

TRANSFORM YOUR BEARD KIT

# hims

HIMS.COM



**NEW**



**PATCHY BEARD KIT**

Black Friday **SALE**

# Product Description

THE "PATCHY BEARD HAIR GROWTH KIT" IS A PRODUCT FOR GUYS WHO WANT TO GROW AND KEEP A FULLER, HEALTHIER BEARD. A PREMIUM BEARD BRUSH, TWO COMBS OF SUPERIOR QUALITY, CONDITIONER, SHAMPOO, AND SERUM SPRAY FOR BEARDS ARE ALL INCLUDED IN THIS SET. TOGETHER, THE TWO MAIN COMPONENTS—BIOTIN AND MINOXIDIL—PROMOTE HAIR GROWTH AND ENHANCE THE TEXTURE OF BEARDS.

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# Target Audience

TECH SAVVY TIM IS OUR MAIN TARGET AUDIENCE SINCE HE FITS WITH OUR IMAGE FROM WEEK 2. HE'S A STYLISH, TECH-SAVVY MAN WHO APPRECIATES HIS LOOKS AND IS LOOKING FOR WAYS TO GROW HIS PATCHY BEARD.

- WEBSITE CLICK-THROUGH RATE (CTR): MEASURED BY TRACKING THE PERCENTAGE OF VISITORS WHO CLICK ON OUR PRODUCT PAGE.
- CONVERSION RATE: MEASURED BY THE PERCENTAGE OF VISITORS WHO COMPLETE A PURCHASE AFTER LANDING ON THE PRODUCT PAGE.
- CUSTOMER ENGAGEMENT: MEASURED BY SOCIAL MEDIA LIKES, SHARES, AND COMMENTS ON OUR YOUTUBE AND TIKTOK POSTS.
- RETURN ON INVESTMENT (ROI): CALCULATED BY COMPARING CAMPAIGN COSTS TO REVENUE GENERATED FROM THE PRODUCT.

# Key Performance Indicators (KPIs)

- a. **YOUTUBE MARKETING:** SHOWCASE TECH SAVVY TIM'S EXPERIENCE WITH THE PATCHY BEARD HAIR GROWTH KIT IN AN INTERESTING AND EDUCATIONAL MANNER. FOR PRODUCT REVIEWS AND LESSONS, WORK WITH WELL-KNOWN YOUTUBERS IN THE LIFESTYLE AND GROOMING ARENA.
- b. **TIKTOK MARKETING:** UTILIZE THE POPULARITY OF TIKTOK TO OUR ADVANTAGE BY MAKING BRIEF, INTERESTING VIDEOS THAT SHOWCASE THE KIT'S EFFICACY. TO IMPROVE VISIBILITY, MAKE USE OF TRENDING HASHTAGS AND TERMS ASSOCIATED WITH BEARDS.

# Marketing Channels



# Core Messaging

- ▶ "UNLOCK THE FULL POTENTIAL OF YOUR BEARD" HIGHLIGHTS OUR PRODUCT'S INNOVATIVE POWER.
- ▶ "'HIMS GUARANTEED BEARD CARE" - HIGHLIGHTING HIMS DEDICATION TO THE QUALITY OF THEIR PRODUCT.
- ▶ "CONFIDENCE IN EVERY BRUSHSTROKE" PROMOTES THE SELF-ASSURANCE THAT COMES WITH MAINTAINING A WELL-GROOMED BEARD.

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- YOUTUBE AND TIKTOK ARE CHOSEN FOR THEIR VISUAL AND ENGAGING NATURE, IDEAL FOR SHOWCASING PRODUCT RESULTS.
  - YOUTUBE'S LONG-FORM VIDEOS ALLOW FOR IN-DEPTH TUTORIALS AND REVIEWS.
  - TIKTOK'S SHORT-FORM VIDEOS FIT TIM'S TECH-SAVVY AND FAST-PACED PREFERENCES, ALIGNING WITH HIS PERSONA.
- \*THESE DIVERSE VIDEO CHANNELS CATER TO A BROAD AUDIENCE WHOSE TECH SAVVY WITH PATCHY BEARDS.

