

MASTER THESIS

To attain the academic degree of
Master of Arts in Business
from the Degree Programme
International Marketing
of *CAMPUS 02* University of Applied Sciences

DEVELOPMENT OF A FULL FUNNEL SOCIAL MEDIA ADVERTISING CONCEPT FOR THE ONLINE SHOP COSMETERIE IN THE UK

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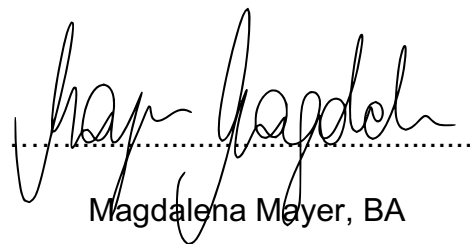
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The present piece of work and parts thereof have to date not been presented to this or any other examination board in the same or similar form, nor have they been published. The present version is the same as the electronic version submitted.

Graz, 08.11.2021



Magdalena Mayer, BA

Acknowledgement

Writing a master thesis is a tremendous milestone in life and also comes with very intensive and challenging times. Thus, it would not be possible to succeed without the support of others. In this part, I want to take the chance to thank all the people who supported me during this exciting process.

First and foremost, I would like to thank my master thesis mentor, DI Markus Liebeg, BSc, who has supported me during the whole process and also always had an open ear for my thoughts. Furthermore, I could always rely on quick responses and his feedback added great value to the overall output of my thesis. I specifically want to thank him for always understanding my practical approach to the thesis topic and his endorsement that pushed my master thesis in the right direction and on to the next level.

Moreover, I want to thank the commission and the whole organization of the department international marketing for their effort and the constructive feedback that highly improved my master thesis.

Another thank you should go to the companies *niceshops* and *Cosmeterie*, specifically Florian Flock, M.A. for being my company mentor and Mag. Sophie Ryba for allowing me to write for her company *Cosmeterie*. Not to forget, Thomas Gluderer, BA and Alen Rogan as well as Barbara Gerstl, who should be mentioned, for supporting me during the process and always answering my questions.

Additionally, I would like to thank Martina Schirnhofner for proof-reading my whole master thesis. Thank you for your time and effort.

Moreover, my partner Christoph deserves a special acknowledgement for always standing by my side and calming me down when times were stressful and for understanding the night shifts for my thesis as well as the high pressure I put on myself.

Last but not least, I want to express a special thank you to my parents, who have supported me my whole life. They always worked hard to enable me the life I have

and none of my wishes were ever kept unfulfilled. I cannot put into words how grateful I am to be your daughter and could not ask for better parents.

Thank you all from the bottom of my heart – without you I would not have been able to write this piece.

Executive Summary

The past two years have shown the importance of online retail for companies worldwide. Alongside the trend towards increasing online shopping activities, the importance of online advertising also rose drastically. Therefore, the competition in the field of online advertising experienced a tremendous upswing. Thus, companies need to improve the efficiency of their online advertising measures and specifically tailor them towards the target audience. The so-called full funnel advertising is a popular tool to reach potential customers along all steps of their customer journey and to specifically target and retarget the right audiences.

As *Cosmeterie* lacks such an advertising concept at the moment, the aim of this master thesis is to develop a full funnel social media advertising concept for *Cosmeterie* in the UK. Therefore, the first part of this thesis will focus on the theoretical background of the cosmetics market and social media advertising in general. For this purpose, the characteristics of the cosmetics market and its target group are discussed in detail. Moreover, social media advertising is described with regards to its goals, characteristics and current trends in the cosmetics industry. Additionally, several social media advertising platforms are reviewed, as well as the targeting and advertising possibilities on the individual platforms. Following, the use of the marketing funnel in social media advertising is elaborated. As a result, a general valid social media advertising concept will be developed, based on the results of the literary research.

Within the practical part, a SWOT analysis, a social media advertising audit and a target group analysis is conducted. To find out how to best address potential customers, a quantitative survey amongst them has been carried out. As a result, the afore gained insights are bundled and a full funnel social media advertising concept is developed for *Cosmeterie* in the UK including measures of action, budget, timetable and controlling. The implementation of the advertising concept should support *Cosmeterie* in reaching their company objectives of increasing the retargeting audience in the UK as well as the number of active customers.

Abstract

Die vergangenen zwei Jahre haben gezeigt, wie wichtig der Online Handel für Firmen weltweit ist. Gemeinsam mit dem Trend vermehrt online zu shoppen, stieg auch die Wichtigkeit von Online Werbung. Aus diesem Grund hat die Konkurrenz im Bereich Online Advertising einen enormen Aufschwung durchlebt. Firmen müssen daher die Effizienz ihrer Werbemaßnahmen steigern und Werbung spezifisch an ihre Zielgruppen richten. Sogenanntes Full Funnel Advertising ist ein populäres Tool, um potenzielle KundInnen in allen Stufen ihrer Customer Journey zu erreichen und die richtigen Zielgruppen sehr spezifisch zu targeten und retargeten.

Da *Cosmeterie* derzeit kein solches Advertising Konzept anwendet, zielt diese Masterarbeit darauf ab, ein Full Funnel Social Media Advertising Konzept für *Cosmeterie* in der UK zu entwickeln. Der erste Teil dieser Arbeit wird sich auf den theoretischen Hintergrund der Kosmetikbranche sowie Social Media Advertising im Allgemeinen konzentrieren. Zu diesem Zweck werden eingangs die Charakteristika der Branche und ihrer Zielgruppe erläutert. Darüber hinaus wird das Thema Social Media Advertising in Bezug auf seine Ziele, Charakteristika sowie Trends in der Kosmetikbranche näher beleuchtet. Außerdem werden unterschiedliche Advertising Plattformen und deren Targeting- und Werbemöglichkeiten thematisiert. Anschließend behandelt die Arbeit den Einsatz des Marketing Funnels im Social Media Advertising. Basierend auf den Ergebnissen der Literaturrecherche wird ein allgemeingültiges Social Media Advertising Konzept entwickelt.

Im praktischen Teil dieser Arbeit wurde eine Analyse in der Form einer SWOT Analyse, eines Social Media Advertising Audits und einer Zielgruppenanalyse durchgeführt. Darüber hinaus gibt die durchgeführte quantitative Umfrage Aufschluss darüber, wie potenzielle KundInnen am besten mit Werbung bespielt werden sollten. Anschließend werden die bislang gewonnenen Erkenntnisse gebündelt und ein Full Funnel Social Media Advertising Konzept für *Cosmeterie* in der UK entwickelt. In diesem Konzept werden unter anderem auch Maßnahmen, Budget, Zeitplan und Controlling berücksichtigt. Die Implementierung des Advertising Konzepts wird *Cosmeterie* bei der Erreichung ihrer Firmenziele unterstützen und die Retargeting Audience sowie die Anzahl der aktiven KundInnen vergrößern.

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List of abbreviations

UK = United Kingdom

UGC = User Generated Content

FB = Facebook

KPI = Key Performance Indicator

ROAS = Return on Ad Spend

CPM = Cost per Million

CPI = Cost per Interaction

CPC = Cost per Click

1 Introduction

This Master Thesis addresses the development of a full funnel social media advertising concept for the *niceshops* owned online shop *Cosmeterie* in the United Kingdom. The internet changed consumer behavior rapidly, more and more online shops emerged which have the same aim: selling their products (cf. Kamps and Schetter 2020). Due to the high competition in the e-commerce business, it is necessary to stand out amongst the others and to develop individual and well-thought-out advertising strategies in order to reach the target group. Before going into more detail of how to develop the right concept for *Cosmeterie*, it is necessary to have a closer look on the online shop itself.

1.1 Company profile: *niceshops* and *Cosmeterie*

niceshops is a specialist in the e-commerce business and develops and maintains online shops for different product and service segments in different European markets (cf. *niceshops* 2020). The company was founded by Roland Fink in 2005. In the beginning, he sold food supplements for athletes and already achieved around 35,000 Euros revenue in the first year (cf. *Kleine Zeitung* 2015). What started as a small sole trader has turned into a major company with approximately 300 employees, who achieved an annual turnover of more than 60 m. in 2019. Under the umbrella brand *niceshops*, Fink and his two managing directors Christoph Schreiner and Barbara Unterkofler unite 23 online shops in 14 languages from different sectors, such as beauty, pet supply, sports or regional Austrian products (cf. *Flock* 2019). More than 3.000.000 customers visit the online shops of *niceshops*, which leads to around 11.000 packages per day that are delivered and a total number of more than 1.500.000 items that are stored in the warehouse in Feldbach (cf. *niceshops* 2020).

One of the online shops responsible for the number of items is *Cosmeterie*, which is an online reseller for beauty products mainly from Austria and Germany in the high-tech beauty industry. *Cosmeterie* was founded in 2015 by former beauty blogger Sophie Ryba as a marketplace. Ryba's goal was to give unknown, aspiring beauty brands a chance to present themselves online in the highly competitive beauty branche. After a strong growth phase, Ryba acknowledged that they are conscious of the most recent developments and current affairs. Nonetheless, the

model of *Cosmeterie* as a marketplace was getting in the way of the online shop's growth, which is why especially logistics, package tracking and shopping charges became major challenges. Thus, three years after the foundation of *Cosmeterie*, *niceshops* became the majority shareholder of the rather young company of Sophie Ryba. Ryba still remained the managing director of the online shop but from then on worked closely together with *niceshops* that brought expertise in the fields of logistics and client management to the online beauty reseller. Moreover, the internationalization of *Cosmeterie* became more and more relevant for the online shop, whereby they found the perfect partner in *niceshops*, since the company already has a wealth of experience in the international e-commerce business (cf. der Brutkasten 2018). Today, *Cosmeterie* already operates in several countries, including Poland, Germany, Austria and the United Kingdom. In general, the online shop focuses on beauty products that use the newest technological developments. The target group of *Cosmeterie* is mainly women between 25 and 40 who are tendentially well-educated, part of the middle to upper class and like to use innovative technology in the beauty sector. *Cosmeterie* is available in ten different languages and delivers their products to numerous different countries. One of those countries, as already mentioned, is the United Kingdom. Even though *Cosmeterie* notes big successes in German-speaking countries, the United Kingdom still seems to be a market where *Cosmeterie* needs to make use of its full potential (cf. Ryba 2020). Therefore, the following chapter outlines the initial situation of the online shop.

1.2 Initial situation

As already mentioned, *Cosmeterie* predominantly focuses on high-tech beauty products from Austria and Germany but also from other countries with biotechnology and other technological advantages. It also supplies them in different languages and countries, such as the UK. The company is already very present on several social media platforms, such as Facebook or Instagram. On Instagram, *Cosmeterie* already counts more than 3.200 and on Facebook over 3.600 followers. The online shop only uses one account for all countries and does not have individual social media accounts for each target country, which means that the content is mainly in German or English and has to be tailored towards different countries at the same time. At the moment, the online shop publishes content on a regular basis. The content on Facebook and Instagram is often similar and many postings are

published on both platforms. In general, the feed of *Cosmeterie* consists of visual statements, product pictures and mood pictures. The current content strategy seems to meet the customer expectation and the social media accounts of *Cosmeterie* look well-structured and use the current possibilities on both platforms. Moreover, *Cosmeterie* also has a well-thought-out website that offers a broad overview of the brand and range of products of the online shop. Furthermore, *Cosmeterie* also takes measures in social media advertising such as search ads or shopping ads on Google, as well as other conversion campaigns on Facebook or Instagram. More platforms on which *Cosmeterie* is present include price comparison platforms such as *Geizhals*, *idealo* and *Ceneje*. Currently, the focus of the advertising measures lies on Google and rather on advertising formats that fulfill the lower steps of the marketing funnel. Also, a newsletter and an own blog of *Cosmeterie* are implemented on the webpage, which both contribute to the advertisement. In the case of *Cosmeterie*, the whole advertising measures are taken by the *niceshops* GmbH. Even though the company sells their products to many different countries, their main focus is on Austria, Germany and Poland. By now, the UK market is comparatively unconsidered, particularly because advertising measures are not implemented individually for each country and the content is also doubled on different social media platforms. The basis of *Cosmeterie*'s social media advertising is already existing, yet *Cosmeterie* still omits to exploit its full potential of it (cf. Gerstl 2020).

1.3 Challenge outline

The online shop of *Cosmeterie* faces several challenges at the moment. In general, the advertising measures of the company do not really focus on the UK and are basically not tailored towards UK customers. Moreover, the advertising concept of *Cosmeterie* does not include a full funnel advertising strategy and is missing major advertising steps on the top of funnel as well as the middle of funnel. At the moment, *Cosmeterie* mainly focuses on the bottom of funnel, which directly leads to a few challenges. One of those challenges is that the retargeting audiences of *Cosmeterie UK* are very small, which means that not enough potential customers know about the brand that later could be retargeted. Furthermore, *Cosmeterie* experiences difficulty with getting cheap traffic on the webpage to build up the online shop. In that case, it seems that *Cosmeterie* skips advertising measures for the upper funnel steps and thus, also misses out on potential retargeting audiences. Several

advertising possibilities that focus especially on creating awareness for the brand in the UK, which is rather unknown at the moment, are not even considered in *Cosmeterie's* social media advertising measures. These retargeting could be generated through full funnel advertising measures, which automatically elicits the next challenge. Even though the shop currently grows very fast, the number of active customers is rather low. An active customer for *Cosmeterie* would be a customer who purchases two times within 12 months. Since a customer for *Cosmeterie* is usually only profitable after the second purchase, the number of active customers is generally of great importance. The right measures in the lower funnel steps could increase this number. In general, there still is a great potential in the UK market, which is why a full funnel advertising concept would help *Cosmeterie* to increase the retargeting audiences and therefore probably also the number of active clients in that country. In order to overcome these challenges, it is necessary to have a closer look on the current advertising measures, the potential target groups and then derive a clear and structured funnel concept for the online shop. Thus, it is important to define clear goals which leads to the following chapter focusing on the company as well as the thesis goals.

1.4 Objectives

The objectives stated in the following are divided into company objectives of the online shop *Cosmeterie* and the objectives of this master thesis. The first objective of *Cosmeterie* is to increase the retargeting audience in the UK by 80 percent by the 31st of December 2022 based on the numbers from October 2020. The second target of *Cosmeterie* is to increase the number of active customers by 50 percent by the 31st of December 2022 based on the numbers from October 2020. In order to achieve the company goals, this master thesis aims to develop a full funnel social media advertising concept for the online shop *Cosmeterie* in the UK by the 31st of October 2021. Thus, the thesis' goal is to identify advertising measures for all steps of the funnel in order to improve the overall advertising performance of *Cosmeterie* in the UK, especially regarding the size of the retargeting audience and the number of active customers. This thesis does not deal with the development of a communication concept as well as a definition of a customer journey. Moreover, the thesis does not include recommendations for the implementation of new social media channels as well as a content strategy.

1.5 Procedural method and frame of reference

The following figure aims to show the structure of the master thesis and demonstrate the relations between the different chapters of the thesis. In general, the thesis can be divided into the introduction, the literary and the practical section. The first part, after the introduction consists of a literary part that builds up a theoretical basis with all the necessary information for the further development of the full funnel social media advertising concept. The first big part, thus, deals with the topics of e-commerce, advertising in general, funnel advertising, online advertising channels and target groups. The practical section then starts off with a detailed situation analysis that tries to examine the current usage of online advertising of *Cosmeterie* in the UK. Based on the results of the situation analysis and the primary research, the theory is applied to the case of *Cosmeterie*. Afterwards, clear recommendations for *Cosmeterie* on how to use full funnel social media advertising to achieve the company goals will be defined. The final part of this master thesis will cover a measurement catalogue with clear recommendations regarding the preparation, conception, rollout and post-processing of the developed concept. Additionally, a recommended timetable for the implementation as well as a budgeting plan, success measurement and a final conclusion and outlook will round off this master thesis.

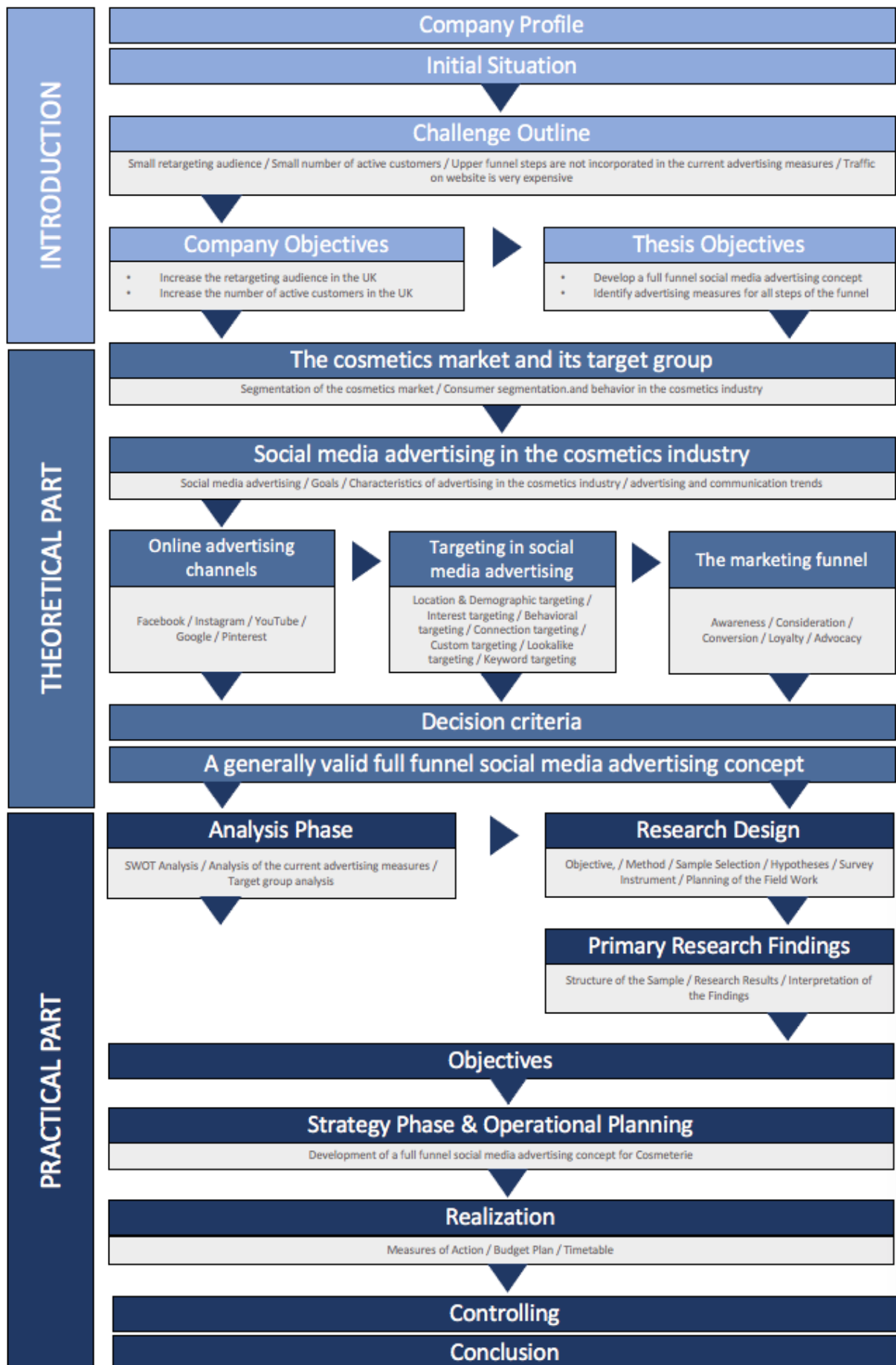


Figure 1: Frame of reference (own presentation).

2 The cosmetics market and its target group

Before developing a full funnel social media advertising concept for the online shop *Cosmeterie* in the UK within the practical section of this thesis, it is important to have a closer look on the theoretical background of the relevant topics. Thus, it is necessary to deal with the cosmetics market itself as well as the target group and its behavior.

2.1 Segmentation of the cosmetics market

In general, the cosmetics industry is one of the biggest markets worldwide. Selling beauty products began quite modest with selling to people of the upper class (cf. Jones 2010, p.1). In 2019, the global beauty market was estimated to value over 500 billion US dollars (cf. Ridder 2020). The industry developed into a global brand-driven industry, which notes impressive scale (cf. Jones 2010, p.1). Especially of importance in the selling of beauty products besides brick-and-mortar business is also the internet. More and more women are researching their skincare products online. Nearly 50 percent of U.S. women “prefer to research products online prior to buying them in-store, citing online reviews and ratings, as well as social media influencers, as their source of information” (The NPD Group 2019). Moreover, the industry is still continuously growing and expected to reach a value of over 800 billion in 2024 (cf. Zion Market Research 2018). The whole market can be divided into several segments: The global cosmetic market can be segmented into five main groups: skincare, haircare, color (makeup) as well as fragrances and toiletries (hygiene products). The segmentation can be further differentiated into mass and premium production segments, which also depend on e. g. the price, the brand prestige or the distribution channel (cf. Łopaciuk and Łoboda 2013, p.1080).

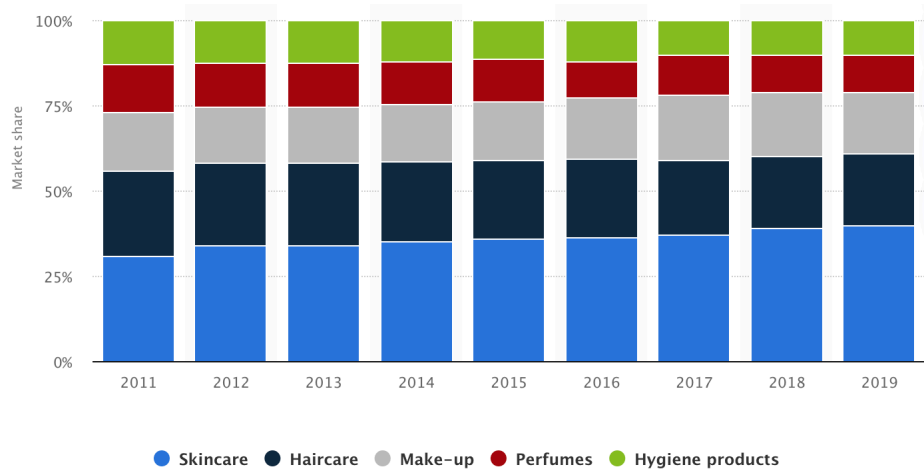


Figure 2: Breakdown of the cosmetic market worldwide by product category (Statista 2020).

The breakdown of the cosmetic market worldwide shows that in 2019, skincare made up 40 percent of the global cosmetic market, whereas haircare only achieved 21 percent and make up only 18 percent. Perfumes are counted with 11 and hygiene products with 10 percent of the whole global cosmetic market. Moreover, the figure shows that the importance of skincare products is continuously growing (cf. Statista 2020a). In the past decades, make up had always been one of the biggest drivers in the beauty industry, but in the last few years a new trend occurred that more and more shifted the importance of the beauty industry towards skincare. Beauty customers seem to have different values today. Jane Hali, the chief executive of retail investment researchers Jane Hali & Associates stated that the focus is on the natural look and thus, the proactive skincare (cf. Schiffer 2019). In 2017, skincare sales increased by 9 percent and contributed 45 percent of the industry's profit in the U.S. (cf. The NPD Group 2018). A statistic of the cosmetics market value in Great Britain in 2019 showed that three of the five segments, fragrances, color cosmetics and toiletries faced a decline in their market value in Great Britain, while skincare and haircare experienced a rise (cf. Statista 2020b). When talking about the segmentation of the cosmetics industry, it is of great importance to have a look at the people who actually purchase or at least might purchase something: the buyers and their behavior.

2.2 Consumer segmentation and behavior in the cosmetics industry

Of course, target groups can also be divided into specific segments, especially when it comes to social media. Thus, the first part of this chapter will focus on the segmentation of the target groups in the cosmetics industry.

2.2.1 Segmentation of customers

First of all, it is necessary to provide an overview of segmentation possibilities amongst potential customers. When it comes to social media advertising, advertisers specifically target segments in order to reach the right target groups with the right messages. Regarding the segmentation, social media has the advantage of having access to the data of people, since they share abundant information online. A number of segmentation possibilities exist. Firstly, it is possible to do geographic segmentation which focuses on dividing the market by region, country, market size, market density or climate (cf. Tuten 2017, pp.82–83). In the cosmetics industry, this might be of great importance for specific products such as sun crème, which might not be advertised in very cold regions, or very dark make up, as it might be rather advertised in countries with a high percentage of colored people. Another possibility in the segmentation of customers would be demographic characteristics. In general, they include gender, age, income, family status, education, ethnicity etc. (cf. Tuten 2017, p.85).

In the cosmetics industry, demographic characteristics are of great importance since the potential customers of cosmetic brands are by a majority female. Moreover, psychographic segmentation plays a role in the industry, which divides customers with respect to their personalities, motives, attitudes and opinions as well as their lifestyle. This segmentation is relevant in the language and presentation of the images of an advertisement in the beauty industry. The messages a cosmetic brand sends should always consider the personality and opinion of potential customers (cf. Tuten 2017, p.88). Benefit segmentation aims to group people according to the individual benefit they search for. To provide an example, in the cosmetics industry, someone who looks for makeup might seek for the benefit of concealing skin blemishes, whereas someone who searches for sun crème searches for the benefit

of skincare and preventing a sunburn. When segmenting customers, it is important to have a look on the target group in the cosmetics industry and how it behaves.

2.2.2 Target group and their behavior in the cosmetics industry

This chapter will explore some characteristics of the target group of cosmetic brands and its behavior, especially regarding social media and advertising.

Target group

In general, consumers in the cosmetic industry are by a majority female. Research stated that the estimated female base is around 85 percent (cf. Ringrow 2016, p.3). For 89 percent of women, beauty and personal grooming is important to them. In the past years, the demand for the skincare industry has shifted from older consumers to an increasingly younger consumer base that tries to prevent or delay the signs of aging. Nonetheless, older women make up a high number of customers, which is why it is important for cosmetic brands to consider them in advertisements (cf. Statista 2020d). A study amongst women from 2019 showed that the top three elements that define beauty for women do not necessarily involve physical appearance, but kindness, morals/character/values and personality. Physical appearance as an element of beauty only came at the fourth place within this survey. This outcome shows a contradiction between the definition of beauty of women and the way the cosmetics industry advertises beauty. The top intrinsic motivations for women to focus on beauty are to feel clean and healthy and to take care of themselves with more than 90 percent, while being attractive only motivates around 60 percent of women.

Moreover, the older women become, the more ignored they feel by the beauty industry, which leads to 53 percent of boomers feeling ignored and 81 percent of them feeling underrepresented in media imagery. Furthermore, 85 percent of women wish for more realistic images of people in cosmetics advertising and many stated that a more realistic presentation of people in cosmetics advertising would make them feel better about themselves. This suggests that consumers want to see diversity in the cosmetics industry (cf. Thayer and Houghton 2019, pp.6–22).

Another study shows that the choice of model regarding domestic or foreign origin has an impact on the credibility and trustworthiness of a brand (cf. Clow et al. 2011,

pp.24–31). Moreover, the consumers are well-educated and sophisticated and like to inform themselves about the brands and products they purchase (cf. Meng and Pan 2012). The target group of the cosmetics industry becomes increasingly skeptical of cosmetics advertising, nonetheless appealing ads can motivate them and increase their desire for a product (cf. Lee and Childs 2020, p.1). In this context, the following chapter will dive a bit deeper into the buyer behavior of the cosmetics industry.

Buyer Behavior

Especially women invest money and time in their beauty care. Women who belong to the boomers use five beauty products per day and spend around 25 Euros per month (2019) and 38 minutes per day on their beauty routine. Women from 18 + and Gen X are quite similar, both use six products a day, spend between 32 and 34 Euros a month and 40 to 41 minutes on an average. The most beauty-oriented group of women are millennials, who use seven products a day, spend around 38 Euros a month and 44 minutes on their beauty routine (cf. Thayer and Houghton 2019, p.13). In general, women across generations are loyal to beauty brands, especially to those that also represent their age (cf. Thayer and Houghton 2019, p.27). Regarding the preferred purchasing behavior, a survey amongst female customers in the UK showed that 21 percent of 18-24-year-olds and 14 percent of 25-34-year-olds prefer to browse beauty websites or blogs for information before they purchase (cf. Statista 2020e). Moreover, 20 percent (18-24) and 21 percent (25-34) think that it is more convenient to purchase online, and even 12 percent (18-24) and 17 percent (25-34) check out the products and prices in the shops and then buy online. In general, the majority of cosmetics is still purchased offline and 57 percent of women in the UK prefer to go to shops where they can try out the product. Nonetheless, the online market is growing steadily (cf. Statista 2020e).

As already mentioned before, the target audience likes to inform itself about the brand and products. Websites of brands are the most popular source of information followed by online shops, Google, Amazon and pureplay websites (cf. Statista 2020c). Furthermore, social media plays a big role in the decision making for a brand or product, especially amongst millennials. 62 percent of millennials stated that social media helped them to find new methods for their beauty routine (cf. Thayer and Houghton 2019, p.28). Social media can increase the number of purchases and

persuade customers to get active, since 67 percent of the target group take further action when they see an interesting post on Instagram. Additionally, the trustworthiness of companies increases when being active on Instagram. Moreover, 52 percent of the target group stated that their interest in a beauty product increases when they see an advertisement on Facebook for the product. (cf. Netzer 2017). Especially Instagram seems to play a major role in the buyer behavior since it is used as a research platform to compare prices and the Explore tab helped around 30 percent of the people surveyed to find beauty trends (cf. Netzer 2017).

However, the price of a product does not seem to be the only important factor for buying decision, but the relationship with and the perception of a brand decisive as well. Social media can help with exactly these two points. When developing social media marketing and social media advertising measures, companies need to consider how to best improve their relationship with potential customers (cf. Ho and Janak Binwani 2019, p.8). The possibility of two-way-communication is an important factor for building relationships with customers. Brands that actually use social media to communicate with their potential customers are more likely to get positive feedback of the customers as well as loyal customers (cf. Ho and Janak Binwani 2019, p.2). The individual steps a buyer passes when making a decision for a purchase will be dealt with in more detail with a focus on advertisement in chapter 6. *The Marketing Funnel as advertising concept*. After having discussed the buyer behavior of the target group of the cosmetics industry, it is necessary to provide the theoretical background of social media advertising and its goals.

3 Social media advertising in the cosmetics industry

This chapter will address the definition of social media advertising, investigate the goals of social media advertising and lastly, focus specifically on social media advertising in the cosmetics industry.

3.1 Social media advertising

Social media marketing “is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization’s stakeholders” (Tuten 2017, p.53). Social media advertising in general describes advertising on all social media platforms, such as

the general social networks Facebook, Instagram, Snapchat, Twitter, YouTube, Pinterest, TikTok, LinkedIn, WhatsApp etc. (cf. Butow et al. 2020, pp.28–78). But also microblogs, wikis or chats and discussion forums belong to the number of social media (cf. Gabler Wirtschaftslexikon 2020). Thus, it is possible to differentiate social media between social networking sites (e. g. Facebook), collaborative ventures (e. g. Wikipedia), blogs, UGC communities (e. g. YouTube), virtual social worlds and virtual game world (cf. Kaplan and Haenlein 2010, pp.60–64).

Social media platforms serve as networking platforms of users and their communication over the internet. In previous years, companies have noticed the importance of social media for potential customers and thus started to advertise on these platforms since it is possible to reach and directly interact with their target groups due to all the personal information user publish on social media platforms (cf. Butow et al. 2020, pp.19–24). This detailed and precise targeting is one of the biggest advantages of social media advertising (cf. Kamps and Schetter 2020, pp.133–134). Social media advertising in general, describes all paid advertising measures on these social media platforms and has a major reach potential for the advertising company, since more than 3.81 million people worldwide use social media actively every month (cf. Poleshova). Furthermore, advertising the different possible advertising goals are of great importance for social media, which is why the following chapter will focus on them.

3.2 Goals of social media advertising

The objectives of social media advertising often have economic reasons, such as selling a certain product or increasing the revenue, since the aim is to inform consumers about certain offers, products or services of companies or brands. Even though advertising can have numerous different goals, its main goal often is to increase the demand for these offers (cf. Heun 2017, p.1).

Nonetheless, it is not possible to directly reach these economic goals sometimes, which is why psychologic goals can also be defined that shall help to reach the economic goals of advertising. Psychological goals of advertising can be, for example, the establishment of contacts, the creation of awareness, the increase of prominence for a brand or product, the information of potential customers, the transportation of a specific image or the manipulation of opinions and emotions of potential customers (cf. Gläßel 2010, p.15). The objectives for social media

advertising vary depending on the brand and the situation of the brand (cf. Tuten 2008, p.29). A number of objective possibilities can be met with social-media advertising, author and marketing strategy expert Tracy Tuten made a list of which objectives to keep in mind (Tuten 2008, p.25f):

- Build brand awareness
- Maximize cross- and within-media integration
- Research consumer behavior
- Develop ideas for new marketing strategies
- Drive traffic to corporate websites
- Increase site stickiness, extending the brand message's exposure time
- Garner publicity from news coverage of social-media tactics
- Improve search engine rankings
- Enhance the brand's reputation and image
- Encourage message internationalization
- Increase product sales
- Accomplish marketing goals with efficiency
- Engage consumers in a brand experience

Even though there are several social media goals, for Tuten the core topic is the potential of brand engagement. Thus, it is important for social media advertisers to “provide action-oriented experiences that enable consumers to interact with the brand“ (Tuten 2008, pp.25–26). Different strategic social media marketing objectives require different strategies and tactics. When it comes to social media advertising, it is possible to set objectives in order to achieve the social media goals of a company. Advertising in general can help brands to achieve their marketing goals. In social media advertising, there are several different objectives that vary depending on the platform that is being advertised on (cf. Tuten 2017, p.244). A few of the most common goals for advertisements on social media platforms such as Facebook, Instagram, YouTube etc. are engagement, brand awareness, reach, video views, traffic on a website or a landing page, app installments etc. (cf. Facebook Ads Manager 2020). Whether the goals have been achieved or not can later be determined by having a look at the KPIs of social media advertising. Besides goals and KPIs, there are also specific characteristics of social media advertising in the cosmetics industry, which will be dealt with in the following chapter.

3.3 Characteristics of social media advertising in the cosmetics industry

Advertising in the cosmetic industry certainly has specific characteristics. In general, the amount spent in the beauty industry has increased over the past few years. Moreover, in 2018, the internet overtook television as the biggest advertising medium in the beauty industry and especially social media advertising is becoming increasingly popular. In 2021, the internet is forecasted to constitute around 50 percent of the total beauty ad spend (cf. Zenith 2019). Advertising in the beauty industry, especially in the segment of skincare, is more difficult than in other industries or other segments since many products do not immediately show a visible improvement through the product, e. g. skin creme needs to be applied over a longer period in order to have a visible impact. Thus, testimonials and building associations and relationships with customers becomes especially important in beauty advertising (cf. Jones 2010, p.63).

Advertising in the beauty industry is by the majority tailored towards female customers. It is necessary to be aware that social media advertising has an impact on the values and perception of female beauty and that portraying idealized bodies in advertising has a negative effect on females perception of their own body and increases the desire of women to meet the portrayed beauty standards and their dissatisfaction (cf. Grabe et al. 2008, pp.460–467). Thus, when talking about advertising in the cosmetic or beauty industry, it is mandatory to consider beauty ideals. This is due to the fact that a strong connection between femininity and attractive appearance exists in cosmetics advertising regarding the language and choice of images. Moreover, the visual appearance of women is often prioritized over the success and skills of women and cosmetics in general are often marketed with the message that women's appearance is going to improve by the usage of the product. Cosmetics advertising still mostly transports the message that women need to be pretty and to improve their visual appearance. Social media cosmetic advertising generally uses the problem-solution pattern, whereas the problem is mostly something that appears on the female body (cf. Ringrow 2016, p.2). This also leads to the fact that women who do not want to modify their looks with beauty products are perceived as outside the norm. Within the last years, trends occurred that shift the perspective of former years towards a more educated and diverse one,

which is also highly transported through social media. When advertising in the cosmetics industry, it is essential for companies to think about the message their advertisement should transport very carefully. The choice of model, language and image presentation is of great importance for the perception of the advertisement.

