



Using Digital Marketing Strategies to Promote Eco-friendly Cosmetic Products: A Comparative Review

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Abstract

The rise of online media and influencer culture has rapidly expanded the beauty and cosmetics sector. Marketers now have a lot more opportunities to interact with consumers in the digital age. Additionally, customers' attention spans have greatly decreased in modern times. It is challenging to hold a customer's interest when customers can easily skip advertisements. Digital media has become an effective tool for firms looking to reach their target market, advertise their products and services, and accomplish their marketing objectives. Marketers need to use smart strategies to draw in and hold consumers' interest. Digital platforms give advertisers huge potential to reach and influence a substantial audience through interactive features. The researcher has done content analyses of three eco-friendly brands, i.e., WOW Skin Science, SUGAR Cosmetics, and Mamaearth, and comparative analyses of digital marketing strategies for promoting the mentioned brands.

Keywords: Digital Marketing, Eco-friendly Brands, WOW Skin Science, SUGAR Cosmetics and Mamaearth

1.1 Introduction

The way firms handle marketing in the contemporary digital world has radically changed as a result of digital media. Thanks to its vast user base and engaging video content, digital media provides brands with a fantastic platform to communicate with their target market and promote their products or services. Digital media presents a plethora of advantages for brands seeking to connect and interact with their target audience. The products are rather inexpensive when considering their pricing and are made to meet the needs of Indian consumers.

The rise of online startups has been significantly increased during lockdown. During the pandemic, the entrepreneurs found solace in the knowledge that starting a business is actually quite simple because it won't cost as much and doesn't require a physical store, and customers preferred to browse the internet for anything they wanted. Consequently, numerous new websites and businesses selling cosmetics have been established.

Social media advertising, user-generated content, community building, search engine optimization, and other digital marketing techniques are promoting products of different brands and online visibility. Additionally, because of social media influencers and content creators, eco-friendly cosmetic products are more widely available these days, and brands' profit maximization.

1.2 Review of Literature

From the standpoint of the growth of the beauty industry, women's demand for beauty products is rising along with improvements in living standards and rising purchasing power, which has created development opportunities for the creation and growth of domestic beauty brands. Tencent's "Domestic Beauty Insight Report" indicates that 42% of customers are more likely to purchase local beauty brands, indicating significant untapped potential for domestic beauty brands.

The 5G era presents new opportunities and challenges for marketing planners due to the Internet's rapid development. Social media platforms are extensively used in brand marketing and are essential to the success of brands¹.

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