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MARKETING MANAGEMENT (LCMB7001)

ASSESSMENT 1

ASMA BANU (2217290)

MBA TERM 1 GROUP 3

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EXECUTIVE SUMMARY

The main elements of marketing management have been discussed. the communication model, integrated marketing communication relating to Maybelline is studied. Keller's brand equity model has lined out the brand awareness, brand association, brand elements and brand loyalty of Maybelline.

Customer journey has defined the start and end point of a customer from awareness of the brand till purchase and after sale service. The detailed customer journey map have been mapped on Maybelline fit me foundation brand.

The marketing study is on the company Maybelline new York and its famous cosmetic product fit me foundation.

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1. INTRODUCTION

Marketing management is all about developing new marketing tactics and knowing how to build a brand's awareness, brand image any many more. Making the brand more accessible online is crucial because the world is going digital. The information will be made accessible to customers more simply by being made available online.

The benefits it can have on return on investment are a significant advantage of building strong brand equity. Businesses that effectively use branding frequently outperform their rivals in terms of revenue while spending less overall, whether on marketing, production, or other expenses. For instance, strong brand equity helps companies to demand higher prices. Customers will pay more to buy from a brand when they respect the principles it upholds and the quality of the goods it produces.

Social media marketing has improved brand recognition, brand loyalty, and customer conversion rates. Customers can now access the information more conveniently as a result.

A customer journey map, Keller's brand equity model, integrated marketing communication, and other marketing models have all been discussed in the study. The models are used to discuss Maybelline New York's marketing plan.

To follow a customer's journey from their initial point of awareness to their final point of feedback and post-sale relations, a customer journey map is created.

1.2 ABOUT MAYBELLINE NEW YORK

The top French manufacturer of cosmetics, L'Oréal, is a subsidiary of the cosmetics firm Maybelline New York. Having been in operation for more than a century at this point, Maybelline has a lengthy history that stretches back to 1912. A vast variety of cosmetics for the lips, face, and eyes are available from the brand, along with a variety of accessories like eye brushes, cosmetics equipment, and removers.

Maybelline New York, the most well-known cosmetics company in the world, is available in more than 129 countries. With more than 200 items on the market, Maybelline New York combines cutting-edge technology with fashion-forward know-how to produce inexpensive cosmetics with a hip, urban edge and a fun attitude. (<https://www.maybelline.co.uk/>)

In 1913, Thomas Williams, a young chemist from Chicago, his sister Maybel Williams made the most of what she had by enhancing her lashes and brows with petroleum jelly. By adding carbon dust to the petroleum jelly, her brother decided to help her increase her attractiveness, which more obviously darkened her lashes and brows. The thing worked well. In 1915, Thomas launched the company Maybelline, which was named after the bride and her go-to cosmetic.

Maybelline The company's advertising slogan, Ooh La La, was first used in 1981. It was in use until 1991, when Maybelline replaced it with "Maybe she was born with it." The slogan has been called one of the most memorable straplines in the previous 150 years.

1.3 MAYEBELLINE FIT ME FOUNDATION

In order to meet the needs of individuals globally, **Maybelline** developed 18+ foundation in every shade. There are now many various varieties available, including pore-free, moisturise plus smooth, matte finish, UV protection, and sensitive skin.

The study is on **Maybelline** famous foundation brand, discussing the various marketing strategies of **Maybelline** fit me foundation.

2. MARKETING COMMUNICATION

2.1 DEFINITION:

Marketing communications are the methods a corporation or an individual in business employs to spread messages about their goods and services. Different forms of persuasive communication are created by marketing communication experts and sent to the target audience.

Hughes(2007) stated, It is means used by businesses to educate, persuade, and remind customers about the goods and brand they sell. Being the company's voice is what marketing communication is for. It is the use of communication platforms like radio, television, digital content, social media, periodicals, and public speaking to accomplish a company's marketing goals.

2.2 MARKETING COMMUNICATION MIX AND ITS IMPLICATIONS BY MAYBELLINE:

The tools used to communicate with the customers is called communication mix. There are various communication tools that a company can use to communicate, these are as follows:

- **Advertising:** Advertising particularly refers to information or materials that have been paid for; this includes influencer marketing, sponsorships, and radio or television advertising, as per Clow(2022). The ad of **Maybelline Cosmetics** draws in and inspires viewers by showing them that **Maybelline** has only highlighted beauty that always existed. The corporation uses advertisements to highlight the variety of products they offer and the advantages customers can derive from them. How long-lasting are the ingredients and the product to protect all types of skin? The company grabs the attention of the customer and informs them about the benefits of the product through any type of advertising instrument, such as radio, television, or others.
- **Media:** John(2017)said,for advertising the brand, the mostly used tool is media. **Maybelline** provided unique services through video that could not be found through other mediums, using video as a powerful tool to reach out to customers. **Maybelline** runs five to ten second of commercials throughout New York fashion week, on online platform like snapchat.
- **Sales Promotion:** Incentives that last only a limited time to promote the acquisition or sale of a product is sales promotion. It refers to a

circumstance when a business often uses some kind of pricing or discount approach in order to persuade customers to make a purchase. It can be related to both advertising and personal selling.

