

**PROJECT TITLE:** (Comprehensive digital marketing for wow cosmetics.)

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## INTRODUCTION

WOW Skin Science is a nature-inspired beauty brand that has been committed to curating safe skin and hair care products for everyone to use. Our products are free from sulphates, silicones, mineral oils, parabens, and artificial colors.



The ingredients used are inspired by nature & dermatologically tested for your safety.

## **BRANDSTUDY, COMPETITOR ANALYSIS & BUYER'S / AUDIENCE'S PERSONA**

The brand began with a focus on natural ingredients and formulations, aiming to create effective yet gentle wellness products. WOW Skin Science's apple cider vinegar shampoo became a popular product, leading to the expansion of the brand's product line.



The brand has grown rapidly, becoming a leading D2C skincare brand in India.

WOW Skin Science has faced challenges in maintaining growth momentum and deepening its brand presence among customers. The company has undertaken workforce reductions and other measures to rein in operating expenses. The company is looking for a strategic buyer.



## RESEARCH BRAND IDENTITY

WOW created a brand exclusivity with its “nature-based scientific formulation” narrative besides its focus on quality and competitive pricing. Fortune is in the failure. When WOW Skin Science hit an estimated valuation of \$3.7 Billion, the world changed for these friends-turned-co-founders — Aravind Sokke, Ashwin Sokke, Karan Chowdhary and Manish Chowdhary, who rose from the ashes in 2016 with their venture’s inception.





## COMPETITOR ANALYSIS

Wow Cosmetics is a popular brand, but they face competition from established players like L'Oreal, Mama Earth, Plum Goodness, Forest Essentials and Estee Lauder, as well as up-and-coming brands like Glossier.



# BUYER'S / AUDIENCE'S PERSONA

Wow Cosmetics' target audience is likely women aged 18-45 who are interested in natural and organic beauty products. They are probably environmentally conscious and value ethical sourcing. They are also likely to be active on social media and influenced by online reviews.



## SEO & KEYWORD RESEARCH



For WOW Cosmetics' SEO and keyword research, focus on understanding customer search intent, using tools like Google Keyword Planner or SEMrush, and incorporating both broad and specific keywords (long-tail) to improve website visibility and drive relevant traffic.



# SEO AUDIT

To improve Wow Cosmetics' online presence, a thorough SEO audit is necessary. The audit reveals technical issues, such as slow page speed, broken links, and duplicate pages, which hinder search engine crawlability and indexing.

On Page Optimization is also lacking, with inadequate Keyword usage, meta tags, and Header tags.



# KERWORD RESEARCH

The keyword research for Wow Cosmetics reveals a mix of high-volume and long-tail keywords that can drive targeted traffic to the website. Top keywords include "cosmetics" (2,900,000 searches/month), "makeup" (1,300,000 searches/month), and "skincare" (823,000 searches/month). Long-tail keywords like "natural cosmetics" (40,500 searches/month),

