Marketing Strategy
March 2016

AGENDA:
Landscape & Audience Analysis
Communication Approach
Marketing Directions
Media
Discussion

Landscape & Audience Analysis

assignment

- **Brief:** Launch the BHüe brand online, driving awareness and sales.
- **Opportunity**: Positioning the brand around the crowdsourcing component to drive interest within the target demographic of middle and upper class women ages 18-45 as well as beauty/makeup influencers within the digital space.
- **Problem:** Extremely crowded marketplace where finding a whitespace as a brand and product differentiator is crucial.

goals

1

Launch the BHüe brand
Brand building: drive awareness for the brand

VIA:

- Driving traffic to the site
- Building fans and followers across social channels
- Influencer outreach and PR

2

- Drive trial: introduce audience to key products
  - Driving traffic to product pages
  - Engagement with product imagery on social channels
  - Influencer outreach: sampling

state of affairs

STANDARDS OF BEAUTY ARE CHANGING

"the notoriously youth-obsessed world of fashion and beauty is finally accepting—even embracing—women of a certain age." AdWeek

ADWEEK

Why Older Women Are the New It-Girls of Fashion Brands like Kate Spade, Céline and L'Oréal are tapping into the 'silver economy' By Emma Bazilian

April 6, 2015, 7:36 PM EDT | Advertising & Branding

18 USA TODAY

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Model with Down syndrome returns to New York Fashion Week

REFINERY29

The fashion industry's definition of beauty is shifting: Plus-size women are fronting campaigns for big labels like American Eagle's Aerie, and transgender actresses-slash-models are being selected to walk the runways of high-end brands like Gucci. Catwalks and ad campaign are, at last, looking a bit less homogenous, and AT&T's new mini-documentary, *Beauty Redefined* explores just how much the industry is evolving for the better.

HUFFPOST STYLE

Sports Illustrated Just Made History By Putting A Plus-Size Model On Its Cover

"Celebrities like Kelly Osborne, Nicole Richie, and Kylie Jenner have dyed their locks gray. And many of those posting pictures of Joan Didion's Céline campaign all over Instagram hadn't even been born when her book *The White Album* was first published." - Adweek

“Beauty is not homogeneous. Beauty is how connected you are to yourself inside. There is no one ideal.”

That power shines through with a diversity of people.

Millennials are expanding their horizons as the sphere of influence for purchasing decisions across beauty and fashion changes. Older women, diverse cultures, and body types are in vogue among the young.

YOUR TARGET AUDIENCE:

- Female makeup enthusiasts
- Include Hispanic demographic
- Ages 18-45
- Income of middle to upper class
- Desire to try new brands of beauty and personal care products
- Willingness to pay extra for better quality beauty and personal care products
- Media and technologically savvy
- Connected to trends and social media
- Influenced by creditable spokesperson

One of your key demographics, the millennial, is already more diverse than the generations that preceded them, with 44% being part of a minority race or ethnic group (that is, a group other than non-Hispanic, single-race white).

- **U.S. Census Bureau**

Plus, they are being highly unserved in the U.S. market.

Understanding their needs & behavior

EMOTIONAL:
“I DON’T CARE ABOUT BRANDS – I CARE ABOUT PRODUCTS, ETHICS, & PROCESS.”

- Care about “purpose beyond profit”
- 95% use makeup to enhance their features & 94% indicate that makeup makes them feel more confident and look their best.
- Three out of four don’t mind spending money on makeup because it helps them feel good, 84% use it to hide their flaws, and 36% relate that wearing makeup feels like an obligation.

“Thanks to their strong sense of social justice and desire to make the world a better place, millennials prefer to buy from brands who they feel contribute to "the greater good." They want to be inspired by a company's core values.”

RATIONALE:
75% try beauty products based on a recommendation.

- The heaviest buyers of beauty products in the $13 billion dollar cosmetics market are millennials (defined as purchasing more than 10 types of products a year).
- Higher income is correlated to the likelihood of being a heavy cosmetics buyer.
- 42% follow beauty brands on social media.

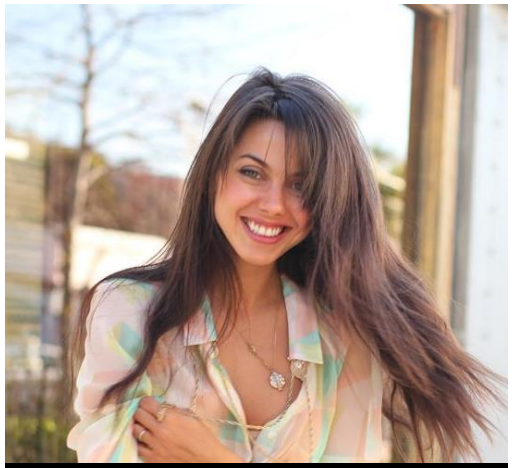
Free samples–not promotions nor discounts–are the #1 way to influence these women to try a *new* makeup brand.

Additionally, we want to target makeup artists (MUAs) & influencers:

MUAs tend to be creative and artistic with a strong knowledge of color theory, materials, digital, and trends.”

