Company Name
Digital Marketing Plan

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{company} cosmetics is a 2-tiered MLM that will be selling beauty products and cosmetics in INDIA.

Plan Overview

This is where your will define your business and marketing plan. Don't leave out important details but don't write your businesses life history either, try and include the following information:

<u>*Company Vision:*</u> *What are your plans for today, 3 months down the road, 6 months, one year, and five year. This is your goal. When we create marketing, these are the goals we will follow.*

<u>*Mission Statement (Optional):*</u> *What is the purpose of your mission. This should have been defined in your business plan.*

<u>*Value Proposition:*</u> *Define your business in general; you will break this down on a product marketing level as well.*

<u>*Set Goals*</u>*: Creating goals and timelines help you stay on task. If you know where you are and where you are going, your ability to find your end result increase by over 50%.*

<u>*Define Budgets:*</u> *Being realistic in your financial abilities before you get started will give you the ability to prioritize your marketing plan. Much or your marketing will cost something, whether it be time or money. Define both of these before you get started so you know what you can spend as you build.*

Getting Started

Before you start your complete circular marketing plan you must provide a few things.

Today marketing is assumed to be digital marketing. Although traditional marketing with TV, radio, news and print is still viable, the most successful marketing happens on the World Wide Web. Everything you do within the marketing circle is dependent upon this rule.

Web Presence:

It is assumed that you currently have a web presence, as you complete your plan you will be making changes to your website. Additions to this will happen as we grow our digital marketing plan.

Let's look at critical elements of every website.

Transparency

Make sure you post your basic contact information where it can and will show up on every page. You don't want your customers to think you are not ready and willing to solve any issues or questions they may have.

    I.   Phone number.

   II.   Contact us page can have a link from every page and contain an in depth contact form.

Headlines

Your headlines will have multiple purposes. Give your customers a simple but relevant headline on every page so they know what they are looking at right up front, you will also use this for SEO which is covered in one of the following sections.

Also use sub headlines that can contain longer descriptions of what is on the page.

Primary call to action

This is also another area we will cover in detail later in the circle, but if you don't have at least one call to action on your home page, you are just asking for your consumer to leave before they learn more. You landing pages should have more defined "call-to-action" buttons.

Supporting Images

This can be a simple as one image per page in the format as a header.

Proof of social communication

Placing links on your website to all of your social media lets them know you are communicating and inspiring information through secondary outlets. Place these where most consumers feel comfortable starting conversations.

Success Indicators

Awards and recognitions help inspire and build trust and credibility. Depending on your product or services, your consumers need a reason to choose you over your competitors.

Color and Style

Every color has a purpose and creates an emotion in those who view them. Make sure your style sheet includes these definitions and why you have chosen the colors in your brand.

Type of Website

What is the purpose of your website.

- E-commerce
- Information
- Education

Although every website can have more than one of these options, they way you build your site will depend on the features of each one of these.

Objective

The overall objective is to create a brand for {Company} cosmetics India. Set a tone and mood for our chosen demographics.

Create strong SEO on a website that is targeted towards women in India who can purchase and sell premium cosmetics.

Create Supporting Social Media platforms with specified targets.

We are expecting our distributors to not only purchase products for themselves, but to sell them on Facebook. Many women will find this intimidating, so creating a support system with tools to help them market and sale their products to others is vital to their success.

I propose we do this by creating a complete educational web location that can offer everything from information on how to sell the products, to marketing information such as setting up a successful Facebook business page. We can also teach tips such as creating groups where online chats about products and beauty tips can be discussed.

We fulfill two purposes with this information, it helps us to sign up new distributors because they feel our need to support them in their business, and it helps them get started. The alternative is loosing them as short-term distributors.

Target Market

Our target market is broken down into two components.

Influencers are those who purchase our products for themselves and as a business. They are women in India between the ages of 18 and 65+.

The second target market will be women in the same age group, who want to purchase but not sell products.

Conversion defined:

1. Collecting e-mail addresses

2. Collecting leads
3. Creating Sales Conversions
4. Building a brand of trust and quality
5. Build a network of Beauty Influencers
6. Create an education and resource tool for beauty influencers.

Before we actually start with the marketing circle, we need to do some initial research.

