

SUGAR COSMETICS 🍷

GOVERNMENT COLLEGE FOR WOMEN A SRIKAKULAM

- TEAM LEAD NAME: PUTHI PAVANI
- TEAM MEMBERS:
- RAKOTI RAJESWARI
- PETTA NARMADA
- PARADHI RAMALAXMI

BRAND STUDY (MISSION/VALUES) OF SUGAR COSMETICS

- **MISSION OR VALUES OF SUGAR COSMETICS:**

SUGAR COSMETICS MANUFACTURES A WIDE RANGE OF MAKEUP PRODUCTS WITH QUALITY , INCLUSIVITY , SUSTAINABILITY, EMPOWERMENT, CRUELTY-FREE, INNOVATION, TRANSPARENCY

EMPOWERMENT: ENCOURAGING INDIVIDUALS TO EXPRESS THEMSELVES CONFIDENTLY THROUGH MAKEUP, REGARDLESS OF AGE, GENDER, OR SKIN TYPE.

INCLUSIVITY: OFFERING A DIVERSE RANGE OF PRODUCTS THAT CATER TO VARIOUS SKIN TONES AND PREFERENCES, ENSURING EVERYONE FEELS REPRESENTED AND VALUED.

INNOVATION: COMMITMENT TO DEVELOPING HIGH-QUALITY, TRENDSETTING BEAUTY PRODUCTS THAT DELIVER EXCEPTIONAL RESULTS AND MEET EVOLVING CUSTOMER NEEDS.

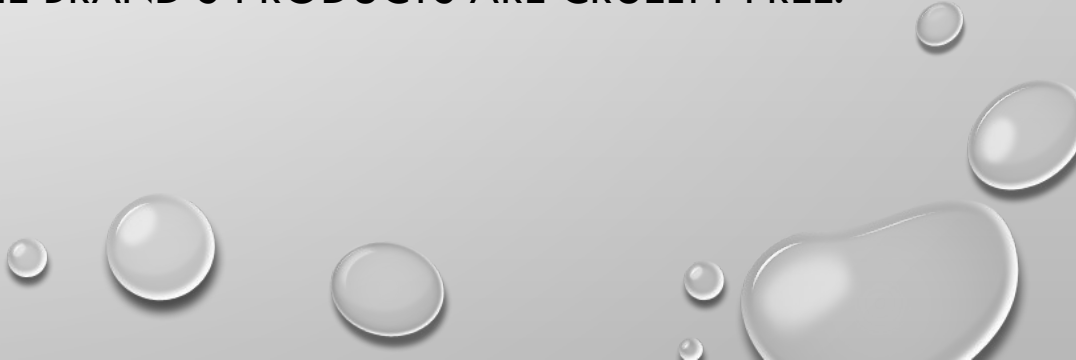


CRUELTY-FREE: ADVOCATING FOR ANIMAL WELFARE BY PRODUCING MAKEUP THAT IS NOT TESTED ON ANIMALS, ALIGNING WITH ETHICAL STANDARDS AND VALUES.

COMMUNITY ENGAGEMENT: BUILDING A SUPPORTIVE COMMUNITY WHERE BEAUTY ENTHUSIASTS CAN SHARE TIPS, EXPERIENCES, AND INSPIRATION, FOSTERING A SENSE OF BELONGING AND CONNECTION.

UNIQUE SELLING PROPOSITION (USP) ANALYSIS:

SUGAR COSMETICS CAREFULLY CURATES PRODUCTS FROM AROUND THE GLOBE THAT MEET EVERY WANT AND NEED THERE COULD POSSIBLY BE WHEN IT COMES TO ONE'S MAKEUP AND SKINCARE REGIME. THEY BELIEVE IN EVERY INTERPRETATION OF BEAUTY, BE IT BOLD TO SUBDUED, QUIRKY TO CRAZY, EVERYDAY TO GLAM GODDESS! THIS BRAND OFFERS SOME STATEMENT-MAKING AND HIGH-PERFORMANCE MAKEUP PRODUCTS THAT ENSURE THAT ONE'S STYLE GAME IS ALWAYS ON POINT! THE BRAND'S USP IS THE COLOUR PIGMENTATION OF THEIR PRODUCTS, NEWNESS, AND THE FACT THAT THESE PRODUCTS ARE AVAILABLE AT AFFORDABLE PRICES. THE BRAND'S PRODUCTS ARE CRUELTY-FREE.



BRAND TONE OF SUGAR COSMETICS:

SUGAR COSMETICS HAS BUILT ITS BRAND ON THE PILLARS OF VIBRANT COLORS, CRUELTY-FREE PRODUCTS, AND TRENDY PACKAGING. THEY'RE KNOWN FOR THEIR EXTENSIVE RANGE OF LIPSTICKS, EYELINERS, AND OTHER MAKEUP ESSENTIALS THAT CATER TO DIVERSE SKIN TONES AND PREFERENCES. THEIR BRAND ESSENCE EMBODIES FUN, BOLDNESS, AND INCLUSIVITY.

KEY PERFORMANCE INDICATORS (KPIs) FOR SUGAR COSMETICS :

1. SALES REVENUE: TRACKING THE OVERALL SALES GENERATED FROM THEIR PRODUCTS ACROSS VARIOUS CHANNELS.
2. CUSTOMER ACQUISITION COST (CAC): CALCULATING THE COST INCURRED TO ACQUIRE NEW CUSTOMERS THROUGH MARKETING AND PROMOTIONAL ACTIVITIES.
3. CUSTOMER LIFETIME VALUE (CLV): DETERMINING THE VALUE A CUSTOMER BRINGS TO THE COMPANY OVER THEIR ENTIRE RELATIONSHIP WITH THE BRAND.
4. CUSTOMER RETENTION RATE: MEASURING THE PERCENTAGE OF CUSTOMERS WHO CONTINUE TO PURCHASE SUGAR COSMETICS PRODUCTS OVER TIME.
5. SOCIAL MEDIA ENGAGEMENT: MONITORING METRICS SUCH AS LIKES, COMMENTS, SHARES, AND FOLLOWERS ON PLATFORMS LIKE INSTAGRAM, FACEBOOK, AND TWITTER.

