

# CosPro Report

2021

A report on the beauty, personal care & wellness industries

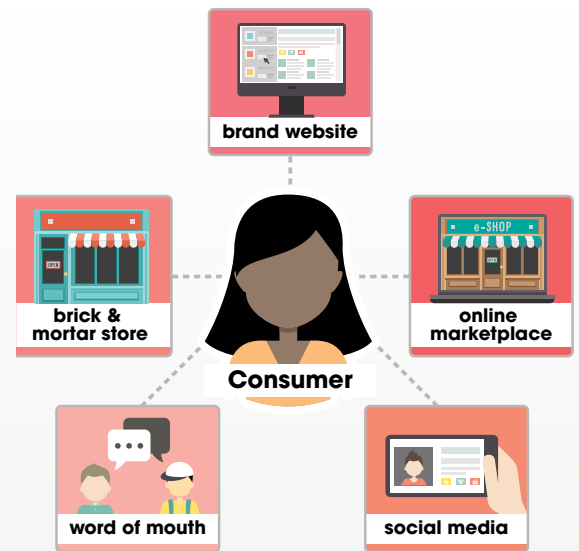
Issue #30

## The Importance of Omnichannel Marketing During COVID-19

### Brick & Mortar, Online Sales and MORE

Because of the ways in which shopping has changed during the pandemic, making sure your brand presence extends to multiple marketing channels is of the utmost importance. Consumers expect a completely **seamless and integrated shopping experience** from the first touchpoint to the last. A brand's presence must go beyond a website and a brick and mortar storefront, to address **where people spend their time** before they spend their money. That means online marketplaces, social media, messaging apps, online communities and real life.

The pandemic has increased consumers' use of multiple shopping channels simultaneously. Not only do users expect the transition to be smooth when switching devices, they also expect customer service to be easy to obtain both in person and online.



## WHAT DEFINES A GREAT OMNICHANNEL MARKETING STRATEGY?



**Convenience** - Cross-channel experiences that save time

**Consistency** - A unified brand presence across channels

**Relevance** - Real-time, highly personalized & tailored interactions

**Empowerment** - Inform & empower better purchasing decisions

**Agility** - Tracking changes & shifts in the marketplace to be able to react quickly

### Did you know?

**50% of consumers** expect to be able to buy online and pick up in-store, and for sales associates to look up product info for them\*



**64% of consumers** expect to receive real-time assistance regardless of the customer service channel they use†



**98% of American consumers** switch between devices, e.g. tablets, cell phones, and smartwatches in the same day†



\*According to a research study, Consumer Desires Vs. Retailer Capabilities: Minding the Omni-Channel Commerce Gap by Forrester.

†According to a survey of 7,000 respondents across seven countries regarding how they approach the multiplying number of digital channels by Zendesk.

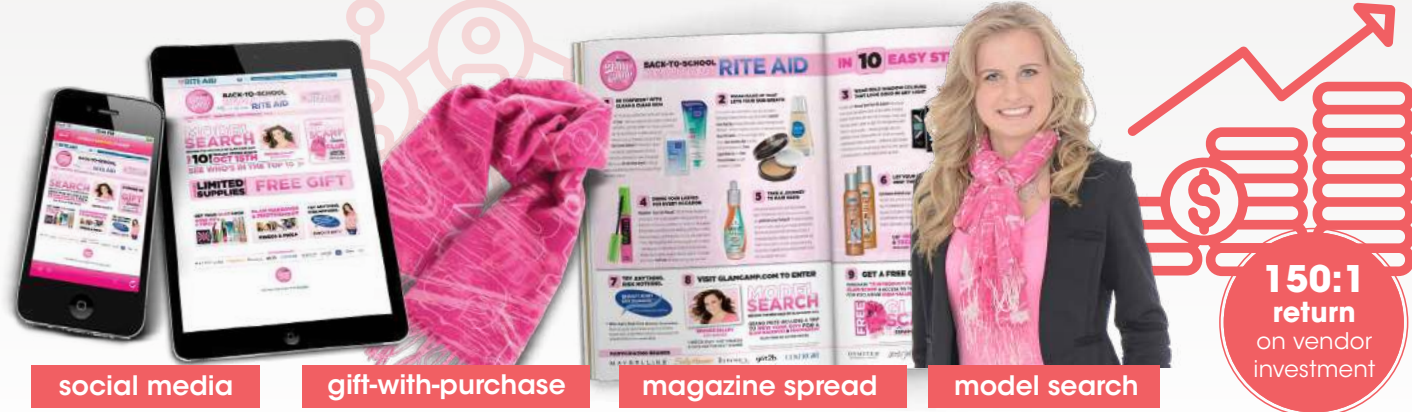
# NEW!

