



**BS.**  
BETTER SKIN

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# WEEK 1 AND 2 – E-COMMERCE + SEO & CONTENT MARKETING

. **Store url:** <https://p4-g1.myshopify.com/>

. **Password:** towlor

Another possibility for the URL would be: [www.bs-betterskin.com](http://www.bs-betterskin.com) or [www.betterskin.com](http://www.betterskin.com)

## A. FIRST GUIDELINES

### . Brand

- Name: BS – Better Skin
- Style: funny, minimalist, simple to use. “No bullshit” (we don’t try to sell more than what the individual needs).

. **Target segment definition:** mid-level (above generic brand but below premium brands) – we are accessible. It’s the first things needs. 23 – 34 years old, people who want to spend a bit more on skin care but not that much.

- Genderless: skin care is for all, no matter the gender.
- Education/job: no specific background required
- Geography: New York. We are based in a startup with plans to expand soon.

## B. PRODUCT DEFINITION

. **Sunscreen** – focused on maintaining fresh and young skin. With a pocket size, you can take it everywhere with a good cap, so it doesn’t open on your things. To put before going out.

- **Name:** “Good feelings”
- **Category:** sun protector
- **Description:** brightening skin every day is the formula for a better skin. This is a sun protector with the essential for your skin, without getting it too white, thick and greasy.
- **Composition** - Zinc Oxide 22%. Inactive Ingredients: Aloe Barbadensis Leaf (Aloe Vera Gel) Juice\*, Aqua (Deionized Water), Butyrospermum Parkii (Shea) Butter\*, Camellia Sinensis (Green Tea) Leaf Extract\*, Cocos Nucifera (Coconut) Oil\*.

**Size** - 50 ml. Dermatologically tested and suitable for sensitive skin.

**How to use** – Apply the sun protector before sun exposure and reapply it every 2 hours. Use after bathing or drying your skin with a towel.

**Price** – €12,99



. **Moisturizer** – it hydrates your face, make it feel soft and glowing. Refreshing because it gives energy in the morning and at the end of the night makes you cleanse the bad vibes.

- **Name:** "MoistRISE.UP"
- **Category:** face cream
- **Description:** the best moisturizer to lift up, not only your skin but your mood as well. A great way to start your day with a hydrated, glowing and fresh skin. At night it will refresh your tired skin from the day, leaving a fresh and clean scent to eliminate any form of stress while making sure your skin is hydrated.
- **Composition** - Caffeine from Coffee Beans, Ginseng, Hydra Hug™ Technology, Niacinamide, Urea, Hyaluronic Acid, Nicotinamide, Plant Glycerin, Sodium Polyaspartate

**Size** – 100 ml. Dermatologically tested and suitable for sensitive skin

**How to use** - After cleansing your face with "Ready,Set...Gel!", apply a small amount onto face until you feel your skin happy – remember a little goes a long way. Use day and night for better results.

**Price** – €19,99



. **Cleansing gel** – it cleanses your skin and takes transpiration and extra product. Purifies your skin.

- **Name:** "Ready,Set...Gel!"
- **Category:** facial cleanser
- **Description:** our facial cleanser has the best combination of radiance, moisture, and cleanliness to form the best to fight acne, dryness, or oiliness. Ideal for oily, dry, combination and sensitive skin. It cleanses without stripping your skin's natural oils and as a bonus, it does not leave your skin feeling greasy.

It is formulated with natural ingredients and is free of soap, parabens, and alcohol making it safe to be used during pregnancy.

- **Composition** - Hyaluronic acid; glycolic acid; vitamin C.

**Size** – 300 ml. Dermatologically tested and suitable for sensitive skin

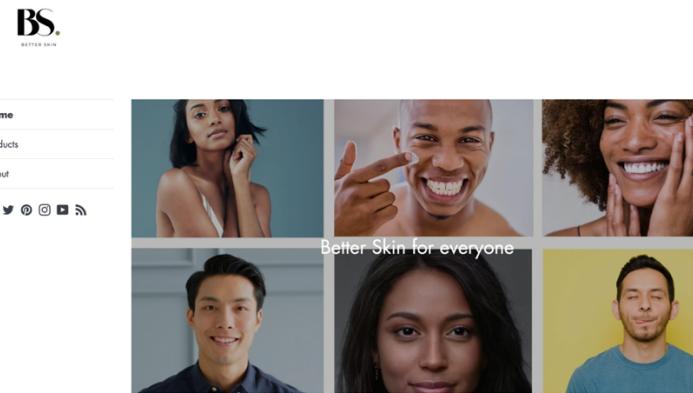
**How to use** - wash your hands before touching your face. You can use a cleansing brush if you prefer. Then, simply put a pea sized amount of gel in your hand and apply it in circular motions. Gently rinse with lukewarm water. Do not rush and finish up with your favorite moisturizer.

**Price** – €9,99



## C. SHOPIFY WEBSITE

### • Homepage



**Figure 1** - Homepage: Announcement Bar, Main Menu

### Product Line



Ready, Set Gel...! | Facial  
Cleanser  
€9,99

MoistRISE.UP | Moisturizer

€19,99

Good Feelings | Sunscreen

€12,99

**Figure 2** - Homepage: Products

### Better Skin

BS means better skin but also means we are a start-up, that will innovate the vision of skin care. We were born from the stress-filled New York city in which people don't have time for their skin care. We believe that skin care should be a priority and there should be no BS nor excuses to avoid doing it. We want to simplify the care so it is accessible to everyone, anywhere.



### Links

BS Community Guidelines

### Contact us

Tel. +1 (941) 538-6941  
support@betterskin.com

### Be in the know

Promotions, new products and sales. Directly to your inbox.

Your email

Copyright © 2021, P4-G1. Powered by Shopify

**Figure 3** - Homepage: About Better Skin

<a href="#">Refund Policy</a> <a href="#">Shipping Policy</a> <a href="#">Privacy Policies</a> <a href="#">Terms of Service</a> <a href="#">Community Guidelines</a>	<a href="#">FAQs</a> <a href="#">contacts</a>
--	--

Copyright © 2021,  
 P4-G1. Better Skin

**Figure 4** - Homepage: Footer

## • Product pages

Home > Good Feelings | Sunscreen

**Products**

**About us**

**Good Feelings | Sunscreen**  
 P4-G1

**\$12.99**

Shipping calculated at checkout.

Quantity  
 1

**ADD TO CART**

**BUY IT NOW**

**What It Is:**  
 Hydrating and brightening it every day is the formula for a better skin. This is a sunscreen with the essential for your skin, without getting it too white, thick and greasy.

**How to use:**  
 Apply the sunscreen before sun exposure and reapply it every 2 hours. Use after bathing or drying your skin with a towel.

**Ingredients:**  
 Zinc Oxide 22%. Inactive Ingredients: Aloe Barbadensis Leaf [Aloe Vera Gel] Juice\*, Aqua [Deionized Water], Butyrospermum Parkii [Shea] Butter\*, Camellia Sinensis [Green Tea] Leaf Extract\*, Cocos Nucifera [Coconut] Oil\*.

50 ml | Dermatologically tested and suitable for sensitive skin

**Customer Reviews**  
 ★★★★☆ No reviews yet

**Write a review** **Write a review**

**Figure 5** - Product Page – Good Feelings | Sun Protector

**MoistRISE.UP | Moisturizer**  
P4-G1  
**\$19.99**  
Shipping calculated at checkout.  
Quantity  
1

**What it is:**  
The best moisturizer to lift up, not only your skin but your mood as well. A great way to start your day with an hydrated, glowing and fresh skin. At night it will refresh your tired skin from the day, leaving a fresh and clean scent to eliminate any form of stress while making sure your skin is hydrated.

**How to use:**  
After cleansing your face with "Ready, Set...Gel!", apply a small amount onto your face until you feel your skin happy – remember a little goes a long way. Use day and night for better results.

**Ingredients:**  
Caffeine From Coffee Beans, Ginseng, Hydra Hug™ Technology, Niacinamide, Urea, Hyaluronic Acid, Nicotinamide, Plant Glycerin, Sodium Polyaspartate

100 ml | Dermatologically tested and suitable for sensitive skin

**Customer Reviews**  
☆☆☆☆☆ No reviews yet

**Figure 6** - Product Page – MoistRISE.UP | Moisturizer

**Ready,Set Gel...! | Facial Cleanser**  
P4-G1  
**\$9.99**  
Shipping calculated at checkout.  
Quantity  
1

**What it is:**  
Our face cleanser has the best combination of radiance, moisture, and cleanliness to form the best to fight acne, dryness, or oiliness. Ideal for oily, dry, combination and sensitive skin. It cleanses without stripping your skin's natural oils and as a bonus, it does not leave your skin feeling greasy.

It is formulated with natural ingredients and is free of soap, parabens, and alcohol making it safe to be used during pregnancy.

**How to use:**  
Do you often ask yourself how to apply face cleanser? We have got the answer.

Smile, your skin is beautiful.

Now comes the easy part, wash your hands before touching your face. You can use a cleansing brush, if you prefer. Then, simply put a pea sized amount of gel in your hand and apply it in circular motions. Gently rinse with lukewarm water. Do not rush and finish up with your favorite moisturizer.

**Figure 7** - Product Page – “READY, SET...GEL!” | Facial Cleanser

## • About Us page

WE MAKE YOUR SKIN FRESH AND CLEAN. WE MAKE BETTER SKIN.

Better Skin's mission is to elevate, enable, approve and eventually muster the trust of all people around the world, through basic and indispensable cosmetic products to ensure skin care every day. Show that just the basics are needed to be taken care of, without big costs and excuses ("no bullshit").

BS means better skin but also means we are a no BS start-up. We were born from the stress-filled New York city in which people don't have time for their skin care. We believe that skin care should be a priority and there should be no BS nor excuses to avoid doing it. We want to simplify the care so it is accessible to everyone, anywhere.

We want to democratize skin care and make it accessible. We will give you everything to be able to have a routine that takes only 5 minutes of your time. We want you to celebrate your body without having to waste time. We surely will not waste yours.

