PROJECT REPORT

INTRODUCTION

DIGITAL MARKETING:-

It refers to the use of various digital channels and technologies to promote and advertise products, services (or) brands to a target audience. It encompasses all marketing efforts that utilize electronic devices (or) the internet. It includes strategies like SEO, social media marketing, email marketing and many more.

As a part of digital marketing internship. We should a project with a team of 4 members. Every team were given a brand to do the project.

The ultimate goal of this digital marketing Internship is to drive specific actions, such as increasing website traffic, generating leads, driving sales (or) building brand awareness. By leveraging various digital strategies and tools, businesses aim is to achieve measurable and impactful results. Digital marketing is cost effective, highly measurable, and capable of reaching a global audience.

OVERVIEW :-

As a part of our digital marketing Internship, from the smart bridge, we are directed to do a comprehensive project for digital marketing, ever team were given a brand to do the project, we were allocated with "Biotique".

This project is all about whatever we covered in the internship classes. We have to reciprocate what we understand in the form of project with our given brand, by increasing the business growth, through the social media ad campaigns and the email ad campaigns.

The digital marketing project includes brand study, competitor analysis and Audience persona. continued with SEO, SEO Audit, keyword research. We can come forward with content ideas and marketing strategies regarding our brand. And about content creation and curation which is about post creating, video editing, Ad campaigns over social media, Emails. With all the topics above we are going to deal in the project.

The overall project report summarises objectives, strategies, results and challenges faced while during the project about the brand "Biotique".

PURPOSE OF THE PROJECT :-

The main goal of this project is to increase, the online presence and visibility of the brand products and services.

We used various tools for increasing the sales and business growth by SEO, social media marketing, email marketing and many more to achieve the desired goal. We can also monitor our performance of the brand after using key metrics and indicators

This project will be help Biotique to reach targeted audience, reach, improve's customer interaction and engagement, improves conversions and sales.

Digital marketing is essential in today's digital age. It enables businesses to connect with their target audience, build brand awareness, drive sales and stay competitive in the rapidly evolving market place. By harnessing the power of digital channels and data-driven strategies, businesses can achieve their marketing goals effectively.

LITERATURE SURVEY

A Literature survey in the context of digital marketing can be highly beneficial for marketers and businesses. It provides valuable insights, knowledge, and data that can inform and enhance digital marketing strategies and the tactics.

It helps to gain a deep understanding of the current state of knowledge in field. With the help of this digital marketers can make well-informed decisions, develop more effective strategies and achieve better results in their digital marketing efforts. It allows them to continuasly adapt and optimize their approaches based on the latest insights and finding in the dynamic world of the digital marketing.

In this project it helps to define the research problem, formulate the research questions and justify the research objectives and methodology, understanding trends and best practices, gaining knowledge on digital platforms and tools.

EXISTING PROBLEM:-

'Biotique' is a popular ayurvedic brand for beauty products, have faced many problems till now like

1) Quality control & consistency:-

Ensuring consistent product quality across various outlets and production facilities is crucial for maintaining customer satisfaction and brand reputation.

2) Natural products:-

Ensuring the products are made naturally. These practices are followed is essential to maintain consumer confidence and comply with the regulations

3) Competition:-

The beauty products market is highly competitive, with the numerous local and international brands buying for market share, putting pressure on Biotique to differentiate itself standout.

PROPOSED SOLUTION:-

1) solution for quality control and consistency is to implementing dedicated quality assurance teams, standarized operating procedures, supplier quality management, invest in technology, and could also integrate consumer feedback for the effective control and higher customer satisfaction.

2) To improve product quality, Biotique can implement to use natural substance without adding any chemicals and maintains certain temperature control managing side affects, undergo audits and certifications. these measures will enhance product safety standards. and reinforce consumer trust in their products.

3) To tackle competition, Biotique can focus on product innovation, quality differentiation, consumer engagement, digital presence, strategic partnership, these measures will help them stand out and maintain strong position in the market.

THEORETICAL ANALYSIS

BLOCK DIAGRAM:-

Comprehensive digital marketing for 'Biotique'.

- Brand study, competitor analysis & Buyer's persona
  - Research brand Identity
  - competitor Analysis
  - Audience persona
- SEO & Keyword Research
  - SEO Audit
  - Keyword Research
  - On-page optimization
- content Ideas and marketing strategies
  - content Idea generation
  - Marketing strategy
- content creation and curation
  - post creation
  - Designs/video editing
  - Social media ad campaigns
  - Email Ad campaigns

HARDWARE & SOFTWARE DESIGNING:-

HARDWARE REQUIREMENTS:-

1) COMPUTER / LAPTOP :-

While doing project we require computer/laptop with sufficient processing power and memory to handle various marketing tasks and software applications.

2) MOBILE DEVICES:-

With the increasing mobile marketing, having smart phones and tablets for testing and optimizing mobile campaigns is crucial.

3) Internet:-

A high speed internet is needed for online research and staying connected with online audiences.

