

The Perso by L'Oréal



MKT671- FINAL PROJECT

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Overview

Beauty provides us with the confidence to be ourselves and shape our future selves into what we aspire to be. Here at L'Oréal, our mission is to “create the Beauty that moves the world” (1) and we accomplish this through our remarkable innovation. Our most recent creation is the Perso. This product combines both our newest, patented technology with artificial intelligence to provide our consumers with personalized cosmetics in the comfort of their own homes. The first of its kind, the Perso puts L'Oréal ahead of our competitors in the cosmetics industry in terms of innovation in 2021. Our creativity and innovation leaves us with a sustainable competitive advantage over our consumers which is evident being that we were the leading cosmetic brand worldwide last year.

L'Oréal is the parent company to 35 brands which we categorize into one of four divisions. Under these brands we offer consumers a range of products from skincare, makeup, and haircare to fragrances and hygiene. Two of our biggest competitors in the industry offering products in the same categories are Estée Lauder Co. and Shiseido Co. Each brand approaches digital marketing in their own way. According to Estée Lauder's CEO and president, Fabrizio Freda, 75% of their marketing budget goes to digital marketing with a majority going to influencer marketing. After comparing the numbers, the company feels that influencer marketing has proven to be the most effective for them. They work with big-name celebrities as well as people that are considered micro-influencers. This is not necessarily new for the company, as they began hiring spokespersons for the brand in the 1970s, starting with Karen Graham; the main difference is converting their brand ambassador strategies over to mainly digital from mostly print. As for Shiseido, they just recently started switching their strategy over to digital from their traditional approach; although they have had a digital team since around 2015, the

pandemic has really pushed them to begin rapidly adjusting the approach. They are working with a global media agency and completely revamping their marketing approach. Shiseido is working on using beauty consultants and makeup artists to bridge the gap between brands and consumers, creating filters on apps such as Instagram to engage customers in product launches, and looking into livestreaming for makeup and skincare tutorials using their products.

As for our digital approach for the Perso, we are mainly targeting people ages 21-50 years-old, in some segments we target more specific groups but for the most part that is our general target. We are also aiming to grab the attention of people who are interested not only in beauty but in fashion, luxury, and smart technology since the Perso is an AI centered luxury product. Since this is a one-of-a-kind product and new to the market, we want create awareness surrounding the Perso and will do so through strategies such as the email, influencer, and display strategies. Through our social media, SEO, and SEM approaches we are hoping to make our brand and product more findable. Our customer service approach aims to provide our consumers with informative content about the Perso as well help ease the purchasing journey for the consumers. Below, we have conducted a SWOT analysis regarding the Perso. This helped us create our digital marketing strategy since we were better able to understand the factors that affect the Perso.

SWOT ANALYSIS	
<u>Strengths</u> <ul style="list-style-type: none">● Large, established customer base.● Strong Research and Innovation team to further beauty technology.	<u>Weaknesses</u> <ul style="list-style-type: none">● The Perso is not too accurate with first use; said to become more accurate the more its used.● Business risk as L'Oreal is specialized in makeup and not technological products.
<u>Opportunities</u>	<u>Threats</u>

<ul style="list-style-type: none"> ● Expand the Perso partnership to multiple brands under L'Oréal's portfolio. ● Expand product line to include liquid blush, eyeshadow, haircare products, etc. 	<ul style="list-style-type: none"> ● Competitors could create a similar product using AI (Artificial Intelligence). ● Competitors could create cartridges compatible with the Perso.
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SEO Strategy:

Our SEO strategy is necessary to attract more traffic to our site. It is important that the approach is strong because it aims to increase the visibility of our website. The SEO approach will increase organic traffic. Our target for this strategy is people ages 21-50, that are searching for personalized beauty products, specifically skincare, foundation, and lipstick. The organic search results are aiming to target consumers that may feel weary about paid search ads and are looking for a website with the most relevant product to what they are searching for. There are a few keywords that describe the Perso; these keywords are personalized foundation, personalized skincare, personalized lipstick, and custom cosmetics.

