



## Using Digital Marketing Strategies to Promote Eco-friendly Cosmetic Products: A Comparative Review

Dr. Rashmi Kumari<sup>1</sup>

### Abstract

The rise of online media and influencer culture has rapidly expanded the beauty and cosmetics sector. Marketers now have a lot more opportunities to interact with consumers in the digital age. Additionally, customers' attention spans have greatly decreased in modern times. It is challenging to hold a customer's interest when customers can easily skip advertisements. Digital media has become an effective tool for firms looking to reach their target market, advertise their products and services, and accomplish their marketing objectives. Marketers need to use smart strategies to draw in and hold consumers' interest. Digital platforms give advertisers huge potential to reach and influence a substantial audience through interactive features. The researcher has done content analyses of three eco-friendly brands, i.e., WOW Skin Science, SUGAR Cosmetics, and Mamaearth, and comparative analyses of digital marketing strategies for promoting the mentioned brands.

**Keywords:** Digital Marketing, Eco-friendly Brands, WOW Skin Science, SUGAR Cosmetics and Mamaearth.

---

<sup>1</sup>Assistant Professor, Department of Mass Communication, Karim City College, Jamshedpur, Jharkhand. Email: krashmi2004@gmail.com, Contact No. 8445928227