## EACH MONTH WE'LL BE FEATURING A NEW CASE STUDY

Our most popular and successful programs and marketing innovations  
View all of our case studies at [CosProMarketing.com/case-studies](http://CosProMarketing.com/case-studies)

### CASE STUDY OF THE MONTH: JANUARY

## Omni-channel Program



**150:1**  
return  
on vendor  
investment

social media

gift-with-purchase

magazine spread

model search

For 5 consecutive years, CosPro Marketing created, designed, and implemented a multi-media back-to-school marketing program that included a Seventeen Magazine spread, social media, website, gift-with-purchase, in-store endcap and POP, and a nationwide model search contest.

- 150:1 return on vendor investment
- Double-digit sales lift
- 54 million impressions for 1/2 cent each
- \$45 million sales on participating brands
- \$168K GWP sales

### CASE STUDY OF THE MONTH: FEBRUARY

## Gift with Purchase Sample Bag



**87%**  
sell through  
rate

sample bag with custom sleeve

coupon booklet

shelf dangler

CosPro Marketing created a shared-vendor beauty bag for Kinney Drugs. The bag was a gift with a \$19.99 purchase or sold for \$9.99 on its own. Vendors were pleased with the sampling, additional sales and the bounce back coupon; while Kinney made a 100% profit on the bags that were purchased alone.

- 10 brands included
- 1800 bags distributed
- Over 1200 bags sold in 2 months
- 86% of shoppers surveyed made a purchase because of incentives

### CASE STUDY OF THE MONTH: MARCH

## College Sampling



only  
**30¢**  
per sample



Brands wanted a way to tap into the college student spending power of \$574 billion and gain them as loyal customers. We created a shared vendor program in which sample bags containing 8 to 10 samples and a bounce-back coupon book were hung on dorm doors and distributed by a brand ambassador at sororities and campus clubs.

- 100K samples distributed and 3 million+ impressions in the last 5 years!
- Events include annual social media contests encouraging recipients to enter fun photos with their sample bags to win prizes
- Higher vendor ROI as shared costs with other vendors and across retailers

**NOW OPEN!**

## 2021 Sampling Programs



**89% of first-time purchases are the result of trial or sample.** Now is the perfect time to get your product in the hands of your target demographic. Bags are distributed by our street teams at community events close to major retailers. All of our sampling programs include 20,000 bags filled with 8-10 samples and a coupon book designed to direct consumers to purchase your product at your website or stores.

only  
**30¢**  
per sample



### Diversity

Sampling to African American & Hispanic consumers at cultural events.

**Program Begins:** June 2021  
**Signup Deadline:** 3/22/21

### Teen & College

Sampling to teens exiting 5 major concerts & to college students at dorms, sororities & clubs

**Program Begins:** August 2021  
**Signup Deadline:** 5/3/21

### Game Day

Sampling to men during tailgating events at college football & NFL games.

**Program Begins:** September 2021  
**Signup Deadline:** 5/3/21

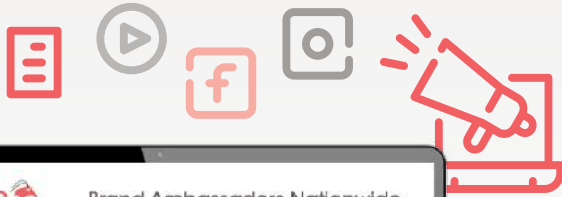
For more info, contact Janna Jackson at [janna@cospromarketing.com](mailto:janna@cospromarketing.com)  
or visit [CosProMarketing.com/event-sampling-programs](http://CosProMarketing.com/event-sampling-programs)

**NEW!**

# Influencer Program



**Shopper Engagement**



NEW for 2021, we are utilizing our team of over 8,000 brand ambassadors to offer influencer services. Our top branding ambassadors have over 1 million followers on Instagram, YouTube and Facebook EACH.



Influencer content delivers **11X** higher ROI

**74%** use social networks for purchase guidance

**40%** purchased an item after seeing it used by an influencer

**VIEW MORE SERVICES**

at [CosProMarketing.com/services](https://CosProMarketing.com/services)

For more info, contact Tracie Gilbert at [tracie@cospromarketing.com](mailto:tracie@cospromarketing.com)

## Our Services

- Event Planning
- Ad Design
- Ad Placement
- Newsletters
- Coupons
- Contests
- Microsites
- Sweepstakes
- Launch Kits
- Training
- .com Programs
- Direct Mail
- Sample Displays
- Tester Displays

## Brand Ambassadors

- Influencers
- Secret Shoppers
- Product Testing
- Beauty & Wellness Experts
- Makeup Artists
- Hair Stylists
- Nail Techs
- Estheticians

## Ask about our

- Top Store Demo Programs
- Teen & College Sampling Program
- Diversity Sampling Program
- Game Day Men's Sampling Program

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