



SOCIAL MEDIA CASE STUDY

Milagro Beauty



ABOUT THE BRAND

Established in 2018, Milagro Beauty emerged with a mission to fill the void in the Indian beauty market by introducing previously absent products. As a contemporary and prestigious beauty company in India, Milagro Beauty swiftly earned its reputation as one of the most innovative players in the beauty industry. A pivotal aspect of our success lies in our unwavering commitment to chemical-free, all-organic skincare products.

In a concise span, Milagro Beauty has become synonymous with high-quality skincare and makeup offerings. Their product range boasts 100% Ayurvedic formulations and holds the esteemed Ayush approval, guaranteeing a completely natural and guilt-free beauty experience for our valued customers.

They take immense pride in revolutionizing beauty standards with their dedication to authenticity and purity.

OBJECTIVES/TASK/BRIEF AT HAND

Our aim was to create content which is aesthetically pleasing and generates a buzz.

We have worked on multiple shoots to revamp their website content as well as have worked on creatives for their website / social media platforms.

Our goal for the brand was to maintain the aesthetics they have and also enhance the shoot content quality for them. By creating reels and videos the feed right now looks vibrant, young and beautiful.

STRATEGIES INVOLVED

The multifaceted strategy that we followed was to create an engaging, informative, fun and visually appealing social media experience that aligns with the brand's identity and values, ultimately fostering a loyal and engaged online community.

Our major focus is always on creating aesthetic content that is shareable and our strategy has been to incorporate information by showcasing them in a fun manner. By doing this, the brand has fostered its image in the minds of the younger audience and we have created such content that resonates with this strategy.

CAMPAIGN ACTIVATIONS

- Launch of All-Rounder Brush Set

A perfect kit for all makeup lovers features 4 essential brushes and 1 versatile sponge, crafted to give you a flawless finish every time.

This was their biggest launch which was shot & executed by Team CBC.

We had divided this into 3 phases – Pre Buzz, Launch & Sustenance and had executed it brilliantly via social media.

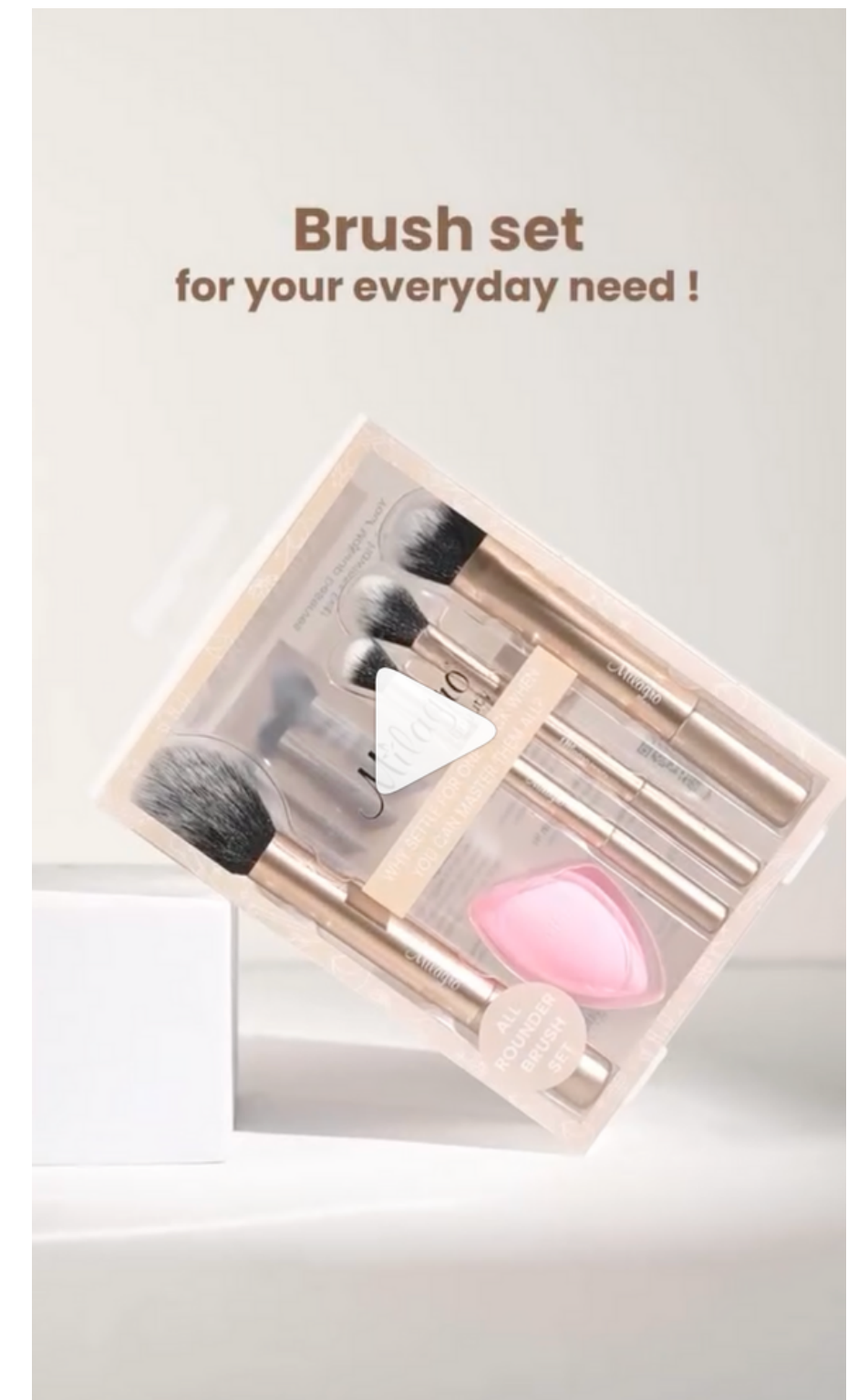
CAMPAIGN AMPLIFICATION (OFFLINE, INFLUENCERS, COLLABORATIONS, GIVEAWAYS ETC)

