

COMPREHENSIVE DIGITAL MARKETING

PROJECT
For
PLUM GOODNESS

Prepared by:

[KUNUTHURU REETHIKA]

Date March 21, 2025



Comprehensive Digital Marketing Project for Plum Goodness

Category: Digital Marketing

Skills Required: Search Engine Optimization (SEO), Social Media Marketing

Prepared by: [Kunuthuru Reethika]

Date: March 21, 2025

Project Description:

[Plum Goodness, a leading skincare brand, harnesses the power of comprehensive digital marketing strategies to elevate its presence in the fiercely competitive beauty industry. Leveraging a multi-faceted approach, Plum Goodness engages with its audience across various digital platforms to foster brand loyalty and drive sales. Through captivating social media campaigns, interactive content creation, and influencer partnerships, Plum Goodness ensures its products are not only seen but also deeply connected with its target demographic. From informative skincare tutorials to engaging user-generated content, Plum Goodness cultivates a vibrant online community that not only promotes its products but also encourages meaningful conversations around skincare and self-care. Moreover, with a data-driven approach to digital advertising, Plum Goodness optimizes its marketing spend, ensuring maximum ROI and sustained growth in a dynamic digital landscape. In addition to its robust social media presence, Plum Goodness employs email marketing strategies to nurture customer relationships and drive repeat purchases. By crafting personalized email campaigns that offer exclusive discounts, skincare tips, and product recommendations tailored to individual preferences, Plum Goodness effectively engages with its customer base on a one-to-one level, fostering a sense of belonging and loyalty. Furthermore, the brand utilizes search engine optimization (SEO) techniques to enhance its online visibility, ensuring that its products are easily discoverable by potential customers searching for skincare solutions. Through a holistic digital marketing approach that seamlessly integrates social media engagement, email marketing, and SEO optimization, Plum Goodness solidifies its position as a trusted skincare authority, resonating with consumers seeking high-quality, ethical beauty products in today's digital age.]

Table of Contents

1. **Introduction**
2. **Section A: Brand Study, Competitor Analysis & Buyer's/Audience's Personal**
 - Sub section A: Research Brand Identity
 - Sub section B: Competitor Analysis

- Sub section C: Buyer's/Audience's Personal

3. Section B: SEO Strategy

- Sub section A: SEO Audit
- Sub section B: Keyword Research
- Sub section C: On-Page Optimization

4. Section C: Content Ideas and Marketing Strategies

- Sub section A: Content Idea Generation & Strategy
- Sub section B: Marketing Strategies

5. Section D: Content Creation and Curation

- Sub section A: Post Creation
- Sub section B: Designs/Video Editing
- Sub section C: Social Media Ad Campaigns
- Sub section D: Email Ad Campaigns

