



MKTG3002 DIGITAL & SOCIAL MEDIA MARKETING

ASSESSMENT 2 PART B MARKETING PLAN



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Executive Summary

This report analyses the digital marketing efforts of the Australian skincare brand, Sukin. The development of this report is based off the examination of 12 skincare and beauty brands in which Sukins weaknesses were established. The use of Value Proposition Canvas illuminated features important and the ones necessary for improvement by consumers. The integral concerns discovered were issues regarding customer service, as well as delivery and shipping concerns. Continually, it was observed that the integral consumer desire were for quality products at the most affordable prices and delivery efficiency. Furthermore, Sukins social media activity and performance depict low levels of overall engagement as well as a low following across platforms in comparison to other brands. However, the limited feedback that is presented on the platforms provide majority of positive feedback and comments. In efforts to increase brand loyalty and extend online presence, the aim for the marketing plan will be based off increasing engagement across Instagram and Facebook as well as development on a TikTok presence during the period of November 24th to December 24th 2021. These marketing objectives are implemented through the use of our #AskSukin hashtag, which invites consumers to engage with the brand and others. In order to achieve desired outcomes for the four campaigns, a budget of \$31,424 of monthly marketing expenses was calculated.

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1. Introduction

The objective of this digital marketing report is to improve the overall social media presence for an Australian brand Sukin. Sukin is a generally well known Australian brand that focuses on the beauty and health sector, throughout this report the aim is to outline through marketing objectives how to assist Sukin into a positive plan that will increase brand awareness, create a strong social media presence, encourage engagement with customers and create high levels of conversion for the brand.

In the below tables, (Table 1. and 2.) the brands that were identified in part A as needing improvement in their social media presence are outlined. Four brands from 3 countries were chosen to investigate their presence on social media, all brands after close analysis need some aid in improving their social media marketing plans however Sukin was chosen as the weakest for the marketing plan to focus on.

This report will guide the brand through the main customer profile utilising the value proposition canvas framework, whilst touching on the marketing objective of sukun with a SWOT analysis being conducted to identify weaknesses of Sukin. The report also identifies the marketing plan in use through strategies and tactics, the marketing plan will be based around the weeks leading up to Christmas. Within this plan, there will be 4 campaigns proposed in each week with a proposed resource estimate.

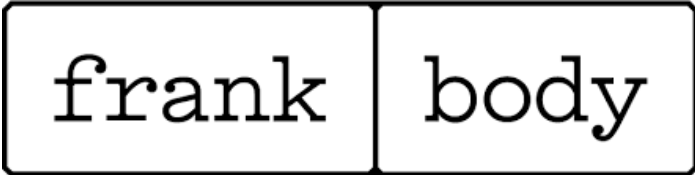


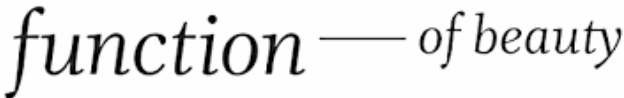
TABLE 1. BRANDS CHOSEN BY GROUP MEMBERS 1

	Member 1	Member 2	Member 3	Member4	Member5	Member6
AUS					Sukin / Bondi sands	Go to skincare/ Frank body co
USA			Function of beauty /	Pete and Pedro/ Tiega Hanley		

			summer Fridays			
UK	Rimmel/ Charlotte Tilbury	Davines / Medik8				

TABLE 2. BRAND DESCRIPTIONS 1

	<p>Bondi Sands is an Australian brand that sells skincare products focused on tanning. They are sold globally but are Australian made, they have a large successful social media presence.</p>
	<p>Sukin is an Australian made skincare brand created in 2007, they aim to have a sustainable way and natural ingredients.</p>
	<p>Go skincare is an Australian brand created by Zoe Foster Blake, the brand aims to create skincare products that are natural, smell good and are good for your skin.</p>

	<p>Frank body co is a well known Australian brand that has gone global with its sales, its presence is large on instagram. Their product is skin scrubs.</p>
	<p>This USA brand has featured on shark tank, however is a brand that is aimed at a target market of mens products.</p>
	<p>Tiege Hanley is a USA brand that focuses on male skincare products of high quality to improve your skin. It aims to be all natural.</p>
	<p>Function of beauty is a USA beauty brand that focuses on hair care items. It allows the customers to be more interactive with their purchasing as they can edit the products that go into their hair care items.</p>


 The logo for Summer Fridays, featuring the words "SUMMER FRIDAYS" in a bold, black, sans-serif font, spaced out across a light pink rectangular background.

Summer Fridays is a USA brand that is vegan and cruelty free skincare created by two influences that are in the beauty industry.


 The logo for Davines, featuring the word "davines" in a bold, black, lowercase, sans-serif font.

Davines is a natural hair care brand in the UK, that aims for healthy hair products. It does not have a large global presence.


