Comprehensive Digital Marketing Project Work of LAKME

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Research Brand Identity:
Company for Project : LAKME

➢ **Brand Colours : Pink , White**
➢ **Logo:**

L A K M É

➢ **Mission/Values:**

Lakme mission is to become An Ally To The Classic Indian Woman, Lakme Inspires Her To Express The Unique Beauty And Sensuality Within Enabling Her To Realize The Potency Of Her Beauty**.**

➢ **Company Founded year:**1952
➢ **USP:**

Lakme brings expert products and services that are borne out of true understanding of the needs of the Indian.

➢ **Tagline:** Effortlessly, Fashionably, Unapologetically MÉ. LAKMÉ.

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

➢ **Analyze Brand Messaging:**

Lakme's brand messaging focuses on empowering women.
By providing high-quality cosmetics and beauty products,
Lakme aims to boost women's confidence and help
Them feel their best. Their messaging conveys the belief that when women feel confident, they can conquer the world.

Lakme brand Messaging mainly focuses on Indian Culture and Heritage .

https://www.instagram.com/p/CurhfiVSjMH/

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

➢ **Examine the Brand's Tagline:**

"Lakme: Embrace Your Beauty. Elevate Your Style. Unleash Confidence. Our Products, Your Expression. We celebrate diversity and empower individuals to embrace their unique beauty, providing high-quality makeup and skincare solutions to help you express yourself confidently, and radiate beauty from within."

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Competitor Analysis: Selecting three competitors of lakme to perform competitor analysis for Lakme
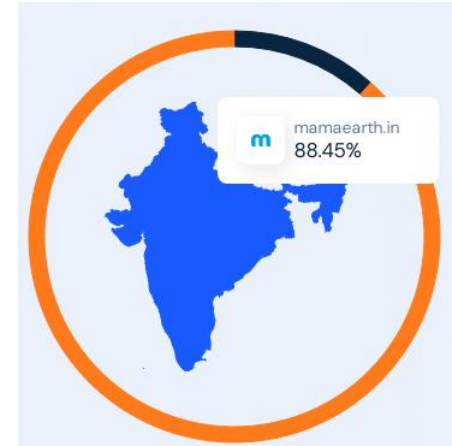
Competitor 1: https://www.mamaearth.in/

Rank: 1,489

USP: Natural and Toxin-free products, Dermatologically Tested, Range of products.

Communication: User-generated content, Customer's preferences**.**

Lakme vs mamaearth:

Total Visits ⓘ	574.6K	6.8M
Last Month Change ⓘ	▾ 4.57%	▴ 15.81%
Avg Visit Duration ⓘ	00:01:09	00:04:31
Pages per Visit ⓘ	2.85	4.28
Bounce Rate ⓘ	63.23%	2.50%

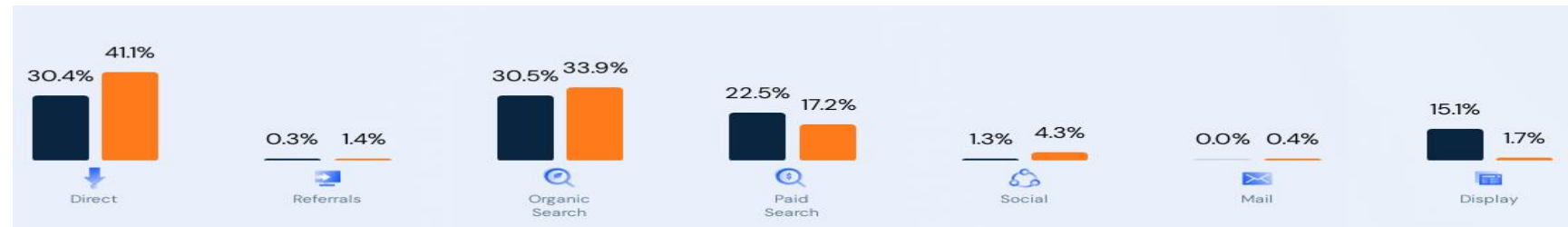mamaearth.in 88.45%

Competitor 2: https://www.nykaa.com/
Rank: 321
USP: Beauty and wellness products, Extensive productive range, Curated Beauty Advice.
Communication: Brand strategy, Online platforms, credible recommendations.

