

Digital Marketing Portfolio for Laneige

Module:

Student ID:

Table of Contents

Chapter 1: Digital marketing and communication portfolio plan	4
Chapter 1.1 Introduction	4
Chapter 1.2: Market Research & Literature Review (SOSTAC Framework)	4
1.2.1 Situation	4
1.2.1.1 Digital Customers	4
1.2.1.2 Digital customer persona for Laneige	5
1.2.1.3 SWOT analysis	7
1.2.1.4 Competitor Analysis	8
1.2.2 Objectives	9
1.2.3 Strategies	9
1.2.3.1 Market share	9
1.2.3.2 Marketing budget	9
1.2.3.3 Other marketing strategies	9
1.2.4 Tactic	10
1.2.4.1 Marketing mix	10
1.2.4.2 Marketing tactics	12
1.2.5 Action	13
1.2.6 Control	16
Chapter 1.3: RACE framework	17
Chapter 2: Digital marketing artefacts	19
2.1 Artefact 1: Introductory Instagram post	19
2.2 Artefact 2: Website homepage	20
2.3 Artefact 3: Email newsletter	21
Chapter 3: Artefacts Justification	23

Running Head: Digital marketing Portfolio for Laneige	3
Chapter 3.1 Overall justification for an integrated approach	23
Chapter 3.2: Evaluating Campaign Effectiveness	24
3.2.1 Plan	25
3.2.2 Do	26
3.2.3 Check	26
3.2.4 Act	26
References	28

Chapter 1: Digital marketing and communication portfolio plan

Chapter 1.1 Introduction

Laneige is a premium cosmetic brand which is based in Korea. Laneige, in French, translates to 'snow', which suits the company well, keeping in mind its greatly popular and patented water science technology (Perwitasari & Paramita, 2020). The philosophy of the company centres on imparting beauty to its valued customers by way of its various products and instilling confidence amongst women, especially the youth (Perwitasari & Paramita, 2020). The following marketing strategy aims to look at the various pros and cons of the company, in entering the cosmetic market in Malaysia by carrying out a detailed analysis of the market conditions with respect to relevant frameworks such as the SOSTAC framework, which helps in judging the market situation, the personalities of the different kinds of customers in the target market, the objectives of the company and the tactics and strategies adopted to meet them, as well as in evaluating the various strengths and weaknesses of the company in combination with the threats and opportunities that it faces. Thereafter, the report goes on to formulate a marketing plan relevant to its ambitions of expansion in Malaysia and uses the RACE framework in order to do so.

Chapter 1.2: Market Research & Literature Review (SOSTAC Framework)

1.2.1 Situation

1.2.1.1 Digital Customers

Malaysia has appreciable social media penetration. Among all the social media platforms Facebook is the most popular with about 26 million users, followed by YouTube, What Sapp and Instagram. Almost 73 % of the consumers of Malaysia have been influenced by the presence of a brand on social media while making a purchase decision. Netizens in Malaysia spend their time on various activities on the internet among which shopping apps account for about 61%. As of 2018, the internet penetration of Malaysia was 85%. Of the total number of internet users, almost 30% is accounted for by those customers who are between the ages of twenty and thirty, and about 26% by those who are between the ages of thirty and forty (Malaysia Digital Marketing Statistics 2020-2021 |, 2022).

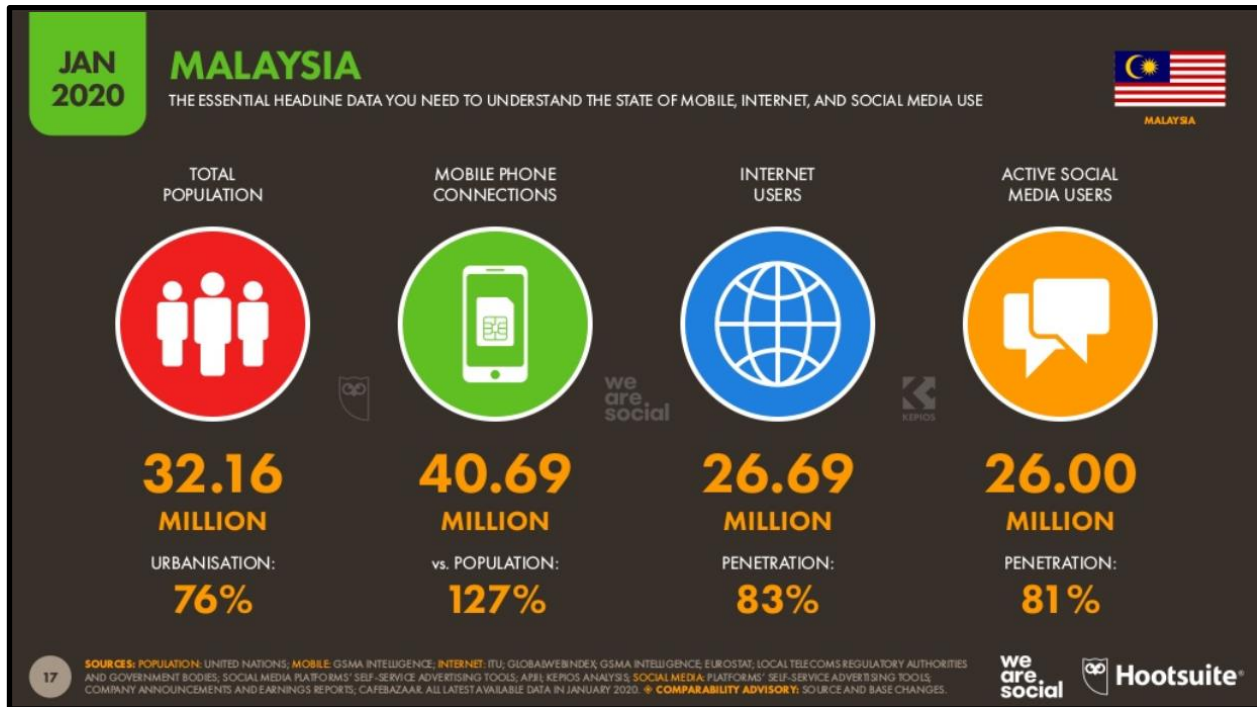


Figure 1: Malaysia digital marketing statistics

(Source: Malaysia Digital Marketing 2020 | Insight | Asia Pac - Digital Marketing Agency Asia, 2022)

Most of the consumers in the target market for cosmetic care in Malaysia prefer to buy the products online. This is because social media exposes consumers to repetitive ads related to cosmetic care. Amongst the consumers, female millennial and teenagers have been found to be the top buyers of beauty care products (Malaysia Skin Care Products Market Size & Share | Industry Report 2027, 2022). Since this is the section most represented in the use of social media, it is assumed that the digital customer base for cosmetic care is fairly strong.