SOFTWARE REQUIREMENTS:-

1) SEO TOOLS:-

SEO SOFTWARE like SEMrush (or) MOZ is used to conduct keyword research, track rankings and optimize website content.

2) EMAIL MARKETING PLATFORMS:-

Email marketing software such as mailchimp (or) constant contact is used for creating managing email campaigns and tracking email performance.

3) SOCIAL MEDIA MANAGEMENT TOOLS:-

Platforms like Hootsuite (or) Buffer help schedule, manage social media posts.

RESULT :-

A successful digital marketing requires careful planning, execution and continuous optimization. Additionally digital marketing is just one part of a comprehensive marketing strategy, and brands often benefit from integrating digital efforts with traditional marketing channels for holistic approach.

The results of Biotique digital marketing efforts are:

* Improves brand's online visibility, reaching a broader audience and increasing brand awareness.
* It can drive more traffic to brand's website, increasing the potential for customer engagement and conversions
* Through social media, email marketing, brands can engage directly with their customers fasting stronger relationships.
* It can generate more leads and conversions, resulting in increased sales and revenue.
* Results can be tracked about campaigns and can make necessary adjustments.

ADVANTAGES AND DISADVATAGES :-

ADVANTAGES OF PROPOSED SOLUTIONS:-

1) PRODUCT INNOVATION:-

Introducing new and innovative products can attract more customers, increase market share and drive revenue growth.

2) QUALITY DIFFERENTIATION:-

Maintaining superior product quality like Biotique is not easy, it builds trust and loyality among customers.

3) PARTNERSHIPS AND COLLABORATIONS:-

Strategic partnerships can enable access to new markets, expand product offerings, digital recipe through collaborations are very useful.

4) Digital presence:-

As Biotique is in all marketing platforms like youtube, Instagram, television will strengthen brand's digital presence and can tap into growing online consumer base and boost and online sales.

DISADVANTAGES OF PROPOSED SOLUTIONS:-

1) COST AND INVESTMENT:-

Implementing some proposed solutions may require substantial investment, which could impact profitability in the short term.

2) DIGITAL MARKETING RISKS:-

We know that digital marketing have many benefits, but it also comes with risks such as negative online feedback and reputational damage.

3) Customer retention:-

Acquiring new customers is important, but its also crucial to retain existing customers, which can be challenging in a competitive market.

4) Execution challenges:-

Successfully implementing proposed solutions requires effective execution and coordination across various departments, which can be very challenging. It's important for Biotique to carefully access and strategic the implementation of solutions to maximize advantages and mitigate disadvantages effectively.

APPLICATIONS:-

Successful implementation requires dedication, strategic planning, and ongoing monitoring to achieve the desired results.

There are many applications like:

1) ONLINE REPUTATION MANAGEMENT:

It helps in monitoring and brand's online reputation through social listening and timely responses to customer feedback.

2) INFLUECER MARKETING:-

Leveraging influencers on social media and other digital platforms to promote products (or) services can increase brand visibility and reach larger audience.

3) PERSONALIZATION AND CUSTOMER SEGMENTATION:-

It allows businesses to segment their audience and deliver personalized content and others based on user preferences and their behaviour.

CONCLUSION:-

Comprehensive digital marketing project on Biotique, has proved to be highly effective on achieving its objective, like increasing brand awareness, generating leads, boosting conversions and sales. In this project we used various online platforms such as social media and email marketing, SEO, and ppc(pay perclick) to reach the target audrence and communicate the value proposition of product.

The project has measured and analyzed the performance of each campaign using relevant metrics and tools such as google analytics, facebook insights and mailchimp. It has evaluated the results of each campaign and suggested some ways to improve and grow.

FUTURE SCOPE :-

It's essential for Biotique to stay up-to-date with evolving marketing trends and technologies to remain competitive and effectively engage with their target audience. By combining, creativity, innovation, and customer centric approach, biotique can thrive in digital landscape in the coming years.

We could implement chatbots on their website and social media platforms can enhance customer support and provide quick responses to inquires. And as voice activated devices become more prevalent, optimizing their online content for voice search queries can improve biotique visibility and accessibility in voice-based searches. This is how Biotique can enhance in the future.

Comprehensive Digital Marketing
Project Work
On
Biotique

Team members:
1. T. Sabithapriya
2. T. Sharmila Rani
3. Y. Anil Kumar
4. M. Shanmukh Venkat Varshith

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

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

COMPANY/TOPIC for project: BIOTIQUE

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

Brand colours :
White, G

Logo : BIOTIQUE
ADVANCED AYURVEDA

Mission/Values:
Biotique mission is to satisfy the diverse beauty needs of customers and cultures who seek natural beauty products that are as effective as they are environmentally responsible.

USP: The USP of the Biotique brand being ayurvedic products that are made from 100 percent naturally sourced ingredients.

Analyze Brand Messaging:
Fun, Creative and Informative.

Examine the brand's tagline:
Indulge in the goodness of non-toxic beauty.