For this campaign, we have collaborated with multiple influencers, both Micro & Macro to increase the engagement.

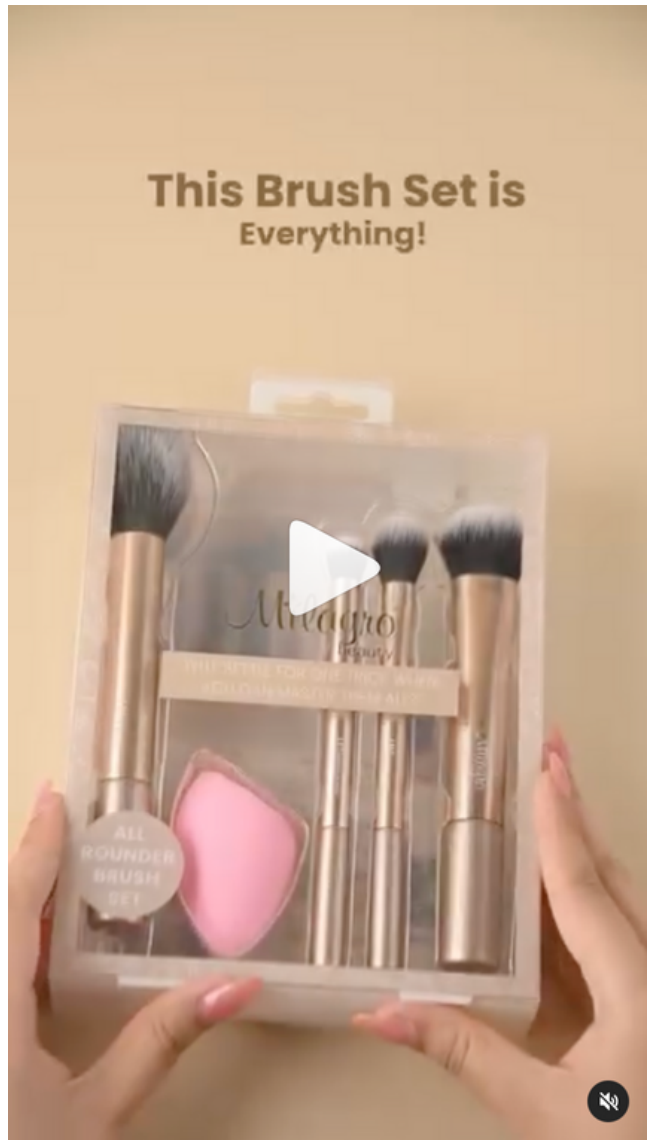
By doing multiple application videos, routines, ASMR, texture videos & engagement centric reels, we have highlighted the new launch in the best way possible.

BRAND FILM OR ANY MAJOR PRODUCTION (IF APPLICABLE)

All Rounder Brush Set



BEST PERFORMING POSTS



Reach	Impressions
4,659	6,7900



Reach	Impressions
5,319	3,400



Reach	Impressions
1,1174,038	1,186,715

RESULTS/STATISTICS

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Views

i

Previous Month ▾

Sep 1 - Sep 30

9,111,734
Views
97.2% from ads



Accounts reached 4,421,223
+13.9%

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Interactions

i

Previous Month ▾

Sep 1 - Sep 30

28,558
Interactions
91.3% from ads



Accounts engaged 25,330

Profile activity <i>i</i>	82,243
vs Aug 1 - Aug 31	+1.8%
Profile visits	71,069
	+0.7%
External link taps	11,174
	+9.2%

RESULTS/STATISTICS



Analysis: The page performance and follower growth has improved drastically by posting UGC content and aesthetically pleasing content.

