

Social media & Phygital Strategies Of Indian Cosmetic Industry

Objectives

- Understand trends in social media and phygital marketing in India's beauty sector
- Analyze brand strategies across platforms (Instagram, YouTube, etc.)
- Assess consumer response using survey data

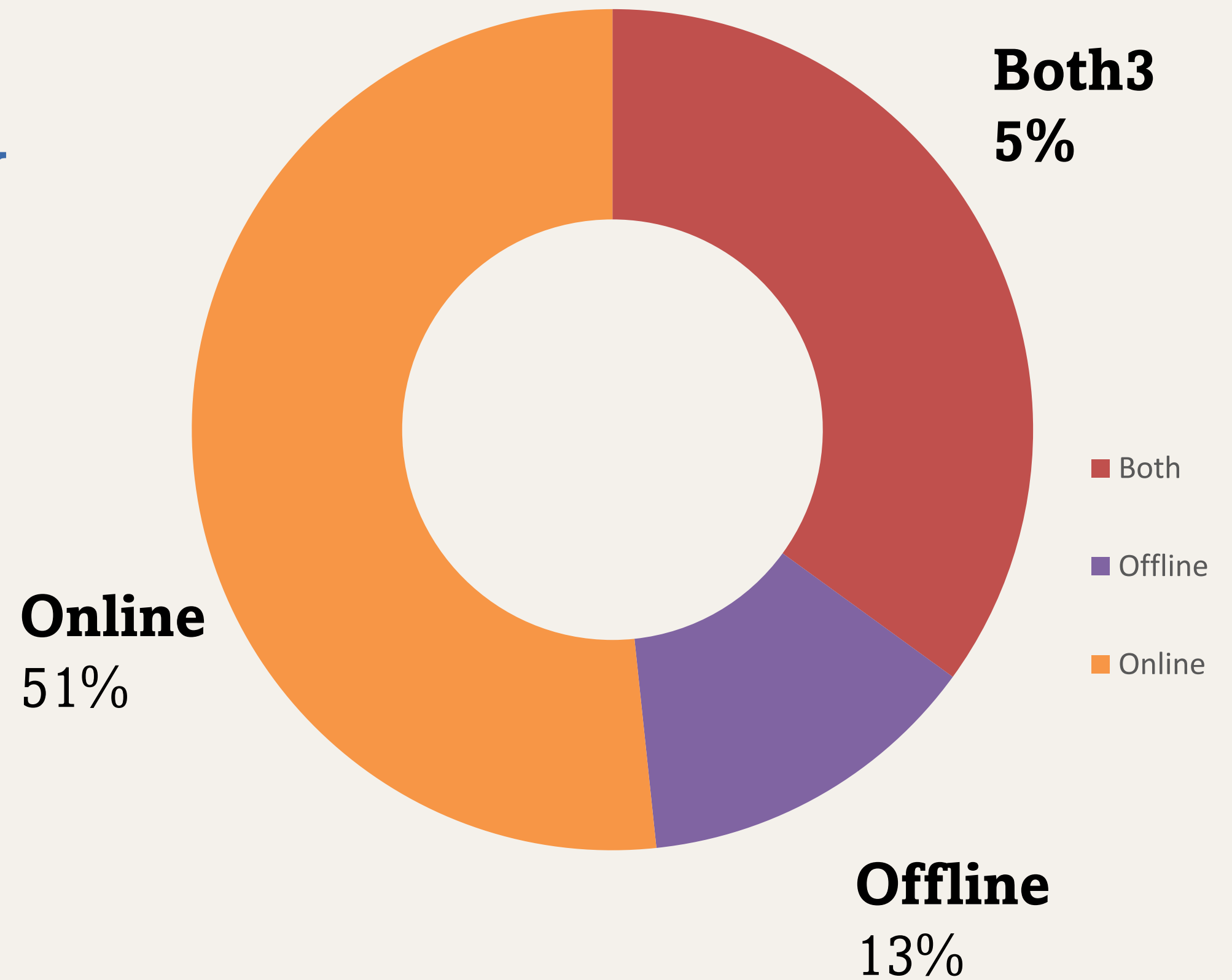
Problem Statement

In India's highly competitive cosmetic industry, brands are increasingly adopting digital and phygital strategies to influence consumer behavior. However, there is limited clarity on which platforms, content types, and integration models yield the most effective consumer engagement and conversion outcomes.

