



SEPHORO

Haala Karmali – 7633129

Lin Kalaji – 7698288

Lamar Helmi – 7803643

Galya Hiasat – 7743312

Nour Ramadan – 7560114

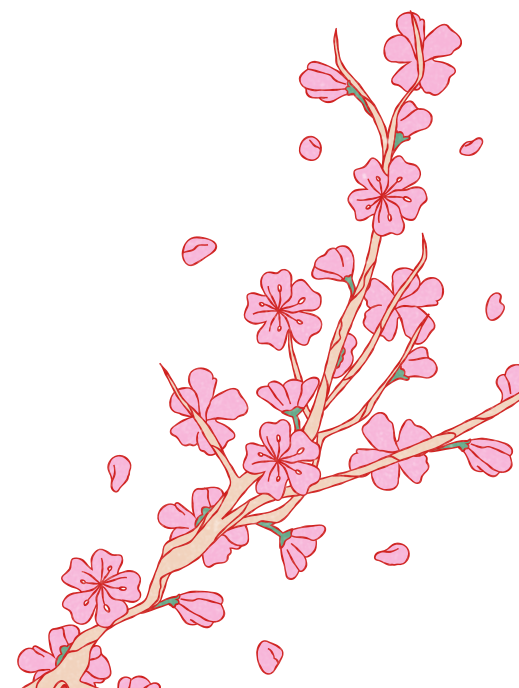
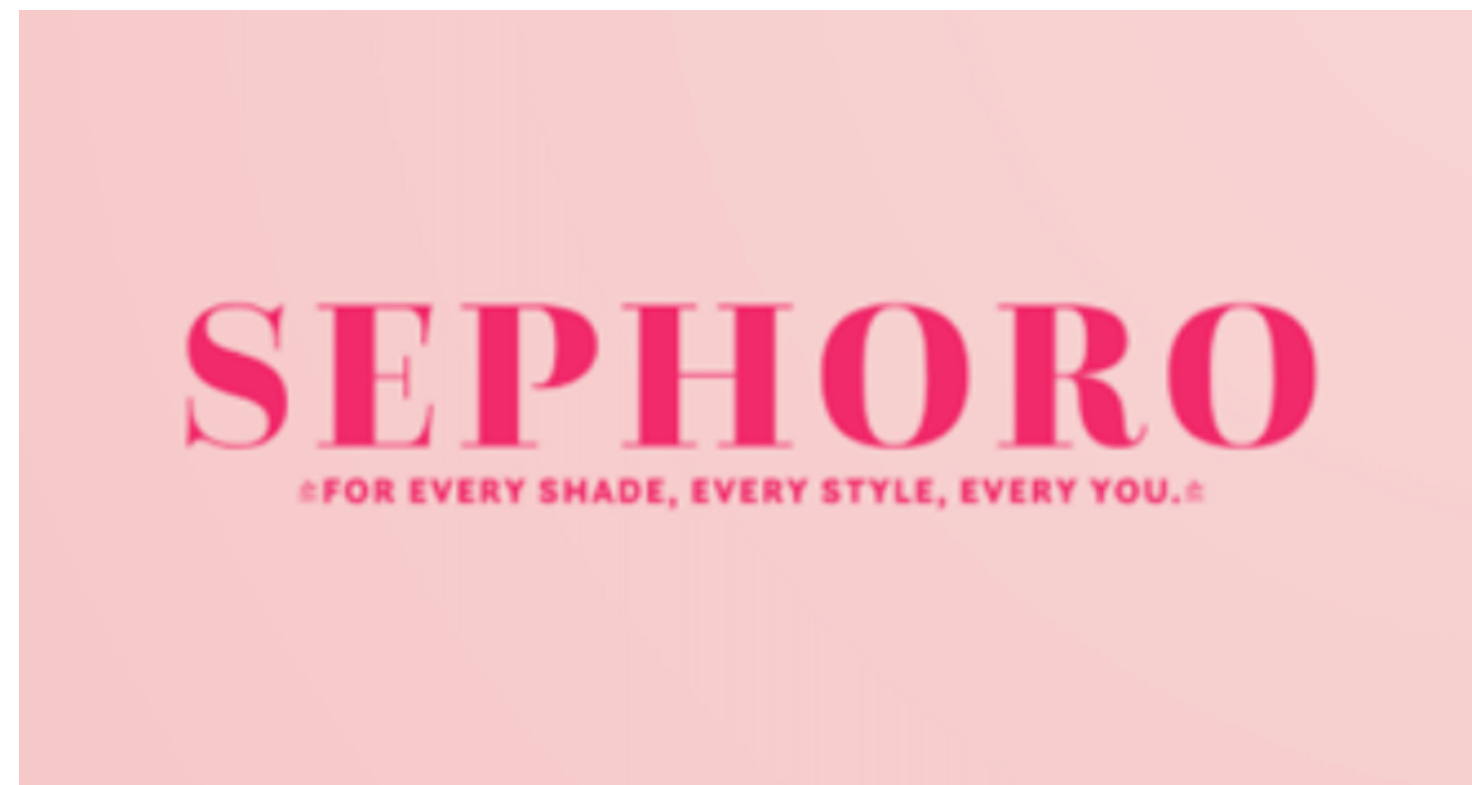
Mark 301 Final Presentation

UOWD Autumn 2024





Discover beauty without boundaries with Sephora, your premier international destination for luxury beauty and skincare. We bring the world's most iconic brands products to your fingertips, offering an unparalleled selection of premium makeup, haircare, skincare, and fragrance. At Sephora, we celebrate diversity, inclusivity, and the transformative power of beauty. Our expertly curated collections are designed to cater to every style, skin type, and beauty need, empowering individuals to express themselves confidently. Explore our global range and redefine your beauty journey with Sephora, where beauty meets excellence.

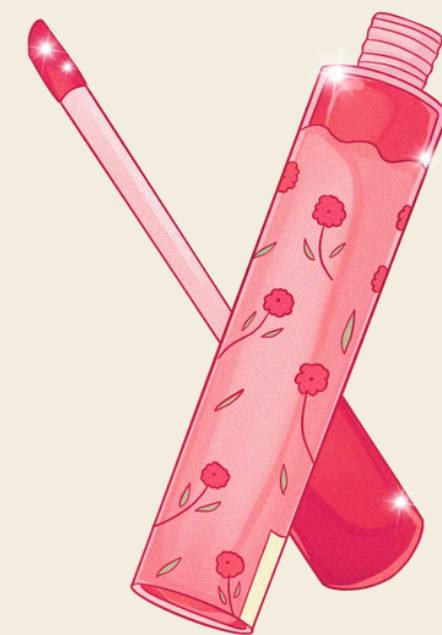
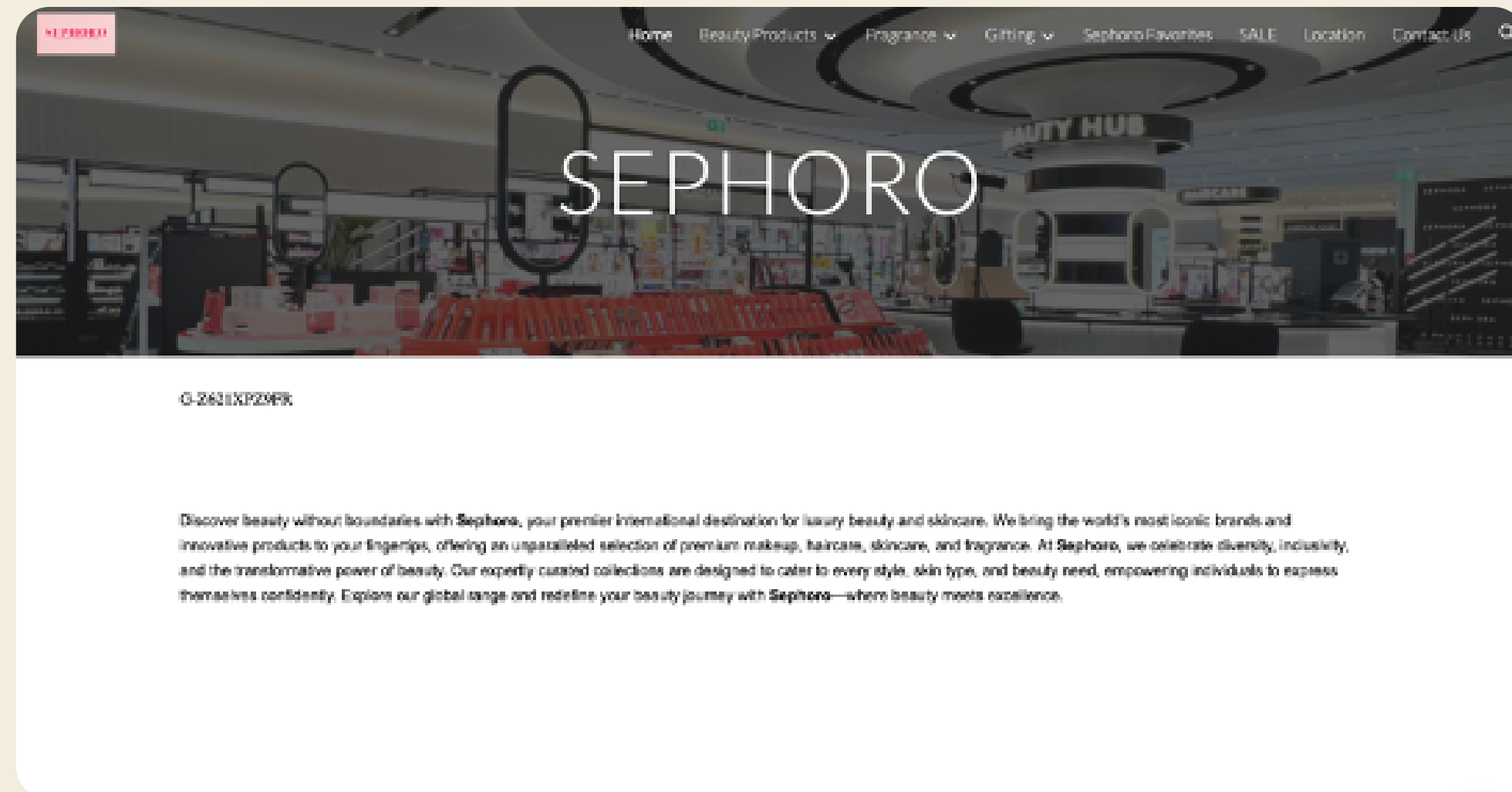


OWNED MEDIA

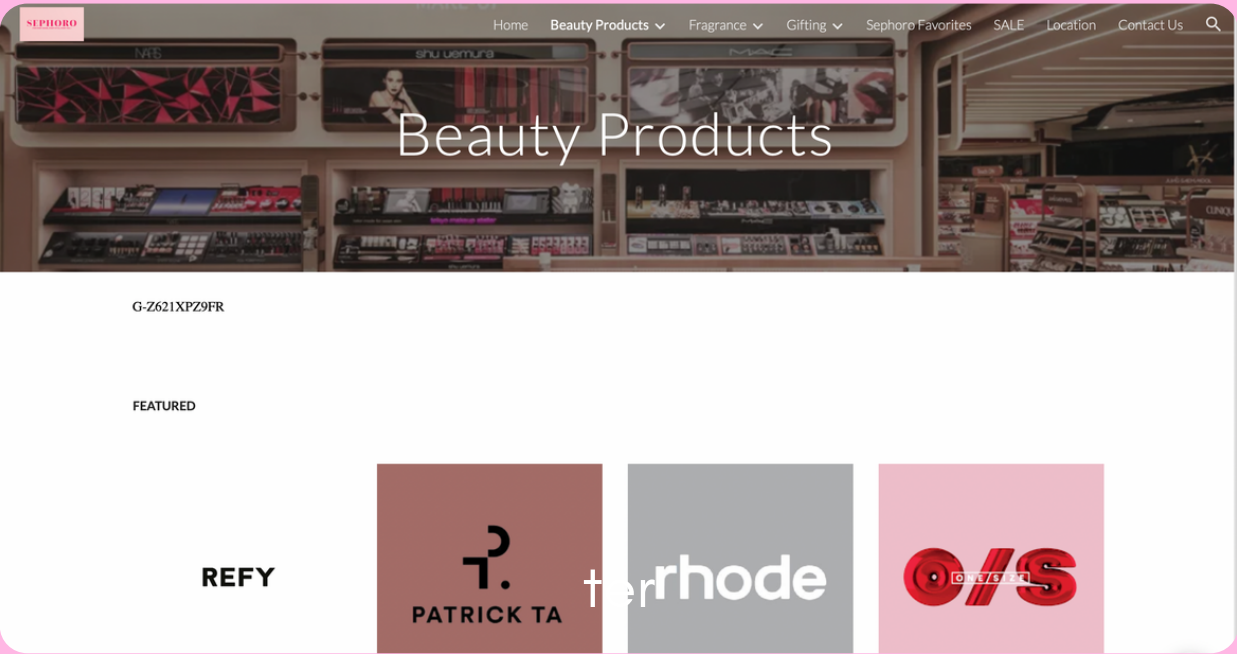
Sephoro utilizes its owned media channels to create a controlled brand experience, that captivates existing customers and entices potential ones with top notch and consistent content.

The company website is designed to be the core of Sephoro's presence, crafted for a visually appealing experience that combines elegance with practicality.

