

# MULTI-CHANNEL MARKETING STRATEGY

Case Study

Presentation by Diksha Kalsotra

*Beauty Blend*



# CONTENTS

1. INTRODUCTION
2. MARKETING GOAL
3. COMPETITOR ANALYSIS
4. BRANDING
5. TARGET PERSONNA
6. CAMPAIGN CONTEXT
7. CONTENT STRATEGY
8. CONTENT CREATIVES
9. CAMPAIGN RESULTS
10. CHALLENGES
11. MULTI-CHANNEL JOURN
12. GOALS & METRICS
13. STORYTELLING
14. LEARNING & INSIGHTS
15. RECOMMENDATIONS



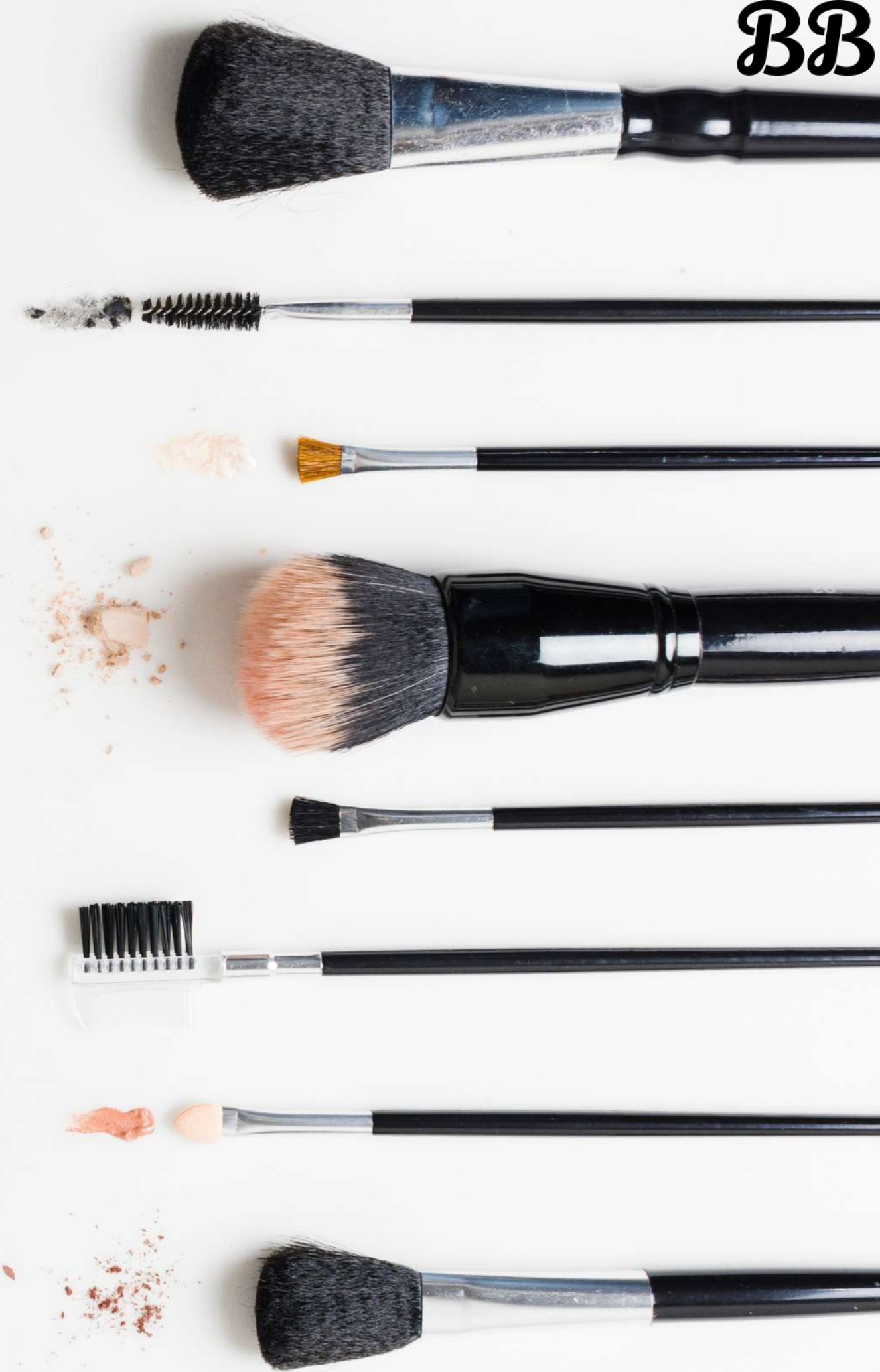
# INTRODUCTION

**Type Of Brand:** Professional Makeup E-commerce Platform

**Project Direction:** The project aims to establish an e-commerce website catering to makeup enthusiasts, offering a diverse range of makeup products at pocket-friendly prices. Additionally, the platform will provide users with the option to consult makeup experts for personalized guidance and advice.

