



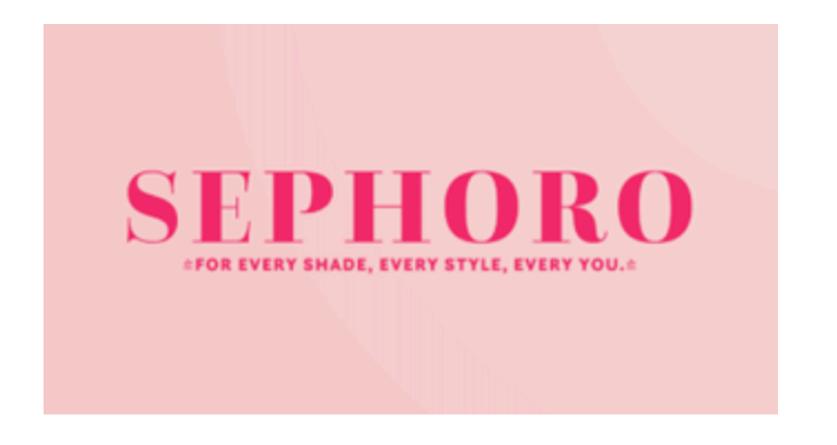
SEPHORO

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 Sephoro, 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 Sephoro, 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 Sephoro, where beauty meets excellence.

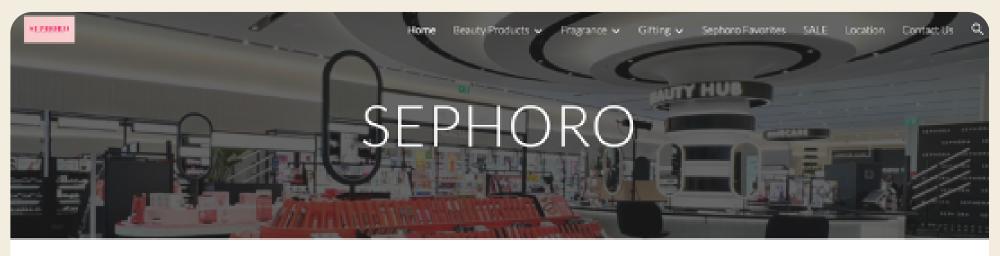


OWNED MEDIA

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



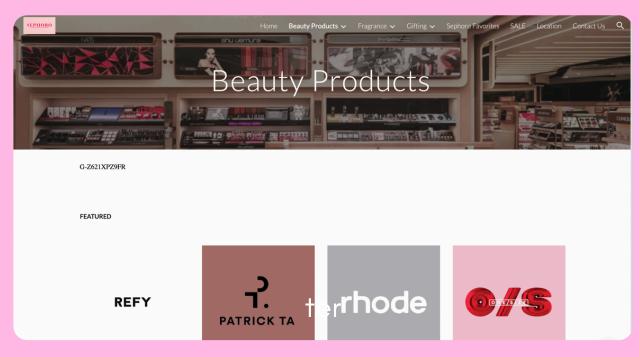


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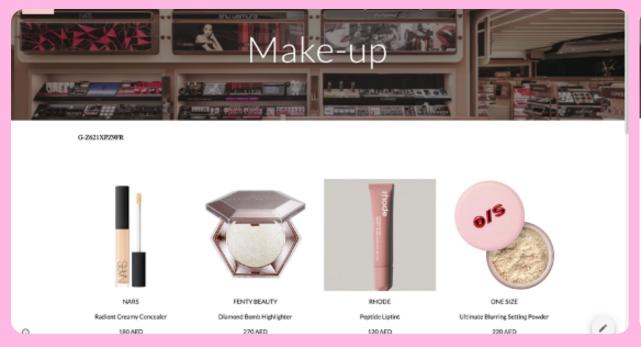


