



CONTENT STRATEGY PROPOSAL

Lina Vo

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

Black-owned haircare brands, made for all.

PURPOSE

Ulta Beauty's purpose is to present consumers with the latest cosmetic trends. We provide your all time favorite and newest products on the market. As technology is rapidly evolving, the most innovative ingredients have been manufactured to please all customers from different backgrounds. Our company varies from skin care to hair care, and covers all other cosmetic needs both genders would like to have. While our company provides prospective customers with all the latest information regarding our products, Ulta displays a level of art and creativity to entertain our readers.

INTERACTOR PROFILE

Our intended interactors are:

- 13 years old +
- Both males and females who identify as he/she/they
- Have at least a middle school education
- Are from urban, rural, and suburban areas. As long as they have access to internet and are in the United States.
- They are also engaged in social media and beauty cultures; they most likely are easily influenced by others with the same shared interests.
- They are from lower, middle, and upper class. The website provides products of all price ranges.
- Have interest or love for taking care of their skin, hair, and/or body
- Are curious of the latest trends

PUBLICATION FREQUENCY

Here at Ulta Beauty, we update the latest products as soon as they are available to us. We believe in working diligently. As soon as a company has given us permission to sell their products, we immediately update our website and stock them in stores. We also update our website by seasons or special occasions. During our events where we provide customers with multiplying their points with each purchase, we will also advertise it throughout our website. Our annual sales are also a popular event by our fellow consumers that we advertise through our website and email.