Our optimal URL is specific to the Perso itself. Similar to the separate sections that L'Oréal has on their site for makeup, skincare, and hair care products, there will be a separate section on the site specifically for the Perso where consumers can purchase the device itself as well as any refill cartridges. The main URL would be "<https://www.lorealparisusa.com/products/perso.aspx>", this link would lead consumers to the general page regarding the Perso. From here consumers could flow into one of the few links we will have under this product section. They could begin searching through products by using one of two links. The URL "<https://www.lorealparisusa.com/products/perso/products/persodevices.aspx>" is where

consumers could shop the device and search through the different colors devices; currently there are three options, red, cream, and black. The URL

<https://www.lorealparisusa.com/products/perso/products/refill-cartridges.aspx> is where consumers could shop through the options for different refill cartridges. We are still currently unaware what L'Oréal brands will be offering cartridges for the Perso device, however, we would like to have links to the refill cartridge product pages for any brands that are to be partnered with the device.

The search terms we would like to own are similar to the keywords that describe our product. These search terms are personalized skincare, personalized lipstick, personalized foundation, Perso, L'Oréal Perso, custom cosmetics, custom beauty, and custom makeup. When searched we want our site to be the top organic result. Consumers can also search more general terms like foundation, liquid lipstick, and skincare and we would want our site to also show up as one of the top organic results.”

SEM/Paid Search Strategy:

Just like the SEO strategy, our SEM approach is pertinent to attract more traffic to our site, particularly it will increase paid traffic. The paid ads are aiming to target consumers that are ready to buy now. Our keywords are relatively similar to that of the SEO strategy. They are personalized beauty, custom beauty, custom cosmetics, L'Oréal Perso, smart device cosmetics, Perso, reduced beauty waste, and personalized foundation, lipstick, and skincare. Our target for the SEM/paid search strategy is people ages 21-50 looking searching online to purchase personalized cosmetics. We are not looking to be gender specific for this strategy since the device is not a woman only product, men could use it to.

Our Google AdWords would be specific for the Perso device itself, not the cartridges. First, we would include that the Perso offers personalized cosmetics, particularly, foundation, liquid lipstick, and skincare. Our ads would also mention reduced beauty waste since there is a small amount of product dispensed with every use preventing excess product from being thrown out. Since this device is a smart device, it is extremely important that we mention that so we can attract the correct clientele. Being that this device is the first of its kind, we want to be sure grab consumers attention and we believe that by using these AdWords, we will be able to attract consumers with different interests; those being innovation, cosmetics, and environmental issues. Below we have three examples of different Google AdWords that we have made.

Ad · Loreal.com

[Perso | Custom Beauty At-Home | Shop L'Oréal](#)

Shop the Perso for At-Home Personalized Skin-Care, Foundation, and Liquid Lipstick. Look and Feel Great with Cosmetic Products Curated to Your Skin. Start Shopping Now.

Ad · Loreal.com

[Perso | Personalized Beauty Products | Shop L'Oréal](#)

L'Oréal Perso- a 3-in-1 at-home personalized beauty device. Create your perfect foundation, liquid lipstick, and skin-care with every use. Shop now.

Ad · Loreal.com

[Perso | Smart Device for Cosmetics | Shop L'Oréal](#)

Shop the Perso- A Smart Device for Cosmetics Personalized to Your Skin. The Perfect Amount of Product Dispensed With Every Use for Reduced Beauty Waste. Shop Now.

Email Strategy:

Our email marketing strategy is essential to reach and connect with our target audience concerning the launch of the L'Oréal Perso in a personalized way. The desired target audience for this email campaign consists of 21–50-year-old females, current L'Oréal customers, beauty retailers, and beauty influencers. Similar interest parties can be noted as those interested in fashion, skin care, luxury, and smart technology. To build our email list, we plan to incorporate

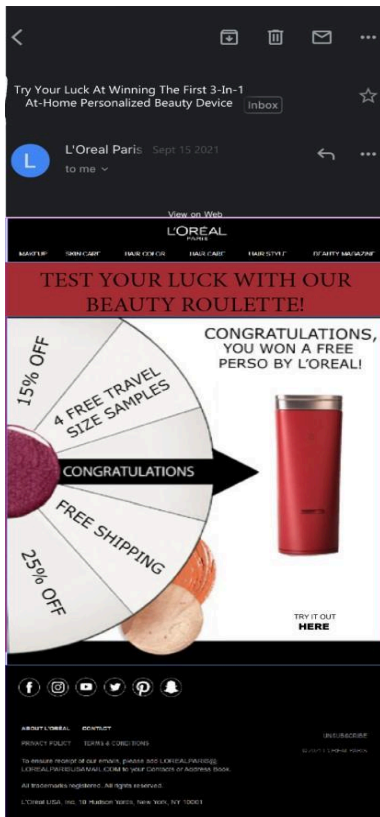
opt-in and double opt-in options. Here, we are giving the option to join our email list or letting the customer decide to join the email list and then confirm they want to be on it as well.