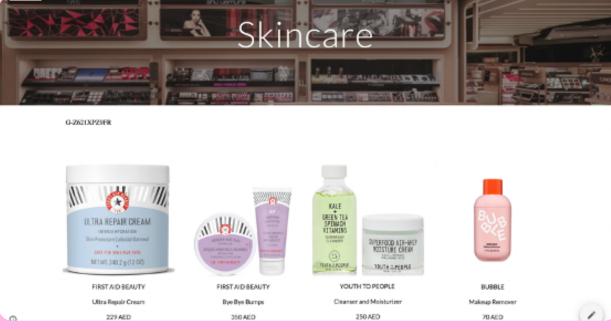
SEPHORO WEBSITE: Beauty Products

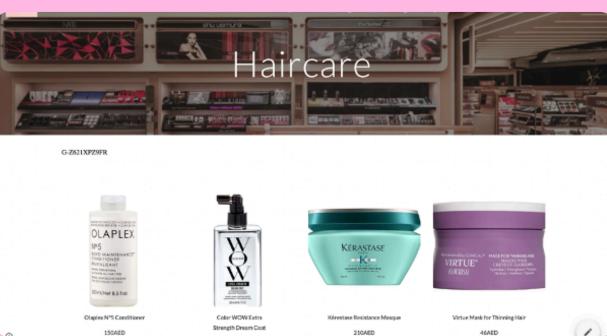


Beauty Products Landing Page

Makeup Skin Care Hair Car



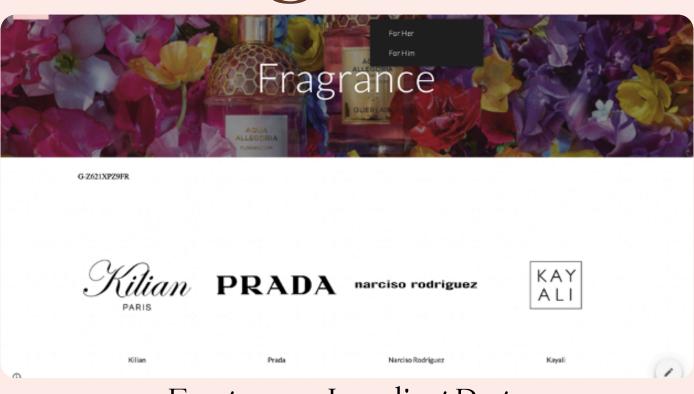






SEPHORO WEBSITE Fragrance

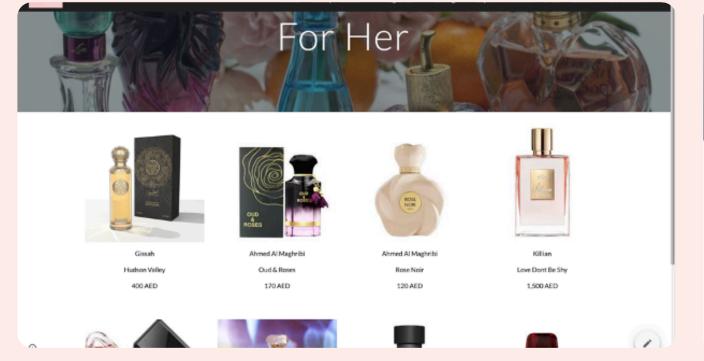


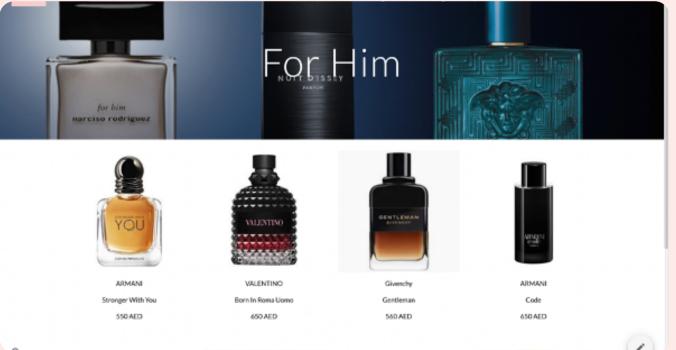


Fragrance Landing Page

Fragrance for Her

Fragrance For Him





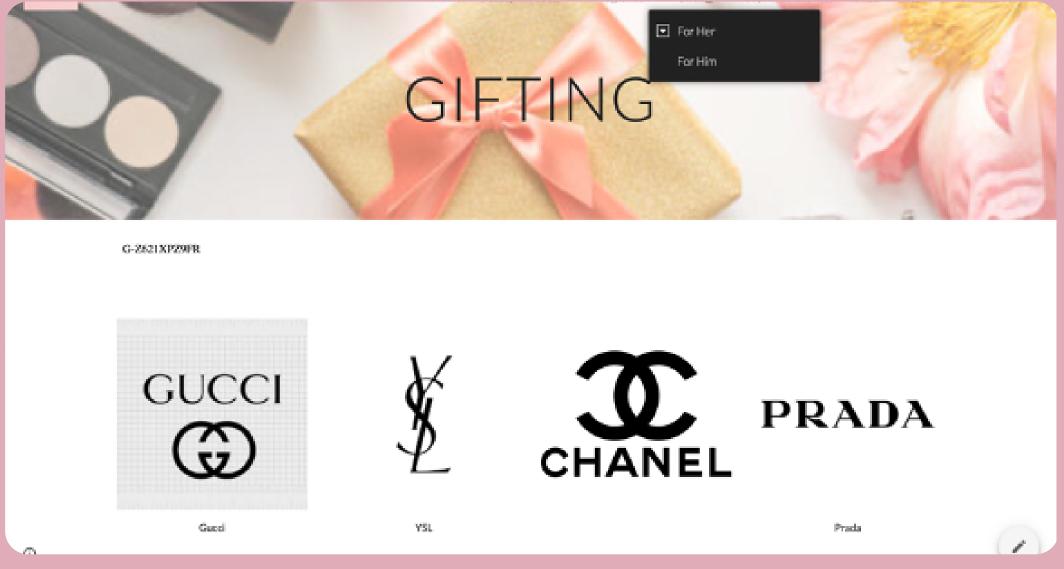






SEPHORO WEBSITE Gifting







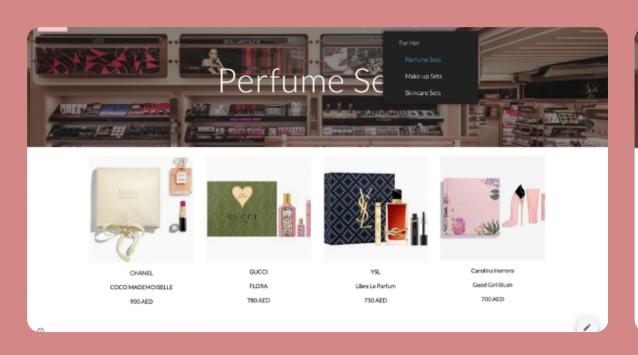


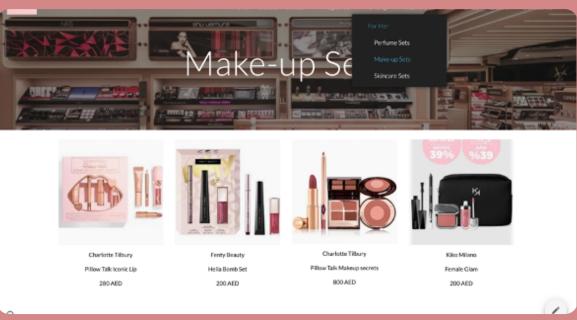
+ Gifting For Her+

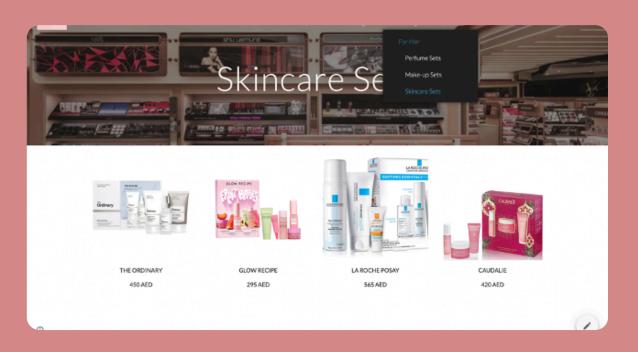








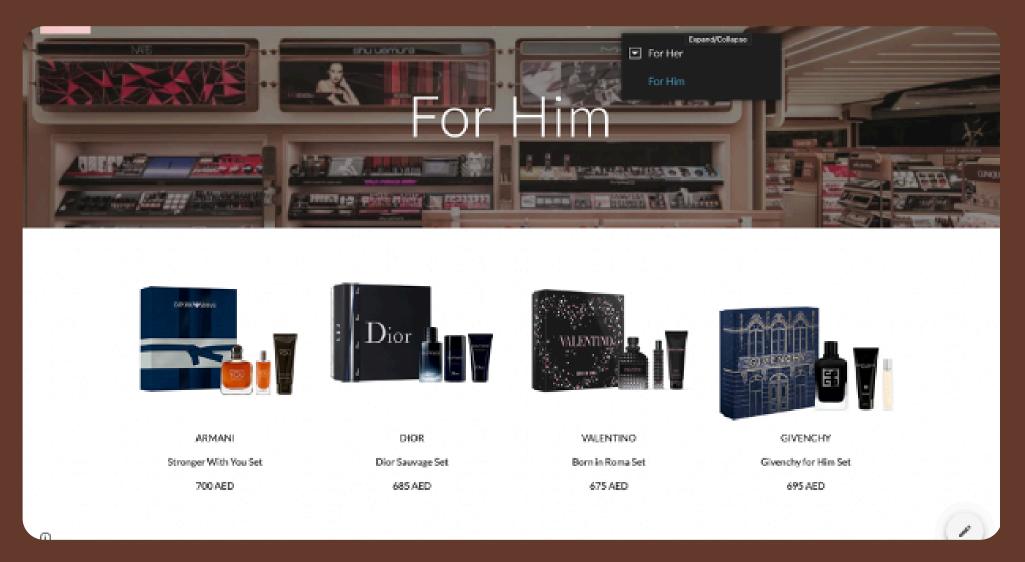




