

# Social Media Marketing



## Marketing Your Content



# Campaign Brief

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# About the company

PYUR(commonly known as PYURLondon) is a British multinational skincare brand, now owned by parent company Coty, Inc. PYUR was founded by John Pyur as a shaving cream in 1945, in Regent Street, London, England.[1] Within a year of opening, John Pyur came to create many men's and women's grooming products, including his best-known, three-step skincare regimen solution.

With creative success with these products, PYUR began creating products such as beard oil, hand creams, cleansing solutions, shaving products for women, and mouth rinses. Today, the brand is one of the world's most popular unisex skincare brands.

Company website:

<https://udacity.github.io/nd018-Social-Media-Marketing/>



# Objective

PYUR's history is rooted in innovation from inventing the first shaving solution to stop ingrown hairs, 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 skin care today. The project consists in 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 their targeted audience of men vs. women.**



# Target, Brand Voice and Insight

## **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, irritation, and evens out skin tone.

## **Consumer Message Takeaway**

Skincare to accommodate an active lifestyle.



# Requirements and Budget

## **Mandatory Requirements**

- Facebook paid media plan
- A three-month organic social media campaign that features a Livestream activation OR a giveaway contest w/ an influencer

## **Campaign Budget**

Paid Media: \$8000

Influencer campaign: \$2000



# Organic Social Media Strategy

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# Insights and Recommendations

Review the Fall 2023 Facebook awareness campaign dataset under the **Facebook Organic Data** tab. Identify 3 key insights/observations and one improvement for each.

1	<i>Video testimonials outperformed photo testimonials</i>
	<i>Reformat testimonial posts into videos or carousel posts to encourage engagement</i>
2	<i>Videos drive the most reach and engagement. Photo posts averaged 600 views and 20 engagement</i>
	<i>Double down on video content for awareness campaigns. Allocate more resources to producing engaging video creatives (e.g., short how-tos, product demos, or video testimonials)</i>
3	<i>Late November had a higher spike in reach compared to early November</i>
	<i>Increase post frequency during high-interest periods like holidays or product launches</i>





# Identify your platforms

Based on the provided documents and campaign brief, identify **social media platforms** you will use to market. For each platform, explain why and how these platforms support your campaign objectives.

## 1 **Facebook**

*Outside of being required for the campaign, it is also a platform proven to reach men and women aged 21-45. It supports both paid ads and organic reach through posts, videos/Reels, and Livestreaming, and allows location segmenting*

## 2 **Instagram**

*Ideal for skincare and lifestyle branding due to its visual-first nature. The target audience is highly active on Instagram, making it an excellent space for showcasing product benefits through photos, Reels, Stories, and influencer collaborations.*

## 3 **YouTube**

*Can be used for educational and informative content of PYUR's products, like tutorials and demonstrations*



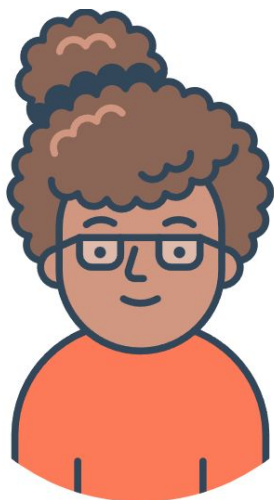
# Identify your audience

You are provided with multiple buyer personas that you can find in the project guide and [can download from here](#). Fill out the next slide based on these personas. For each one, please fill out their name, job title, demographic information, and 3 details from their information sheet. We filled out the first persona for you; you need to do the others on the next slide.

	<i>Pharmaceutical Phil</i>
	<i>Pharmaceutical Sales Specialist</i>
	<i>45 to 54 years</i>
	<i>Wants quick and easy morning grooming</i>
	<i>Have sensitive skin</i>
	<i>Bad experiences with over-the-counter products</i>



# Identify your audience



<i>Wendy the Web Developer</i>
<i>Web Developer</i>
<i>35-44 Years</i>
<i>Wants effective acne solution</i>
<i>Extreme dry skin during winter</i>
<i>Enjoys hackathons and brunching with friends</i>



