

**COMPREHENSIVE DIGITAL  
MARKETING  
PROJECT WORK  
LAKME**

# Student Declaration

I, **BANDI BHARGAVI** a student of **SMART BRIDGE [DIGITAL MARKETING]** program, registration number **-120131903003** of the department of **B.COM** do hereby that i have completed the mandatory internship from **26-05-2023** to **04-08-2023** in **SMART BRIDGE** [name the intern organization] under the faculty guideship of **VANAPALLI SESHU SIR** [name of the faculty guide],department of **BACHELOR OF COMMERCE, PYDAH COLLEGE FOR WOMEN ,VISAKHAPATNAM** [name of the college].

B.Bhargavi  
[signature and date]

# ACKNOWLEDGMENT

I would like to express my sincere thanks to every individual who helped me in different ways to make this project success especially-**PYDAH COLLEGE FOR WOMEN** for giving me this opportunity to do the project **Digital Marketing** under the guidance of the faculty. I would like to thank **VANAPALLI SESHU** he supported me fully during research.

I would also like to express my gratitude towards our principal **Dr.SAROJ** for giving me this great opportunity in do a project on **LAKME** without their support and suggestions this project would not have been completed.

B.Bhargavi  
SIGNATURE

# **PROJECT SUBMITTED BY**

**TEAM LEADER : BANDI BHARGAVI**

TEAM MEMBER 1: DEVI REDDY LEKHA DEVI

TEAM MEMBER 2: KOTANA BHAVANI

TEAM MEMBER 3: THAMMIRI JHANSI DEVI SHYAMALA

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TEAM MEMBER 5: THOTA POORNIMA

TEAM MEMBER 6: BHOORJA POOJA

TEAM MEMBER 7 : AKULA DIVYA

TEAM MEMBER 8: ANGATI SHARMILA

## **BRAND AMBASSADORS OF LAKME**



**ANANYA PANDEY**



**SHRADDA KAPOOR**

## **BRAND AMBASSADORS OF LAKME**



**KAJOL DEVGN**



**KAREENA KAPOOR**

# Product Profile

- **Company name** : Hindusthan Unilever
- **Brand name** : Lakme
- **Industry** : Personal Care and Beauty Salon
- **Founded** : 1952
- **Location** : Mumbai , Maharashtra, India

# Introduction

- Lakme formed in 1952,is a one of the finest brand still now .
- Lakme is an Indian cosmetics brand ,owned by Hindusthan Unilever.
- Lakme founders are J.R.D.TATA and SIMONE TATA.
- Lakme products include cosmetics,beauty products,and salon services.
- Lakme brand ambassadors are SHRADDHA KAPOOR,KAJOL DEVGN, KAREENA KAPOOR,ANANYA PANDEY.



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

## Research Brand identity:

### Mission / values:

“An Ally to the classic Indian woman Lakme inspire her to express the unique beauty and sensuality within enabling her to realize the potency of her beauty”.



**USP:** Lakme brings expert products and services that are borne out of true understanding of the needs of the Indian women.