Keywords and Trends Report

Keywords are used for multiple purposes in marketing today. It is important that we start our plans with basic keywords that define our complete product range (We will do specific keywords when we get to SEO and specific pages). Do worry is this is broad and generic. While doing your research, you will have the opportunity to edit your list.

Note this list is not tested for social media relevance at this point.

Keyword	Prospective Traffic	Competition	Average Consumer Interest	Top Locations
Beauty	100K to 1M	Low	90%	Mizoram Manipur Nagaland Sikkim Kerala
Cosmetics	10K to 100 K	Medium	78%	Mizoram Nagaland Sikkim Delhi Maharashtra
Skin Care	10 K to 100 K	Low	85%	Andaman Mizoram Nagaland Arunachal Andhra

Now that we have a website that is consumer friendly, and a basic demographic, it is time to start putting our information to work for us.

Notes:
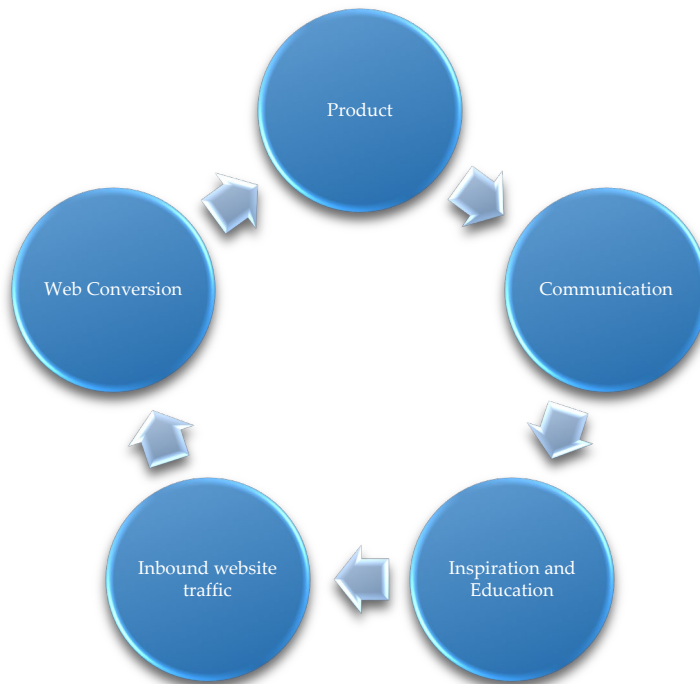
The circle

The marketing circle is a complete digital marketing and conversion path to take your products from conception and definition to profit.

The success of digital marketing relies on research and information in the beginning that will grow with each step. As you move from one circle to the next, the information will grow and become more important.

Circle One **is a well-defined product**.

Before we begin lets create a product plan for each individual product. This product plan will be used throughout marketing. As we define individual marketing plans for each product.

Product plans include:

- Product Definition
- Product Features
- Product Benefits
- Budget and Profit

- Manufacturing and Logistics

Is this a product or a service?

What does your product do and **whom do you do it for**?

Define your demographic

- *Male / Female*
- *Age*
- *Income Levels*
- *Interest*
- *Specific needs*

Does my product solve a problem?

*What is the **benefit** of each product?*

Benefit marketing has proven to be the number one marketing format in 2018. By creating a benefit for your researched demographic, your conversion increases up to 25% more.

What are the features of your products?

Features are those specific differences between the same products but differentiate itself from competitors, or other versions of the same product. (color, size, technique, etc)

Define the basic price structure.

Although this is not the place to determine the specific price of a product, this is where your research starts. You want to find competitors and compare your product in terms of price and quality. Do you want to cater to a high-end consumer base, or have an economy friendly brand? Without the relevant research of your competitors you may not know what outlets to target when you get ready to determine what marketing to do.

What new things did you learn about your products? At this point you should have a well-defined product. This information moves forward to your next step to be even further defined.

Notes:

Step Two **is communication.**

Consumers of today have more buying power than ever before. They can purchase almost anything they want from their computers, tablets, and smart phones. This also gives them power to research, compare products / services and ask questions with ease. If they find they are unhappy with their products they have the ability to tell the whole world in a matter of minutes.

With all of this power, you need to be one step ahead of them with easy communication, places to ask questions with partial anonymity, solve concerns, and find out what others think, etc.

