

# **Comprehensive Digital Marketing Project Work Of “LAKME”**

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

- **BRAND NAME : LAKME**
- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).
- **BRAND COLORS:** Black & white
- **LOGO:**



## **Mission/Values:**

Lakme's mission is to empower individuals and enhance their natural beauty by providing high-quality, innovative, and diverse cosmetic products. We aim to inspire confidence and self-expression, helping individuals embrace their uniqueness and feel beautiful both inside and out.

## **USP:**

The Unique Selling Proposition (USP) of Lakme lies in its strong brand heritage, product innovation, and its focus on catering to the diverse beauty needs of Indian consumers. Here are some key elements that contribute to Lakme's USP

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

- **Analyse Brand Messaging:**

Lakme's brand messaging is focused on empowering individuals to express their unique beauty and confidence. It emphasizes the brand's commitment to providing high-quality cosmetics that enhance natural features while embracing diversity, innovation, and inclusivity.



- **Examine the brand's tagline:**

Effortlessly, Fashionably, Unapologetically MÉ. LAKMÉ

❑ **WEBSITE LINK:** <https://www.lakmeindia.com/>

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

- **Competitor Analysis:** Here is a competitor analysis for Lakme, along with three prominent competitors operating in the beauty industry

- **Competitor 1:** **Maybelline**



## USP:

Maybelline's USP lies in its positioning as a trendy and affordable makeup brand. It focuses on offering a wide range of cosmetics that cater to the needs of young, fashion-forward individuals. Maybelline is known for its collaborations with celebrity influencers, its extensive shade ranges, and its ability to capture current beauty trends.

## Online Communication:

Maybelline maintains a strong online presence through its website and various social media platforms. Their online communication is characterized by vibrant visuals, engaging content, and tutorials that demonstrate product usage. They actively engage with their audience, encouraging user-generated content and promoting their products through influencer partnerships.

**WEBSITE LINK:** <https://www.maybelline.co.in>

## Competitor 2:

## L'Oréal Paris

**USP:** L'Oréal Paris positions itself as a global beauty brand with a wide range of high-quality products across skincare, haircare, and cosmetics. Their USP lies in their brand reputation, scientific research, and innovation. L'Oréal Paris emphasizes its commitment to inclusivity and diversity by offering products for different skin tones and types.

### Online Communication:

L'Oréal Paris maintains a comprehensive online presence, with an interactive website and active social media presence. Their online communication revolves around highlighting their scientific research and product innovations. They provide educational content, beauty tips, and personalized recommendations. L'Oréal Paris also collaborates with influencers and experts to promote their products and engage with their audience.

**WEBSITE LINK:** <https://www.lorealparis.co.in>



### Competitor 3:

### MAC Cosmetics

**USP:** MAC Cosmetics is known for its professional-quality makeup products and its positioning as a brand favored by makeup artists. Their USP lies in their extensive shade range, product durability, and artistic creativity. MAC Cosmetics offers a diverse range of products that cater to both classic and avant-garde makeup styles.

#### Online Communication:

MAC Cosmetics maintains a visually appealing and artistic online presence. Their website showcases their product range, along with tutorials and professional tips. MAC Cosmetics actively engages with its audience on social media platforms, featuring user-generated content and collaborations with influencers and makeup artists. They also highlight their philanthropic initiatives and community involvement. It's important to note that these competitor analyses are based on general observations and may vary over time. For a more detailed and up-to-date analysis, it is recommended to conduct thorough market research and analyze the competitors' specific strategies and campaigns.



**WEBSITE LINK:** <https://www.maccosmetics.in>

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

- **Buyer's/Audience's Persona:** The target audience for Lakme primarily consists of individuals in India who are interested in cosmetics and beauty products. Here is a breakdown of the target audience based on demographics, psychographics, behaviors, and interests
- **Demographics:**
  - **1. Gender:** Lakme primarily targets women, although it also offers some products for men.
  - **2. Age:** The brand caters to a wide range of age groups, with a primary focus on young adults and working professionals in the age range of 18-35.
  - **3. Geographic Location:** Lakme has a strong presence throughout India, targeting both urban and semi-urban areas. It also has a growing international presence.
- **Psychographics:**
  - **1. Beauty-conscious individuals:** Lakme appeals to individuals who are interested in enhancing their beauty and skincare routines.
  - **2. Fashion-forward consumers:** The brand targets individuals who follow the latest fashion trends and seek innovative makeup products.
  - **3. Aspirational consumers:** Lakme caters to individuals who aspire to achieve a polished and glamorous appearance.