6. PRODUCT RETURN RATE: ASSESSING THE RATE AT WHICH CUSTOMERS RETURN PRODUCTS, WHICH CAN INDICATE PRODUCT QUALITY OR CUSTOMER SATISFACTION ISSUES.

7. MARKET SHARE: EVALUATING THE BRAND'S SHARE OF THE COSMETICS MARKET COMPARED TO COMPETITORS.

8. BRAND AWARENESS: TRACKING BRAND VISIBILITY AND RECOGNITION THROUGH SURVEYS, WEBSITE TRAFFIC, AND MEDIA MENTIONS.

9. NET PROMOTER SCORE (NPS): GAUGING CUSTOMER SATISFACTION AND LOYALTY BY ASKING HOW LIKELY CUSTOMERS ARE TO RECOMMEND SUGAR COSMETICS TO OTHERS.

10. RETAIL DISTRIBUTION: ASSESSING THE NUMBER OF STORES AND LOCATIONS WHERE SUGAR COSMETICS PRODUCTS ARE SOLD AND THEIR PERFORMANCE IN EACH LOCATION.

AUDIENCE PERSONAS FOR SUGAR COSMETICS:

1. BEAUTY ENTHUSIASTS: THIS PERSONA ENCOMPASSES INDIVIDUALS OF VARIOUS AGES WHO ARE PASSIONATE ABOUT MAKEUP AND BEAUTY PRODUCTS. THEY ACTIVELY SEEK OUT NEW TRENDS, PRODUCTS, AND TECHNIQUES, OFTEN FOLLOWING BEAUTY INFLUENCERS AND PARTICIPATING IN ONLINE MAKEUP COMMUNITIES.


2. SOCIAL MEDIA SAVVY SHOPPERS: THESE INDIVIDUALS SPEND A SIGNIFICANT AMOUNT OF TIME ON SOCIAL MEDIA PLATFORMS LIKE INSTAGRAM, TIKTOK, AND YOUTUBE, WHERE THEY DISCOVER NEW PRODUCTS, TRENDS, AND MAKEUP TUTORIALS. THEY ARE INFLUENCED BY USER-GENERATED CONTENT AND OFTEN MAKE PURCHASING DECISIONS BASED ON REVIEWS AND RECOMMENDATIONS FROM INFLUENCERS.



3. PROFESSIONAL WOMEN: THIS PERSONA INCLUDES WORKING PROFESSIONALS WHO PRIORITIZE CONVENIENCE AND QUALITY IN THEIR BEAUTY ROUTINES. THEY LOOK FOR MAKEUP PRODUCTS THAT ARE LONG-LASTING, VERSATILE, AND SUITABLE FOR EVERYDAY WEAR, AS WELL AS SPECIAL OCCASIONS.

4. ETHICAL CONSUMERS: THIS AUDIENCE SEGMENT CARES ABOUT SUSTAINABILITY, ANIMAL WELFARE, AND ETHICAL BUSINESS PRACTICES. THEY SEEK OUT BRANDS LIKE SUGAR COSMETICS THAT ARE CRUELTY-FREE, VEGAN-FRIENDLY, AND ENVIRONMENTALLY CONSCIOUS. THEY ARE WILLING TO PAY A PREMIUM FOR PRODUCTS THAT ALIGN WITH THEIR VALUES.

5. BUDGET-CONSCIOUS BEAUTY LOVERS: THESE INDIVIDUALS ARE INTERESTED IN MAKEUP BUT ARE MINDFUL OF THEIR BUDGETS. THEY LOOK FOR AFFORDABLE YET QUALITY MAKEUP OPTIONS THAT PROVIDE GOOD VALUE FOR MONEY. THEY APPRECIATE BRANDS LIKE SUGAR COSMETICS THAT OFFER A BALANCE OF AFFORDABILITY AND QUALITY.



COMPETITOR ANALYSIS

NYKAA:

STRENGTHS:

- WIDE RANGE OF BEAUTY PRODUCTS, INCLUDING MAKEUP, SKINCARE, AND HAIRCARE.
- STRONG ONLINE PRESENCE WITH A USER-FRIENDLY PLATFORM.
- DIVERSE CUSTOMER BASE AND LOYAL FOLLOWING.

WEAKNESSES:

- MAY FACE STIFF COMPETITION FROM BOTH ONLINE AND OFFLINE BEAUTY RETAILERS.
- DEPENDENCY ON THIRD-PARTY BRANDS FOR PRODUCT OFFERINGS.

OPPORTUNITIES:

- EXPANSION INTO INTERNATIONAL MARKETS.
- LAUNCHING EXCLUSIVE COLLABORATIONS OR LIMITED-EDITION PRODUCTS TO ATTRACT CUSTOMERS.

THREATS:

- INTENSE COMPETITION FROM OTHER E-COMMERCE PLATFORMS AND BRICK-AND-MORTAR STORES.
- CHANGES IN CONSUMER PREFERENCES AND TRENDS.

2. **MAYBELLINE NEW YORK**:

STRENGTHS:

- GLOBAL PRESENCE AND BRAND RECOGNITION.
- INNOVATIVE PRODUCT DEVELOPMENT AND MARKETING STRATEGIES.
- EXTENSIVE DISTRIBUTION NETWORK.

