

XIN CARE

S K I N C A R E

MARKET RESEARCH PLANNING BOOK



X/Y
SKINCARE

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X/Y
S K I N C A R E

SITE CONCEPT

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X / Y Skincare is a unique e-commerce company that offers a range of cosmetic products for both males and females. By creating a user-friendly website, customers will be able to create profiles which will help encourage repeat users and allow new members to purchase with ease. We offer skincare products such as moisturizers, lotions, after shave balms, mud masks, beard oils along with many other products. With the introduction of constant new products, members will receive emails regarding 'member-only' early releases, along with flash sales and give-aways.

Domain: xyskincarepro.com - Not Taken



COMPETITOR ANALYSIS

COMPETITOR ANALYSIS

Overview:

Cosmetic Skin Solutions is an e-commerce skin care company, specializing in primarily dermatologist recommended products. They offer a range of products, primarily items needed specifically for one ailment.

S.W.O.T. Analysis:

Strengths

- ▶ Have strong colors associated with products.
- ▶ Show products well on page.
- ▶ Good SEO.
- ▶ Image quality is good.

Weaknesses

- ▶ Feels like empty home page.
- ▶ More white space needed.

Opportunities

- ▶ Products could be displayed on home page.
- ▶ Add a “quick add” button that instantly adds item to cart.
- ▶ Add more products.

Threats

- ▶ Navigation hard to understand.
- ▶ Nav has inefficient use of white space.

COSMETIC SKIN SOLUTIONS



<https://www.cosmeticskinsolutions.com/>

COMPETITOR ANALYSIS

Overview:

Dermatologic Cosmetic Laboratories is an e-commerce skin care company, specializing in dermatologist recommended products along with lotions, sun care, eye care and hair care. They offer a wide selection of products.

S.W.O.T. Analysis:

Strengths

- ▶ Products have consistent color.
- ▶ Show products well on page.
- ▶ Decent SEO.
- ▶ Image quality is great.

Weaknesses

- ▶ Items all seem similar.
- ▶ Items are high-priced.

Opportunities

- ▶ Products could be displayed on homepage.
- ▶ Add a “quick add” button that instantly adds item to cart.

Threats

- ▶ All products look similar.
- ▶ Nav type is small.
- ▶ Bottom slider is broken.

DCL SKINCARE



<https://www.dclskincare.com/>



S K I N C A R E

PERSONA

PERSONA

JAKE JOHNSON



PERSONAL INFO

Location:	Denver, Colorado
Age:	35
Gender:	Male
Family Life-cycle Stage:	Casually Dating
Occupation:	Marketing Consultant
Income:	\$ 105,500 yearly
Housing Type:	Urban High rise
Internet Connection:	DSL
Education:	College Graduate

Technology Life: Constantly using the Internet, whether on his phone or laptop.

Time Spent on the Internet: Roughly 4-8 hours per day.

Favorite Sites: Facebook, Men's Fitness, Amazon, and Netflix

Wants and Need of the Persona: Looking for a website he is able to easily and quickly find quality skincare products.

History with Website: Brand new to the website, enjoys browsing the range of products.

Long Term Goals with Persona: Signing up for a membership in order to receive promotional discounts on select products.

PERSONA

ALICE SMITH



Location:	Manhattan, New York
Age:	23
Gender:	Female
Family Life-cycle Stage:	Single
Occupation:	PhD Candidate
Income:	Full-Time Student
Housing Type:	Dorm
Internet Connection:	DSL
Education:	Undergrad

PERSONAL INFO

Technology Life: Uses the Internet when not in class, primarily on her phone.

Time Spent on the Internet: Roughly 3 hours per day, unless doing school work.

Favorite Sites: Facebook, Indeed, Amazon, Netflix and Pinterest

Wants and Need of the Persona: Needs to find an affordable skincare company that caters to her skincare needs.

History with Website: Alice has bookmarked the website, but hasn't purchased an item yet. She recently was disappointed with a competitor and decided to seek a new product line.

Long Term Goals with Persona: Signing up for a membership in order to receive newsletters and alerts concerning new products.

