

# Driving Category Leadership with Community Building

Case Study: Mass Makeup

**MILANI**

# Business Goals

Build Awareness of Milani at scale, growing follower count across Instagram and TikTok

Grow Engagement by fostering an interested & engaged community of make up enthusiasts

## Results

- ✓ Growth in Engagement Rate MoM in sync with the brand's continued revenue growth in the category
- ✓ Achieved an average Engagement Rate higher than Glossier, Charlotte Tilbury & ELF on both Instagram and TikTok
- ✓ Nurtured & expanded community through successful community management, growing TikTok following by +16.08%
- ✓ Drove significant EMV & AVE via outbound Community Management
- ✓ Attained significant success during August Fruit Fetish Lip Oil launch across platforms with Ulta tripling their original order, shortly after selling out in just a week!

summer bf 



BASE BEAUTY CREATIVE AGENCY

# How We Created Growth

## Strategy

Social listening, data analysis and competitive analysis informed social media optimizations

## Data Analysis

Deep dive into KPIs at the brand level and vs inline and aspirational competitive benchmarks informs future decision making

## Community Management

Grew the brand's community on social by engaging with like-minded feeds while also building up the relationships with brand loyalists, developing a 'be everywhere' presence

## Social Listening

Monitor and analyze online conversations and mentions of brands, topics, or keywords to gain insights into consumer sentiments and trends

## Data Driven Benchmarking

Created unique competitive set & industry benchmarks via performance data, adjusting every quarter for timely accuracy accurate benchmarking

## Content Ideation

Create campaign and content ideas based on social trends and cultural moments, highlight product newness to drive engagement and reach via social presence

## Insight

Gen Z is changing the definition of luxury by embracing "dupes", the affordable copycats of high-end products. Social media has brought significant attention to affordable drugstore products, especially in the beauty and personal care space. According to Mintel's Color Cosmetics 2024 report, an average of 73% of 18-34 year olds agree "I like finding 'dupe' makeup products on social media" forcing fans to focus on individual products rather than fueling passion for the brand.

## Challenge

The category leaders assert dominance with their low prices and big marketing plans (think Superbowl-sized budgets!). With limited investment, we took on the category leaders by maximizing the power of Milani's own community to build brand affinity not just product lust.

## Empathy

Walk a day in our consumer's shoes and you can feel the weight of their cosmetics bag. As beauty consumers ourselves, we want to fill our carts with products that bring us joy, while feeling like the brands are smiling back at us. Digital marketing allows us to get "thisclose" to the consumer, but only if we create an authentic relationship, not just a transactional one.

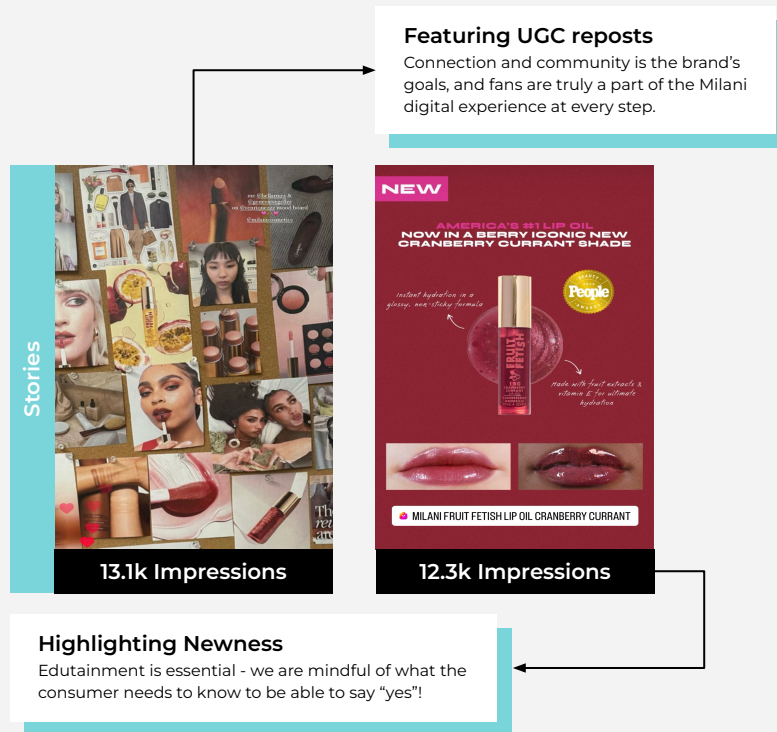
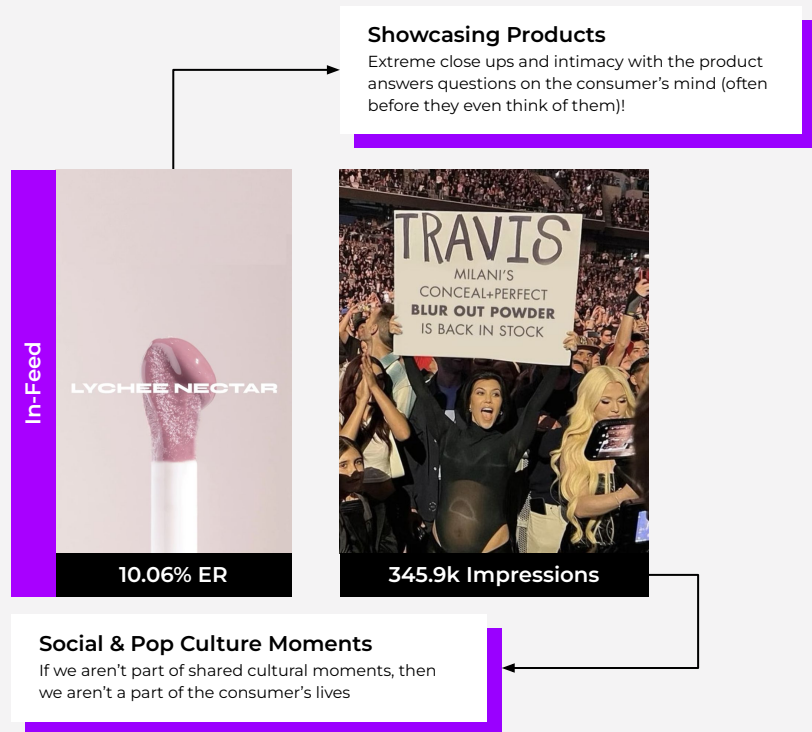
## Idea

