

# **TASK 2 : CONTENT MARKETING PLAN DOCUMENT**

## **1. Brand Overview**

- Brand Name: Maybelline
- Industry: Cosmetics
- Mission: Maybelline is an American multinational [cosmetics](#) , [skin care](#) , [perfume](#), and [personal care](#) company, based in [New York City](#).
- Goals:
  - Increase personal care awareness
  - Good quality cosmetics
  - Build a loyal customer base

## **2. Target Audience**

- Demographics:
  - Age: [15 – no limit]
  - Gender: [especially female]
  - Availability: [Worldwide]

- Interests:

Maybelline focuses on providing high-quality, accessible beauty products. Their tagline "Make it happen" reflects their commitment to helping women express themselves through makeup. The brand is known for creating trendy, innovative products at affordable price points, making high-end beauty accessible to the mass market Pain Points:

- Preferred Channels:
  - **Retail (Brick-and-Mortar Stores):** Drugstores & Pharmacies, Supermarkets & Hypermarkets
  - **E-commerce Platforms:** Maybelline's Official Website, Amazon , Beauty-focused Online Retailers, etc
  - **Social media and influencer marketing :** Influencers & Content Creators, Instagram , Youtube , etc
  - **Digital Advertising:** Social Media Ads , Google Ads , etc

## **3. Content Strategy**

- Content Types:

- Brand Awareness: Expand Maybelline’s visibility across various channels, highlighting its commitment to beauty for everyone.
- Community Engagement: Build a loyal and interactive community that resonates with Maybelline’s diverse audience.
- Sales and Conversions: Drive product interest and sales by showcasing unique product features and benefits.
- Education: Empower customers with makeup tutorials, product knowledge, and beauty tips.
- Influencer Partnerships: Collaborate with beauty influencers and creators to generate authentic content.

#### 4. Promotion Channels

- **Owned Media:**
  - Blog on the brand’s website
  - Email newsletters
  - Social media profiles
- **Earned Media:**
  - Collaborations with influencers
  - Guest posts on industry blogs
  - Customer reviews and testimonials
- **Paid Media:**
  - Google Ads
  - Social media ads (e.g., Instagram, Facebook, Youtube)
  - Sponsored posts

#### 5. Content calendar

Date	Platform	Content Type	Description
Week 1: Product Launch / New Collection			
Monday	Instagram	Product Launch Announcement (Carousel)	Highlight key features of the new product (e.g., new foundation or mascara).
	Facebook	Behind-the-Scenes Video	Showcase product creation process.
	Email	Product Launch Email	Exclusive discount code for early buyers.

Tuesday	YouTube	Trendy Makeup Transformation	Fun, fast-paced video showcasing the new product.
	Instagram Stories	Poll and Tutorial	Poll on favorite products, followed by a tutorial on how to use the new product.
	Blog	"How to Choose the Perfect Foundation Shade"	Focus on selecting the right shade, featuring the new launch.
Wednesday	YouTube	Full Tutorial	In-depth makeup tutorial using the new product, hosted by an influencer.
	Pinterest	Product Board	Create a board showcasing makeup looks using the new product.
Thursday	Instagram Reels	Quick Makeup Tutorial	Fast, engaging tutorial using the new product.
	Facebook Live	Q&A with a Beauty Expert	Live session to discuss product benefits and tips.
Friday	Instagram Stories	UGC or Influencer Spotlight	Feature user-generated content or influencer usage of the new product.
	Paid Ads	Instagram and Facebook Ads	Promote product launch and key benefits.
Saturday	Instagram Post	UGC Spotlight	Showcase customer testimonials or user-generated content.
	YouTube shorts	Viral Challenge	Participate in a trending TikTok challenge featuring the new product.
Sunday	Pinterest	Seasonal Makeup Looks	Pin makeup looks with the new product

			for seasonal inspiration.
	Blog	"How to Transition Your Makeup from Day to Night"	Feature product tips for day-to-night looks.

## 6. Metrics for Success

### Brand Awareness Metrics

- Reach & Impressions: Measure how many unique users see and interact with Maybelline's content.
- Social Media Growth: Track growth in followers across Instagram, TikTok, YouTube, and Facebook.
- Share of Voice (SOV): The brand's presence in conversations compared to competitors.
- Mentions & Hashtag Usage: Frequency of brand mentions and usage of branded hashtags.

### Engagement Metrics

- Engagement Rate: The level of interaction (likes, comments, shares) relative to followers or reach.
- Video Views & Watch Time: Track views and average watch time on YouTube, Instagram, and TikTok.
- Click-Through Rate (CTR): Percentage of users who click on links from ads or posts.
- Comment Sentiment: Analysis of positive, neutral, or negative sentiment in user comments.

### Conversion Metrics (Sales & ROI)

- Sales Growth / Revenue: Track total revenue from online and retail channels.
- Conversion Rate: Percentage of website visitors or social media users who make a purchase.
- Cost Per Acquisition (CPA): Cost to acquire a new customer through marketing efforts.
- Return on Investment (ROI): Profitability of campaigns compared to marketing spend.
- Average Order Value (AOV): Average amount spent per order.

### Customer Loyalty & Retention Metrics

- Customer Lifetime Value (CLV): Total revenue generated by a customer over their relationship with the brand.
- Repeat Purchase Rate: Percentage of customers who make more than one purchase.
- Customer Satisfaction (CSAT): Customer satisfaction scores from surveys or reviews.
- Net Promoter Score (NPS): Likelihood of customers recommending Maybelline.

**Influencer & Partnership Metrics**

- Influencer Engagement: Interaction rate on influencer content featuring Maybelline.
- Affiliate Revenue: Sales generated through affiliate marketing.
- Influencer ROI: Return on investment from influencer partnerships.

**Website & E-Commerce Metrics**

- Traffic Sources: Track where website traffic originates (social media, organic search, etc.).
- Bounce Rate: Percentage of visitors who leave after viewing one page.
- Time on Site & Pages per Visit: Measures engagement with the website content.