1.2.1.2 Digital customer persona for Laneige

PERSONA A

Gender	Female
Age	25 to 30 years
Location	Malaysia

Socio-cultural motivations	• Love for organic and environmentally friendly products • Does not hesitate in paying more for natural products • Cruelty-free, vegan and natural products aficionado
Method of purchase	Online (Credit/debit cards, net banking and payment apps)
Route to purchase	E-Commerce sites
Frequency	Once a week

Table 1: Persona A

(Source: Created by author)

PERSONA B

Gender	Female
Age	35 to 40 years
Location	Malaysia
Socio-cultural motivations	• Needs relaxation • Will not go over her budget • Will not compromise quality for low price
Method of purchase	Online (credit/debit cards, net banking, payment apps)
Route to purchase	E-commerce sites
Frequency	Twice a month

Table 2: Persona B

(Source: Created by author)

1.2.1.3 SWOT analysis

Strengths Brand Image: Strong brand image, very popular in South Korea, Song Hye Kyu is the brand ambassador (Supradita <i>et al.</i> 2020). Amorepacific: It's a large business conglomerate, with over 2.7 % cosmetic market share in the world, which can help Laneige when they enter Malaysia as it has international experience (Zakaria <i>et al.</i> 2021). Economies of Scale CSR: Laneige's CSR activities, such as the Waterful sharing campaign and others, have enhanced the brand's reputation and image (Faza <i>et al.</i> 2022). Robust policies of management	Weaknesses Not much experience in markets outside Korea: Laneige has so far only focused on products that appeal to the sensibilities and preferences of Korean women. Ineffective Advertising: Since they don't have experience in markets abroad, their advertising strategies may not be effective in capturing the consumer base in Malaysia, who may have different tastes (Mengjie, 2021). Also, people in Malaysia may not know who Song Hye Kyu is.
Opportunities Appeal of the Korean Wave: People all over the world are becoming intrigued by the various cultural aspects	Threats Stiff competition from other international and local brands. The perception of the Malaysian people toward

of South Korea, including their music, appearances, food etc. (Mulyaman, 2020). This wave will work in favour of the Korean cosmetic brand in Malaysia. Skin Care for men: As there has been an increase in the market share for men's skincare products, Laneige's new male skincare products line is expected to bring more sales (Susilo <i>et al.</i> 2021).	Korean products cannot be predicted (Kotler et al. 2020).
---	--

Table 3: SWOT analysis

(Source: Created by author)

1.2.1.4 Competitor Analysis

Cosmetic care is a booming industry owing to the increasing awareness of people about the way they feel and appear. As a result, the number of companies and brands selling cosmetic care products and services is also increasing (Denton, 2019). People have no dearth of options when it comes to choosing their preferred brand of cosmetic care, and hence they settle for nothing but the best in terms of quality and pricing. Thus, the international competition amongst the several players is fierce. The number of potential competitors of Laneige in Malaysia is many (Gonzalo et al. 2020). The top companies selling cosmetic care products in Malaysia include Intercosmetic Asia Pacific, Senwill Cosmetic Manufacturing, Weglobe Marketing, Orkid Cosmetics, Cylin cosmetic, Sugarbelle cosmetic, and SO.LEK cosmetics, De Cosmetics Malaysia, Grand Cosmetics manufacturing etc. These are renowned companies in Malaysia that have deep market penetration and sell a wide variety of cosmetic care products such as hand wash, shower creams, wet wipes, perfumes, liquid lipsticks, cleansers, cream, gel, toners, scrubs, serum, etc. (Perwitasari & Paramita, 2020). Laneige, in order to fare well in the market of Malaysia, must match up with existing competitors in terms of quality, pricing and brand visibility.

Digital Channels Landscape

Laneige has extensively used various social media platforms in order to advertise its products. The most popular medium of marketing has been Facebook and Instagram. In other words, the most sales have been achieved through the customers who know about the brand on Facebook, followed by Instagram. Apart from this, the brand also runs ad campaigns on YouTube and is active on Twitter, both of which have attracted many consumers (Supradita *et al.* 2020).

1.2.2 Objectives

1.2.2.1 Market Share

The objective for the initial two years will be to achieve 2 % of the market share in Malaysia's highly competitive cosmetic care market.

1.2.2.2 Sales and profit

The company will aim to achieve sales revenue of 500 million USD within the first two years and keep a profit margin of 25 % annually.

1.2.2.3 Marketing budget

The company will set the budget for marketing at 3 million USD in order to support itself for the initial two years.

1.2.3 Strategies

1.2.3.1 Market share

In order to achieve a 2% market share within the first 2 years, the company will formulate marketing strategies to sell eight hundred thousand beauty care units.

1.2.3.2 Marketing budget

The brand awareness of the company amongst the target population will have to be ramped up by reaching out to the youth and the millennial. Strategies for marketing need to be formulated in order to stand out amongst the existing brands selling cosmetic products in Malaysia. Most importantly, the company will also increase its presence on social media in order to attract the attention of one million social media users in the relevant age group of 25 to 40 years in order to capture the huge online market. Thus a separate budget for digital marketing activities has to be worked out.

1.2.3.3 Other marketing strategies

The website of the company needs to be refurbished and its theme should be designed in keeping with the culture and aesthetics of Malaysia while staying true to the original feel of the brand.

The company will also focus on introducing new products suited to the culture and aesthetics of the people of Malaysia, ensuring Halal certification.

The pricing of all the products will also be realigned as per the market conditions of Malaysia, with separate pricing schemes and early-bird discounts for the digital space.

Premium products such as the Perfect renew night treatment will be sold as part of exclusive offers in order to create a niche market and improve brand value. The water bank gel cream shall be the product that will be promoted as being price competitive.

The company will also organise public events such as special discount weeks and other exclusive offers on its website as well as on Facebook and Instagram in order to attract the youth.

Special webinars and live sessions will be organised on Facebook, Instagram, and Youtube in order to educate the customers about the benefits of the products and make them aware of the origin and make of all the products. This will help develop confidence amongst customers.

