

SMART Goals

Channel	Funnel	Metric	KPI	Duration	Notes (if any)
Social Media (Organic)	Awareness	Number of followers, engagement rate	Increase followers by 25%, engagement rate by 20%	In 6 months	Use engaging content, regular posting, interactive elements like polls and stories
Social Media (Paid)	Consideration	Click-through rate (CTR)	Achieve a 5% CTR on paid social media ads	In 6 months	Create targeted ads focused on eczema treatment benefits and free consultation offer, use demographic and interest-based targeting
SEO	Awareness	Organic search traffic, keyword rankings	Increase organic search traffic by 30%, top 5 rankings for 5 keywords	In 6 months	Implement on-page and off-page SEO strategies, optimize existing content, create new keyword-focused content
SEM	Consideration	Conversion rate	Achieve a 10% conversion rate on SEM campaigns	In 6 months	Use targeted ads with clear CTAs, optimize ad copy, use landing pages specifically designed for consultation bookings
Landing Page	Decision	Conversion rate	Increase landing page conversion rate to 15%	In 6 months	Optimize the landing page with compelling CTAs, testimonials, clear value propositions, ensure a seamless booking process
Website	Consideration	Bounce rate, average session duration	Reduce bounce rate to below 40%, increase average session duration by 20%	In 6 months	Improve website usability, content quality, internal linking, ensure a mobile-friendly and fast-loading website

Executive Summary

1. Business Objective:

Enhance brand awareness and establish Sharyln & Co as a trusted provider of personalized eczema care solutions by improving current followers growth from 5% to 8% in the next 12 months

2. Target Market:

Educated mothers seeking safe and effective steroid-free treatments for their children's eczema.

3. Market Need:

Personalized, clinically-proven skincare solutions tailored to each child's specific eczema condition, using natural and safe ingredients.

Executive Summary



Product Overview:

Specific Selling Points:

Personalized Care:

Tailored skincare regimens designed by Sharyln, leveraging 19 years of experience.

Safety:

Steroid-free products made with natural ingredients, safe for babies and children.

Expert Consultation:

Direct access to expert advice. \$90 for 1 hour consultation

Efficacy:

Proven track record of effective treatment plans that control and manage eczema.

Market Strategy:

Channels and Content:

Awareness:

Channel: Social Media (Facebook, Instagram), Google Ads -(, Banner)

Content: Educational posts about eczema, video testimonials from satisfied mothers.

Consideration

Channel: Website Blog,

Content: Articles on personalized eczema care, success stories, detailed product information, benefits of natural ingredients.

Decision: -

Channel: Landing Pages,

Content: Detailed consultation process, testimonials, clear call-to-action to book consultations .

Persona / Ideal Customer

Demographic Information

Name	Grace Lim Siew Heng
Age	38
Occupation	Staff Nurse
Education Level	Diploma in Nursing
Location	Sengkang (Singapore)
Marital Status	Married with 2 kids
Income Level	\$40,000 per annum
Notes	Grace 2 nd child has eczema.



Persona / Ideal Customer

Psychographic Information	
Life stage	Young Parents
Pain Points	Frequent application of creams . Addressing the pain her child is going through from cracked and dry skin
Motivations	She wants her child to experience a happy and carefree childhood, free from the limitations eczema can impose. She values personalizes care and advice.
Challenges	She finds it a challenge to manage the child's discomfort and itching , ensure proper sleep. Avoiding environmental triggers such as certain fabrics and allergens
Core Values & Beliefs	Core Value: Sharlyn & Co is compassionate, to provide Steroid-free products made with natural ingredients, safe for babies and children Belief: Improve the quality of the life for children with Eczema ,ensuring that every child can experiment comfort and confidence and holistic well-being

Persona / Ideal Customer

Service Needs & Preferences

Online Behaviour	Actively searches for eczema solutions, engages with educational content, trusts recommendations from experts and peers
Preferred Communication Channels	Social Media Platforms : Facebook , Instagram WhatsApp & E-mail Blogs (Content – rich Website)
Service Expectations	Expert Advice – Reliable Information, Personalized Tips Timely Updates on new treatments and Products
Price Sensitivity	Value for Money :Willing to spend on products that are proven effective and safe. Looks for products and services that offer long-term benefits and cost-savings. Free trials: Interest in trying products before purchase.

Persona / Ideal Customer

Decision Making Process

Information Sources	Product Reviews : Websites and Social Media Platforms with reviews of eczema related products Support Groups: Online forums and Social Media groups where other parents share experience
Influencers	Other parents : Testimonials and advice from parents in similar situations , often found in online communities and Social Media Group. Product Reviewers: Parents who review skincare products , provide honest feedback and recommendations
Barriers to entry	Trust Issues: Grace find it Skepticism towards new or unknown brands and product Time Constraints: Grace has limited time to research and engage with new resource and products
Decision Triggers	Peer Reviews – Positive Feedback and testimonials from other parents. Ease to use – Grace wants products and services that are convenient and fit easily into her daily routine

SWOT Analysis of Sharyln & Co

Strengths -

- Experienced founder with 19 years in skincare- Personalized, clinically-proven solutions
- Natural, steroid-free products, Pure ingredients
- Strong customer testimonials and word-of-mouth referrals

Weaknesses -

- Higher price point compared to mass-market brands
- Limited brand awareness compared to established competitors
- Customers not used to paying for consultations outside of medical professionals

Opportunities -

- Growing demand for natural and personalized skincare solutions
- Increasing awareness of the harms of steroids in eczema treatments
- Offer Personalised journey that Grace is looking for.

Threats -

- Intense competition from well established skincare brands
- Price sensitivity among potential customers
- Regulatory challenges in the skincare industry

Competitive Analysis - Website

Category		Sharlyn & Co https://sharyln.co/	Cetaphil https://www.cetaphil.com.sg/	Bioderma https://www.bioderma.sg/
Design and Usability	User Interface (UI) Design	Clean, professional design Natural and safe ingredients emphasized	The design is smooth and easy to use. Branding is consistent. (refer slide 10)	Well-organized Clear product categories (refer Slide 11).
	User Experience (UX)	Detailed information about founder's experience and product philosophy. Easy navigation	Easy to find and read product information. Clear CTA (refer slide 10)	Provides extensive information on products and skin care. (refer Slide 11).
	Mobile Responsiveness	Site is mobile-friendly but needs improvement for smoother mobile experience	Works very well on mobile devices.	Optimized for mobile use. Slightly slower load.
Content	Quality and Relevance	Detailed service offerings and founder's expertise highlighted.	Detailed and helpful product descriptions.	High-quality content with in-depth product information.
	Content Strategy	Lacks clear content strategy targeting specific personas and their painpoints	Well-planned and optimized content	Detailed content on product benefits and ingredients.
SEO and Visibility	Keywords and Optimization	Basic keyword usage, lacking depth in SEO optimization	Excellent keyword usage for better search results.	Strong use of relevant keywords.

Competitive Analysis - Website

Category	Sharlyn & Co (https://sharyln.co/)	Cetaphil https://www.cetaphil.com.sg/	Bioderma https://www.bioderma.sg/	
	Backlink Profile	Needs improvement in generating high-quality backlinks	Many high-quality links from other sites.	Good number of high-quality backlinks.
Technical Performance	Site Speed	Adequate but could be optimized further	Fast loading times	Adequate speed but could be improved.
	Security (HTTPS)	Secured with HTTPS could highlight security features to build user trust.	The site is secure.	The site is secure.
Social Media Presence	Integration and Activity	Needs more integration with social media and other platforms.	Connected well with social media platforms	Active social media presence and third-party integrations.
Marketing Tools	Use of Analytics	Basic analytics in place	Uses advanced analytics tools effectively	Comprehensive use of analytics tools.
	Email Marketing Integration	Needs a more robust email marketing strategy	Good email marketing campaigns.	Effective email marketing strategies.
Customer Engagement	Reviews and Testimonials	Has testimonials but could display them more prominently	Shows customer reviews and testimonials clearly	Shows customer reviews and dermatologist recommendations.
	Interactive Elements	Limited; could add quizzes and virtual consultations	Lacks interactive features like quizzes or consultations.	Provides dermatologist advice and detailed product guides.

