

INTEGRATED CONTENT MARKETING PLAN

BITE BEAUTY



EXECUTIVE SUMMARY

- BITE Beauty is a Canadian cosmetics company specializing in lip products and other makeup products
- The brand was founded by Susanne Langmuir in 2011, launched in 2012, and acquired by Kendo in 2014. The brand is carried exclusively at Sephora. All BITE's products are made with food-grade, vegan ingredients[4] and are infused with resveratrol. The factory is located in Toronto; in 2015, around 2000 pieces a day were produced. BITE also operates "Lip Labs", brick-and-mortar stores where customers can create their own lipsticks. As of March 2019, there are four lip labs in operation: one New York (the flagship store), one in Toronto, one in San Francisco and one in Los Angeles



AUDIENCE PROFILE:

Key Demographics:
Age 13-35 Gender: 20 %
Male 80% Females
High school going, college
university going, self
employed, housewives
working women, married
and unmarried, low-medium
disposable income

Psychographics: Tech Savvy,
Social media user, into travelling
and exploring, extrovert, brand
loyal, concerned with status and
social trends. Good physical
appearance, online shopping:
into videos, blogs and vlogs,
Social, GenZ attitude, into social
causes such as (environmental
friendly, veganism) into luxury
brands, believes in being stylish

Fears and
challenges:
Expensive make up,
maintain; good
physical appearance
and beauty; FOMO;
not staying up to
date

Geographic: Location:
Canada
States: Particularly
Ontario, Quebec, Alberta,
British Columbia

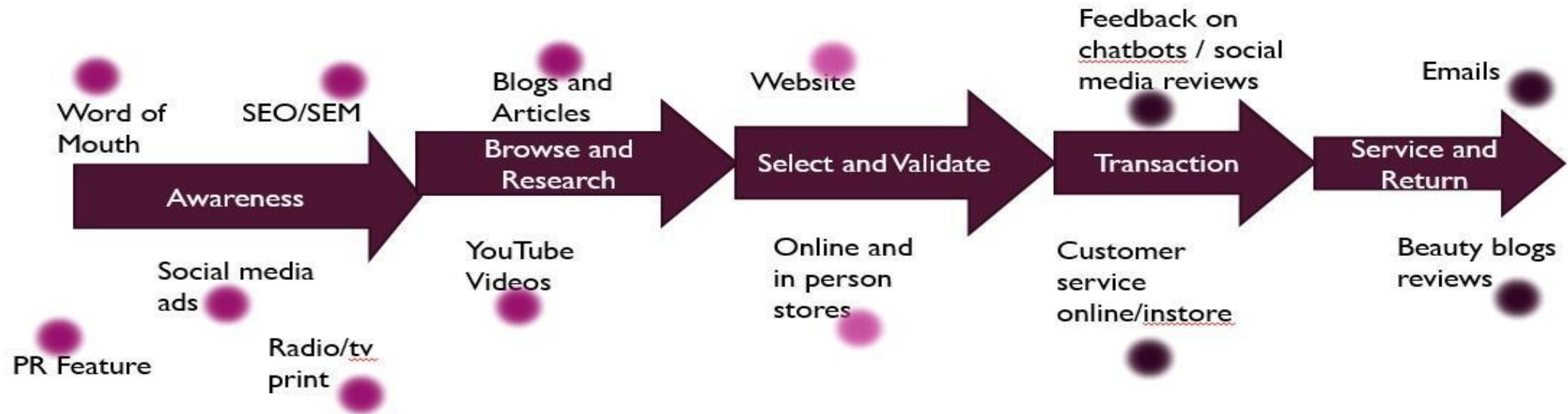
BUYERS PERSONA:

- Rachel Green
- Age: 22
- University: York University
- Location: North York Ontario
- Work: Part-time sales at Zara
- Income: 13k\$ approx.
- Marital Status: Single
- House: Lives at her parents residence
- Motivation: Stay active and physically fit, look chic with trending fashion attire, perform well in university and maintain good study-work-life balance.