# Justification for Channels

- WEBSITE CLICK RATES: MONITOR THE NUMBER OF CLICKS ON THE PRODUCT PAGE AND ANALYZE USER BEHAVIOR.

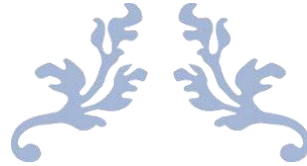
- CUSTOMER REVIEWS AND RATINGS: ENCOURAGE TIM AND OTHER CUSTOMERS TO LEAVE REVIEWS, PROVIDING VALUABLE FEEDBACK FOR PRODUCT IMPROVEMENT.

- SOCIAL MEDIA ENGAGEMENT: TRACK THE GROWTH OF SOCIAL MEDIA FOLLOWERS AND ENGAGEMENT.

# Additional Metrics







# Multi-Channel Marketing and Social Media

By: Damien Pressley



NOVEMBER 11, 2023

GIT 435 | FALL-B  
Prof. Zuzanna Czerny



Figure 1: Original image of a patchy beard kit



Figure 2: Original ad for Hims patchy beard kit

These images were made using Mid Journey using the following prompt:

Prompt.

Create an advertisement image that features a modern and engaging design for a 'Patchy Beard Hair Growth Kit'. The ad should highlight the 'hims.com' branding and incorporate phrases like 'Transform Your Beard This Black Friday' and 'Exclusive Offer at hims.com'.



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*Figure 3: Final marketing image to promote the beard kit release on social media.*

## **What they do?**

As a platform for online shopping, Hims is active on several social media sites, such as Facebook, Instagram, Twitter, and TikTok. The website does not have buttons for sharing products directly, but it does have links to these social media platforms in the footer, which makes it simple for visitors to get in touch with them. On the other hand, the "Sign in with" capability that would have streamlined the purchasing process and improved the user experience overall is absent from the checkout process.

Hims could do a better job of using YouTube as a social media platform. When launching a new product, such as the "Patchy Beard Hair Growth Kit," YouTube can be a useful medium for creating visually appealing videos that highlight the product's advantages. YouTube videos could be a great complement to their social media campaign, especially considering how tech-savvy their target demographic is.

Hims relies mostly on Facebook, Twitter, Instagram, and TikTok when it comes to their social media approach. It seems that the circulation of promotional and educational resources is the main component of their approach. It's important to keep in mind, too, that their levels of participation on these sites might not be as great as expected. For instance, on TikTok, posts typically receive three comments, which may indicate that the audience is not connecting with the material very well.

## **My Recommendations**

**Use YouTube:** As previously indicated, YouTube may be a great place to create interesting content that highlights the advantages of the "Patchy Beard Hair Growth Kit." Customer testimonials, before-and-after demonstrations, and instructional videos can all be used to successfully showcase the benefits of Hims new product. Because a user may engage with a catchy video faster than image that appear as an ad.

**Engagement Strategies:** Hims should think about producing more active and imaginative forms of content to increase interaction on websites like TikTok. Organizing user-generated content campaigns, challenges, or contests might motivate their audience to participate.

**Audience segmentation:** Create content for various social media platforms according to the preferences and demographics of the user base on each network. It's possible that what does well on TikTok won't always function well on Facebook or Twitter.

**Consistency:** To keep followers interested and informed, stick to a regular posting schedule. Hims consistency will establish a devoted following willing to engage.

**User User-Generated Content:** Hims customers who find success with the "Patchy Beard Hair Growth Kit" should be encouraged to post about it on social media. This user-generated material will be very relatable and convincing for others.

**Analyze Data:** Check social media analytics frequently to see what kinds of material are most popular with users. Next, refine future content to what followers like the most.

