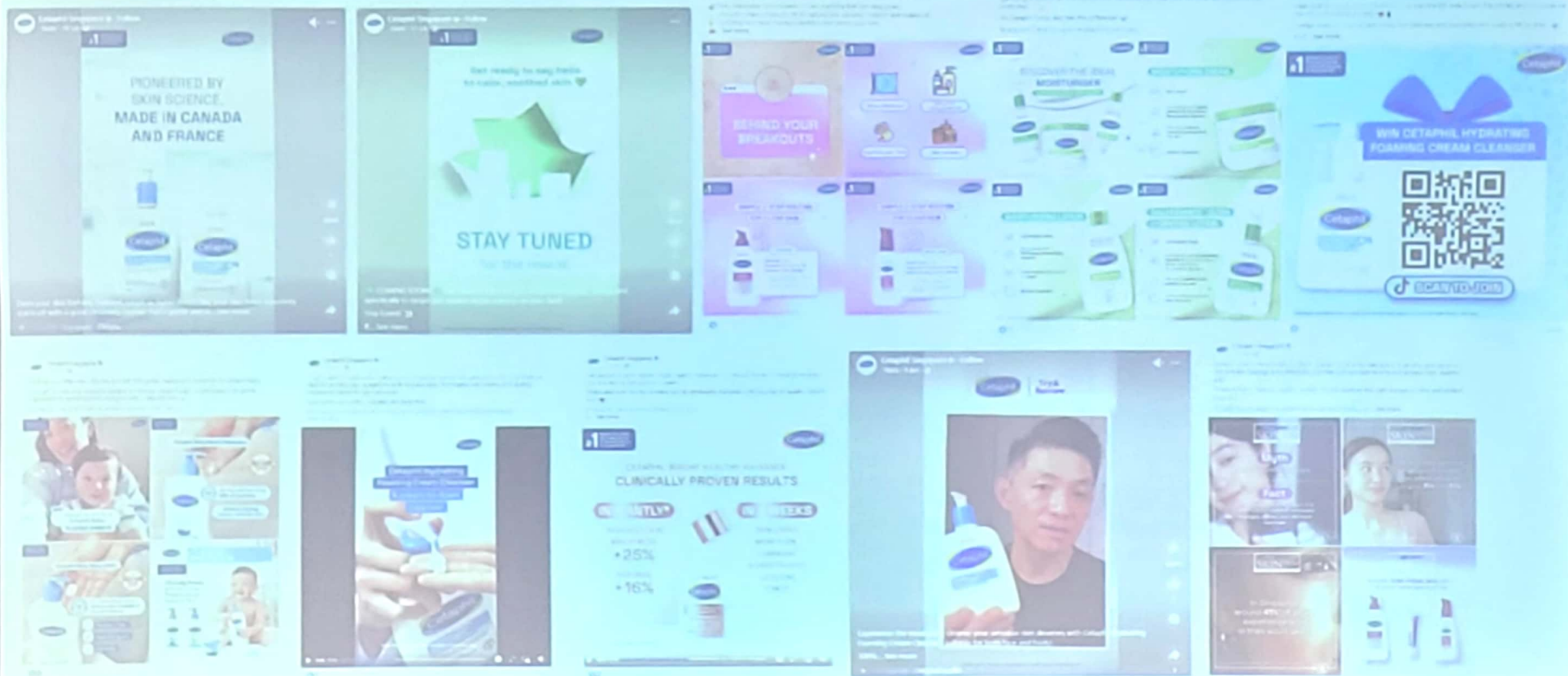


# Competitive Analysis - Social Media

## Cetaphil Singapore - Facebook Post



# Competitive Analysis - Social Media

## Opportunities for Sharyn & Co:

1. **Increase Follower Base:**
  - Focus on strategies to grow the follower base to be more competitive with Cetaphil and Bioderma.
2. **Enhance Content Variety and Quality:**
  - Invest in creating more engaging and diverse content such as live streams and more frequent stories to drive higher engagement rates.
3. **Boost Advertising Efforts:**
  - Increase ad spend to be on par with competitors and explore various ad formats like videos and stories to improve click-through and conversion rates.
4. **Improve Engagement Tactics:**
  - Increase the frequency of interactive engagement tactics like giveaways and live Q&A sessions to foster a stronger community and drive engagement.
5. **Optimize User Interaction:**
  - Maintain a quick response time and ensure that all interactions are personalized to build trust and loyalty among followers.
6. **Leverage Influencer Collaborations:**
  - Partner with influencers to increase reach and attract new followers through trusted recommendations and content collaborations.
7. **Monitor and Adapt Strategies:**
  - Continuously analyze performance metrics and adapt strategies based on what works best to optimize engagement and growth.