**Rationale:** I am passionate about makeup, and that's why I have chosen this project. I want to make a website where people can buy makeup at good prices. Plus, I'm adding a cool feature – if someone has questions about makeup, they can talk to experts right on the website.

**Name of Project:** Beauty Blend



# MARKETING GOALS

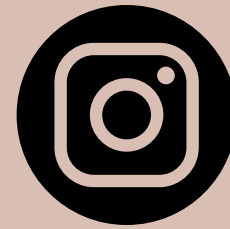
## WEBSITE



Drive a 20% increase in organic traffic to the BeautyBlend website within the next 3 months



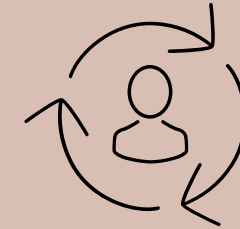
## INSTAGRAM



Achieve a 25% growth on Instagram, focusing on influencer marketing within next 2 months



## CONVERSION



Generate a 15% increase in online sales by promoting a 50% discount on selected BeautyBlend products for 1 month

# COMPETITOR ANALYSIS

In order to navigate the dynamic makeup industry, a thorough market research was conducted to analyze competitors and industry trends. Notable competitors include:



Nykaa	Nykaa, a popular online beauty retailer, offers a vast array of makeup and beauty products, including their own Nykaa brand. With a significant customer base and brand recognition in India, Nykaa provides a convenient platform for beauty enthusiasts.
Lakme	As a well-established Indian brand, Lakme stands out with its diverse product range and strong popularity among consumers. It poses a formidable competition, especially for those seeking trusted and familiar options.
Coloressence	Coloressence focuses on offering budget-friendly makeup products, aligning with the affordability aspect of your brand. Its presence in the Indian market may resonate with your target audience.
Makeup Revolution	Known for affordable and trendy makeup products, Makeup Revolution is a potential competitor in the budget-friendly makeup space. Their wide product range might attract customers seeking variety.

# BRAND OVERVIEW



Mission Statement	Our mission at Beauty Blend is to empower individuals to enhance their natural beauty through quality cosmetics. We are committed to providing affordable, pocket-friendly beauty solutions while promoting self-expression and self-confidence. Our aim is to educate and inspire our community with tutorials, tips, and tricks, helping them achieve their desired looks effortlessly. We believe in making beauty accessible to everyone, ensuring that no one feels left out from the world of makeup and self-expression
Emotions	Confidence, Empowerment, Inspiration, Comfort, Elegance
Tone	Friendly, Encouraging, Approachable, Informative, Inspirational
UVP	We offer personalized makeup advice for specific skin tones and occasions so that you can confidently create the perfect look that enhances your natural beauty

# FONT

## Source Sans Pro

- The choice of Source Sans Pro font embodies the modern and approachable nature of BeautyBlend.
- With its clean and legible appearance, Source Sans Pro reflects the brand's commitment to providing easy-to-understand beauty guidance.
- It adds a friendly and informative tone to the brand's visual identity.

# LOGO

- BeautyBlend's logo combines simplicity and sophistication.
- The black and white color scheme conveys the brand's versatility and adaptability.
- This logo encapsulates the brand's mission to demystify makeup and make beauty accessible to all.
- It's a symbol of elegance and the promise of enhancing one's natural beauty effortlessly.




# VISUAL BRANDING: COLORS



#A60700  
Bright Red

This vibrant shade exudes confidence and empowerment, encouraging self-expression



#A6A6A6  
Gray

Gray represents comfort and elegance, creating an inviting and sophisticated atmosphere



#000000  
Black

Black signifies elegance, providing a timeless backdrop that enhances the overall aesthetic of BeautyBlend



# OUR TARGET CLIENT

A young woman who has recently completed or is currently pursuing her undergraduate degree, seeking to acquire makeup skills from online tutorials, and is budget-conscious when it comes to purchasing makeup products



## PERSONALITY TRAITS

Creative  
Trend-conscious  
Value-driven  
Tech-savvy

## GOALS AND CHALLENGES

She aspires to achieve diverse makeup looks that suit different occasions.  
She seeks affordable makeup products without compromising on quality.  
Her challenge is finding products that complement her unique skin tone and preferences.

