

# Social Media Marketing



## Marketing Your Content



# Campaign Brief

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# 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

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# 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>There is a testimonial video has 4300 in reach but just 85 engagement</i>
	<i>Increase the engagement rate by add a button "Click for more"</i>
2	<i>There is a How-To photo has the biggest engagement rate 34% but, the reach is only 64</i>
	<i>Increase the reach by trying to post it in another time</i>
3	<i>There is a product photo has 50 in reach but no engagement</i>
	<i>Try putting the product in two different packaging and ask which one you like more?</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	<b>Facebook</b>
	<i>Suitable for testimonial content , to increase the confidence in the brand</i>
2	<b>Instagram</b>
	<i>Suitable for product images, to increase conversion rate</i>
3	<b>YouTube</b>
	<i>Suitable for showcasing influencers' product experiences to increase engagement and awareness</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

Extreme dry skin during the winter

HHI is 120k\$

The preferred method of communication is Instagram



Rich

Real estate agent

35-44 years

Dry and itchy skin

Household income is 120k \$

The preferred method of communication is phone



Michelle

Marketing manager

25-34 years

Skincare is not her first priority

HHI is 75k \$

Videoplogging on YouTube



# 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

Content Theme is Core of the brand



*Shop the sale today!*

Try our 3-step system moisturizes the skin, helps fight blemishes, and evens out skin tone.

*Try Now*



# Calendar with 12 different posts

	Facebook	Instagram	Youtube
Sunday	Two steps for a bright face on the weekend 12:00 pm Calendar Videos and stories	Two steps for a bright face on the weekend 12:15 pm Calendar Reels and stories	Two steps for a bright face on the weekend 12:30 pm Calendar shorts
Monday	What's your favorite product before going outside? 7:00 am Conversational Feed and stories	What's your favorite product before going outside? 7:10 am Conversational Feed and stories	What's your favorite product before going outside? 7:15 am Conversational Community feed
Tuesday	Three essential for clean skin 4:00 pm Core of the Brand Videos and stories	Three essential for clean skin 4:15 pm Core of the Brand Reels and stories	Three essential for clean skin 4:30 pm Core of the Brand Shorts feed
Wednesday	Three tips to avoid acne 5:00 pm Core of the Brand Feed and stories	Three tips to avoid acne 5:15 pm Core of the Brand Feed and stories	Three tips to avoid acne 5:30 pm Core of the Brand Videos
Thursday	Which packaging do you prefer? 6:00 pm Conversational Feed and stories	Which packaging do you prefer? 6:15 pm Conversational Reels and stories	Which packaging do you prefer? 6:30 pm Conversational Community feed
Friday	Five common mistakes that destroy your skin 7:00 pm Core of the Brand Videos and stories	Five common mistakes that destroy your skin 7:15 pm Core of the Brand Reels and stories	Five common mistakes that destroy your skin 7:30 pm Core of the Brand videos
Saturday	Cleanse your skin after a hard week 9:00 pm Calendar Feed and stories	Cleanse your skin after a hard week 9:15 pm Calendar Feed and stories	Cleanse your skin after a hard week 9:30 pm Calendar Shorts 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.

<b>Target Audience</b>	Men and women between the ages of 17-30
<b>Tactic / Marketing Strategy</b>	<i>I will use fashion and beauty influencers to grow my audience of young people</i>
<b>Channel</b>	TIKTOK
<b>How will it grow the channel</b>	<i>More young people now using TIKTOK and They follow influencer recommendations, so that will grow my channel by participate in trends , consistent posting ,and engage with my audience.</i>



# Paid Social Media Plan

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# 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>The engagement in the video Ad is not good</i>
	<i>I recommend to ask a question in the beginning of the video to increase engagement</i>
2	<i>The CPM in the video Ad is better than the static image</i>
	<i>Increase the time period for Ad.</i>
3	<i>The conversion rate in the video is 25% while, in the image it is 37%</i>
	<i>I recommend to increase the conversion rate in the video by bold the button of call to action.</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

<b>Campaign Objective</b>	increase awareness of PYUR's new 3-step solution
<b>Budget</b>	10,000\$
<b>Platforms</b>	Facebook and Instagram



# Target Audience

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

<b>Audience Demographics</b>	<i>Men and women between the ages of 21-45</i>
<b>Geo-targeting</b>	<i>Live in the United States, in New York, Chicago, Miami, Dallas, Houston, and Los Angeles</i>
<b>Behavioral targeting</b>	<i>who care about clearer, healthy-looking skin. Who follow beauty influencers and skin care brands on Facebook and Instagram</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



Feel confident, clean, fresh, healthy  
No more acne and skin discoloration  
*With our 3-step system*

*Learn More*

## Ad for Men



Feel confident, clean, fresh, healthy  
No more acne and skin discoloration  
*With our 3-step system*

*Learn More*



# 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	Click-through Rates	women in the United States between the ages of 21-45 who care about clearer, healthy-looking skin.	8000\$
Ad for Men			Men in the United States between the ages of 21-45 who care about clearer, healthy-looking skin.	
Goal of the test:		We have determined which audience (men or women) performs better.		
Next steps:		We could testing another variable such as CTA		



# Influencer Overview

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

<b>Influencers target audience</b>	Men and women in the United States between the ages of 21-45 who care about clearer, healthy-looking skin.
<b>Type of influencer</b>	Mid-tier
<b>Activation Channels</b>	FACEBOOK and TIKTOK
<b>Launch date</b>	15/12/2024
<b>Duration</b>	three-month
<b>Total Cost</b>	2000\$
<b>Proposed tactic</b>	a Live stream activation OR a giveaway contest