

seresilk

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Situation Analysis

Competitor Analysis

Seresilk is an Australian skincare brand offering silk-infused formulations designed to enhance natural radiance and elevate skincare rituals. By harnessing the unique benefits of silk, Seresilk differentiates itself in a growing market for luxury and natural beauty products (Seresilk, 2015).

Within the Australian market, direct competitors include brands such as:

- **Tatcha:** Tatcha incorporates silk into its formulations, such as The Silk Canvas Primer (*Tatcha*, 2024), which nourishes and protects the skin. Both brands focus on luxury skincare, using natural, high-performance ingredients to create indulgent, radiance-enhancing routines. Tatcha targets eco-conscious consumers (Moje, 2025) seeking effective, silk-infused products for a premium skincare experience.
- **Kora Organics:** Founded by Miranda Kerr, Kora Organics is a premium skincare brand rooted in organic, cruelty-free formulations (*Kora Organics*, n.d.). The brand's holistic approach to beauty mirrors Seresilk's focus on wellness, although Kora does not incorporate silk. Its strong presence in the Australian market and celebrity endorsements could challenge Seresilk's position (King, 2018).

Indirect competitors to Seresilk include facial spas and skin clinics such as:

- **SILK Laser Clinics** offers clinical skin and cosmetic treatments, operating 140+ locations across Australia and New Zealand. While targeting aesthetic

outcomes through technology and professional care, they indirectly compete by shaping consumer expectations around skincare quality and results (*SILK Laser Clinic*, n.d.).

- **Endota Spa** provides a wide range of wellness and skincare services, including facials and massages with natural ingredients (*Endotaspaspa*, 2022). Their holistic approach to skin and wellness attracts customers seeking relaxation and rejuvenation, appealing to the same luxury skincare market as Seresilk, but through professional treatments instead of products.

These businesses compete by offering alternative methods to enhance consumers' skin's natural radiance, targeting the same luxury-driven consumers.

Customer Analysis

Segment 1: Sustainable beauty lovers

18 to 30 year olds who care about the environment and value clean ingredients, sustainable packaging, and ethical sourcing (Sams, 2021). They appreciate companies that share their values, and if those values are fulfilled, they will stick with the brand (Sams, 2021). Products are found through word-of-mouth, dermatology clinics, and beauty blogs. Despite not being regular customers, they are reliable and prepared to pay extra for sustainability. Ethical standards are more closely linked to satisfaction than performance, and any deviation could lead to brand turnover.

Segment 2: Minimilistic skincare users

Usually between the ages of 35 and 50, these customers like straightforward skincare products with scientific support and few steps. They choose products with clear labels or suggested by dermatologists, avoid complicated formulae, and only purchase when necessary. Their choices are supported by efficacy, comparisons, and research. The pleasure of customers is solely dependent on the outcomes of the products they purchase from reputable pharmacies or clinics.

Segment 3: Luxury Skincare enthusiasts

Luxury Skincare Enthusiasts are typically women aged 35–55 with higher disposable incomes who seek premium, high-quality skincare products that offer both functional benefits and indulgent self-care experiences. These consumers value exclusivity, luxurious packaging, and unique ingredients like Australian silk. They are frequent buyers, often influenced by luxury beauty blogs, exclusive events, and expert endorsements. Their satisfaction is driven by visible product results, ethical sourcing, and the sensory experience of using Seresilk's formulations.

Segment 4: Sensitive Skin Seekers

These are individuals aged 25–40 who struggle with sensitive or reactive skin conditions such as eczema or acne. They prioritize gentle, fragrance-free formulations that are dermatologically tested and free from irritants like parabens or harsh chemicals. These consumers are cautious buyers who extensively research products before purchasing, relying on dermatologist recommendations and online reviews. Their

satisfaction hinges on the safety and efficacy of products that soothe irritation while promoting skin healing.