## NEEDS/WANTS

Affordable yet high-quality makeup options.  
Diverse range of makeup looks for different occasions.  
Products suitable for specific skin type and tone.  
Expert guidance on product selection and techniques.  
Community engagement and sense of belonging.

## BEHAVIOURS

Actively follows makeup influencers and brands on social media.  
Engages with makeup tutorials and product reviews for inspiration.  
Reads online reviews and values authentic user experiences.

# CAMPAIGN CONTEXT

## PROBLEM

BeautyBlend is a new brand in the market with limited brand awareness.

## GOAL

The goal is to establish a strong online presence and brand recognition within the beauty and makeup industry.

## TACTIC

50% discount promotion to attract and retain customers

## STRATEGY

The strategy involves reevaluating how different digital marketing platforms and channels are utilized. This includes creating more educational content such as webinars, checklists, and DIY tutorials.

# CAMPAIGN STRATEGY

## What

We will launch an organic Instagram campaign, "BeautyBlend Empower: Unlock Your Beauty Potential!" with the objective of inspiring, educating, and offering substantial discounts to our audience.

## How

**Inspirational Quote:** Our campaign will kick off with a motivational quote to inspire our audience, promoting self-confidence and inner beauty.

**Educational Post:** We will provide a series of educational posts and tutorials, teaching our audience about makeup techniques and product usage

**Discount Delight:** Mid-campaign, we'll introduce a staggering 50% discount on all BeautyBlend cosmetics - creating a sense of urgency and excitement among our followers.

## KPIs (Key Performance Indicators)

Obtain a minimum of 20 new Instagram followers over the campaign period.

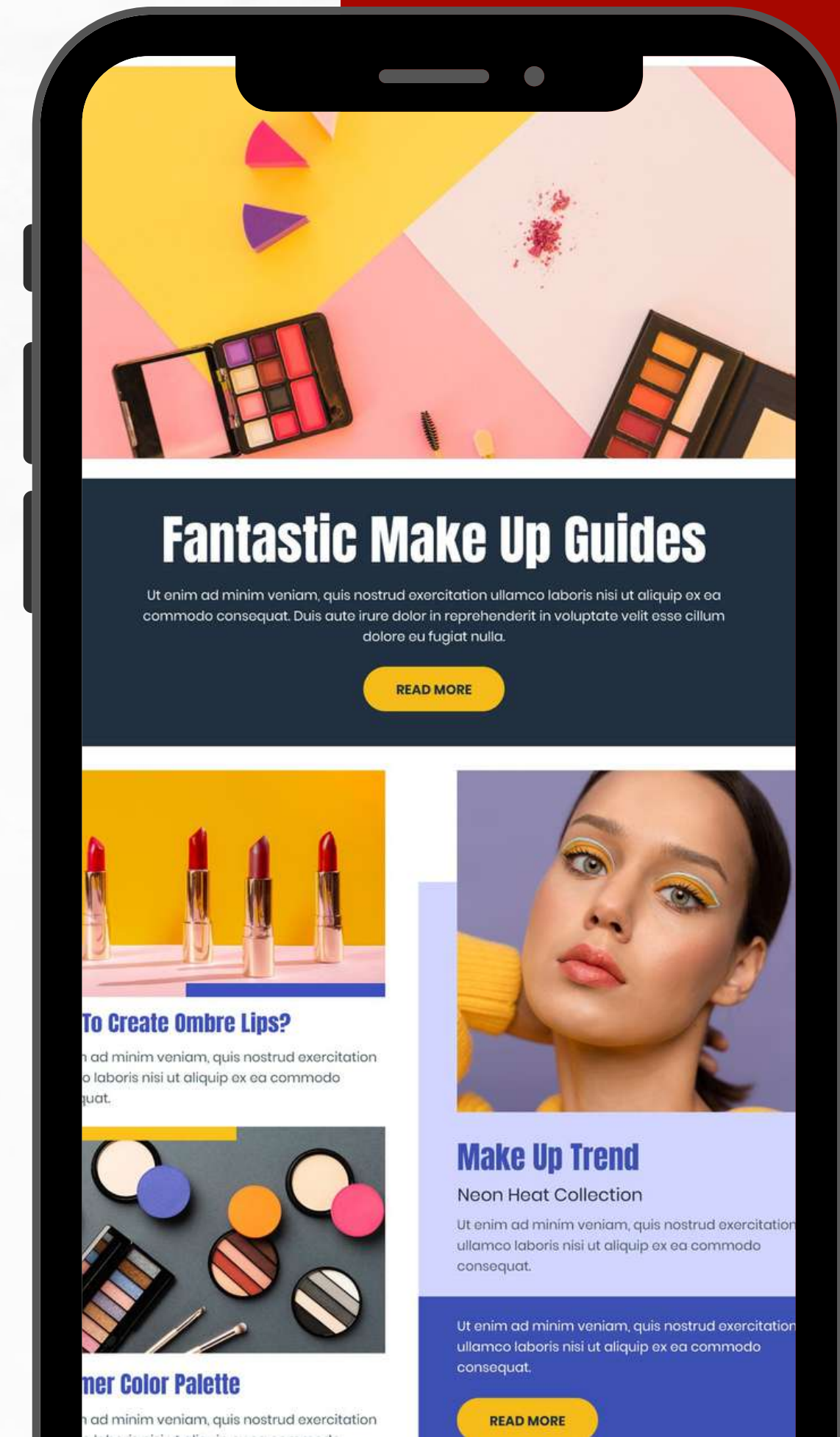
Secure at least 10 comments and meaningful interactions across campaign-related posts.