SEPHORO WEBSITE

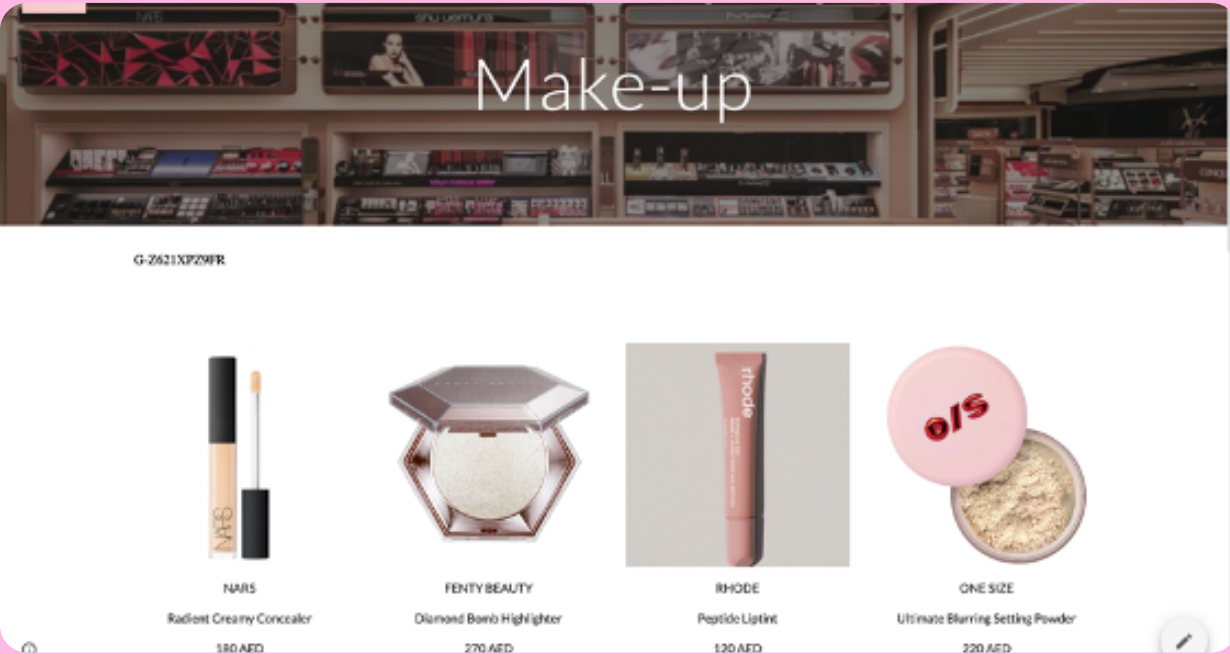


SEPHORO WEBSITE: Beauty Products

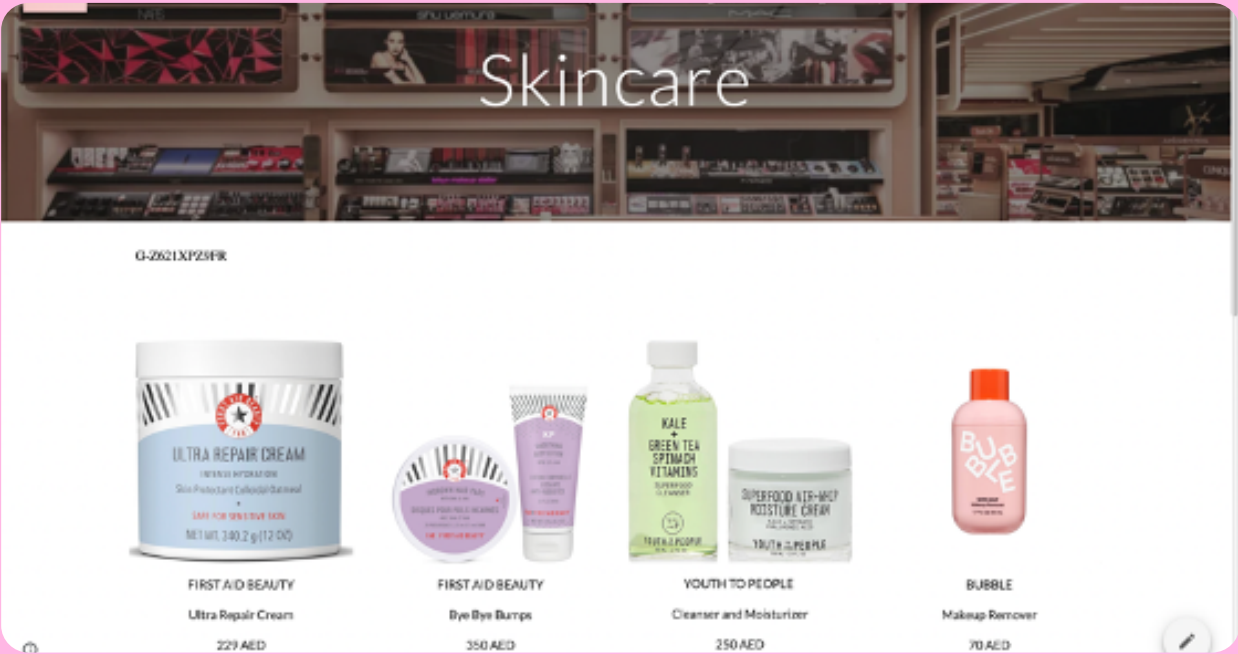


Beauty Products Landing Page

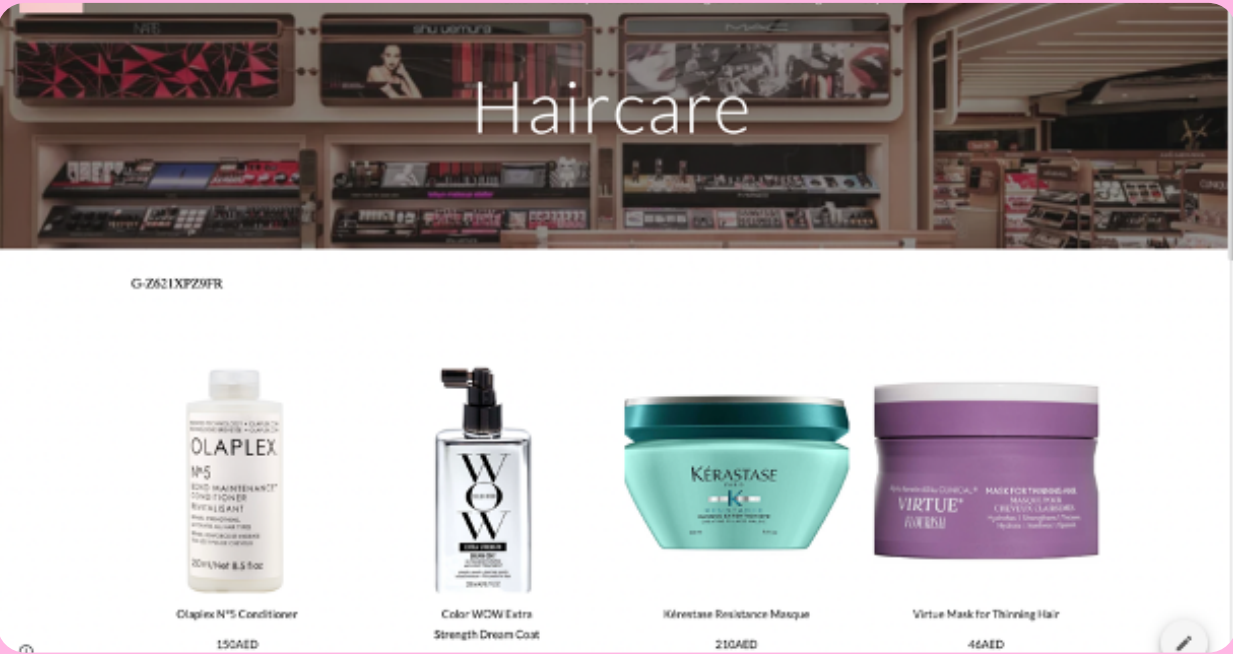
Makeup



Skin Care

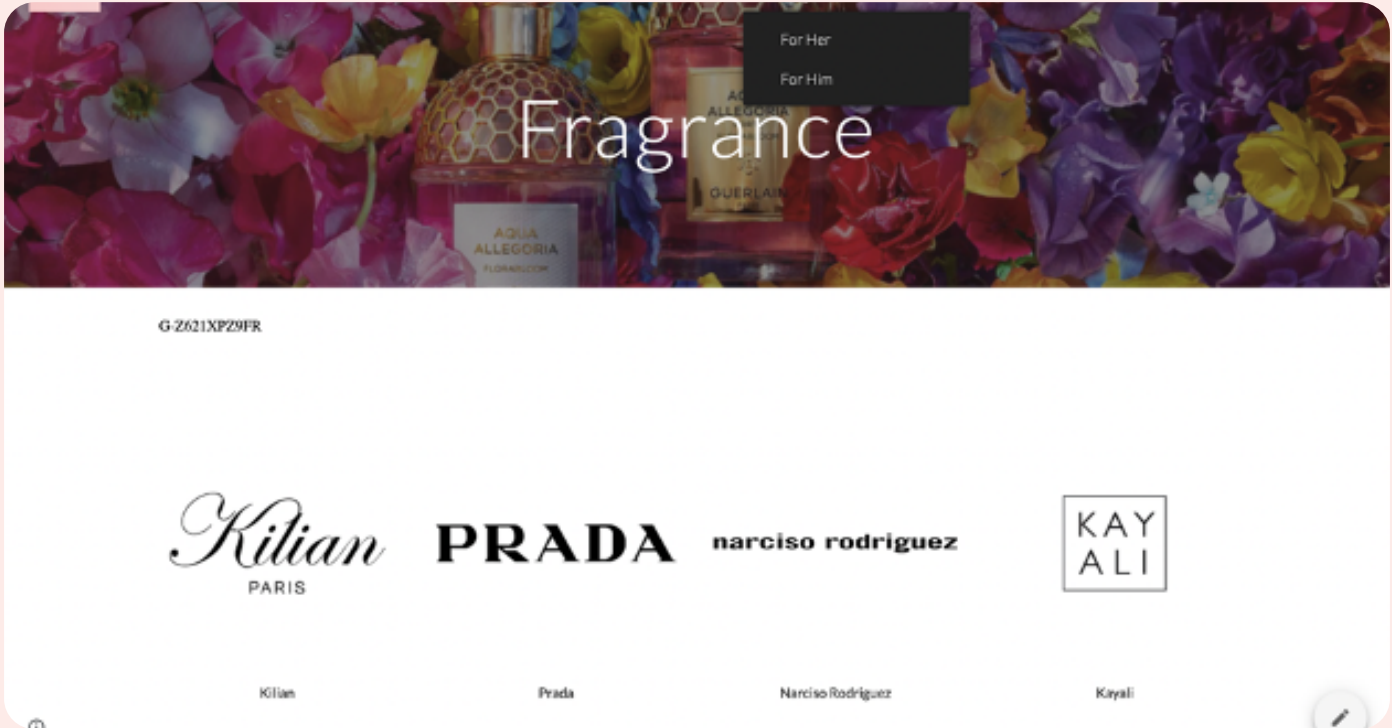


Hair Care



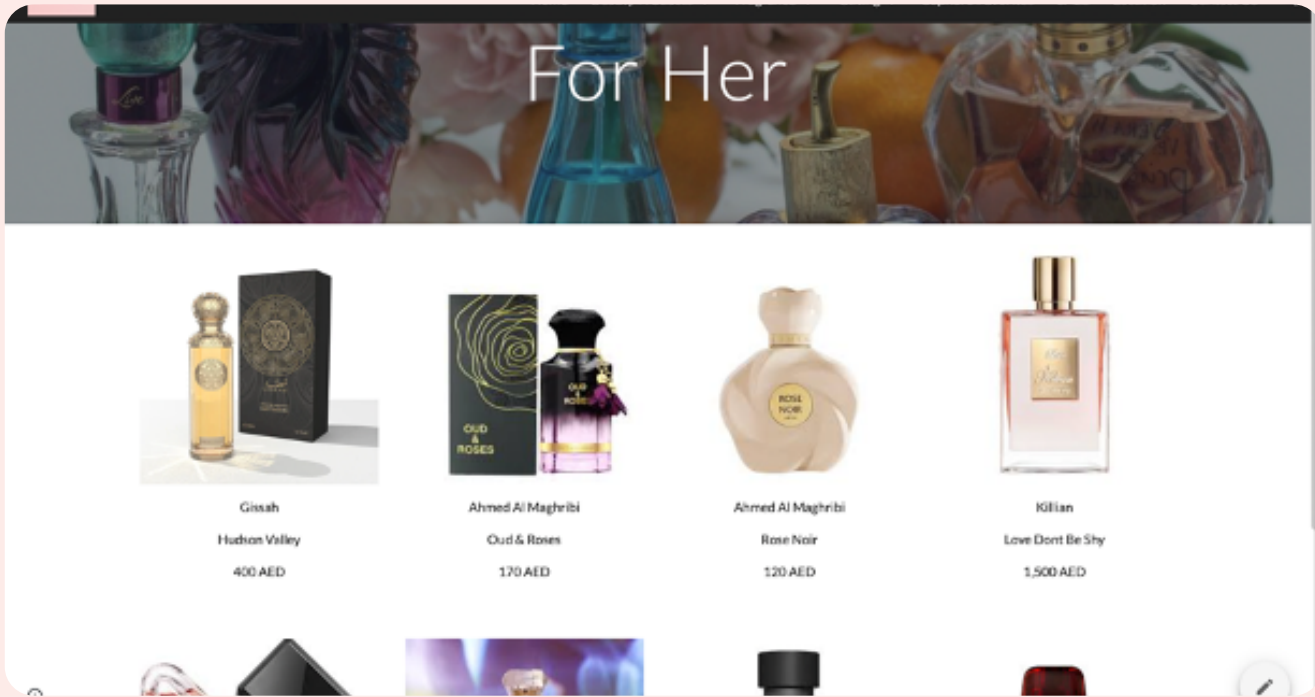
SEPHORO WEBSITE

Fragrance

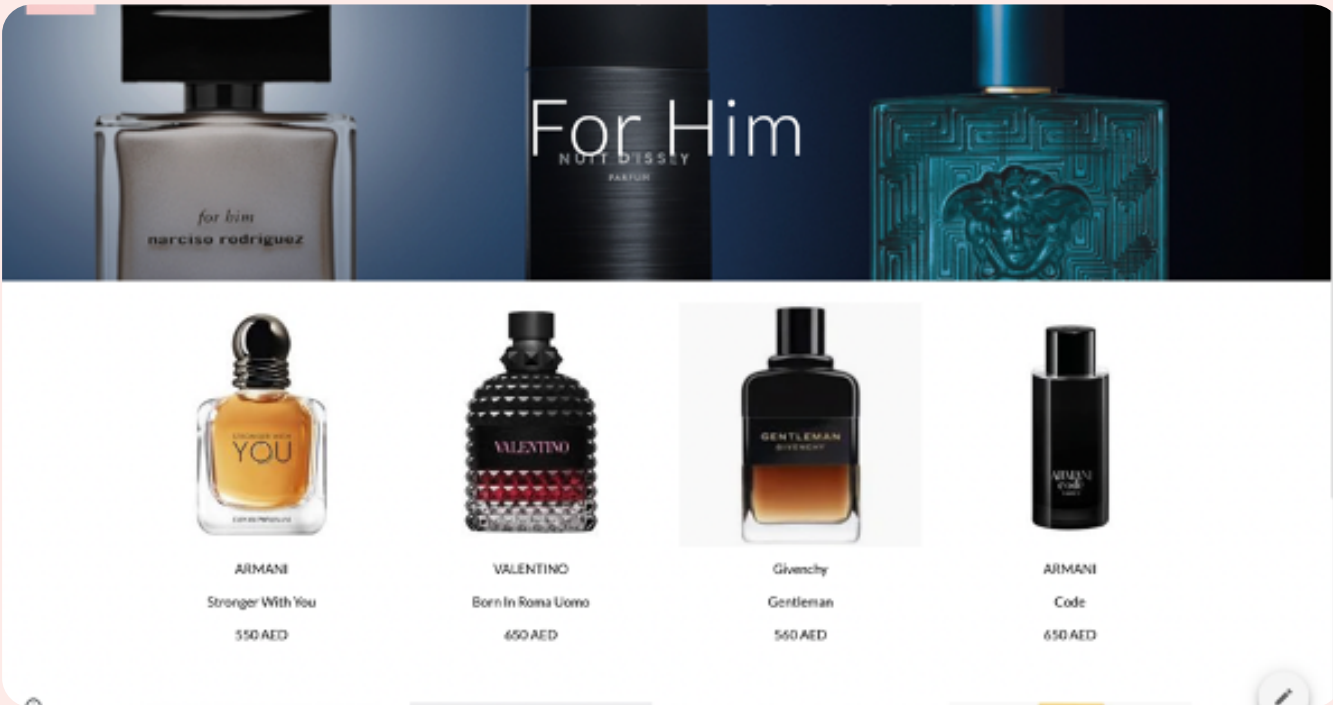


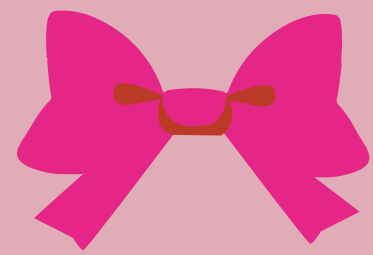
Fragrance Landing Page

Fragrance for Her



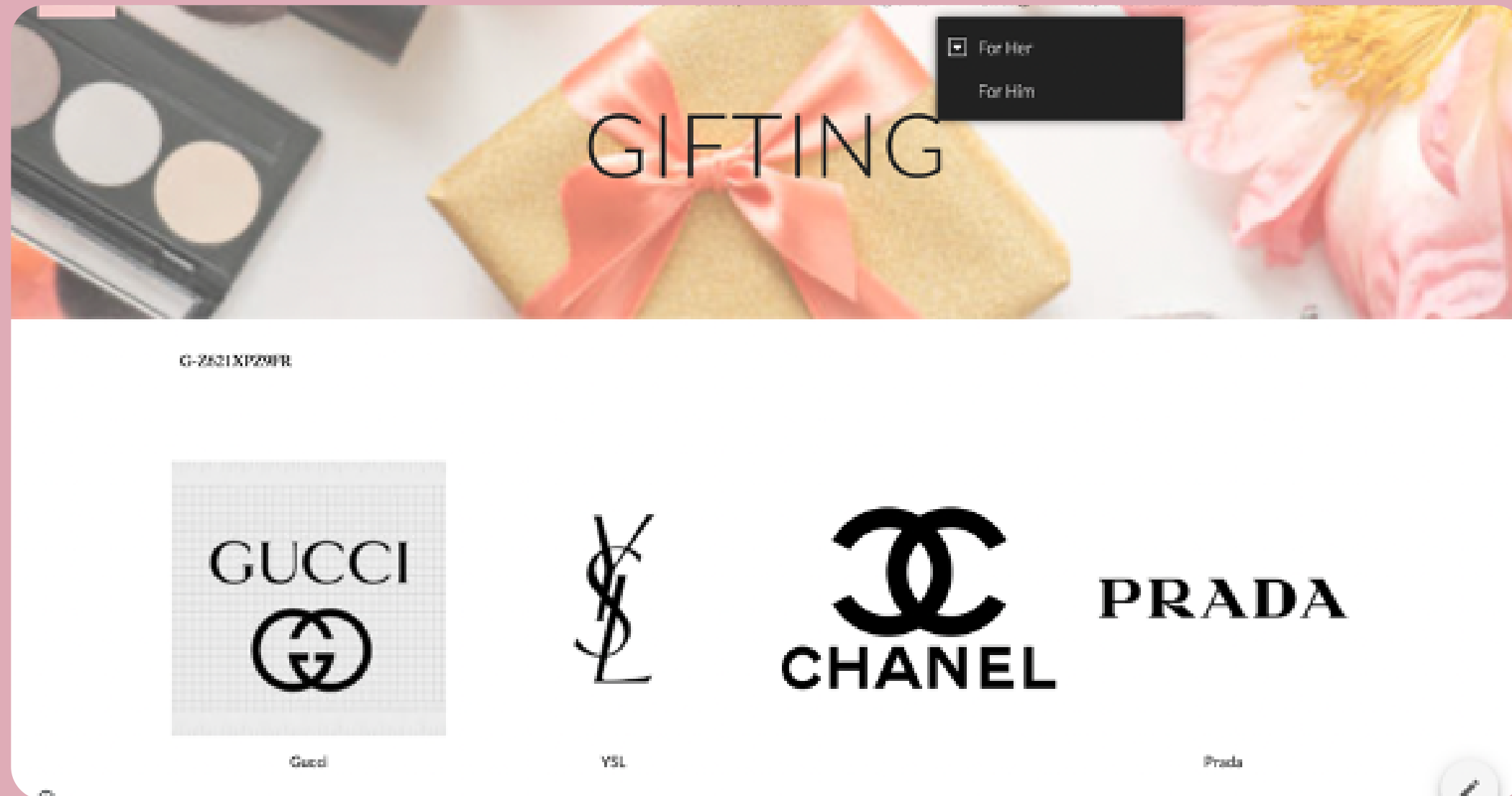
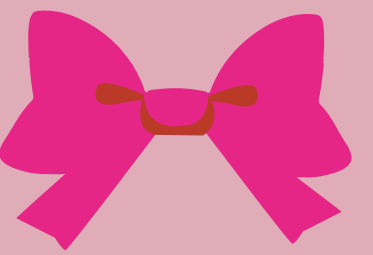
Fragrance For Him



