

A Study on Cross-Platform Integration of Marketing Strategies for Men's Grooming Brands in India

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Abstract

India is the land of opportunities. It is known for unity in diversity. Indian culture is widely popular in the world. Wedding is an important ritual in India. The men's grooming market in India has witnessed rapid growth, driven by urbanization, evolving lifestyle patterns, and rising awareness of personal care among men. This study investigates the digital marketing strategies of men's grooming brands through the lens of cross-platform integration using secondary data analysis. Data was collected from industry reports, brand case studies, academic publications, and digital marketing analytics. The findings reveal a strategic shift toward visual and interactive content on social media platforms, particularly Instagram and Facebook, with influencer marketing and user-generated content emerging as core engagement tools. Brands also utilize video marketing across YouTube and Reels to target segmented audiences effectively. Mobile marketing—through apps, SMS, and push notifications—has become central to customer retention. Additionally, SEO practices, such as keyword targeting and content optimization, are vital for enhancing digital visibility. This research offers actionable insights for brands seeking to optimize their presence across digital platforms and remain competitive in the dynamic grooming industry.

Keywords

Marketing, Strategies, Branding, Integration, Indian Market, Men's Grooming

Introduction

The digital marketing landscape today looks nothing like it did a decade ago. With the rise of cross-platform integration, brands—especially those in India's men's grooming segment—are orchestrating their presence across a dizzying array of digital channels. No longer does it suffice to run isolated campaigns; instead, there's a clear shift toward cohesive, synchronized strategies spanning Instagram, YouTube, mobile applications, e-commerce platforms, and Google Search. This shift is particularly prominent among Indian men's grooming brands, given the surge in digital engagement among urban male consumers and the sheer diversity of digital touchpoints now in play (KPMG, 2021). This transformation is rooted in the changing habits of young, urban men in India, who are more digitally connected than ever. For brands targeting this demographic, the challenge lies in delivering a seamless and consistent brand experience—one that adapts to the unique strengths of each platform, whether that's the visual appeal of Instagram, the long-form content on YouTube, or the transactional convenience of mobile apps and e-commerce sites. The complex task of managing such an integrated presence has made it essential for brands to develop unified marketing strategies, tailored to the nuances of platform-specific user behaviour.

Within this evolving landscape, digital platforms are not only shaping purchase decisions but also influencing brand perceptions in significant ways. The proliferation of smartphones and social media has enabled brands to craft marketing initiatives that are both tailored to specific

channels and unified in their messaging and delivery (Chaffey & Ellis-Chadwick, 2019). Cross-platform integration allows marketers to reinforce brand identity, track consumer journeys, and adapt content formats to suit each platform—ensuring that storytelling remains cohesive and memorable across touchpoints. For men's grooming brands, which rely heavily on visually driven products like skincare and hair styling, this approach is particularly effective in fostering brand recall and engagement. This study aims to examine how Indian men's grooming brands are leveraging cross-platform digital marketing strategies to enhance consumer engagement, drive conversions, and build lasting brand loyalty in a highly competitive market (Joshi & Wani, 2022).

Rationale of Study

Over the past decade, the landscape of men's grooming in India has shifted dramatically, moving from a marginal, utilitarian market to a vibrant mainstream sector. Previously, men's grooming generally meant little more than a basic shave—creams, razors, maybe a splash of aftershave. Today, the category is expansive, covering skincare, hair styling, beard products, and a range of fragrances. This evolution reflects not just global influences but a changing local mindset, particularly among millennials and Gen Z, who are now more attuned to self-care and image than ever before (NielsenIQ, 2021). Undoubtedly, India's digital revolution has been a driving force behind this transformation. With widespread internet connectivity and the ubiquity of smartphones, men's grooming brands have had to abandon traditional marketing in favor of a multi-platform digital approach. Static advertisements on television or billboards are no longer sufficient. Brands now deploy dynamic campaigns across Instagram, YouTube, Facebook, mobile applications, SMS notifications, and e-commerce platforms. Influencer marketing has also become a central strategy, leveraging trusted personalities to connect with consumers and build brand credibility.