Skin Care Sets For Her



Gifting For Him

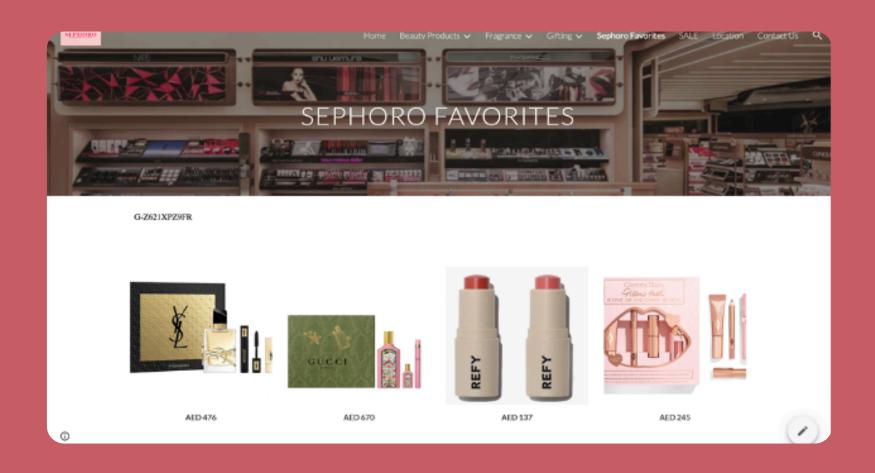


Perfume Sets For Him





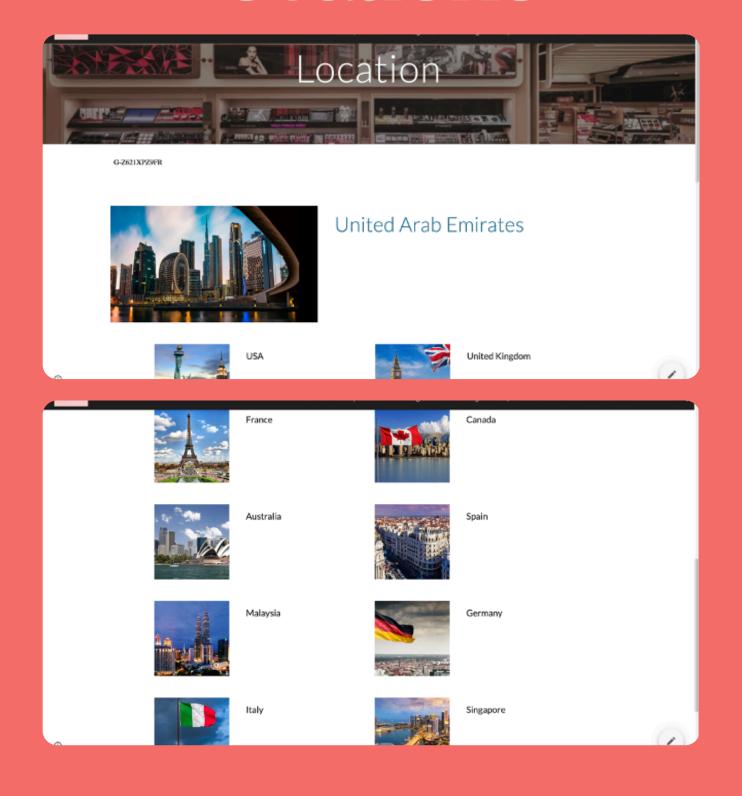
SEPHORO VVEBSITE Sephoro Favorites



SEPHORO WEBSITE Sale



SEPHORO WEBSITE Locations



SEPHORO WEBSITE Contact Us

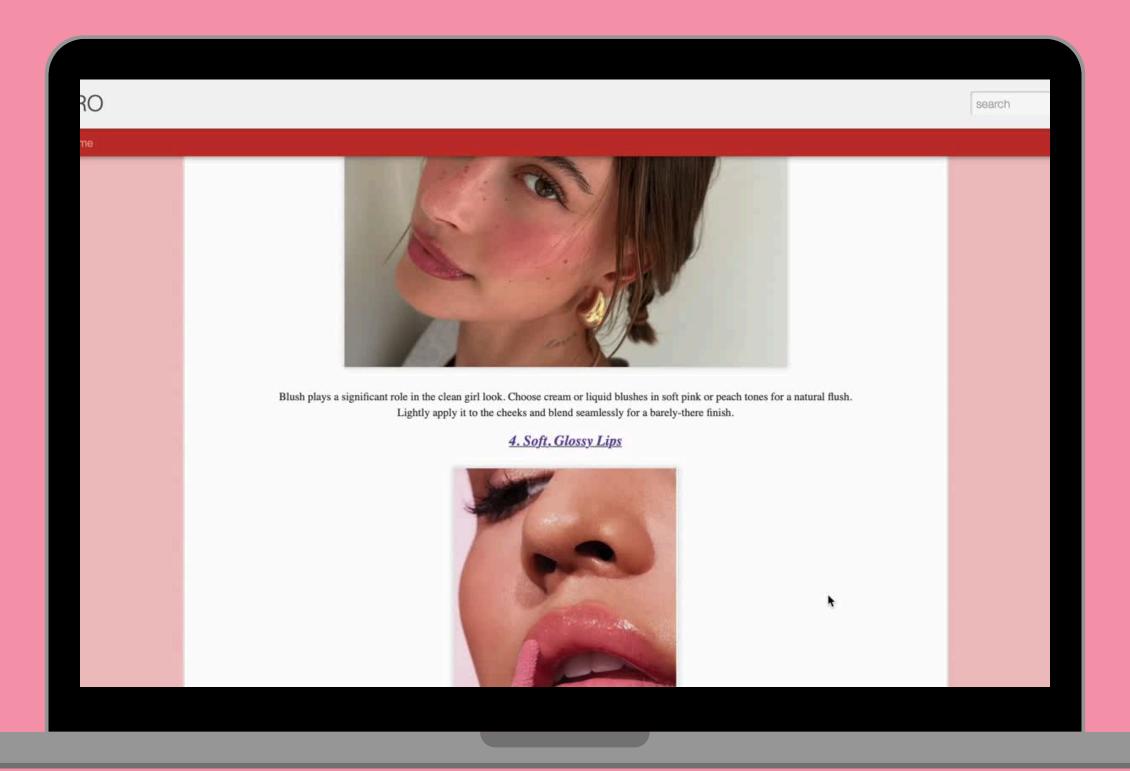


Contact Us	
Please contact us for any inquiries!	Name
haala123456@gmail.com Switch accounts Not shared	Your answer
We will get back to you in 1-3!	
	Phone Number
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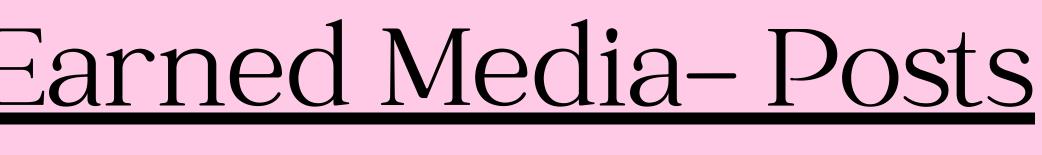


Earned Media

Earned media plays a very important role in Sephoro'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.

