

PERSONALITY

BEAUTY BRANDING MAGAZINE

THE E-COMMERCE ISSUE
VOLUME 2
ISSUE 4
JULY 2022

BEAUTY
BRANDS'
FAVORITE
SOCIAL MEDIA
CHANNELS

SKINCARE'S LOVE
LANGUAGE:

HOW DANIELLE FRANCIS
GREW DELAMA
NATURALS WITH LOVE
AND MARKETING

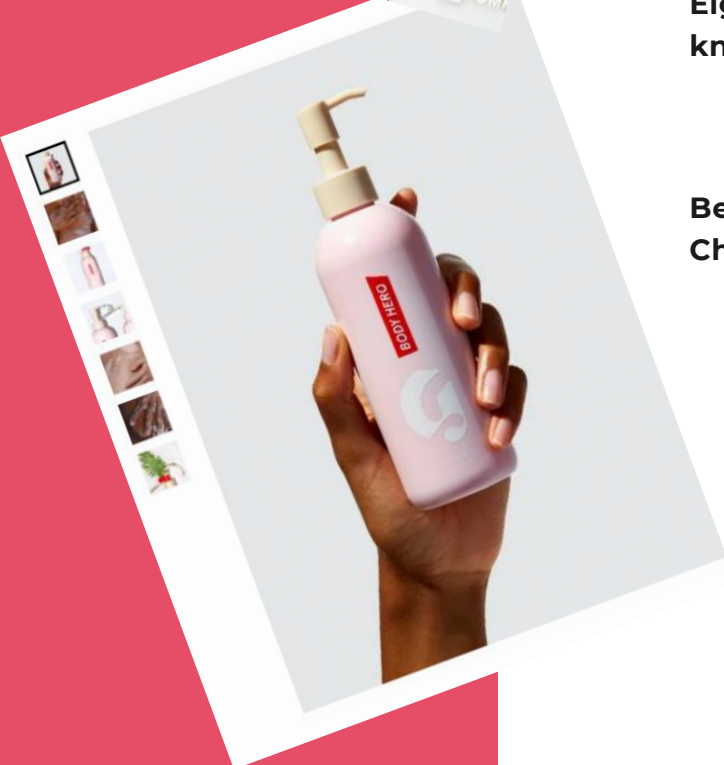
EIGHT

E-COMMERCE
TERMS YOU SHOULD
KNOW IF YOU
ARE A D2C
BEAUTYPRENEUR

7 WAYS TO
IMPROVE
YOUR ONLINE
CUSTOMER
EXPERIENCE



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EDITOR-IN-CHIEF
Jamila Bannister

MANAGING-EDITOR
Maria Ransome

CONTRIBUTORS
Jamila Bannister
Maria Ransome
Sadira Rajbansie

Denotes a click*
through page



CONTACT US


editor@personalitymagazine.com
www.personalitymagazine.com

A publication of

J. Bannister
BRANDING

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A close-up portrait of Jamila Bannister, a woman with long, thick, golden-brown braids, wearing a white button-down shirt and a gold necklace. She is smiling warmly at the camera.

Editor's Note

JAMILA
BANNISTER
EDITOR-IN-CHIEF

Is it me, or does it feel like 2022 is just surging by? The global beauty industry has been steadily regaining momentum post-pandemic and the landscape is ideal for indie beauty brands to launch their products.

In this issue, we explore the world of e-commerce for beauty brands. We spoke to Danielle Francis-Jerrick, the TT-born, New Jersey-based founder of DeLaMà Naturals on how she was able to grow her e-commerce business with the right balance of passion and strategy.

This issue is also a treasure trove of terms, tricks, and tips that beauty brands can leverage in order to increase their visibility, reach, and sales. From e-commerce, terms you should know, ways to improve the online shopping experience, and the best social media channels for beauty brands, this issue is giving you insightful and easy-to-implement advice.

Finally, be sure to save the dates for the first Product to Profit Beauty Summit. My fourth summit, but first focused specifically on helping beautypreneurs market and sell their beauty products. I'm so excited for you to dig into this issue. As usual share this issue with a friend who needs it. Take a picture with your favourite part, post, and tag us because we love the feedback.

Happy reading

Jamila Bannister

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Skincare 's Love Language

How Danielle Francis Grew DeLaMa Naturals with Love and Marketing

Written by: Maria Ransome

What does it take to run a successful e-commerce business? Is it as easy as building a website?

The truth is, behind every good beauty brand is an even better strategy. I had a chance to speak with Danielle Francis, the owner of DeLaMà Naturals, and she graciously opened up her e-commerce playbook and shared what made her e-commerce beauty business so successful.

“ Anything I'm doing, I kind of get obsessed with it. It was the same when I started my business”

Within ten minutes of my interview, I learned three things about Danielle. 1) She is an obsessive planner, 2) she believes in doing things the right way and 3) the day she stops improving is the day she gives up. It was this drive and determination, with a little bit of strategy that allowed her to build her business DeLaMà Naturals.

DeLaMà Naturals is a vegan skin and hair care company that uses toxin-free and ethically sourced ingredients. Danielle officially launched her business on May 26th 2018, but her relationship with beauty is more than skin-deep. Danielle's grandparents owned an Apothecary shop where her childhood consisted of coconut oils, butters and hair rinses. At that point in her life, the art of skincare felt like a chore.

I was curious; how did something that felt so tedious to her as a child then turn into a profitable business? “You have to be passionate about what you do,” she says, “but this passion grew over time.”

"I believe it was around 2017, I was looking for something for my hair and nothing I tried worked. So I tried to make hair butter. It was terrible!" she laughs. "The first attempt, disastrous. It wasn't good at all!" Danielle still found the experience fun, "I like to create things, I'm always mixing or doing something." she says.

Despite the prompting from her family, this was never meant to be a business, just something she tried for herself. "I didn't want it to go back to being a chore." Danielle jokes of being on a production line. "Every Sunday, it was hair rinses and coconut oil. Do you know how hard it is to make coconut oil!?" She exclaims. I did not.

Danielle's chore turned hobby is now a successful business which she runs from her home in New Jersey. "Right now I'm actually in the middle of a rebranding," she boasts. So how did Danielle get to where she is now? It started with a pop up shop.

"And how did that go?" I ask.

"It was okay," she says, "I made my money back and a little bit," At that pop up shop, Danielle came prepared with pamphlets and samples, ready to sell her business the best that she could. From inception, she understood the importance of marketing her business and doing the necessary groundwork.



