



NAME: c. Tejaswani

COLLEGE NAME: BT Govt. Degree College

PROJECT NAME: comprehensive digital marketing
on livon

Email: chenakatejaswani8@gmail.com

Group: BSC(CBH)

HALL TICKET NO: 0323001005

TEAM ID: LTVIP2025TMID19522

DEPARTMENT: Horticulture

LEARNING TRACK: Digital marketing

Project overview:

This project focuses on creating a comprehensive digital marketing strategy for **Livon**, a leading brand in the hair care industry known for its leave-in conditioners. The goal is to strengthen Livon's online presence, increase brand engagement, drive sales, and build long-term customer loyalty.

Market research and Target Audience:

Before developing a digital marketing strategy, it's important to understand the target audience and





their preferences.

Target audience:

- Demographics:

- Age: 18-35 years
- Gender: Primarily female
- Location: Urban areas, across India and internationally
- Income: Middle to upper-middle class
- Occupation: Students, young professionals, working women

- psychographics:

- Consumers who prioritize hair care and aesthetics
- Customers looking for easy, on-the-go solutions for their hair
- People with busy lifestyles who need quick and effective solutions
- Brands like



e Dove, pantene and Tresemme are Livon's primary



competitors.

- Competitor strategies include influencer marketing, product tutorials, and strong social media campaign

2.objectives and strategies:

- **increase online sales:** Boost e-commerce sales by creating easy pathways for purchasing Livon products via online platforms.

- **brand awareness:** Expand Livon's reach through engaging content, paid campaigns, and influencer partnerships.

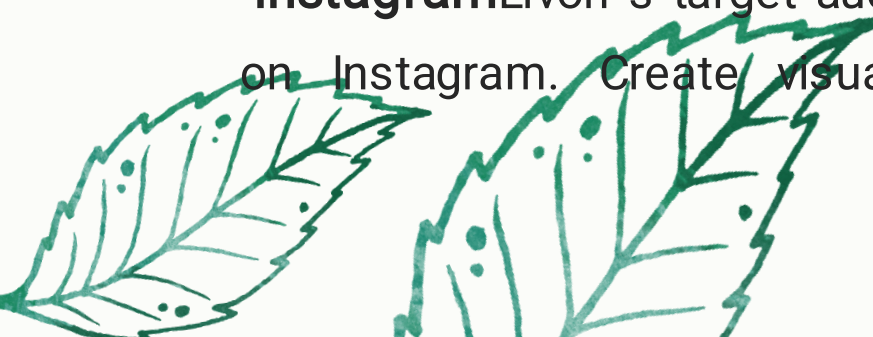
- **engage with the target audience:** Enhance brand engagement and loyalty through interactive campaigns, social media contests, and email marketing.


- **customer retention:** Use customer feedback to improve product offerings and build stronger relationships with existing customers.

3.Digital marketing channels:

a. Social media marketing:

-**instagram**Livon's target audience is highly active on Instagram. Create visually appealing posts,





stories, and reels showcasing product usage, benefits, and real-life testimonials.

- **hashtags**, **livon haircare**, **health care routine**, **health hair goal** etc.

- **compagin idea**: Launch the **livon hair gel** Jourchallenge, where users post their hair transformation stories using Livon products.

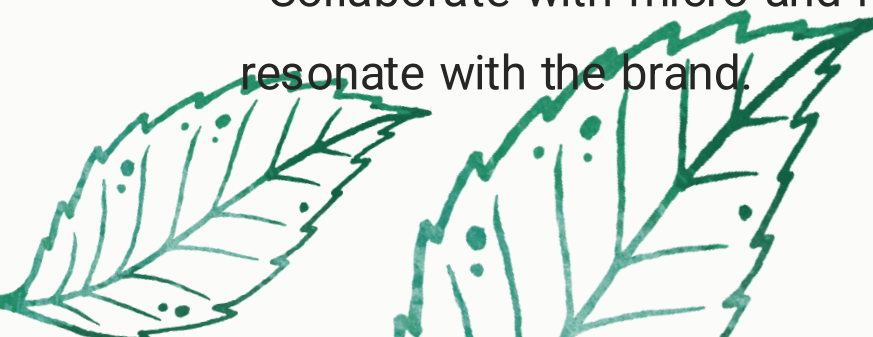
- **Facebook**: Share customer reviews, tips, and video tutorials. Create Facebook ads targeting specific demographics.


- **YouTube**: Create tutorial videos, customer reviews, and expert interviews on the best hair care tips and how Livon helps to maintain healthy hair.

- **twitter**: Share real-time updates, promotions, and engage in trending topics related to hair care.

b. Influencer marketing:

- Collaborate with micro and macro influencers who resonate with the brand.



- 
- Partner with beauty influencers who can showcase Livon in their daily routines, create product reviews, and host giveaways.

