

Love Beauty and Planet

Content Marketing Strategy



Table of Contents

- Executive Summary
- Brand Overview
- Raw Quantitative Data
- Data Visualization
- Hypotheses
- Raw Qualitative Data
- Data Visualization
- Updated Hypotheses
- Measurable Goals
- Concept
- Brand Voice
- Mood Board
- Audit
- Style Guide
- Content Distribution
- Content Calendars
- Creative Content
- Content Overview
- Reflection
- References



Executive Summary

Love Beauty and Planet is a sustainable beauty brand that targets Gen Z and Millennial consumers through their cohesive and colorful social media content. Throughout a ten week period my partner, Antonia Sousa, and I analyzed Love Beauty and Planet's social media presence and audience sentiment, transforming the data into compelling visuals and ultimately developing a multi-channel content marketing strategy.

We evaluated our findings and used the information we gathered to inform potential content suggestions, forming a mood board and style guide applicable to four social media platforms. We also performed an audit, gathering both internal and external references. We then created content posts for each platform, fine-tuning our campaigns, content calendars, and brand recommendations.



Brand Overview

Love Beauty and Planet is a cruelty-free, vegan cosmetic brand that primarily focuses on hair and skin products. From shampoo bars to vitamins and deodorant, the brand has a wide range of products for sustainable consumers.

By sourcing ingredients responsibly, reducing waste and saving water, counting their footprint with honesty, partnering with activist programs, and developing innovative, sustainable product solutions, LBP's efforts to create an eco-friendly brand are effective and compelling.



Brand Story

Love Beauty and Planet was started by a group of like-minded people who believe that looking good and doing good should go hand-in-hand. We are committed to making you and our planet a little more beautiful.

That's why we started with one simple goal:





Whatever we do must be good for **beauty** and give
a little **love** to the **planet**.

– Love Beauty and Planet

Brand Promise

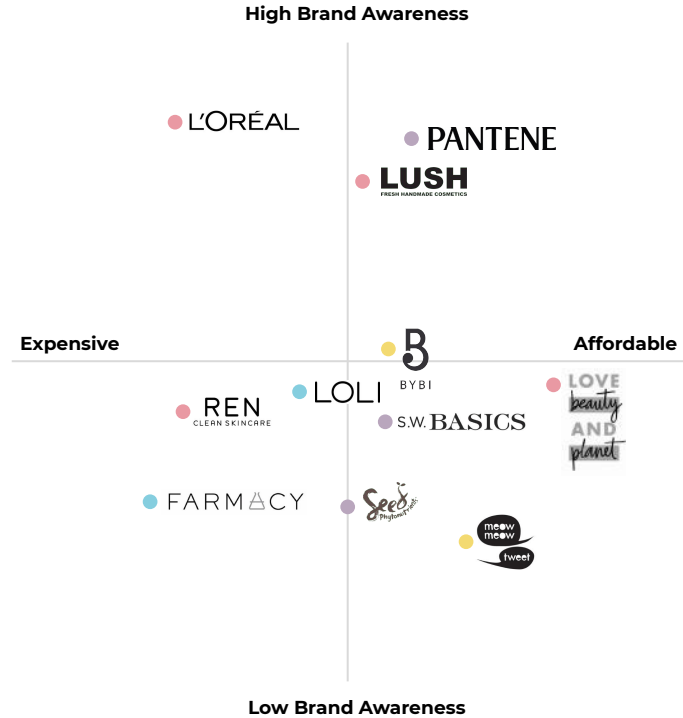
We are on a long journey to make you and the planet more beautiful by:

- sourcing ingredients responsibly
- reducing waste + saving water
- counting our footprints with honesty
- partnering with Ashoka (a youth activist program)
- developing innovative, sustainable product solutions



Brand Position

Love Beauty and Planet stands for all things sustainable, with a constant effort in bettering the environment and the beauty industry's impact. Their efforts to create an eco-friendly brand are apparent throughout their social media and website.



“

I believe that the only way to serve our consumers is by creating brands that ***deliver great beauty results*** and also ***show respect for our planet*** by being accountable for, and working to ***reduce our carbon footprint***.

- Piyush Jain, *Global Vice President*

”

Brand Personality

Sincerity

- Down to earth
- Honest
- Wholesome
- Cheerful

Excitement

- Spirited
- Imaginative
- Up-to-date



Brand Associations

- Youthful
- Eco-friendly
- Unique
- Ethically-sourced
- Cruelty-free
- Fun
- Colorful





LEAH THOMAS

Founder of @intersectionalenvironmentalist

GENDER

Female - 75.54%

AGE

18-35

Target Audience

Sustainable, Environmentally-Conscious

LOCATION

USA - 49.7%

Brazil - 11.97%

UK - 4.5%

Indonesia - 3.88%

Canada - 3.23%

Other - 26.76%

INTERESTS

Personal Blog - 16.77%

Clothing (Brand) - 15.91%

Art - 12.52%

Public Figure - 9.92%

Health/Beauty - 9.38%

Just For Fun - 6.74%

Consumers



PRIMARY CONSUMERS

- Women ages 18-24
- Interested in purchasing eco-friendly, sustainable beauty products
- Primarily bloggers / artists



SECONDARY CONSUMERS

- Women ages 25-35
- Interested in authentic, sustainable beauty and potential partnerships
- Public figures/influencers



TERTIARY CONSUMERS

- All genders ages 18-35
- Interested in quality yet affordable, sustainable beauty options
- Students, parents, etc.

Personas



PERSONA #1

Sky is an eighteen-year-old, studying design in San Francisco. They are living with a roommate and currently in the process of starting a personal blog where they share their art and travels. Sky is very interested in sustainability and writes about beauty brands in their blog. Sky is not currently working and instead, they spend their time sampling vegan eateries with their friends in the city.

Personas



PERSONA #2

Aliyah is a twenty-five-year-old model living in a small apartment in New York City. She lives with her best friend and enjoys spending her days picnicking in Central Park and practicing photography. She is an Instagram influencer and is frequently approached by brands to promote their products.

Experience Map

stage	explore	purchase	enjoy
tasks	<ul style="list-style-type: none">-Decide it is time for a new product (shampoo, soap, etc)-Establish price range-Determine if you want to try something new or re-stock-Ask for recommendations-Have some options	<ul style="list-style-type: none">-Choose a retail location/ shop-Narrow down product options-Confirm it is available-Make purchase	<ul style="list-style-type: none">-Remove packaging/seals-Use as instructed/desired-Rinse-Indulge in the scent
needs	<ul style="list-style-type: none">-Reasonable price-Nice scent-Recyclable/environmentally friendly packaging-Benefits-Good quality	<ul style="list-style-type: none">-Availability at chosen retailer-Price matches chosen range-Scent meets expectations	<ul style="list-style-type: none">-Meets expectations-Matches product description-Seals are intact and not broken
touch points	<ul style="list-style-type: none">-Social Media-Beauty Blogs-Brand Websites	<ul style="list-style-type: none">-Retail worker-Shop website-Shop app-Instacart / similar platforms	<ul style="list-style-type: none">-Shower/Bathroom

Creating an experience map allows for a greater understanding of the customer journey, from how and why they decide to commit to a purchase to the actual use and enjoyment.

Empathy Map

"thank you for putting a brand out on the shelves that i am proud to be a consumer of :)" - @miikalynn

"Just want to say you guys are my FAVORITE brand" - @natvrefairie

SAYS

DOES

Scrolls through social media content and competing brand pages

Reads brand story and goals on web

Purchases products online

Leaves reviews on Amazon



What product is the best fit for me?
How do I find the right match for my skin/hair type?

How can I find quality beauty products that are both affordable and sustainable?

THINKS

FEELS

Confident

Excited

Beautiful

Proud

Natural

Supported

Sustainable

Informed

S

Strengths

- Consistent Brand Identity
- Emphasis on Sustainability
- Memorable Packaging
- Creative Partnerships
- Static Design

W

Weaknesses

- Minimal Brand Replies on FB
- Brand Awareness
- Reusing the Same Content on Multiple Platforms
- Minimal YT Content

O

Opportunities

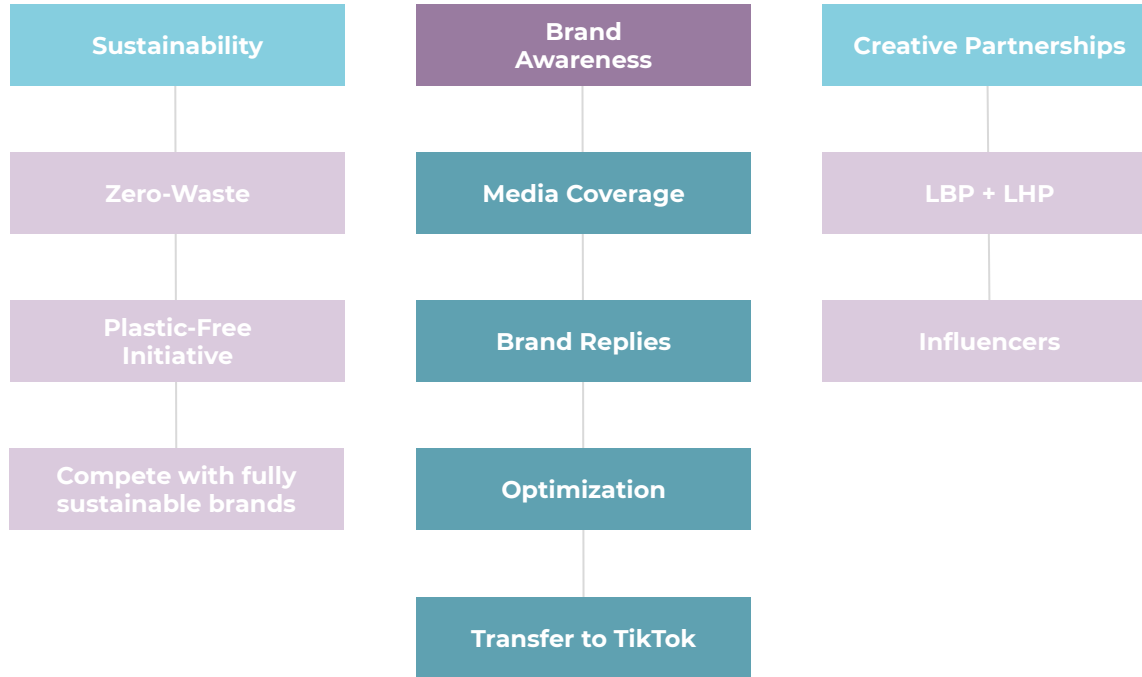
- Transferring YT Content to TikTok
- Plastic-free Initiatives
- Increased Media Coverage
- Additional Info about International Stores

T

Threats

- Fully Sustainable, Plastic-free Brands (Antonym, RMS)
- Consumer Desire for Zero-Waste Packaging

Affinity Map



We created this affinity map by selecting keywords from our SWOT Analysis and exploring the relationship between the concepts. This process enabled us to categorize our opportunity areas, clarifying potential directions for campaigns and content creation.

LBP's Competitors

LUSH
FRESH HANDMADE COSMETICS

S.W. BASICS



B
BYBI



REN
CLEAN SKINCARE

LOLI

PANTENE

FARMACY L'ORÉAL

Competitive Analysis

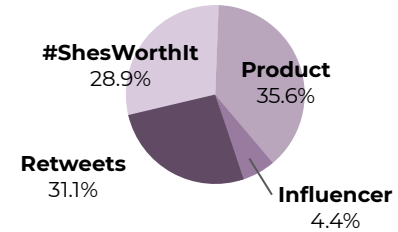
L'ORÉAL



#NewYearsResolution
#ShesWorthIt

Content Type

Jan 1-14th



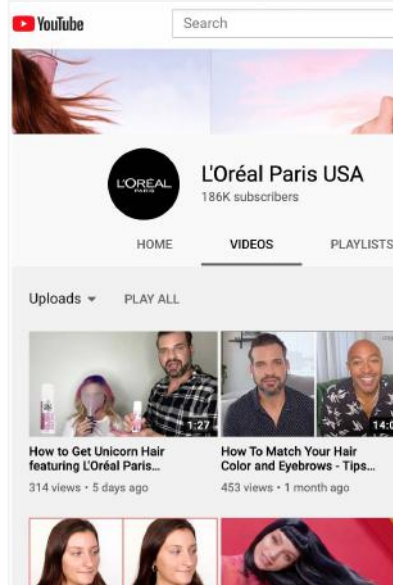
Rating: Positive

Cause: Few negative comments, mostly encouraging and positive, consistent brand replies and interactive content

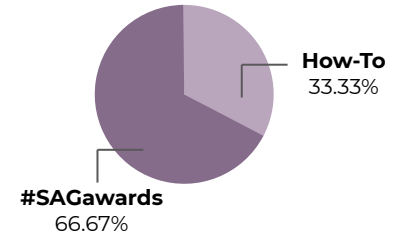
Comments: Mostly positive feedback on products and posts, a few interactive comments in response to posts with questions, some negative comments on animal testing, capitalism, and criticism towards spokespeople

Competitive Analysis

L'ORÉAL



Content Type January 2020



Rating: Inconclusive/neutral

Cause: Engaged audience, no responses and lack of comments/no like visibility on SAG award makes data hard to read

Comments: Turned off for SAG, questions on How-To, one negative comment, no brand replies

Competitive Analysis

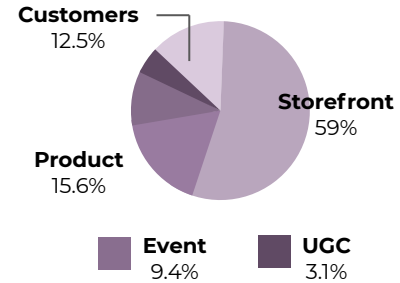
L'ORÉAL



#weareloreal

Content Type

Jan 1-14th



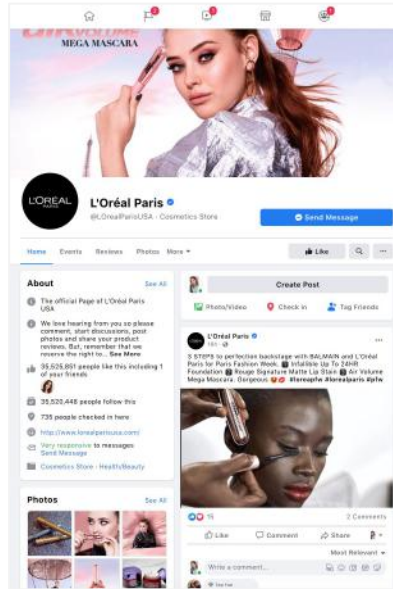
Rating: Positive

Cause: Engagement, Interaction, Positive Audience Sentiment

Comments: Positive, brand replies to almost all comments. Negative comments are about animal testing, debunked through replies

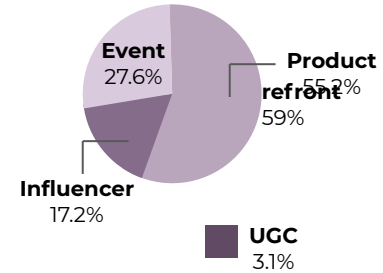
Competitive Analysis

L'ORÉAL



Content Type

Jan 1-14th



Rating: Positive, room for improvement

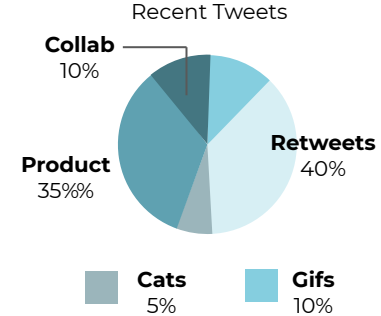
Cause: Frequent posts, amount of shares and likes, could respond more

Comments: Mix of positive and negative, some posts have no comments. VERY few brand responses

Competitive Analysis



Content Type



Rating: Inconclusive, room to improve

Cause: Very inactive, right away they have a pinned tweet saying they are a visual brand and are more active on Instagram. Some replies to customers, which are positive, but no content in our research period

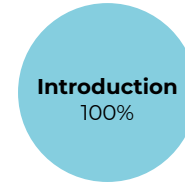
Comments: N/A for the research period, some support from customers who express their liking for sustainability

Competitive Analysis



Content Type

2020



Rating: Inconclusive, leaning positive

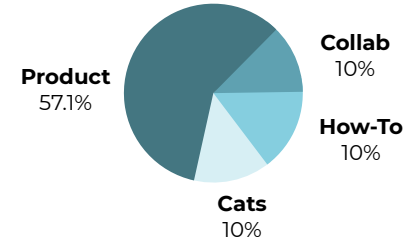
Cause: The brand is new to TikTok, and have already been posting content frequently. However, they use no hashtags, making it harder to attract an audience

Comments: One positive comment in regards to one video, another comment to notify activity on their page

Competitive Analysis



Content Type Jan 1-14th

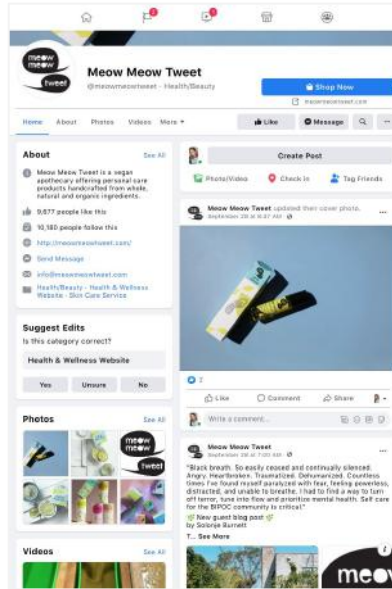


Rating: Positive

Cause: Fun and engaging content, constant brand responses, variation in content

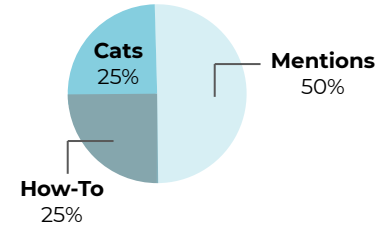
Comments: Most comments were positive, with the exception of 1 or 2. In that case, the brand responded and created a conversation, clearing the air and taking suggestions from consumers

Competitive Analysis



Content Type

Jan 1-14th



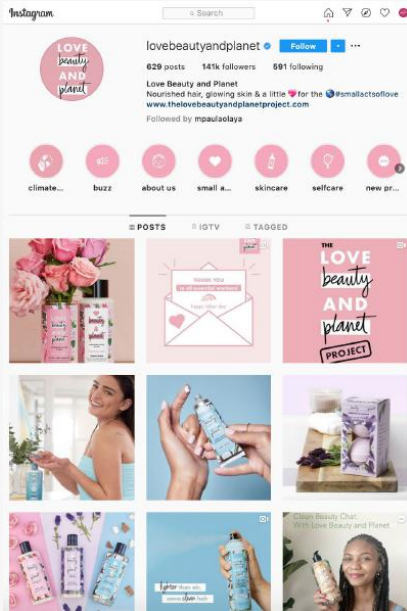
Rating: Positive, with room for improvement

Cause: All reactions are good to posts, no negative comments, but few comments overall and a lack of brand response

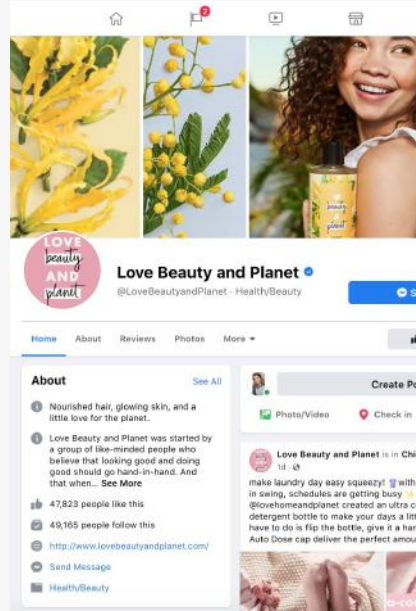
Comments: Mostly tags to other people on a cat post, and a positive comment based on a fun post

