

# **Comprehensive Digital Marketing Project Work**

# **Student Declaration**

**I PARAVADA MOHAN RAO** a student **A.M.A.L COLLEGE** program Reg No.**120120103111** of the Department of Commerce college do hereby that i have completed.the mandatory internship from **29-05-2023** to **04-08-2023** in **DIGITAL MARKETING** [name the intern organization under the faculty guideship of **SMART BRIDGE**, [name of the faculty guide],**Department of COMMERCE A.M.A.L ANAKAPALLI**[name of the college]

**P.MOHAN RAO**  
[signature and date]

# **ACKNOWLEDGMENT**

I would like express my sincere thanks to MR/MRS DR.K.V.S.NAIDU [mentor name],for his /her valuable guidance and support in completing my project I wish to express my gratitute to the **digital Marketing** for giving me such a good ideas by granting permission to do a long tream intemship.I would like to express my gratitude towards our long teram intemship project coordinator **T.NIRANJAN KUMAR** for his encouragement and problem solving during the project.I extend my gratefulness to our correspondent sir **MR.DADI SRINIVAS RAO** and director **K.S.N MANGA RAJU** sir for their support and heartfelt completing the project

I would like to express my gratitude to words our principal **DR.G.JAYABABU** for giving me this great opportunity to do a project on **LAKME**.without their support and suggestions,this project would not have been completed

P.MOHAN RAO  
SIGUNATURE

# Team member's

TEAM LEADER : PARAVADA MOHAN RAO

TEAM MEMBER 1 : VIYYAPU RAMESH

TEAM MEMBER 2 : VEMALA VINODH

TEAM MEMBER 3 : VELUGULA RAMESH

# **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

**Research Brand identity:**

**Mission / values:**

“An Ally to the classic Indian woman Lakme inspire her to express the unique beauty and sensuality within enabling her to realize the potency of her beauty”.



## **KEY FACTS :**

1. Lakme was the country's first cosmetic brand to introduce make up to Indian Women and takes pride in being the expert on Indian beauty for over 50 years.
2. It is complete beauty brand spanning colour cosmetics and skincare and extending a beauty services through the network of Lakme beauty Salons.
3. Its bond with beauty and fashion is manifested through the Lakme fashion week, which is the largest known fashion event ever in India.

## **USP :**

Lakme brings expert products and services that are born out of true understanding.

Lakme was the first major beauty brand in India with a legacy of over 60 years.

Has a footprint of over 1200 assisted salons outline with beauty advisors in the country.

Has a strong market share across India.

Lakme started its new business in the beauty industry by setting up Lakme beauty saloons all over India.

Lakme brand boasts over 300 products, used in professional hair saloons in over 70 countries around the world.

**Brand colour** : Baby pink, light cream colour and also red.

**logo:**



- **Tagline**  
look.

-

## **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

### **Competitor 1: L'Oréal**

**USP:** L'Oréal has operations in over 130 countries and over 40 manufacturing plants

1. Continuing research and innovation in the interest of beauty which assures that the L'Oreal Cosmetics offers the best to their consumers.
2. L'Oréal is a leader in the growing cosmetics industry despite the competition in the market
3. High-end advertising which adapts to the culture of target audience

### **Competitor 2: MAC**

**USP:** 1. Founded in 1985 in Toronto Canada

2. Available over 200 locations in 15 countries with 2500 employees
3. Company owned and operated stores
4. Socially responsible image

## **Competitor 3: Maybelline**

### **USP:**

1. Maybelline has the top research and development teams and resources through their parent company L'Oreal
2. Maybelline has a coveted image of being hip, intelligent, stylish and charming which is positioned well to target young women
3. The brand has a strong market penetration and brand loyalty globally
4. The brand has competitive prices due to an effective cost of production

## **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

### **Buyer's/Audience's Persona:**

#### **Demographic Information:**

- |                          |   |                                  |
|--------------------------|---|----------------------------------|
| <b>1. Brand Name</b>     | : | Lakme                            |
| <b>2. Mostly used by</b> | : | Women(59.32%)                    |
| <b>3. Age range</b>      | : | 18 – 24(38.48%)                  |
| <b>4. Marital status</b> | : | Mostly Unmarried                 |
| <b>5. Education</b>      | : | 10+2 and Under Graduates         |
| <b>6. Occupation</b>     | : | Students and young professionals |
| <b>7. Income</b>         | : | 15,000 - 25,000                  |
| <b>8. Location</b>       | : | Urban and semi-urban areas       |
| <b>9. Nationality</b>    | : | Indian(86.85%)                   |
| <b>10. Religion</b>      | : | Mostly Hindus                    |