## Behaviors and Interests:

- 1. Regular makeup users:** Lakme targets individuals who incorporate makeup as a regular part of their daily routines.
- 2. Skincare enthusiasts:** The brand appeals to individuals who prioritize skincare and seek products that are gentle and beneficial for their skin.
- 3. Occasion-based makeup users:** Lakme targets individuals who use makeup for special occasions, such as weddings, parties, and events.
- 4. Interest in beauty trends:** The target audience of Lakme is interested in staying updated with the latest beauty trends, techniques, and product launches . It's important to note that while Lakme has a broad target audience, it may also have specific subsegments for different product lines or campaigns. This description provides a general overview of the brand's target audience, but there may be variations and overlaps within the market.



## Part 2: SEO & Keyword Research

- **SEO AUDIT:** Playing out a Website design enhancement review for Lakme, a notable beauty concern products brand, requires a thorough examination different view points acted with site improvement.
- ❑ In spite of the fact that I don't approach ongoing information or Lakme's particular site data, I can furnish you with a general diagram of what a Search engine optimization review for Lakme could involve.



●**Keyword Research:**keyword research is a significant part of Web optimization, as it recognizes important inquiry terms and expressions that clients are utilizing to track down data about Lakme and its items.

>> Center around lengthy tail catchphrases, which are more unambiguous and regularly have lower contest.

>> For instance, rather than "lipstick," target catchphrases like "Lakme red matte lipstick" or "dependable Lakme lipstick."



Below Table shows us the some of the keyword Researches of Lakme product:

<b>Keyword</b>	<b>Search Volume</b>	<b>Competition</b>	<b>CPC</b>	<b>SERP Binding Range</b>
<b>Lakme</b>	<b>135000</b>	<b>HIGH</b>	<b>\$ 0.03</b>	<b>\$ 0.00 to \$ 0.03</b>
<b>Lakme foundation</b>	<b>90500</b>	<b>HIGH</b>	<b>\$0.00</b>	<b>\$ 0.00 to \$ 0.00</b>
<b>Lakme cc ream</b>	<b>90500</b>	<b>HIGH</b>	<b>\$0.00</b>	<b>\$ 0.00 to \$ 0.00</b>
<b>Lakme lipstick</b>	<b>74000</b>	<b>HIGH</b>	<b>\$0.00</b>	<b>\$ 0.00 to \$ 0.00</b>
<b>Lakme cream</b>	<b>60500</b>	<b>HIGH</b>	<b>\$0.00</b>	<b>\$ 0.00 to \$ 0.00</b>

Keyword Link: <https://docs.google.com/spreadsheets/d/1s->

## 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 within 150-160 characters in the webpage



# Part 3: Content Ideas and Marketing Strategies

## Content Idea Generation & Strategy:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11		<b>Blog Posts (BP)</b>	14	<b>Podcasts (POD)</b>
16	<b>5Videos (V),</b>	18	<b>Blog Posts (BP), Infographics (IG)</b>		<b>Videos (V)</b>	22
23	<b>Infographics (IG)</b>	25	<b>Infographics (IG)</b>	27	<b>Interactive Quizzes (IQ)</b>	29
<b>Videos (V), Infographics (IG)</b>	<b>Blog Posts (BP), Videos (V)</b>					

JULY  
2023

# Strategy and Aim

The strategy behind this content calendar is to leverage social media platforms like Facebook and Instagram to showcase Lakme as a reputable and customer-centric beauty brand while engaging and growing its online community

<b>*Brand Storytelling*</b>	By sharing the history and evolution of Lakme, the brand can connect with its audience emotionally, reinforcing its legacy and expertise in the beauty industry.
<b>*Educational and Inspirational*</b>	The makeup tutorials, beauty tips, and behind-the-scenes content aim to educate and inspire the audience, fostering a sense of trust and credibility in Lakme's products and expertise.
<b>*Interactive Engagement*</b>	The interactive quiz and influencer spotlights encourage active engagement, enabling users to explore the brand's offerings in a personalized way and build relationships with influencers.
<b>*Sustainability Focus*</b>	Highlighting Lakme's commitment to sustainability aligns the brand with the growing eco-conscious consumer base and showcases its responsible practices.
<b>*Customer-Centric Approach*</b>	By featuring customer reviews and testimonials, Lakme can build social proof, demonstrating how its products positively impact customers' lives.
<b>*Influencer Collaboration*</b>	Partnering with beauty bloggers and influencers not only increases brand visibility but also provides authentic reviews and recommendations, strengthening Lakme's influencer marketing efforts.
<b>*Content Variety*</b>	Using a mix of formats like blog posts, videos, Infographics, and podcasts ensures the content remains engaging, appealing to different audience preferences and consuming habits.

