Marketing Analysis

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Introduction

e.l.f. Cosmetics is a brand that prides themselves on creating **high-quality beauty products** at **affordable prices**. Since **2004**, e.l.f. Cosmetics has made high quality beauty products accessible to everyone, without compromising their values as a company. They pride themselves in being a **cruelty-free** beauty brand, as well as all of their products being **100% vegan.**

Mission
"We make the best of beauty accessible to every eye, lip, face and skin concern."

Vision
To create a different kind of beauty company by building brands that disrupt norms, shape culture & connect communities through positivity, inclusivity and accessibility.

This document will look overall at e.l.f.'s marketing, and digital marketing stratagies, competitor insights, and analysis, as well as overall suggestion to improve the brand as whole.

Personal Connection

e.l.f. cosmetics is an important brand to me as a user of makeup on a daily basis. They provide high-quality products for such an affordable price, and as a college student who can't always afford to spend $20 on a mascara, e.l.f. provides the quality I am looking for at a price I can afford. At least half of the makeup products I use on a daily basis are e.l.f. brand, and it's not only because of their quality, but because of the brands marketing strategies that have led to its recent increase in popularity.
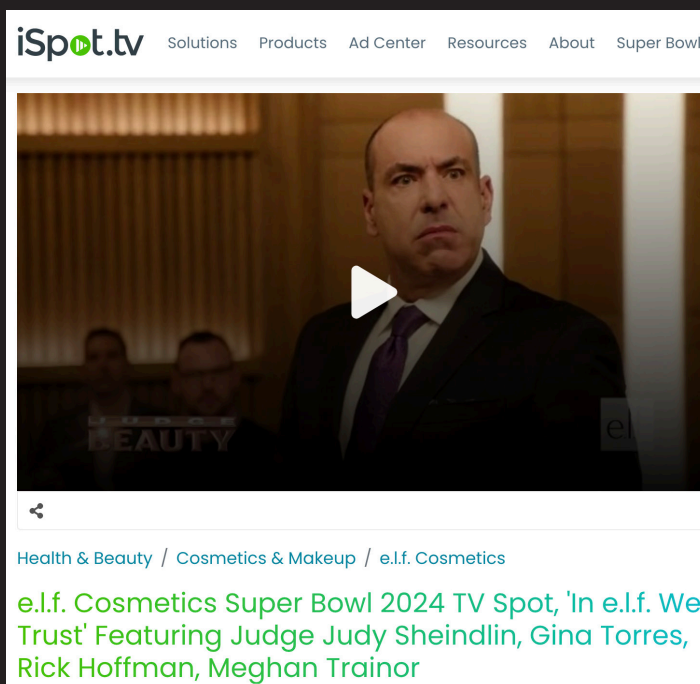
Marketing Strategy

Offline

e.l.f. realizes that it is important to **have a marketing plan and not a digital marketing plan**, and they prove this by utilizing different offline marketing tools such as:
- TV Advertisements
- Billboard Advertisements

By utilizing a offline marketing plan in addition to their digital marketing plan, it creates an **omnichannel**, in which consumers can see a **cohesive brand image across all platforms, both digital and offline.**


Source: iSpot.tv
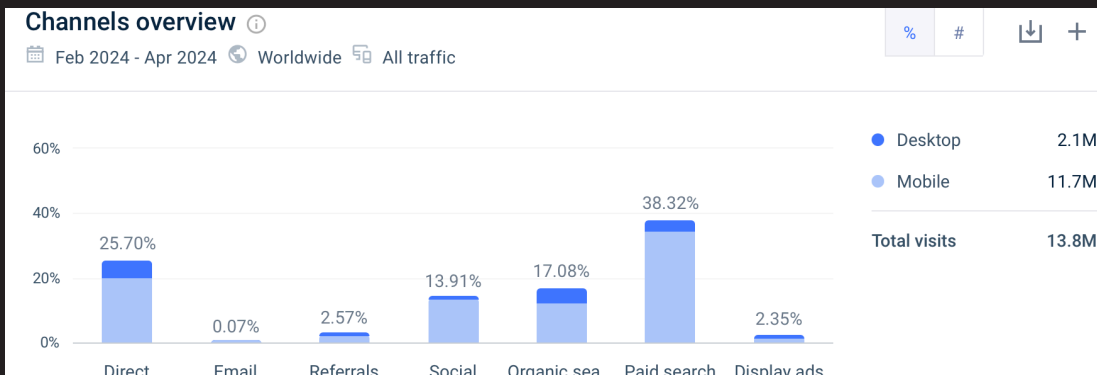

Source: @e.l.f.cosmetics Instagram

Email

With email marketing being so important for **B2C communication,** it is imperative that every company does it well. In order to look at e.l.f.'s email marketing strategies, I subscribed to their email distribution list, and looked into their email marketing habits. Currently, they send on average **1 email per day**, which is known to be abusing your contacts. **Contact is king** in marketing, and by sending 7 emails a week, e.l.f.'s **email unsubscribe rate** is likely incredibly high. To practice **A/B testing** it would be smart to begin sending 3-4 emails a week and seeing how consumers react until they meet **the Goldilocks principle.**