Achieve 10 likes on each campaign post.



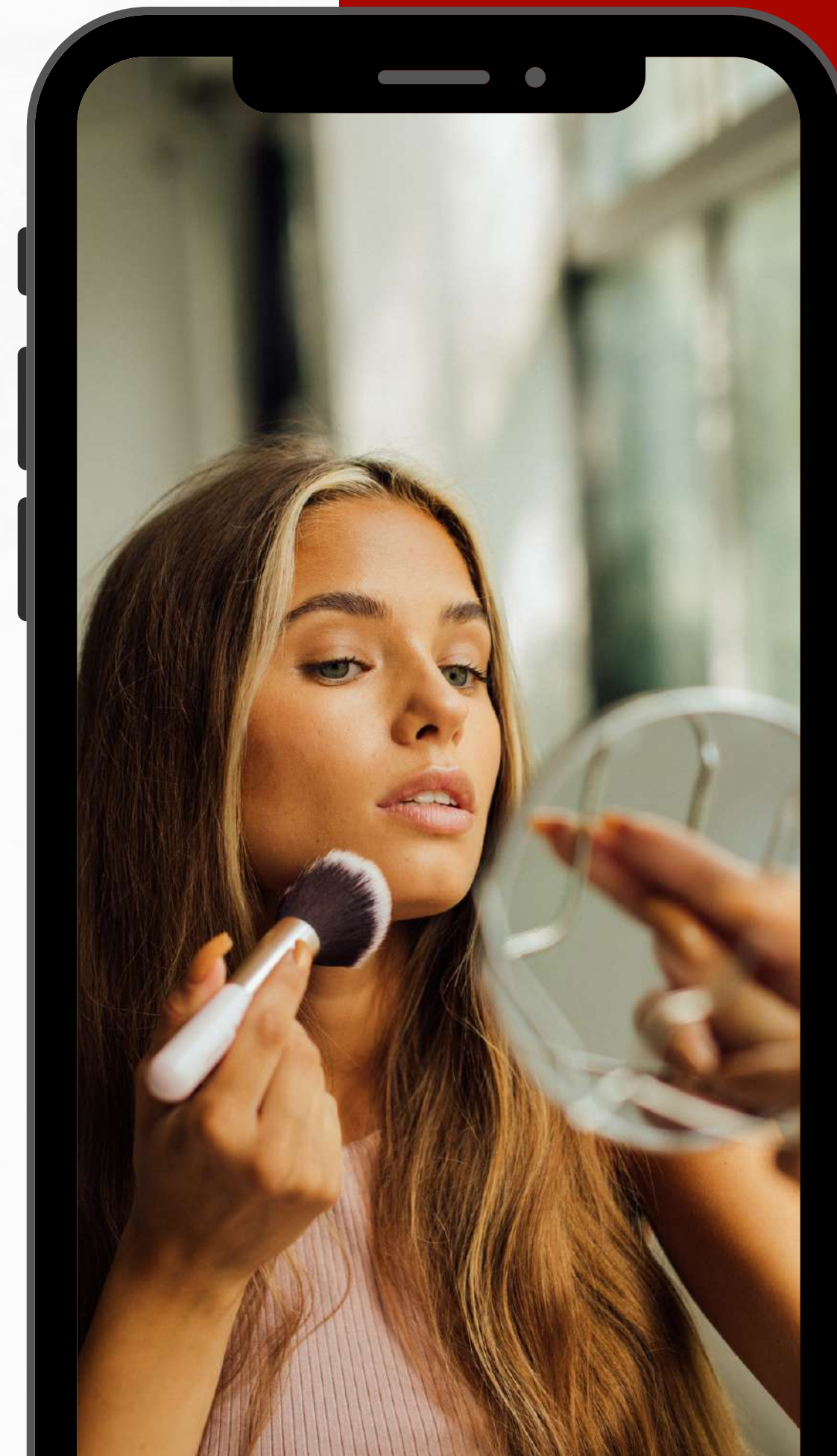
# CONTENT STRATEGY (WEBSITE)

