

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 *Photo content does not have as many impressions as videos.*

Include more engaging photos or use videos more.

2 *"How To" content gets the least engagement out of all of the other content themes.*

This could be because of most of it is photos and not videos. Videos can be more detailed and easier to follow along.

3 *Testimonials are more engaging and popular than the other content with users.*

Prioritize improvements with the other content to make it reach just as many users.



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>Large user platform; able to reach new audiences; build a dedicated following of clients</i> |
| 2 | Tik Tok |
| 3 | YouTube |

Large user platform; able to reach new audiences; build a dedicated following of clients

2 **Tik Tok**

Will appeal to the younger side of the target audience; short-form videos would help with engagement and can also display testimonials and tutorials

3 **YouTube**

Platform for videos that provide help, advice, and tutorials



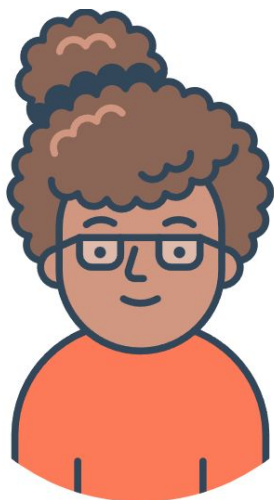
Identify your audience

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 old

Want an effective acne solution

Has extremely dry skin during winter

Hobbies include brunch and online book club



Realtor Rich

Real Estate Agent

HHI 120,000

Struggles with finding products for razor bumps

Dry & itchy skin

Ingrown hairs causes skin discoloration



Marketing Michelle

Marketing Manager

Woman

Doesn't prioritize skincare

Wants an easy skin regimen

Prefers email as a method of communication



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

Indulge your skin with our premium skincare set, formulated to cleanse, nourish, and moisturize for a radiant glow. Experience the ultimate hydration and reveal your skin's luminous potential. Create an account on our website to enjoy 10% off your purchase!

Sign Up Now!

best place
product image for the



Calendar with 12 different posts

| | Facebook | Tik Tok | YouTube |
|-----------|---|---|---|
| Sunday | Celebrate Your Mom with our 50% off Sale! 10 am Calendar Feed and stories | My Daily Skin Care Routine 5 pm Core of the Brand Feed | |
| Monday | | Why our PYUR Glow Serum is good for each skin type. 10 am Core of the Brand Feed and Stories | PYUR Testimonials 10 am Core of the Brand Feed |
| Tuesday | How PYUR has transformed my skin care routine! 4 pm Core of the Brand Feed and stories | | Turn Beauty Inside Out Day: It's What Inside That Matters 4 pm Calendar Feed |
| Wednesday | | How To Combat Dry Skin: Expert tips & tricks 12 pm Core of the Brand Feed | |
| Thursday | Leave a comment for a chance to receive 10% on your next purchase! 11 am Conversational Feed | | Comment Giveaway: Comment below your biggest skin care challenge for a free gift! 6 pm Conversational Feed and stories |
| Friday | | Which Moisturizer Do You Prefer? Gel or Cream? 3 pm Conversational Stories | How It All Started: Look into the history of PYUR 10 am Core of the Brand Feed and stories |
| Saturday | Clearer Skin in 3 Easy Steps 11 am Core of the Brand Feed | | |



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 | Young Adult Women aged 18-30 years old |
| Tactic / Marketing Strategy | Show fun tutorials on how to use our new skin care set, with before and after photos of each influencer. |
| Channel | TikTok |
| How will it grow the channel | It will engage more users with our content and also show how effective our products are. |



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 | Awareness Testimonial videos received more clicks |
| | <i>Create a campaign featuring products, but in a video instead</i> |
| 2 | Facebook received more impressions than any other platform |
| | <i>Create a campaign that includes conversational content on IG or try to use another form of social media such as TikTok.</i> |
| 3 | Awareness Product features got more post engagements |
| | <i>Include more ways to get users to engage with Awareness Testimonials</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 | 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. |
| Budget | Paid Media: \$8k Influencer: \$2k |
| Platforms | TikTok, Facebook, and YouTube |



Target Audience

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

| | |
|------------------------------|---|
| Audience Demographics | Adults men and women aged 21-45 who live in the US. They desire healthy and clear skin and should feel confident and fresh using PYUR products. |
| Geo-targeting | New York, Chicago, Miami, Dallas, Houston, Los Angeles. |
| Behavioral targeting | Engages on social media, online book clubs, enjoys activities with friends & families |



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.

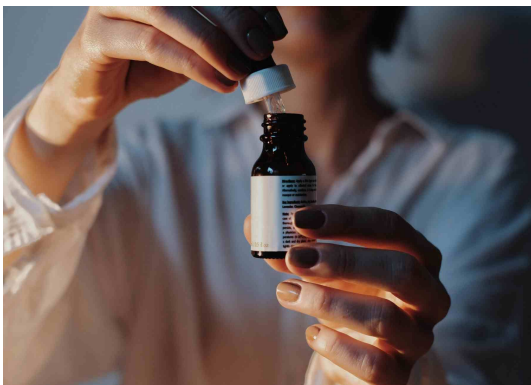
Ad for Women



Get Your Glow On! Discover Our 3-Step Solution for Radiant, Healthy Skin Today!

Shop Now!

Ad for Men



Say Good-bye to dry skin! Try our new hydrating serum today!

Order Now!



Facebook A/B test

| Name of the Ad | Campaign Objective | KPI | Audience | Total Budget |
|----------------|--|-----------------|----------------------------|------------------|
| Ad for Women | increase awareness of PYUR's new 3-step solution | Brand awareness | Women aged 21-45 in the US | Paid Media: \$8k |
| Ad for Men | | | Men aged 21-45 in the US | Influencer: \$2k |

| | |
|-------------------|---|
| Goal of the test: | To see which ad will increase awareness or bring more engagement to the brand and its new 3-step solution |
| Next steps: | Based on the results, determine which ad campaign was most effective and consider implications on how to apply to future campaigns. |



Influencer Overview

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

| | |
|------------------------------------|--|
| Influencers target audience | Young adults aged 21-30 |
| Type of influencer | Mid-Tier |
| Activation Channels | TikTok, Instagram |
| Launch date | 5/30/2024 |
| Duration | 1 week |
| Total Cost | \$1,600 |
| Proposed tactic | Select influencers who are relevant and appeal to the target audience. Include free giveaways and tutorials to engage users. Have Influencer create sponsored content featuring PYUR products. |