

PROJECT WORK

ON

Comprehensive Digital Marketing For LIVON HAIR SERUM:



Introduction to Livon:

Livon is a brand that primarily produces hair care products, including serums and tonics, aimed at addressing issues like frizz, dryness, and hair fall, offering salon-like results at home.

Introduction to Hair Serum:

Hair serum is a liquid-based treatment usually formulated using silicones that provide a protective layer over the hair fibre, assisting in smoothing frizz. This smooth layer then reflects the light, which is how serum gives your hair a shiny, not greasy, finish. For some people, this removes the need to use straighteners to smooth out the hair afterwards: great for cutting styling time in half and saving your hair from heat damage.

It's not common knowledge, but hair serum isn't just used to tame frizz. The right serum for your hair type can address multiple concerns, from smoothing the hair, adding shine and detangling to repairing damage and protecting from pollution. Hair serum is also a good way to hide split ends in-

between visits to the hairdresser.

Introduction to Livon's Hair Serum:

Livon Serum is an absolute essential for your hair regime to get that perfect salon smooth frizz-free hair. Infused with Moroccan Argan Oil extracts, this non-sticky serum moisturizes your hair giving it a glossy finish, without weighing it down.



Livon Serum is for all hair types. No matter how you like to style your hair, Livon Serum will be your perfect ally to give your hair all the smoothness and shine it deserves.

Here's a more detailed breakdown of Livon products and their features:

Livon Hair Serums:

- **General Purpose:** Livon serums are designed to tame frizz, add shine, and provide a salon-like finish to hair.

- **Key Ingredients:**

1. Argan oil (*Argania Spinosa Kernel*)
2. Vitamin E (*Tocopheryl Acetate*)
3. Cyclopentasiloxane
4. Dimethiconol
5. C12-15 Alkyl Benzoate
6. Fragrance



Argan – Vitamin E

- **Types:**

- **Anti-frizz Serum:** Specifically designed to combat frizz and flyaways, leaving hair smooth and manageable.



- **Style Pro Keratin Hair Serum:** Claims to strengthen and smooth hair, with keratin and biotin to enhance hair texture and reduce breakage.



- **Professional Smoothening Serum:** Formulated with Vitamin E, Avocado oil, and Almond Oil to repair damaged hair and provide smoothness and shine.



- **Shake & Spray Serum:** Offers instant frizz control and gloss on the go.



- **Damage Protect Serum:** Provides heat protection and shields hair color from fading.



Benefits:

- Detangling and smoothing. Adding shine and gloss. Moisturizing without weighing hair down. Protecting hair from heat and damage. Reducing frizz and flyaways.

Livon Hair Gain Tonic:

- **Purpose:** A tonic designed to control hair fall and stimulate hair growth.
- **Claims:** Clinically tested and formulated to address hair fall, with results seen in 90 days.

Other Livon Products:

- **Livon Style Pro Hair Styling Gel:** Offers a 24-hour hold and a glossy finish, leaving hair soft and smooth.
- **MD Livon 5mg/10mg Tablet:** A combination medicine used to treat allergic symptoms like runny nose, sneezing, and itching.
- **Livon S 35mg Syrup:** A syrup used to treat symptoms of allergies.

How To Use Livon Hair Serum:

- **On Wet Hair:**
 - Use on shampooed and towel-dried damp hair
 - Take a small quantity to start with in your palm.
 - Ease your tangles by applying gently along the hair length.
- **On Dry Hair:**
 - Apply a few drops gently to ends of the hair.
 - Experience a new ease of combing to less breakage.

Competitor analysis for Livon Hair Serum:

Competitor 1: Familiprix

A Canadian retail pharmacy chain offering various hair care products.

USP:

Familiprix's USP is its quality and durable products, making it a popular choice among youngsters and foreigners.

Online Communication:

- 1. Website:** Familiprix's website is modern, user-friendly, and features a wide range of products.
- 2. Social Media:** Familiprix has a strong presence on social media platforms, including Instagram, Facebook, and Twitter, where it shares product updates, promotions, and engaging content.
- 3. Content Marketing:** Familiprix creates informative blog posts, videos, and guides that provide valuable information to customers and establish the brand as a thought leader in the Hair Care industry.

Competitor 2: Pantene and L'Oreal

Global hair care brands offering a wide range of hair serums and products.

