

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

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

Content Type Performance:

- **Observation:** Video content, specifically testimonials, had the highest reach and engagement (e.g., Post ID [330170487627670_903347796976600](#) reached 2,200 users with 55 engagements and 289 video views).

Improvement: Increase the use of video content, particularly testimonials, in future campaigns. Videos resonate more with the audience, leading to higher engagement rates.

2

Engagement by Post Type:

- **Observation:** Posts classified as "How-To" (e.g., Post ID [330170487627670_895664547744925](#)) had significantly lower reach and engagement compared to other content themes like "Testimonial" or "Product".

Improvement: Consider revising the approach for "How-To" posts. Enhance them with visual elements or convert them into short video tutorials to boost engagement.

3

Timing of Posts:

- **Observation:** Posts published in the evening (e.g., Post ID [330170487627670_903347796976600](#) posted at 18:14) saw higher reach and engagement compared to those posted early in the morning (e.g., Post ID [330170487627670_905331063444940](#) at 07:27).

Improvement: Schedule posts during the evening hours, which appear to be a peak time for audience activity, to maximize reach and interaction.



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
	<p>Why: Broad reach, ideal for targeting 21-45-year-olds with diverse content formats.</p> <p>How: Utilize the paid media plan for targeted ads and run an organic campaign with video content and influencer-led contests</p>
2	TikTok:
	<ul style="list-style-type: none">• Why: Trend-driven, short-form video platform with strong appeal to younger users.• How: Launch a skincare challenge and partner with influencers for viral content.
3	Pinterest:
	<p>Why: Great for visual discovery and long-lasting content, targeting users searching for skincare tips.</p> <p>How: Post visually appealing skincare routines and educational content with links to purchase options.</p>



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.

	<i>Pharmaceutical Phil</i>
	<i>Pharmaceutical Sales Specialist</i>
	<i>45 to 54 years</i>
	<i>Wants quick and easy morning grooming</i>
	<i>Have sensitive skin</i>
	<i>Bad experiences with over-the-counter products</i>



Identify your audience



Wendy the web developer

Web developer

35-44 years

Wants an acne solution that is effective

Have extreme dry skin during winter

HHI 120K



Realtor Rich

Real estate agent

35-44 years

HHI 120K

Feels like it's hard to find products for razor-bump prone skin

Dry-itchy-discolored skin due to ingrown hairs



Marketing Michelle

Marketing Manager

25-34 years

HHI 75K

Wants easy - non fussy routine

Skin care is not 1st priority



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

"Unlock your skin's natural glow with PYUR's plant-based 3-step skincare system. Say goodbye to acne and discoloration—hello to confidence and clarity! 🌿 Ready to refresh your routine? Click the link to shop now and feel the difference."

"Click the link to shop now and feel the difference."



Calendar with 12 different posts

	Facebook	Instagram	TikTok
Sunday	Post Title: "Unveil Your Glow with PYUR's 3-Step System" Publish Time: 6:00 PM Content Theme: Core of the Brand Placement: News Feed, Stories	Post Title: "Skincare Sunday: Transform Your Skin with PYUR" Publish Time: 7:00 PM Content Theme: Calendar Placement: Feed, Storie	Post Title: "PYUR Challenge: Show Us Your Skincare Routine" Publish Time: 8:00 PM Content Theme: Conversational Placement: For You Page
Monday	Post Title: "Monday Motivation: Start Fresh with PYUR" Publish Time: 8:00 AM Content Theme: Calendar Placement: News Feed	Post Title: "Morning Routine with PYUR: Ready, Set, Glow" Publish Time: 9:00 AM Content Theme: Core of the Brand Placement: Feed, Reels	Post Title: "Quick Tips: Achieve Clear Skin with PYUR" Publish Time: 12:00 PM Content Theme: Calendar Placement: For You Page
Tuesday	Post Title: "Testimonial Tuesday: Real Results with PYUR" Publish Time: 1:00 PM Content Theme: Conversational Placement: News Feed, Stories	Post Title: "Testimonial: How PYUR Cleared My Skin" Publish Time: 2:00 PM Content Theme: Conversational Placement: Feed, Stories	Post Title: "Before & After: See the PYUR Difference" Publish Time: 3:00 PM Content Theme: Core of the Brand Placement: For You Page
Wednesday	Post Title: "Wellness Wednesday: Healthy Skin Starts with PYUR" Publish Time: 9:00 AM Content Theme: Core of the Brand Placement: News Feed, Stories	Post Title: "Wellness Routine with PYUR" Publish Time: 10:00 AM Content Theme: Calendar Placement: Feed, Stories	Post Title: "PYUR Wellness Tips: Morning Glow" Publish Time: 11:00 AM Content Theme: Conversational Placement: For You Page