In this crowded, fast-evolving market, it is no longer viable for brands to rely on a single channel. Instead, success depends on establishing a unified presence across diverse digital touchpoints. Cross-platform integration is essential—ensuring that content, messaging, and visual identity are consistent and recognizable, regardless of where the consumer encounters the brand. This level of coordination enhances brand recall, deepens consumer engagement, and fosters loyalty. For men's grooming products in particular, which often depend on visual appeal, how-to content, and the cultivation of trust, this integrated approach is especially critical. This study therefore seeks to examine how Indian men's grooming brands have adapted to these new marketing imperatives. It will analyze how cross-platform strategies are being implemented to maintain relevance, improve accessibility, and exert influence in an increasingly digital marketplace (Kapoor & Dwivedi, 2023).

Objectives of Study

- To analyze the cross-platform digital marketing strategies adopted by men's grooming brands in India across social media, e-commerce, and mobile platforms
- To evaluate the effectiveness of integrated marketing communication in enhancing consumer engagement, brand visibility, and purchase intent within the Indian men's grooming segment
- To provide better solutions / recommendations of integrated marketing for men's grooming products

Literature Review

Chatterjee et al. (2022) analyzed the integration of digital platforms within India's consumer goods sector. It underscores the strategic importance of cross-platform visibility, particularly for men's grooming brands, which benefit from reinforcing consistent messaging across Instagram, Facebook, YouTube, and proprietary apps. This approach enhances brand recall and user engagement. The analysis further highlights the necessity of tailoring content to specific platforms, taking into account factors such as unique algorithms, audience demographics, and consumption patterns. For example, brands aiming to attract younger audiences prioritize Instagram Reels and influencer partnerships, whereas older demographics respond more favorably to Facebook campaigns and email outreach. The study by Chatterjee et al. ultimately concludes that effective digital integration hinges not only on cohesive messaging but also on operational agility—brands must swiftly adapt to real-time insights. These findings offer foundational knowledge regarding the potential for digital harmonization within the men's grooming sector, emphasizing the need for both strategic alignment and responsiveness in the evolving digital landscape.

Bansal and Aggarwal (2021) conducted a detailed exploration of how social commerce and multi-channel integration contribute to shaping brand identity within the fast-moving consumer goods (FMCG) sector, with a particular emphasis on personal care products in India. Their findings highlight a strategic approach adopted by men's grooming brands, which utilize a blend of Google Ads, influencer marketing, and SEO-driven content to sustain continuous engagement with consumers across platforms. A significant takeaway from their research is the centrality of emotional resonance and perceived authenticity in digital brand communications. These elements are crucial for fostering consumer trust and cultivating lasting brand loyalty. The study also underscores the growing importance of mobile optimization—brands are increasingly investing in push notifications, mobile-first landing pages, and app-based reward systems to enhance user retention and engagement. Additionally, e-commerce platforms such as Amazon and Nykaa Men are identified as serving dual functions: they act as both marketing channels and direct sales platforms, blurring the lines between brand visibility and transactional strategy. Ultimately, Bansal and Aggarwal's research emphasizes that effective cross-platform integration is not simply about establishing a presence on multiple channels; rather, it is about creating synergy and engaging consumers with intentionality and purpose.

In the current digital environment, a number of social media platforms are becoming increasingly popular. These platforms will play a crucial role in cosmetic brands' awareness campaigns and digital marketing plans for the rest of the year. According to the report, customers heavily consider influencers when making decisions on what to buy. Being informed demonstrates expertise and awareness of the beauty industry in a broader perspective, while being accessible fosters transparency between brand and consumer. Additionally, the study demonstrates the importance of social media marketing for the Cosmetic Industry in promoting beauty products, particularly given its global reach. (Ismail, 2018)

There is a lot of competition. The difficulty is serious, whether a well-established brand is releasing a new product or a fresh direct-to-consumer business is entering the men's grooming market. It's a difficult effort to engage customers and get them to actively interact, post, and tag your companies on social media in a world where consumer-oriented items need to have a

strong presence. The influencer marketing playbook can help with that. The influencers you choose will rely on your goals, target market, and brand perception in general. You may significantly increase the reach and effect of your men's grooming ads by collaborating with influencers who share the brand's values and have a loyal fan base. (Archana, 2023).

