

DIGITAL MARKETING

PLUM GOODNESS

plum

SKIN • HAIR • MAKEUP

Affiliate Program



Dr.B.R.Ambedkar UNIVERSITY

- TEAM MEMBERS:
- Team leader:Teppala pavitra
- Team mem1:Talabattula Gayatri
- Team mem2:Tankala Meena kumari
- Team mem3:Urlapu Kumari
- Team mem4:Yalangi Padma

Part1:Brand study,Compititor Analysis &Buyer's/Audience 's Persona

- Research Brand:
- Mission /Values:
- USP:
- Analyze Brand Tone and Identity:
- Set 4 SMART goals and KPIs for the same:

Brand study(Mission/values & USP)

Mission & values : Plum goodness mission is to provide skincare solutions that are clean and effective. Their values include:

- **Clean:** Plum goodness is committed to using safe and natural ingredients in their products.
- **Effective:** Plum products are give real results, addressing various skin concerns and appearance of the skin.
- **Unique Selling Proposition(USP)Analysis:**

Plum goodness USP is their commitment to providing clean and effective products. various skincare concerns such as hydration, anti-acne, and sun protection. By focusing on gentle and effective solutions.

Brand study (Brand Tone & KPI)

- **Brand tone :** Plum goodness has an amazing brand tone ! It's all about being bold, glamorous, and confident. They want you to feel like a superstar when you use their products.
- **Simple Skincare's KPIs may Include:**
 - ✓ **Sales growth:** Dude, the sales growth for plum goodness has been incredible! People are loving their products & the brand is really taking off.
 - ✓ **Customer Satisfaction:** Customer satisfaction with plum goodness is through the roof. People are having the quality of their products, the stunning results, and the awesome customer service.
 - ✓ **Brand Awareness:** Brand awareness for plum seems like everyone is talking about their awesome products and killer makeup looks.
 - ✓ **Market share:** Plum goodness has been gaining some serious market share. Their unique products and strong brand presence have helped them carve out a significant piece of the market. It's pretty impressive.



Buyer/Audience Persona

Name: Clean Beauty Enthusiast

Demographics:

Age: 18-35

Gender : All genders

Occupation: Student, working professionals, and homemakers

Income : Middle to high-income individuals

Psychographics:

Values: Clean, natural, and effective skincare products
Interests: Skincare, self-care, and personal grooming
Personality: Conscious, informed, and health-conscious individuals who prioritize their skin health and appearance

Behavior:

Shopping habits: Willing to invest in high-quality skincare products that are gentle, effective, and free from harsh chemicals

Social media usage: Active on social media platforms, particularly Instagram and YouTube, where they follow skincare influencers and brands

Goals: Achieving clear, healthy, and radiant skin
Incorporating skincare into their daily routine
Staying informed about the latest skincare trends and products

Challenges:

Navigating the complex skincare market and choosing the right products for their skin type

Dealing with skin concerns such as acne, dryness, and hyperpigmentation

Balancing their skincare routine with their busy lifestyles

By understanding the Clean Beauty Enthusiast persona, Simple Skincare can tailor their messaging, product offerings, and marketing strategies to better appeal to their target audience's needs and preferences.



Part 1: Brand study, Competitor Analysis & Competitor Persona

- Competitor Analysis: Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication and conduct SWOT analysis
- Competitor 1:
- Competitor 2:
- Competitor 3:

Competitor 1: Good vibes

- **USP:** Good vibes is a brand that is all about skincare science. They focus on creating products that are good for your skin and that are based on dermatology. This means that their products are developed with the help of skin doctors and that they are clinically tested to make sure they work.
- **Online Communication:** Good vibes talks like a skin expert! They say they study the skin's ecosystem, like a mini world, to make products that clean your skin without harming it. They also say they work with doctors to make sure their products are good for you.



SWOT

Strengths

- ❖ Science-focused: Good vibes uses scientific knowledge to create skincare products.
- ❖ Doctor recommended: Their products are developed with dermatologists and might be recommended by doctors.
- ❖ Gentle on skin: Good vibes products aim to cleanse without upsetting the skin's natural balance

Weaknesses

- ❖ Might be pricier: Good vibes products might cost more than some other skincare brands.
- ❖ Less familiar brand: Some people might be more familiar with other skincare brands advertised more as compared to Good vibes.
- ❖ Needs explanation: The benefits of good vibes products might need more explanation than other brands both in terms of visual communication and otherwise.