In general, advertising and marketing campaigns in the cosmetics industry are a successful tool for reaching marketing objectives such as creating brand awareness or increasing customer loyalty (cf. Ringrow 2016, pp.1–3). In today's world, the way cosmetic products are advertised plays a major role in the consumers' decision making for their beauty-care. Social media advertising in the beauty industry more and more tries to focus on self-beauty treatments which empower consumers' individuality. Cosmetic products are becoming increasingly technologically or organically advanced. Alongside the empowering process of consumers, this means that it is necessary to educate consumers and communicate the benefits of a product for advertising in the beauty industry, rather than simply stating the components of the product (cf. Meng and Pan 2012, p.255). Today's consumers are more educated and thus, also more skeptical towards the claims that are made in an advertisement. Hence, when advertising cosmetic products, it is necessary to overcome this skepticism and persuade the educated customers by means of providing information (cf. Meng and Pan 2012, p.256). Social media marketing activities in the cosmetics industry are able to positively influence the building of relationships, value equity and brand equity perception. When companies plan their social media advertising activities in the cosmetics industry, the focus should lie on building relationships since relationships are an important element for future purchase decisions. Engaging the target group to like, comment and share etc. on social media advertising can help in building this relationship, which makes social media advertising a very powerful tool for cosmetics industry (cf. Ho and Janak Binwani 2019, p.8). Cosmetic brands can use the features of social media to not only offer entertaining content but especially post promotional information alongside their entertaining posts. Through the possibility of persuading customers to get active, word of mouth and recommendation marketing activities can be boosted and help to increase the brand image. Furthermore, the customer loyalty is positively affected through social media advertising in the cosmetics industry. Cosmetic brands should make use of the advantages of social media and make special offers to their target groups within their advertising measures such as offering coupons,

discounts etc., the benefit of the consumer should be the focus. Moreover, cosmetic brands should use a variety of social media channels in order to communicate with their target groups in the best possible way (cf. Qiutong and Rahman 2019, p.1-12)

In Great Britain, cosmetics advertising underlies certain regulations of what is allowed to be claimed about a product. This regulation is done by UK's Advertising Standards Authority (ASA). It is important that the advertisement and the used language are not misleading. When it comes to cosmetic advertising where brands often claim that a person will look better in one or another way after using the product, it is particularly important to find verifiable proof of these claims. The ASA also advises brands on how to communicate in advertisements, e. g. it is unacceptable to advertise with sentences such as "permanently reduce wrinkles" but stating "reduce the appearance of wrinkles" would be allowed. (cf. Ringrow 2016, p.4). In general, these claims are quite critical and consumers are already skeptical since only 18 percent of claims in advertising are considered trustworthy (cf. Fowler et al. 2015, pp.194–206).

Nonetheless, when online advertising in the cosmetics industry is done in the right way, it can be very successful, since the appeal of an advertisement is able to improve the customer experience and persuade customers of purchasing something from a certain brand (cf. Lee and Childs 2020, pp.1–3). As already mentioned, the way beauty brands advertise is changing tremendously, thus it is necessary to have a look at the trends in beauty advertising.

3.4 Advertising and communication trends in the cosmetics industry

Since the cosmetics industry is changing rapidly, several trends in how to best advertise and communicate cosmetics have occurred in the recent years:

Organic and sustainable products

One of the biggest trends in the cosmetic industry are sustainable and organic products since consumers increasingly care about the ingredients in their products. This certainly highlights the importance of organic and traceable ingredients. The shorter the list of ingredients the better. Besides the importance of the ingredients of a product, the process of manufacturing and the packaging also play a big role.

Consumers aim for cruelty free and sustainable products that are produced fairly. These trends play a major role in the way of how to communicate and advertise cosmetic products. When advertising products in the beauty industry, many brands communicate sustainable and natural characteristics of the brand or the product (cf. Łopaciuk and Łoboda 2013, p.1081).

Diversity & Gender neutrality

As already mentioned, most cosmetic companies specifically target women. In the past few years, however, the possibilities for men's cosmetic products are also emerging. Also, gender-neutral products help in supporting gender neutrality in the beauty industry. Brands such as Yves Saint Laurent or Clinique already offer makeup for men, and other companies such as MAC have gender-neutral makeup products. Many companies now start to include male brand ambassadors as well. However, not only gender, diversity regarding the nationality and body type is also far-reaching in today's cosmetic industry. People of color and various body types are still underrepresented in cosmetics marketing (cf. CB Insights 2019, p.13ff).

Boomers have potential

Even though the majority of marketing in the beauty industry focuses on millennials as well as the Generation Z, also the baby boomers offer big potential for the cosmetics industry. Marketing measures often seem to ignore this target group when e. g. twenty-five-year-olds advertise anti-aging-cremés (cf. CB Insights 2019, p.16). Women across all generations believe that older people are underrepresented enough in cosmetics advertising (cf. Thayer and Houghton 2019, p.19). 81 percent of Boomers feel underrepresented in media imagery (cf. Thayer and Houghton 2019, p.20). Moreover, 70 percent of women aged 40+ wish for more cosmetic products that target perimenopausal and menopausal women (cf. Thayer and Houghton 2019, p.17).

Beauty and technology

The connection between beauty and technology is becoming increasingly intertwined. On the one hand, the big players in the cosmetics industry like L'Oréal try to become more technologically enabled. On the other hand, technological players like Google, Amazon & Co are working on partnerships & ecommerce in order to pursue the high margins in the beauty industry (cf. CB Insights 2019, p.44f). Especially social media such as Instagram has become increasingly important for

the beauty industry (cf. Netzer 2017). Tech companies search and collect data and offer possibilities for companies to use the collected data in their advertising measures. Especially voice assistants can be interesting for future advertising measures (cf. CB Insights 2019, p.47).

4 Social media advertising channels relevant in the cosmetics industry

After having discussed the characteristics of social media advertising in the cosmetics industry, it is highly significant to consider different online advertising channels that are relevant in the cosmetics industry. First, it is necessary to clarify that only advertising platforms that also offer self-service advertising are going to be considered in this chapter. The usage penetration rate of social networks among active internet users in the United Kingdom in the third quarter of 2019 has been the following:

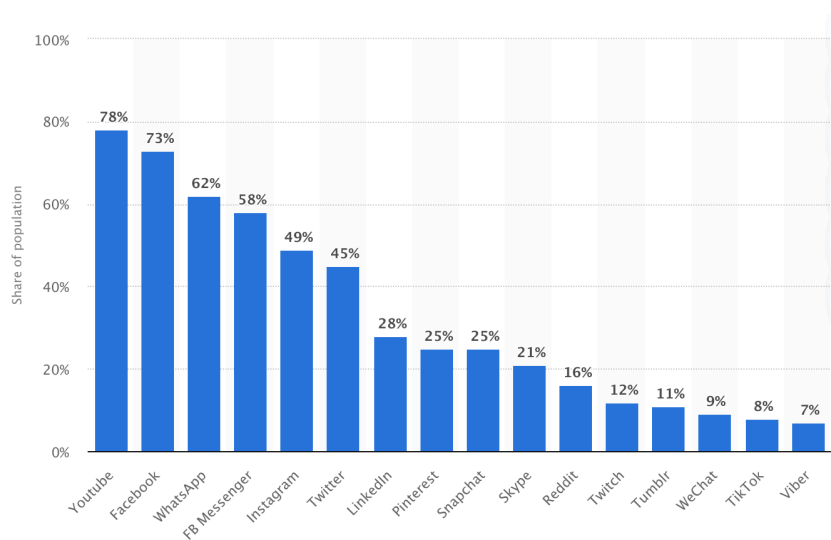


Figure 3: Usage penetration rate of social networks in the UK as of Q3 2019 (Statista 2020).

The figure shows that YouTube is the most popular social network among internet users in the UK. 78 percent of the internet users reported that they use the social network, followed by Facebook with a usage penetration rate of 73 percent. Since WhatsApp is not relevant regarding online advertising and the Facebook Messenger belongs to the social network Facebook, the third most important social network is Instagram with 49 percent. This makes the three platforms the most attractive ones for online advertising. Moreover, relevant social networks for the beauty industry could be Pinterest (25%), Snapchat (25%) and TikTok (8%) (cf. Johnson 2020). But

Snapchat and TikTok have a very young, and not that affluent target group, which is why the two platforms are not considered as relevant as others. Another statistic that deals with the leading social networks in the UK by market share from October 2020 shows that Facebook dominates the field with more than 54 percent, followed by Twitter with over 22 percent and Pinterest with around 16 percent. Twitter in general is not considered as the right advertising channel for the beauty industry since it has a special focus on text and not images, and especially the cosmetics industry works with and benefits of images. YouTube only holds 2.6 percent market share in the UK and Instagram only around 1.8 percent (cf. Johnson 2020).

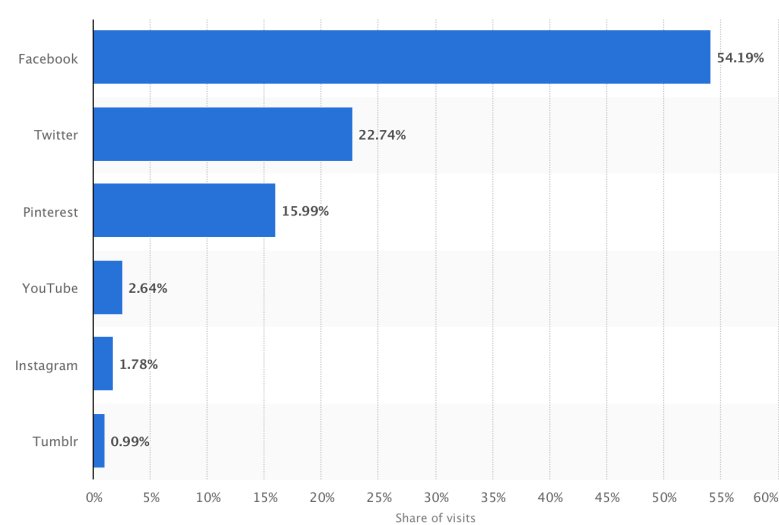


Figure 4: Leading social networks in the UK by market share (Statista 2020).

Given these statistics, the following chapter will deal with Facebook, Instagram, YouTube and Pinterest. Even though Google is not a social network in general, it will be considered due to its importance for online advertising regarding Search Ads, Shopping Ads and Display Ads and the fact that advertising on YouTube is also done through Google Ads. The following sub chapter will start off with Facebook.

4.1 Advertising on Facebook

In general, Facebook offers several opportunities to advertise. First of all, it is important to mention that online advertising especially on social media platforms such as Facebook requires continuous supervision. Today's world is changing very fast and so are social networks (cf. Meert 2019, p.6). The Facebook Ads Manager unites advertising measures on all social networks owned by Facebook, which means that also advertising on the Messenger and on Instagram works through the

Facebook Ads Manager (cf. Meert 2019, p.9). When advertising on Facebook, there are several possibilities to choose from with respect to the objective of a campaign, the type of ad, the placement, the targeting etc. Most of these topics will be discussed in the following.

First of all, Facebook advertising is always structured with three layers: The campaign, the ad-sets (target groups), and the ads. When having a look at the first layer, it is possible to choose from different objectives (cf. Meert 2019, p.40). When creating a new campaign Facebook offers, three main goals for the company can be distinguished that also relate to the individual funnel steps: awareness, consideration and conversion. Each main goal offers several sub goals. The upper funnel objective of awareness aims to generate interest in the company, the brand or the product (cf. Facebook for Business 2021b). The main objective awareness offers the sub objectives of brand awareness and reach, whereas with the goal brand awareness, the advertisements are specifically shown to people who are most likely to remember the brand and the goal reach shows the ads to the maximum number of people (cf. Facebook Ads Manager 2020). The goal of brand awareness and reach are the type of campaigns that should be used when building up a brand. Even though these campaigns probably will not achieve many sales, it is likely to achieve a higher ad recall lift (cf. Meert 2019, p.98).

The second main objective possibility is called consideration. Within this objective, people should start to think about the company or brand and gain interest in getting more information. The step of consideration offers the goals traffic, engagement, app installs, video views, lead generation and messages. The objective Traffic aims to drive people from the Facebook advertisement to a specific URL, e. g. the own website of the company, a blog, an article etc. Another objective would be engagement, which focuses on reaching people who are the most likely to interact and engage with the content of a company. (cf. Facebook for Business 2021b). Engagement in general for Facebook includes likes, comments, shares, page likes, clicks etc. Especially for companies with an app, the goal of app installs is quite interesting, since it shows the advertisement specifically to those who are the most likely to download and install an app (cf. Facebook Ads Manager 2020). This type of campaign leads people directly to the store where they can then download the app (cf. Lammenett 2017, p.314). When it comes to video content, generating a lot of attention in general, video views are the right objective. When choosing this

objective, the campaign focuses on generating as many views as possible and showing the created videos to those, who are the most likely to watch them (cf. Meert 2019, pp.98–99). Lead Generation is another possible objective offered by Facebook Advertising, whereas the goal is to collect leads for the company, which enables companies to collect customer information on Facebook. Through a click a form opens, where it is possible to ask the user questions, such as their e-mail address or birth date. Last but not least, the objective consideration offers the sub-objective of messages, which basically follows the principle of achieving more messages for a business page (cf. Meert 2019, pp.99–100). This type of advertisement supports the connection and communication between the potential customers and the company.

The final main objective, especially when it comes to online shops, is conversion, which provides the opportunities to aim for conversions, catalogue sales or store traffic. The last point especially makes sense, when there is an interest in increasing the offline store visits, since this campaign type promotes the brick-and-mortar business. Moreover, the goal “conversions” tries to motivate people to take specific actions on the business site. Such actions could for example be a website visit, to add something to cart, to purchase something or to sign up for a newsletter. The final objective for online shops is the increase of catalogue sales. Thus, advertisements with this goal focus on generating sales through showing people items of the product catalogue of a company (cf. Facebook for Business 2021b).

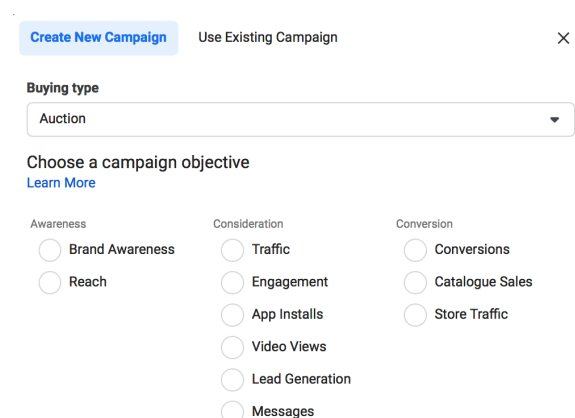


Figure 5: Objectives of Facebook Advertising in Facebook Ads Manager (Facebook Ads Manager 2021).

Having now dealt with the individual campaign objectives of Facebook Ads, it is possible to have a closer look on the next level, the ad-set level. The ad set level

involves the target groups of a company and defines which advertisement should be shown to what type of target group. On the ad set level, it is possible to determine the audience, which means the type of people who should see the advertisements. There it is possible to target locations, demographics, interests and behavior, education and job titles as well as connections (cf. Grabs et al. 2018, pp.297–298). Additionally, it is possible to decide on the optimization of the ad delivery, the bid control and the placement of the advertisements (cf. Paolo 2020, pp.135–136). The individual audience options are going to be discussed in detail in chapter 5. *Targeting on social media platforms*, since that topic is relevant on all platforms and not solely Facebook. Thus, regarding the ad set level, this thesis will only shortly discuss the different placement options on Facebook Ads and the possibility of optimization and bid control. In general, Facebook Ads offers a number of different placements, which is the area at which the ads appear (FB Ads Manager 2021):

- Facebook News Feed
- Facebook Video Feeds
- Facebook Group Feeds
- Facebook right column
- Facebook Stories
- Messenger Stories
- Facebook in-stream videos
- Facebook search results
- Messenger sponsored messages
- Facebook instant Articles
- Audience network (websites and apps from third party partners)

All of these placements can be chosen individually and thus, Facebook allows companies to decide very precisely how they want to advertise (cf. Facebook for Business 2021). Regarding the optimization and bid control: after choosing a campaign objective it is often possible to again decide on a specific optimization. For example, when choosing the objective traffic, it is still possible to decide whether the advertisement should get optimized for link clicks or visits on the landing page. The selection affects, who is going to see the ads. The bid control offers the possibility of setting a specific cost goal, that helps to tell Facebook on which results it should spend money on (cf. Facebook Ads Manager 2020).

The third and last level of Facebook Ads focuses on the advertisements themselves. There, it is also possible to choose from a number of possible options. In general, advertisers are able to choose from Photo/Image, Video, Slideshow, Carousel and Collection Ads as well as Instant Experiences and Story Ads. Image ads are the most common type of ads, since they are an easy and thus effective way to show potential customers a product or company. Video ads, on the other hand, require more effort in the production process, although they are more likely to attract the attention of a user through motion and sound (cf. Facebook for Business 2020). Video Ads can be either short (e. g. a GIF) or long and e.g. play before other videos are being watched (cf. Schaffner and Marcia 2019, p.86). Slideshows are basically groups of images that are combined with sound and text and then become a video. The advantage of this type of advertisement is that the high production costs are saved but the ad still attracts the attention of potential customers through motion (cf. Facebook for Business 2020). Within Slideshow Ads, it is possible to put the images into a specific order, add music and choose the duration of each slide. Another possibility is using Carousel Ads, where it is possible to choose between two and ten images or videos, which are then displayed in the same ad. Each video or image offers the possibility to lead to an individual link, which is especially of great interest for online shops that want to showcase their own products (cf. Schaffner and Marcia 2019, p.87–88). The viewers then are able to swipe from image to image. Collection Ads are, as the name already implies, a collection of different types of ads. It is possible to combine an image, video or slideshow with a product image from the catalogue of the company and then create an individual experience (cf. Facebook for Business 2020). Similarly, to a catalogue, the collection ad shows one main image and then four smaller photos. Moreover, Facebook offers different templates for the Collection Ads that simply need to be filled with content. Story Ads will appear within the users Stories and can consist of an image or a video and also often include swipe up links. This advertising format is particularly popular on Instagram (cf. Schaffner and Marcia 2019, pp.86–89). A very specific advertising format is Instant Experiences, which is designed to showcase products or brands and is only available on mobile devices since it is a full screen landing page. Instant experiences can be used additionally to other advertising formats (cf. Facebook for Business 2020).

After having dealt with the different advertising formats on Facebook, another distinction needs to be made when it comes to Facebook Advertising: Boosted Ads and Dark Ads. Boosted Posts or Ads are posts that have been published on the own Facebook page of a company and afterwards get promoted. Dark Ads, on the other hand, are ads that have never been published on a Facebook page but are specifically created for advertisement usage only. Dark Ads do not occur within the organic News Feed but only occur as advertisement, which means that the company can regulate very specifically who is going to see the post (cf. Kamps and Schetter 2020, p.136). One more feature of Facebook Ads needs to be discussed: Dynamic Ads. Especially for online shops, this type of advertisement is very important for the lower funnel steps. Dynamic ads relate to a product catalogue and are, as the name already implies, dynamic. That means that the advertisement, after being set up, automatically advertises the products within this catalogue. Especially in combination with Custom Audiences, which focus on people who already visited the online shop and browsed through specific products, this type of advertising can help to persuade already interested customers to purchase (cf. Meert 2019, p.101).

4.2 Advertising on Instagram

As already mentioned before, Instagram belongs to Facebook. When advertising on Instagram, the administration of the advertisements works through the Facebook Ads Manager. The settings regarding the structure of the advertisements, ad sets and ads in general are the same. Thus, just like when advertising on Facebook, it is necessary to first create a campaign with one of the possible objectives, then create ad sets where it is possible to control the budget, the targeting, the placement and the optimization and bid strategy and finally decide what type of advertisements should be published (cf. Facebook Ads Manager 2020). Instagram also offers the same advertising formats as Facebook e. g. photo and video, carousel, story or slideshow ads (cf. Instagram 2021). When advertising something through the Ads Manager, it is possible to advertise the same ads on Facebook and Instagram within one campaign. This is due to the fact that the platform differentiation happens on the ad set level through the placements. As already explained in the previous chapter, it is enabled to choose between certain placements when deciding on where exactly the advertisement should be shown. Here, Instagram offers the following possibilities:

- Instagram Feed
- Instagram Explore
- Instagram Stories

Besides the well-known option of advertising on the classic Instagram Feed, there is also the option to deliver ads in the exploration parts of the photo-sharing platform (cf. Facebook Ads Manager 2020). An increasingly popular advertising placement in the app are Story Ads that are being placed between organic Stories (cf. Miles and O'Reilly for Higher Education (Firm) 2019, p.285).

Facebook and Instagram advertising has a few major advantages in comparison to other advertising platforms. First of all, it offers very detailed targeting options since Facebook knows a lot about its users. Moreover, Facebook ads also show a connection to the friends of the recipient of the advertisement, which gains trust. For example, if person X gets an advertisement of a brand and a friend (person Z) of person X has already liked the Facebook page of the brand, this like is directly shown alongside the advertisement (cf. Larson and Draper 2015, pp.467–468). One more aspect that makes the platform Instagram particularly interesting for companies are influencers, who are also a means of advertising the own products on the platform. Nevertheless, since Influencer Marketing is a very specific form of online marketing and also requires intensive thought and an own strategy, this thesis will not go into detail regarding this marketing discipline (cf. Levin 2020, p.11).

Having now covered the Facebook owned social media advertising platforms Instagram and Facebook, it is relevant to have a look at some other advertising platforms. Another social media platform that offers the possibility to advertise on it is YouTube.

4.3 Advertising on YouTube

YouTube and Google have a very similar connection as Facebook and Instagram, whereas Google fulfills the role of Facebook and YouTube the role of Instagram. Since the focus of this thesis is on social media and YouTube is a social media, while Google as a search engine is not, this thesis is going to first deal with YouTube. YouTube is a video platform that enables people all over the world to share their videos with more than 2.2 billion users worldwide (cf. Degenhard 2020).

In general, as a YouTube user, it is possible to be a silent anonymous watcher or to have an own channel that allows the user to comment or publish their own videos. Moreover, many business channels have occurred in the past years and of course also advertisement plays a significant role on the social media platform (cf. Miller 2011, p.5). Generally, YouTube helps to increase the awareness of a brand or product and thus, is of special interest for the upper funnel steps (cf. Ahmad et al. 2020, pp.7971–7972). When it comes to advertising the whole management of the Ads, it works through Google Ads. Through keyword and audience targeting, it is possible to achieve a high number of video clicks (cf. Macarthy 2020, pp.223–224). Moreover, not just Facebook, but also YouTube provides detailed targeting options such as demographic targeting (age, gender, locations), interests, or behavior (cf. Rich 2018). Since the following chapter will deal with Google itself, the most relevant advertising settings such as the advertising objectives, type of advertisement etc. will be explained in the following chapter. This chapter will mainly deal with the individual advertising formats of YouTube. As it is the case with Facebook and Instagram, YouTube also offers several different advertising formats. In general, it is possible to differentiate between (YouTube Help 2021):

- Skippable in-stream ads
- Non-skippable in-stream ads
- Video discovery ads
- Bumper ads
- Outstream ads
- Masthead ads

First of all, there are skippable in-stream ads (cf. YouTube Help 2021). In-stream ads are basically shown before, during or after other videos. As the name already implies, these ads can be skipped after five seconds. With this advertising format, it is very important that the first five seconds catch the potential customer (cf. Marshall et al. 2020, p.215). The non-skippable in-stream ads are quite similar to the skippable ones regarding their placement except that these videos are maximum 15 seconds long and cannot be skipped. Video discovery ads work similar to ads on Instagram Explore and are shown on places of discovery e. g. with related videos or as part of a YouTube search result. These types of advertisements consist of a thumbnail image of the original video and text. Another very popular advertising

format are Bumper ads, which cannot be skipped and are shown before, during or after other videos. These types of ads are the most suitable for short advertising messages, since Bumper ads are a maximum of six seconds long. Not as well-known as Bumper ads is the next advertising format: Outstream ads. Outstream ads start playing with the sound off and are mobile-only ads that only appear on websites and apps that run on video partners of Google. They are not available on YouTube. Last but definitely not least, the Masthead ads can help to gain awareness for a new product. This type of advertisement needs to be reserved through a Google sales representative. Masthead ads appear differently depending on the device (mobile, desktop, TV) but generally appear at the top of the YouTube Home Feed or App (cf. YouTube Help 2021).

To summarize, there are numerous options to advertise on YouTube. In order to decide which type of advertisement is the right one for a brand, it is necessary to think about whether it is possible to transmit the message of the advertisement within a few seconds.

4.4 Advertising on Google

Even though Google itself is not a social media network, it is still of great importance for cosmetic brands that offer an online shop. Google itself provides a lot of different advertising possibilities and has their own advertising service Google Ads. The self-service advertising platform is very popular amongst advertisers and Google advertising a must-have for every online shop. Google gets searched about 6.5 billion times a day and many of the users searching already have something specific in mind that they want to see (cf. Marshall et al. 2020, p.35). Through the keywords that people type into Google Search, Google knows exactly what they are looking for. In general, Google Search works in the following way: Google collects a lot of information about its users from different sources such as webpages, public data bases on the internet or the search behavior and shared information on its own platform. When searching on Google, the search engine will organically show especially the things that it categorizes as most relevant to the individual user (cf. McGruer 2020, pp.140–141). If Google does not rank a company as the most relevant to a user, there is the possibility of advertising something through Google Ads to get the top placements (cf. Chaffey and Ellis-Chadwick 2016, p.515). Google advertising works through bidding, which means that advertisers need to tell Google

how much the company is willing to pay for someone on Google to click on an ad (cf. McGruer 2020, p.181). Companies bid on keywords that will then help to acquire new customers or website visitors (cf. Deiss 2018, pp.82–83). Depending on the goal of the campaign, Google shows the ads to the right users. The structure of Google Ads is quite similar to Facebook and can be divided into three main steps: campaign, ad groups and ads (cf. Larson and Draper 2015, pp.161–171). As all the other advertising platforms, Google Ads also offers different objectives to choose from (Google Ads 2021):

- Sales: to drive sales online, in app, by phone or in a store
- Leads: to get leads and other conversions by encouraging customers to take action
- Website traffic: to get the right people to visit a website
- Product and brand consideration: to encourage people to explore products or services
- Brand awareness and reach: to reach a broad audience and build awareness
- App promotion: to get more installs and interactions for an app
- Local store visits and promotions: to drive visits to local shops, including restaurants and dealerships
- No goal: It is possible to not choose a specific goal and to then use any available campaign type that can be constructed step by step.

Depending on the chosen objective, it is possible to choose different types of campaigns such as a Search, Display, Shopping, Video, Smart, Discovery, App or Local campaign (cf. Google Ads 2021). Regarding the targeting, Google offers the possibility to target specific keywords, demographics such as gender, language or age as well as devices. *Targeting on social media platforms* (cf. Larson and Draper 2015, pp.161–164). But first, this thesis will describe the different campaign types, starting off with the probably most popular one, Search Ads.

4.4.1 Search Ads

As already mentioned, Google is a search engine. Beside organic search results, it is possible to get paid search results. They do not really differ from organic search results apart from the label “Ad” in the upper left corner and the possibility of Ad Extensions. Classic Search Ads are text driven and consist of three basic elements:

headlines, description and a path (cf. Jason 2017, p.175). The most important thing for Search Ads is to immediately gain interest and be as specific as possible when it comes to the user's interests. Hence, it is of great importance to include the core keywords into the Search Ad. Furthermore, Search ads are ads that appear when people search for something, which means that they are already looking for something specific. Thus, the awareness phase mostly has already happened in one way or another, which makes Search Ads rather part of the middle or lower steps of the funnel. When advertising on the Search Network on Google Ads, the advertisement is also displayed on partner Search Networks of Google such as Google Maps, Yahoo, YouTube etc. Thus, it might be necessary to exclude these partner Search Networks. The targeting options of Google Search Ads that aim to deliver the Search Ads to the right audience vary from keywords and search phrases to locations, language, devices to interest groups and demographic characteristics (cf. Kamps and Schetter 2020, pp.46–47). As mentioned previously, it is possible to add so-called ad extension. Besides headline, description and path, more information can also be included into a Google Search Ad. For example, when the company is an online shop, it is possible to include sitelinks, which lead to specific sub-sections of the website such as hair, make up, care or the blog of the website. The possible extension types are: Sitelinks, Callouts, Structured Snippets, Call Extensions, Message Extensions, Location, Affiliate Location, Price Extensions, App Extensions and Reviews (cf. Jason 2017, p.185–188). Another popular advertising format on Google Ads are Display Ads.

4.4.2 Display Ads

Display Ads are very versatile. In general, it “involves an advertiser paying for an advertising placement on third party sites such as publishers or social networks” (Chaffey and Ellis-Chadwick 2016, p.515). That means that the advertisements do not appear on Google directly but on blogs, online dictionaries, news sites, online newspapers, videos etc. (cf. Jason 2017, p.233). They can consist of text or banner ads and can occur in many different forms and shapes (cf. Larson and Draper 2015, p.162). Google's display network comprises more than two million websites and over one million apps. Website or app owners place a code on their site to communicate to Google where they are able to place their advertisements (cf. Marshall et al. 2020, p.53). Search Ads and Display Ads have one big difference: the intention of the user. While in the Search Network the user is already looking for

something specific, the display network rather aims to create a need for something (cf. Kamps and Schetter 2020, p.47). Thus, Display Ads are especially popular when trying to raise brand awareness as well as for retargeting e. g. when someone already looked at a specific product in an online shop but did not purchase it and then gets an ad with the exact same product to be reminded (cf. Chaffey and Ellis-Chadwick 2016, p.516). That also means that the click-through-rate is a lot lower on the Display Network than on the Search Network (cf. Jason 2017, p.236). Another difference between Search and Display Ads is that the Display Network offers a lot more ad formats (cf. Kamps and Schetter 2020, p.47). The most common one are banner ads, which are available in a vary of different sizes and also can be animated or static (cf. Marshall et al. 2020, pp.53–54). Moreover, Display Ads can also just consist of text (cf. Jason 2017, p.245). A Display Ad should fulfill three characteristics: it should attract attention, communicate a value and invite the user to take action (cf. Larson and Draper 2015, pp.202–203). In general, there are several different types of Display Ads: One possibility that has a lot of advantages are Responsive Display Ads. This advertising format offers advertisers to generate partly automated ads. For creating this type of ads, it is necessary to add headlines and descriptions, images and logos, videos and a final URL. Google will then combine the individual parts in different ways in order to achieve the best possible performance. Moreover, it is possible to upload image ads for the Display Network, in order to have more control over the delivery of the ads. Furthermore, Engagement Ads (engaging images) or Gmail Ads (ads on the top tabs of people’s inboxes) are offered (cf. Google Ads Help 2021a). App ads are also part of the Display Network since, app promotions usually appear on apps in the Google Display Network (cf. Jason 2017, p.247).

4.4.3 Shopping Ads

Besides Search and Display Network Ads, there is another advertising possibility for Google Ads: Google Shopping Ads. When searching on Google, the menu bar includes “all”, “images”, “maps”, “videos” “news”, “shopping” and more. Although shopping ads do appear when searching on Google Shopping, they also appear on the basic Search Network either on the right column or right above the other search results as the following figure shows (cf. Kamps and Schetter 2020, p.266). Moreover, they can also appear on Google Search Partner websites and the Google Display Network (cf. Google Ads Help 2021b).

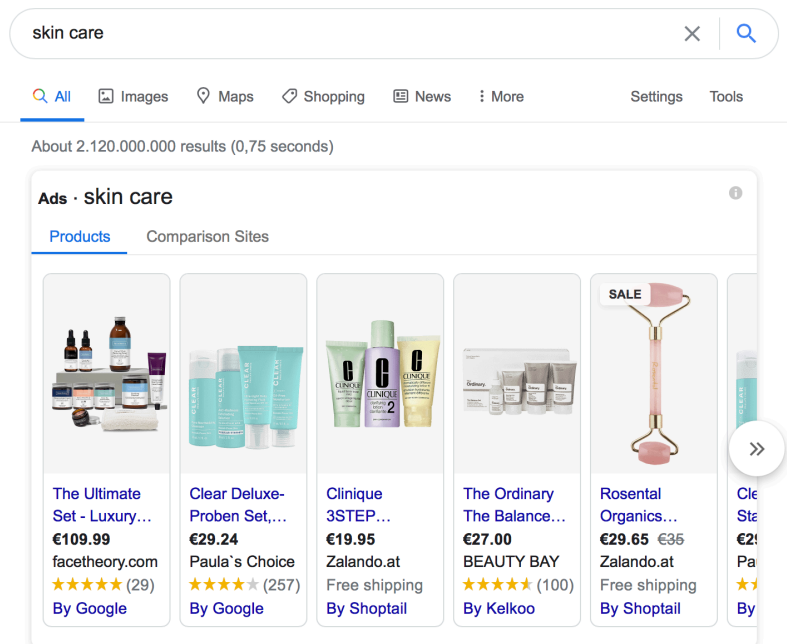


Figure 6: Google Shopping Ads on the Search Network (Google).

Shopping ads are especially of use when it comes to generating better click-through-rates, conversions in general or a higher return on advertising spend (ROAS) (cf. Marshall et al. 2020, pp.193–195). A Shopping Ad basically consists of an image of the product, the product name, the price, the vendor and some attributes such as “free shipping” or a rating of the product (cf. Jason 2017, pp.227–228). The advantage of Google shopping is that users can compare prices within seconds, but in general Google does not rank the products on their shopping ads by price but rather by relevance for the user. Shopping ads do not need to be installed individually but the ads rather get promoted automatically through the data of a data feed (cf. Kamps and Schetter 2020, p.55). It is utterly important regarding the advertising to consider different subgroups. If there is just one group, all the items will have the same price per click bidding. However, there are products that are more expensive than others, where the price per click could be higher than for other products. Thus, it is possible to create subgroups for different product characteristics such as prize, category, product type etc. A clear differentiation through subgroups also helps to target more precisely (cf. Marshall et al. 2020, pp.194–197). Beside the already mentioned Product Shopping Ads Google also offers Showcase Shopping Ads which are created in Google Ads through grouping related products, which enables users to compare different products from the same online shop as well as Local Inventory Ads, aiming to drive users to the local store of a company (cf. Google Ads Help 2021b). Google Shopping Ads can be very helpful for online

shops with several different products, since they appear very high on the search field. This type of advertisement rather fulfills the lower funnel steps, as mostly, people who search for specific products on Google are already past the awareness stage (cf. Marshall et al. 2020, pp.194–197).

4.4.4 Video Ads (YouTube)

Video Ads have already been outlined in detail in *chapter 4.3 YouTube*, but Video Ads do not only appear on YouTube. They are also available on other websites and apps that are Google video partners. Nevertheless, the main platform is YouTube. Even though, the platform has already been dealt with previously for creating an integral overview of Google Ads, the most important factors will briefly be summarized again. First of all, there are different ad formats such as skippable in-stream ads, non-skippable in-stream ads, bumper ads, video discovery ads and outstream ads. Moreover, Video Ads are very useful for creating awareness, since moving images are perceived more easily and it is not necessary to already know something about the brand or the product to understand a video. By the use of videos, companies are able to communicate longer messages or an image through storytelling (cf. Google Ads Help 2021). Besides Video Ads, there are three more options of how to advertise through Google Ads.