In local magazines and newspapers, **Maybelline** offers promotional coupons and discounts. The clients can also register for their newsletter, which will be distributed to their inbox and contain information on pertinent deals, promotions, and newly released goods.

- **Public Relation:** Fill (2007) stated, in order to reach the media and its target consumers, public relations transform brand messaging into compelling stories. Through collaborations with publications, journalists, and other pertinent organisations, it amplifies news, strategies, and campaigns to foster a favourable perception of a brand.(Baack 2022). The brand **Maybelline** plans numerous international events, shows, and beauty pageants. The firm uses coupons to give discounts and other value-added services to its customers in an effort to keep them interested and reward their loyalty. Events and campaigns handles the unfavourable stories or rumours about the brand and help in creating a good public image.
- **Digital Marketing:** It is utilising technology, analytics, and digital media to achieve marketing goals. The focus of digital marketing is on maintaining various types of online firm presence, including company websites, mobile applications, and social media company pages, combined with other online communication tactics.(Parkin,2009). **Maybelline** the uses email marketing, social media marketing, and content marketing. It also uses internet-based channels including YouTube, Instagram, and IGTV, as well as its mobile app and website.
- **Sponsorship:** The main goal of sponsorship is to financially support an event, for which the sponsoring product or business will receive credit. This usually includes being present at an event, which may or may not involve participating in a trade show , but is more likely to involve some action like branding or advertising during an event. The official sponsor of New York Mercedes-Benz Fashion Week is **Maybelline** New York, which promotes that Maybelline cosmetic products are used on models for the fashion week.

2.3 THE COMMUNICATION MODEL OF MAYBELLINE

Chris (2022) ,Marketing communications are the methods a company or an individual in business employs to spread messages about their goods and services. Different forms of persuasive communication are created by marketing communication experts and sent to the target audience.

Message, receiver, channel, information destination, encode, and decode are just a few of the concepts covered by the model.

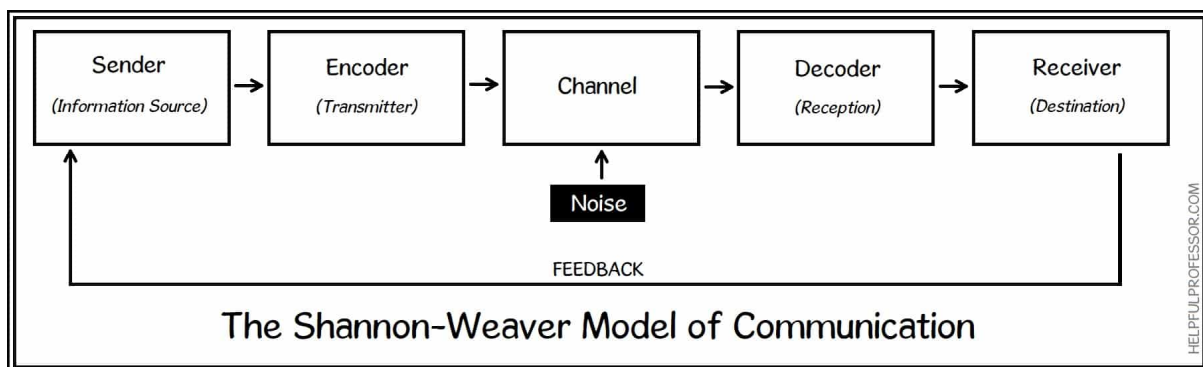


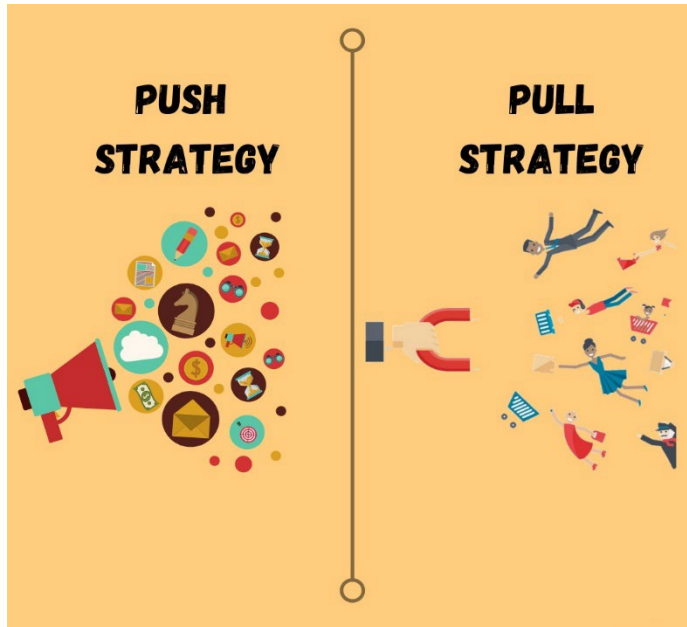
Figure 1: Shannon and Weaver model of communication
(Source: shorturl.at/IrCIL)

According to the Shannon-Weaver model, a message starts at a source and travels through a transmitter before being delivered as a signal to a receiver. As it moves via various noises from sender to recipient, this message (sources of interference). The recipient of the communication must inform the source, as a final step, if the message was understood. Feedback is the repetition of the communication process outlined here, but from the receiver to the sender.

