

Social Media Marketing



Marketing Your Content



Campaign Brief



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



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>Testimonial photo posts had less interaction than Testimonial video posts</i> |
| | <i>I recommend adding more of Testimonial video posts and working on improving ones with photo posts</i> |
| 2 | <i>The How to posts which are around 12:00 PM or around 3:00 PM got better views and interactions</i> |
| | <i>I recommend posting How to posts after 12:00 PM</i> |
| 3 | <i>Product posts which in the early morning leads to low interactions</i> |
| | <i>I recommend posting for Product in the time between 3PM-7PM</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
	<i>Facebook ads can drive traffic to the website helping to increase awareness of the 3-step solution and helps track conversions</i>
2	Instagram
	<i>Instagram has visual appeal ,used by all personas, using images ,products can be promoted and drive traffic to the website</i>
3	Twitter
	<i>Hashtags and trends can drive traffic to PYUR by tweets which links to product page, blog posts</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

Web developer

35-44 years

Wants effective acne solution

Her skin becomes extra dry during winter

Bad experiences with ineffective acne products



Rich

Real Estate Agent

35-44 years

Needs products for razor-bump prone skin

His skin is dry and itchy

Has skin discoloration



Michelle

Marketing Manager

25-34 years

Does not prioritize skin care

Wants easy non fuzzy regimen

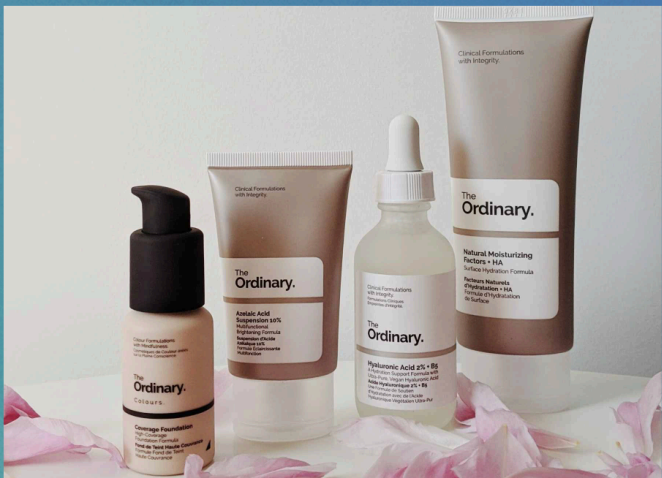
Tired of trying products that are not aligned with her needs



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

	<i>Core of the brand</i>
	<i>At PYUR, We believe everyone deserves to be the best image of himself, Our 3-step system clarifies, unclogs pores, moisturizes the skin and helps fight blemishes Ready to start your journey of getting a clarified skin?</i>
	<i>Purchase your regimen now!</i>



Calendar with 12 different posts

	Facebook	Instagram	Twitter
Sunday	Skin Reset: Clearer, Fresher 12:00 PM Conversational Photo Post featuring 3-step kit encouraging users to share there videos of skin reset for the week	Your skin, Your confidence 8:00 AM Core of the brand Carousel post, showing products benefits and application steps	Discover your skin's true appearance 5:00PM Core of the brand Text post with #PYURFallGlow and link to product page
Monday	Detox routine 9:00PM Conversational Video post showing man and woman applying the skin care routine, encourage followers to share there routine	Finally a regimen for all skin types 8:00 AM Core of the brand Carousel post highlighting cleanser benefits for all skin types	Cleanse, hydrate, treat, protect 12:00PM Core of the brand Image post with 3 step regimen with key benefits
Tuesday	After work skin care 9:00 PM Core of the brand Post with link to article about skincare after a long day	Deep clean days with PYUR 6:00PM Core of the brand Short Video reel for application	A cleanser that cares 11:00 AM Core of the brand Image post with gentle cleansing attributes and customer testimonials
Wednesday	Our customers love the PYUR regimen 1:00 PM Conversational Photo post with tagged photos and customer testimonials	Experience a Spa-Like Facial at home 7:00 PM Core of the brand / Conversational Story sequence features steps and answers common questions	Glow without grease! 8:00 PM Core of brand Retweet with customer reviews of the PYURs Moisturizer



	Facebook	Instagram	Twitter
Thursday	Your fall reset 9:00 PM Calendar Post with link to article showing PYURs product innovation	Fall in love with you skin this season! 9:00 PM Calendar A photo with fall theme and person who is applying PYUR in front of window	Fall skin goals achieved 5:00 PM Calendar Text post with #FallSkinGoals and link to product page
Friday	PYUR Skincare, your daily essential 11:00 AM Core of the brand Post with link to article about the importance of skin care routine	Start your day with a glow! 8:00 AM Core of the brand Video reel features Moisturizing in a quick morning routine	No more breakouts - It works! 8:00 PM Core of the brand Retweet with a customer review and #PYURworks
Saturday	Take on the weekend, acne free! 11:00 AM Core of the Brand Video post shows clear skin lifestyle	Your weekend skincare Must-Have 2:00 PM Core of brand Photo carousel shows benefits of all skin types, before and after photos showing smoother more radiant skin, link to product page	No more greasy finishes – just pure, radiant skin all day! 7:00 PM Core of the brand Text with #LightHydration and link to product page



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.