4.4.5 App Ads, Local Ads & Smart Ads

These three campaign types on Google Ads are rather rare in comparison to the previously mentioned Search, Shopping, Video and Display Ads. App campaigns, as the name already implies, aim to find new app users and to increase the sales within an app. It is possible to focus on app installs, meaning on people downloading the app as well as app engagement, which signifies getting existing users to take actions within the app such as purchasing something. Local campaigns, on the other hand, are of great value for brick-and-mortar stores and try to bring people to the local store of a company. Thus, the store locations are promoted on several channels such as Google Maps, YouTube, Search Network and the Display Network and last but not least, Smart Campaigns. These campaigns are especially suitable for people who do not have sufficient experience in advertising since it gives enormous power to Google itself. Within Smart Ads, after creating a few ads, Google finds the best targeting possibilities for the chosen goal and also takes care of the optimization of the ads. After having dealt with all the different advertising measures

on Google, the discussion of one more platform will follow hereafter, which might be of interest for the beauty industry: Pinterest.

4.5 Advertising on Pinterest

Pinterest, in comparison to the former mentioned advertising platforms, is a rather small one. Nonetheless, the platform could be of interest for cosmetic brands in the UK. In fact, in the United Kingdom, Pinterest has more than four million active users and is increasing year by year (cf. Degenhard 2020). Since Pinterest is more about sharing ideas than the person behind the ideas, Pinterest has very high traffic and purchase rates (cf. Dodson 2016, pp.445–446). Regarding the advertisement possibilities, Pinterest offers the goals brand awareness, video views, traffic, conversions and catalogue sales. Furthermore, a variety of ad formats are available on the social media platform. It is possible to publish classic Image or Video Ads, but also Shopping Ads, Carousel Ads and Collection Ads are available. The function of each advertising format hereby is the same as with Facebook Ads and also the targeting possibilities are quite similar to the ones of Facebook and Google. On Pinterest companies can target either demographics (e. g. gender or age) or interests, but also keyword targeting is available on the platform that will be used for advertisements within search results. More options would be automated targeting, which chooses the audience based on the details of the company's pins or to upload specific customer lists of people who already interacted with the website of the company for its content on Pinterest. Last but not least, Pinterest offers so-called "Actalikes", which are an equivalent to Facebook's Lookalike Audiences (cf. Pinterest Business 2021). The different types of advertisements have already been briefly mentioned before but will be dealt with in more detail in the following. First of all, there is the possibility of standard pins and advertisements. They consist of one picture, a title and an explanatory text and in general look like a classic pin. Another possibility are so-called Video-Pins and advertisements in standard width. Beside video pins with standard width, it is also possible to advertise videos with a maximum width. Video advertisements with a maximum width are only possible as paid advertisements. For companies with an app, the following advertisement format might be very interesting: app installation advertisements. These app installation advertisements consist of a picture and give Pinterest users the possibility to directly download the promoted app without having to leave Pinterest. The visual presentation of App Installation advertisements is the same for Standard

Pins. Moreover, it is possible, as on Facebook or Instagram, to advertise Carousel Pins. As with other Carousel Ads, these advertisements include several pictures that users can swipe through. Furthermore, Shopping Ads and Collection Ads are also available for advertising on Pinterest. Both options in general are designed in the same way as on Facebook and Instagram but in the format of a pin (cf. Pinterest Help Center 2021). After having elaborated numerous relevant advertising channels, campaign types and advertising formats, it is now reasonable to dedicate the discussion to the very important topic of targeting on online advertising.

5 Targeting in social media advertising

As already mentioned before, one of the major advantages of online advertising is its possibility to reach target groups very precisely (cf. Rana 2020, p.230). Google Ads as well as other social media advertising platforms, such as Facebook, offer targeting options regarding their location as well as other demographic characteristics, interests and behavior. Furthermore, some platforms offer so called custom audiences that enable targeting regarding characteristics of behavior in cooperation with the brand, lookalike targeting that is build up on custom targeting as well as connection targeting (cf. Kamps and Schetter 2020, pp.135–136). Moreover, Google and Pinterest offer targeting through specific Keywords (cf. Paolo 2020, p.91). In general, the targeting depends on the goal of the individual campaign and the funnel step, e. g. if the goal is to reach as many people as possible, the targeting should be rather broad. On the contrary, if the goal is to reach only people with a very high probability of purchasing something in an online shop, the targeting should include very specific behavioral characteristics. In general, the targeting options are quite similar on all advertising platforms, although some platforms, such as Facebook, offer more options than others. In the following, the thesis will emphasize the most common targeting options on Social Media as well as on Google.

5.1 Location & Demographic targeting

When it comes to targeting, the first step is to have a look on the location and demographic settings (cf. Marshall and Meloche 2011, pp.141–144). It is possible to choose specific countries, states or cities in which the advertisements should be displayed (cf. Kamps and Schetter 2020, p.135). Moreover, the exclusion of specific locations is available on some advertising platforms (cf. Lammenett 2017, p.315).

The connection the target group has to a certain location can also be chosen individually. Thus, advertisers are frequently able to only show the advertisement to people that live at a certain location (cf. Facebook Ads Manager 2020). Furthermore, people only travelling or people recently in this location can be targeted. Beyond that, other demographic characteristics such as gender, age (between 13 and 65+) and language are also available on Facebook and other online advertising platforms. In order to make the target audience even more efficient, more detailed demographic targeting options are available, such as relationship status, job title or education level (cf. Meert 2019, p.103).

5.2 Interest targeting

Besides demographic targeting options, social media networks also offer targeting via interests. Numerous options for interest targeting are existent, such as activities, hobbies, entertainment etc. (cf. Meert 2019, p.104). Interests could be whole branches such as the beauty industry or specific products like a concealer from a certain brand (cf. Kamps and Schetter 2020, p.135). This type of targeting helps to reach a very precise target audience, e. g. if a brand wants to focus on women that have specific interests in make-up, or beauty and fashion, it is possible to directly target these interests. When choosing interests, the ads reach users based on their likes and comments, interests and general activities that they have placed on Facebook and listed in their own profiles (cf. Carter 2012, p.47). Interest targeting focuses on who people really are, since it uses information about what they actually search for and interact with and not what they state that they like when someone is asking (cf. Carter 2012, p.130). Moreover, it is also possible to exclude specific interests from the targeting. Interest targeting is available on several platforms such as Facebook, Instagram, Pinterest etc. (cf. Kamps and Schetter 2020, p.135).

5.3 Behavioral targeting

Behavioral targeting helps to reach people through specific behavioral characteristics. Potential targeting options regarding behavior are e. g. the usage of a certain device (Mobile or Desktop) or a specific operating system (cf. Kamps and Schetter 2020, p.135). Furthermore, ad scheduling is an option in the targeting e. g. when a cosmetic brand tries to promote special party make up, it could schedule the ads specifically to times when their target group is online and receptive for the

topic – in the evenings. For behavioral targeting Facebook e. g. relies on data that is collected through the activities people take on the platform (cf. Meert 2019, p.106).

5.4 Connection targeting

Another possibility in targeting is targeting through specific connections. Companies can target people who already have a specific connection to their own page. Thus, it is possible to reach specifically people who are already engaged in the page or app of a brand, or people who are similar to them and thus, likely to act in the same way (cf. Meert 2019, p.104). Moreover, it is also possible to exclude these people, as it is the case when the goal is to only reach people who have never heard of the brand or company before (cf. Kamps and Schetter 2020, p.136).

5.5 Custom targeting

A very important tool of social media advertising regarding targeting for online shops are Custom Audiences (cf. Rouhiainen 2016, p.157). In general, Custom Audiences help companies to reach and especially retarget potential customers that already have a connection to the company (cf. Kamps and Schetter 2020, pp.135–136). Therefore, some kind of existing contact list is necessary. It could be a list of e-mail addresses, telephone numbers or newsletter recipients. Facebook will then compare the list to its own collected data since every registration on Facebook requires an e-mail address or telephone number. Through sharing this customer information with Facebook, the company gets very detailed target groups for its advertising campaigns. Hence, Custom Audiences build a connection between social media users and the website or online shop of a company. Besides giving a customer list to the advertising platform, it is also possible to install tracking tools such as e. g. the Facebook Pixel on the website, which then delivers the data directly to the platform. These tracking tools collect and save data from people who visited an online shop. Through the creation of Custom Audiences for people who might have purchased something in the last 30 days or who visited a website or added a product to their cart, these potential or already existing customers get clustered into groups. Later the Custom Audience enables companies to directly deliver specific content to people who already showed interest in the product or the website. For example, when someone visits the online shop of a cosmetic brand and adds a specific eye cream to their cart but then stops the purchasing process because it was too expensive or because he or she was not sure about the purchase, the brand

could directly target all shopping cart dropouts with ads of the eye cream or a specific discount (cf. Lammenett 2017, p.319). Custom Audiences have two very important functions for online shops. First, they can reach users who are already in contact with the brand or company and have already proven themselves loyal customers, which helps with up- or cross-selling. This also enabled the exclusion of specific Custom Audiences, such as when the goal of the advertising campaign is to only reach new potential customers. Second, Custom Audiences build the base for Lookalike Audiences (cf. Meert 2019, pp.106–107).

5.6 Lookalike/Actalike targeting

As already mentioned before, social media platforms also offer the possibility to create so called Lookalike or Actalike Audiences. This is especially important since remarketing is only possible with already existing customers and Lookalike Audiences offer the company to acquire new customers (cf. Artun and Levin 2015, pp.151–152). As the name already implies, these audiences are lookalikes of people within the created Custom Audiences. That means that e. g. a specific Custom Audience is defined and then a Lookalike Audience is created based on it. The advertising platform then identifies common qualities within the defined audience and then searches for people who are similar and have similar qualities to the defined Custom Audience (cf. Meert 2019, pp.111–112). The individual degree of similarity is also responsible for the individual size of each Lookalike Audience. The smaller the size of the Lookalike Audience is defined, the more similar the people within this Lookalike Audience are to the original audience (cf. Lammenett 2017, p.321). The advantage of Lookalike Audiences is that they enable companies to reach people who are currently not in contact with the company or brand but due to very similar interests or behavioral characteristics to their actual customers or fans are very likely to also like the company or brand (cf. Kamps and Schetter 2020, p.136).

5.7 Keyword targeting

On Google, a big part of the targeting works through keywords (cf. Paolo 2020, p.91). A keyword in general is a single word or even a phrase that somehow relates to the content of a website (cf. Dodson 2016, p.67). For example, in the case of a beauty brand relevant keywords could be beauty, make up, peeling etc. When someone uses Google, he searches for specific keywords. To provide an example,

the person might type in “makeup foundation”. Then, the words “makeup foundation” are the keywords. When advertising on Google, it is possible to bid on specific keywords or keyword combinations. There are keywords that get searched more or less often and depending on the competition that also bids on the same keyword, its expense for the company to advertise may fluctuate. Through keyword advertising it is possible to overcome the gaps of organic search results (cf. Ryan 2014, p.342). It is also possible to use negative keywords that should be excluded from the advertising (cf. Jason 2017, p.36). But before using keywords as a targeting option it is necessary to find out, which are the relevant keywords. Thus, it is necessary to do a keyword research (cf. Paolo 2020, p.114). When choosing the right keywords, there are four relevant factors that need to be considered: relevance, traffic, competition and the current ranking of the website (cf. Larson and Draper 2015, p.77). After researching the right keywords, it is necessary to implement them into the targeting.

To sum up, there are a lot of different possibilities to target potential or already existing customers. For advertising appropriately along the funnel, a combination of several targeting options is necessary. Depending on the goal, the platform, the type of advertisement and many more factors, a decision for the right targeting measures can be made. The following chapter will investigate the marketing funnel and its individual steps.

6 The marketing funnel as an advertising concept

Since this thesis' aim is to develop a full funnel social media advertising concept for the online shop *Cosmeterie* in the UK, it is necessary to review the structure of the marketing funnel. Subsequently in this thesis, the funnel steps will be assigned to specific target groups as well as explicit advertising channels and social media platforms. However, first, it is necessary to have a look at the funnel and its different steps. In marketing, the marketing funnel is widely known (cf. Hague 2019, pp.21–25). The model was developed in the late 19th century and is mainly used in the field of advertising today in order “to describe how communications are made effective” (Hague 2019, p.21). In general, the marketing funnel breaks down the customer journey into smaller pieces from awareness, where the consumer first notices a brand or company, to the behavior after the purchase such as recommending a product to a friend or purchasing again (cf. Charlesworth 2018, pp.16–17).

Over the years, there have been several models with more or less steps alongside the funnel. One of the most popular models is the AIDA model, which is an acronym and includes the four steps of Attention, Interest, Desire and Action (cf. Carter 2012, p.100). The marketing funnel helps to think about how to best address potential customers in the individual phase they are in. Someone who has never heard of a certain product or a brand before might not be interested in directly getting an ad that displays the specific product, as they are not ready for such an ad. It might be more intelligent to first create awareness for the brand and what the company actually does before showing specific ads. This is what an advertiser needs to keep in mind, as well as the reasoning for the importance of considering the funnel steps when it comes to online advertising. The funnel visualizes the steps a potential customer passes on his way to a purchase. Moreover, it shows that people leave the funnel at each stage. Not everyone who had interest in the product might develop desire and then purchase. Thus, the funnel narrows at each stage until the final group of people who actually purchase something at the company (cf. Charlesworth 2018, pp.16–17).

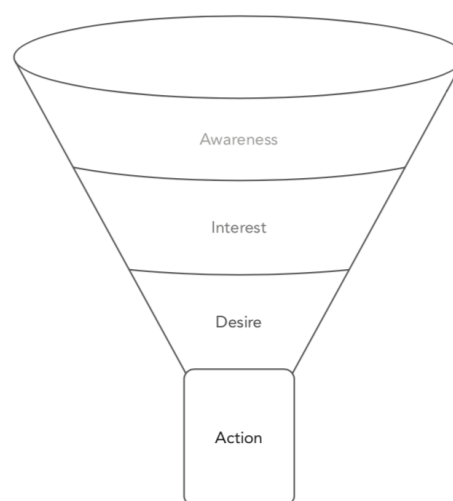


Figure 7: The AIDA marketing funnel (Charlesworth 2018, p. 17).

The further down a potential customer gets in the funnel, the more specific the ads and the targeting need to be. Through advertising alongside the funnel, the advertisements somehow take the potential customer by his hand and lead him through the individual funnel steps. Nonetheless, it is not mandatory that customers fulfill all the funnel steps. An alternative would be that the customers directly join in the lower funnel steps, e. g. if someone knows exactly what he wants, he might just directly join the funnel at the last step of action. As already mentioned before, a

number of different marketing funnel models exist. Several models also include the retention of a customer after he purchased something in the action phase (cf. Charlesworth 2018, pp.16–18). Other concepts added the phase “bind” or “loyalty” to describe the funnel step after the purchase (cf. Kamps and Schetter 2020, p.6). The last step of the funnel may lead customers directly into the first step of the funnel. More contemporary marketing funnels visualize the funnel as a process of building a relationship with customers rather than showing the funnel as an isolated process. One of the more contemporary marketing funnels is shown in the following figure:

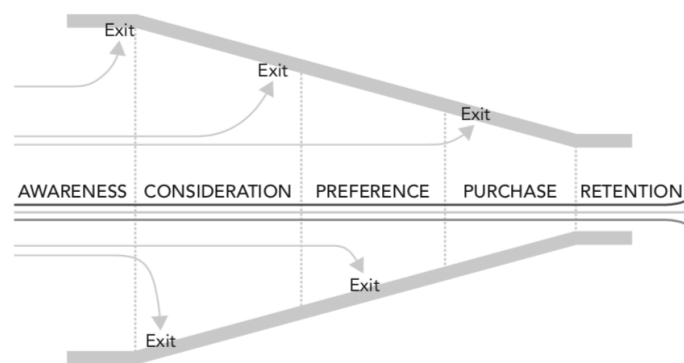


Figure 8: A contemporary marketing funnel (Charlesworth 2018, p.18).

This figure divides the funnel into the following steps: awareness, consideration, preference, purchase and retention and also visualizes the possibility of leaving the funnel. Another contemporary marketing funnel version that also includes the phase after the purchase is five-step funnel of: awareness, consideration, conversion, loyalty and advocacy. As already mentioned, a number of different versions of the marketing funnel exist. Nonetheless, even though the number of steps and the names of the steps vary, the funnels in general are quite similar (cf. Haydon 2013, p.20). Moreover, the funnel can be divided into the so-called Upper Funnel, Middle Funnel and Lower Funnel or also Top of Funnel (TOFU), Middle of Funnel (MOFU), and Bottom of Funnel (BOFU). The Top of Funnel aims to create awareness, while the Middle of Funnel tries to achieve the first conversion events and the Bottom of Funnel closes the deal with a purchase or customer retention and customer relationship (cf. Kamps and Schetter 2020, p.311). In the following, the individual funnel steps will be determined briefly on the example of the five-step model: awareness, consideration, conversion, loyalty and advocacy.

6.1 Awareness

The first step in the funnel always is to create awareness, because if people do not even know about a product or a company, they cannot purchase anything. This first step always aims to create as much awareness as possible, thus it mostly includes social media, newspapers, blog posts, Display Ads, YouTube Ads and very light content that users will notice, talk about and keep in mind. In this phase the product or company is mostly still unknown to the user, which means that the user does not directly search for this specific company or product at that time. Thus, for this stage, video content or a rememberable slogan are quite popular. Regarding advertising, the more money is spent on advertising, the more awareness will be created. Nonetheless, the type of images is important as well. Headlines, images and colors are also quite efficient. In the awareness stage, it can be helpful to focus rather on the greater picture than already on one specific product or brand, since it helps to give users the feeling that they do not directly receive an advertisement (cf. Hague 2019, pp.21–22).

6.2 Consideration

After having successfully passed the awareness stage, users are considering the product or the company for their needs. In this stage, the customers seek more information and weigh up the pros and cons of purchasing the product at that company. The potential customers seek guarantees and any information that helps them to decide on whether or whether not to proceed to the next funnel step. The potential customers are now ready for more specific advertisements (cf. Haydon 2013, p.21). Thus, it is necessary to portray the features and advantages of the product or service within the advertisements. Furthermore, the desire for the product is generated in the phase of consideration. In the phase of consideration, the potential customer considers other offers, which is why it is of great importance to differentiate oneself from the competition. Communicating the USP of the product or the company can help to persuade the user. Only if this phase can be fulfilled successfully, the customers might think of actually purchasing something from that company (cf. Hague 2019, pp.22–23).

6.3 Conversion

The conversion phase is the phase of action. People click on the offers and finally purchase something (cf. Haydon 2013, p.21). Nonetheless, the conversion does not always have to be a purchase, it for example could also be the visit of a landing page, a subscription to a newsletter or generating a lead. What is counted as a conversion in this phase depends on the goal of the advertisement (cf. Hague 2019, p.23). In that stage, the advertiser has usually already collected a lot of data from the potential customers, which is why he knows exactly what he should show them. A typical advertisement for that stage would be a carousel ad that shows different products of the same category (for example face peelings) with their prices and a direct link to the URL of the product. When the ads are convincing, the user will purchase. Even though the company has reached its goal of selling a product at this stage, the funnel should not be considered as fulfilled now.

6.4 Loyalty

In general, every company aims for long term customers. If the customer has been satisfied with the product in the conversion stage, he will eventually purchase again. Thus, the aim of the step loyalty is to create a relationship with the customer. Trust is built up and the customer becomes a loyal one. Acquiring new customers always is quite expensive, retaining already existing customers can be a lot more efficient. A good community management as well as regular discounts or special offers for loyal customers can help to generate loyalty. In general, it is important to create value for customers who are loyal and to value their loyalty in the right way (cf. Haydon 2013, p.21).

6.5 Advocacy

Every company needs advocates. Thus, the final step of the marketing funnel tries to turn loyal customers into advocates who actively promote and recommend the products of the company. Word-of-mouth and recommendation marketing are very strong tools. In social media marketing this step often is fulfilled through Influencer Marketing, or through offering these advocated special discounts when they e. g. recommend the company to a friend (cf. Haydon 2013, p.21).

When thinking about funnel advertising, it is important to have a look at the greater picture and to build up advertisements that fulfill all of the mentioned funnel steps

individually. The funnel steps do not need to be fulfilled on one platform only. Often different funnel steps are passed on different platforms or networks.

7 Decision criteria for choosing advertising measures

Of course, it is not possible for every company to be present on all of the social media platforms and to fulfill all possible measures of social media advertising. Thus, it is necessary to have a look at different criteria that help to decide on the right social media channel and measures:

Objectives

Furthermore, it is important to define the goals, since different objectives require different measures. Depending on the individual goal of the company or brand also the decision for the social media channel and marketing measures needs to be made (cf. Meffert et al. 2019, pp.19–20). Social media platforms serve different objectives, and some channels and measures might be more suitable for an objective than others. For example, when the goal is to create brand awareness, it is necessary to choose a channel that offers the possibility of reaching a lot of new potential customers and to create as much awareness as possible such as e. g. video ads on YouTube or Facebook and Instagram (cf. Khan 2015, p.312).

Target audience

When deciding on a social media channel and advertising measures, the key indicator always is the target group. Of course, a brand needs to consider where their target group is present and how they could best reach them (cf. Leland 2016, p.96). Thus, if the target group is rather young, it makes sense to choose a channel that is popular amongst younger people e. g. Snapchat or TikTok. If the target group prefers visual content it is necessary to go for channels and measures that focus on images such as Pinterest and Instagram.

Type of content

It also needs to be considered what type of content and advertising possibilities are available or are going to be produced. For example, if a company has an image video or in general produces a lot of videos it makes sense to decide on a channel that focuses on video content and to choose measures and campaign types that support video content (cf. Leland 2016, p.96).

Resources

Furthermore, resources need to be considered when making decisions on a channel and advertising measures (cf. Khan 2015, p.312). These include resources in the sense of personnel, but also in the sense of time, money and material. What content is available and what type of content can be produced (cf. Leland 2016, p.96).

These criteria need to be contemplated when deciding on the right social media advertising measures for a company. The following chapter will determine a general valid approach in order to combine the information from the theoretical section with the process of developing a concept. This general valid approach shall later assist in the development of the full funnel social media advertising concept for *Cosmeterie*.

8 Development of a generally valid full funnel social media advertising concept in the cosmetics industry

Having dealt with the theoretical background information of full funnel social media advertising in the cosmetics industry, it is possible to have a look at the process of developing a full funnel social media advertising concept. This generally applicable approach will later provide orientation for the development of the concept for *Cosmeterie*. Even though several different models of the process with different amounts of steps exist, they tend to include similar topics which can be divided into several steps of the marketing management process and can also be applied on the development of a full funnel social media advertising concept: situation analysis, objectives, strategy, operational planning, realization, controlling. The following figure gives an overview of the theoretical development of a full funnel social media advertising concept (cf. Meffert et al. 2019, p.19). Afterwards, the next chapters will go into more detail regarding the individual steps of the process.

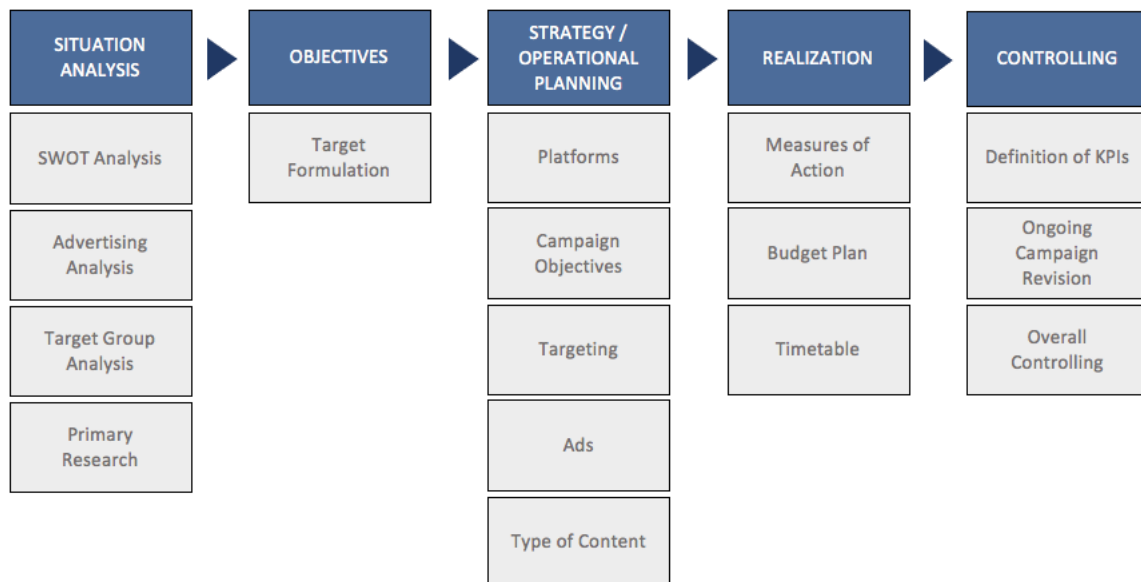


Figure 9: Digital marketing concept process based on Meffert et. al (cf. Meffert et al. 2019, p.19) (own presentation).

8.1 Situation analysis

Before thinking of any measures regarding marketing or advertising, it is always important to have a look at the current situation. The situation analysis is the base for all further advertising activities. The aim of the situation analysis always is to get clear information about the current position of the company. Thus, in the situation analysis it is necessary to understand the current market situation, the competition, the customers as well as the current measures of the company (cf. Meffert et al. 2019, p.19).

A common tool for generating a situation analysis is the so-called SWOT analysis. This type of analysis contrasts the external chances and risks of a company with the internal strengths and weaknesses of it. After the determination of the strengths, weaknesses, opportunities and threats, the findings are combined within a matrix that then helps to decide on the necessary measures (Kerth et al. 2009).

Moreover, in the case of advertising measures it makes sense to have a look at the current social media advertising measures in order to be able to create a picture of the actual situation. A social media audit is a “systematic examination of social media data” that tries to portray all the current social media activities. (Quesenberry 2018, p.63) In the case of social media advertising, this social media audit focuses specifically on the advertising measures of a company.

Another important analysis addresses itself to the target audience of the company or brand. Therefore, so called buyer personas can be developed since they draw a realistic picture of real customers (cf. Revella 2015, p.XX–XXI). For creating the buyer personas, it is necessary to think about the target audience very precisely. Later, the buyer personas can help to really tailor the advertising measures towards the potential buyers (cf. Kingsnorth 2016, pp.95–96).

Furthermore, primary research in the form of a conducted survey can help to generate information about e. g. the potential customers. Basically, primary research is conducted due to a lack of information and shall help to recognize new developments on the market at an early stage and to develop measures for the future. Thus, primary research can be an valuable tool for the analysis phase of a concept development (cf. Grunwald and Hempelmann 2012, p.1).

After the analysis phase, it is important to determine objectives before the strategy and operational plan can be carried out.

8.2 Objectives

As already mentioned, the individual advertising measures always depend on the objective. Moreover, every company has individual processes and its own culture. Thus, it is necessary to look at every situation individually (cf. Ryan 2017, p.24). Since the position of the company is known after the analysis phase, it is necessary to think about the objectives, which means where the company wants to be in the future. Clear objectives later help to derive measures in order to achieving the goals. Moreover, the definition of goals is relevant when it comes to controlling. In general, there is a differentiation between economic and psychologic objectives. While economic objectives are easy to measure and mostly have an impact on the revenue or profit of the company, psychologic goals can be tough to measure and control. Psychologic goals often are helpful to later achieve the economic goals e. g. when the aim is to generate a better company image (cf. Meffert et al. 2019, pp.19–20). When formulating goals, it is important to keep them SMART. SMART is an acronym and stands for specific, measurable, achievable, relevant and time related (cf. Ncube 2015, p.99). The company goals later need to be combined with the available social media advertising goals that can be found in *chapter 3.2 goals of social media advertising*.

8.3 Strategy & Operational planning

After knowing the status quo of a company and where it aims to be in the future, a clear gap can be derived. Within the determination of the strategy of a concept, clear measures can be determined of how to come from the status quo to the desired point in the future. The strategic planning determines the framework of action. Within this framework of action, the appropriate instruments are going to carry out the measures in the operational planning (cf. Meffert et al. 2019, p.20). This step of the advertising concept process is responsible for the determination of the right marketing mix (cf. Tuten 2008, p.28). In the strategic planning for a social media advertising concept, it is necessary to first have a look on the marketing funnel steps and consider how they correlate with social media advertising (cf. Haydon 2013, pp.20–23). Thus, the following table shows the individual steps and their meaning for social media advertising.

Funnel Step	Description
Awareness	The user does not intentionally search for a product or company in that stage of the funnel and he is not aware of the brand or product. Through seeing an advertisement, awareness for the product or brand is created.
Consideration	The user starts to actively think about the product. He seeks more information and looks for pros and cons of purchasing at the online shop. Trust and guarantees can help the user to make a decision
Conversion	This is the phase of action. In that phase the user takes action for the first time and converts. A conversion could be the subscription to a newsletter or the purchase of a product.
Loyalty	The phase of loyalty is a critical phase. Since it decides whether customers stay one-time customers or become regular and loyal purchasers. Retargeting and a high retention rate are of great importance in this phase. Advantages for loyalty are a popular instrument in this phase.
Advocacy	The highest level of persuasion is, when customers become advocates and start to promote the products themselves e. g. when recommending the product to a friend.

Table 1: Funnel steps based on Haydon (cf. Haydon 2013, pp.20–23) (own presentation).

Moreover, in this process phase, it is necessary to determine the potential advertising channels, the campaign type, the targeting and the type of advertisement. A decision needs to be made regarding which campaign is going to

be carried out on which channel in which step of the funnel. The following figure outlines the advertising possibilities on the social media platforms that are relevant for the beauty sector:

Social Media Platform	Campaign Types	Targeting Possibilities	Advertising Formats
Facebook	Awareness Awareness Reach	Location/Demographic Interest Behavior Connection Custom Lookalike	Image Ads Video Ads Slideshow Ads Carousel Ads Collection Ads Instant Experiences
	Consideration Traffic Interaction App-Installations Video views Lead generation Messages		
	Conversion Conversions Catalogue Sales Store Traffic		
Instagram	Awareness Awareness Reach	Location/Demographic Interest Behavior Connection Custom Lookalike	Image Ads Video Ads Slideshow Ads Carousel Ads Collection Ads Instant Experiences
	Consideration Traffic Interaction App-Installations Video views Lead generation Messages		
	Conversion Conversions Catalogue Sales Store Traffic		
Pinterest	Brand Awareness Video Views Traffic Conversions Catalogue Sales App Installments	Location/Demographic Interests Keyword Targeting Automated Targeting Actalikes	Image Ads Videos Ads Shopping Ads Carousel Ads Collection Ads App Installation Ads

YouTube	Brand Awareness Product and brand consideration Website Traffic App promotion Leads Sales Local Store visits No goal	Location/Demographic Keywords Interests	Skippable in-stream ads Non-skippable in-stream ads Video discovery ads Bumper ads Outstream ads Masthead ads
Google	Brand Awareness Product and brand consideration Website Traffic App promotion Leads Sales Local Store visits No goal	Location/Demographic Keywords Interests	Search Ads Display Ads Video Ads Shopping Ads App Ads Local Ads Smart Ads

Table 2: Funnel steps based on Haydon (Facebook Business Manager 2021), (Google Ads 2021), (Pinterest Ads 2021) (own presentation).

In order to develop a full funnel social media advertising concept, it is necessary to combine several advertising measures since each campaign type and targeting combination is responsible for another step of the funnel. After having decided on the right mixture of marketing measures alongside the funnel, it is possible to continue with the implementation.

8.4 Realization

After having decided on the right marketing mix, the phase of realization includes considering the organizational part of the installation and process of the implementation. In general, as the name already implies, the realization phase is when everything that was planned previously is put into practice. Therefore, a measurement catalogue can help to secure a successful implementation of the developed concept. In the measurement catalogue the responsibilities of the project can be determined. Everyone involved in the advertising measures needs to know, who is responsible for what, when and how. Otherwise, problems in the realization

phase might occur that could have an impact on the performance of the advertising measures.

In addition to the measurement catalogue, a budget and a timeline need to be defined for the realization phase (cf. Meffert et al. 2019, p.21). What is also significant within the realization phase is the campaign setup and the continuous revision of the advertising measures which are part of the controlling (cf. Tuten 2008, p.28).

8.5 Controlling

The final phase in this process would be the controlling of the measures. In this phase, the results of the measures that were carried out are elaborated. The results are compared with the former objectives and the success of the measures is determined. In the case of continuous measures, potential improvements and adaptations need to be considered and should be included in the future measures. The final question is: Was the goal achieved? (cf. Meffert et al. 2019, p.21).

Moreover, besides the overall goal of the concept, especially when it comes to social media advertising that is done on a regular basis, it is reasonable to continuously control and revise the advertising measures. Depending on the goal, the measurement approach is also going to vary. A continuous controlling process should include the following steps (cf. Tuten 2008, pp.160–163):

1. Have a look at the objectives set for the advertising measures
2. Determine the measures of the social media advertising campaigns
3. Decide on success measurement criteria in order to being able to assess the performance of the advertising measures (KPIs)
4. Establish a baseline that functions as a reference point
5. Analyze the performance of the advertising measures and make changes if necessary
6. Continue to measure

In order to measure the overall success of social media advertising, it is recommended to define KPIs for the individual objectives that later help to measure the success and performance of social media advertising. Depending on the goal and campaign types, the individual KPIs vary. Thus, the following table will show a

list of common key performance indicators of social media advertising (cf. Kamps and Schetter 2020, p.139-140).

KPI	Description
Impressions	Impressions show how often the advertisement has been shown to users (cf. Kamps and Schetter 2020, p.139).
Reach	Reach indicates how many individual users have seen the advertisement (cf. Tuten 2008, p.183).
Engagement	Engagement gives information about the number of interactions with an advertisement such as likes, comments, shares, clicks etc. (cf. Kamps and Schetter 2020, p.139).
Engagement Rate	Through the number of engagements and impression it is possible to calculate the engagement rate. Therefore, the number of engagement is divided by the amount of impressions and afterwards multiplied with 100 (cf. Kamps and Schetter 2020, p.140).
Video views	Video views indicate the number of times a video has been played/seen by someone. Depending on the platform a video view counts after 3 seconds (cf. Facebook Ads Manager).
Conversions	Conversions are the responses to the call-to-actions of advertisements and can be a content view, a download, an add to cart, the subscription to a newsletter etc. The probably most important conversion for online shops is a purchase (cf. Tuten 2008, p.179).
Conversion Rate	Through the number of conversions and impression it is possible to calculate the engagement rate. Therefore, the number of engagement is divided by the amount of impressions and afterwards multiplied with 100 (cf. Kamps and Schetter 2020, p.140).
Cost-per-Click (CPC)	Cost per click indicates the price a company pays for one click over a period of time. It also can be calculated through dividing the overall cost per click through the amount of clicks (cf. Kamps and Schetter 2020, p.140).

Cost-per-thousand (CPM)	The CPM defines the amount of money that is paid for 1,000 impressions over a period of time (cf. Tuten 2008, p.180).
Cost-per-Order (CPO)	Through having a look at the CPO, the company knows how much money they spent for one order on average. For calculating the CPO the overall advertising costs are divided by the amount of orders (cf. Kamps and Schetter 2020, p.140).
ROAS (Return on Ad Spend)	The ROAS indicates the effectiveness of online advertising and gives information about how much money the advertising measures gained on a platform during a period of time (cf. Kamps and Schetter 2020, p.169). Therefore, the total conversion value is divided by the advertising costs.

Table 3: Common KPIs in full funnel social media advertising (own presentation).

9 Advertising concept – Situation analysis

As already mentioned in the previous chapter, the first step of developing a full funnel social media advertising concept in the beauty sector is to have a look at the current situation. Thus, this chapter will serve as the basis of the concept and include the following three analysis: SWOT Analysis, Social Media Audit, Target Group Analysis.

