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# Social Media Marketing Plan for Small Cosmetic Business



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## **Abstract**

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This is a product-based thesis in which the thesis's objective is to create a social media marketing strategy for, the small cosmetic business, Unigloss for its upcoming relaunch in early 2024. The social media marketing strategy includes comprehensive guidance on how, when, and what to publish on the company's three social media sites, Facebook, TikTok, and Instagram. The author of this thesis owns a business and has opted to build a social media marketing plan as her thesis after choosing to relaunch the company.

The thesis is split into two sections: theoretical framework and real product. The theoretical framework explains the firm, its brand, the issue of social media, social media marketing, and the SOSTAC® approach as part of a social media marketing plan. The second section is the real product, which is a social media marketing strategy for the business. The research and theoretical foundations for this thesis were used to create the social media marketing plan. This thesis was created using both qualitative and quantitative research approaches. An interview with a previous loyal customer, who will remain anonymous, was conducted and a survey was conducted on Microsoft forms.

Many small businesses in the beauty industry rely on social media to gain loyal customers and brand recognition. Online time usage is growing, and digital marketing continues to receive more of the marketing budget. It is better for the business to make a digital shift that will help them in the future, given the abundance of prospects in digital marketing (Neher, 2021). A survey and interview with loyal customers will be conducted to aid the relaunch and will be used to create content that relates to consumers for the relaunch in 2024.

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## 1 Introduction

In today's digital age, social media has become an important tool for business when it comes to promoting and looking for new customers. With applications like Instagram, TikTok and Pinterest small businesses can now advertise and engage with customers much easier than before which will help build relationships with them.

Out of the 4.02 million social media users in Ireland in January 2023, 53.6 percent of them were female and 46.4 percent were male (Kemp, 2023). This makes it the ideal location for marketing services and goods for beauty. These social media platforms are frequently used by customers to research a certain business or product. Companies can interact with using the comment section or the private message facility. Utilizing all of these resources is crucial for beauty businesses if they want to build client loyalty and establish an excellent track record for being trustworthy.

The aim of this thesis is to create a comprehensive social media marketing plan for the company as it is planning the relaunch. The objectives include conducting marketing research, identifying target audience and platforms, creating engaging content strategies, measuring and analysing campaign performance, and providing actionable recommendations for a successful social media relaunch.

The purpose of this thesis is to create a social media marketing strategy for Unigloss, a small cosmetics company, as it prepares for its relaunch in 2024. The strategy will be concentrated on Facebook, Instagram, and TikTok. These platforms were picked because they are significant to the business and have a history of producing positive results for it.

The problem addressed in this thesis is the lack of comprehensive understanding and guidance on the process and impact of social media rebranding for companies. Specifically, there is a need to explore the reasons behind rebranding decisions, the strategies employed during the process and the outcomes and effects on social media presence and brand perception.

The author of this thesis created Unigloss, a small cosmetics company. The firm debuted in early 2020, selling lip glosses. It soon expanded to sell more lip care items including lip glosses, lip scrubs, and lip oils. The Irish-based corporation has been on pause while preparing for a comeback in early 2024. The company's philosophy is about feeling amazing in oneself and being a

"unicorn in a field of horses," which is strongly associated with the company's emblem. Customer satisfaction and honesty are key to the company's ideals. The firm established a great reputation by producing an affordable product while remaining genuine and transparent with customers.

The company intends to rebrand as a service and move away from product sales. Instead of selling cosmetics, the company has opted to provide its consumers an affordable makeup service. As a result, the company's identity, logo, and social media profiles will be entirely revamped. A small business's rebranding demands thorough preparation, smart thought, and efficient execution. It's critical to customize the rebranding strategy to the unique requirements and circumstances of the company while also taking the target audience's preferences and expectations into account.

The research scope of this thesis aims to examine the process and impact of social media rebranding for Unigloss. The study will investigate the reasons behind the rebranding decision, the strategies, and tactics employees during the rebranding process. The research will involve analysing social media metrics, conducting an interview, and examining case studies of successful social media rebranding campaigns. The study will provide insights into effective approaches for social media rebranding and contribute to the understanding of its importance in the context of modern marketing.

The justification of this knowledge for conducting a thesis on the social media rebranding of a company is that it provides valuable knowledge for marketing directors by understanding the reasons behind rebranding decisions, the strategies employed and the outcomes on social media presence and brand perception, marketing directors can make informed decisions and execute effective marketing strategies. This knowledge contributes to the existing body of knowledge in the field of marketing and helps to advance the understanding of successful social media marketing rebranding practices.

Firstly, it provides valuable insight for companies undergoing the rebranding efforts, helping them make informed decisions and maximise the effectiveness of their rebranding decisions on social media. This can lead to improved brand perception, increased customer engagement and ultimately business growth.

Secondly for the specific company being studied, it offers a unique opportunity to gain deeper understanding of their own social media rebranding process and its impact. This knowledge can

guide future decision making, enhance their social media presence, strengthen their brand in the competitive market.

## 2 Literature review

Social media marketing will be discussed in this chapter. Many businesses utilize social media marketing to promote their brand and make customers more aware of who they are and what they provide.

### 2.1 Social media marketing

Digital marketing policy defines and modifies conventional marketing ideals by using the opportunities and difficulties provided by the digital standard (Bhosale, Raverkar, & Deepak, 2020). Companies may utilize the different channels to analyse replies and interaction, helping them to enhance their content as well as their business/products/services. Two terms have connotations regarding social media: "social" denotes contact and relationships, while "media" refers to a route of communication. User profiles, news feeds, posts, responses, and comment sections are common characteristics across all social networking sites. Social media functions in two different ways as a marketing tool. First off, a consumer may provide feedback on a product or the operations of a business by using social media. Such data aids in the understanding of consumer wants, market needs, customer experience, and competitive trends within an industry by marketers. For instance, if a product or service is introduced to the market with problems that are creating consumer unhappiness, the manufacturer or supplier first hears about this via numerous blog postings on social media. Additionally, the company organization may immediately learn about any market potential using social media. Second, marketers utilize social media as a tool for direct sales, customer retention, and connection with consumers. For instance, businesses have started writing blogs on social media to engage with their clients directly. By doing this, businesses are able to answer to clients' problems in a timely manner. Utilizing video-sharing websites like YouTube to promote businesses and build public relations is another strategy. These websites make it incredibly affordable for organizations to reach millions of individuals. (Constantinides 2014, 45.)

## 2.2 Social Media Platforms

### 2.2.1 Instagram Marketing

Instagram was released on iOS in October 2010 by Mike Krieger and Kevin Systrom. Every month, 17.54 percent of the 7.9 billion people in the planet use Instagram. (Dean, 2023). Instagram is a very visual network with a strong emphasis on images and moving pictures. Posts with eye-catching design and top-notch content typically perform better in terms of reach and engagement. Businesses may acquire insights and statistics using Instagram. You can monitor statistics like impressions, reach, engagement, and audience demographics with Instagram Insights. You may use these data points to create data-driven decisions and gauge the success of your marketing campaigns. . Engagement rate can be calculated by dividing the number of actions, such as likes and shares, on a post by the number of followers of the account. (Brooks, B. 2022). Additionally, Instagram provides a variety of ad forms, such as photo advertisements, video ads, carousel ads, and ads for Stories. It is a useful platform for customized marketing efforts since advertisers may target particular demographics, interests, and behaviours.