1.2.4 Tactic

1.2.4.1 Marketing mix

Product

Laneige sleep mask, water masks, power skin moisturiser, deep cleanser, glowy lip balm, water-based moisturiser cream, renew emulsion and the CICA sleeping mask are the top ten products sold by Laneige ("LANEIGE Korean Skincare & Makeup", 2022). The sleeping masks and the moisturise consist of hyaluronic acid and ionised hydro mineral, giving the skin a glowy appearance. In addition to this, their products are paraben-free and non-greasy, which keeps a matte finish look. In Malaysia, 54% of people aged 25-34 years prefer using K-Beauty products as they are best suited to their skin. On the other hand, the market leaders in Malaysia, like Proctor & Gamble, popularly known as P&G and L'Oreal, manufactures highly standardised products which often do not go with the skincare preferences of the ASEAN market ("LANEIGE Korean Skincare & Makeup", 2022). Hence, Laneige can utilise this gap in the market to offer a product that is well-suited to the Malaysian skin tone and, at the same time, organic and natural, catering to two of the on-going trends in Malaysian skincare industry. Another trend identified in this market is skincare products combating digital stress. Thus, this digital marketing plan will focus on lavender, CICA and water sleeping masks.



Figure 2: Marketing mix of Laneige

(Source: Lahtinen *et al.* 2020)

Price

Many companies in Malaysia manufacture sleeping masks for millennials. Companies like Innisfree, RorecLactéal, L'Oréal Paris, Cienille Pureswiss, Hada Labo, VT cosmetics, and Yuja Niacin compete to offer the best sleeping masks (Lahtinen *et al.* 2020). Even though the market is

competitive, the price of the sleeping masks of the companies varies from RM 9.90 to RM 39.45. Keeping in mind the current pricing of the chosen products in other markets, the pricing here has to be competitive to earn minimum profits in the beginning. Once the brand name and the quality of the products are established, the company can slowly move into premium pricing.

Place

The distribution strategy that Laneige will use is an intensive distribution strategy to sell the sleeping masks. The company ensures that the sleeping masks manufactured will be available to millennial customers. This will help the company earn more significant revenues for the business (Olson *et al.* 2021).

Promotion

Laneige will adopt advertising, direct marketing, and public relations to launch its skin-friendly sleeping masks. Mainly, it has planned to focus on public relations and focus more on digital marketing. This is so because the digitally active customers mainly belong 25-34 years. By adopting public relations as a method of promotion, Laneige can advertise its product on google play store apps such as Suilady, Sephora and its official website. Moreover, Laneige will use its official accounts on Instagram, Twitter and Facebook to promote its sleeping mask to the customers.

1.2.4.2 Marketing tactics

Tactic type	Strategy	KPI
SEO	- Keyword-driven content - Site audit (optimised site loading speed and google ranking algorithm, using tools like Screamingfrog) - On-page optimisation (tools like Pingdom and GTMetrix) - Off-page optimisation	- Returning visitor metric - Brand awareness metric - Return on Market Investment metric
Pay-per-click	- Bullet point description - User-generated content - Backend search terms	- Incremental sales - Web Traffic sources - Customer attrition

	● Eye-catching titles	
Affiliate marketing	● Brand to brand partnerships ● Coupon deals leverage ● Influencer with a partner ● Diversifying the affiliate program	● Returning visitor metric ● First visit metric ● Incremental sales ●
Email marketing	● To ensure that the customers are getting daily or weekly updates ● Updates regarding discounts ● Updates regarding the launch of new products	● Web traffic sources ● Purchase funnel ● Customer value lifetime

Table 4: Marketing tactics

(Source: Created by author)

1.2.5 Action**Tactic 1: SEO****Keyword analysis**

Beauty, skincare, natural beauty, digital stress-free, organic, paraben-free, sulphate free, moisturise, hydrating.

On-page optimisation

Official web page, apps such as Sephora and Sulady, easy meta descriptions, catchy page titles, clear headings, illustrative description pages, appropriate URL, headers on every page, clear information about the product, benefits of using the product

Content

Reaching out to fashion bloggers, creating events, designing websites, creating content for guest, creating content for magazines

Link building

White hat linking, superior quality backlinks, deep links, outsourcing, backlinks, creating a homepage, digital peers, Ahrefs.

Tactic 2: Pay-Per-Click

Keyword analysis – beauty, skincare, organic, paraben-free, hydrating, skin-friendly, moisturising, glowing, radiating, soothing, refreshing

Budget – The budget for launching the new product is RM 50000.

Landing pages – The customers can get direct access to the online retailer page by clicking on their keywords. By clicking on the keywords, they can get immediate access to the retailer page on shopping sites such as Sulady and Sephora.

Rank ⓘ	Website ⓘ	Category ⓘ	Change ⓘ
1	 watsons.com.my	Lifestyle > Beauty and Cosmetics	=
2	 xiaohongshu.com	Lifestyle > Beauty and Cosmetics	-1
3	 xhslink.com	Lifestyle > Beauty and Cosmetics	+5
4	 padini.com	Lifestyle > Beauty and Cosmetics	+1

Figure 3: Landing pages

(Source: Olson *et al.* 2021)

Product Availability

The available keywords will help the customers analyse the product's quality and the benefits they will use by using it. The keywords general will help the customers purchase the product quickly

by just clicking on it.

Tactic 3: Affiliate Networks

Affiliate Program

The main motto of Laneige is to collaborate with beauty influencers, mainly Aurelie Hermansyah Atta, Natasha Wilona, Wawa Zainal and Izara Aishah Adib, who mostly have followers ranging from 894.4K to 2.7 million on social media sites. The beauty and fashion influencers will help promote the new product

Top Beauty Influencers on Instagram in Malaysia		
	Influencer	From Malaysia
1	Aurelie Hermansyah Atta @aurelie.hermansyah	894.4K
2	Natasha Wilona @natashawilona12	1M
3	Wawa Zainal ® @w4w4_zainal	2.7M
4	Izara Aishah Adib @izaraaishahofficial	1.4M

Figure 4: Top beauty Malaysian influencers

(Source: Syam *et al.* 2019)

Business Development – The Company will develop the business by collaborating with fashion and beauty influencers who have over a million followers, mostly Millennial on social media sites. The affiliate program of Laneige by means of this collaboration will help them to earn enormous profits by selling the new product to the millennial.

Tactic 4: Email Marketing

Tracking/Software – The popular email marketing tool, campaign monitor, that Laneige uses will be effective as it can track the performance of the email delivery by conversion rates, click-through rates and open rates.

