

# T TYPOLOGY'S D DIGITAL M MARKETING R REPORT

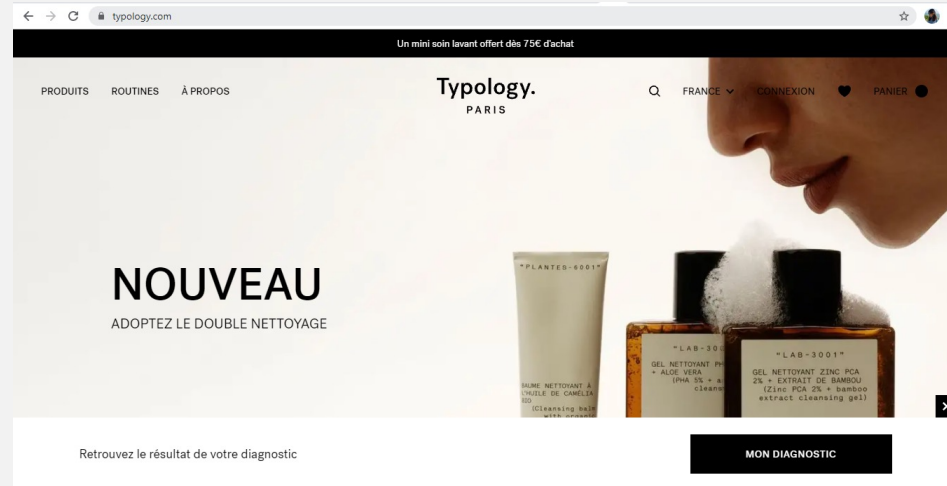
Group 3: BARBEAU Amandine, CHAU Wai Ping, DI GAETA Emanuele,  
GUO Kexin, HO My Linh, RAO Mingzi

# I. OUR DIGITAL ACTIVITIES

## WEBSITE

<https://www.typology.com/>

It includes full information such as brand logo, information about our brand and our vision, contact info, products info, etc.



## BLOG



## SOCIAL MEDIA (I)

### Instagram

@typologyparis	@typologistes
206k followers	4023 followers
755 posts	241 posts

One account is to promote products and give skincare advice. The other is to connect directly with our customers by building a community and posting reviews from them. These two accounts are updated every day in various forms (picture posts, stories, reels and IGTV for long-form videos). The content here follows the minimalistic but elegant style like our website interface

### Pinterest

712 followers  
413k monthly views

Although it seems that we do not have many followers on Pinterest, we get a lot of monthly views. This is crucial platform for us to get more visits to the website and to attract new customers.

### LinkedIn

16.3k followers

We post 1 – 2 posts per month. This platform is to promote our new campaigns, show the engagements to society, recruit staff and keep connection with other companies

## **SOCIAL MEDIA (2)**

### **Facebook**

29,422 people like this  
31,719 followers

We do not show our posts on the Facebook homepage although the content is updated almost everyday. Only 3 posts appears there.

### **Tiktok**

3845 followers  
57.5K likes

We post short form videos on this platform but most of them are simple, not very creative

### **Twitter**

369 followers

We only updated regularly on the first few months of brand launching. At the moment, we update every 2 to 3 months.

## SEO

### ➤ Google searching results for “Typology”

The screenshot shows the Google search results for the query 'typology'. The search bar at the top contains the word 'typology'. The first result is from 'https://global.typology.com' with the title 'Typology' and a snippet: 'Typology products are free from Parabens, Phenoxyethanol, Paraffin Oil and ...'. Below this are links for 'Face serums', 'Best sellers', and 'Typology Pass'. The second result is from 'https://global.typology.com' with the title 'diagnostic — Typology' and a similar snippet. The third result is from 'https://www.typology.com' with the title 'Sérum - Soins naturels - Typology' and a snippet in French: 'Hautement concentrés en actifs, nos sérums permettent de traiter ...'. At the bottom, there is a 'People also ask' section with three questions: 'What is typology skincare?', 'What is a typology study?', and 'Is typology vegan and cruelty free?'. A 'Feedback' link is visible at the bottom right of the results area.

