

COMPREHENSIVE PROJECT WORK

DIGITAL MARKETING

PROJECT BY:

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BIO VEDA ACTION RESEARCH
PVT.LTD



ABOUT THE COMPANY

A combination of the 5,000-year-old science of Ayurveda and 21st-century biotechnology. A dream that has today become a global reality. We are synonymous with serious skin and hair care developed from Ayurveda, the principal medical tradition in India for over 5000 years

HISTORY

Biotique established in 1992 by Vinita Jain. Biotique has become a popular organic beauty brand in India and globally. It is a beauty brand has been conceptualized to harness the wisdom of Ayurveda for your wellness. Amalgamating 5000 year old Ayurveda with modern age biotechnology.

. Then, 5000 years ago, Aryan sages in India searched within the vast resources of nature to extend this ephemeral existence. Biotique products are based on the authentic Ayurveda recipes, taken from the ancient and original Veda texts, passed down from generation to generation, to our Founder Vinita Jain.



Biotique is an Indian company of Health and Beauty. The company headquarter is in Uttar Pradesh, India. It is the Best Ayurvedic Products Online at Biotique. Biotique is the science of life; the Sanskrit words 'Ayur' means 'life' and 'veda' means science or knowledge. Ayurveda is the time-tested, natural medicinal system that treats the total individual, promoting prevention as well as cure, for a healthy mind, body, spirit and senses.

Skin: Biotique offers a wide range of skin products. It concerns Acne Treatment, Tan Removal, Dryness, Uneven Skin Tone, Dark Circles, Personal Hygiene, Sun Protection and many more.

. Hair: Biotique deliver hair products and concerns about hairfall & thinning, color protection, oily scalp, dryness & damage and many more.

Body: Biotique offers a wide range of body products in all over the world. It concerns about Dryness, Body-De-Tox & De- Stress Refreshing, Uneven Skin Tone, Lightening and Brightening.

VISION

UNLEASH YOUR INNER BEAUTY EMBRACE
YOUR POWER TO BEAUTY

MISSION

BIOTIQUE MISSION IS TO SATISFY THE DIVERSE
BEAUTY NEEDS OF CUSTOMERS AND CULTURES WHO
SEEK NATURAL BEAUTY PRODUCTS THAT ARE AS
EFFECTIVE AS THEY ARE ENVIRONMENTALLY
RESPONSIBLE.

VALUES

Brave

We continuously challenge ourselves to be Brave – to think more innovatively, to act more boldly, to be world-class. We as Brave people have aimed high and loved to win. We speak up if something is wrong.

Trustworthy

We demonstrate that we are Trustworthy people, who are professional, skilful and reliable. People can trust us. We keep our promises. We deliver.

Inspiring

We inspire. We are passionate and burn with a desire to succeed. We innovate continuously. We Inspire consumers, customers, partners and each other.

1. SKIN

- Facewash
- Cleansers
- Moisturisers
- Facial kits

2. HAIR

- Shampoos & Conditioners
- Hair Oil
- Blended Masalas
- Chutney Powders

3. BODY

- Body Wash
- Soaps
- Lotions & Creams
- Tooth Paste

4. Baby & kits

- Massage Oil
- After bath
- Sun Care
- Hair Care

BIOTIQUE PROVIDES WIDE RANGE OF
AYURVEDIC PRODUCTS WHICH OFFERS
PRODUCTS LIKE SKIN CARE, HAIR CARE, BODY
CARE ETC.,



USP

Biotique has been positioned as a market leader in the wellness sector with the USP of the brand being ayurvedic products that are made from 100 percent naturally sourced ingredients. All our products are organically pure and preservative free, dermatologically tested for safety with no animal testing involved and have therapeutic properties. Biotique promotes a green lifestyle and is the only player in the Indian skincare market to have its own packing unit, enabling it to have organic and biodegradable packaging. The entire waste, which is organic, is treated before it goes back to the soil. It acts as manure and blends with the soil, making it completely biodegradable and organic.



BRAND MESSAGE:

Owing to the growing awareness about Ayurveda and influx of technology-driven beauty initiatives, biotechnology has become a buzzword. However, when Vinita Jain founded Biotique in 1992, it was a little known word in India and globally.

