

1. INTRODUCTION

1.1 OVERVIEW

Brief description about your project.

The digital marketing project for Lakme aims to enhance the brand's online presence & reach a wider audience & reach a wider target groups. It includes strategies such as social media marketing, search engine optimization (SEO), content creation, email marketing & online advertising. The project focuses on engaging potential customers, promoting Lakme's products and services, increasing brand awareness and loyalty in the digital space. The success of the project will be measured by key performance indicators (KPIs) such as website traffic, social media engagement, conversion rates & overall online sales growth.

The project emphasized on the importance of leveraging digital channels, optimizing user experiences & staying up to date with emerging trends in the ever-evolving marketing landscape.

1.2 PURPOSE

The use of this project. What can be achieved using this.

The uses of this project for us as students can be listed below:-

→ Real world experience:-

Engaging in a digital marketing project for Lakme provided us with hands on strategies for planning, executing and analyzing marketing strategies for the brand.

→ Creativity & innovation:-

In this project, we worked in a creative & innovative way to create compelling campaigns & content. This helped us to come up with fresh and unique ideas to capture the target audience attention.

→ Improved Communication:-

Creating and executing a digital marketing project involves clear and effective communication helping us to enhance our ability to convey ideas and messages to different audiences.

→ Understanding Consumer Behavior:-

By analyzing audience resources and engagement, we gained insights into consumer behavior and preferences, vital knowledge for marketing success.

→ Data analysis :-

We learnt how to gather and interpret data from the digital marketing efforts, making data driven decisions to optimize the campaigns.

Overall this digital marketing project empowered us to develop practical skills, gain valuable experiences and make a meaningful impact, helping us to achieve growth in this field.

2. LITERATURE SURVEY

2.1 EXISTING PROBLEM

Existing approaches or method to solve this problem.

Conventional marketing can indeed pose challenges in today's ever changing marketing landscape. It often relies on traditional advertising methods like print media, TV commercials... the reasons why conventional marketing is a problem can explained under these heads:-

→ Limited Reach:-

The conventional marketing often has limited reach especially when targeting a younger and digitally active audience.

→ High Costs:-

Traditional advertising channels like TV and print media can be costly for brands this can strain the marketing budget, especially for smaller and newer brands.

→ Difficulty in personalization:-

Conventional marketing struggles to offer personalized messaging to individual customers.

→ Lack of Interactivity:-

Conventional marketing techniques lack interactivity, making it challenging to engage and build direct relationships with customers and know their tastes & preferences.

→ Limited Targeting Options:-

Traditional marketing often lacks targeting capabilities. For instance, with print media, it's challenging to ensure that the advertisement reaches the intended target audience effectively.

While conventional marketing may still have its place in certain contexts, embracing other marketing mediums will help brands to create a more holistic and effective marketing strategy.

2.2 PROPOSED SOLUTION

What is the matter or solution suggested by you?

The solutions for the challenges of conventional marketing are as follows:-

→ Embrace Digital marketing:-

Integrate digital marketing into the brand overall marketing strategy to reach a broader and digitally savvy audience. Utilize channels such as social media, search engine marketing to expand brand online presence.

→ Optimize SEO strategies:-

Enhance product organic potential and info. Lakme or any brand website and pages for search engines to improve visibility, SEO optimization will help customers find Lakme products more easily.

→ Utilize Email marketing:-

Implement targeted email campaigns to keep customers informed about new products, special offers and personalised beauty tips.

→ Customer Feedback & Interaction:-

Encourage and actively engage in customer feedback and interactions through social media and online platforms. Respond to customer queries & concerns to build a positive brand image.

→ Invest in Content Marketing:-

Create valuable and engaging content through blogs, videos and social media posts to attract and retain customers.

So the main solution is to adopt to digital marketing strategies.

Comprehensive Digital Marketing Project Work

Brand/Topic for the Project : LAKME

Team Lead : YELLAMELLI SAI AMRUTHA

**Team Members : PALLEPOGU SRUTHI
ASHA MOUNIKA MOKARA
Y NANDHA VARDHAN
MD BASHEERULLA**

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

Topic: LAKME <https://www.lakmeindia.com/>

Brand colours: Monochrome colours, pink and white theme (earlier)

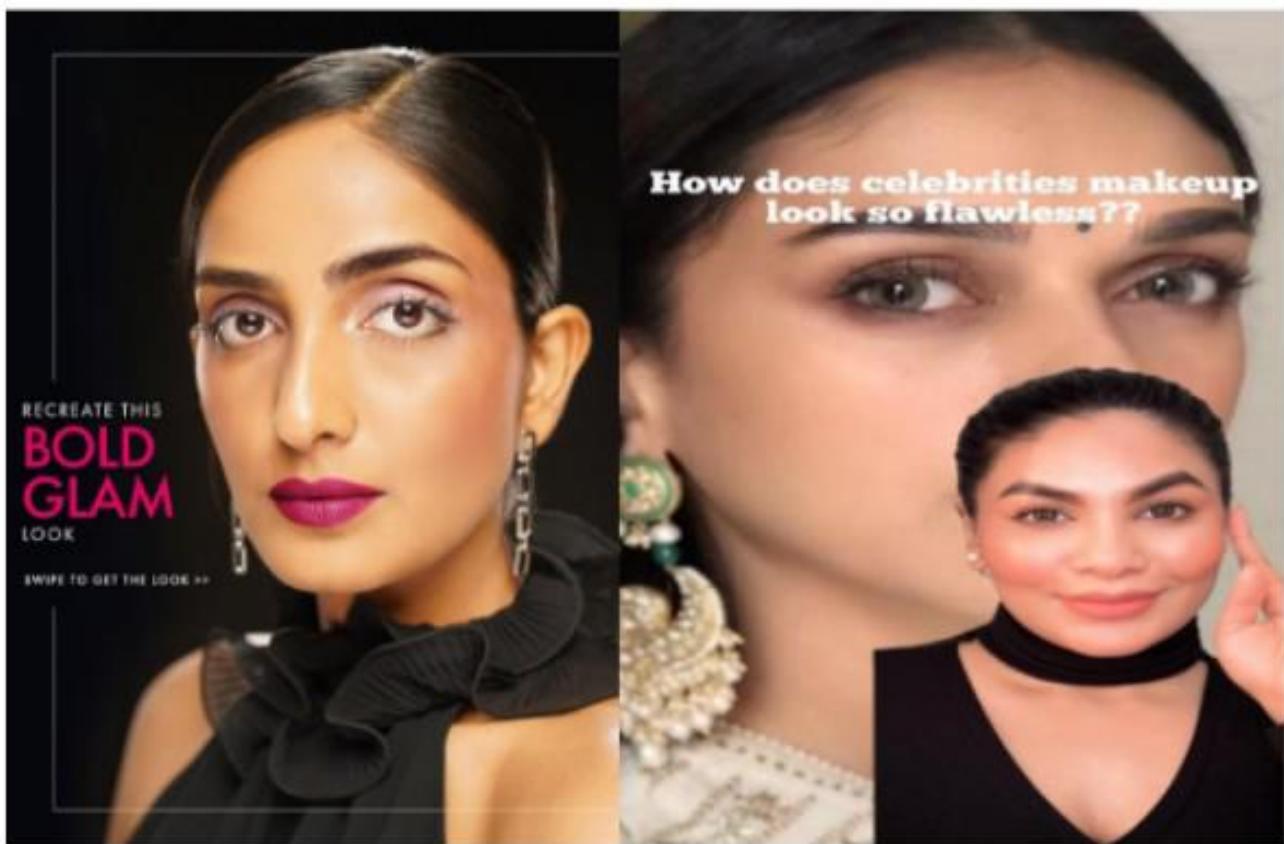
Logo:



Mission/Values: Lakme's mission is to work to create a better future everyday. It helps people feel good, look good and get more out of life with brands & services that are good for them as well as for others. It inspires people to take small everyday actions that can add up to a big difference for the world

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **USP:** The USP for Lakme is it offers products at low prices & high quality compared to other brands, virtual try on feature.
- Examine the brand's tagline: **Effortlessly, Fashionably, Unapologetically ME**
- **Analyze Brand Messaging:** The brand messaging is mostly professional and informative. It also includes some influencer content, tutorials, campaigns etc...



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

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- **Competitor Analysis:** Select three competitors operating in the industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: MAC Cosmetics <https://www.maccosmetics.in/>

USP: Categorization, Live chat with expert, book a service

Communication: User generated content & Tutorials



Competitor 2: L'oreal Paris <https://www.lorealparis.co.in/>

USP: Beauty magazine, Virtual try on for skin & hair

Communication: Influencer content and informative content



Competitor 3: Maybelline <https://www.maybelline.co.in/>

USP: Tips for good makeup, categorization & interactive website

Communication: User generated content, collaborations & informative content



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

Target Audience: Female

Demographic factors:

- **Age:** 18 to 55 years
- **Marital status:** Married/Unmarried
- **Location:** Metro cities, Tier1 and Tier2 cities (majorly)
- **Income:** 3 to 5 LPA
- **Education:** Min 10+2
- **Communication:** TV ads, YouTube, Instagram and Facebook

Psychographic factors:

- **What is important for them when considering products?**
Price, reviews and brand.
- **What are the objections that they may have for purchasing products?**
Incomplete ingredient list, reviews, quality and sometimes the price.
- **What is the value that your products will add to their professional life?**
As a cosmetic brand it will help in making the best personal appearance of the person irrespective of the industry they belong to.
- **What drives their decision making process?**
Sometimes the decision making process depends on the price, reviews, how familiar the brand is.

Behaviours & Interests:

- **Lifestyle:** Modern & traditional lifestyle
- **Social class:** All classes of the society (upper, middle & lower class as well)
- **Interests:** To look beautiful, elegant & trendy, to have good skin (skincare)

Part 2: SEO & Keyword Research

SEO Audit for Lakme website:

Audit Results for www.lakmeindia.com

Your page could be better

Recommendations: 18

Report Generated: 25 July 12:45PM UTC [Refresh Results Now](#)

SEOptimer

Website URL: www.lakmeindia.com

Quick Audit

Features + Pricing Resources - Login Premium - Free Trial

Recommendations

Toggle: On-Page SEO | Links | Social | Other Improvements | Performance | Usability

Recommendation	Category	Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Reduce length of title tag (to between 10 and 70 characters)	On-Page SEO	Medium Priority
Shorten meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Create and link your Twitter profile	Social	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority

[Check Keyword Rankings](#)

Total Traffic from Search

This shows you the estimated traffic volume your page receives from its keyword rankings.



Keyword Positions

This shows you a summary of the positions for your keyword rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 90% of clicks happen on the first page.

Position	Keywords
Position 1	6387
Position 2-8	4000
Position 9-10	3402
Position 11-20	1,4077
Position 21-50	1,516
Position 51-1000	14,7008

Rankings

Top Keyword Rankings

This shows your top 10 keyword rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
lakme	IN EN	1	90,000	27,312
lakme	IN EN	1	90,000	27,312
lakme	IN HI	1	90,000	27,312
lakme	IN HI	1	90,000	27,312
Foundation lakme	IN EN	1	60,500	18,292
Foundation of lakme	IN EN	1	60,500	18,292
lakme Foundations	IN EN	1	60,500	18,292
lakme Foundations	IN HI	1	60,500	18,292
lakme lipsticks	IN EN	1	60,500	18,292
lakme lipsticks	IN HI	1	60,500	18,292

[Check Keyword Rankings](#)

On-Page SEO Results

Your On-Page SEO is good

Your page is highly optimized for On-Page SEO performance. 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 improve your page by ensuring HTML tag content is optimized correctly and that content is well aligned with chosen keywords.



Title Tag

Your title tag is great! It should be somewhere between 10 and 70 characters (including spaces).

Buy Lakme Cosmetics Products & Beauty Products Online at Best Price ✓ lakme's Leading Online Cosmetics Store ✓ Choose From A Wide Range Of

Length: 78

Title tags are very important for search engines to correctly understand and categorize your content.