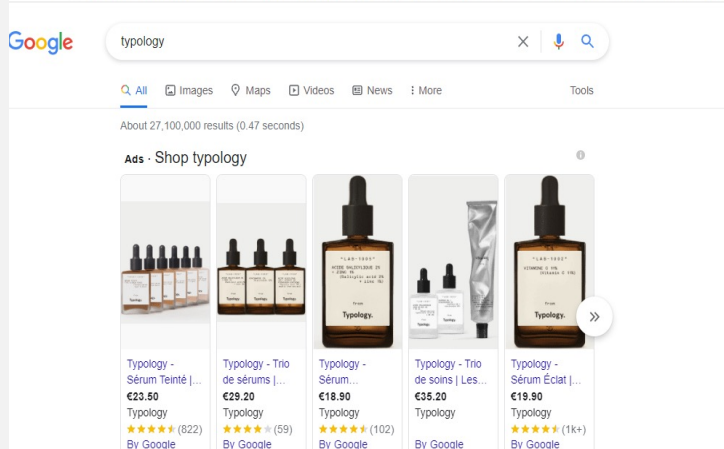
The search results on Google search are about our brand and our products including our website and our social platforms on the entire first page. Even the paid content published over a year ago on a personal blog and a media website also appear here.

### ➤ Bing searching result for “Typology”

The screenshot shows the Bing search results for the query 'Typology'. The search bar at the top contains the word 'Typology'. The first result is from 'https://us.typology.com' with the title 'Typology' and a snippet: 'Typology was born from a mission: to demystify skincare with simple, straight-talking transparency. We make naturally active, effective and sustainable skincare in France. About'. Below this is a small image of skincare products and the text 'Diagnostic · Skincare Routines'. The second result is from 'https://www.merriam-webster.com/dictionary/typology' with the title 'Typology | Definition of Typology by Merriam-Webster' and a snippet: 'Typology definition is - study of or analysis or classification based on types or categories.'. The third result is from 'https://global.typology.com' with the title 'Typology' and a snippet: 'As with all Typology products, these best-sellers have been formulated without irritating parabens, phenoxyethanol, paraffin oil or sulphates. Top rated. Tinted Serum. Vitamin C, Squalane & Aloe...'. Below the results is a 'Videos of Typology' section with a navigation bar containing icons for 'Bible', 'Skin Care', 'Theology', 'Jesus', and 'Test'. Three video thumbnails are shown: 'WHAT IS TYPOLOGY?' (6:02), 'Understanding Biblical' (7:11), and 'Why Do We Need a Typology?' (3:33).

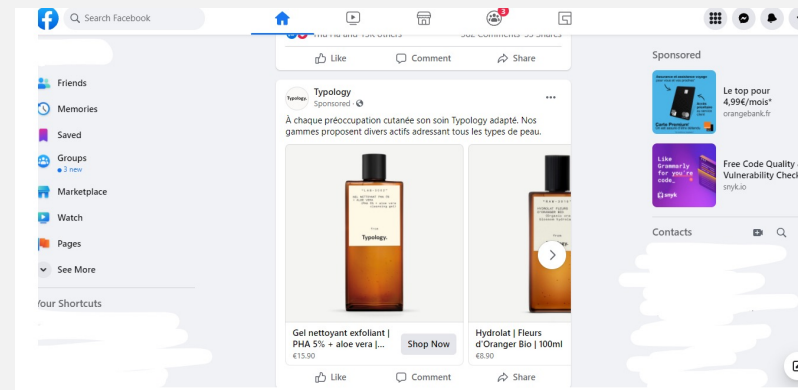
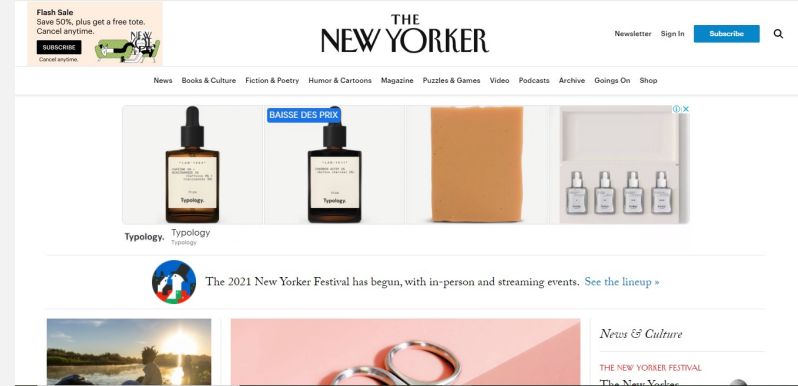
## PAID ADVERTISING

### SEA



### Social Media Advertising

### Website Display Advertising



## EMAIL MARKETING

We make a lot of effort to obtain customers' email addresses. We get customers' email addresses by encouraging them to subscribe to our newsletters or implement skin type diagnosis on our website. Our newsletters provide customers with information about products pre-launches (twice a month), back in stock, discounts and offers (once a week) or news about the brand (once a week).