Lakme vs nykaa:

Competitor 3: https://www.maybelline.com/

Rank: 30,273

USP: Wide range of products, Affordable Pricing, Brand Heritage and Trust.

Communication: In-store Displays and Promotions, Public Relations, websites

Lakme vs maybelline:

Total Visits ⓘ	**574.6K**	113.6K
Last Month Change ⓘ	▾ 4.57%	▾ 14.93%
Avg Visit Duration ⓘ	00:01:09	**00:01:12**
Pages per Visit ⓘ	2.85	**4.82**
Bounce Rate ⓘ	63.23%	**50.33%**

lakmeindia.com
buy lakmé cosmetic products & beauty products online @ best price ✓india's leading online cosmetics store ✓choose from a wide range of beauty **Show more**

⊛ Global Rank ⓘ
#97,899

maybelline.co.in
buy maybelline makeup products and cosmetics by trying them with the virtual try on tool. explore the latest makeup tutorials, tips and videos to **Show more**

⊛ Global Rank ⓘ
#312,202

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

➤ **Buyer's/Audience's Persona:** Creating a Audience persona for Lakme Brand

Audience Persona for Lakme Products

Name: Sirisha

❑ **Demographic Information**:
   Age: 25 years old
   Gender: Female
   Education: MCA graduate
   Marital Status: Unmarried
   Location: Urban areas in India
   Occupation: Software developer
   Income Level: Middle class

❖ **Psychographics:**
   Sirisha is a young, fashion-conscious woman who is always updated with the latest beauty trends.
   Goals and Motivations:
    Enhancing her natural beauty and feeling confident in her appearance.

Part 1: Brand study, Competitor Analysis & Buyer's/Audience Persona

❑ **Behaviors:**

Festival & Occasion makeup

Social Media Interaction

❑ **Interests:**

Skincare

Makeup

Fashion

❑ **Influences:**

Social media platforms like Instagram, YouTube, and TikTok, where she follows

beauty influencers and watches tutorials.

Part 2: SEO & Keyword Research

- **SEO Audit:** Conducting an SEO audit for Lakme Using Seoptimer Tool

  - ❖ **Keyword Research and Analysis :** Identify relevant keywords related to Lakme Cosmetics' products, brand, and industry . Analyze keyword search volume, competition, and relevance
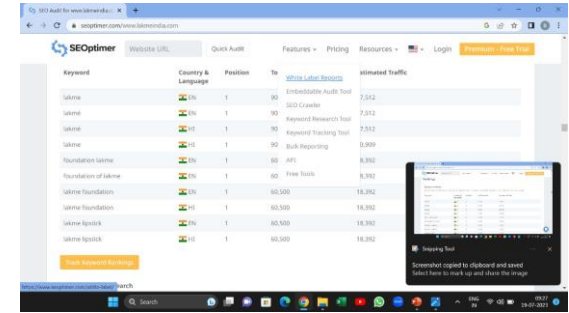

  - ❖ **Analytics and Tracking:** Set up Google Analytics to monitor website traffic and user behavior. Utilize data to identify areas for improvement and track progress over time.
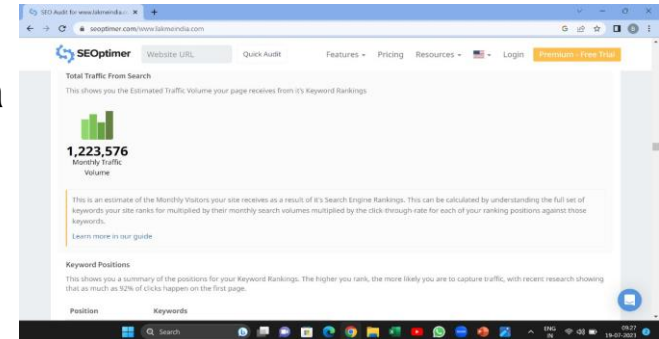
❖ **On-Page SEO:** Review meta tags (title, description) for relevant keywords and uniqueness. Assess the content for quality, uniqueness, and relevance to target keywords. Optimize image alt tags with descriptive text.
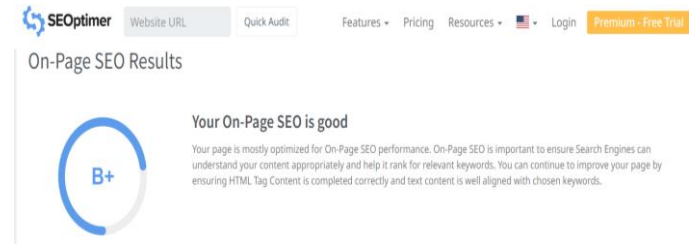
❖ **Technical SEO:** Check for any crawl errors using tools like Google Search Console. Ensure the website is mobile-friendly and responsive. Verify the site's loading speed and optimize if necessary. Make sure all important pages are indexed by search engines.
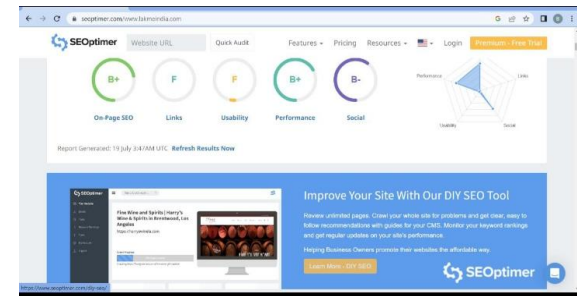
Part 2: SEO & Keyword Research

