

A Digital Analysis of the Indian Brand “Just Herbs”

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Abstract: *Just Herbs is a collection of honest, customized, and organic products for hair and skin. They are manufactured from wild crafted and organic herbs gathered from all across India. The term "Just Herbs" represents the simplicity and purity that the company promotes. Just Herbs provides an official Indian e-store. It is believed in multi-channel marketing and it includes diverse inclusion of budget across channels such as Google Ads and social media. A comprehensive analysis of Just Herbs' current digital marketing strategy across various channels. Identification of keyword strategies, Just Herb's Website's SEO strategies, Keyword bidding and Google ads, social media strategy, and email marketing is covered in this research paper. Keyword research and competitive intelligence tool SPYFU and Screaming Frog as they specialize in competitor analysis, providing insights into their organic and paid search strategies.*

Keywords: Digital Marketing, SEO Strategies, Search Engine Marketing, Keyword Bid, Social Media Strategies

1. Introduction

Dr. Neena Chopra launched the international personal care and cosmetics company JUST HERBS in India. These days, the cosmetics market is flooded with goods that combine a variety of synthetic chemicals and chemical substances. On the other side, JUST HERBS provides a luxurious selection of custom, completely organic ayurvedic skin care products that are made from plants with medicinal powers. The term "Just Herbs" represents the simplicity and purity that the company promotes. It was founded in 2013 with the intention of developing a brand that represents luxury as well as helping to create a more inclusive, open, and healthy environment for beauty.

Problem Statement

The purpose of this study is to evaluate the performance of Just Herbs' present digital marketing strategy using a variety of platforms, such as influencer marketing, content marketing, social media, and websites.

2. Literature Review

The discipline of digital marketing is becoming more and more fragmented; the growth of several research subfields is impeding the body of knowledge. Given that the Internet has evolved over the course of 50 years, its fundamental complexity seems to be rationally linked to this fragmentation (Busca). Any marketing initiative that makes use of an electronic device or the internet is referred to as digital marketing. Enterprises utilise digital platforms like search engines, social media, email, and their websites to establish connections with both present and potential clientele. You may also refer to this as "web marketing," "internet marketing," or "online marketing." Utilising a variety of digital strategies and platforms to engage with clients where they spend a significant portion of their time—online—is what is known as digital marketing. From website to business's online branding assets - digital advertising, email marketing, online brochures. (Desai).

Rethinking digital marketing techniques is necessary for businesses due to shifts in consumer behaviour. Most of the related research being done now is more customer-focused than company-focused. This study addresses this weakness by using a firm-perspective, which helps to explain the advantages and disadvantages of social media usage and

digital marketing. By enabling businesses to use cutting-edge communication strategies and collaborate with clients on content creation, the second wave of Internet-based applications improves marketing initiatives. If the majority of consumers use social media, businesses ought to do the same. Marketers used to use informational websites, radio, television, direct marketing, telemarketing, and email blasts. (Maria Teresa Pinheiro Melo Borges Tiago). The World

In order to reach a large number of people quickly, marketing messages were presented through page views and advertising on the World Wide Web.

Social media is a creative concept with a fantastic opportunity and further room for development. Many organisations are using social media to improve their processes as a result of its progress. We can communicate or advertise more effectively when we use social networking. Similar to this, people can acquire all of their daily news from social networking sites and no longer need to rely on the media or TV. People can track or get information from all across the world (Akram).

Consumer expectations and the modern business environment dominate. People like to view product recommendations, reviews from Google search results, or website content before making a purchase.

To keep up with the times, it's critical to find out what other people think of us. Businessmen must actively engage in relevant communities and communicate with social media to manage their online reputations in order to connect and influence the people.

It was projected that 639 million Indians will be active internet users by December 2020. Mobile internet users make up the bulk of internet users in India. The sustained use of 4G in India contributed to a 47% rise in overall data traffic in 2019. 4G made up 96% of the total.

Customers should be drawn to the brands' main objective, which is to increase sales. Although it can take many different forms, one of the most valuable approaches is using digital influencers. The reason for this is that clients are more closely connected to digital influencers. It is very difficult to expect from any other brand promoter that bloggers and YouTubers, for example, will have the trust of their fans.

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The ultimate goal of this kind of strategy is to persuade those followers to buy their goods and stick with the businesses. The word "influencer" has just recently become popular in marketing literature. As of now, there isn't a single theoretical meaning for the term influencer.

As per Brown and Hayes (2018), Influencer marketing is the practice of an outsider influencing consumers' purchasing decisions. Influencer marketing concentrates on influencers who have a mass following on social media to reach the targeted demographic in order to promote the products or services of a company (Smart Insights, 2017). According to Connick (2020), influencers are more trustworthy by customers than other internet sources. Using ad blockers, consumers make every effort to avoid adverts. Influencer marketing is regarded as more engaging and non-intrusive in this situation compared to standard web ads such as pop-ups and banners. Influencers on digital platforms have become trustworthy and dependable sources (Freberg et al., 2011).

Influencer marketing is becoming more and more popular due to its higher return on investment, more reliable content, improved engagement with the target audience, and almost instantaneous customer replies. Influencer marketing is a very new concept, and there hasn't been a single scholarly definition of it (Johansen & Guldvik, 2017), particularly when it comes to India. Instagram has over 6 million influencers on its platform presently, compared to just 1,000 influencers in India at one point in time (Economic Times, May 24, 2018). Worldwide, there are an estimated 44 million influencers.

Rowley (2008) defines content marketing as a management process in which a business uses digital content supplied through electronic channels to detect, analyse, and meet client demand in order to generate a profit. (Rahimnia & Hassanzadeh, 2013). Rowley, J. (2008).

In the market, companies and customers depend on one another. Businesses must and want to carry out marketing initiatives to meet customer demands. Customers ask for accurate and helpful information in this information-driven era to help them make decisions. Disseminating insightful content to the intended audience is the art and science of content marketing. Consumers are knowledgeable and astute nowadays. They are aware of their rights to decide what information they get, how it is presented, and whether or not to believe what they read (Hipwell & Reeves, 2013).

