



Personas & Insights

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AGENDA



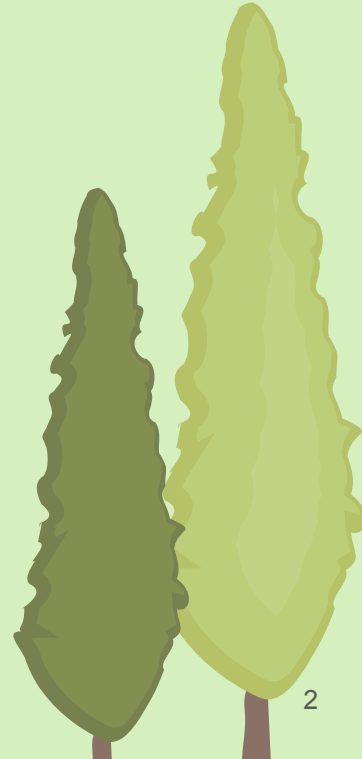
Deliverables

Marketing Funnel

Existing Persona

New Personas

Insights/Recommendations





Deliverables



- Analyze the analytics data and identify ways to increase sales/conversions and inform future marketing strategies
- Profile your customers and create audience segments using data from online properties





Marketing Funnel





MARKETING FUNNEL

- Map of a customer's journey with the business.
- Provides an idea of what is required to influence customers at certain stages.
- Highlights the stages of a customer's relationship with business



Source: [Reviewtrackers](#)



BENEFITS?

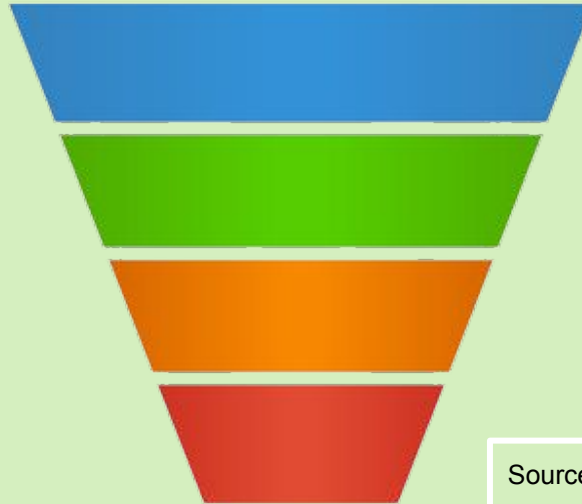
- Organized
- Flexible
- Measurable



Source: [Clickup](#)

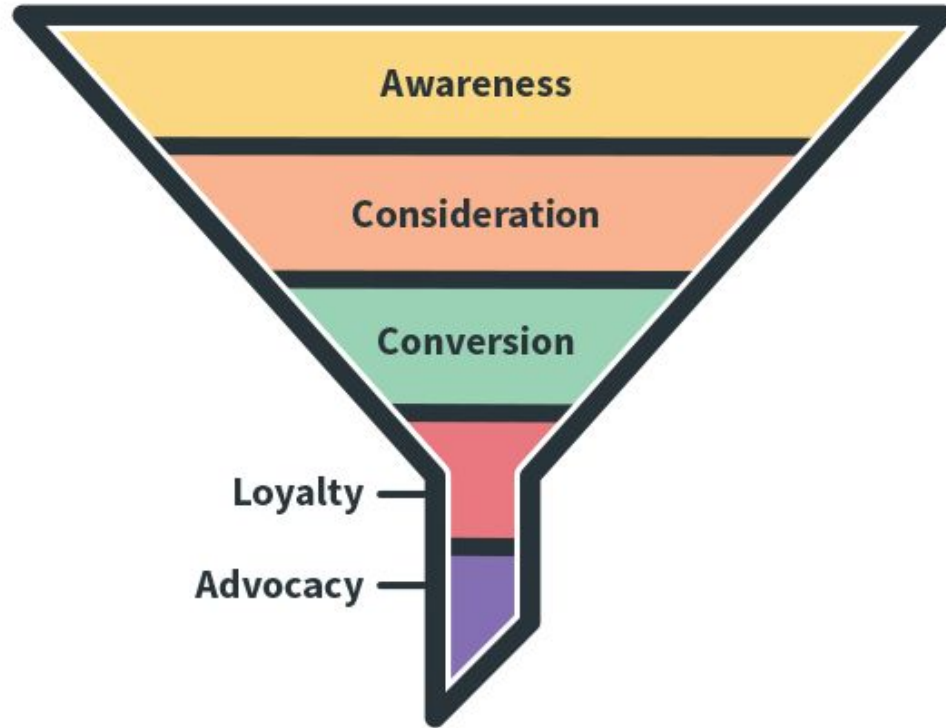


WHAT DOES THIS FUNNEL LOOK LIKE?