"I've always been someone who likes to do things the right way." says Danielle, "When I was in Trinidad I registered my business, got my bank accounts and my website set up. Even though I had no access to receiving credit card payments, I still made sure I had a website. I wanted to provide a world class e-commerce experience."

Now operating from the States, with her website being the main driver for her sales, Danielle is now able to provide a seamless service and reach a wider audience with international sales.

**"I'VE ALWAYS BEEN
SOMEONE WHO
LIKES TO DO
THINGS THE RIGHT
WAY."**

"How have you designed your website so that customers can have a pleasant and efficient experience when ordering?" I ask.

"Just keep it simple! That's what I do," says Danielle. She tells me about the upgrades she wants to make to her website for the rebranding. A clean design heavily focused on the products themselves, with drop down descriptions and ingredients.

With growth on the horizon Danielle excitedly talks about being in the process of working with a chemist to further improve the quality of her products. “After a while, you have to start doing things to improve your business,” she says, “Things to elevate you so you can reach another level. If you’re still at this point not using accurate measurements and you don’t have a plan, your business is not going to work.” She believes in having sufficient knowledge in order to effectively run her business.

“I should be able to answer any question, I should be somewhat aware of every aspect of my business. That’s the type of leader I want to be,” she says. For Danielle, this isn’t an *if* but a *when*. It was then I realized that building a successful business is not just about having the right tools, but also the right mindset.

“YOU HAVE TO MAKE THEM WANT IT, FOR THEM TO BUY IT. FIND THOSE PAIN POINTS AND SPEAK TO THEM.”

“Online is a whole different ball game,” she says, “You have to make them want it, for them to buy it. Find those pain points and speak to them.” Talk to any digital marketing strategist and they’ll tell you the same thing.

The digital market place filled with many skincare options, so I was curious to find out how Danielle makes her product stand out. Anyone can have a website, there must be more to her e-commerce success.

“Communication,” she says.

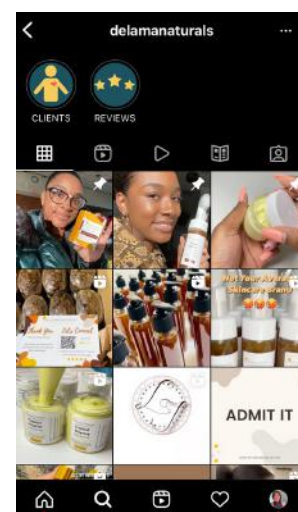
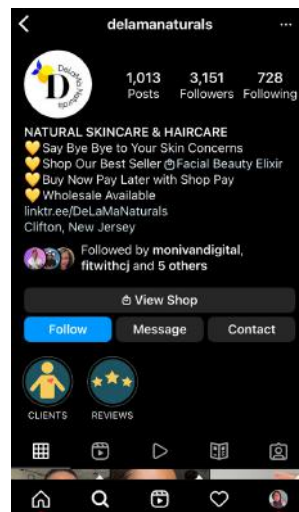
“Communication?” I ask.

“I start off warm and welcoming,” she says, “Like ‘Hey, you can speak to me!’”

“I make them feel that it is a safe space to speak about whatever issues they have whether it’s about ingrown hair in their private area or discoloration on their bikini line. I always make them feel like they can come to me.”

When it comes to her customers, her DMs are always open. Danielle has learned what her customers need and prompts interactions. “So let’s say for example someone follows me, I send them a message saying ‘Hi thank you so much for following me, if there are any circumstances that you want to discuss, feel free.’” She also prompts discounts such as 50% off your first order for subscribing. That level of communication also brings a touch of trust and authenticity to the online transaction. She also makes sure to be in touch and honest with customers on all issues, such as late orders.

Her online presence goes beyond her website. She uses social media platforms like Pinterest, Instagram, Youtube, Facebook & Tik Tok to find and speak to her audience. No matter the platform, one thing always stays the same: Danielle’s desire to keep her brand customer-centric.



"I don't get on screen as much as I should," she says as we speak about her presence on Tik Tok. "But I don't mind. I want people to be the face of the brand. When you go to my pages, you're not just going to see me but see other people who will speak about their experiences. About how my products cleared up their blemishes or removed dark spots. I want the marketing to be surrounded by other people. When you scroll you must see everyone!" she says passionately.



Danielle does not take for granted the power of user-generated content. In fact, she tries to prompt it, whenever she can. She tries to nurture them throughout the purchasing process.

One of the things that I think I do, and a lot of people are doing now, is that I make sure to speak about my product. I show some before and after pictures and I educate my audience on how to use the products."

Instead of waiting for reviews, Danielle tries to encourage them. "Get other people to speak about the product for you and then you post it on your page as well. When I package orders if I have samples available I send them. So if it's something they've never tried before, or something that's not in their order, they can try it.

"And what about your before and after pictures?" I ask, "Do customers just send them to you?".

"Based on a client's issue, when they purchase, I tell them to be sure to document their journey, not for me but for them. So they can actually see how their skin has improved by using the products. Once they have that visual they have the experience of "Wow this product is really working, let me tell somebody about this" and that is what I want. That's another tactic," she says.

I agree with Danielle. I myself have been swayed into purchasing items based on a compelling before and after picture I saw on Instagram.

"What about email marketing?" I ask.

"Yes, I have email marketing. I need shoppers to be reminded, something like "Hey don't forget me over here". I need my cart reminders to show the actual product that's in the cart that you left behind. I need stuff like one month after you purchase the item like "Hey it's time to stock up on your cleanser".

"EVERYTHING HAS TO HAVE INTENT"

"So I have one question," I say, " Apart from reminders and follow ups, do you just send general emails like educating them about the product or showing something new?"

"Yes, but I don't send random emails. Everything has to have intent."

She tells me about her carefully crafted email marketing strategy. This includes welcome emails, payment plans, discount codes, and tutorials.

“There might also be another email leading them to my Youtube or my Instagram, where I prompt customers to follow for live content or new content that is posted daily. Everything has intent,” she says. “Everyone says send 2 emails a week but if I have nothing of value, what am I going to say?” she says.

“Based on your experience. What 3 tips would you give to anyone who wants to start selling online?”

Her first tip: make sure that you select a great e-commerce platform. “You want to look for one with great customer service, and one that has a lot of integrations and apps. So you can add Pinterest or facilitate videos, blogs and pictures. You want the website provider to be able to host those kinds of apps. Shopify is ideal for this”



She then stresses the importance of setting up a business bank account for payments and making sure your finances are in order. Danielle emphasizes the importance of setting quotas and tracking your progress to meet them. “If you’ve gotten halfway through the month and you have not reached $\frac{1}{2}$ of the quota, you need to change up your strategy. You

have to do something.” she says.