**Low Key, High End.** Yes, Milani gives you a luxurious product experience. Yes we sell products at an affordable price. Yes, we launch a lot of new products every year. Yes, our products go viral on TikTok. But in order to truly win with this target we needed to be more than just another pretty new product launch. We set out to create intimacy with the end user and build brand storytelling through edutainment content that capitalizes on shared experiences, fellowship and connection.



# MILANI

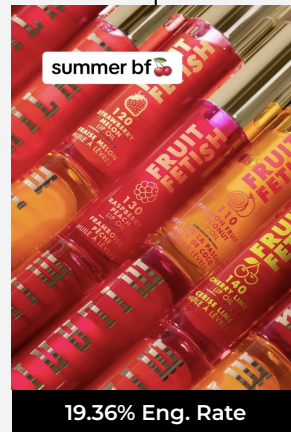
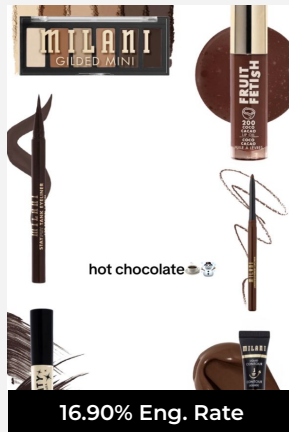
To compete on Instagram in this cluttered category with trends coming and going daily, we focus directly on how Milani products are a part of our customers day to day at home, in pop culture and in the digital world.





# MILANI

On TikTok, Milani is here to entertain. And for a makeup enthusiasts, that means showing off the details, details, details about how the products enhance their lives. In every video, using trending sounds, trending formats and product news, we answer the consumer's question "why do I care?" And by tracking content engagement rates we can see clearly that Milani is a big part of their lives.



### Showcasing Products

up close and personal allows consumers to see themselves using the brand before purchasing

### Trending Sounds

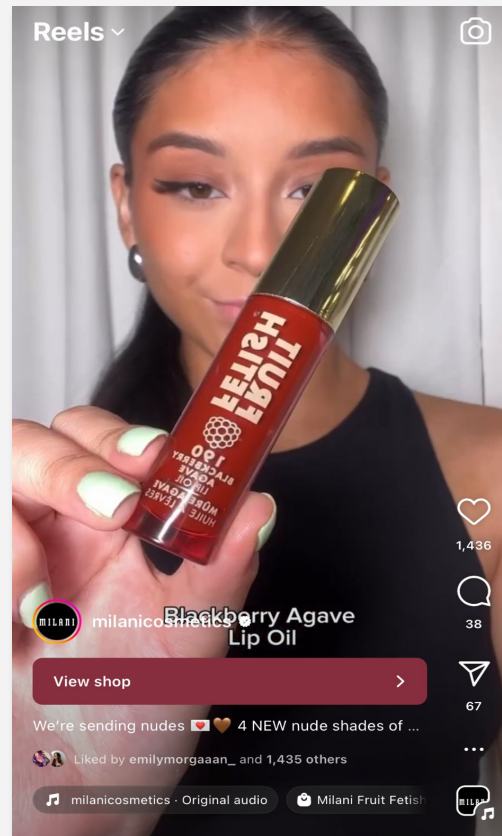
Utilized to promote key brand moments, these sounds create loyalty with fans, because we are part of their world, along with them on the wild TikTok ride.