Source: Team

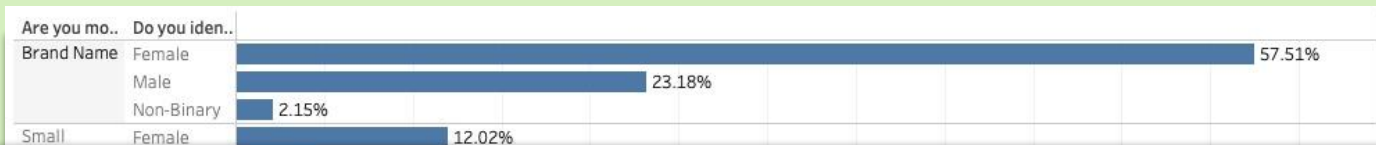
MARKETING FUNNEL



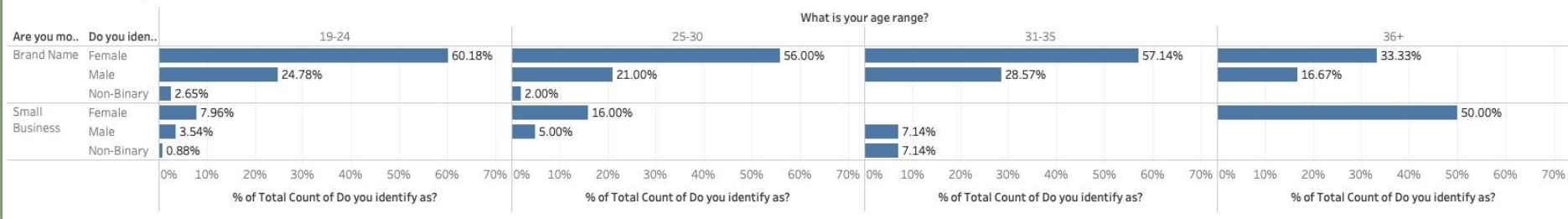
Survey Results: Small Business or Brand Name



- 58% women are more likely to purchase from a brand name compared to 12% from a small business
- Woman between 25-30 are more likely to purchase from a small business than other ages groups



Percent of People & Gender Who Prefer Where to Shop



Existing Persona





Welcome Back, Jessica

Age: 32

Relationship: Married 3 Years with two kids

Location: Flatbush, NY

Description:

- Eczema Products for her son
- Sustainable Living/Environment
- Influenced by family and friends

Spending on Skin Care:

- Vibranium Bar Soap, 5 a year, \$50
- Vanilla Scented Shea Butter, 6 times a year \$216
- Baby Bath Oil, 5 times a year, \$45
- Beard Oil, 1 time purchase as gift to husband \$10

Yearly Total: \$321





Black-Owned Business

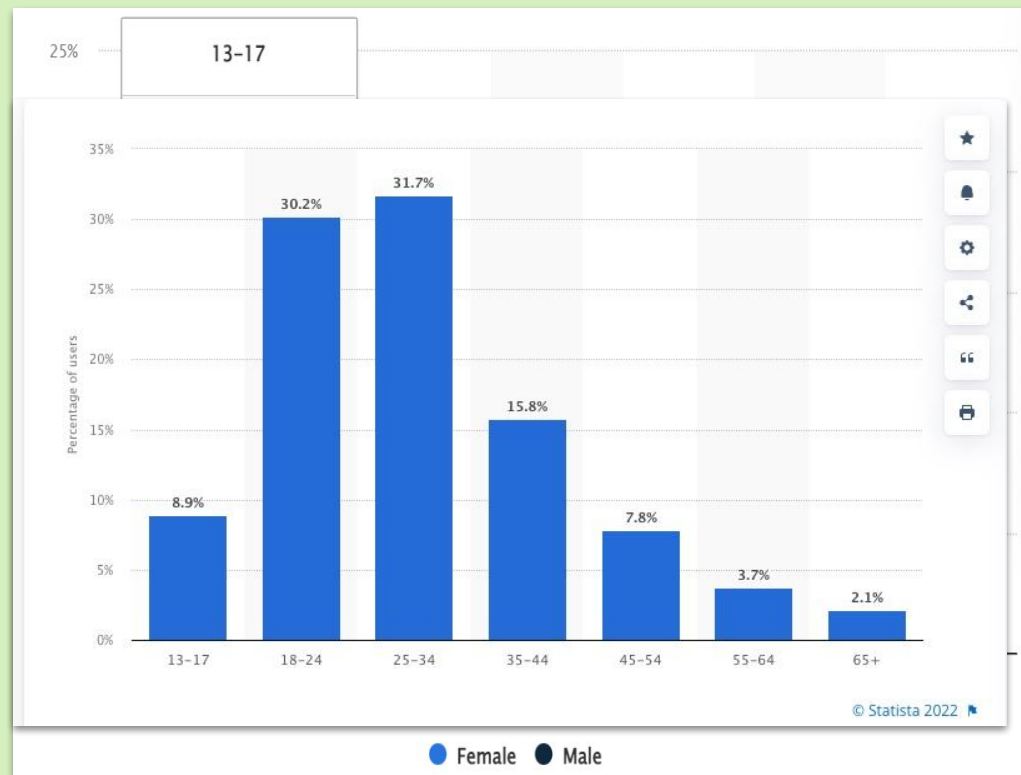
- 60% of consumers surveyed are already prioritizing or want to prioritize buying from Black-owned businesses, revealing that supporting Black-owned businesses is top-of-mind for consumers.” (V.B.)
- “Nearly half of those surveyed say they are learning about Black-owned businesses from social media, and 42% say they hear about them by word of mouth.” (V.B.)





