



PROJECT FOR DIGITAL MARKETING

OUR TEAM

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*Multiple Uses,
One Serum.*

- PRE-SHAMPOO TREATMENT
- OVERNIGHT SPA
- HEAT PROTECTANT
- HAIRSTYLING PRIMER
- DETANGLER
- TAMES FLYAWAYS



Livon

PROFESSIONAL

Hair serum

COMPREHENSIVE DIGITAL MARKETING FOR LIVON

*Brand Study, Competitor Analysis & Buyer
/ Audience's Persona*

SEO & Keyword Research

Content Ideas And Marketing Strategies

Content Creations And Curation

1. Brand Study (Livon)

Brand Identity: What is Livon's core message, mission, and vision?

Product Line: Overview of Livon's products (like serums, conditioners, etc.).

Target Market: Who are the primary customers?

Brand Positioning: How does Livon position itself (premium, affordable, youth-oriented, etc.)?

2. Competitor Analysis

Identify direct and indirect competitors (L'Oreal, Streax, TRESemmé, etc.).

Compare pricing, features, and target audience.

Study marketing & branding strategies of competitors.

Analyze their social media presence & engagement.

Identify gaps & opportunities where Livon can stand out.

3. Buyer's/Audience Persona

Create detailed customer profiles based on:

Demographics (Age, gender, location, income level).

Psychographics (Lifestyle, interests, values).

Buying Behavior (Where they shop, what influences their choices).

Pain Points & Needs (What hair concerns they have and how Livon solves them).

About Livon Anti Frizz Hair Serum for Frizzy Hair

Livon Serum is an absolute essential for your hair regime to get that perfect salon smooth frizz-free hair. Infused with Moroccan Argan Oil extracts, this non-sticky serum moisturizes your hair giving it a glossy finish, without weighing it down.

Livon Serum is for all hair types. No matter how you like to style your hair, Livon Serum will be your perfect ally to give your hair all the smoothness and shine it deserves.

*Shiny & Smooth
Hair in 2 Minutes*



SEO & Keyword Research

In this milestoen you will be working on the below activities

1. SEO Audit
2. Keyword Research
3. On page Optimization

1. SEO Audit (Technical + Content Analysis)



Website Health Check

Analyze site speed, mobile responsiveness, and security (SSL).
Check for crawl errors & broken links (using Google Search Console, Screaming Frog).
Evaluate site structure & URL optimization.

✓ Content & On-Page SEO

Identify duplicate content & missing meta tags.
Check keyword optimization in existing content.
Evaluate blog/articles for relevancy and engagement.

✓ Backlink & Competitor Audit

Analyze backlink profile (using Ahrefs, SEMrush).
Compare domain authority vs. competitors.
Identify spammy or toxic backlinks.

2. *Keyword Research*

✓ Competitor Keyword Analysis

Identify keywords competitors rank for but Livon doesn't.
Analyze top-performing pages for keyword density & intent.

✓ Find Primary & Secondary Keywords

Use Google Keyword Planner, SEMrush, Ahrefs for:
High-search volume & low-competition keywords.
Long-tail keywords (e.g., "best hair serum for dry hair").
Trending keywords & question-based queries.

✓ LSI & Semantic Keywords

Gather related terms to improve context & search relevance.

3. *On-Page Optimization*

✓ Title & Meta Description Optimization

Ensure keyword-rich, engaging, and click-worthy meta titles & descriptions.

✓ Header Tags (H1, H2, H3)

Structure content properly using keywords naturally in headings.

✓ Image Optimization

Use descriptive alt text & compress images for fast loading.

✓ Internal & External Linking

Ensure proper internal linking for better crawlability.