Internal Analysis

The internal analysis of the Australian skincare brand Seresilk shows that it has tangible and intangible resources and capabilities. Tangible refers to physical resources such as plants and equipment, distribution facilities, communication, and control systems and Intangible remarks intellectual resources, brands, knowledge, copyright, IP, patent; human assets, relationships and financial resources of a company (Belch et al., 2020).

In the Seresilk business, examples of tangible assets are distribution facilities (warehouses, e-commerce platforms) and equipment and manufacturing capabilities. When evaluating the company using the VRIN test, the distribution facilities are valuable as they ensure that there is effective product availability (Barney, 1991). Having a distribution facility for Seresilk is not rare, as all skincare brands have a type of distribution facility, either in-store or online, like Seresilk. Seresilk's distribution facilities are not considered inimitable as they can be established by competitors. Further, the company is not non substitutable since other competitors are able to use other types of distribution methods. Therefore, there is no competitive advantage (Grant, 2021).

When focusing on Seresilks Equipment and Manufacturing Capabilities, it is concluded that they're valuable as they have high-quality manufacturing capabilities, ensuring premium product offerings that therefore appeal to customers (Belch et al., 2020). Seresilks equipment and manufacturing capabilities are not rare, as many skincare

companies have similar manufacturing processes. It is not considered inimitable as competitors can replicate equipment and manufacturing processes. Furthermore, the brand's manufacturing process can be substituted with new innovations or technologies, concluding that there is no competitive advantage.

Human capital (skilled team, expertise in skincare innovation) and Intellectual Property (Formulas, Patents) refer to intangible assets of the brand SereSilk. It is highlighted that the human capital of SereSilk is valuable as there are skilled personnel and expertise in product development, such as the CEO Taylor, which is critical for continuous innovation in the skincare industry. A skilled team and expertise in the company is rare. Taylor has been educated and interested in Silk since he was a young boy. Human capital is inimitable, as knowledge in skincare formulation is unique to the team and cannot be easily replicated. SereSilk is non-substitutable as human capital, especially in innovation, cannot be easily substituted by technology or other resources. Human capital overall in the company is a core competence (Barney, 1991).

In terms of intellectual property for the brand SereSilk, it is considered valuable as it has unique forms and patents, which provide a competitive edge in the skincare industry. The brand formulates unique product formulas or patents for specific skincare solutions, which are often rare and difficult to replicate. The patented formulas and trade secrets are difficult for competitors to copy without legal consequences, which therefore means that they are non substitutable. Nonetheless, SereSilk's intellectual property has a sustainable competitive advantage (Grant, 2021).

Environmental Analysis

The environmental situational analysis of Seresilk Australian Skincare involves both internal and external factors that influence the brand's potential for success.

Internally, the brand's commitment to using sustainable, Australian-sourced natural ingredients is central to its identity. The brand steers clear from harmful traditional production methods, and instead collects their silk as a by-product from "responsibly reared Australian silkworms" (Seresilk, n.d.). This aligns with increasing consumer demand for eco-friendly and cruelty-free skincare products. However, ensuring a consistent supply of these ingredients can be challenging due to climate variability and resource availability. Additionally, maintaining high product quality while adhering to eco-friendly production processes is crucial. Seresilk must continue to innovate and manage its operations efficiently to meet these demands.

Externally, the Australian skincare market is governed by many regulations including animal testing (*Australian Industrial Chemicals Introduction Scheme*, 2025). These regulations ensure that Seresilk operates ethically and remains compliant with the animal testing ban introduced in 2019. On top of this, government regulations are ever evolving and changing, therefore SereSilk must keep up to date with incoming laws regarding topics such as ingredient safety and environmental impact. Globally, consumers are increasingly aware of sustainability and expect brands to minimize their environmental footprints, which presents both opportunities and challenges.

The growing competition in the natural skincare industry means SereSilk must differentiate itself in a crowded market. Economic factors such as consumer spending power and fluctuations in raw material costs will influence pricing strategies and

profitability. Overall, SereSilk's success will depend on navigating internal operational challenges, maintaining a unique market position, and responding to the increasing demand for sustainable, eco-conscious skincare solutions.

