

Clear Skin Days

Marketing Communication Report

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INTRODUCTION

This report provides a strategic and innovative marketing communication plan for skincare brand, Clear Skin Days. Through analysing the brands current tactics and competitors in the market, whilst considering macro and micro market trends, an inspiring one-year communication plan has been created.



BRAND OVERVIEW

Clear Skin Days is a UK skincare brand tailored for blemish-prone skin. The brand currently has a product range of 8 products, ranging from a Cleanser to Blemish Clearing Patches. All products are affordable, ranging from £9 to £15. Despite the low price point, all products are vegan with fully recyclable packaging.

All products are formulated with 12 or less raw ingredients, which is the brand's unique selling point. Clear Skin Days prioritises telling consumers what products do and why they work, with no complicated marketing fluff.

Our promise is **skin clarity**

Our mission is to **breakdown the barriers** to clear skin for all

Our vision is to help everyone have a **healthy relationship with their skin**

CURRENT STRATEGIES

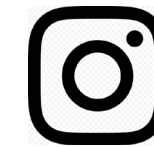
Current Objectives

To become a recognised skincare brand in targeted niche

Build out audience reach and followers on all social channels

Drive 20k web visits per month to the site

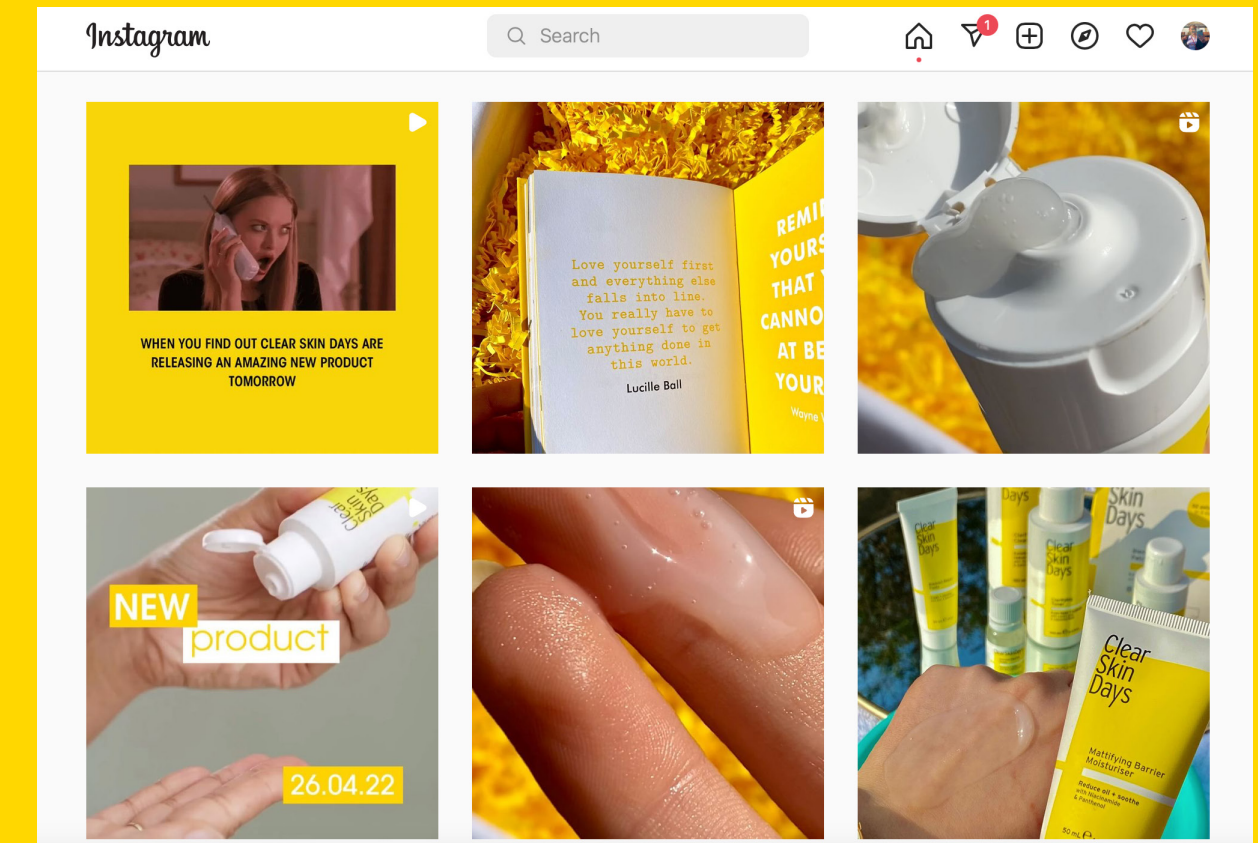
@clearskindays



1555



1287



WHO IS THE CONSUMER?

Primary Consumer

- Gen z and millennial females, typically of the age 18-28.
- Interested in skincare and appreciate that there is no single beauty ideal.
- Attracted by brands who are diverse and keep it real, the unwashed aesthetic is a selling point.
- Support independent businesses and trialling new products appeals to them.
- Ethical purchasing is non-negotiable.

Secondary Consumer

- Millennial females, aged around 28-38.
- Higher disposable income due to working a full time job.
- Frequently buy new fashion and beauty products.
- Less price sensitive than the primary consumer.
- They're concerned about their ageing skin and fine lines. Often can experience small break outs due to hormones or from everyday bacteria.
- Mainly feel confident in their skin however want to prevent future skin problems by taking full care of their skin now.
- Have trusted skincare brands but are willing to try out new brands.
- Purchases are becoming more eco-friendly.