Calendar with 12 different posts

	Facebook	Instagram	TikTOK
Thursday	Post Title: "Throwback: PYUR's Journey to Innovation" Publish Time: 3:00 PM Content Theme: Conversational Placement: News Feed	Post Title: "Behind the Brand: PYUR's Natural Ingredients" Publish Time: 4:00 PM Content Theme: Core of the Brand Placement: Feed, Stories	Post Title: "Behind the Scenes: Making of PYUR" Publish Time: 5:00 PM Content Theme: Conversational Placement: For You Page
Friday	Post Title: "Feel-Good Friday: Treat Your Skin with PYUR" Publish Time: 5:00 PM Content Theme: Core of the Brand Placement: News Feed, Stories	Post Title: "Friday Favorites: PYUR's Bestsellers" Publish Time: 6:00 PM Content Theme: Calendar Placement: Feed, Reels	Post Title: "Product Spotlight: PYUR's 3-Step System" Publish Time: 7:00 PM Content Theme: Calendar Placement: For You Page
Saturday	Post Title: "Weekend Glow: Pamper Yourself with PYUR" Publish Time: 11:00 AM Content Theme: Calendar Placement: News Feed, Stories	Post Title: "Saturday Self-Care: PYUR Routine" Publish Time: 12:00 PM Content Theme: Core of the Brand Placement: Feed, Stories	Post Title: "Weekend Routine: Relax with PYUR" Publish Time: 1:00 PM Content Theme: Conversational Placement: For You Page



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.

Target Audience	<i>Young adults (ages 18-30) interested in skincare and natural beauty products</i>
Tactic / Marketing Strategy	User-Generated Content (UGC) Campaign Encourage users to share their skincare routines featuring PYUR products with a branded hashtag (#GlowWithPYUR). Offer a chance to be featured on the brand's official page or win a PYUR product bundle.
Channel	<i>Instagram</i>
How will it grow the channel	<i>By leveraging UGC, PYUR will increase brand visibility through authentic content. This strategy will encourage new users to engage with the brand, leading to organic growth and the potential to reach a wider audience through shares and reposts.</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

High Cost-Per-Thousand Impressions (CPM)

- **Insight:** The average CPM across the campaigns is relatively high, with one campaign reaching a CPM of \$3.39.

Improvement: Consider optimizing targeting parameters to reduce CPM. Testing different audience segments or ad placements could lower costs.

2

Disparity in Engagement Rates

- **Insight:** The engagement rates (Post engagement) vary significantly between campaigns, with one campaign achieving 3,207 engagements, while another only managed 134.

Improvement: Analyze the content and creative approach of the higher-performing campaign to replicate its success. Ensure that the messaging and visual appeal resonate with the target audience.

3

Reach vs. Clicks Discrepancy

- **Insight:** Although the campaigns have decent reach, the number of clicks remains low, suggesting a lower conversion rate.

Improvement: Improve call-to-action (CTA) effectiveness. Experiment with different CTA phrasing, button placements, or incentive offerings to boost click-through rates.



