



# How Naked Chemistry Used SearchOwl's Market Analysis to Frame Content Marketing Strategies & Measure Trajectory

NOVEMBER 2024 | REPORT

## **Competitor Analysis of Social Media Content - US 2024**



### About the Offering

#### *Main Points of Contact*

Rachel Zeigler, Founder of Naked Chemistry.

#### *Company*

Naked Chemistry

#### *Industry*

Skincare, Beauty



## Background

**Naked Chemistry** is a boutique skincare company out of Los Angeles that specializes in vegan, sustainable, and cruelty-free ingredients such as lavender oil, coconut sugar, and jojoba oil. Founded in 2020, Naked Chemistry currently boasts a product line of cleansers, hydrators, and exfoliators- all are 100% natural and sustainable.



## The Mission

### *Ideating social media content around effective themes*

Naked Chemistry relies on Instagram social media content marketing to spread brand awareness. Formats such as Instagram posts, reels, and stories are all utilized.

Currently, common themes explored by the brand are environmental sustainability, product ingredients, diverse demographic applicability, product application procedure, and product application results.

Exploring current social media content, the brand conveys its mission to deliver "something that was effective, something that was made with clean ingredients and wouldn't harm my body in the long run; while being sustainable for the planet".

In our conversations with Rachel and analysis of current content marketing efforts, the mission resonated heavily, and we asked ourselves the question:

How can Naked Chemistry bring their content marketing to the next level, spreading awareness to a wider audience?



## The Solution

### *Delivering Competitor Insights for content inspiration*

SearchOwl provides market insights with a specialization in skincare. Utilizing our e-commerce platform and databases of skincare products, we are capable of helping businesses answer crucial questions, such as:

How are target consumer tastes changing?

What do target customers really want?

For Naked Chemistry, we applied our product framework and methodology to analyze common themes successful boutique skincare companies explore in their content marketing. We started by exploring non-sponsored product recommendations by skincare influencers. Using their hashtags we synthesized a list of appropriate brands, choosing brands that are most aligned with Naked Chemistry by size and product offerings.

## The Result

We were able to identify 10 unique themes from 3 fast-growing boutique skincare companies Naked Chemistry could potentially utilize in future marketing efforts.

We outlined exactly what makes the example content pulled from these companies successful, highlighting how they incorporated the themes.

"I enjoyed learning about content ideas and product information that I can use to educate and promote my brand more. Especially the info on bundling products and selling and promoting them together."

**Rachel Zeigler**, Founder of Naked Chemistry

We would like to extend special thanks to Naked Chemistry for partnering with us to conduct this market research project.

For more information on how SearchOwl can provide you market insights, please visit us at <https://searchowl.us/>