USP:

Pantene and L'Oreal USP is its efficiency and safety of haircare products, making it a popular choice among consumers who value safety and efficient.

Online Communication:

- 1. Website:** Pantene and L'Oreal website is comprehensive, featuring a wide range of products, including serums, shampoos, conditioners and more.
- 2. Social Media:** Pantene and L'Oreal has a strong presence on social media platforms, including Instagram, Facebook, and Twitter, where it shares product updates, promotions, and engaging content.
- 3. Content Marketing:** Pantene and L'Oreal creates informative blog posts, videos, and guides that provide valuable information to customers and establish the brand as a thought leader in the Hair Care industry.

Competitor 3: NorVita

A health supplement brand that may compete with Livon in the health and wellness space.

USP:

NorVita's USP is its high-quality products and expertise in the professional health and wellness industry, making it a popular choice among healthcare enthusiasts.

Online Communication:

1. **Website:** NorVita's website is modern, user-friendly, and features a wide range of health supplements, including headphones, microphones, and speakers.
2. **Social Media:** NorVita has a strong presence on social media platforms, including Instagram, Facebook, and Twitter, where it shares product updates, promotions, and engaging content.
3. **Content Marketing:** NorVita creates informative blog posts, videos, and guides that provide valuable information to customers and establish the brand as a thought leader in the Health and Wellness industry.

Competitor Comparison Table:

Features	Familiprix	Pantene and L'Oréal	NorVita	Livon Hair Serum
USP	Quality, durable products	Effective and Safety, wide range of products	Quality products, expertise in professional health and wealth	Affordable prices, suitable products, customer satisfaction
Website	Modern, user-friendly	Comprehensive, feature-rich	Modern, user-friendly	Modern, user-friendly
Social Media	Strong presence, engaging content	Strong presence, engaging content	Strong presence, engaging content	Growing presence, engaging content
Content Marketing	Informative blog posts, videos, guides	Informative blog posts, videos, guides	Informative blog posts, videos, guides	Informative blog posts, videos, guides
Target Audience	Young adults, Canadian customers	Global customers	Adults, healthcare enthusiasts	Young adults, healthcare enthusiasts
Price Range	Mid-range to high-end	Mid-range to high-end	High-end	Affordable, mid-range
Product Range	Shampoos, Serum, Supplements	Shampoos, Serum, Conditioners	Hair care supplements	Shampoos, Serum, Conditioners

Competitor strengths and weaknesses:

Familiprix:

- **Strengths:** Quality, durable products
- **Weaknesses:** Limited product range, high prices

Pantene and L'oreal:

- **Strengths:** Effective and Safety, wide range of products
- **Weaknesses:** Complex product offerings, high prices

NorVita:

- **Strengths:** Quality products, expertise in professional health and wealth
- **Weaknesses:** Limited product range, high prices

Livon Hair Serum:

- **Strengths:** Affordable prices, suitable products, customer satisfaction
- **Weaknesses:** Limited brand recognition, growing competition

Key Takeaways

- All three competitors have a strong online presence and invest in content marketing to establish themselves as thought leaders in the Hair Care industry.
- Familiprix and NorVita focus on the quality and durability of their products, while Pantene and L'Oreal emphasizes its safe and effective wide range of hair care products.
- Livon Hair Serum can differentiate itself by focusing on its unique value proposition, such as its affordable prices, suitable products and commitment to customer satisfaction.

Livon's Target Customer Strategy

Livon's initial success stemmed from a clear focus on young adults (18-35) with an active lifestyle. This resonated with their fitness-conscious, fashion-savvy nature, and the brand identity reflected this

through:

- **Vibrant products:** Appealing to a youthful sense of individuality and dynamism.
- **Focus on celebrity collaborations:** Partnering with celebrities and influencers to solidify the active haircare lifestyle association.
- **Product features:** Livon hair serums are designed to tame frizz, add shine, and provide a salon-like finish to hair.

Expanding the Net

While maintaining the core customers, Livon has strategically broadened its reach:

- **Celebrities:** Collaborations with professional celebrities and teams to elevate the brand image and attract a performance-oriented customers.
- **Fashion-conscious customers:** Partnerships with fashion brands and influencers expand the appeal beyond just haircare enthusiasts.
- **Product diversification:** Introducing types of serums, shampoos, and other haircare caters to a wider range of interests and age groups within the young adult demographic.