Maybelline mostly use electronic mail, website, campaigns and also use influencers to convey their message. A situation when the communication model can be discussed, An influencer was trying to spread the word about the Maybelline brand's natural ingredients and skin protection formula, which was perfectly encoded and delivered, but the noise factor here was the influencer's lifestyle or any controversy relating to the influencer, which affected the delivery of Maybelline's message through influencer to its receivers; if any of such controversy did not occur, the message would have successfully delivered to the receiver and the feedback in form of increased sale of product would have been noticed.

2.4 PUSH AND PULL MARKETING STRATEGY OF MAYBELLINE

Rimlinger (2011) discussed that, Push and Pull Strategies are used to get the product in front of the target market. In contrast, the goal of the push strategy is to persuade people to acquire the company's product by making them aware of it beforehand. The idea behind the pull strategy is to "get the customers to



come to you." **Push strategy** is a strategy when a third-party stocks a company's goods. Its goal is to increase consumer awareness of the brand or product. When there is low brand loyalty, this method is used. **Pull strategy** is a strategy in which customers pressure sellers to sell the company's goods. Its goal is to persuade consumers to look for the brand or product.

Figure 2: Push and Pull strategy
(Source: shorturl.at/dhFG5)

Maybelline uses both the strategies for its loyal customers and irregular customers. New Loyalty Program Announced by **Maybelline** New York, the brand's devotees now have a new opportunity to take full advantage of their frequent purchases by using Maybelline Express. According to a press email from the company, "Maybelline is thanking their devoted customers with exclusive coupons, more sweepstakes entries, free beauty samples, and a tailored Maybelline experience." Customers can register online and get a gift for free. Simply click "Sign Up Now" when you get at the Maybelline Express landing page. You will receive a coupon for a free Lasting Fix Makeup Setting Spray after completing a brief form with your name, email address, password, and birthday.

As a push strategy, **Maybelline** has long used a low-cost strategy to get customers to buy its products, and it dominated the market with a low-cost, high-quality product strategy and increasing the availability of cosmetic product at local store as much as possible.

2.5 INTEGRATED MARKETING COMMUNICATION

“ A customer-centric strategy is used by firms to connect their marketing and communication goals with their corporate or institutional objectives through the process known as integrated marketing communications (IMC).”

Defined by- Don and Heidi Schulz .

The process of harmonising a brand's messaging so that it is consistent across all media that the brand utilises to reach its target audience is known as integrated marketing communications (IMC). It is a tactical strategy that directs communication across all marketing platforms.

IMC is crucial for four reasons in particular: (Wood, 2006).

- The requirement for consistency along the entire customer journey.
- IMC promotes brand development.
- Choosing the proper combination of marketing channels strategically increases campaign effectiveness.
- IMC helps marketing channels work together more effectively.

THE STAGES OF INTERGRATED MARKETING COMMUNICATION CAMPAIGN

The stages of integrated marketing communication is important for identifying the target audience, managing communication mix and maintaining a strong market position. The stages are as follows:

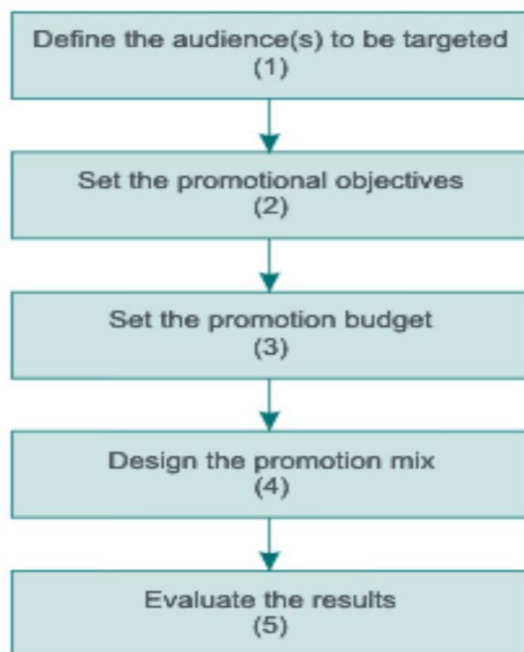


Figure 3: Stages of IMC campaign

(Source: shorturl.at/FJMV8)

2.6 THE STAGES ARE DISCUSSED WITH **MAYBELLINE** IMC CAMPAIGN

STAGE 1: DEFINE THE AUDIENCE TO BE TARGETED

In this is the stage the target audience should defined, the particular market segment most likely to be interested in your goods or services, and thus the target audience for your advertising activities. The target audience may be determined by a variety of characteristics, including age, gender, income, location, and hobbies.(Kuhn, 2008).

