DEVELOPING PROMOTION STRATEGY ON INSTAGRAM FOR LIP GLAZE LAUNCH BY SKINCRAVE COMPANY

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Keyword	Abstract
Promotion Strategy, Instagram Promotion, Social Media Marketing, Skincare, Beauty, Sensitive Skin	*SkinCrave exists in the growing skincare market in Indonesia as a clean beauty skincare brand that emphasizes transparency and inclusivity. In order to embody the inclusivity value, SkinCrave aimed to develop skincare products for women with sensitive skin. However, it was found that 80% of the sensitive skin market is selective on purchasing their product and 90% of SkinCrave's product online sales came from the owner's personal effort reaching out the network to buy the product, leaving SkinCrave short in inbound sales. Therefore, a good promotional strategy is needed to drive the sales of lip glaze, the upcoming SkinCrave product. The social media strategic framework by Tracy L. Tuten and Michael R. Solomon serves as the guiding framework for the methodology of this study. Interviews were conducted with 8 women from Generation Z who have sensitive skin. Then, the data was analyzed through thematic analysis using NVIVO program. The findings shows that the sensitive skin persona of SkinCrave possesses a careful approach before purchasing skincare products as they seek in depth information and testimonials from their peers, this serves as a foundation of understanding and formulating the best promotion strategy for lip glaze launch. These findings are then applied to the proposed promotion strategy on Instagram for SkinCrave's lip glaze launch including the timeline and evaluation plan consisting of various touch points from awareness to action. From the result, this research contributes to the understanding of creating promotion strategies specifically for skincare companies whose market is women with sensitive skin*

INTRODUCTION

Beauty is defined as the quality of being pleasing, especially to look at, or someone or something that gives great pleasure, especially when you look at it (Cambridge Dictionary, n.d.). People who have "beauty" or are so called "beautiful" are considered to have higher privileges in both personal and professional life; as an example, beautiful people are perceived to be smarter, therefore they are more likely to be hired (Vashi, 2016, cited in Dimitrov et al., 2023).

The market for skin care products in Indonesia was valued at $9,104.48 million in 2018 and is anticipated to grow at a CAGR of 7.8% to reach $18,828.24 million by 2030 (Chetan & Roshan, 2022). This is due to the rise of women workforce in Indonesia as well as their increasing awareness about appearance, well being, and grooming from women's higher education, exposure to overseas foreign skincare brands, and knowledge of basic skincare regimen (Chetan & Roshan, 2022). To cater to this trend, companies should provide safe, high quality, and effective skincare products, including those with sensitive skin. Those with sensitive skin are more likely to experience reactions such as stinging, burning, pruritus, erythema, and desquamation because of incompatible cosmetics and toiletries, which include skincare products (Drealos, 1997).

Therefore, SkinCrave is here as a clean beauty skincare brand that emphasizes transparency and inclusivity. In order to embody the inclusivity value, SkinCrave aimed to develop skincare products for women with sensitive skin. However, the company is having difficulty in the sales of the product, out of total revenue, 90% of the product online sales came from the owner's personal effort reaching out the network to buy the product, leaving SkinCrave short in inbound sales. Meanwhile, inbound sales is more advantageous due to the benefits of building trust and credibility to the customer, as well as long term sales, which are critical for SkinCrave as a new skincare brand for sensitive skin.

The increasing adoption of digital marketing and social media has altered customer attitudes about online shopping, resulting in increased market share for eCommerce-centric organizations (Dwivedi et al., 2021). Therefore, social media needs a strategy and a structure for implementation at every stage of the sales process so that it will evolve as the customer changes (Andzulis et al., 2012). In SkinCrave case, social media strategy is necessary as the promotion strategy platform, specifically on Instagram to increase the sales of the upcoming lip glaze.

METHOD

This research uses a qualitative approach to understand individuals' experiences using Instagram as a social media platform for skincare brand insights. Qualitative approach is defined as systematic subjective approach to give meaning and describe life experiences and situations (Burns & Grove, 1999, as cited in Adebiyi & Abayomi, 2016). The research follows Tuten and Solomon's 7 steps for building a social media marketing plan, including secondary and primary data sources.

