

# **Project By :-**

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# Comprehensive Project Work

# DIGITAL MARKETING

AUDIENCE



SOCIAL MEDIA



E-COMMERCE



SEO

SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE MARKETING

SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE MARKETING

SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE MARKETING

SEARCH ENGINE OPTIMIZATION

CONTENT



EMAIL



WEB DESIGN

WEBSITE DESIGN

WEBSITE DESIGN

WEBSITE DESIGN

WEBSITE DESIGN

WEBSITE DESIGN

WEBSITE DESIGN

ADVERTISING

ADVERTISING

ADVERTISING

CAMPAIGN

CAMPAIGN

CAMPAIGN

BRANDING

BRANDING

BRANDING

ANALYTICS

ANALYTICS

ANALYTICS



SLIMMING | BEAUTY | FITNESS

FOR MEN AND WOMEN

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

**Company/Topic for Project : VLCC**

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

**Brand colour :**

**Orange, white**

**Logo :**



**Mission/  
spirit where**

now positive regard and respect for each other. We will encourage entrepreneurial learning and innovation. We will surpass our customer expectations. We will strive to constantly improve ourselves to deliver the best, be seen as the best and be the best.

**USP :** Basically, VLCC that is short for – ‘Vandana Luthra Curls and Curves’ is beauty and wellness multinational corporation that is widely recognized on a global scale, for its scientific and natural weight-management practices by using a unique DNA based weight management system to customize weight loss program weight loss solutions and therapeutic (meaning: healing)

**Tagline :Beauty Products**

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

- **Analyze Brand Messaging:** wellness & beauty
- **Examine the brand's tagline:** Beauty Products



Brand VLCC Best VLCC Products Online (157) Salon Results With At Home Facials Thanks To VLCC VLCC just dropped an entire range of at-home facials.

# COMPETITOR ANALYSIS

Competitor 1:-

LAKME



**USP:** Lakmé mainly sells coloured cosmetics products such as lipsticks, eyeliners and skincare cream. In December 2018, it launched its e-commerce platform. As of 2021, Lakmé also runs 485 beauty salons under Lakmé Lever.

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

Competitor 2:

LOREAL



**USP: L'Oreal logo is basically given as a combination of white and black. The corporate emblem features black as a background, while the wordmark itself is given in white (negative). However, the reverse is also acceptable.**

<https://www.loreal.com/>

Competitor 3:

OLIVIA

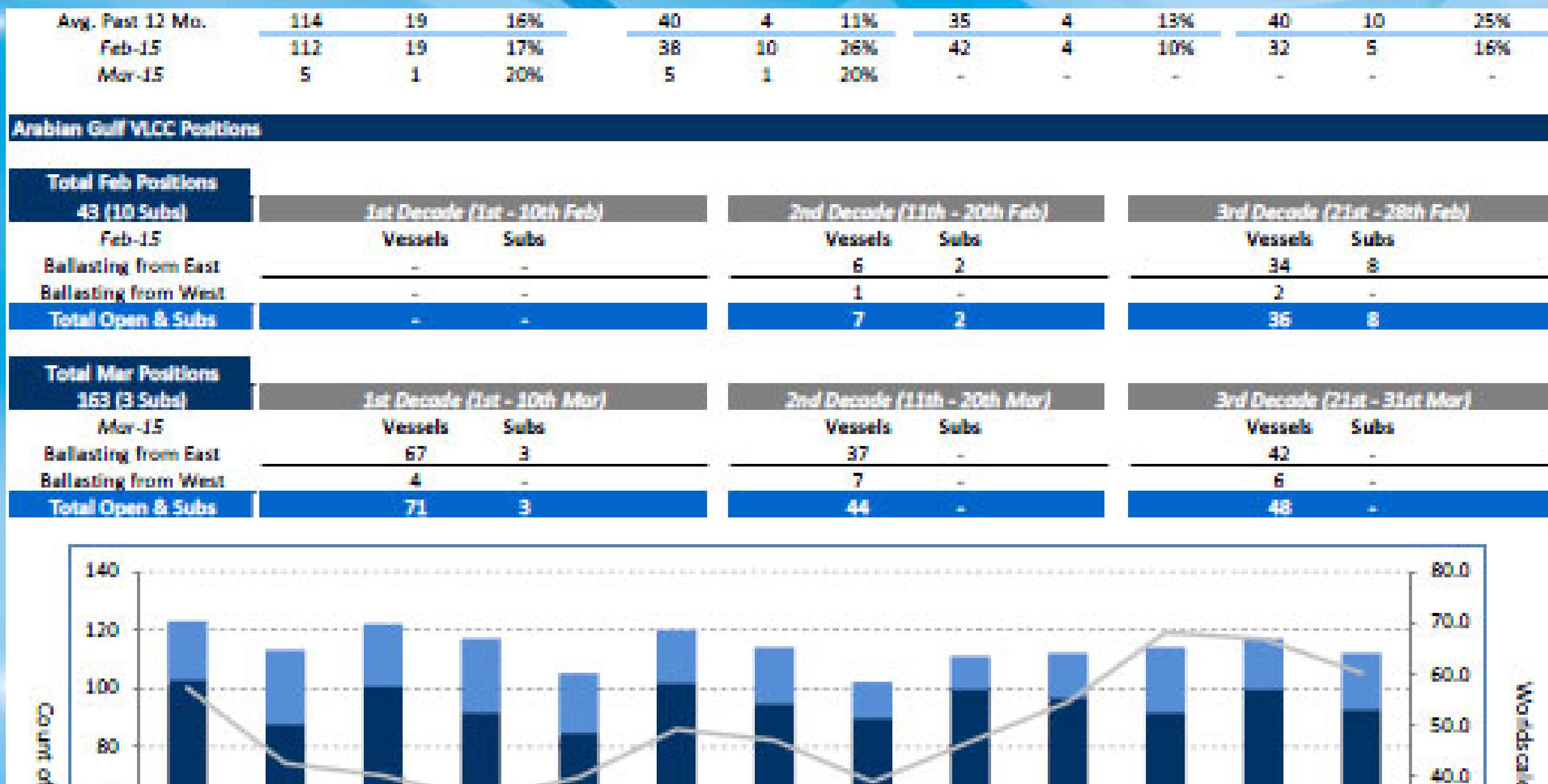


**USP: Experience the magic of Olivia Beauty! Shop the best products in makeup, skincare, and haircare range of products. Our collection includes high-quality products that are perfect for every skin and care**

<https://www.oliviabeauty.in/>

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

Buyer's/ Audience's persona:



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

- Buyer's/Audience's Persona:

VLCC :

Above 18 yrs

Men and Women

Metro cities like Delhi and Mumbai

Not Remote Villages

Above 2,00,000 per annum

Ads by the website like  
Youtube, Social Media Platforms



VLCC is a herbal brand that makes numerous herbal products which includes makeup, cosmetics, skin care and hair care. The brand has become a very popular brand that is known worldwide. It was established by Mrs Vandana Luthra in 1989. So, it has been a long journey that the brand has made and these days, it has become one of the hot favorite brand, whose products have been used by the salon in every nook and corner of the country. Their wellness products are also most sought after products.

Not just for the hair and skin you can have VLCC products for hand care and foot care as well. We have personally love VLCC facial kits which are highly affordable and are good with their quality. Even they have a separate line for the Ayurvedic products

