

Creating SMM Strategy

Swiss Beauty



About Swiss Beauty



India's fast-growing beauty and cosmetics brand, was founded in 2013 by brothers Amit and Mohit Goyal, aiming to elevate Indian beauty standards to Swiss levels with innovative, long-wear, and comfortable products.

The brand's mission is to be every makeup lover's "BFF" by offering high-functioning, game-changing products that meet Indian beauty needs while maintaining global cosmetic standards. Swiss Beauty offers a range of products, including bestsellers like Plump-up WetGloss, Mauve Muse, Liquid concealer, Craze Tinted Lip Balm, and more. Swiss Beauty plans to consolidate its position in color cosmetics and cater to premium and professional needs, including introducing new categories like body care and grooming tools.

**LONGWEAR
COMFORTABLE MAKEUP**



TASK-1



AUDIT OF SOCIAL MEDIA PLATFORMS

SWISS BEAUTY TRAFFIC & ENGAGEMENT ANALYSIS



Swiss Beauty brand traffic has decreased from the last month by 21.94% and engagement rate decreased by 21.32%

Total visits ⓘ

📅 Dec 2024 - Feb 2025 🌐 Worldwide

1.329M

↓ -21.94% from last month

Traffic Over Time

Connect your website

☐ Engaged Visits

📅 Monthly Visits

443,260 ⓘ

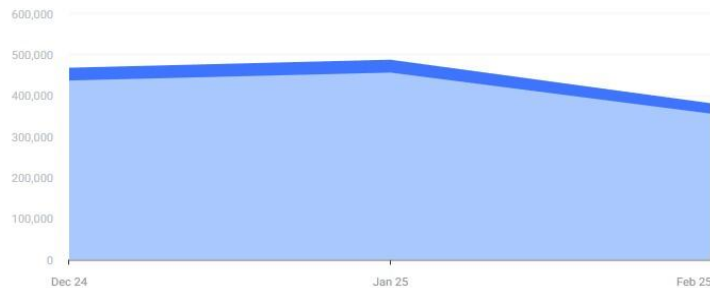
👤 Unique Visitors

237,217 ⓘ

👤 New Vs. Returning Visitors



ⓘ



Engagement Over Time

☐ Engaged Visits Only

🕒 Month-to-date

🕒 Visit Duration

00:03:21 ⓘ

📄 Pages Per Visit

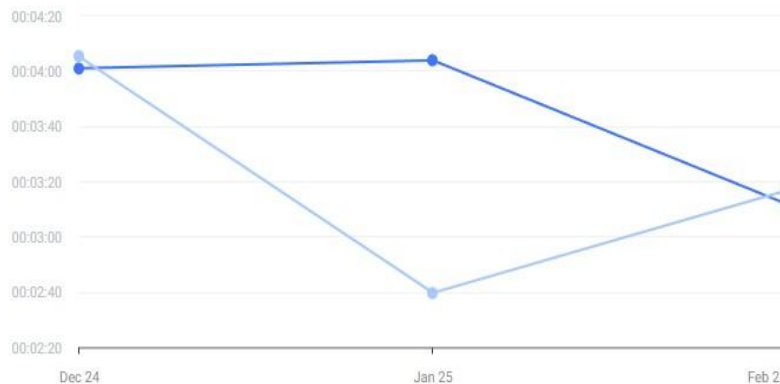
3.91 ⓘ

📈 Bounce Rate

42.41% ⓘ

📄 Page Views

1.734M ⓘ

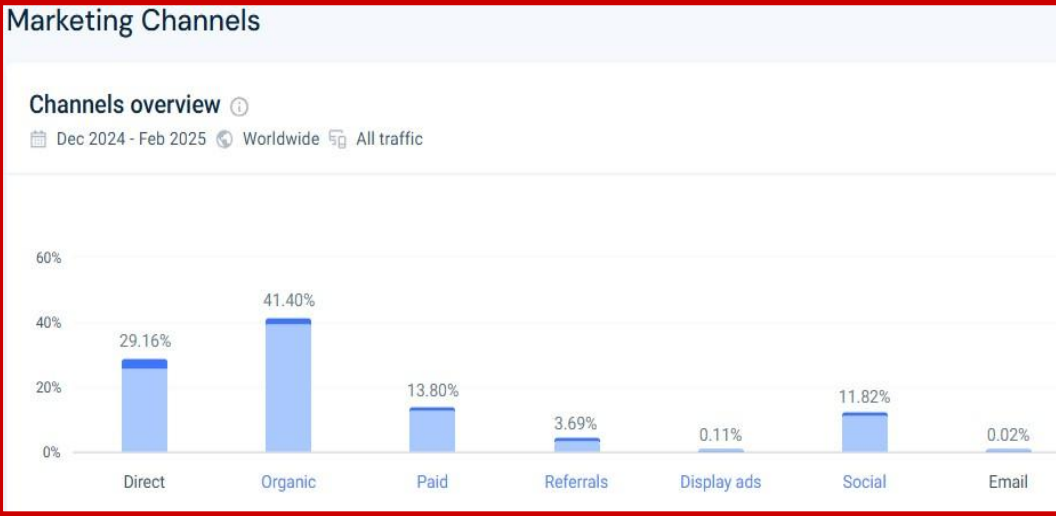


Benchmark to a category

☒ Desktop

☒ Mobile Web

MARKETING CHANNELS



Direct Traffic (29.16%) - Strong brand recognition and loyal customers.

Organic Search (41.40%) Effective SEO strategies driving website visits.

Paid Search (13.80%) Moderate investment in paid ads for customer acquisition.

Social Media (11.82%) Engaging content across platforms bringing traffic.

Referrals (3.69%) - Partner websites contributing to traffic.

