

DEVELOP A COMPLETE MARKETING STRATEGY FOR OPTIMISED BRAND GROWTH AND ROI PREDICTION.



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INTRODUCTION TO BRAND

A brand is the heartbeat behind a business — weaving stories, values, and emotions into a bond that resonates with every customer.



BRAND OVERVIEW

Brand Name: Pilgrim

Category: Clean Beauty (Skincare, Haircare, Bodycare, Makeup, Lip Care)

About the Brand:

- Indian D2C beauty brand, founded in 2019 by Anurag Kedia & Gagandeep Makker.
- Offers 100 % vegan, cruelty-free, and toxin-free products inspired by global beauty secrets (e.g., Korean Jeju Island, French Vinotherapie).
- Tailored for Indian skin & hair, addressing challenges like pollution & humidity.

Headquarters: Mumbai, India

Mission Statement:

“Discover and deliver global beauty secrets with clean, effective, and safe self-care products that empower you while caring for the planet.”

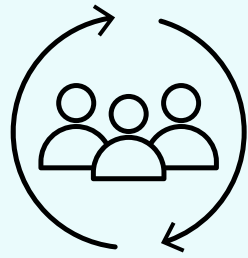
History & Growth:

- Started as a D2C brand, gained traction on Nykaa & Amazon via strong social media presence.
- Expanded with significant funding to scale operations.

Core Values: Pilgrim prioritizes clean beauty with no harmful chemicals, cruelty-free and vegan PETA-certified products, globally inspired rituals from Korea, France, and Spain, sustainable and ethical practices with eco-friendly packaging, and inclusivity for diverse Indian skin and hair types.



Analysis of Consumer Truth, Brand Truth and USP



Consumer truth

Consumers look for clean, ethical, and affordable skincare that works for Indian concerns, inspired by global trends.

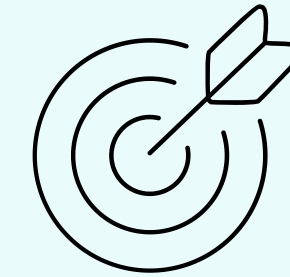


Brand truth

Pilgrim blends global beauty rituals with modern science

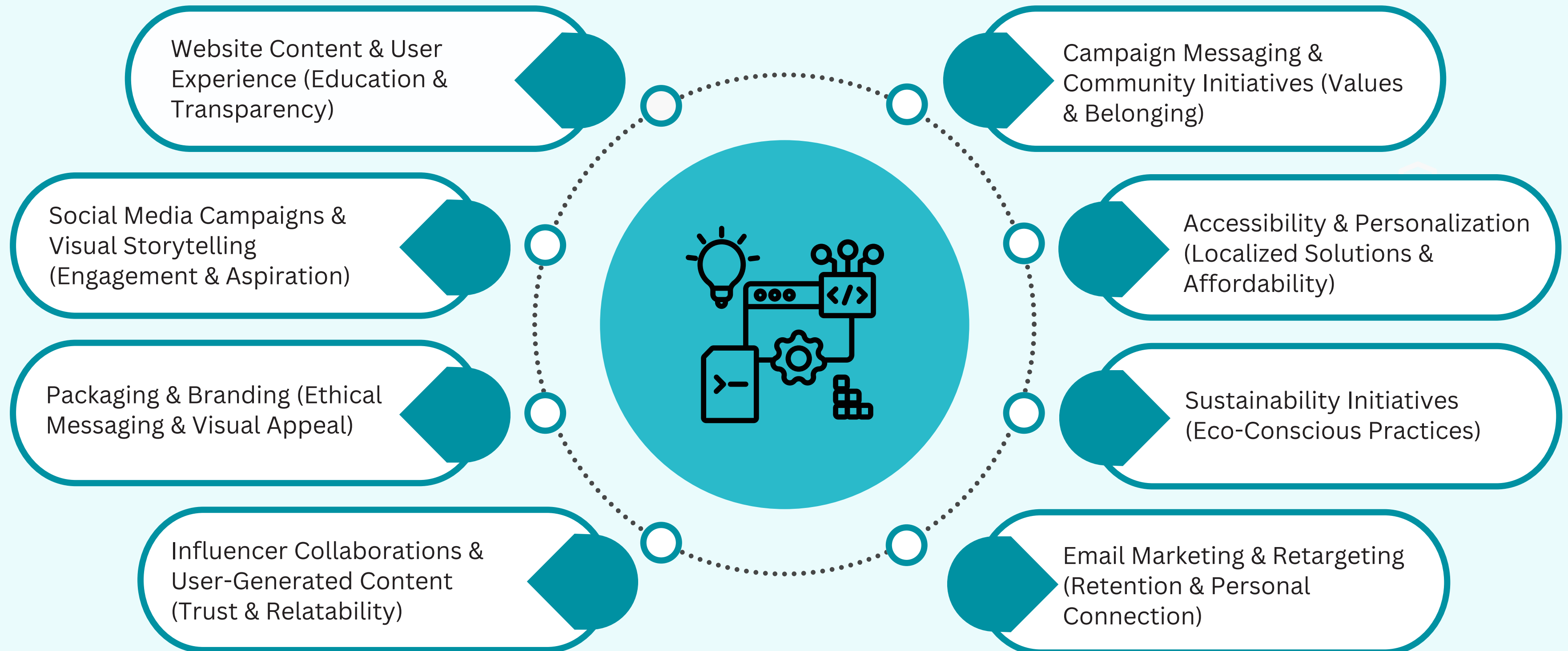


USP



“Globally inspired, 100% vegan beauty for Indian skin and hair.”

Integration into Marketing Strategies



REVIEW 360° MARKETING STRATEGY



SOCIAL MEDIA PRESENCE & CONTENT STRATEGY

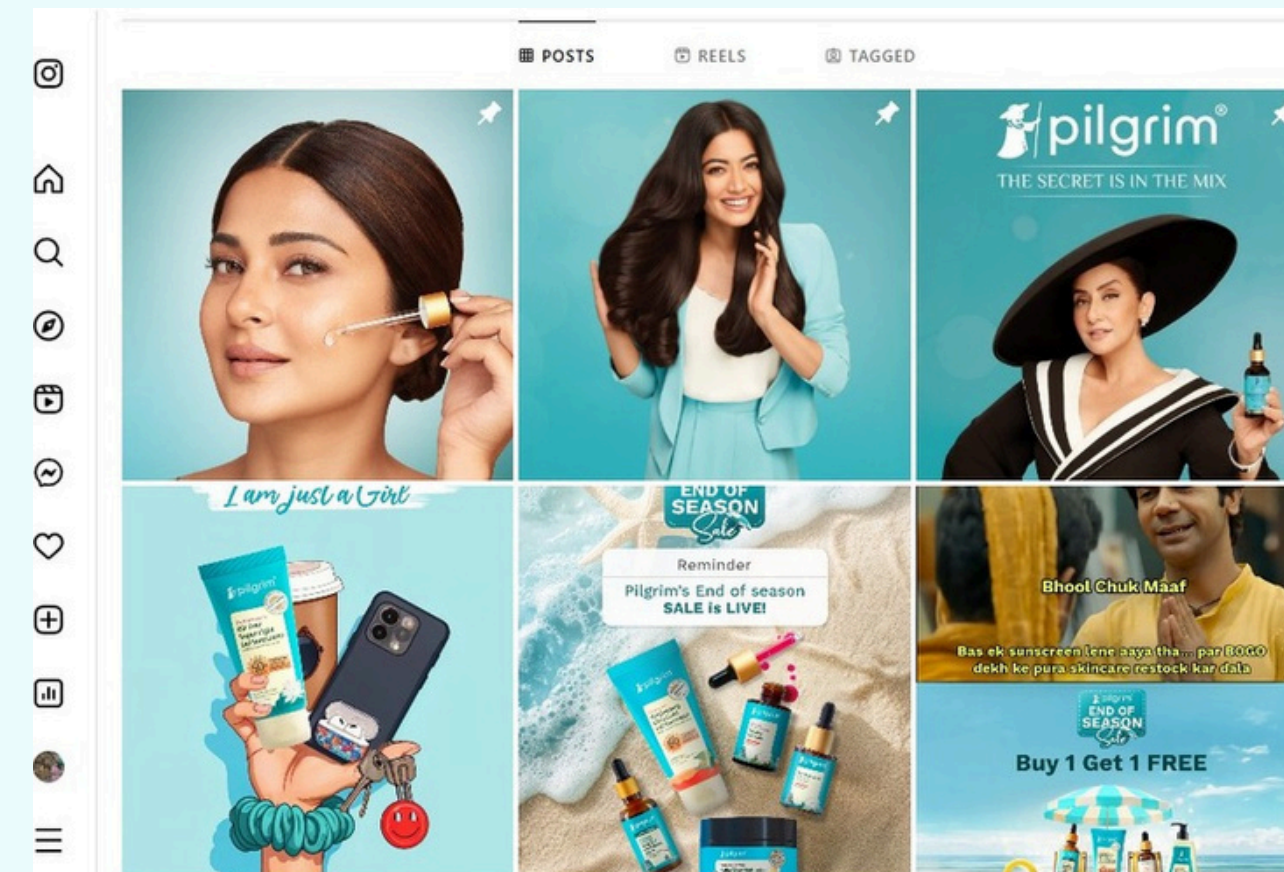


- Handle- Pilgrim
- Followers- 68k and 55k likes
- Engagement rate- 0%
- Post frequency- not active

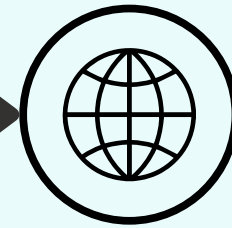


- Handle- @discover.pilgrim
- Followers- 686k
- Engagement rate- 0.42%
- Post frequency- 6/week

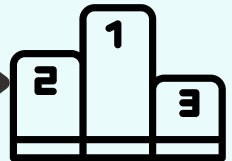
- The Pilgrim does not have a lot of social media presence. Its main and most active social media channel is Instagram.
- Their content includes- Influencer Collaborations,celebrity endorsements and collaborating with Niche Influencers.
- Pilgrim frequently engages its audience through polls, quizzes, and Q&A sessions, fostering a sense of community and gathering valuable consumer insights for product development.