Meta Description Tag

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

Buy Lakme Cosmetics Products & Beauty Products Online at Best Price ✓ lakme's Leading Online Cosmetics Store ✓ Choose From A Wide Range Of Beauty products & Cosmetic products ✓Buy Lakme Cosmetics Items At Low Price ✓ COD ✓ Fast Delivery

Length: 233

A meta description is important for search engines to understand the contents of your page, and is often shown as the description next to links in search results.



Keyword Research:

Research Objectives: The following are the research objectives

- **Improve SEO and Organic Traffic:** By researching relevant and high-traffic keywords, you can optimize your website's content to align with what users are searching for. When your site ranks higher in search engine results for relevant keywords, it increases the chances of attracting organic traffic, as people tend to click on the top results.
- **Understand Customer Intent:** Keyword research helps you understand what your target audience is looking for and what their pain points are. By understanding their intent, you can tailor your content to provide the answers and solutions they seek.
- **Competitor Analysis:** Through keyword research, you can identify which keywords your competitors are targeting and ranking for. This allows you to assess their strengths and weaknesses and find opportunities to outperform them in specific areas.
- **Content Strategy:** By knowing the most relevant and valuable keywords in your niche, you can plan your content strategy accordingly. Creating content around these keywords will help your website become an authoritative source in your industry.
- **Increase Conversion Rate:** Targeting the right keywords means attracting highly relevant traffic to your website. Such visitors are more likely to convert into customers or take the desired actions, thus improving your conversion rate.

Brainstorm seed keywords:

A seed keyword is a short-tail keyword, usually with one or two words. These are the seed keywords for lakme

1. Lakmé
2. Lakmé cosmetics
3. Lakmé makeup
4. Lakmé beauty
5. Lakmé products
6. Lakmé skincare
7. Lakmé lipstick
8. Lakmé foundation
9. Lakmé eyeliner
10. Lakmé kajal
11. Lakmé mascara
12. Lakmé skincare routine
13. Lakmé bridal makeup
14. Lakmé salon
15. Lakmé beauty products

Keyword research for Lakme brand:

Main Keywords are:

1. Foundation of lakme
2. Foundation lakme
3. Lakme lipstick
4. Lakme
5. Cc lakme cream
6. Cream lakme
7. Makeup kits lakme
8. Face wash of lakme
9. Face wash lakme
10. Makeup lakme

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY					MORE
SEO KEYWORD	VOLUME	POSITION	EST. VENTS		
foundation lakme	61,90	1	1,940		
foundation lakme	61,90	1	1,940		
lakme cc	61,90	1	1,940		
lakme	18,30	1	6,45		
cc lakme cream	4,90	1	1,622		
cream lakme	2,70	1	767		
makeup lakme	2,20	1	748		
face wash of lakme	2,20	1	748		
face wash lakme	2,20	1	748		

VIEW ALL 100 KEYWORDS THIS DOMAIN RANKS FOR

Analyze Competitor keywords (Maybelline) :

Main keywords are:

1. Makeup
2. Mascara
3. Cosmetic store
4. Makeup look
5. The cosmetic company store
6. Makeup artist near me
7. Maybelline mascara
8. Eye makeup
9. Maybelline fit me foundation
10. Maybelline concealer

Keyword results for "https://www.maybelline.co.in/"

[Download all Keywords](#)

Keywords	A. Monthly search volume	B. Top of page 1st (low range)	C. Top of page 1st (high range)	D. Competition
mascara	675,000*	\$1.61	\$3.50	HIGH
mascara	1,15,000*	\$2.72	\$10.62	HIGH
cosmetic store	1,10,000*	\$1.49	\$3.00	MEDIUM
makeup look	90,000*	\$2.30	\$2.32	HIGH
The cosmetic company store	60,000*	\$1.81	\$7.00	VERY HIGH
makeup artist near me	40,000*	\$2.90	\$3.00	MEDIUM
Maybelline mascara	40,000*	\$0.39	\$1.77	HIGH
90's makeup	40,000*	\$0.90	\$0.93	MEDIUM
eye makeup	30,100*	\$1.12	\$8.04	HIGH
total makeup	27,100*	\$0.50	\$2.17	VERY HIGH
base makeup	27,100*	\$1.07	\$1.20	HIGH
Maybelline fit me foundation	22,200*	\$0.20	\$2.07	HIGH
Maybelline concealer	22,200*	\$0.39	\$1.31	HIGH
makeup artist	22,200*	\$0.51	\$1.14	HIGH

Analyze Competitor keywords (Loreal paris):

Main keywords are:

1. Loreal hair colour
2. Foundation lakme
3. Loreal shampoo
4. Loreal paris
5. Loreal revitalift
6. Loreal true match
7. Loreal lipstick
8. Loreal age perfect
9. Loreal hair dye
10. Loreal makeup

Keyword results for "https://www.lorealparis.co.in/"

[Download all Keywords](#)

Showing 25 of 9400 keywords				
Keywords	⌘ Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	⌘ Competition
Loreal hair colour	40,500	\$0.44	\$1.59	HIGH
Loreal high colours	23,100	\$0.81	\$1.23	HIGH
Foundation loreal	22,200	\$0.20	\$1.60	HIGH
Loreal shampoo	18,100	\$0.46	\$2.15	HIGH
Loreal paris	14,000	\$0.45	\$4.35	HIGH
Loreal revitalift	14,000	\$0.60	\$2.75	HIGH
Loreal true match foundation	12,100	\$0.20	\$0.99	HIGH
Loreal true match	8,900	\$0.29	\$2.81	HIGH
Loreal lipstick	6,800	\$0.23	\$1.97	HIGH
Loreal age perfect	6,400	\$0.37	\$6.35	HIGH
Loreal hair dye	6,000	\$0.39	\$1.15	HIGH
Loreal shampoo and conditioner	5,400	\$0.45	\$1.78	HIGH
Loreal makeup	5,400	\$0.52	\$1.85	HIGH

Analyze Competitor keywords (Mac cosmetics India) :

Major keywords are:

1. Mac
2. Maccosmetics
3. Mac makeup
4. Mac lipstick
5. Mac foundation
6. Makeup products
7. Mac store near me
8. Mac velvet teddy
9. Mac cosmetics near me
10. Makeup

Keyword results for "https://www.maccosmetics.in/"

[Download all Keywords](#)

Showing 25 of 1020 keywords.

