

PERFORMANCE MARKETING

WEEK 1: TASK 1 & TASK 2

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TASK 1

COMPANY
CHOSEN



TASK 1

SOURCES OF TRAFFIC

Total Traffic: 320000 (3 months)

- 1) Direct Traffic : 28.4% (90880)
- 2) Organic Traffic : 38.9% (124480)
- 3) Paid search: 17.45% (55840)
- 4) Display Ads: 7% (22400)
- 5) Social: 3.4% (10800)
- 6) Referrals: 2.7% (8640)

INSIGHTS

- Most of the social traffic came from Youtube which means they are either running ads or collaborating with influencers on youtube.
- The top referring website for them is bom.cheggout.com which is a website where one can compare prices between products. This tells us that their prices are likely to be better than competitors.

TASK 1

KEY MESSAGES

Messages:

- 1) Your dear dad will always think about you, now it's your turn.
- 2) We have groomed over 2M gentlemen across India.

Images: Animated drawing. The drawing represents the one created by a child for his/her father.

Colours: White & Dark Brown

Emotional Triggers: Dear Dad, recreate old-memories, champion

INSIGHTS

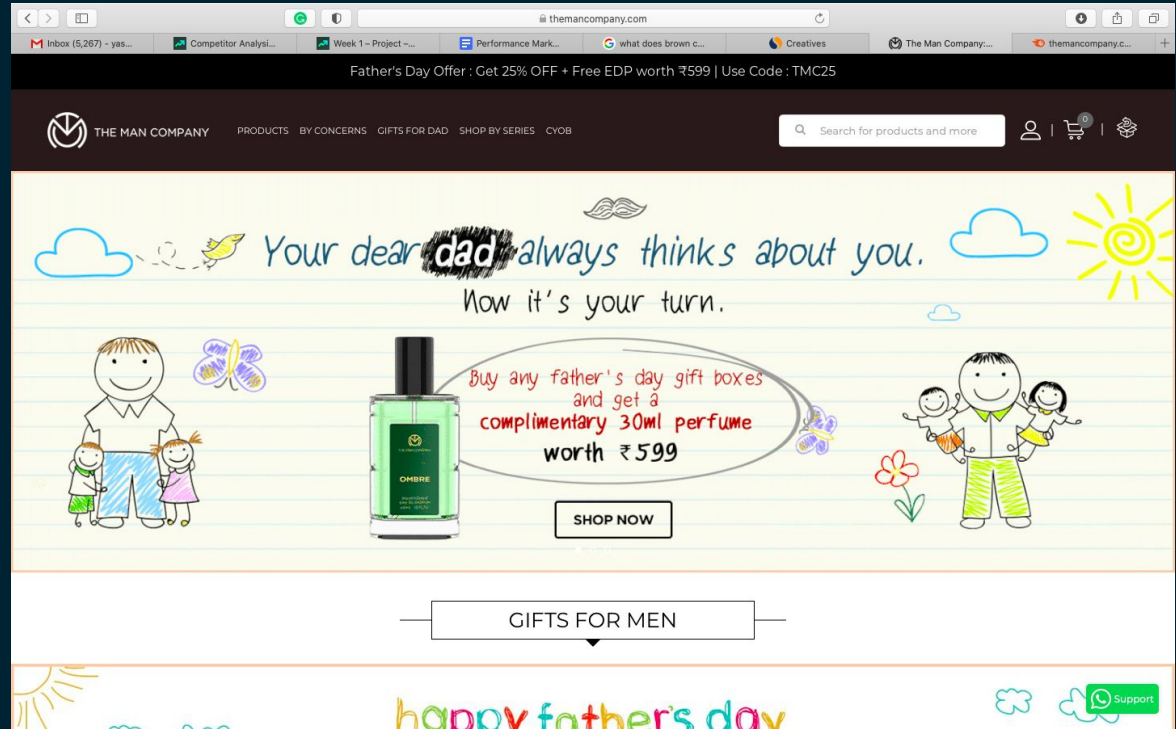
- White signifies purity and themancompany promotes no harmful chemicals. Brown colour signifies reliability.

TASK 1

LANDING PAGE ATF/BTF

THEMANCOMPANY is trying to connect with the Men, Fathers and brothers out there to try their products. For the same they have used emotional elements like the use of a drawing by a child for her father.

It also triggers feelings by using the line, “Your dear Dad...”



TASK 1

REVIEW PATTERN

- The moisturizer is not suiting some people's skin. It's making their skin more oily. The other issue they are facing is the foul smell from the charcoal face wash.
- People feel that THEMANCOMPANY is their go to grooming store. Females are encouraging other females to try THEMANCOMPANY in their day to day grooming routine.

TASK 1

TOP SEO NON-BRAND KEYWORDS

- **Beard**
- **Best facewash for men**
- **Charcoal mask**
- **Beardo**

TOP PPC KEYWORDS

- Beardo
- The man company
- The men company

INSIGHTS

Interestingly, they are bidding on their competitors name i.e. BEARDO, and it is driving traffic for them.