Maybelline Cosmetics, targeting mostly urban, working-class women and young girls between the ages of 16 and 64. The market has been divided into segments based on gender and age. The audience is influenced and drawn to the product via online platforms in the psychological segmentation, which is the other segmentation used by **Maybelline**.

STAGE 2: SET THE PROMOTIONAL OBJECTIVE

The second stage of a marketing campaign involves developing a brand identity through graphics and slogans, which is followed by expanded messaging sent either directly through personal email marketing communications or through social media.

Maybelline slogan "Maybe she's born with it. Maybe It's Maybelline" conveys the idea that the product makes the user appear naturally beautiful, as if they were endowed with it from birth. This illustrates the brand's goal of giving consumers the impression that they are boosting their natural appearance. Celebrities' involvement in the promotion of new products is their other marketing tactic.

STAGE 3: SET THE PROMOTIONAL BUDGET

A promotional budget refers to money earmarked for the marketing, advertisement, or sales of a product or brand. The amount to budget to promote a new or existing product will depend on business analytics, market research, and anticipated return on investment.

Maybelline regarded as luxury items because of the high pricing. Depending on the product, **Maybelline** products can cost anywhere between \$10 and \$100. Thus, the brand's high-quality product range and premium price strategy in its marketing mix enable it to serve a specialised customer. In the previous year,

they spent less than \$100 million on advertising across digital, print, and national TV. In the previous year, they spent money on premium ad units and ran advertisements on more than 250 different media properties in a variety of media formats. In the last year, Maybelline has introduced 13 new products and promoted them.

STAGE 4: DESIGN THE PROMOTIONAL MIX

To accomplish a certain marketing objective, a promotional mix combines marketing strategies such as direct marketing, sales, public relations, and advertising. Usually, the promotional mix is just a small component of the overall marketing mix.

Maybelline use all the online platforms, magazine, emails, promotional letters to their loyal customers, advertising, public relations etc to design their promotional mix. The new platform Instagram Reels can be used to attract more young audience and a high range of Instagram users.

STAGE 5: EVALUATE THE RESULTS:

The final stage of marketing campaign is to evaluate the result, that is measuring the response of target audience, from which channel of communication is the rate higher.

Initially, social media and television were used to advertise **Maybelline Cosmetic** product. The social media platforms YouTube, Instagram, IGTV, and websites received the most responses. As a result, social media is where new deals and launches are typically announced rather than in publications or on television.

3. KELLER'S BRAND EQUITY MODEL

Kevin Lane Keller, a marketing professor, first created the Customer-Based Brand Equity (CBBE) Model, which is also known as Keller's Brand Equity Model, in his widely-used textbook, "Strategic Brand Management."

Pope (2008), mentioned the Brand Equity Model's basic premise is that you must influence customers' attitudes toward your goods if you want to develop a powerful brand. In order for customers to have specific, favourable thoughts, feelings, beliefs, attitudes, and perceptions about your brand, you must create the appropriate types of experiences surrounding it.

3.1 BRAND EQUITY: Brand equity is the worth of having a recognisable and well-recognized brand as well as the level of influence a brand name has over consumers' minds. Alpert(2008) said, companies build brand equity by offering customers satisfying experiences that encourage them to stick with them instead of switching to competitors who provide comparable goods. Brand equity is often developed by awareness-raising initiatives that appeal to the values of the target consumer, fulfilling promises and qualifications when customers use the product, and loyalty and retention initiatives.

Brand Equity of Maybelline is a subsidiary of a French cosmetic company L'Oréal, the value of the brand has increased due to its features of durability after applying, ingredients and availability in all skin types in the work of Kasi(no date).

- **Brand Association:** To preserve a positive reputation in society, **Maybelline** has taken on a number of ethical and social concerns. It accomplished its economic obligation to become the top cosmetics firm in the world. To establish itself as a company that practises ethical business practises, **Maybelline** takes action to halt product testing on animals. They have begun testing goods on computer-generated skin models and reconstructive skin models. Additionally, **Maybelline** has worked to support the town and its residents. It started working with PEOPLE and Essence publications as partners. Ten women who have changed society were identified through this relationship and given funding. Along with their stories, these businesses also included those women in their periodicals.
- **Brand Awareness:** **Maybelline** promotes their brand using a variety of media, including web marketing and TV commercials. In numerous

journals and newspapers, it offers product giveaways and exclusive discounts. In order to market a specific product line, **Maybelline** has also demonstrated collaboration with numerous beauty bloggers on YouTube. Through the use of word-of-mouth marketing, **Maybelline** has been able to be successful due to its incredibly cost-effective returns. The official sponsor of New York Mercedes-Benz Fashion Week is **Maybelline**. In order to demonstrate its inventiveness and debut fresh fashion trends on the runways, **Maybelline** NY works closely with fashion designers.

