

# 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 *Posts with video content, particularly testimonial videos, achieve significantly higher engagement and reach compared to photo-based posts. For example, the testimonial video on 11/25/2023 achieved 3,200 reach and 1,209 video views, while most photo posts achieved less than 300 reach.*

*Focus more on creating video content, especially testimonial-style videos, to maximize engagement and reach. Include authentic user testimonials to build trust and showcase the product's effectiveness.*

2 *Lifestyle-themed posts have consistently higher reach (e.g., 555 on 11/14/2023) but lower engagement rates compared to testimonial and how-to posts.*

*Combine lifestyle-themed posts with a strong call-to-action (CTA) to encourage interaction, such as "Comment your skincare routine" or "Tag a friend who would love PYUR!"*

3 *How-to videos generate better engagement and video views compared to photo-based how-to posts. For example, the how-to video on 11/01/2023 achieved 170 reach and 135 video views, while photo-based how-to posts often had fewer than 90 reach.*

*Prioritize how-to videos in your content strategy. Use these videos to educate the audience about the 3-step skincare system and demonstrate its application, encouraging viewers to share or comment.*





# 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	<b>Facebook</b>
	<i>Facebook remains the primary platform for the campaign because it has a broad user base across diverse demographics, including the target audience of 21-45 years old. It allows for robust targeting, A/B testing, and effective engagement through video and photo posts, which align with PYUR's brand voice and objectives of increasing awareness for the 3-step solution.</i>
2	<b>Instagram</b>
	<i>Instagram is ideal for engaging the target audience due to its focus on visual content. The platform is highly popular among millennials and Gen Z (21-45 age group), particularly for lifestyle and skincare content. The use of Reels, Stories, and carousel posts can showcase product benefits creatively while connecting with younger, visually-driven audiences.</i>
3	<b>YouTube</b>
	<i>YouTube is a powerful platform for long-form educational content, making it an excellent choice for promoting how-to videos and testimonials. It provides an opportunity to reach a large audience interested in beauty and skincare tutorials, further aligning with the campaign's goal of showcasing the benefits of PYUR's 3-step skincare solution.</i>



# 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



*Wendy the Web Developer*

*Web Developer*

*35 to 44 years*

*Wants an acne solution that is effective*

*Struggles with extreme dry skin during the winter*

*Maintains and develops company websites*



*Realtor Rich*

*Real Estate Agent*

*35 to 44 years*

*Wants to build a business with independent contractors*

*Challenges finding products for razor-bump prone skin*

*Household income of \$120k*



*Marketing Michelle*

*Marketing Manager*

*25 to 34 years*

*Wants an easy, non-fussy skincare regimen*

*Leads strategies for campaign launches*

*Household income of \$75k*



# 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



## Conversational

*Are you tired of battling acne and uneven skin tone? PYUR's 3-step skincare solution is here to rescue your skin! Share your skincare struggles below and join the conversation with others who've transformed their skin with PYUR.*

*"Join the conversation and see how PYUR can work for you!  
#PYURSkincareJourney"*

post here  
product image for the



# Calendar and Cadence

Please provide a typical week's snapshot of your social media posting calendar. The calendar must include at **least 4 unique posts per platform** throughout the week, a total of **12 different posts**. All posts must align with the campaign objective!

Each post must include:

- Post Title
- Publish Time
- Content Theme
- Placement according to the platform

An example post:

	Facebook
Sunday	Five essentials for clean skin 12 p.m. Core of brand Feed and Stories

***Remove this slide***



# Calendar with 12 different posts

	Facebook	Instagram	Youtube
Sunday	5 Essentials for Clean Skin 12:00 PM Core of Brand Feed and Stories		"Top PYUR Tips: Get Your Glow Back This Fall" 11:00 AM Lifestyle YouTube Shorts
Monday	Kickstart Your Skincare Journey 10:00 AM Lifestyle Feed	"Glow Up Mondays with PYUR!" 9:00 AM Lifestyle Instagram Feed and Stories	
Tuesday			: "3 Steps to Clear Skin: PYUR's Fall Campaign" 10:00 AM Educational YouTube Channel (Full Video)
Wednesday	Customer Testimonial Spotlight 4:00 PM Conversational Stories	"Quick Morning Skincare Routine with PYUR" 12:00 PM How-To Instagram Reels and Stories	
Thursday			"Customer Testimonial Compilation: Real Stories with PYUR" 2:00 PM Testimonial YouTube Channel (Full Video)
Friday	Why PYUR is Perfect for You 6:00 PM Educational Feed and Stories	"Behind-the-Scenes: PYUR's Plant-Based Ingredients" 6:00 PM Core of Brand Instagram Feed	
Saturday		"Weekend Reset: PYUR Skincare Giveaway!" 10:00 AM Conversational Instagram Stories and Feed	"PYUR Influencer Livestream: Q&A on Skincare" 5:00 PM Conversational YouTube Livestream



# 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 aged 21-45 in the United States who are health-conscious, care about clear and healthy skin, and are active on social media platforms like Facebook, Instagram, and YouTube.</i>
<b>Tactic / Marketing Strategy</b>	<i>Create an engaging "Skincare Challenge" campaign encouraging users to share their skincare journey using PYUR products. Participants post before-and-after photos or videos using a branded hashtag (#PYURGlowChallenge) to win exclusive product bundles or gift cards. Collaborate with influencers to kickstart the challenge and boost visibility.</i>
<b>Channel</b>	<i>Instagram</i>
<b>How will it grow the channel</b>	<i>Instagram's visually-driven platform is ideal for showcasing transformations and user-generated content. The branded hashtag encourages organic reach and engagement, drawing in a wider audience. Collaborating with influencers will tap into their follower base, driving more traffic to PYUR's Instagram account and building a community around the brand.</i>



