

COMPERHENSIVE DIGITAL MARKETING PHASE-2 PROJECT FOR WOW COSMETICS

Team ID: LTVIP2024TMID10389

Team Size: 5


Team Leader: LANKA RUDRAMANI

Team member-1: LODDI GNANESWARI

Team member-2: LOPINTI PRIYANKA

Team member-3: LUTTA DEVAYANI

Team member-4: MALLETI KRISHNAVENI

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

PART-1 BRAND STUDY,COMPETITOR ANALYSE & BUYER AUDIENCE PERSONA

Research the brand

Research brand:

The full form of WOW Cosmetics is World of Wonder Cosmetics. The CEO of WOW Cosmetics is Mr. Amrit Singh. He is the founder and driving force behind the brand, overseeing its growth and expansion since its inception in 2014. Under his leadership, WOW Cosmetics has become a popular and accessible cosmetic brand, offering high-quality products at affordable prices.

Brand Study (Mission/Values &USPs)

Mission/value s:

Wow Cosmetics is a beauty brand that offers a wide range of cosmetic products. Their mission is likely to provide high-quality, innovative, and affordable cosmetics to their customers. They may also aim to empower people to express their individuality and enhance their natural beauty through their products.

As for their values, Wow Cosmetics might prioritize customer satisfaction, sustainability, inclusivity, and innovation. They might also focus on using high-quality ingredients, ensuring cruelty-free practices, and promoting a diverse range of products to cater to various skin tones and types.

Unique Selling Points (USPs)

USP(UNIQUE SELLING POINTS):

- ▶ High-quality products: Wow Cosmetics is known for offering high-quality makeup, skincare, and beauty products that cater to various skin types.
- ▶ Affordable pricing: They offer a wide range of products at reasonable prices, making it accessible for people with different budgets to enjoy their cosmetics.
- ▶ Customer satisfaction: Wow Cosmetics values its customers and aims to provide satisfactory experiences and products. They often receive positive reviews and feedback from their customers.

Brand Study (Brand tone & KPIs)

Analyse brand tone and identity and KPIs:

Brand tone:

To understand the tone of WOW Cosmetics, I will consider their marketing materials, social media presence, customer interactions, and overall messaging. The tone should be consistent across all platforms and should resonate with their target audience.

Brand Identity:

Brand identity encompasses visual elements (logo, color palette, fonts, etc.) and the overall image and values the brand represents. For WOW Cosmetics, I will analyze:

Key Performance Indicators (KPIs):

To measure the success of WOW Cosmetics, we need to identify relevant KPIs that align with their goals and objectives.

In conclusion, to analyze the brand tone and identity of WOW Cosmetics, I would examine their marketing materials, social media presence, and customer interactions to understand their tone. For brand identity, I would look into their visual elements, messaging, target

Buyer/Audience Persona

Demographics:

Name: Sarah

Age: 25-35

Gender: Female

Occupation: Working professional or a small business owner

Income: Upper-middle class

Psychographics: Sarah is fashion-conscious and values her appearance. She is interested in trying new beauty products .

Interest: Sarah's interested in self-care, wellness, and maintaining a healthy lifestyle.