<i>Realtor Rich</i>
<i>Real Estate Agent</i>
<i>35-44 Years</i>
<i>Wants to build a real estate business</i>
<i>Dry and itchy skin</i>
<i>Ingrown hairs caused skin discoloration</i>



<i>Marketing Michelle</i>
<i>Marketing Manager</i>
<i>25-34 Years</i>
<i>Enjoys working out</i>
<i>Skincare is not a priority</i>
<i>Wants an easy, non-fussy regimen</i>



# Content Theme Sample Post

Create a mock post, that includes:

- Content Theme (Core of the brand, Calendar, Conversational)
- Matching image
- 1-3 sentence description, including a call to action



*Core of the brand: Lifestyle*

*For clearer, smoother skin, PYUR's 3-step plant-based solution unclogs pores, fights blemishes, and hydrates for a confident, fresh look all day. Perfect for an active lifestyle.*

*Try our 3-step system today!*

Photo by Ketut Subiyanto:

<https://www.pexels.com/photo/portrait-of-woman-wearing-sportswear-5038831/>

post here  
product image for the



# Calendar with 12 different posts

	Facebook	Instagram	YouTube
Sunday	Weekend Getaway 5pm Conversational Feed + Stories	Weekend Confidence Boost 11am Lifestyle Feed	Live Demo + Q&A Replay 7pm Conversational Video
Monday	Glow Starts Here 10am Core of the brand Feed	Morning Glow Routine 8am Lifestyle Reel	
Tuesday		This or That 6pm Conversational Stories	How to Use PYUR 3-Step 12pm Core of the Brand Video
Wednesday	Ask PYUR Live 7pm Conversational Live		
Thursday		Behind the Brand 3pm Core of the Brand Carousel	Expert Skincare Tips 5pm Informative Video
Friday	Customer Testimonial 12pm Lifestyle Feed		
Saturday			PYUR Success Stories 2pm Lifestyle Shorts



# Growth Strategy

Please provide a tactic that will help grow a new audience on social media. You need to provide the who, what, where and a description of how will it grow the channel.

<b>Target Audience</b>	<i>Men and women ages 21–45 in U.S. cities (NYC, Chicago, Miami, Dallas, Houston, LA) who care about skincare, confidence, and healthy lifestyles.</i>
<b>Tactic / Marketing Strategy</b>	<i>“Micro-Influencer Giveaway Collab” – Send free PYUR 3-step kits + \$300–\$500 fee to 3 micro-influencers, with the option of a nano-influencer if budget allows. Each runs a giveaway: “Follow PYUR, tag 2 friends, and share this post for a chance to win a kit.”</i>
<b>Channel</b>	<i>Instagram, with possible cross-posting to Facebook</i>
<b>How will it grow the channel</b>	<i>Nano-influencers are more authentic and seen as “real people”, and micro-influencers are highly trusted with more engagement, so audiences are more likely to take action. In addition, tagging friends will then spread brand awareness organically, and giveaways will drive visibility and scale, while staying within the influencer budget.</i>



# PYUR Social Media Moderator's Guide

Ensuring a consistent brand voice across multiple page managers.

Brand Voice:	Do's:	Don'ts:
<ul style="list-style-type: none"><li>• Proven to work</li><li>• Trustworthy</li><li>• Modern &amp; Stylish</li><li>• Informative</li></ul>	<ul style="list-style-type: none"><li>• Use positive, inclusive language</li><li>• Highlight results and plant-based innovation</li><li>• Reply within 24 hours</li></ul>	<ul style="list-style-type: none"><li>• Use slang/off-brand humor</li><li>• Make unverified claims</li><li>• Ignore customer complaints</li></ul>

## Example Responses:

### Positive comment:

*"Thanks for showing us your PYUR glow! We love hearing your results."*

### Negative comment:

*"We're sorry to hear this! Please DM us and we'll make it right."*



# Paid Social Media Plan

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# Insights and Recommendations

Review the Fall 2023 Facebook awareness campaign dataset under the **Facebook Paid Data** tab. Identify 3 key insights/observations and one improvement for each.

