

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

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Content Idea Generation & Strategy

Kay Beauty, co-founded by Bollywood actress Katrina Kaif, stands for effortless beauty with high-performance products that blend skincare and makeup. Our content strategy should reflect the brand's core values: inclusivity, performance-driven beauty, and easy-to-use products for everyday wear.



Key Content Pillars:

1. **Product Education & Tutorials** – Showcasing how to use Kay Beauty products effectively.
2. **Skincare & Ingredient Benefits** – Highlighting nourishing ingredients in products.
3. **Trendy Makeup Looks & Challenges** – Tapping into viral beauty trends.
4. **User-Generated Content & Community Engagement** – Featuring real customers.
5. **Behind the Scenes & Brand Storytelling** – Giving a glimpse into the brand's ethos.

Content Ideas & Strategy for Kay Beauty

1. Product-Focused Content

Strategy: Educate users about the unique benefits of each product and how they fit into different beauty routines.

Ideas:

- "Why We Love It" series – Focus on one product, explaining its benefits, features, and how to use it.
- "Mix & Match" – Show how different products (e.g., foundation + blush) work together.
- "Kay Beauty Challenge" – Challenge users to create specific looks using only Kay Beauty.

2. Beauty Tutorials & How-To's

Strategy: Simplify makeup application for everyday consumers while demonstrating the versatility of products.

Ideas:

- **"5-Minute Makeup" Reel Series** – Quick and easy everyday looks.
- **"Get Ready With Me (GRWM)"** – Featuring influencers, celebs, or even Kay Beauty's founder, Katrina Kaif.
- **"Office to Party Look in Minutes"** – Transitioning from day to night makeup.

3. Skincare + Makeup Hybrid Content

Strategy: Highlight the skincare benefits of Kay Beauty's makeup products, promoting them as nourishing and good for the skin.

Ideas:

- "Why Your Skin Loves Kay Beauty" – Breaking down key ingredients (hyaluronic acid, avocado oil, etc.).
- "Makeup That Heals" – Comparing traditional vs. Kay Beauty's nourishing formulas.
- "Monsoon-Proof & Skin-Loving Makeup" – Tips for long-lasting makeup in humid weather.

4. Community & User-Generated Content (UGC)

Strategy: Build a strong beauty community by featuring real customers and engaging them through challenges.

Ideas:

- **#KayBeautyLooks Contest** – Encourage users to post their best looks using Kay Beauty.
- **Reposting Customer Reviews & Testimonials** – Sharing transformations.
- **"Kay Beauty Diaries"** – Influencers & users sharing their experience with the brand.

5. Trend-Based & Seasonal Content

Strategy: Keep up with viral trends, festivals, and seasons to stay relevant.

Ideas:

- **"Monsoon Makeup Must-Haves"** – Products that last in humidity.
- **"Minimal Makeup for Summer"** – Lightweight makeup recommendations.
- **"Festive Ready with Kay Beauty"** – Diwali, Eid, Christmas special looks.

6. Behind-the-Scenes & Brand Storytelling

Strategy: Make the brand more relatable by sharing its journey, vision, and founder's insights.

Ideas:

- **"Factory to Face"** – Behind-the-scenes of product creation.
- **"Founder's Faves"** – Katrina Kaif sharing her go-to looks.
- **"Meet the Makers"** – Introducing the formulators and team behind Kay Beauty.

7. Interactive & Engaging Content

Strategy: Increase engagement through quizzes, polls, and interactive posts.

Ideas:

- **"Which Kay Beauty Product Are You?"** – Personality-based quizzes.
- **"Guess the Product"** – Close-up images of a product and followers guess.
- **"This or That" Polls** – Users choose between two makeup styles.



Strategy:

The goal is to engage our audience by showcasing Kay Beauty's products, educating them on beauty trends, and encouraging user interaction. The content will be a mix of product highlights, tutorials, influencer collaborations, and user-generated content.

Aim:

- Increase brand awareness and engagement on Facebook & Instagram
- Drive sales by promoting key products and offers
- Educate the audience on beauty tips and trends
- Encourage user interaction with quizzes and challenges

Kay Beauty - July Content Calendar



Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Content Calendar - July 2025

Date	Platform	Content Type	Theme	Idea & Strategy
July 1	Facebook & Instagram	Video Reel	July Glow Goals	Kick off the month with a video featuring dewy, glowing makeup using Kay Beauty products. CTA: "Tag us in your glow-up selfies!"
July 3	Instagram Stories	Poll & Quiz	Shade Matching 101	Interactive story quiz on choosing the right foundation shade, educating users while promoting our shade range.
July 5	Facebook & Instagram	Carousel Post	Monsoon Makeup Hacks	Tips on long-lasting monsoon-proof makeup using Kay Beauty products. CTA: "Save this for your next rainy-day look!"
July 7	Instagram & Facebook	UGC Feature	Kay Beauty Community Love	Repost user-generated content showcasing our products. CTA: "Use #KayBeauty to get featured!"
July 9	Instagram Reels	Tutorial Video	No-Makeup Makeup Look	Quick, everyday natural makeup tutorial using Kay Beauty products.
July 11	Facebook & Instagram	Influencer Collab	Celebrity Glow Secrets	Collaboration with a beauty influencer sharing their Kay Beauty favorites.
July 14	Instagram Stories	Behind-the-Scenes	Factory to Face	Show a sneak peek of the product creation process, highlighting quality and formulation.
July 16	Facebook & Instagram	Infographic	Ingredients Matter	Visual post breaking down the skin-friendly ingredients in our products.
July 18	Instagram Stories & Facebook	Giveaway	Monsoon Beauty Giveaway	Giveaway post featuring a curated monsoon makeup kit. CTA: "Tag

Date	Platform	Content Type	Theme	Idea & Strategy
				friends & share your monsoon makeup tip to win!"
July 21	Instagram Reels	Challenge	5-Minute Makeup Challenge	Encourage users to create quick makeup looks using Kay Beauty and tag us.
July 24	Facebook & Instagram	Blog Post Link	Makeup Trends 2025	Share a blog post on upcoming beauty trends, positioning Kay Beauty at the forefront.
July 27	Instagram Reels & Facebook	GRWM Video	Festive Glow Up	Get Ready With Me featuring a festive look using Kay Beauty products.
July 30	Instagram Stories & Post	Customer Testimonial	Real Reviews, Real Beauty	Share a customer review with before/after photos, building trust and authenticity.