WHO WE ARE

✓ LEADING FULL-SERVICE DIGITAL MARKETING AGENCY FOR THE BEAUTY INDUSTRY.

✓ FOUNDED IN 1995.

✓ 45 EMPLOYEES

✓ 100% PRIVATELY & WOMEN OWNED

HEADQUATER IN SAN DIEGO WITH SIGNIFICANT PRESENCE IN NYC AND LOS ANGELES
Our robust and diverse portfolio within the beauty and lifestyle industry includes such giants as, NYX Cosmetics, wet n wild beauty, Bio-Oil, and many more! We amplify the brand voice, engage each unique audience through activations, communities and influencers.
OUR SERVICES

DIGITAL MARKETING

360° Strategy

Multi-Channel Analytics & Optimization

Integrated Planning and Strategy
Always-On + Campaigns

Digital Advertising
PPC, Adwords, Social Ads, Podcast, Streaming Ads

Social Media Marketing

Retail Marketing & Amazon

Web & Email Marketing

Public Relations

Influencer Marketing
Organic + Paid
OUR APPROACH
INTEGRATED PLANNING & STRATEGY

ALWAYS ON + CAMPAIGNS
We work with brands to develop comprehensive digital marketing & campaign strategies for the year specifically tailored to achieve defined business goals.

- Digital roadmaps tailored to your brand and designed to amplify your brand voice & meet business objectives.
- Competitive brand analysis
- Channel Strategy
- Digital marketing calendar development
- Visual brand development and guidelines: Mood boards, brand style guides.
- Development of “Always On” & “Campaigns”
DIGITAL ADVERTISING OVERVIEW

Taylor & Pond manage large and small online ad budgets with a focus on Omni-Channel advertising: Social Media Advertising, Paid Search, Streaming Platforms, Podcasts and other emerging digital platforms.

- Social Media Advertising
- Paid Search (Google PPC, Bing)
- Retargeting Ads
- Digital Streaming: HULU, YouTube Pre-Roll
- Podcast and Audio Streaming advertising (pandora, Spotify)
- Key Retailer Ad Collaboration Consultation
- Amazon Advertising
- Traditional media buys
- A/B testing, Optimization & Reporting
**OMNI-CHANNEL DIGITAL ADVERTISING**

**PAID SOCIAL ADS**

Full funnel strategy development and ad creation to increase general brand awareness and sales conversions. Conduct A/B testing and optimization based on messaging that resonates strongest with consumer.

- Brand awareness ads
- Lead generation ads
- Follower ads
- Boosted posts

**VIDEO + AUDIO STREAMING ADS**

Video and promotional commercials to include Amala Beauty’s videos to play on video streaming platforms such as Hulu or YouTube Pre-roll. Utilizing audio streaming ads to target niche audience on platforms such as Pandora or trending podcasts.

- Video Streaming Ads (Hulu, YouTube Pre-roll, Cable)
- Audio Streaming Ads (Podcast, Pandora, Spotify, Radio)

**SEARCH/PPC AND GEO-FENCING ADS**

Targeting people shopping in selected high-end retailer zip codes and store radiuses to drive brand awareness with specific target audiences. Strategically re-targeting those customers who have visited specific key retailer stores within the past 30 days.

- Search & Display Ads (Google, Bing)
- Geotargeting & Geofencing
FULL FUNNEL APPROACH

AD SEGMENTATION

Grow Engagement for Purchase Consideration

- Website Traffic
- Lead Generation
- Offers
- Video Views
- Google Advertising PPC
- Product Catalog
- Alternative Media Buying
- Geo-Fencing

Boost Conversions to Online Store & Key Retailers

- Website Traffic
- Retail Store Visits
- Online store conversions
- Offline Conversions

Raise Brand Awareness

- Brand Awareness
- Reach
- Video Views
TESTING:
We conduct A/B testing to collect data about most responsive audiences and their advertising preferences to increase ROI and web traffic.
• Creative
• Audiences
• Copy
• Buttons and CTA’s

TESTING TIMELINES:
• Month over month through dynamic creative
• Test at an ad level opposed to a campaign level in order to test multiple facets under one campaign.
• Optimization and learning phases in 1 month, quarter, and campaign time stamps for further optimization and innovation in the next 1 month, quarter, and campaign timelines
By comparing creative between Ad types, we will see patterns for successful ad creative.

