

Search Engine Marketing Project

E-commerce (Makeup products)

1) Keyword Research using Keyword Planner with Average Bid Value

Keyword	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
makeup products	10K – 100K	High	₹ 2.49	₹ 29.88
makeup kit	100K – 1M	High	₹ 1.31	₹ 13.72
best makeup product	1K – 10K	High	₹ 7.14	₹ 43.14
affordable makeup product	100 – 1K	High	₹ 5.59	₹ 43.51
best makeup kit	1K – 10K	High	₹ 0.85	₹ 20.65
makeup	100K – 1M	Medium	₹ 4.77	₹ 34.67
makeup bag	10K – 100K	High	₹ 1.14	₹ 17.62
makeup brushes	10K – 100K	High	₹ 1.24	₹ 15.41
airbrush makeup	10K – 100K	Medium	₹ 0.78	₹ 40.96
lipstick	100K – 1M	High	₹ 1.06	₹ 25.04
make up bag	1K – 10K	High	₹ 1.13	₹ 15.22
eyeliner	10K – 100K	High	₹ 1.52	₹ 41.16
best eyebrow pencil	1K – 10K	High	₹ 1.12	₹ 19.19
travel makeup bag	1K – 10K	High	₹ 1.13	₹ 16.07
organic makeup	100 – 1K	High	₹ 8.00	₹ 36.51
makeup box	10K – 100K	High	₹ 1.04	₹ 10.26
makeup case	100 – 1K	High	₹ 1.07	₹ 26.04
best makeup primer	1K – 10K	High	₹ 1.00	₹ 19.80
makeup brands	1K – 10K	Medium	₹ 5.11	₹ 34.26
best face foundation	1K – 10K	High	₹ 1.41	₹ 20.26
best waterproof foundation	100 – 1K	High	₹ 1.12	₹ 17.03
makeup products for beginners	100 – 1K	High	₹ 1.10	₹ 30.45
makeup online shopping	1K – 10K	High	₹ 11.16	₹ 56.88
cosmetics online shopping	1K – 10K	High	₹ 11.16	₹ 56.88
makeup kit online	100 – 1K	High	₹ 1.15	₹ 28.77
best website to buy makeup	10 – 100	High	₹ 21.70	₹ 59.90
best cosmetics online shopping	100 – 1K	Medium	₹ 23.65	₹ 87.59
best cosmetics online shopping website	10 – 100	Medium	₹ 16.61	₹ 56.32
best makeup online shopping	100 – 1K	Medium	₹ 23.65	₹ 87.59
cheap price makeup online	10 – 100	High	₹ 7.95	₹ 25.71
best makeup products online shopping	10 – 100	High	₹ 21.57	₹ 44.11
best makeup shopping sites	10 – 100	High	₹ 13.10	₹ 53.68
best sites to buy beauty products online	10 – 100	High	₹ 26.17	₹ 93.19
bridal makeup kit with price	100 – 1K	High	₹ 0.89	₹ 6.68

- Total number of keywords: 34
- Total average bid value: ₹26.38

2) Keyword Match Type

Broad Match:

- Makeup products
- Makeup
- Makeup bag
- Makeup brushes
- airbrush makeup
- lipstick
- eyeliner
- makeup brands
- organic makeup
- makeup box
- makeup case
- cosmetics online shopping

Phrase Match

- “makeup kit”
- “best makeup product”
- “affordable makeup product”
- “best makeup kit”
- “make up bag”
- “best eyebrow pencil”
- “travel makeup primer”
- “best makeup primer”
- “best face foundation”
- “best waterproof foundation”
- “makeup products for beginners”
- “makeup online shopping”
- “makeup kit online”
- “cheap price makeup online”
- “bridal makeup kit with price”

Exact Match

- [best website to buy makeup]
- [best cosmetics online shopping]
- [best cosmetics online shopping website]
- [best makeup online shopping]
- [best makeup products online shopping]