WEAKNESSES:

- PRICING MAY BE HIGHER COMPARED TO SOME COMPETITORS.
- LIMITED FOCUS ON SPECIFIC MARKET SEGMENTS.

OPPORTUNITIES:

- EXPANSION INTO EMERGING MARKETS.
- LAUNCHING ECO-FRIENDLY OR SUSTAINABLE PRODUCT LINES.

THREATS:

- COMPETITION FROM BOTH ESTABLISHED AND EMERGING COSMETIC BRANDS.
- NEGATIVE PUBLICITY OR BACKLASH DUE TO PRODUCT QUALITY OR ETHICAL CONCERNS.

LAKME:

STRENGTHS:

- STRONG BRAND HERITAGE AND REPUTATION IN THE INDIAN MARKET.
- WIDE RANGE OF PRODUCTS CATERING TO DIVERSE CONSUMER NEEDS.
- ESTABLISHED DISTRIBUTION NETWORK AND PRESENCE IN BOTH URBAN AND RURAL AREAS.

WEAKNESSES:

- LIMITED INTERNATIONAL PRESENCE COMPARED TO SOME COMPETITORS.
- MAY FACE CHALLENGES IN KEEPING UP WITH RAPIDLY CHANGING CONSUMER PREFERENCES.

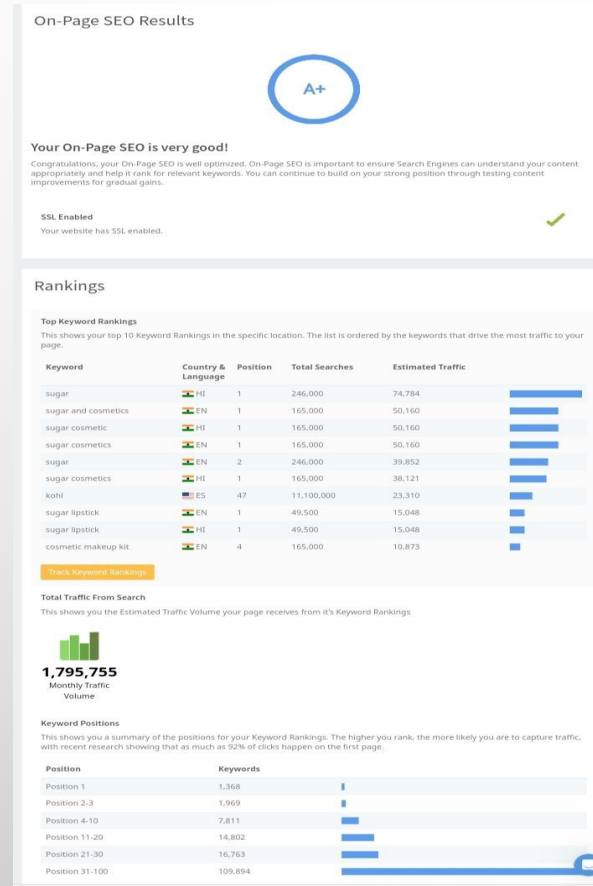
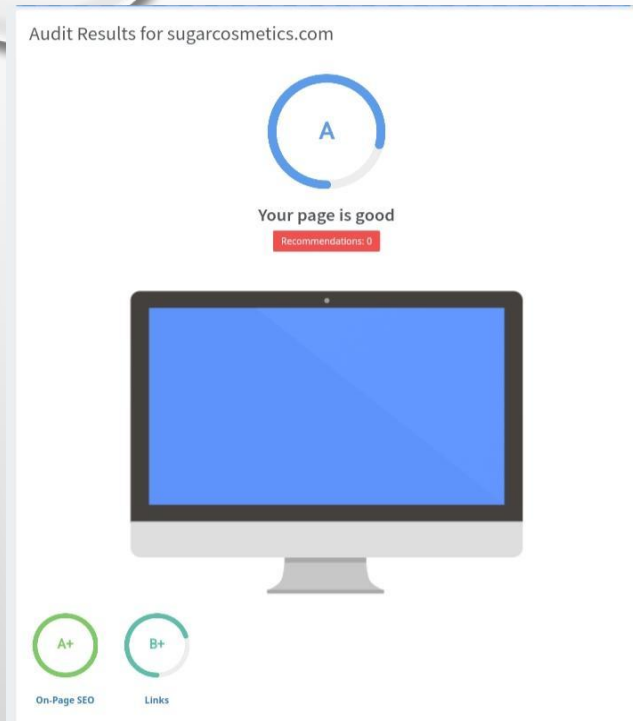
OPPORTUNITIES:

- COLLABORATIONS WITH INFLUENCERS OR CELEBRITIES TO ENHANCE BRAND VISIBILITY.
- EXPANSION INTO NEW PRODUCT CATEGORIES OR SEGMENTS.

THREATS:

- COMPETITION FROM BOTH DOMESTIC AND INTERNATIONAL COSMETIC BRANDS.
- ECONOMIC DOWNTURNS IMPACTING CONSUMER SPENDING ON BEAUTY PRODUCTS

SEO AUDIT



Seo Audit of sugar cosmetics is very good On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content Improvements for gradual gains.

KEYWORD RESEARCH

Enter a seed term to reveal what people search for online Territory

sugar cosmetics United States Search Import...

Up to 765 more keywords available.
Showing 100 keywords for 'sugar cosmetics'

PPC SEO GSC SAVE EXPORT REMOVE...

