

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

The Video posts generally receive higher impressions and reach compared to photo posts.

I would recommend trying to create more engaging content for example. To maximise reach or increase your chances of clicks ,you can create visually appealing thumbnails that can capture the attention of users as they are scrolling through their feed on either Youtube or Tiktok. Or IG Reels.

2

The testimonials content theme generally gets higher reach and impressions though testimonial videos have greater traction than posts.

I would recommend focusing more on highlighting testimonials and then run campaigns that highlight positive user experiences. Also, you can repost videos of satisfied customers and tag them to add further credibility and boost brand image & awareness.

3

Inconsistency in posting where in one day you may have two or more posts and then no posts for a few days eg between 11/07/2023 and 11/10/2023.

I would recommend having a consistent posting streak or even employ the services of content-scheduling & posting apps like Hootsuite. You can also observe which times get you the highest interactions and then post at those times consistently.



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	<i>Since Facebook is centered around communities and groups, employing the testimonial ad campaigns will build your brand authenticity and if it catches on to one group, word of mouth may be enough to increase brand awareness</i>
2	Tiktok	<i>A large majority of the target audience is between the ages of 21-45 (Gen Z and Millenials) and you can reach them better on Tiktok as that is their current Social Media App(Channel where you will find them most.</i>
3	YouTube	<i>Since Testimonial videos gain high traction and how to tutorials are predominantly based on YouTube, You will be able to both help your customers with regards to application, and the three step skin care routine visually and thus making it more impactful.</i>



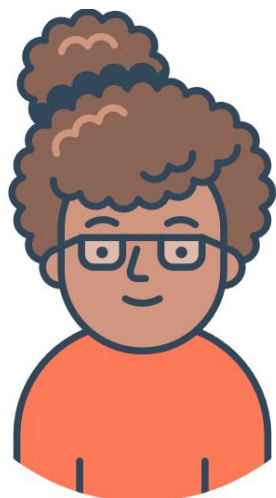
Identify your audience

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



<i>Marketing Michelle</i>
<i>Marketing Manager</i>
<i>Female aged 25-34</i>
<i>Wants an easy, non-fussy regime</i>
<i>Her favorite media outlets are publishing forms of Social Media</i>
<i>She likes working out</i>



<i>Realtor Rich</i>
<i>Real Estate Agent</i>
<i>Male aged 35-44</i>
<i>His biggest challenge is skin discoloration due to ingrow hairs</i>
<i>Required to meet face to face with clients during the sales process, (image is important)</i>
<i>Likes fishing</i>



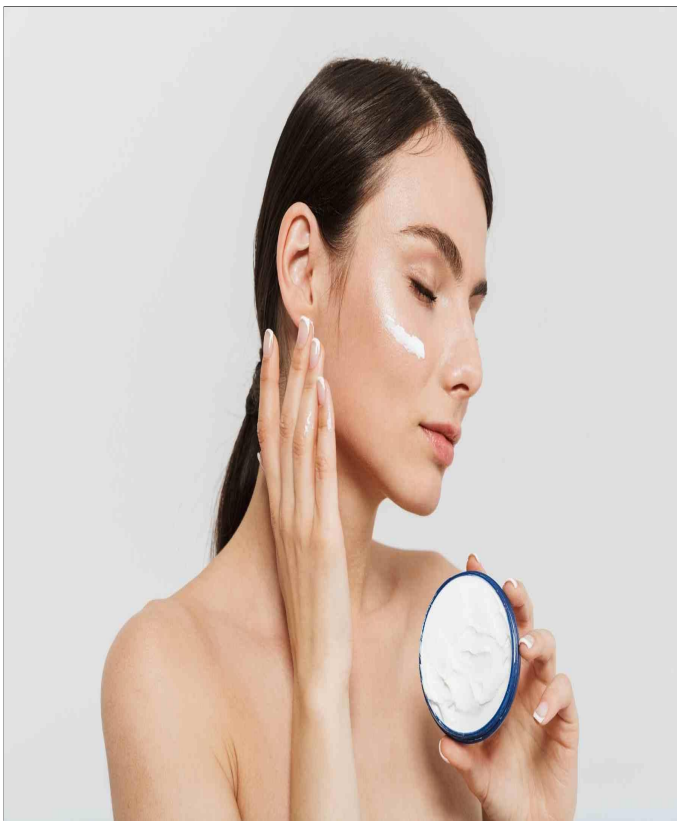
<i>Wendy the Web Developer</i>
<i>Web Developer</i>
<i>Female with a masters degree</i>
<i>Wants an acne solution that is effective</i>
<i>Likes brunching with friends</i>
<i>Active on facebook, Instagram</i>



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



INGREDIENT SPOTLIGHT: GLYCOLIC ACID

Today we will be looking at our skin repair hero, Glycolic Acid! Learn how this powerful agent has been transformed to give your skin a daily hydration boost for a youthful glow.

