

# 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

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# 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 | <i>Videos here have higher engagement rates than photos</i>                              |
|   | <i>Posting more videos</i>   |
| 2 | <i>Higher reach and engagement rate between 3:7 PM</i>                                   |
|   | <i>Post more at this period</i>  |
| 3 | <i>"How to" content is more watched when the post includes videos rather than photos</i> |
|   | <i>"How to" content should include videos rather than photos</i>                         |





# 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**

*Very wide user base – strong community building*

2 *Instagram*

*It's visual nature makes it best for showcasing the skincare products*

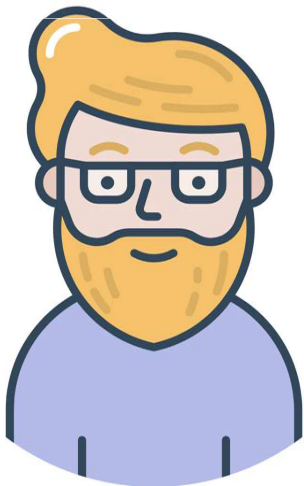
3 *Linkedin*

*Because of it's professional networking and B2B partnrerrship*



# 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.



*Pharmaceutical Phil*

*Pharmaceutical Sales Specialist*

*45 to 54 years*

*Wants quick and easy morning grooming*

*Have sensitive skin*

*Bad experiences with over-the-counter products*



# Identify your audience



*Rachel*

*Marketing Manager*

*35-45*

*Needs products with smooth texture and fast absorption*

*Not so interested in a time consuming skin care routine*

*Wants a product with easy application*



*John*

*Realtor*

*25-30*

*Has Acne prone skin*

*Dry and itchy skin*

*Doesn't like greasy formula*



*Anne*

*Front web developer*

*35- 45*

*Very dry skin in winter*

*Some skin discoloration*

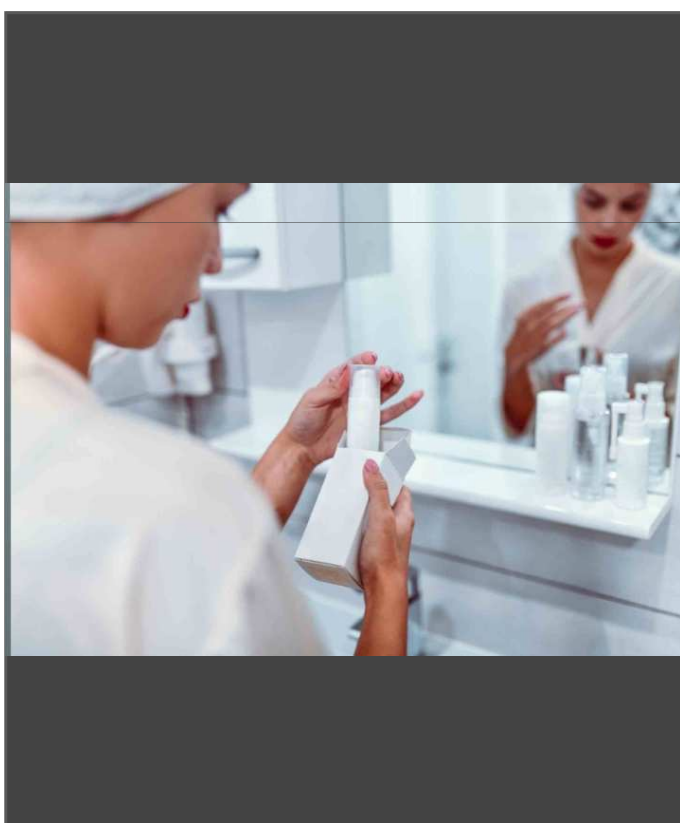
*Needs a solution for old acne scars*



# 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



*Core of the brand : life style*

*Pyur package includes a unique formulas for dry and combination skin and treats dark spots and blemishes effectively*

*Transform your skincare routine today!  
To find out more, click the link below!*



