

Digital Strategy for Cinderella Beauty

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Introduction to Cindeerella Beauty

Background of Cindeerella Beauty

Cindeerella Beauty was founded in 2019 by Cindee, a UW-Madison marketing student. The company first specialized in higher end false lashes, capable of 25 wears. This company has now expanded into eye shadow palettes and lip glosses. All products are cruelty free and gluten free. Currently this business uses Shopify as they do not have a website domain. Cindeerella uses emails for promotions and announcements. Cindeerella Beauty's is very present on Instagram and TikTok.

This digital marketing campaign will focus on two goals.

Goal 1: Organically improve social media following on Instagram by 10% every 4 weeks for one whole year.

Goal 2: To improve CR on the site by 15% within a year.

*Due to this company being a startup, budget is a huge factor when planning strategies. With that consideration these will be accomplished by using email marketing, social media tactics/interactive content, and A/B testing.

Target Market

Demographically, Cindeerella Beauty's target market falls into the Gen Z category and more specifically people (mainly females) aged 18-24. This brand's owner identifies as Latina and a woman. This is a pivotal part of the Cindeerella Beauty's image which creates a stronger connection to Latina/o customers (than to non-Latinx consumers). Companies that authentically and passionately demonstrate diversity tend to have diverse customers since they feel a sense of support and inclusivity from said brand.

Cindeerella Beauty's customers have morals, ethics, and values when it comes to shopping for beauty products. Consumers are driven to purchase and support companies that behave ethically and align with their personal values. They are conscious consumers who research what they will be putting on their body. These consumers want to feel empowered and strong as shown through reviews and social media interactions.

Cindeerella Beauty's consumers are digital natives and have grown up with some sort of device. These consumers will more than likely be using a mobile device but could use a desktop/laptop for tutorials etc. Most shoppers demonstrate an involved shopping process, including researching products, watching tutorials and engaging on social media, at least occasionally. Specifically, this target uses TikTok, YouTube, and Instagram (Not necessarily all 3) to watch tutorials, learn about brands' missions, and other creative content.

Cindereella Beauty's consumers value diverse beauty influencers. "70% of adults who go online to learn about beauty claim they buy beauty products recommended by an influencer. More than half of those who follow beauty influencers do so for inspiration and recommendations, while nearly 50% do so for tutorials" (Intel). The bottom line when it comes to consumers of beauty products is that there needs to be an established trust-this in part can come from beauty influencers on social media channels.

Tactics

Search Engine Marketing

Current Status

Currently, Cindeerella Beauty is not showing up organically or by an ad. Interestingly, typing in “Cindeerella Beauty” in google has no ads whatsoever. This shows that if Cindeerella did invest in their own name, that it would be very strategic as it seems no one else is paying for that term.

Top 10 Keywords to Target

I have compiled a list of 10 keywords that Cindeerella should focus on to increase exposure and traffic to the website.

- Best False lashes
- Best lashes
- Latina makeup
- Small business
- Cruelty free
- Gluten free makeup
- Gloss
- Lip gloss
- Cindeerella beauty
- False eyelashes

When curating the keywords to choose, high traffic was a priority for exposure and when paired with low competition, even more advantageous. All of the keywords mentioned have the best stats and most efficient costs for gaining needed exposure. None of the keywords listed are over \$3 on the highest range of a bid. These keywords are mostly low competition but high traffic with a few exceptions like gloss, lip gloss, and others being labeled as high competition. ***See page 19 of report for screenshots of keyword search.

Organic Search Engine Optimization Strategy

Cindeerella Beauty can improve upon all keywords as it isn't showing up in the first 4 pages of google organically. To start the SEM organic strategy, I would focus on: **Cinderella Beauty, best false lashes, cruelty free, small business, and lip gloss.**

Improving organic search results by integrating more keywords on their shopify website is crucial. Implement the above keywords by:

(1) Editing the title and meta description for the pages on their shopify. One thing to note, is that to make sure you are using natural, readable phrases, and to include the company name and important keywords in this section.