 The logo for Medik8 Professional, featuring the word "Medik8" in a bold, black, serif font, with "PROFESSIONAL" in a smaller, black, sans-serif font below it, flanked by two horizontal lines.

Medik8 is a UK brand that aims for easy skin care products suited into everyone's everyday lives.


 The logo for Rimmel London, featuring a red crown icon above the word "RIMMEL" in a bold, black, sans-serif font, with "LONDON" in a smaller, red, sans-serif font below it.

Rimmel London is a UK based brand, it is well known globally and bought by customers in the majority of countries. It is mainly focused on makeup products and nail polishes.



Charlotte Tilbury is a well known UK brand created by Charlotte, it is a high quality makeup brand that has global reach.

2. Customer Profile

Analysing the Voice of Customer (VoC) allows brands to understand their customer's expectations and figure out what their customers are enjoying or what they are unhappy with. Qualtrics (2021) writes "Voice of the Customer is a term that describes your customer's feedback about their experiences with and expectations for your product services". After listening to the Voice of the Customer the company is able to make changes and improve their product and brand experience.

Surveying twelve brands in the health and beauty retail sector across Australia, United Kingdom and America showcased similar findings and uncovered information on the customer needs and expectations. The main concern was surrounding customer service followed by concerns surrounding shipping and returns. Most brands had a similar customer profile and shared the same desires in a product. Products in these categories are created to make the customer feel good about themselves and improve their health and wellbeing. There are a few main salient values that customers are seeking in the beauty and health retail category. First of all, customers want products full of clean and useful ingredients. Customers are also searching for affordable, quality products. Brands must keep this in mind when reevaluating their marketing strategies based on the VoC. The following customer profile reveals the traits of the target market and what they expect to receive from the brand.

2.2 Customer Profile

Fiona is a 22-year-old student who is looking for products to keep her healthy and look after herself. She wants a product that isn't too expensive but has a high quality. As she lives in Australia, her skin can get quite oily in summer so she's looking for products that can combat that problem. She is constantly on-the-go so she needs a quick routine that will help her concerns and satisfy her desires.

TABLE 3. CUSTOMER PROFILE OF CONSUMER 1

Demographic	Geographic
<ul style="list-style-type: none"> • Female • 22 years old • Student • 20k yearly income 	<ul style="list-style-type: none"> • Australia • City • Subtropical climate
Behavioural	Psychographic
<ul style="list-style-type: none"> • Seeking benefits such as discounts and birthday gifts • Daily Usage • Loyal customer 	<ul style="list-style-type: none"> • Middle to upper-middle class • On-the-go lifestyle • Values self-care

2.3 Value Proposition

Value proposition presents customers with value that will be delivered through products or services. Value is “the heart of service and is critical to understanding the dynamics of service systems and to furthering service science” (Vargo, Maglio & Akaka, 2008). When a brand provides the value they seek, customers are more likely to engage with the brand. The Value Proposition Canvas (VPC) allows us to understand the customer’s pains and gains and how we can solve these issues to create value for the customer. In analysing the value proposition, brands can alter their services and products to fit the customer’s desire and drive engagement. The VPC of Sukin (see appendix) reveals some salient values that consumers are seeking in the health and beauty retail sector.

Customer pains found in the Sukin VPC include the customer service as well as the shipping and returns. Pain relievers reveal how brands will lessen customer pains. Sukin has introduced free shipping on orders over \$50 to relieve some customer issues with the option of express shipping. There are also numerous ways to contact customer service including through their website or social media direct messages. Sukin also eases customer pains by

being transparent about ingredients and other product information as well as frequently restocking products.

Customer gains reveal that individuals want to receive affordable, quality products quickly. Brands such as Sukin have achieved this by providing a 15% discount for new members and shipping benefits. They have also created a loyalty program with a free birthday gift. These gain creators provide value for the customer and make it more likely they will buy from the company. Gain creators can show how products and services will aid these customer gains. Sukin goes above customer expectations by providing added bonuses to their shopping experience. An online quiz allows customers to answer a few questions to reveal a personalised skincare routine and they even send a free '500ml Creamy Body Wash Cucumber & lemon' with every purchase. By utilising gain creators, brands can ensure they are providing valuable products and services that will drive customer engagement.

3. Marketing Objective

Marketing objectives are important for any business to allocate and adjust time and resources and is also the most vital part for designing a marketing strategy. As Social media has become the most influential and important virtual space these days, it is essential to market your products and services on such platforms. In this section, data from social media sites of the four chosen Australian brands; *Sukin Naturals*, *Go To Skincare*, *Frank Body Co*, and *Bondi Sands*, has been collected. The brand with the weakest social media marketing activities and presence is analysed using SWOT analysis, and one marketing objective is proposed for the brand.