- Regularly post blogs on makeup trends, beauty tips, and product spotlights.
- Each product page will have detailed information, including benefits, usage tips, and customer reviews.
- Incorporate step-by-step video tutorials demonstrating various makeup techniques and styles.
- Devote a section on the website to showcase customer testimonials like Real stories from satisfied customers



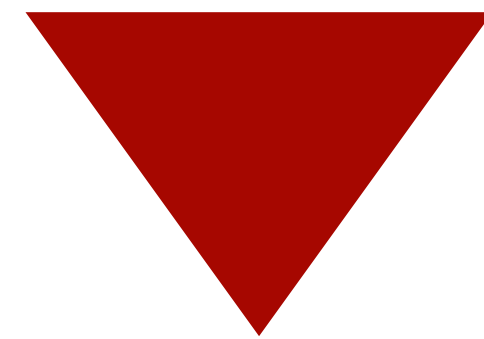
# CONTENT STRATEGY (INSTAGRAM)

- Regularly share short and engaging Reels featuring quick makeup tutorials, product highlights, and behind-the-scenes glimpses.
- Collaborate with nano and micro influencers to create authentic and relatable content. These influencers will showcase our products in their daily routines, stories, and posts, making our brand more accessible and trustworthy.
- Curate story highlights that feature user-generated content, customer reviews, and "behind the scenes" moments.

