**Content Marketing Strategy  
for  
NIVEA**

Submitted as part of CODTECH Internship  
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# 1. Brand Overview

Nivea is a global skincare brand known for its trusted and accessible skincare products. With a wide portfolio including moisturizers, sunscreens, and lip balms, Nivea caters to diverse age groups and skin types.

# 2. Target Audience

Demographics:  
- Age: 18–45  
- Gender: Primarily women  
- Location: Urban India  
- Income: Middle to upper-middle class  
  
Psychographics:  
- Values skincare and beauty  
- Interested in personal grooming  
- Prefers affordable but effective products

# 3. Goals of the Content Strategy

- Increase brand awareness and engagement on social media  
- Educate audience on proper skincare routines  
- Promote specific products (e.g., sunscreen, lip balm)

# 4. Blog Topics

- 5 Skincare Mistakes You Didn’t Know You’re Making  
- Why SPF is Your Best Friend – Even Indoors  
- Morning vs. Night Skincare Routine: What’s the Difference?  
- Top Nivea Products for Glowing Summer Skin  
- How to Choose the Right Moisturizer for Your Skin Type

# 5. Promotion Channels

- Social Media: Instagram, YouTube Shorts, Facebook  
- Email Marketing: Weekly skincare tips  
- Influencer Collaborations: Skincare creators and dermatologists  
- SEO & Blog Integration: Website blog for organic traffic

# 6. Content Formats

- Blogs  
- Reels & Short Videos  
- Carousel Posts  
- Infographics  
- User-Generated Content

# 7. Performance Metrics

- Blog traffic  
- Engagement rate on posts  
- Follower growth  
- Conversion rate (clicks to Nivea product pages)