



Social Media Marketing Strategy

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Campaign Brief



About The Company

PYUR (commonly known as PYUR London) is a renowned British multinational skincare brand owned by Coty, Inc.

Founded in 1945 by John Pyur on Regent Street in London, England, the brand began as a modest shaving cream venture. Within just a year, John Pyur expanded the product line to include a wide range of grooming essentials for both men and women, with the signature three-step skincare regimen quickly becoming a household favorite.

Building on the success of these early innovations, PYUR introduced diverse products, including beard oils, hand creams, cleansing solutions, women's shaving essentials, and mouth rinses.

Today, PYUR is one of the world's most celebrated unisex skincare brands, recognized for its dedication to quality and timeless appeal across generations.





Objective

PYUR's history is rooted in innovation, from inventing the first shaving solution to stop ingrown hairs to making skin smooth and clear of discoloration from acne marks.

The brand strives to constantly evolve PYUR's world-renowned plant-based, non-chemical-based ingredients available in skincare today.

The project consists of developing an advertising marketing campaign for the new fall season to increase awareness of PYUR's new 3-step solution in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.

The campaign needs to have A/B tests to understand how the campaign performs for its targeted audience of men vs. women.

Data-Driven Targeting

Target	Men and women in the United States between the ages of 21-45 who care about clearer, healthy-looking skin. Consumers using PYUR products should feel confident, clean, fresh, healthy; with a young spirit, free, and simple.
Brand Voice	Proven to work, Trustworthy, Modern, Innovative, Informative, Stylish.
Insight	No more acne and skin discoloration. 100% SAW SOFTER, SMOOTHER SKIN. Our 3-step system clarifies, unclogs pores, moisturizes the skin, helps fight blemishes and irritation, and evens out skin tone.
Consumer Message Takeaway	Skincare to accommodate an active lifestyle.



Requirements and Budget

Mandatory Requirements

- Facebook paid media plan
- Three-month organic social media campaign featuring either a Livestream activation or a giveaway contest with an influencer

Campaign Budget

- Paid Media: \$8,000
- Influencer Campaign: \$2,000



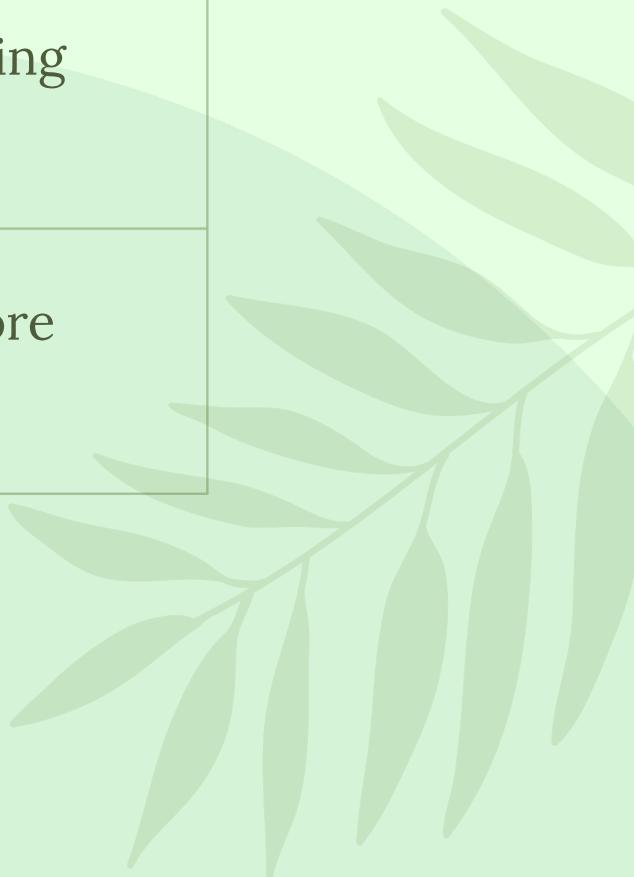
Organic Social Media Strategy



Insights and Recommendations

Based on the **organic** Facebook awareness campaign dataset from Fall 2023

	Insight	Recommendation
1	Videos have the highest engagement and reach, indicating strong audience interaction.	Increase the frequency of video content to leverage their higher engagement potential.
2	Photos perform less in terms of engagement and impressions compared to videos.	Enhance the quality and relevance of photos, aligning them with trending or popular themes.
3	Despite high engagement, videos get fewer impressions than their reach.	Optimize video thumbnails and titles to attract more clicks and shares for better impressions.



