

IT Cosmetics And How To Fix The Gap

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The Marketing Strategy And Where To Fill In The Gaps

Gap analysis can be a great tool for a company to determine what they can improve on when it comes to their marketing plans and how they reach their consumers. IT Cosmetics is a company that specializes in cosmetics and skincare. As there are many companies with the same specialties, IT Cosmetics stands out from others by emphasizing natural beauty and how to show your inner-self out to others.

A gap I would like to target that I have noticed from previous research is the lack of in-depth knowledge on how to make certain products from this company work for an individual consumer's appearance and how to make them feel better about purchasing these products. I noticed that many people were googling certain products like the IT Cosmetics' "Hello Results", "Love is Foundation Brush", "Serene Lipstick" and the "Your Bestsellers Kit". The "Hello Results" is a wrinkle-reducing daily retinol serum-in-cream, according to Ulta Beauty (n.d), they describe this product as an anti-aging serum that allows a customer to see results in 12 weeks of use. "You'll see dramatic clinical results on more than just wrinkles! See an improvement in skin firmness and a reduction in fine lines, dark spots, and hyperpigmentation. Developed with our board of plastic surgeons and dermatologists to balance efficacy with care, it's suitable for daily use from day 1, even on sensitive skin (Ulta Beauty, n.d)." Another product is the "Your Bestsellers Kit". This is another product that allows a customer to gain the benefits of anti-aging products. With each kit, a consumer will receive a full-size, color-correcting cream with anti-aging hydrating serum in it and a travel-size, anti-aging moisturizer cream. Directly from the description of these products, IT Cosmetics (n.d) writes that these were developed with the guidance of plastic surgeons and dermatologists' help. It creates "... problem-solving, skin-loving formulas that give you visible results (IT Cosmetics, n.d)." IT Cosmetics' are known to have

fantastic lip products so when it comes to their lipstick “Serene”, it also falls in line with the anti-aging solution to consumers. “... infused with hyaluronic filling spheres, Pillow Lips helps to minimize the appearance of lip wrinkles while providing comfortable wear that lasts (IT Cosmetics, n.d).”

As there’s a pattern forming, most of their customers want to know how it’s applied, what the results look like, and how people with similar skin tones look like when they have the products on. It’s tricky shopping for beauty products online because someone won’t know if it will match them digitally. My plan is to acknowledge and bring more awareness to these anti-aging products as most people want youthful, natural-looking skin when they apply their makeup. They are preventing any aging to their skins by being proactive and applying IT Cosmetics products with these anti-aging agents already infused in them. With the help of plastic surgeons and dermatologists, they don’t have to spend thousands on looking young like their favorite celebrities when they can save and use IT Cosmetics.

Core Messaging And How They Align With The Gaps

When it comes to gap analysis and addressing the lack of when it comes to consumers, an organization really has to understand what they can do to acknowledge and act on how to fix an issue. Planning out how to achieve this starts with the core messaging and how they’ll interest their clientele. Three words/phrases I’ll be using to act on fixing the issue with IT Cosmetics and their following would-be highlighting the natural beauty of an individual, how to express your inner beauty outwards, and staying youthful on a budget/for less. I chose these three phrases because it really embraces the nature of IT Cosmetics and their messaging as a whole. If you can tell from their content, their models are all shapes, sizes, ages, skin tones, genders, all types of backgrounds that make them unique and stand out without even mentioning the product. The

company is all about being your true, authentic self and that really influenced my choice of the core messaging. When it comes to my last phrase of staying youthful on a budget/for less, I chose this because not many people can spend thousands on any surgery, botox, etc. It's a great way to be proactive in preventing any skin issues in the future and it allows them to experience the usage of makeup products, lets them gain a new skill, or lets them find their passion.

When it comes to filling the gap, I think if this marketing strategy does not execute in a perfectly mannered way, it can end up being an ongoing need as IT Cosmetics would be ignoring the needs of their consumers. However, if they keep acknowledging what customers are looking for in their everyday lives through the company's content and/or products, I think this would be a one-off situation.

Targeted Audiences And The Importance Of Knowing Your Consumers

Since I've been acknowledging the customer's needs and wants from the brand IT Cosmetics, I haven't discussed the customer directly. Based on research about this brand and how they have conducted themselves through social media and other outlets, in order to reach the customer, you have to know the customer. I would predict their targeted audience would be a mixture of both females and males around a wide range of ages, mainly 16 to 24 years, 35 to 44 years old, and over 65 years of age. These individuals would be from all types of different ethnicities, financial income statuses, and the other places they are buying IT Cosmetics from. A customer doesn't need to be super-rich to buy their products or to be a certain skin tone as the brand is very inclusive and affordable to their buyers.

Planning And Executing Content. Planning is a great way to execute key messaging and how you fulfill what a consumer wants. The way I plan on delivering content to the consumers is by creating social media content like Instagram posts, Instagram "stories" which

are 10-second video clips, TikTok's which are 60-second videos, a Facebook ad, and a direct mail postcard that would inform customers of theirs how the products work or with every order purchased through their website they would come with this card to showcase how the products are used, how it can benefit them and more information they might need.

The content would inform IT Cosmetics' following of what their products could look like and perform like on people similar to the individual buying the products. The content would be providing additional information, where the customers can purchase these if interested, and other specific details.

The Benefits And Credibility Of Key Messaging. The benefits of IT Cosmetics' products are that customers are able to embrace themselves and not have to worry about putting so much makeup on. The key messaging is to have people feeling confident in their own skin as they are, also, being proactive about helping their skin at the same time with all of the anti-aging products involved. Customers can look for a happier complexion and be satisfied with their products at the performance. It will make them feel good about themselves which is the ultimate goal.

IT Cosmetics has a pretty loyal following to start off with but with the launch of these posts and promoting the popular products people want to know more about, I know this will make IT Cosmetics even more known for their natural-looking beauty messaging that they are going for. It will promote the idea that this organization is listening to the customer's needs and will address them by promoting the products in a way that will make someone who isn't confident in themselves or their makeup abilities feel good about buying these products.

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