Our BS approach to skin care means that we will not try to cover the ingredients of our products. We will not try to sell you more products than what you need. We will not let you get lost in the routine. We will not spam you everyday. We want you to feel free from the routine and from us.

**Figure 8** - "About us" page

## • FAQS

Home      Home > FAQs:

Products

About us

**FAQs:**

**Where is your headquarter located?**  
 Hour head quarter is located at 726 Broadway, New York, NY 10003, USA

**What is your mail address?**  
 info@betterskin.com  
 support@betterskin.com

**Which is your phone number?**  
 +1 (914) 538-6941

**Where are Better Skin Products manufactured?**  
 In order to address our customer needs and high quality standards, our products are manufactured in the US.

**How will the “BS” approach work?**

- We will offer you samples and a training video to learn how to apply our products. We track our routines so we can guarantee they are fast and simple

**If I don't like the product color, can I return the product?**

- You can return products if the seal is not broken. Unfortunately, since these are hygienic products, we cannot accept. However, you can ask for samples and use our color estimator to guarantee we find you the best color.
- More information please visit our [Refund Policy page](#).

**I heard my friends talking about 5 or more products. Is it a good routine since you only provide 3 products?**

- There are multiple routines and all depend on what you want. Our routine guarantees that you treat your skin well. We want you to feel good on your own skin and 3 products are just enough.

**Figure 9** - FAQ's page

## • Contacts page

Figure 10 - Contacts page

## D. SEO & CONTENT MARKETING

KEYWORDS	VOLUME	SEO DIFFICULTY	PURPOSE/JUSTIFICATION
better skin	720	74	BRAND
genderless	2 900	79	TARGET
fresh skin	1 000	66	VALUE PROPOSITION
fresh and clean	1 900	69	VALUE PROPOSITION
brightening skin	3 600	50	VALUE PROPOSITION
skin care	135 000	88	VALUE PROPOSITION
sun protector	2 900	49	PRODUCT ("GOOD FEELINGS")
sun exposure	1 300	81	PRODUCT ("GOOD FEELINGS")
pocket size	260	83	PRODUCT ("GOOD FEELINGS")
moisturizer	60 500	73	PRODUCT ("MoistRISE.UP")
day and night	14 800	83	PRODUCT ("MoistRISE.UP")
face moisturizer	33 100	78	PRODUCT ("MoistRISE.UP")
skin moisturizer	3 600	50	PRODUCT ("MoistRISE.UP")
acne	135 000	86	PRODUCT ("MoistRISE.UP")
face cleanser lotion	1 000	24	PRODUCT ("READY, SET,...GEL!")
face cleanser	33 100	83	PRODUCT ("READY, SET,...GEL!")
natural essentials oils	1 900	69	PRODUCT ("READY, SET,...GEL!")

Table 1 - Keywords table | Source: Ubersuggest | United States

Our choice of keywords is specially based on brand, value proposition and product, because we want to essentially promote the brand and the products. In terms of

targeting, we didn't decide to restrict with certain keywords, as our audience can be both men and women and the products work for both.

The brand keyword will be present on all website pages; the value proposition keywords will be on the Homepage, "About Us" and products pages to promote brand and product gains; the product keywords will be on product pages to promote the exactly products.

The choice of keywords was made based on also:

- Greater volume of searches;
- Lesser SEO Difficulty;

With greater volume of organic searches but with lesser SEO difficulty, because we want to appear on top of organic results in SERP.

Some of them have high SEO Difficulty values, however they are essential given their demand (volume) and competitive in terms of value proposition and product.

Finally, we tried to use the chosen keywords (table above) on the site. Below we have screenshots of the website with the keywords.

#### • Keywords on the website

No Bullsh\*t for **Better Skin**

BS means better skin but also means we are a start-up, that will innovate the vision of skin care, by providing you with a **fresh skin**. We were born from the stress-filled New York city in which women and men, have not time for their skin care. We believe that **skin care** should be a priority and there should be no BS (Bullsh\*t), nor excuses to avoid having a **fresh and clean skin**. We want to simplify the skin care. Our products are **genderless** and for everyone.



Home      Home > About us  
Products  
**About us**

WE MAKE YOUR SKIN FRESH AND CLEAN. WE MAKE **BETTER SKIN**.

Better Skin's mission is to elevate, enable, approve and eventually muster the trust of all people around the world, through basic and indispensable cosmetic products to ensure **skin care** every day. Show that just the basics are needed to be taken care of, without big costs and excuses ("no bullshit").

BS means better skin but also means we are a no BS start-up. We were born from the stress-filled New York city in which people don't have time for their **skin care**. We believe that skin care should be a priority and there should be no BS nor excuses to avoid doing it. We want to simplify the care so it is accessible to everyone, anywhere.

We want to democratize skin care and make it accessible. We will give you everything to be able to have a routine that takes only 5 minutes of your time. We want you to celebrate your body without having to waste time. We surely will not waste yours.

Our BS approach to skin care means that we will not try to cover the ingredients of our products. We will not try to sell you more products than what you need. We will not let you get lost in the routine. We will not spam you everyday. We want you to feel free from the routine and from us.

DIGITAL MARKETING & E-COMMERCE – G1/ P4 / NIGHTTIME  
DIGITAL MARKETING PLAN – FINAL REPORT



Home > Good Feelings | Sun Protector



**Good Feelings | Sun Protector**  
P4-G1

**\$12.99**  
Shipping calculated at checkout.

Quantity: 1

[ADD TO CART](#) [BUY IT NOW](#)

**What it is:**  
Hydrating and brightening it every day is the formula for a better skin. This is a sun protector with the essential for your fresh skin, without getting it too white, thick and greasy. With a pocket size, so that you can carry it to everywhere.

**How to use:**  
Apply the sun protector, before sun exposure and reapply it every 2 hours. Use after bathing or drying your skin with a towel.

**Ingredients:**  
Zinc Oxide 22%. Inactive Ingredients: Aloe Barbodensis Leaf [Aloe Vera Gel] Juice\*, Aqua [Deionized Water], Butyrospermum Parkii [Shea] Butter\*, Camellia Sinensis [Green Tea] Leaf Extract\*, Cocos Nucifera [Coconut] Oil\*.

50 ml | Dermatologically tested and suitable for sensitive skin

Home > MoisRISE.UP | Moisturizer



**MoisRISE.UP | Moisturizer**  
P4-G1

**\$19.99**  
Shipping calculated at checkout.

Quantity: 1

[ADD TO CART](#) [BUY IT NOW](#)

**What it is:**  
The best moisturizer to lift up, not only your skin but your mood as well. A great way to start your day with an hydrated, glowing and fresh skin. At night it will refresh your tired skin from the day, leaving a fresh and clean scent to eliminate any form of stress while making sure your skin is hydrated.

**How to use:**  
After cleansing your face with "Ready, Set...Gel!", apply a small amount onto your face until you feel your skin happy - remember a little goes a long way. Use day and night for better results.

**Ingredients:**  
Caffeine From Coffee Beans, Ginseng, Hydro Hug™ Technology, Niacinamide, Urea, Hyaluronic Acid, Nicotinamide, Plant Glycerin, Sodium Polyaspartate

100 ml | Dermatologically tested and suitable for sensitive skin

Home > Ready,Set Gel...! | Facial Cleanser



**Ready,Set Gel...! | Facial Cleanser**  
P4-G1

**\$9.99**  
Shipping calculated at checkout.

Quantity: 1

[ADD TO CART](#) [BUY IT NOW](#)

**What it is:**  
Our face cleanser lotion made of natural essential oils, has the best combination of radiance, moisture and cleanliness to form the best solution against acne, dryness, or oiliness. It is ideal for oily, dry, combination and sensitive skin. It cleanses without stripping your skin's natural oils and as a bonus, it does not leave your skin feeling greasy.

It is formulated with natural ingredients and is free of soap, parabens, and alcohol making it safe to be used during pregnancy.

**How to use:**  
Do you often ask yourself how to apply face cleanser? We have got the answer.

Smile, your skin is beautiful.

Now comes the easy part, wash your hands before touching your face. You can use a cleansing brush, if you prefer. Then, simply put a pea sized amount of gel in your hand and apply it in circular motions. Gently rinse with lukewarm water. Do not rush and finish up with your favorite moisturizer.

**Ingredients:**  
Hyaluronic acid; glycolic acid; vitamin C.

300 ml | Dermatologically tested and suitable for sensitive skin

## WEEK 3 – GOOGLE ADS – FUNNEL AND STRATEGY

### E. DISPLAY CAMPAIGN: AWARENESS + INTEREST

In the Awareness stage, we want to expose our audience to Better Skin brand content, so that Better Skin and its products are known. In the Interest phase, we intend to work on the interest of those who went to know the brand and its products

These phases (and in particular Awareness) are the ones in which we invest the most, so we agree that we should in Display and Video campaigns.

The chosen audience is made up of both men and women, ages 23 to 34, from New York, middle class. Given the brand's concept and its communication, we agree that it makes sense to choose a young/adult audience.