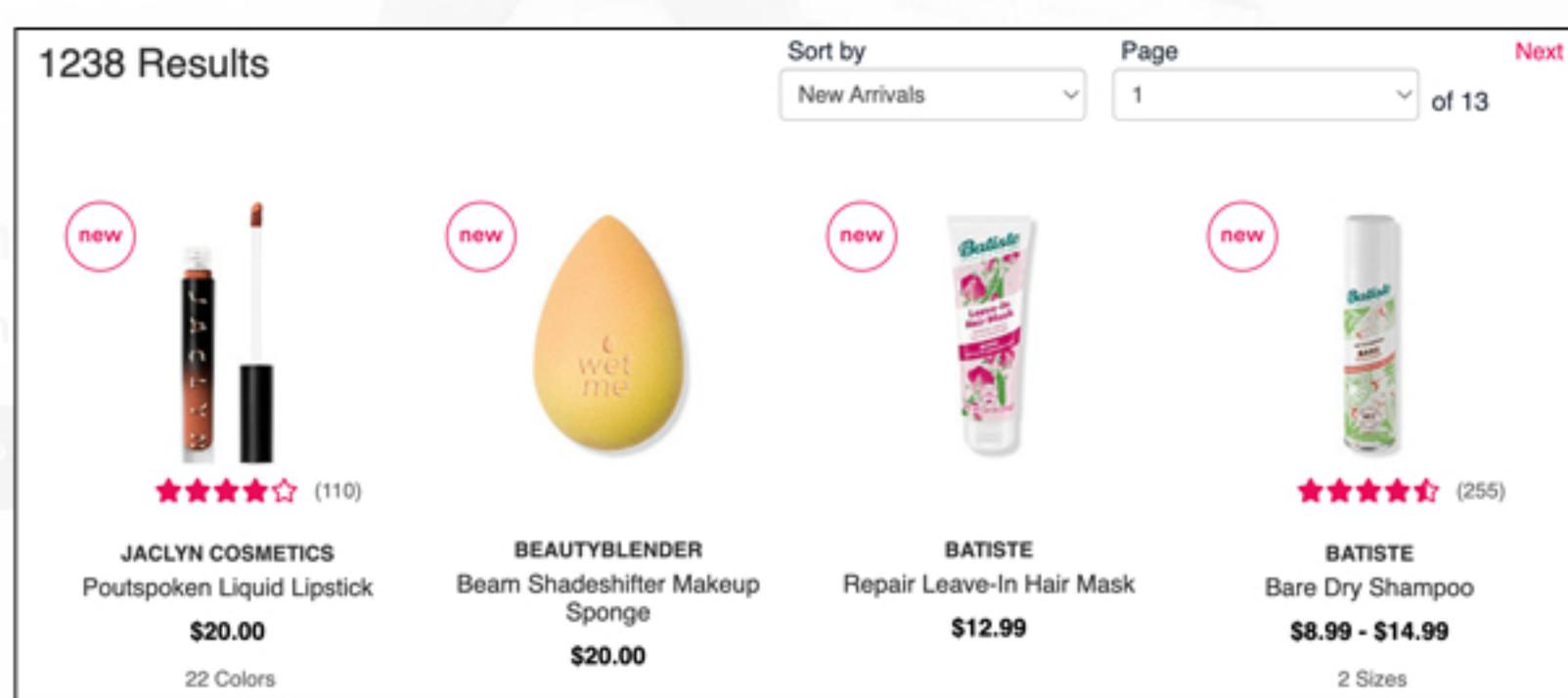


Figure 1

CONTENT FITNESS

Intrinsic IQ

Although Ulta Beauty provides plenty of useful information in regards to which products would suit best for the prospective consumer, it can also be argued as not being completely accurate. According to Caroll, intrinsic IQ refers to accuracy, objectivity, and reputation (Caroll, pg. 223, 2017). There are many factors and variables that can change for each person, making this categorization not useful unless the user tries every product. Ulta provides all active and inactive ingredients in all products to give the consumers an idea of what kind of product it is. This in term may help users who might have an allergen, that being said, many of the marketed products can be exaggerated for marketing purposes.



SHOP NOW

Contextual IQ

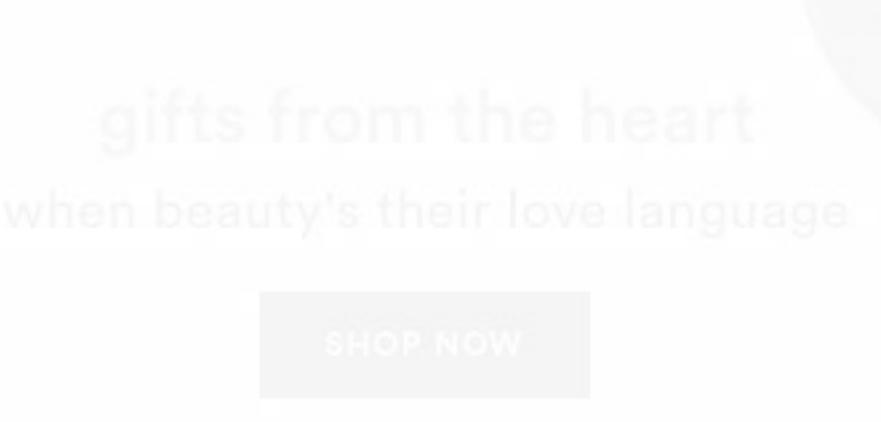
Ulta Beauty produces products and markets their items with all the listed ingredients for the audience to view. It has begun to be popular in the past few years for "clean" ingredients to take over that ingredient list. This is due to the fact that toxic wastes have sparked the internet to replace products that leave a longer environmental footprint. To further market and gain more profits, many new products that are being displayed on Ulta's website happen to be clean. Ulta's website provides an in depth explanation on how to use products as well. The users may also be interested in viewing a product that is specifically targeted to their audience. Someone with straight hair may not be interested in looking for curly-haired products and vice versa. This can be said with colored/damaged hair or relatively healthy hair. The display from Ulta is diverse and touches topics that range from different aspects of beauty products.

Representation IQ

In order to compliment their information, the technical writers use linguistics that many young girls can also comprehend. Thus, displaying complicated ingredients a normal person would not have knowledge on as an educational piece of writing. Ulta's website provides ingredients that are shared across the entire platform by numerous different brands. Most if not all ingredients that are shared between a variety of brands provide the same accurate description. The research that has been done on specific ingredients remains consistent and can be found repetitively through different products.

ACCESSIBILITY IQ

Not only is their writing easy for users to comprehend, the layout navigation provides users easy access to the menu and filters. The organization of the displayed trending sections are chunked for users to view as they please. Ulta's beauty rewards system and private user information is securely locked for easy purchases with saved credit cards on the web. Figuring out what kinds of information fits the "bigger puzzle" can expand the kind of content our company can educate our customers (Caroll, pg. 228, 2017).