- **Brand Loyalty:** **Maybelline** earned the 22nd spot in Brand Keys' 2012 ranking of Customer Loyalty Leaders. Every generation has a connection to the catchphrase "May it's Maybelline." **Maybelline** is mindful of the needs of its clients and has acknowledged the role that technological factors play in cosmetic decisions. It started a campaign to inform consumers about makeup applications and goods.
- **Brand Assets:** A leading American cosmetics company is **Maybelline**, also known as **Maybelline** New York. It was established in 1915 and is a division of L'Oréal, the biggest cosmetics company in the world. Customers can choose from a wide range of **Maybelline** products for their eyes, lips, and faces. The business also sells brushes, makeup equipment, and accessories. It was ranked 16th out of the Top 50 Cosmetics Brands by Brand Finance in 2015.
- **Brand Elements:** Thomas Williams, a young scientist, observed as his sister applied coal and petroleum jelly to her lashes and brows to thicken them. Thomas adopted the concept in 1915 and began marketing it as lash-in-brow. He combined the names of his sister, "Maybel," and Vaseline to create the brand name "Maybelline." **Maybelline** New York is written on the brand's logo. The emblem's white letters and black backdrop represent perfection and safety, while the black background represents power. **Maybelline** offers you trendy, trend-setting products with cutting-edge formulas, distinctive textures, and convenience, affordability, and elegance.

3.2 KELLER'S CUSTOMER BASED BRAND EQUITY MODEL

In order to encourage customer recommendations and increase brand recognition, marketers who employ the customer-based brand equity model work to create pleasant experiences around a brand as discussed by Chekalina (2018). The customer-based brand equity approach focuses on five essential components: value, performance, trust, commitment, social image. This model has four major stages which are discussed below:

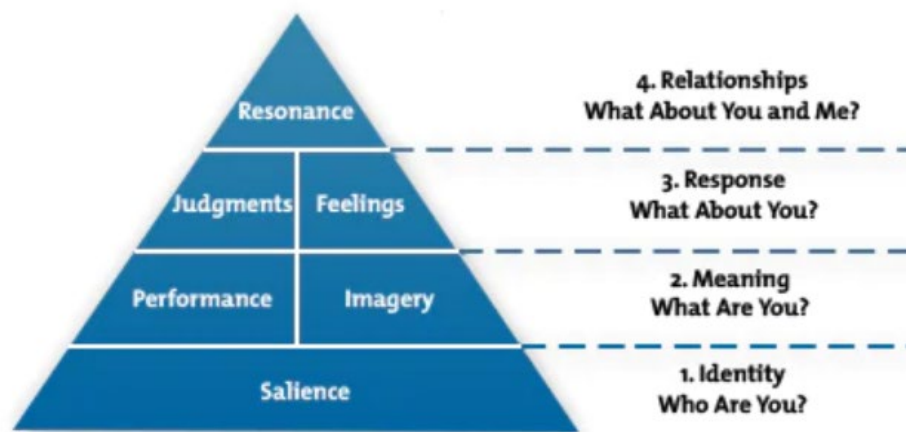


Figure 4: Customer based brand equity model (source: shorturl.at/KUV12)

1. IDENTITY: Who are you?

In order to ensure that your brand stands out and that consumers are aware of it, your first objective should be to build "brand salience," or awareness. (Wheeler, 2013).

Here, the aim is to do more than simply build brand identity and awareness; make sure that brand perceptions are "right" at crucial points in the purchasing process.

Maybelline has developed its brand identity through a variety of platforms, including social media, online marketing, and many more; what the product is used for, what its characteristics are, and how well-known people are involved help to define it.

2. MEANING: What are you?

Understanding the brand's performance and imagery allows one to quantify what it represents to customers and what it stands for.

Performance measures how well a brand meets consumer needs, while image measures how well a brand meets consumer needs on a psychological and social level.

The effectiveness of **Maybelline** has been evaluated based on the feedback from users, including sales data and consumer loyalty. The brand's reputation is built by devoted customers who spread the word about it.

3. RESPONSE: What about you?

The customers response falls into two category judgment and feelings. The brand is judged on its quality, credibility, consideration, superiority. Customers react to your brand based on how it makes them feel as well. Customers will also react emotionally to how a brand makes them feel about themselves. Your brand can immediately evoke feelings.

(Fuchs, 2018).By utilising technology in its production, **Maybelline** has increased the quality of its products and maintained its reputation by fully living up to the motto it used to identify the brand. **Maybelline** has created a foundation that has a component that keeps the skin hydrated in order to satisfy a new customer demand for 2019 of remaining hydrated. This is how customers' needs are taken into account and satisfied. Customers retain the brand as being superior to other competing brands because of the preference given to customer demand and the relationship upheld by the brand.

4. RELATIONSHIPS: What about you and me?

The peak of the brand equity pyramid is occupied by brand "resonance," which is the hardest and most desired level to achieve.

Maybelline reported a 65% increase in repeat purchases, leading to a rise in devoted clients who are still actively engaging with the brand even when they are not purchasing it.

The final stage of the brand equity model demonstrates the nature and maintenance of the relationship between the brand and its consumers.

