

Executive Summary

Product Overview:

- **Personalized Consultations:** Tailored skincare plans based on individual needs and conditions, led by Sharyln, who has 19 years of skincare experience.
- **Natural Ingredients:** Products formulated with natural, safe ingredients, free from harmful chemicals and suitable for all ages, including babies.
- **Comprehensive Care:** Offering video consultations, personalized recommendations, home treatment kits, and in-centre treatments to provide a holistic approach to skincare.
- **Steroid-Free Solutions:** Focus on providing effective, steroid-free treatments for eczema and acne, catering to customers looking to wean off steroid use.

Market Strategy:

Attract Parents Worried About Childhood Eczema:

- **Social Media:** Targeted ads and engaging content on Facebook and Instagram.
- **Search Engine Visibility:** Improve website ranking for relevant eczema-related searches.

Nurture Interest & Highlight Expertise:

- **Blog Posts & Landing Pages:** Informative content addressing eczema concerns and showcasing benefits of personalized consultations.

Convert Interest Into Bookings:

- **Landing Page Optimization:** High-converting landing page focused on free consultations.
- **Website Optimization:** User-friendly website with clear information on consultations, pricing, and testimonials.

Track & Optimize for Success:


- Monitor key metrics for each channel to measure effectiveness and adjust strategies throughout the campaign..

Persona / Ideal Customer


Persona: Sarah Tan - The Dedicated Eczema Mama



Sarah Tan


Age/Gender
35/Female


Location
Singapore


Occupation
HOD Nurse


Family Status
Parent

Bio

Sarah is a caring mother who is looking for solutions to help her child with eczema. She is dedicated to finding effective treatments and keeping her child's skin condition under control.

Motivations

Sarah is motivated by the well-being and comfort of her child. She is willing to invest in quality products that can help improve her child's health.

Devices

Smartphone, Laptop

Goals

To find a product that can effectively manage her child's eczema and provide relief from symptoms

Pain Points

Frequent application creams, constant monitor of the progress of her child's skin condition

Brand Affiliations

Open to trying out new brands that offer effective solutions for eczema.

Persona / Ideal Customer

Psychographic Information	
Life stage	Young Parents
Challenges	<i>Finding treatments that effectively control her child's eczema without causing side effects or irritation can be a trial-and-error process.</i>
Core Values & Beliefs	<p>Customer Focus: They prioritize the needs and preferences of their clients, aiming to boost their confidence through clear skin.</p> <p>Personalized Solutions: They believe in customized approaches, getting to know clients through video consultations before recommending solutions.</p>

Persona / Ideal Customer

Service Needs & Preferences	
Online Behaviour	<p>Frequently searches for health-related information, particularly about eczema and skin care solutions.</p> <p>Reads articles, blogs, and forums about managing eczema in children.</p>
Preferred Communication Channels	Email, social media, Health and Parenting Forums
Service Expectations	<ul style="list-style-type: none"> • Product Quality: Ensure all products meet high standards of quality and efficacy. • Transparent Information: Provide comprehensive and clear product details. • Honest Feedback: Encourage and display customer reviews and testimonials.
Price Sensitivity	<p>Sarah is willing to pay more for eczema products with proven efficacy, high-quality ingredients, convenience, comprehensive care, personalization, excellent customer support, and ethical practices. She avoids overly cheap products due to quality concerns and finds excessively priced items unjustifiable without clear added value.</p>

SWOT Analysis of Sharyln & Co

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> 1. Educational Content: Provides detailed information on skincare conditions and treatments. 1. Expert-Led Services: Highlights Sharyln's experience and personalized consultations. 	<ul style="list-style-type: none"> 1. Visual Appeal: Might not have as many captivating visuals and interactive features as its competitors. 1. Call-to-Action (CTA): Calls to action (CTAs) may lack prominence or persuasion to boost conversions.
OPPORTUNITIES	THREAT
<ul style="list-style-type: none"> 1. Simplified Navigation: Improving navigation for a more user-friendly experience. 1. Strong CTAs: Incorporating clear and persuasive CTAs to direct visitors towards booking consultations or making purchases. 	<ul style="list-style-type: none"> 1. Competitor SEO Strategies: Sharyln & Co may be outranked in search results by competitors with more robust SEO strategies. 1. Alternative Solutions: The availability of affordable over-the-counter products and do-it-yourself remedies.