Competitive Analysis - Website

Category	Opportunities for SharyIn & Co
User Interface Design:	Keep the clean design but improve the mobile interface.
User Experience:	Continue detailed, high-quality content and enhance site navigation.
Mobile Responsiveness:	Optimize for better mobile experience.
Quality and Relevance:	Maintain high-quality and relevant content.
Content Strategy:	Use more keywords and regularly update the blog.
Keywords and Optimization:	Improve SEO for better visibility.
Backlink Profile:	Get more high-quality backlinks through partnerships and content marketing.
Site Speed:	Speed up the site for better user experience.
Security (HTTPS):	Ensure the site stays secure.
Integration and Activity:	Increase social media and third-party platform integrations.
Use of Analytics:	Use advanced analytics for better insights.
Email Marketing Integration:	Develop strong email marketing campaigns.
Reviews and Testimonials:	Display customer testimonials more prominently.
Interactive Elements:	Add quizzes and virtual consultations to engage users more.

Competitive Analysis - Social Media

(Cetaphil Facebook-cover Page,,

The screenshot shows the Facebook cover page for Cetaphil Singapore. The cover photo features a woman smiling while holding her hands behind her head, with the text "Achieve more than itch relief and build resilience in eczema-prone skin". Above the photo, it says "#1 ECZEMA BRAND GLOBALLY*". To the left, there are product images for "FLARE UPS" and "DAILY HYDRATION". The top navigation bar includes "WE DO SKIN" and "YOU DO YOU". A red arrow points to the follower count "8.7K likes · 63K followers". The right side of the page shows a sidebar with "Intro" (including links to "Faq", "Customer Service", "Support", "Cetaphil® Dermatologist", "Influencers", and "Rating & Reviews"), "Photos" (a grid of 12 small images), and a large advertisement for "Gentle Skin Cleanser" with the text "BOOST 15 ESSENTIAL CERAMIDES™ IN YOUR SKIN for strong and healthy skin barrier".

Competitive Analysis-Social Media

@ASK Training
Attitude | Skill | Knowledge



Posts About Members Feed Photos Videos Mine ←

Photoderm SPOT-AGE™ 50+ ANTI-DARK SPO* & ANTI-WRINKLE FACIAL SUNCARE

98%
reduced & prevents
appearance of spots

Intro

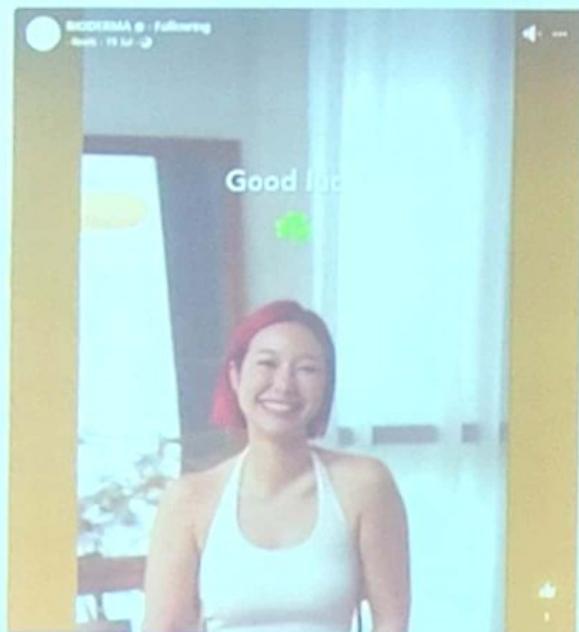
By acting on the biological causes of skin melanization - as prevention is better than cure after dermatological treatments - BIODERMA empowers your skin's health right from cleansing. For a better and happier life.

- Page · 1 hour ago
- 4.6 · 10 hours ago
- 10 · 11 hours ago

Photos



Posts



Competitive Analysis - Social Media

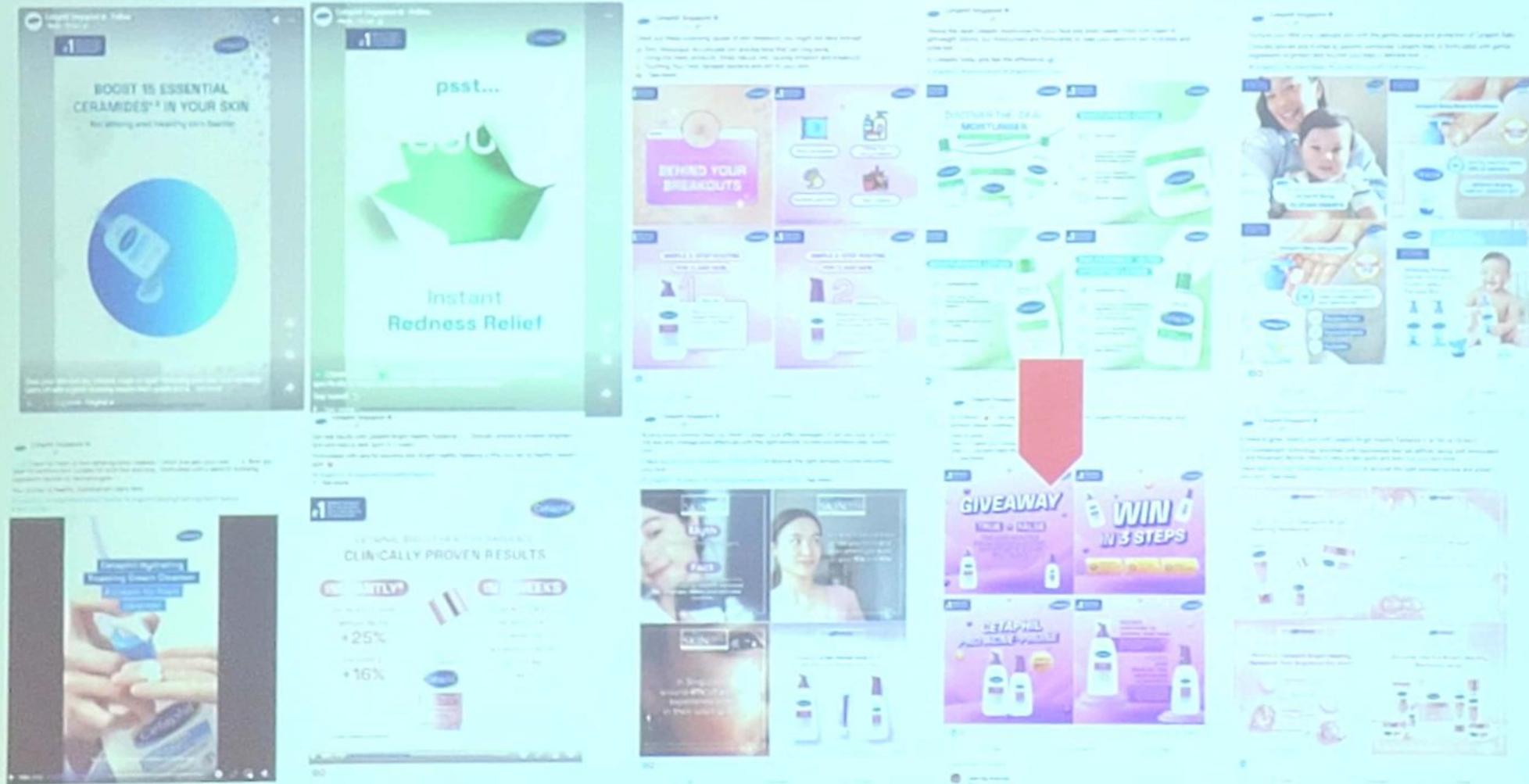
1. Audience Engagement (REFER SLIDE 15 and 16)

Metric	<u>Sharyln & Co.</u>	<u>Cetaphil</u>	<u>Bioderma</u>
Total Followers	679	68K	5.8M
Total Page Likes	521	67K	5.8M

2. Content Strategy (Refer Slide 18 and 19)

Metric	Sharyln & Co.	Cetaphil (Facebook, Instagram)	Bioderma
Types of Content (Videos, Images, etc.)	Images, Video, Carousels	Video, images, carousels	Video , Images, Stories, Live Streams
Posting Frequency (Posts per Week)	4 times per week	Several times a week	6 times per week

Competitive Analysis - Social Media (CETAPHIL - FaceBook)