Social Media

- Majority of men aged 25-34 tend to use facebook more.
- The distribution of active Facebook users worldwide sorted by age and gender shows that 57% of the platform's global account profiles are set to "male" and 43% to "female".
- Instagram also shows similar data with 32 % of users in the 25-34 years age group



New Personas





Welcome Jimmy



Age: 28

Relationship: Single

Location: Ontario, Canada

Description:

- African American Male
- Supports Black owned business
- Frequent user of Facebook
- Influenced by trends and friends

Spending on Skin Care:

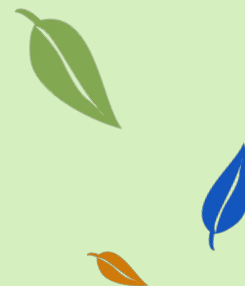
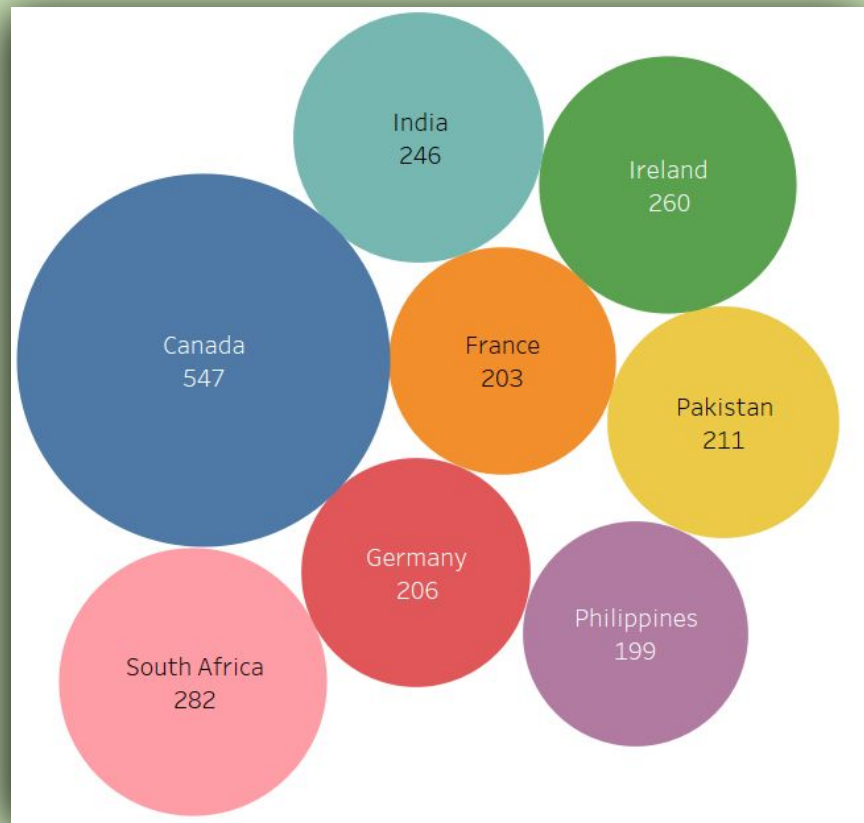
- Bar Soap: 5 times a year, \$50
- Beard Oil: 8 times a year, \$240

Yearly Total: \$290





Top Sessions by Location





Skylar, New Customer

Age: 19

Location: Williamsburg, Brooklyn

Description:

- Influenced by beauty brands on Tiktok & Instagram
- Spends 7+ hrs on the phone a day
- Barista at coffee shop
- Shops clean beauty

Spending on Skin Care:

- Jasmine & Tea Tree Scented Shea Butter, 3 times a year \$42
- Coffee and Sugar Scrub, 5 times a year \$45
- Lavender Scented Soufflé Butter, 3 times a year \$30