Despite having 5,000-year-old ancient ayurvedic heritage and ample of natural resources, Indians failed to recognize therapeutic plants as anything more than a "dadi ma ka nuskha". Today, India is among the top 12 biotech destinations in the world and ranks second in Asia, after China.

Valued at \$51 billion in FY18, the industry is expected to reach \$100 billion by FY25. Jain caught onto the worth of biotech early on. Her business acumen and passion about preserving the legacy of plant-based medication led to the creation of Biotique.

With the initial investment of INR 10 crore, Jain established an organization that represented ancient techniques passed on through generations mixed with contemporary science and beauty treatment. By the early 2000s, Biotique was a household name.

Unlike other beauty majors who are big on commercials, Jain steered clear of traditional advertising practices and built Biotique organically. Taking her legacy forward is Ishaan Jain, who is spearheading the brand's digital expansion and e-commerce presence.

CONSUME BEHAVIOUR

Understanding behavior of consumers a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy. According to Global Cosmetic Industry report he advanced education provided by brands about the products' ingredients and benefits have made today's consumer more aware of what they're putting on their bodies, and making them more willing to pay. Consumer behavior can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services."

lobal countries are taking to the traditional Indian herbal and ayurvedic applications for beauty solutions, Indian consumers are increasingly looking to international personal care brands as lifestyle enhancement products, in the belief that the association with and use of an international brand confers one with a sophisticated and upper class image.

Competitor Analysis

The following are the Major Competitors of BIOTIQUE Pvt. Ltd.:-



Lotus Herbals is India's leading natural cosmetics company. Combining ancient wisdom from the Vedas with 21st century technology, we offer a range of over 250 skin care, hair care, sun care and make-up products for the retail and professional markets. India is well known all over the world for her rich bounty of medicinal and therapeutic herbs and for the 5,000 year old science of Ayurveda that practices the application of these herbs effectively.



Nykaa sells [beauty](#), [wellness](#) and [fashion](#) products through its website, mobile app, - and over 100 physical stores.^[4] In 2020, it became the first Indian [unicorn startup](#) headed by a woman.^[5] Nykaa sells products which are manufactured in India as well as internationally. In 2015, the company expanded from online-only to an omnichannel model and began selling products apart from beauty



Natural ingredients nourish your skin and hair. When your skin and hair are happy, you bloom. We create innovative products and strive to create value for our customers to spread more happiness, confidence, and make the world bloom. Maximize value for customers by delivering high-quality products and a healthy environment

MARKETING STRATEGY

Ecofriendly is one of the main aspects which are mandatorily maintained in all the products manufactured so far in all the herbal products made by Biotique pvt ltd . So, the main market strategy is to deliver the consumers with the instant herbal products having the skin safety

Brand positioning: Clearly define Biotique's unique selling points, such as natural ingredients, sustainable practices, and cruelty-free products, to differentiate the brand from competitors.

Target audience: Identify the specific demographics and psychographics of the ideal customers for Biotique products. This will help tailor marketing messages to resonate with their needs and preferences.

Online presence: Enhance Biotique's digital footprint with an attractive and user-friendly website, engaging social media channels, and a well-optimized e-commerce platform to reach a wider audience.

Content marketing: Create informative and valuable content, such as blog posts, videos, and tutorials, to establish Biotique as an authority in the natural beauty and wellness industry.

MARKETING STRATEGY(CONTD.)

- Influencer partnerships: Collaborate with influencers and beauty experts who align with Biotique's values to promote the brand and its products.
 - Promotions and offers: Run occasional discounts, loyalty programs, and referral incentives to attract new customers and retain existing ones.
 - Product sampling: Provide free samples or trial sizes to potential customers to encourage them to experience the effectiveness of Biotique's products.
 - Customer reviews and testimonials: Encourage satisfied customers to share their positive experiences with Biotique products, building trust and credibility among potential buyers.
 - Packaging and design: Invest in appealing and eco-friendly packaging that reflects the brand's commitment to nature and sustainability.
 - Collaborations and events: Partner with relevant organizations or participate in beauty and wellness events to increase brand visibility and connect with the target audience directly.
 - Email marketing: Utilize email campaigns to keep customers informed about new product launches, promotions, and special offers.
 - Public relations: Engage with media outlets and industry influencers to gain positive coverage and mentions, raising awareness of Biotique's brand and products.
- Remember to monitor the effectiveness of each marketing initiative and adapt the strategy as needed to maximize results and stay ahead in the competitive beauty and wellness market.