Examples: https://instagram.com/biotique_world?igshid=MzRlODBiNWFlZA==

Competitor Analysis:

Competitor 1: https://www.lotusherbals.com

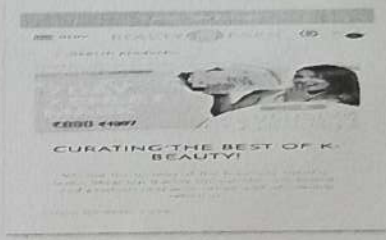
USP: Categorisation, offers, discounts, Tips.
Communication: Celebrity Endorsement, Content memes, Lots of tutorials.

Competitor 2: https://www.nykaafashion.com/

USP: Categorisation, Offers.
Communication: Tips and Tricks, Lots of tutorials, Celebrity Endorsement.

Competitor 3: https://www.beautybarn.in

USP: Categorisation, Offers, Brand collaboration.
Communication: Quizs, tutorials, tips.



Buyer's/Audience's Persona:

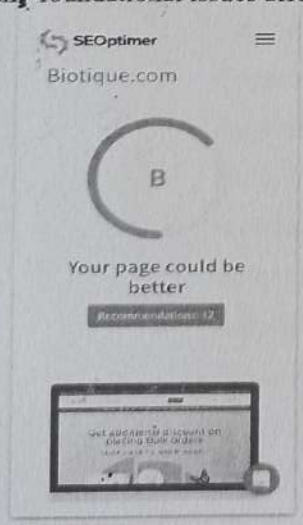
Age : 18-45
Gender : All
Children : Yes
Martial Status : Married/Unmarried
Location : Urban/Rural
Income : 2,00,00er annum-20,00,000 per annum
Education : Not Specified
Interest : People who prefer Ayurvedic and Natural products
Marketing platforms : Google ads, Youtube ads, television, Instagram, Facebook, Twitter.

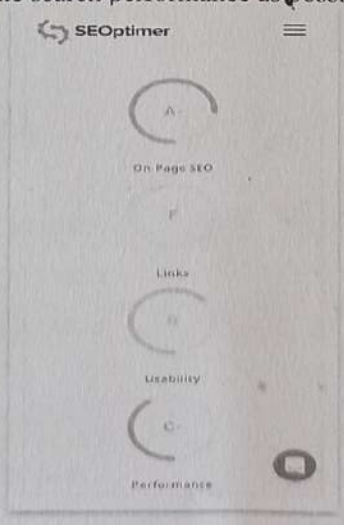
Part 2: SEO & Keyword Research

BIOTIQUE SEO AUDIT:

An SEO audit is the evaluating how well your website is optimised for search engines it identifies errors that can prevent your site from ranking well and opportunities that can help you rank better. An SEO audit usually covers areas like indexing and crawlability .

An SEO audit the process of analysing hoe well your web presents relates to best practises – it is the first step to creating an implementation plan that will have measurable results . The purpose of audit is to identify as many foundational issues affecting organic search performance as possible .





RESEARCH OBJECTIVE:

Biotique is a well-known Indian brand that specializes in Ayurvedic skincare and haircare products. However, research objectives for a company like Biotique could encompass a wide range of areas related to their products, business, and industry. Some possible research objectives might include:

1. **Product Development and Improvement**: Biotique may aim to conduct research to develop new skincare and haircare products based on traditional Ayurvedic principles or improve existing products based on customer feedback and scientific advancements.
2. **Ingredient Studies**: Research could be focused on studying the properties and effects of specific natural ingredients used in Biotique products, determining their efficacy, and finding potential new ingredients for future formulations.
3. **Safety and Quality Assurance**: Ensuring the safety and quality of their products is crucial. Research objectives may involve conducting tests and studies to validate the safety and stability of their formulations.
4. **Consumer Behavior and Market Analysis**: Understanding consumer preferences, needs, and behavior is essential for any business. Biotique might conduct market research to identify trends, assess customer satisfaction, and adapt their strategies accordingly.

BRAINSTROM SEED KEYWORDS:

SEED KEYWORDS
Biotique
Ayurvedic beauty products
Natural skincare
Herbal cosmetics
Biotique products
Organic hair care
Ayurvedic remedies
Herbal skincare
Biotique skincare routine
Botanical beauty products
Natural wellness products
Biotique hair care
Ayurvedic body care
Herbal remedies for skin