Social Media Platforms

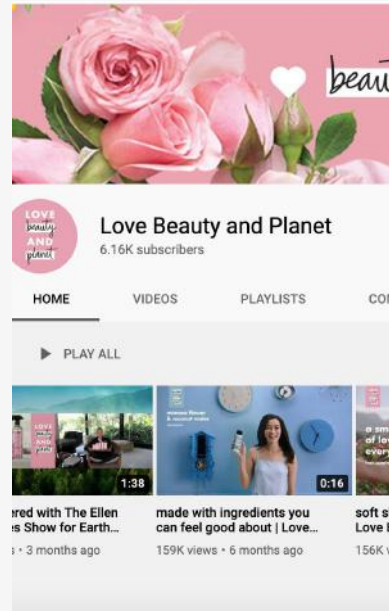




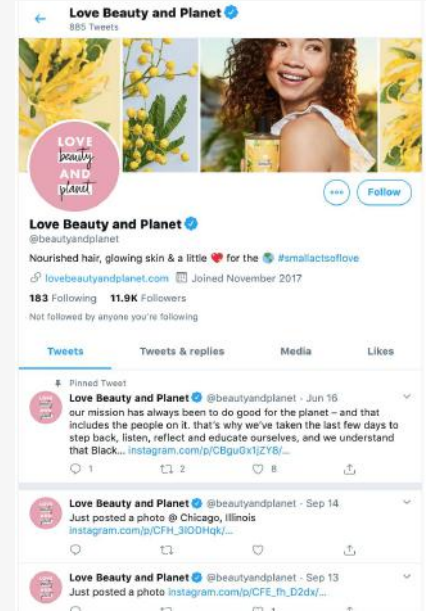
Engagement: 0.64%



Engagement: 0.2281%



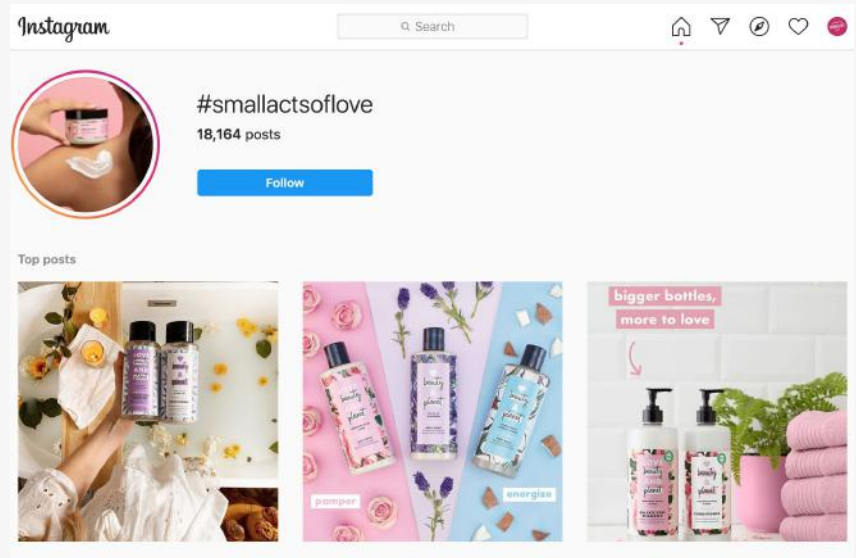
Engagement: 0.127%



Engagement: 0.02%

Instagram Campaign

- #smallactsoflove: inspires consumers to “set your sights on a cleaner, greener New Year!”
- Think sustainability, buy local, and meal prep!
- Target audience: beauty product consumers (primarily Gen Z)



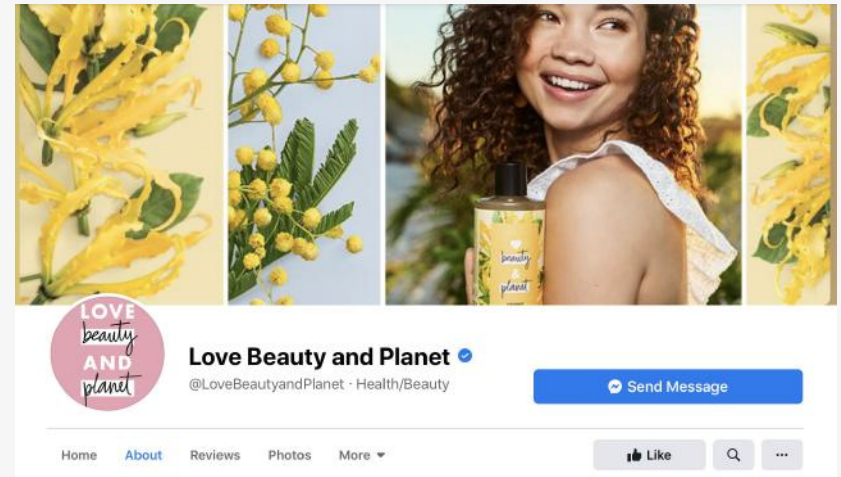
Instagram Creative Content Examples



LBP posted a total of seven times over the course of two weeks (January 1st – January 15th) on Instagram. Their posts with the highest engagement rates were product imagery.

Facebook Campaign

- #smallactsoflove, the campaign shown on their IG feed continues on FB
- PSA for international coast clean-up day
- Tips, spotlights, sustainability
- Beauty industry consumers, Gen Z and Millennials



Facebook Campaign Content Examples

Love Beauty and Planet is at **The Planet**.
September 7 at 9:34 AM · Greenville, NC · 🌍

Happy Labor Day! 🌟 this year, we want to take a special moment to pause and say thank you to all the essential workers who are dedicated to keeping daily life moving ❤️ who are you thankful for? send them this post to tell you how much you appreciate them! 📧



Love Beauty and Planet is in **New York, New York**.
September 3 at 12:24 PM 🌍

soak up the sun, then soak yourself in hydration! 🌊 refresh with our NEW Clean Oceans Edition blue-green algae & eucalyptus body lotion 🌿 this fresh, nourishing formula is bottled in 100% recycled ocean bound plastic – that means plastic that otherwise may have wound up in the ocean – to show some extra 💙 to our oceans! 🌊

Love Beauty and Planet 🌿
August 31 at 1:16 PM 🌍

our #selfcare secret? 🌿 unwinding the body and mind with some serious spa vibes 💜 all it takes is the bubbling bliss of our argan oil & lavender bath bombs to soothe your senses 🌿 let your stressors magically melt away with the peace of mind that these bath bombs are made with 96% naturally derived ingredients to make you and the planet a little more beautiful 🌿 #smallactsoflove

Love Beauty and Planet 🌿
September 10 at 10:00 PM · Greenville, NC · 🌍

PSA for #throwawayplastic: "please" throw your PPE away! 🌿 PPE stands for personal protection equipment, like masks and gloves, that are commonly being thrown away. These items aren't recyclable, meaning they belong in the trash – not our streets! 🌿 simply throwing away your trash is one easy way to show our #smallactsoflove for cleaner, more beautiful oceans! 🌊 🌿

🌿 check out our stores to see how plastic gloves can affect our environment — at **The Ocean**.

2 Shares
Like Comment Share
Write a comment...

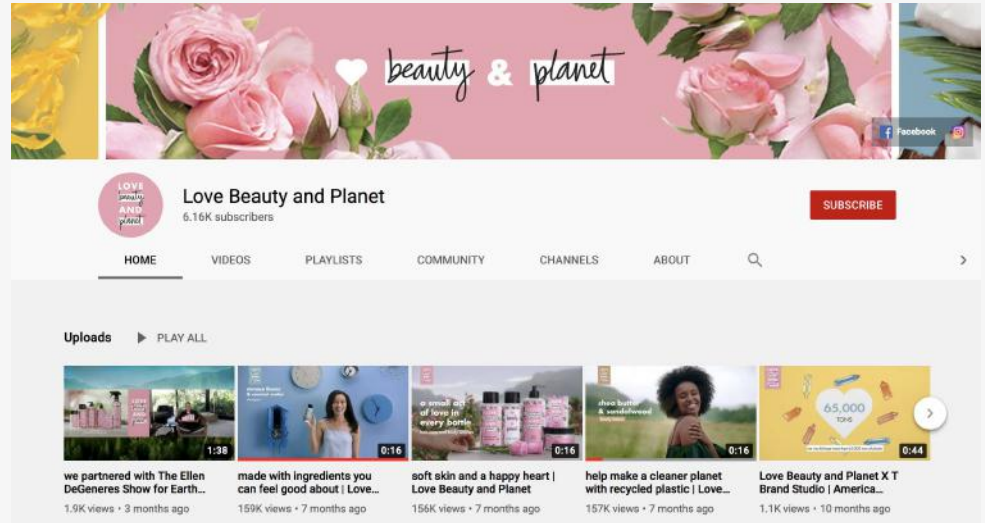
throw away PPE
like plastic gloves and masks

Love Beauty and Planet is at **The Planet**.
September 10 at 4:00 PM · Greenville, NC · 🌍

our approach to sustainability is in, and it's jam-packed with #smallactsoflove 🌿 we're proud of how far we've come, but we still have a long way to go on our journey for a cleaner, greener and more beautiful planet 🌿 check out our stores for more info & see our full report through the link in our bio! 🌿 *represents an equivalent number based on product size and production. **based on calculations assuming weight of 500ml water bottles, ocean bound defined as 12-mile radii. See More.

YouTube Campaign

- #smallactsoflove is also present on their YouTube page, with a variety of different content, though most under 2 mins
- Get to know the brand/products, sustainability efforts, short ads
- Gen Z and Millennial beauty consumers



The image shows the YouTube channel page for 'Love Beauty and Planet'. The banner features pink roses and the brand name 'beauty & planet' in a cursive font. Below the banner, the channel name 'Love Beauty and Planet' is displayed with 6.16K subscribers and a 'SUBSCRIBE' button. The navigation menu includes 'HOME', 'VIDEOS', 'PLAYLISTS', 'COMMUNITY', 'CHANNELS', and 'ABOUT'. The 'Uploads' section shows five video thumbnails with their titles and view counts:

Video Title	Views	Time Ago
we partnered with The Ellen DeGeneres Show for Earth...	1.9K views	3 months ago
made with ingredients you can feel good about Love...	159K views	7 months ago
soft skin and a happy heart Love Beauty and Planet	166K views	7 months ago
help make a cleaner planet with recycled plastic Love...	157K views	7 months ago
Love Beauty and Planet X T Brand Studio America...	1.1K views	10 months ago

YouTube Brand Campaign Examples



we partnered with The Ellen DeGeneres Show for Earth...
1.9K views • 3 months ago



made with ingredients you can feel good about | Love...
159K views • 7 months ago



soft skin and a happy heart | Love Beauty and Planet
156K views • 7 months ago



help make a cleaner planet with recycled plastic | Love...
157K views • 7 months ago



Love Beauty and Planet X T Brand Studio | America...
1.1K views • 10 months ago



#smallactsoflove in every bottle | Love Beauty and...
50K views • 1 year ago



#smallactsoflove in every bottle | Love Beauty and...
3.5K views • 1 year ago



Small Acts of Love | Marie J.
450K views • 1 year ago



Love Beauty and Planet | hairspray powered by air
5.6K views • 1 year ago



Small Acts of Love | Marlim R.
251K views • 1 year ago



a new tab...
1.1K views • 1 year ago



how small acts of love...
1.2K views • 1 year ago



using recycled water bottles...
1.3K views • 1 year ago



Making a Difference with...
1.4K views • 1 year ago



what are the benefits of fast...
1.5K views • 1 year ago

Twitter Campaign

- #smallactsoflove: to help cut down on household waste
- Primarily centered around the holiday season
- Target audience: beauty product consumers (Gen Z)
- Only one tweet between January 1 – January 14

← Tweet

Love Beauty and Planet Retweeted



Cheryl Poe
@CherylLPoe

Okay so I've talked about how much I love [@beautyandplanet](#) before, but I really encourage you to go to their website and read up on how they are doing their part to help the environment. They're really awesome! Go to lovebeautyandplanet.com to learn more!



2:26 PM · Jan 11, 2020 · Twitter for iPhone

2 Retweets 7 Likes



Love Beauty and Planet [@beautyandpla...](#) · Feb 18

Replying to [@CherylLPoe](#)
thank you for such a thoughtful shout-out! 🥰
[#lovebeautyandplanet](#)

1 1 1

Twitter Creative Content Examples

Love Beauty and Planet
887 Tweets

Love Beauty and Planet
@beautyandplanet

Nourished hair, glowing skin & a little ❤️ for the 🌍 #smallactsoflove

lovebeautyandplanet.com

Joined November 2017

184 Following 11.9K Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

Pinned Tweet

Love Beauty and Planet @beautyandplanet · Sep 15

"Our Approach To Sustainability" is out, and it's jam-packed with #smallactsoflove we're proud of how far we've come, and our journey for a cleaner, greener and more beautiful planet is just getting started! 🌱 check out our complete report at lovebeautyandplanet.com/us/en/the-love...

1 3 8

Love Beauty and Planet @beautyandplanet · Mar 23

Using clean and eco-friendly @beautyandplanet products... #ThingsThatAreTurnOns

1 3 8

Love Beauty and Planet @beautyandplanet · Mar 17

did you know all our conditioners are fast-rinsing?! 🌊 It's one of our #smallactsoflove for the 🌍 that helps our formulas break down and rinse out of hair faster, which can help you save a little water with each... instagram.com/p/B9ZtHURAbot/

1 3 8

Love Beauty and Planet @beautyandplanet · Mar 15

say goodbye to build-up! 🙋 our NEW detoxifying, sulfate-free shampoo & conditioner are infused with bamboo charcoal - known to naturally purify - and leave locks nourished and clean. 🌿 scented with notes of ethically... instagram.com/p/B9wXSp5AsbW/

1 3 8

Love Beauty and Planet @beautyandplanet · Dec 8, 2019

today we're revealing a special wrapping paper in the @nytimes! it's one of our #smallactsoflove for the 🌍 to help cut down in holiday waste! if every American household upcycled this page as gift wrap, we would save enough paper to cover NYC's Central Park 15 times!!!

0:02 525 views

2 6 6

Love Beauty and Planet @beautyandplanet · Dec 7, 2019

did you know that 25 million pounds of waste are created each holiday season? 🌱 check out the Sunday edition of the @nytimes for a special surprise to help you show some extra #smallactsoflove for our 🌍!

1 2 2

Love Beauty and Planet @beautyandplanet · Mar 6

our shampoo bars are a simple switch to show #smallactsoflove that help make you and the 🌍 a little more beautiful! ❤️ these (super cute 🥰) bars are made to keep locks looking vibrant without parabens, sulfates or... instagram.com/p/B9aGtUQgP94/

1 6 6

Love Beauty and Planet Retweeted

Cait MacBrien @csmac · Feb 23

The hardest part about making a conscious effort to part with plastic shampoo bottles was finding a shampoo bar that works for my hair. Thanks @beautyandplanet for making the best shampoo bar I've tried yet!

1 6 6

Love Beauty and Planet Retweeted

spooky sav @savannahcharise · Feb 26

if I can have a lifelong supply of @beautyandplanet products, I'd be one happy girl.

3 5 6

Love Beauty and Planet @beautyandplanet · Mar 2

beautiful bounce starts with a balanced scalp! 🌿 our NEW hemp seed oil & mana leaf scalp serum is a leave-in solution that nourishes and moisturizes for a soothing result 🌟 plus, this formula is filled with... instagram.com/p/B9PnuNMA5JD/

1 3 6

Love Beauty and Planet @beautyandplanet · Feb 28

what makes our NEW charcoal & bergamot shampoo scrub so unique? 🌟 the exfoliating texture is created with coconut husk and naturally derived menthol for a deep cooling clean 🌿 plus, it pairs perfectly with our... instagram.com/p/B9H7M2TgZ1R/

1 2 6

Love Beauty and Planet @beautyandplanet · Feb 26

have you heard? we worked with lovehomeplanet.com to offer our coconut & mimosa flower shampoo, conditioner & body wash - along with @lovehomeplanet lavender & argan oil concentrated laundry detergent - in completely... instagram.com/p/B9Cu8QqA6Le/

1 2 6

LBP only retweeted one tweet over the course of two weeks (January 1st – January 15th). They did not upload any of their own content within this time frame.

Platform Takeaways

- @lovebeautyandplanet's IG audience is very satisfied with their products overall. The brand's message, aesthetic, and packaging resonates with consumers, and this sentiment is reflected in their comments.
- Despite @beautyandplanet's lack of activity on Twitter, the overall sentiment is positive as consumers are satisfied with their products and their emphasis on sustainability.
- Facebook followers of Love Beauty and Planet are very satisfied with the products and their social media performance, leaving positive stories and comments.
- Despite having comments turned off on YouTube, they have a positive rating, with a good amount of views on videos and more likes than dislikes.



Data Visualization





Raw Data



Instagram							
	Post Date						
	Jan 1	Jan 3	Jan 7	Jan 9	Jan 10	Jan 13	Jan 15
Likes	978	2,004	4,068	3,511	3,770	2,392	2,388
Comments	12	14	90	169	204	45	3
Post Time	3:11 PM	9:57 AM	12:50 PM	12:15 PM	2:54 PM	12:27 PM	4:48 PM
Day of the Week	Wednesday	Friday	Tuesday	Thursday	Friday	Monday	Wednesday
Post Frequency	7x in 2 weeks						
Engagement Rate	0.64%						
	Jan 1	Jan 9	Jan 17				
Followers	134,938	135,007	135,407				
Following	515	513	513				
Total # of Posts	523	526	531				

Twitter			
	Post Date		
	Jan 11		Notes
Likes	7		Tweet was from @CherylLPoe... @beautyandplanet retweeted it
Comments	2		
Post Frequency	1x		
Post Time	2:27 PM		
Retweets	2		
Mentions	1		
Quote Tweets	0		
Caption Length	44 words		
Response Rate	100%		
	Dec 31	Jan 8	Jan 16
Followers	12,499	12,473	12,450
Following	183	183	183
Total # of Posts	748	749	749



Raw Data

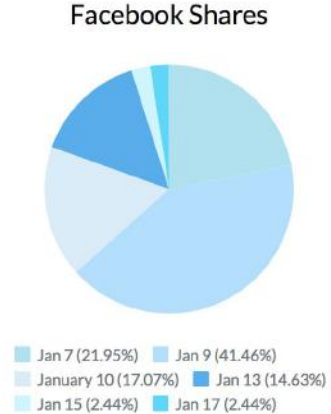
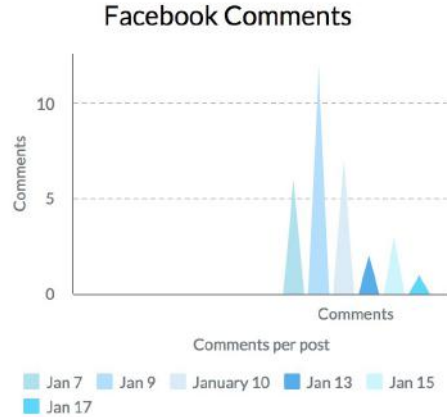
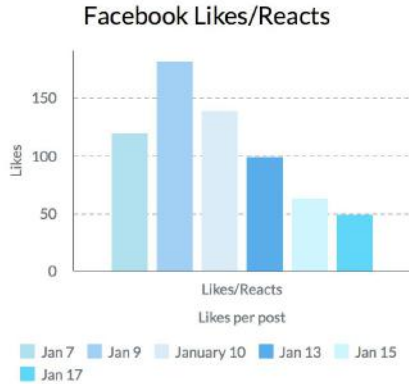


Facebook						
	Post Date					
	Jan 7	Jan 9	January 10	Jan 13	Jan 15	Jan 17
Likes/Reacts	120	182	139	99	63	50
Comments	6	12	7	2	3	1
Shares	9	17	7	6	1	1
Post Time	1:50 PM	1:16 PM	3:54 PM	1:27 PM	3:48 PM	12:57 PM
Day of the Week	Tuesday	Thursday	Friday	Monday	Wednesday	Friday
Post Frequency	2-3 a week					
Engagement Rate	0.2281					
Following						
Monthly	508					
Daily	17					
Total # of Posts	350					

Youtube	
	Post Date
	Feb 18
Likes	13
Dislikes	3
Comments	Off
Views	157,441
Post Time	Unavailable
Day of the Week	Tuesday
Post Frequency	6x a year
Engagement Ra	12.7
Subscribers	
Weekly	7
Daily	1
Total # of Posts	21



Love Beauty and Planet Data Visualization



 **Post Frequency**
2-3 a week

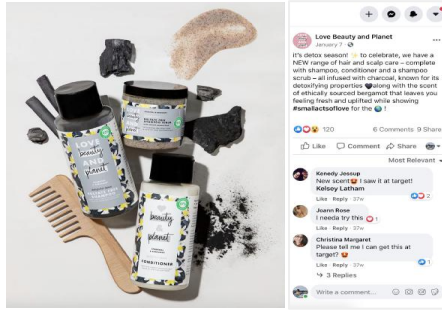
 **Engagement Rate**
0.2281

Data Overview

Facebook has an engagement rate of 0.2281%, which is low compared to Instagram considering they mostly repost the same content.



Love Beauty and Planet Data Visualization



Post likes
120

Post day + time
Tuesday, 1:50 pm

Post comments
6

Post shares
9



Post likes
50

Post day + time
Friday, 12:57 pm

Post comments
1

Post shares
1

Data Overview

LBP's Facebook audience favors posts of their products up close, as there is a noticeable increase in engagement for posts like these.