#### • Visual representations

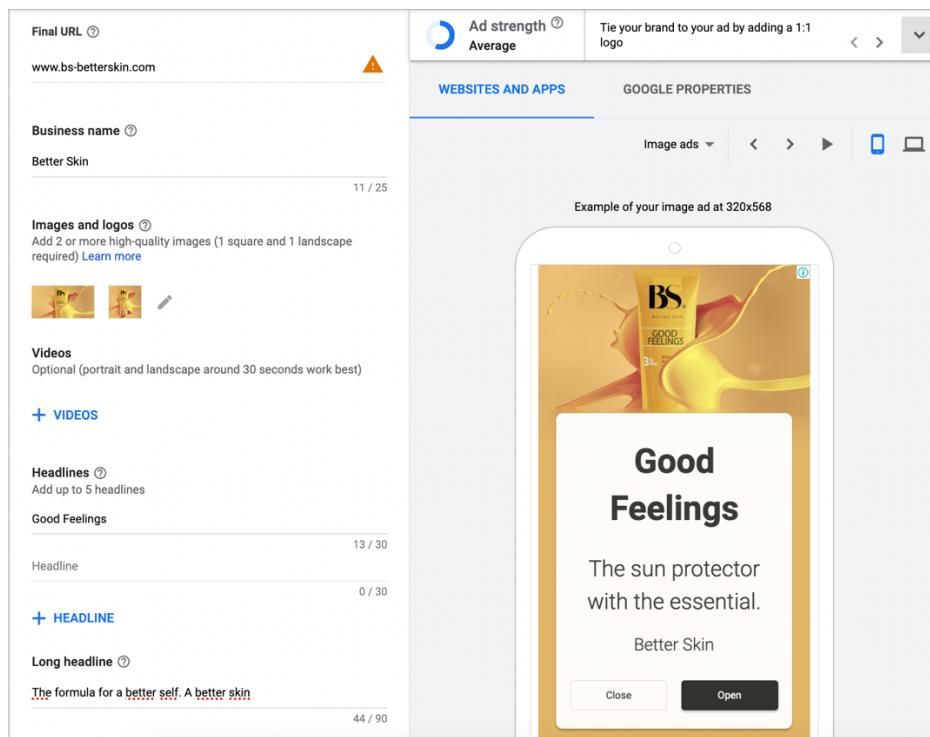
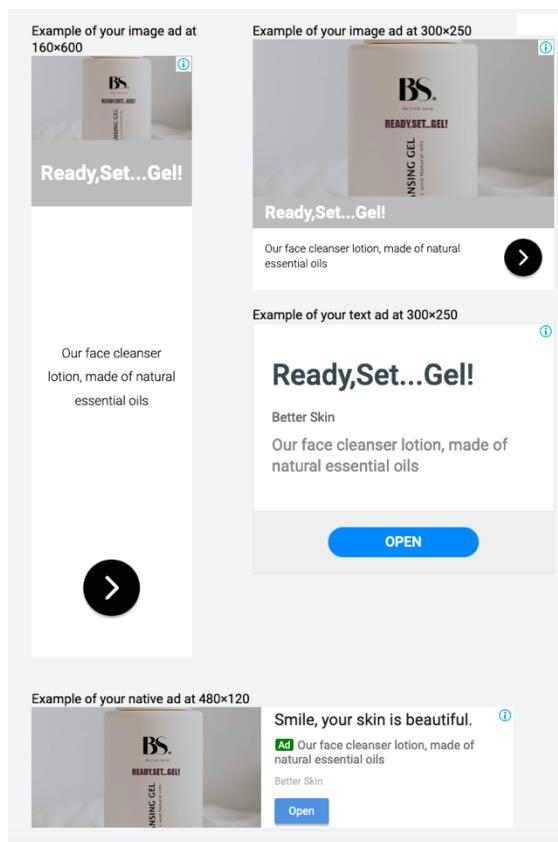


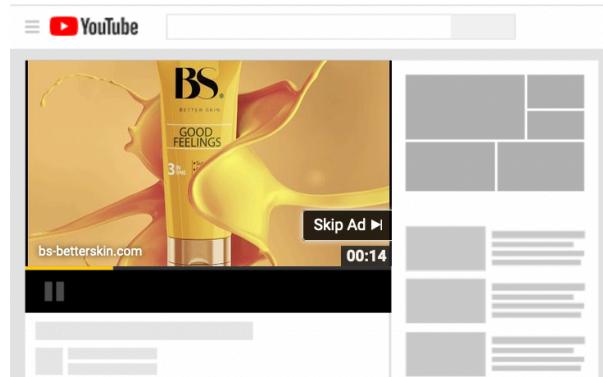
Figure 11 - Display campaign for awareness and interest – creation of display ads

The screenshot shows the YouTube Video Ad creation interface. On the left, there's a preview of a video titled "Good Feelings - Sun Protector - Better ... by João Paiva Carvalho • 0 views Brightening it every day is the formula for a ...". Below it, the "Video ad format" section is selected, showing a "Skippable in-stream ad" configuration. It includes fields for "Final URL" (http://www.bs-betterskin.com), "Display URL" (www.bs-betterskin.com), and a "Call-to-action" checkbox. Under "Ad URL options (advanced)", the "Autogenerate using videos from your channel (recommended)" option is selected. On the right, a "GOOGLE VIDEO PARTNERS" tab is active, displaying an "Example of your skippable in-stream ad on YouTube" on a mobile device screen. The ad shows a product image with the text "BS BETTER SKIN GOOD FEELINGS" and a "Skip Ad" button. Below the mobile view, there are "PREVIEW AD ON YOUTUBE" and "COPY LINK" buttons, along with a note: "To preview your ad on YouTube mobile, copy the link and share it to a mobile device."

**Figure 12** - Display campaign for awareness and interest – creation of video ads



**Figure 13** - Visual representation of display ads – example



**Figure 14** - Visual representation of video ad - example

## F. CONSIDERATION

In the consideration stage the potential customers are acquainted with our product. The prospects have already identified their problem and our aim is to convince them that we are the best solution to their problems. Therefore, to attract the right people to our website we chose the web traffic approach along with the display campaign type.

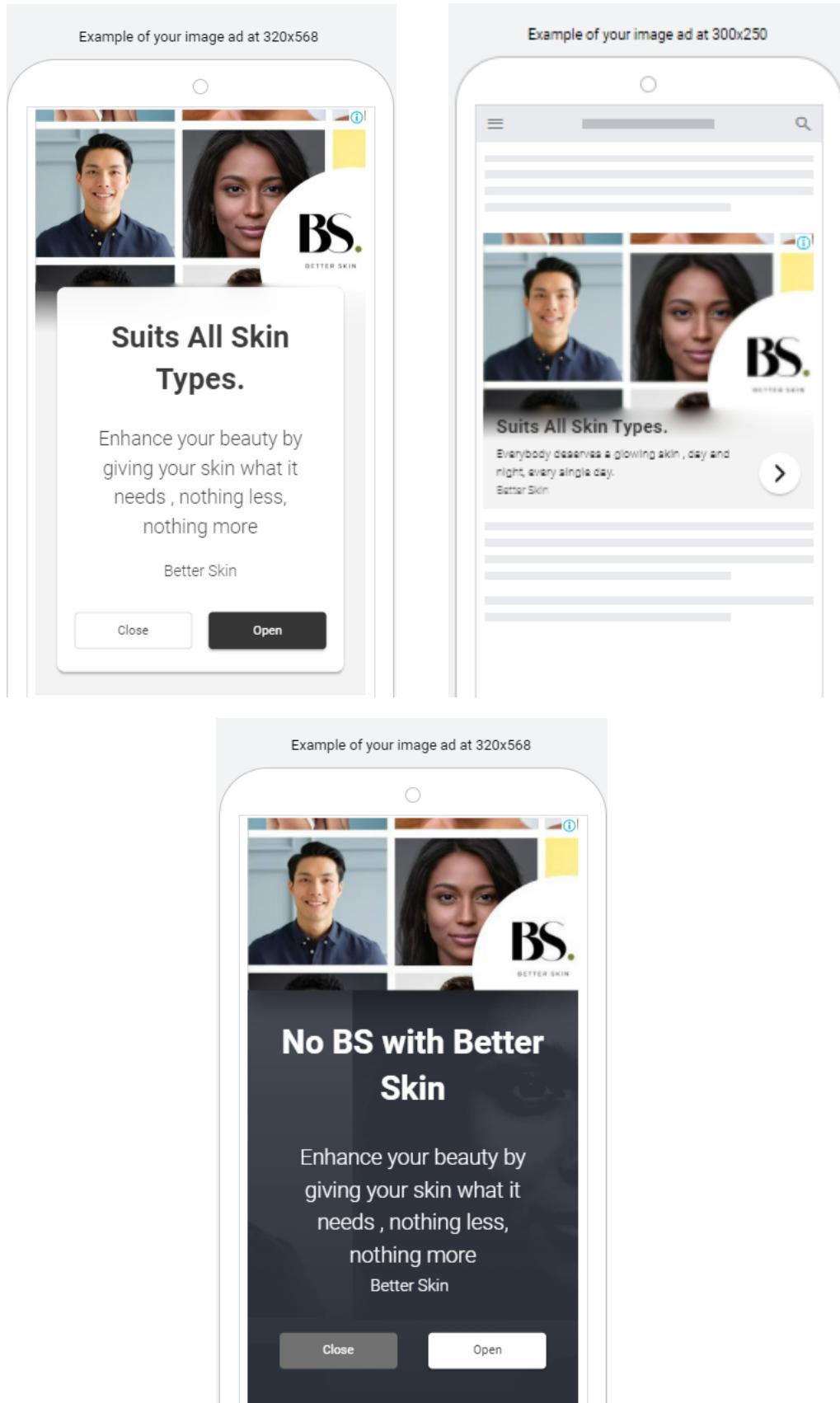
The keywords imputed were the same as the keywords that we chose as being the best for our brand.

As of the demographics, we also selected the unknown category in order to reach the audience whose household income, age, parental status and gender are not identified.

As mentioned before our target is directed to young adults, from New York, and we decided to exclude the top 10% and 11%-20% from the household income targeting, thus including only the mid-level class.

We included catchy headlines, with some of the characteristics that made our brand unique and distinguished us from the competition.

## . Visual representations



**Figure 15** - Visual representation of display ad – mobile version

Final URL [?](#)

<https://p4-g1.myshopify.com>

---

Business Name [?](#)

Better Skin

11 / 25

---

Images and logos [?](#)

Add two or more high-quality images (one square and one landscape required) [Learn more](#)




---

Videos

Optional (portrait and landscape around 30 seconds work best)

[+ VIDEOS](#)

**ⓘ** Some of your headlines and descriptions for this responsive display ad have been prefilled with suggestions from your final URL and previous high-performing ads.

---

Headlines [?](#)

Add up to 5 headlines

Suits All Skin Types.

