

PROJECT WORK

PRESENTATION

ON

DIGITAL MARKETING

BY

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COMPREHENSIVE DIGITAL MARKETING FOR PLUM GOODNESS

Plum Goodness's digital marketing strategy focuses on clean beauty, transparency, and building community through social media, content creation, and influencer marketing, aiming to establish the brand as a thought leader and attract organic traffic.

Here's a breakdown of their key digital marketing tactics

1. Content Marketing & Thought Leadership

Clean Beauty Focus

Plum Goodness emphasizes "clean beauty" and transparency, openly discussing ingredients, manufacturing processes, and potential side effects through blog posts, articles, and videos.

Educational Content

They create informative content that educates consumers about skincare for various purposes, positioning Plum products as effective solutions.

"Talk Clean To Me" Campaign

This campaign highlights transparency and builds trust by openly discussing ingredients, manufacturing processes, and potential side effects.

2. Social Media Marketing:

Instagram Strategy

Plum Goodness has a strong Instagram presence (793K followers) with a mix of entertaining and promotional content.

Targeted Ads:

They use data-driven targeting on platforms like Instagram and Facebook to reach specific audiences based on skin type or concerns.

Visual Appeal:

Their ads are visually compelling, often featuring bold colors, clean designs, and simple messaging.

Plum Squad:

Plum has a content creator program, #PlumSquad, which aims to leverage a pool of budding creators to generate beauty vlogs, tutorials, and skincare routines.

3. SEO Strategy:

Keyword Focus:

Plum focuses on keywords related to clean beauty, natural ingredients, specific skincare concerns, and product benefits.

Website Optimization:

They make structural changes to their website to improve indexing and crawling, following Google's quality checks.

4. Email Marketing:

Solid Email Strategy: They have a strong email marketing strategy, with a good spam score and engaging subject lines.

Shopify Integration: They use Shopify as their main email marketing software.

Emojis: They use emojis effectively in their emails to increase engagement.

5. Influencer Marketing:

Collaborations: Plum collaborates with beauty bloggers and influencers to generate buzz and reach a wider audience.

Plum Squad: They also leverage influencer marketing through their #PlumSquad program.

6. Community Building:

Authentic Engagement: Plum focuses on building a community through authentic engagement and building trust with their customers.

Customer Reviews: They value customer reviews and use them as a source of feedback.

BRAND STUDY COMPETITORS ANALYSIS AND BUYERS/ AUDIENCES PERSON

To conduct a brand study involving competitor analysis and buyer audience personas, first identify your competitors and their strategies, then analyze their strengths and weaknesses, and finally, create detailed buyer personas based on your target audience's demographics, behaviors, and needs. Here's a more detailed breakdown:

1. Competitor Analysis:

Identify Competitors:

Determine who your direct and indirect competitors are, focusing on those offering similar products or services to the same or similar target audiences.

Analyze Their Strategies:

Product/Service: Examine their offerings, features, and value propositions.

Pricing: Research their pricing models, promotions, and discounts.

Promotion: Study their marketing channels, messaging, and advertising campaigns.

Place: Understand their distribution channels and where they sell their products or services.

Customer Journey: Analyze their customer journey, including online presence, customer service