+ Volume... + Competition... + KEL... + No Click Searches...
+ Is Question...

| <input type="checkbox"/> Keyword | Volume | Competition | KEL |
|---|--------|-------------|-------|
| <input type="checkbox"/> sugar cosmetics | 1,500 | 45 | 36 |
| <input type="checkbox"/> jeffree star cosmetics blood ... | 360 | 8 | 920 |
| <input type="checkbox"/> kylie cosmetics brown sugar | 230 | 21 | 123 |
| <input type="checkbox"/> sugar cosmetics arch arrival ... | 200 | | |
| <input type="checkbox"/> tarte cosmetics sugar rush | 160 | | |
| <input type="checkbox"/> skull sugar cosmetics | 150 | | |
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| <input type="checkbox"/> blood sugar jeffree star cos... | 55 | | |
| <input type="checkbox"/> gerard cosmetics lip liner su... | 55 | | |
| <input type="checkbox"/> it cosmetics sugar plum blush | 55 | | |
| <input type="checkbox"/> kylie cosmetics lipstick brow... | 55 | | |
| <input type="checkbox"/> organic cosmetics sugar in n... | 55 | | |

FILTER RESULTS BY TEXT
Enter term... ✓ ✕

MY LISTS Upgrade to save
Untitled list
Saved keywords
Click a result to add it to this list...

SUGGESTIONS
sugar perfumes
face
carrot cosmetics
beet cosmetics
refined face

Keyword Research:

- . Sugar Cosmetics
- . Best Makeup Products
- . Cruelty free Products
- . Tan Free
- . No Parabens
- . Long lasting

These keywords is used to get the Sugar cosmetics 🚫.

ON-PAGE OPTIMIZATION:-

- **FOCUSED KEYWORDS:**


BEST MAKEUP PRODUCTS, CRUELTY FREE, NO PARABENS, TAN FREE, LONG LASTING MAKEUP

META TITLE:

BEST MAKEUP PRODUCTS FOR GLOWING SKIN GO WITH SUGAR COSMETICS 🚫

META DESCRIPTION:

EVERY ONE USE THE MAKEUP PRODUCTS, MOSTLY ARE VERY DANGEROUS OF CHEMICALS BUT SUGAR COSMETICS IS VERY USEFUL , THE PRODUCTS DOES NOT CONTAIN ANY CHEMICALS, TAN FREE, LONG LASTING MAKEUP PRODUCTS.

- 
- WE'RE A BRAND THAT BELIEVES IN EMPOWERMENT. THAT'S WHY, WE CAREFULLY CURATE PRODUCTS FROM AROUND THE GLOBE WHICH MEET EVERY WANT AND NEED THERE COULD POSSIBLY BE WHEN IT COMES TO YOUR MAKEUP AND SKINCARE REGIME. WE BELIEVE IN EVERY INTERPRETATION OF BEAUTY. BOLD TO SUBDUED, QUIRKY TO CRAZY, EVERYDAY TO GLAM GODDESS!
 - EVERY ONE WANT THE GOOD MAKEUP PRODUCTS WITH LOW CHEMICALS.
 - SUGAR COSMETICS PRODUCTS IS SUITABLE FOR ALL SKIN TYPES.
 - THE MAKEUP PRODUCTS WITH LONG LASTING MAKEUP.
 - GOOD LOOKING IS POSSIBLE WITH SUGAR COSMETICS MAKEUP PRODUCTS.

CONTENT CALENDAR FOR APRIL MONTH

| content calendar for april month | | | | | | |
|---|---|---|--|--|---|--|
| Content calendar | | WEDNESDAY | THURSDAY | APRIL 2024 | | |
| | April 1st fools day:share a fun prank on sugar cosmetics | April 2nd: highlights sugar cosmetics on sugar cosmetics | April 3rd:creat a green themed make up look | April4:share cruelty free and vegan products from sugar cosmetics | April5:self share make up looks that boost confidence | April6:offer tips for maintaining skin during the summer |
| April7:share a make up look inspired by the popular cocktail | April 8:share a sibling challenge or collaboratio n | April9:share perfecting maku up application | April10:offer tips on managing make up routines efficiently | April11:share stories of sugar employees | April12:make up look for the occasion | April13:share afun make look reel on inst |
| April14:offer tips for transitioning | April15:prom ote sugars eco-friendly initiatives and packaging | April16:shar e amake looks for working women's | April17: highlights sugar products and campaign that | April18:reel ondealing with dry skin | April19:blog on skin care tips,skincare, self skin | April20:open ended questions on sugar products |
| April21:reel on something new products | April22:tips story on sensitivites skin | April23:crea t a color full makeup look inspired by jellybeans | April24:reel on night care routine | April25: influencer collabe post | April26: customer review on sugar products | April27: ebook mailer |
| April28:flash wash post | April29:reel on which cream for your dry skin | April30:reel on face wash | | | | |

STRATEGY, AIM AND THE IDEA BEHIND THIS STORY

THE STRATEGY BEHIND SUGAR COSMETICS INSTAGRAM ACCOUNT AIMS TO CREATE A STRONG BRAND PRESENCE, ENGAGE WITH THEIR TARGET AUDIENCE ,SHOWCASE THEIR PRODUCTS ,AND DRIVE SALES. BY SHARING VISUALLY APPEALING CONTENT ,THEY EFFECTIVELY COMMUNICATE THE BRAND VALUES, AESTHETICS ,AND UNIQUE SELLING POINTS. THEY ALSO COLLABORATE WITH INFLUENCERS AND RUN PROMOTIONAL CAMPAIGNS TO INCREASE REACH AND CUSTOMERS LOYALTY. THE ULTIMATE GOAL IS. TO ESTABLISH SUGAR COSMETICS AS A GO TO BEAUTY BRAND FOR THEIR TARGET AUDIENCE ON INSTAGRAM AND FACEBOOK.