Marketing Objective

Increase Seresilk's direct online sales revenue by 40% within the next 12 months among Australian women aged 25–40.

This objective will be achieved by implementing a targeted marketing communication strategy that emphasises Seresilk's key differentiators, cruelty-free production, premium Australian silk ingredients, and natural skincare benefits. The campaign will focus on building brand awareness, driving website traffic, and encouraging purchase conversion through digital platforms, influencer collaborations, and educational content. By reinforcing Seresilk's positioning as a high-quality, ethical skincare solution, the objective is to strengthen its share in the skincare category and move toward becoming a leading brand within the natural and sustainable beauty market. This approach is well-aligned with current industry trends, where the medicalisation of beauty is driving consumer demand for proof behind product claims (Intel, 2023). As a result, ingredient-led products, particularly those using innovative, natural ingredients, are gaining significant value in the market. This presents a key opportunity for Seresilk to differentiate itself and meet evolving consumer expectations.

Target Audience

Consumer Profile- Sarah the conscious skincare investor



Demographic

- **Target audience:** Predominantly females aged 25 to 40.
- **Location:** Urban areas such as Melbourne, Sydney, and Brisbane.
- **Income level:** Middle to high-income earners.

Lifestyle:

- Career-driven professionals in fields like health, beauty, media, or education.
- Financially stable with established careers.

Product preferences:

- Willing to invest in high-end, premium skincare products.
- Seeking long-term products that offer visible, lasting results for both their skin and the environment.

Social motivation:

- Frequently engaged in professional and social environments where appearance matters.
- Motivated to maintain a polished and presentable look.

Values and Beliefs

Core values:

- Authenticity, transparency, and ethical practices.

Brand preferences:

- Brands that align with their personal values.
- Preference for cruelty-free, sustainably sourced, and natural ingredients.
- Strong support for Australian-owned brands due to higher levels of trust.
- Sceptical of overseas brands where there is uncertainty around sourcing practices and ingredient transparency.

Environmental and social consciousness:

- Value companies that contribute to the greater good of the planet.
- Support brands that:
 - 1.Reduce environmental impact.
 - 2.Engage in ethical sourcing.
 - 3.Maintain social responsibility.

Skincare Preferences

This audience prioritises premium, natural products that work on their skin and show results. The sort of results that this market is looking for are smooth, texture-free, glowing skin. They want gentle, fragrance-free, or dermatologist-tested formulations due to common sensitivity concerns. They are attracted to brands that have luxurious packaging and unique ingredients, such as silk, and are willing to pay more for high-quality products that deliver a noticeable difference.

Lifestyle behaviours

Our target audience consists of individuals who use social media platforms such as Instagram and Tik Tok on a regular basis, which is used as a platform to investigate and find new skincare brands that are sustainable. This market is most likely to thoroughly research their skincare products before purchasing, which means they prioritise a website, and social media profiles which publish and advertise information about their products such as sustainability, benefits of using the products, and more.

Communication Objectives

To support Seresilk's marketing objective of increasing direct online sales revenue by 40% over the next 12 months, the communication strategy must drive awareness, trust, and purchase intent among the target audience. The following communication objectives will guide all campaign efforts:

1. Build brand awareness by 25% of Seresilk as the world's first and only Australian cruelty-free silk skincare brand.

2. Educate at least 40% of the target audience are able to recall 3 key natural healing benefits of silk in skincare.
3. Drive online engagement and conversion through trust-building communications with the goal of achieving a 20% increase in website click-through rates, email sign-ups and conversions.

All creative, media, and channel strategies will be designed to meet these objectives and move consumers along the decision journey, from awareness to consideration to purchase.

