

# Comprehensive Digital Marketing Project Work Lakme



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

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

### **Mission/Values:Lakme Mission Statement**

**"An Ally To The Classic Indian Woman, Lakme Inspires Her To Express The Unique Beauty And Sensuality Within Enabling Her To Realize The Potency Of Her Beauty."**

**USP:SWOT Analysis of Lakme with USP, Competition, STP (Segmentation, Targeting, Positioning) - Marketing Analysis. ... The brandguide table above concludes the Lakme SWOT analysis along with its marketing and brand parameters. ... The BrandGuide section covers SWOT Analysis, USP, STP**  
**Read more on Brainly.in - <https://brainly.in/question/9028619#readmore>**

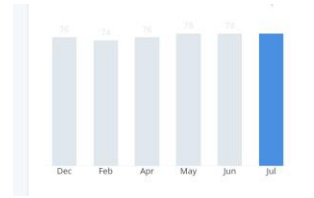
## **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

- **Analyze Brand Messaging :** Branding is part of the survival of any business on the market. Every company must know what it will communicate to its audience since this will shape people's perceptions of the company.
- The effort to develop and implement a communication pattern is called brand messaging, and it can create a standardized way of conveying the brand's values to the public.
- **Examine the brand's tagline:** Later it became a unique company as it goes by its tagline 'Lakme Reinvent' after it has been acquired by Hindustan Unilever, 'On Top of the World' which now continuously innovates and offers a wide variety of cosmetics of the world class, skincare product, and beauty salons to the customers around the world.

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

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

**Competitor 1: Lakme's CEO, Pushkaraj Shenai, has 34 employee ratings and a score of 78/100, placing them in the Top 10% of similar size companies on Comparably with 10,000+ Employees.**



**Competitor 2: Working at Lakme is rated average by 46 employees, across various culture dimensions. Lakme employees are most satisfied about CEO Rating, Environment, and Professional Development categories, putting Lakme's culture in the Top 30% compared to similar sized companies on Comparably. See below in detail how working at Lakme was rated by employees.**

**Competitor 3: 4 Employees rate Lakme's Diversity Score a 64/100, which ranks it 3rd against its competitors, below Revlon. The Diversity Score tracks how positively diverse employees rate their experience at Lakme.**

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

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

Lakme was the first major beauty brand in India and takes pride in being the expert on Indian Beauty for over 50 years. It is complete beauty brand spanning colour, cosmetics, skin care and hair styling products and extending to beauty services through the network of Lakme beauty salons. Its bond with beauty and fashion is manifested through the Lakme fashion week, which is now the largest fashion event of its kind in the country. Lakme has footprint over 1200 assisted sales outlets

## Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

## Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

[Content Calendar Example](#) (Try creating a table for the month of July)



## Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

Lakme offers products and services stemming from a true understanding of the needs of Indian women. More than 300 Lakmé brand items are used by professional hair artists in salons as well as individuals in the domestic and international markets.





## 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 Responding to competitor's pricing

Differentiated pricing

Price• Maybelline Colossal : Rs 175• Lakme Eyeconic : Rs 199● Loreal Kajal Magique : Rs 245

Format 2 Differentiated pricing

Price• Maybelline Colossal : Rs 175• Lakme Eyeconic : Rs 199● Loreal Kajal Magique : Rs 245

Product Price 20g Dispensing Brush80030g Platinum Jar 1000 50g Platinum Jar1200

Format 3 Single segment concentration ABSOLUTE RANGES Single segment concentration

Nail Enamel : Rs. 200-400 (100% more) Eye products: Rs. 450

Lip products: Rs. 500-900 (150% more

) Skin Products: Rs.400-1200(150% more)

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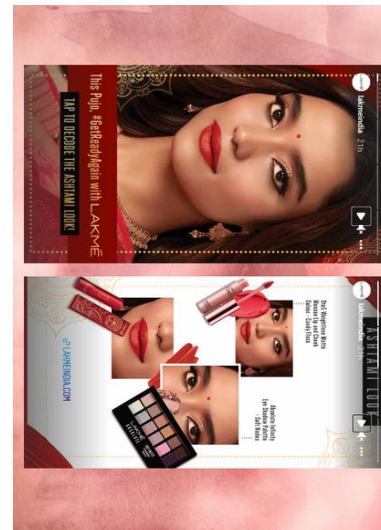
# Instagram Story

Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

### **Note:**

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

Great marketing is not just about promoting products or services but also providing valuable content on the table to your audience. Engage your audiences in guiding them about new looks or best skincare.



