

# Social Media Action Plan

## 1. Executive Summary

The campaign would feature an exciting Holiday Giveaway announced and posted on Instagram, in which the interested users would have to follow the Róen Beauty Instagram account and tag two friends in the post. This would boost Róen's low engagement rate and also hopefully lead to an increase in follower count, leading to an easier process for account verification. The giveaway will also compel new followers to click on [roenbeauty.com](https://roenbeauty.com), raising the number of visits and unique visitors on the website and lead to a higher conversion rate and more sales.

The main KPI's are Instagram engagement rate, Instagram follower count, and the number of visits and unique visitors on [roenbeauty.com](https://roenbeauty.com). Should the giveaway go well and be a success, the forecast suggests a 50% increase in engagement rate, and a 66.67% increase in unique monthly visitors on the brand's main website.

Róen Beauty's current social media and marketing campaigns are relatively good, and this can be seen by the current data metrics found on SEMRush and Hashtagify. However, there do seem to be issues with hashtag dumping and a lack of engagement, and so with this giveaway and the important addition of key hashtags including #cleanbeauty, #cleanfeelsgood and #neverenoughcake will give the brand personality and relevance to the key demographic that's being targeted (18-35 female beauty fanatics in the US).

Future social media recommendations include bi-annual giveaways with partnerships also in the beauty and fashion industry, more Instagram posts (a 20% increase, replacing some of the model photos) featuring close-ups of products, texture and application, and an overall better customer service method in which all questions and concerns are addressed within 24 hours.

## ***Client Overview***

Róen Beauty was founded in 2019 in Los Angeles. Founded by beauty advocate Tiffany Thurston Scott and celebrity makeup artist Nikki DeRoest, Róen puts emphasis on creating luxurious, high-quality beauty products such as eyeshadow, mascara and lip gloss without any harmful or non-cruelty free ingredients. No information regarding the number of employees or company sales were found, but below are Róen's official social media channels.

Main Website: <https://www.roenbeauty.com/>

Facebook: <https://www.facebook.com/roenbeauty/>

Instagram: <https://www.instagram.com/roenbeauty/>

YouTube: <https://www.youtube.com/channel/UCk-5y3U3fhaqDpAYJvz7GOA>

## ***Market Analysis***

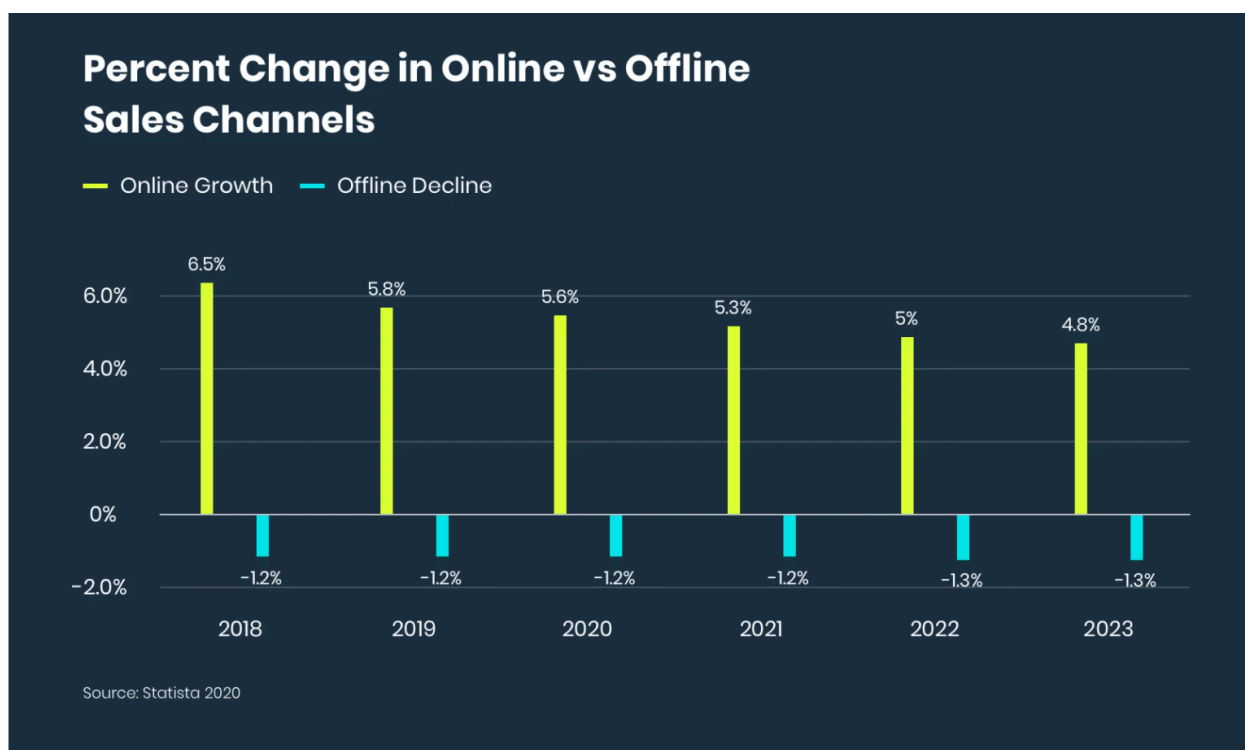
The main demographic for current Róen customers is females aged 18-34 based in the US who are avid beauty lovers. Those who frequently shop at Sephora, constantly looking for 'The Next Big Thing'. Their values are heavily grounded in inclusivity, equality and sustainability, and therefore prefer to follow and support clean, cruelty-free and socially-responsible brands and personalities on social media channels.