Communication Elements

To accomplish Seresilk's sales growth objective, **influencer marketing** will be critical in engaging Australian women aged 25-40. By collaborating with skincare, beauty, and wellness influencers in this market, Seresilk can use genuine and reliable voices to reach a highly relevant audience. Influencers will produce relatable content, such as product reviews, tutorials, and personal testimonials, to promote the advantages of Seresilk's cruelty-free, Australian silk-based skincare. The objective is to raise brand recognition, foster trust, and generate direct traffic to Seresilk's web store. To promote conversion and gauge success, each partnership will have tagged product links, trackable discount codes, and obvious calls to action. To maintain message consistency and strengthen brand narrative, influencer content will be reused across Seresilk's owned platforms, including as social media ads and email marketing. With social media's algorithm favouring personal content, influencers help brands cut through the noise. Joshi et al.

(2023) highlight how platform characteristics and technological affordances (e.g. story features, reels, hashtags) enhance content visibility.

In order to raise brand awareness and inform the target audience about Seresilk's distinctive positioning, **social media marketing** is essential. With reviews and behind-the-scenes content, Tik Tok and Instagram, in particular, are the most popular social media sites for our age group and are excellent for showcasing the features and advantages of products. By regularly publishing on social media and using captivating brand storytelling to draw attention and interest, one goal is to raise brand recognition by 25%. Building a community through constant interaction through likes, comments, and shares is another goal in order to foster a closer bond with the brand. Engaging reels and tik tok that highlight influencers or content producers utilising Seresilk in their daily lives will help achieve this. Additionally, social media is a powerful tool for establishing trust and authenticity because it demonstrates that actual people use it, which entices customers to give it a try (Ashley & Tuten, 2015).

Email marketing is an important marketing communication element, as 84% of Australians check their emails at least once per day (Impressive, 2023). It will play a critical role in creating and nurturing customer relationships as well as driving conversions through personalised, timely, and value-driven communication to the customers of Seresilk. To lure customers to the brand, Seresilk will deliver automated welcome emails to introduce the brand's natural, ethically sourced skincare philosophy, which will build an immediate connection with new subscribers/shoppers. After purchases, there will be post-purchase follow-up emails, in which the brand will express

gratitude, share skin care tips, and offer exclusive discounts on future purchases to encourage loyalty (Chaffey & Ellis-Chadwick, 2022). Further, abandoned cart emails will remind potential customers of the benefits of Seresilk products, paired with limited-time incentives to increase conversion rates. These are targeted messages which are aimed at increasing engagement, increasing customer lifetime value, and reinforcing Seresilk's premium positioning (Kotler et al., 2012).

Public relations (PR) will focus on creating authentic, emotionally enticing brand stories that will deepen the consumer connection with Seresilk. Through strategic media coverage, founder interviews, and behind-the-scenes (BTS) content, SereSilk will spotlight its origin story, sustainable values, use of Australian native ingredients and its eco-conscious practices. These PR efforts will generate reliable, newsworthy exposure that will enhance brand trust and encourage earned media for SereSilk (Fill & Turnbull, 2019). By humanising the brand and aligning with values-driven consumers, Seresilk can effectively differentiate itself in the crowded skincare market, building long-term relationships and reinforcing its positioning through emotionally engaging and purpose-driven stories that reflect the heart of the brand (Kotler et al., 2012).

Creative Strategy

Positioning statement:

To ethically conscious, premium skincare consumers aged 25–40 in Australia. Seresilk is the only brand offering radiant, effective skincare powered by ethically sourced Australian silk, combining indulgent self-care with genuine sustainability.

Big idea:

Radiance with Purpose - Seresilk's big idea is to redefine luxury skincare as a conscious choice, where indulgence meets intention. By highlighting ethically sourced Australian silk as both a powerful active ingredient and a symbol of sustainable elegance, the campaign invites consumers to experience visible results without compromising their values. This idea unifies science, ethics, and self-care into a singular, emotionally resonant message; your glow can do good.

Creative Strategy Overview:

The creative strategy for Seresilk's campaign will communicate a message of "Radiance with Purpose", a premium skincare experience grounded in both natural efficacy and ethical responsibility. The aim is to emotionally and rationally engage our core target audience: Australian women aged 25–40 who value sustainability, performance, and luxury in their skincare choices.