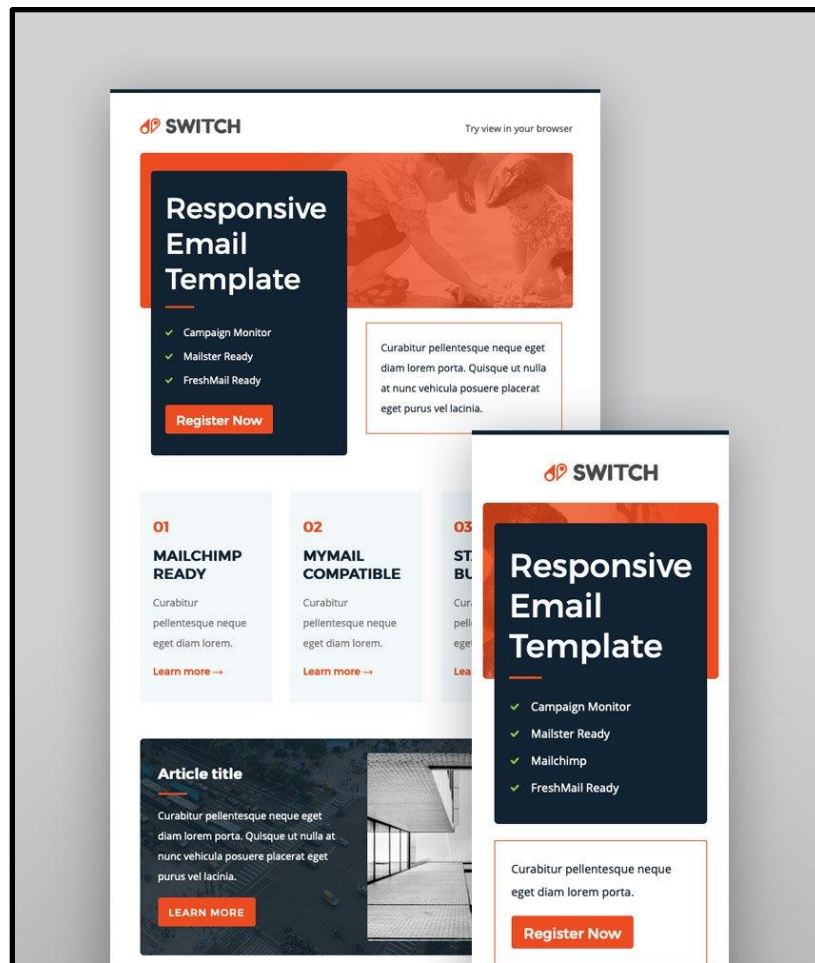


Figure 5: Email Marketing

(Source: Abimbola *et al.* 2020)

1.2.6 Control

The RACE frameworks help the marketers and the managers apply the marketing strategy and apply techniques across the journey of reach, act, conversation and engagement. It helps to develop and

develop results from digital marketing (Syam et al. 2019). Laneige will implement the RACE framework as one of its control strategies.

Chapter 1.3: RACE framework

Reach

It refers to creating awareness of a brand, its services and products on websites to build traffic by directing visits to various web preferences like social media pages, main sites and microsites (Olson *et al.* 2021). It helps to maximise the reach over time which helps in creating multiple interactions using earned media and paid and owned touch points.

Act

It refers to encouraging interactions on social media and websites interactions to create leads. It mainly happens in B2B businesses. It persuades visitors to take the next step when they reach the site (Schaetz, 2021).

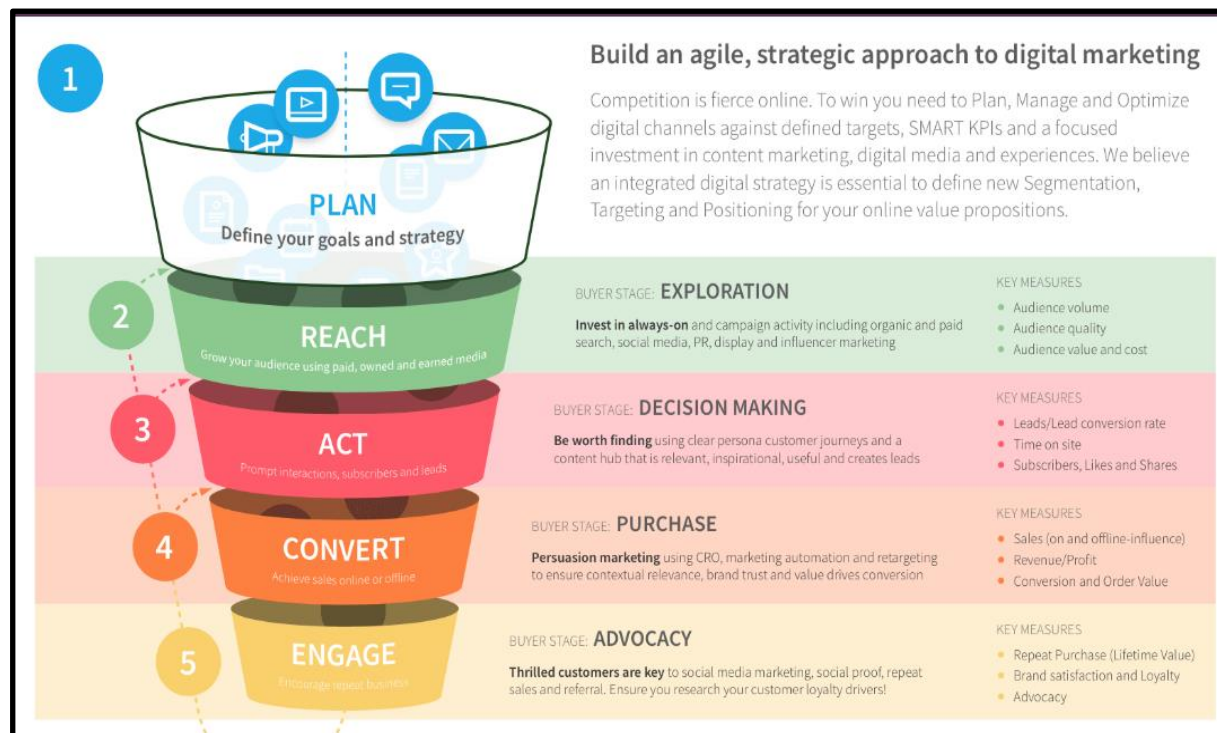


Figure 6: RACE framework

(Source: Hoskins *et al.* 2020)

Convert

It refers to getting the audience to make the vital decision to turn them into customers through online and offline channels (Hoskins *et al.* 2020).

