

ChromaGlow

Mood-Reactive Lipstick

Your Mood, Your Color - Let
Your Emotions Shine

A Digital Marketing Portfolio by
Sreenandika Sreejith



Chromaflow

About me

I'm Sreenandika Sreejith, a beginner digital marketer exploring brand storytelling and creative campaigns. This project is a concept campaign to showcase my skills in branding, social media, and strategy



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Audience and Funnel Strategy

Audience: 18–30, college students, Instagram users, aesthetic lovers

Highlights: Mood-reactive, Vegan, Dual-Use

Funnel Stage: Awareness

Hooks: Mood swings? We call it mood glow

CTA: Get yours now



Chromaglow

Instagram Posts



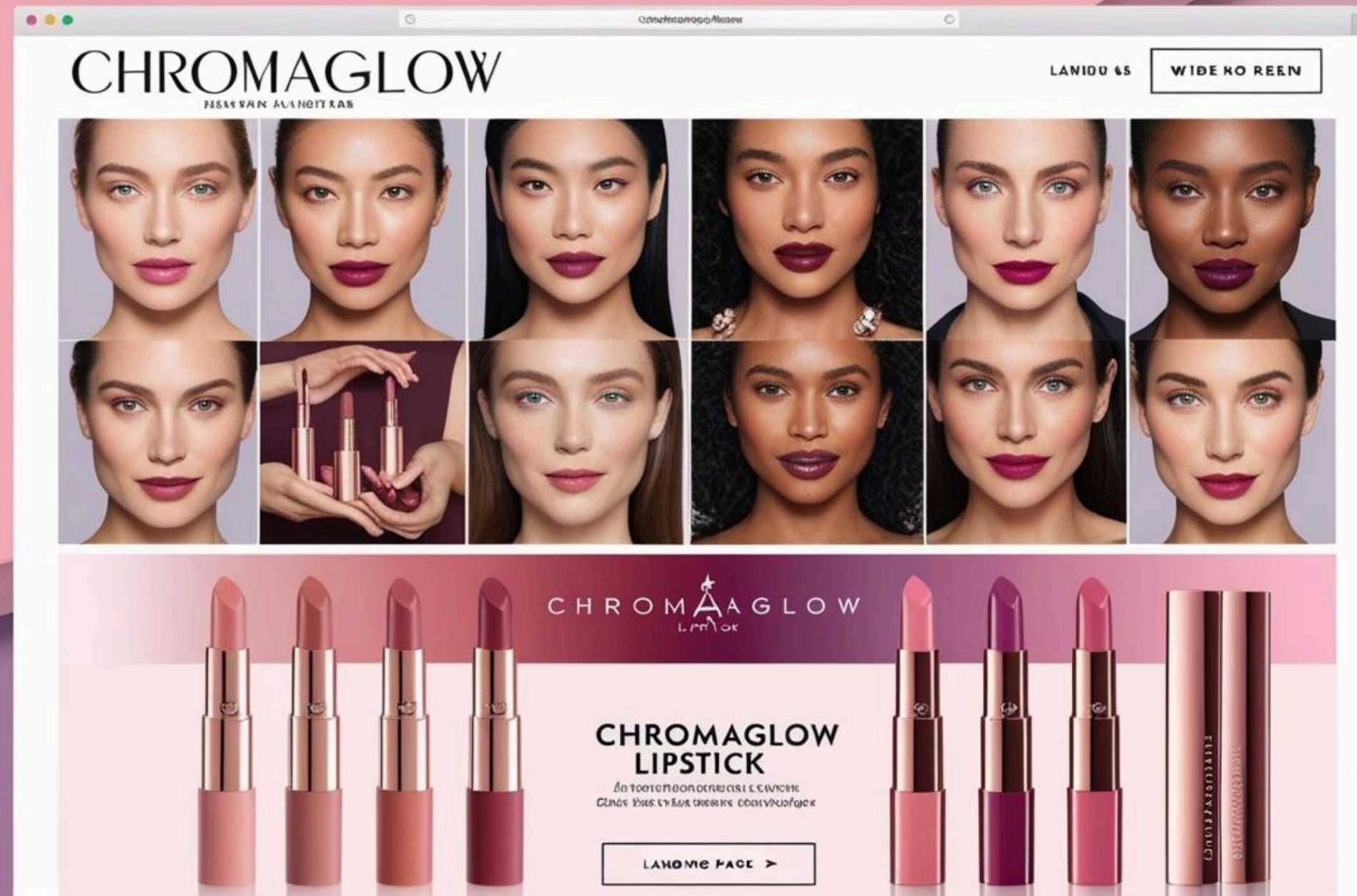
Chromaglow

Instagram Stories



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Website Mockup (Landing Page Funnel)