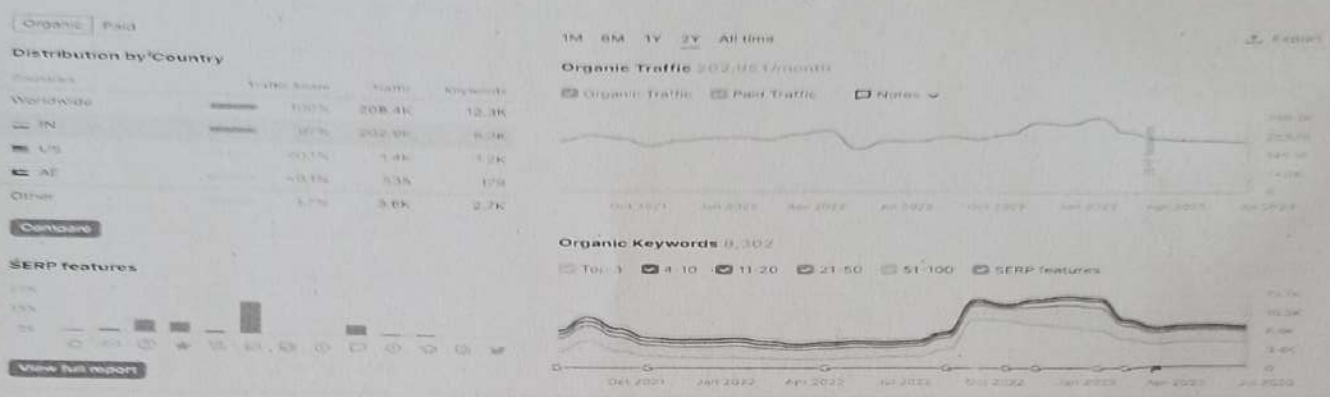
KEYWORD RESEARCH:

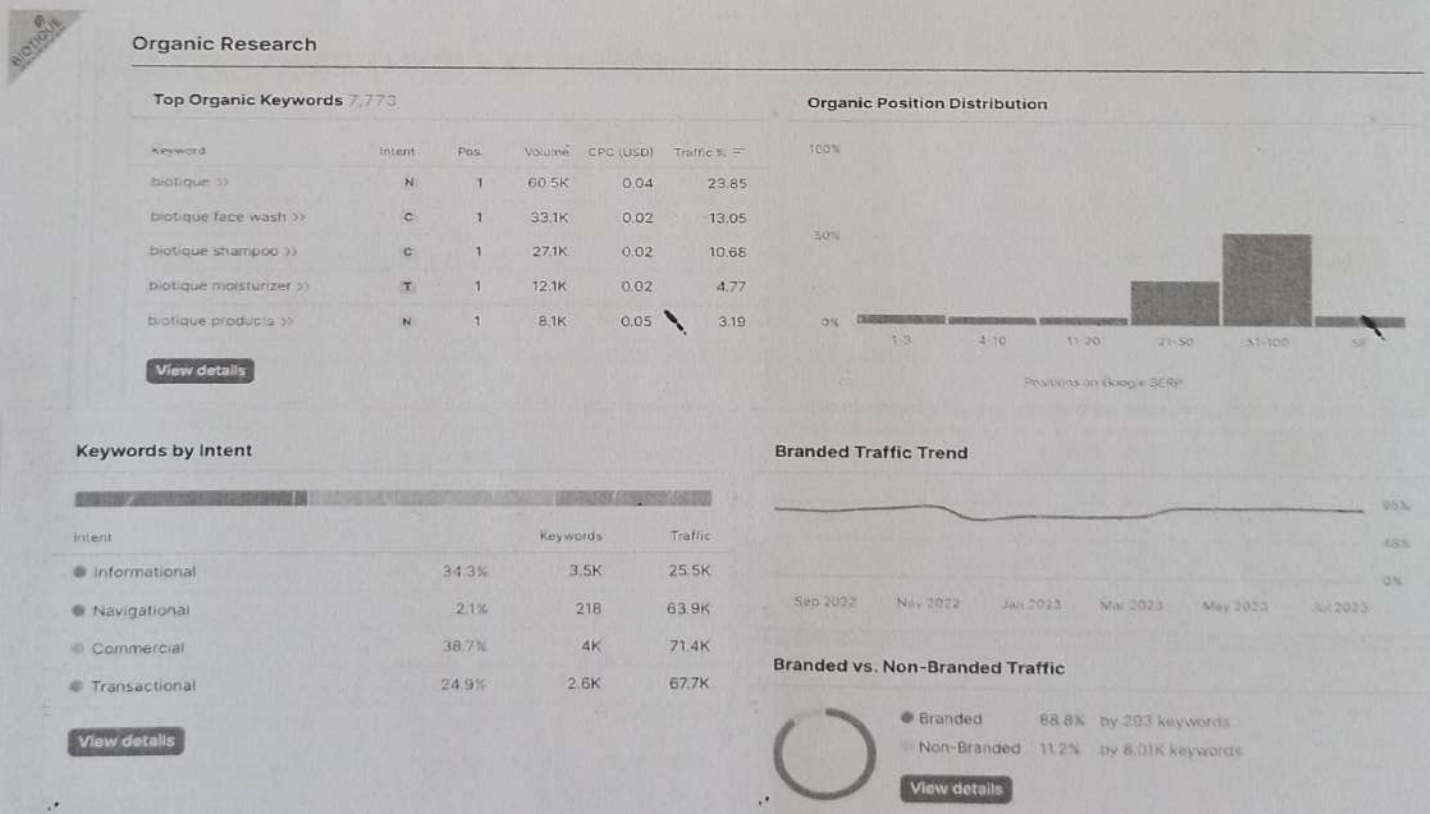
Keyword research is the process of finding and analysing search terms that people enter into search engines with the goal of using that data for a specific purpose, often for search engine optimization(SEO) or general marketing.

