

TYPOLOGY'S DIGITAL MARKETING REPORT

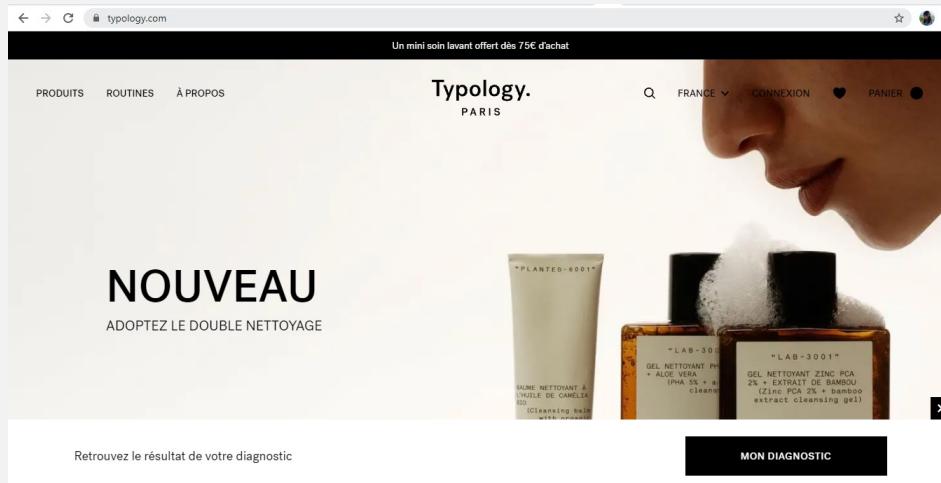
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I. OUR DIGITAL ACTIVITIES

WEBSITE

<https://www.typology.com/>

It includes full information such as brand logo, information about our brand and our vision, contact info, products info, etc.



The screenshot shows the Typology website homepage. At the top, there is a navigation bar with links for PRODUITS, ROUTINES, À PROPOS, a search bar, and language selection (FRANCE). A banner at the top right features a close-up of a woman's nose and cheek. Below the banner, the word "Typology." is written in a stylized font, followed by "PARIS" in smaller letters. The main content area has a large image of a woman's face. In the center, the word "NOUVEAU" is prominently displayed in large, bold letters, with the subtext "ADOPTEZ LE DOUBLE NETTOYAGE" below it. To the right of the text, there are three product bottles: a white tube labeled "BAUME NETTOYANT à L'huile de Camélia BIO (Cleaning balm with camellia oil)", an orange bottle labeled "GEL NETTOYANT PH + ALOE VERA (PH+ + aloe vera clean)", and a brown bottle labeled "GEL NETTOYANT ZINC PCA 2% + EXTRAIT DE BAMBOU (Zinc PCA 2% + bamboo extract cleansing gel)". At the bottom of the main content area, there is a button labeled "MON DIAGNOSTIC".

BLOG



The screenshot shows a blog post from Typology. The header of the page includes the Typology logo, a search bar, and language selection (FRANCE). The main title of the post is "CRÈME SOLAIRE : QUELLE QUANTITÉ APPLIQUER ?". Below the title, there is a subtext: "Le soleil est souvent à l'origine de différents problèmes cibles comme l'excès de sébum, la sécheresse cutanée, les taches pigmentaires et les imperfections, ou sur du plus long terme les cancers de la peau et le vieillissement prématûre. Tout l'année, vous devez donc vous protéger contre les rayons UV en appliquant une crème solaire adaptée. Intéressons-nous sur la dose de crème solaire recommandée." On the left side of the post, there is a large image of a black Typology sun cream tube being held.

SOCIAL MEDIA (I)

Instagram

@typologyparis	@typolistes
206k followers	4023 followers
755 posts	241 posts

One account is to promote products and give skincare advice. The other is to connect directly with our customers by building a community and posting reviews from them. These two accounts are updated every day in various forms (picture posts, stories, reels and IGTV for long-form videos). The content here follows the minimalistic but elegant style like our website interface

Pinterest

712 followers
413k monthly views

Although it seems that we do not have many followers on Pinterest, we get a lot of monthly views. This is crucial platform for us to get more visits to the website and to attract new customers.

LinkedIn

16.3k followers

We post 1 – 2 posts per month. This platform is to promote our new campaigns, show the engagements to society, recruit staff and keep connection with other companies

SOCIAL MEDIA (2)

Facebook

29,422 people like this
31,719 followers

We do not show our posts on the Facebook homepage although the content is updated almost everyday. Only 3 posts appears there.