The brand and celebrity skin talk and skincare program developer Scott McGlynn worked together in April 2023. Together, they oversaw a series that explored the most prevalent skin concerns among men. War Paint For Men included everything, from advice to figuring out the ideal skincare and cosmetics combo. They used the four main social media networks to spread the word about this insightful information to their intended audience. They drew viewers in with an Instagram teaser clip before directing them to the feature-length video, which let everyone participate in the thought-provoking conversations. But War Paint for Men didn't stop there. To go deeper into the subjects presented in the videos, they also produced companion blog entries. (Storyboard18, 2023)

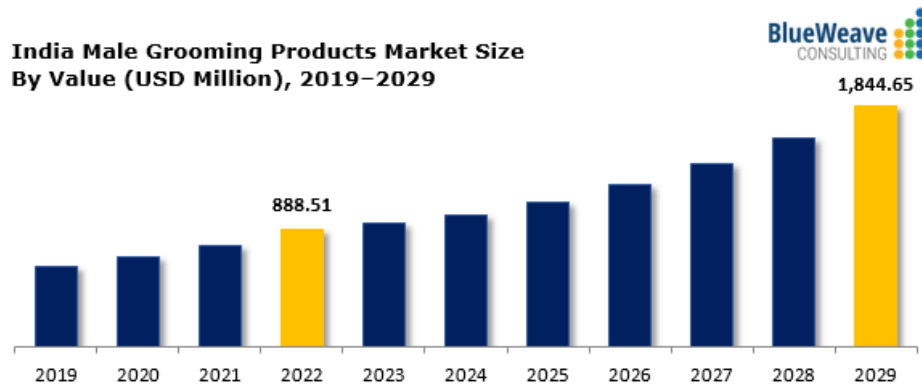
Discussion and Analysis

In recent years, the Indian men's grooming market has emerged as one of the fastest-growing segments in the personal care industry, spurred by factors such as increasing urbanization, rising disposable income, and shifting societal attitudes toward male self-care. Traditional grooming habits rooted in basic hygiene have evolved into a broader acceptance of skincare, haircare, and lifestyle-oriented products, contributing to a projected market size of USD 3.5 billion by 2030 (Statista, 2023). Brands are not only diversifying product portfolios but also embracing advanced marketing methods to engage tech-savvy male consumers. As digital interaction becomes central to consumer behavior, marketing strategies have shifted from mono-channel to omnichannel and cross-platform approaches. The modern Indian male consumer increasingly expects a seamless, personalized experience across social media, e-commerce, and mobile platforms (EY India, 2022). Consequently, digital marketing strategies have become crucial in reshaping brand communication and reinforcing customer loyalty in a highly competitive environment.

The rise of cross-platform integration—where brands utilize multiple digital channels to create a unified marketing message—has redefined how men's grooming brands operate in the Indian context. Social media platforms like Instagram and Facebook are being used not only for advertising but for community building and influencer-led branding, while YouTube facilitates tutorial-based engagement (Deloitte, 2023). Simultaneously, mobile apps, SMS alerts, and push notifications enhance direct consumer touchpoints, while SEO and content marketing ensure visibility in an increasingly saturated digital space. E-commerce platforms such as Nykaa Men and Amazon Grooming serve as both sales and brand-building avenues, further reinforcing the importance of an integrated strategy. This research aims to analyze the nature and effectiveness of these cross-platform strategies, drawing on secondary data sources including industry reports, digital marketing case studies, and academic literature. Understanding these trends is essential for stakeholders aiming to innovate, compete, and cater to the evolving demands of India's male grooming demographic.

According to Bluewave Consulting, India male grooming products market size was estimated at USD 888.51 million in 2022. During the forecast period between 2023 and 2029, India male grooming products market size is projected to grow at a CAGR of 11.06% reaching a value of USD 1,844.65 million by 2029. The rise in males' awareness of their well-being and

appearance, as well as the expanding influence of societal trends, are some of the major driving forces behind the expansion of the India male grooming products market. Rapid urbanization as well as the growing influence of celebrities and influencers. Also, the growing number of men's salons is fuelling India's demand for male grooming brands. Some market participants are creating new electrical items, such as shavers and razors, by incorporating new performance characteristics based on cutting-edge technology.



