



IMPACTING AUDIENCES WITH SOCIAL MEDIA ORGANIC

BY

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TASK-1 Audit of Social Media Platforms



About :

MyGlamm, established in 2017, is a direct-to-consumer (D2C) beauty brand that has rapidly become one of India's fastest-growing in the sector. Backed by one of Europe's largest natural beauty companies, MyGlamm collaborates with global experts and makeup artists to bring innovative makeup solutions to consumers.

myglamm.com

The brand focuses on creating international-quality products that simplify beauty routines. Conceptualized, formulated, and developed in laboratories in Italy and Germany, MyGlamm's multifunctional products are designed to reduce the number of items consumers need to carry and streamline the application process



Instagram Audit Brand :

Profile Photo: The profile picture features the MyGlamm logo, characterized by a stylized 'M' in a sleek, modern font, reflecting the brand's focus on beauty and elegance.

Color Scheme: The brand predominantly utilizes a white and gold color palette, conveying a sense of luxury and sophistication. This consistent use of colors enhances brand recognition across their Instagram content.

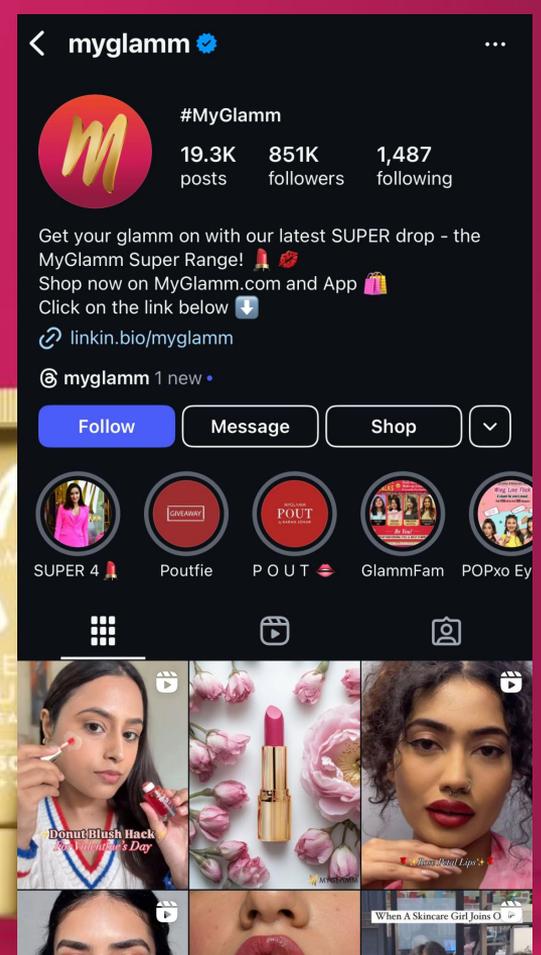
Typography: MyGlamm employs clean and modern typography in its posts and stories, ensuring readability while maintaining a chic aesthetic. The font choices align with the brand's contemporary image.

Bio: The Instagram bio reads: "Get your glamm on with our latest SUPER drop - the MyGlamm Super Range! 🛍️ Shop now on MyGlamm.com and App 📱 Click on the link below ⬇️" This concise description highlights their latest product line and directs followers to their website and app for purchases.

Link in Bio: The bio includes a Linktree URL, which aggregates multiple links, allowing users to access various products and promotions conveniently.

linktr.ee

Verified Profile: The account is verified, as indicated by the blue checkmark next to the username, signifying its authenticity and official status.



Facebook Audit Brand :