The communication will be grounded in Seresilk's three pillars:

- 1. Silk-Infused Skincare Innovation:** Showcase the advanced, skin-nourishing properties of Australian silk. A rare and premium ingredient known for promoting glow, softness, and anti-aging effects. Content will focus on the science behind silk proteins, helping build credibility and uniqueness.
- 2. Ethical and Sustainable Luxury:** Elevate Seresilk as a leader in ethical beauty. We will spotlight our cruelty-free, environmentally conscious sourcing and manufacturing practices, including exclusive behind-the-scenes looks at our supply chain, biodegradable packaging, and local production.

- 3. Empowered Self-Care:** Redefine skincare as an intentional, empowering ritual, not just a beauty routine. Messaging will speak to women who see self-care as a statement of self-respect, grounding their confidence in both aesthetic results and ethical alignment.

Tone and Style

The tone of Seresilk's communication will be refined, empowering, and serene, conveying both luxury and ethical confidence. This will be reflected across our media platforms through elegant, minimalist visuals featuring natural textures, soft lighting, and calming colour palettes. Content will showcase real women of diverse ethnic backgrounds to authentically represent inclusivity, self-care, and natural beauty. Every post, story, and reel will be crafted to create a tranquil yet aspirational digital presence that resonates with modern, values-led skin care consumers. A mood board is shown below, demonstrating the change of direction the marketing visuals should take, with the websites aesthetic being carried through to its social media platforms is essential.



Media tactics/execution ideas:

Video series

A mini doco series across YouTube, social media and have an exclusive interview with a TV program (e.g. 60 minutes) which showcases Sersilk's production from silk farms to the final skincare product, as well as allowing the audience to understand the story behind the business. By building emotional resonance with the audience, the series deepens brand trust and loyalty, positioning Seresilk as a transparent, values-driven leader in ethical skincare. It not only educates viewers on the benefits of silk-infused formulations but also reinforces the brand's commitment to sustainability, authenticity, and purposeful beauty.



Visual storytelling series - “From Cocoon to Care”

An Instagram carousel and story series illustrating *Seresilk*'s ethical journey; from Australian silkworm farms to the finished product. Each post will highlight different parts of the process (e.g., responsible farming, silk harvesting, formulation, consumer use) to emotionally engage consumers and showcase transparency.