## **Psychographic Information:**

- 1. Social Class** : Upper Middle class and Rich class
- 2. Behaviours** : Often buys beauty products and are interested in maintaining their beauty
- 3. Interests** : Most interested in buying women cosmetics
- 4. Habits** : Online shopping, searching about beauty tips
- 5. Lifestyle** : Want to lead a healthy lifestyle

## Part 2: SEO & Keyword Research

### SEO Audit:

An SEO audit is a comprehensive evaluation of a website's search engine optimization (SEO) performance and overall health. The main purpose of an SEO audit is to identify areas of improvement and uncover issues that may be hindering the website's ability to rank well in search engine results. The SEO audit for lakme is as follows:

Recommendations		
Toggle: Performance Usability On-Page SEO Links Social Other Improvements		
Optimize for Core Web Vitals	Usability	Medium Priority
Reduce length of title tag (to between 10 and 70 characters)	On-Page SEO	Medium Priority
Shorten meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority

## Rankings of keywords:

Keyword rankings refer to the positions that specific keywords or key phrases hold in the search engine results pages (SERPs) when users search for those terms. The keyword

Top Keyword Rankings				
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.				
Keyword	Country & Language	Position	Total Searches	Estimated Traffic
lakme	🇮🇳 EN	1	90,500	27,512
lakmē	🇮🇳 EN	1	90,500	27,512
lakmē	🇮🇳 HI	1	90,500	27,512
lakme	🇮🇳 HI	1	90,500	20,909
foundation lakme	🇮🇳 EN	1	60,500	18,392
foundation of lakme	🇮🇳 EN	1	60,500	18,392
lakme foundation	🇮🇳 EN	1	60,500	18,392
lakme foundation	🇮🇳 HI	1	60,500	18,392
lakme lipstick	🇮🇳 EN	1	60,500	18,392
lakme lipstick	🇮🇳 HI	1	60,500	18,392

We have created the screen recording of SEO Audit of Lakme and the link is provided below:

- [https://drive.google.com/file/d/11hMZA7oik-IcR1nJNAw\\_CV9cwk1Y2ZyT/view?usp=sharing](https://drive.google.com/file/d/11hMZA7oik-IcR1nJNAw_CV9cwk1Y2ZyT/view?usp=sharing)

## Part 2: SEO & Keyword Research

### Keyword Research:

Organic Search Positions 1 - 100 (15,898)											+ Add to list	Manage columns 11/16	Export
	Keyword	Intent	Position	SF	Traffic	Tr...	Volume	KD %	URL	SERP	Updated		
>	lakme >>	N	1	9	72.4K	13.05	90.5K	73	www.lakmeindia.com/	1 day			
>	lakme lipstick >>	C	1	7	48.4K	8.72	60.5K	42	www.lakmeindia.com/coll...ections/lips	21 hours			
>	lakme cream >>	C	1	8	21.7K	3.90	27.1K	37	www.lakmeindia.com/coll...ections/skin-brightening-catalog	1 day			
>	lakme lumi cream >>	I T	1	8	17.8K	3.20	22.2K	37	www.lakmeindia.com/pro...ducts/lakme-lumi-cream-30g	1 day			
>	lakme makeup kit >>	C	1	6	17.8K	3.20	22.2K	40	www.lakmeindia.com/coll...ections/makeup	22 hours			
>	lakme eyeliner >>	C	1	7	14.5K	2.61	18.1K	31	www.lakmeindia.com/coll...ections/eyeliner	1 day			
>	lakme compact powder >>	C	1	6	14.5K	2.61	18.1K	29	www.lakmeindia.com/coll...ections/face-compact	19 hours			
>	lakme absolute >>	I T	1	9	9.7K	1.74	12.1K	49	www.lakmeindia.com/pro...ducts/lakme-absolute-mattreal-skin-natural-mou...	1 day			
>	lakme products >>	C N	1	10	7.9K	1.42	9.9K	63	www.lakmeindia.com/	21 hours			
>	lakme 9 to 5 cc cream >>	I T	1	7	7.9K	1.42	9.9K	37	www.lakmeindia.com/pro...ducts/lakme-9-to-5-cc-complexion-care-cream	1 day			

We have conducted a keyword research of our project Lakme in google keyword planner.