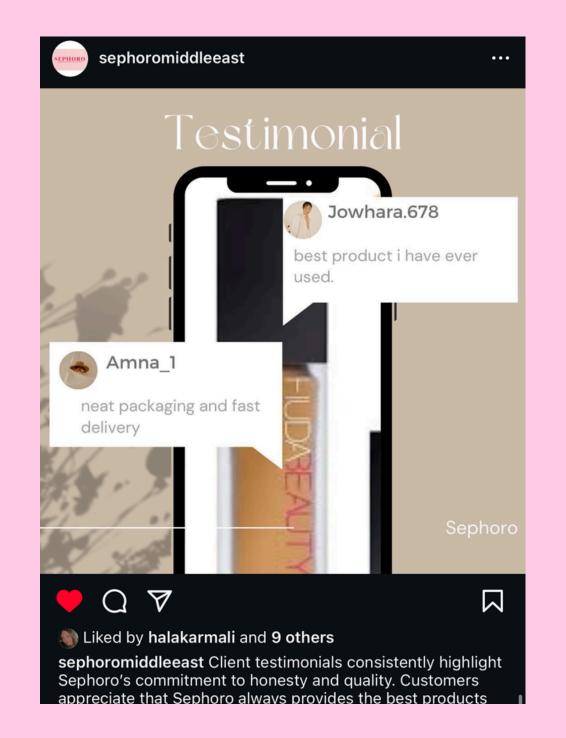


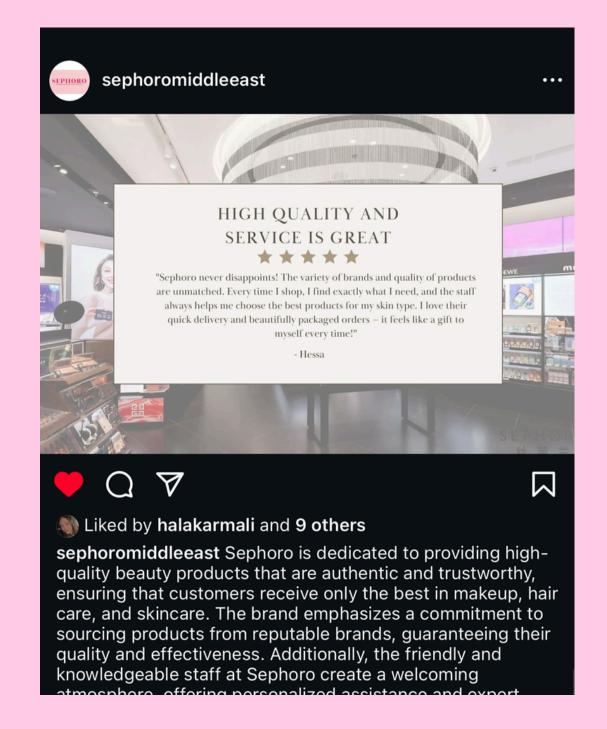






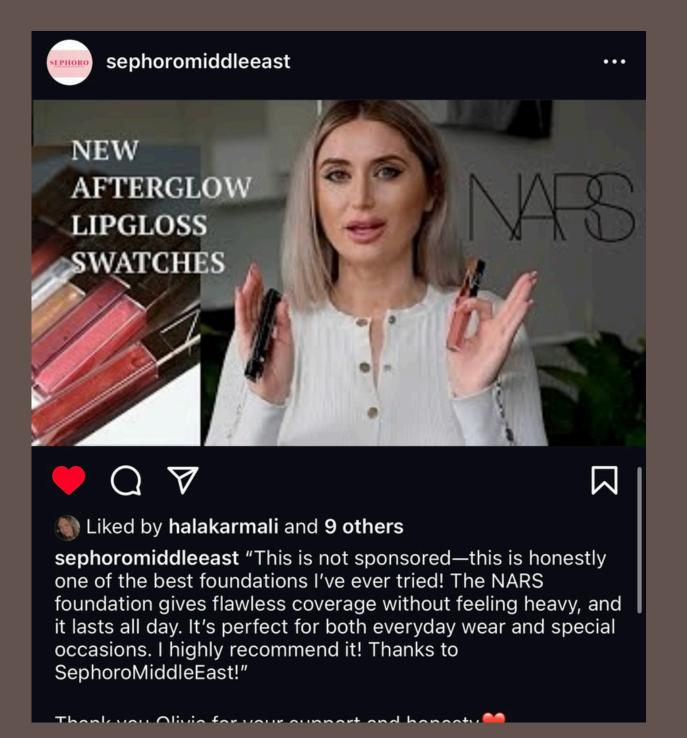
sephoromiddleeast Welcome to Sephoro Middle East, where you'll discover everything you need to elevate your beauty routine! From an extensive range of makeup products that enhance your natural glow to top-notch hair care and skin care essentials, Sephoro has it all. Explore luxurious fragrances, innovative tools, and exclusive brands that cater to every beauty enthusiast's desires. Whether you're looking for a bold new look or simply want to pamper yourself,