**Brand colour** : Baby pink, light cream colour and also red

**logo:**



**Tagline** : Effortlessly, Fashionably, Unapologetically, Me. LAKME.

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

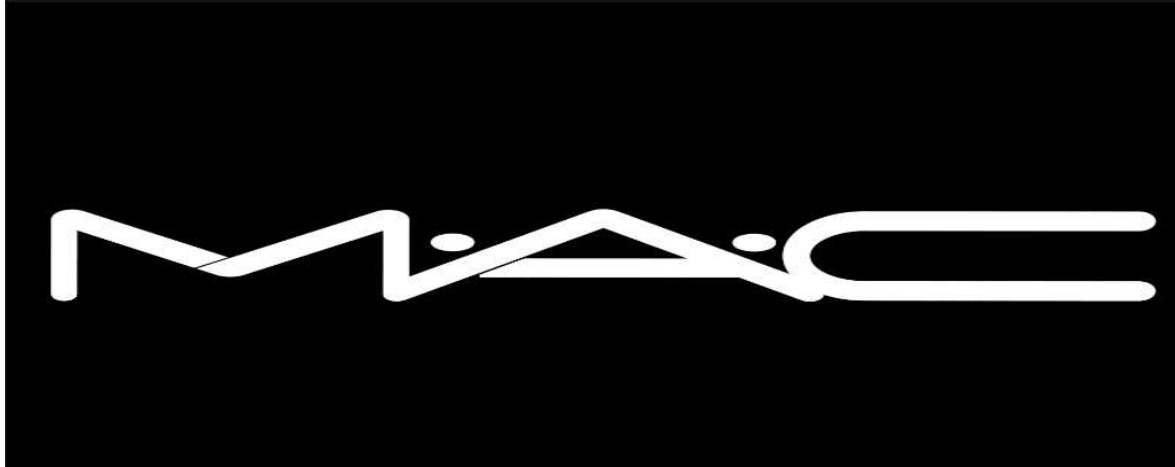
## Competitor 1: L'Oréal

- USP:** L'Oréal has operations in over 130 countries and over 40 manufacturing plants
1. Continuing research and innovation in the interest of beauty which assures that the L'Oreal Cosmetics offers the best to their consumers.
  2. L'Oréal is a leader in the growing cosmetics industry despite the competition in the market
  3. High-end advertising which adapts to the culture of target audience



## **Competitor 2: MAC**

- USP:**
1. Founded in 1985 in Toronto Canada
  2. Available over 200 locations in 15 countries with 2500 employees
  3. Company owned and operated stores
  4. Socially responsible image



### **Competitor 3: Maybelline**

#### **USP:**

1. Maybelline has the top research and development teams and resources through their parent company L'Oreal
2. Maybelline has a coveted image of being hip, intelligent, stylish and charming which is positioned well to target young women
3. The brand has a strong market penetration and brand loyalty globally
4. The brand has competitive prices due to an effective cost of production

The Maybelline New York logo is centered within a solid black rectangular background. The word "MAYBELLINE" is written in a large, bold, white, sans-serif font. Directly beneath it, the words "NEW YORK" are written in a smaller, bold, white, sans-serif font.

**MAYBELLINE<sup>®</sup>**  
**NEW YORK**

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

## Buyer's/Audience's Persona:

### Demographic Information:

- |                   |   |                                  |
|-------------------|---|----------------------------------|
| 1. Brand Name     | : | Lakme                            |
| 2. Mostly used by | : | Women(59.32%)                    |
| 3. Age range      | : | 18 – 24(38.48%)                  |
| 4. Marital status | : | Mostly Unmarried                 |
| 5. Education      | : | 10+2 and Under Graduates         |
| 6. Occupation     | : | Students and young professionals |
| 7. Income         | : | 15,000 - 25,000                  |
| 8. Location       | : | Urban and semi-urban areas       |
| 9. Nationality    | : | Indian(86.85%)                   |
| 10. Religion      | : | Mostly Hindus                    |

## Part 2: SEO & Keyword Research

### SEO Audit:

An SEO audit is a comprehensive evaluation of a website's search engine optimization (SEO) performance and overall health. The main purpose of an SEO audit is to identify areas of improvement and uncover issues that may be hindering the website's ability to rank well in search engine results. The SEO audit for lakme is as follows:

Optimize for Core Web Vitals	Usability	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
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority

## Rankings of keywords:

Keyword rankings refer to the positions that specific keywords or key phrases hold in the search engine results pages (serps) when users search for those terms. the keyword rankings for Lakme are as follows:

### 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	
lakmé	 HI	3	90,500	8,805	
lakmé	 EN	4	90,500	5,963	
lakme	 EN	7	90,500	2,316	
coral	 ES	7	27,100	693	
lakme	 HI	13	90,500	501	
lakme	 ES	1	1,600	486	
lakmé	 ES	1	1,600	486	
lakmé	 ES	3	3,600	350	
nuancer	 EN	73	165,000	346	
lakme	 FR	1	1,000	304	



