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Subject: Social Media in the Coffee Industry

INTRODUCTION

Social media is transforming the lifestyle of millions of people worldwide in every aspect of their lives, from interaction, opinions, life decisions, and jobs, to spending habits. As millions of people use digital platforms daily, scrolling through several social media platforms, businesses and industries are upping their game to use social media for branding and increasing customer base and loyalty. In this report, we explore the progression and the most critical pillars of the use of social media in the cosmetics industry. In this report, we've selected Sephora, Estée Lauder, Charlotte Tilbury, and Maybelline as the four brands showcasing unique strategies in the cosmetics industry. These companies are modernizing their decades-old, proven traditional marketing and branding methods to boost brand visibility, launching modern, personalized initiatives and outreach programs targeting their US-based and global customers by maximizing direct engagement with their consumers. They have massively invested in using social media to showcase their products, industry trends, and consumer engagement, create excitement and cultivate loyal communities. We will grade these companies based on analyzing the three functions listed above.

This report will highlight distinct approaches these companies employ to differentiate themselves, remain competitive, and expand their outreach. From Sephora's emphasis on personalized shopping experience to Estée Lauder's professional artistry, Charlotte Tilbury's luxury appeal, and Maybelline's accessibility, we will analyze the effectiveness of social media use by these companies to advance their brand across the three functions: global presence & cultural accommodations, marketing/sales, and customer service and support. The rating is expected to be variable as each company has unique approaches to using the digital platforms across these functions.

FUNCTIONS

Global Presence & Cultural Accommodations

Each company has taken a unique and tailored approach to expanding its global customer base. Thus, we can only analyze specific criteria: the number of countries their product is available in, the number of Social media platforms they invest in, and their methods to achieve broad culture-based outreach, such as personalizing the content and using celebrities and influencers to suit cultural preferences. The top score for this function goes to Estée Lauder (5/5).

Marketing/Sales

Marketing/sales strategies allow each company to maintain, enhance, and expand its brand and effectively increase outreach to the target audience. We can analyze how the companies are doing based on specific criteria: How often they engage with the customers using the platforms, How they are creating excitement by introducing new products, behind-the-scenes looks, and

live launch events, and through collaboration with influencers and endorsements from celebrities. The top score for this function goes to Charlotte Tilbury at (5/5).

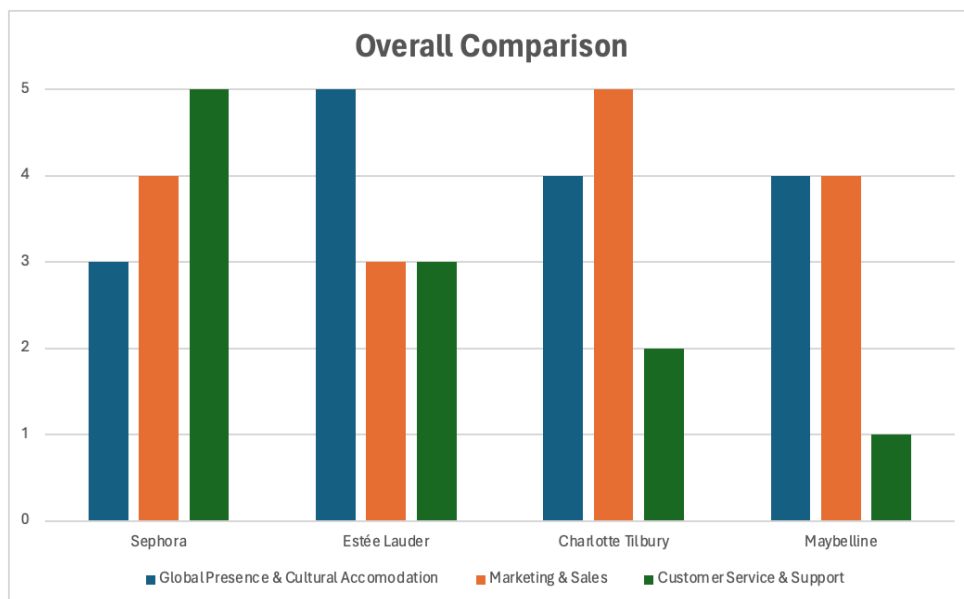
Customer Service and Support

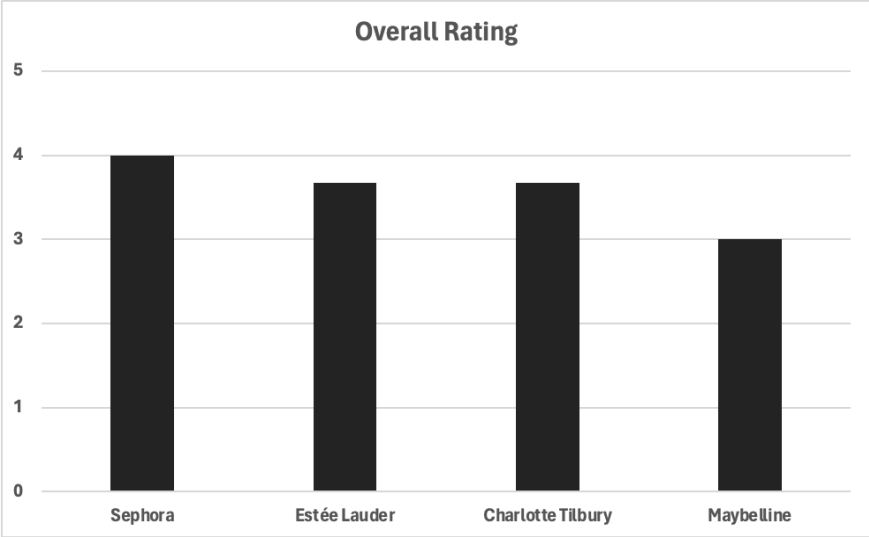
In the makeup industry, social media has empowered consumers by providing a quick and interactive way to communicate with brands. Makeup companies use social media to answer customer questions, solve product problems, and offer real-time personalized makeup tips. This enhances customer satisfaction and underscores the brand's commitment to quality service, a factor that can significantly influence potential buyers. Moreover, brands can leverage social media to gather product feedback, gauge customer reactions to new releases, and even gather ideas for future products. By actively engaging with their community, makeup brands strengthen their relationships and acknowledge the pivotal role of consumers in shaping the industry. We have evaluated the following criteria: number of channels for customer service and engagement and speed of response. The top score for this function goes to Sephora (5/5).

OVERALL

Our research and analysis concluded that Sephora is the winner among the cosmetics product companies we reviewed for their use of social media per our criteria. Sephora earned an overall rating of 4.0, emerging as the top leader in customer service and support and second in marketing and sales. Despite their significant global presence, Maybelline was rated lowest, with a rating of 3.0, mainly due to their poor customer service and support scores. Estée Lauder and Charlotte Tilbury are just a touch behind Sephora, primarily because of their lower customer support and service rating.

GRAPHICAL REPRESENTATION OF DATA







SEPHORA



BACKGROUND

Founded in France in 1969, Sephora has since expanded worldwide, with over 2,600 stores in 35 countries. Under the ownership of LVMH Moët Hennessy Louis Vuitton, Sephora is a global leader in beauty retail, offering an extensive range of cosmetics, skincare, haircare, and fragrance products. Offering a diverse range of high-quality brands, along with their own Sephora Collection, Sephora provides customers with a curated in-store and online shopping experience. With a dedication to inclusivity and innovation, Sephora continues to set the standard for beauty retail, offering personalized services, expert advice, and exclusive product launches to beauty enthusiasts worldwide. Their central values of diversity, inclusivity, and empowerment are core values where they stand by priding themselves “on fostering an environment that embraces these values, reflecting its commitment since inception” (Kohan, 2021). Expanding their dedication to excellence has achieved an empowering workplace environment and various recognitions to the community.