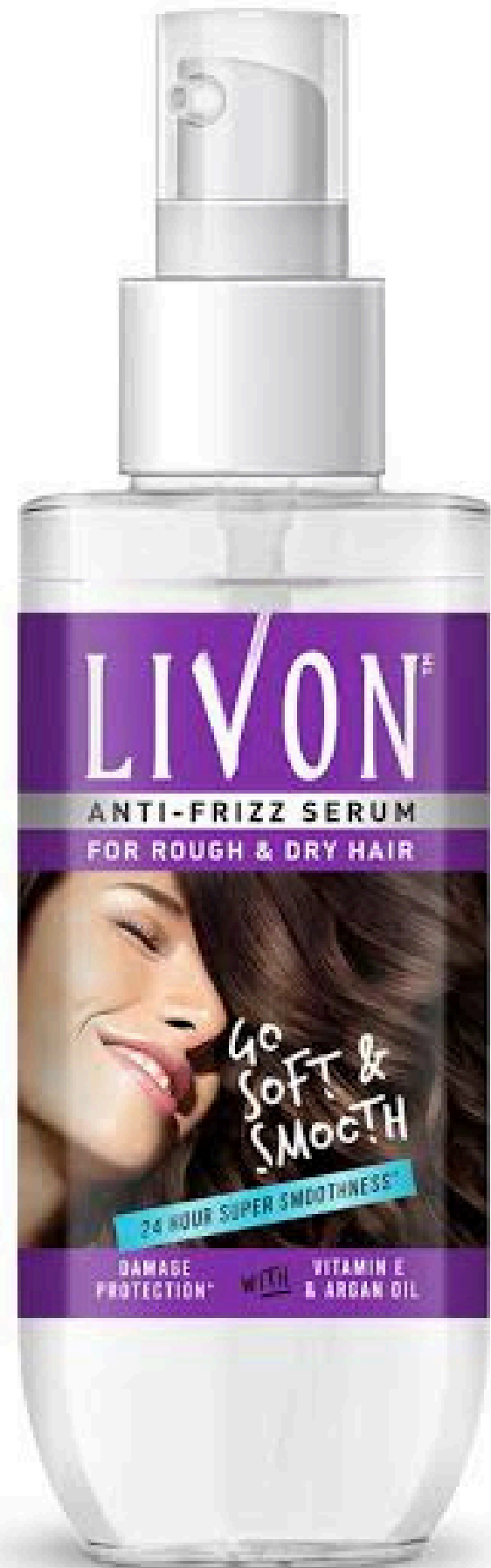
Link to high-authority sources for credibility.

✓ Content Optimization

Improve readability, use bullet points, FAQs, and strong CTAs.

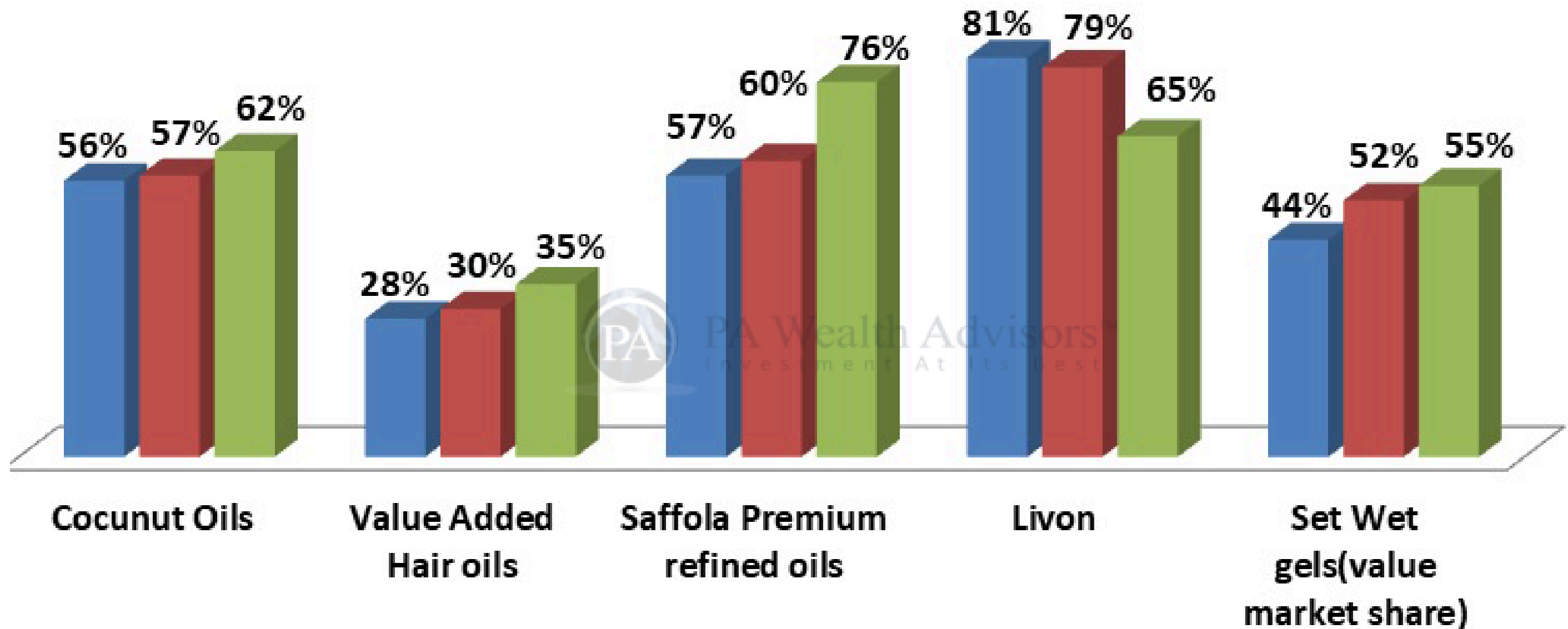
Refresh old content with new keywords & updated stats.

