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SEMINAR PROJECT ON MAMAEARTH

A DETAILED ANALYSIS & STRATEGY FOR
ENHANCING PRODUCT SALES !



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INTRODUCTION

Mamaearth is an Indian brand that offers natural and toxin-free products for babies, mothers, and millennials. It was founded in 2016 by a couple, Varun Alagh and Ghazal Alagh, who were looking for safe and effective baby products for their own child. Here are some insights on Mamaearth's history, brand personality, target group audience, and interesting trivia:

History:

- Founded in 2016 by Ghazal Alagh and Varun Alagh, the husband-wife duo faced challenges finding toxin-free products for their newborn son. This personal need sparked the creation of Mamaearth, focused on natural and safe baby care products.
- Initially targeting mothers and babies, Mamaearth expanded to skincare and haircare for adults, embracing the "MadeSafe" certification, the first in Asia.
- The brand witnessed rapid growth fueled by e-commerce, influencer marketing, and a strong focus on customer trust and transparency.



Brand Personality:

- "Goodness Inside": This core value emphasizes natural ingredients, toxin-free formulations, and responsible sourcing.
- Trustworthy & Relatable: Mamaearth positions itself as a brand parents can trust for their families. Their marketing often features real mothers and children, creating an authentic connection.
- Millennial-Friendly: The brand resonates with eco-conscious and health-savvy millennials who value transparency and social responsibility.
- Playful & Vibrant: Mamaearth's packaging and communication are colorful and engaging, reflecting a youthful and approachable personality.

Target Audience:

- Primary: Mothers aged 25-45 from middle to high-income families with young children.
- Secondary: Millennial consumers seeking natural and toxin-free skincare and haircare products.
- Expanding: Increasingly targeting men with beard and hair care products, reflecting their evolving product line.



Interesting Trivia:

- The brand name was inspired by Mother Earth, highlighting their commitment to sustainability and natural ingredients.
- They were acquired by Hindustan Unilever in 2022, marking a significant milestone in their journey.
- They actively support social causes like tree-planting and women empowerment, aligning with their "Goodness Inside" philosophy. It plants a tree for every order placed on its website. The brand has planted over 1 lakh trees so far and aims to plant 1 million trees by 2025.
- Mamaearth has a 'Let's Recycle' program, where it encourages its customers to return the empty plastic bottles of its products and get a discount coupon in return. The brand then recycles the bottles and uses them for packaging.



DIGITAL STRATEGY



Mamaearth has consistently been a digital-first brand, and its success is largely attributed to its effective digital strategy across various platforms. Here's a breakdown of their approach in the past year.

SOCIAL MEDIA:

- Influencer Marketing: Continued leveraging micro and macro-influencers across platforms like Instagram, YouTube, and Facebook, focusing on mommy bloggers, celebrities like Shilpa Shetty Kundra and Sara Ali Khan, and lifestyle influencers relevant to their target audience.
- Engaging Content: Regularly posting educational and entertaining content related to parenthood, beauty, and sustainability, encouraging user interaction through contests, polls, and live sessions.
- Community Building: Creating dedicated groups and forums for mothers and beauty enthusiasts to foster brand loyalty and user-generated content.



DIGITAL STRATEGY



E-COMMERCE & WEBSITE:

- Targeted Ads & Promotions: Utilizing platforms like Google Ads and Facebook Ads to reach specific demographics and interests.
- Personalized Recommendations & Offers: Leveraging website data to suggest relevant products and provide personalized discounts, enhancing user experience and conversion rates.
- Seamless Shopping Experience: Investing in a user-friendly website and app with easy navigation, product information, and secure payment options.
- Live Commerce: Experimenting with live shopping events on platforms like Instagram and YouTube to drive engagement and sales.



DIGITAL STRATEGY



CONTENT MARKETING:

- Blog & Articles: Regularly publishing informative content on their website and social media, covering topics like natural ingredients, skincare routines, and baby care tips, establishing themselves as a thought leader in the industry.
- Collaborations: Partnering with relevant publications and websites for sponsored content and product placements, increasing brand awareness and reach.