SHOP NOW

INFORMATION CHALLENGES

As stated earlier, our company prioritizes the customers needs first. Our annual sales and limited time offers are one of the most significant advertisements we will communicate to the consumers. Not only does it seduce customers to visit our website more, it invites prospective ones to want to join our cosmetic community.

In order to effectively communicate this, our company may email or advertise our special events across social media. Unfortunately, some complications may appear if prospective consumers are not on the relevant media that provides these advertisements.

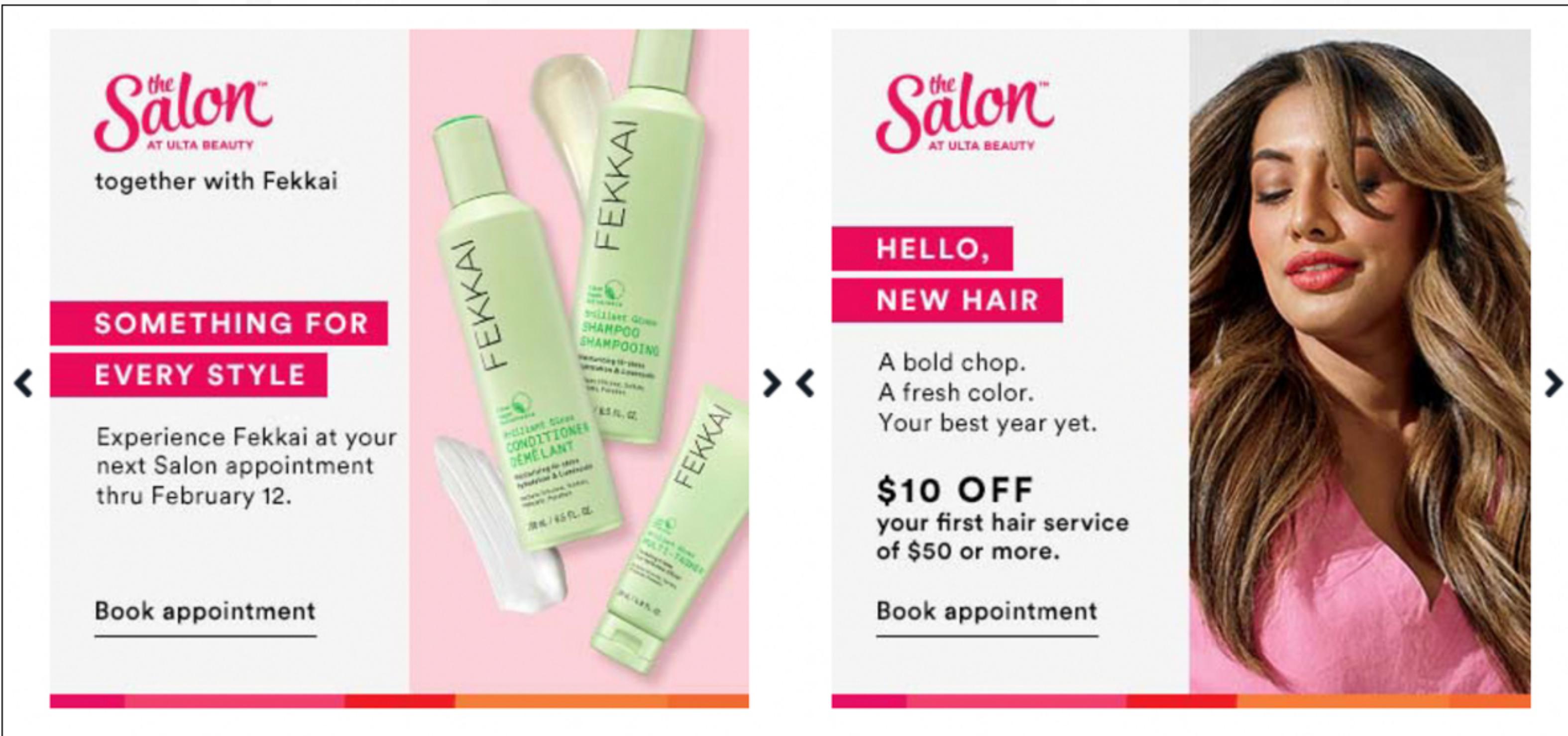


Figure 2

For an example in figure 2, there are plenty of services and products that may be on sale. Unfortunately, there is no possible way to advertise such great deals without current or new customers coming across the ad by going on our website during the timeframe it is available.