Her last tip? Inventory. “Make sure you have the inventory for the things that you want to make,” she says. “For example, it doesn’t make sense that you set your monthly revenue goal as \$7000 and you only have inventory available to make \$5000. No way are you going to make that goal. You’ll only frustrate yourself, and there will be people on waitlists for their orders and that creates chaos.”

With her online success, I ask if she ever feels the need to be in a physical store. “I believe that being brick and mortar is important depending on the business you have. For me, I want DeLaMà Naturals to be a household name like Fenty Beauty, which is online but also in stores like Ulta Beauty and Sephora. I need that same experience.” she says.

We chat a bit about her future, one which is not just e-commerce. Along with her website, she also aims to be in stores globally, including in her home, Trinidad and Tobago. “The steps I have to take to make that a reality, is what I really need to get started on..” she says.

It takes a lot to run a ecommerce business but knowing your audience and having the right strategy are essential to your success.

PLANNING YOUR NEXT POP-UP SHOP?



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\$29



7

WAYS TO IMPROVE YOUR CUSTOMERS' ONLINE SHOPPING EXPERIENCE

Written by: Maria Ransome

There is nothing more frustrating than going on a website that makes it difficult to shop. A web experience should be fast, easy, and even a little bit fun. In today's more purchases are being made online and the experience you offer can make the difference between you getting a sale or your potential customer leaving the website.

Improving your website experience doesn't have to be rocket science, some simple changes can make all the difference in your customer's experience. In this article I go through 7 ways you can make this happen.

EASY NAVIGATION

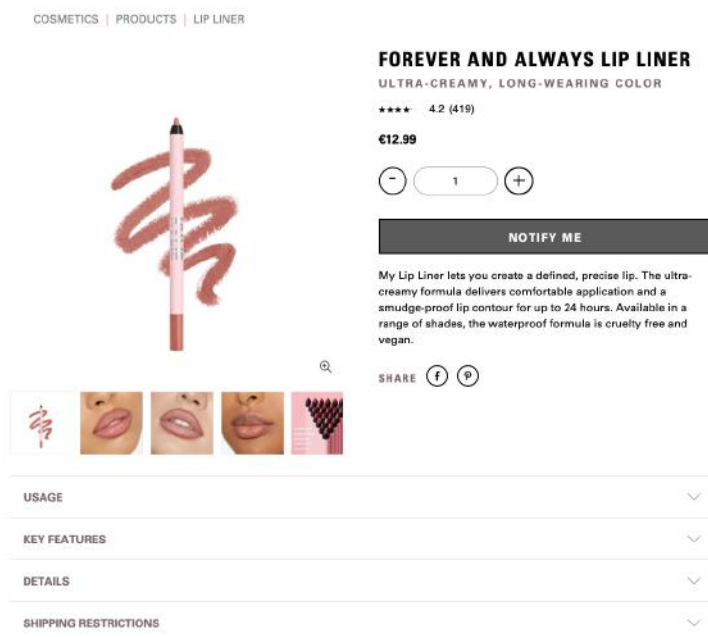
Looking for products on your website shouldn't feel like a treasure hunt or a game of "Where's Waldo". Waldo, in this case, should be easy to find. A good online experience is one that removes as much stress as possible for the consumer and easy navigation can do just that.

Ensure your website has a search bar and all products are properly categorized and titled with detailed descriptions.

You should also make use of relevant product filters, allowing customers to easily customize and narrow their search. Filters may vary depending on the type of product you sell; It can be by brand (if you carry multiple brands), sizes, colour and more.

Most web builders may have add-ins which allow you add product filtering eg. Woocommerce for Wordpress. It may also be best to start off with a web builder specifically designed for e-commerce such as Shopify, Squarespace and Wix.

Did you know that some of the most popular brands such as [Kylie Cosmetics](#) and [Fenty Beauty](#) used Shopify to build their website?

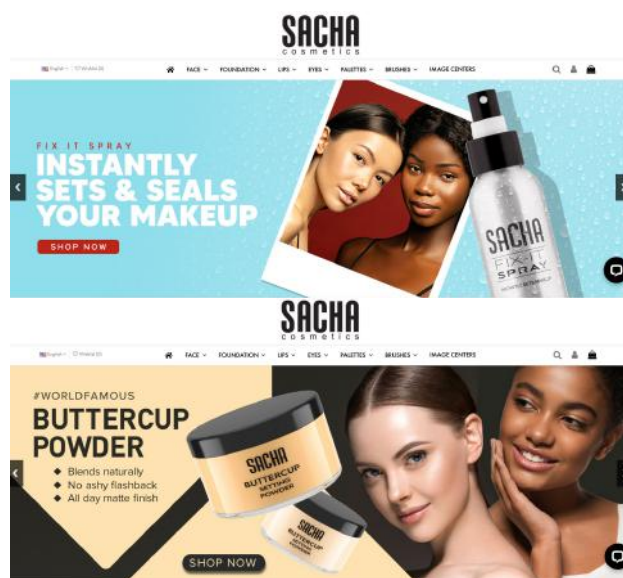


Source: Kylie Cosmetics

HD IMAGERY AND VIDEOS

When it comes to shopping online, the one downside is that we cannot physically experience a product before purchasing. To help with this, it's important that you represent your product well through imagery. Imagery can make or break a sale when shopping online. All images should be HD and the more imagery the better. Try to capture your product in different angles and settings or through video if necessary. Anything that will give your consumer a well rounded view of the product.

You should also make use of hero banners to highlight any new products, featured products or specials.

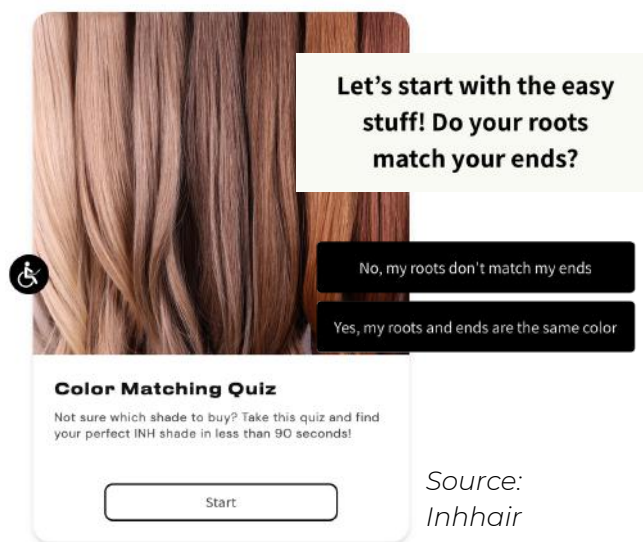


Source: Sacha Cosmetics

QUIZZES

Everyone loves an experience that feels like it was made just for them. Quizzes can be a intriguing way to personalize the customer experience and bring a consumer closer to the product that's the perfect match for them.