DIGITAL STRATEGY



TRADITIONAL MEDIA:

- Limited Use: While primarily focused on digital channels, Mamaearth has strategically used television advertising in the past year, leveraging popular shows and celebrity endorsements to reach a wider audience beyond tech-savvy demographics.
- Brand Partnerships: Collaborating with established brands like Shoppers Stop and Central to gain offline retail presence and expand their reach.



DIGITAL STRATEGY



PERFORMANCE MARKETING:

Mamaearth has used various online platforms, such as Google Ads, Facebook Ads, Instagram Ads, and YouTube Ads, to run targeted and data-driven campaigns. The campaigns aim to attract, convert, and retain customers, as well as measure the return on investment (ROI) of the marketing efforts. The campaigns use different formats, such as search ads, display ads, video ads, and carousel ads, to showcase the products and offers. The campaigns also use different strategies, such as remarketing, lookalike audiences, and dynamic product ads, to optimize the performance and results



DIGITAL STRATEGY



OVERALL STRATEGY:

- **Data-Driven Approach:** Utilizing data analytics to understand user behavior, optimize campaigns, and personalize the experience across platforms.
- **Omnichannel Integration:** Blending online and offline touchpoints to create a seamless brand experience for consumers.
- **Social Responsibility:** Integrating sustainability initiatives and social causes into their marketing messages, resonating with their eco-conscious and socially conscious target audience.
- **Constant Innovation:** Experimenting with new platforms, tools, and technologies to stay ahead of the curve in the dynamic digital landscape.



MAJOR SUCCESSFUL CAMPAIGNS



Successful Campaigns

&
themes



MAMA EARTH'S SUCCESS Hinges ON THEIR EFFECTIVE DIGITAL MARKETING STRATEGIES, PARTICULARLY THEIR INNOVATIVE CAMPAIGNS AND WELL-DEFINED CONTENT THEMES. HERE ARE SOME OF THEIR MAJOR HITS:

Thematic Campaigns:

- **#GoodnessMakesYouBeautiful:** This signature campaign challenged traditional beauty standards, promoting natural ingredients and inner well-being for true beauty. It featured influencers and resonated with a health-conscious audience.
- **#IssWinterGlowNaturally:** Highlighting their winter skincare line, this campaign featured actress Shilpa Shetty Kundra showcasing natural solutions for winter woes.
- **#MamaearthForBabies:** Focused on promoting their safe and gentle baby care products, this campaign often features heartwarming mother-child interactions.
- **#PlasticPositivity:** Demonstrating environmental awareness, this campaign pledged to recycle plastic bottles for each order, resonating with eco-conscious consumers.

MAJOR SUCCESSFUL CAMPAIGNS



Seasonal/Occasional Campaigns:

- **Mother's Day Campaign (2020):** This TikTok and Instagram challenge involved creating a crowdsourced song and videos about mothers, fostering engagement and brand love.
- **Father's Day Campaign (2023):** Involving fathers and children in fun activities using Mamaearth products, this campaign highlighted family bonding and inclusivity.

MAJOR SUCCESSFUL CAMPAIGNS



mamaearth®

Successful Campaigns

&
themes



Other Successful Strategies:

- **Influencer Marketing:** Mamaearth strategically employs micro and macro influencers across platforms, reaching diverse audiences and building trust.
- **User-Generated Content (UGC):** Encouraging user reviews, testimonials, and challenges creates a sense of community and authentic promotion.
- **Social Media Engagement:** They actively engage with their audience on various platforms, fostering loyalty and brand identity.

MAJOR SUCCESSFUL CAMPAIGNS

The logo for Mamaearth, featuring the brand name in a stylized blue and green font. A registered trademark symbol (®) is positioned above the letter 't'.