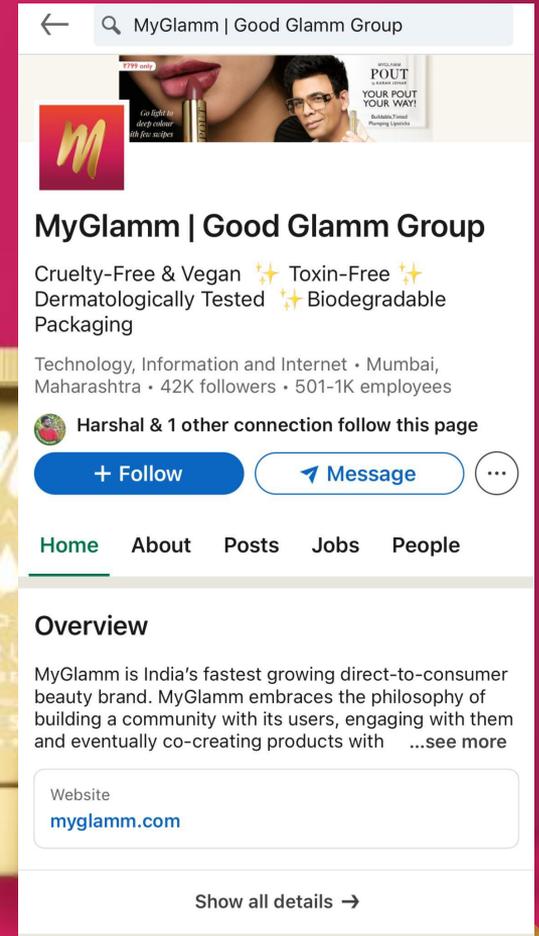
Profile Photo: The profile picture features the MyGlamm logo, characterized by a stylized 'M' in a sleek, modern font, reflecting the brand's focus on beauty and elegance.

Bio: The bio section emphasizes their latest product, directing users to a specific product page.

Link: The page provides a direct link to their product page, facilitating easy access for users interested in their offerings.

Call to Action: The "Shop Now" button is prominently displayed, encouraging visitors to explore and purchase products directly from their website.

Verified Profile: The page is verified, as indicated by the blue checkmark next to the page name, signifying its authenticity and official status.



The screenshot shows the Facebook profile for 'MyGlamm | Good Glamm Group'. The profile picture is a stylized 'M' logo. The bio includes the text: 'Cruelty-Free & Vegan ✨ Toxin-Free ✨ Dermatologically Tested ✨ Biodegradable Packaging'. Below the bio, it states 'Technology, Information and Internet · Mumbai, Maharashtra · 42K followers · 501-1K employees'. There is a notification that 'Harshal & 1 other connection follow this page'. The page has a '+ Follow' button and a 'Message' button. The navigation menu includes 'Home', 'About', 'Posts', 'Jobs', and 'People'. The 'Overview' section states: 'MyGlamm is India's fastest growing direct-to-consumer beauty brand. MyGlamm embraces the philosophy of building a community with its users, engaging with them and eventually co-creating products with ...see more'. A 'Website' link is provided as 'myglamm.com'. At the bottom, there is a 'Show all details →' link.



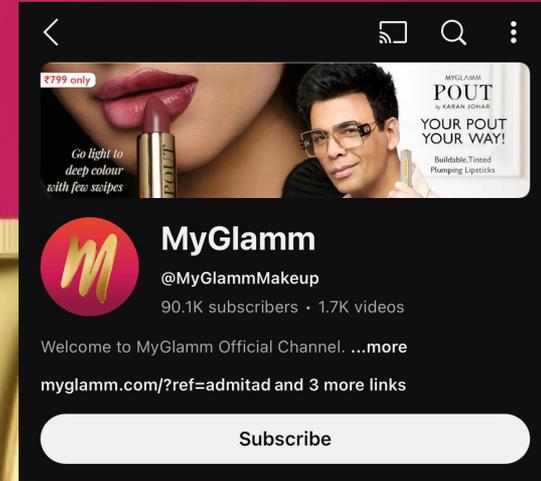
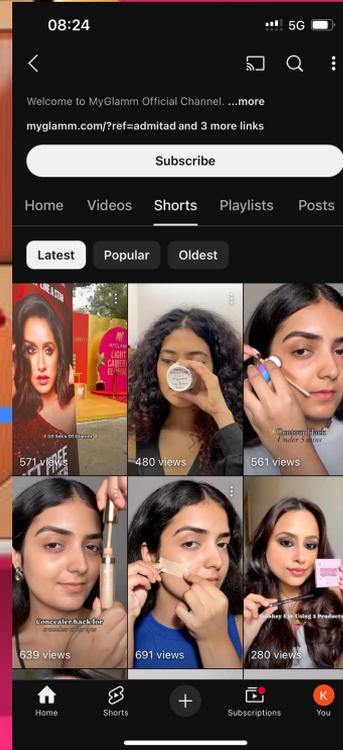
Youtube Audit Brand :

MyGlamm's official YouTube channel features a variety of content that aligns with its beauty and lifestyle branding. The channel includes product showcases, tutorials, and promotional videos. However, specific details regarding the frequency of content uploads are not readily available from the provided sources.

