

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>Video content outperforming photos in every metrics</i>
	<i>Prioritize and create more video content</i>
2	<i>Photos with content themes "How-To" and "Product" have low reach and impressions.</i>
	<i>Avoid static photo posts on these themes.</i>
3	<i>There are anomalies in the dataset indicating that reach exceeds impressions, which is unexpected</i>
	<i>Audit Meta's Tracking for discrepancies</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 has a huge, wide audience base that we can reach to our niche audiences. Consistently posting on Facebook enhances brand visibility by encouraging shares, tags, and interactions.</i>
2	Instagram
	<i>Instagram is great for visual-based content, ideal for showcasing PYUR's new 3-step skincare solution through photos, reels, and stories. Reels and Explore sections can help to reach new audiences.</i>
3	TikTok
	<i>TikTok is one of the most popular social media platforms for short-form video. PYUR can utilize this feature for skincare content such as tutorials, routines, hacks, etc. TikTok has potential for explosive growth for even new users due to its powerful algorithm, which rapidly promotes engaging content to a wide audience</i>



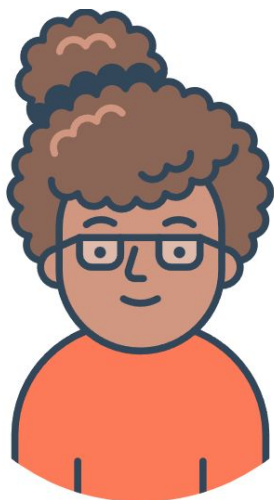
Identify your audience

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

Brunching with friends

Attend conferences



Realtor Rich

Real Estate Agent

35 to 44 years

Dry and itchy skin

Attend online trainings

Activities with kids



Marketing Michelle

Marketing Manager

25 to 34 years

Wants an easy, nonfussy regimen

To run her own startup

Working out



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



Core of the brand

Discover our easy 3-step solution for clear, radiant, and blemish-free skin - every single day. Our easy routine is designed to fit your busy lifestyle and bring out your natural glow.

Learn More



Calendar with 12 different posts

	Facebook	Instagram	TikTok
Sunday			
Monday	Your Glow Routine Starts Here 6:00 PM Core of Brand Feed Native Video	3 Steps to Glow 11:30 AM Core of Brand Reels	30-seconds Glow-Up Challenge 3:00 PM Core of Brand Feed
Tuesday	What's in this PYUR kit? 9:00 AM Core of Brand Carousel Post	Skincare Tip Tuesday 12:30 PM Core of Brand Carousel Post	Get Ready With Me: NYC Edition 4:30 PM Core of Brand Feed
Wednesday	Testimonial Spotlight 1:00 PM Core of Brand Video	Real Skin, Real People (Featuring diverse customer video clips) 6:30 PM Core of Brand Reels + Story repost	Before & After Skin Glow 10:00 AM Core of Brand Feed
Thursday			
Friday	Did You Know? Fall Skincare Edition 8:30 AM Core of Brand Image with text	Fall Reset: Skin Goals Check-in 5:30 PM Core of Brand Reels	Myth vs. Fact: Skincare Edition 12:00 PM Core of Brand Feed
Saturday			



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	Men and women in the United States between the ages of 21-45 who care about clearer, healthy-looking skin.
Tactic / Marketing Strategy	<ul style="list-style-type: none">- Consistent posting.- Focus on educational and authentic content like routine tips, myth-busting, and real skin journeys, etc.- Give importance to video content over static photos, as we learned from our past organic campaign datasets
Channel	Instagram
How will it grow the channel	Instagram thrives on visual storytelling, making it ideal for showcasing PYUR's 3-step skincare solution through Reels, Stories, and photos. By prioritizing educational and authentic video content, the brand can build trust, increase engagement, and boost shareability. Reels are especially powerful for discovery, as they are favored by the algorithm and appear in the Explore section—helping attract new followers organically



Brand Voice Consistency across Social Platforms

PYUR Social Media Moderation Guidelines

Element	Guidance
Brand Voice	Proven, Trustworthy, Modern, Innovative, Informative, Stylish
Tone	<i>Warm yet professional, Clear and friendly, Confident but not arrogant</i>
Dos	<ul style="list-style-type: none">- <i>Use Skincare facts and benefits</i>- <i>Engage with friendly emojis</i>- <i>Reply to all DMs/comment within 24 hrs</i>
Don'ts	<ul style="list-style-type: none">- <i>Use slang or overly casual language.</i>- <i>Overpromise unrealistic results</i>- <i>Ignore or delete criticism</i>



Live Event Outline“- PYUR skin reset Live Q&A”