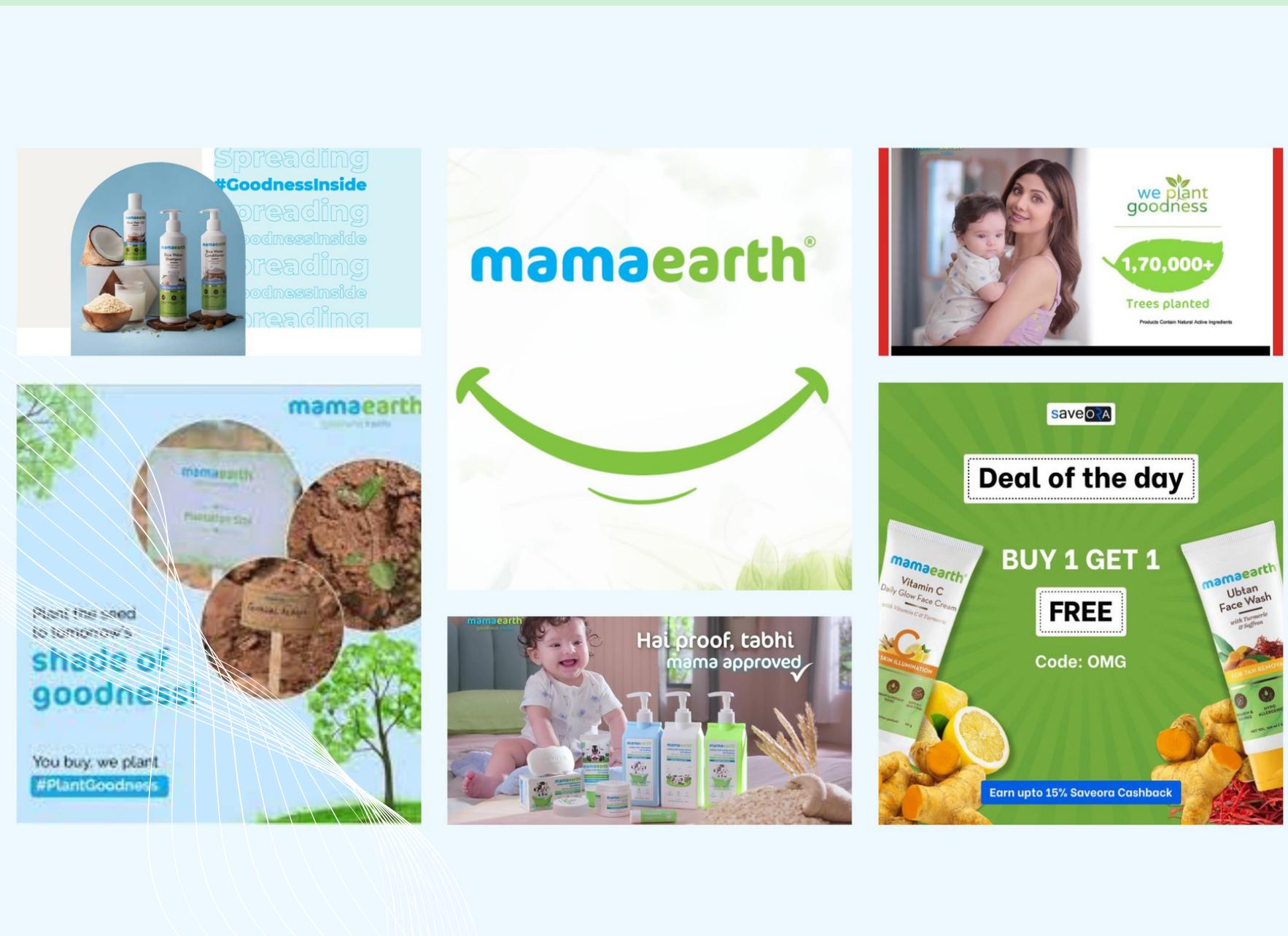
Successful Campaigns & themes



- **CSR Initiatives-** Mamaearth has also been involved in various corporate social responsibility (CSR) initiatives, such as donating a percentage of sales to environmental causes or supporting underprivileged communities. They create content to raise awareness about these initiatives and encourage customers to contribute to social causes through their purchases.
- **Eco-Friendly Packaging:** Mamaearth has launched campaigns promoting eco-friendly packaging and sustainability. They emphasize the use of recyclable materials and promote initiatives like refill packs to reduce plastic waste.
- **Toxin-Free Promise:** One of Mamaearth's core values is its commitment to providing toxin-free products for families. They often emphasize this promise in their campaigns, highlighting the absence of harmful chemicals like parabens, sulfates, phthalates, and artificial fragrances in their products.



