



Natural

SKINCARE

» BRAND AUDIT

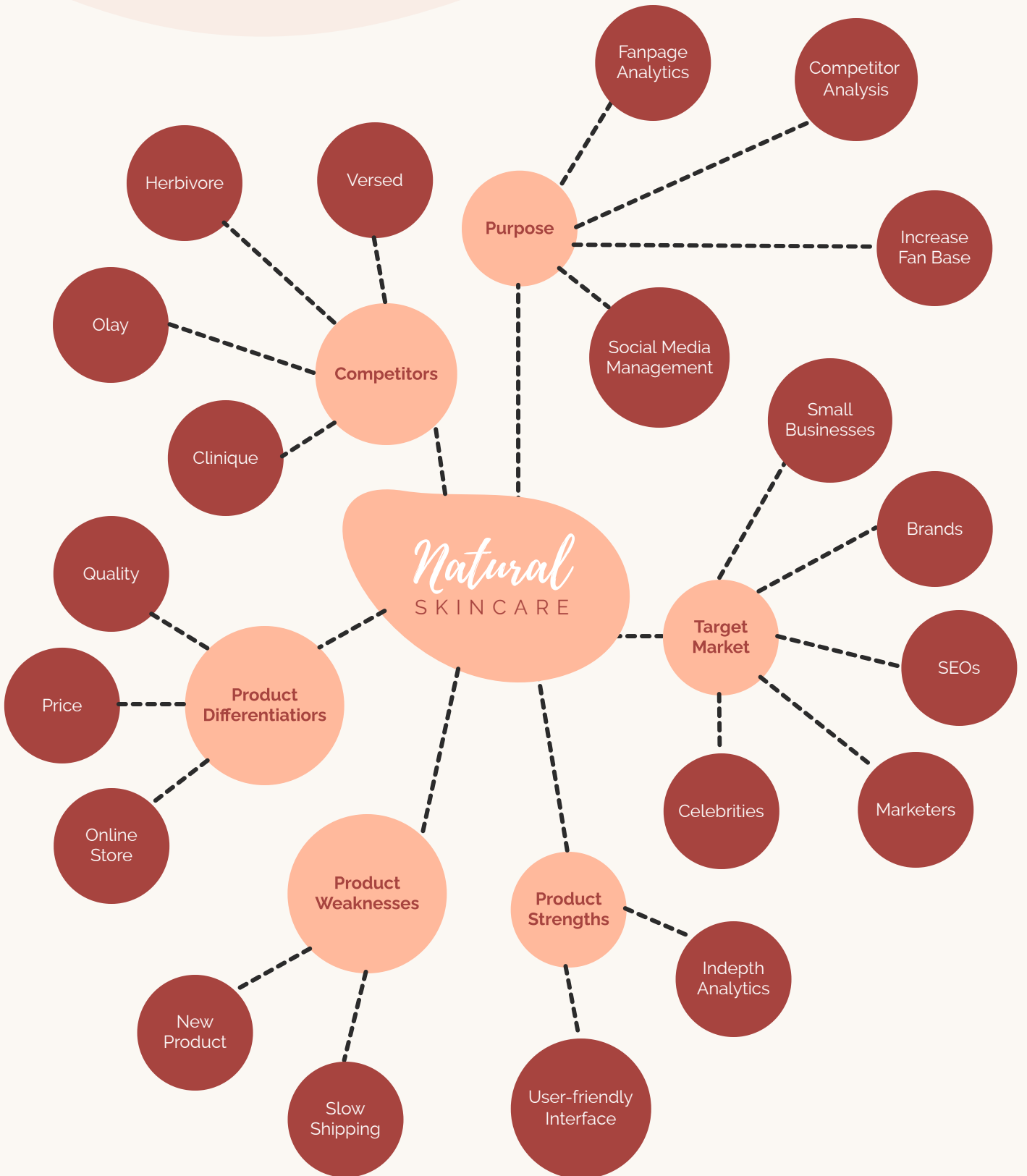
LISA RYE «
SPRING 2021

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» FRAMEWORK FLOWCHART



» GOALS & QUESTIONNAIRE

BRAND GOALS:

List brand goals here...

QUESTIONNAIRE:

Can you describe the brand?

What words best describe this brand?

Why did you buy the brand the first time?

What problem does this brand solve for you?

Do you like or dislike the advertising? Why?