SWOT

Opportunities

- ❖ Growing skincare market: The global skincare market is expected to continue growing in the coming years, which is a good opportunity for Good vibes to expand its market share.
- ❖ Increasing demand for natural and science-backed products: Consumers are becoming more interested in skincare products that are natural and backed by science, which aligns well with good vibes brand positioning.
- ❖ Expansion into new markets: Good vibes can expand its reach by entering new markets, both geographically and in terms of customer segments.

Threats

- ❖ Competition: The skincare market is highly competitive, and Good vibes faces competition from a number of established and emerging brands.
- ❖ Counterfeit products: Counterfeit Good vibes products can damage the brand's reputation and market share.
- ❖ Changing consumer preferences: Consumer preferences for skincare products can change rapidly, so Good vibes needs to be adaptable and innovative in order to stay ahead of the curve.

Competitor 2: Derma Co

- **USP:** The unique selling proposition of the Derma Co products are good for pigmentation. They reduce wrinkles and fine lines, along with working on spots and hyperpigmentation. Additionally, the products help with blotchiness, redness, and inflammation of the skin.

- **Online communication:**

Derma Co is a skincare brand that offers a range of products for various skin concerns. The brand has received generally positive reviews from customers who have tried their products.



SWOT

Strengths

- ❖ Focus on beginners: Derma co specifically caters to those new to skincare routines
- ❖ Friendly communication: Derma co uses a casual and informative style with emojis and testimonials, making skincare feel less intimidating.
- ❖ Potentially lower price point: Derma co might be a more affordable option

Weaknesses

- ❖ Limited product selection: Derma co currently offers a smaller range of products
- ❖ Newer brand awareness: Derma co is a new brand, so not everyone might know about them yet.
- ❖ Less emphasis on science: They focus more on making things easy than explaining all the science behind it.

SWOT

Opportunities

- ❖ Growing market: The skincare market is booming, so there's room for Derma co to grow!
- ❖ Eco friendly products scope: If Derma co uses eco-friendly practices, they can attract customers who care about the planet.
- ❖ More Products: Derma co could offer more products in the future to suit different needs.

Threats

- ❖ Lots of Competition: There are many other skincare brands out there, so Derma co needs to stand out.
- ❖ Keeping Up with Trends: Skincare trends change fast, so Derma co needs to stay up-to-date.
- ❖ Bad Reviews: If people don't like Derma co products, they might leave bad reviews online, which can hurt their sales.

Competitor 3 : My Wishcare

- **USP:** My Wishcare is all about natural hair and skincare! They focus on using ingredients inspired by nature. This means they avoid harsh chemicals and focus on keeping things simple and natural.
- **Online Communication:**
My Wishcare uses a friendly and straightforward communication style. They don't get too scientific and focus on explaining things in a way that's easy to understand. They might use phrases like "natural ingredients" and "inspired by nature" to highlight their focus on natural products. This makes it easy for you to see if their products might be a good fit for what you're looking for in your skincare routine.



SWOT

Strengths:

- ❖ Natural Ingredients: My Wishcare focuses on using ingredients found in nature, appealing to those who want to avoid chemicals in their skincare routine.
- ❖ Clear Communication: They explain their products and ingredients in a way that's easy to understand.
- ❖ Money-Back Guarantee: Wishcare offers a guarantee so you can try their products with confidence.

Weaknesses:

- ❖ Limited Selection: My Wishcare might have a smaller range of products compared to some other skincare brands.
- ❖ Newer Brand: Being a newer company, My Wishcare may not be as well-known as some competitors.
- ❖ Less Scientific Focus: My Wishcare prioritizes natural ingredients over in-depth scientific explanations about how their products work.

SWOT

Opportunities:

- ❖ Growing Market: The skincare market is expanding, which creates opportunities for My Wishcare to grow its customer base.
- ❖ Eco-Friendly Practices: If Wishcare uses eco-friendly packaging or sustainable practices, they can attract environmentally conscious customers.
- ❖ Expand Product Range: In the future, My Wishcare could offer a wider variety of products to cater to different skincare needs.