Therefore, **Maybelline's** brand equity model has demonstrated that **Maybelline** has established a strong position in the minds of its customers and will continue to do so. The brand has done an excellent job of maintaining both the emotive and logical paths. Between the brand and the customer, a distance has been formed.

4. CUSTOMER JOURNEY

Walters(2018) discussed the series of encounters a consumer has with a brand while buying a service or product is called customer journey. It is the entire interaction journey, from brand discovery through buying and beyond.

The goal of a customer journey is to monitor and assess how well you are taking care of your customers and, on the other hand, to identify ways to improve and further their enjoyment of your brand. Shapiro(2016) defined a customer journey map can provide detailed information on customer interaction through their awareness purchase and engagement or after purchase stages. The term "customer journey" refers to the various stages that your customers go through when dealing with your firm.

4.1 FIVE STAGES OF MAYEBELLINE FIT ME FOUNDATION CUSTOMER JOURNEY

The following stages defines by Walters(2020) are related to customer stages of **Maybelline New York**:

STAGE 1: AWARENESS

Awareness is all about making the brand familiar to the customers from various channels after realizing their demand or desire for a product.

Maybelline Fit Me foundation advertises its variety of foundation using both traditional and digital media. When these two forms of advertising are used in conjunction with marketing, the company's brand recognition within its target market grows. Additionally, some of its digital material is created by users on websites like YouTube and IGTV. Traditional advertising, meanwhile, concentrates on conventional media, such as newspapers, magazines, and broadcast media.

STAGE 2: CONSIDERATION

Customers frequently study up on and conduct research on brands after becoming aware of them. As part of this stage, users could study product descriptions, reviews, frequently asked questions, user guides, etc. The consumer actively examines whether or not to purchase the product being offered after realising they have a need that has to be filled.

Customers were prompted to consider whether they had a need for **Maybelline Fit Me** foundation after seeing it featured in magazines, on social media, and in

television commercials. Customers began to think about the brand for themselves as a result.

STAGE 3: PURCHASE

This stage is also known as the decision stage since the customer here decides whether or not to purchase the product. Even if it feels like a finish line for businesses. The company is still in its early stages. A business must keep in touch with its customers after a sale.

Maybelline Fit Me foundation has used a variety of consideration sets to help customers make decisions about whether to buy from **Maybelline**.

- Constant communication with the audience
- Product for every age of female and also personalized product for every skin tone.
- Fancy package
- Sampling
- Online reviews
- Costing
- Features of the product
- YouTube review videos by influencers on **Maybelline**.
- **Maybelline** virtual try on tool

STAGE 4: RETENTION

Customers want it to be as simple as possible to contact your company after making a purchase in the event that they need help or guidance. Making sure this is simple to find after a purchase might be beneficial. All the bases will be covered by providing and promoting cross-platform digital, social media, telephone, and in-person engagement.

After purchase **Maybelline** uses many strategies to retain the customer and maintain a connection with them. Different strategies are:

- Getting newsletter every month.
- Regular discount offers on mail by Maybelline
- Availability of shopping on Instagram
- New Celebrity endorsement

- In November 2020, Maybelline launched the Maybelline Express loyalty programme.
- Fashion week campaign.

STAGE 5: ADVOCACY

Whether they have a positive or negative impression, customers talk about the product. Strategies for advocacy must include proactive responses to criticism and ways to highlight success. Are you quick enough to get in touch with a consumer, accurately assess the situation, and successfully address their issue, if a bad review becomes popular on social media.

Maybelline takes action to address product-related problems by offering instructions on how to use the product, what skin types it is best for customers, and what not to use.

It also has taken a global initiative to assist everyone who is depressed or anxious. They have developed support tools in collaboration with a community of mental health specialists to aid in navigating everything from recognising the signs to learning how to practise self-care to looking for assistance. The campaign name was 'BRAVE TOGETHER'.

5. CUSTOMER TOUCHPOINTS

Every time a customer or audience interacts with your brand or service, a customer touchpoint is created.

Customer touchpoints are all the points where a customer interacts with your brand. Customers might come across your company online or in an advertisement, check out ratings and reviews, go to your website, shop at your physical store, or get in touch with your customer care, for instance. Even if it seems like a huge list, these are only some of your touchpoints.

Talking about the **Maybelline fit me** foundation the before, during, and after the purchase touchpoints are upheld by **Maybelline**. The following points discussed by Shanya(2022) as follows:

➤ Touchpoints before a purchase:

Maybelline has established connections with its audience on a number of venues to draw in new customers.

1. **Social media:** promoting the brand on Facebook, YouTube, and Instagram.

2. **Online websites:** **Maybelline** make its product available at various cosmetic related websites like feelunique.com.uk or superdrug.com.uk. therefore, this makes a customer interact with the product.
3. **Influencer marketing:** Customers are more engaged in a brand when it has top social media influencers, such as celebrities or Instagram reels.
4. **Display ads on google website:** Anyone utilising the Google search engine will see the brand's advertisement.
5. **Pamphlets that are distributed in malls:** Pamphlets that are personally distributed to customers with information about new products help raise brand awareness.
6. **Maybelline campaigns:** The brand-related campaign, which discussed the brand and its features. Some marketing tactics that build awareness and a favourable brand image include additional efforts funded by the brand that focus on self-improvement or personal grooming. Some recent campaigns by **Maybelline** are : 'PressPlay' , ' Brave Together' , 'Make up not make waste' and many more.

