

Social Media Marketing



Marketing Your Content



Campaign Brief



About the company

PYUR(commonly known as PYURLondon) is a British multinational skincare brand, now owned by parent company Coty, Inc. PYUR was founded by John Pyur as a shaving cream in 1945, in Regent Street, London, England.[1] Within a year of opening, John Pyur came to create many men's and women's grooming products, including his best-known, three-step skincare regimen solution.

With creative success with these products, PYUR began creating products such as beard oil, hand creams, cleansing solutions, shaving products for women, and mouth rinses. Today, the brand is one of the world's most popular unisex skincare brands.

Company website:

<https://udacity.github.io/nd018-Social-Media-Marketing/>



Objective

PYUR's history is rooted in innovation from inventing the first shaving solution to stop ingrown hairs, making skin smooth and clear of discoloration from acne marks. The brand strives to constantly evolve Pyur's world-renowned plant-based, non-chemical-based ingredients available in skin care today. The project consists in developing an advertising marketing campaign for the new fall season to increase awareness of PYUR's new 3-step solution in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.

The campaign needs to have A/B tests to understand how the campaign performs for their targeted audience of men vs. women.



Target, Brand Voice and Insight

Target

Men and women in the United States between the ages of 21-45 who care about clearer, healthy-looking skin. Consumers using PYUR products should feel confident, clean, fresh, healthy; with a young spirit, free, and simple.

Brand Voice

Proven to work, Trustworthy, Modern, Innovative, Informative, Stylish.

Insight

No more acne and skin discoloration. 100% SAW SOFTER, SMOOTHER SKIN.

Our 3-step system clarifies, unclogs pores, moisturizes the skin, helps fight blemishes, irritation, and evens out skin tone.

Consumer Message Takeaway

Skincare to accommodate an active lifestyle.



Requirements and Budget

Mandatory Requirements

- Facebook paid media plan
- A three-month organic social media campaign that features a Livestream activation OR a giveaway contest w/ an influencer

Campaign Budget

Paid Media: \$8000

Influencer campaign: \$2000



Organic Social Media Strategy

Insights and Recommendations



Review the Fall 2023 Facebook awareness campaign dataset under the **Facebook Organic Data** tab. Identify 3 key insights/observations and one improvement for each.

- | | |
|---|---|
| 1 | <i>The highest engagement comes from video posts, especially those with a testimonial or how-to theme.</i> |
| | <i>Focus more on creating video content, particularly testimonials and how-to videos, to boost engagement.</i> |
| 2 | <i>Product posts generally have lower reach and engagement compared to lifestyle or testimonial content.</i> |
| | <i>Reduce the frequency of product-focused posts and increase lifestyle and testimonial content to drive higher engagement.</i> |
| 3 | <i>Posts with higher video views often show a correlation with higher impressions.</i> |
| | <i>Increase video content production to leverage the potential for greater visibility and impressions.</i> |

Identify your platforms



Based on the provided documents and campaign brief, identify **social media platforms** you will use to market. For each platform, explain why and how these platforms support your campaign objectives.

1 **Facebook**

Facebook allows precise targeting of men and women aged 21-45, with powerful tools for both organic and paid campaigns. Its reach and engagement features, like A/B testing, help measure effectiveness across key markets.

2 **YouTube**

It is ideal for hosting detailed "How-To" videos, product tutorials, and customer testimonials. Long-form content allows PYUR to demonstrate the benefits of their 3-step skincare regimen, providing valuable, in-depth information that drives customer trust and engagement.

3 **TikTok**

For creating viral content and engaging with a younger, trend-driven audience. Its high engagement and potential for viral campaigns support brand awareness and product promotion.



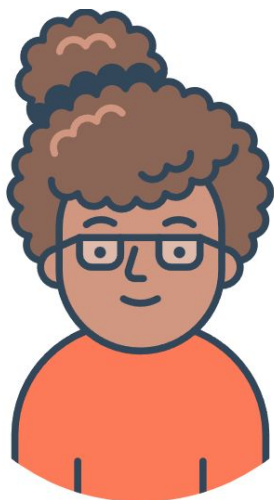
Identify your audience

You are provided with multiple buyer personas that you can find in the project guide and [can download from here](#). Fill out the next slide based on these personas. For each one, please fill out their name, job title, demographic information, and 3 details from their information sheet. We filled out the first persona for you; you need to do the others on the next slide.