# Competitive Analysis - Social Media

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# Competitive Analysis - Social Media Ads

Library ID: 413231945009536

Active

Started running on 2 Jul 2024

Platforms: Facebook, Instagram, Audience Network and Messenger

Sharyln & Co

Sponsored

Library ID: 413231945009536

Stop Itch & Manage Your Eczema!  
Get \$10 Off 1st Purchase  
No more irritations and redness

Facebook Ads - Sharyln & Co

Started: July 2024

Platforms: Facebook, Instagram, Audience Network and Messenger

Landing page: individual product page and customer's review page. \*click on individual image to visit\*

Sharyln & Co

**I GIVE YOU ITCH-FREE SKIN**  
KARE Eczema Soother Toner

- Stop itchiness without steroids
- Eliminate itchy/irritated/itchy skin barrier
- For face, body, legs and soles
- Suitable for all ages (including babies)
- No steroid, alcohol, parabens
- No scent, fragrance and preservatives
- Made in Australia



SHARYLN CO  
Relieve Eczema Itch

Shop Now

Sharyln & Co

**I MOISTURISE YOU**  
KARE Body Soother

- Relieve dryness from eczema
- Instantly feel on the skin
- Suitable for all ages (adults and children)
- No steroid, alcohol, parabens
- Hypoallergenic



SHARYLN CO  
Enjoy Hydrated Calm Skin

Shop Now

Sharyln & Co

**I MOISTURISE YOUR DRY FLAKY SKIN**  
KARE Body Soother Cream

- Relieve dryness from eczema and psoriasis
- Instantly feel on the skin without stickiness
- Suitable for all ages (adults and children)
- No steroid, alcohol, parabens and fragrances
- Hypoallergenic



SHARYLN CO  
Enjoy Hydrated Calm Skin


Shop Now

Sharyln & Co

**I KEEP YOUR FACE**  
SOOTHED AND HYDRATED

KARE Skin Soother Moisturiser

- Repair and strengthen skin barrier
- Nourish your skin
- Soothe sensitive, irritated and itchy skin
- Suitable for eczema, rosacea, psoriasis



SHARYLN CO  
Repair and Nourish Your Skin

Shop Now

Sharyln & Co

**Customer's Story**

★★★★★

Having my experience with your products...

I have been suffering from eczema for years. I have tried many different creams and lotions but none have worked for me. I found KARE Eczema Soother Toner, KARE Body Soother Cream and KARE Skin Soother Moisturiser. These products have worked for me!

If you are suffering from eczema, I highly recommend that you try KARE products and you will see the difference in your skin. It has really helped me with my eczema and I am now able to enjoy my skin again.