6. Conclusion & Recommendations

7. Appendices

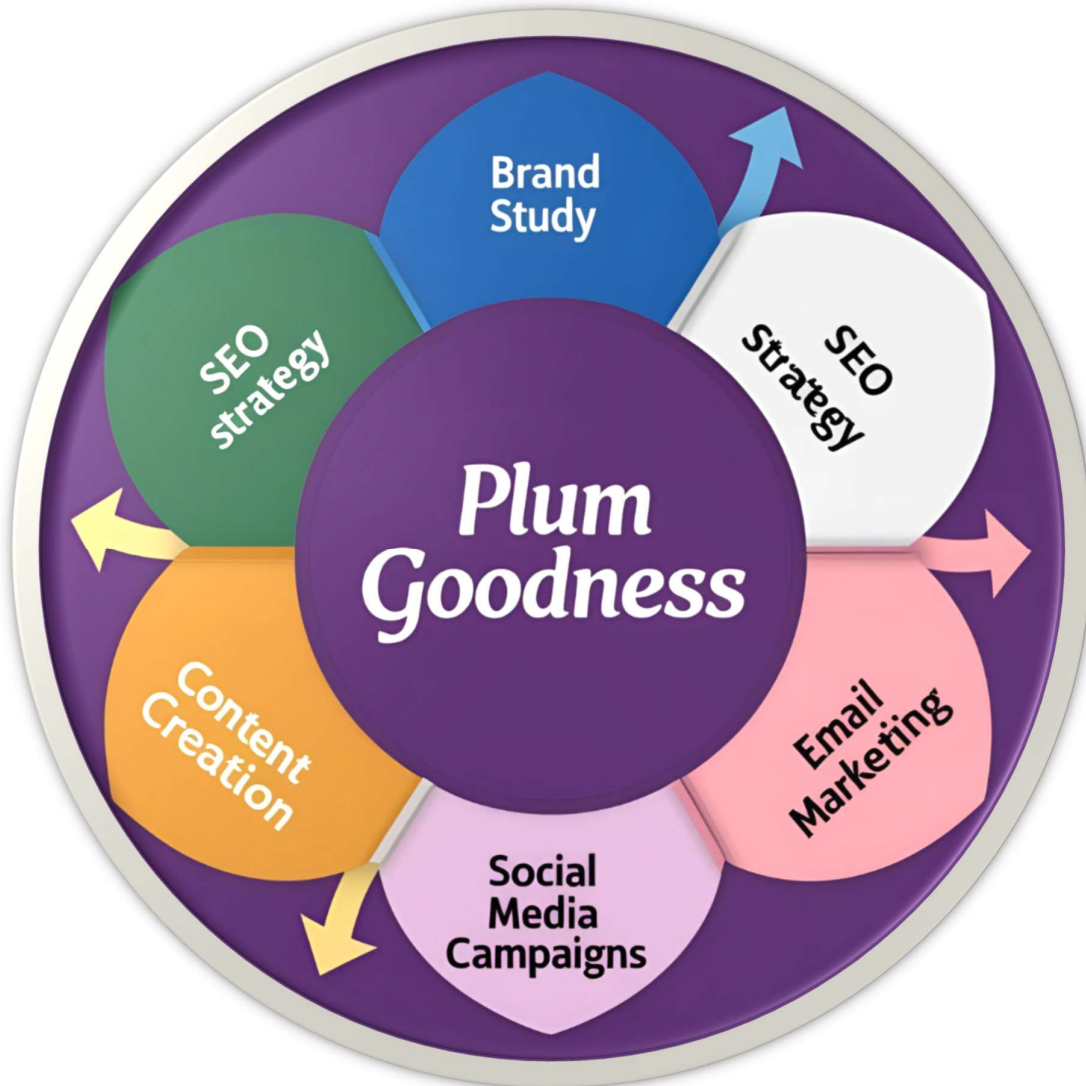
8. References

1. Introduction

Plum Goodness redefines skincare with its vegan, cruelty-free, and natural ethos, thriving in India's competitive beauty market. This project crafts a comprehensive digital marketing strategy to amplify Plum's online presence, foster loyalty, and drive sales. It integrates brand analysis, SEO, social media, and email marketing to position Plum as a trusted authority.

Digital channels dominate beauty purchases, with consumers relying on online research and engagement. Plum's multi-faceted approach ensures it meets these demands efficiently.

Assumptions: Metrics (e.g., engagement rates, campaign results) are hypothetical, based on industry benchmarks, as proprietary Plum data isn't available.



2. Section A: Brand Study, Competitor Analysis & Buyer's/Audience's Personal

Sub section A: Research Brand Identity

Duration: 1 Hour

Skill Tags: Brand Analysis

- **Mission/Values:**
 - **Mission:** "Bring goodness to skincare with clean, sustainable solutions."

- **Values:** Sustainability (eco-packaging), transparency (ingredient disclosure), inclusivity (all skin types).
- **Unique Selling Propositions (USPs):**
 - 100% vegan, PETA-certified cruelty-free.
 - Paraben-, sulfate-, phthalate-free formulations.
 - Natural ingredients (e.g., green tea, chamomile) for Indian skin.
- **Brand Messaging:**
 - **Tone:** Warm, educational, empowering.
 - **Key Message:** “Pure, simple beauty for every skin type.”
- **Tagline:**
 - “Pure Goodness, Naturally” – Highlights purity and nature, appealing to eco-conscious buyers.