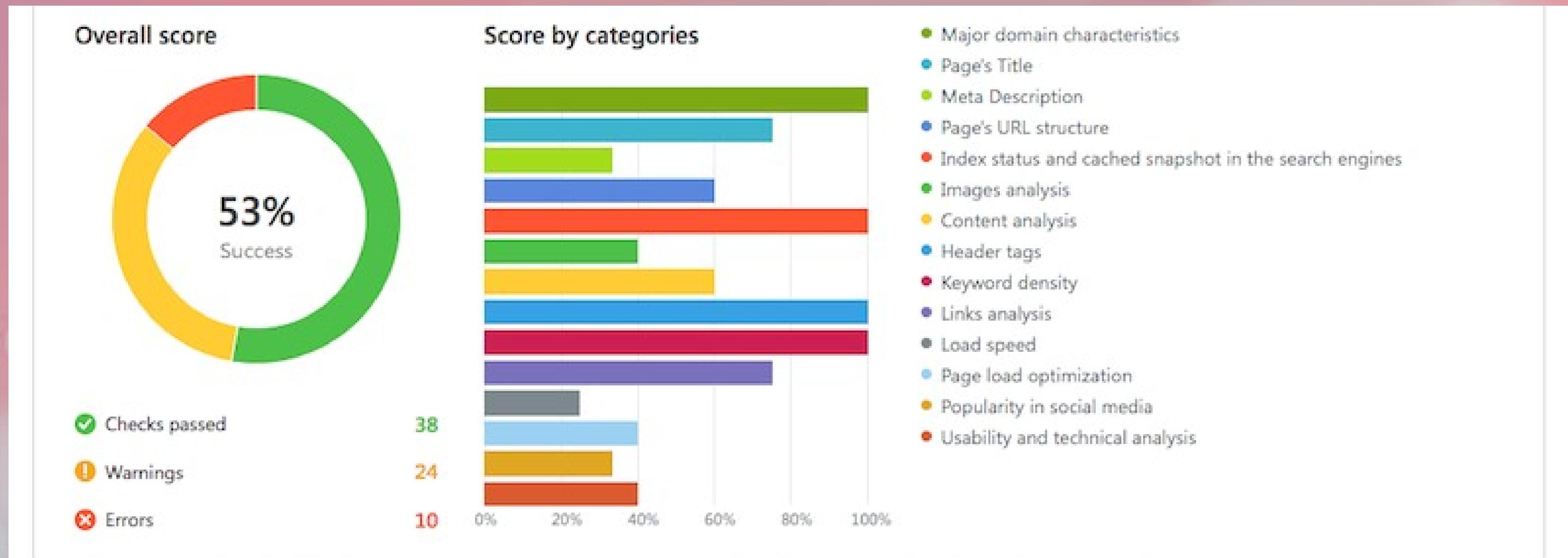


## BEST LIST OF VLCC BEAUTY PRODUCTS IN INDIA



## Part 2: SEO & Keyword Research

- **SEO Audit:** Audit result for [www.vlcc.com](http://www.vlcc.com)



|              |                      |                 |               |
|--------------|----------------------|-----------------|---------------|
| <b>Total</b> | <b>Checks passed</b> | <b>Warnings</b> | <b>Errors</b> |
| 72           | 38                   | 24              | 10            |

