

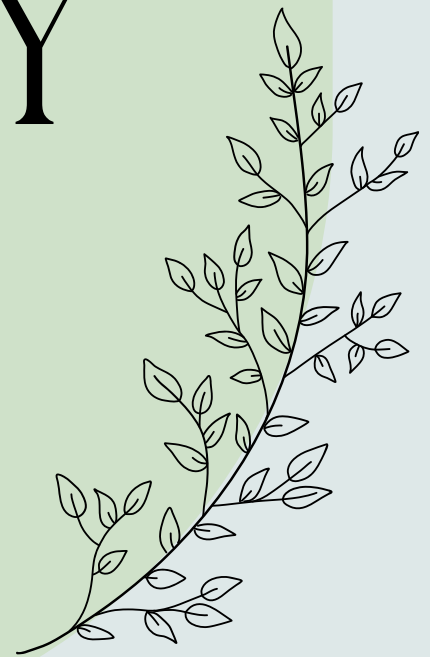


CREATIVE STRATEGY

Clear Sky Marketing

2023

Skyla Bentley



BRAND NAME : Skyla Bentley



BRAND TAGLINE : Clear Sky Marketing

CAMPAIGN PURPOSE : To effectively convey my skills and **passion** for marketing to prospective employees

PURPOSE OF PRODUCT : **To** contribute to the development and execution of marketing strategies through creativity and innovation **so that** companies can achieve their mission and strategic goals.

01.



Creative Strategy

03.2023



BRAND VALUES



MOTIVATION: Proving to oneself that no matter the challenge, you will persevere

PASSION: In order to create value for yourself, you must create value for others

CREATIVITY: Opening your mind to create value beyond the bounds of what is expected

DECISIVE: In a world of uncertainty, there is power in being certain of yourself

02.

EMPOWERMENT: Highlight the voices of others

EMPATHY: By valuing the feelings of others your view of the world will never stop expanding





PEOPLE: TARGET MARKET DESCRIPTION

Demographics

Industry: Cosmetic & Beauty Industry
Field of Interest: Social media marketing, content marketing, paid media marketing
Size: Small to Medium (in-house)
Location: Denver, CO or Remote
Status: Independent Business/Startup

Psychographics

Sustainable: Clean formulas, environmentally conscious
Growth-oriented
Values Diversity & Inclusivity
Encourage innovation and creativity
Innovative Products

03.

Benefits Sought

Features: An aspiring content marketer who is motivated to create valuable and unique content that will increase conversions

Advantages:

- Experience in content creation
- Knowledge of marketing strategies and methods of implementation
- Confident in developing solutions to problems quickly and effectively
- Harness valuable relationships through communication skills
- Conduct reliable primary and secondary research

Benefits:

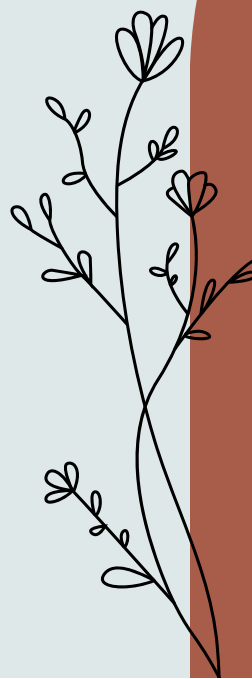
- Valuable content that will lead to conversions
- Enhance growth-oriented business models
- Identify business opportunities
- Contribute to a positive work environment to increase collaboration and productivity



PROBLEM

New companies within the beauty industry are unable to differentiate themselves as the market continues to become **oversaturated**, and large-scale beauty brands dominate the market resulting in an extremely competitive industry. Upcoming beauty companies **need strategic marketing capabilities** to take advantage of the growth within the market in order to **effectively differentiate themselves** from competitors, while simultaneously developing innovative products to keep up with industry trends. This missed opportunity will **cause a company to get lost** in an overly saturated market, resulting in unfulfilled business objectives. An accurate analysis of the company's target market and the implementation of effective and innovative marketing strategies will **lead to the growth and success of the company.**

04.



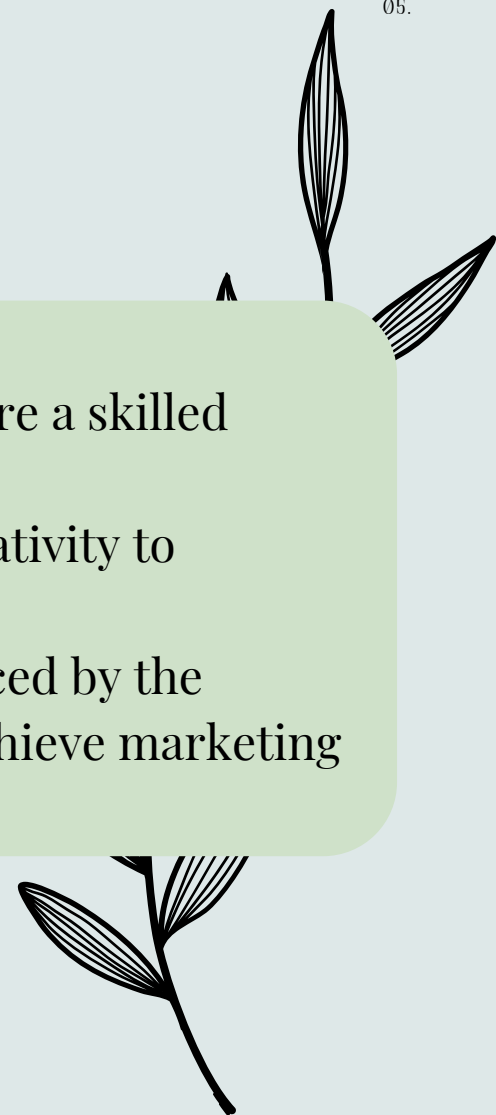


PROBLEM STATEMENT

I'm a new beauty company and
I'm trying to create an effective advertising campaign to increase awareness
But I lack the skill set for marketing to differentiate my brand
Because I do not have the or resources to learn about marketing
Which makes me feel worrisome as we must must stand out to succeed in an extremely competitive industry