» STRATEGY & PLANNING



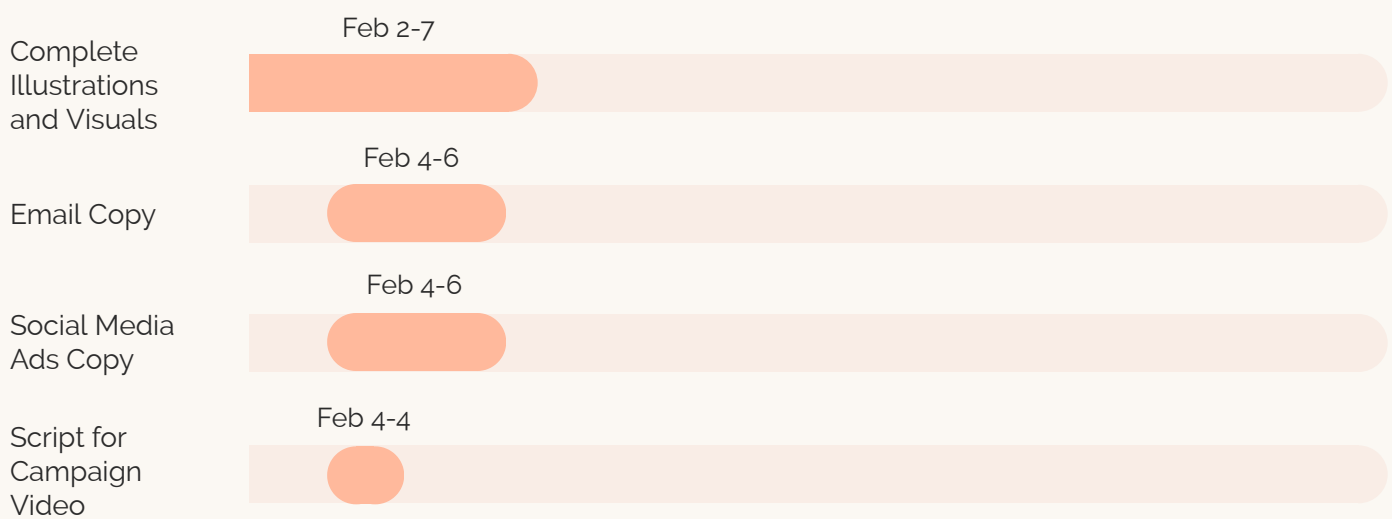
Issues Highlighted	Action Plan	Expected Results
Content for Press Release	Describe action plan...	02/07/21
Email Copy	Describe action plan...	02/06/21
Email Design	Describe action plan...	02/06/21
Social Media Ads Setup	Describe action plan...	02/04/21

TASKS

WEEK 1

WEEK 2

WEEK 3



» CHECKLIST



VISUAL IDENTITY

- Logo
- Brand Colors
- Brand Pattern
- Style Guide
- Images
- Brand Voice
- Tagline

WEBSITE

- Update Images
- Update Prices
- Program Sales Dates

SOCIAL MEDIA

- instagram
- Facebook
- Twitter
- Youtube
- Pinterest
- LinkedIn

PRINT

- Packaging
- Tags
- Thank You Cards

» SWOT ANALYSIS

Strengths:




Quality products

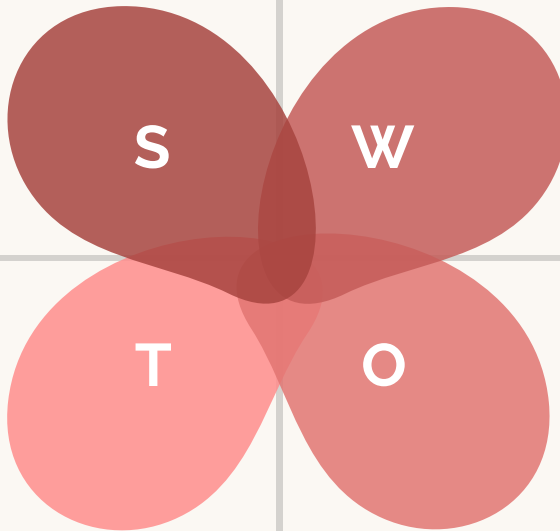


Competitive Prices

Weaknesses:

Shipping 

New Product 



Threats:





Strong competition



Government policies and regulations

Opportunities:

Marketing Growth 

Market Expansion 

» SURVEY

Natural SKINCARE

Hello! Please help us rate our products to
improve your customer experience!