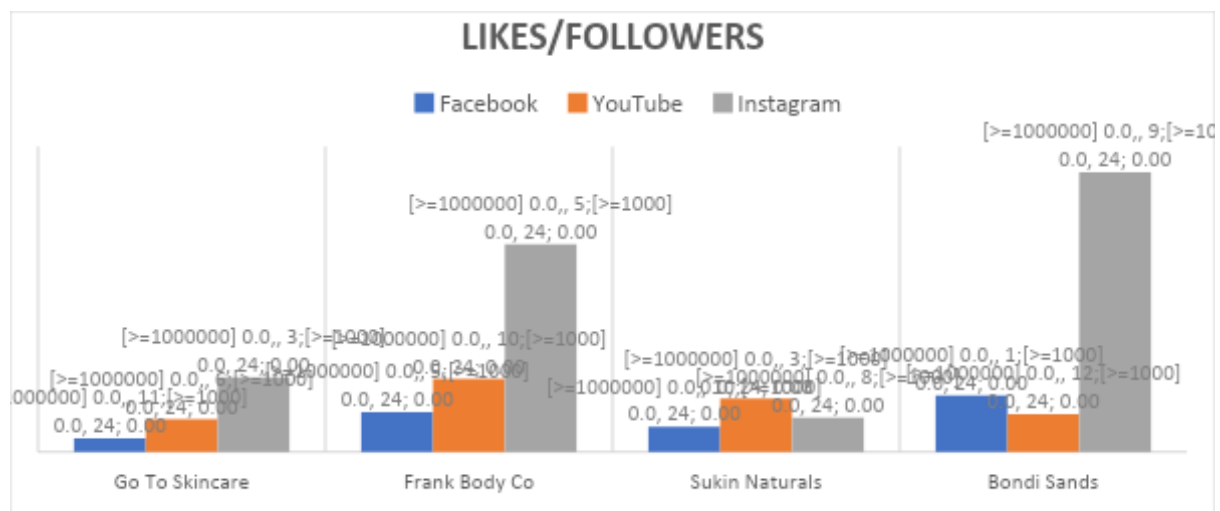
3.1 Social media performance & activity

To determine the influence of the four brands on social media, we have considered the following details of each brand on platforms like *Facebook*, *Instagram*, *TikTok*, and *YouTube*:

- Number of likes or followers they have on each platform
- Engagement with customers
- VoC (Voice of Customer)

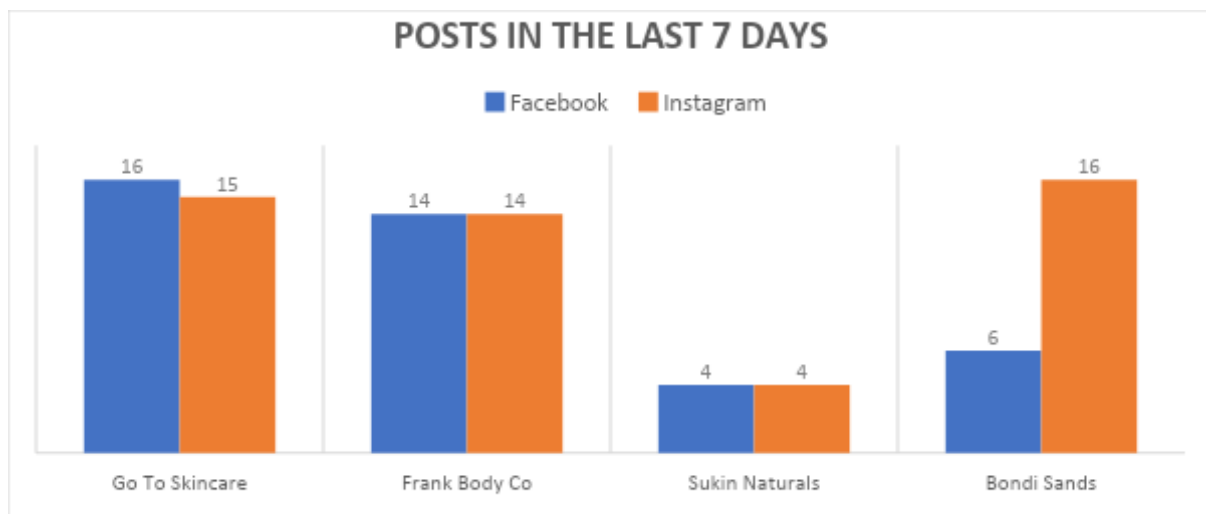
Based on the above-mentioned areas, let's have a look at all four Australian brands and find out which brand has the weakest social media marketing activities and presence.

