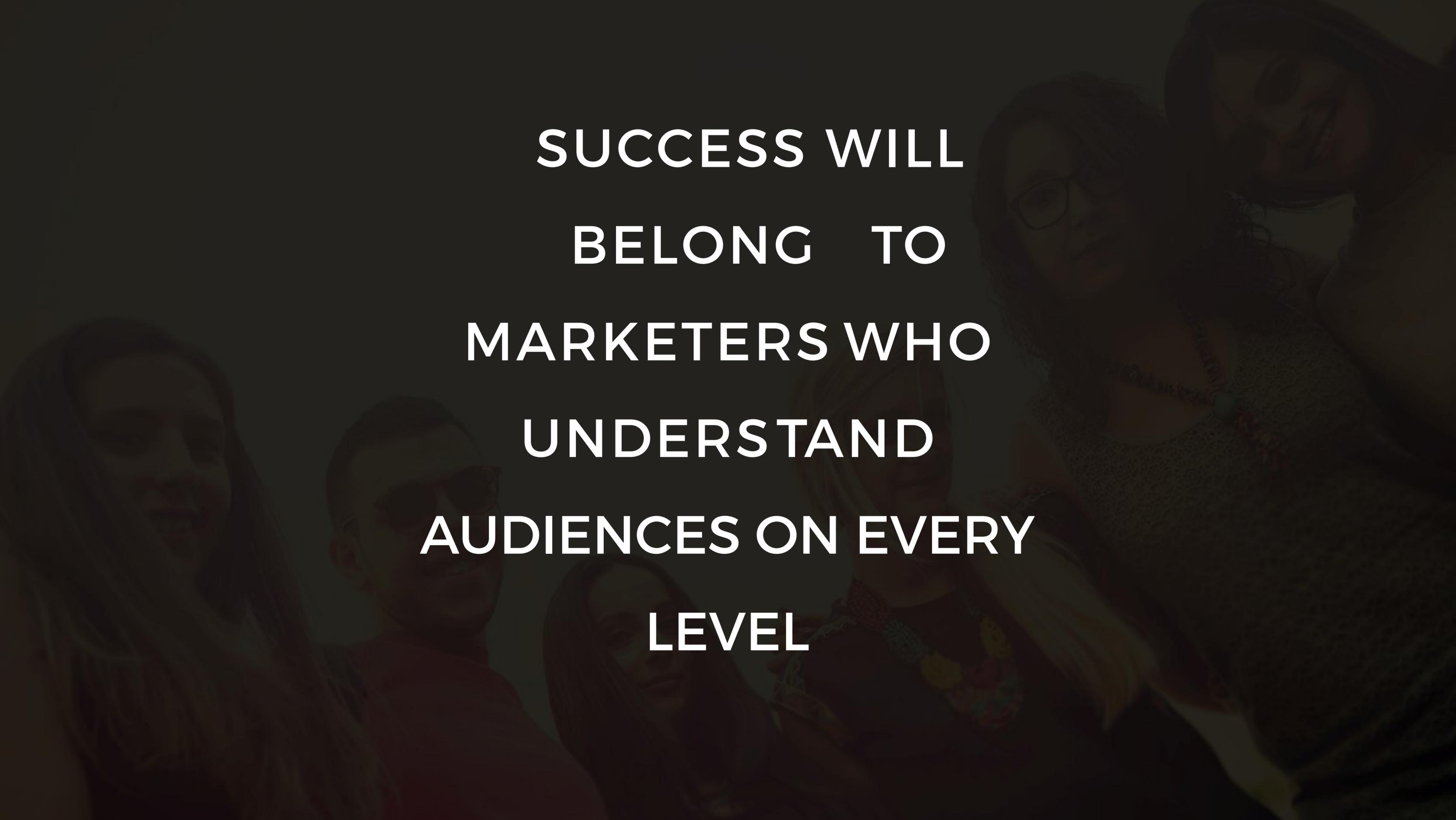

The Business of Beauty Advertising on Social Media

A hand holding a glowing lightbulb is the central focus, set against a background of a digital grid and silhouettes of people. The scene is overlaid on a blurred image of a person's face. The overall aesthetic is futuristic and tech-oriented, representing the intersection of beauty and digital marketing.

September 2017

A group of diverse people, including men and women of various ethnicities, are shown in a meeting or collaborative work environment. They are looking towards the center of the frame, suggesting they are engaged in a discussion or presentation. The image is dimly lit, with the text overlaid in bright white.

**SUCCESS WILL
BELONG TO
MARKETERS WHO
UNDERSTAND
AUDIENCES ON EVERY
LEVEL**

introduction

Social media is where your customers learn, seek, discover, and decide. Empowered buyers prefer to self-educate, gain third-party validation, and rely on peers to learn about brands and their products.