Engage

It refers to building long-lasting relationships with first-time buyers to build loyalty with them (Abimbola *et al.* 2020). This parameter can be measured by sharing and repeated sales through social media.

SEO through page search, whenever keywords like hydrating, radiating, paraben-free, Laneige will appear in the search. This will give a basic idea about the product's utility to the millennials interested in buying the product. Moreover, the company will post sponsor ads on websites and apps like Sephora and Sulady that promote female skincare and fashion products. Moreover, Laneige will publish articles on official websites and focus on using organic products to attract customers who prefer organic sleep masks. Relevant ads reading the product will be posted in the fashion magazines like L'Officiel to entice the customers. The magazines will also contain a QR code to give product details when scanned. The QR code will contain a link to the app that includes information on skin type identification and seeking advice to take care of it (Isniah *et al.* 2020). It will provide the address of the nearest store which sells the exclusive sleeping mask. With the help of SEO analysis, the company can identify the people who searched the keywords by customised emails and marketing messages. The customers will also be asked to put valuable feedback on the official website of Laneige. The customers will also be allowed to share their skin problems to seek help from the beauty influencers of Laneige. An option will be available in the customer base using apps where they can Laneige sleep masks to their friends. By using apps like Sephora and Sulady, customers can purchase sleeping masks. This will help the company increase the sale of sleeping masks and sell their other skincare products such as deep cleaner moisturiser and lip balm. Encouraging current customers to share the company's campaign on social media can also help the company maximise its profits.

Chapter 2: Digital marketing artefacts

2.1 Artefact 1: Introductory Instagram post



Figure 7: Artefact 1

(Source: Created by author)

Laneige will post its exclusive water sleeping mask as an introductory post on its official page on Instagram. The sleeping mask will be rejuvenating as it will infuse the skin with a fantastic smell of lavender. It will further help in tightening the skin by reducing clogged pores. In addition to this, black stains and black and whiteheads will disappear in no time. Another added benefit of using the product is that it will help in reducing signs of stress, such as dark circles. There is no need to use an under-eye patch; instead, utilising the water sleeping mask will suffice for stress removal. The product price is only RM 39.45, which is affordable for 25 ml. The sleeping mask has hyaluronic acid, which will give the skin a radiant glow. It is dermatologically tested and hydrates the skin

eating no residue. Moreover, the dullness, dryness and uneven texture can be easily treated with the help of this sleeping mask.

2.2 Artefact 2: Website homepage

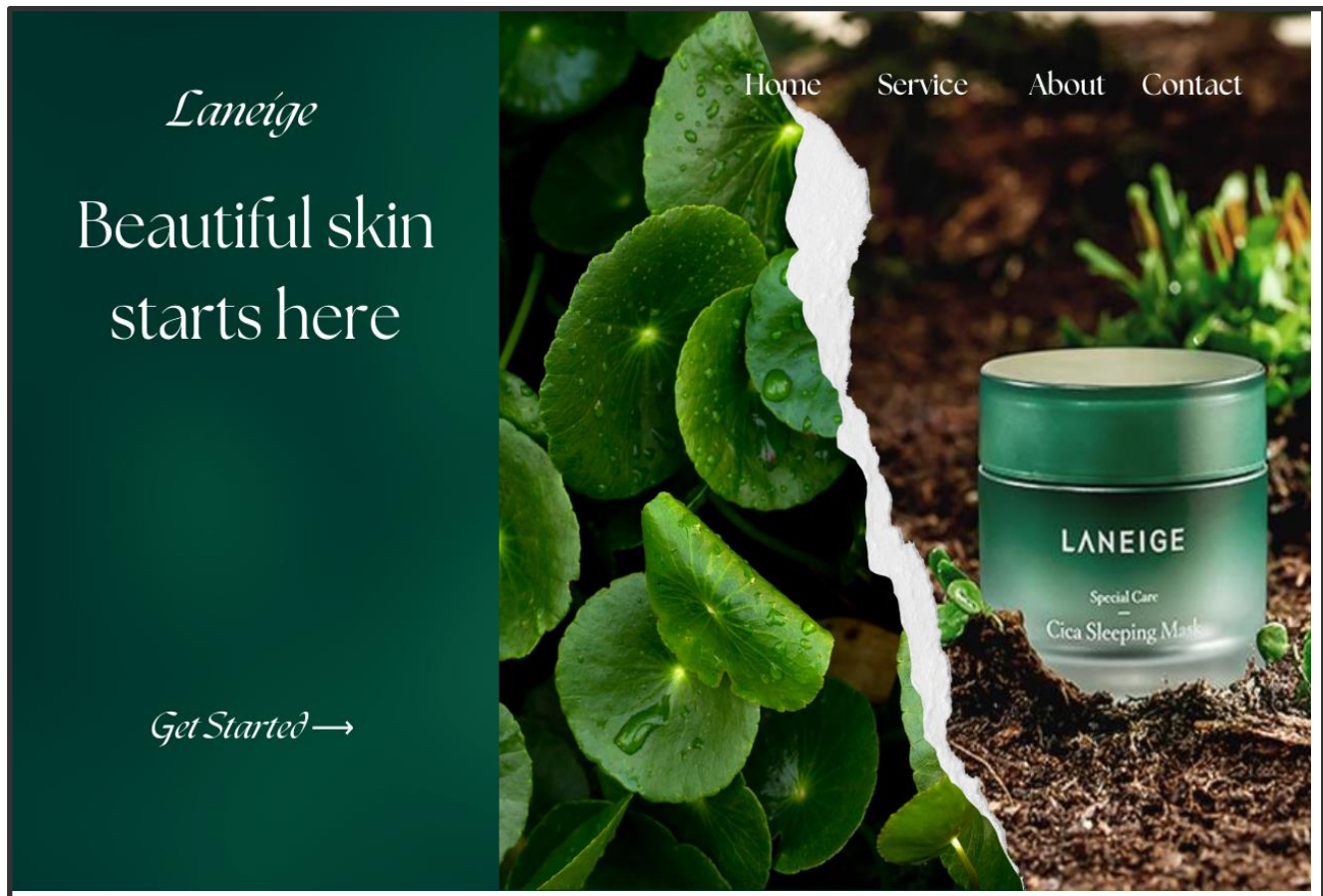


Figure 8: Artefact 2

(Source: Created by author)

The website homepage of Laneige will be soothing to look at. The green background well suits the colour of the CICA sleeping mask pot. The green colour of the pot along with the green background promotes eco-friendliness and sustainability. It will also indicate that the sleeping CICA sleeping mask is organic in nature as it is free of sulphates and paraben which will keep the skin healthy. Moreover, the green colour of the homepage will indicate that the sleeping mask is made of organic ingredients such as extracts from apricot, chestnut, ceramides and ionised mineral water. “Green” symbolises a feeling of connection to nature and peace. Hence, the sleep scents as an ingredient in the sleeping mask will help to relax and thus promote good sleep. It will create awareness among

the customers to use organic products as they are friendly to the skin. In addition to this, the green colour of the website homepage also prohibits using products that are not made from organic elements.