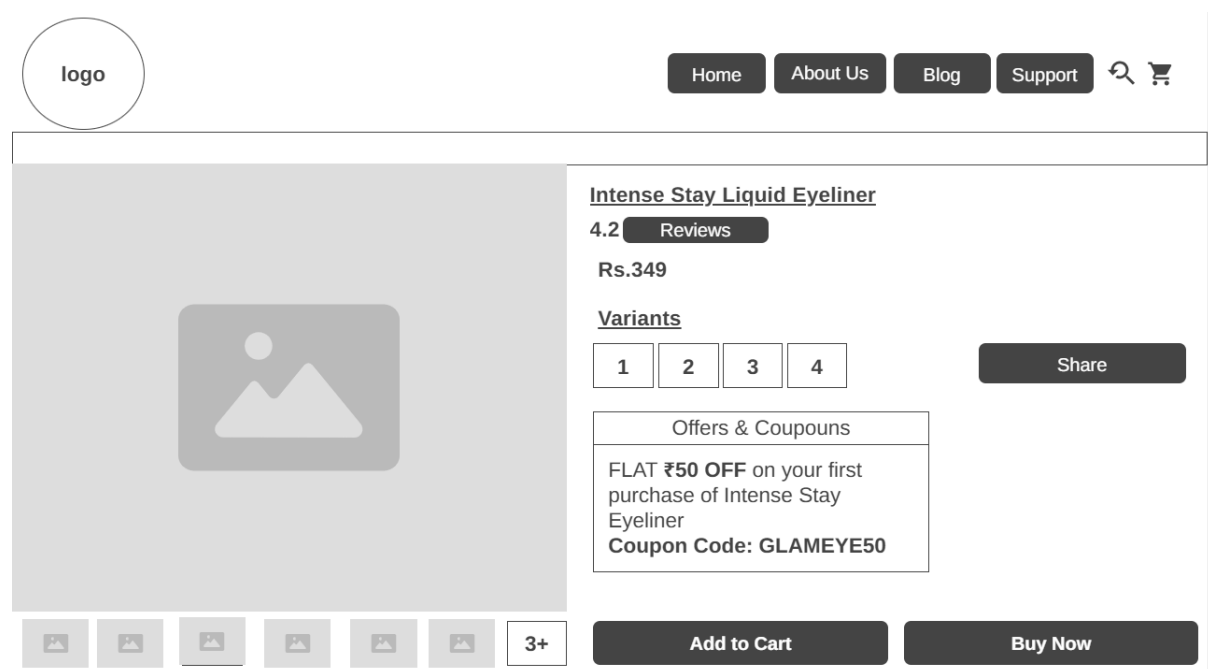
- [best makeup shopping sites]
- [best sites to buy beauty products online]

Negative Keyword

- Makeup kit for kids
- Makeup kit for men
- Used makeup kit
- Free makeup products
- Bargain makeup
- Expired makeup

3) Design Landing Page Wireframe

Soln: <https://wireframe.cc/UtEaiO>



Product Description

Enhance your eye makeup game with the Intense Stay Liquid Eyeliner from GlamEdge Cosmetics. Designed for precision and long-lasting wear, this eyeliner delivers rich pigment in a single stroke. Its quick-dry, waterproof formula ensures your look stays flawless all day without smudging or fading. Perfect for creating sharp wings or subtle lines, the fine-tip applicator offers complete control, making it ideal for both beginners and pros. Lightweight and gentle, it's suitable for all skin types. Key Features: Highly Pigmented: Bold, rich color in one stroke

Key Features:

- Highly Pigmented: Bold, rich color in one stroke
- Waterproof & Smudge-Proof: All-day wear without touch-ups
- Precision Tip: Easy application for defined lines
- Quick-Drying: No mess, no wait
- Skin Friendly: Suitable for all skin types

Customer Reviews

Nikita H

★★★★☆

Nice product



Pooja K

★★★★☆

Good product



58

You May Also Like

₹299	₹399	₹249

4) Google Ad Simulation

Overview

Campaign name	Sales-Makeup product
Campaign type	Performance Max
Goal	Page views

Bidding

Bidding	Maximize conversions
Customer acquisition	Bid equally for new and existing customers

Campaign settings

Locations	India
Languages	English, Hindi and 8 more

Signals

Search themes	lipstick, eyeliner, organic makeup, makeup kit, and 21 more
Audience	Other signals