Leading Expoter of LIVON HAIR SERUM



Market Share of Products

■ 2013 ■ 2015 ■ FY 2020



Content Ideas And Marketing Strategies

In this activity you will be working on

1. Content Ideas

2. Marketing Strategies

1. Content Ideas (Engaging & SEO-Friendly Topics)

To drive traffic, engagement, and brand awareness, Livon should focus on:

Blog Topics (SEO & Educational Content)

“Best Hair Care Routine for Frizz-Free Hair”

“How to Use Livon Serum for Silky, Smooth Hair”

“Serum vs. Oil: Which One is Better for Your Hair?”

“Celebrity Haircare Secrets You Can Follow at Home”

“DIY Hairstyles That Look Better with Livon Serum”

✓ Social Media Content (Instagram, TikTok, YouTube)

- Reels & Shorts: Quick hairstyling hacks using Livon.
- User-Generated Content: Before/after videos of people using Livon.
- Influencer Collabs: Hair care routines featuring Livon.
- Behind the Scenes: Manufacturing, ingredients, and benefits explained.
- Trending Challenges: Participate in viral beauty challenges.

✓ Interactive Content

- Quizzes: "Which Hair Serum is Best for Your Hair Type?"
- Polls & Stories: "What's your biggest hair concern?"
- Live Sessions: Experts answering hair care FAQs.

✓ Influencer Marketing

- Partner with beauty influencers & hairstylists.
- Collaborate with micro-influencers for authentic testimonials.



*Shiny & Smooth
Hair in 2 Minutes*

LIVONTM
serum

***HAIR SMOOTHNESS
&
SHINE***

✓ Email & Newsletter Topics

“5-Minute Hairstyles Using Livon”

Exclusive discounts & early access to sales.

Tips on maintaining healthy, shiny hair.

2. *Marketing Strategies (Growth & Brand Awareness)*

✓ Social Media Campaigns

Launch hashtag challenges (#LivonGlow, #SilkyHairGoals).

Engage with trending beauty topics.

Leverage Instagram & TikTok ads.

✓ SEO & Blogging

Optimize website & blogs with high-ranking keywords.

Create pillar content + cluster content for authority building.

✓ YouTube & Video Marketing

“How-to” guides and testimonials from real users.
Comparisons (Livon vs. other serums).

✓ E-commerce Promotions

Exclusive offers on Amazon, Nykaa, Flipkart.
Flash sales & bundle deals to boost conversions.

✓ Referral & Loyalty Program

Reward customers for referrals & repeat purchases.
Partner with beauty influencers & hairstylists.
Collaborate with micro-influencers for authentic testimonials.

Growth & Brand Awareness

**SALON
SMOOTH,
GLOSSY
HAIR**
in 2mins



Content Creation And Curation

In this project you need to

1. Post creations,
2. Designs/Video Editing,
3. Ad Campaigns over Social Media
4. Email Ideation and Creation

1. Post Creations (Social Media & Blogs)

Creating engaging content for Instagram, Facebook, TikTok,
YouTube & LinkedIn



Design Elements

Aesthetic color palette & theme (youthful, vibrant, elegant).

Product close-up shots with benefits overlayed.

Typography: Clean, modern fonts for easy readability.

✓ Types of Social Media Posts

Educational Posts: Hair care tips, "Did you know?" facts about hair health.

Tutorials & How-Tos: "How to Apply Livon for Frizz-Free Hair."

User-Generated Content: Before/after transformations.

Behind-the-Scenes: Livon's ingredients & manufacturing insights.

Trending Reels & Challenges: Fun hair transformation trends.

Meme Marketing: Relatable, humorous content for engagement.

✓ Content Formats

Carousel Posts: Step-by-step styling guides.