2.3 Artefact 3: Email newsletter

LANEIGE EXPERIENCE
because you deserve the best

NO.1 SKINCARE

we at Lagneige are delighted to bring you the most demanded skincare product. handcrafted with love and elegance to give you best skincare experience.

EXPLORE NOW

COMBO OFFER

As an introductory offer, Lagneige sleeping mask comes in a combo pack consisting of 4 different sleeping mask for a price of 2. Indulge and enjoy the Lagneige Experience.

**Promo Code - LSM50
AVAIL NOW**

BE THE TREND

Be ahead in time with Lagneige sleeping mask. Rejuvenate your skin while you rest in peaceful slumber. Lagneige sleeping mask will make your skin younger and vibrant every morning.

BUY NOW

Figure 9: Artefact 3

(Source: Created by author)

Laneige will provide email newsletters to the customers every time they offer discounts or introduce a new product. Customers who cannot afford to buy Laneige sleeping masks will be able to purchase them due to lucrative deals i.e. Four sleep masks at the price of two. The promo code LSM-50 will also benefit the customers by buying the products at a discount of 50 per cent. Customers who never bought organic sleeping masks will get an opportunity to purchase them from Laneige. All this will be possible because of the embellished email newsletter that the company will provide to the customers. The very first caption of the newsletters assures the customers that skin deserves the best care. The sleeping mask is marked as the best by the company, and hence customers will be enticed by this same line. The vibrant and beautifully designed email newsletter will be the first thing the customer will get attracted to. As they explore the newsletter, they will encounter charming captions that will lure them into falling in love with the sleeping masks. This will be an effective business strategy for Laneige to promote their product to the customers. The customers will mainly comprise millennials who will be ardent users of sleeping masks. With this strategy, Laneige can earn enormous profits.

Chapter 3: Artefacts Justification

Chapter 3.1 Overall justification for an integrated approach

The marketing strategies that are to be adopted by Laneige are selected such that it enables the company to be well-positioned in the digital space within the first two years (Zakaria *et al.* 2021).

SEO marketing is one of the important strategies that the company will adopt as it will help in increasing the online visibility and rankings of the brand. This means that whenever people search for products similar to the ones offered by Laneige, the prospects of them finding the name of this particular brand increase. Visibility is again related to ranking in the SERP or search engine result page, which can only be improved through effective SEO (Faza *et al.* 2022). The increase in ranking and visibility, in turn, leads to higher web traffic, which indicates the number of people visiting the website of the company every day. The higher the web traffic, the higher the sales (Mengjie, 2021).

Another reason SEO is important is that on-page SEO optimisation and great content enhance the site's usability. This ensures pleasant expertise for the people visiting the website and creates worthwhile memories (Mulyaman, 2020).

Another marketing tactic to be adopted includes pay-per-click or PPC. PPC is known to have significant positive impacts on brands and businesses. Firstly it helps in achieving a large number of marketing and business goals, starting from exposure of the brand to submission of hot leads and e-commerce sales. One of the advantages of PPC advertising through Google ads is that it is simple to track and measure by using google analytics in combination with the Google ads tools (Susilo *et al.* 2021). In comparison to other mediums like organic social and email, PPC gives the benefit of targeting consumers outside of the platforms where people already know about the brand. Thus the brand is no more limited to its existing customers and followers. Apart from this, PPC provides exposure to a wealth of marketing information and also works well with other channels of marketing (Kotler *et al.* 2020).

Affiliate marketing is also a useful marketing tactic to be used by Laneige. As the mark keeps growing, the advantages of affiliate marketing become apparent. One of the main advantages of affiliate marketing is that the traffic on the website is highly targeted. Since the tie-ups are with already established names in the market, it helps in bringing a large number of potential customers with very little effort and investment (Denton, 2019). Affiliate marketing is a great way to get high returns on investment. In fact, affiliate marketing has been more successful in having a high ROI than other marketing strategies. One of the main reasons for this is that the people in the target

market get to hear and know of the company's products from affiliates who are in their sphere of influence. In other words, the marketing efforts of the company will be channelised through these affiliate networks or partners who have direct influence and access over a market that is highly targeted and receptive to what the company intends to offer (Gonzalo *et al.* 2020).

The email marketing tactic to be adopted by Laneige is one of the most used digital marketing techniques that yield results. Emails are fast, cost-effective and flexible. Email marketing activities are scalable, which means it is possible to reach either large target markets or smaller numbers of people depending on the need. Perhaps the most important aspect is that the list of potential clients will comprise those people who have consciously decided to receive communication from the brand via email (Perwitasari & Paramita, 2020).

The messages sent over email can be personalised depending on the receiver of the mail. The marketing list can also be segmented so that clients receive only those messages in which they are interested. This will also help in boosting the engagement between the brand and its clients. Apart from this, customers who genuinely take an interest in the products endorsed by the brand will also make an effort to forward the company's emails to other genuinely interested parties. Thus email marketing helps spread the company's reputation by word of mouth (Supradita *et al.* 2020).

It is also possible to measure the success of an ad campaign by the use of web analytics. The results of the company can also be compared with others in the industry. There are innumerable email marketing benchmarking reports that help in evaluating and prioritising opportunities for improvement (Zakaria *et al.* 2021).

Chapter 3.2: Evaluating Campaign Effectiveness

The Plan-Do-check-Act will be used by the company as it is developing a new product i.e sleeping masks. It is working towards the development of the newly launched product so it will perform the PDCA procedure.

