

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>Testimonials do the best reach and engagement when they are videos</i>
	<i>More posts of video testimonials instead of photo</i>
2	<i>The reach has a lot of volatility</i>
	<i>Paid ads for better performing posts to capitalize on opportunity</i>
3	<i>AM posts tend to be less popular</i>
	<i>Try posting in evening or in am only on weekends</i>



1

Facebook

platform for visual based posts good for beauty products (photos/videos to share on feed or story) and great for storytelling

2

Instagram

High usage by men and women in the United States between the ages of 21-45 that unisex line could appeal to

platform for visual based posts good for beauty products (photos/videos to share on feed or story)

Beauty based influencers can promote PYUR

Can link shop

3

TIK TOK

High usage by men and women in in the United States between the ages of 21-45 that unisex line could appeal to

platform for visual based posts good for beauty products (photos/videos to share on feed or story)

Beauty based influencers can promote PYUR

Can host shop



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 Dev

Female 35-44

Super dry skin in cold weather

Wants effective acne treatment

Likes to read



Realtor Rich

Real Estate Agent

Male 35-44

Dry and itchy skin

Pigmentation from clogged hair follicles

Razor bump prone



MARketing Michelle

Marketing Manager

Female 25-34

Needs easy low maintenance routine

Has other priorities

Very outgoing



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

Plant Based Transformation

Pyur's world-renowned plant-based, non-chemical-based ingredients available in skin care today. Available as a simple effective 3 step program for those wanting the healthier choice.

Your skincare starts here. Shop now.



Calendar with 12 different posts

	Facebook	Instagram	TIKTOK
Sunday	Inside Your Skin 2 PM Conversational Facebook Feed, Facebook Story	No Fail Fall 4pm Calendar Photo of products outdoors in nature	Fun in the Sun-DAY 7pm Conversational Live demo of products outdoors in nature on page and reposted to feed
Monday			
Tuesday		Testimonial Tuesdays 5PM Conversational Live video. reel in story, feed and groups	
Wednesday	Plant Based Transformation 3PM Core of the brand Facebook Feed, Facebook Influencer posts in groups (local skincare communities)		Nourish Nature 6pm Core of the brand How to product demo videos in feed
Thursday		Glow Up 8pm Core of the brand Before and after video in story, feed,	Turn a new leaf 6pm Calendar feed/shop link
Friday	Love Yourself Love Nature 11am Core of the Brand Facebook Feed, Facebook Story		No Fall-tering 8pm Calendar Talking about dry skin in fall and how products help video in feed from live video
Saturday	Skincare Fails 12pm Conversational Video of 2 influencers	Night Owl 7PM Core of the brand Testimonial video	



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	<i>24-44 crowd of men and women in major cities</i>
Tactic / Marketing Strategy	<i>Work with micro influencers in busy cities . Have them do a funny or light hearted post with popular audio track.</i>
Channel	<i>Instagram</i>
How will it grow the channel	<i>Instagram is a fast paced channel with robust crowd looking for next best thing. Highly influenceable and ability to buy products within the platform. Loyal followers will check out brand. Audience within age group and equitably split genders.</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 *Instagram performance mediocre compared to facebook reach*

Increase paid ad placement on instagram

2 *Video more cost effective*

Use video for paid ads since it gets better engagement return on costs than static photo

3 *Facebook Story was not used for placement*

Make it page public so available to everyone and able to be placed there/tracked data.



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	to increase awareness of PYUR's new 3-step solution during Fall season in select major cities
Budget	<i>10k, including 2k reserved for influencer</i>
Platforms	<i>Facebook, Instagram, and TIK TOK</i>



Target Audience

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

Audience Demographics	<i>Men and women based in the United States ages of 21-45</i>
Geo-targeting	<i>New York, Chicago, Miami, Dallas, Houston, and Los Angeles</i>
Behavioral targeting	<i>care about clearer, healthy-looking skin. Consumers using social media Active/busy lifestyle Eco conscious Online commerce Fitness Wellness</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



Crisp air without the crisp skin. Putting on the layers? Give your skin a layer of lovely natural hydration to get you through the windiest of walks.

Shop Your Skins Wins PYUR Face Cream

Ad for Men



Upgrade in season means its time to upgrade your skincare. PYUR's plant based beard oil keeps your skin shielded from the harsh weather. All Natural No nonsense.

Shop Beard Oil Now



Facebook A/B test

Name of the Ad	Campaign Objective	KPI	Audience	Total Budget
Let Go & Glow – 3 Step Radiance	Increase awareness of PYUR's brand	Engagement Rate (Post interactions/shares)	Females 21-45 Interested in: Skincare, clean products, wellness	8k
Simple Steps - After Shave Companion			males 21-45 Interested in: Grooming Skincare, clean products, wellness	

Goal of the test:	<i>To test what catches the eye and clicks of males vs females on Facebook Posts so PYUR can make more engaging and effective marketing for their unisex line</i>
Next steps:	<i>Decide on variable, Testing/tracking tools, duration, and then run test. Adapt and change variable depending on engagement results for either/both genders.</i>



Influencer Overview

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

Influencers target audience	<i>Their loyal followers on their platforms - beauty/hygiene/grooming fans who live in select major cities</i>
Type of influencer	Female Health and Beauty Microinfluencer 5K–50K followers
Activation Channels	Instagram and TIKTOK
Launch date	11/25/25
Duration	2 weeks
Total Cost	2k
Proposed tactic	<i>VLOGs of using skin care products during fall to keep skin hydrated, clear, and healthy, showing ease of use despite busy schedule, and emphasis on non toxic. Day 1 - day 14</i>