(2) Setting image alt text. Use readable phrases that describe exactly what the picture is. An example would be describing a photo of a set of lashes as "cruelty free eyelashes that are next to flowers".

(3) Adding keywords to the H1 header for the pages. Search engines use these titles to figure out what the content of the page is about. Including keywords in this (and in the body) can signal to the search engine that *"yes, Cindeerella's lashes page is about 'best lashes' or 'gluten free ingredients'"*

(4) Implementing keywords in page content. Following through and using the specified keywords in the content is very important- the search engine will analyze whether your page's content is congruent with what the header of the page denotes to the user.

Paid Search Engine Optimization Strategy (Search Ads)

According to the data analyzed in the Google Keyword Planning there are 5 words that should be prioritized for Cindeerella Beauty. They are listed below with its reasoning:

Best False Lashes. I chose this because it has 1K-10K average monthly searches. It is labeled as high competition but the pay rate is relatively low (\$.40 for low range).

False Lashes. This was chosen with very similar logic as the first priority. The average monthly search is 10K-100K and it isn't too general of a term (which could have invalidated the large amount of search.) The low range is \$.69.

Latina Makeup. This keyword has average monthly search from 1K-10K. It's labeled as low competition. This tells me that this keyword might be underutilized by other Latina beauty companies. The low range is at \$.85

Small business. Similar to the previous, small business has high search traffic and low competition. Cindereella Beauty prides itself on being latina owned and a small business.

Cruelty Free. With average searches in the 1K-10K range and low competition. This is worth investing in at the low range cost of \$.76.

Keywords that don't make the cut as of now

There are keywords to stay away from due to how expensive or not as efficient given all elements. Words where the upper range is really high and not worth investing in are: Cheap eyelash extensions, eye makeup, eye shadow palette, lash beauty, and makeup. These high ranges are \$4 - \$15.

Words that most likely won't be worth the investment for Cinderella Beauty because of how specific keywords/had too few monthly searches are: Palettes for green eyes, palettes for hazel eyes, palettes for blue eyes, palettes for blue eyes, palettes for brown eyes, non-sticky gloss, and long lasting gloss.

Keywords that shouldn't be prioritized now but could be analyzed again in the future are: latina makeup influencer, latina owned company, false lashes dramatic, latina makeup artist, Latina makeup palette, latina owned company, and Latina owned company.

Content Strategy

What Cindeerella Beauty cares about: Empowering people through makeup.

What customers care about: Feeling beautiful by using easy to use and quality makeup products.

Content pillars: Empowerment, Inspire, and Educate through beauty products

Brand Voice in 3 words: Empowered, Baddie, Resilient

The content that Cindeerella Beauty will share in relation to their content pillars will mainly be blogs and video/image posts on instagram, tiktok, and pinterest. This content will emphasize **empowerment** by alluding to Cindeerella's backstory and inspire others to invest in themselves and create confidence and art through makeup. This content will have images that fit the current aesthetic of Cinderella Beauty as it fits the brand voice very well. This content will show up through social media channels and a page on Cindeerella's website.

The content about **education** will fit well with tiktok or instagram reels. Creating videos of how to apply or helpful tips with Cindeerella's products will be most strategic with video on these platforms. **Inspiring** can also be implemented onto those same platforms-in addition to pinterest. Trends and ideas for makeup looks are everywhere on tiktok and pinterest and someone who is looking to be inspired will be searching on those.

Lastly **empowerment** will be present in all platforms in regards to the content. This is Cindeerella's strongest message and will be creatively implemented into all platforms. This can take form through testimonials, makeup looks, etc.

