

The background of the entire image is a soft, artistic illustration of pink cherry blossoms. The blossoms are rendered in various shades of pink, from light blush to deep magenta, with delicate outlines and some green leaves. They are scattered across the frame, with a denser cluster in the upper right corner and another in the lower left corner, framing the central text.

COMPREHENSIVE DIGITAL MARKETING PROJECT

LAKMÉ



LAKMÉ



Brand Logo::



Tag Line: *Lakme reinvent, Beauty Sutra, Inspired Haircare*



Part 1

BRAND STUDY, COMPETITORS ANALYSIS AND BUYER'S AUDIENCE PERSONA

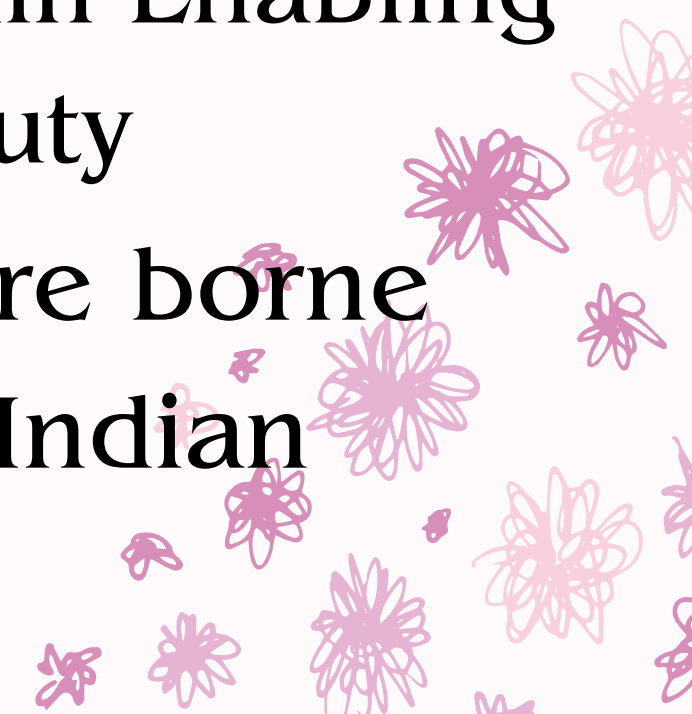


BRAND STUDY

Research and brand identity:

Mission: 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: Lakme brings expert products and services that are borne out of true understanding of the needs of then Indian women





Analyse brand messaging:

A conflux of beauty and fashion

Examine the Tagline:

- Lakme reinvent
 - Beauty Sutra
 - Inspired Haircare
- 
- 

A watercolor illustration of a bouquet of flowers. The bouquet includes two large yellow flowers, two large pink flowers, and a smaller pink bell-shaped flower. The background is light pink with scattered pink and yellow circular watercolor splatters.

Competitors analysis :

MAC: Make-up Art Cosmetics is a leading cosmetic manufacturer.

Mac is considered one of the top Lakme competitors



<https://www.maccosmetics.in/>





L'Oreal: It is a well known and leading company in personal care and cosmetic industry. Their famous products are colour cosmetics, haircare, skincare, suncare and fragrances



<https://www.lorealparis.co.in/>

Maybelline: It is a top global cosmetic company in United States. It provides scientifically advanced formulae, radical textures and trendsetting shades to enhance the beauty of women



<https://www.maybelline.co.in>





BUYER'S/ AUDIENCE PERSONA

Demographics:

Lakme lays emphasis on its market which basically includes girls and women aged between 15years of age to 45years of age

Psychographics:

Social class, Lifestyle, Personality, Opinions and Attitudes of
Females





Behaviour:

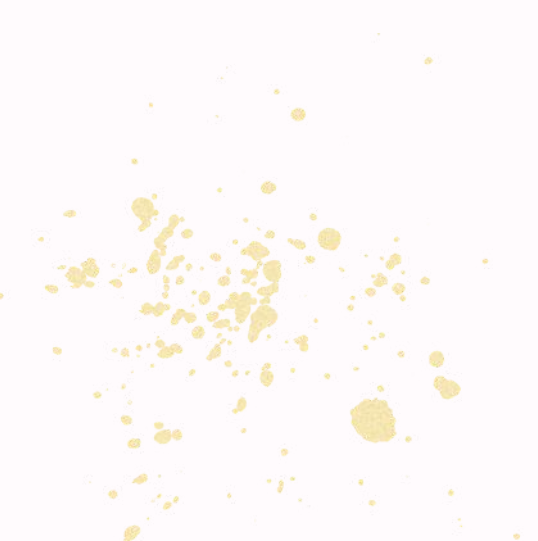

Some motives that influences the consumer behaviour

Psychological factors:

The human psychology plays a crucial role in designing the consumer's preferences and like or dislikes for a particular product and services

Personal factors:

There are several factors personal to the individual that influence their buying decisions like
Age, Income, Occupation, Lifestyle





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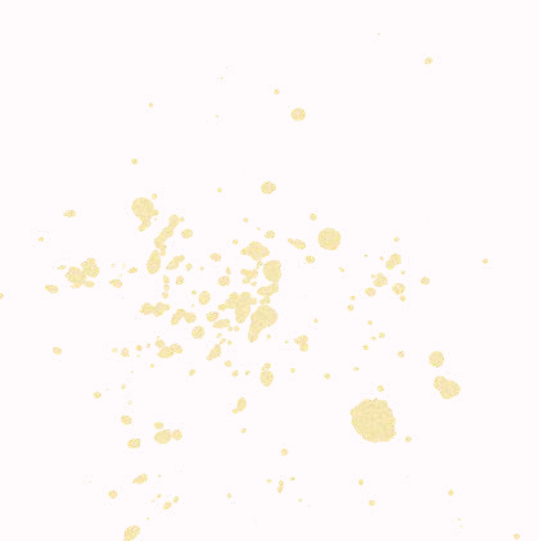

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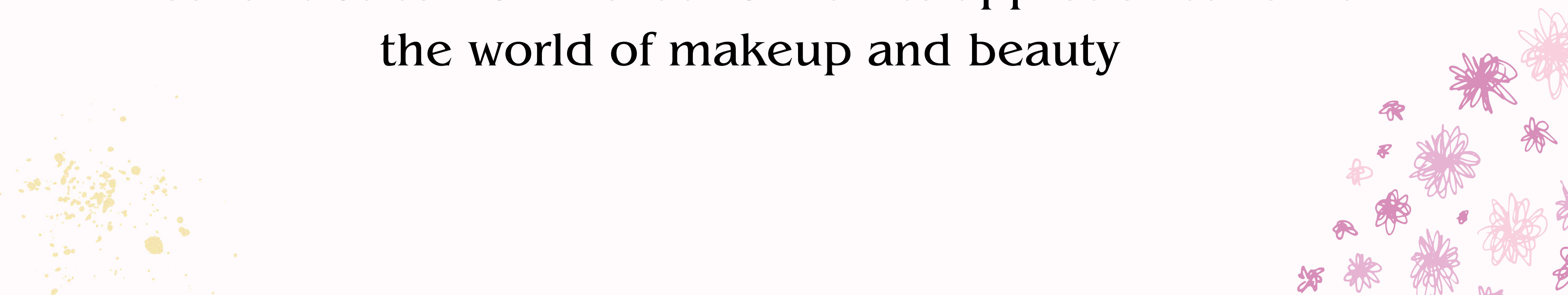




Intrests:

The classic Indian woman is expressive, confident and redefines the definition and meanuing of beauty. She not only inspires but also aspires to achieve the best.

From being the contemporary Indian beauty expert to becoming the flag-bearer of the latest make-up trends and styles that hit the runway, Lakmé as a brand continues to be innovative with its approach towards the world of makeup and beauty





Part 2

SEO AND KEYWORD RESEARCH

SEO AUDIT

TOP lakmeindia.com AUDIENCE INTRESTS:

Audience intrests reveal key details on thr browsing intrests of lakmeindia.com's visitors.lakmeindia.com's audience is interested in Computers Electronics and Technology > Social Media Networks & community


keyword research:

- Cosmetics
- Makeup
- Eyeliner
- Nail polish
- Mascara
- Blush
- Compact powder
- Facewash
- Skincare
- Sunscreen



ON PAGE OPTIMIZATION:

It is the context of Lakme, a well known beauty and cosmetics brand, refers to the process of optimizing their website's individual pages to improve their search engine rankings, user experience, and overall visibility improvements to the website's content, structure, and HTML elements to ensure it is relevant and appealing to both search engines and users. Here are some strategies for Lakme website





KEYWORD RESEARCH

Elements of keyword research :

3 elements are:

- Relevance
- Authority
- Volume

Meta tags: It informs and interests users with a short, relevant summary of what a particular page is about.