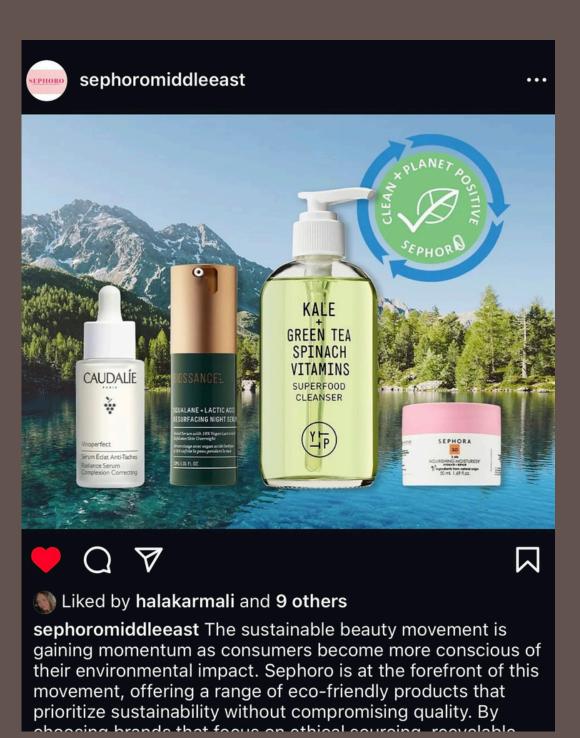








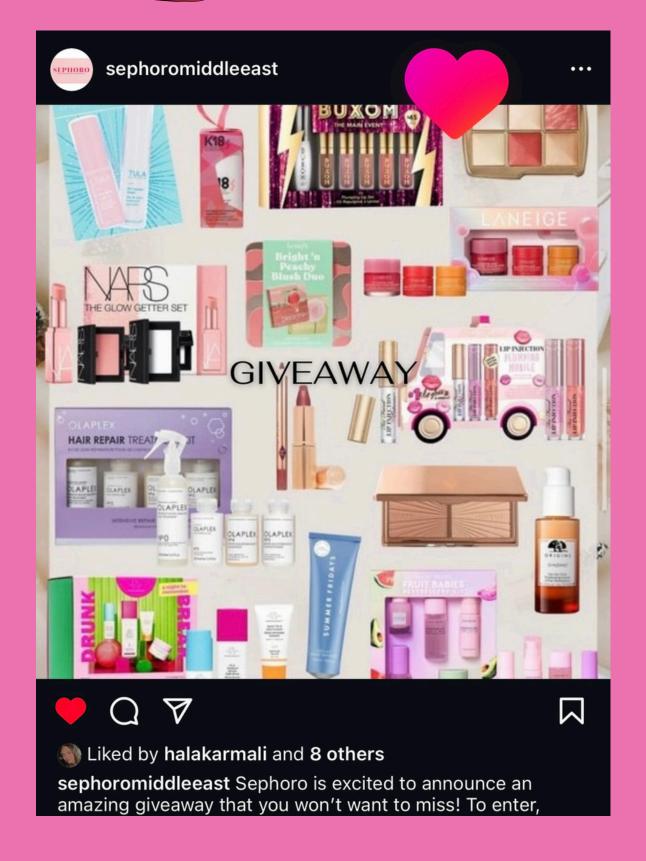




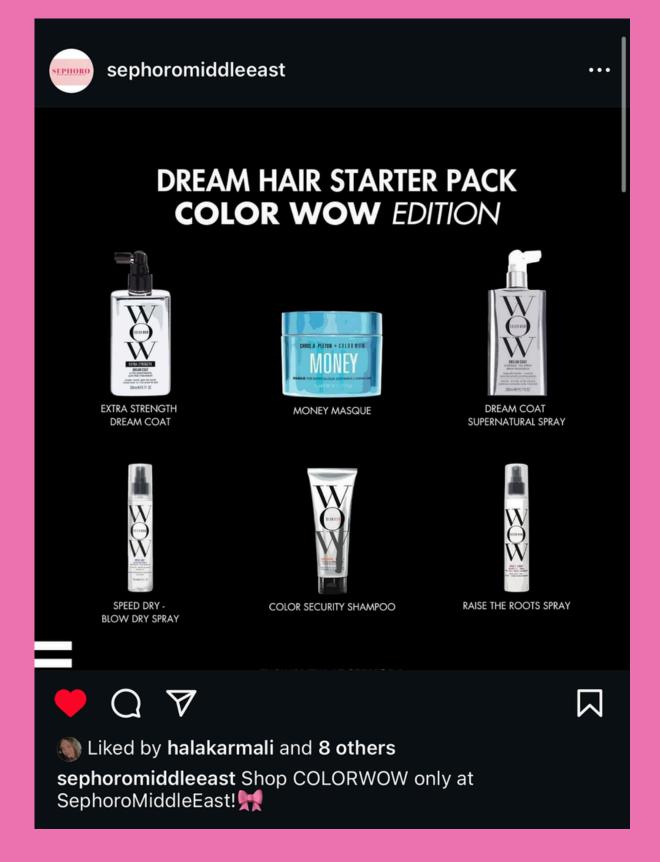




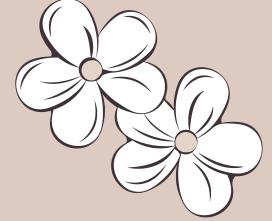


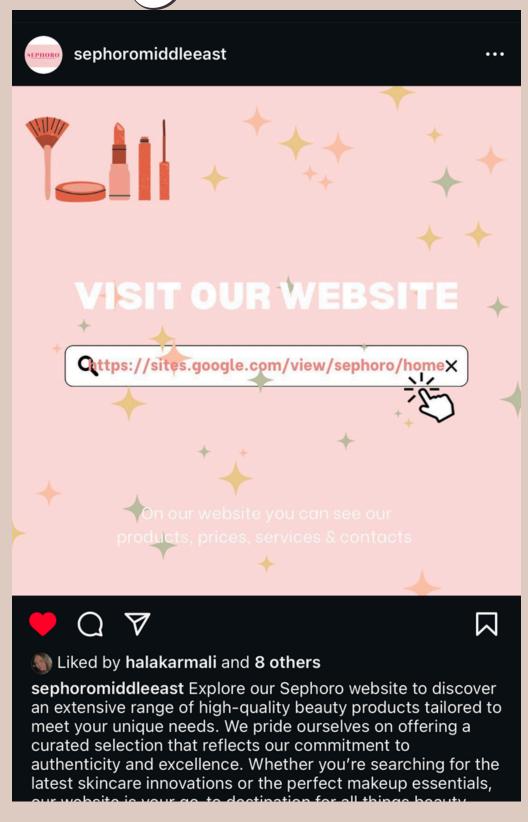


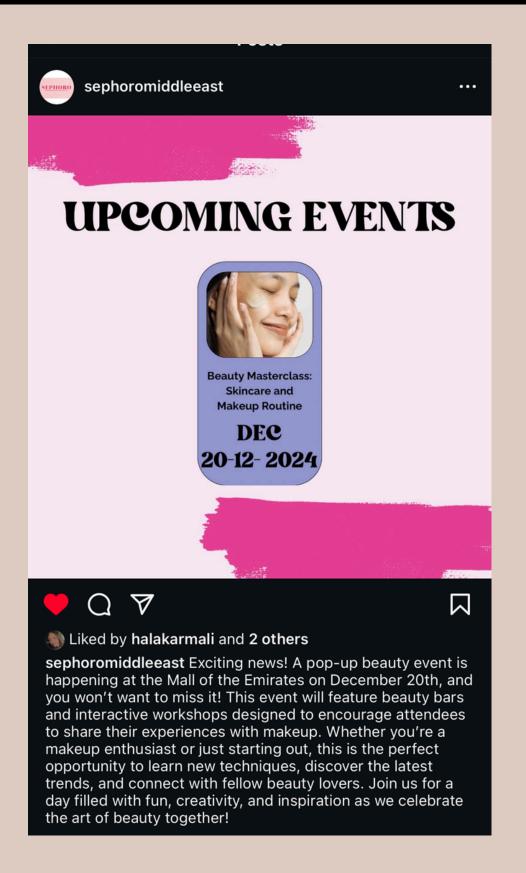












Sharing posts on both Instagram and TikTok expanded reach, engaging a wider audience and building trust across platforms. This strategy proved how earned media can create meaningful connections with customers while strengthening Sephoro's brand image.