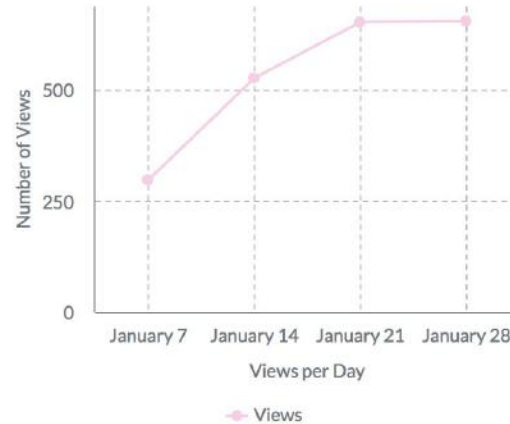


Love Beauty and Planet Data Visualization

Subscription Growth



Video Views



Post Frequency
6x a year

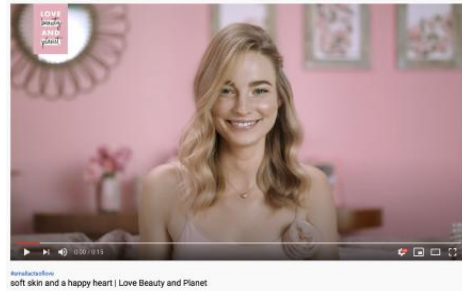
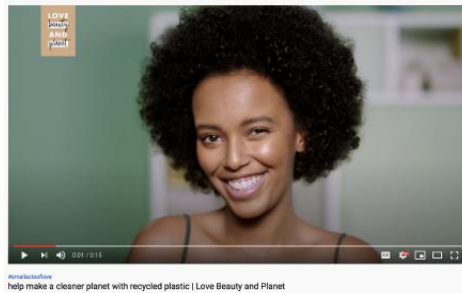
Engagement Rate
.127

Data Overview

Despite not posting at all in January, LBP had an increase in both subscribers and video views during the month.



Love Beauty and Planet Data Visualization

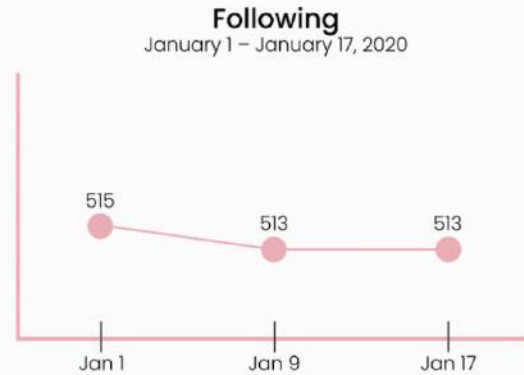
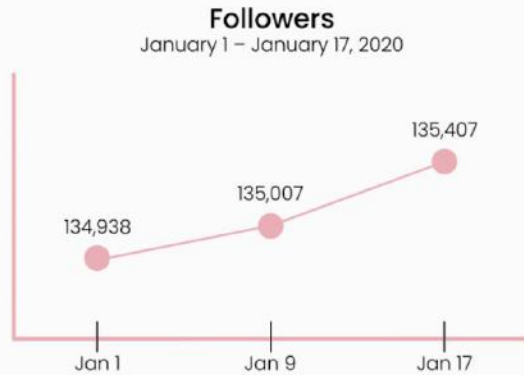


Data Overview

LBP's YouTube is very inactive with very few posts per year. Their videos are short, receive dislikes, and the comments are turned off.



Love Beauty and Planet Data Visualization



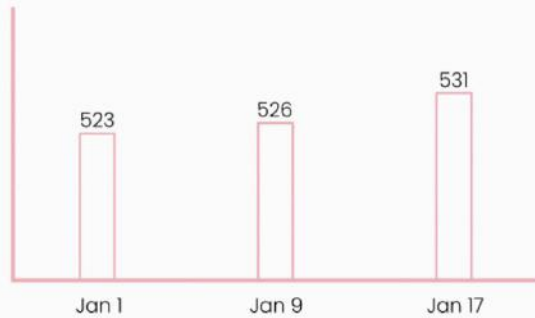
Data Overview

During the time period of January 1st – January 17th, Love Beauty and Planet gained a total of 469 followers. Their brand is very active on Instagram and shares a combination of product imagery, UGC, influencers, and text posts.



Love Beauty and Planet Data Visualization

Number of Posts
January 1 – January 17, 2020



Average Likes/Post
January 1 – January 15, 2020

2730.143



Average Comments/Post
January 1 – January 15, 2020

537



Engagement Rate
January 1 – January 15, 2020

0.64 %

Data Overview

Love Beauty and Planet has a 0.64% engagement rate on Instagram. This rate is high in comparison with their other platforms, especially Twitter which has an engagement rate of 0.02%.



Love Beauty and Planet Data Visualization



Post Likes

January 7

4068



Post Comments

January 7

90



Post Day

January 7

Tuesday



Post Time

January 7

12:50PM

Data Overview

Comparing the post with the highest engagement with the post with the lowest engagement, there are several key indicators to explain the difference in engagement: post type (product vs. influencer), post day (Tues. vs. Wed.), and post time (1pm vs. 3pm).



Love Beauty and Planet Data Visualization



Post Likes

January 1

978



Post Day

January 1

Wednesday



Post Comments

January 1

12



Post Time

January 1

3:11 PM

Data Overview

Comparing the post with the highest engagement with the post with the lowest engagement, there are several key indicators to explain the difference in engagement: post type (product vs. influencer), post day (Tues. vs. Wed.), and post time (1pm vs. 3pm).



Love Beauty and Planet Data Visualization

Post Day Breakdown
January 1 – January 15, 2020



Post Time Breakdown
January 1 – January 15, 2020

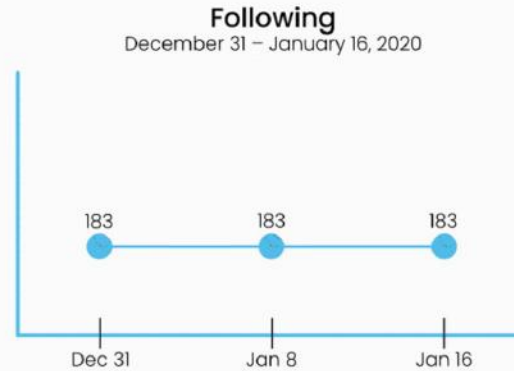
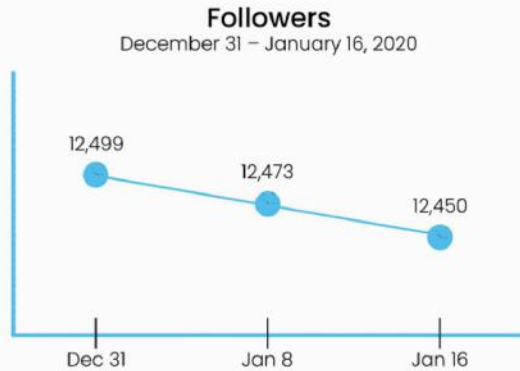


Data Overview

The majority of LBP's Instagram posts were published within their period of highest engagement: 12-3pm. Most posts were shared on Wednesday and Friday, while zero publications were made on Saturday and Sunday.



Love Beauty and Planet Data Visualization

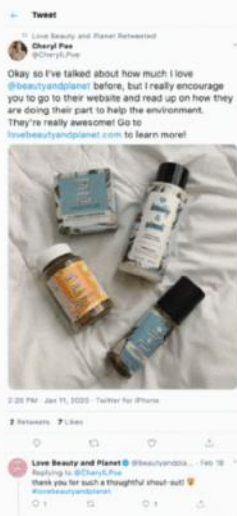


Data Overview

During the time period of December 31st – January 16th, Love Beauty and Planet lost a total of 49 followers. Overall, the brand is very inactive on Twitter and mainly shares preexisting Instagram posts and retweets outside content.



Love Beauty and Planet Data Visualization



Tweet Likes

January 11

7



Tweet Day

January 11

Saturday



Tweet Comments

January 11

2



Tweet Time

January 11

2:26 PM



Engagement Rate

January 1 – January 15, 2020

0.020%

Data Overview

Within this time frame, LBP only retweeted one tweet and did not publish any original content. The tweet was from @CheryllPoe (a blogger with ~300 followers) and received minimal engagement outside of LBP's interactions.

Response to Data

Overall, audience sentiment was positive during the #smallactsoflove campaign (January 1 – 15, 2020):

- Although each Instagram post received comments, we found that the majority of these comments centered around the brand as a whole, not the specific content.
- Twitter users also celebrated LBP's commitment to the environment by sharing images of their products and praising the brand.
- Facebook users left positive and curious comments, all encouraging the brand and letting others (and the brand) know about their experiences. Again, more of a response towards the brand rather than the content.
- We could not assess LBP's audience sentiment on YouTube as the comment section is turned off.



Hypotheses


- Posting between 12-3pm on Instagram engages the highest number of followers, leading to the most likes and comments.
- Considering LBP's target audience of Gen Z and Millennials, it would be best suited for them to expand their social media marketing to TikTok to reach younger consumers.
- LBP should focus on creating unique content for their Facebook page, as they seem to mainly re-post the same content as their Instagram.
- LBP should either start creating longer videos for their YouTube channel, such as tutorials or partnerships - if not, they should transfer their content over to TikTok.

Qualitative Data

To gain further insight into the effectiveness of LBP, we conducted a survey consisting of 10 questions.

We received a total of 26 responses over the course of three days.

The questions were as follows:



Love Beauty and Planet

Hi everyone! I am conducting research for SOCL 230. In this project, my partner Antonia and I will be evaluating the effectiveness of Love Beauty and Planet in reaching their target audience and conveying their brand message to consumers.

How old are you? *

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

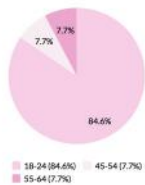
Questions

- How old are you? What is your gender? Where are you from?
- How often do you actively seek out new beauty products?
- What is your main priority when purchasing beauty products?
- Are you familiar with the brand Love Beauty and Planet?
- Have you purchased Love Beauty and Planet's products previously?
- After reading through the content on the above page, how well do you feel Love Beauty and Planet's goals and brand message match yours as a consumer?
- What is one avenue, if any, you would like to see LBP explore? (i.e. a new product, a new social media platform, etc.)
- Please leave any additional comments below. Thank you!

Results Overview

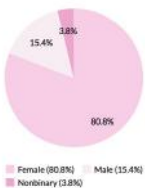
How old are you?

26 responses



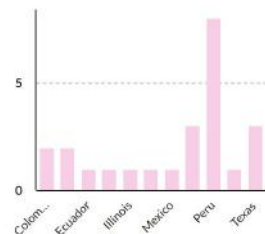
What is your gender?

26 responses



Where are you from?

26 responses



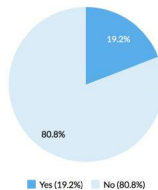
How often do you actively seek out new beauty products?

26 responses



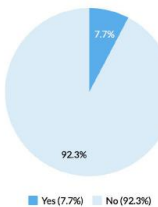
Are you familiar with the brand Love Beauty and Planet?

26 responses



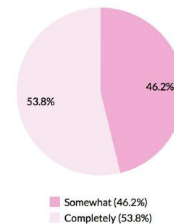
Have you purchased Love Beauty and Planet's products previously?

26 responses



After reading through the content on the above page, how well do you feel Love Beauty and Planet's goals and brand message match yours as a consumer?

26 responses



What is your main priority when purchasing beauty products?

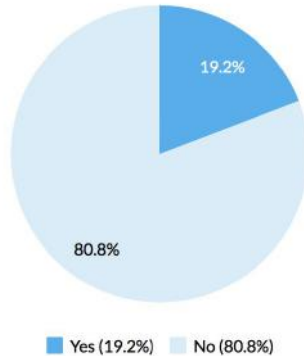
26 responses



Survey Analysis

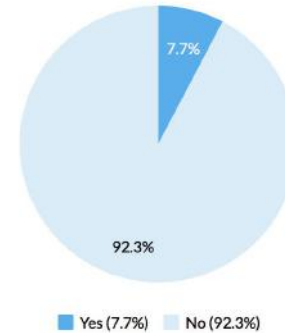
Are you familiar with the brand Love Beauty and Planet?

26 responses



Have you purchased Love Beauty and Planet's products previously?

26 responses

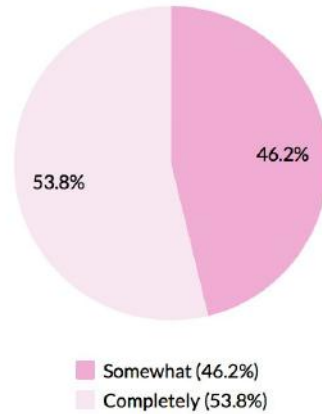


Although 19.2% were familiar with the brand, only 7.7% had purchased LBP's products. This led us to wonder- how can LBP convert their viewers into consumers?

Survey Analysis

After reading through the content on the above page, how well do you feel Love Beauty and Planet's goals and brand message match yours as a consumer?

26 responses



Immediately, we ruled out the brand goals and message as a potential cause for LBP's limited conversion rate, as we found 53.8% of consumers completely aligned with the brand goals of LBP.

Survey Analysis

What is one avenue, if any, you would like to see LBP explore? (i.e. a new product, a new social media platform, etc.)

26 responses

New product
Instagram
maybe transparency of labour workers, seeing as most brands don't ever talk about that in their home page
.
a new product!
Deoderant
NA
Toner
N/a

More products
new social media platform!
N
i'm not sure as I don't have too much interest for the brand, generally speaking.
I would love hair care for curly hair
ig
natural makeup products
social media platform (like instagram since i feel lbp would reach their audiences easier amd in many interactive ways)
more advertising. love the goals and brand message of LBP, but haven't seen the brand before.

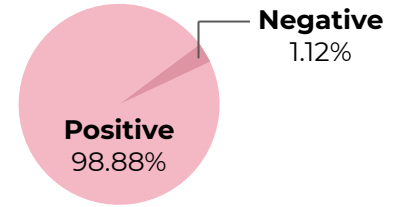
Expanding on this, respondents provided lots of great ideas for areas LBP could explore. One that stuck out was: “more advertising. love the goals and brand message of LBP, but haven’t seen the brand before.”

IG Raw Data

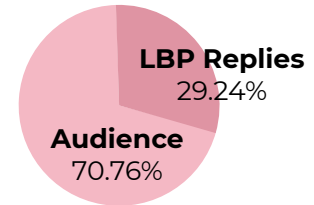


Instagram	Post Date Jan 1	Jan 3	Jan 7	Jan 9	Jan 10	Jan 13	Jan 15
Content Type (Interactive, Written, Images, Video, Positive, User Generated, Product, Sales, Influencer, Collaborative, Behind The Scenes, Closeup)	Influencer + Written	+ Influencer	Product	Product	Product	Product/ Cross-Promo	Cross Promotion
Total # of Comments	12	14	90	108	204	45	3
Types of Comments (Brand Replies, Questions, Replies, Requests, Check, Orders)	Pos, 1 Neg, No Brand Replies	Positive, 2 Brand Replies	Pos, 1 Neg, 7 Brand Replies	Neutral, 67 Replies, 3 Neg	Pos, 1 Neg, 77 Brand Replies	Positive, 4 Brand Replies	Positive, No Brand Replies
Top Positive Comments	@mrsreynolds "Love the art!"	@mrsreynolds "We can handle anything!"	@mrsreynolds "Just need to see your side of the story!"	@mrsreynolds "We can handle anything!"	@mrsreynolds "We can handle anything!"	@mrsreynolds "We can handle anything!"	@mrsreynolds "We can handle anything!"
Top Negative Comments	@mrsreynolds "I don't like the color!"	@mrsreynolds "I don't like the color!"	@mrsreynolds "I don't like the color!"	@mrsreynolds "I don't like the color!"	@mrsreynolds "I don't like the color!"	@mrsreynolds "I don't like the color!"	@mrsreynolds "I don't like the color!"
Consumer Questions/Thoughts	@mrsreynolds "How long does it take to ship?"	@mrsreynolds "How long does it take to ship?"	@mrsreynolds "How long does it take to ship?"	@mrsreynolds "How long does it take to ship?"	@mrsreynolds "How long does it take to ship?"	@mrsreynolds "How long does it take to ship?"	@mrsreynolds "How long does it take to ship?"
Brand Replies	100%	100%	100%	100%	100%	100%	100%
Sentiment	Positive	Cheerful	Friendly	Informed			
Overall Tone	Positive	Cheerful	Friendly	Informed			
Summary	@mrsreynolds's audience is very excited with their products overall. The brand's message, aesthetic, and packaging resonates with consumers, and this sentiment is reflected in their comments. Several recurring themes in the most negative comments were regarding access to products, international consumers frequently asked where to find the products, and several consumers complained about their use of plastic in their recycled bottles and urged them to use steel pumps, aluminum, or glass to reduce waste and ocean pollution.						
Rating (Cause, Pos/Neg Comments)	Positive	Cause	Positive Comments	Negative Comments			
		Strong Message					
		Compelling Images					
		Beautiful Packaging					

Positive vs. Negative Comments



Comment Type



Data Overview

To obtain this data, we analyzed each Instagram post between January 1st – January 15th and manually read through the comments, evaluating the tone of each message. To determine the rating, we looked at audience perception and sentiment. With a positive trend in perception, LBP's Instagram has a positive rating.

Twitter Raw Data

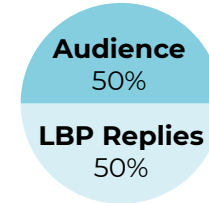


Twitter				
	Post Date	Jan 11		
Content Type	User-Generated-Content			
Total # of Comments	2			
Types of Comments (Brand Replies, Positive, Neutral, Negative, Crisis, Orders)	Positive, 1 Brand Reply			
Top Positive Comments	@CherylPoe earth jr (218 response to LBP comment)			
Top Negative Comments	NA			
Consumer Questions/Thoughts	*Okay so I've talked about how much I love @beautyandplanet before, but I really encourage you to go to their website and read up on how they are doing their part to help the environment. They're really awesome! Go to http://lovebeautyandplanet.com to learn more!			
Brand Replies	Love Beauty and Planet @beautyandplanet - Feb 18 Replying to @CherylPoe "Thank you for such a thoughtful shout-out! 🍷 #lovebeautyandplanet"			
Sentiment	Positive			
Overall Tone	Positive	Uninventive (Reused content)		
Summary	Despite @beautyandplanet's lack of activity on Twitter, the overall sentiment is positive as consumers are satisfied with their products and their emphasis on sustainability. The brand's Twitter would benefit from optimization; currently, they mainly reshare preexisting content posts from Instagram, so LBP would benefit from developing Twitter-specific content centered around what Twitter is best suited for: customer service and public relations.			
Rating	Cause	Positive Comments	Negative Comments	
Rating (Cause, Pos/Neg Comments)	Positive	Strong Message, Quality Products	*Okay so I've talked about how much I love @beautyandplanet before, but I really encourage you to go to their website and read up on how they are doing their part to help the environment. They're really awesome! Go to http://lovebeautyandplanet.com to learn more!	N/A

Positive vs. Negative Comments



Comment Type



Data Overview

For Twitter, LBP has only one tweet between January 1st – January 15th. In order to determine the rating, we evaluated data from this tweet as well as overall audience sentiment on the platform. With a positive trend in perception, LBP's Twitter has a positive rating.

FB Raw Data

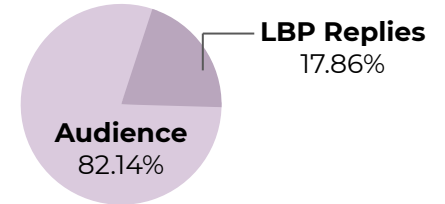


Facebook	Post Date					
	Jan 7	Jan 9	Jan 10	Jan 13	Jan 15	Jan 17
Content Type	Product + written	Product + written	Product + written	Product + written	Sayer line post (love home and planet)	Staged products + written
Total # of Comments		12	7		0	3
Types of Comments	Positive - 2, Question - 1, Replies - 3	Positive - 1, Question - 1, Tags - 6, Replies - 2, Not Shown - 2	Positive - 1, Question - 2, Tags - 2, Replies - 2	N/A	Positive - 2, Question - 1	Positive
Top Positive Comments	I needa try this!	I suffer from Hypothyroidism. My hair is falling out and I lost my eyebrows. I ran into this stuff at the store and bought some. I'm addicted. It really helped my hair look better. Sometimes I sleep with the lavender conditioner in. Once washed it's silky smooth.	C'est sympa !! Les oranges me tentaient bien TRANSLATION: This is nice! Oranges would tempt me	N/A	I want this!!	Decided to finally try the love, beauty and planet brand a couple of weeks ago and I went with this coconut water and mimosa flower and scent and I absolutely love it!!!!!! definitely want to go and stock up
Top Negative Comments	N/A	N/A	N/A	N/A	N/A	N/A
Consumer Questions/ Thoughts	Please tell me I can get this at target?	Without phalates?	Acrode ten para vender???	TRANSLATION: Where do you sell this???	N/A	How much is it?
Brand Replies	"love" reaction on positive comments	N/A	N/A	N/A	No response to question, "love reaction" on positive comments	"love" reaction to the comment
Sentiment	Positive	Inspiring	Happy	N/A	Positive	Informative
Overall Tone	LBP has an extremely supportive audience. They are satisfied, curious, and overall engaged. It is noticeable Love Beauty and Planet has loyal customers whose values align with that of the brand's. Consumers asked where to get products, what ingredients were included, and what the price was. There were absolutely no negative comments throughout this timespan.					
Summary	Rating Cause		Positive Comments		Negative Comments	
Rating	Positive	Helpful product	New scent 🍊 I saw it at target!	N/A	New fav!	N/A
		Amazing scents	NEED!	N/A		
		Great images and descriptions				

Positive vs. Negative Comments



Comment Type



Data Overview

Without a single negative comment during the research period, LBP's Facebook has a positive and happy tone, seen through posts and audience reaction. LBP's audience is supportive and their beliefs align with brand's. All comments here actually praise the brand rather than the posts.

