

# STRATEGIC MARKETING PLAN FOR SANDAL ROSE FACE PACK

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## ABSTRACT

This marketing strategy outlines a comprehensive plan for launching and promoting the Rose Sandal Face Pack, a skincare product enriched with natural ingredients renowned for their rejuvenating properties. The strategy commences with a detailed market analysis, which includes identifying current skincare trends, analyzing competitor offerings, and defining the target demographic. Short-term and long-term marketing objectives are established to enhance brand visibility, drive sales, and ensure sustainable growth. The branding and positioning strategy emphasize the product's natural ingredients, positioning it as a high-quality skincare solution. Product development focuses on highlighting the unique features and benefits of the Rose Sandal Face Pack, while packaging design reflects the brand's commitment to elegance and sustainability. The pricing strategy aims to strike a balance between the product's value proposition and market competitiveness. Distribution channels encompass online platforms, beauty stores, and pharmacies, with a strong emphasis on effective channel management to optimize product availability and visibility. The promotional strategy integrates advertising campaigns, sales promotions, and public relations efforts to enhance brand image and stimulate sales. Digital marketing tactics leverage social media platforms and content marketing to engage customers and expand brand awareness. Evaluation and control measures involve monitoring key performance indicators and adjusting strategies to optimize marketing effectiveness. Overall, this marketing strategy aims to establish the Rose Sandal Face Pack as a leading skincare product, driving brand growth and achieving business objectives within the competitive skincare market.

## INTRODUCTION

The Sandal Rose Face Pack represents a premium skincare product crafted to deliver a luxurious and effective skincare regimen. Enriched with natural extracts of sandalwood and rose, this face pack offers a multitude of skin benefits. It is specifically formulated to deeply cleanse, hydrate, and rejuvenate the skin, leaving it feeling refreshed, radiant, and revitalized. The gentle yet potent ingredients synergistically soothe irritation, diminish inflammation, and promote a healthy, glowing complexion. Suitable for all skin types, the Sandal Rose Face Pack is an essential addition to any skincare routine, providing a pampering experience for those seeking indulgence and visible results. [3,4]

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**MATERIALS AND METHODS Ingredients:**

- 1 tablespoon of sandalwood powder
- 1 tablespoon of rose petal powder
- Rosewater (as needed to make a paste)
- Optional: A few drops of honey or yogurt

**Procedure:**

1. Prepare the Powders:
  - Measure 1 tablespoon each of sandalwood powder and rose petal powder.
  - If rose petal powder is not available, dry rose petals and grind them into a fine powder.
2. Mixing:
  - In a clean bowl, combine the sandalwood powder and rose petal powder.
  - Mix thoroughly to ensure an even distribution of ingredients.

**Market Analysis**

- Market Trends Recent years have witnessed a significant shift towards natural and organic skincare products among consumers. This trend is driven by a growing awareness of the potential benefits of using natural ingredients and a preference for products perceived as safer and more environmentally friendly. Natural and organic skincare products are increasingly favored by individuals seeking to minimize exposure to synthetic chemicals and embracing holistic skincare approaches. Key trends within this segment include the incorporation of botanical extracts, formulations based on plant-derived ingredients, and sustainable packaging solutions. Additionally, there is a rising demand for skincare products that offer comprehensive benefits such as hydration, anti-aging properties, and skin protection, reflecting consumers' preference for holistic skincare solutions. [10]

- Competitor Analysis In our assessment of the competitive landscape, we have identified several key competitors offering similar face packs within the natural skincare segment. These competitors range from well-established brands with strong market presence to emerging players with innovative formulations. Each competitor brings unique strengths and weaknesses to the market. Some excel in brand reputation and expansive distribution networks, while others differentiate themselves through novel formulations or niche market positioning. By thoroughly analyzing competitors' product offerings, marketing strategies, and customer feedback, we can glean valuable insights into industry trends, competitive dynamics, and potential opportunities for the Sandal Rose Face Pack. [11,12]

- Target Audience The primary demographic for the Sandal Rose Face Pack comprises individuals who prioritize skincare as an integral part of their self-care regimen. This demographic includes both men and women, predominantly aged between 25 and 45, who seek high-quality skincare products that deliver visible and lasting results. They are discerning consumers who value efficacy, authenticity, and sustainability in their skincare choices. Our target audience leads active lifestyles and demonstrates a concern for environmental sustainability and ethical sourcing practices. They are willing to invest in premium skincare products that offer holistic benefits and align with their values and preferences. Therefore, the Sandal Rose Face Pack is strategically positioned to resonate with this demographic by offering a luxurious, effective skincare solution crafted with natural ingredients and mindful formulation practices.