This research uses purposive sampling in gathering the data. Purposive sampling is a non probability sampling to select participants that have specific characteristics that are relevant to the interview questions (Weller et al., 2018). The criteria of this research are:
 a. Gen z, 20-25 years old
 b. Have sensitive skin
 c. Living in urban areas (Jakarta, Bandung, etc)
 d. In the middle to upper middle class economy.
 e. Actively follows skincare brand activity on Instagram

Then, the samples are interviewed to gather personal experiences and insights, focusing on Social Consumer Insight and Experience Strategy. Interviews are done through the researcher asking questions and record the answer of the respondents (Bell, K., 2013). The interview process will be done through a semi structured interview. The purpose of this interview is to gain in depth insights by diving into each individual's attitudes, beliefs, and experiences (Dearnley, 2005). The interview will be conducted until data saturation. Data saturation is achieved when the interviewer has reached similar stances repeatedly and doesn't find additional data variables (Glaser and Strauss, 1967). The interview will be done until it reaches data saturation. Data saturation is achieved when the interviewer has reached similar stances repeatedly and doesn't find additional data variables (Glaser and Strauss, 1967). Meanwhile, secondary data from articles, journals, and websites will be gathered as the sources of the data.

To analyze the interview data, of Social Consumer Insight and Experience Strategy, Thematic Analysis will be used. Thematic analysis is a qualitative research method that involves discovering patterns or themes in interview data. It can be accomplished by classifying and categorizing the data (Weller et al., 2018). Thematic analysis is also useful to investigate participants' experiences and viewpoints on a specific issue (Gundumogula, 2020). NVIVO software will be used as a tool to execute the thematic analysis, with the interview transcript as the data source

RESULTS

This result shows the result of the primary data generation through interview, which consists of social consumer insight and experience strategy.

Table 1. Social Consumer Insig

Demographic	Women in generation Z (20–25 years old), in middle to middle upper class.
Geodemographic	Lives in urban city (Jabodatabek, Bandung, Surabaya)
Psychology	- Have sensitive skin - Cautious in choosing skincare products - Seek brand information - Seek honest testimonials - Value simple routine
Behavior	- Active daily lives - Uses E-commerce to purchase skincare products - Uses Instagram to seek skincare information

Based on the Social Consumer Insight, The market consists of women in Generation Z aged 20-25, living in urban cities like Jabodetabek, Bandung, and Surabaya. They have sensitive skin and are selective in choosing skincare products due to potential negative reactions. They seek skincare brand and product information, and value minimalism. The market is active, using e-commerce and Instagram as their trusted platform for product information.
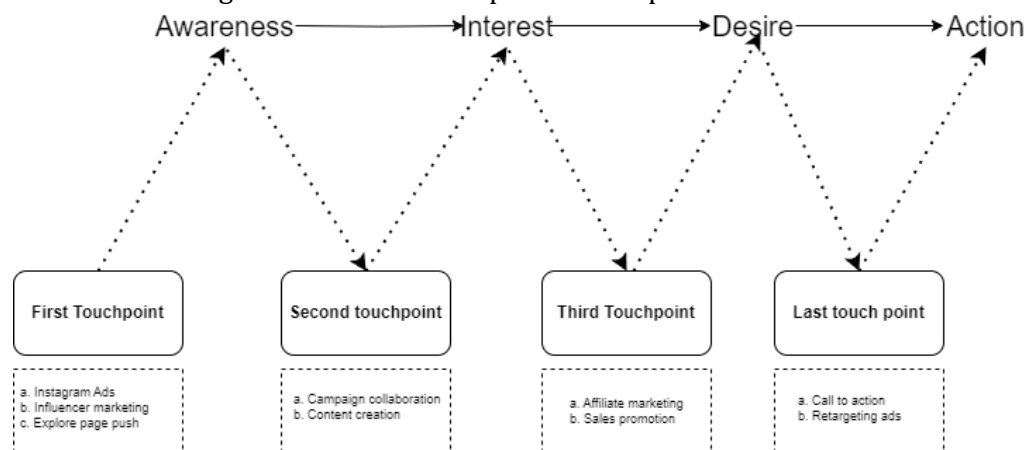

Figure 1. Promotion Strategy based on customer journey

After doing thematic analysis, three big themes are generated from the analysis. Those are, information seeker, high use of online platforms such as Instagram and E-commerce, and Instagram content enthusiast. Experience strategies are created based on these big three themes and various codes inside of each theme. The experience strategy is created against the AIDA sales funnel in order to make sure that the strategy is inline with the customer journey that leads out to the action of purchase which achieves product sales.

DISCUSSION

After doing the 7 steps of social media marketing plan framework by Tuten & Solomon, from doing situation analysis, social consumer insight analysis, social channel media channel, and lastly the experience strategy which consists of the key promotion strategy to increase lip glaze sales.