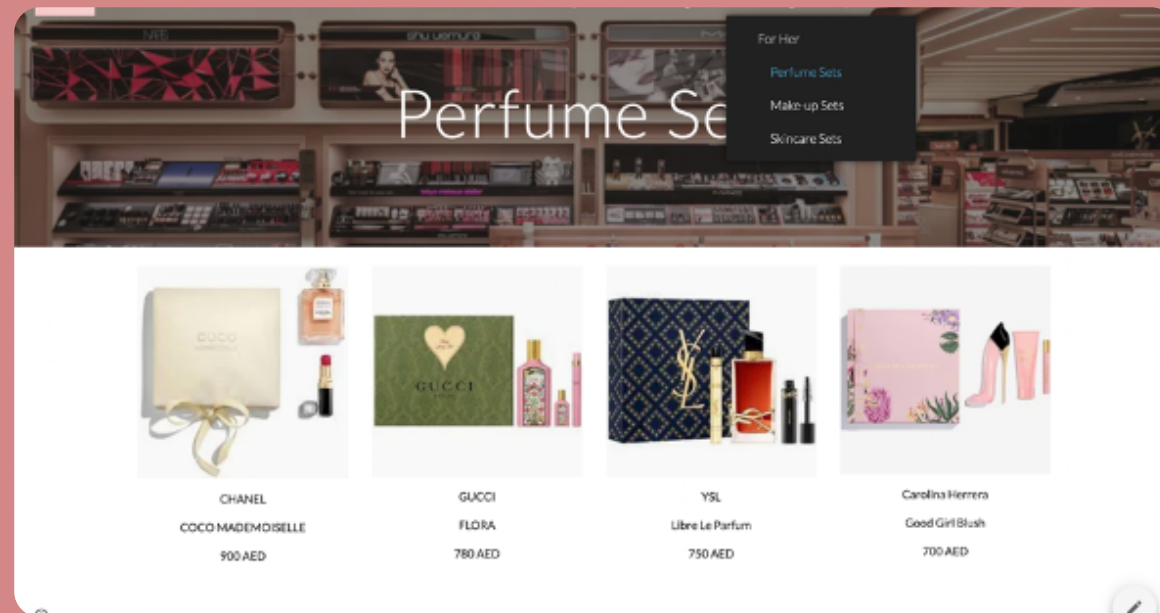


SEPHORO WEBSITE

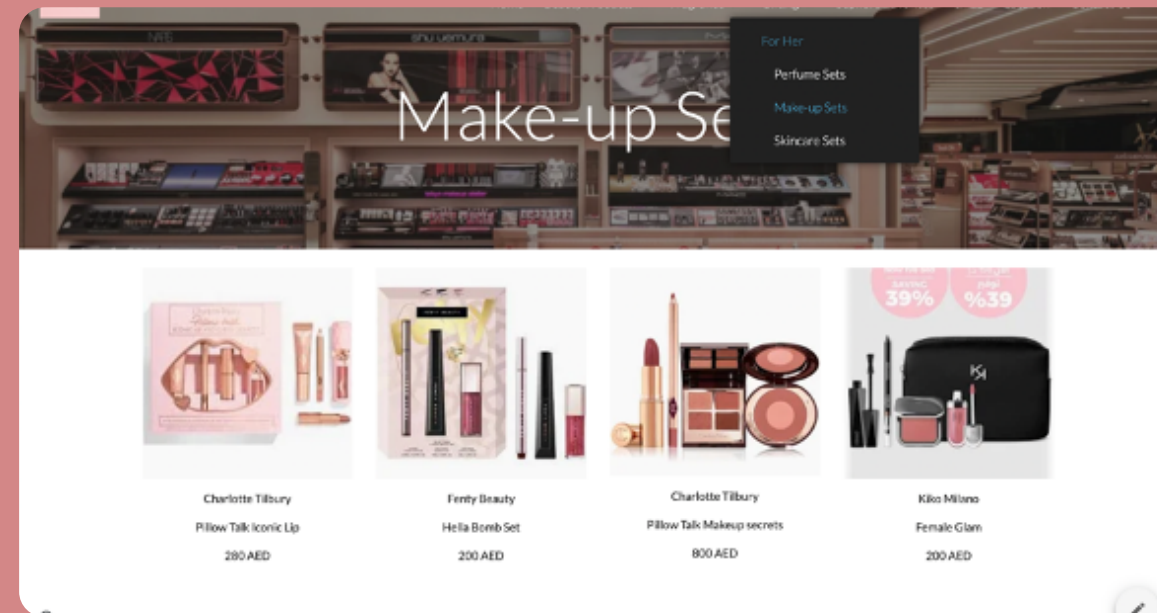
Gifting



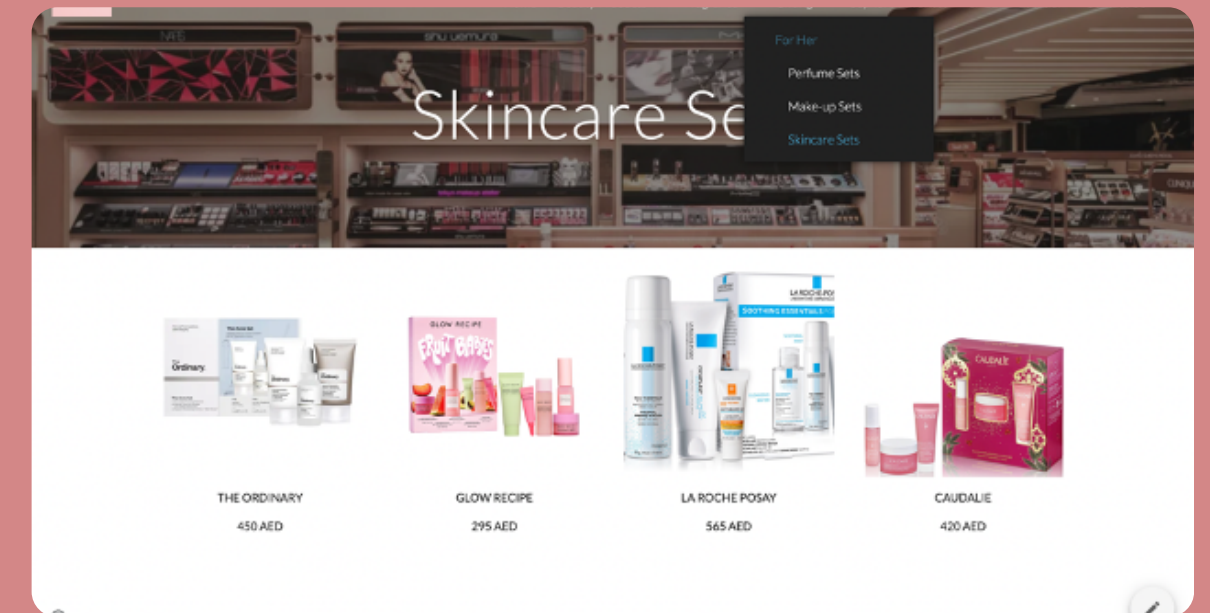
✦ Gifting For Her ✦



Perfume Sets For Her



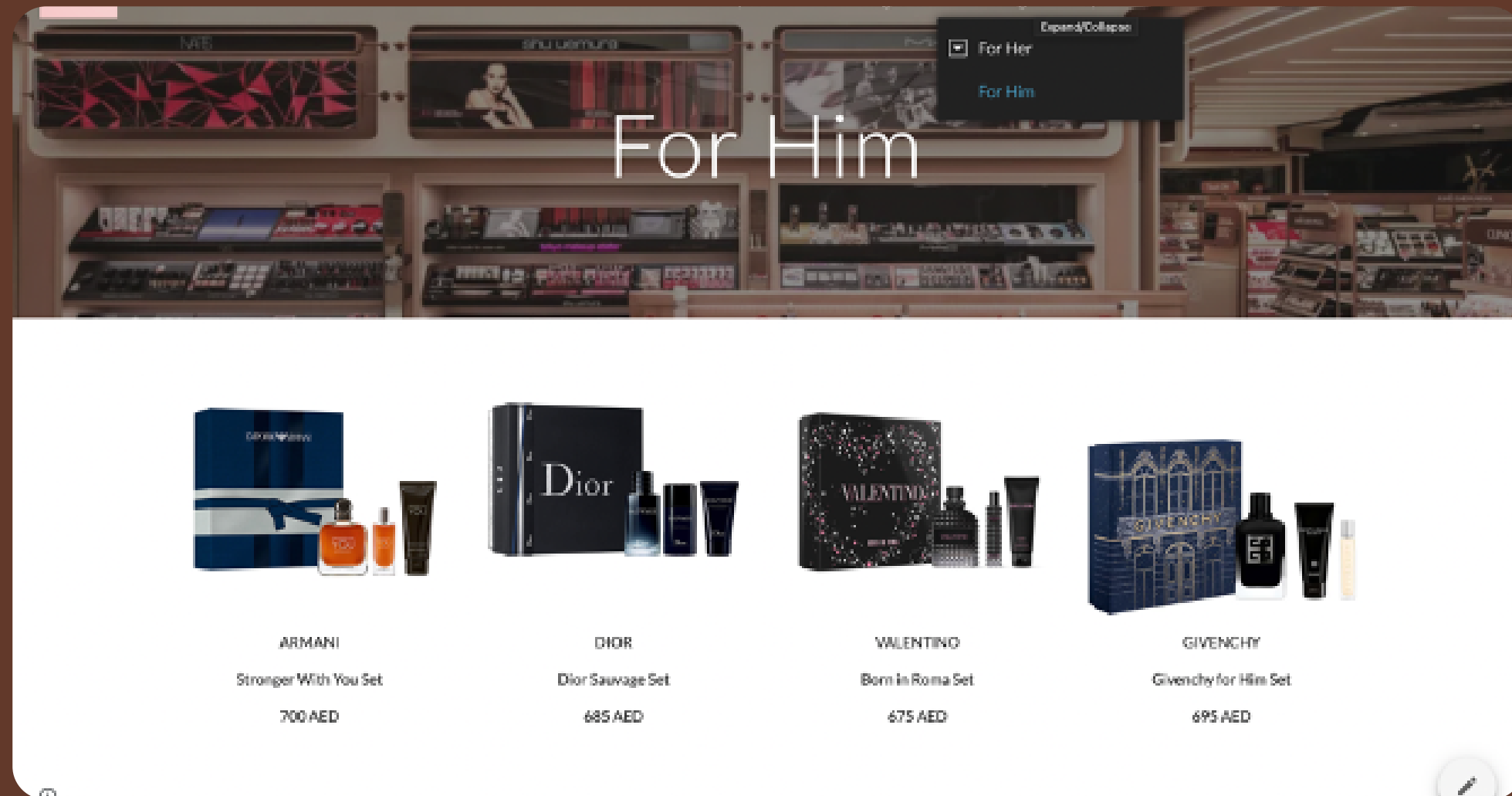
Makeup Sets For Her



Skin Care Sets For Her



Gifting For Him

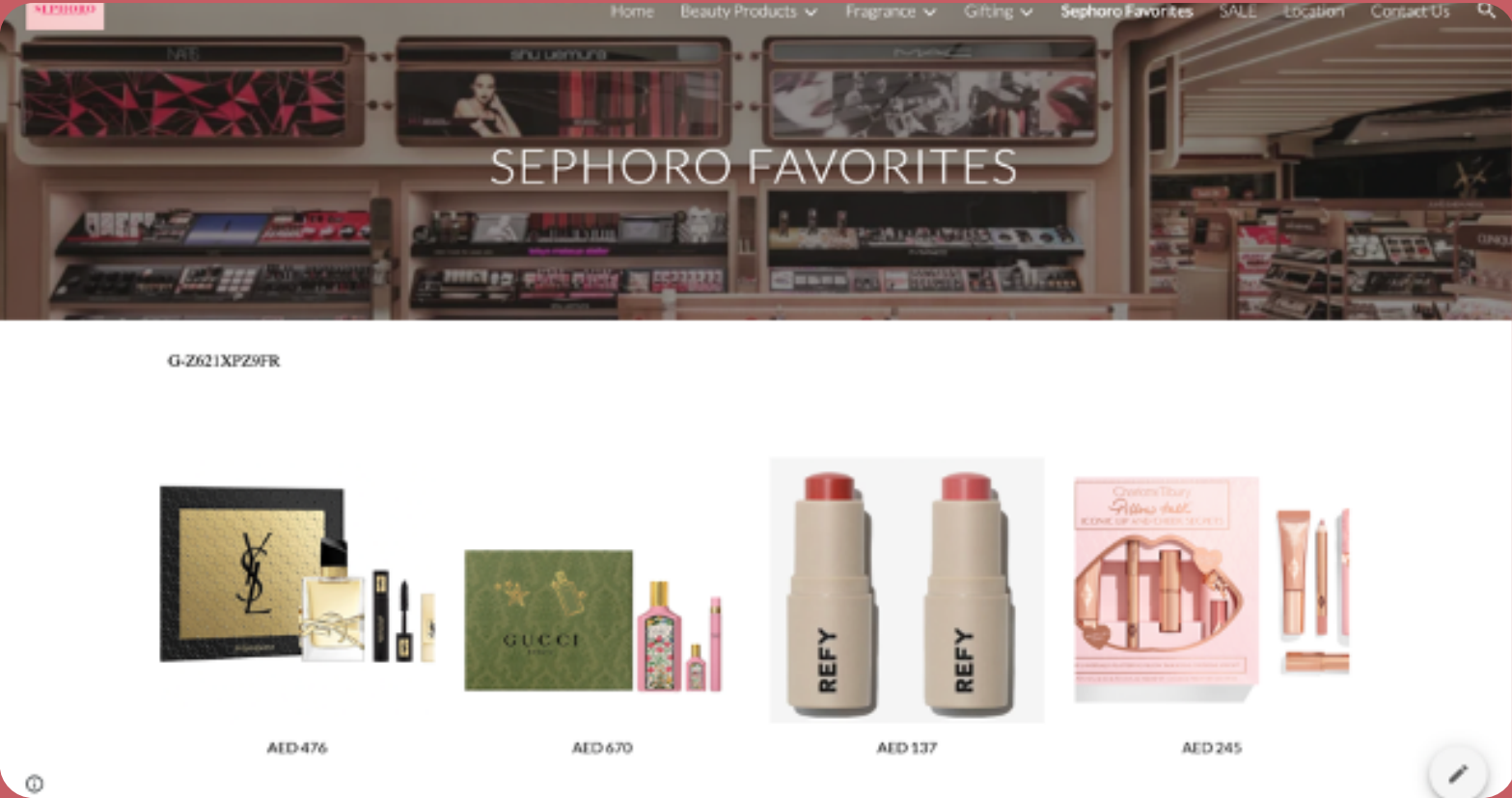


Perfume Sets For Him



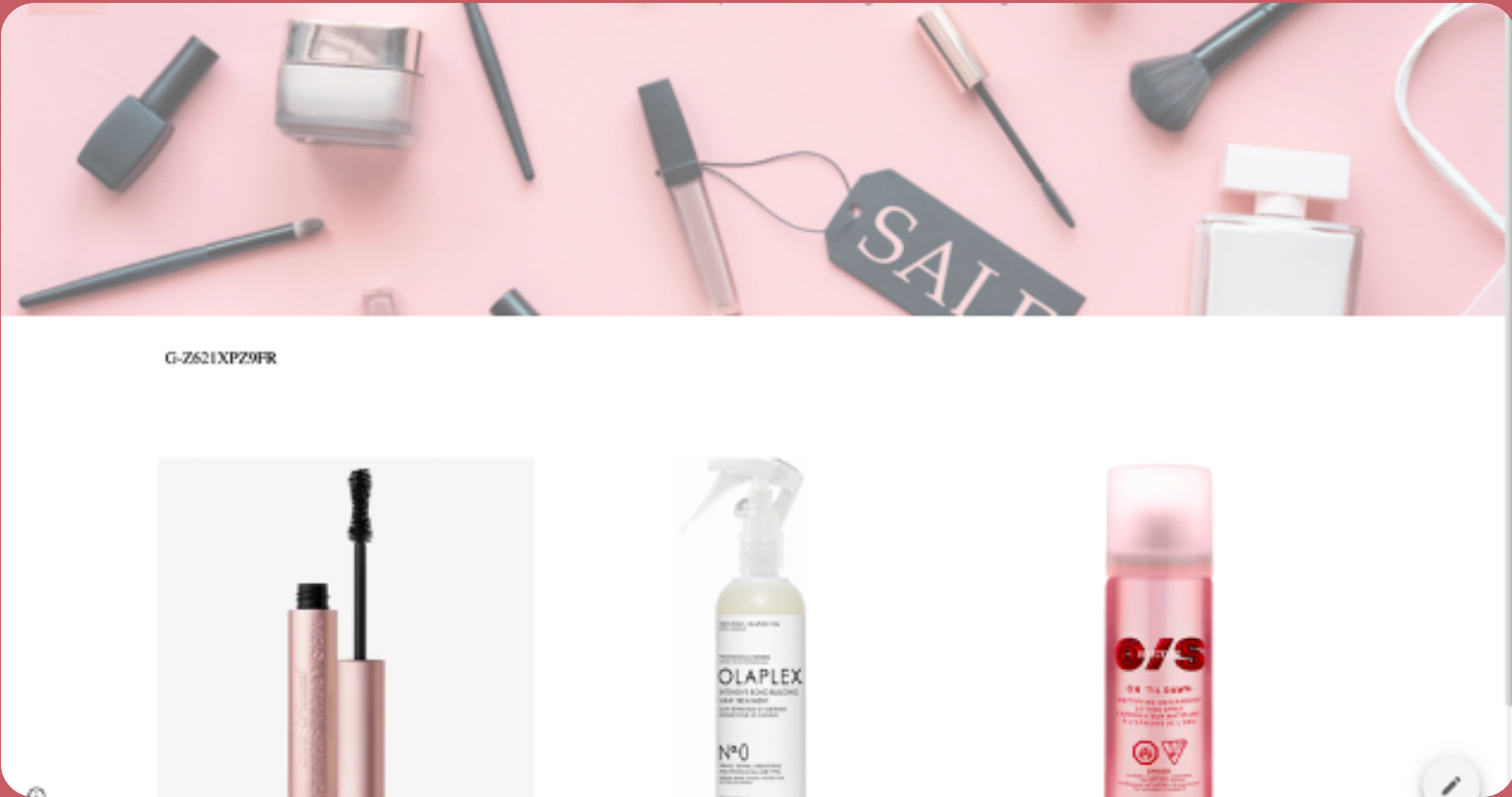
SEPHORO WEBSITE

Sephoro Favorites



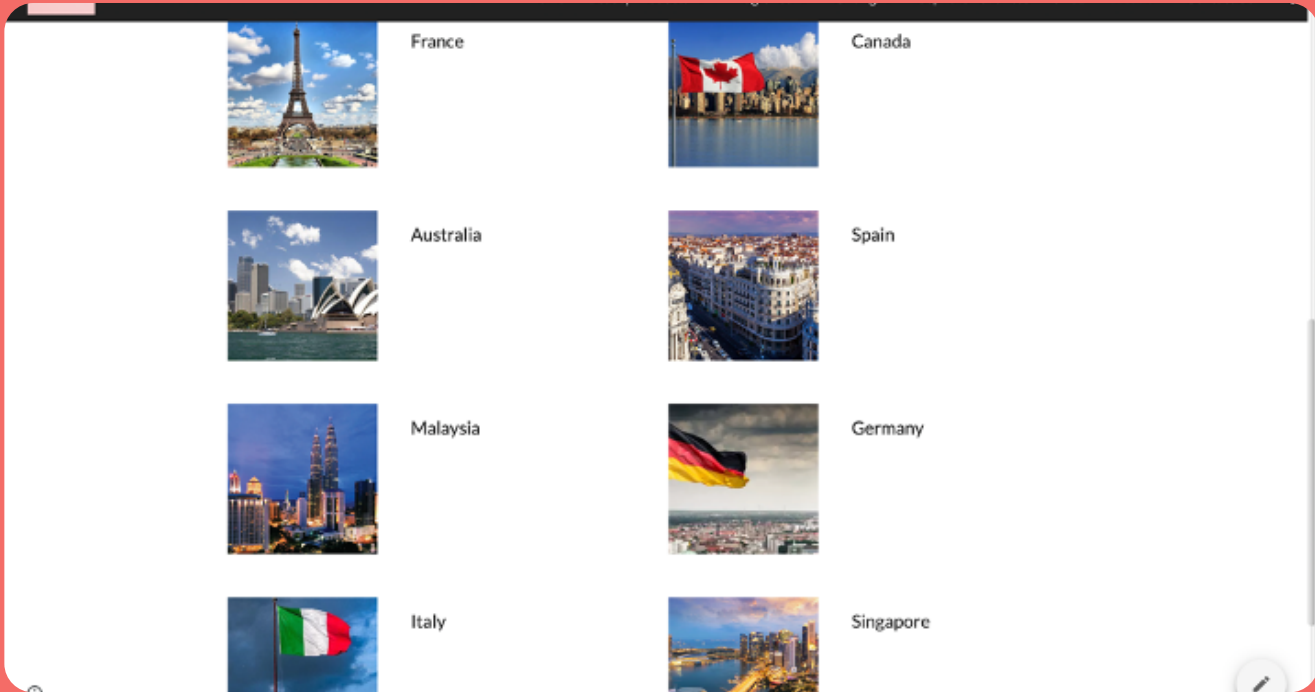
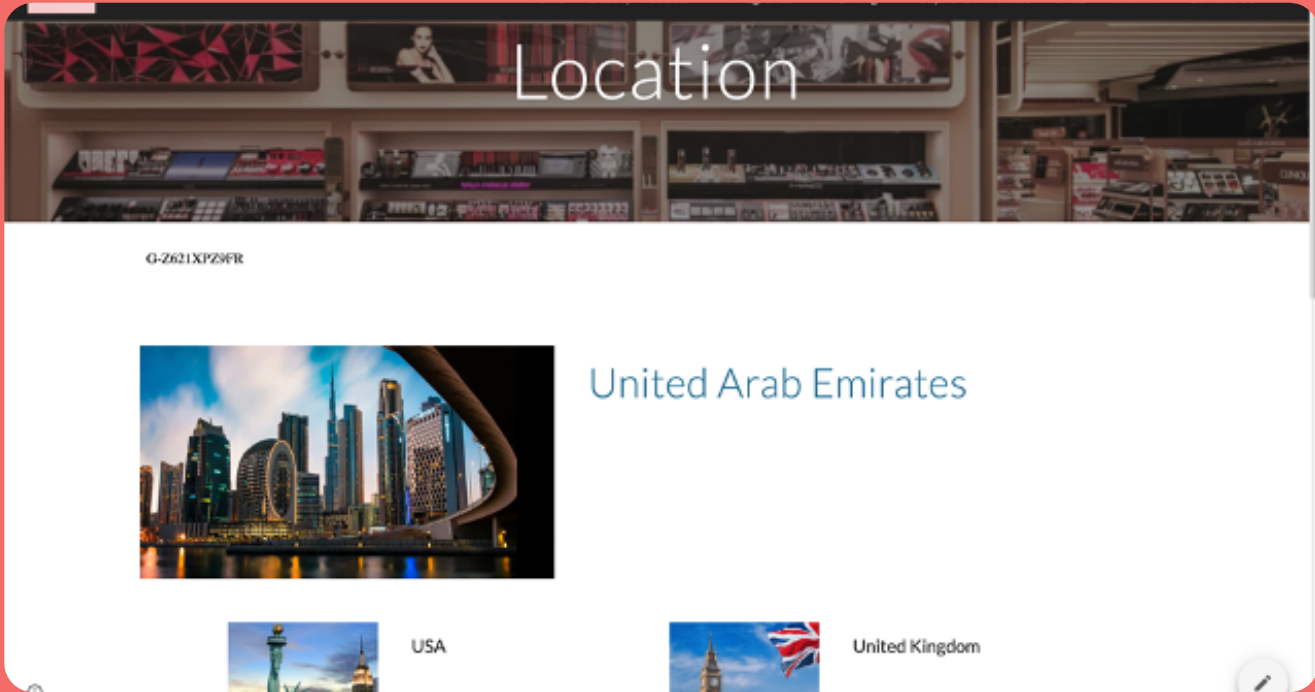
SEPHORO WEBSITE