The hair extension brand 'Innhair' features quizzes that help customers find the right hair extension for them. Some of their quizzes include: a colour matching quiz to help customers find the perfect shade and a pony tail quiz to match customers with the perfect ponytail.



Source: Innhair

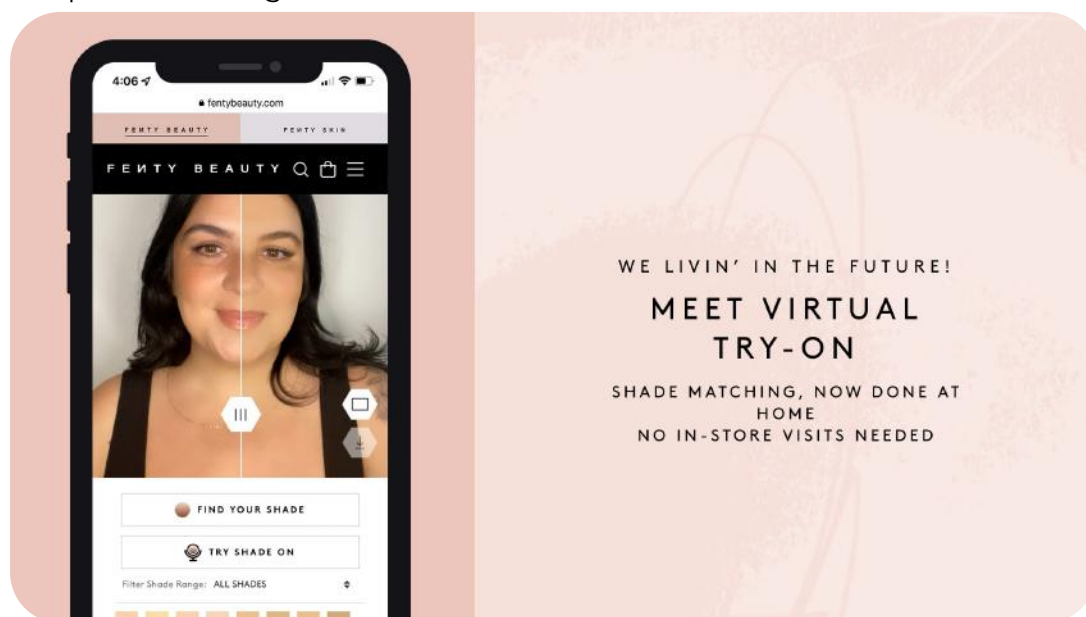
The beauty brand [Function of Beauty](#) focuses on skin care and hair care. They use quizzes to help design a custom product and package for customers based on hair type, skin type and goals. These quizzes are a main part of their online shopping experience and are featured on their landing page. Fenty Beauty, known for having a wide range of makeup shades, uses a shade finder in the form of a quiz with several images and questions to match customers with their perfect shade.

You can use apps like Try Interact to build your own quiz.

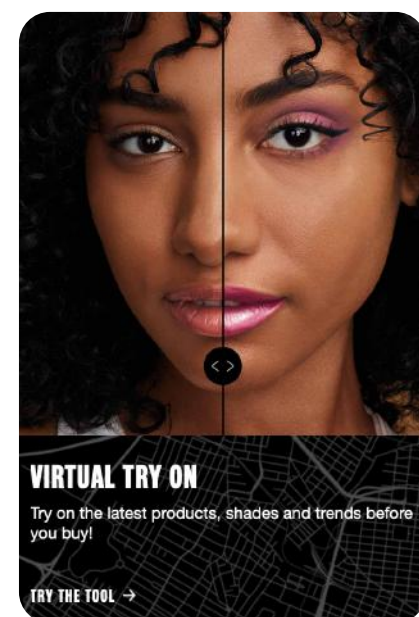
AI (ARTIFICIAL INTELLIGENCE)

Welcome to the future! No we don't have flying cars yet but we do have artificial intelligence (AI) which is just as cool. While AI may sound very techy, its uses aren't complicated and can be very useful in the beauty industry.

AI solves one of beauty's biggest problems when it comes to online shopping : the inability to try on makeup products before you buy them. With the help of AI, brands such as Estee Lauder, Maybelline and Fenty Beauty allow their customers to virtually try on makeup products using their cameras.



Source: Fenty Beauty



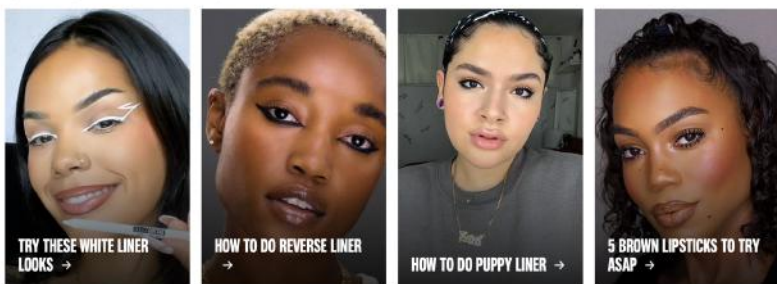
Source: Maybelline

BLOGS/ TUTORIALS

Blogs and tutorials on your website can be a powerful way to let potential consumers see your product in action and the many ways it can be used. By using blogs and video tutorials you can inspire your customers and can give them ideas on the many ways they can use your product. For example, showing how to achieve a certain makeup look or using your products to achieve the perfect night time routine.

Function of Beauty, the custom hair care and skin care brand, features an article on their website that helps customers determine their skin type. After gaining this information customers can then know exactly which products will work for them from the Function of Beauty line. Maybelline has written blogs with step by step images and videos showing how to achieve certain looks using their products.

Explore trending looks or nail these how-tos today!