Source: BlueWeave Consulting

The men's grooming industry in India has experienced a seismic transformation in recent years, spurred by changing societal norms, increased disposable income, and a growing emphasis on personal grooming. In tandem, the proliferation of digital platforms has reshaped how brands communicate with their target audience. From traditional advertising channels to the expansive realm of social media, e-commerce platforms, and mobile apps, men's grooming brands are presented with a myriad of opportunities and challenges in crafting integrated marketing strategies. Popular men's grooming brands in India are Beardo, Bombay Shaving Company, The Man Company, Ustraa, LetsShave, Forest Essentials and Man Arden.

Instagram case study: Men's grooming brand boosts sales 14 times over with smart targeting (Academy, n.d.)

Case study summary: A new grooming company - USTRAA aimed to appeal to youthful, tech-savvy males. The campaign on Facebook, Instagram, and Audience Network sought to reach as many members of the target audience as possible. The creative was well-received by men, as seen by the 14% rise in USTRAA sales.

The challenge

The brand intended to promote sales of USTRAA; a freshly released collection of grooming items geared at men. It targeted a specific kind of man: one who was youthful, tech-savvy, and appreciated beautiful design. Its particular targets were to raise revenue by 10X and drive 2X more website visits.

The solution

The brand ran an optimised campaign across Facebook, Instagram and Audience Network to reach as many people from its target audience as possible. It used carousel ads to display its products visually and allow people to scroll through a variety of creatives. Understanding the way its audience thoughtfully curates its Instagram feed to be visually inspired, the brand invested in creative that matched the Instagram aesthetic. The creative featured minimalist

product photography for on-trend items from its USTRAA line, such as beard tonic. The copy had a confident tone, announcing that “well groomed is the new sexy” and telling men that USTRAA products haven’t been tested on animals, “just rascals.” One visual suggestively placed a range of grooming products next to a jewellery box and a “do not disturb” sign, along with the copy “when your beard is your pickup line.” It applied a variety of Instagram filters to give the ads a retro feel. Collectively, the suite of photos had a modern and sexy feel. As well as targeting 18 to 35-year-old men who use certain devices and operating systems, Happily Unmarried used Website Custom Audiences to retarget website visitors and lookalike audiences to find people similar to existing customers.

The results

Its cross-platform, six-month campaign (which ran from August 2015 —February 2016) reached the right people, tripling website traffic and driving a 12X increase in monthly revenue. Men responded to the creative, which was reflected in the 14 increase in sales of USTRAA.



The process of improving a website's content, architecture, and general online presence in order to increase its visibility and position in search engine results pages (SERPs) is known as search engine optimization, or SEO. To make the website appealing to search engines and visitors alike, it incorporates strategies including keyword research, on-page optimization, link building, and technical SEO (more on those later). Companies use SEO to increase their visibility and demand. This can boost sales, encourage conversions, and enhance website traffic. (Lahey, 2023)

SEO Statistics (Singh, 2024)

93% of web experiences begin on a search engine. Organic traffic is responsible for 53.3% of a website's traffic. SEO-generated leads have a 15% closing rate. 58% of marketers plan to implement AI in their SEO strategy in 2024. 75% of people will never go past the first page of the Google search results page. 92.1% of people access the internet through a mobile phone, making mobile optimization crucial. 43% of small business owners are looking to invest in their website's performance in 2024. 40% of users will abandon your website if it takes more than three seconds to load. The first organic search result on Google gets 31.24% clicks on average. The SEO Industry is expected to grow at a CAGR of 25.54% from 2024 to 2031. Effective communicators can make it easier for consumers to find their web content through search engines by putting three key lessons into practice: (1) when analyzing keywords, take into account the audiences for their web content and the competitors of their website; (2) add keywords to web text that will appear on search engine results pages; and (3) collaborate with other web content creators on their websites and web content. Professional communicators should gradually apply the lessons in this tutorial's sequence, keeping in mind that search engine optimization takes time to be effective. They should also stay current with the

constantly evolving ranking algorithms and the practices of search optimization experts. (John, 2013). One of the most crucial and economical methods for digital marketing is SEO. It enhances user experience, increases brand exposure, and helps the website rank higher in search engine results. (Bhandari, 2017). According to Alfiana et al. (2023) the domain authority (DA), bounce rate (BR), robots, backlinks, alternative text attribute (ALT) content, and robots are the main determinants of online search visibility. The problems pertain to DA, social score, and backlink count. There is clear polarization in the use of SEO strategies. (Mladenović, Rajapakse, Kožuljević, & Shukla, 2023)