Google keyword planner conducted a survey and listed some keywords and the screenshot is provided above

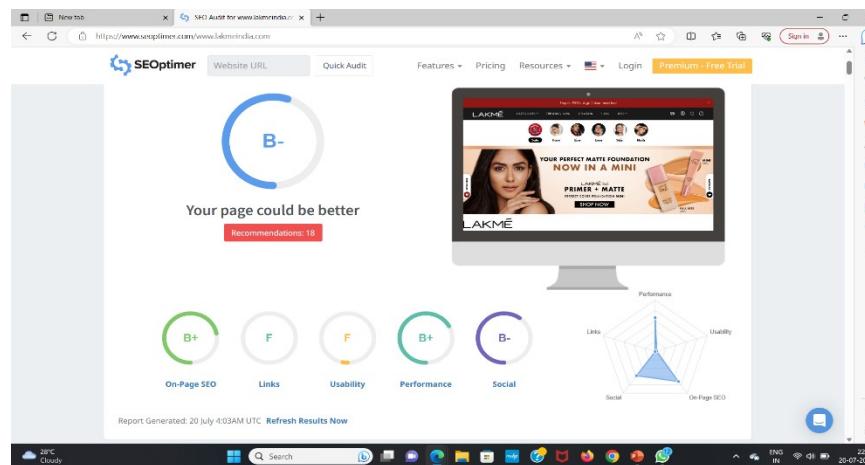
It displayed Lakme as a top keyword. And 2<sup>nd</sup> place was captured by Lakme lipstick and Lakme cream

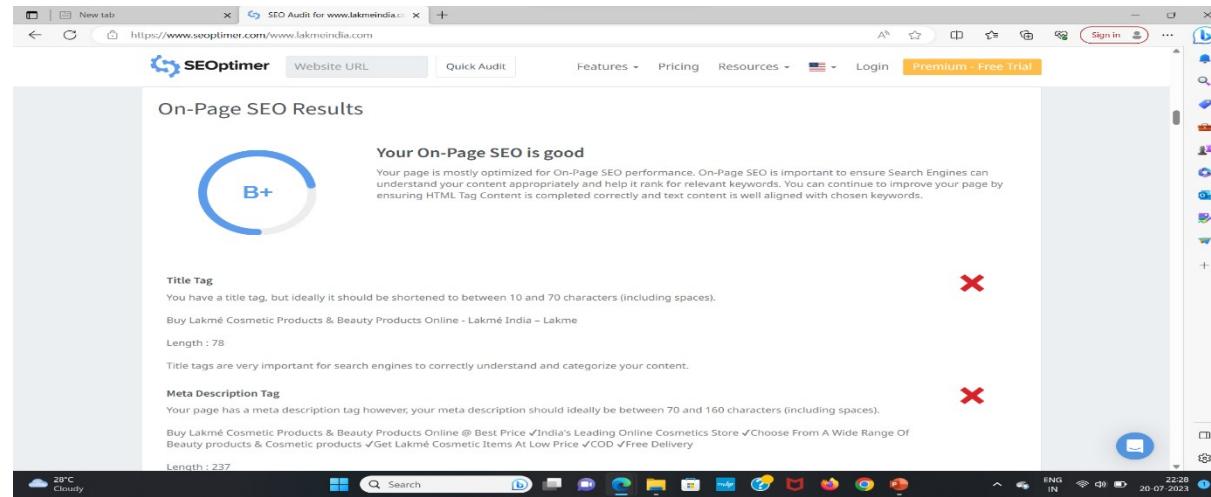
It's essential to conduct compressive keyword research tools like google keyword planner or other SEO tools to identify the most relevant and high traffic keywords for the specific purpose of your content or marketing strategy

Additionally, you can explore long-tail keywords related to lakme to target niche audiences and improve search engine rankings

## Part 2: SEO & Keyword Research

**On page Optimization:** On-page optimization, also known as on-page SEO (Search Engine Optimization), refers to the process of optimizing various elements on a website's individual pages to improve its visibility and ranking in search engine results. The primary goal of on-page optimization is to make the webpage more appealing and relevant to both users and search engines. The on-page optimization of Lakme is as follows





Above screenshot tells us that the title tag and meta description tag are not proper. It suggests us that the title tag should be of length of minimum 10 characters to a maximum length of 70. But title tag is of 78 characters.