9.1 SWOT analysis

In general, a SWOT Analysis aims to have a look at the strengths, weaknesses, opportunities and threats of a company. Whereas the strengths and weaknesses are internal factors that need to be considered, opportunities and threats are external factors that include happenings on the market that usually cannot be controlled like the internal factors. The first step of a SWOT analysis is to identify the internal strengths and weaknesses of a company. Later, the opportunities and threats of a company are determined. The final step is to juxtapose the internal and external factors and then derive the following measures (cf. Quesenberry 2018, p.59). Where strengths and opportunities meet, the strategy is to expand the measures. Strengths in combination with threats usually mean the company needs

to assure itself to neutralize the threat. The combination of weaknesses and chances means that the company needs to catch up on these levels in order to eliminate the weaknesses and maybe even transform them into strengths. Finally, the correlation of weaknesses and threats indicates which factors the company needs to avoid and eliminate in order to secure the existence of the company, since these weaknesses cannot be neutralized (cf. Meffert et al. 2019, pp.273–274).

The basis for the SWOT analysis regarding the internal analysis is the information of *Cosmeterie* itself as well as data from their advertising channels. The external analysis is based on the research of the market. Moreover, a prioritization from 1 to 3 has been included in the SWOT analysis, whereby 3 equals “very important”, 2 means “important” and 1 represents “not that important”.

Environmental development	+	-	Strength/Weakness	Reason	+	-	Opportunity/Threat	Strategic
UK consumer's high willingness to shop online (cf. Copolla 2021)	2		Good existing online infrastructure and already existing online customers in the UK	<i>Cosmeterie</i> focuses on online sales and thus also is aware of how to sell online	3		Increasing interest in online shopping	Increase the advertising measures to become more known in the UK
Increasing importance of social media presence and online advertising (cf. Netzer 2017)	3		Already existing and very active presence on social media	<i>Cosmeterie</i> focuses on online sales and thus also is aware of the importance of their online presence	3		Being known by their own social media presence amongst UK customers	Increase the advertising measures to become more known in the UK
Increasing interest in new technologies in the beauty industry (cf. CB Insights 2019, p.44f)	2		Main focus of <i>Cosmeterie's</i> product range is on high tech beauty products	Since the product range of <i>Cosmeterie</i> focuses on beauty products that make use of the newest technologies, they have a clear strength regarding this environmental development	3		Being a role model and well known in the UK for technological advanced beauty products	Increase the amount of ad spend to become more known in the UK

The most beauty-oriented target group are female millennials (cf. Thayer and Houghton 2019, p.13).	3	Millennials belong to the main target group of <i>Cosmeterie</i>	The product range of <i>Cosmeterie</i> is tailored towards female customers between 25 and 45 who are interested in high-tech beauty products	3	Being well known amongst this target group in the UK	Increase awareness amongst this target group in the UK through upper funnel advertising measures
Social media helps people to find new methods for their beauty routine (cf. Lee and Childs 2020, p.1)	3	Already existing active presence on social media	<i>Cosmeterie</i> focuses on online sales and thus also is aware of the importance of their online presence	3	Being known with their own social media presence amongst UK customers	Specifically tailor the own social media presence towards UK customers and increase the advertising measures through e. g. boosting content posts
Growing import value of beauty products in the UK (cf. Ridder 2020)	3	Already existing customers in the UK	<i>Cosmeterie</i> already exports into the UK	3	High competition regarding the import of beauty products	Increase the advertising measures to become more known in the UK
Increasing online sales through the Corona Virus (cf. Chevalier 2021)	2	Good existing online infrastructure	<i>Cosmeterie's</i> expertise relies in the field of online retail	1	Decrease in online sales through potential opening steps	Keep online retail attractive for customers through emphasizing the advantages
Trend towards more diversity and body positivity (cf. CB Insights 2019, p.13ff)	2	Only a few measures for diversity but no measures regarding body positivity	At the moment <i>Cosmeterie's</i> social media presence rather does not include diversity and body positivity enough	3	Be a role model in advertising beauty products in a diverse and body positive way	Include diversity and body positivity in the content and advertising measures of <i>Cosmeterie</i>

Increasing interest of men in beauty products (cf. CB Insights 2019, p.13ff)	1	No advertising or social media measures tailored towards UK customers	The main target group of <i>Cosmeterie</i> and the beauty sector in general is female	1	Being a role model in communicating to men regarding beauty products	Since the main target group of <i>Cosmeterie</i> is female it is not of great importance to take specific measures here
Interest in beauty products increases when people see an advertisement (cf. Netzer 2017)	3	Existing advertising measures in the UK are rather low	Advertising measure are rather low in the UK since this country is not as important for <i>Cosmeterie</i> as others	3	Create awareness for <i>Cosmeterie</i> amongst potential customers through advertisement	Increase advertising measures in the upper funnel steps
The relationship to a brand is important for customers regarding their buying decision (cf. Ho and Janak Binwani 2019, p.8)	3	Rather small amount of measures for building up a relationship	No advertising measures specifically tailored towards UK customers, measures only fulfill the lower funnel steps	3	Build up relationships with UK customers	Make use of full funnel advertising in order to build up that relationships
Top intrinsic motivators for women to buy beauty products are to feel clean and healthy and to take care of themselves (cf. Thayer and Houghton 2019, pp.6–22).	1	The way <i>Cosmeterie</i> advertises does not focus on these intrinsic motivation characteristics	Advertising measure are rather low in the UK since this country is not as important for <i>Cosmeterie</i> as others	1	Being role model in communicating the top intrinsic motivators for women	Try to integrate these motivators in their communication
Growing importance of social media in buying decision (cf. Ho and Janak Binwani 2019, p.8)	3	Current advertising measures focus on Google and not on social media	<i>Cosmeterie</i> 's advertising measures mainly focus on the bottom of funnel and not on the upper funnel steps and Google at the moment gets the most advertising budget	3	Being known throughout social media platforms	Increase the advertising measures on social media platforms

<p>Increase in the amount spent on advertisement in the UK in the beauty sector (cf. Guttman 2021)</p>	<p>3</p>	<p>Low amount of ad spend compared to competition</p> <p>No upper funnel advertising measures</p> <p>Advertisements are mainly product ads</p> <p>Currently too less manpower for the amount of advertising measures</p> <p>Retention rate is rather small</p> <p>Manpower for more advertising measures is missing at <i>Cosmeterie</i> at the moment</p>	<p>At the moment <i>Cosmeterie</i> has a rather small number of customers in the UK in comparison to other countries – thus the current advertising measures do not focus on UK and the current amount spent is rather small</p>	<p>3</p>	<p>High competition and thus customers might not notice <i>Cosmeterie</i> - but opportunity to increase the amount of ad spend</p>	<p>Increase the advertising measures in the upper funnel and the amount of ad spend in the UK</p>
<p>Trend towards natural/organic cosmetic products (cf. Łopaciuk and Łoboda 2013, p.1081).</p>	<p>2</p>	<p>Not the focus of <i>Cosmeterie's</i> products range</p>	<p><i>Cosmeterie</i> clearly differentiates itself from brands that focus on natural cosmetic products</p>	<p>1</p>	<p>Increasing interest in natural cosmetics decreases interest in other products</p>	<p>Focus on communicating the advantages of the highly developed products of <i>Cosmeterie</i></p>
<p>General loyalty of people to beauty product brands (cf. Thayer and Houghton 2019, p.27)</p>	<p>2</p>	<p>Existing customer base in the UK is rather small</p>	<p><i>Cosmeterie</i> is not well known in the UK at the moment since the brand does not focus on the UK</p>	<p>3</p>	<p>People remain with the brands and retailers they already know</p>	<p>Persuading customers through e. g. building up relationships or making the inhibitions threshold smaller through discounts</p>
<p>Majority of beauty products is still being purchased offline (cf. Statista 2020e)</p>	<p>1</p>	<p><i>Cosmeterie</i> does not have any brick and mortar stores</p>	<p><i>Cosmeterie</i> only focuses on online retail</p>	<p>1</p>	<p>Competition in the offline beauty retail is high</p>	<p>Still focus on online retail</p>

Table 4: SWOT catalogue for *Cosmeterie* (own presentation).

When having a look at the analysis, it becomes clear that the UK market has a lot of potential for *Cosmeterie* that is not fully exploited at the moment. In order to be able to develop a full funnel social media advertising concept, it is necessary to combine several of the strategies mentioned in the SWOT analysis. The most important and promising strategies amongst the SWOT analysis are the increase of advertising measures in the UK especially on social media platforms, the raise of the amount spent on advertising in the UK and the development of a full funnel social media advertising strategy that also includes advertising measures in the upper funnel steps. In the following, the current advertising measures of *Cosmeterie* are investigated in more detail.

9.2 Analysis of the current advertising measures

Before being able to determine steps for developing a full funnel social media advertising concept, it is of great importance to have a look at the already existing advertising measures of *Cosmeterie*. Therefore, the currently used social media advertising channels Facebook, Instagram and Google have been taken into account as well as the information that was given by the advertisers of *Cosmeterie*. Each platform will be dealt with individually. To begin with, a few of the overall *Cosmeterie* website numbers will be listed in order to better understand the company's current position. The first figure shows the number of users and sessions on www.cosmeterie.co.uk within the past few months.

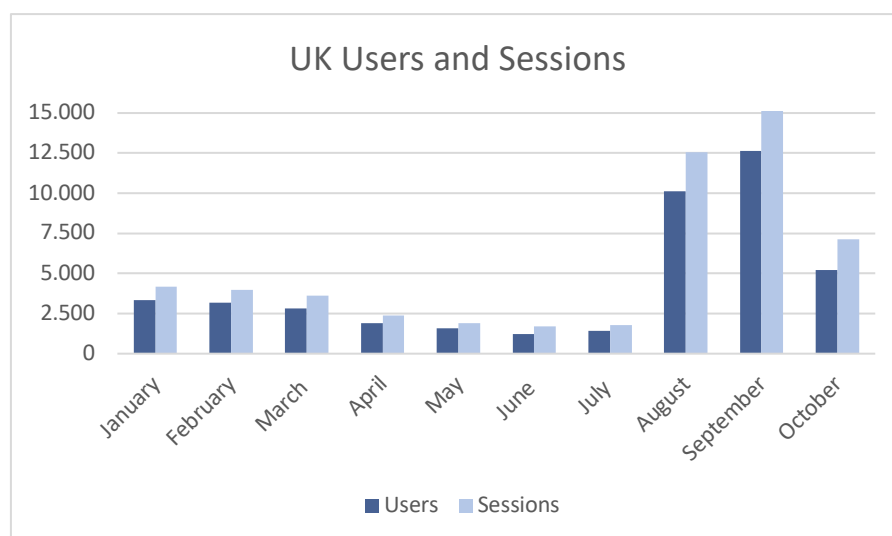


Figure 10: Number of users and sessions of *Cosmeterie* in the UK in 2021 [01.01.2021-31.10.2021] (own presentation).

Since January, the number of users and sessions has increased massively. In August, the number of users has overstepped 10,000 for the first time in 2021. Additionally, the number of sessions grew from 4,182 in January to 17,540 in September. This massive increase of users and session is due to a TikTok video that went viral in August (<https://vm.tiktok.com/ZMRq1M1vg/>). In that TikTok video a woman shows a product and its incredible effect on the dark circles around her eyes. *Cosmeterie* sells this product in their online shop and advertises the product via Google Ads as well. Conclusively, many people who saw the video visited the website of *Cosmeterie.uk*. Nonetheless, this hype did not last, as the numbers of October demonstrate. The number of users and sessions has decreased tremendously. However, the results are still considerably higher than before the hype. With the number of users in August and September also the number of purchases and thus, the revenue increased as the following two figures show.

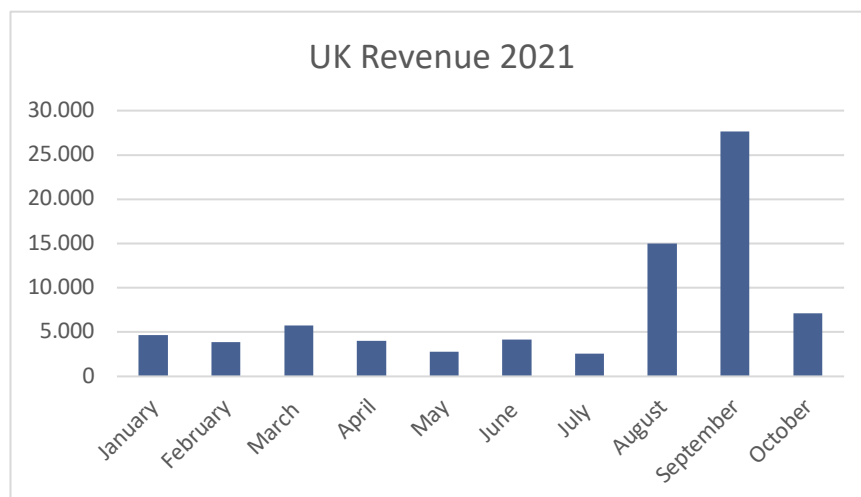


Figure 11: Revenue of *Cosmeterie* in the UK in 2021 [01.01.2021-31.10.2021] (own presentation).

The first figure shows that the revenue in the first 7 months of 2021 has been quite steady between 2,500 € and 6,000 €. However, August and September show an immense growth of the online retailer in the UK with a revenue over 15,000 € in August and around 27,000 € in September. In October the revenue decreased but still with 7,095 € is slightly higher than before the increase. When having a look at the products which achieved the revenue, it becomes clear that the TikTok video had an immense impact on the overall revenue since the product alone reached a revenue of around 35,000 € in the past three months. Moreover, the number of

purchases and add to cart has increased in August and September. In August, the number of add to carts has overstepped 500 with a total number of 1,446 and in September 2,604. The purchases increased from 44 in July to 354 in August and 665 in September. This increase in revenue even though it was mainly reached through one product also shows the potential of the UK market. However, also these numbers decreased tremendously in October with 893 add to carts and only 31 purchases.

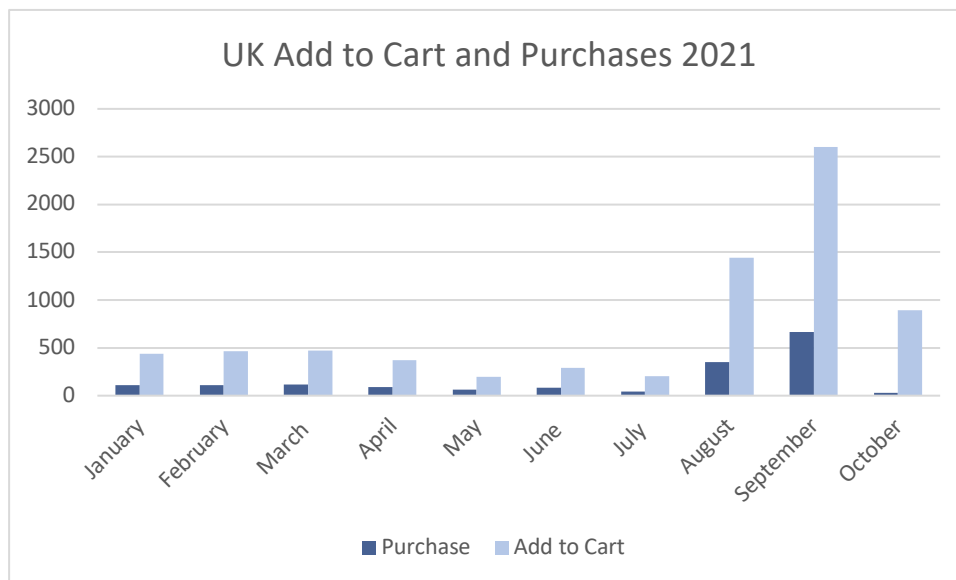


Figure 12: Number of add to carts and purchases of *Cosmeterie* in the UK in 2021 [01.01.2021-31.10.2021] (own presentation).

The overall number of website users from the UK in 2021 (Jan-Oct) is 42,133 and the 1,662 purchases achieved a revenue of 77,539 €. Regarding the current social media advertising measures in the UK, *Cosmeterie* is active with advertising on the platforms Facebook, Instagram and Google. In the following, the individual advertising measures on these social media platforms will be described separately.

Advertising measures on Google

This year, Google has played a major role in *Cosmeterie*'s advertising measures. On Google the beauty product reseller advertises via Shopping Ads and Search Ads. In 2021 (Jan-Oct), *Cosmeterie* spent 4,086.82 € on Google Shopping Ads and 2,380.40 € on Search Ads.

For Google Search, the bidding strategy is to maximize conversions. The ad sets are divided into 63 active ad sets that always focus on one specific brand. The

number of keywords in each ad set is rather low – between 3 and 10 keywords in each ad set – and mostly only the brand name is used. Altogether, there are around 150 ads that are active at the moment. They consist of several titles, an explaining text and a link to the website. The keywords depend on the brand that is being advertised. Regarding Search Ads, *Cosmeterie* completely focuses on the brands they sell. There are no Search Ads on *Cosmeterie* itself or beauty topics in general.

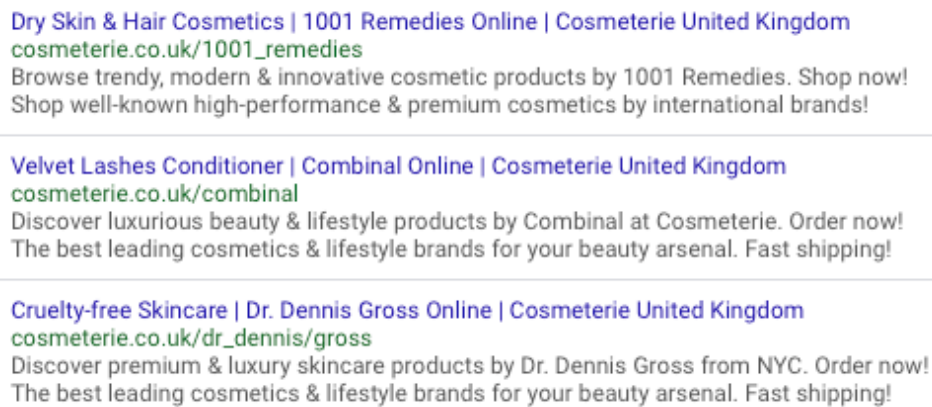


Figure 13: Examples of Search Ads of *Cosmeterie* (Google Ads of *Cosmeterie*).

The Google Shopping campaign is also divided into the different brands and their individual product groups. Also, the keywords are specifically tailored towards the brands and product names. On Google Shopping, the majority of the advertising budget is spent on the brand that has gone viral through TikTok at the moment.

Regarding the ad spend, the amount of money has not been distributed equally but a preference on the *[Cosmeterie_uk] Shopping* campaign can be determined. The following figure shows the amount spent on each campaign in 2021 (Jan-Oct) in EUR.

Campaign	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
[Cosmeterie_uk] Shopping	543.80	484.57	360.13	75.56	42.48	117.93	182.87	851.15	1,149.00	295.68
[Cosmeterie_uk] Marken	35.64	242.37	263.05	262.93	265.21	260.52	259.98	261.79	261.90	262.81
TOTAL	579.44	726.94	623.18	338.49	307.69	378.45	442.85	1,112.9	1,410.90	558.49

Table 5: Amount spent on Google Ads (Google Ads of *Cosmeterie*). *The ad spend has been converted from US dollars to euros with the exchange rate from 07.11.2021.

Moreover, regarding the performance of the campaigns in 2021 the following values have been ascertained:

Campaign	Amount Spent	Impressions	Conversions	Clicks	Number of orders	Revenue
[Cosmeterie_uk] Shopping	5,516.95 €	2,107,967	1,241.44	53,709	1,085.86	67,052.59 €
[Cosmeterie_uk] Marken	2,376.19 €	160,749	91.64	4,441	89.56	4,394.15 €
TOTAL	7,893.14 €	2,268,716	1,333.09	58,150	1,175.42	71,446.74 €

Table 6: Performance value on Google Ads (Google Ads of *Cosmeterie*). *The ad spend and the revenue has been converted from US dollars to euros with the exchange rate from 07.11.2021.

The big difference in revenue is due to the fact that on Google Shopping *Cosmeterie* advertised the product that has gone viral on TikTok. While on Google Search Ads the product has not been advertised specifically. Around half of the budget that was spent on Shopping ads has been used for this product and more than 35,000 € revenue have been made with this product in the UK in 2021. It could be useful to include that product into Google Search Ads as well since many TikTok users might search for the product on the Google Search Network.

Overall, the current Google Ads measures primarily focus on the lower funnel steps since shopping and search ads already assume a certain interest in purchasing a special type of product or brand. Potential customers who are rather in the awareness stage or consideration stage of the funnel are not being targeted with the current advertising measures. Moreover, display ads and video ads are not being used at the moment. Both advertising formats could be useful to generate awareness for *Cosmeterie*. Furthermore, the number of keywords is rather low and could be increased in the future. Also, a few additional basic ads could be included into the Search campaign that might focus on general beauty topics or topics on the blog of *Cosmeterie* in order to reach people who are currently not ready to directly purchase a product and do not search for a specific brand already. Nonetheless, the Google ads measures especially regarding Shopping already achieve fairly satisfying numbers.

Advertising measures on Facebook and Instagram

This year, *Cosmeterie* advertised on Facebook and Instagram with a total amount of 1,063.01 € (Jan-Oct). In comparison to the whole amount of ad spend with 19,561.62 on Facebook and Instagram, this number is rather small. In 2021, there were three campaigns that have been set up for advertising measures in the UK. Nevertheless, only two of them were active. Thus, only these two are being considered for this analysis.

The first campaign *UK – Dynamic Remarketing Ads* has been set up specifically for UK customers with the objective of catalogue sales. It includes only one ad set that has been set up with the following characteristics:

- United Kingdom
- All Genders
- 20-65+
- No specific detailed targeting (like e. g. interests)
- Placement on Facebook, Instagram and Messenger in Feeds
- All Languages
- No Custom Audiences or Lookalike Audiences
- No exclusions
- Optimization for Conversion Events – View Content
- People who interacted with the products of *Cosmeterie* on and off Facebook

In the ad level, there are two different ads that are also active at the moment. The first ad is a Carousel Ad that consists of several individual cards which show a clean picture of the product, the name of the product, the price and a call-to-action directly to the individual product on the website of *Cosmeterie*. A product catalogue of *Cosmeterie* is deposited in this ad, which means that the products that are available at *cosmeterie.co.uk* are advertised automatically within this Carousel Ad. The Carousel Ad does not include text. Moreover, a single image ad is being advertised within this campaign which has the same parts as the Carousel Ad but only shows one product at a time. This ad also includes a text.

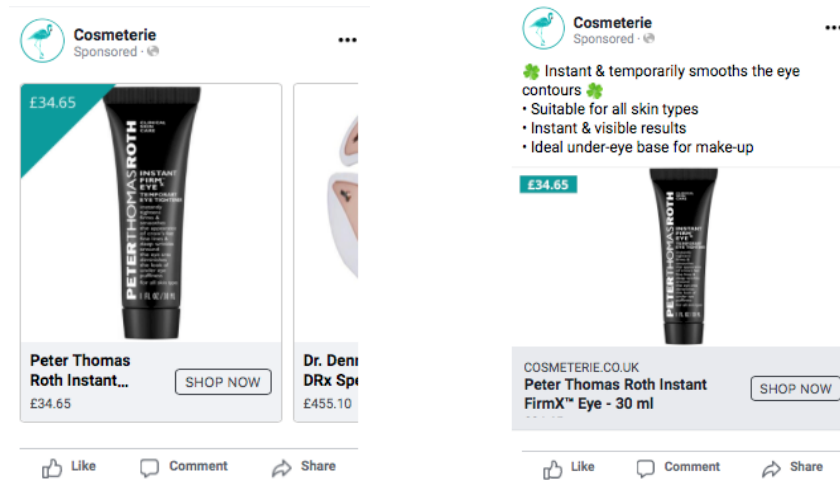


Figure 14 and 15: Screenshots from the Ads Manager of *Cosmeterie* (Facebook Ads Manager).

The second campaign of *Cosmeterie UK Conversion ADs (Push campaigns)* has a similar setup as the first mentioned campaign since it also includes several ad sets for different countries and several ad sets for the UK. The campaign objective is Conversions. The several UK ad sets seem to be split into months. The characteristics of the ad sets are always quite similar if not the same and include the following:

- United Kingdom
- Women
- 23-55+
- Interests: Cosmetics + Behaviors: Engaged shoppers
- Placement on Facebook, Instagram and Messenger in Feeds and Stories and Reels
- All Languages
- No Custom Audiences or Lookalike Audiences
- No exclusions
- Optimization for Conversion Events – Add to Cart

Each ad set includes only one ad that always contains an image ad with a discount. In addition, the ads also contain a text, as well as a call-to-action-button.

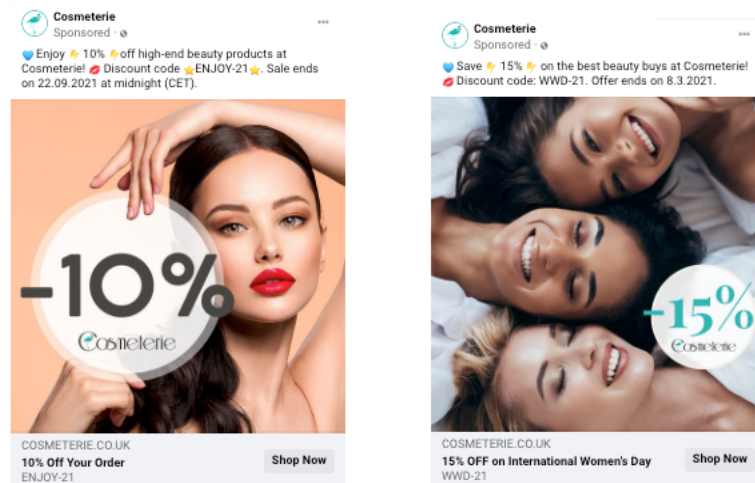


Figure 16 and 17: Screenshots from the Ads Manager of Cosmeterie.

Regarding the ad spend, the amount of money has not been distributed equally but a clear focus on the UK – Dynamic Remarketing Ads campaign can be determined. The following figure shows the amount spent on each campaign in 2021 in EUR.

Campaign	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
UK – Dynamic Remarketing Ads	46,57	46.35	77.36	75.05	77.94	74.55	77.48	77.62	74.95	68.45
Conversion Ads (Push campaigns)	36,43	23.15	43.21	37.49	36.03	38.59	39.26	37.04	39.26	36.23
TOTAL	83.00	69.50	120.57	112.54	113.97	113.14	116.74	114.66	114.21	104.68

Table 7: Amount Spent on Facebook and Instagram Ads (Ads Manager of Cosmeterie).

Moreover, regarding the performance of the campaign in 2021(Jan-Oct) the following values have been ascertained:

Campaign	Amount Spent	Reach	Impressions	CPM	Link Clicks	Website Purchases	ROAS
UK – Dynamic Remarketing Ads	696.32 €	5,682	70,158	9.93 €	1,583	17 ¹	0.94*
Conversion Ads (Push campaigns)	366.69 €	21,827	33,273	11.02 €	103	9 ²	-
TOTAL	947.3 €	25.339	92,780	20.81 €	1,403	22	0.62

Table 8: Performance value on Facebook and Instagram Ads [01.01.2021-31.10.2021] (Ads Manager of Cosmeterie).

¹ These results may not include conversions from people who have opted out of tracking on iOS 14.5 and later devices, or people in the European Region who have exercised other data controls on Facebook.

² These results may not include conversions from people who have opted out of tracking on iOS 14.5 and later devices, or people in the European Region who have exercised other data controls on Facebook.

Overall, the current advertising measures on Facebook Ads in the UK are quite minimalistic. This is due to the fact that UK has not been perceived as one of the most important markets for *Cosmeterie* in the past. The advertising measures of *Cosmeterie* on Facebook and Instagram only focus on the lower funnel since in 2021 no campaign was published with an objective that could be assigned to the funnel steps of awareness or consideration. Moreover, the ad sets are quite closed and only focus on people who already interacted with the products of *Cosmeterie*. The Ads itself are also rather minimalistic since the only running ads are either clean product ads or ads that include a discount. However, the advertising measures on Facebook still have a lot of potential and could make use of many more features of Facebook Ads.

9.3 Target group analysis

Besides having a look at the current advertising measures, it is of great importance to incorporate the current target group characteristics regarding the advertising measures. As the analysis of the current advertising measures and its targeting already shows, the majority of *Cosmeterie*'s target group is female. When having a look at the data from Google Analytics, these targeting settings are confirmed since 74.6% of all sessions are held by women and only 25.4% of all sessions are held by men.

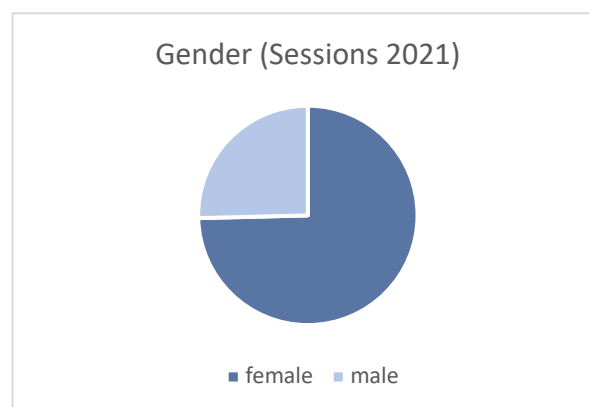


Figure 18: Gender segmentation of *Cosmeterie* website sessions in 2021 [Jan-Sep 2021] (own presentation).

More precisely, the majority of the target group is between 25 and 44 years old. In fact, more than 50% of the sessions in 2021 can be assigned to this age group. The

third biggest age group regarding the sessions on *Cosmeterie.co.uk* are people between 18 and 24. Which gives a positive prospect for the future.

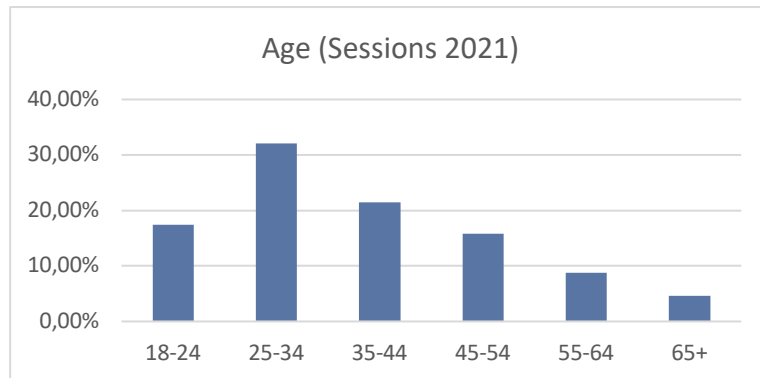


Figure 19: Age segmentation of *Cosmeterie* website sessions in 2021 [Jan-Sep 2021] (own presentation).

Another interesting information about the target group is the type of device it uses when visiting the website of *Cosmeterie*. The absolute majority with 86.89% uses mobile devices. This should also be considered when deciding on the right advertising measures. Furthermore, more than 66% of all sessions are conducted via an Apple iPhone.

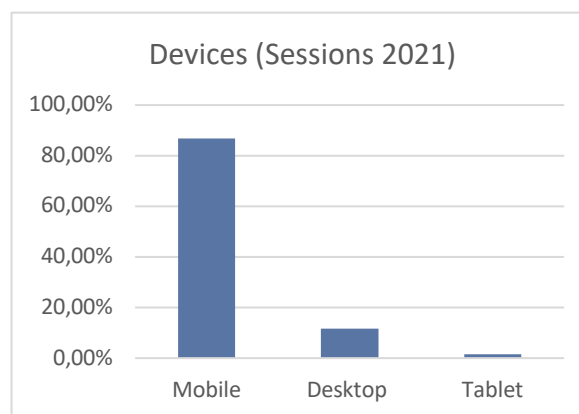


Figure 20: Devices segmentation of *Cosmeterie* website sessions in 2021 [Jan-Sep 2021] (own presentation).

The last target group characteristic analyzed are the interests of people who visited the website of *Cosmeterie*. The most promising interests are:

- Beauty & Wellness/Beauty Mavens
- Lifestyles & Hobbies/Fashionistas
- Food& Dining/Cooking Enthusiasts/30 Minute Chefs

- Shoppers/Value Shoppers
- Media& Entertainment/TV Lovers
- Lifestyles & Hobbies/Family-Focused
- Shoppers/Bargain Hunters
- Lifestyles & Hobbies/Green Living Enthusiasts
- Food & Dining/Foodies
- Home & Garden/Home Decor Enthusiasts

Personas

After having elaborated the current social media advertising measures of *Cosmeterie* and the current target group characteristics, the target group for the future advertising measures needs to be determined. Therefore, Personas are going to be developed that are based on the already existing customer data of *Cosmeterie*. Generally, personas are fictional but very realistic profiles of users or customers. In the case of marketing, they help to better understand the target audience since they encompass the characteristics, needs, and motivation of potential customers (cf. Kirchem et al. 2021, p.1). The general target group of *Cosmeterie* UK is described by founder Sophie Ryba as:

- Current and future customers
- Mainly female
- Between 25 and 45 years old
- Living in the UK
- Higher middle class
- Very beauty affine
- Like to try out the newest trends in beauty industry regarding technological developments.
- Like to shop online

These criteria indicate how the target group of *Cosmeterie* in the UK looks like. With this information, the following personas have been developed:



Figure 21: Persona 1 (shutterstock 1971779330 2021)

Ava is 34 years old and currently works as an editor in a fashion magazine in London. She has always focused on her career and even though her days are quite stressful, Ava loves her job. In her leisure time, she likes to do Pilates and spend the evenings with a group of friends, good wine and delicious food. Due to her job, Ava is very social media affine. She spends several hours a day with researching new trends on social media platforms especially Instagram,

Pinterest, Google and YouTube and is always up to date when it comes to fashion and beauty. Regarding her own beauty routine, Ava likes to try out new things. In general, she does not like to use the big brands but rather focuses on smaller brands that not only follow but determine the new technological developments on the beauty market. A year ago, she noticed the brand *Cosmeterie* through their social media presence. Since then, Ava has become a persuaded supporter and active customer and has tried out several different brands and products from the online shop. She also already follows *Cosmeterie* on their social media channels.



Figure 22: Persona 2 (shutterstock 1806201952 2021)

Olivia is 28 years old and currently pursuing her MBA in Manchester. Besides her studies, Olivia works part time in her father's architecture office. Usually, she spends her leisure time with her passion tennis or her boyfriend. In the evenings, she also really likes to go out. Olivia especially places importance on her own visual appearance when it comes to social media. She is very active on Instagram, Pinterest, Facebook, Google and LinkedIn.

A month ago, Olivia started to look for a new skin care routine and make

up, since she was not satisfied with her old one and wanted to try something new that would especially help her with the dark circles around her eyes and her dry skin. While searching, she saw an advertisement of *Cosmeterie*. After a few days of comparing different brands and products, she decided to order at *Cosmeterie* due to their innovative and technological products. She just received her first order and is trying out her new skin care routine at the moment.



Figure 23: Persona 3 (shutterstock 523378084 2021)

Susanna is 42 years old and a loving mom of two kids, Thomas 7 and Sophie 9. For her living, Susanna works as a teacher in a school in Oxford. In her leisure time, she likes to go for a run or spend the time with her family. Her visual appearance as a mom is very important for her since she wants to feel comfortable in her own skin. She is also present on social media platforms such as Facebook and YouTube and uses Google on a regular basis. Regarding

her skincare, Susanna especially focuses on products that create a healthy skin and delay the ageing process a little bit. At the moment, she already has a range of products that she uses, but in general she would be open-minded for trying out new things if the quality persuades her. By now, Susanna has never heard of *Cosmeterie* before.

10 Advertising concept – Primary market research

The following chapter is dedicated to the primary research, which has been executed in the form of a quantitative survey in order to gain further information on the target audiences social media behavior and their preferred advertisements. Subsequently, the methodical approach of the primary research is going to be covered.

10.1 Research design

The study design of this research is divided into six parts: information need / research objective, method, structure of the sample, hypotheses, survey instrument and planned field work.