Paid Media Strategy



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

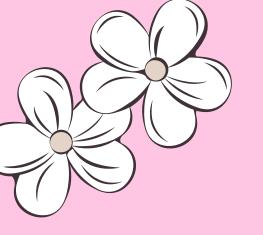
Search Ads

YouTube Ads

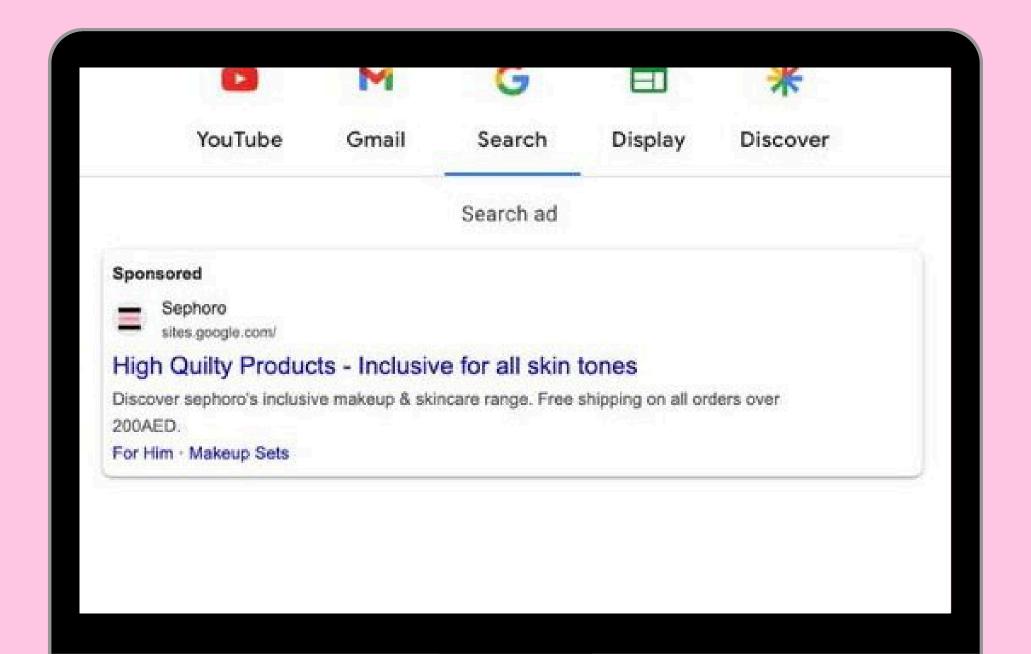
Display Ads

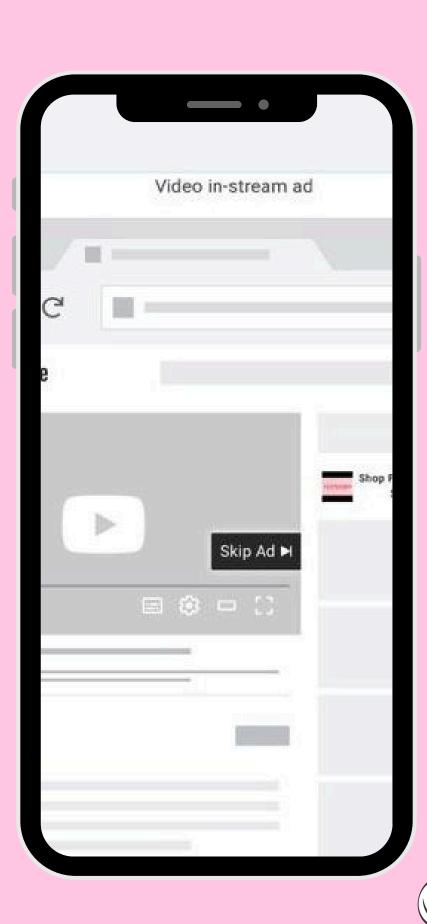
Gmail Ads

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



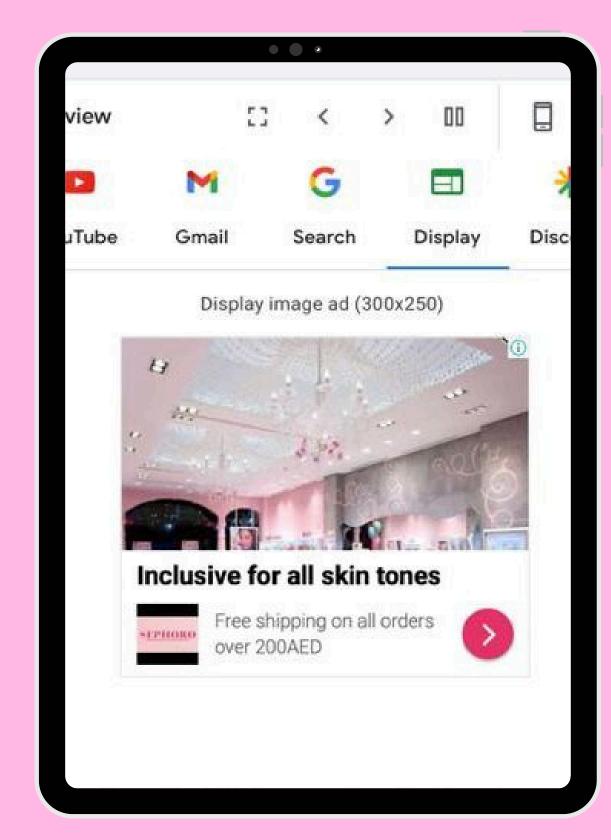
Paid Media Strategy

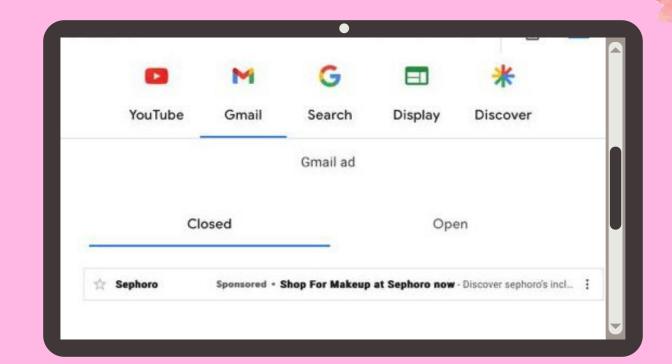


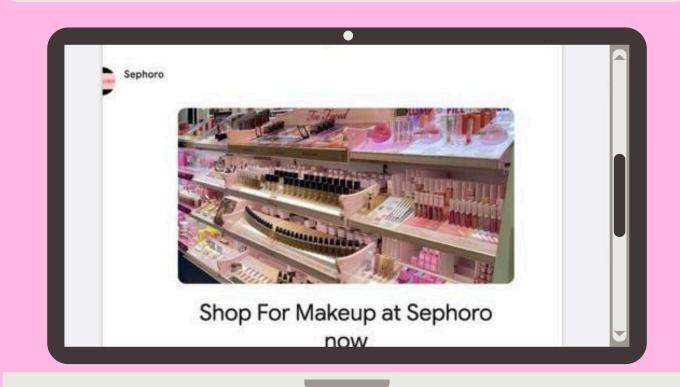




Paid Media Strategy







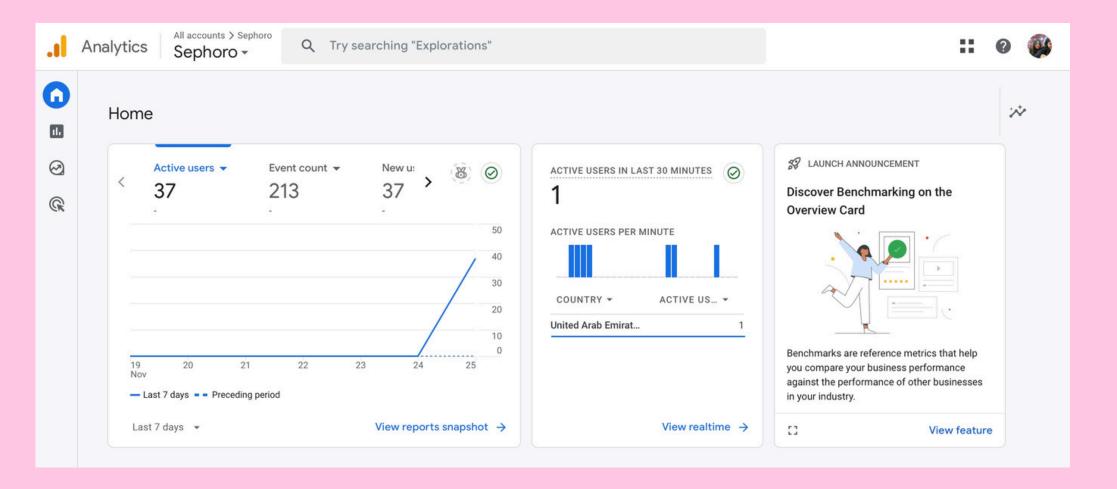


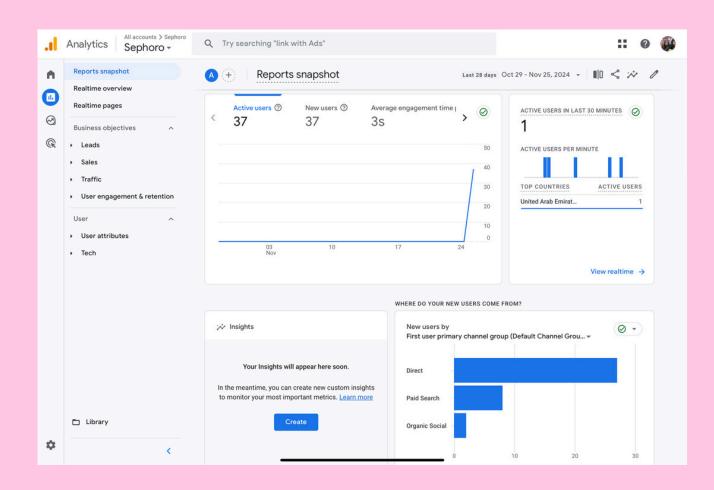


Owned media analytics

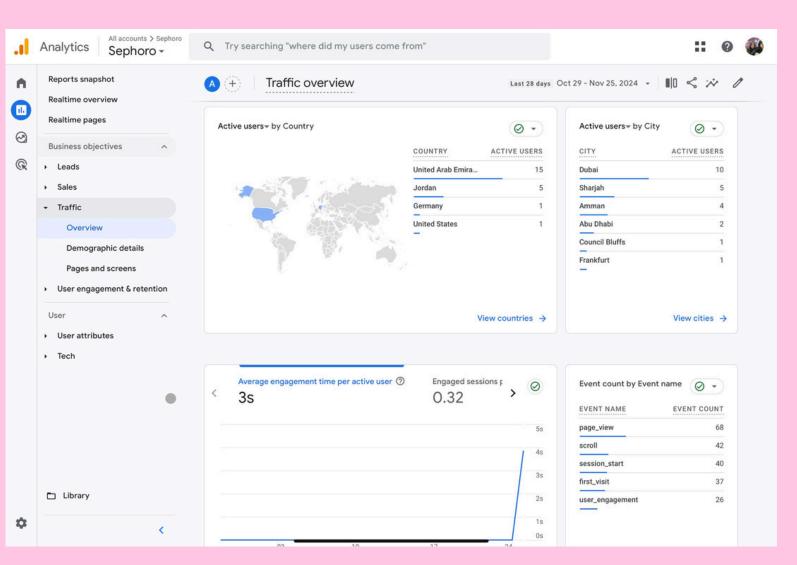


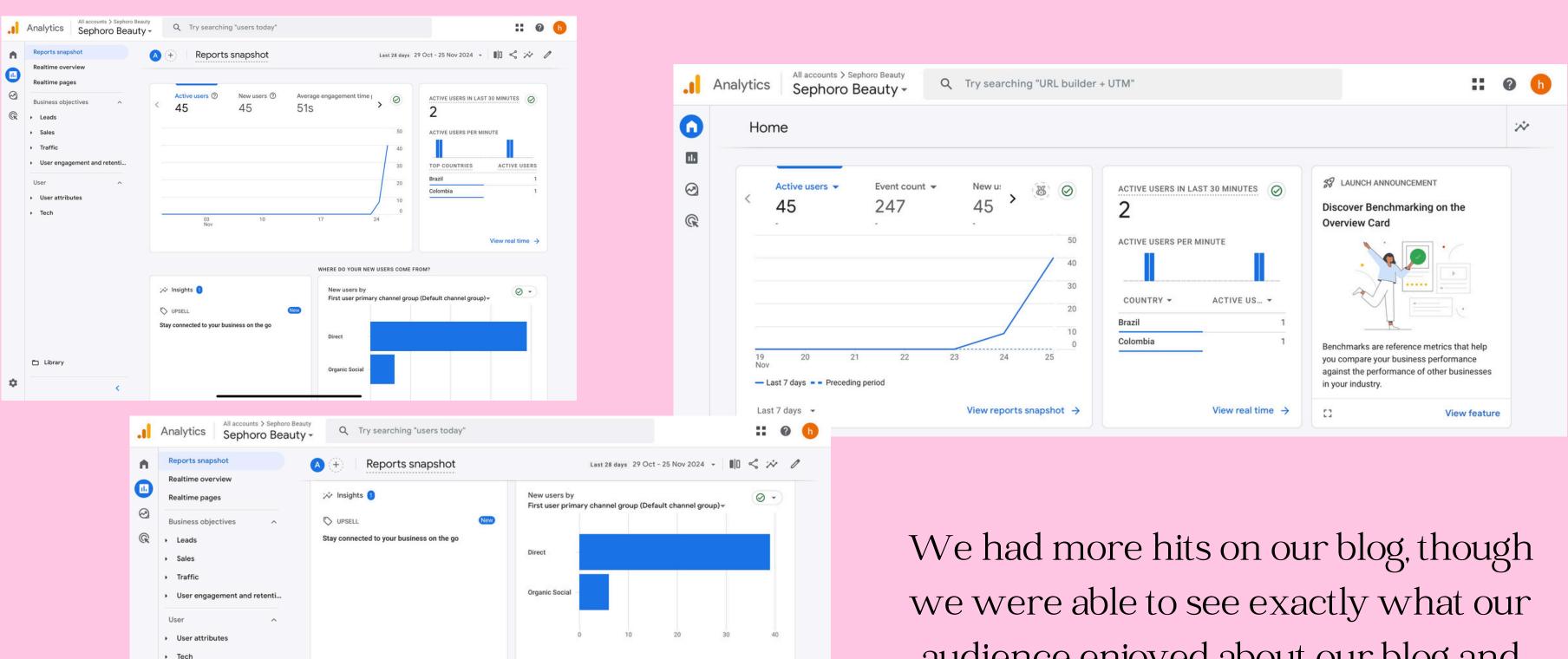