## Part 3: Content Ideas and Marketing Strategies

### Challenges Encountered:

- **Market Saturation** : The beauty industry is highly competitive, and there are many established brands along with emerging ones. Standing out in such a crowded market can be challenging for Lakme.
- **Changing consumer preferences** : Consumer preferences and trends in the beauty industry can change rapidly. Keeping up with these changes and adapting product offerings accordingly is crucial.
- **Global Expansion** : If Lakme decides to expand its market internationally, it will face challenges related to cultural differences, regulatory compliance, and local competition.
- **Social Media Scrutiny** : In the digital age, social media plays a significant role in shaping brand perception. Lakme must be mindful of potential controversies and negative feedback on social media platforms.
- **Sustainability & Ethical Concerns** : Consumers are increasingly conscious of environmental and ethical issues. Meeting these expectations and communicating Lakme's commitment to sustainability can be challenging.
- **Product Development and Innovation** : Constantly innovating and launching new products that resonate with consumers can be both a challenge and a necessity for the brand's growth.



## Lessons Learned:

- ❖ **Inclusivity and Diversity:** Embracing diversity in content creation and marketing strategies is essential for connecting with a broader audience and showing that Lakme products are for everyone.
- ❖ **Authenticity and Transparency:** Consumers appreciate honesty and transparency from brands. Being genuine in product claims and marketing messages helps build trust.
- ❖ **Engaging Content Creation:** Creating engaging and valuable content that educates and entertains the audience can help establish Lakme as an authority in the beauty industry.
- ❖ **Data-Driven Marketing:** Utilizing data analytics to understand consumer behavior and preferences allows for more targeted and effective marketing campaigns.
- ❖ **Influencer Marketing:** Collaborating with relevant influencers and beauty experts can amplify the brand's reach and credibility among consumers.
- ❖ **Customer Feedback and Interaction:** Actively listening to customer feedback and engaging with the audience can provide valuable insights and help in improving products and services.
- ❖ **Adapting to Digital Platforms:** Embracing digital marketing channels and platforms can enhance Lakme's visibility and reach in the online space.
- ❖ **Long-Term Brand Building:** Building a strong brand identity and staying consistent with messaging and visuals over time can create a lasting impression in consumers' minds.

## 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: Video**

✓ **Date:** 20<sup>th</sup> July 2023

❖ **Topic:** "5 Must-Try Lakme Makeup Looks for Summer"

#### ☐ **Research and Brainstorm:**

- 1. Research famous summer cosmetics patterns and procedures.
- 2. Investigate Lakme's item range and distinguish key items reasonable for summer looks.
- 3. Conceptualize video thoughts displaying bit by bit instructional exercises for various cosmetics looks utilizing Lakme items.
- 4. Consider including tips, stunts, and item suggestions to upgrade the video's worth.

# VIDEO CONTENT:



## Format 2: Blog Post

Date: 20<sup>th</sup> July 2023



## Topic: "Skincare Tips and Routine for Healthy Skin with Lakme Products"

### Research and Brainstorm:

1. Research skincare tips and schedules for different skin types.
2. Find out about Lakme's skincare product offering and their key advantages.
3. Conceptualize blog entry thoughts that instruct per users on fostering a sound skincare routine utilizing Lakme items.
4. Remember tips for legitimate purifying, saturating, sun assurance, and tending to explicit skin concerns.

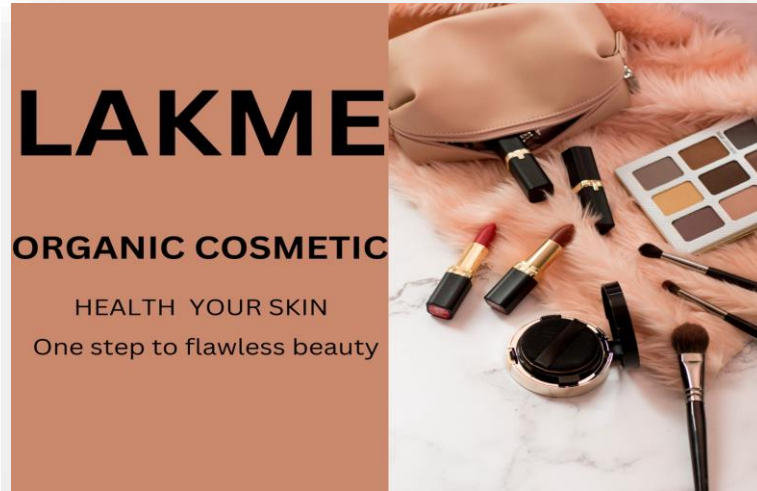
**BLOG LINK:** <https://lakme1209.blogspot.com/2023/07/skincare-tips-and-routine-for-healthy.html>