YouTube Raw Data



Youtube			
	Post Date		
		Feb 18	
Content Type	15 second video of product, sustainability		
Total # of Comments	Comments are off.		
Types of Comments	N/A		
Top Positive Comments	N/A		
Top Negative Comments	N/A		
Consumer Questions/ Thoughts	N/A		
Brand Replies	N/A		
Sentiment	Inconclusive		
Overall Tone	Could be better if comments were on. 15 likes and 3 dislikes.		
Summary	LBP could definitely improve their activity on Youtube. They should activate their comment section to allow their audience to share their thoughts. They should do this for future videos as well as old ones, since people like to re-watch old content.		
	Rating	Cause	Comments
Rating	Positive	Positive message, quality videos, great production design	N/A

Comments N/A

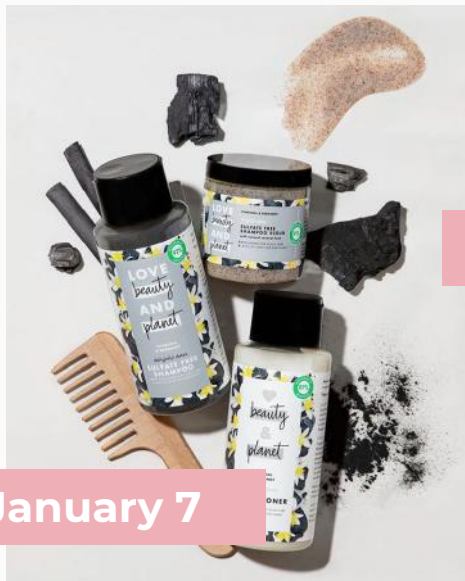


Data Overview

LBP's positive rating on YouTube is made up for by their views and likes. The company does not allow anyone to comment on videos, leaving an inconclusive sentiment on the page in regards to audience response. The tone could definitely improve if they opened up the comments section.



Love Beauty and Planet Data Visualization



January 7



January 10



January 13



Positive Comments

Jan. 7 @miikalynn: "Just want to say you guys are my FAVORITE brand. FAV OR ITE. My hairs always shiny, easy to manage, and it's just amazing. Thank you so much"

Jan. 10 @natvrefairie: "just wanted to say a little thank you on behalf of all of our animal friends and my fellow environmentalists — thank you for putting a brand out on the shelves that i am proud to be a consumer of :) i don't feel guilty after using your products and they work even better than anything else i've tried !! i got my dad hooked on your shampoo bars. thank you for helping save the planet we share 🍀"

Jan. 13 @nicolembaugh: "You guys have the prettiest packaging I swear"



Love Beauty and Planet Data Visualization



Negative Comments

Jan. 1 @silasvonmorisse: "Recycled plastic bottles are a no no. It's still single-use plastic that will end up in landfills or oceans. Think of better alternatives..."

Jan. 9 @jayden.dunn: "Green washing! Do your research i"

Jan. 9 @silasvonmorisse: "STOP using plastic! I don't care if it's recycled plastic or not, it is still single-use plastic that will end up in landfills and oceans! Do shampoo bars (like the heart-shaped one you have at Target) stop manufacturing products w plastic! Replace w bars, stainless steel pumps, aluminum bottles or glass bottles. Only 9% of plastic worldwide is truly recycled. That nonsense has to stop. Its stops with you stopping feeding it to consumers, and stop w consumers making better choices."



Love Beauty and Planet Data Visualization

Instagram

lovebeautyandplanet [Follow](#)

629 posts 141k followers 591 following

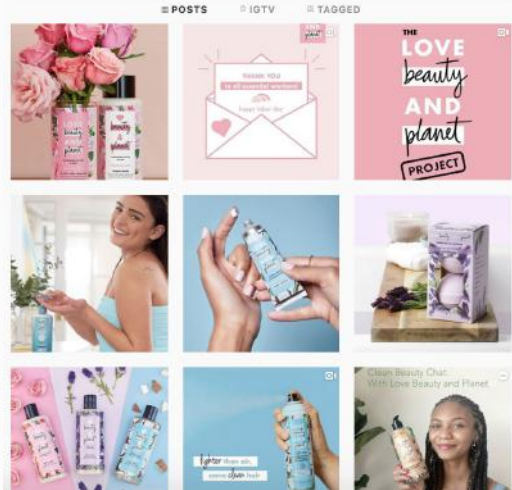
Love Beauty and Planet
Nourished hair, glowing skin & a little ♡ for the 🌍@smallactsoflove
www.thelovebeautyandplanetproject.com
Followed by mpaulsolaya

climate... buzz about us small a... skincare selfcare new pr...



Rating: Positive

Cause: Strong Message, Compelling Imagery, Beautiful Packaging





Love Beauty and Planet Data Visualization

← Tweet

Love Beauty and Planet Retweeted

Cheryl Poe
@CherylLPoe

Okay so I've talked about how much I love @beautyandplanet before, but I really encourage you to go to their website and read up on how they are doing their part to help the environment. They're really awesome! Go to lovebeautyandplanet.com to learn more!



2:26 PM · Jan 11, 2020 · Twitter for iPhone

2 Retweets 7 Likes

Love Beauty and Planet @beautyandpla... · Feb 18

Replying to @CherylLPoe
thank you for such a thoughtful shout-out! 🙌 #lovebeautyandplanet

1 1

← Tweet



2:26 PM · Jan 11, 2020 · Twitter for iPhone

2 Retweets 7 Likes

Love Beauty and Planet @beautyandplanet · Feb 18

Replying to @CherylLPoe
thank you for such a thoughtful shout-out! 🙌 #lovebeautyandplanet

1 1



1 1



Rating: Positive

Cause: Strong Message, Quality Products



Positive Comments

@CherylLPoe: "Okay so I've talked about how much I love @beautyandplanet before, but I really encourage you to go to their website and read up on how they are doing their part to help the environment. They're really awesome! Go to <http://lovebeautyandplanet.com> to learn more!"



Negative Comments

N/A (No Negative Comments)



Love Beauty and Planet Data Visualization



Positive Comments

Jan 9 - Lee JB: I suffer from Hypothyroidism. My hair is falling out and I lost my eyebrows. I ran into this stuff at the store and bought some. I'm addicted. It really helped my hair look better. Sometimes I sleep with the lavender conditioner in. Once washed it's silky smooth.

Jan 15 - Rebecca White: I want this 🥰😍

Jan 17 - Sheena Marie Chavez: Decided to finally try the love, beauty and planet brand a couple of weeks ago and I went with this coconut water and mimosa flower and scent and I absolutely love it!!!!!! definitely want to go and stock up 🥰



Love Beauty and Planet Data Visualization



Rating: Positive

Cause: Helpful products, amazing scents, great images and descriptions



Negative Comments

N/A (No Negative Comments)



Love Beauty and Planet Data Visualization



#makeaflow
soft skin and a happy heart | Love Beauty and Planet



Comments

Comments are turned off on all of LBP's YouTube videos.



Rating: Positive

Cause: Positive message, quality videos, great production design



#makeaflow
help make a cleaner planet with recycled plastic | Love Beauty and Planet

Updated Hypotheses

- LBP could improve audience sentiment by providing more information regarding international access to products and using plastic-free packaging solutions, such as steel pumps, aluminum, or glass to reduce waste and ocean pollution.
- LBP's Twitter would benefit from optimization; currently, they mainly reshare preexisting content posts from Instagram, so LBP would benefit from developing Twitter-specific content centered around what Twitter is best suited for: customer service and public relations (i.e. testimonials, reviews, FAQs).
- Facebook could improve their audience engagements by responding more frequently to questions and comments, as well as liking positive comments from customers. They could also incorporate more original content to change things up from their Instagram page.
- LBP could definitely improve their activity on YouTube. They should activate their comment section to allow their audience to share their thoughts. They should do this for future videos as well as old ones, since people like to re-watch old content.

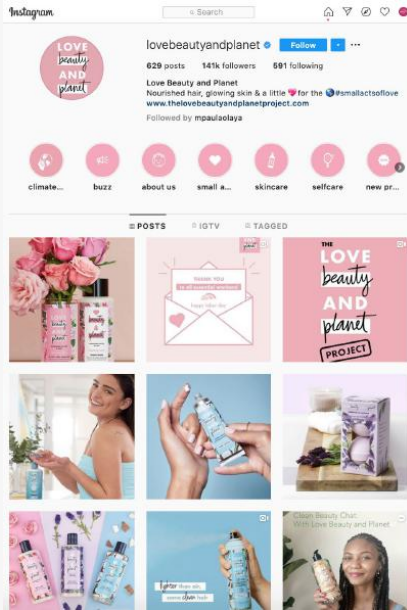
Content Suggestions

- IG: Product imagery, international store info, ingredient transparency, plastic-free initiatives
- Twitter: Product testimonials, consumer reviews, FAQs
- Facebook: More brand replies, original content
- YouTube: More content, comments section turned on, narratives centering around brand story and sustainable sourcing, valuable entertainment

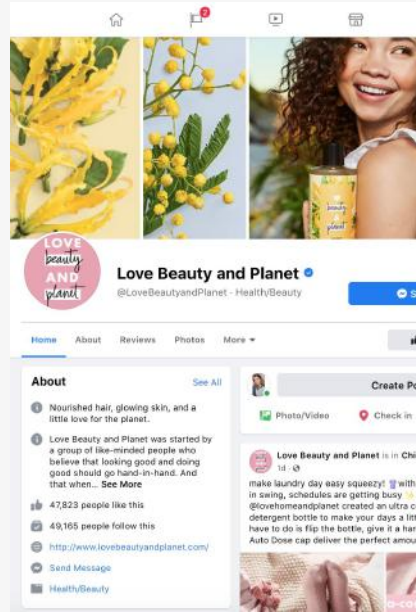


Creative

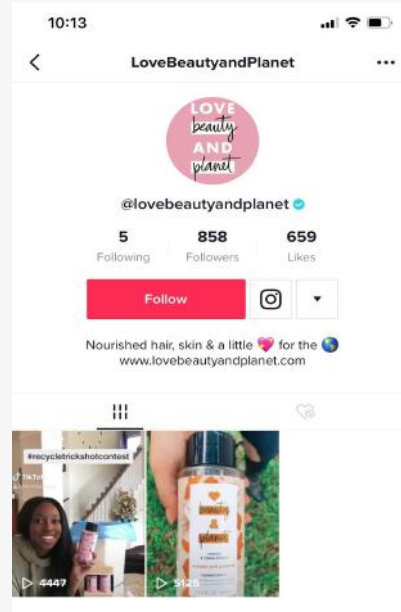




Engagement: 0.64%
*according to social blade



Engagement: 0.2281%
*according to social blade



Engagement: 7.59%
*according to inbeat calculator



Engagement: 0.02%
*according to social blade

Measurable Goals

- Increase engagement rates on all four platforms
- Expand content into TikTok
- Create original content for variation
- Further interaction by increasing brand responses



Concept

By optimizing their visual content to better fit each platform, LBP can benefit and strengthen their relationship with consumers.



- Continue posting content, staying on-brand
- Increase current brand response rate of 29.24%



- Opportunity to create a conversation with consumers
- Use Twitter polls to engage more with the audience



- Avoid reposting the same content as on IG
- Create unique posts with the same brand aesthetic
- Respond to questions and comments



- Transfer content over to TikTok
- Use hashtags and duets to create an engaging experience



Our primary goals are to increase engagement and raise brand awareness by appealing to the consumer values of *sustainability* and *authenticity*.

Brand Voice

Top Three Brand Attributes:

- Sustainable
- Creative
- Energized

Love Beauty and Planet's voice is always *encouraging* and never *hindering*. They are very supportive of their consumers and their unique needs/wants.

Love Beauty and Planet's voice is always *respectful* and never *patronizing*. The brand voice is kind and credible.





Voice

Cheerful

Animated

Youthful

Relevant



Behavior

Aligns with
consumer values

Reaches a niche
sustainable audience



Design

Colorful

Approachable

Cohesive

Fun

Mood Board



Audit



- Various ways to showcase natural ingredients
- Visual diagrams of sustainability

- Message: organic, natural products, brand honesty and authenticity

Audit



- Vegan/nature-based product
- Cruelty-free ingredients



- Linear
- Tactile

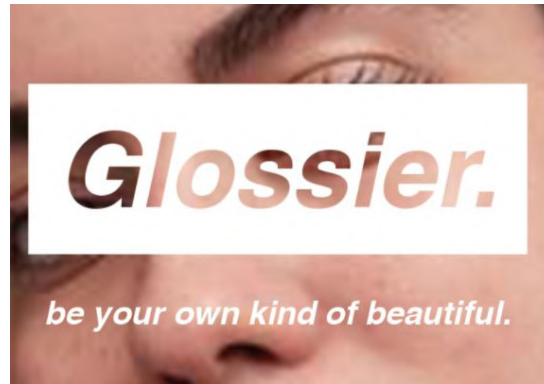


- Message: nature-based as opposed to animal-based products

Audit



- Type-focused campaigns
- Positive, straight-forward messages



- Message: Natural beauty is in. Celebrate your flaws and what makes you unique.



Audit



- Bold, powerful, unapologetic
- Celebrity/influencer-focused



- Message: Step outside the binary and discover what "pretty" means to you.

Style Guide

Logo



Content Examples



Fonts



Poppins Bold



Colors



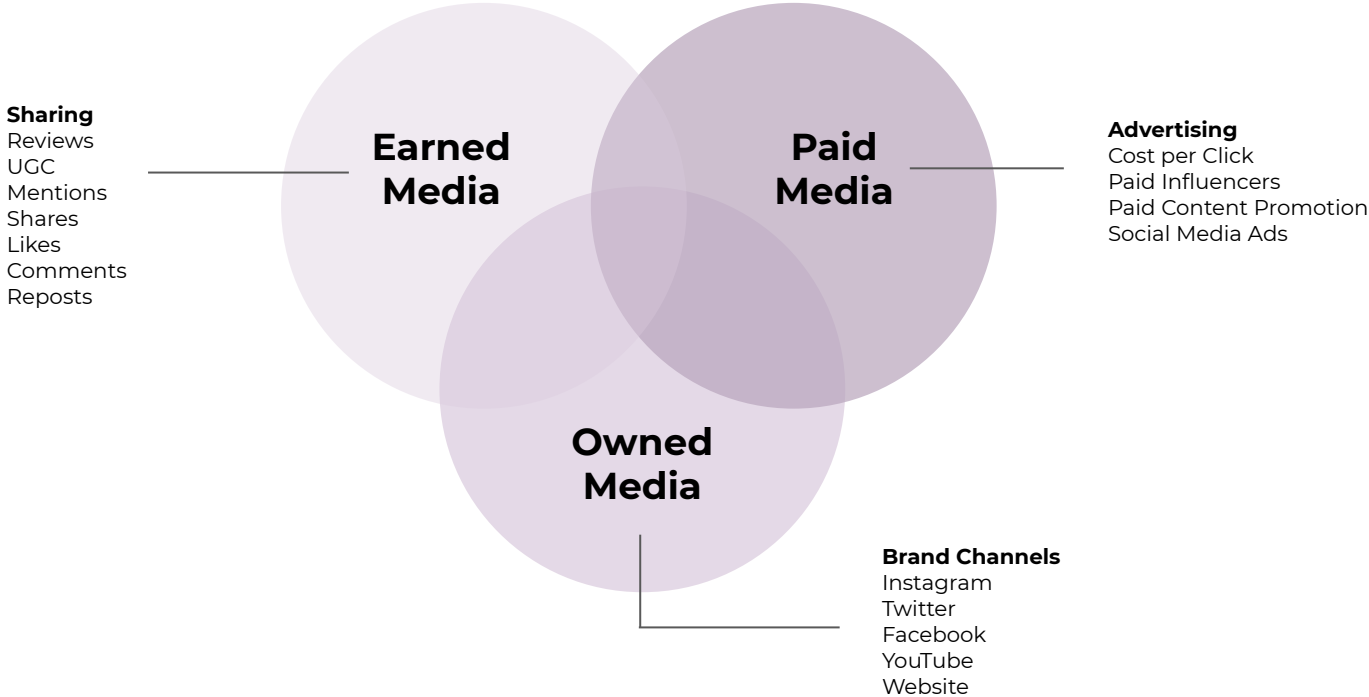
Icons



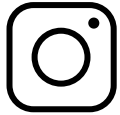
Tone

- Sustainable
- Creative
- Energized

Content Distribution



Content Distribution



Static Feed Posts (6)
Gif Feed Posts (6)
Story Posts (2)



Static Content (9)
FAQs (1)



Introduction (1)
Additional (7)



FAQs (1)
Reviews (2)
Polls (1)

Overview

For a two week brand campaign, we plan to create 14 content posts for Instagram, 4 Twitter mock-ups, 8 TikTok videos, and 10 Facebook posts. As LBP consumers are most active on Instagram and Facebook, we will create the highest quantity of content for those two platforms. Additionally, we will expand LBP content to TikTok, allowing the new platform to replace YouTube.

Content Calendar

January 2021						KEY:
						Instagram
						Facebook
						Twitter
						Tik Tok
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					9 am - FAQs	2:30 pm - LBP/ LHP
					1 pm - New Year	
					3 pm - Meet the Team	
					1	2
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8 am - BTS	3 pm - UGC	9 am - Trend	9 am - Positive Presence	12 pm - How to Use	9 am - Poll	2 pm - Giveaway
1 pm - Environmental		11 am - FAQ	1 pm - Customer	1 pm - Product	11 am - Giveaway	
2 pm - Sustainable		2:30 pm - Meet the Team	3 pm - New Release	2:30 pm - UGC	1 pm - Duet	
3	4	5	6	7	1:30 pm - Zero Waste	8
						9
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8 am - How to Use	11 am - Customer	9 am - Trend	8 am - How to Use	12 pm - Duet		
3 pm - FAQs	2:30 pm - Zero Waste	1 pm - Conversation	9 am - Positive Presence	1 pm - Environmental		
		3 pm - New Release	1 pm - Product	1:30 pm - Giveaway		
10	11	12	2 pm - Sustainable			
			13	14		

IG Extended Calendar

Platform	Post Day	Post Date	Post Time	Location	Content Type	Campaign	Caption	Character Count
Instagram	Friday	Jan 1	3:00 PM	Story	Story	Meet The Team	Meet The Team: "We are making something that we would love to use ourselves and making it in a way that we feel proud about." - Molly Landman, Global Brand Director and Primary Source of Sens	197
Instagram	Saturday	Jan 2	2:30 PM	Feed	Gif	LBP + LHP	if you love @lovebeautyandplanet products, we think you'll love @lovebeautyandplanet too! Find the perfect fragrance for you and your home 🏡	141
Instagram	Sunday	Jan 3	2:00 PM	Feed	Gif	Sustainable Authenticity	infused with all-natural ingredients, our mutamuru butter and rose body wash is bound to make your skin soft and beautiful 🌸 the perfect addition to your beauty routine! buy now online-link in bio - or at your closest target, walmart, cvs, or farm thumb 🌿	256
Instagram	Monday	Jan 4	3:00 PM	Feed	Static	UGC	so proud to support @lovebeautyandplanet an eco-friendly brand with amazing products! go check them out- the link to their website is in my bio! #stagram @sarahleasman	153
Instagram	Tuesday	Jan 5	2:30 PM	Feed	Static	FAQs	today's FAQ is: where can I buy products internationally? check out our recent post for a map of all of our stores! let us know if you have questions below 📩	165
Instagram	Wednesday	Jan 6	3:00 PM	Feed	Gif	Sustainable Authenticity	made with 100% natural ingredients, our tumeric and tonka essence products are known to brighten hair and skin with a gorgeous, luminous glow 🌟	162
Instagram	Thursday	Jan 7	2:30 PM	Feed	Gif	Sustainable Authenticity	looking for a natural shine? try our all new rose shampoo! made with sustainable, eco-friendly ingredients! feel beautiful and make our earth beautiful too 🌿	160
Instagram	Friday	Jan 8	1:30 PM	Feed	Static	Fragrance Spotlight	there is hope for damaged hair! this shampoo, infused with virgin coconut oil, nourishes and repairs hair- while preventing split ends for beautiful, healthy hair 🌿	171
Instagram	Saturday	Jan 9	2:00 PM	Feed	Static	Fragrance Spotlight	a crowd favorite- our luxurious coconut milk and jasmine fragrance is now available in our shampoo and hand cream! rock your curls and indulge your skin with nourishment and softness 🌿	196
Instagram	Sunday	Jan 10	3:00 PM	Feed	Static	Fragrance Spotlight	we love our argan oil and lavender shampoo and conditioner and we know you will too! let us know what you think about this lovely fragrance below 📩	154
Instagram	Monday	Jan 11	2:30 PM	Feed	Gif	UGC	absolutely loving my new bath bombs! thank you @lovebeautyandplanet for making such amazing products! 10/10 recommend!! link in my bio to purchase! #stagram @fashionbyally	177
Instagram	Tuesday	Jan 12	3:00 PM	Feed	Static	Zero Waste	feel guilt-free when you purchase our all-new #zerowaste shampoo and conditioner! made entirely out of aluminum 🌿	113
Instagram	Wednesday	Jan 13	2:00 PM	Story	Story	New Release	new product! shop now *	23
Instagram	Thursday	Jan 14	1:30 PM	Feed	Gif	Giveaway Season	how would you like to design your very own fragrance? we're also looking for your feedback and would love to know- do you have an amazing idea for a brand new fragrance we should add to our line? yes??? enter your idea on our website for a chance to win a tree 🌳	374

Campaign Key	
	Giveaway Season (1)
	LBP + LHP (1)
	FAQs (1)
	New Release (1)
	UGC (2)
	Meet The Team (1)
	Zero Waste (1)
	Sustainable Authenticity (3)
	Fragrance Spotlight (3)

As Instagram is where LBP drives the most engagement, this is where we will be focusing most of our campaign efforts.