	<i>Pharmaceutical Phil</i>
	<i>Pharmaceutical Sales Specialist</i>
	<i>45 to 54 years</i>
	<i>Wants quick and easy morning grooming</i>
	<i>Have sensitive skin</i>
	<i>Bad experiences with over-the-counter products</i>



Identify your audience



Web Wendy

Web developer

34 to 45 years

Extreme dry skin during winter

Wants effective acne solution

Likes brunching with friends



Real Estate Renald

Real Estate Agent

35 to 44 years

Dry and itchy skin

Skin discoloration due to ingrown hair

Difficulty finding razor-bump prone skin products



Marketing Mary

Marketing Manager

25 to 34 years old

Wants an easy, non fussy regimen

Skincare is not her first priority

Likes Working out



Content Theme Sample Post

Create a mock post, that includes:

- Content Theme (Core of the brand, Calendar, Conversational)
- Matching image
- 1-3 sentence description, including a call to action



Lifestyle

No matter how busy life gets, PYUR's 3-step skincare regimen makes self-care simple. Perfect for early mornings, post-gym refreshes, or winding down at night, our innovative formula soothes sensitive skin, fights blemishes, and evens out skin tone. Experience skincare that fits seamlessly into your active life.

Make skincare effortless. Try PYUR's 3-step solution and start your journey to smoother, healthier skin. Shop now!

post here
product image for the



Calendar with 12 different posts

	Facebook	YouTube	TikTok
Sunday	Post Title Publish Time Content Theme Placements		Quick Morning Skincare Routine 2 PM How-To, Feed
Monday	Real User Testimonials: Skin Transformations 6 PM Testimonial, Feed	How to Use PYUR's 3-Step Skincare System 7 PM How-To, Video	
Tuesday	Evening Routine Tips for Smooth Skin 8 PM Lifestyle, Feed		Get Ready with Me: PYUR Skincare Routine 11 AM Lifestyle, Feed
Wednesday	Q&A: Why Choose PYUR? 9 AM Conversational, Stories	Behind-the-Scenes: PYUR's Product Lab 1 PM Core of Brand, Video	PYUR Hacks for Sensitive Skin 5 PM How-To, Feed
Thursday			
Friday		Combatting Razor Bumps with PYUR 8 PM How-To, Video	Skincare Myths Debunked 12 PM Core of Brand, Feed
Saturday	Giveaway Alert: Win PYUR Products! 3 PM Promotional, Feed		Weekend Skincare Routine 7 PM Lifestyle, Feed



Growth Strategy

Please provide a tactic that will help grow a new audience on social media. You need to provide the who, what, where and a description of how will it grow the channel.

Target Audience	<i>Men and women aged 21–45 in the U.S. who are interested in skincare for clearer, healthy-looking skin. They lead active lives and seek easy-to-use, effective solutions.</i>
Tactic / Marketing Strategy	<i>Collaborate with micro-influencers to create authentic, engaging content such as tutorials, product unboxings, and skincare routines.</i>
Channel	<i>Instagram</i>
How will it grow the channel	<i>Partnering with micro-influencers will introduce PYUR to their dedicated followers, building trust and credibility. Their followers are more likely to engage with content, share posts, and visit PYUR's page, driving up follower count and boosting brand visibility. Influencers' content also encourages user-generated content, which amplifies reach through shares and engagement.</i>



Paid Social Media Plan

Insights and Recommendations



Review the Fall 2023 Facebook awareness campaign dataset under the **Facebook Paid Data** tab. Identify 3 key insights/observations and one improvement for each.