Report Highlights

AVERAGE EMAILS / WEEK
6.00

VS PREVIOUS PERIOD
No Change

90-DAY TREND LINE
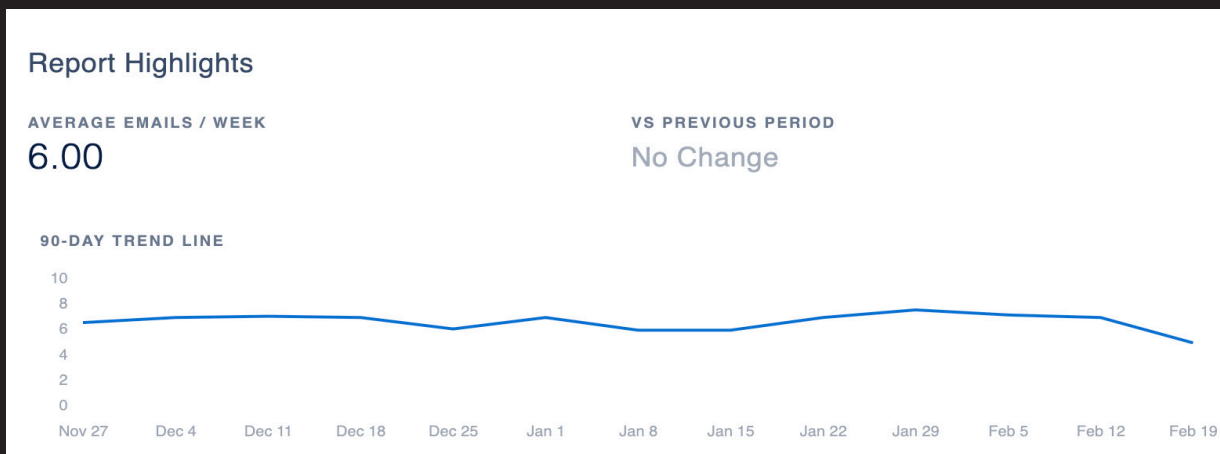
Source: mailcharts

Based on **SimilarWeb's** analysis of their website visits through email, it is clear that **consumers have become numb to e.l.f. 's emails**, leading to email being the **lowest means of accessing their website**, and completely **reducing the ROI rate that email is known for.**

Channels overview

Feb 2024 - Apr 2024   Worldwide   All traffic

- Desktop   2.1M
- Mobile   11.7M

Total visits   13.8M

Direct: 25.70%
Email: 0.07%
Referrals: 2.57%
Social: 13.91%
Organic sea...: 17.08%
Paid search: 38.32%
Display ads: 2.35%

Source: SimilarWeb

With high **ROI** being a large benefit of email marketing, e.l.f. should work on ensuring that their emails are being seen. They currently **send emails daily around noon**, and as a **B2C focused company**, it would be beneficial to test seeing how consumers would react to emails sent later in the evening, rather than during the work day. **They do follow the CAN-SPAM regulations**, allowing users to opt-out of emails every email sent.

1	CAMO		**3**	E.L.F.
	JUST DROPPED ✷ The NEW Camo dew-o			Cosmetic Criminals: who the e.l.f. did it?
2	HOLIDAYS		**4**	DEW-O
	Perfect gift? These holidays sets are *it* 🎄			JUST DROPPED ✷ The NEW Camo dew-o

**AVG SUBJECT LINE LENGTH**
38 characters

Source: mailcharts

e.l.f. follows **CAN-SPAM regulations** in all of their emails by ensuring that every user is aware and has **the opportunity to opt-out of receiving emails from the company**. This is very important as it is a law that companies must follow, but because of this factor it is important that e.l.f. begins sending less emails in order **to ensure they don't lose contact** with their email subscribers.

receipt scanning
Earn rewards anywhere you shop e.l.f.

shop with afterpay
Play now. Pay later.