5 Stars Rating on Google

SHARYLN CO  
Customer's Story

Shop Now





# Competitive Analysis - Social Media Ads

Facebook Ads - Bioderma Singapore

Started: July 2024

Platforms: Facebook, Instagram, Audience Network and

Messenger

Total Ads: 4

Ad 1	Ad 2	Ad 3	Ad 4
<p>Library ID: 1554977947144255</p> <p>Ad ID: 1554977947144255</p> <p>Started running on: 19 Jul 2024</p> <p>Platforms: Facebook, Instagram, Audience Network, Messenger</p> <p>See ad details</p>	<p>Library ID: 1554977947144255</p> <p>Ad ID: 1554977947144255</p> <p>Started running on: 19 Jul 2024</p> <p>Platforms: Facebook, Instagram, Audience Network, Messenger</p> <p>See ad details</p>	<p>Library ID: 1554977947144255</p> <p>Ad ID: 1554977947144255</p> <p>Started running on: 19 Jul 2024</p> <p>Platforms: Facebook, Instagram, Audience Network, Messenger</p> <p>See ad details</p>	<p>Library ID: 1554977947144255</p> <p>Ad ID: 1554977947144255</p> <p>Started running on: 19 Jul 2024</p> <p>Platforms: Facebook, Instagram, Audience Network, Messenger</p> <p>See ad details</p>
<p><b>BIODERMA</b> Sensiderm</p> <p>It's not just a skin cream, it's your skin's best friend. Sensiderm is a gentle, non-irritating cream that helps soothe and protect your skin. It's perfect for sensitive skin and can be used on your face and body.</p> <p>Shop now</p>	<p><b>BIODERMA</b> Sensiderm</p> <p>It's not just a skin cream, it's your skin's best friend. Sensiderm is a gentle, non-irritating cream that helps soothe and protect your skin. It's perfect for sensitive skin and can be used on your face and body.</p> <p>Shop now</p>	<p><b>BIODERMA</b> Sensiderm</p> <p>It's not just a skin cream, it's your skin's best friend. Sensiderm is a gentle, non-irritating cream that helps soothe and protect your skin. It's perfect for sensitive skin and can be used on your face and body.</p> <p>Shop now</p>	<p><b>BIODERMA</b> Sensiderm</p> <p>It's not just a skin cream, it's your skin's best friend. Sensiderm is a gentle, non-irritating cream that helps soothe and protect your skin. It's perfect for sensitive skin and can be used on your face and body.</p> <p>Shop now</p>

# Competitive Analysis - Social Media Ads

Category		Sharyn & Co.	Cetaphil	Bioderma
Audience Targeting	Demographics, Interests	Targets women aged 18-35 interested in skincare and natural products.	Targets women and men aged 18-45 with sensitive skin concerns.	Targets women aged 18-45 with specific skin conditions like eczema and acne.
Ad Content	Messaging and Value Proposition	Focuses on personalized skincare solutions with natural ingredients.	Emphasizes dermatological expertise and trustworthiness.	Highlights scientific research and effective solutions for sensitive skin.
	Visual Elements	Uses high-quality images and videos showcasing product use and results.	Utilizes professional imagery and video testimonials from dermatologists.	Employs a mix of infographics and before/after images to demonstrate product efficacy.
Ad Types	Formats Used	Primarily uses carousel and single image ads.	Uses a mix of video, carousel, and story ads. <a href="#">Click here to Slide 26</a> for reference	Leverages video, carousel, and interactive story ads. <a href="#">Click here to Slide 27</a> for reference
Engagement	Likes, Shares, Comments	Moderate engagement with room for improvement.	High engagement rates with many likes, shares, and comments.	High engagement with significant shares and comments on educational content.

# Competitive Analysis - Social Media Ads

## Competitive Analysis Summary

### Key Areas of Excellence:

#### Cetaphil

##### High Engagement Rates:

Cetaphil achieves high engagement rates with many likes, shares, and comments, indicating that their content resonates well with their audience.

##### Effective Use of Ad Formats:

Utilizes a mix of video, carousel, and story ads which are effective in capturing audience attention and driving engagement.

##### Urgent CTAs:

Uses clear and urgent CTAs like "Buy Now" and "Limited Time Offer" to drive conversions.

#### Bloderma

##### Large Follower Base:

Bloderma has a massive follower base, indicating strong brand recognition and loyalty.

##### Educational Content:

High engagement with educational content, including infographics and before/after images, which demonstrate product efficacy effectively.

##### Utilization of Facebook Live:

Uses Facebook Live for Q&A sessions and product launches, engaging their audience in real-time interactions.



# Competitive Analysis - Social Media Ads

## Opportunities for Sharyln & Co.:

### Engagement Tactics:

Sharyln & Co. can implement more interactive content such as giveaways and polls to drive engagement similar to Cetaphil.

### Content Educational Value:

Develop more educational content such as 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 such as Q&A and product demonstrations to engage with followers in real-time.

### Urgency in CTAs:

Incorporate more urgent CTAs in advertisements to drive immediate action from the audience.

### Content Variety and Posting 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



[cetaphilfriends.com.sg](http://cetaphilfriends.com.sg)  
[www.cetaphilfriends.com.sg/](http://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...