Target Audience	<i>Men and women age 21-45 in the us areas who have active lifestyle and seek solutions for clear and healthy skin</i>
Tactic / Marketing Strategy	<i>Launch a user generated content campaign on instagram , tiktok to share there photos and videos of skin care routine using #MYPYURGlow, Feature a Before & After challenge where users show there skin transformations after using PYUR 3-Step products</i>
Channel	<i>Instagram and TikTok</i>
How will it grow the channel	<i>Customer reviews and try ons make the product trustworthy and relatable to potential customers , with #MYPYURGlow, the brand will reach audiences how follows the user generated content posts</i>



Paid Social Media Plan



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>Facebook and Instagram were the platforms used mainly for paid plans</i> |
| | <i>Using Twitter and TikTok also could increase brand awareness and bring more engagement</i> |
| 2 | <i>The reach for the video ad is much more than the reach of static photo ad despite the almost same budget but the static video ad duration was only for around a week</i> |
| | <i>Convert the static photo ad into a video ad</i> |
| 3 | <i>The awareness product feature ad resulted in a good engagement within small period</i> |
| | <i>Need to enhance the awareness testimonial to be focused more on the product to gain better engagement</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

Campaign Objective	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.
Budget	<div>Paid Media: \$8k</div> <div>Influencer: \$2k</div>
Platforms	Facebook, Twitter, Instagram, TikTok



Target Audience

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

Audience Demographics	<i>ages of 21-45</i>
Geo-targeting	<i>New York, Chicago, Miami, Dallas, Houston, and Los Angeles</i>
Behavioral targeting	<i>care about clearer, healthy-looking skin</i> feel confident, clean, fresh, healthy; with a young spirit, free, and simple.



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.



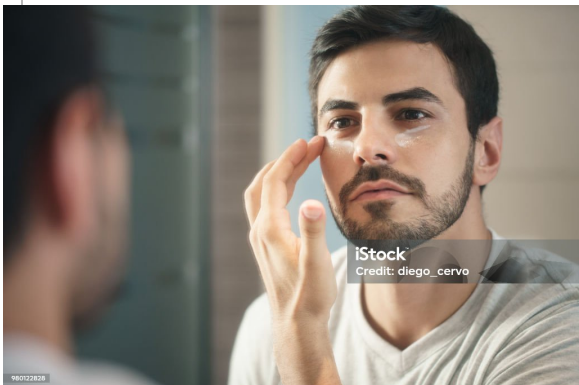
Refresh your skincare routine this fall! 🍁

PYUR's 3-step system detoxifies, moisturizes, and reveals your natural glow. Say goodbye to blemishes and discoloration with our trusted, plant-based ingredients. 🌿✨ #ConfidenceStartsWithPYUR #WomensSkincare"

Shop your regimen now!

Photo by [Cheyenne Doig](#) on [Unsplash](#)

★ **Elevate your skincare game this fall!**



Discover PYUR's new 3-step skincare solution, designed to clarify and hydrate your skin. Perfect for men seeking clear, smooth skin without the fuss. 🍁✨
#FallGlow #MenSkincare

Learn more!



Facebook A/B test

Name of the Ad	Campaign Objective	KPI	Audience	Total Budget
Ad for Women	To increase awareness and engagement for PYUR's new 3-step skincare solution among men and women	CTR	Women aged 21-45 in major U.S. cities (New York, Chicago, Miami, Dallas, Houston, Los Angeles) who are interested in skincare and beauty products.	\$2,000
Ad for Men			Men aged 21-45 in the same target cities who seek effective skincare solutions.	

Goal of the test:	<i>The goal of the A/B test is to determine which ad creatives and messaging resonate better with each audience segment (men and women), resulting in higher engagement and conversion rates. By comparing CTR and conversion rates between the two ad variations for each gender, PYUR can refine its advertising strategy.</i>
Next steps:	Analyze Results, Optimize Campaign, Iterate, Report Findings



Influencer Overview

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

Influencers target audience	US-based followers in the target age range 21-45 with interest in skincare
Type of influencer	Mid-Tier influencer with followers 50K-150K focused on beauty, skincare, wellness and lifestyle
Activation Channels	Instagram, TikTok and Facebook
Launch date	October 1, 2024
Duration	3 Months
Total Cost	\$2000
Proposed tactic	Influencers unboxing and tutorial videos PYUR 3-step regimen with detailed usage instructions Before and After challenge using #MYPYURGlow