## REFERRALS

News Opinion Sport Culture Lifestyle More

Fashion Food Recipes Travel Health & fitness Women Men Love & sex Beauty Home & garden Money Cars

**Sali Hughes on beauty**  
Beauty

### The best new online beauty brands

Try stylish vegan skincare from Typology and quality customised makeup from Il Makiage

Advertisement

Typology Typology

olivaaandbeauty • Theo dõi

olivaaandbeauty #gifted Did you know @typologyparis has an amazing Diagnostic Test on their website which helps you understand your skin? The results let you know which of their products are recommended to help you with your skin concerns

I really enjoyed being able to try and test products that have been specifically recommended for me. My top 3 products which I see myself repurchasing are the Micellar Water, the Cleansing Bar and the Moisturiser. I also have to talk about their packaging - it's so simple yet so luxurious and I think its what makes it stand out the most!

atmabotanika và những người khác đã thích

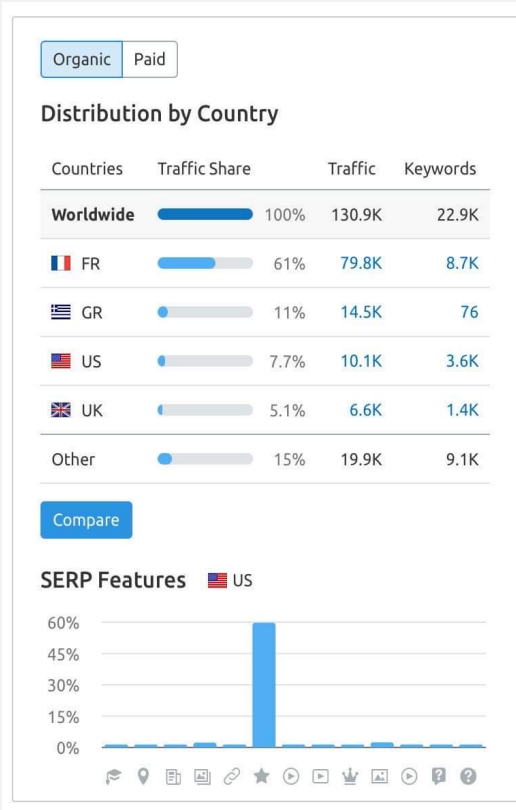
2 NGÀY TRƯỚC

Thêm bình luận...



## II. EVALUATION OF OUR PERFORMANCE

## WEBSITE TRAFFIC



- In the last 2 years, the average website organic traffic is 130,917/month.
- The amount of the traffic increases.

### The top 5 traffic by countries:

1. France
2. GR
3. US
4. UK
5. OTHER

## OUR PERFORMANCE VS OUR COMPETITORS

	Typology	The Inkey List	The Ordinary
Monthly Visits	<b>252k</b>	<b>249k</b>	<b>3.3k</b>
Backlinks	<b>14.5k</b>	<b>7.7k</b>	<b>21</b>
SEO score (%)*	<b>86</b> ●	<b>93</b> ●	<b>84</b> ●
Keywords	<b>23.3k</b>	<b>8.8k</b>	<b>766k</b>

\* SEO score: ● 0-49 ● 50-89 ● 90-100

## SEO METRICS

Here presents the searching keywords of Typology:

It is suggested that our official website can only be found while searching the words that have "Typology", otherwise there is very little chance of finding our website.

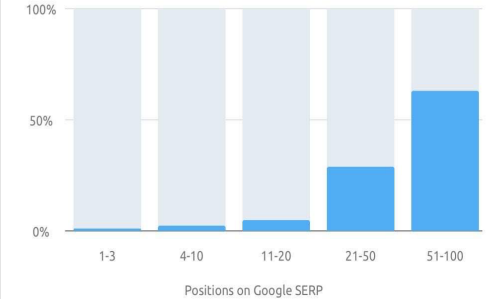
### Organic Research US

#### Top Organic Keywords (3,611)

Keyword	Pos.	Volume	CPC (USD)	Traffic %
typology	1	18,100	6.46	84.38
typology skincare	1	1,000	4.50	4.66
typology paris	1	320	7.82	1.48
typology com	1	170	7.20	0.78
micellar water ingredients	3	480	1.28	0.42