21 / 30

---

No BS with Better Skin

22 / 30

---

Headline

0 / 30

[+ HEADLINE](#)

Example of your image ad at 160x600



No BS with  
Better  
Skin

Example of your image ad at 300x250



No BS with Better Skin

Enhance your beauty by giving your skin what it needs , nothing less, nothing more

---

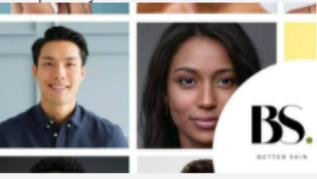
Example of your text ad at 300x250

**No BS with Better Skin**

Better Skin

---

Example of your native ad at 480x120



Genderless, Simple to Use,  
Minimalist.

**Ad** Enhance your beauty by giving your skin what it needs , nothing less,...  
Better Skin

[Open](#)

**Figure 16** - Display Ad-Desktop version

Long headline [?](#)

Genderless, Simple to Use, Minimalist.

38 / 90

---

Descriptions [?](#)

Add up to 5 descriptions

Everybody deserves a glowing skin , day and night, every single day

67 / 90

---

Enhance your beauty by giving your skin what it needs , nothing less,

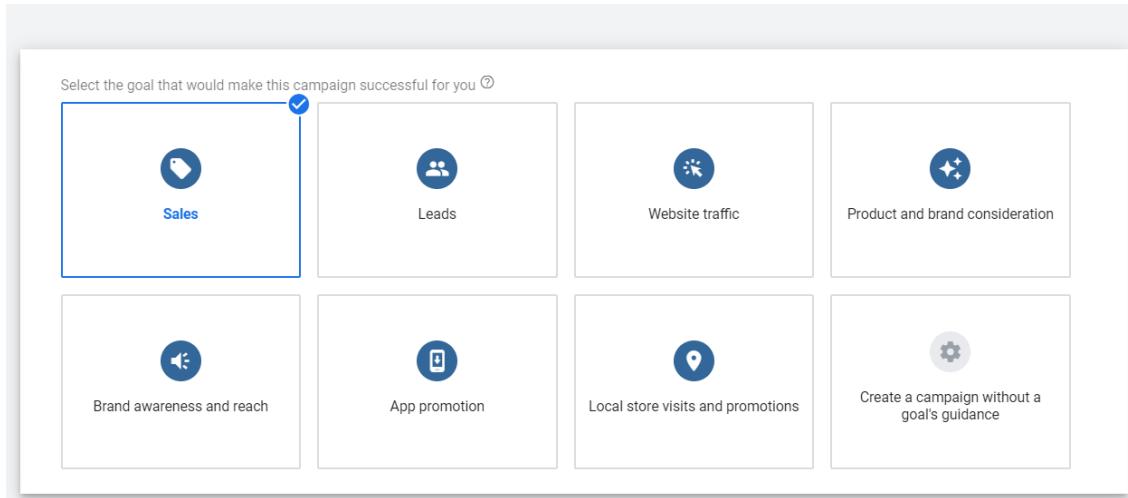
**Figure 17** - Display ad details

## G. PURCHASE

In the purchase phase we aim to turn our prospects into buyers, thus increasing our sales. We chose sales and shopping ads for our goal and campaign type respectively. In this stage, the pros and cons of our brand were put into consideration, in the consideration phase, and we are left with the costumers that are more inclined to effectively buy the products.

Our buyers who are young adults from 23 – 34 years old and who want to spend a bit more on skin care but not that much and identify with the funny, minimalist, and easy to use style, have acknowledged Better Skin as having the best skincare products for their needs and are now ready to make the purchase.

### • Visual representations



**Figure 18** - Sales campaign – Google Ads details

**Note:** ad preview was not available for SHOPPING ADS

## H. REPEAT

The phase where the whole cycle restarts. Loyal customers will return, and new potential buyers will emerge. We intend to retain preexisting costumers and to attain new ones. We opted to send an email after the purchase, asking for their opinions on the product and offering discounts. Moreover, we will Use the information provided to improve the relationship with our customers, allowing us to know whether they would return or not.

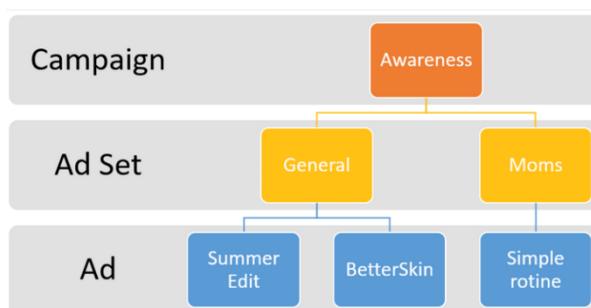
## WEEK 4 – GOOGLE ADS – DELIVERABLE

### I. STRATEGY

Since Better Skin is a new brand on the market, the Facebook and Instagram Ads strategy must focus on three aspects:

- Awareness
- Interest
- Conversion

For **awareness** purpose, the ads must aim to reach the as many people as possible. In this scenario, we are aiming to reach everyone, even if there is a slim chance of the user actually buying it. The focus is set on getting the BS brand on the radar, creating a sense of "I've heard about the brand". Because of this, the budget should reflect our intention, meaning we should invest a significant part of our budget on reaching many people.



We have created a campaign named Awareness. In this campaign we have two ad sets for two distinctive audiences:

- General – targeting a wide audience ( 18-65 age gap, EUA, men and women with interests in Cosmetics, Fragrances, Hair products, Beauty saloons, SPA, Tattoo, luxury goods, shopping centers, online shopping, coupons, store, discount store, shoes, clothes for kids, clothes for men, clothes for women)
- Moms - targeting a specific audience ( 30-60 age gap, EUA, women with children bewtween the age of 13 to 17 and 18 to 26)

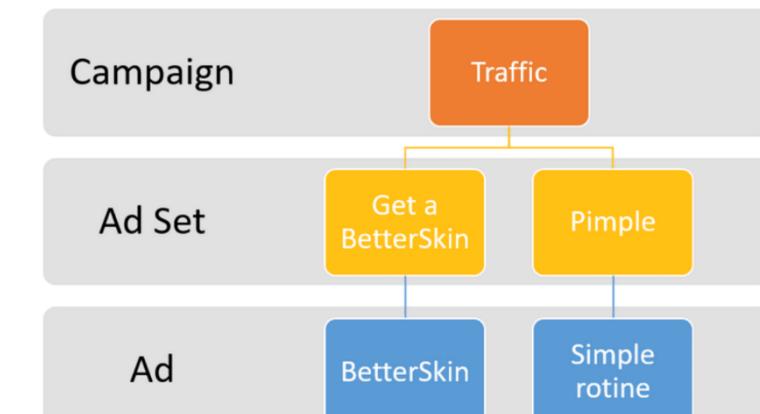
In the General Ad set, we created two ads:

- Summer edit – a seasonal promotion for the sunscreen.
- BetterSkin – general ad promoting the brand.

In the Mom Ad Set there is an ad:

- Simple - ad promoting a simple yet effective skincare rotine.

As we recognize that ads can't add much information, and once again keeping in mind that BS is a new brand, we want to redirect as many people as possible to our website. This **interest** campaign focus to redirect traffic for the website where all of the information is displayed.



This traffic campaign has two Ad Sets with different targets:

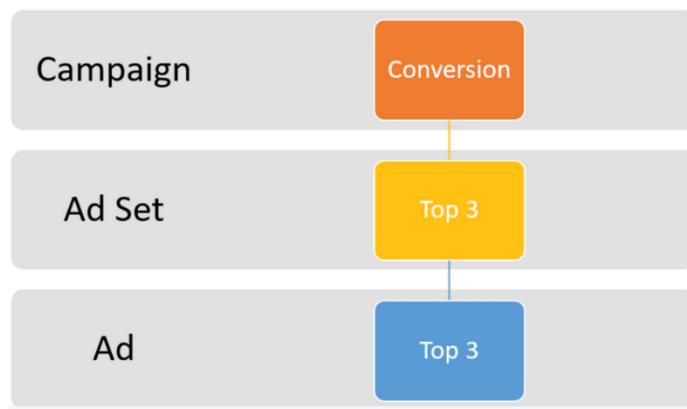
- Get a BetterSkin – targeting a wide audience (18-40 age gap, EUA, men and women with interests in Cosmetics, Fragrances, Hair products, Beauty saloons, SPA, Tattoo, luxury goods, shopping centers, online shopping, coupons, store, discount store, shoes, clothes for kids, clothes for men, clothes for women)
  - Pimple - targeting a specific audience (13-27 age gap, EUA, men and women)
- The Get a BetterSkin Ad Set has one Ad:

- BetterSkin Traffic – general ad with the goal to redirect a specific audience that has a greater chance of buying our products.

The Pimple Ad Set has one Ad:

- Pimple – Ad about pimples and acne treatment.

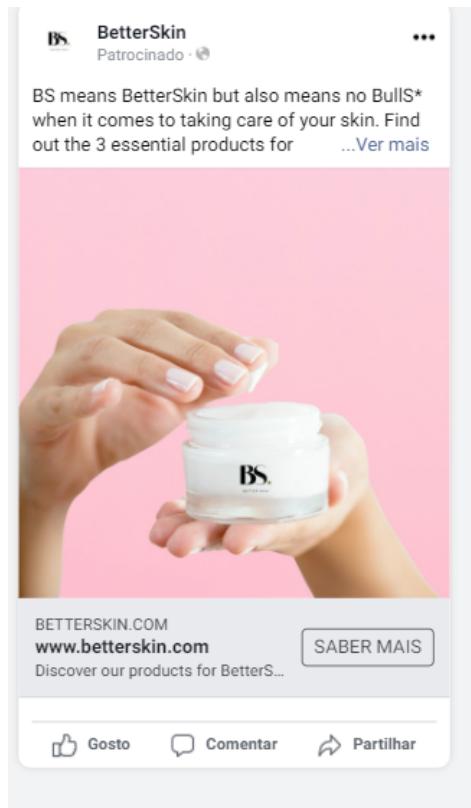
Lastly, the conversion campaign aims to create an ad that allows the user to buy the product in a quick and simple way. Taking advantage of the fact that the brand only has 3 products, we can advertise them all in the same Ad.



