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Introduction to Kay Beauty

- Kay Beauty is a high-end cosmetics brand founded by Bollywood actress Katrina Kaif. The brand focuses on providing makeup products that cater to diverse skin tones, empowering individuals to feel confident in their skin.
 - Founder: Katrina Kaif (Celebrity influence is central to brand identity)
 - Products: Foundations, lipsticks, eyeliners, blushes, highlighters, etc.
 - **Mission:** To offer high-quality beauty products that provide long-lasting wear and work well for all skin types.
 - **USP:** Inclusive beauty solutions for every skin tone.



Market Landscape

■ Global Beauty Industry Overview:

- The global beauty industry was valued at approximately \$500 billion in 2023 and is expected to grow at a CAGR of 5.6% through 2030.
- India's beauty industry is experiencing rapid growth, driven by the increasing demand for both luxury and affordable beauty products.
- Digital transformation is key: E-commerce, social media, and influencer marketing are heavily influencing the consumer buying process.

■ Key Trends:

- Inclusivity and diversity in beauty.
- Growth of digital commerce.
- The rise of cruelty-free and vegan products.
- Technology-driven solutions (e.g., AR for trying makeup).



Target Audience

Demographics:

- Age: Primarily 18-35 years old (Millennials & Gen Z).
- **Gender:** Primarily women, but also targeting a growing male grooming market.
- Income Level: Middle to high-income earners who are willing to invest in premium beauty products.

Psychographics:

- Empowerment through beauty.
- Preference for online shopping with ease of delivery.
- Interested in high-quality, long-lasting beauty products.

Behavioral Traits:

- Heavy social media usage, particularly Instagram, YouTube, and TikTok.
- High interaction with beauty influencers and celebrities.
- Brand-conscious with a focus on eco-friendly, cruelty-free products.



SWOT Analysis

■ Strengths:

- Strong brand identity with celebrity endorsement (Katrina Kaif).
- High-quality, long-lasting products.
- Wide range of shades catering to diverse skin tones.

Weaknesses:

- Relatively new brand in a saturated market.
- Limited physical presence; primarily online sales.
- High dependency on celebrity association.

Opportunities:

- Growth of online beauty shopping and e-commerce.
- Potential partnerships with global platforms like Sephora and Ulta.
- Expansion into skincare or other beauty categories.

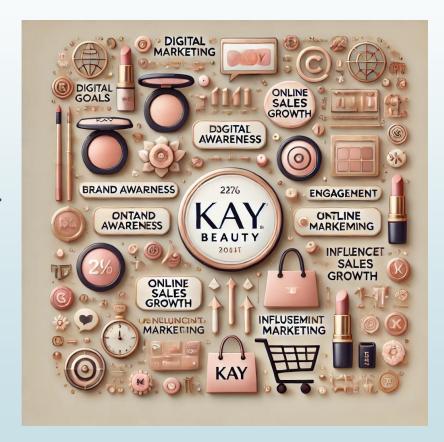
■ Threats:

- Intense competition from established players (e.g., Nykaa, L'Oréal, Maybelline).
- The volatility of celebrity-driven brands.
- Market saturation and increasing consumer expectations.



Key Digital Marketing Goals

- Increase Brand Awareness: Enhance visibility on social media platforms.
- Boost Online Sales: Convert website visitors into loyal customers.
- Grow Social Media Following: Increase engagement on Instagram, YouTube, and TikTok.
- Strengthen Customer Loyalty: Implement loyalty programs and referral marketing.
- Establish Authority: Position Kay Beauty as a leading brand in the Indian market and internationally.



Competitive Analysis

■ Top Competitors:

- Nykaa Beauty: A major e-commerce platform with a wide range of beauty products.
- L'Oréal: A global leader in beauty with a strong presence in India.
- Maybelline: A mass-market brand with extensive retail availability.
- Huda Beauty: High-end makeup brand with a significant influencer-driven strategy.

Competitive Landscape:

- Kay Beauty stands out due to its celebrity endorsement and focus on inclusivity.
- Key challenge: competing with well-established beauty giants in both the online and offline space.



Kay Beauty's Digital Presence

▶ Website & E-commerce:

- User-friendly interface with easy navigation.
- ► Features such as product reviews, tutorials, and shade finders.
- Integrated with major e-commerce platforms (Nykaa, Myntra, Amazon).

Social Media Presence:

- Instagram: Focus on product launches, tutorials, user-generated content.
- YouTube: Influencer and celebrity-led makeup tutorials.
- TikTok: Short-form video content and viral beauty challenges.

Brand Collaborations:

- Collaborations with influencers and celebrities who align with Kay Beauty's values.
- Use of social media platforms for live interactions, product reveals, and exclusive offers.