WEBSITE MARKETING STRATEGY



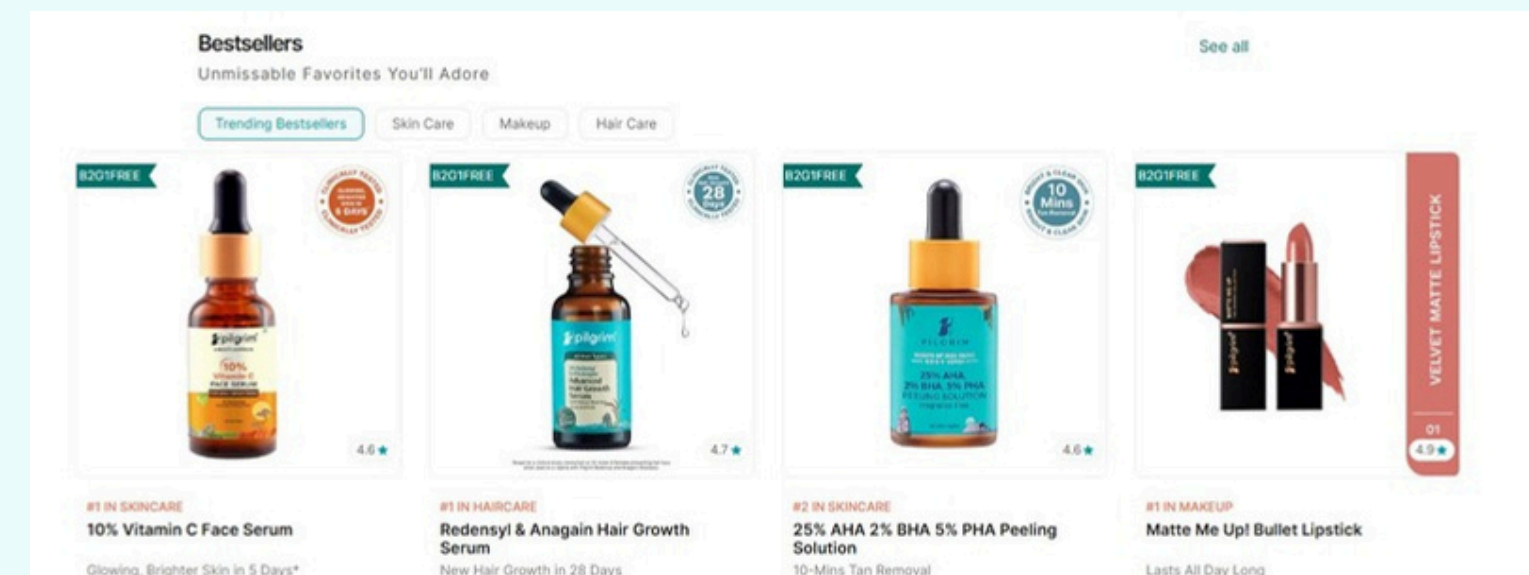
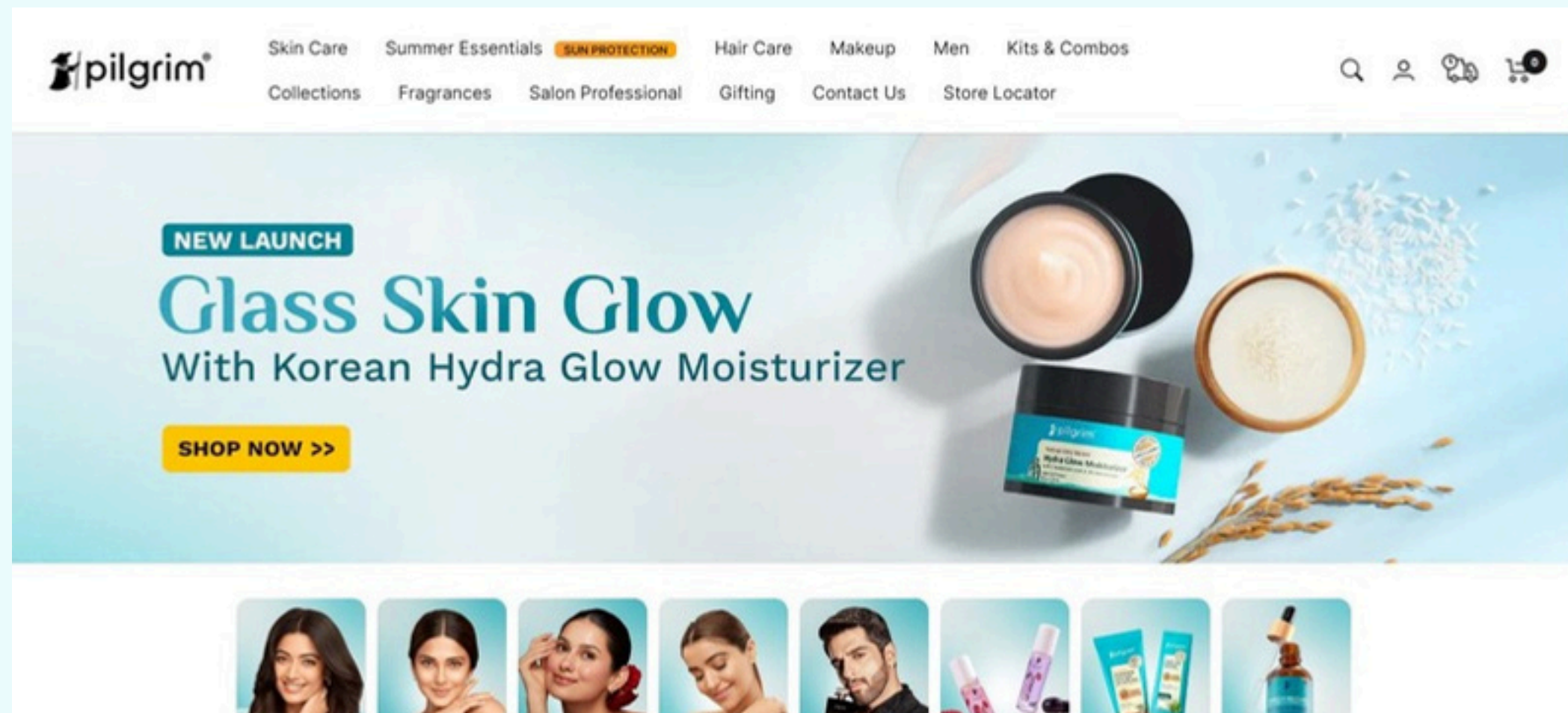
Hero section: Highlights new launches like Glass Skin Glow with CTA “Shop Now”drives focus on Korean skincare appeal



Product Offers Section: “Buy Any 2 @₹699” and “Buy Any 3 @₹999” using promo codes,encourages bundling and increases average order value



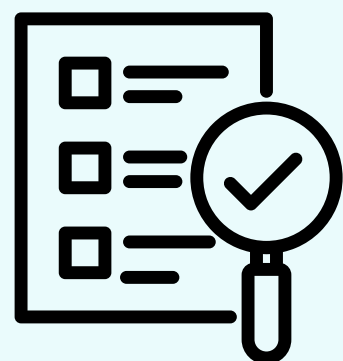
Customer Testimonials: Reinforces brand values: No toxins, cruelty-free, FDA-approved, etc,builds transparency and ethical branding





3. SEO Strategy & Observations

- Optimized product & category pages with keywords like niacinamide serum, Korean skincare India, Squalane moisturizer.
- Meta titles & descriptions increase click-throughs
- Blogs rank for long-tail keywords (e.g., “Best face serum for oily skin”)
- Strong rankings on branded keywords



Room for Improvement:

- More pillar content & internal linking
- Target seasonal skincare trends
- Speed optimization for mobile UX



On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

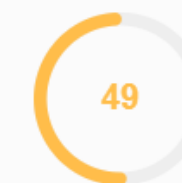


Your page could be better

Recommendations: 14

Backlink Summary

You have a moderate level of backlink activity to this page.



Domain
Strength



Page
Strength

Usability



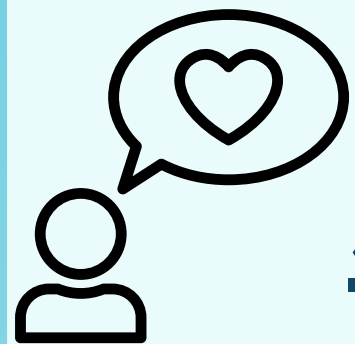
Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).



Influencer Marketing Highlights

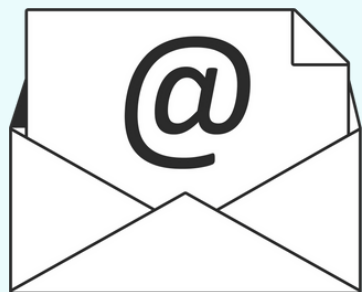
- Collaborations with Instagram & YouTube beauty & lifestyle influencers
- Builds trust & drives user-generated content (UGC)
- Real, relatable content beats polished ads
- High visual appeal aligns with brand aesthetic



Suggestion:

- Include dermatologists & skincare experts for credibility





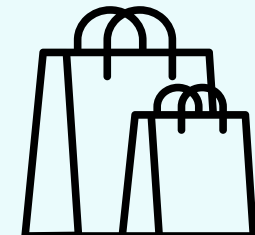
Email Marketing Strategy.



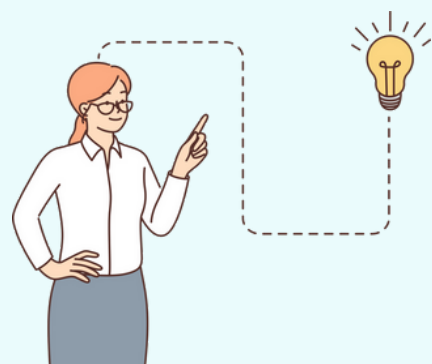
- Welcome, abandoned cart, product education & launch emails



- Clean design with CTAs & product visuals



- Personalized based on browsing & purchase behavior



Suggestion:

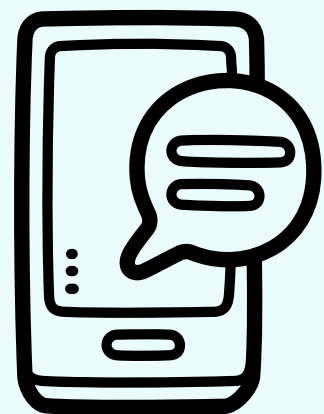
- Add “How to use” educational email flows
- Highlight customer testimonials in emails



Email

hello@discoverpilgrim.com

EMAIL US



SMS Campaigns



- Limited use mainly for sales & launches



- Direct, short, time-sensitive CTAs (e.g., “Flat 20% Off | Ends Today!”)



Opportunity:

- Integrate SMS with WhatsApp for higher open rates



Phone

+91 7400097974

CALL US



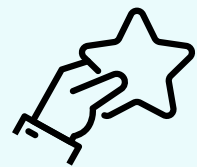
Whatsapp

+91 7400097974

WHATSAPP US



Online Reputation Management (ORM) & Forums



- Platforms: Instagram, YouTube comments, Nykaa, Amazon, Google reviews

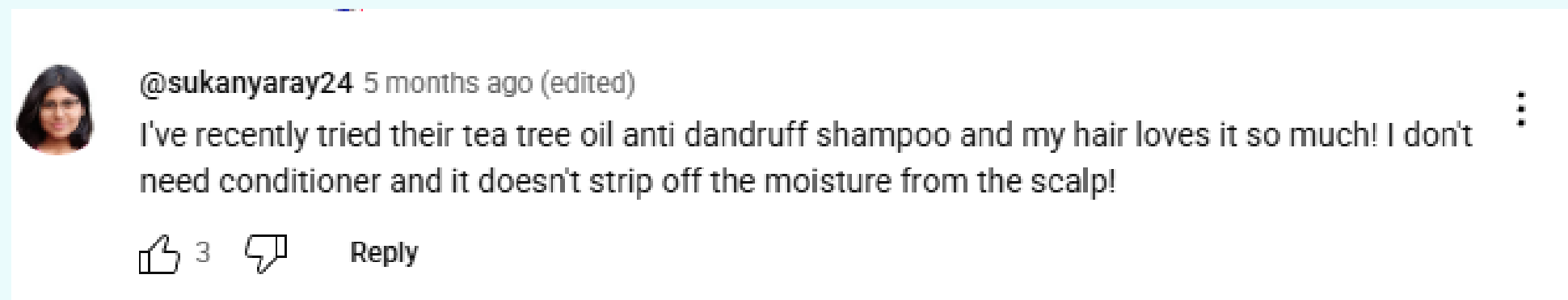
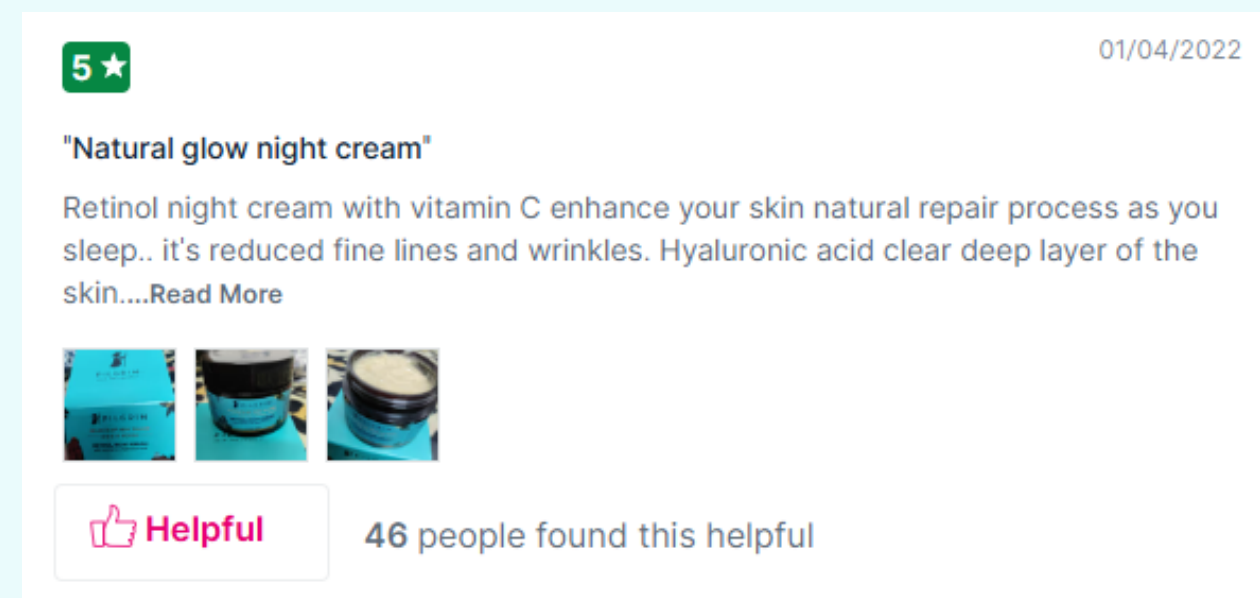
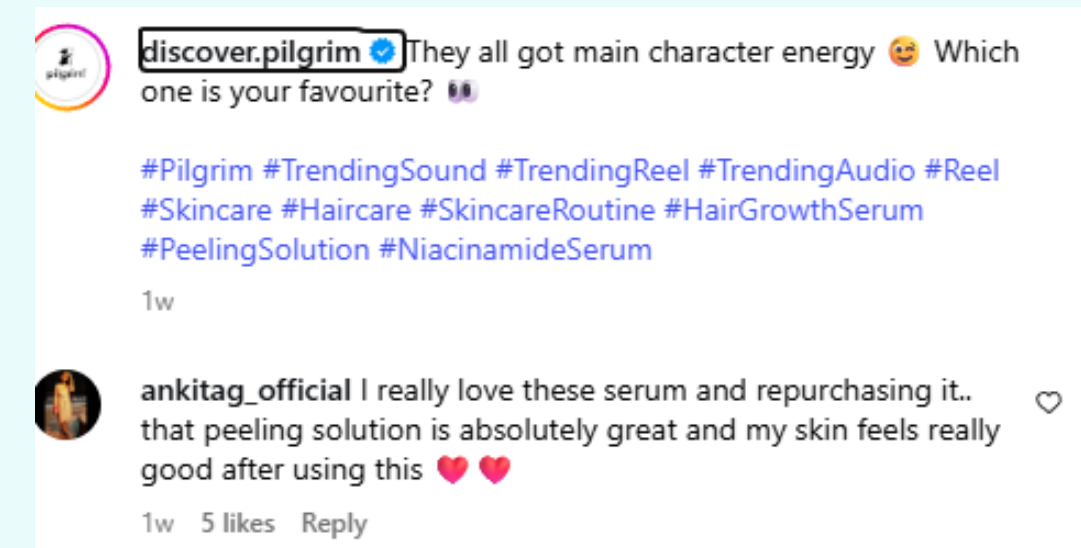


