



# NYKAA – DIGITAL MARKETING STRATEGIES

BY

ANAGHA R

UNDER THE GUIDANCE OF

PROF ARVIND L N

NYKAA – DIGITAL MARKETING STRATEGIES

## ABSTRACT

At the end of 20<sup>th</sup> century all the hype came to an end that created practical and pragmatic environment and have given more stable picture of fashion business. During 50s, 60s, 70s Indian fashion was not so colourless but it was stylish and graceful. There were no designers, models that a country could show off. The value of garment was just judged by fabric but not by who made it. Nykaa was founded in 2012 by former managing director of Kotak Mahindra Company Falguni Iyer. She converted the store into e – commerce portal and she added all the necessary cosmetics and skin care products. For providing services to clients, they use inventory based methodology. There are two offline retail layouts. They are Nykaa Luxe and Nykaa on – trend. They are available for purchase online and also at physical stores. Digital marketing strategies like YouTube marketing, through website, E – mail marketing, social media marketing etc. Nykaa is investing more in content marketing and digital marketing efforts for attracting and retaining customers. Also, they use community approach to help their audiences get value even before they have converted into customers.

## INTRODUCTION

Nykaa is an Indian cosmetic and personal care company. This focus on multi – beauty and personal care products. Initially this was an independent online store and now it has grown to a range of retail locations around the nation. They are specialised in providing wide range of products like hair care products, perfumes, cosmetics, and wellness items for both men and women. Company is having around 1.5 million visitors each month all over India. Nykaa was started by Falguni Iyer who is MBA graduate of IIM Ahmedabad. Se began to work at investment banking after her graduation. Then she was promoted as MD of same bank in 2005. She worked for about 18 years before she decided to step out of bank. At this time, she recognised that there is a scarcity for beauty products online in India. After this in 2012 she started Nykaa. She observed a gap in this industry so she took this as an opportunity to fill the gap and acquire the market. Starting it was just online company, eventually it transformed into multichannel platform in the following years. This is a direct – to – consumer E – commerce

company this operates on inventory basis business approach. The company buys items from producers and stores items in warehouses in Mumbai, Bengaluru, New Delhi. These are available for purchase on Nykaa or also at physical stores. They have employed omnichannel strategy, this combines both digital and traditional marketing “touchpoints”. From this client will get more variety of purchasing options and possibilities. Consumers can buy online or also at physical stores. Company also focusses on consumers satisfaction. They also offer high – quality products and high – quality services so that this will have positive consumer experience. Company have also collaborated with Adobe to improve consumer experience. Nykaa usually utilises blogs and cosmetic tutorials to make aware of current fashion happenings to their consumers. Their online app will give free health, cosmetics, skin care suggestions. Their professional master workshops and celebrity beauty secrets sections are a must watch contents for fashion fans. These workshops will focus on the best way to look gorgeous, ways to apply specific beauty products etc. Their website discuss on a variety of themes like celebrity lifestyle, health approach and about in – house product evaluations.

## REVIEW OF LITERATURE

---

### 1. “Dr. M. Mohamed Hahamathullah, G. Mohana (2023)”

---

These days the emergence of online marketing have transformed the way normal market used to function. This has provided the companies with huge opportunities to promote their brands at a global level. Even consumers’ perception towards brands have changed with the emergence of online / digital marketing. Consumers these days see immediately through push marketing strategies.

---

### 2. “Monalisa Pattanayak Et al. (2022)”

---

This paper is about impact of digital marketing on online buying behaviour and purchase decision. They have made survey in Odisha related to purchase decision and their online behaviour. Consumers have attracted towards online purchasing from past few years. They are medium users of internet and they search about the products they are buying. Their favourite searching mode is company website and social networking sites. This paper will help retailers to know about customers’ likings and preferences.

---

### 3. “Rituparna Base Et al. (2023)”

---

This is a short case study of Nykaa. They have explained about brand history, reputation, products and several information. This can be used in foundation courses in marketing and specialised courses in marketing management, digital marketing.

---

### 4. “Pratiksha Akar, Dr. Neha Mathur (2021)”

---

This paper is about the influence of e – commerce growth during Covid – 19. During this time e – commerce shopping was popular. This e – commerce segment is evolving and experiencing high growth

in both developed and developing countries. They have done survey by floating questionnaire to collect data from the people working on e – commerce business.

---

##### 5. “Swati Panwar, Megha Sharma (2022)”

This research paper is major Indian skincare companies those who have preferred digital marketing over traditional marketing channel in order to connect with their target customers. As the technology is getting advanced, growing consumer preferences and their perception about beauty, personal care products have been able to leverage over marketing opportunities. Most of the skincare products have their own direct to consumer channels like websites and apps so that they can reach their consumers easily. In findings they have shown digital marketing strategy of major players like Nykaa, Plum, Mcaffeine.