Search engine optimization (SEO) tactics are among the best ways to make a website more search engine friendly. By utilizing a variety of strategies, including link building, content optimization, and keyword research, these techniques seek to increase a website's exposure on search engine results pages (SERPs). It is imperative to acknowledge that SEO optimization is a continuous activity rather than a one-time event. (Alfiana, et al., 2023)

Recommendations to enhance the effectiveness of cross-platform marketing for men's grooming brands in India

- Conduct Comprehensive Audience Research: Understand the diverse demographics and preferences of the target audience. Conduct surveys, analyze social media insights, and gather data to tailor marketing messages effectively.
- Leverage SEO and Social Media Listening: Implement social media listening tools to monitor conversations around grooming trends, -brand mentions, and consumer sentiments. Use this data to inform content creation and engagement strategies.
- Create Platform-Specific Content: Tailor content for each platform while maintaining a consistent brand voice. Adapt visuals, tone, and messaging to suit the characteristics of platforms like Instagram, Facebook, Twitter, and others.
- Implement Personalization Strategies: Utilize customer data to personalize marketing messages and recommendations. Personalized experiences, such as targeted offers and content recommendations, enhance engagement and customer satisfaction.
- Optimize Mobile Experience: Ensure that all digital assets, including websites and apps, are optimized for mobile devices. The mobile experience should be seamless, user-friendly, and reflective of the brand's image.
- Explore Influencer Collaborations: Partner with relevant influencers in the grooming and lifestyle space. Influencers can help amplify brand messages, provide authentic product endorsements, and reach a wider audience.
- Integrate E-commerce Platforms: Streamline the purchasing process by integrating e-commerce platforms with social media and other channels. Implement shoppable posts and links to facilitate direct product purchases.
- Utilize Video Content Effectively: Leverage the power of video content across platforms. Create tutorials, product demonstrations, and engaging storytelling content to connect with the audience visually. Encourage customers to share their experiences through UGC. Host contests, giveaways, or hashtag campaigns to incentivize customers to create and share content featuring your products.
- Monitor and Analyse Cross-Platform Analytics: Invest in robust analytics tools to track performance across different platforms. Analyse data regularly to identify trends, optimize campaigns, and allocate resources effectively.

- Adapt to Local Cultural Preferences: Customize marketing campaigns to align with local cultural sensitivities and preferences in the diverse Indian market. Tailor messaging, visuals, and promotions accordingly.
- Regularly Update and Refresh Content: Keep content fresh and engaging. Regularly update social media profiles, websites, and other digital assets with new content, promotions, and product launches to maintain audience interest.

Conclusion

This study explored into the intricate landscape of cross-platform integration of marketing strategies adopted by men's grooming brands in India. The dynamic and rapidly evolving nature of the digital marketing sphere, coupled with the discerning preferences of the Indian consumer, has shaped a nuanced approach to brand promotion. The research uncovered several observations: Men's grooming brands in India leverage a diverse array of platforms, including social media, e-commerce, traditional advertising, and influencer collaborations. The integration of these channels forms a comprehensive strategy that resonates with a broad audience. Search engines prioritize high-quality, relevant content for ranking any webpage. Google, being the world's most used and trusted search engine, also has over 200 ranking factors. Voice Search is the next big thing in searching for information. Working on SEO will give brands visibility across digital platforms. The impact of cross-platform integration on brand image and sales was significant. Brands that effectively harmonized their marketing strategies witnessed not only an uplift in brand perception but also a positive correlation with increased sales and market share. As we move forward, it is imperative for men's grooming brands to stay attuned to emerging trends in cross-platform marketing. In essence, the cross-platform integration of marketing strategies by men's grooming brands in India is not merely a trend but a strategic imperative. Brands that successfully navigate the complexities of the digital landscape and align their strategies with consumer expectations are poised for long-term success in a dynamic and competitive market.

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