Apart of title tag meta description tag also can have a minimum length of 70 characters to a maximum length of 160 but www.lakmeindia.com has a character length of 237. In order to make the page or website better we have to change the character length to the character limit so that the page can be top in search rankings.

## Part 3: Content Ideas and Marketing Strategies

### Content Idea Generation & Strategy:

Date	Content Theme	Content Format	Platform	Strategy & Aim
17-07-2023	About Lakme	Video	Facebook	To market Lakme products worldwide
18-07-2023	Lakme Lipsticks	Blog Post	Instagram	To market Lakme famous Lipsticks
19-07-2023	Lakme Success Story	Video	Facebook	To advertise the legacy of Lakme
20-07-2023	Lakme Skin Care	Post	Instagram	To aware people about tremendous skin care
21-07-2023	Behind Lakme	Video	Facebook	To show the hardwork of staff in Lakme
22-07-2023	Lakme Quiz	Interactive Quiz	Instagram	Engage audience with interactive quiz
23-07-2023	Struggles of Lakme	Video	Facebook	To show the struggles faced by Lakme organization

## **Part 3: Content Ideas and Marketing Strategies**

### **Challenges:**

- 1. Content Saturation:** With the abundance of content available online, breaking through the noise and capturing the audience's attention becomes increasingly challenging. Creating unique, valuable, and engaging content is vital to stand out.
- 2. Audience Segmentation:** Understanding and catering to diverse audience segments with different interests, preferences, and behaviors can be demanding. Marketers must develop content strategies that resonate with specific target groups.
- 3. Content Relevance:** Ensuring that content remains relevant to the audience over time is essential. Content can quickly become outdated or lose its impact if not regularly updated or adapted to current trends.

**4. Intense competition:** The beauty and cosmetics industry is highly competitive, with numerous brands vying for the attention of consumers. Lakme faces stiff competition from both domestic and international beauty brands, making it crucial for them to continuously innovate and stay ahead of the game.

**5. Market saturation:** The market might be saturated with various beauty products and brands, making it challenging for Lakmé to create a unique identity and stand out from the competition.

**6. Changing consumer preferences:** Consumer preferences in the beauty industry can change rapidly, influenced by trends, social media, and influencers. Lakme needs to keep a pulse on these trends and adapt its marketing strategies accordingly.

**7. Pricing strategy:** Setting the right price point for products is essential. Lakme needs to strike a balance between affordability and maintaining a perception of high-quality products.

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Post Creation:**

#### **Format 1:**

We have created a blog article on Lakme popular lipsticks with the title named Lakme Lipsticks Unleashed: Must-Have Shades and Formulas. We have gathered the Information regarding Lakme lipsticks from internet and created a blog article and Published the information on 21/07/2023 we have posting the link below

URL:<https://saketh1678.blogspot.com/2023/07/lakme-lipsticks-unleashed-must-have.html>