Name: Anna

Age:: 18

Occupation: Business student at University of Leeds. Has a part time job working at Starbucks in Leeds city centre.

Income: Due to being a student and living off her student loan, Anna has a limited budget. She is price sensitive. However, she has a part time job which provides her with a little disposable income.

Values: Anna cares for the environment and is conscious about her carbon footprint. She is a vegan and likes to shop sustainably. Purchasing from companies who support the environment is important to her. Anna likes to make sure her purchases are eco-friendly and cruelty free.

Interests: Anna's main hobby is going to the gym and taking care of her body. In the evenings she likes to socialise with her university friends and go out to bars and clubs. At the weekends Anna often walks to Leeds city centre and will go shopping, she's interested in fashion and beauty so likes to purchase new trending products that she sees on social media. Anna is extremely active on social media, she is influenced massively by what she sees promoted on social media, especially TikTok and Instagram.

Skincare concerns: Anna experiences hormonal acne. Her skin often breaks out around her chin and t-zone, especially when she is due on her period. Stressful periods of her life, like University exams, can reflect in her skin so she uses skincare that targets acne and oily skin. Her spots can make her feel less confident in herself, so her main priority is to feel confident in her bare skin.





CONSUMER MOOD BOARD



CONSUMER JOURNEY

Understanding the target consumers purchasing journey is crucial. Clear Skin Days need to consider how their target consumers is persuaded to purchase and how they can ensure that the consumer will shop at Clear Skin Days rather than competition.

The journey below shows how their target primary consumer shops. Clear Skin Days need to focus their communication in the 'awareness' and 'consideration' stages of the consumer journey. This is where the consumer will be persuaded into purchasing from Clear Skin Days instead of competing brands.



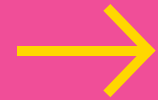
Phase

"I have acne and don't feel confident in my skin"



Awareness

Searches what skincare brands are trending and what skincare products influencers are using.



Consideration

Reads reviews on social media and looks at users skincare results.



Decision

Goes to online site and makes a purchase.



Onboarding

Receives the product and continues to use frequently in skincare routine.



Advocacy

Recommends to friends and shares on social media.



COMPETITORS

Consumers in the UK have become more concerned with looking after their skin, especially since the COVID-19 pandemic. This influx in skincare is reflected on social media with an increase in engagement on beauty and skincare channels. Clear Skin Days are a skincare brand focused on acne; therefore, they compete with other acne specific skincare brands. Due to social media impacting the consumer journey, skincare brands with vast social media following are competition for Clear Skin Days.

The perceptual map highlights the gap in the market where Clear Skin Days should target. Clear Skin Days are an acne specific brand, yet most acne specific brands like Acnecide and Clearasil have low social presence. Whereas there is a lack of acne specific brands who have a high social presence. By increasing social presence and engagement on social media, Clear Skin Days can gain a competitive advantage over their acne skincare competitors. Even though the perceptual maps show there to be strong competition from brands who have high social presence like The Inkey List, these brands aren't niche to the acne community. Therefore, there is an opportunity and gap in market that Clear Skin Days should target. Clear Skin Days will begin in the gap allocated for the first year communication plan, however in the long-term the brand will increase social presence.



High social presence

PEACE OUT

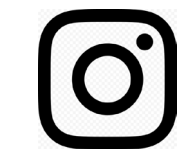
THE **Inkey** LIST™

Skin+Me



THE INKEY LIST

Founded in 2018, The Inkey List focuses on simple formulations and skincare knowledge. They strive for their consumers to understand and treat their skin with the most suitable products (The Inkey List, 2022).



457K



343.7K



2.4K



What are they doing well?

- One on one chat service to receive personalised skincare recommendations and help. Helps to build a personal connection between brand and consumer resulting in customer loyalty and social media engagement.
- In 2021, The Inkey List collaborated with skincare influencer Hiram, releasing their 'Selfless by Hiram' skincare range. The skincare brand has a USP of producing high quality skincare with social change. Putting social impact as a priority appeals consumers, the transparency of the brand is a contributor to the brands success.
- Social media posts are a blend of informative brand specific skincare posts and user generated content which feels informal and down to earth.
- Working with on brand influencers results in The Inkey List having high exposure on social media and in return they have high quality and relatable content to reshare.

What are they not doing well?

- Consumer can feel overwhelmed by the number of products and ingredients on offer. For consumers wanting simple and easy skincare it can put them off from purchasing as they feel overloaded with product options.



CERA VE

American founded skincare company CeraVe has become extremely popular in the UK. CeraVe is the number 1 dermatologist recommended skincare brand (CeraVe, 2022). The range is affordable and accessible and are focused on restoring and hydrating your skins ceramides.



What are they doing well?

- CeraVe is known for their exceptional skincare knowledge and formulations. They are highly trusted and are a leading skincare brand in the UK market. Consumers choose them as they trust the products on their skin and CeraVe receives many positive responses online.
- Social media is on brand and consistent which makes it easy for consumer to recognise brand and products.
- They collaborate with popular influencers that have similar target audiences to them, this increases brand awareness and exposure to new customers.

What are they not doing well?

- Despite having large Instagram following, their content is all product focused. Research shows that user-generated content is preferred and trusted more by consumers. CeraVe could improve their engagement by posting a varied range of content rather than solely promotional product photography.
- No strong relationships with influencers, resulting in minimal social presence.