Tower28Beauty can be considered a competitor for Róen Beauty, as the brand is also clean, vegan, cruelty-free and available at Sephora. With all these similarities, along with their minimal, on-the-go aesthetic and product development, it is quite easy to see that the two appeal to the similar audiences and thus are battling for share of voice and a stronghold on the young adult 18-35 demographic. Tower28 has nearly double the amount of followers on Instagram compared to Róen - 61,000 compared to 33,000 and this may be attributed to the way in which Tower28 uses the platform.

The hashtag #itsokaytobesensitive has become Tower28's motto or slogan, alluding to their products being sensitive-skin friendly and tipping their hat to the current mental health awareness movement. Sensitive-skin is okay, and so are sensitive feelings and emotions. This gives Tower28 Beauty a hint of relevance,

personality and a way to build a true community. Their posts are relatively standard, with a good mix of UGC, up-close swatches, and before and after testimonials. Meme-styled posts / pop culture references receive a good amount of engagement (1.3% engagement on the account overall according to [hashtagify.me](https://hashtagify.me)). Tower28 Beauty uses Instagram as a social-commentary/political platform as well, reminding followers to vote during the election and even shipping 'I Will Vote' stickers with every order placed. With such relatable, interesting and even sometimes funny content posted daily, it's no wonder Tower28 Beauty maintains a respectable engagement rate.

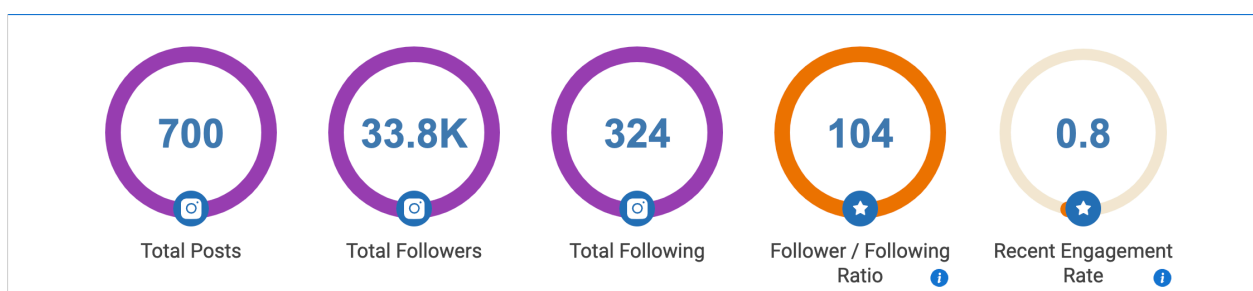
In the past decade, the beauty industry has increasingly become a highly competitive, oversaturated market. The industry is valued at \$420 billion as of 2018, and is expected to exceed \$716 billion by 2025 [Common Thread Collective]. With thousands of beauty brands struggling to gain and keep the attention of customers, most are taking to social media to increase sales. Below is a graph illustrating that there is an upward trend for online sales - about 5%, and a slow but steady decrease in offline sales channels.



Róen Beauty positions itself in the beauty market as a clean, cruelty-free brand focused on healthy and safe ingredients. This appeals to many beauty fanatics who shun even the most iconic beauty brands such as Mac or L'Oreal who are not vegan or cruelty-free. Róen then goes a step further and specializes in cruelty-free clean beauty products that are also luxe, high-quality and innovative - unlike many clean vegan brands that have minimal and simple product development methods, like TowerBeauty28's clear plastic components. Róen Beauty boasts 'unique and proprietary formula blends that are unprecedented, proving that high glamour can intersect with healthy living'.