➤ **Touchpoints during a purchase:**



1. **Displays on stores:** the section of **Maybelline** at stores with a poster of it at the top of the section make customers to visit that part.
 2. **Packaging of product:** The brand has highlighted the main purpose of the product on the front side of the product and has also mention all the ingredients used in the product at the back of the product.
- in figure, the main purpose of the foundation is displayed – hydrate plus smooth. This is how **Maybelline** display the desired need of customers.

Figure 5: Image of the product (Source: <https://www.maybelline.co.uk/>)

3. **Makeup artist attending customers for free trials:** This approach will also encourage a buyer to use and examine the product to determine whether they will buy it if they are persuaded.
4. **Discount on purchasing from big retails:** if any customer in a shopping mall purchases the brand, they might get some discounts on the brand.
5. **Point of sale:** **Maybelline** has set up showcases featuring pictures of its products and prices in shopping malls to attract customers waiting in line at check-out counters. Additionally, when a customer clicks the "buy now" button on an online store, a pop-up window for **Maybelline** products appears and asks if they are interested in purchasing a similar product. While this may not result in a sale, it does raise awareness of related products with positive customer reviews.

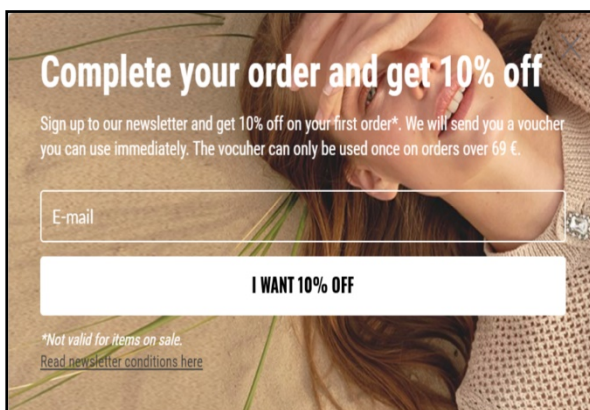


Figure 6: online website pop-up
(Source: <https://www.maybelline.co.uk/>)

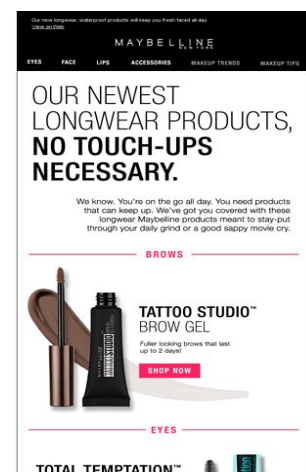


Figure 7: point of sale display stands
(Source: self-captured)

➤ After purchase touchpoints:

1. **Newsletters every month:** regarding new discount or new item, newsletters are mailed to customer who are registered on **Maybelline** website.

Figure 8: Newsletter on email (source: <https://www.maybelline.co.uk/>)



2. **Providing testimonials to the brand:**

Any third-party statement on the brand is displayed always on the site, which act as a review for a customer.

Figure 9: Instagram influencer reel testimonial
(source: screenshot from Instagram - shorturl.at/DJOQ3)



3. **Regular discount offers by mail:** **Maybelline** send emails to the customer for keeping them updated on seasonal or closing year sales.
4. **Product feedback survey:** After making a purchase, a customer may receive an email or text with a link to share their thoughts on the item. This allows the brand to know how the buyer feels about the item. So that they can address any points that are raised as being lacking.
5. **Subscription renewals:** Any registered customer on the website will be notified through mails for renewals and other benefits on renewals.

6. CUSTOMER JOURNEY MAP

An image of the customer journey is a customer journey map (also called the buyer journey or user journey). It enables you to describe the consumer journey across all touchpoints and express the brand's story. No customer will fall through the cracks if the customer journey is visually mapped out, whether your consumers contact with you through social media, email, livechat, or other methods. First, every potential consumer touchpoint—such as a website, social media platforms, and interactions with the marketing and sales teams—is sketched out. Customer journey mapping is vital for optimising the customer experience since it is a strategic method to better understanding customer expectations.

6.1 BENEFITS OF CUSTOMER JOURNEY MAP:

- Assisting a company to visualize where customers interact with their business.
- At various points in the purchasing process, the company focuses on specific consumer demands.
- Demonstrating the differences between the ideal and actual customer experience.
- Pointing out key areas for development.
- Enables a business to focus its time, money, and resources on what is most important in order to be as effective as possible.