# Calendar with 12 different posts

	Facebook	Instagram	Linkedin
Sunday	Hydration: They key for healthy skin. 8 AM Core of the brand feeds	Start your day with Pyur! 8:30 AM Core of the brand stories	5-min skincare routine for busy mornings 8:45 AM Core of the brand feeds
Monday	Ask Pyur 8:30 PM conversational Stories	Start fresh 7 AM Core of the brand stories	The science behind Pyur 9 AM Core of the brand feeds
Tuesday	Your questions answered 6 PM conversational stories	Mention a friend who deserves a glowy skin 5:30 PM Conversational feeds	Behind the brand: meet the experts 10:30 Core of the brand feeds
Wednesday	Start your day with Pyur 7AM Core of the brand stories	Start your day with Pyur 7AM Core of the brand stories	The role of science in skincare 11 AM Core of the brand feeds
Thursday			
Friday			
Saturday			



# 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.

<b>Target Audience</b>	<i>Professionals aged 20-35 who are active on socail media and love skincare hacks</i>
<b>Tactic / Marketing Strategy</b>	<i>Before and after challenge Posting skin transformation over 1 month using a full skincare routine with Pyur products only With hashtag #PYURGlowChallenge Special discounts for paticipants in the challenge</i>
<b>Channel</b>	<i>Instagram</i>
<b>How will it grow the channel</b>	<i>More audience engagement Hashtags increase brand exposure Discounts increases sales</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

*Video Ads reached more people*

*Focusing on showing the video to the right audience by adjusting the targeting to people more likely to engage*

2

*Static image has more engagement*

*Make the static image more eye catching by testing new visuals to drive more interaction*

3

*Video Ad was seen multiple times*

*Use different video versions to avoid overexposure*





# 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**

<b>Campaign Objective</b>	<i>Increase awarness and engagement for Pyur new b-step skincare solution in key US markets</i>
<b>Budget</b>	<i>\$10.000</i>
<b>Platforms</b>	<i>Facebook , instagram</i>



# Target Audience

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

<b>Audience Demographics</b>	<i>Men and women who aged 21-45 years old, lives in USA who cares about skincare and maintaining healthy clear skin</i>
<b>Geo-targeting</b>	<i>Newyork, Miami , Dallas , Houston, Los Angeles</i>
<b>Behavioral targeting</b>	<i>Consumors who are interested in skincare solutions that helps in blemishesand uneven skintones. And who are looking for simple skincare routine</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](#)
- post text caption
- call-to-action.

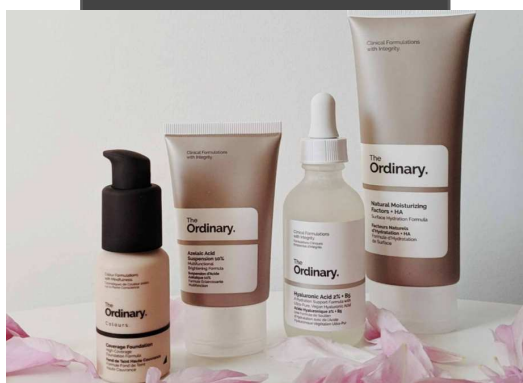
## Ad for Women



*Glow from within with Pyur*

*Limited-Time offer: Get your Pyur Glow Now!*

## Ad for Men



*Confident look every day*

*Order now!*



# Facebook A/B test

Name of the Ad	Campaign Objective	KPI	Audience	Total Budget
Ad for Women	Increase Awareness	Engagement rate	Women who engage with posts about a smooth and clear skin of discoloration from acne marks	8000\$
Ad for Men			Men who search about skin tone evening products in facebook	

Goal of the test:	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
Next steps:	<i>Check for increase in number of purchases</i>



# Influencer Overview

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

<b>Influencers target audience</b>	<i>Men and women aged 21-35 who are active on social media</i>
<b>Type of influencer</b>	Mid- tier influencer
<b>Activation Channels</b>	Facebook
<b>Launch date</b>	<i>Early fall : october</i>
<b>Duration</b>	<i>3 months</i>
<b>Total Cost</b>	2000\$
<b>Proposed tactic</b>	<i>Follow them and engaging with their posts to show interest Try to build a relationship with them Send the a direct message explaining my skincare products to them Provide topic options about the products and make the message brief and to the point Propose a joint livestream where the influencer can showcase and review the product in real-time Offer to collaborate on a giveaway where the influencer's audience can participate to win the skincare product</i>