



A Project Report

ON

**“Study of visibility and method of digital marketing in lakme
cosmetics company”**

Submitted to



Art's Commerce and Science College ,Sonai

Of

SAVITRIBAI PHULE PUNE UNIVRSITY, PUNE

For the Awarded of the Degree of

Bachelor of Business Administration

Under the Faculty of Commerce and Management

Submitted by

Miss: Bhakti Rajendra Shete

Under Guidance of

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Academic Year 2022-

DECLARATION

I hereby declare that this project entitled "Exposure project evaluation" is written by me and my submitted to SAVITRIBALPHULE PUNE UNIVERSITY, PUNE for the award of the Bachelor of Business Administration in the faculty of commerce. I further declare that, this has not been submitted full or part in any other university for any degree or whatsoever.

Date: 11/5/2023

Place: Sonai



Miss: Bhakti Rajendra Shete

ACKNOWLEDGEMENT

It was very graceful opportunity for me to work with this organization and to study the management of marketing statement. During the project I got valuable knowledge about the storekeeping and marketing in Sonai this project helpmetoapacticalusedofmanagement practices.

With great pleasure I wish to express to my deepsense of gratitude to my guide pr of. Shriniket R Langote who helped me to complete this project and guided properly. I thank full to Branch officer for givingme thisopportunityto work underhiskindcontrol.

Last but not least I would thank my institute's PrincipalDr. LawareS.L.andfaculty memberwhoguidedmeinaproperwaytillsthecompletionof project.



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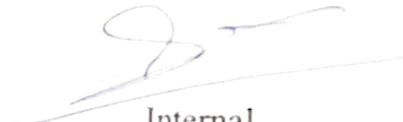
CERTIFICATE

This Is Certified That Ms- Bhakti Rajendra Shete the Student of second Year Bachelor of Business Administration (S.Y.B.B.A.) Of Academic Year 2022-2023 (Sem-IV) Has Been Successfully Completed Their Project.



Project

Guide



Internal

Examiner



External

Examiner

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OBJECTIVE

1. To study the digital marketing.
2. To identify different methods of visibility of lakme.
3. To found out which visibility methods is more effective for lakme cosmetics.

RESEARCHMETHODOLOGY

Area of Research:-

Digital marketing

Methodology: -

Primary Data: -

Primary data is collected by themselves with the help of surveys, questionnaires, etc. we had taken the primary data.

Secondary Data: -

Secondary data was collected through the data made by others or internet.

Instagram, snapchat, etc.

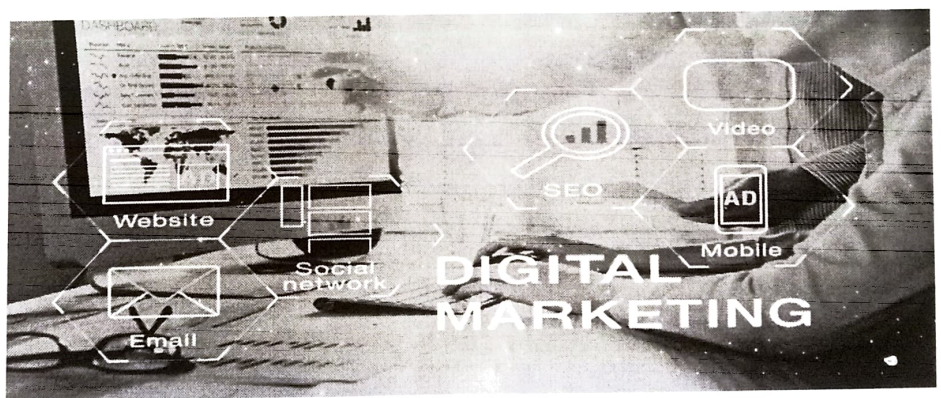
Time Duration: -2Month.

Introduction of Digital Marketing

Digital marketing is the use of digital technologies and platforms to promote products and services, as well as to connect with potential customers. It is an incredibly versatile and powerful tool that can be used in various ways to reach people worldwide. Digital marketing utilizes multiple digital technologies to deliver promotional messages, such as mobile phones, computers, and other digital media and platforms. It can be used for B2B (Business to Business) and B2C (Business to Consumer) marketing, depending on the goal and objectives of the campaign. Digital marketing offers unique advantages such as greater reach, improved targeting, personalized messaging, and better ROI (Return on Investment). It also allows businesses to stay up-to-date with marketing trends and technologies. With the right strategies and tactics, companies can leverage digital marketing to increase their visibility and reach a larger audience.