What you can do is start conversations, answer questions, have some fun, and put yourself out there. It is vital that you set up our communication channels effectively.

Which One Do I Choose?

Not every social media platform is good for every business. Knowing which ones will work for you will save time and money. Social media marketing is a time consuming adventure, done correctly can be very successful. Don't be led astray with promises of bells and whistles. Each of the following is a basic pathway for each platform, it is not intended to be comprehensive, but it will give you an idea of the ones that may be best for you.

(In May 2019, Facebook changed their algorithm to give more relevance to business pages that have complete communication tools set up, including specific groups).

Tactical Facebook Marketing Demographics

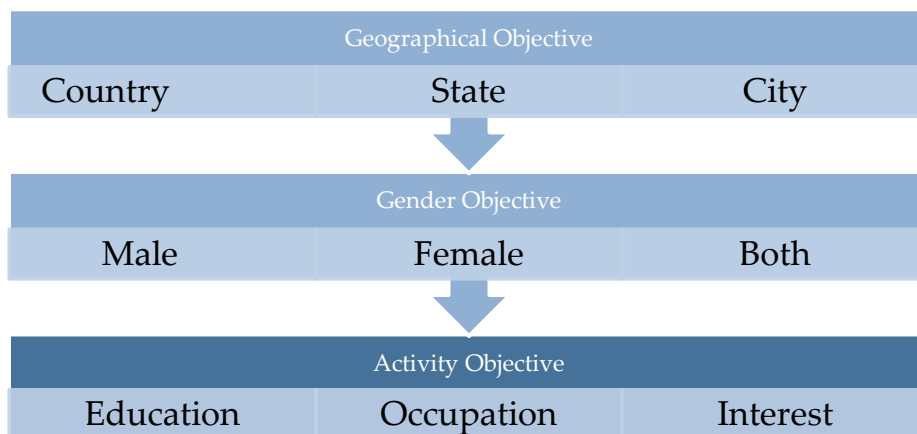**Facebook (This list is partial, for complete Facebook rules see our Facebook class)**

- Initial Facebook Insights Report
- Set up our business page.
- Create a complete insights report.
- Set up live chat for easy communication.
- Create a group chat for private education.
- Post frequently.
- Create multiple ad formats.
- Link to landing pages.
- Make sure your ads and your landing pages match.

- Online Shopping.
- Utilize events; these do not have to be physical events.
- Offers, not traditionally successful but you will see this in your insights report.
- Allow reviews. These can be used on your website as testimonials and allow for solutions and upsells.

Objective

There are three major factors and multiple minor factors you need to know when you do a Facebook insights report. Once these are defined and compared to your product benefit you can design more strategic ads.

Geographical Objective		
Country	State	City

Gender Objective		
Male	Female	Both

Activity Objective		
Education	Occupation	Interest

Setting up for Statistics

Our first step should be to compile a set of keywords based upon products/services and topics.

This report is being written for the country of INDIA. As marketing on Facebook moves forward for this geographical location we will fine-tune this demographic for the highest income potential and response to content.

Geographical Objective

The geographical location for this report is *Women in "INDIA"*

There are **50 M to 60 M** Facebook users in India

AGE	Women

18 to 24	40%
25 to 34	38%
34 to 44	12%
45 to 54	6%
55 to 64	3%
65+	1%

Education

Level of Education	%
High School Graduate	13%
College Graduate	78%
Grad School	10%

Relationships

Relationship Status	%
Single	39%
In a Relationship	5%
Engaged	3%
Married	54%

Top 10 Job Titles

Job Title	%
Education and Libraries	26%
Community and Social Services	19%
Healthcare and Medical Services	16%
Legal Services	3%
Management	33%
Business and Finance	11%
IT and Technical Services	12%
Computation and Mathematics	12%
Life, Physical and Social Services	8%

Administrative Services   18%

Top 10 Business Pages

Top 10 Business Page Likes from your demographic.