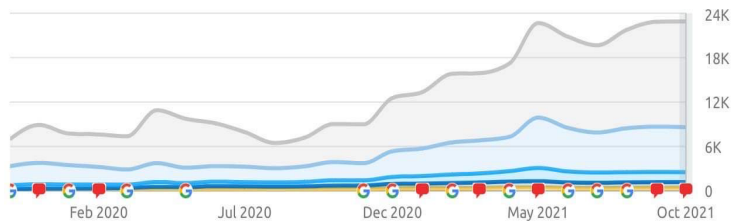
[View details](#)

#### Organic Position Distribution



### Organic Keywords 22,895

Top 3  4-10  11-20  21-50  51-100



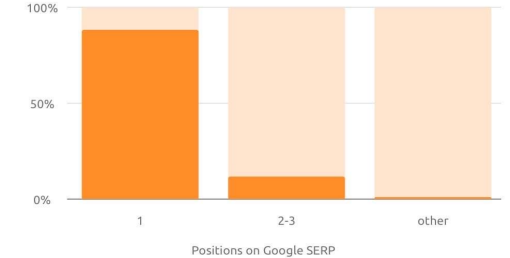
### Advertising Research US

#### Top Paid Keywords (34)

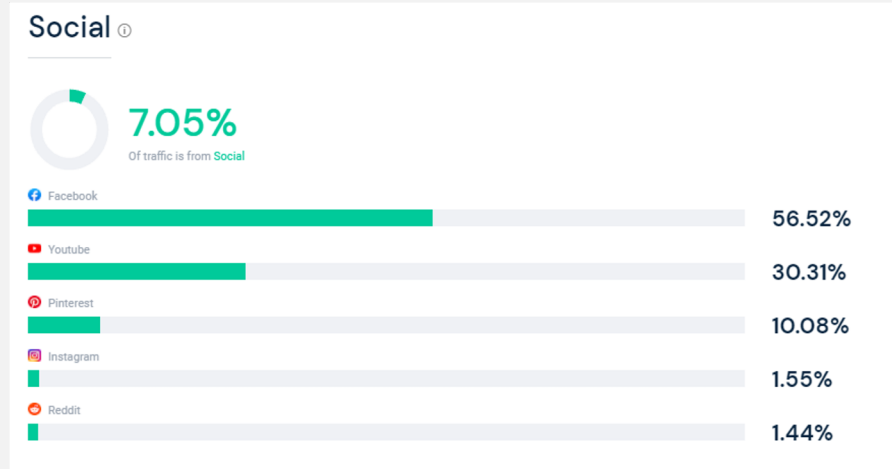
Keyword	Pos.	Volume	CPC (USD)	Traffic %
cosmetics	1	49,500	1.49	44.01
typology	1	18,100	6.46	16.08
typology	1	18,100	6.46	16.08
cosmetics	3	49,500	1.49	8.42
cosmetics	3	49,500	1.49	8.42

[View details](#)

#### Paid Position Distribution



## PAID ADS TRAFFIC



- Here comes the traffic data driven by paid ads
- Most of them is driven by the Facebook audience



- Youtube is the top publisher of our display advertising but only got 2.33% traffic

## COHERENCE OF CONTENT

### WEBSITE

The **design of the site is harmonious and matches the "natural" theme** of the brand. The **transparency** regarding the compositions is respected and well visible. The fact of having a **"Reviews" page** is a plus that allows to build customer loyalty and to bring seriousness and quality to the brand.

