



מכון היצוא

איתור שותפים  
עסקיים לשוק  
הקמעונאי  
בפלטפורמת  
הלינקדאין  
לענף  
הקוסמטיקה  
והטואלטיקה

מרצה: גלי סודק



DAZE

B2B DIGITAL MARKETING

# The Export Institute



# About Me & Why You Should Take My Advice

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Gali Soudak, MBA, PMP

- MBA & MA in marketing from MBS
- 15 years of marketing & business strategy experience
- Founded Daze over 10 years ago
- Built marketing strategy for global brands – IBM, NICE, Amdocs, Red Hat, Etc.
- In-depth knowledge of what works and what doesn't
- Experienced with the cosmetics industry

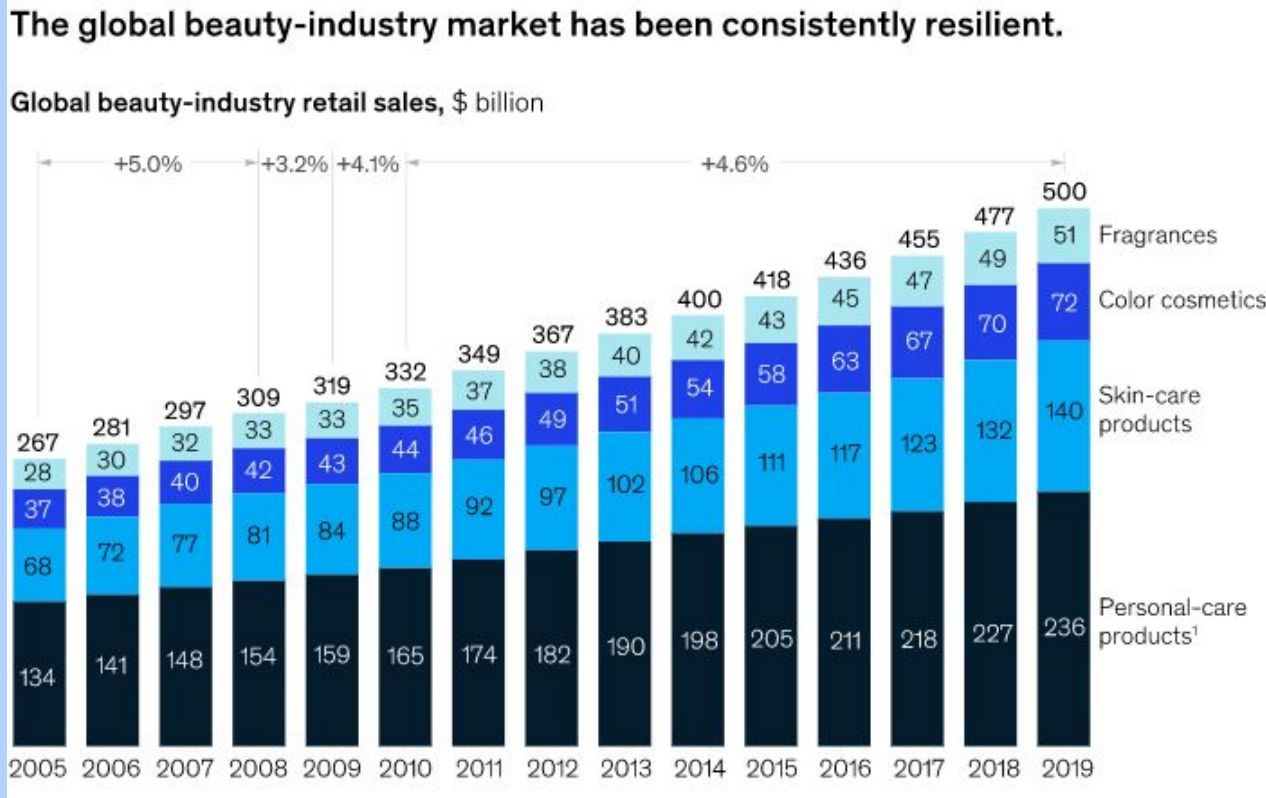
# What will we talk about today?

