

# *Simple Blossom Skin Care*

A Content Gap Analysis, January 2023



# *Executive Summary*

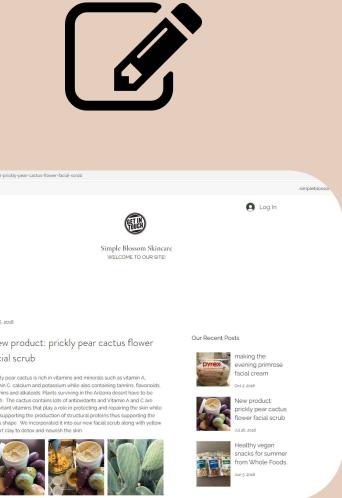
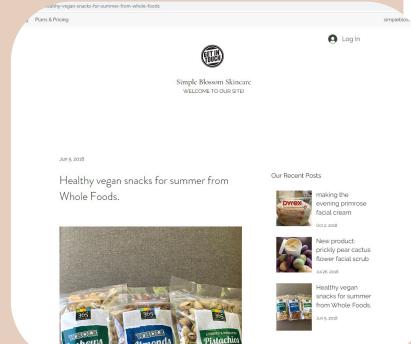
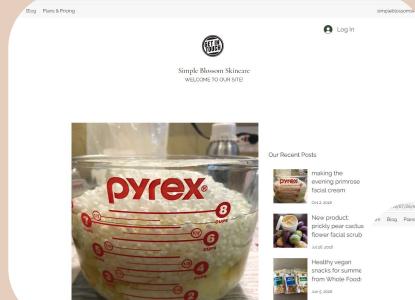
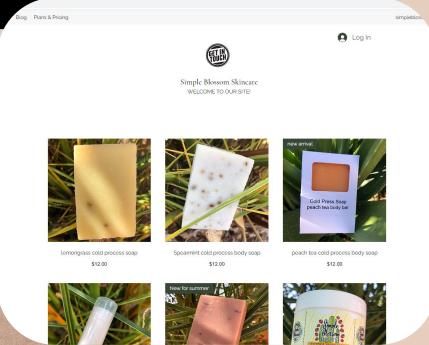
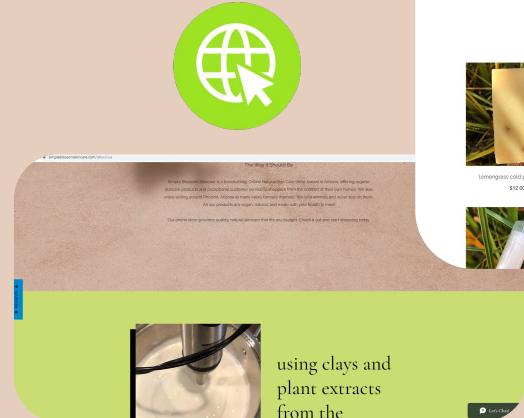
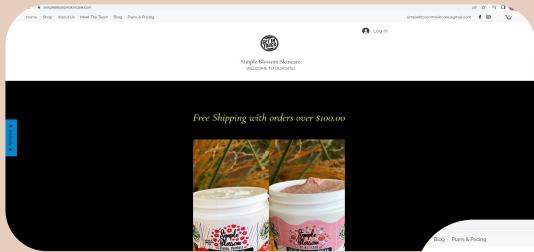
Simple Blossom Skincare is a Business to Consumer (B2C) business, with sales efforts focused primarily online through its website, and at local Arizona events such as the Ahwatukee Farmers' Market. The campaign aim is to make Simple Blossom Skincare stand out in the highly competitive and growing natural skincare market through thoughtful content that engages and cultivates relationships with customers on a national scale, and in turn increases online sales. Presently, Simple Blossom Skincare's owned content exists on its website and blog, while its non-owned content exists on Facebook and Instagram. Content includes an online shop with a variety of natural, small-batch skincare products with a focus on Arizona ingredients. The blog includes a total of 5 posts, all from 2018. The Facebook and Instagram accounts were established in 2017 and 2018, respectively, and have a following of 135 and 378, respectively, with a total of 121 likes on Facebook. Posting on these platforms is inconsistent, ranging from 0-9 posts/month. Facebook also includes a "shop" tab which eventually links back to the Simple Blossom Skincare website, and a "review" section with a total of 5 reviews. To achieve the above objective, Simple Blossom Skincare needs to increase its social media following and engagement rate, through consistently posting relevant content with a clear call to action. This should include directing social media traffic to specific products and/or content located on the Simple Blossom Skincare website.