Competitive Analysis - Social Media

3. Advertising			
Metric	Sharyin & Co.	Cetaphil	Bioderma
Ad Formats Used	Image Ads: Simple, single-image Ads Video Ads: Engaging Video Content Carousel Ads: Multiple images	Image Ads: Simple, single-image Ads Video Ads: Engaging Video Content Carousel Ads: Multiple images	Video, Carousel, Stories
Targeting Strategies	Demographics, Interest	Option based on demographics, interest, behaviors and location to ensure Ads reach the ideal audience	Demographics, Retargeting
Estimated Ad Spend	Est \$240 /mth	\$10,000/month (careful budget management to optimize cost-per-click and engagement rate)	\$8,000/mth

Competitive Analysis - Social Media

4. Engagement Tactics

Metric	Sharyln & Co.	Cetaphil	Bioderma
Types of Engagement Tactics	Polls, Contests	Giveaways, Polls (refer slide 18)	Giveaways, Live Q&A (refer slide 19)
Use of Stories and Groups	Moderate	High	High
Special Campaigns (Contests, Polls)	Monthly Contest	Weekly Polls	Bi-weekly Giveaways

5. User Interaction

Metric	Sharyln & Co.	Cetaphil	Bioderma
Response Time to Comments/Messages	2 hours	1 hour	2 hours
Type of Responses (Personalized vs. Automated)	Personalized	Personalized	Personalized

Competitive Analysis - Social Media

6. Performance Metrics

Metric	Sharyln & Co.	Cetaphil	Bioderma
Engagement Rate (%)	3%	5%	4.50%
Click-Through Rate (CTR) for Ads (%)	1.50%	2.50%	2.20%
Conversion Rate (%)	0.80%	1.50%	1.40%

7. Branding and Positioning

Metric	Sharyln & Co.	Cetaphil	Bioderma
Tone of Voice	Friendly, Informative	Professional, Trustworthy	Professional, Empathetic
Visual Branding (Colors, Logos, etc.)	Consistent	Highly Consistent	Highly Consistent
Consistency in Messaging	High	High	High

Competitive Analysis - Social Media Ads

FaceBook: Sharlyn & Co

Library ID: 1125528335303150

Active

Started running on 4 Apr 2024

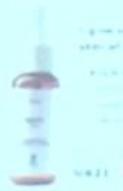
Platforms:    

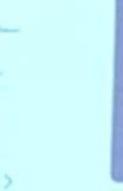
[See ad details](#)

Sharlyn & Co
Sponsored

Back off Acne!
You are not my BFF
\$10 Off Your First Purchase


Shop Now


Shop Now


Shop Now

Clear Acne Bacteria

Sharlyn & Co
Our Award-Winning KYN Maskne Toner & KYN Spotless Acne Serum

- Eliminate acne bacteria
- Reduce inflammation
- Unclog pores
- Clear acne without drying skin. [See more](#)

Sharlyn & Co

What Customer Said

Bought the Maskne Toner spray and Spotless Acne Treatment serum, both products works! Will be repurchasing them! 
Charmaine Loh

Featured By   

1 Stars Rating on     

Sharlyn & Co
See the difference with Sharlyn & Co. Our products deliver visible improvements in skin health.


Before


After

Sharlyn & Co

1 Stars Rating on    

Competitive Analysis - Social Media Ads

FaceBook Ads: Cetaphil Singapore

Started : July 2024

Platforms : FaceBook, Instagram and Messenger
Total Ads: 16 (some consists of multiple Ads set)

Ad ID: 381421431481584

Active

Started running on 18 Jul 2024

Platforms:

[See ad details](#)

Melissa Celestine Koh with
Cetaphil Singapore
Sponsored

Bubble bath for babies...
Or's favorite time of day - bath time!
I use the Cetaphil Baby Wash & Shampoo as it has a tear-free formulation which gently cleanses baby's skin and hair, leaving it soft and smooth.
I add off his little spa with the Cetaphil Baby Daily Lotion - a hypoallergenic and a non-stimulating formula which nourishes,



[Sign up](#)

10,000+ likes 100+
Facebook Followers, 100+

Ad ID: 309742799277194

Active

Started running on 18 Jul 2024

Platforms:

[See summary details](#)

Tay Kian (TK) with Cetaphil Singapore
Sponsored

You need it from 100% baby safe ingredients
Baby with Cetaphil Baby Lotion.
She's got delicate skin that breaks out into rashes easily so this lotion is nearly gentle on her. It's formulated with organic sensitive extracts derived from the mangosteen flower to help soothe, moisturize and soften her sensitive skin. It's also dermatologist tested and clinically proven.



[Sign up](#)

Ad ID: 441127902242897

Active

Started running on 18 Jul 2024

Platforms:

[See summary details](#)

Melissa Celestine Koh with
Cetaphil Singapore
Sponsored

Bubble bath for babies...
Or's favorite time of day - bath time!
I use the Cetaphil Baby Wash & Shampoo as it has a tear-free formulation which gently cleanses baby's skin and hair, leaving it soft and smooth.
I add off his little spa with the Cetaphil Baby Daily Lotion - a hypoallergenic and a non-stimulating formula which



Ad ID: 581203994794687

Active

Started running on 18 Jul 2024

Platforms:

[See summary details](#)

Amber Chen with Cetaphil Singapore
Sponsored

If you're looking for the best two-in-one baby wash and bubble bath, look no further! Our Cetaphil Baby Wash & Shampoo is the perfect solution for your baby's delicate skin.

With Cetaphil Baby's Dual-Action Formula, it keeps him smelling good all day long if he takes a dip in the tub and hair. This happens more often than not, parents you know...



[See summary details](#)

Ad ID: 375944178224482

Active

Started running on 18 Jul 2024

Platforms:

This ad has multiple versions.

4 ads use this creative and text

[See summary details](#)

Cetaphil Singapore
Sponsored

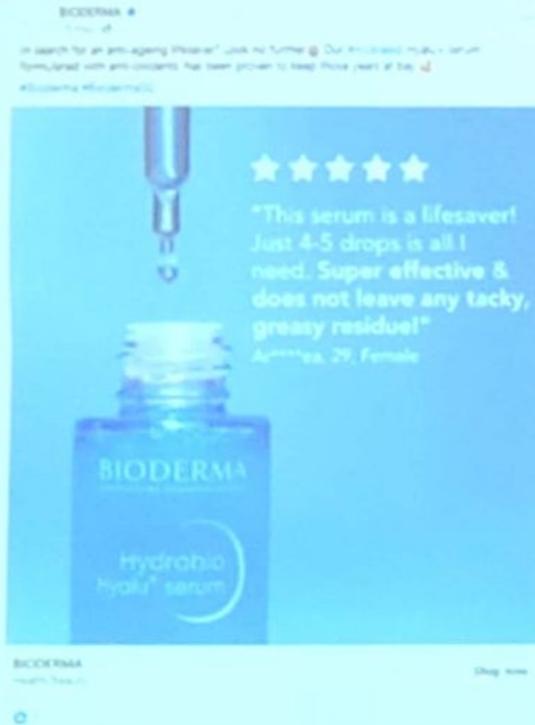
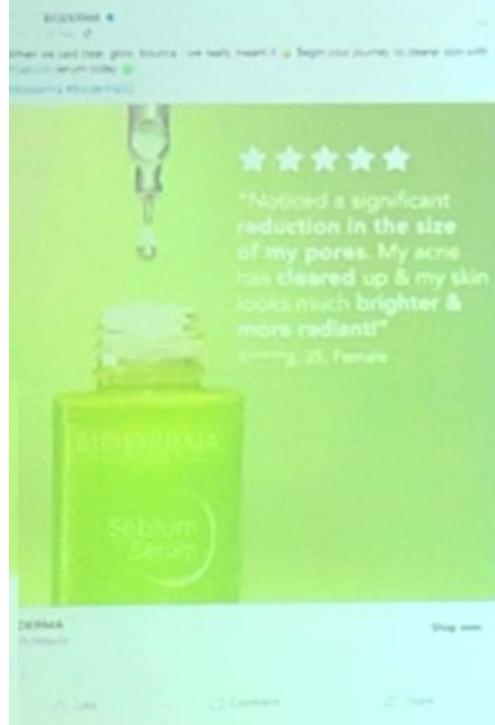
When Cetaphil becomes your everyday go-to bath, offer the perfect everyday cleanse and skin barrier protection.