Sale



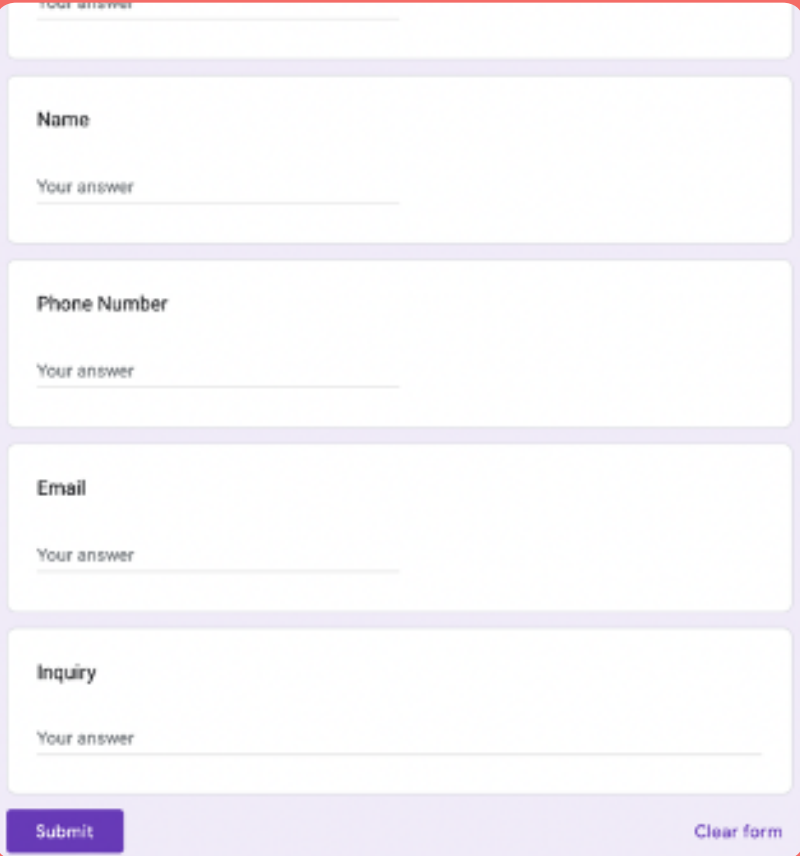
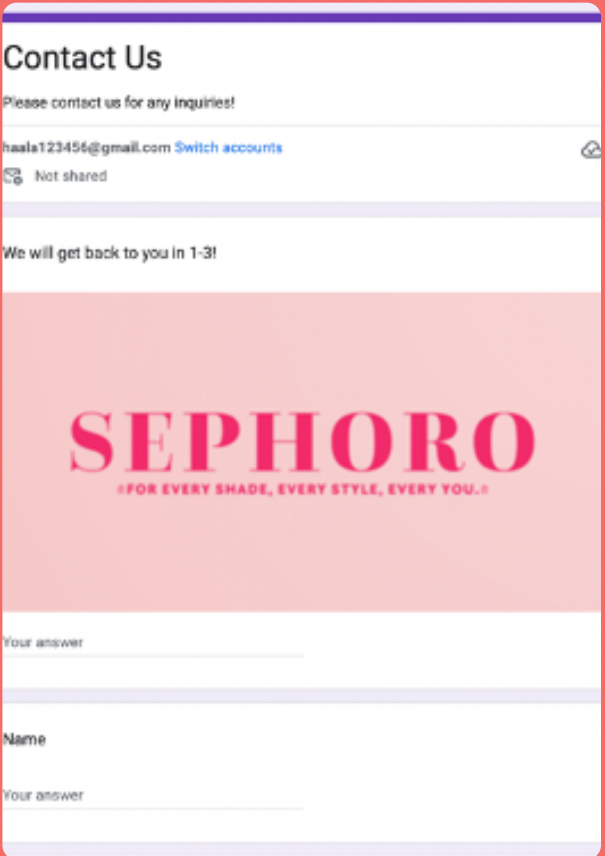
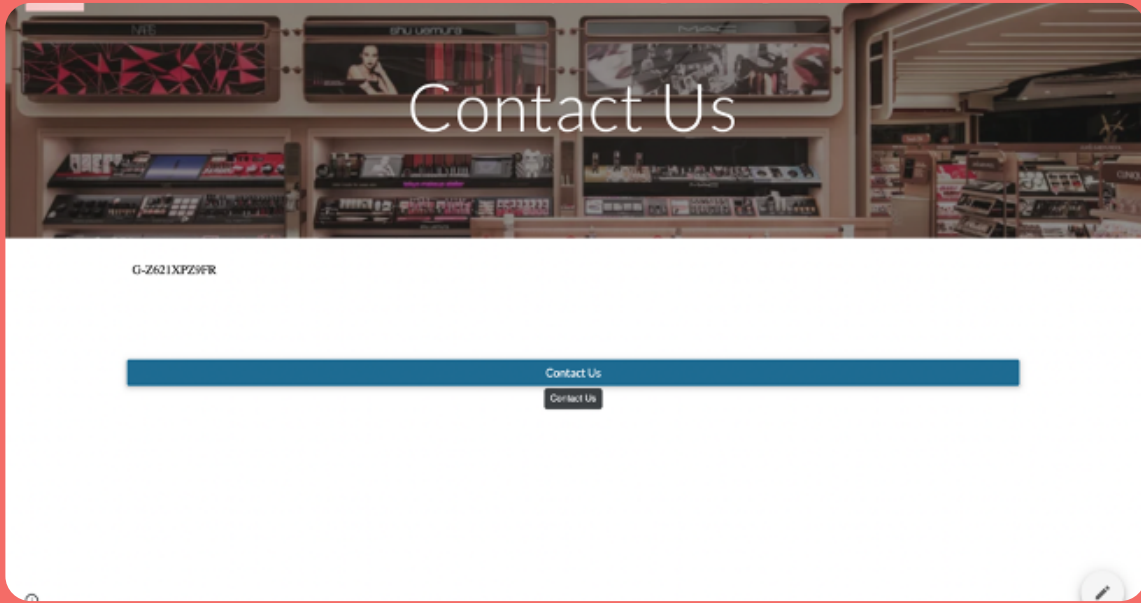
SEPHORO WEBSITE

Locations

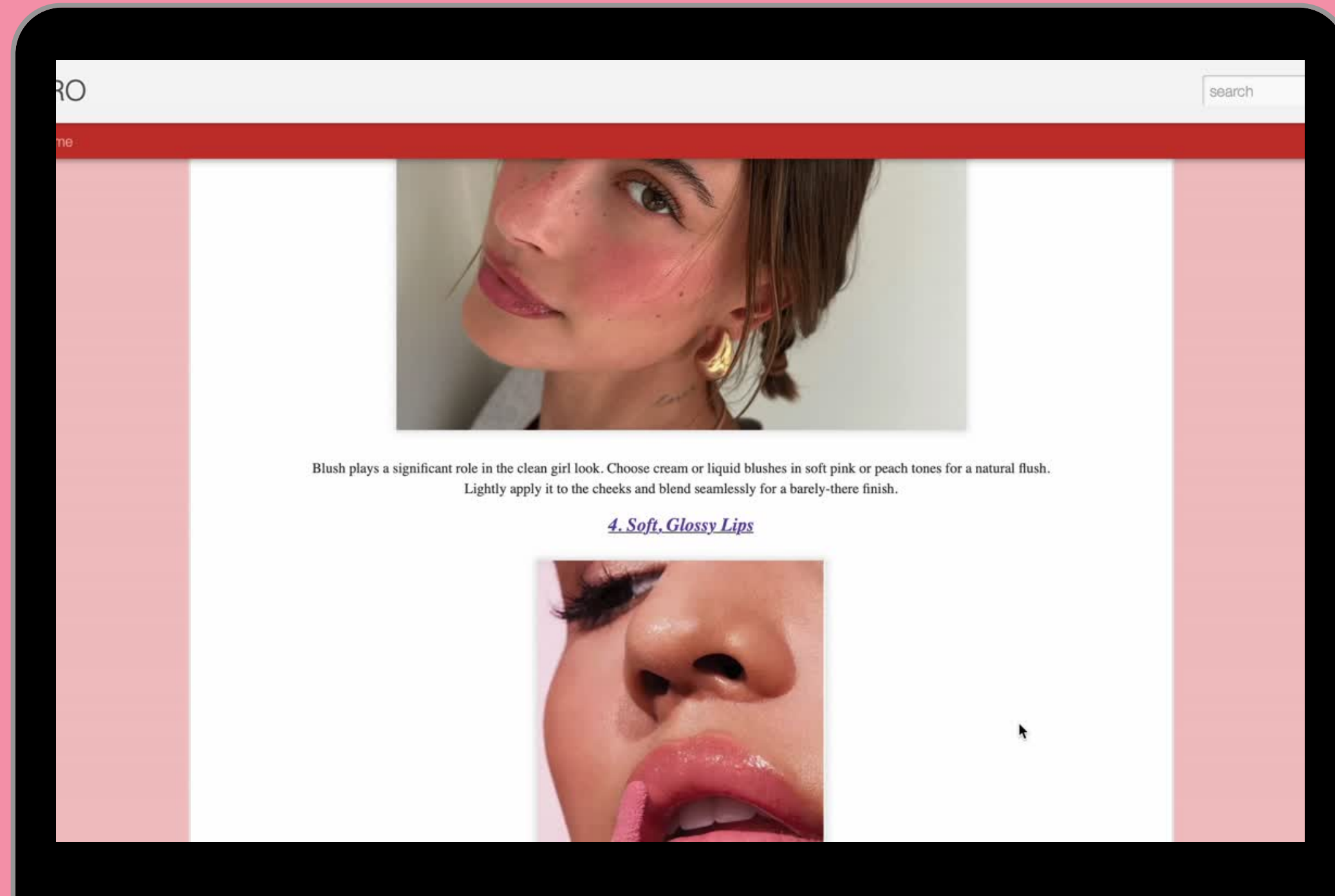


SEPHORO WEBSITE

Contact Us



SEPHORO BEAUTY BLOG

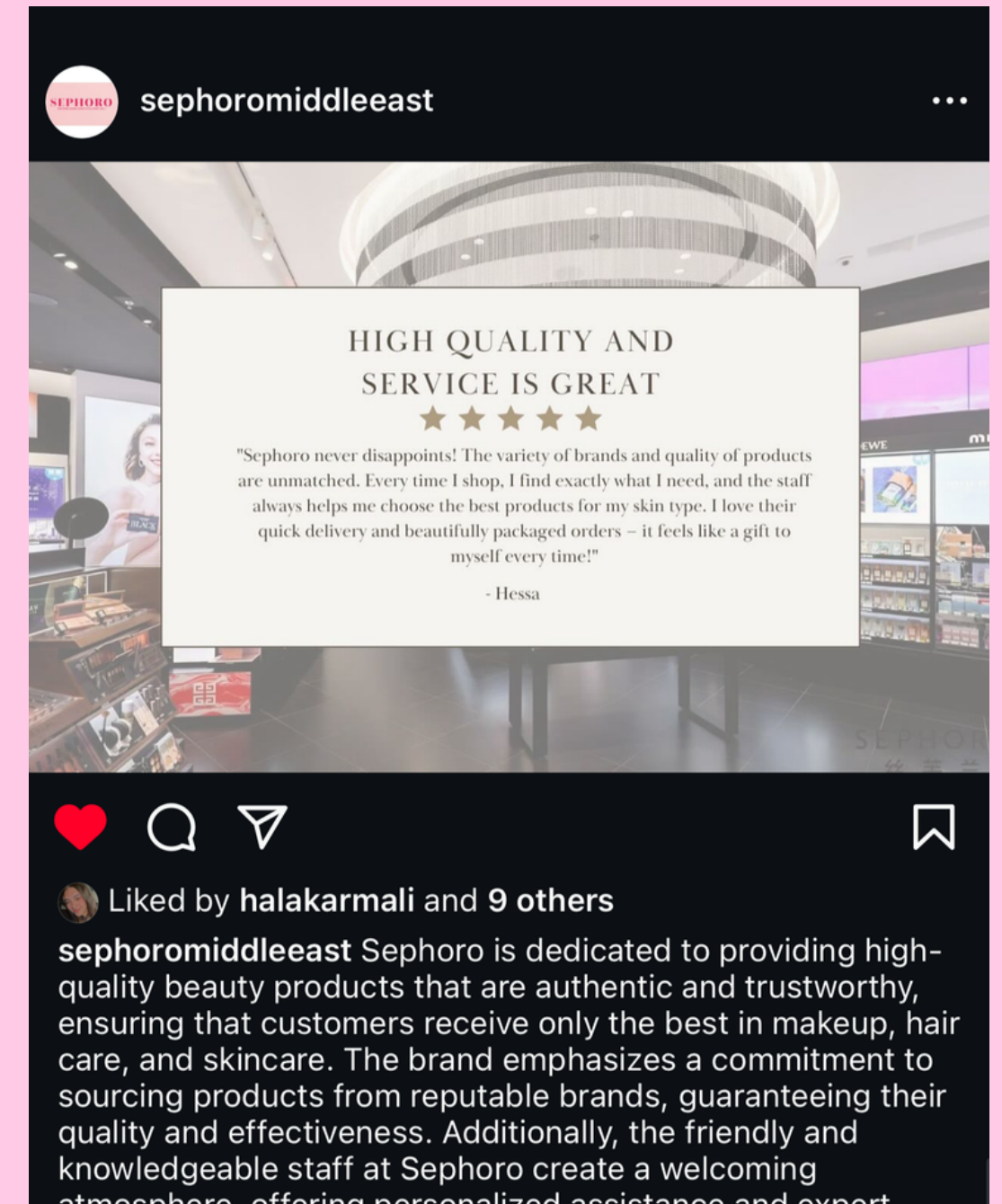
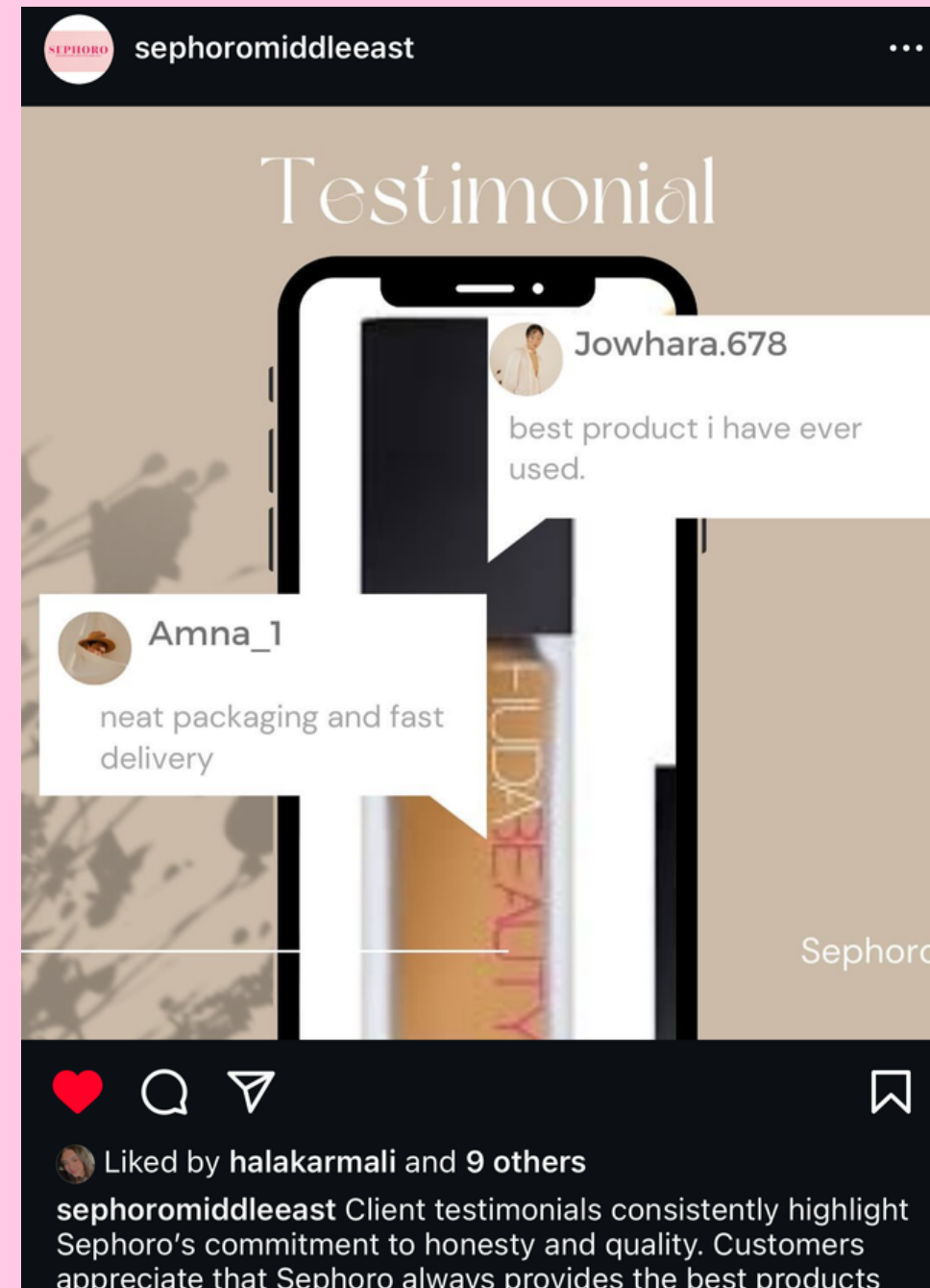