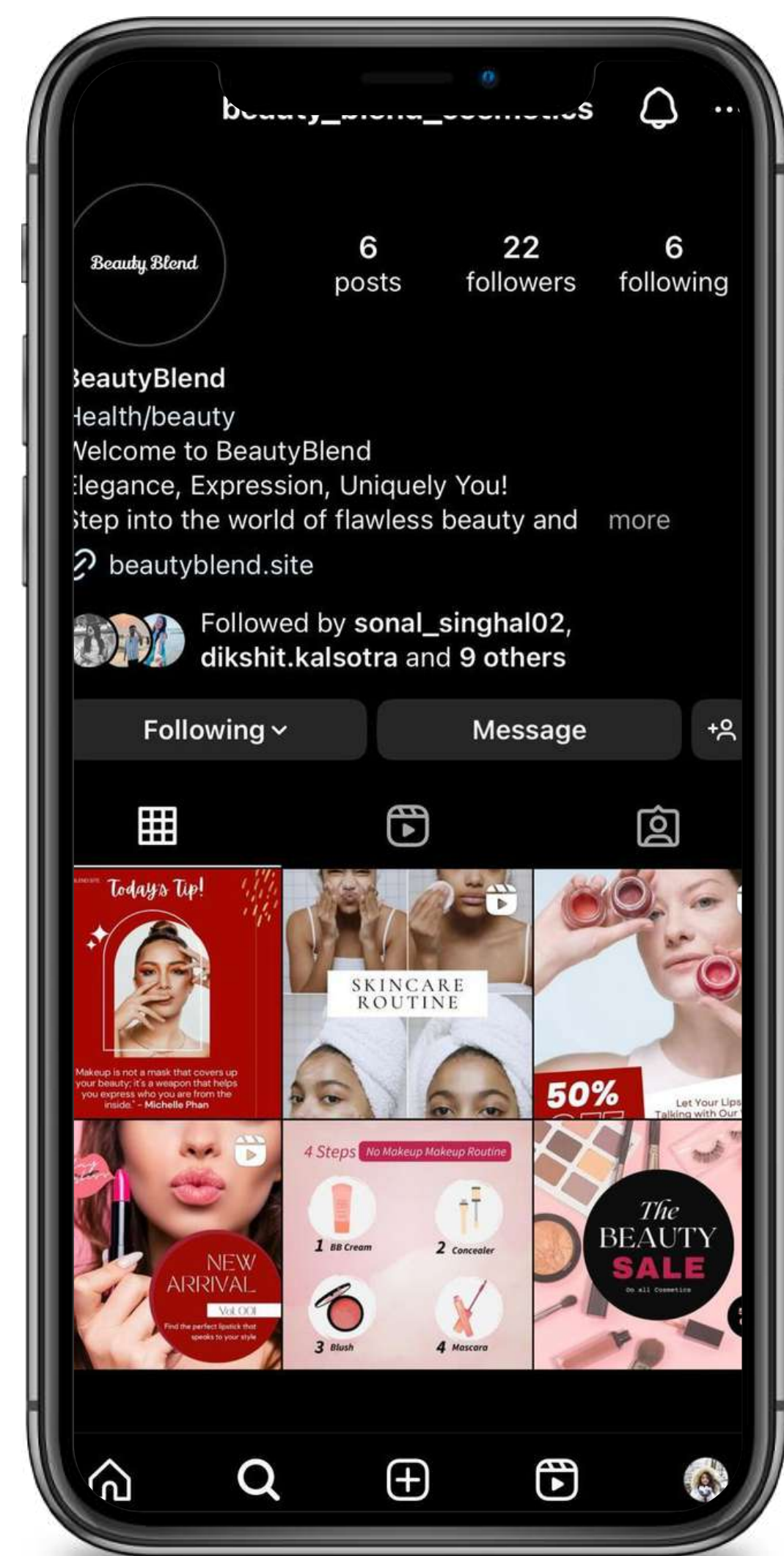




# CAMPAIGN CREATIVES



# INSTAGRAM ([LINK](#))



# BLOG POST ([LINK](#))

## How to Pick the Perfect Eyeshadow for Your Eye Color?

3 Comments / Makeup Hacks / By ipqog

Let's make choosing eyeshadows fun and easy! Say goodbye to sticking with just brown or black for your eyes. We've got a bunch of over 30 mineral eyeshadow shades to play with, bringing loads of colors and textures to your makeup game. This guide will help you pick the right eyeshadow based on your eye color, making your makeup routine a breeze.



Get ready to step into a world where your eyes shine bright, showing off your unique style with every color you choose. Let's dive in!

## Understanding the Color Wheel

Before diving into eyeshadow choices, understanding the color wheel is key. Opt for shades opposite your eye color on the wheel, as these contrasting hues will enhance your eyes. Additionally, textured eyeshadows, like metallic or shimmery finishes, mimic natural flecks of color in your eyes. Now, let's delve into the perfect eyeshadow shades for each eye color.



## Makeup & Eyeshadow for Brown Eyes

Brown-eyed beauties, rejoice! Your versatile eye color allows you to experiment with almost any shade. Enhance clarity with deep purples or bronzy golds, lighten your eyes with mossy green, or dazzle in cool hues like charcoal or silver. Intensify any look with a touch of black for added definition.



## Makeup & Eyeshadow for Blue Eyes

For blue-eyed individuals, orange-toned eyeshadows work wonders. Rich browns, terracottas, golds, bronzes, and shimmery champagnes enhance the golden highlights in your eyes. Opt for brown or bronze eyeliner to maintain a sultry look without appearing too harsh on lighter skin tones.



## Makeup & Eyeshadow for Green & Hazel Eyes

If you have green or hazel eyes, turn to the opposite side of the color wheel—reds and pinks. Explore shades with reddish undertones like bronze, rust, and mahogany. Eggplant-color eyeshadow can also make your green or gold highlights pop. Swap out black eyeliner for softer shades like charcoal, silver, or purple.

If you have green or hazel eyes, turn to the opposite side of the color wheel—reds and pinks. Explore shades with reddish undertones like bronze, rust, and mahogany. Eggplant-color eyeshadow can also make your green or gold highlights pop. Swap out black eyeliner for softer shades like charcoal, silver, or purple.



## Makeup & Eyeshadow for Gray Eyes

Gray-eyed individuals can enhance their unique eye color with steely hues. Opt for eyeshadows and liners in silver, mink gray, or icy blue to complement the misty shade of your eyes.



