Kylie Cosmetics’ Campaign Outline

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**Current Social Trends**

There are some trends in the beauty industry that the fastest growing young brands are taking advantage of presently. The first trend is the instant fix – which is the long-standing desire for prompt fulfillment concentrating on the skincare segment. The products that allow the end-user to see speedy enhancement in bags or lines or revitalizing are mostly in this class (Trehan, 2017).

The doll look – use of substantial makeup or surgery to produce a look is more porcelain-like, charming, and impeccable. It does not seek to be ordinary looking — it’s about perfection, and it is engaged majorly in the makeup and hair businesses.

Skincare from the earth - the skin classification remains to blow up with more natural, fresh, and even food-standard products. There is a view that skin and mind are connected, and there is a link between skincare and wellness. From the direction of makeup presently, it is the opposite direction.

Customization and Personalization – this involves a new form of luxury where data and customer input is used to make products for a world of one.

**The Target Audience**

Regarding our brands and the cosmetics industry will choose our target audience with relevance to their location, age, and also gender. The primary audience target for us will be the women who take 88% of the entire audience. More than 50% of the audience is also at the age of 35 to 44 years old. Women above the age of 50 years also use the brands but not as much as those below. Men are also represented in the industry, but they take a small percentage of the audience.

**Digital Tools for the Campaign**

The digital tools that I recommended for the campaign included;

Mailchimp – has over 12 million customers, making it a top email marketing provider globally. The fact that it dates back to 2001 when a few companies used email marketing makes it more useful. It also allows support for the self-service options to ease the process of finding all the answers regarding our brands. The tool will also offer a free plan for the firms with less than 2000 subscribers and the organizations that send 12000 emails and below monthly.

Trello – this is a modern tool that offers to save time and avoid frustrations. It provides a platform where we can post blogs before publishing the final version for our target audience to attract enhancements. It will save the organization from confusion and missed messages. It is ranked as the best tool for collaboration in marketing.

Followerwonk – this tool will be useful in facilitating the process of improving Kylie Cosmetics’ social media marketing strategy. We will use it to dig into both Facebook and Twitter analytics. It will be used to find essential information, analyze the data, and also it is useful in optimization.

**Brand Imaging Strategies**

While creating our brand image, there several factors that we will have to put into consideration for successful brand imaging.

Identifying Key Audience – we will have to define our target audience so that we can have clearness about the target groups so that we can create an operational marketing strategy that will express directly to their distinctive needs and anxieties.

Determining critical business objectives – we will have to know where we are going before getting there. We need to identify our short and long term objectives so that we can make effective use of resources.

Defining the brand persona – we will build a brand persona that has to be simple and relevant. It should be appealing to the consumers and articulate the benefits of the products.

Develop key messaging – after the definition of the brand persona and image, we will document our key messages and align them with our audience. The keywords will be the essential takeaways (Ali, Hassan, & Fadzil, 2018).

**Future Trends**

The future of the industry will mainly be dependent on technology and digital platforms. The tools I have recommended will be used to capture future trends through online marketing and find information about the entire industry. They will also be employed in analyses of the customer's wants and desires. Reaching consumers will be relatively cheaper and faster.

**References**

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Trehan, S., Michniak-Kohn, B., & Beri, K. (2017). Plant stem cells in cosmetics: current trends and future directions. Future Science OA, 3(4), FSO226.