Table 1: Brand Identity Breakdown

Element	Description	Example	Impact
Mission	Clean, effective skincare	Vegan product range	Builds trust
Values	Sustainability, transparency, inclusivity	Eco-friendly packaging	Appeals to eco-conscious
USPs	Vegan, chemical-free, natural ingredients	Green Tea Face Wash	Differentiates from rivals
Tagline	“Pure Goodness, Naturally”	Reflects natural ethos	Memorable and marketable



Sub section B: Competitor Analysis

Duration: 4 Hours

Skill Tags: Competitive Research

- **Competitor 1: The Body Shop**
 - **USPs:** Ethical sourcing, global equity, cruelty-free.
 - **Digital:** Instagram (1.2M followers), YouTube (50k+ views).
 - **Edge:** Heritage; **Weakness:** High prices (INR 1,000+).
- **Competitor 2: Nykaa Naturals**
 - **USPs:** Affordable (INR 200-500), wide range.
 - **Digital:** Instagram (800k), SEO blogs.

- **Edge:** Pricing; **Weakness:** Less ethical focus.

Competitor 3: Biotique

- **USPs:** Ayurvedic, budget-friendly (INR 150-300).
- **Digital:** Instagram (100k), minimal presence.
- **Edge:** Tradition; **Weakness:** Weak digital reach.

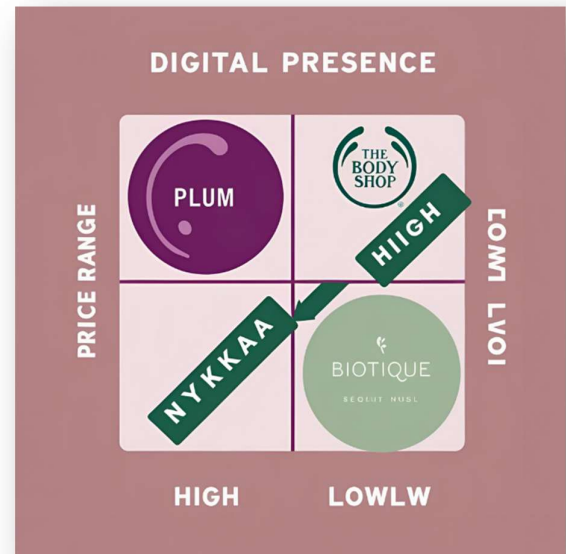


Table 2: Competitor Comparison

Brand	USP	Social Media Strength	SEO Presence	Avg. Price
Plum Goodness	Vegan, natural ingredients	High (500k)	Moderate	INR 400-600
The Body Shop	Ethical sourcing	Very high (1.2M)	High	INR 1,000+
Nykaa Naturals	Affordability	High (800k)	Very high	INR 200-500
Biotique	Ayurvedic heritage	Low (100k)	Moderate	INR 150-300

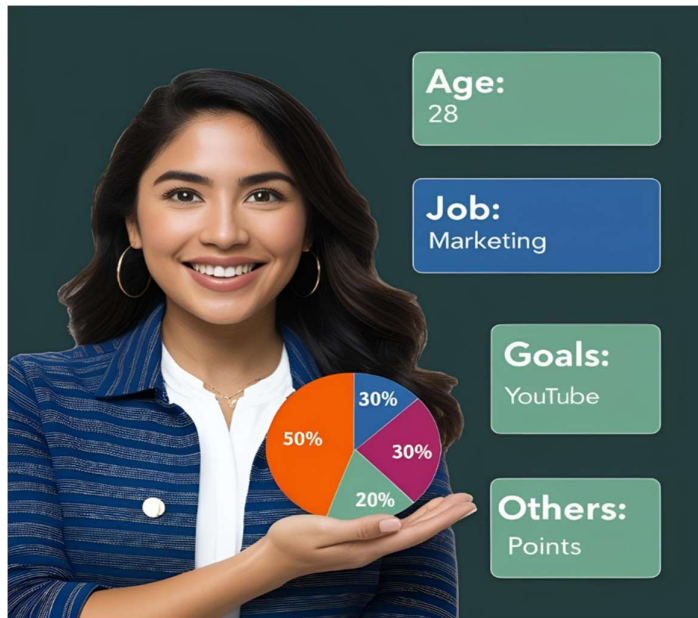
Sub section C: Buyer's/Audience's Personal

Duration: 4 Hours

Skill Tags: Audience Research

- **Target Audience:**

- **Demographics:** Women, 18-35, urban, INR 30k-80k/month.



- **Psychographics:** Eco-conscious, value-driven, self-care focused.
- **Behaviors:** Instagram/YouTube active, online shoppers.