### ***Current Marketing***

Róen Beauty's main social media platform is Instagram, which will be the focus of this social media plan. Their marketing on the platform includes a good variety of techniques and ways in which their audience can interact. A giveaway was set up in November of 2020, in partnership with California-based fashion brand L'Agence, skincare company Eve Lom, Baja East Fashion, Maison de Sabré Leather, and V Magazine. With a total value of \$2,654, the giveaway was set up with a link to sign up and enter, but the winner was not determined by likes, follows or engagement. Below is a look at the Instagram stats, it is also important to note that the brand consistently posts once a day.



A strength of Róen's Instagram marketing is the sheer amount of UGC and expert beauty fanatics contributing to making content. Celebrities like Miley Cyrus can be seen wearing the 11:11 Eyeshadow Palette, and many notable makeup artists also post with the products. Further adding to the brand's credibility is the more social and politically relevant posts about racial injustice, sometimes announcing that they will

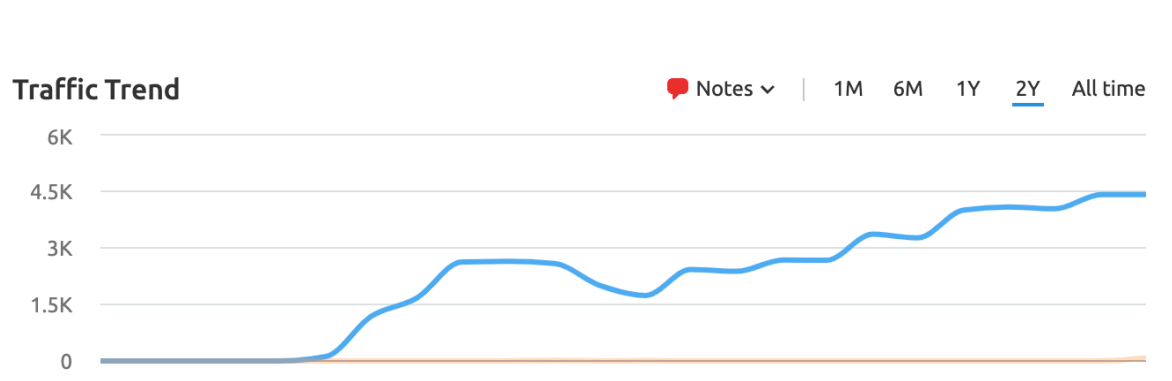
donate all profits made over the weekend to the BLM movement. Comments on this post are overwhelmingly positive, comments include 'Thank you so much for doing this.' and 'I love this!'.

The brand takes to Instagram to announce all its sales exclusive to [roenbeauty.com](https://roenbeauty.com). Examples like Friends & Family 20% off sale and Halloween 31% off sale keep the audience aware and excited for future markdowns and opportunities to try a Róen product they've had their eye on.

Unfortunately, Instagram hashtags are not used efficiently. There is what is known as a 'hashtag dump' on every post where 30 hashtags are dumped in the comments section rather than the actual caption. Because of this, it isn't possible to do any hashtag analytics and is then rendered almost useless. Another downside to Róen Instagram marketing is the customer service. There are times in which comments made by customers with questions about their orders are left unanswered for more than 24 hours, causing frustration and upset.

The only other promotion of the brand is through giant beauty retailer Sephora. Róen's products are available on Sephora's website under 'Clean Beauty' and also in-store next to other 'Next Big Thing' clean beauty products. This provides useful offline promotion that may encourage regular Sephora customers to look into what Róen has to offer.

Because sale and conversion metrics/data are not available, it is difficult to assess how well Róen's current Social Media Campaign directly affects and improves business. Despite this, it can be said that there is a steady increase in the website's traffic trend, perhaps alluding to the notion that some of the marketing campaigns are successful.