THE MARKET

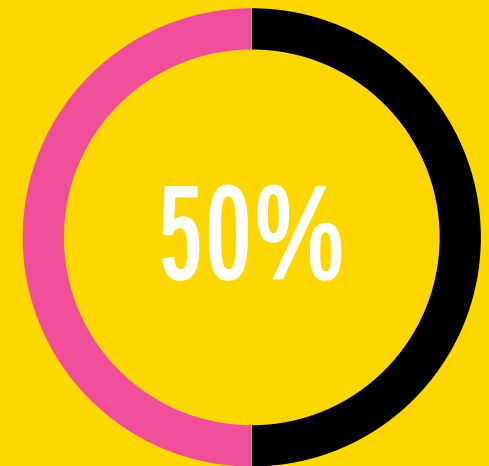
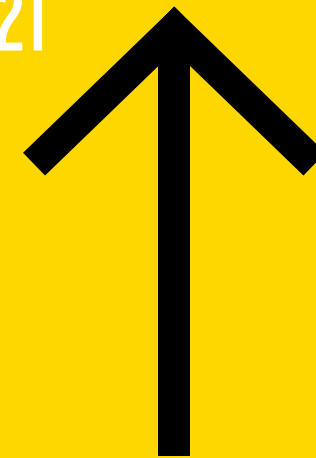
Analysing trend data, has shown the clear trends in the UK macro and micro markets. Completing a PESTLE, found in appendix 2, highlighted the key trends in the macro market. The macro market determines consumer shopping habits and how they interact with brands. An economic factor Clear Skin Days should be aware of is the wage squeeze in the economy, which will affect consumers disposable incomes.

However, despite the wage squeeze, facial care was the best performing category in the 2021 skincare industry and is predicted to continue to increase.

A key marketing trend identified was regarding the significance of building brand communities. Creating a community for consumers will engage existing consumers and attract new. It results in increased traffic leading to increased sales and a positive rise in brand reputation.

£2.2 billion
retail value of UK facial
care in 2021

(Passport, 2022).



50%
of BPC buyers aged 16-24
bought beauty products
recommended on
social media

(Malone, M. 2022).

80%
of marketers indicate that building brand
communities has increased traffic

(Carmicheal, K. 2020)



WHAT'S TRENDING

Understanding the macro and micro markets is crucial for success and to survive in the over-saturated skincare market. By considering market trends and applying them to the business strategy means that Clear Skin Days will be more likely to survive and succeed in the industry. Using online databases such as Mintel and websites like Vogue Business, meant that relevant and reliable data was discovered.

Conversational Commerce

Consumers appreciate being supported throughout their customer experience. Creating a loyal relationship between the brand and consumer will increase customer retention and repeat purchases.

Estee Lauder offer a live chat feature where consumers can talk with a beauty expert for a one-to-one consultation. Consumers can choose between three beauty experts and can converse through the options of text, video or virtual consultation (Estee Lauder, 2022).

ESTÉE LAUDER

NEWBEST SELLERSAWARD WINSKINCAREMAKEUPFRAGRANCESETS & GIFTSRE-NUTRIV AERINONLINE SERVICESDISCOVER

SIGN IN
Join Estée E-List Loyalty


0

Chat Live with an Expert

Face-to-Face Advice


Chat live with a beauty expert for a one-to-one consultation—and for the most personalised recommendations, chat via video or upload a photo.

Available Sunday through Wednesday 10am-6pm & Thursday through Friday 10am-10pm.




Get to know Pro Makeup Artist Kaitlyn Turlin, a longtime beauty lover with exceptional artistry talent and a passion for delivering a high-touch service to all Estée Lauder customers from store to online.

[READ HER PROFILE](#)



Meet Pro Makeup Artist Emma Tillman, a lifelong fan of the brand, who splits her time between supporting esteemed industry events the world over and sharing her expertise with customers and colleagues alike.

[READ HER PROFILE](#)



Pro Makeup Artist Sophie Griffiths began her journey with Estée Lauder 4 years ago. Her passion for the brand is especially evident on Instagram where she creates content to educate and inspire customers.

[READ HER PROFILE](#)

Social Shopping

Social ecommerce allows for a frictionless shopping experience. Users can make direct purchases in one click which encourages purchases resulting in increased sales. Consumers prefer easy and quick online shopping. Mintel found that 58% of people who follow/view social media personalities prefer live product demonstrations over pre-recorded ones (McGrath, R. 2022).

L'Oreal Paris streamed their Paris Fashion Week catwalk show on TikTok where viewers could purchase the products straight off the catwalk on the TikTok app (Morosini, D. 2021).

Metaverse

The metaverse is a fully digital world that is said to be the next big thing. Businesses are beginning to build their presence in the metaverse and it is receiving mass positive responses and engagement from consumers. In 2024 Metaverse is expected to hit \$800 billion and by 2030 1 billion people will be reached (Mayer, H. 2022).

P&G Beauty launched their brand into the metaverse at the beginning of 2022. Their 'BeautySPHERE' has the aim to connect people with their brand. The virtual experience allows users to digitally explore P&G's portfolio, ranging from sustainability to performance (Tarko, N. 2022).

KEY INSIGHT

Brand Community

Highlighted from market trends and analysing competitors in the market, creating a community for consumers is crucial. It was apparent from the TOWS matrix (seen in appendix 3) that community is an effective strategy for growth.

Identifying this as the key insight and a vital method for how Clear Skin Days can expand as a brand, objectives and goals for the brands marketing communication plan can be created.