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

**Format 3:** Creative Post

**Date:** 20<sup>th</sup> July 2023

**Topic:** Lakme Organic Cosmetics



## 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)

# Designs Creation

- **Designs:**



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

## **Video Creation**

**Video Creation: Advertisement video on Lakme**





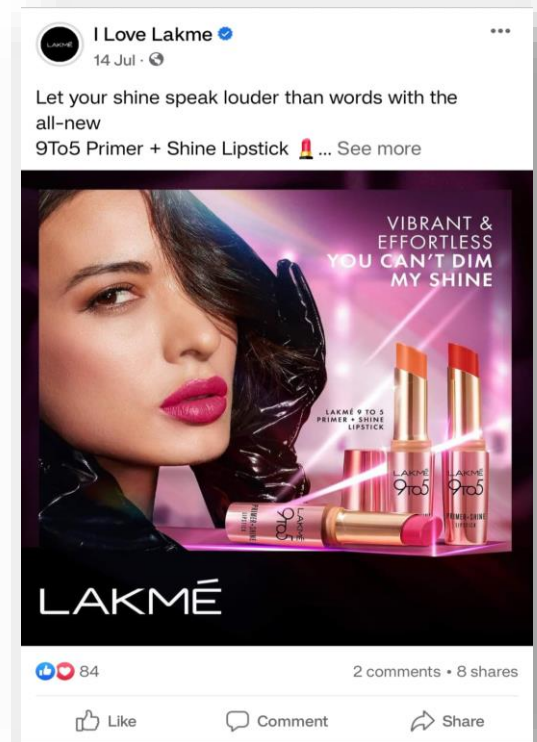
## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Social Media Ad Campaigns

#### Ad Campaigns over Social Media:

##### Ad Campaign 1: Brand Awareness

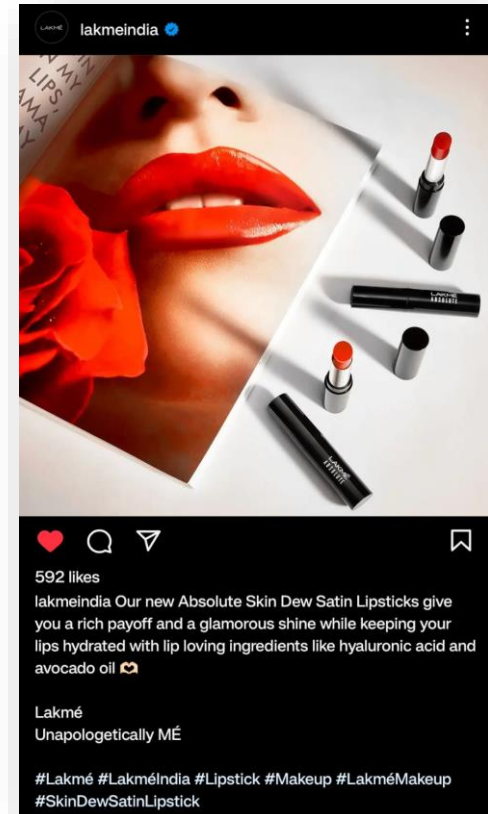
Brand care in Lakme's web-based diversion advancement campaign includes reaching a colossal group through Associating with content, stunning visuals, and key zeroing in on. By showing the brand's outstanding magnificence care items and skincare things, Lakme means to help affirmation, energize brand constancy, and draw in allies with a trip of self-enunciation and greatness exposure.