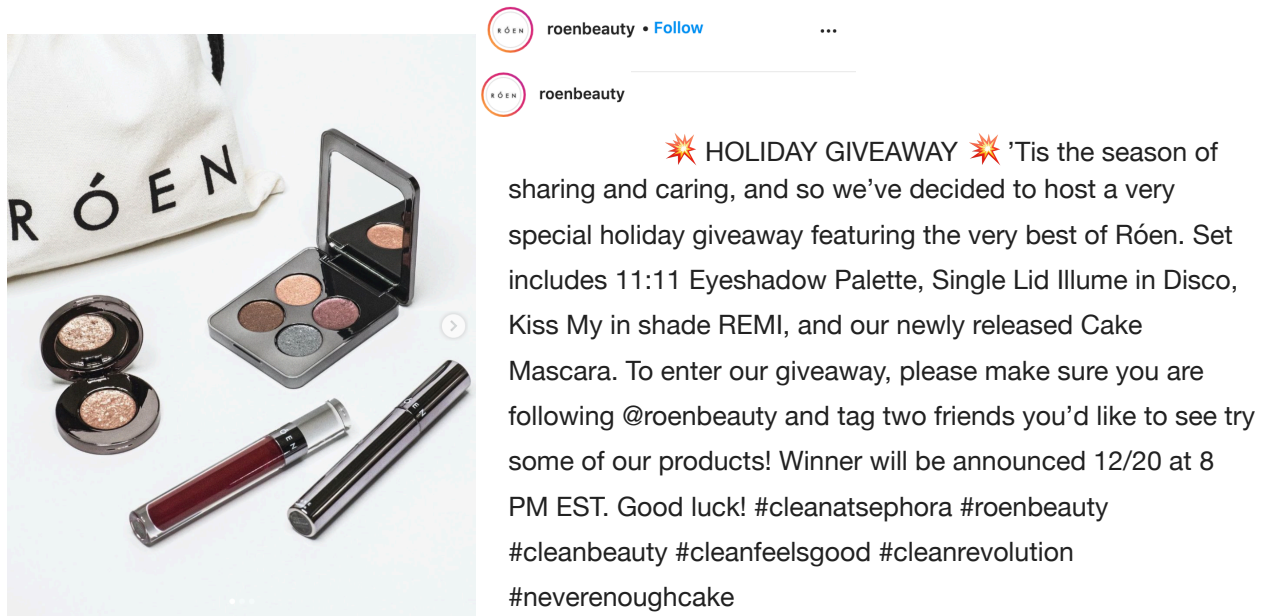
However, there is a lot more that can be done, which will be discussed in the following proposed social media strategy.

### ***3. Proposed Social Media Strategy***

Using Róen Beauty's Instagram account and official website, this social media strategy will be targeting the current majority demographic of beauty fanatics aged 18-35 in the US by hosting another big holiday giveaway, but this time with proper hashtags to boost brand personality. Much like how competitor Tower28 Beauty uses #itsokaytobesensitive as their main hashtag, Róen too should strengthen its brand image and intractability by creating a fun, relatable hashtag that is easy to post about and track. In addition to this special hashtag, limiting the number of hashtags to only around 6 will be more optimal and help avoid a hashtag dump. #Cleanfeelsgood, #Cleanrevolution and #Neverenoughcake (named after the newly released Cake Mascara) are three phrases that Róen has used previously and what is recommended as their speciality hashtags to set them apart from others.

Proposed hashtags: #cleanatsephora #roenbeauty #cleanbeauty #cleanfeelsgood #cleanrevolution #neverenoughcake

These 6 hashtags are succinct, easily readable and understandable. Paired with a holiday giveaway where the target demographic must follow the Róen Beauty Instagram account, and tag two other friends down in the comments, the brand's engagement, following and reach will surely see improvements. Below is a sample giveaway post using the hashtags as well as implementing a different giveaway strategy than what was previously used. Instead of signing up to the giveaway by clicking a link, users will have to follow the brand and tag 2 other accounts in order to be counted.



The proposed success metrics should include an increase in Instagram followers, engagement rate and hopefully greater page views on [roenbeauty.com](https://roenbeauty.com), more specifically on the product pages rather than just the home/landing page. An engagement rate of about 1.20% would be ideal, meaning a 50% increase. Another big metric goal would be to increase the number of unique visitors to [roenbeauty.com](https://roenbeauty.com) from approximately 6,000 to 10,000, or a 66.67% increase.