Asset group

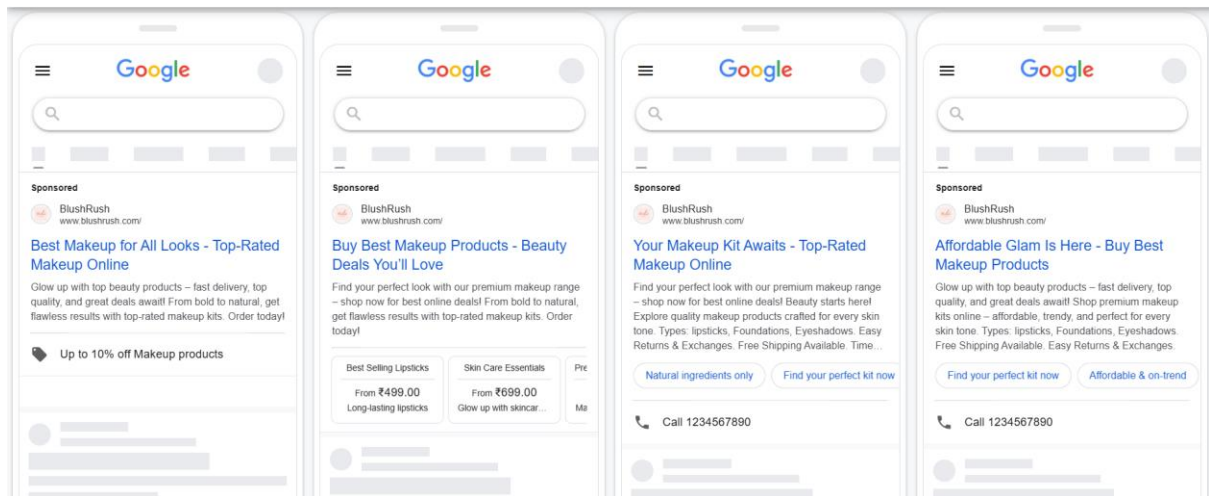
Asset group name	Asset Group 1
Assets	20 images, 2 logos, 11 headlines, 5 long headlines, 5 descriptions, 3 sitelinks, 3 callouts, 1 structured snippet, 1 call, 1 lead form, 1 price, and 1 promotion
Automatically created assets	Text (Customization, Final URL) and Video (Enhancement) enabled

Budget

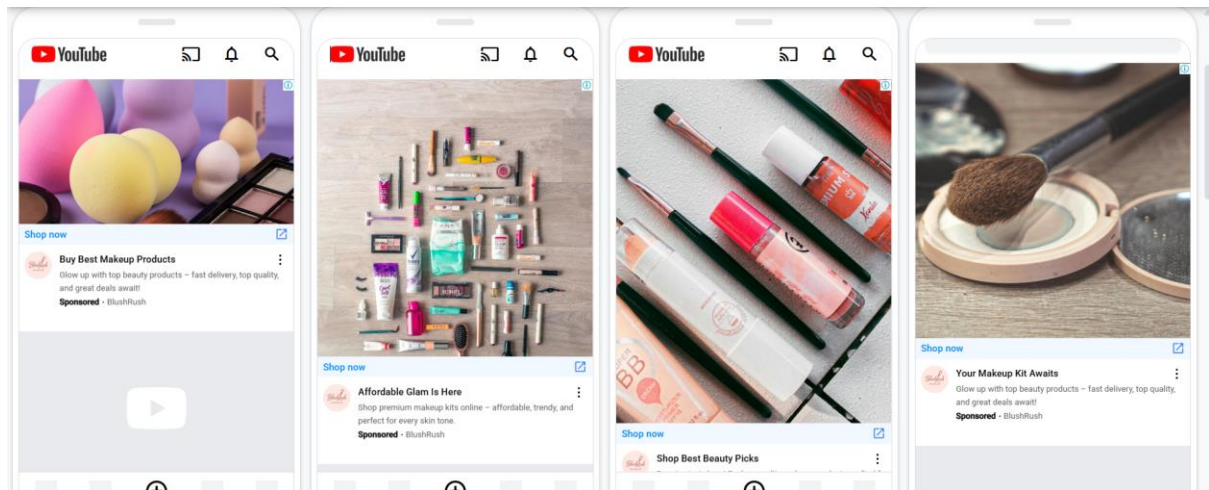
Budget	₹2,500.00/day
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[Publish campaign](#)