In general, maintaining a consistent upload schedule is crucial for audience engagement and channel growth on YouTube. While some creators find success with daily uploads, others thrive with weekly or bi-weekly schedules. The key is to balance quality and consistency, ensuring that each video provides value to the audience.

vidchops.com

For a more detailed analysis of MyGlamm's content strategy and upload frequency, it would be beneficial to review their YouTube channel directly. This will provide insights into their current practices and how they engage with their audience through video content



LinkedIn Audit Brand :

Brand Basics:

- **Overview:** Founded in 2015, MyGlamm is part of the Good Glamm Group, South Asia's largest content-to-commerce conglomerate. The company offers over 800 cruelty-free beauty products and operates more than 20,000 offline points of sale across 100 Indian cities.
yourstorv.com

Content and Frequency:

- The LinkedIn page features updates on product launches, company milestones, and collaborations. While specific posting frequencies aren't detailed, regular updates are essential for audience engagement.

Followers:

- Exact follower count isn't specified, but given MyGlamm's industry prominence, the page likely has a substantial following.

Recommendations:

- Enhance content strategy by sharing behind-the-scenes insights, employee spotlights, and user-generated content.
- Encourage employee engagement with company posts to amplify reach.
- Monitor LinkedIn analytics to refine content strategy based on performance data.



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TASK-2 Strategy Making



Market Trends :

- **Trend-Based Content:** MyGlamm stays current by sharing makeup trends, hacks, and tips on platforms like Instagram. They also incorporate beauty-related memes to connect with consumers in a relatable manner.

socialsamosa.com

- **User-Generated Content (UGC):** The brand encourages customers to share their experiences with MyGlamm products. By featuring UGC on their social media channels, they foster a sense of community and authenticity.
- **Influencer Collaborations:** MyGlamm partners with a diverse range of influencers to expand its reach. For instance, they collaborated with The Good Creator Co for an influencer-driven campaign to promote a limited edition Valentine's Day collection.

goodcreator.co

- **"Get Ready With Me" (GRWM) Content:** The brand collaborates with influencers to create GRWM content, showcasing the application of MyGlamm products in daily routines. This approach provides practical demonstrations and resonates with audiences seeking authentic beauty routines.
- **Contests and Giveaways:** MyGlamm engages its audience through interactive content such as polls, quizzes, and Q&A sessions on Instagram Stories. These initiatives encourage two-way interaction and keep the audience engaged.



KPI's & Approach :

1. Customer Acquisition Cost (CAC):

- **Metric:** Total cost to acquire a new customer
- **Strategy:** Performance marketing to boost conversion rates

2. Customer Lifetime Value (CLV):

- **Metric:** Total revenue expected from a single customer
- **Strategy:** Personalized beauty consultations and marketing automation

3. Conversion Rate:

- **Metric:** Percentage of visitors completing a purchase
- **Strategy:** Data analytics to optimize user experience

4. Return on Advertising Spend (ROAS):

- **Metric:** Revenue generated per advertising dollar spent
- **Strategy:** Monitor and assess advertising campaign effectiveness

5. Customer Retention Rate:

- **Metric:** Percentage of repeat customers
- **Strategy:** Loyalty programs and personalized content



Innovative campaign Strategy:

To enhance MyGlam brand presence and audience engagement, consider the "Glam Ambassador Challenge." Encourage customers to share their unique makeup looks using MyGlam products on social media, tagging your brand and using a dedicated hashtag like #MyGlamAmbassador. Feature standout entries on your official channels and reward selected participants with exclusive perks, such as product hampers or collaboration opportunities as brand ambassadors.

Implementation Steps:

1. Launch Announcement:

- Share engaging posts across MyGlam's social media platforms detailing the challenge mechanics, duration, and rewards.
- Use eye-catching visuals and videos to generate excitement and clearly communicate participation guidelines.

2. Influencer Collaboration:

- Partner with beauty influencers to kickstart the challenge by sharing their own MyGlam looks and encouraging their followers to participate.
- Provide influencers with unique discount codes or affiliate links to track engagement and incentivize participation.