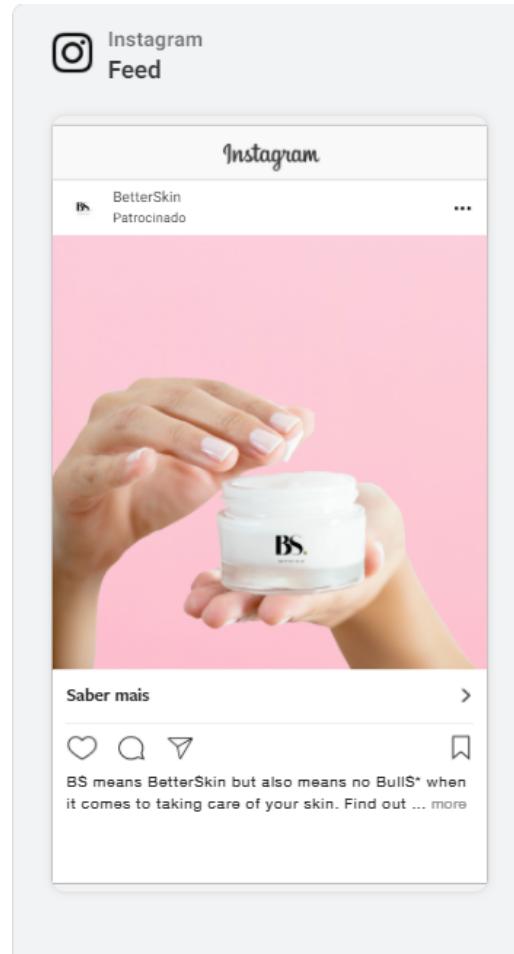
This conversion campaign has one Ad Set targeting a very specific audience:

- Ad Set Top 3 - (18 to 30 age gap, EUA, women with interests in Cosmetics, Fragrances, Hair products, Beauty saloons, SPA, Tattoo, luxury goods, shopping centers, online shopping, coupons, store, discount store, shoes, clothes for kids, clothes for men, clothes for women)

The Top 3 Ad Set features only one Ad where all products are displayed in a carroussel type of post offering the chance to the consumers to do an instant buy.



**Figure 19** - Facebook Ad – preview of the awareness ad



**Figure 20** - Instagram Ad – preview of the awareness ad

## J. THE ADS

**Nome do anúncio**  
BetterSkin - Awareness [Criar modelo](#)

**A verificar as tuas alterações**  
Disabled accounts can't create or edit ads: Only active accounts can create or edit ads. (#1885316) [...](#)

**Identidade**  
Página do Facebook: BetterSkin  
Conta do Instagram: [Usar a Página selecionada](#) ou [Associar conta](#)

**Configuração do anúncio**  
Criar anúncio: [Apenas uma imagem ou vídeo](#) (selected) [Uma imagem ou vídeo, ou uma apresentação com várias imagens](#) [Correção](#)

**Formato**  
Escolhe como gostarias de estruturar o teu anúncio.  
 Apenas uma imagem ou vídeo  
 Uma imagem ou vídeo, ou uma apresentação com várias imagens  
 Correção

**Pré-visualização do anúncio** [Partilhar](#) [Pré-visualização avançada](#)

**Instagram Explorar**  
Explorar [...](#)  
BetterSkin Patrocinado

**Feeds**  
Feed cards showing the ad image. One card is highlighted with a blue border.

**Histórias e vídeos do Reels**  
Story and video cards showing the ad image.

**Figure 21** - Facebook Ad – Awareness campaign summary 1

**Configuração do anúncio**

Criar anúncio

**Formato**

Escolhe como gostarias de estruturar o teu anúncio.

- Apenas uma imagem ou vídeo
- Carrossel
- Coleção

Uma imagem ou vídeo, ou uma apresentação com várias imagens  
2 ou mais imagens ou vídeos deslocáveis  
Grupo de artigos que abre numa experiência móvel em ecrã completo

**Experiência móvel em ecrã completo**

Adicionar uma Experiência Instantânea

**Conteúdos criativos do anúncio**

Seleciona os conteúdos multimédia, o texto e o destino do teu anúncio. Se quiseres, podes personalizar os conteúdos multimédia e o texto para cada local de publicação. [Saber mais](#)

**A verificar as tuas alterações**

Disabled accounts can't create or edit ads: Only active accounts can create or edit ads. (#1885316)

Pré-visualização do anúncio Partilhar Pré-visualização avançada

**Instagram Explorar**

Explorar BetterSkin Patrocinado

**Feeds**

**Histórias e vídeos do Reels**

Figure 22 - Facebook Ad – Awareness campaign summary 2

**Conteúdos multimédia**

13 locais de publicação

**Feeds, Vídeos durante a transmissão**

6 locais de publicação

**Histórias e vídeos do Reels, Vídeos durante a transmissão**

5 locais de publicação

**Resultados de pesquisa, Artigos Instantâneos**

2 locais de publicação

**Texto principal**

1 de 5

BS means BetterSkin but also means no Bull\$\* when it comes to taking care of your skin. Find out the 3 essential products for your daily routine. Our products don't discriminate gender or skin type making this the perfect product for everyone.

+ Adicionar opç...

Adiciona um URL

Se adicionares um URL do site, as pessoas que clicarem ou tocarem no teu anúncio são direcionadas para o teu site. Se não adicionares, são direcionadas para a tua Página do Facebook ou para a conta do Instagram.

**A verificar as tuas alterações**

Disabled accounts can't create or edit ads: Only active accounts can create or edit ads. (#1885316)

Pré-visualização do anúncio Partilhar Pré-visualização avançada

**Instagram Explorar**

Explorar BetterSkin Patrocinado

**Feeds**

**Histórias e vídeos do Reels**

Figure 23 - Facebook Ad – Awareness campaing summary 3

**Controlos**  
Gerir controlos para contas de anúncios

**Ativos**

- Block lists**  
Bloquear apps e Páginas
- Listas de locais de publicação**  
Onde os teus anúncios podem aparecer
- Relatórios de publicação**  
Onde os teus anúncios apareceram

**Controlos de segurança da marca para a conta de anúncios: Beatriz Paiva**

**Filtro de inventário**  
Aplicamos automaticamente o filtro de inventário padrão a não ser que o alteres.

Vídeos durante a transmissão do Facebook, vídeos durante a transmissão do Instagram e Artigos Instantâneos  
Definição de filtragem atual: Padrão

- Inventário completo**  
Exclui conteúdos que não sejam adequados para monetização e atinge o máximo alcance.  
Exemplos de exclusão:  
• Representação de posições sexualmente explícitas  
• Violência excessiva  
• Discursos de incentivo ao ódio contra uma pessoa ou grupo
- Inventário normal**  
Exclui conteúdos sensíveis e atinge um alcance maior. Este filtro vai ser sempre aplicado a menos que o alteres.  
Exemplos de exclusão:  
• Debate sobre assuntos de carácter altamente sensível  
• Representação de ferimentos graves  
• Utilização repetida de linguagem explícita
- Inventário limitado**  
Exclui todos os conteúdos sensíveis e os que foram moderados, o que diminui o alcance e pode aumentar os custos.  
Exemplos de exclusão:  
• Representação de tópicos ligeiramente sugestivos  
• Representação de ferimentos ligeiros  
• Utilização pouco frequente de linguagem explícita

Ve o que está incluído em cada filtro dos vídeos durante a transmissão do Facebook, vídeos durante a transmissão do Instagram e Artigos Instantâneos.

Audience Network

Estes controlos vão ser aplicados a campanhas existentes e futuras. Não vais poder torná-los menos restritivos no Gestor de Anúncios.

**Cancelar** **Guardar**

Figure 24 - Facebook Ad – Awareness campaign summary 4

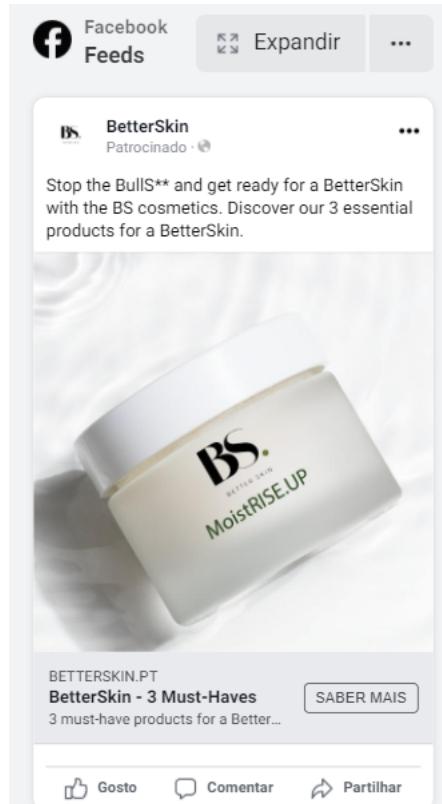


Figure 25 - Facebook Ad – preview of the website traffic ad

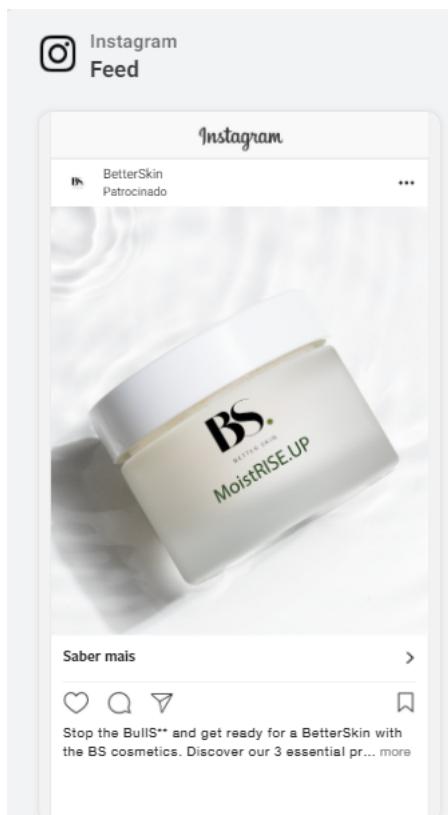


Figure 26 - Instagram Ad – preview of the website traffic ad

## K. SETUP

The screenshot shows the configuration of a Facebook ad campaign. At the top, there's a navigation bar with icons for home, BetterSkin - tráfego, 1 Conjunto de anúncios, and 1 Anúncio. Below the navigation are two main sections: 'Nome da campanha' (Campaign Name) set to 'BetterSkin - tráfego' with a 'Criar modelo' (Create Model) button, and 'Categorias de anúncios especiais' (Special Ad Category) with a note about requirements for credit, employment, housing, etc., and a 'Saber mais' (Learn more) link. The 'Categorias' (Categories) dropdown is set to 'Nenhuma categoria declarada' (No categories declared). The third section, 'Detalhes da campanha' (Campaign Details), includes 'Tipo de compra' (Purchase Type) set to 'Leilão' (Auction), 'Objetivo da campanha' (Campaign Objective) set to 'Tráfego' (Traffic), and a 'Mostrar mais opções' (Show more options) link.