By identifying particular age and gender groups with the highest lift, we can tailor upcoming campaigns for those groups both localized and mass markets.

By looking at the placements that drive the greatest lift, we can determine the best placements for future campaigns resonating with our performing audiences or increased learning and longer campaign run time.

By considering the delivery objectives that drive the greatest lift within each step of the full funnel approach, we will set up your next campaign to deliver based on the objectives where you’ve seen success.

We keep your brand in front of bounced traffic after they leave your website, landing page or app store. We create audiences and follow the users on the different placements.
KPI measurement is crucial to quantifying the success of media campaigns that lead to brand growth and sales.

Taylor & Pond look forward to further defining specific and quantifiable KPI’s with the Amala Beauty team that fall under the below categories of often most crucial KPI measurements. To measure success of monetized and organic content, T&P will analyze and review performance for the following KPI’s on a weekly and monthly basis:

**TOP OF FUNNEL: BRAND AWARENESS**
- Ad Recall Lift
- Reach
- Impressions
- Video Views

**MIDDLE OF FUNNEL: CONSIDERATION**
- Link Clicks
- Lead Generation
- View Content/Interest Conversions

**BOTTOM OF FUNNEL: CONVERSION**
- Online sales
- Online sales at key retailers
- Social Media Metrics Growth
SOCIAL MEDIA MARKETING & CONTENT CREATION
We create and post beautiful, captivating and engaging content and engage with your customers and influencers on a daily basis. We amplify your brand, energize your existing audience and attract new brand enthusiasts.

- Create original content such as photography, graphics, stop-motion, animated graphics specific to each social platform.
- Write unique captions and hashtags that excite your audience, and elevate the brand and respective products.
- Develop consumer giveaways, promotions and brand experiences that capture your audience, produce brand enthusiasm, increase follower count, engagement and sales.
- Community engagement and social media customer service
- Sophisticated analytics and ROI reporting.
Fan Reposts: What better way to elevate your online community than to involve them in your strategy? Customers and Influencers love to have their work recognized by a brand. In addition to incorporating your consumers' work into your strategy, the images should be carefully selected to represent the brand's high quality imagery and visual aesthetic.

Motion: With boomerangs and motion pictures becoming more common on Instagram and Facebook, this is a great way to create interacting content for your audience. This not only generates engagement but retention as well.

Graphics: Graphics are a great way to continue sharing important information on socials in an interesting way. This can be used to create additional interaction between brand and consumer via quote graphics and product graphics, sale and promotional content, or infographics to share additional details about your brand.

Photos: Tell your visual story to introduce your products and shape the perception of your target audience. We can educate, suggest product pairings, and provide examples to create an authentic aesthetic to resonate with your intended target audiences.

WE DEVELOP A DIVERSE TYPE OF CREATIVE ASSETS THAT ENGAGE YOUR TARGET AUDIENCE:
PHOTOGRAPHY SAMPLES
INSTAGRAM STORY AD SAMPLES

Spend $10 Get $5 Extrabucks Free!

100K Giveaway on Facebook

Get the EDGE

OPUS BODY
See them in Action Here: https://www.taylorpond.com/examples/
VIDEO SAMPLES

https://www.youtube.com/watch?v=h4nYW57kpdw | Bio-Oil

https://www.youtube.com/watch?v=Yxxued7wDkl | Rimmel London

https://www.youtube.com/watch?v=uFjYJ4KvhZ0&amp;index=3 | Aloxxi

https://www.youtube.com/watch?v=YYPtyTXq1l0 | Nion Beauty
INFLUENCER MARKETING
BEAUTY INFLUENCER MARKETING

Our results driven Influencer Marketing Program is derived from more than 10 years of relationships with beauty and lifestyle influencers and building successful influencer-driven campaigns.

