

D2C PROFIT LEAK AUDIT

BRANDING & MESSAGING

This audit identifies missed revenue opportunities in SEREKO's digital marketing funnel by analyzing gaps between its proven product advantages and current messaging effectiveness. SEREKO differentiates itself through a pioneering psychodermatology positioning, framing skincare as an intersection of mental wellness and dermatological science. The brand's messaging emphasizes NeuroCalm technology as a clinically backed solution to stress-induced skin concerns, leveraging scientific credibility while promoting emotional and physical benefits. By positioning itself as India's first in this niche, SEREKO combines authority with relatability-highlighting real customer results, expert endorsements, and accessible product formats-to appeal to consumers seeking holistic, stress-conscious skincare.

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EXECUTIVE SUMMARY

SEREKO is India's first psychodermatology brand combining skincare science with mental wellness solutions.

The website should enhance scientific credibility with visible clinical study data or dermatologist endorsements.

The repetitive homepage elements should be streamlined to improve user experience and highlight key messaging.

The product descriptions should better articulate the psychodermatological mechanism behind NeuroCalm technology.

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BUSINESS MODEL ANALYSIS



**BUSINESS
DESCRIPTION**



**REVENUE
MODEL**



**TARGET
AUDIENCE**



**BUSINESS
ANALYSIS**

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BUSINESS DESCRIPTION

SEREKO makes special skincare products that help both your skin and your mind. The company knows that stress and emotions can affect your skin, so it creates lotions, creams, and treatments designed to calm your skin while also making you feel better.

Everything SEREKO sells-like face washes, moisturizers, and sunscreens-has science-backed ingredients to fight stress-related skin problems. The brand focuses on helping people look good and feel good by taking care of their skin in a way that also supports their mental well-being.

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REVENUE MODEL

SEREKO makes money by selling special skincare products that help both your skin and your mind. People buy their face washes, creams, serums, and sunscreens because these products are designed to improve skin health while also reducing stress. The company earns revenue every time someone purchases one of their items online or in stores.

The business also creates bundles and special offers to encourage customers to buy more products at once. By developing unique formulas that combine skincare science with mental wellness benefits, SEREKO can charge premium prices for its innovative products. Customer reviews and expert recommendations help convince more people to try their solutions, which brings in additional sales.

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TARGET AUDIENCE

SEREKO's ideal customers are young adults and working professionals who struggle with stress-related skin problems. These people care about both looking good and feeling good, and want skincare that does more than just treat surface issues. They're likely to be health-conscious, willing to spend a little extra for quality, and interested in the science behind products.

The brand also targets people who get frustrated with regular skincare that doesn't work for them. This includes students with exam stress, busy professionals with hectic schedules, and anyone whose skin reacts when they're anxious or tired. These customers want solutions that address their skin and stress at the same time.

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SWOT ANALYSIS

Strengths: SEREKO is India's first psychodermatology brand with unique NeuroCalm technology, giving it a competitive edge in the market. The brand combines scientific credibility with emotional wellness, appealing to health-conscious consumers.

Weaknesses: As a niche player, SEREKO may face challenges educating consumers about psychodermatology benefits. Premium pricing could limit accessibility for budget-conscious buyers.

Opportunities: Growing awareness of mental health creates potential to expand the customer base seeking stress-relief solutions. Partnerships with dermatologists could enhance brand trust and reach.

Threats: Established skincare brands could replicate the psychodermatology concept, increasing competition. Economic downturns may reduce spending on premium wellness products.



PORTER'S 5 FORCES

Competitors: SEREKO faces competition from established skincare brands and emerging wellness-focused beauty companies.

Threat of New Competitors: The psychodermatology niche has low barriers to entry, making new competitors likely.

Threat of Substitutes: Traditional skincare products and stress-management solutions serve as potential substitutes.

Supplier Power: Specialized NeuroCalm ingredients may create moderate supplier dependence.

Customer Power: Health-conscious buyers have high expectations and price sensitivity in premium skincare.

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COPY ANALYSIS



**IDEAL
COPY STYLE**



**COPY GAP
ANALYSIS**



**COPY
SUGGESTION**

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IDEAL COPY STYLE

The FAB (Features-Actions-Benefits) framework would be most effective for SEREKO's website copy.