Tiktok

3845 followers
57.5K likes

We post short form videos on this platform but most of them are simple, not very creative

Twitter

369 followers

We only updated regularly on the first few months of brand launching. At the moment, we update every 2 to 3 months.

SEO

- Google searching results for “Typology”

A screenshot of a Google search results page for the query "typology". The first result is a link to the official Typology website (<https://global.typology.com>). The snippet below the link describes Typology products as free from Parabens, Phenoxyethanol, Paraffin Oil, and Face serums. Below this, there are two more links to the Typology website under the headings "diagnostic" and "Sérum". Further down, there's a "People also ask" section with questions like "What is typology skincare?", "What is a typology study?", and "Is typology vegan and cruelty free?".

The search results on Google search are about our brand and our products including our website and our social platforms on the entire first page. Even the paid content published over a year ago on a personal blog and a media website also appear here.

- Bing searching result for “Typology”

A screenshot of a Bing search results page for the query "typology". The first result is a link to the official Typology website (<https://www.typology.com>). The snippet describes Typology as born from a mission to demystify skincare with simple, straight-talking transparency. Below this, there's a link to "Diagnostic - Skincare Routines". Further down, there's a definition from Merriam-Webster (<https://www.merriam-webster.com/dictionary/typology>) and a link to "Videos of Typology" (bing.com/videos). The video thumbnails include "Understanding Biblical", "Ewart Oakeshott's typology", and "Why Do We Need a Typology".

PAID ADVERTISING

SEA

Google search results for "typology" showing five shopping ads for Typology skincare products:

- Typology - Sérum Teinté | €23.50
- Typology - Trio de séums | ... €29.20
- Typology - Sérum... €18.90
- Typology - Trio de soins | Les... €35.20
- Typology - Sérum Éclat | ... €19.90

Website Display Advertising

The New Yorker website featuring a banner ad for Typology skincare:

BASSE DES PRIX

The 2021 New Yorker Festival has begun, with in-person and streaming events. See the lineup »

Facebook news feed showing a sponsored post from Typology skincare:

Sponsored

Typology | Sponsored

À chaque préoccupation cutanée son soin Typology adapté. Nos gammes proposent divers actifs adressant tous les types de peau.

Gel nettoyant exfoliant | PHA 5% + aloé vera | €15.90

Hydrolat | Fleurs d'Oranger Bio | 100ml | €9.90

Social Media Advertising

EMAIL MARKETING

We make a lot of effort to obtain customers' email addresses. We get customers' email addresses by encouraging them to subscribe to our newsletters or implement skin type diagnosis on our website. Our newsletters provide customers with information about products pre-launches (twice a month), back in stock, discounts and offers (once a week) or news about the brand (once a week).

REFERRALS

News **Opinion** **Sport** **Culture** **Lifestyle** More ▾

Fashion Food Recipes Travel Health & fitness Women Men Love & sex **Beauty** Home & garden Money Cars

Sali Hughes on beauty
Beauty



Sali Hughes
@saliHughes
Sat 30 May 2020 08.00 BST

[f](#) [t](#) [e](#)

The best new online beauty brands

Try stylish vegan skincare from Typology and quality customised makeup from Il Makiage



Advertisement



Typology Typology

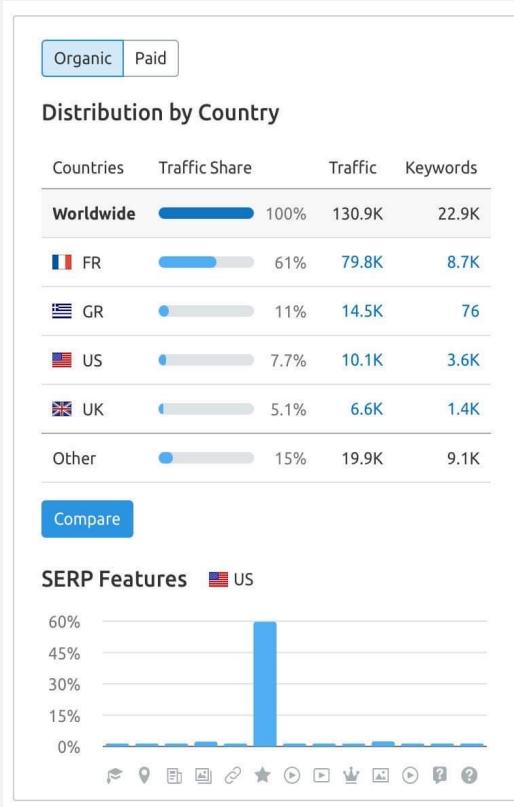


II. EVALUATION OF OUR PERFORMANCE

Typology.