# Goals & Objectives

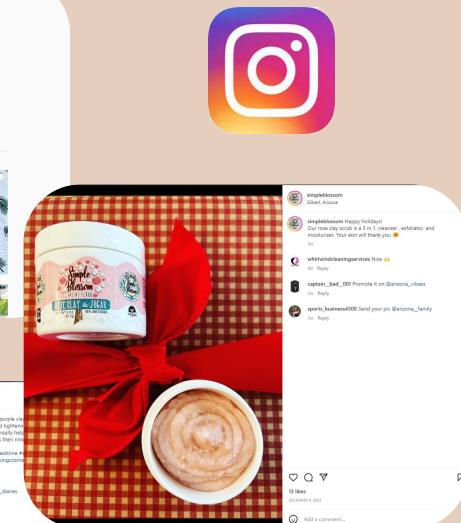
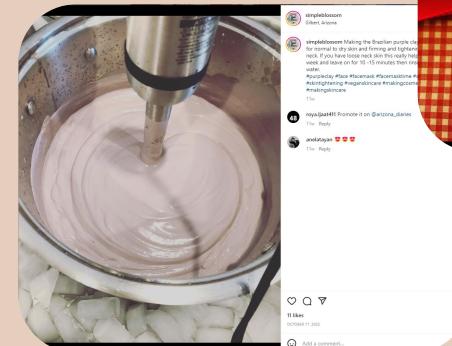
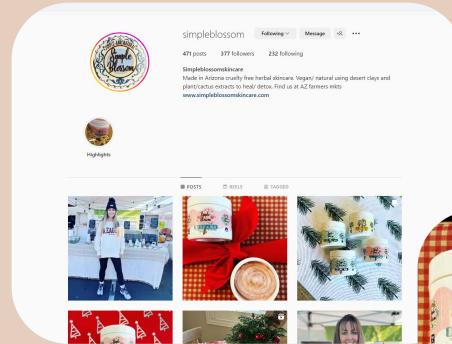
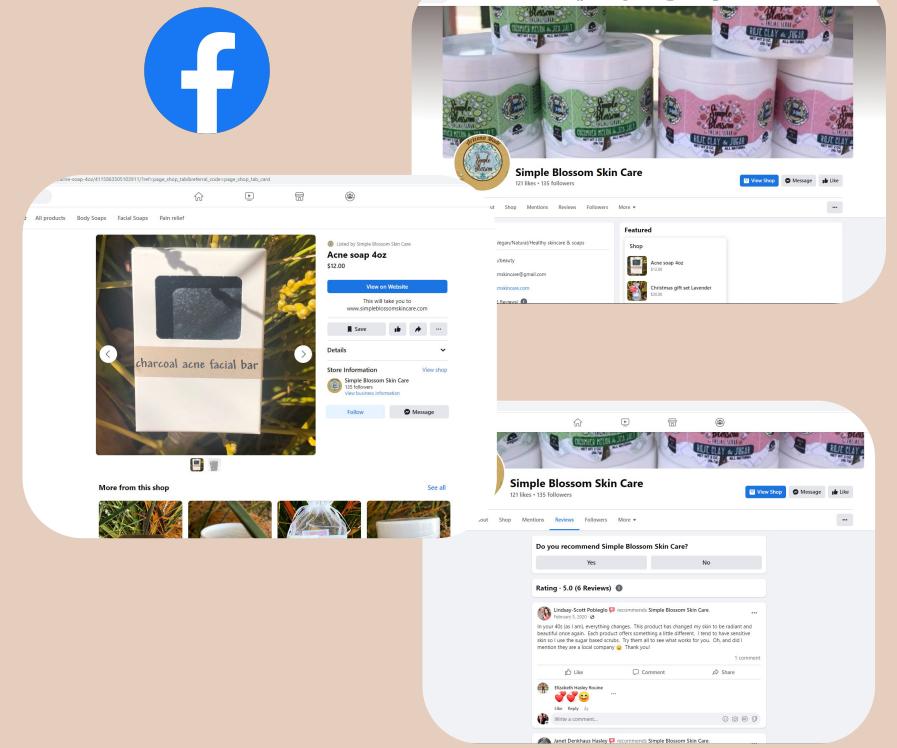
- 1 *Increase Brand Awareness by 20% through SEO and Social Channels within 6 months*
- 2 *Increase Consideration by 15% through consistent, relevant content within 6 months*
- 3 *Increase Online Purchases by 10% within 6 months*