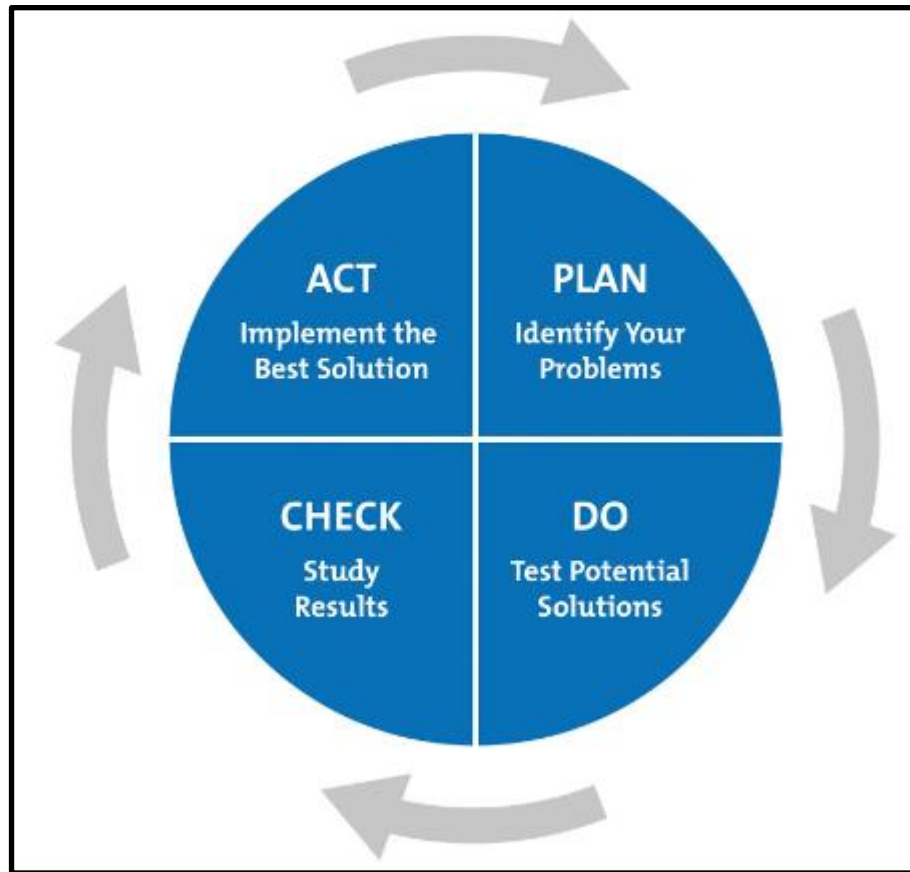


Figure 10: PDCA Framework

(Source: Correa *et al.* 2019)

3.2.1 Plan

The first approach starts as a plan step where the company will decide about the product keeping in view the needs of the customers (Schaetz, 2021). It will fix the price and the distribution network of the product. The budget for the product will be RM 50,000 and the preferred distribution strategy will be intensive. The company will use public relations as their promotional strategy for the new product. The marketing tactics that Laneige will use comprise email marketing, pay per click, SEO and affiliate marketing. For developing businesses, Laneige will collaborate with fashion beauty influences that will help in their brand promotion. Besides their product on official websites, Laneige will also sell their product on apps such as Suilady and Sephora as the millennials use these apps very often. The KPI metrics that comply with the marketing tactics of Laneige are the First visit metric, incremental sales, web traffic sources, brand awareness metric, return on market

investment metric and first visitor metric (Correa *et al.* 2019) After planning for launching the product, the company will put these to action.

3.2.2 Do

Laneige will contact the fashion and beauty influencers who will help them in the promotion of sleeping masks. Natasha Wilona and Wawa Zainal will be contacted who will promote the product on social media sites and at various beauty events. For designing the email newsletter, content creators and designers will be called upon who will help in formulating the design and the content of the web home page. They will come forward with catchy captions and innovative designs that can attract the attention of millennial customers. A team of SEO will be created who will help in promoting the business. Laneige will also inform the youtube vloggers who will create awareness about using the organic products of the company. Besides this, they will also discuss the benefit of wearing sleeping masks with the viewers. Laneige has decided to contact Aisha Liyana, and Vithya Visvendra to be the brand ambassadors of the company. Both of them will create awareness about using organic products and convey the usefulness of using their sleeping masks.

3.2.3 Check

The company will evaluate the number of visitors to the web page, and the web traffic (Olson *et al.* 2021). In addition to this, it will see the number of posts that are shared every day by the followers. The viewers of their videos on Instagram and Facebook will help them to get a notion about the value of the product. The number of sales will give them a notion of the popularity of the sleeping masks. Depending on the evaluation, they will further try to bring about improvements in the product if necessary. Besides selling their products on Sephora and Suilady they will get access to various other online shopping apps where they can reach out to a large number of people. They will also try to give discounts on the sleeping masks if they feel necessary so as to increase the sale of the sleeping masks.

3.2.4 Act

It is possible in extraordinary situations that the stated plans do not go as expected. There may be a number of reasons for the same such as unexpected changes in the market, changes in the economy or government policies as well as other factors such as changes in customer preferences or new competition. Whatever be the reason, in case this happens, the company needs to come up with alternate implementation strategies that would help the company stay afloat and survive the

uncertainties of the market. For example, in the case of not achieving the sales target, the marketing team can provide special discounts and exciting offers in order to attract customers and enable them to buy the products of the company. In case the web traffic falls and the sales generated from the company website decline, the company should implement aggressive digital marketing strategies so that the brand visibility improves and the targeted customers come back to the website to explore the products of the company. In case the market investment fails to yield returns, the company should focus on streamlining the products further to align them with the specific needs and preferences of the customers. This is a long term strategy that will yield results in due time. Apart from this, it is necessary to constantly train and update the staff in charge of digital marketing with the latest trends in the market so that the ideals of the company are always in tune with that of the people.