C. Paid advertising:



- **google ads**:: Invest in Google Search and Display ads targeting people searching for hair care solutions.
- **social media ads**: Use Facebook and Instagram ads to drive conversions, featuring video ads and carousel posts that highlight product features.

d. Content marketing:

- **blogging**: Create blog posts on the official Livon website covering topics like hair care routines, tips for maintaining healthy hair, and using Livon for different hair types.
- **sEo**: Optimize the website and blog content for keywords related to hair care, leave-in conditioners, and healthy hair tips.

e. Email marketing:

- Create segmented email lists to send targeted
- 



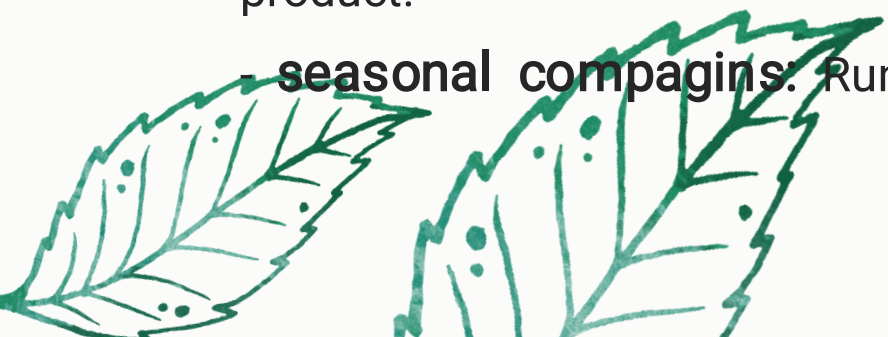
campaigns such as new product launches, limited-time offers, or personalized product recommendations based on purchase history.


f. Affiliate marketing:

- Set up an affiliate program where bloggers and influencers can earn commissions by promoting Livon products through affiliate links.

4.Content strategy:

Content themes:

- **product education**:: Share how Livon's products work and the benefits they provide.
 - **hair care tips**: Educate consumers about hair care routines, and the importance of using leave-in conditioners.
 - **user generated content**: Encourage customers to share before-and-after photos or videos using the product.
 - **seasonal compagins**: Run special promotions
- 



during festivals or events like monsoon hair care, tips or “summer hair care essentials

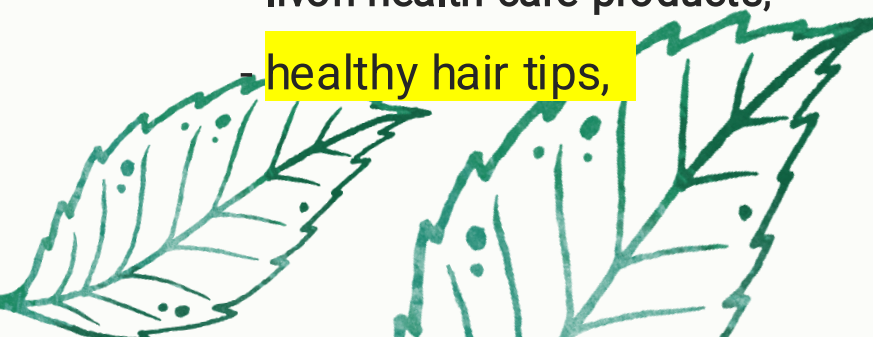
Content images:

- **images:** Product photos, behind-the-scenes shots, influencer content.
- **vedios:** Short reels or tutorials on how to use Livon for different hair types.
- **user reviews:** Showcase real customer feedback through testimonials, both written and video-based.
- **interactive posts:** Polls, quizzes, and Q&A sessions on Instagram stories to engage users.

5.Seo strategy:

Optimize Livon’s website and online content to rank higher on search engine results pages (SERPs).

Focus on keywords like:

- **best leave-in conditiner for frizzy hair,**
 - livon health care products,
 - healthy hair tips,
- 





Additionally:

- Implement proper on-page SEO (meta descriptions, title tags, image alt texts).
- Use internal linking strategies to keep users on the site longer and guide them through the purchasing process.

6. performance marketing and Analytics:

To ensure the success of the digital marketing strategy, use key performance indicators (KPIs) to measure the effectiveness of each campaign:

- **website traffics**: Measure overall website traffic and the number of visits from paid ads and organic sources.
 - **conversion rate**: Track the percentage of visitors who make a purchase after visiting the website.
 - **engagement rate**: Measure likes, comments, shares, and interactions with content on social media.
- 

- 
- **customer lifetime value:** Track the long-term value of each customer, focusing on repeat purchases.
 - **return on investment (ROI)** :Calculate the overall return on investment for each digital marketing initiative.

Use tools like google analytical,facebook insightsand **Instagram analytics** to monitor these metrics.

7.budget allocation:

- Paid Social Ads
 - Influencer Marketing25s
 - Content Creation: 15%
 - SEO & Website Optimization: 10%
 - Email Marketing: 5%
 - Affiliate Marketing: 5%
 - Miscellaneous: 10%
- 



8. Timeline:


1. Month 1-2: Focus on research, content creation, and setting up paid campaigns.

2. Month 3-6: Launch influencer partnerships, blog campaigns, and social media challenges.

3. Month 6-12: Scale successful campaigns, refine the SEO strategy, and expand to new platforms like TikTok.

9. conclusion:

By leveraging digital marketing strategies that include content marketing, paid advertising, influencer collaborations, and customer engagement, Livon can significantly increase its brand visibility and drive online sales. The key to success will be constant optimization based on real-time data and understanding the evolving



needs of the target audience.