- Active responses to DMs, comments & negative reviews with solutions

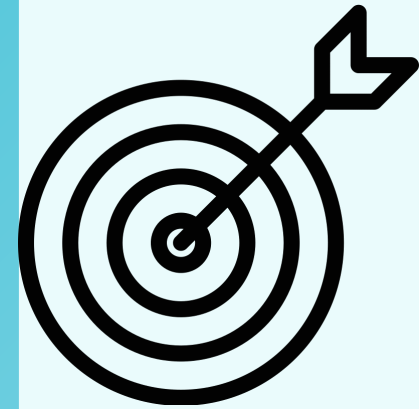


Suggestion:

- More engagement on Reddit, Quora & Nykaa reviews



Current Marketing Strategy



Strengths That Drive Pilgrim's D2C Success



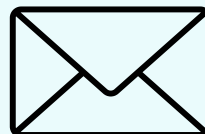
- Instagram Reels + Influencer Collaborations = strong visibility



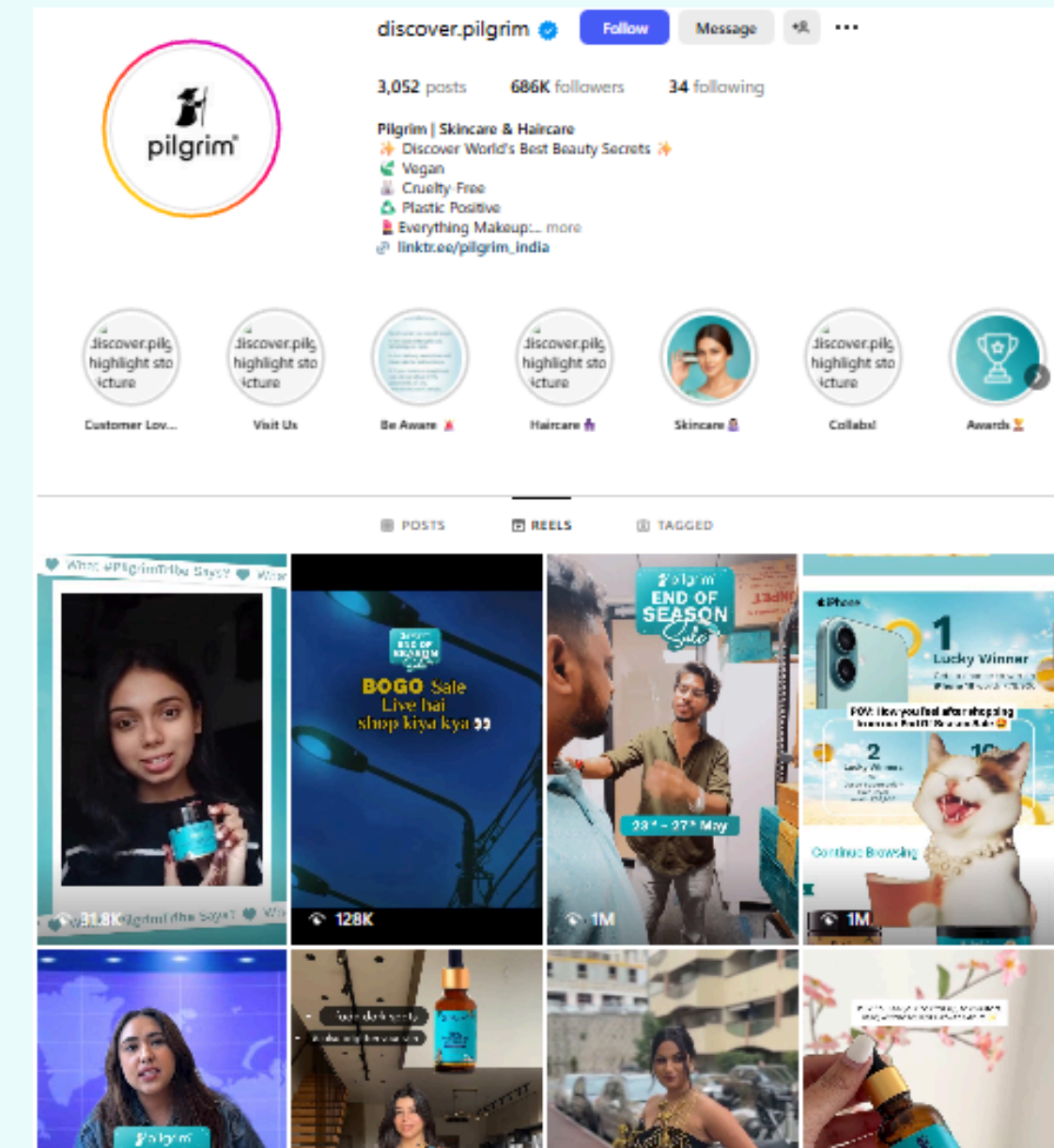
- Clean, vegan, cruelty-free brand image inspired by K-beauty, French, Spanish rituals

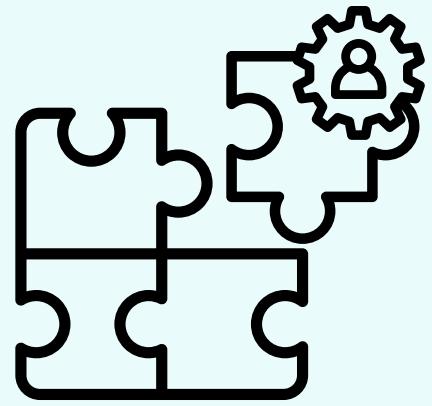


- Micro + mid-tier influencer consistency → trust & relatability



- Solid email/SMS setup: abandoned cart, product visuals, regular updates





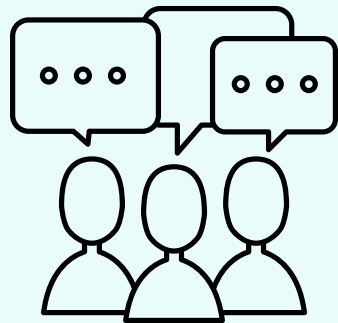
Gap in Strategy - Where Pilgrim Can Built ?



- Lack of expert-led content – No dermatologists or skincare experts



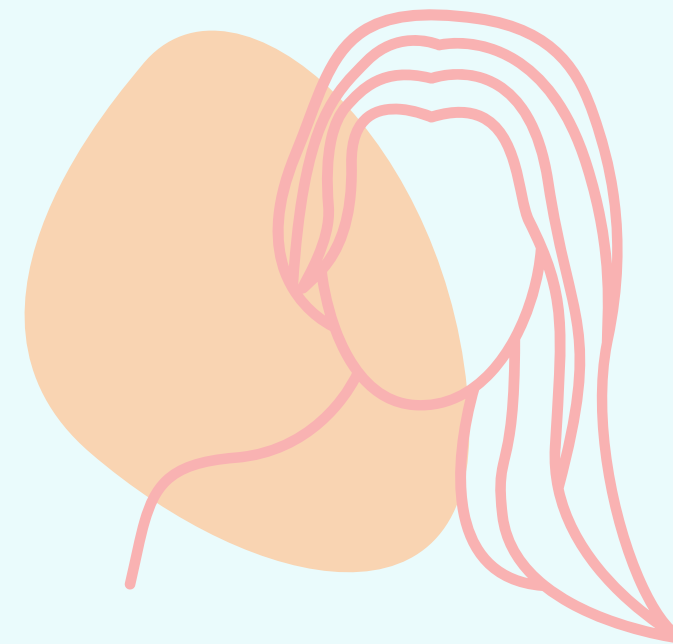
- SEO & blog content lacks depth – Pillar content & seasonal keywords missing



- ORM outside Instagram is weak – Not proactive on forums like Reddit, Quora



Campaign Overview



#GlowWithPilgrim

- **Title:** Glow With Pilgrim

- **Subtitle:** A celebration of real skin, real rituals, and the real glow.

- **Core Message:**

A lifestyle-driven UGC + influencer campaign inviting people to share how they glow from within using Pilgrim.





Campaign Objectives & Concept

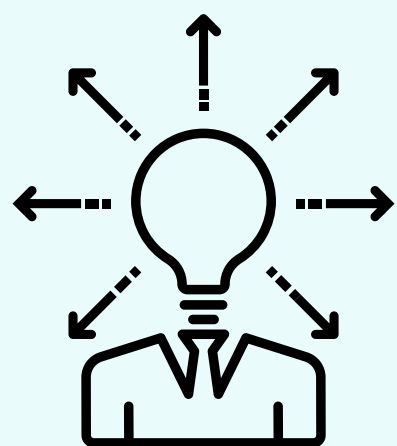
Goals:



- Promote top-performing products via daily rituals



- Drive UGC through relatable routines and influencers



- Increase awareness and sales of the “Glow Ritual Combo”

Concept Snapshot:



Morning glow-ups



Bare face



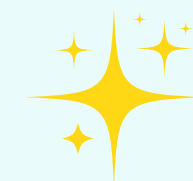
Pilgrim

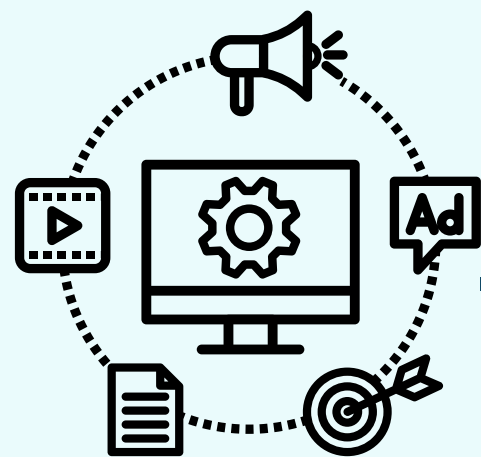


Glow Check



Trending audio, transitions, real users, and creators tagging @DiscoverPilgrim





Content Formats & Channel Strategy.