Social Media Platform Evaluation

1	 Facebook	Facebook, the largest social media platform with the highest user base, offers access to a vast and diverse audience, making it ideal for reaching a broad spectrum of potential customers.
2	 Instagram	A highly visual platform, Instagram is perfect for showcasing skincare products through engaging formats such as Reels and Stories.
3	 Pinterest	Pinterest enhances product awareness through image-driven content, inspiring skincare enthusiasts with educational and visually appealing Pins.



Customer Profiles



Marketing Michelle Marketing Manager

Age/Demographics: 25-34 years old, Bachelor's Degree, HHI: \$75K, Works at large energy drink company (500-1000 employee).

Key Details: Wants to run her own start-up and design activewear for teens. Skincare not her first priority Wants an easy, non-tussy regimen.

PYUR Opportunity: Position skincare as effortless, modern, and empowering for busy professionals

Content format: Lifestyle + Testimonial posts



Customer Profiles



Name: Wendy the Web Developer

Job Title: Senior Web Developer

Age/Demographics: 35-44, Master's Degree, Works in tech company (10,000+ employees). HHL \$120K

Key Details: Struggles with *acne solutions* + *extreme dry skin*

Engages with tech culture via TechCrunch, Hackathons, Book clubs

PYUR Opportunity: Sell PYUR as a science backed, reliable solution for tech professionals. Messaging tone. Innovative skincare for innovative minds.



Customer Profiles



Realtor Rich

Real Estate Agent

Age/Demographics: 35-44, Some college,
Self-employed, HHI: \$120K

Key Details: Works 100% commission, wants to
build business quickly

Biggest Challenge: Razor bumps, dry/itchy skin,
ingrown hairs

Media sources: Realtor.com, Zillow, Fox News.
Squawk Box

PYUR Opportunity: Showcase male-specific
results with before/after visuals



Customer Profiles



Pharmaceutical Phil

Pharmaceutical Sales Specialist

Age/Demographics: 45-54

Key Details: Wants quick/easy morning grooming

Has sensitive skin; over-the counter products are often irritating

PYUR Opportunity: Showcasing effective, yet gentle and time-saving skincare for professionals with sensitive skin



Content Theme Sample Post

Content Theme	Core of the brand
Matching Image	
Description	<p>As the weather cools down, your skin needs extra care! PYUR's 3-step skincare solution gives you the clear, smooth glow you've been waiting for. Get 30% off now and glow like never before.</p>
CTA	<p>Don't wait, Get yours now.</p>



Calendar with 12 different posts

	Facebook	Instagram	Pinterest
Sunday	Welcome to PYUR's Glow 6 PM - Core of the Brand Feed + Stories	Welcome to PYUR's Glow 7 PM - Core of the Brand Feed + Stories	Discover PYUR's Glow for Fall 8 PM - Core of the Brand Pins
Monday	Smooth Skin in 3 Steps 7 PM - Conversational Feed	Transform Your Skin with PYUR 8 PM - Conversational Feed + Reels	
Tuesday			Confidence in a Bottle: PYUR's 3-Step System 10 AM - Core of the Brand Pins
Wednesday	Glow Live: Q&A with Skincare Experts 6 PM - Conversational Live Stream	Skincare Q&A Live 6 PM - Conversational Stories + Live	
Thursday			Glow Like Never Before with PYUR 2 PM - Core of the Brand Pins
Friday	Weekend Reset with PYUR 8 PM - Calendar Feed	Weekend Reset Essentials 7 PM - Calendar Feed + Stories	
Saturday			Weekend Skincare Must-Haves 9 AM - Calendar Pins



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Growth Strategy

Target Audience	Men and women, 21-45 years in the U.S., interested in skincare and active lifestyles
Tactic/Marketing Strategy	Run an interactive Instagram poll and Q&A series about skincare routines. Encourage users to share their favorite skincare tips and experiences using PYUR's 3-step system.
Channel	Instagram
How will it grow the channel	Boosts visibility and engagement by encouraging active participation from the audience, leading to an increased following and greater brand awareness.