Sponsored



[cetaphilfriends.com.sg](http://cetaphilfriends.com.sg)  
[www.cetaphilfriends.com.sg/](http://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



[www.cetaphilfriends.com.sg/](http://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/](http://www.cetaphilfriends.com.sg/)

### Bright Healthy Radiance

Formulated with Sea Daffodil Extract & Niacinamide to brighten your skin

Sponsored



Cetaphil Singapore  
[www.cetaphil.com.sg](http://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

# Competitive Analysis - Search Engine Marketing

Cetaphil	
Category	
Keywords	Focuses on keywords like "sensitive skin care," "eczema treatment," and "moisturizers for dry skin."
	<b>Keyword Match Types</b> <b>1. Broad Match</b> • <b>Cetaphil:</b> Likely using broad match for general terms like "sensitive skin care," "eczema treatment," and "moisturizer." <b>2. Phrase Match</b> • <b>Cetaphil:</b> Using phrase match for more specific searches like "best moisturizer for eczema," "sensitive skin moisturizer." <b>3. Exact Match</b> • <b>Cetaphil:</b> Likely using exact match for highly specific keywords such as "Cetaphil eczema treatment," "Cetaphil for sensitive skin."
Ad Copy	<b>Headlines:</b> • "Cetaphil - Gentle on Sensitive Skin" • "Dermatologist Recommended Skin Care" • "Clinically Proven Moisturizers" <b>Descriptions:</b> • "Discover Cetaphil's range of gentle, effective skincare products designed for sensitive skin." • "Trusted by dermatologists worldwide. Clinically tested for sensitive skin. Buy now!" • "Keep your skin hydrated and healthy with Cetaphil. Free from harsh chemicals."
	<b>Unique Selling Propositions (USPs)</b> • Dermatologist recommended. • Clinically tested formulas. • Suitable for sensitive skin. • Gentle and effective.

# Competitive Analysis - Search Engine Marketing

Landing Pages	<p><u>Cetaphil (cetaphil.com.sg)</u></p> <ul style="list-style-type: none"> <li>• <b>Page Design and Content:</b></li> <li>• <b>Clean Layout:</b> Uses a clean and minimalistic design that emphasizes product images and benefits.</li> <li>• <b>Informative Content:</b> Provides detailed descriptions of product benefits, ingredients, and usage instructions.</li> <li>• <b>Clinical Information:</b> Includes clinical studies and dermatologist recommendations to build credibility.</li> <li>• <b>Customer Reviews:</b> Features user testimonials and reviews to enhance trust and social proof.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Call to Action (CTA):</b></li> <li>• <b>Clear CTAs:</b> Prominent "Buy Now," "Learn More," and "Find a Store" buttons to guide users.</li> <li>• <b>Easy Navigation:</b> Simplifies the user journey with easy access to product categories and related articles.</li> </ul>
Ad Extensions	<ul style="list-style-type: none"> <li>• <b>Site Link Extensions:</b></li> <li>• Links to specific product categories (e.g., "Moisturizers," "Cleansers," "Baby Products").</li> <li>• Links to informative pages such as "Skin Care Tips" and "Product Benefits."</li> <li>• <b>Callout Extensions:</b></li> <li>• Highlight features like "Dermatologist Recommended," "Clinically Tested," and "Gentle on Skin."</li> <li>• <b>Structured Snippets:</b></li> <li>• Categories like "Skin Types" (Sensitive, Dry, Oily) and "Product Types" (Cleansers, Moisturizers, Serums).</li> <li>• <b>Location Extensions:</b></li> <li>• Displaying nearby stores where Cetaphil products can be purchased.</li> </ul>
Bidding Strategies	<p><b>Ad Position and Visibility:</b> High ad visibility at 86%, indicating competitive bidding to secure top ad positions.</p> <p><b>Keyword Focus:</b> Likely prioritizes high-intent keywords such as "cetaphil moisturizing cream" and "cetaphil gentle skin cleanser" to ensure relevant traffic.</p> <p><b>Cost-Per-Click (CPC):</b> Likely maintaining a balance between competitive bids and cost management to maximize ROI.</p>
Performance Metrics	<p><b>Click-Through Rate (CTR):</b> 2.35%</p> <p><b>Conversion Rate:</b> Not provided in the initial data, but generally aligned with industry standards for high-performing brands.</p>