1	<i>Awareness Testimonial Video reached more users at 62% less cost</i>
	<i>Since the video had more impressions and reach, invest more in the video content for paid campaigns</i>
2	<i>Awareness Product Feature Static Image had a significantly higher engagement ratio relative to spend and reach</i>
	<i>Make Testimonial creative more interactive with captioned videos or story hooks to combine the broad reach of video with the engagement rates of images</i>
3	<i>Despite the amount spent, the reach, and impressions, the click rate was significantly low for both ads.</i>
	<i>Strengthen the CTAs with verbiage like "Limited offer available now" or "Shop the 3-step solution today" and test out CTA buttons in Facebook Ads Manager</i>



# Campaign Details

**Based on the campaign brief (from slide 3-6 or from the classroom), identify the campaign objective, budget, and platforms you will run ads**

<b>Campaign Objective</b>	<i>Develop a marketing campaign for the fall season to increase awareness of PYUR's new 3-step solution in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.</i>
<b>Budget</b>	<i>Paid Media:\$8,000 and Influencer: \$2,000</i>
<b>Platforms</b>	<i>Facebook and Instagram for ads using Facebook Ads Manager (because it can run ads for both platforms)</i>



# Target Audience

Review **the campaign brief** to identify target audience demographics, Geo-targeting and behavioral targeting

<b>Audience Demographics</b>	<i>Men and women age 21-45</i>
<b>Geo-targeting</b>	<i>New York, Chicago, Miami, Dallas, Houston, and Los Angeles</i>
<b>Behavioral targeting</b>	<i>Those who support an active lifestyle, show interest in health and skincare, and follow skincare and/or lifestyle influencers</i>



# Facebook Ad mockups

Based on the campaign objective, create ad mockups for the Facebook A/B test. The ads must include:

- an image that represents the brand - [PYUR website](https://www.pyur.com/)
- post text caption
- call-to-action.

## Ad for Women



*Glow with confidence. PYUR's 3-step solution smooths, hydrates, and evens your skin tone—all with plant-based care.*

*Shop Now*

## Ad for Men



*From the boardroom to the gym, clear skin builds confidence. PYUR's 3-step system fights blemishes and irritation daily.*

*Learn More*



# Facebook A/B test

Name of the Ad	Campaign Objective	KPI	Audience	Total Budget
Glow Starts Here – Women	Awareness (build recognition of PYUR’s 3-step solution)	Reach, Engagement, CTR	Women, ages 21–45, in 6 target cities; interests in skincare, beauty, wellness	\$4,000
Glow Starts Here – Men			Men, ages 21–45, in 6 target cities; interests in grooming, skincare, fitness, lifestyle	
Goal of the test:		To determine if the message of PYUR’s 3-step solution resonates more with men or women, and whether content messaging determines higher awareness and engagement		
Next steps:		If women’s ad does better, allocate spending towards female messaging, or vice versa. Use data to refine messaging and themes for next campaign.		



# Influencer Overview

**Based on the campaign brief,** provide an overview of the details of an influencer campaign you would create.

<b>Influencers target audience</b>	<i>Men and women, ages 21–45, in New York, Chicago, Miami, Dallas, Houston, and Los Angeles. Skincare-conscious, health-focused, and engaged with lifestyle/wellness content.</i>
<b>Type of influencer</b>	<i>Micro-influencers (10k–30k followers) in skincare, lifestyle, and fitness. High engagement rates, trusted by their communities, cost-effective for \$2,000 budget.</i>
<b>Activation Channels</b>	<i>Instagram (primary) and Facebook (cross-posted). Stories, Reels, and feed posts.</i>
<b>Launch date</b>	<i>Fall 2023</i>
<b>Duration</b>	<i>3 months</i>
<b>Total Cost</b>	<i>\$2,000 (\$400 - \$500 per influencer x 4 influencers, plus product gifting)</i>
<b>Proposed tactic</b>	<i>Influencer-led giveaway contest to boost awareness and attract new followers. Each influencer runs:</i>  <i>Post + Reel using PYUR’s 3-step solution</i>  <i>Giveaway rules: Follow @PYUR, tag 2 friends, and share this post</i>  <i>Prizes: Free PYUR 3-step kit for winners</i>  <i>This expands reach through authentic voices, builds credibility, and grows PYUR’s follower base by incentivizing shares and friend tagging.</i>