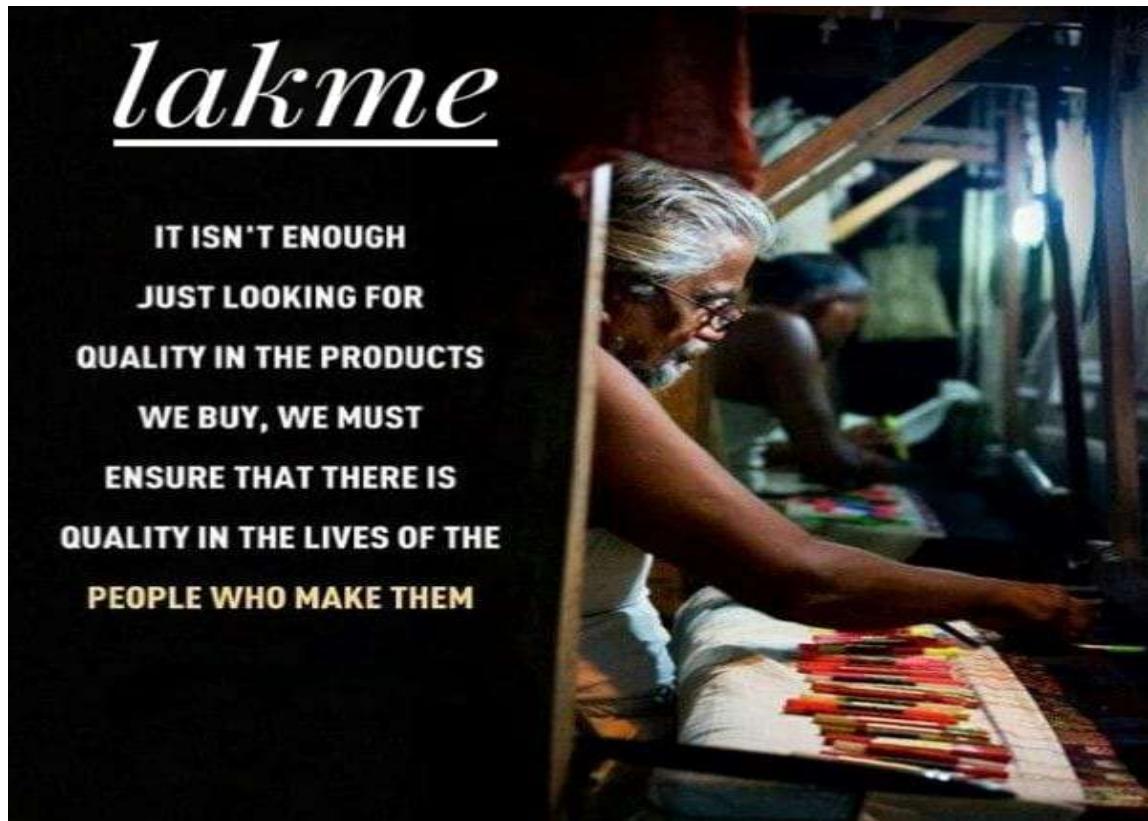
## **Format 2 :**

We have created a informative video about Lakme products. We have created the video on 21/07/2023. We are posting the video below:



## Format 3 :

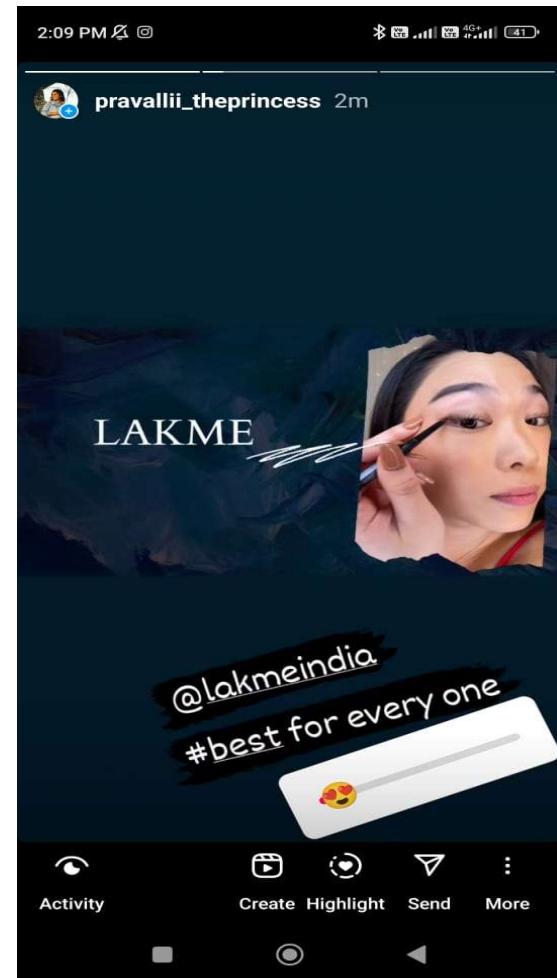
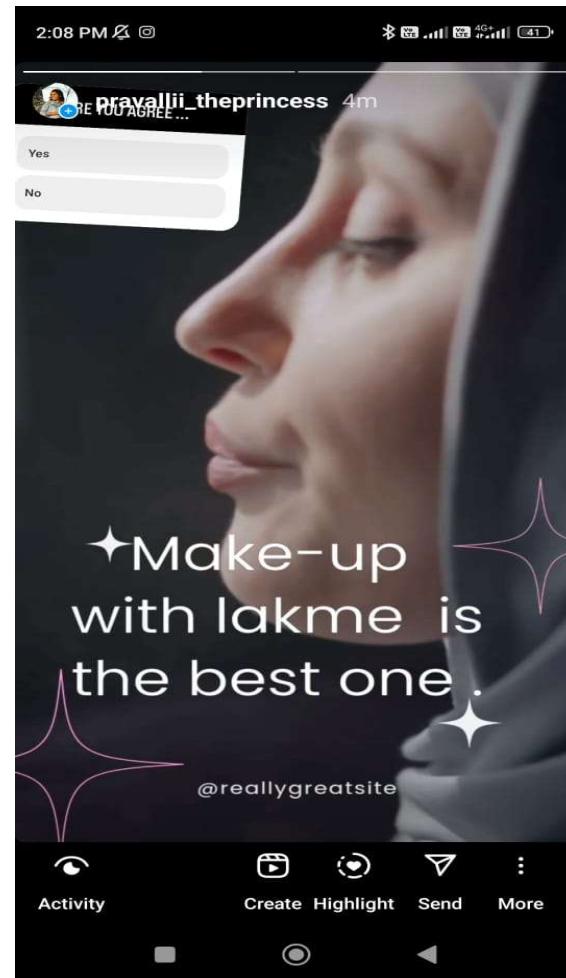
We have created an informative meme on Lakme on 21/07/2023