Event Name: PYUR skin reset Live Q&A

Platform: Instagram or Facebook Live

Host: Member of PR/Brand Team

Segment	Details
Intro (5 min)	Intro + PYUR’s brand story
Product Walkthrough (15 min)	<i>Demo the 3-step routine (show texture, application, and quick tips).</i>
Live Q&A (15 min)	<i>Q&A (Live Questions)</i>
Giveaway Announcement (5 min)	<i>Viewers who comment “#PYURRoutine” and tag 1 friend will enter a draw to win full-sized product set</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>Static Image Ads Drove Higher Engagement compared to video</i>
	<i>Try other static creatives in future campaigns, such as carousel or interactive formats.</i>
2	<i>Higher Click-Through Rate (CTR) on Static Image Campaign than Video</i>
	<i>Use key visual elements from the static image ad (e.g., product angles, layout) to enhance video creatives</i>
3	<i>Facebook dominated Ad Placement</i>
	<i>Reallocate budget from underperforming platforms (e.g., Oculus, Messenger), and consider platform-specific creative for Instagram to increase performance.</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	<i>To increase awareness of PYUR's new 3-step solution in the New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets. Also, to check the effectiveness of the ad on the target audience of both men and women.</i>
Budget	<i>Paid Media: \$8000 Influencer Campaign: \$2000</i>
Platforms	<i>Facebook, Instagram, Tiktok</i>



Target Audience

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

Audience Demographics	<i>Both Men and Women ages between 21-45 in the United States</i>
Geo-targeting	<i>Focus on these Cities: New York, Chicago, Miami, Dallas, Houston, and Los Angeles</i>
Behavioral targeting	<ul style="list-style-type: none">- <i>who has past interest and purchase history in skincare products</i>- <i>who look for minimalist skincare routines</i>- <i>who engages with lifestyle and wellness content</i>- <i>who follow skincare influencers</i>



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](https://www.pyur.com/)
- post text caption
- call-to-action.

Ad for Women



Glow confidently with our 3-step routine for clear, radiant skin. Fast, effective, and made to keep up with your busy lifestyle—every single day.

Learn More

Ad for Men



Clear up your skin fast with our easy 3-step routine. Say goodbye to pimples, rough patches, and irritation—just clean, smooth skin every day

Learn More

Facebook A/B test



Name of the Ad	Campaign Objective	KPI	Audience	Total Budget
Ad for Women	To increase awareness of PYUR's new 3-step solution in the New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets.	Reach, Impression, Post Engagement, Website Traffic, CTR	1. Women 2. Ages 21-45 3. Lives in New York, Chicago, Miami, Dallas, Houston and Los Angeles 4. Cares about clearer and healthy-looking skin	Paid Media: \$8000 Influencer Campaign: \$2000
Ad for Men			1. Men 2. Ages 21-45 3. Lives in New York, Chicago, Miami, Dallas, Houston and Los Angeles 4. Cares about clearer and healthy-looking skin	

Goal of the test:	The goal is to understand how it performs for its targeted audience of men vs. women.
Next steps:	<ul style="list-style-type: none">- Continue running ads for the better-performing gender and optimize creatives for the lower-performing one to improve results- Adjust the budget allocation to favor the audience, delivering stronger engagement and conversion.



Influencer Overview

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

Influencers' target audience	Men and women in the United States between the ages of 21-45 who care about clearer, healthy-looking skin.
Type of influencer	Beauty Influencer
Activation Channels	Facebook, Tiktok, Instagram
Launch date	<i>October 1, 2025</i>
Duration	<i>October 1 – October 30, 2025</i>
Total Cost	<i>\$2,000</i>
Proposed tactic	<ul style="list-style-type: none">- <i>Influencers introduce PYUR's 3 step system and giveaways</i>- <i>Participants must comment, follow PYUR, and tag friends to enter.</i>- <i>The winner will get the full PYUR regimen.</i>



Next Step Facebook Campaign : “From Aware to Loyal

Campaign Objective: Drive conversions and repeat purchases by retargeting high-intent users from the awareness phase with time-limited offers and personalized content.

Target Audience:

- Custom Audiences: Video viewers, page engagers, and site visitors from the first campaign
- Lookalike Audiences: Based on recent converters

Creative Focus:

- UGC-style videos and testimonials from real customers
- “Before & After” results using the 3-step solution
- Short 10–15 second Reels/Stories with clear CTAs

Offer:

- “Get 15% off your first PYUR set” + free shipping
- Bundle incentive: Buy 2 sets, get a travel-size cleanser free

CTA:

“Shop Now” / “Claim Your Offer”