Example: Buy Makeup & Cosmetic Products
Online | Lakme Salon





Part 3

CONTENT IDEAS AND MARKETING STRATEGIES

CONTENT IDEAS

Monthly planner

August

2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
31	1	2	3	4	5	6 Friendship day
7	8	9	10 Make up day	11	12	13
14	15	16	17 Blog on Malayala m new year	18	19	20 Ganesh chaturthi
21	22 Post on chocolat e cookie day	23	24	25	26 Facial day	27
28 Lipstick Day	29	30 Raksha bandhan	31	1	2	3

MARKETING STRATEGIES

FACE:



It includes items like Illuminators, Blush, Compact, Concealer, Bronzer, Contour, Sunscreen, Serums, Moisturizers, Scrubs, Facewash, Foundation and face primer.

Some of them are

- Lakme Radiance Complexion Compact
- Lakme Absolute Blur Perfect Makeup Primer
- Lakme Absolute White Intense Concealer Stick



EYES

Includes Eyeliner, Mascara, Kajal, Eye shadow, Eye primer and Eyebrow Enhancers. Some of them are

- Lakme Absolute Illuminating Eye Shadow
- Lakme Absolute Kohl Ultimate Kajal Black
- Lakme Eyeconic Curling Mascara- Black



LIPS

It includes items like Lipstick, Lip Gloss, Lip Liner and Lip Balm. Some of them are

- Lakme Absolute Illuminating Lip Liner
- Lakme 9 to 5 Crease-less Crème Lipstick
- Lakme Absolute | Gloss Stylist Lip Gloss



NAILS



It includes nail paints in several colour shades and remover for its removal. Some of them are



- Lakme Absolute Gel Stylish Nail Polish
- Lakme True Wear Nail Color
- Lakme 9 to 5 Frosties Nail Enamel
- Lakme Nail Color Remover with Vitamin



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Part 4


CONTENT CREATION AND CURATION

**(POST CREATION, DESIGNS/VIDEO EDITING, AD CAMPAIGNS
OVER SOCIAL MEDIA & EMAIL IDEATION & CREATION)**



CONTENT CREATION

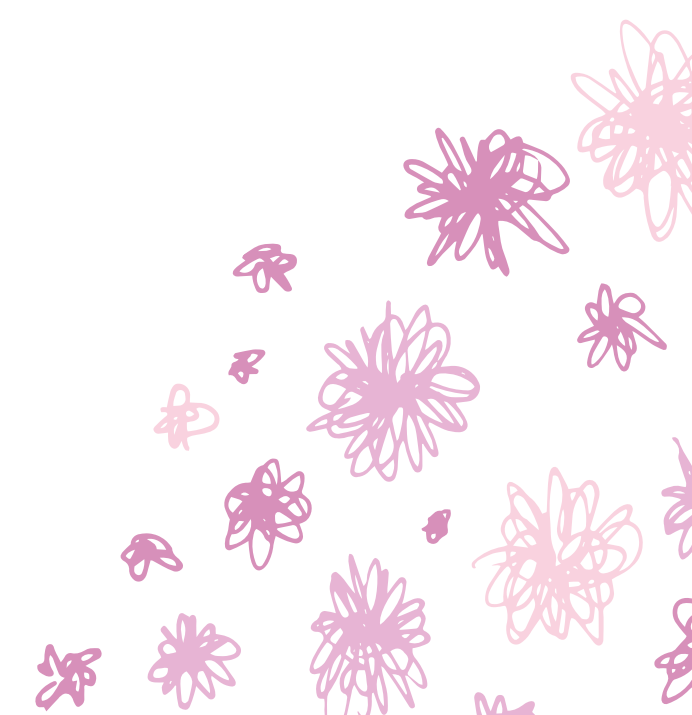
Content creation is the process of generating topic ideas that appeal to your buyer persona, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, infographic, or other content formats





Post Creation

A Post to be created, maybe a permanent post or a temporary or a tenure post. Permanent post means a post carrying a definite rate of pay sanctioned limit of time.

