

1. Client Overview

Je Suis Femme is a West Australian based all natural clinic operating in Westfield Carousel in Cannington. Je Suis Femme prides themselves on offering only the best all natural and organic products for their customers, as well as the highest quality body treatments that are hygienic and delivered in a relaxing and soothing environment. They aim to rejuvenate the skin and offer their customers only the best at affordable prices.

Their products include a range of skin care items such as creams, sun lotions, hair treatments, shower and baths gels, dry skin care, complexion creams; as well as organic skin care products for mother and babies that include: safe body lotions, organic shampoos, moisturizers, SPF creams, massage oils and stretch mark creams. They also offer organic teas and an organic makeup and a cosmetic range entitled Youngblood Cosmetics. Additionally, they have treatments in store for customers that range from makeup to massages and waxes.

Je Suis Femme currently has a multitude of marketing strategies that are being used to help inform consumers about their products and services both online and offline. They own their own website and blog as well as Facebook and Instagram accounts. Their website, www.jesuisfemme.com.au, is operating well and showcases all their products and treatments that they have available with an online platform to purchase products and book treatments in store. It has a simple layout that captures customer attention and works for easy navigation around the site. They have links set up for gift certificates and special deals which encourage consumers to engage with the website more thoroughly. Their online blog also offers a unique customer experience by offering tips and reports for customers to read at their leisure.

Their Facebook account, Je Suis Femme, is quite popular for a small clinic and has just less than 700 “likes”, and average a 4.8/5 star rating; their Instagram account has around 150 followers too. Their ads are enticing and informative and always offer a helping hand to customers; they also add a humorous aspect that helps to capture audience’s attention. However they do not post on their social media accounts as often as would be appropriate and therefore lose the online aspect of engaging with their customers at a social media level. This can be improved by increasing their posting rate and post updates about current specials and deals running in store

and online weekly. In store represents a sense of relaxation and is kept clean and tidy. It creates a mood for consumers. Customer service is excellent and unique service offerings are always key.

2. Market Analysis

Je Suis Femme has a large variety of current customers ranging from young to old and women to men. The ages range from 15 year old girls who may be going through puberty and are looking at different skin care ranges to help with the impacts the hormones have on their skin to 65 - 75 year old seniors who are finding aging care products. The potential customers include a larger number of males who we would like to see visiting the store.

The potential competitors of Je Suis Femme range from the different type of services other brands provide. Current competitors of Je Suis Femme include facial salons around Perth who provide a cheaper service such as Belen Skincare centre. A full facial at Belen Skincare centre starts from \$95 (Belen, 2015), whereas Je Suis Femme starts from \$130 for a full facial treatment. Other current competitors include salons who provide a wider range of service, such as Revive Day Spa who provide services including IPL treatments and microdermabrasion, (Revive Day Spa, 2015). Customers are prone to choosing other salons as they either provide a cheaper service or other services that Je Suis Femme have yet to introduce. Potential competitors of Je Suis Femme include Ella Bache, a brand from France that now has many salons across Perth (Ella Bache, 2015). With the popularity of the brand and the number of salons around Perth, customers are more likely to choose Ella Bache over Je Suis Femme.

Je Suis Femme operates in the industry of beauty providing beauty related care and treatment services. The beauty industry provides a variety of services, ranging from facial treatments to skin analysis to provide the best skin care for different skin types. According to Tozer (2015) women are spending a record sum on beauty treatments. These include anti-wrinkle injections, facial treatments and trips to the spa as they follow the lead of celebrities, (Tozer, 2015). Women spending on beauty treatments have pushed up spending by almost 50% in two years to \$1.3 billion, (Tozer, 2015). As mentioned by Penning (2013) "the global organic personal care products market witnessed steady growth in recent years due to increasing consumer concerns regarding personal health and hygiene". This has a positive impact on Je Suis Femme as their core products revolve around organic skin care and natural skin care. Transparency Market

Research (2014) states that “the global demand for organic personal care products was over \$7.6 billion in 2012 and is expected to reach \$13.2 billion by 2018”. Revenue for beauty services (and hairdressing) in Australia has reached 4bn creating 58,882 employment opportunities and 22,409 businesses operating in this industry (IBISworld, 2015).

Je Suis Femme has positioned consumers to perceive their products of high quality that are organic, beneficial for all skin types and good quality. The products offered by Je Suis Femme aren't seasonal, although according to IBISworld (2015), “demand for these services wanes during periods of economic uncertainty or when employment falters”. With a higher disposable income, it is more common for people to treat themselves to these products and services that they normally only saw as a luxury. Je Suis Femme's products and services must be innovative and differ to what competitors offer. Quality is a key aspect for Je Suis Femme, particularly as products are both natural and organic. This is certainly considered a key selling point. Another key selling point for beauty salons is their ability to create personalised services which IBISworld (2015) mentions that this is paramount to customer satisfaction.