Many increasingly prefer to use social networks to do so. This change in consumer behaviour has made the consumer's journey no longer a linear one, which is putting pressure on brands to change their marketing and communication approach throughout the consumer journey as well.

So, how can you, as a sales or marketing leader, successfully implement social selling across your organisation?

defining your objectives on social

First and foremost before you move on to establish a social media strategy, you must confirm and establish your brand's objectives on social.

Engagement

Driving targeted audiences to online marketplaces and website

Fan Growth

Attract and grow your social media communities on Facebook, and Instagram

Brand Awareness

Launch brand on social and drive engagement and foot fall into showroom

Sales

To eventually convert web and online traffic to sales.



achieving your objectives

Key Information

Target Audiences

Proposed Solution

What are your primary objectives?

What are your secondary objectives?

What is the primary KPI's?

- Site Traffic
- Engagement?

What is the secondary KPI's?

- Card Sign Ups?

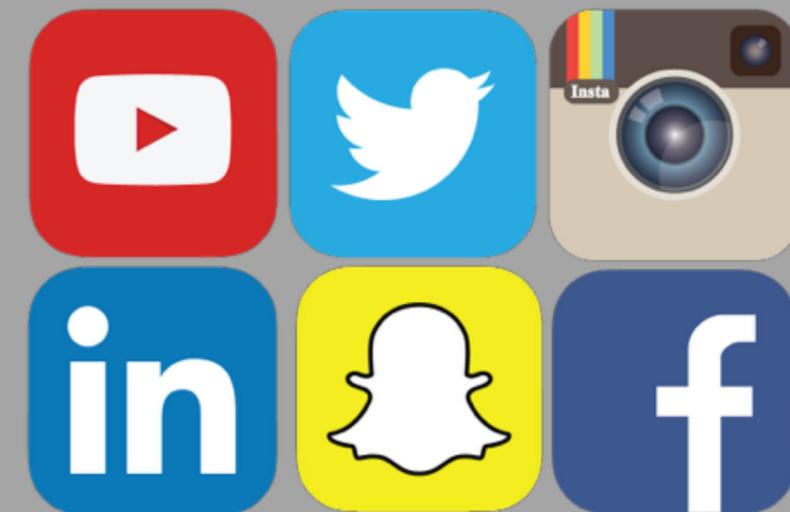
Who is your target audience?

Demo?
Purchase Behaviour
(i.e. Intent? Contextual Targeting)

Which social platforms do they frequent?

Target Markets

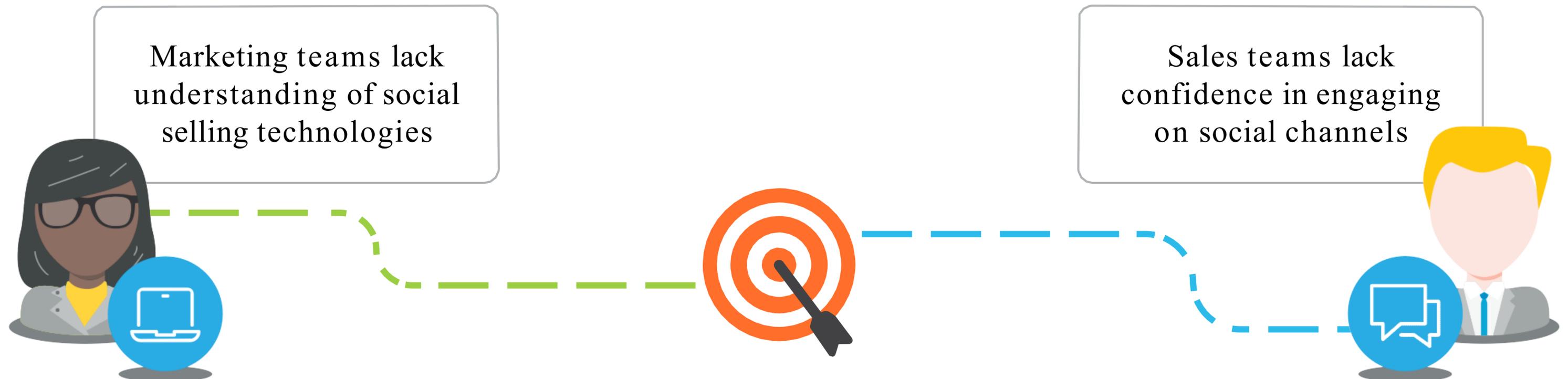
Singapore only? SEA?



challenges facing brands

We understand that with the tremendous amount of audience data, behavioural insights and brand analytics tied to social, keeping up to date with the latest social selling tactics can be challenging.

We aim to maximise the impact of your brand's social selling programs by working closely with your marketing and sales teams, who ultimately would share social selling decisions, to collaborate and work towards a common goal of supporting customers throughout the buying journey.