Digital Marketing Definition

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.



4. Easy to Learn

While there are many aspects of digital marketing that you need to learn, it is fairly easy to get started with. It gets more complex from the nature of the goals and the scale of the campaigns. However, it is all a matter of finding the right strategy that works for your business.

5. Effective Targeting

Even if you don't have a clear idea of your target audience, digital marketing enables you to extract data to see which audiences will work best for you and optimize your campaign around them. There are many different options of targeting such as through keywords for search engine optimization (SEO), pay-per-click (PPC), or through demographic information on social media. This enormous amount of targeting elements at your disposal makes sure that every campaign reaches the right audience. It also helps you to analyze the changing behaviors of customers and modify campaigns for those changes. This ability to understand customers' changing needs quickly is a sure way of success for any company.

6. Multiple Strategies

There are different strategies of digital marketing that can be used by different types of businesses. A B2B business that is interested in gaining international leads may have a totally different strategy than a B2C local business selling clothes. While some companies can benefit more easily with content marketing and SEO, others can benefit from conversion-based ad campaigns. The key is to always analyze the results and develop better tactics and methods with time. A well-executed digital marketing strategy is one that changes and adapts quickly as the needs of the business transform.

Disadvantages Of Digital Marketing

1. High competition

Since the competition has increased significantly recently, the digital marketing strategy needs to be well-planned, distinctive, catch people's attention, and influence the target demographic. Any repetitive approach or method will rapidly force the brand out of the race. Digital marketing campaigns are becoming increasingly competitive. As a result, firms must be responsive to their client's demands and relevant to them.

2. Time-Consuming

One of the major disadvantages of digital marketing is the investment of time. Organizational techniques and approaches can save time, making it hard to devote enough time to the campaign. In the long term, this will be detrimental. As a result, it has been suggested that the company focus on a strategy and generate and pick content accordingly. Digital marketing technologies such as Hub Spot, social media posting, and scheduling programs like Hoot suite and Tweet deck should be leveraged to overcome difficulties.

3. Security and Privacy Issues

Security is the most important necessity for every brand. As a result, you must take website protection seriously as a digital marketer. It is usually recommended to secure and protect network connections by employing firewalls and encryption solutions such as VPN. The fundamental strategy of having a decent antivirus is the most preferable. Legal considerations in getting client data for digital marketing campaigns must be completed with all appropriate procedures. Customer data must be protected first and foremost because it may be compromised during data breaches.

4. Dependability on technology

Digital marketing is purely technological, and the Internet is prone to mistakes. There are times when links need to be fixed, landing pages do not load, and page buttons do not perform their job. This causes prospective customers to switch brands. As a result, a website test is required to avoid this. Reviewing the text and ensuring that the campaigns will operate in their intended niche is also necessary.

5. Complaints and feedback

Maintaining a brand's reputation by responding appropriately to negative feedback is tough. Anyone may comment or critique your product or service on digital platforms distributed to your target audience via social media networks and review channels. Unless you have a solid foundation built on brand loyalty and excellent customer service, each bad review may negatively impact some of your customers.

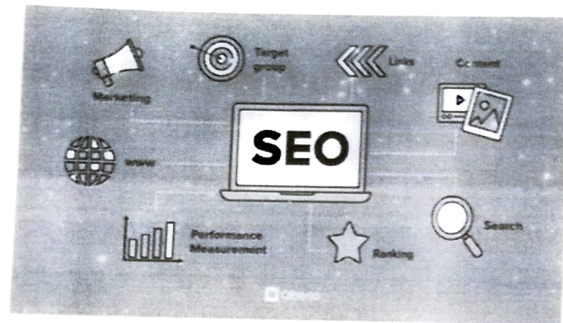
6. Inaccessibility

Although online marketing provides companies with a worldwide reach, it only reaches some areas or individuals. For example, in rural locations where internet service providers are scarce or the internet connection is inadequate. Furthermore, illiterates and the elderly who do not utilize the Internet are not reached through digital marketing.

Methods of Digital Marketing

- **Search Engine Optimization (SEO)**

SEO stands for search engine optimization and as the name suggests, it is the science and art of getting your web-pages to rank higher in SERPs (search engine results page).