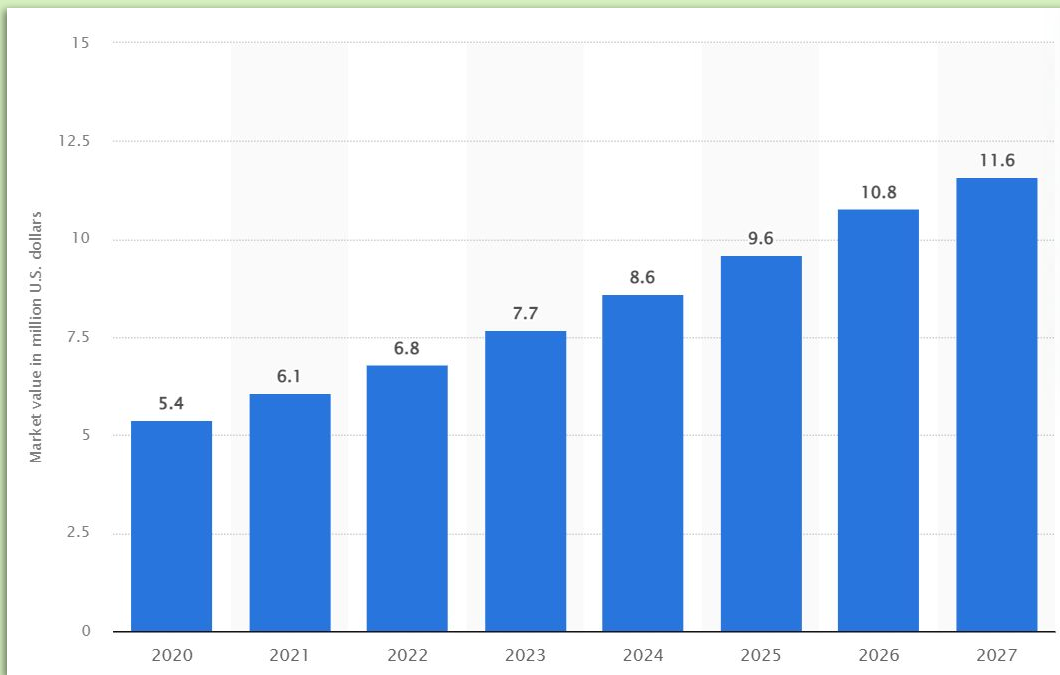
Yearly total: \$117





Clean Beauty

- Clean beauty is non-toxic beauty that is free of parabens, sulfates, and synthetic fragrances
- “According to a case study by *Glossy*, the ‘clean beauty’ category is expected to be worth \$11.6B by 2027, a 114% increase from 2020”





The Phone Epidemic with Generation Z

Glued to your phone? Generation Z's smartphone addiction and online compulsive buying



"As many as 98% of all Generation Zers worldwide own a smartphone, the GlobalWebIndex report confirms. Generation Z technology and social interest data reveals that 96% of this age group living in North America have phones"

GlobalWebIndex

"Generation Z interests vary but it seems that one of the more peculiar facts about Gen Z is that this age group really enjoys reviewing products. In fact, 43% of individuals would gladly participate in a product review, and another 42% would play an online game for a campaign."

(NRF)

"One fourth of the younger population (Generation Z and millennials) immediately clicks on an ad after seeing it, 30% make an online purchase and another 20% make an offline purchase"



(Criteo)



Top Searches



Traffic Sources: How Customers Get to Ebaataskincare.com

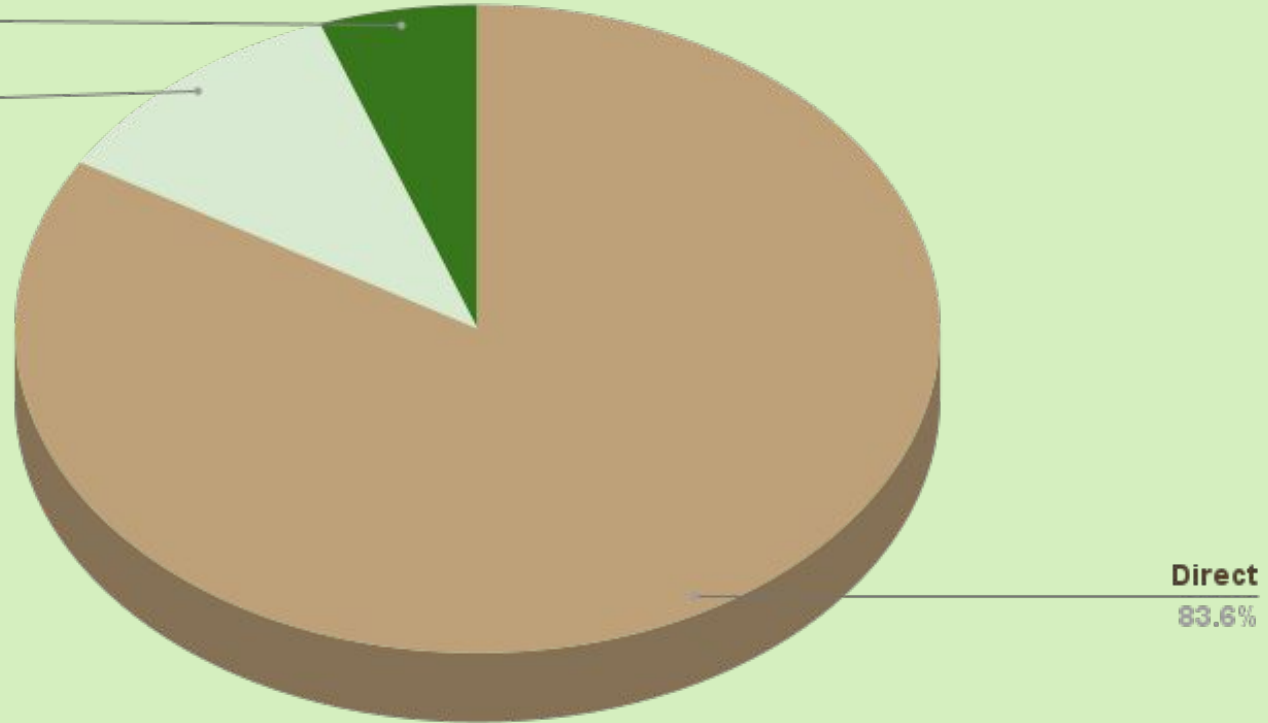


Social Media Apps

5.5%

Search Engine

10.9%



This graph shows the number of orders made after being brought to the Ebaata site. (direct means that the customer typed in "Ebaata.com or Ebaata" on their own. Then there's social media, and search engines.