# Owned Content



# Non-Owned Content



# Content Gaps & Opportunities

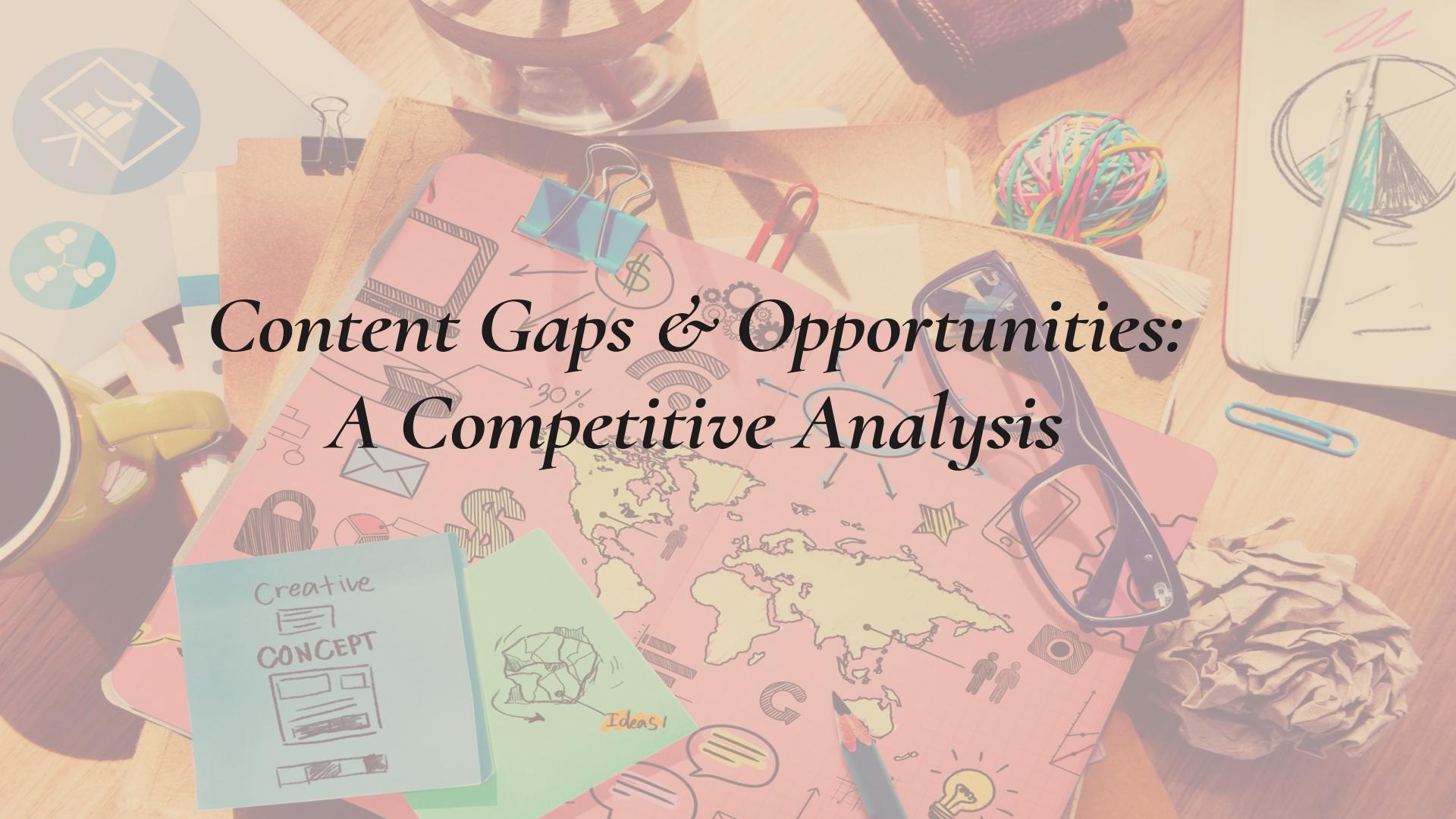
## Insights & Observations

- 199 results total, many relevant to Simple Blossom Skin Care
- Considerations:
  - Which Keywords are most relevant?
  - Which will rank best against the competition?
  - Where is the best opportunity for content ideation?
- Stand Outs:
  - “Biodegradable Soap”
    - relevant, Interest but less competition, not too general like “soap”, for example
  - “Lips” and Related: “Lip Scrub”, “Lip Oil”, “Best Lip Balm”, “Cherry Chapstick”, “Lip Balms”
    - relevant, potential to rank for all keywords in single piece of content such as 5 Tips for Beautiful Lips
    - less competition, collectively high search volume