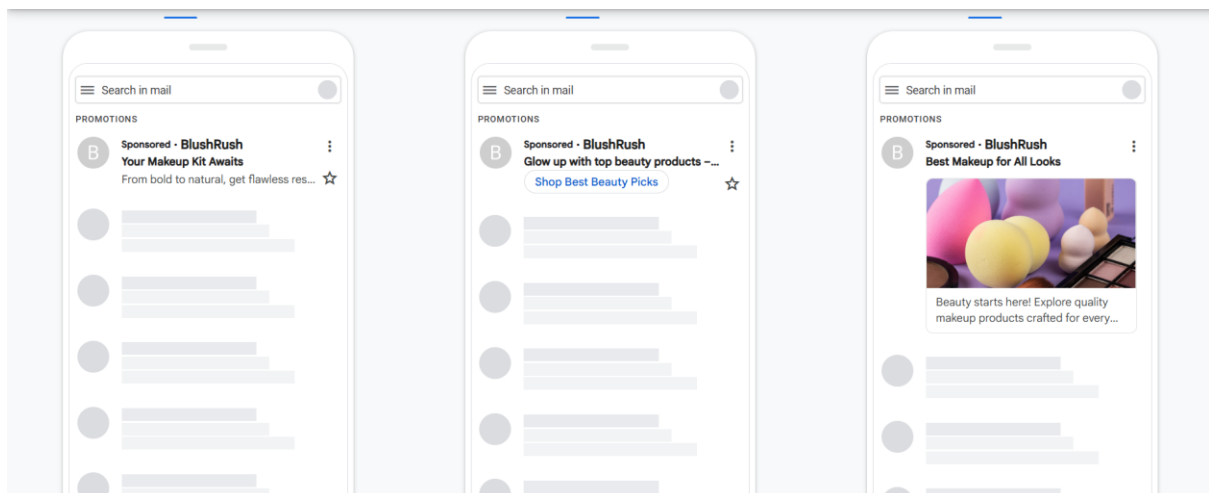
Google Search Preview Ads



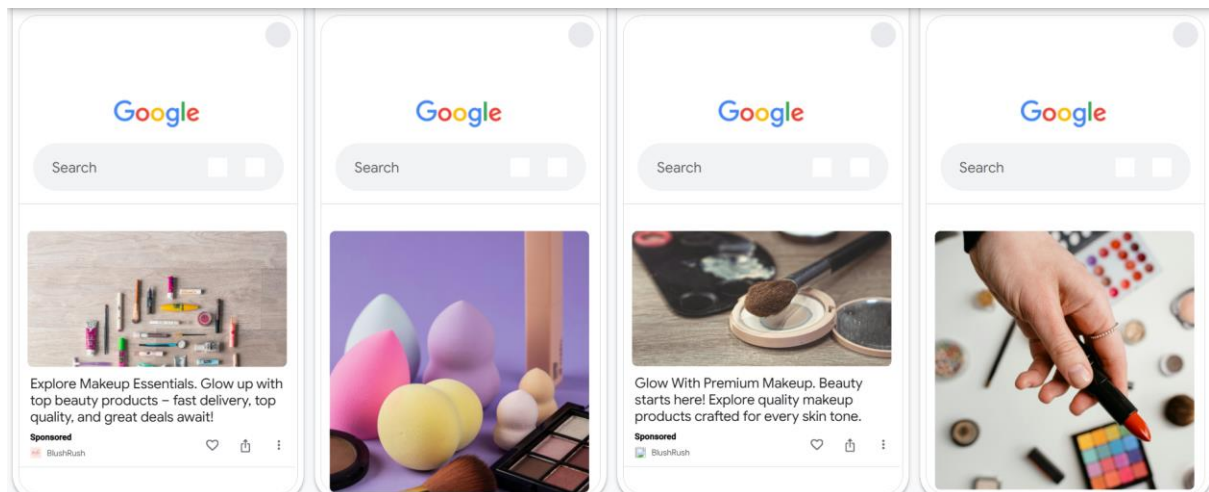
YouTube Preview Ads



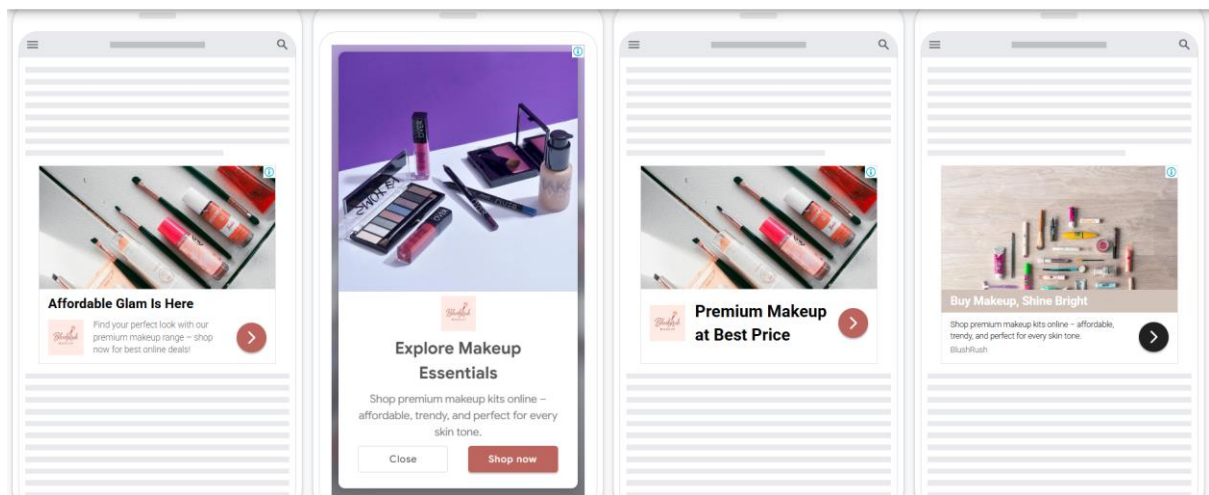
Gmail Preview Ads



Discover Preview Ads







Display Preview Ads





Social Media Marketing Project

Competitor Analysis

	Competitor 1 (SUGAR Cosmetics)
Website URL	https://www.sugarcosmetics.com/
FB Page Name	SUGAR Cosmetics
FB Page URL	https://www.facebook.com/trySUGAR
Likes	432K Likes
Followers	496k Followers
Profile Image	
Cover Image	
Posting Frequency	Daily posting
Hashtags	#TrySUGAR #SUGARCosmetics , #NewLaunch #NewLaunchAlert , #SUGARspotted , #makeupstory #makeup #makeuphack #beautyhacks #beauty #beautyobsessed
Content Marketing	SUGAR Cosmetics actively posts both pictures and videos. Their content includes product launch announcements, makeup tutorials, application tips, and product-focused reels. They consistently use relevant hashtags and keywords to increase reach and engagement.
Post Type	Both photos and videos
Avg Engagement	Posts typically receive 15–30 likes, 2–5 comments, and 2–5 shares. Some posts see higher engagement depending on the content.
User Name	SUGAR Cosmetics
Ads	They regularly run ad campaigns showcasing new product launches through promotional photos and reels to attract potential customers.

	Competitor 2 (Mars Cosmetics)
Website URL	marscosmetics.in
FB Page Name	MARS Cosmetics
FB Page URL	https://www.facebook.com/reachedmars/
Likes	11k Likes
Followers	14k Followers
Profile Image	
Cover Image	
Posting Frequency	Daily Posting
Hashtags	#MARSCosmetics #reachedMARS #Cosmetics #Beauty #Makeup #makeupideas #LoveForMakeup #WakeUpAndMakeup #makeuplover #newlaunch
Content Marketing	MARS Cosmetics creates educational content such as product application tutorials, along with promotional reels and photos for new product launches. They also collaborate with other brands to increase reach and engagement. They use proper hashtags and keywords.
Post Type	They post photos and videos(reels)
Avg Engagement	On average, their posts receive 4–6 likes, 1–2 comments, and 2–3 shares.
User Name	MARS Cosmetics
Ads	They run ads to promote newly launched and upcoming products, along with educational video reels to increase product awareness.