Search Engines Traffic and Resulting Number of Orders



From the Search Engine sources that helped lead traffic on to the Ebaata site, Google displayed the most success with the most orders being made as a result of being used to get to the site. (187 orders total)

- Google - 172 orders (92.5%)
- DuckDuckGo - 5 orders (2.7%)
- Yahoo - 5 orders (2.7%)
- Bing - 4 orders (2.7%)



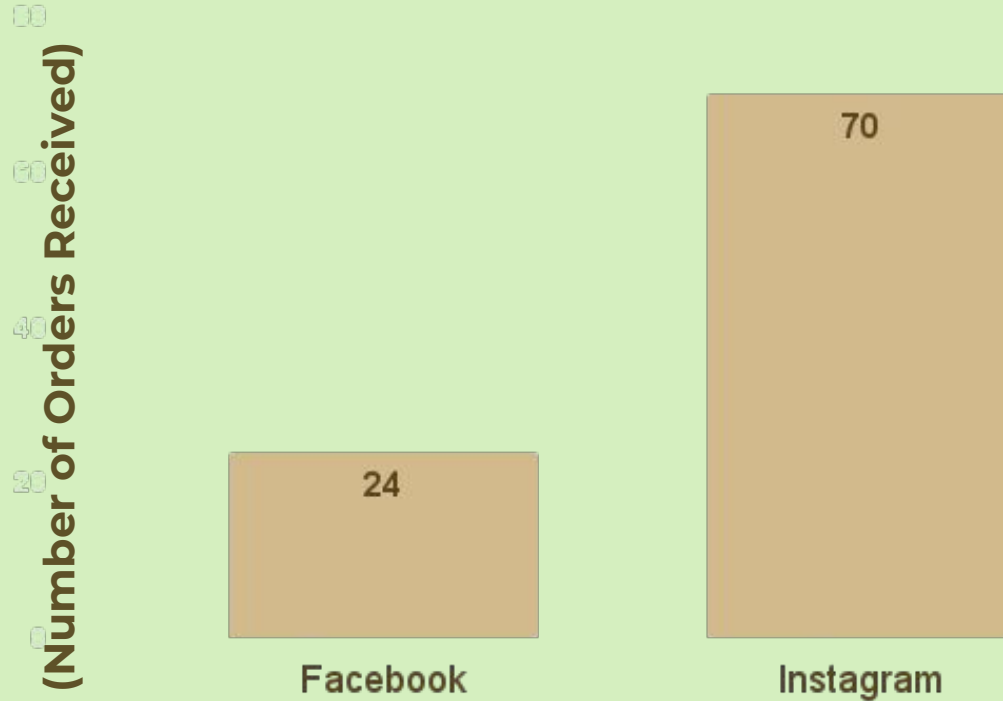
DuckDuckGo





Sales from Social Media Sources

Social Media Sources that have been utilized to get to Ebaata skincare, and resulting in orders made, mainly came from Instagram (70) (on the right) and twitter (24) (left)



(Social Media Platforms leading customers to Ebaata)

Ranking of Social Media Platforms by Active Monthly Users (as of January 1, 2022)



- Facebook was ranked at the top with 2.89 billion active users



- Instagram ranked in fourth place with an estimate of 1.5 billion users



- Tiktok ranked in sixth place reaching 1 billion active users in the beginning of the year



Tiktok: A Beneficial Platform for Marketing to Gen Z



- The average user spends 858 minutes on the app per month
- The Tiktok algorithm works to promote video virality and increase engagement from a wide range of audience
- Over 60% of Tiktok's users are Gen Z
- 60% of Gen Z users are women