- What happened to the global cosmetics industry?
- How is the industry recovering?
- The shift to online distribution
- How to find online distributors and resellers?
- How to find offline distributors?
- Using LinkedIn & other databases



# The short & long term outlook for the beauty industry

Beauty may be in the eye of the beholder, but there is little debate when it comes to the long-term attractiveness of the global beauty industry.



# Some Beauty industry COVID Facts

- The economic effect of COVID-19 on brands and retailers is far greater than any recession.
- In-store shopping accounted for up to 85% of beauty-product purchases prior to the COVID-19 crisis.
- Sephora's US online sales are up 30% versus 2019.
- Amazon reports that online sales of beauty products is up 30%.
- Above the mask: Alibaba reported eye-cosmetic sales increased 150%.
- In China, the industry's February sales fell by up to 80% compared with 2019. In March, the year-on-year decline was 20%

# LinkedIn



# LinkedIn

- The largest business social media channel in the world.
- Over 660 million users in 200 countries.
- 15% of users are senior-level decision makers.
- 30 million companies are listed on the platform.
- 52% of buyers list LinkedIn as the most influential channel during their research process.
- Real time data that is more accurate than any other data source.



## Person



### Organic Marketing

LinkedIn Outreach



- Personalization
- Optimization
- Profile
- ABM
- SDRs

Content Marketing

Group Activity



Own a Group

- Community Management

Thought Leadership

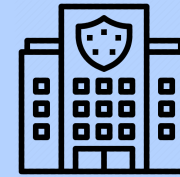


Other's Groups

- Performance
- Region
- Comments
- Discussions / Leads

## Ideal SMM Strategy

## Company



Organic Marketing

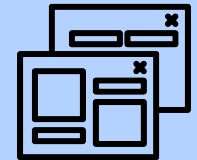
Posts - NewsFeed



- Messaging mix
- Headline
- Image
- Length
- Time to post
- Reach
- Blog Posts
- Social Posts

