

The background features a collection of stylized, hand-drawn illustrations of skincare products. On the left, there are tubes of cream, a jar of cream, and a bottle of lotion, all with various botanical and fruit motifs. On the right, there are more tubes, a bottle of lotion, and a jar of cream, also with botanical and fruit motifs. The products are scattered around the central text, creating a sense of a diverse product line. The overall aesthetic is clean, modern, and natural.

Marketing Strategy for PURPLLE

Including a brief analysis of top competitor Nykaa



Purple might potentially have the same, if not greater, reach as Nykaa. Any marketing strategy is worth being implemented, even if it doesn't receive a surge in traffic right away. Content creation must be carried out with the goal of establishing long-term relationships, increasing brand recognition, and increasing loyalty.

So, while the content produced is excellent, amusing, and unique, it is a PROCESS with no shortcuts. Building a brand, as we all know, is a long process. Content development is also a gradual process; taking small initiatives and maintaining a good attitude will go a long way. Because we can't expect to reap on the same day we sow!

Purple's goal is to become the market leader and compete with Nykaa, who presently holds the position. It's critical to examine what Nykaa is doing so well in terms of marketing and how they have such a large reach, and to enhance and do the same for Purple.

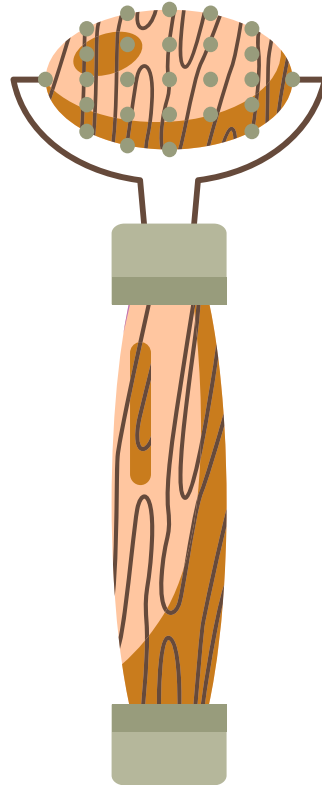
Here's a quick rundown of Nykaa's marketing strategy to assist you come up with one for Purple.



Brief Analysis of Nykaa's Marketing Strategy

Nykaa is on the verge of becoming a billion-dollar business. Whatever buying was hindered during the 2020 covid-19 year was quickly resumed in 2021. When it comes to marketing, there are a few things to keep in mind. Nykaa uses Instagram and other social media networks to promote their platform and products. They have four primary accounts: [My Nykaa](#), [Nykaa beauty](#) to promote its e-commerce platform, [Nykaa fashion](#) to promote its e-commerce clothes store, and [Nykaa beauty book](#) to provide the public with diverse beauty and makeup ideas.

Nykaa uses YouTube as a general platform to exhibit influencers and celebrities who use Nykaa products for glamorous looks, in addition to Instagram.



Nykaa Beauty Book is a renowned blogging site where guest bloggers and in-house bloggers write on beauty routines and how to apply Nykaa products to get great looks. They also host events where they have runway shows and award ceremonies. Nykaa is essentially an event that celebrates beauty. They've previously held a number of successful events. If all of the aforementioned techniques aren't enough, Nykaa also has a strong physical presence in the form of retail locations in a number of cities.

[Influencer marketing](#), [seasonal discounts](#), and [brand collaborations](#) are all standard techniques utilised by Nykaa, just like any other e-commerce company.

3 Possible Content Bucket for Purplle

1



Taking inspiration from an article online, I suggest Purplle build a relation with their audience by addressing issues regarding beauty that no one talks about

(Conversation/Education)

2



With the uprise of reels and TikTok, people's attention span has truly reduced. Entertaining them in the first five seconds is crucial

Entertain

3



Influencer marketing, SEO, blogging, paid collaboration are some off the top of my head

(Promote, Promote, Promote!)