Title: Glow Across Every Platform

Breakdown:

- **Instagram/YouTube Reels:** “Glow with Pilgrim” – 5-sec glow-up transitions
- **Static Carousels:** “What Makes Me Glow” – product + lifestyle + quote
- **Meta Ads:**
 - 15-sec hook: “Dull skin? Not anymore.”
 - CTA: “Start your glow journey → Shop now”
- **Email/SMS:** Glow reminders + Combo CTAs





Focus Products + KPIs

Featured Products:



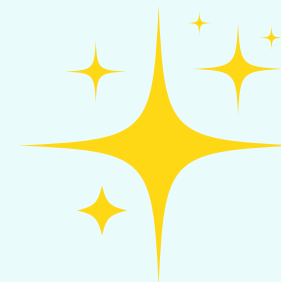
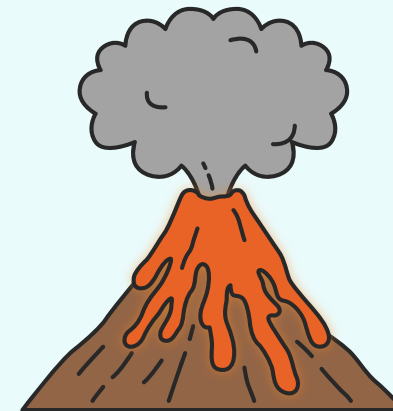
Jeju Volcanic Lava Face Wash



Niacinamide Serum



Squalane Glow Moisturizer



Key KPIs:

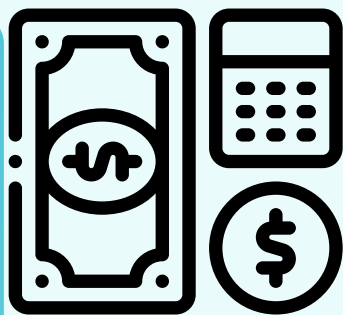
- Reels shared/saved
- #GlowWithPilgrim reach
- Product page CTR
- Glow Combo sales



Impact & Results

Title: Expected Campaign Outcomes

Area	Effect
Awareness	Increased through influencer content and Reels
Engagement	UGC + Hashtags → Story mentions, saves, community buzz
Conversions	Clear combo path → higher first-time buyer rate
Brand Trust	Real people = real glow → authenticity & lifestyle positioning
SEO & Growth	Keyword-focused blogs + UGC → long-term organic traction



Budget Allocation

Title: ₹10,00,000 Campaign Budget

platform	Budget (INR)	Purpose
Meta Ads (IG + FB)	₹4,00,000	Reels, video ads, carousels for awareness & retargeting
Reels, video ads, carousels for awareness & retargeting	₹2,00,000	Promote combos & remarketing
Influencer Collaborations	₹2,00,000	10–15 creators + posts
UGC Incentives + Content	₹1,00,000	Contest gifts, glow-up stories
Email/WhatsApp Marketing	₹50,000	CRM reminders, post-view nudges
Boost/Contingency	₹50,000	Extra push for top performers

COMPETITIVE RESEARCH

DOMESTIC
COMPETITOR
PLUM GOODNESS



GLOBAL
COMPETITOR
THE FACE SHOP

No. 1 Korean Beauty Global Brand
THE FACE SHOP
CLEAN BEAUTY



COMPETITIVE ANALYSIS



- Plum Goodness is a Beauty and personal care brand founded by Shankar Prasad, a Chemical Engineer from IIT Bombay, in 2013.
- The brand launched its first product in 2014. It claims to be India's first vegan premium brand.
- Plum is available in 15 countries worldwide. They are available in 300+ offline retail stores all over India.
- They have 10 offline stores across the country.
- Most of the sales still come from online marketplaces like Amazon, Nykaa, Purplle, flipkart, Myntra, etc and also from their website- <https://plumgoodness.com/>



- The Face Shop is a South Korean beauty brand originating from 2003 and was founded in Seoul.
- The Face Shop is known for its focus on natural ingredients and blending nature with Korean skin science to create effective skincare and cosmetics.
- They have a global presence, with over 3,000 stores in 35 countries, including India, U.S.A., Canada, and Australia.
- The Face Shop products are available on major Indian marketplaces including Nykaa, Amazon, Myntra, and Purplle and on their own website- <https://thefaceshop.in/>



SOCIAL MEDIA AUDIT



- Handle: @plumgoodness
- Followers : 960 k
- Engagement Rate : 2.02%
- Post Frequency : 2-3/week



- Handle : PLUM
- Followers : 247K Likes & 257K Followers
- Engagement Rate : 0%
- Post Frequency : not active

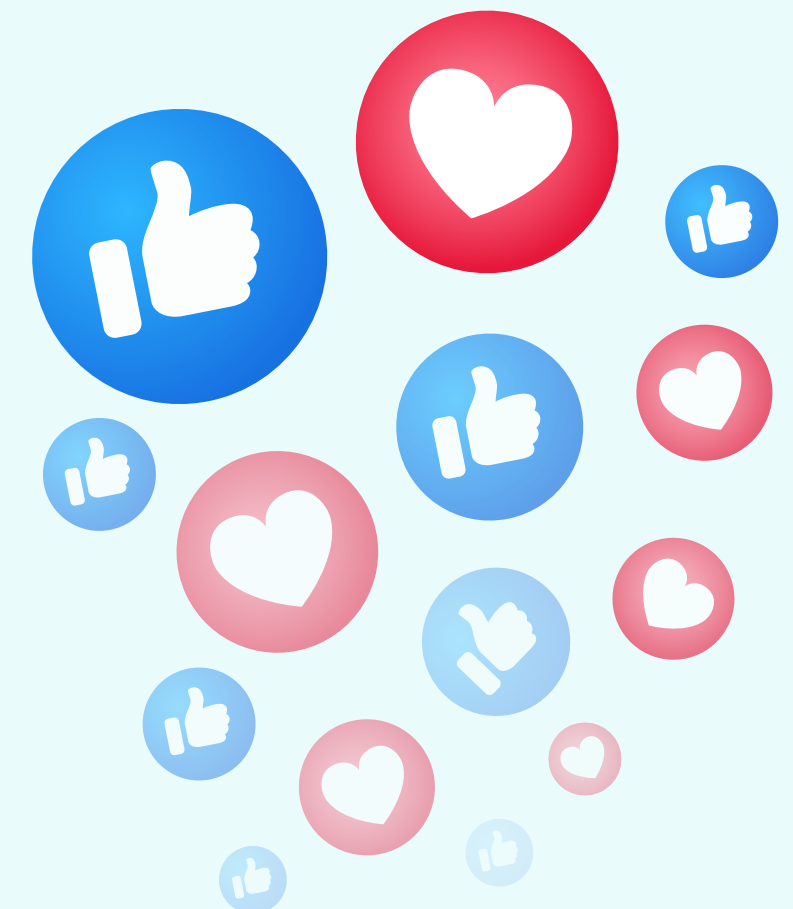


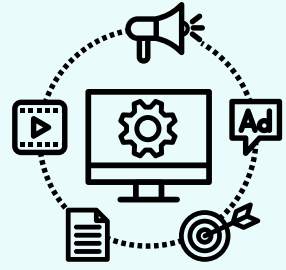
- Handle: @plumgoodness
- Subscribers: 134k
- Engagement Rate: 0.21%
- Post Frequency: 3/week



- Handle : @thefaceshopindia_official
- Followers : 342 k
- Engagement Rate : 0.05%
- Post Frequency : 4 post/week

- Handle: The face shop
- Followers: 51k likes & 55k followers
- Post Frequency: not active





SOCIAL MEDIA ENGAGEMENT STRATEGIES



PLUM

- **User-Generated Content:** Encourages customers to share experiences, building authenticity and community.
- **Influencer Collaborations:** Partners with diverse influencers to expand reach and credibility.
- **Interactive Campaigns:** Runs giveaways, polls, and live sessions to boost engagement.
- **Educational Content (Instagram):** Shares skincare tips and tutorials to establish expertise.
- **YouTube Education:** Features expert-led videos and case studies for deeper product understanding.
- **Customer Testimonials:** Showcases real user feedback to build trust.
- **Ethical Influencer Marketing:** Maintains honest, value-driven partnerships with clear guidelines.
- **Authentic Content:** Promotes genuine, unscripted influencer storytelling.

THE FACE SHOP

- **Posting Frequency & Aesthetics:** Posts 3–5 times a week using clean, pastel-themed visuals aligned with brand identity.
- **Content Pillars:** Focuses on vegan skincare, product science, and ingredient-based content using memes, carousels, reels, and product shots.
- **Educational Content:** Provides skincare tips, product benefits, and routines tailored to different skin types and concerns.
- **Product Demonstrations:** Shows product efficacy through patch tests, hydration tests, and comparisons to build credibility.
- **Interactive Campaigns:** Runs contests, giveaways, and engaging posts like “guess the product” and memes to boost participation.
- **Captions & Hashtags:** Uses informative, SEO-friendly captions with CTAs, relevant hashtags, and a relatable tone with puns.

COMPARATIVE ANALYSIS: PLUM VS THE FACE SHOP VS PILGRIM



ASPECT	PLUM	THE FACE SHOP	PILGRIM
Brand Identity	Friendly, educational, and ingredient-focused.	Minimalistic, aspirational, and product-centric.	Explorative, culturally rich, and community-driven.
Content strategy	Educational posts, skincare routines, ingredient spotlights, user-generated content.	Product showcases, skincare tips, tutorials.	Global beauty rituals, ingredient stories, customer testimonials.
Influencer Approach	a mix of micro and macro-influencers, including celebrities like Mithila Palkar and Rashmika Mandanna.	Engages with beauty influencers and appointed Khushi Kapoor as brand ambassador	Partners with niche beauty specialists and eco-conscious influencers
Pricing	Affordable clean beauty.	Premium yet accessible Korean skincare.	Mass premium segment.
Engagement Rate	Instagram- 0.21%	Instagram -0.05%	Instagram -0.42%



Key Insights for Pilgrim



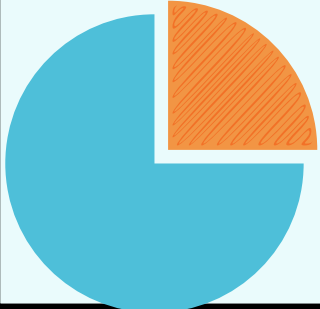
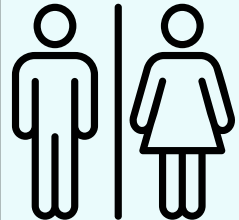

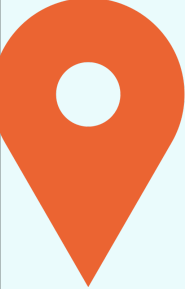
- **Ingredient-Focused Carousels & Reels:** Create carousel series explaining rituals like *Jeju*, *Secrets of Vinotherapie*, or *Secrets of Seville* with deep dives into ingredients and usage.
- **User-Generated Content (UGC):** Regularly feature customer testimonials or transformation stories via Reels or static posts.
- **Minimalistic Product Demos:** Film ritual-based step-by-step guides in a similar visual style to emphasize luxury and clarity.
- **Educational Posts:** Infographics about skin types, dos & don'ts, and product pairing tips help demystify skincare. Introduce weekly *#PilgrimClassroom* posts for such tips.
- **Maintain High Visibility & Consistency:** Increase posting frequency to 4–5 times per week for sustained visibility.
- **Post Engaging Content:** Maintain a regular posting schedule with a mix of content types—such as tutorials, product showcases, and motivational posts—to keep the audience engaged and informed.

SPECIFY TARGET AUDIENCE



Target Audience Profile



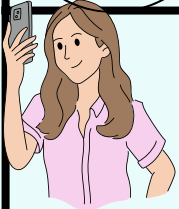


Demographic

Factor	Detail	Why They Fit Pilgrim
 Age	18–35 (Primary), 36–45 (Secondary)	Young, experimental & aware. Older segment seeks safe, premium skincare.
 Gender	80% Female, 20% Male (rising interest)	Women love brand story; men prefer clean, clutter-free grooming.
 Income	₹6–15 LPA (Urban Middle & Upper-Middle)	Premium affordable appeal suits aspirational buyers.
 Location	Metro + Tier 1 Cities (Delhi, Mumbai, Bangalore, Pune, Hyderabad)	Digitally savvy, exposed to global beauty trends, shop online frequently.



Target Audience Profile

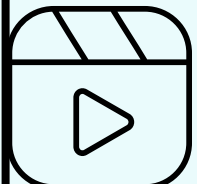

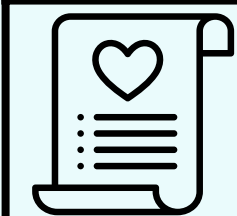
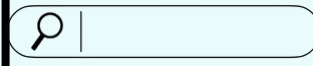

Psychographic

Factor	Description
 Lifestyle	Health-conscious, avoids harsh chemicals
 Personality	Trend-curious, Instagram-active
 Values	Ingredient transparency, cruelty-free, global inspiration
 Pain Points	Chemical-laden products, inaccessible global brands
 Motivations	Skincare that's aesthetic, effective



Target Audience Profile

Media Consumption Habits

Platform	Usage & Preference
 Instagram	Beauty Reels, UGC
 YouTube	Research via long-form reviews & routines
 Pinterest	Inspirational boards for “Skincare Aesthetic”
 Google	Searches: “Best serum for acne”, “Niacinamide benefits”
 Nykaa/Amazon	Opt-in offers, flash drops, loyalty updates



Buyer Persona



Age: 24

Occupation: Social Media Manager

Income: 9 LPA

Location: Mumbai

SUGGESTION



Interests: K-beauty, cruelty-free skincare, Reels

Media Behavior: Follows beauty creators, saves Pinterest boards

Pain Points: Overwhelmed by 10-step routines, wary of chemicals

Goal: Achieve glass skin, glow up with clean skincare



Buyer Persona



Age: 32

Occupation: Startup Founder

Income: 18 LPA

Location: Bangalore

SUGGESTION



Interests: Fitness, smart grooming, minimalism

Media Behavior: Googles ingredients, watches YouTube reviews

Media Behavior: Googles ingredients, watches YouTube reviews

Goal: Maintain healthy skin with minimal effort

CREATE DIGITAL MARKETING CAMPAIGNS

Instagram Post

Post Type: Carousel

Caption:

☀️ 7 Days. 3 Products. 1 Glow.