• Artificial Intelligence (AI) and Manual Expert Influencer List Curation and Influencer Vetting
• Organic product-based program for micro, medium tied and macro/”mega star” influencers
• Paid Ambassador programs, social media activation, events and sponsored posts
• Influencer mailers including mailing list curation, box theme ideation and design, personalized inserts, shipping & handling, email follow up, reporting
• Snap-Chat/IG Stories Take-overs, Podcasts
• Legal contact work, fee negotiations
• Analytics and ROI reporting
INFLUENCER MARKETING PROGRAM

MICRO INFLUENCER TIER
25K – 100K FOLLOWERS

MEDIUM INFLUENCER TIER
100K – 500K FOLLOWERS

MACRO-TIER INFLUENCER
HIGHEST INFLUENCER TIER
500K+ FOLLOWERS

INFLUENCER COMMUNITY MANAGEMENT

PRODUCT SEEDING MAILERS

INTEGRATED CAMPAIGN INFLUENCER ACTIVATIONS

INFLUENCER AMBASSADOR PROGRAMS

INFLUENCER EVENT SUPPORT
INFLUENCER COLLABORATIONS & ACTIVATIONS
INFLUENCER COLLABORATIONS
INFLUENCER BOX DESIGNS
The PR efforts will focus on developing and implementing creative strategies and programs to create awareness and credibility for your brand. We ensure seamless integration between your various marketing channels to amplify your press placements across all digital platforms.

Our team utilizes relationships and press opportunities that will be tailored to your business objectives.

- PR strategy planning
- Development of targeted media list
- Development of Media / Press Kits
- Formal Press releases
- Pitching for short and long lead
- Ongoing media relations outreach to traditional media and TV
- Seamless integration with your social media platforms
- Submission to beauty and lifestyle awards
- Media Desk Sides
- Branded Mailers for Editors
- Monthly Reporting
- Editor & Influencer Events and Experiences (trips, spa visits, themed wellness brunches, etc)
Taylor & Pond clients are experiencing fantastic growth in their distribution and placement, resulting in premium shelf space and sales. Retailer marketing is key to success with retailers and include some of the following activities:

- Optimization of content on retailer websites to ensure updated imagery, product information and other marketing materials are on brand and maximized for customer experience (using Web-Collage and similar)
- Localized and targeted Advertising for specific retail offers
- Personalized path to purchase funnels
- Targeted advertising content and graphics for promotions and sales for retailer’s use
- Retailer social media and influencer marketing collaboration
- Development of retailer presentation decks
Amazon has become a key sales platform for most beauty brands. We can recommend ways to maximize your Amazon sales and search results. Our Amazon services range from account set up to ongoing engagement and advertising.

- Amazon Set Up and Consultation
- Brand Detail Page Optimization
- Building Vendor Central Page or Seller Central Enhanced Pages
- Amazon Advertising
- Brand Store and Management
- Development of promotions like “Amazon Prime Day” and “Singles Day” promotions
- Reporting and Analytics
Email marketing is a key part of success online and our clients are seeing fantastic growth in their customer database and resulting sales. When correctly implemented, email marketing delivers the highest ROI. We will manage your data mining efforts and ongoing email marketing campaigns. Our team coordinates and reports on the entire process from start to finish.

- Database Hygiene
- Localized and Global Email Management
- Template wireframes and planning
- Text content development
- Graphic Design
- Programming / build outs
- Campaign set up, testing, mail out and ROI reporting
- Marketing Automation; Drip Email Campaigns
- Retargeting
- Delivery and Analytics
- New Customer Acquisition
STRATEGY & EXECUTION OF EMAIL CAMPAIGNS

1. PLANNING AND WIREFRAMING
   Email wireframes will be produced by incorporating the strategies, messaging, and goals and will clearly outline the objectives to the copywriting and design teams.

2. EMAIL COPY DECK
   The Email Copy Deck will follow the objectives of the Email Wireframe and will exhibit clear messaging that aligns with the campaign goals and strategy.