# Product Launch: Fruit Fetish Lip Oil

## Launching with a Bread Crumb Strategy

As beauty enthusiasts, we understand the desire to be in the know and feeling that you are part of creating the brand. Milani fans are hungry and thirsty for brand news - especially if it's about upcoming launches.

To support the roll out of new shades of the Fruit Fetish Lip Oil, with Ulta as the exclusive retailer at launch, we made the fans part of the story. Elevating the community's voice in the pre-launch phase, inviting them to play guessing games about this new product, cultivated a playful energy in advance of the launch.





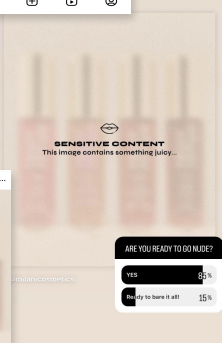
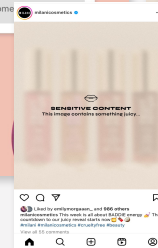
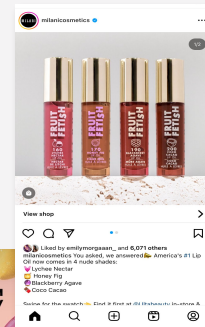
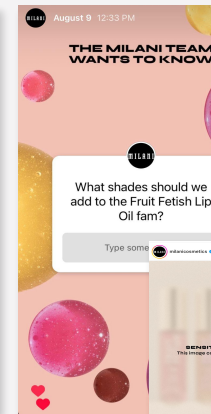
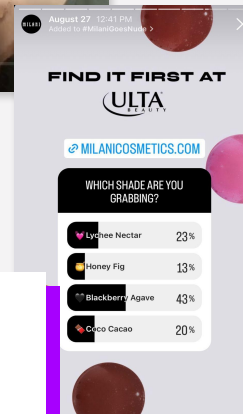
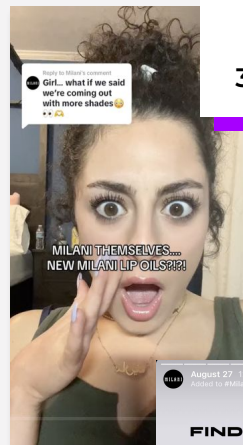
## Product Launch: Fruit Fetish Lip Oil

Our social bread crumb strategy to launch the new Fruit Fetish Lip Oils clearly invigorated our fans:

- Three fan-first Instagram stories drove 936 interactive engagements
- Three videos from one creator achieved a total EMV of \$49k
- Ulta tripled their original order of the Fruit Fetish Lip Oils, shortly after selling out of their first order in just a week!