Elle Fowler

Camila Figueiredo

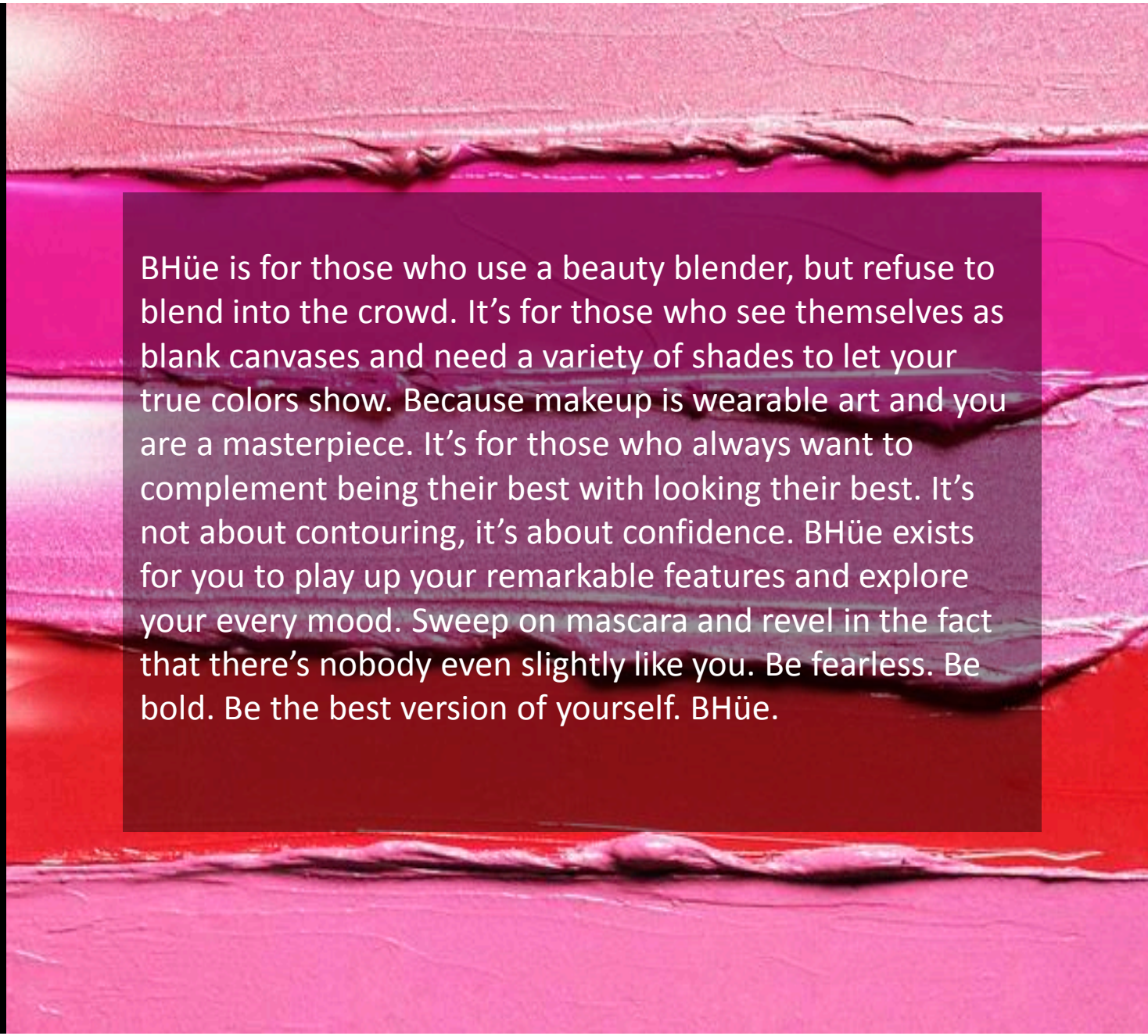


Annabelle Fleur

Judy Travis

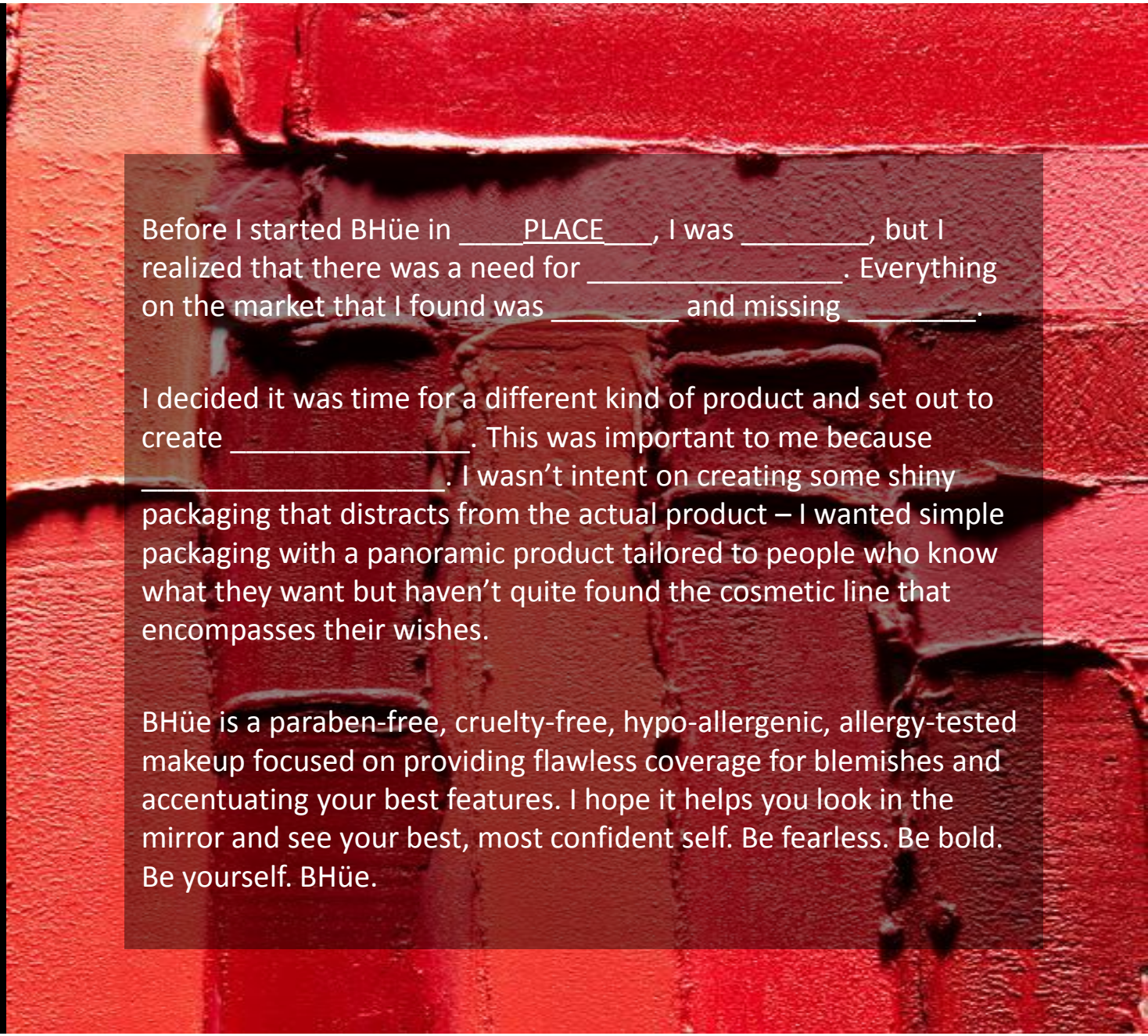
What do we want to communicate?

manifesto



BHüe is for those who use a beauty blender, but refuse to blend into the crowd. It's for those who see themselves as blank canvases and need a variety of shades to let your true colors show. Because makeup is wearable art and you are a masterpiece. It's for those who always want to complement being their best with looking their best. It's not about contouring, it's about confidence. BHüe exists for you to play up your remarkable features and explore your every mood. Sweep on mascara and revel in the fact that there's nobody even slightly like you. Be fearless. Be bold. Be the best version of yourself. BHüe.

about us



Before I started BHüe in ____PLACE___, I was _____, but I realized that there was a need for _____. Everything on the market that I found was _____ and missing _____.

I decided it was time for a different kind of product and set out to create _____. This was important to me because _____. I wasn't intent on creating some shiny packaging that distracts from the actual product – I wanted simple packaging with a panoramic product tailored to people who know what they want but haven't quite found the cosmetic line that encompasses their wishes.

BHüe is a paraben-free, cruelty-free, hypo-allergenic, allergy-tested makeup focused on providing flawless coverage for blemishes and accentuating your best features. I hope it helps you look in the mirror and see your best, most confident self. Be fearless. Be bold. Be yourself. BHüe.

product communications

You want a pencil that lines your brows, lips, *and* eyes – because simplicity is sexy. That's why we made our dual purpose 6-in-1 pencil kit with each pencil allowing for multiple uses. Toss the pencil case or just one pencil into your bag and be set for touch-ups later in the night. Leave it on your vanity and streamline your morning routine without using several different products. Use it to highlight underneath your brows, in the corner of your eyes to make your irises pop, and create a cupid's bow when lining your lips. Create many dimensions with one pencil. Outline and define in one unique product made for ü.

Be the best version of yourself

Created to embolden beaüty diversity and allow intrinsic self-expression to materialize.

Messaging centered around:

SPEED TO MARKET/ LIMITED EDITION BEAUTY

- 3 month turn-around from new ideas/crowdsourcing to products
- Limited collections
- Trend focused

FORMULATED BY HAND. INSPIRED BY Ü.

- Crowdsourced ideas from customers, influencers, and tastemakers
- Science created, ethically sourced
- How it's made is a unique approach