*As we get closer to launch this page will change, we will research each business page in detail at that time. We will target **their** customers for the purpose of making them our customers. We can also do this for complimenting companies that have Facebook business pages.*

Page from 1 to 10	Overall Audience	Active Audience
Oriflace	2 Million	2.1 M
Nykaa	2.6 M	2.8 M
1 gram jewelry	1.9 M	2.1 M
Hopscotch.in	1.6 M	1.8 M
L'Oreal Paris	1.7 M	1.9 M
Zipker Shopping	2.1 M	2.4 M
I love Lakme	2.1 M	2.5 M
PC Jeweler	1.3 M	1.6 M
Make-up Studio Training Center	1.4 M	1.7 M

- *Note the difference in overall audience and active audience. This means that more readers will see a page, but not necessarily Like or Follow the page.*

Device User

Device	%
Desktop	100 %
Iphone/Ipod	42%
Ipad	.5%
Android	38%
Mobile Web	7%

*Statistics account for users viewing Facebook on more than one device.

Top Locations

Aizawl, Mizoram	.2%
Burdwan, West Bengal	.2%
Durgapur, West Bengal	.2%
Gangtok, Sikkim	.2%
Guntur, Andhra Pradesh	.2%
Jammu	.2%
Kottayam, Kerala	.2%
Kukatpally, Telangana	.2%

These locations may not be our target audience, this is information suggested by Facebook. As we run ads through Facebook, we will define our own audience by determining where our responses are coming from.

Compare these locations to your initial research

Activity	%
Comment on Post	3%
Post Likes	11%
Post Shared	1%
Promotions Redeemed	1%
Ads Clicked	5%

These statistics have larger values before paying for advertising. Knowing the trends from this demographic helps you create targeted advertising.

Facebook Plan

Facebook information can be broken down into two sections. Providing sales tips and tricks to any beauty influencers, and asset management including video, images, etc.

Group ages can be created and attached to a Facebook business page. This extension not only helps us but also educates the influencers on how to create their own Facebook page, with closed group chat.

1. **Facebook business page**
   a. First connection between {Company} and potential beauty influences
      i. Weekly product videos or promotional post
      ii. Weekly business opportunity potential information
   b. Community Communication ({Company} Beauty Influencer Group Page)
      i. Where Beauty influencers go for the latest product information
      ii. Where consumer can go to find a beauty influencer – Community
         1. Daily Sales tip post
            a. This information can also be available on the website with information that is only available to consultants. (ie Using Facebook for sales, demographics, creating value, etc)
            b. Group chat where consultants can ask each other what they did to promote or sale their products. ***It's all about support and communication***
      iii. Holiday promotions

Instagram

As an extension of Facebook, all the Facebook content can be duplicated on Instagram instantly. The power of Instagram goes one step further. We can create a more personal connection with the influencers by acknowledging our top influencers. We can also encourage influences to post pictures

of their successes. This promotes support from each other, plus in can start healthy competitions between the influencers.

YouTube

YouTube has new rules that make it more powerful to use and yet harder to success in. My proposal for YouTube in the beginning is to use it as a place to put videos for share. Another option would be Vimeo. Vimeo charges fees for product and services videos, so I would advise against using it for now.

There are many social media platforms, we cannot include all of them here.

A sample social media plan

Lush Mascara (Exquisite Eyes)
Objective:

Create a launch and marketing plan for {Company} Thick Lash Mascara.

Benefits of product: Waterproof, Long Lasting, Thick Lash

<u>**Lush Mascara**</u>

Included are ideas for Facebook and Instagram Advertising, Reddit Beauty Tips, and YouTube.