Stage	Piece of digital content that can be created to target customers
Consider	When a customer is considering whether to buy Cindeerella versus other lash/beauty companies, we could provide content that emphasizes the overwhelming positive reviews/experiences with the products. A tiktok or instagram post of a smaller beauty influencer discussing how easy it is to use the products and how it makes them feel would be strategic.
Evaluate	When the customer is evaluating whether to purchase- blog or instagram post (with photo reels) about all of the benefits of buying through Cindeerella. Ie: how many wears, cruelty free, gluten free, Latina owned, etc.
Experience	After the customer has bought a product Cindeerella- Task is to create a reel on "tips you didn't know about" or "things you didn't know you were supporting by buying Cindeerella Beauty" this would show that you can get more out of your product or make them feel better about their beauty

	purchase by reinforcing the positive related to buying.
Commit	To get customers to commit, Cindeerella Beauty should send emails offering discounts on their next purchase or a punch card system with a certain amount automatically punched in. This will show that we appreciate and reward returning customers.

Potential Content:

Intent 1: To find the best false lashes for their needs.

Keywords: Best false lashes, Cruelty free, gluten free, best lashes for asian eyes, best false lashes for beginners, and gluten free makeup.

Content Idea: Blog post titled “Why you haven’t been able to find the perfect lash until now.” This blog would talk about all of the qualities that cindeerella lashes have that make the perfect lash.

Intent 2: To support local, ethical, and business owned by people of color.

Keywords: small business, latina makeup, cruelty free.

Content Idea: Blog post titled, “You’ve been sleeping on this latina owned beauty company.” The post would emphasize Cindee’s roots and why she made her business. (female empowerment.)

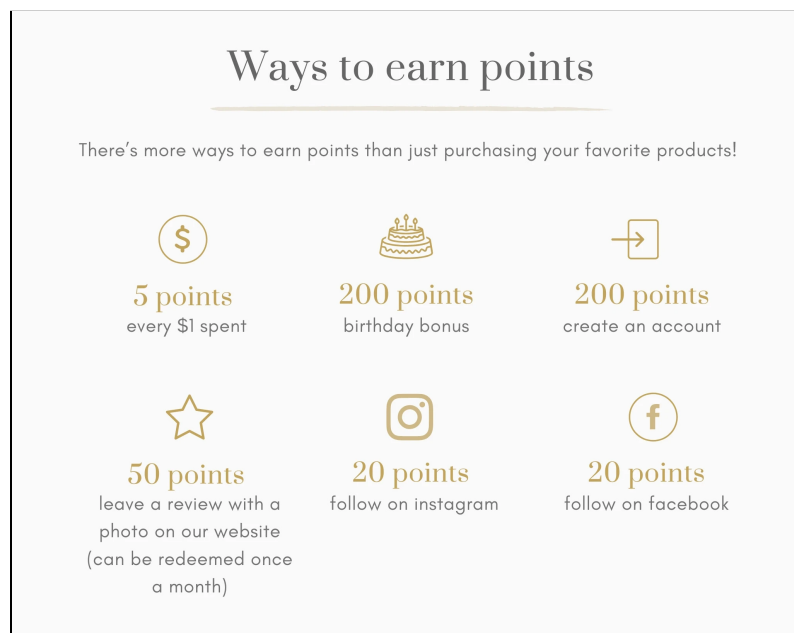
Loyalty Programs

When focussing on active loyalists of Cindeerella Beauty, there would be a couple strategies I would implement in relation to a rewards program.

Active loyalists will tolerate inconveniences like locations or price. They are also most likely to spread their high opinion of the brand through word of mouth. It would be beneficial to positively reinforce their reviews/comments on the brand through story highlights or commenting back on their reply or reacting to onsite reviews with a coupon with a chance to show that we appreciate their time in reviewing. If you review a product, you receive a point that adds to your reward points or maybe a discount code. The last tactic to the rewards program would be to offer special or unique products earlier to rewards members. People who are loyal and love the products will want to have access to new releases more than passive loyalists.

For a passive loyalist, I would implement a bingo card with some slots already check marked. This would incentivize them that if you buy this brand then you are closer to receiving some reward-and you're already part of the way there. I would also offer discounts to these consumers but with time restraints per discount. Passive consumers are sensitive to price so I believe that would be a logical strategy.