X/Y
S K I N C A R E

SHOPPING CART

SHOPPING CART



PAYPAL

FREE

PROS:

- ▶ No payment required to use
- ▶ Protects against fraud
- ▶ Customers don't need account to pay
- ▶ Records transactions

CONS:

- ▶ Transaction charges (2.9% + \$0.30) increase if the monthly sale volume is large
- ▶ Transferred to a separate page to pay



WOO
COMMERCE

\$35/MONTH

PROS:

- ▶ Can pick themes
- ▶ Limited free trial
- ▶ Handles shipping/taxes

CONS:

- ▶ Effective knowledge required to use
- ▶ Only available for WordPress platform



SHOPIFY

\$29/MONTH

PROS:

- ▶ Great marketing tools (SEO/Design options)
- ▶ Necessary features (integrated payments, add/remove items, customize look, etc.)
- ▶ Great customer support

CONS:

- ▶ Requires 2.9% fee for any Credit Card transaction
- ▶ Using .liquid for customization compared to PHP

SHOPPING CART CONT.



PAYPAL

FREE

THE PROCESS:

PayPal isn't always the best to use for small businesses. Although it is easy to set up buttons that will link with a PayPal account, there are hefty fees on transactions and charge-backs.



WOO COMMERCE

\$35/MONTH

THE PROCESS:

Woo Commerce is one of the more popular shopping carts, being utilized by 28% of online stores. It's a plug-in for WordPress platform and can -- at times -- work seamlessly with it. This would be a great cart for starting/small companies considering it works with WordPress.



SHOPIFY

\$29/MONTH

THE PROCESS:

Shopify is a great eCommerce solution for any online store, as long as you have little technical knowledge. It's especially wonderful if you plan on growing and adding products. The UI is very user-friendly -- similar to WordPress -- and there are many online tutorials. The monthly charge is \$29 per month and requires a little time before getting it up and running. I would recommend this for a small company looking to grow overtime.



EMAIL MARKETING

EMAIL MARKETING



MAILCHIMP

\$25/MONTH

PROS:

- ▶ Simple to use
- ▶ Restrictive sending policies
- ▶ Multiple email templates

CONS:

- ▶ High-price for email blast

NEW BUSINESS

FREE

0-2,000 Subscriptions;
12,000 Emails/Month

Recommendation:

I would recommend this for any starting/small business. The free version offers more than enough emails per month.

GROWING BUSINESS

\$25/MONTH

1501-2,000 Subscriptions;
Unlimited Emails/Month

Recommendation:

This is a pretty good deal for a small company, offer good customer support and lots of templates.

PRO MARKETER

\$199/MONTH

Unlimited Subscriptions;
Unlimited Emails/Month

Recommendation:

This is ideal for any major company looking to send out mass emails.

EMAIL MARKETING



VERTICAL RESPONSE

\$35/MONTH

PROS:

- ▶ Easy to use editor
- ▶ HTML editor
- ▶ Facebook and Twitter Sharing

CONS:

- ▶ Mainly for Campaigns
- ▶ Poor Interface

NEW BUSINESS

FREE

4,000 Emails/Month
300 Contacts

BASIC

\$11/MONTH

Unlimited Emails/Month;

PRO

\$16/MONTH

Unlimited Emails/Month;
Automatic/Advanced
Campaign Reporting

PRO+

\$196/MONTH

Unlimited Emails/Month
Expert Guidance with
Campaigns.

Recommendation:

This is perfect for any start-up company. No Credit Card required.

Recommendation:

This option is best for small businesses. The unlimited emails allows for mass advertisement.

Recommendation:

Ideal for campaign users.

Recommendation:

Works with a campaign strategist to be more effective.

EMAIL MARKETING



ACTIVE CAMPAIGN

\$23/MONTH

PROS:

- ▶ Unlimited for all options
- ▶ Multiple email templates

CONS:

- ▶ High-priced

LITE

\$23/MONTH

Up To 3 Users;
Unlimited Emails/Month

PLUS

\$55/MONTH

Custom Domain;
Unlimited Emails/Month

PROFESSIONAL

\$129/MONTH

Up to 50 Users;
Unlimited Emails/Month

ENTERPRISE

\$229/MONTH

Unlimited Emails/Month
Free Design Services

Recommendation:

I wouldn't recommend this for a starting/small business.

Recommendation:

This is far too overpriced for any start up business.

Recommendation:

Fairly overpriced compared to other options.

Recommendation:

Works with large companies, but still overpriced.



SOCIAL MEDIA

SOCIAL MEDIA



FACEBOOK

Used by primary demographic

- Ad Cost: Ads run at \$0.16 - \$1.00 per click
- Posting Times: 1:00pm - 4:00pm
- Peak Time: Wednesdays at 3:00pm
- Recommendation: 3 posts a day
- Other Factors: Lifestyle and Location

Setting up an account is easy. All that's required is an email address and a password to begin your account. Facebook allows you to create your own budget and helps with drawing in your desired demographic. You create your own advertisements and Facebook sends it out only to people who are the most interested.