FB Extended Calendar

Platform	Post Day	Post Date	Post Time	Location	Content Type	Campaign	Caption	Character Count
Facebook	Friday	Jan 1	1:00 PM	Feed/ TL	Image	New Year, New Products	New Year, New Product! We have so much to look forward to this year, including a new selection of scents inspired by a fresh start. We can't wait to launch - What do you think it will be? Comment scent and product guesses below!	288
Facebook	Sunday	Jan 3	1:00 PM	Feed/ TL	Image	Environmental	It's not a secret we love our planet here at Love Beauty and Planet - and why wouldn't we? Our bottles are made from 100% recycled plastic, something that can be easier if you rinse the product out of your bottle before placing it in the recycling bin. Only a few seconds of rinsing can lead to a more beautiful planet.	319
Facebook	Tuesday	Jan 5	11:00 AM	Feed/ TL	Image	FAQ	FAQ Q1: Can I find love beauty and planet at my local grocery store? A: Have a closer look at our store locator on our website to find the retailer nearest to you. Click the link below!	187
Facebook	Wednesday	Jan 6	1:00 PM	Feed/ TL	Image	Customer Spotlight/Story	Seriously, who would have thought a shampoo with such simple, clean to earth ingredients would have gone a long way? My hair feels so healthy and my boyfriend loves the scent (so do I, of course). I can't stress how great this product is, I'm never switching shampoos - unless it is for another LBP scent! - Christina Greenberg, Illinois	340
Facebook	Thursday	Jan 7	1:00 PM	Feed/ TL	Image	Product Spotlight	Our sister brand, Love Home and Planet delivers love to your home (your actual home and your planet) by providing you with amazing home cleaning products, such as our 4x concentrated laundry detergent, scented with Bulgarian roses and full of handily, yet powerful plant based cleaning. Keep your clothes and your planet clean.	328
Facebook	Friday	Jan 8	11:00 AM	Feed/ TL	Image	Giveaway	TGIFF! What better way to celebrate than by spreading a little love to you all with a super sweet giveaway? Share, like, and tag two friends for a chance to win a special bundle of shampoo, conditioner, body wash, a hair mask, and a delish body lotion. Winner gets announced NEXT Friday AND gets to choose their scent!	319
Facebook	Monday	Jan 11	11:00 AM	Feed/ TL	Image	Customer Spotlight/Story	I have never been someone to use bar soap. I just feel like it dries my hands, and I would've never dared to use it on my body. However, a friend of mine had a delicious shea butter and sandalwood bar soap in their bathroom. I tried it and have not used liquid/bottled soap since. LBP's bar soap is my go-to for my hands, my body, and now my hair - with their bar shampoo and conditioner. Who would've thought! -Aisha Britts, Virginia	435
Facebook	Tuesday	Jan 12	1:00 PM	Feed/ TL	Image	Conversation	Hi babes! Popping in today to check in on you all, and spread some love and beauty. Comment below what you plan to do today to make this day special for yourself! We can't wait to hear!	185
Facebook	Wednesday	Jan 13	1:00 PM	Feed/ TL	Image	Product Spotlight	Did you know our conditioners are created with a fast rinse technology? This means they rinse just a bit faster, allowing you to save some water and be a bit kinder to our beautiful earth. If every woman in America shortened their shower by 10 seconds, we could have enough water to support the needs of over half a million people for a year!	343
Facebook	Thursday	Jan 14	1:00 PM	Feed/ TL	Video	Environmental	Here at Love Beauty and Planet, we focus on what really matters. Feeling beautiful is inspiring and important - just like saving our planet. Made with #amalgamoflove, we use recyclable plastic for our bottles in an effort to be kind to our environment, while still delivering to your beauty needs. It is never too late to make you and our planet feel a little more beautiful. 🌿💧	384

Campaign Key
New Year, New Products
Environmental Tips
FAQ
Customer Spotlight/Story
Product Spotlight
Giveaway
Conversation

LBP needs unique and engaging Facebook content. Starting off the year right is important, with FAQ's, customer spotlights, and more engaging content other than simple product images.

TikTok Extended Calendar

Platform	Post Day	Post Date	Post Time	Location	Content Type	Campaign	Caption	Character Count
Tik Tok	Sunday	Jan 3	8:00 AM	FYP/Feed	60 sec	BTS	Take a little behind the scenes look at our journey and how we source our ingredients to create unique scents	109
Tik Tok	Tuesday	Jan 5	9:00 AM	FYP/Feed	15 sec	Vlog	Wanna know where to get your LBP goodies? Check the "where to shop" tab on our website!	88
Tik Tok	Thursday	Jan 7	12:00 PM	FYP/Feed	15 sec	How to use	Let's talk shampoo. Have you tried ours? It's so easy. Let us show you how!	75
Tik Tok	Friday	Jan 8	1:00 PM	FYP/Feed	60 sec	Duet	we love seeing you guys enjoy our products!! keep tagging us for a chance to be duetted!	88
Tik Tok	Sunday	Jan 10	8:00 AM	FYP/Feed	15 sec	How to use	Lather up with our delish body washes. The hardest part about this is deciding on one scent!	92
Tik Tok	Tuesday	Jan 12	9:00 AM	FYP/Feed	15 sec	Trend	we are joining the ping pong trick trend and using our lbp containers! Tag us #lbpingpong on your challenges!	109
Tik Tok	Wednesday	Jan 13	8:00 AM	FYP/Feed	15 sec	How to use	Wanna get the smoothest hands in the game? Let us show you how, with our yummy hand creams.	91
Tik Tok	Thursday	Jan 14	12:00 PM	FYP/Feed	15 sec	Duet	we got beauty expert @skincarebyhyram come by and react to your routines!! keep loving yourselves and our planet with lbp!	122

Campaign Key

Meet the team

BTS

Trend

How to use

Duet

TikTok would be LBP's newest platform, since content here is simple, fun, and engaging, posts will be constant, keeping up with TikTok trends and doing duets with customers, as well as other short videos.

Twitter Extended Calendar

Platform	Post Day	Post Date	Post Time	Content Type	Campaign	Caption	Character Count
Twitter	Friday	Jan 1	9:00 AM	Gif	FAQs	looking for the perfect beauty routine made just for you? 🧴 buy our products in-store and online all around the world! 🌍 now available in CVS, Walmart, Target, Tom Thumb, Tesco, Ocado, ASOS, Amazon, Birchbox, and more! 🗣️ comment your favorite place to buy our products below! 📍	275
Twitter	Wednesday	Jan 6	9:00 AM	Static	Positive Presence	"This brand is incredible, it's has everything organic, vegan, natural, animal cruelty free AND you have rose smelling hair that has shine and healthiness." - Sabrina McGhee	173
Twitter	Friday	Jan 8	9:00 AM	Poll	Polls	What's your favorite @beautyandplanet shampoo? a) sulfate-free hemp seed oil & nana leaf shampoo b) sulfate-free sea salt & bergamot shampoo c) mururu butter & rose dry shampoo d) literally all of these 🍷	190
Twitter	Wednesday	Jan 13	9:00 AM	Static	Positive Presence	"This rose shampoo and conditioner set is the prettiest and healthiest my hair has EVER looked and smelled. I would highly recommend!" - Mrs. W	143

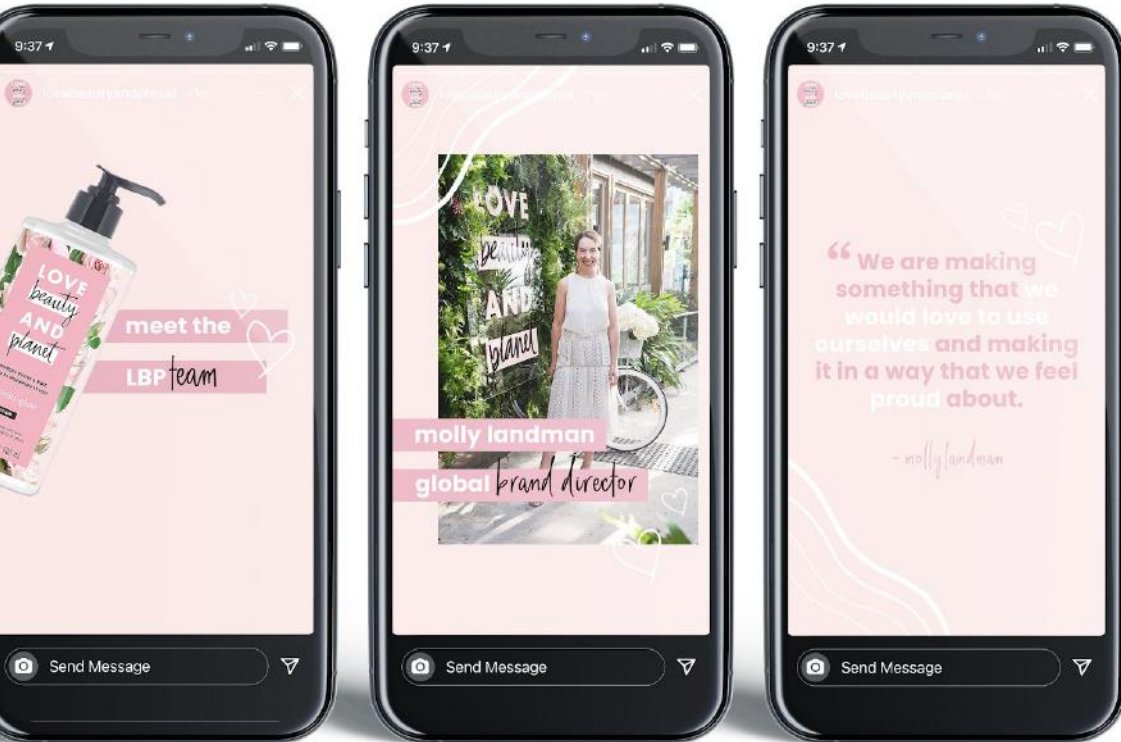
Campaign Key	
	FAQs
	Polls
	Positive Presence

As Twitter is LBP's lowest-performing platform, we will be keeping content posts to a minimum here. However, we still recommend that LBP stays active on this platform to engage with consumers, answer questions, and provide customer support.

Instagram



Meet The Team



Caption:

- meet the LBP team: "we are making something that we would love to use ourselves and making it in a way that we feel proud about." - molly landman, global brand director

Ad Goal:

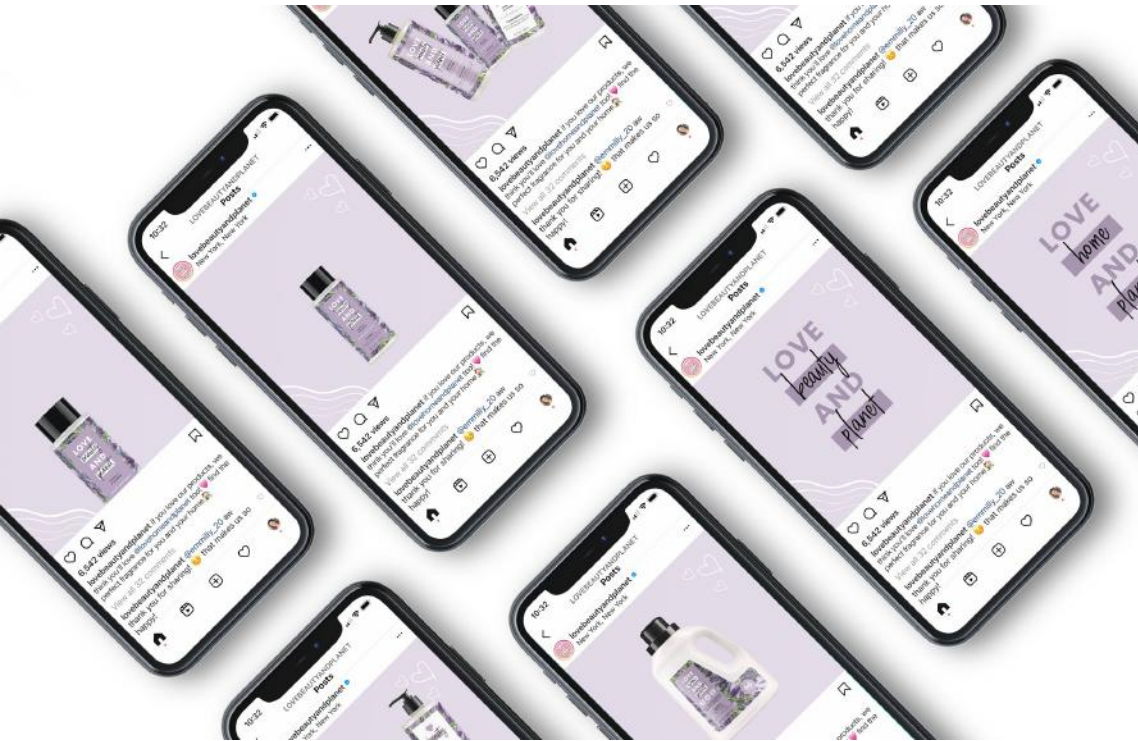
- Introduce the LBP team.
- Express LBP's goals through quotes from team members.

Post Date:

- Fri, January 1st at 3:00 PM



LBP + LHP



Caption:

- if you love @lovebeautyandplanet products, we think you'll love @lovehomeandplanet too! ❤️ find the perfect fragrance for you and your home 🏠

Ad Goal:

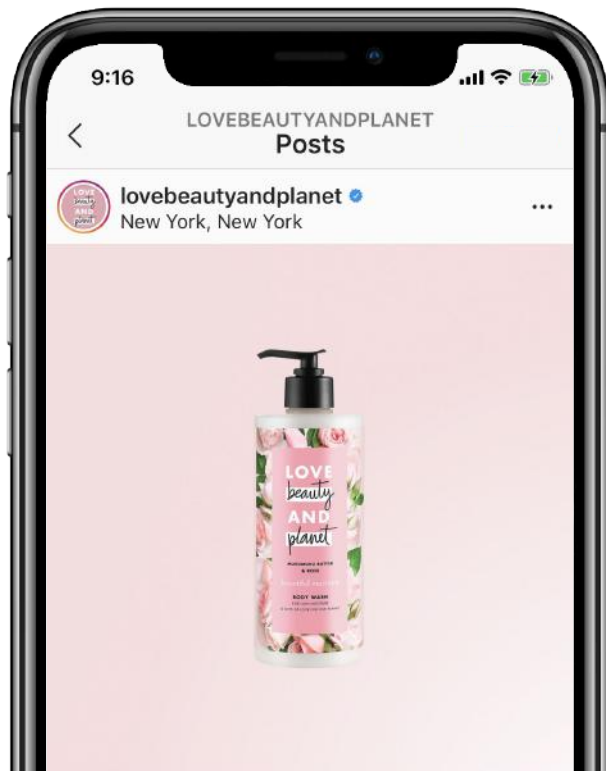
- Advertise LBP's sister brand LHP.
- Expand the consumer base for both brands.

Post Date:

- Sat, January 2nd at 2:30 PM



Sustainable Authenticity



Caption:

- infused with all-natural ingredients, our murumuru butter and rose body wash is bound to make your skin soft and beautiful 🥰 the perfect addition to your beauty routine! ✨ buy now online- link in bio- or at your closest target, walmart, cvs, or tom thumb 🛒

Potential Hashtags:

- #lbp #lovebeautyandplanet #sustainable #natural

Ad Goal:

- Advertise a new product.
- Showcase the brand's sustainability.

Post Date:

- Sun, January 3rd at 2:00 PM



UGC



Caption:

- so proud to support @lovebeautyandplanet an eco-friendly brand with amazing products💕 go check them out- the link to their website is in my bio! #regram 📷: @sharifaeasmin

Potential Hashtags:

- #lbp takeover #lbp bath bombs #lbp partner

Ad Goal:

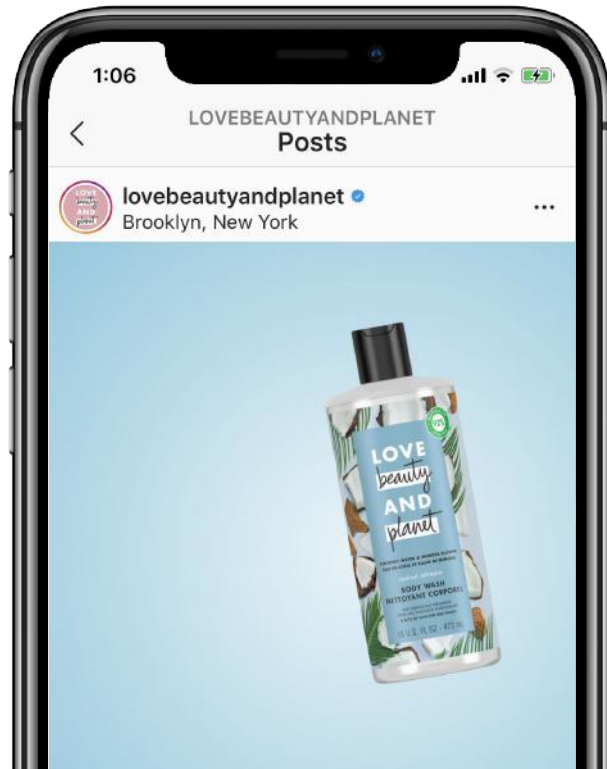
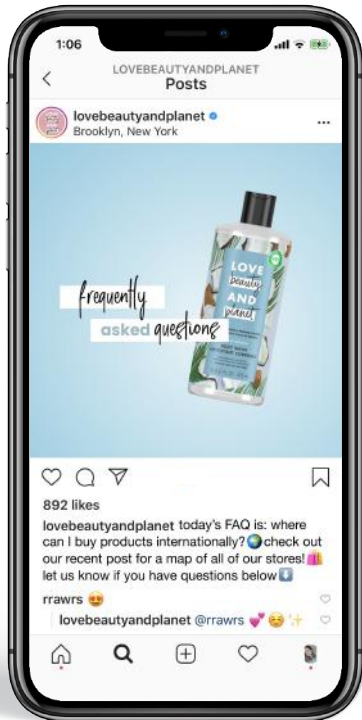
- Show positive consumer support.
- Drive purchase intent.

Post Date:

- Mon, January 4th at 3:00 PM



FAQs



Caption:

- today's FAQ is: where can I buy products internationally? 🌍 check out our recent post for a map of all of our stores! 🗝️ let us know if you have questions below 📄

Potential Hashtags:

- #lbp #lovebeautyandplanet #faq #frequentlyaskedquestions

Ad Goal:

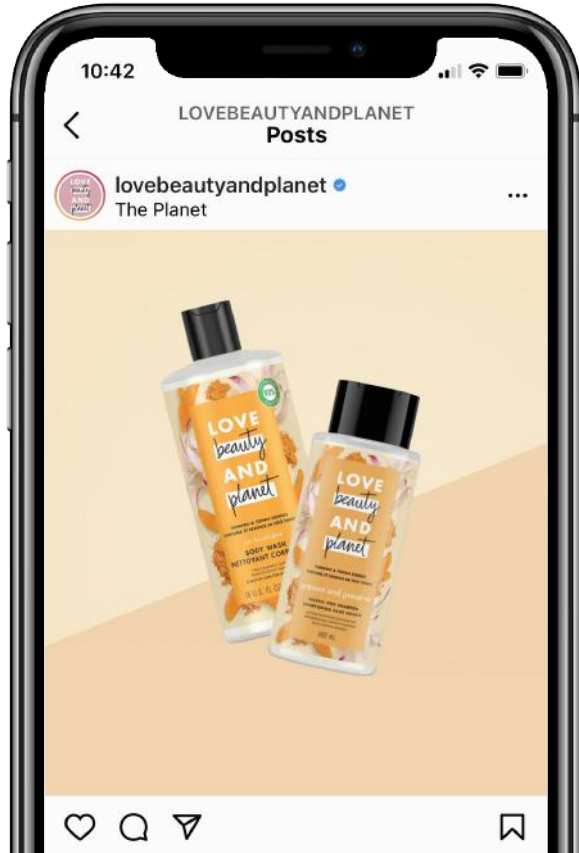
- Educate consumers about where to buy products internationally.
- Provide an answer to a FAQ regarding product accessibility.
- Encourage the audience to interact with previous posts.