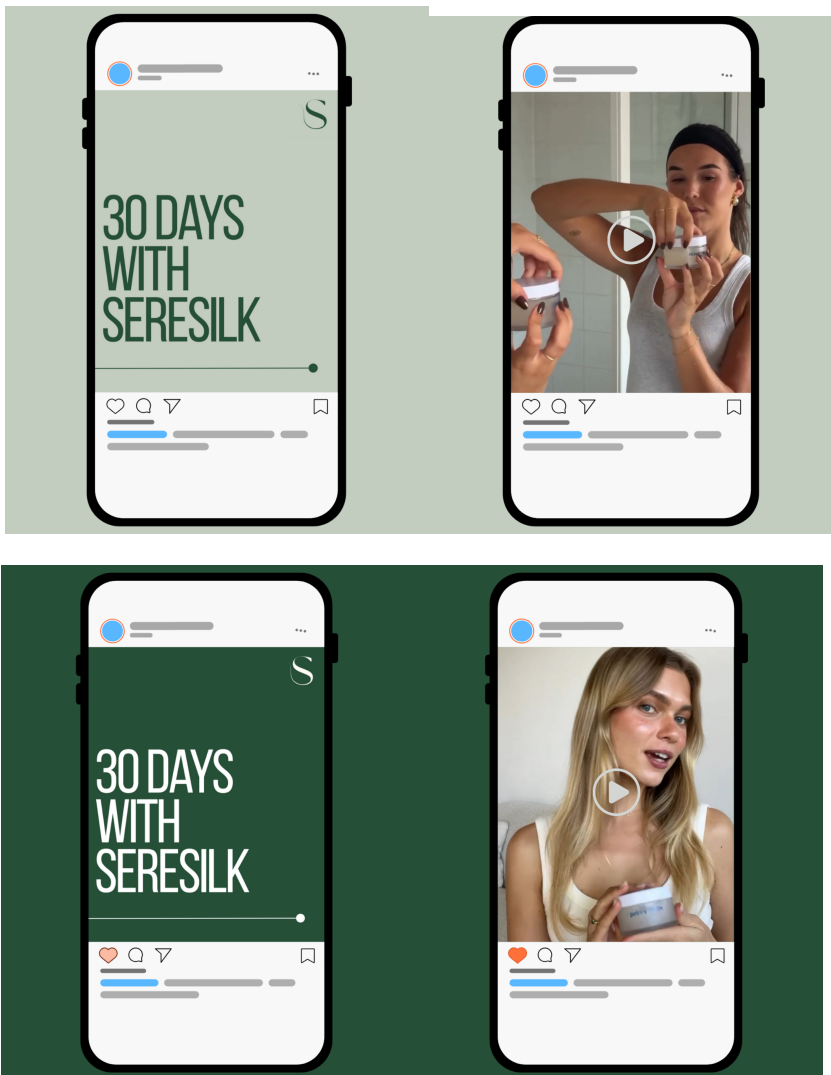


“30 Days With Seresilk” - User-Driven Video Diaries

To build authenticity, trust, and product credibility, Seresilk will launch a user-generated content campaign titled "30 Days With Seresilk." This initiative will invite real customers and micro-influencers to document their skincare journey using Seresilk products through short-form video diaries.

Participants will create a series of 3–5 clips over a 30-day period, each ranging from 30 to 60 seconds, optimized for TikTok and Instagram Reels. These entries will showcase their daily or weekly skincare rituals, highlight the visible changes in their skin, and discuss how Seresilk aligns with their values. The first and final clips will serve as compelling before-and-after touchpoints, demonstrating product effectiveness in a relatable and authentic format.

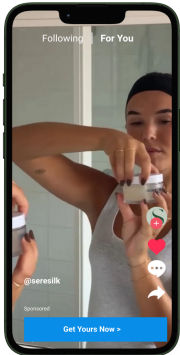
Content will be lightly branded, placing focus on personal stories and real results, and designed to spark engagement, encourage repeat viewership, and deepen brand connection. This narrative-driven approach goes beyond one-off testimonials by creating a story arc that viewers can follow and invest in—building trust and driving sustained interest across Seresilk’s social media platforms.



Media Strategy and Media Schedule

Phase	Duration	Media Channel	Activity	Objective	Example
Tease	1 month	Instagram and Tik Tok	Showing BTS of the product being made, taking consumers along the journey of the product development on Tik Tok. Then Instagram is more aesthetic and involves posting content that gives consumers a clue to what could be launching. In particular, showcasing close-up textured videos that creates an asmr feel to spark curiosity and anticipation	Generate awareness and build early excitement	
Launch	2-3 weeks	Instagram, Tik Tok, email marketing	Collaborate with 1-2 macro influencers (above 500,000 followers) and gift 10-15 micro influencers (less than 10,000 followers) to generate buzz and credibility. Utilise Instagram and	Drive engagement, build trust and increase conversions	

			Tik Tok for influencer content. This phrase is necessary to also provide an ingredient deep dive to educate consumers on the purpose of Seresilk. Furthermore, email marketing it is necessary to create welcome series with discount codes to grow the database and convert awareness into action.		
Consumer reviews	Ongoing (integrate into socials page)	Instagram & Tik Tok	Continue to gather and share authentic client endorsements and 5-star evaluations from users and influencers. Use real user-generated content (UGC) to build confidence and establish the legitimacy of your product through social proof.	Builds social proof and credibility	 "My skin has never felt so hydrated, obsessed." I've always struggled with dry patches on my forehead, this is the first daily cream that has fixed my barrier after one week! This cream creates a great, even barrier as a great base for makeup. A month to go! I still have loads of product left, great value.