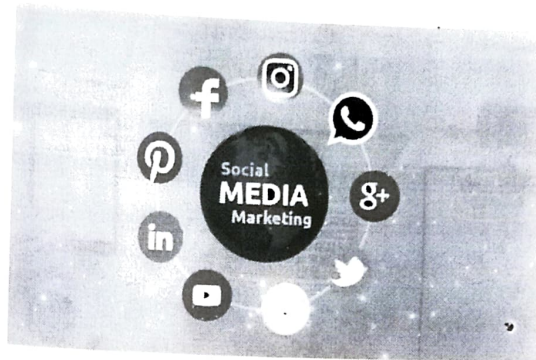
- **Pay Per Click (PPC)**

Pay-per-click marketing deals with paid search results on Google and involves bidding on specific keywords that will garner the most web traffic for you.



Social Media Marketing (SMM)

Social media marketing is the use of social media platforms so as to connect with your audience and build your brand.



- **Email Marketing**

Email marketing is a process of sending commercial messages to group of people via email

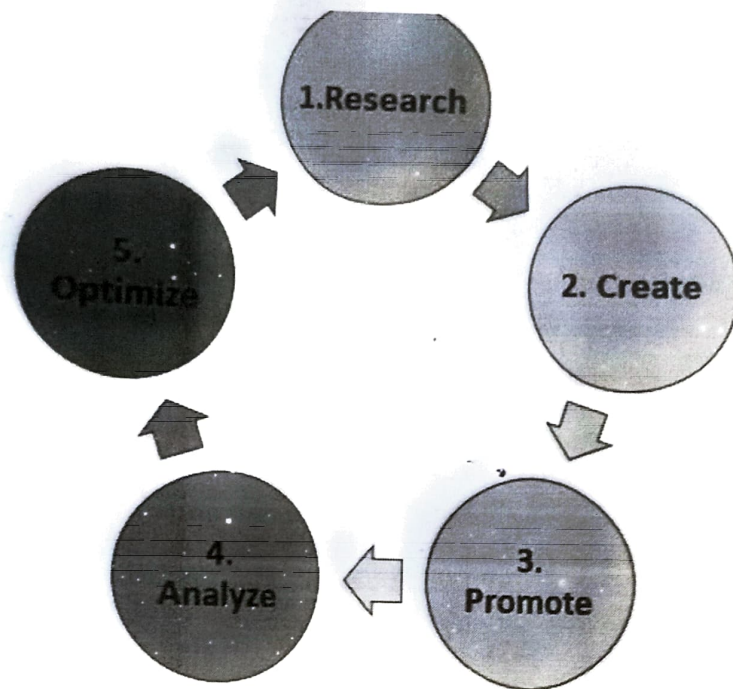


Affiliate Marketing

Influencer marketing is a type of online networking advertising which includes influencers to endorse and make reference to your products.



Digital Marketing process



Research: At this stage, you Research about business, target customers, product/service, competition.

Create: At this stage, you create your digital marketing goals, digital marketing strategy, digital marketing plan & primary digital identities (website/blog/ app).

Promote: At this stage, you start promoting your primary digital identities through various digital marketing channels like search engines, display networks, e-commerce portals, social media, emails, messaging & affiliate programs.

Analyze: At this stage, you look the various analytics including the most important analytics i.e Website / Blog / App analytics & compare them with your goals. You also understand where changes must be made in order to bridge the gap between goals & actuals.

Optimize: At this stage, based on analysis & observations, you start making changes (fine-tuning). The changes could be in your primary digital identities or digital marketing channels. Changes are also referred to as content & design of your identities & promotional communication.

Uses Of Digital Marketing

1. Affordability

Digital marketing is considerably less expensive than other marketing methods. Specific prices vary based on what you're doing but ad spend tends to be lower than other forms of marketing.

2. Mobile Access

You may not know this but 77 percent of American adults own a smart phone and are likely to use that smart phone or another mobile device for news, social networking, and countless other activities. Digital marketing helps you reach them while they're doing this. With remarketing ads, email and text marketing, and social media – you can be in front of your audience while they use many different apps on their mobile phones.

3. Flexibility

There are many forms and uses of high quality digital marketing, including banner ads, email marketing, content marketing, and social media posts. Thus by learning how to creatively market yourself digitally, you open up a wide range of possibilities for future publicity strategies. With digital marketing, you also have the flexibility of testing and stopping poorly performing campaigns in real time.

4. Expansion

Many consumers do almost all of their shopping online. Digital marketing lets you appeal to these people and thus expand the reach of your company. Between Google Shopping Ads and brand awareness campaigns, you can expand your brand recognition and boost sales.