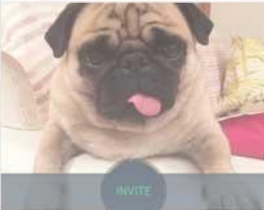






Target Audience

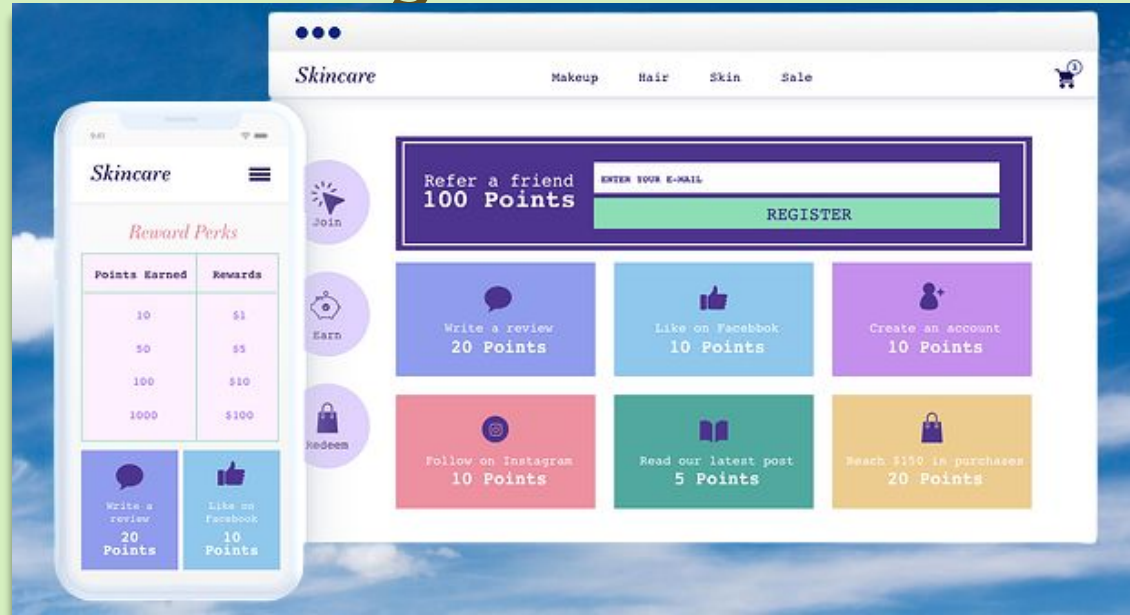


- Partner with companies or celebrities who are wellness-focused
- Free shipping with purchases over a target price
- 90% of marketers agree that influencers help them increase brand Awareness
- Weekly live sessions with influencers on how the product works or about the ingredients

<p>Mallory-Mitchem</p>  <p>6K TOTAL REACH 385 AVG. ENGMT.</p> <p>INVITE</p>	<p>Samantha-Regan</p>  <p>18K TOTAL REACH 373 AVG. ENGMT.</p> <p>INVITE</p>	<p>Christina-Brewer</p>  <p>10K TOTAL REACH \$0 - \$40 PRICE RANGE 373 AVG. ENGMT.</p> <p>INVITE</p>
<p>Milly-The-Pug instagram.com/...</p>  <p>22K TOTAL REACH \$0 - \$70 PRICE RANGE 352 AVG. ENGMT.</p> <p>INVITE</p>	<p>youness-azizate</p>  <p>2K TOTAL REACH \$0 - \$25 PRICE RANGE 345 AVG. ENGMT.</p> <p>INVITE</p>	<p>Dobby-Stein instagram.com/tha...</p>  <p>5K TOTAL REACH \$0 - \$20 PRICE RANGE 328 AVG. ENGMT.</p> <p>INVITE</p>



Reward Program



Create loyalty program that offers rewards to the customers who make frequent purchases