1. Conversation

While beauty products are sold at large, many young girls are misinformed about which shade of foundation or what type of brush to purchase. Instead of dumping content on social media about different types of cosmetics, Purplelle could initiate a conversation about the difficulties of young excited girls who end up wasting thousands of rupees on wrong shades of foundation and so on.

Influencers could collaborate with Purplelle to host live sessions or IG polls



The rationale behind this comes from a very personal place where I wish someone guided me through my first few beauty product purchases. Addressing this problem is crucial as this widely exists yet no one talks about it.

Story Idea: A infographic specifically for young girls about first time shaving their legs and how to avoid doing it hastily

2. Entertainment & Connection



Purple could do a lot better by upping their creative department by finding new and tested ways to engage and entertain their audience. Not everyone is a CRED target audience. But did we all not sit and have a gas about that one ad with Rahul Dravid going berserk?

Short quirky reels or ads could help grab the attention of millions of people mindlessly scrolling Instagram every day. Out of them, some might even want to buy from Purple's platform. In addition, making connection is important too!

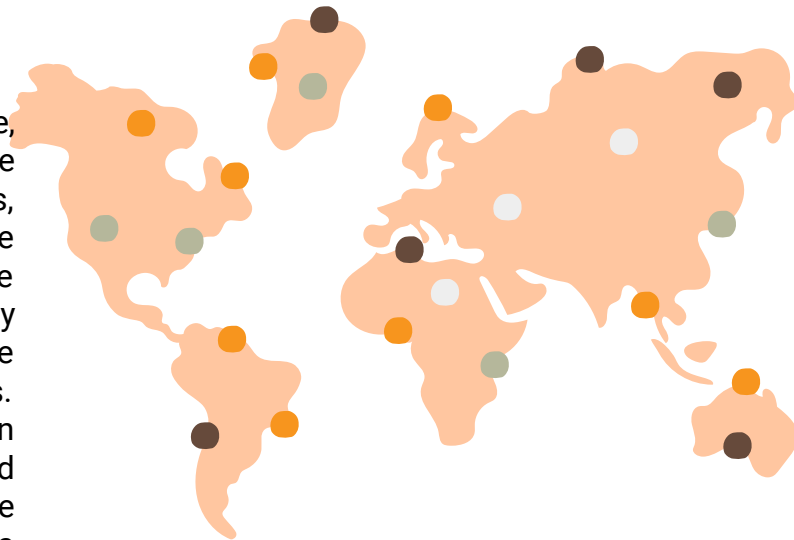




3. Promote in every way possible



Despite being a terrible example, no one works harder than the marketing department of Wendy's, the fast food chain. They are literally everywhere! They have reviewers writing smart and funny reviews online. They leave comments on people's accounts. And they make themselves known to the whole world. Purplle could take cues from every single strategy and implement it for a good reach online.



In addition to the common digital marketing tricks that are already in place, Purplle could dare to take a step in the unconventional direction and hire real-life people struggling with acne to promote acne creams instead of models. They could risk showing actual body hair to present authenticity. In today's world a company can either become a sheep and follow the crowd or change the rules and change marketing for good.

Trust me, gen Z loves authenticity and companies who shows diversity and inclusion



