

CORE
OPTIMISATION
THE RESULTS AGENCY

THE DIGITAL LANDSCAPE

COSMETICS EDITION

INDUSTRY ANALYSIS
MARCH 2025

The Digital Landscape

Cosmetics Edition

Navigating the digital marketing landscape can be overwhelming, with constant changes making it a daunting space. With this in mind, we introduce the Digital Landscape, your bi-monthly guide crafted by Core Optimisation's digital experts.

Our goal is to simplify the complexities of digital marketing and provide you with the insights needed to enhance your online presence, engage prospective customers, and stay ahead of the competition.

This report covers actionable insights on current trends, challenges, and opportunities shaping the cosmetics industry. Key topics include detailed analysis and trends around Digital Strategy, PPC, Paid Social and SEO.

Digital Strategy

With intense competition for digital ad space, a strong strategy is key to growth in the cosmetics industry. Brands that balance customer acquisition and retention, leverage data-driven tactics, and embrace influencer marketing can maximize revenue. Key tactics include increasing AOV with curated bundles, using first-party data for personalised campaigns, and tapping into GRWM content to drive engagement and sales.

Here is a tip from our Director of Digital, Ger Hayden: *“Drive growth by focusing on four key levers: 1) Increase AOV with personalised bundles, 2) Balance acquisition and retention with targeted campaigns, 3) Use first-party data for reminders and subscriptions, and 4) Leverage influencers and GRWM content to boost engagement and conversions.”*



Four Pillars of a Winning Digital Strategy

Pay Per Click/Paid Search

In the competitive cosmetics market, standing out requires a full-conversion funnel approach that leverages your best-performing products and brands within dedicated shopping campaigns. Strong Demand Gen assets and innovative short videos, segmented by brand, section, and gender, can give you a competitive edge. Implementing these strategies across Catalog Shopping, Search, Demand Gen, and Display campaigns builds a solid foundation for growth.

Here's a tip from our PPC Specialist, Simon Geoghegan:

"Identify your top-performing products early to build a full-funnel approach that drives growth in other areas. One way to do this is by creating segmented feeds on Google Merchant Center, categorized by price, such as: "Catch-All" Shopping for €1-50, €50-€75, and €75-€100. This approach helps you analyse and identify emerging top performers."



Awareness

Catalog Shopping



Consideration

Search



Conversion

Demand Gen



Retention

Display

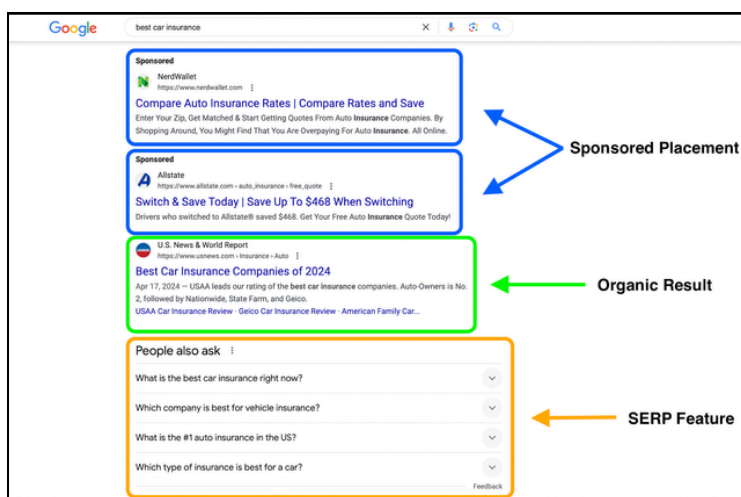


**Full-Conversion
Funnel
Example**

Search Engine Optimisation

The cosmetics industry is thriving as consumers put a greater emphasis on personal care and beauty. With more brands competing for online attention, standing out requires a strong digital presence. Leveraging SEO to target SERP features like featured snippets and AI overviews can help brands boost visibility and connect with their audience.

Here is a tip from our Head of SEO, Brian Conlon: *“Focus on creating genuinely helpful, engaging content that answers common beauty questions and showcases your products. Use clear headings, FAQs, and structured data to increase your chances of appearing in featured snippets and AI search overviews. This approach will help improve rankings but also positions your brand as a trusted source of information.”*



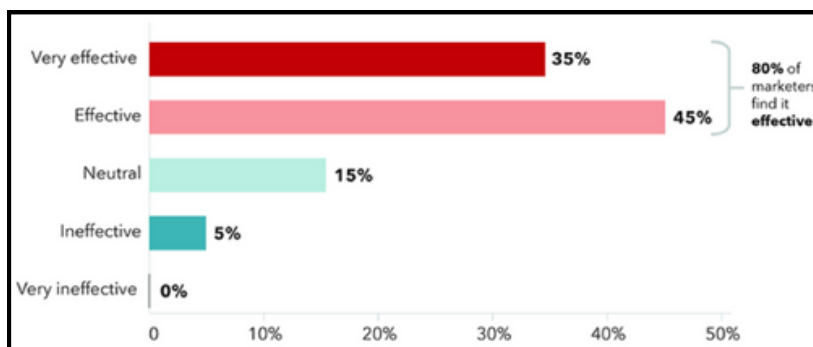
SERP Features Example

Paid Social

Driven by consumer demand for authenticity and inclusivity, the cosmetics industry is transforming. Social media platforms like Instagram and TikTok dominate beauty trends, while influencers play a pivotal role in driving engagement and shaping purchase decisions through relatable and compelling content. As competition intensifies, beauty brands need to set themselves apart by aligning with consumer values and create genuine connections to thrive in the cosmetics industry.

Here's a tip from our Paid Social Specialist, Roisin Ryan:

"Collaborate with influencers who align with your brand values to promote products authentically. Use "before & after" content to showcase visible results and create engaging content that highlights key ingredients and application tips. Leverage Meta's Dynamic Ads for personalised product recommendations and utilise TikTok's In-Feed Ads with compelling content that encourages interaction and drives conversions."



**How Effective
is Influencer
Marketing?**

What is happening in the world of Digital Marketing?

AI Integration

Cosmetic brands are using AI to analyse customer data, offering personalised product recommendations and virtual try-ons. This enhances customer satisfaction and loyalty creating tailored shopping experiences.



Influencer Marketing

Platforms like TikTok and Instagram are key for product discovery. The hashtag #TikTokMadeMeBuyIt, with over 42.4 billion views, highlights how influencer content drives engagement and sales.



Clean Beauty

Consumers are seeking eco-friendly and ethically produced cosmetics. Brands are responding with sustainable packaging, clean ingredients, and inclusive marketing that reflects diverse beauty standards.



Hope You Enjoyed the Read!

The digital landscape is constantly evolving, making it increasingly difficult to navigate. At Core Optimisation, we bridge the gap between Business Strategy and Digital Strategy, ensuring your campaigns deliver performance-driven results. Whether you need support in enhancing your online presence or driving growth, our Digital Performance and Digital Strategy offerings are designed to help your business succeed in the digital space.

Connect with Mike Flynn

Want to talk Digital Marketing? Get in touch with our Business Development Manager, Mike, to discover how we can help you thrive in today's digital landscape.

mike@coreoptimisation.com

+353 87 354 2308



Stay Connected

Subscribe to our Newsletter & Follow our Socials



www.coreoptimisation.com