- Pressure and Pain Points: Managing expenses, fear of missing out FOMO, antisocialism, work-study balance, not keeping up with changing trends etc
- Lifestyle: Extrovert, outgoing, into social media, Netflix, luxury brands, veganism, environmental protection, pet lover, fashion and makeup enthusiast, positive GenZ attitude

PURCHASE JOURNEY TOUCH POINTS:



RACHEL'S BUYERS JOURNEY

Buyer Stage	Awareness	Browse and Research	Select & Validate	Transaction	Service& Return
Paint Point	I need some new lipsticks? I should try new trendy and funky brands	Which brands are cruelty free and vegan?	What makes Bite Beauty Unique?	Where can I visit to buy this set of lipsticks?	These lipsticks are cool! Let me tell my friend Jessica
Triggers	She comes across a reel on Instagram shared by her friend on her story where women wear cool tones of lipsticks)	Searches on Google “New Authentic Cruelty Free and Vegan Make up brands in Canada?”	Visits online store Sephora, bite beauty website. Searches for different types of lipstick shades	Searches and visits nearest Sephora or bite beauty outlet. Goes on online store	Sends a link from Social media page to her friend
Content Type and ideas	Social media posts, shares blogs, articles, influencer videos vlogs	Website blogs, text and display ads, product ads and images, vegan influencers	Online filters technology on websites, product images and ads, social media posts	Website product display ads, online and in store content, discounts, and policies , Feedback on chat bot, CSR	Product display content and CSR
Channels	Social media platforms , google and Instagram ads, SEO	Google and Instagram ads, YouTube, blogs, articles websites	Social media ads(Instagram,facebook, youtube, snapchat) website blogs, product text	Online and in-store marketing	Newsletters, email,blogs and social media , google ads
Measurements	Impressions, reach, traffic to website	Engagement, time spent on website, traffic to social media and website	Bounce rate, website actions, clicks, time spent, authority score, views and	Number of purchases and online sales conversion rate and time on site	Customer retention, new cutomers, website traffic

COMPETITIVE ANALYSIS:

NARS Cosmetics is a French cosmetics and skin care company founded by make-up artist and photographer François Nars in 1994.

The cosmetics line began with twelve lipsticks sold at Barneys New York. Since then, NARS has created various multi-use beauty products and is now a subsidiary of Shiseido.

NARS mainly sells in department stores in about 30 countries including the Americas, Europe, Japan and Southeast Asia

NARS

NARS



NUDESTIX

Nudestix is available at top retailers like Sephora and Urban Outfitters, and over 100 more physical and online stores internationally. It's been shortlisted as a finalist for the prestigious, New York-based Cosmetic Executive Women's 2015 Indie Brand Beauty Award.

Financed by their parents, the venture was conceived by mom and company president Jenny Frankel, a chemical engineer, one-time MAC Cosmetics product developer and co-founder of corrective camouflage line Cover FX Makeup.

CONTENT EDITORIAL MISSION:

- The content produced and promoted by Bite Beauty provides a new trendy vibe to attract and motivate their demographics to look naturally beautiful and trendy without looking unnatural. This certainly helps in maintaining their brand loyalty but also increasing sales and their trust in brand's reputation as a funky trendy beauty line which has a goal to make all women look beautiful by simply enhancing their own beauty.

BRAND STORY:

Brand Story

- Brand Values: Authenticity, Bold, High Standard, motivated, enthusiasm, inspirational. Gender Equality, Equality
- Brand Slogans: “lip color that's good enough to eat”
- Brand Promise: Vegan free, Cruelty free trendy, eco friendly beauty products
- Brand Voice: Trendy, Cool, Chic, Modern, 21st Century women, confidence, strength, colorful, humorous

Content Theme

- Photography and graphics
- Bite Beauty Giveaways
- Bite Beauty angels and Clean at Sephora
- Bite Beauty Family
- Brand culture, theme, cruelty free, vegan and trendy journey
- Products (online and in store)
- Partnerships

CONTENT GUIDELINES:

■ Content For Canadian Based Demographics:

Canadian Women are strong and independent having an endless passion for makeup products. They are also very socially aware as well as they vouch for human, animal and environmental rights. The demographic belongs to an age bracket 15-35 (teenagers, young women) active into sports and highly motivated so the content must match their idea of beauty which is bold, strong and beautiful naturally. Women of all races must be included from all different professions in the ads and images with their pets involving a peak into their hobbies and life activities to prove that Bite Beauty is for the 21st century young Canadian women.

Content Theme: Trendy, classy matching the buyer's persona

Reach to The Target Audience with Content:

Social Media Campaigns, Influencer videos, email marketing, gifts and discount vouchers, outdoor beauty events at Sephora.