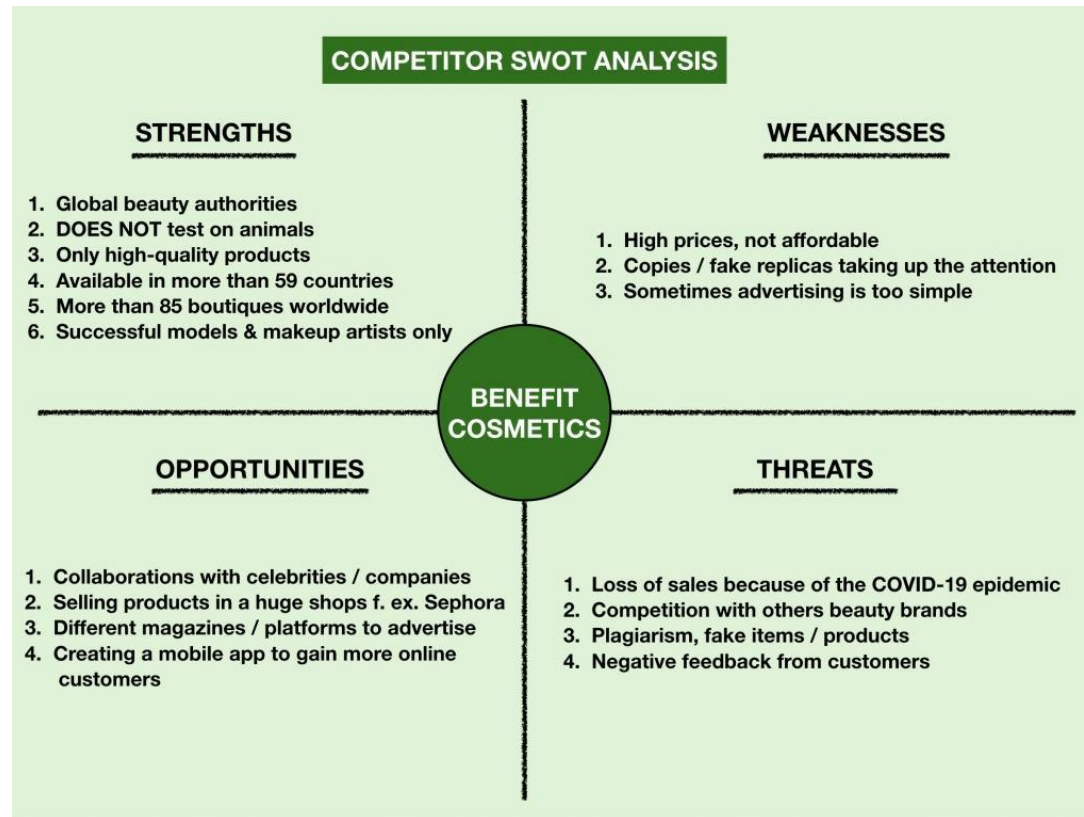
Behaviors: Sarah frequently shops online and is comfortable using various digital platforms to research and purchase products.

Social media usage: Active on social media platforms like instagram and youtube and follow particular brands.

GOALS:

- ▶ **Product Development:** Creating innovative, high-quality, and unique cosmetic products that cater to diverse customer needs and preferences
- ▶ **Customer Satisfaction:** Ensuring customer satisfaction by providing excellent products
- ▶ **Brand Awareness:** Increasing brand visibility and recognition.
- ▶ **Market Expansion:** Expanding the brand's reach to new markets and demographics.
- ▶ **Challenges:**
- ▶ **Competition:** Standing out in a highly competitive cosmetics market, where numerous established brands and emerging startups vie for consumer attention.
- ▶ **Trends and Innovation:** Keeping up with ever-changing beauty trends.
- ▶ **Quality Control:** Ensuring consistent product quality across different production batches.

COMPETITOR ANALYSE



Mama Earth

- **Competitor** : Mama Earth skin care products.
- **USP** : Mama earth is brand that is all about skin care Science. Their USP lies in creating products that are completely safe & certified toxin-free through world-class research.
- **Online communication** : IPO-bound Hondas Consumer is ramping up efforts to expand the international market for its flagship brand, Mama earth. The beauty and personal care brand is partnering with local channels for its venture into Bangladesh, Malaysia, Vietnam, and Thailand.

「Swot Analysis」

Strength	Weakness
<ul style="list-style-type: none"> • Price range and high quality product. • Great customer service • Wide product range • The geographical presence 	<ul style="list-style-type: none"> • Negative publicity • Limited diversification • High employee turnover
Opportunity	Threats
<ul style="list-style-type: none"> • Product diversification • Green lifestyle opportunity • Innovation 	<ul style="list-style-type: none"> • Changing customer Preference • Increase number of player • New technology



AVON SKINCARE PRODUCTS

- ▶ **Competitor : AVON SKINCARE PRODUCT :**
- ▶ **USP :** Avon is a brand that is all about skin care Science. Only ingredients that can be used safely are used in our products. Every ingredient in every product must undergo a thorough and formal review, and the safety of every product is substantiated prior to product introduction.
- ▶ **Online communication:** Avon Products, Inc. Manufactures and sells beauty and related products. The Company offers fragrances, color cosmetics, and personal care products, as well as fashion and home products such as jewelleries, watches, apparels, footwear, accessories, and decorative products. Avon Products serves customers worldwide.