Company: Lakme

- **Keyword Research Objective:**

Keyword research is essential for any brand or product to enhance its online presence and reach its target audience effectively. For Lakme, a well-known beauty and cosmetics brand, conducting keyword research is crucial to understand what potential customers are searching for and to optimize their online content accordingly.

→**Seed keywords:**

The Seed Keywords are used to improve SEO(Search Engine optimization) of the website. By improving SEO the webpage will be ranked in the Search engine results page(SERP). These seed keywords can be expanded upon to target specific product categories or aspects of Lakme's product line in digital marketing campaigns, search engine optimization (SEO), and content creation Some of the Seed Keywords for the Lakme are given below:

Part 2: SEO & Keyword Research

- **Keyword Research Stats**:

SNO	Keyword	Monthly Searches	Competition
1	Lakme Lipstick	74,000	HIGH
2	Lakme cc cream	90,000	HIGH
3	Lakme Foundation	90,500	HIGH
4	Lakme Mascara	8,100	HIGH
5	Lakme Kajal	22,200	HIGH
6	Lakme Eye Liner	22,200	HIGH
7	Lake Facewash	40,500	HIGH

Keywords Searched Link:
https://docs.google.com/spreadsheets/d/1s-_NSjcBxRmygI3Fa3tGQraVgbnssA381HfVO8D8Qds/edit?usp=sharing

Part 2: SEO & Keyword Research

➢ **On Page Optimization:**

➢ **Meta Tag Optimization**: For optimizing meta tags in digital marketing for Lakmé products (a popular cosmetics brand), you need to focus on relevant keywords, compelling descriptions, and Unique titles that will attract Target Audience and improve search engine visibility. Follow the Below steps for Meta tag optimization :

• **Keyword Research:**
  First identify the seed keywords for the Lakme products in keyword tools like Google keyword planner, SEMrush , Moz Keyword Explorer.

• **Title/Meta Tag :**
Create unique and descriptive title tags for each product page using Keywords. We have to create tags within 50-60 Characters .Title tags are helpful to get results of the webpage in search engines.

• Meta/Title Description :
Write the description about the topic using relevant Keywords . Write the description within150-160 characters in the webpage

Part 2: SEO & Keyword Research

➢ **Content Optimization:**

Content optimization for Lakme products involves refining digital content to enhance its relevance, visibility, and appeal to target audiences. By implementing effective content optimization strategies, the cosmetics brand can attract potential customers, boost search engine rankings, and improve overall user experience. The Important elements for Content optimization for Lakme Products include:

- **Keyword Research:**

 Conduct through keyword research to identify relevant and high-value keywords related to Lakme products, beauty trends, and cosmetics industry. Use these Keywords and insert into the content to get more organic traffic .

- Compelling Product Descriptions:

Create engaging and informative product descriptions that describes the unique features, benefits, and ingredients of each Lakme product.