Earned Media

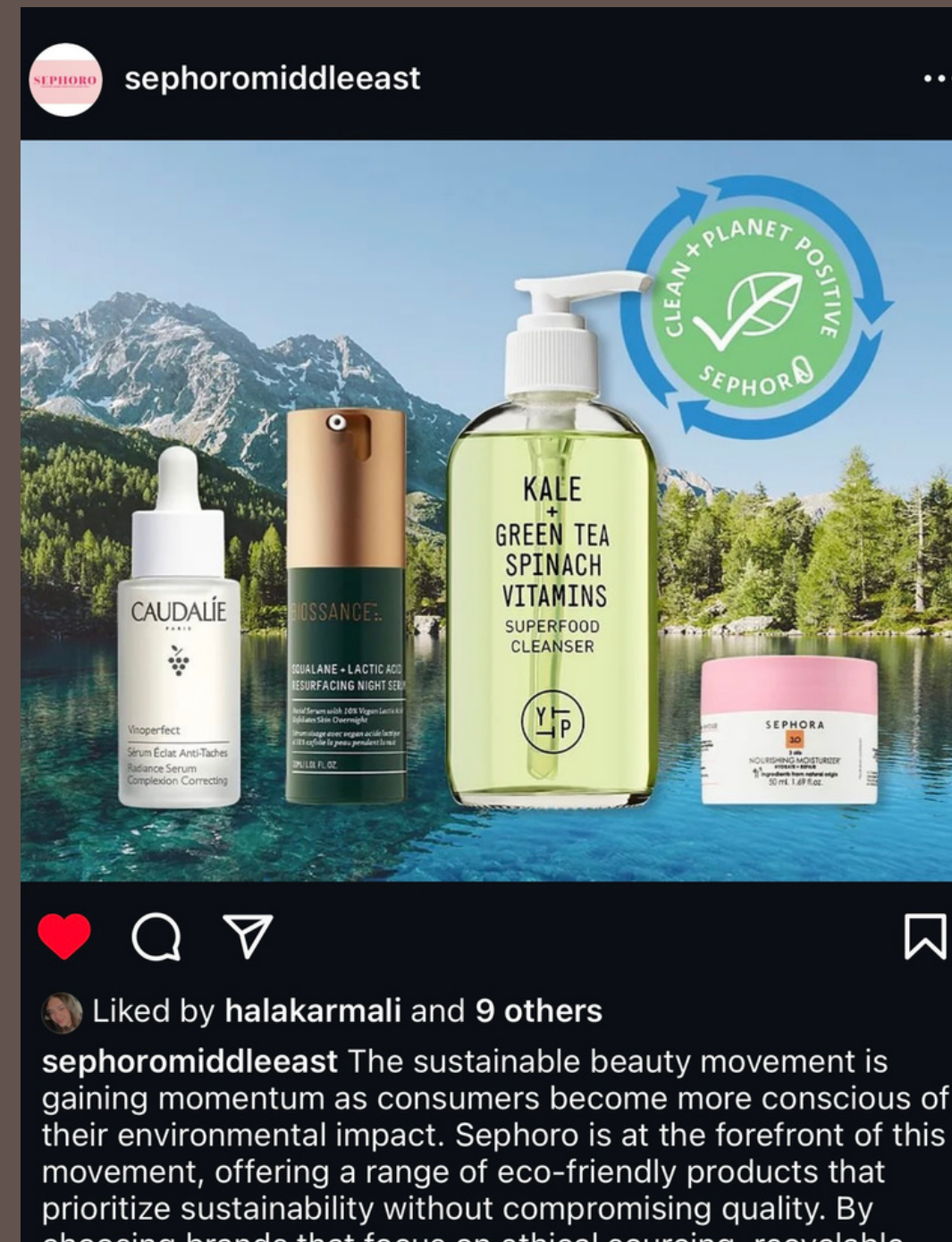
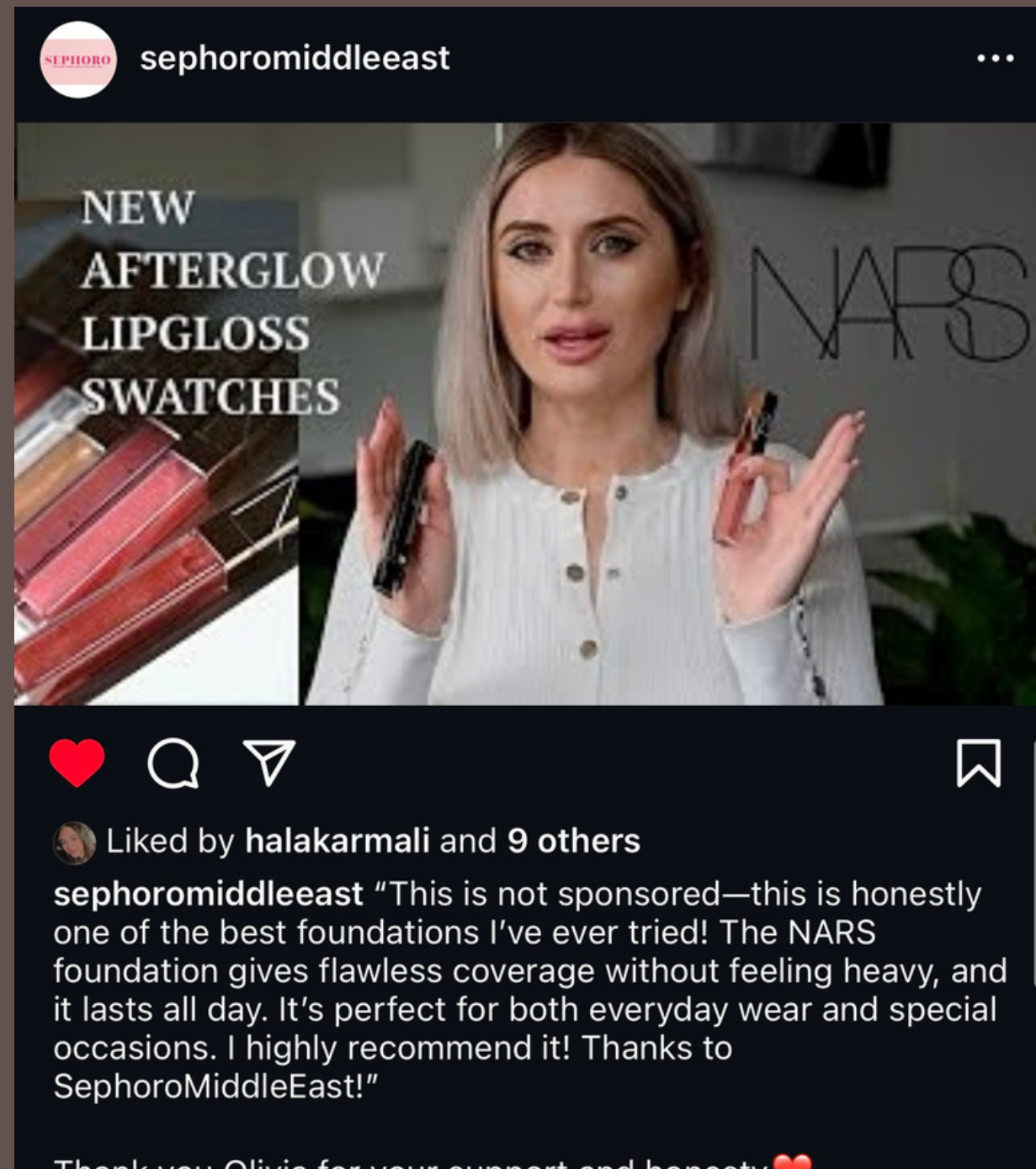
Earned media plays a very important role in Sephora's marketing strategy. It allows the brand to build trust by showing honest customer reviews and influencer engagement across many different platforms. Unlike paid or owned media, earned media is based on reviews, testimonials, reposts, and challenges. It reflects genuine consumer enthusiasm and loyalty.



Earned Media– Posts

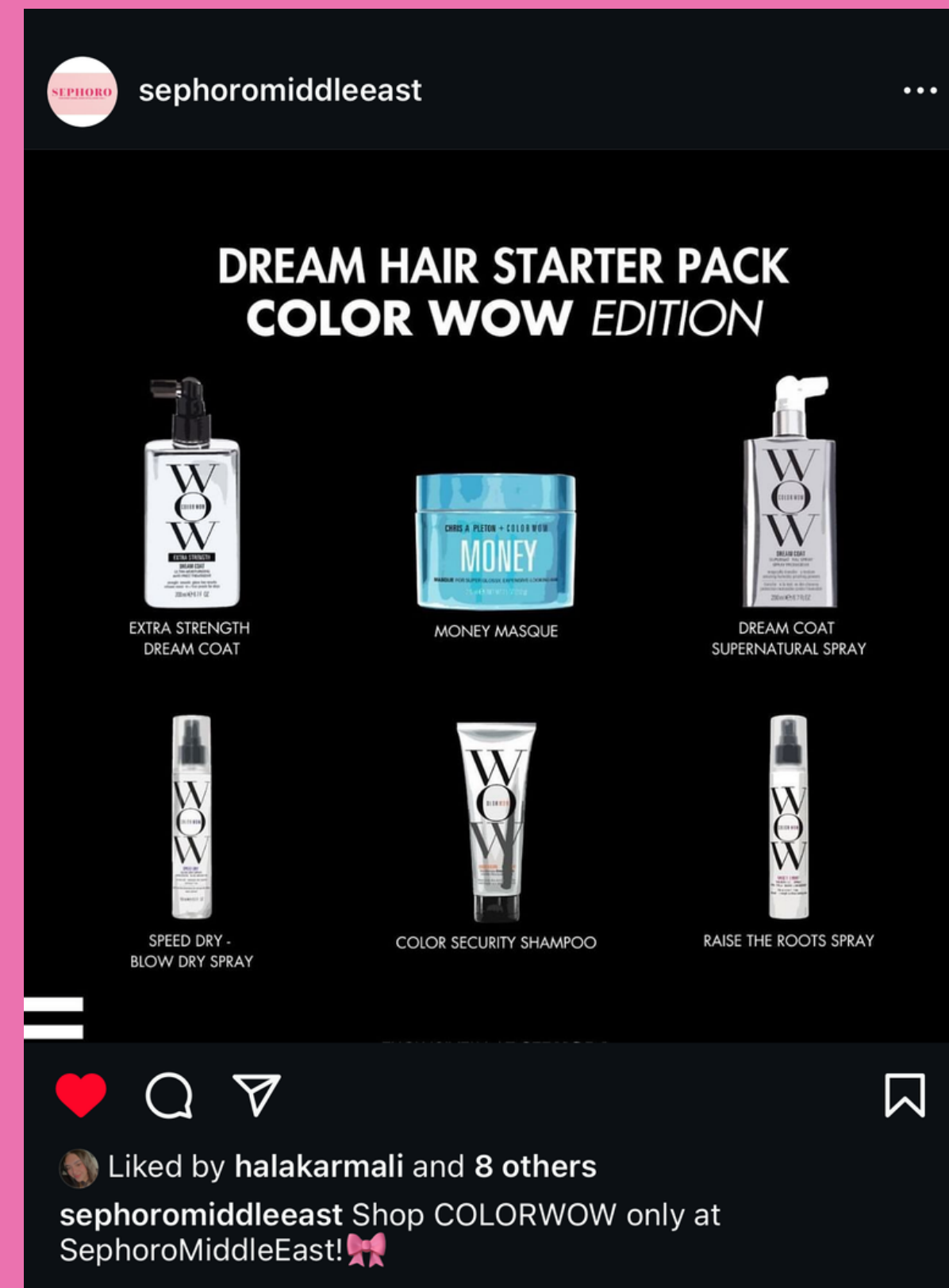
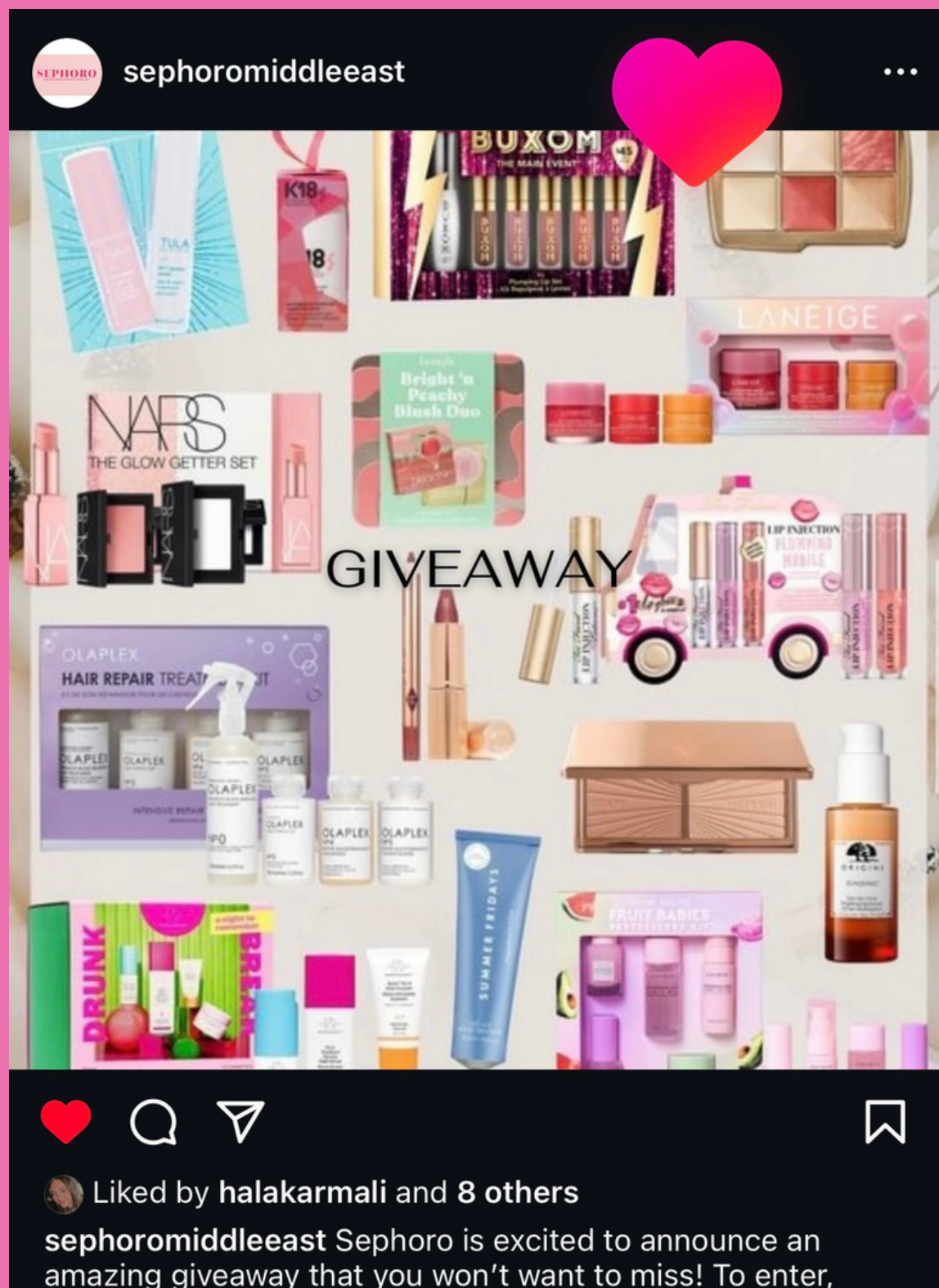


