

# ● COMPREHENSIVE DIGITAL MARKETING FOR LIVON

## *1. Brand study*

### **Brand Overview:**

Livon is a well-known personal care brand in India, primarily offering hair serums and related hair care products. It is marketed as a premium yet affordable solution for frizz control, smoothness, shine, and detangling.

### **Brand Identity:**

- **Tagline:** “Salon Finish Hair at Home”
- **Positioning:** A hair care brand that provides instant smoothness and shine, enhancing hair’s appearance effortlessly.
- **Product Range:**
  - **Livon Serum (Classic)**
  - **Livon Anti-Frizz Serum**
  - **Livon Heat Protect Serum**
  - **Livon Damage Protect Serum**
  - **Livon Hair Serum for Dry & Rough Hair**

### **Target Audience:**

- **Young women (15-35 years)**
- **Urban and semi-urban areas**
- **College students, working professionals, and social media enthusiasts**
- **Consumers seeking quick-fix solutions for hair care**

### **Unique Selling Proposition (USP):**

- **Instant smoothness and frizz control**
- **Lightweight, non-sticky formula**
- **Affordable and easily available**

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## *2. Competitor analysis*

Brand	Key Products	Strengths	Weaknesses
Livon	Hair serums	Affordable, widely available, trusted brand	Strong competition from premium brands
L'Oreal Paris	Hair serums, oils, masks	Premium quality, salon-recommended	Expensive
Streax	Hair serums, hair color	Budget-friendly, effective for frizz control	Not as widely recognized
Matrix Biolage	Professional hair care products	Salon-quality, nourishing ingredients	Higher price point
Tresemme	Hair serums, shampoos, conditioners	Professional touch, affordable	Limited serum range
BBlunt	Hair styling & care	Designed for Indian hair, good branding	Premium pricing

### Key Insights:

- Livon is strong in affordability and mass-market appeal but faces competition from premium brands offering advanced formulas.
- L'Oreal and Matrix Biolage attract salon users with their superior formulations.
- Streax and Tresemme compete in the budget-friendly space but don't have the same brand recall as Livon.

### 3. Buyer's/Audience Persona

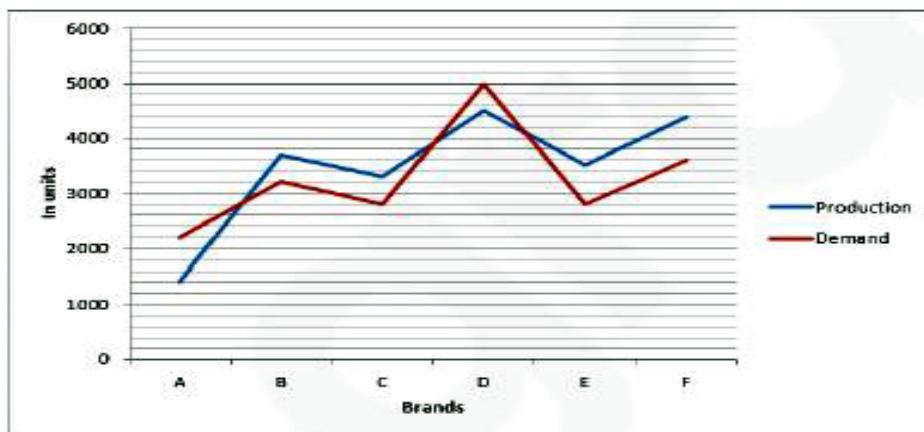
#### Primary Buyer Persona: The Stylish Millennial

- Name: Priya Sharma
- Age: 23
- Location: Mumbai
- Occupation: Marketing Professional
- Lifestyle: Busy, active on social media, attends events, follows fashion trends
- Hair Concerns: Frizz, dryness, dullness due to pollution and heat styling

- **Buying Behavior:** Prefers online shopping (Nykaa, Amazon), influenced by Instagram trends and YouTube reviews
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- **Brand Preferences:** Livon, L'Oreal, BBlunt

## Secondary Buyer Persona: Budget-Conscious Student

- **Name:** Riya Verma
- **Age:** 19
- **Location:** Delhi
- **Occupation:** College Student
- **Lifestyle:** Social, frequently attends college events, follows beauty influencers
- **Hair Concerns:** Tangling, rough texture, frizz
- **Buying Behavior:** Prefers budget-friendly products, buys from local stores and e-commerce sites
- **Pain Points:** Wants smooth hair without spending too much
- **Brand Preferences:** Livon, Streax, Tresemme




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## SEO & Keyword research

### 1. SEO Audit

An SEO audit helps identify strengths, weaknesses, and opportunities for improving Livon's online presences.

## Key Findings:

- ✓ **Website Performance:** Check for page speed, mobile responsiveness, and broken links.
- ✓ **Technical SEO:** Ensure proper site indexing, structured data, and schema markup.
- ✓ **Content Optimization:** Analyze existing blog posts, product pages, and metadata.
- ✓ **Backlink Profile:** Identify high-quality and toxic backlinks.
- ✓ **Competitor Benchmarking:** Compare with L’Oreal, BBlunt, and Tresemme.

## 2. Keyword Research

Find high-ranking keywords related to hair care and Livon’s products.