PRODUCT PROMOTION



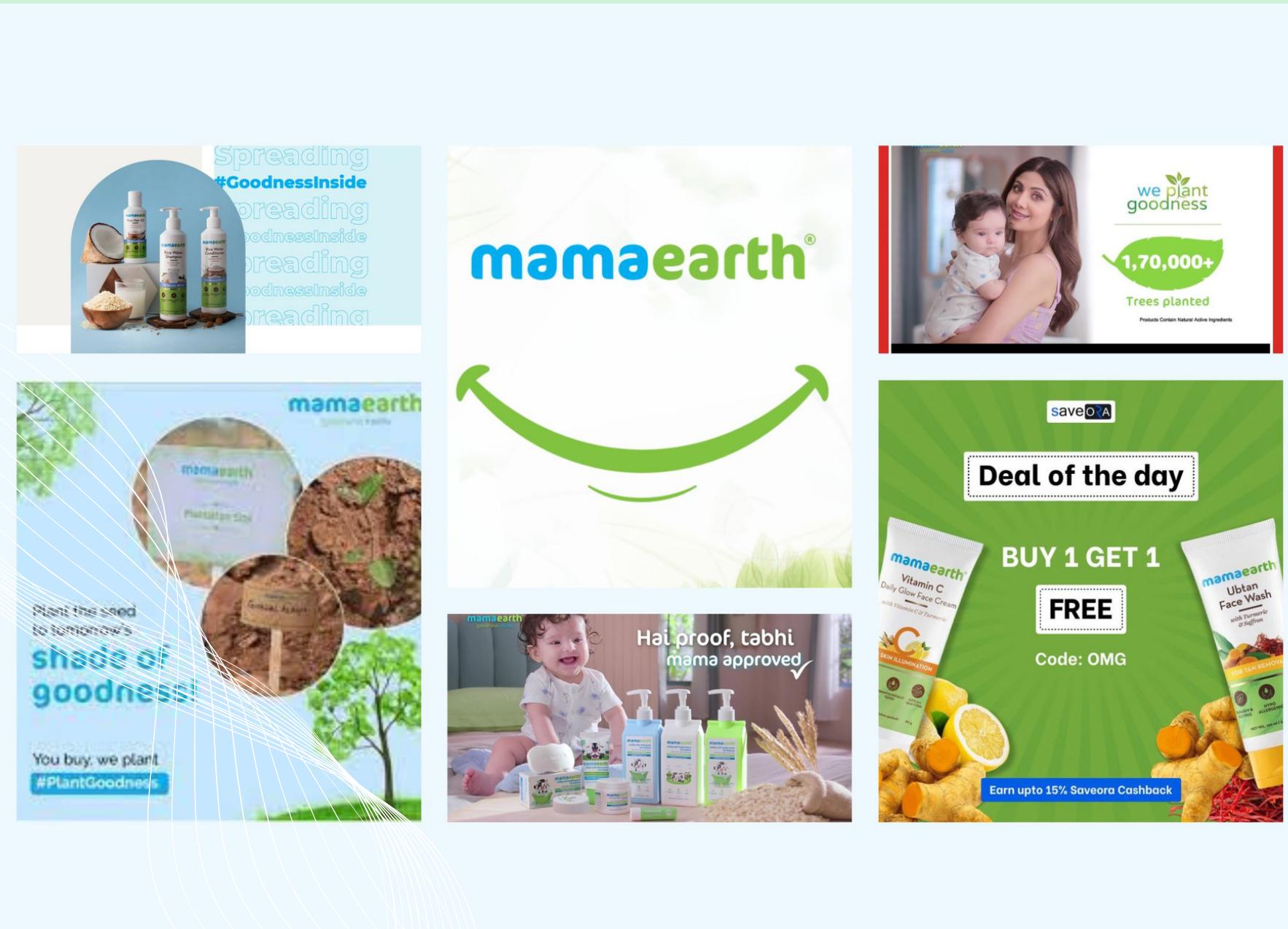
SOCIAL MEDIA:

Influencer Marketing: Mamaearth heavily leverages micro and macro influencers across platforms like Instagram, YouTube, and Facebook. These influencers resonate with their target audience and promote products authentically.