10.1.1 Information need and research objective

In general, primary research is conducted due to a lack of information and shall help to recognize new developments on the market at an early stage and to develop measures for the future (cf. Grunwald and Hempelmann 2012, p.1). At the moment *Cosmeterie* faces an information deficit regarding what kind of advertisement works best on potential UK customers e. g. whether they would rather click on advertising measures that fit the lower funnel steps or rather prefer measures of the upper funnel that aim for awareness etc. Moreover, discounts could play a major role in the advertisement strategy. Furthermore, there is still information missing of which platforms potential UK customers use regularly and how they can be addressed in the best way. Thus, the research objective is to get clear information on the advertisement perception and the social media behavior of potential UK customers in order to later being able to develop a full funnel social media advertising concept directly tailored towards potential UK customers. First, it was planned to conduct a survey amongst already existing UK customers on the website of *Cosmeterie*. However, since the number of participants was insufficient (17 after two months runtime) it was decided to rework the questionnaire and distribute it to a wider range of people in the form of people interested in beauty products in the UK.

10.1.2 Research method

The aim of the primary research was to gain information about potential UK customers of *Cosmeterie*. Thus, a quantitative research has been conducted. Regarding quantitative research, it is possible to decide between different types of surveys: personal interview, telephone questioning, written survey and online questionnaire (cf. Oberzaucher 2017, p.21). In the case of *Cosmeterie*, quantitative research in the form of a standardized online questionnaire amongst potential UK customers has been perceived as the most suitable choice. This method is considered the most adequate one since it enables broader insights into the advertising perception of potential UK customers and therefore also is more reliable

for the development of a full funnel advertising concept. Moreover, the low costs as well as the assurance of anonymity and the flexibility of online surveys are major advantages that led to this decision (cf. Oberzaucher 2017, p.25). The survey has been designed via the online tool SurveyMonkey and later has been distributed via a link. Moreover, the survey included 25 questions.

10.1.3 Sample selection

Due to the fact that the survey has been distributed to potential customers via a link on several online platforms, which can be anyone in the UK that has a certain interest in beauty products, the survey has been distributed to an uncertain amount of people. Thus, it was not possible to define a clear sample selection. The only requirement of the target group of the questionnaire was that they live in the UK and have a certain interest in beauty products or beauty advertising.

10.1.4 Hypothesis/Thesis

Quantitative research in general intends to confirm whether findings are also valid, which is why it is necessary to formulate hypothesis. The null hypothesis always is formulated negatively and opposes the alternative hypothesis, which is formulated positively (cf. Oberzaucher 2017, p. 51). For the research design the following hypotheses have been defined:

H₀₁: There is no significant coherence between age and the platforms people use regularly.

H₁: There is a significant coherence between age and the platforms people use regularly.

H₀₂: There is no significant coherence between the platforms people use regularly and the elements advertisement needs to include in order to be appealing to the participants.

H₂: There is a significant coherence between the platforms people use regularly and the elements advertisement needs to include in order to be appealing to the participants.

H₀₄: There is no significant coherence between the platforms people use regularly and the advertisement that persuades them to purchase.

H₄: There is a significant coherence between the platforms people use regularly and the advertisement that persuades them to purchase.

H₀₃: There is no significant coherence between the platforms people use regularly and the advertisement that catches their attention the most.

H₃: There is a significant coherence between the platforms people use regularly and the advertisement that catches their attention the most

T₀₁: Most participants in the UK are not more likely to purchase again when they get an advertisement that includes a discount.

T₁: Most participants in the UK are more likely to purchase again when they get an advertisement that includes a discount.

10.1.5 Survey instrument

The first survey instrument was a standardized questionnaire which has been distributed via a pop-up at the online shop of *Cosmeterie* to several customers and online shop visitors. Moreover, the participants received an allowance in the form of a £ 5 discount for their next purchase in order to motivate them to participate in the questionnaire. The second survey has also been a standardized questionnaire that has been distributed via a link to 14 acquaintances in the United Kingdom. They then sent out the survey to more relatives and friends. In addition, the survey has been posted on 9 different Facebook pages that focus on survey exchange and on 6 Facebook pages that focus on the topic beauty in the UK. In addition, 3 survey exchange and 3 cosmetic groups on reddit were used for the distribution of the survey.

10.1.6 Planning of the field work

The pre-test of the first questionnaire with the aim of checking the comprehensibility has been done from the 12th to the 17th of Mai. The questionnaire then went live on the 17th of Mai via a pop-up on the website of *Cosmeterie*. On the 29th of July, the questionnaire has been closed. By then, the quantitative research only received 17 answers and the decision for creating a new survey has been made. The second questionnaire started on the 13th of September and was closed on the 27th of September. The evaluation of the survey findings took place on the 27th and 28th of September.

10.2 Research findings

This chapter will focus on the key findings from the quantitative research. Basically, the survey was divided into three different parts. The first part concentrated on general questions on the demographic data and the social media usage of the participants. The second part asked the participants about their shopping behavior regarding beauty products and their opinion and online behavior regarding beauty advertising on different platforms. The final part showed the participants different types of advertisements they could choose from. The full questionnaire as well as the results of each question can be found in the appendix. The following chapter will outline the structure of the sample.

10.2.1 Structure of the sample

The general quantitative survey has been sent out to an uncertain amount of people since the distribution of the survey took place over several acquaintances as well as survey exchange and beauty groups on online platforms such as reddit and Facebook. Overall, 174 people took part in the survey and 159 of them completely answered the questionnaire. In the following, only the fully completed answers are going to be considered. Thus, the total population is 159.

Regarding the gender distribution, 91.19% of the 159 participants were female and only 8.81% were male. The distribution of age amongst the participants can be identified in the following:

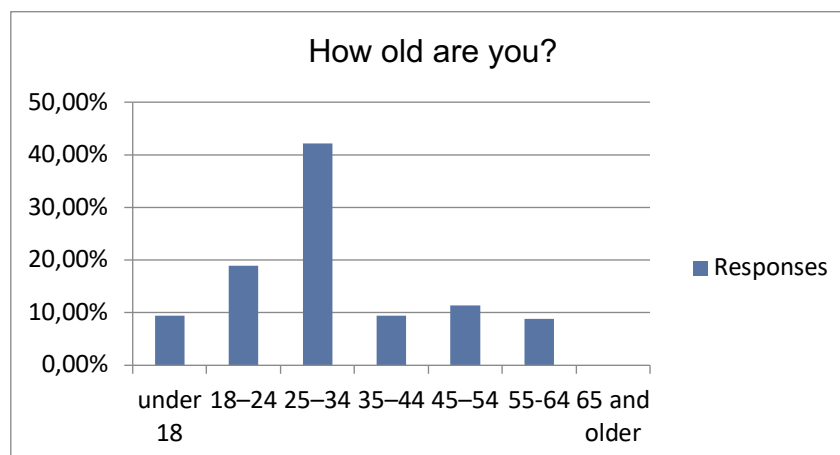


Figure 24: Distribution of age amongst the survey participants (own presentation).

The majority of the participants with 42.14% has been between 25 and 34 years old, which also fits the main target group of *Cosmeterie*. The second largest group are people between 18 and 24 years with 18.87%.

10.2.2 Research results

Before going into detail regarding the results of the survey and the hypotheses, the following chapter will give insights into the demographic data and the general social media usage and opinion on beauty advertisement of the participants. Since the whole evaluation of the research would exceed the extent of this thesis, the following chapters only concentrate on the most important findings of the survey. The whole results of the survey can be found in the appendix.

Social media usage findings regarding beauty advertisement

Within the survey, the social media usage and the behavior of potential UK customers have also been dealt with. Subsequently, the most important findings are going to be presented. Exceeding 80.5%, the most used platform is Google, directly followed by Instagram with 78.62% and Facebook with 74.21%. Quite popular amongst the users is also the platform YouTube with 68.55% of users. The platforms Pinterest, Snapchat and Twitter have attained slightly less prominence with not more than 31%.

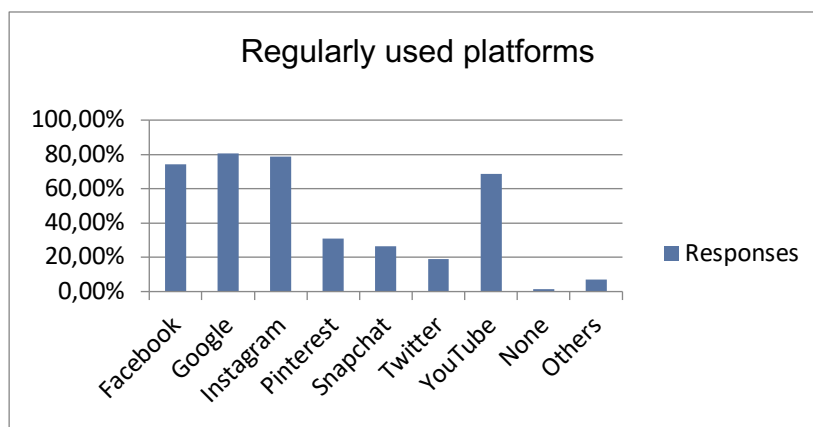


Figure 25: Platforms regularly used by the survey participants (own presentation).

Afterwards, the users were asked on which of these platforms they usually first notice a beauty brand. With 76.10%, Instagram seems to be the most important awareness platform amongst potential customers, followed by Facebook, Instagram and Google with each around 30%. On the contrary, the most common platforms

amongst the participants for the last view before they purchase are Instagram (47.17%) and Google (43.40%).

The participants were also asked how they usually first notice a beauty brand. The clear majority with 75.84% stated that they would first notice a beauty brand through advertisement, followed by the second and third most given answers of a friend and an influencer. Google Search rarely is where people first notice a brand.

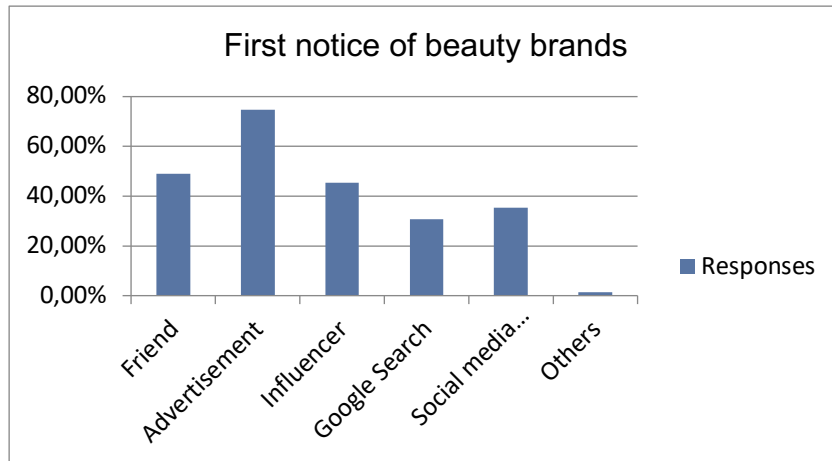


Figure 26: How potential customers first notice beauty brands online (own presentation).

Regarding the preferred type of content on social media platforms, the participants opinion is quite balanced with 49.69% preferring image and 50.31% preferring video content. Furthermore, the participants stated what elements a beauty advertisement should include in order to be appealing to them. The following figure shows the most important elements:

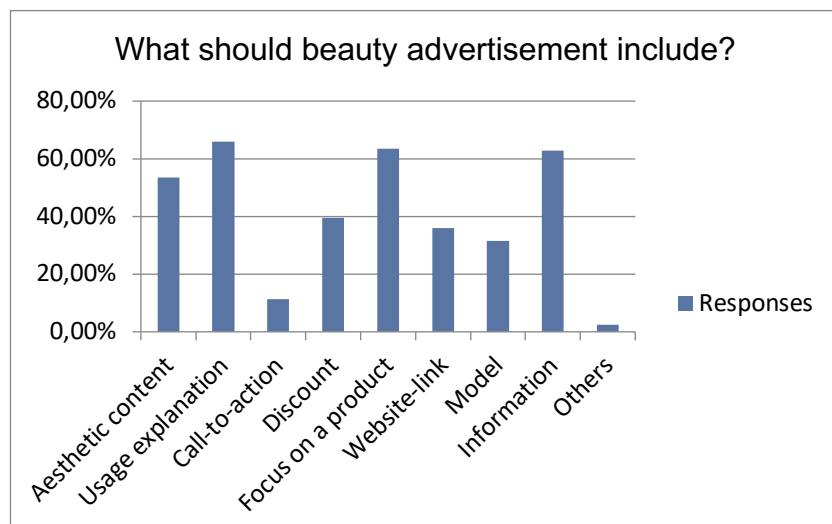


Figure 27: What beauty advertisement should include (own presentation).

The most important components of beauty advertisement for the participants are an explanation of the usage of the product (66.04%), the focus on a product (63.52%), interesting information (62.89%) and aesthetic content (53.46%).

Further interesting findings of the survey are:

- The most purchased beauty products are skincare products with 61% of the participants buying skincare online.
- 67.30% stated that they are more likely to repurchase a product from a brand that gives them a discount.
- 86.69% answered that they would rather or definitely recommend products that they like to a friend.
- 61.63% agree or strongly agree that beauty advertisement should be more diverse.
- 75.47% agree or strongly agree that beauty advertisement should portray more different body types and 84.91 stated that it should show people of different ages.
- 62.89% agree or strongly agree that beauty advertisement is unrealistic.
- The three most important characteristics of beauty advertisements are product quality (96.23% – important or very important), information about the product (91.2% – important or very important) and positive recommendations (86.8% – important or very important).

In the last part of the survey, the participants were shown different beauty advertisements and asked questions about them. The first showed the following advertising examples of a Link Ad, a Video Ad, a Link Ad, a Carousel Ad, a Collection Ad and a Story Ad:

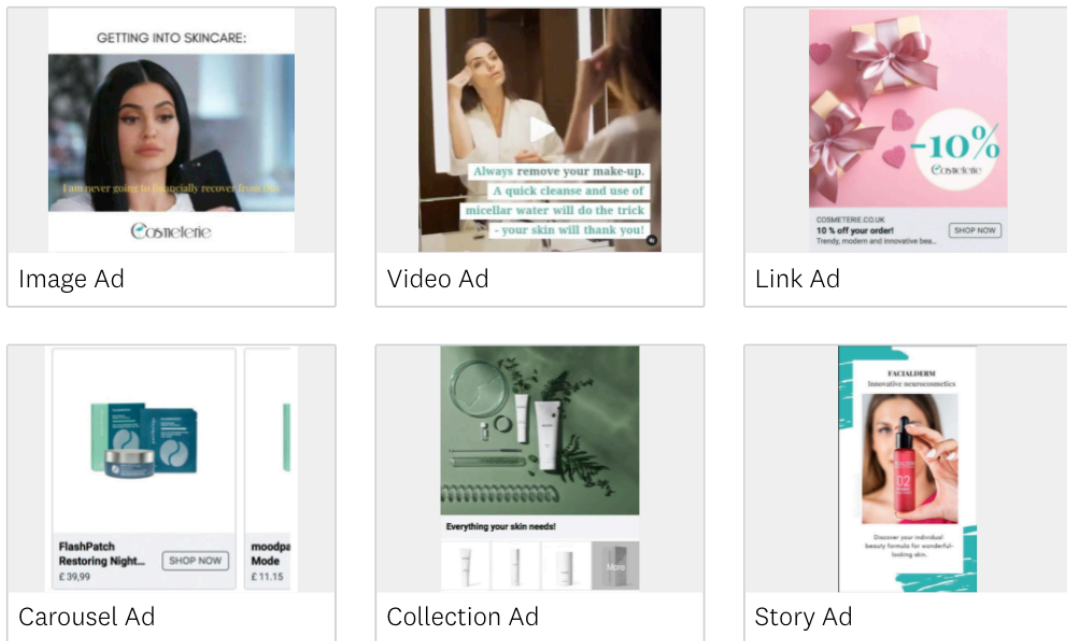


Figure 28: Advertising examples in the survey (own presentation).

In the survey, the participants have been asked which of these advertisements is appealing to them. The participants considered the Video Ad, the Link Ad (with a discount), the Collection Ad and the Story Ad the most appealing ones.

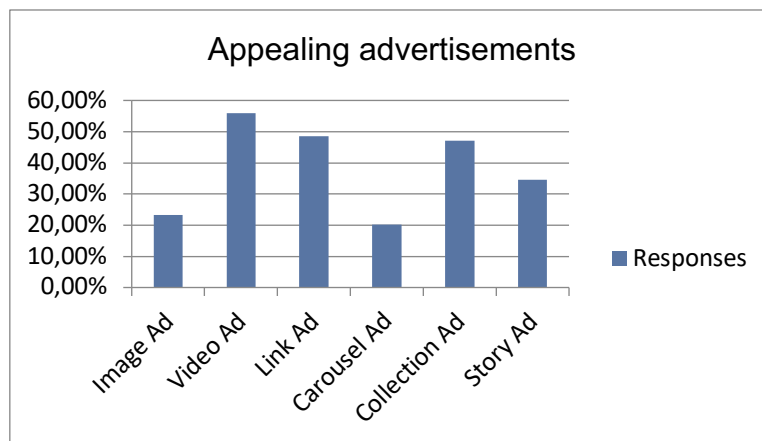


Figure 29: Appealing advertisements (own presentation).

Another set of advertisements has been shown to the participants with the question of which of the advertisements would catch their attention the most and which of the advertisements would persuade them the most to purchase a product.

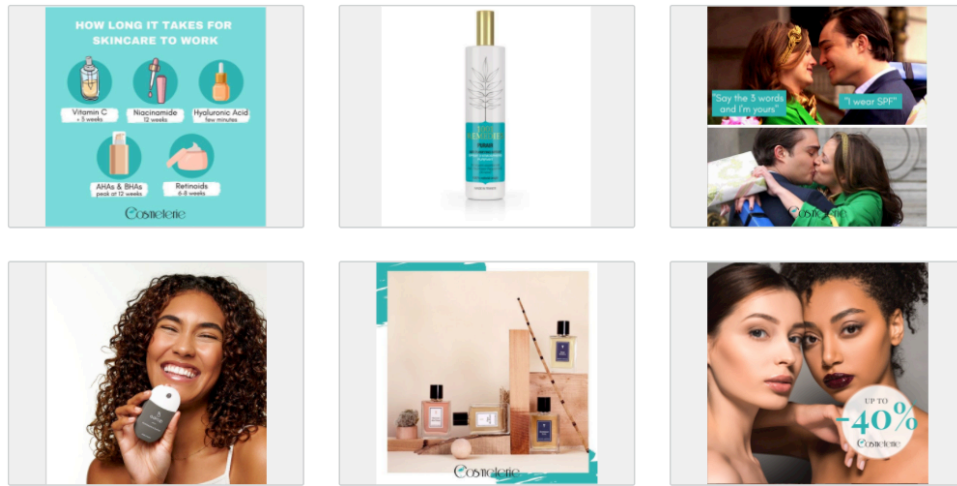


Figure 30: Advertising examples for the question which would catch the attention, and which would persuade the participants to purchase (own presentation).

30.82% stated that Image 6 with the discount would catch their attention the most. 23.27% perceived the Image 1 with the explaining graphic as the most interesting and 18.24% felt drawn to image 4 with the smiling woman. These three images were also considered the most persuading images when it comes to purchasing. Image 6 persuaded 35.85% and Image 4 26.42%. Followed by Image 1 with 16.35%.

In addition, they could decide between an Image Ad (photo of the product in a setting) or a Carousel Ad (plain picture of the product) of the same product. 75.47% stated, that the image ad is more appealing to them. When they could decide between a Story Ad and an Image Ad the participants clearly chose the Story Ad as more appealing with 61.64%. Lastly the participants were shown three different types of Google Ads, a Search Ad, a Shopping Ad, and a Display Ad and were asked which of these advertisements would catch their attention the most. 63.52% chose the Shopping Ads as the ad they would give their attention to.

Hypothesis

Within this section, the focus lies on checking the previously defined hypotheses $H0_1$ - $H0_4$ and the thesis $T0_1$.

$H0_1$ assumed that there is no coherence between age and the platforms people use. For checking this hypothesis, an ordinal logistic regression was elaborated to test whether, for example, the variables Facebook can predict the age of people to state

whether there is a significant coherence between the use of specific platforms and age. Through this model a coherence could be detected. The regression model is statistically significant ($\chi^2(8) = 87.08, p < .001$) with a good explanation of variance of nagelkerke $R^2 = .440$. From eight tested variables, three have been significant: Instagram ($p < .001$), Snapchat ($p < .001$) and YouTube ($p = .001$). This shows that is a coherence. People who use Instagram, Snapchat and YouTube regularly on average are younger than people who use the mentioned platforms. On the contrary, Facebook ($p = .100$), Google ($p = .344$) Pinterest ($p = .860$), Twitter ($p = .285$) and *none* ($p = .287$) did not show a significant influence on the predictive performance of the model. The problem with this model is that it does not consider multiple answers. Thus, the Mann-Whitney-U test has been conducted in order to confirm the afore mentioned findings. This test calculates the age difference between people who use a specific platform in contrast to the people who do not use the platform. The test showed that people who use Facebook ($MR = 74.08$) are younger than people who do not use the platform ($MR = 97.05; U = 1720.00, Z = -2.88, p = .004$). The same counts for Instagram (Usage: $MR = 69.26$, No usage: $MR = 119.49; U = 782.50, Z = -5.90, p < .001$), Snapchat (Usage: $MR = 43.70$, No usage: $MR = 93.03; U = 932.50, Z = -6.23, p < .001$) and YouTube (Usage: $MR = 69.01$, No usage: $MR = 103.96; U = 1527.00, Z = -4.647, p < .001$) on average are younger than people who do not use the platforms. Both tests showed a similar result. Thus, the H_{01} hypothesis can be rejected and a coherence can be confirmed.

H_{02} assumed that there is no coherence between the platforms people use regularly and the elements that an advertisement needs to include in order to be appealing to them. In this case, the H_{02} hypothesis can be rejected since a significant coherence could be found between the platforms people use regularly and the elements an ad needs to include in order to be appealing to them ($\chi^2(64) = 91.77, p = .013$). Since p is below 0.05 the coherence is significant. That means that depending on the platform people use, the important elements of an ad vary as well.

H_{03} stated that there is no significant coherence between the platforms people use regularly and the ad that catches their attention the most. This hypothesis can be maintained since no significant coherence between the platforms people use regularly and the ad that catches their attention the most could be found ($\chi^2(40) =$

38.70, $p = .529$). Since p is above 0,05 there is no significance given and the H_{03} hypothesis can be maintained.

The H_{04} hypothesis stated that there is no coherence between the platforms people use regularly and the ad persuades them to purchase the most. Again, in this case, the H_{04} hypothesis can be maintained since no significant coherence between the platforms people use and the ad that persuades them to purchase could be found ($\chi^2(40) = 38.70, p = .529$). Since p is above 0,05 there is no significance given and the H_{03} hypothesis can be maintained.

The thesis T_{01} stated that most participants in the UK are not more likely to purchase again when they get an advertisement that includes a discount. This thesis can be rejected since 67,3% stated that they are more likely to purchase again when they get a discount. Hence, the T_1 thesis counts.

10.2.3 Conclusion of the findings

The aim of this thesis was to generate a holistic overview of the target groups social media behavior and their perception of beauty advertisement in order to later being able to develop the ideal full funnel social media advertising concept for *Cosmeterie*. In general, the findings of the conducted survey give valuable insights into the social media behavior and the perception of beauty advertisement amongst the participants. First of all, the importance of the platforms can be derived from the survey results. The survey results show that a mixture of several platforms and advertising measures is the right choice for the development of a full funnel social media advertising concept for *Cosmeterie*. It becomes clear that the most important platforms for the full funnel advertising concept are going to be Google, YouTube, Instagram and Facebook. Pinterest, Snapchat and Twitter, however, are of less importance. Moreover, Instagram seems to be the most significant platform in the upper funnel since most of the participants first notice beauty brands on Instagram. Moreover, especially Google and Instagram are the right choice for the lower funnel steps since people tend to last view a product on these platforms before they purchase it. Another finding of the research is that typical bottom of funnel (Plain Carousel Ads) ads are not as appealing to potential customers as product ads that are portrayed in a setting. In general, the preferred ads amongst the participants

can rather be assigned the upper and middle funnel phases than the lower funnel phases, since product ads in general did not perform that well amongst the participants. Moreover, discounts are still a running driver regarding the loyalty phase of the funnel and help to persuade people to purchase again. Furthermore, Shopping Ads seem to be the most important advertising type on Google. Regarding the content of the ads, the participants seem to wish for more diversity concerning body types and age. In addition, the most important elements of a beauty advertisement can be derived from the survey results, which means that within the funnel it is important to use ads that also fulfill and implement the preferred criteria and elements. All of these findings are going to be considered within the development of the concept and will help to decide on the right advertising measures.

11 Advertising concept – Objectives

After having dealt with the analysis part of the concept development, it is necessary to have a look at the objectives of *Cosmeterie* before defining advertising measures for the full funnel social media advertising concept. Thus, the aforementioned company objectives are being used:

1. Increase the retargeting audience in the UK by 80 percent until the 31st of December 2022 based on the numbers from October 2020.
2. Increase the number of active customers by 50 percent until the 31st of December 2022 based on the numbers from October 2020.

For achieving these objectives, the company's goals are to:

3. Implement advertising measures that fulfill a full funnel social media advertising concept including all steps of the funnel on the relevant social media platforms.

After now having commemorated the objectives, it is necessary to deal with the strategy phase & the operational planning of this thesis.

12 Advertising concept – Strategic & Operational planning

This chapter will focus on the development of a full funnel advertising strategy for *Cosmeterie*. Thus, the below-mentioned figure shows an interpretation of the individual funnel steps of *Cosmeterie* based on the five funnel steps that have been covered in the theoretical part: Awareness, Consideration, Conversion, Loyalty and Advocacy. In each step, potential customers of *Cosmeterie* can either enter or leave the funnel and through advertising in all of the funnel steps potential customers are guided towards a purchase and becoming an active and loyal customer that also recommends *Cosmeterie* to friends.



Figure 31: *Cosmeterie's* advertising funnel (own presentation).

Before going into detail with the individual funnel steps and their advertising measures, it is necessary to have a look at the measures of recommendation that can be derived from the literary section, the analysis phase and the research findings.

12.1 Measures of recommendation

This chapter focuses on the most important measures of recommendations:

1. Take advertising measures that fulfill all steps of the funnel:

Cosmeterie should make use of the funnel for several reasons. First of all, at the moment they do not have many active customers and only have a small retargeting audience and are rather unknown in the UK. Furthermore, the competition in the field of advertising in the UK is very high. Thus, it is necessary to create individual advertising measures for the target audience.

Moreover, full funnel social media advertising supports companies in the acquisition process. Additionally, it literally takes customers by the hand (virtually) guides potential customers from the first contact with a brand towards becoming not only a loyal customer but a supporting advocate. For example, when customers first notice a brand online, they probably are not ready to purchase directly. Since they do not trust the brand and also do not have a relationship with the brand, they need more time to think about a possible purchase. Thus, it might not be useful to directly show them an ad that only displays the product, the price and a direct “purchase now” link. Through leading potential customers through the funnel steps awareness, consideration, conversion, loyalty and advocacy with individual advertising measures for each step of the funnel the overall advertising performance of a company can be improved. The funnel in general starts with very broad advertising measures and targeting and narrows the closer it comes to the bottom of the funnel. Of course, in order to develop a full funnel social media advertising concept, it is necessary, to take advertising measures that fulfill all steps of the marketing funnel. Thus, it is mandatory to consider advertising measures for the steps: awareness, consideration, conversion, loyalty and advocacy. To fulfill all steps of the funnel, *Cosmeterie* needs to use different campaign objectives, targeting possibilities and ads. A clear guidance for the development of a full funnel advertising concept can be found in chapter 12.2 *Full funnel social media advertising concept for Cosmeterie*.

2. Take advertising measures on Facebook, Instagram, Google, YouTube and Pinterest:

As the literary research and the results of the online survey showed, for *Cosmeterie* it makes sense to advertise on these five platforms. Facebook, Instagram, Google and YouTube have the most users within the relevant age groups and thus, are the most important platforms. Thus, it makes sense to advertise on all of them. The fifth most relevant platform is Pinterest, which is also used as an inspiration (awareness stage in the funnel), hence in the field of advertising, where everything needs to be tested, it is recommended for *Cosmeterie* to try out Pinterest as an advertising platform. Each platform has individual characteristics which makes a mixture of all of them an important part of the full funnel concept. For example, they differentiate in the

target group on each platform, the available advertising measures and the purpose of the platform (e. g. Instagram sharing aesthetic pictures / Google searching for something). While YouTube and Pinterest might be especially of use for targeting people in the upper funnel steps, on Google Search people already have a certain interest in a product and search for it. The advertising measures on each platform also need to consider these specific differences and ideally should be produced for each platform individually. Thus, it can be of great value for *Cosmeterie* to use several platforms and also target people cross-platform. Snapchat, Twitter and TikTok are not considered in the following advertising strategy since either the findings in the research have shown that the platforms are not relevant amongst people with interest in beauty products or the main target group on the platform is younger than the target group of *Cosmeterie*. For being able to advertise on all of these platforms, it is necessary to create an ad account on each platform. The specific measures on each platform will be dealt with in detail in the following chapter.

3. Increase the ad spend:

At the moment, the ad spend in the UK is rather low and *Cosmeterie* is a rather unknown brand in a very competitive sector. In order to increase the brand awareness in the UK and to reach people in the upper funnel steps – that later can be passed through the lower funnel steps – it is necessary to increase the ad spend. The literary section explains that it is necessary to reach people in the upper funnel in order to be able to transfer them to the following funnel phases. If the upper funnel stays empty, there are no people that can be passed to the lower funnel steps. Moreover, the ad spend is constantly increasing in the beauty sector and the competition in this field is very high. Thus, if *Cosmeterie* wants to keep up, it is necessary to increase the ad spend in the UK. Therefore, *Cosmeterie* should start with a higher amount than in the past and then evaluate and check what happens with the KPIs when they increase or decrease the new defined amount of ad spend. A first recommendation of an increased ad spend can be found in *chapter 13.2 budget plan*.

4. Increase the advertising measures in the upper and middle of funnel:

At the moment *Cosmeterie* only advertises in the lower funnel steps. No campaigns with the goal of creating awareness for the brand are being used in the current advertising strategy. Since the advertising measures in the upper funnel steps are currently missing, *Cosmeterie* also faces the problem of only having small audiences for their retargeting measures. Increasing the upper funnel advertising measures cannot only help to raise the awareness for the company in the UK, but especially also to extend the retargeting audience and in a final step the number of active customers. The company currently does not fulfill all steps of the funnel. In order to create a full funnel advertising concept – as the name already implies – it is necessary to fulfill all steps of the funnel. Another reason for increasing the advertising measures in the upper and middle funnel is the conducted survey, which showed a major interest in ads that can be assigned the upper and middle of funnel. The participants preferred ads that can be assigned the upper and middle of funnel when it comes to catching their attention but also regarding their purchase decision. Thus, a clear recommendation for including ads that can be assigned the upper funnel can be made. How to implement advertising measures in these funnel steps will be explained in the following chapter.

5. Use discounts in retargeting:

Of course, when it comes to the lower funnel steps, retargeting plays a major role. Therefore, it is necessary to think about how to best address people who have already been on the company website, have looked at a product or even purchased something. Since the results of the survey showed that the majority of people is more likely to repurchase from a brand when they get a discount, it is recommended to include discounts in the retargeting phase of the funnel concept. Regarding the usage of the discounts, it might be useful to create different discounts for different target groups and vary in the type of discount (money or percentage) and the height of the discount in general. Moreover, special occasions can be combined with discounts.

In the following chapters, the individual funnel steps and their meaning for *Cosmeterie* will be dealt with in more detail.

12.2 Full funnel social media advertising concept for *Cosmeterie*

Due to the conducted research as well as the findings of the theoretical part, the consideration of the decision criteria and the analysis of the target group of *Cosmeterie* the full funnel social media advertising strategy for *Cosmeterie* will concentrate on the following platforms: Facebook, Instagram, Google, YouTube and Pinterest.

Before going into detail with the individual funnel steps, it is necessary to keep in mind that for being able to create a full funnel social media advertising concept it is not possible to simply choose one specific measure. Instead, it is necessary to combine and use a number of different advertising measures to fulfill all steps of the funnel. Therefore, the following full funnel social media advertising strategy combines the results of the survey, the situation analysis and the findings of the literature and determines which platform, campaign objective, targeting options and type of ads are the right ones for which step of the funnel. In general, it is important to mention that the funnel of *Cosmeterie* starts with broad objectives and audiences and the closer to the bottom of funnel, the narrower the advertising measures are going to get.

The following table gives an overview on the planned advertising measures:

Funnel Step	Channel	Campaign Objective	Targeting	Type of ads
Awareness – First time <i>Cosmeterie</i>	Facebook	Awareness	Demographic & Location Targeting included into every ad set <ul style="list-style-type: none"> Interest targeting (Beauty, Cosmetics, Make-up, Hair, Skincare etc.) Interest targeting related interests (fashion, 	<ul style="list-style-type: none"> Boosting of posted content (Very light Content – Visual Statements) Image Ads
		Video views		<ul style="list-style-type: none"> Video Ads
		Conversion (Landing page view)		<ul style="list-style-type: none"> Image Ads Video Ads (e. g. explaining videos)

	Instagram	Awareness	magazines, female empowerment, body positivity etc.)	<ul style="list-style-type: none"> • Boosting of posted content (Very light Content – Visual Statements) • Image Ads • Story Ads
		Video views	<ul style="list-style-type: none"> • Lookalike Targeting Engagement 5% • Lookalike Page View 5% 	<ul style="list-style-type: none"> • Video Ads (very light content – beauty products in general – Awareness campaign/influencer campaign)
		Conversion (Landing page view)		<ul style="list-style-type: none"> • Image Ads • Video Ads (e. g. explaining videos)
	Pinterest	Awareness	Demographic & Location Targeting included into every ad set	<ul style="list-style-type: none"> • Promoted Video Pins • Promoted Pins (very light content – beauty in general)
	YouTube	Awareness and Reach	Demographic & Location Targeting included into every ad set	<ul style="list-style-type: none"> • Bumper Ads (very light content – beauty in general)
Google	-	-	-	-
Consideration – Interact	Facebook	Page Engagement	Demographic & Location Targeting included into every ad set	<ul style="list-style-type: none"> • Boosting of posted content (can have more connection to <i>Cosmeterie</i> and the products)
		Conversion (Landing page view)	<ul style="list-style-type: none"> • Fans • Friends of fans • Custom Audience Retargeting Video views of Awareness Campaign • Custom Audience Engagement 	<ul style="list-style-type: none"> • Link Ad • Collection Ad with Products and Links to website • Carousel Ad with Products and Link to website
	Instagram	Page Engagement	<ul style="list-style-type: none"> • Lookalike Add to Cart 1% • Lookalike Purchase 1% 	<ul style="list-style-type: none"> • Boosting of posted content (can have more connection to <i>Cosmeterie</i> and the products)
		Conversion (Landing page view)		<ul style="list-style-type: none"> • Link Ad • Carousel Ad with products and link to website • Story Ads about blog articles
	Pinterest	Traffic	Demographic & Location Targeting included into every ad set	<ul style="list-style-type: none"> • Promoted Pins to blog articles and products

			<ul style="list-style-type: none"> • Keyword-Targeting • Actalikes 	
	YouTube	-	-	-
	Google	Traffic	Demographic & Location Targeting included into every ad set <ul style="list-style-type: none"> • Keywords rather broad (interests - not just brands) 	<ul style="list-style-type: none"> • Shopping Ads • Search Ads (to blog articles, product groups in general like e. g. skincare, makeup etc.)
Conversion – Purchase	Facebook	Conversion (Add to Cart / Purchase)	Demographic & Location Targeting included into every ad set <ul style="list-style-type: none"> • Custom Audience Engagement • Custom Audience Page View • Custom Audience Content View • Custom Audience Add to Cart 	<ul style="list-style-type: none"> • Dynamic Product Ads • Carousel Ads • Image Product Ads • Video Ads (direct link to the shown product)
	Instagram	Conversion (Add to Cart / Purchase)		<ul style="list-style-type: none"> • Dynamic Product Ads • Carousel Ads • Image Product Ads • Video Ads • Story Ads with products (direct link to the shown product)
	Pinterest	Conversion	Demographic & Location Targeting included into every ad set <ul style="list-style-type: none"> • Keyword Targeting 	<ul style="list-style-type: none"> • Promoted Pins that only show the product with link to the product on the website
	YouTube	-	-	-
	Google	Revenue	Demographic & Location Targeting included into every ad set <ul style="list-style-type: none"> • Keyword Targeting rather narrow (products/brands) 	<ul style="list-style-type: none"> • Shopping Ads • Search Ads
Loyalty – Active Customer & Purchase Again	Facebook	Conversion (Purchase)	Demographic & Location Targeting included into every ad set <ul style="list-style-type: none"> • Custom Audience Purchase 	<ul style="list-style-type: none"> • Dynamic Product Ads • Carousel Ads with Products • Image Ads or Video Ads (with Discounts and special offers for loyal customers)
	Instagram	Conversion (Purchase)		<ul style="list-style-type: none"> • Dynamic Product Ads • Carousel Ads with Products • Image Ads or Video Ads (with

				<ul style="list-style-type: none"> Discounts and special offers for loyal customers) • Story Ads
	Pinterest	-	-	-
	YouTube	-	-	-
	Google	Revenue	Demographic & Location Targeting included into every ad set <ul style="list-style-type: none"> • Keyword Targeting rather narrow (products/brands) 	<ul style="list-style-type: none"> • Shopping Ads • Search Ads (with discounts)
Advocacy – Community & Recommendation	Facebook	Conversion (Purchase)	Demographic & Location Targeting included into every ad set <ul style="list-style-type: none"> • Custom Audience Purchase 	<ul style="list-style-type: none"> • Dynamic Product Ads • Carousel Ads with Products • Image Ads or Video Ads (with Discounts and special offers for loyal customers)
	Instagram	Conversion (Purchase)	Demographic & Location Targeting included into every ad set <ul style="list-style-type: none"> • Custom Audience Purchase 	<ul style="list-style-type: none"> • Dynamic Product Ads • Carousel Ads with Products • Image Ads or Video Ads (with Discounts for friends of customers) • Story Ads • Looking for participation of consumers via user generated content, recommendations
	Pinterest	-	-	-
	YouTube	-	-	-
	Google	Revenue	Demographic & Location Targeting included into every ad set <ul style="list-style-type: none"> • Keyword Targeting rather narrow (products/brands) 	<ul style="list-style-type: none"> • Shopping Ads • Search Ads (special offers for friends)

Table 9: Full funnel social media advertising strategy for *Cosmeterie* (own presentation).