Email marketing has gained the attention of various marketing researchers, authors, and companies in the past fifteen years. Technology and marketing techniques have advanced dramatically to provide members with the best value. To enhance the subscriber experience and boost revenue, numerous methods and tests have been carried out. Email marketing software is designed and optimised to provide marketers with access to crucial data while simultaneously sending large volumes of emails to subscribers.

Marketers may now effortlessly monitor and enhance their campaign by utilising subscribers' past activity records.

Search Engine Optimisation is known as SEO. It is the practice of making a website more visible for pertinent keywords on search engine results pages (SERPs). Increased organic traffic as a result raises the possibility of additional leads, sales, and brand awareness.

Research Objectives:

- 1) Analyze the reach and engagement of Just Herbs' social media presence across different platforms.
- 2) Analyze the keyword word strategies including Just Herb's Website's SEO strategies. By using SPYFU.
- 3) Evaluate the effectiveness of Just Herbs' website using SCREAMING FROG which is a website audit tool.
- 4) Analysis of campaign metrics, such as delivery rate, click rate, open rate, and income generation per campaign.
- 5) Assess the impact of Just Herbs' content marketing strategy, including blog posts, articles, and videos.
- 6) Evaluate Just Herbs' influencer marketing campaigns, including Email marketing.

Research Gap:

Understanding Just Herbs' current digital marketing strategy across various channels. Identification of aspects such as keyword strategies, JustHerb's Website's SEO strategies, Keyword bidding and Google ads, social media strategy, and email marketing.

3. Methodology

- Website analytics is analyzing website traffic data to understand user behavior and identify conversion opportunities.
- Content analysis is analyzing Just Herbs' website content and social media posts to assess effectiveness of the brand.

The Customer Perception of JUST HERBS as a Brand:

"one-size-fits-all" way to everything that is consumed is no longer acceptable to the Indian millennial customer. Everything is personalised, on-demand, and carefully chosen to meet their individual demands. The same is true of beauty. Today's influencers, who has a base of loyal fans and followers, establish trends especially in beauty has been on mostly all social media platforms. Due to this trend, a new brand has developed an honest following of conscientious customers throughout India. Introducing Just Herbs, an award winning and PETA-certified Ayurvedic beauty firm with a passionate following that decides practically everything, including the product names, packaging, and formulas.

Here is an example to use as a guide: On the brand's Instagram and Facebook pages, thousands of women gathered in 2017 to vote on the shades of their natural BB cream. It is known as the "Herb-enriched The Skin Tint". Currently, they are crowd sourced for the first makeup remover in India, and there is a lengthy list of goods that users want the company to focus on next. According to the CEO of Just Herbs, it is said that their preference is for authenticity as a brand. This tendency is firmly known, which stands for Safety, transparency, and Effectiveness. The company targets metropolitan women who are very

concerned about their health and carefully examine the information on a product's label. Products from JustHerbs don't include things like sulphates, parabens, bleaching chemicals, etc. All the components used in the goods are selected from their natural habitats, and the formulas are produced by hand using materials obtained through wild crafting.

Keyword strategies of JUST HERBS:

Choosing the appropriate key phrases is one of the most crucial aspects of SEO for herbal items. In order to obtain information that is pertinent to their question, people conduct searches for certain key phrases. Having stated that, must research the ideal keywords to incorporate into your site if you want it to showup in relevant search results. It is possible to locate the relevant phrases using a variety of keyword research tools. Consider long- tail keywords when looking for pertinent keywords. These lengthier keywords should be the main emphasis because they will bring in more targeted visitors to your website. People that use these lengthy search terms are usually ready to make a purchase

and have a clear understanding of what they're looking for. As per the information from Spyfu, we can see the key words are bid for a certain amount. As per the organic click rates according the volume is mentioned.

When ranking the pages, Google also considers how quickly the site loads. A sluggish page is unlikely to score highly in search because consumers don't like to wait for slow-loading pages, and Google takes user experience into account when ranking pages. By entering the URL into Google PageSpeed Insights, it's possible to examine the load time of your website. Google will then inform the site's current load time and offer recommendations for improvement.

4. Analysis

Just Herb's Website's SEO strategies:

The source code, and the meta description is mentioned as well the canonical.