For more information, [click here](#)

post here
product image for the



Calendar with 12 different posts

	Facebook	Tiktok	YouTube
Sunday	SelfCare Sunday: Treat yourself to some wine and a relaxing afternoon mask session 11:00 AM Self-care tips Facebook post	SelfCare Sunday: Treat yourself to some wine and a relaxing afternoon mask session 11:00 AM Self-care Tiktok	"Lose yourself in the Ultimate Self-Care: Wine & a Relaxing Mask Session 11:00 AM Self-care YouTube
Monday	Meteoric Monday: Quick Skin care tips to start the week fresh 7:00 AM Skin care tip Facebook Post	Quick Skin care tips to start the week fresh 7:00 AM Skin care tips Tiktok	Morning Skincare Routine: Quick Tips for a Fresh Start to the Week 7:00 AM Skin care tips YouTube Shorts
Tuesday	Ingredient Spotlight: Our skin moisture hero, Glycolic Acid 1:00 PM Ingredient Spotlight Facebook Post	Ingredient Spotlight: Our skin moisture hero, Glycolic Acid 1:00 PM Ingredient Spotlight Tiktok	Unseal the power of Glycolic Acid: The secret to a vibrant and glowing skin 1:00 PM Ingredient Spotlight YouTube
Wednesday	Mid-Week Pampering: Pamper your skin, Pamper yourself 3:00 PM Self-care Facebook post	Pamper your skin, Pamper yourself 3:00 PM Self-care Tiktok	Indulge in Radiant Bliss: Pamper Yourself, Pamper Your Skin with Pyurr 3:00 PM Self-care YouTube
Thursday	Throw-back Thursday: Feel the difference on your skin 11:00 AM Testimonials of previous clients Facebook Post	Feel the difference on your skin 11:00 AM Testimonials of previous clients Tiktok	"Transformed and Thriving: Emma Shares her Journey to Radiant Skin with Pyurr Products! 11:00 AM Testimonials YouTube



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>Women aged 21-45</i>
Tactic / Marketing Strategy	<i>Collaborate with an influencer who specializes in the beauty and skin care niche and offer them some free samples for them to use and they can then offer reviews to their followers</i>
Channel	<i>Tiktok</i>
How will it grow the channel	<i>Since an influencer is sometimes 'trusted' by their audiences, if they see her offering an honest and positive view about your products, it may channel those followers to your page who may look around your landing page and sites and then convert. If they are satisfied, they may also turn to brand advocates.</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 CPM for the Awareness Testimonial video (1.28\$) is significantly lower than the CPM for the Awareness Product Feature that was a static image (3.39 \$)</i> |
| | <i>I would recommend on focusing more on improving your video quality and optimizing them as they will be cheaper in the longer run and help you reach a much wider audience</i> |
| 2 | <i>The frequency of both campaigns are high with the static image campaign being slightly higher. This however does not translate to the low clicks the static image is getting and thus I may conclude that the users feel bombarded with the ads as they may have previously engaged with the brand</i> |
| | <i>You can utilize connection-based advertising which may limit the number of times the same user comes across your ad so that your content will always be fresh</i> |
| 3 | <i>The Awareness Product Feature Performance Overview has a deficit of crucial data that can be able to effectively tell how the ad campaigns performed</i> |
| | <i>You can populate the graph with key KPIs that can be used to tell more about how the ads performed</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>To increase awareness of PYUR's new 3-step solution in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.</i>
Budget	Paid Media: \$8000 Influencer campaign: \$2000
Platforms	<i>Facebook</i>



Target Audience

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

Audience Demographics	<i>Men and women between the ages of 21-45.</i>
Geo-targeting	<i>Men and women in the United States but specifically those living in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.</i>
Behavioral targeting	<i>They care about clearer, healthy-looking skin.</i>

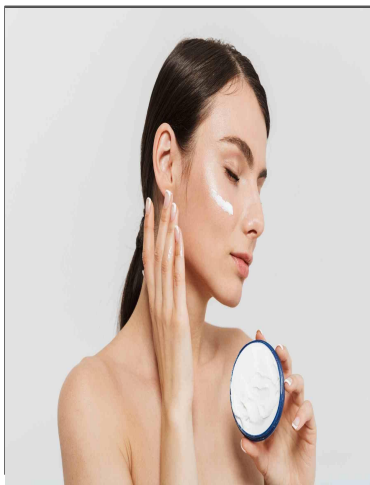


Facebook Ad mockups

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



Ladies, tap into the fountain of youth with our new 3-step skin care solution. Employing only the best of nature's plant-based, non-chemical ingredients we offer you a youthful glow

Shop Now

Ad for Men



Say goodbye to ingrown hairs and skin discoloration! With PYUR's new 3-step solution and the power of our plant-based, non-chemical ingredients, we offer a smooth and blemish-free complexion. Try it today!"

Shop Now



Facebook A/B test

Name of the Ad	Campaign Objective	KPI	Audience	Total Budget
Ad for Women	To increase awareness of PYUR’s new 3-step solution to women and women aged 21-45 in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.	Conversion rate: 80% conversion rate in women & 55% conversion rate in men.	Women in the United States between the ages of 21-45 who cared about clearer, healthy-looking skin	8000\$
Ad for Men			Men in the United States aged 21-45 who cared about clearer, healthy-looking skin	
Goal of the test:		To determine which group will convert more and thus maximize ROI		
Next steps:		Target more women and find specific niches for men spaces.		



Influencer Overview

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

Influencers target audience	<i>Women who like to take self-care seriously and enjoy treating themselves</i>
Type of influencer	Micro-Influencer
Activation Channels	Instagram
Launch date	29/04/2024
Duration	2 weeks
Total Cost	2000\$
Proposed tactic	<i>Collaborate with the influencer to try out some sample products then review them. When received positively, we will organise a giveaway for some of her followers.</i>