You will see some of the loyalty program points brought up with Cindeerella Beauty's brand voice in the email strategy section .

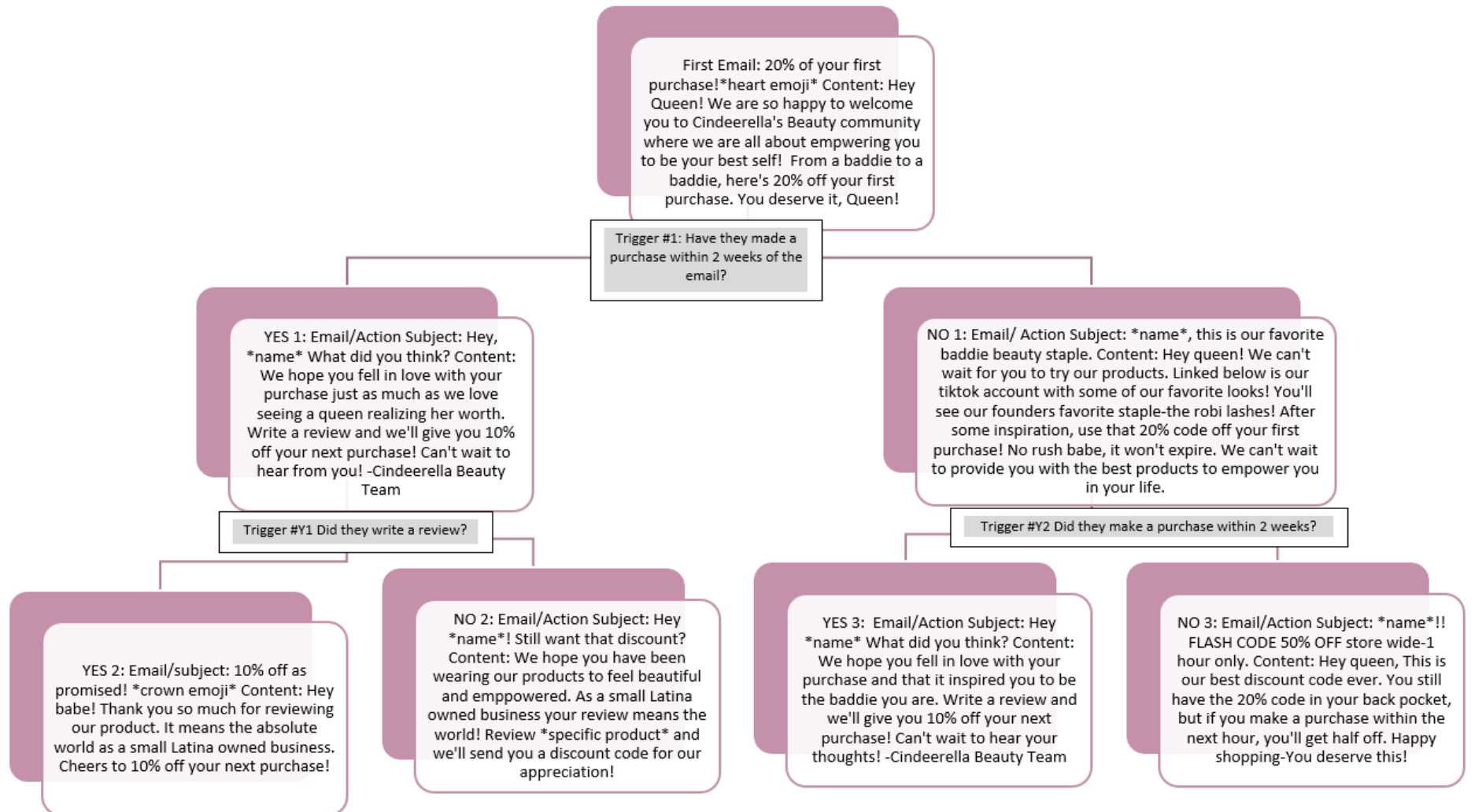


Example reward program from [Lulu & Roo](#)

Email

Ultimate Action: Make a purchase!