Competitive Analysis - Website

Home Page: Cetaphil Singapore (Desktop/Mobile)

Hero banner



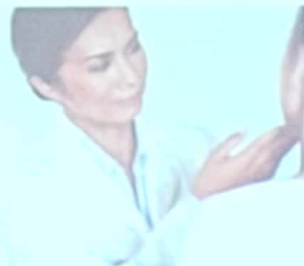
Discover more from Cetaphil

Get the best look for your skin with our new products.

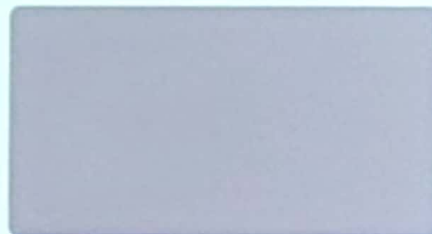


#1 Dermatologist Recommended

Cetaphil is the most recommended skin care brand in Singapore. It's the only brand that's been recommended by 100% of dermatologists in Singapore.



RECOMMENDED BY DERMATOLOGISTS,
LOVED BY SKIN



10% of people around the world say that they have some degree of skin sensitivity. When partnered with dermatologists, we identify 5 signs of sensitivity, and our products are clinically tested to defend against these 5 signs and improve the texture of your skin.

1 Dryness

DRYNESS

Dryness is a common condition that causes skin to feel itchy, irritated, and flaky. It can be caused by a variety of factors, including weather, age, and skin type.

THE SOLUTION

Restoring skin's natural barrier is the key to preventing dryness. Our products are clinically tested to help restore the skin's natural barrier and improve the texture of your skin.

2 Irritation

3 Roughness

4 Tightness



NEW LOOK,
NEW FORMULAS,
NEW RESULTS

Learn more

Discover more from Cetaphil

Get the best look for your skin with our new products.



Competitive Analysis - Website

Category		Sharlyn & Co https://sharyln.co/	Cetaphil https://www.cetaphil.com.sg/	Bloderma https://www.bloderma.sg/
Design and Usability	User Interface (UI) Design	Clean and professional layout, but can be improved with more engaging visuals and interactive elements.	Modern and visually appealing design with a focus on simplicity and clarity. <i>*Click here to view slide 10 - hero banner</i>	Attractive and professional design banner slider with high-quality images. <i>*Click here to view slide 10 - hero banner</i>
	User Experience (UX)	Navigation is straightforward, but some pages have dense text, which might be overwhelming.	Excellent user experience with intuitive navigation and clear CTAs. <i>*Click here to view slide 10 - hero banner</i>	User-friendly interface with well-organized content and easy navigation and clear CTAs. <i>*Click here to view slide 11 - hero banner</i>
	Mobile Responsiveness	The site is mobile-friendly but could be optimized further for faster load times on mobile devices.	Fully optimized for mobile with fast load times and easy navigation.	Good mobile experience but slightly slower load times compared to competitors.
Content	Quality and Relevance	Detailed and informative content on skincare solutions, but can be more engaging with multimedia elements.	High-quality content focused on skin health, using a mix of articles, videos, and FAQs.	Comprehensive content with a strong emphasis on scientific information and skincare tips.
	Content Strategy	Lacks a clear content strategy targeting specific personas and their pain points.	Well-defined strategy with regular updates and user-focused content.	Effective content strategy with a variety of formats including articles, videos, and infographics.
SEO and Visibility	Keywords and Optimization	Basic keyword usage, but lacks depth in SEO optimization.	Strong SEO with effective keyword use and optimization.	Well-optimized content with strategic keyword placement.
	Backlink Profile	Needs improvement; limited backlinks from authoritative sites.	Extensive backlink profile from reputable sources.	Strong backlink profile with numerous links from high-authority sites.

