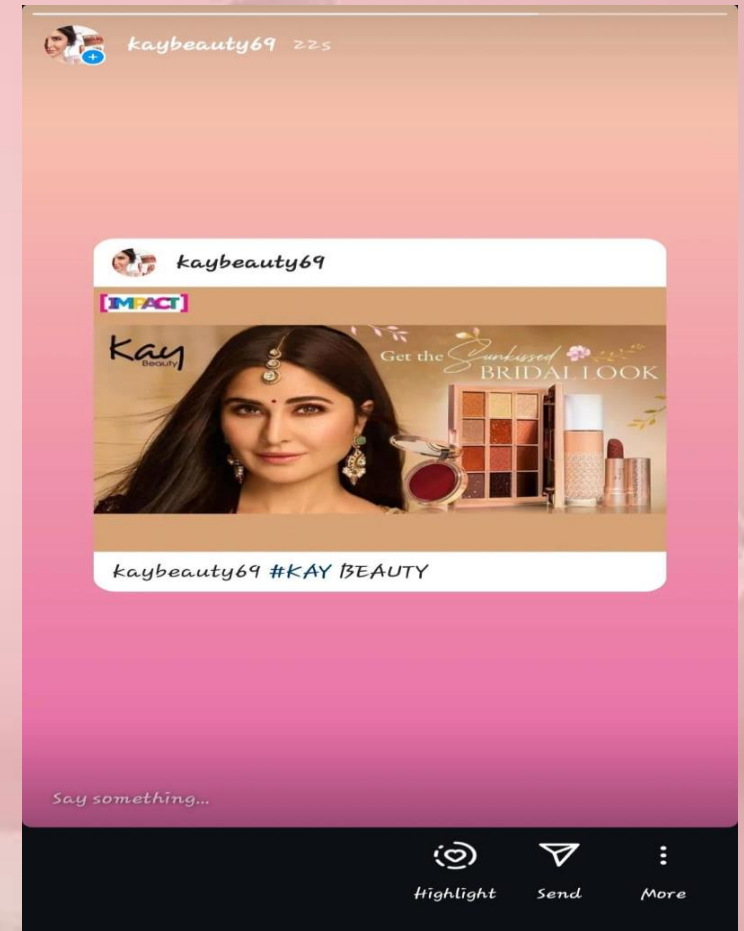
**Initially an online-first brand, Kay Beauty is now expanding into physical stores, including Nykaa outlets and premium beauty stores.*

Product-Focused Storytelling

**Kay Beauty emphasizes its product benefits, such as long-wearing formulas, skincare-infused makeup, and affordability. Every launch is accompanied by educational content and demonstrations.*

**Kay Beauty's marketing success is driven by a mix of celebrity influence, digital engagement, and purpose-driven branding, making it a strong player in India's beauty market.*

Post Creation



<https://www.instagram.com/p/DHAu8imPb2a/?igsh=MW42bzdiem5jNXhxZg> <https://www.instagram.com/stories/kaybeauty69/3585090274994258690?igsh=MXI5MXU5Z241dGpkYg==>

SOCIAL MEDIA AD CAMPAIGN



EMAIL AD CAMPAIGN