### 2.2.2 Facebook Marketing

Due to its market dominance and ability to provide the most comprehensive customer data, Facebook is the most popular social media advertising platform. Facebook has developed over time into one of the most popular and important social media platforms worldwide. Its evolution has been determined by the features and acquisitions it has implemented. (Diuica et al, 2013). Additionally, Facebook provides the "Facebook connect" option, which enables users to sign into other websites with their Facebook credentials. This option enables more in-depth engagement with the Facebook sharing option on the website. For instance, since the user is already logged into Facebook, the website page may be shared right there. Businesses may utilize Facebook's numerous marketing options to connect with their target market and increase sales. Targeting those who are similar to your connections is advised. These contacts very likely have purchasing habits that are comparable to those of the contacts in one's audience. Facebook advertising may be utilized as stories or feed updates that are visible to the specific demographic

being targeted. To increase engagement, it's critical to incorporate high-quality images of real people utilizing the product or service together with an effective descriptive message.

A direct option to set up an online store on a Facebook business page is now part of a new package that Facebook is offering. The configuration and edit pages allow for the creation of the business page. The Facebook store function is a brand-new tool that gives companies freedom to experiment, and it's an intriguing addition to digital marketing (Akvile, 2022).

### 2.2.3 TikTok marketing

The social platform TikTok was formerly well-known for its Musical.ly. In 2018, the app joined with TikTok and gained popularity among the younger generation. TikTok aims to give users the ability to make free videos using readily available tools and filters; with these capabilities, users are welcome to run marketing campaigns on TikTok while having the opportunity to engage with and target a large audience. TikTok has emerged as one of the most popular new social media platforms that marketers utilize to connect with and engage with their target audience as user involvement enhances the application. (Gesmundo et al, 2022) TikTok is known for its viral challenges and trends, so by participating in these tasks and giving them your own special twist or joining in on the ones that already exist, you may raise awareness of your business and build relationships with the TikTok community.

### 2.3 Content strategy

The basis of content strategy and content marketing is to improve a company's customer-oriented approach for marketing and communications and thus productivity. Content strategy starts from business strategy and understanding of customer. It suggests how marketing and communication execute strategic objectives and how reaching, engaging, and serving customers is the most crucial for organisational success. (Lieb, 2018). In this phase, content is really developed. Examples include writing blog posts, making videos, infographics, or podcasts. Well-written, well-researched content should be optimized for the platform and audience it is meant for. The foundation of content strategy is knowing the target audience. It entails investigating their

demographics, behaviours, tastes, and requirements. This study assists in creating material that appeals to and benefits the audience.

#### 2.4 Evolution of marketing in the beauty industry

Social media marketing allows for the exchange of money, but it also allows for the exchange of value. A consumer's time, commitment, and support may raise the worth of an internet business. Value may be offered to the customer in the form of entertainment, explanation, and utility; content marketing is one strong technique to build importance (Bhosale, Raverkar, & Deepak, 2020). This is why, in order to attract new clients, businesses must take the time to thoroughly communicate with them while also offering information about their product/service. This will foster trust and a strong client connection.

Around the early 1900s, beauty products became more popular. With magazines and billboards being the primary forms of advertising, radio became increasingly efficient around the year 1920. With the aid of soap operas, radio helped the beauty business flourish during the 1950s. Later on, television had an influence on the beauty business, with celebrities becoming the face of beauty goods. Even now, celebrities are employed to advertise items, therefore helping the goods elevate to the status of luxury brands (Frith, 2014).

Celebrities are frequently used as brand ambassadors, and many celebrities own their own cosmetics lines. Kylie Jenner's beauty line, Kylie Cosmetics, and Rihanna's makeup line, Fenty Beauty are two well-known examples. Many individuals enjoy the concept of purchasing things from their idols, but being inspired by influencers is significantly more common. People who are paid to promote a brand are known as influencers. They are given the product and occasionally a discount code to share with their followers to earn commission. Individuals trust influencers more because they are ordinary individuals who are more likely to provide an honest assessment of a product. Influencers are not considered celebrities given that anybody can do the job. They are also less likely to write positive reviews just because they were given a product, which makes them more trustworthy.

Through a marketing lens, the concept of a "brand" is crucial since it aids in achieving a competitive advantage. All these assets, when properly used, assist to build real relationships and opportunities to engage with consumers. Digital branding refers to the creation of a strong brand identity across several digital media. This is crucial since it helps businesses stand out and attract more customers. (Rogers,2021). Social media is the most effective marketing tool, especially when the target market is young adults. The average age of persons using social media in Ireland is 16-29 years old ("Internet Activities - CSO - Central Statistics Office," 2021). When people this age are continually on their phones, they are exposed to a wide range of information. Being on many social media sites every day exposes one to numerous advertisements and companies.

## 2.5 Advantages and disadvantages of social media marketing

A journal article titled "Integration of Social Media in Businesses" claims that various social media platforms have various social media marketing tools that are tailored to various customer categories. The company must have a clear plan for how it intends to use various social media marketing tools if it is to make social media marketing a successful component of a business's growth. (Abuhashesh 2014, 205.). Comparing social media marketing to conventional advertising methods might reveal cost savings. Numerous social media networks provide advertising choices with adjustable budgets, enabling companies to use their funds wisely. Additionally, without incurring any direct advertising expenses, organic social media posts can reach a sizable audience. Due to the large user bases of social media platforms, businesses may reach a broad audience and improve brand recognition. Businesses may increase awareness and get visibility among their target audience by producing interesting content and actively participating in social media discussions. With the help of social media marketing, it is possible to monitor and analyze important metrics like engagement, website traffic, conversions, and customer acquisition. This makes it possible for companies to determine the ROI (return on investment) of their marketing initiatives.

Horn et al. (2015) claim that because customers have complete freedom to publish anything online, social media poses a danger to businesses. A brand's reputation can be damaged and lead to negative public perception through a badly executed campaign, improper content, or a social media catastrophe. Businesses must have a crisis management strategy in place and be prepared to respond quickly to resolve any problems that may occur. (Horn et al, 2015). Real-time social media platforms allow for quick changes in trends and conversations. To quickly answer

questions, comments, and messages on social media, businesses must be alert and routinely check their accounts. Failure to do so may result in lost chances or unresolved bad feelings.