FIGURE 1. BRAND ENGAGEMENT 1



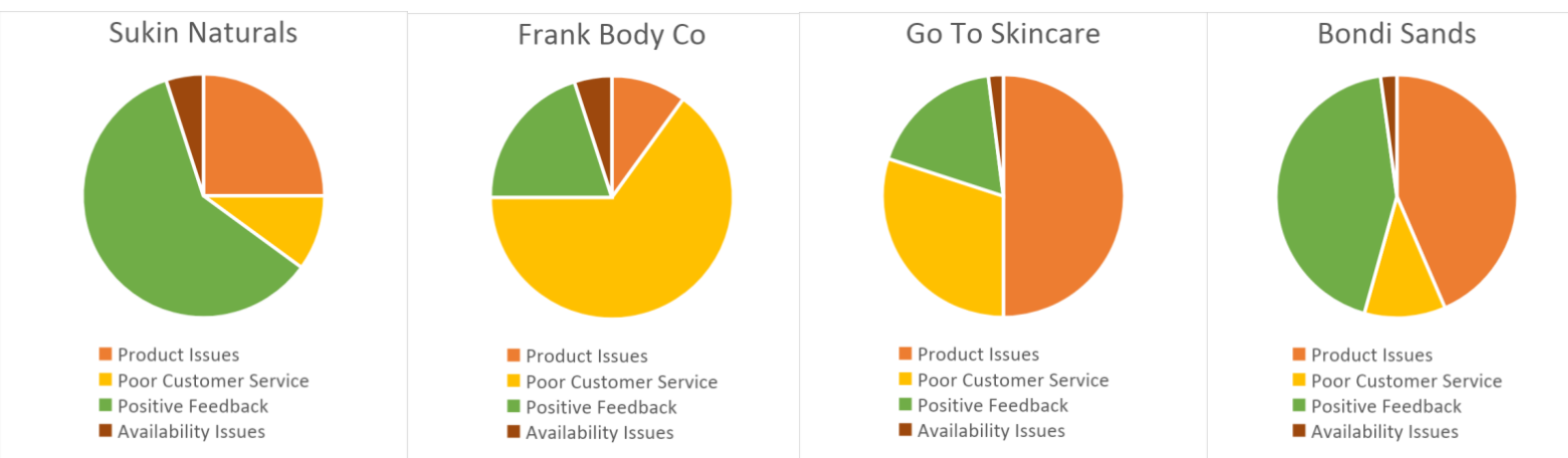
Based on number of likes and followers across all social media platforms, it is evident that the two weakest brands amongst four are, Go To Skincare having 54K, 128K, and 293K on Facebook, YouTube, and Instagram respectively, and Sukin Naturals having 98.9K, 209K, and 135K on Facebook, YouTube, and Instagram respectively. The rest of the two brands i.e., Frank Body Co and Bondi Sands have quite the following on their Instagram platform but not so well on the rest of the two social media platforms.

FIGURE 2. BRAND MEDIA POSTS 1



While looking at the engagement of customers under brands' social media posts, Go To Skincare has the most and Sukin Naturals have the least number of posts and engagement on Facebook and Instagram in the last 7 days.

FIGURE 3. VOC ANALYSIS OF BRANDS 1



Voice of Customer (VoC) has also been considered for this analysis, and based on that, it can be seen that even though Sukin has low number of followers and customer engagement, most of their feedback from customers is positive but have issues with the product ingredients and availability issues. Customers of Go To Skincare and Bondi Sands found most of the issues with their products as no specific instructions provided on using the products, and Frank Body Co lacks customer service and negative packaging mostly.

3.2 Chosen brand

Based on all the above factors, it is observed that **Sukin Naturals** has the weakest social media marketing activities and presence compared to other similar local and international brands. Out of all four brands, it has the lowest no. of likes and followers on social platforms and a very few no. of posts in a week with little to no engagement. The posts are made with no attached links, action buttons, emojis etc. On YouTube, the brand has only posted 5 short videos (ranging between 6 to 15 seconds) in the last two months, having good number of views but no interaction/comments at all because of the quality of content. On TikTok, it appears that the brand has just started their TikTok page and most of the content there is shared from their customers' accounts, no original content was found. On Facebook, it has about 98.9k followers but has close to no engagement on their posts and on Instagram, their customer service is poor and no replies were made to their customers' questions and queries.

Despite the low presence and engagement, it is evident that the brand has mostly positive feedback from their customers and their customer service is great on platforms like Facebook, and so, has made a quality of loyal customers. It is also very transparent compared to other brands and provides full disclosure to customers on ingredients used in their products.