OBJECTIVES

To be in the top 10 most trusted skincare brands for acne prone skin

To achieve an annual sales revenue of £1,000,000 by 2023



INITIAL IDEAS



Mind-mapping initial ideas to achieve the objectives set out was necessary to analyse which methods would provide the highest return and reward for Clear Skin Days. From this, three key communication methods have been developed for Clear Skin Days one-year communication plan. They are aligned with the brand values, have taken into consideration market trends (see appendix one) and are financially viable.

COMMUNICATION METHODS

- 'Clear Skin Diaries' podcast
- Clear Skin Days x Flossie
- Free email samples



PODCAST

CLEAR SKIN DIARIES

THE SKINCARE PODCAST



'Clear Skin Diaries' will be a chatty, informal podcast show focused on skincare and wellness. The podcast host Sam, the founder of Clear Skin Days, will invite a varied range of guests onto the podcast to talk about skincare.

Topics will address consumer's concerns and will educate them on what skincare products they should buy, encouraging listeners to purchase from Clear Skin Days.

'Clear Skin Diaries' will engage the audience and create a personal connection by getting listeners involved in the podcast. Sections of the podcast will be a Q&A to answer consumers skincare concerns, reacting to our follower's skincare confessions and live chats with followers.

Skincare influencers will be invited on to the podcast to increase podcast exposure and to continue to grow the brands skincare community.

WHY?

A macro trend identified was conversational commerce. Consumers value feeling connected with a brand, this personal connection will lead to customer retention. With the long-term result of customer retention leading to increased sales and brand loyalty, which are the objectives set out for Clear Skin Days.

The podcast will solidify Clear Skin Days' USP and give the brand a competitive advantage. The podcast can be created from home and requires minimal equipment, therefore is a cheap and feasible method to increase brand exposure.

In the UK in 2021, there were over 19 million podcast listeners. This figure is predicted to increase to 28 million by 2026 (Statista, 2022). This shows that consumers would be interested in listening to a podcast due to the rising levels of listeners.

The Clear Skin Diaries podcast will achieve the objective of becoming one of the most trusted skincare brands for acne prone skin. From informally discussing skincare on the podcast, it will create a trustworthy relationship between the brand and consumer. Consumer trust will lead to brand loyalty. With an increased number of consumers being brand loyal to Clear Skin Days, consumers will recommend and positively review the products and the brand will be a highly rated and trusted brand for acne prone skin.