🕒 Takes 1 minute

Start

» DATA



Survey Name



Link to Data



Date of Survey

Product Likability

<https://docs.google.com/spreadsheets/>

02/07/20

Product Quality

<https://docs.google.com/spreadsheets/>

02/06/20

Pricing

<https://docs.google.com/spreadsheets/>

03/06/20

Social Media Ads

<https://docs.google.com/spreadsheets/>

04/04/20

Social Media Ads Setup

<https://docs.google.com/spreadsheets/>

05/04/20

Shipping Speed

<https://docs.google.com/spreadsheets/>

06/04/20

Website Usability

<https://docs.google.com/spreadsheets/>

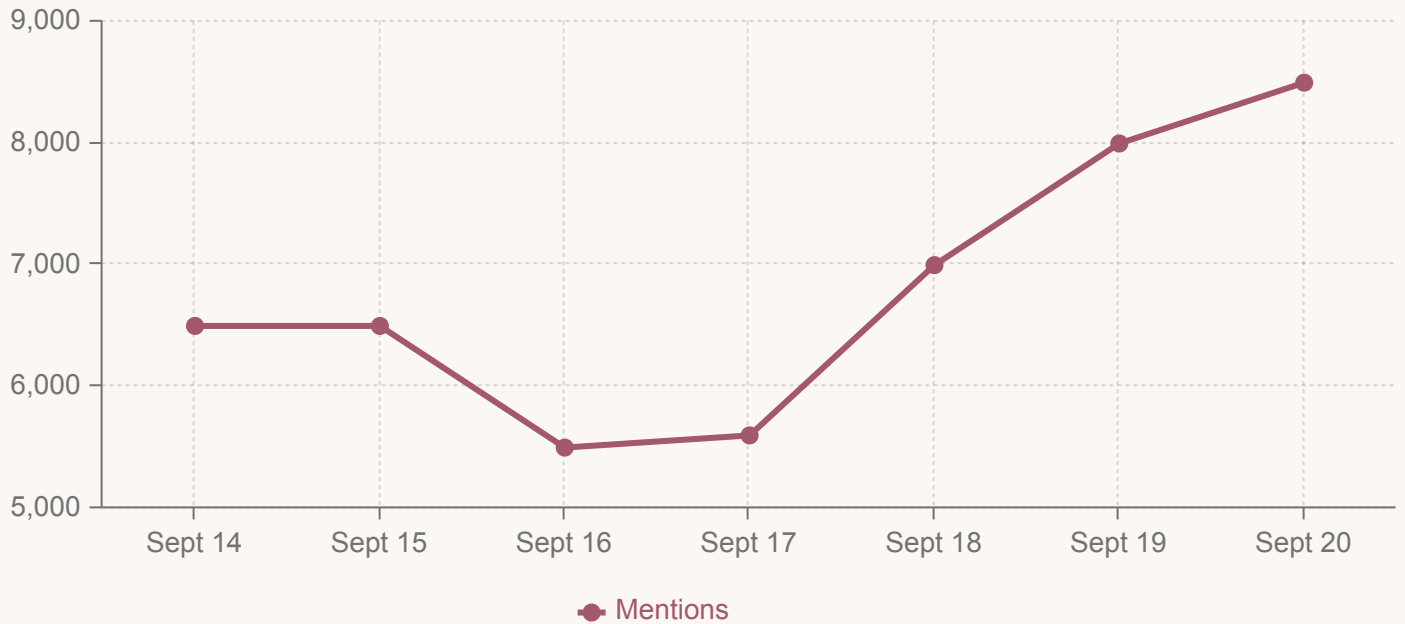
07/04/20

Packaging Update

<https://docs.google.com/spreadsheets/>

08/04/20

» ANALYSIS OF RESULTS



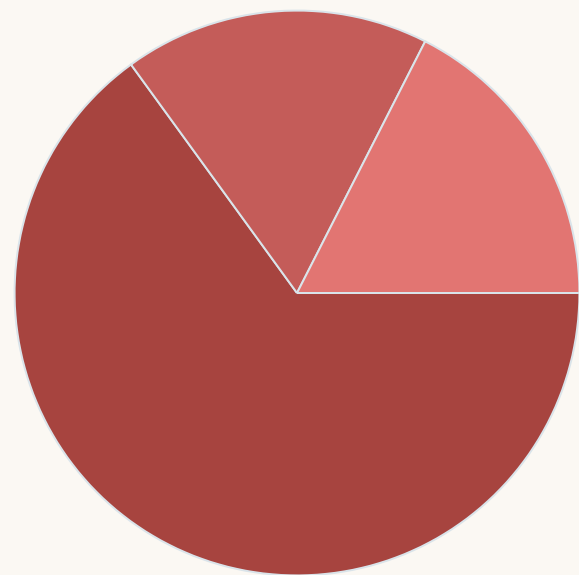
65%
Instagram



17.5%
Facebook



17.5%
Twitter



Instagram 65 Facebook 18 Twitter 18

» STRENGTHS & WEAKNESSES

Strengths:



High quality
skincare products



Competitive prices
in the market



Strong growing community
in social media



Majority of sales are made
through the website



Strong brand presence online

Weaknesses:



Shipping time has been
longer than usual



It is a relatively new brand
in the market



Internal processes



Relationships with partners
and suppliers

» IDEATION WORKSHEET

Problem Statement:

Solution 1

Write ideas here....

Solution 2

Write ideas here....

Solution 3

Write ideas here....

Solution 4

Write ideas here....

» SOLUTIONS CHECKLIST



SOCIAL MEDIA



- Upgrade marketing team
- Expand social media community
- Product advertising
- Use instagram stories to interact
- Program product giveaways
- Create more video content
- Create DIY videos

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SHIPPING



- Transportation
- lower shipping fees
- Offer faster shipping options
- Improve packaging
- Speed up order process

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