FUNCTIONS

Global Presence and Cultural Accommodation

Sephora boasts a vast global presence, with a network of over 2,600 stores across 35 countries. This expansive presence allows Sephora to serve beauty enthusiasts worldwide, offering an extensive array of cosmetics, skincare, haircare, and fragrance products (International Websites Sephora, 2024). Each Sephora store is meticulously designed to provide a unique and immersive shopping experience, with knowledgeable beauty advisors offering personalized recommendations and expert advice.

Sephora's commitment to cultural accommodation is reflected throughout its operations, including product offerings, marketing strategies, and employee training programs. The company carefully curates its product range to cater to diverse cultural backgrounds and beauty preferences. This includes providing makeup shades suitable for a wide range of skin tones, hair

care products for different textures and needs, and skincare solutions tailored to various cultural practices and concerns. The company's actions, such as dedicating shelf space to black-owned beauty brands, demonstrate its commitment to meaningful change in the industry. **connect this to their social media somehow**

By committing to diversity, equity, and inclusion in its offerings and proactive approach, Sephora has been firmly committed to ensuring that every customer feels welcomed and valued, regardless of their cultural background or beauty preferences. Sephora invests in “creating an inclusive work environment, diversity in hiring, and promoting equality for all employees through the implementation of training programs, partnerships, and internal policy changes” (Sephora, 2024). A strong emphasis is on creating opportunities for diverse groups and a supportive workplace culture. Sephora utilizes Instagram, YouTube, and TikTok for its marketing in addition to its stores, website, and mobile app. Thus, Sephora earns 3 of 5 ratings due to the number of countries they offer the product (much less compared to the evaluated companies in this report), despite its strong social media presence and market or culture based campaign.

Marketing/Sales

Its marketing and sales strategies significantly drive Sephora's success in the beauty industry. Employing an omnichannel approach, Sephora integrates its online and offline channels to offer customers a unified shopping experience. Customers can explore products in-store, receive personalized recommendations from beauty advisors, and then make in-store or online purchases. The brand's website and mobile app further enrich the online shopping journey with features like product reviews, tutorials, and virtual try-on tools.

Sephora's strategic collaborations with renowned beauty brands and influencers create exclusive product lines and limited-edition collections. Leveraging the popularity of personalities and products such as Fenty Beauty by Rihanna and Rare Beauty by Selena Gomez, Sephora offers unique and highly sought-after offerings exclusively at their stores. This exclusivity generates excitement through their social media campaigns, posts, videos and makes the audience feel privileged to be part of such an exceptional shopping experience.

Sephora organizes in-store events, beauty classes, and workshops to engage customers and drive foot traffic to its stores. These initiatives allow customers to interact with products, learn new beauty techniques, and receive personalized advice from Sephora's expert team of beauty advisors. According to Jessica Nuremberg, the co-founder of SoundBytes, Sephora's "core consumer is a beauty expert, someone who is passionate about beauty and seeks out the latest and greatest products" (Nuremberg, 2023). Additionally, the brand maintains a strong presence on various social media platforms, including Instagram, YouTube, and TikTok, where it shares beauty tips, tutorials, and user-generated content. Through these efforts, Sephora nurtures a sense of community and cultivates brand loyalty among its followers, thus earning a 4 out of 5 rating.

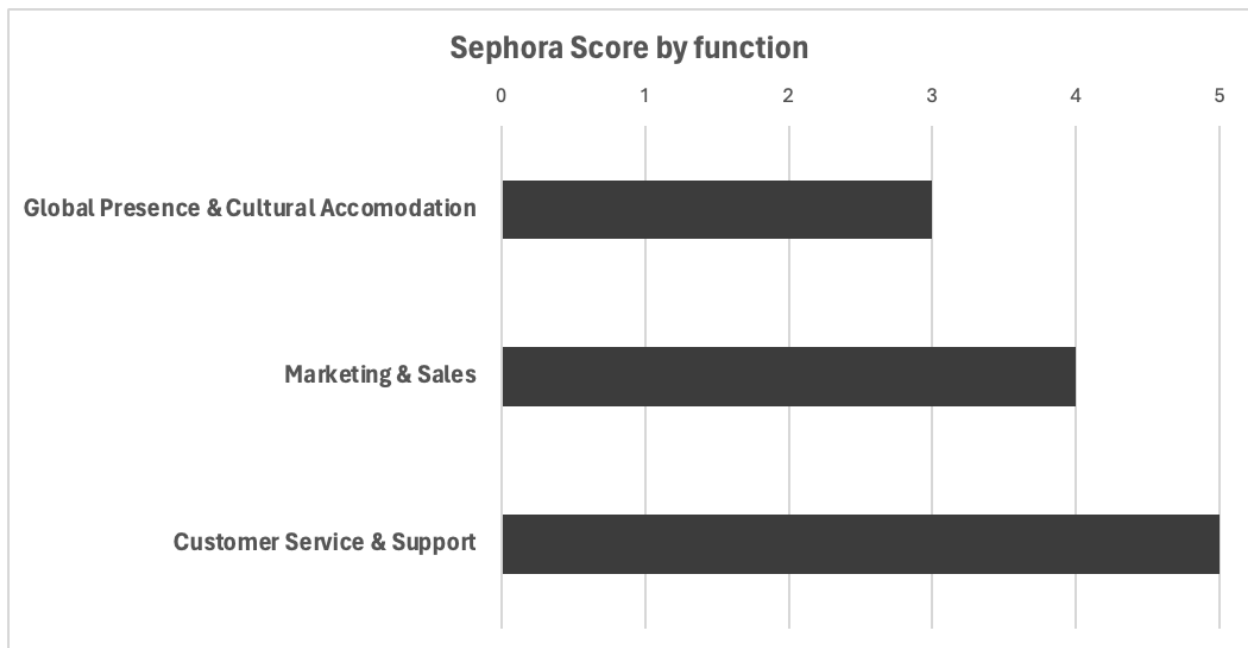
Customer Service and Support

Sephora strongly emphasizes providing exceptional customer service and support to ensure a positive shopping experience for its customers. Sephora's stores are staffed with highly trained beauty advisors to help customers with recommendations, solutions, and information to provide personalized in-store shopping experiences. The stores offer in-store beauty services, including skincare consultations and fragrance sampling.

Sephora's Beauty Insider loyalty program rewards customers points for their purchases. These points can be redeemed for beauty products, exclusive gifts, and special promotions. The program offers multiple tiers—Insider, VIB (Very Important Beauty Insider), and Rouge; each with its own set of benefits, including early access to new products, birthday gifts, and free shipping.

Sephora has a generous return policy that allows customers to return or exchange products within a specified timeframe, even if they've been opened or used. Sephora provides multiple communication channels for customers to contact customer support teams, including phone, email, live chat, and social media. Sephora's customer support representatives are trained to promptly and professionally assist with inquiries, resolve issues, and address concerns.

Sephora's website and mobile app offer many resources to help customers make informed purchasing decisions, including product reviews, ratings, and tutorials. Customers can also access FAQs, troubleshooting guides, and beauty tips to enhance their shopping experience. Sephora's exceptional approach to customer service earns a 5 of 5 rating.