Post Date:

- Tues, January 5th at 2:30 PM



Sustainable Authenticity



Caption:

- made with 100% natural ingredients, our tumeric and tonka essence products are known to brighten hair and skin with a gorgeous, luminous glow 🧡

Potential Hashtags:

- #lbp #lovebeautyandplanet #sustainable #natural

Ad Goal:

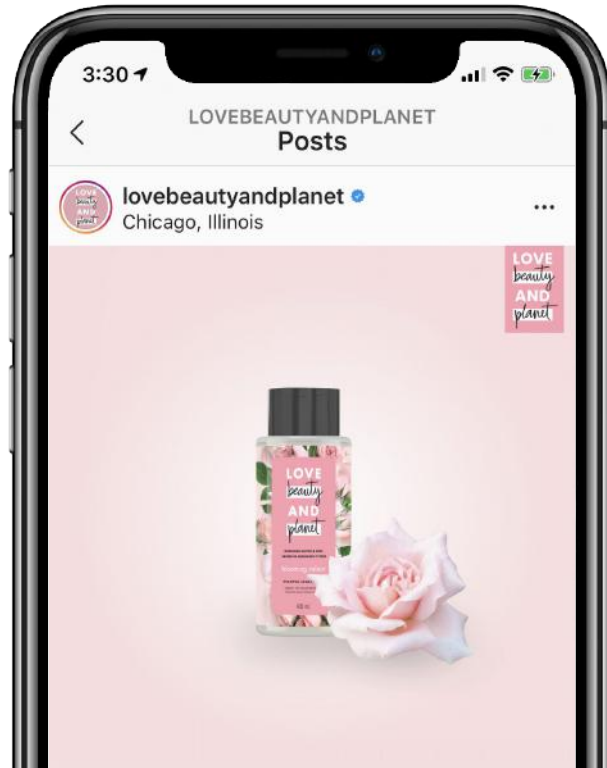
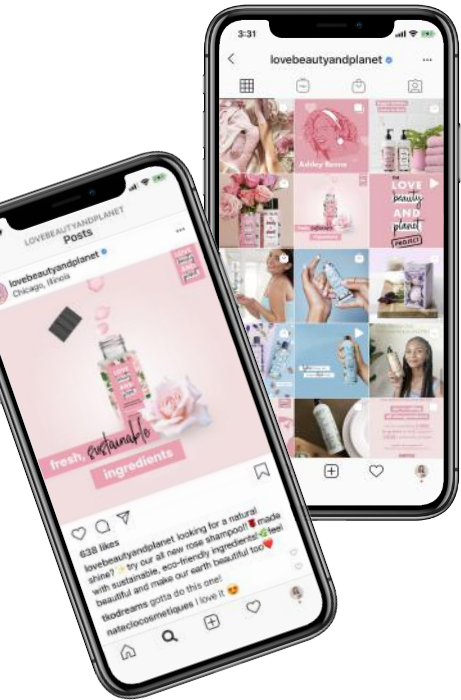
- Advertise a new product.
- Showcase the brand's sustainability.

Post Date:

- Wed, January 6th at 3:00 PM



Sustainable Authenticity



Caption:

- looking for a natural shine? ✨ try our all new rose shampoo! 🌹 made with sustainable, eco-friendly ingredients! 🌿 feel beautiful and make our earth beautiful too! 🌸

Potential Hashtags:

- #lbp #lovebeautyandplanet #sustainable #natural

Ad Goal:

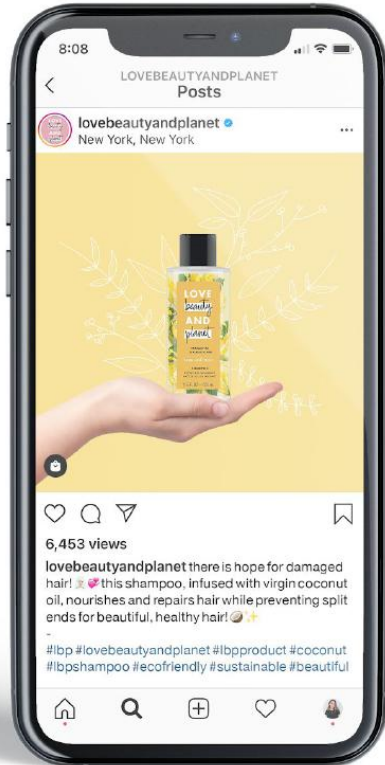
- Communicate ingredient transparency and sustainability.
- Demonstrate authenticity and honesty to consumers.

Post Date:

- Thurs, January 7th at 2:30 PM



Fragrance Spotlight



Caption:

- there is hope for damaged hair! 🧑🏻❤️ this shampoo, infused with virgin coconut oil, nourishes and repairs hair while preventing split ends for beautiful, healthy hair 🥥✨

Potential Hashtags:

- #lbp #lovebeautyandplanet #lbpproduct #coconut #lbpshampoo #ecofriendly #sustainable #beautiful

Ad Goal:

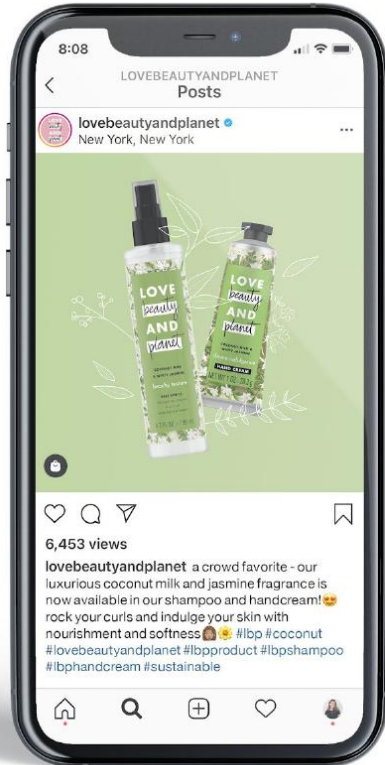
- Highlight a specific fragrance.
- Drive purchase intent through shoppable product tag.

Post Date:

- Fri, January 8th at 1:30 PM



Fragrance Spotlight



Caption:

- a crowd favorite- our luxurious coconut milk and jasmine fragrance is now available in our shampoo and hand cream! 🥰 rock your curls and indulge your skin with nourishment and softness 🌸

Potential Hashtags:

- #lbp #coconut
#lovebeautyandplanet
#lbpproduct #lbpshampoo
#lbphandcream #sustainable

Ad Goal:

- Highlight a specific fragrance.
- Drive purchase intent through shoppable product tag.

Post Date:

- Sat, January 9th at 2:00 PM



Fragrance Spotlight



Caption:

- we love our argan oil and lavender shampoo and conditioner and we know you will too! 🥰💜 let us know what you think about this lovely fragrance below 📌🌟

Potential Hashtags:

- #lbp #arganoil #lavender
#lovebeautyandplanet
#lbpproduct #lbpshampoo
#lbpconditioner

Ad Goal:

- Highlight a specific fragrance.
- Drive purchase intent through shoppable product tag.

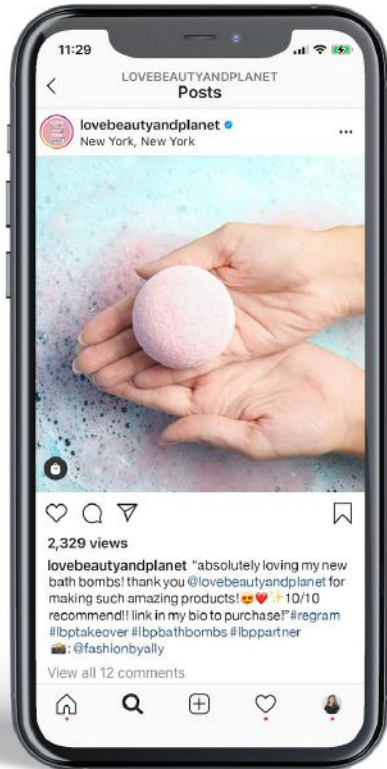
Post Date:

- Sun, January 10th at 3:00 PM





UGC



Caption:

- "absolutely loving my new bath bombs! thank you @lovebeautyandplanet for making such amazing products! 🥰❤️✨ 10/10 recommend!! link in my bio to purchase!" #regram 📷: @fashionbyally

Potential Hashtags:

- #lbptakeover #lbpbathbombs #lbppartner

Ad Goal:

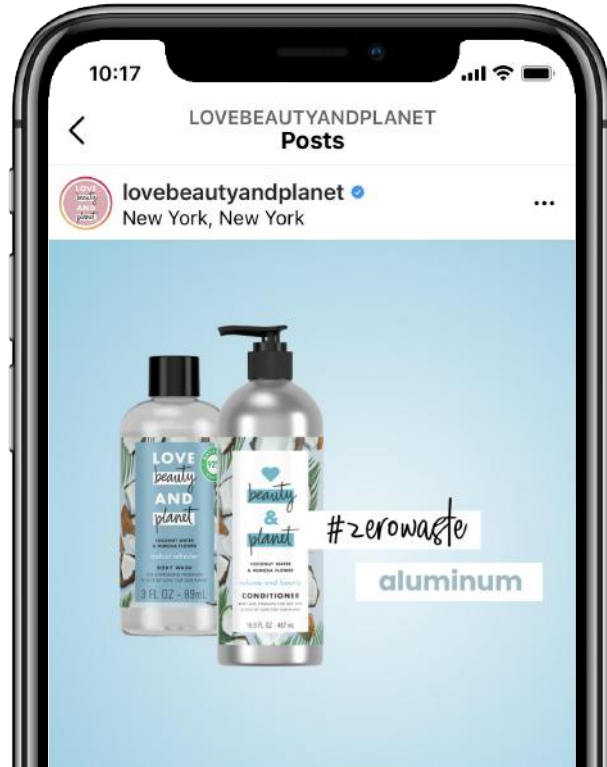
- Show positive consumer support.
- Drive purchase intent.

Post Date:

- Mon, January 11th at 2:30 PM



Zero Waste



Caption:

- feel guilt-free when you purchase our all-new #zerowaste products! made entirely out of aluminum ♻️

Potential Hashtags:

- #lbp takeover #lbp bath bombs #lbp partner

Ad Goal:

- Appeal to LBP's sustainable audience.
- Introduce a new plastic-free initiative.

Post Date:

- Tues, January 12th at 3:00 PM



New Release



Caption:

- shop now! new product
- swipe up to shop

Ad Goal:

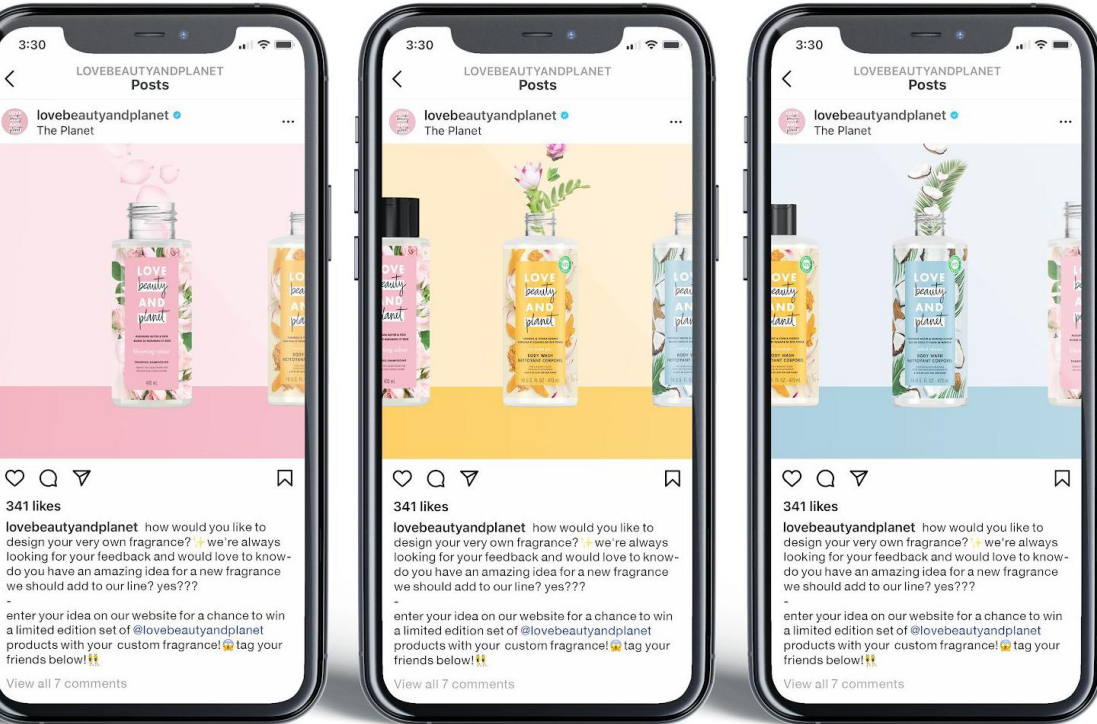
- Introduce a new product.
- Drive purchase intent.

Post Date:

- Wed, January 13th at 2:00 PM



Giveaway Season



Caption:

- how would you like to design your very own fragrance? ✨ we're always looking for your feedback and would love to know- do you have an amazing idea for a brand new fragrance we should add to our line? yes???
- enter your idea on our website for a chance to win a free limited edition line of @lovebeautyandplanet products with your custom fragrance! 🌿 tag your friends below! 🙌

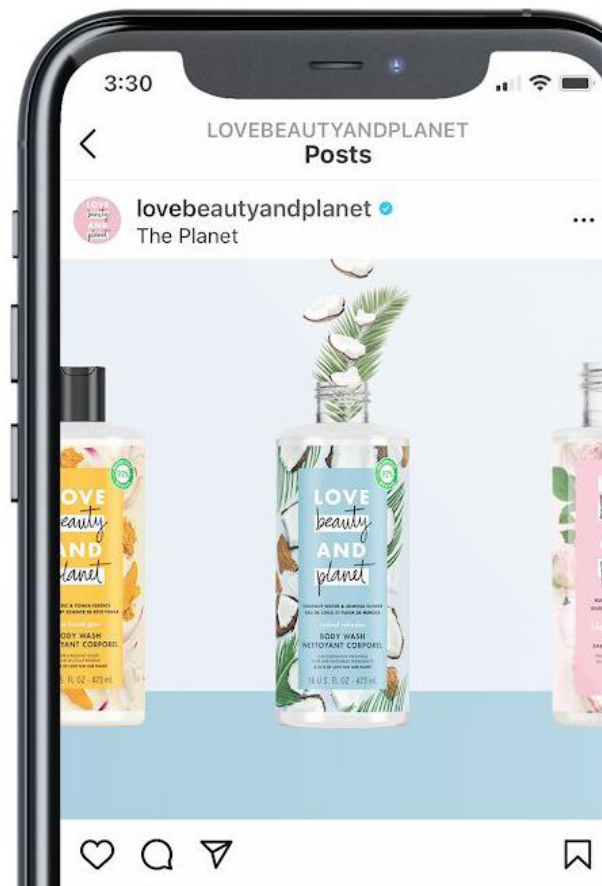
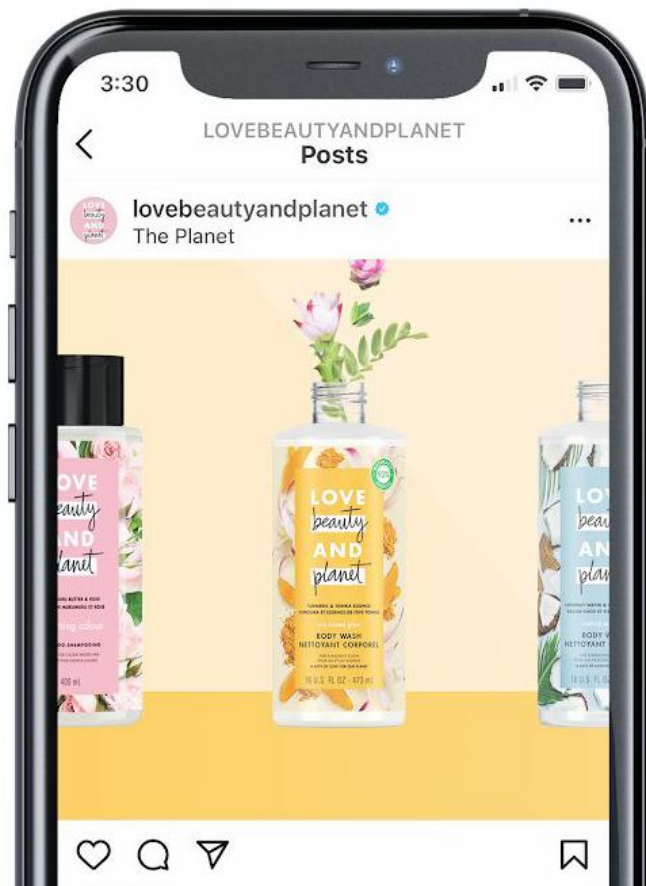
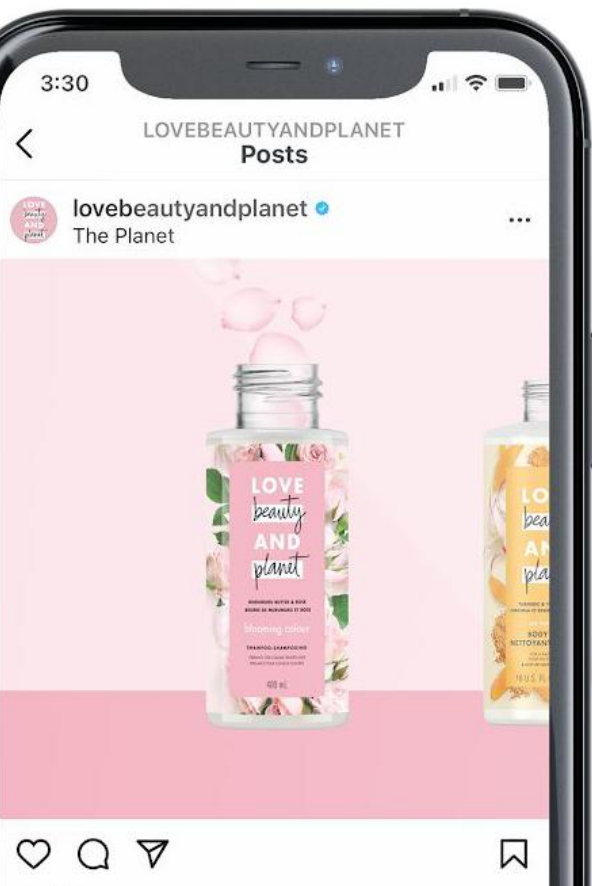
Ad Goal:

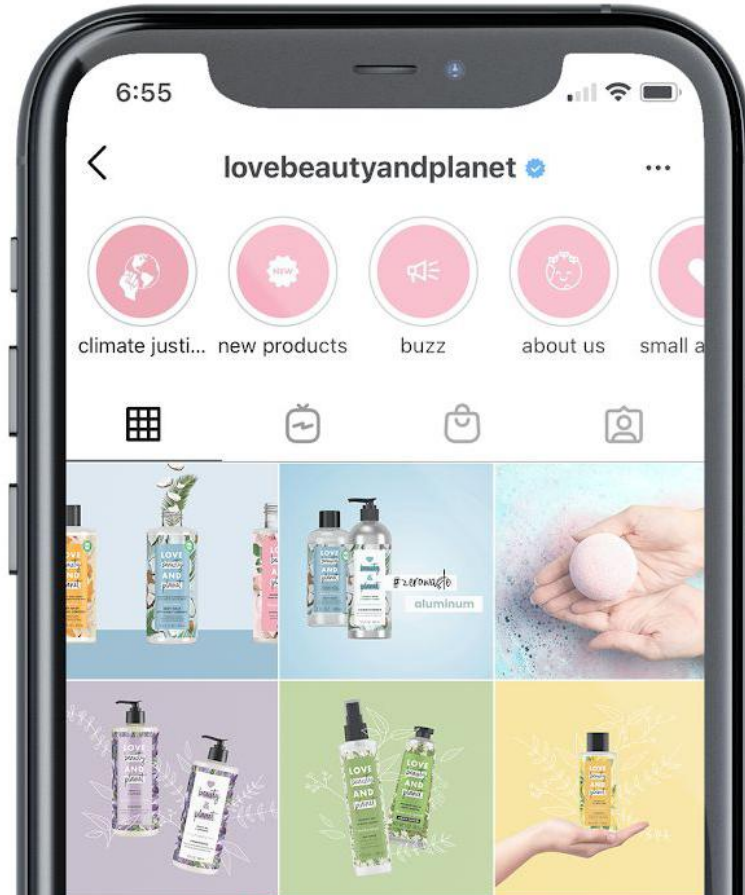
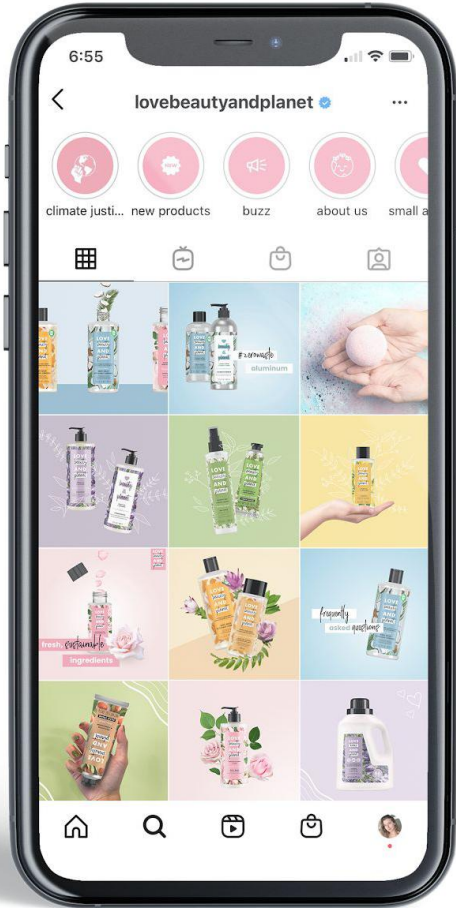
- Increase audience engagement.
- Offer consumers a chance to design a custom fragrance.

