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

Name: Humehani

Email:humehanishaik@gmail.com

Team id :LTVIP2025TMID21875

---

---

# Content Categories & Formats



**Format 1: Video (Instagram Reel & TikTok)**

- **Theme:** "Kay Beauty Glow-Up Challenge"
- **Concept:** A short transformation video featuring a model or influencer applying Kay Beauty products, showing a before-and-after look.
- **Hashtags:** #KayBeauty #GlowUpWithKay #EffortlessBeauty
- **CTA:** "Show us your Kay Beauty glow-up! Tag us and use #GlowUpWithKay to get featured."
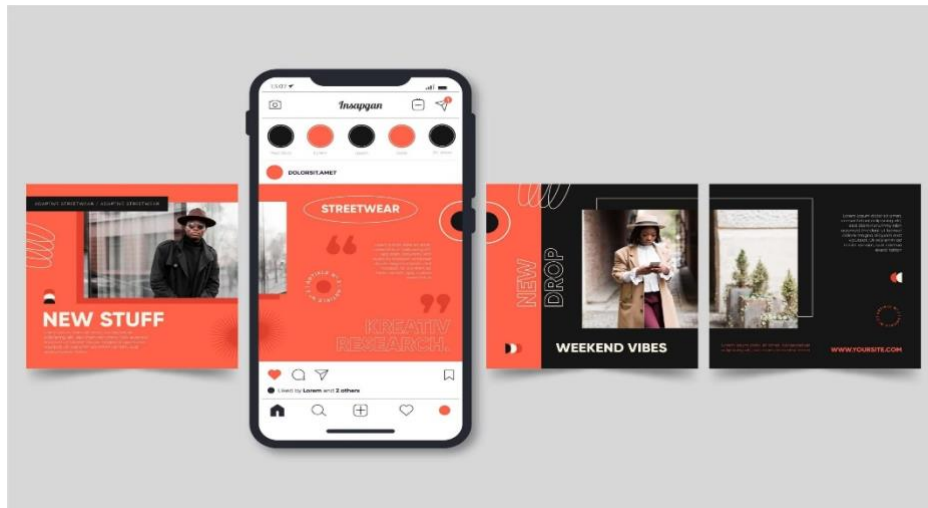
## Format 2: Carousel Post (Instagram & Facebook)

- **Theme:** "Must-Have Kay Beauty Products for Every Skin Type"
- **Concept:** A multi-slide post showcasing Kay Beauty's best-selling products categorized by skin type (oily, dry, combination). Each slide will include product benefits and application tips.
- **Hashtags:** #KayBeautyEssentials #SkinTypeGuide #BeautyForAll
- **CTA:** "Swipe through to find your perfect match! Tell us your go-to Kay Beauty product in the comments."

## Format 3: Educational Post (Single Image or Infographic - Pinterest & LinkedIn)

- **Theme:** "Makeup Hacks Using Kay Beauty"
- **Concept:** A visually appealing infographic with quick tips (e.g., using lipstick as blush, setting foundation with compact powder).
- **Hashtags:** #KayBeautyHacks #MakeupTips #BeautySimplified
- **CTA:** "Save this for your next glam session and tag a friend who needs to see this!"

## Instagram Stories (3 Days Series)
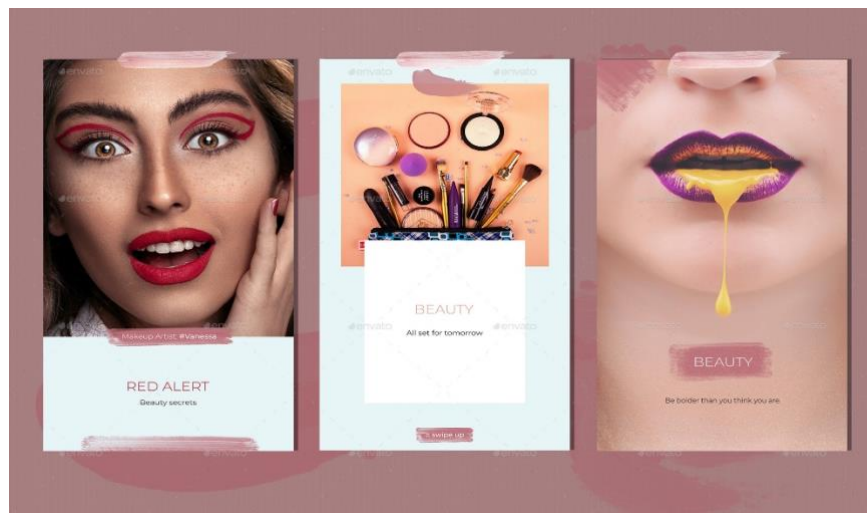


### Day 1: Behind-the-Scenes

- Show a BTS of a product shoot or a model's makeup routine using Kay Beauty.
- Poll: "Which Kay Beauty product do you swear by?" (Options: Foundation, Lipstick, Blush, Eyeshadow)

### Day 2: Quiz - Myth vs. Fact

- A fun interactive quiz about makeup myths (e.g., "You don't need sunscreen under makeup - Myth or Fact?").
- CTA: "Tap to reveal the answer!"

### Day 3: Sneak Peek & Teaser

- Tease an upcoming product launch or limited-edition collection.
- Countdown sticker + "Guess the product!" engagement prompt.

**Story Highlight Categories:**

- **"Glow-Up Inspo"** (User-generated transformations)
- **"Kay Beauty Hacks"** (Tips & tricks)
- **"Coming Soon"** (New launches & exclusives)

## Performance Analysis & Improvement Strategies

**Metrics to Track:**

- **Reels:** Views, engagement rate (likes, shares, saves, comments)
- **Carousel Post:** Saves, comments, reach
- **Infographic Post:** Shares, saves, impressions
- **Stories:** Tap forward/back, poll responses, quiz interactions

**Potential Improvements:**

- **Boost Reels with Influencer Collaborations** for better reach.
- **Encourage UGC (User-Generated Content)** by running a challenge or giveaway.
- **Optimize Post Timing** based on audience insights (best engagement hours).
- **Use More Interactive Elements** in stories (stickers, Q&A, countdowns).