3. User Engagement:

- Regularly share user-generated content on MyGlam's social media stories and feeds to acknowledge participants and inspire others.
- Engage with participants by liking, commenting, and sharing their posts to foster a sense of community and appreciation.

4. Selection and Rewards:

- Assemble a panel to review entries based on creativity, originality, and brand alignment.
- Announce winners through a dedicated post, featuring their content and highlighting their journey.
- Provide winners with exclusive rewards, such as product bundles, discount vouchers, or an opportunity to collaborate with MyGlam on future campaigns.



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TASK-3 Content Calendar



Content Calendar for February Month :

FEBRUARY					
DAY		Content Type	platform	Description	time
1	National Dark Chocolate Day	image post	facebook	"Indulge in our dark chocolate-i	10:00 AM
2	Groundhog Day	Reel	Instagram	"Will spring come early? 🌸 Pre	12:00 PM
4	World Cancer Day	Informative Carousel	Instagram	"Join us in raising awareness o	9:00 AM
9	National Pizza Day	Poll	Instagram stories, Twitter	"Pizza and makeup? Why not!	11:00 AM
13	Galentine's Day	User-Generated Cont	Instagram, Facebook	"Celebrating the amazing wome	1:00 PM
14	Valentine's Day	Tutorial Video	YouTube, Instagram	"Get date-night ready with our re	8:00 AM
17	Random Acts of Kindness Day	Story Feature	Instagram , Facebook	"We're spreading kindness today	10:00 AM
19	Wellness Wednesday	Live Q&A Session	Instagram , Facebook	"Join our skincare experts live to	7:00 PM
24	Makeup Myth-Busting	Infographic	Instagram, Pinterest	"Separating fact from fiction! 🧙	9:00 AM
26	Polls and Preferences	Interactive Poll	Instagram stories, Twitter	"We want to hear from you! Whic	12:00 PM
29	Leap Day Celebration	Flash Sale Announcer	Instagram stories, Twitter	"Happy Leap Day! 🎉 Enjoy our e	8:00 AM

Link : <https://docs.google.com/spreadsheets/d/1DKdw9jz4nuLUCjS9HdgFrGershY3FUFuvUwDjHVRkc/edit?gid=283753756#gid=283753756>





MYGLAMM



TASK-4 Ad Copies & Graphic Creation

MYGLAMM
ULTIMATE

MYG
ULTIMATE



MYGLAMM
SUPER M
LONGEST

SUPER
SERUM
6B-CREAM
ALL DAY PROTECTION
SPF 50
PA+++

Graphic Creation -1 :

Headline:

✨ Triple the Glam, Triple the Shine! ✨

Content:

Upgrade your lipstick game with MyGlamm's **Combo of 3 Lipsticks!** Choose your favorite shades and enjoy **20% OFF** for a limited time. These **highly pigmented, long-lasting, and ultra-glossy** lipsticks will keep you shining all day!



Call to Action: 🔥 **ORDER NOW** and glam up your look!

COMBO
OF 3 LIPSTICKS

SELECT YOUR SHADE

Triple the Glam, Triple the Shine™
Get 20% OFF
on Your
Glamm
Combo of 3!

ORDER NOW

The advertisement graphic features four MyGlamm lipstick tubes in various shades (red, pink, dark red, and brown) and a white applicator. The background is a vibrant orange-red with diagonal lines. The text is bold and eye-catching, with a call to action in yellow.

Link : <https://docs.google.com/spreadsheets/d/1DKdw9jz4nuLUCjS9HdgFrGErShfY3FUFuvUwDJhVRkc/edit?gid=283753756#gid=283753756>



Graphic Creation -2 :

Headline:

✨ Shine Bright, Sparkle More with Glamm Lit Lips! ✨

Content:

Step into the New Year with **bold, dazzling lips!** 🎉
MyGlamm **LIT Lipsticks** give you the perfect pop of color with a smooth, long-lasting finish. Get ready to shine and make every moment glamorous! ✨

Call to Action:

💖 Shop Now & Glow All Year! 💖



Link : <https://docs.google.com/spreadsheets/d/1DKdw9jz4nuLUCjS9HdgFrGErShfY3FUfuvUwDJhVRkc/edit?gid=283753756#gid=283753756>





THANK YOU!

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