Paid Social Media Strategy



Insights and Recommendations

Based on the paid Facebook awareness campaign dataset from Fall 2023

	Insight	Recommendation
1	The "Awareness Testimonial" campaign video achieved a high reach of 54,785 but recorded low engagement with only 134 interactions.	Focus on refining the target audience to enhance engagement rates.
2	The static image in the "Awareness Product Feature" campaign had a higher CPM of \$3.39 than the video campaign's \$1.28.	Reallocate the budget between video and static image ads to enhance cost-effectiveness.
3	The "Awareness Product Feature" campaign achieved a significantly higher post-engagement rate of 3,207 compared to the "Awareness Testimonial" campaign with 134.	Enhance the CTA in the video campaign to boost engagement.



Campaign Details

Campaign Objective	Increase awareness of PYUR's new 3-step solution in the New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets. The campaign should include A/B tests to evaluate its performance among the targeted male and female audiences.
Budget	\$10k (Paid Media: \$8k, Influencer: \$2k)
Platforms	Facebook, Instagram, and Pinterest.

Target Audience

Audience Demographics	Ages 21-45 Men and Women
Geo-targeting	U.S. cities: New York, Chicago, Miami, Dallas, Houston, and Los Angeles.
Behavioral targeting	Consumers who prioritize clear skin and use skincare products to achieve a fresh, healthy appearance and support an active lifestyle.



Facebook Ad mockups

Based on the campaign objective for the Facebook A/B test.

Ad for Women



Unleash your best skin this fall with PYUR's 3-step solution. Say goodbye to acne marks and discoloration, and achieve smoother, clearer skin in three steps!

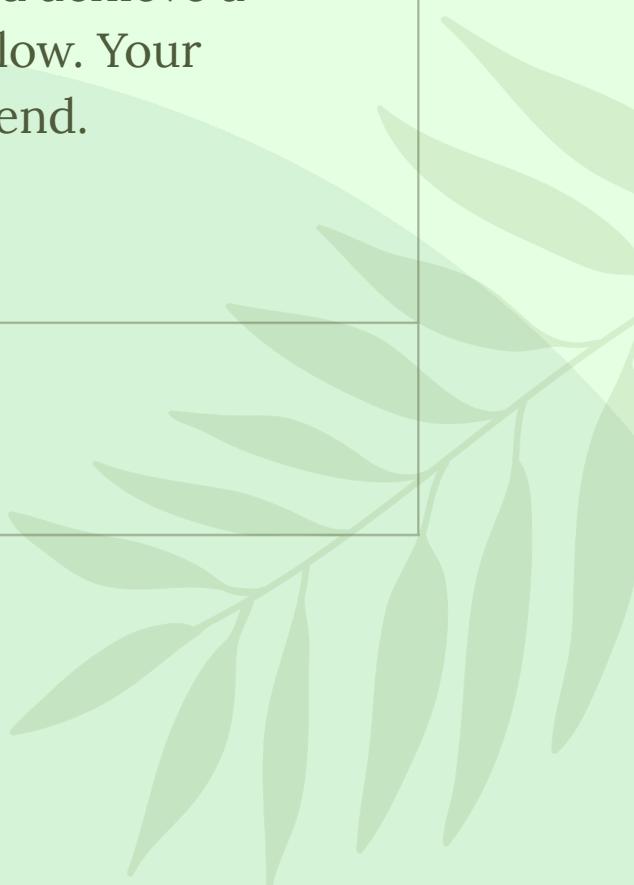
Shop Now

Ad for Men



Refresh your skin with PYUR's 3-step system: fade acne marks, even skin tone, and achieve a smooth, healthy glow. Your skin's new best friend.

