

Marketing Recommendation Report: Strengthening Digital Communication

Introduction:

This marketing report covers strategic recommendations to improve our company's digital communication practices, based on the current social media presence of Rare Beauty. By embracing current practices by the company, a mission driven brand, we can improve customer engagement, form community ties, and better line up our messaging with audience values. The following strategies are informed by my Week 7 analysis.

Marketing Recommendation #1: Implement Purpose Driven Campaigns to Build Emotional Connection

Strategy:

Initiate digital campaigns based on meaningful social issues (women empowerment, mental health, diversity) that complement the company's values.

Evidence:

The Rare Beauty "I See You" campaign during Black History Month displayed empowering portraits of Black women and messages of strength and affirmation. This initiative received high engagement and positive coverage (Hypebae) while still reinforcing the brand's inclusive identity.

Why This Will Help:

Today's consumers tend to support brands that showcase their values. Purpose driven content not only connects the brand to people but also increases meaningful engagement. A successful campaign has the power to increase loyalty and generate organic shares and conversation.

Marketing Recommendation #2: Increase Community Engagement

Strategy:

Encourage user-generated content on social media platforms such as TikTok and Instagram. Videos and pictures that include product review, testimonials, and even lifestyle integrations are what will drive engagement.

Evidence:

Rare Beauty reposts customer stories and DMs that include satisfied customers. The page often features real users in their content, and engages actively in comment sections. This approach contributes to an average of 66.6K likes and 669 comments per post (Netizens Report).

Why This Will Help:

User generated content (UGC) helps promote not only credibility but also trust by allowing real consumers to speak on and represent the brands products. By including raw and diverse voices and opinions it expands signal inclusion. Additionally, Interactions, whether that be liking, commenting, reposting customers content, fosters loyalty and repeat engagement, making followers into brand advocates.

Marketing Recommendation #3: Establish a Consistent Visual and Emotional Brand Tone

Strategy:

Take on a unified aesthetic and tone on all digital platforms like soft pastel colors, easy/clean visuals and the brand's values, emotionally supportive messages.

Evidence:

The company's success partially comes from its strong visual identity: pastels, natural lighting, and keeping up with their values in their messaging. Consistency in post's helps the brand become more recognizable to consumers which also reinforces trust.

Why this will help:

A constant aesthetic in the brands feed will enhance professionalism and both emotional and physical appeal. It makes it immediately recognizable, improving and strengthening emotional connections and retention.

Conclusion

These changes, along with current practices Rare Beauty implements, will continue to enhance the company's digital communication effectiveness. The changes made will increase customer engagement, deepen customer relationships, and continue to strengthen trust in consumers. This will launch the brand as both emotionally and socially conscious, qualities that consumers value.