While executing the strategy, a solid branding must be presented in the SkinCrave Instagram account that is inline with the target market preferences. After mapping out the competitor's social media and generated customer's insight SkinCrave's Instagram branding can be presented to be:

a) Visualization: clean and minimalistic visual with soft color tones for sleek brnding, uses models with effortless look to demonstrate the product.
b) Brand voice and tone: SkinCrave's brand voice is educative, friendly, inclusive, and encourages self expression. The tone is conversational and casual with story telling to emphasize simplicity and effectiveness of the product.

After designing the branding, the experience strategy can be executed with the details below:

Table 2. Experience Strategy Breakd

First touchpoint *(lead potential market to awareness stage)*	• Instagram Ads • Influencer marketing*: paid promotion by collaborating with 1 KOL per week. • Explore page push: a. Instagram Story b. Instagram Posts c. Instagram Reels
Second touchpoint *(awareness to interest)*	• Campaign collaboration: collaborate with KOL to do and promote the campaign: • Content creation: a. Informative content: • Benefit showcase • Ingredients explanation • Product comparison b. Product demonstration: • Detailed product showcase (texture, packaging) • Product usage tutorial • Product demonstration on different skin c. User Generated Content • Brand community d. Testimonials: • Before and after content • Review from customers
Third touchpoint *(interest to desire)*	• Affiliate marketing • Sales promotion: a. Payday sales: flashsale, discount price b. Bundling promotion • Testimonials: Before and after content • Review from customers
Fourth touchpoint *(Desire to action)*	• Call to action • Retargeting ads

1) First touchpoint:
As a new brand, SkinCrave is still lacking in brand and product awareness. Therefore, these strategies will be applied to the SkinCrave's target market to lead them to the awareness stage.
a) Instagram Ads:

Selected SkinCrave's content that gains the highest insights will be pushed to reach more audience that previously will be filtered based on SkinCrave's target market to create higher awareness of SkinCrave, specifically lip glaze.

b) KOL promotion:
SkinCrave will collaborate with KOL with minimum of 1 KOL per week. The focus of this KOL promotion is to specifically mention and review Lip Glaze from SkinCrave to raise rapid awareness of the product.

c) Explore page push:
SkinCrave will generate various types of content on each Instagram's platform aiming the content to reach SkinCrave's target market. In order to push the content to reach SkinCrave potential market, SkinCrave must post consistently and posts different content styles to learn the market preferences. By that, the awareness of SkinCrave's target market will be raised by discovering SkinCrave's content suited to the type of content they are engaged to. This will be achieved through Instagram Story, Instagram Posts, and Instagram reels.

2) Second Touchpoint
After the market has arrived at the awareness stage, the next step is to bring the potential market to the interest stage, where they are expected to grow interest towards lip glaze. Therefore some of the strategies that can be applied are:

a) Campaign collaboration:
Collaborate with KOL to execute a campaign. The execution of this collaboration is more structured and will comply with a more soft selling manner of promotion. More renowned influencer such as Tasya Farasya, Abel Cantika, and Sashfir are the candidate to run the campign because of their large following and influences, based on the data gained from SkinCrave's target market. The campaign ideas includes:

a. Influencer's guide to the perfect lips
The key idea of this campaign is to showcase how the influencer incorporated lip glaze in her life. The influencer will create a casual video tape to her daily routine. Then, lip glaze will be taped into the video to showcase and demonstrate the product. Moreover, the influencer will inform the audience about the benefits and value of lip glaze. By showing how the influencer really uses the product in her daily lives, this will make their audience to feel a sense of urge to try and have the same product as the influencers have.

b. Discover lip glaze
This campaign will start out by highlighting the pain point of the user, which is dry lips. Then it will be followed by showing how the influencer discovers and uses the product on routine. The aim of this product is to highlight the before and after usage effect, how lip glaze can transform the lips into a desired plumped healthy lips.

b) Content creation:
Content creation will be pushed as the Instagram promotion strategy to increase the target market's interest. By having extensive content creation, the target market will be able to learn about lip glaze's value more in depth that can increase their interest. Beside that, by having content creation, the target market will be able to see SkinCrave's branding and perceive the brand's value. Here are some content pillar of SkinCrave that will be used as a guide to content creation in the account:

#SkinCrave101
This pillar is focusing on product knowledge to showcase detailed information about the products as well as general knowledge of skincare such as tips and tricks, skincare terms, etc.

a. Benefit showcase: Showcasing the benefit of the product if used through text and visuals.

b. Ingredients explanation: Giving ingredients breakdown detail of lip glaze and the benefits of it.

c. Product comparison: Providing a comparison of the lip glaze with other forms of lip moisturizing products.