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67
68
69
70
71 <meta name="description" content="Just Herbs - An Official Indian e-store for herbal, organic & ayurvedic cosmetic & beauty products for skincare, hair, bath
72
73 <link rel="canonical" href="https://www.justherbs.in/">
74 <link href="https://static.boostertheme.co" rel="preconnect" crossorigin>
75 <link rel="dns-prefetch" href="//static.boostertheme.co">
76 <link href="https://theme.boostertheme.com" rel="preconnect" crossorigin>
77 <link rel="dns-prefetch" href="//theme.boostertheme.com">
78 <link rel="stylesheet" href="https://www.w3schools.com/w3css/4/w3.css">
79 <meta charset="utf-8">
80 <meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
81 <meta name="viewport" content="width=device-width,initial-scale=1,shrink-to-fit=no">
82 <link href="//www.justherbs.in/cdn/shop/t/193/assets/drawer.css?v=24517388987378673971688190914" rel="stylesheet" type="text/css" media="all" />
83 <link href="//www.justherbs.in/cdn/shop/t/193/assets/slick.css?v=98348474046176884051644992638" rel="stylesheet" type="text/css" media="all" />
84 <link href="//www.justherbs.in/cdn/shop/t/193/assets/slick-theme.css?v=11566387799569418871644992632" rel="stylesheet" type="text/css" media="all" />
85
86
87
88 <link rel="apple-touch-icon" sizes="180x180" href="//www.justherbs.in/cdn/shop/files/favicon_180x180_crop_center.webp?v=1657193800">
89 <link rel="icon" type="image/png" sizes="32x32" href="//www.justherbs.in/cdn/shop/files/favicon_32x32_crop_center.webp?v=1657193800">
90 <link rel="icon" type="image/png" sizes="16x16" href="//www.justherbs.in/cdn/shop/files/favicon_16x16_crop_center.webp?v=1657193800">
91 <link rel="manifest" href="//www.justherbs.in/cdn/shop/t/193/assets/site.webmanifest?v=2274075397352174601657193800">
92 <meta name="msapplication-TileColor" content="">
93 <meta name="theme-color" content="">
94
95
96 <script>window.nfecShopVersion = '1672873522';window.nfecJsVersion = '449394';window.nfecCVersion = 61097</script>
97 <script>window.performance.mark && window.performance.mark('shopify.content_for_header.start');</script><meta id="shopify-digital-wallet" name="sl
98 <script>
99 (function) {
100 var create = ["https://cdn.shopify.com/shopifycloud/shopify-wallet/assets/main.js?start=K009011f0364b4d73_4", "https://cdn.shopify.com/shopifycloud/shopify-w