We have created the screen recording of SEO Audit of Lakme and the link is provided below:



# Part 2: SEO & Keyword Research

## Keyword Research:

Projects > Keyword Overview > Keyword Magic Tool

Keyword Research course User manual Send feedback

Keyword Magic Tool: Lakme

Database: India Currency: USD

All Questions Broad Match Phrase Match Exact Match Related Languages

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

By number By volume

All keywords: 53.4K Total volume: 2,206,480 Average KD: 25% Add to list

All keywords	Volume	Keyword	Intent	Vol.	KD %	CPC (U...	Com.	SF	Results	Updated
> lipstick	6,150	lakme >>	N	90.5K	70	0.97	0.99	8	84	Last week
> salon	4,794	lakme foundation >>	C	60.5K	43	0.07	1.00	6	81	Last week
> absolute	4,770	lakme lipstick >>	C	60.5K	43	0.08	1.00	7	66	Last week
> price	4,719	lakme sunscreen >>	C	60.5K	34	0.11	1.00	6	63	Last week
> review	4,328	lakme cc cream >>	C	49.5K	37	0.07	1.00	6	88	Last week
> 5	4,320	lakme salon >>	N	40.5K	56	0.27	0.06	10	76	Last week
> 9	4,257	lakme salon near me >>	N T	40.5K	25	0.28	0.05	6	46	Last week
> cream	3,940	lakme cream >>	C	27.1K	34	0.09	1.00	8	84	Last week
> shades	3,384	lakme face wash >>	C	22.2K	27	0.17	1.00	6	65	Last week
> matte	3,220	lakme lumi cream >>	T	22.2K	36	0.10	1.00	7	81	Last week