**Branding and Positioning**



Image No .01 Branding And Positioning

## Promotional Strategy



Image No.02 Promotional Strategy

## Sales Promotion



Image No. 03 Sales Promotion

1. Discounts Offer time-limited discounts or promotional pricing to incentivize purchases of the Sandal Rose Face Pack. This can include launch promotions, seasonal offers, or bundle deals to encourage initial trial and repeat purchases.
  2. Free Samples Implement a sampling program to distribute free samples of the Sandal Rose Face Pack. Providing consumers with firsthand experience increases confidence and likelihood of purchase.
  3. Gift with Purchase Enhance the purchase experience by offering a complimentary gift or bonus item with each Sandal Rose Face Pack purchase. This adds value and motivates consumers to take advantage of the promotional offer.
- **Public Relations**
    1. Media Relations Cultivate relationships with beauty and lifestyle journalists, editors, and influencers to secure media coverage for the Sandal Rose Face Pack. Utilize press releases, product launches, and media events to generate excitement and positive publicity.
    2. Product Reviews Engage beauty influencers, bloggers, and skincare enthusiasts by providing samples of the Sandal Rose Face Pack for honest reviews and testimonials. Positive feedback from credible sources enhances product credibility and boosts consumer trust.
    3. Skincare Influencers Collaborate with skincare influencers and experts to endorse the Sandal Rose Face Pack through sponsored content, reviews, and tutorials. These partnerships build brand credibility, expand reach, and drive engagement and sales.
- Implementing a comprehensive promotional strategy that includes advertising campaigns across multiple channels, strategic sales promotions, and effective public relations efforts will elevate brand visibility, drive sales growth, and foster a strong brand reputation.
- Digital Marketing
  - Social Media Strategy
    1. Content Creation Develop visually compelling and informative content for social media platforms like Instagram, Facebook, and TikTok. Highlight the Sandal Rose Face Pack's

natural ingredients, skincare benefits, and user testimonials through high-quality images, videos, and graphics.

2. **Storytelling** Utilize storytelling to establish an emotional connection with the audience, conveying the brand's values, mission, and dedication to natural skincare. Share user-generated content, testimonials, and behind-the-scenes glimpses to humanize the brand and foster community engagement.
3. **Interactive Campaigns** Launch interactive campaigns such as polls, quizzes, and challenges to encourage audience interaction and participation. This facilitates two-way communication, strengthens brand loyalty, and enhances visibility on social media platforms.

insights into industry trends, product positioning, and promotional strategies.

### CONCLUSION

In conclusion, the marketing strategy for the Sandal Rose Face Pack adopts a holistic approach to establish the product as a standout skincare solution in a competitive market. Emphasizing its natural ingredients, skincare benefits, and luxurious experience, this strategy is designed to resonate effectively with our target audience and drive substantial brand growth. Overall, the marketing strategy for the Sandal Rose Face Pack is positioned to leverage current skincare trends, fulfill the preferences of our target audience, and stimulate brand expansion in a competitive market. By highlighting its natural ingredients, effectiveness, and premium experience, the Sandal Rose Face Pack is poised to establish itself as a trusted and preferred option for consumers seeking top-tier skincare solutions.

### REFERENCES

1. Skincare Industry Reports Market research firms like Euromonitor International, Mintel, and IBISWorld often publish reports on the skincare industry, including market trends, consumer behavior, and competitive analysis.
2. Beauty Industry Publications Magazines and websites like Cosmetics Business, Beauty Packaging, and Global Cosmetic Industry regularly feature articles and insights on skincare trends, product development, and marketing strategies.
3. Academic Journals Journals such as the Journal of Marketing, Journal of Consumer Research, and Journal of Advertising may contain scholarly articles on marketing strategies, consumer behavior, and branding in the skincare and beauty industry.
4. Marketing Textbooks Textbooks on marketing management, brand management, and consumer behavior may provide theoretical frameworks and case studies relevant to developing marketing strategies for skincare products.
5. Company Reports and Websites Reviewing annual reports, press releases, and marketing materials from skincare companies and beauty brands can offer