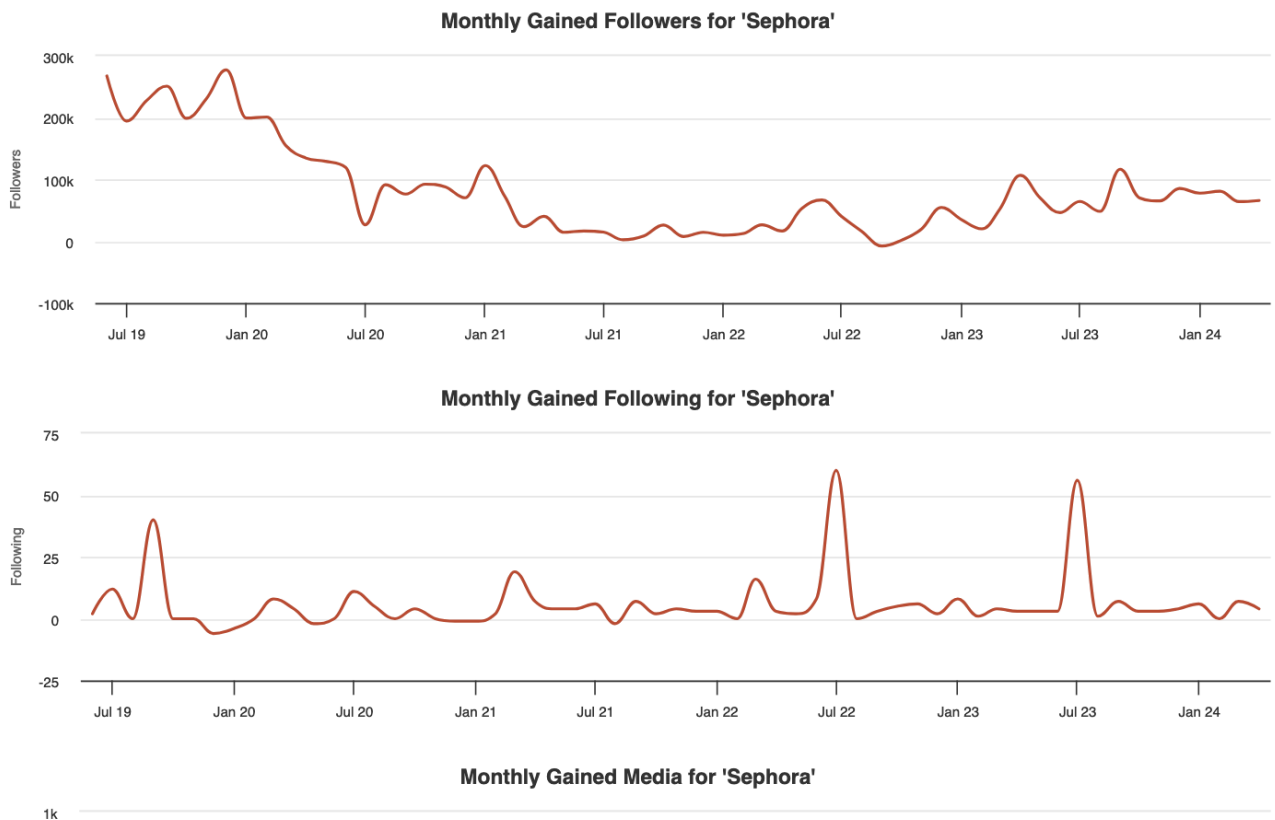


YOUTUBE ANALYTICAL HISTORY FOR SEPHORA



(Social Blade, 2024)

INSTAGRAM ANALYTICAL HISTORY FOR SEPHORA



TIKTOK ANALYTICAL HISTORY FOR SEPHORA



(Social Blade, 2024)

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BACKGROUND

Founded in 1946 by Estée Lauder and her husband Joseph Lauder, Estée Lauder Companies Inc. started in the busy city of New York. The company has become a key player in the worldwide high-end beauty sector with a small range of four skincare products. Estee Lauder focuses on selling beauty products and operating in several categories, including skincare, makeup, fragrance, hair care, and other products. Their dedication to excellence and customer service allowed the brand to swiftly expand its presence in luxury retail outlets throughout the US.

Today, Estée Lauder owns a diverse portfolio of over 25 influential brands, including Clinique, MAC, and La Mer. Its products are sold in upscale department stores, specialty retailers, and through its own and licensed retailers' websites across more than 150 countries (The Estée Lauder Companies Inc., 2023). Esteemed for its innovative approaches to skincare, makeup, and fragrance, Estée Lauder has remained at the forefront of the beauty industry by continuously adapting to market trends and consumer needs while maintaining a strong emphasis on research and development.

This section examines Estée Lauder's strategic business decisions, focusing on its use of social media in global presence and cultural accommodation, customer service and support, and marketing/sales strategies. It also discusses the company's commitment to sustainability and how its longstanding tradition of innovation and quality significantly contributes to its success worldwide.

FUNCTIONS

Global Presence & Cultural Accommodation

Estee Lauder is known for its cutting-edge technology and innovative products, earning it a global reputation for elegance, luxury, and exceptional quality. Their commitment is to maintain the highest standards of excellence, achieved through thorough research and rigorous product testing. This company takes pride in offering skincare, makeup, and fragrance items that are gentle and highly efficient. Estée Lauder products are distributed in over 135 countries and regions, available in upscale department stores and specialty shops, and online at esteelauder.com. Some of these countries include "several countries in Europe, the Middle East,

India, Turkey, South Africa, Israel, Russia and Kazakhstan, Thailand, Malaysia, Vietnam, Indonesia, the Philippines, and Singapore, Brazil, Mexico, Chile, Colombia, Panama, Peru" (The Estée Lauder Companies Inc., 2024).

Estée Lauder is a leading cosmetics company with a significant global presence, operating in over 150 countries with thousands of retail locations and a robust online platform. While originating in the United States, the brand's international expansion, spanning cities like Paris, London, and Tokyo, accentuates its growing global footprint.

Notably, Estée Lauder's strategic expansion in China reflects its ability to anticipate market trends, with multiple flagship stores catering to the preferences of Chinese consumers. Additionally, the brand's active engagement on social media platforms like Instagram, Facebook, Twitter, and YouTube, customized to suit diverse cultural nuances, highlights its commitment to global outreach and customer interaction. Through tailored product offerings and artistic strategies, Estée Lauder demonstrates its dedication to meeting consumers' diverse beauty needs and preferences nearly worldwide, solidifying its position as a top player in the cosmetics industry, earning a rating of 5.