Both our website and blog was a success! We had some issues but we moved passsed. We analysed that our audience was mostly based in Dubai and it ranged all the way to Argentina.





View user acquisition →

United Arab Emira..

Jordan United States United Kingdon Mexico

Ø -

23

View all insights →

Active users≠ by Country

Ø -

WHAT ARE YOUR TOP CAMPAIGNS?

Session primary ch... v SESSION PRIMARY ...

Sessions ≠ by

Organic Social

Direct

Library

*

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.

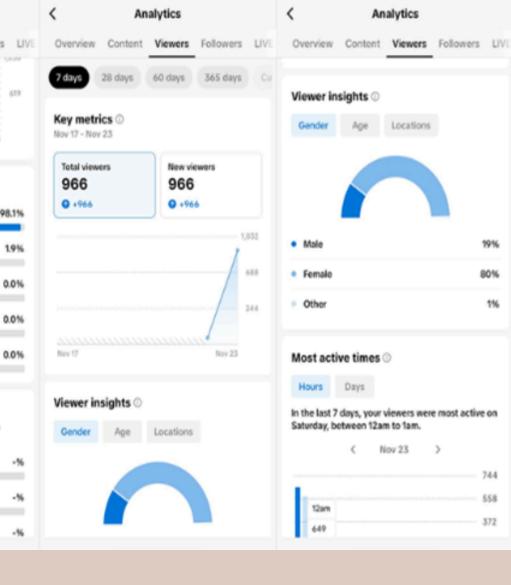
• Peak Activity: Saturday, 12 AM - 1 AM.

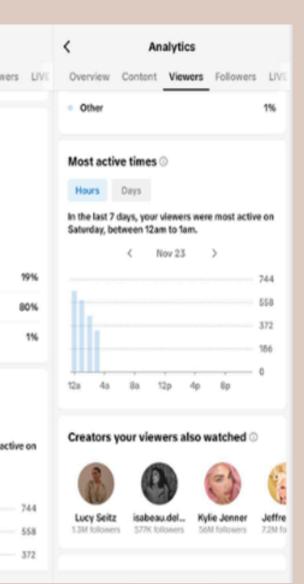
Content Performance