The table shows the combination of advertising measures alongside the funnel. It becomes clear that most of the platforms play a role for *Cosmeterie* in different steps of the funnel as well as the targeting options and the advertising measures on each platform. The combination of all of them creates a full funnel social media advertising strategy that enables *Cosmeterie* to reach customers on different stages and

touchpoints. After this first overview, the individual funnel steps are discussed in more detail.

12.2.1 Awareness – First time Cosmeterie

In this Top of Funnel, step customers notice *Cosmeterie* for the first time. Therefore, *Cosmeterie* should use a combination of platforms in order to reach potential customers on their preferred platform. For the awareness stage, the following platforms have been chosen: Facebook, Instagram, Pinterest and YouTube. On all of these platforms, the campaign objectives in the first funnel step focus on reaching a broad audience. Thus, the campaign objectives awareness and video views have been chosen. Furthermore, a campaign with the goal conversion and landing page view optimization can help to try out if customers might already be willing to have a look at the website and could possibly shorten the funnel. The targeting within this funnel step is also broad in order to reach people who might have never heard of *Cosmeterie* before. Thus, the targeting works with interests in the topic beauty, cosmetics, skincare, haircare etc. as well as interests in beauty related topics such as fashion, magazines, female empowerment etc. Moreover, Lookalike Audiences with up to 5% of Engagement and Page View Custom Audiences are going to be applied in the awareness stage. On YouTube and Pinterest besides interests, keywords will also be used for targeting. The type of advertisement that is going to be used depends on the platform and the campaign objective. In general, the type of content should be very light and easy to process. Furthermore, it should create awareness and focus rather on the message than on already promoting a brand. Thus, Videos, Visual Statements, Boosting of content posts with light topics etc. are the right choice for the awareness stage. The brand *Cosmeterie* should not be in the focus but rather beauty in general or topics that many people in the relevant target groups can associate with. Moving images should be used in this stage of the funnel since they generate more awareness amongst potential customers. While on Facebook and Instagram it is a mixture of image ads, video ads, story ads and boosted content on Pinterest only promoted video pins and pins are going to be part of the awareness stage. Moreover, on YouTube short bumper ads are going to be applied. Bumper ads cannot be skipped and can be distributed before a video is being played. Since the user does not need to click on a “skip ad”-button this type of ads is considered rather user friendly. With the combination of these platforms and advertising measures a good basis for the following funnel steps can be

achieved and awareness amongst potential customers who have never heard of *Cosmeterie* before can be created in order to retarget them in the following funnel steps.

12.2.2 Consideration – Interact with Cosmeterie

In the phase of consideration *Cosmeterie* intends to persuade potential customers to interact with *Cosmeterie*. They already know the brand and think about the products or even about purchasing something at *Cosmeterie*. Therefore, platforms where it is either possible to interact directly with a post or to click on a link to visit a website have been chosen. On Facebook, Instagram, Pinterest and Google campaigns with the objective of Page Engagement and Conversion with optimization for Landing page view are being considered the right choice. Regarding the targeting fans, friends of fans, Custom Audiences of the former gained video views (Awareness Stage) and engagers are used to retarget people that already are aware of *Cosmeterie*. Moreover, Lookalike Audiences of Add to Cart & Purchase Custom Audiences should be conducted in order to reach statistic twins of already existing customers. On Google and Pinterest rather broad keyword targeting should also be used in the phase of interaction. Regarding the ads Link Ads, Boosting, Carousel Ads and Collection Ads as well as Promoted Pins and Shopping and Search Ads are chosen. In order to differentiate between the phase of consideration and conversion, it is necessary to only use the brands and products carefully and in a comfortable way.

12.2.3 Conversion – Purchase at Cosmeterie

The third phase of the funnel is the phase of Conversion, in which potential customers become real customers. In this phase, the focus completely lies on the product and gaining conversions in the form of add to carts or purchases. Therefore, product ads on Facebook, Instagram and Pinterest are planned that directly focus on the product via Dynamic Product Ads, Carousel Ads, Image Product Ads, Video Ads and Story Ads. Each of these ads directly links to the product that is shown in the ad on the website of *Cosmeterie*. On Google Shopping Ads and Search Ads which directly focus on the product and very specific wording and keywords are considered the right choice. The wording already focuses on the brands and products. In general, the targeting on all social media platforms is very precise and

works with Custom Audiences of engagers, website visitors, content viewers and people who added something to cart.

12.2.4 Loyalty – Become an active customer and purchase again

Since one of Cosmeterie's goals is to increase the number of active customers, the step of loyalty is a very important one. In this step, people who converted and already purchased something at Cosmeterie are being advertised to again. Thus, the objective conversion with optimization for purchase should help to retarget Custom Audiences of people, who purchased something at *cosmeterie.uk* again. Via Dynamic Product Ads, Carousel Ads, Image Ads, Story Ads, Search Ads and Shopping Ads that all directly focus on the product, it is possible to persuade people to purchase again. Discounts and bonus systems or special offers can help to decrease the inhibition threshold of people to purchase again.

12.2.5 Advocacy – Become part of the community and recommend Cosmeterie

In the phase of advocacy, *Cosmeterie* tries to make people part of their community and brand ambassadors. Thus, making people feel the community of *Cosmeterie* is highly important in the last phase of the social media advertising funnel. The campaign setup in this funnel phase generally does not differentiate between the campaign set up in the phase of loyalty. Nonetheless, the content of the ads should differentiate. This could, for example, happen by use of a discount or bonus system that also includes the friends of loyal customers. Alternatively, it could be achieved with the generation of user generated content. Another possibility would be to make the customers the stars of the ads through e. g. letting them share their experience with a product with a short video.

13 Advertising concept – Realization

The phase of realization focuses on all aspects that needs to be considered in order to be able to put the developed full funnel social media advertising concept into practice. Therefore, a measure catalogue, a budget plan and a timetable are outlined in the following.

13.1 Measures of action

In the following, specific measures of action have been defined that should help *Cosmeterie* to organize the implementation of the full funnel social media advertising concept.

1. After this master thesis has been read by the necessary parties, a meeting should be conducted in which the key findings are discussed. Within this meeting it is necessary to ...
 - a. discuss the key findings of the master thesis
 - b. discuss the potential advertising measures for *Cosmeterie*
 - c. brainstorm about a potential campaign
 - d. discuss the available budget
 - e. discuss the responsibilities for the implementation (advertiser, content creator, project manager)
2. After that meeting the responsible parties should keep thinking about the potential advertising measures and its implementation.
3. Within a second meeting with all responsible parties, decisions for the implementation will be made. This includes decisions on the advertising measures, the implementation of the advertising measures, the budget, the type of content, the production of the content and the timeframe.
4. Subsequently, the production of the content starts. On the one hand, content that can be done inhouse is going to be produced. On the other hand, it might be necessary to work with an agency or an external content creator to produce e. g. video material.
5. When the content production is concluded, the campaign planning should take place which means thinking about a time frame for the campaign and the budget on each platform.
6. Finally, the setup of the full funnel social media advertising measures can take place, which means that the responsible advertiser is going to set up the campaigns on Facebook, Instagram, Google, YouTube and Pinterest with the chosen campaign objectives, targeting and ads.
7. The advertising measures are being published.
8. During the whole test phase of the full funnel social media advertising concept the measures need to be observed on a continuous basis. This includes checking the campaigns on each platform on a regular basis and

- optimizing the setup in general, the budget, targeting and ads (in cooperation with the responsible content manager).
9. After three months, a report should give clear insights into the performance of the full funnel social media advertising measures. This report needs to be done by the responsible advertiser.
 10. The results of the report should be discussed in a meeting with all responsible parties in order to be able to decide on further steps. Ideally, the full funnel advertising measures show results and are going to be continued.
 11. The end of the “test phase” of the full funnel social media advertising measures should be in December 2022. In January 2023 the controlling and evaluation of the advertising measures should take place. Therefore, a report should be conducted that includes all relevant numbers.
 12. Within a concluding meeting the results of the report are going to be presented and decisions about future advertising measures should be made.

13.2 Budget plan

After having dealt with the necessary measures for *Cosmeterie*, it is of great importance to have a look at the budget for the implementation of the full funnel social media advertising concept. The expected costs have been calculated for the whole test phase, which is one year, and can be divided into three positions: Platform costs (media budgets), content creation costs (campaign/video/photos) and personnel costs. Since *Cosmeterie* already advertises on several social media platforms in the UK the current media budgets served as a basis for the calculation of the future media budgets. The costs for the platforms are only recommendations and not fixed costs, meaning that they can be adapted at any point. Furthermore, the costs for the content creation can vary since they depend on the decision on advertising measures and the capability of *Cosmeterie* to produce content inhouse or if they would need to entrust an external company with the content creation. The following costs were estimated under the assumption that parts of the content could be done inhouse and only more complex content like e. g. professional short videos need to be produced by an external party. The personnel costs are calculated with the estimated number of working hours for content and advertising management and the internal working hour costs for *Cosmeterie*. The internal wage rates have been coordinated with *niceshops*:

Personnel	€/h
Calc. wage rate Project Manager	36.40 €
Calc. wage rate Employee	36.40 €

Table 10: Calculative wage rate according to the employee position (own presentation).

The calculated working hours of the content creator only include the content creation for ads for the UK and not the working hours for content creation for the social media platforms in general. The following table shows the estimated costs of the implementation of a full funnel social media advertising concept for *Cosmeterie*.

	Matter of Expense	Description	Time of presence	Total costs (per month)	Total costs (per year)
PLATFORMS	Facebook Ads	Media Budget on Facebook	12 months	300 €	3,600 €
	Instagram Ads	Media Budget on Instagram	12 months	300 €	3,600 €
	Google Ads	Media Budget on Google	12 months	1300 €	15,600 €
	YouTube Ads	Media Budget on YouTube	12 months	150 €	1,800 €
	Pinterest Ads	Media Budget on Pinterest	12 months	150 €	1,800 €
CONTENT	Content preparation (Creatives)	Creation of Content (Photos, Videos, Stories, Texts) for one bigger campaign and ads	One-off payment	-	9,000 €
HR	Personnel costs	Working hours Advertising Manager	12 months	218.40 € (6h/month)	2,616 €
		Working hours Content Creator for continuous content	12 months	182 € (5h/month)	2.184 €
		Working hours Project Manager	12 months	36.40 € (1h/month)	436.80 €
TOTAL					40,636.80 €

Table 11: Estimated costs for a full funnel social media advertising concept for *Cosmeterie* in the UK for one year (own presentation).

13.3 Timetable

Besides knowing the necessary measures and the budget, it is also important to have a look at the timetable in order to be able to fulfill the tasks on time and to have an appropriate and successful time planning. Thus, it is necessary to set up a timetable for the implementation. Through the compliance with this timetable, it is

possible to achieve the company goals in time. The first steps will take place in January 2022, when the company is going to have a look on the results of this thesis. After that, it is necessary to discuss the potential advertising measures with all relevant parties and brainstorm about campaign ideas. Following, it is of great importance to have a look on the budget and to combine the ideas with the possible budget for *Cosmeterie* in the UK. Resources need to be distributed and the responsibilities for all relevant parts, such as content creation, advertising on Facebook, Advertising on Google, Campaign Revision and Optimization, Reporting & Controlling need to be determined. Then, the phase of content preparation and finally the set up and activation of the full funnel social media advertising measures can take place. During the following months, continuous revision and optimization of the campaigns is necessary. In December 2022, the test phase of the full funnel social media advertising measures ends and through a final controlling and evaluation of the performance, advertising measures for the future can be determined.



Figure 32: Estimated timetable for the full funnel social media advertising concept for *Cosmeterie* in the UK (own presentation).

14 Advertising concept – Controlling

After the implementation phase, it is necessary to deal with the topic of controlling. In the case of *Cosmeterie*, the controlling phase needs to be divided into two different parts of controlling. Controlling, in general, helps the company to determine whether the goals have been achieved or not and to keep track of the performance

of the measures. The first part of controlling for *Cosmeterie* happens in the form of a continuous observation of the advertising measures. Thus, it is necessary to evaluate the advertising campaign performance on a regular basis by having a look at the different KPIs. Depending on the type of campaign, the relevant KPIs vary from impressions and reach to conversions or purchases. The following figure shows a list of the KPIs in each funnel step of *Cosmeterie* that should be monitored during the campaign lifetime.

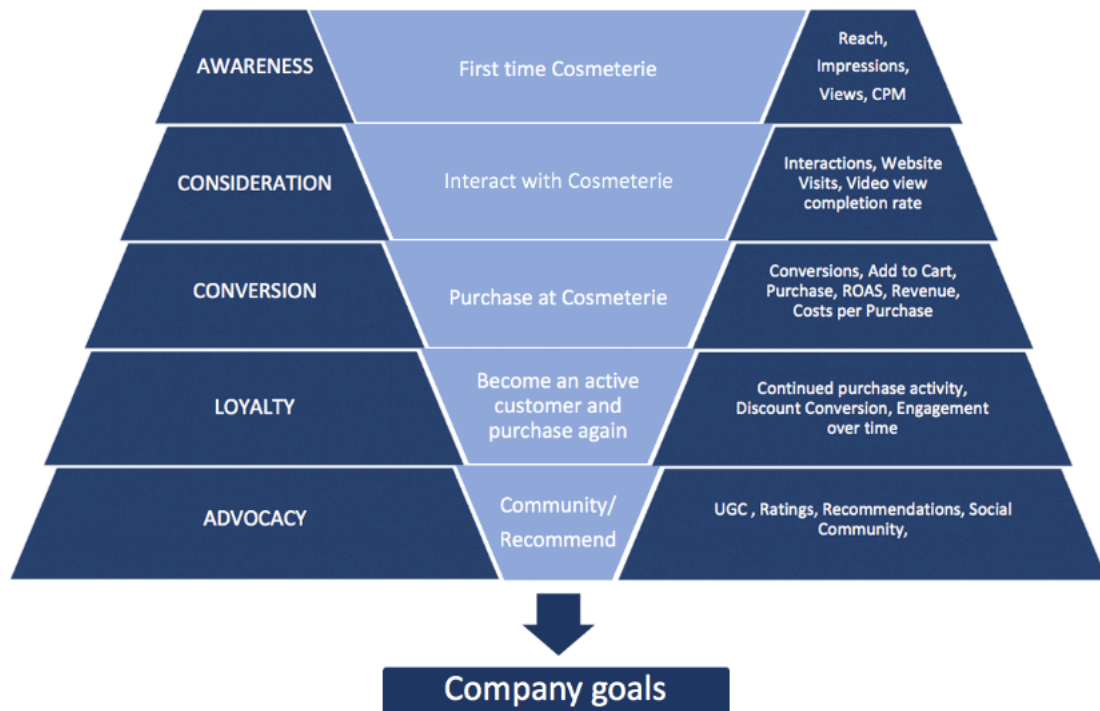


Figure 33: *Cosmeterie* funnel steps and its individual KPIs according to Tracey Tuten (own presentation) (cf. Tuten 2018, p. 525).

Besides evaluating and controlling the campaign performance on a regular basis, it is further necessary to have a look on the overall company goals in chapter 12. *Objectives*. In general, fulfilling all steps of the funnel and continuously measuring and controlling the success of the individual KPIs should lead to the fulfillment of the company goals of *Cosmeterie*. Therefore, it is mandatory to have a look at the revenue in general and the conversion value on the advertising platforms. On the other hand, it is necessary to check the number of active customers in the UK. This data in general is available through the website data of *Cosmeterie* as well as through Google Analytics and the advertising platforms.

15 Conclusion

Full funnel social media advertising assists companies in the acquisition process and guides potential customers from the first contact with a brand towards becoming not only a loyal customer but a supporting advocate. Through leading potential customers through the funnel steps awareness, consideration, conversion, loyalty and advocacy with individual advertising measures for each step of the funnel the overall advertising performance can be improved. Regarding the funnel, it is important to not only choose a single platform or type of advertising but to combine a number of different platforms, campaign objectives, targeting possibilities and advertising formats with each other. The funnel in general starts with very broad advertising measures and narrows the closer it comes to the bottom of the funnel.

In the case of *Cosmeterie*, a full funnel advertising strategy will help to improve the overall advertising performance since at the moment, the advertising measures in the UK are rather minimalistic. The current advertising measures mainly focus on the bottom of funnel and are not tailored towards potential customers who are still not aware of the beauty reseller. Moreover, at the moment, the majority of the advertising budget is being used on Google and not on social media platforms such as Facebook and Instagram. Nonetheless, Instagram in particular seems to play a major role for potential customers in the UK in the awareness and conversion phase of the funnel.

In order to fulfill all funnel steps, the platforms Instagram, Facebook, Google, YouTube and Pinterest have been considered the right choice for the advertising measures of *Cosmeterie*. On these platforms, a holistic funnel is going to be established. Thus, the advertising measures of *Cosmeterie* should make use of more different campaign types, targeting options and ads. Currently, the advertising measures only include dynamic product ads, one or two discount ads each month, Shopping Ads and Search Ads but misses out on considerable potential regarding their advertising measures, since especially the ads that were perceived the most appealing amongst the survey participants are not included in the advertising measures of *Cosmeterie*. Furthermore, the placement and format of the current advertising measures on Facebook and Instagram is not ideal.

If *Cosmeterie* aims to fulfill all funnel steps and reach the company objectives, it is crucial to build up advertising measures for the upper funnel steps and put more time into the advertising measures for *Cosmeterie* in the UK. In fact, if the company can increase the awareness in the UK, the retargeting audiences and the number of active customers can be increased as well, since all funnel steps are going to increase their target audiences. Furthermore, the ad spend needs to be increased.

For the purpose of securing the performance of the full funnel advertising concept, it is essential to continuously revise the advertising measures and control them by the defined KPIs. Optimizing and adapting the advertising measures is indispensable during the whole duration of the advertising measures.

Overall, implementing the determined steps for building a full funnel social media advertising concept for *Cosmeterie* in the UK, cannot only assist the company to become more known amongst potential UK customers but also to achieve their company goals. Continuous revision and optimization of the advertising measures will help to increase the number of active customers as well as the revenue in the UK.

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Appendix

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Survey Questions

1. Please indicate your gender.

- Male
- Female
- Neuter
- Common

2. How old are you?

- under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older

3. Which of these platforms do you use regularly? (Multiple answers possible)

- Facebook
- Google
- Instagram
- Pinterest
- Snapchat
- Twitter
- YouTube
- None
- Others (please specify)

4. When it comes to social media do you rather prefer video or image content?

- Image
- Video

5. When it comes to Instagram do you rather prefer watching Stories or Feed Content?

- Feed
- Stories

6. How do you usually first notice a beauty brand? (Multiple answers possible)

- Through a friend
- Through an advertisement
- Through an influencer
- Through Google Search
- Through their social media presence
- Other (please specify)

7. What type of beauty products do you purchase the most online? (Multiple answers possible)

- Hair products
- Make-up
- Perfumes
- Skincare
- Tools
- Others (please specify)

8. How much money do you spend on beauty products on average within one month?

- Less than £ 10
- £ 10
- £ 20
- £ 30
- £ 40
- £ 50
- More than £ 50

9. What motivates you to purchase a beauty product? (Multiple answers possible)

- Advertisements
- An influencer
- Discount
- Latest trend
- Need for the product
- Recommendation of a friend
- Other (please specify)

10. Have you ever bought a product after seeing a beauty advertisement that you liked?

- Yes
- No
- Haver never seen one

11. On which of these platforms do you usually first notice a beauty brand? (Multiple answers possible)

- Facebook
- Google
- Instagram
- Pinterest
- Snapchat
- Twitter
- YouTube
- None
- Others (please specify)

12. On which of these platforms do you usually last see a product before you purchase it? (Multiple answers possible)

- Facebook

- Google
- Instagram
- Pinterest
- Snapchat
- Twitter
- YouTube
- None
- Others (please specify)

13. How important are these characteristics of a beauty advertisement for you?

	not important	of little importance	of average	Important	very important
Appealing Image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct link to the website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Positive recommendations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Are you more likely to repurchase a product from a brand that gives you a discount?

- Yes
- No
- Don't know

15. Are you more likely to repurchase a product from a brand that shows you advertisement on a regular basis?

- Yes
- No
- Don't know

16. Are you more likely to repurchase a product from a brand that is advertised by an influencer you like?

- Yes
- No
- Don't know

17. To what extent do you agree or disagree with the following statements?

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
Beauty advertisement is diverse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beauty advertisement should be more diverse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beauty advertisement should show more different body types	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beauty advertisement should show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

people of different ages					
Beauty advertisement is unrealistic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beauty products do not hold what they promise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beauty advertisement meets my taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People my age/color/look are underrepresented in beauty advertisement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beauty advertisement does not show the reality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beauty advertisement is specifically tailored towards me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel worse about myself after looking beauty advertisement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. What elements should beauty advertisement include in order to being appealing to you? (Multiple answers possible)

- Aesthetic content
- An explanation of the usage of the product
- A call-to-action
- A focus on a product
- A link to the website
- A model
- Interesting information
- Others (please specify)

19. Please answer the following questions. Do you...

	no	rather no	undecided	rather yes	yes
...click on call-to-action-buttons on advertisements like e.g. "Learn More" or "Shop Now"?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...click on Display Ads on Google?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...click on Search Ads on Google?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...click on Shopping Ads on Google?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...click on Ads on YouTube?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...open Newsletters of brands?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...purchase a beauty product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

due to the recommendation of an influencer?					
...recommend products that you like to a friend?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Which of these advertisements is appealing to you? (Multiple choices possible)

Image Ad

Video Ad

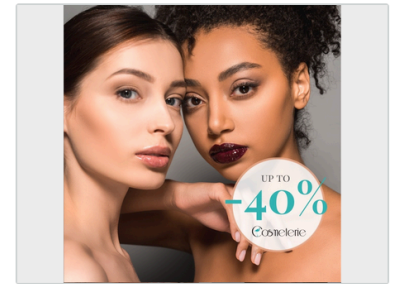
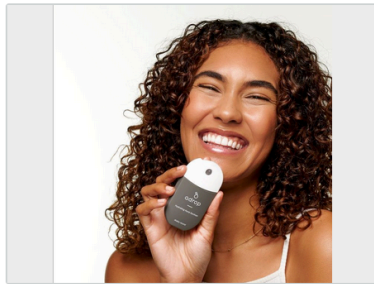
Link Ad

Carousel Ad

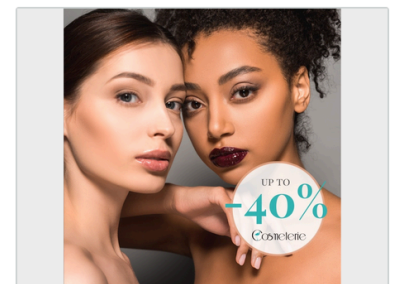
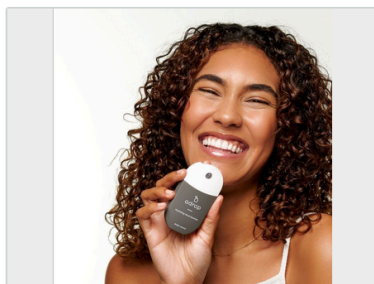
Collection Ad

Story Ad

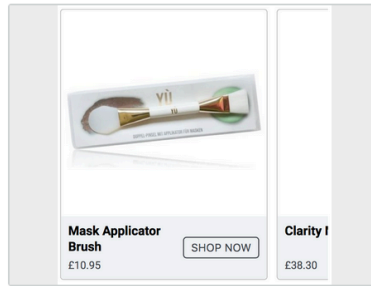
21. Which of these advertisements would catch your attention the most?



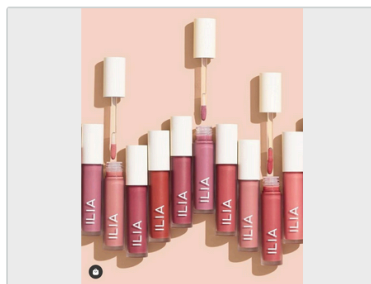
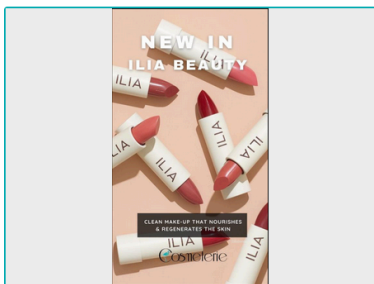
22. Which of these advertisements would persuade you to buy a product the most?



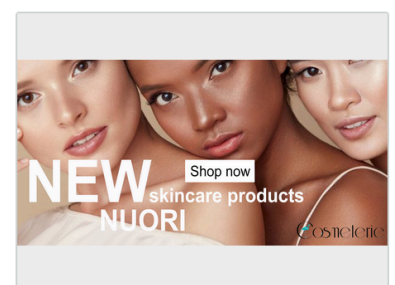
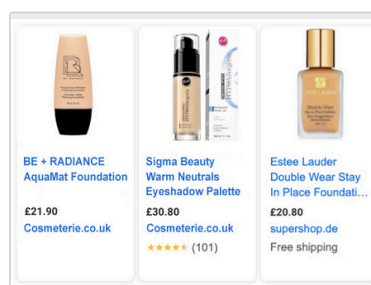
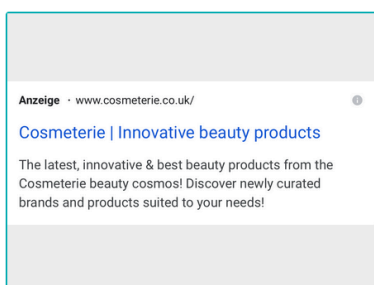
23. Which of these Facebook advertisements is more appealing to you? (Image Ad or Carousel Ad)



24. Which of the two Instagram advertisements is more appealing to you? (Story Ad or Feed Ad)



25. Which of these Google advertisements would catch your attention? (Search Ads, Shopping Ads, Display Ads) (Multiple choices possible)



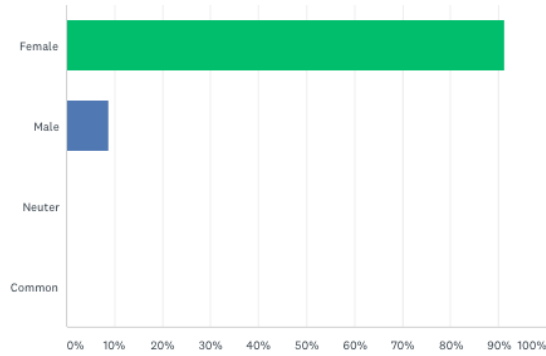
Results of the survey

F1

 Anpassen  Speichern als ▼

Please indicate your gender.

Beantwortet: 159 Übersprungen: 0



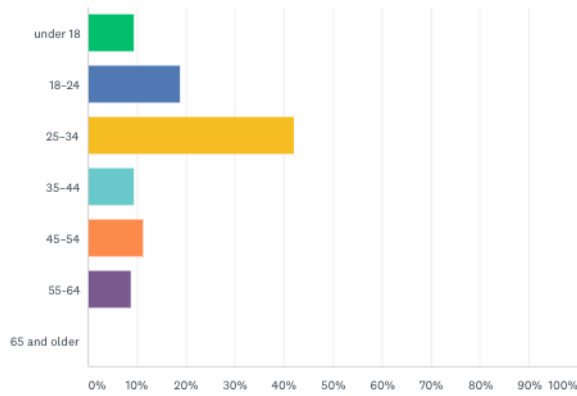
ANTWORTOPTIONEN	BEANTWORTUNGEN	
▼ Female	91,19 %	145
▼ Male	8,81 %	14
▼ Neuter	0,00 %	0
▼ Common	0,00 %	0
GESAMT		159

F2

 Anpassen  Speichern als ▼

How old are you?

Beantwortet: 159 Übersprungen: 0



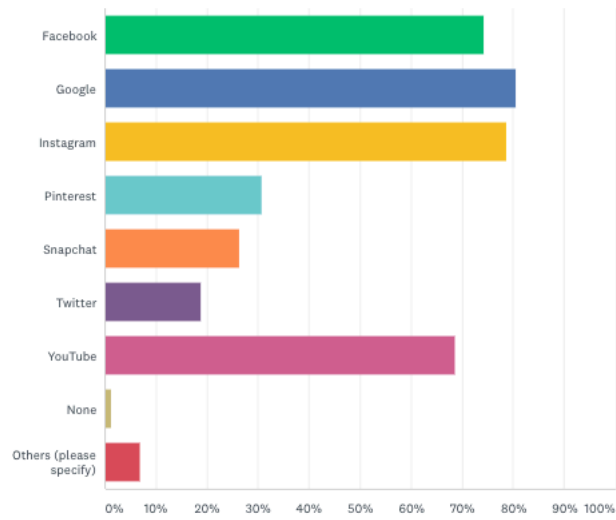
ANTWORTOPTIONEN	BEANTWORTUNGEN	
▼ under 18	9,43 %	15
▼ 18-24	18,87 %	30
▼ 25-34	42,14 %	67
▼ 35-44	9,43 %	15
▼ 45-54	11,32 %	18
▼ 55-64	8,81 %	14
▼ 65 and older	0,00 %	0
GESAMT		159

F3

Anpassen Speichern als

Which of these platforms do you use regularly? (Multiple answers possible)

Beantwortet: 159 Übersprungen: 0



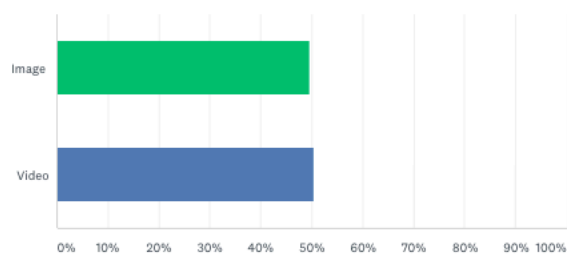
ANTWORTOPTIONEN	BEANTWORTUNGEN
Facebook	74,21 % 118
Google	80,50 % 128
Instagram	78,62 % 125
Pinterest	30,82 % 49
Snapchat	26,42 % 42
Twitter	18,87 % 30
YouTube	68,55 % 109
None	1,26 % 2
Others (please specify)	6,92 % 11
Befragte gesamt: 159	

F4

Anpassen Speichern als

When it comes to social media do you rather prefer video or image content?

Beantwortet: 159 Übersprungen: 0



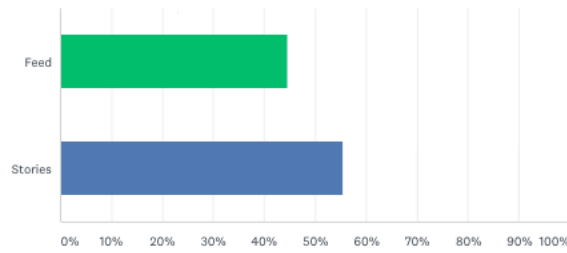
ANTWORTOPTIONEN	BEANTWORTUNGEN
Image	49,69 % 79
Video	50,31 % 80
GESAMT	159

F5

Anpassen Speichern als

When it comes to Instagram do you rather prefer watching Stories or Feed Content?

Beantwortet: 159 Übersprungen: 0



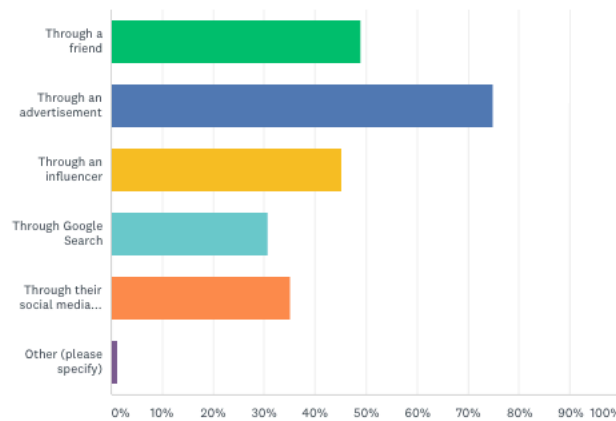
ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Feed	44,65 % 71
▼ Stories	55,35 % 88
GESAMT	159

F6

Anpassen Speichern als

How do you usually first notice a beauty brand online? (Multiple answers possible)

Beantwortet: 159 Übersprungen: 0



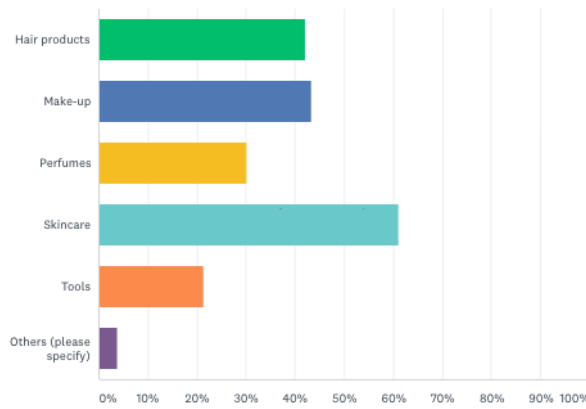
ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Through a friend	49,06 % 78
▼ Through an advertisement	74,84 % 119
▼ Through an influencer	45,28 % 72
▼ Through Google Search	30,82 % 49
▼ Through their social media presence	35,22 % 56
▼ Other (please specify)	Beantwortungen 1,26 % 2
Befragte gesamt: 159	

F7

Anpassen Speichern als

What type of beauty products do you purchase the most online? (Multiple answers possible)

Beantwortet: 159 Übersprungen: 0



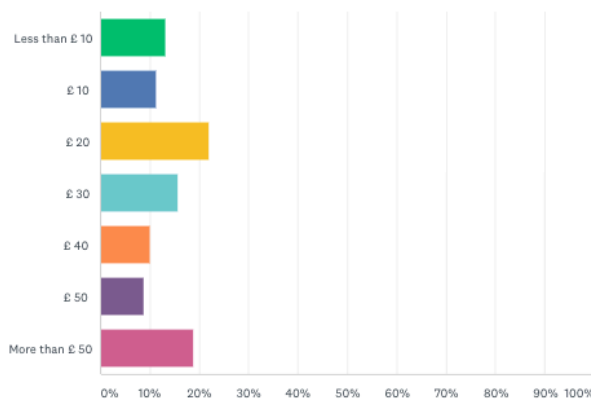
ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Hair products	42,14 % 67
▼ Make-up	43,40 % 69
▼ Perfumes	30,19 % 48
▼ Skincare	61,01 % 97
▼ Tools	21,38 % 34
▼ Others (please specify)	Beantwortungen 3,77 % 6
Befragte gesamt: 159	

F8

Anpassen Speichern als

How much money do you spend on beauty products on average within one month?