SWOT Analysis



Strengths	Weaknesses
<ul style="list-style-type: none">• Market Leader in RV OEM industries• More than 260 key technology patents. Increasing R&D expenses.• Cost reduction in recent years• Acquired more than 40 companies in the past decades to gain both technology and market shares.(Offered 26% revenue since 2013)• One-stop service	<ul style="list-style-type: none">• No long-term contracts with both RV manufacturers and Suppliers• Heavily rely on OEM segment• Dependence on two Customers: Thor Industries and Forest River, which account for 63% of total net sales
Opportunities	Threats
<ul style="list-style-type: none">• Potential growth in European Market• New products & acquisition• Aftermarket opportunity• Potential market in adjacent industries and specialty vehicle	<ul style="list-style-type: none">• Volatile raw material price• Constant change in preference of customers• Potential competitive pressure• Difficult to obtain additional skilled labor• Risk in international market and acquisition



Lotus skin care products

- ▶ **Competitor: Lotus skin care products:**
- ▶ **USP:** Lotus is a Brand that is all about skin care Science. Yes we at lotus herbals prioritize using natural and safe ingredients and keep away from the harmful chemical substance in our formulations.
- ▶ **Online communication :** Lotus professional is a professional beauty Division of lotus herbal pvt.Ltd. A leading cosmetics company based in India, providing premiums natural skin care products and products and top-notch beauty services across the country and overseas.



Swot Analysis

STRENGTHS

- ample diversity of microalgae and their metabolites;
- natural "green" sources of the cosmeceuticals and consumer enthusiasm;
- synergistic effects, *e. g.* carotenoids + lipids

WEAKNESSES

- high production costs;
- low robustness of cultivation;
- complicated and expensive downstream processing;
- climate limitation for open cultivation system

OPPORTUNITIES

- growing market;
- cultivation and downstream processing technology progress;
- increasing end-user awareness;
- strain improvement;
- combining natural and synthetic production

THREATS

- legal problems (stringent regulations);
- strong competition from low-cost producers and synthetic analogues;
- seasonal dependence of the biomass quality and availability



PART-2 SEO& KEYWORD RESEARCH

SEO & KEYWORD RESEARCH

Seo audit: To perform a comprehensive SEO audit for Wow Cosmetics, I would need to access their website .

KEYWORD RESEARCH:

Understand the context: “WOW Cosmetics” likely refers to a brand or a specific company that sells cosmetics. In this case, we will focus on identifying keywords related to the brand and its products.

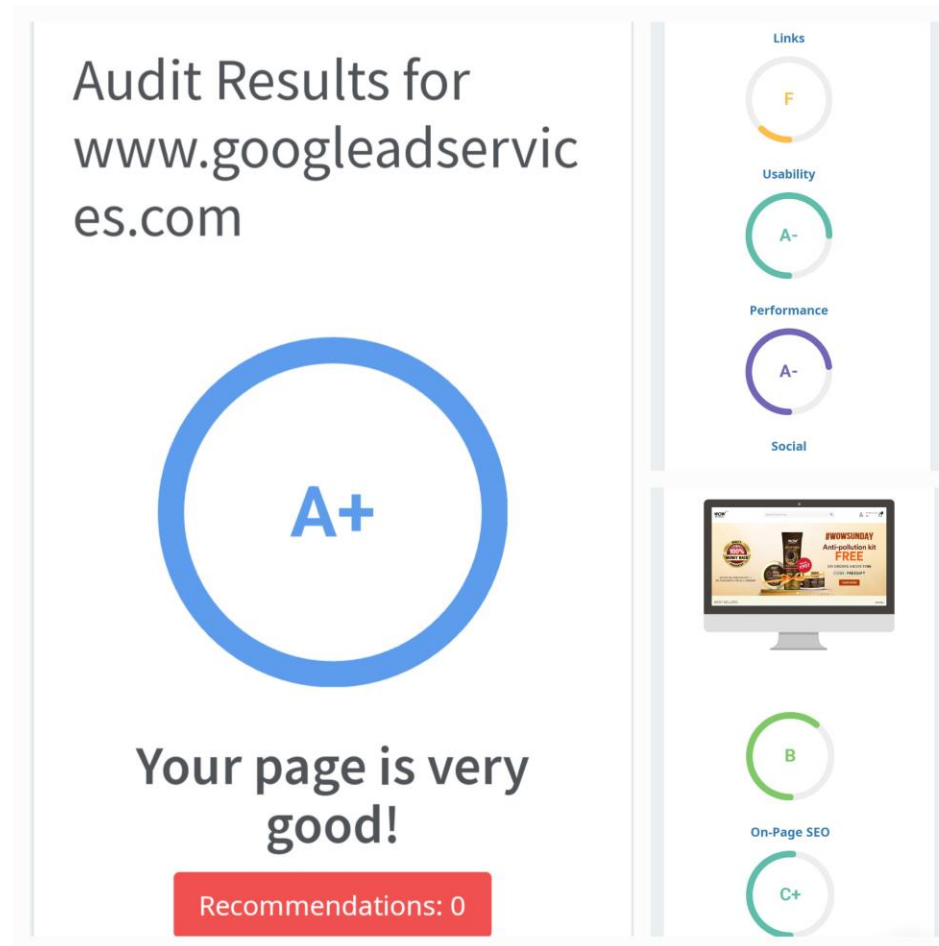
Brainstorm seed keywords: Start by listing down primary keywords related to the brand and cosmetics, such as “WOW Cosmetics,” “cosmetics brand,” “makeup,” “beauty products,” “skincare,” etc.