5. Multimedia

Customers tend to engage more with marketing materials that combine multiple types of content, including photos, video clips, and audio. It is far easier to incorporate all these content types into digital marketing than any other type of publicity – and it is very important.

6. Interactivity

Digital marketing lets you communicate directly with the customers who see your content, notably through website comments, messages, reviews, and social media posts. This shows those customers that you care about what they say and think, leading them to feel respected and part of the community you're building. It also allows you to gather invaluable information on customers' reactions and preferences.

7. Tracking

Besides communicating with customers, digital marketing lets you track their activities. You can monitor which ads and types of content they have seen shortly before they make a purchase. This tells you which marketing methods are most effective, allowing you to refine and improve your s

8. Authority

Digital marketing makes it easy to comment on issues and controversies that relate to your product or your industry. In this way, you can establish yourself as an authority on such topics, leading readers to trust you, come back for more information, and eventually make a purchase. Digital marketing allows you to come off as the industry expert that you are and will instill trust in your business.

9. Influencer Engagement

Many of the most influential figures in modern culture promote themselves online or through social media. Digital marketing allows you to engage with these influencers and gain their respect. If you play your cards right, you can get them to endorse you, leading their followers to become customers and spread brand awareness.

10. Print Enhancement

Digital marketing lets you expand on your print marketing efforts. By writing online content that explains claims you make in your print ads, you can go into greater detail, maximizing the effectiveness of all forms of publicity and integrating your campaigns.

LAKME COSMATICS

Effortlessly, Fashionably, Unapologetically MÉ. LAKMÉ.

Company profile

The contemporary Indian beauty expert-Lakmé continuously innovates to offer a wide range of high performance and world class cosmetics and J skincare combine international cosmetic technology with an in-depth products that are ideal for a variety of Indian skin tones. Lakmé was the country's first cosmetic brand to introduce makeup to indian women and takes pride in being the expert on Indian Beauty for over 50 years. We also take immense pride in being a compassionate beauty brand which is why we do not believe in or support testing on animals. Our bond with beauty and fashion goes beyond fashion event of its kind in the country that celebrates the beauty of fashion.

LAKMÉ

History of company

Lakmé was Tata group's first foray into the cosmetics industry. Set up during J.R.D. Tata's chairmanship of the group, it is also the first cosmetic company set up in independent India. Not many people know that Pandit Jawaharlal Nehru, India's first Prime Minister, was the catalyst behind the launch of India's premium make-up brand. In the early days, when the fledgling economy of Independent India was still finding its feet, the Prime Minister was concerned about the amount of money flowing out of the country when Indian women splurged on imported cosmetics. Quality personal care products of Indian origin were in short supply in post-Independence India and there were very few Indian manufacturers. Pandit Nehru persuaded J.R.D. Tata, a close friend, to set up a company to manufacture cosmetics, and in turn save precious foreign exchange. Thus, was born Lakmé - a company that manufactured fine cosmetics tailored for the Indian skin and Indian climate, in India

Lakmé was set up as a subsidiary company of Tata Oil Mills Company (TOMCO). TOMCO was established in Cochin or present-day Kochi in 1920 to crush copra and produce coconut oil for export. The company gradually grew and diversified into a manufacturer of soaps, cooking oils, detergents, shampoos, perfumed oils, eau de cologne, etc. In 1953, TOMCO capitalised on the opportunity present in the lack of indigenous cosmetics in the Indian market and launched Lakmé in collaboration with two reputed French firms - Robert Piguet and Renoir. The initial collaboration and others that followed, such as with American cosmetics manufacturer Kolmar, had no equity participation by foreign collaborators. They only contributed knowhow about their closely guarded perfume bases for a fee. It was a 'Make in India' mission from the word go.

Lakmé is French for Lakshmi. The circumstances under which the name came about is quite interesting. When the company was set up, the French collaborators were asked to suggest a name - a name that carried connotations of both countries and combined Indian flavour with a French touch. The collaborators settled on Lakmé, inspired by an opera that was quite the rage at the time in Paris. The name of the opera - with oriental settings, forests and temples - was Lakmé, for Goddess Lakmé or Goddess Lakshmi, the Hindu goddess of wealth and an epitome of beauty.

Lakmé started operations in a small, hired premises at Peddar Road and entered the market with an extensive range of personal care products for women. Operations and product range grew rapidly and by 1960, the company was on the lookout for larger premises. It soon moved into TOMCO's Sewri factory, taking over an area three times that of the Peddar Road premises. Soon, that too proved too small, and additional space was acquired to cater to expanding manufacturing operations, which had workers employed in two shifts.