## **Summary**

Hims is not completely displaying social media integration on Hims.com, despite having links in the footer of their website and a presence on four social media platforms. By displaying a share button on their website to indicate their interest, they can improve their social media marketing plan. Customers may be enticed to visit one of Hims' social media accounts after interacting with the share button. Crucially, by include YouTube in their plan and employing engagement-boosting techniques, Hims may add value for their audience and even expand their effect and reach. Hims would boost their online presentations in a more approachable way by including video into their promotional campaigns. Platforms like YouTube and TikTok are video streaming sites that can used to produce organic and paid content that's informational, which doesn't feel ad conscience.



# Bibliography

1. Hims. (2023). Home, <https://www.hims.com>
2. Mid Journey. (2023). Home, <https://www.midjourney.com>

# Analytics & Metrics

Hims.com  
www.Hims.com

Damien Pressley

Prof. Zuanna Czerny

Git 435

10-27-2023



## Hims.com: Metrics

### KPI Definitions and Importance Chart

This chart outlines how I define the five key performance indicators (KPIs, chosen for Hims and why they're important for e-commerce. The chart definitions will serve as a reference guide for Hims marketing evaluations. When assessing Hims performance and customer behavior this chart will be essential for identifying metrics to strategize.

KPI	Definition	Why It's Important
<b>Conversion Rate</b>	The percentage of visitors to the Hims website who complete a desired action, such as making a purchase or booking a telehealth appointment.	A higher conversion rate indicates a more effective website and marketing strategy, directly impacting revenue.
<b>Customer Lifetime Value (CLV)</b>	The total revenue Hims expects to earn from a customer throughout their entire lifetime of interacting with the platform.	Understanding CLV helps in allocating marketing spend more efficiently and tailoring services to retain customers for longer periods.
<b>Customer Acquisition Cost (CAC)</b>	The average cost Hims incurs to acquire a new customer, including marketing and sales expenses.	A lower CAC means that the company is acquiring customers more efficiently, which is crucial for long-term sustainability in a competitive market like telehealth.
<b>Average Order Value (AOV)</b>	The average amount spent by customers when they make a purchase on the Hims platform.	A higher AOV indicates that customers are purchasing more expensive items or adding more items to their cart, which can be a sign of customer satisfaction and trust.
<b>Net Promoter Score (NPS)</b>	A measure of customer satisfaction and loyalty, calculated by asking customers how likely they are to recommend Hims to others.	A high NPS score indicates strong customer satisfaction, which can lead to word-of-mouth referrals and long-term customer loyalty.

Figure 1 Five Key Performance Indicators for Hims.com



## KPI Decision-making and Actionable Insights Chart

This purpose of this chart is to demonstrate my logic of defining a metric as a Key Performance Indicator. Also, for identifying practical strategies to improve Hims user experience. This go to action plan is projected to provide marketing efficiency and customer satisfaction. Decision making efforts will be guided by the actionable steps outlined in this chart and the KPI's maybe used in conjunction.

KPI	Why It's a KPI	Decision-making & Actionable Insights
<b>Conversion Rate</b>	Correlates with UI, UX, and marketing effectiveness.	Conduct A/B testing on website elements if rate is low.
<b>Customer Lifetime Value (CLV)</b>	Long-term perspective on customer value.	Implement loyalty programs or bundled services to increase CLV if decreasing.
<b>Customer Acquisition Cost (CAC)</b>	Measures marketing efficiency.	Review marketing channels and optimize budget if CAC is high.
<b>Average Order Value (AOV)</b>	Indicator of customer behavior and satisfaction.	Use cross-selling and upselling to increase AOV.
<b>Net Promoter Score (NPS)</b>	Gauges customer satisfaction and predicts growth.	Send follow-up surveys to detractors if NPS is low.

Figure 2 Projected Hims.com KPI solutions.

### How to use these charts?

The first chart should be referenced to prioritize strategies for given situations. First, by understanding an metric to know which to focus my attention. While the second chart will tell me the exact action to conduct after matching a given situation to a metric. For example, by knoing the CAC is Hims average cost to incur a new customer I will know to optimize the budget to lower the cost. Or conduct A/B test to raise the conversion rate.