**UNDERSTAND YOUR
AUDIENCES IN MORE
DIMENSIONS THAN EVER
BEFORE**

audience targeting on social

Putting audiences First

Consider this: a client tasks a media agency with targeting people looking for makeup remover for sensitive skin.

Or consumers interested in skin care brands and products tailored for sensitive skin, or shoppers seeking an alternative to their current skin care products.

The target audience is usually translated into a demographic: 18-49, usually female if it is for beauty or skin care products, urban, \$50k+, PMEB's

While these kinds of pure demographic focused parameters may have been suitable in an offline world (where selecting among a limited number of media outlets maximized relevant reach), their true effectiveness in the digital world is limited.

Buy, why?

audience targeting on social

Putting Audiences First

Because the digital world thinks audience first, not media first.

Grouping online audiences by **demographics only** casts a very wide net, that does not necessarily represent a brand's most relevant audience (current and potential consumers)

We call potential consumers who do not fit a rigid demographic profile "valuable wastage."

A recent analysis from a skin care client revealed that 25% of its sales came from valuable wastage, or consumers outside its broad 18-34 target, and a whopping 50% of sales came from outside its 18-24 "millennial" target.

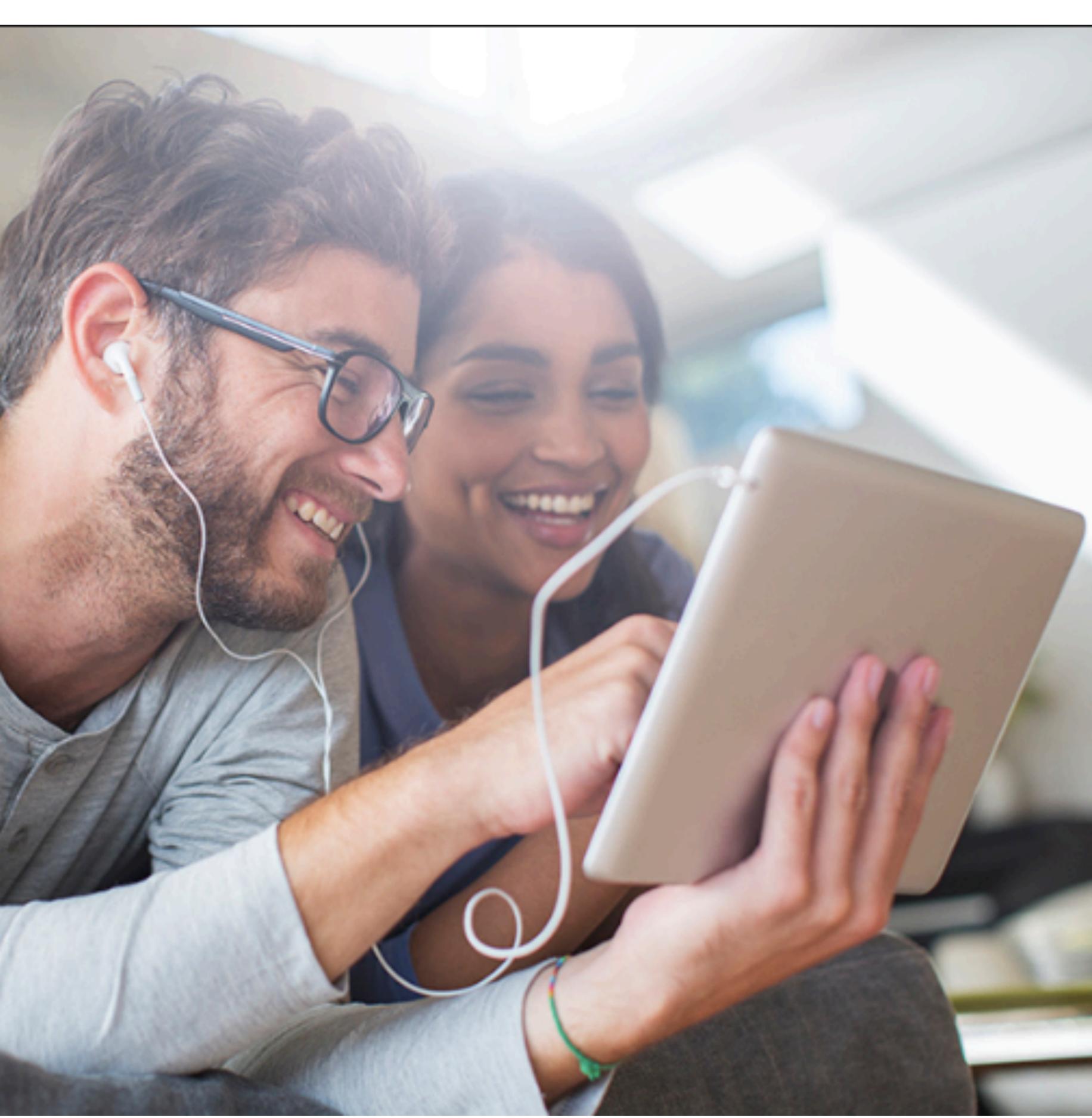
If this client had relied on demographic targeting alone, it would have severely limited its brand awareness and sales potential. Not to mention the fact that campaign results would have been poor, causing the agency and brand to question anything from messaging, to pricing, to creative.

audience targeting on social

Putting Audiences First

So how can the beauty brands (or for that matter, the consumer industry) overcome this problem?