Still unsure which eyeshadow shade is your perfect match? Talk to one of our experts to discover your ideal color. For more tips, check out our posts. Once you've found your perfect shade, share your dazzling eye makeup looks with us on Instagram. Don't forget to tag



# CAMPAIGN RESULTS I

As of March 2024

TYPE	REACH	LIKES	COMMENTS	SHARES	SAVE
Quote Post	10	6	3	0	3
Educational Rel	72	8	3	0	3
Discount Reel	32	6	3	0	3
New products news Reel	23	6	3	0	3
Educational Post	26	16	7	0	3
Discount Image Post	28	14	8	0	3

# CAMPAIGN RESULTS II

## Website & Blog

- One Blog Post executed for Beauty Blend
- The blog post had 14 views over the last 30 days. The assumption is that there is enough interest in the content to continue to attract customers
- Click [here](#) to visit the blog post

## Organic Instagram Campaign

- Campaign ran initially for 2 weeks through the weekend of Spring Sale. Then additional posts were added over time.
- Performance: 22 followers added and 104 interactions (Likes, comments, saves)
- Conclusion: Engagement numbers indicate that the campaign is working as intended, pointing to an increase of awareness.

# CHALLENGES



- All channels only produced marginal numbers that are too low to run metric charts.
- No conclusion can be drawn on the results.
- If this was a real company, I would suggest running an organic social campaign consistently and leading to a continuously updated website and blog.
- In addition, a paid social campaign could bring the numbers of followers up to fill the top of the funnel and give a base for a solid email campaign

# OPTIMIZATION RECOMMENDATION

## **Organic social media**

- Continue to nurture Instagram since this channel is the most used channel for the Beauty Blend target group.
- Add YouTube videos: Makeup experts answer makeup questions to establish Beauty Blend as the experts.

## **Email campaign**

- Nurture potential and existing customers with seasonal email campaigns to drive traffic to the store.
- Alert to special events, tutorials and arrivals of new products