Subsidiary actions: Write a review.



Website

Currently Cindeerella Beauty has strong components according to user tests. From testing, I was able to conclude that it's clear what Cindeerella sells and that you can shop different categories. "Shop" being the biggest CTA. The way Cindeerella is currently using reviews is very effective. Images are also really strong and clear.

Points of Change and Potential A/B tests:

- (1) Using models in the photo reels per product would be a game changer! Many customers want to see what this lash looks on a hooded eye, an almond eye, etc. Implementing diverse models with products should be a top priority change.
- (2) Different main page background, could the logo be emphasized or if not strong enough for showcasing I would recommend investing in a logo.
- (3) About Page: reorganizing and making more concise to strategize not only SEO, but for a more engaging process. The background story is important and we want visitors to read the whole story and connect with Cindee.
- (4) Flushing out Q&A page. Limited questions currently but it would be strategic to add questions about products (Are your products cruelty free, gluten free? etc.) Referencing the SEO strategy, this page could be a huge push for being relevant on google.
- (5) Add another CTA: "Sign up for emails". Getting someone into the email list and confirming can be an expedited path to loyal customers. This should ideally be located on the main page, so if they don't plan to put anything in the cart, we can still communicate with them through blogs/content through emails.

Display Ads

Goal: This strategy will be to gain awareness of the brand Cindeerella Beauty. One of the cons of Display ads is that their click rate is extremely low and people have become blind to them. Because of this I would not depend on this strategy to gain click-through which is why we use display ads with the intent of building brand awareness. When the right people see the ad, it will be in the back of their mind when they are looking for products that Cindeerella carries.

Content: I believe interactive content would work best or using really aesthetically pleasing visuals. An interactive component like “Take this quiz to find out what lash fits your personality” would be a great way to get someone to click on it and gain exposure to the lashes that Cindeerella Beauty has. Having pretty shots that emphasize the quality of the product with customer testimonials near it would also be effective. To align with our goal of bringing awareness, the CTA would be “connect with us” and “follow us”. We want the target audience to click the ad and become aware of Cindeerella Beauty and hopefully gain a following or adding a name to the email list while doing so!

Targeting: I would recommend targeting behaviorally using facebook. Since Cindeerella Beauty’s main point of contact and way to access the shop is through instagram, I believe using facebook (also owns instagram) is the most efficient. I would target a variety of options provided by facebook: English speaking, Spanish speaking, artists like bad bunny, rosalia, billie eilish. Likes reality tv shows. Identifies as democratic. I would also include some elements of demographic targeting because facebook is capable of combining both behavioral and demographics. I would include the target age of 15-25 years old. These elements discussed provide a well rounded image of who Cindeerella’s target market is which has been outlined previously.

***Important Note: Cindeerella is not at the stage yet to be appropriately using display ads on search engines. Starting at Facebook will be a great way to start advertising. When ready, this strategy can be applied to other channels.

Social Strategy

Platforms: Instagram, Facebook, Tiktok, Pinterest

Cindeerella Beauty's target market focuses most of their social platform usage on Facebook and Instagram. According to the [Pew Research center](#), 69% of Hispanic use Facebook and 51% use Instagram. 70% of white people use Facebook and 33% use Instagram. In regards to age, our target market follows the same pattern of Facebook as number one and Instagram as number two. As a result, our social strategy will be concentrated on those platforms

As discussed in the content strategy, Cindeerella should be emphasizing: **education, empowerment, and inspiration**. Instagram has an optimal platform for sharing video content through reels, Insta TV, and stories.

