

Marketing Strategies

1. Social Media Marketing & Influencer Collaborations:

It collaborates with beauty influencers and makeup artists for product reviews, tutorials, and challenges to increase visibility.

2. Purpose-Driven Marketing:

The brand emphasizes inclusivity, diversity, and self-love, promoting products for all skin tones. Campaigns like #MakeupThatKares highlight its products' nourishing ingredients.



Offline Expansion & Retail Presence

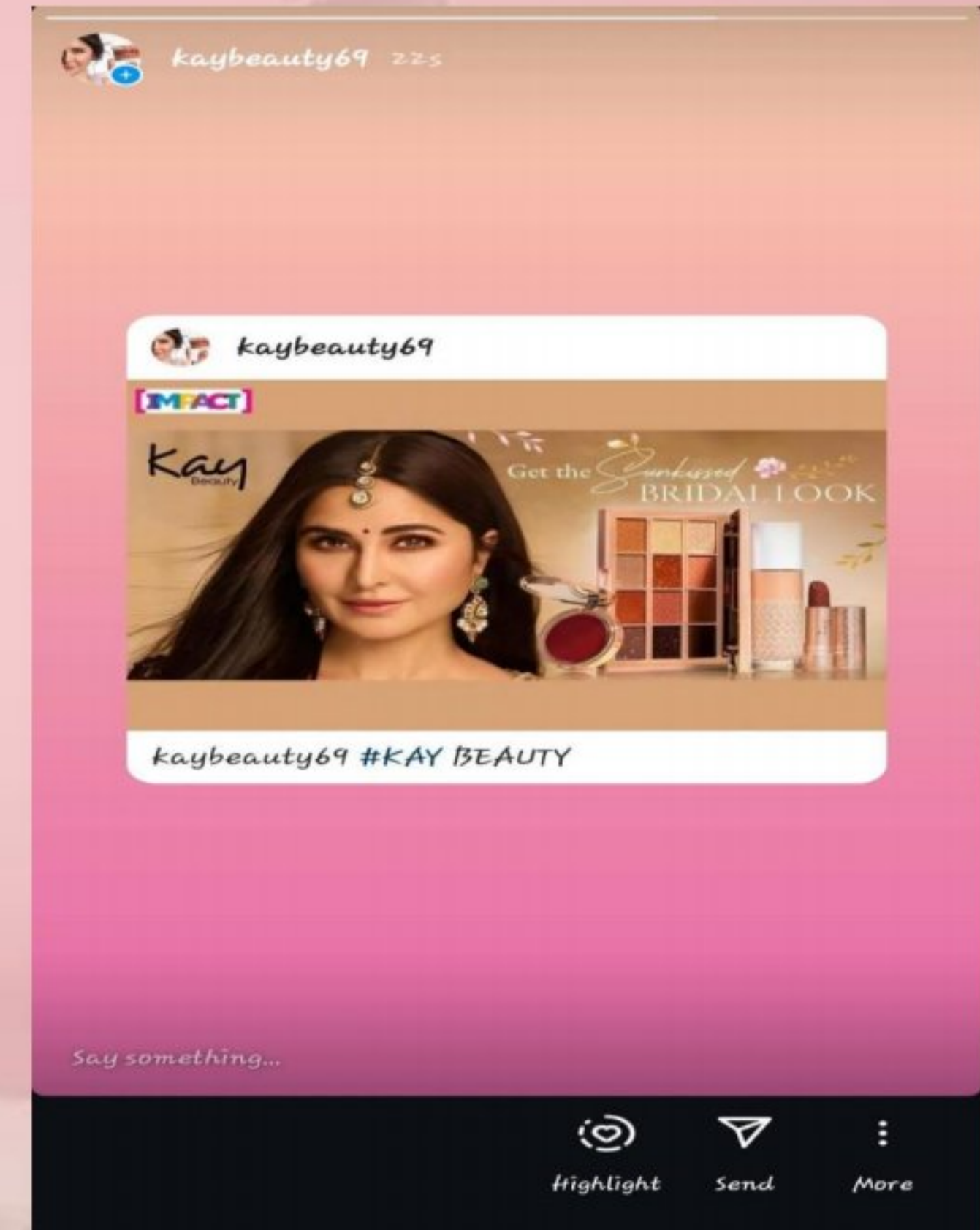
**Initially an online-first brand, Kay Beauty is now expanding into physical stores, including Nykaa outlets and premium beauty stores.*

Product-Focused Storytelling

**Kay Beauty emphasizes its product benefits, such as long-wearing formulas, skincare-infused makeup, and affordability. Every launch is accompanied by educational content and demonstrations.*

**Kay Beauty's marketing success is driven by a mix of celebrity influence, digital engagement, and purpose-driven branding, making it a strong player in India's beauty market.*

Post Creation



<https://www.instagram.com/p/DHAu8imPb2a/?igsh=MW42bzdiem5jNXhxZg> <https://www.instagram.com/stories/kaybeauty69/3585090274994258690?igsh=MXI5MXU5Z241dGpkYg==>