Refine your list: Eliminate any irrelevant or low-volume keywords and focus on the most promising ones. Prioritize keywords with high search volume and moderate competition.

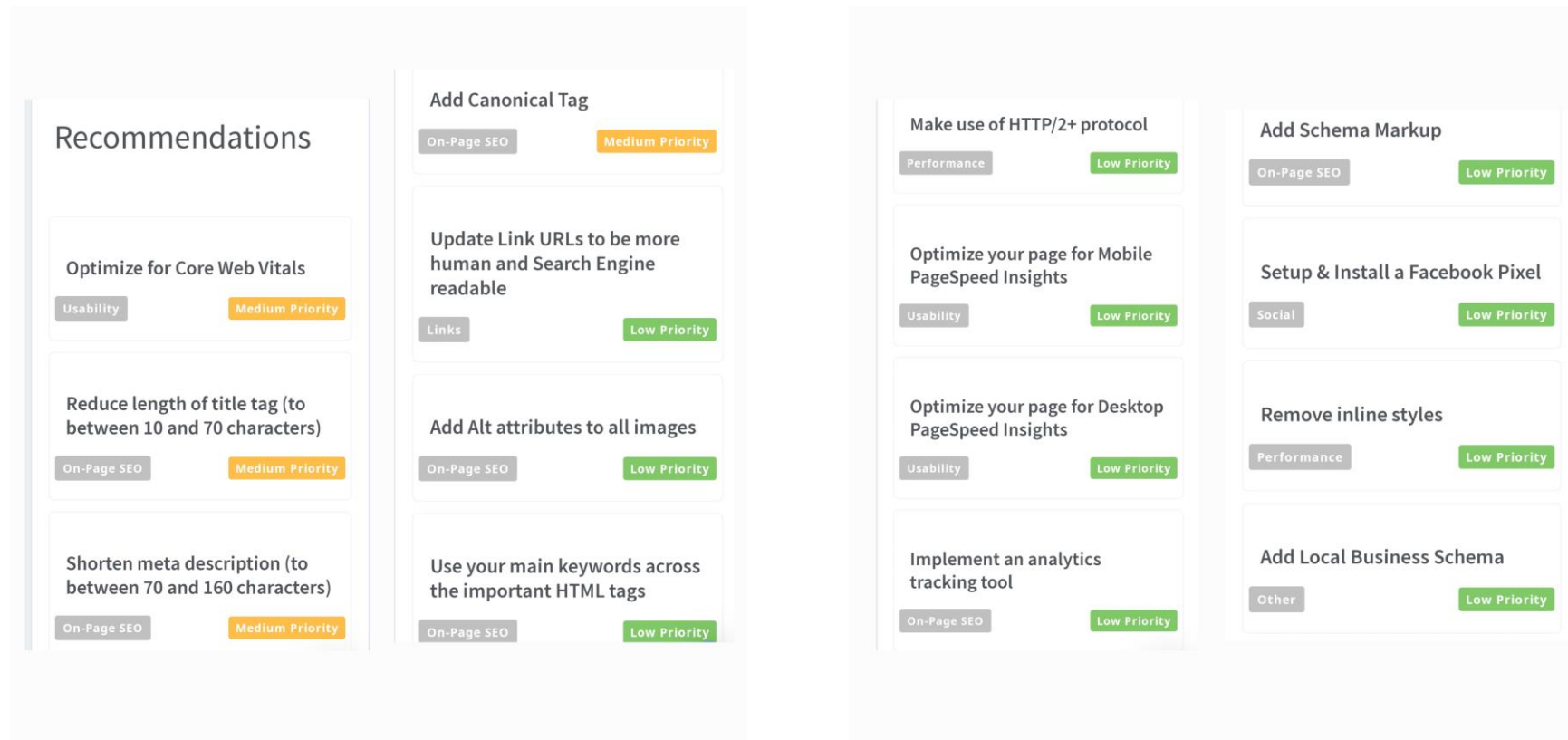
Seo audit

A. Keyword Research: Identify relevant keywords for the cosmetics industry and analyze the website's current keyword usage.