Beantwortet: 159 Übersprungen: 0



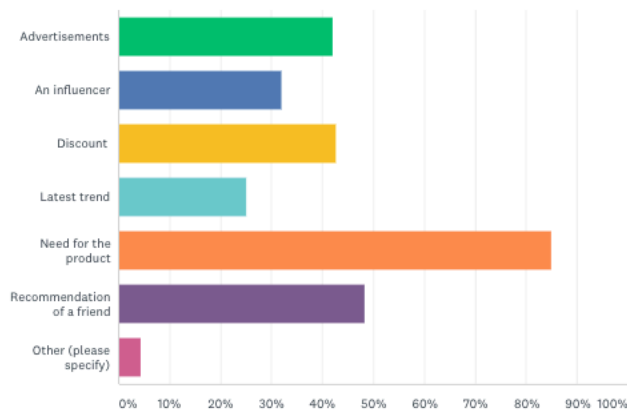
ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Less than £ 10	13,21 % 21
▼ £ 10	11,32 % 18
▼ £ 20	22,01 % 35
▼ £ 30	15,72 % 25
▼ £ 40	10,06 % 16
▼ £ 50	8,81 % 14
▼ More than £ 50	18,87 % 30
GESAMT 159	

F9

Anpassen Speichern als

What motivates you to purchase a beauty product? (Multiple answers possible)

Beantwortet: 159 Übersprungen: 0



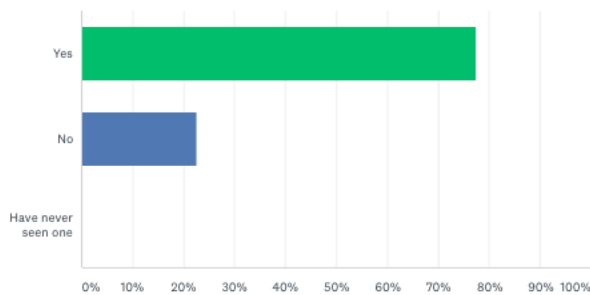
ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Advertisements	42,14 % 67
▼ An influencer	32,08 % 51
▼ Discount	42,77 % 68
▼ Latest trend	25,16 % 40
▼ Need for the product	84,91 % 135
▼ Recommendation of a friend	48,43 % 77
▼ Other (please specify)	Beantwortungen 4,40 % 7
Befragte gesamt: 159	

F10

Anpassen Speichern als

Have you ever bought a product after seeing a beauty advertisement that you liked?

Beantwortet: 159 Übersprungen: 0

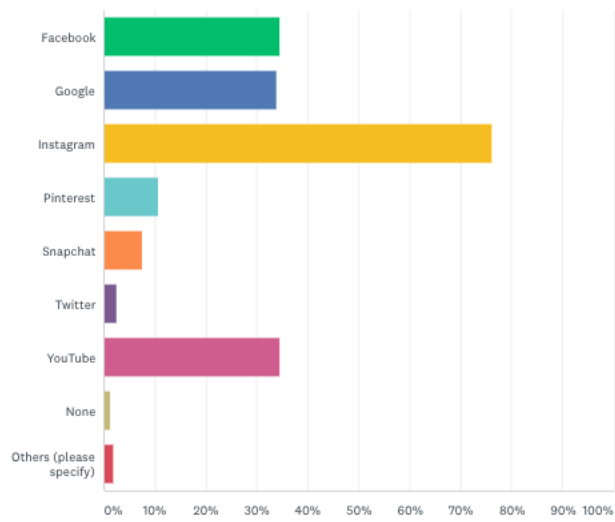


ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Yes	77,36 % 123
▼ No	22,64 % 36
▼ Have never seen one	0,00 % 0
GESAMT 159	



On which of these platforms do you usually first notice a beauty brand? (Multiple answers possible)

Beantwortet: 159 Übersprungen: 0

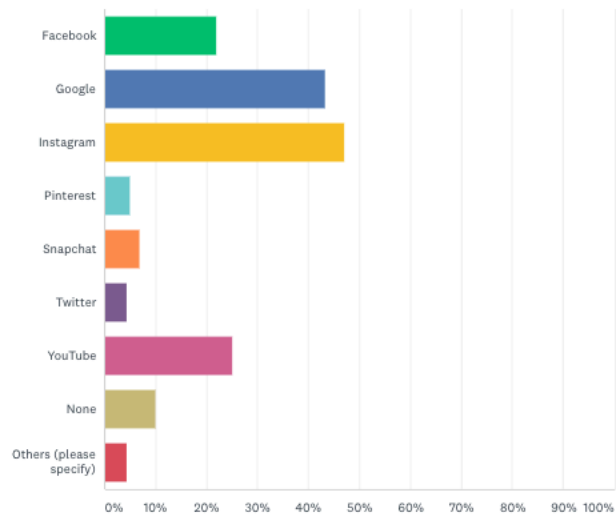


ANTWORTOPTIONEN	BEANTWORTUNGEN
Facebook	34,59 % 55
Google	33,96 % 54
Instagram	76,10 % 121
Pinterest	10,69 % 17
Snapchat	7,55 % 12
Twitter	2,52 % 4
YouTube	34,59 % 55
None	1,26 % 2
Others (please specify)	Beantwortungen 1,89 % 3
Befragte gesamt: 159	



On which of these platforms do you usually last see a product before you purchase it? (Multiple answers possible)

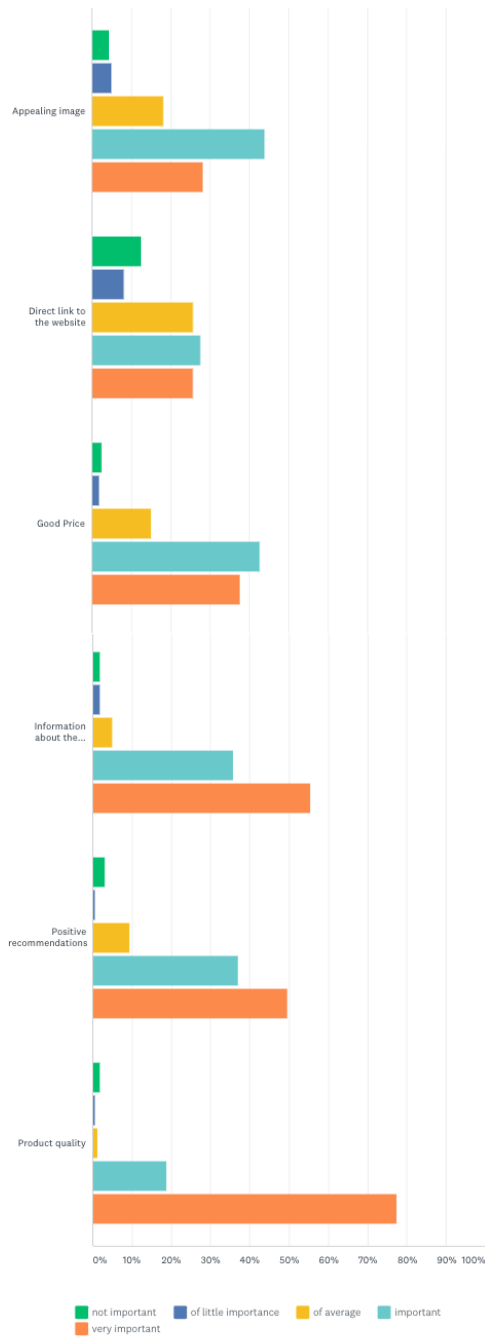
Beantwortet: 159 Übersprungen: 0



ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Facebook	22,01 % 35
▼ Google	43,40 % 69
▼ Instagram	47,17 % 75
▼ Pinterest	5,03 % 8
▼ Snapchat	6,92 % 11
▼ Twitter	4,40 % 7
▼ YouTube	25,16 % 40
▼ None	10,06 % 16
▼ Others (please specify)	4,40 % 7
Beantwungen	
Befragte gesamt: 159	

How important are these characteristics of a beauty advertisement for you?

Beantwortet: 159 Übersprungen: 0



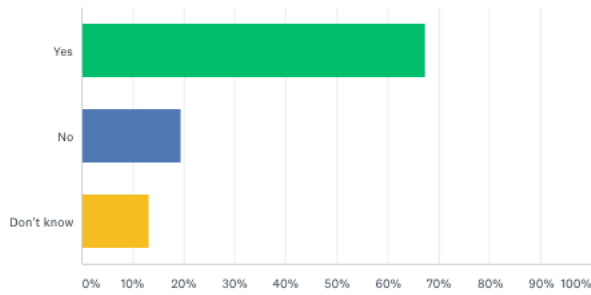
	NOT IMPORTANT	OF LITTLE IMPORTANCE	OF AVERAGE	IMPORTANT	VERY IMPORTANT	GESAMT	GEWICHTETER MITTELWERT
▼ Appealing image	4,40 % 7	5,03 % 8	18,24 % 29	44,03 % 70	28,30 % 45	159	3,87
▼ Direct link to the website	12,58 % 20	8,18 % 13	25,79 % 41	27,67 % 44	25,79 % 41	159	3,46
▼ Good Price	2,52 % 4	1,89 % 3	15,09 % 24	42,77 % 68	37,74 % 60	159	4,11
▼ Information about the product	1,89 % 3	1,89 % 3	5,03 % 8	35,85 % 57	55,35 % 88	159	4,41
▼ Positive recommendations	3,14 % 5	0,63 % 1	9,43 % 15	37,11 % 59	49,69 % 79	159	4,30
▼ Product quality	1,89 % 3	0,63 % 1	1,26 % 2	18,87 % 30	77,36 % 123	159	4,69

F14

Anpassen Speichern als

Are you more likely to repurchase a product from a brand that gives you a discount?

Beantwortet: 159 Übersprungen: 0



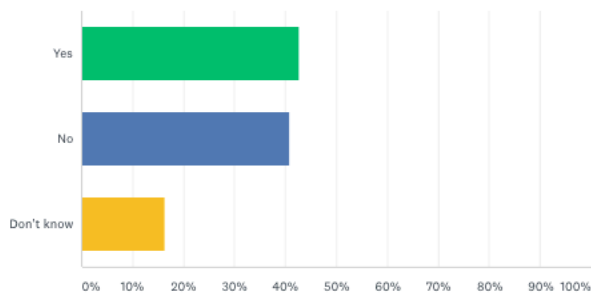
ANTWORTOPTIONEN	BEANTWORTUNGEN
Yes	67,30 % 107
No	19,50 % 31
Don't know	13,21 % 21
GESAMT	159

F15

Anpassen Speichern als

Are you more likely to repurchase a product from a brand that shows you advertisement on a regular basis?

Beantwortet: 159 Übersprungen: 0

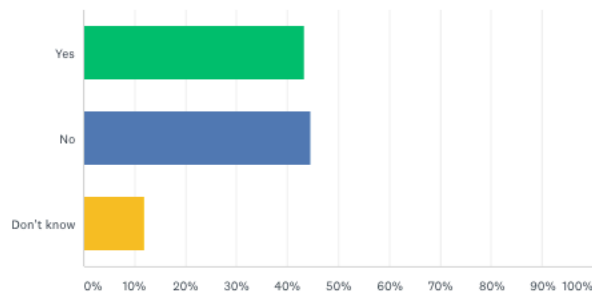


ANTWORTOPTIONEN	BEANTWORTUNGEN
Yes	42,77 % 68
No	40,88 % 65
Don't know	16,35 % 26
GESAMT	159



Are you more likely to purchase a product from a brand that is advertised by an influencer you like?

Beantwortet: 159 Übersprungen: 0

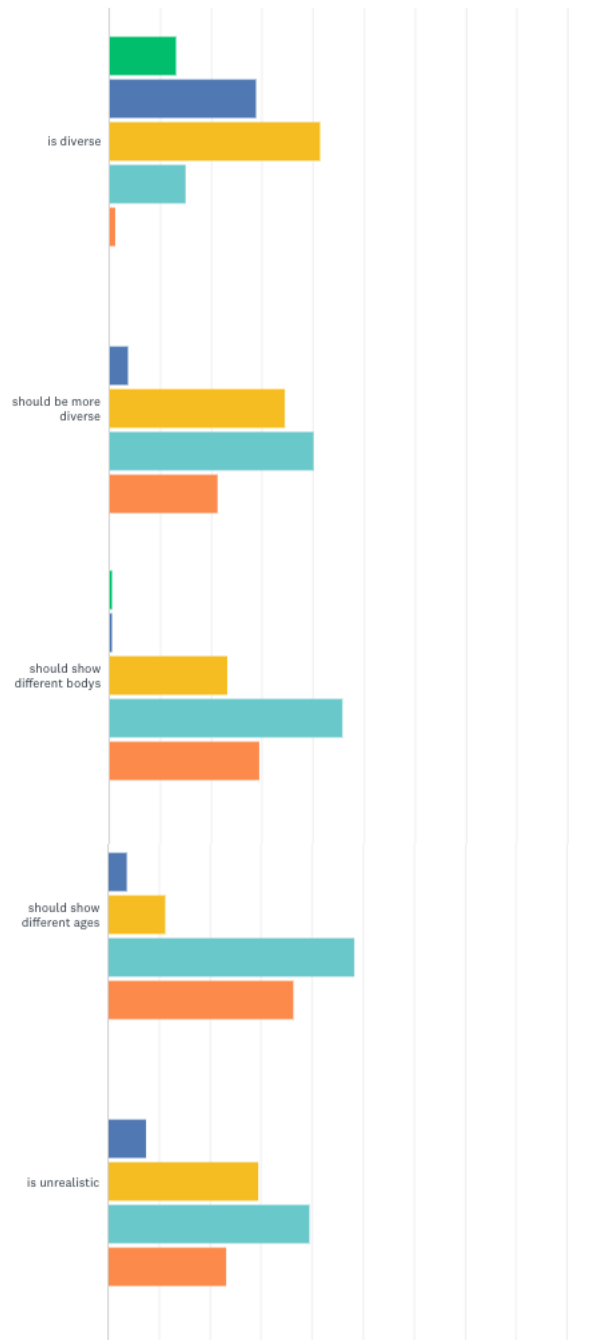


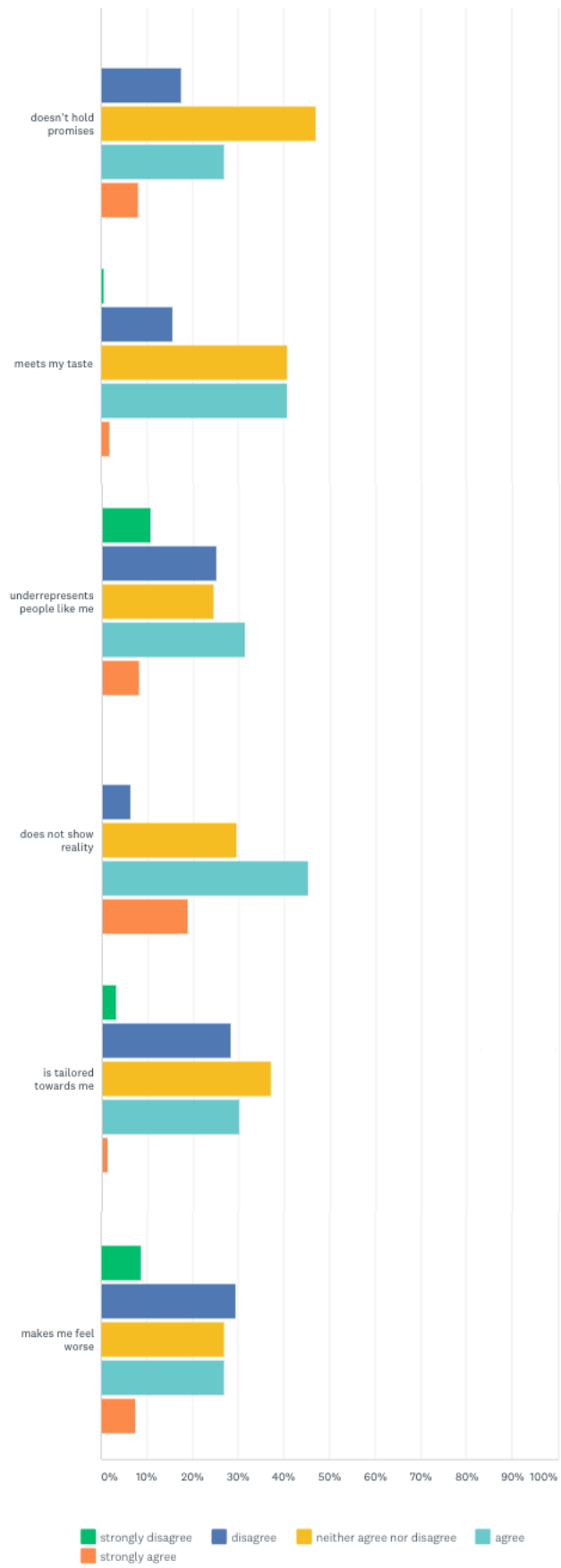
ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Yes	43,40 % 69
▼ No	44,65 % 71
▼ Don't know	11,95 % 19
GESAMT	159



To what extent do you agree or disagree with the following statements?
Beauty advertisement...

Beantwortet: 159 Übersprungen: 0



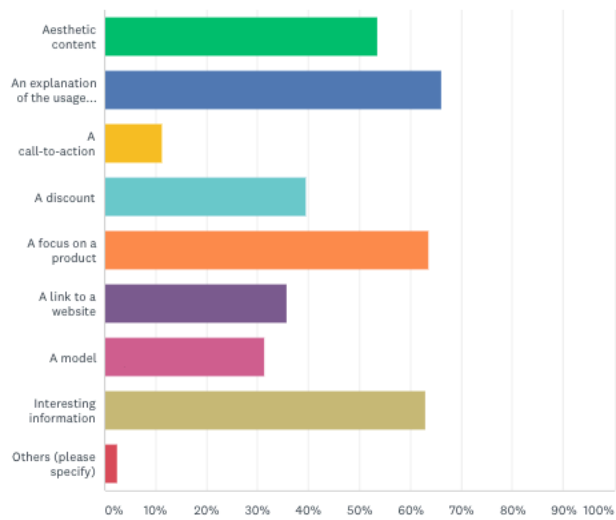


	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE	GESAMT	GEWICHTETER MITTELWERT
Beauty advertisement is diverse	13,21 % 21	28,93 % 46	41,51 % 66	15,09 % 24	1,26 % 2	159	2,62
Beauty advertisement should be more diverse	0,00 % 0	3,77 % 6	34,59 % 55	40,25 % 64	21,38 % 34	159	3,79
Beauty advertisement should show more different body types	0,63 % 1	0,63 % 1	23,27 % 37	45,91 % 73	29,56 % 47	159	4,03
Beauty advertisement should show people of different ages	0,00 % 0	3,77 % 6	11,32 % 18	48,43 % 77	36,48 % 58	159	4,18
Beauty advertisement is unrealistic	0,00 % 0	7,55 % 12	29,56 % 47	39,62 % 63	23,27 % 37	159	3,79
Beauty products do not hold what they promise	0,00 % 0	17,61 % 28	47,17 % 75	27,04 % 43	8,18 % 13	159	3,26
Beauty advertisement meets my taste	0,63 % 1	15,72 % 25	40,88 % 65	40,88 % 65	1,89 % 3	159	3,28
People my age/color/look are underrepresented in beauty advertisement	10,69 % 17	25,16 % 40	24,53 % 39	31,45 % 50	8,18 % 13	159	3,01
Beauty advertisement does not show the reality	0,00 % 0	6,29 % 10	29,56 % 47	45,28 % 72	18,87 % 30	159	3,77
Beauty advertisement is specifically tailored towards me	3,14 % 5	28,30 % 45	37,11 % 59	30,19 % 48	1,26 % 2	159	2,98
I feel worse about myself after looking at beauty advertisements	8,81 % 14	29,56 % 47	27,04 % 43	27,04 % 43	7,55 % 12	159	2,95



What should beauty advertisement include in order to being appealing to you? (Multiple answers possible)

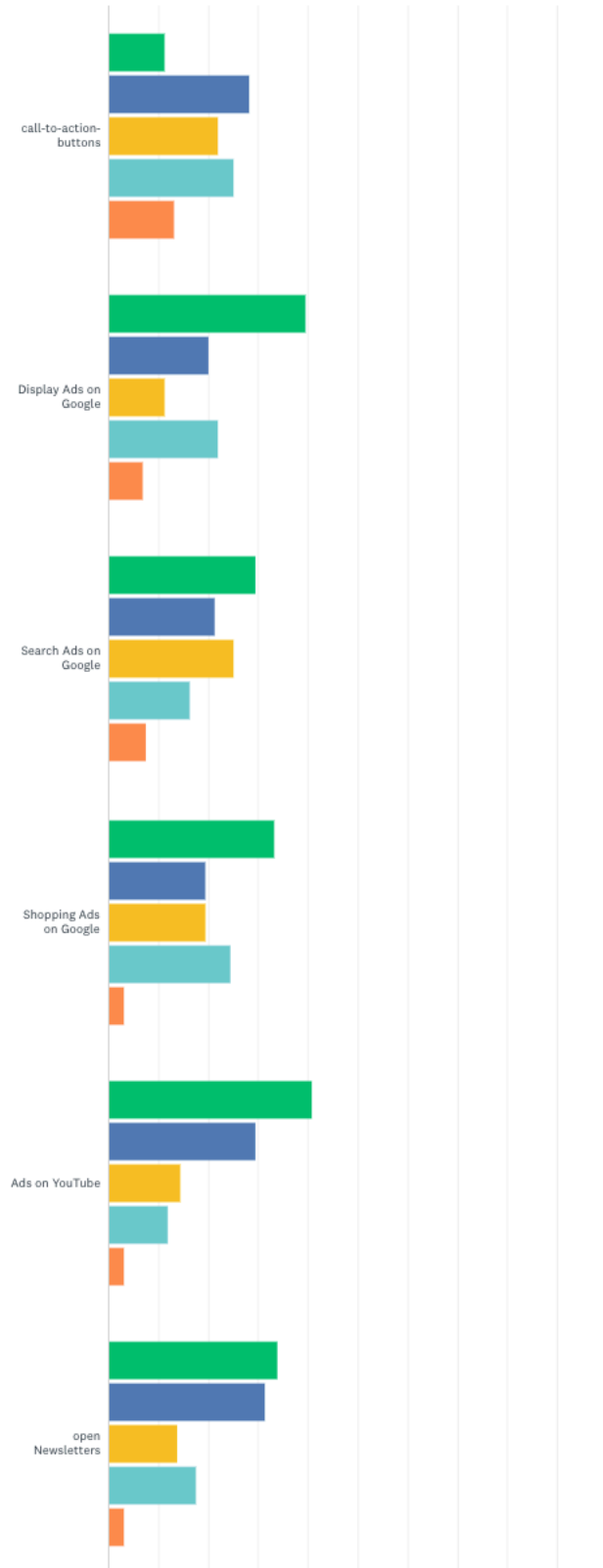
Beantwortet: 159 Übersprungen: 0

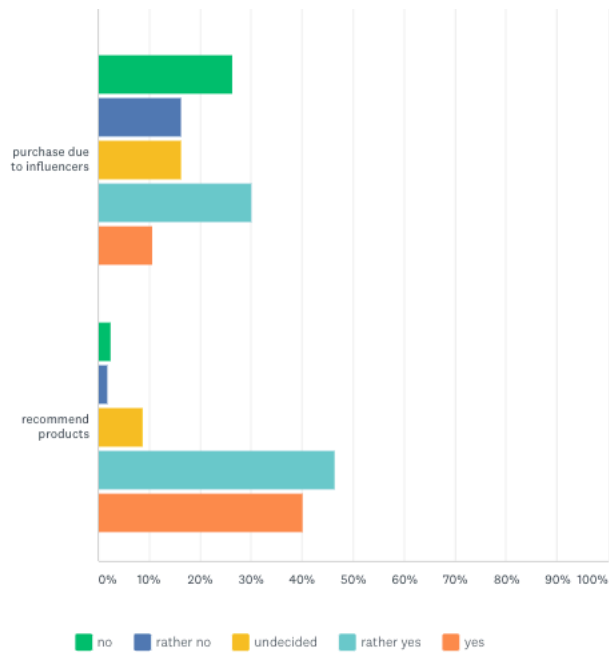


ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Aesthetic content	53,46 % 85
▼ An explanation of the usage of the product	66,04 % 105
▼ A call-to-action	11,32 % 18
▼ A discount	39,62 % 63
▼ A focus on a product	63,52 % 101
▼ A link to a website	35,85 % 57
▼ A model	31,45 % 50
▼ Interesting information	62,89 % 100
▼ Others (please specify)	Beantwortungen 2,52 % 4
Befragte gesamt: 159	

Please answer the following questions. Do you click on...

Beantwortet: 159 Übersprungen: 0

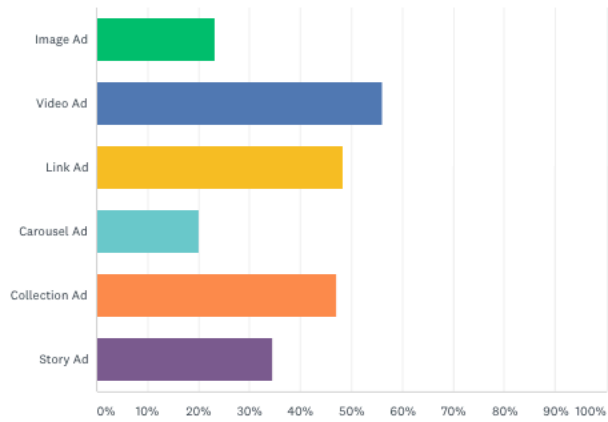




	NO	RATHER NO	UNDECIDED	RATHER YES	YES	GESAMT	GEWICHTETER MITTELWERT
...click on call-to-action-buttons on advertisements like e.g. "Learn More" or "Shop Now"?	11,32 % 18	28,30 % 45	22,01 % 35	25,16 % 40	13,21 % 21	159	3,01
...click on Display Ads on Google?	39,62 % 63	20,13 % 32	11,32 % 18	22,01 % 35	6,92 % 11	159	2,36
...click on Search Ads on Google?	29,56 % 47	21,38 % 34	25,16 % 40	16,35 % 26	7,55 % 12	159	2,51
...click on Shopping Ads on Google?	33,33 % 53	19,50 % 31	19,50 % 31	24,53 % 39	3,14 % 5	159	2,45
...click on Ads on YouTube?	40,88 % 65	29,56 % 47	14,47 % 23	11,95 % 19	3,14 % 5	159	2,07
...open Newsletters of brands?	33,96 % 54	31,45 % 50	13,84 % 22	17,61 % 28	3,14 % 5	159	2,25
...purchase a beauty product due to the recommendation of an influencer?	26,42 % 42	16,35 % 26	16,35 % 26	30,19 % 48	10,69 % 17	159	2,82
...recommend products that you like to a friend?	2,52 % 4	1,89 % 3	8,81 % 14	46,54 % 74	40,25 % 64	159	4,20

Which of these advertisements is appealing to you? (Multiple choices possible)

Beantwortet: 159 Übersprungen: 0



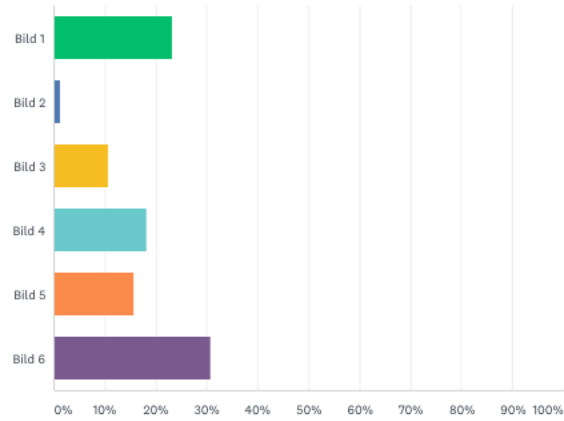
ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Image Ad	23,27 % 37
▼ Video Ad	55,97 % 89
▼ Link Ad	48,43 % 77
▼ Carousel Ad	20,13 % 32
▼ Collection Ad	47,17 % 75
▼ Story Ad	34,59 % 55
Befragte gesamt: 159	

F21

Anpassen Speichern als

Which of these advertisements would catch your attention?

Beantwortet: 159 Übersprungen: 0



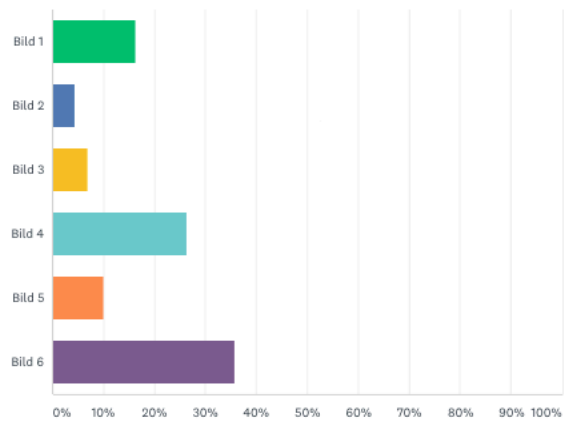
ANTWORTOPTIONEN	BEANTWORTUNGEN
Bild 1	23,27 % 37
Bild 2	1,26 % 2
Bild 3	10,69 % 17
Bild 4	18,24 % 29
Bild 5	15,72 % 25
Bild 6	30,82 % 49
GESAMT	159

F22

Anpassen Speichern als

Which of these advertisements would persuade you to buy a product?

Beantwortet: 159 Übersprungen: 0



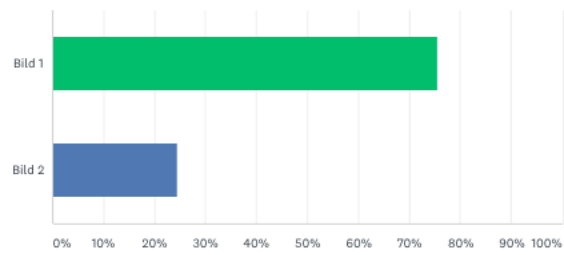
ANTWORTOPTIONEN	BEANTWORTUNGEN
Bild 1	16,35 % 26
Bild 2	4,40 % 7
Bild 3	6,92 % 11
Bild 4	26,42 % 42
Bild 5	10,06 % 16
Bild 6	35,85 % 57
GESAMT	159

F23

Anpassen Speichern als

Which of the two Facebook advertisements is more appealing to you? (Image Ad or Carousel Ad)

Beantwortet: 159 Übersprungen: 0



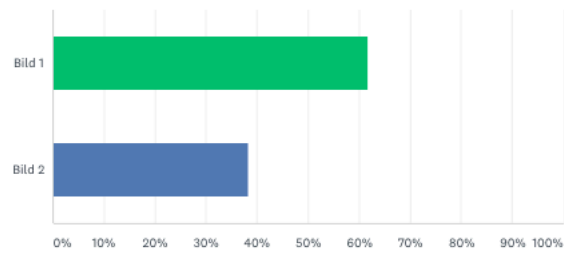
ANTWORTOPTIONEN	BEANTWORTUNGEN
Bild 1	75,47 % 120
Bild 2	24,53 % 39
GESAMT	159

F24

Anpassen Speichern als

Which of the two Instagram advertisements is more appealing to you? (Story or Feed)

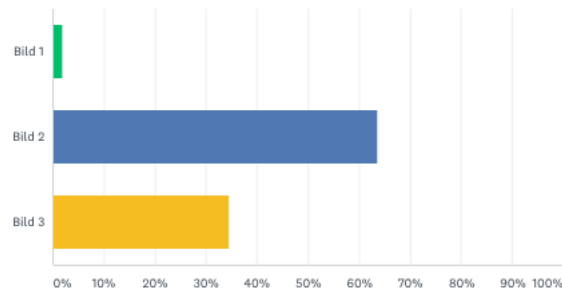
Beantwortet: 159 Übersprungen: 0



ANTWORTOPTIONEN	BEANTWORTUNGEN
Bild 1	61,64 % 98
Bild 2	38,36 % 61
GESAMT	159

Which of these Google advertisements would catch your attention? (Search Ads, Shopping Ads, Display Ads) (Multiple choices possible)

Beantwortet: 159 Übersprungen: 0



ANTWORTOPTIONEN	BEANTWORTUNGEN
▼ Bild 1	1,89 % 3
▼ Bild 2	63,52 % 101
▼ Bild 3	34,59 % 55
GESAMT	159

Evaluation of the Hypothesis

Hypothesis 1 – option 1

Ordinal Regression

Warnings

There are 206 (70,1%) cells (i.e., dependent variable levels by observed combinations of predictor variable values) with zero frequencies.

Case Processing Summary

		N	Marginal Percentage
How old are you?	under 18	15	9,4%
	18-24	30	18,9%
	25-34	67	42,1%
	35-44	15	9,4%
	45-54	18	11,3%
	55-64	14	8,8%
Facebook	no	41	25,8%
	use regularly	118	74,2%
Google	no	31	19,5%
	use regularly	128	80,5%
Instagram	no	34	21,4%
	use regularly	125	78,6%
Pintereset	no	110	69,2%
	use regularly	49	30,8%
Snapchat	no	117	73,6%
	use regularly	42	26,4%
Twitter	no	129	81,1%
	use regularly	30	18,9%
YouTube	no	50	31,4%
	use regularly	109	68,6%
None	no	157	98,7%
	use regularly	2	1,3%
Valid		159	100,0%
Missing		1	
Total		160	

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	318,388			
Final	231,310	87,078	8	,000

Link function: Logit.

Pseudo R-Square

Cox and Snell	,422
Nagelkerke	,440
McFadden	,173

Link function: Logit.

Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Howoldareyou = 1]	,381	1,418	,072	1	,788
	[Howoldareyou = 2]	2,069	1,427	2,102	1	,147
	[Howoldareyou = 3]	4,651	1,456	10,209	1	,001
	[Howoldareyou = 4]	5,388	1,468	13,466	1	,000
	[Howoldareyou = 5]	6,715	1,504	19,942	1	,000
Location	[V3=0]	,613	,372	2,711	1	,100
	[V3=1]	0 ^a	.	.	0	.
	[V4=0]	-,378	,400	,896	1	,344
	[V4=1]	0 ^a	.	.	0	.
	[V5=0]	1,655	,429	14,862	1	,000
	[V5=1]	0 ^a	.	.	0	.
	[V6=0]	,060	,341	,031	1	,860
	[V6=1]	0 ^a	.	.	0	.
	[V7=0]	2,034	,400	25,822	1	,000
	[V7=1]	0 ^a	.	.	0	.
	[V8=0]	-,418	,391	1,143	1	,285
	[V8=1]	0 ^a	.	.	0	.
	[V9=0]	1,186	,368	10,388	1	,001
	[V9=1]	0 ^a	.	.	0	.
	[V10=0]	1,459	1,369	1,134	1	,287
[V10=1]	0 ^a	.	.	0	.	