CRUELTY-FREE

- Not tested on animals

NATURAL COSMETICS

- Paraben-free
- Hypo-allergenic
- Allergy-tested

MADE IN NEW YORK

WOMAN-OWNED

Campaign Direction Exploratory

B Hüe

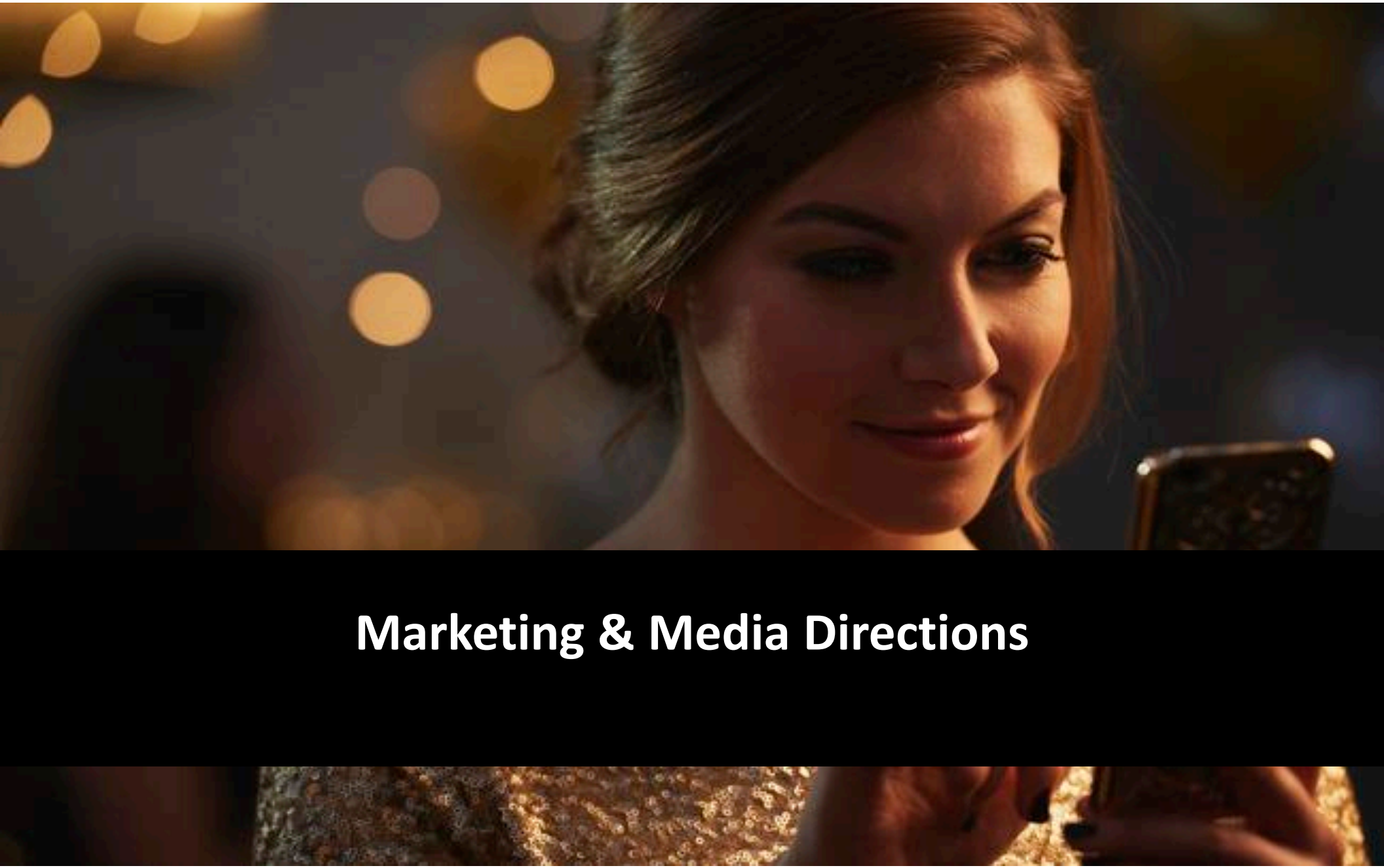
BE BOLD
BE FEARLESS
BE YOURSELF

B Hüe

BE BOLD
BE FEARLESS
BE YOURSELF

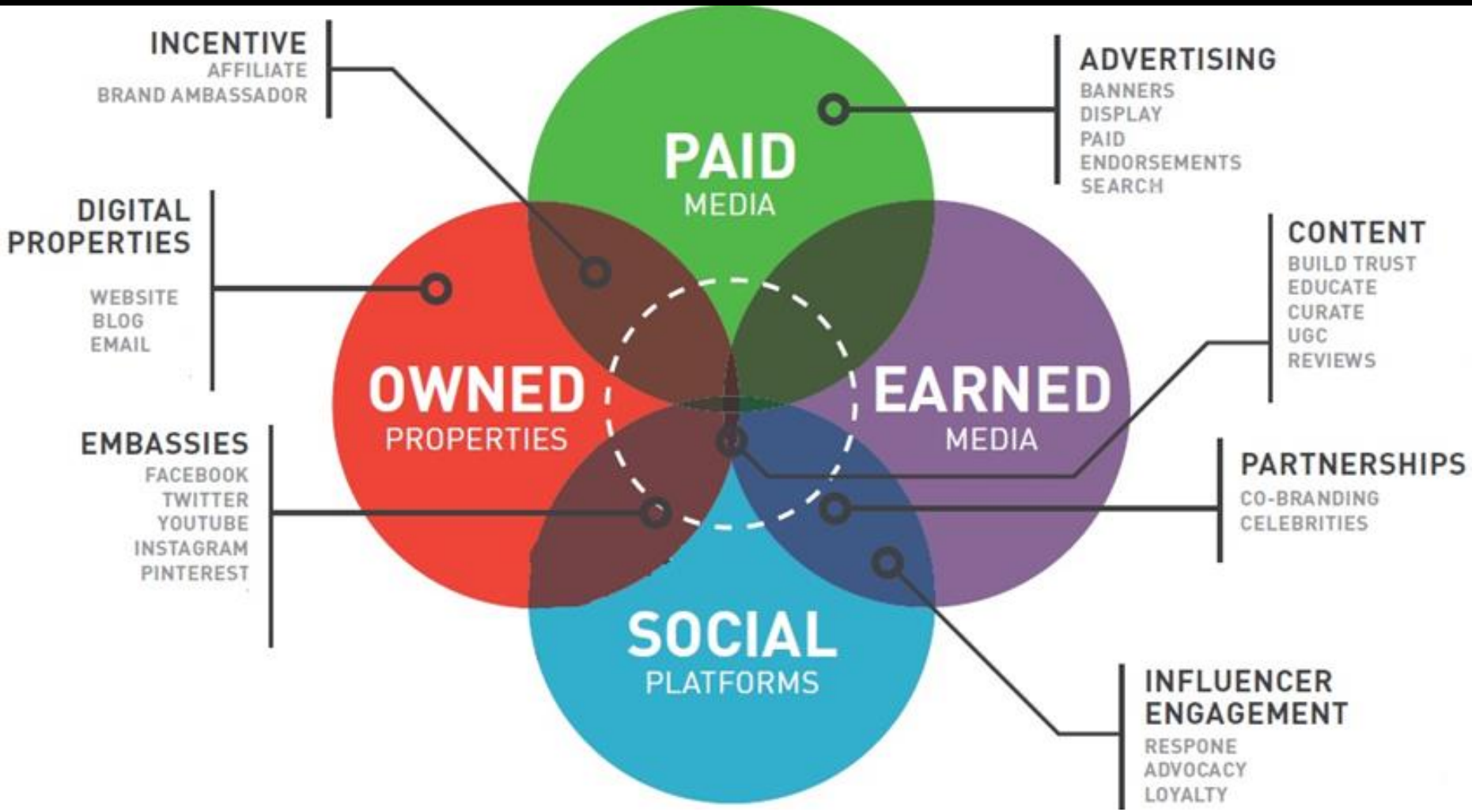
Be bold
Be fearless
Be yourself

BHüe

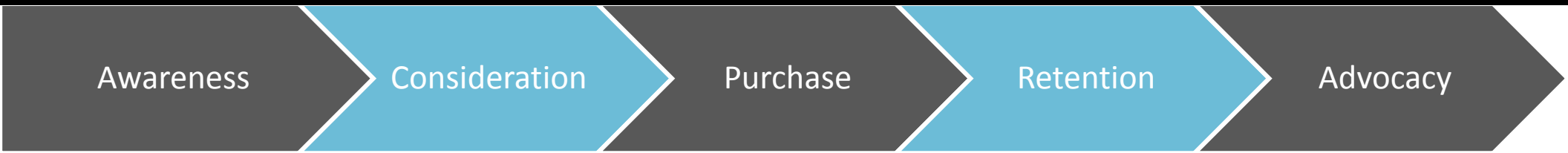


Marketing & Media Directions

Long Term Marketing Mix



Throughout the customer journey



Awareness	Consideration	Purchase	Retention	Advocacy
Stage 1: • Paid Social • PR/Influencer Outreach • Sponsored Content • Events (online & off) Stage 2: • Email Acquisition • Paid Search • Partnerships with Fashion/Beauty/ subscription sites • (Lifebooker, Gilt, Terra Bella, Essence Beauty Box, Makeup Alley, etc.)	Stage 1: • Website Content • Sampling Stage 2: • Showing products on real people via UGC	Stage 1: • Simple check-out experience • Surprise and delight Stage 2: • Cart abandonment retargeting	Stage 2: • eCRM program • Special access and samples for loyal customers	Stage 1: • Rewarding and acknowledging brand evangelists

In the First 3 Months of Launch, the Focus is On:

Paid Media Spend Distribution

APPROACH

In order to facilitate awareness, consideration, and purchase, media spend will be distributed across a variety of channels with the purpose of guiding users through the buying pathway.