SOCIAL MEDIA

Here at Ulta Beauty, we have utilized most of the popular social medial platforms in order to update readers on our all of our upcoming projects. Many of our product lines are also endorsed by celebrities which may be broadcasted to these platforms.

We strive to update these platforms regularly in order to keep readers engaged and curious of our latest news. Our targeted audience may be able to scan through our posts with ease as our content writers work diligently to provide the most clear and concise writing.

For the most up to date news, we recommend viewing our Instagram page. With Instagram being the most followed social media platform we currently have up to date, we have a massive following of 6 million followers.

COMPETITION

Sephora

- Website is designed horizontally instead
- Prices with the same products stay the same, Sephora provides more luxury brands therefore products will be more expensive
- Target audience is older and wealthier
- Content is less entertaining and sells by advertising as a luxurious company
- Company does not provide all of the services and different areas of cosmetic products such as Ulta

Sally Beauty

- Website is also designed horizontally
- Prices of products in general are significantly cheaper
- Target audience is for customers with lower economic status
- Audience may also be younger in age due to economic status
- Content advertises itself by providing deals and great prices

CONTENT STRATEGY PROPOSAL

Here at Ulta Beauty, we emphasize our inclusivity of all cultures, latest products, and greatest deals. As lovely as our web page may be, we do understand that perfection takes time and that includes our layout. As technology is always growing, we do understand that competition is not always on the product that is provided, but the delivery that is done.

Below figure 3 presents the first thing you see on our website. Although our front page allows our readers to easily navigate through what we are broadcasting for the moment, the menu bar is underwhelming. Many readers might look first to the drop down menu that is represented with three stripes. Our information that provides our store locator, contact, and sign in is neglected by the poor visual design. The usability of the links are also negated by how small it is. By enlarging the area, those links' usability is more visible.

The ratio of the front page's layout can also be off putting. By enlarging the menu bar to maximize its usage and visual design, the readers can view the benefits of signing in and using their rewards points online.