Keywords	A Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	A Competition
Mac	450,000	\$0.09	\$16.92	HIGH
Maccosmetics	165,000	\$0.37	\$35.00	HIGH
Mac air	74,000	\$0.81	\$5.48	LOW
Macmakeup	49,500	\$0.36	\$42.34	HIGH
mac lipstick	33,100	\$0.25	\$1.26	HIGH
mac foundation	14,800	\$0.23	\$0.99	HIGH
makeup products	14,800	\$1.01	\$3.57	HIGH
make-up collection	14,800	\$0.97	\$3.85	HIGH
mac store near me	12,100	\$0.30	\$2.94	LOW
mac velvet teddy	9,900	\$0.23	\$2.80	HIGH
new makeup	8,500	\$1.37	\$5.42	HIGH
mac cosmetics near me	8,100	\$0.36	\$2.07	HIGH
mac near me	8,100	\$0.70	\$3.94	MEDIUM

Long-tail keywords Research :

Long-tail keywords are specific, longer phrases that users enter into search engines when looking for particular information, products, or services. These keywords are often less common and have lower search volumes compared to broader, more generic terms.

1. "Best Lakmé lipstick shades for monsoon"
2. "Lakmé skincare routine for dry skin"
3. "Lakmé bridal makeup artist near me"
4. "Lakmé absolute foundation review"
5. "Lakmé kajal for sensitive eyes"
6. "Affordable Lakmé makeup products online"
7. "Lakmé matte vs. satin finish lipsticks"
8. "Lakmé skincare products for acne-prone skin"
9. "Lakmé iconic mascara lengthening review"
10. "Lakmé new launch 2023: product review"
11. "Lakmé foundation for oily and acne-prone skin"
12. "Lakmé makeup tips for evening parties"
13. "Lakmé eye makeup for small eyes"
14. "Lakmé organic skincare products for sensitive skin"
15. "Lakmé hair care routine for damaged hair"

On page optimization :

Meta Title:

Discover the Best Lakme Cosmetics for Your Beauty Regimen
| Lakme India

Meta Description:

Elevate your beauty routine with Lakme's top-notch cosmetics and expert beauty tips. Explore our range of makeup products and unleash your inner diva. Visit Lakme India now!

Content optimization:

Welcome to Lakme India, your ultimate destination for top-quality cosmetics and expert beauty tips. We understand the importance of feeling confident in your own skin and expressing your unique beauty. Our extensive range of Lakme products is designed to help you achieve that flawless look you've always desired. Whether you're a makeup enthusiast or a beauty beginner, we have something special for everyone!

Unleash Your Beauty Potential with Lakme Cosmetics:

Discover a wide range of Lakme cosmetics that cater to all your makeup needs. From dazzling lipsticks to long-lasting foundations and volumizing mascaras, we have it all. Our products are formulated with care and precision, ensuring that you get the best in terms of quality and performance.

Explore our makeup essentials that are suitable for all skin types and tones. Be it a subtle, everyday look or a glamorous evening makeover, Lakme has the perfect products to suit your mood and occasion.

Achieve a Flawless Base with Lakme Foundation:

The key to any great makeup look is a flawless base. Our Lakme foundations offer a wide range of shades and formulations, catering to different skin types and concerns. Whether you have dry, oily, or combination skin, our foundations provide seamless coverage that lasts all day long.

Magnify Your Lashes with Lakme Mascara:

Eyes are the window to the soul, and what better way to make them pop than with our volumizing Lakme mascara? Our mascaras are designed to give your lashes that extra length and volume, making your eyes look mesmerizingly beautiful. Explore our mascara collection and find the one that suits your lash needs the best.

Expert Beauty Tips and Regimens:

Beauty is not just about the products you use but also the care you give your skin. Check out our "Beauty Tips" section to uncover professional beauty advice, skincare routines, and makeup hacks shared by industry experts.

Discover a comprehensive skincare routine that keeps your skin glowing and healthy.

At Lakme India, we believe that every individual is beautiful in their own way. Our goal is to enhance your beauty and empower you to embrace your uniqueness. Explore our range of Lakme cosmetics, follow our expert beauty tips, and embrace the journey to a more confident and beautiful you. So what are you waiting for? Unleash the diva within you with Lakme India now!!!

Process of conducting keyword research :

The main goal of keyword research is to identify relevant and high-impact keywords that will drive targeted traffic to the brand's online platforms, such as the website, social media profiles, and online stores. This is the process we did to conduct keyword research for Lakme:

- **Understand the Brand and Objectives**: Before going into keyword research, it's crucial to have a clear understanding of Lakme's brand, products, target audience, and marketing objectives. So we identified the key products, services, and themes the brand wants to promote.
- **Brainstorm Seed Keywords**: Started by creating a list of seed keywords that are directly related to Lakme and its offerings. These are general terms that are broad and can be further expanded into more specific long-tail keywords.
- **Used Keyword Research Tools**: We used keyword research tools to expand the seed keywords and discover potential long-tail keywords. Some tools we used are Ubersuggest, SEMrush, Moz Keyword Explorer & WordStream

Entered the seed keywords into these tools to generate a list of related keywords, their search volume, and competition levels. Then we identified for keywords that have a good balance of search volume and relatively lower competition.

- **Analyzed Competitor Keywords:** We analyzed the keywords that competitors we are targeting. Tools like SEMrush helped us to identify the keywords competitors. This provided valuable insights and helped us to discover new keyword opportunities.
- **Monitor and Refine:** Keyword research is an ongoing process. We have to continuously monitor the performance of the selected keywords and their impact on Lakme's online presence. If certain keywords are not driving the desired results, we have to consider refining our strategy and targeting different phrases.
- **Content Optimization:** Once we had a list of targeted keywords, we incorporated them strategically into Lakme's website content, blog posts, social media posts.