PARIS

WEBSITE TRAFFIC



- In the last 2 years, the average website organic traffic is 130,917/month.
 - The amount of the traffic increases.

The top 5 traffic by countries:

1. France
 2. GR
 3. US
 4. UK
 5. OTHER

OUR PERFORMANCE VS OUR COMPETITORS

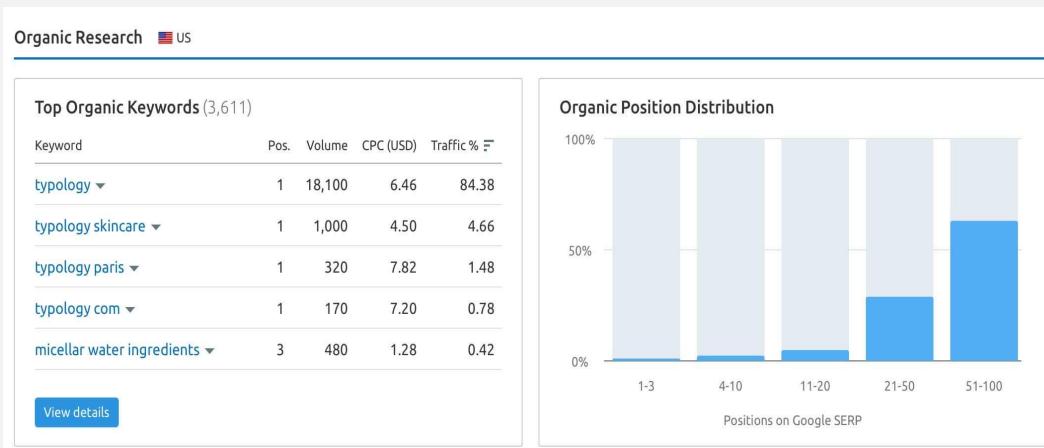
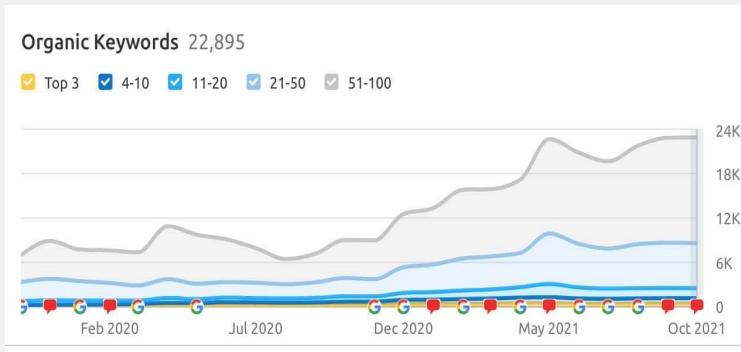
	Typology	The Inkey List	The Ordinary
Monthly Visits	252k	249k	3.3k
Backlinks	14.5k	7.7k	21
SEO score (%)*)	86 	93 	84 
Keywords	23.3k	8.8k	766k