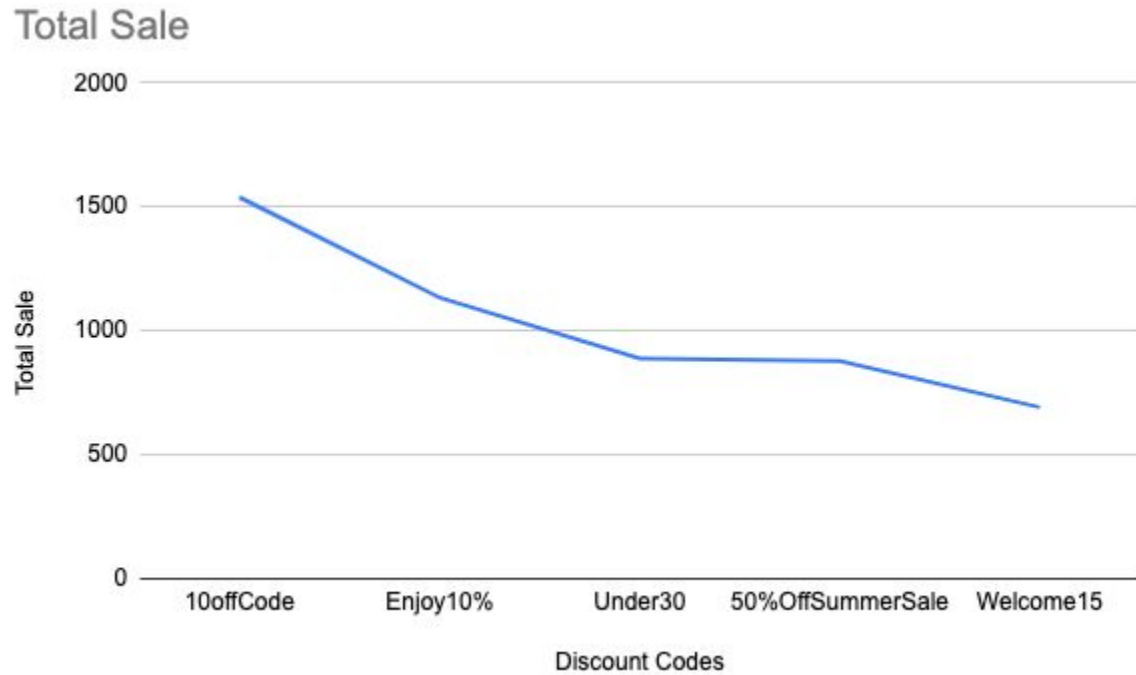
Source: bloghubspot.com



Recommendations



Most Successful Discounts



Social Media channels visit



Most beauty shoppers visit Instagram and Facebook every day

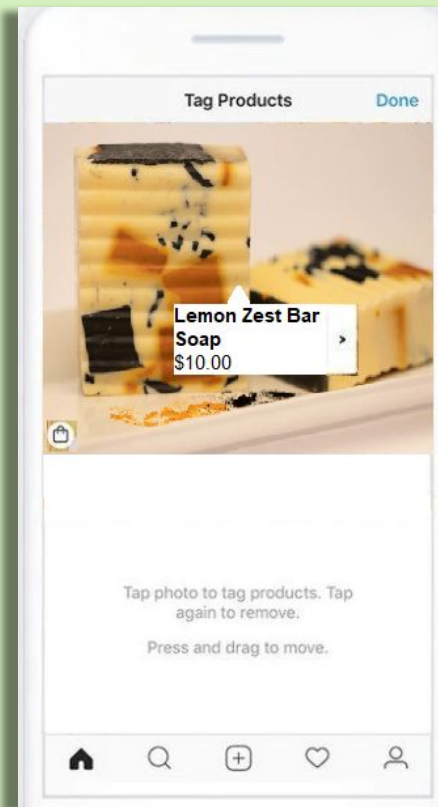
Respondents who visit each social network daily





Consider Further Steps to Improve IG Shop

- Product Tags
 - Highlight your items from catalog directly in your images





Product Tags

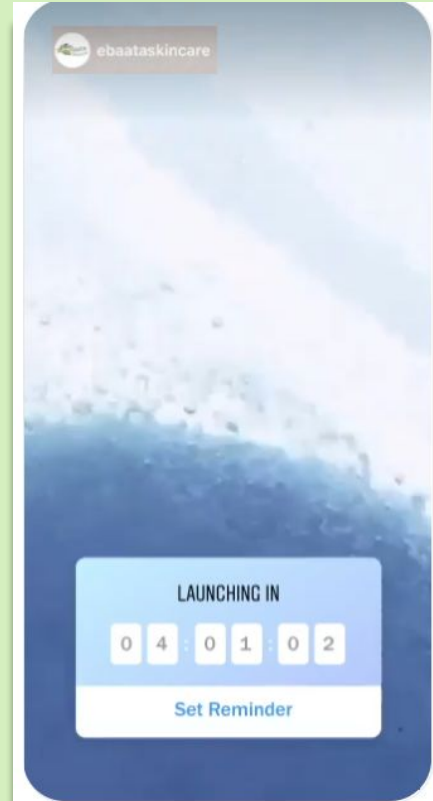
- “WE’VE SEEN A TRAFFIC INCREASE OF 4% INCREASE SINCE STARTING THE SHOPPING CAMPAIGN AND A 20% INCREASE IN REVENUE,” SAYS SUSAN DELPRIORE, MAGNOLIA BOUTIQUE.
(Wallace)





Consider Further Steps to Improve IG Shop

- Product Launches
 - Announce an upcoming new product with a countdown timers





Consider further steps to improve IG shop


- Daily Updates Through Stories
 - 80% of Instagram users follows brand account.
 - Nurture audiences into loyal customers





Add To Cart Rate VS Purchase Rate

- There is a gap between the orders that are added to the shopping cart and the orders that are purchased.
- This is the average difference, per year, between the add to cart rate and the purchase rate.



Year	Average Difference (%)
2019	9%
2020	11%
2021	4%
2022	9%

Reasons People Do Not Buy Products in Their Cart



Extra cost too high
(shipping cost, tax,
fees)

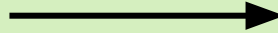
Source : [Statista](#)



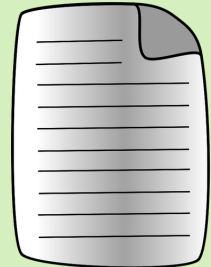
remove/decrease
shipping otherwise
be transparent

Unsatisfied with
return policy

Source : [Baymard Institute](#)



