

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 as India's pioneering psychodermatology skincare brand by merging dermatological science with mental wellness, positioning its products as solutions for stress-induced skin concerns through its proprietary NeuroCalm technology. The brand emphasizes a dual benefit-improving both skin health and emotional well-being-while leveraging clinical research, expert endorsements, and customer testimonials to reinforce its credibility. By focusing on the mind-skin connection, SEREKO carves a niche in the market, appealing to consumers seeking holistic, science-backed skincare that addresses modern stressors with efficacy and innovation.

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EXECUTIVE SUMMARY

SEREKO is India's first psychodermatology skincare brand, integrating mental wellness with dermatological science to address stress-related skin concerns.

The website should streamline its repetitive messaging to enhance clarity and professionalism.

The business should prioritize stronger visual hierarchy to highlight key product benefits and scientific differentiators.

Customer testimonials and clinical research should be presented more prominently to reinforce credibility and trust.

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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 feel better. They understand that stress and emotions can affect your skin, so their lotions, creams, and serums are designed to calm your skin while also helping you feel less stressed.

The brand uses science to create products like face washes, moisturizers, and sunscreens that don't just treat skin problems but also improve your mood. Their special NeuroCalm formula is made to relax your skin and mind at the same time, so you can look and feel healthier.

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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 don't just fix skin problems-they also help reduce stress. The company earns revenue every time someone purchases one of their items online or in stores.

They also make money by offering bundles or sets of their best-selling products, which encourages customers to buy more at once. Since their formulas are unique and backed by science, people are willing to pay for high-quality skincare that works on their skin and their mood at the same time.

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TARGET AUDIENCE

SEREKO's ideal customers are young adults and professionals who care about both their skin and mental health. These are people who get stressed easily and notice their skin breaking out or looking dull when they're worried or tired. They want skincare that does more than just clean or moisturize—they want products that help them feel calmer too.

The brand also appeals to health-conscious shoppers who prefer science-backed products. These customers read labels, trust research, and are willing to pay more for skincare that actually works. They're likely to be active on social media, following skincare tips and looking for solutions that treat both 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. The science-backed formulas appeal to health-conscious consumers seeking dual skin-mind benefits.

Weaknesses: As a niche brand, SEREKO may face challenges educating consumers about psychodermatology concepts. Premium pricing could limit mass-market adoption in price-sensitive segments.

Opportunities: Growing awareness of mental health creates potential to expand the mind-skin wellness category. Partnerships with dermatologists and wellness influencers could boost credibility and reach.

Threats: Established skincare brands could replicate the psychodermatology approach, diluting SEREKO's uniqueness. Economic downturns may reduce discretionary 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 competitor threats significant.

Threat of Substitutes: Traditional skincare and mental wellness products separately could substitute SEREKO's combined offering.

Supplier Power: Specialized NeuroCalm ingredients may create moderate supplier power for SEREKO's formulations.

Customer Power: Health-conscious buyers have high bargaining power due to many alternative skincare options available.

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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 differentiation (NeuroCalm features), demonstrate how products work (psychodermatological actions), and emphasize the dual skin-mind benefits. FAB's structured approach helps educate consumers about the novel psychodermatology concept while making clinical claims relatable. The framework supports SEREKO's positioning as a science-backed solution for stress-related skincare needs.

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COPY GAP ANALYSIS

Clarity of Structure: The copy clearly presents SEREKO's unique psychodermatology approach but could better organize product benefits.

Emotional & Logical Persuasion: Effectively balances scientific claims with stress-relief benefits, though emotional triggers could be stronger.

Relevance to Target Audience: Directly addresses health-conscious consumers but needs more tailored messaging for specific stress-related skin concerns.

Strong CTA Alignment: Product-focused CTAs are present but lack urgency or compelling reasons to act immediately.

Proof & Credibility Integration: Strong use of clinical research and testimonials, though expert endorsements could be more prominently featured.

Score: 7/10

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COPY SUGGESTIONS

Add benefit-driven subheadings that highlight both skin and mental wellness outcomes for quick scanning.

Incorporate more specific before/after scenarios showing stress-related skin transformations to strengthen emotional appeal.

Feature dermatologist quotes and clinical study results more prominently near product descriptions to boost credibility.

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BRAND ANALYSIS



**BRAND
VISUALS**



**BRAND
PERSONALITY**



**BRAND
POSITIONING**

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BRAND VISUALS

Fonts: The website likely uses clean, modern sans-serif fonts for readability, with possible bold typography for scientific claims and product names.

Colors: A calming color palette dominates, featuring soft neutrals with occasional muted blues or greens to reinforce the stress-relief positioning.

Imagery: Combines clinical-looking product shots with relaxed lifestyle imagery to balance scientific credibility with approachable wellness vibes. Visual Hierarchy Prioritizes NeuroCalm technology and product benefits through strategic placement of icons, before/after visuals, and testimonial highlights. Packaging Aesthetics Features minimalist, apothecary-style designs with scientific details to communicate premium, research-backed formulations.

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BRAND PERSONALITY

SEREKO talks like a smart but friendly skin expert who wants to help you feel better. The brand sounds serious when explaining the science behind its products, but not in a boring way-it makes complex ideas simple to understand. You can tell it cares about both your skin and your feelings, using words that are calm and reassuring, just like its stress-relieving products.

The mood feels peaceful and trustworthy, like talking to a doctor who also gets how stressful life can be. SEREKO acts confident about its special NeuroCalm technology but never braggy-it shares real customer stories and research to prove its products work. The attitude is warm and helpful, always focused on making skincare easier for people dealing with stress.

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BRAND POSITIONING

Current Positioning SEREKO currently positions itself as India's first psychodermatology skincare brand, emphasizing its scientific approach to stress-related skin concerns through NeuroCalm technology. The brand highlights clinical research and testimonials to establish credibility, presenting itself as a pioneer in merging skincare with mental wellness. However, its messaging remains somewhat technical, focusing more on product features than tangible emotional outcomes for consumers.

Ideal Positioning vs. Gaps The ideal positioning would elevate SEREKO from a science-first skincare brand to an indispensable lifestyle solution for modern stress management. While the brand currently explains the mind-skin connection, it could better demonstrate real-world impact through relatable storytelling and visible transformations. The gap lies in translating clinical benefits into compelling, consumer-centric narratives that make psychodermatology feel personally relevant rather than just scientifically impressive. Strengthening emotional resonance while maintaining scientific authority would help SEREKO own the holistic wellness space more effectively.

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RECOMMENDATIONS

Emotional Storytelling

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

Benefit Prioritization

Lead with clear skin-mind outcome statements before explaining scientific mechanisms.

Credibility Placement

Position clinical proofs and testimonials adjacent to purchase decision points.

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NEXT STEPS



**MARKETING
AUDIT**



**DATA
AUDIT**



**GAMEPLAN &
PROPOSAL**

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