Ready to begin your #GlowWithPilgrim journey?

Slide ➡️ to discover how to build your glow ritual:

Cleanse with Jeju Volcanic Lava Face Wash

Treat with 5% Niacinamide Serum

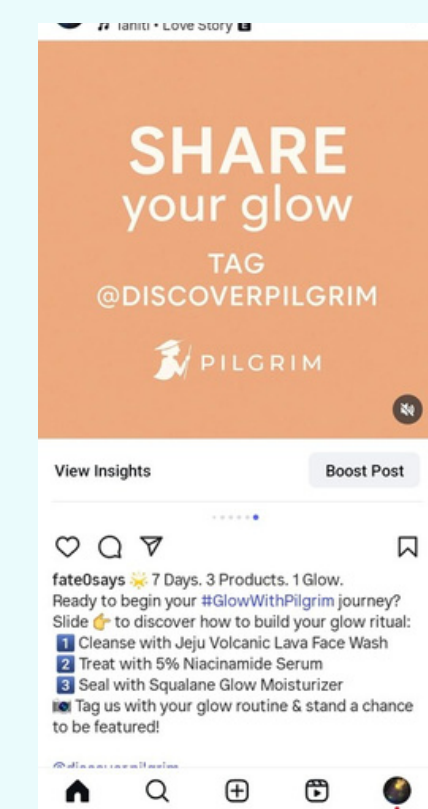
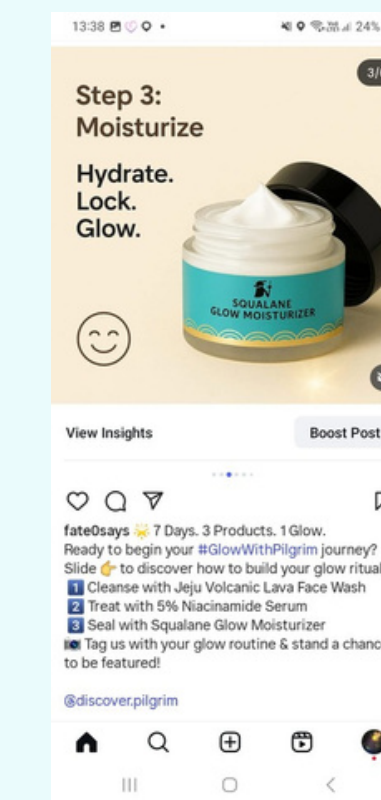
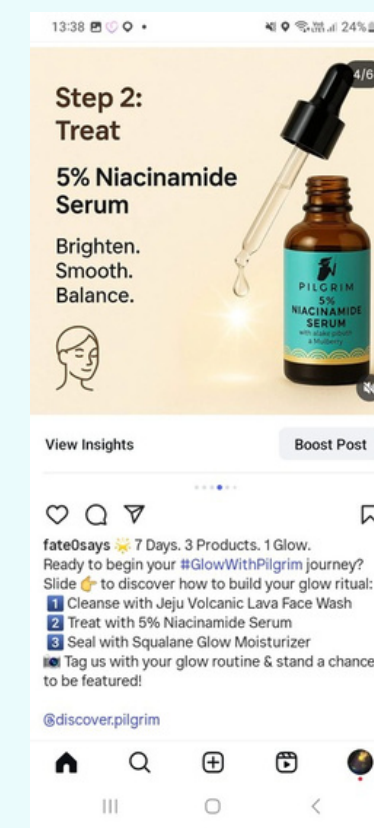
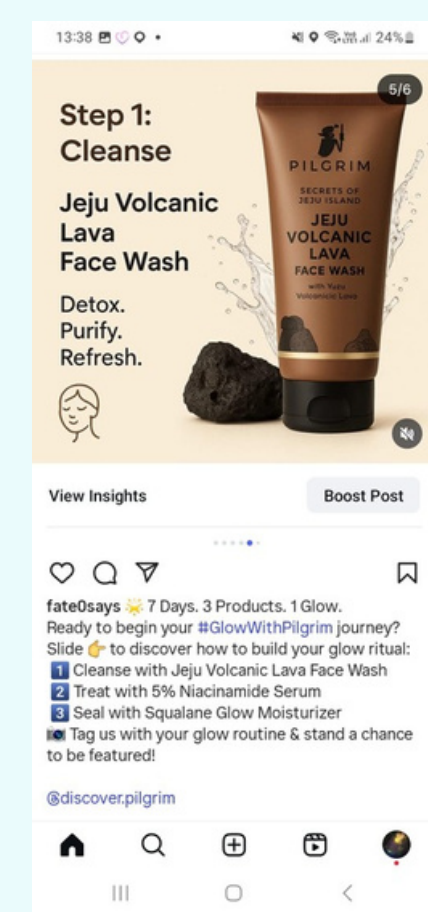
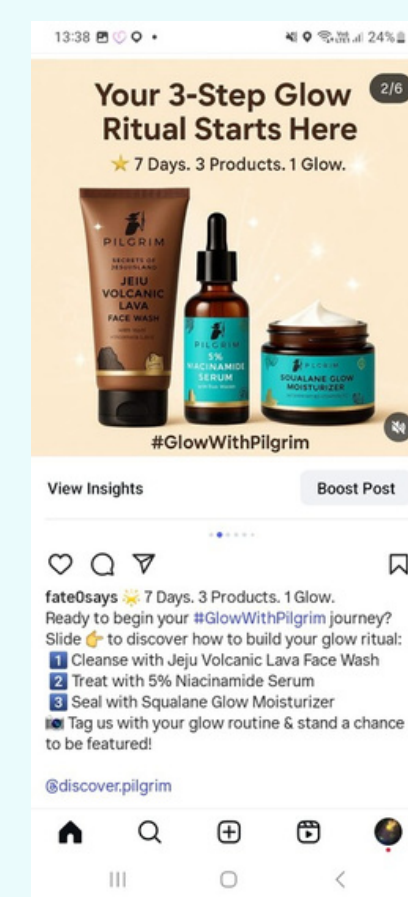
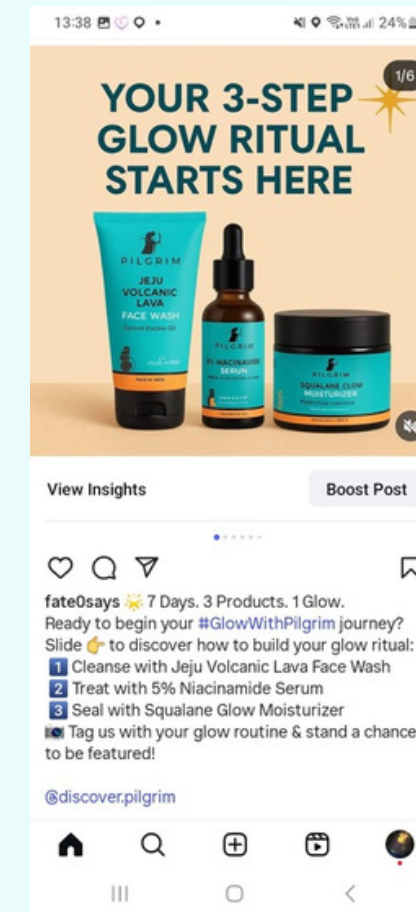
Seal with Squalane Glow Moisturizer

📷 Tag us with your glow routine & stand a chance to be featured!

✨ Glow isn't a trend, it's your new normal.

#PilgrimBeauty #VeganSkincare #7DayGlow #SkincareIndia

<https://www.instagram.com/p/DKT2pOiJ4b-/?igsh=MWQ2bnNxZmNm1ieg%3D%3D>



Facebook Post

Visual: Lifestyle photo of a glowing woman holding all 3 products

Caption:

🌿 Want glowing, healthy skin in just 7 days?
Discover our dermatologist-approved Glow Ritual Kit —
powered by clean, cruelty-free beauty.

💧 Deeply cleanse with Jeju Volcanic Face Wash

✨ Brighten with 5% Niacinamide Serum

🧴 Hydrate with Squalane Glow Moisturizer

💬 Comment “GLOW” & we’ll DM you the step-by-step tracker!

#GlowWithPilgrim #CleanBeautyIndia #PilgrimLove



Twitter Post

Main Tweet:

☀️ Want to glow without a 10-step routine? Here's a minimal 3-step ritual that actually works. 🧵

Thread:

✨ Step 1: Cleanse

Jeju Volcanic Face Wash → Removes oil, dirt & dullness.

💧 Step 2: Treat

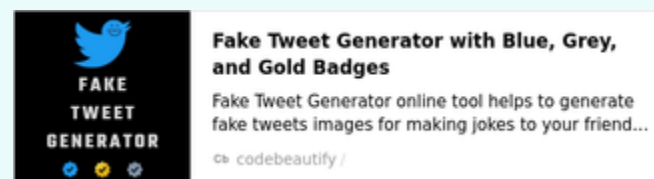
5% Niacinamide + Alpha Arbutin Serum → Reduces spots + boosts glow.

💧 Step 3: Hydrate

Squalane Glow Moisturizer → Lightweight hydration for all-day radiance.

🌿 100% Vegan. No toxins. No filters needed.

🔄 RT if you're ready to start your #GlowWithPilgrim



LINKEDIN POST

Visual: Product lineup + happy customer UGC

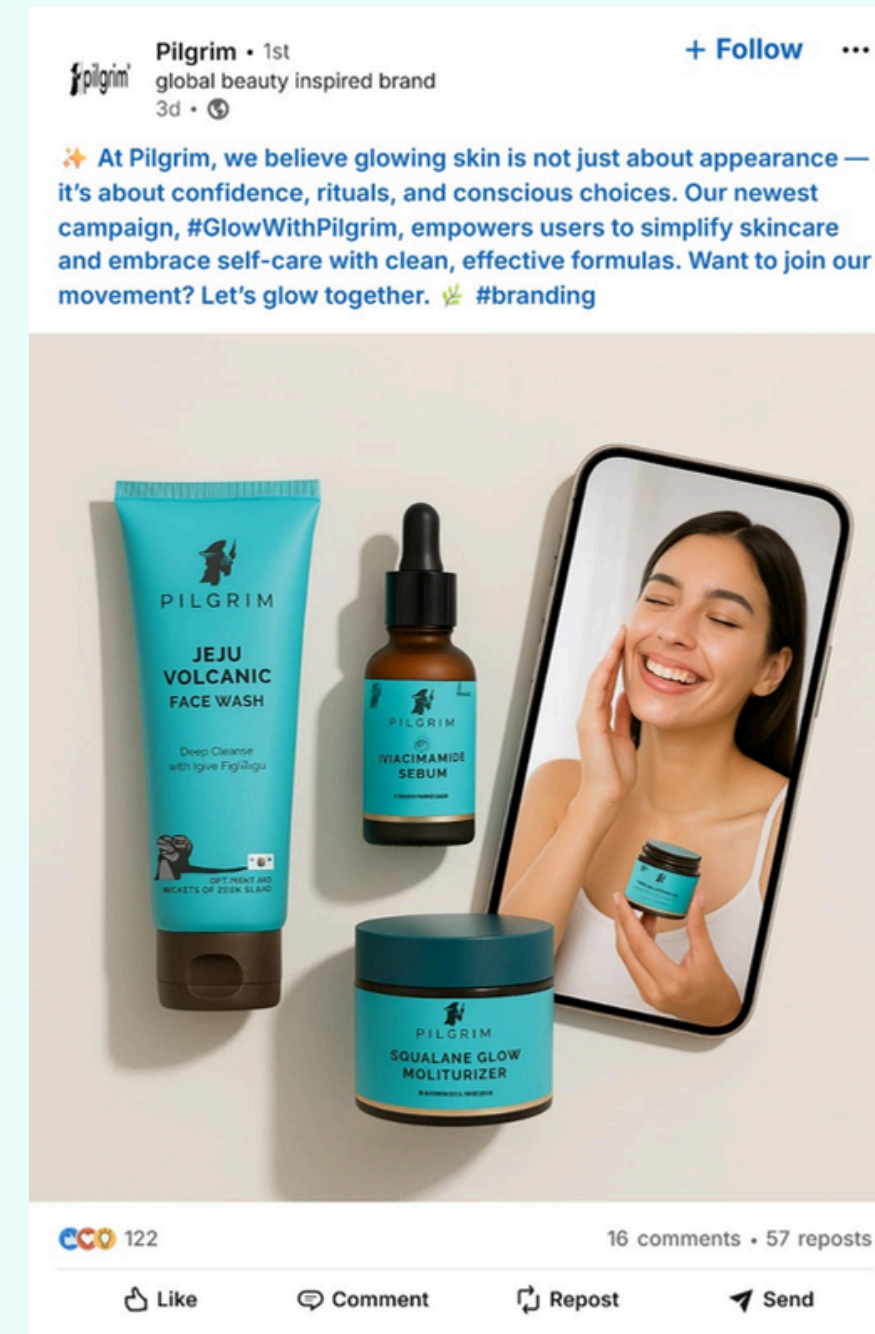
Caption:

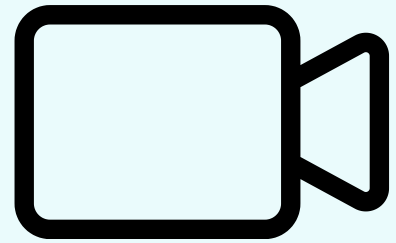
✨ At Pilgrim, we believe glowing skin is not just about appearance — it's about confidence, rituals, and conscious choices.