Based on an analysis of Cindeerella Beauty's instagram, we should be prioritizing interactions. Posts with more comments or featured customers perform better. Inciting comments or tags by creating competitions or giveaways would also be a great way to increase exposure. When featuring people in your posts, encourage them to share their stories. "Share this to your story and be entered to win this product" or develop a point system that rewards followers for interacting and sharing while gaining points that can be used for discounts or a free sample during purchases. By incentivizing sharing Cindeerella's content, we can gain followers from mutual exposures and stir excitement for the possibility of winning a product or discount. I would steer clear from the majority of the feed being product posts until Cindeerella has gathered a decent enough following. These posts receive the least amount of interaction and until you've built up following, the product images won't be very helpful. These can still be incorporated into Instagram, but high quality product shots won't increase organic following alone.

Cindeerella should start utilizing facebook for content (and ads of course). There is an option to select settings to have your facebook and Instagram posts in congruence with each other. To ensure a smooth transition when adding another platform to the marketing responsibilities, I would strongly recommend this option-except posts dealing with Instagram specific features as you wouldn't want to request someone to share a reel on Facebook. Facebook has the most users of our target market and Cindeerella would benefit extensively from this platform. When confident enough to branch out to creating individual strategies for each platform I would recommend emphasizing reviews and blogs. Sharing blogs about Cindee and her story would be perfect for Facebook and help establish trust and connection to facebook users. Of course, giveaways and point systems can be universal across both platforms with a little bit of adjustment to create appropriate lingo.

Creating ads on facebook will be a crucial step for Cindeerella Beauty. This will help reach consumers that didn't know that Cindeerella Beauty can help empower and inspire them to be

their best selves on the daily. Here is an example of one facebook ad using an image from Cindeerella's instagram account and using language inspired by Cindeerella's website:

Offer and Call to Action

1. Goal of Ad: To increase traffic to instagram account.
2. Offer: Use 20% of your first purchase at Cindeerella Beauty
3. CTA: Get offer

Write your copy and make your visuals

Primary Text: "These lashes give me the confidence to wear any look!"

Heading Text: Lashes by Cindeerella Beauty

Description: Cinderella Beauty was created to let the queen within you shine! Makeup is art and you are the artist!

Image:



Photo by Cindeerella Beauty

Influencer Marketing

Criteria	Description
Context	Makeup guru/makeup artist
Amount of followers	Insta: 1K plus followers Tiktok: 5K plus followers
Demographic data of the community	16-25 years old. (mainly) Women identifying. Note that makeup can extend very easily to beyond the target market. The goal is to make anyone feel empowered no matter your race, ethnicity, size, gender, sexuality etc.
Engagement rates	**Using scale that emphasizes instagram algorithm and interaction** see on pg 18
Quality	Style: Easy going and creative. Makeup is for any type of lifestyle. Going out, staying in, etc. Quality: Taking the time to make video content of application or a really in depth look with a product. Values: Matching with Cinderella Beauty's
Promotional and Editorial Content	Control: Makeup is an art. Giving an influencer creative freedom is a must and kind of a given as a makeup influencer. There could be rough guidelines to not destroy the makeup in the content. Frequency: I think an influencer for Cinderella Beauty at this stage only needs 1 -2 posts a week. (Cinderella Beauty would most likely be sending out product to influencers versus an actual stipend)
Connections to other influencers	The influencer should not be connected to anyone remotely problematic. This influencer's connections should share and support the values of Cinderella Beauty.
Personality	-kind -baddie -organic sense of wanting to empower or help others -talented -creative

Examples of potential influencers:

Brooklynne @brooklynnexo Followers: 337K

This account would be a great influencer for Cindeerella Beauty but it a little bit of a reach in terms of attainability. The glimmering piece of hope is that account already has made a tik tok featuring Cindeerella Beauty. The content was engaging and creative which is exactly what Cindeerella needs in an influencer.

Bree @Beautybyablondie Followers: 6K

This account focuses on really creative looks that would be great for dressing up, special occasions, and costumes. This creator already has tagged Cindeerella Beauty in many of her posts. With an organic love for our products, I believe she would make a great fit as an influencer.