**Figure 27** - Facebook Ad – traffic campaing summary 1

The screenshot shows the configuration of a Facebook ad campaign. At the top, there's a navigation bar with icons for home, BetterSkin - tráfego, BetterSkin - Traffic, and 1 Anúncio. Below the navigation are two main sections: 'Nome do conjunto de anúncios' (Ad Set Name) set to 'BetterSkin - Traffic' with a 'Criar modelo' (Create Model) button, and 'Tráfego' (Traffic). Under 'Tráfego', there's a note: 'Escolhe para onde queres direcionar o tráfego. Vais inserir mais detalhes sobre o destino mais tarde.' (Choose where you want to direct the traffic. You will enter more details about the destination later.) Below this, five options are listed with descriptions: 'Site' (selected), 'App', 'Messenger', 'WhatsApp', and 'Chamada telefónica'.

**Figure 28** - Facebook Ad – traffic campaing summary 2

BetterSkin - tráfego > BetterSkin - Traffic > 1 Anúncio

**Criativo dinâmico** Ativado

Fornece elementos criativos, como imagens e títulos, e vamos automaticamente gerar combinações otimizadas para o teu público. As variações podem incluir diferentes formatos ou modelos com base em um ou mais elementos. [Saber mais](#)

**Otimização e publicação**

**Otimização da publicação do anúncio**

Impressões ▾

**Controlo de licitação (opcional)**

X.XX €

O Facebook vai tentar gastar o teu orçamento por completo e obter o máximo de 1000 impressões possível através da estratégia de licitação pelo custo mais baixo.

**Ocultar opções ▾**

**Quando é efetuado o débito**  
Impressão

**Tipo de publicação**  
Padrão

**Figure 29** - Facebook Ad – Traffic campaign summary 3

BetterSkin - tráfego > BetterSkin - Traffic > 1 Anúncio

**Orçamento e horário**

**Orçamento ⓘ**

Orçamento diário  20,00 € EUR

O montante real gasto diariamente pode variar. ⓘ

**Horário ⓘ**

**Data de início**

5-12-2021  Fuso horário do Pacífico

**Fim · Opcional**  
 Definir uma data de fim

**Ocultar opções ▾**

**Agendamento de anúncios ⓘ**  
Publicar anúncios a toda a hora

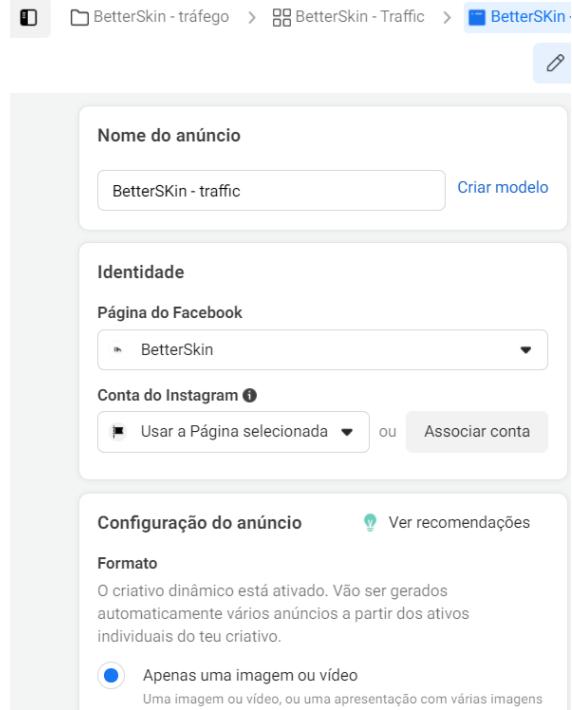
**Figure 30** - Facebook Ad – traffic campaign summary 4

The screenshot shows the 'Público' (Audience) section of a Facebook Ad campaign. At the top, there are buttons for 'Criar público novo' (Create new audience), 'Usar público guardado' (Use saved audience), and 'Excluir' (Delete). Below this is a search bar for 'Pesquisa públicos existentes' (Search existing audiences) and a 'Criar Novo' (Create New) button. The 'Localizações' (Locations) section includes a dropdown for 'Pessoas que vivem nesta localização' (People who live in this location) set to 'Estados Unidos da América' (United States of America), with a checked checkbox. There is also a search bar for 'Pesquisa localizações' (Search locations) and a 'Procurar' (Search) button. A link 'Adicionar localizações em massa' (Add locations in bulk) is visible at the bottom.

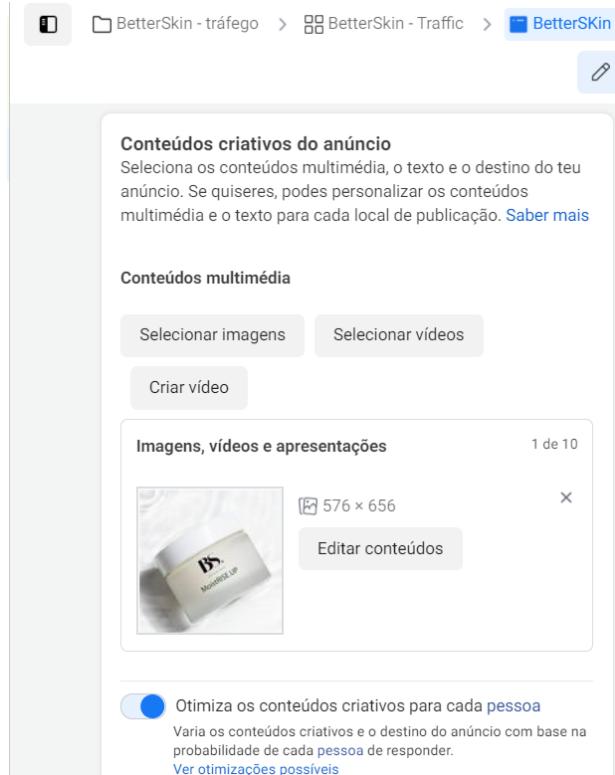
Figure 31 - Facebook Ad – traffic campaign summary 5

This screenshot shows a more detailed view of audience targeting. It includes a 'Género' (Gender) section with radio buttons for 'Todos' (Everyone), 'Homens' (Men), and 'Mulheres' (Women), where 'Todos' is selected. Below this is a 'Definição do público-alvo detalhada' (Detailed audience definition) section with a link 'Incluir pessoas que correspondem a' (Include people who match). A scrollable list of interests is shown under 'Interesses > Compras e moda > Compras', including 'Bens de luxo', 'Centros comerciais', 'Compras online', 'Cupões', and 'Lojas'. At the bottom, there is a search bar for 'Adiciona dados demográficos, interesses ou comportamento' (Add demographic data, interests or behavior), a 'Sugestões' (Suggestions) button, and a 'Procurar' (Search) button. Buttons for 'Excluir' (Delete) and 'Filtrar Público' (Filter Audience) are also present. A note at the bottom states: 'Expansão da definição do público-alvo' (Expand audience definition) and 'Alcança pessoas para além das tuas seleções de definição do público-alvo detalhada quando a melhoria do desempenho for provável.' (Reaches people beyond your detailed audience definition when performance improvement is probable).

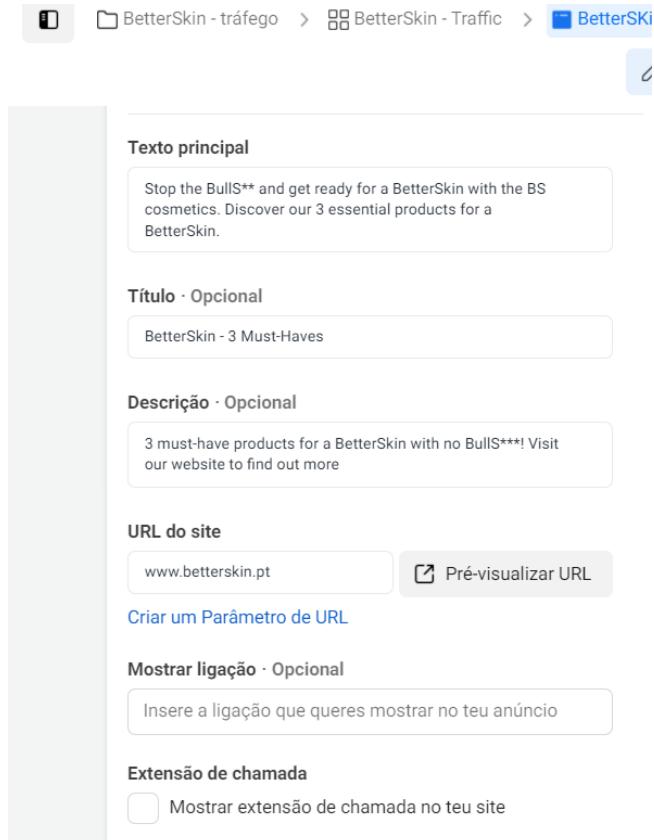
Figure 32 - Facebook Ad – traffic campaign summary 6



