DIGITAL MARKETING FOR BEAUTY & PERSONAL CARE PRODUCTS

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Today’s topic will cover:

- Consumer Behavior Online
- E-Marketing 4Ps
- Digital capabilities & platform usage
- Thought starters to developing Marketing strategies and campaigns leveraging digital
DIGITAL: A GLOBAL SHIFT

CONSUMERS ARE SHIFTING TO THE DIGITAL AGE..

• 72% of all internet users are on social media

• 2 billion active users on Facebook

• 2 billion smart phones vs. 1.7 billion TV’s

• 71% access social media from a mobile device
MAR 2015
DAILY INTERNET ACTIVITY
BASED ON AVERAGE DAILY GLOBAL ACTIVITY

NUMBER OF EMAILS SENT EACH DAY: 205 BILLION
NUMBER OF GOOGLE SEARCHES CONDUCTED EACH DAY: 3.5 BILLION
NUMBER OF VIDEOS WATCHED ON YOUTUBE EACH DAY: 8.4 BILLION
NUMBER OF SKYPE CALLS MADE EACH DAY: 145 MILLION

Source: InternetLiveStats Q1 2015
DIGITAL IS EVEN STRONGER LOCALLY

ASEAN is home to one of the largest internet population globally

- Time spent online overtakes TV in urban areas
- Thailand has the 2\textsuperscript{nd} largest # of users of Line.
- Indonesia is Facebook’s 4\textsuperscript{th} largest user base
- +40\% growth in social media accounts in Vietnam
- Average of 1.5 mobile phones per person
- 32-65\% smartphone penetration

Source: Statistica 2015 & Mediacom 3D data
INTERNET & DIGITAL penetration is already ahead of all other traditional media ex-TV across segments in Thailand

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<th>Media Type</th>
<th>UPC Rural</th>
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Source: Nielsen Media Research Thailand CMV 2014-4 (Oct13-Sep14)
RURAL GOES DIGITAL

even rural consumers are accessible via social media and mobile marketing
TOP 5 ONLINE ACTIVITIES

1. SOCIAL NETWORKING
2. INSTANT MESSAGING
3. NEWS UPDATE
4. PLAY ONLINE GAMES
5. WATCH/ DOWNLOAD MOVIES

1. SOCIAL NETWORKING
2. INTERNET BANKING
3. PERSONAL EMAIL
4. NEWS UPDATE
5. READING UP INFORMATION ON PRODUCTS
SOMETIMES SIMULTANEOUSLY
CONSUMERS ARE ALL ABOUT “ME” & “WE”

• Engage on social media platforms, discussions and opinion sharing

• A key source of entertainment and connecting with friends

• Look online to keep in touch with news and what’s trending

• Want to be involved and heard by brands & manufacturers
E-MARKETING 4-Ps

**“Traditional” Marketing**
- Manufacturer vs Consumer-led Innovation & assortment

**“E-Marketing”**
- Real time price information online
- Wide range of price options across the world

**PRODUCT**

**PRICE**
- Source of price information from retailer

**PROMOTION/MEDIA**
- High cost of traditional media (TV/Newspaper/Radio)
- Long lead timeline
- Cost effective digital media solutions via social, search, imedia
- Faster speed to market

**PLACE/DISTRIBUTION**
- Brick & mortar retailers
- Red tape access
- E-commerce retailers
- Increasing “marketplace” formats for sellers to control their own retailing
E-MARKETING 4-Ps

**DIGITAL MARKETING** = **MARKETING**

**PRODUCT**
- "Traditional Marketing"
  - Manufacturer vs Consumer-led Innovation & assortment

**PRICE**
- "E-Marketing"
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HOW TO GET STARTED

1) Understand your consumer’s brand/life insight vs your brand & strategic intent

2) Identify their digital platform usage as well as the motivations/purpose of that platform

3) Choose the best platform and design content based on your brand needs/ most important factor to consumer

4) Partner closely with e-retailer to maximize sales

5) Activate. Listen, learn & respond
UNDERSTANDING YOUR CONSUMER

CONSUMER BEHAVIOUR

“I don’t know what kind of make up best suits me”

“I want to look beautiful in front of my friends – especially on social media”

“I want to try on make up before I buy but I feel embarrassed if I stay in the store for too long”

STRATEGIC INTENT

Get consumers to buy more of my make up products vs only one or two pieces

Make Up Genius App
UNDERSTANDING YOUR CONSUMER

Catch and anticipate consumer beauty trends

In order to stay ahead of the curve

Resources to get started:

1) Google:
   • Search
   • Google Trends www.google.com/trends
   • Beauty@Google 2015

2) YouTube: Beauty Vloggers & Most Viewed

3) Facebook for Business
UNDERSTANDING YOUR CONSUMER

COSMOPOLITAN POP SUGAR

2016 trends
MOST IMPORTANTLY... ASK & Talk to them!
Platform choices marry consumer interests with brand objectives
DIGITAL TOUCHPOINTS

MOBILE CHAT
Fan Engagement, Promotions

SEARCH
Awareness, education and purchase

WEBSITES
Awareness, Reviews

SOCIAL NETWORKS

VLOGGERS
Engagement, Content and Credibility

iVIDEO/YT
Awareness, Engagement and Content
Key Considerations

• What are your consumers searching for?
  • Category & Brand Level
  • Life/Usage
  • Equity & Associations
  • Action: Reviews/Buy Now?

• Where is search happening?
  • PC/Mobile?
  • Google/Yahoo/Zing/YouTube

• Search optimization – is your landing page equipped with the right keywords

• Search ad buy – when to spend & what to say
What is the exact word searched – any slang/shortcut words?

Paid Ads & text need to be relevant for the search

Meta-tag images in order or them to appear

Search site must be “crawlable” in order to appear in 1st page results
TOP WEBSITES

Key Considerations

• What are you trying to drive?
  • Awareness
  • Reviews

• Awareness
  • High reach & popular websites
  • Based on consumer’s interest - e.g. celeb gossip, latest fashion trend
  • Based on consumer’s source of beauty/PC information

• Reviews
  • Editorial partnership
  • User generated
Key Considerations:

- YouTube or Ad Network sites?
- Targeting & Marketing techniques
  - Targeting Filters
    - Demographic
    - Content
  - Technologies:
    - Skippable vs unskippable
    - Re-targeting
VLOGGERS & INFLUENCERS

Key Considerations:

• WHO – which influencer is the most popular/has the biggest impact on your consumer?
  • # Subscribers & Following
  • Quality of content/review

• Mode/Format:
  • Video/Demonstration
  • Photo/Results
  • Review vs other brands
Key Considerations

• Which platform?
  • Consumer usage
  • Type of content (picture/video/statement)
  • Targeting/ad capabilities

• Targeting Filters
  • Demographics
  • Interests
  • Behaviours

• Execution
  • Reach & Frequency
  • Cinemagraphs
  • Time/Day posted

https://www.facebook.com/ads/manager/creation/creation/?act=304151553&pid=p1
Maximizing E-Retailing Partnerships
from just your retail channel
to your marketing medium
E-RETAILERS AS MEDIA

SEARCH
• Optimize e-retailer search engine
• Ensure product description matches consumer search keywords to be “found”
• Organize products in consumer sub-segments/categories

ADVERTISING
• i-media in homepage of e-retailers
• “Check-out”/cross category adverts

REVIEWS
• In-house reviewer or consumers

CRM
• EDM to drive purchase reminder or coupon to try other range of products
SETTING UP SHOP

Tips:

• Top brand benefit or hero range
• Organize product range according to category sub-segments
• Basic content – product description, photo & price
• Enhanced content – videos (ads or demos), ratings & review, multi-angle product shots
Reviews are everything..

How to score that great review
REVIEW TIPS:

Tips:

• **SELECT** reviewer options carefully – editors, bloggers, celebs, consumers

• **GUIDE** reviewers on what to look out for – provide a pre-determined “guideline” on usage & benefit. Streamline questions to guide response

• **PROVIDE** examples & suggestions on photos/videos end look, or demo protocol that you know works for your product

*Sometimes negative reviews (especially from users) cannot be helped. Don’t be discouraged! AND DON’T HIDE IT!*
CASE STUDY:

PATH TO PURCHASE

AWARENESS

I’m not aware of Gillette’s new product
• Frequents YT & FB
• Checks online news

CONSIDERATION

I’m not sure if this really works
• Believes real user reviews
• Influenced by latest gadgets by celebs/bloggers

TRIAL/PURCHASE

Is this worth my money & effort to switch?
• Wants to know the price + specific features & benefits vs current razor
3 CORE KEY-TAKEAWAYS & TIPS:

✔ Digital Marketing, like Marketing in general starts with focusing on the consumer. Marry technologies and content with their behavior and attitudes to your brand.

✔ Don’t try to do or invest in everything. Focus on most important platforms that deliver your brand objective.

✔ LISTEN, LEARN, DO, LEARN. Technology is fast evolving and new techniques get developed often.
#ThankYou