	Competitor 3 (Nykaa)
Website URL	www.Nykaa.com
FB Page Name	Nykaa
FB Page URL	https://www.facebook.com/profile.php?id=100044142710696
Likes	3.3M Likes
Followers	3.4M Followers
Profile Image	
Cover Image	
Posting Frequency	8 to 10 posts per month
Hashtags	#NykaaLuxeStories , #NykaaBeauty , #NowOnNykaa , #Nykaa , #NykaaXelf
Content Marketing	Nykaa's content is simple yet attractive. They primarily share pictures and videos aligned with current beauty and fashion trends. Their content includes visuals of trending styles, newly launched products, and campaign highlights, keeping their audience engaged. They use proper hashtags and keywords.
Post Type	Both Pictures and Videos
Avg Engagement	On average, each post receives around 30–35 likes, 8–10 comments, and 5–8 shares.
User Name	Nykaa
Ads	Nykaa runs daily ad campaigns focusing on their newly launched products and promotional offers to attract and engage potential customers

Target Audience Research for Paid Facebook and Instagram Ads

1) Demographic Targeting

Age:

- 18-50+ years

Gender:

- Primarily focusing on the Female
- Also targeting the all genders for gifting, inclusive beauty lines, or skincare.

Location:

- Our primary location will be urban centres with high online shopping activity like Mumbai, Delhi, Bangalore, Pune, Hyderabad, Chennai, and Kolkata. Our secondary location will be tier-2 cities with growing beauty demands.

Income:

- Middle income to Upper middle income groups

Audience Type:

- College students
- Beauty-conscious working women
- Working professionals
- Aspiring Influencers
- Bride to be and wedding guests
- Skincare/makeup beginners and enthusiasts
- Online beauty product shoppers

Buying Motivation:

- Affordable glam, daily essentials, luxury inspired looks
- Self-expression, beauty routine upgrade, festival/wedding prep
- Seeking safe, trending, or cruelty-free options

Client Value:

- Looking for quality, affordability, long-lasting products
- Trend-driven (viral products, influencer backed items)
- Interest in cruelty-free, vegan, paraben-free formulations

2) Interest Targeting

- Makeup, Skincare, Beauty products
- Lipsticks, Foundations, Eyeliner, Brushes
- Beauty influencers
- YouTube beauty tutorials, Makeup reels & shorts
- Fashion and Beauty magazines
- Online shopping and E-commerce deals
- Trending beauty content
- Natural and organic cosmetics
- Indian bridal makeup, festival looks
- Vegan and Cruelty-free beauty

3) Behavioural Targeting

Online behaviour:

- Active on Instagram reels and stories
- Follows beauty influencers and brand pages
- Watches or saves makeup tutorials and beauty product reviews
- Browses e-commerce apps like Nykaa, Myntra, Amazon, Flipkart
- Interacts with sponsored beauty posts and discount deals

Purchase Patterns:

- Responds well to limited-time offers, festival sales, and coupon codes
- Likely to buy on festive seasons
- Purchases based on influencer reviews or viral products
- Shows repeat interest in skincare-makeup combos or combos with free gifts.

Ad Copy Design



 BLUSHRUSH

Natural Skin Care

Say goodbye to harsh chemicals.
Embrace glowing skin with our natural skincare range.

<https://www.blushrush.com>

DISCOUNT
15% OFF

GET @
₹349

Shop Now

Facebook/ Instagram Brand Awareness Campaign

Campaign name

Makeup Product Awareness campaign

Create Template

Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categorise your ads

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

Buying type

Auction

Campaign objective



Awareness



Traffic



Engagement



Leads



App promotion



Sales

[Hide options](#) 

Campaign spending limit



Add campaign spending limit

✓ Awareness

Performance goal ⓘ

How you measure success for your ads.

Maximise number of impressions ▼

To help us improve delivery, we may survey a small section of your audience.

Facebook Page ⓘ

Choose the Page that you want to promote.

👤 StyleWay ▼



Bid control · Optional ⓘ

₹X.XX

INR

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest-volume bid strategy.

[Show more options ▼](#)

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow Broad

Estimated audience size: 335,500,000 - 394,700,000 ⓘ

Your criteria is currently set to allow Advantage detailed targeting. ⓘ

📈 Estimates do not include Advantage audience options and may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Results are unavailable. ⓘ

✓ Budget & schedule

Budget

Daily budget ▼

₹700.00

INR

You'll spend an average of ₹700.00 per day. Your maximum daily spend is ₹1,225.00 and your maximum weekly spend is ₹4,900.00.

[About daily budget](#)

Schedule

Start date

📅 23 April 2025

🕒 12:37 IST

End date



Set an end date



This schedule has been pre-set for you based on your last few ad set schedules.