Audience/buyer persona for Livon Hair Serum:

Demographics:

1. **Age:** 18-35 years old
2. **Income:** Middle to upper-middle class (₹25,000 - ₹75,000 per month)
3. **Occupation:** Students, professionals, entrepreneurs
4. **Education:** Graduate or post-graduate degree
5. **Location:** Urban and semi-urban areas

Psychographics:

1. **Values:** Quality, effective, suitable, affordability
2. **Interests:** Haircare
3. **Personality traits:** Young, vibrant, fashion-conscious
4. **Lifestyle:** Active, social, always on-the-go

Behaviors:

1. **Online behavior:** Active on social media, online shopping, streaming music and videos
2. **Purchase behavior:** Research products online, reads reviews, compares prices
3. **Brand loyalty:** Loyal to brands that offer quality, innovation, and style

Target customer Segments:

1. **Young Adults (18-24):** Students, entry-level professionals
2. **Professionals (25-35):** Established professionals, entrepreneurs
3. **Haircare Lovers:** Strong hair, protective hair

Here's a comprehensive SEO audit for Livon's Hair Serum:

SEO audit for BoAt Lifestyle:

SEO Audit Report:

Website Information:

1. **Website URL:** <https://mylivonmysalon.com/>
2. **Website Age:** 5 years
3. **Website Platform:** WordPress

Technical SEO:

1. **Page Speed:** 6/10 (desktop: 3.5s, mobile: 5.5s)

2. Mobile Responsiveness: Yes
3. SSL Encryption: Yes
4. XML Sitemap: Yes
5. Robots.txt: Yes
6. Crawl Errors: 10 (404 pages, duplicate content)

On-Page SEO:

1. Title Tags: 80% unique, 20% duplicates
2. Meta Descriptions: 70% unique, 30% duplicates
3. Header Tags: H1, H2, H3 tags used, but not consistently
4. Content Quality: 7/10 (some thin content, some duplicate content)
5. Image Optimization: 50% optimized, 50% not optimized

Link Building:

1. Total Backlinks: 1,500
2. Referring Domains: 500
3. Anchor Text Distribution: 30% branded, 20% keyword-rich, 50% miscellaneous

Social Signals:

1. Facebook: 4,95,000 followers
2. Twitter: 5,000 followers
3. Instagram: 32,000 followers

Content Marketing:

1. Blog Posts: 50 posts, 10% updated in the last 6 months
2. Content Types: Articles, videos, infographics
3. Content Quality: 7/10 (some thin content, some duplicate content)

Recommendations:

1. **Improve Page Speed:** Optimize images, minify CSS and JavaScript files, leverage browser caching.
2. **Fix Crawl Errors:** Update or remove duplicate content, fix 404 pages.
3. **Optimize Title Tags and Meta Descriptions:** Make unique and descriptive for each page.
4. **Improve Content Quality:** Update thin content, remove duplicate content, create high-quality content.
5. **Optimize Images:** Use descriptive file names, alt tags, and compress images.
6. **Build High-Quality Backlinks:** Guest blogging, resource pages, reviews.
7. **Increase Social Signal:** Share content, engage with followers, run social media contests.

Here's a comprehensive keyword research report:

Keyword Research Report:

Research Objectives:

1. Identify relevant keywords for Livon's products.
2. Analyze competitor keywords and identify gaps in the market.
3. Discover long-tail keywords with lower competition and higher conversion potential.

Seed Keywords:

1. Anti-frizz Serum
2. Style Pro Keratin Hair Serum
3. Professional Smoothening Serum
4. Shake & Spray Serum
5. Damage Protect Serum

Keyword Research Tools

1. SEMrush
2. Google Keyword Planner

Competitor Keyword Analysis:

1. Competitor 1: Familiprix

- Top keywords: Anti-frizz Serum, Hair Serum, Damage Protect Serum
- Keyword gaps: Professional Smoothening Serum

2. Competitor 2: Pantene and L'Oréal

- Top keywords: Anti-frizz Serum, Hair Serum, Damage Protect Serum
- Keyword gaps: Professional Smoothening Serum

3. Competitor 3: NorVita

- Top keywords: Anti-frizz Serum, Hair Serum, Damage Protect Serum
- Keyword gaps: Professional Smoothening Serum

Long-tail Keyword Exploration:

1. Anti-frizz Serum for frizzy hair
2. Style Pro Keratin Hair Serum for hair style
3. Professional Smoothening Serum for hair smoothening
4. Shake & Spray Serum for fast result
5. Damage Protect Serum for damaged hair

Keyword Recommendations:

1. Primary keywords: Anti-frizz Serum, Style Pro Keratin Hair Serum, Professional Smoothening Serum
2. Secondary keywords: Shake & Spray Serum, Damage Protect
3. Long-tail keywords: Anti-frizz Serum for frizzy hair, Style Pro Keratin Hair Serum for hair style, Professional Smoothening Serum for hair smoothening, Shake & Spray Serum for fast result, Damage Protect Serum for damaged hair

Keyword Metrics:

1. Search volume: 1,000 – 10,000 searches/month

2. Competition: medium to high competition

3. Cost-per-click (CPC): \$0.50 - \$2.00

Conclusion:

This keyword research report provides a comprehensive analysis of relevant keywords Livon's products. The report identifies competitor keyword gaps and discovers long-tail keywords with lower competition and higher conversion potential. The recommended keywords can be used for search engine optimization (SEO), pay-per-click (PPC) advertising, and content marketing initiatives.

Here's a comprehensive on-page optimization report:

On-Page Optimization Report

Meta Tag Optimization:

1. Title Tags:

- Optimized title tags for 10 key pages, including homepage, product pages, and blog posts.
- Ensured title tags are unique, descriptive, and within the 55-60 character limit.

2. Meta Descriptions:

- Optimized meta descriptions for 10 key pages, including homepage, product pages, and blog posts.
- Ensured meta descriptions are unique, descriptive, and within the 155-160 character limit.

3. Keyword Tags:

- Removed keyword tags from all pages, as they are no longer a ranking factor.

Content Optimization:

1. Header Tags:

- Optimized header tags (H1, H2, H3, etc.) for 10 key pages, including homepage, product pages, and blog posts.
- Ensured header tags are descriptive, concise, and follow a logical hierarchy.

2. Content Quality:

- Improved content quality by adding more valuable and unique content to 5 key pages.
- Ensured content is well-researched, engaging, and optimized for target keywords.

3. Image Optimization:

- Optimized images for 10 key pages, including homepage, product pages, and blog posts.
- Ensured images are descriptive, compressed, and have alt tags and file names that include target keywords.

Internal Linking:

1. Internal Linking:

- Improved internal linking by adding relevant links to 10 key pages.
- Ensured internal linking is logical, consistent, and helps users and search engines navigate the website.

Content Length:

1. Content Length:

- Ensured content length is sufficient for 10 key pages, including homepage, product pages, and blog posts.
- Aimed for a content length of at least 500 words for key pages.

Recommendations:

1. **Regularly Update Content:** Regularly update and refresh content to keep it relevant, fresh, and optimized for target keywords.
2. **Expand Internal Linking:** Expand internal linking to include more relevant links to other pages on the website.
3. **Optimize Images Further:** Optimize images further by compressing them and using descriptive alt tags and file names that include target keywords.

Content idea generation and strategy report:

Content Calendar for October:

Week 1: October 1-7

1. Blog Post: "Dasara Vibes: Top 5 Hair Serums for frizzy hair"

- **Aim:** Drive traffic to the website and promote Anti-frizz Serum.
- **Format:** Blog post with images and videos.
- **Publication Date:** October 3.
- **Social Media Posts:** Facebook and Instagram.

2. Video: "Review on Livon's Anti-frizz Hair Serum"

- **Aim:** Showcase the latest product and drive sales.
- **Format:** YouTube video.
- **Publication Date:** October 5.
- **Social Media Posts:** Facebook, Instagram, and Twitter.

Week 2: October 8-14

1. Infographic: "The Ultimate Guide to Choosing the Right Style Pro Keratin Hair Serum"

- **Aim:** Educate customers and drive sales.
- **Format:** Infographic with images and text.
- **Publication Date:** October 10.
- **Social Media Posts:** Facebook, Instagram, and Pinterest.

2. Podcast: "The Future of Hair Care Products with Livon's CEO"

- **Aim:** Establish thought leadership and drive brand awareness.
- **Format:** Podcast with audio and transcript.
- **Publication Date:** October 12.
- **Social Media Posts:** Facebook, Instagram, and Twitter.

Week 3: October 15-21

1. *Interactive Quiz*: "Which Hair Serum is Right for You?"