3.3 SWOT Analysis

TABLE 4. SWOT TABLE 1

Strengths	Weaknesses
1. Quality customers (low but dedicated and authentic customer base)	

<ol style="list-style-type: none"> Instant and detailed feedback to customer queries on Facebook Transparency (Posts made providing disclosure on ingredients to customers in a way that's clear) Blogs posted on website about tips and how to apply products to get the best results off their products Intuitive and an outstanding website presence having every required section for details Huge number of stockists all over Australia 	<ol style="list-style-type: none"> Weak brand presence on platforms like Facebook and Instagram as compared to other similar brands Low customer engagement rate on social media posts (particularly on Facebook) No original content on TikTok (mostly customer-shared content) and having only about 30 followers Unable to satisfy customer demands in terms of availability of products Same and repeated techniques used on social media posts despite of having low customer interaction Customer queries not being assisted on Instagram (no replies/comments under customer's questions)
<p>Opportunities</p> <ol style="list-style-type: none"> The brands' website is very well-structured but could improve the 'locate the stockist near me' page which seems to be crashing every time because of the GPS integration Could use TikTok as spreading the brands presence by posting original and consistent content Focus on being consistent with replying to customers' queries on Instagram same as Facebook Use of how-to video content instead of writing instructions in a caption (Methods and tips to apply their products) Could work with local influencers to spread brand awareness 	<p>Threats</p> <ol style="list-style-type: none"> Losing potential customers because of poor customer service on Instagram Competitors like "frank body" taking over TikTok i.e. quite popular at the moment, and spreading brand awareness by posting easy and interactive content on how-to-apply their products large number of local competitors having strong customer audience Lack of providing allergen awareness in products could result in losing potential customers

3.4 Marketing Objective Strategy

The main objective strategy is considered for Sukin Naturals for the month of December using 5S framework for strategic digital marketing planning. Speak is what the brand will be focusing on in the next 4 campaigns (*provided in the next section*) and that is to multiply their customer engagement (comments and shares) by 3x on Instagram and 5x on Facebook of their current engagement record. As well as to focus on TikTok channel and post original content providing details on how to use their products or making more engaging content. The goal is easily achievable if compared to similar local brands. This would improve the brand perception, loyalty, and word of mouth recommendations which would directly affect on extending the brand online.

This can easily be done by using social media marketing techniques such as, giving away \$1000 worth of free products in a month, creating hashtag #AskSukin and form a community where all the questions are answered, reaching out specific influencers to spread the word around, and by using Facebook and Instagram engagement metrics (focusing more on comments and shares instead of views). This would result in achieving the customer engagement and so building online presence and competing other similar local brands.

4. Marketing Plan

The above marketing objective proposes Sukin implement a specific growth-based goal, to optimise their social media presence during the busy Christmas trading period. By using the following marketing plan, the aim is to *Multiply customer interaction (Comments and Shares) by 3x on Instagram and 5x on Facebook, and to post original and quality content on the video-based platform TikTok.*

This social media marketing plan is formulated around the RACE framework and utilises each framework stage to determine the social media posts that Sukin will publish across the platforms of Facebook, Instagram and Tiktok during the period of November 24th to December 24th 2021. This strategy, combined with the use of Facebook and Instagram insights to track metrics will be utilised in order to achieve the aforementioned consumer engagement goal. The content posted during this time period will include a mix of paid, owned and earned media.

The main strategy that should be employed by Sukin to gain customer interaction and social media growth is to maintain consistency across all social media channels, therefore, every proposed campaign in this marketing plan will be altered to suit Facebook, Instagram and Tiktok specifically.

4.1 REACH:

The initial stage of the RACE framework is 'reach'. In order to create a two-way consumer and business dialogue, Sukin needs to firstly grow their audience/followers, and while doing so measure audience volume, audience quality, and audience value using analytics and data such as Instagram and Facebook insights. To launch the optimisation period a paid Influencer campaign period from Wednesday 24th of November to Wednesday the 1st of December will be enacted. Here, Sukin will pay three Australian influencers who reach the target audience daily with their content and have a significant following to promote Sukin's signature essentials skincare range. Ideal specific Australian influencers to use are @Chloe Morello on Facebook (1.7M followers), @tammyhembrow on Instagram (13.3M followers) and @brideydrake on Tiktok (345.1K followers). On each of their specific platforms, the influencers will post a short video showing their morning skincare routine using Sukin

products, using the hashtag #sukinmorningroutine. This will encourage their followers to replicate and therefore follow and interact with Sukin. Each influencer will post this content with a variation of the following caption:

#sukinmorningroutine 🌞

Here is my @sukinskincare morning routine, follow them and post yours with the hashtag #sukinmorningroutine for the chance to win their 'Love your skin' 3 step face kit 🧴💕

TABLE 5. INFLUENCER CAMPAIGN 1



BRAND CAPTION:

There's no better way to start the day than with a skincare routine to help you wake up feeling fresh and rejuvenated! 🌿🧘

Share a video of what products you love to include in your mornings with the hashtag #SukinMorningRoutine for the chance to win a Love Your Skin pack.

📺 @tammyhembrow

This campaign will engage brand interest, generate new followers, and increase overall brand awareness. This will also create a sense of community, as Sukin will repost and share the videos created by both the influencers and their followers across all of their social media channels. This stage of the marketing plan is essential in maintaining and increasing further followers and consumer purchasing down the track.