## Hims.com: Analytics

### Analytics Software Comparison

Criteria	Adriel	Google Analytics
<b>Cost</b>	Various pricing plans including "Team," "Enterprise," and "Agency" options.	Free version available; Google Analytics 360 for enterprises starts at \$150,000 annually.
<b>Ease of Use</b>	User-friendly with drag-and-drop widgets for customization.	Can be complex for beginners; offers a wide range of features that may require technical expertise.
<b>Multi-Channel Support</b>	Over 650 channel integrations for comprehensive multi-channel analytics.	Primarily focused on website analytics but can be integrated with Google Ads and other platforms.
<b>Customization</b>	Extensive customization options, including white-labeling and dashboard templates.	Custom reports, dashboards, and alerts based on specific metrics or events.
<b>Customer Support</b>	Robust support with a dedicated Customer Success Manager for higher-tier plans.	Extensive online resources and community support, but no dedicated customer success manager.
<b>AI Capabilities</b>	Upcoming AdGen AI for advanced ad optimization.	Advanced machine learning capabilities to identify trends and provide recommendations.
<b>Team Collaboration</b>	Role-based views and real-time data sharing among team members.	Collaboration features available, but may require third-party integrations for more advanced needs.
<b>Educational Resources</b>	Dashboard Templates, Success Stories, and Support Center for user education.	Extensive community support, online tutorials, and Google Analytics Academy for learning.
<b>Data Privacy</b>	No specific concerns noted.	Being a Google product, there may be concerns regarding data privacy and how user data is utilized.
<b>Drawbacks</b>	- Cost may be high for small businesses. - Limited community support.	- Complexity can be overwhelming for beginners. - Data privacy concerns.

Figure 3 Analytics Software Comparison between Google Analytics based criteria's.

Each platform has pros and cons, and the best choice will depend on the financial limitations and unique requirements of HIMS.

**Adriel** is a digital platform for analytics and advertising that makes organizing and evaluating multi-channel marketing campaigns easier. The objective is to offer a unified dashboard that allows users to examine real-time data from several advertising channels, facilitating the tracking of performance, budget allocation, and data-driven decision making.

- The site seeks to improve efficiency and accessibility of digital advertising for all users, despite their degree of experience.
- They offer capabilities that meet a variety of corporate objectives and functions as a one-stop shop for managing and monitoring digital advertising campaigns across numerous channels.

**Google Analytics** is a web analytics tool that monitors and provides data on user behavior, website traffic, and other important metrics. Businesses of all sizes utilize it, as it is one of the most popular analytics tools available, to learn how consumers engage with their websites or applications.

- As a consolidated hub for tracking, evaluating, and optimizing website performance across many parameters, Google Analytics provides a wide range of services that suit multiple business goals.
- The current version emphasizes how Google Analytics is tailored to meet the needs of a wide range of customers and corporate goals, with a particular focus on offering comprehensive data analysis for websites.



## Recommendation

Real-time multi-channel analytics would be essential for a business like Hims.com, which works in the quick-paced e-commerce and healthcare industries. Adriel is an appealing alternative because to its emphasis on customization, ease of use, and strong customer support. Its forthcoming AI ad optimization capabilities may also be a huge benefit.

But with its many features and free option, Google Analytics can be a good substitute if price is a major concern. It's especially helpful for businesses that have the internal know-how to take advantage of its more sophisticated capabilities.

Based on Hims complete industry and their need for providing exceptional user experience, I choose Google Analytics as my recommendation. Being involved in UX engineering for an extended period, I am aware of the vital role data-driven insights play in user experience optimization. When it comes to offering detailed data that is beneficial for UX research, Google Analytics shines. This technology helps us identify pain points in the user journey by providing detailed insights into user behavior. In addition, Google Analytics help understand the source of our traffic, identify significant trends, and provide traffic source data. Google Analytics data provides insights for Hims to proactively solve problems before they get out of hand. This is very important in Hims market because it's highly competitive and it can provide them a substantial advantage to study and adjust to user behavior. Additionally, Google Analytics seamlessly integrates with other Google services and third-party platforms. Therefore, for Hims.com's specific needs and industry demands, I strongly recommend Google Analytics as the go-to platform for web analytics and user experience optimization.