Short Reels & TikToks: Quick hairstyling hacks.

GIFs & Motion Graphics: Eye-catching, shareable content.

Stories & Polls: Interactive content to boost engagement.

2. Designs/Video Editing

Creating high-quality graphics, videos, and ads for brand consistency.

Video Editing for Ads & Social Media

Transitions & Effects: Smooth, engaging edits to grab attention.

Captions & Subtitles: For better accessibility.

Music & Sound Effects: Trending, upbeat sounds for better reach.

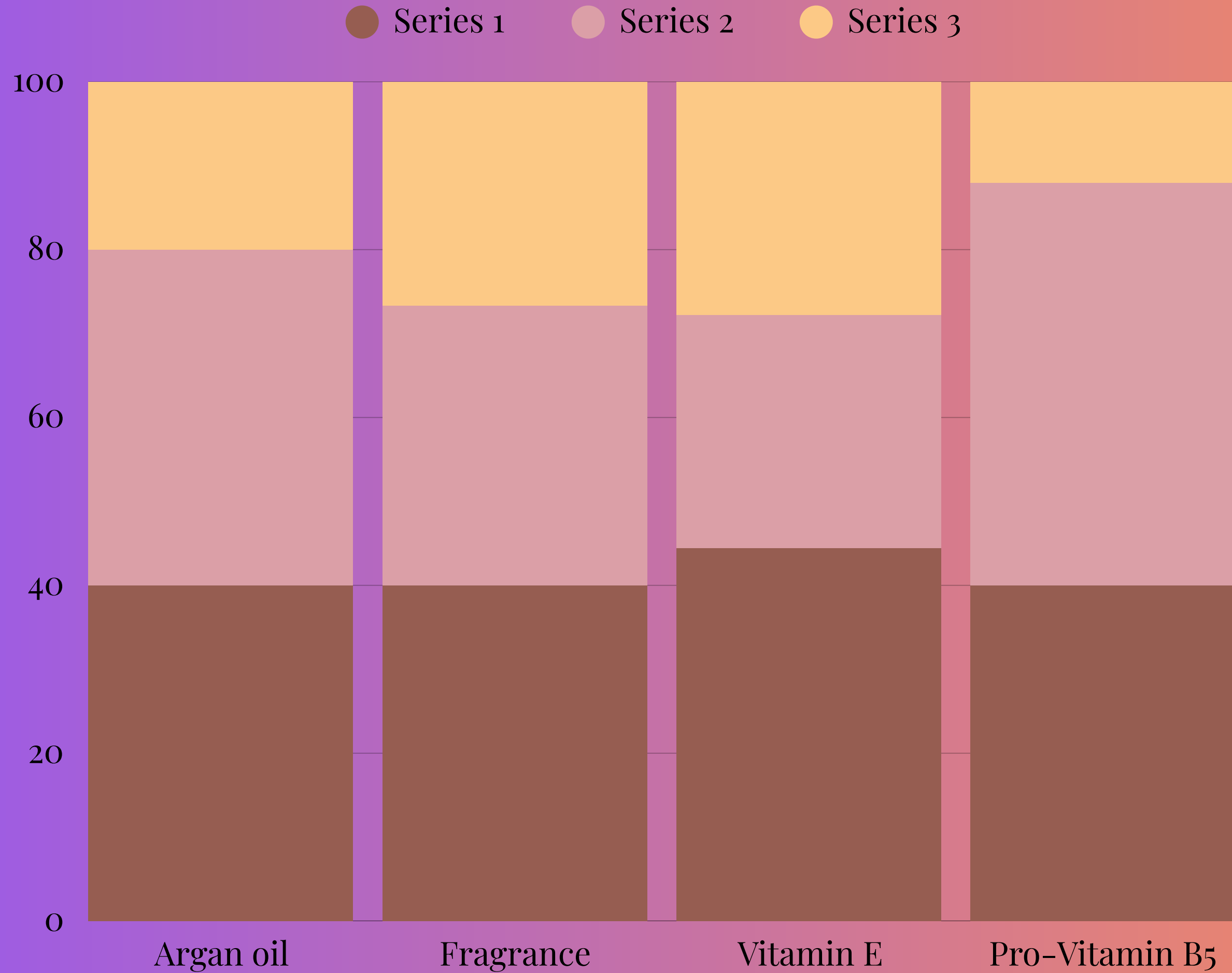
Tools to Use: Canva, Adobe Photoshop, Premiere Pro, CapCut, InShot

Design Elements

Aesthetic color palette & theme (youthful, vibrant, elegant).