* SEO score:  0-49  50-89  90-100

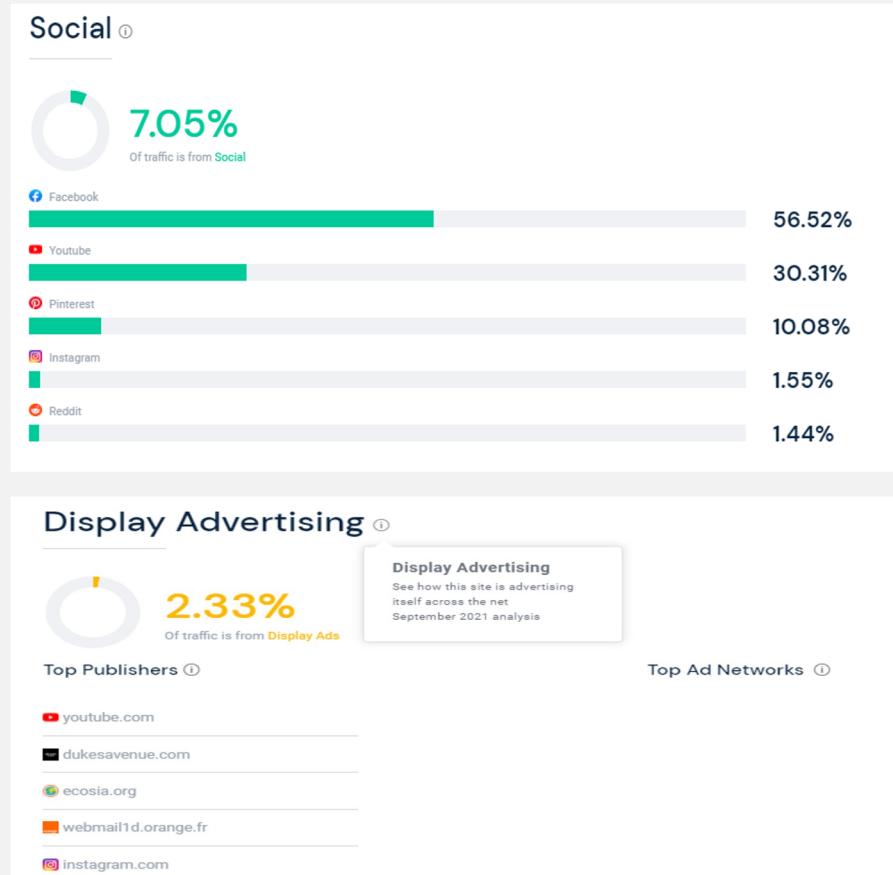
SEO METRICS

Here presents the searching keywords of Typology:

It is suggested that our official website can only be found while searching the words that have "Typology", otherwise there is very little chance of finding our website.



PAID ADS TRAFFIC



- Here comes the traffic data driven by paid ads
- Most of them is driven by the Facebook audience
- Youtube is the top publisher of our display advertising but only got 2.33% traffic

COHERENCE OF CONTENT

WEBSITE

The **design of the site** is harmonious and matches the "natural" **theme** of the brand. The **transparency** regarding the compositions is respected and well visible. The fact of having a "**Reviews**" page is a plus that allows to build customer loyalty and to bring seriousness and quality to the brand.

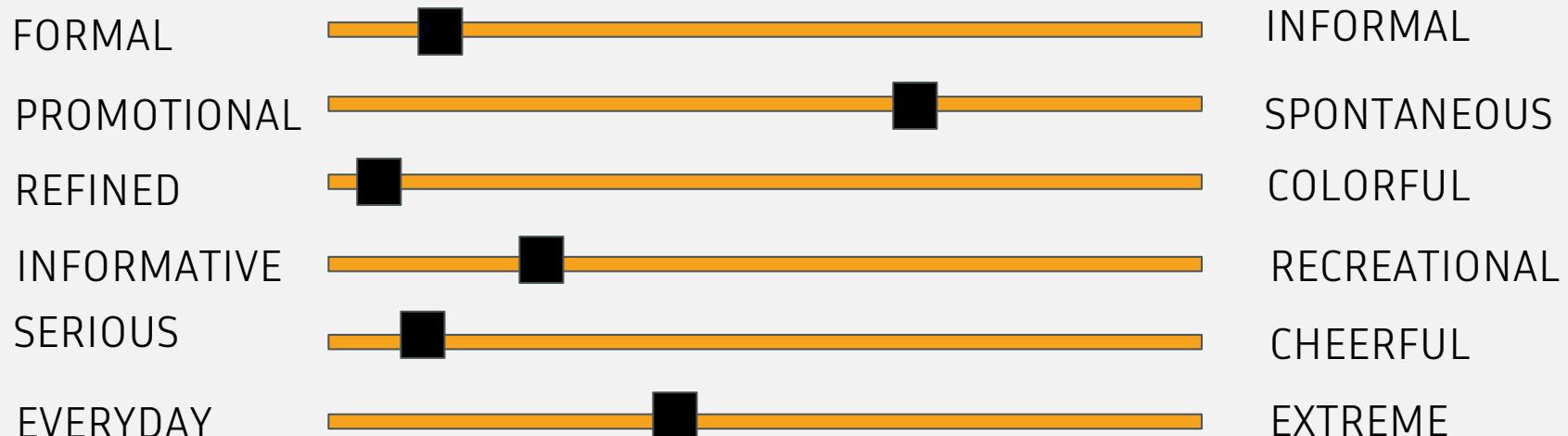
INSTAGRAM

The publications are turned towards the products with purified settings. The brand wanted to remain as sober as possible to make its products semi-luxury. It misses all the same the nature side to the photos, it is too little present. Posting influencer videos is also a way to prove the quality of our products.

FACEBOOK

The same publications as Instagram. Addition of the **composition** of each product presented and **tips**. Some publications are shot **internationally**. A big advantage with the "Reviews" page that allows followers to give their opinion on the products.

TONE OF VOICE



WEBSITE UX ANALYSIS

Typology
P A R I S

Valuable: Typology's value proposition is to enable consumers to use products that are good for them and the environment at affordable prices.