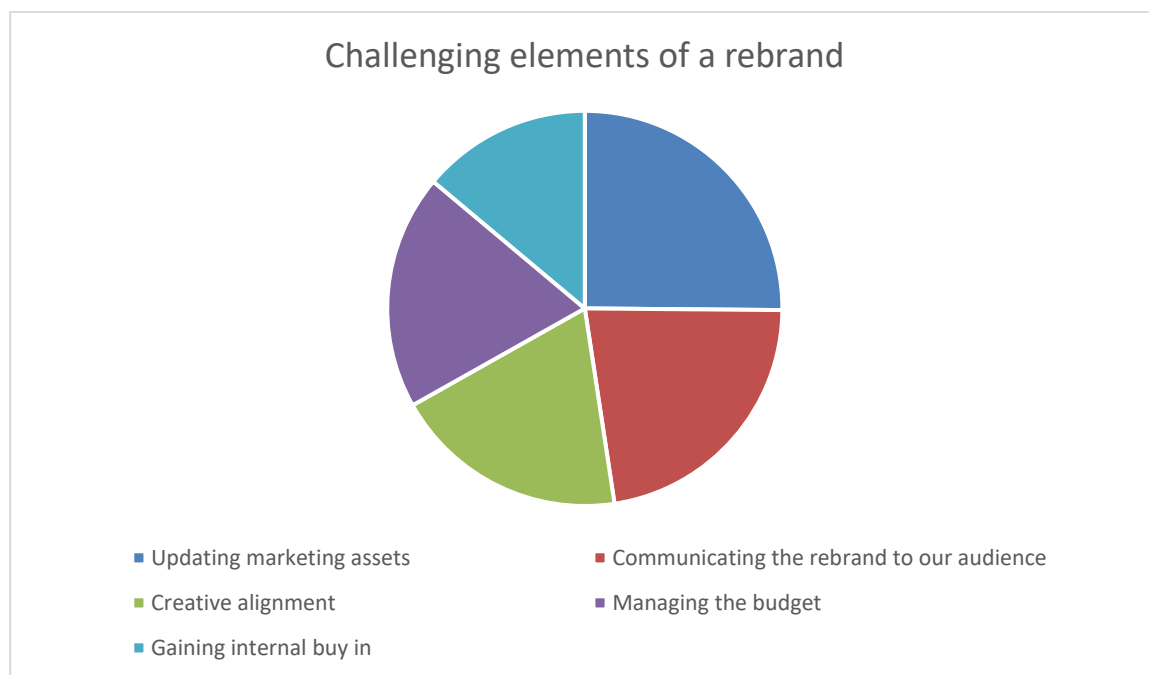


Fig 1. Challenges of a rebrand pie chart.

Bynder questioned 1,002 marketers, the majority (82%) of whom have worked on a rebrand. The marketers stated that the greatest problem when rebranding is updating marketing materials, as well as communicating the rebrand to our audience, creative alignment, managing the budget, and gaining internal buy-in. (Bynder, 2023).

77% of customers prefer to purchase with businesses they follow on social media, according to sprout social. Social followers are more inclined to download the company's applications and visit their websites, which boosts sales and brand loyalty. (Howarth, 2023).

## 2.6 Social Media Rebranding

What is social media branding: branding is more than a company logo or slogan it is a set of physical attributes of a product or service therefore companies need to maintain their reputation/ brand image by making sure everything is in accordance to the company values on value proposition. This can be done by having a certain aesthetic on social media pages or explaining who

they are to their consumers via social media posts, stories. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (AMA, 2023)

A rebranding initiative for your social media can yield numerous strategic advantages. Firstly, it fosters heightened brand awareness, enriches audience engagement, enhances brand perception, facilitates entry into new markets, and confers a competitive edge. (Lysytsia, Prytychenko, Kononenko, & Martynenko, 2021).

Through a meticulous social media makeover, you can establish a unique and resonant identity tailored to your target demographic. This redesign empowers the creation of more compelling and resonant content, thereby fostering increased interaction and engagement. By aligning your social media profiles with your brand values and messaging, this transformation enables precise control over the perception of your company, fostering a consistent and favourable brand image.

Moreover, rebranding your social media accounts facilitates an expanded market reach, allowing for connections with previously untapped audiences. (Lysytsia, Prytychenko, Kononenko, & Martynenko, 2021).

By customizing content and messaging to resonate with specific demographics or geographic regions, you can effectively reach new consumer segments. Such strategic rebranding initiatives also confer a distinct competitive advantage within the saturated social media landscape. A distinct and captivating social media presence enables differentiation from competitors, leaving a lasting impression and attracting a larger following. (Lysytsia, Prytychenko, Kononenko, & Martynenko, 2021).

Companies rebrand their social media for various reasons such as the brand is out of date, it isn't unique, the business model has changed, the brand image is perceived as negative and target market doesn't understand the value proposition. (Lysytsia, Prytychenko, Kononenko, & Martynenko, 2021).

These reasons are very important for our brand as if these are not up to date or if the brand is perceived as negative it is important to change it as consumers will avoid buying from this brand or following on social media. The social media perception is very important to consumers as it

shows whether consumers can trust the brand and eventually become a long term customer. (Lysytsia, Prytychenko, Kononenko, & Martynenko, 2021).

In summary, a comprehensive rebranding strategy for social media stands as a pivotal tool for organizations seeking to fortify their presence, engage diverse audiences, and gain a competitive foothold in the dynamic landscape of digital marketing. (Heater, 2019).

## 2.7 SOSTAC® method

To create a social media marketing plan a strategy must be put in place. An organized way for creating and carrying out marketing strategies is offered by the SOSTAC® method, a strategic planning framework. It was developed by PR Smith in the 1990s, and marketers and companies all around the world have embraced it. (Chaffey, 2022). The method has 6 questions for companies to ask themselves when developing a marketing plan. These are Situation analysis, Objectives, Strategy, Tactics and Action, Control, according to Chaffey. The SOSTAC® is well-known because it is straightforward and simple to remember. (Chaffey, 2022). The two marketing communication techniques that have acquired the most traction in current marketing practices are the SOSTAC marketing model and the RACE Growth System. This research will go further into the SOSTAC framework.

The SOSTAC® technique offers a methodical framework that assists marketers in structuring their ideas and ensuring that all crucial components of a marketing plan are considered. It encourages a systematic and organized approach to marketing planning, increasing the likelihood that marketing goals will be accomplished. (Menchieryll, 2023)