Part 2: SEO & Keyword Research

- **Visual Content Enhancement:**
 Optimize visual content such as product images, videos, and infographics to improve loading speed and user experience. Use descriptive alt tags , it displays the message when the image is not loaded.
- **Blog and Content Marketing:**
 Utilize content creation to publish blog posts, tutorials, and beauty tips that revolve around Lakmé products. Informative and valuable content can establish Lakmé as an authority in the beauty industry and drive more organic traffic to the website.
- **Social Media Integration:**
 Integrate with social media platforms and optimize content for social media platforms. Encourage user-generated content and engagement to increase the brand's reach and create a loyal customer community.
- **Mobile Optimization:**
Create a user friendly i.e. Mobile supported content. Improve loading speed of the webpage.

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:**

➢ **Content Calendar:** The remaining month of July content calendar

CONTENT CALENDAR

JULY

07   2023   / MONTHLY PLANNER /

1 ____   2 ____   3 ____   4 ____   5 ____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 10am - 12pm Lakme Brand Identity	18 10am - 12pm Key Words Research	19 10am - 12pm Competitor Analysis for Lakme Brand	20 10am - 12pm SEO Audit for Lakme	21 10am - 12pm Instagram Quiz Post for Lakme	22 10am - 12pm Lakme Ad Video
23	24	25	26	27	28	29
30	31					

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation& Marketing Strategies:**

The content idea generation and marketing strategies process is a important aspect of any successful marketing campaign. It involves several steps and considerations as follows:

❖ **Understanding the Target Audience**: The process begins with through target audience research and understanding. Knowing the demographics, preferences, pain points, and interests of the target audience is essential for crafting relevant and engaging content. We have to take feedback from the audience to improve ourself.

❖ **Setting Main Objectives**: Defining specific goals for the content marketing campaign is important. Whether it's increasing brand awareness, driving website traffic, generating leads, or boosting sales, clear objectives provide direction for the content creation process.

❖ **Making a Content Calendar**: Creating a content calendar is Vital part for organizing content publication schedules . The calendar should consider the frequency of content posting, optimal posting times, and the distribution of content across various channels.

Part 3: Content Ideas and Marketing Strategies

❖ **Optimizing for SEO:** For content published online, optimizing it for search engines is essential. By optimizing seo ,the rank of the website increases in SERP, so it can reached to many audience this leads to gain more traffic.

❖ **Content Creation and Production:** Creating content involves creating posts, writing blog articles, social media posts etc. High quality content only increases more traffic to the website. Content creation is the vital part in marketing strategy.

❖ **Analyzing Performance:** We have to measure analytics and performance of our content and website improvements daily. By analyzing we can improve the website by recorrecting our mistakes. Etc,.

In conclusion, the content ideas and marketing strategies process involves a dynamic and iterative approach. By learning from these challenges and incorporating audience feedback, content creators and marketers can continually refine their strategies and deliver valuable, engaging content to their audience.

Part 3: Content Ideas and Marketing Strategies

Challenges Faced:

❑ **Creating Quality Content:** It is very hard to create a large amount of Quality content for the blog articles and Social media posts. We have to spend more time for creating a reliable content for the required concept.

❑ **More Competition:** In various Marketing , standing against the competitors is very difficult. We have to produce a unique content when compared to competitors.

❑ **Lack of Creativity:** It is difficult to produce innovative and unique ideas. Content creators mostly faces struggles in creating the unique content.

❑ **Social Media Interaction:** Maintaining the social media interaction with audience requires a lot of time. Our time mostly consumed in social media management.

Part 3: Content Ideas and Marketing Strategies

Lessons learned:

❖ **Know your audience:** Understanding target audience is very important aspect of content marketing ,so that we easily send our product into the customers.

❖ **Content marketing**: Valuable and engaging content is a powerful tool for attracting and retaining customers. Invest in creating high-quality content that educates, entertains, or solves problems for your audience.