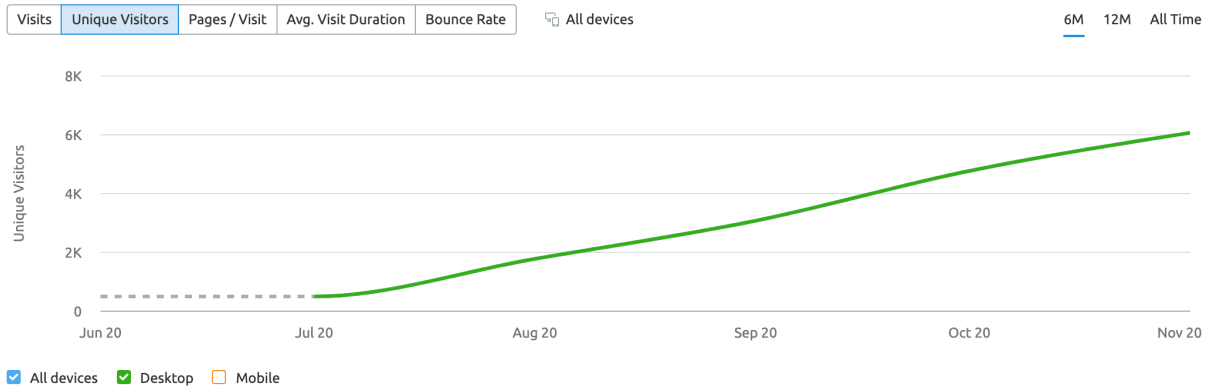
#### **4. Industry Component**

##### ***Campaign Overview***

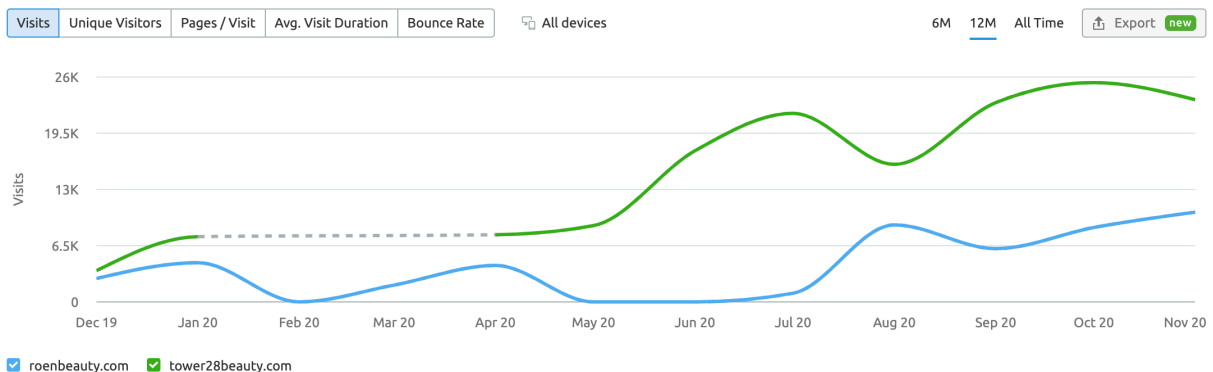
The major campaign goals are to increase Instagram following, post engagement and interactions, and to up the number of unique visitors per month on [roenbeauty.com](https://roenbeauty.com).

It can be seen on SEMRush that Róen's website is receiving more and more unique visitors and visits each month, with a 27.19% increase in just the past month, but in order to stay relevant and up to par with competitors such as Tower28 Beauty, the number of unique visitors each month should increase by at least 66.67% in order to catch up to Tower28 in just two or three short months, just in time for the spring/summer collection reveals.

Visits Nov 2020	Unique Visitors Nov 2020	Pages / Visit Nov 2020	Avg. Visit Duration Nov 2020	Bounce Rate Nov 2020
<b>10.4K</b> +20.56%	<b>6.1K</b> +27.19%	<b>3.08</b> -14.38%	<b>03:02</b> -34.77%	<b>40.69%</b> +21.97%



Domain/URL	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
roenbeauty.com	10.4K +20.56%	6.1K +27.19%	3.08 -14.38%	03:02 -34.77%	40.69% +21.97%
tower28beauty.com	23.4K -7.81%	17.1K -12.8%	3.19 -7.63%	04:15 +84.78%	47.15% +7.94%

