

Project title: Comprehensive-Digital-Marketing-For-Kay-Beauty

Name: Humehani

Email:humehanishaik@gmail.com

Team id :LTVIP2025TMID21875

Social Media Ad Campaigns

Campaign 1: "Unveil Your Beauty" (Brand Awareness)

Advertising Goal

Increase brand awareness by showcasing Kay Beauty's unique blend of skincare-infused makeup to a broader audience.

Audience Targeting

- **Demographics:** Women aged 18-35, urban professionals, beauty enthusiasts.
- **Interests:** Makeup, skincare, beauty trends, sustainable cosmetics.
- **Behavior:** Engages with beauty influencers, follows cosmetic brands, shops online for makeup.

Ad Creation

- **Creative:** A short, high-energy video showing the versatility of Kay Beauty products (e.g., foundation, lipsticks, eyeliners) with a smooth transition between different looks.
- **Ad Copy:**
"Makeup that loves your skin! Infused with skincare benefits, Kay Beauty keeps you glowing all day. ✨ Ready to glow? #UnveilYourBeauty"
- **CTA (Call-to-Action):** Follow Us & Explore More!

Campaign 2: "Glow Like a Star" (Driving Website Traffic)

Advertising Goal

Encourage users to visit the Kay Beauty website and explore products.

Audience Targeting

- **Demographics:** Women aged 22-40, working professionals, trend-conscious buyers.
- **Interests:** Celebrity-inspired beauty, cruelty-free makeup, shopping for premium cosmetics.
- **Behavior:** Regularly visits beauty blogs, watches makeup tutorials, shops from beauty e-commerce stores.

Ad Creation

- **Creative:** Carousel ad featuring best-selling products with a swipe-up link to the website. Each image showcases a product with a key benefit (e.g., "Hydrating Lipsticks," "Long-lasting Kajal").
- **Ad Copy:**
"Ace the glam like a celeb! ★ Kay Beauty's luxurious, skin-loving formulas are just a click away. Shop now & shine!"
- **CTA:** Shop Now

Campaign 3: "Your Exclusive Beauty Kit Awaits" (Generating Leads)

Advertising Goal

Collect leads by offering a free beauty guide or discount in exchange for sign-ups.

Audience Targeting

- **Demographics:** Women aged 20-45, beauty lovers, deal seekers.
- **Interests:** DIY beauty, skincare hacks, affordable luxury makeup.
- **Behavior:** Subscribes to beauty newsletters, participates in makeup contests, looks for exclusive beauty deals.

Ad Creation

- **Creative:** Static image ad with a premium-looking Kay Beauty gift box and a text overlay: *"Exclusive Beauty Secrets Inside!"*
- **Ad Copy:**
"Want flawless makeup every day? Sign up now & get an exclusive Kay Beauty guide + 10% OFF your first purchase!"
- **CTA:** Sign Up & Get Your Offer!