Product close-up shots with benefits overlaid.

Effectiveness Of Livon Hair Serum In Frizz Control



3. Ad Campaigns Over Social Media

Running targeted Facebook, Instagram, and TikTok Ads to drive sales & brand awareness.

✓ Ad Types:

Awareness Ads: Brand introduction, USP-focused ads.

Engagement Ads: Encourage likes, shares & comments.

Conversion Ads: Direct traffic to purchase page.

✓ Targeting Strategies

Lookalike Audience: Target people similar to existing customers.

Retargeting Ads: Show ads to users who visited the website but didn't buy.

Influencer-Based Ads: Amplify content through influencer collabs.

✓ A/B Testing for Optimization

Test different creatives, headlines & CTA buttons.
Analyze performance & adjust campaigns for better ROI.

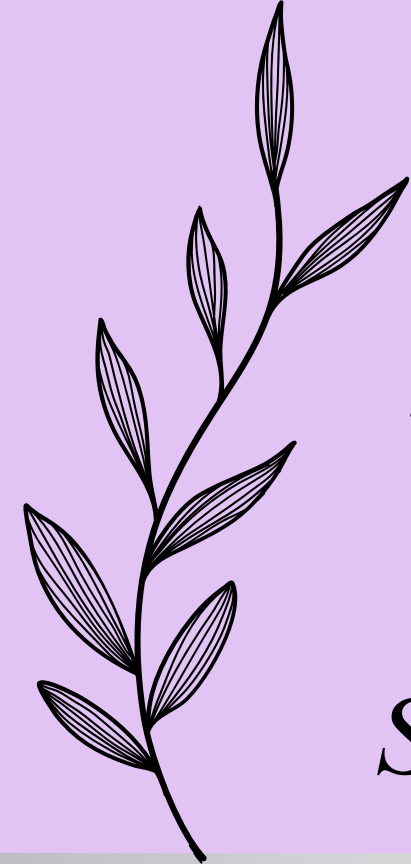
4. Email Ideation & Creation

Creating engaging email campaigns for customer retention & sales.

✓ Email Design & Copy

Eye-catching subject lines (increase open rates).
Short, impactful copy with clear CTAs.
Visually appealing layouts (GIFs, product images, etc.).
Tools to Use: Mailchimp, HubSpot, Klaviyo, Brevo

Livon Serum is an absolute essential for your hair regime to get that perfect salon smooth frizz-free hair. Infused with Moroccan Argan Oil extracts, -sticky serum moisturizes your hair giving it a glossy finish, without weighing it down.



Get Smooth & Frizzy Hair in just 2 mins

Shake it Spray it Fix on-the-go

One Serum. **Multiple Benefits**



*Adds instant
shine & gloss*



*Tames
flyaways & frizz*



*Detangles & prevents
hair breakage*



Product Range

Livon is widely recognized for its hair care products, particularly its serum range. Their products are designed to address various hair concerns, such as frizz control, detangling, and enhancing shine.

Livon Serum is for all hair types. No matter how you like to style your hair, Livon Serum will be your perfect ally to give your hair all the smoothness and shine it deserves.

Target Audience

The brand primarily targets young adults and teenagers who are looking for affordable yet effective hair care solutions. Livon products appeal to those who want quick and easy styling options.

Your paragraphThese points highlight Livon's position in the hair care industry and its appeal to consumers seeking practical and effective solutions for hair management.

Brand Image

Livon is known for its vibrant and youthful brand image, often reflected in its marketing campaigns and packaging. The brand emphasizes convenience and ease of use, appealing to modern, busy lifestyles.

Innovation

Livon continually innovates its product formulations to cater to evolving consumer needs, incorporating ingredients that provide additional benefits like nourishment and protection from environmental damage.

Livon Serum Instantly *Transforms Frizzy*

Livon is a brand primarily known for its hair care products. One of its most popular offerings is the Livon Serum, designed to smoothen and detangle hair while providing a glossy finish. This serum is especially useful for reducing frizz and adding shine to dull or dry hair, making it easier to manage. Additionally, Livon also offers hair color products, which are formulated to provide vibrant color with nourishing ingredients to minimize damage. The brand may also have other styling products such as heat protectants or hair creams, geared towards enhancing the health and appearance of your hair. Always check the latest product line on the official Livon website or your local retailer, as new products and formulations can be introduced.

THANK
YOU