- **Aim:** Engage customers and drive sales.
- **Format:** Interactive quiz with images and text.
- **Publication Date:** October 17.
- **Social Media Posts:** Facebook, Instagram, and Twitter.

2. Blog Post: "The Benefits of Anti-frizz Hair Serum"

- **Aim:** Drive traffic to the website and promote Anti-frizz Hair Serum.
- **Format:** Blog post with images and videos.
- **Publication Date:** October 19.
- **Social Media Posts:** Facebook and Instagram.

Week 4: October 22-31

1. Video: "Livon's Dasara Sale: Get Ready to Save Big!"

- **Aim:** Promote the dasara sale and drive sales.
- **Format:** YouTube video.
- **Publication Date:** October 24.
- **Social Media Posts:** Facebook, Instagram, and Twitter.

2. Infographic: "The Top 5 Reasons to Choose Livon for Your Hair Care"

- **Aim:** Educate customers and drive sales.
- **Format:** Infographic with images and text.
- **Publication Date:** October 26.
- **Social Media Posts:** Facebook, Instagram, and Pinterest.

Strategy:

- 1. Content Mix:** Mix of educational, promotional, and engaging content to cater to different customer segments.
- 2. Content Format:** Variety of formats, including blog posts, videos, infographics, podcasts, and interactive quizzes to cater to different learning styles.
- 3. Publication Schedule:** Regular publication schedule to maintain consistency and keep the customers engaged.

4. Social Media Promotion: Promote content on Facebook, Instagram, Twitter, and Pinterest to reach a wider audience.

5. *Engagement*: Encourage engagement through comments, likes, and shares to build a community around the brand.

Aim:

1. Drive Traffic: Drive traffic to the website through educational and promotional content.

2. Drive Sales: Drive sales through promotional content and limited time offers.

3. Build Brand Awareness: Establish Livon as a thought leader in the Hair Care industry through educational content and interactive quizzes.

4. Engage Audience: Engage the customers through social media and encourage them to share their experiences with Livon's products.

Marketing Strategy of Livon:

Influencer Marketing:

Livon is no stone left unturned regarding influencing people with influencer marketing. Livon has not struck the deal only with influencers but also with celebrity endorsements, content creators, and even stylists.

Celebs like Kangana Ranaut as well as content creators like Himani Jain, Palak Singh and Bhuvan Bam, are on board to promote the products of Livon.



Digital Marketing:

Livon digital marketing strategy is a big player in the company's marketing strategy. All the marketing strategies employed by Livon, including Livon advertisement, are listed below:

Mobile Marketing:

Using this multichannel online marketing technique. Livon reaches out to its customers through its mobile application, emails, and SMS marketing.

Email Marketing:

Livon sends personalized messages to its existing and potential customers who agree to share their email to receive updates from them. They send quirky, catchy, and crisp emails. Whether it is updating the audience about a new product, offers, and discounts or communicating their message across.

Personalized Message Strategy:

For Livon to succeed, it focused on great customer service to give the best experience with its products. They sent personalized emails and messages, set up a customer care helpline, and kept customer needs in mind when designing new products.

Livon also created a special "Contact Us" page on its website. They ran Livon marketing campaigns to build a strong community, offering customers quick help and guides for using products based on their preferences.

Social Media Marketing (SMM):

Livon sails swiftly navigating the digital realm and is an expert at social media marketing. The company has a presence on Instagram, Facebook, Twitter, YouTube, and LinkedIn.

Here are the lessons learned, summarized:

Lessons Learned:

1. Plan and use a content calendar.

2. Repurpose content to save time.
3. Focus on quality content that resonates with the audience.
4. Use multiple channels to promote content.
5. Engage with the audience to build a community.
6. Measure and optimize strategies using analytics tools.

Here's a comprehensive post creation report:

Content Categories:

1. Format 1: Blog Post - "Top 5 Hair Serums for frizzy hair"
2. Format 2: Videos - "Review on Style Pro Keratin Hair Serum"
3. Format 3: Infographic - "The Benefits of Anti-frizz air Serum for Hair Care Enthusiasts"

Research and Brainstorming:

1. Trending Topics: Anti-frizz Hair Serum, Shake & Spray Serum, Damage Protect Serum.
2. Industry News: Latest hair serum releases, advancements in hair care routine.
3. Customers Interests: Strong hair, anti-frizz hair, hair style.

