

Multi-channel marketing strategy created for Skin Pi to break into the heavily competitive cosmetic market

Company Overview

Skin Pi is a startup cosmetic and skin care company that sells Korean beauty products to consumers in the United States.

Goal

Skin Pi wanted to break into the U.S. market by promoting their Color Correction (CC) Cushion Compact. The CC Compact Cushion has an advanced all-in-one formula that combines anti-aging and moisturizing properties to deliver effortless coverage.

Campaign

In March 2017, Root Marketing developed a multi-channel strategy for Skin Pi to break into the heavily competitive cosmetic market by using a multi-channel approach. Root Marketing determined that using influencers in Facebook advertisements would differentiate the brand from the competition. Skin Pi utilized Facebook, Instagram, Google Display retargeting and email marketing to drive customer acquisition. After selecting an influencer and having her make a video, Root Marketing then used interest targeting and lookalike audiences on Facebook and Instagram to promote the video.



The Results

Over a sixty day period through Root Marketing's unique marketing campaign, Skin Pi was able to generate a **322%** return on as spend (ROAS). This means for every **\$1** they invested in advertising they received a **\$3.22** return.

Services Performed

- Facebook Page Maintenance
- Facebook Advertising
- Google AdWords
- Display Retargeting
- Website Optimization
- Landing Page Development
- Email Marketing
- Copywriting