STRATEGY, AIM AND THE IDEA BEHIND THIS STORY



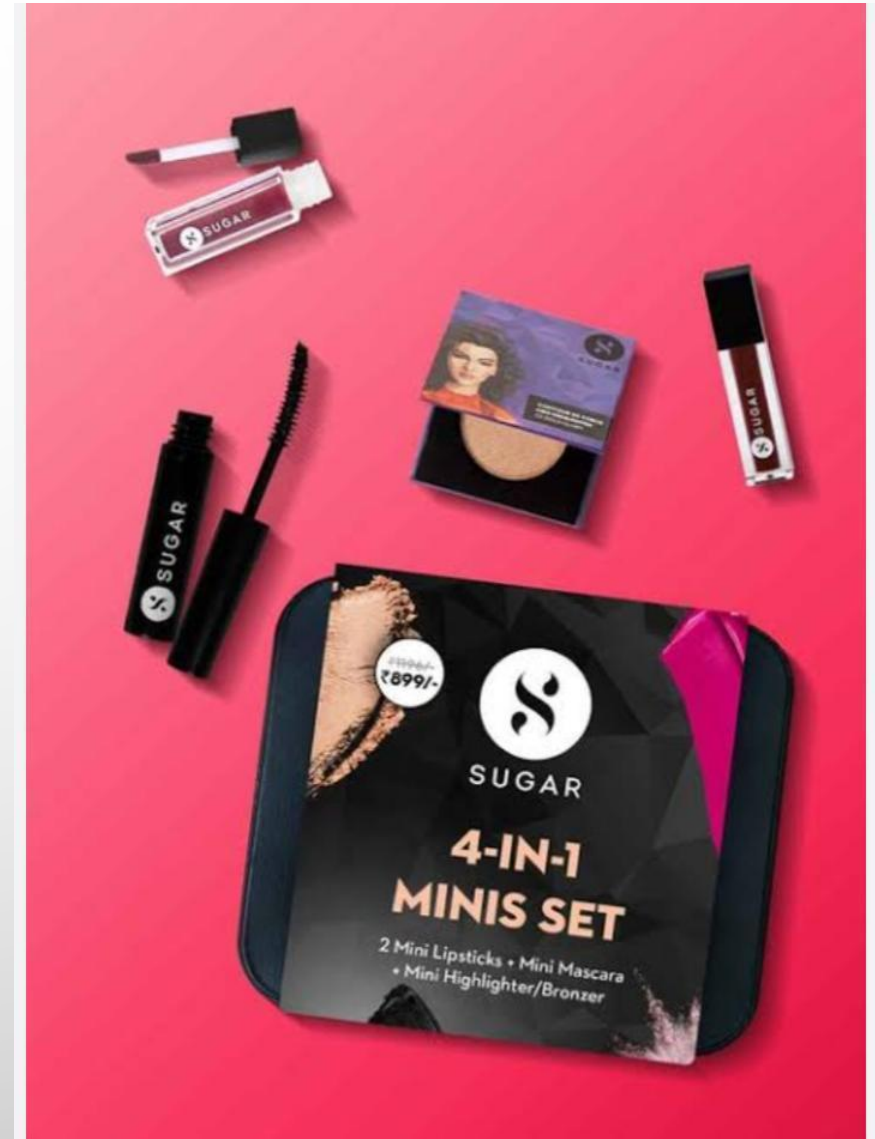
GET THIS LIGHTWEIGHT AND SUPER CREAMY KISS-PROOF LIPSTICK THAT GLIDES ON SMOOTH AND SETTLES TO A MATTE FINISH. THIS LIPSTICK IS A TRANSFER-PROOF, WATER-PROOF, AND SMUDGE-PROOF FORMULA THAT IS LONG-LASTING INFUSED WITH LIP-CONDITIONING INGREDIENTS, THIS LONG-WEAR CRAYON LIPSTICK ENSURES YOUR LIPS STAY SOFT AND HYDRATED. THIS DERMATOLOGICALLY TESTED AND PARABEN-FREE LIPSTICK CONTAINS NO MINERAL OIL OR PARAFFIN FOR SAFE USE. ALSO, IT COMES WITH A HIGH-QUALITY SHARPENER FOR AN EFFORTLESS SWIPE EVERY TIME!

CONTENT CREATION AND CURATION

- **STORY IDEA: BEHIND-THE-SCENES LOOK**

CONTENT: SHARE BEHIND-THE-SCENES FOOTAGE OF A PHOTOSHOOT FEATURING SUGAR COSMETICS PRODUCTS, INCLUDING MAKEUP ARTISTS AT WORK AND MODELS GETTING READY.