**936**  
Interactive  
Engagements

**\$49k**  
Total EMV of  
3 creator videos

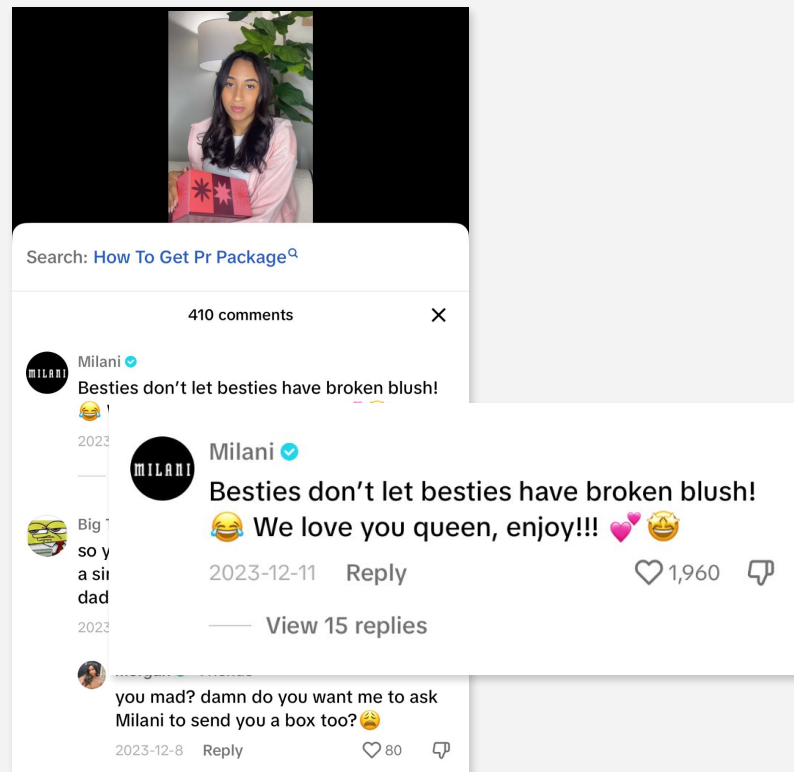


## Community Management: Community is Connection

Community management entails being on the front lines of consumer curiosity, confusion and customer service. As the brand voice community management is often the first intro to the brand an audience has.

Empathetic community management is truly about the fans, not the brand. When a customer lamented about her broken blush palette our audience took notice. They sighed with her. They hate when this happens. And Milani showed them that WE HATE IT TOO. Collectively we acknowledged the feeling of the moment when blush palette meets bathroom floor.

By keeping our antennas up and connecting the dots across all marketing disciplines even when there is not an obvious path, we are able to build a strong and loyal customer base, creating trust in the brand.

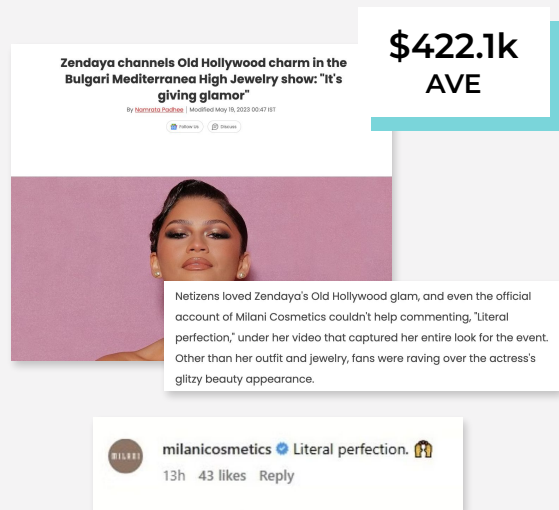


# Community Management:

## Community is Connection

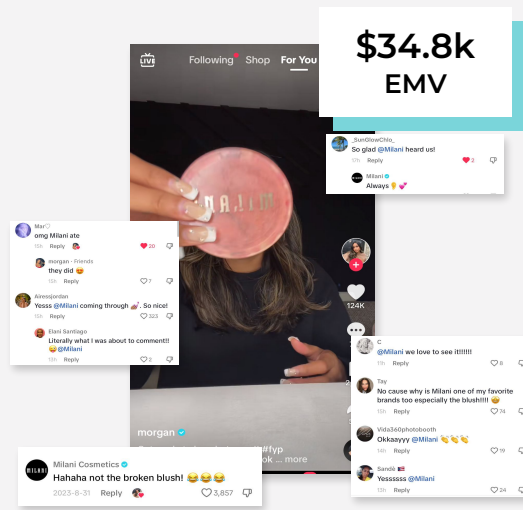
MILANI

The power of this process is realized in EMV and AMV - an impact that reminds brands how important empathic community management is for creating category leadership.

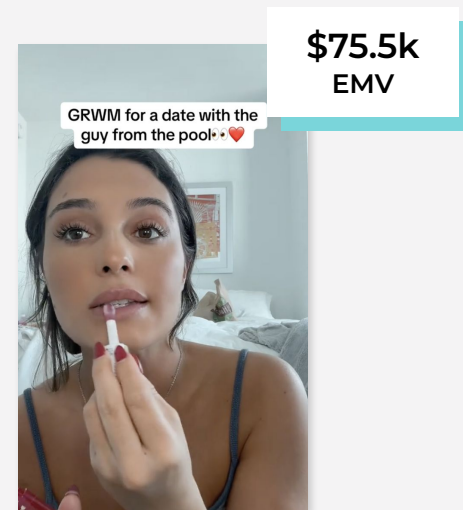


\$422.1k  
AVE

One playful outbound comment on Zendaya's Instagram led to an organic mention in an article on Sports Keeda Lifestyle's website



One comment on @morganbailey's TikTok garnered 3.7K likes and sparked a discussion with 50 replies. After sending a package of replacement product, Morgan made another video with 137K+ views



Through CM we cultivated a strong relationship with @Kaitlin\_Reagan, resulting in Kaitlin posting three videos naturally incorporating mentions of the brand products, achieving \$66k+EMV on each video