beauty squad
DOWNLOAD
THE E.L.F. APP

Download on the App Store

GET IT ON Google Play

Unsubscribe   My Account   Contact Us   FAQs   Privacy Policy

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Content & Branding

In general, they **lack CTA in their email subject lines**, and these subjects could be more concise. They take a **brand focused approach** in the subject lines of most emails, however on average they have a **"shop now"** button within every email. I **have never received** any **personalized subject lines from them.** The example below on the left represents their average email, and subject line, with a less common **CTA focused email** and subject line on the right in which they are practicing **reciprocity** in which you give them your feedback, and they give you a gift in return.
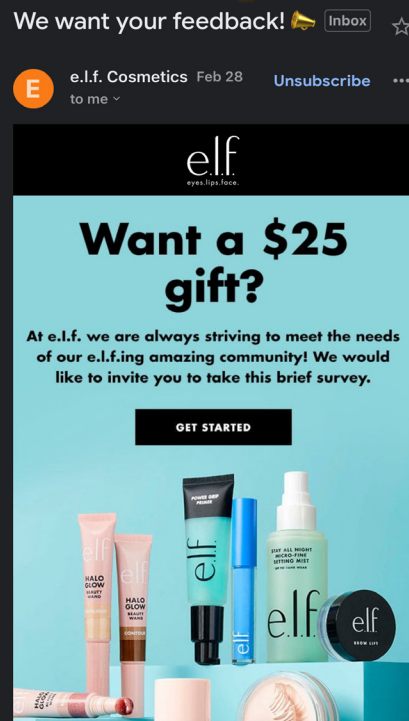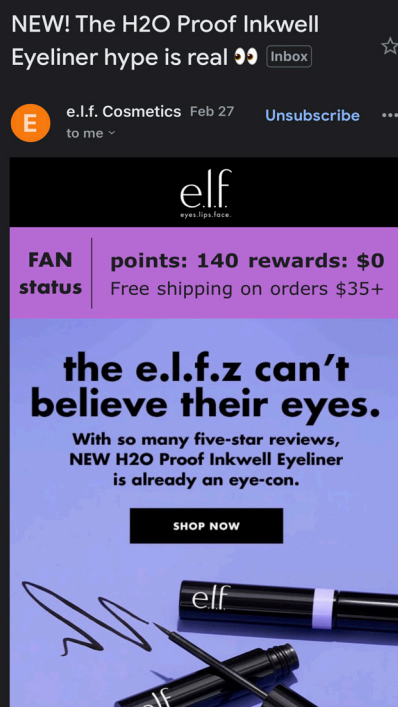
Overall, e.l.f. is very strong when it comes to providing cohesive branding across all platforms. They use **language that is recognizable** to those in the e.l.f. community, creating a way to **solidify brand recognition to consumers.**
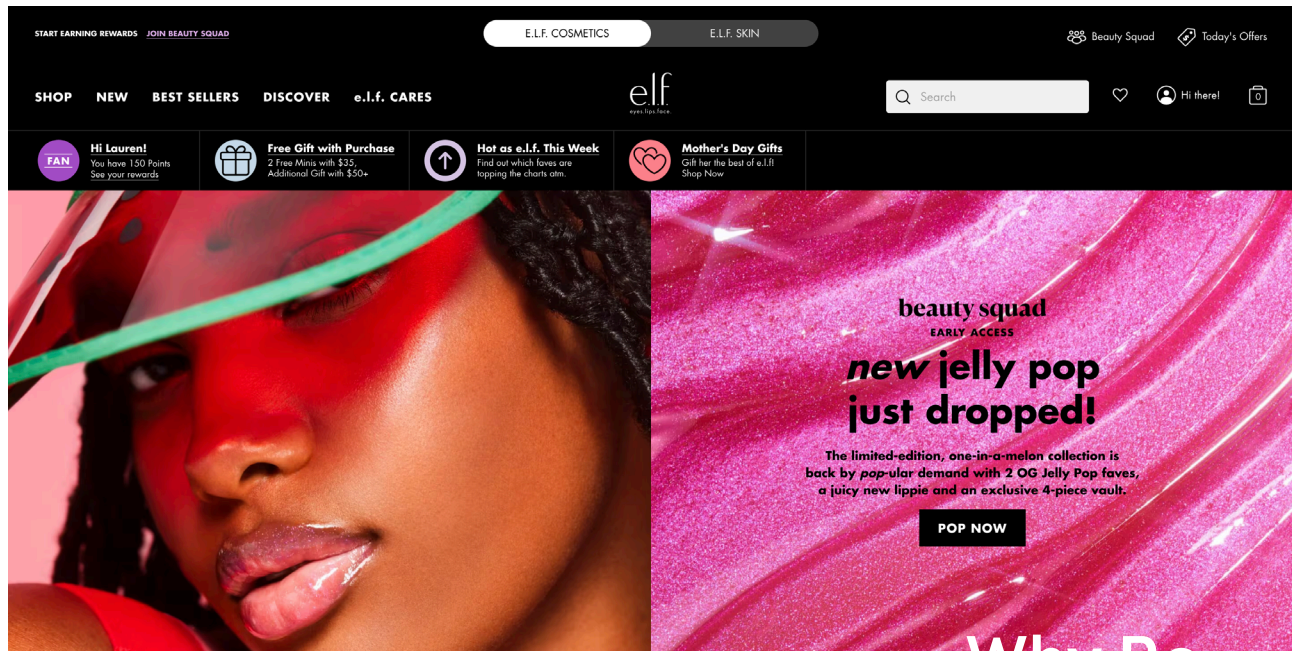
Digital Presence

Website Design

JUICY ESSENTIALS

e.l.f. utilizes branding and their rewards system in order to create a website for consumers that feels authentically them. e.l.f.'s website features their typical black and white base, allowing the photos and products to be the pop of color that website needs. e.l.f. attempts to maintain an affordable brand image within their website by highlighting the deals they offer their rewards members, and by making it easy to sign up. Their website however does have many issues, including a significant amount of lag when attempting to move pages, and images simply not appearing on the page, due to the fact that they have failed to load in. The reason for this can be very easily explained on the next page of this document.

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SEO and Performance

e.l.f.'s Google Lighthouse Analysis

| 12	83	52	85
Performance	Accessibility	Best Practices	SEO
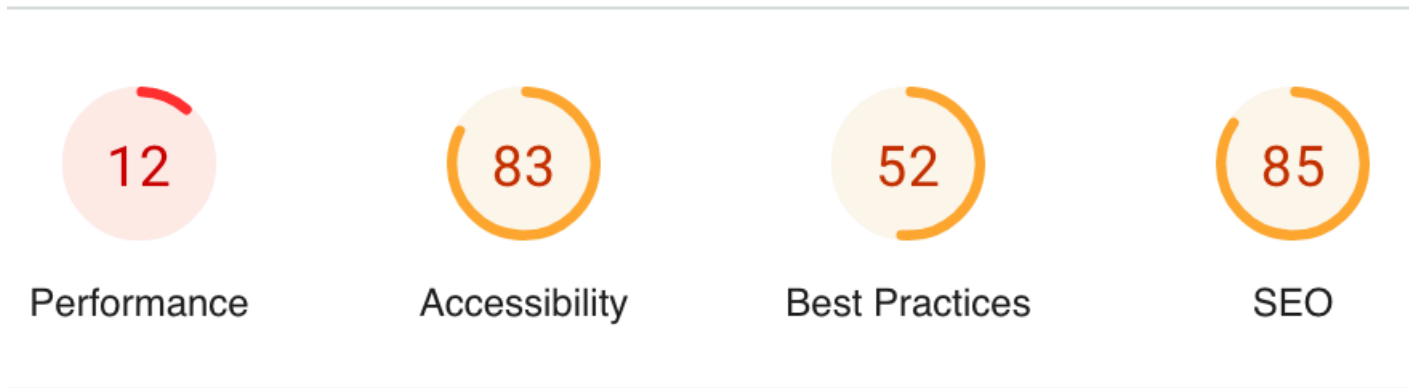
e.l.f's website really lacks in performance, and this is clear when navigating their website. Things load very slowly, and overall as a user it is frustrating to navigate due to how long it takes for everything to load. They do not have super low SEO, but it could definitely be improved upon when fixing the website's performance score.