Our newest campaign, #GlowWithPilgrim, empowers users to simplify skincare and embrace self-care with clean, effective formulas.

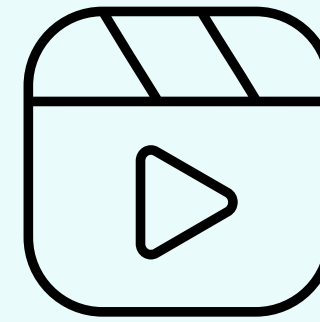
We're proud to serve over 2 million customers with vegan, toxin-free products made with love (and science!).

Want to join our movement? Let's glow together. 🌿





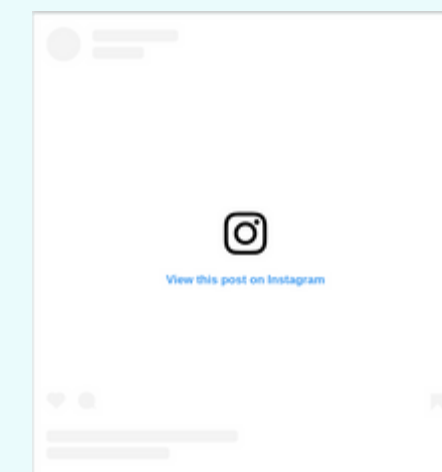
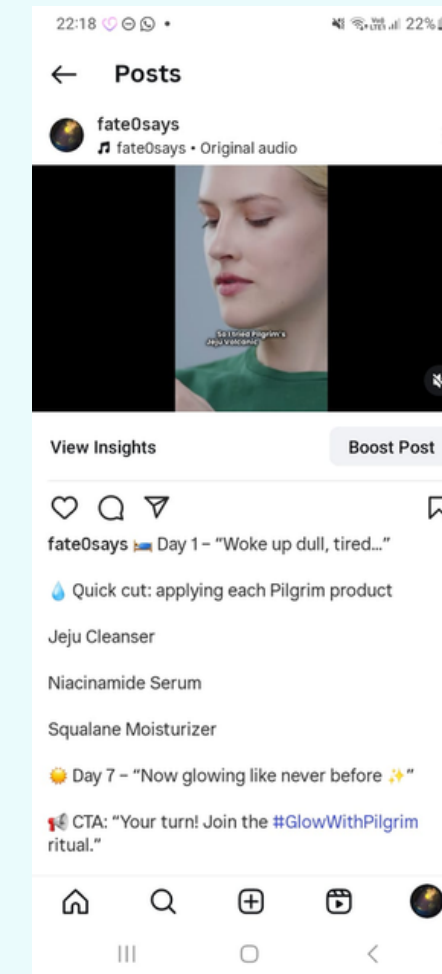
Video Content



Trendy Reel



Campaign strategy explanation video link-
<https://drive.google.com/file/d/1LVzvG2GJYIEwXZJh99zV3b-MLWbwWQa0/view?usp=sharing>



AD SET - 1

- Objective: Brand Awareness
- Budget Type: Daily Budget – ₹2,500
- Ad Format: Carousel Ad

☒ **Ad setup**

Create ad

Format
Choose how you'd like to structure your ad.

☐ Single image or video
One image or video, or a slideshow with multiple images

☒ Carousel
Two or more scrollable images or videos

☐ Collection
A group of items that opens into a full-screen mobile experience

☒ Multi-advertiser ads
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

☒ **Awareness**

Performance goal
How you measure success for your ads.
Maximise reach of ads
To help us improve delivery, we may survey a small section of your audience.

☒ **Budget & schedule**

Budget
Daily budget ₹2,500.00 INR
You'll spend an average of ₹2,500.00 per day. Your maximum daily spend is ₹4,375.00 and your maximum weekly spend is ₹17,500.00.
[About daily budget](#)

Schedule

Start date
31 May 2025 16:32 IST

End date
☒ Set an end date
This schedule has been pre-set for you based on your last few ad set schedules.
30 days 30 June 2025 16:32 IST

☒ **Locations**
Reach people living in or recently in this location.

India

Bangalore, Karnataka +40 km

Delhi

Hydrabad +2 km

Mumbai, Maharashtra +40 km

Pune, Maharashtra +40 km

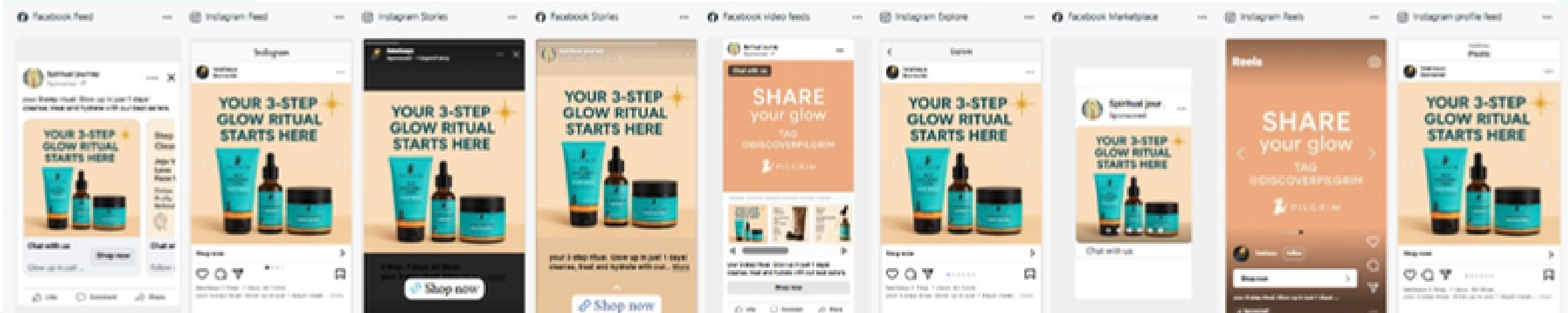
Primary text

your 3-step ritual. Glow up in just 1 days! cleanse, treat and hydrate with our best sellers.

Call to action

Shop now

Advantage+ creative enhancements (3/5)



AD SET - 2

✔ Budget & schedule

Budget ⓘ

Daily budget ▾ ₹2,500.00 INR

You'll spend an average of ₹2,500.00 per day. Your maximum daily spend is ₹4,375.00 and your maximum weekly spend is ₹17,500.00.
[About daily budget](#)

Schedule

Start date

31 May 2025

16:32 IST

End date

✔ Set an end date

ⓘ This schedule has been pre-set for you based on your last few ad set schedules.

30 days ▾ 30 June 2025 16:32 IST

Primary text ⓘ

your 3-step ritual. Glow up in just 1 days! cleanse, treat and hydrate with our best sellers.

✔ Add a destination

If you add a destination, you can send people immediately after they've tapped or clicked your ad to a website, a full-screen experience or a call. If you don't, they'll be sent to your Facebook Page or Instagram account.

Headline ⓘ

Start your glow journey

From bare to radiant: Your 3-step glow ritual ×

Morning skincare simplified ×

Glow Check! See the difference with pilgrim ×

Real Skin Real Glow ×

✔ Ad setup

Create ad ▾

Format

Choose how you'd like to structure your ad.

● Single image or video

One image or video, or a slideshow with multiple images

○ Carousel

Two or more scrollable images or videos

○ Collection

A group of items that opens into a full-screen mobile experience

✔ Multi-advertiser ads

Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Facebook Feed

Instagram Feed

Instagram Stories

Facebook Stories


Instagram Explore

Facebook Marketplace

Spiritual journey

Sponsored

your 3-step ritual. Glow up in just 1 days! cleanse, treat and hydrate with our best sellers.




CHAT WITH US
Chat with us

Shop now

Instagram

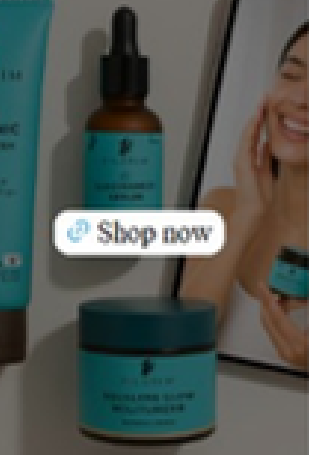
Sponsored



Shop now

Spiritual journey your 3-step ritual. Glow up in just 1 days! cleanse, treat and hydrate with our best sellers.

Sponsored



Shop now


Sponsored

your 3-step ritual. Glow up in just 1 days! cleanse, treat and hydrate with our... More

Shop now

Explore


Sponsored



Shop now

Spiritual journey your 3-step ritual. Glow up in just 1 days! cleanse, treat and hydrate with our best sellers.

Sponsored



Chat with us

Google Search Ads

Bidding

What do you want to focus on? ⓘ

Conversions ▾

☐ Set a target cost per action (optional)

Alternative bid strategies like portfolios are available in settings after you create your campaign

Customer acquisition

☐ Bid for new customers only

Your campaign will be limited to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimize for acquiring new customers. [Learn more about customer acquisition](#)

Locations

Select locations for this campaign ⓘ

☐ All countries and territories

☐ India

☒ Enter another location

Locations (5)	Reach ⓘ
Bengaluru, Karnataka, India city	33,600,000
Delhi, India union territory	34,100,000
Hyderabad, Telangana, India city	34,900,000
Mumbai, Maharashtra, India city	21,400,000
Pune, Maharashtra, India city	30,900,000

Final URL ⓘ

Final URL

This will be used to suggest assets for your ad

Display path ⓘ

discoverpilgrim.com

/ /

4 / 15 6 / 15

Required 17 / 30

Required 17 / 30

Required 23 / 30

13 / 30

29 / 30

20 / 30

20 / 30


Audience segments


Select audience segments to add to your campaign. You can create new Your data segments by clicking on + New segment in the Search tab. ⓘ


Search	Browse	6 selected	Clear all
<input checked="" type="checkbox"/> Try "hair care products"		Beauty & Personal Care	ⓧ
<input type="checkbox"/> Based on advertisers like you		Beauty & Personal Care	ⓧ
<input type="checkbox"/> Pickup Trucks		Tanning & Sun Care Products	ⓧ
<input type="checkbox"/> Based on advertisers like you		Beauty & Personal Care	ⓧ
<input checked="" type="checkbox"/> Tanning & Sun Care Products ⓘ		Hair Care Products	ⓧ
<input checked="" type="checkbox"/> Hair Care Products ⓘ		Beauty & Personal Care > Bath & Body Products	ⓧ
<input checked="" type="checkbox"/> Body Lotions & Moisturizers ⓘ		Body Lotions & Moisturizers	ⓧ
<input checked="" type="checkbox"/> Face Lotions & Moisturizers ⓘ		Beauty & Personal Care > Skin Care Products	ⓧ
<input checked="" type="checkbox"/> Skin Care Products ⓘ		Face Lotions & Moisturizers	ⓧ
<input checked="" type="checkbox"/> New segment		Beauty & Personal Care	ⓧ
		Skin Care Products	ⓧ


