

To create a **marketing plan for the "Kiko Milano" brand**, it's essential to develop an integrated strategy that covers multiple aspects such as the target market, marketing channels, and budget. Here is the proposed marketing plan translated into English: ### 1. **Market and Competitor Analysis (Market Analysis):** – **Target Market Analysis:** – The target audience for "Kiko Milano" includes young to adult demographics who are interested in fashion and high-quality, affordable cosmetics. – **Content Marketing:** – Publish **tutorial videos** on how to creatively use Kiko Milano products. – **Competitor Analysis:** – Competitors include brands such as "Maybelline", "NYX", and "MAC". It's important to study what distinguishes "Kiko Milano" in terms of product quality, pricing, and modern designs to attract more customers. **Digital Marketing Strategies (Digital Marketing Strategy):** – **Social Media:** – Use platforms like **Instagram, Facebook, and TikTok** to engage with the target audience through paid advertising campaigns and daily posts. – **Search Engine Optimization (SEO):** – Optimize Kiko Milano's website to rank in the top search results when people search for cosmetics. – **Long-term Objectives:** – Strengthen global market share and expand into new regions such as the Middle East and Asia. **Target Audience Analysis (Target Audience Analysis):** – Focus on young women who follow fashion trends and seek trendy cosmetics at affordable prices. ### 2. ### 3. ### 4