Display Ads (0.11%) & Email (0.02%) - Minimal impact from display advertising and email marketing

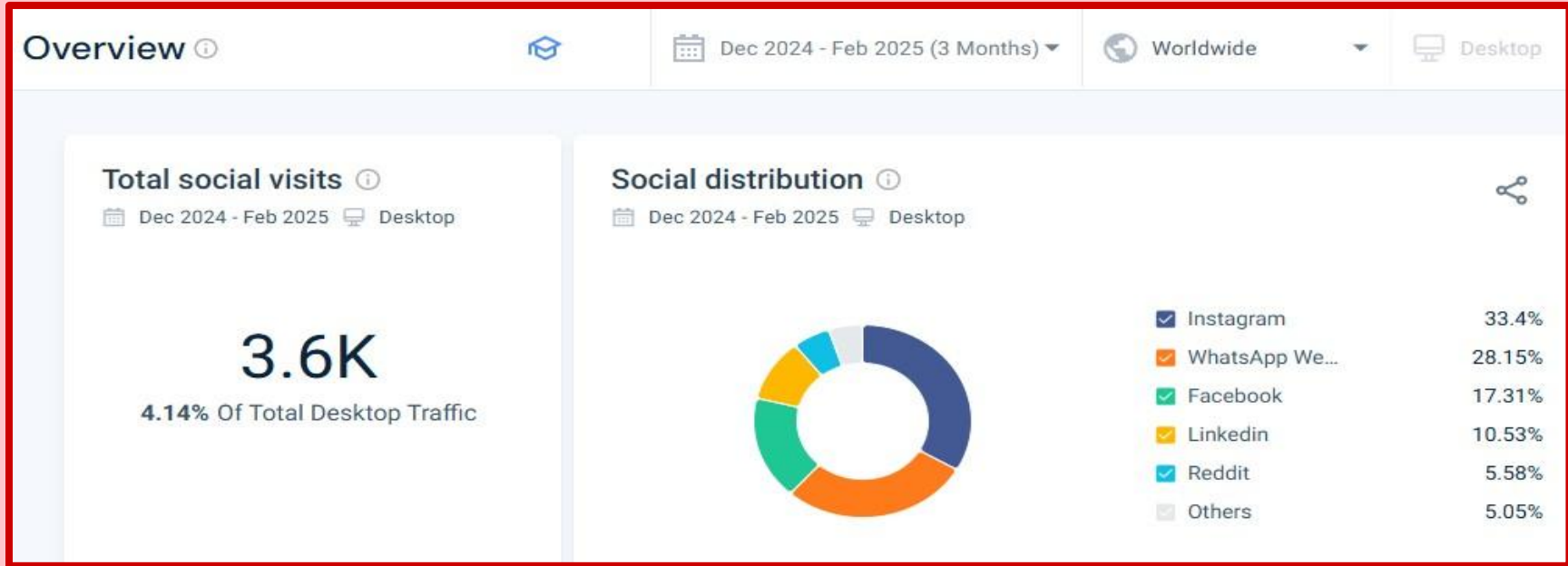
Brand has strong organic presence and direct engagement, with opportunities to enhance paid advertising and social media reach.

DEMOGRAPHICS



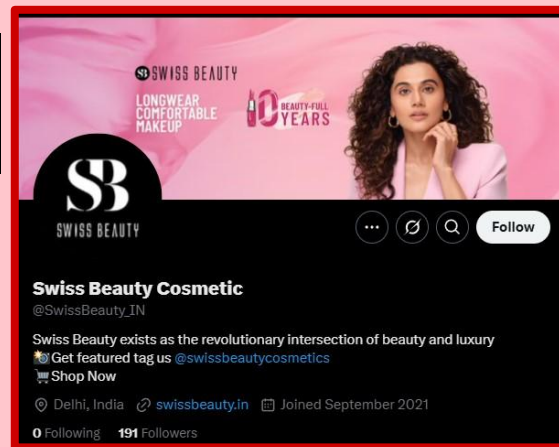
- The Swiss Beauty brand has a male audience of 47.92% and a female audience of 52.08%.
- The largest age group visitors is 25-34, which is 28.78%.

SOCIAL TRAFFIC



- From Last 3 months - Social traffic from Instagram is 33.4% and from Facebook is 17.31% and from WhatsApp Web is 28.15%.

PRESENCE ON SOCIAL MEDIA PLATFORMS



SOCIAL MEDIA AUDIT - FACEBOOK



Intro

#MySwissMyBFF ✨

Long Wear Comfortable Makeup

Shop all your makeup essentials under 1 roof 🛒

📄 Page · Beauty, cosmetic & personal care

📍 Magnum Towers,

☎ 082871 87415

✉ support@swissbeauty.in

📷 [officialswissbeauty](#)

🌐 swissbeauty.in/?utm_source=marketing&utm_medium=FBX&utm_campaign=FBBio&utm_term=Oct2024Social

- Swiss Beauty's Facebook page has approximately 47K likes, 70K followers.

FACEBOOK AUDIT



Account Details

- <https://www.facebook.com/swissbeauty cosmetics>
- The profile picture prominently features the Swiss Beauty logo, ensuring brand recognition and consistency across platforms.
- The cover photo shows a banner for their latest ad campaign.
- About Section: information about the brand and its contact details are there.

Engagement, content and Frequency

Engagement:

- The page has garnered a substantial number of likes, indicating a solid follower base.
- Approximately 47k likes and 70k people are following, the brand has fostered an active community.

Content:

- Utilizes diverse content formats, including photos, videos, and reels.
- Shares educational posts, such as reminders about patch testing new products.