This choice aligns with the brand's need to clearly communicate its scientific innovations (NeuroCalm technology) while translating them into emotional and functional benefits for consumers. The FAB structure allows SEREKO to first highlight unique product features, explain their dermatological actions, and culminate with stress-relief and skin health benefits-perfectly mirroring its psychodermatology positioning.

Unlike AIDA or PAS which focus on attention-grabbing or problem-solving, FAB systematically educates visitors about the brand's niche science while maintaining a benefit-driven appeal. The 4Ps framework would be too broad for product-focused web copy. FAB's logical progression suits SEREKO's dual emphasis on clinical credibility and wellness outcomes.

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COPY GAP ANALYSIS

Clarity of Structure: The copy logically progresses from problem to solution but could better segment technical details.

Emotional & Logical Persuasion: Effectively balances scientific claims with stress-relief benefits for dual appeal.

Relevance to Target Audience: Directly addresses stressed professionals but misses some lifestyle context.

Strong CTA Alignment: Product-focused CTAs exist but lack urgency or tiered engagement.

Proof & Credibility Integration: Uses "India's first" positioning well but needs more visible clinical proof.

Score: 7/10

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COPY SUGGESTIONS

Add concise bullet points under product descriptions to highlight NeuroCalm's stress-skin mechanism.

Incorporate brief dermatologist quotes near clinical claims to strengthen credibility.

Restructure hero section to lead with relatable stress-skin problems before introducing solutions.

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BRAND ANALYSIS



**BRAND
VISUALS**



**BRAND
PERSONALITY**



**BRAND
POSITIONING**

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Fonts: Clean, modern sans-serif typography dominates, balancing professionalism with approachability for its science-meets-wellness positioning.

Colors: A soothing palette of muted blues and whites prevails, conveying clinical trust while soft peach accents add warmth and vitality.

Imagery: Combines crisp product shots with serene lifestyle images of relaxed individuals, visually reinforcing the stress-skin connection.

Imagery: Graphic Elements

Imagery: Minimalist scientific diagrams and subtle neural-inspired motifs subtly reference the NeuroCalm technology throughout.

Imagery: Overall Aesthetic

Imagery: A harmonious blend of laboratory precision and spa-like tranquility, mirroring the psychodermatology concept.

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BRAND PERSONALITY

SEREKO talks like a smart but friendly scientist who wants to help. The brand sounds professional when explaining its special NeuroCalm technology, but keeps things simple enough for regular people to understand. It feels calm and reassuring, like a doctor who also cares about your feelings. The mood is peaceful but powerful - like it knows exactly how stress affects skin and has the perfect solution.

The brand acts like a helpful expert, not pushy or salesy. It shares real science and customer stories to prove its products work. SEREKO feels modern and fresh, but serious about its important mission to connect skincare with mental wellness. The attitude is confident but kind - like a trusted friend who really knows their stuff about both skin and stress.

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BRAND POSITIONING

Current Positioning SEREKO currently positions itself as India's first psychodermatology brand, leveraging its NeuroCalm technology to bridge skincare and mental wellness. The brand emphasizes clinical validation and scientific credibility while maintaining an approachable tone, targeting consumers who recognize the stress-skin connection. However, its positioning remains somewhat technical, focusing heavily on being first-to-market rather than fully owning the emotional benefits of its unique approach.

Ideal Positioning & Gaps The ideal positioning would fully integrate scientific authority with tangible emotional outcomes, becoming synonymous with "stress-free skin" rather than just psychodermatology. Current gaps include insufficient lifestyle contextualization of benefits, moderate differentiation from conventional clinical skincare brands, and underdeveloped emotional resonance despite the wellness angle. The brand needs to shift from explaining its technology to demonstrating transformative daily experiences where mental calm visibly improves skin health.

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RECOMMENDATIONS

Emotional Storytelling

Shift focus from technical features to relatable stress-skin transformation narratives.

Benefit Prioritization

Front-load visible emotional and skin improvements before explaining scientific mechanisms.

Credibility Integration

Strategically place dermatologist endorsements near purchase decision points.

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NEXT STEPS



**MARKETING
AUDIT**



**DATA
AUDIT**



**GAMEPLAN &
PROPOSAL**

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