1	Keyword	drbronner.com	burtsbees.com	CPC	Average Volume
2	braums	72	0	1.03	246000
3	all	87	0	0.23	165000
4	soap	36	0	0.95	165000
5	burkes outlet	0	73	2.21	135000
6	bee	0	65	2.07	135000
7	liquid	79	0	0.96	90500
8	toothpaste	25	0	1.72	90500
9	coconut oil	18	0	0.27	90500
10	bees	0	12	2.07	74000
11	lips	0	81	0.61	74000
12	honey pot	0	45	3.2	74000
13	micellar water	0	96	1.1	60500
14	braums near me	59	0	1.23	60500
15	blush	0	83	1.43	49500
16	burt's bees	0	1	1.45	49500
17	pure	98	0	1.62	49500
18	peppermint	60	0	0.47	49500
19	braum's menu	57	0	1.35	49500
20	biodegradable soap	26	0	0.65	49500
21	sal	61	0	0.57	49500
22	burt's bees	0	1	1.45	49500
23	lip gloss	0	88	1.52	49500
24	skin care	0	84	2.59	49500
25	vanillagift	0	59	2.28	49500
26	lotion	0	61	1.92	40500
27	moisturizer	0	50	2.23	40500
28	dr bronners	1	0	0.39	40500
29	sensitive	0	84	0.83	40500
30	stocking stuffers	0	84	0.54	40500
31	mystery box	0	65	0.68	33100
32	lip	0	43	0.61	33100
33	bb cream	0	40	0.96	33100
34	beeswax	0	95	0.56	33100
35	body wash	0	88	4.15	33100
36	cuticle	0	87	0.53	33100
37	dr.	24	0	3.97	33100

Partial Screenshot of keyword analysis provided by The Hoth, January 2023

# Content Gaps & Opportunities: A Competitive Analysis



# Competitors



## Dr. Bronner's

- “Dr. Bronner's is the top-selling soap in the U.S. natural marketplace. Only the purest organic & fair trade ingredients. No synthetic preservatives, no detergents or foaming agents - none!”
- 2021 Revenue = \$169 Million
- Channels: Website, Blog, Facebook, Twitter, Instagram, Pinterest, YouTube

## Burt's Bees



- “At Burt's Bees we celebrate nature, natural ingredients, and the cycles of renewal that happen in the natural world. We believe in empowering people to care for their skin...”
- 2021 Net Sales = \$292 Million
- Channels: Website, Blog, Facebook, Twitter, Instagram, Pinterest, YouTube

# New Content Opportunities



## *Owned Content*

- SEO Product Descriptions
- Engaging/Incentivized Email Sign Up
- Blog Posts:
  - How To...
  - Best Tips for...
  - Insights into Common Questions/Concerns
  - Cause Specific
  - Highlight Product Ingredients, Ingredient Sourcing, Small Batch Process
  - Product Recommendations Based on Skin Type
  - Gift Guides



## *Non-Owned Content*

- Audience Engagement Posts:
  - Giveaways
  - Polls
- New Product Intros
- Seasonal Content
- Featured Product/s
- TRENDING topics/Newsjacking
- Highlight Special Offers/Promotions
- Repurpose Positive Posts/Comments About Products from Customers
- Repurpose Blog Content
- Create Urgency
- Solve a Problem

# *Content Ideation*



<b>Keyword Phrase</b>	<b>SEO Friendly Headline</b>	<b>Medium/Format</b>
Biodegradable Soap	What Natural, Biodegradable Soap Can Do For You, and the Planet	Educational Blog Post
Best Lip Balm	The Best Lip Balm Doesn't Have a Label: Here's Why	Educational Blog Post/Product Feature

When it comes to maintaining that GLOW, our go-to is the Simple Blossom Skin Care Green Tea Matcha Bar!

 Natural AND Biodegradable

 High in Antioxidants to Calm and Brighten Skin

Find it at: [bit.ly/matchaaverageglow](http://bit.ly/matchaaverageglow)



Let us know, how do you GLOW?

What's your #1 skin care tip for glowing skin in the dry winter months? Comment Below!

Facebook

Instagram



**simpleblossomskincare** don't forget the lips! happiness comes easy with a simple, effective (did I mention natural???)  lip care routine.

Step 1: Green Tea Face & Body Scrub to repair, hydrate, and exfoliate. Step 2: The best selling SBS Organic Lip Balm with natural cherry flavor to end on a sweet note! #lipbalm #skincare #naturalskincare