



TikTok: Canadian Skin Care

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Work After Graduation

- Content Creation
 - Skin Care Product Marketing
 - La Mer, Biologique Recherche, Chantecaille
 - Spa/Resort Marketing
 - Four Seasons, Hyatt Resorts, St Regis/Marriott
- Market Research
 - Numeris, Vividata, Dig Insights



Defining the Problem

Shortage of “Skinfluencers” covering
brands/products available in Canada

Goal & Objectives

Goal:

Attain paid sponsorship with brand and/or distributor

Objectives:

1. Post 2 videos weekly, targeting Canadian “skin junkies” b/w 25-35 yrs, on TT, from Oct 17 – Nov 7
2. Regularly interact with relevant content on similar brand/influencer accounts (likes, comments, shares, etc) from

Summary

Subject:

Accessible skin care brands in Canada

Product:

- TikTok account with short videos
 - Formats: Informational, challenges, GRWM, ASMR

Summary

Employer Interest:

- Shows creation of relevant, engaging content
- Demonstrates ability to reach desired target

Personal Interest:

- Acne struggles as a teen/young adult
- On-going passion for skin care

Summary

Hope to Learn from Process:

- How to create engaging content
- TikTok best practices for growing followers

Hope to Learn from Development:

- Confidence to create future content
- TikTok's reach and responsiveness within skincare

Target Audience

Demographics:

- Canadian women, 25-35 yrs, unmarried
- Post-secondary educated, 45K-55K annually

Psychographics:

- Into skin care – anti-aging, hydration/Canadian winters
- Practices yoga/Pilates, meditation, self-care
- Eats healthy, drinks lots of water

Target Audience

Geographics:

- Online, across Canada (excluding Quebec)
- Focus on products/shipping in Ontario

Behavioural:

- Closely follows skin care trends on TikTok
- Purchases products through affiliate links
- Browses TikTok & makes purchases in evening

Development Specifications

Developing:

- TikTok videos featuring Canadian skin products/distributors

How Many:

- Min. 8 videos total (2/week for 4 weeks)

Development Specifications

Steps & Time-Cost:

- Develop content calendar for TikTok videos (~ 20 min.)
- Create TikTok account (~ 5-10 min.)
- Follow relevant accounts (on-going)
- Create set up for videos (~ 10-15 min. per video)
- Record videos/create content & upload (~ 2-3hrs per video)
- Engage with followers/commenters (on-going, ~ 15 min. per day)

Development Specifications

Tools & Tech:

- Phone with camera
- Tripod with ring light
- Products
 - Cleansers, toners, acids, serums, lotions, spf
- Accessories
 - Face cloths, cotton rounds, headbands
- Software
 - TikTok, TikTok Analytics, CapCut editing, HitFilm Express

Sharing

- Creating videos to post on TikTok
- Potential to share from TikTok to Instagram
 - Suits same size format & content
- Posting videos 2x per week (min.)
- Creating 8 videos total (min.)
 - Potential for more content, time permitting

Concerns

- Target audience won't be reached
- Coming up with consistently creative content
- Paid sponsorship may be difficult to attain

Evaluation

Measuring Success:

1. Paid sponsorship is attained by Nov. 7th
2. Substantial follower growth & engagement
 - Followers interact with content regularly

Timing

Development:

- Approx. 20 Hours
 - Runs for 4 weeks, 2 videos per week
 - 2.5hrs per video (recording & editing)

Sharing:

- Approx. 40 Minutes (total)
 - 8 videos, ~ 5 min. per upload
 - Potential for 48hr (max.) authorization period

Evaluation:

- Approx. 8 Hours (total)
 - 8 videos, 1 hr analysis per video



Budget

Tools:

- All items sourced at no cost

Tech/Software:

- Using free software

Products:

- Most products already owned
- Will rely heavily on samples/gratis
- Any purchased products will be < \$50
 - Product(s) will be used regardless of project

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