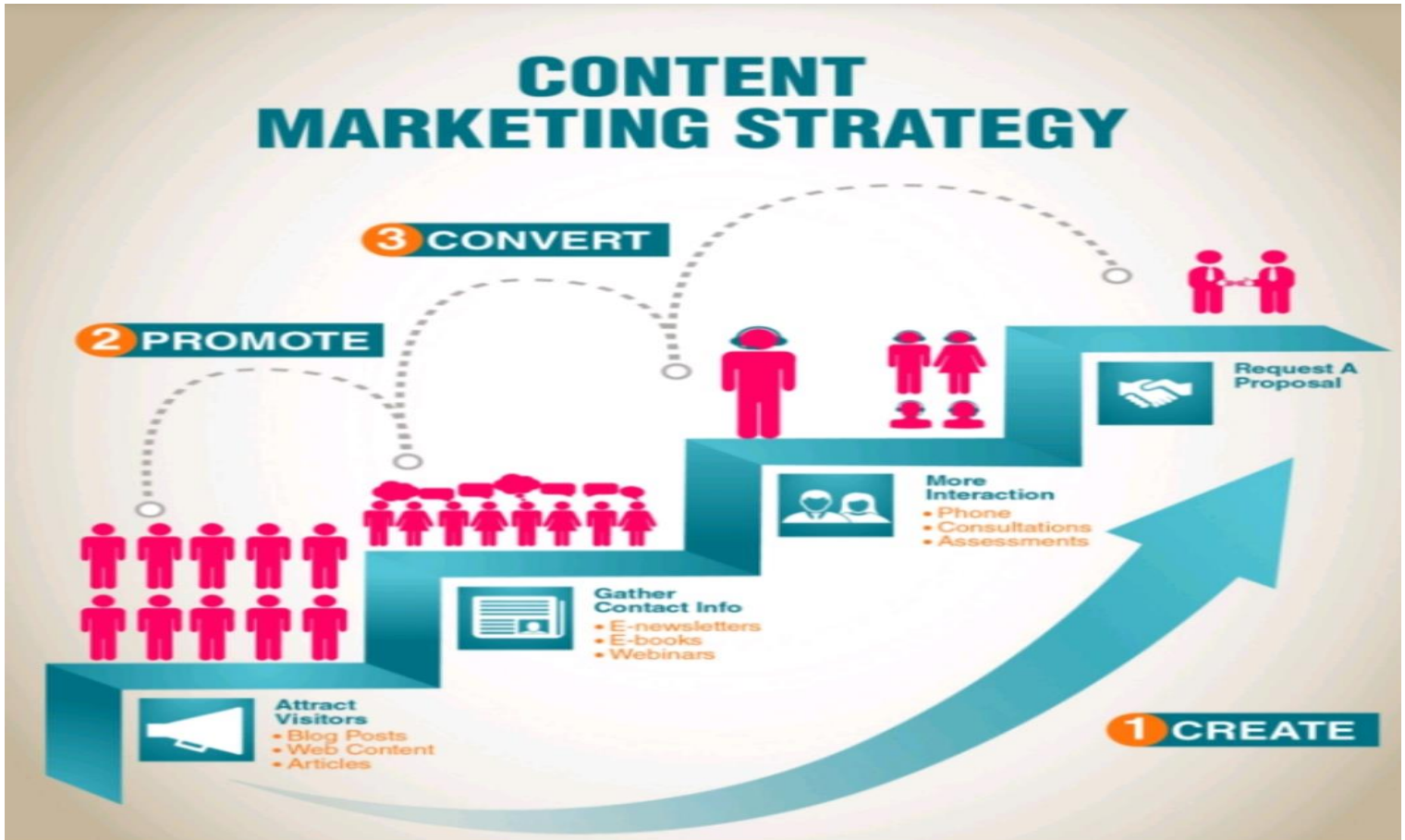


# ON PAGE OPTIMIZATION

To optimize Wow Cosmetics' "Wow Cosmetics - Natural, Organic, and Cruelty-Free Makeup and Skincare" and the meta description could be "Discover Wow Cosmetics' range of natural, organic, and cruelty-free makeup and skincare products. Shop online now and get free shipping!"



# CONTENT IDEAS AND MARKETING STRATEGIES



To create engaging content and marketing strategies for Wow Cosmetics, consider the following ideas. Utilize social media platforms like Instagram, TikTok, and YouTube to showcase products, share customer testimonials, and collaborate with influencers.



# CONTENT IDEAS GENERATION AND STRATEGY



To generate content ideas for Wow Cosmetics, we can utilize various strategies. First, we can conduct keyword research using tools like Google Keyword Planner or Ahrefs to identify relevant keywords and topics. For example, keywords like "natural skincare," "organic makeup," and "cruelty-free cosmetics" can help us create content that resonates with Wow Cosmetics' target audience.