4.2 ACT:

The second phase of the RACE framework is to 'act', prompting our second week of posting focus. It has been identified that Sukin's posting has been inconsistent and sporadic across the platforms of both Facebook and Instagram. This will be rectified by posting content focusing on prompting consumer interactions every day between the dates of December 1st to December 7th. It is essential during this stage to ensure that the content that they are posting is valuable and promotes further interest in Sukin. These posts will need to address the issues that have been outlined in previous sections of this document, such as questions regarding refill availabilities, promotion of good customer service, and stock availability queries. These topics will create leads and further interaction, which will promptly be responded to by Sukin - furthering a sense of personality, persona and community. These posts will not only assist in gaining further followers but also in maintaining interest from previously acquired ones.

Another hashtag will be used for this stage (#AskSukin) which will allow customers to use their voices and open a two-way dialogue between Sukin and their social media audiences. Here, social media users and Sukin followers will be encouraged to comment with any questions they may have for Sukin whilst also boosting their interaction. This will create

further leads as customers can feel that they have an impact on processes, whilst simultaneously improving perceptions of Sukin's customer service value.

These Q&A type posts will take place across multiple platforms to convey the information in different ways for the audience. First is an Instagram story which utilises the app's question function. In this post, Sukin will respond by having team members record video footage of themselves answering the question.

The second method is a Facebook post prompting users to ask questions in the comments. Sukin will respond by replying directly to comments, as well as making a follow up post including the most frequently asked questions. This will help ensure customers have easy access to the answers of the most sought after questions, even after the Q&A.

FACEBOOK POST CAPTION:

At Sukin, we value our customers. That's why we're committed to answering your questions and ensuring we are 100% transparent about our products and processes. We want to make sure our customers are well informed every step of the way from concept and design, to production and distribution.

So we're inviting you to #AskSukin your burning questions in the comments down below!

TABLE 6. #ASKSUKIN CAMPAIGN CONTENT 1

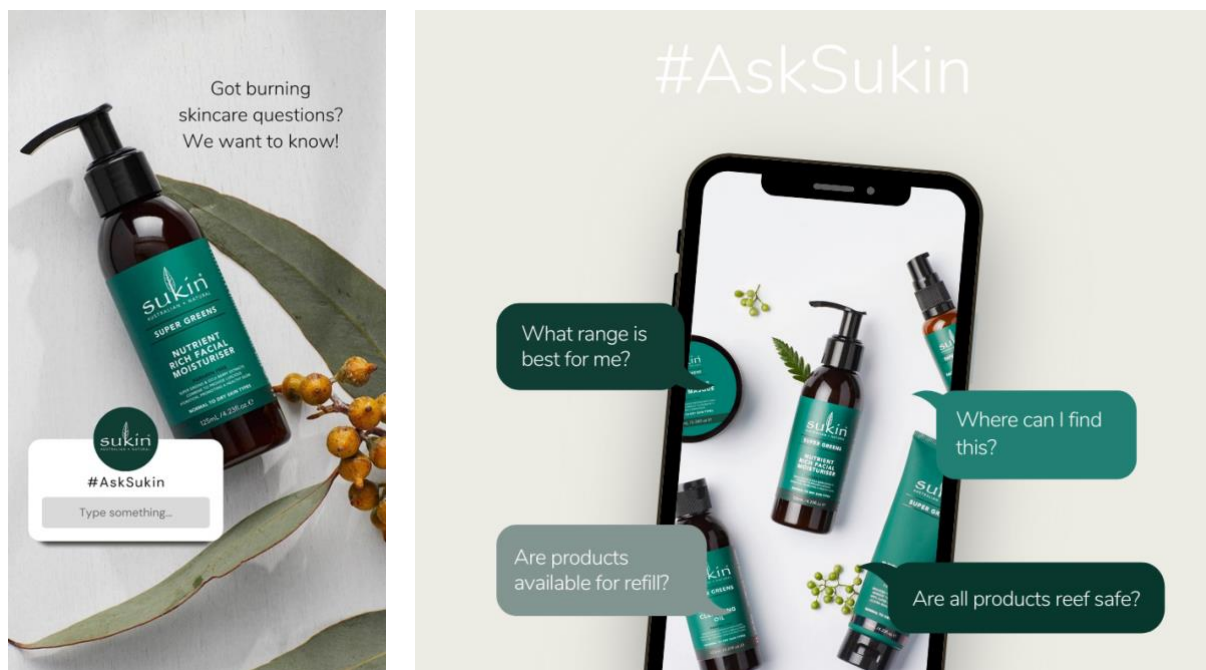


TABLE 6.1 #ASKSUKIN CAMPAIGN EXAMPLE 1

13

Go Digital with Group 13

Sponsored ·

...

At Sukin, we value our customers. That's why we're committed to answering your questions and ensuring we are 100% transparent about our products and processes. We want to make sure our customers are well informed every step of the way from concept and design, to production and distribution.

So we're inviting you to #AskSukin your burning questions in the comments down below!

www.sukinnaturals.com

MESSANGER

SEND MESSAGE

Like

Comment

Share

Duration ?