Engaging Content: They create informative and entertaining content like tutorials, product reviews, user-generated content campaigns, and influencer collaborations to keep their audience engaged.

Community Building: They foster active communities on social media, encouraging interaction and feedback, building brand loyalty.

PRODUCT PROMOTION



ONLINE MARKETPLACES:

Strategic Partnerships: They partner with leading e-commerce platforms like Amazon, Flipkart, and Nykaa, increasing visibility and accessibility.

Targeted Advertising: They run targeted ads on these platforms to reach specific demographics and interests.

Customer Reviews and Ratings: They encourage customer reviews and showcase positive ratings to build trust and credibility.

PRODUCT PROMOTION



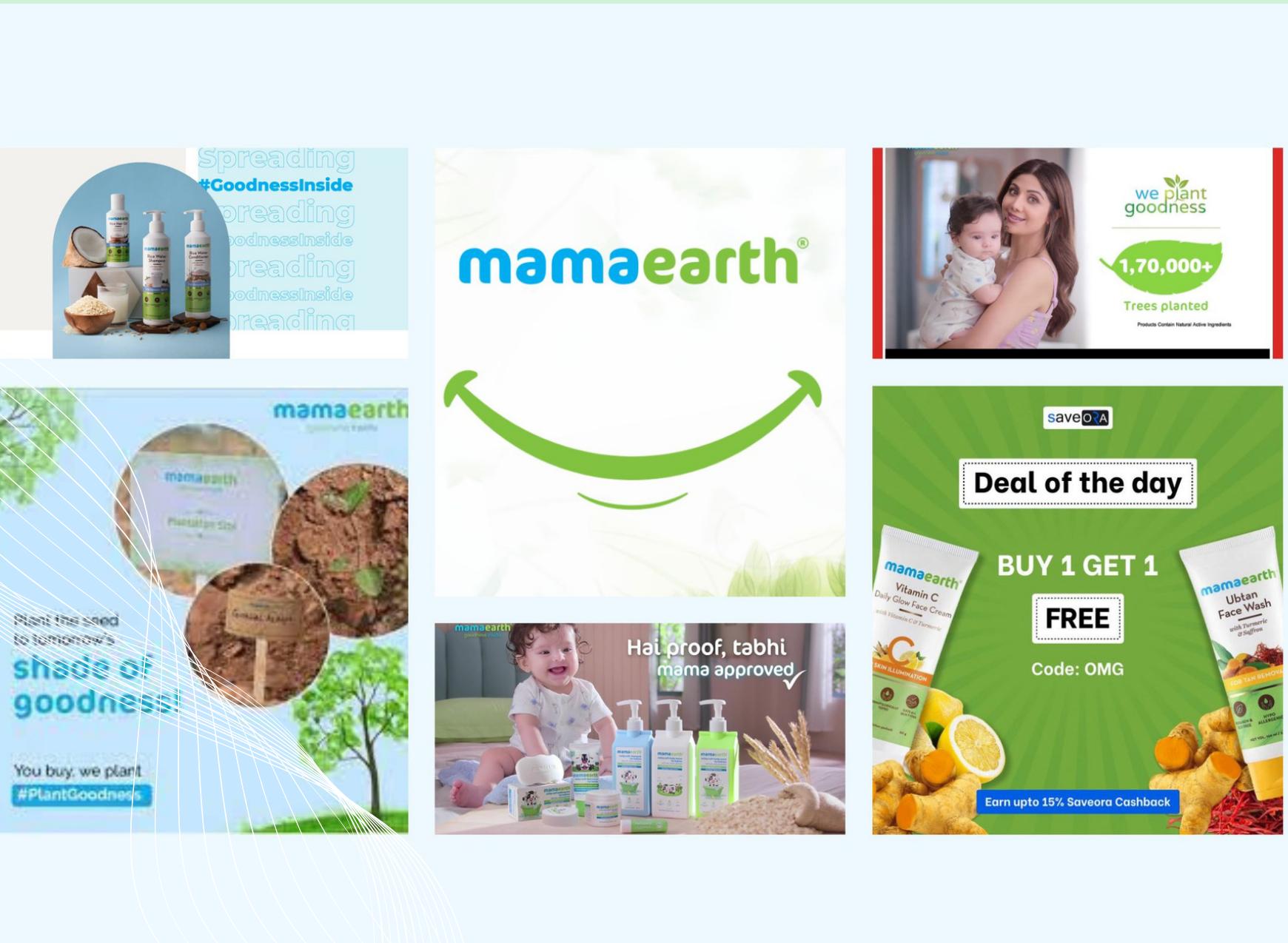
WEBSITE AND APP:

Informative Content: They provide detailed product information, ingredients lists, and educational content on their website and app.

Personalized Recommendations: They leverage user data to suggest relevant products and create a personalized shopping experience.

Exclusive Offers and Discounts: They offer exclusive deals and promotions on their own platforms to incentivize direct purchases.

PRODUCT PROMOTION



OFFLINE CHANNELS:

Television Commercials: They run targeted TV ads to reach a wider audience, particularly those less active online.

Print Ads: They utilize print media like magazines and newspapers for strategic brand building and product launches.

Retail Stores: They are expanding their presence in physical retail stores, allowing customers to experience products firsthand.

PRODUCT PROMOTION



ADDITIONALLY:

Collaborations: They partner with relevant brands and organizations to reach new audiences and amplify their message.

Public Relations: They actively engage with media and participate in relevant events to gain positive press coverage.

Sustainability Initiatives: They highlight their commitment to sustainability and ethical practices, resonating with environmentally conscious consumers.

PRODUCT PROMOTION

CUSTOMER REVIEWS AND TESTIMONIALS:

Mamaearth encourages customers to leave reviews and testimonials on its website and social media platforms. Positive reviews serve as social proof and help build trust among potential buyers, influencing their purchasing decisions.



INFLUENCER MARKETING STRATEGIES



Targeting:

- **Micro & Macro Influencers:** Utilizes both micro-influencers with targeted communities and macro-influencers for collaborations for wider reach.
- **Niche-Specific:** Partners with influencers relevant to their target audience (moms, beauty enthusiasts, sustainability advocates).

INFLUENCER MARKETING STRATEGIES



Social Media Takeovers: Mamaearth occasionally allows influencers to take over its social media accounts for a day to create and share content directly with the brand's audience.

- Social media takeovers provide fresh and diverse content, attracting more engagement from followers.
- It allows influencers to connect with Mamaearth's audience on a deeper level, fostering a sense of community and authenticity.

INFLUENCER MARKETING STRATEGIES



Unboxing Videos: Mamaearth collaborates with influencers to create unboxing videos where they showcase the products received from the brand.

- Unboxing videos generate excitement and curiosity among followers about Mamaearth's products.
- They provide an opportunity for influencers to highlight key features and benefits of the products in an engaging manner.

INFLUENCER MARKETING STRATEGIES



Discount Codes and Affiliate Marketing:

Mamaearth provides influencers with unique discount codes or affiliate links to share with their followers.

- Discount codes incentivize followers to make a purchase by offering them a special deal, thus driving sales for Mamaearth.
- Affiliate marketing allows influencers to earn a commission for each sale generated through their unique links, motivating them to promote the brand more actively.

SEO ANALYSIS & TIPS FOR IMPROVING OVERALL PERFORMANCE



SEO Analysis & Tips for Improvement



Metrics:

Domain Authority (DA): SEMrush reports a DA of 61, which is considered good. A higher DA indicates stronger SEO potential.

Page Authority (PA): The page authority of Mamaearth's website varies depending on the page. Some pages have high authority, such as homepage, product pages & blog posts. These pages have good content, keywords & backlinks that match the user intent & queries. Some have low authority, contact page, privacy policy page & terms & conditions page. These pages have less content, keywords & backlinks that are relevant to the user queries.

Average Page Views: The average page views of Mamaearth's website is 1.17K, which is low. This means that the website has low engagement and retention of visitors.

SEO ANALYSIS & TIPS FOR IMPROVING OVERALL PERFORMANCE



SEO Analysis & Tips for Improvement



Improvement Tips & Strategies:

Keyword Research & Targeting: Identify high-volume, low-competition keywords relevant to your target audience and products. Optimize product pages and blog content for these keywords.