Post Date:

- Thurs, January 14th at 1:30 PM









Twitter



FAQs



Caption:

- looking for the perfect beauty routine made just for you? 🧑🏻‍💻 buy our products in-store and online all around the world! 🌍 now available in CVS, Walmart, Target, Tom Thumb, Tesco, Ocado, ASOS, Amazon, Birchbox, and more! ✨ comment your favorite place to buy our products below 📍

Potential Hashtags:

- #lbp #lovebeautyandplanet #wheretobuy #lbpinternational

Ad Goal:

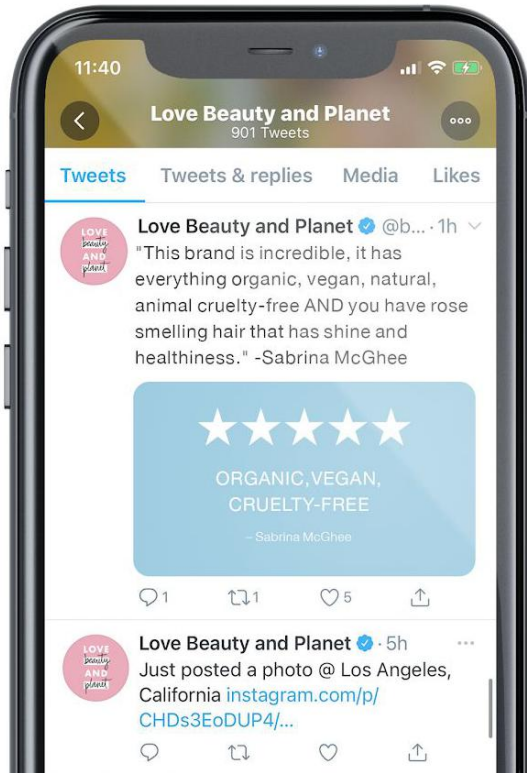
- Educate consumers about where to buy products internationally.
- Provide an answer to a FAQ regarding product accessibility.

Post Date:

- Fri, January 1st at 9:00 AM



Positive Presence



Caption:

- "This brand is incredible, it has everything organic, vegan, natural, animal cruelty-free AND you have rose smelling hair that has shine and healthiness." - Sabrina McGhee

Potential Hashtags:

- #lbp #lovebeautyandplanet #lbpconsumer #lbppreview

Ad Goal:

- Show positive consumer support.
- Drive purchase intent.

Post Date:

- Wed, January 6th at 9:00 AM



Polls



Caption:

- what's your favorite @beautyandplanet shampoo?
- a) hemp seed oil & nana leaf
- b) sea salt & bergamot shampoo
- c) murumuru butter & rose
- d) literally all of these 🥰

Potential Hashtags:

- #lbp #lovebeautyandplanet #lbppoll #faveproduct

Ad Goal:

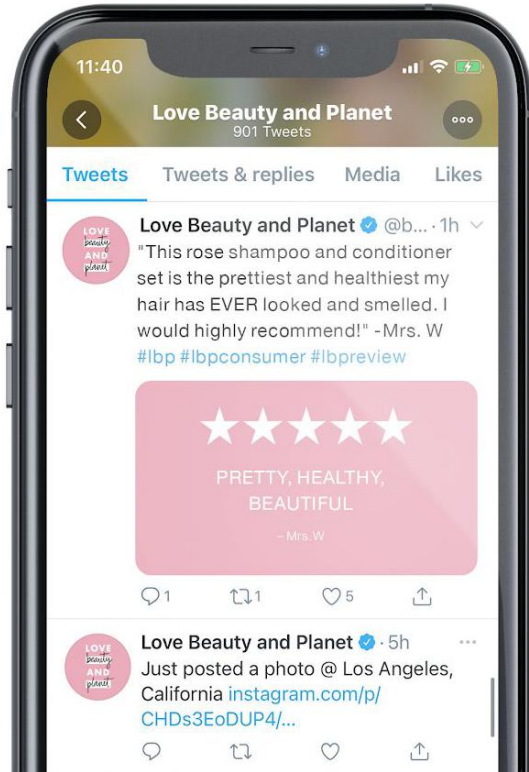
- Engage the audience with a poll.
- Gain valuable consumer insight.

Post Date:

- Fri, January 8th at 9:00 AM



Positive Presence



Caption:

- "This rose shampoo and conditioner set is the prettiest and healthiest my hair has EVER looked and smelled. I would highly recommend!" - Mrs. W

Potential Hashtags:

- #lbp #lovebeautyandplanet #lbpconsumer #lbpreview

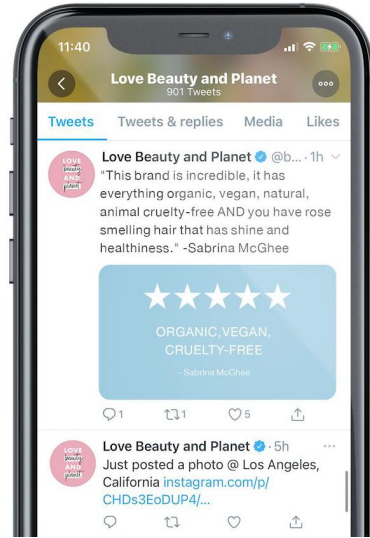
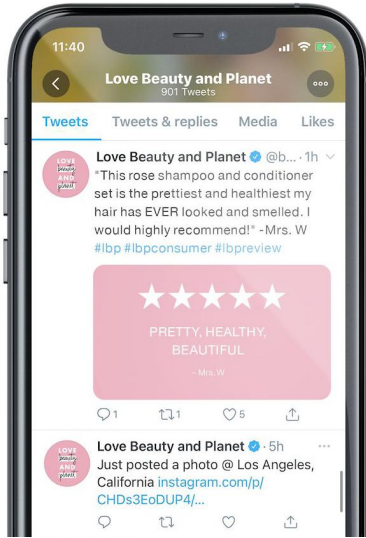
Ad Goal:

- Show positive consumer support.
- Drive purchase intent.

Post Date:

- Wed, January 13th at 9:00 AM

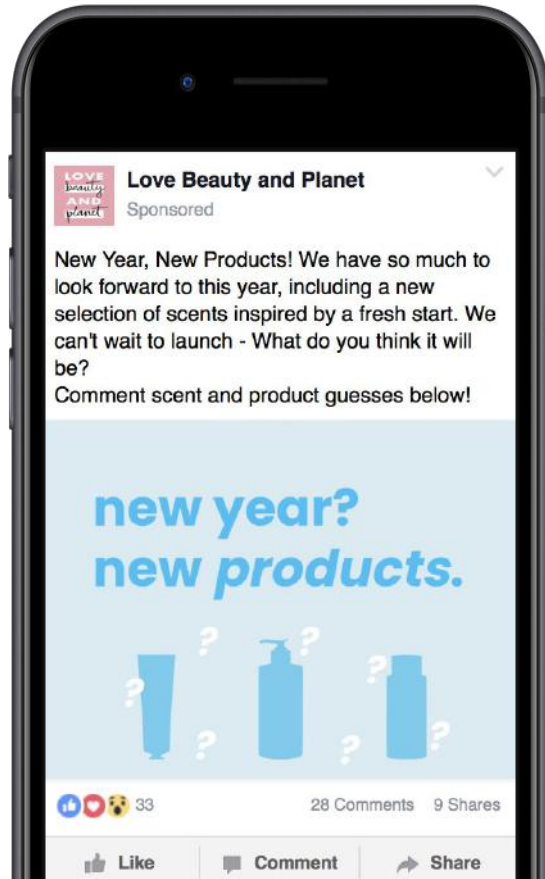




Facebook



New Product Tease



Caption:

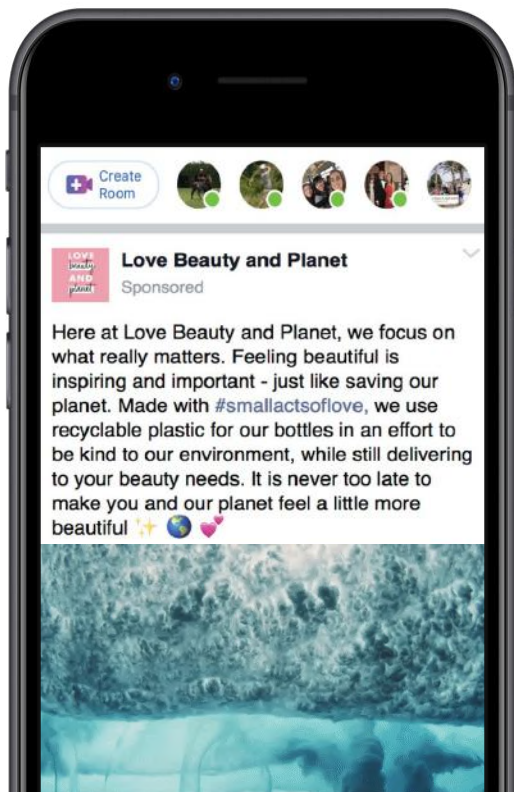
- New Year, New Product! We have so much to look forward to this year, including a new selection of scents inspired by a fresh start. We can't wait to launch - What do you think it will be? Comment scent and product guesses below!

Ad Goal:

- Starting a conversation and getting the audience excited about new products coming soon.



Environmental



Caption:

- Here at Love Beauty and Planet, we focus on what really matters. Feeling beautiful is inspiring and important - just like saving our planet. Made with [#smallactsoflove](#), we use recyclable plastic for our bottles in an effort to be kind to our environment, while still delivering to your beauty needs. It is never too late to make you and our planet feel a little more beautiful ✨🌍💕

Potential Hashtags:

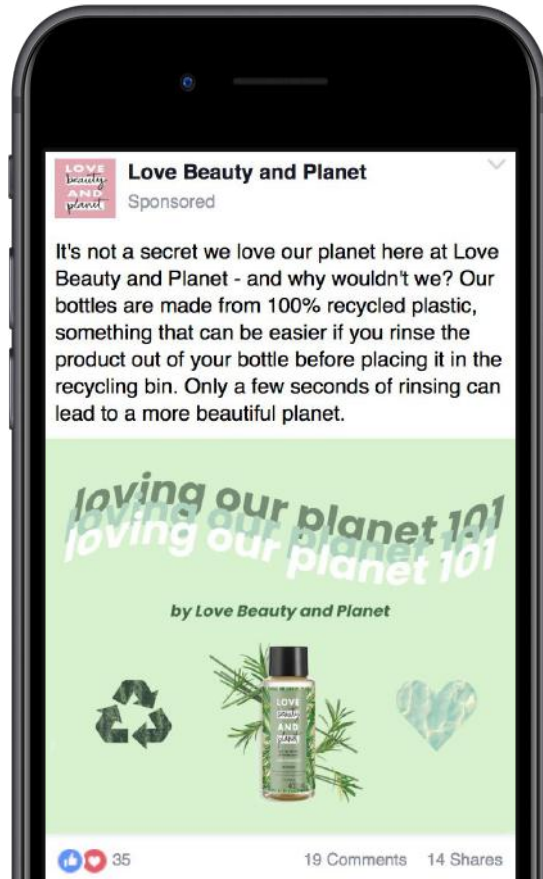
- #smallactsoflove

Ad Goal:

- More brand to customer interaction, staying loyal to their brand message



Environmental



Caption:

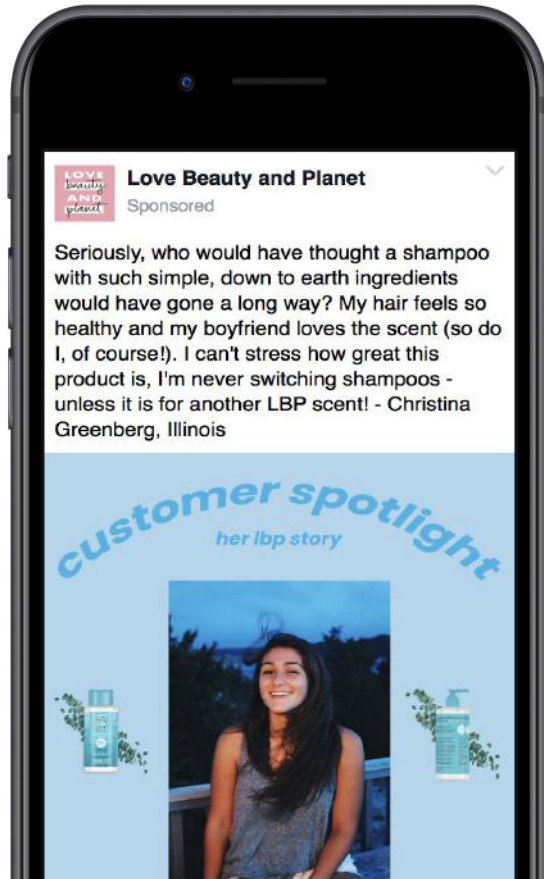
- It's not a secret we love our planet here at Love Beauty and Planet - and why wouldn't we? Our bottles are made from 100% recycled plastic, something that can be easier if you rinse the product out of your bottle before placing it in the recycling bin. Only a few seconds of rinsing can lead to a more beautiful planet.

Ad Goal:

- More brand to customer interaction, staying loyal to their brand message



Customer Spotlight



Caption:

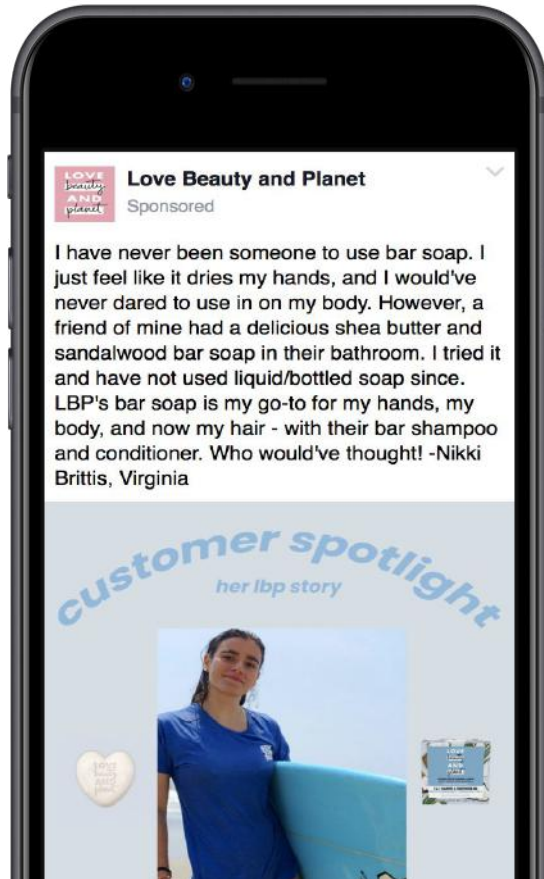
- Seriously, who would have thought a shampoo with such simple, down to earth ingredients would have gone a long way? My hair feels so healthy and my boyfriend loves the scent (so do I, of course!). I can't stress how great this product is, I'm never switching shampoos - unless it is for another LBP scent! - Christina Greenberg, Illinois

Ad Goal:

- Show consumer experiences and stories to inspire people to join the LBP family



Customer Spotlight



Caption:

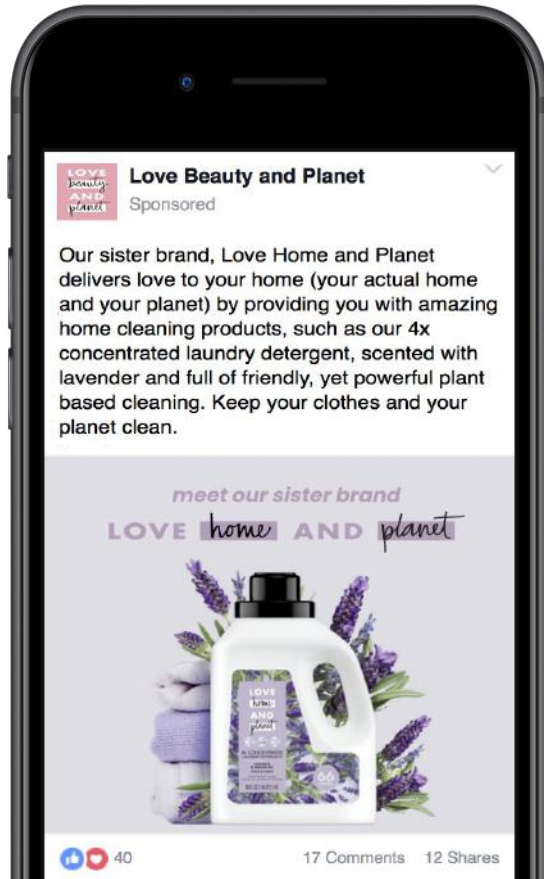
- I have never been someone to use bar soap. I just feel like it dries my hands, and I would've never dared to use in on my body. However, a friend of mine had a delicious shea butter and sandalwood bar soap in their bathroom. I tried it and have not used liquid/bottled soap since. LBP's bar soap is my go-to for my hands, my body, and now my hair - with their bar shampoo and conditioner. Who would've thought! -Nikki Brittis, Virginia

Ad Goal:

- Show consumer experiences and stories to inspire people to join the LBP family



Product Spotlight



Caption:

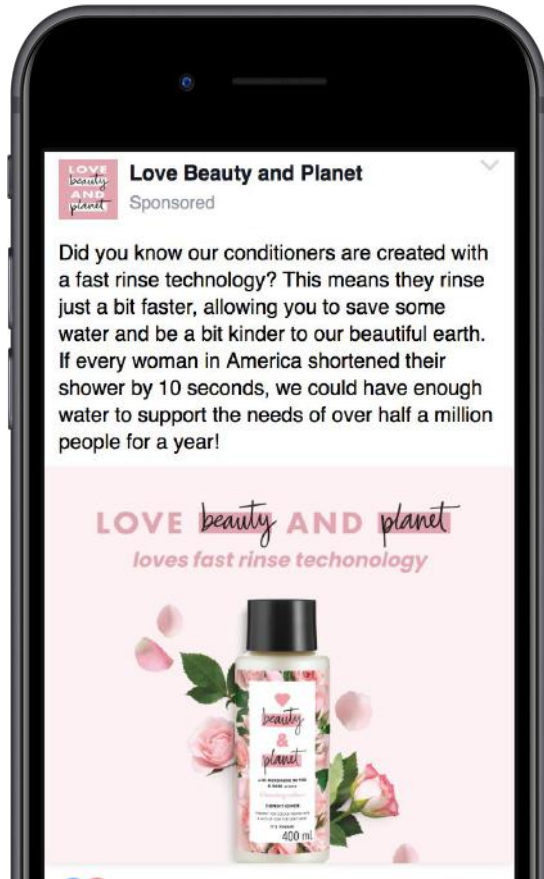
- Our sister brand, Love Home and Planet delivers love to your home (your actual home and your planet) by providing you with amazing home cleaning products, such as our 4x concentrated laundry detergent, scented with lavender and full of friendly, yet powerful plant based cleaning. Keep your clothes and your planet clean.

Ad Goal:

- To highlight products from both LBP and in this case, LHP, and expose our audience to new goodies



Product Spotlight



Caption:

- Did you know our conditioners are created with a fast rinse technology? This means they rinse just a bit faster, allowing you to save some water and be a bit kinder to our beautiful earth. If every woman in America shortened their shower by 10 seconds, we could have enough water to support the needs of over half a million people for a year!