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

Campaign Objective	The primary objective of the campaign is to increase awareness of PYUR's new 3-step skincare solution in the target markets of New York, Chicago, Miami, Dallas, Houston, and Los Angeles. The campaign aims to target both men and women aged 21-45 who are interested in clearer, healthy-looking skin, with specific A/B testing to compare the effectiveness of the campaign across gender segments.
Budget	Paid Media: \$8,000 Influencer Campaign: \$2,000 Total Budget: \$10,000
Platforms	Facebook Paid Media: The campaign will heavily utilize Facebook Ads to reach the targeted demographic. Facebook's robust targeting options will allow for precise A/B testing between male and female audiences. Organic Social Media: In addition to paid media, a three-month organic social media campaign will be implemented across platforms such as Instagram and Facebook, featuring either a Livestream activation or a giveaway contest with an influencer to engage the audience and drive further brand awareness.



Target Audience

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

Audience Demographics	<p>Gender: Men and Women Age Range: 21-45 years old Location: United States Interests: Individuals who are interested in skincare, particularly those focused on achieving clearer, healthy-looking skin. Psychographics: Consumers who value confidence, cleanliness, freshness, and a healthy, youthful appearance. They are likely to lead active lifestyles and prefer simple, effective skincare routines.</p>
Geo-targeting	<ul style="list-style-type: none">○ New York○ Chicago○ Miami○ Dallas○ Houston○ Los Angeles <p>These cities are targeted to increase awareness of PYUR's new 3-step skincare solution in key urban markets with high population densities and diverse demographics.</p>
Behavioral targeting	<p>Skincare Enthusiasts: Individuals who are actively searching for or have shown interest in skincare products, particularly those that address acne, skin discoloration, and pore issues. Health & Wellness: Targeting individuals who are focused on overall health, wellness, and maintaining a clean, fresh, and youthful appearance. Purchase Intent: Consumers who have shown past purchase behavior or interest in premium skincare brands and products. Brand Loyalty: Targeting users who follow or engage with similar skincare brands, products, or influencers in the beauty and wellness space.</p>



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.

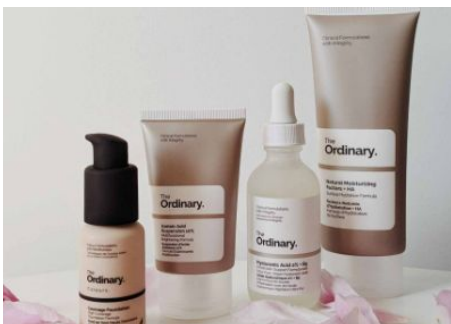
Ad for Women



Discover the secret to clear, Healthy Skin.

Shop now

Ad for Men



*Discover the Secret.
Proven to work.
99% saw softer, healthier skin!*

Buy it Now



Facebook A/B test

Name of the Ad	Campaign Objective	KPI	Audience	Total Budget
Ad for Women	Increase awareness and drive conversions for PYUR's new 3-step skincare regimen.	Click-Through Rate (CTR): Measure engagement with the ad. Conversion Rate: Track the percentage of users who purchase after clicking. Cost Per Acquisition (CPA): Monitor the cost efficiency of acquiring each new customer.	Men aged 21-45, interested in skincare, grooming, and health & wellness.	\$10,000 (\$5,000 allocated to each audience group)
Ad for Men			Women aged 21-45, interested in skincare, beauty, and health & wellness.	

Goal of the test:	<i>Determine which audience segment (males vs. females) responds better to the campaign in terms of engagement and conversions. Assess which messaging and creatives resonate most with each group.</i>
Next steps:	Analyze Results: Compare the performance of both segments by evaluating CTR, conversion rates, and CPA. Optimize Campaign: Adjust the messaging, creatives, and budget allocation based on insights from the A/B test. Scale: Roll out the optimized campaign to a broader audience or apply the learnings to future campaigns across other channels.



Influencer Overview

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

Influencers target audience	Men and women aged 21-45 in the U.S., interested in skincare and maintaining a youthful appearance.
Type of influencer	Micro-influencers (10K-50K followers) in the beauty and wellness niche, both male and female.
Activation Channels	Instagram: Primary for posts, Stories, and Reels. YouTube: Secondary for in-depth reviews. TikTok: For trendy, short-form content.
Launch date	September 15, 2024
Duration	Three months
Total Cost	\$2,000.
Proposed tactic	Livestream activation on Instagram with a giveaway contest to boost engagement and product awareness, supported by influencer posts and discount codes to track conversions.