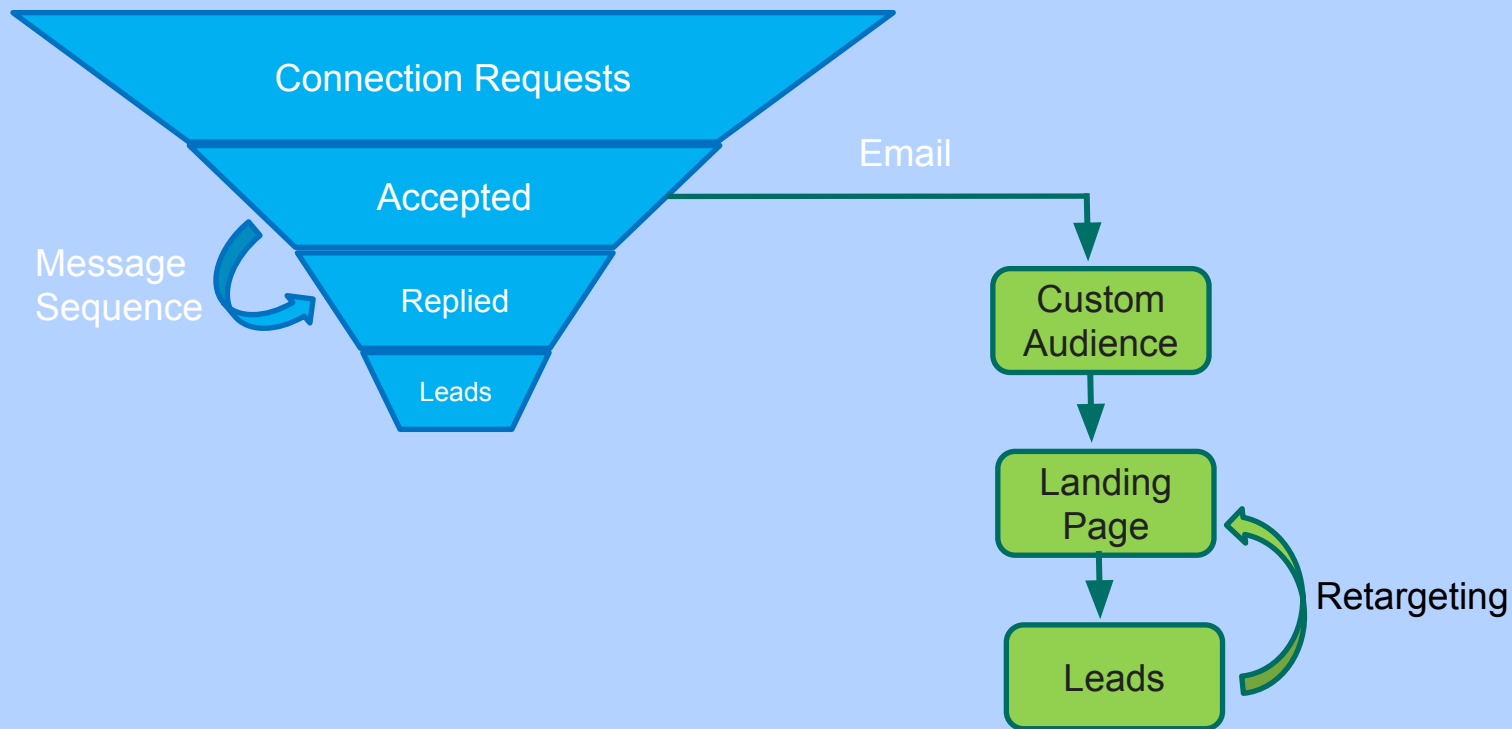
Paid Marketing

Ad Campaigns






- Targeting
- Ad Copy
- A/B Testing
- PPC
- Conversion
- Assets

# LinkedIn Outreach Campaign



# Finding Distributors on LinkedIn

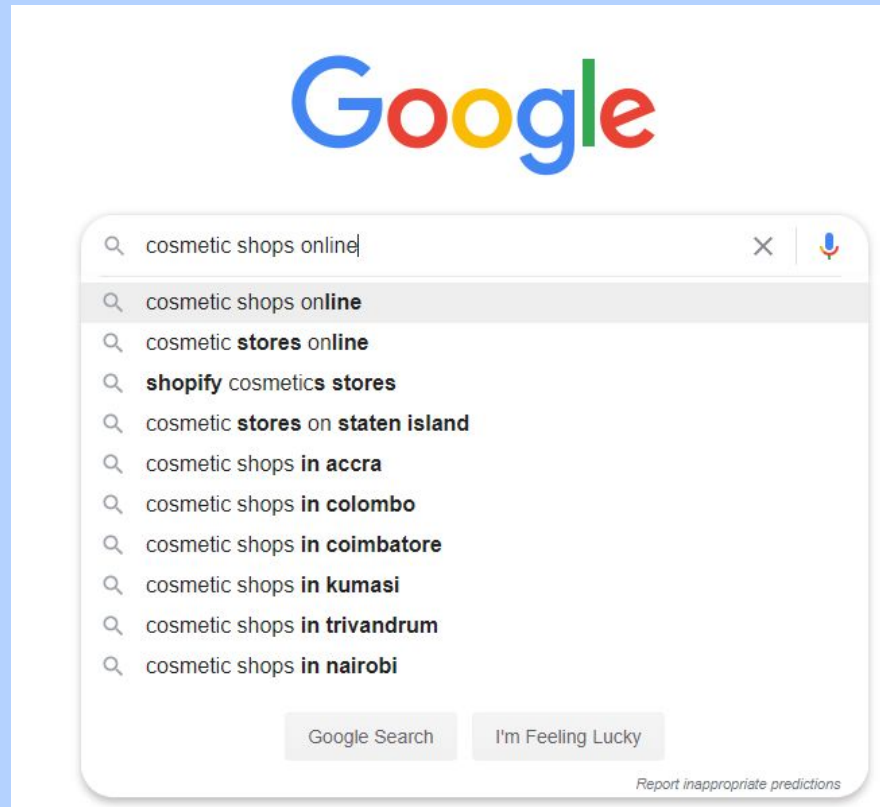
The screenshot shows a LinkedIn search interface for the keyword "distribution". The search results are filtered to show 1K+ total results, with 36 results having senior leadership changes in the last 3 months and 1 account with funding events in the past 12 months. The filters on the left include Geography, Industry (Cosmetics), Department headcount, Department headcount growth, Annual revenue, and Company headcount. The search results list three companies: Distribution Iris, Distribution Yvon Dupuis, and Distribution France - Cosmétiques biologiques DRUIDE et NELLY DE VUYST.

