

Analysis of current marketing strategy

Colourpop's marketing strategy has been very defined from the beginning. They choose to advertise exclusively on social media. Colourpop collaborates with several different Instagram influencers and several different brands, like Disney. Influencers also post YouTube tutorials using the Colourpop makeup. The company also hosts giveaways on their Instagram to encourage followers to engage with their posts. A good amount of Colourpop's own posts are consumers being featured using the product, which has also helped engagement. The message strategy used by Colourpop is that they are constantly putting out new products and restocks. They are known for always having new products out before other makeup companies. Digital word of mouth also works strongly in their favor because not everyone is being paid to mention Colourpop but they are so loved by makeup enthusiasts that they share their reviews for free.

Colourpop's advertising strategy is very effective. Social media is extremely popular among the younger generations, which is their target audience. Going viral on social media can completely change a brand and help them gain the traction they need to leave a lasting impression. Colourpop could expand to magazines to help appeal to the older women and expand their audience. If they were to expand their advertising at all, magazines would be the best way to reach others. Radio or TV commercials probably would not be the best choices for their company. It is super awesome and unique that Colourpop was able to blow up strictly on social media. That saves the company a ton of money on advertising.

SWOT Analysis for Colourpop

Strengths

- Has a strong online presence on multiple platforms
- 100% cruelty-free and organic
- Brand actively shows off makeup online through Livestreams
- Diverse range of products for different skin types

Weaknesses

- No physical store (sells online and through retailers like Ulta Beauty)
- Cannot swatch products in-person (must go by online swatches or go to supporting retail store)
- Due to being an online brand, shipping comes at a high cost

Opportunities

- Consumers of makeup are always looking to try out new things, both shade wise and makeup product wise
- With both new and trusted beauty influencers, trends can become more affordable
- Social media can widen the public engagement of their brand

Threats

- Because of the other various and recognizable brands in the retail stores (i.e Ulta), they might be lost and less easy to come across
- There are lots of different makeup brands in general

Major Competitors

NYX

Strength: Full range of products (especially online)

Weakness: Hard time keeping up with changing consumer needs, more suitable, and seems to market towards Caucasian skin.

Morphe

Strength: Used the power of influencers to grow brand (partnerships with a lot of well-known people)

Weakness: Partnering with influencers brings big risk (cancel culture)

E.L.F

Strength: Good quality for price, 100% cruelty-free and vegan

Weakness: Even though in terms of sales it does well (since it is cheap), they aren't unique enough in selling their products which in turn results in other competitors encroaching on their segment

B.H. Cosmetics

Strength: Has a very strong direct-to-consumer and digital marketing business model compared to other companies

Weakness: Found to have a lack of options for non-caucasian skin tones

Colourpop Consumer Groups

- **High school/college students:** This consumer segment would consist of females age ranging from 14-24 years old. These consumers' interests for use could be prom, homecoming, or different events. Colourpop is appealing because they are a lot more affordable compared to other brands. Most of these consumers either don't yet have a job or are working a part time job, possibly with other expenses.
- **Followers of Influencers:** These consumers are typically younger people but anyone who follows makeup influencers are included in this group. This could be male or female makeup enthusiasts. This consumer group is interested in expanding their makeup skills,

learning different techniques, and finding inspiration from influencers. Influencers often share the best and most affordable makeup options which appeals to this group.

- **Festival goers:** These consumers can be male or female, age ranging from 18-28. Festivals, raves, and concerts are often where people dress out in a fun, unique way. Tickets are often expensive as well as traveling for different events so Colourpop is the perfect brand to be affordable and still have unique, bright looks. These consumers also look for a variety in product, color, and style to match different aesthetics and outfits for different events.

Media Used for Promotion

- **Social Media:** Primarily through Colourpop's social media accounts. The younger Millennials and Gen Z are the most likely to use social media. Most social media platforms have a way for companies to buy space to "promote" their Tweets, Instagram posts, Facebook posts, etc. These "promoted" tweets are seen while a user is scrolling through.
- **Influencers:** Popular influencers have a huge following so if Colourpop was to partner up with well known makeup influencers (some examples being James Charles, Manny Gutierrez [MannyMUA], and Nikki de Jager [NikkiTutorials]) to review their products or even have a collaboration with them. Colourpop will then have consumers buying their products.
- **Pop-up shops in big cities & Interactive tents/spaces at festivals:** Pop-up shops create a buzz for your product/brand/company. If a local is walking downtown and comes across the pop-up shop, they might stop and take a look. The fact that it's a pop-up shop also gives the sense of urgency to shoppers that they should come in while they can. Interactive tents and space at festivals also shine a spotlight on the brand, get people to check out the products, and have a fun time. These festival goers might even create awesome looks that they'll wear while at the festival and when asked about their look they'll refer the people to the tent/space.

Promotional Tactics

- **Contest:** Halloween week is the perfect time for a contest between consumers. Anyone that tags Colourpop on Instagram with their Colourpop halloween makeup on will be entered in a giveaway for a free eyeshadow pallet of their choice. Colourpop advertises solely online so a social media contest would be a great way to boost views and their product. There are thousands of different creative looks for Halloween, making it the perfect time to be inspired by Colourpop's bright and wide variety of products.
- **Coupons:** A great way for online businesses to advertise is through coupons and discount codes. Colourpop promotes their product widely through social media influencers. By giving influencers a code for their followers to use could result in a boost in sales. People who watch makeup tutorials and such are often on the hunt for new, great products but sometimes can be wary about spending money on something they haven't tried before. A discount code could be exactly what is needed to inspire these followers to buy some Colourpop and try it out. Who doesn't enjoy a discount!

- **Partnership:** Colourpop has indulged in several partnerships before including Disney and Peeps. A great new partnership to add to the list would be The Avengers. Colourpop has done several movies before but never superheroes. By partnering with The Avengers for some new products would expand their range of consumers. The bright, bold colors would be eye catching for superhero fans as well as bold makeup lovers. These products would inspire empowerment to all makeup users.
- **In-store Display:** Colourpop is primarily an online business but they do sell some products in select Ulta stores. A display in these Ulta stores with free samplers would be a great way to boost sales and inspire primary in-store buyers to start considering more purchasing options online from Colourpop. The bright and bold colors the brand has to offer would stand out in the front of the store. Customers would also be able to try out the different colors and pigments with the samplers. Doing so would give them a real taste of the endless possibilities with Colourpop makeup.

Tagline

Colour with a U because we're POPpin'