---

## Discussion

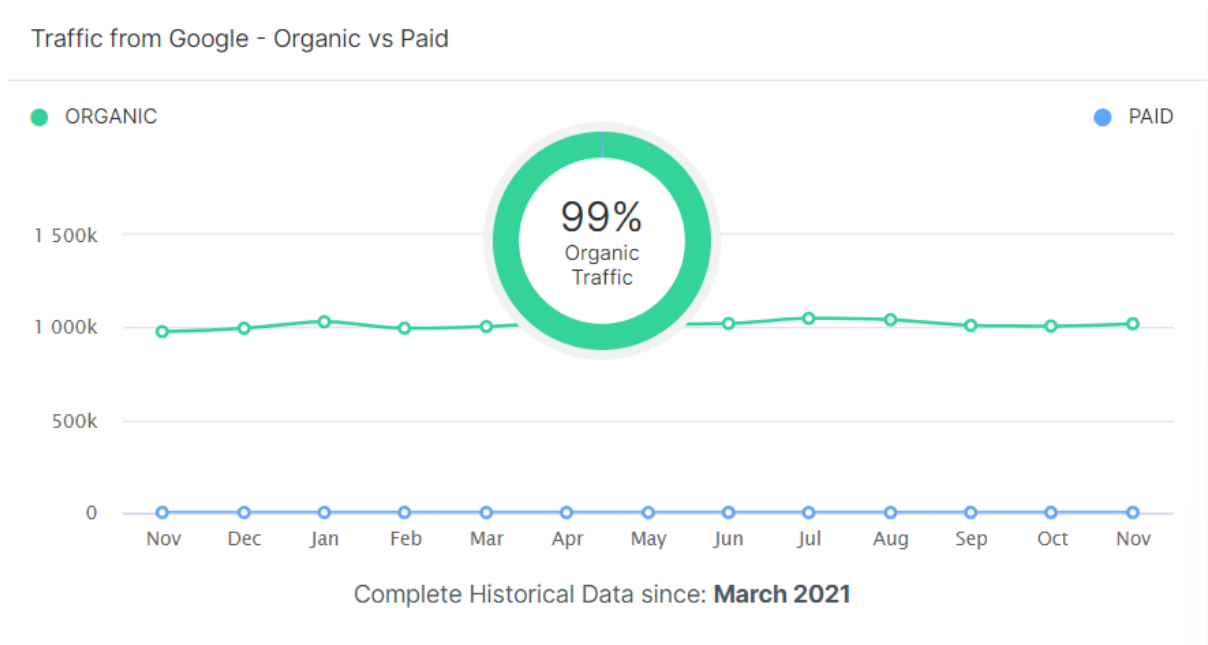
### DIGITAL MARKETING STRATEGIES

#### SEO STRATEGIES OF NYKAA

Nykaa have used SEO to its advantage is they have used keywords effectively. For this they have done extensive research in order to identify keywords people are searching when they are searching for beauty products. They have identified relevant keywords related to beauty, skincare, and cosmetic products. They have also included long – tail keywords specific to their product offerings. Company have optimised their web pages with relevant tags, meta description, and headers. In addition to this, they have included unique high – quality product description. Also, Nykaa website is crawlable and indexable by search engines. Company have also included alt text for their product images. When it comes to content marketing they will post blogs, publish articles and also guides related to skincare and beauty. For engagement of customers, they will post attractable contents on social media. Nykaa have created high – quality backlink from well – known and reputed beauty life style websites. They have partnered with famous influencers and celebrities.

Now let us see overview of Nykaa organic and inorganic keywords

---



This is the data collected from Spyfu website. Here, we can observe that there is 99% organic traffic. This data is of March 2021.

Organic Keywords (SEO)	Paid Search (PPC)
Organic Keywords <b>564,152</b> ↑	Paid Keywords <b>559</b> ↓
Est Monthly SEO Clicks 1,020,435	Est Monthly PPC Clicks 2,016
Est Monthly SEO Click Change +13,435	Est Monthly Google Ads Budget \$8,229

Organic keywords are 5,64,152 and paid are 559. Estimated monthly SEO clicks are 10,20,435.

## Competition

### Organic Competitors



Their organic competitors include Flipkart, Myntra, Amazon, Meesho and Purple.

## MARKETING STRATEGIES OF NYKAA

Nykaa is an omnichannel cosmetic retailer. They get majority of its revenue and sales from digital platform. For any primary e – commerce brand digital marketing strategies are the most important for their success.

### Website Analysis

According to the research, their website is not so user friendly and it is very flat. Few people felt that Nykaa website is female – centric and when we look at Pink Friday Sale it focusses only on female products. They felt that no male products were highlighted and this led to lowering purchase intent on the website.