B. Meta Tags: Review the website's title tags, meta descriptions, and header tags (H1, H2, H3) for proper optimization.



Reviews and recommendations:



The image displays two panels of recommendations from Google Search Console. Each recommendation includes a title, a category label in a grey box, and a priority label in an orange or green box.

Left Panel Recommendations:

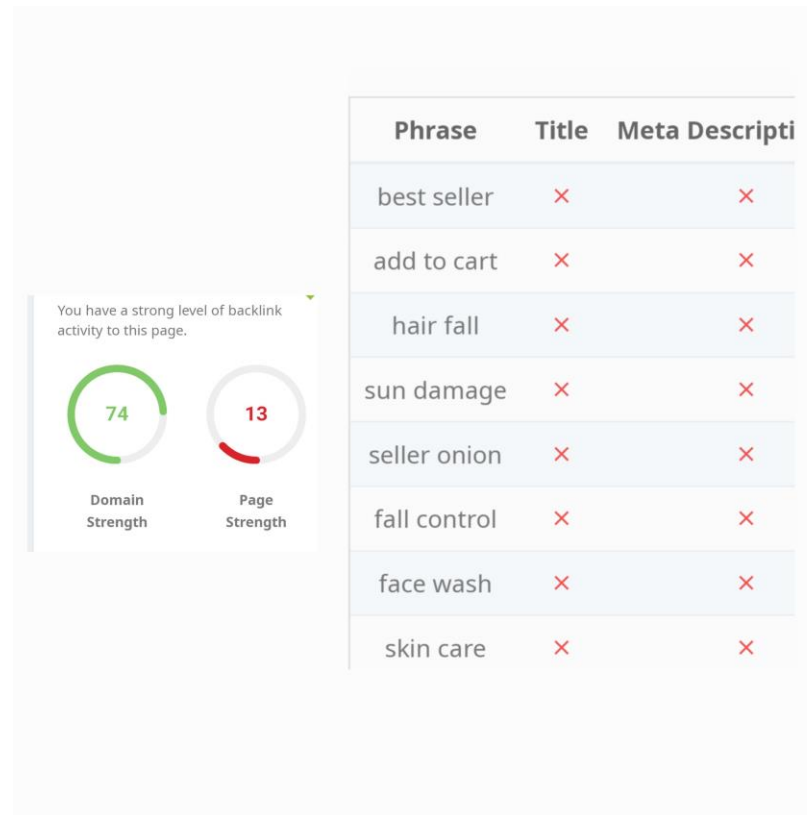
- Recommendations** (Section Header)
- Optimize for Core Web Vitals**
Category: Usability | Priority: Medium Priority
- Reduce length of title tag (to between 10 and 70 characters)**
Category: On-Page SEO | Priority: Medium Priority
- Shorten meta description (to between 70 and 160 characters)**
Category: On-Page SEO | Priority: Medium Priority
- Add Canonical Tag**
Category: On-Page SEO | Priority: Medium Priority
- Update Link URLs to be more human and Search Engine readable**
Category: Links | Priority: Low Priority
- Add Alt attributes to all images**
Category: On-Page SEO | Priority: Low Priority
- Use your main keywords across the important HTML tags**
Category: On-Page SEO | Priority: Low Priority

Right Panel Recommendations:

- Make use of HTTP/2+ protocol**
Category: Performance | Priority: Low Priority
- Optimize your page for Mobile PageSpeed Insights**
Category: Usability | Priority: Low Priority
- Optimize your page for Desktop PageSpeed Insights**
Category: Usability | Priority: Low Priority
- Implement an analytics tracking tool**
Category: On-Page SEO | Priority: Low Priority
- Add Schema Markup**
Category: On-Page SEO | Priority: Low Priority
- Setup & Install a Facebook Pixel**
Category: Social | Priority: Low Priority
- Remove inline styles**
Category: Performance | Priority: Low Priority
- Add Local Business Schema**
Category: Other | Priority: Low Priority

Keyword research

- ▶ Product Range:
- ▶ WOW Cosmetics offers a vast array of products, including foundations, lipsticks, eyeshadows, blushes, highlighters, skincare essentials, hair care products, and more. They also have a variety of makeup brushes and tools to assist customers in achieving their desired look.