[Sign up](#)

Competitive Analysis - Social Media Ads

Facebook Ads: BioDerma Singapore (Started July 2024)
 Platforms: Facebook, Instagram, Audience Network, Messenger
 Total Ads: 4



Competitive Analysis - Social Media Ads

Category		SharyIn & Co.	Cetaphil	Bioderma
Audience Targeting	Demographics, Interests	Women aged 18-35 interested in natural skincare products.	Women and men aged 18-45 with sensitive skin concerns.	Women aged 18-45 with skin conditions like eczema and acne.
Ad Content	Messaging and Value Proposition	Tailored skincare solutions using natural ingredients.	Trusted by dermatologists for sensitive skin care.	Scientifically validated products for delicate skin.
	Visual Elements	High-resolution images and videos showing product results.	Professional visuals and dermatologist testimonials.	Infographics and before/after images showing product effectiveness.
Ad Types	Formats Used	Carousel and single image ads.	Video, carousel, and story ads.	Video, carousel, and interactive story ads.
Engagement	Likes, Shares, Comments	Moderate engagement; potential for growth.	High engagement with substantial likes, shares, and comments.	High engagement; educational content garners significant shares and comments.
Call to Action (CTA)	Clarity, Urgency	Direct CTAs like 'Shop Now' and 'Get Your Personalized Kit.'	Immediate CTAs such as 'Buy Now' and 'Limited Time Offer.'	Informative CTAs like 'Learn More' and 'Try It Today.'

Competitive Analysis - Social Media Ads

Category		Sharyln & Co.	Cetaphil	Bioderma
Campaign Structure	Campaign Goals, Ad Sets	Enhance brand recognition and boost website traffic.	Drive conversions and increase product sales.	Educate customers and encourage product trials.
Budget and Bidding	Estimated Ad Spend	Estimated at \$240/month.	Estimated at \$10,000/month.	Estimated at \$8,000/month.
Performance Metrics	Click-Through Rate (CTR), Conversion Rate	CTR about 1.5%, conversion rate around 0.8%.	CTR about 2.5%, conversion rate around 1.5%.	CTR about 2.2%, conversion rate around 1.4%.
Trends and Innovation	Use of New Features or Platforms	Engaging in experimentation with Facebook Stories and interactive polls.	Introducing features like Facebook Shops and AR ads.	Utilizing Facebook Live for Q&A sessions and product launches.

Competitive Analysis - Social Media Ads

Summary

Key Areas of Excellence	Cetaphil	Bioderma
High Engagement Rates	Cetaphil achieves impressive engagement with substantial likes, shares, and comments, reflecting strong audience connection.	Bioderma has a massive follower base, indicating strong brand recognition and loyalty.
Effective Use of Ad Formats	Utilizes a diverse range of ad formats including videos, carousels, and stories, effectively capturing and maintaining audience attention.	
Compelling CTAs	Employs clear and immediate calls-to-action like "Buy Now" and "Limited Time Offer" to boost conversions.	
Educational Content		Engages audience with high-quality educational content, such as infographics and before/after images, showcasing product efficacy.
Interactive Engagement		Leverages Facebook Live for interactive Q&A sessions and product launches, fostering real-time engagement with the audience.

Competitive Analysis - Social Media Ads

SharyIn Company

Opportunities	Description
Engagement Tactics	Implement interactive content such as giveaways and polls to drive engagement similar to Cetaphil.
Content Educational Value	Develop educational content like infographics and before/after images to inform and engage the audience.
Ad Format Variety	Increase the use of diverse ad formats, especially video and story ads, to enhance audience engagement.
Live Interactions	Utilize Facebook Live for interactive sessions like Q&A and product demonstrations to engage with followers in real-time.
Urgency in CTAs	Incorporate urgent CTAs in advertisements to drive immediate action from the audience.
Content Variety and Frequency	Increase the variety and frequency of content posts to maintain a consistent and engaging presence on social media.

Competitive Analysis - Search Engine Marketing

Google Ads: Cetaphil Singapore

Sponsored

 www.cetaphilfriends.com.sg/

Healthy Glow Daily Cream

Intensely plumps skin with moisture up to 48 hours to achieve dewy and glowy skin

Sponsored

 www.cetaphilfriends.com.sg/

Bright Healthy Radiance

Formulated with Sea Daffodil Extract & Niacinamide to brighten your skin

Sponsored

 cetaphilfriends.com.sg
www.cetaphilfriends.com.sg/

Perfecting Serum - Brightens and evens skin tone

Deliver 7x power benefits to instantly improve luminosity, tired skin and skin texture. Formulated with Sea Daffodil Extract & Niacinamide to brighten your skin.

Sponsored

 Cetaphil Singapore
www.cetaphil.com.sg/

Diaper Rash Cream - For Diaper Rash & Chaffed Skin

Formulated & Clinically-proven for all skin types, even those with sensitive skin. Get the best care for your sensitive skin across all our product ranges.
Hypoallergenic

Cetaphil Diaper Cream

All Skin Types

Dry & Irritated Skin

Contact Us

What's New

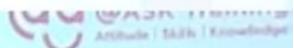
Sponsored

 cetaphilfriends.com.sg
www.cetaphilfriends.com.sg/

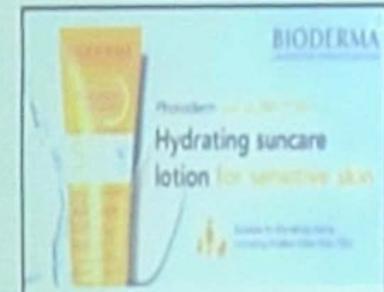
Brightening Night Cream - Brightens and evens skin tone

Deliver 7x power benefits to instantly improve luminosity, tired skin and skin texture. Formulated

Competitive Analysis - Search Engine Marketing



Google Ads - BioDerma



BIODERMA

Fragrance-free
SPF

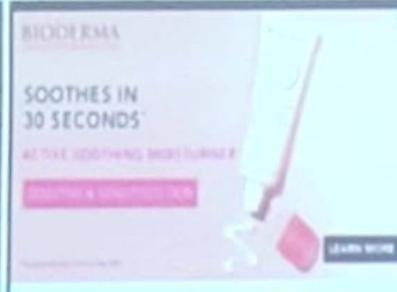
Water, sweat & sand
resistant. Can be applied
on wet or dry skin & very
good eye tolerance



BIODERMA

Lightweight,
hydrating SPF

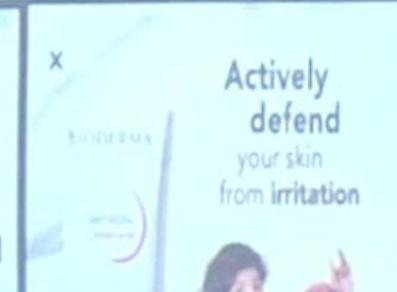
Offers very high UVA/
UVB anti-shine
protection for sensitive
skin. No white cast.



BIODERMA

Reduce redness in
30 seconds

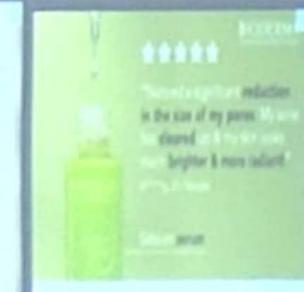
Moisturiser for sensitive
skin strengthens and
restores skin barrier to
limit inflammation



BIODERMA

Best sensitive skin cream

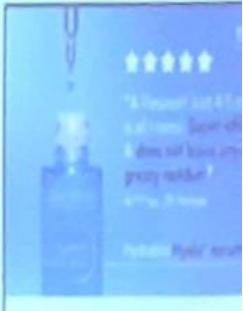
Power packed with
antioxidants to protect
sensitive skin from
environmental aggressors



BIODERMA

Exfoliates & unclog
pores

Power packed with
antioxidants to protect
sensitive skin from
environmental aggressors



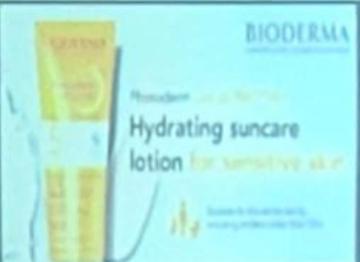
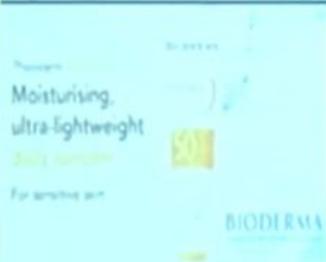
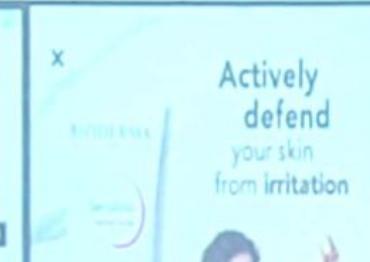
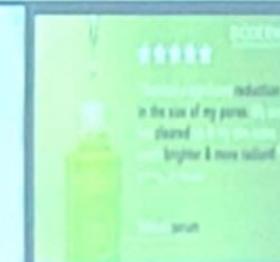
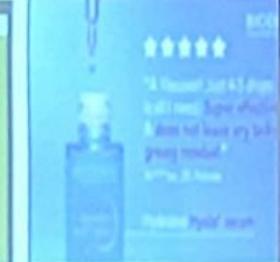
BIODERMA