SEO Recommendations:

These are the Seo recommendations for Lakme India website given by SEOptimer:

- Optimize for Core Web Vitals
- Reduce length of title tag (to between 10 to 70 characters)
- Shorten meta description (to 70 to 160 characters)
- Remove duplicate H1 Tags
- Update links URLs o be more human and Search Engine readable
- Add Alt attributes to all images
- Create and link twitter account
- Optimize your page for Mobile Page Speed Insights
- Optimize your page for Desktop PageSpeed Insights

Challenges faced during the research:

- **High Competition:** The beauty and cosmetics industry is highly competitive, with numerous brands present for top positions in search engine rankings. Finding relevant and less competitive keywords that can still drive substantial traffic was challenging.
- **Ever-Changing Trends:** Beauty and fashion trends evolve rapidly, and consumer preferences can change quickly. Keeping up with the latest trends and adjusting our keyword strategy accordingly can be demanding.
- **Seasonal Variations:** The demand for beauty products often varies based on seasons, events, or holidays. Keyword research needs to account for these fluctuations and adjust content accordingly.
- **User Intent Understanding:** It's essential to decode the user's intent behind their search queries accurately. Identifying keywords that align with the stage of the buyer's journey and their specific needs can be challenging.
- **Voice Search Optimization:** With the increasing popularity of voice-activated devices, optimizing for voice search requires understanding and targeting conversational queries.
- **Mobile Optimization:** Given the rise of mobile usage, optimizing the Lakme India website for mobile devices is crucial for user experience and search rankings.
- **Content Variety:** The beauty industry demands a diverse range of content, such as tutorials, product reviews, skincare guides, and more. Ensuring that relevant keywords are incorporated into each type of content can be a challenge.

Insights gained from this process:

- **User Intent and Behavior:** By analyzing keyword data, we can understand the intent behind users' search queries. This insight helps in creating content that directly addresses users' needs and preferences, leading to better engagement and conversions
- **Competitor Analysis:** Keyword research allows us to identify the keywords their competitors are targeting. Understanding competitor strategies can help in refining their own approach and finding untapped opportunities.
- **High-Performing Content:** By analyzing keywords that drive the most traffic and conversions, we can identify their best-performing content. This insight can be used to optimize existing content or create similar content to attract more visitors.
- **Insights for Content Creation:** Keyword research provides insights into the type of content users are looking for. We can identify popular questions, pain points, and interests to create informative and relevant content that satisfies user needs.
- **User Experience Improvements:** Analyzing keyword data can reveal potential user experience issues. By addressing these issues, we can enhance the overall website experience and encourage user engagement.
- **On-Page Optimization:** SEO research highlights opportunities for on-page optimization, including title tags, meta descriptions, headers, and internal linking. Properly optimized pages can improve search engine rankings and click-through rates.

Part 3: Content Ideas and Marketing Strategies

Content calendar:

JULY 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31					1 Lakme post
2 Post on Lakme skin care products	3	4 Lakme video ad	5	6 A IG story on beauty tips	7	8
9	10 IG story on Lakme skin care products	11 Post on LAKME iconic kajal	12	13 Email ad campaign	14 Meme on brand awareness	15
16 Post on Lakme sheetmask	17	18	19 Meme to drive website traffic	20	21 video on arrivals	22 IG story on barbie
23 Blog on Friendship day	24 Meme on gft sale	25 Email ad campaign	26	27 IG story for engaging audience	28	29 Lipstick day IG story

Effortlessly, Fashionably, Unapologetically MÉ. LAKMÉ.

Format 1: Blog Post

Aim: To boost SEO and to provide information regarding the products of Lakme

Date: 23rd July, 2023

Idea: On the eve of friendship day Lakme wants to wish its audience and also provide them with information about the variety of products available.

Format 2: Videos

Aim: To provide visually appealing content to the audience and for brand awareness

Date: 21st July, 2023

Idea: The main idea behind this is to provide information regarding the new launches and drive customers to the website.

We also created another video advertisement for our brand and posted it on our instagram page- 4th july

Format 3: Creative (Meme)

Aim: To engage the audience with fun content and also promoting our brand simultaneously.

Date: 14th, 19th & 24th of July 2023

Idea: What we observed is, Lakme always tries to give more professional content than fun content, so we wanted to provide some fun and engaging content as audience like it that way. Memes are the best strategy we could use for this.

Format 4: Instagram Stories

Aim: To promote our brand and create engaged online communities

Date: Posted regularly

Idea: The main idea is to be more interactive with the audience and understand what kind of content they are interested in. This was done by creating Q&A, polls etc...

Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

Content ideas and marketing strategies:

As a beauty brand Lakme objectives are quite clear. The content ideas that we decided are blog post, video, creatives and instagram stories. The main strategy we used is to create brand awareness, provide information about new launches and engage the audience with the trendy topics like Barbie etc.

Challenge Faced:

The main challenge that we faced is choosing the products to promote, as there is a wide range of products available.

Format 1:

Blog Title : Celebrate Friendship Day with Stunning Lakmé Cosmetics Gifts ✨✨

Friendship Day is just around the corner, and what better way to show your appreciation for your best friends than with thoughtful and beautiful gifts? If your besties love cosmetics and makeup, then Lakmé has got you covered!! In this blog, we've compiled a list of fabulous Lakmé cosmetics gift ideas that will leave your friends feeling pampered and amazed on this special day.

1. Lakmé Absolute Matte Revolution Lip Color Set : Lipsticks are basic in every makeup lover's collection, and the Lakmé Absolute Matte Revolution Lip Color Set is an ideal gift. This set features a range of stunning matte shades that suit various skin tones. Your friends will adore the smooth and long-lasting formula that adds a touch of elegance to any look.



2. Lakmé 9 to 5 Flawless Matte Complexion Compact : Help your friends achieve a flawless complexion with the Lakmé 9 to 5 Flawless Matte Complexion Compact. This compact not only provides excellent coverage but also keeps the skin looking fresh and matte throughout the day. It's a must-have in every makeup bag!

LAKMÉ 9TO5 FLAWLESS MATTE COMPLEXION COMPACT

From the manufacturer



3. Lakmé Eyeconic Kajal : Draw attention to your friends' beautiful eyes with the Lakmé Eyeconic Kajal. This intensely pigmented kajal glides on effortlessly and stays smudge-free for hours. Whether they prefer a subtle or bold look, this kajal will be their go-to for defining their eyes.