Glaze Up the Lips

Providing demonstration of the product physically and when usen

a. Detailed product showcase: Showcasing a detail view of the product, such as the packaging detail and lip glaze's texture view.

b. Product usage tutorial: Giving a tutorial of how to use and when to use lip glaze. This can be created on different scenery or users to give a variety of concept.

c. Product demonstration on different skin: Showcasing how lip glaze are apple don different skin types and color to highlight the inclusivity of the product.

d. Before and After: Showing the before and after usage of lip glaze, for instance, a picture of how dry lips turns into moisturized healthy lips after lip glaze usage.

User Generated Content:

User Generated Content will be posted through SkinCrave's Instagram account by two types of users:

a. SkinCrave's Customer: SkinCrave will encourage the customer that purchases the product share their review and experiences of lip glaze on that will be reshared on SkinCrave's Instagram account. This will provide real testimonials of the product as well as engaging the customer's a sense that they are contributed in the brand.

b. Brand community

SkinCrave will create a brand community as the indisers of SkinCrvae. SkinCrave will give free lip glaze for the community to have and encourage them to review the product on their social media. By having UGC from the community, it will create a wider exposure of lip glaze and more real testimonials.

Behind the C:

Delivering content about the process of creating SkinCrave including the all the brainstorming process, research and development, the teams to tell the customer that SkinCrave as a brand puts so much hard work and authenticity into the brand. With this, the target market interest and trust will hopefully be nurtured and they will perceieves SkinCrave as a credible brand.

3) Third touchpoint

a) Affiliate Marketing

To turn their interest into desire, one of the trigger that can be done is affiliate marketing, which also encourage them to promote our product more incentive as they will also receive benefits. SkinCrave will collaborate with the brand community as well as KOLs by giving them a voucher code that they can share to their followers for a discounted price of lip glaze. By promoting the product and voucher code, the KOLs will be given benefits for every purchase used with the specific voucher code on SkinCrave's E-commerce and websites.

b) Sales promotion

c) Sales promotion will also be done to encourage the desire of the customer. Sales promotion can be achieved through:

d) Payday sales: Some limited time offers, such as flash sale and discount price will create the desire to purchase lip glaze for a limited time.

e) Bundling promotion: A bundle consisting of two lip glaze will be sold in a cheaper price. Moreover, some bonuses will also given for those who purchase the bundles, such as mini pouches and stickers.

4) Fourth touchpoint

This is the last step that determined whether the target market will purchase lip glaze or not. Therefore, to facilitate the action of purchasing lip glaze, some of the strategies are:

a) Call to action: a hyperlink will be provided in the content of lip glaze promotion, those included on the official account such as in the bio, story, and ads, as well as in the KOL collaboration in which they will be brought into SkinCrave's E-commerce.

b) Retargeting Ads: Retargeting Ads will be set up for the Target Market that has engaged and shown interest in the account that didn't do further action as a way to remind them to purchase lip glaze.

Overall, the framework by Tuten and Solomon helped the researcher to analyze the business, the market, as well as the competitors on a practical yet comprehensive way. The promotion strategy proposed acknowledges the market's careful approach when purchasing skincare product by providing in depth product information through content creation and KOL collaboration, which in turn increasing customer testimonials. Moreover, the proposed promotion strategy is also enhanced by the incorporation of more strategies such as Instagram Ads, affiliate marketing, and sales promotion, resulting in a more cohesive strategy that effectively supports each stage of the customer journey in the sales funnel. By implementing the strategy, it is expected to result in an increase in brand awareness, customer engagement, as well as product sales. However, by implementing this strategy increases additional marketing costs, therefore a further assessment on ROI must be done to ensure if the costs are aligned with the expected benefits. Moreover, to successfully execute the strategy, additional members of the social media team are required to manage and control the strategy for maximum performance. Lastly, his research can also be an insight for other businesses in the same area to create promotion strategies.

CONCLUSION

SkinCrave is a skincare brand made for sensitive skin. However, it is found that 80% of the sensitive skin market is selective on purchasing their product and will only purchase the product if they have the urgency to use the product. Therefore, a promotion strategy have to be made in order to create the urgency of purchasing the skincare product of this market. Because of this also, 90% of the previous online sales of SkinCrave's product came from personal networks. Learning from this, SkinCrave wanted to improve the upcoming sales of SkinCrave's product, lip glaze, in order to gain share and position in the market.

Therefore, the researcher made a promotion strategy on Instagram with the objective to increase upcoming lip glaze sales. The promotion strategy uses a social media marketing framework by Tuten and Solomon. As a result, this strategy emphasizes on enriching product knowledge and testimonials through content creation and KOL collaboration, because of the sensitive skin persona who seeks real testimonials and product information before purchasing a skincare.

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