On page optimization

FOCUS ON KEYWORDS:

1.Natural cosmetics 2.Cruelty-free makeup3. Organic skincare
4.Sustainable hair care 5.Cruelty-free skincare 6.All-natural beauty treatments
7.Cruelty-free beauty brand 8.Cruelty-free cosmetics online 9. Organic makeup brand

Meta title: Wow Cosmetics: Stunning Beauty, Radiant Transformations.

Meta description: Wow Cosmetics could be: “Unleash your inner glow with Wow Cosmetics - a premier beauty brand offering an extensive collection of exquisite makeup, skincare, and fragrances. Elevate your beauty routine with our innovative, high-quality, and cruelty-free products that cater to all skin types.

On page optimization (content optimization)

Introduction: Wow Cosmetics is a leading beauty brand, dedicated to creating an extensive range of high-quality, innovative, and cruelty-free makeup, skincare, and fragrance products.

Section-1: Organize your products into clear and distinct categories, such as makeup, skincare, fragrances, and tools.

Section-2: Offer a user-friendly shopping experience by allowing customers to browse products based on their skin type (e.g., oily, dry, sensitive).

On page optimization (Content optimization)

Section-3: A resourceful section offering step-by-step guides and tutorials on how to use cosmetics products.

Section-4: providing essential information on how to get in touch with the Wow Cosmetics team for inquiries, feedback, or support.

Conclusion: In conclusion, Wow Cosmetics has established itself as a reputable and customer-centric brand in the cosmetics industry. By offering high-quality, natural, and cruelty-free products, the company caters to the growing demand for eco-conscious and effective beauty solutions.

Challenges and Keyinsightes

Challenges

- ▶ **Market Saturation:** The beauty industry is highly saturated with numerous brands and products, making it difficult for Wow Cosmetics to stand out and capture a significant market share.
- ▶ **Consumer Preferences:** Keeping up with ever-changing consumer preferences and trends is crucial for Wow Cosmetics to remain relevant and attractive to their target audience.
- ▶ **Product Innovation:** Consistently launching new and innovative products is essential to keep customers engaged and interested in the brand. This requires significant investment in research and development.

Key insights:

- ▶ Key insights of WOW Cosmetics may include their focus on natural and organic ingredients, their innovative product formulations, their commitment to cruelty-free and environmentally friendly practices, and their emphasis on customer satisfaction through effective marketing and quality products.
- ▶ Wide Range of Products: Wow Cosmetics offers a diverse selection of makeup items, including foundations, lipsticks, eyeshadows, blushes, highlighters, and more. This caters to a broad audience with varying preferences and needs.

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect. The shapes are concentrated on the right side of the frame, with some extending towards the left.

PART-3 CONTENT IDEAS AND MARKETING STRATEGIES

content ideas & marketing strategy

Content idea generation & strategy:

Beauty Tutorials and Tips: Create video tutorials showcasing how to use Wow Cosmetics products to achieve different looks. Include tips for skincare routines, makeup application techniques, and product reviews.

User-Generated Content Campaigns: Encourage customers to share their Wow Cosmetics looks on social media using a branded hashtag. Repost user-generated content to build a sense of Community.

CONTENT CALENDAR

	A	B	C	D	
3	Date	content theme	format	platform	
4	April 16	Wow cosmetics	Blog post	facebook & instagram	
5	April 18	Brand research	video	facebook & instagram	
6	April 20	Marketing	infographic	facebook & instagram	
7	April 25	company research	interactive qu	facebook & instagram	
8	April 27	products quality	video	facebook & instagram	
9	April 30	swot analysis	Blog post	facebook & instagram	

Strategy Aim And Idea Behind this Story



- ▶
- ▶ The strategy behind Wow Cosmetics could be centered on offering high-quality, cruelty-free products with unique formulations that cater to diverse skin tones and types. The story could focus on the brand's commitment to sustainability, inclusivity, and innovation, drawing inspiration from nature and cultural diversity.