Ad Goal:

- To highlight products from LBP, and expose our audience to new goodies while informing them!



FAQs



Caption:

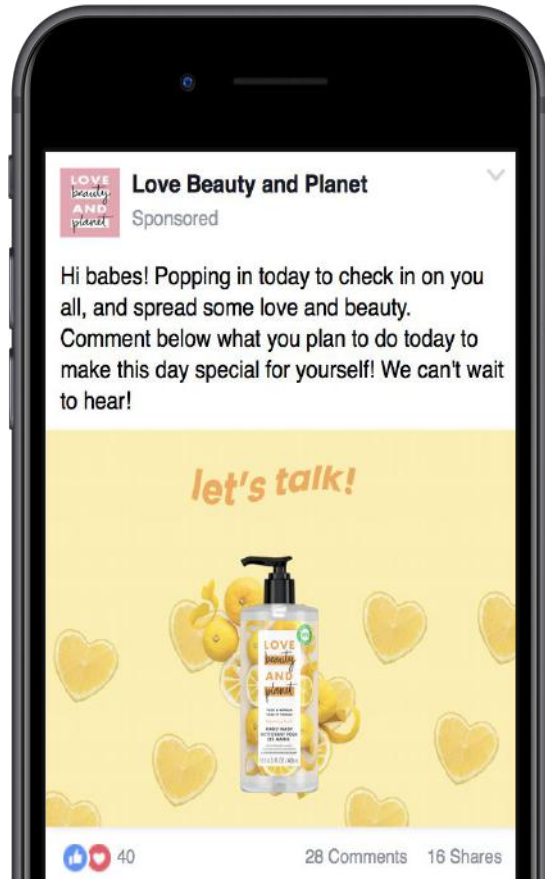
- FAQ otd!: Can I find love beauty and planet at my local grocery store? A: Have a closer look at our store locator on our website to find the retailer nearest to you. Click the link below!

Ad Goal:

- Answering more consumer questions, ultimately creating a more engaging environment



Conversation



Caption:

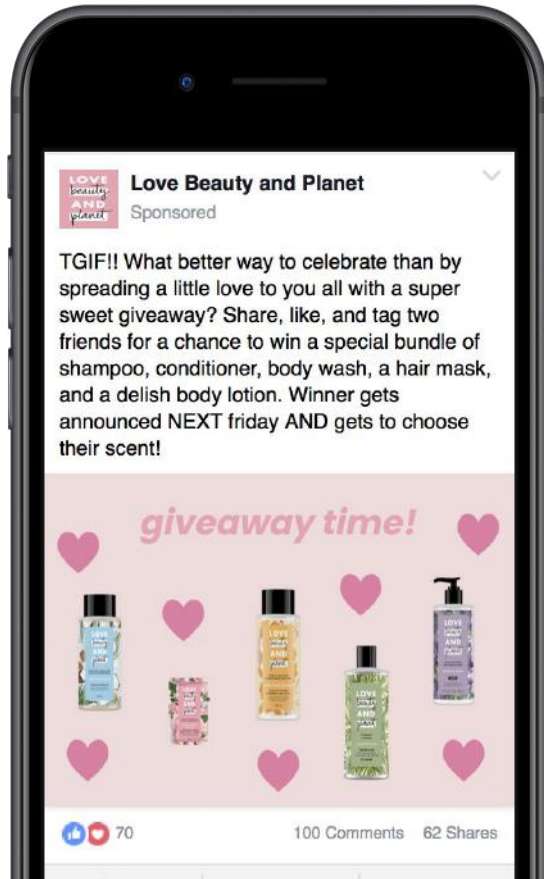
- Hi babes! Popping in today to check in on you all, and spread some love and beauty. Comment below what you plan to do today to make this day special for yourself! We can't wait to hear!

Ad Goal:

- To create a positive culture between our customers and our brand, fortifying the aspect of a love beauty and planet fam



Giveaway



Caption:

- TGIF!! What better way to celebrate than by spreading a little love to you all with a super sweet giveaway? Share, like, and tag two friends for a chance to win a special bundle of shampoo, conditioner, body wash, a hair mask, and a delish body lotion. Winner gets announced NEXT friday AND gets to choose their scent!

Ad Goal:

- Get people involved and excited, raise engagement by tagging friends



TikTok



Ingredient BTS



Caption:

- Take a little behind the scenes look at our journey and how we source our ingredients to create unique scents

Potential Hashtags:

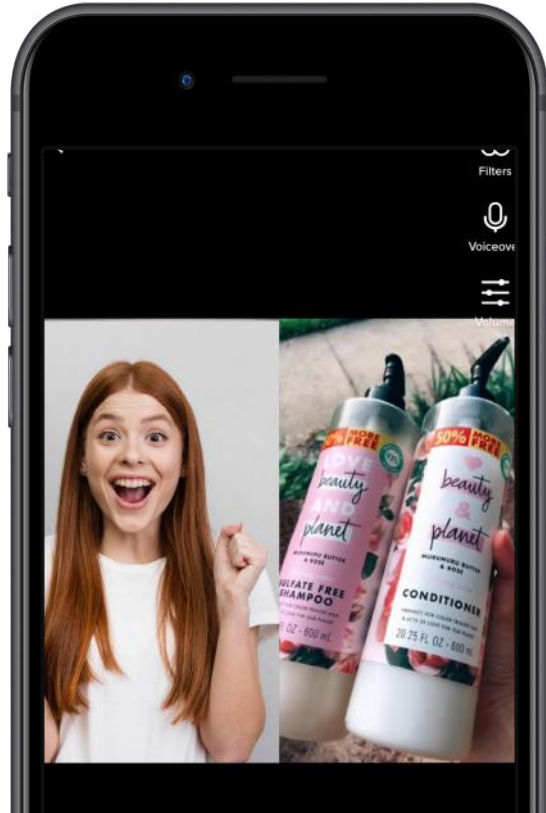
- #foryou #fyp #lovebeautyandplanet #LBPTakeover

Ad Goal:

- Frequent, engaging content that continues to align with brand values, behind the scenes interaction



Team Member Duet



Caption:

- we love seeing you guys enjoy our products!! keep tagging us for a chance to be duetted!

Potential Hashtags:

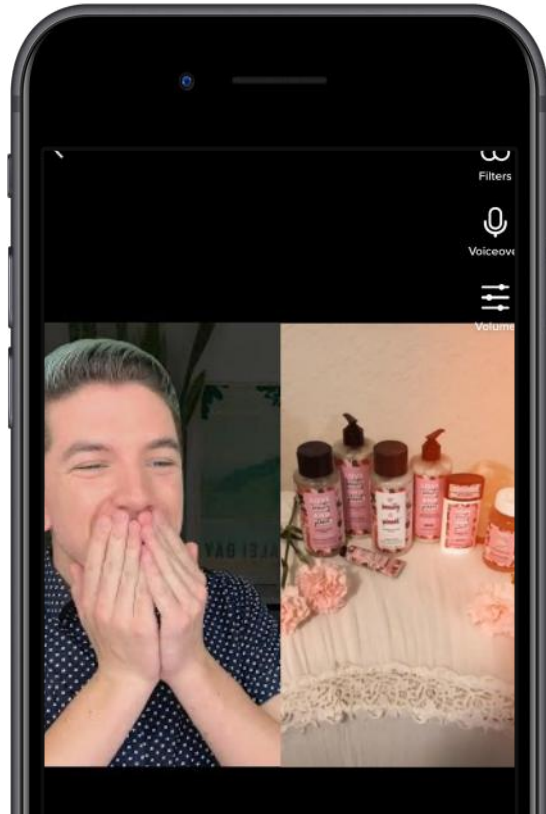
- #foryou #fyp #lovebeautyandplanet #LBPTakeover

Ad Goal:

- Include one of the TikTok team members to interact with a customer who tags the brand, shows excitement and positive reactions



Expert Duet



Caption:

- we got beauty expert @skincarebyhyram come by and react to your routines!! keep loving yourselves and our planet with lbp!

Potential Hashtags:

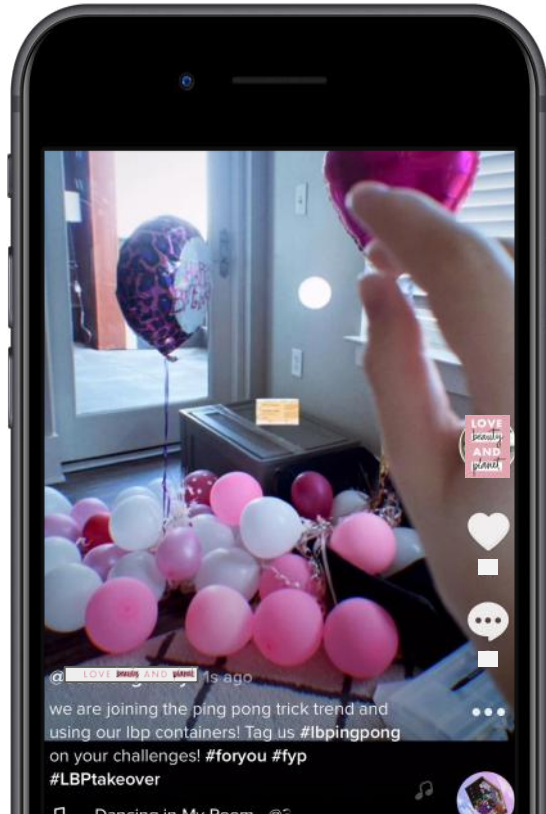
- #foryou #fyp #lovebeautyandplanet #LBPTakeover

Ad Goal:

- Have a beauty expert react to a love beauty and planet TikTok made by a consumer. Much in the style of viral skin care expert Hiram, it will bring attention to the pros of the brand.



Trend/Challenge



Caption:

- we are joining the ping pong trick trend and using our lbp containers! Tag us #lbpingpong on your challenges!

Potential Hashtags:

- #foryou #fyp #lovebeautyandplanet #LBPTakeover #lbpingpong

Ad Goal:

- Follow a famous TikTok trend and personalize it to the brand, to create an opportunity to engage our audience and create a sense of community with our consumers



Vlog



Caption:

- Wanna know where to get your LBP goodies? Check the “where to shop” tab on our website!!

Potential Hashtags:

- #foryou #fyp #lovebeautyandplanet #LBPTakeover

Ad Goal:

- Vlog style video to create a down to earth vibe that matches the TikTok aesthetic.



How-tos



Caption:

- Let's talk shampoo. Have you tried ours? It's so easy. Let us show you how!

Potential Hashtags:

- #foryou #fyp #lovebeautyandplanet #LBPTakeover

Ad Goal:

- To encourage the audience by showing them how simple it is to use LBP products



How-tos



Caption:

- Lather up with our delish body washes. The hardest part about this is deciding on one scent!

Potential Hashtags:

- #foryou #fyp #lovebeautyandplanet #LBPTakeover

Ad Goal:

- To encourage the audience by showing them how simple it is to use LBP products



How-tos



Caption:

- Wanna get the smoothest hands in the game? Let us show you how, with our yummy hand creams.

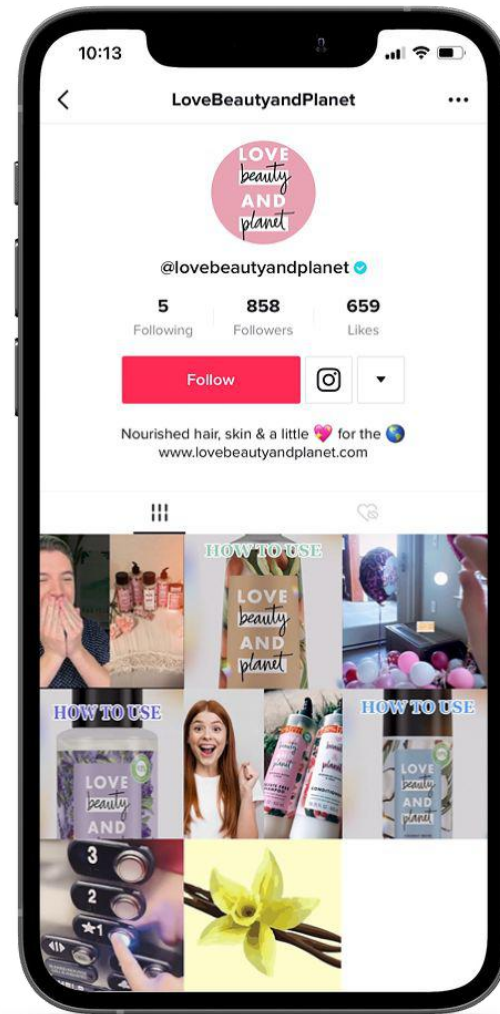
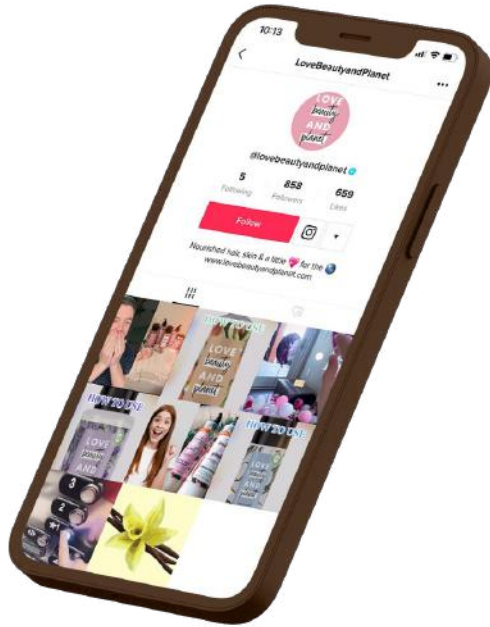
Potential Hashtags:

- #foryou #fyp #lovebeautyandplanet #LBPTakeover

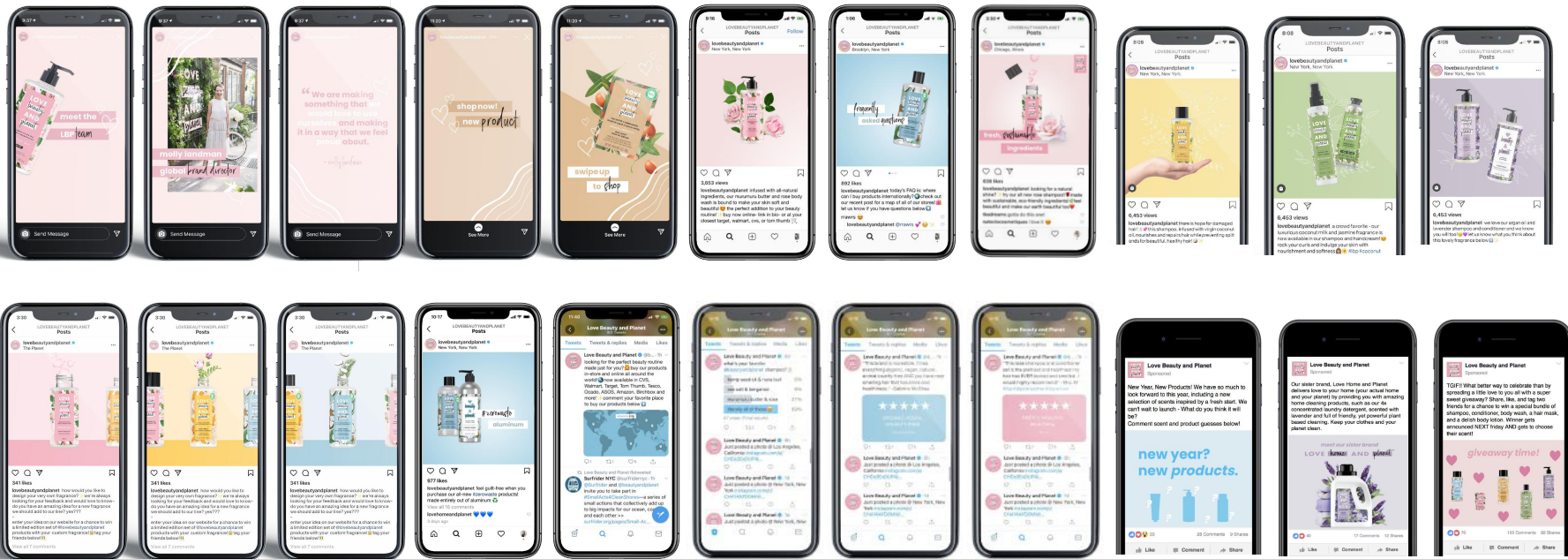
Ad Goal:

- To encourage the audience by showing them how simple it is to use LBP products

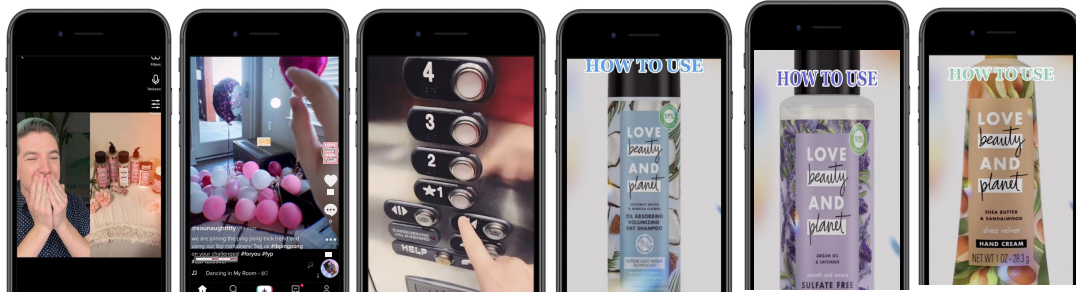
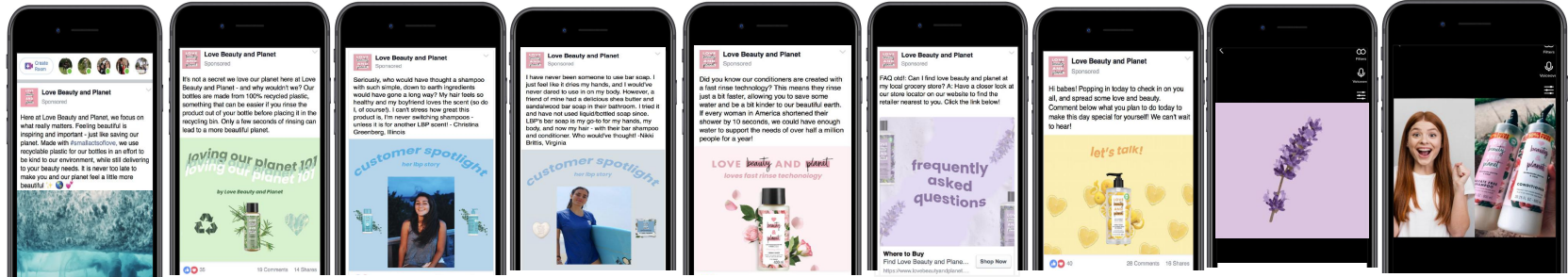




Content Overview



Content Overview



Reflection

Initially, our hypotheses centered around conversion, *the process of converting viewers into consumers*, and increasing this rate through an increase in advertising. After conducting more research and taking a look at the audience's response, it is clear that LBP does not necessarily need to spend more on their advertising but rather optimize their current ads.

For example, on Instagram, users often ask questions regarding availability of products internationally. LBP does have a UK website; yet, this is not something they focus on within social media. Additionally, to maintain and expand their client base, LBP needs to look into plastic-free solutions. Consumers are no longer satisfied with statements; they want actions, and implementing plastic-free solutions would show consumers that LBP is fully committed to their primary goal:

“Whatever we do must be good for *beauty* and give a little *love* to the *planet*.”

Thank you.

References

<https://www.lovebeautyandplanet.com/us/en/the-love-beauty-planet-movement/our-purpose/our-story.html>

<https://www.lovebeautyandplanet.com/us/en/the-love-beauty-planet-movement/our-goals.html>

<https://socialblade.com/instagram/user/lovebeautyandplanet>

<https://socialblade.com/twitter/user/beautyandplanet/monthly>

<https://blog.hubspot.com/marketing/social-media-marketing>

<https://theeverygirl.com/beauty-products-good-for-the-planet/>

<https://www.lovebeautyandplanet.com/us/en/secure/store-locator-result.055086000192.html?pc=75098&dw=100&pvi=055086000192&latitude=&longitude=>

<https://www.lovebeautyandplanet.com/uk/faq.html>

<https://trendhero.io/app/instagram/lovebeautyandplanet>

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/#tw-times>

<https://econsultancy.com/content-marketing-beauty-brands/>

<https://www.mediapost.com/publications/article/344227/unilevers-love-beauty-and-planet-turns-print-ad-t.html>

<https://www.postplanner.com/facebook-content-strategy-know-your-voice/>

<https://influencermarketinghub.com/best-times-to-post-on-tiktok/>

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

<https://sproutsocial.com/insights/facebook-marketing-strategy/>