4. Lakmé Absolute Precision Liquid Liner : For friends who love experimenting with eyeliner styles, the Lakmé Absolute Precision Liquid Liner is the perfect gift. It's fine brush tip allows for precise application, and its quick-drying formula ensures a long-lasting, smudge-proof look.

An advertisement for Lakmé Absolute Precision Liquid Liner. On the left, a black liquid liner pen is shown from a side-on perspective, drawing a thick, wavy black line on a white surface. On the right, a dark rectangular area contains the text "GET A SLEEK FINISH TO YOUR LOOK WITH AN EFFORTLESS ONE STROKE APPLICATION". The Lakmé logo is visible at the bottom of the pen.

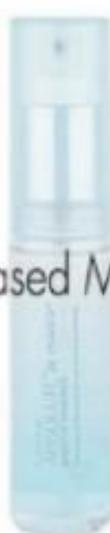
5. Lakmé 9 to 5 Weightless Matte Mousse Lip & Cheek Color : Give your friends the gift of versatility with the Lakmé 9 to 5 Weightless Matte Mousse Lip & Cheek Color. This dual-purpose product can be used as a lip color or a blush, providing a soft, velvety finish to the lips and cheeks.



6. Lakmé Absolute Bi-Phased Makeup Remover : Taking off makeup at the end of the day is essential for maintaining healthy skin. The Lakmé Absolute Bi-Phased Makeup Remover effectively removes even the most stubborn makeup, leaving the skin feeling refreshed and clean

LAKMÉ

Absolute Bi-Phased Makeup Remover



7. Lakmé 9 to 5 Primer + Matte Powder Foundation : For friends who prefer a lightweight base, the Lakmé 9 to 5 Primer + Matte Powder Foundation is an excellent choice. It not only primes the skin but also offers buildable coverage for a natural, matte finish.

FIND YOUR RIGHT SHADE

8 NATURAL SHADES

CHOOSE AS PER YOUR SKIN TONE



8. Lakmé Absolute Shine Liquid Eye Liner : If your friends love experimenting with eye looks, the Lakmé Absolute Shine Liquid Eye Liner will surely impress them. It comes in various shades with a glossy finish, perfect for adding a pop of color to their eye makeup.



This Friendship Day, express your love and appreciation to your best friends with thoughtful Lakmé cosmetics gifts. From lip colors to eyeliners and foundations, Lakmé offers a wide range of high-quality products that your friends will cherish. Celebrate the bond of friendship by gifting them these beautiful makeup essentials, making their day extra special and memorable.

Happy Friendship Day

Format 2:

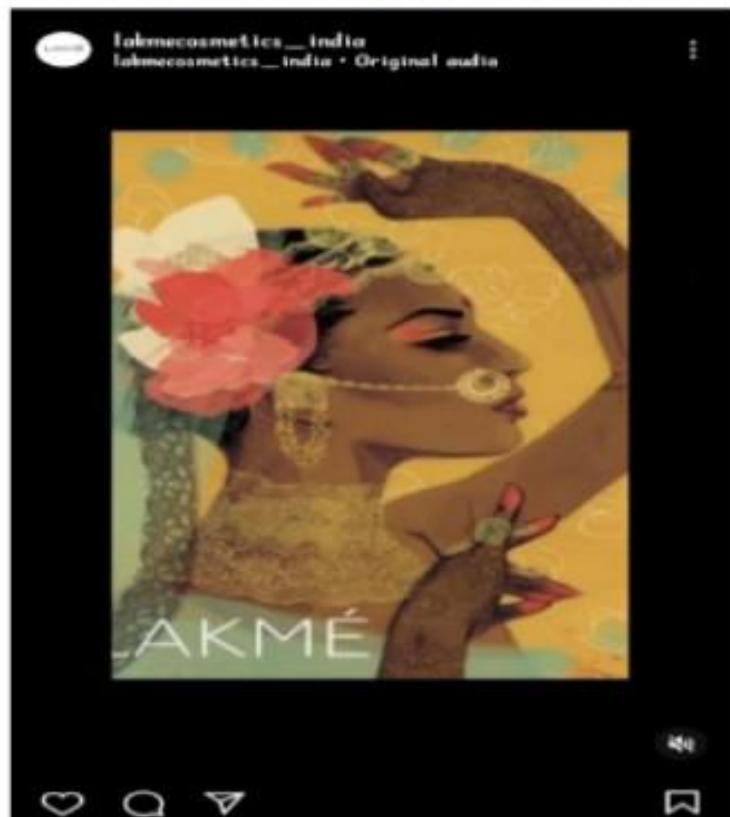
Video : We created 2 videos

Our instagram page:

[lakmecosmetics_india](#)

The first video is for about the new arrivals.

[Video Link](#)



This video is an advertisement.

[AD Link](#)



Format 3: Creative (Memes):

Aim: The main of this meme is to engage the audience and to provide information about the upcoming sale.