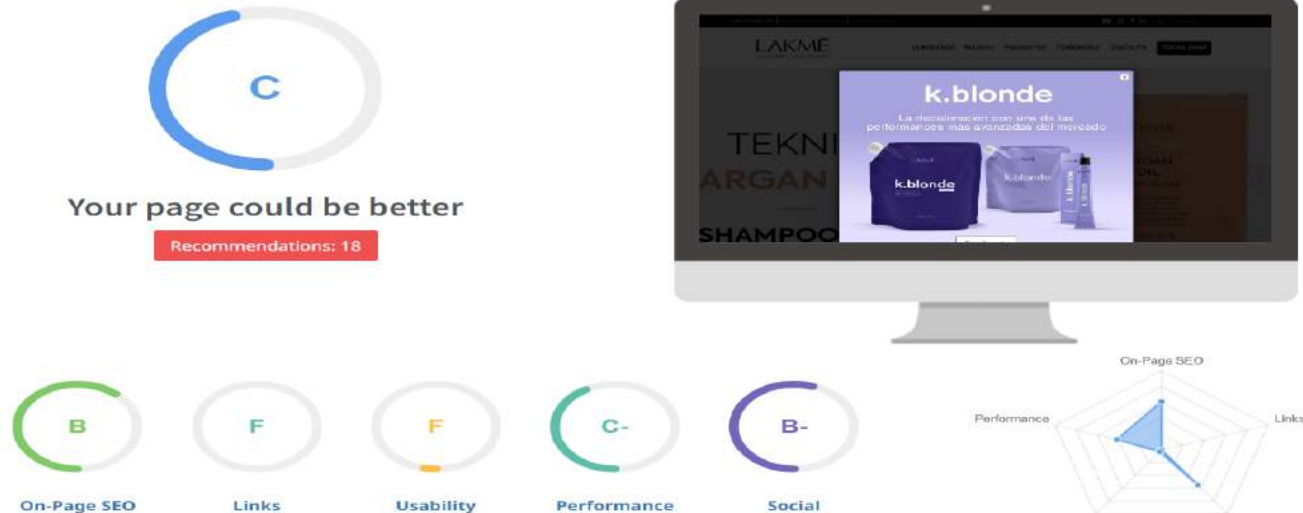
Show more

- ❖ We have conducted a keyword research of our project Lakme in google keyword planner.
- ❖ Google keyword planner conducted a survey and listed some keywords and the screenshot is provided above
- ❖ It displayed Lakme as a top keyword. And 2<sup>nd</sup> place was captured by Lakme lipstick and Lakme cream
- ❖ It's essential to conduct compressive keyword research tools like google keyword planner or other SEO tools to identify the most relevant and high traffic keywords for the specific purpose of your content or marketing strategy
- ❖ Additionally, you can explore long-tail keywords related to lakme to target niche audiences and improve search engine rankings

## Part 2: SEO & Keyword Research

**On page Optimization:** On-page optimization, also known as on-page SEO (Search Engine Optimization), refers to the process of optimizing various elements on a website's individual pages to improve its visibility and ranking in search engine results. The primary goal of on-page optimization is to make the webpage more appealing and relevant to both users and search engines. The on-page optimization of Lakme is as follows

Audit Results for [www.lakme.com](http://www.lakme.com)



## On-Page SEO Results



### Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

#### Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Home - Lakme

Length : 12



#### Meta Description Tag

Your page has a meta description of optimal length (between 70 and 160 characters).

La marca de cosmética capilar profesional en la que confían los estilistas. Productos de alta calidad, 25 años de recorrido y presencia en más de 90 países.

Length : 156



Above screenshot tells us that the title tag and meta description tag are proper. It suggests us that the title tag should be of length of minimum 10 characters to a maximum length of 70. our title tag is of 12 characters.

Apart of title tag meta description tag also can have a minimum length of 70 characters to a maximum length of 160 but [www.lakmeindia.com](http://www.lakmeindia.com) has a character length of 156. In order to make the page or website better we have to change the character length to the character limit so that the page can be top in search rankings.

## Part 3: Content Ideas and Marketing Strategies

### Content Idea Generation & Strategy:

Date	Content Theme	Content Format	Platform	Strategy & Aim
05-07-2023	About Lakme	Video	Instagram	To market Lakme products worldwide
14-07-2023	Lakme Lipsticks	Blog Post	Facebook	To market Lakme famous Lipsticks
18-07-2023	Lakme Success Story	Video	Instagram	To advertise the legacy of Lakme
22-07-2023	Lakme Skin Care	Post	facebook	To aware people about tremendous skin care
24-07-2023	Behind Lakme	Video	Instagram	To show the hardwork of staff in Lakme
28-07-2023	Lakme Quiz	Interactive Quiz	Instagram	Engage audience with interactive quiz
30-07-2023	Struggles of Lakme	Video	Facebook	To show the struggles faced by Lakme organization

# **Part 3: Content Ideas and Marketing Strategies**

## **Challenges:**

1. **Content Saturation**: With the abundance of content available online, breaking through the noise and capturing the audience's attention becomes increasingly challenging. Creating unique, valuable, and engaging content is vital to stand out.
2. **Audience Segmentation**: Understanding and catering to diverse audience segments with different interests, preferences, and behaviors can be demanding. Marketers must develop content strategies that resonate with specific target groups.
3. **Content Relevance**: Ensuring that content remains relevant to the audience over time is essential. Content can quickly become outdated or lose its impact if not regularly updated or adapted to current trends.

**4. Intense competition:** The beauty and cosmetics industry is highly competitive, with numerous brands vying for the attention of consumers. Lakme faces stiff competition from both domestic and international beauty brands, making it crucial for them to continuously innovate and stay ahead of the game.

**5. Market saturation:** The market might be saturated with various beauty products and brands, making it challenging for Lakmé to create a unique identity and stand out from the competition.

**6. Changing consumer preferences:** Consumer preferences in the beauty industry can change rapidly, influenced by trends, social media, and influencers. Lakme needs to keep a pulse on these trends and adapt its marketing strategies accordingly.