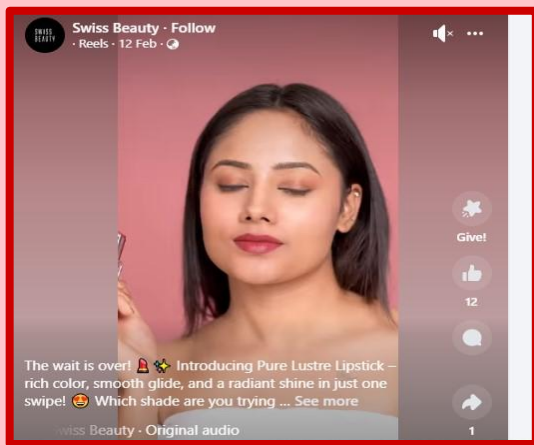
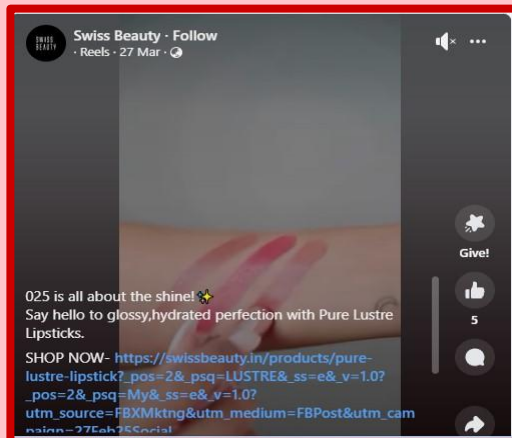
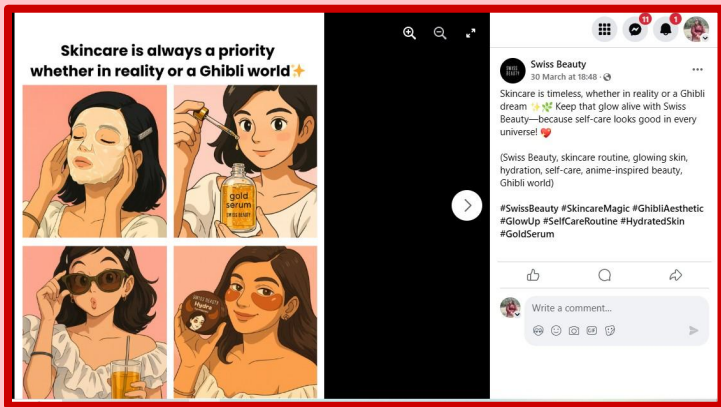
Posting Frequency:

- Maintains a consistent posting schedule.

Important Considerations

- High community engagement with active discussions.
- Potential to increase specific engagement metrics like likes, shares, and comments on individual posts.

FACEBOOK ACTIVITY - LAST 3 MONTHS



SOCIAL MEDIA AUDIT - INSTAGRAM



officialswissbeauty ✓

Follow

Message



3,960 posts

465K followers

12 following

Swiss Beauty Cosmetics

#MySwissMyBFF 🌟

Long Wear Comfortable Makeup

Shop all your makeup essentials under 1 roof 🛒

🔗 bit.ly/4dZIZQH + 1

Swiss Beauty is a verified mid-tier influencer with a strong focus on long wear comfortable makeup. With 465,042 followers, their content emphasizes on educating the audience with makeup contents, affordability and efficacy, resonating well with their audience.

Metrics of officialswissbeauty

Calculated analyzing 12 last posts



Avg. Engagement Rate

1.07%

Followers

465.1K

Avg. Comment



56

Avg. Like



5.8K



Avg. Reels View

73.6K

Most Mentioned User



@officialswissbea...

Most Used Hashtags



#SwissBeauty

INSTAGRAM AUDIT



Account Details

- Username: @officialswissbeauty
- Bio: #MySwissMyBFF Long wear comfortable Makeup Shop all your makeup essentials under 1 roof
- Followers: 465K Posts : 3960

Engagement, content and Frequency

Engagement:

- Engagement Rate : 1.07%
- Average Likes per Post : 5.8k
- Average Comments per Post : 56
- Average Reels Views: 73.6K
- The brand's engagement rate is quite good. They are engaging with their audience regularly, replying to comments, answering their queries.

Content:

- Shares a mix of product showcases, customer testimonials, educational content and collaboration posts.
- Utilizes Instagram Stories and Reels to engage followers.

Frequency:

- Regular postings, multiple times per week.

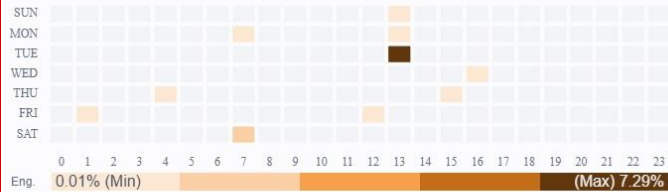
Important Considerations

- Strong visual branding with consistent aesthetics.
- Opportunity to leverage moment marketing by posting more on trending topics.

ENGAGEMENT HEAT AND MOST POPULAR REELS



Engagement Heat Map



Most Used Hashtags

#SwissBeauty #MochaMousse #LipstickLove

Reels

Avg. Eng. **1.12%**
Quantity 10

Carousels

Avg. Eng. **0.11%**
Quantity 1

Photos

Avg. Eng. **0.24%**
Quantity 1



SOCIAL MEDIA AUDIT - TWITTER



Swiss Beauty Cosmetic
@SwissBeauty_IN

Swiss Beauty exists as the revolutionary intersection of beauty and luxury
🌟 Get featured tag us @swissbeautycosmetics
🛒 Shop Now

📍 Delhi, India 🌐 swissbeauty.in 📅 Joined September 2021

0 Following 191 Followers

Metrics of SwissBeauty_IN

Calculated analyzing 12 last posts



Avg. Engagement Rate

4.23%

Followers

191

Avg. Favorite

3

Avg. Repost

0

Avg. Bookmark

0

Avg. view

125

Avg. Eng. per view

0.12%

Avg. Reply

5

Most Mentioned User

@zomato

Most Used Hashtags

#SwissBeautyCos...

Profile Location

Delhi, India

- Swiss Beauty Cosmetic has 191 followers on X(formerly Twitter).

X(FORMERLY TWITTER) AUDIT



Account Details

- Username: @SwissBeauty_IN
 - Bio: Swiss Beauty exists as the revolutionary intersection of beauty and luxury
Get featured tag us
@swissbeautycosmetics
- Shop Now
- Followers: 191

Engagement, content and Frequency

Engagement:

- Engagement Rate : 4.23%
- Average Favorite : 3
- Average View: 125
- Average Eng. per view: 0.12% Average reply: 5
- Swiss Beauty has a small reach on Twitter compared to other platforms like Instagram. Limited Engagement.