KEYWORD RESEARCH FOR BIOTIQUE:

The following are the relevant keywords of Biotique brand that have been found after thorough research and filtering.

These keywords are further filtered as per the high and low traffic, popularity and few other criteria based on





BIOTIQUE KEYWORDS:

Keyword Magic Tool: biotique

Database: India · Currency: USD

All | Questions | Broad Match | Phrase Match | Exact Match | Related

By number | By volume

All keywords: 10,358 Total volume: 489,810 Average KD: 24%

+ Add to keyword list | Update

All keywords	10,358	Keyword	Intent	Vol.	KD %	CPC (U...	Com.	SF	Results	Updated
bio	1,820	biotique	N	60,500	54	0.04	0.94	9	76	Last week
review	1,673	biotique face wash	C	33,100	32	0.02	1.00	7	83	Last week
face	1,205	biotique shampoo	C	27,100	38	0.02	1.00	8	71	Last week
cream	1,204	biotique lip balm	C	12,100	31	0.03	1.00	7	68	Last week
shampoo	675	biotique moisturizer	T	12,100	30	0.03	1.00	5	67	Last week
hair	734	biotique sunscreen	C	12,100	26	0.02	1.00	6	68	Last week
products	723	biotique cream	I T	9,900	36	0.02	1.00	8	63	Last week
wash	678	biotique products	N C	8,100	37	0.06	1.00	6	81	2 weeks
skin	625	biotique hair colour	I T	6,600	36	0.02	1.00	9	66	2 weeks
oil	511	biotique soap	C	6,600	30	0.03	1.00	7	67	2 weeks

ANALYZE COMPETITOR KEYWORDS:

biotique.com × Root Domain Search

← Create new report

What's new? | User manual | Send feedback

Traffic Analytics: biotique.com

Get PDF | + Create list

Jun 2023 · Worldwide · All devices · Accuracy: · Company

Overview | Audience Overview | Traffic Journey | Top Pages | Subfolders | Subdomains | Geo Distribution | Bulk Analysis

Root domain: biotique.com × | Root domain: mamaearth.in × | Root domain: nykaaman.com × | Root domain: bathandbodywork... × | Root domain: themomsco.com × | Compare | Clear

Target	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate	
biotique.com	116.9K ↑366.92%	80.1K ↑417.19%	5.2 ↑81.03%	04:08 ↓3.88%	34.49% ↓0.73%	-
mamaearth.in	2.4M ↑16.66%	1.6M ↑35.6%	1.2 ↓9.16%	09:51 ↓36.45%	83.5% ↑1.62%	--
nykaaman.com	590.7K ↓38.62%	311.3K ↓29.62%	2.6 ↑90.87%	02:55 ↓23.25%	52.47% ↓40.87%	--
batha...yworks.com	45.1M ↑58.96%	15.9M ↑18.14%	4.8 ↑9.79%	10:19 ↑4.92%	42.82% ↓13.5%	---
themomsco.com	5.8M ↓18.39%	3.1M ↓18.03%	2.3 ↑43.96%	05:38 ↓61.98%	63.84% ↓11.06%	--

LONG-TAIL KEYWORD SEARCH:

LONG-TAIL KEYWORD SEARCH
Biotique organic skincare products
Biotique herbal shampoo reviews
Buy Biotique sunscreen online
Biotique anti-dandruff hair oil
Biotique natural face cleanser
Biotique ayurvedic skincare routine
Best Biotique products for acne-prone skin
Biotique hair growth treatment
Biotique baby care products
Biotique under-eye dark circle cream

ON-PAGE OPTIMIZATION:

Meta Tag Optimization for Biotique:

1. Title Tag: The title tag is one of the most crucial meta tags for SEO. It appears as the main headline in search engine results. Make sure to include relevant keywords related to Biotique's products, such as "Biotique skincare products," "Natural wellness by Biotique," etc. Keep it concise, around 50-60 characters, and compelling to attract clicks.
2. Meta Description: The meta description is a brief summary that appears below the title tag in search results. It should be around 150-160 characters and provide a compelling reason for users to click on the link. Include relevant keywords and highlight the unique selling points of Biotique's products or services.
3. Keywords: Conduct keyword research to identify the most relevant and commonly searched keywords related to Biotique and its products. Utilize these keywords naturally in your meta tags, as well as throughout the website's content.
4.Product-specific Meta Tags: For individual product pages, create unique and informative meta tags for each product. Include the product name, its unique benefits, and targeted keywords. Avoid using generic meta tags across all product pages.