Competitor Ulta's Google Lighthouse Analysis

| 28	79	74	92
Performance	Accessibility	Best Practices	SEO

Ulta more than doubles e.l.f. 's website in performance, and also wins in terms of SEO, thus emphasizing that e.l.f. needs to make changes to their website.

App Design
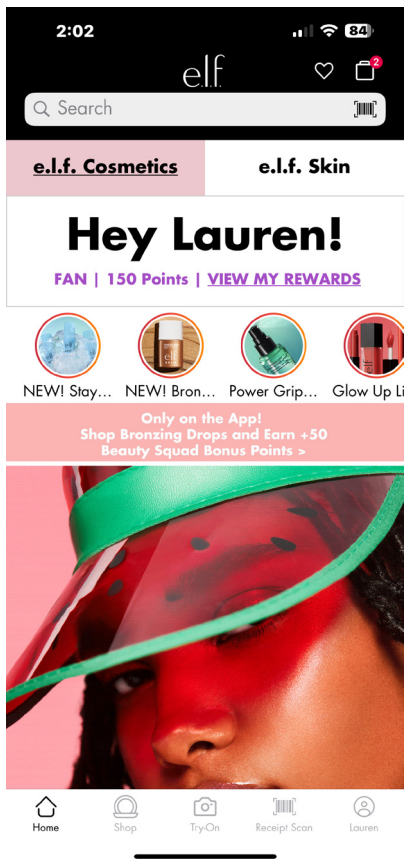
The design of the app is very cohesive with their website, but offers unique features. One thing they offer on the app is a receipt scanner, in which consumers can scan their receipt with any e.l.f. products on it in order to earn rewards points. Additionally they offer a virtual try-on function which is a great example of using augmented reality in their app.

The virtual try-on feature of the app allows users to test out a color or shade of any product before deciding what to purchase. This feature also adds a level of personalization, as it creates an environment that feels as though it is being catered to the user, and the user gets the opportunity to see themself in the app.
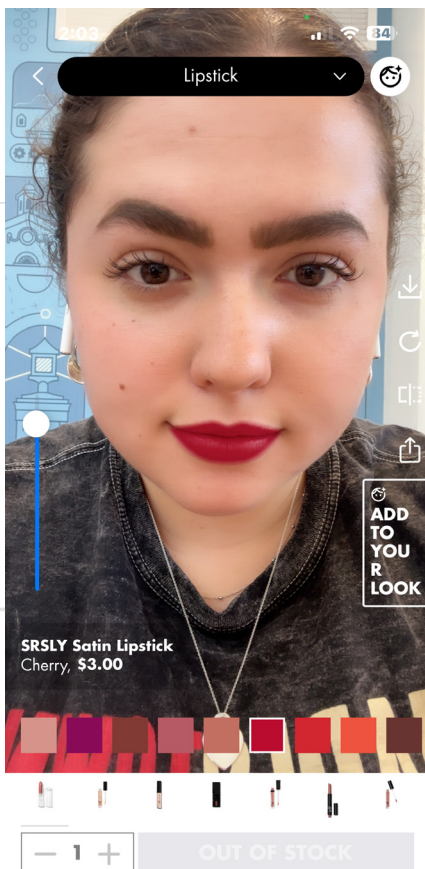
While the app has many great features, and overall positive reviews, it also has performance problems. It lags and takes a long time to load like the website, and that leads to consumer frustration, and tells consumers that they cannot trust the app to fulfill their needs
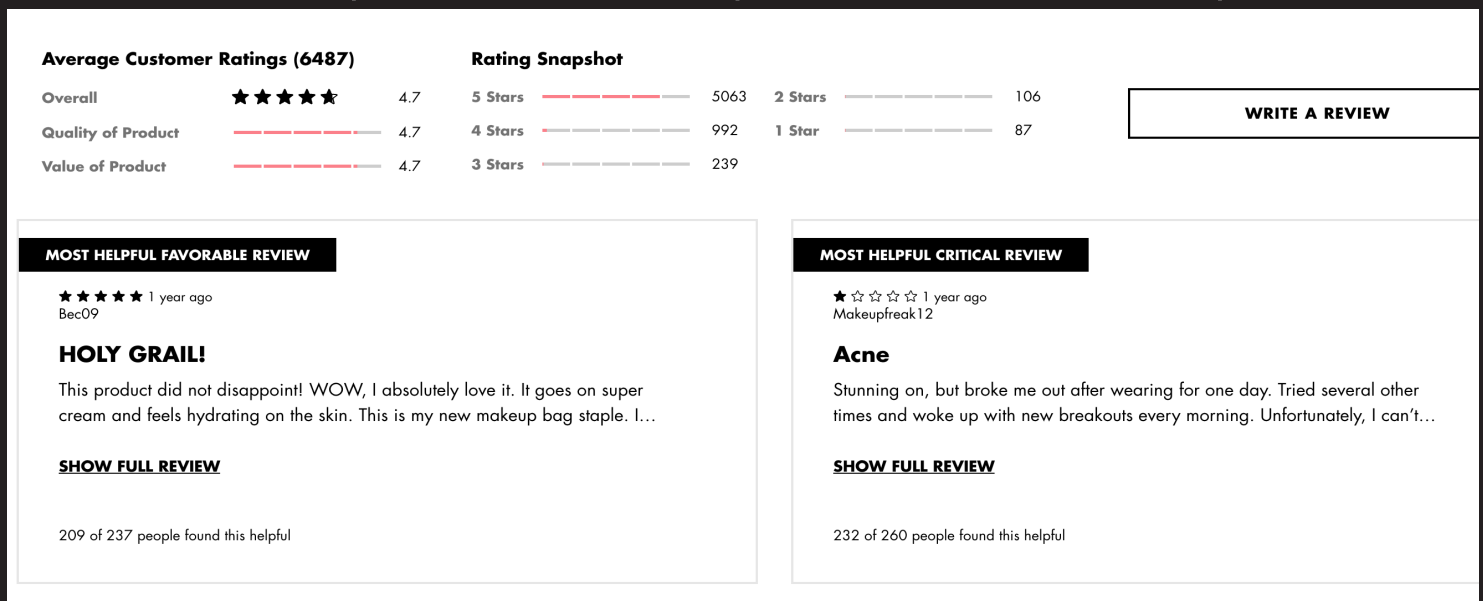
Reviews