-88% wrinkles &
fine lines

Rehydrates skin from
within & boost skin's
moisture levels. For
dehydrated, sensitive

Competitive Analysis - Search Engine Marketing

Google Ads - BioDerma

 <p>BIODERMA Hydrating suncare lotion for sensitive skin</p> <p>Fragrance-free SPF Water, sweat & sand resistant. Can be applied on wet or dry skin & very good eye tolerance</p>	 <p>BIODERMA Moisturising, ultra-lightweight Skin barrier For sensitive skin</p> <p>Lightweight, hydrating SPF Offers very high UVA/UVB anti-shine protection for sensitive skin. No white cast</p>	 <p>BIODERMA SOOTHES IN 30 SECONDS! ACTIVE SOOTHING MOISTURIZER SENSITIVE & SENSITIZED SKIN</p> <p>Reduce redness in 30 seconds Moisturiser for sensitive skin strengthens and restores skin barrier to limit inflammation</p>	 <p>Actively defend your skin from irritation Best sensitive skin cream Power packed with antioxidants to protect sensitive skin from environmental aggressors</p> <p>Exfoliates & unclogs pores Rehydrates skin from within & boost skin's moisture levels. For dehydrated, sensitive</p>	 <p>BIODERMA Soothing Moisturizer in the size of my pores... glowing bright & more radiant</p> <p>-88% wrinkles & fine lines Rehydrates skin from within & boost skin's moisture levels. For dehydrated, sensitive</p>	 <p>BIODERMA Soothing Moisturizer in the size of my pores... glowing bright & more radiant</p> <p>Rehydrates skin from within & boost skin's moisture levels. For dehydrated, sensitive</p>
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Competitive Analysis - Search Engine Marketing

Category	Area to Look Out For	Cetaphil	Bioderma
Keywords	Targeted Keywords	"sensitive skin care," "eczema treatment," "moisturizers for dry skin"	"micellar water," "acne treatment," "hydrating skincare"
	Keyword Match Types	Broad Match: "sensitive skin care," "eczema treatment" Phrase Match: "best moisturizer for eczema" Exact Match: "Cetaphil eczema treatment"	Broad Match: "micellar water," "hydrating skincare" Phrase Match: "best micellar water for sensitive skin" Exact Match: "Biaderma Sensibio H2O"
Ad Copy	Headlines	"Cetaphil - Gentle on Sensitive Skin" "Dermatologist Recommended Skin Care" "Clinically Proven Moisturizers"	"Biaderma - Science Behind Beautiful Skin" "Innovative Skincare Solutions" "Trusted by Dermatologists Worldwide"
	Descriptions	"Discover Cetaphil's range of gentle, effective skincare products designed for sensitive skin"	"Explore Biaderma's range of innovative skincare products backed by science."
	Unique Selling Propositions (USPs)	Trusted by dermatologists worldwide. Clinically tested for sensitive skin. Buy now!	Clinically proven solutions for acne, hydration, and sensitive skin.
Landing Pages	Page Design	<ul style="list-style-type: none"> Uses a clean and minimalistic design that emphasizes product images and benefits. 	<ul style="list-style-type: none"> Professional Layout: High-quality product images with detailed information.
	Content	<ul style="list-style-type: none"> Provides detailed descriptions of product benefits, ingredients, and usage instructions Includes clinical studies and dermatologist recommendations Features user testimonials and reviews 	<ul style="list-style-type: none"> Scientific Content: Emphasizes clinical studies and the science behind products. Customer Engagement: Includes reviews and feedback sections.
	Call to Action (CTA)	<ul style="list-style-type: none"> Clear CTAs: Prominent "Buy Now," "Learn More," and "Find a Store" buttons to guide users Easy Navigation: easy access to product categories/articles 	<ul style="list-style-type: none"> Clear CTAs: "Buy Now," "Shop Now," and "Find Out More" buttons Easy Navigation: Well-structured categories and product filters.

Competitive Analysis - Search Engine Marketing

Category	Area to Look Out For	Cetaphil	Bioderma
Ad Extensions	Types of Extensions Used	<p>Site Link Extensions:</p> <ul style="list-style-type: none"> Links to specific product categories (e.g., "Moisturizers," "Cleansers," "Baby Products"). Links to informative pages such as "Skin Care Tips" and "Product Benefits." <p>Callout Extensions:</p> <ul style="list-style-type: none"> Highlight features like "Dermatologist Recommended," "Clinically Tested," and "Gentle on Skin." <p>Structured Snippets:</p> <ul style="list-style-type: none"> Categories like "Skin Types" (Sensitive, Dry, Oily) and "Product Types" (Cleansers, Moisturizers, Serums). <p>Location Extensions:</p> <ul style="list-style-type: none"> Shows nearby stores where Cetaphil products can be purchased. 	<p>Site Link Extensions:</p> <ul style="list-style-type: none"> Links to product ranges (e.g., "Sensibio," "Hydrabio," "Sebium"). Links to skincare routines and tips. <p>Callout Extensions:</p> <ul style="list-style-type: none"> Features like "Innovation in Skincare," "Dermatologist Approved," and "Gentle Formulas." <p>Structured Snippets:</p> <ul style="list-style-type: none"> Highlights product types (Cleansers, Toners, Moisturizers). <p>Location Extensions:</p> <ul style="list-style-type: none"> Shows nearby stores and pharmacies.
Bidding Strategies	Ad Position and Visibility	<ul style="list-style-type: none"> High ad visibility at 86%, indicating competitive bidding to secure top ad positions. <p>Keyword Focus:</p> <ul style="list-style-type: none"> Likely prioritizes high-intent keywords such as "cetaphil moisturizing cream" and "cetaphil gentle skin cleanser" to ensure relevant traffic. 	<ul style="list-style-type: none"> Moderate ad visibility, focusing on maintaining presence in key segments. <p>Keyword Focus:</p> <ul style="list-style-type: none"> Prioritizes scientific and product-specific keywords like "micellar water," "acne treatment," and "Bioderma Sensibio."
Performance Metrics	Click-Through Rate (CTR), Conversion Rate	<p>Cost-Per-Click (CPC):</p> <ul style="list-style-type: none"> Likely maintaining a balance between competitive bids and cost management to maximize ROI. <p>Click-Through Rate (CTR): • 2.35%</p> <p>Conversion Rate:</p> <ul style="list-style-type: none"> Not provided in the initial data, but generally aligned with industry standards for high-performing brands. 	<p>Cost-Per-Click (CPC):</p> <ul style="list-style-type: none"> Focuses on efficient bidding to balance visibility and cost. <p>Click-Through Rate (CTR): • Approximately 1.9%</p> <p>Conversion Rate:</p> <ul style="list-style-type: none"> Generally aligns with industry averages, focusing on driving sales and brand engagement.