# Keyword Overview ⚡ : vlcc

[ADD TO LIST](#) ▾[GENERATE CONTENT WITH AI](#)**SEARCH VOLUME** ⓘ**49,500**

HIGH

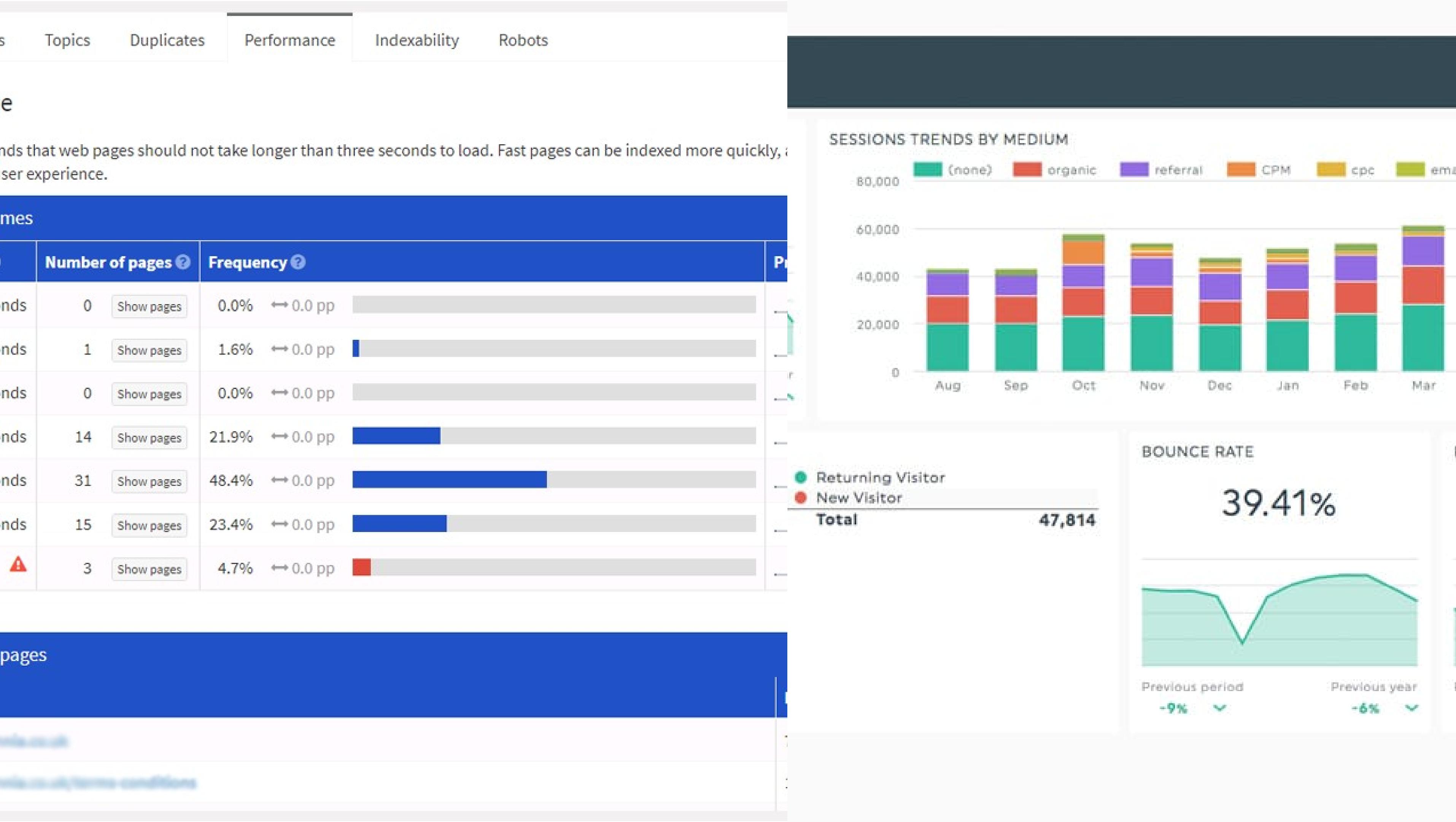
**SEO DIFFICULTY** ⓘ**71** 

Last Updated: 3 Months

**PAID DIFFICULTY** ⓘ**84****COST PER CLICK (CPC)** ⓘ**₹28.38**

The average web page that ranks in the top 10 has **9,432 backlinks** and a **domain authority of 64**.

**SEARCH VOLUME** Mobile Volume  Desktop Volume**UPGRADE TO SEE HISTORICAL KEYWORD DATA** ⓘ**7-Day Free Trial**



# • KEYWORDS RESEARCH

- VLCC Anti Tan Lightening Face Wash
- VLCC Party Glow Facial Kit
- VLCC Gold Jewel Radiance Polishing Face Scrub
- VLCC Cocoa Butter Hydrating Body Lotion
- VLCC Almond Under Eye Cream
- VLCC Clear Tan Fruit Face Pack
- VLCC Protein Conditioning Shampoo
- VLCC Papaya Fruit Facial Kit
- VLCC Pista Massage Cream

## Marketing Strategies

**Segmentation, targeting, and positioning:** VLCC is the largest and most-preferred brand in the Wellness domain in the countries it operates in. The greatest reward that VLCC enjoys is the trust and faith that millions have in its name. The company's founder & mentor, Mrs Vandana Luthra has received the Padma Shri Award, 2013 -- one of India's highest civilian awards. Today, VLCC is a brand synonymous with Health and Beauty.