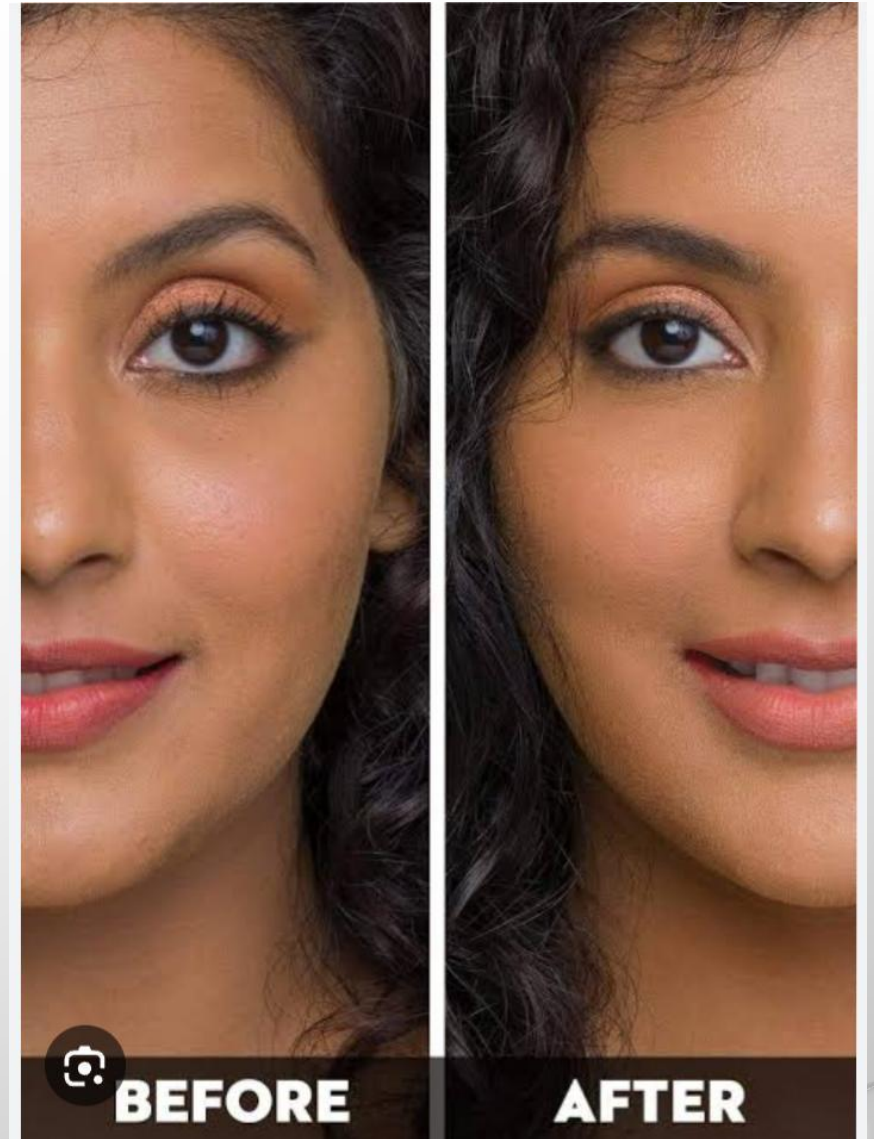
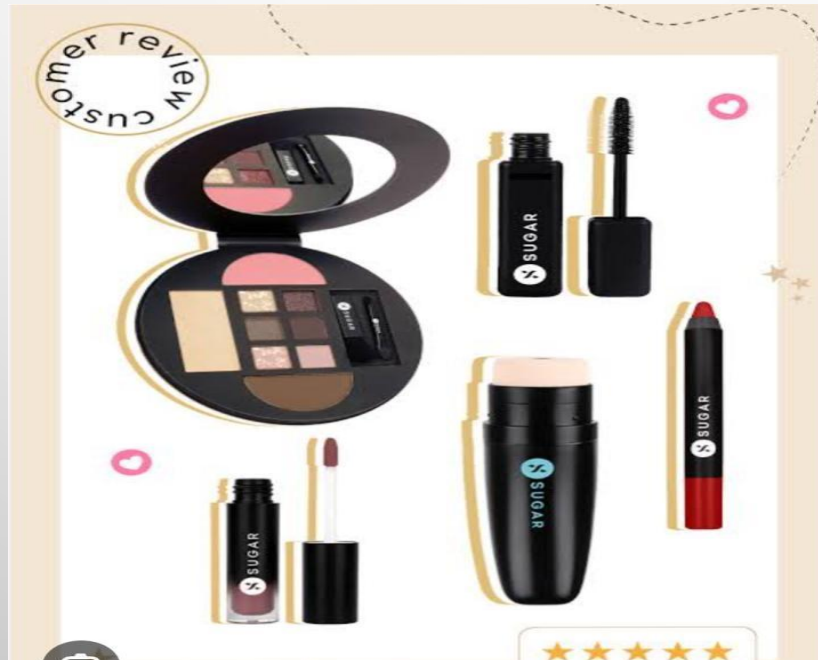
CAPTION: "PEEK BEHIND THE CURTAIN! ✨ JOIN US AS WE PREP FOR OUR LATEST SHOOT WITH SUGAR COSMETICS. STAY TUNED FOR SOME GLAM GOODNESS! #SUGARCOSMETICS #BTS"



