

Digital Marketing SRS – EcoGlow Skincare

1. Brand / Business Overview

- **Brand Name:** EcoGlow Skincare
- **Business Type:** Natural & organic skincare products
- **Products/Services:** Face creams, serums, body lotions, scrubs, soaps, face masks & cleansers
- **Mission:** Provide 100% natural, cruelty-free skincare for healthy, glowing skin

2. Target Audience

- **Demographics:** Women 18–35, urban India, middle to upper-middle class
- **Psychographics:** Health-conscious, eco-friendly, follow beauty trends
- **Behavioral Traits:** Shops online, follows influencers, engages with skincare content
- **Pain Points:** Sensitive skin, chemical products, desire for sustainable options

3. Competitor Analysis

- **Direct:** Plum, Forest Essentials, Biotique
- **Indirect:** L'Oréal, Himalaya, Nivea
- **Strengths:** Brand recognition, product range, distribution
- **Weaknesses:** High prices, less focus on all-natural ingredients, lower Gen Z engagement

4. Marketing Goals

- **Primary:** Brand awareness
- **Secondary:** Generate 1,000 leads/month, increase sales by 20% in 6 months, grow Instagram following to 25,000

5. Digital Platforms & Strategies

- **SEO:** Website optimization, weekly blog posts
- **Social Media:** Instagram/TikTok reels, tutorials, stories; Facebook engagement posts; YouTube demos
- **Paid Ads:** Google Ads & Facebook Ads targeting urban women 18–35
- **Email Marketing:** Bi-weekly newsletters, welcome emails, drip campaigns

6. Content Ideas

- **Educational:** Ingredient benefits, skincare routines
- **Promotional:** New launches, offers
- **Community:** Testimonials, user-generated content
- **Sample Campaign:** “7-Day Glow Challenge” on Instagram

7. Campaign Objectives

- Website traffic +30% in 3 months
- 1,000 leads/month
- 15,000 Instagram engagements/month
- Sales +20% in 6 months

8. KPIs

- Website: traffic, bounce rate, session duration
- Social Media: likes, shares, comments, follower growth
- Leads & Conversions: number of leads, conversion rate, revenue
- Email: open & click-through rates
- Paid Ads: CTR, CPC, ROI

9. Tools & Platforms

- SEO: SEMrush, Ahrefs, Google Analytics, Yoast SEO
- Social Media: Canva, Buffer, Hootsuite
- Email Marketing: Mailchimp, Sendinblue
- Paid Ads & Analytics: Google Ads, Facebook Ads Manager, Google Tag Manager
- Content Creation: Adobe Photoshop, Premiere Pro, CapCut

10. Notes / Additional Info

- Collaborate with influencers monthly
- Budget: ₹50,000/month for paid campaigns
- Referral program to encourage word-of-mouth
- Weekly campaign tracking & optimization