```

The original, legible instructions that programmers write to generate software programmes are called source code. It consists of a collection of declarations, functions, and other parts that specify how the programme must work.

A text snippet that you include in the HTML code of your website is called a meta description. It shows up beneath the title of your page on search engine results pages (SERPs) and summarises the content of your website. Its primary goal is to give a brief description of the page's content.

The term "canonical URL" describes the preferable version of a webpage among several URLs that have the same or nearly identical content. It specifies the version you want search engines to index and take into account when determining a page's ranking.

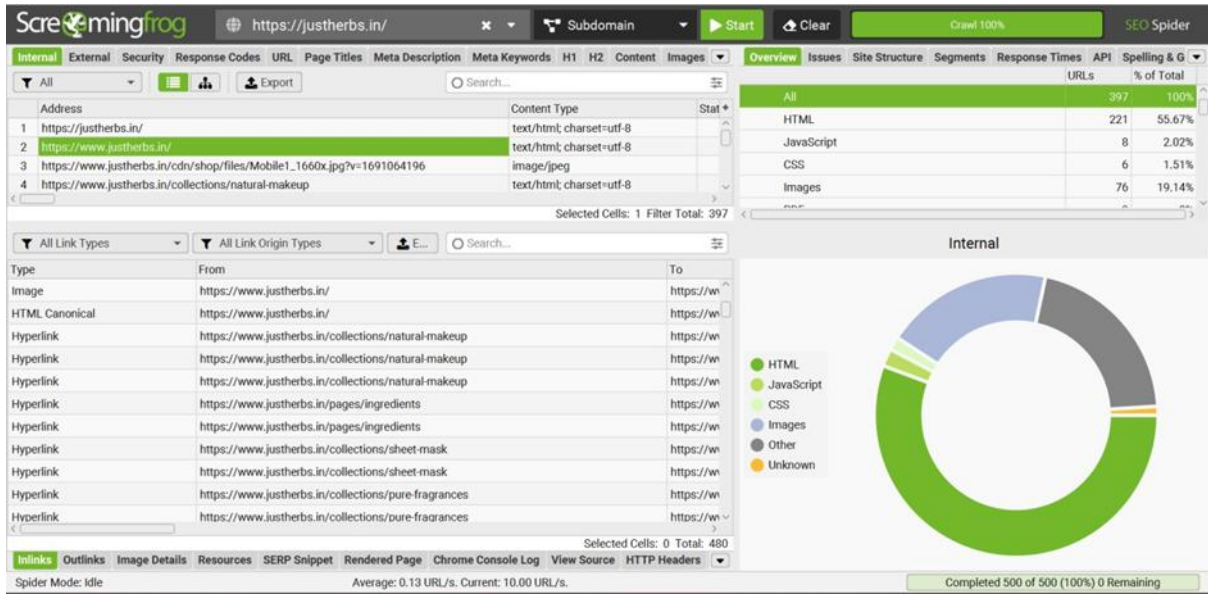
Just Herbs - An Official Indian e-store for herbal, organic & ayurvedic cosmetic & beauty products for skincare, hair, bath & body.

By checking for typical SEO problems, the Screaming Frog SEO Spider is a website crawler that aids in onsite SEO improvement. Investing in a website can be costly. To make sure you're getting the best return on your investment,

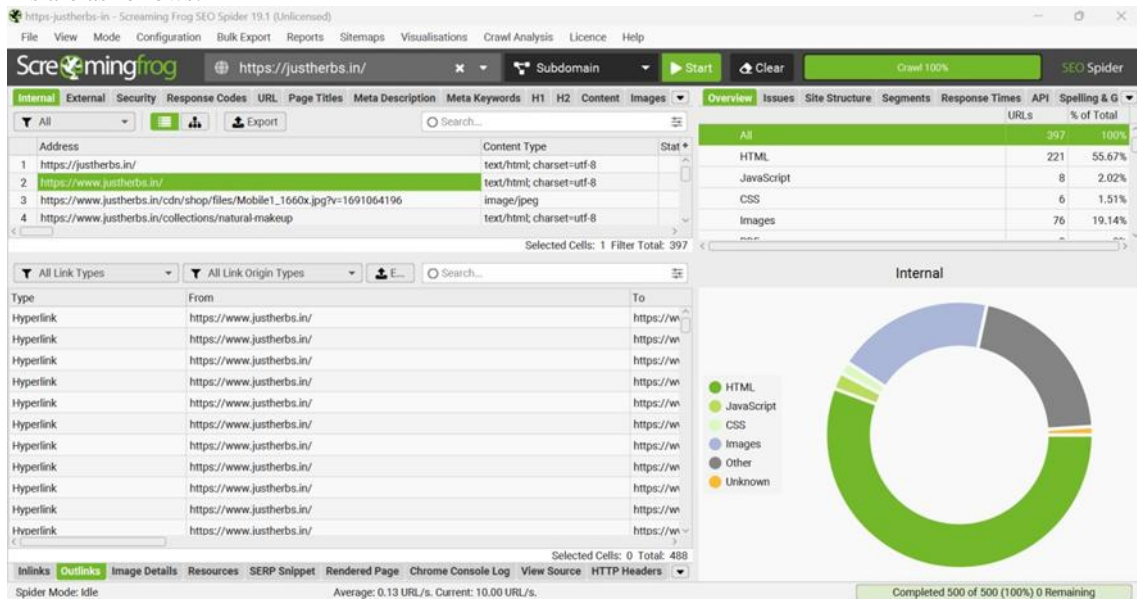
regular audits are helpful. They help you find areas where modifications can lead to improved traffic, engagement, and conversions. In the end, it increases your return on investment.

As the link is updated, the data below is derived from Screaming Frog. Screaming Frog assists in locating the inlinks to the Just Herbs website. One of the main ways that search engines find and rank the material on a website is through internal linking, or links between pages on the same website.

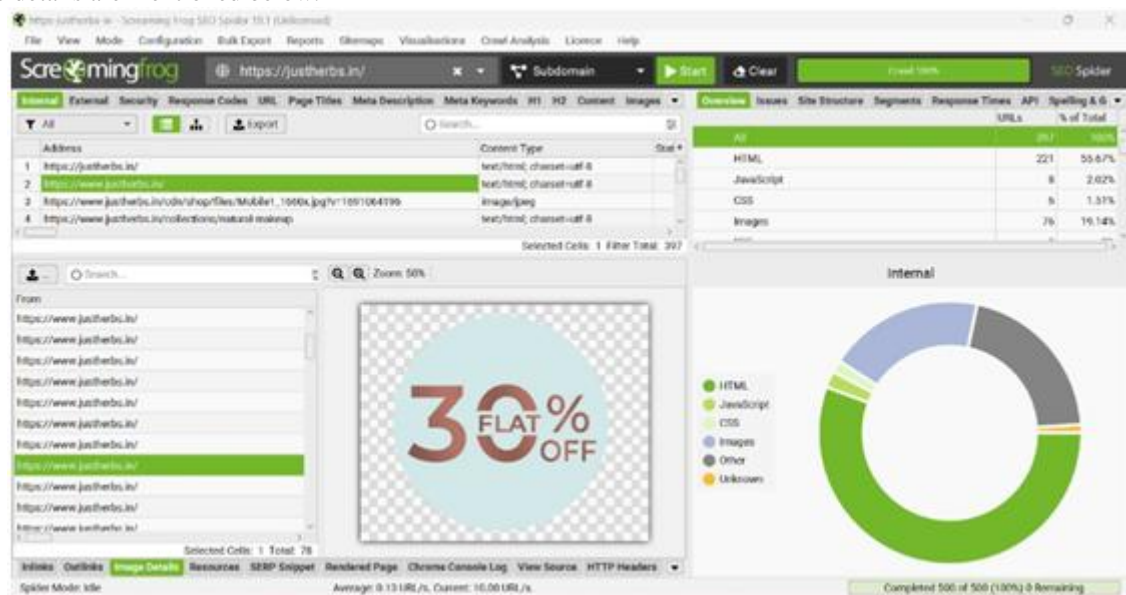
The audit of Inlinks, Outlinks, images, Meta Description, and headings play a major role in SEO ranking. Hence its important to conduct a website audit for a better understanding of the website.



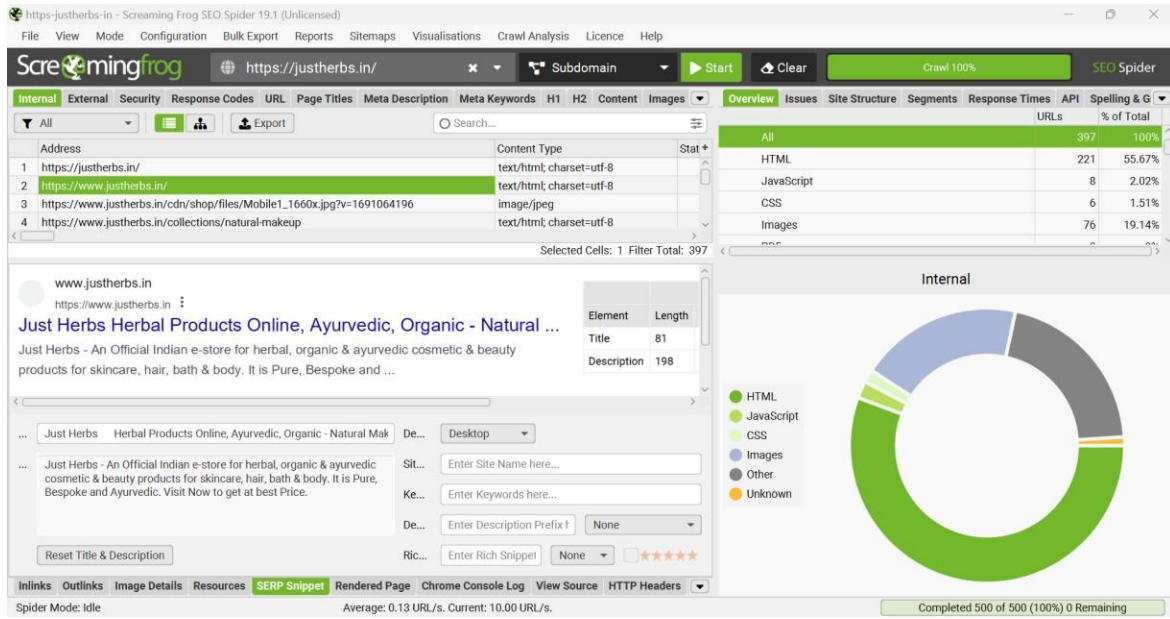
The out links are as follows:



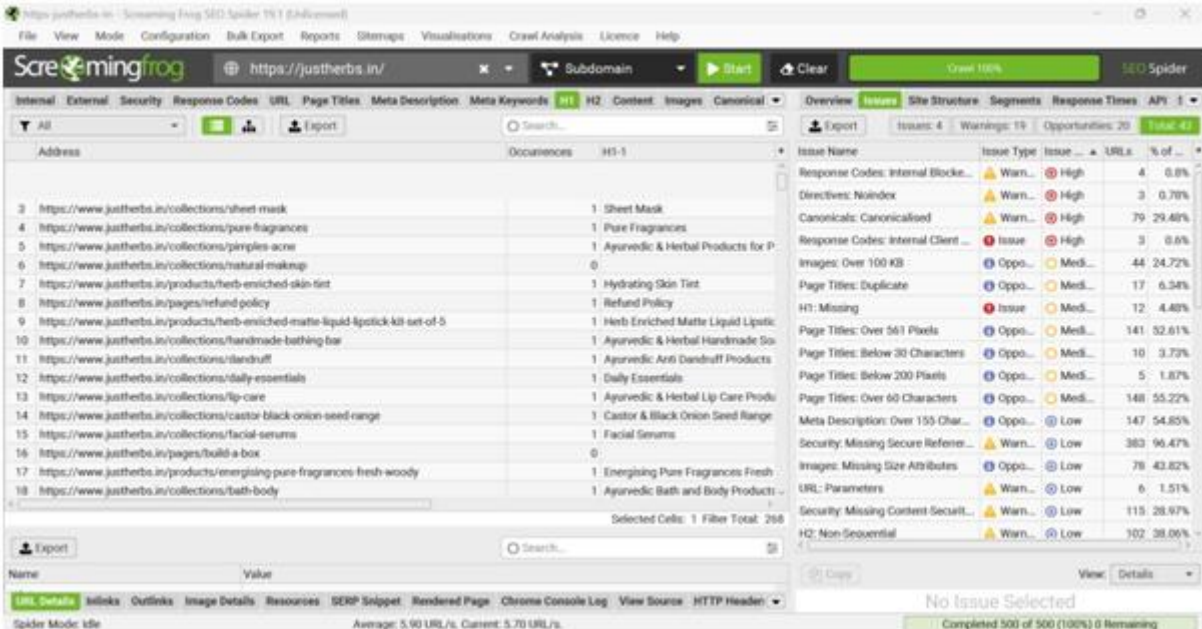
The image details are mentioned below.



The SERP Snippet is as follows:



H1 is heading 1 which is seen below. They keywords are used in the heading accordingly.



Issues: 4 Warnings: 19 Opportunities: 20 Total: 43