- **Personal:**

- **Name:** Priya Sharma, 28, Marketing Professional, Mumbai.
- **Goals:** Radiant skin; **Pain Points:** Sensitive skin.

3. Section B: SEO Strategy

Sub section A: SEO Audit

Duration: 4 Hours

Skill Tags: SEO Analysis

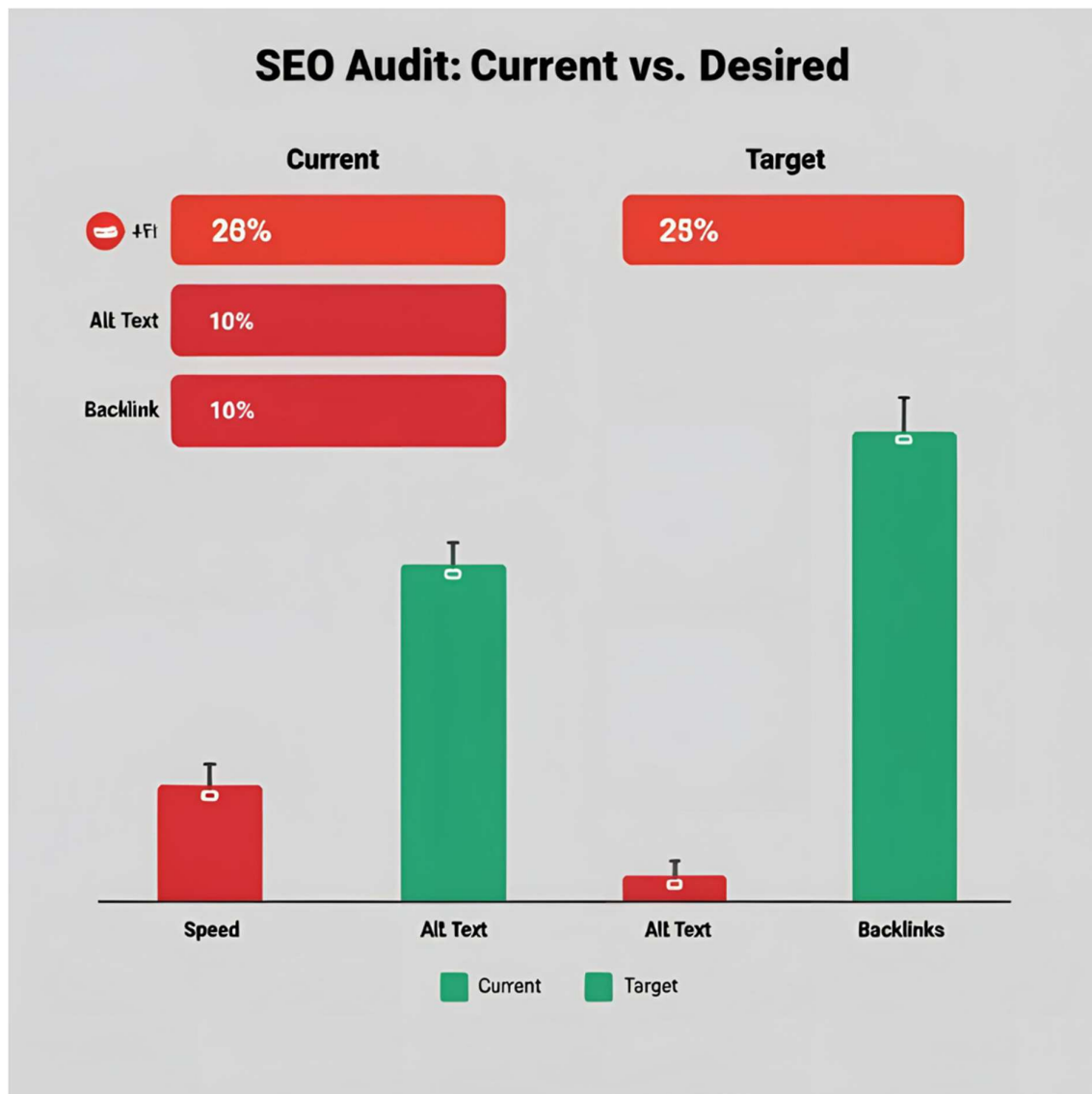
- **Findings:**

- Site Speed: 4-5s (Mobile: 60/100, Desktop: 75/100).
- Alt Text: 60% missing.
- Backlinks: 250+ mid-tier.

