



OFFSITE CAMPAIGN

HOW TO: INCREASE VISIBILITY WITH SOCIAL ADS

OFFSITE CAMPAIGN FOR L'ORÉAL LUXE

A few years ago, a successful marketing strategy was limited to a well-designed shop window and campaigns in various magazines. Today, in the era of the Internet, various social media, such as Instagram, TikTok or YouTube and other channels that influence the senses of customers, it is important as a brand to place its products intelligently to maximize visibility.

Below, you'll learn how we at Douglas Marketing Solutions used the holiday season and a sophisticated strategy to increase the visibility of L'Oréal Luxe brands and thus to boost their sales. Enjoy the read!

THE BRANDS BEHIND L'OREAL LUXE AND HOW WE WANTED TO INCREASE THEIR VISIBILITY AT THE BEST TIME OF THE YEAR

L'Oréal is not just L'Oreal - there are many high-end brands behind L'Oréal Luxe that not everyone directly associates with the French corporation. Among others, Yves Saint Laurent, Armani Beauty, Lancôme and Mugler belong to L'Oréal Luxe.

In this case study, we focused on fragrances from the aforementioned brands and sought to maximize their visibility and traffic to the content page by targeting them via social media ads in two forms.

LINK ADS

Link Ads are kept simple and concise. Our customer, who primarily buys fragrances from DOUGLAS, is only shown an image, which is why we had to focus on the multi-brand L'Oréal Luxe instead of the individual brands. This way the viewer could see our four selected brands at a glance. By clicking on the link, our customers landed on the content page, where they could view and then purchase the fragrances of all four brands.

CAROUSEL ADS

Carousel Ads are a bit more complex and detailed than a Link Ad. With Carousel Ads, our "Fragrance Lover" client is shown multiple images on tiles that he/she can select with a simple swipe to the right or left. This allowed us to specifically highlight individual brands on the tiles. The advantage of this ad is that our customer is immediately directed to the landing page of his favorite brand instead of having the content page of the multibrand in front of him.



WHY MARKETING HAS TO BE “ON POINT” DURING THE CHRISTMAS SEASON

Of course, we also thought through the timing of this case study and decided on a 3-week period in the run-up to Christmas. In retail, whether online or stationary, the Christmas business has by no means lost its importance. On average, DOUGLAS generates a big part of its annual sales in the weeks leading up to Christmas - the best time to target brands you want to push.

We decided to run the L'Oréal Case Study during this exact time, from 11/29/2021 to 12/20/2021. Fittingly, the ads and content page were drawn by attractive and Christmas assets to achieve the appropriate targeting, so that our customers immediately felt like giving away the fragrances of our L'Oréal Luxe Brands.

THE KEY FACTS OF THE IMPLEMENTATION OF OUR L'ORÉAL CASE STUDY AT A GLANCE

Let's get back to the key facts about our case study on the L'Oréal multibrand:

- The goal of the case study was to drive up sales of the L'Oréal Luxe brands YSL, Lancôme, Armani and Mugler.
- Our marketing strategy was focused on social media channels, such as Facebook or Instagram.
- The period in which the case study was carried out spanned three weeks from 29.11.2021 to 20.12.2021 - just in time for Christmas.
- Two different types of ads were run on social media: Link Ads and Carousel Ads, which were ideally matched to the pre-Christmas period.

THE RESULTS OF OUR L'ORÉAL CASE STUDY AND WHAT WE ACHIEVED

During the three-week period, we were able to achieve 4,692,761 impressions and a total of 25,236 clicks with our ads. Among them, we were able to count 1,307 conversions, resulting in a conversion rate of 5.18%. Conversions here are attributed brand-related conversions and are not reported from the campaign tool. With our investment we could achieve a ROAS of 1,99. Now we come to the CTRs: Overall we had a CTR of 0.54%, whereby the link ads were more successful with 0.71% than the carousel ads with 0.47%.

To make the whole thing a bit clearer, we have summarized the most important and best KPIs used to measure the success of our case study and thus our marketing strategy:

- CTR (Overall): 0.54% (vs. 0.50% benchmark)
- Conversion Rate: 5.18% (vs. 0.11% benchmark)
- ROAS: 1,99 (vs. 0.23 benchmark)

A SHORT SUMMARY OF OUR CASE STUDY WITH L'ORÉAL LUXE

Our L'Oréal Luxe Case Study, which we conducted in November and December 2021, showed how the right marketing at the right time can be reflected in the most important KPIs. With attractive ads, in the form of link and carousel ads on various social media, such as Facebook and Instagram, we were able to increase awareness of each L'Oréal Luxe brand and drive traffic to the content page. The timing of our case study also proved to be right: During the Christmas season, high-end brands, such as Armani, YSL, Lancôme or Mugler, are particularly well received by fragrance lovers. By placing targeted ads, we were able to generate clicks and sales at the same time.