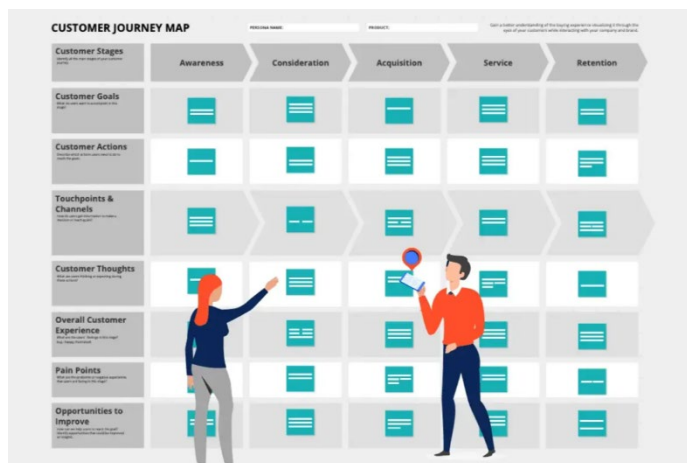


Figure 10: sample of customer journey
(Source: shorturl.at/DFMTX)

This is a method to get a different perspective on the customer experience and perhaps uncover some insights aimed at making it better. From beginning to end, a consumer's total experience will be improved by a consistent customer journey.

6.2 MAPPING CUSTOMER JOURNEY OF MAYBELLINE FIT ME FOUNDATION

CUSTOMER JOURNEY MAP	AWARNESS	DISCOVER	PURCHASE	USE	BOND
ONLINE WEBSITE		3. review on websites	4. purchase the product online	5. review of usage on the site	
INSTAGRAM	2. influencers reviews	3. reviews from influencers		5. comment the usage review	
YOUTUBE	2. advertisement on any YouTube cosmetic video				
RETAIL STORES		3. trials of cosmetic item	4. purchase the product		
PERSONAL SELLING					
NEWS PAPER					
MAGAZINES	2. detail information of the product	3. reading the article			
WORD OF MOUTH					6. express a positive view on the brand
EMAIL	2. receive emails on available products, new items, discounts				
POST	2. social media post update				1. existing costumer
T.V COMMERCIALS	2. watching celebrities, display of brand, main purpose of brand				

TABLE 1: Customer journey map of Maybelline existing customer

In the given table the points indicated the starting and end points of the customer.

- Point 1 indicated the bond of customer with the brand
- Point 2 indicates how the awareness of the brand have reached to the customer
- Point 3 indicates how they have discovered the more about the brand
- Point 4 indicates from where they have made a purchase
- Point 5 indicates the reviews after the usage of product at different platforms
- Point 6 indicates the positive impact on customer and as a result the customer may recommend the it to his family or friend.

7. TOTAL ENGAGEMENT MODEL

If you want to achieve long-term growth, it is crucial to create a purposeful and cooperative link between engaged staff and engaged customers. The complete engagement approach, which aims to combine the four essential components of brand advertising, culture, customer experience, and customer value propositions, brings these connections together.

- What you actually give to your customers is your customer experience, which combines the physical and emotional aspects of their interactions with you.
- Simply said, the value you provide to your customers is your customer value proposition. In other words, this is the justification for why clients ought to choose you over your rivals.



Figure 11: Total engagement model (source: shorturl.at/juvw7)

Maybelline, which follows the total engagement concept, trains its personnel in the method of contacting customers and explaining how to utilise products like foundation in the right ways. Through this training, the staff members learn how to provide their customers with adequate service while developing positive relationships with them.

A strong customer base for the product is created by the organization's use of advertising or the awareness raised through various media channels.

8.RECOMMENDATIONS ON MAYBELLINE BRAND

Maybelline has used a variety of marketing techniques to satisfy both its long-standing and increasing customers. New strategies are as follows:

1. New Online promotions strategies:

- Making a custom app that is accessible worldwide.
- If a customer's purchase from an online store is unsuitable, the return policy must be followed.
- Less money is being spent on magazine and newspaper advertisements because everyone is moving online.

2. New Offline promotions:

- B2C businesses make it simple to connect with customers directly as the world becomes more virtual.
- Additionally, cosmetics application classes enhance brand image.

3. New Male celebrity involvement:

Taking females in the brand advertisement have become a traditional way to promote a brand. Instead of which, a male celebrity trying to buy cosmetic gift or helping his wife in make-up, make bring a positive and new idea in the world of advertisement.

4. Partnership with salons and collaboration with companies:

Partnership with salons also create more demand for the brand and collaboration with companies which are involve in beauty and daily care products.

9.CONCLUSION

Maybelline is a company known for its cosmetic products. Through the study, the advertising strategies used by **Maybelline** are examined, and fresh ideas for boosting sales are identified. The channels used are displayed in the communication model.

Maybelline has responded to new demands with products including vitamin-infused foundation, hydrate foundation, and various foundation colours.

The communication mix made it easier to comprehend the **Maybelline** distribution channels and develop fresh brand-promotional ideas.

The customer journey map demonstrates how the company has raised awareness, closed a deal, and maintained a relationship with customers after the transaction. Brand equity enables a business to raise brand awareness, which boosts sales. It is simpler and more economical to expand new brands and change the company's strategy. Customers develop brand loyalty.

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