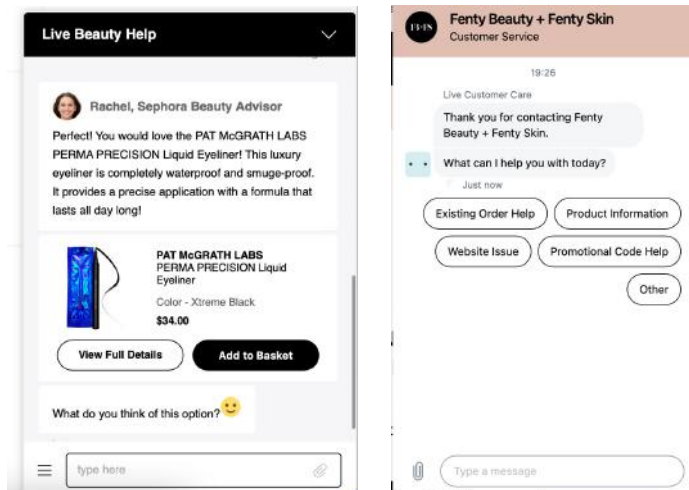


Source: Maybeline

BOTS OR LIVE CHAT FOR QUESTIONS

Online shoppers need just as much care and attention as those who go into a physical store. In fact, with the disadvantage of not being able to physically see or try on the product, a more hands on approach is better. A live chat or chat bot allows for customers to ask questions and get feedback in a timely manner which will ultimately help them make their decision.

Most websites feature a live chat and you should too! Live chats are convenient and time efficient. On InnHair's website, when deciding which hair colour and extension may suit them best, customers can get expert feedback from a live chat with a video option. If you can't respond in real time, a chat bot is the next best option. Using AI, a chat bot can be trained to answer specific questions and will be the next best option to talking to a live person. Bots are perfect for quick and frequently asked customer questions.



Source: Fenty Beauty and Sephora

If you're not sure where to start with having a live chat, see what options your web builder has.

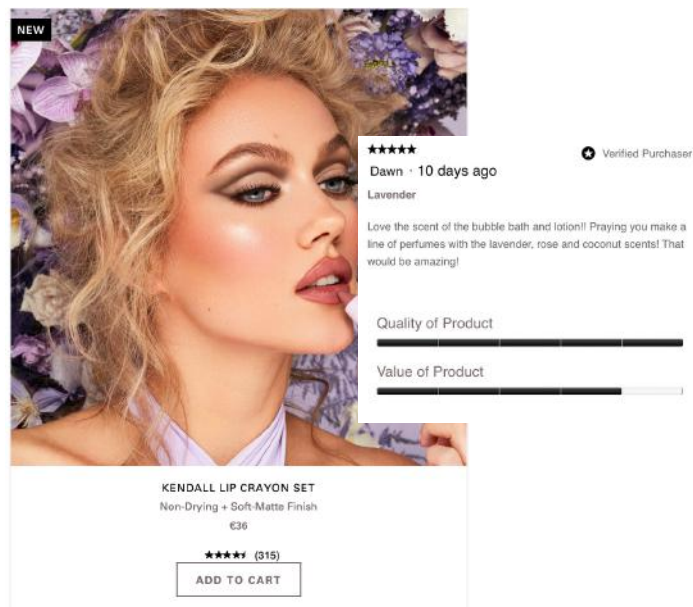
REVIEWS

The only thing better than letting your product speak for itself, is other people speaking for your product! When it comes to making a purchasing decision, an authentic review from another customer can make a difference. Having a review section allows a consumer to hear what other consumers think and can help build trust in your product.


These reviews are best placed in the main catalog with a star rating under the product name and a more indepth review (with text and imagery) can be seen when customers actually click the product.

Most web builders made for ecommerce will have the option for reviews and ratings so make sure you have that option turned on and you can also incentivise your purchasing customers to leave a review.

Implementing any of these tips will be sure to improve your customers' online shopping experience and may even get you some more sales.



Source: Kylie Cosmetics



8 E-commerce terms you should know as a D2C Beautypreneur.

Written by:
Jamila Bannister

I'm in a Facebook group for beauty formulators and product developers.

Every so often, someone asks "what's your biggest challenge right now?" Inevitably, more than 50% of the comments are beautypreneurs stressed out about marketing. Marketing your brand online is a wide-open playing field. If you don't have a road map, or at the very least, a digital encyclopedia you will feel like you're in a foreign land speaking another language. Since the world of e-commerce is rife with all sorts of terms, I'm breaking down eight of the most popular terms to help you understand the world of digital marketing and take control of your online presence.

Direct to Consumer -D2C

The first term greeted you in the title of this article. If you're bootstrapping your line of beauty products is highly likely you're a direct-to-consumer brand. D2C refers to the way your products are distributed to your customers, that is,

directly from you to the customer. Traditional distribution models for beauty products typically mean finding a retail store to act as the "middle man". The store will stock your product with the hope that their shoppers purchase while they are there. However social media and digital stores mean you can take your products directly to consumers through your website. The D2C option appeals to newer brands because it helps them manage cost while engaging directly with customers. It also means new brands don't have to go through a long approval process to be stocked in a store or suffer through meager margins because you don't have the sales volume. Starting your business as a D2C brand might be exactly what you need to grow sustainably before expanding.

Stock Keeping Unit -SKU

As you prepare to launch your ecommerce store creating a system to manage and track your inventory is essential. This is where SKUs play an important role. SKUs or stock keeping units are unique numbers that you assign to each item in your store to keep track of it throughout your system and sales process. To manage your store efficiently and provide the highest quality customer experience, you need to know your numbers, and this includes the number of product you have in any one category.

If you don't yet have SKUs for your products, don't stress about it. There are many free options available to generate the SKUs for your product. Check out the great YouTube video by e-comm entrepreneur [Jewel Butterfly](#) on how to generate SKUs.

Search Engine Optimisation- SEO

If you've used Google before you have benefitted from SEO. Search Engine Optimisation is the process of improving your website, so you gain more visibility whenever someone searches for something related to your niche. SEO is essential to your digital marketing mix, especially if you not only want to increase sales but boost your reputation as an authority in your space.

Because it's an organic way to boost visibility, it takes a few months to begin producing results, but it's certainly worth the effort to have you ranking among the best in your field. You don't want to sleep on SEO.