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

# Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic



## **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 Campaigns over Social Media:**

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

The brand is also active on YouTube and Pinterest. It has more than 14,000 followers, with total video views of more than 82 lakhs, which is a respectable number in its own right. While many of its videos have not crossed a 1 lakh view count, some of them have recorded way beyond that. For explan

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**For every campaign clearly define:**

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

Lakmé Salon launched a first-of-its-kind Lakmé Studio in Delhi which offers ultra-premium beauty services. Lakme Studio has tied up with Nail Spa that uses the latest nail technology from the US to bring a bouquet of services like nail extensions and nail art.

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

### **Email Ad Campaigns**

#### **Ad Campaigns for email marketing:**

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

To make Lakmé stand out from other beauty brands, we worked with its fashion legacy and created a world of beauty, where fashion claims pride of place Lakmé apologise for their indulgence in the way they look. No guilt trips, no justifications. This has given birth to our philosophy - [support@lakmeindia.com](mailto:support@lakmeindia.com)

# Email Ad Campaign 1 - Brand Awareness

(insert emailer image)

These include products for the lips, nails, eyes, face and skin and services like the lakme beauty salons about LAKME

## LAKME PRODUCTS

- Colours- From the spicy shades to the flattering look, Lakme offers a range of products in the face, lips, eyes and nail segment for the beauty aficionados.
- Face- Lakme Daily Wear Souffle, Lakme Perfecting liquid Foundation, Lakme Radiance Compact, Lakme Flawless Matte Complexion Compact.



- Lips- Lakme Enrich Lipcolour – Perfecting Definition Lip Pencil – Starshine Lipgloss – Glosses in lustrous shades available in 14 shades
- Eyes- From dramatic to natural look – a wide range of products are on offer to create the perfect eyes.
  1. Lakme Kajal
  2. Lakme Insta Eyeliner eyelids
  3. Lakme Shimmer Eye Cube
- Nails- True Wear Nail Enamel with lacquer like finish. Contains resins and silicone with colour lock technology that gives brilliant long lasting shine.

## Email Ad Campaign 2 - Lead Generation

(insert emailer image)

Lakme is one of the leading cosmetic brands in India with its headquarters in Mumbai. The brand was established in the year 1952. The story behind the establishment of this brand is an interesting one. It is believed that Pandit Jawaharlal Nehru, concerned with the fact that Indian women were spending a lot of money on imported cosmetics, invited the industrialist JRD Tata to start a cosmetic brand. Lakme started as a 100% subsidiary of Tata Oil Mills. In 1996,



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

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

Looking gorgeous and feeling beautiful seem to be the mantra that Lakmé follows on social media. The content it shares and the design of it talks not only about its products, fashion shows, and contests, but also about the little steps a woman (or a girl) can take to look gorgeous and be the object of much-coveted desire, as the brand sees it to be



## **LAKME PRODUCTS LIST**



## **LAKME TYPES OF MAKEUP PRODUCTS NAMES**

### **STEP BY STEP**

- ➔ **CLEANSER**
- ➔ **TONER**
- ➔ **MOISTURIZER**
- ➔ **PRIMER**
- ➔ **FOUNDATION**
- ➔ **COMPACT POWDER**



LAKMÉ  
CLEANSING MILK

LAKMÉ  
9to5

CC  
COMPLEXION  
CARE CREAM

BEIGE

ALL IN 1  
INSTANT SKIN REPAIR  
SPF 30 PA++

LAKMÉ

Invisible Finish  
Foundation  
SPF 8\*