Google Display Ads + YouTube Ads


Select a campaign type



Performance Max
Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more [See how it works](#)


Search
Drive website traffic from Google Search with text ads


Demand Gen
Drive demand and conversions on YouTube, Discover, and Gmail with image and video ads


Video
Drive website traffic from YouTube with your video ads


Display
Reach potential customers across 3 million sites and apps with your creative










Shopping
Promote your products from Merchant Center on Google Search with Shopping ads


Final URL ⓘ




Required

Business name ⓘ


Required 12 / 25


Images ⓘ
Add up to 15 images [Learn more](#)
At least 1 landscape image is required
At least 1 square image is required
        +9
[Edit](#)


Suggested images BETA [Select all](#) 

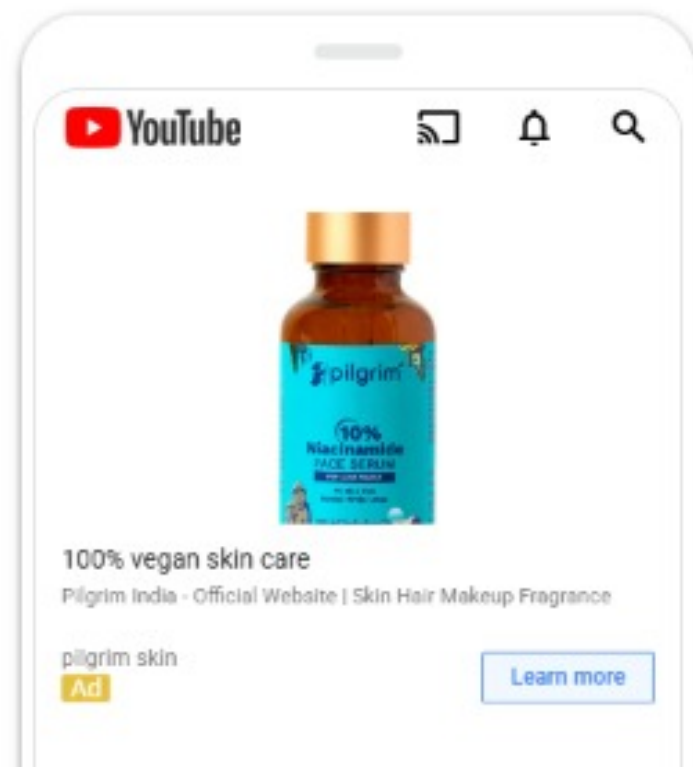
  

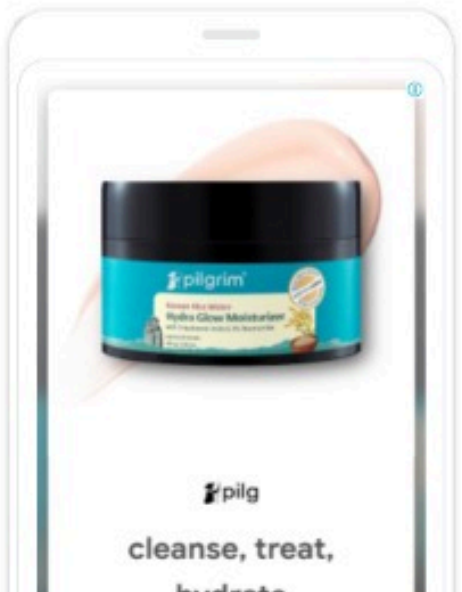
Preview [Share preview](#) [Preview ads](#)

 Display

 Gmail

 YouTube


YouTube
100% vegan skin care
Pilgrim India - Official Website | Skin Hair Makeup Fragrance
pilgrim skin Ad [Learn more](#)


pilg
cleanse, treat, hydrate



Remarketing Funnel Design



Funnel Stage 1: Visited Landing Page – No Action

- Audience: People who landed on the “Glow Ritual” page
- Message: Remind them of the offer and product benefits
- CTA: “Still thinking? Glow in 7 days. Shop now!”
- Format: Display Banner

Funnel Stage 3: Watched Video – Didn’t Click

- Audience: Engaged but needs a push
- Message: Focus on real transformations
- CTA: “Your glow is one click away. Join the 7-day challenge.”
- Format: Display Banner

Funnel Stage 2: Added to Cart – Didn’t Purchase

- Audience: Warm leads with high intent
- Message: Show social proof or urgency
- CTA: “Glow waits for no one. Complete your ritual & get 10% OFF.”
- Format: Display Banner



SEO STRATEGY

Current Ranking Analysis

Website Overview:

- Domain: discoverpilgrim.com
- Type: E-commerce D2C brand focusing on clean, science-backed personal care products.

Technical SEO Observations:

- Mobile-Friendliness: The site is responsive and performs well on mobile.
- Page Speed :
 - Desktop: Good
 - Mobile: Needs improvement
 - Suggestions: Compress images, defer offscreen images, reduce unused JavaScript.
- Indexation: Indexed by Google. Pages like homepage, product pages, and blogs appear in search results.



Current Keyword Rankings :

- “Pilgrim skincare” – Rank #1
- “Volcanic lava ash face wash” – Rank ~9
- “K-beauty skincare India” – Rank ~18
- “Squalane serum India” – Not ranking in top

30

Keyword suggestions link-

https://docs.google.com/spreadsheets/d/1Gq3jDcsmVQAwlAMORwkMrbg59xqLWoFtOPTmE2c4b_o/edit?usp=sharing

Backlink Opportunities

Current Backlink Profile (overview):

- Total backlinks: ~1,200
- Referring domains: ~180
- Domain Rating (Ahrefs): ~35
- Needs improvement compared to competitors like Dot & Key, Plum, Minimalist.

Opportunities to Build Quality Backlinks:

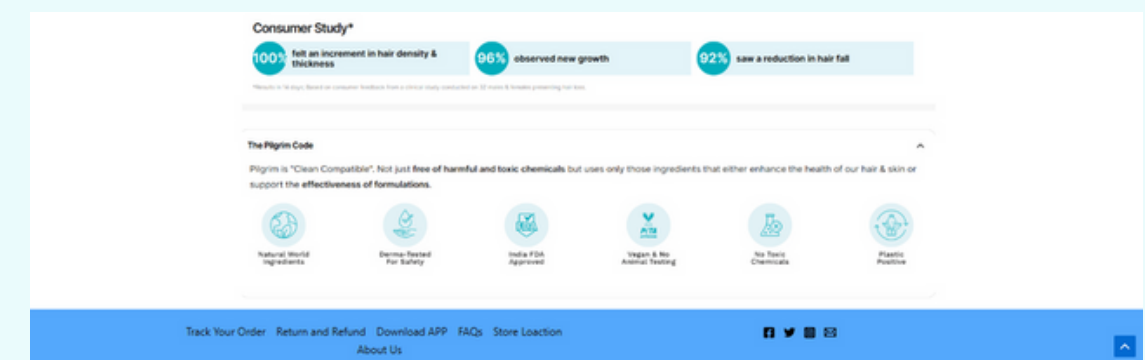
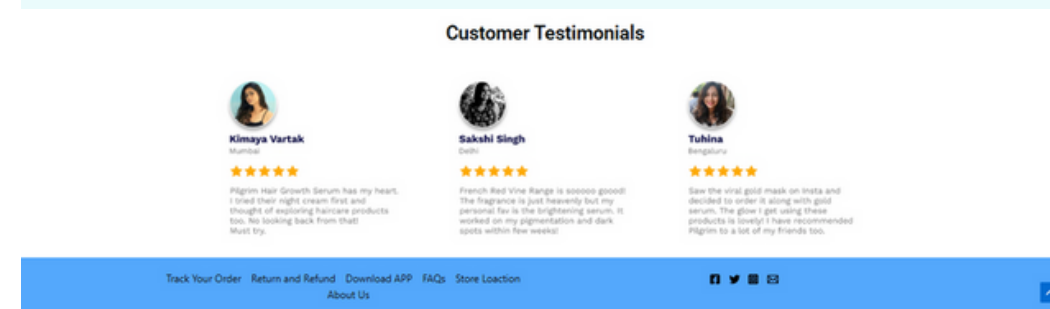
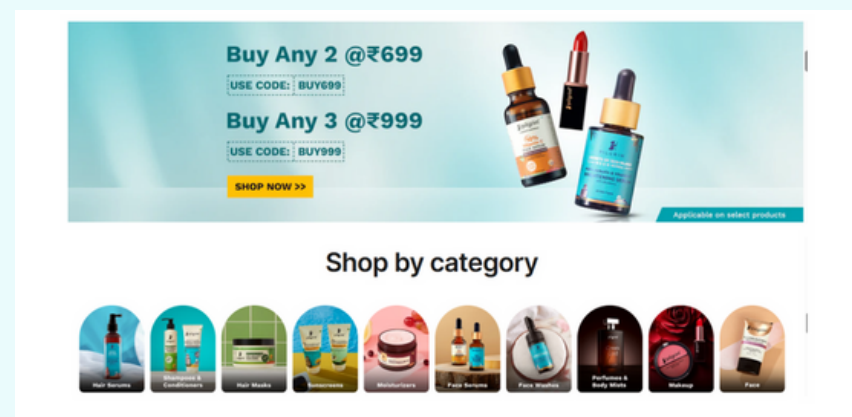
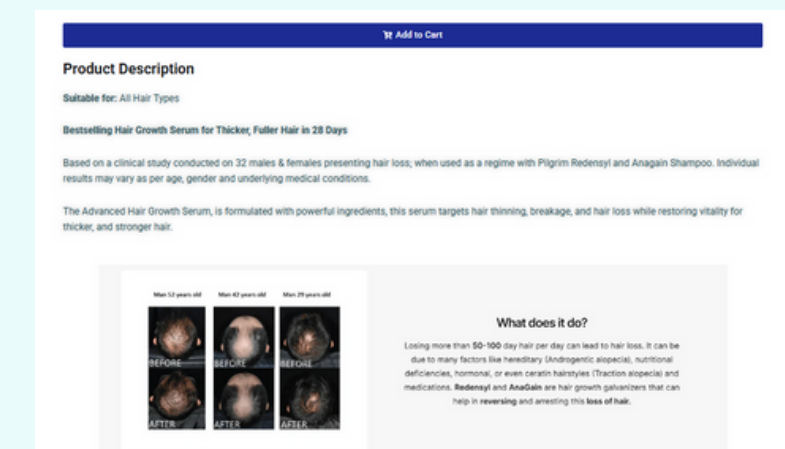
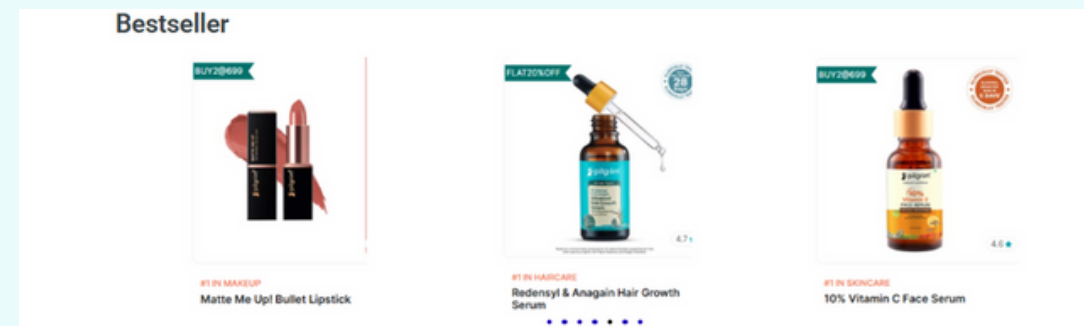
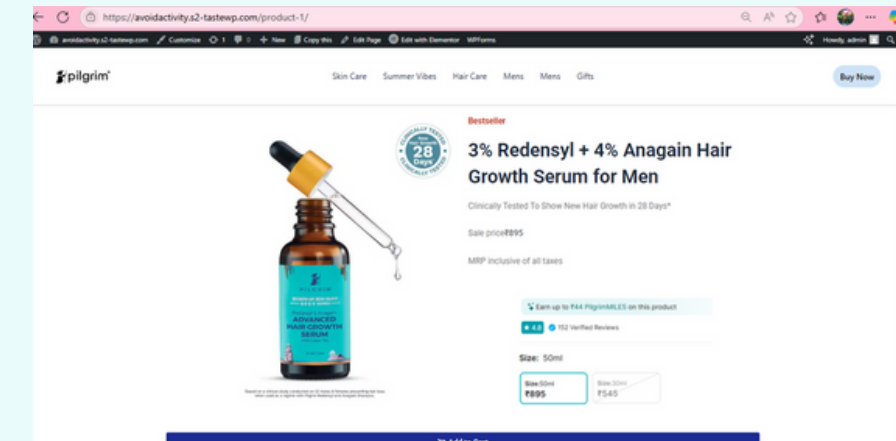
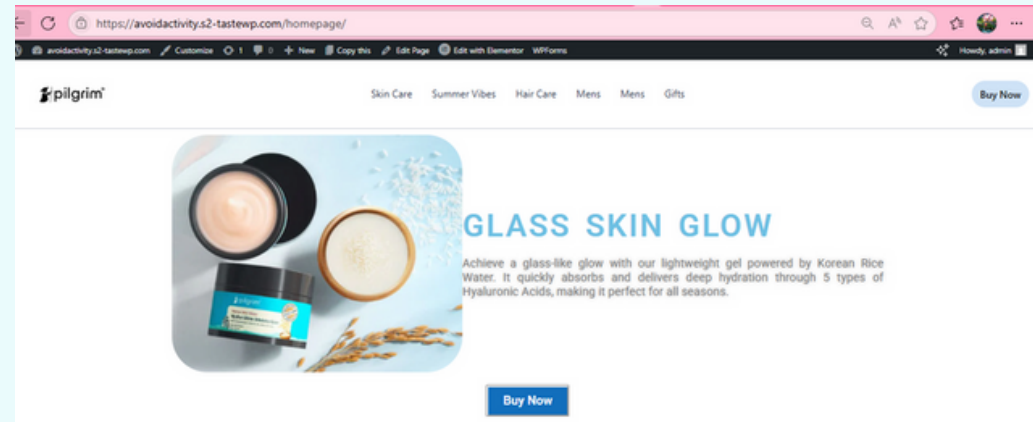
1. Guest Blogging – Partner with popular Indian beauty bloggers and submit skincare routine content.
2. Product Review Outreach – Offer PR samples to beauty influencers and encourage backlinks in reviews (YouTube, blogs).
3. High-Authority Platforms:
 - Medium.com – Publish skincare advice pieces linking back to Pilgrim.
 - BuzzFeed India / PopXO / Femina – Collaborate or sponsor articles.
 - Reddit (r/IndianSkincareAddicts) – Participate and build authority.
4. Skincare Forums and Quora – Add expert replies and subtly link back to blog posts or product pages.
5. Content Syndication – Repurpose blog posts and publish on platforms like LinkedIn Articles or Scoop.it.