TWITTER

Used by secondary demographic

- Ad Cost: Ads runs at \$2.00 per ad
- Posting Times: 9:00pm - 1:00am
- Peak Time: Wednesdays after 12:00pm
- Recommendation: 2 posts a day
- Other Factors: Lifestyle and Entertainment

Twitter's account setup section is very simple and similar to Facebook and Instagram. However, unlike Facebook, Twitter wants the user to create a user name instead of signing in using your email. Using user names, people are able to tag you in posts.



INSTAGRAM

Used by primary demographic

- Ad Cost: Ads runs at \$5.00 per ad
- Posting Times: 5:00pm - 8:00pm
- Peak Time: Mondays, 4:00pm - 8:00pm
- Recommendation: At least 2 posts a day
- Other Factors: Lifestyle and Creativity

Instagram allows you to create a user name that you then use to sign in, just like Twitter. Once you create a user name and a password, others are able to tag you in posts and send messages. You can also create a business pages on Instagram using Facebook. Once you create a business page on Facebook, link that page to your Instagram and you'll have a fully functioning business page.



SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE OPTIMIZATION

1. TITLE-TAG:

<title> X / Y Skincare | New Products **</title>**

2. Meta Description:

<meta name="description" content="Shop now at X / Y Skincare - Purchase top of the line skincare products catered for both genders. Never let your skin get you down.">

3. Headers:

<h1> New Arrivals **</h1>**

<h2> Popular Products **</h2>**

<h3> Face Products **</h3>**

<h4> Hair Care **</h4>**

<h5> Chai Tea Body Lotion with Vitamin A & B **</h5>**

4. Properly Named Pages & URL:

Allows the user to help remember URL's, allows SEO to better register pages rather than random numbers that have no association with the page.

5. Anchor Tags:

This helps convey information to the user and Google. The better the anchor text, the easier it is for users to navigate and for Google to understand the pages you're linking to.

6. Alt Tags:

If you use an image as a link, the alt tag acts as an anchor tag and allows Google to understand. Another benefit to alt tags is if your image does not display, your alt tag will be able to describe what is missing.

7. Use of robots.txt:

Great to use if your site uses sub-domains. It prevents Google from crawling through unnecessary pages that are unrelated to the main domain.

8. Mobile URLs:

Make sure that Google Bot can verify mobile pages. If not your pages will not be recognized on mobile searches which can harm your eCommerce company due to majority of on-line shopping is done on phones.

9. Use of Free Webmaster Tools:

By taking advantage of free Webmaster tools, you can allow smoother crawling with the Google bot. It also allows the users to get feedback from Google to get useful information about their website. However Webmaster Tools will NOT give your site preferential treatment.

10. Offer Quality Content and Services:

Last but not least, by offering unique and quality content, you will help spread knowledge of your site through word of mouth or social media. People know good content when they see it.



GOOGLE AD WORDS

GOOGLE ADWORDS

BID-PAY PER CLICK:

Able to choose how much you want to pay for an ad word per click. Consider that you're competing with others who also want that same ad word. When someone searches a key word that you bid on, it'll pull up whoever has the higher bid. If a user clicks your link, you're charged with the amount you bid.

BUDGET-MAXIMUM AMOUNT PER DAY:

You can decide how much you're willing to spend per day on an ad word. Every time someone clicks your link, it pulls from the budget you enter. Once that budget hits the limit, your ad will stop pulling up for the day.

ACCELERATED VS STANDARD PLAN:

The standard delivery method is the default, and aims to deliver your ad words in a way which spreads your budget evenly so you don't run out of funds too quickly. The accelerated plan showcases your ads more frequently the moment the day starts until your budget cap is reached. This is a double edged sword, it can be helpful but can also be harmful.

EXTENSIONS:

These are just options you can select to put within your ads so users are able to obtain more information. The overall goal is to get more website visits and customers. They give more reasons to choose your business.

KEY WORDS/PHRASES:

- 1 Skincare
- 2 Cosmetics
- 3 Unisex Cosmetics
- 4 Lotions
- 5 Face Care

WEBSITE GOALS:

- 1 Increase site traffic by 30%
- 2 Increase return customers by 15%
- 3 Increase conversion rate by 25%

FOR MORE VISIT
AEDESIGNWEB.COM/XYSKINCARE