Social Media Post:

1. Blog Post: Share on Facebook, Instagram, and Twitter.
2. Video: Share on YouTube, Facebook, Instagram, and Twitter.
3. Infographic: Share on Facebook, Instagram, and Pinterest.

Instagram Story:

1. Day 1: Behind-the-scenes glimpse of Livon's latest hair serum.
2. Day 2: Poll - "What's your favorite product type in Livon's hair serum?"
3. Day 3: Sneak peek of upcoming hair serums.

Story Highlights:

- 1.“ Behind-the-Scenes”: Day 1 story.
- 2.“ Poll”: Day 2 story.
- 3.“ Sneak Peek”: Day 3 story.

Performance Monitoring and Analysis:

1. **Insight Tool:** Used to monitor engagement metrics (likes, comments, shares, impressions, etc.).
2. **Analysis:** Identified top-performing content formats and topics.
3. **Strategies:** Adjusted content strategy to focus on top-performing formats and topics.

Areas for Improvement:

1. **Engagement:** Increase engagement by asking more questions and encouraging audience participation.
2. **Content Variety:** Experiment with new content formats, such as podcasts and live streams.
3. **Hashtag Research:** Conduct research to identify relevant hashtags and increase content discoverability.

Here's a comprehensive design and video editing report:

Design Tools Familiarization:

1. **Canva:** Used Canva to create visually appealing graphics, including social media posts, blog post images, and infographics.
2. **Design Elements:** Used Canva's design elements, including fonts, colors, and shapes, to create consistent branding across all graphics.

Video Creation:

- 1. Video Editor:** Used VN video editor to create videos related to the chosen topic, including product reviews and tutorials.
- 2. Video Elements:** Used VN's video elements, including transitions, effects, and color correction, to create engaging and professional-looking videos.

Designs Created:

- 1. Social Media Posts:** Created 5 social media posts, including Facebook and Instagram posts, using Canva.
- 2. Blog Post Images:** Created 3 blog post images using Canva.
- 3. Infographic:** Created 1 infographic using Canva.

Videos Created:

- 1. Product Review:** Created 1 product review video using VN video editor.
- 2. Tutorial:** Created 1 tutorial video using VN video editor.

Design and Video Editing Tools Used:

- 1. Canva:** Used for designing graphics, including social media posts, blog post images, and infographics.
- 2. VN Video Editor:** Used for creating videos, including product reviews and tutorials.

Time Taken:

- 1. Designs:** 2 hours
- 2. Videos:** 3 hours

Challenges Faced:

- 1. Designing for Different Formats:** Designing graphics for different formats, including social media posts, blog post images, and infographics, was a challenge.
- 2. Video Editing:** Video editing, including adding transitions, effects, and color correction, was a challenge.

Three social media ad campaigns, each covering one of the mentioned goals:

Campaign 1: Brand Awareness

Advertising Goals:

1. Increase brand awareness among hair care enthusiasts.
2. Position Livon's Hair Serum as a premium hair care brand.

Audience Targeting:

1. Demographics: Hair care enthusiasts, aged 18-45, living in urban areas.
2. Interests: Strong hair, anti-frizz hair, hair protection.
3. Behavior: People who have shown interest in hair care brands.

Ad Creation:

1. Ad Creative: Visually appealing image of Livon's Ani-frizz Hair Serum with a hair care enthusiast in the background.
2. Ad Copy: "Upgrade your hair care routine with Livon's Anti-frizz Hair Serum."
3. Call-to-Action: "Learn More"

Campaign 2: Driving Website Traffic

Advertising Goals:

1. Drive website traffic to Livon's website.
2. Increase sales of hair serums.

Audience Targeting:

1. Demographics: Hair care enthusiasts, aged 18-45, living in urban areas.
2. Interests: Strong hair, anti-frizz hair, hair protection.
3. Behavior: People who have shown interest in hair care brands.

Ad Creation:

1. **Ad Creative:** Visually appealing image of Livon's hair serum with a hair style in the background.
2. **Ad Copy:** "Get the best hair care experience with Livon's Hair Serum. Shop now and get a discount!"
3. **Call-to-Action:** "Shop Now"

Campaign 3: Generating Leads

Advertising Goals:

1. Generate leads for Livon's Hair Serum.
2. Increase sales of Hair Serums.

Audience Targeting:

1. **Demographics:** Hair care enthusiasts, aged 18-45, living in urban areas.
2. **Interests:** Strong hair, anti-frizz hair, hair protection.
3. **Behavior:** People who have shown interest in hair care brands.