Parameter Estimates

		95% Confidence Interval	
		Lower Bound	Upper Bound
Threshold	[Howoldareyou = 1]	-2,398	3,159
	[Howoldareyou = 2]	-,728	4,866
	[Howoldareyou = 3]	1,798	7,504
	[Howoldareyou = 4]	2,510	8,266
	[Howoldareyou = 5]	3,768	9,663
Location	[V3=0]	-,117	1,343
	[V3=1]	.	.
	[V4=0]	-1,161	,405
	[V4=1]	.	.
	[V5=0]	,814	2,496
	[V5=1]	.	.
	[V6=0]	-,609	,729
	[V6=1]	.	.
	[V7=0]	1,249	2,818
	[V7=1]	.	.
	[V8=0]	-1,184	,348
	[V8=1]	.	.
	[V9=0]	,465	1,908
	[V9=1]	.	.
	[V10=0]	-1,225	4,142
[V10=1]	.	.	

Link function: Logit.

a. This parameter is set to zero because it is redundant.

Hypothesis 1 – option 2

Mann-Whitney Test

	Ranks			
	Facebook	N	Mean Rank	Sum of Ranks
How old are you?	no	41	97,05	3979,00
	use regularly	118	74,08	8741,00
	Total	159		

Test Statistics^a

How old are you?	
Mann-Whitney U	1720,000
Wilcoxon W	8741,000
Z	-2,878
Asymp. Sig. (2-tailed)	,004

a. Grouping Variable: Facebook

Mann-Whitney Test

	Ranks			
	Google	N	Mean Rank	Sum of Ranks
How old are you?	no	31	76,55	2373,00
	use regularly	128	80,84	10347,00
	Total	159		

Test Statistics^a

How old are you?	
Mann-Whitney U	1877,000
Wilcoxon W	2373,000
Z	-,486
Asymp. Sig. (2-tailed)	,627

a. Grouping Variable: Google

Mann-Whitney Test

	Ranks			
	Instagram	N	Mean Rank	Sum of Ranks
How old are you?	no	34	119,49	4062,50
	use regularly	125	69,26	8657,50
	Total	159		

Test Statistics^a

How old are you?

Mann-Whitney U	782,500
Wilcoxon W	8657,500
Z	-5,897
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: Instagram

Mann-Whitney Test

Ranks

	Pintereset	N	Mean Rank	Sum of Ranks
How old are you?	no	110	81,92	9011,50
	use regularly	49	75,68	3708,50
	Total	159		

Test Statistics^a

How old are you?

Mann-Whitney U	2483,500
Wilcoxon W	3708,500
Z	-,825
Asymp. Sig. (2-tailed)	,409

a. Grouping Variable: Pintereset

Mann-Whitney Test

Ranks

	Snapchat	N	Mean Rank	Sum of Ranks
How old are you?	no	117	93,03	10884,50
	use regularly	42	43,70	1835,50
	Total	159		

Test Statistics^a

How old are you?

Mann-Whitney U	932,500
Wilcoxon W	1835,500
Z	-6,227
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: Snapchat

Mann-Whitney Test

		Ranks		
Twitter		N	Mean Rank	Sum of Ranks
How old are you?	no	129	80,76	10417,50
	use regularly	30	76,75	2302,50
	Total	159		

Test Statistics^a

How old are you?	
Mann-Whitney U	1837,500
Wilcoxon W	2302,500
Z	-,449
Asymp. Sig. (2-tailed)	,654

a. Grouping Variable: Twitter

Mann-Whitney Test

		Ranks		
YouTube		N	Mean Rank	Sum of Ranks
How old are you?	no	50	103,96	5198,00
	use regularly	109	69,01	7522,00
	Total	159		

Test Statistics^a

How old are you?	
Mann-Whitney U	1527,000
Wilcoxon W	7522,000
Z	-4,647
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: YouTube

Mann-Whitney Test

		Ranks		
None		N	Mean Rank	Sum of Ranks
How old are you?	no	157	80,32	12610,50
	use regularly	2	54,75	109,50
	Total	159		

Test Statistics^a

How old are you?	
Mann-Whitney U	106,500
Wilcoxon W	109,500
Z	-,816
Asymp. Sig. (2-tailed)	,414
Exact Sig. [2*(1-tailed Sig.)]	,464 ^b

a. Grouping Variable: None

b. Not corrected for ties.

Hypothesis 2 – Table 1

		elements ads should include			
		Aesthetic content Count	Explanation of the usage Count	A call-to-action Count	Focus on a product Count
Platform	Facebook	67	77	14	49
	Google	69	87	14	46
	Instagram	70	80	13	56
	Pintereset	27	32	6	19
	Snapchat	29	23	5	23
	Twitter	17	18	4	12
	YouTube	62	72	13	50
	None	1	1	1	1
	Others	0	0	0	0

		elements ads should include			
		Link to a website	A model	interesting information	others
		Count	Count	Count	Count
Platform	Facebook	73	47	37	74
	Google	85	46	40	85
	Instagram	78	48	40	82
	Pintereset	31	15	11	31
	Snapchat	28	16	22	31
	Twitter	22	11	13	18
	YouTube	68	47	35	69
	None	2	1	1	2
	Others	0	0	0	0

Pearson Chi-Square Tests

		elements ads should include
Platform	Chi-square	91,766
	df	64
	Sig.	,013 ^{*,b,c}

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the ,05 level.

b. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

c. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

Hypothesis 2 – Crosstabs

Warnings

There are not enough (less than 2) multiple response groups available for pairing in this table request. Percentages will be based on responses, but no pairing can be performed.

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Platform*\$Elements_ads	158	98,8%	2	1,3%	160	100,0%

\$Platform*\$Elements_ads Crosstabulation^a

		elements advertisement include ^b				
		V78	V79	V80		
div. benutzte Plattformen ^b	Facebook	Count	47	37	74	438
		% within \$Platform	10,7%	8,4%	16,9%	
		% within \$Elements_ads	20,3%	18,6%	18,9%	
		% of Total	2,1%	1,6%	3,3%	19,3 %
	Google	Count	46	40	85	472
		% within \$Platform	9,7%	8,5%	18,0%	
		% within \$Elements_ads	19,9%	20,1%	21,7%	
		% of Total	2,0%	1,8%	3,7%	20,8 %
	Instagram	Count	48	40	82	467
		% within \$Platform	10,3%	8,6%	17,6%	
		% within \$Elements_ads	20,8%	20,1%	20,9%	
		% of Total	2,1%	1,8%	3,6%	20,6 %
	Pintereset	Count	15	11	31	172
		% within \$Platform	8,7%	6,4%	18,0%	
		% within \$Elements_ads	6,5%	5,5%	7,9%	
		% of Total	0,7%	0,5%	1,4%	7,6 %
	Snapchat	Count	16	22	31	177
		% within \$Platform	9,0%	12,4%	17,5%	
		% within \$Elements_ads	6,9%	11,1%	7,9%	
		% of Total	0,7%	1,0%	1,4%	7,8 %
	Twitter	Count	11	13	18	115
		% within \$Platform	9,6%	11,3%	15,7%	
		% within \$Elements_ads	4,8%	6,5%	4,6%	
		% of Total	0,5%	0,6%	0,8%	5,1 %
	YouTube	Count	47	35	69	416
		% within \$Platform	11,3%	8,4%	16,6%	
		% within \$Elements_ads	20,3%	17,6%	17,6%	

	% of Total	2,1%	1,5%	3,0%	18,4%
None	Count	1	1	2	10
	% within \$Platform	10,0%	10,0%	20,0%	
	% within \$Elements_ads	0,4%	0,5%	0,5%	
	% of Total	0,0%	0,0%	0,1%	0,4%
Total	Count	231	199	392	226
	% of Total	10,2%	8,8%	17,3%	100,0%

Percentages and totals are based on responses.^a

a. There are not enough (less than 2) multiple response groups for pairing. Percentages are based on responses, but no pairing is performed.

Warnings

There are not enough (less than 2) multiple response groups available for pairing in this table request. Percentages will be based on responses, but no pairing can be performed.

Case Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Platform*\$Elements_ads	158	98,8%	2	1,3%	160	100,0%

\$Platform*\$Elements_ads Crosstabulation^a

		elements advertisement include ^b			
		V73	V74	V75	
div. benutzte Plattformen ^b	Facebook	Count	67	77	14
		% within \$Platform	15,3%	17,6%	3,2%
	Google	Count	69	87	14
		% within \$Platform	14,6%	18,4%	3,0%
	Instagram	Count	70	80	13
		% within \$Platform	15,0%	17,1%	2,8%
	Pintereset	Count	27	32	6
		% within \$Platform	15,7%	18,6%	3,5%
	Snapchat	Count	29	23	5
		% within \$Platform	16,4%	13,0%	2,8%
	Twitter	Count	17	18	4
		% within \$Platform	14,8%	15,7%	3,5%

	YouTube	Count	62	72	13
		% within \$Platform	14,9%	17,3%	3,1%
	None	Count	1	1	1
		% within \$Platform	10,0%	10,0%	10,0%
Total		Count	342	390	70

\$Platform*\$Elements_ads Crosstabulation^a

		elements advertisement include ^b			
			V76	V77	V78
div. benutzte Plattformen ^b	Facebook	Count	49	73	47
		% within \$Platform	11,2%	16,7%	10,7%
	Google	Count	46	85	46
		% within \$Platform	9,7%	18,0%	9,7%
	Instagram	Count	56	78	48
		% within \$Platform	12,0%	16,7%	10,3%
	Pintereset	Count	19	31	15
		% within \$Platform	11,0%	18,0%	8,7%
	Snapchat	Count	23	28	16
		% within \$Platform	13,0%	15,8%	9,0%
	Twitter	Count	12	22	11
		% within \$Platform	10,4%	19,1%	9,6%
	YouTube	Count	50	68	47
		% within \$Platform	12,0%	16,3%	11,3%
	None	Count	1	2	1
		% within \$Platform	10,0%	20,0%	10,0%
Total		Count	256	387	231

\$Platform*\$Elements_ads Crosstabulation^a

		elements advertisement include ^b			
			V79	V80	
div. benutzte Plattformen ^b	Facebook	Count	37	74	438
		% within \$Platform	8,4%	16,9%	
	Google	Count	40	85	472
		% within \$Platform	8,5%	18,0%	
	Instagram	Count	40	82	467
		% within \$Platform	8,6%	17,6%	
	Pintereset	Count	11	31	172
		% within \$Platform	6,4%	18,0%	
	Snapchat	Count	22	31	177
		% within \$Platform	12,4%	17,5%	
	Twitter	Count	13	18	115

		% within \$Platform	11,3%	15,7%	
YouTube	Count		35	69	416
	% within \$Platform		8,4%	16,6%	
None	Count		1	2	10
	% within \$Platform		10,0%	20,0%	
Total	Count		199	392	2267

Percentages and totals are based on responses.^a

a. There are not enough (less than 2) multiple response groups for pairing. Percentages are based on responses, but no pairing is performed.

b. Dichotomy group tabulated at value 1.

Hypothesis 3 – Custom tables

Table 1

		Which of these advertisements would catch your attention?					
		Bild 1	Bild 2	Bild 3	Bild 4	Bild 5	Bild 6
		Count	Count	Count	Count	Count	Count
Platform	Facebook	29	1	12	25	16	35
	Google	30	1	14	24	17	42
	Instagram	32	1	14	26	18	34
	Pintereset	12	1	6	8	9	13
	Snapchat	10	0	8	7	4	13
	Twitter	6	0	3	4	5	12
	YouTube	26	0	11	19	19	34
	None	2	0	0	0	0	0
	Others	0	0	0	0	0	0

Pearson Chi-Square Tests

Which of these advertisements would catch your attention?

Platform	Chi-square	38,698
	df	40
	Sig.	,529 ^{a,b}

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

b. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

Case Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Platforms*Whichofthese advertisementswouldcatc hyourattention	159	99,4%	1	0,6%	160	100,0

\$Platforms*Whichoftheseadvertisementswouldcatchyourattention Crosstabulation

		Which of these advertisements would catch your attention?						
			Bild 1	Bild 2	Bild 3	Bild 4	Bild 5	Bild 6
Platforms regularly used ^a	Facebook	Count	29	1	12	25	16	35
		% within \$Platforms	24,6%	0,8%	10,2%	21,2%	13,6%	29,7%
		% within Attention	78,4%	50,0%	70,6%	86,2%	64,0%	71,4%
		% of Total	18,2%	0,6%	7,5%	15,7%	10,1%	22,0%
	Google	Count	30	1	14	24	17	42
		% within \$Platforms	23,4%	0,8%	10,9%	18,8%	13,3%	32,8%
		% within Attention	81,1%	50,0%	82,4%	82,8%	68,0%	85,7%
		% of Total	18,9%	0,6%	8,8%	15,1%	10,7%	26,4%
	Instagram	Count	32	1	14	26	18	34
		% within \$Platforms	25,6%	0,8%	11,2%	20,8%	14,4%	27,2%
		% within Attention	86,5%	50,0%	82,4%	89,7%	72,0%	69,4%
		% of Total	20,1%	0,6%	8,8%	16,4%	11,3%	21,4%
	Pinterest	Count	12	1	6	8	9	13
		% within \$Platforms	24,5%	2,0%	12,2%	16,3%	18,4%	26,5%
		% within Attention	32,4%	50,0%	35,3%	27,6%	36,0%	26,5%
		% of Total	7,5%	0,6%	3,8%	5,0%	5,7%	8,2%

Snapchat	Count	10	0	8	7	4	13	42
	% within \$Platforms	23,8%	0,0%	19,0%	16,7%	9,5%	31,0%	
	% within Attention	27,0%	0,0%	47,1%	24,1%	16,0%	26,5%	
	% of Total	6,3%	0,0%	5,0%	4,4%	2,5%	8,2%	26,4%
Twitter	Count	6	0	3	4	5	12	30
	% within \$Platforms	20,0%	0,0%	10,0%	13,3%	16,7%	40,0%	
	% within Attention	16,2%	0,0%	17,6%	13,8%	20,0%	24,5%	
	% of Total	3,8%	0,0%	1,9%	2,5%	3,1%	7,5%	18,9%
YouTube	Count	26	0	11	19	19	34	109
	% within \$Platforms	23,9%	0,0%	10,1%	17,4%	17,4%	31,2%	
	% within Attention	70,3%	0,0%	64,7%	65,5%	76,0%	69,4%	
	% of Total	16,4%	0,0%	6,9%	11,9%	11,9%	21,4%	68,6%
None	Count	2	0	0	0	0	0	2
	% within \$Platforms	100,0%	0,0%	0,0%	0,0%	0,0%	0,0%	
	% within Attention	5,4%	0,0%	0,0%	0,0%	0,0%	0,0%	
	% of Total	1,3%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
Total	Count	37	2	17	29	25	49	159
	% of Total	23,3%	1,3%	10,7%	18,2%	15,7%	30,8%	100,0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Hypothesis 4 – Custom Tables

Table 1

		Which of these advertisements would persuade you to buy a product?					
		Bild 1	Bild 2	Bild 3	Bild 4	Bild 5	Bild 6
		Count	Count	Count	Count	Count	Count
Platform	Facebook	21	5	10	27	12	43
	Google	17	6	10	38	12	45
	Instagram	22	6	9	28	12	48

Pintereset	12	3	2	11	5	16
Snapchat	9	2	5	11	1	14
Twitter	6	0	3	7	3	11
YouTube	17	5	7	26	11	43
None	0	0	0	1	0	1
Others	0	0	0	0	0	0

Pearson Chi-Square Tests

Which of these advertisements would persuade you to buy a product?

Platform	Chi-square	35,215
	df	40
	Sig.	,685 ^{a,b}

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

b. The minimum expected cell count in this subtable is less than one. Chi-square results may be invalid.

Case Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Platforms*Whichofthese advertisementswouldpersuadeyoutobuyaproduct	159	99,4%	1	0,6%	160	100,0%

\$Platforms*Whichoftheseadvertisementswouldpersuadeyoutobuyaproduct Crosstabulation

		Which of these advertisements would persuade you to buy a product?							Total
		Bild 1	Bild 2	Bild 3	Bild 4	Bild 5	Bild 6		
Platforms regularly used ^a	Facebook	Count	21	5	10	27	12	43	118
		% within \$Platforms	17,8%	4,2%	8,5%	22,9%	10,2%	36,4%	
		% within Persuade	80,8%	71,4%	90,9%	64,3%	75,0%	75,4%	
		% of Total	13,2%	3,1%	6,3%	17,0%	7,5%	27,0%	74,2%
		Google	Count	17	6	10	38	12	45

	% within \$Platforms	13,3%	4,7%	7,8%	29,7%	9,4%	35,2%	
	% within Persuade	65,4%	85,7%	90,9%	90,5%	75,0%	78,9%	
	% of Total	10,7%	3,8%	6,3%	23,9%	7,5%	28,3%	80,5%
Instagram	Count	22	6	9	28	12	48	125
	% within \$Platforms	17,6%	4,8%	7,2%	22,4%	9,6%	38,4%	
	% within Persuade	84,6%	85,7%	81,8%	66,7%	75,0%	84,2%	
	% of Total	13,8%	3,8%	5,7%	17,6%	7,5%	30,2%	78,6%
Pinterest	Count	12	3	2	11	5	16	49
	% within \$Platforms	24,5%	6,1%	4,1%	22,4%	10,2%	32,7%	
	% within Persuade	46,2%	42,9%	18,2%	26,2%	31,3%	28,1%	
	% of Total	7,5%	1,9%	1,3%	6,9%	3,1%	10,1%	30,8%
Snapchat	Count	9	2	5	11	1	14	42
	% within \$Platforms	21,4%	4,8%	11,9%	26,2%	2,4%	33,3%	
	% within Persuade	34,6%	28,6%	45,5%	26,2%	6,3%	24,6%	
	% of Total	5,7%	1,3%	3,1%	6,9%	0,6%	8,8%	26,4%
Twitter	Count	6	0	3	7	3	11	30
	% within \$Platforms	20,0%	0,0%	10,0%	23,3%	10,0%	36,7%	
	% within Persuade	23,1%	0,0%	27,3%	16,7%	18,8%	19,3%	
	% of Total	3,8%	0,0%	1,9%	4,4%	1,9%	6,9%	18,9%
YouTube	Count	17	5	7	26	11	43	109
	% within \$Platforms	15,6%	4,6%	6,4%	23,9%	10,1%	39,4%	
	% within Persuade	65,4%	71,4%	63,6%	61,9%	68,8%	75,4%	
	% of Total	10,7%	3,1%	4,4%	16,4%	6,9%	27,0%	68,6%
None	Count	0	0	0	1	0	1	2
	% within \$Platforms	0,0%	0,0%	0,0%	50,0%	0,0%	50,0%	

	% within Persuade	0,0%	0,0%	0,0%	2,4%	0,0%	1,8%	
	% of Total	0,0%	0,0%	0,0%	0,6%	0,0%	0,6%	1,3%
Total	Count	26	7	11	42	16	57	159
	% of Total	16,4%	4,4%	6,9%	26,4%	10,1%	35,8%	100,0%

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

Project Plan

KEY	
Colours	
Deadlines	
Meetings with coach	
Content chapters	
Vacation	
Milestones	
Workpackages	

Abbreviations	
Student	S
Master Seminar	MS
Master Thesis	MT
Master Thesis Coach	M
Company Mentor	C
Comission	CM
Dr. Karin Madenberger	KM
Proof-reader	P

1 Milestone Plan

Milestone Plan – Magdalena Mayer							
POS		START	END	DURATION IN DAYS	PARTICIPANT/S	PROGRESS IN %	STATUS
1	Master application	24.04.20	12.05.20	19	S	100%	DONE
2	Master thesis application approval	12.05.20	12.05.20	1	S	100%	DONE
3	First Coach Meeting	01.10.20	01.10.20	1	S/M	100%	DONE
4	Company Meeting	13.10.20	13.10.20	1	S/M/C	100%	DONE
5	Submission of MS 1 documents	19.10.20	19.10.20	1	S	100%	DONE
6	MS 1	23.10.20	23.10.20	1	S/C/CM	100%	DONE
8	Definition of Research Design	25.12.20	31.12.20	7	S	100%	DONE
9	Submission of MS 2 documents	25.01.21	25.01.21	1	S	100%	DONE
10	MS 2	29.01.21	30.01.21	2	S/M/CM	100%	DONE
11	Execution of survey	19.05.21	27.09.21	132	S	100%	DONE
12	Strategy Phase & Operational Planning	10.09.21	30.09.21	21	S	100%	DONE
13	Realization	30.09.21	30.09.21	1	S	100%	DONE
14	Submission of MS 3 documents	04.10.21	04.10.21	1	S	100%	DONE
15	MS 3	06.10.21	06.10.21	1	S/M/KM	100%	DONE
16	Proof-reading	20.10.21	22.10.21	3	S/P	100%	DONE
17	First submission of the master thesis	09.11.21	09.11.21	1	S	100%	DONE
18	Evaluation of the master thesis	TBA	TBA	30	M	0%	
19	Submission of library ready master thesis	TBA	TBA	1	S	0%	
20	Final examination	TBA	TBA	1	S/M/CM	0%	

2 Project Plan Research

Research Projectplan – Magdalena Mayer

POS		START	END	DURATION IN DAYS	PARTICIPANT/S	PROGRESS IN %	STATUS
1	Definition of Research Design	25.12.20	31.12.20	7	S	100%	DONE
2	Revision of Research Design	17.01.21	20.01.21	4	S	100%	DONE
3	Preparation of online survey	20.04.21	03.05.21	14	S	100%	DONE
4	Send survey to coach	04.05.21	04.05.21	1	S/M	100%	DONE
5	Adaption of survey	07.05.21	07.05.21	1	S	100%	DONE
6	Final approval	10.05.21	10.05.21	1	M/C	100%	DONE
8	Pre-testing of survey	10.05.21	13.05.21	4	S	100%	DONE
9	Revision of survey	14.05.21	14.05.21	1	S	100%	DONE
10	Implementation into the website	19.05.21	19.05.21	1	S/C	100%	DONE
11	Survey goes live	19.05.21	19.05.21	1	S	100%	DONE
12	Data Collection	19.05.21	29.07.21	71	S	100%	DONE
13	Decision for new survey	23.06.21	23.06.21	1	S/M	100%	DONE
14	Definition of Research Design	12.08.21	13.08.21	2	S	100%	DONE
15	Preparation of new survey	15.08.21	15.08.21	1	S	100%	DONE
16	Send survey to coach	10.09.21	10.09.21	1	S/M	100%	DONE
17	Adaption of survey	13.09.21	13.09.21	1	S	100%	DONE
18	Final approval	13.09.21	13.09.21	1	S/M	100%	DONE
19	Implementation into Survey tool	13.09.21	13.09.21	1	S	100%	DONE
20	Survey goes live	13.09.21	13.09.21	1	S	100%	DONE
21	Data Collection	13.09.21	27.09.21	15	S	100%	DONE
22	End of Data Collection	27.09.21	27.09.21	1	S	100%	DONE
23	Research Evaluation (SPSS)	28.09.21	29.09.21	2	S	100%	DONE
24	Research Report	30.09.21	01.10.21	2	S	100%	DONE

3 Project Plan Master Thesis

Master Thesis Projectplan - Magdalena Mayer							
	START	END	DURATION IN DAYS	PARTICIPANT/S	PROGRESS IN %	MILESTONES	STATUS
WORKPACKAGE 1							
Application process							
Master application	24.04.20	12.05.20	19	S	100%		DONE
Master thesis application approval	12.05.20	12.05.20	1	S	100%		DONE
Literature research + reading	29.06.20	30.08.20	63	S	100%		DONE
Master thesis with Mrs. Madenberger	11.09.20	11.09.20	1	SKM	100%		DONE
Master thesis coach alignment	14.09.20	14.09.20	1	S	100%		DONE
Contacting the Master thesis coach	18.09.20	18.09.20	1	S	100%		DONE
Chapter 1: Introduction	18.09.20	28.09.20	11	S	100%		DONE
Chapter 1.1: Company profile	18.09.20	28.09.20	11	S	100%		DONE
Chapter 1.2: Initial situation	18.09.20	28.09.20	11	S	100%		DONE
Chapter 1.3: Challenge outline	18.09.20	28.09.20	11	S	100%		DONE
Chapter 1.4: Objectives	18.09.20	28.09.20	11	S	100%		DONE
Chapter 1.5: Procedural method and frame of reference	18.09.20	28.09.20	11	S	100%		DONE
Elaboration of a possible table of contents	18.09.20	28.09.20	11	S	100%		DONE
Elaboration of the project plan	18.09.20	28.09.20	11	S	100%		DONE
Elaboration of the preliminary bibliography	18.09.20	28.09.20	11	S	100%		DONE
First draft of the MS 1 documents	28.09.20	28.09.20	1	S	100%		DONE
WORKPACKAGE 2							
MS1							
Preparation for the first Coach Meeting	28.09.20	30.09.20	3	S	100%		DONE
First Coach Meeting	01.10.20	01.10.20	1	SM	100%		DONE
Feedback from the coach	01.10.20	01.10.20	1	S	100%		DONE
Implementing feedback and making improvements	02.10.20	11.10.20	10	S	100%		DONE
Preparation for Company Meeting	12.10.20	12.10.20	1	S	100%		DONE
Company Meeting	13.10.20	13.10.20	1	SM/C	100%		DONE
Implementing feedback and making improvements	14.10.20	18.10.20	5	S	100%		DONE
Submission of MS 1 documents	19.10.20	19.10.20	1	S	100%		DONE
Preparation for MS 1	19.10.20	21.10.20	3	S	100%		DONE
MS 1	23.10.20	23.10.20	1	S/C/CM	100%		DONE
Implementing feedback and making improvements	24.10.20	31.10.20	8	S	100%		DONE

Master Thesis Projectplan - Magdalena Mayer

	START	END	DURATION IN DAYS	PARTICIPANT/S	PROGRESS IN %	MILESTONES	STATUS
WORKPACKAGE 3							
Theoretical Part							
Further Literature Research	01.11.20	22.01.21	83	S	100%		DONE
Chapter 2: The cosmetics market and list target group	01.11.20	08.11.20	8	S	100%		DONE
Chapter 2.1: Segmentation of the cosmetics market	01.11.20	08.11.20	8	S	100%		DONE
Chapter 2.2: Consumer segmentation and behavior in the cosmetics industry	01.11.20	08.11.20	8	S	100%		DONE
Chapter 3: Social media advertising in the cosmetics industry	01.11.20	08.11.20	8	S	100%		DONE
Chapter 3.1: Social media advertising	01.11.20	08.11.20	8	S	100%		DONE
Chapter 3.2: Goals of social media advertising	01.11.20	08.11.20	8	S	100%		DONE
Chapter 3.3: Characteristics of social media advertising in the cosmetics industry	01.11.20	08.11.20	8	S	100%		DONE
Chapter 3.4: Advertising and Communication trends in the cosmetics industry	01.11.20	08.11.20	8	S	100%		DONE
Chapter 4: The sales funnel	09.11.20	19.11.20	11	S	100%		DONE
Chapter 4.1: Advertising on Facebook	09.11.20	19.11.20	11	S	100%		DONE
Chapter 4.2: Advertising on Instagram	09.11.20	19.11.20	11	S	100%		DONE
Chapter 4.3: Advertising on YouTube	09.11.20	19.11.20	11	S	100%		DONE
Chapter 4.4: Advertising on Google	09.11.20	19.11.20	11	S	100%		DONE
Chapter 4.5: Advertising on Google	09.11.20	19.11.20	11	S	100%		DONE
Chapter 5: Targeting in social media advertising	20.11.20	29.11.20	10	S	100%		DONE
Chapter 5.1: Location & Demographic targeting	20.11.20	29.11.20	10	S	100%		DONE
Chapter 5.2: Interest targeting	20.11.20	29.11.20	10	S	100%		DONE
Chapter 5.3: Behavioral targeting	20.11.20	29.11.20	10	S	100%		DONE
Chapter 5.4: Connection targeting	20.11.20	29.11.20	10	S	100%		DONE
Chapter 5.4: Custom targeting	20.11.20	29.11.20	10	S	100%		DONE
Chapter 5.4: Lookalike/Actualike targeting	20.11.20	29.11.20	10	S	100%		DONE
Chapter 5.4: Keyword targeting	20.11.20	29.11.20	10	S	100%		DONE
Submission MT Agreement	20.11.20	20.11.20	1	S	100%		DONE
Chapter 6: The marketing funnel as advertising concept	30.11.20	15.12.20	16	S	100%		DONE
Chapter 6.1: Awareness	30.11.20	15.12.20	16	S	100%		DONE
Chapter 6.2: Consideration	30.11.20	15.12.20	16	S	100%		DONE
Chapter 6.3: Conversion	30.11.20	15.12.20	16	S	100%		DONE
Chapter 6.4: Loyalty	30.11.20	15.12.20	16	S	100%		DONE
Chapter 6.5: Advocacy	30.11.20	15.12.20	16	S	100%		DONE
Chapter 7: Decision criteria for choosing advertising measures	16.12.20	16.12.20	1	S	100%		DONE
Chapter 8: Development of a funnel social media advertising concept in the cosmetics industry	17.12.20	23.12.20	7	S	100%		DONE
Chapter 8.1: Situation analysis	17.12.20	23.12.20	7	S	100%		DONE
Chapter 8.2: Objectives	17.12.20	23.12.20	7	S	100%		DONE
Chapter 8.3: Strategy & Operational planning	17.12.20	23.12.20	7	S	100%		DONE
Chapter 8.4: Realization	17.12.20	23.12.20	7	S	100%		DONE
Chapter 8.5: Controlling	17.12.20	23.12.20	7	S	100%		DONE

Master Thesis Projectplan - Magdalena Mayer

	START	END	DURATION IN DAYS	PARTICIPANT/S	PROGRESS IN %	MILESTONES	STATUS
WORKPACKAGE 4				MS 2			
Chapter 10: Study Design	25.12.20	14.02.21	52	S	100%		DONE
Definition of Research Design	25.12.20	31.12.20	7	S	100%		DONE
Revision of Research Design	17.01.21	20.01.21	4	S	100%		DONE
First draft of the MS 2 documents	18.01.21	18.01.21	1	S	100%		DONE
Submission of MS 2 documents	25.01.21	25.01.21	1	S	100%		DONE
Preparation for MS 2	25.01.21	28.01.21	4	S	100%		DONE
Send survey to coach	28.01.21	28.01.21	1	S/M	100%		DONE
MS 2	29.01.21	30.01.21	2	S/M/CM	100%		DONE
Adaption of survey	29.01.21	03.02.21	6	S	100%		DONE
Implementing feedback and making improvements	01.02.21	07.02.21	7	S	100%		DONE
Coach Meeting	16.02.21	16.02.21	1	S/M	100%		DONE
WORKPACKAGE 5							
Coach Meeting	16.03.21	16.03.21	1	S/M	100%		DONE
Chapter 9: Analysis Phase	01.04.21	10.05.21	40	S	100%		DONE
Chapter 9.1: SWOT Analysis	01.04.21	10.05.21	40	S	200%		DONE
Chapter 9.2: Analysis of the current advertising measures	01.04.21	10.05.21	40	S	300%		DONE
Chapter 9.3: Target group analysis	01.04.21	10.05.21	40	S	400%		DONE
Preparation of online survey	20.04.21	03.05.21	14	S	100%		DONE
Pre-testing of survey	10.05.21	13.05.21	4	S	100%		DONE
Revision of survey	14.05.21	14.05.21	1	S	100%		DONE
Survey goes live	19.05.21	19.05.21	1	S	100%		DONE
Execution of survey	19.05.21	29.07.21	72	S	100%		DONE
Reworking theoretical part	20.05.21	30.05.21	11	S	100%		DONE
Coach Meeting	04.06.21	04.06.21	1	S/M	100%		DONE
Reworking theoretical part	06.06.21	30.07.21	55	S	100%		DONE
Coach Meeting	23.06.21	23.06.21	1	S/M	100%		DONE
Decision for new survey	23.06.21	23.06.21	1	S	100%		DONE
Definition of Research Design	12.08.21	13.08.21	2	S	100%		DONE
Preparation of new survey	15.08.21	15.08.21	1	S	100%		DONE
Chapter 10: Study Design	15.08.21	15.08.21	1	S	100%		DONE
Chapter 10.1: Information Need and Research Objective	15.08.21	15.08.21	1	S	100%		DONE
Chapter 10.2: Research Method	15.08.21	15.08.21	1	S	100%		DONE
Chapter 10.3: Sample Selection	15.08.21	15.08.21	1	S	100%		DONE
Chapter 10.4: Hypotheses	15.08.21	15.08.21	1	S	100%		DONE
Chapter 10.5: Survey Instrument	15.08.21	15.08.21	1	S	100%		DONE
Chapter 10.6: Planning of the field work	15.08.21	15.08.21	1	S	100%		DONE
Chapter 12: Objectives	15.08.21	15.08.21	1	S	100%		DONE

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	START	END	DURATION IN DAYS	PARTICIPANT/S	PROGRESS IN %	MILESTONES	STATUS
WORKPACKAGE 6 Practical Part / Funnel Concept Development							
Chapter 13: Strategy Phase & Operational Planning	16.08.21	30.09.21	46		100%		DONE
Chapter 13.1: Awareness – First time Cosmeterie	16.08.21	30.09.21	46	S	100%		DONE
Chapter 13.2: Consideration – Interact with Cosmeterie	16.08.21	30.09.21	46	S	100%		DONE
Chapter 13.1 Conversion – Purchase Cosmeterie	16.08.21	30.09.21	46	S	100%		DONE
Chapter 13.1 Loyalty – First time Cosmeterie	16.08.21	30.09.21	46	S	100%		DONE
Chapter 13.1 Advocacy – Become part of the community and recommend Cosmeterie	16.08.21	30.09.21	46	S	100%		DONE
Send survey to coach	10.09.21	10.09.21	1	S	100%		DONE
Adaption of survey	13.09.21	13.09.21	1	S	100%		DONE
Final approval	13.09.21	13.09.21	1	S	100%		DONE
Implementation into Survey tool	13.09.21	13.09.21	1	S	100%		DONE
Survey goes live	13.09.21	13.09.21	1	S	100%		DONE
Data Collection	13.09.21	27.09.21	15	S	100%		DONE
Chapter 14: Realization	16.09.21	28.09.21	13	S	100%		DONE
Chapter 14.1: Measures of Action	16.09.21	28.09.21	13	S	100%		DONE
Chapter 14.2: Budget Plan	16.09.21	28.09.21	13	S	100%		DONE
Chapter 14.3: Timetable	16.09.21	28.09.21	13	S	100%		DONE
Chapter 15: Controlling	23.03.21	03.04.21	12	S	100%		DONE
Coach Meeting	29.09.21	29.09.21	1	S/M	100%		DONE
Implementing feedback and making improvements	30.09.21	02.10.21	3	S	100%		DONE
Chapter 11: Primary Research Findings	30.09.21	02.10.21	3	S	100%		DONE
Chapter 11.1: Structure of the Sample	30.09.21	02.10.21	3	S	100%		DONE
Chapter 11.2: Research Results	30.09.21	02.10.21	3	S	100%		DONE
Chapter 11.3: Interpretation of the findings	30.09.21	02.10.21	3	S	100%		DONE
Chapter 15: Conclusion & outlook	01.10.21	01.10.21	1	S	100%		DONE
WORKPACKAGE 7 MS 3							
Submission of MS 3 documents	04.10.21	04.10.21	1	S	100%		DONE
Preparation for MS 3	04.10.21	05.10.21	2	S	100%		DONE
MS 3	06.10.21	06.10.21	1	S/M/KM	100%		DONE
Implementing feedback and making improvements	07.10.21	20.10.21	14	S	100%		DONE
WORKPACKAGE 8 Finalisation							
Reworking the whole master thesis	07.10.21	20.10.21	14	S	100%		DONE
Proof-reading	20.10.21	22.10.21	3	S/P	100%		DONE
First submission of the master thesis	09.11.21	09.11.21	1	S	100%		DONE
Evaluation of the master thesis	TBA	TBA	1	M	0%		
Submission of library ready master thesis	TBA	TBA	1	S	0%		
Final examination	TBA	TBA	1	S/M/CM	0%		