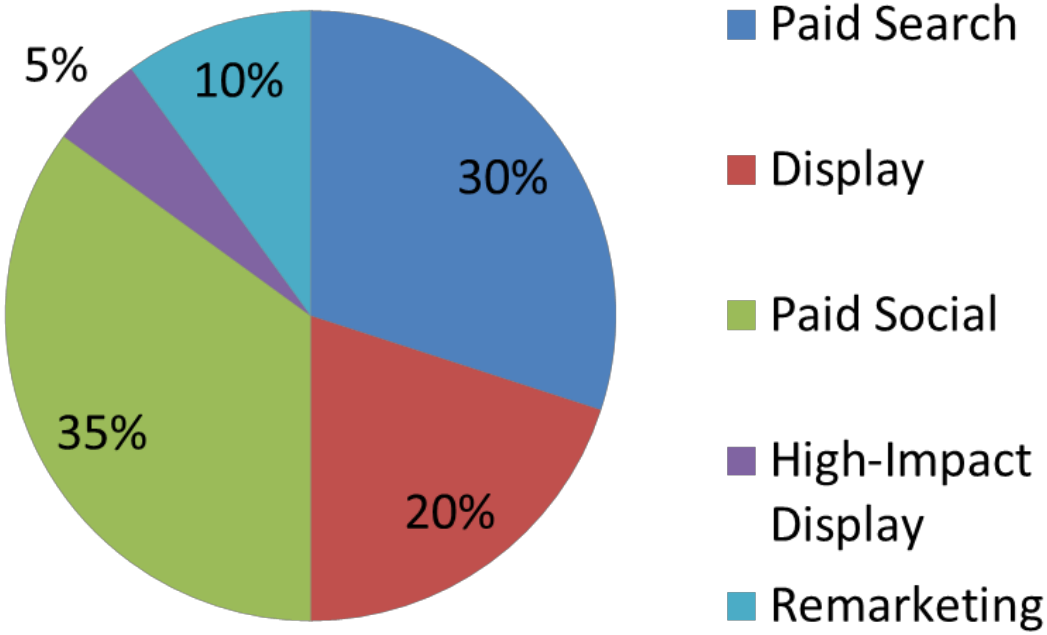
A significant focus on highly targeted social advertising will allow us to deliver unique messages tailored to each buyer's persona. Paid search will utilize product category level keyword targeting to introduce BHüe to self-identified potential customers.

This approach will allow us to build brand value while maintaining a focus on conversions and sales.

EXECUTION

- Creative for each portion of the customer journey will be served across platforms and devices based on user on-site, 2nd party, and 3rd party data.

- Ad units should direct users to product category pages, the home page, or individual product pages.



Paid Media Projections

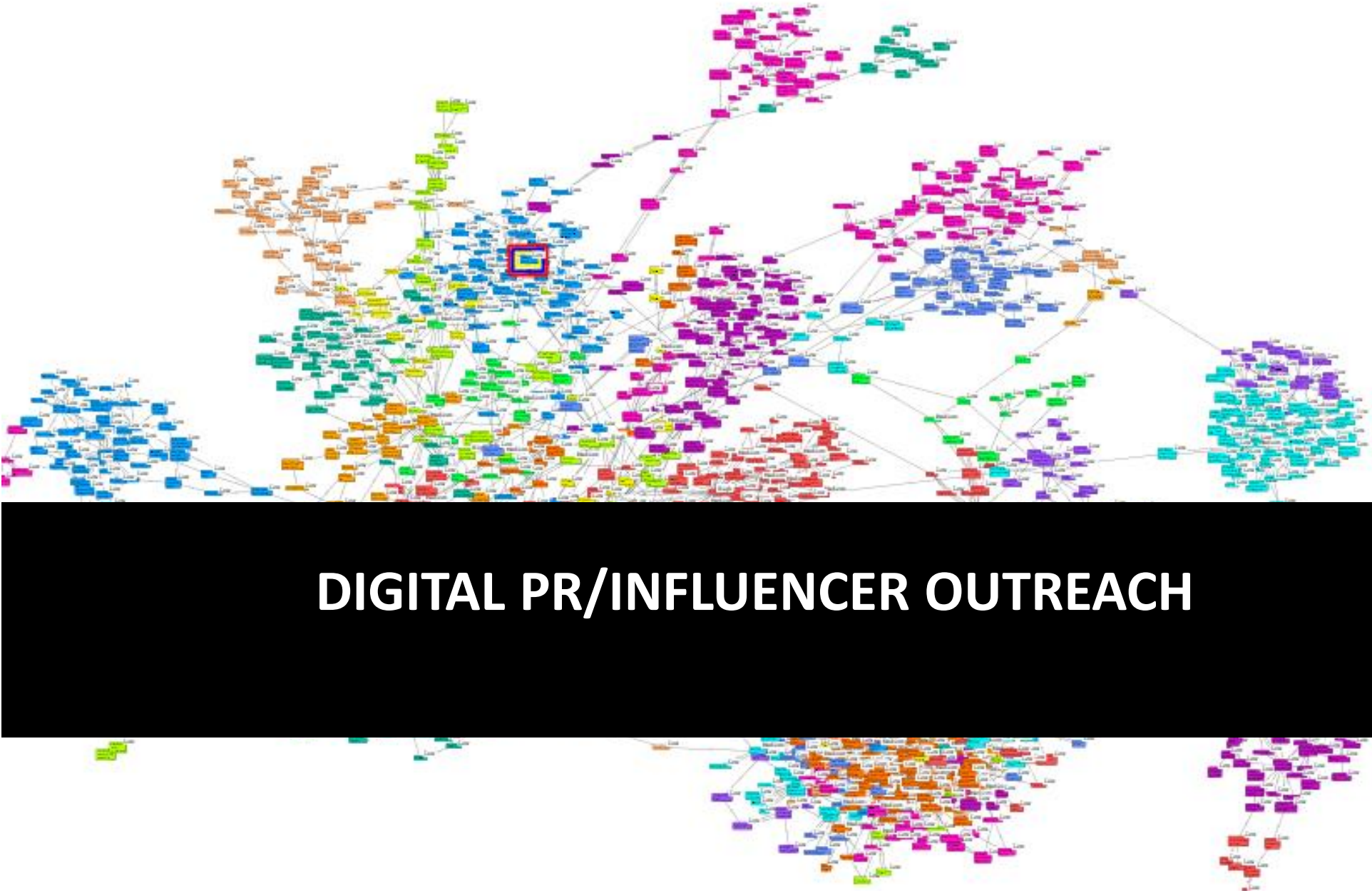
		Phase 1					
	BLUE FOUNTAIN MEDIA your partner for digital growth	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
	Budget	$ 27,083	$ 27,083	$ 27,083	$ 27,083	$ 27,083	$ 27,083
	Media Spend	$ 23,550.72	$ 23,550.72	$ 23,550.72	$ 23,550.72	$ 23,550.72	$ 23,550.72
	BFM Fee	$ 3,532.61	$ 3,532.61	$ 3,532.61	$ 3,532.61	$ 3,532.61	$ 3,532.61
New User Acquisition	Impressions	2,158,816	2,158,816	2,158,816	2,158,816	2,158,816	2,158,816
	Clicks	37,088	37,088	37,088	37,088	37,088	37,088
	Cost Per Click	$ 0.73	$ 0.73	$ 0.73	$ 0.73	$ 0.73	$ 0.73
	Unique Visitors	25,220	25,220	25,220	25,220	25,220	25,220
Remarketing	Impressions	30 Days to Build Remarketing List	132,245	132,078	131,967	131,856	131,745
	Clicks		11,571	11,557	11,547	11,537	11,528
	Cost Per Click		$ 0.20	$ 0.20	$ 0.20	$ 0.20	$ 0.20
	Unique Visitors		8,331	8,321	8,314	8,307	8,300
New User Acquisition Conversions	Top Funnel (Email Capture) Conversion Rate	5.80%	5.80%	5.80%	5.80%	5.80%	5.80%
	Bottom Funnel (Purchase) Conversion Rate	11.00%	11.15%	11.25%	11.35%	11.45%	11.55%
	Top Funnel Conversions	1,141	1,141	1,141	1,141	1,141	1,141
	Bottom Funnel Conversions	**2,038**	**2,066**	**2,085**	**2,103**	**2,122**	**2,140**
	Cost Per Acquisition	**$ 13.29**	**$ 11.80**	**$ 11.69**	**$ 11.59**	**$ 11.49**	**$ 11.39**
Remarketing Conversions	Top Funnel (Email Capture) Conversion Rate	30 Days to Build Remarketing List	3.20%	3.20%	2.50%	2.50%	2.50%
	Bottom Funnel (Purchase) Conversion Rate		13.70%	13.73%	13.80%	13.84%	13.85%
	Top Funnel Conversions		227	226	177	177	176
	Bottom Funnel Conversions		**939**	**940**	**951**	**953**	**953**
	Cost Per Acquisition		**$ 2.88**	**$ 2.88**	**$ 2.85**	**$ 2.84**	**$ 2.84**
TOTAL CONVERSIONS	Blended Top Funnel (Email Capture) Conversion Rate	5.80%	5.23%	5.23%	5.04%	5.04%	5.04%
	Blended Bottom Funnel (Purchase) Conversion Rate	11.00%	11.20%	11.27%	11.38%	11.46%	11.53%
	Top Funnel Conversions	1,141	1,368	1,367	1,318	1,317	1,317
	Bottom Funnel Conversions	**2,038**	**3,005**	**3,025**	**3,054**	**3,075**	**3,093**
	Cost Per Acquisition	**$ 13.29**	**$ 9.01**	**$ 8.95**	**$ 8.87**	**$ 8.81**	**$ 8.76**
	Anticipated Revenue	$ 46,882.83	$ 69,122.56	$ 69,568.76	$ 70,243.92	$ 70,715.03	$ 71,138.58
	Net Revenue	$ 19,799	$ 42,039	$ 42,485	$ 43,161	$ 43,632	$ 44,055
	ROI	73%	155%	157%	159%	161%	163%

strategy + tactics

Our strategy will focus on embracing and celebrating individuality and how that is expressed through makeup; tapping into a white space of inclusiveness that has not yet ripened.