Content:

- Brand announcement and product showcase posts.

Frequency:

- Very low posting frequency and inconsistent posting.

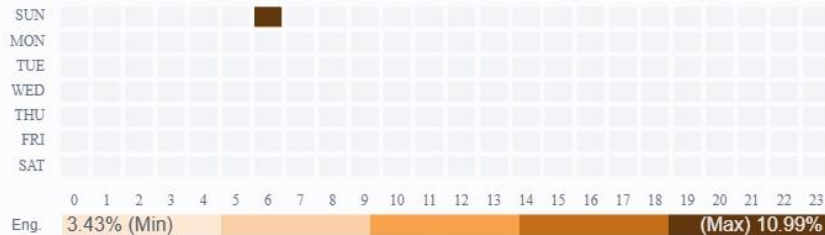
Important Considerations

- Opportunity to increase engagement by participating in industry conversations and utilizing trending hashtags.
- Could benefit from a more consistent posting schedule.

ENGAGEMENT HEAT AND MOST SUCCESSFUL POST



Engagement Heat Map



Most Used Hashtags

#SwissBeautyCosmetics

#SwissBeauty

#FacePrimer

Hey @zomato Since you deliver the best biryanis, just FYI, we're making Biryani safe lipsticks since 2013. It could be a grand Collab 🙌 #BiryaniDay

Trending post

Eng. (Follower) 11.52%

Eng. (View) 1.47%

1 20 1 1.5K July 2nd

Hey ladies! Don't forget to cherry-ish your lips this summer 🍷🛒 Shop now at #SwissBeautyCosmetics #SwissBeauty #beauty #makeuplooks #makeuptransformation #beautyproducts #beautymakeup #beautyjunkie #beautyaddict #beautyobsessed #beautygram #makeupgoal

Eng. (Follower) 10.47%

Eng. (View) 0%

7 13 0 0 April 28th

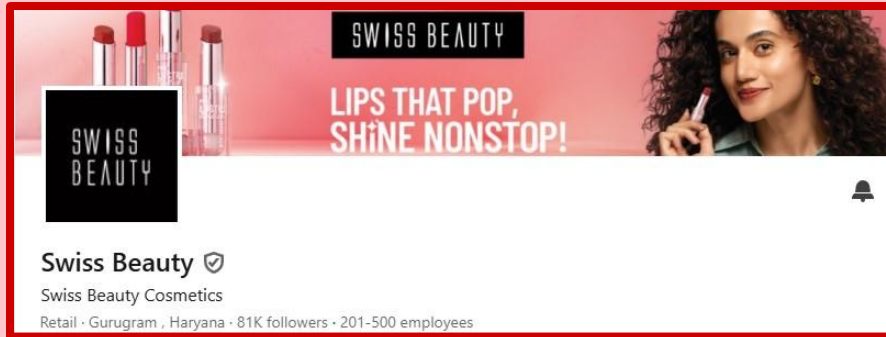
Seeking Matte makeup goals this summer? 🌞🌟 @makeupbyameeb is here to guide you through #SwissBeautyCosmetics #SwissBeauty #beauty #makeuplooks #makeuptransformation #beautyproducts #beautymakeup #beautyjunkie #beautyaddict #beautyobsessed #beautygram #makeupgoals

Eng. (Follower) 6.81%

Eng. (View) 0%

6 7 0 0 April 28th

SOCIAL MEDIA AUDIT - LINKEDIN



Website

<https://bit.ly/48fAY7M>

Verified page

November 2, 2024

Industry

Retail

Company size

201-500 employees

261 associated members

Headquarters

Gurugram , Haryana

Founded

2013

Specialties

cosmetics, makeup, beauty, swissbeauty, makeupfixer, eyemakeup, facemakeup, nailpolish, foundation, skincare, claymask, serum, Highlighter, Blusher, Skincare, Kohl, Kajal, Eyeshadow, and Primer

Overview

Welcome to Swiss Beauty, India's fastest-growing beauty and cosmetics brand, established in 2013 by Mr. Amit & Mohit Goyal. At Swiss Beauty, we aspire to be the ultimate companion and BFF of every makeup lover, transforming beauty routines into extraordinary experiences. With a profound understanding of Indian beauty needs, we merge global cosmetic standards with our expertise to craft highly innovative, long-lasting, and comfortable products.

Our mission is to elevate beauty to Swiss standards, offering a range of game-changing products that set new benchmarks in the industry. We strive to create a revolution by empowering individuals to embrace their uniqueness and express themselves fiercely through makeup. At Swiss Beauty, we believe that makeup knows no boundaries and is for everyone. Driven by passion, creativity, and relentless pursuit of excellence, we are committed to delivering exceptional quality and performance in each product we offer. Our dedicated team of experts meticulously curates a diverse range of cosmetics, catering to the diverse needs and preferences of our customers.

Join us on this remarkable journey as we redefine beauty norms and celebrate the spirit of individuality. At Swiss Beauty, we are dedicated to providing you with the tools and inspiration to unleash your true beauty potential. Together, let's embrace the unstoppable, unique, and fiercely expressive spirit that defines every Indian.

LINKEDIN AUDIT



Account Details

- Company Name: Swiss Beauty
- LinkedIn URL: <https://www.linkedin.com/company/swiss-beauty>
- Follower: 81k
- 201-500 employees
- Industry: Retail
- Location: India

Engagement, content and Frequency

Engagement:

- Average Reactions per Post: 150 approximately
- Average Comments per Post: Around 10

Content:

- Post Types: A mix of product announcements, employee spotlights, and office cultural related posts.