The expansion and success was aided in no small measure by Simone Tata, Naval H. Tata's wife, taking over as the managing director in 1961. Simone Tata's aesthetic sense and business acumen soon spearheaded Lakmé to new heights and into an iconic brand. She led the company for many more years, becoming its chairperson in 1982.

A robust and substantial network of sales offices, salespersons, dealers, and agents ensured that Lakmé did exceedingly well in urban markets across India. Periodic market surveys, well-thought-out marketing strategies and extensive publicity campaigns provided the additional backbone. Distribution covered every Indian town that had a population of 20,000 or more, with a product range that spanned make-up, skincare, and toiletries for women. The company also tasted significant success after it branched out into a range of products for men.

An up-to-date research and development laboratory enabled Lakmé to innovate to constantly add to its portfolio and create products that were contemporary, met changing consumer preferences and were targeted at a wider reach. Stringent quality control systems certified that each product was of a high grade and met international standards, securing Lakmé's position in the top league in the years that followed.

Lakmé soon set up a network of branded beauty salons, with the first one opening in 1980. The salons offered women a complete range of beauty treatments administered by qualified beauticians. A beauty school was also launched, which

offered a 6-month intensive course comprising theory and practice. Students were conferred a diploma on successful completion of the course. Lakmé also had trained beauticians travel around the country giving lectures, make-up demonstrations and expert advice on beauty problems.

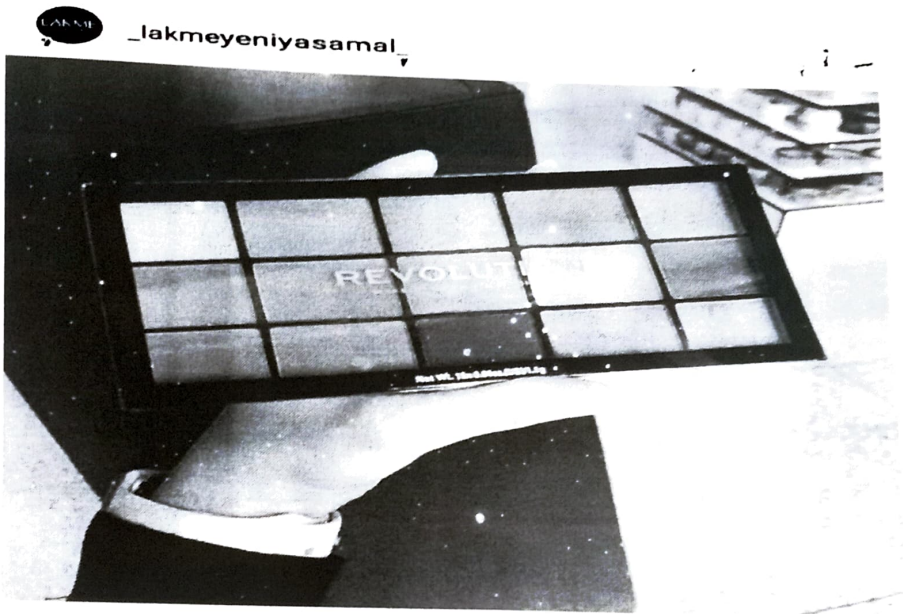
Over the years, Lakmé grew from strength to strength to become a name to be reckoned with among the top players in the Indian cosmetics market. However, in 1993, TOMCO merged with Hindustan Unilever (erstwhile Hindustan Lever) in a strategic deal. Subsequently, in 1996, Lakmé formed a 50:50 joint venture with Hindustan Unilever, and in 1998, Lakmé divested its 50 percent stake in the joint venture and sold its brands to Hindustan Unilever. Lakmé continues to lead the cosmetics market in India, setting new benchmarks and cornering a major market share.

Product Of Company



Visibility Of Company

Lakme On Instagram



Facebook on lakme

 I Love Lakme 

Experience a Hi-res crystal radiance that gives your skin a special glow - with the Lakmé Absolute Perfect Radiance range



**2x BRIGHTER
SKIN IN 8 DAYS**

**WITH 98% PURE
NIACINAMIDE**

LAKMÉ
PERFECT
RADIANCE

LAKMÉ
ABSOLUTE
PERFECT RADIANCE

LAKMÉ

lakmeindia