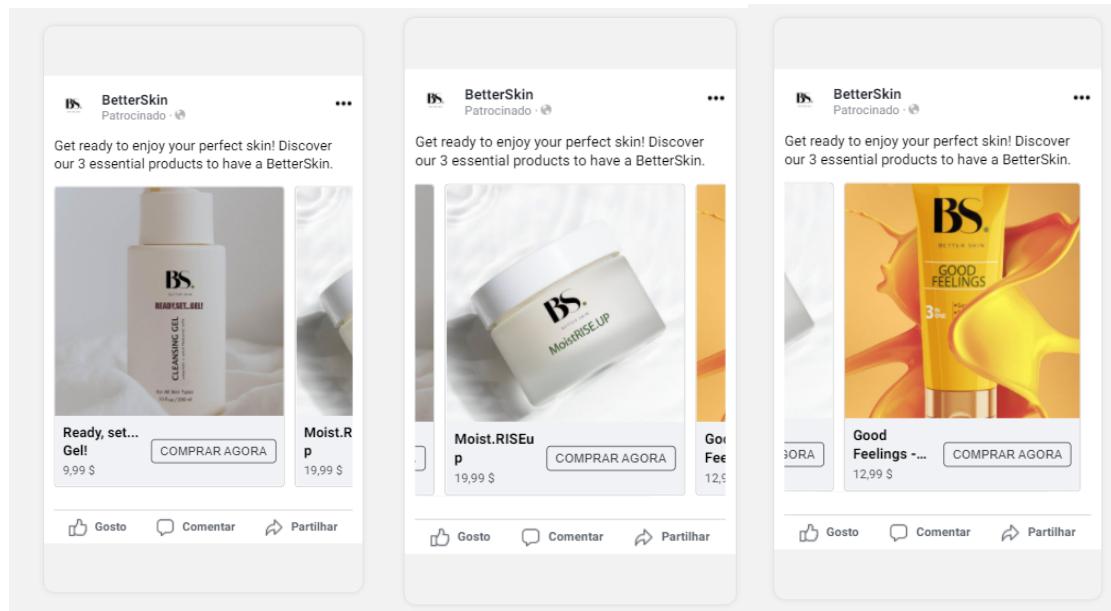
**Figure 33** - Facebook Ad – traffic campaign summary 7



**Figure 34** - Facebook Ad – traffic campaing summary 8



**Figure 35** - Facebook Ad – traffic campaing summary 9



**Figure 36** - Facebook Ad – preview of the conversion ad

## WEEK 5 – E-MAIL MARKETING – DELIVERABLE

### Email Marketing: Better Skin Welcome e-mail

Sends to: New subscribers to Better Skin news letter

Subject: Welcome to Better Skin Family

URL: <https://mailchi.mp/d46891626d9c/welcome-to-better-skin-family>

### Email Marketing: Subscribe Landing Page

Sends to: Page visitors asking to subscribe and register

Subject: Stay tune to big news

URL: <https://mailchi.mp/6fad9b40f3ca/betterskin>

### Email Marketing: Happy Birthday email

Sends to: Registered customers, on the day of birthday

Subject: Happy Birthday from Better Skin

URL: <https://us20.campaign-archive.com/?u=4a3d5c57933dab10c0c350d22&id=596f3aee0a>

### Email Marketing: Automation Create Repeat

Sends to: New customers after 15 days

URL: <https://us20.campaign-archive.com/?u=4a3d5c57933dab10c0c350d22&id=699e4a836e>

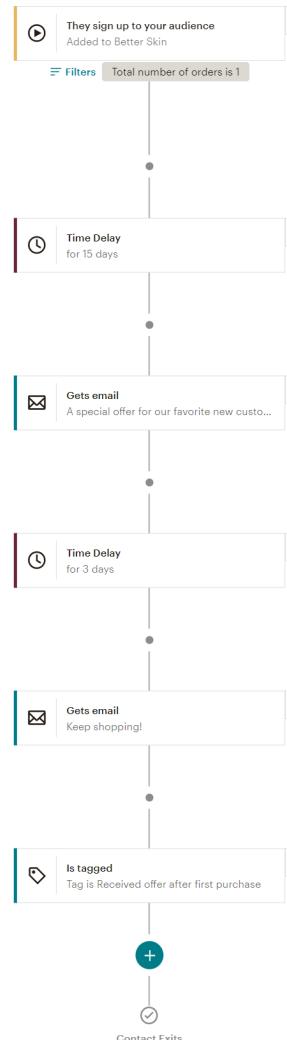


Figure 37 - e-mail marketing - create customer repeat

### Email Marketing: Automation Recover lost customers

Sends to: Customers that don't buy nothing in 90 days

URL:<https://us20.campaign-archive.com/?u=4a3d5c57933dab10c0c350d22&id=bbb5199224>

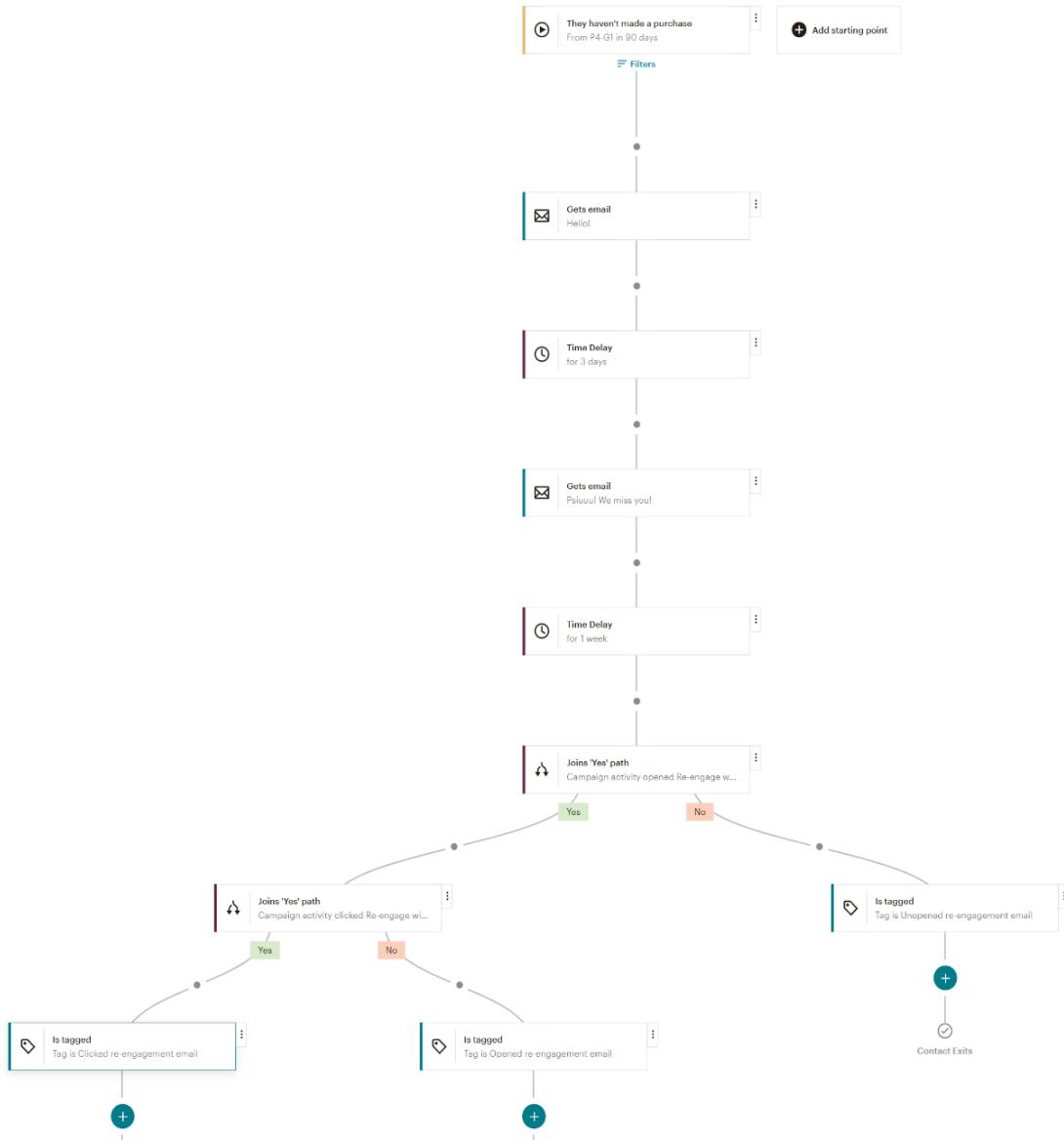


Figure 38 - e-mail marketing - recover lost customers

## WEEK 6 – ANALYTICS – DELIVERABLE

### L. BUSINESS OBJECTIVES

Our main objective is to create a solid market, based on trust with our customers. Our plan is to grow our customers base by providing excellent products with superior quality at an affordable price, developing politics to retain them, developing new products, promoting sales with discounts and analyzing the customer patterns, to create a closer relationship. We want also to acquire new customers and give them independence to use any type of device to purchase our products anywhere within the U.S.

