

# Content Marketing Strategy for Mamaearth

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## 1. Brand Overview

- Brand Name: Mamaearth
- Industry: Skincare, Haircare, Personal Wellness
- Mission: To provide safe, natural, and eco-friendly products made with love and backed by science.
- Tone of Voice: Warm, caring, trustworthy, family-focused

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## 2. Target Audience

Segment	Description	Age Group	Interests
Moms & Families	Core users seeking natural care products	25-45	Parenting, skincare, eco-living
Gen Z & Millennials	Conscious youth exploring clean beauty	18-30	Self-care, social trends, natural lifestyle
Men (growing niche)	Men’s grooming and wellness	22-35	Beard care, hair care, minimalist skincare

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## 3. Content Marketing Goals

- Build brand trust through education and storytelling
- Drive traffic to Mamaearth’s D2C website and marketplaces
- Increase customer retention via helpful content
- Grow engagement across Instagram, YouTube, and Blog

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## 4. Content Pillars & Blog Topics

### **\*\*Content Pillars\*\***

1. Ingredient Education
2. Parenting & Family Wellness
3. Sustainability & Green Living
4. Customer Stories & Testimonials

### **\*\*Blog Topics\*\***

- Benefits of Onion Oil for Hair Fall Control
- Baby Skincare Tips for New Moms
- How Mamaearth Plants a Tree for Every Order
- Real Moms Share Their Skincare Journey with Mamaearth
- Why Ubtan Is Making a Comeback in Modern Skincare
- Toxin-Free Products for Kids: What to Look For

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### **5. Promotion Channels**

Channel	Purpose	Frequency
Instagram	Reels, testimonials, user-generated content	Daily
YouTube	Tutorials, founder story, customer stories	Weekly
Email	Product launches, skincare guides	Weekly
Blog	SEO-driven education	2x/Weekly
Facebook	Community content, live sessions	3x/Weekly
Pinterest	DIY skincare pins, visual wellness boards	2x/Weekly

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### **6. Weekly Content Calendar (Example)**

Day	Platform	Type	Topic	Goal
Mon	Blog	Article	Benefits of Onion Oil	SEO Traffic

Tue	Instagram	Reel	Baby wash routine	Engagement
Wed	YouTube	Video	Founder talks sustainability	Brand Trust
Thu	Email	NewsLetter	Summer Skincare Essentials	Retention
Fri	Instagram	Carousel	5 Toxin-Free Skincare Habits	Education
Sat	Pinterest	Infographic	Ayurvedic Ingredients in Modern Care	Awareness
Sun	Blog	Article	Real Moms Talk About Skincare	Inspire + SEO

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## 7. KPIs to Track

- Blog traffic
- Email conversions
- YouTube watch time
- Instagram engagement
- UGC shares
- Repeat purchases

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## 8. Tools Mamaearth Can Use

- SEO: SEMrush, Ubersuggest
- Design: Canva Pro
- Analytics: Google Analytics
- Email: Mailchimp or Klaviyo
- Planning: Notion, Trello

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## 9. Conclusion

Mamaearth's strategy should focus on combining education + emotion, leveraging their natural positioning to build a loyal, health-conscious audience. Consistency, storytelling, and trust will drive long-term growth.