1		Ulta.Com Unique Visitors 11,300,000 ▶ Details
2		Sephora.Com Unique Visitors 11,100,000 ▶ Details
3		Elle.Com Unique Visitors 5,700,000 ▶ Details

Image Source: Aelieve.com

Pay Per Click -PPC

Do you plan to spend money on ads on platforms like Facebook, Google or Tik Tok? If the answer is "yes" you'd want to familiarise yourself with the acronym PPC or pay per click. PPC refers to how much it costs you each time someone clicks on one of your ads. Now, depending on the type of ad, and what's being advertised, the exact cost of clicks on each ad campaign can vary. Even the price of individual clicks can vary.

However, as long as you work with a budget to cover your ad spend, you can leave all the digital minutia to your media buyer.

Click Through Rate -CTR

Speaking of clicks, the next acronym you need to add to your e-comm vocabulary is CTR or Click Through Rate. You remember those clicks you get when you spend on PPC? Well, you have to count those too! Your CTR helps you measure the effectiveness of your ads. It helps you understand what people respond to versus what they might find uninteresting, and you can tell by measuring the rate at which they click your ad to be put through to your website.

Return on Ad Spend -ROAS

As we've been talking about advertising, another crucial term to get to know is ROAS or return on ad spend. This term is almost self-explanatory as it's the ratio of the revenue attributed to your ad campaign to the amount of money you spent on the campaign. Calculating this number is simply revenue divided by ad spend. This ratio gives a clear idea of how successful your ad campaigns are and is critical to helping you plan your and campaign strategy.

Average Order Value (AOV)

If you've found that you have reached a ceiling in your sales, it could be time to increase your customers' AOV or the average order value of each purchase from your store. Increasing your revenue can be achieved in several ways and one way is by getting your existing customers

to spend more money each time they shop on your site. There are countless tactics to increase your AOV, including product bundling and onsite product recommendations. Increase your revenue by knowing your store's AOV and creating a strategy to get your shoppers to bump up the size of their order before checkout.

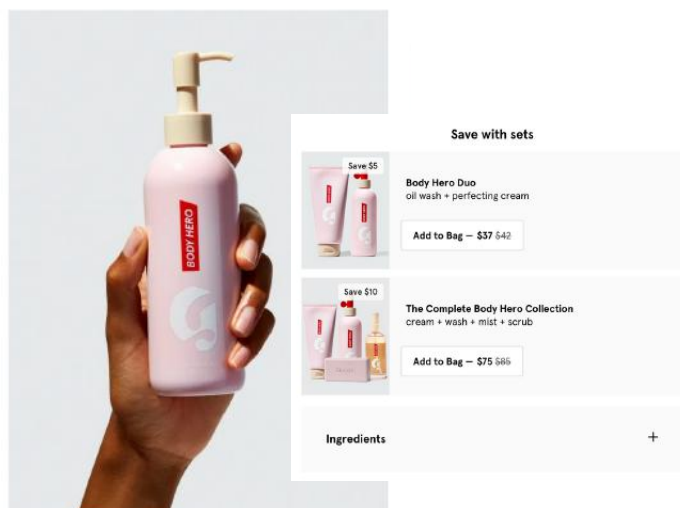


Image Source: Glossier

Conversion Rate Optimisation (CRO)

You've increased the amount of money shoppers spend at the checkout, but for you, too many people are leaving your website without buying. You've come up with some ideas on how best to improve sales conversion and you've decided to see which ideas produce the best CRO or conversion rate optimisation. Similar to the way SEO helps improve the chances of your website being found in search, CRO improves the chances that website browsers will actually buy as opposed to clicking away and abandoning their cart. If you want to give your e-commerce business as many opportunities as possible to bring in revenue, you'll get familiar with your CRO.

There are countless phrases that are used in the world of digital marketing and e-commerce, and as digital evolves so will our language. Keeping abreast of the terms that describe and help you measure your performance online are the most important to know and understand.

Learning the language of e-commerce helps you to be a better business owner, a better client and empowers you understand your business in an in-depth way. These eight terms are among the first you should learn if you own or plan to launch an online store, but this is just a start. Make it your duty to keep learning and grow your skills, not just as a creative beautypreneur but as an online business owner.

GOT SOMETHING TO SAY?

Share your beauty branding expertise with the world.

Email us at editor@personalitymagazine.com if you've got a story worth sharing.



PRODUCT TO PROFIT BEAUTY SUMMIT



September 21st- 23rd

SAVE THE DATE!



THE BEST SOCIAL MEDIA CHANNELS TO PROMOTE YOUR BEAUTY BRAND

Written by:
Sadira Rajbansie



See it. Want it? Click it. Buy it! It's no secret that the social commerce era is upon us...

Social media platforms like Pinterest, Instagram, TikTok and Facebook, have moved beyond its original entertainment and networking mandate and have created the ultimate shopping hub. In just a few steps, beauty businesses can easily set up their own shoppable profile, create shoppable posts, allow in-app checkout and even have "Buy Now" buttons to take consumers directly to their brand's product page.

Social commerce presents an interactive, consumer friendly and convenient method of shopping for consumers. In this article, we are sharing our top recommended social media platforms for beauty brands to build awareness and grow their communities.

Pinterest

Whether you are selling cosmetics, skin care products, accessories or clothing, Pinterest is a treasure trove of possibilities allowing you to introduce your beauty business to a whole new audience. When done right, Pinterest can drive serious traffic to your beauty brand website. This is how Pinterest can send your traffic into overdrive:

Creation of "Product and Buyable Pins"

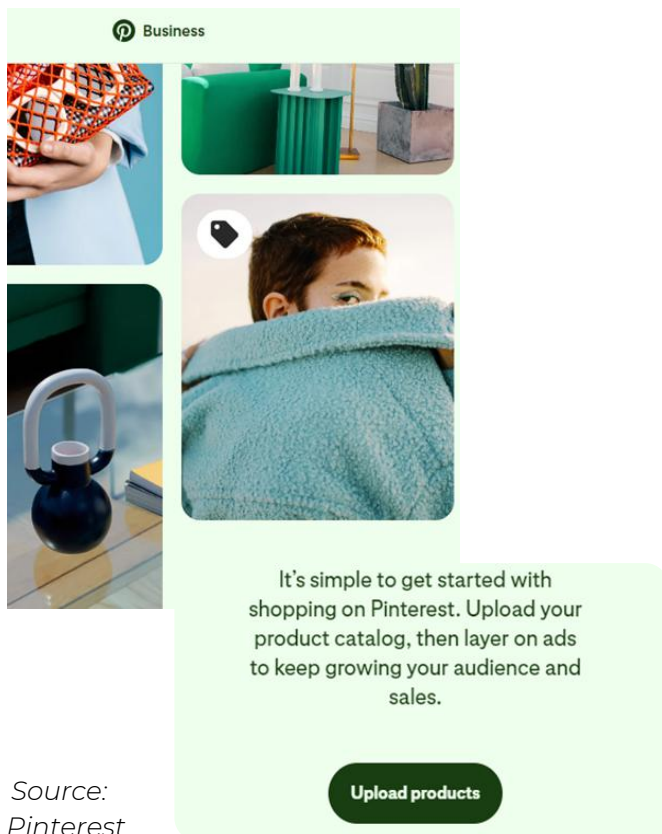
Pinterest allows brands to create Buyable Product Pins, giving your customers the price, description and availability of each product.