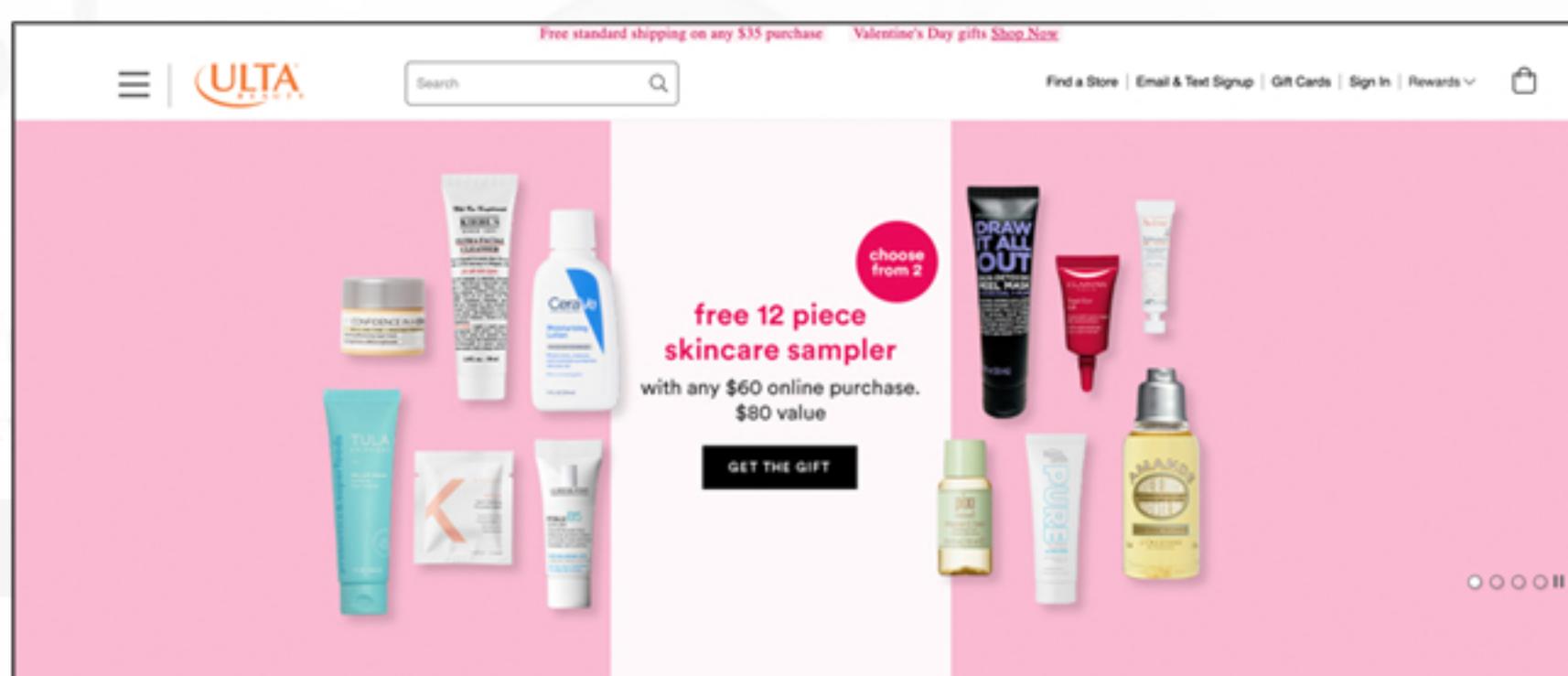


Figure 3

While Ulta has a strong following on Instagram, our other social platforms are not quite as popular. Although our other social media do not bring as much traffic to our company, it would be proven useful to utilize and cultivate other platforms to bring in a variety of audiences to our company.

One specific example is Twitter, many of our posts that are not relevant to our website receive plenty of feedback from other tweeters. By training our marketing team to utilize humor and relevant topics into our page, we may invite users of all different backgrounds to view our home web page. There have been studies that have noticed that companies who engage with their customers on a personal level are more likely to be perceived as welcoming. This may also help eliminate other competitors and stand out as the better company.



Figure 4

CONCLUSION

Many of the solutions to our flaws can be mended by asking the right questions. Caroll asks, “What will your interactors find most valuable about your site or app?” (Caroll, pg. 229, 2017). The author is concluding that improving the usability of any product or website is by having empathy of your viewers. Design and marketing flaws can be improved by putting our feet in our customer’s shoes. By viewing the current problems that exist from a different perspective, our employees can work to elevate our company’s reputation. With that being said, Ulta Beauty strives to not be a company of perfection, but to always be a work in progress.

References

Figure 1. New Beauty Products: Ulta Beauty. Cosmetics, Fragrance, Skincare and Beauty Gifts. (n.d.). Retrieved February 10, 2022, from <https://www.ulta.com/new-beauty-products>

Figure 2. Ulta Beauty. Cosmetics, Fragrance, Skincare and Beauty Gifts. (n.d.). Retrieved February 10, 2022, from <https://www.ulta.com/>

Figure 3. Ulta Beauty. Cosmetics, Fragrance, Skincare and Beauty Gifts. (n.d.). Retrieved February 10, 2022, from <https://www.ulta.com/>

Figure 4. Twitter. (n.d.). Twitter. Retrieved February 10, 2022, from <https://twitter.com/ultabeauty?lang=en>

Trusted Writer Review

Name: Trenton Mulder - Graduate from Point Loma Nazarene University

Date/time: February 8, 2022 - 7:45 PM PST

Email Address: Trenton.Mulder1@gmail.com

Questions Asked/Answered:

- Do all sections make sense?
- Were all my thoughts written in a way that they made sense?
- How can I improve my paper overall?
- Did I cite correctly?
- Did my images further my paper or hinder it?
- Were there any thoughts that you had after reading it?

Reflection:

My trusted writer reviewer was none other than Trenton Mulder again. My tutor is extremely meticulous in his work and felt that my draft had a lot to work on. A lot of my grammar needed to be fixed and my thoughts were originally “all over the place” as he would put it. I spent a lot of time revising my paper and going over the previous comments I had on my last assignment to improve this one. My tutor believed keeping my paper minimalistic to inputting images would highlight my written content more. I felt that this review really emphasized on not only analyzing the website, but to find the solutions to make it even better. My biggest fear was that my proposal was too casual and not professional enough. With that being said, creating a website proposal requires empathy on how viewers would like to change the website in order to make it more usable. That requires not just professionalism, but creativity in order to solve the issues at hand.