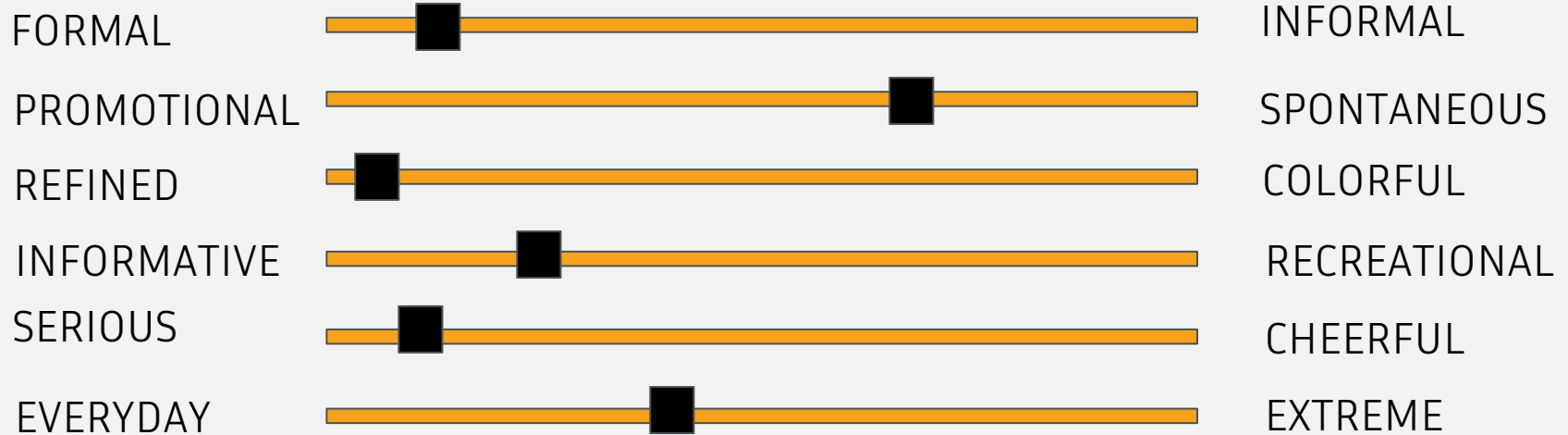
### INSTAGRAM

The publications are turned towards the products with purified settings. The brand wanted to remain as sober as possible to make its products semi-luxury. It misses all the same the nature side to the photos, it is too little present. Posting influencer videos is also a way to prove the quality of our products.

### FACEBOOK

The same publications as Instagram. Addition of the **composition** of each product presented and **tips**. Some publications are shot **internationally**. A big advantage with the "Reviews" page that allows followers to give their opinion on the products.

## TO NE OF VOICE



# WEBSITE UX ANALYSIS

**Valuable:** Typology's value proposition is to enable consumers to use products that are good for them and the environment at affordable prices.

**Useful:** Organic cosmetics are useful. They allow you to apply make-up while respecting nature and the health of the user. These products are more and more sought after nowadays

**Findable:** On our site, the products are classified by categories of care. This allows users to choose a product according to the need they have. However, the site is missing some pages, such as a button redirecting to the blog.

**Usable:** Organic cosmetics are used in the same way as any other cosmetic. Typology often posts tips on how to use and apply its products.



**Credible:** The website was designed with the objective of conveying a simple and pure image. The reminder of nature through light, brown and green colors is present throughout the site. All images and illustrations are clean and the font of the site refers to the typography of typewriters.

**Desirable:** Anyone wishing to buy nature-friendly products at low prices would like to buy one of our products. The "power of organic" is an important factor in the market today.

**Accessible:** The accessibility of the site is quite good. The products can not be confused with their color because only the name changes. It does not irritate the eyes and is easy to use. Finally, the mobile version is working perfectly.

We don't have an automatic reader for the visually impaired, but this could be an idea for the future.

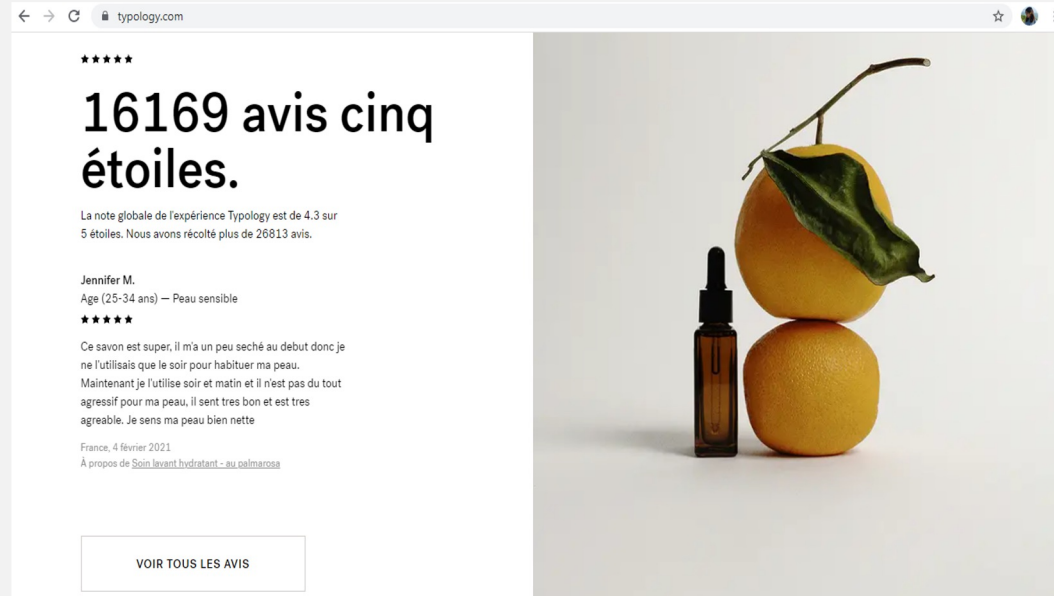
# Typology.