### Primary Keywords:

- Livon hair serum
- Best hair serum for frizzy hair
- Livon serum price
- Hair serum for smooth hair
- Livon vs Streax serum

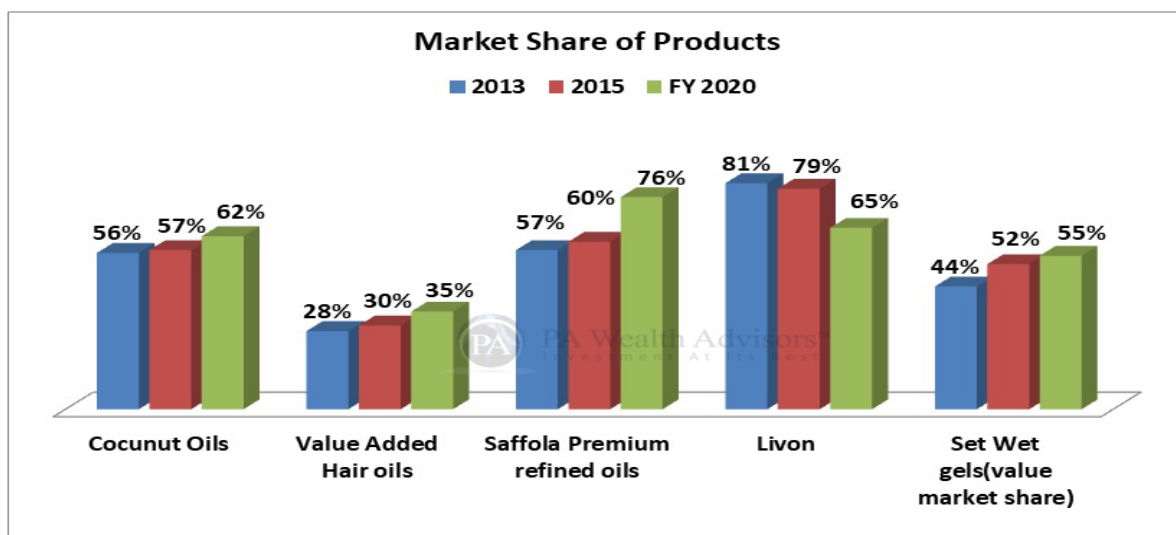
### Long-Tail Keywords:

- How to use Livon hair serum?
- Best serum for dry and damaged hair
- Livon serum for curly hair
- Affordable hair serums in India
- Livon serum side effects

## 3. On-Page Optimization

Enhancing website content to improve rankings.

- ✓ **Title Tags & Meta Descriptions:** Use primary keywords naturally (e.g., “*Livon Hair Serum – Tame Frizz & Get Silky Smooth Hair*”).
- ✓ **Image Optimization:** Use alt tags (e.g., “*Livon serum for frizzy hair*”).
- ✓ **Internal Linking:** Link related blogs, product pages, and FAQs.
- ✓ **Content Strategy:** Publish hair care tips, styling guides, and comparisons (e.g., “*Livon vs L’Oreal – Which Serum is Better?*”).
- ✓ **Mobile-Friendliness:** Optimize UI/UX for mobile users.



## *Content Ideas & Marketing Strategies for Livon*

### *1. Content Ideas*

Engaging content can boost brand awareness, SEO, and audience engagement.

#### ✓ **How-To Guides & Tutorials:**

- *“How to Use Livon Serum for Frizz-Free Hair”*
- *“5 Easy Hairstyles You Can Create with Livon Serum”*

#### ✓ **Comparative Blogs & Reviews:**

- *“Livon vs L’Oreal – Which Hair Serum is Best for You?”*
- *“Livon Serum Honest Review: Worth the Hype?”*

#### ✓ **Hair Care Tips & Trends:**

- *“Best Hair Care Routine for Smooth & Silky Hair”*
- *“Summer Hair Care: Protect Your Hair from Heat & Humidity”*

#### ✓ **User-Generated Content (UGC):**

- *Feature customer testimonials, before-after pictures, and influencer shoutouts.*

#### ✓ **Reels & Short Videos:**

- **Quick hair transformation videos, influencer collaborations, and product benefits explained in under 30 seconds.**
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## 2. Marketing Strategies

### ✓ **Influencer & Social Media Marketing:**

- Partner with Instagram and YouTube beauty influencers.
- Run hashtag campaigns like #LivonHairGlow or #SalonFinishAtHome.

### ✓ **SEO & Blogging Strategy:**

- Optimize blogs for high-ranking keywords and Google snippets.
- Focus on trending topics like “*Best Hair Serum for Curly Hair*”.

### ✓ **E-commerce & Promotions:**

- Collaborate with Nykaa, Amazon, and Flipkart for exclusive discounts.
- Offer limited-time deals, combo packs, and flash sales.

### ✓ **Interactive Campaigns:**

- Host Instagram polls, Q&A sessions, and contests.
- Launch AI-based hair analysis to recommend the right Livon product.

### ✓ **Email & WhatsApp Marketing:**

- Send personalized hair care tips and discount offers.
- Use WhatsApp marketing for direct engagement and flash sales.

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