



# CONTENT MARKETING

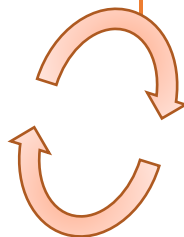
Repurposing "Applesauce" Plan

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A 6-Month Strategy for Promoting CeraVe's  
Skincare Products

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# Overview

## I. Introduction

- CeraVe is a leading skincare brand known for its high-quality products that cater to various skin types and concerns. This content marketing plan aims to increase brand awareness, attract new customers, and retain existing ones by strategically promoting CeraVe's products through various channels.

## II. Key Content Pieces

- Master Your Skin's Journey (book)
- \$10k TikTok Challenge (#CeraVeChallenge)
- Skin Confidence with CeraVe (podcast)
- Skincare Daily Tips (YouTube channel)

## III. Repurposing Content

- The book "Master Your Skin's Journey" can be repurposed into blog posts, infographics, and podcast episodes, allowing for a cohesive message across all platforms.
- The \$10k TikTok Challenge can be promoted on other social media platforms and shared on the podcast and YouTube channel to maximize reach.
- Podcast episodes can be transformed into YouTube videos and blog posts, while the tips shared on the YouTube channel can be used as podcast content and shared as short TikTok videos.
- Rotate designs between different advertising locations, such as bus stop shelters, storefront posters, and mall billboards, to maintain a consistent visual identity and reach a wider audience.

#### IV. Content Strategy for Each Marketing Funnel Stage

- **Attention:** TikTok ads and billboards showcasing CeraVe's key ingredients, such as ceramides, hyaluronic acid, and niacinamide, to pique potential customers' interest.
- **Interest:** Blog posts and YouTube videos offering skincare tips and information about CeraVe's products and their benefits.
- **Intent:** Podcast episodes and infographics discussing CeraVe's unique formulations and ingredients that set it apart from competitors.
- **Action:** Promotions, such as the \$10k TikTok Challenge and free eBook giveaways, to encourage customers to try CeraVe products.
- **Loyalty:** Exclusive content and special offers for existing customers, such as behind-the-scenes access or discounts.
- **Advocacy:** Encourage customers to share their positive experiences with CeraVe products on social media and participate in the \$10k TikTok Challenge.

#### V. Calls-to-Action for Each Content Piece

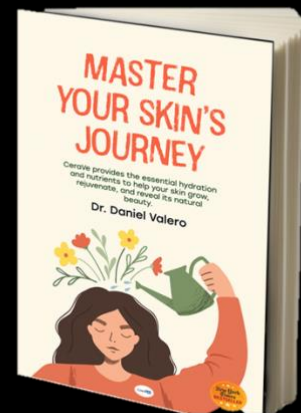
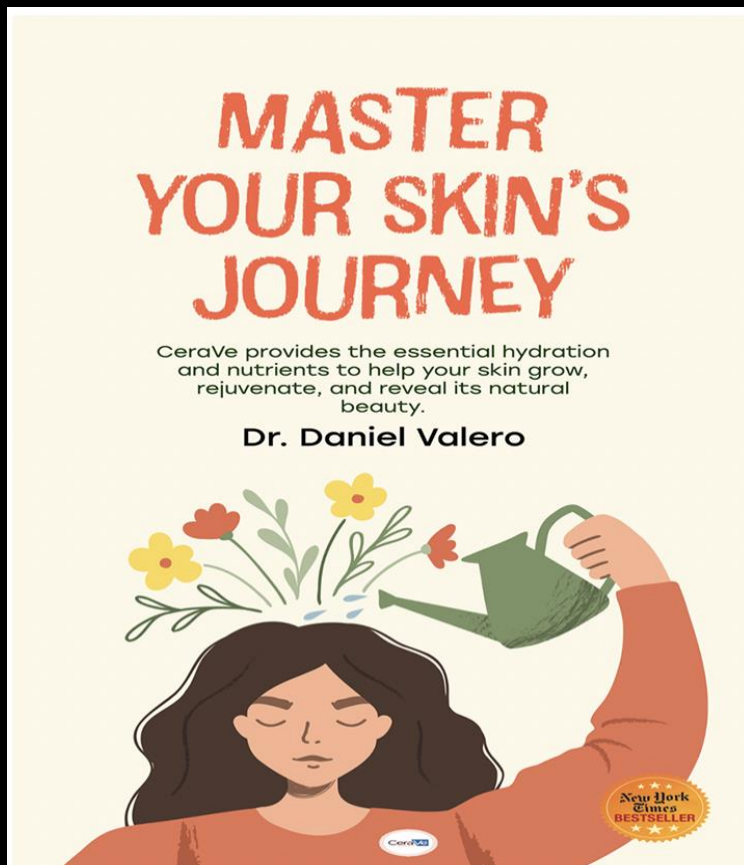
- **Book:** Encourage readers to leave reviews and share their favorite tips on social media.
- **TikTok Challenge:** Invite participants to share their challenge videos using the hashtag #CeraVeTransformationChallenge.
- **Podcast:** Ask listeners to subscribe, leave reviews, and share their favorite episodes.
- **YouTube Channel:** Encourage viewers to like, comment, and subscribe to the channel for more content.
- By implementing this content marketing plan, CeraVe can strategically engage and nurture its target audience, ultimately driving brand awareness and sales. By repurposing content and targeting different stages of the marketing funnel, CeraVe can effectively utilize its resources and reach a wider audience.