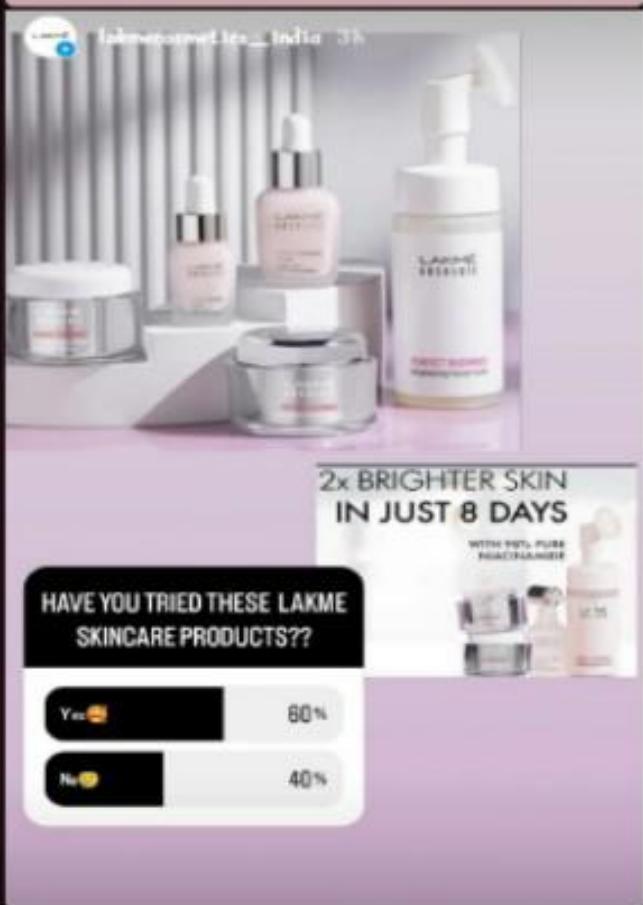
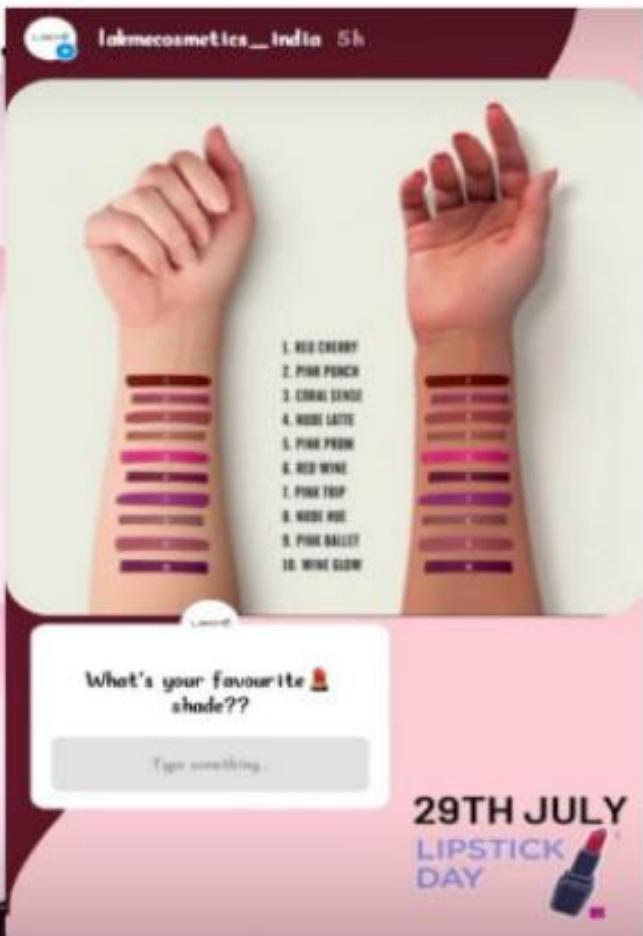
Aim: This meme is created for product awareness and to provide fun content to the audience



Aim: The aim of this content is to drive website traffic and for increasing brand awareness.



Format 4: Instagram stories - lakmecosmetics_india



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Social media Ad Campaign - 1:

Aim: Brand awareness

Content:

We used the Lakme Vitamin C range of products to do this campaign.

Target audience: Female
Age (18 to 55 years)



Social media Ad Campaign- 2 :

Aim: Driving website traffic

Content:

To drive the website traffic we used the [lakme foundation shade pro feature.](#)

Target audience: Female Age (18 to 55 years)

Lakme cosmetics India
Sponsored

Are you one of them ??
then we got you covered...
try our lakme foundation shade pro feature and
discover your perfect shade instantly.

FOUNDATION SHADE FOR THEIR SKIN TONE

[lakmeindia.com](#)

Buy Lakmé Cosmetic Products & Beauty...

[Learn more](#)

lakmecosmetics_India
Sponsored

POV: PEOPLE WHILE CHOOSING THE PERFECT FOUNDATION SHADE FOR THEIR SKIN TONE

[Learn more](#)



[lakmecosmetics_India Are you one of them ??
then we got you covered...](#)

[try our lakme foundation shade pro feature and discover your perfect shade instantly.](#)

Social media Ad Campaign - 3:

Aim: Lead generation

Content:

On this friendship day, the BFF giveaway is live, we wanted to generate leads through this giveaway.

Target audience: Female
Age (18 to 55 years)

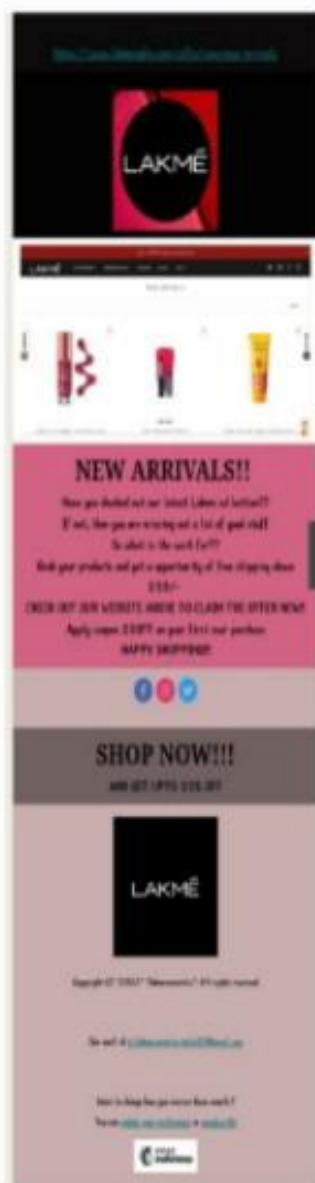


Email Ad Campaign 1 - Brand Awareness

[Test] Grab the latest
LAKME collections now!

Sale

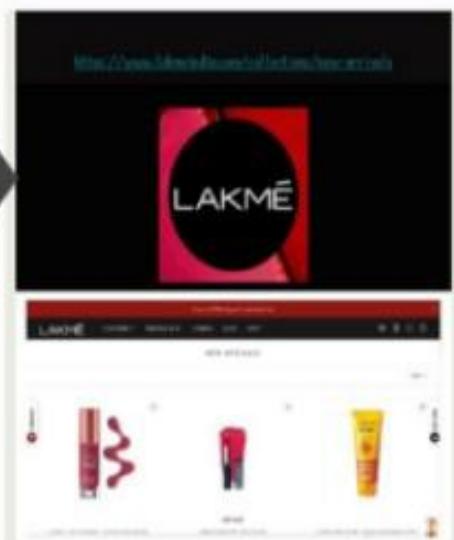
Lakme cosmetics 11:26 AM
to me



[Test] Grab the latest
LAKME collections now!