Shop Now



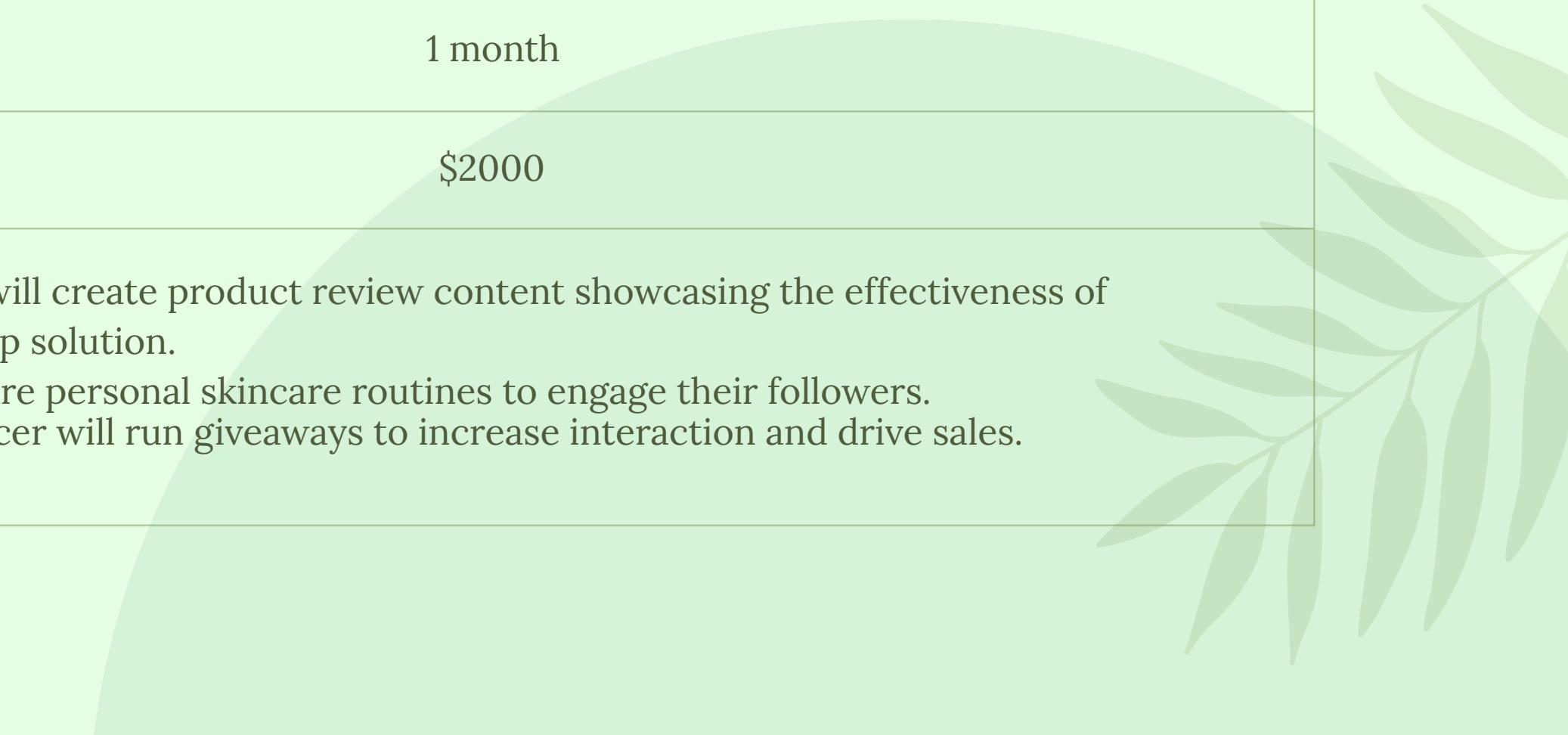
Facebook A/B test

Name of the Ad	Campaign Objective	KPI	Audience	Total Budget		
Ad for Women	Brand Awareness	Reach	Women	\$10k		
Ad for Men			Men			
Goal of the test:	Identify the ad variation that generates the highest reach among the target audience to determine the most effective content and messaging for increasing awareness of PYUR's new 3-step skincare solution.					
Next steps:	Allocate the remaining budget to the ad with the higher reach based on the results, refine targeting, and continuously optimize for improved performance.					



Influencer Overview

Influencers target audience	Men and women, aged 21-45, in the United States, with an interest in skincare.
Type of influencer	Micro-influencers
Activation Channels	Instagram, Facebook, and YouTube
Launch date	September 2024
Duration	1 month
Total Cost	\$2000
Proposed tactic	<ul style="list-style-type: none">Influencers will create product review content showcasing the effectiveness of PYUR's 3-step solution.They will share personal skincare routines to engage their followers.Each influencer will run giveaways to increase interaction and drive sales.





Thank You!