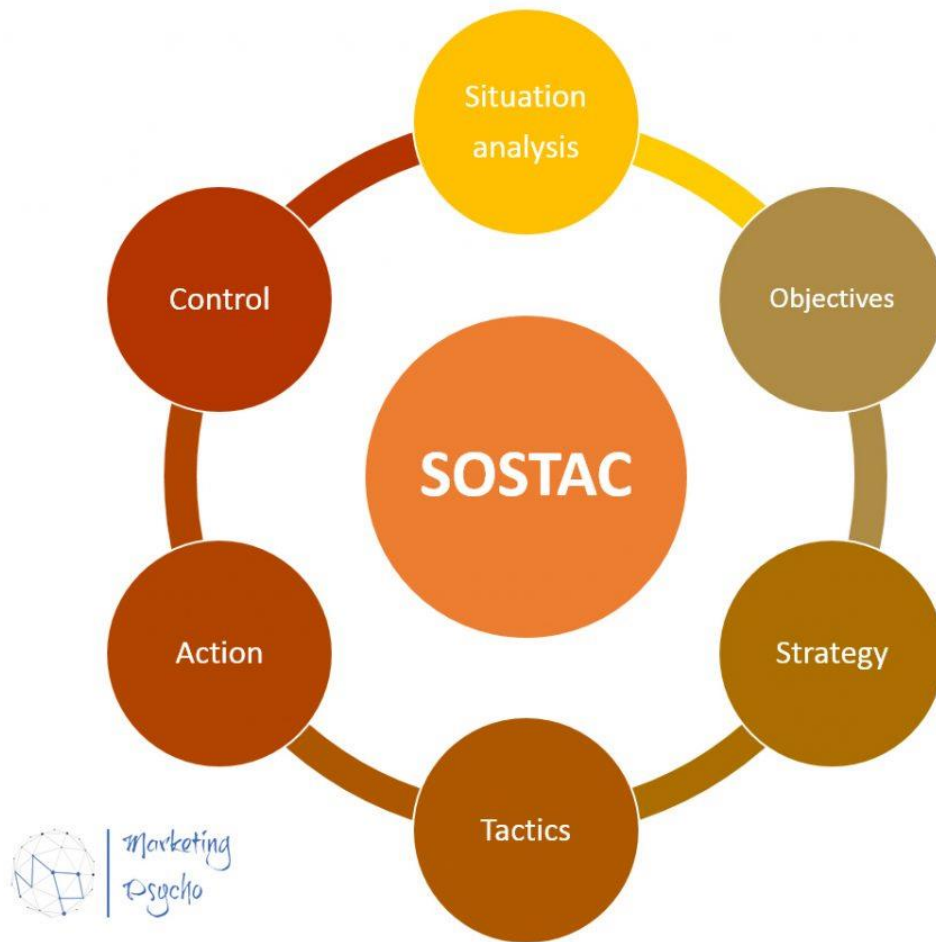


Fig.3. SOSTAC model (Cherkasov, 2021)

**Situation:** Analysing the current circumstances to determine where the company or brand stands in the market. It entails doing a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) and competitive analysis. (Swan, 2022)

**Objectives:** Based on the analysis performed in the "Situation" stage, clear and quantifiable objectives are developed. Specific, measurable, achievable, relevant, and time-bound goals (SMART goals). These goals might include things like sales, market share, brand recognition, and so forth. (Swan, 2022).

**Strategy:** A strategy specifies how the goals will be met. It involves identifying target audiences, positioning strategies, and differentiating tactics. This stage also includes resource allocation and marketing mix techniques (product, price, venue, and promotion). (Swan, 2022).

**Tactics:** This stage focuses on the specific processes and detailed plans needed to put the strategy into effect. It entails choosing on certain marketing channels, content production, advertising campaigns, public relations operations, and so on. (Swan, 2022).

**Action:** The execution of the strategies developed in the Tactics stage. This includes putting marketing plans into action and putting tactics into action. In this phase, it is critical to assign roles, define timeframes, and ensure that resources are available. (Swan, 2022).

**Control:** Monitoring and controlling the implementation of plans. During this phase, metrics and key performance indicators (KPIs) are established to measure the success of the plans and actions. Regular evaluation aids in discovering deviations from the plan and enables for necessary changes or amendments. (Swan, 2022).

There are a few limitations to this method such as:

**Lack of Explicit Reference to Digital Marketing Activities:** If SOSTAC® does not explicitly reference digital marketing activities, the organization may struggle to integrate its social media strategy with larger digital marketing goals. As a result, planning may become fragmented, making it difficult to develop a comprehensive and successful social media strategy that supports overall digital marketing activities. (Chaffey, 2020).

**Overlap and Confusion in Objective Setting:** When the Objective Setting stage is strongly linked to the performance evaluation and goal-setting stages, it can lead to confusion. This overlap may result in confusing or competing objectives for the social media team, limiting their ability to create and assess relevant goals customized particularly to their social media initiatives. (Chaffey, 2020).

**Unclear Distinction Between Strategy and Tactics:** If the framework lacks clarity in distinguishing between strategy and tactics, the company might struggle to devise a clear roadmap for their social media initiatives. This could lead to a focus on short-term, tactical activities rather than a cohesive, long-term strategy. Consequently, the social media efforts might lack a strategic direction aligned with broader business goals. (Chaffey, 2020).

### 3 Methodology

#### 3.1 Research design

This thesis aims to create a detailed social media marketing plan for Unigloss' rebranding efforts. This section outlines the specific procedures used in developing this plan. The research design focuses on providing recommendations for the company's social media marketing strategy by analysing data obtained from a survey and an interview with a former customer, both essential components of the overall social media marketing plan.

The survey was designed to gather both qualitative and quantitative data. To ensure a comprehensive understanding of how the organization can improve its strategy, the survey included a mix of close-ended questions for measurable data and open-ended questions for more detailed responses. Similarly, the interview with a former customer aimed to delve deeper into qualitative aspects, seeking nuanced feedback through open-ended inquiries to capture nuanced insights and perceptions that might not emerge from closed-ended questions.

This combined approach, incorporating both qualitative and quantitative methodologies alongside detailed open-ended inquiries, aims to comprehensively grasp the intricacies necessary for refining and optimizing Unigloss' social media marketing strategy.

#### 3.2 Gathering materials

The interview is a crucial method of data collection that involves verbal exchanges between the researcher and the subject. In exploratory and descriptive research as well as survey approaches, interviews are frequently employed. (Mather et al, 2000). The final decision-making process heavily relies on interviews. They make it possible to gather rich qualitative data, investigate complicated phenomena, comprehend many points of view, probe, and follow-up, contextualize data, and build rapport and trust with participants. By offering in-depth insights, subjective viewpoints, and a greater comprehension of the study issue, interviews complement quantitative methodologies. Structured, semi-structured, and unstructured interviews are the three different types. In structured interviews, the interviewer uniformly poses the same set of questions to each participant. Consistency between participants is made possible, and data analysis is made simple.

Structured and unstructured interview components are combined in semi-structured interviews. This kind of interview strikes a compromise between rigidity and adaptability, enabling thorough inquiry while preserving some consistency across participants. (Stuckey, 2013)

Open-ended, non-structured interviews are more flexible. Although the interviewer does not adhere to a predetermined script or set of questions, they do have a general topic or set of themes to examine.

The purpose of this interview was to further the thesis' investigation of how to develop the social media marketing plan and incorporate the platform's new changes. The interview hosted for this thesis was structured as there was no free flowing conversation and had specific questions. An unofficial online team meeting formatted the interview. The interview questions are included as Appendix 1 at the conclusion of this thesis.