Earned Media– Posts

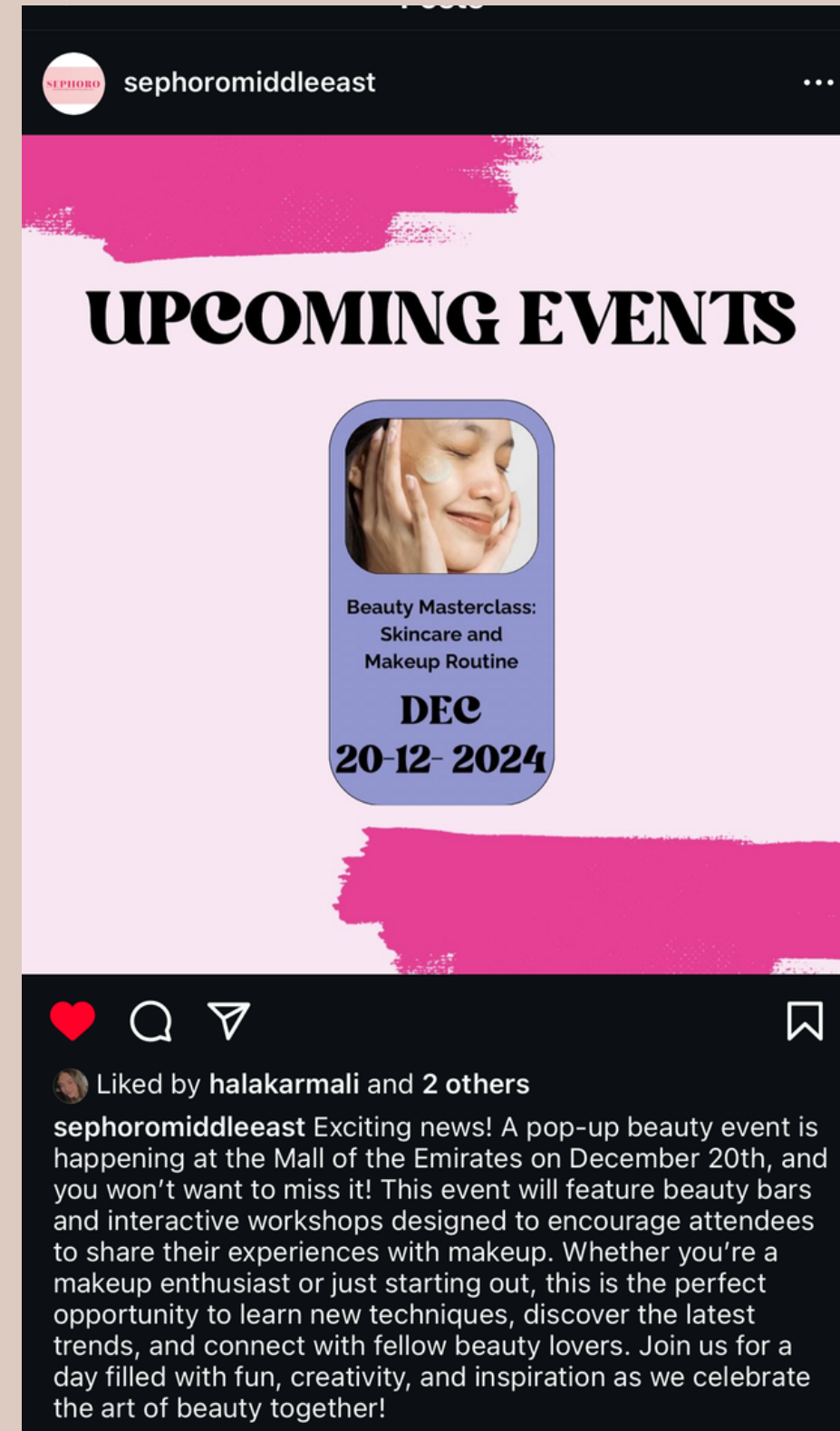
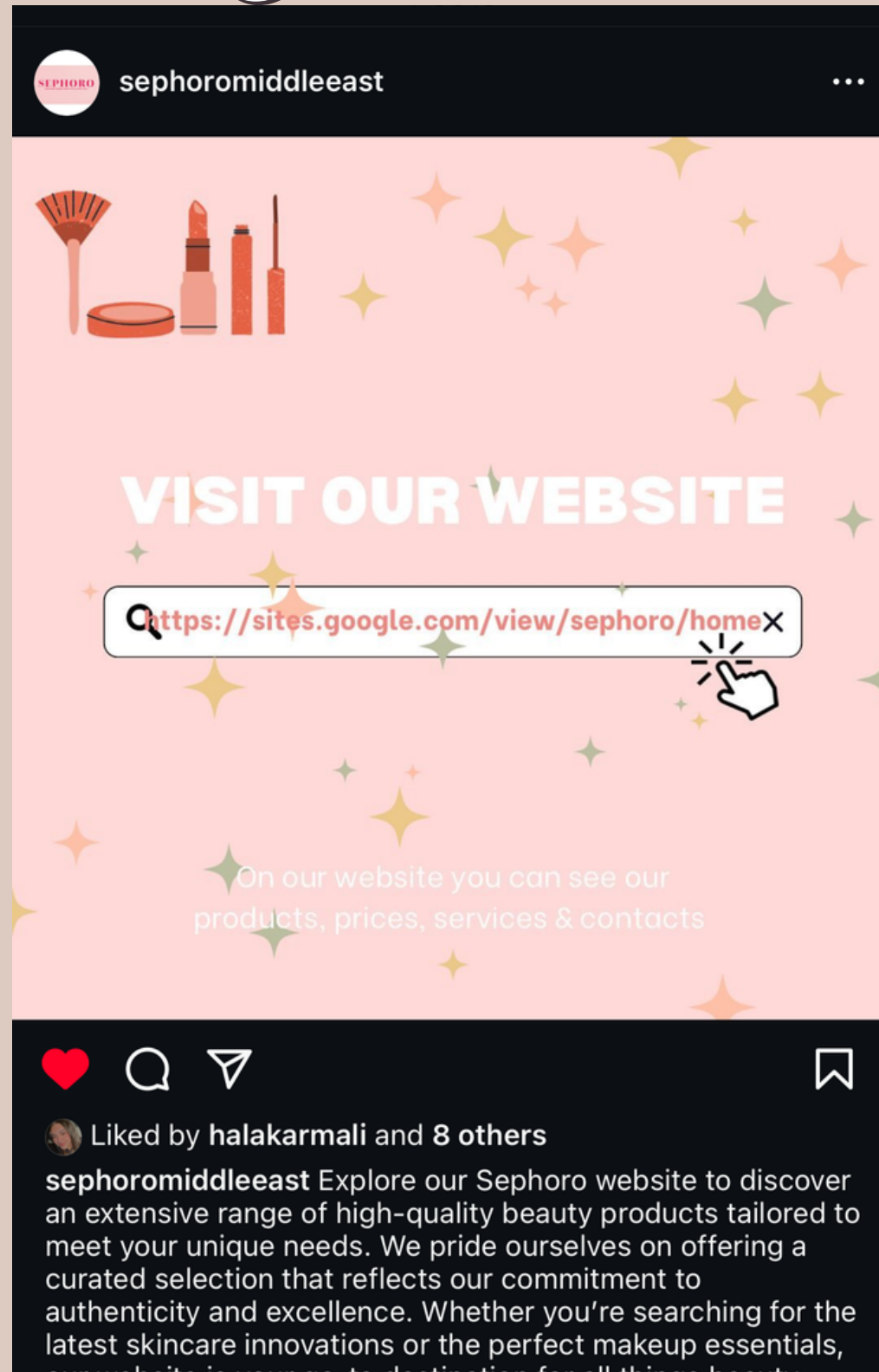




Earned Media- Posts



Earned Media– Posts



Sharing posts on both Instagram and TikTok expanded reach, engaging a wider audience and building trust across platforms. This strategy proved how earned media can create meaningful connections with customers while strengthening Sephora's brand image.



Paid Media Strategy



Paid media is an important part of digital marketing because it helps businesses like Sephora reach a larger audience quickly and effectively. Sephora used four types of Google Ads:

Search Ads

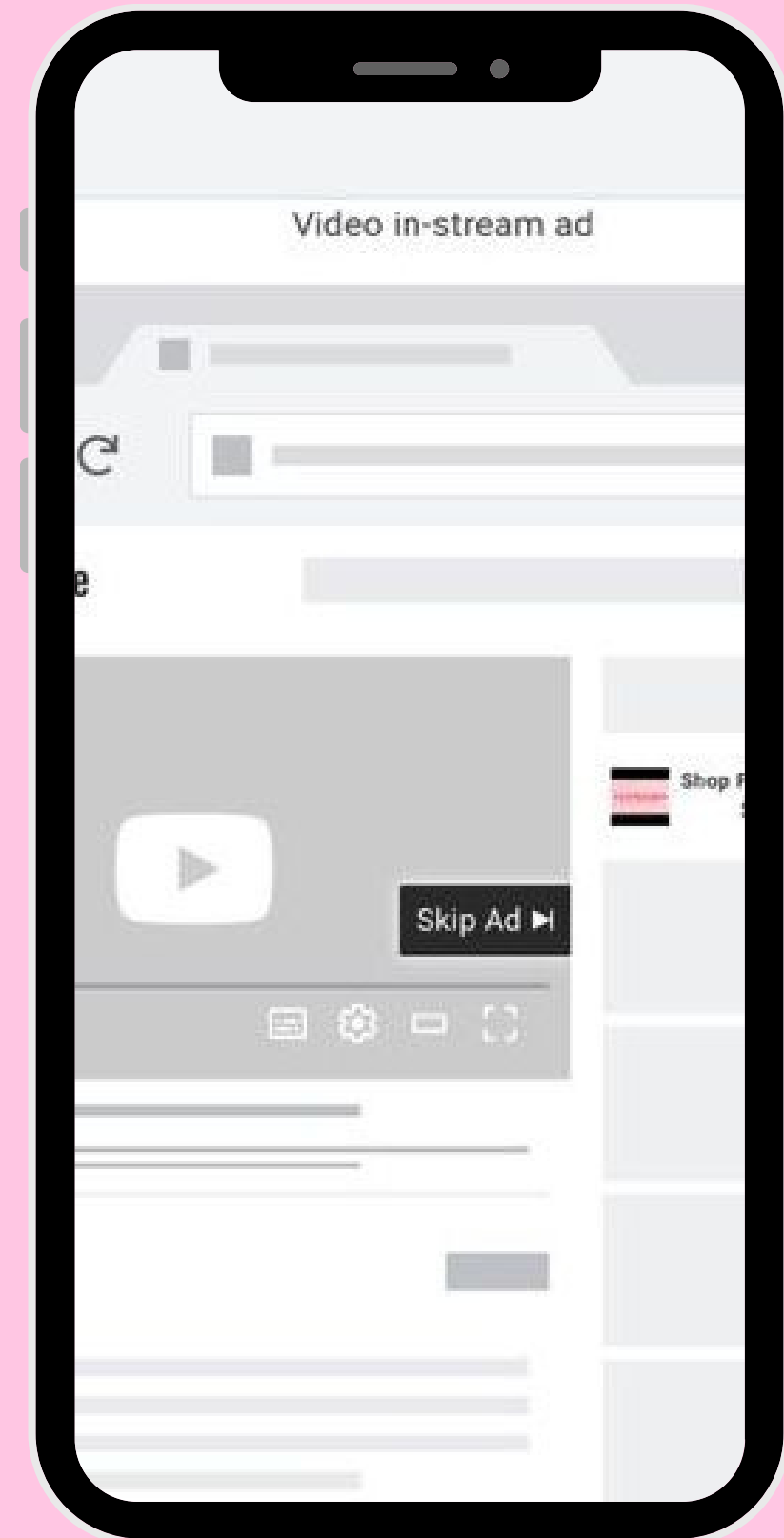
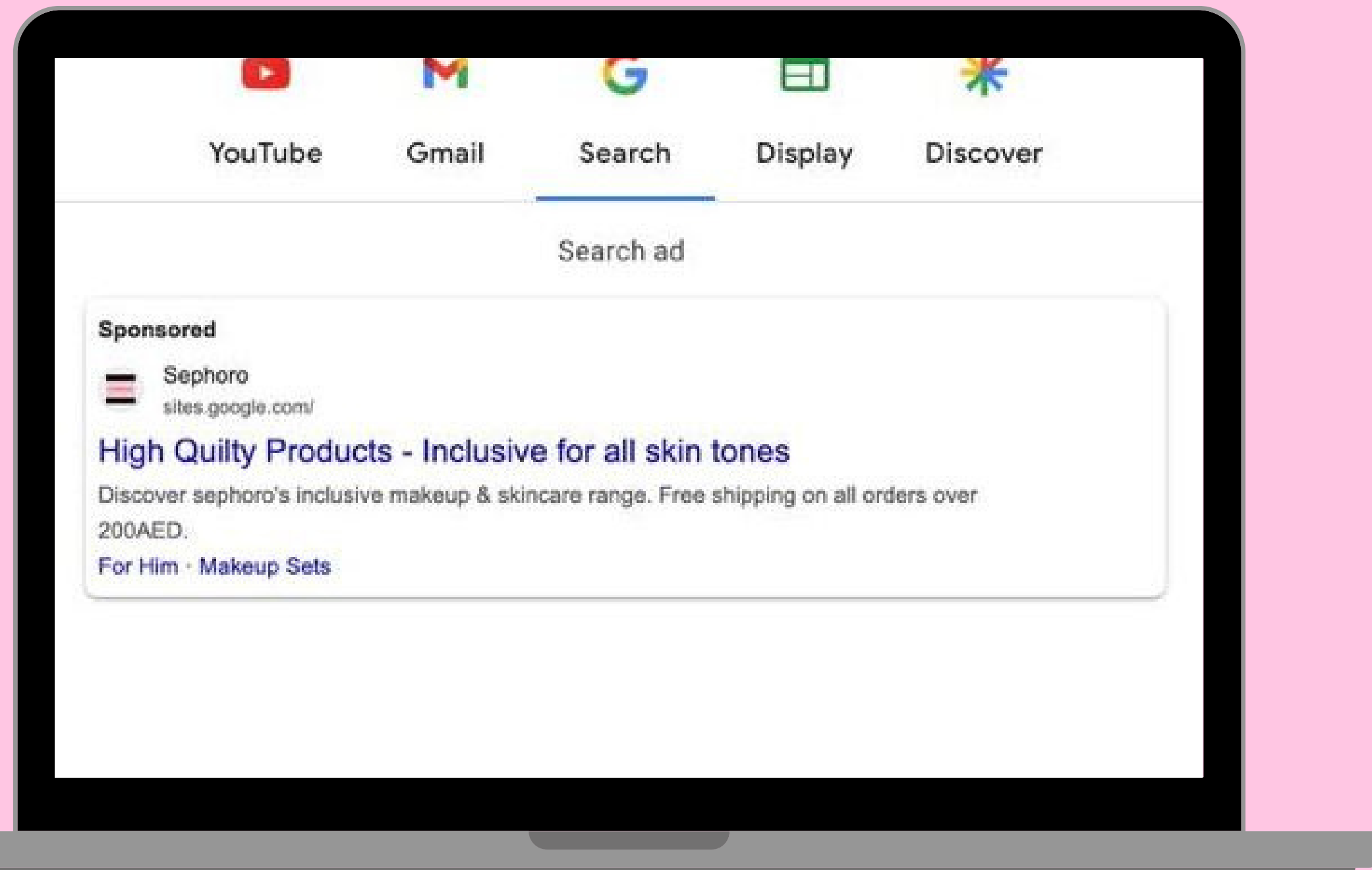
YouTube Ads

Display Ads

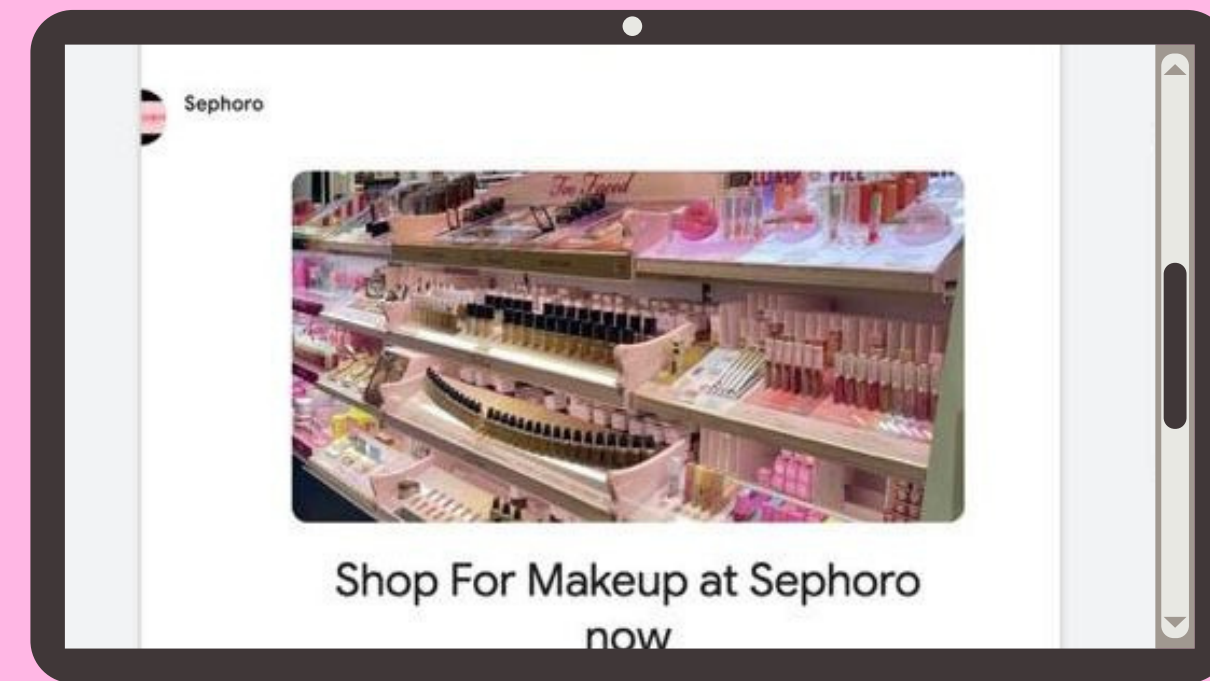
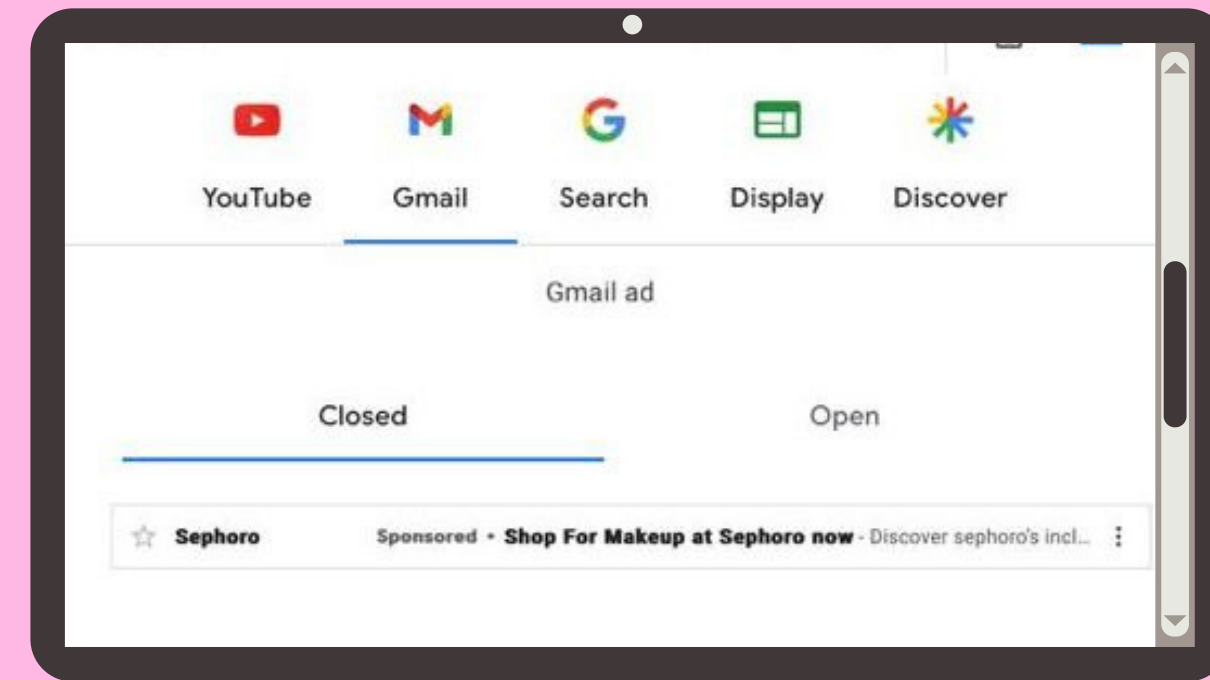
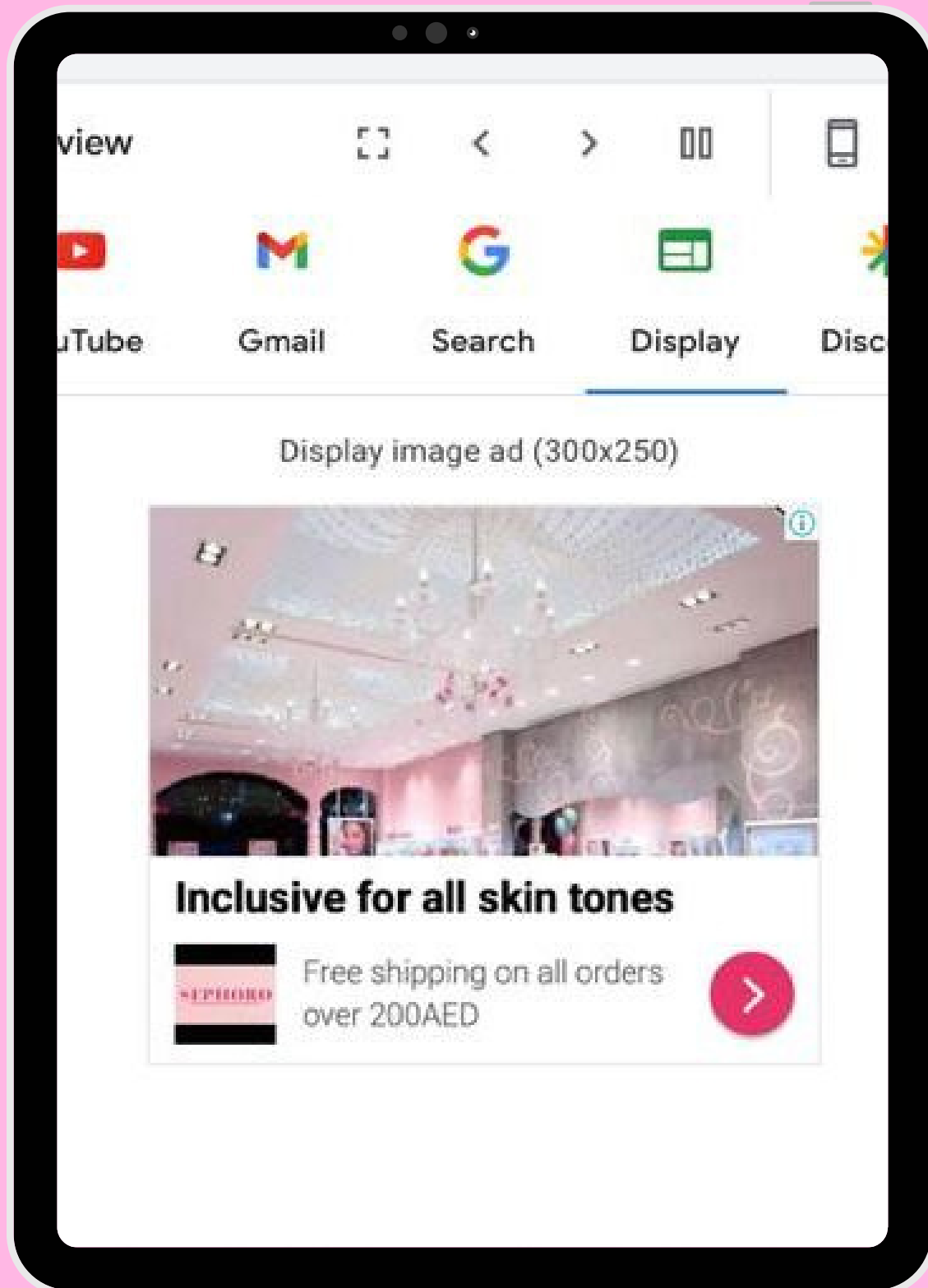
Gmail Ads