CONTENT OPTIMIZATION FOR BIOTIQUE:

1. Understand the Audience: Conduct thorough research to understand the preferences, pain points, and interests of Biotique's target audience. Are they looking for skincare solutions, hair care, or overall wellness? Understanding their needs will help tailor the content accordingly.
2. Highlight Natural and Organic Benefits: Biotique's main selling point is its use of natural and organic ingredients. Emphasize this aspect in the content to attract eco-conscious and health-conscious consumers. Explain the benefits of these ingredients and how they can positively impact the users.
3. Educate and Inform: Create content that educates users about the importance of natural products and their impact on the environment and personal health. This can include blog posts, articles, and infographics explaining various beauty and wellness topics.
4. Product Descriptions: Craft compelling and detailed product descriptions that not only highlight the features but also the benefits of each product. Explain how these products can solve specific beauty or health concerns.

5. User-Generated Content: Encourage customers to share their experiences with Biotique products through reviews, testimonials, and social media posts. User-generated content adds authenticity and builds trust among potential customers.
6. Visual Appeal: Use high-quality images and videos to showcase the products, demonstrate their application, or share the behind-the-scenes story of Biotique's commitment to natural beauty.
7. SEO Optimization: Conduct keyword research to identify relevant search terms and incorporate them naturally into the content. This will improve Biotique's search engine visibility and organic traffic.
8. Leverage Social Media: Biotique's target audience is likely active on social media platforms. Utilize these channels to share engaging content, run contests, and collaborate with influencers to reach a wider audience.
9. Create How-to Guides and Tutorials: Educate customers on how to use Biotique products effectively. Step-by-step guides and tutorials can be valuable resources for users and can also showcase the brand's expertise.
10. Focus on Sustainability: Share Biotique's sustainability initiatives and practices through content. Consumers appreciate eco-friendly brands, and showcasing these efforts can foster a positive brand image.
11. Email Newsletters: Use email marketing to keep customers informed about new product launches, promotions, and beauty tips. Personalize the emails for a more engaging experience.

PROCESS OF CONDUCTING KEYWORD RESEARCH:

"Biotique" is a brand known for its Ayurvedic beauty and skincare products. Conducting keyword research is an essential step in any digital marketing strategy, including search engine optimization (SEO). Keyword research helps identify the terms and phrases potential customers use to find products or services, and it allows you to optimize your website and content to rank higher in search engine results, thus increasing organic traffic.

Here's a general process for conducting keyword research for Biotique or any brand:

1. **Understand Your Target Audience:** Define your target audience and understand their preferences, pain points, and interests. This information will help you find relevant keywords that align with their needs.
2. **Brainstorm Seed Keywords:** Begin by brainstorming a list of seed keywords relevant to Biotique's products, such as "Ayurvedic skincare," "natural beauty products," "organic cosmetics," etc. These seed keywords will be the foundation of your research.
3. **Keyword Research Tools:** Utilize keyword research tools to expand your list of keywords and gather valuable data. Some popular tools include:
   - Google Keyword Planner (free)
   - SEMrush
   - Ahrefs
   - Moz Keyword Explorer

4. **Analyze Competitors:** Look at the websites of competitors or similar brands to see which keywords they are targeting. This can give you ideas for additional keywords to include in your list.
5. **Keyword Intent:** Consider the intent behind each keyword. Are people looking for information, products, or solutions? Understanding the intent helps you align your content accordingly.
6. **Keyword Relevance and Volume:** Evaluate the relevance and search volume of each keyword. High search volume indicates more people are searching for that term, but it may also mean higher competition. Balance highly relevant, niche keywords with broader, high-volume ones.
7. **Long-Tail Keywords:** Long-tail keywords are longer and more specific phrases. They may have lower search volume but often lead to higher conversion rates. Incorporate relevant long-tail keywords into your strategy.
8. **Keyword Difficulty:** Assess the difficulty of ranking for specific keywords. Highly competitive keywords may be difficult for a new website to rank, so consider targeting some less competitive terms to start.
9. **Organize and Prioritize Keywords:** Categorize your keywords based on relevance and search volume. Create keyword groups or clusters around specific themes
10. **Content Strategy:** Develop content around your selected keywords. This can include product pages, blog posts, guides, and other relevant content that aligns with your target keywords.

Part 3: Content Ideas and Marketing Strategies

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 NATIONAL DOCTOR'S DAY
2 WORLD UFO DAY	3	4	5	6	7	8
9	10	11 WORLD POPULATION DAY	12	13	14	15
16	17 WORLD DAY FOR INTERNATIONAL JUSTICE	18 NELSON MANDELA INTERNATIONAL DAY	19	20	21	22
23	24 NATIONAL THERMAL ENGINEER'S DAY	25 NATIONAL REFRESHMENT DAY	26 KARGIL VIJAY DAY	27	28 WORLD HEPAPTITIS	29 INTERNATIONAL TIGER DAY
30	31					

CONTENT IDEAS:

BIOTIQUE: Our country has a long tradition of using scents and attar. In fact, we have strong roots and connections with fine fragrances. The kings and queens of ancient times used to have special penchant for fragrances that celebrate their personalities. Fragrances were also actively used for worshipping gods right from the vedic age. It is believed that since fragrances made from natural substances like flowers, woods and water, they deeply affect our psyche.