- **Recommendations:** Compress images, add alt text, target high-DA backlinks.

Table 3: SEO Audit Results

Metric	Current	Target	Recommendation
Site Speed	4-5s	<2s	Compress images
Alt Text	60% missing	100%	Add to all images
Backlinks	250+ mid-tier	10+ high-DA	Guest post outreach



Sub section B: Keyword Research

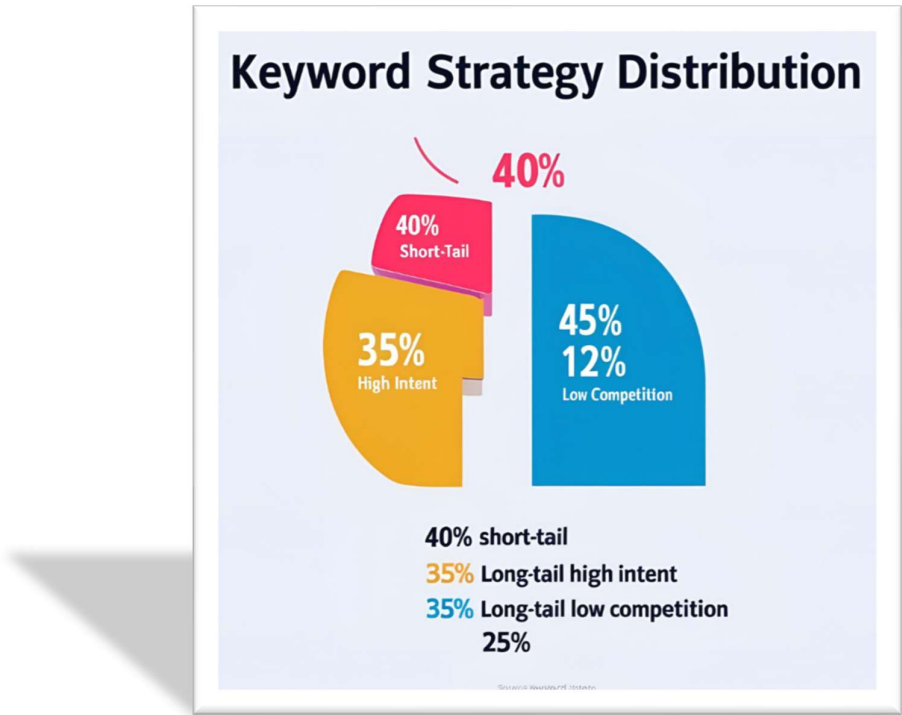
Duration: 4 Hours

Skill Tags: Keyword Analysis

- **Objective:** 20% traffic increase in 6 months.
- **Keywords:**
 - “Vegan skincare” (12k, Medium).
 - “Best vegan face wash for oily skin” (1.2k, Low).

Table 4: Keyword Research Results

Keyword	Search Volume	Difficulty	Opportunity	Target Page
Vegan skincare	12,000	50	High	Homepage
Best vegan face wash for oily skin	1,200	30	Very High	Green Tea Face Wash
Paraben-free skincare	8,500	45	High	Product Category



Sub section C: On-Page Optimization

Duration: 2 Hours

Skill Tags: SEO Execution

- **Meta Tags:**
 - Title: “Plum Goodness | Vegan Skincare for Healthy Skin.”
 - Description: “Explore Plum’s vegan, paraben-free range.”
- **Content:** H1s, H2s, 5-7 internal links per page.