**7. Pricing strategy:** Setting the right price point for products is essential. Lakme needs to strike a balance between affordability and maintaining a perception of high-quality products.



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

## Post Creation

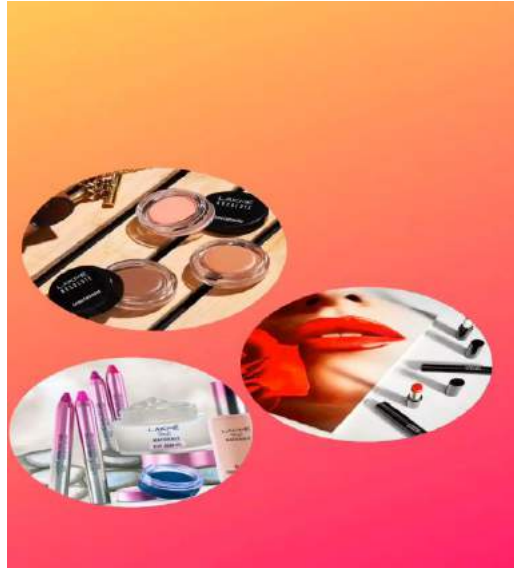
### Format 1:

We have created a blog article on Lakme popular lipsticks with the title named Lakme Lipsticks Unleashed: Must-Have Shades and Formulas. We have gathered the Information regarding Lakme lipsticks from internet and created a blog article and Published the information on 21/07/2023 we have posting the link below



## **Format 2 :**

We have created a informative video about Lakme products. We have created the video on 21/07/2023. We are posting the video below:



**<https://drive.google.com/file/d/1-GG-KC1BRYowB5nSyP64l0EsMS2HpzaZ/view?usp=drivesdk>**

## Format 3 :

We have created an informative meme on Lakme on 21/07/2023



## **Part 4: Content creation and curation (post creations, Designs/Video Editing, Ad Campaigns over Social media and Email Ideation and Creation)**

### **Instagram story:**

We have created three Instagram stories on Lakme and screenshots and those are provided below:



# Designs / Video Editing

## Presenting Lakme's New Assortment: "Dynamic and Strong"

Release your inward brilliance with Lakme's most recent cosmetics assortment, intended to enable and move trust in each lady. Embrace the excellence of clear tones and intense proclamations, as we take you on an excursion to find your actual quintessence.





## Display your Lips :

Our scope of strongly pigmented lipsticks offers the ideal equilibrium between sustenance and appeal. Find a different range of shades, going from exemplary reds to trying purples, to suit each temperament and event. Allow your lips to say a lot, leaving an enduring effect any place you go.



## Nails Right on track:

Complete your look with our staggering scope of nail tones, each cautiously organized to supplement the assortment's subject . Form marvelous sparkle to rich matte, our nail shines add the ideal last little detail to your group, making your hands the focal point of consideration.





# Hypnotizing Eyes:



Raise your eye game with our eye-getting eyeshadow ranges and enduring eyeliners. Whether you want a hot smokey eye or a perky pop of variety, our "Lively and Intense" assortment guarantees your eyes offer an enthralling expression each time you bat those lashes.

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

## Social Media Ad Campaigns:

Ad regarding to the brand awareness of Lakme:



# Ad Regarding to driving the Website Traffic:

Why should old  
be the new you?



LAKMÉ  
ABSOLUTE  
YOUTH INFINITY  
SKIN SLEEPING NIGHT CREAM

#FACEAPPCHALLENGED

lakmeindia • Follow

lakmeindia Tag a friend who needs to see this!  
Get your supply, no filters to apply.  
#FaceAppChallenged

Tighten your skin as you sleep and let its luminizing pearls give you a brighter look.

Visibly reduce spots, blemishes, patchy skin, and wrinkles to get a youthful look.  
Price: ₹840

Shop now on [www.lakmeindia.com](http://www.lakmeindia.com) or at a Lakmé counter near you.