Expand & Build	Continuo u	Instagram & Tik Tok	Optimise and repurpose existing brand content for targeted paid advertising on Instagram and TikTok to increase reach and drive traffic. Use TikTok Spark Ads to boost authentic, relatable content created by users or the brand, helping Seresilk reach new audiences through native engagement and build stronger brand visibility.	Convert interest into loyalty and scale growth	
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Budget

Media Strategy	Calculation	Total
Product development (NPD) Sourcing ingredients, trialing the products, packaging costs,	- Sourcing ingredients - Trialing the products - Packaging design and production	$\$200 + \$1500 + \$3000 = \6500
Influencer + social media costs Collaborating with influencers	2x macro (above 500,000 followers) influencers: \$10,000 each for 1x video with paid ad usage 10-15 micro influencers (below \$50,000 followers): \$500 on delivery costs to gift influencers.	$\$20,000 + \$500 = \$20,500$
Social media advertisements Purchasing paid advertisements on Instagram, to increase reach to the audience.	Estimated instagram ad costs (DeFazio, 2025) <u>Cost per click with a URL attached</u> (link to Seresilk's website/instagram page) - Ranges from \$0.50 to 0.95 <u>Cost per engagement</u> - Ranges from \$0.01 to 0.05 <u>Instagram cost per thousand impressions</u>	$\$7500$

	- Ranges from \$2.50 to \$3.50 \$7500 divide by 0.75 = \$10,000 clicks	
Email marketing Subscribing to an automated email communication platform, to ensure clear and safe communication to consumers.	Zoho Campaigns - \$6.60 per month for the <i>professional</i> suite (Zoho, n.d.) - \$79.20 per year This includes unlimited emails, scheduled emails, ability to send surveys, automated purchase follow ups and much more (Zoho, n.d.). Please note the cost of the subscription will increase, from the increased number of contacts on the mailing list. Email design Containing; welcome flow, discount codes and launch triggers. - Labour hours of a social media worker \$1,500 per month (1500 x 12 = \$18,000)	\$79.20 + \$18,000 = \$18,079
Campaign costs To create the video this involves hiring	Videographer & photographer: \$4000 for a day of filming	\$4000 + \$250 + \$500 = \$4750

videographer and photographer, a studio space, props, scientists, editors, transport costs to go to and from locations. 5 consumers who have used/trialed Seresilk The video will include BTS with farmers, lab workers, Seresilk's owner and users of products.	Transport costs: \$250 (includes petrol) Providing vouchers and gifting product to consumers who were in the video: \$500	
	TOTAL	\$57,329

Timeframe



Effectiveness Measures

1. Conduct face-to-face surveys

To measure Seresilk's rise in brand awareness as the world's first and only Australian cruelty-free silk skincare brand, we will conduct pre- and post-campaign face-to-face surveys at key retail and event locations. These will assess both unaided and aided brand recall, providing quantifiable insights into awareness growth among our target audience.

2. Utilise social media tools like polls and quizzes conducted on Seresilk account

We will use Seresilk's social media platforms to run interactive educational tools such as polls, quizzes, and Q&A boxes. Effectiveness will be measured by the percentage of respondents who are able to correctly recall at least three key natural healing benefits of silk. Results will be analysed to determine the percentage of users who can recall these benefits after engaging with the campaign, with a goal of at least 40% demonstrating accurate recall. This will be tracked and compared over time to assess knowledge retention and educational impact.

3. Email engagement (Zoho) tracks performance and engagement rates

Digital performance will be tracked through Zoho CRM. Metrics include email open and click-through rates, website traffic, bounce rates, sign-ups, and sales conversions (Zoho, n.d.). These indicators will be monitored and compared against pre-campaign benchmarks, with the goal of achieving a 20% uplift across these key areas. This data

will provide a comprehensive view of how trust-building communications are driving user action and engagement across Seresilks' digital channels.

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