These formats worked together to attract customers, improve brand awareness, and support Sephora's digital marketing objectives.

Paid Media Strategy

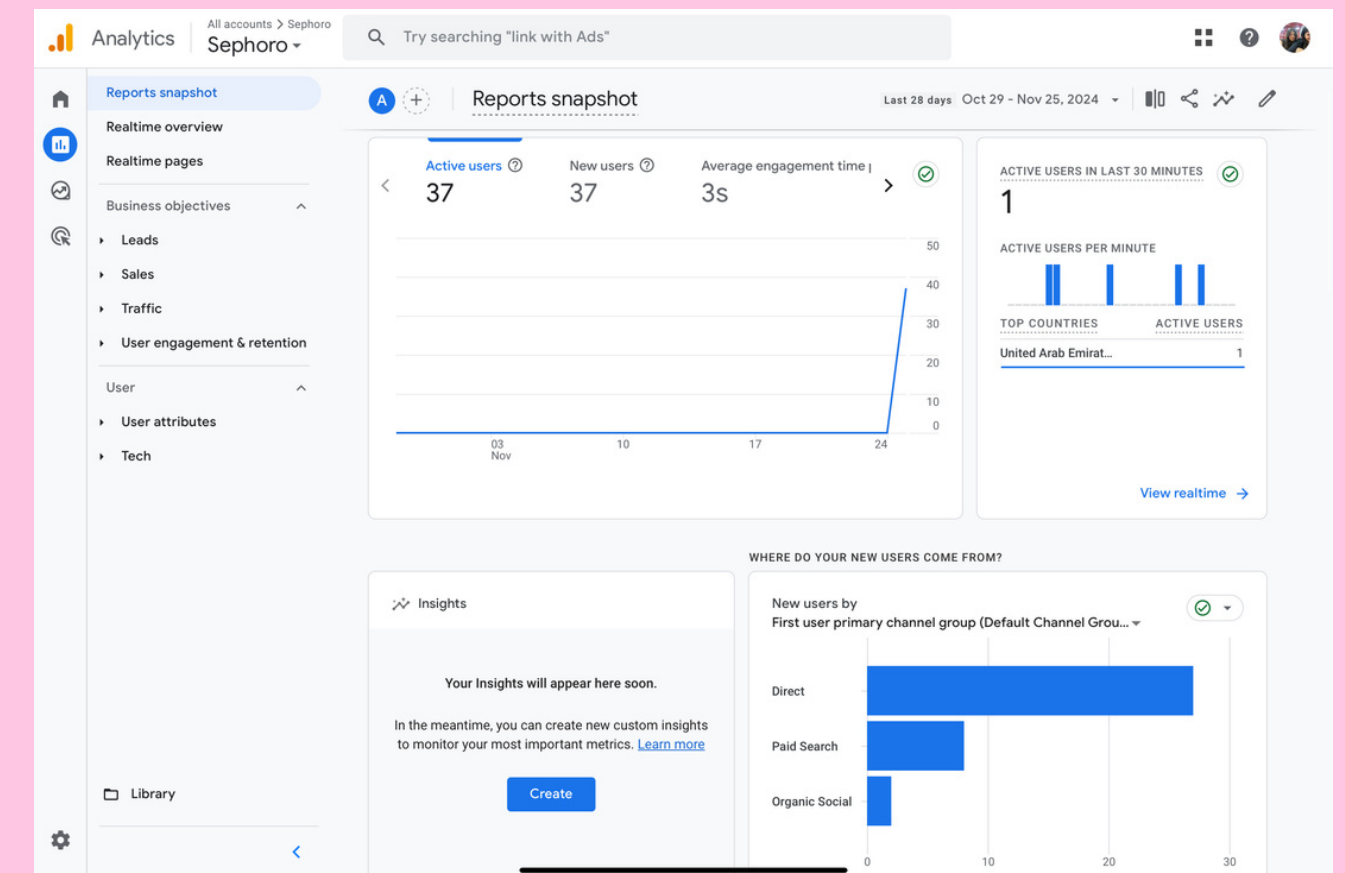
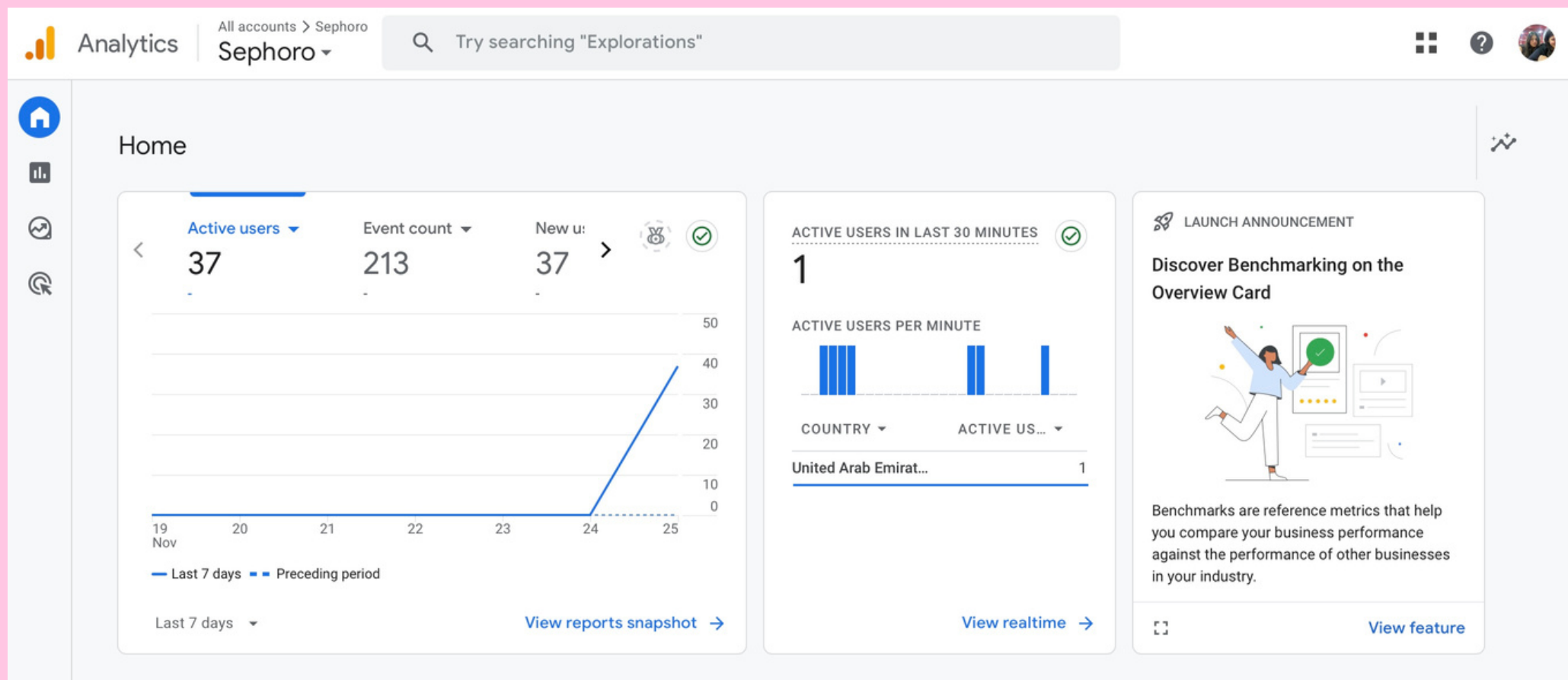