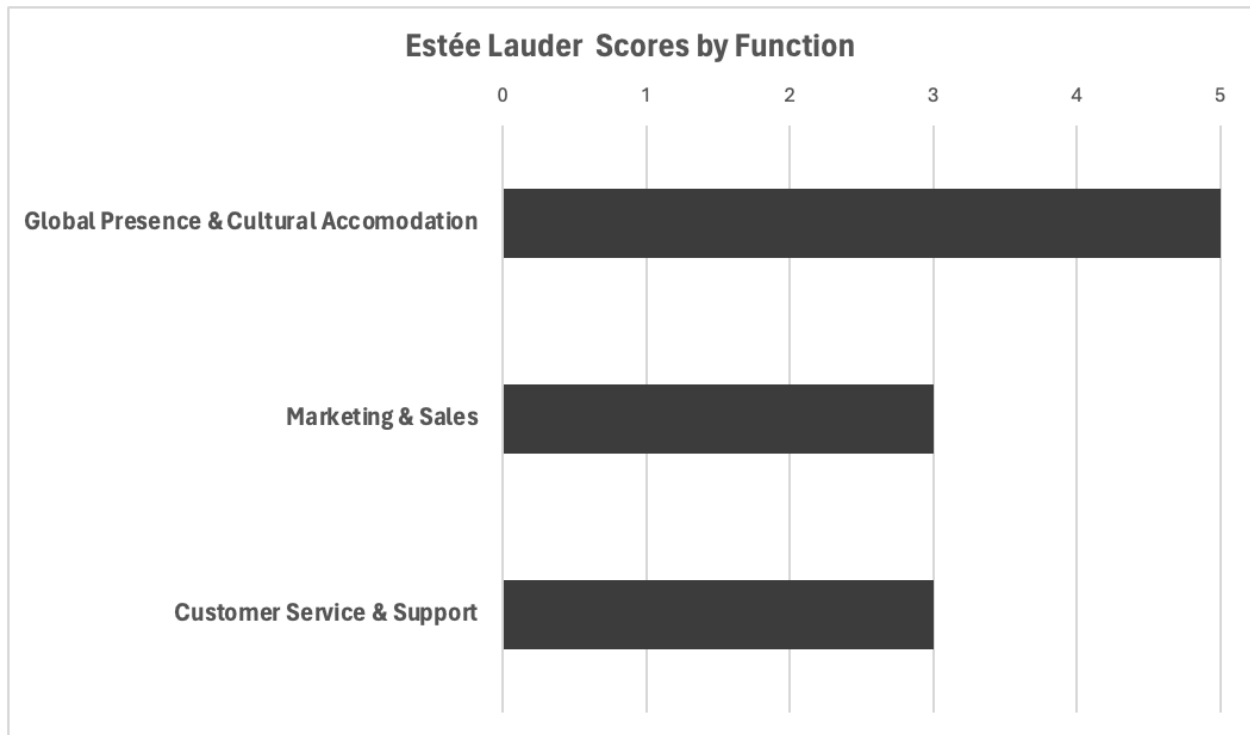
Marketing & Sales

Estée Lauder has demonstrated significant success in leveraging social media platforms to market their products and engage with consumers using platforms such as Instagram, TikTok, Twitter, and Facebook. The company's central platform is TikTok, which is the most popular at the moment, and it ensures that it posts multiple times a day promoting its products. They post content about their products and of people using them, whereas on other platforms, they typically post one thing a day or not at all anymore; their last post on Twitter was in 2022.

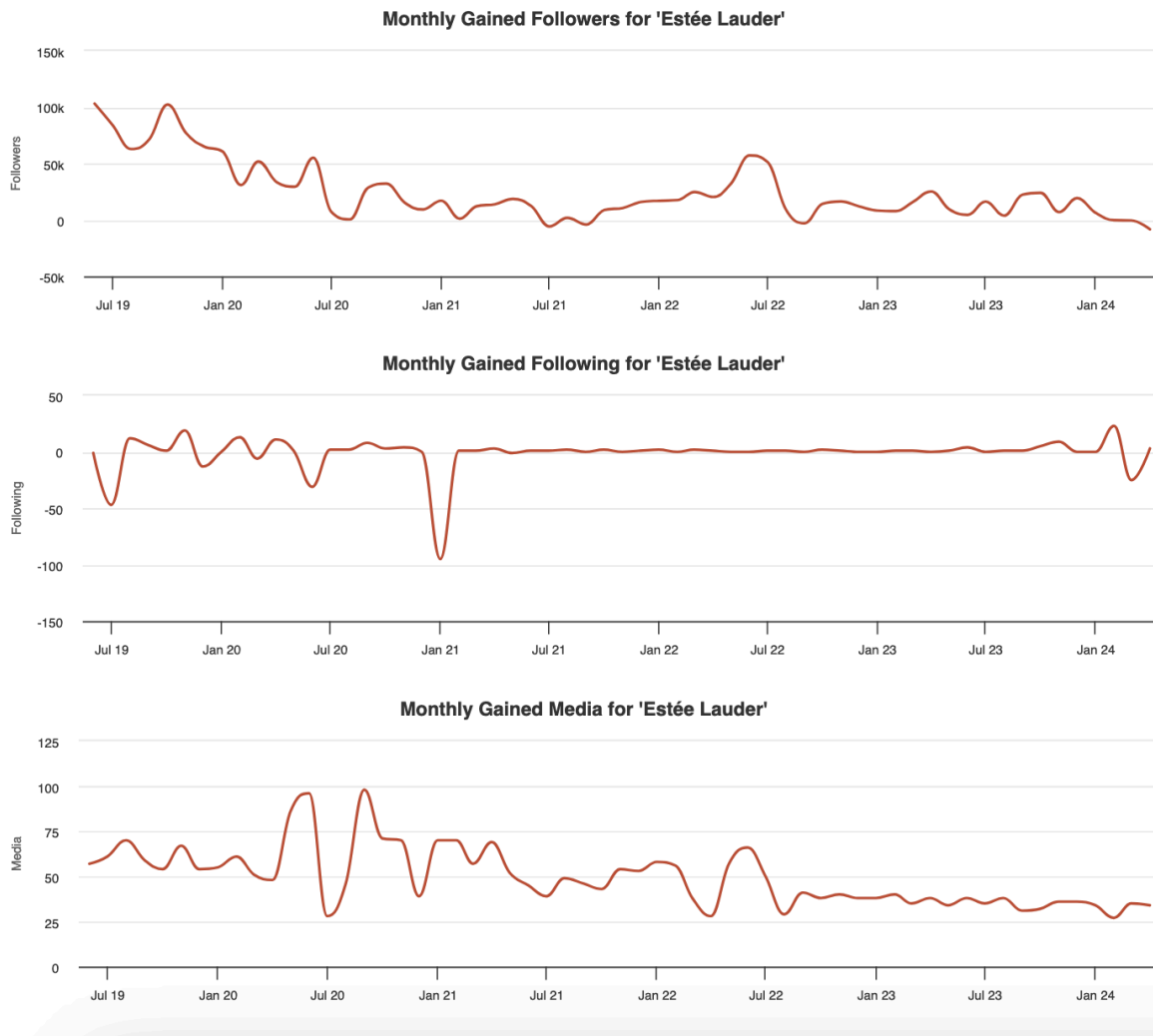
Estée Lauder has a wide variety of products for all customers, including skincare, makeup, fragrances, and hair care. They use many marketing strategies like television commercials, influencer partnerships, print advertising, and social media campaigns. Recently, the president and chief executive officer, Fabrizio Freda, announced that their "investments are mainly now digital. 75% of our investments now is in the digital social media influencers, and they're revealed to be highly productive" (Beswick, 2019). Estée Lauder owns about 30 other makeup and skincare brands through which they mainly market. The actual Estée Lauder social media accounts don't post known famous people, but they do for their other brands, such as MAC and Smashbox. A new thing companies have started doing, including Estée Lauder, is sending influencers a box of their products to try, review, and post about. This brings lots of attention to the company, especially on TikTok, because many people post them using the products, making others want them. When they came out with their new Double Wear foundation, many videos of people who liked the product were circled on TikTok. While the products are available through several retail stores and robust digital marketing, the lack of infrastructure earns a 3 of 5 rating for Estée Lauder.

Customer Service and Support

Estée Lauder has many customer support services, including FAQs, live chat with customer service, a beauty advisor, and order/ shipping information. Although they have a live chat option, it is unavailable 24/7; the hours are Monday to Friday from 10 am to 10 pm and Saturday-Sunday from 12 pm to 8 pm. They provide customers with a long list of FAQs to help support them as best they can when live chat is unavailable. Due to the nature of limited and non-interactive support options, Estée Lauder earns a 3 out of 5 rating. Can customers get support via social media platforms?