Alueet Ewing @ruizalueet Followers: 15.2K

This account has also tagged Cindeerella Beauty before in their looks. This account is less niche than the previous two accounts mentioned which is why I believe it's strategic. Cindeerella Beauty is for all consumers-not just the ones who have hours to do a really meticulous look. This influencer seems kind and grounded and would be a great influencer for Cindeerella Beauty.

Measuring Success

Tactic	How to Measure Success	Tweak to Efforts if not being met.
SEM (Paid & Organic)	Googling the given key terms and record where they hit on a google search. Getting the website in the first two search pages within one month of implementation.	Use Google keyword planning and see if any keywords that were recommended have changed drastically in ranking. Consider creating own website so you have more control over the “behind the scenes SEM”,
Content Strategy	Using social media scoring method outlined below and calculating an average of score 50 for each post within a two week span.	Continue to stay updated on changing algorithmic factors and adjust weight. Reanalyze posts and readjust weight and pivot content to reflect any new values.
Website	Measure increase of email sign ups as this was one of the strategies given. Conduct monthly tests by users-record and implement appropriate suggestions.	If the CTA, sign up for emails, isn't increasing. Change location of sign up. Conduct user tests or A/B test optimal position.
Email	Using strategy suggested, at least an average email open rate of 20%. Average CTR of 1.5%	Changing the discount rate given, a/b test different subject lines. If nothing is increasing, start rewriting emails.
Display Ads	Facebook tracking data. 25% growth on Post Reach metrics. Paige views are increasing at 10% as a monthly snapshot. ***at some point increasing at 10% month would not be feasible, however until likes get into the 6 digits this should be an appropriate goal.	A/B test different images and phrases. (Facebook has a feature for this).
Social Media (Instagram & Facebook)	Increasing instagram and facebook engagement by 10% per month using stats provided in the app or google analytics	Reevaluate how your pillars are translating into each post. If getting lost, rewrite new content with pillars and content strategy in mind.
Influencer Marketing	Increasing instagram following by 10% per month.	Analyze value out of selected influencers. Change if need be. Weigh in if it's worth it to compensate the influencer with a discount code and fraction of revenue per product lead.

Engagement Rates Rubric

Weight chart per social media element on instagram

Posts	Comments=5 points	Comments with tagging another person=10	Product User=5 points	Likes= 1 point	Share to stories =10	Saves=15	TOTAL
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Reasons for weights

There is a new algorithm on instagrams that values the following from most to least: saves, shares, comments, and likes. This new ranking helped me determine the weights of the social media interactions.

Comments (not including the account's comments) received a weight of 5 since they are more important than a like but not exactly the most efficient way to gain exposure.

Comments tagging someone else is one of my highest weights. As a new company, Cinderella beauty will grow based on new followers and engagements. If people already following tag people they know, this business will be exposed to new accounts which is important for organic growth.

Product User is weighted at 5 since posting about someone's product usage is a great way to positively reinforce those customers' behaviors. If you post content of you doing a routine with Cinderella's products or an image with a product, we will show our gratitude and repost it. Tagging someone else also potentially increases exposure because the person might feel inclined to share on their story that they have been featured on a makeup account.

Likes are at the lowest rank as the algorithm places the least importance on them.

Sharing to stories have a weight of 10 with similar reasoning to product user features. The more times Cinderella's posts are shared to a story the more chances that someone of mutual following will go check out the company account.

Saves have the highest weight as the algorithm places the most weight on this function. Even though saves aren't an external sharing feature, instagram has deducted that this is valuable and so I have followed suit with the weight assigned.

Patterns of top posts

The posts that rank highest based on my point system are one that include content from users (videos or images). These posts then also contain comments since the users are tagged and usually comment a thank you or emojis to the company for featuring them. All of these posts all

have the most likes which could be related to the fact that the elements these posts hold have greater risk to be exposed to mutual followers.

