



digital marketing

TASK 1: RESEARCH AND PROPOSE INFLUENCERS FOR A BRAND
COLLABORATION

BY GAGANA RAJ PC

Brand Overview :

industry : Beauty & Personal Care

Nykaa, founded in 2012 by Falguni Nayar, is India's leading beauty, personal care, and fashion brand. It has grown into a 2000 brand and 200,000+ products across categories like makeup, skincare, haircare, wellness, fragrances, and fashion. Operating through both its online marketplace and offline retail stores, Nykaa has become a one-stop destination for customers.

Unique Strength :

- .strong digital-first presence with an engaging e-commerce platform and app
- . Blend of affordable to luxury offerings
- .Consistent focus on trust, authenticity, and customer experience

Nykaa

N



PROPOSED INFLUENCERS(Beauty & Personal Care Brand)



1. Komal Pandey (@komalpandeyofficial)

Followers: 2M+ (Instagram), strong YouTube presence

Demographics: Mostly Indian women aged 18–30, urban areas, fashion-conscious audience

Engagement Rate: ~3–4% on Instagram

Rationale: Known for bold fashion and beauty content. Her unique styling aligns with Nykaa's goal of promoting self-expression and confidence.



2. Shreya Jain (@shreyajain26)

Followers: 700K+ (Instagram), 750K+ (YouTube)

Demographics: Women aged 18–35 interested in makeup tutorials, reviews, and affordable beauty

Engagement Rate: ~4–5% on Instagram and YouTube

Rationale: One of India's top beauty influencers, she creates honest product reviews and tutorials, which increases trust and brand credibility.

3. Sejal Kumar (@sejalkumar1195)



Followers: 850K+ (Instagram), 1.3M+ (YouTube)

Demographics: Young audience (16–30), mix of fashion, lifestyle, and beauty lovers

Engagement Rate: ~3%

Rationale: Relatable content creator blending beauty with everyday lifestyle. Great for reaching college and young working professionals.

4. Santoshi Shetty (@santoshishetty)



Followers: 750K+ (Instagram)

Demographics: Fashion-forward women aged 20–35 in metro cities

Engagement Rate: ~2.5%

Rationale: High-end fashion and beauty appeal. Perfect for Nykaa Luxe products targeting premium customers.

5. Malvika Sitlani (@malvikasitlaniofficial)



Followers: 600K+ (Instagram), 750K+ (YouTube)

Demographics: Beauty enthusiasts aged 18–32

Engagement Rate: ~3–4%

Rationale: Strong presence in beauty tutorials and product trials. Trusted beauty creator with a loyal fanbase

Audience Demographic and Engagement Rate

Age Group : *18-35 years*

Gender : *75 - 80% Female*

Location : *WorldWide*

Conclusion

Nykaa's young, beauty-conscious audience makes influencer collaborations a powerful strategy to boost visibility, trust, and engagement. Partnering with top beauty and lifestyle influencers helps Nykaa strengthen its market position, drives sales, and connect authentically with its target customers.

Thank you

Done by: Gagana Raj PG
(digital marketing intern)