Competitive Analysis - Search Engine Marketing

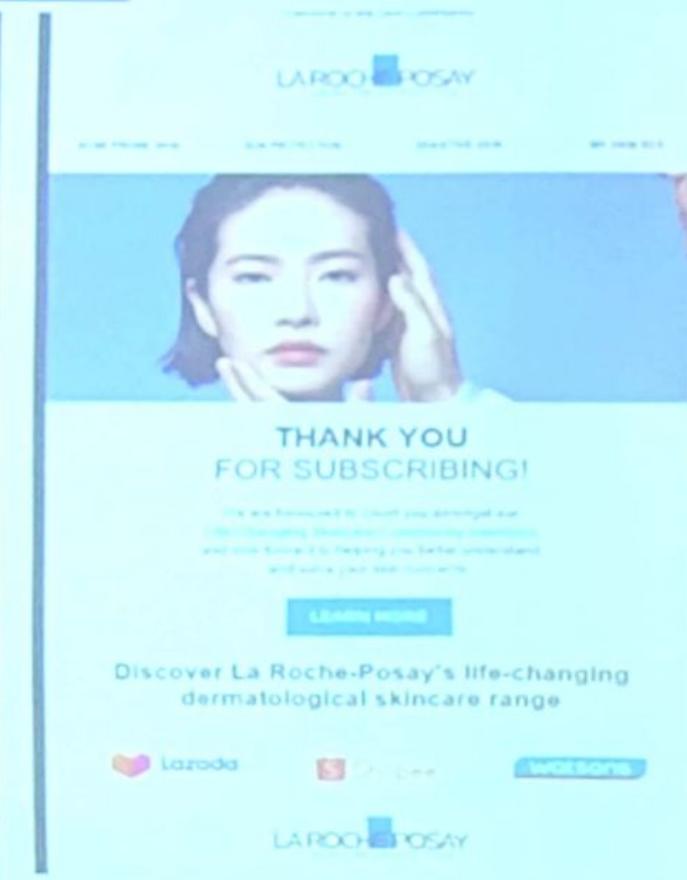
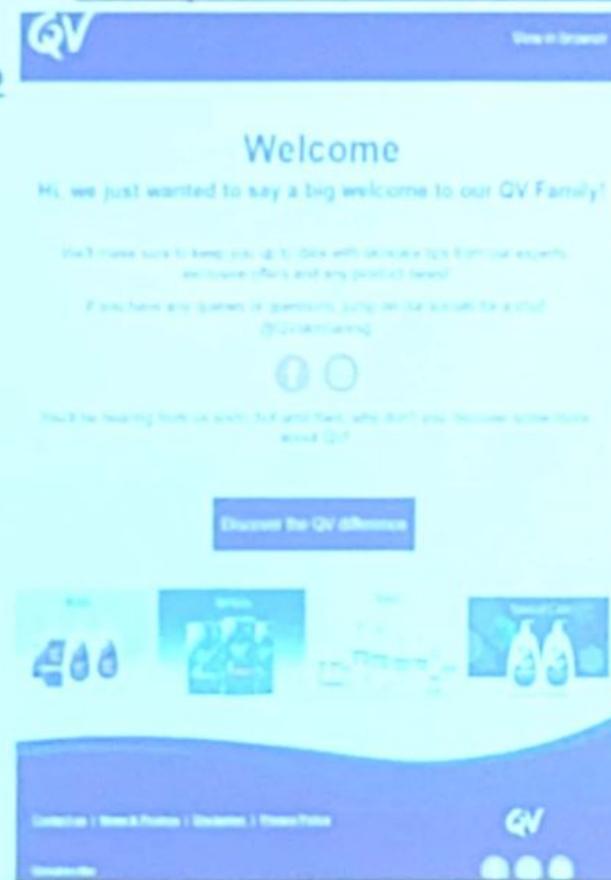
Competitive Analysis Summary	
Cetaphil Key Highlights: a) Ad Visibility: 86% b) CTR: 2.35% c) Core Keywords: "Cetaphil moisturizing cream," "Cetaphil gentle skin cleanser" d) Brand Focus: Sensitive skin care	Bioderma Key Highlights: a) CTR: 2.43% b) Conversion Rate: 4.12% c) Core Keywords: "Bioderma Sensibio," "Bioderma Photoderm" d) Brand Focus: Sensitive skin care, sun protection
Opportunities for Sharyln & Co:	
Gaps and Opportunities for Sharyln & Co:	Content Opportunities:
<p>1. Keyword Optimization</p> <ul style="list-style-type: none">To use Google Keyword Planner which provides initial keyword ideas and basic search volume estimates. It is particularly useful for finding relevant keywords for Google Ads campaigns.	<p>1. Eczema Treatment and Management</p> <ul style="list-style-type: none">Create Informative Content: (blog posts, videos, and guides that offer effective solutions and advice for eczema treatment and management addressing Grace PainPoints..
<p>2. Ad Copy and Extensions</p> <ul style="list-style-type: none">Ad Extensions: Adding site links, callouts, and structured snippets to ads can provide more information and increase click-through rates (CTR). This makes the ads more attractive and useful to potential customers (Backlink).	<p>2. Sensitive Skin Care</p> <ul style="list-style-type: none">Educational Resources: Produce content that emphasizes the importance of sensitive skin care. This can include articles on common irritants, product recommendations, and gentle skincare routines.
<p>3. Targeting and Personalization</p> <ul style="list-style-type: none">Demographic and Interest Targeting: Using platforms like Google Ads and Facebook Ads, Sharyln & Co can target ads based on specific demographics, interests, and behaviors, ensuring they reach the most relevant audience segments like Grace.	<p>3. Skin Care Routine and Product Recommendations</p> <ul style="list-style-type: none">Personalized Recommendations: Offer personalized skin care routines based on individual skin types and concerns. This could be facilitated through online quizzes or virtual consultations.

Competitive Analysis - Email Marketing

Opportunities for Sharlyn & Co

1. Create automation E-mail for New Subscribers.
2. E-mail Contents Ideas
Compelling E-mail for skincare consultation.
Showcase Top-selling products.
3. Test and Lean
Try different things and see what works for her customers.

Competitors Welcome E-mail



Competitive Analysis - Email Marketing

BEST Practices for Skincare Industry Email Newsletters

Know our Subscribers:

Tailor content and offers based on skin type, needs, and past purchases.

Mobile Friendly:

Make sure our emails look great on phones
(most people check their email on Mobile)

Clear Calls to Action:

Tell people exactly what we want them to do
(Book A Consultation, Shop, learn, etc.) with strong buttons

Catchy Headlines:

Grab attention with subject lines that make them want to open the email.

Eye Candy:

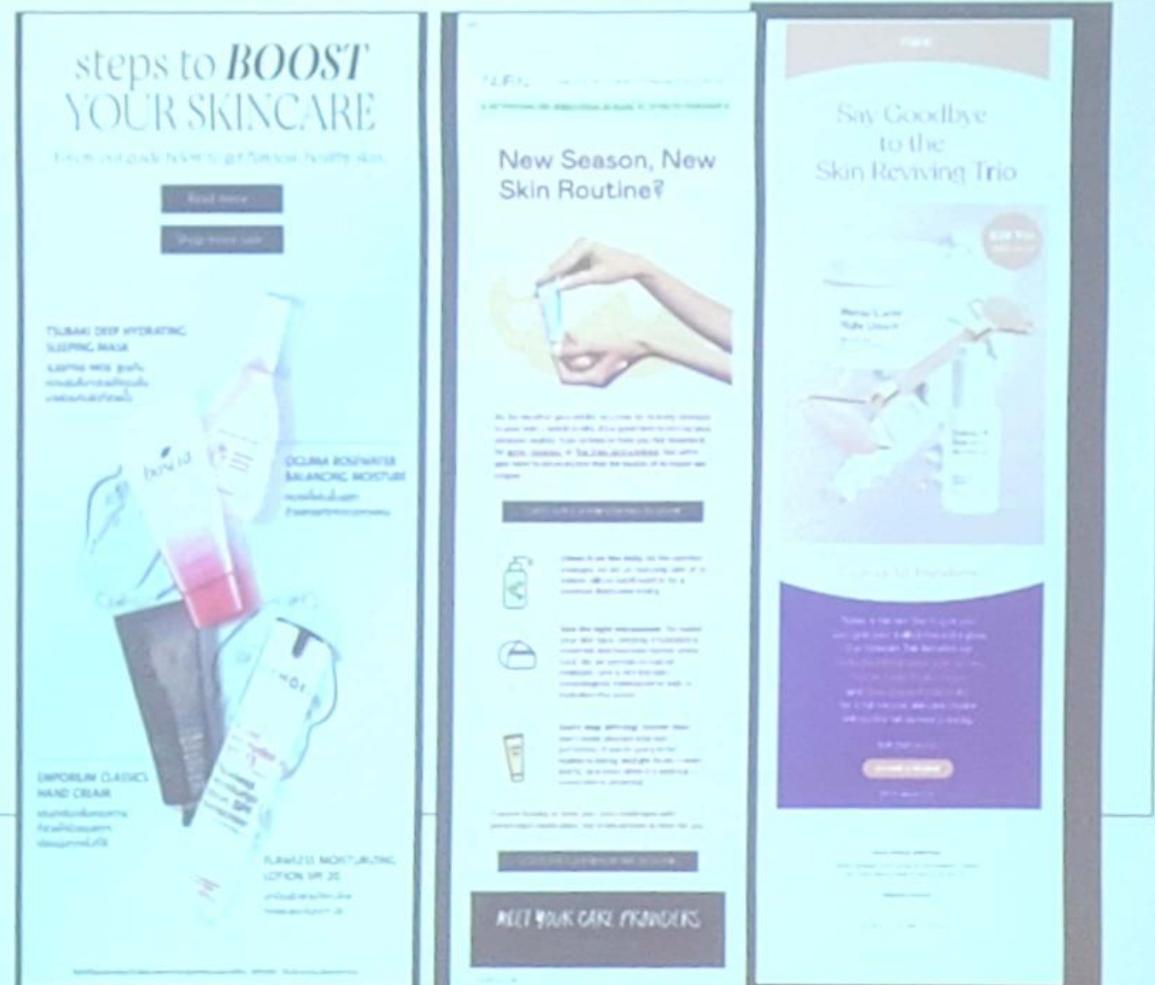
Use beautiful visuals of products, results, and lifestyle shots.