PARIS



## CUSTOMER REVIEW ON WEBSITE

- succeed in encouraging customer to review their products.
- get hundreds of reviews for each product on our website
- mostly positive on how simple their products' ingredients are yet efficient.



← → C typology.com ☆

★★★★★

### 16169 avis cinq étoiles.


La note globale de l'expérience Typology est de 4.3 sur 5 étoiles. Nous avons récolté plus de 26813 avis.

Jennifer M.  
Age (25-34 ans) — Peau sensible  
★★★★★

Ce savon est super, il m'a un peu séché au debut donc je ne l'utilisais que le soir pour habituer ma peau. Maintenant je l'utilise soir et matin et il n'est pas du tout agressif pour ma peau, il sent tres bon et est tres agreable. Je sens ma peau bien nette

France, 4 fevrier 2021  
À propos de [Soin lavant hydratant - au palmarosa](#)

VOIR TOUS LES AVIS





Traveling

Sport

Socialized

## Goals

- Living a more ethical life
- Save money
- Consume better and less
- Be vegan

## Frustrations

- Julia has a limited budget but everything organic is also very expensive.
- She has little time to shop and is not attached to any particular brand.

## Bio

Originally from Essonne, where she lived in a bungalow with her parents, Julia graduated with honors. After a bachelor's degree in marketing and communication in Paris, Julia started her career as an executive assistant and then as a communication assistant. She has been in a couple for 7 years with Alexandre and has two children. She pays more and more attention to her health and the health of her children. She prefers organic and environmentally friendly products. She goes to work by bicycle.

## Motivation

Price



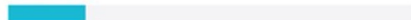
Health



Accessibility



Innovation



## Preferred Channels

Online press



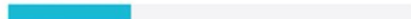
Blog Media



Instagram



Youtube



"I want to consume better but without spending a fortune."

Age: 35-44

Work: Communication Assistant

Family: Married with 2 kids

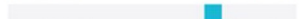
Location: Paris

Character: Archetype

## Personality

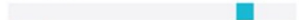
Introvert

Extrovert



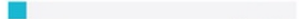
Analytical

Creative



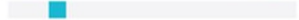
Loyal

Fickle



Active

Passive



# CUSTOMER PERSONAS

HERE PRESENTS  
OUR CUSTOMERS  
PROFILE IN  
AVERAGE

## CUSTOMER JOURNEY

### Awareness:

- Reach our brand from online ads
- Get recommended by friends



### Conversion:

- Read product reviews and opinions about our brand on website and social media
- Create a customer account



### Consideration:

- Visit Typology website
- Implement the skincare routine diagnosis on our website and leave email address
- Compare with other brands

### Purchase:

- Undergo payment process



### Retention:

- Receive newsletters regularly and discover new offers
- Follow social media posts to get more insights into our products



### Advocacy:

- Recommend our products to friends
- Make regularly purchase

# III. EVALUATION OF OUR STRATEGY

# OUR DIGITAL MARKETING STRATEGY

## 1. « ORGANICS » IMAGE

Our brand connects all the digital activities with the "natural", "organic" theme as our products: **website colors, images, publications, press articles, emails...**

## 4. TRANSPARENCY

The transparency of our compositions is **one of our major assets**. We share with our customers the full ingredients list of our products on all **our networks and website**.

## 2. BUILD OF A COMMUNITY

We try to be as close as possible to our consumers by multiplying digital interactions. We want **to build a loyal and close-knit community**.

## 5. PRESS ACKNOWLEDGEMENT

We rely heavily on the press to make ourselves known. It is our **main source of publicity**. It also brings us natural referencing thanks to backlinks.

## 3. SOCIAL NETWORKS

We targeted the social network that our customers use the most and where we can be most responsive: **Instagram**. We post as often as possible, to introduce new products, or give tips on how to use them. We also post some **influencer's videos** on our social page.

## 6. COMMUNICATIONS

We communicate a lot with our customers, through the **website, emails, newsletters and the Instagram community**. We answer questions and give feedback. Our goal is to inform, educate and build loyalty. We have also a **blog** connected to our Pinterest page and our newsletters

THANK  
YOU!