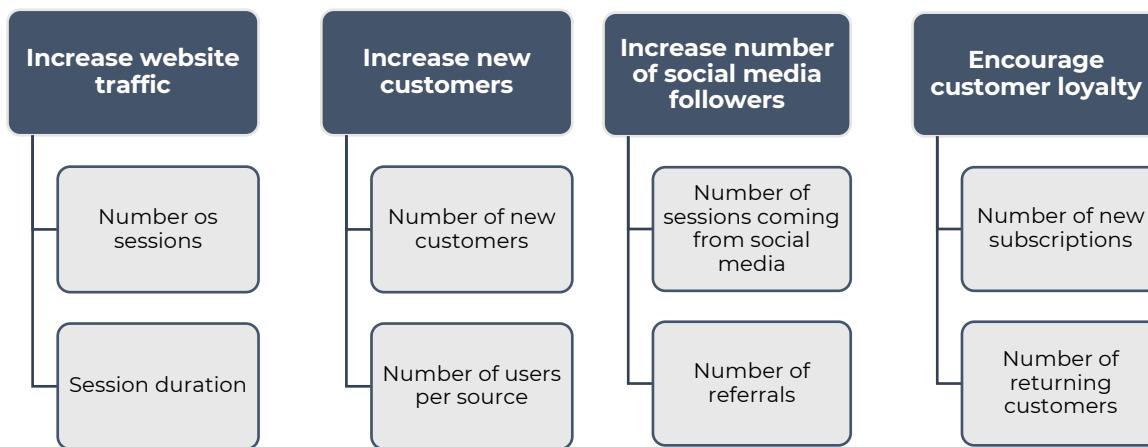
### M. KEY PERFORMANCE INDICATORS

Regarding the KPIs, to accomplish our objectives, we have developed in a first approach, a way to measure business success and create a better user experience, we have considered website traffic, accounts created, number of newsletter subscriptions and social media followers.

We have used Google Analytics to monitor and analyze defined KPI's, such as number of sessions, number of new customers, number of returning customers, real time users, traffic origins, referral, most viewed pages and number of cars abandoned.

### N. MEASUREMENT PLAN

- . Create customer relationship



We have created Google Ads, Facebook Ads and Instagram Ads as a way to **increase website traffic**, so that we can increase the traffic to our website. We have defined a way to **increase new customers**, with a landing page by inviting visitors to create a new account and subscribe to our newsletter and promoting discounts.

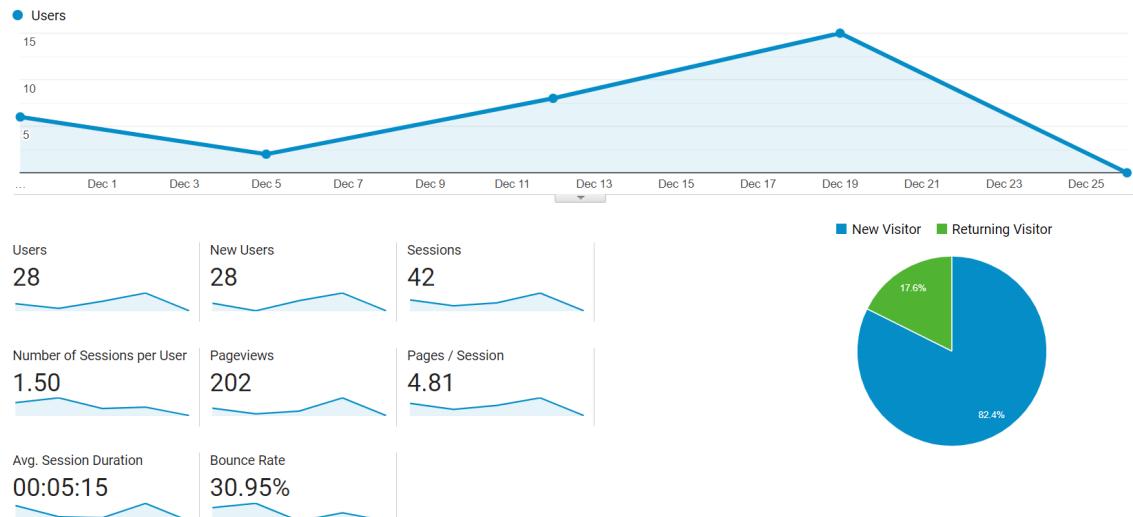
We have defined Google Analytics metrics as a way to measure our objectives effectiveness.

To **increase number of social media followers**, we have a dedicated personal posts on social media, as potential customers follows links posted on social media, we can track the traffic and sessions coming from the social media.

We have created e-mail campaigns, proposing discounts on next purchases to the customer who bought products before. Also an e-mail campain to recover lost

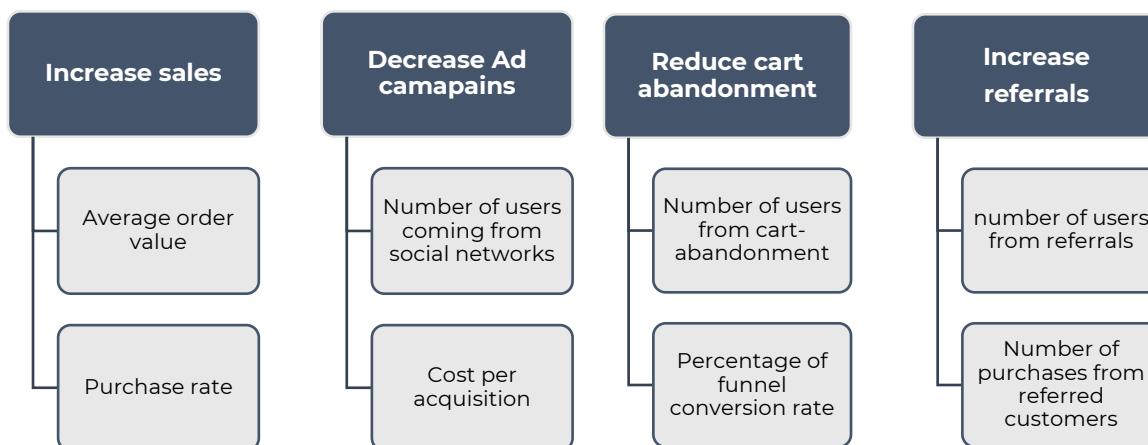
customers, the ones that do not buys from our website in 90 days, this campaigns **encourage customers loyalty**.

Based on the defined metrics we can opt to improve our campaigns.



**Figure 39** – Google Analytics - measurement overview

#### • Increase Return of Investment (ROI)



Increasing return of investment could be achieved after establishing a **solid customer base** by promoting referrals grants new customers alongside with the mail campaigns leads to increase sales.

By decreasing the cart abandonment, it's also possible to increase sales. Through Google Analytics, it's possible to track number of users from cart-abandonment and the **percentage of conversion rate and take proper measures with email campaigns to promote our products and encourage users to buy it**.

We can also analyze **average order value** and **purchase rate** and associate these metrics with the **number of users coming from social network**. We can define which social network to reduce ads based on the cost per acquisition.

Increasing the return of investment could lead to development of new products, based on the customers trends, or we can create a need based on the customer

patterns. All this can be achieved by defining very well our targets on ads and analyzing them on Google Analytics.

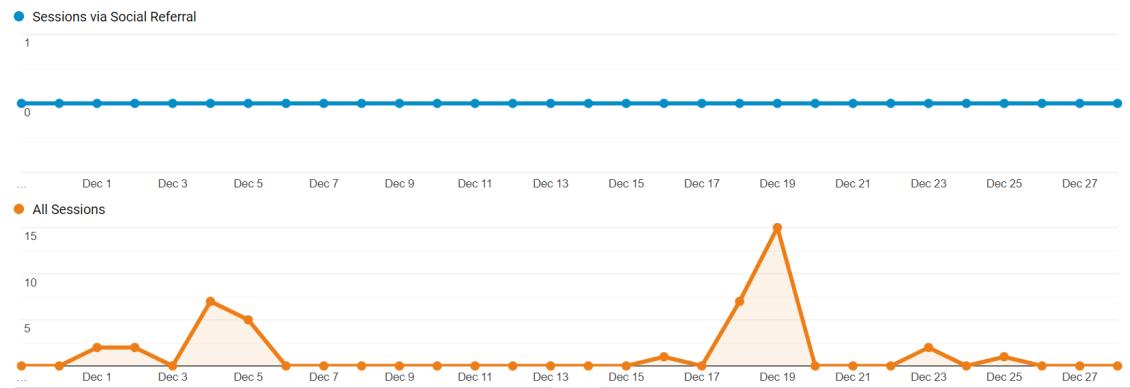


Figure 40 - Analytics – referrals

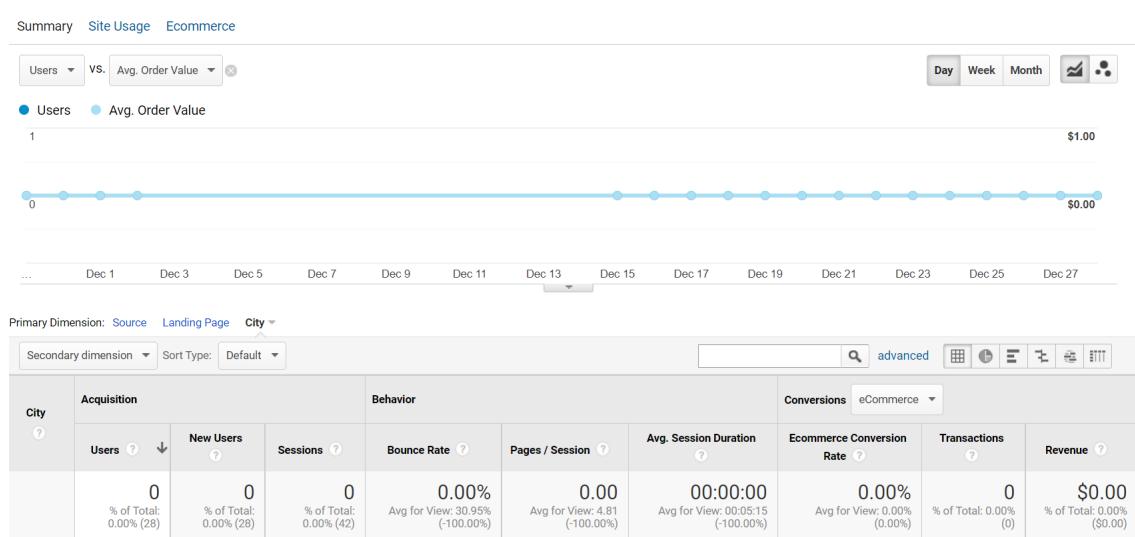


Figure 41 - Analytics - average order value