Reviews

Why Reviews Matter

Product reviews give consumers **social proof** through **UGC** (User-generated content) so that they can make **informed decisions** as consumers. Aside from informing consumers, they also **inform the brand** so that they can **make** important **changes** to their app, website, or products.

Reviews are also a way to develop **earned media**, which is the **"E" in POEM.** Due to reviews' ability to give consumers a voice, reviews are a very common **WOM** (Word-of-mouth) channel in which consumers are able to get other consumers' opinion in an easy and accessible way.

Average Customer Ratings (6487)

Overall	★★★★⯪	4.7
Quality of Product		4.7
Value of Product		4.7

Rating Snapshot

5 Stars	5063	2 Stars	106
4 Stars	992	1 Star	87
3 Stars	239		

WRITE A REVIEW

MOST HELPFUL FAVORABLE REVIEW

★★★★★ 1 year ago
Bec09

HOLY GRAIL!

This product did not disappoint! WOW, I absolutely love it. It goes on super cream and feels hydrating on the skin. This is my new makeup bag staple. I…

SHOW FULL REVIEW

209 of 237 people found this helpful

MOST HELPFUL CRITICAL REVIEW

★☆☆☆☆ 1 year ago
Makeupfreak12

Acne

Stunning on, but broke me out after wearing for one day. Tried several other times and woke up with new breakouts every morning. Unfortunately, I can't…

SHOW FULL REVIEW

232 of 260 people found this helpful

Source: elfcosmetics.com

On e.l.f. 's website, it is clear that as a brand they know that **positive and negative reviews are helpful**, by highlighting both for the consumer.

Review Overview

Sentiment

E.l.f. can learn and improve a lot through reviews, and while they have a **very high review average**, there is still much to be taken from negative reviews. By taking problems such as app glitches, and fixing them based on reviews, they are helping foster an environment that is **customer-focused.** Customer service is also very important when so many consumers are having technology issues with their website and app, and one thing e.l.f. does **a great job** of is **responding to consumers' reviews**, and offering support for them.

A product review on e.l.f.'s website that has **6,498 reviews** had **6,303 reviews** that were **3-5 stars**, and **only 195 reviews with 1-2 stars**. The average rating was 4.7, which seems to be pretty consistent with most of their products, showing that **consumers are being listened to**, and receiving the things they want from e.l.f. as a company.

After conducting **social listening** on **Brand24**, it shows across all channels that the **positive reviews outweigh the negative** ones, even **beyond traditional reviews.**
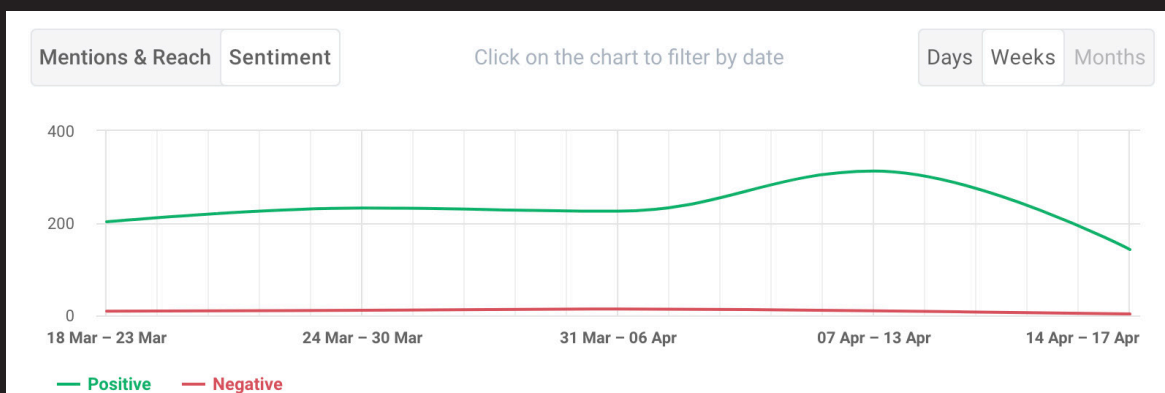
Source: Brand24

Review Improvement

e.l.f. has room for improvement on their website and app, as there are a few key attributes to reviews that consumers look for, that their website is missing. One thing they are lacking is a review authenticator option, in which consumers can click to only look through the reviews on their website that have been made by **verified buyers**. This increases the risk of **"astroturfing",** and leads to lack of trust and transparency for consumers. Additionally, many other websites offer the option to publish photos along with their review, and e.l.f. is missing that feature on their website.

