

PYUR Organic Social Media Strategy

Historical Analysis, Insights/Observations, and Recommendations

Review the Fall 2021 Facebook awareness campaign dataset under the **Organic tab**.
Identify 3 key insights/observations and one improvement for each.

<p>Insight/Observation 1 <u>Variation in Content Performance:</u> There's a noticeable difference in engagement across different content types (photos, videos) and themes (testimonials, how-to, product, lifestyle).</p>	<p>improvement / recommendation 1 Focus more on creating video content, particularly testimonials and how-to videos, as they tend to generate higher engagement. Tailor content themes based on what's resonating well with the audience.</p>
<p>Insight/Observation 2 <u>Video Content Effectiveness:</u> Videos consistently outperform photos in terms of reach, impressions, engagement, and video views.</p>	<p>limprovement / recommendation 2 Allocate a higher portion of the content strategy to video creation. Experiment with various video styles, lengths, and themes to optimize engagement further.</p>
<p>Insight/Observation 3 <u>Timing of Posts Impact Engagement:</u> The timing of posts seems to influence engagement, with certain posts garnering more reach and impressions.</p>	<p>limprovement / recommendation 3 Analyse the data to identify the best times and days for posting. Schedule posts during these optimal times to maximize reach and engagement</p>

Identify your platforms

Based on the provided documents and campaign brief, identify 3 social media platforms you will use to market.
For each platform, explain why and how these platforms support your campaign objectives.

Facebook:

Why:

- ❖ Facebook is a widely used platform with a vast user base, including PYUR's target audience, providing an excellent opportunity to reach potential customers.
- ❖ Its advertising capabilities allow for precise targeting based on demographics, interests, and location, crucial for reaching the specific age group (25-55) and locations outlined in the campaign brief.

How it supports the campaign objectives:

- ❖ Utilize Facebook's paid media plan to run targeted ads that showcase PYUR's new 3-step skincare solution, emphasizing its effectiveness in achieving clearer and healthier skin for both men and women.
- ❖ Implement A/B tests on Facebook to assess the campaign's performance among men and women, providing valuable insights to optimize the marketing strategy.
- ❖ Run engaging organic campaigns, such as Livestream activations or giveaway contests with influencers, to generate buzz and increase awareness among the target audience.

Instagram:

Why:

- ❖ Instagram is a highly visual platform, making it perfect for showcasing PYUR's skincare products and the impact of their 3-step skincare regimen through images and videos.
- ❖ It is widely used by the younger demographic, aligning with the target age group (25-55) specified in the campaign brief.

How it supports the campaign objectives:

- ❖ Share before-and-after visuals of users who have benefited from PYUR's skincare solutions, emphasizing the effectiveness of the 3-step system in achieving desired skincare outcomes.
- ❖ Collaborate with influencers and celebrities to showcase PYUR products and generate authenticity and trust among the audience.
- ❖ Utilize Instagram Stories to share real-time updates about the campaign, behind-the-scenes content, and testimonials, keeping the audience engaged and informed

LinkedIn:

Why:

- ❖ LinkedIn is a professional networking platform, aligning with PYUR's objective to reach a target audience interested in skincare and career-focused individuals.
- ❖ It is a platform where professionals often seek information and updates related to their industries, providing an opportunity to promote PYUR's innovative skincare solutions.

How it supports the campaign objectives:

- ❖ Share educational and informative content about PYUR's 3-step skincare regimen, emphasizing its benefits and aligning with the brand voice of being proven to work and innovative.
- ❖ Leverage LinkedIn ads to target professionals within the specified age range and industries, directing them to the PYUR website to learn more about the products.
- ❖ Collaborate with industry influencers and professionals to create sponsored content that highlights the effectiveness of PYUR's skincare products within a professional context

Identify your audience

Review the provided persona profile documents, and use those to create 4 customer profiles. Each profile must include 1)title, 2)age, and then 3) three additional key points. (Profile image is optional)



Marketing Elle
Age 29

- ❖ *Enthusiastic Marketing Manager with a passion for health and wellness.*
- ❖ *Avid user of social media platforms like Facebook, Instagram, and Twitter to stay updated on industry trends and connect with the community.*
- ❖ *Seeks easy and effective skincare solutions due to a busy lifestyle and a preference for minimalistic skincare routines.*



Pharmaceutical Phillee
Age 49

- ❖ *Pharmaceutical Sales Specialist deeply involved in the healthcare industry, with a keen interest in staying updated with industry news and breakthroughs.*
- ❖ *Actively uses social media platforms like Facebook, Twitter, and LinkedIn to engage with medical professionals and stay informed about the latest pharmaceutical technologies.*
- ❖ *Struggles with sensitive skin and seeks quick and effective skincare solutions due to his busy work routine.*