## Six-Month Strategy

The following is my CeraVe 6-month-content-marketing-plan. This plan focuses on repurposing content and using various channels to maximize reach and promote CeraVe's skincare products.

### Month 1:

- Launch the book "Master Your Skin's Journey."
- Begin repurposing book content into blog posts and podcast episodes.



- Start the \$10k TikTok Challenge (#CeraVeTransformationChallenge) and promote it across social media platforms and other channels.

Inspire Transform and Celebrate

# Your Radiant Skin



Join the [#CeraVeTransformationChallenge](#)



April 1st to October 1st!  
Share your skin's journey with  
CeraVe products for a chance to  
win \$10,000





## Month 2:

- Launch the podcast "Skin Confidence with CeraVe" hosted by Dr. Daniel Valero and Isabella Linton.
- Repurpose podcast episodes into YouTube videos and blog posts.
- Introduce TikTok ads showcasing key ingredients in CeraVe products.



### Month 3:

- Launch the YouTube channel "Skincare Daily Tips" hosted by Isabella Linton.
- Start rotating designs between different advertising locations (bus stop shelters, storefront posters, and mall billboards).
- Share skincare tips and information about CeraVe products on the YouTube channel.





## Month 4:

- Organize a giveaway of the "Master Your Skin's Journey" eBook to attract new customers.
- Continue promoting the \$10k TikTok Challenge and encourage customer participation.
- Share exclusive content and special offers for existing customers.