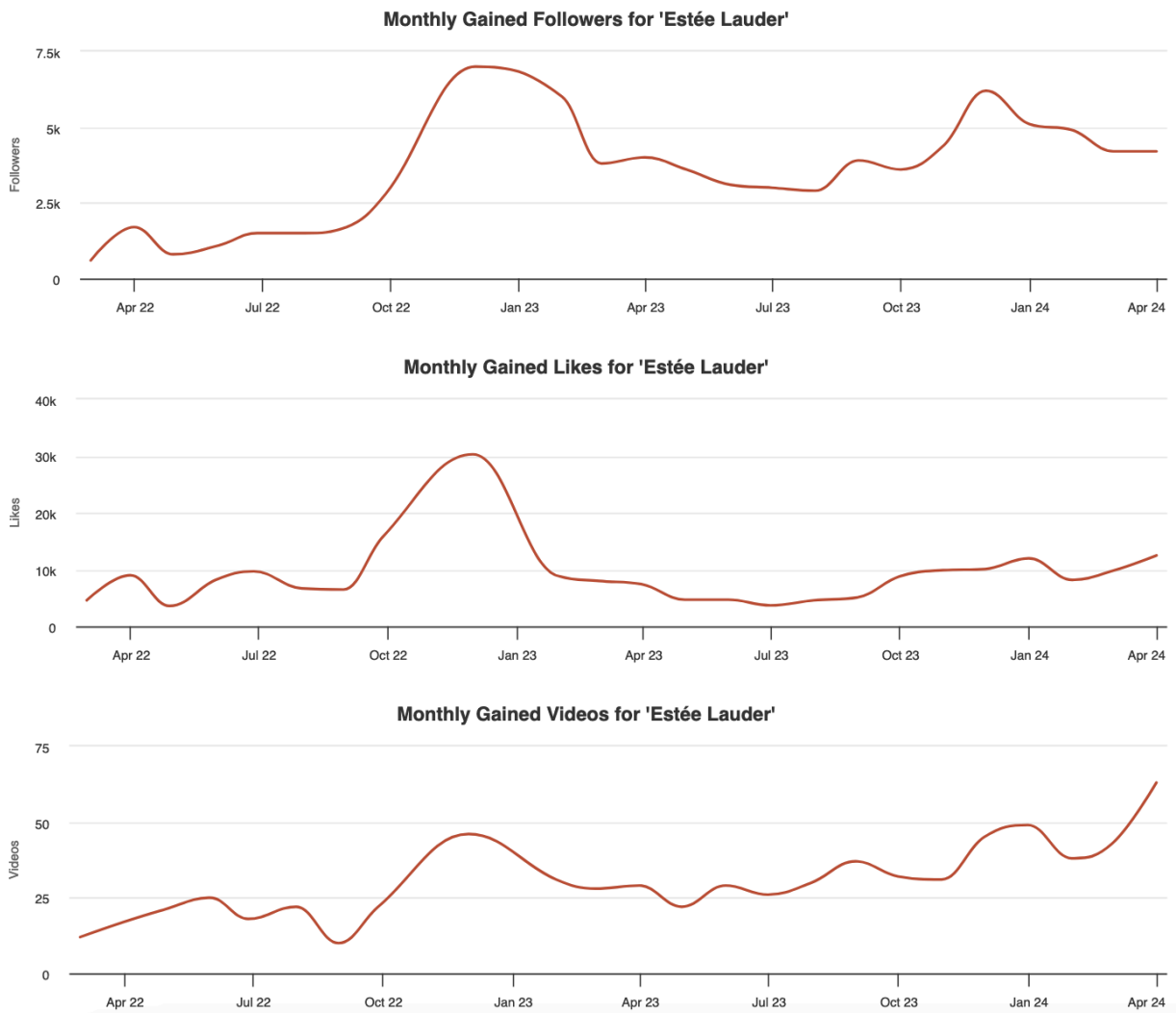


INSTAGRAM ANALYTICAL HISTORY FOR ESTEE LAUDER



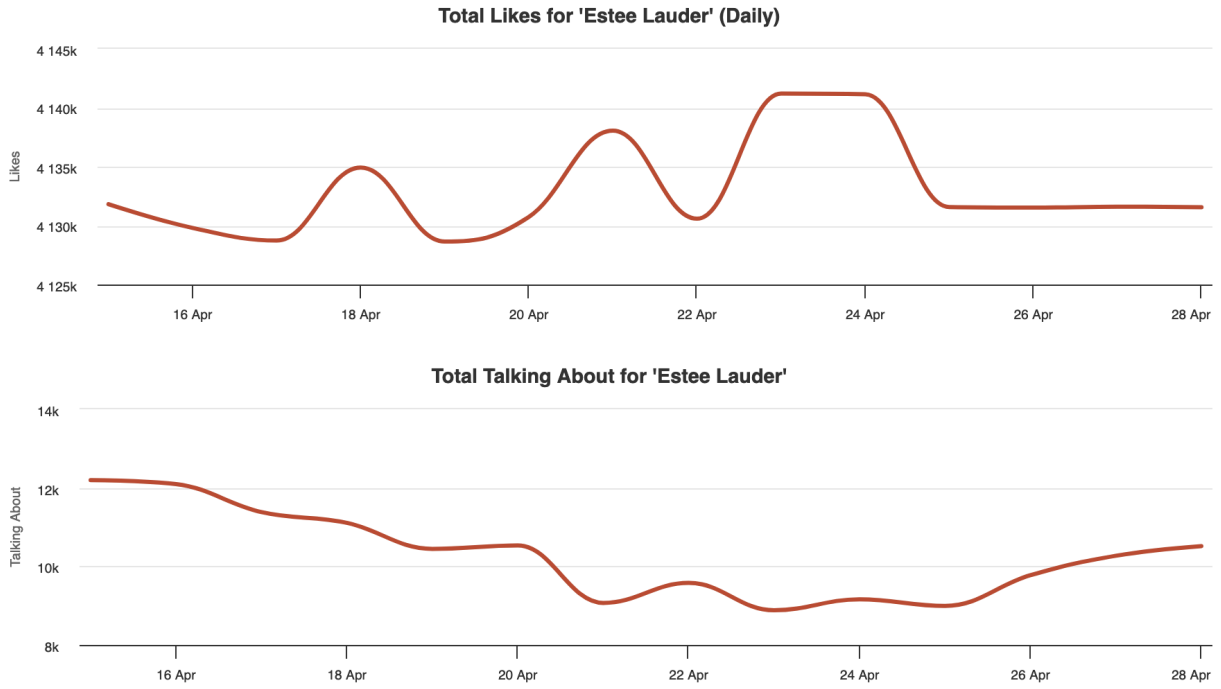
(Social Blade, 2024)

TIKTOK ANALYTICAL HISTORY FOR ESTEE LAUDER



(Social Blade, 2024)

FACEBOOK PROGRESS GRAPHS FOR ESTEE LAUDER (2024-04-15 - 2024-04-28)



(Social Blade, 2024)

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Charlotte Tilbury

BACKGROUND

With over 25 years of experience in the beauty industry, Charlotte Tilbury has established herself as one of her generation's most influential makeup artists, working with celebrities, models, and industry icons. Inspired by Charlotte's vision of the transformative power of makeup and her desire to empower individuals to look and feel their most beautiful selves Charlotte Tilbury is a British cosmetics brand founded in 2013 by celebrity makeup artist Charlotte Tilbury, drawing inspiration from her work in the fashion and entertainment industries, Charlotte set out to create a range of high-quality, easy-to-use makeup products that would deliver professional results to everyone.

The brand has gained recognition in the global cosmetics industry, becoming a well-regarded name in the luxury beauty market for its luxurious formulations, innovative product designs, and iconic packaging. Launched with an extensive collection of 200 products, Charlotte Tilbury offers various cosmetics for various uses. The brand's product lineup includes various cosmetics, skincare essentials, and fragrance offerings, all crafted to enhance natural beauty and radiance.

