



CASE STUDY



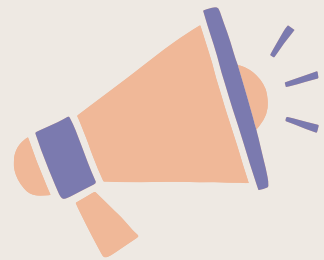
Market

ooo

Trends

PERFORMANCE MARKETING

Written by Omar Galarzo



Ads



QUESTIONS

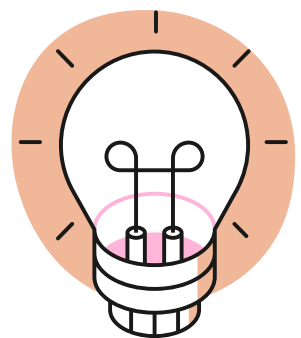
1ST QUESTION



If you would have to run a marketing campaign for a young skincare brand with relatively low awareness in the market:

- Which ad format(s) do you want to make? And why?
- What message(s) do you want to include there? And, why?
- In which medium(media) do you want to advertise it? And why?

2ND QUESTION



To advertise to a new customer and a repeated customer (who already bought from us before), how should we differentiate our approach?

TARGET MARKET

MARKET RESEARCH

- Young women
- Aged 18-34
- Interested in skincare and beauty
- Urban
- Educated
- Disposable income
- Active on social media and follow trends

BUYER PERSONA

- Name: Katja
- Age: 29
- Occupation: Marketing Manager
- Location: Berlin
- Income: 70,000€
- Education: Bachelor's degree in Marketing
- Interests: Skincare, beauty, fashion, travel, social media
- Pain points: Katja is concerned about her skin and wants to find products that will help her achieve a clear, glowing complexion. She is also looking for products that are cruelty-free and vegan.
- Goals: Katja wants to find skincare products that are effective, affordable, and cruelty-free. She also wants to learn more about skincare and how to properly take care of her skin.

MEET KATJA



PROSPECTING

- Video Ads:
 - Why: Videos are engaging and introduce the brand and its products to a new audience. They allow for storytelling, product demonstrations, and showcasing the brand's values.
 - Where: Platforms like YouTube, TikTok, and Instagram are excellent for video ads. On YouTube, we can use TrueView ads that only charge when viewers engage with your content.
- Carousel Ads:
 - Why: Carousel ads are interactive and allow us to showcase multiple products or features in a single ad. This can be effective for showcasing our skincare products.
 - Where: On platforms like Instagram and Facebook to engage prospects with various product options.
- Display Ads:
 - Why: The goal is to increase brand visibility on websites and apps within our target audience's interests. They're a cost-effective way to reach a broader audience.
 - Where: Google Display Network is a powerful platform for display ads. It can help us target users based on their browsing behavior and interests.

Which ad format(s) do you want to make?
And why?

RETARGETING

- Static Image Ads:
 - Why: Can remind past visitors of our products or promotions. They can be less intrusive and are suitable for retargeting a familiar audience.
 - Where: On social media platforms and the Google Display Network to retarget users who have visited our website.
- Dynamic Product Ads:
 - Why: These ads automatically show the most relevant products to users who have previously interacted with our website or app, increasing the chances of conversion.
 - Where: On Facebook and Instagram for retargeting past visitors with the products they viewed or showed interest in.
- Email Marketing:
 - Why: Sending personalised emails to retarget past customers, offering them exclusive discounts or product recommendations based on their past purchases.
 - Where: We can utilise email marketing platforms to create tailored email sequences.

GOOGLE ADS

If we would add Google Ads as part of our performance marketing strategy:

- Search Ads:
 - Why: Google Search Ads are extremely effective for capturing users actively searching for skincare solutions. It's a strong intent-based channel.
 - Where: For search campaigns, targeting relevant keywords related to skincare.
- YouTube Ads:
 - Why: YouTube is owned by Google and is a video-centric platform. Video ads on YouTube can be a powerful way to reach a broad audience.
 - Where: On YouTube to engage potential customers who watch beauty and skincare-related content.