The interview questions revolved around social media platforms and how they may be improved because the goal of this thesis was to develop a simple social media marketing plan. They commented on the brand's look and the layout of the account when asked what drew them to the businesses' social media channels. She became curious about this, which led her to make purchases. When questioned about how it differs from other small company beauty accounts, they mentioned how other accounts didn't seem to have prepared their platforms and how clients weren't provided information about the products/services. The interviewee was also asked to offer suggestions for the impending relaunch, and they believed that the account would benefit greatly from having more engaging and entertaining material.

The interview provided clear guidance for the path this thesis should go, and it was agreed that the main emphasis of the final result would be on content production and organization.

### 3.3 Survey

A survey is a type of study that includes gathering data from respondents to questions. Survey research can make use of both quantitative and qualitative research methods, including open-ended questions and questionnaires. Businesses utilize this kind of research to understand the preferences of their target audiences or, for instance, if those consumers are happy with a present product. Surveys may be used to enhance marketing strategies and a company's social media

presence. For accurate information and improved evaluation, it is crucial to carefully choose the people who have been identified in the target market. (Ponto, 2015).

To perform the research for this thesis, a survey was made using the Microsoft Forms platform, which also allows for the creation of quizzes. Only those given the URL may respond to the poll, making it a closed web survey. Friends and family members pretested the poll to make sure the questions were clear and useful. The poll was disseminated via WhatsApp, Snapchat, and Instagram. There were 100 responses. The questions prepared for the survey can be found as appendix 2 at the end of this thesis.

When asked in the poll what they thought was the most crucial aspect for businesses on social media, the most common response—promotional—was given by 37% of respondents. The bulk of the most popular Unigloss posts are commercial in nature, which is very clear evidence that many people would rather watch beauty brands advertise their products than create interesting material. Instead, then seeing random content and failing to comprehend who the firm is as a whole, clients would want to know and grasp what a company sells. This would lead to a lack of engagement and a slow growing platform. Increased client loyalty, greater conversion rates, and a better return on investment might be attained by developing educational pieces on themes related to the product offers. (Lapkin, 2023).

The survey included open-ended questions aimed at understanding participants' perceptions of beauty profiles on social media. One particular question asked participants about the aspects that attract them to these profiles. Among the 100 respondents, 20% highlighted their interest in product-related information and the visual presentation of beauty products. This emphasized the importance of detailed product content in capturing audience attention within social media beauty profiles.

Furthermore, recurring feedback from respondents highlighted concerns about the portrayal of unrealistic beauty standards and the common practice of editing content in beauty posts. Participants expressed dissatisfaction with accounts displaying inconsistencies, particularly in photo quality and maintaining a professional appearance. Suggestions were offered, such as improving lighting and refining post-editing, to address these issues. The consensus indicated that enhancing visual presentation could significantly improve the appeal and credibility of beauty profiles.

Another inquiry focused on participants' willingness to follow and engage with new beauty accounts on social media. Notably, 33% expressed varying degrees of interest in exploring new content within the beauty sphere, suggesting a potential openness among the target audience to engage with fresh accounts.

From these survey findings, it's evident that the target audience prefers polished, professional, and visually appealing content that fosters trust and reliability. The pursuit of credibility seems to significantly influence their engagement with beauty profiles. This comprehensive understanding of audience preferences and expectations forms the basis for the upcoming social media marketing plan, emphasizing the creation of tailored content to meet the specific needs and desires of the customers.

To get a better understanding of the company's social media presence and what can be improved, the research will first employ an interview with a loyal customer. A structured framework will be used for the interview to allow clear answers and feedback on the brand.

Additionally, a survey with both closed- and open-ended questions was undertaken to learn more about what the company's potential consumers enjoy and anticipate in terms of social media content. Through social media outlets, the survey was made available.

## 4 Implementation

This chapter will introduce the SOSTAC® method and then further explore the steps of making a social media marketing plan. The company's social media will be examined first, followed by a discussion of the steps that must be taken to increase the social media channels' engagement rates, and finally, the introduction of the finished product.

### 4.1.1 Situation Analysis

It is first necessary to analyse the present situation before creating a social media marketing strategy. Analysing market trends, rivalry, consumer behaviour, and an organization's resources and competencies are all part of this process. Unigloss now utilizes Facebook and Instagram and intends to grow its presence on TikTok. The company has 240 followers on Instagram. On the company's feed, there are images of the products being sold, a pricing list, and details about the products for example ingredients and the benefits. According to social capital theory, Facebook allows users to grow their social networks, retain current relationships, and get social support. Facebook and Instagram provide various tools to help promote and engage with customers. That's why these 2 platforms are ones chosen for the social media marketing for the business.

Monitoring engagement is critical because it allows you to determine if your content is resonating with customers and allows you to spread it on other channels. According to the likes on the social media postings in figure 3, the engagement rate for Instagram posts is 0.63%, and the engagement rate for Facebook posts is 0.1%. These would be regarded low, with an acceptable Instagram engagement of 1 - 3% and a satisfactory Facebook engagement of 1 - 2%. This indicates that the material did not fulfill the target audience's expectations or that the content itself was unappealing. The most engaging post Unigloss had got 391 likes on Instagram after using the platforms marketing tools. The higher the engagement means the business is doing well online and the content is filling the consumers expectations.

The company will also be using TikTok for the relaunch in early 2024 as it is one of the most used platforms by the target market.

As mentioned the Instagram page has a low engagement rate. Unigloss takes advantage of the stories feature on Instagram. Instagram stories lets you share photos and videos that only show on your profile for 24 hours. Slideshow versions of the shared posts emerge when you share more than one. (Instagram 2023). You can also share these stories and group them into highlights, which show on your profile below your bio text. Unigloss has 3 highlights which consists of products, price list and customer reviews.

Unigloss' Facebook page has 33 followers. The content is the exact same as on the Instagram page. Facebook also has a stories feature, which only last 24 hours, and can be seen above news feed on your Facebook Home Tab, as well as above your messages in Facebook Messenger. (Facebook, 2023). The Facebook page for Unigloss does not make use of this feature. Less people have liked the more recent posts on the Facebook page than on Instagram; some of them have received no likes.