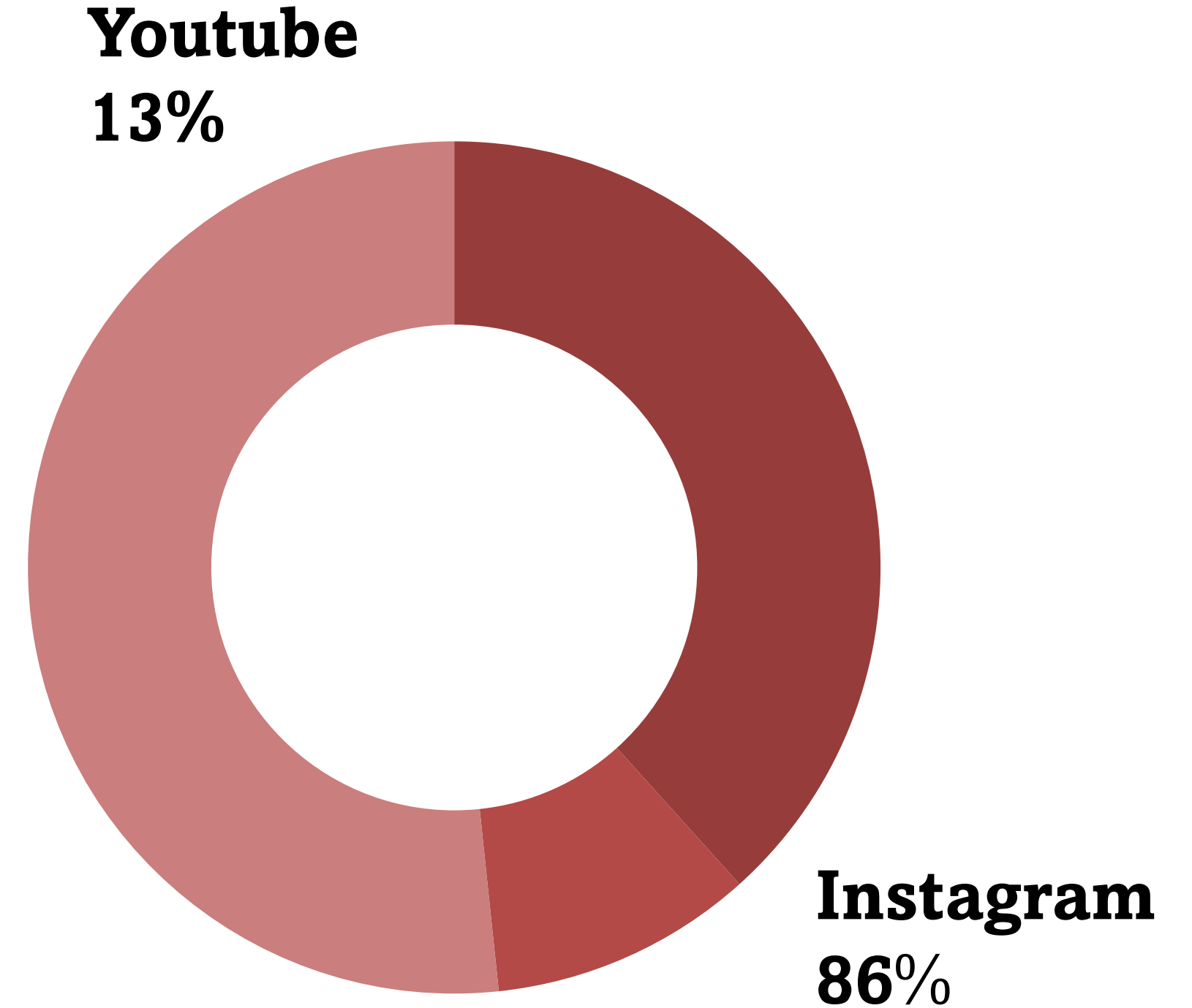
Research Questions

1. Which social media platforms are most effective for consumer engagement in the Indian cosmetic industry?
2. How do brands integrate phygital strategies, and what is their impact on consumer preferences and buying behavior?
3. What role do user-generated content (UGC) and influencer marketing play in shaping brand perception and purchase decisions?
4. Which content types are most effective in the cosmetic industry, and how should they be tailored to specific social media platforms?

Where do you
usually buy beauty
products?



Which Social
media platforms
Influences the
most?



SMM Strategies

Brand	Instagram Strategy	Content Type on Instagram	YouTube Strategy	Content Type on YouTube
L'Oréal	High visual appeal, reels with influencers, product tutorials, AR filters	Short-form Reels, UGC, IGTV makeup tutorials, interactive stories	Long-form educational content, collaborations with dermatologists & makeup artists	Skincare routines, product reviews, expert-led tutorials
Lakmé	Bollywood-linked campaigns, festival looks, IG filters, event-based promotions	Festival-themed Reels, backstage Fashion Week stories, influencer videos	Limited YouTube use, more traditional ads & event clips	TVC-style ads, Fashion Week coverage, short look demos
Nykaa	Strong brand + influencer mix, swipe-up offers, before-after stories	How-to Reels, promotions, limited-time offers, influencer takeovers	Highly active – Nykaa TV, extensive beauty education with influencers	Tutorials, beauty hauls, skin/hair care routines, expert Q&As
Mamaearth	Micro-influencer content, product benefit Reels, sustainable living stories	#MadeSafe Reels, authentic testimonials, baby care demos, founder-led posts	Founder stories, brand trust-building, community stories	Ingredient-focused videos, product benefits, real-mom reviews

Phygital Strategies

Brand	Phygital Strategy	Digital Touchpoints	Physical Touchpoints	Key Outcomes
L'Oréal	Augmented Reality (AR) try-ons + In-store smart mirrors	AR apps, Instagram filters, e-commerce integrations	In-store virtual makeup mirrors, salon partnerships	+35% online conversions (via AR); enhanced product trial experience
Lakmé	Instagram-based salon booking + Fashion Week hybrid showcases	IG filters, mobile booking links, campaign promotions	Lakmé salons, Fashion Week pop-ups	27% salon appointments booked via Instagram filters (WARC, 2023)
Nykaa	Try-before-you-buy kiosks, digital screens in stores, seamless online-offline sync	Nykaa app, website recommendations, AR try-ons	Experiential stores with kiosks, personal consultation counters	+22% in-store sales; +45% social media sharing from retail experience
Mamaearth	QR-code based education in retail, loyalty points linked to online reviews	Mobile-first campaigns, product scanning via app/QR	Select pharmacy outlets, modern retail displays	Higher consumer trust; 25% rise in repeat purchases post integration

Conclusion

To stay relevant in India's dynamic cosmetic market, brands must adopt an **omnichannel strategy**—combining **brick-and-mortar presence**, **social media engagement**, and **phygital innovations** like AR try-ons and in-store tech. Tailoring brand messaging to each platform enhances reach, trust, and consumer experience. The key to success lies in creating a seamless blend of physical and digital touchpoints.

Thank you