- Video Ads:

- Message: "Discover Radiant Skin with X Skincare."
- Why: This message introduces the brand, creates curiosity, and promises a solution to skincare concerns. It's ideal for brand awareness and audience engagement.

- Carousel Ads:

- Message: "Experience a World of Skincare Solutions."
- Why: This message invites exploration and showcases our products. It encourages users to engage with our brand and consider their options.

- Display Ads:

- Message: "Transform Your Skincare Routine with X."
- Why: It's a concise message that aims to capture attention and generate interest. Display ads often have limited space, so it is important that our message here is clear and impactful.

PROSPECTING

What message(s) do you want to include there? And, why?

RETARGETING

- Static Image Ads:

- Message: "Welcome Back to X – Enjoy Exclusive Offers."
- Why: This message acknowledges previous interaction and encourages past visitors to return. It also highlights exclusivity, incentivising revisits for our website.

- Dynamic Product Ads:

- Message: "Your Favorite Products, Just for You."
- Why: This message emphasises personalisation by showcasing products the user has previously shown interest in. It increases the relevance of the ad.

- Email Marketing:

- Message: "Special Offer: 20% Off Your Next Purchase!"
- Why: Email marketing messages should be personalised and offer clear incentives for our customers. Mentioning discounts or promotions can entice repeat clients to take action and purchase again the product.

ALL STAGES

- **Highlight Benefits:** In all ad formats and stages, we must emphasise the benefits of our skincare products. Whether it's clearer skin, natural ingredients, or cruelty-free formulations, clearly communicate how our products meet customer needs.
- **CTA:** We include a compelling CTA that tells the user what to do next. For example, "Shop Now," "Learn More," or "Claim Your Offer."
- **Unique Selling Propositions:** If our skincare brand has unique features like vegan ingredients, cruelty-free certifications, or sustainable packaging, we do incorporate these USPs into our messaging. "Elevate Your Beauty Routine with Our Vegan and Cruelty-Free Products.", as examples.
- **Emotion and Storytelling:** Using craft messages that evoke emotion and telling a compelling brand story. Our stories must resonate with customers and therefore, create a stronger connection.



In which medium(media) do you want to advertise it? And why?

Facebook and Instagram:

- Why: Facebook and Instagram have extensive user bases, offering precise targeting options and versatile ad formats.
- Ad Formats:
 - Video Ads (Prospecting): Elaborating educational skincare tutorial campaigns, testing different video content and messaging, in Instagram Stories or Reels.
 - Carousel Ads (Prospecting): We can showcase of our products, A/B testing different product combinations and benefits.
 - Static Image Ads (Retargeting): We can remind previous visitors with targeted messages and offers, experimenting with different visuals and CTAs.
- Testing and Documentation: Implementation of A/B testing for ad creatives, headlines, and audience segments. Creating an experimentation framework to track and measure KPIs for each ad variant. We can implement document findings to inform future strategies.

TikTok:

- Why: TikTok is known for its engaging short-form videos, offering a unique opportunity to reach a younger and trend-focused audience, like ours.
- Ad Formats:
 - In-Feed Ads (Prospecting): We can create attention-grabbing, short video ads that align with TikTok's trends and content style.
 - Branded Hashtag Challenges (Prospecting): Launching interactive challenges related to skincare and encourage user participation.
- Testing and Documentation: We can experiment with different creative approaches and challenges. We measure engagement, hashtag usage, and audience interaction. After that, we document successful campaign elements for future references.



YouTube:

- Why: YouTube is video-centric, ideal for skincare tutorials and educational content.
- Ad Formats:
 - TrueView In-Stream Ads (Prospecting): We can create engaging skincare tutorials or stories, experimenting with different video content and durations.
 - Bumper Ads (Prospecting): We can use short, memorable ads for brand recall, and test various bumper ads to find the most effective ones.
- Testing and Documentation: Conducting A/B testing on video content, ad durations, and audience segments. Establishing an experimentation framework to assess video engagement metrics. Document insights to refine future video strategies.

