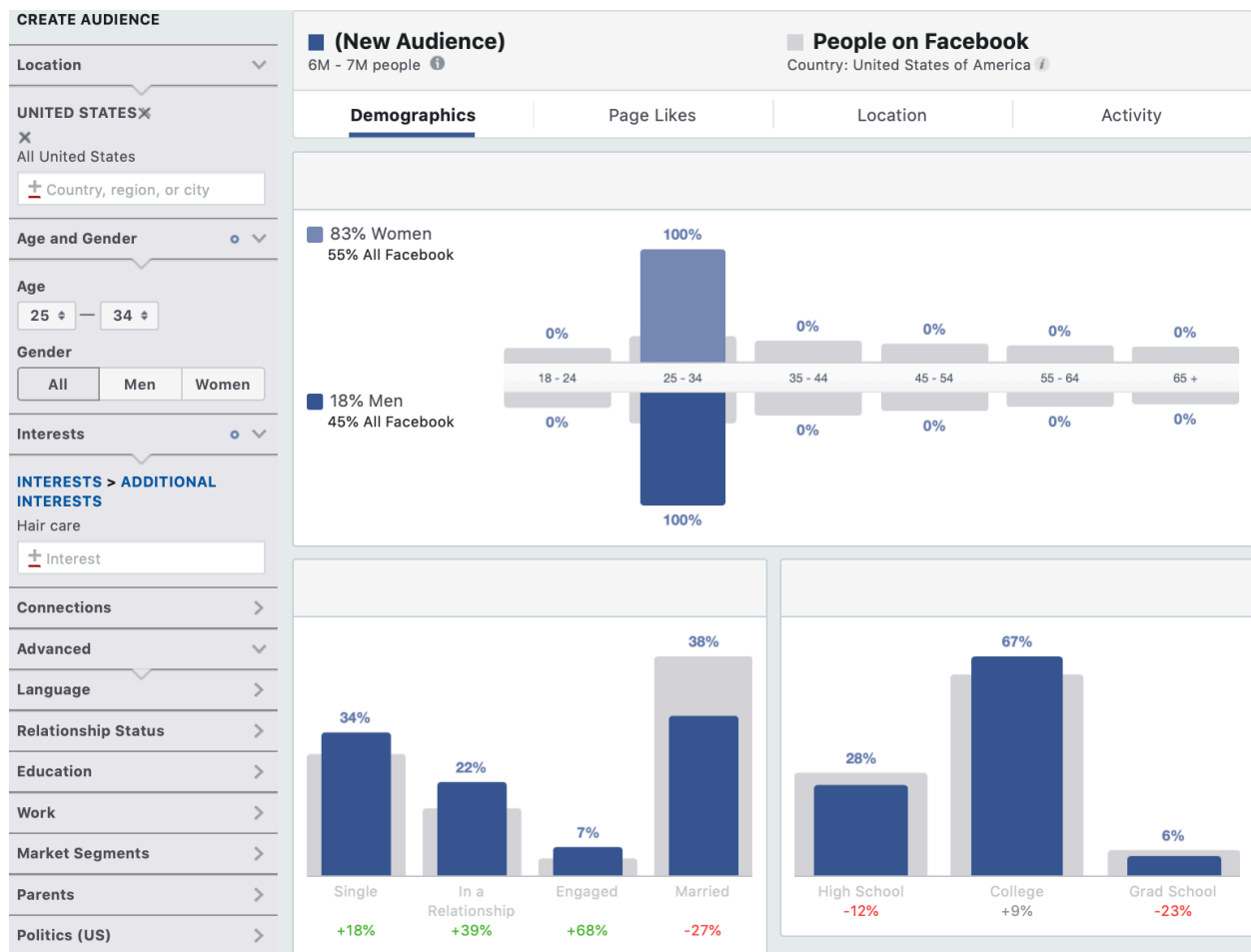


Researching Viable Audience Segments

My client is Ouidad. I began my audience research by viewing all Facebook users who had an interest in *hair care*. Expectedly, of all the Facebook users who had an interest in *hair care* 84% were women and 16% were men.

Moving forward I narrowed my search to men and women between the ages of 25 and 34 (the largest age demographic). As the largest age demographic sharing this interest I thought it may be the richest in information moving forward.



Within this age segment, I looked at the Demographics, Location, and Activity tabs. Under the Demographics tab, I noticed that the majority (67%) of the segment is currently enrolled in college. Immediately I see this as an opportunity for an ambassador program. Young adults are coming to a new place having to make their own decisions on the products they buy the services they choose. If college campuses had a “Curly Hair Expert” Ambassador they could introduce them to the Ouidad products. Additionally, I found that a few of the top cities where this segment was located are Detroit, MI, Tampa FL, and Baltimore, MD— none of which hold an Ouidad flagship location.

As for the Activity, I saw that this segment of our audience is likely to click on Ads which means it would be worth our marketing budget to gear ads toward them on social platforms especially those built for mobile apps.



I believe this audience segment is most likely to engage with other health and beauty brands and pages. Therefore collaboration with a makeup company like Urban Decay (which this audience is already interested in) would build awareness of Ouidad and overall be an engaging piece of content. Furthermore, if a college student were to create a beauty tutorial with products from both brands we would be able to loop in the most effective engagement tools for this segment.

Overall I believe this is a segment of the Ouidad audience that could use more targeted marketing and communication efforts both in-person and online.