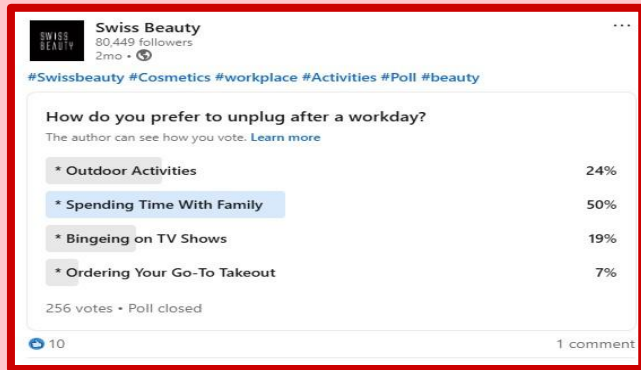
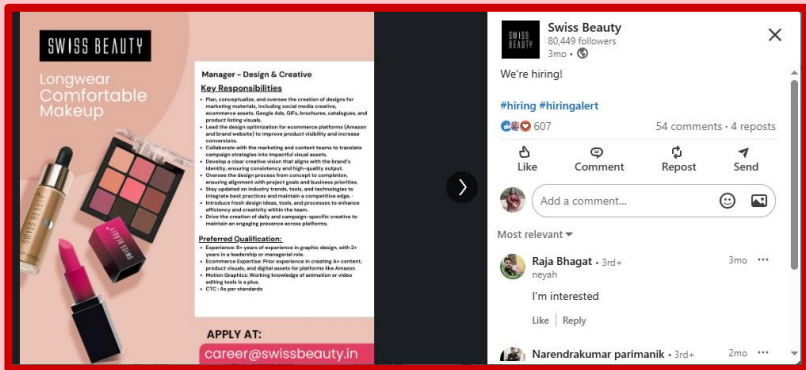
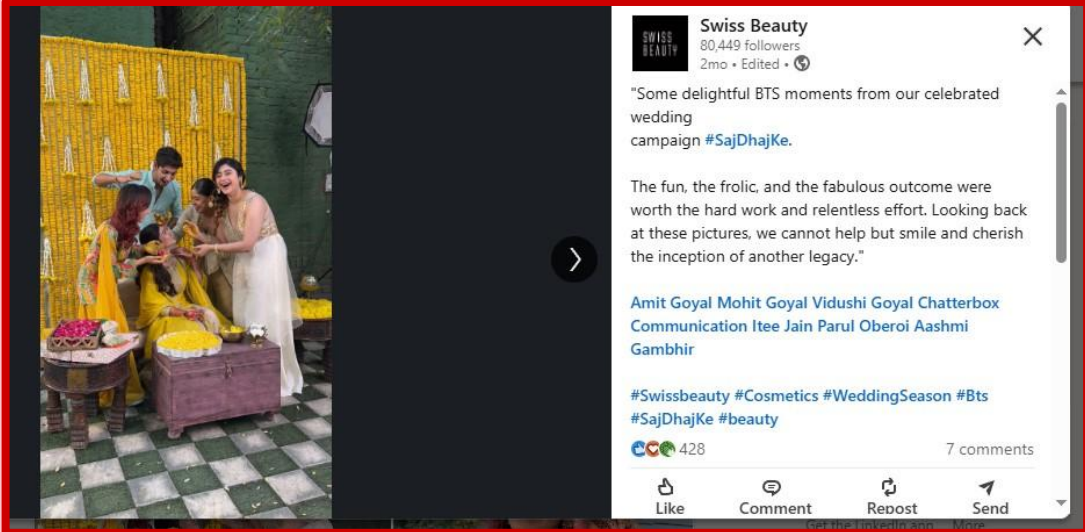
Posting Frequency:

- Total Posts in Last 3 Months: 20
- Average Posts per Week: 1-2

Important Considerations

- Actively responding to comments and engaging with the audience can foster a sense of community and encourage more interaction.

LINKEDIN - LAST 3 MONTHS POST



STRENGTHS AND WEAKNESSES IN SOCIAL MEDIA

Social Media Platform



Strengths

- Engaging Content: Posts featuring product launches, customer testimonials, and educational content resonate well with the audience.
- Posting a variety of post, reels and polls.

Weaknesses

- Engagement is very low on posts. Likes, comments on posts are inconsistent.
- Limited Use of Features: Underutilization of Facebook's features like Stories and Live Sessions could be missing opportunities for increased engagement.
- Low adoption of Facebook ads, limiting audience expansion

Social Media Platform

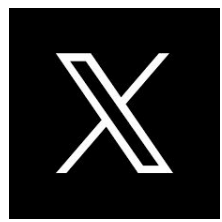



Strengths

- Visual Appeal: High-quality images and videos align with the platform's visual nature, attracting user attention.
- Influencer Collaborations: Partnerships with influencers enhance brand credibility and reach.
- Aesthetic content and product demonstrations resonate with the audience.
- Engagement is high with the brand interacting with audience regularly.

Weakness

- Could create more user generated content.
- Comments are not always responded to, affecting community-building. Stories have lower interaction than reels.

<div data-bbox="19 21 212 185"> <p>Social Media Platform</p> </div> <div data-bbox="19 229 241 453">  </div>	<div data-bbox="521 21 743 76"> <p>Strengths</p> </div> <div data-bbox="318 81 956 425"> <ul style="list-style-type: none"> ● Maintaining consistent presence across the platform. ● Posts about products, announcements. </div>	<div data-bbox="1236 21 1468 76"> <p>Weakness</p> </div> <div data-bbox="994 81 1719 485"> <ul style="list-style-type: none"> ● Not active at all. ● Negligible engagement rate. ● Lack of engaging formats like Twitter Polls, interactive threads, and Q&A sessions. ● Infrequent tweeting reduces visibility in feeds. </div>
<div data-bbox="19 595 251 840">  </div>	<div data-bbox="318 551 956 895"> <ul style="list-style-type: none"> ● Professional audience engagement is steady. Posts about achievements, company values, and office culture get decent interaction </div>	<div data-bbox="994 551 1719 775"> <ul style="list-style-type: none"> ● Audience Engagement: Low engagement per post—followers don't actively interact. </div>



SOCIAL MEDIA EFFORTS WITH THEIR BUSINESS GOALS

Swiss Beauty positions itself as a fast-growing, affordable beauty and cosmetics brand in India, aiming to be the "BFF" of makeup lovers, offering high-quality, innovative, and long-lasting products that cater to diverse Indian skin tones and beauty needs. Their business goals likely include:

Brand Awareness & Credibility: Establishing Swiss Beauty as an affordable, high quality, innovative makeup brand.