Dropping targeting altogether is equally likely to produce waste. Instead, the answer lies in a productive middle ground between mass reach and segmentation targeting, where more productive audience models can be built based on Behaviours, Emotions and Moments. In the BEM approach, demographic data should be used only to remove outliers.



Introducing BEM Model

The BEM model allows us to improve targeting and tailored messaging by combining media buying with new data sources and triggers including conversation scrapes, content emotion analysis and real-world factors.

Layered on top of brand-building activity that may deliberately have a broader reach, BEM targeting can identify consumers moving into a consideration phase and speak to them directly with relevant messages. The results can be dramatic. Brand preference and purchase intent lift can nearly double when compared to traditional demographic targeting.

Source:<http://adage.com/article/digitalnext/bem-a-approach-audience-targeting/308383/>

leveraging behaviours, emotions and moments

Powered by consumer data, the BEM (Behaviours, Emotions and Moments) approach helps us understand:

Behaviors: Have consumers demonstrated (or exhibited proxy behavior) that indicates interest in a specific or related area of focus to beauty, health & wellness offerings? Have they actively sought out or mentioned a particular event or trigger or concern?

Emotions: Has a particular area of skin health suddenly become more relevant? Are consumers posting emotional responses that suggest they would be receptive to certain brand messages?

Moments: Has a trigger like skin issues / crisis or relevant product snarls, or other live events caused a area of product offering to suddenly be relevant? Has the consumer entered a specific location where helpful & relevant tips are easily available? i.e. summer in Singapore

accurate messaging & media buy

The BEM model allows our planning and buying teams to improve audience targeting for your brand and specific product lines. Not to mention, allows for **customised messaging** by combining programmatic buying with new data sources and triggers including conversation rates (CTR,UGC,CPA,etc), brand recall, sentiment analysis and real-world factors.

Layered on top of brand-building activity that may deliberately have a broader reach, BEM targeting can identify consumers moving from a discovery phase into a consideration phase and speak to them directly with **relevant messages**.

The results can be dramatic. Brand preference and purchase intent lift can nearly double when compared to focusing solely on demographic targeting.

case study on BEM targeting

One brand that has benefited from using the BEM model is Air Asia.

Instead of using just the usual demographics customer data, the airline leveraged its own CRM database to **define and value audiences** based on travel frequency and brand advocacy on social media. [\(you can more on identifying your brand advocates on SELICIOUS marketing tips page\)](#)

Programmatic buying was used to serve individual consumers with custom messaging. Its new approach led to a 58x return on ad spend.

Meanwhile, New Balance used emotional targeting to increase brand awareness levels in Japan by targeting video to consumers exhibiting pre-set emotional receptivity signals. The result was a 135% increase in awareness vs. control.

SETTING KPIs

benchmarking success

There are various ways of measuring the performance of your social media activity these fall broadly into four categories.

Distribution & Awareness

Reach / Impressions /
Fan Growth
% increase month on
month across all
social platforms

Influence

Sentiment in reaction to
posts
% increase in the number
of positive SOV vs.
previous months / quarter
across all social platforms

Interaction

Post likes
Shares
Total comments
Based upon a % increase
month on month across all
social platforms

Action and ROI

Social sign on for campaigns /
contests
Sales / Conversion rates (CTA) -
thru FB pixels
Based upon a % increase
quarter on quarter as
campaigns are scheduled per
quarter

REAL TIME DECISION MAKING

continual optimizing



A/B Testing on social media allows for brands to experiment with either different creatives or messaging to ensure your maximum ROI on your marketing on social media.

Always on listening, monthly sentiment reporting, to evaluate brand recall, increase in brands lift, decrease in customer complaints about products and understanding which products are a hit with your consumers.

Using results from audience insights and monthly social listening reports. Amend social messaging and media buy strategies accordingly

(REPEAT on a month to month basis)

The Business of Beauty Advertising on Social Media

A hand holding a glowing lightbulb over a grid of social media icons with silhouettes of people. The background is a blurred image of a hand holding a glowing lightbulb. The foreground shows a grid of social media icons (Facebook, Twitter, Instagram, etc.) and silhouettes of people standing on the grid. The text is overlaid on the image.

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