FUNCTIONS

Global Presence and Cultural Accommodation

The brand has expanded its reach to 76 countries and can be found at prominent retailers specializing in beauty products. Notably, the brand entered the lucrative US market in 2014, solidifying its international presence (Wikipedia contributors, 2024).

Charlotte Tilbury has taken a unique and adaptable approach to showcase its extensive reach and commitment to meeting consumer needs worldwide. Its strategic partnerships with key retail giants like Cult Beauty, Sephora, Bloomingdales, and ASOS set it apart from its competition because of an array of high-quality cosmetics and skincare lines widely available in-store and online. Charlotte Tilbury's strategic expansion has reached new heights with the introduction of its products at Ulta Beauty, broadening the accessibility of its products across both physical and digital retail platforms.

Charlotte Tilbury's product offerings reflect its commitment to inclusivity and diversity. It offers a broad range of makeup shades suitable for various skin tones and ethnicities. Charlotte Tilbury's formulations and product designs are tailored to meet a broad spectrum of consumers' preferences, ensuring that everyone can find products that fit their unique features, personal style, and comfort.

Charlotte Tilbury's marketing methods focus on celebrating diversity and individuality and showcasing beauty in all its forms. The brand engages with a wide range of models, influencers, and celebrities to promote and represent its products, as well as self-expression and empowerment, earning a rating of 4.

Marketing and Sales

Charlotte Tilbury uses dynamic, video-centric content for their marketing and sales strategies, which has grabbed their audience's interest. Their approach utilizes videos for paid ads on platforms like Instagram and TikTok. By analyzing their Meta Library, it's clear that they heavily prioritize this format, with about 90% of their advertising content being videos compared to only 10% being pictures. This strategy is also evident in their online store, where videos display their products and how to use them on models, creating a more immersive shopping experience.

The success of these methods is evident, as Charlotte Tilbury has become the most mentioned cosmetics brand on Instagram by UK creators, with over 9,100 mentions in the UK and 50,000 globally last year, outpacing competitors such as NARS Cosmetics and MAC. The brand enriches its online presence by hosting interactive content like tutorials, masterclasses, and events, further solidifying customer engagement and loyalty.

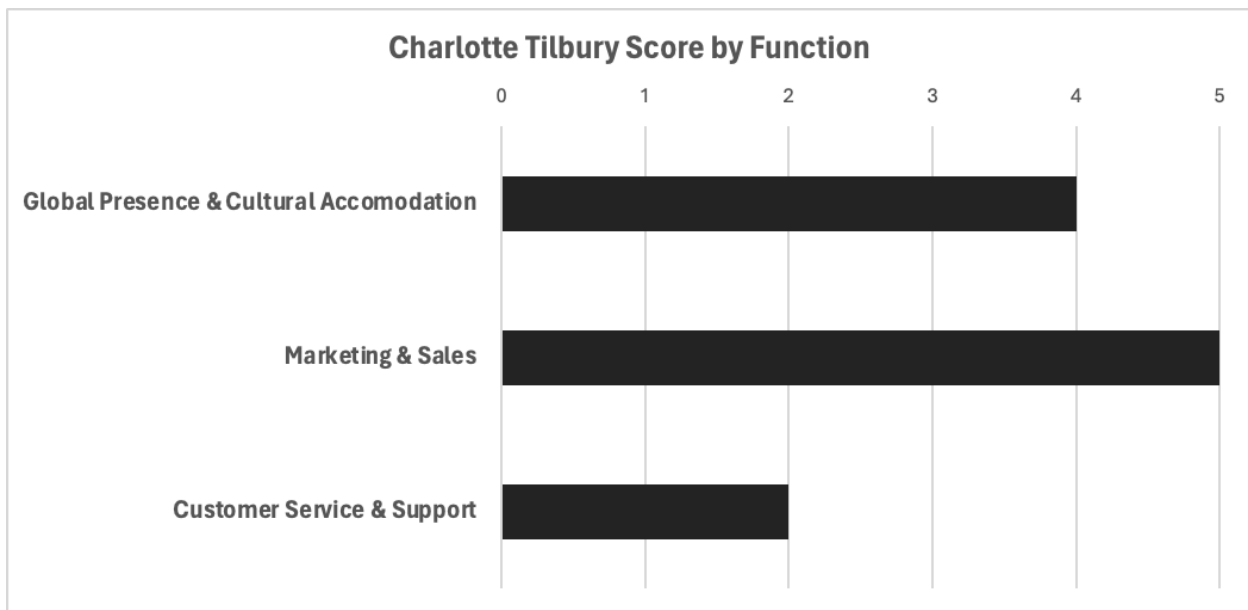
Charlotte Tilbury also promotes the company through social media marketing and fashion influencers. In March 2023, supermodel Bella Hadid was announced as the brand's official face, accentuating its appeal and reach. Charlotte Tilbury effectively leverages influencer marketing to enhance brand visibility and engagement (Storyclash, 2024). The company collaborates with various creators across three distinct groups: celebrity ambassadors, affiliate program creators, and classic influencers. Each group plays a crucial role in amplifying the brand's reach and impact in the beauty industry. Furthermore, Social Blade's analysis (2024) highlights Charlotte Tilbury's impressive performance on TikTok.

Charlotte Tilbury earns a solid 5 out of 5 in marketing and sales excellence. The company's intelligent partnerships with various creators in different categories - celebrity ambassadors, affiliate program creators, and classic influencers - show a deep understanding of using multiple channels to promote the brand. This diverse strategy expands the brand's audience and boosts its effectiveness in the competitive beauty industry, positioning Charlotte Tilbury as a top innovator in marketing and sales.