**Product differentiation:** VLCC Since inception, the VLCC Group's mission has been to transform lives by making Skincare, Beauty and Wellness accessible to women and men. In over 30 years of operation, the VLCC brand

**Branding:** Since inception, the VLCC Group's mission has been to transform lives by making Skincare, Beauty and Wellness accessible to women and men. In over 30 years of operation, the VLCC brand has become synonymous with Skincare and Beauty in Indian households.

**Digital marketing:** VLCC Health Care Limited Is Proposing, Subject To Applicable Statutory And Regulatory Requirements, Receipt Of Requisite Approvals, Market Conditions And Other Considerations, To Undertake An Initial Public Offering Of Its Equity Shares And Has Filed The Draft Red Herring Prospectus Dated August 13, 2021 With The Securities And Exchange Board Of India.

In over 30 years of operation, the VLCC brand has become synonymous with Skincare and Beauty in Indian households.

# **Content Ideas**

**History and overview of VLCC :** VLCC beauty products is what you need. The Skin Defense Rose Water Toner nourishes your skin, tones it, and keeps it refreshed for long.

**Innovation and technology at VLCC:** It claims to give you an instant hydrating effect. This toner contains rose petals distillate and aloe vera and date extracts

**Customer stories and testimonials:** the VLCC Group's mission has been to transform lives by making Skincare, Beauty and Wellness accessible to women and men. In over 30 years of operation, the VLCC brand has become synonymous with Skincare and Beauty in Indian households.

**Expert interviews and insights:** However, I had understood at the very beginning that this was not going to be an easy journey and was consequently even more determined to see my dreams materialize.

**Case studies and product reviews:** VLCC operates numerous wellness centers across India and several other countries, providing services such as weight management, skincare treatments, haircare, and more.

**Video content:** This could include product videos, promotional videos, and behind-the-scenes videos that give viewers a glimpse into the company's operations.

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

### **Post Creation:**

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1

Format 2

Format 3

# Instagram Story



A collage of VLCC skincare products including face washes, lotions, and oils, arranged on a green background. The VLCC logo is visible in the top right corner.

**#BestQualityProducts**



VLCC products Review

WHICH OF THE VLCC PRODUCT YOU USE MOST??

- Neem Face Wash
- Charcoal Face Cleanser



Top 10 best products of vlcc  
I have personally used these products and all the products are safe for our skin