Community Engagement & Customer Trust: Building a Loyal Customer Base through Interaction.

Sales & Conversions: Driving online sales through social media promotions and influencer collaborations.

SOCIAL MEDIA ALIGNMENT WITH BUSINESS GOALS

Business Goal	Current Social Media Efforts	Aligned? (Yes/No/Partially)	Suggestions for Better Alignment
Brand Awareness & Credibility	Strong Instagram presence with influencer collaborations, skincare education, and high quality visuals. Decent LinkedIn presence for industry credibility.	Partially	More storytelling content on all platforms. Introduce brand origin stories, founder insights to strengthen credibility.
Community Engagement & Customer Trust	Instagram has good engagement but lacks interactive formats (Live Q&As, polls). Facebook has very less engagement.	partially	Increase interactive posts (polls, quizzes, giveaways). More behind-the-scenes and more interaction on Facebook would build trust.

Business Goal

Current Social Media Efforts

Aligned? (Yes/No/Partially)

Suggestions for Better Alignment

Sales &
Conversions

Instagram &
Facebook drive
traffic via product
promotions, but
Twitter and LinkedIn
are underutilized for
sales.

Partially

Use LinkedIn
for B2B
partnerships
and Twitter for
trending
product
launches

TASK-2

STRATEGY MAKING



3 - MONTH SOCIAL MEDIA STRATEGY



Objective:

To enhance brand awareness, engagement, and conversions. The strategy leverages platform-specific approaches, UGC (user-generated content), influencer collaborations, and an innovative campaign to ensure brand growth and community engagement.

Target audience:

Primary: young women (18-35 years) who are active on social media and value self-expression and individuality in their beauty routines and looking for affordable high quality makeup.

Secondary: young professionals, makeup enthusiasts.



MONTH 1 : BRAND AWARENESS & CREDIBILITY

Goal: educate the audience about Swiss Beauty as a brand to increase its credibility and promoting product benefits to increase reach and engagement.

Key Activities & Tactics:

"Behind the Beauty" Series (Behind-the-Scenes Content)

- Weekly posts (reels/stories/LinkedIn posts) showcasing sustainable vegan, cruelty free sourcing, product formulation, and eco-friendly packaging.
- Feature interviews with the team members.
- Example content: "How We Create Vegan, Cruelty free products and Make The Environment a Better Place" (Instagram + LinkedIn).

User-Generated Content (UGC) & Influencer Collaborations:

- Encourage users to post about their favourite Swiss Beauty products using the hashtag #MymakeupBff
- Partner with 5+ micro-influencers (10k–50k followers) to create honest product reviews & unboxing videos.
- Example content: Makeup tutorials and product reviews.

Live Q&A Session with a renowned Makeup Artist(Instagram & Facebook):

- Host a 30-minute Instagram Live featuring a renowned makeup artist discussing Makeup hacks and concerns.
- Allow real-time engagement with the audience through live questions.

Instagram Polls & Quizzes on Makeup hacks and myths:

- Conduct interactive stories on makeup do's and don'ts.
- Example: "Do you think moisturizing before starting your makeup is important?" (Poll: Yes/No).

Expected Results (KPIs)

- 10% increase in Instagram reach.
- 5% higher engagement on LinkedIn.
- At least 100+ UGC posts using #MymakeupBff.
- Higher website traffic from social channels

PLATFORM-SPECIFIC SOCIAL MEDIA APPROACH



Month	Instagram	Facebook	LinkedIn	Twitter
Month-1	<ul style="list-style-type: none">● Increase Reels & video content. Behind-the-scenes content: How products are made.● Post makeup tutorials.	<ul style="list-style-type: none">● Reintroduce Facebook Group: The Makeup Hub● Weekly product demo videos makeup tips & hacks series	<ul style="list-style-type: none">● Founder Insights.● Industry reports● LinkedIn poll: "Why is it important to create vegan, cruelty free makeup?"	<ul style="list-style-type: none">● Daily engagement tweets.● Industry trends & Makeup threads.● "This or That" product polls.



MONTH 2 : ENGAGEMENT & COMMUNITY BUILDING

Goal: Build a loyal brand community through engaging challenges, expert-led content, and a stronger Facebook group presence.

Key Activities & Tactics (Platform-wise)

Facebook Group Relaunch: "The Makeup Hub"

- Revamp Swiss Beauty's private community for makeup lovers.
- Weekly discussion threads: "What is that one Makeup product that you absolutely love?" "Share your go-to Makeup routine!"
- Exclusive content: AMAs (Ask Me Anything), Makeup guides, and early access to new products.
- Weekly Facebook Live Q&A sessions. Increase memes & interactive content for engagement.



Twitter (X) Trend Engagement

- Participate in trending topics related to makeup.
- Example Tweet: “Did you know using a setting spray can make your makeup last longer than usual? #MyMakeupBFF”
- Twitter Spaces discussion on Makeup.

Instagram Innovative Campaign: #SwissSwipeChallenge

- A 7-day Makeup challenge where customers record a transition reel revealing a full Swiss Beauty glam.
- Participants post before/after reels, or stories tagging Swiss Beauty.
- Top participants win a free makeup goodies.
- Partner with macro- & micro-influencers to participate and showcase their progress.

Expected Results (KPIs)

- 15% higher Instagram engagement.
- Increase DMs by 20% (indicating stronger community interaction).
- 300+ participants in the #SwissSwipeChallenge.
- Higher organic reach through Twitter trend engagement

MONTH 3 : CONVERSIONS & RETARGETING

Goal: Drive sales and website traffic while maintaining engagement.