# 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>The "Awareness Testimonial" video campaign achieved significantly higher reach and impressions compared to the "Awareness Product Feature" campaign, with a lower CPM (\$1.28 vs. \$3.39).</i>   |
|   | <i>Focus more on video content, especially testimonial-style ads, as they resonate better with the audience and provide a higher return on investment for reach and impressions. Allocate a larger portion of the budget to testimonial videos in future campaigns.</i>         |
| 2 | <i>The "Awareness Product Feature" campaign had a higher frequency rate, indicating that users were shown the ad multiple times, but it resulted in lower engagement compared to the "Awareness Testimonial" campaign.</i>  |
|   | <i>Optimize ad frequency to avoid ad fatigue. Use retargeting strategies to deliver the "Product Feature" ads to new audiences rather than over-serving the same users. Additionally, consider testing different visuals or messaging for better engagement.</i>                |
| 3 | <i>Post engagement (likes, comments, shares) was relatively low across both campaigns despite the high impressions and reach.</i>   |
|   | <i>Incorporate stronger calls to action (CTAs) and interactive elements such as polls, quizzes, or incentives (e.g., discounts for engagement) to drive more post interaction. Testing different CTAs in A/B tests can help identify what resonates best with the audience.</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>Increase awareness of PYUR's new 3-step skincare solution in the target cities (New York, Chicago, Miami, Dallas, Houston, and Los Angeles) by engaging with men and women aged 21-45, focusing on clear and healthy-looking skin.</i>
<b>Budget</b>	<i>\$8,000 for Paid Media and \$2,000 for Influencer Campaigns.</i>
<b>Platforms</b>	<i>Facebook Instagram YouTube</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 aged 21-45 in the United States who value clear, healthy-looking skin and seek skincare solutions that align with an active, confident, and youthful lifestyle.</i>
<b>Geo-targeting</b>	<p>Focus on key metropolitan areas in the United States:</p> <ul style="list-style-type: none"><li>• <b>New York</b></li><li>• <b>Chicago</b></li><li>• <b>Miami</b></li><li>• <b>Dallas</b></li><li>• <b>Houston</b></li><li>• <b>Los Angeles</b></li></ul>
<b>Behavioral targeting</b>	<p><i>Individuals interested in skincare, wellness, and beauty products.</i></p> <p><i>Consumers who actively engage with health, beauty, and fitness content online.</i></p> <p><i>People who follow skincare influencers and beauty brands on social media platforms.</i></p> <p><i>Online shoppers looking for plant-based, chemical-free skincare solutions.</i></p>

# 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](#)
- post text caption
- call-to-action.

## Ad for Women



"Feel confident in your skin this fall! 🌟  
PYUR's 3-Step Solution fights acne, evens  
skin tone, and leaves you with softer,  
smoother skin naturally."

"Discover Your Glow ➡️ Click to Learn  
More!"

## Ad for Men



"Smooth skin starts here. 💪 Say goodbye to  
irritation and blemishes with PYUR's 3-Step  
Solution—tailored for active lifestyles."

"Upgrade Your Routine ➡️ Shop Now!"

# Facebook A/B test



Name of the Ad	Campaign Objective	KPI	Audience	Total Budget
Ad for Women	Increase brand awareness among women aged 21-45.	Engagement rate (likes, comments, shares).	Women, ages 21-45, in target cities (New York, Chicago, Miami, Dallas, Houston, Los Angeles).	\$4000
Ad for Men			Men, ages 21-45, in target cities (New York, Chicago, Miami, Dallas, Houston, Los Angeles)	

Goal of the test:	<i>The goal of the A/B test is to determine which ad resonates better with the target audience based on gender, in terms of engagement and impressions. This will help refine future campaigns and allocate the budget more effectively.</i>
Next steps:	<i>Analyze the engagement metrics (e.g., clicks, likes, shares) and impressions for both ads. Identify the stronger-performing ad based on engagement rates. Use the insights to tailor future content and optimize ad placement. Allocate more budget to the gender-specific campaign that shows higher engagement for the subsequent phase of the marketing campaign.</i>



# 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 aged 21-45 in New York, Chicago, Miami, Dallas, Houston, and Los Angeles, who are interested in skincare and active lifestyles.</i>
<b>Type of influencer</b>	Micro-influencers with a strong presence in skincare, health, and wellness niches. These influencers should have an engaged following between 10,000-50,000 followers on platforms like Instagram and TikTok.
<b>Activation Channels</b>	Instagram (Stories, Reels, and Posts), TikTok (Short-form Videos), and YouTube (Product Tutorials or Unboxing).
<b>Launch date</b>	<i>September 1, 2024</i>
<b>Duration</b>	<i>3 months (September 1 - November 30, 2024)</i>
<b>Total Cost</b>	<i>\$2,000 (allocated across multiple influencers for maximum reach and engagement)</i>
<b>Proposed tactic</b>	<p>Partner with influencers to create content around PYUR's 3-step skincare regimen. Tactics include:</p> <ul style="list-style-type: none"><li>• <b>Unboxing Videos:</b> Influencers showcasing the product's packaging and their initial thoughts.</li><li>• <b>Tutorials:</b> Influencers demonstrating how to use the 3-step regimen in their daily routines.</li><li>• <b>Giveaways:</b> Run contests where followers can win the 3-step regimen by engaging with the content (e.g., liking, sharing, and commenting).</li><li>• <b>Testimonials:</b> Influencers sharing personal before-and-after stories using the product over the campaign duration.</li></ul>