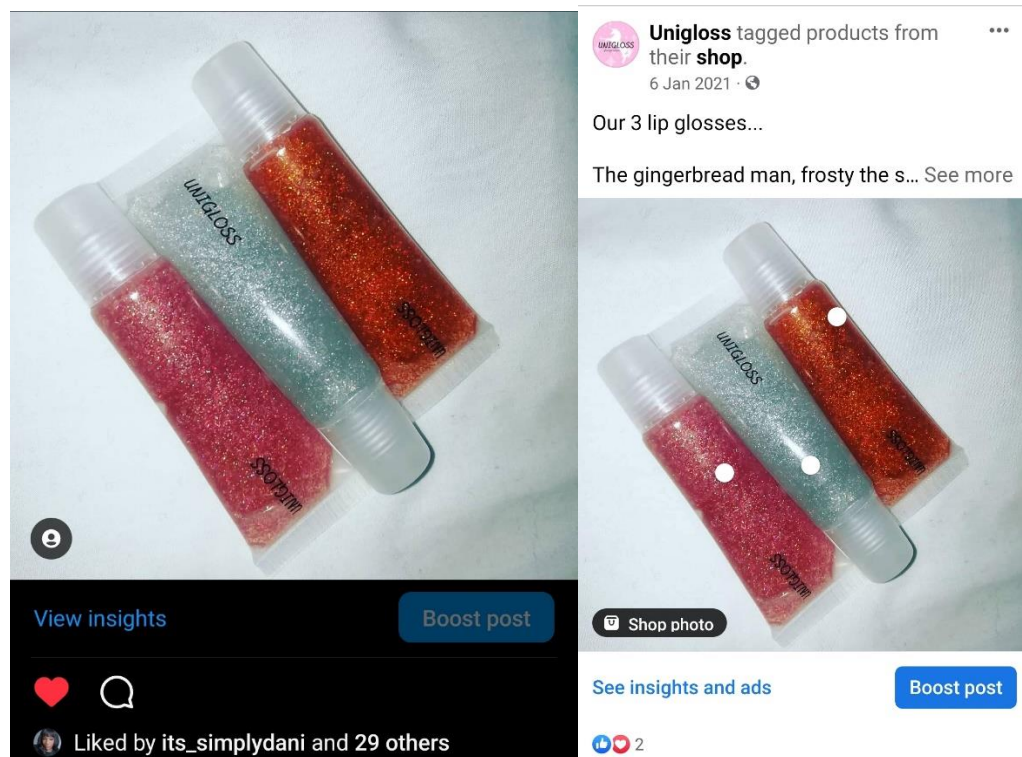


Figure 4 and 5. Unigloss Instagram and Facebook posts.

Therefore, given that Unigloss' two social media platforms are failing, the key question is how this may be changed for the company's relaunch in 2024. Studies have proven that the secret to Facebook is frequent. More than twice daily publishing may negatively affect engagement and cause users to unfollow your page, as will posting seldom. (Brooks, 2021). The picture is crucial for Instagram, an image-based site. Your Instagram content should be made up of premium photos or

videos that reflect the benefits you provide to your audience. (Brooks, 2021). Unigloss was posting on average once or twice every week, with Valentine's Week seeing the most activity. Because Instagram insights displays the hours when followers are the most active, it is simple to determine the optimal days and times to post for the company. (Instagram, 2023). Creating a monthly schedule might help the company achieve a successful posting rhythm and capitalize on significant global events.

After the relaunch in 2024, Unigloss wants to improve the way material is posted in order to engage users.

#### 4.1.2 Objectives

The major goal is to prepare the social media platform for a relaunch in early 2024, with the goal of increasing user engagement and interaction. This entails eliminating all previous postings and replacing them with fresh, new material across all channels. The objective is for the relaunch to be well-received and eventually successful.

The emphasis is on developing an atmosphere that encourages increased user interest and involvement. Deleting irrelevant information is a deliberate step toward improving the platform's image, aligning it with current trends, and encouraging higher user participation.

This meticulous planning serves two purposes: first, to assure a favorable welcome at the relaunch, and second, to provide the groundwork for long-term success. The goal is to re-establish the platform as an active and lively online community by selecting and sharing unique, relevant, and informative material.

The choice to start over by eliminating previous information is intended to provide a renewed online presence that will allow for the introduction of new ideas, initiatives, and messaging. The ultimate goal is for this revamped rebranding to be well-received upon relaunch and to regularly produce high levels of engagement and interaction among users.

### 4.1.3 Strategy

The third step of the SOSTAC® method, known as 'strategy,' is critical in defining the road toward reaching specified goals. The shortcomings of Unigloss' social media channels were examined in earlier chapters, indicating the urgent need for meaningful upgrades. It has become clear that corrective action is required.

The goal of digging into the complexities of these subsections is to carefully investigate and recommend practical approaches that have the potential to improve the company's social media engagement numbers. Each segment delves into a single topic, providing a full grasp of the multiple techniques targeted at enhancing Unigloss's dynamic and attractive social media presence.

#### Creating valuable content

In order to develop new content, the company will create a new brand identity. This includes creating a new logo, brand name, and aesthetic to act as the foundation for creating the next content. The goal of this strategic move is to renew the brand's visual expression and better connect it with the tastes and expectations of the target market.

The process of developing a new logo will preserve crucial elements that establish the company's identity. The goal is not to weaken the brand's core, but rather to refine it, making it more desirable and accessible to the specific demographic or market sector with whom it wants to interact.

Furthermore, the introduction of a new brand name and an updated look will work in tandem with the new logo to establish an integrated brand identity. This revised brand will serve as the foundation for future content development, offering a clear and consistent visual and

conceptual framework for the company's messaging and communications.



Fig 6. New brand logo and name.

The rebranding project promotes "Uniglam" as the new brand name, indicating the company's transition away from product sales and toward providing total beauty services. This name change embodies the essence of glamor and oneness, and is in line with the brand's progression toward a more service-oriented approach. Along with the new name, the brand's look is being refined in order to portray a more sophisticated and professional image.

In addition to the brand change, the content strategy focuses on adapting material depending on market trends and survey findings. The new strategy intends to provide instructive and instructional material while also providing a window into the brand's identity, beliefs, and service

offers. This change provides prospective clients with a better knowledge of what "Uniglam" stands for in the field of beauty services, boosting engagement and connection with the brand.

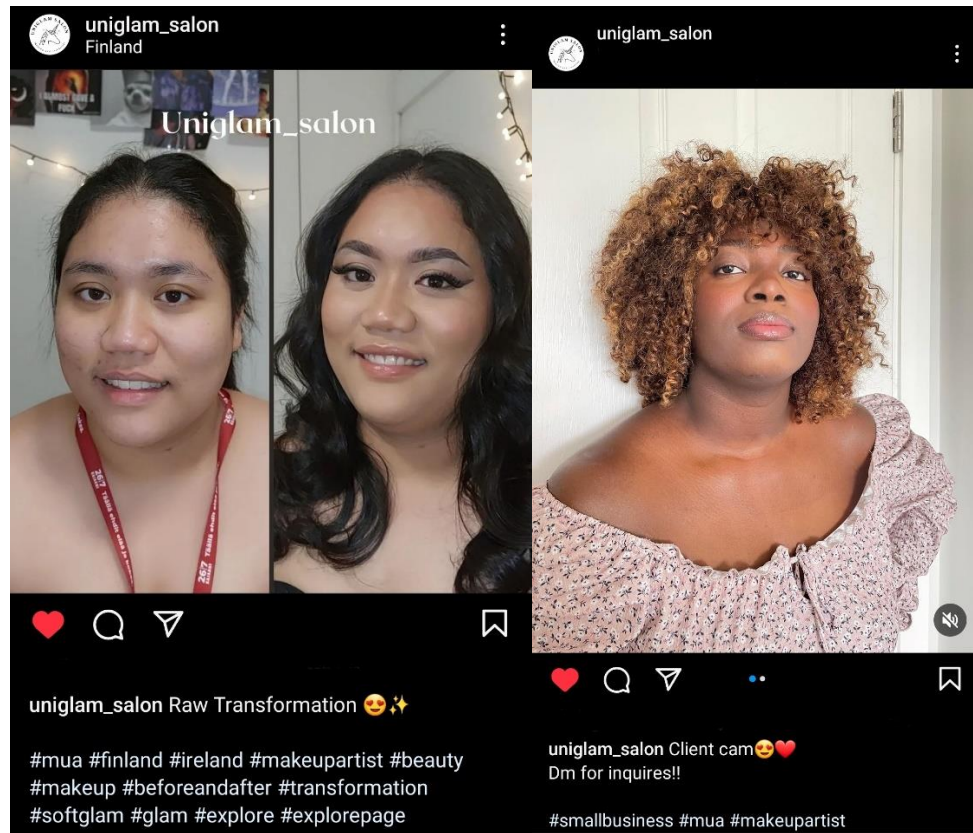


Fig 7 and 8. Examples of the content that will be posted.