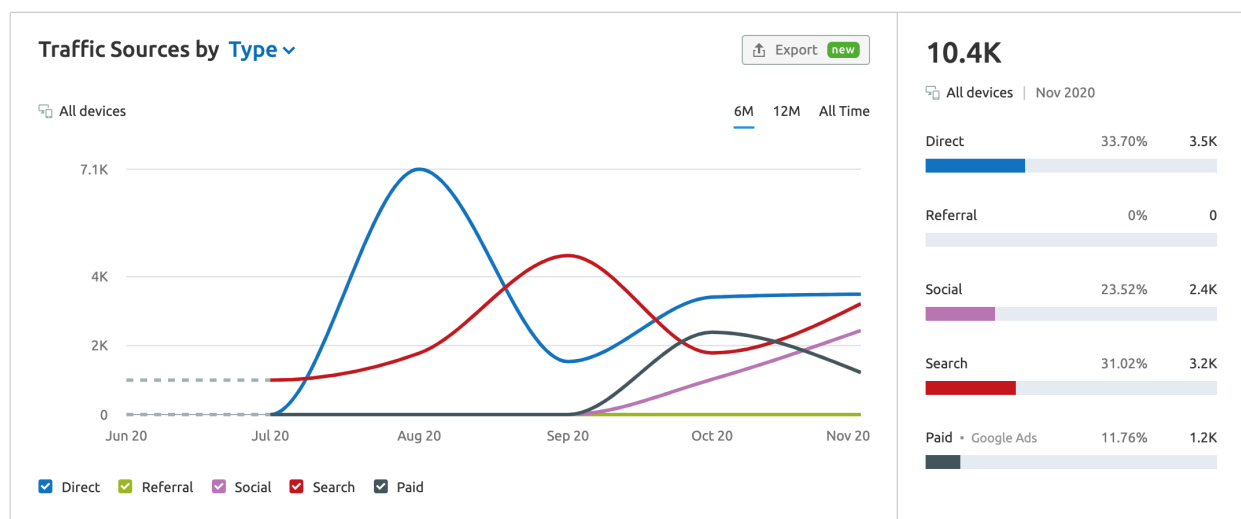


The Holiday Giveaway should be announced on Instagram on December 10th, and will run for 10 days to give Instagram users time to follow and tag. The contents of the giveaway has a value of \$125, which is a small enough number to be easily taken out of Róen's monthly marketing budget. With the hashtags in place, the proposed demographic targeting will be the avid makeup lovers who strive to find the next biggest star in the realm of clean beauty, mostly aged 18-35 based in the United States.

An efficient method to monitor the successes and failures of this campaign could possibly be to compare not just the number of followers pre and post giveaway



but also the net change in post engagement before and after. If the 10 posts before the giveaway only received an engagement rate of 1%, it would be in Róen's benefit to then monitor the next 10 posts after the giveaway has ended to see if the engagement rate has increased the proposed/desired amount. Similarly, in order to monitor the ways in which this Instagram giveaway affects metrics on [roenbeauty.com](https://roenbeauty.com), SEMRush could be used to track which traffic sources are most common. As of November 2020, Social traffic sources like Instagram only make up about 23.52% (or 2,400) of page visits. Seeing an increase in social traffic sources would point to the success of the giveaway to raise awareness of the brand and compel users to not only follow on Instagram but also check out the website.



One major change that could be made during the campaign would be to perhaps give away more than one set of products, or to have 2, 3 or 5 lucky giveaway winners. This may drive more Instagram accounts to interact with the giveaway post as their chances of winning are now higher. This would affect the campaign negatively in the marketing budget area, because if 5 product bundles were given out, the cost of the giveaway would rise from only \$125 to \$625, which may not be considered feasible or financially beneficial given what each CPC could be.

## **Conclusion**

Róen's engagement numbers and data are limited and not available to those outside of the company, and so it is difficult to accurately assess the ways in which this campaign would succeed. To see significant improvements and make proper conclusions, Róen Beauty should improve their customer service methods on social media, perhaps aiming to address all questions and concerns within 24 hours of it being asked. Furthermore, it is recommended that Róen Beauty tries to get their Instagram account verified before the end of 2020, as this will give the brand more credibility and trustworthiness regarding whether or not users should spend any time on their account.

## **Learning Component**

The creation of this Social Media Action Plan was very beneficial to my learning of social media analytics, but not without some downsides. I hoped that I would be able to learn how to calculate KPIs, forecasts, Click-through-rate, and CPC, however due to the fact that I am not a part of Róen Beauty's marketing team, I was not equipped with the data to try to do so. I did learn, however, the impact of traffic sources on the main website, and received a lot of insight about what kinds of posts receive more engagement and likes than others in the beauty industry, something that I definitely will remember and take with me as I become a young professional in the industry.

In the future I would absolutely choose a company or brand where I am able to receive all useful information, metrics and data in order to properly form a real Social Media Action Plan and see if the forecasts I suggested were accurate. Because of the lack of Róen Beauty data, it is difficult to assess how well my campaign could work or how close my forecasts are to real, seeable change.