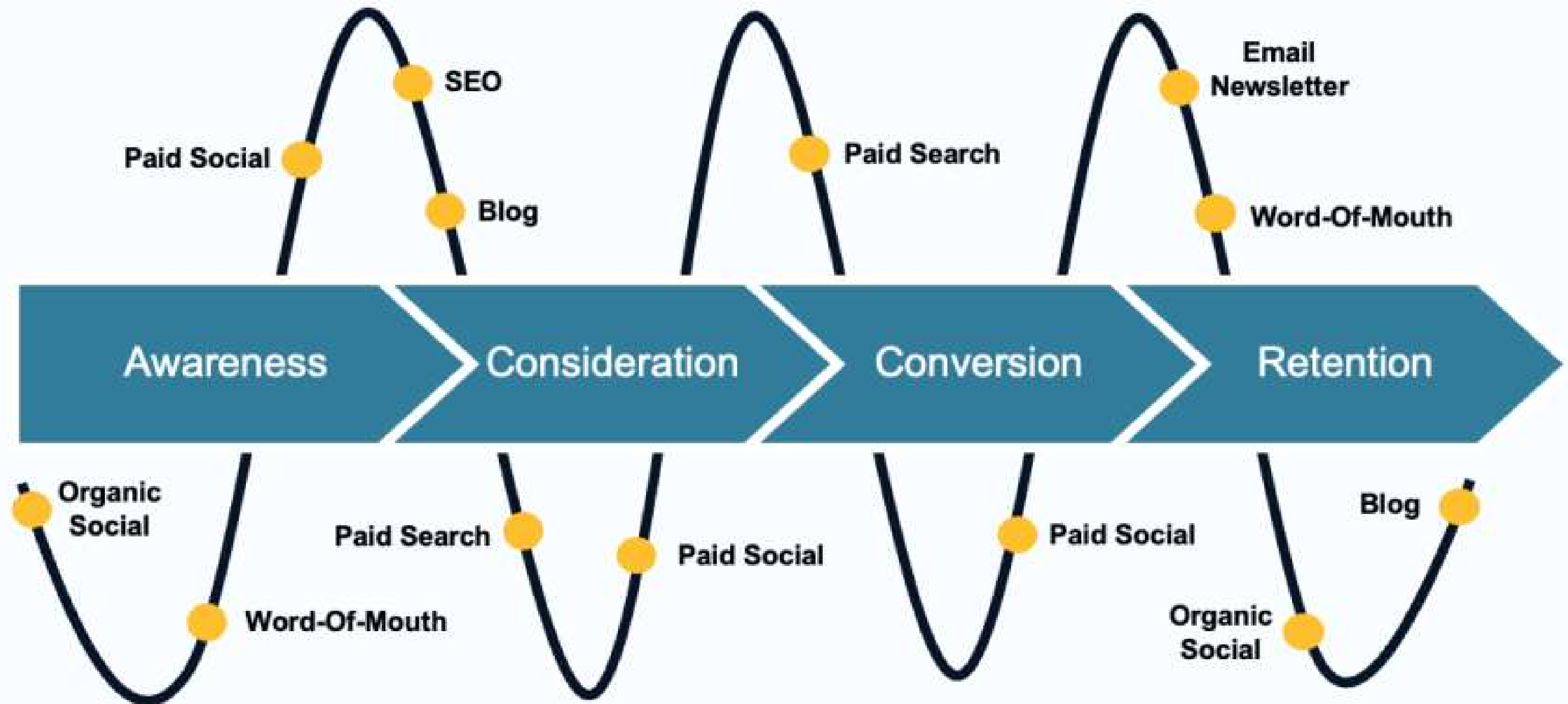
## **Paid social media**

- Implement Influencer campaign on Instagram to pull potential customers based on search history.
- Implement Google search ads.
- For all campaigns keep cost down through cheaper CPC keyword selection.

## **Website and blog**

- Keep website updated with seasonal content.
- Nurture organic traffic to improve bounce rate.

# MULTI-CHANNEL JOURNEY



# MULTI-CHANNEL CAMPAIGN: GOALS AND METRICS



**Campaign Targets**  Increase monthly Sales by 20% over the duration of the campaign

---

**North Star Metrics**  Online Monthly Sales

---

# MULTI-CHANNEL CAMPAIGN: STORYTELLING

## Funnel Step

## Channels

## Communication/ Content Type

## Call-to-Action

### Awareness

- Word-of-Mouth
- Organic Social Media
- Paid social ads

- Expert videos
- Short Make up tutorials
- Inspirational: Showing creative make up images

- Follow us, Like us
- Read more, Learn more
- Visit our website

### Consideration

- SEO
- Content Marketing
- Paid Social
- Paid search

- Video posts and social media ads
- New products arrival on website and Instagram
- PPC ads targeting keywords for specific, native plants and search around competitors

- Read more
- Learn more
- Sign up on the website to get offers and info about our new products arrival
- Visit our website

# MULTI-CHANNEL CAMPAIGN: STORYTELLING

## Funnel Step

## Channels

## Communication/ Content Type

## Call-to-Action

### Conversion

- Paid search
- Paid social ads
- Display ads

- Customized offers to redeem at the website
- Social display ads showing relevant products and content from previous search history that prospect customer was interested in.

- Buy now
- Don't miss out
- Give our gift hamper for the holidays
- This product is for you

### Retention

- Email Marketing
- Content Marketing
- Organic social media
- Word-of-Mouth

- New Products arrival
- Special offer for existing customers
- Give the product as a gift

- Find out what's new
- Buy one get one free
- Get it before it is gone
- Give the gift to your dear ones



# LEARNINGS AND INSIGHTS

- Continuous engagement matters! Brand awareness and interest will decrease if customers are not reminded the products and services on a regular basis.
- Engage visitors where they are in their customer Journey.
- Turn customers into fans of your brand. It will make our job as marketers easier if our customers help with word-of-mouth.



# RECOMMENDATIONS

## Insights

- The BeautyBlend Glam campaign demonstrated the power of visually appealing content, evident in the substantial number of likes it received.
- However, achieving the desired comment count proved challenging, possibly due to other factors at play.
- Despite this, our mix of motivational, educational, and discount content laid a strong foundation for increased brand recognition and audience engagement.

## Recommendations

- Maintain a focus on visually appealing content and invest in captivating graphics and imagery.
- Optimize call-to-actions (CTAs) to be concise and action-oriented, encouraging audience participation and user-generated content.
- Continue prioritizing educational content while reassessing campaign goals to ensure they align with our brand awareness level.





# THANK YOU



[www.beautyblend.site](http://www.beautyblend.site)



[https://www.instagram.com/beauty\\_blend\\_cosmetics/](https://www.instagram.com/beauty_blend_cosmetics/)



CONTACT: Diksha Kalsotra  
[kalsotradiksha@gmail.com](mailto:kalsotradiksha@gmail.com)