The Bazaarvoice advantage

Source: Bazaarvoice

One tool that e.l.f. utilizes on their website in order to **make marketing more efficient**, **increase trust and credibility** to consumers, and makes it **easier to engage with consumer reviews** across multiple platforms. The tool is called a review syndicator, and there are many options out there for brands to pick from, but specifically e.l.f. utilizes one called Bazaarvoice. Consumers can see if a brand uses a syndicator by looking at the websites source code, and finding a plug-in used specifically for syndicators

```
<script src="https://display.ugc.bazaarvoice.com/static/elfcosmetics/main_site/e
vascript"></script> == $0
```

Source: elfcosmetics.com

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Competitor Reviews

When looking at Ulta's app reviews in comparison to reviews for e.l.f. there are definitely **similarities** in the consensus. Ulta is a much larger corporation than e.l.f. so considering they both have around 4.7 stars for their apps, **the problems people are running into with both of their products are more universal within the beauty industry.**

Positive Reviews:
Similar to the e.l.f. app, the feature of the Ulta app that consumers love most are the **deals** they can get on the app. They also just seem to **enjoy the** experience of this **app over competition like Sephora.**

Negative Reviews:
It also seems that **updates are a consistent issue** between the Ulta app, and the e.l.f. app. Consumers voiced how they were **unable to save favorite products** anymore, and were just frustrated with app problems post update.

Review Generation

## How Does e.l.f. Get Reviews?

As a brand, **e.l.f. does not ask for reviews in emails**, or after buying a product, instead they thrive in the growth of a review environment that has been created on social media today. They use a mixture of:

» **Influencer Marketing**
» **User Generated Content**
» **Advocacy Platforms**

This way of review generation is important for their brand, as it develops a large amount of **earned media,** and **brand trust**. It also gives consumers the opportunity to give advice to other consumers through **WOM.**
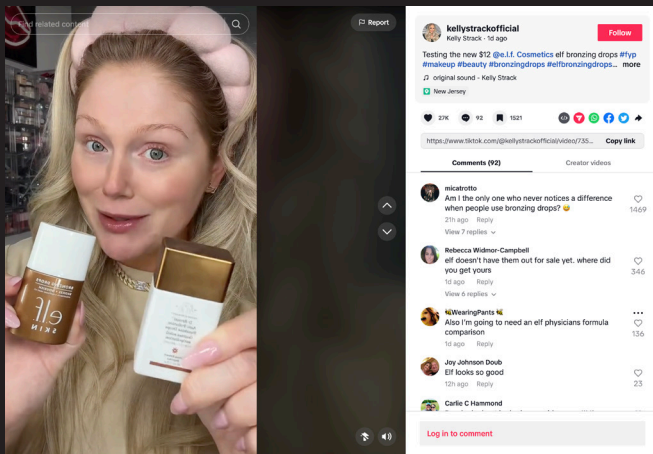
Source: TikTok
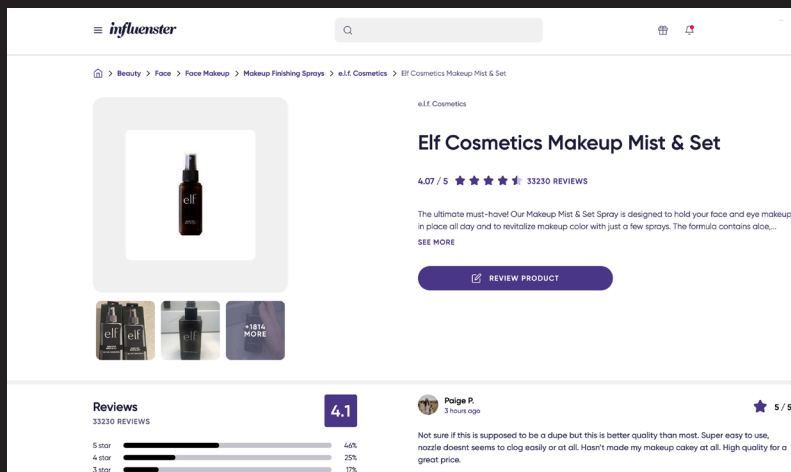
Source: influenster

Social Media

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Social Media Analysis

e.l.f. Cosmetics is **active** across **many social media channels** including Instagram (10.2M), Facebook (2.5M), X/Twitter (798.8K), TikTok (1.4M), Youtube (122K), and Pinterest (170k). They have a consistent social media handle @ **elfcosmetics** across every platform, making it simple for consumers. One of the social listening tools I used to look at their social media audience in comparison to other beauty brands such as Ulta to see how e.l.f. stands out is **Rival IQ**. Based on the chart below it's clear how much of **an impact Tik-Tok can have** on a company, because the major reason e.l.f. ranks above Ulta in terms of audience is because of Ulta's lack of a TikTok account. **e.l.f proves themselves having a strong social media presence** by outcompeting a large beauty brand like Ulta.
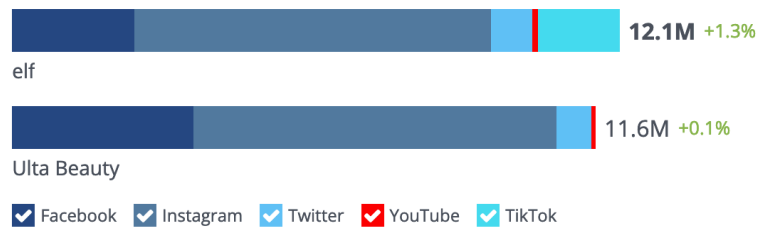
elf's Cross-Channel Audience   Export ⌄

🏆 elf ranks 1st of 2 companies for Audience. Good job!