# Marketing Prioritization

	<i>Costly to execute but potentially high impact. <b>Medium priority</b></i>	<i>Easy to execute and high impact, must be done. <b>Top priority</b></i>
<b>High Impact</b>	<ul style="list-style-type: none"> <li>● <b>SEO Optimization:</b> Comprehensive SEO strategy including keyword research, on-page and off-page optimization.</li> <li>● <b>Influencer Marketing:</b> Partnering with skincare influencers for promotions.</li> <li>● <b>High-Quality Video Production:</b> Creating professional video content for tutorials, product demos, and customer testimonials.</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Email Marketing:</b> Regular newsletters, promotional emails, and personalized offers.</li> <li>● <b>Content Marketing:</b> Blog posts, skincare tips, and educational articles.</li> <li>● <b>Social Media Marketing:</b> Regular posts, engagement, and targeted ads on platforms like Instagram and Facebook.</li> <li>● <b>Word of Mouth:</b> Encourage customer referrals and leverage testimonials.</li> </ul>
<b>Low Impact</b>	<p><i>Costly to execute with low returns. <b>Do not execute!</b></i></p> <ul style="list-style-type: none"> <li>● <b>Traditional Advertising:</b> TV, radio, and print ads.</li> <li>● <b>Billboard Advertising:</b> Expensive with potentially low ROI for a niche market.</li> </ul>	<p><i>Easy to execute but not much impact on marketing results. <b>low priority</b></i></p> <ul style="list-style-type: none"> <li>● <b>Basic Brochures and Flyers:</b> Simple printed materials for local distribution.</li> <li>● <b>Basic Social Media Posts:</b> Regular but non-targeted and non-engaging content.</li> </ul>
	<b>\$\$\$ High Cost to Execute</b>	<b>\$ Low Cost to Execute</b>

# Customer Journey (Content)

Customer Lifecycle Stage	Digital Marketing Channels	Content Ideas (Copywritten titles)
<b>Awareness</b>	SMM SMM Ads SEO SEM	<p><b>Social Media Ads:</b></p> <ul style="list-style-type: none"> <li>• <b>Targeted Ads:</b> Utilize Facebook and Instagram ads targeting parents in Singapore with interests in childcare, eczema, or natural skincare.</li> <li>• <b>Eye-Catching Creatives:</b> Use visuals featuring happy children with clear skin alongside headlines like "Worried About Your Child's Eczema? There's Hope!"</li> <li>• <b>Compelling Copy:</b> Briefly address the struggles of eczema and highlight Sharyln's expertise in personalized consultations.</li> <li>• <b>CTA:</b> "Learn More About Eczema Solutions for Children" (linking to a relevant blog post on the website).</li> </ul> <p><b>SEO &amp; SEM:</b> Conduct keyword research and optimize website content for terms like "eczema in children," "natural eczema treatment Singapore," "personalized skincare consultations for kids."</p> <p><b>Blog Posts:</b> Create informative blog posts on Sharyln &amp; Co.'s website addressing common concerns:</p> <ul style="list-style-type: none"> <li>• "The Causes and Triggers of Eczema in Children"</li> <li>• "Safe and Effective Strategies for Managing Eczema"</li> <li>• "The Benefits of Personalized Care for Children's Eczema"</li> </ul>

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# Customer Journey (Content)

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



# Customer Journey (Content)

Customer Lifecycle Stage	Digital Marketing Channels	Content Ideas (Copywritten titles)
<i>Decision</i>	Online Purchase Phone Call WhatsApp	<ul style="list-style-type: none"><li>• <b>Booking Process:</b> Ensure the booking process for consultations is smooth and convenient (online booking, phone call, WhatsApp message).</li><li>• <b>Free Initial Consultation:</b> Offer a free 15-minute initial consultation to address Sarah's specific concerns and showcase the value of Sharyln's expertise.</li><li>• <b>Transparent Pricing:</b> 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.</li><li>• <b>Testimonials &amp; Reviews:</b> Encourage satisfied clients to leave positive reviews on the website and social media platforms.</li></ul>

## Additional Tips:

- **Partner with pediatricians and dermatologists:** Gain referrals and build trust by collaborating with healthcare professionals.
- **Social Media Engagement:** Actively engage with parents on social media platforms, offering helpful advice and support related to eczema management.
- **Mobile-Friendliness:** Ensure all content and website features are optimized for mobile devices.

# Marketing Funnel

