

## Digital Marketing Plan for DermaCo Sunscreen



### BRANDING

**Brand Name:** DermaCo Sunscreen

**Tagline:** “Illuminate Your Skin’s Future”

**Brand Values:**

- **Skin Health:** Dermatologically tested and designed to protect and nourish skin.
- **Innovation:** Uses cutting-edge sun protection technology.
- **Trustworthiness:** Backed by scientific research and dermatological testing.
- **Sustainability:** Eco-friendly packaging and ethical sourcing.

**Visual Identity:**

- **Logo:** Clean, modern design symbolizing protection and skin care (e.g., shield or sun).
- **Color Palette:**  
**Primary Colors:** Soft blues or greens for a calming effect.  
**Accent Colors:** Warm tones like gold or orange to evoke the sun.
- **Typography:**  
**Primary Font:** Elegant sans-serif (e.g., Helvetica, Avenir).  
**Secondary Font:** Complementary serif or sans-serif for details.
- **Packaging:** Sleek, functional design with recyclable materials.

## Messaging:

- **Primary Message:** “Protect your skin with advanced sun care that’s both effective and gentle.”
- **Secondary Message:** “Stay radiant and safe under the sun with our dermatologist-approved formula.”

## Performance

### Growth Strategy

- **Optimize Campaigns:** Use CTR to adjust ad creatives and targeting.
- **Enhance Lead Generation:** Improve lead capture and conversion tactics based on lead data.
- **Increase Visibility:** Use impression data to ensure broad reach and adjust ad spend.

### 1. Click-Through Rate (CTR)

- **Definition:** The ratio of users who click on your ad or content to the number who view it.
- **Objective:** Increase engagement and optimize ad effectiveness.
- **Action:** Analyze CTR to identify high-performing ads, refine messaging, and adjust targeting.

### 2. Leads

- **Definition:** Potential customers who express interest by filling out forms or subscribing.
- **Objective:** Generate high-quality leads and track their conversion potential.
- **Action:** Assess lead sources, improve lead capture methods, and nurture leads to boost conversions.

### 3. Impressions

- **Definition:** The number of times your ad or content is displayed to users.
- **Objective:** Measure and expand brand visibility.
- **Action:** Track impressions to evaluate reach and optimize campaigns for better audience targeting.

## BUYER PERSONA

**Name:** Upasana Mhaskar

**Demographics:**

- **Age:** 24
- **Gender:** Female
- **Marital Status:** UnMarried
- **Education:** B.E. (Computer Engineering)
- **Occupation:** Developer
- **Household Income:** 4L p.a.
- **Location:** Belapur Navi Mumbai

### **Personal Background:**

- **Hobbies:** Enjoys yoga, Gym, Table tennis, cooking
- **Values:** Prioritises health, family, honesty
- **Personality:** open-minded, confident, generosity

### **Goals:**

- **Primary Goal:** To find a sunscreen with high SPF that protects from sun damage and also light on the pocket.
- **Secondary Goal:** To invest in a light-weight, oil-free, and no white cast sunscreen.

### **Challenges:**

- **Primary Challenge:** Maintaining savings while purchasing online stuff
- **Secondary Challenge:** Building a skincare regime with budget-friendly products that suit the skin type

### **Behavioral Traits:**

- **Shopping Preferences:** Prefers purchasing from the brand's website which assures of delivering authentic products with additional discounts and free samples
- **Technology Usage:** Active on social media (especially Instagram and YouTube), uses a smartphone for most of her online activities and relies on product reviews and recommendations.
- **Buying Decision Influences:** Heavily influenced by online reviews, word-of-mouth recommendations, and social media endorsements from influencers she trusts.

### **Brands and Influences:**

- **Favourite Brand:** DermaCo Sunscreen
- **Influencers:** Follows lifestyle bloggers on YouTube & Instagram

### **Marketing Message:**

- **Core Message:** "Simplify your life with sustainable products that you and your family can trust".
- **Value Proposition:** High-quality, eco-friendly products that save time and offer peace of mind for busy professionals and caring parents.

### **Channels & Content:**

- **Preferred Channels:** YouTube & Instagram
- **Content Types:** Product reviews videos, and advertisements on Instagram & YouTube

## **CONTROL**

### **Quality Assurance:**

- **Manufacturing:** Adherence to stringent industry standards and regulations.
- **Testing:** Comprehensive dermatological and stability tests to ensure product efficacy and safety.

### **Compliance:**

- **Labeling:** Accurate ingredient listing and usage instructions compliant with regulations.
- **Certifications:** SPF testing and dermatological certifications from accredited labs.