DIGITAL MARKETING CAMPAIGN

Define objectives: Determine the campaign's specific goals, such as increasing brand awareness, driving website traffic, or boosting product sales.

Target audience: Identify your target audience, considering factors like demographics, interests, and online behavior. This will help tailor your content and ads accordingly.

Content strategy: Develop valuable and engaging content related to Biotique's products, benefits, and natural ingredients. This could include blog posts, videos, infographics, and user-generated content.

Social media presence: Establish and maintain active profiles on relevant social media platforms like Facebook, Instagram, and Twitter. Share content regularly and interact with followers to build a strong online community.

Influencer marketing: Collaborate with influencers and beauty bloggers who align with Biotique's brand ethos to promote your products and reach a wider audience.



Email marketing: Build an email list and send out newsletters with exclusive offers, product updates, and helpful skincare tips.

Search engine optimization (SEO): Optimize your website and content to rank higher in search engine results for relevant keywords related to Biotique products.

Paid advertising: Use platforms like Google Ads and social media ads to target specific demographics and increase visibility.

User reviews and testimonials: Encourage satisfied customers to leave reviews and testimonials, as positive feedback can boost credibility and attract new customers.

Measure and analyze: Regularly track the campaign's performance using analytics tools to evaluate its success and make necessary adjustments for continuous improvement.

DESIGN/VIDEO EDITING



BRAND AWARENESS

Biotique is an Indian beauty and wellness brand that offers a range of natural and ayurvedic products. They are known for their skincare, haircare, and body care products, which are formulated using traditional herbal ingredients.

Regarding brand awareness, Biotique has a considerable presence in India and some other countries. They have been actively promoting their products through various marketing campaigns and social media platforms to reach a wider audience. However, I don't have access to real-time data, so I recommend checking more recent sources to get the most up-to-date information on Biotique's current brand awareness status.

LEAD GENERATION



In the **world of digital marketing service**, lead generation company can serve as your first step to get closer to the customer, based on the interest or inquiry of the products/services shown by them

Leads generation, being the first step in bringing customers to the company, is why it is paid great attention. The team helps in generating leads for the company to get more customers and the CRM team will convert those leads into customers.

The campaigns used for generating leads are conceptualised by our team who implements them to gain validated leads. The qualified leads are then delivered to the clients or their marketing/sales manager through emails.

SEO AUDIT REPORT

Website Audit Report

On-Page Score: 98.17%

Performance: 81%

Accessibility: 44%

SEO: 73%

Best Practices: 92%

Internal Links: 24

External Links: 6

Number of Images: 11

Images Size: 127065

Scripts: 9

Scripts Size: 250519

Plain Text Size: 2303

Plain Text Rate: 0.07

Plain Text Word Count: 392

Automated Readability Index: 8.06

Coleman Liau Readability Index: 9.91

Dale Chail Readability Index: 7.97

Flesch Kincaid Readability Index: 53.69

Smog Readability Index: 17.88

Description to Content Consistency: 0.55

Title to Content Consistency: 1

Meta Keywords to Content Consistency: 0.33

Duplicate Title
Duplicate title tags are bad for SEO. They confuse search engines and make it harder to rank for specific keywords.

Duplicate Description
Duplicate meta descriptions are bad for SEO. They confuse search engines and make it harder to rank for specific keywords.

Duplicate Content
Duplicate content is bad for SEO. It confuses search engines and makes it harder to rank for specific keywords.

Size
The size of your page is too large. This can negatively impact your page load speed and user experience.

Cache Control
Your page does not have a cache control header. This can negatively impact your page load speed and user experience.

Canonical
Your page does not have a canonical tag. This can negatively impact your page load speed and user experience.

No H1 Tag
Your page does not have an H1 tag. This can negatively impact your page load speed and user experience.

HTTPS to HTTP Links
Your page has links to HTTP pages. This can negatively impact your page load speed and user experience.