References

- Abimbola, O. S., Adekunle, A. M., & Oluremi, O. F. (2020). Promotional Mix and Customer Patronage: A Study of Telecom Subscribers in Lagos and Ogun States, Nigeria. *Covenant Journal of Business and Social Sciences*, 11(1). <https://journals.covenantuniversity.edu.ng/index.php/cjbss/article/viewFile/2050/1094>
- Allied Market Research. 2022. *Malaysia Skin Care Products Market Size & Share | Industry Report 2027*. [online] Available at: <<https://www.alliedmarketresearch.com/malaysia-skin-care-products-market-A06647>> [Accessed 28 May 2022].
- AsiaPac. 2022. *Malaysia Digital Marketing 2020 | Insight | AsiaPac - Digital Marketing Agency Asia*. [online] Available at: <<https://www.asiapacdigital.com/digital-marketing-insight/malaysia-digital-marketing-2020>> [Accessed 28 May 2022].
- Correa, T., Reyes, M., Taillie, L. P. S., & Carpentier, F. R. D. (2019). The prevalence and audience reach of food and beverage advertising on Chilean television according to marketing tactics and nutritional quality of products. *Public health nutrition*, 22(6), 1113-1124. <https://www.ncbi.nlm.nih.gov/pmc/articles/pmc6486407/>
- Denton, K. (2019). *How social media uses the psychology of persuasion to influence the purchase of beauty products to the young generations* (Doctoral dissertation, Southern New Hampshire University). <https://academicarchive.snhu.edu/xmlui/bitstream/handle/10474/3514/hon2019denton.pdf?sequence=1&isAllowed=y>
- Digitalinfluencelab.com. 2022. *Malaysia Digital Marketing Statistics 2020-2021* |. [online] Available at: <<https://digitalinfluencelab.com/malaysia-digital-marketing-statistics-2020-2021/>> [Accessed 28 May 2022].
- Faza, L. A., Agustini, P. M., Maesaroh, S., Purnomo, A. C., & Nabila, E. A. (2022). Motives For Purchase of Skin Care Product Users (Phenomenology Study on Women in DKI Jakarta). *ADI Journal on Recent Innovation*, 3(2), 139-152. <https://www.adi-journal.org/index.php/ajri/article/download/520/496>
- Gonzalo, A., Harreis, H., Altable, C. S., & Villepelet, C. (2020). Fashion's digital transformation: Now or never. *McKinsey & Company*. <https://www.mckinsey.com/~media/McKinsey/Industries/Retail/Our%20Insights/Fashions>

[%20digital%20transformation%20Now%20or%20never/Fashions-digital-transformation-now-or-never-VF.pdf](#)

Hoskins, J., Verhaal, J. C., & Griffin, A. (2020). How within-country consumer product (or brand) localness and supporting marketing tactics influence sales performance. *European Journal of Marketing*. https://www.researchgate.net/profile/J-Cameron-Verhaal/publication/345196409_How_within-country_consumer_product_or_brand_localness_and_supporting_marketing_tactics_influence_sales_performance/links/6026c6b992851c4ed56a99b3/How-within-country-consumer-product-or-brand-localness-and-supporting-marketing-tactics-influence-sales-performance.pdf

Isniah, S., Purba, H. H., & Debora, F. (2020). Plan do check action (PDCA) method: literature review and research issues. *Jurnal Sistem dan Manajemen Industri*, 4(1), 72-81. <https://ejurnal.lppmunsera.org/index.php/JSMI/article/download/2186/1438>

Kotler, M., Cao, T., Wang, S., & Qiao, C. (2020). *Marketing strategy in the digital age: Applying Kotler's strategies to digital marketing*. https://www.worldscientific.com/doi/pdf/10.1142/9789811216985_0001

Lahtinen, V., Dietrich, T., & Rundle-Thiele, S. (2020). Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*. <http://journals.mountaintopuniversity.edu.ng/Marketing/Long%20live%20the%20marketing%20mix.%20Testing%20the%20effectiveness%20of%20the%20commercial%20marketing%20mix%20in%20a%20social%20marketing%20context.pdf>

LANEIGE Korean Skincare & Makeup. (2022). Retrieved 28 May 2022, from <https://us.laneige.com/>

Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and applied sciences*, 5(2), 127-135. https://www.researchgate.net/profile/Thoria-Mahmoud/publication/322865212_Impact_of_green_marketing_mix_on_purchase_intention/links/5a817dc6a6fdcc0d4bad5a52/Impact-of-green-marketing-mix-on-purchase-

[intention.pdf](#)

Mengjie, W. (2021). *Internet marketing and customer loyalty: Perfect Diary, as an example* (Doctoral dissertation). https://repositorio.iscte-iul.pt/bitstream/10071/22312/1/master_wang_mengjie.pdf

Mulyaman, D. (2020). Between Marketing and Online Soft Diplomacy: Assessing South Korean Health and Beauty Products Expansions in Indonesia. *Jurnal Kajian Wilayah*, 11(1), 17-34. <http://repository.uki.ac.id/5523/1/BETWEENMARKETINGANDONLINESOFTDIPLOMACY.pdf>

Olson, E. M., Olson, K. M., Czaplewski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. *Business horizons*, 64(2), 285-293. <https://fardapaper.ir/mohavaha/uploads/2021/05/Fardapaper-Business-strategy-and-the-management-of-digital-marketing.pdf>

Perwitasari, D. A., & Paramita, E. L. (2020). Product placement on Korean drama as an effective tool for brand positioning (Case study: Laneige). *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 145-155. <http://journal.untar.ac.id/index.php/jmieb/article/download/7717/5195>

Schaetz, P. J. L. (2021). Organic Online Marketing Tactics That Generate Leads: Case Brix Systems. <https://www.theseus.fi/bitstream/handle/10024/508253/Philipp%20Schaetz%20Final%20Thesis.pdf?sequence=2>

Supradita, C. F., Darpito, S. H., & Laksana, D. H. (2020). BRAND IMAGE AS A MEDIATION OF ELECTRONIC WORD OF MOUTH ON PURCHASING INTENTION OF LANEIGE. *Jurnal Penelitian Ekonomi dan Bisnis*, 5(2), 180-193. <http://publikasi.dinus.ac.id/index.php/jpeb/article/viewFile/3270/2041>

Susilo, D., Putranto, T. D., & Navarro, C. J. S. (2021). MS Glow For Men: Digital Marketing Strategy on Men's Facial Care Products. *Sinergi: Jurnal Ilmiah Ilmu Manajemen*, 11(1). <https://ejournal.unitomo.ac.id/index.php/feb/article/view/3534/1544>

Syam, M., Sembiring, B. K. F., Maas, L. T., & Pranajaya, A. (2019). The Analysis of Marketing Mix Strategy Effect on Students Decision to Choose Faculty Economics and Business of Universitas Dharmawangsa Medan. *International Journal of Multicultural and Multireligious Understanding*, 6(6), 71-80.

<https://ijmmu.com/index.php/ijmmu/article/download/1173/917>

Zakaria, Z., Ramli, S. Q., Shoid, N. Z. M., & Sulaiman, A. (2021). Malaysian Males Skincare Product Purchases. *Asian Journal of Research in Business and Management*, 3(3), 94-103.

<https://myjms.mohe.gov.my/index.php/ajrbm/article/download/15109/7761>