❖ **Social media influence**: Social media has become a significant platform for marketing. Build a strong presence on relevant social media channels to connect with your audience, foster engagement, and build brand loyalty.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:

❑ Format 1: Blog Article
Date : 20th July 2023
Topic:**Discover the Absorbing Beauty of Lakme Luminous Skin Cream: A Guide to Radiant Skin**
Url link: https://lakmeindiasupport.blogspot.com/2023/07/title-discover-   absorbing-beauty-of.html

Part 4: Content Creation and Curation (Post creations, Designs/Video Edi Ad Campaigns over Social Media and Email Ideation and Creation)

❏ **Format 2**: Video

Date : 20th July 2023

Topic: Brand advertisement

Drive Link:

https://drive.google.com/file/d/1pBxhLJyt8QqO_OCdBJrnghL3_xvc0fdk/view?usp=drivesdk
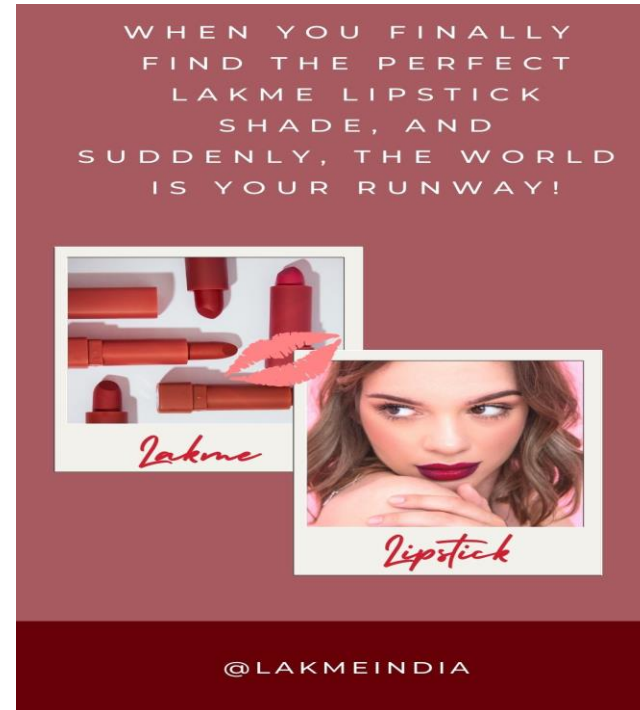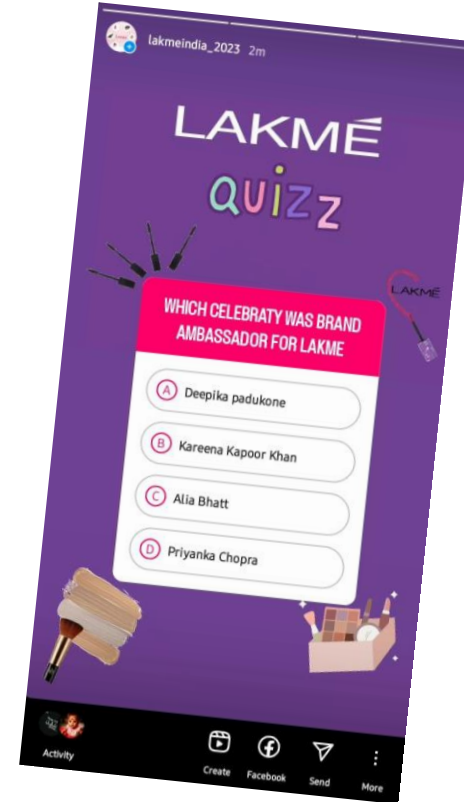
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

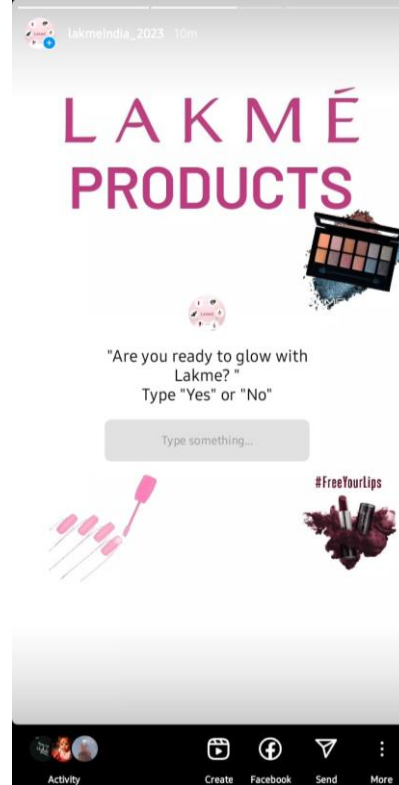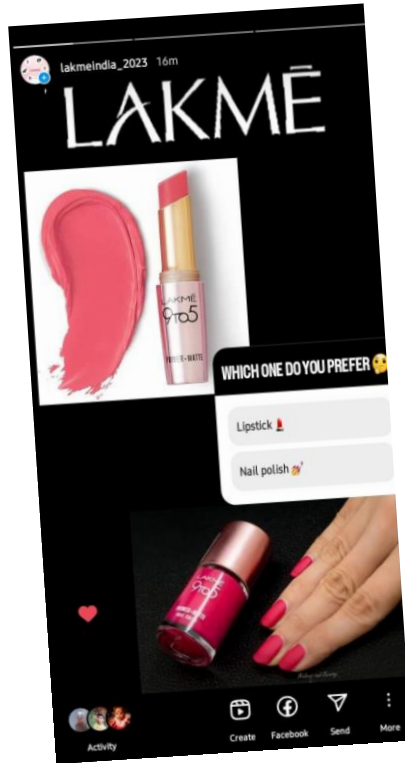❑ **Format 3:** Creative Meme