Issue Name	Issue Type	Issue ...	URLs	% of ...
Response Codes: Internal Blocke...	Warn...	High	4	0.8%
Directives: Noindex	Warn...	High	3	0.78%
Canonicals: Canonicalised	Warn...	High	79	29.48%
Response Codes: Internal Client ...	Issue	High	3	0.6%
Images: Over 100 KB	Oppo...	Medi...	44	24.72%
Page Titles: Duplicate	Oppo...	Medi...	17	6.34%
H1: Missing	Issue	Medi...	12	4.48%
Page Titles: Over 561 Pixels	Oppo...	Medi...	141	52.61%
Page Titles: Below 30 Characters	Oppo...	Medi...	10	3.73%
Page Titles: Below 200 Pixels	Oppo...	Medi...	5	1.87%
Page Titles: Over 60 Characters	Oppo...	Medi...	148	55.22%
Meta Description: Over 155 Char...	Oppo...	Low	147	54.85%
Security: Missing Secure Referrer...	Warn...	Low	383	96.47%
Images: Missing Size Attributes	Oppo...	Low	78	43.82%
URL: Parameters	Warn...	Low	6	1.51%
Security: Missing Content Securit...	Warn...	Low	115	28.97%
H2: Non-Sequential	Warn...	Low	102	38.06%

Just Herb's Notify Visitors:

In order to obtain precise campaign metrics, such as delivery rate, click rate, open rate, income generation per campaign, etc., JUST HERBS utilized the services of NotifyVisitors. The company made adjustments to its marketing strategy to better sell its products and timely inform leads about the company by using such in-depth analytics to assess the success of its campaigns. This boosted consumer return rates, decreased cart abandonment rates, and increased brand exposure. The company used the Notify Visitors journey planner functionality to target consumers with relevant, funnel-based marketing through SMS, email, and push notifications on the web.

After evaluating a wide range of marketing automation technologies, JUST HERBS ultimately chose to employ Notify Visitors to power their user engagement and client retention efforts. The teams at JUST HERBS and Notify Visitors worked together to exactly pinpoint the problems the brand was experiencing. They ultimately came to the conclusion that having comprehensive campaign analytics, reliable statistics, and thorough user data was the best way to resolve their situation.