Scan the QR code
to listen to the
first episode



Our skincare stories

Skincare confessions

How to love yourself and your skin

Skincare Q&A

How to gain skin confidence

Skincare routine tips

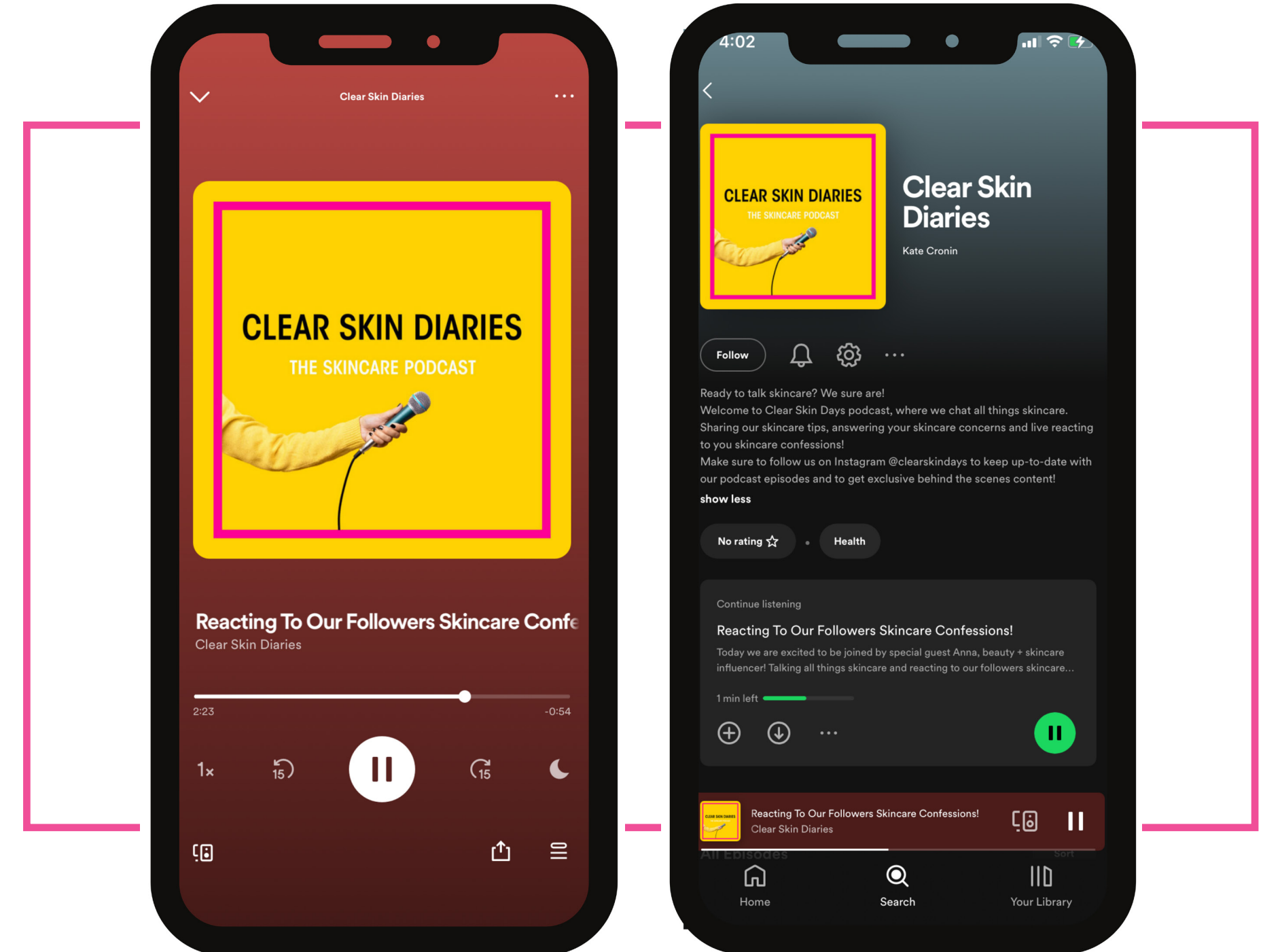
PODCAST IDEAS

Acne awareness month

Let's chat with skincare influencer @skinbyalice

What causes acne

Skincare ingredients Q&A



CLEAR SKIN DAYS X FLOSSIE

Launching a collaboration with a skincare influencer will be a successful communication toll. Social media personality Flossie Clegg would be a suitable fit as shares the same target audience as Clear Skin Days, along with she stands for the same empowering values. Flossie speaks openly about her mental health and shows the real her on social media. She shares how skincare helps her mental health and wellbeing.

The collaboration will launch a skincare bundle of Flossie's favourite Clear Skin Days products. She can discuss how the skincare range has helped not just her skin but her mental health, as her audience will know that bad mental health can cause breakouts.

This skin education that Flossie will share will contribute to creating the objective of a skincare community.

To promote the collaboration range, Flossie will predominantly post on her Instagram and TikTok. Posting down-to-earth content will engage her audience, resulting in more sales. Flossie's social media brief will include her Clear Skin Days skincare routine. Talking through her routine and products will provide her audience with all necessary product information. With more target consumers being introduced to the products on offer, it will increase website clicks resulting in increased sales.

WHY?

Flossie has high engagement rates and a vast amount of loyal followers which will allow for Clear Skin Days to engage current customers and attract new customers who fit into the primary consumer profile. It is an ATL method of communication, so will target a vast audience. Increasing brand exposure will have many positive knock-on effects. Followers on all social channels will increase, therefore with increased engagement, the brands social content will be seen by a bigger audience and click through rates will rise, resulting in increased sales. This method will achieve the objective of £1,000,000 annual sales revenue due to the increased exposure encouraging new and existing customers to purchase.

As seen in the perceptual map, Clear Skin Days should position themselves as an acne specific brand with high social media presence. This collaboration with influencer Flossie will provide high social media exposure whilst drawing attention to the brands products and USP. Contributing to creating an acne-skincare community.

@flossie



391K



348K

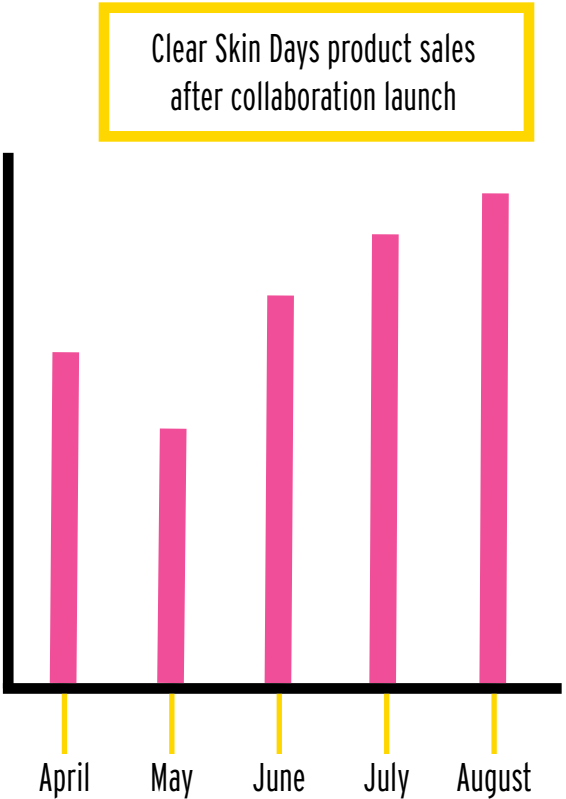
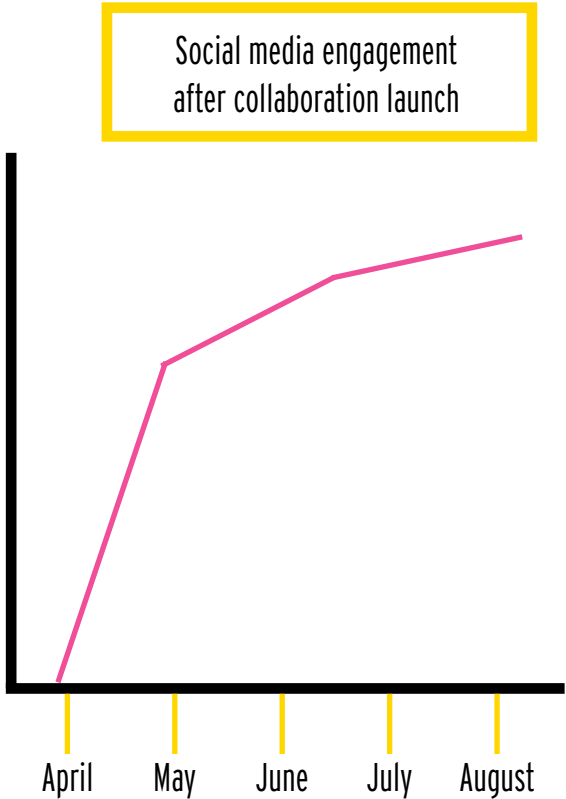
CLEAR SKIN DAYS X FLOSSIE



Examples of the social media content that will be posted to promote the collaboration are shown below. It's on brand for Clear Skin Days and Flossie. The range will be promoted on all social channels, focusing on Instagram and TikTok, as this is where Clear Skin Days will reach their target consumers and communicate to them on customer purchasing journey.