1	<i>The video ad (Testimonial type) had higher reach and impressions compared to the static image (Product Feature), suggesting videos may engage users more effectively.</i>
	<i>Increase the use of video content in campaigns, especially testimonial formats, as they drive better reach and awareness.</i>
2	<i>The CPM for the video ad was notably lower (\$1.28) compared to the static image ad (\$3.39), indicating that video ads provided a more cost-effective reach.</i>
	<i>Allocate a higher budget to video ads to maximize reach while maintaining a lower cost per impression.</i>
3	<i>Despite having fewer clicks, the static image ad showed significantly higher post engagement (3,207 interactions) compared to the video ad (134 interactions)</i>
	<i>Analyze the content style of static image ads with high engagement and incorporate similar strategies into video content to boost overall interaction.</i>



Campaign Details

Based on the campaign brief (from slide 3-6 or from the classroom), identify the campaign objective, budget, and platforms you will run ads

Campaign Objective	<i>Increase awareness of PYUR's new 3-step skincare regimen for the Fall season across targeted U.S. markets (New York, Chicago, Miami, Dallas, Houston, and Los Angeles). The goal is to reach both male and female audiences aged 21-45 who seek clearer, healthy-looking skin.</i>
Budget	<i>Total campaign budget is \$10,000:</i> <ul style="list-style-type: none"><i>• Paid media: \$8,000</i><i>• Influencer campaign: \$2,000</i>
Platforms	<i>Facebook Instagram YouTube TikTok</i>



Target Audience

Review **the campaign brief** to identify target audience demographics, Geo-targeting and behavioral targeting

Audience Demographics	<i>Men and women aged 21-45 Individuals who are interested in skincare and maintaining clear, healthy-looking skin</i>
Geo-targeting	<i>Targeted U.S. cities: New York, Chicago, Miami, Dallas, Houston, and Los Angeles</i>
Behavioral targeting	<i>People interested in health and beauty, skincare routines, and active lifestyles Users who have shown interest in grooming products or have previously engaged with skincare content Individuals looking for solutions for sensitive skin, blemish reduction, and maintaining an even skin tone</i>



Facebook Ad mockups

Based on the campaign objective, create ad mockups for the Facebook A/B test. The ads must include:

- an image that represents the brand - [PYUR website](https://www.pyur.com)
- post text caption
- call-to-action.



Ad for Women

Your busy life deserves skincare that works as hard as you do. With PYUR's 3-step regimen, enjoy clear, hydrated skin that looks fresh and feels smooth every day. Say goodbye to blemishes and uneven tone with our proven, non-fussy solution.

Discover Your Routine Today.



Ad for Men

Tackle the day with confidence. PYUR's 3-step solution is made to fit your fast-paced routine, targeting ingrown hairs, razor bumps, and dry skin for a clean, even finish. Simple, effective skincare for men on the move.

Start Your Journey to Smoother Skin.



Facebook A/B test

Name of the Ad	Campaign Objective	KPI	Audience	Total Budget
Ad for Women	<i>Increase brand awareness and engagement</i>	<i>Reach, Impressions, Engagement</i>	<i>Women, 25-45 years old</i>	<i>\$5,000</i>
Ad for Men			<i>Women, 25-45 years old</i>	

Goal of the test:	<i>The goal of the A/B test is to determine which ad variation (Ad for Women vs. Ad for Men) performs better in terms of reach, impressions, and engagement to optimize future campaign efforts.</i>
Next steps:	<i>Based on the results, the next steps include: analyzing performance metrics for each ad, identifying the winning ad, adjusting content and strategy to enhance engagement, reallocating budget to the better-performing ad, and refining targeting strategies for future campaigns.</i>



Influencer Overview

Based on the campaign brief, provide an overview of the details of an influencer campaign you would create.

Influencers target audience	<i>Young adults and middle-aged professionals interested in skincare and self-care</i>
Type of influencer	<i>Skincare and wellness influencers with 50K-200K followers</i>
Activation Channels	<i>Instagram, TikTok, and YouTube</i>
Launch date	<i>January 15, 2024</i>
Duration	<i>4 weeks</i>
Total Cost	<i>\$2000</i>
Proposed tactic	<i>Partner with influencers to create engaging skincare routine content, including product reviews, tutorials, and testimonials. Use a mix of reels, stories, and long-form videos to maximize reach and engagement.</i>