Google Display Network:

- Why: GDN allows us to create visual ad placements on a vast network of websites and apps, suitable for brand visibility.
- Ad Formats:
 - Display Banner Ads (Prospecting): Displaying visually appealing skincare product ads on beauty and wellness-related websites, testing different creatives and placements.
 - Native Ads (Prospecting): We can create ads that seamlessly blend with content on partner websites for a native advertising experience.
- Testing and Documentation: Continuously A/B test ad creatives and placements for optimal performance. Developing an experimentation framework to assess impressions, clicks, and conversion rates. We will be documenting insights to refine ad strategies.

Email Marketing:

- Why: It provides a direct channel for engaging past customers and promoting exclusive offers or educational content.
- Ad Formats:
 - Product Promotion Campaigns (Retargeting): We can send personalised product recommendations and exclusive discounts to re-engage past customers.
 - Educational Content Campaigns (Prospecting): We share skincare tips, how-to guides, and educational content to nurture leads.
- Testing and Documentation: Implement A/B testing for email subject lines, content, and timing. Set up an experimentation framework to evaluate email campaign performance. Document insights to improve future email strategies.

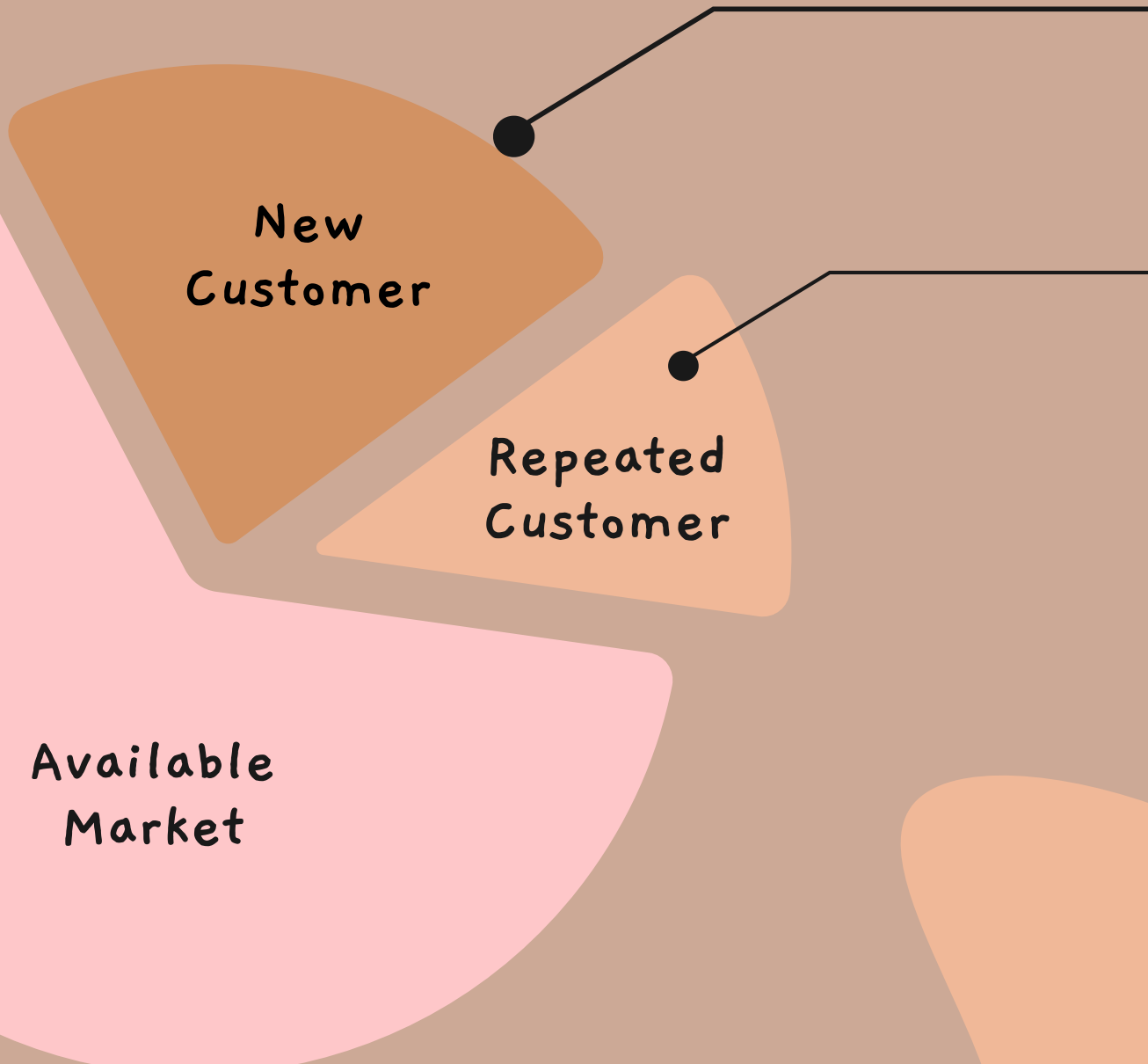
Google Ads:

- Why: Captures users actively searching for skincare solutions through search queries and video content.
- Ad Formats:
 - Search Campaigns (Prospecting): We bid on relevant keywords to display text ads to users actively seeking skincare products or information.
 - YouTube Video Campaigns (Prospecting): Create video ads to appear before or during relevant YouTube content.
- Testing and Documentation: Employing A/B testing for search ad copy, keywords, and bidding strategies. Develop an experimentation framework to assess search and video ad performance. Document findings to refine future ad strategies.

SECOND QUESTION



To advertise to a new customer and a repeated customer (who already bought from us before), how should we differentiate our approach?



Approach for New Customers

Messaging:

- Highlighting the brand's core Unique Selling Propositions, with a primary focus on cruelty-free and vegan products.
- Crafting a compelling message that introduces the brand's ethical and sustainable values, appealing to environmentally conscious consumers.
- We can use informative and persuasive content to introduce the brand and its product selection, emphasising quality and benefits.
- Promoting any introductory offers or discounts to incentivise the first purchase.

Cross-Selling and Upselling:

- After a new customer makes their first purchase, we can employ retargeting campaigns to cross-sell and upsell.
- If a new customer buys a moisturiser, we retarget them with ads promoting complementary skincare products like cleansers or serums.
- Offering bundle deals or loyalty discounts to encourage them to explore more products.



Approach for Repeat Customers

Messaging:

- Expressing appreciation for their loyalty and previous purchases in our messaging. We must acknowledge their importance to the brand.
- Showcasing exclusive benefits for repeat customers, such as early access to new products, loyalty rewards, and personalised product recommendations.
- Encouraging repeat customers to become the brand's advocates by sharing their experiences and referring friends.

Cross-Selling and Upselling:

- We can focus on enhancing the product experience for repeat customers: suggesting complementary or upgraded products based on their purchase history.
- Implementing personalised email sequences that recommend products tailored to their preferences and previous purchases.
- Launching a referral program that rewards repeat customers for referrals and encourages them to engage with the brand actively.

Testimonials:

- We leverage customer testimonials and reviews prominently in our messaging for repeat customers. These testimonials reinforce the positive experiences of loyal customers.
- Sharing authentic before-and-after photos, user stories, or video testimonials to showcase real results and build trust.
- Encouraging repeat customers to contribute their own reviews and ratings on our website or trusted review platforms.



IN CONCLUSION

- We can use different ad formats. For example, we could use image ads to introduce the brand and products to new customers, and video ads to share testimonials from satisfied customers with repeat customers.
- When we're running search engine marketing campaigns, we can target different keywords to reach new and repeat customers. For example, we could target keywords like "best skincare products for acne" to reach new customers who are looking for a solution to their acne problems. We can target keywords like "the brand products for oily skin" to reach repeat customers who are looking for products that are specifically designed for their skin type.
- We can create different landing pages for new and repeat customers when we're running paid ads on social media or search engines. This will allow us to tailor our messaging and offers to each specific audience.





**CASE STUDY: PERFORMANCE
MARKETING BY OMAR GALARZO**

**THANK
YOU**