Another reason why fragrances and perfumes are so popular in India is because of our tropical climatic conditions. Heat and stickiness is almost synonymous with summers in India, and we need to be very sure in our choice of perfumes. We want our perfumes to not only give us great smell but also helps us feel fresh throughout the day. Let's have a look at some of the best fragrances from Biotique that are not only authentic and grounded, but are also cost effective, and extremely safe to use.

Fragrances evoke a whole new world. They awake our senses and uplift our personality. That's why choosing fragrances is called an art. Hope you are able to get some idea of what our fragrances have to offer to you. All Biotique fragrances are organic and safe to use. So, stay fresh throughout the summer season and get your pick from these timeless elegant and juicy fragrances.

MARKETING STRATEGIES FOR BIOTIQUE:

ENGAGING ONLINE CAMPAIGNS:

Launch interactive online campaigns such as "Face wash flavour voting" or "creating face wash contests", where consumers can vote for their favorite face wash or suggest their innovative combinations. So that we could know what type of facewashes people would love to try, which helps our brand to launch new stuff.

MEMES:

By creating memes on biotique hair products that helps people to know about the product. Cleverly designed memes can showcase the products use and detailed about the project benefits. It encourages the customers to share the memes with their friends or family members.

"Memes have the potential to go viral, which can significantly increase brand visibility and reach as users share and engage with the content."

CONTENT MARKETING:

By creating valuable and relevant content to attract, engage, and retain a target audience. Blogs serve as a powerful tool within this strategy to achieve various marketing objectives.

By the journey of Biotique's blog we could highlight the rich heritage of traditional marketing while exploring new products that resonate with modern consumers and many more.

CHALLENGES FACED IN CONTENT IDEAS AND MARKETING STRATEGIES:

1. Producing high-quality content
2. Generating content consistently
3. Prioritising content expertise
4. Understanding different buyer personas
5. Producing content in suitable formats
6. Measuring content ROI
7. Creating buy-in among stakeholders
8. Aligning content with the buyer journey
9. Activating content effectively
10. Choosing the right channels

Part 4: Content Creation and Curation

Format: 1
Creative:

Aim: To increase biotique brand visibility.
Date: 04-08-2023
Idea: To create a relatable and humorous connection with the target audience.

Format :2

Blog Article:

Aim: Boost SEO and provide information about biotique new product.

Date: 08-08-2023

Idea: Biotique has launched new Neem Facewash and this blog will cover the details about them by wash your face with Neem facewash .

Topic : To remove acne you can wash your face with Neem facewash .

Biotique's Neem face wash helps to remove acne on face. It helps to get pimple clear face. Now a days acne is a common skin problem that affects individuals of all ages. The quest for clear, pimple clear skin often leads us to try various products but every product will not give good results . Generally acne facewashes contain harsh chemicals that can affect the skin of its natural oils and cause further irritations .

INGREDIENTS :

Biotique neem face wash was made with neem , ashwagandha and galangal . These are the 3 primary constituents in this face wash . Because of its powerful medicinal powers, neem has been admired. Neem act as acne-prone, anti-septic, anti-bacterial. This face wash contains neem its helps clear your skin of clogged pores and fight acne-causing bacteria.

Another important component is ashwagandha, which has powerful antioxidants that delay the ageing process of the skin. It works to reduce the appearance of fine lines, wrinkles, blemishes, and dark spots.

A very lesser-known plant, galangal is essential to better skin health. Because of its anti-inflammatory qualities, it can reduce swelling and redness. It helps to repair burned skin and removing acne causing bacteria .

BENEFITS OF USING BIOTIQUE'S NEEM FACE WASH:

Neem is a popular ingredient known for its numerous benefits. It helps for :

1. Acne treatment and prevention
2. Gentle and soap-free cleansing
3. Deep pore purification
4. Anti-Aging properities
5. Suitable for all skin types

Biotique neem face wash is an excellent product to the common problems of those who suffer from oily skin or acne-prone skin. The all-natural ingredients gently cleanse, nourish, and improve the look of your skin without causing any harm or unpleasant side effects.

TIPS TO ACHIEVE PIMPLE-FREE SKIN AT HOME:

1. Clean your face twice daily
2. Follow with a toner
3. Moisturise regularly
4. Exfoliate weekly
5. Maintain a healthy diet

CONCLUSION:

Biotique's neem face wash is a great option if you are seeking an all-natural way to fight acne. This face wash is formulated with a special mixture of neem, ashwagandha, and galangal that not only purifies pores and removes makeup but also helps prevent and treat acne. You can finally wave goodbye to your acne issues and welcome a more confident you by including this mild and effective face wash into your skincare.