Pinterest: Another Dimension

Pinterest is an excellent tool to generate more traffic to your website. One pin can lead to another and another and another! Including your website's link, will take pinners back to your product pages where shoppers can purchase and view other items from your business. If a shopper is looking for an eye shadow palette, for example, they can sift through their searches based on color or price, or even similar items they have viewed. By clicking the product pin that catches their eye, the pin can take them directly to your site.

For a Pinterest Business account to succeed, beauty businesses need to be consistent in posting high-quality pins. However, as your business grows, remaining consistent can become a challenge. Therefore batch creating and pre-scheduling pins can help you to keep your pin quality without feeling overwhelmed. Apart from giving you more control, planning and batch-creating pins can save you time and energy in the long run.

Pinterest can generate genuine and organic reach with high-quality traffic. All beauty business owners should invest in extending their digital footprint and social commerce abilities with Pinterest.



The image shows a Pinterest Business interface. At the top left, there is a 'Business' tab with the Pinterest logo. Below it, there are four product images: a hand holding a red mesh basket, a green armchair, a black kettlebell, and a person wrapped in a blue blanket. A dark green button labeled 'Upload products' is positioned at the bottom right of the image grid. Below the images, there is a text box that reads: 'It's simple to get started with shopping on Pinterest. Upload your product catalog, then layer on ads to keep growing your audience and sales.'

Source:
Pinterest

Instagram

Instagram Shopping is undoubtedly becoming the preferred way of social commerce for consumers. Similar to Pinterest, Instagram allows participants,

to explore new brands and products, engage with local businesses as well as make purchases from shoppable posts. Here's why you should have an Instagram Shop:

Streamlines Sales:

Your followers can explore products, shop from your feed, shop from your Instagram stories or simply shop directly from your Instagram Profile. Like Pinterest, Instagram allows customers to checkout directly from the app.

Instagram shopping integrates your product catalog into your consumers 'feed' to create a seamless shopping experience. Shoppable Instagram posts, carousel posts, stories, and shopping tags, will engage and move potential customers closer to purchasing your products. Instagram eliminates the need to leave the platform, closing the gap between consideration and purchase.

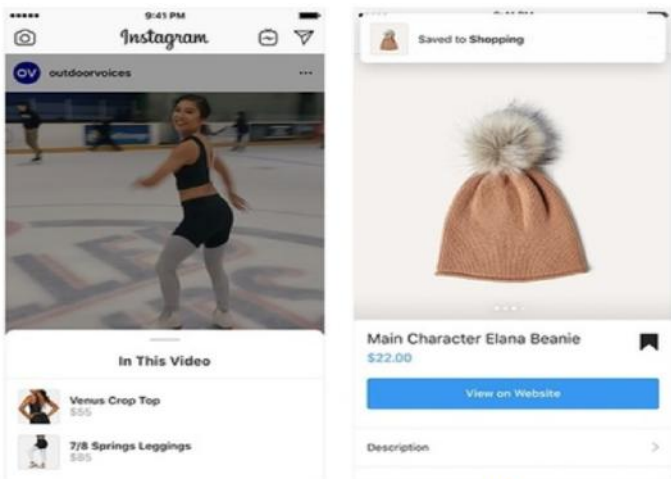
Instagram is all about Visuals:

From reels to stories to videos and photos, the possibilities are endless. Instagram is a diverse and innovative platform, that allows beauty businesses to showcase their products in a variety of ways. As a beauty business owner, you have the power to connect with your consumers, build brand awareness and build brand loyalty.

The Shopping Tab:

Instagram's shopping tab is another way to engage shoppers by giving them a full-screen view of your storefront. Consumers can explore your product page, view the product images and even make purchases. Social commerce is easy for business owners to operate on Instagram via the shopping tab and it's an exciting way for consumers to shop.

Instagram is making huge strides in social commerce but one of the major disadvantages that you should be mindful of is instances of 'trolling'. Bots and other bored IG browsers sometimes want nothing more than to cause trouble. But don't let this discourage you or keep you from the success you can have with an Instagram shop!



Source: GoogleImages:InstagramShop

TikTok

The hashtag #TikTokMadeMeBuyIt, has been trending for months on the app, but did you know that now you can actually sell products on TikTok? If you download the TikTok for Shopify app, you can enable the TikTok Shopping feature and you're ready to go!

Why should beauty brands consider TikTok for social commerce?

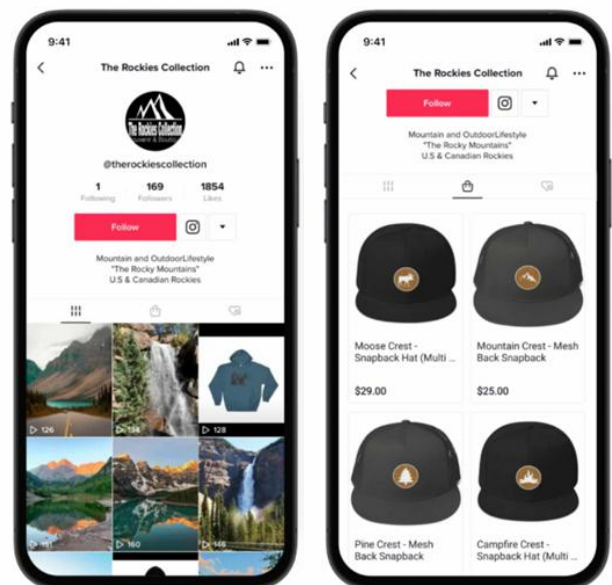
With a TikTok Business account, you can seamlessly integrate your product catalog with the TikTok algorithm. With just one click of a button, your consumers are instantly able to browse through TikTok's Shopping Feature via the Shopping Tab. The best part is, they can go directly to your online store for checkout.