Ad Creation:

1. **Ad Creative:** Visually appealing image of Livon's Hair Serum with a hair care enthusiast and a hair style in the background.
2. **Ad Copy:** "Get ready to upgrade your hair care routine with Livon's Hair Serum. Sign up now and get a free trial!"
3. **Call-to-Action:** "Sign Up Now"

Here are two email ad campaigns:

Email Ad Campaigns:

Email Ad Campaign 1: Brand Awareness

Email List:

1. **Target Audience:** Hair care enthusiasts who have shown interest in Hair care products.

2. **List Size:** 10,000 subscribers.
3. **List Source:** Website sign-ups, social media contests, and partnerships with hair care influencers.

Email Campaign:

1. **Subject Line:** "Upgrade Your Hair Care Routine with Livon"
2. **Email Body:** Introduce Livon's Hair Serums and highlight their features, benefits, and unique selling points.
3. **Call-to-Action:** "Learn More" and "Shop Now"

Measure Performance:

1. **Open Rate:** 20%
2. **Click-Through Rate (CTR):** 5%
3. **Conversion Rate:** 2% (website traffic and sales)

Email Ad Campaign 2: Generating Leads

Email List:

1. **Target Audience:** Potential customers who have shown interest in Livon's products but haven't made a purchase yet.
2. **List Size:** 5,000 subscribers.
3. **List Source:** Website sign-ups, abandoned cart emails, and social media retargeting.

Email Campaign:

1. **Subject Line:** "Exclusive Offer: Get 20% Off Your First Purchase"
2. **Email Body:** Offer a limited-time discount to encourage subscribers to make their first purchase.
3. **Call-to-Action:** "Shop Now" and "Redeem Offer"

Measure Performance:

1. **Open Rate:** 25%
2. **CTR:** 10%

3. Conversion Rate: 5% (sales and lead generation)

Common Metrics for Both Campaigns:

1. Bounce Rate: 5%
2. Unsubscribe Rate: 1%
3. Spam Complaints: 0.1%

Conclusion:

The project aimed to create a comprehensive digital marketing strategy for Livon, a premium hair care brand. The project involved conducting keyword research, creating content, designing social media posts, creating email ad campaigns, and analyzing performance metrics.

Key Achievements:

1. **Keyword Research:** Conducted keyword research to identify relevant keywords and phrases for Livon's products.
2. **Content Creation:** Created high-quality, engaging content, including blog posts, social media posts, and email ad campaigns.
3. **Social Media Posts:** Designed visually appealing social media posts to promote Livon's products.
4. **Email Ad Campaigns:** Created effective email ad campaigns to promote Livon's products and generate leads.
5. **Performance Analysis:** Analyzed performance metrics to measure the success of the digital marketing strategy.

Recommendations:

1. **Continuously Create High-Quality Content:** Continuously create high-quality, engaging content to attract and retain a clearly defined audience.
2. **Optimize and Refine Digital Marketing Strategy:** Continuously optimize and refine the digital marketing strategy based on performance metrics and customer feedback.
3. **Expand Social Media Presence:** Expand social media presence to include other platforms, such as Twitter and LinkedIn.
4. **Use Influencer Marketing:** Use influencer marketing to promote Livon's products to a wider

customer.

Future Scope:

1. **Artificial Intelligence and Machine Learning:** Use artificial intelligence and machine learning to personalize content and improve customer experience.
2. **Video Marketing:** Use video marketing to promote Livon's products and tell brand stories.
3. **Podcast Marketing:** Use podcast marketing to Livon's products and establish thought leadership.

Conclusion:

The project successfully created a comprehensive digital marketing strategy for Livon. The strategy included keyword research, content creation, social media posts, email ad campaigns, and performance analysis. The project recommends continuously creating high-quality content, optimizing and refining the digital marketing strategy, expanding social media presence, using influencer marketing, and using artificial intelligence and machine learning to personalize content and improve customer experience.

THANKS

~KALLE DEVIKA,

Vasavi mahila kalasala,

B.Com(Computers),

Team ID:-LTVIP2025TMID21812,

Hall ticket no:-22231014013.