Keywords	1K+ Total results	36 With senior leadership changes in last 3 months	1 Accounts with funding events in past 12 months
distribution			
<b>Filters</b> Clear (1)	<input type="checkbox"/> Select all <a href="#">Save to list</a> <a href="#">Tag</a> <a href="#">View current employees</a>		
<b>Geography</b> + Add locations	<input type="checkbox"/>  <b>Distribution Iris</b> Distribution Iris se spécialise dans la distribution de produits capillaires, de colorations professionnelles et de produits cosmétiques à travers l... <a href="#">see all</a> Cosmetics · 11-50 employees · Terrebonne, Quebec, Canada <a href="#">View All Employees</a>	<input type="checkbox"/>	<a href="#">Save</a> ... <a href="#">Add tag</a>
<b>Industry</b> <b>Cosmetics</b> +	<input type="checkbox"/>  <b>Distribution Yvon Dupuis</b> Distribution Yvon Dupuis vous offre au salon d'esthétique : - Des produits d'esthétique, soin du visage et du corps. (offert en format professi... <a href="#">see all</a> Cosmetics · 1-10 employees · Richmond, Quebec, Canada <a href="#">View All Employees</a>	<input type="checkbox"/>	<a href="#">Save</a> ... <a href="#">Add tag</a>
<b>Department headcount</b> + Add range for department size	<input type="checkbox"/>  <b>Distribution France - Cosmétiques biologiques DRUIDE et NELLY DE VUYST</b> Deux Laboratoires qui ont chacun leur histoire et dont le savoir-faire en cosmétiques biologiques et écologiques est reconnu pour leur effi... <a href="#">see all</a> Cosmetics · 1-10 employees · Lège-Cap-Ferret, Nouvelle-Aquitaine, France	<input type="checkbox"/>	<a href="#">Save</a> ... <a href="#">Add tag</a>
<b>Department headcount growth</b> + Add growth range for department size			
<b>Annual revenue</b> + Add range for annual revenue			
<b>Company headcount</b>			

# Messaging Strategy

- Value based, not a direct sales speech
- What are their major pain points?
- What are they looking for?
- Tailor and personalize your message

# Finding Distributors on Google



# Distributor indexes

- <https://cosmeticindex.com/>
- <http://lrdist.com/cosmetics/>
- <https://www.eurotradeconcept.eu/>
- <https://aseancosmetics.org/members/list-of-members/>
- <http://www.exportbureau.com/search.html?search=cosmetics+distributors&country=IT&submit=Search>
- <https://www.ctpa.org.uk/>
- <https://www.europages.co.uk/companies/Cosmetics/Distributor/cosmetics.html>
- [https://www.in-cosmetics.com/exhibitor-directory/#search=d%3D2%7C152\\_112630,100361%7C152\\_117988%26rpp%3D12](https://www.in-cosmetics.com/exhibitor-directory/#search=d%3D2%7C152_112630,100361%7C152_117988%26rpp%3D12)