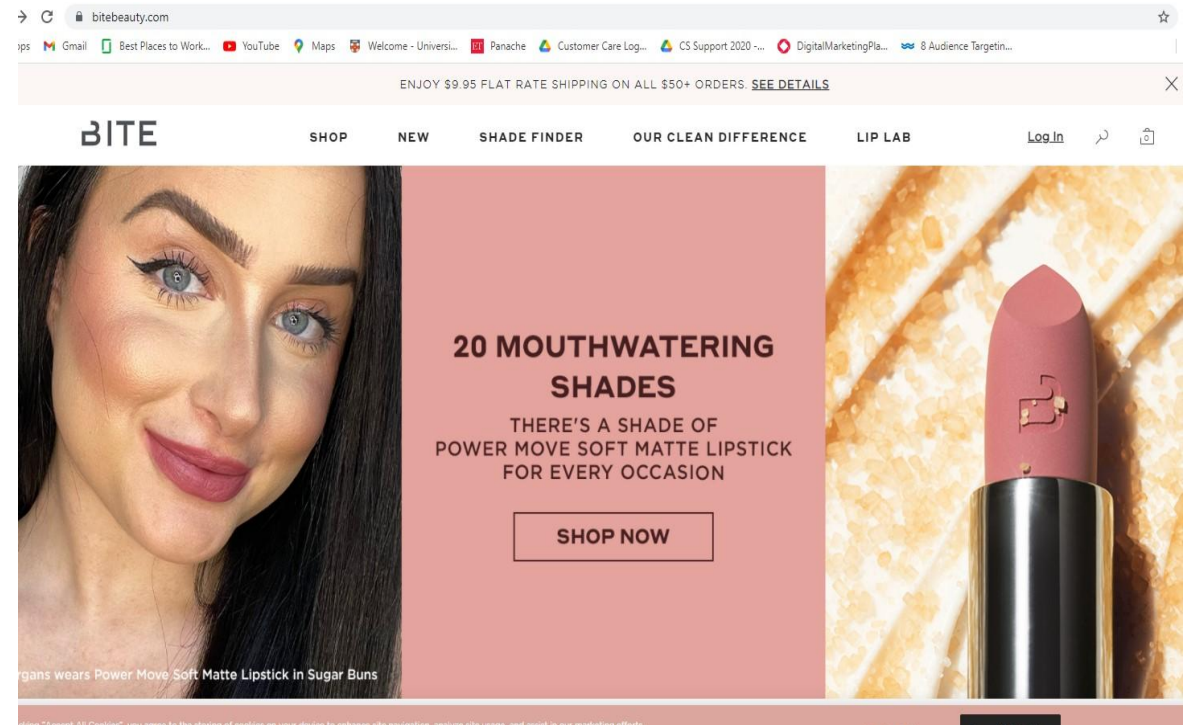
MARKETING TEAM (ROLES, SHAREHOLDERS AND CONTENT SOURCES)

Marketing Team Roles

- Digital Marketing specialists
- SEO Specialists
- Copywriters
- Content Writers
- Photographers and Videographers
- Graphic Designers
- Data Analysts
- CX specialists
- E-commerce specialist
- Data Analysts
- Website Developers
- UI/UX specialists
- **Stakeholders:** Kendo Holdings, LVMH, Directors

Content Sources

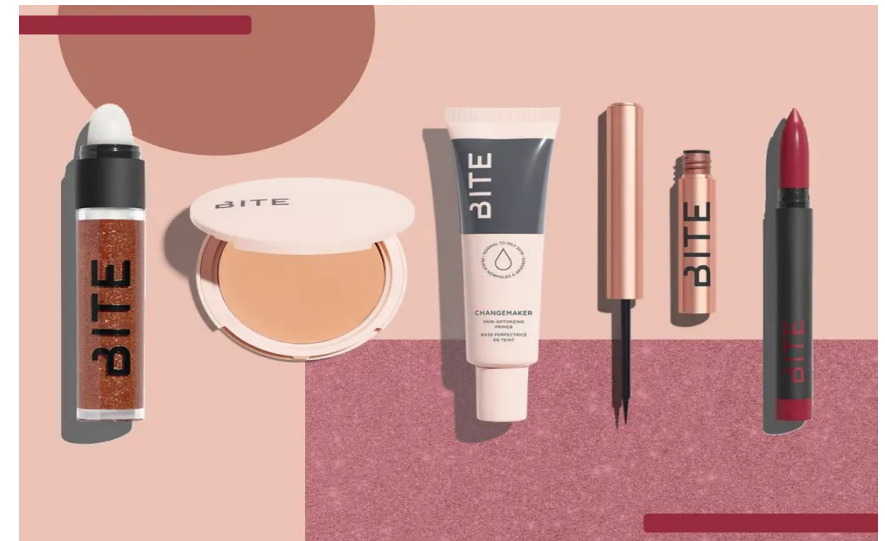
- Mailchimp, google console, google analytics, photoshop, zoho crm, Instagram and facebook analytics, Video Editing softwares, salesforce