Strategy aim and idea behind the post

- The strategy behind a “wow cosmetics” post likely aims to captivate and engage the audience by showcasing visually stunning makeup looks or products. The idea is to evoke a sense of awe and admiration, prompting likes, shares, and potentially driving sales by highlighting the creativity and quality of the cosmetics.



Content ideas and marketing strategies

- ▶ **Marketing strategy s:**
- ▶ Social media advertising targeting beauty enthusiasts, with visually appealing images and videos showcasing Wow Cosmetics products.
- ▶ Influencer partnerships with popular beauty influencers who align with Wow Cosmetics' brand values and target audience.
- ▶ Email marketing campaigns offering exclusive discounts, product launches, and beauty tips to Wow Cosmetics subscribers.
- ▶ Collaborations with other beauty brands or retailers for joint promotions or product bundles to expand Wow Cosmetics' reach.
- ▶ Participating in beauty events, trade shows, or pop-up shops to engage directly with customers and introduce them to Wow Cosmetics products.

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

PART-4 CONTENT CREATION AND CURATION

Content Creation and Curation

- ▶ **Post creation**
- ▶ Encourage customers to create and share their own content featuring Wow Cosmetics products. This could be through social media contests, branded hashtags, or featuring customer testimonials and reviews on the website.
- ▶ I was selected categories like
- ▶ Vitamin face serum
- ▶ Vitamin c skin mist tone
- ▶ Vitamin face wash

Format -1:Static post on Vitamin-c face serum

Caption

Vitamin C face serum is important for skincare because it's a potent antioxidant that helps brighten skin, fade dark spots, and protect against environmental damage like UV rays and pollution.

Hashtags

- ▶ #Skincare
- ▶ #vitamincserum
- ▶ #glowingskin
- ▶ #skincareroutine



Format-2 Reel post on vitamin c skin mist tone



Caption

Vitamin C skin mist can offer various benefits for your skin, including brightening, evening out skin tone, providing antioxidant protection, and promoting collagen production for firmer skin.

Hashtags

- ▶ #VitaminCSkinCare
- ▶ #GlowingSkin
- ▶ #BrightenUp
- ▶ #HealthyGlow

Format-3 Carousel post on vitamin c face wash

Caption

It can help brighten your complexion, even out skin tone, reduce the appearance of dark spots and hyperpigmentation, provide antioxidant protection against environmental damage.

Hashtags

- ▶ #VitaminCFaceWash
- ▶ #SkinBrightening
- ▶ #GlowingComplexion
- ▶ #HealthySkin



Content and Curation

INSTAGRAM STORY

Screen short of story

https://www.instagram.com/stories/wow_cosmetics_2024/3350516919548862989?utm_source=ig_story

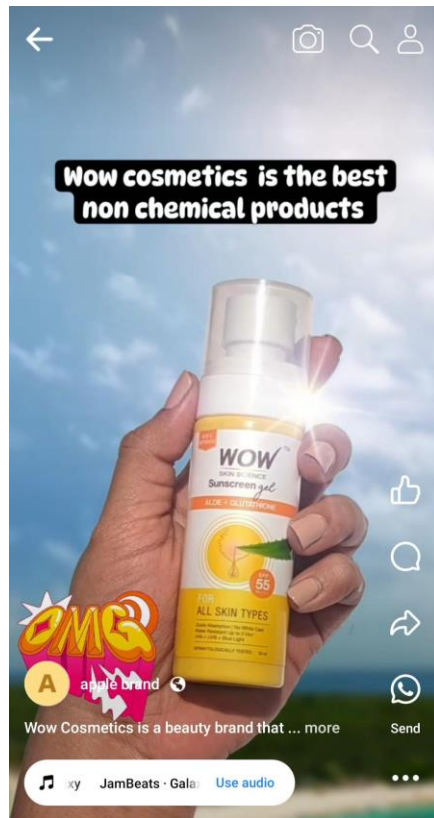


Highlight for story

https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDQyMjU4ODk1NjI5OTg2?story_media_id=3350502089597156181_66267942160&igsh=MTJodTJ5c2duM3pycQ==



DESIGNS / VIDEO EDITING



In short is user friendly and versatile video editing and photo, editing app

That allows you to create and enhance your content on both android devices.

<https://www.facebook.com/share/r/E D7tdtbwZEuE2Wu4/?mibextid=0VwfS7>

THANK YOU