3. AdWords Strategy

The name of our campaign for this AdWord project is Beauty & Wellness 2016. The Adgroups that we have decided to choose include body care, organics, skin care and beauty treatments.

3.1 Overall campaign goals and objectives

The core objectives for the Beauty & Wellness 2016, marketing campaign are as follows:

- To increase overall awareness of the Je Suis Femme brand amongst online users.
- Drive traffic to the brands webpage by an increased 12% of current interest traffic rate by December, 2016. This will increase sales in the future for the company and ROI.
- Increase online retention rate from current rate by 20% on the business's webpage by December, 2016.
- Developed other e-marketing techniques such as social media to improve market audience and therefore increase social media coverage such as Facebook and Instagram posts, likes and shares by 15% at the end of December, 2016.

3.2 Adgroups, rationale, keywords and negative keywords, and text ads

*Please note that the keywords employed throughout these adgroups consist of broad match, “exact match” and [phrase match] which will allow for search optimization.

3.2.1 Body care

Rationale- as Je Suis Femme is situated in the beauty and wellness industry, a large majority of the products sold, both in store and on the company’s virtual platform, relate to body care. Body care was selected as an individual adgroup due to the prominent role on the company’s website. An array of body care products are sold to consumers through this virtual platform ranging from contouring gel to sunscreen.

Keywords include- natural, body, care, product, skin, smoothing, dry, detox, best dry skin relief, [body care products], soothing, “natural body care products”, cream, [cellulite sculpting cream], anti-bloating, toning, [SPF 50+ sunscreen], natural body care products, best detox products, [best sunscreen product], healing, hydrating, treatment, lotion, [best soothing cream], cellulite, sculpting, contour, gel, serum, best dry skin relief, herbal, rejuvenate, teas, “Je Suis Belle”, “Rejuvenate herbal teas”.

Negative keywords include- body piercing care, auto body care, cellulite exercise, photos of cellulite, celebrity cellulite, cancer treatment, drug treatment, iced tea.

Text ads-

Stay sun safe this summer
Protect your body from the sun
Purchase organic 50+ SPF sunscreen
www.jesuisfemme.com.au/

Contour your body
Smooth cellulite free skin all year
Try your free sample today
www.jesuisfemme.com.au/

Relieve your dry skin
Hydrate your skin year round
Organically rejuvenate dry skin
www.jesuisfemme.com.au/

3.2.2 Organics

Rationale- majority, if not all, of their products are derived from completely 100% natural and organic products or ingredients. Organics is a major driver in the way that Je Suis Femme operates their business so it was imperative that it be added as in individual AdGroup. Most of

the products are available to be bought online or in store. The company also offers a unique organic section for babies. Additionally, Je Suis Femme has an organic tea range and only offers organic tea (or water) during treatments in store.

Keywords include- face, care, skin, facial, “best skin care”, products, treatments, products, face, natural, [natural face products], products, “best facial products”, [organic facial products], “top skin care products”, “best organic skin care products”, “best natural skin care products”, [organic face products], “organic skin care brands”, organic care, “organic natural skin care”, [top organic care], “organic skin care products”, [best organic skin care products], “certified skin care products”, certified organics, organic tea, “organic baby care”, [organic baby skin care], “Je Suis Belle”.

Negative keywords include- dove face care, wholesale skincare products organic, discounted, Linda shay organic skin products, certified organic food, organic farm, organic gardening.

Text ads-

Organic is best
Your skin is precious
Find products suitable for you
www.jesuisfemme.com.au/

Organic Skin Care
All natural products
Largest range in the market
www.jesuisfemme.com.au/

Organic Baby Skin Care
Only the best for mum and bub!
Safe for use on little ones
www.jesuisfemme.com.au/

3.2.3 Skin care

Rationale- Skin care is an important aspect of Je Suis Femme. The products are naturally derived from plant extracts. Both the online store and Beauty salon located in Westfield Carousel shopping centre provide a range of skincare products for different skin types. The skin care is targeted at a range of customers, both young and old and men and women with a goal of giving them a clearer and brighter skin complexion. Je Suis Femme also provides specific skin care range for “Mother and Baby”.

Keywords include- [sensitive skin], [anti-aging], [facial treatments], [age defying], [soothing skin care], [cleanser], [toner], [moisturiser], soothing cream, treatment, skin care, skin analysis, beauty therapy, body therapy, salon, treatments, serum, scarring treatment, mist, relaxation, clear skin, anti-aging, wrinkles, “Je Suis Femme”, “skin care treatments”, “skin care treatments Perth”,

“latest anti-aging facials”, “clear skin treatments”, “age defying treatments”, “scaring treatments Perth”, “alcohol free skin care”.

Negative keywords include- handmade skincare products, rash, skin cancer, itchy skin, diseased skin, laser toner, Samsung toner, Olay sensitive skin, Botox facial treatments, surgery facial.

