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**ASSIGNMENT NO: 1**

**DATE OF SUBMISSION: OCT,4,2025**

**COURSE NAME: DIGITAL MARKETING**

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**Marketing Plan — US Cosmetics & Skincare Export to Pakistan (Online Sales)**

**Executive Summary**

This business imports premium US-made cosmetics and skincare products and sells them directly to Pakistani consumers via a dedicated online platform and social media shops. The primary goal is to position the business as the most trusted source of international beauty brands in Pakistan, guaranteeing authenticity and exclusivity of hard-to-get products.

**Step 1 — Business Goal**

**Primary objective (12 months):**

* Achieve PKR 25,000,000 in online sales revenue by the end of the first year.
* Acquire 10,000 verified customers through the online platform.
* Reach 30,000 Instagram followers with an engaged community.
* Secondary objectives (18–24 months):
* Launch mobile app for improved customer experience.
* Expand product range with exclusive partnerships from US distributors.
* Maintain a customer repeat purchase rate of 30%.

**Step 2 — Market Research (Summary)**

**Key insights:**

* Pakistani consumers are highly aware of global beauty trends and actively seek authentic US and international brands.
* Popular brands like Huda Beauty, Rare Beauty, Rhode, and Morphe are in demand but not easily available locally.
* Counterfeit products dominate the market, creating distrust among buyers.
* Customers value authenticity, fast delivery, and cash-on-delivery (COD) payment options.

**Step 3 — Target Audience & Customer Persona**

**Target segments:**

* Young women (18–30): Students and professionals interested in trending makeup and skincare brands.
* Middle-class women (25–40): Prioritize high-quality, dermatologist-tested skincare and cosmetics.
* Beauty enthusiasts and influencers: Early adopters who drive trends and influence peer purchases.

**Customer Persona — Example**

* Name: Sana Ali
* Age: 27
* Occupation: Lifestyle blogger
* Needs: Authentic and trending global beauty products delivered in Pakistan.
* Channels: Instagram, TikTok, WhatsApp
* Pain points: Limited availability, fake products, unreliable delivery.

**Step 4 — Unique Selling Proposition (USP)**

USP: “Bringing the world’s top beauty brands to Pakistan — 100% authentic, trendy, and delivered at your doorstep.”

**Supporting proof points:**

* Exclusive access to brands not widely available in Pakistan.
* Import and authenticity guarantee.
* Seamless online shopping with COD and nationwide delivery.

**Step 5 — Marketing Channels (Rationale)**

* Instagram & TikTok: Key channels for beauty inspiration, tutorials, and influencer content.
* Facebook & WhatsApp Shops: Popular for direct sales and easy customer communication in Pakistan.
* Own e-commerce website: Build trust, catalog products, and enable direct online purchases.
* Daraz marketplace: Secondary channel for additional reach.
* Influencer Collaborations: Pakistani beauty influencers to showcase products.
* Email & SMS Marketing: Retarget existing customers with offers and restocks.

**Step 6 — Marketing Strategy & Tactics**

Overall approach: Create trust by emphasizing authenticity, exclusivity, and fast delivery. Use influencer collaborations and social media to generate hype and consumer demand.

**Launch (Months 0–3)**

* Website launch: Highlighting exclusive availability of US brands.
* Instagram/TikTok campaigns: Tutorials, unboxing videos, and trending product showcases.
* Influencer seeding: Send PR packages to beauty influencers for reviews and unboxings.
* Opening offer: 10% off first purchase + free delivery for orders above PKR 8,000.

**Ongoing (Month 3–12)**

* Content plan: 4–5 posts/week + 3 Reels/week.
* Paid ads: Target women aged 18–40 in Pakistan’s major cities.
* Festive campaigns: Eid, Independence Day, blessed Friday mega sales.
* Restock alerts: Push notifications and WhatsApp messages for high-demand items.
* Customer loyalty program: Cashback points redeemable on future purchases.

**Creative examples (short)**

**Instagram caption:** “ Rare Beauty, Rhode, Huda & more all 100% authentic and now in Pakistan. Shop today with COD nationwide. #USBeautyPK”

**Ad headline:** “No fakes. Just real US brands, delivered fast in Pakistan.”

**WhatsApp promo message:** “Restock alert Huda Beauty palettes are back! Order now before they sell out.”

**Step 7 — Budget (PKR 500,000 for first 12 months)**

**Total marketing budget**: PKR 500,000

**Breakdown:**

* Influencer collaborations & PR packages: 35% — PKR 175,000
* Paid social ads: 35% — PKR 175,000
* Website & e-commerce operations: 15% — PKR 75,000
* Content creation: 10% — PKR 50,000
* SMS/Email marketing: 5% — PKR 25,000

**Step 8 — Implementation & Monitoring**

**Timeline & milestones:**

**Month 0–1:** Website launch, Instagram/TikTok campaigns, influencer seeding.

**Month 2–3:** First sales push, opening offers, restock promotions.

**Month 4–6:** Loyalty program and seasonal sales campaigns.

**Month 7–12:** Expand influencer partnerships and scale paid ads.

**KPIs to monitor:**

* Monthly sales revenue
* Conversion rates from website/social media
* Influencer campaign ROI
* Customer acquisition cost (CAC)
* Repeat purchase rate

**Reporting cadence:**

* **Weekly:** Sales and campaign check-ins
* **Monthly:** Review budget spend vs ROI
* **Quarterly:** Adjust strategy and product mix