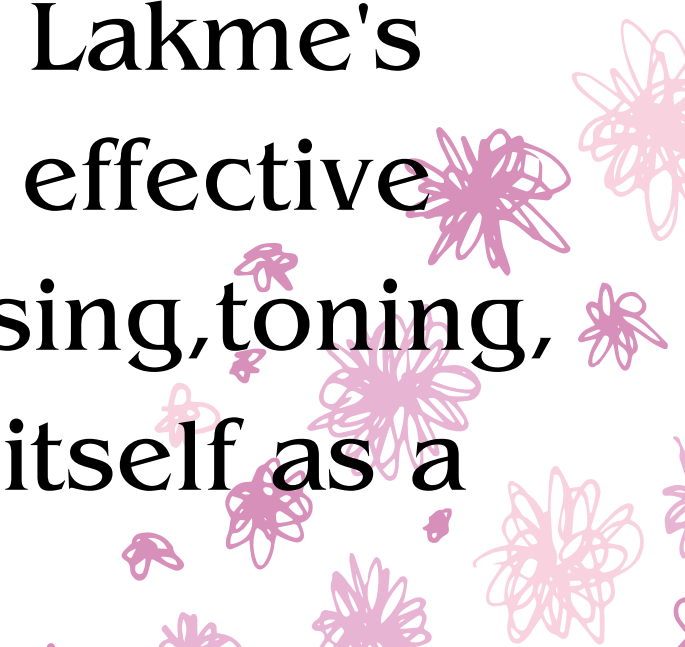




FORMAT 1:

Lakme's commitment to innovation and quality has made it a household name across the country. From its early days, the brand has focused on understanding the unique beauty requirements of Indian women and crafting products tailored to their skin tones and textures.

What sets Lakme apart is its dedication to creating products, suitable for various occasions, from everyday wear to festive celebrations. Lakme's skincare offerings are equally impressive, featuring gentle yet effective formulations to address various skin concerns. Whether it's cleansing, toning, moisturizing or specialized treatments Lakme has established itself as a reliable ally in every woman's daily beauty routine.