Days

7

⊖

⊕

End date

Oct 28, 2021

Total Budget ?

Estimated 978 - 2.8K people reached per day

\$ **350.00**

Audience ?

Who should see your ad?

People you choose through targeting

Audience Details

Location - Living In Australia

Age 18 - 35

Gender Female

People Who Match Interests: Skin care, Skin, Beauty, Simple Skincare, Environmentalism, Cruelty-free, Cosmetics, Hair products, Beauty salons, Online shopping, Natural skin care, Health And Beauty or Health & wellness, Behaviors: Facebook access (mobile): all mobile devices

Create New

Estimated Daily Results

People Reached ⓘ	978 - 2.8K
Replies ⓘ	5 - 18

Payment Summary

Your ad will run for 7 days.

Total budget	\$350.00 AUD
Estimated tax	\$35.00 AUD
Total amount	\$385.00 AUD

4.3 CONVERT:

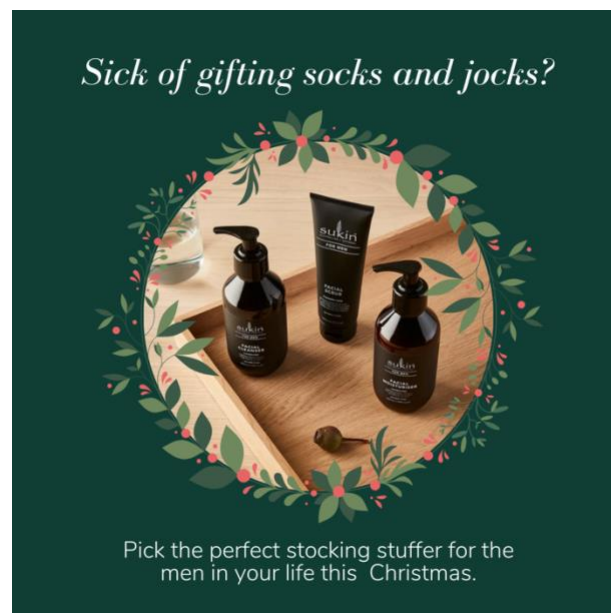
The third week of the Sukin Marketing plan is focused on the conversion of consumers from the online browsing stage to the purchasing of items. The content posted during the week of December 1st to December 20th will be a persuasive style across the platforms of Facebook, Instagram and Tiktok. This will be optimised in relation to the holiday period and advertising will frame specific products and packs as the perfect Christmas gifts. The interaction with these posts should be closely monitored in terms of their success (links clicked, leading to sales), how much increased profit they are generating, and the volume/order value of individual purchases (how much money customers are spending per sale) in order to determine which products to continue to promote in further marketing stages. An example of one of these posts is below, advertising the 'Energising Gym kit' for men as the ideal Christmas present for a brother, father, friend or significant other.

CAPTION:

Here at Sukin, we believe everyone is entitled to natural, sustainable skincare no matter your gender. So forget the jocks and socks for Christmas this year and give the gift that keeps on giving - healthy, glowing skin! 🌟

A delicious blend of citrus and cinnamon, the Energising Gym Kit comes with a 3-in-1 wash for freshness without the fuss, as well as a facial moisturiser and microfibre towel. 🧴

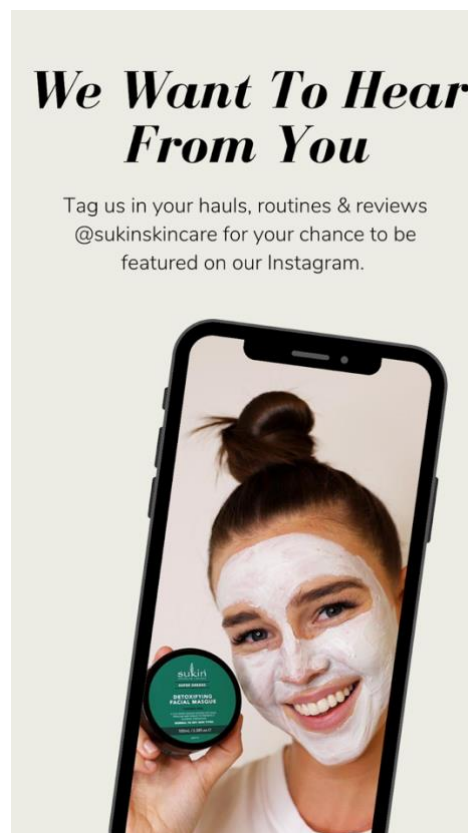
TABLE 7. CHRISTMAS GIFT CAMPAIGN 1



4.4 ENGAGE:

The final element of the RACE framework is to engage customers who have purchased items. This will run through the weeks of December 9th to December 16th, and for the following period up to Christmas analytics will be monitored to review which content types from this plan have gained the most traction, determining which to re-create and boost in order to gain valuable purchases. In this 'engage' stage it is essential to promote glowing reviews and customer satisfaction across all social media channels. This can be as simple as reposting thrilled customer comments, or videos of customers enjoying and or reviewing the products. Engaging and reposting positive comments to Instagram and Facebook stories and Tiktok accounts will ensure that customers feel valued, prompting their return and repeat in sales (generating customer loyalty). Here, lifetime value can occur and the most loyal customers can be used as tools to promote further growth and advocate for Sukin, creating organic, earned and unpaid growth of social media channels.