Threats:

- ❖ Supplier Issues: If My Wishcare relies on specific suppliers for their natural ingredients, any disruptions in the supply chain could impact their production and sales.
- ❖ Limited Marketing Budget: Newer brands like My Wishcare might have a smaller marketing budget compared to established competitors, making it harder to reach potential customers.
- ❖ Not for Everyone: Some people might prefer skincare products with more scientifically-backed ingredients.

Part 2 :SEO & Keyword Research

- SEO Audit
- Keyword Research
- On Page Optimization

SEO Audit

- SEO foe Plum Goodness , they can start by doing some keyword research. They should identify the keywords and phrases that their target audience is searching for,like “best cosmetices,” “natural makeup”,or “affordable products”.
- They can optimize their website and content by including these keywords in their page titles,headings,and throughout their website copy.
- This will help increase their website’s authority and visibility in search engine rankings.Hope these tips help Plum Goodness boost their online presence an attract more customers!

Keyword Research

- Hey there! Plum Goodness is a skincare brand that focuses on natural and vegan products. They offer a wide range of skincare products like cleansers, moisturizers, serums, and more.
- Their products are known for being gentle on the skin and free from harmful chemicals. If you're looking for effective and ethical skincare options, Plum Goodness is definitely worth checking out!
- Remember, it is important to choose keywords that are relevant to Plum Goodness products and have a good balance of search volume and competition. This will help them attract the right audience and improve their chances of ranking higher in search engine results.

On Page Optimization

- Focus Keywords : Best Moisturizers for Oily skin ,Glowing skin ,vitamin C
- Meta Title :Best Moisturizers for Oily skin: Vitamin C for Glowing Skin.
- Meta Description :
Discover the power of Vitamin C in plum goodness! From simple routine to the best moisturizers for oily skin,glowing complexion.

On Page Optimization (Content Optimization)

Introduction:

Oily skin can be a challenge to manage ,finding the right moisturizer can make all the difference.

- Section 1 :Understanding oily skin
Importance of hydration for oily skin
- Section 2 :choosing the best Moisturizer for Oily skin
Recommended products for Oily skin
- Section 3 :Top Moisturizers for Oily skin
Moisturizers with SPF
Moisturizers for acne-prone and combination skin
Moisturizers with vitamin C
- Section 4 :Tips for using Moisturizer with Oily skin
How to apply moisturizer for oily skin
When to use Moisturizer

Conclusion:

Finding the right moisturizer for oily skin can be a game-changer for your complexion.you can achieve a hydrated ,balanced,and glowing complexion.

GLOW BOOST ROUTINE



CLEANSE

vitamin C
foaming face wash



TONE

1.5% vitamin C
toner



TREAT

15% vitamin C
face serum



REPAIR

3% vitamin C
under eye cream



MOISTURIZE

3% vitamin C
moisturizer

Part 3 : Content Ideas & Marketing Strategies

- Content Marketing Strategies :
- The company produces a tonne of educational content for several platforms that cover a wide range of skincare-related topics. They post skincare tips, routines, product descriptions, etc on their YouTube channel.
- It also does a lot of live streams on Instagram with its clients to discuss holistic beauty generally and recruits dermatologists, fitness professionals, and nutritionists for the purpose.

Part 4 : Content Creation and Curation

Post Creation:

Select Content Categories: Come up with three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Write complete content/caption along with the CTAs.

Format 1

Format 2

Format 3

Format 1: Static post on Chamomile&white tea

Caption : Want to say goodbye to oily skin and acne.try our fashwash! It clear pores, reduces shine,gives you fresh,clear skin in no time!

Hashtags:

#cleanser#oilyskin#simple

<https://www.instagram.com/p/C5-OzVqpPCV/?igsh=NTc4MTIwNjQzYQ>

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Format2: Reel post on Face Serum

Caption : Ready for the summer glow.

- Cleanse with our fashwash.
- Treat with our Alpha Arbutin & 2% Hyaluronic Acid face serum.
- Moisture with our green tea gel.

Tap the link in bio to shop!