The heart of all activities will have UGC at its core, whether it's the actual activation or even the tone of language. Embracing beauty blenders and helping them: Be fearless. Be bold. Be the best version of themselves.

Our marketing activations will be a hybrid of brand building and product promotion to help our audience get to know the brand through an emotional and rational lens.



DIGITAL PR/INFLUENCER OUTREACH

DIGITAL PR GOALS

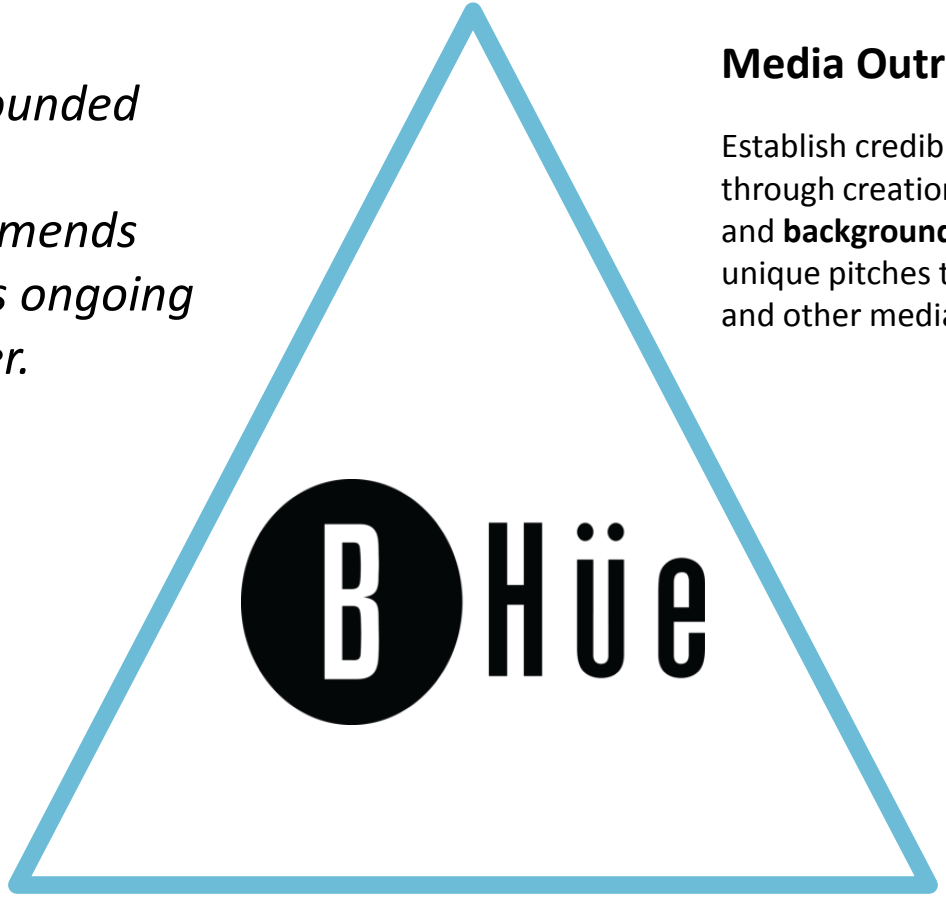
1. Build brand awareness surrounding BHüe through regular placements on news sites and blogs, focusing on the brand's production process, its emphasis on individuality, and the cutting edge quality of each product.

2. Introduce new potential customers to BHüe through crowdsourcing with a strong emphasis on influencer outreach, partnerships, and other initiatives.

3. Establish BHüe as the go-to cosmetic brand for innovative, high tech products through unique content creation (videos, blogs, etc.), and placements on national style and beauty blogs.

DIGITAL PR TACTICS

To implement a well-rounded digital public relations campaign, BFM recommends the following efforts as ongoing throughout the retainer.



Media Outreach

Establish credibility upfront through creation of **press kit** and **backgrounder**, as well as unique pitches to bloggers and other media outlets.

Events

Build brand awareness of the BHüe brand with online and offline events through **press releases, launch events,** and **pop-up shops**, and inviting reporters, bloggers, and influencers.

Influencer Outreach/ Partnerships

Outreach and partnerships with key influencers to introduce the BHüe brand, build buzz to their follower networks, and stimulate brand partnerships to continue momentum.

SAMPLE PITCH ANGLES

Makeup Branded By You. For You.

- **Pitch:** General brand pitch highlighting BHüe as the brand that helps you find the best version of you by creating innovative, cutting-edge products. Emphasize that the process from formulating each product to execution is still managed by the creator, ensuring the products are of the highest quality. Create videos and other forms of visual media to use for outreach.
- **Audience:** National media and bloggers covering new products, fashion & beauty, cosmetics, women's interest, and consumer general interest.
- **Media Targets:**
    - Cosmopolitan (DA: 84; UVPM: 5,737,032
    - Jezebel (DA: 87; UVPM: 5,212,127)
    - Allure (DA: 79; UVPM: 4,521,749)

From Manufacturer to Makeup Maven

- **Pitch**: Highlight BHüe creator as an entrepreneur whose unique experience encompasses the complete process of makeup creation, from conception and manufacturing, to brand building and product development, ensuring the products are of the highest quality.
- **Audience**: National media and bloggers covering entrepreneurship, business, start-ups, cosmetics, women's interest, and consumer general interest.
- **Media Targets**:
    - Business Insider (DA: 93; UVPM: 7,409,220)
    - Bustle (DA: 79: UVPM: 673,926)
    - SUCCESS (DA: 54; UVPM: 874,101)

**BFM recommends housing samples of each product for sample requests*

SAMPLE PITCH ANGLES

The Only Pencil Kit You'll Ever Need.

- **Pitch:** Highlight The Basics #1 Pencil Kit as a multi-use product containing all the pencils one will ever need, listing each pencil and its multiple uses. Emphasize the kit as a 6-in-1, innovative, and high-quality product that every woman needs to look her best. Select top-tier influencers and offer samples for review.
- **Audience:** National media and bloggers covering new products, fashion & beauty, cosmetics, women's interest, and consumer general interest.
- **Media Targets:**
    - TeenVogue (DA: 81; UVPM: 4,095,997)
    - Refinery29 (DA: 83; UVPM: 2,947,299)
    - JustLuxe (DA: 52; UVPM: 781,877)

Beauty Influencers Invited to Make Their Own Line with BHüe

- **Pitch**: Announce the launch of the crowdsourcing initiative where influencers have the chance to make their own branded line to attract more participation from the public.
- **Audience**: National media and bloggers covering new products, fashion & beauty, cosmetics, women's interest, and consumer general interest.
- **Media Targets**:
    - *The Huffington Post* (DA: 96; UVPM: 35,836,828)
    - POPSUGAR (DA: 83; UVPM: 2,016,757)
    - SheKnows (DA: 79; UVPM: 1,614,098)

**BFM recommends housing samples of each product for sample requests*

SAMPLE INFLUENCERS

Elle Fowler

Instagram: 311k Followers
Twitter: 295k Followers
Facebook: 194,779 Likes
YouTube: 1,332,249 Subscribers

Camila Figueiredo

Instagram: 4M Followers
Twitter: 221k Followers
Facebook: 2,771,136 Likes
YouTube: 2,459,909 Subscribers

Annabelle Fleur

Instagram: 329k Followers
Twitter: 11.7k Followers
Facebook: 663,704 Likes
Pinterest: 23.65k Followers

Judy Travis

Instagram: 791k Followers
Twitter: 231k Followers
Facebook: 1,829,858 Likes
YouTube: 1,324,239 Subscribers

Dulce Candy

Instagram: 1.1M Followers
Twitter: 248k Followers
Facebook: 876,723 Likes
YouTube: 293,920 Subscribers

INFLUENCER PARTNERSHIP: MAKE YOUR OWN LINE

How:

- Conduct outreach to 10 selected beauty influencers/bloggers and invite them to take part in making their own branded line of makeup under the BHüe brand.
- Can be positioned as an opportunity, where bloggers would tap fan base to vote for them
    - Landing page on BHüe website with bloggers participating. Fans would vote for their favorite blogger by entering email address and then selecting their choice. Emails gathered can be used for other marketing purposes.