TASK 1

Ads Strategy

They are continuously using sales promotion technique. Currently they are not running any ads so couldn't pull out anything from facebook ads library or moat or adbeat.



https://www.themancompany.com/?utm_source=opicle_4&utm_medium=social&utm_campaign=opicle_4

First seen	Last seen	Active days	Size
2021-03-15	2021-03-15	1	300x250



https://www.themancompany.com/?utm_source=opicle_4&utm_medium=social&utm_campaign=opicle_4

First seen	Last seen	Active days	Size
2021-03-15	2021-03-15	1	768x280



<https://www.themancompany.com/>



Refreshing and Long Lasting

Buy Men's Grooming, Hair & Skin Care & Wellness Products Online in India.
The Man Company



https://www.themancompany.com/?utm_source=opicle_4&utm_medium=social&utm_campaign=opicle_4

TASK 1

Content Strategy

THEMANCOMPANY uses:

1. **Blogs:** Their blogs are based on common problems faced by men in everyday lifestyle. They focus on grooming problems, educating the men about how to look better, feel better and become stylish.
2. **Vlogs:** The vlogs are generally about how to use their products.
3. **Social Media:** Their social media talks about their campaigns such as #Gentlemaninyou #GameofGrooming thereby educating men on why grooming is important. They are also engaging a lot through contests and talking about the problems about which the men are not yet aware.

TASK 1

Martec Stack

- **Analytics & Tracking:** Klaviyo, Curalate, Google analytics, clevertap, hotjar, lucky orange, facebook pixels
- **Widgets:** Octane AI, Pinterest, Stamped, GTM, Shutterstock
- **Advertising:** Refersion, Doubleclick, Facebook custom audience, Taboola, Google remarketing


TASK 1

- **THEMANCOMPANY** doesn't have an app, So no app analytics.
- Also, the tool Mailcharts couldn't find any data on TheManCompany.


TASK 2

BRAND: BEARDO

P1 AD

**BEARDO for Men**
Sponsored
ID: 226335269057775

Your Beardo Product needs a refill, Shop it now with Extra 20% off. Use Code: DONBEARDO20




BEARDO
DEEP SEA
BRICK SOAP

BEARDO.IN
Beardo Deep Sea Brick Soap (125g)
₹195


Shop Now

P2 AD

**BEARDO for Men**
Sponsored
ID: 293091085853578

Father's Day is just around the corner! Get your Dapper Dad a specially curated Beardo gift set.


Shop Now!



GIVE YOUR DAD MORE THAN JUST A HUG FOR
FATHER'S DAY!

WWW.BEARDO.IN
Beardo Gift Set For Dapper Dad

Shop Now



WWW.BEARDO.IN
Beardo Godfather Gift Set

Shop Now

Make him Feel Special

P3 AD

**BEARDO for Men**
Sponsored
ID: 307400254223124

Splash your skin the goodness of Aloe vera using Beardo's Aloe Vera Skin Hydrating Facewash.

- ✓ Cleanses & refreshes without drying
- ✓ Keeps skin hydrated & soft
- ✓ Soothes & heals
- ✓ Removes excess oil... www.beardo.in



HYDRATE
YOUR THIRSTY SKIN
93% Natural Gentle Facewash
For Dry & Sensitive Skin

BEARDO.IN
Beardo ALOE VERA Natural Facewash

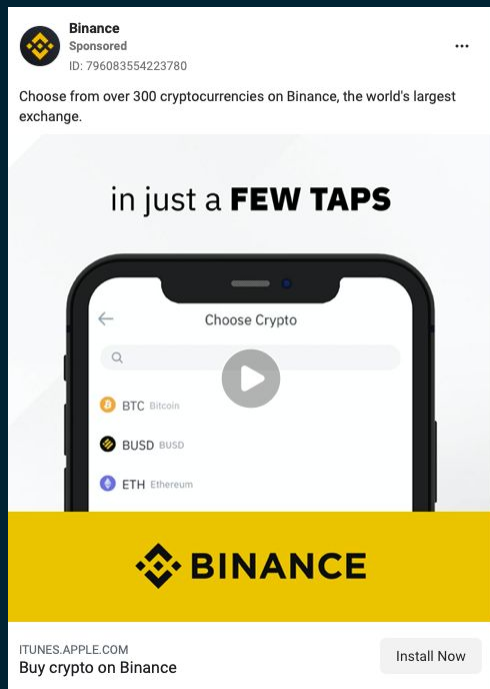
Shop Now

Shop Now

TASK 2

BRAND: BEARDO

P1 AD



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in just a **FEW TAPS**

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BUSD BUSD

ETH Ethereum

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P3 AD



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Bitcoin has grown a lot. But it isn't as big as the world's biggest companies. How much more could it grow?

GOOGLE [GOOGL]

APPL [AAPL]

Size relative to **Market Cap 2020**

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TASK 2


BRAND: FRESHWORKS

P1 AD

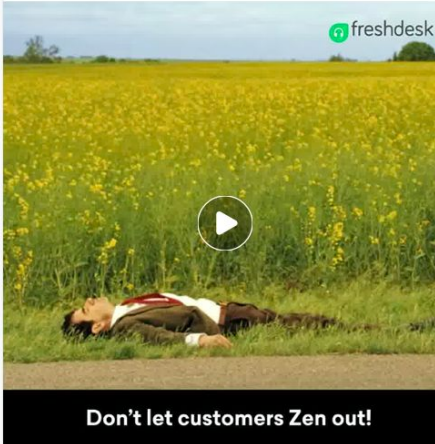
Couldn't
find one.


P2 AD

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P3 AD

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