Sale

Lakme cosmetics 2 days ago
to me



NEW ARRIVALS!!

Have you checked out our latest Lakme collection??

If not, then you are missing out a lot of good stuff!

So what is the wait for??

Grab your products and get a opportunity of free shipping above
599/-

CHECK OUT OUR WEBSITE ABOVE TO CLAIM THE OFFER NOW!!

Apply coupon 20OFF on your first ever purchase
HAPPY SHOPPING!



SHOP NOW!!!

AND GET UPTO 20% OFF



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See full T & C <https://www.lakme.com/termsofuse.aspx>

Want to change how you receive these emails?

You can [edit your interests & products](#)



Email Ad Campaign 2 - Lead Generation

[Test] Lakme Friendship day Giveaway alert ! 

Lakme cosmetics 2 days ago to me

LAKME WISHES THAT YOU AND YOUR BFFs HAVE A GREAT FRIENDSHIP DAY!!

GIVEAWAY ALERT!! 

LAKME

THIS FRIENDSHIP DAY, PARTICIPATE AND GET A CHANCE TO WIN OUR LAKME BEAUTY HAMPER FOR YOU AND YOUR BESTIE! 

GIVEAWAY IS FROM 22ND JULY - 1ST AUGUST

IT'S GIVEWAY TIME!!

Details
Lakme cosmetics India kindly invite you and your BFFs to participate in our amazing Friendship day giveaway! Are you excited and interested? Then please visit our website and social media handles for more info and follow the simple rules to participate in the give away.

REMEMBER:
Giveaway starts on 22 July 2023
Ends on August 1st 2023

So don't wait and share this with your BFF!!

LAKME

Mail your queries if any: teammarketing@lakme.com



[Test] Lakme Friendship day Giveaway alert ! 

Lakme cosmetics 2 days ago to me

LAKME WISHES THAT YOU AND YOUR BFFs HAVE A GREAT FRIENDSHIP DAY!!

GIVEAWAY ALERT!! 

LAKME

THIS FRIENDSHIP DAY, PARTICIPATE AND GET A CHANCE TO WIN OUR LAKME BEAUTY HAMPER FOR YOU AND YOUR BESTIE! 

GIVEAWAY IS FROM 22ND JULY - 1ST AUGUST

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Content creation and curation process:

- Research and Planning
- Ideation and writing
- Editing and Optimization
- Publishing and Promotion
- Monitor and Analyze

Challenges faced during the process:

- Time Constraints
- Consistency
- Understanding the target audience and producing content
- Content Variety
- Staying Updated

Lessons learnt through this process:

Audience Preferences and Interests: By analyzing the performance of different types of content, we understood what content connects most with the audience. This insight helped us to tailor content that match audience preferences and interests.

Content Format Effectiveness: Digital marketers can determine which content formats (e.g., blog posts, videos, creatives) are most effective at engaging the audience and driving desired actions. This knowledge allows us to focus on producing the most impactful formats.

Feedback: Engaging with audiences around curated content can provide valuable feedback and insights into their preferences, dislikes, and opinions. We can use this feedback to refine the messaging and content direction.

Conversion Insights: Tracking content performance through to conversion points helped us to understand which content contributes the most.

Content Repurposing Opportunities: Analyzing which content performs well can highlight opportunities for repurposing content into different formats or updating older content to make it relevant again.

4. ADVANTAGES AND DISADVANTAGES

List Advantages and disadvantages of proposed solution.

Advantages:-

There are multiple advantages for digital marketing which can be listed as follows:-

- Broader Reach
- Cost effective
- Targeted audience
- Measurable Results
- Personalization
- Rapid adaptability
- Increased customer engagement.

Disadvantages:-

Digital marketing also has a few drawbacks which are as follows:-

- Highly Competitive
- Ad blocking & avoidance
- Privacy Concerns
- Digital Saturation
- Technological Dependencies
- Lack of skill & knowledge requirements.

5. APPLICATIONS

The areas where this solution can be applied.

Digital marketing can be applied in various ways and they are listed below:-

- Email marketing
- Influencer marketing
- Ecommerce optimization
- Online advertising using facebook ads, google ads
- Social media advertising
- Video marketing
- Chatbots & AI Powered Customer Support
- Mobile Marketing.

By strategically applying digital marketing in these areas. Brands can connect with its target audience, enhance brand loyalty and stay competitive in ever evolving industries.

6. CONCLUSION

Summarising the entire work and findings.

Our digital marketing project for the brand Lakme has been a success. Through a well crafted and data driven approach , we effectively leveraged various digital channels to enhance brand's online presence , engage with the target audience and drive brand growth. As a part of our project we created various forms of content like videos , blogs , stories etc and also learnt how to use various ad platforms and how to do email marketing.

The project helped us gain insights into the brand and established valuable connections within the field. Overall , this project exemplifies the immense potential of digital marketing in driving brand success and customer engagement and helped us gain invaluable real world experience in digital marketing.

7. FUTURE SCOPE

Enhancements that can be made in the future.

The field of digital marketing is constantly evolving, driven by advancements in technology, changing consumer behavior and emerging trends. To stay ahead in the competitive landscape, future enhancements in digital marketing can focus on the following areas:-

- Artificial Intelligence (AI) & Machine Learning (ML)
- Voice Search Optimization
- Augmented Reality (AR) & Virtual Reality (VR)
- Data privacy & Compliance
- Hyper Personalization
- Omnichannel Marketing Integration
- Blockchain for transparency
- Content Diversification
- Continuous Learning & Adaptation.

By embracing these future enhancements, digital marketing will continue to evolve, empowering brands to create most meaningful connections with their audiences & achieve sustained growth in the digital era.