Reddit

Create a step-by-step blog for Reddit that includes product, with images. There should be two of these a week for 1 month. At the bottom of each blog, include information on becoming an influencer with {Company}, become a member (Purchase the product), and an introduction to contest and Freebies, Trends, etc.
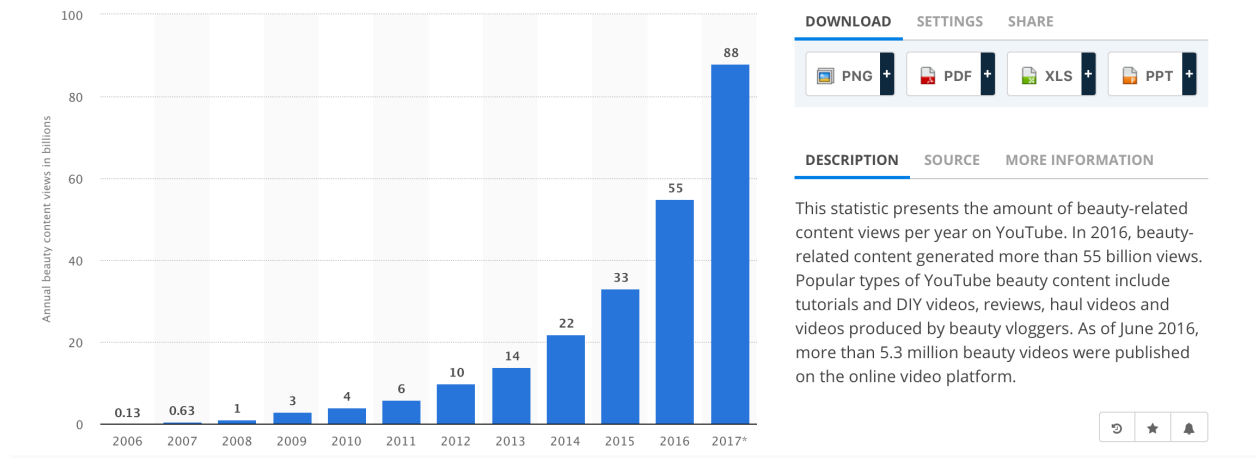
YouTube

Start uploading and presenting product promo videos on YouTube with links in the comments for beauty tips using this product.

Research on YouTube:

In 2018 Beauty Content had the highest subscription to content on YouTube.

The majority of this content was in the form of vloggers doing beauty tips, not product videos. It would be beneficial for us to teach our beauty influencer's how to use YouTube.

Annual beauty-related content views on YouTube from 2009 to 2017 (in billions)

Be a trend setter. Over 88 Billion YouTube channels are being dedicated to beauty.

Facebook and Instagram

Facebook and Instagram can be marketed both together and as separate entities.

Freebie Fridays is always popular. Example:

Freebie Friday – Lush Mascara

Post your best image of your Lush Lashes and sign up to win a FREE mascara. Drawings are every Friday, start your weekend with new product.

**** Other contest ideas

- **Is it Fake or {Company}** – post pictures with and without {Company} mascara, comment if it is Fake or {Company}.
- Submit your best beauty tip, winner get free mascara

Prospective Budget

Instagram has become a "pay to play" outlet to create new followers, it has become harder to create organic traffic using Instagram, but there is a new "Shop Now" that's lets consumers easily purchase products.

With the new government watches on Facebook, they have changed their marketing and organic search algorithm to reflect a more social base with business communication as a focus. Instead of running basic ads, it converts much better of you create communication and interaction. Things such as contents, creating private groups with live chat, etc.

The following budget is based upon the above statistics from a previous Insight and a ROI report run on those statistics.

11% of our proposed demographic will "LIKE" a post, while 5% will click on an ad. With this information, it is proposed that we create posts that are promotional, and yet communicative.

The below table is the suggested marketing budget for both Facebook and Instagram. The statistics for success are combined in Facebook insights, so I have combined them here. Place more value on Instagram in the beginning, and then migrate the budget to lean towards Facebook.

For greater success we will use the **AGILE method for marketing**, by starting our marketing budget smaller, evaluate, re-design and launch.

Proposed Budget and Results				
$350.00	130,000	To	340,000	Interactions
$500.00	190,000	To	480,000	Interactions
$750.00	250,000	To	820,000	Interactions
$1000.00	330,000	To	980,000	Interactions

This could be a per day / week budget. It should be split between Instagram (post and contest), and Facebook (Post and video) advertising. Our budget is set up using the Agile method for marketing.

E-mail Blast

DO NOT SEND UNSOLICITED EMAILS. THIS IS A BRAND NO NO!!!

The function of emails should follow a specific set of rules. The days of unsolicited emails are gone. Getting people to sign up to your email list is becoming harder and harder, so don't abuse those who do sign up.

- Upcoming events
- New products
- Follow ups
- Q & A
- Guest articles

Reviews

Reviews are one of those things you should approach with caution. In the past, your competitors could make you look bad by posting bad reviews. The other side of that is you could pay people to give good reviews thus minimizing the value. If you are going to use reviews, do it honestly this is a great place to open up communication to convert a bad into a good.