CLEAR SKIN DAYS X FLOSSIE RESULTS



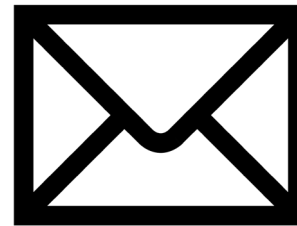
FREE EMAIL SAMPLES



To achieve the goal of an annual sales revenue of £1,000,000, Clear Skin Days will launch an email sign up campaign where consumers will receive a free sample in return for signing up to the email marketing list. Clear Skin Days best-selling product is the Blemish Clearing Patches. The patches retail price is £11 however only cost £1.19 to produce. Each box contains two sachets of blemish patches, the free sample will include one sachet of patches, costing only £0.60 produce. It is BTL communication tool as it will focus on conversion rates to increase the annual sales revenue of the brand.

In September 1500 free samples will be available costing £900, then in the following month 1000 free Blemish Patches will be available for free samples. This is financially viable for Clear Skin Days (shown in appendix 3).

Once new consumers sign up for the free samples, they will then be introduced to the brand. And due to Clear Skin Days now acquiring their email, they will be able to continue to email the consumer product news and offers to encourage purchases.



An example Instagram post is show to the left.

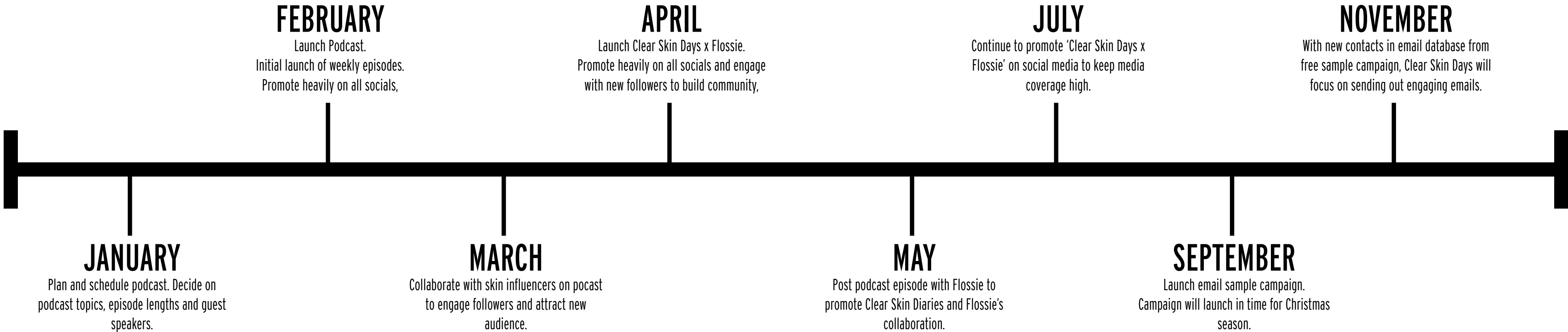


WHY?

Consumers are enticed by free samples so will be willing to sign up with their email to receive the Blemish Clearing Patches sample. The free sample will introduce new customers to the brand and is likely to result in new loyal customers. If customers enjoy using the sample, they will be willing to order multiple products off the Clear Skin Day's website. This will contribute to the brand achieving the goal of being one of the most trusted skincare brands for acne prone skin. Consumers with acne prone skin will be targeted from the free sample campaign. Therefore, it will grow Clear Skin Days audience of primary target consumers and consumers will switch from purchasing from competing skincare brands to Clear Skin Days. Ultimately increasing sales, which achieves the objective of increasing sales revenue to £800,000

This communication method will also build the contacts in brands email database, resulting in an increase in reach to potential consumers through email marketing. Emails are a cheap method of marketing, each email costs the brand approximately 2p to send (Robinson, M. 2022). Therefore, provides an excellent return on investment and makes a positive impact to the company's cash flow. Clear Skin Days send out frequent emails to inform consumers of new products, as well as occasional discount codes. By having more consumers signed up to the newsletter, it will result in an increased number of consumers engaging with the brand and ultimately purchasing more often. In addition, contacting consumers through email will contribute to the goal of creating a community. Emails can include consumer pictures and stories as well as exclusive behind the scenes information which will allow for consumers to feel important and noticed.

KEY DATES



FINANCE

This one-year marketing communication plan is financially viable and is on budget for Clear Skin Days. The brand has a maximum annual marketing spend of £30,000 (as shown in appendix 1). The total annual spend for the communication plan is £29,860. This cost is below maximum budget and has allowed for costs to be evenly distributed across all channels.