REEL IDEA: TRANSFORMATION CHALLENGE

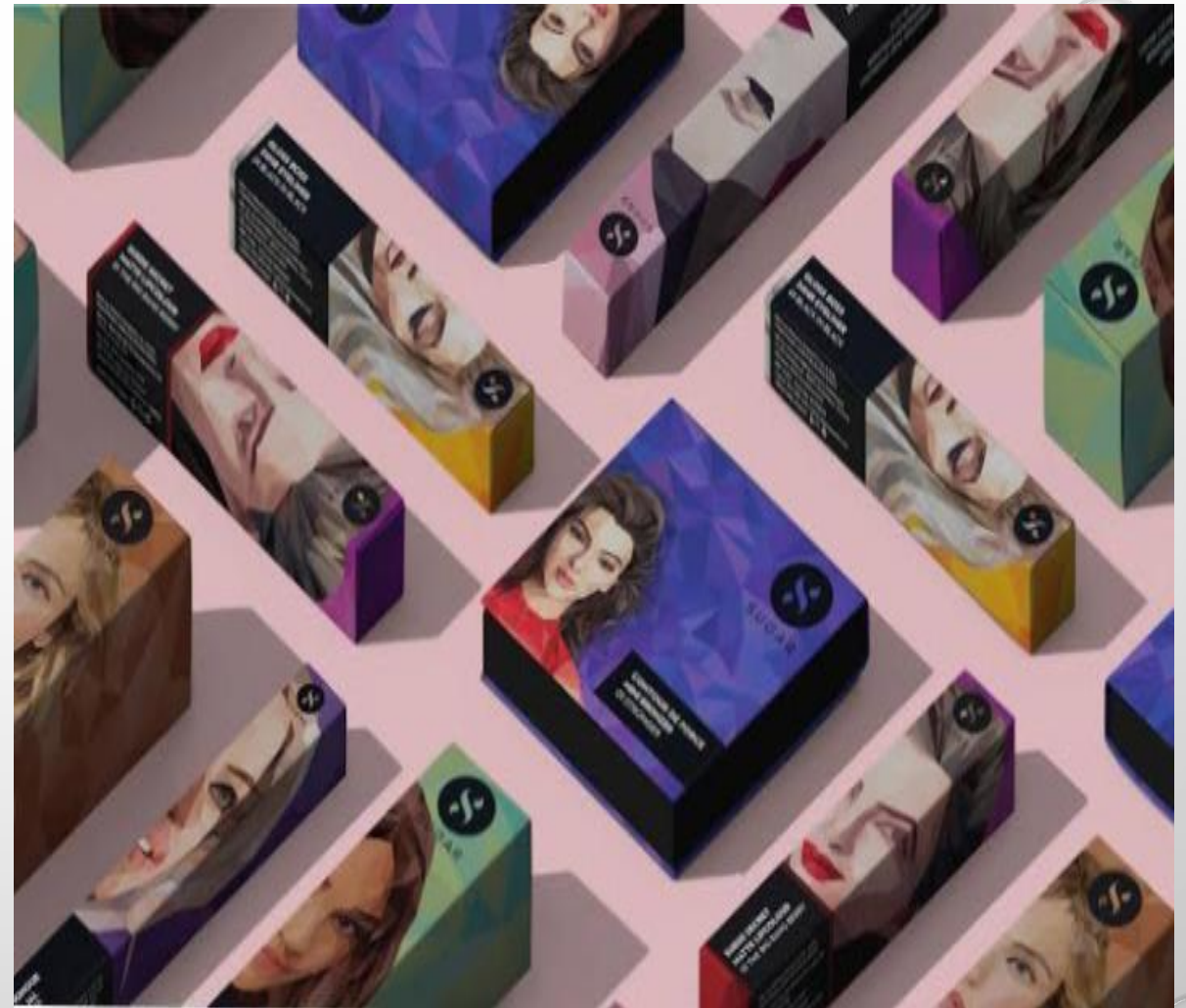
CONTENT: CREATE A TRANSFORMATION REEL FEATURING BEFORE-AND-AFTER MAKEUP LOOKS USING SUGAR COSMETICS PRODUCTS, WITH UPBEAT MUSIC AND DYNAMIC TRANSITIONS.

CAPTION: “READY FOR A GLAM TRANSFORMATION? 📸 WATCH AS WE GO FROM BARE-FACED TO FIERCE AND FABULOUS WITH SUGAR COSMETICS! WHICH LOOK IS YOUR FAVORITE? COMMENT BELOW! #GLAMTRANSFORMATION #SUGARCOSMETICS”



- **POST IDEA : PRODUCT SPOTLIGHT**

- CONTENT: SHOWCASE A POPULAR SUGAR COSMETICS PRODUCT, HIGHLIGHTING ITS PACKAGING, SWATCHES, AND APPLICATION. CAPTION: “MEET OUR MAKEUP MVP: [PRODUCT NAME]! 🥰 FROM ITS LUXURIOUS PACKAGING TO ITS FLAWLESS FINISH, THIS BEAUTY ESSENTIAL IS A MUST-HAVE FOR EVERY MAKEUP LOVER. TAP TO SHOP! #SUGARCOSMETICS #MAKEUPESSENTIALS”



INSTAGRAM STORY

INSTAGRAM STORY LINK:

https://www.instagram.com/s/aGlnaGxpZ2h0OjE3ODY3NjQxMTE5MDk3OTY3?story_media_id=3351014651698988304_62226895292&igsh=eGZyaHcxZHg1M3Yy

INSTAGRAM HIGHLIGHTS LINK:

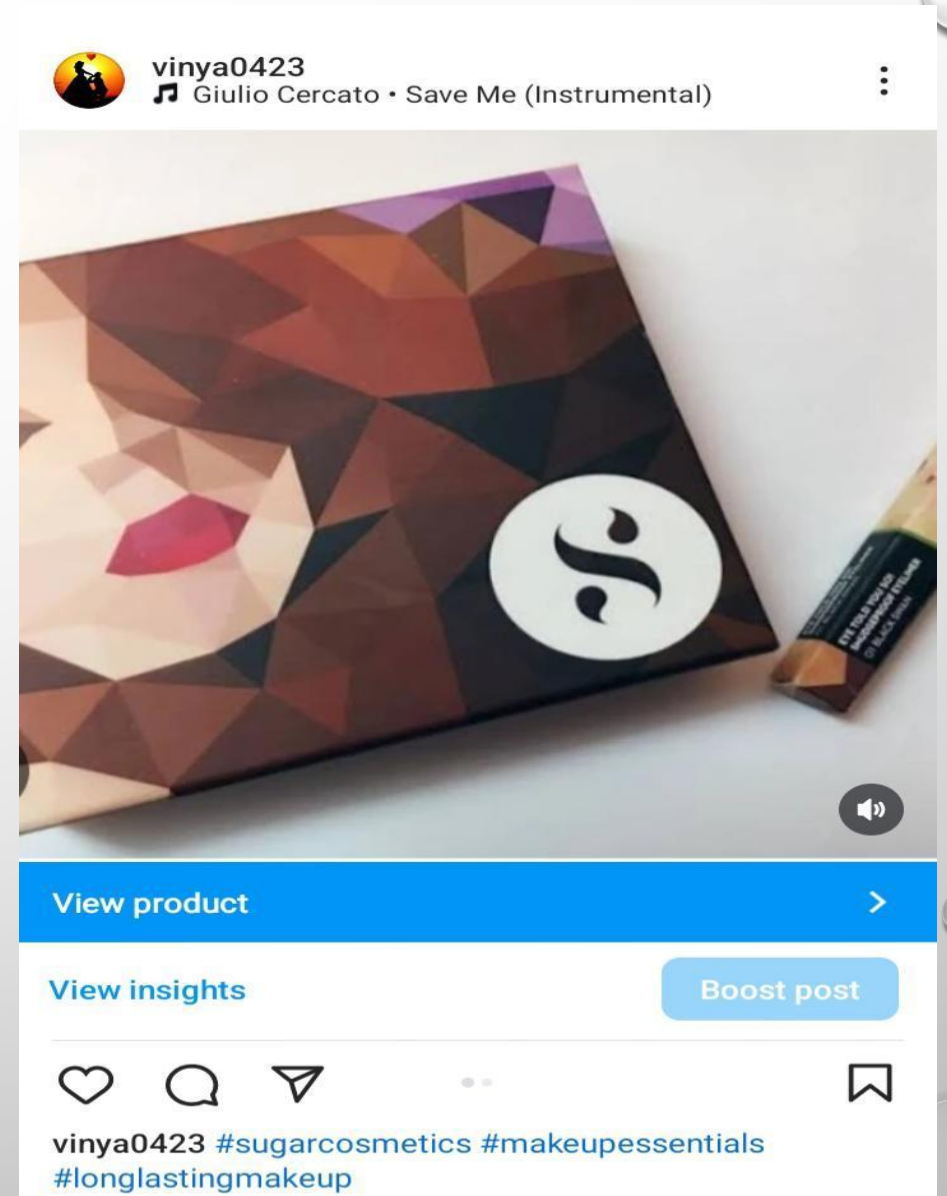
<https://www.instagram.com/s/aGlnaGxpZ2h0OjE3ODY3NjQxMTE5MDk3OTY3?igsh=eGZyaHcxZHg1M3Yy>



INSTAGRAM POST

INSTAGRAM POST:

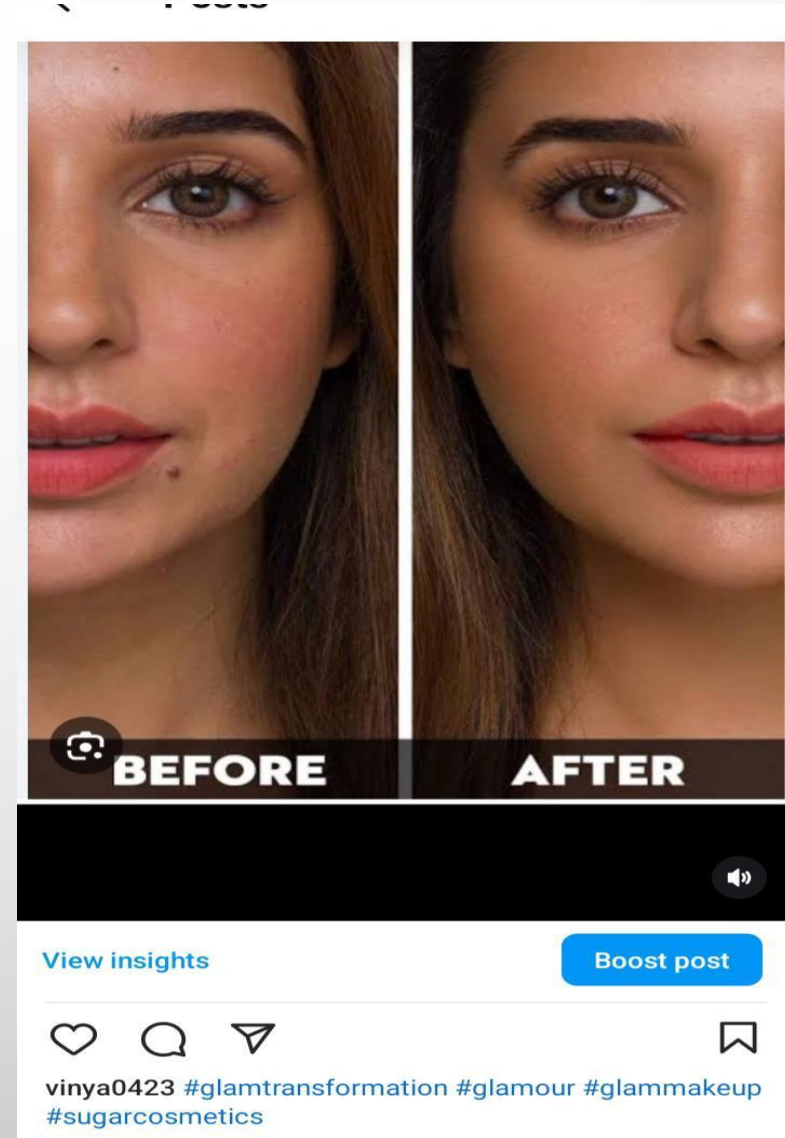
<https://www.instagram.com/p/C6BKT7vJqax/?igsh=YWhtc3kybDdrMWZp>




INSTAGRAM REEL

- **INSTAGRAM REEL:**

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The background is a light gray gradient. In the top-left and bottom-right corners, there are several realistic-looking water droplets of various sizes, some overlapping. The text is centered in the middle of the slide.

THANK YOU FOR GIVING THIS
OPPORTUNITY SMART INTERNZ AND
GOVERNMENT COLLEGE FOR WOMEN
A SRIKAKULAM