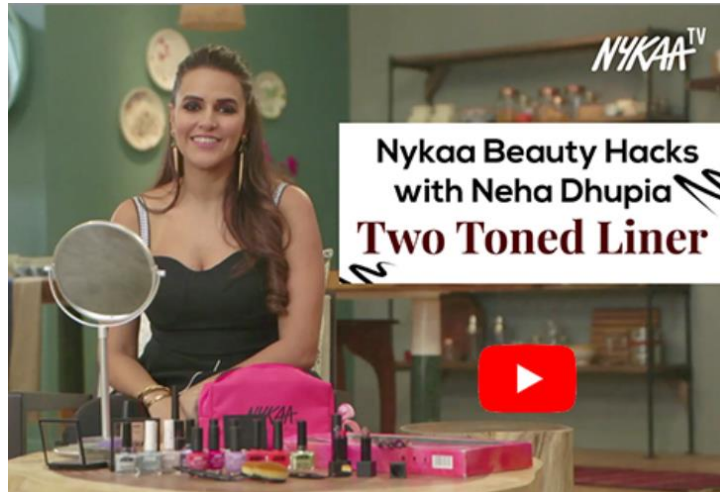
### Social media strategies

Nykaa content marketing strategy is very practical and this includes making of high – quality videos and blogs this resonate with its target audience. Company will use their power creativity and brand has assembled group of young and talented professionals for creating unique content strategy. They create video content and blogs on different social media platforms for attracting their target audiences.

### YouTube marketing

Their marketing strategies consist of extensive YouTube marketing scheme. They have their own YouTube channel by name “Nykaa TV”. This features makeup artists, tutorials on makeup, product reviews and much

more. In their channel they will not sell products they produce consumable contents like personal care tips, various makeup hacks etc.



As we can see in the above image, she's is Neha Dhupia. Nykaa will feature celebrities like her and they will give beauty tips and hacks for consumers. Nykaa generate video contents this will include make up techniques, celebrity beauty secrets and hacks etc. They are having about 1.5 million subscribers on YouTube channel.



### Website marketing

They offer wide range of consumable content for converting target audience to loyal consumers. Their strong focus on content is evident in their "Nykaa Beauty Book" blog. In this blog there are helpful articles. These articles are very helpful for readers as it covers various aspects of beauty like hair care, personal care, makeup tutorials, makeup hacks.

## Various social media platforms



Nykaa is present on almost all the social media platforms like Instagram, Facebook, Twitter etc. From the above image we can observe that YouTube marketing and Facebook are on top. They will post their products on social media platforms. They have also involved themselves in influencer marketing. Influencers will create videos on Nykaa products, about new arrivals, about offers, discounts etc. Because of their strong presence in the market, they have utilised multiple social media platforms to attract their target audiences. Each and every day they receive about 15,000 orders on e – commerce platform. Their marketing strategy is customer centric. They understand the likings of consumers and always work on attracting their consumers.

## Influencer Marketing

Large part of Nykaa success can be attributed to their savvy marketing strategy. This includes influencer marketing.

Janhvi Kapoor is the brand ambassador of Nykaa since 2018. She has been key part of company marketing campaigns. She is one of the India's most popular celebrities and endorsement have helped Nykaa to reach maximum number of audiences.



Their influencer marketing have helped them to build brand and also brand visibility. Nykaa brand consistency in the long run is the key to fetch ROI. Nykaa Chief Officer of Content said that, “Brands need to stop looking at short – term gains and look at potential to really build trust and loyalty that comes from using an influencer who truly fits the bill. Audiences today can smell a push from a mile off. Sticking with an influencer who truly aligns with the brand ethos for prolonged periods makes it easier to highlight various aspects of brand offering and appeal to different audience segments”.

## CONCLUSION

Nykaa have employed digital marketing strategies including SEO optimisation for keywords related to beauty, skin – care. They have engaged in content marketing with the help of blogs, influencer marketing, collaborations etc. Nykaa is also very active on social media they will be posting contents on their new arrivals, beauty products. This brand has run many personalised e – mail campaigns, loyalty programs. They are also very focussed on customer reviews. Their e – commerce optimisation, data analytics ensures a seamless online shopping experience. Their holistic approach have integrated various channels to improve engagement, loyalty in this particular market.

## REFERENCES

1. Akar, D. P., & Mathur, N. (2021). Influence of E-Commerce Growth on Retail Market along with Covid Impact. *International Journal of Modern Agriculture*, 10(2), 4311-4318.
2. Basu, R., & Sondhi, N. (2023). Nykaa: retailing decisions in an emerging market. *Emerald Emerging Markets Case Studies*, 13(2), 1-39.
3. Hahamathullah, M. M., & Mohana, G. (2023). DIGITAL MARKETING IN INDIA. *Journal of Research Administration*, 5(2), 6184-6193.
4. Panwara, S., & Sharmab, M. India’s Skincare Brands and their Preference to Digital Marketing over Traditional Marketing. *INTERNATIONAL JOURNAL OF TRADE & COMMERCE-IIARTC*.
5. Pattanayak, M., & Dash, S. IMPACT ASSESSMENT OF DIGITAL MARKETING ON ONLINE BUYING BEHAVIOUR AND PURCHASE DECISION.