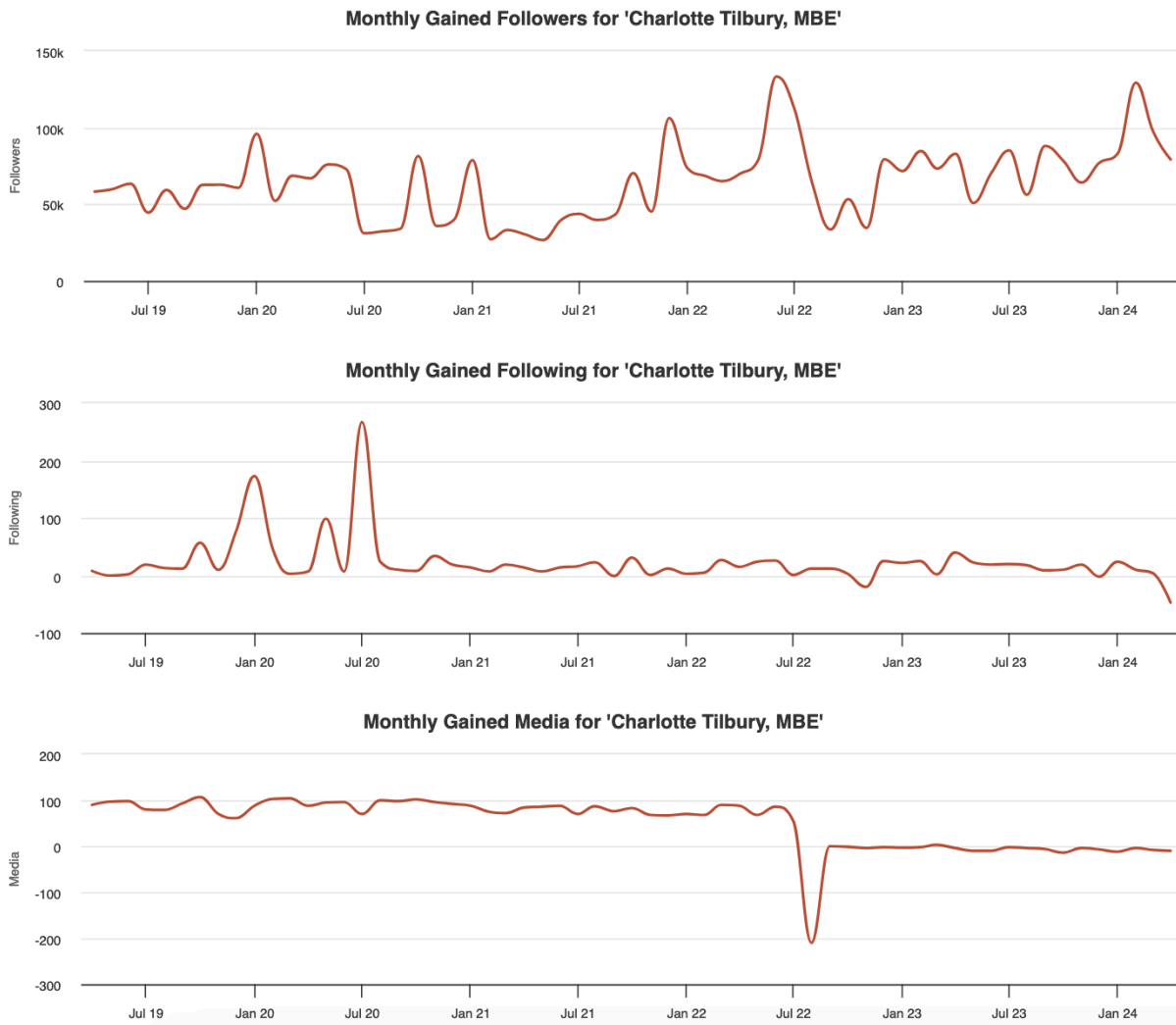
Customer Service & Support

Charlotte Tilbury tries to prioritize customer service and support, ensuring that each interaction is treated with precision and expertise. Customers can contact the Customer Care Team through email or by calling directly, with support available during business hours from Monday to Friday.

The support team is committed to promptly addressing inquiries within five working days of receiving a request. Whether customers have product queries, encounter order issues, or seek general information, Charlotte Tilbury's Customer Care Team is well-prepared to provide the necessary assistance, prioritizing customer satisfaction at every step. The support teams are more responsive on all social media, demonstrating their commitment to quality customer support. Charlotte Tilbury is rated 2 out of 5 as they need to improve their marketing/sales efforts by providing more personalized recommendations or exclusive offers to loyal customers and speed of response.

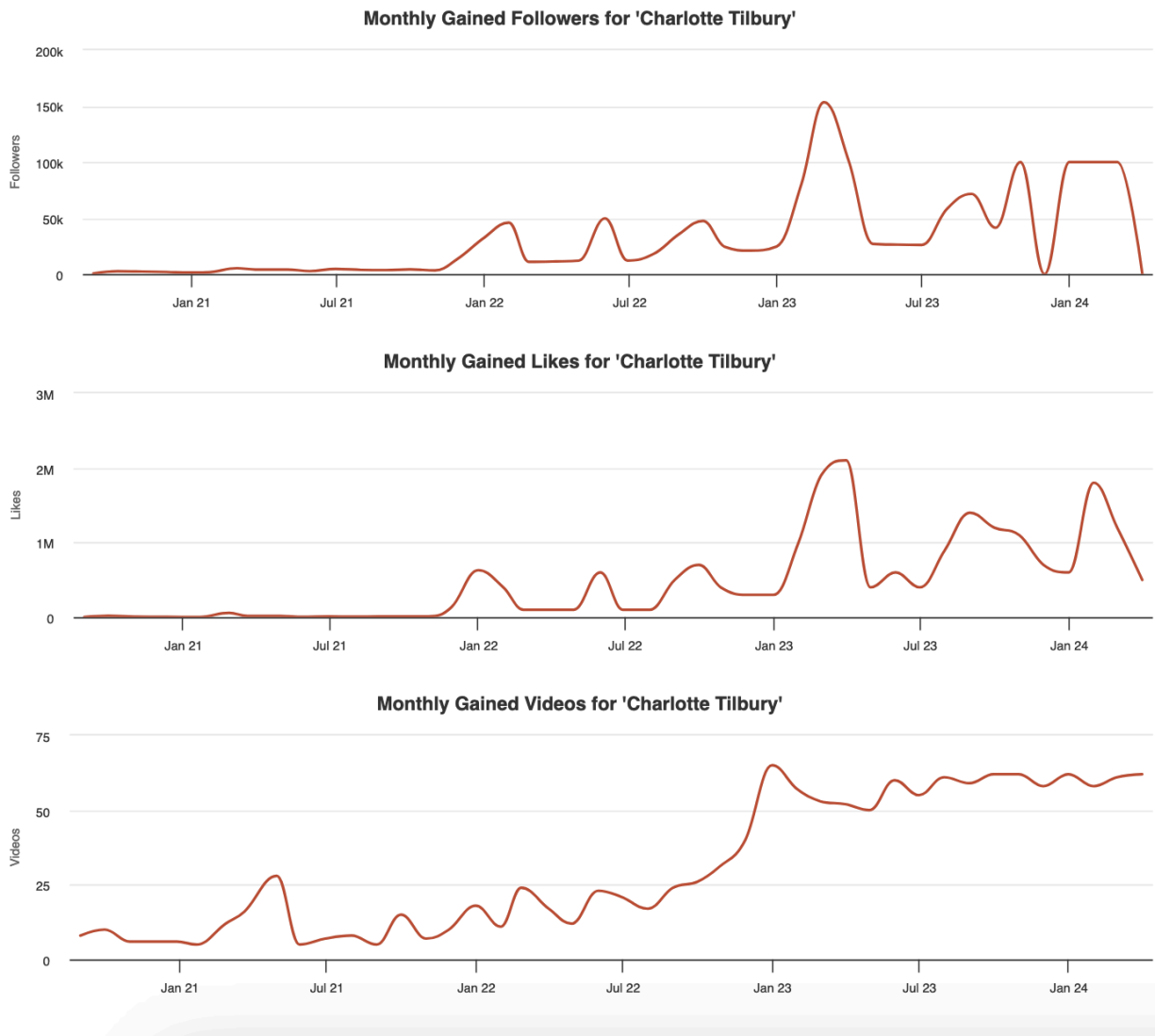


INSTAGRAM ANALYTICAL HISTORY FOR CHARLOTTETILBURY



(Social Blade, 2024)

TIKTOK ANALYTICAL HISTORY FOR CHARLOTTETILBURY



(Social Blade, 2024)

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MAYBELLINE

NEW YORK

BACKGROUND

Undoubtedly one of the most known makeup brands in the world, Maybelline was first established in Chicago by Tom Lyle William in 1914. The name Maybelline originates from the founder's sister and her brilliant idea of mixing coal and vaseline to create an enhancing paste for her lashes. Maybelline's breakthrough products was the first modern mascara, "Lash-Brow-Ine" when they were focused on making eyes beautiful with the promise that beautiful eyes make a beautiful face. Over time, Maybelline launched eyeliners, lipsticks, foundations and several other cosmetics in addition to mascaras. After L'Oréal acquired Maybelline in 1996, Maybelline has been able to expand globally and today Maybelline sells a wide range of affordable and trendsetting makeup in multiple regions around the world, serving 120 countries and is dedicated to "to offer high- performing and innovative cosmetics for all" (Maybelline, 2024).