Expanding upon this, we want to build our list by offering a chance to play "beauty roulette".

The consumer will be prompted with the offer when they visit our website, and we will also notify consumers via email. Here the user will receive an email with the opportunity to spin a wheel containing several offerings (free shipping, 25% off order, 15% off, free samples, etc.) and the big giveaway of the wheel will be a free L'Oréal Perso. This special offer email will be sent two weeks before the product launch on September 1st. This email will also aid in increasing excitement and awareness as the launch gets closer.

In addition to the "beauty roulette" email, on August 15th, a month prior to the launch of the product, we will be sending out an introductory type of email regarding the L'Oréal Perso. The customer will gain insight on this new beauty technology and a brief description of how it operates. The main point of this email is to inform people of this new innovative technology created by L'Oréal that dispenses the perfect amount of personalized product with each use. The email will contain a "click here to learn more" internal link to another page on the site where there will be a more in-depth description of the Perso device. It is crucial to make these emails easy to share to other sources (via text, social media, etc.) as our desired response is for people to spread word about the product with others. It is also critical that our emails are mobile friendly. Research shows that 54% of marketing emails are seen to be opened on mobile devices (2). This guarantees access to the emails concerning the L'Oréal Perso nearly anytime, anywhere. Emails will be sent out during weekdays at 9 am. This can assist in confirming it is one of the first emails received by the consumer for the day.

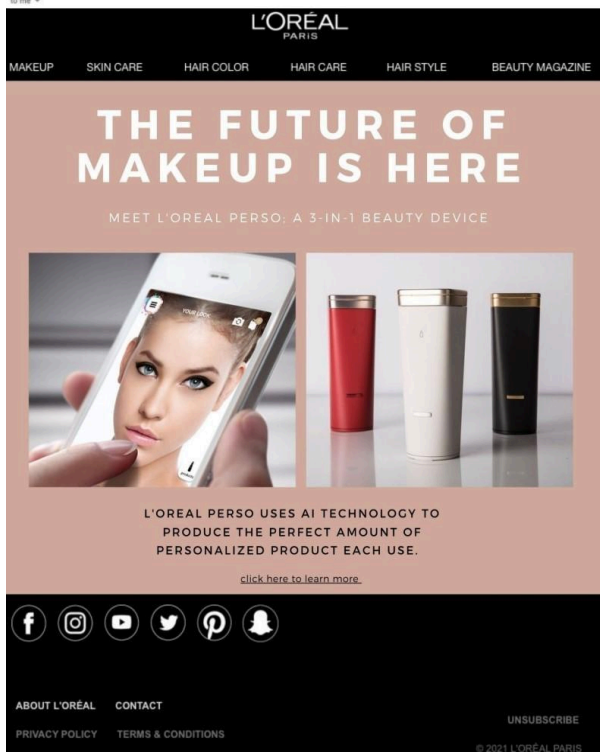
The example emails below show the beauty roulette special offer (left) and the new product announcement L'Oréal Perso email (right). The beauty roulette depicts a mobile friendly email, while the informative email shows how the email would be opened on a desktop.



The Future of Makeup is Here [Inbox X](#)

from: L'Oréal Paris <lorealparis@news.lorealparisusmail.com>
to me

@ Jul 14, 2021 at 9:06 AM ☆



Display Advertising Strategy:

Our display advertising strategy is targeting mainly women ages 21-50. More specifically, just like with our email strategy, we want to target an audience that is interested in beauty, fashion, luxury, and smart technology. To reach this audience we would select publishers that cater to consumers with those interests. To reach consumers that are interested in luxury items, we would partner with a few sites, one of them being "[The Luxe Insider | Luxury Travel & Lifestyle Blog](#)". As stated, this is a luxury travel and lifestyle blog; the Perso is not only a luxury item, but it is also good for travel which is why we think this blog would be a perfect place to advertise it. The Perso has a removable, mirrored top which makes it the ideal device to bring when traveling. The next site would be "[Home | Upscale Living Magazine](#)". This blog, like The Luxe Insider, is a "luxury lifestyle publication" (3). Upscale Living Magazine is for everything luxury, including fashion and beauty.