3. GRAPHIC DESIGN
   The Email Design will also follow the objectives of the Email Wireframe and will adhere to brand design guidelines, while incorporating the copy deck assets.

4. EMAIL PROGRAMMING
   The Email Design will be programmed and tested under Taylor & Pond’s extensive QA process. After the initial round of internal email testing, a live test will be sent for client approval.

5. TESTING & QA
   After the programmed email is approved, the campaign is created within the preferred ESP platform, and QA’d a final time before scheduling it for delivery to the email audience.

6. EMAIL SCHEDULING
   Scheduling of email campaigns will follow the established Campaign Calendar dates & times and will incorporate audience targeting when pertinent.
EMAIL MARKETING SAMPLES

IT'S BEEN A WHILE

10% OFF YOUR NEXT ORDER

JNYX

Yay! Makeup!

10% OFF Opus Love and Daily!

Bio-Oil®

IS YOUR SKIN TRAVEL READY?

Spend $20 and get a FREE travel size (0.85 oz.) bottle of Bio-Oil!

START SHOPPING

10% OFF

JAFRA

WELCOME TO JAFRA

Thanks for signing up! Now, you’ll be the first to know about all things JAFRA, including exclusive deals and awesome new arrivals.

EXPLORE JAFRA

GET CONNECTED

Follow along on Instagram for the latest Bio-Oil news, promotions, skincare tips and more!

FOLLOW NOW

UNLOCK YOUR SKIN'S true potential
We love seeing fun ideas, inspiring designs, and programmed integrations that are strategic to the customer journey with SEO in mind. With a keen eye for user interfaces we bring the art of the customer experience and drive to action to all aspects of web and mobile development.

- Website Design and Development (Ecommerce & Content Driven)
- UI/UX design
- Responsive and Adaptive Web & Mobile Design
- Custom Web Applications
- Content Management System Implementation (CMS)
- SEO Optimization
- Animation and Interactive Development
- Database Design, Data Management, Analysis and Strategy
- Web Content Development (graphics, photography, video, copywriting)
WEB BANNER SAMPLES

URBAN DECAY

YOU LOOK BETTER NAKED

A neutral palette for every look—from bronze to taupe, rose to smoky, matte to shimmer (and everything in between).

NEW

Phenom

#INSTASTYLE

FALL COLLECTION

MATTE

ABOUT YOU!
MULT-CHANNEL
ANALYTICS &
OPTIMIZATION
Analytics and Artificial Intelligence play a key role in digital marketing campaign. Taylor & Pond has developed partnership with the leading and most cutting-edge technology companies in the world ensuring that Taylor & Pond client are always on the forefront and have the best data available to make critical decisions.

The end goal of your digital media outreach is to expand your brand's audience while increasing your sales revenue.

- Meltwater
- Tribe Dynamics
- Google Analytics
- Sprout Social
+ more
Taylor & Pond has partnered with the world’s leading analytics and Artificial Intelligence company - Meltwater.

Headquartered in San Francisco, Meltwater employs more than 1,600 people and has more than 25,000 clients internationally and specialize in AI based predictive reporting and traditional analytics.

Taylor & Pond clients can get access to the premium Meltwater Analytics dashboard and data intelligence of a contract with Taylor & Pond.
TOP REASONS TO PARTNER WITH TAYLOR & POND
TOP 5 REASONS TO PARTNER WITH TAYLOR & POND

- LEADING AGENCY IN THE BEAUTY INDUSTRY
- PASSIONATE AND DEDICATED TEAM WHO LOVES BEAUTY
- STRONG LONGSTANDING RELATIONSHIPS IN THE INFLUENCER COMMUNITY
- FULL DIGITAL MARKETING SERVICE CAPABILITIES UNDER ONE ROOF
- 24 YEAR RECORD OF SUCCESS IN DRIVING SALES AND ONLINE AWARENESS
THANK YOU

WE APPRECIATE YOUR INTEREST IN TAYLOR & POND AND WELCOME THE OPPORTUNITY TO PARTNER WITH YOU.

We are ready to get started when you are!

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