Realtor Richie
Age 39

- ❖ *Real Estate Agent with a goal to build a successful real estate business and prioritize personal grooming.*
- ❖ *Regularly uses social media platforms like Facebook, Instagram, Twitter, and LinkedIn to connect with potential clients and showcase properties.*
- ❖ *Experiences skin challenges like razor bumps and skin discoloration due to the nature of his job and seeks suitable skincare products.*



Wenny the Web Developer
Age 38

- ❖ *Tech-savvy Web Developer with a penchant for technology news and advancements.*
- ❖ *Active on social media platforms like Facebook, Instagram, Twitter, and LinkedIn to stay connected with peers and explore the latest trends in the tech industry.*
- ❖ *Struggles with extreme dry skin during winter and seeks an acne solution that aligns with her busy schedule.*

Content Theme Sample Post

Based on the 3 content themes(Core of brand, Calendar, Conversational), choose one and create a mock post. Mock post should include

- Type of Content theme
- image: should be 1) lifestyle image that represents any of customer profile from the previous slide or 2) product image from the website).
- Copy-text: should be 1-3 sentences about the product including a call to action

Core of the Brand



Copy-Text:

"🌟 Marketers hustle hard, and so does your skin with PYUR! Embrace the power of a smooth, clear complexion that matches your dynamic lifestyle. Your skincare journey begins with us! 🌟 "

Call to Action:

"Unlock Radiant Skin: [PYUR Website Link]"

Calendar and Cadence

Please provide a typical week snapshot of your social media posting calendar.
The posting calendar must include at least 4 posts *per platform* throughout the week.
Each post must include Post Title/Description, Publish Time, Content Theme, Placements

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook	<i>A Day of Pampering with PYUR: Unwind and Glow, 1:00 PM, Core of the Brand, News Feed</i>	<i>Start Your Week Right: Introducing PYUR's New Fall Solution, 10:00 AM, Core of the Brand, News Feed</i>	<i>Tips for a Midweek Glow: PYUR's Skincare Secrets, 11:30 AM, Core of the Brand, News Feed</i>	<i>Join Our Livestream Event and Learn About PYUR's 3-Step Routine, 2:00 PM, Calendar, Event Page</i>	<i>Tackling Skin Woes: PYUR's Proven Solutions, 9:30 AM, Core of the Brand, News Feed</i>	<i>PYUR's Testimonials: Real People, Real Results, 3:30 PM, Core of the Brand, News Feed</i>	<i>Weekend Wellness: Unwind with PYUR, 12:00 PM, Core of the Brand, News Feed</i>
Instagram	<i>Skincare Sundays: Self-Love with PYUR, 12:00 PM, Calendar, Feed</i>	<i>Discover the PYUR Experience! , 11:00 AM, Core of the Brand, Feed</i>	<i>Morning Routine with PYUR: Revitalize Your Skin, 10:00 AM, Core of the Brand, Stories</i>	<i>A Sneak Peek into PYUR's Ingredient Innovation, 2:30 PM, Core of the Brand, Stories</i>	<i>Wellness Thursday: Achieve Radiant Skin with PYUR, 9:00 AM, Core of the Brand, Feed</i>	<i>PYUR's Skincare Insights: Beauty in Simplicity, 4:00 PM, Core of the Brand, Feed</i>	<i>Saturday Self-Care with PYUR: Nourish Your Skin, 11:00 AM, Core of the Brand, Feed</i>
LinkedIn	<i>PYUR: More than Skincare, a Lifestyle Choice, 5:00 PM, Core of the Brand, News Feed</i>	<i>Empower Your Skin: The PYUR Way, 9:00 AM, Core of the Brand, News Feed</i>	<i>The Science Behind PYUR: A Closer Look at Our Formulas, 12:00 PM, Core of the Brand, News Feed</i>	<i>Navigating the World of Skincare: PYUR's Expert Insights, 1:30 PM, Core of the Brand, News Feed</i>	<i>PYUR for Professionals: Enhance Your Skincare Routine, 10:00 AM, Conversational, News Feed</i>	<i>Join Our Professional Network: Skincare Enthusiasts, 11:00 AM, Conversational, News Feed</i>	<i>Fitness Saturday: Keeping Your Skin Healthy and Fit with PYUR, 9:30 AM, Core of the Brand, News Feed</i>

New Opportunity/Growth Strategy

Please provide a tactic that will help grow a new channel using newer platforms (i.e. TikTok, Snapchat, Pinterest, etc)

The goal: Provide the who, what, where, and how you will grow the channel.

Who: Target Audience	Gen Z and Millennials (ages 16-30) interested in skincare, beauty, and lifestyle.
Where: Channel	TikTok, a highly engaging and trending short-form video platform.
What is the tactic?	Trend-Integrated Educational Skincare Content: Create engaging and informative short videos (15-60 seconds) that align with popular TikTok trends while educating the audience about skincare benefits, usage tips, and showcasing PYUR products.
How will it grow the channel?	<ul style="list-style-type: none">❖ Leverage Viral Challenges: Participate in or create skincare-related challenges that are trending on TikTok, encouraging users to use PYUR products and share their experiences.❖ Collaborate with Influencers: Partner with skincare and lifestyle influencers on TikTok to create content using PYUR products, reaching a broader audience through their established follower base.❖ Use Trending Sounds and Hashtags: Incorporate popular sounds and relevant hashtags in the skincare niche to enhance discoverability and increase reach.❖ Engage with the Community: Respond to comments, engage with duets, and stay interactive with the TikTok community to build relationships and increase visibility.