The campaign's data was carefully collected and structured. The brand was given access to comprehensive analytics for all campaigns inside the trips, including click rate, open rate, click through rate, etc. In order to prevent data duplication, each new user's information that was received was also given a special user id that was automatically produced by the programme. When the user returned to the website, his or her allocated unique id stayed the same, and all of the actions they took on various devices were recorded under it.

The brand's main problem, the absence of specific campaign statistics, historically hampered its attempts to accurately

assess the efficacy of campaigns and, as a result, to promptly modify marketing tactics to better sell its products and to timely inform its leads. In the end, this had a negative impact on brand recognition, increased cart abandonment, decreased signups, and decreased sales.

The non-availability of the notification via push service was a basic problem that JUST HERBS also had to deal with. Therefore, if a brand doesn't have accessibility to the push notification service, it is severely disadvantaged from a marketing perspective.

When Notify Visitors revamped JUST HERBS' campaign advertising approach, the brand's client base and income both saw exceptional growth.

Furthermore, JUST HERBS was able to easily implement the aforementioned cross-channel journeys because of reliable campaign statistics, organised consumer data, and the capacity to customise push as well as email alerts. JUST HERBS' choice to use the marketing automation platform Notify Visitors to drive their advertising efforts produced noteworthy outcomes:

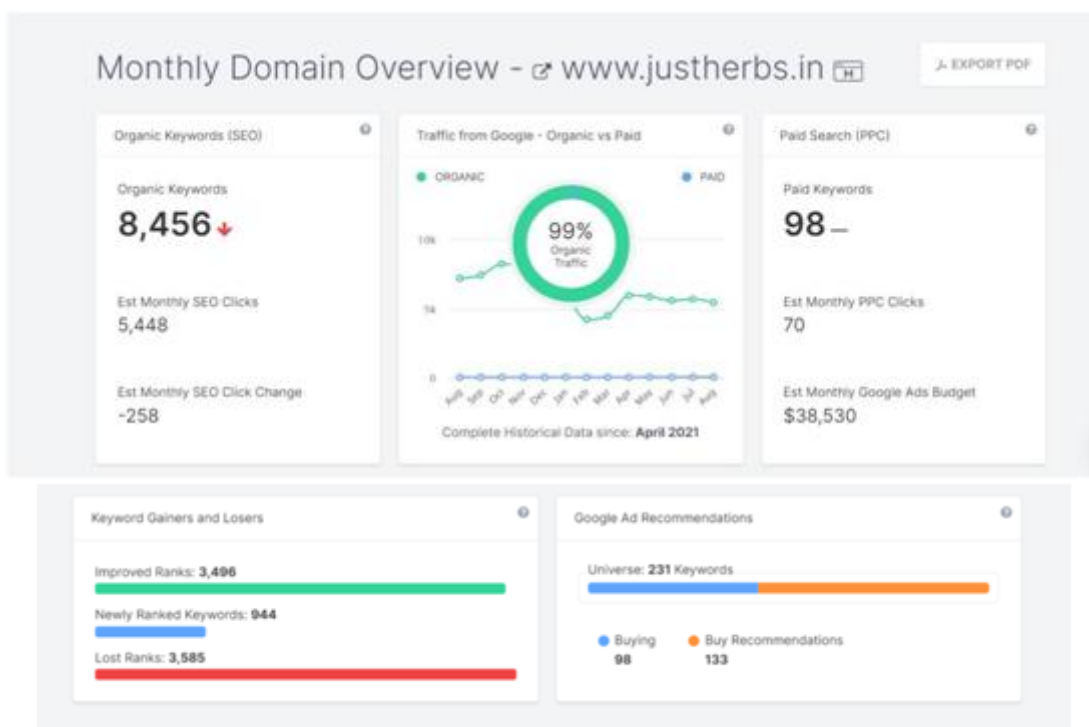
The consumer base of JUST HERBS increased by 100%. Campaigns contributed 25% of the brand's sales.

The brand's online push broadcast efforts had a 55% delivery rate. The brand's automated email marketing saw a 200% rise in open rates.

Keyword bidding and Googleads:

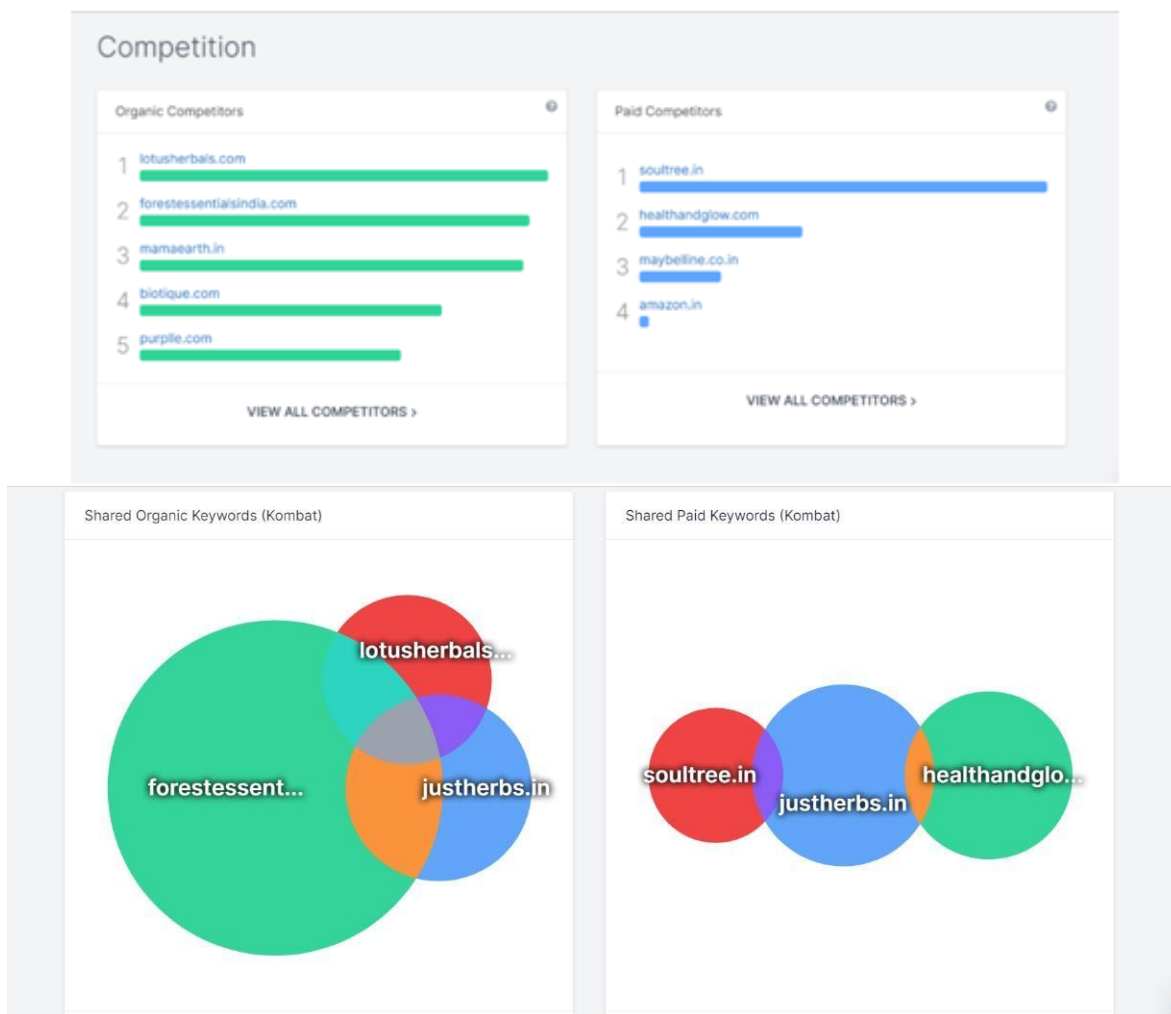
As per Spyfu, the information is mentioned below:

They have 99% of organic traffic as of now.



The Googleads suggestions are universal in 231.

Then there are organic competitors as well as paid competitors. The keyword gainers and losers are mentioned as well as the improved ranks, new ranks and lost ranks.



Here in the core keywords we can see they have used short tailed key words as well as long tailed keywords. The volume with CPC is mentioned. As per the keyword they are 78% of organic clicks on the keyword beauty products.