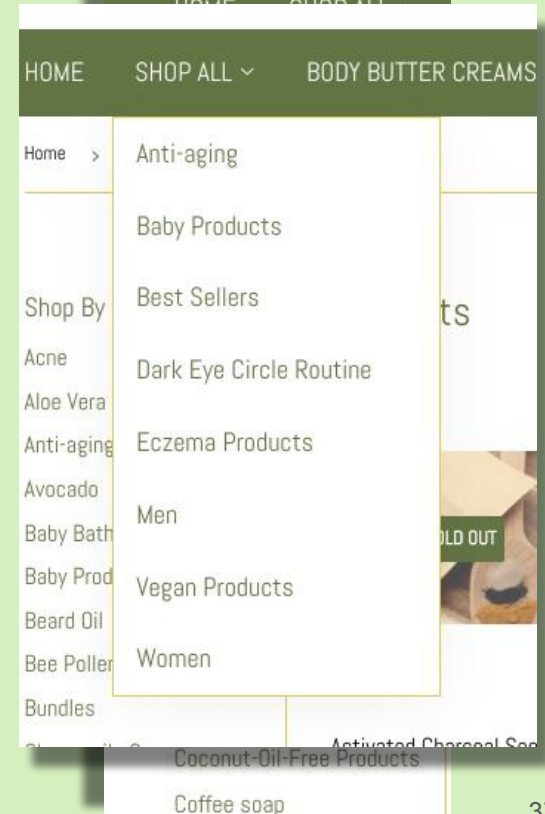
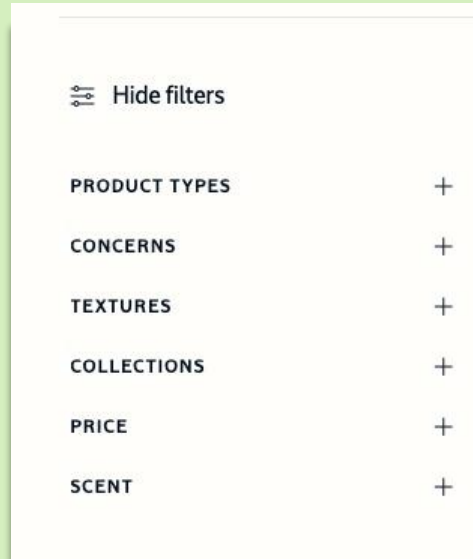
Define clear return
policy



Website Recommendations: Filters



- Filters allow customers to easily find products they need
- Optimizes the site by reducing the amount of images needed to load





Website Recommendations: SEO

- **Site Map**
 - Improves search engine visibility
 - Submitting sitemaps will ensure that the search engines properly index all your webpages resulting in increased store performance
- **More Reviews**
 - Ask customers to write reviews after each sale, this can be followed up in an email
- **Include High Impression Relevant Keywords**
 - Keywords will ensure that your site attracts targeted customers, while using high impression keywords will increase number of visitors
 - Use Google's Keyword Planner





Google Ads

Keyword plan

Search

Reports

Tools and settings

Refresh

Help

Notifications

391-490-8260

kadeem250@gmail.com

Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

Site: <https://ebaataaskincare.com/>

United States

English

Google and search partners

Nov 2021 – Oct 2022

Download keyword ideas

Broaden your search: No suggestions found

Refine keywords

Exclude adult ideas

Add filter

264 keyword ideas available

Columns

Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status	Organic average position	Organic impression share	Competition (indexed value)
Keyword ideas											
<input type="checkbox"/> african black soap for face	1K – 10K	0%	0%	High	–	\$0.27	\$1.75		–	–	100
<input type="checkbox"/> african black soap for skin	10 – 100	0%	0%	High	–	\$0.27	\$0.88		–	–	92
<input type="checkbox"/> african black soap organic	100 – 1K	0%	0%	High	–	\$0.31	\$2.15		–	–	100
<input type="checkbox"/> african black soap skin routine	10 – 100	0%	0%	High	–	–	–		–	–	71
<input type="checkbox"/> african natural soap	10 – 100	0%	0%	High	–	\$0.86	\$2.49		–	–	100
<input type="checkbox"/> all natural bar soaps	100 – 1K	0%	0%	High	–	\$1.48	\$4.02		–	–	100
<input type="checkbox"/> all natural bath and body products	10 – 100	0%	0%	High	–	\$0.98	\$2.22		–	–	83
<input type="checkbox"/> all natural bath products	100 – 1K	+900%	0%	High	–	\$1.43	\$5.12		–	–	100
<input type="checkbox"/> all natural body soap	100 – 1K	0%	0%	High	–	\$1.74	\$4.64		–	–	100
<input type="checkbox"/> all natural organic soap	10 – 100	0%	0%	High	–	\$1.17	\$3.34		–	–	100
<input type="checkbox"/> all natural soap	1K – 10K	0%	0%	High	–	\$1.19	\$2.93		–	–	100
<input type="checkbox"/> all natural soap brands	10 – 100	0%	0%	High	–	\$1.50	\$3.75		–	–	96
<input type="checkbox"/> all natural soap for men	1K – 10K	-90%	-90%	High	–	\$1.94	\$5.70		–	–	100



The slide features a light green background with several stylized leaves scattered around. In the top right, there is a small dark green leaf and a larger yellow-green leaf. In the bottom left, there is a small dark green leaf, a medium orange leaf, and a small blue leaf.

Questions?



CITATIONS



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