



# Marketing Training Intensive

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# Today's Topics

- Consumer Connection
  1. Consumer research
  2. Facebook
  3. YouTube
  4. In-store Direct Connection
- ROI
- 7 Easy Steps for Success



# Connecting with your target market

- You have a great IDEA
- You have the right PRODUCT or SERVICE
- NOW WHAT?



# So many ways to reach your consumer



Training and Education

Events

Ecommerce



Instagram



Consumer Research



Product Catalog



WORDPRESS

Packaging

SHELF TALKERS



Public Relations

Demo's



# Connecting with your consumer

- **Gen C** is a powerful new force in consumer culture. It's a term used to describe people who care deeply about **creation, connection** and **community**.
  - It's not an age group
  - They are creative out-of-the-box thinkers
  - YouTube is Gen C's main source of information and education
  - Gen C is constantly connected and engaged

# Know Your Consumer- Stay Connected

- Grassroots interactions
- Talk to them
  - At the store
  - In their home
  - Skype
  - Online surveys
  - Product testing
- Your customers LOVE to talk to you



Jen N., Natural Newcomer



Constance O., Green Giant

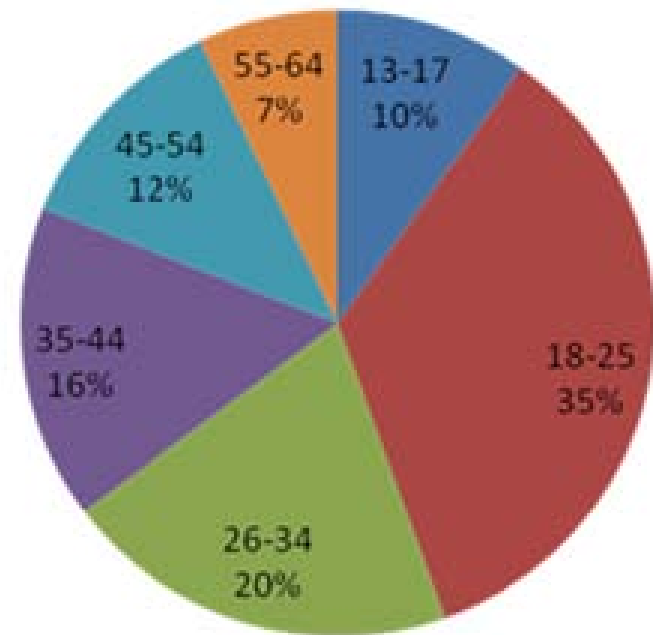
**Consumer Research**



# facebook

## Engaged Consumers

- Average user has 130 friends on the site
- 57% women
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month
- More than 30 billion pieces of content are shared each day



Facebook Age Range

Source: 2011 facebook.com,  
pingdom.com

# Hello Beautiful Campaign – BFF Getaway

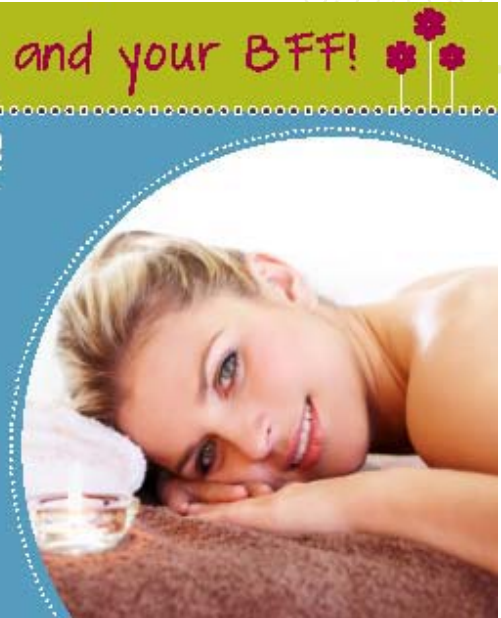
Win a Girlfriend Spa Package Getaway for you and your BFF! 

Simply share with us what beauty means to you!

It's easy to enter! Post a description and upload an image of what beauty means to you for a chance to win a Girlfriend Spa Package Getaway. A spa package for you and your girlfriend & a year's supply of MyChelle products (\$2,800 value) along with other exciting prizes!



START  
BELOW



- PR Newswire
- National and regional print, broadcast and online media
- Partnership with BeautyNewsNYC.com and BeautyBlitz.com





# Campaign tactics

- Facebook advertisement
- Emails to database
- Facebook, Pinterest, Twitter posting
- Web page slider
- Prizes – BFF Spa Getaway, Year Supply of MyChelle

Hello, Beautiful! Thank you for liking us! Submit Your Entry Below! ↓

Hurry, the "Girlfriend Spa Package Getaway" contest ends August 10, 2012!

After submitting your picture and description below, don't forget to download "hello, beautiful," an original song recorded by brand ambassador, Alice Peacock, specifically for MyChelle! Thanks for sharing.