Incentives to Participate:

- Chance to broaden fan base and followers
- Opportunity to strengthen personal brand
- Monetary compensation
    - Winner of contest receives monetary compensation and/or percentage of sales of branded line

*Create contract for winners stating that they must utilize their social channels and post x amount of promotional content, etc.

PAID/ORGANIC SOCIAL

ORGANIC SOCIAL

OBJECTIVE

Establish brand voice, tell the brand story, and engage with the target audience. Give an inside look into the process of how the product is made.

CHANNELS

Facebook - great channel to provide more detailed information on the brand and how it works

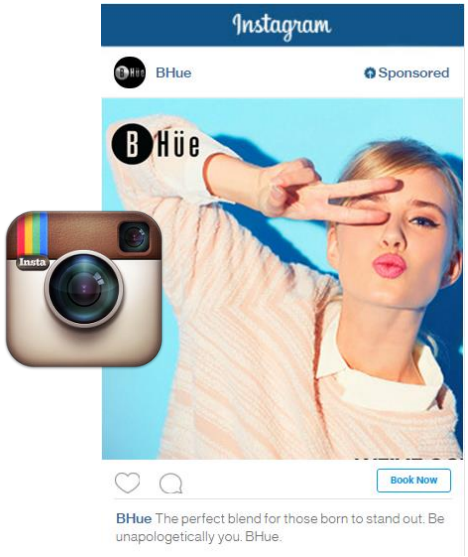
Instagram - engage with potential customers through highly visual product imagery

Pinterest – showcase products and create a digital “makeup bag” with a variety of colors, uses, styles, etc.

PAID SOCIAL

OBJECTIVE

- Increase brand awareness through established digital voice and engagement with target audience across social platforms
- Support e-mail acquisition



CHANNELS

- Facebook
- Twitter
- Instagram
- Pinterest

TARGETING

Target based on makeup and beauty interests, related brands, and industry-related job titles

SAMPLE TARGETING

Audience Details:

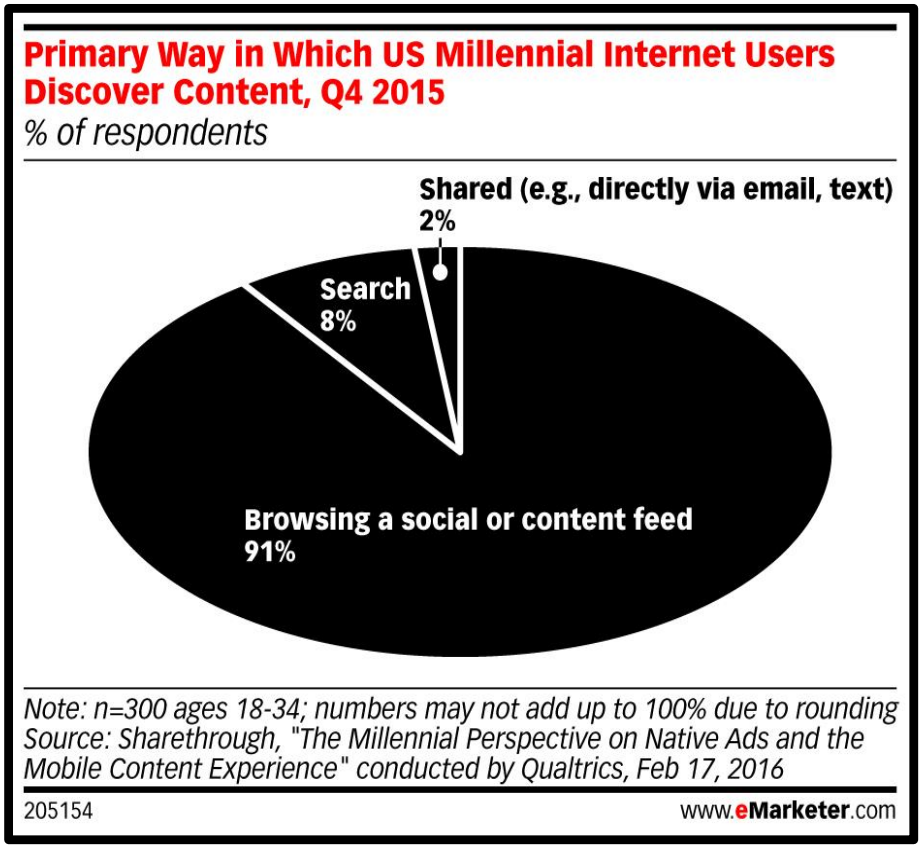
- Location:
  - United States
- Age:
  - 18 - 45
- People Who Match:
  - Interests: makeup, Beauty, Cosmetics, NARS Cosmetics, BareMinerals by Bare Escentuals, MAC Cosmetics, Color Pop, Urban Decay (cosmetics), Tart, Benefit Cosmetics, Smashbox Cosmetics, Laura Mercier or Stila
  - Employers: Paul Mitchell Schools or MAKE UP FOR EVER
  - Job title: Esthetician, Makeup Artist
  - Income: $75,000 - $100,000, $100,000 - $125,000, $125,000 - $150,000 or $50,000 - $75,000

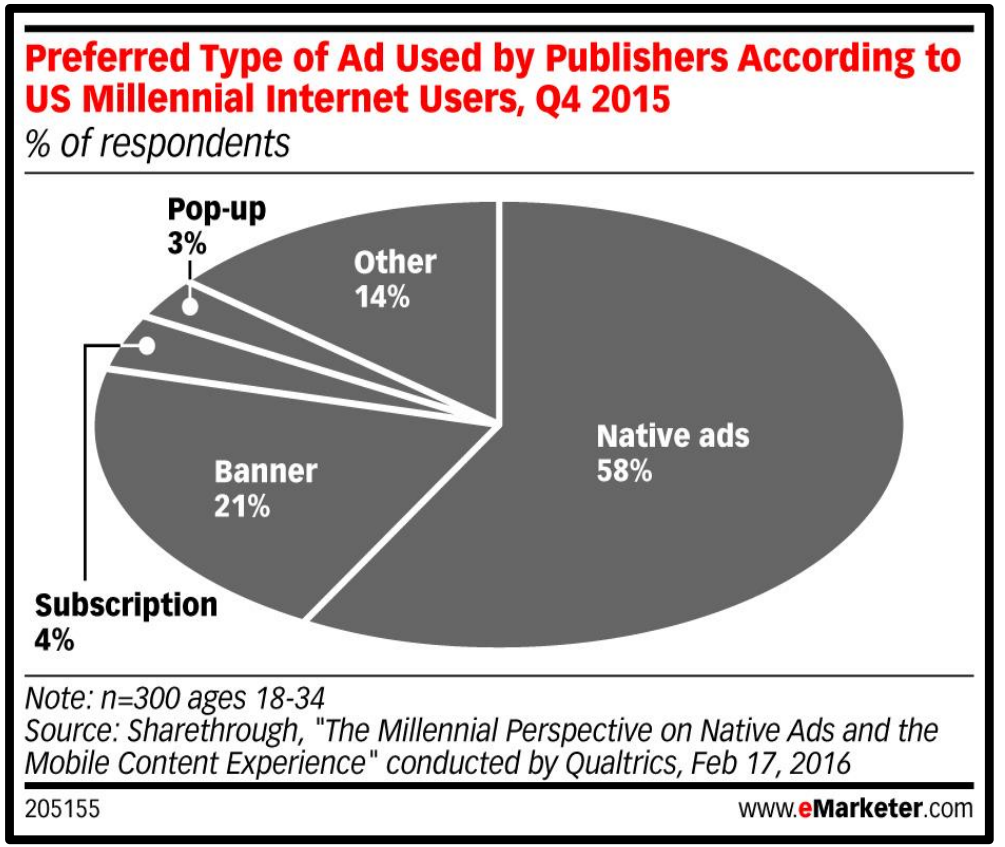
CONTENT & PAID PLACEMENT

CONTENT

- Behind the Scenes of Beauty – bringing the science of color to life
- Crowdsourcing trends/shades/product ideas
- Transformative how-tos (images/vines/videos/articles)
- Using science and principles of beauty to accentuate your best features
- Color & Trend Inspiration
- “Owning” multi-purpose makeup applications