Competitive Analysis - Website

Category		Sharyn & Co https://sharyn.co/	Cetaphil https://www.cetaphil.com.sg/	Bloderma https://www.bloderma.sg/
Technical Performance	Site Speed	Moderate; needs improvement for a better user experience.	Fast load times enhancing user experience.	Good, but can be optimized further.
	Security (HTTPS)	Secure, but should highlight security features to build user trust.	Secure with visible trust signals.	Secure, with clear emphasis on user data protection.
Social Media Presence	Integration and Activity	Active on social media but can enhance engagement with more frequent posts and interactive content.	Strong social media presence with regular posts and high engagement Campaigns: Effective use of social media campaigns to drive traffic and engagement.	Active and engaging social media presence with varied content. Campaigns: Uses social media effectively to promote products and engage with users.
Marketing Tools	Use of Analytics	Basic use of analytics; room for more in-depth analysis to tailor marketing strategies.	Comprehensive analytics providing insights into user behavior.	Advanced analytics for detailed user insights
	Email Marketing Integration	Limited; can be improved to drive engagement and retention.	Effective email campaigns driving customer engagement and retention.	Strong email marketing strategies with high engagement rates.
Customer Engagement	Reviews and Testimonials	Limited; needs more visible and varied customer feedback.	Extensive use of customer reviews and testimonials.	Strong emphasis on customer feedback and success stories.
	Interactive Elements	Few; can incorporate more interactive features like polls and chatbots.	Engages users with interactive content and tools.	Uses interactive elements effectively to engage users.

Competitive Analysis - Website

Summary

Key Areas Where Competitors Excel:

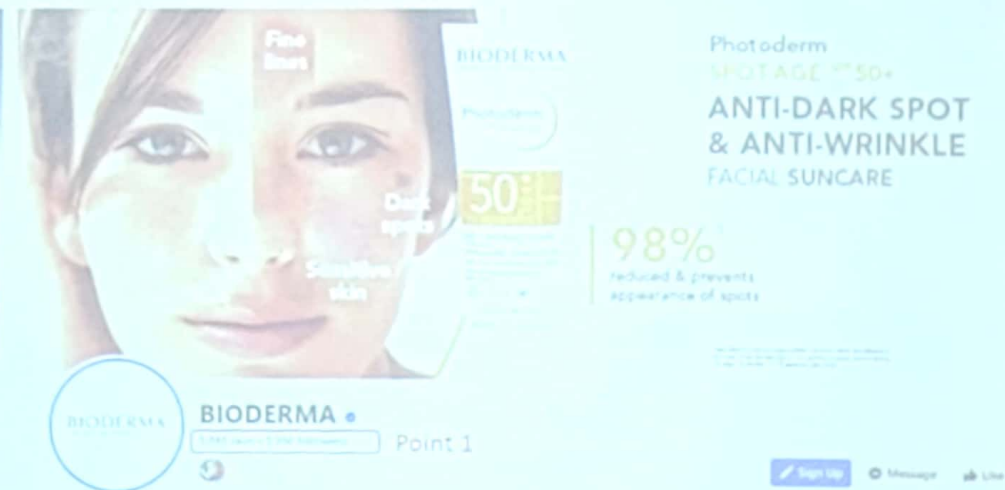
- **Cetaphil:** Modern design, strong SEO, comprehensive content strategy, and high social media engagement.
- **Bioderma:** Attractive design, scientific content, effective SEO, and strong social proof.

Opportunities for Sharyln & Co:

- **Design and Usability:** Enhance visual appeal and mobile optimization.
- **Content:** Develop a clear, engaging content strategy with multimedia elements.
- **SEO:** Improve keyword optimization and backlink profile.
- **Technical Performance:** Optimize site speed and highlight security features.
- **Social Media:** Increase activity and engagement with interactive content.
- **Marketing Tools:** Utilize advanced analytics and effective email marketing.
- **Customer Engagement:** Display more reviews and incorporate interactive elements.

Competitive Analysis - Social Media

Facebook Page: Cover Image



Best Practise: Utilising cover image with creative approach by showcasing new/current products, benefits, promotions or events.