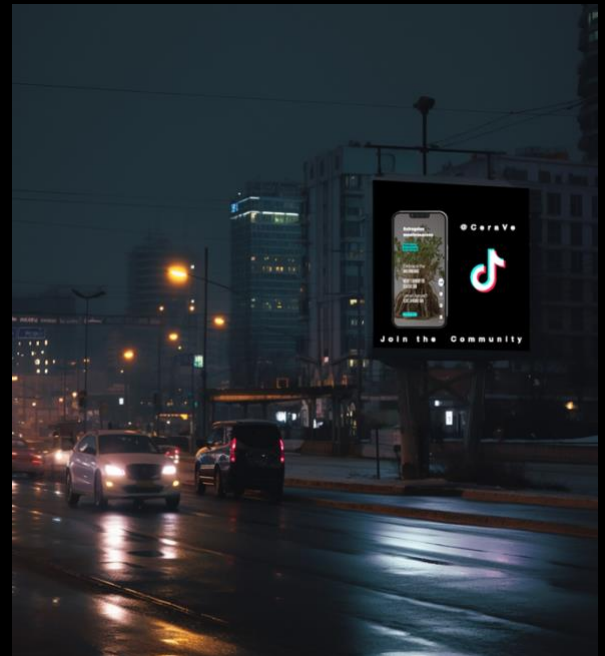
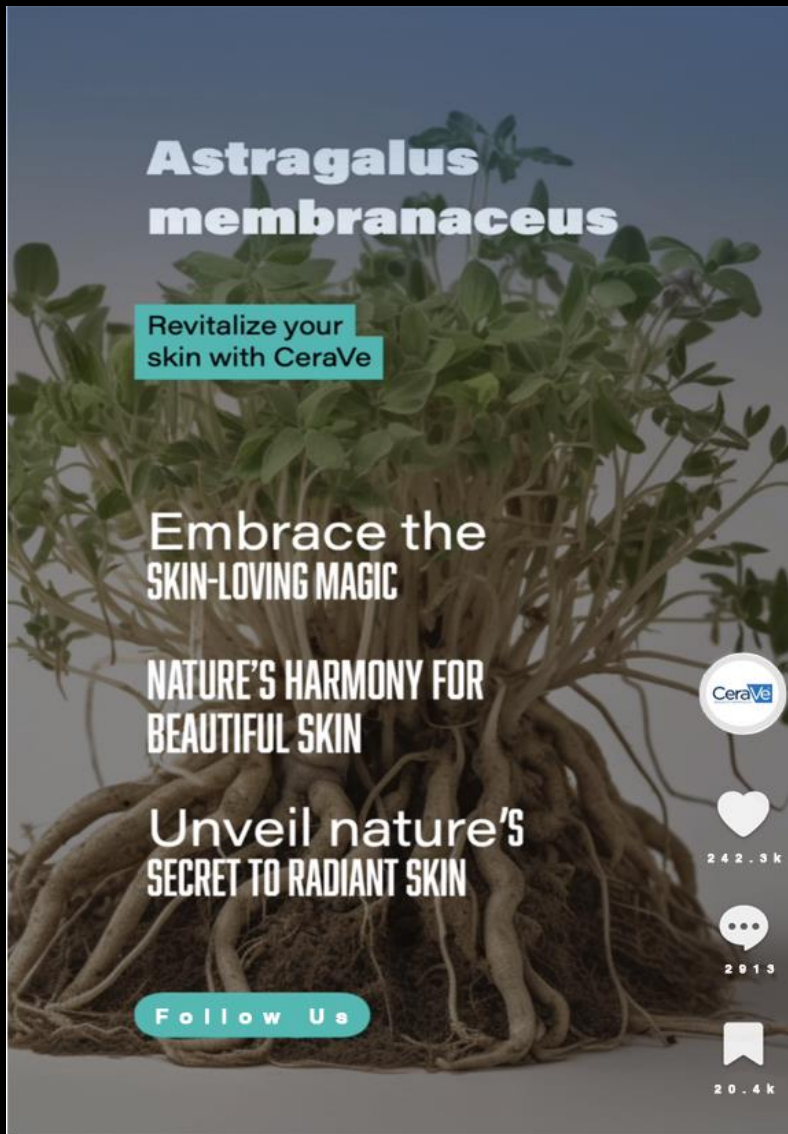




## Month 5:

- Encourage customers to share their positive experiences with CeraVe products on social media.
- Collaborate with popular health and wellness influencers to expand reach.
- Keep repurposing podcast and YouTube content into different formats.





## Month 6:

- Announce the winners of the \$10k TikTok Challenge and share their videos across social media platforms.
- Evaluate the performance of the content marketing plan and gather feedback from customers.
- Plan the next phase of the content marketing strategy based on the insights and lessons learned during the first six months.
- By following this 6-month content marketing plan, CeraVe can effectively engage its target audience, increase brand awareness, and drive sales.