Date:20th July 2023

Topic: Lakme Lipstick

Meme:

WHEN YOU FINALLY FIND THE PERFECT LAKME LIPSTICK SHADE, AND SUDDENLY, THE WORLD IS YOUR RUNWAY!

Lakme

Lipstick

@LAKMEINDIA

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)
Instagram Story

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

➢ **Instagram Stories Links**:

1.
https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTE2NDE1NTY1Njg5MjA4?story_media_id=3152349886272498784_60808919127&igshid=NTc4MTIwNjQ2YQ==

2.
https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTE2NDE1NTY1Njg5MjA4?story_media_id=3152346222816372806_60808919127&igshid=NTc4MTIwNjQ2YQ==

3.
https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTE2NDE1NTY1Njg5MjA4?story_media_id=3152342583725342090_60808919127&igshid=NTc4MTIwNjQ2YQ==

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)
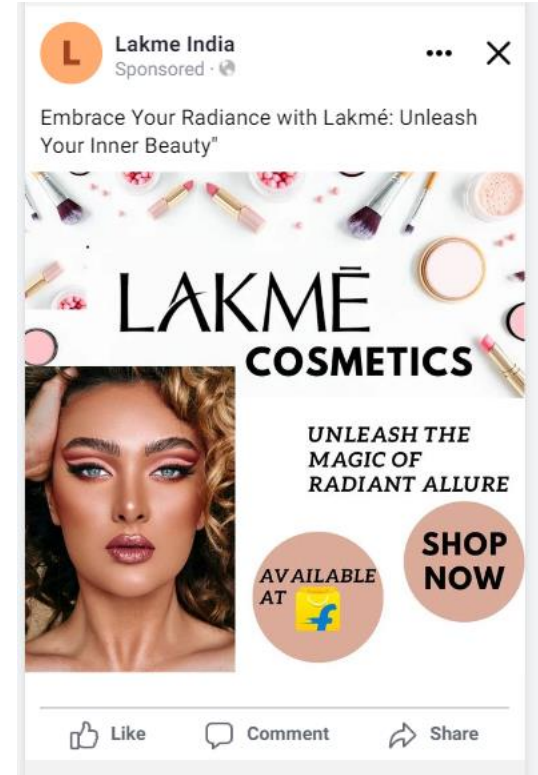
Designs/Video Editing

❖ **Design:**

❖ **Video Creation: Advertisement video on Lakme**

Link: https://drive.google.com/file/d/1pkw3cgT3dIXS6t-CR7YszzgN-xss3V8w/view?usp=drivesdk

Social Media Ad Campaigns

Ad Campaigns over Social Media:

➢ **Ad Campaign 1**: Brand Awareness
Brand awareness in Lakme's social media ad campaign entails reaching a vast audience through engaging content, captivating visuals, and strategic targeting. By showcasing the brand's premium cosmetics and skincare products, Lakme aims to boost recognition, foster brand loyalty, and empower followers with a journey of self-expression and beauty discovery.
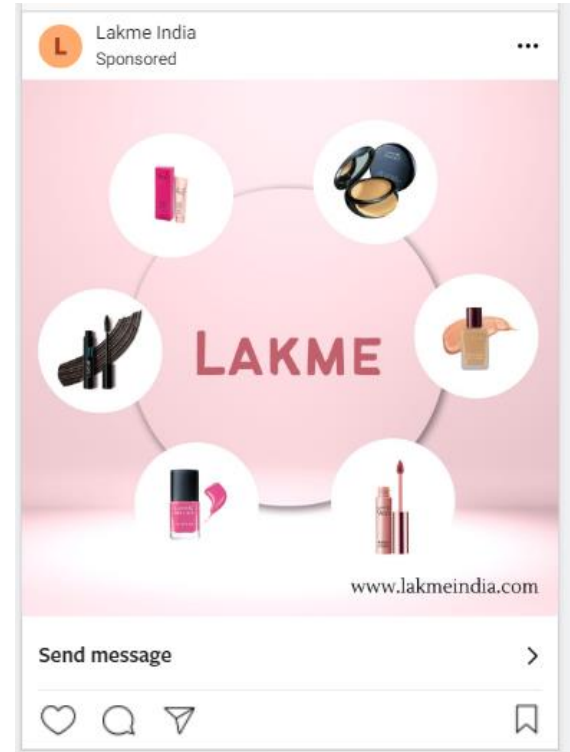**Targets: All Genders, Location : India**

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

➢ **Ad campaign 2**: Website Traffic

Website traffic refers to the number of people accessing a website within a certain time frame. It is an important metric that indicates a website's popularity, performance, and reach. Increased website traffic shows enhanced user engagement and the possibility for conversions, making it vital for digital businesses and content producers.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

➢ **Ad campaign 3**: Generating Leads

To generate leads means to attract and capture potential customers' interest in a product or service. Through various marketing strategies like content marketing, social media campaigns, and email marketing, businesses aim to collect contact information from interested prospects, with the goal of nurturing and converting them into paying customers.
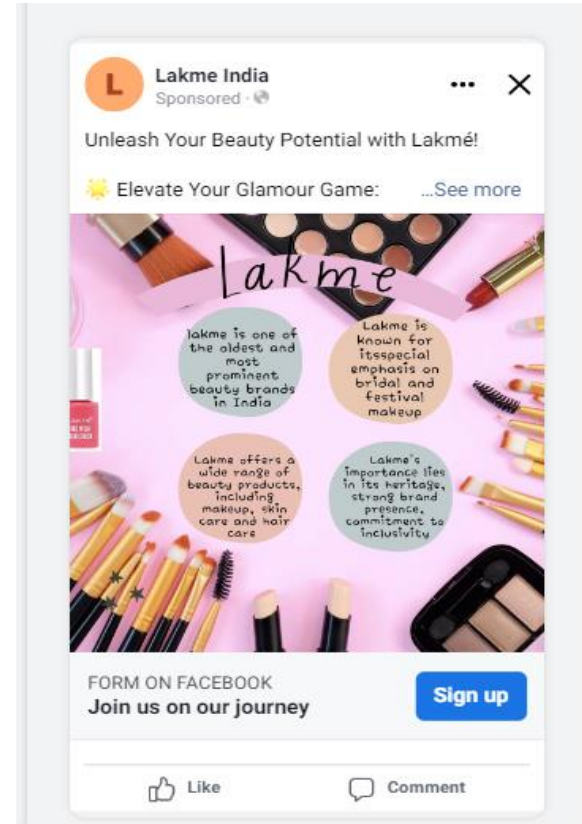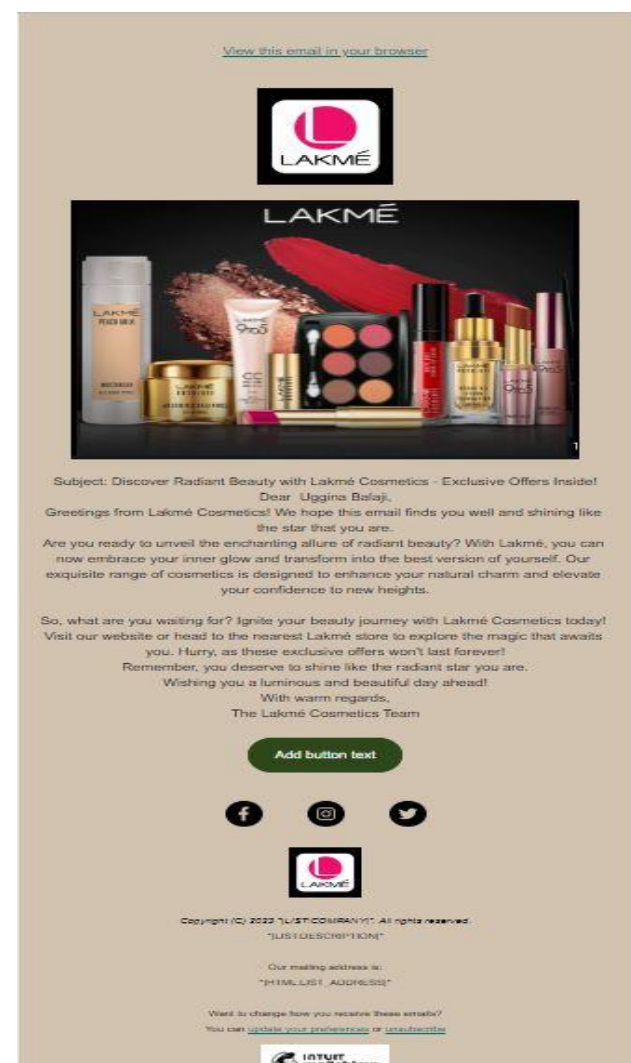
Email Ad Campaigns