Clear Skin Days Marketing Budget (Estimated) [GBP £] Year 1													
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total(year)
One off													
Podcast Equipment	£200	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£200
Promotion													
Online													
Blemish Patch Mailer	£0	£0	£0	£0	£0	£0	£0	£0	£900	£600	£0	£0	£1,500
Email Marketing	£0	£0	£0	£0	£0	£0	£0	£0	£360	£600	£600	£600	£2,160
Influencer Collaboration	£0	£0	£0	£5,000	£5,000	£5,000	£5,000	£0	£0	£0	£0	£0	£20,000
Paid social ads	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£3,000
Ongoing													
PR	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,400
Website Maintenece	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£600
Grand Total	£700	£500	£500	£5,500	£5,500	£5,500	£5,500	£500	£1,760	£1,700	£1,100	£1,100	£29,860

Ref 1

Ref 2



MEASURING SUCCESS

The performance of the marketing communication plan will be frequently tracked and analysed to ensure all communication methods are effective. And to ensure all methods are contributing to achieving the goals of an annual sales revenue of £1,000,000 and for Clear Skin Days to be a top 10 brand for acne-prone skin. Sales revenue can easily be tracked and monitored to see what platforms and communication tools drive sales. The collaboration with Flossie is likely to massively increase sales, analytics in April when this campaign launches will be closely tracked as well as the following months after when Flossie is still promoting collaboration. The email sample campaign will also drive sales so analysing the cash flow and number of sales after this campaign will be crucial to see whether the free samples have contributed to increased sales.

The communication methods of the podcast and working with social media influencers will focus on building a community which will lead to brand trust resulting in Clear Skin Days being a top skincare brand for acne-prone skin. Tracking the success to this objective will be focused on social media engagement rates. If the analytics and impressions on social media increase and continue to have steady growth, this will show that consumers are becoming more engaged and brand loyal.

CONCLUSION

This integrated communication plan will focus on building a brand community and expanding sales revenue. It will result in informing and inspiring the consumer due to the innovative and engaging strategies. By implementing creative ideas that competitors aren't doing will give Clear Skin Days a competitive advantage resulting in engaging existing and new customers. The methods presented are relevant to the brand and its values. Clear Skin Days vision is to help everyone have a healthy relationship with their skin. Growing a skincare community through these communication methods will achieve this vision and ensure business expansion.

Due to taking current media trends and consumer purchasing decisions into consideration, the strategies chosen will perform effectively and successfully. The golden thread identified of building a skincare community has been prioritised as all strategies contribute to creating a sense of consumer belonging.

This one-year plan is achievable and the success will be measurable. After implementing these strategies Clear Skin Days will continue to expand and grow as a business in the future and continue to become more financially viable to implement new innovative ideas.



APPENDIX

Appendix 1 - Budgets... 51

Appendix 2 - PESTLE... 52

Appendix 3 - TOWS matrix... 54

Appendix 4 - Finance... 58

1 - Budgets

CSD marketing confirmation



Sam Murton

To: Kate Cronin



Tue 24/05/2022 14:58

Hi Kate

Just a quick note to confirm that for 2022 our marketing budget will be in the region of £30k – with increase sales this could move upwards.

Sales targets for 2022 are £200k so with £30k marketing budget, it's a 15% budget that could move to 20% (£40k), which is industry standard

Key objectives

- To become a recognised skincare brand in our targeted niche – top 20 for targeted skincare brands
- Build out audience **reach** for social channels, focusing on Tiktok and Instagram.
- Whilst reach is more important than follower number, we do need to **increase** our followers and audience across all platforms to ensure reach is targeting a engaged %
 - Insta 5k
 - TikTok 20k
 - Email subscription base 5k
 - Drive 20k web visits per month to our site
- Retailers – be established on Amazon to **drive demand** from online/high street retailers
 - Holland & Barret- existing retailer that has old stock, push to take NPD
 - River Island – full range
 - ASOS – US and UK markets

If you need any further information, let me know.

Thanks so much

Sam

2- PESTLE

Political:

Trade policies - With different countries having different trade policies and regulations, this can affect businesses and product manufacturing. Companies may have trading barriers and restrictions due to countries having differing laws and regulations.

Economic:

Discount codes - The number of consumers who use influencers discount codes is rising (McGrath, R. 2022). They are an effective way to determine how successful an influencers content is for a brand. It benefits the brand due to social media exposure but also benefits the consumer as they are able to save money when purchasing.

Wage squeeze - The wage squeeze in the British economy will affect consumers and businesses. Average annual gross earnings will be £13,000 lower than the pre-financial crisis trend by 2026 (Partington, R. 2021). Due to the decrease in wages, consumers are likely to have smaller disposable incomes and will spend less. With consumers purchasing less, firms are likely to notice a decrease in sales. Or consequently will have to retail products at competitive low price points.

Rising inflation - UK consumers are concerned about rising inflation. Supply issues and labour shortages means the inflation rate is predicted to increase (Shepard, R. 2021). This will negatively impact consumers' confidence and spending will decrease due to consumers favouring saving money.

Social:

Wellness - Wellness is driving consumers engagement. Consumers are attracted by routines that seem comforting, enjoyable and empowering. Consumers want to feel better about themselves so brands that encourage positivity and wellness are favoured. (Di Gesu, R. 2022)

Protagonists - The hashtag 'main character' on TikTok has gained over 6.9 billion views (TikTok, 2022). Consumers are wanting to be the main priority in their life and focusing on self-love. They're favouring brands who encourage this positive lifestyle. WGSN predicted that 'living with intent' is one factor that will be a focus for Future Innovations (Housley, S. 2021).

Technological:

Influencers - One in five followers are being influenced to buy after seeing content of a product after seeing a personality/celebrity promote it (McGrath, R. 2022). Micro influencers are becoming more used as they have high engagement and their followers trust their opinions. Influencers provide brands with increased exposure and user generated content. Augmented and Virtual reality - Due to innovative technology, augmented and virtual reality is becoming increasingly popular. WGSN predicted tech-ceptance to be one of the main trends predicted for 2023 (Hall, L. 2021).