Notes:

Step three **is information and education.**

The purpose behind education and inspiration is to give consumers the answers they are seeking and possible ideas for improvement. This comes from their ability to research us with anonymity.

With the use of the Internet, consumers today will research options and opportunities before they make any contacts or decisions. When you provide them with valuable information that is unique and inspirational, you grow trust and credibility. Note the term's here is *__unique__*, if you copy your competitors you no longer have a value proposition.

Creating Education and Inspiration can be done through a series of blogs, videos, or slideshows. Although these are meant to bring value to your website, they can be placed on specific landing pages and used in social media.

- ✓ Make a list of unique processes or products that you offer in your business. i.e., pain management, headache relief, sports enhancements, etc.
- ✓ Define unique and valuable information that you could promote for each of the following processes or products.
- ✓ Create an editorial calendar starting with a 3-month plan. Decide if you wish to create new content daily, weekly, monthly, or some other timed plan. It is important that you stick to a timeline. Once your timeline is set and accepted by your consumers, if you miss a day, you start to loose trust and damage your credibility.
- ✓ Determine your format. Do you plan on writing blogs, creating videos, slideshows, etc. If you create a pre determined plan, it is much easier to follow.

Educational blogs are broken into two sections

1) **Influencer Information** – All blogs will be pointed towards the link to become a beauty consultant. (See about on more information)
2) **Beauty Tips** – These tips will be linked to the beauty products pages. The best influencers will be attracted to using the products first, then promoting the products second.

Notes:

Step four is website inbound traffic. (organic and paid)

Creating traffic to your website will be one of those larger projects in your marketing plan. Traffic is broken down into two types. Organic traffic is inbound traffic that comes from non-paid formats. Ie. Search engines, social media post, etc. Paid traffic comes from formats such as Google PPC. If you have a well designed website, once the traffic starts coming in, conversion is easy.

SEO
Search Engine Optimization is the process of developing elements on your website that make it inviting to Google, Bing and other search engines. As a rule Google is king, if you take the time to learn the algorithm of Google, the rest will follow.

This may sound easy but with penguin, panda, mobile, and hundreds of other algorithm rules and penalties, this task is more intense that it seems.

The following is a basic list of SEO steps to follow, with an updated set of "keywords" than the ones we creating in the beginning.

Setting up Crawling and Indexing

- Robots.txt – This needs to be set up and verified with all the appropriate information.
- XML Sitemap – Connect this to Google Webmaster Tools
- Check URLs – make changes and rerun XML Sitemaps
- Create Keyword Search Reports (See Below)
- Close all orphan and dead-end pages.
- Check load times

On-Page Elements

- H1 headings
- Meta descriptions
- Call to Action
- Talking URL's
- Check Loading Times
- Alt Tag check
- Canonical Tag Check
- Link Report

Page Design Elements

- Mobile Design
- Call to Action
- Text/HTML report per page

Keyword	Average traffic
Beauty	100 K to 1 M
Makeup	100 K to 1 M
Beauty Tips	100 K to 1 M
Cosmetics	10 K to 100 K
Face Makeup	10K to 100 K
Beauty Face	10 K to 100 K
Beauty Makeup	10 K to 100 K
Makeup Brushes	10 K to 100 K
Lipstick	100 K to 1 M
Matte lipstick	10 K to 100 K
Concealer	10 K to 100 K
Mascara	10 K to 100 K
Skin Care	10 K to 100 K
Face cream	10 K to 100 K

Website Analytics

Website Analytics is taking your SEO techniques and tracking them for the purpose of improved web site and landing page success. One of the most used analytics programs today is Google Analytics because it is free and it integrates with your PPC advertising, Schema techniques and much more.

- *Set up Google Analytics Account*
- *Set up Google Webmaster Tools Account*
- *Integrate Google Adwords*

PPC

PPC (Pay Per Click) is a form of advertising that uses keywords and cost models to build bidding techniques and advertising on Search Engines such as Google, Bing and many more. PPC can also be set on individual sites such as directories and digital magazines. We will focus more on Search Engine advertising as it proves to be the most successful, and when done correctly can be placed on multiple sites beyond search engines with paid display advertising through Google and Bing.