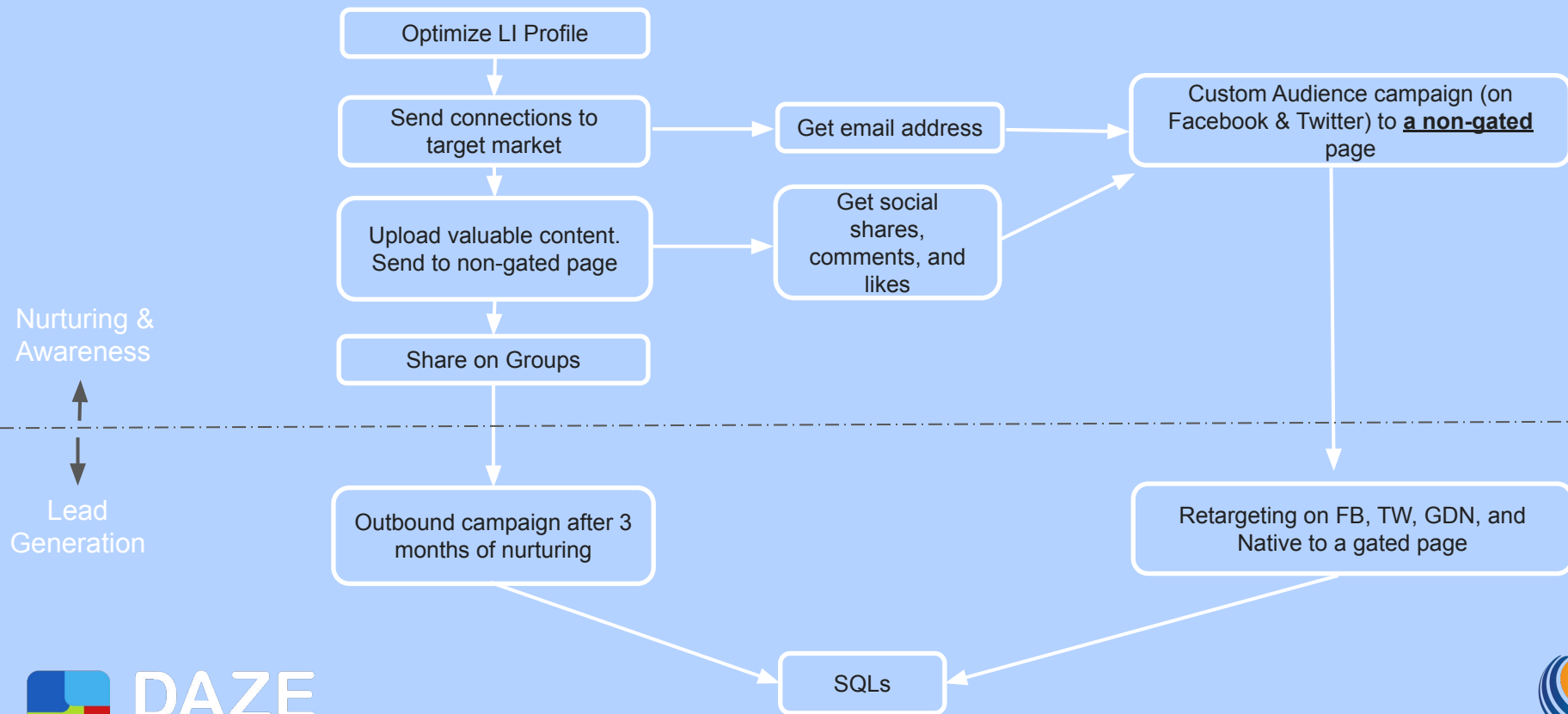
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# Example - COVID-19 SMM Strategy



# Questions?



A stylized illustration of a diverse crowd of people, all wearing face masks. The people are rendered in various colors (blue, orange, pink, black) and are shown from the chest up, facing different directions. The background is a solid light orange color.

# Thank You