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

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Email Ad Campaigns

Campaign 1: "Glow with Kay Beauty" (Brand Awareness)

Goal: Increase brand recognition and customer engagement

Email List

- Existing Kay Beauty customers
- Subscribers from the website & social media sign-ups
- Influencers and beauty bloggers
- Customers who purchased beauty products from Nykaa (if available)
- Newsletter subscribers interested in beauty trends

Email Content

Subject Line: *Unveil Your Glow: The Kay Beauty Way!*
Header: *Skincare-infused makeup for your everyday glam!*
Body:

- Introduce Kay Beauty's unique selling points (infused with skincare, cruelty-free, long-lasting)
- Showcase celebrity endorsements (Katrina Kaif, makeup artists, influencers)
- Feature trending products (best-sellers, latest launches)
- Link to a brand video or a blog post about the inspiration behind Kay Beauty
- **CTA:** *Shop Now | Follow Us on Instagram*

Performance Measurement

- Open Rate: % of recipients who opened the email
- Click-through Rate (CTR): % who clicked on links
- Social Media Engagement: Increase in followers & engagement from email traffic

- Brand Mentions: Growth in #KayBeauty tags

Campaign 2: "Exclusive VIP Access" (Lead Generation)

Goal: Capture potential customers and drive conversions

Email List

- Website visitors who abandoned carts
- Social media users who engaged with beauty content
- First-time customers who haven't repurchased
- Subscribers who signed up for discount alerts

Email Content

Subject Line: 💄*Exclusive VIP Access – Your Personalized Beauty Kit Awaits!*
Header: *Get 15% OFF + First Look at Our Newest Collection*
Body:

- Limited-time discount for first-time buyers
- Early access to upcoming product launches
- Free makeup guide (PDF or video tutorial) for subscribers
- Testimonials from beauty influencers
- **CTA:** *Claim Your Offer Now | Subscribe & Unlock Exclusive Rewards*

Performance Measurement

- Conversion Rate: % of users who used the discount code
- Email Signups: Growth in email subscribers
- Cart Abandonment Recovery: % of abandoned carts converted
- ROI: Revenue generated from the campaign