PYUR's Facebook Page Moderator's Guide

Objective: *Ensure consistent brand voice across PYUR's Facebook Page.*

1. Understanding the Brand Voice:

- *Who we are: Innovative, stylish, and trustworthy skincare for the modern, active lifestyle.*
- *Tone: Friendly, informative, and professional.*

2. Key Messaging:

- *Core Messages: 3-step skincare regimen, innovative plant-based ingredients, and healthy, clearer skin.*
- *Call to Action: Encourage users to explore products on our website.*

3. Responding to Comments:

- *Always address concerns with empathy and offer solutions.*
- *Redirect inquiries to appropriate channels for detailed assistance.*

4. Content Guidelines:

- *All content must align with the campaign's core themes and objectives.*
- *No use of jargon; ensure clear and simple language.*

5. Approval Process:

- *Content to be reviewed and approved by the designated brand representative before posting.*

6. Consistency Check:

- *Periodic audits to ensure adherence to brand voice guidelines*

Innovative Influencer Collaboration Strategies for PYUR Campaign

1. **Interactive Virtual Skincare Workshop:**

Collaborate with influencers to host a virtual skincare workshop. The influencers can guide participants through PYUR's skincare routine, showcasing the effectiveness of the 3-step solution. Attendees can actively participate, ask questions, and get personalized skincare tips.

2. **User-Generated Content Contest:**

Encourage influencers to challenge their followers to create and share unique content using PYUR products. Offer a prize for the most creative or impactful content. This not only engages the influencer's audience but also generates a buzz around PYUR.

3. **Influencer-Hosted Instagram Live Series:**

Create a series of Instagram Live sessions where influencers take turns hosting. Each session can focus on a different aspect of skincare, using PYUR products. Followers can engage in real-time, ask questions, and learn more about the brand.

4. **Skincare Transformation Challenge:**

Partner with influencers to launch a "PYUR Skincare Transformation Challenge." Influencers can document their skincare journey using PYUR's 3-step solution, sharing their progress and results over a specific period. This builds credibility and showcases the effectiveness of the products.

5. **Virtual Skincare Consultations:**

Utilize influencers with a strong skincare background to offer virtual skincare consultations. Followers can sign up for a one-on-one session where the influencer recommends PYUR products tailored to their skin type and concerns.

6. **Influencer Podcast Takeover:**

Collaborate with influencers to host a podcast episode related to skincare and beauty. Allow the influencer to discuss PYUR products, their experience, and invite industry experts to provide insights, attracting a diverse audience.

7. **Skincare Stories Collaboration:**

Have influencers post a series of Instagram Stories showcasing their daily skincare routine using PYUR products. They can highlight key features, benefits, and their personal preferences, making it authentic and relatable.

8. **Virtual Meet and Greet:**

Organize a virtual meet and greet with influencers. Attendees can purchase tickets for an online event where they get to interact with influencers, learn about skincare, and receive exclusive discounts on PYUR products.

PYUR LIVE EVENT

Outline for Live Event: "PYUR Unveiled: A Skincare Experience"

Objective: Engage the audience and generate excitement about PYUR's new fall season products and 3-step skincare solution.

Event Segment	Time	Description
<i>Pre-event Promotion</i>	<i>Prior days & 15 min before event</i>	<i>Teaser posts on social media about the event, highlighting the event date and time. Countdown graphics to build anticipation.</i>
<i>Event Kick-off</i>	<i>Event Start</i>	<i>Welcome message and introduction to the event, emphasizing PYUR's commitment to healthy skincare.</i>
<i>Brand Storytelling</i>	<i>15 mins into event</i>	<i>Narrate the brand's journey, focusing on innovation and the development of the 3-step skincare regimen.</i>
<i>Product Showcase</i>	<i>30 mins into event</i>	<i>Live demonstration of the 3-step skincare regimen, emphasizing benefits and results.</i>
<i>Customer Testimonials</i>	<i>45 mins into event</i>	<i>Showcase real customer testimonials, before-after results, and success stories.</i>
<i>Interactive Q&A</i>	<i>1 hour into event</i>	<i>Engage the audience by encouraging questions and providing live answers related to skincare and products.</i>
<i>Influencer Collaboration</i>	<i>1 hour 15 mins into event</i>	<i>Invite skincare influencers to join the live event, share their experiences with PYUR products, and discuss their skincare routine.</i>
<i>Exclusive Offer Announcement</i>	<i>1 hour 30 mins into event</i>	<i>Announce a limited-time offer or discount on PYUR products for the event attendees.</i>