Cohesive Branding:

Maintain a consistent brand voice, tone, and visual identity throughout the email newsletter to reinforce brand recognition.

Track Results:

Monitor open rates, clicks, and sales to see what's working and what's not.



Marketing Prioritization

High Impact	Costly to execute but potentially high impact, medium priority	Easy to execute and high impact, must be done, Top priority
	a. Search Engine Optimization (SEO) Justification: Improves website ranking on Google, making it easier for mothers to find the site. High cost due to ongoing work and improvements	a. Social Media Marketing (Instagram, Facebook) Justification: Effective for reaching mothers online with engaging content. Low cost as it mainly involves content creation and targeted ads.
Low Impact	Costly to execute with low returns, do not execute	Easy to execute but not much impact on marketing results, low priority
High Cost to Execute		Low Cost to Execute

Customer Journey (Content)

Customer Lifecycle Stage	Digital Marketing Channels	Content Ideas (Copywritten Titles)	Additional Suggestions
Awareness	SMM, SMM Ads, SEO, SEM	<p>Social Media Ads:</p> <ul style="list-style-type: none"> • Targeted Ads: Utilize Facebook and Instagram ads targeting parents with interests in childcare, eczema, or natural skincare. • Eye-Catching Creatives: Use visuals featuring happy children with clear skin alongside headlines like "Worried About Your Child's Eczema? There's Hope!" • Compelling Copy: Briefly address the struggles of eczema and highlight Sharyln's expertise in personalized consultations. <p>CTA:</p> <p>"Learn More About Eczema Solutions for Children" (linking to a relevant blog post on the website).</p> <p>SEO & SEM:</p> <p>Conduct keyword research and optimize website content for terms like "eczema in children," "natural eczema treatment Singapore," "personalized skincare consultations for kids."</p>	Utilize long-tail keywords such as "best eczema cream for babies in Singapore".

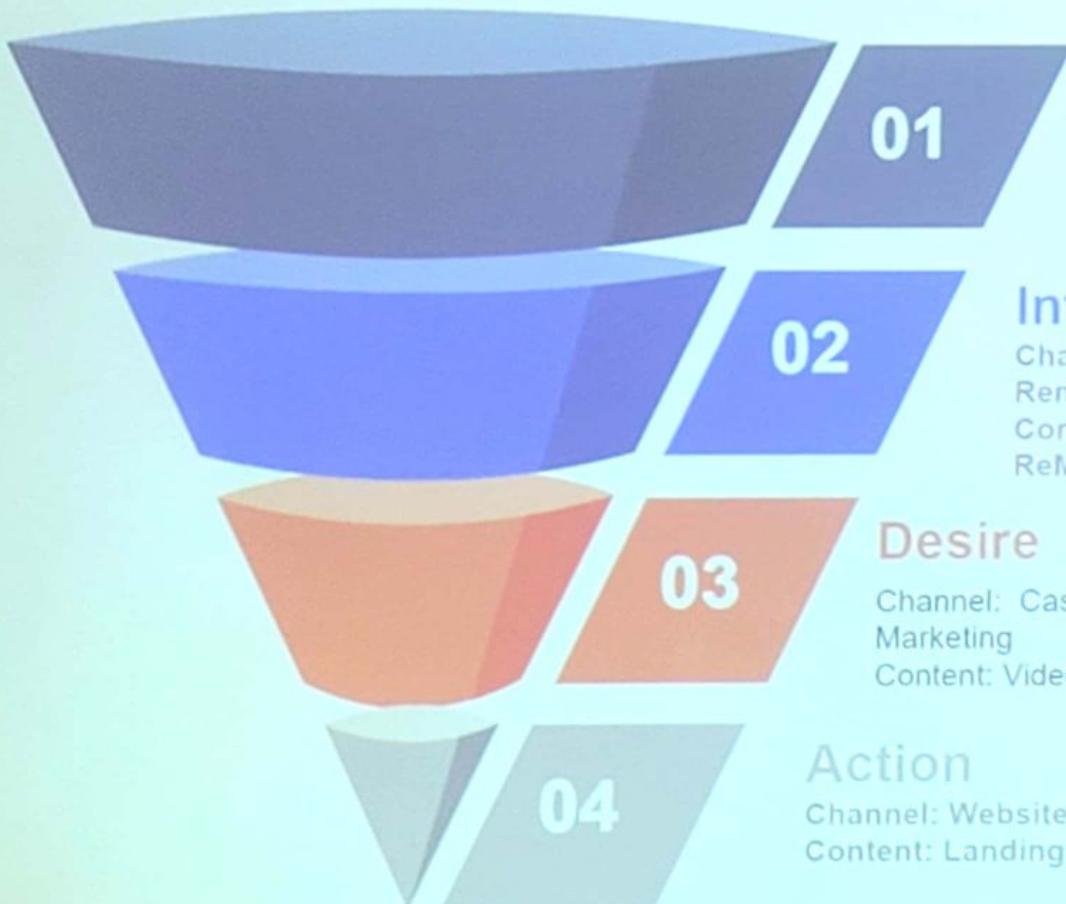
Customer Journey (Content)

Customer Lifecycle Stage	Digital Marketing Channels	Content Ideas (Copywritten Titles)	Additional Suggestions
Consideration	Website, Email, Remarketing, Shop Visit	<p>Website Content:</p> <ul style="list-style-type: none"> Clear Value Proposition <p>benefits of personalized consultations with Sharyln,</p> <ul style="list-style-type: none"> Social Proof: <p>Showcase testimonials from satisfied clients who have successfully managed their children's eczema with Sharyln's help.</p> <ul style="list-style-type: none"> Before & After Photos: <p>Include compelling before and after photos (with client consent) demonstrating the effectiveness of Sharyln's approach.</p> <ul style="list-style-type: none"> Targeted Landing Pages: <p>Create dedicated landing pages for specific concerns (e.g., "Eczema in Babies") with clear CTAs to book a consultation.</p> <p>Email Marketing:</p> <ul style="list-style-type: none"> Welcome Series: <p>Once Grace subscribes, send a welcome email series offering valuable content on eczema management and introducing Sharyln's services.</p> <ul style="list-style-type: none"> Nurturing Emails: <p>Provide additional resources, address common concerns, and offer exclusive promotions to encourage booking consultations.</p> <ul style="list-style-type: none"> Segmentation: <p>Segment email list to send targeted content based on subscriber interests.</p> <ul style="list-style-type: none"> Remarketing: <p>Retarget website visitors who haven't converted yet. Utilize website retargeting ads showcasing successful eczema treatment stories.</p>	Ensure the website is mobile-friendly and easy to navigate. Highlight free initial consultation offers prominently.

Customer Journey (Content)

Customer Lifecycle Stage	Digital Marketing Channels	Content Ideas (Copywritten Titles)	Additional Suggestions
Decision	Online Purchase, Phone Call, WhatsApp	<ul style="list-style-type: none">• Booking Process: Ensure the booking process for consultations is smooth and convenient (online booking, phone call, WhatsApp message).• Free Initial Consultation: Offer a free 15-minute initial consultation to address Grace's specific concerns and showcase the value of Sharlyn's expertise.• Transparent Pricing: Clearly communicate consultation fees and potential treatment costs on the website. Highlight the value proposition of personalized care compared to self-treatment or ineffective alternatives.• Testimonials & Reviews: Encourage satisfied clients to leave positive reviews on the website and social media platforms.	<p>Use WhatsApp Business for easier communication and follow-ups.</p> <p>Highlight success stories and customer testimonials on the booking page.</p>

Marketing Funnel



Attention

Channel: Social Media, SEM, Content Marketing, SEO

Content: Social Media Post, Google Ads, Blog Post, SEO-optimized articles

Interest

Channel: Website, EMail Marketing, Remarketing Ads

Content: Websites Content , EMail Newsletter, ReMarketing Ads

Desire

Channel: Case Studies , Social Proof , Video Marketing

Content: Video Case Studies , Testimonials

Action

Channel: Website , EMail Marketing, Direct Messaging.