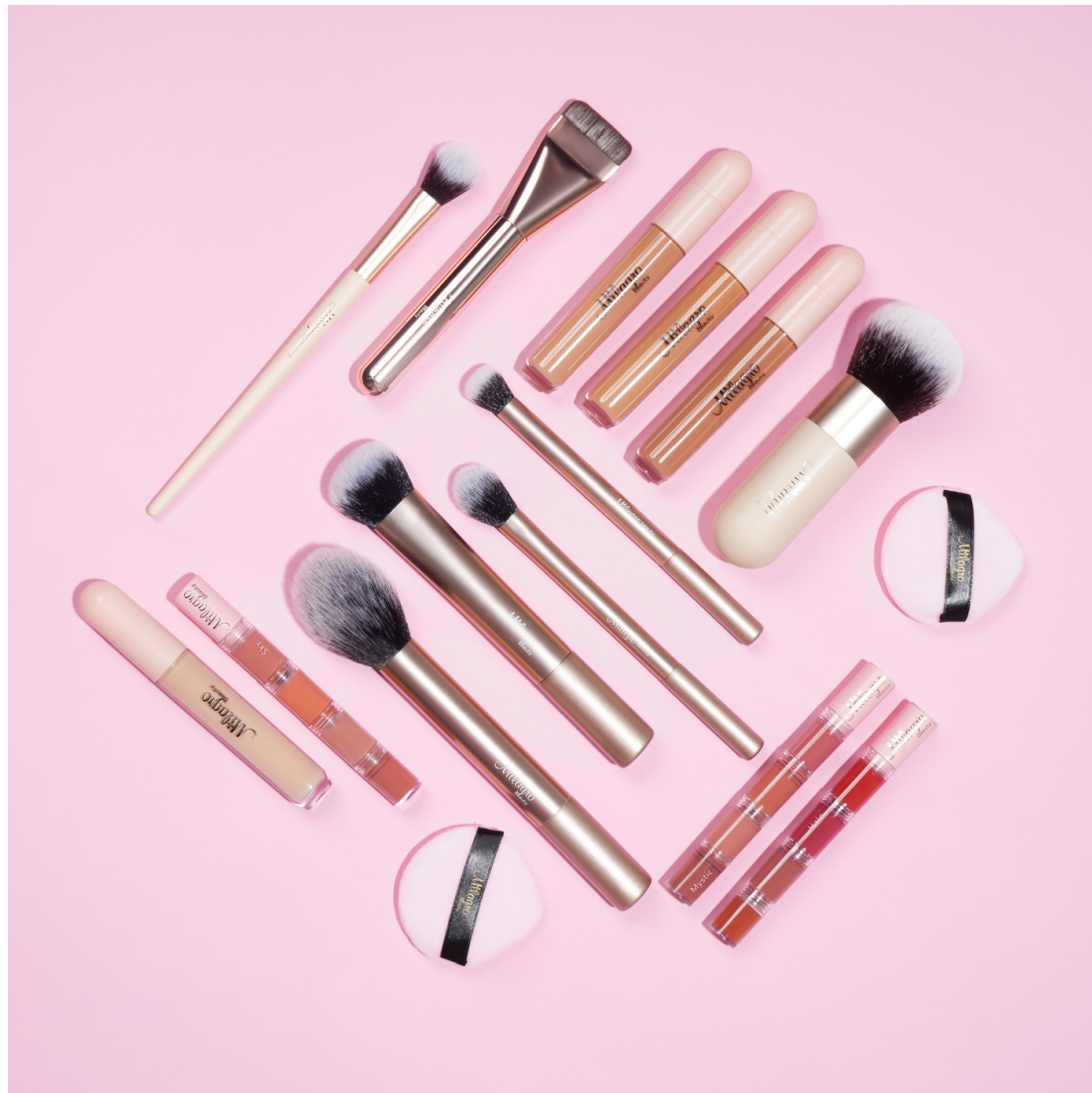
Follower Growth



CONTENT CREATION

SHOOTS + CREATIVES + VIDEOS

SHOOTS



CREATIVES

ADD TO *Cart*



The **All Rounder Brush Set** is here!



Orange Corrector

Café

Latte

Sand

Natural beige

Rose beige

Light neutral



• Master Face Blush 15

• Setting Powder Brush 16

• Plush Crease Brush 17

• Fluffy Blush Brush 14

• Silk Sponge

REELS





THANK YOU