## **Part 4: Content creation and curation (post creations, Designs/Video Editing, Ad Campaigns over Social media and Email Ideation and Creation)**

### **Instagram story:**

We have created three Instagram stories on Lakme and screenshots and those are provided below:



## Designs / Video Editing

### Presenting Lakme's New Assortment: "Dynamic and Strong"

Release your inward brilliance with Lakme's most recent cosmetics assortment, intended to enable and move trust in each lady. Embrace the excellence of clear tones and intense proclamations, as we take you on an excursion to find your actual quintessence.



## **Display your Lips :**

Our scope of strongly pigmented lipsticks offers the ideal equilibrium between sustenance and appeal. Find a different range of shades, going from exemplary reds to trying purples, to suit each temperament and event. Allow your lips to say a lot, leaving an enduring effect any place you go.



## Nails Right on track:

Complete your look with our staggering scope of nail tones, each cautiously organized to supplement the assortment's subject . Form marvelous sparkle to rich matte, our nail shines add the ideal last little detail to your group, making your hands the focal point of consideration.



## Hypnotizing Eyes:

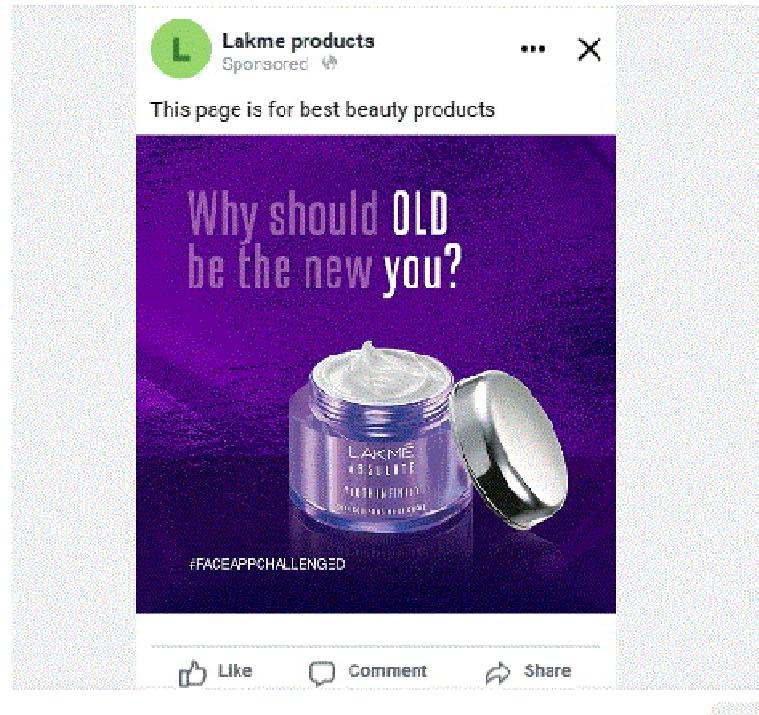


Raise your eye game with our eye-getting eyeshadow ranges and enduring eyeliners. Whether you want a hot smokey eye or a perky pop of variety, our "Lively and Intense" assortment guarantees your eyes offer an enthralling expression each time you bat those lashes.