Content: Landing Page , Personalized EMail, WhatsApp

SMART Goals

Channel	Funnel	Metric	KPI	Duration	Notes
Social Media (Organic)	Awareness	Number of followers, engagement rate	Increase followers by 5-8%; Improve engagement rate by 8%	12 months	Concentrate on producing engaging content, keep a consistent posting schedule, and make use of interactive features like polls and stories.
		Organic search traffic, keyword rankings	Boost organic search traffic by 8%; Achieve top 5 rankings for 5 keywords	12 months	Implement both on-page and off-page SEO tactics, optimize existing content, and create new content that targets strategic keywords.
SEO	Consideration	Click-through rate (CTR)	Achieve a 5% CTR on paid social ads	6 months	Craft targeted ads that highlight eczema treatment benefits and free consultations, using demographic and interest-based targeting.
		Conversion rate	Reach a 8% conversion rate on SEM initiatives	6 months	Develop targeted ads with compelling CTAs, refine ad copy, and utilize specific landing pages for consultation bookings.
Social Media (Paid)	Decision	Bounce rate, average session duration	Reduce bounce rate below 20%, Increase average session duration by 20%	6 months	Enhance website usability, improve content quality, optimize internal linking, and ensure the site is mobile-friendly and fast-loading.
		Conversion rate	Increase landing page conversion rate to 15%	6 months	Strengthen landing pages with effective CTAs, customer testimonials, and clear value propositions, ensuring a smooth booking process.
SEM					
Website					
Landing Page					

Executive Summary

Business Objective: To achieve a 15% increase in business partnerships and corporate insurance policy subscriptions over the next year through enhanced digital marketing efforts, including SEM, and social media, while leveraging the extensive industry experience and expertise of our team.

Target Market: F&B business owners in Singapore who require comprehensive and customized insurance solutions. These owners value expert advice, prompt customer service, and a deep understanding of their industry's specific needs.

Market Need: The F&B industry in Singapore faces unique risks and challenges, including regulatory compliance, employee management, and operational risks. There is a significant need for specialized insurance products that cater to these specific requirements. F&B business owners seek reliable insurance partners who can provide tailored solutions, prompt support, and valuable industry insights to protect their businesses and ensure long-term success.

Note: Do this last, this is a summary of the entire marketing plan & execution

Executive Summary

Product Overview:

Allegiance Pte Ltd offers a range of insurance products tailored specifically for the F&B industry. These include property insurance, liability insurance, employee compensation, and business interruption insurance. Each product is designed to address the specific risks faced by F&B business owners, ensuring comprehensive coverage and peace of mind.

Market Strategy:

Chosen platforms: (LinkedIn, Facebook, Landing Page)

Awareness Stage: Content Marketing

Develop and publish blog posts and articles that provide valuable insights and information about risk management and insurance solutions for F&B businesses. This content will help increase brand awareness and establish Allegiance Pte Ltd as a knowledgeable industry leader.

Consideration Stage: Social Media Marketing

Utilize platforms like Facebook and LinkedIn to share informative content, case studies, and customer testimonials. Engage with potential customers through posts, comments, and direct messages to nurture leads and guide them through the consideration stage.

Decision Stage: Search Engine Marketing (Google Ads)

Implement targeted Google Ads campaigns to capture the interest of potential customers who are actively searching for insurance solutions. Use compelling ad copy and landing pages to drive conversions and facilitate the decision-making process.

Persona / Ideal Customer

PERSONA



NAME	Jason Tan
AGE	45
LOCATION	Singapore
OCCUPATION	Owner of a mid-sized restaurant chain
MARITAL STATUS	Married with 2 children
EDUCATIONAL LEVEL	Bachelor's degree in Business Administration
ANNUAL INCOME	\$60 - \$100,000



INTERESTS	Travelling, and reading business books. Passionate about sustainable practices in the food industry, latest food and beverage trends and restaurant management best practices.	ONLINE BEHAVIOUR	Frequently searches for industry trends and best practices, active on LinkedIn for professional networking.
CORE VALUES	Quality and safety in food service, integrity and transparency in business dealings and commitment to customer satisfaction.	SOURCES OF INFO	Industry-specific websites and forums, recommendations from professional networks and insurance provider websites and blogs.
PAIN POINTS	Managing risks related to food safety, supply chain disruptions, and liability claims. Navigating complex insurance policies, keeping up with regulatory compliance and finding reliable and comprehensive insurance coverage.	BARRIER TO ENTRY	Complexity and lack of clarity in insurance policies, high costs without clear value justification or previous negative experiences with insurance providers.
MOTIVATION	To protect his business investment, ensure the safety and satisfaction of customers and employees and expanding his business while minimizing risks.	DECISION TRIGGERS	Recommendations from trusted sources, personalized and comprehensive insurance solution, prompt and reliable customer support, clear and transparent policy information and competitive pricing offers.

SWOT Analysis of My Company

Strengths

Experienced Leadership: Rick's 22 years of experience in the General Insurance Industry provide a deep understanding of the market and client needs, offering a competitive advantage.

Personalized Service: Allegiance's commitment to understanding and providing tailored insurance solutions to its clients differentiates it from competitors offering one-size-fits-all policies.

Continual Training: All customer-facing employees are licensed and receive continuous training, ensuring high levels of expertise and professionalism.

Opportunities

Digital Marketing Expansion: Increasing leads through enhanced SEO, SEM, and social media efforts can broaden reach and attract more leads.

Industry Specialization: Focusing on specific industries like F&B and shipping to become a recognized expert in these sectors can differentiate Allegiance from competitors.

Weaknesses

Limited Brand Recognition: Compared to larger competitors like Chubb and Marsh, Allegiance has lower brand recognition, which can impact its scalability and handling of a large volume of clients simultaneously.

Resource Constraints: Smaller team, budget and knowledge expertise may limit extensive marketing and outreach efforts, impacting lead generation.

SWOT ANALYSIS

Threats

Market Competition: The presence of well-established competitors like Chubb and Marsh with larger resources and brand recognition poses a significant challenge.

Regulatory Changes: Changes in insurance regulations could require adjustments to policies and operations, potentially increasing costs and complexity.

Competitive Analysis - Website

Category	Allegiance	Chubb	Marsh
	<p>https://allegiance.com.sg/</p> <ul style="list-style-type: none"> • User Interface Design: Clean and professional with a straightforward layout. • User Experience: Easy to navigate, with key information prominently displayed. • Mobile Responsiveness: Fully responsive, ensuring good usability across devices. 	<p>https://www.chubb.com/sg-en/</p> <ul style="list-style-type: none"> • User Interface Design: Modern and visually appealing design with dynamic elements and engaging visuals. • User Experience: Highly user-friendly with well-organized content and intuitive navigation. Features like dropdown menus and quick access links enhance usability. • Mobile Responsiveness: Excellent mobile optimization, providing a seamless experience on smartphones and tablets. 	<p>https://www.marsh.com/sg/home.html</p> <ul style="list-style-type: none"> • User Interface Design: Modern and visually appealing with a sophisticated look. • User Experience: Highly user-friendly with well-organized content and clear navigation. • Mobile Responsiveness: Excellent mobile optimization, providing a seamless experience on all devices.
Design and Usability			

Galaxy S20 FE 5G

titive Analysis - Social Media Ads

Library ID: 10209744115552964

Active

Shared since Jul 1, 2024

Platforms: 0

This ad has multiple versions: 0

4 ads use this creative and text

See summary details

Chubb

Summons

The company of fun things to do in Hong Kong without having to shell out a single cent.

Working Dog, K9! - Working Dogs for Dogs for Dogs

System status: OK

Ad Library Ad Library Report Ad Library API Branded Content

Singapore All ads marsh X

Saved searches Filters Save search

0 results