SPONSORED CONTENT/NATIVE ADVERTISING



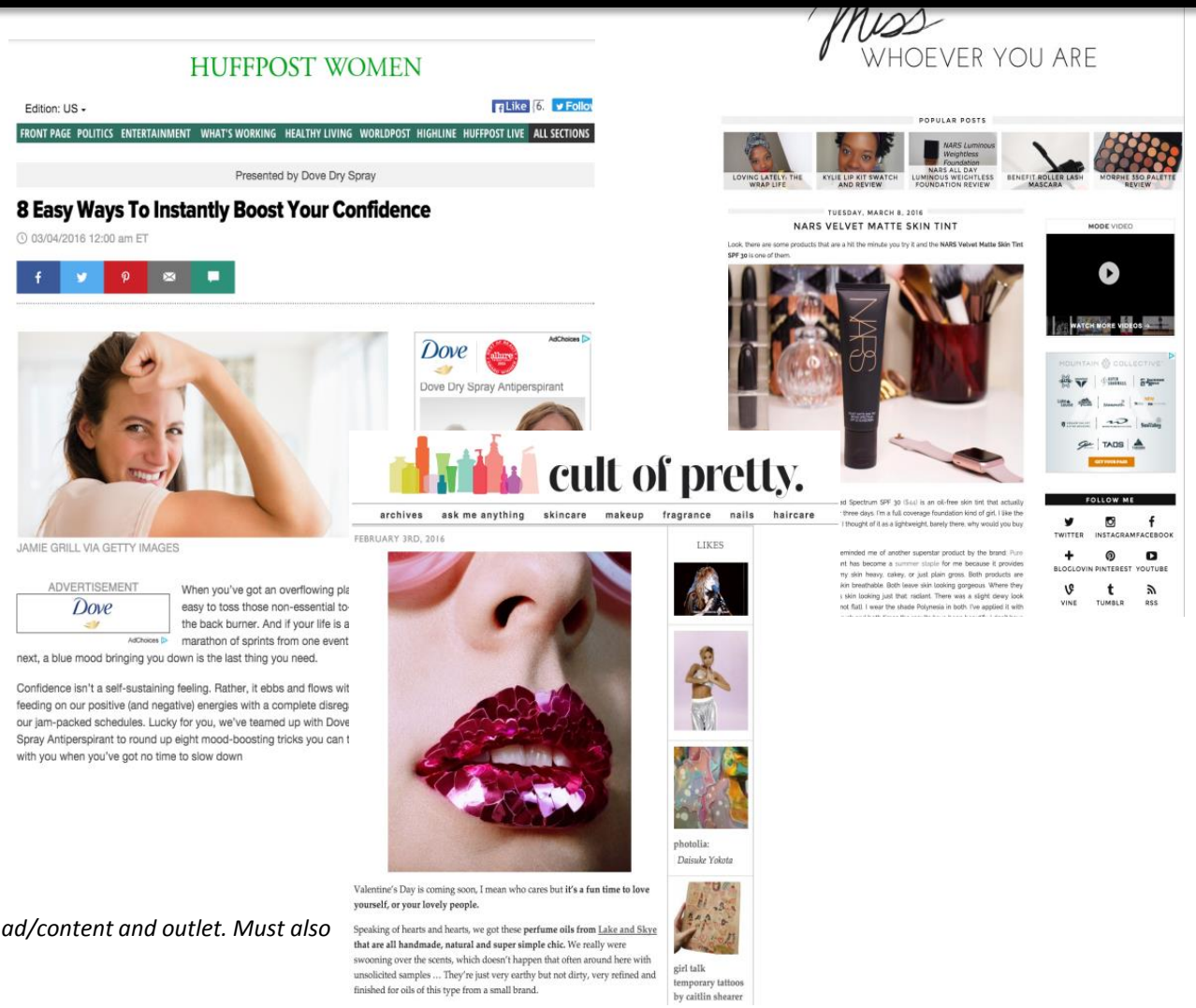


SPONSORED CONTENT/NATIVE ADVERTISING

Create a unique piece of content matching the form and function of media outlets or blogs read by target audience that will run within editorial content stream and social media.

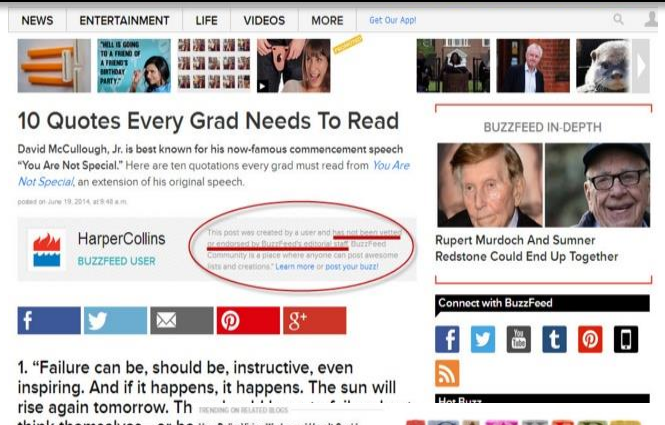
Sample topics:

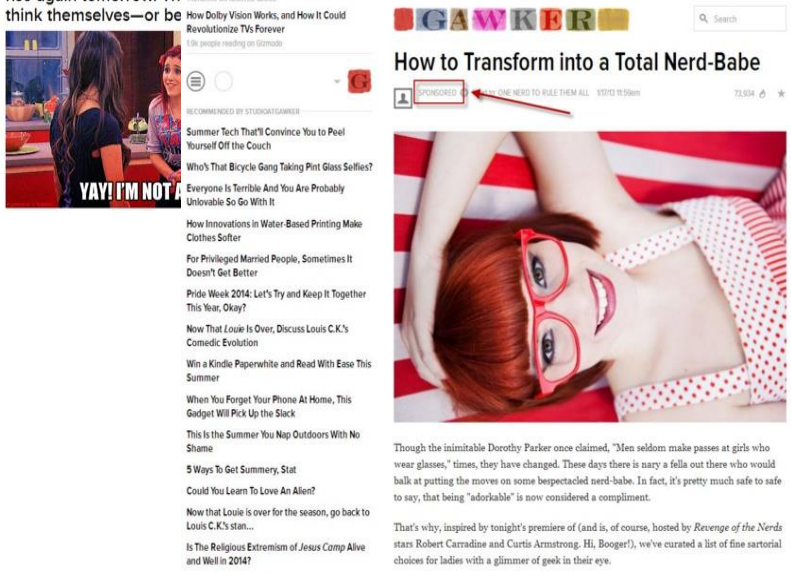
- Importance of natural cosmetics not tested on animals
- Unique and innovative technology in the make and ingredients of products
- The only pencil kit you'll ever need (6-in-1 multi-use pencil product)
- From makeup manufacturer to makeup guru (profile piece on creator)



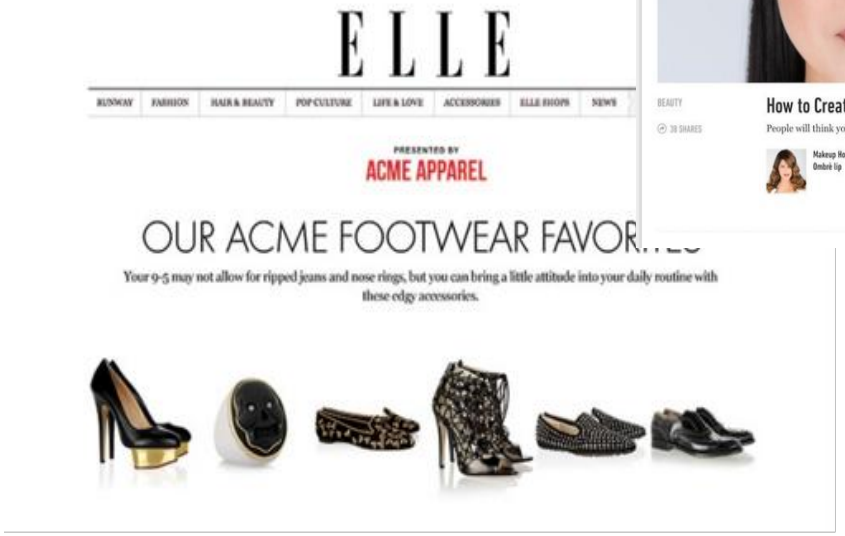
**Can be in video, visual, or written form. Cost depends on frequency of ad/content and outlet. Must also adhere to FTC guidelines.*