Sources

Keyword SEO Screenshots from 03/12/2021

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FORECASTS

NEGATIVE KEYWORDS

HISTORICAL METRICS

Saved 1 hour ago

CREATE CAMPAIGN

🔗

📄

⋮

+

COLUMNS

Keyword ↑	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
beauty looks	10 – 100	Low	—	—
best false eyelashes	1K – 10K	High	\$0.51	\$1.71
best false lashes	1K – 10K	High	\$0.40	\$1.96
best false lashes for asian eyes	100 – 1K	High	\$0.86	\$3.13
best false lashes for beginners	100 – 1K	High	\$0.51	\$1.55
best false natural eyelashes	100 – 1K	High	\$0.67	\$2.24
big lashes	1K – 10K	High	\$0.64	\$2.47
cat eye effect	100 – 1K	Low	—	—

cheap eyelash extensions	100 – 1K	High	\$0.89	\$3.89
cinderella beauty	—	—	—	—
cruelty free	1K – 10K	Low	\$0.76	\$2.71
cruelty free lashes	100 – 1K	High	\$0.64	\$2.40
easy to apply lashes	10 – 100	High	\$0.83	\$1.92
eye makeup	10K – 100K	High	\$1.10	\$3.32
eye shadow looks	10K – 100K	High	\$1.17	\$2.35
eye shadow palette	10K – 100K	High	\$0.81	\$4.65

Keyword ↑	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
eyelash extensions	100K – 1M	Medium	\$1.13	\$4.12
eyelashes	100K – 1M	High	\$0.76	\$2.01
eyemakeup tutorial	1K – 10K	Low	\$0.61	\$1.21
false lashes	10K – 100K	High	\$0.69	\$2.72
false lashes dramatic	10 – 100	High	—	—
false lashes natural	1K – 10K	High	\$0.67	\$2.04
false lashes that look like extensi...	10 – 100	High	\$0.67	\$1.69
gloss	10K – 100K	High	\$0.99	\$2.00

Keyword ↑	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
gluten free makeup	1K – 10K	High	\$0.57	\$2.05
hispanic	100K – 1M	Low	\$0.82	\$3.22
lash beauty	100 – 1K	Medium	\$1.50	\$14.33
lashes for hooded eyes	100 – 1K	High	\$0.87	\$1.52
latina makeup	1K – 10K	Low	\$0.82	\$2.23
latina makeup artist	10 – 100	Low	–	–
latina makeup influencer	–	–	–	–
latina makeup palette	10 – 100	High	–	–

Keyword ↑	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
latina makeup palette	10 – 100	High	–	–
latina owned company	–	–	–	–
latina owned makeup	10 – 100	High	–	–
latino owned	10 – 100	Low	–	–
lengthening mascara	1K – 10K	High	\$1.23	\$3.30
lip gloss	100K – 1M	High	\$1.22	\$2.09
long lasting gloss	10 – 100	High	\$1.17	\$2.36
makeup	100K – 1M	High	\$1.08	\$3.77

Keyword ↑	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
natural lashes	1K – 10K	High	\$0.74	\$2.25
non sticky gloss	10 – 100	High	\$0.73	\$1.37
palettes for blue eyes	100 – 1K	High	\$0.50	\$1.69
palettes for green eyes	100 – 1K	High	\$0.79	\$2.19
palettes for hazel eyes	10 – 100	High	\$0.49	\$3.23
small business	10K – 100K	Low	\$1.51	\$6.23

<https://www.pewresearch.org/internet/fact-sheet/social-media/>

<https://reports-mintel-com.ezproxy.library.wisc.edu/display/1036077/?fromSearch=%3Ffreetext%3Dbauty%2520consumers>

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<https://reports-mintel-com.ezproxy.library.wisc.edu/display/1048131/?fromSearch=%3Ffreetext%3Dbauty%2520consumers&highlight#hit1>