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Testimonial



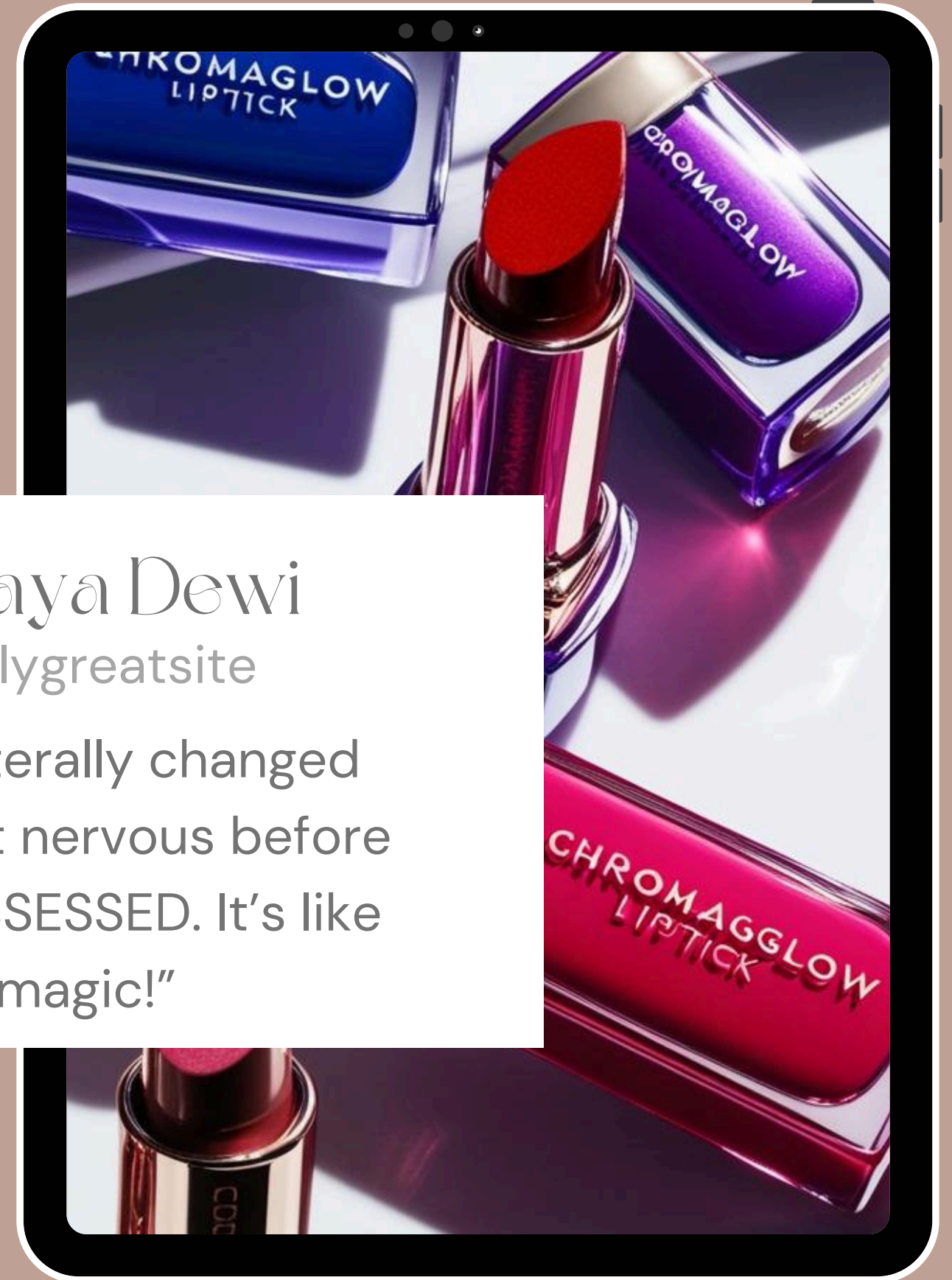
Olivia Wilson
@reallygreatsite

No more carrying 5 different lipsticks. This one gives me a different shade every day based on how I feel. GENIUS!"



Cahaya Dewi
@reallygreatsite

Okay this tint literally changed color when I got nervous before my date I'm OBSESSED. It's like makeup meets magic!"



Imaginary Results Funnel

CHROMAGOW <i>cloud</i> LIPSTICK			
AWARENEESS	ENGAGEMENT	CONVERSION	LOYALTY
12K VIEWS	3K LIKES	7K VIEWS	3K COMMENTS
7K COMMENTS	500 COMMENTS	500 PURCHASES	180 PURCHASES
CONVERSION	CONVERSION	REPEATS	LOYALTY
2.3K & 3,41EWS	180 PURCHASES	350 REPEATS & REVIEWS	350 LOYALTY

Let's Connect



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