PPC Pathway

- Set Goals
- Define demographics and users
- Set Budgets
- Design style and priorities
- Targets (KPI's)

Campaign Types

- Display or Graphic Advertising
- Video Advertising
- Text Advertising
- Shopping Advertising
- App Advertising

Step five **is Conversion.**

Creating an internal consumer conversion pathway includes, defining an avenue from social media, SEO and other marketing formats to landing pages that have specified "Call To Action" buttons leading your prospective customers from research, to intrigued, converted and paid in full.

External Call to action buttons also appear on each page on your website to communicate and interact with visitors. This is used to keep them participating until such time that they follow through and become consumers. When strategically designed, this call-to-action pathway will create a hook; manipulate consumers through a path that takes them to the final process of contacting sales staff for further information.

Live Chat

One of the best uses of "Live Chat" on your website is giving your staff the easy ability to upsell products while answering simple questions. Most chats today let you define easy answer pages, so your staff can forward consumers saving time while planting seeds of bigger and better products.

I try not to be to forward during these chats, because consumers can get frustrated if they are trying to get help and instead they get sold.

Design Wireframe for Conversion

Landing pages should be created for every ad, and every product. They should be designed to compliment each.
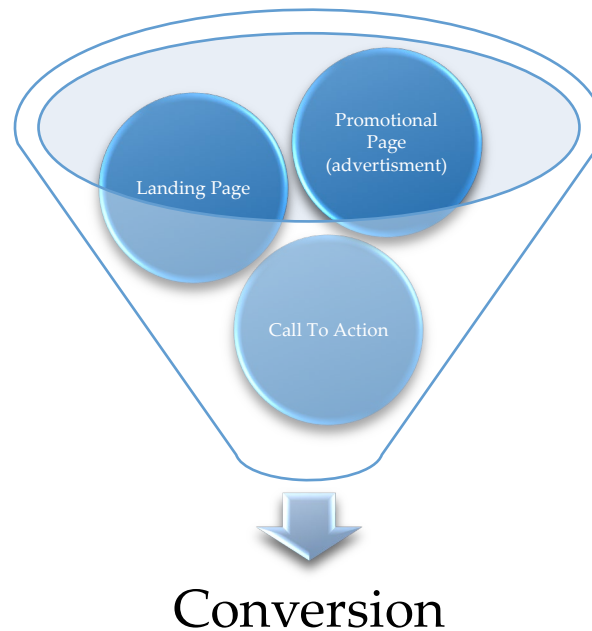
- Define a list of your landing pages.
- What does the page promote?
- What are the calls to action?
- Where is this page promoted? (Facebook, PPC, E-mail, etc)

Call to Action

Creating an internal call to action pathways includes, defining a budget, defining an ad, and then creating a desired outcome based upon the placement of the supporting ad.

External Call-to-action buttons also appear on each page of the website to communicate and interact with website visitors. This is used to keep them participating until such time that they follow through and become a consumer. When strategically designed, this call-to-action pathway will create a hook and manipulate consumers through a path that takes them to the final process of contacting sales staff for further information.

To create value, the information available to everyone would be a teaser, whereas the information that has true value must be contained within the distributor panel. In other words, you must be a distributor to see the best content.

Promotion Tools
{Company} Distributor Information

Objective

The most successful distributors will have information and tools available to them to become the most successful sales person they can be. They will be able to promote products better when they use the products themselves. We want to create an educational platform for all distributors where they have access to the following

Literature
Brochures of all the products will be available in pdf format and accessible from within their distributor panel.

Possible flyers for each product. This may not be necessary because they will have their own shopping cart page for each product, but I keep this as an option for those who plan on hosting parties.

Essential Leadership
- Ebooks – tips and tricks on how to promote business opportunities for new distributors.
- Videos
- Image Database - Many distributors will not have access to art programs, so having a database of images available for them to use. If we provide them with quality promotional tools. We can also create .mp4's in Adobe Spark that we can make available to distributors.

Live what you sell
Webinars or e-books on a live-what-you-sell internal campaign. ___Available only to beauty influencers___.

Communication
Tutorials on how to use Facebook and WhatsApp to create open communication between a distributor and their customers.

Conclusion

When you follow the digital marketing circle plan from beginning to end you should have your beginning research that has turned into profit. Put this information into the Agile method where you set a pattern of research, design, launch, review. When you keep up this perfect pattern of growth, success is imminent.