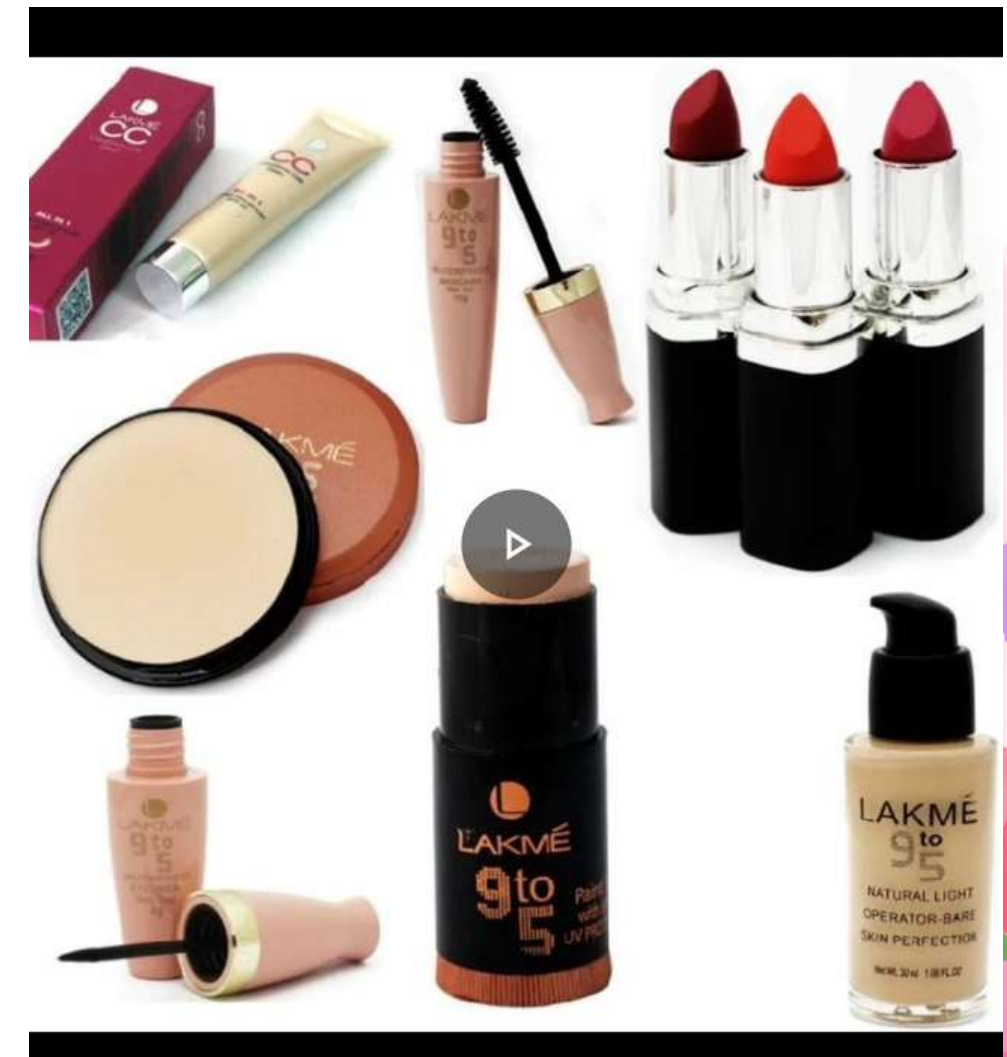
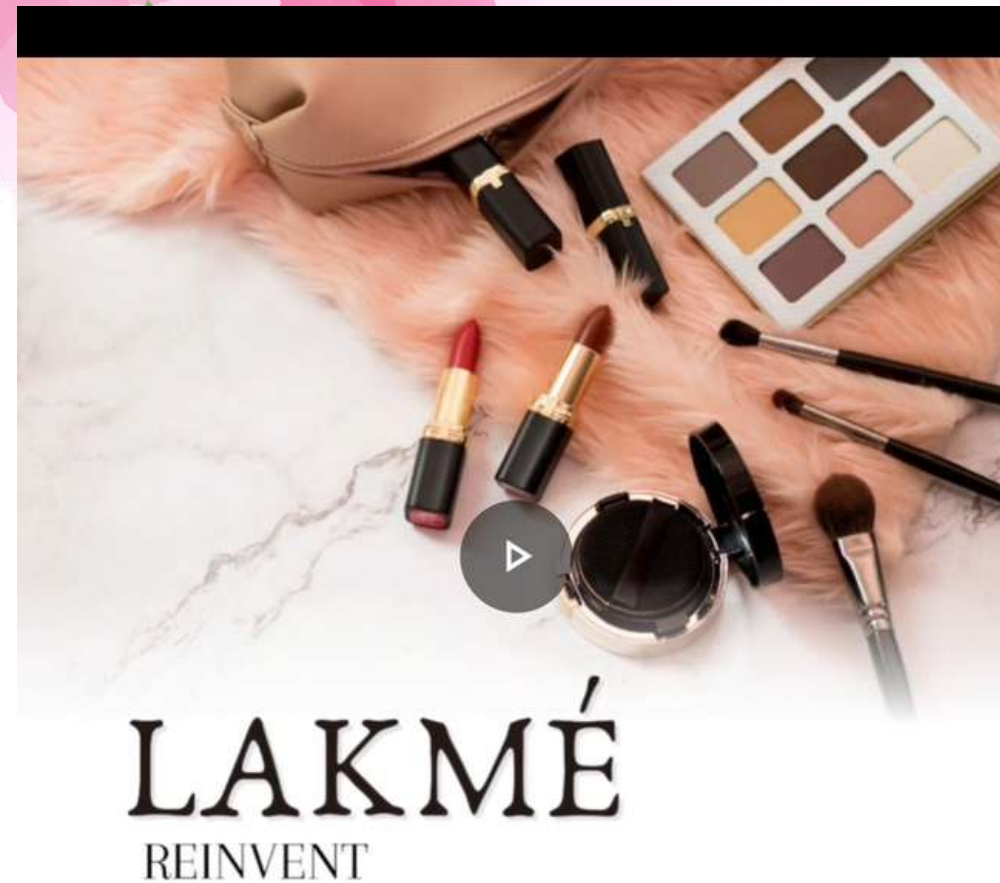