AUDIENCE ⓘ   📊View all

12.1M +1.3%
elf

👍 elf saw the most audience growth on TikTok, while Ulta Beauty grew the most on Instagram.

11.6M +0.1%
Ulta Beauty

☑ Facebook ☑ Instagram ☑ Twitter ☑ YouTube ☑ TikTok
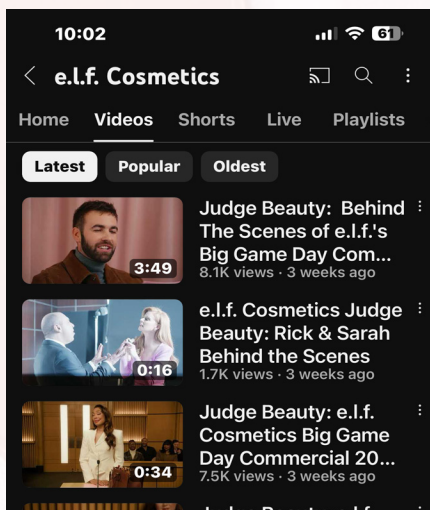
Source: Rival IQ

36 Rules of SM

#17 Update your page, or delete it.

Despite Youtube being one of e.l.f. 's least popular social media channels, they still make the effort to **update it monthly** in order to **keep it relevant**. They are diligent at updating every social media channel they are on in order to ensure that they are following this rule, and **not leaving out any group of followers** by making them feel as though they are neglected by the company.

10:02
e.l.f. Cosmetics
Home Videos Shorts Live Playlists
Latest Popular Oldest

Judge Beauty: Behind The Scenes of e.l.f.'s Big Game Day Com...
3:49 8.1K views · 3 weeks ago

e.l.f. Cosmetics Judge Beauty: Rick & Sarah Behind the Scenes
0:16 1.7K views · 3 weeks ago

Judge Beauty: e.l.f. Cosmetics Big Game Day Commercial 20...
0:34 7.5K views · 3 weeks ago

Judge Beauty: e.l.f

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Source: Youtube @elfcosmetics

#28 Forget individuals, you're creating content that encourages groups to form.

e.l.f. is very intentional within their social media presence to **create a community** within their content. They use terminology such as "**fam**" on their Instagram and Facebook, allowing users to feel they have **something to be a part** of within the company. Additionally they utilize weekly posts in which people who create makeup looks using e.l.f. Cosmetics have the opportunity to be featured. They create captions using the key words "**our community**", reminding users that they are a part of something greater than themselves.

e.l.f. Cosmetics ✔
3d · 🌐

What's dewy, radiant, luminous, glowy & e.l.f.in' hot!? 🤔 Our Halo Glow fam! 🔥 ✨

5 ways to glow all out:

1️⃣ Boost your glow with Halo Glow Liquid Filter: a multi-use glow booster that gives skin a radiant effect IRL ($14)
2️⃣ Sculpt your complexion with Halo Glow Contour Wand: a blendable liquid formula for a natural looking contour ($9)
3️⃣ Add a luminous flush of color with Halo Glow Blush Wand: a buildable liquid blush that effortlessly blends into skin ($9)
4️⃣ Get a lit-from-within glow with Halo Glow Highlight Wand: easy-to-use, liquid highlighter wand ($9)
5️⃣ Set your look for a dreamy, airbrushed finish with Halo Glow Setting Powder ($8) & Halo Glow Powder Puff ($4)

Shop the whole Halo Glow fam NOW: https://elfyeah.com/HaloGlowCollection or on elfcosmetics.com & the e.l.f. app! 💖

5 steps to glow all out.

Liked by **v.mestra14** and **others**
elfcosmetics It's gettin' hot in here 🔥 Swipe to see the fire looks we've been e.l.f.ing loving from our community this week ➡️

Source: Instagram and Facebook
@elfcosmetics

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#32 Pinterest works.