### Measuring Results

Insights from social media sites like as Instagram, Facebook, and TikTok are critical in determining follower engagement and content choices. Monthly evaluation of these parameters enables strategic content planning. This review dives into the number of followers, gender demographics, user engagement rates, and top-performing posts and articles. A company tailors its content strategy by exploiting these data, modifying aspects such as post time, captions, and content information to better line with audience preferences.

This data-driven strategy guarantees a more refined and engaging interaction with the audience. The objective of changing content pieces based on obtained insights is to not only catch attention but also develop meaningful relationships and long-term engagement. This strategy strives to build a deeper bond between the company and its followers, resulting in a more powerful social media presence that truly resonates with its target audience..

## Planning Content

Proactive post scheduling is required to maintain a regular and engaging social media presence. Creating engaging social media content requires spending time and effort to developing posts that resonate with people. By planning and scheduling articles ahead of time, you not only assure a consistent flow of material, but also allow for smart and strategic content development. Furthermore, scheduling articles in advance allows you to focus on quality and relevance while keeping a consistent cadence of content delivery, creating sustained audience engagement and connection.

The target market is seeking for material that includes the product or service being offered, according to the survey. They want details about it as well as professional illustrations. This kind of strategy will aid in organizing the precise material that will be posted and the images that must be taken to prevent content duplication. By using tools like Canva, planning and ideation may be improved. A table that visualizes the month may be made on Canva. Weeks and weekdays would be laid out on this table. This design might also include a monthly objective. Table 1 in the next image provides an illustration of this.

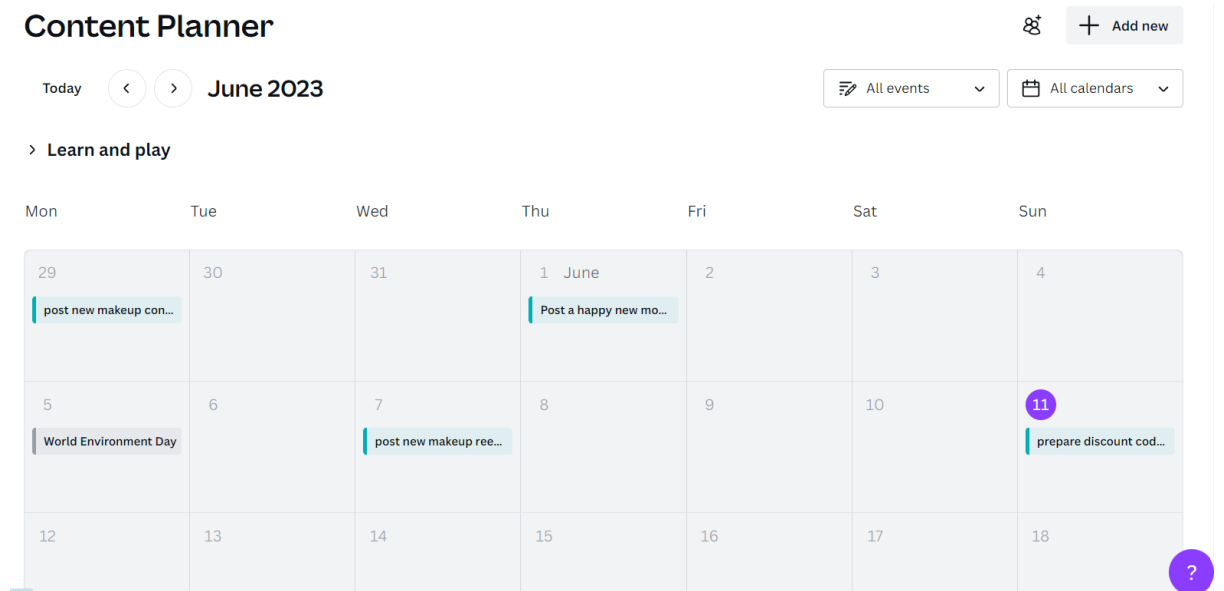


Table 1. Example of how posts can be planned using Canva.

The monthly plan should be meticulously followed. Creators of content may arrange material on Instagram up to 2.5 months in advance thanks to an integrated function. This function was developed to benefit Table 1. This tool can complement the planning focused Canva. Therefore,

material may be prepared via the app a month in advance for every necessary post, such as those for campaigns and holidays, and then shared on Unigloss' Facebook page.

Planning includes always having some photographs available in case a post has to be published immediately. Instead of setting up and shooting the photo for the post, this was the emphasis of the post.

#### 4.1.4 Engagement

On social media, compelling images such as graphics and videos tend to generate more engagement than text-only material. As part of its marketing strategy, Unigloss intends to focus communicating with customers and monitoring everyday social media activity. Unigloss attempts to generate discussions and involvement by using interactive stickers and inviting inquiries about the business or services. These interactions will be documented using features such as article answers and comments, allowing for direct engagement with consumers who may also contact them via direct messaging. This strategy seeks to cultivate a vibrant online community by acquiring important data while maintaining a customer-centric social media presence that promotes continuing involvement and input.

#### 4.2 The Final Product

The completed product, included as Appendix 3 to this thesis, demonstrates the concrete result of the intended activity. Using Canva, a flexible graphic design application, made it easier to create the final result. This definitive outcome exhibits a thoroughly planned social media marketing approach customized for Unigloss. This thorough approach lays out a month-by-month plan from January 2024 to May 2024, including the precise actions and content projects that must be completed within this time frame.

This carefully created social media marketing campaign will be evaluated based on key performance indicators that include data such as brand recognition, consumer interaction, and conversion rates. These analytics will be extensively evaluated throughout Unigloss' various social media channels. Following the relaunch in 2024, the evaluation will take place at the end of each month. This systematic review acts as a vital milestone, allowing for a thorough examination of the plan's

effectiveness and performance in meeting stated goals. Through this thorough analysis, any necessary changes or adaptations may be implemented to optimize the approach, guaranteeing consistency with the broader aims of Unigloss's social media presence and post-relaunch objectives.