GOVERNANCE STRUCTURE:



BITE BEAUTY (CONTENT MARKETING DISTRIBUTION PLAN)



S.M.A.R.T BUSINESS GOAL

- Some Facts: Bite Beauty has been tremendously growing as one of the best beauty brands in Canada
- The annual revenue of Bite Beauty was calculated as 57 million CAD in 2020
- The business goal of the company is to increase the revenue to 85 million targeting audience in Canada in 2021 increasing the sales by 50%.
- Marketing Budget in total : 12% of the revenue i.e 6.84 million CAD\$
- Budget for the content marketing plan (Aug- Dec) is 45%(3078000\$) CAD\$
- Content Distribution Budget: 50% of 3078000= 1539000\$
- Return on Investment : ROI ($85-6.84M / 6.84M \times 100$)= 1142%
- Total Content Marketing Budget= 4617000\$

40% of this budget will be used for Aug-Dec 2021 campaign


SOCIAL MEDIA MARKETING:

- Content: constitutes of videos, posts, polls on stories, Instagram reel, IG Ads, Posts and videos on Facebook with Facebook ads
- Social Media: Facebook and Instagram Budget (20%) 923400\$
- Tools of Measurement: Impressions, views, reach, time followers, time spent on videos and traffic on social commerce shop page, followers
- 1. Goal: increase followers on Instagram by 6% and increase the number of likes by 7% on Facebook page
- 2. Goal: To deliver quality content with A/B testing and increase customer engagement also brand awareness highlighting the uniqueness and ingredients of the products, the vegan friendly nature and environment protection practices and animal cruelty free testing

Summary: if CPM: 5.5\$ on Facebook and Instagram then it will generate 205200000 million impressions reaching approx. then number of clicks will be 8,20,8000. then if number of conversions are 20,500 of which 11000 people decide to buy products worth 300\$ then 3300,000 sales will be generated.

- 1. CTR: 2.45%

PAID (MEDIA) INFLUENCER MARKETING:

- The brand will choose influencers for the duration (Aug-Dec) Mila  @officialmilag and Nilo Haq @nilohaq are excellent in promotion of beauty products with followers and engagement rate 286.9, 1.40% and 381.1, 0.50% respectively
- Content: Tik Tok Insta FB Challenges, Live video sessions, giveaway contests etc
- Budget: 1015740 excluding the content creation cost of ads and videos but this will include the products as well as payment to influencers for their creativity and reach.
- Goal: to increase brand awareness, page traffic, clicks and reach by 10%
- Summary: (CPM= 5\$) then impressions 20,314,000 impressions will be if the clicks are 408,280 then 40k decide to purchase Bite beauty products worth 200\$ then 8,000,000 sales will be generated in the 4 months duration (which includes Christmas, Halloween, Thanksgiving etc)

EMAIL MARKETING:

- Email marketing is essential and it will include 5% of the budget 230850\$. The tool to be effectively used for this purpose will be Mailchimp to send emails to potential buyers as well as present customers.
- Content: Discount and reward points offers, new offers, Information of new products and vouchers
- Goal: To retain as many customers as well as target new potential customers, increase traffic to website, clicks and increase reach and increase sales
- Number of emails sent 38798319.3 per month. If 1050367500 people open and clicked then it will increase the sales by 7%. If 25k people decide to buy 100 \$ then it will be 2.5 million

SEM:

- Google Ads and Google Analytics will be the tools
- The purpose to run google ads is because google Ads are worth it because they provide a cost-effective way for businesses of all sizes to reach a virtually unlimited, targeted audience. They're extremely flexible and you can start, stop, pause, or even adjust your bids at any time. Budget (692550)
- Goal: to increase sales by 40%,
- Summary: The $CPM=5\$$ $CPC=0.80\$$ impressions= 138,510,000 if no of clicks 5540400 so if 60,000 people decide to buy products worth 200\$ then 12000,000 revenue will be generated

CONCLUSION:

- The tactics and content marketing sales will increase the revenue as the goal will be achieved