FUNCTIONS

Global Presence and Cultural Accommodation

With a strong emphasis on both quality and affordability, Maybelline has established itself as a go-to brand for makeup enthusiasts around the world, offering high-performance products at accessible price points. Its marketing campaigns often promote self-expression and individuality, resonating with consumers of all ages and backgrounds. Additionally, it focuses on being "Diverse. Hardworking. No-hassle." (Maybelline New York, 2024). Overall, Maybelline's rich history, innovative products, and global reach have solidified its position as a beloved and trusted beauty brand.

When considering global impact and adaptability to a broad consumer base with diverse cultures, Maybelline excels through its adept use of social media channels. Maybelline utilizes Instagram and uses distinct accounts tailored to cater to market and culture based consumer bases. For example, Maybelline New York DE for Germany promotes to the German customer base using German language. Maybelline maintains 11 dedicated accounts for countries such as India, Philippines, Germany, UK, New York, Pakistan, Brazil, Paraguay, Polska, each promoting to the markets in those nations. Among all the accounts, Maybelline New York Instagram is the largest attributing to the most significant presence, creating brand awareness and promotion.

Maybelline creative teams constantly publish a wide variety of content including posts, stories, tik tok/reel style videos, and advertisements to stay in front of their consumers. Maybelline is rated 4 of 5 as they have opportunities to maximize their outreach and improve on their diversity and inclusion.

Marketing and Sales

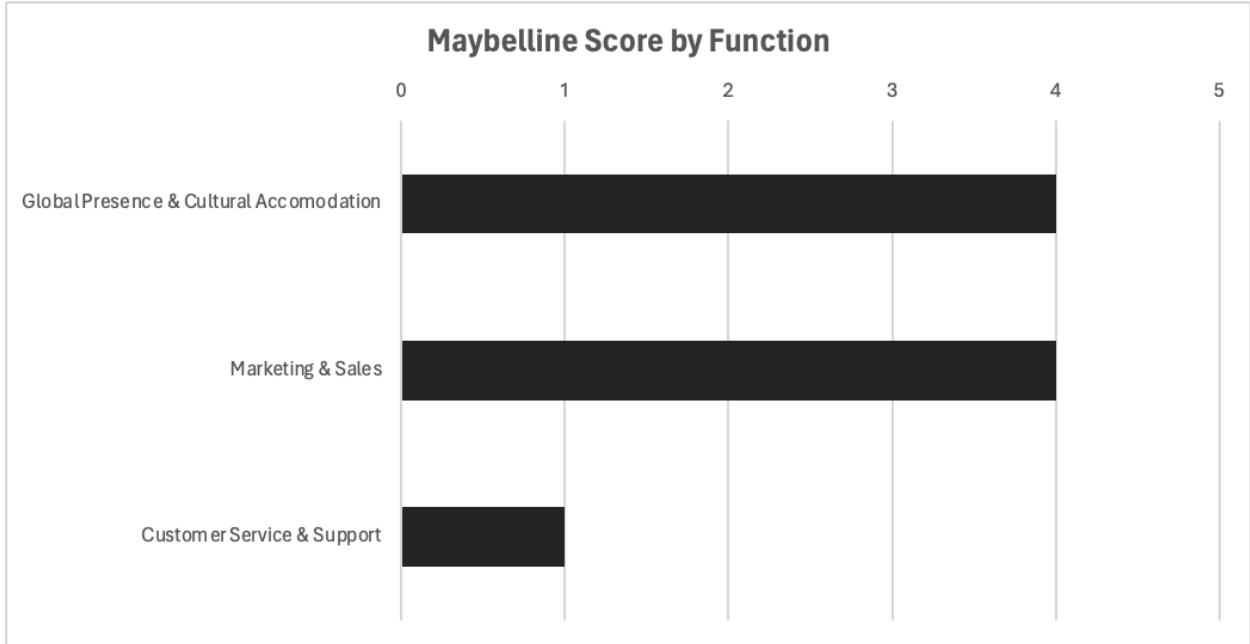
Maybelline employs a versatile array of content formats, including tutorial videos, influencer posts, multiplatform videos, interactive stories, and brand ambassador collaborations. Their strategy involves multiple daily postings, with posts distributed throughout the day and daily story updates.

Maybelline has had a long run of using celebrities and more recently influencers to push their products. Before the beginning of the era of social influencing, Maybelline had been banking on celebrity endorsements and partnerships to promote its products. This tradition, using their iconic slogan "maybe she's born with it, maybe it's Maybelline,"(Maybelline, 2024) has carried the brand through brand relationships and ambassador programs. Maybelline has partnered with several chosen celebrities to work to expand the impact of their desired customer base. Examples include Gigi Hadid who worked with them in 2015, or more recently Storm Reid who did a full face with them for the Met Gala.

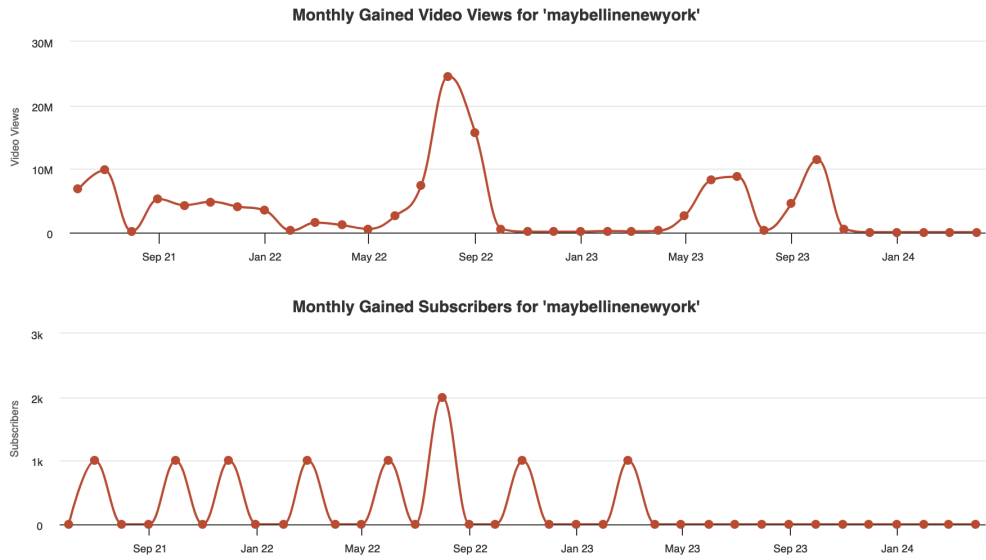
In addition to celebrity partnerships, Maybelline adopts a consumer-centric marketing approach by empowering everyday consumers through hashtags. By encouraging individuals to share their experiences and favorite products on social media, Maybelline fosters a sense of community and inclusivity, further strengthening its connection with its audience, thus earning a rating of 4.

Customer Service and Support

In Maybelline's website there is a section on how to contact them which includes their phone number, 1-800-944-0730 (Maybelline Contact Us, 2024) which is only open on Monday-Friday 10am through 5pm EST. They also have an email address you can contact with inquiries that are receiving messages 24/7. Within this phone number line there are multiple calling centers you can get in contact with depending on your specific question. These contact points mentioned above are only for their US customers, as their other Maybelline locations have different contact information. However they do not respond to questions on their social media, severely cutting their customer service abilities. Due to this, there's no way of knowing how responsive they are. According to online anecdotes, many customers have expressed long waiting times as well as receiving no response. Their response is known to be polite and helpful but hard to reach. Maybelline's less than stellar customer service gets them a rating of 1.



YOUTUBE ANALYTICAL HISTORY FOR MAYBELLINENEWYORK



(Social Blade, 2024)

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