On-Page Optimization: Ensure titles, meta descriptions, headings, and content naturally incorporate target keywords without keyword stuffing.

Technical SEO: Improve website speed, mobile responsiveness, and structured data implementation for better search engine crawling and indexing.

Content Marketing: Create high-quality, informative, and engaging content (blog posts, guides, etc.) that targets relevant keywords and user intent.

Link Building: Earn backlinks from high-authority websites in your niche through guest posting, outreach, and collaborations.

Local SEO: If you have physical stores, optimize your website and Google My Business profile for local searches.

User Experience (UX): Ensure the website is easy to navigate, visually appealing, and offers a seamless user experience.

MORE OBSERVATIONS ON DIGITAL & NON DIGITAL ACTIVITIES



Additional Observations on Mamaearth's Digital & Non-Digital Activities:

- **Strong Brand Messaging:** Mamaearth positions itself as a natural, toxin-free, and sustainable brand, resonating with health-conscious and environmentally aware consumers.
- **Omnichannel Presence:** They effectively combine digital and non-digital channels, reaching different customer segments and creating a cohesive brand experience.
- **Community Building:** They actively engage with their audience through social media, influencer partnerships, and user-generated content campaigns, fostering brand loyalty.
- **Data-Driven Approach:** They leverage data to target customers effectively, personalize the shopping experience, and optimize their marketing efforts.
- **Sustainability Initiatives:** Their commitment to ethical sourcing and eco-friendly packaging resonates with their target audience and reinforces their brand image.



TAKEAWAYS

- **Strong focus on natural, toxin-free products:** Mamaearth's commitment to providing safe and eco-friendly products resonates well with its target audience.
- **Effective influencer marketing:** Leveraging influencers to promote products has helped increase brand visibility & credibility.
- **Community engagement:** Building a community around the brand through social media interactions and user-generated content fosters brand loyalty.
- **Commitment to sustainability:** Its sustainability initiatives align with growing consumer preferences for environmentally responsible brands.
- **Product innovation:** Continuous introduction of new products based on market trends and customer feedback keeps the brand competitive.
- **Omnichannel presence:** Balancing digital & offline channels ensures accessibility for a diverse range of consumers.





AREAS OF IMPROVEMENT

- **SEO optimization:** Further improving SEO strategies can help increase organic visibility and drive more traffic to the website.
- **Enhanced user experience:** Continuously optimizing website for better navigation, faster load times, & mobile responsiveness can improve overall user experience.
- **Data-driven decision-making:** Utilizing data analytics tools more effectively to gather insights & make informed marketing decisions.
- **Personalization:** Implementing personalized marketing strategies based on customer preferences and behavior to enhance engagement & conversion rates.
- **Diversification of content:** Exploring new content formats & topics to keep audience engagement fresh & diverse.
- **Expansion into new markets:** Identifying & tapping into new geographic or demographic markets to broaden the brand's reach & customer base.





DIGITAL MARKETING ROADMAP (NEXT 6 MONTHS)

Data-Driven Marketing:

Utilize analytics tools to track key performance indicators (KPIs) and gather insights into customer behavior. Use data to refine targeting, messaging, and campaign optimization for better results.

Personalization:

Implement personalization strategies across digital channels, including email marketing and website content. Tailor messaging and offers based on customer segmentation and preferences.

Content Diversification:

Experiment with new content formats such as videos, infographics, and interactive content to engage the audience. Cover a broader range of topics related to wellness, sustainability, and lifestyle to appeal to a wider audience.

Sustainability Initiatives:

Highlight and promote sustainability initiatives through digital channels to reinforce brand values & attract environmentally-conscious consumers.



And, everytime you buy from us,
you become a plant parent!

THANK YOU
for helping spread plant goodness
& making the environment
beautiful with us!

THANK FOR WATCHING!

I hope this project case study gives you an overview of how mamaearth as a startup used diff. marketing strategies for growing their business world wide & manage to beat their competitors in this market segment & became a brand.

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Testbook, Skill Academy- Batch 12