Content Marketing Strategy

Content Types:

- Product Tutorials: Makeup looks, step-by-step guides.
- **Behind-the-Scenes Content:** Showcasing product development, influencer partnerships.
- **User-Generated Content:** Encourage customers to post their Kay Beauty looks with branded hashtags.
- **Blogs:** Makeup tips, product reviews, and beauty trends.

Content Calendar:

- Regular content across Instagram, YouTube, TikTok, and the website.
- Monthly campaigns focusing on new product launches, beauty trends, etc.

► Key Messaging:

- Empowering individuals with makeup that suits every skin tone.
- Sustainability and cruelty-free beauty.



SEO and SEM Strategy

SEO:

- On-Page SEO: Optimize product descriptions, blogs, and videos with relevant keywords (e.g., "best foundation for Indian skin tones").
- **Link Building:** Collaborate with beauty bloggers, websites, and influencers for backlinks.
- **Technical SEO:** Ensure fast loading times, mobile responsiveness, and a secure website.

⇒ SEM:

- Google Ads Campaigns: Target keywords like "high-end makeup India," "long-lasting lipstick," "cruelty-free beauty."
- Google Shopping Ads: List products on Google for increased visibility.
- Budget Allocation: Set monthly spend for paid ads based on conversion goals.



Social Media Marketing Strategy

■ Instagram & Facebook:

- Instagram Shopping: Direct product purchase via Instagram posts.
- **Stories:** Engaging polls, quizzes, limited-time offers, and live sessions.
- Reels & IGTV: Tutorials and influencer collaborations.

TikTok:

- Short, viral videos showcasing makeup transformation, challenges, and trends.
- Social Media Contests & Giveaways:
 - User engagement through tagging friends and sharing their own Kay Beauty experiences.



Influencer Marketing

■ Influencer Types:

- Micro-Influencers: Targeting beauty bloggers and makeup artists with 10k-100k followers.
- Macro-Influencers: Partnering with celebrities like Katrina Kaif and well-known beauty influencers with 100k-1M followers.

Campaign Strategy:

- Product unboxings, tutorials, and challenges.
- Collaborating for exclusive influencer collections.

■ ROI Tracking:

 Track influencer content's impact on traffic, sales, and engagement.



Email Marketing Campaigns

- Segmented Email Lists: Based on customer behavior (new customers, repeat customers).
- Campaign Types:
 - New product launches.
 - Discount offers, holiday sales.
 - Beauty tips and tutorials.
- Personalized Recommendations: Use customer purchase history to suggest products.
- Automation Tools: Platforms like Mailchimp or Klaviyo to send automated product suggestions, abandoned cart reminders, etc.





Paid Advertising Strategy

► Platforms:

Instagram, Facebook, Google Ads (PPC), YouTube Ads.

■ Ad Types:

- Carousel Ads, Stories Ads, Collection Ads for Instagram.
- Skippable video ads and bumper ads on YouTube.
- Budget Allocation: Divide the budget based on channel performance, with a focus on high-converting platforms.



Customer Retention and Loyalty Programs

- **►** Loyalty Program:
 - Points for every purchase, which can be redeemed for discounts.
 - Referral system offering rewards for referring friends to purchase from the website.
- **Exclusive Discounts:** Early access to sales, new product releases for loyal customers.
- Personalized Communications: Tailored emails and product suggestions based on preferences.
- Analytics and Metrics for Success
- ► KPIs:
 - Website traffic, conversion rate, and bounce rate.
 - Social media engagement: likes, shares, comments, and followers.
 - Email open rates, click-through rates (CTR), and conversion rates.
 - ROI on paid advertising campaigns.
- **Tools:** Google Analytics, Facebook Insights, Hootsuite, SEMrush.

Budget Breakdown

- **Total Marketing Budget:** Allocate a percentage to paid media, content creation, and influencer partnerships.
- ▶ Paid Media: 50% for Facebook/Instagram ads, 20% for Google Ads.
- Content Marketing & Influencer Campaigns: 20% for content production, influencer fees.
- ► Email Marketing & Retargeting: 10%.



Execution Timeline

■ Q1:

 Launch new product range, influencer outreach, SEO setup.

■ Q2:

 Social media ad campaigns, YouTube tutorials, influencer reviews.

■ Q3:

 Optimize ads based on KPIs, focus on email marketing.

■ Q4:

 Holiday sale campaigns, loyalty program enhancements.





Summary of Strategies:

■ Enhance visibility, increase engagement, and grow customer base through digital channels.

► Future Plans:

- Expand product range into skincare.
- Collaborate with global beauty retailers.
- Implement AR technology for virtual makeup try-ons.
- Closing Remark: Emphasize Kay Beauty's potential for growth in the everexpanding beauty industry.