Text ads-

Get flawless skin today
Je Suis is the place to go
Discover our product range now
www.jesuisfemme.com.au/

The perfect skincare
Find out which product suits you
Come in for a free consultation
www.jesuisfemme.com.au/

Solutions for your skin
Ever wonder why you break out?
We can help you find the solution
www.jesuisfemme.com.au/

3.2.4 Beauty treatments

Rationale- beauty treatments are a key selling point for Je Suis Femme. Their salon located in Westfield Carousel shopping centre offers a range of services including mini facials, treatments, makeovers and spa body treatments. This was chosen as an adgroup because of its dominance on Je Suis Femme’s online website. The beauty treatments target those both old and young and men and women with the goal of making people feel better about themselves and relaxed.

Keywords include- makeup, “stress relievers”, relaxation, beauty treatment, beauty makeup, beauty therapy, body therapy, [natural beauty treatments], [beauty treatments perth], “beauty therapy treatments”, “beauty salon treatments”, “latest beauty treatments”, “free beauty treatments”, “beauty treatment offers”, “most popular beauty treatments”.

Negative keywords include- wedding makeup, hair relaxer, makeup and hair, yoga relaxation, beauty therapy courses, beauty therapy equipment, ancient beauty treatment, sound relaxation.

Text ads-

Free 4 Minute Makeover
A complimentary service for you
Express your inner beauty today
www.jesuisfemme.com.au/

Looking for relaxation?
Aromatherapy relaxation massage
Get yours in store today for \$99
www.jesuisfemme.com.au/

Youngblood styling
Workshops available in store
Call now for pricing and details
www.jesuisfemme.com.au/

3.3 Target audience settings

We are hoping to create a number of remarketing lists for each adgroup. This will help us to connect with potential customers who have previously visited our sites. People will get different

ads that are based on the different products and services they have viewed on our website. Our target audience will be focused in Perth, Western Australia and the ad extensions will provide a phone number for future clients to book in for their services. The next steps will involve creating a feed, tagging our website and creating the dynamic ads to use.

3.4 Daily and weekly plans for spending their campaign budget

The budget has been specifically designed to work alongside the goals of the campaign regarding the impressions, clicks, CPC and CTRs. A weekly amount has been established to act as a basis for the initial stages of the campaign with a weekly spend of \$50, individually dedicating \$12.50 to each adgroup. Once further knowledge is gained regarding the success of each adgroup the budget will be altered in order to provide enhanced funding for popular adgroups and keywords. This weekly budget will amount to a total spend of a realistic \$2,600 per annum.

3.5 Keyword bidding

We have decided to adopt manual bidding due to our small business possessing a limited budget. This will allow us to manage our max CPC bids. We will differentiate the bidding of each ad groups with some being more expensive than others in order to target specific markets and gain competitive leverage over other local businesses. The keywords are expensive due to the high traction of the keywords which will allow us to manage them effectively once a greater understanding of their success is gained.

3.6 Geo-targeting

Whilst the salon is located in Western Australia the company provides a digital platform (their website) where individuals can purchase products internationally. In saying this the Google Ad Words relates to this geo-targeting as Je Suis Femme source their clients from their online presence and possess a broad target marketing, regarding the overall geographical location. As the individual Ad Groups represent the current product range of the company rather than the services provided the company doesn't restrict any advertising content to certain localities. The website also features the services provided by the company in which clients must visit the salon. This particular website content is promoted to a global domain even though the accessibility to the content must be localised. Products can be purchased from any location around the world.

Our geo-targeting will also focus on scheduled timing that will base around the consumers habitual online usage.

3.7 Goals for impressions, clicks, CPC and CTR

A goal of 500 impressions has been devised for this Adwords campaign. We are aiming for at least 10 clicks into our website for every 500 impressions. The maximum cost per click for each ad group is set at \$4.16. A goal of a CTR of 2% has been established as a basis for this campaign in order to act as a fundamental base goal until further evaluating and understandings can be made regarding how successful the individual adgroups and keywords within the campaign are. This particular target was chosen after consulting various other competitors in the industry and their campaigns.

3.8 Proposed success metrics

3.8.1 Conversion tracking tool- The conversion-tracking tool is provided as a free Google service that is used to monitor the account performance. This allows companies to distinguish the effectiveness of the various ad campaigns by sourcing which adword clicks have led to meaningful actions by the consumer.

3.8.2 Google analytics- Another free tool supplied by Google is Google Analytics which is a service employed to dissect integral data regarding the visitors of the Je Suis Femme website and how they sourced the digital platform. This tool gives the ability to gain an understanding on whether or not the individual found the website via the AdWords prevalent through Google. This assists in evaluating the effectiveness of the campaign in relation to visitors on the Je Suis Femme website.

4. Conclusion

In conclusion we are hoping that this adword strategy will increase brand awareness for Je Suis Femme, driving traffic to their social media pages and website. This will hopefully target potential consumers as well as increasing market share in the beauty industry in Perth. We are also hoping to build customer loyalty and retain existing and future customers so that emerging competitors are less likely to be successful in the market.

5. References

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