**10 TOP BEST VLCC PRODUCTS**



Use Coupon: Sita20  
For 20% off



**#VLCC PRODCUTS**

NATURAL SCIENCES

**VLCC**  
NATURAL SCIENCES

**BUY 1 FREE**



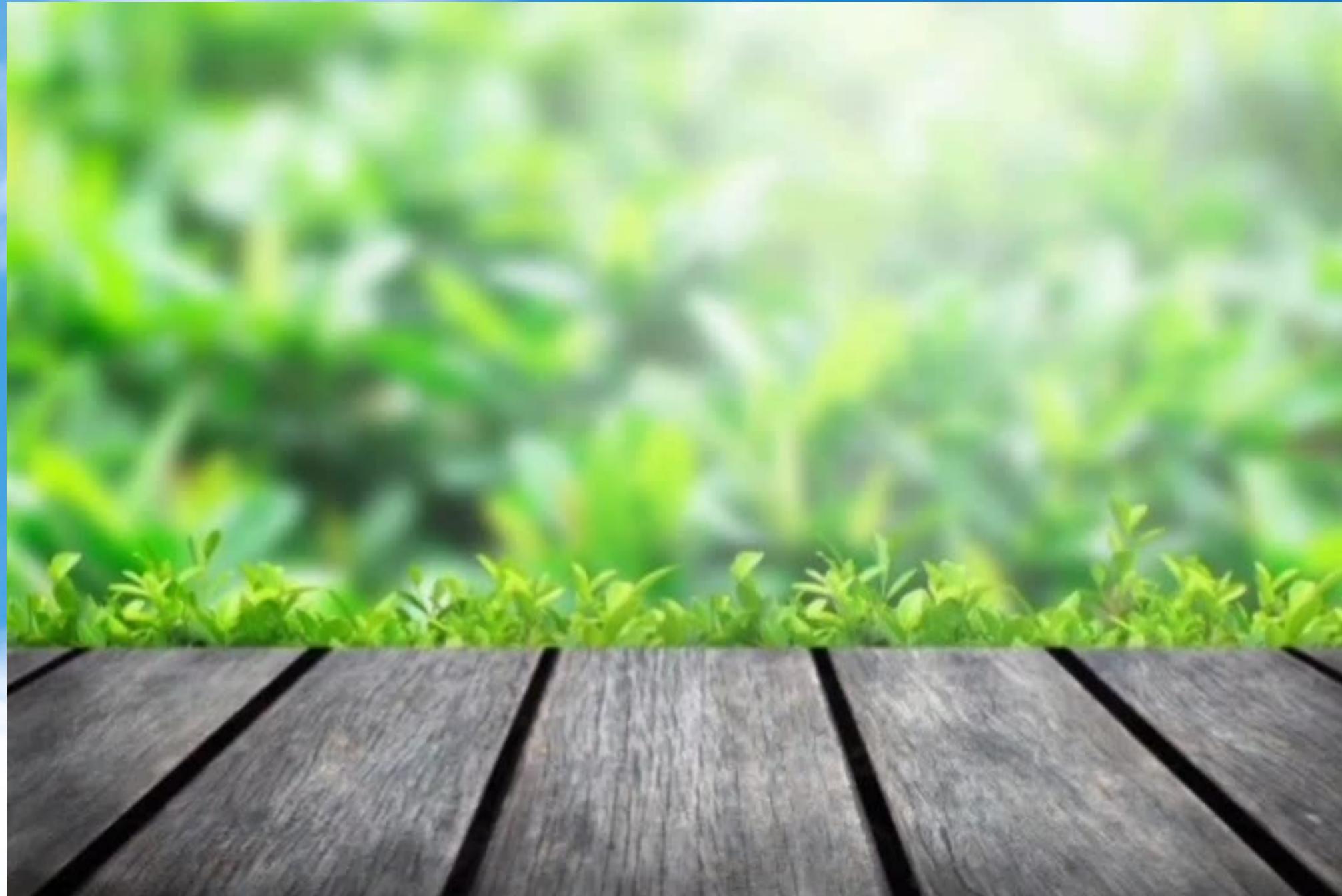
Turmeric & Berberis FACE WASH with Brahmi & Aloe Vera Controls pimples and provides fairer skin SKIN DEFENSE

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BUY **Get** FREE Turmeric & Berberis FACE WASH Turmeric & Berberis FACE WASH

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# **Designs/Video Editing**



# Email Ad Campaign 1 - Brand Awareness

Brand awareness model for experience products that overcomes the limitations of consumer choice models, especially when it is not easy to consider some qualitative attributes of a product or when there are too many attributes relative to the available amount of preference date, by capturing the effects of unobserved product attributes with the residuals of reference consumers for the same product. They decompose the deterministic component of product utility into two parts: that accounted for by observed attributes and that due to non observed attributes. By estimating the unobserved component by relating it to the corresponding residuals of virtual experts representing homogeneous groups of people who experienced the product earlier and evaluated it.

VLCC, a leading beauty and wellness brand, has recently launched a new campaign in partnership with DENTSU CREATIVE India called #AbDhoopKyaRokegi. The purpose of this campaign is to promote VLCC's sweat and water-resistant sunscreen gel crème and encourage individuals to face the sun with confidence, knowing they are fully protected against harmful UVA and UVB rays.

The campaign film highlights the rigorous testing that the VLCC sunscreen undergoes to ensure maximum protection, even in extreme heat and sun. It showcases how the product is designed to be sweat and water-resistant, making it ideal for outdoor activities.

# Email Ad Campaign 2 - Lead Generation

In the [world of digital marketing service](#), lead generation company can serve as your first step to get closer to the customer, based on the interest or inquiry of the products/services shown by them

Leads generation, being the first step in bringing customers to the company, is why it is paid great attention. The team helps in generating leads for the company to get more customers and the CRM team will convert those leads into customers.

The campaigns used for generating leads are conceptualised by our team who implements them to gain validated leads. The qualified leads are then delivered to the clients or their marketing/sales manager through emails.