Useful: Organic cosmetics are useful. They allow you to apply make-up while respecting nature and the health of the user. These products are more and more sought after nowadays

Findable: On our site, the products are classified by categories of care. This allows users to choose a product according to the need they have. However, the site is missing some pages, such as a button redirecting to the blog.

Usable: Organic cosmetics are used in the same way as any other cosmetic. Typology often posts tips on how to use and apply its products.



Credible: The website was designed with the objective of conveying a simple and pure image. The reminder of nature through light, brown and green colors is present throughout the site. All images and illustrations are clean and the font of the site refers to the typography of typewriters.

Desirable: Anyone wishing to buy nature-friendly products at low prices would like to buy one of our products. The "power of organic" is an important factor in the market today.

Accessible: The accessibility of the site is quite good. The products can not be confused with their color because only the name changes. It does not irritate the eyes and is easy to use. Finally, the mobile version is working perfectly.

We don't have an automatic reader for the visually impaired, but this could be an idea for the future.

CUSTOMER REVIEW ON WEBSITE

- succeed in encouraging customer to review their products.
- get hundreds of reviews for each product on our website
- mostly positive on how simple their products' ingredients are yet efficient.

typology.com

★★★★★

16169 avis cinq étoiles.

La note globale de l'expérience Typology est de 4.3 sur 5 étoiles. Nous avons récolté plus de 26813 avis.

Jennifer M.
Age (25-34 ans) — Peau sensible

★★★★★

Ce savon est super, il m'a un peu séché au début donc je ne l'utilisais que le soir pour habituer ma peau.
Maintenant je l'utilise soir et matin et il n'est pas du tout agressif pour ma peau, il sent très bon et est très agréable. Je sens ma peau bien nette

France, 4 février 2021
À propos de [Soin lavant hydratant - au palmarosa](#)

VOIR TOUS LES AVIS





Traveling Sport Socialized

Goals

- Living a more ethical life
- Save money
- Consume better and less
- Be vegan

"I want to consume better but without spending a fortune."

Age: 35-44

Work: Communication Assistant

Family: Married with 2 kids

Location: Paris

Character: Archetype

Personality



Bio

Originally from Essonne, where she lived in a bungalow with her parents, Julia graduated with honors. After a bachelor's degree in marketing and communication in Paris, Julia started her career as an executive assistant and then as a communication assistant. She has been in a couple for 7 years with Alexandre and has two children. She pays more and more attention to her health and the health of her children. She prefers organic and environmentally friendly products. She goes to work by bicycle.

Motivation

Price

Health

Accessibility

Innovation

Preferred Channels

Online press

Blog Media

Instagram

Youtube

CUSTOMER PERSONAS

HERE PRESENTS
OUR CUSTOMERS
PROFILE IN
AVERAGE

CUSTOMER JOURNEY

Awareness:

- Reach our brand from online ads
- Get recommended by friends



Conversion:

- Read product reviews and opinions about our brand on website and social media
- Create a customer account



Consideration:

- Visit Typology website
- Implement the skincare routine diagnosis on our website and leave email address
- Compare with other brands



Purchase:

- Undergo payment process



Retention:

- Receive newsletters regularly and discover new offers
- Follow social media posts to get more insights into our products



Advocacy:

- Recommend our products to friends
- Make regularly purchase



III. EVALUATION OF OUR STRATEGY

OUR DIGITAL MARKETING STRATEGY

I. « ORGANICS » IMAGE

Our brand connects all the digital activities with the "natural", "organic" theme as our products: **website colors, images, publications, press articles, emails...**

2. BUILD OF A COMMUNITY

We try to be as close as possible to our consumers by multiplying digital interactions. We want **to build a loyal and close-knit community.**

4. TRANSPARENCY

The transparency of our compositions is **one of our major assets**. We share with our customers the full ingredients list of our products on all **our networks and website**.

5. PRESS ACKNOWLEDGEMENT

We rely heavily on the press to make ourselves known. It is our **main source of publicity**. It also brings us natural referencing thanks to backlinks.

3. SOCIAL NETWORKS

We targeted the social network that our customers use the most and where we can be most responsive: **Instagram**. We post as often as possible, to introduce new products, or give tips on how to use them. We also post some **influencer's videos** on our social page.

6. COMMUNICATIONS

We communicate a lot with our customers, through the **website, emails, newsletters and the Instagram community**. We answer questions and give feedback. Our goal is to inform, educate and build loyalty. We have also a **blog** connected to our Pinterest page and our newsletters

Typology.

PARIS

**THANK
YOU!**