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Social Media Ad Campaigns:**

Ad regarding to the brand awareness of Lakme:



## Ad Regarding to driving the Website Traffic:

Lakme products  
Sponsored · 0

This page is for best beauty products

LAKMÉ  
Sheer Indulgence Kit

• STRENGTH

- High quality man power resources
- Brand name.
- Wide range of products and services.
- Distribution channel.
- Unique global technology capability.



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 Like    Comment    Share

## Ad to increase generate leads:



## **Advertising Goals:**

**Reach and Frequency:** Aim to maximize the reach of advertisements to expose brand to as many potential customers as possible. Additionally, consider the frequency of your ads to ensure that your message is seen and heard repeatedly, reinforcing brand recognition.

**Storytelling:** Craft compelling and consistent brand stories across different advertising channels to create a lasting impression in the minds of consumers. Storytelling helps create an emotional connection with your audience and makes your brand more memorable.

**Brand Identity and Messaging:** Clearly define your brand's identity, values, and unique selling propositions (USPs). Ensure that your messaging consistently reflects these elements across all advertising materials to build a recognizable and coherent brand image.

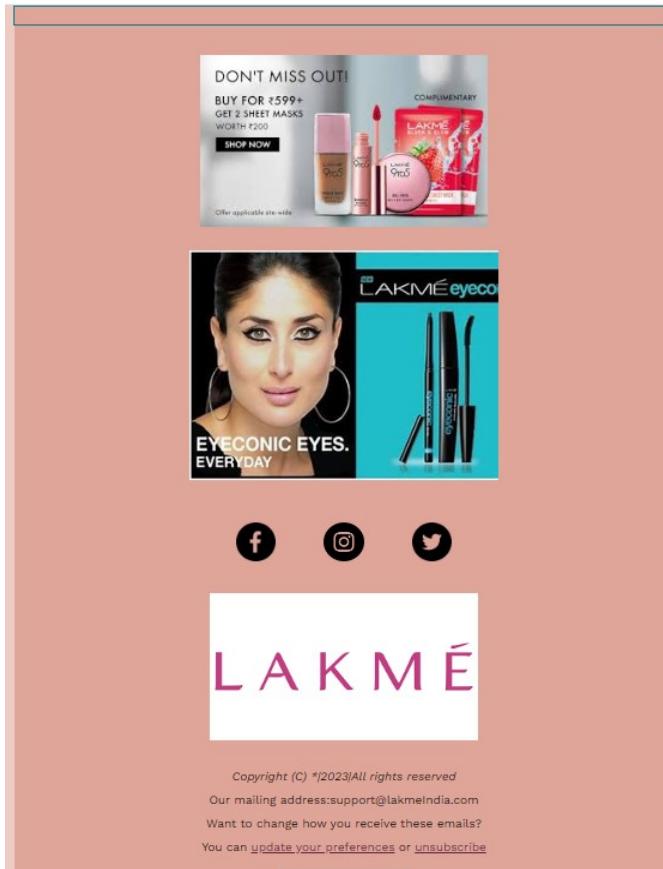
## **Target Audience:**

**Women:** Lakme's primary target audience is women of all ages. The brand offers a wide range of beauty and cosmetic products tailored to meet the needs and preferences of women.