Is 4xx Code
Your page has a 4xx status code. This can negatively impact your page load speed and user experience.

Is 5xx Code
Your page has a 5xx status code. This can negatively impact your page load speed and user experience.

Is Broken
Your page has broken links. This can negatively impact your page load speed and user experience.

Low Content Rate
Your page has a low content rate. This can negatively impact your page load speed and user experience.

Has Render Blocking Resources
Your page has render blocking resources. This can negatively impact your page load speed and user experience.

Low Readability Rate
Your page has a low readability rate. This can negatively impact your page load speed and user experience.

Title Too Long
Your page has a title that is too long. This can negatively impact your page load speed and user experience.

No Image Alt
Your page has images without alt tags. This can negatively impact your page load speed and user experience.

No Favicon
Your page does not have a favicon. This can negatively impact your page load speed and user experience.

Recursive Canonical
Your page has a recursive canonical tag. This can negatively impact your page load speed and user experience.

Is Orphan Page
Your page is an orphan page. This can negatively impact your page load speed and user experience.

Web Server
Server information is the information about the software that is running on the server. This can be used to determine the technology stack of a website.

Title
The title tag is an HTML tag that is used to define the title of a webpage. This tag is displayed in the search results and is used by search engines to determine the topic of a page.

Description
The description tag is an HTML tag that is used to define the description of a webpage. This tag is displayed in the search results and is used by search engines to determine the topic of a page.

Canonical
The canonical tag is an HTML tag that is used to define the canonical URL of a webpage. This tag is used by search engines to determine the canonical URL of a page.

Keyword Research

Volume

6.6K 🇮🇳

Keyword Difficulty

54% 

Difficult

You will need to have 5 referring domains and optimized content to compete here.

Global Volume

7.4K

🇮🇳 IN		6.6K
🇺🇸 US		210
🇬🇧 UK		70
🇨🇦 CA		50
🇦🇺 AU		20
🇧🇪 BE		20
Other		440

Intent

Navigational

CPC

\$0.05

Competitive Density

0.20

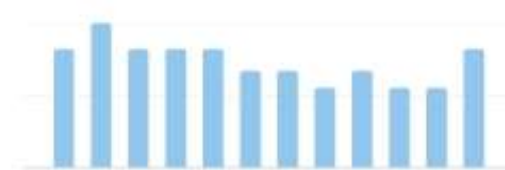
PLA

0

Ads

0






Trend



Keyword ideas

Keyword Variations

651 Total volume: **13.2K**

Keywords	Volume	KD %
mtr foods	6.6K	54 
mtr foods pvt ltd	1.0K	53 
mtr instant food	480	30 
mtr foods private limited	390	48 
mtr foods share price	320	36 

[View all 651 keywords](#)

Questions

19 Total volume: **30**

Keywords	Volume	KD %
is mtr ready to eat food healthy	30	n/a 
are mtr food packets available in stockholm	0	n/a 
can we order from mtr foods	0	n/a 
can we take mtr food in interbation flight	0	n/a 
how does mtr foods manufacture	0	n/a 

[View all 19 keywords](#)

Related Keywords

61 Total volume: **136.0K**

Keywords	Volume
mtr	90.5K
mtr products	1.3K
m t r	140
mtr food products	260
mtr foods pvt ltd	1.0K

[View all 61 keywords](#)

CONCLUSION

Digital marketing has become a crucial aspect for boutiques and businesses of all sizes. It allows boutiques to reach a broader audience, build brand awareness, and increase sales. By leveraging various digital channels such as social media, email marketing, search engine optimization (SEO), and online advertising, a boutique can effectively target and engage potential customers.

The success of digital marketing for a boutique depends on understanding their target audience, creating compelling and visually appealing content, and implementing an effective marketing strategy. Continuous analysis of data and metrics can help refine marketing efforts and optimize campaigns for better results.

Overall, embracing digital marketing can significantly enhance the visibility and growth of a boutique in today's digital age.

A misty forest landscape with dense green trees and a hazy background. The scene is captured in a soft, ethereal light, with the fog or mist partially obscuring the distant hills and trees, creating a sense of depth and tranquility. The foreground is filled with lush, dark green foliage, while the background fades into a pale, hazy sky.

THANK YOU