We will also be advertising on fashion blogs; oftentimes "women see fashion and beauty as one in the same", which is why we decided to expand our target to women interested in fashion as well (4). Many fashion blogs discuss beauty too, one of them being "[Barefoot Blonde by Amber Fillerup Clark -](#)". Amber Fillerup Clark, the woman that runs this blog, has 1.3 million followers on her Instagram as well as a large following on her other social media accounts. This blog touches on a few different topics but is mainly a fashion and beauty blog. Another publisher we would consider using is "[Celebrity Style and Fashion Trend Coverage | Who What Wear](#)". Again, this is another blog that is focused on mainly fashion but also features sections about beauty. One beauty blog we will definitely want to partner with for our display ads is "[Insider Beauty Tips, Product Reviews, and Makeup Trends \(byrdie.com\)](#)". Byrdie is a site about all things beauty, they cover celebrity trends, "How-To's", and inform consumers about the best

products currently on the market (5). Both Byrdie and WhoWhatWear were launched by the same creators but one places its focus on fashion and the other beauty which is why we want to work with both.

The last type of publishers we would like to focus on are smart technology/innovation blogs. The first blog would be "[Mashable](#)". This is a news source that many people go to for information about new technologies; the brand's Twitter has over 9 million followers. The next blog is "[VentureBeat | Transformative tech coverage that matters](#)". As stated, this blog covers transformative technology. We believe that the Perso can be considered transformative since it is the first of its kind to incorporate AI technology to allow consumers to formulate the perfect cosmetic products at home with every use. This product is paving the way for the future of the beauty industry which is why it is so important to make sure we do advertise on blogs such as the two listed.

The display ads below are examples of how we would advertise on the blogs listed above. As mentioned, the Perso curates its formulas to match the consumer's skin which is why we are using the line "beauty for everyone" in the first ad. This ad also includes the Perso on the right and flips through women of different skin tones to emphasize the inclusivity of the product. The first ad is a GIF however it is not showing up when pasted into this paper, so we have included the link above the picture to see the exact ad. The second ad includes the Perso and includes the different beauty products that can be personalized when using it. We included that this is "by L'Oréal" because no matter what brands they end up partnering with in the future, the Perso itself was designed and being released by L'Oréal.

(<https://media.giphy.com/media/RLSkr40JxIFjICav0z/giphy.gif>)



Social Networks:

Understanding the inner workings of popular social networks allowed us to better grasp the benefits of using certain platforms over others. Our approach to promoting the launch of Perso changes depending on the social platform due to differences in key areas such as demographic of current users, content sharing, and the time and resources needed to effectively reach our target audience. The platforms we will be using will include Instagram, YouTube, Facebook, Tik Tok, Snapchat, Pinterest, and Twitter. Later in this paper you will see some of the ways we will utilize Instagram for our social network strategy as it ties in with our influencer and YouTube strategies. However, for the purpose of this report, we will focus on the use of Facebook and Twitter. Having the right presence on these sites means we can communicate directly with consumers,

informing them of Perso while educating them on the innovative technology and functions of the device.

Facebook is a wide-reaching social network that has established itself as a global powerhouse that profits handsomely from advertisement revenue. Of Facebook's billions of users, the largest demographic are individuals between the ages 18 and 44, accounting for 72.8% of all users. This tells us that Facebook is an ideal channel to utilize when seeking out potential customers especially when considering that 46% of users watch videos and 57% of users are sharing content on Facebook. Facebook ads dominate competitors with the highest overall click through rate of 3.9%, with status ads having the highest engagement at 6.65%. With this rate of engagement, we must spend time mastering Facebook as it will play an integral role in establishing our online presence and boosting engagement with Perso.

Twitter is a social media platform, known for their short posts of only 280 characters, that has an emphasis on real time information such as news, sports, and politics. While 80% of platform users live outside of the United States, the United States still represents the highest ad reach with 33 million active users. The gender breakdown of users in the U.S. is 50-50, but women make up 65% of the most active users. On average, U.S. adults only post on Twitter two times each month and only favorite one tweet in that time. Twitter is the 13th most used social media platform but does not have the brand engagement capabilities that we are looking to prioritize as we introduce the Perso. Marketing Perso on Twitter is not a point of priority, as we discovered better platforms for our brand, however it still provides us an opportunity to reach potential consumers. While we will have a presence, little time and resources will go into our marketing efforts on Twitter. Our Twitter will be more useful to after launching Perso, as users

are 38% more likely to post their opinions about products. This is something that could prove to be valuable as we move forward.