FORMAT 2:



DESIGNS / VIDEO EDITING

<https://photos.app.goo.gl/XZSLKamDodQx2CZX7>



<https://photos.app.goo.gl/Mru6Vwc1QAe88nBV8>

P. Bhurana

A. Prasanna

DESIGNS / VIDEO EDITING

<https://photos.app.goo.gl/JUtaxhSvk4eNzh5v8>



<https://photos.app.goo.gl/QB6cLgmJa8RwrASV9>

K.Sai Meghana

P.Nikil Krishna

SOCIAL MEDIA AD CAMPAIGNS:

LAKMÉ BLUSH & GLOW FACEWASH

BURST OF STRAWBERRY FRESHNESS

A SPLASH OF DELIGHT
Feel a burst of fruity freshness, with the all new Lakmé Blush & Glow Strawberry Facewash.

A STRAWBERRY START TO THE DAY
Every morning, your skin needs this gentle facewash with its fruity fragrance. Get set to Blush & Glow!

FRUITY FRESHNESS IN AN INSTANT
Bring out the Strawberry Blush Facewash for magical Fruity Freshness and be unstoppable.

REFRESH YOUR SKIN WITH A GLOW

With strawberry extracts and gentle scrubbing beads, it cleanses your skin, without making it feel overly dry or tight.

This facewash refreshes your skin, giving you a fresh start in every day.

Feel your freshness in our Rose, Lemon, Peach and Pomegranate facewashes for your very own Fruity Bliss.

BRIGHT BRIGHT

#LAKMÉ

LAKMÉ BLUSH & GLOW

FACE WASH
Strawberry Blast

glow up

LAKMÉ 9to5

PRIMER-MATTE

LIPSTICK

WHAT'S YOUR CHOICE

Red	25%
Pink	75%
Brown	0%

LAKMÉ

DO YOU LIKE THIS PRODUCT?