#lakmeindia #lakmeabsolute #youthinfinity #nightcream #beauty

Liked by themodavoyage and 4,026 others

5 DAYS AGO

# Ad to increase generate leads:



I Love Lakme

March 16

Some of the [#bestdressed](#) attendees at the Lakme Fashion Week! Share & Like for more live updates! — with [Pradip Ghosh](#) and 7 others.

DAY 5

#LFWSTYLEFILE

LAKME FASHION WEEK  
March 15-16, 2017



 /lakme

 @ILoveLakme

Like · Comment · Share

 15

 953 people like this.

Top Comments ▾

# **Advertising Goals**

**Reach and Frequency:** Aim to maximize the reach of advertisements to expose brand to as many potential customers as possible. Additionally, consider the frequency of your ads to ensure that your message is seen and heard repeatedly, reinforcing brand recognition.

**Storytelling:** Craft compelling and consistent brand stories across different advertising channels to create a lasting impression in the minds of consumers. Storytelling helps create an emotional connection with your audience and makes your brand more memorable.

**Brand Identity and Messaging:** Clearly define your brand's identity, values, and unique selling propositions (USPs). Ensure that your messaging consistently reflects these elements across all advertising materials to build a recognizable and coherent brand image.

## **Target Audience**

**Women:** Lakme's primary target audience is women of all ages. The brand offers a wide range of beauty and cosmetic products tailored to meet the needs and preferences of women.

**Young adults and Professionals:** Lakme targets young adults, including college students and working professionals, who are interested in cosmetics and beauty products to enhance their appearance for everyday use or special occasions.


**Urban Dwellers:** The brand has a strong presence in urban areas, where the majority of its target audience resides. Urban consumers often have greater exposure to beauty trends and are more likely to seek out cosmetic products.

# Email Ad Campaign 1 - Brand Awareness:





## Email Ad Campaign 2 - Lead Generation:



NEW  
LAKMÉ ABSOLUTE  
ARGAN OIL LIP COLOR

FLAT  
**25% OFF**  
LAKMÉ

amazon.in

f i t

LAKMÉ

Copyright (C) \*2023 All rights reserved  
Our mailing address: support@lakmeindia.com  
Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#)



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

# Challenges Faced

**Maintaining Originality:** Creating original content can be difficult, especially when there is an abundance of existing information on the internet. Plagiarism is a serious concern and can damage the reputation of the content creator. Striking a balance between providing valuable insights and maintaining originality is a constant challenge.

**Time Constraints:** Content creation and curation can be time-consuming, particularly if it involves in-depth research, fact-checking, and editing. Consistently producing high-quality content within tight deadlines can be demanding.

**Quality Control:** Ensuring the accuracy, grammar, and overall quality of the content is vital. Content with errors or inconsistencies can harm credibility and drive away the audience.

**Content Overload:** With a vast amount of content available online, it's challenging to stand out amidst the noise. Creating something that captures the audience's attention and offers unique value becomes more difficult as the competition increases.

**Audience Relevance:** Understanding the target audience and tailoring content to meet their needs is crucial for success. Creating content that resonates with the intended audience requires continuous research and adaptation.

**Copyright and legal issues:** When curating content from various sources, it's essential to respect copyright laws and obtain necessary permissions. Failure to do so can lead to legal complications and reputational damage.

**Finding reliable sources:** Curating content involves gathering information from various sources. Verifying the credibility and reliability of these sources is critical to ensure the content's accuracy and integrity.

**Keeping up with trends:** Online trends and interests can change rapidly. Content creators and curators need to stay up-to-date with the latest developments to remain relevant and engaging.

**Content distribution:** Even with excellent content, reaching the target audience can be challenging. Understanding various distribution channels, search engine optimization (SEO), and social media strategies is necessary to maximize content visibility.

**Measuring performance:** Assessing the success of content creation and curation efforts requires tracking and analyzing relevant metrics. determining which metrics to focus on and how to improve based on the data can be a complex task