Legal:

Health and Safety - Businesses must follow laws and legislations to ensure that their workplaces are safe and regulated. The 1974 Safety at Work Act is a primary piece of legislation that enforces health and safety in the workplace (HSE, 2022). Employers must follow health and safety laws and ensure all risks are minimised in the workplace.

Environmental:

Sustainability - Consumers have high concerns regarding sustainability and shopping ethically. Sustainability is a big factor in the macro market. WGSN predicted that one of the main factors that will impact buying habits in 2023 will be 'push for progress'. This focuses on industry practices becoming more ethical and biodiverse (Hall, L. 2021).

3 - TOWS Matrix

Strengths:

12 raw ingredients or less - All of Clear Skin Days products are formulated with 12 raw ingredients or less (Clear Skin Days, 2022). This is a strength as it's a unique selling point as many skincare brands formulate their products with harsh chemicals and acids. Consumers appreciate simple and effective skincare formulas.

Affordable - All products are £15 and under. Consumers are price sensitive therefore will not want to purchase expensive skincare. All products on offer are of an affordable price range that will appeal to customers and encourage them to purchase.

Strong brand values - The brand message that Clear Skin Days promotes is loving your skin and for everyone to have skin confidence and to use skincare to gain some control over their acne. These brand values resonate with the target consumer and will attract new consumers due to the positivity.

High quality products - Clear Skin Days products are formulated with expert ingredients resulting in high quality products. This is a strength of the brand as consumers can purchase high quality products due to the expert knowledge of the team behind the products.

Threats:

Quick trends - In the beauty and skincare industry, trends are constantly evolving and changing. New ingredients and products are trending ever week, which can result in consumers always wanting something new for their skin.

Weaknesses:

Social media engagement - A weakness of Clear Skin Days is their social media engagement and analytics. Posts across their social channels, mainly Instagram, TikTok and Pinterest, gain low engagement and could analytically perform better.

Minimal email contact - Consumers who sign up to the brands emailing list receive little emails. Due to minimal contact, it means the relationship between brand and consumer isn't as loyal and strong.

No in-store purchase options - Clear Skin Days is only available to purchase online. Their competitors are available to purchase in stores across the UK. Most competitors who target the same audience are available to purchase from high street retailer Boots. This could leave Clear Skin Days in a vulnerable position as it makes their competition more accessible to purchase and being stocked in stores gives increased exposure.

Opportunities:

'Real' social media - Social media is known for creators posting their fake life and selves on there, however recently social media is becoming more 'real' and consumers want relatable and real content. This is an opportunity for a Clear Skin Days as they're focused on skin confidence and loving your skin. By posting and encouraging real confidence and sharing blemish prone skin, this will be relatable and preferred by followers.

3 - TOWS Matrix

Strengths / Opportunities:

Due to the strong brand values, Clear Skin Days can take advantage of the opportunity of posting ‘real’ content on social media as it aligns with their core values. By frequently posting unedited and casual photos of consumers skin, this will provide a sense of trust and comfort for followers.

Weaknesses / Opportunities:

With their current social media engagement being low, to minimise this weakness and improve social media engagement, Clear Skin Days should use the trend of unedited beauty and sharing acne skin on their social media to increase engagement. Consumers will appreciate this and engage with the content more resulting in loyal relationships and customer retention.

Strengths / Threats:

With trends ever-changing in the industry, it means it is even more important for Clear Skin Days to promote their USP of 12 raw ingredients or less. By focusing on the importance of minimal ingredients that help your skin and acne, then it minimises the threat of quick trends in the skincare and beauty industry.

Weaknesses / Threats:

Create educational content on social media to educate consumers about skincare ingredients and what they should use on their skin, instead of consumers constantly following new skincare trends. This will minimise the threat of skincare trends and result in increased social media engagement.

4 - Finance

Clear Skin Days Marketing Budget (Estimated) [GBP £] Year 1													
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total(year)
One off													
Podcast Equipment	£200	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£200
Promotion													
Online													
Blemish Patch Mailer	£0	£0	£0	£0	£0	£0	£0	£0	£900	£600	£0	£0	£1,500
Email Marketing	£0	£0	£0	£0	£0	£0	£0	£0	£360	£600	£600	£600	£2,160
Influencer Collaboration	£0	£0	£0	£5,000	£5,000	£5,000	£5,000	£0	£0	£0	£0	£0	£20,000
Paid social ads	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£3,000
Ongoing													
PR	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,400
Website Maintenece	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£600
Grand Total	£700	£500	£500	£5,500	£5,500	£5,500	£5,500	£500	£1,760	£1,700	£1,100	£1,100	£29,860

Ref 1

Ref 2

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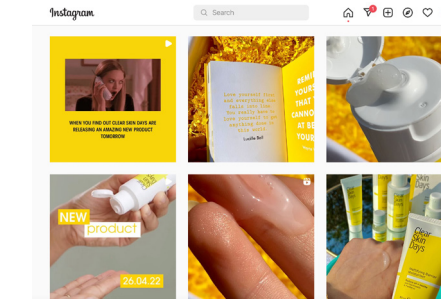
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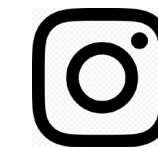
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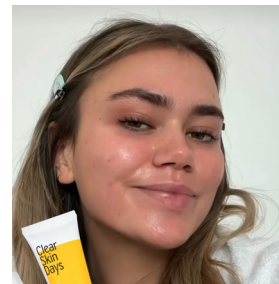
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