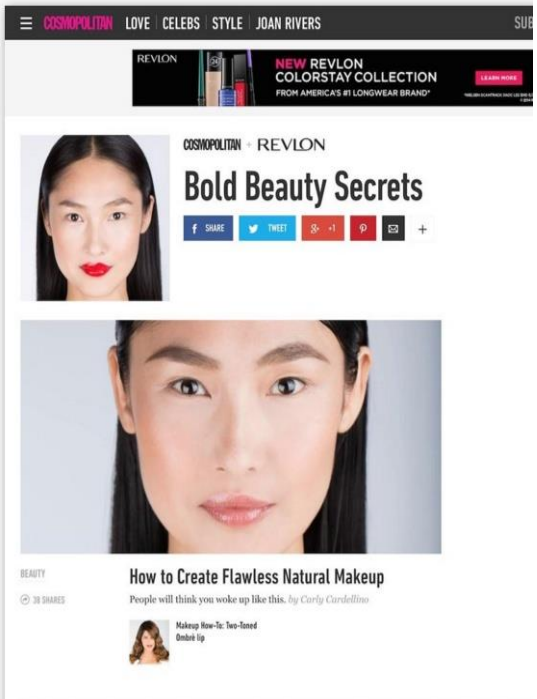
SPONSORED CONTENT/NATIVE ADVERTISING





Cost depends on frequency, type of content, and issue choice. Prices can be negotiated, but need to contact ad rep for initial pricing.





MONTHLY PLANNING & PROCESS

CONTENT MGT & MONTHLY PLANNING

DATA INPUTS

SOCIAL LISTENING
Review what customers are saying

ANALYTICS (LEARNING)
What is performing well on the website?

BRAND ACTIVITIES
What specific brand goals do we want to push this month?

TRENDS
Any national trends we want to tap into?

CURRENT EVENTS
Any community/ national events that we can reference?

STRATEGY

- PR
- Influencer
- Content
- Channels

PLAN FOR THE MONTH

- Paid Media
- Earned Media

PRODUCTION

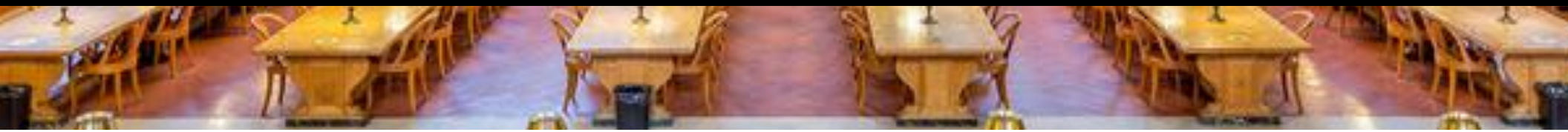
Source content from agencies, influencers, internally, etc.

CONTENT CURATION + CREATION

PUBLISH OPTIMIZE RESPOND

Measure + Monitor Performance/ KPIs

Sources/Appendix



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http://www.cosmeticsdesign.com/Market-Trends/Millennial-buying-power-is-set-to-transform-the-beauty-business
http://thegbrief.com/articles/how-can-marketers-reach-millennial-women-520
http://www.socialyte.co/above-the-influence/tabs-group-2015-us-cosmetics-study-finds-millennial-women-buyers-reign-in-13-billion-dollar-cosmetics-market

DIGITAL PR TIMELINE

Month 1

- *Research + Listening*
- Right-fit media opportunity identification
- Press kit creation
- Company backgrounder
- Spokesperson biography

- *Relationship Building + Outreach*
- Establishing relationships with key industry influencers and tastemakers
- Comprehensive media list building

- *Client Communication*
- Dashboard updates outlining outreach, successes and challenges

- Finalize Crowdsourcing Initiative Plan
- Identify influencers
- Craft pitch to spark interest in participating

Month 2+

- Pitching
- Targeted story pitching to key reporters and bloggers
- Link building outreach to industry-related outlets

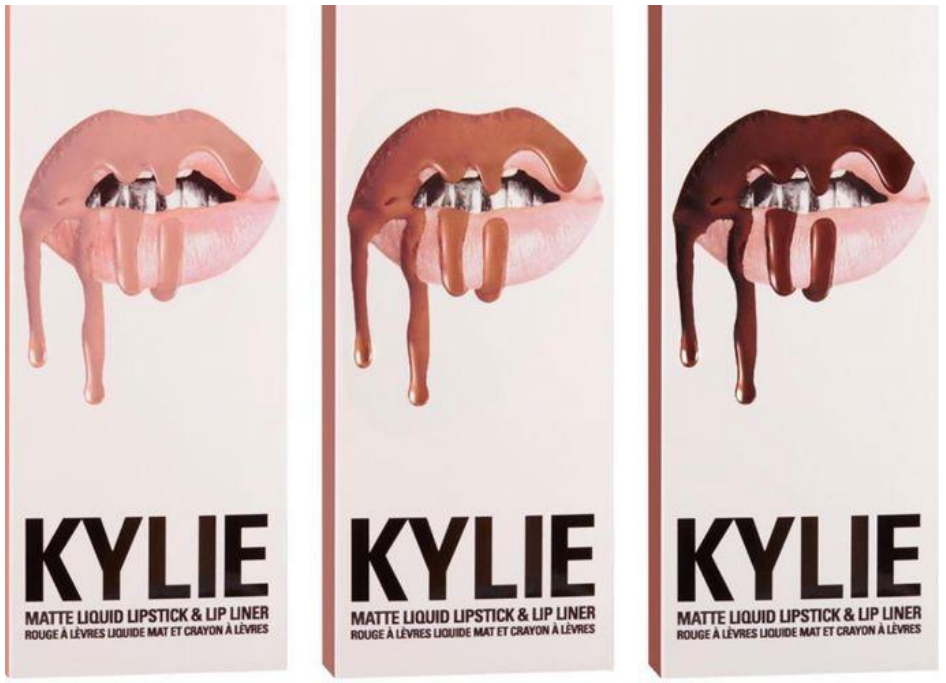
- Securing Placements
- Aggressive follow-up process to ensure timely placements and pickups

- Initiate Crowdsourcing Campaign
- Send pitches to influencers

Digital PR is an **ongoing process**, with each of the individual phases continuing indefinitely throughout the length of the retainer.

http://cf.c.ooyala.com/RtY3I4MTE6YavK7ouSZmwIjfIbbFFHeo/DOcJ-FxaFrRg4gtDEwOjIwbTowODE7WK

Trends:
Ombre Lip Kits/Nails
Matte Makeup
Nude Lips



MILK

Driven by creativity and designed by industry insiders, Milk Makeup is inspired by our home; Milk. A cultural hub in NY and LA, that sits at the crossroads of fashion, music, photography, art and film. A place where trends are born and a platform for the next generation. Milk Makeup is fun, eco-conscious and cool. Our multifunctional, high-tech formulas are built for the girl on the go.

COLOURPOP

ColourPop was born, raised and made with love in the City of Angels (aka Los Angeles) so we can react quickly to the latest and greatest trends and get them in your fabulous hands stat.
We take the phrase “if you can dream it, you can do it” to a whole new level and specialize in making killer makeup in every shade imaginable at prices everyone can afford. We think that whole barrier between fancy and affordable is absolute nonsense. That’s why all of our products have luxury formulas at prices that won’t break the bank.
Have an idea for a great shade? Shoot us an email.

WINKY LUX

Winky Lux is a line of color cosmetics made from the highest quality ingredients known to woman-kind. All of our products are cruelty free, non-toxic and heavily pigmented. They're sustainably made in the USA and we strive to create beautiful and unusual colors to stop you in your tracks. Since we sell exclusively online, we're able to pass significant savings on to our customers. This allows us to offer a luxury product at a drug store price.
You'll notice that the poodle symbol pervades throughout the brand. We wanted the standard poodle to be our mascot because she embodies how we feel about the brand (did you know that the standard poodle is actually a hunting dog). She's highly intelligent, loyal, playful, beautiful and requires lots of grooming. Nothing standard about that!