## 5 Conclusions

The careful study conducted for this thesis has carefully emphasized the importance of participation in developing a reliable and efficient social media strategy. The purposeful decision to explore every aspect of Unigloss's social media environment stemmed from a deep understanding of the imperative requirement for a strong and successful social media marketing strategy ahead of the company's scheduled launch in January 2024. After a careful examination, it became evident that there was a distinct lack of meaningful connection on any of Unigloss's social media channels. This highlights the urgent need to close this gap.

We knew that the SOSTAC technique provided a formal planning framework, so we purposefully chose to use it while also acknowledging its inherent limitations. While SOSTAC provides a methodical framework, it is regrettably inadequate in offering comprehensive insights into the intricacies of digital marketing, and it occasionally obfuscates the distinction between strategic planning and the implementation of particular approaches. Notwithstanding these drawbacks, the approach proved to be an indispensable instrument in maintaining the structure and concentration of our planning procedure as we maneuvered through the many obstacles that accompanied the rebranding project. Its methodical approach gave us a clear road map for navigating the many rebranding phases, which made it possible for us to execute our plans in a more cogent and methodical manner.

Instagram and TikTok are two platforms that have gained popularity in the social media marketing space and have a lot of potential for company promotion but making the most of these channels for branding calls for a subtle strategy. Although these platforms are excellent for visual material, postings' timing and content must be carefully considered. Informational business-focused material may not receive as much attention as trending content, which frequently receives a great deal of attention. This makes it difficult to strike a balance between information that is educational and that follows current trends. Furthermore, posting at the right time of day is essential to reach the intended audience at their peak social media activity. Although it has been noted that not all users actively interact with these aspects, the introduction of interactive features, such as Stories, can also improve engagement. It's critical to create information that appeals to the reader while steering clear of terminology that might offend. Essentially, even though Instagram and TikTok present enormous marketing opportunities, effective branding on these platforms requires a calculated combination of content, timing, and interactive elements, striking a balance between

current, eye-catching content and educational content that is in line with the tastes and actions of the target audience.

Moreover, Canva was purposefully chosen as the primary tool for creating the final product because to its proven ability to produce visually appealing and simply understandable presentations. In front of its upcoming relaunch, Unigloss has carefully selected this platform to enhance its online presence. Its many services and templates facilitate the process of creating content. It does, however, have some drawbacks because the business is on a strict budget to pay for this service, and many of the great features require payment for.

Furthermore, the knowledge and insights gained from this thorough investigation go beyond the boundaries of a particular case study. The deep understanding gained about the complex process of rebranding and its critical role in the modern company environment provides a good basis for future undertakings. This newfound knowledge not only gives me the capacity to handle the complexities of rebranding, but it also gives me the insight to modify and apply these ideas to any business or sector in the future. With the ability to convert theoretical ideas into practical tactics, this expertise is a priceless resource that helps organizations thrive in the rapidly changing digital landscape.

The thesis focuses on Unigloss' key transformation from a product-oriented organization to a service-centric corporation, which was highlighted by a large rebranding effort. With the upcoming relaunch of its social media accounts, the emphasis will be on building strong consumer involvement and creating long-term loyalty, recognizing the critical role of a well-executed social media strategy in this revolutionary moment. The thesis underlines the importance and relevance of this strategy transition and the need of utilizing social media channels to reinforce Unigloss's new service-focused brand among its audience.

The thesis conveys a complete strategy for increasing client interaction and sustaining long-term loyalty through a skilled and polished social media presence. It emphasizes the pivotal role of this transformation in aligning Unigloss' digital footprint with its redefined service-oriented identity, positioning the relaunch of social media accounts as a critical step toward forging deeper connections and developing long-term customer loyalty in the competitive landscape of the cosmetics industry.

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## Appendices

### Appendix 1. List of interview question:

1. What drew you to the brand Unigloss
2. What did you like most about the social media page
3. How did it differ from other beauty accounts on social media
4. What would you have changed about it
5. What suggestions would you give regarding the relaunch on social media

### Appendix 2.

Link address of survey: <https://forms.gle/FTXzodVir19pmmas8>

#### Survey Questions:

1. Where are you located?
2. What is your ethnicity
3. What age group are you in?
4. How often do you get your makeup professionally done?
5. What social media platforms do you use the most?

6. Do you engage with beauty companies/makeup artist on social media?
7. What do you believe is the most important factor for companies on social media?
8. What catches your attention when you see beauty accounts? (2 examples)
9. How likely are you to follow new beauty accounts/makeup artists?

### Appendix 3. Social media marketing plan for Unigloss

/ 2024

# January.

MONTHLY PLANNER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 <small>New years day post -story) new years resolution</small>	2	3 <small>Weekly makeup post</small>	4	5 <small>IG Live</small>	6	7 <small>Makeup recommendions</small>
8	9	10 <small>Weekly makeup post</small>	11	12 <small>Customer Q&amp;A</small>	13	14
15 <small>Martin Luther King Jr -Remembrance</small>	16	17 <small>Weekly makeup post</small>	18	19 <small>Quote</small>	20	21
22	23	24 <small>Weekly makeup post</small>	25	26 <small>Behind the scences -set up</small>	27	28
29 <small>Uniglam hashtag promotion</small>	30	31 <small>Weekly makeup post</small>				

/ 2024  
**February.**  
 MONTHLY PLANNER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Black History month -Melanin makeup throwback	2	3	4 World Cancer Day -Pink makeup/feed acknowledgement(s tory)
5	6 Weekly makeup post	7	8	9 Customer this or that	10	11 IG Live
12	13 Weekly makeup post	14	15	16 Quote	17	18
19	20 Pics -soft glam look	21	22	23 Uniglam hashtag promotion	24	25
26 Black History month -Melanin makeup throwback	27 Weekly makeup post	28	29			

# March.

/ 2024

MONTHLY PLANNER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Makeup hacks	2	3 Product recommendation
4	5	6 Weekly makeup post	7	8 World womens day -video compilation/female customers	9	10 IG Live
11	12 Weekly makeup post	13	14	15 Qoute	16	17
18	19	20	21 Aries -soft glam look	22	23	24 Uniglam hashtag promotion
25	26 Weekly makeup post	27	28	29 <b>EASTER</b>	30	31

# April. / 2024

## MONTHLY PLANNER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 <b>EASTER</b>	2	3	4 Weekly makeup post	5	6	7 Makeup Hacks
8	9	10 Weekly makeup post	11	12	13 IG Live	14
15	16	17 Weekly makeup post	18	19	20 Quote	21
22	23	24 Weekly makeup post	25	26	27 Uniglam hashtag promotion	28
29	30	31 Weekly makeup post				

# May. / 2024

## MONTHLY PLANNER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3 Makeup Hacks	4
5	6	7 Weekly makeup post	8	9	10 IG Live	11
12	13	14 Weekly makeup post -collaboration	15	16	17 Quote	18
19	20	21 Weekly makeup post	22	23	24 Uniglam hashtag promotion	25
26	27	28 Weekly makeup post	29	30	31	