Key Activities & Tactics (Platform-wise)

Instagram

- Daily Reels showcases makeup routines, product hacks, customer testimonials.
- Example: "How to create a no-makeup makeup look effortlessly " (Using Swiss Beauty products).
- Instagram Story Ads to retarget engaged users.

LinkedIn Engagement for B2B Growth

- Position Swiss Beauty as a leader in the affordable,sustainable beauty trends.
- Example Post: "Changing the makeup industry in a affordable,sustainable way."



Facebook "Swiss Beauty Glam Fest" campaign

- Increase paid promotions for high-performing posts.
- Limited-Time Offer: "Swiss Beauty Glam Fest"
- Special three day discounts for users who engage with makeup-related posts.
- Example CTA: "Glow Up for Less-Shop Your Faves on Sales Now!"

Twitter (X) Flash sales announcements

- More brand storytelling threads.

Expected Results (KPIs)

- 20% increase in website traffic from social media.
- 5% growth in direct sales from Instagram & Facebook.
- 50+ new LinkedIn followers (B2B focus).
- Increase Instagram Reels reach by 30%

Innovative Campaign: #SwissSwipeChallenge



Campaign Concept:

A 7-day Makeup challenge where customers record a transition reel revealing a full Swiss Beauty glam.

Execution:

- Customers apply a Swiss Beauty product with just one swipe.
- Participants post a before and after transformation video using #SwissSwipeChallenge and tag Swiss Beauty.
- The most creative entries win an exclusive Swiss Beauty Hamper and a chance to be featured on Swiss Beauty's official page.
- Influencers participate & promote the challenge.
- Cross-promoted on Facebook, LinkedIn, & Twitter(X).

Expected Impact:

- Boosts user-generated content engagement.
- Strengthens community connection. Drives product awareness & sales.

5 - DUMMY TEMPLATES



1. Answering Customer Concerns (Instagram—Best for Direct Customer Interaction)



 **officialswissbeauty**  · Follow ...

 **officialswissbeauty**  · 3w
Hydration?  Shine?  Lip game on point?  The Pure Lustre Lipstick gives you the best of both—juicy color with a glossy finish! 🍷💫 Just swipe & shine! 🍷

(Hydration, shine, lipstick, Pure Lustre, glossy finish, juicy color, makeup, beauty, lip care, lip game, lustrous lips, hydrated lips, beauty essentials)

#PureLustre #GlossyLips #LipstickLove
#HydratedLips #JuicyColor #ShineOn
#MakeupGoals #BeautyEssentials
#LipGameStrong #GlowyLook
#SwipeAndShine #LustrousLips

pallavisingh11: are these transfer proof

officialswissbeauty: Hey Pallavi! Yes absolutely! All our lipsticks are transferproof. So you won't have to worry about eating your lipstick up while having a delicious meal or a cup of coffee

2. Feedback Response: Turning Negative Into Positive



Reply- " Hi Bhawana, Thank you for taking the time to share your feedback. We truly value insights from our customers, as they help us to continuously improve. We understand that everyone's skin is unique, and we're sorry to hear the product didn't meet your expectations. Your comments regarding coverage and suitability for dry skin have been noted and will be shared with our product development team.

If you'd like personalized product recommendations better suited to your skin type and needs, our customer care team would be happy to assist you.

Warm regards,

Swiss Beauty Team

3. Engaging Conversation Starter—Community Poll (Twitter/X—Best for Quick Engagement)



Swiss Beauty Cosmetics

@SwissBeautyIN

💄 Makeup Check! 💄

If you could only pick ONE makeup product to use forever... which are you choosing? 👁️👁️🌟

Vote below and tell us why in the replies!

Foundation

Mascara

Lipstick

Highlighter

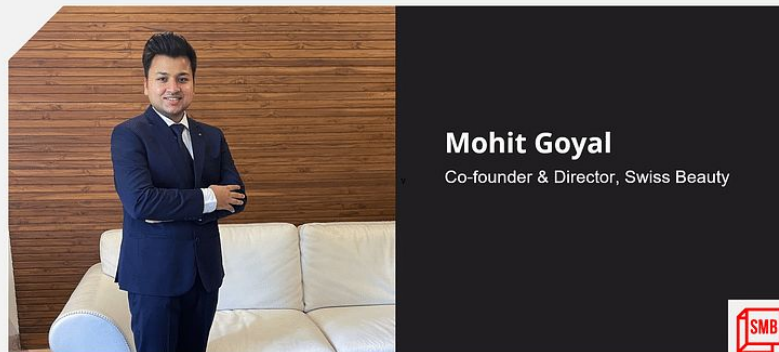
[#MakeupLovers](#) [#BeautyPoll](#) [#GlowGoals](#)

9:05 PM · Apr 06, 2025 · **354** Views

1 Retweets **23** Quotes **50** Likes **0** Bookmarks



4. Behind the-Scenes Story: Humanizing the Brand (LinkedIn for Brand Transparency)



Proud moments like these remind us why we started. 🌟

Here's a glimpse of our Co-owner representing **Swiss Beauty** — a brand built on the pillars of **affordability, sustainability, and clean beauty**.

At Swiss Beauty, we believe in making high-performance makeup accessible to all, without compromising on our values. That's why all our products are **100% vegan, cruelty-free**, and thoughtfully created to reduce environmental impact. 🌱🔥

We're grateful to be part of your beauty journey, and we're just getting started.

✨ **Tell us in the comments — what's your all-time favorite Swiss Beauty product?** We'd love to know!



REPLIES AS THE BRAND



Srijna Solomon

✓ Verified Buyers



Shade:  4 Nebula

12/11/2024

"2/5 Holographic Eyeliner"

Easy to apply at the back of the hand, but not on eyelid, hard application, after the first stroke some of it broke off and fell.... It does last longer... but difficult application.