USER STORY

As an executive at this company
Like a cosmetic brand executive hoping to hire a skilled manager
Who wants to hire someone who utilizes creativity to implement effective advertising campaigns
So that I can be confident in the work produced by the marketing team to grow the company and achieve marketing objectives



PRODUCT/BRAND/MKTG MIX DESCRIPTION



Place Strategy

Working remotely, or for a physical company in Denver, CO

Pricing Strategy

Penetration Pricing: The average salary for content marketers within the beauty industry ranges from \$35,000 to \$75,000. Ask for a \$40,000 salary to leverage job offers as being a cost-efficient hire option

Promotion Strategy

Utilize my website to display my work, write blog posts relating to marketing within the beauty industry, and integrate content and work across all relevant social media platforms (Instagram, Facebook, and LinkedIn)





DISTRIBUTION STRATEGY

I will be offering a **business-to-business (B2B) product** and service. I will be offering myself as the product, as well as the content and work I will be creating for the prospective business. This also includes the services that I will be expected to provide throughout my time at the company. These services may include but are not limited to research, design, scheduling, and execution of proposals.

Direct distribution; I will be creating and delivering content directly to the company. With an entry-level content marketing position, I will be using a selective distribution intensity. While distribution may vary across companies it is likely that the distribution channels I will be utilizing are Facebook, Instagram, LinkedIn, Twitter, and the company website which may include blogs and other media.

PRICE STRATEGY

I will be utilizing a **penetration pricing strategy**. The average salary of Beauty content marketers ranges from \$35,000 to \$75,000. I will be hoping to acquire an entry-level position with limited experience therefore I am striving for a starting salary of \$40,000, with the goal of increasing the salary over time to reach \$74,000.

PRODUCT STRATEGY



Benefits Sought	Physical Features	Intellectual Advantages	Emotional Benefits
Valuable and effective content	Curated content; blog posts, campaigns, copyright, designs, imagery	High-quality content that represents the brand's values	Satisfaction with my ability to produce quality content
Enhancement of growth-oriented business models	New ideas for future content/how we can improve previous content to align with the target market	Understanding the process of market research	Fulfilled with the prospective trajectory of the company
New business opportunities	Problem-solving within teams	Expand the company Invest in new technologies	Excited for future business opportunities
Productivity	Forming valuable relationships with coworkers and other companies to form partnerships	Time is being utilized effectively to produce quality work and grow the brand	Confident that I will produce quality and effective content
Cost-effective (price strategy)	Salary of \$40,000	Products and services offered are affordable	Less stress in regard to business finances; can increase funding more easily
Increase brand reach and user engagement (place strategy)	Curated content across all social media platforms (Facebook, Instagram, Twitter, YouTube, etc.)	Experience creating platform-specific content	Happy to see the business experience growth from content



BRAND VALUE PROPOSITION

I help upcoming beauty brands who need help differentiating themselves from competitors by conducting market research to create relevant and unique content that increases brand engagement while highlighting their contribution to the expanding beauty industry.

POSITIONING STATEMENT

For companies withing the beauty industry
Who need help differentiating themselves from competitors
Skyla Bentley **is the only** content creator who is motivated to lead with passion and creativity
That will provide the company with effective marketing solutions to promote company growth
Unlike other marketing professionals
Because she is determined to expand her marketing knowledge to bring a company closer to achieving its goals.



MARKETING OBJECTIVES



To be hired as an entry-level content marketer by a small beauty company that thrives to create inclusive and sustainable products by September 31 of 2023 with a starting salary of \$40,000.

COMMUNICATION OBJECTIVES

Increase Awareness by

75% of the target market and grow LinkedIn connections from 66 to 116 by June of 2023 **through** repetition of tagline.

Increase Knowledge by

10% of the target market of 66 LinkedIn connections **through** repetition of brand value proposition by June of 2023.

Increase Liking by

10% of the target market of 66 LinkedIn connections **through** producing relevant and unique content on LinkedIn and integrate website by June of 2023.

Increase Preference by

10% of the target market of 66 LinkedIn connections **through** references from peers, professors, and employers by June of 2023.



BRANDING & PERSUASION



Brand Tagline: Clear Sky Marketing

Brand Elements

- **Colors**

#A85C4A

#CFE1C9

#DEE8E8

#F4D4B7

- **Fonts**

PERANDORY SEMICONDENSE

Playfair Display

Prata

- **Tone:** Calm, sincere, authentic, natural, organic

BRANDING & PERSUASION



- **Logo**



- **Look**



- **Smell:** Saltwater, fresh flowers, petrichor, citrus, sandalwood
- **Sound:** Waves crashing, mixing paint, wind blowing, morning birds chirping
- **Taste:** herbal iced tea
- **Feel:** Neutral Aesthetic