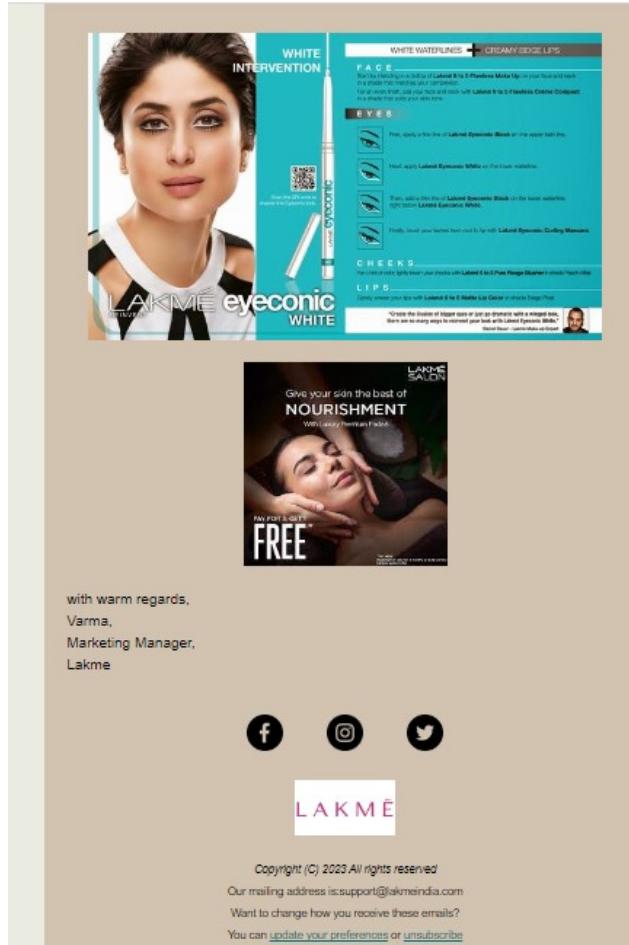
**Young adults and Professionals:** Lakme targets young adults, including college students and working professionals, who are interested in cosmetics and beauty products to enhance their appearance for everyday use or special occasions.

**Urban Dwellers:** The brand has a strong presence in urban areas, where the majority of its target audience resides. Urban consumers often have greater exposure to beauty trends and are more likely to seek out cosmetic products.

## Email Ad Campaign 1 - Brand Awareness:



## Email Ad Campaign 2 - Lead Generation:



## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Challenges Faced :**

**Maintaining Originality:** Creating original content can be difficult, especially when there is an abundance of existing information on the internet. Plagiarism is a serious concern and can damage the reputation of the content creator. Striking a balance between providing valuable insights and maintaining originality is a constant challenge.

**Time Constraints:** Content creation and curation can be time-consuming, particularly if it involves in-depth research, fact-checking, and editing. Consistently producing high-quality content within tight deadlines can be demanding.

**Quality Control:** Ensuring the accuracy, grammar, and overall quality of the content is vital. Content with errors or inconsistencies can harm credibility and drive away the audience.

**Content Overload:** With a vast amount of content available online, it's challenging to stand out amidst the noise. Creating something that captures the audience's attention and offers unique value becomes more difficult as the competition increases.

**Audience Relevance:** Understanding the target audience and tailoring content to meet their needs is crucial for success. Creating content that resonates with the intended audience requires continuous research and adaptation.

**Copyright and legal issues:** When curating content from various sources, it's essential to respect copyright laws and obtain necessary permissions. Failure to do so can lead to legal complications and reputational damage.

**Finding reliable sources:** Curating content involves gathering information from various sources. Verifying the credibility and reliability of these sources is critical to ensure the content's accuracy and integrity.

**Keeping up with trends:** Online trends and interests can change rapidly. Content creators and curators need to stay up-to-date with the latest developments to remain relevant and engaging.

**Content distribution:** Even with excellent content, reaching the target audience can be challenging. Understanding various distribution channels, search engine optimization (SEO), and social media strategies is necessary to maximize content visibility.

**Measuring performance:** Assessing the success of content creation and curation efforts requires tracking and analyzing relevant metrics. Determining which metrics to focus on and how to improve based on the data can be a complex task.

**Dealing with negative feedback:** Content creators may face criticism and negative feedback. Managing this feedback constructively and learning from it without being disheartened is essential for growth.

**Balancing quantity and quality:** Striving to produce a high volume of content may lead to a compromise on quality. Finding the right balance between quantity and quality is a constant challenge. Overcoming these challenges requires adaptability, continuous learning, and a strong focus on the needs and preferences of the target audience. It's crucial to stay creative, receptive to feedback, and committed to refining content creation and curation processes over time.