## 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

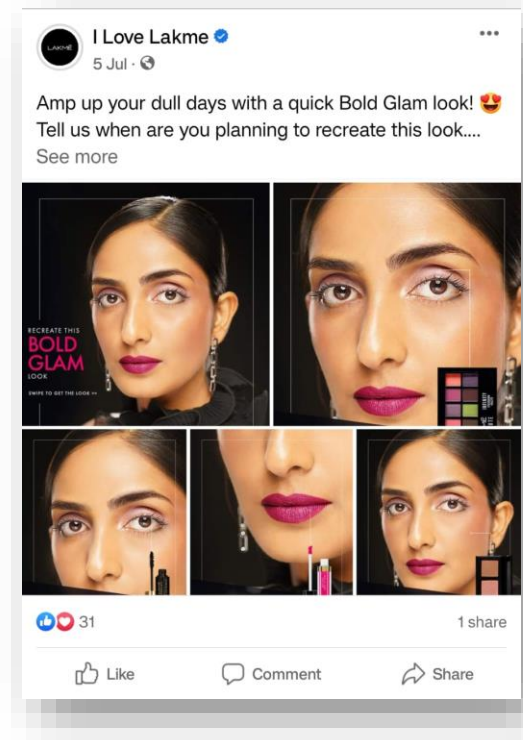
Website traffic implies the amount of people getting to a site inside a particular time frame. It is a huge metric that shows a site's commonness, execution, and reach. Extended site traffic shows further developed client responsibility and the open doors for changes, making it basic for automated associations and content creators.



## 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 create drives means to draw in and catch expected clients' advantage in an item or administration. Through different promoting systems like substance advertising, virtual entertainment missions, and email showcasing, organizations mean to gather contact data from intrigued possibilities, determined to sustain and changing over them into paying clients.



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

### Email Ad Campaigns

#### Ad Campaigns for email marketing

- ❖ **Brand Awareness** : Brand mindfulness alludes to the degree to which purchasers perceive and review a specific brand. A urgent showcasing metric mirrors the brand's perceivability, commonality, and review among the ideal interest group. Building solid brand mindfulness assists increment client with trusting, steadfastness, and inclination for the brand's items or administrations.
- ❖ **Lead generation**:Lead age is the most common way of drawing in and catching expected clients (leads) who show interest in an organization's items or administrations. It includes different showcasing methodologies, like substance promoting, web-based entertainment, and email crusades, to produce interest and gather contact data for follow-up and transformation into paying clients.

# Email Ad Campaign 1 - Brand Awareness

[View this email in your browser](#)



The brand name "Lakmé" itself has become synonymous with beauty products in India, making it instantly recognizable and memorable to consumers. Lakmé offers a wide array of beauty and grooming products, including makeup, skincare, and haircare. Its diverse range of products caters to various needs and preferences, making it a popular choice among consumers.



Add button text



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"LIST.DESCRPTION"

Our mailing address is:

# Email Ad Campaign 2 - Lead Generation



## Stay connected with your customers

Identify the target audience for Lakmé products. This may include women of different age groups, with interests in makeup, skincare, and beauty products. Narrow down your focus to specific demographics and preferences.

Develop engaging and informative content related to Lakmé products and beauty tips. This content could be in the form of blog posts, videos, tutorials, and social media posts. Ensure that the content showcases the benefits and features of Lakmé products and addresses the pain points of the target audience.

Leverage popular social media platforms such as Instagram, Facebook, and YouTube to reach a broader audience. Share the created content and engage with potential customers. Run targeted ads to increase brand awareness and encourage sign-ups or inquiries.

Collect the details you need to stay in touch.

Email Address

Subscribe

## About Us

Describe your company—who you are and what you do. Add your contact info so people can get in touch with questions.



Lakmé, a brand owned by Hindustan Unilever Limited, is one of India's leading beauty and cosmetic companies. The brand offers a wide range of makeup products, including lipsticks, that cater to various skin types and preferences. Lakmé lipsticks are renowned for their quality, vibrant shades, and long-lasting formulas.



Lakmé, a prominent brand in the beauty and cosmetics industry, offers a range of skincare products to address various skin concerns.

Their skincare line includes products designed to cleanse, nourish, moisturize, and protect the skin.



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

### Challenges:

Email showcasing can be a viable method for coming to and draw in with your main interest group, however it likewise accompanies its reasonable portion of difficulties. A portion of the normal difficulties looked in email promoting include

**Deliverability issues:** Receiving messages conveyed to the beneficiaries' inbox can be trying because of different elements like spam channels, source notoriety, and email confirmation conventions. In the event that your **messages** end up in the spam envelope, your beneficiaries might very well never see them.

**Email exhaustion:** Sending an excessive number of messages or unessential substance can prompt email weakness, where beneficiaries become withdrawn or disturbed by the recurrence or content of your messages.

**Making convincing substance:** Creating drawing in and pertinent email content that resounds with your crowd is fundamental. Making customized, important substance that tries not to be excessively limited time can be precarious. And so on.,