### **Inventory Management:**

- **Stock Levels:** Regular monitoring to avoid shortages or overstock.
- **Supply Chain:** Reliable suppliers and logistics partners for consistent product availability.

## **CHANNELS**

### **Objectives:**

- **Expand Market Reach:** Utilize multiple distribution channels to maximize product availability and accessibility.
- **Engage Target Audience:** Leverage effective marketing channels to reach and engage with potential customers.

### **Distribution Channels:**

- **E-Commerce:** Sales through the brand's website and major online retailers like Amazon.
- **Retail Stores:** Partnerships with pharmacies, supermarkets, and specialty beauty stores.
- **Direct Sales:** Possible subscription models or exclusive offers through the brand's website.

### **Marketing Channels:**

- **Social Media:** Platforms such as Instagram, Facebook, and YouTube for promotions and educational content.
- **Influencers:** Collaborations with skincare experts and lifestyle influencers for product endorsements.
- **Email Marketing:** Newsletters featuring product information, promotions, and skincare tips.

## **TIMELINES**

### **Objectives:**

- **Timely Product Launch:** Develop and launch the product within planned timeframes to capture market opportunities.
- **Manage Marketing and Sales Activities:** Align marketing efforts with product availability and sales goals.

### **Product Development:**

- **Research and Formulation:** 6-12 months for development, testing, and finalizing the formula.
- **Packaging Design:** 2-3 months for design and prototype creation.

- **Production:** 3-6 months for manufacturing and quality assurance.

#### **Marketing Launch:**

- **Pre-Launch:** 2-3 months of pre-launch activities including teasers and influencer outreach.
- **Launch:** Coordinated launch event, initial promotional campaigns, and press releases.
- **Post-Launch:** Continuous marketing efforts, customer feedback collection, and product adjustments.

## **BUDGET**

**Development Costs:** (formulation, testing, packaging design).

- **Formulation and Testing:** \$100,000 - \$250,000
- **Packaging Design:** \$20,000 - \$50,000
- **Production Costs:** \$50,000 - \$100,000 (initial batch)

**Marketing Expenses:** (digital advertising, influencer collaborations).

- **Digital Advertising:** \$30,000 - \$70,000
- **Influencer Collaborations:** \$20,000 - \$50,000
- **Retail Partnerships:** \$10,000 - \$30,000 (for initial placement and promotions)

**Operational Costs:**

- **Distribution and Logistics:** \$20,000 - \$40,000
- **Customer Support:** \$10,000 - \$20,000

## **MEASUREMENT:**

**Key Performance Indicators:**

- **Sales Metrics:** Total units sold, revenue generated, and profit margins.
- **Market Penetration:** Share of the market in the sunscreen category.
- **Customer Metrics:** Customer acquisition cost, retention rate, and satisfaction scores.

**Marketing Effectiveness:**

- **Engagement:** Metrics from social media (likes, shares, comments) and website traffic analysis.

- **Conversion Rates:** Percentage of website visitors who complete a purchase.
- **Return on Investment (ROI):** Analysis of marketing spend versus revenue generated.

#### **Customer Feedback:**

- **Reviews and Ratings:** Monitoring and responding to online reviews and customer ratings.
- **Surveys:** Gathering customer feedback through surveys to assess satisfaction and identify areas for improvement.

## **DIGITAL MARKETING PLAN FOR DERMACO SUNSCREEN:**

### **1. SEO and Website Optimization**

- Optimize product pages with relevant keywords.
- Create skincare-focused blog content.
- Ensure fast, mobile-friendly website performance.

### **2. Content Marketing**

- Publish blog posts, videos, and infographics on sun care.
- Highlight product benefits through educational content.

### **3. Social Media Strategy**

- Focus on Instagram, Facebook, and TikTok.
- Partner with skincare influencers.
- Encourage user-generated content with branded hashtags.

### **4. Paid Advertising**

- Run Google Ads targeting sun protection keywords.
- Launch targeted social media ad campaigns.
- Collaborate with influencers for sponsored posts.

### **5. Email Marketing**

- Build an email list through pop-ups and campaigns.
- Send personalized newsletters and automated emails.

### **6. Public Relations**

- Distribute press releases to beauty media outlets.
- Host webinars and events featuring the product.

## **7. Affiliate Marketing**

- Create an affiliate program for bloggers and influencers.

## **8. Analytics and Optimization**

- Track performance and adjust strategies based on data.
- Use A/B testing to refine content and ads.

## **9. Customer Engagement**

- Develop a loyalty program.
- Encourage customer reviews and offer excellent support.

This plan focuses on boosting online visibility, driving traffic, and increasing sales for DermaCo sunscreen.