Influencer/User Generated Content Strategy:

Influencer and user generated content is a fundamental component in our plan to introduce the innovative L'Oréal Perso. Influencer generated content makes it possible to increase brand awareness and gain the trust of our audience which can translate into user generated content. After diligently searching for the right influencers to promote the Perso, we decided on Mario Dedivanovic, Jaclyn Hill, and Michelle Phan. Each of these beauty influencers are reliable in different niches of the beauty market which allows us to reach a diverse group of consumers interested in beauty products. These influencers endorsement of Perso is likely to inspire their audiences in sharing personal experience with the product, resulting in user generated content.

Mario Dedivanovic is a well-known makeup artist that grew his following working with famous clients such as Chrissy Teigen, Chanel Iman, and Kim Kardashian. With the ability to reach 8.2 million followers on Instagram, he provides an opportunity to reach consumers that are interested in luxury beauty products that celebrities use. Through a series of Instagram posts endorsing the Perso, we will be able to target women ages 21-50 that are interested in new trends in the celebrity beauty world. The Instagram posts will focus on the benefits of personalized beauty products and emphasize how simple the system is to use. One of the Instagram posts will contain a video showing Mario using the Perso to create a signature foundation and lip for one of his celebrity clients, speaking to the overall quality of the product. This will create buzz around the release of the device and increase awareness.

Jaclyn Hill is a professional makeup artist and YouTuber that gained her popularity through makeup tutorials that sparked collaborations with major cosmetic companies. Using Jaclyn's YouTube channel that has 5.77 million subscribers, we will create a video of her reviewing the Perso under her popular 'Makeup and Product Reviews' playlist. Given her popularity in the beauty industry, her review will reach other beauty influencers and public figures, increasing the brand awareness. The video will show that Perso's advanced technology is the future of beauty products, the possibilities using the color matching tool, and how the device's artificial intelligence improves over time. The ideal response is to create buzz and product awareness that results in the purchase of the product.

Michelle Phan is a pioneer in beauty as one of the first vloggers to attract a massive following and became an extremely successful businesswoman. She has sold her company Ipsy, that is valued at \$500 million, to focus on a cosmetics line with L'Oréal. Michelle is known for wearing no foundation and opting for a more natural look, explaining her passion for skincare products that her followers share. A cross platform promotion on Instagram and YouTube will maximize the exposure of Perso, reaching Michelle's 8.85 million YouTube subscribers and 2 million followers on Instagram. Appealing to Michelle's skin care oriented following, we will incorporate the Perso into a makeup tutorial on her YouTube channel and focus on the benefits of Perso's quality personalized skin care and importance of reducing beauty waste with Perso's ability to dispense single use amounts. Promoting Perso on Michelle's Instagram in addition to the YouTube video increases awareness, reaches a larger audience, and allows us to engage with consumers at multiple points of the buying cycle. Below is an example of what Michelle Phan's Instagram post would look like.



Customer Service:

Customer service is vital to the company's success concerning the launch of the Perso for a multitude of reasons. The way customers are treated is indicative of the type of company L'Oréal is. Customer retention, brand loyalty, new partnerships, and elongated business life are just some of the benefits of adequate customer service strategy within a company. Our customer service can impact whether a consumer repurchases from our brand again, as well as if they recommend us to friends. It is important for us to ensure that our consumers feel that they have had a positive experience while shopping with us, to do this we will be sure to assist them along every step of the custom journey.

The first step of the journey is awareness, this is when a consumer is searching for a new product. The potential customer may read reviews or contact us with questions. It is important that we are active on our social media or any other places where customers leave reviews to mitigate any negative affects a bad review may have on a potential customer. We will also implement live customer service chat boxes on the L'Oréal website for customers to ask quick questions regarding our products, especially the L'Oréal Perso. This eliminates the potential wait time involved in calling the company on the phone or any miscommunication that could be depicted via phone call. For more general questions, an FAQ page will be available for access on the website relevant to the product as well. These preconstructed answers to questions many customers may share are available online without any hassle of having to find an employee to get in contact with. In addition, we will offer "How-To" videos on several different platforms such as L'Oréal's YouTube and Instagram accounts. This can answer questions with a more visual approach and teach one how to use the device better through observation. These will also aide consumers in the second step of the journey which is interest.