Paid Media Strategy

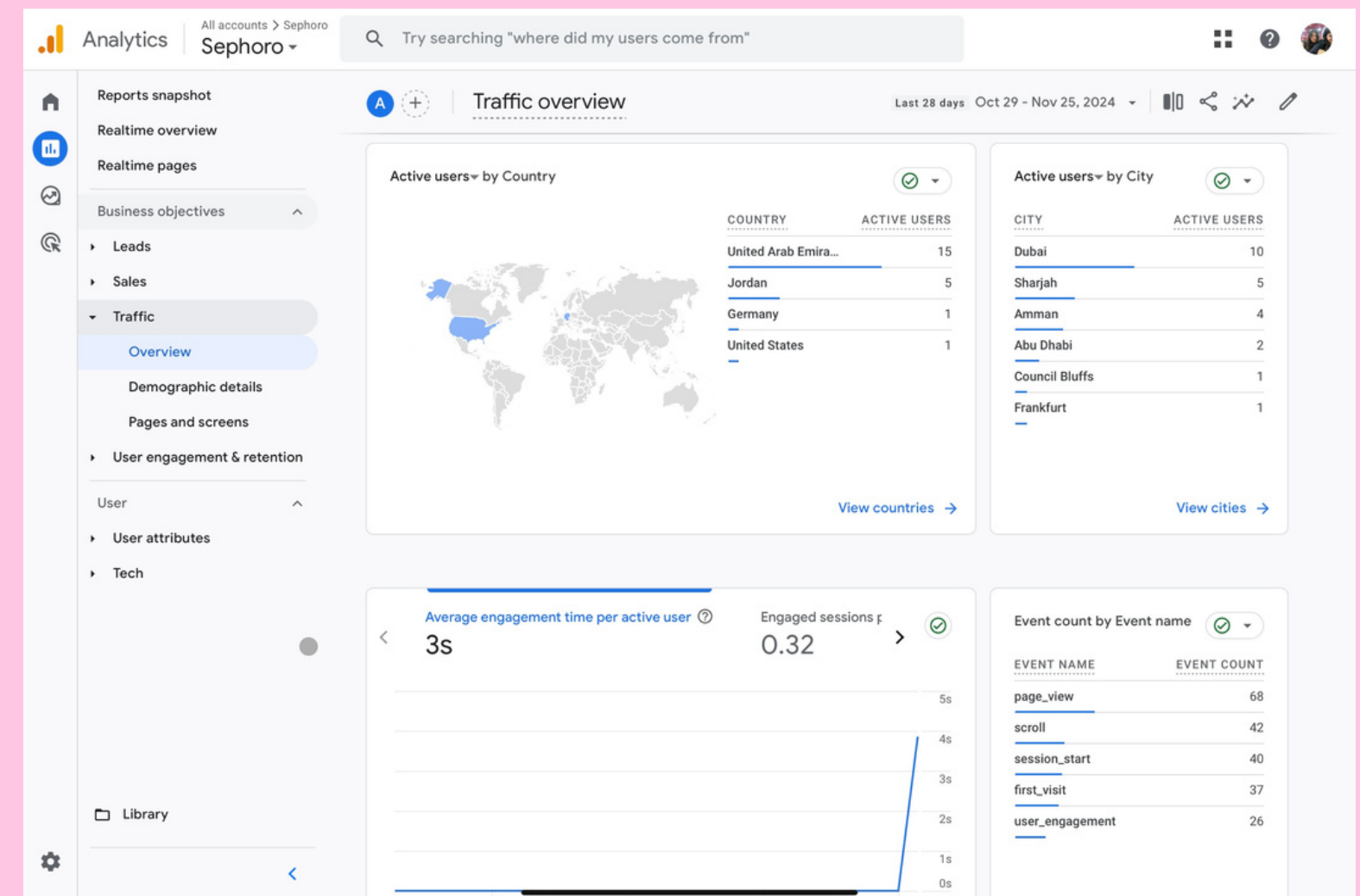


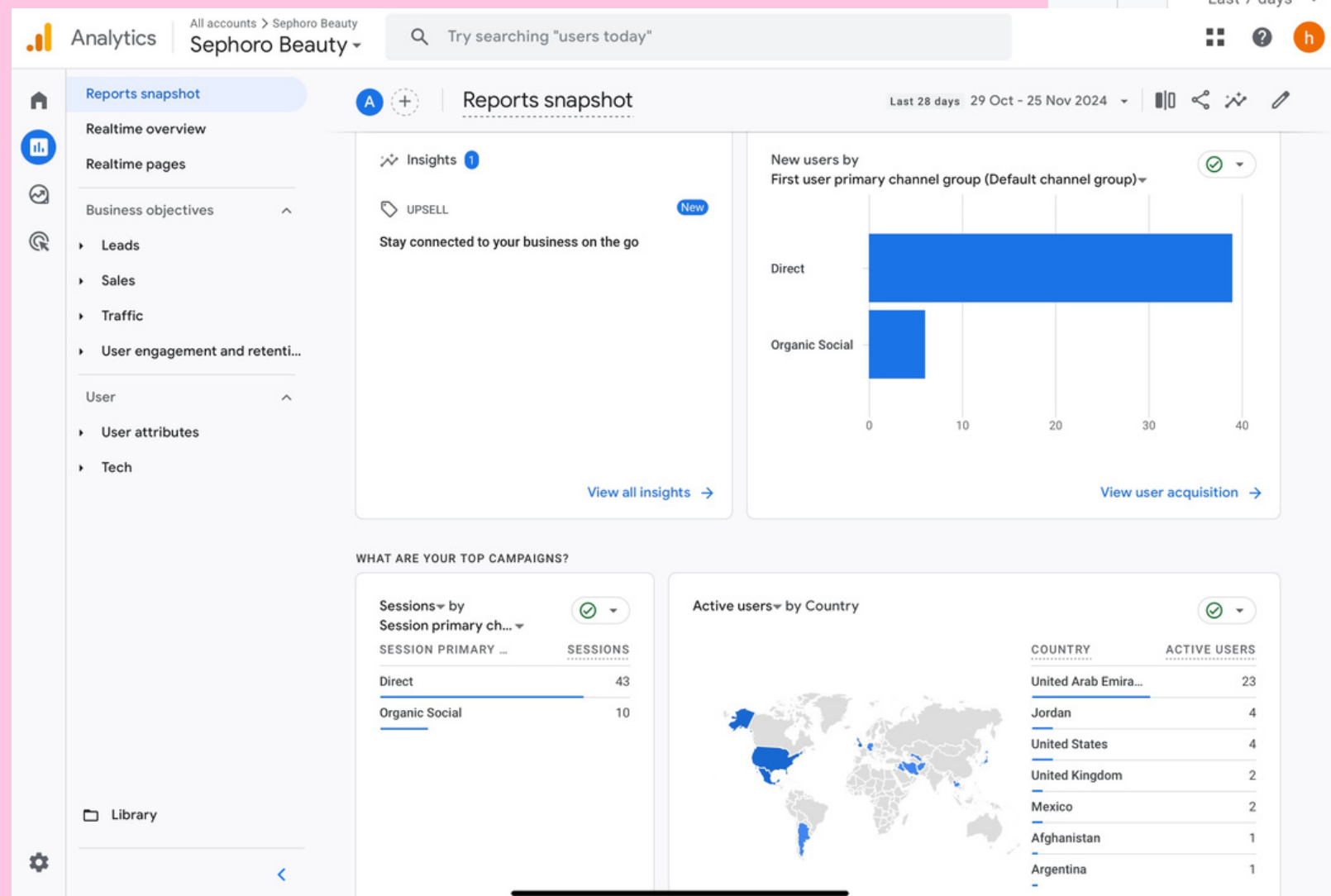
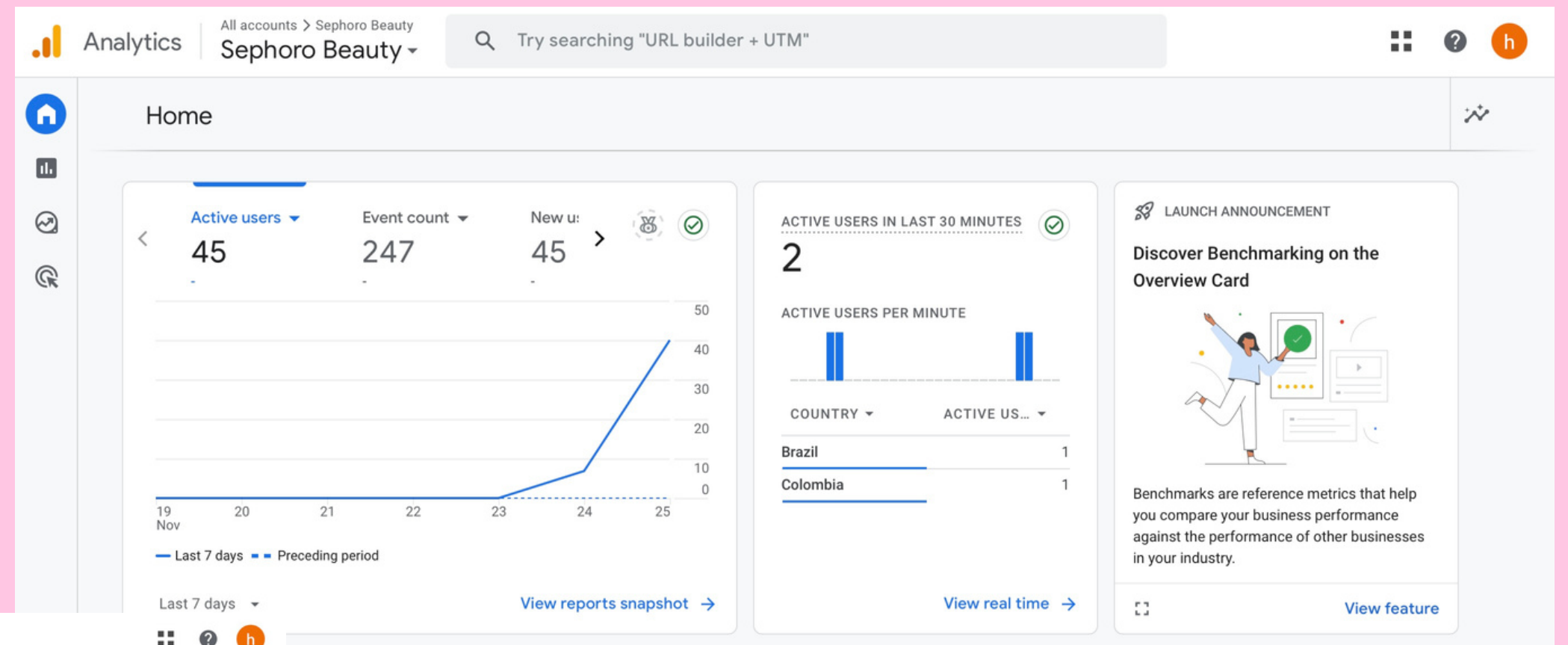
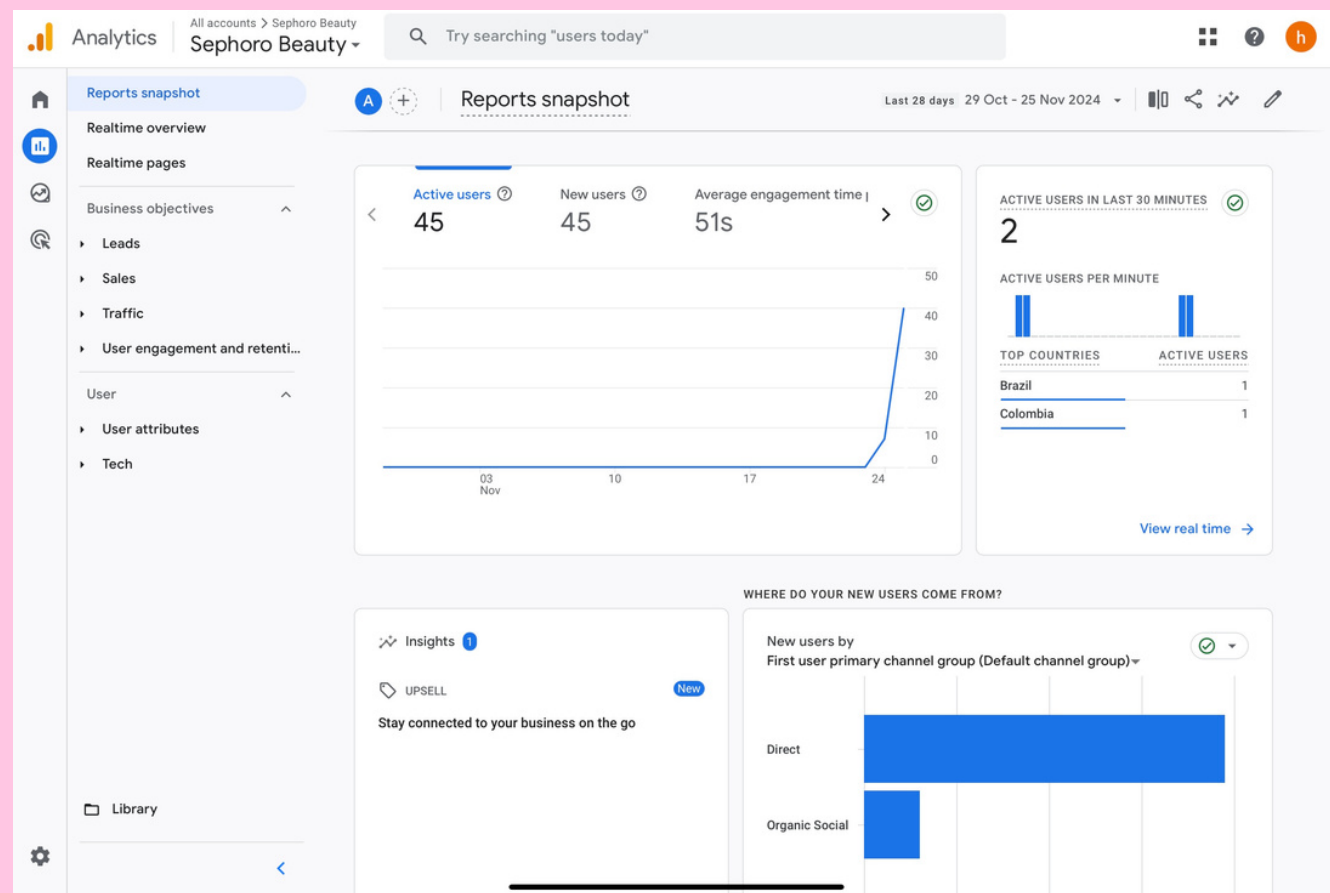
Owned media analytics





Both our website and blog was a success! We had some issues but we moved passed. We analysed that our audience was mostly based in Dubai and it ranged all the way to Argentina.





We had more hits on our blog, though we were able to see exactly what our audience enjoyed about our blog and how long they spent on each page.

Earned Media Analytics: TIKTOK



Key Metrics

- Post Views: 3,051, 18 followers
- Profile Views: 71
- Likes: 11 | Comments: 2 | Shares: 1

Traffic Insights

- 98.1% views from For You Page
- Low discovery through search and profile (1.9%).

Audience Insights

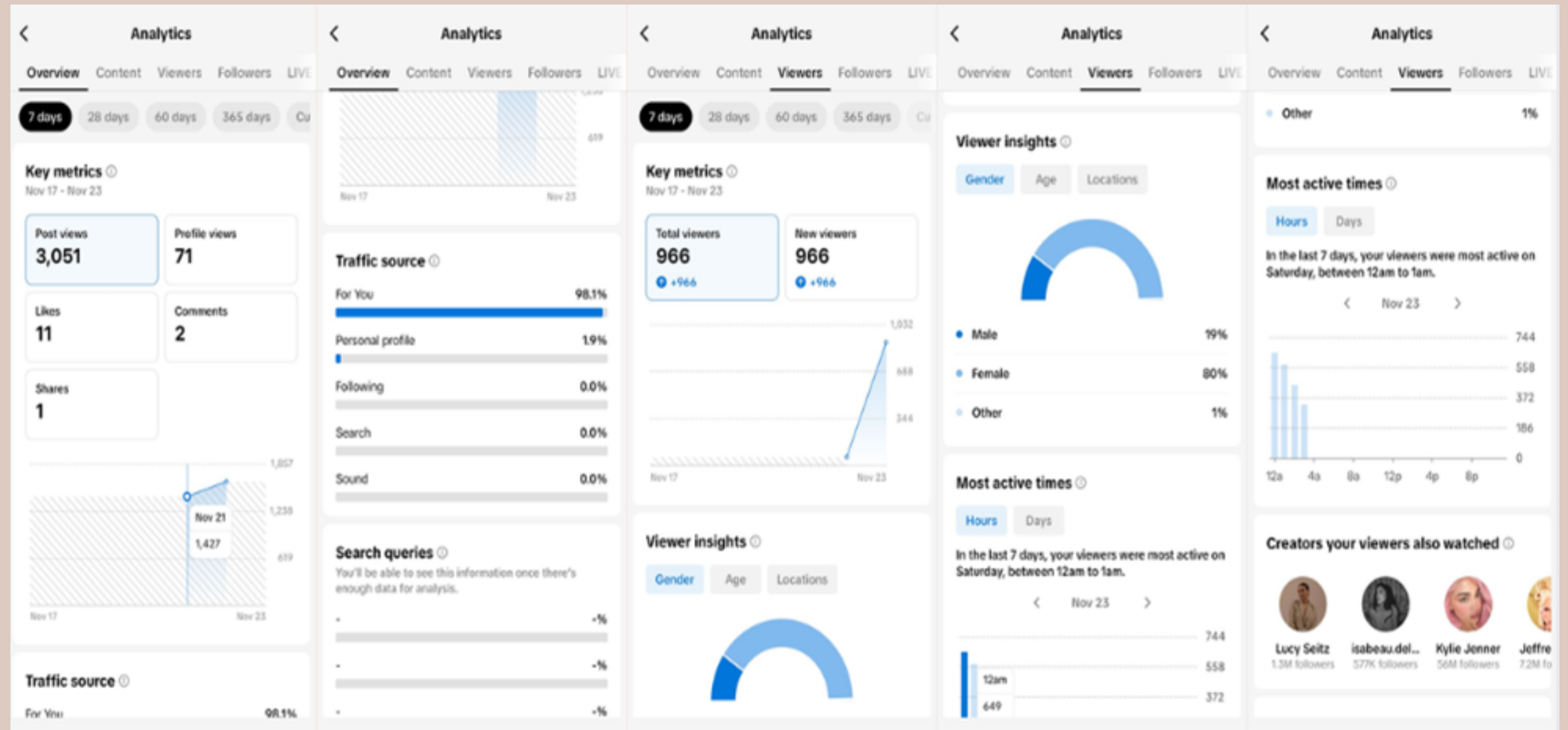
- New Viewers: 966 (100% new audience).
- Demographics: 80% Female, 19% Male.
- Peak Activity: Saturday, 12 AM – 1 AM.

Content Performance

- Best-performing video: 647 views (product-focused content).
- Product reviews & tutorials resonate most.

Recommendations

- Engagement Boost: Add CTAs and interactive formats.
- Content Focus: More product reviews and tutorials.
- Posting Strategy: Post Fridays/Saturdays during peak hours.
- Optimization: Improve hashtags and SEO for better discovery.



Earned Media Analytics: INSTAGRAM



Key Metrics

- Total Views: 142 (87.3% from followers, 12.7% from non-followers). 17 followers.
- Content Type: Posts (83.8%) outperform Stories (16.2%).

Top-Performing Content

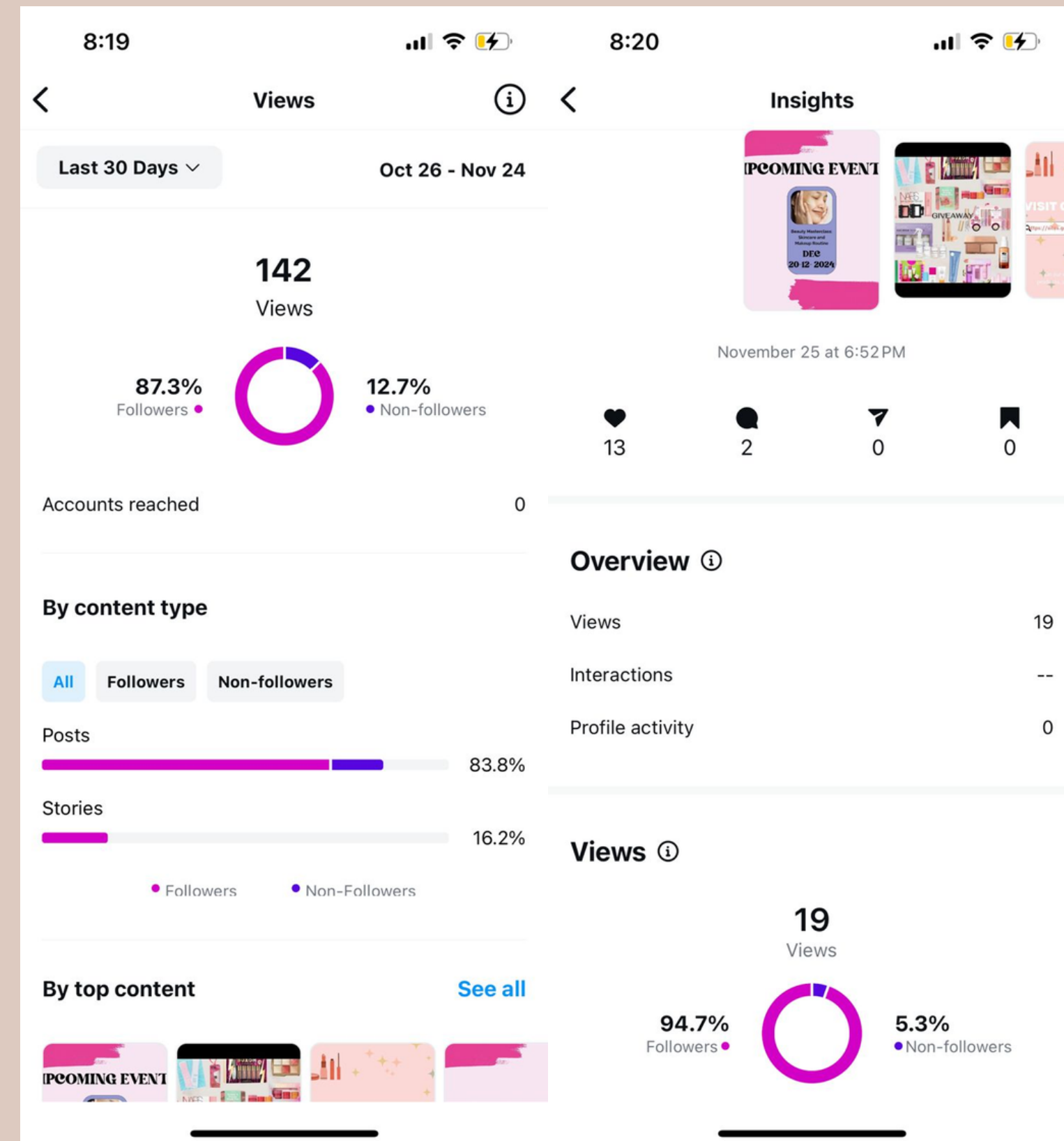
- Upcoming Event Post: 19 views, 13 likes, 2 comments.
- Giveaway Post: 16 views, 12 likes, 1 comment.

Insights

- Strong with Followers: High engagement from existing audience.
- Low Discovery: Minimal reach to non-followers.

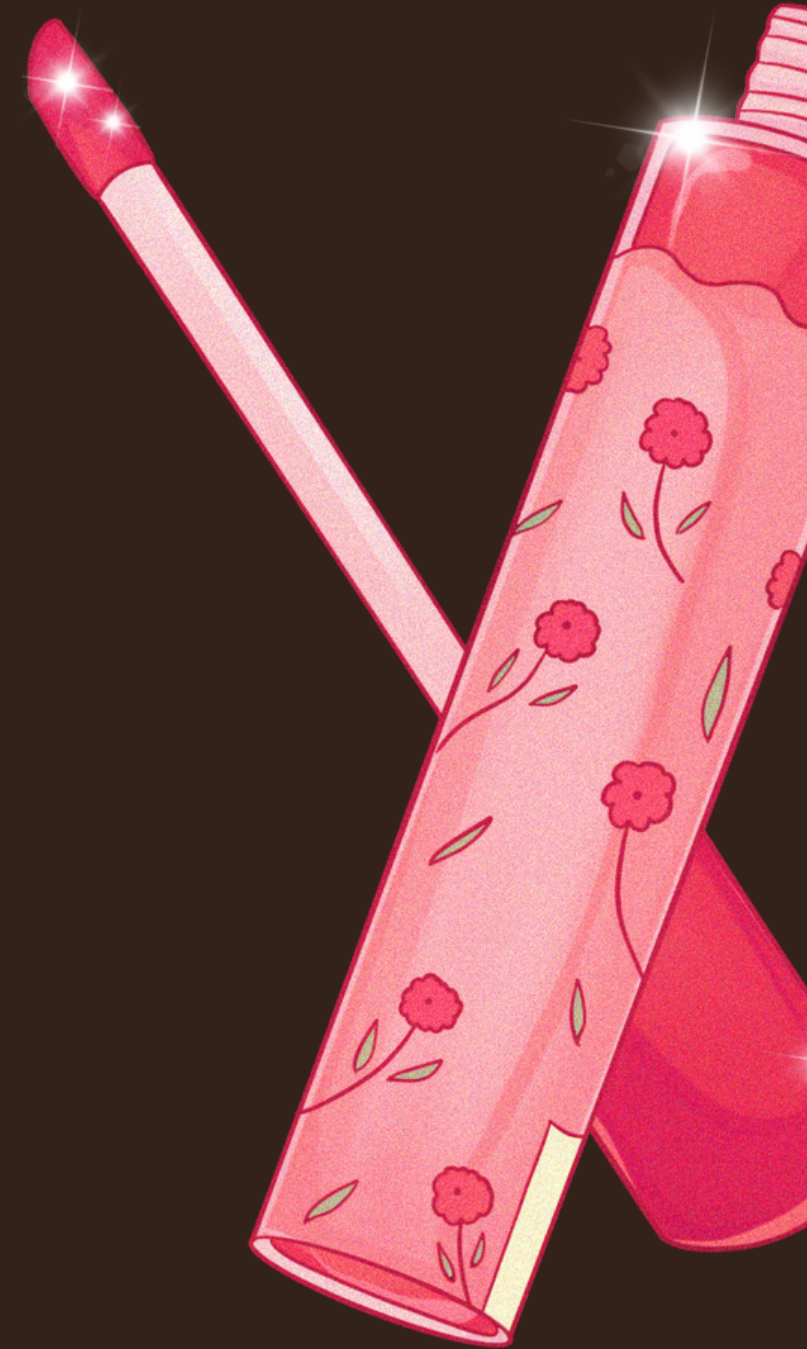
Recommendations

- Expand Reach: Use trending hashtags and collaborations.
- Leverage Stories: Add polls, countdowns, and CTAs.
- Focus on High-Value Posts: Events, giveaways, and product showcases.





It's Time for Question & Answer!





Thank You For Coming!



E-mail

hello@reallygreatsite.com

Website

www.reallygreatsite.com

Phone

+123-456-7890

Address

123 Anywhere St., Any City, ST 12345