Hi Srijna,

Thank you for your feedback! For smoother application of the Holographic Eyeliner on the eyelid, we recommend gently warming the tip on the back of your hand first and applying it over a primer or base shadow for better glide.

We appreciate your insights! 🌟

– Team Swiss Beauty



*Colour Me
Bright*



- Quick drying formula
- Transfer proof

TASK-3 CONTENT CALENDAR



OBJECTIVES FOR THE 1-MONTH CONTENT CALENDAR

1. **Increase brand awareness** by showcasing affordable high quality products.
2. **Boost engagement** through interactive content & user-generated campaigns.
3. **Drive product discovery & conversions** by highlighting key makeup solutions.
Educate the audience on vegan, cruelty free makeup & routines.
4. **Strengthen community building** with real customer stories, challenges, & discussions

Each week has a specific theme to maintain diversity while keeping the content fresh & engaging.

Best Posting Times:

Instagram & Facebook: 7 PM - 9 PM IST (Peak Engagement Time)

LinkedIn: 8 AM - 11 AM IST (Professional Audience)

Twitter/X: 9 AM - 12 PM & 6 PM - 9 PM IST (Trending Topics)

CONTENT CALENDAR MARCH 2025

CLICK HERE-

https://docs.google.com/spreadsheets/d/1WEf-DSzZI7PLHY35hy_N3qfDUEe9IFKA-oe3abj_lxo/edit?usp=sharing



JUSTIFICATION BASED ON 3-MONTH STRATEGY

1. Diverse Content: A mix of education, engagement, and product highlights ensures variety.
2. Community Engagement: Polls, UGC features, and live Q&As create a strong customer brand relationship.
3. Motivational posts : LinkedIn & expert-driven content establishes Swiss Beauty as an industry leader.
4. Sales & Awareness Balance: Promotional content is blended with interactive & informative posts to avoid hard selling



TASK- 4 AD COPIES AND GRAPHIC CREATION

IMAGE 1: INCLUSIVITY SPECIAL POST



Format: Instagram and facebook post

Caption:

No more mixing. No more compromising. No more “close enough.” ✨

Our concealer was created with *you* in mind — all of you. Every undertone, every shade, every face that deserves to feel seen, celebrated, and flawlessly covered.

We believe that beauty isn't one look, one tone, or one standard. It's a spectrum — rich, diverse, and unapologetically real. That's why our inclusive shade range was developed to honor *every complexion*, from the lightest porcelain to the deepest ebony.

It's more than just makeup — it's a movement. A commitment to representation. A reminder that your shade *matters*, your skin *deserves* to be matched, and your beauty is not up for debate. ✨

🛒 Swiss Beauty Liquid Concealer- Available now in 14 shades. Find your flawless.

#BeautyForAll #InclusiveBeauty #ConcealerForEveryone

**Beauty has no shade limit
— and neither do we.**



Swiss Beauty liquid
Concealer

IMAGE 2: INTERACTIVE STORY(POLL)

💛 "Let's settle this once and for all!"

What's your go-to makeup move?

A Flawless Concealer



B Bold Lip Game 💄

👉 Vote below & tag your beauty bestie to see what they pick!



"Whatever your fave, Swiss Beauty's got your shade."



VS





AD COPY 1: SWISS BEAUTY NON TRANSFER WATERPROOF LIPSTICK (FOR INSTAGRAM & FACEBOOK – AD)

Headline: KISS-PROOF, SMUDGE-PROOF: Introducing Swiss Beauty's Waterproof Lipstick!

Body: Say goodbye to lipstick touch-ups and hello to long-lasting color! Our Non-transfer Waterproof Lipstick is designed to stay vibrant and flawless for hours, no matter what life throws at you. With a range of stunning shades to choose from, you'll find the perfect hue to match your unique style.

Call to Action: Get ready to pucker up with confidence! Shop Swiss Beauty's Waterproof Lipstick now and experience the ultimate in lip color durability! #SwissBeauty #WaterproofLipstick #KissProof #LongLastingColor #MakeupThatLasts #LipstickLove #BeautyEssentials



AD COPY 2: SWISS BEAUTY CREAM IT UP BLUSH((FOR FACEBOOK & INSTAGRAM FEED - IMAGE AD)



Headline: BLUSH TO PERFECTION: Soft, Natural Flush with Swiss Beauty's Cream Blush!

Body: Give your cheeks a healthy, rosy glow with Swiss Beauty's Cream It Up Blush! Enriched with nourishing Shea Butter, this creamy blush provides a soft, natural finish that lasts all day. Choose from 5 gorgeous shades to find your perfect match and get ready to blush with confidence!

Call to Action: Get the perfect flush! Try Swiss Beauty's Cream It Up Blush today and discover your new favorite shade! #SwissBeauty #CreamBlush #SheaButter #NaturalGlow #BlushLove #MakeupForEverySkin #SoftAndNatural #BlushPerfection





CONTENT FOR BRAND AWARENESS POST

Objective: Brand Awareness

Headline: "Makeup that makes a statement, not a compromise: affordable, sustainable, vegan, and cruelty-free beauty that's good for you and the planet"

Engaging Caption:

"Good for you, good for the planet! At Swiss Beauty, we're committed to making makeup that's not only stunning, but also sustainable, vegan, and cruelty-free. Our products are designed to be affordable and accessible to everyone, because we believe that beauty should be for all. Join our mission to make the beauty industry a better place, one makeup look at a time!

#SwissBeauty #VeganMakeup #CrueltyFree #SustainableBeauty
#AffordableLuxury"

REEL CREATION (BASED ON ENGAGEMENT AND AWARENESS)-

[https://drive.google.com/file/d/
1mQLeQcua4ekZq0HuPCK0Tah
QZchqRt4z/view?usp=drivesdk](https://drive.google.com/file/d/1mQLeQcua4ekZq0HuPCK0TahQZchqRt4z/view?usp=drivesdk)

THANK YOU
TITAS GANGULY
BATCH-1ST
JANUARY