The next step is engagement. As mentioned earlier, the customer will be prompted with the option to fill out their email to participate in the chance to win a free Perso or a smaller prize. When the purchase is made, customers will be emailed updates regarding their shipment, including that the order was received, when it is expected to ship out and be received, when it is shipped with any changes in delivery date, and when it is delivered, along with any other important information such as delays. Customers will also be given the opportunity to opt in for these updates via text. This is to ensure the customer is continuously engaged with our brand while awaiting their purchase. The last leg of the journey is re-engagement. We will send out satisfaction surveys to address any issues that may have occurred. We will also offer a discount

incentive code, if a family member or friend uses that code to make a purchase, they will both receive a percentage off; this incentivizes the customer to encourage others to purchase from L'Oréal.

For L'Oréal, we believe it is crucial that customer complaints are handled accordingly. As previously stated, customer reviews can impact the purchase decisions of our potential customers. For handling complaints via social media, we kindly ask the customer to direct message the company on that platform. The customer service team will respond directly to the customer via direct message. Responses will not be automated, therefore offering a sense of personability. It is necessary that we handle any poor feedback about the product efficiently and right away. We want to ensure that the customer feels acknowledged and thank them for their feedback afterwards. Documenting these responses can assist in improving the product as well. We will also offer a customer review section for customers to convey their thoughts and feelings on the product.

YouTube Strategy:

Incorporating the use of YouTube into our multichannel marketing strategy is imperative as we look to connect with our target audience and introduce the L'Oréal Perso. With 68% of adult females in the U.S. using YouTube, establishing a presence on the platform is essential to reach our target audience of 21-50-year-old females interested in innovative personalized beauty and skincare. Our YouTube video is to the point as it introduces the L'Oréal Perso and directly explains what the device is capable of and how it works. The video will be used primarily as a

YouTube advertisement, specifically directed to people who represent our target audience. With our YouTube strategy, we will expand our audience and increase brand awareness.

To capitalize on the value of our YouTube video, it is important to take time to optimize its metadata, ensuring that it appears when viewers are searching for similar content. This includes creating a title and description that are full of keywords to improve our SEO, tagging videos with similar keywords, and selecting the right category. Another way to increase engagement with the video is to cross promote it on other social media platforms and include a link to the video in our profile bios. This will help us increase our visibility on google and support our customer service efforts as consumers can interact with the brand through the videos comment section. Our YouTube strategy is in place to generate awareness and understanding of what the Perso is, how it works, and where the future of beauty products is heading.

LINK TO YOUTUBE AD: [Perso Project; Final - YouTube](#)

Conclusion:

Our digital marketing plan is imperative to spread awareness and engage the consumer with a personalized approach. We want our target audience to be captivated by this new innovative technology being released by L'Oréal in September of 2021. This outlined plan implements the strategic steps necessary for achieving success regarding the sale of the Perso.

The greatest concern of our plan involves influencer marketing. Recently, there has been a lot of influencer controversies and scandals (6). Influencers make their own personal mistakes like anyone else, but it is crucial that this does not affect the L'Oréal brand image or the success of the Perso. If affected, this can result in a negative correlation between the consumer and the brand. This risk can specifically apply to one influencer we are employing, Mario Dedivanovic, a

makeup artist for the Kardashians. The Kardashians are known to be controversial, and we do not want their disputable image connecting to Mario Dedivanovic in a negative way. We also do not want our influencer marketing to be depicted by the public as inauthentic partnerships. It is important to make sure our influencers are known to have authentic personalities and make sure they test the Perso first, then begin endorsement.

The strongest strategies in our digital plan lie within display advertisements, email, and YouTube. The display advertising that has been designed allows us to connect with our target audience visually. This offers a greater understanding of what the Perso does through images while simultaneously spreading awareness of the product. YouTube similarly offers a visual way to tell the product's story. YouTube appeals to mobile users and offers simple explanations of the product through video. These strategies, including email marketing, will be the most effective in reaching our target audience.

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