**Perile Cosmetics Marketing plan**

**Executive Summary**

Perile Cosmetics is a South African clean, inclusive skincare brand committed to providing high-quality, natural skincare products. This marketing plan outlines strategies for digital marketing, public relations activities, collaborations with skincare bloggers, influencer marketing, email marketing, and expanding retail partnerships with suppliers like Woolworths and Faithful to Nature. The objective is to increase brand awareness, customer engagement, and market share.

**Market Analysis**

Target Audience

Perile Cosmetics targets individuals of ages between 18 – 50 + and skin types, emphasizing inclusivity. It caters to the conscious consumer base seeking clean, natural skincare products.

**Competitive Landscape**

The South African skincare market is competitive, with a growing demand for clean and inclusive beauty products. Perile differentiates itself through its clean ingredients and commitment to inclusivity.

**Trends**

There is a noticeable shift towards clean and sustainable beauty products. Consumers are becoming more conscious about the ingredients they apply to their skin and the environmental impact of their skincare choices. In response to these trends,

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| Channel | Description | Objective | Timeframe | Estimated sales |
| Marketing trading partnership with sales, merchandising and distribution agencies. | Traditional sales, merchandising, and distribution agencies assist in marketing, presenting, and distributing products in retail stores. They use established methods and enhance product visibility in diverse retail settings. | Aggressive Market penetration: **Click, Dischem and woolworths** | In progress: We are currently in the middle stage of discussions to secure a deal. | Annual sales in the first year: **R1 000 000** |
| Marketing trading partnership with digital stores | Enhancing sales by listing products with digital retail stores and e-commerce platforms involves leveraging the online marketplace to reach a broader customer base and increase revenue. Collaborate on joint marketing campaigns to reach a more eco-conscious customers. | Aggressive Market penetration: Faithful to Nature, Takealot, Amazon SA, Beauty on Tapp, Superbalist and others. | Currently listed with Faithful to Nature and Takealot.  In progress: Amazon SA, Beauty on Tapp, and Superbalist, onboarding by early next year. | Annual sales in the first year: **R200 000** |
| Website | Perile’s e-commerce store is a user-friendly, mobile-responsive, and visually appealing one stop for clients. The intent is to continuously create content for the website including product shoots, and videos to integrate online shopping., advertising and consumer education for a great end user experience. | customer engagement, and market share. | Ongoing, next product shoot is 28 November 2023. |  |
| Social media | Perile maintains active profiles on social media platforms such as Facebook, Instagram, Twitter, TikTok, and Youtube. `The brand consistently post engaging content about skincare, product launches, and behind-the-scenes insights. Infrarusture investmemnt is crucial to achieve some of the behind the scence conent. Perile collaborates with micro-influencers to create user-generated content and broaden the brand's reach. | Brand awareness | Ongoing |  |
| Email Marketing | A strategy has been developed and implementation phase where customers are informed through a newsletters with skincare tips, product updates, and exclusive offers. Email marketing is `peril’s tool to also implement an abandoned cart campaign to recover potential sales. | Market share | Ongoing |  |
| Influencer Marketing Campaigns | the brand as Identified and partner with macro and micro-influencers in the beauty and skincare niche.  Run influencer marketing campaigns to showcase Perile products, their benefits, and sustainability.  Monitor influencer | Brand awareness, market share | Ongoing |  |
| Search Engine Optimization (SEO) | Optimize the website for relevant keywords to improve organic search ranking.  Create high-quality blog content related to skincare, clean beauty, and product information to enhance website authority.  6. Paid Advertising | Brand awareness | Ongoing |  |
| Paid ads | Run targeted Facebook and Instagram ads to increase brand visibility and drive traffic to the website.  Utilize Google Ads for keyword-specific campaigns, capturing potential customers searching for skincare products. | Market share | Ongoing | Annual sales in the first year: **R250 000** |
| Live Sessions with Skincare Bloggers | Partner with popular skincare bloggers and influencers for live sessions on social media platforms (e.g., Instagram Live, YouTube Live). | Brand awareness, market share | Ongoing |  |
| Radio/TV Interviews | Establish relationships with local radio and TV stations for guest appearances and interviews.  Prepare compelling brand stories and product narratives for media appearances.  Regularly engage with key journalists and media outlets. | Brand awareness, market share | Ongoing |  |

**Measurement**

Implement tools such as Google Analytics, social media insights, and email campaign tracking to measure website traffic, user engagement, and conversion rates.

Set specific KPIs for media appearances, including audience reach and engagement.

Conduct regular customer surveys and feedback collection to understand customer satisfaction and gather insights for product improvement.

Budget Allocation

Allocate the budget based on the overall marketing budget, with a significant portion devoted to digital marketing, influencer marketing, and email marketing. A portion should also be dedicated to public relations activities and expanding retail partnerships.

**Conclusion**

This marketing plan outlines a comprehensive strategy for Perile Cosmetics to achieve its objectives, including increasing brand visibility, customer engagement, and expanding its retail partnerships. By effectively executing these strategies, Perile Cosmetics aims to become a trusted and preferred skincare brand among South African consumers.