30 days ▼

📅 23 May 2025

🕒 12:37 IST

Save audience



Audience name

Makeup Product

Audience controls

Location:

India: Delhi; Surat (+40 km) Gujarat; Kerala; Mumbai (+40 km) Maharashtra; Mangalore, Karnataka (+2 km), Hubli (+40 km) Karnataka; Cuttack, Orissa (+40 km) Odisha; Jaipur (+40 km) Rajasthan; Chennai (+40 km) Tamil Nadu; Bhopal (+40 km) Madhya Pradesh; Lucknow City (+2 km) ; Hyderabad (+40 km) Telangana

Optimise locations:

On

Minimum age:

18

Audience suggestion

Gender:

Female

People who match:

Interests: Cosmetics (personal care), Beauty salons (cosmetics), Skin care (cosmetics), Natural skin care (cosmetics), Facial (cosmetics), Beautiful Skin (band), Beauty (social concept), Spas (personal care), Online shopping (retail), Beauty Shop, Beauty Brands

Cancel

Save

Audience suggestion

Gender:

Female

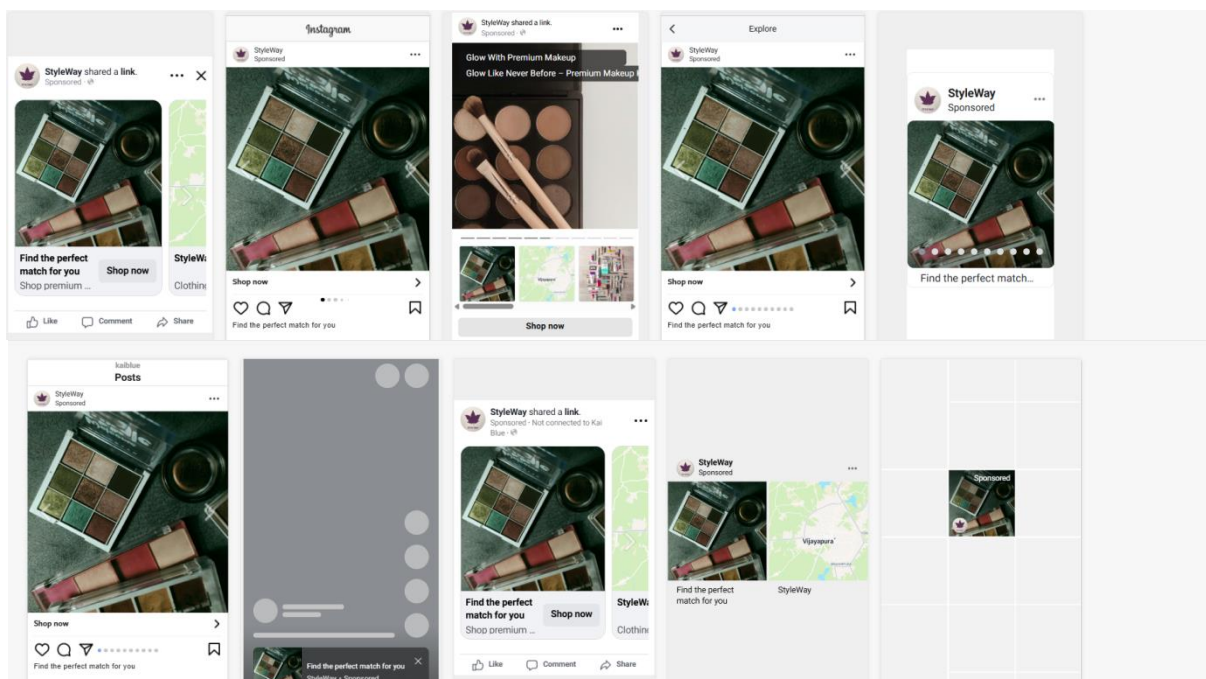
People who match:



Interests: Cosmetics (personal care), Beauty salons (cosmetics), Skin care (cosmetics), Natural skin care (cosmetics), Facial (cosmetics), Beautiful Skin (band), Beauty (social concept), Spas (personal care), Online shopping (retail), Beauty Shop, Beauty Brands (cosmetics), L'Oréal (cosmetics), NARS Cosmetics, Makeup Lessons, Airbrush makeup, I Love Makeup, MAC Cosmetics (cosmetics), Lancôme (cosmetics), make-up brush (cosmetics), eye liner (cosmetics), Eyebrow (body parts or functions), make-up forever (cosmetics), face powder (cosmetics), Lipstick (cosmetics), Foundation (cosmetics), Eyelash extensions (cosmetics), lip gloss (cosmetics), The Eyebrow, eye shadow (cosmetics), lip balm (cosmetics), bb cream (Beauty), Nail polish (cosmetics), make-up tutorials (beauty services), Blog (websites), beauty tips (Beauty), health and beauty (Beauty), hair and beauty (Beauty), shopping online – clothes (fashion and shopping), beauty and fashion (Beauty), Artificial nails (cosmetics), Discount Home Shoppers' Club, Permanent make-up (body art), Fashion blog (websites), Coupons (coupons and discounts), fashion show (fashion and shopping), Cosmetology (cosmetics), Purchase discount (business and finance) or discount card (coupons, discounts and shopping rewards), Behaviours: Health and beauty Page admins, Instagram business profile admins or Engaged shoppers, Field of study: Hair, Make-Up and Beauty, Hair, make-up and nails, Makeup, Hair cutting/coloring/styling, Hairdressing/Barbering or Hair Design, Employers: Makeup, Job title: Makeup Artist/Stylist, Makeup, Makeup & Hair Artist or Makeup Artist

Cancel



Save


Ad Preview





StyleWay
Sponsored











Find the perfect match for you


Shop now

Ad preview


Advanced Preview








2

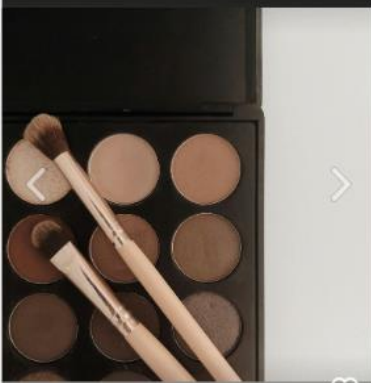


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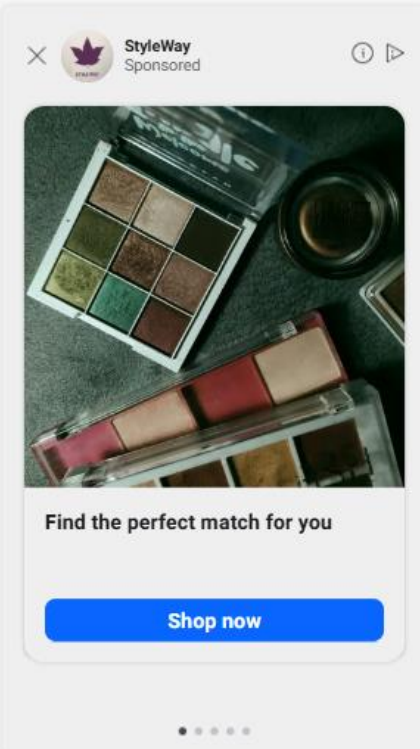
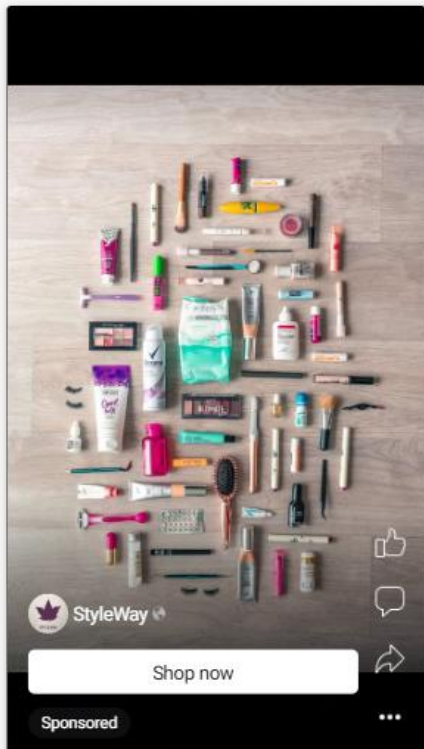
Reels



StyleWay · · · · ·

Shop now >

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Ad rendering and interaction may vary based on device, format and other factors. ⓘ