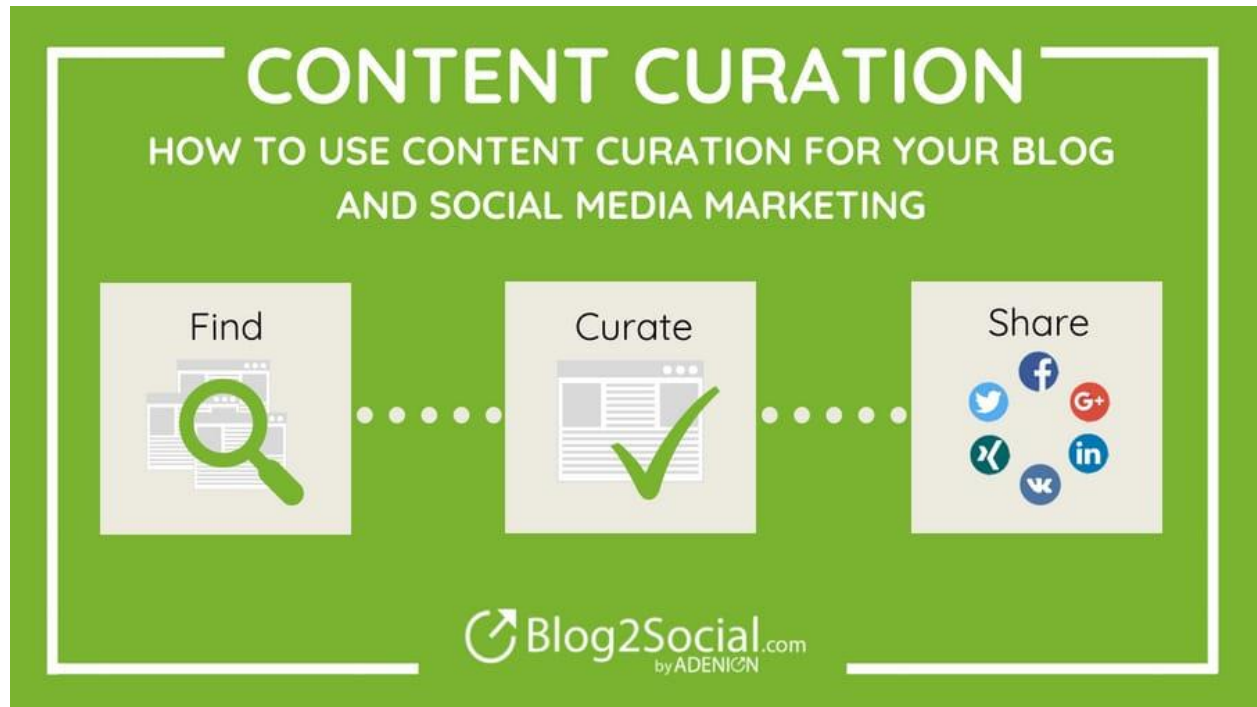


# MARKETING STRATEGIES



WOW Cosmetics' marketing strategy focuses on digital dominance, influencer partnerships, and customer engagement. The brand will leverage social media, email marketing, and content marketing to reach beauty enthusiasts. Influencer collaborations, user-generated content campaigns, and loyalty programs will drive brand awareness and customer loyalty.

# CONTENT CREATION AND CURATION



WOW Cosmetics will create engaging content across blog, social media, and email. This includes makeup tutorials, product reviews, skincare tips, and customer testimonials. Curated content will feature influencer partnerships, user-generated content, and relevant industry news. Content formats will include videos, GIFs, Instagram Stories, and blog posts.

# POST CREATION



WOW Cosmetics will create engaging posts, including "Makeup of the Week" features, "Skincare Sunday" tips, and "Transformation Tuesday" showcases. Posts will include high-quality images, tutorials, and product information.

# DESIGN / VIDEO EDITING



WOW Cosmetics' visual content will feature vibrant, pastel colors and modern typography. Graphics will include product showcases, tutorials, and promotional materials. Videos will be edited in a dynamic, fast-paced style, with upbeat background music. Editing software will include Adobe Premiere Pro and Final Cut Pro. Designs will be created using Adobe Creative Suite.

# SOCIAL MEDIA AD CAMPAIGNS



WOW Cosmetics will run targeted social media ads on Instagram, Facebook, and TikTok. Campaigns will focus on promoting best-selling products, new launches, and special offers. Ad formats will include eye-catching graphics, videos, and influencer partnerships.



# EMAIL AD CAMPAIGNS



WOW Cosmetics will send regular newsletters and promotional emails to subscribers. Campaigns will include welcome offers, new product launches, exclusive discounts, and loyalty rewards. Emails will feature eye-catching graphics, clear CTAs, and personalized content. The goal is to nurture customer relationships, drive sales, and encourage loyalty.

## CONCLUSION



The Project Work for Wow cosmetics aimed to create a comprehensive digital marketing strategy to increase brand awareness, drive website traffic, and boost sales. Through keyword research, content creation, social media advertising, and email marketing, we have developed a holistic approach to establish Wow Cosmetics as a leading natural and organic cosmetics brand.