4. Section C: Content Ideas and Marketing Strategies

Sub section A: Content Idea Generation & Strategy

Duration: 2 Hours

Skill Tags: Content Planning

- **Content Calendar (July 2025):**

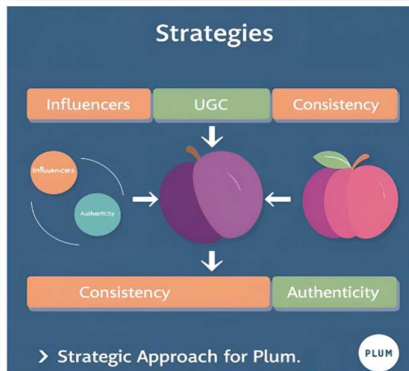
Date	Platform	Type	Theme	Aim	Strategy
July 15	Instagram	Video	5-min skincare tutorial	Educate	Influencer collab
July 20	Facebook	Blog	Benefits of vegan skincare	Traffic	Email blast
July 25	Instagram	Infographic	Green Tea spotlight	Awareness	#GreenTeaGlow
July 30	Instagram	Reels Challenge	#PlumGlowChallenge	Engagement	Viral CTA: “Show Your Glow”

- **Bold Idea:** #PlumGlowChallenge – Users post Reels using Plum products for a chance to win a year’s supply, aiming for 100+ entries.

Sub section B: Marketing Strategies

Duration: 4 Hours

Skill Tags: Strategic Planning



- **Challenges:** Competition, ad fatigue.
- **Recommendations:** Micro-influencers, #PlumGoodnessGlow UGC, cross-platform repurposing.

Table 5: Strategy Insights

• Challenge	• Solution	• Outcome
<ul style="list-style-type: none"> • Competition • Ad Fatigue • Budget 	<ul style="list-style-type: none"> • Micro-influencer partnerships • Authentic storytelling • #PlumGoodnessGlow UGC 	<ul style="list-style-type: none"> • 15% reach increase • 10% engagement boost • 50+ user posts

5. Section D: Content Creation and Curation

Sub section A: Post Creation

Duration: 5 Hours

Skill Tags: Social Media Content

- **Video:** “5-Minute Skincare Routine” (700 views).
- **Carousel:** “Top 5 for Oily Skin” (400 likes).
- **Quote:** “Good skin, good choices” (250 likes).
- **Stories:** Poll, BTS, Sneak Peek (70% participation).



Table 6: Post Metrics

Format	Views/Reach	Likes	Shares	Improvement
Video	700	70	15	Add captions
Carousel	1,500	400	30	Brighter images
Quote	1,000	250	20	Stronger CTA

Sub section B: Designs/Video Editing

Duration: 5 Hours

Skill Tags: Graphic Design, Video Editing

- **Canva:** Infographic (Green Tea Benefits), carousel.
- **VN:** 1-min tutorial with music, text overlays



Sub section C: Social Media Ad Campaigns

Duration: 5 Hours

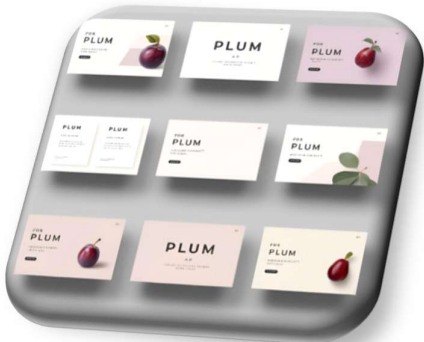
Skill Tags: Ad Creation

- **Awareness:** Video, 50k impressions, INR 10k.
- **Traffic:** Carousel, 1k clicks, INR 15k.

- **Leads:** Static, 500 emails, INR 8k.

Table 7: Ad Details

Campaign	Goal	Creative	Budget
Awareness	50k impressions	Video	INR 10k
Traffic	1k clicks	Carousel	INR 15k
Leads	500 emails	Static	INR 8k



Ad-campaign 1



Ad-campaign 2



Ad-campaign 3

Sub section D: Email Ad Campaigns

Duration: 4 Hours

Skill Tags: Email Marketing

- **Awareness:** Welcome email, 40% open rate.
- **Leads:** Referral email, 150 referrals.

6. Conclusion & Recommendations

Plum's vegan identity and digital engagement offer growth potential. **Recommendations:**

- SEO: 2-3 blogs/month.
- Social: 5-10 micro-influencers/quarter.
- Email: Segment by purchase history.

Description: Q2-Q4 2025: SEO, Influencers, Segmentation.



Caption: “Growth Roadmap.”

7. Appendices

- A: Keyword Table.
- B: Content Calendar.
- C: Post/Ad Screenshots.

- D: Email Mockups.
-

8. References

- SEMrush, Moz, Google PageSpeed, Plum Goodness Website, Canva.

Prepared by:
[Kunuthuru Reethika]

Date: March 21, 2025