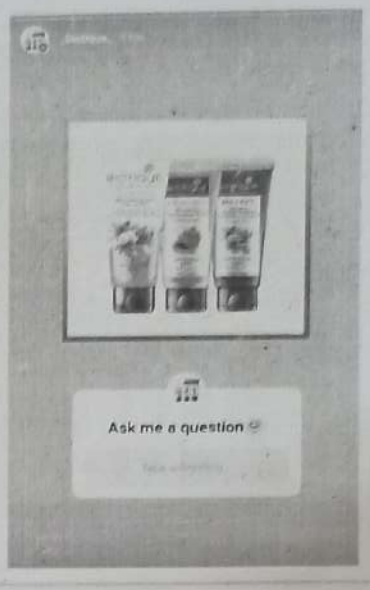
Format: 3
Creative:

Aim: Brand awareness and reach
Date: 16-08-2023
Idea: To create a meme.

Instagram Story

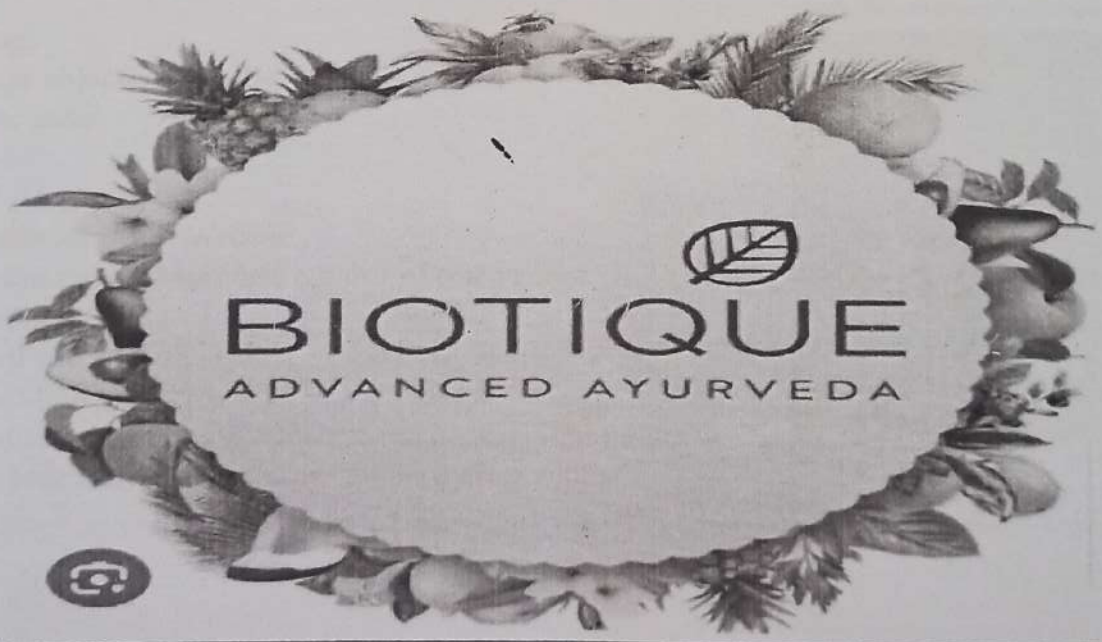
Views:
Likes:
Polling result:

Views:
Likes:



Views:
Likes:

Designs/Video Editing



Social Media Ad Campaigns

BRAND AWARENESS CAMPAIGNS:

Targeting:
Campaign objective: Awareness
Location: India
Age: 18-60+
Gender: All genders
Performance goal: Maximise reach of ads
Interests: Beauty salons, Cosmetics, Fragrances, Hair products
Primary text: Health and glow

DRIVING WEBSITE TRAFFIC CAMPAIGN:

Targeting:
Campaign objective: Traffic
Location: India
Age: 18-60+
Gender: All genders
Conversion location: Website
Performance goal: Maximise number of conversions
Daily budget: 800Rs
Estimated reach: 4.2K-12K
Estimated link clicks: 6-19
Interests: Beauty salons, Cosmetics, Fragrances, Hair products
Primary text: Advanced skincare for the eternal youth

LEAD GENERATION CAMPAIGN:

Targeting:

Campaign objective: Leads
Location: India
Age: 18-60+
Gender: All genders
Conversion location: Instant forms
Performance goal: Maximise number of leads
Daily budget: 800Rs
Estimated reach: 2.3K-6.1K
Estimated link clicks: 6-19
Interests: Beauty salons, Cosmetics, Fragrances, Hair products
Primary text: Indulge in the goodness of non-toxic beauty.

Email Ad Campaigns

Email Ad Campaign 1 - Brand Awareness

Email Ad Campaign 2 - Lead Generation

CHALLENGES IN CONTENT CREATION:

Consistency, audience relevance, originality, diversification, promotion, and adaption.

LESSONS LEARNED:

Plan content calender, conduct audience research, focus on quality, diversify formats, promote effectively, analyze feedback, stay relevant, balance SEO and creativity, and establish content governance. Improve content strategy with these insights.

THE END