Creation of a TikTok Community:

If you love the camera and want to build a following fast, TikTok is definitely a social commerce contender. The platform is grounded in a visual engagement where beauty business owners can create a community around their products. Because of its global reach, TikTok has the potential of reaching new audiences. Seeing product demos, learning about the product and reading comments can boost brand awareness and persuade TikTokers to purchase your beauty brand.

While TikTok is undeniably a popular tool for engaging customers and extending a brand's digital footprint, beauty business owners need to understand the challenge of converting traffic to sales. TikTok is dependent on trends. To drive traffic to your beauty business, beauty business owners need to keep up with the trend.

From cosmetics to clothing to decor, beauty business owners can upload their products, include product links and even have live shopping; TikTok is going viral on the social commerce trend.



Source: TikTok

Twitter

Twitter is an exceptionally powerful marketing social media platform connecting beauty businesses with a wide audience. Beauty businesses should capitalize on the benefits of Twitter to grow their beauty business and build brand awareness and here's why:

Organic Reach and High Social Engagement:

From commenting, retweeting, hashtagging, and sharing images, videos, and texts, Twitter is a noteworthy platform for high social engagement. This short text platform allows beauty businesses to describe their products and services and interact with their customers in real-time.

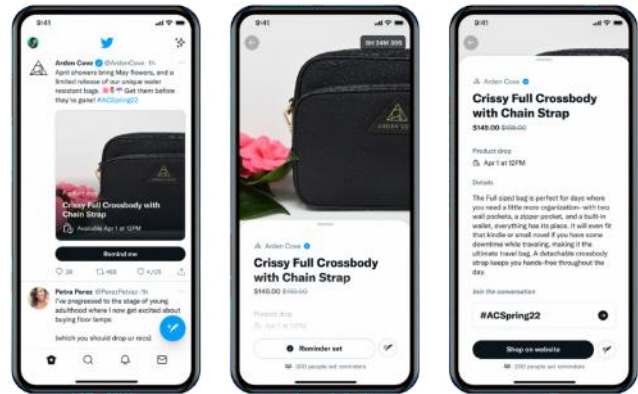
Consumers typically engage with beauty brands on Twitter to ask questions or even join a conversation on products they may have used and questions they may have about beauty products.

If, for example, a thread is dealing with '#skincare', the audience would likely share their tips and their 'go-to' products, opening the door for beauty businesses to join the conversation. By educating the audience while strategically highlighting products from your business, beauty brands can organically insert themselves into a discourse. Aligning popular hashtags "#skincare #beautybeast #beautyindustry" with your posts and reusing the hashtags in the conversation will bring your profile to the beauty algorithm and ultimately expand your audience reach.

Simply put, the more people engaged in the conversation and the more conversations you join equals more exposure for you and your brand. Not only are you able to market your products and receive customer feedback, but you are able to interact with your customers one-on-one. That direct feedback is a highly valuable marketing tactic for your brand to flourish.

The Shop Module:

Twitter recently introduced the Shop Module making it easier for beauty businesses to display their products in a carousel format on their profile. Potential clients will be able to scroll through a product page, tap on different products and purchase directly from Twitter.



Source: *thebeautyindustry*

Twitter Chats Can Help Beauty Businesses Build a Following

Similar to Instagram Lives, hosting a Twitter Chats are live video streams where beauty businesses schedule a chat to converse with customers. Chats can help beauty businesses build their Twitter following. Creating a specific hashtag for the TweetChat will bring your profile to the forefront.

Twitter Chats allow customers to view the responses, the questions, and the comments of the chat, just by clicking the hashtag, exposing your brand to a wider audience; allowing you to build a following. This interaction will create a bond between you and your customers, making them more inclined to share your tweets, comment on your posts and generally engage with your brand.

Facebook

Before you can sell your products on Facebook Shops, you have to build a relationship with your

clients to gain consumer loyalty. Facebook is the ideal social media platform for increasing brand awareness and building customer-owner rapport.

Here's how to use Facebook to boost your brand awareness:

Adds Personality To Your Business

Creating a Facebook Business Page allows customers to identify your brand, view your products and read customer reviews. But on Facebook, you are not limited to only posting products.

Posting 'reshareable' content such as 'memes', inspirational quotes or even customer pictures can encourage viewers to share your pictures or videos, exposing your brand to a wider audience. Having a mix between educational posts, brand updates and humor/relatable content will keep your audience engaged and help you build your brand.

Facebook Live

Facebook Live is a key tool that beauty businesses should take advantage of to increase their brand awareness and build a connection with their audience. Facebook allows the host to run polls during the 'Live' as a means of interacting with the audience.

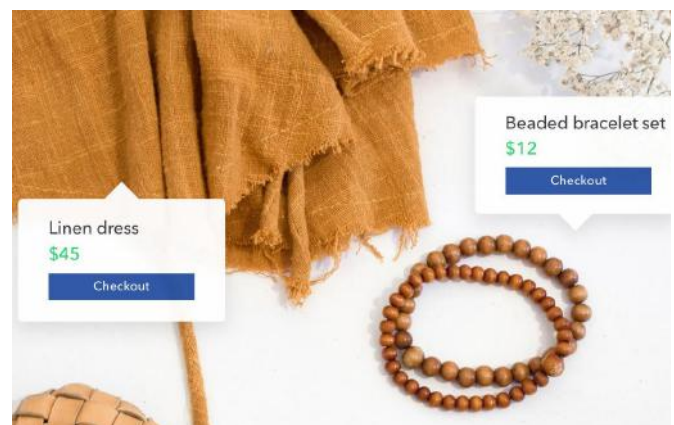
To keep your viewers engaged you can ask questions and have the audience post the answers or even have the audience ask questions and you respond.

Doing a Facebook Live with your beauty products, while explaining the tools and sharing reviews about other products will expose your brand but what can set you apart from competitors is trying to relate to the audience. Giving personal stories, telling the audience what works for you and your favorite products is what will help you keep the audience engaged and ultimately build a supportive customer base.

Facebook Marketplace

Facebook is a dynamic platform that can not only help you build an audience but beauty businesses can now advertise products and sell them right from Facebook Marketplace.

On Facebook Marketplace beauty businesses can categorize their products in a number of ways; whether it's by type, product size or product use, making the social commerce experience easier for customers. Through this method, your products will be suggested based on a customer's recent searches and interests, creating a more personalized shopping experience.



Source: BigCommerce

The power of shopping on social media will increase exponentially as technology evolves, so it's a good idea to incorporate social media shops as part of your e-commerce strategy.

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