e.l.f. knows that Pinterest works, and they show this by **consistently posting** and updating their page. This is not only a great channel for them to publish all of the images used for their different campaigns, but it is also a space in which **consumers can have conversations** with one another, and **pin** different **products they want to try**. Not only do they post consistently on Pinterest, but they are proof that it works, as they have **170.2k followers** and **10M+ monthly** views.
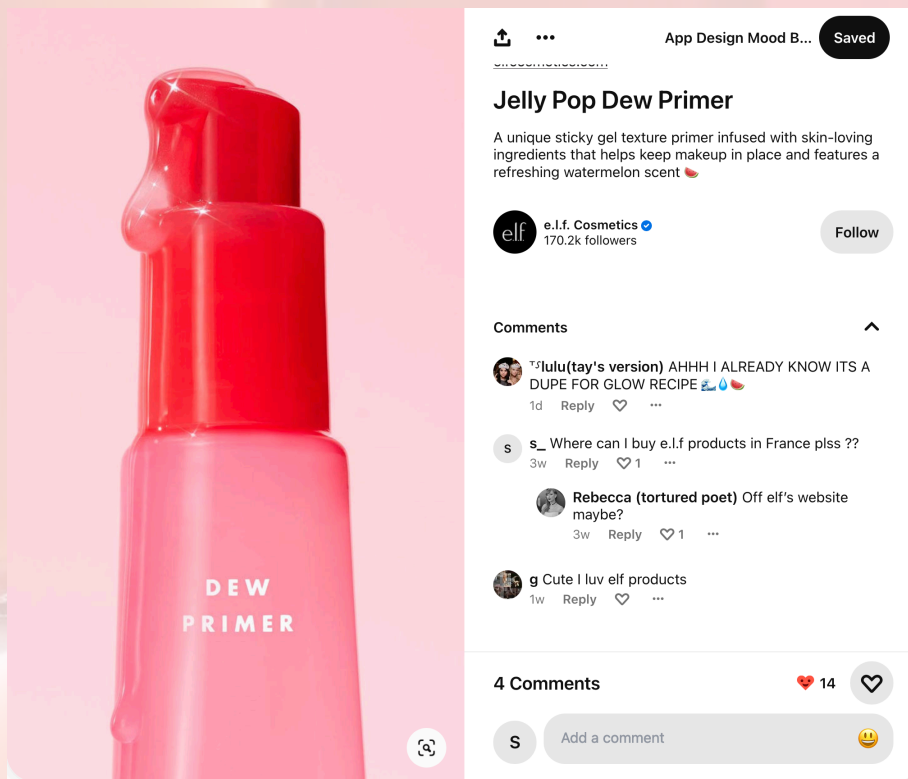
Source: Pinterest: e.l.f. Cosmetics

e.l.f.'s going global!

Is e.l.f. Truly Global?

CANADA	PHILIPPINES
DENMARK	POLAND
EU	RUSSIA
FINLAND	SAUDI ARABIA
GERMANY	SINGAPORE
HONG KONG	SPAIN
INDIA	SWEDEN
JAPAN	TAIWAN
KOREA	UAE
NORWAY	UK

Source: Instagram @elfcosmetics

While e.l.f. announced in 2021 that they were officially going "global" in 29 countries, **they are missing out** on one of the biggest economies, out there by **not selling in China.** They do however **consider cultural differences** between for example the **UK and the US**, by having a **separate Instagram page, and website** in order to properly target those **different audiences**, in order to give consumers what they want to see. But ultimately to answer the question, **yes e.l.f. has gone global**, but it could be **beneficial to re-evaluate where** they have gone global, and **why.**

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START
STOP
CONTINUE

Start

Improving Website and App Performance

Based on the **Web.dev analysis** of e.l.f.'s website and app reviews, the performance of their website and app seriouslyneeds to be improved. If the performance of both are improved by developers, it would **reduce the amount of consumers** who look to **third-party** websites to **purchase their products**, increasing **ROI**.

CTA and Personalization in Subject Lines
Increased Click-Through Rates (CTR):

Including **clear and compelling CTAs prompts recipients to take action**, such as visiting the e.l.f. website, exploring new products, or participating in promotions. For instance, a CTA like "Shop Now" or "Discover Your Perfect Shade" can entice subscribers to **engage with the email content and ultimately make a purchase**. By strategically placing CTAs throughout the email, e.l.f. can guide customers towards desired actions, leading to higher CTRs.   Source: ChatGPT

Stop

Sending So Many Emails

While frequent communication with customers is essential for maintaining brand visibility and engagement, bombarding subscribers with daily emails can have detrimental effects on e.l.f. Cosmetics' email marketing strategy. Sending emails every single day risks overwhelming recipients, **leading to email fatigue** and potentially causing them to unsubscribe or mark emails as spam. Moreover, excessive email frequency can diminish the perceived value of each message, **reducing open rates and click-through rates over time**. Instead of fostering positive customer relationships, this approach may result in annoyance and disengagement. Therefore, e.l.f. Cosmetics should consider scaling back their email frequency to strike a balance between staying top-of-mind and respecting their subscribers' inbox preferences, **focusing on quality over quantity.**

Source: ChatGPT

Continue

Use of User-Generated Content

e.l.f. Cosmetics should continue utilizing User-generated Content (UGC) as it serves as **a powerful tool for enhancing brand authenticity**, and fostering community engagement. By incorporating content created by their own customers, e.l.f. not only showcases real-life experiences and diverse perspectives but also **strengthens the sense of community around their brand**. UGC **provides social proof**, reassuring potential customers about the quality and effectiveness of e.l.f. 's products **through the experiences of fellow consumers**. Moreover, featuring UGC in their marketing efforts **humanizes the brand**, making it more relatable and approachable to their audience. Through strategic curation and integration of UGC across various channels, including email campaigns, social media, and product pages, e.l.f. effectively leverages the creativity and advocacy of its customers to **amplify brand awareness** and drive engagement.

Source: ChatGPT

Embracing and Responding To All Reviews

By embracing and responding to both positive and negative reviews, e.l.f. is welcoming in both good and bad, and **giving their consumers the opportunity to make informed decisions**, and **feel supported in giving the brand feedback.** The contents of one consumer's negative review could be exactly what a consumer is looking for, and can also **inform the brand** on what improvements need to be made. By showing consumers both a negative and positive review on their website, and responding to all types of reviews, they **foster a transparent environment consumers can trust**.