Hashtags :

#plum#simple#greentea#skincare

<https://www.instagram.com/reel/C5-NSECpoxu/?igsh=NTc4MTIwNjQ2YQ==>



HOW TO USE

FACE WASH:

take 2-3 pumps of the
face wash. massage
gently & rinse

MOISTURIZER:

apply a small amount
on face & neck. gently
massage



GOODNESS *inside*

SODIUM HYALURONATE



penetrates through skin's
layers to keep it **hydrated**,
plump & bouncy

ROSE WATER EXTRACTS



hydrate, soothe and calm,
dry & inflamed skin

NATURAL HUMECTANTS



attract & retain water,
keeping skin hydrated
and plump!



Format 3 : Carousel post on e-luminence

Caption : Oily skin beauties!say hi to our wonderful moisturizer, it gives your skin to hydration.

<https://www.instagram.com/p/C5-PnIApB-e/?igsh=NTc4MTIwNjQ2YQ==>

Hashtags :

#simple#oilyskin#moisturizer



other plums in e-luminence range

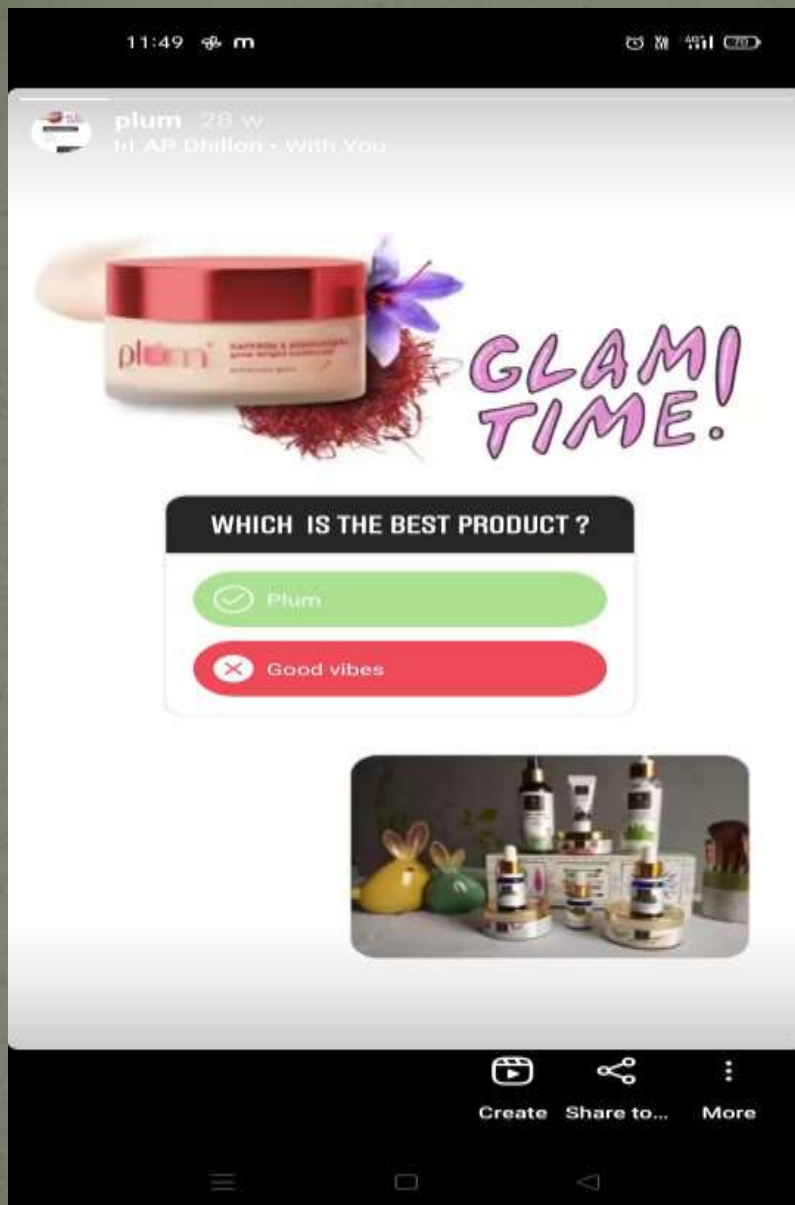


Part 4 : Conten Creation & Curation

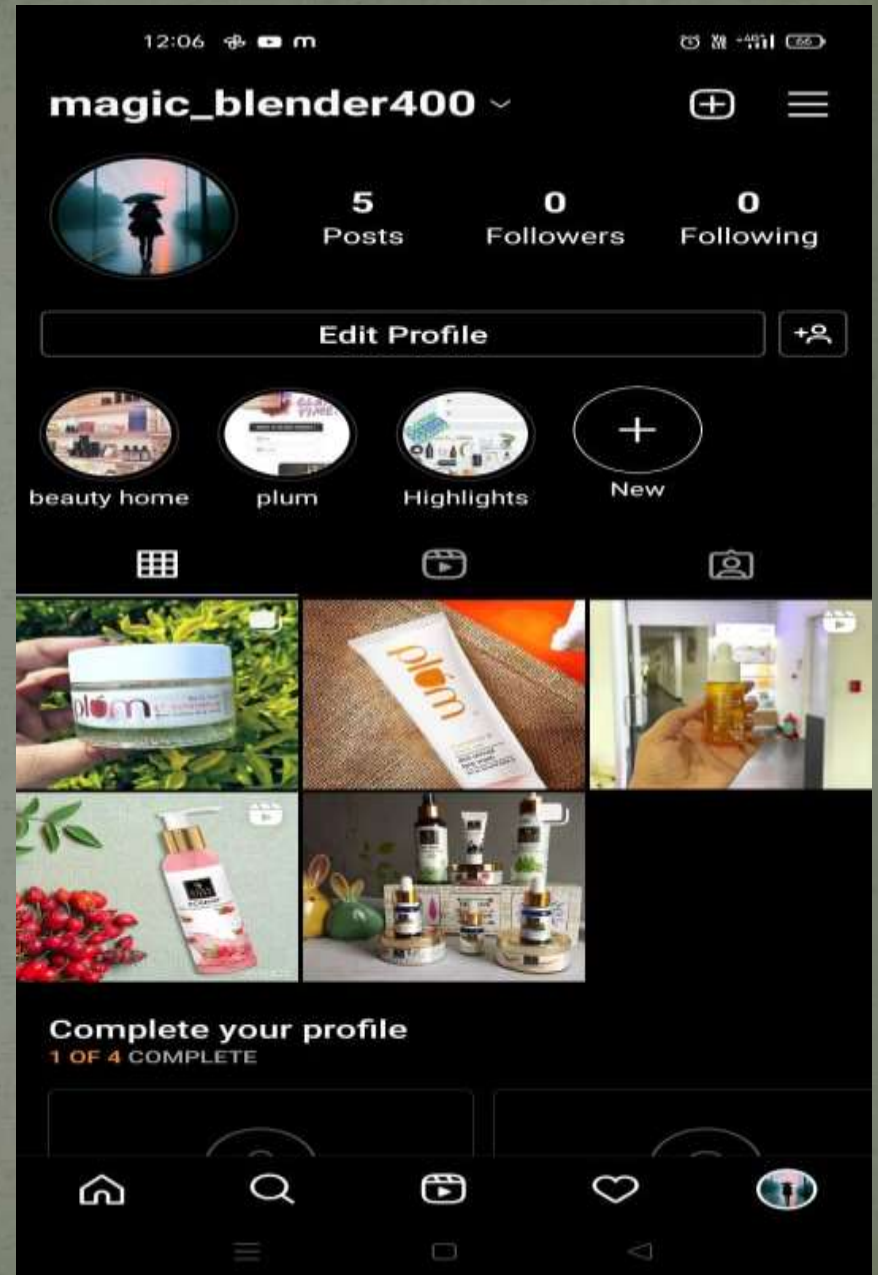
Instagram Story

Screenshots of Story:

https://www.instagram.com/s/aGlnaGxpZ2hoOjE4MDI3NDU4ODUxOTkzNDAo?story_media_id=3208118542115695211_61891767973&igsh=NTc4MTIwNjQ2YQ==



Highlights for Story:



THANK YOU

THANK YOU