

What Consumers Really Want From It Cosmetics

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Google Trends And What Stakeholders Want

When it comes to a company and determining what its audience wants from them, it can be troubling. An organization should always pay attention to what its consumers are looking for and be responsive to their needs. Beauty companies, in specific, are always providing high-quality content that will get their audience excited for what's next in an ever-evolving industry. Companies like IT Cosmetics have a great reputation for listening to customers' wants and needs as to what they look for in products. IT Cosmetics really pride themselves on letting their consumer embrace their natural beauty but also emphasizing their natural beauty. With these products, they don't want the makeup to be too dramatic but "skin-like" and appealing to people who don't wear a lot of makeup or who don't have the skills of a professional makeup artist.

Google Trends is a great resource for companies, influencers, etc. to look at what people are searching for and how to use it to their advantage regarding gaps in between statistics and their content. From researching IT Cosmetics, using this tool, I found that a vast majority of their audience googled them from across the United States. Most of their followers were from South Dakota, New York, and Mississippi. Relative searches included products from their online shop, best sellers of theirs, and if their brand was cruelty-free or not.

I believe what consumers are missing in regards to content, is a more in-depth look at their products and how to use them. For example, some of the related queries were "hello results it cosmetics", "it cosmetics love is the foundation brush 2020", "it cosmetics serene lipstick" and "it cosmetics your bestsellers kit". When I researched the related queries I found that consumers wanted to know how certain products worked and how they would look on their individual appearance. Shopping online for makeup is hard because you can't physically see the product

yourself, a customer has to make the judgment on if it would look good on themselves by comparing models who look like them. It's also difficult to determine if it's a good product before buying it as reviews are deceiving sometimes.

It Cosmetics And The Content They Produce

In terms of content whether that would be social media, website, commercials, advertisements, etc. IT Cosmetics does a great job of providing visual elements to consumers and insightful product descriptions on their website. Their social media content includes a wide variety of images and videos. The brand's aesthetic is bright and colorful. They feature a lot of their products along with influencers who review them and use them in a practical application that isn't difficult for consumers to use. When it comes to the captions, they are sometimes insightful regarding information but for the most part, it is, short and lack knowledge about specific products. The comparison between this and the Google Trends analysis is the products aren't mentioned as much as people are searching for them. The IT Cosmetics' "Hello Results Wrinkle-Reducing Daily Retinol Serum-in-Cream", "Love is the Foundation Brush", "Serene Pillow Lips Lipstick", and the "Your #1 Bestsellers Set" wasn't mentioned on their social media feeds. The gap is the lack of information for these certain products. People want more content about this because they have either heard great reviews about it or have bought these in the past.

For the website content and all of the other advertisements they put out, it's very precise and organized compared to their social media feeds. Their website gives a very clean and colorful appearance to those going on the website for the first time. It gives great information, it allows a customer to take a "Foundation" quiz so they can determine what foundation is best for their skin type and allows them to read blogs about how to apply certain products, what they

should be looking for while shopping, how to find their perfect makeup routine, and what other people are saying.

However, there are gaps. The gaps can be almost the same as the analysis with their social media feeds. It's difficult to navigate on the site and locate where these items are as the makeup brush is no longer shown on their website. The "Your #1 Bestseller Kit" is mostly out of stock other than one shade, which can be frustrating for some consumers. The other three products can be found, but the person has to have the exact wording of how they are listed to find them on the website. These items are not promoted as much on the website, not mentioned on the homepage, etc. a customer must go through the sections or search if they are interested.

For other mediums of promoting their products, they do have a great selection of videos on their YouTube channel regarding the "Hello Results Wrinkle-Reducing Daily Retinol Serum-in-Cream". Other advertising outlets they use are QVC, Sephora commercials/videos, commercials on television networks, print ads in magazines, and Pinterest.

Addressing The Gaps

If I were to address the gaps and give customers what they are most interested in regarding the Google Trends analysis, I would increase the content for products that have more frequent queries. Content like social media posts and IG stories or TikToks. Printed content like ads in a magazine. Another idea could be dedicating a whole page of just popular products they have sold. IT Cosmetics has a ton of potential to really elevate their promotional material on another level if they took into effect what people are searching for the most and what their best-sellers are.

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