Core Keywords

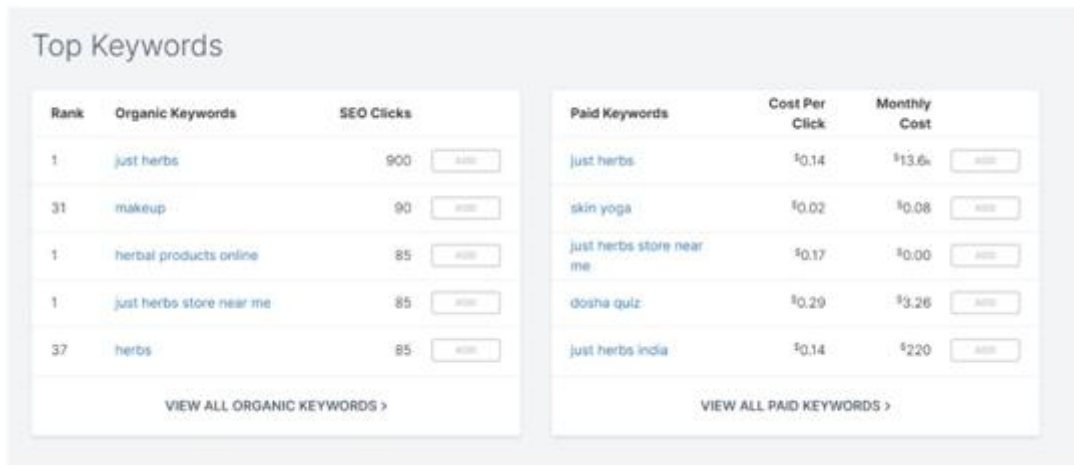
Keywords every domain ranks on

Segment: Core Keywords

Keywords: 2,340 Est Search Volume: 64.6k

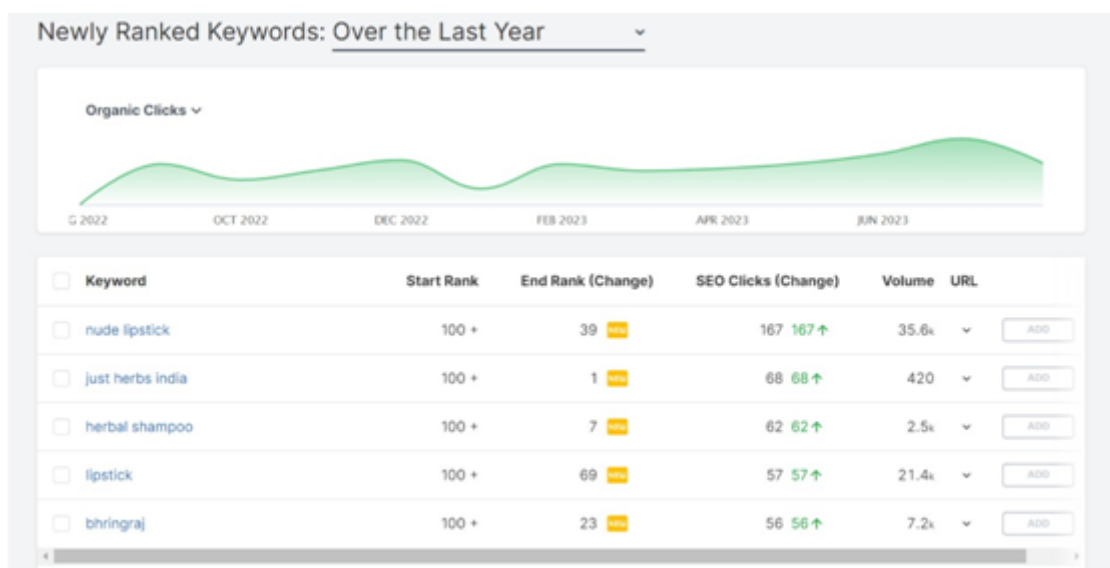
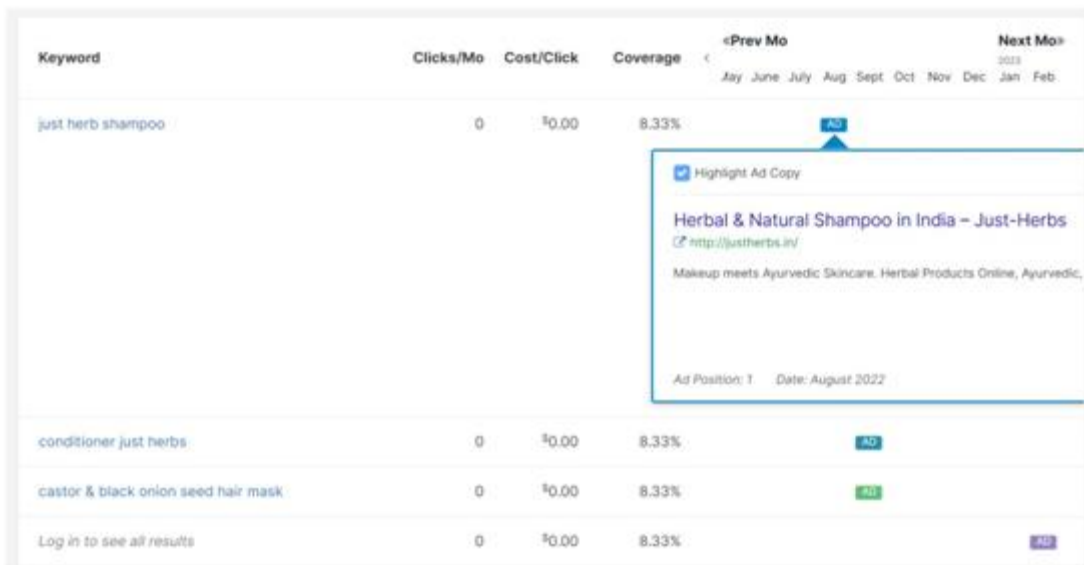
Keyword	Volume	KD	CPC (B)	Organic Clicks
beauty products	6.3k	66	\$0.12	78.2%
how to remove tan	4.5k	15	\$0.17	100%
makeup products	2.9k	22	\$0.04	86.1%
ubtan	2.1k	17	\$0.10	91.5%
sun tan	1.2k	35	\$0.10	-

Here in the core keywords we can see they have used keywords which is short tailed as well as long tail.



Here in the organic keywords we can see they have used keywords which is short tailed as well as long tail. The organic SEO clicks are mentioned in the above snippet.

As well the same goes for paid keywords, where just herbs have bid for keywords are short tailed as well as long tailed. They cost per click as well as monthly cost.



They say they believe in multi-channel marketing and it includes diverse inclusion of budget across channels such as Google Ads, Social media. This includes Facebook Ads,

InstagramAds and many more.

Social Media Strategy

Currently, Just Herbs offers products for hair care, cosmetics, and skincare. The only thing that sets apart a beauty company in a world when all individuals have access to the same talent pool, financiers, and social media are the products themselves. The company is cruelty-free and only employs natural, ECOCERT-approved, and certified organic substances that are derived from natural ecosystems. The company's best-selling items, which include the Kimsukadi Facial Oil, Elixir Facial The serum with Gotukola and Indian Ginseng, 8-in-1Amla Neem Shampoo, and Herb Enriched Lip and Cheek Tints, account for close to 80% of its income.

Three of the brand's top ten items, including the Shirolepam hair mask, Ayurvedic lipsticks, and Skin Tints, were crowd sourced, according to the creators. The company encourages consumers, people on social media, celebrities, and beauty writers to try samples of their crowd sourced goods and provide input that is included into the formulation. To decide on new items, a Facebook community of over 3,000 loyal consumers is used; debate inside this network led to the decision to enter the beauty market.



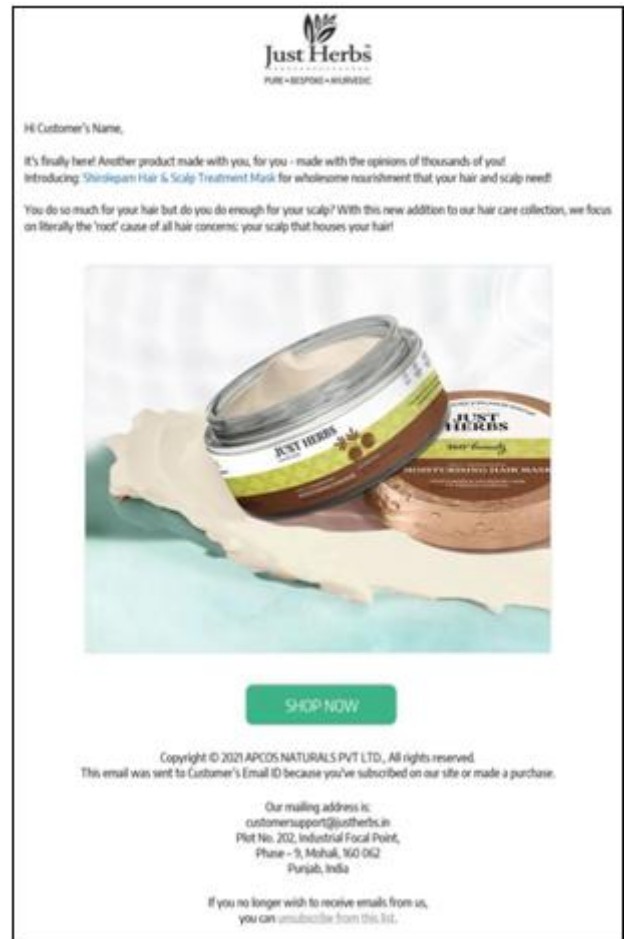