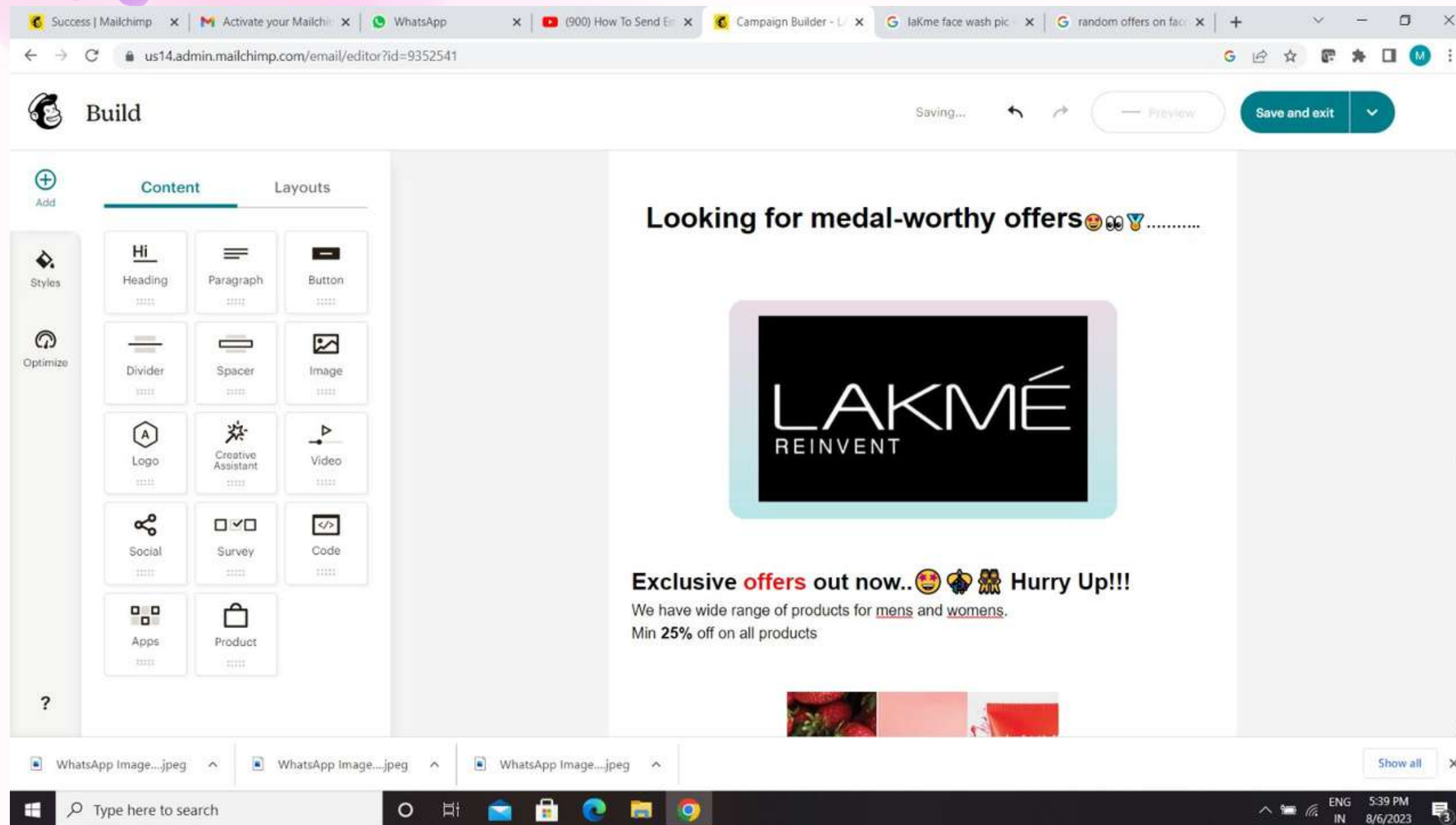
☒ Yes

☐ No

LAKMÉ

EMAIL AD CAMPAIGNS

*BRAND
AWARENESS*



EMAIL AD CAMPAIGNS

LEAD GENERATION

Pucker up!!! Exclusive deals for you 🎉🎉

Celebrate #Lakme lipstick day 🎂 with Lakme 😊.
Buy 1 get 1 free on selected lipsticks ❤️👉
HURRY UP....!! 🎊🎊

LAKMÉ

LAKMÉ 9to5 PRIMER+MATTE LIPSTICK

PINKS & PEACHES				REDS & MAROONS			
BERRY BASE	CORAL DATE	PINK PERFECT	PINK PARTY	RED LETTER	RED COAT	RED RUST	ROSCATE RED
ROSY SUNDAY	PINK ROSE	BLUSH PINK	PLUM PICK	RUBY RUSH	MAROON MIX	SCARLET SURGE	CHERRY CHIC
ROSE DAY	PEACH AFFAIR			ICONIC RED	RED TWIST		

BROWNS & NUDES				PURPLES & WINES		
BLUSHING NUDE	NUDE TOUCH	CHOCOLATE CRUSH	CARAMEL LATTE	DEEP WINE	GARNET PUNCH	SANGRIA WEEKEND
MAUVE MATTER	BRICK BLOSH	DUSTY PINK	BROWN WALNUT	BURGUNDY PASSION	RED VELVET	
RUSTIC BROWN	COFFEE COMMAND					

BUY 1 GET 1 FREE



[SHOW CAMPAIGN DETAILS](#)



CHALLENGES FACED DURING CONTENT CREATION:

- Content Creation Burst-out
- Content Creation Block
- Content Creation Uncertainty

LESSONS LEARNED DURING CONTENT CREATION

- 
- Consistency builds efficiency
 - Clarity comes from talking action
 - Patience is key
 - Impact before sales
- 

The background is a soft, watercolor-style illustration. It features a large, irregular pink wash in the center. Surrounding this wash are clusters of pink flowers, some with yellow centers and purple stamens, and small green leaves. The overall aesthetic is gentle and romantic.

Thank You