



Cosmetic Marketing

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Abstract

Pharmaceutical industries today are spending a huge lot of money on marketing. It can be observed that marketing is more commercial with increasing time period. Many strategies are followed in marketing of the pharmaceutical products. Innovation of optimising economy of a pharmaceutical product depends upon the method followed which would result in the effectiveness of marketing. This is the generation of electronic gadgets and media, so the first screen-“the screen where person first views his messages” is the Smartphones’ or the tablet’s screen. We can increase the sales of a product by targeting the first screen of large group. There are applications like “What’s app”, “We chat”, “facebook” etc which are widely used by the people. By generating the messages which include details of the products to be marketed we can ensure that the product details reach as many people as possible at lower cost. This method may prove effective in reducing the cost of marketing which in turn would reduce the final cost of the product.

Key words: Cosmetics, Marketing strategies, economy, social media, electronic gadgets.

Introduction

One of the world’s largest industry among the others is cosmetics- falling in to category of Pharmaceutical industry has seen major changes in the recent years that place new demands on payers, providers and manufacturers.

The cosmetics industry is a knowledge driven industry and is heavily dependent on Research and Development for new products and growth. However, basic research (discovering new molecules, methodologies) is a time consuming and expensive process and is further extending to the marketing of the product by the cosmetic industry is a challenging issue with regard to publicize the product with in the economic limits of the firm.

There are several innovative methods compared to prior methods in the field of marketing the product, irrespective to the product specific either cosmetic or other. From the past to present scenario of advertising the product is made by

news papers, radio, television, and other electronic devices.

The antiquated methods like advertising in newspaper, distributing pamphlets, banners on road, television advertisements etc are the ways which requires huge capital. The high investment on advertising ultimately shoots up the final cost of the product.

There are many superannuated methods of marketing using the social media which had proven to be successful in the past but with passing time new methods have to be adopted as new ways always fascinate the crowd. One of such methods is email marketing^[1] earlier it was a successful method and the probability of product information reaching the people was high but now the promotional emails can be filtered and there is every possible chance that most the people skip these emails. Even many other methods of marketing are losing their efficiency creating space for the need of new and much more innovative and cost efficient techniques.

In the present article it is to bring out the easily available method of marketing products in public by using regular electronic gadgets like mobiles, tablets etc.

Innovative ways of Marketing Cosmetics

Advertising using the electronic gadgets like a mobile or a tablet etc is one of the most cost efficient technique of marketing a product. By targeting the first screens (the screen on which the person first views his messages) of most of the population, mobiles or tablets screens we can ensure that the product details reach most of the people. Nowadays almost everyone has a Smartphone and the applications commonly called apps- like "What's app, We chat, Line, Viber etc" are being used extensively. By using these applications for advertising our products, we can optimise the cost of marketing of that product.

Few methods by which we can use these Smartphone applications to advertise the product to be marketed are as follows:

We can generate the messages including the details about the product and send it to many people at a time. The messages may include the links to the websites where complete details of the product can be found so that interested person details of the product. These messages can state the uses of the product briefly and in an appealing manner such that customer is attracted towards the product and is compelled to buy it. Messages can also ask the recipients to forward the message to all those whom he or she knows by this way the product can be advertised better that to with low investment. We can also compel the recipients to forward the messages by luring them with an offer of free recharge and by stating that they may help someone who is in need of the product. The impact of the messages promoting the product when received from the closed ones would be positive.

Other method by which we can spread the awareness about the product is by adding the tagline to all the messages which the people using a particular application would send. This tagline may include a link to the website containing the complete information about the products. In this way the product would be popularised by the people without their special effort. For this assistance of app developers is needed.

We can set default themes promoting the product. The themes can comprise of the images of the

products and also can comprise of the pictorial representation of the uses of the products. We can include a link to the website at the bottom of the page so that they can have easy access to the website of the product where detailed description of the product would be given. In this way we can ensure that the awareness of the product amidst the people increases. This would ultimately increase the curiosity of the people regarding the product which would force them to know more about the product and go to the website specified in the link and may increase the potential customers of the product.

Conclusion

Obsolete methods of marketing ^[2] like advertising in newspapers, distribution of the pamphlets, wall poster, banners etc which were and are being used for advertising the cosmetic products require more amount of investment than the much more innovative method described here. Not only the capital but also other resources like manpower and time used by these superannuated methods are more when compared to the innovative methods discussed here. By using the above mentioned innovative methods we can optimise the economy. Let us consider the case of advertising the products in newspaper this method is time being and also it can be reached to specific area of region where it is being circulated decreasing the chances of advertising. The amount to be paid to the newspaper firm is high and even after spending that sum of money on advertising there is no surety that the people have a glance of it. The same is the case with other conventional methods.

But here the messages which are received from friends are usually read and trusted and also if the matter in the message is appealing we can expect maximum recipients to go through the message and also visit the website whose link we would provide in the message.

By using the conventional methods we can advertise the product in a limited range of area i.e. in a locality, city, district, state, or a country but using these innovative methods we can advertise the product globally. So in a very low investment we can advertise the product on the global scale.

Now coming to the environmental aspect the antediluvian methods which are followed usually consume a lot of paper for which many trees are cut which is a major setback for the environment.

By following the innovative methods discussed above the usage of paper can be reduced to a large extent indirectly preventing many trees from being cut.

References

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