HOMEPAGE

WEBSITE



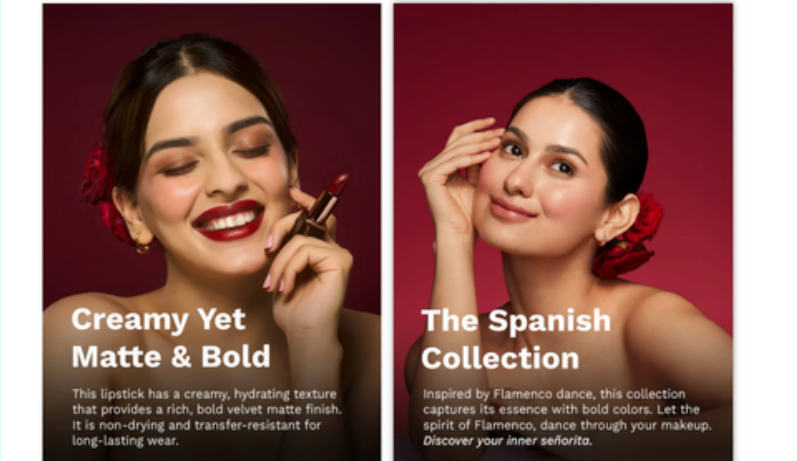
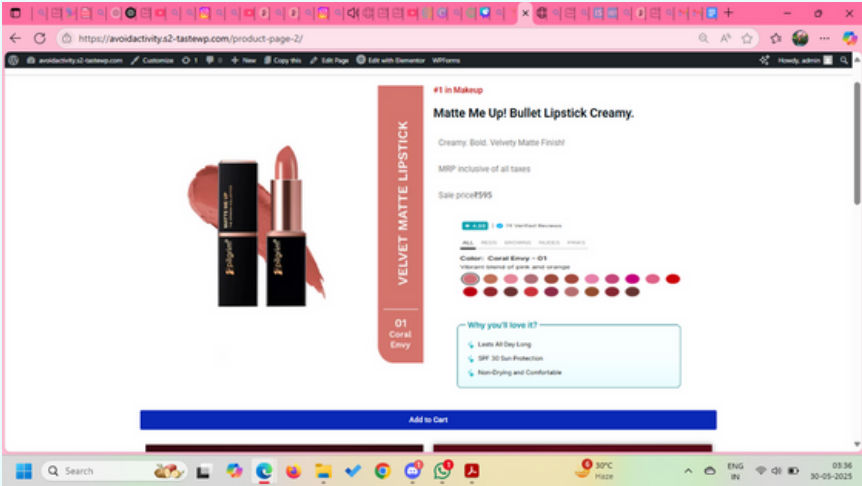
PRODUCT PAGE 1



WEBSITE

PRODUCT PAGE 2

CAMPAIGN PAGE



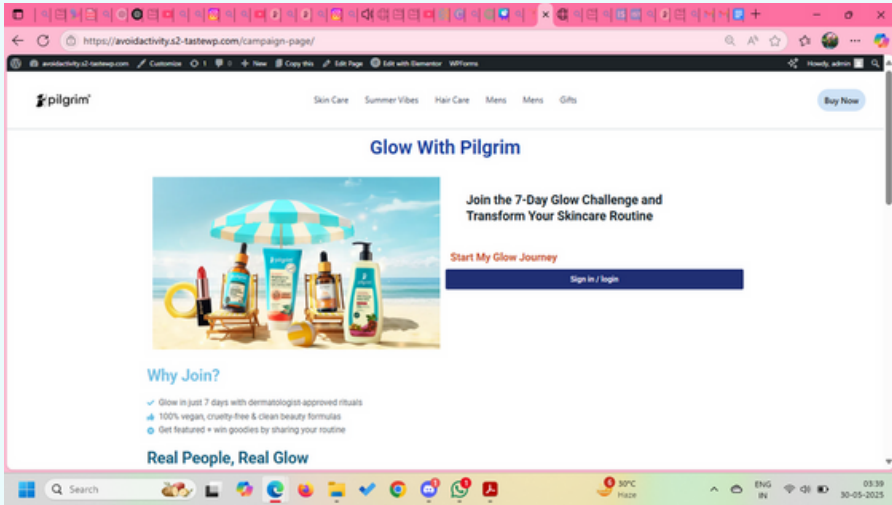
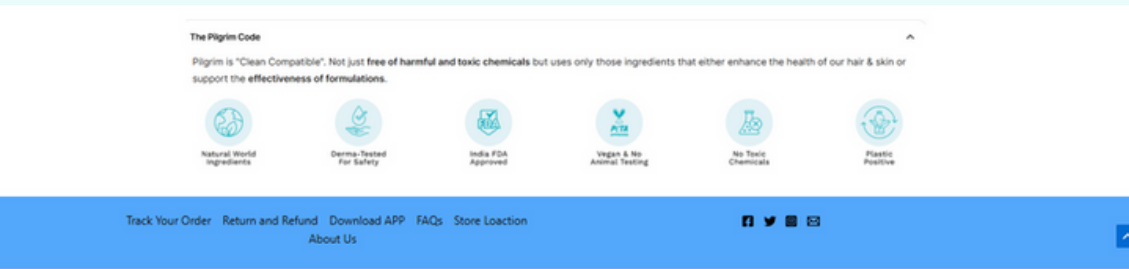
Product Description

Size: 4.2 gm

Suitable for: All Skin Types

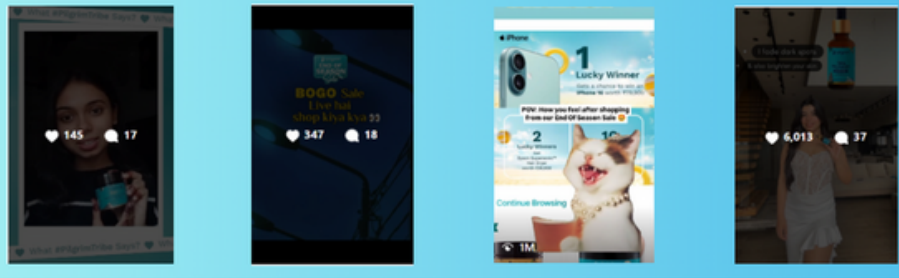
Matte Me Up! Bullet Lipstick delivers an intense, full-coverage velvet matte finish in one swipe. Forget dry lips! Our formula is packed with Spanish Squalane and hyaluronic acid for lasting hydration. Light-weight, non-drying, and totally transfer resistant, it's the perfect blend of skincare and makeup. It has SPF 30 that protects your pout. Get ready to own the day!

100% Genuine
Secure Payment
Secure Shipping*

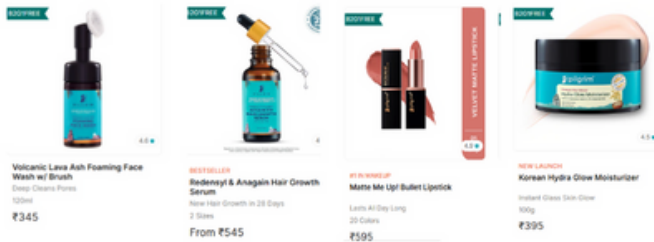


Real People, Real Glow

My skin feels so alive after this 7-day ritual!



Featured Glow Combo



Sign Up to Receive Your Glow Tracker + Special Offers

Name *

First Last

Email *

Submit

Track Your Order Return and Refund Download APP FAQs Store Location About Us

ONLINE REPUTATION MANAGEMENT



★★★★★ 5 days ago

Amazing results for sensitive skin

This Pilgrim moisturiser gives amazing results and is very good for sensitive skin. It made my skin glow, and the hydration lasted all day.

Khushi

HomeTesterClub

Brand response:

Hi Khushi, thank you so much for your kind words! We're thrilled that our Ceramide Moisturiser works well for your sensitive skin. Your glowing review keeps us motivated to deliver clean and effective skincare.



Customer Review

"I initially thought Pilgrim was a Korean brand. Only later realized it's Indian, just using Korean ingredients. Feels misleading."

– Dharshan,

Brand Response:

Hi Dharshan, thank you for your feedback. Pilgrim is proudly Indian, inspired by Korean, French, and other global beauty rituals. We're working on clearer messaging to avoid such confusion, and appreciate you pointing this out!



Customer Review

★★★★★

"Pilgrim's Vitamin C Night Serum is a game-changer! My skin looks brighter and feels super soft every morning. Plus, it smells amazing!"

– Aisha,

Brand Response:

Hi Aisha, thank you for your glowing review! We're so happy to hear that our Vitamin C Night Serum adds radiance to your skincare routine. Your satisfaction means the world to us. Keep glowing with Pilgrim!



r/IndianSkincareAddicts

Customer Review

Started itching after using the Pilgrim body lotion. The fragrance wore off fast too. Pretty disappointed.

Reddit user

Brand Response:

Dear Riya, we're truly sorry to hear about your discomfort. While our products are dermatologically tested, sensitivities can vary. Please email us at care@discoverpilgrim.com so we can assist with a refund or replacement. We're here to help!

INNOVATION IN DIGITAL CAMPAIGN



Concept Title:

“Skinnovation Mirror – Try Before You Glow”

Core Idea:

Leverage Augmented Reality (AR) and AI Skin Analysis to create an immersive online + offline skincare trial experience that educates, engages, and converts Pilgrim’s audience across touchpoints.

Key Innovations:

1. AR Virtual Try-On for Skincare

- Tool: Integrate a web-based AR tool on Pilgrim’s website and app.
- Function: Lets users "try on" textures of serums, creams, and masks virtually and see real-time application with glow effect.
- USP: Builds confidence in product use and increases engagement time on product pages.

2. AI Skin Analyzer (via Instagram Filter or Microsite)

- **How it works:**
 - User uploads a selfie.
 - Tool analyzes skin issues (oily/dry zones, blemishes).
 - Recommends a Pilgrim product bundle.
- **Gamified Twist:** Share results on stories with the hashtag #PilgrimSkinDecoded to win sample kits.
- **Execution Channels:** Instagram, Youtube, Website
- **Expected Outcomes:**
 - Increase in engagement rate on Instagram and product pages.
 - conversion from quiz users (personalized bundles = better CTR).
 - More UGC via AR filter challenges.
 - Brand differentiation through tech-led skincare advice.



THANK YOU