• Best-performing video: 647 views (product-focused content).

Product reviews & tutorials resonate most.

Analytics 28 days 60 days 365 days Cu Key metrics Nov 17 - Nov 23 Post views Profile views 3,051 71 Traffic source 11 Personal profile Following Sound Search gueries (You'll be able to see this information once there's enough data for analysis





Nov 23

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

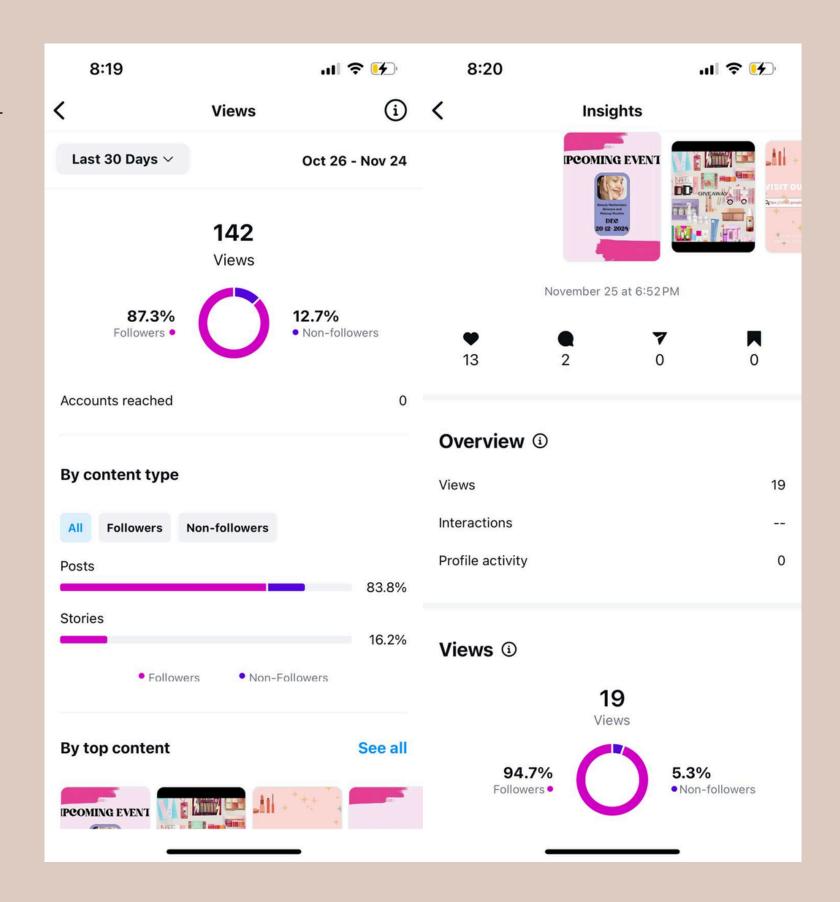
- Upcoming Event Post: 19 views, 13 likes, 2 comments.
- Giveaway Post: 16 views, 12 likes, 1 comment.

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!

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