A customer being a part of their crowdsourcing campaign.

OTHER DIGITAL MARKETING STRATEGIES LIKE EMAIL MARKETING:

They are a part of messaging as well as email marketing, the examples are mentioned below.



There is also a form at attached below as per their email marketing strategy.



Brand Campaign:

With the debut of its "Pure Fragrance" line, luxury ayurveda beauty brand Just Herbs reveals its entry into the fragrance market. To promote the most recent launch, Just Herbs also launched its #NOSEtalgia campaign, which consists of a series of comedic videos featuring odd ball characters that show how scents leave a lasting mark before you even try to choose one.

The Just Herbs campaign has chosen to make it straight forward, concise, and to the point, which is a different approach from what customers are often familiar with in fragrance advertisements. Just Herbs' innovative approach to scent marketing, which has received over 250K viewers in a mere 48 hours, departs from the conventional strategy of sexualizing the usage of fragrances.

They also hold to a closer connection demonstrating the influencer's increased dedication to the company, which is evident in their videos. They often promote the items, which helps them establish credibility for the brand.

Crowd sourcing and Honest Evaluations are conducted in-person interviews with the consumers during this activity to gain their honest opinions on the company and the items they have utilised.

5. Conclusion

JUST HERBS provides a luxurious selection of custom, completely organic ayurvedic skincare products that are

made from plants with medicinal powers. It is a collection of pure, customized, and Organic products for hair and skin manufactured from wild crafted and certified organic herbs gathered from all across India. Then there are organic competitors as well as paid competitors. The keyword gainers and losers are mentioned as well as the improved ranks, new ranks and lost ranks. The term "Just Herbs" represents the simplicity and purity that the company promotes. They say they believe in multi-channel marketing and it includes diverse inclusion of budget across channels such as GoogleAds, Social media. This includes FacebookAds, InstagramAds and many more.

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