TABLE 8. ENGAGEMENT CAMPAIGN 1



4.5 CAMPAIGN SCHEDULE:

ID	CAMPAIGN NAME	RACE STAGE	START DATE	END DATE	CHANNEL(S)
1	Sukin morning routine (hashtag) #Sukinmorningroutine	Reach	24th November	1st December	Facebook, Instagram, Tiktok
2	Ask Sukin (hashtag) #AskSukin	Act	1st December	7th December	Facebook, Instagram, Tiktok
3	Christmas Gifts	Convert	7th December	20th December	Facebook, Instagram, Tiktok
4	Advertising advocacy	Engage	9th December	16th December	Facebook, Instagram, Tiktok
5	Combination of all	Combination of all (after analytics review)	Remainder of busy Christmas trading period	Remainder of busy Christmas trading period	Facebook, Instagram, Tiktok

5.Resource Estimate

To implement the proposed campaigns for Sukin for the three main social media channels (Instagram, Facebook and TikTok), below is a detailed resource estimate in order to successfully and strategically carry out the full marketing plan to gain customer interaction and social media growth for Sukin.

Initially, for the first campaign (ID #1) it is proposed for three influencers to promote Sukin on their social media with a Sukin morning routine hashtag post. It is estimated that on average \$100 per 10 thousand followers on a platform is the expense for the influencers. For all campaigns, boosting post promotions via Facebook Ads manager is an effective way to boost conversion rates and customer interactions, this will be implemented across Facebook and Instagram, being applied to every post made over the Christmas period.

In order for an effective Christmas marketing plan on multiple social media platforms, the human resource budget is also discussed in regards to a social media manager, public relations and graphic designer. The social media manager will be hired in order to maintain regular interactions of all platforms, the manager will oversee all content posting and customer analytics in order to boost the accounts. The public relations hire will oversee and maintain the public appearance on social media, aiding the social media marketing manager with the reputation and copywriting on all posts. Alongside those activities, the public relations will also be responding and managing customer complaints.

Campaign expense	Campaign ID	Total cost	Estimated results
Social media manager	#1 #2 #3 #4	\$5,883 per month on average.	More engagement on social media through creation and management of content on pages.
Public relations	#1 #2 #3 #4	\$5,883 per month on average.	Good connection with customers.

Graphic designer	#1 #2 #3 #4	\$5000 per month	On brand content creation.
Video content x 1	#3	\$2500 + GST One time creation	
Facebook conversion campaign promotion via Ads manager	#1 #2 #3 #4	\$50 daily across all campaigns	Using Facebook ad manager the total estimated daily reach is between 1.3K to 3K accounts and estimated <10 conversions each day based on the amount of accounts reached.
Instagram promote boost post	#1 #2 #3 #4	\$1000 per month Cost per click \$1	Reach more individual accounts to gain customer interaction.
Canva and or adobe resources for social media manager content creation	#2 #3 #4	\$25 per month	
Social media influencer posts	#1	On average \$100 per 10K followers For bridey drake the average cost will be \$3,500 based on her follower count.	
Total marketing expense		AUD \$31,424 for one month in total for expenses.	

Resource estimate sources

Social media manager salary

<https://www.seek.com.au/career-advice/role/marketing-and-social-media-manager>

Public relations

<https://www.seek.com.au/career-advice/role/public-relations-specialist>

Graphic designer

<https://www.seek.com.au/career-advice/role/graphic-designer>

Video creation

<https://www.yourfilm.com.au/essentials-corporate>

Facebook ad manager conversion campaigns

<https://www.facebook.com/business/help/282701548912119?id=649869995454285>

Instagram Promotion

<https://karolakarolson.com/instagram-ads-cost-and-bidding/>

Canva and or adobe resources for team use

<https://www.canva.com/pricing/>

Influencer cost

<https://later.com/blog/instagram-influencers-costs>

Conclusion

Conclusively, it is evident the large scale impact, both positive and negative, that digital and social media tactics has on overall brand success. Through the analysis of a broad range of companies specialising in beauty, it is illuminated that Sukin is missing out on integral opportunities to grow their online presence and awareness. Thus, the proposed campaigns aim to increase consumer connectivity with the brand to enhance overall engagement across all social media outlets. Through this marketing plan, Sukin will satisfy marketing objectives that ultimately provide increased brand accessibility and therefore, overall profitability.

References

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Appendices