Ad Campaigns for email marketing:

➢ **Brand Awareness:** Brand awareness refers to the extent to which consumers recognize and recall a particular brand. It is a crucial marketing metric that reflects the brand's visibility, familiarity, and recall among the target audience. Building strong brand awareness helps increase customer trust, loyalty, and preference for the brand's products or services.

➢ **Lead generation:** Lead generation is the process of attracting and capturing potential customers (leads) who show interest in a company's products or services. It involves various marketing strategies, such as content marketing, social media, and email campaigns, to generate interest and collect contact information for follow-up and conversion into paying customers.

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)

Email Ad Campaign 2 - Lead Generation

(insert emailer image)

Lakme's Newest Collection Awaits!

Introducing Lakme's latest innovation: the all-new Radiance Boosting Serum. Formulated with powerful antioxidants and natural extracts, this lightweight serum instantly revitalizes dull skin, leaving it with a radiant, lit-from-within glow. Its non-greasy formula absorbs quickly, providing intense hydration and minimizing the appearance of fine lines and imperfection. Elevate your skincare routine and unleash your skin's true luminosity with Lakme's breakthrough product. Embrace a radiant, youthful complexion with every drop of this extraordinary serum.

Collect the details you need to stay in touch.

Email Address

Subscribe

About Us

Lakme India: Leading cosmetic brand, offering a wide range of beauty and skincare products for the modern Indian woman.

Remind people what you offer

Add an image and a short description of how you're still serving customers.

Share any relevant updates

Keep people in the loop about any changes to your hours or product availability

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Challenges Faced:

Email marketing can be an effective way to reach and engage with your target audience, but it also comes with its fair share of challenges. Some of the common challenges faced in email marketing include:

➢ **Deliverability issues:** Getting emails delivered to the recipients' inbox can be challenging due to various factors like spam filters, sender reputation, and email authentication protocols. If your emails end up in the spam folder, your recipients may never see them.

➢ **Email fatigue:** Sending too many emails or irrelevant content can lead to email fatigue, where recipients become disengaged or irritated by the frequency or content of your messages.

➢ **Creating compelling content**: Crafting engaging and relevant email content that resonates with your audience is essential. Creating personalized, valuable content that avoids being overly promotional can be tricky. Etc.,

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Lessons Learned:

- **Know your audience:** Understanding the target audience is crucial aspect of the email ad campaign. We can send emails to our target audience to give more information about the products. We can easily communicate with audience.

- **A/B testing**: Experiment with different elements of your email campaign, such as subject lines, CTAs, and content. Use A/B testing to analyze which variations perform best and refine your approach based on the results.

- **Analyze and optimize**: Track the performance of your email ad campaign using relevant metrics, such as open rates, click-through rates, and conversions. Analyze the data to identify areas of improvement and adjust your strategy accordingly.

- **Mobile responsiveness:** It is required to create a mobile friendly email ,most of users uses mobile devices so we have to create mobile friendly email.