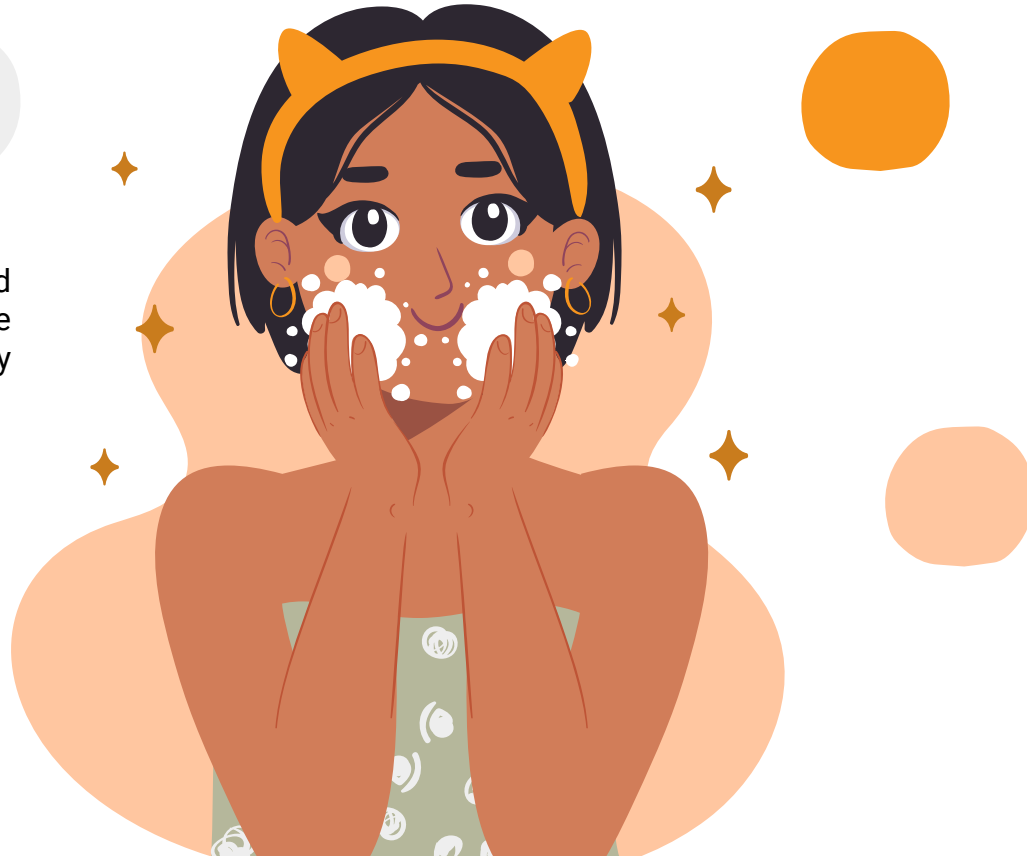
Story Ideas

A night-time routine for men



Story Ideas

Why you should avoid
washing your face
excessively



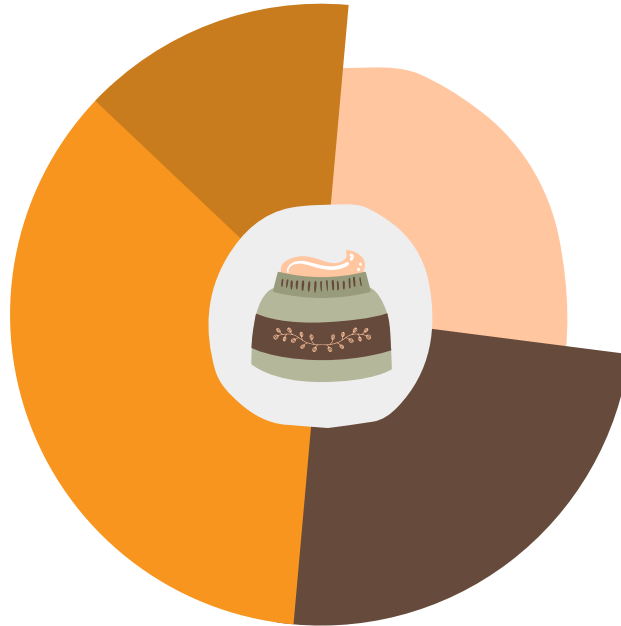
Story Ideas



Chemicals to avoid in your beauty products

Story Ideas

Links to various blogs and informative blogs on beauty products and beauty care routines and also case studies and testimonials of happy customers



Story Ideas

Benefits of face yoga