Alice Peacock, Singer/Songwriter



# Impact

- Total Impressions
  - PR Newswire/Campaign Announcement Reach: 77,959,050
  - BeautyBlitz Viewership: 700,000
  - BeautyNewsNYC Viewership: 600,000
  - Social Media Viewership: 2,218,114
  - Total of 81,477,164
- Measures of Success
  - 717 consumers told us what “Beauty Means to Them”
  - 7,000 new fans
  - Consumer engagement
  - Consumer visuals

## Hello Beautiful "What Is ...

595 pins



# Our Fans Engaged With MyChelle and Each Other



Beauty is the part of a person that shines out from inside through the eyes, the smile, the attitude.



Friendship, love, health, and nature



Beauty comes from within and from girlfriends that go all the way to the finish line with you



# YouTube Video Connection is Key

- 50/50 male/female
- 46% under 18 years of age
- C Generation
  
- Personalizes your company
- Brand overview
- Product information and reviews
- Training



Meet a Goal Setter: Steph Corker



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our people by lululemon



lululemon is | Christine Day



lululemon - 204 videos



Subscribe 9,613

11,758

19 0

Lulu Lemon

Product Educations

Their People

Ambassadors

Yoga

Community



- Toms
- Brand Essence
- Giving
- Telling Stories
- Partnerships



TOMS - Thank You!

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Stand Up Paddling Expert Advice: Board basics



2,680



REI Member Stories: Evan the Junior Ranger



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REI

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### Breathing Meditation



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Making mindful goods means always looking for a better way to make them. We at prAna are on a journey to increase the amount of organic in our cotton products.

Learn more about the benefits of going organic at <http://www.textileexchange.org>.

You vote with your purchases. Vote for more organic at [http://www.prana.com/...](http://www.prana.com/)



# In-Store, Direct Interaction With Your Consumer

- Mission
  - Provide evidence based results that natural skin care is effective
- Personalized, customized and interactive FREE skin care VISIA consultation
- Experienced and educated Natural Beauty Advisor
- Product recommendations



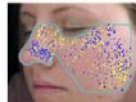

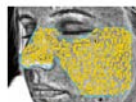





**MyChelle**  
powered by VISIA®

### VISIA Complexion Analysis

session: 12/1/2011

**Recommendations for Test Test**

 Spots (82%)	 Wrinkles (70%)	<b>Apple Brightening Mist</b> Hydrates, tone, protect and soothe the look of uneven skin tone in one easy step. AppleBrightening™ mist is high ORAC antioxidant value provides protective effects against oxidative stress, while Botanical Day Cream brightens the complexion and helps alleviate the look of hyperpigmentation.
 Texture (89%)	 Pores (82%)	<b>Apple Brightening Cleanser</b> Gently cleanse away the look of discoloration and fine damage while refining and smoothing the surface of the skin. Maintain healthy exfoliation, while receiving youthful tone and texture. Help brighten the complexion, alleviate discoloration and support skin's self repair.
 UV Spots (80%)	 Brown Spots (75%)	<b>Apple Brightening Peel</b> A potent blend of natural plant derived skin brighteners and rejuvenating acids and repair signs of sun damage. Restores youthful tone, texture and firmness while supporting antioxidant function and healthy hydration. Due to the highly effective nature of this peel, a patch test is recommended prior to use.
 Red Areas (45%)	 Porphyrins (13%)	Percentile scores depict your ranking relative to others of the same age, gender and skin type (higher scores are better).

today's date: 1/9/2012      page 1 of 1      Copyright © 2011 Derm imaging Systems



# Key Performance Indicators

- YOY Brand Growth:  
High triple digits
- YOY Category Growth:  
High double digits
- UPT: 2 products to 4.5 products
- ARP: From \$17-\$24
- Increased basket size
- Competitive Difference
- New Customer Acquisition: 40%+
- Repeat Customers: 28%+
- Customer Satisfaction:  
FREE personalized service
- Value –added, skin care expert in the aisle
- Destination Category/Department



# Measures of Success and ROI

- Sales growth – Year Over Year
  - \$350,000 this year and \$200,000 last year
  - \$150,000 dollar increase YOY
  - 60% increase YOY
- New Customer Acquisition
- Repeat Customers
- Customer Satisfaction
- ROI – Marketing Cost / Margin = Wholesale Breakeven
  - \$10,000 / 50% = \$20,000 breakeven
  - \$10,000 / 75% = \$13,333 breakeven



# 7 Easy Steps for Success

1. Survey the Market: consumer, retailers, industry leaders
2. Develop a Strategy
3. Determine Measures of Success – KPI's
4. Execute Plan – Engage your Consumer
5. Develop a Consumer & Retailer Feedback Loop
6. Assess Goal Achievement - ROI
7. Determine if Adjustment is Necessary



Thank You!

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