

SMIRL:



KNC Beauty

By Shannon Knight



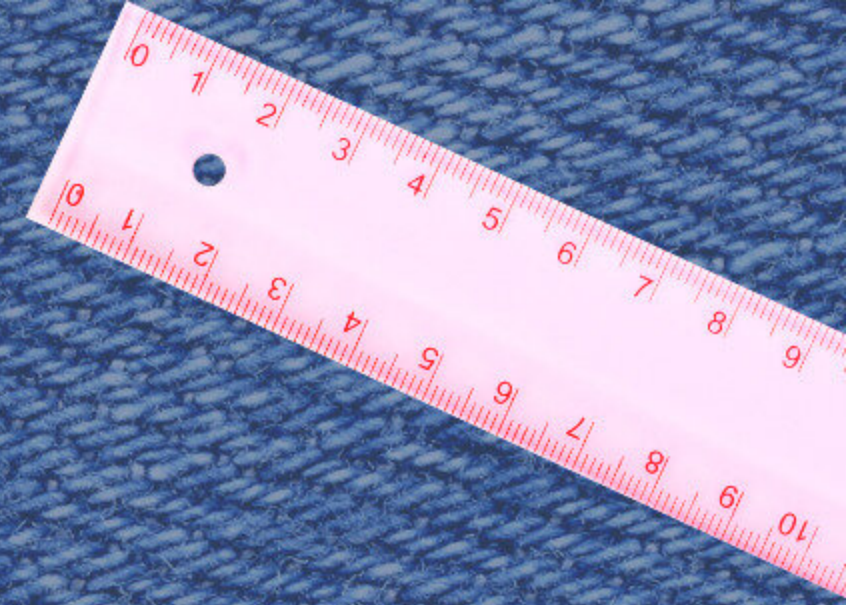
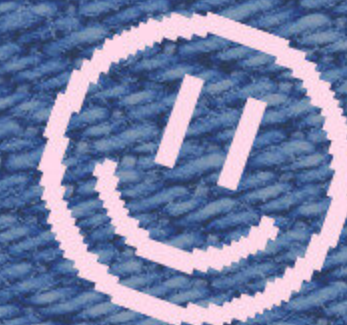


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Audit & Competitive Analysis Summary

My findings:

KNC's Instagram is strong and the brand look is on point, but there's a big opportunity to grow on TikTok and Pinterest. Competitors are posting more, offering more products, and using way more UGC to build trust and attention.



Audit & Competitive Analysis Summary



SWOT Breakdown:

Strengths

- Aesthetic is attention grabbing
- Loyal following
- Unique products

Weaknesses

- Not posting consistently
- TikTok's a little quiet
- Product range is limited

Opportunities

- Dive into short-form video
- Drop new products (lip scrubs, bundles, etc.)
- Get creators + fans more involved

Threats

- Lots of competition
- Algorithms changing 24/7





Recommendations

KNC Beauty should post more consistently and focus on building a loyal community on social media. Sharing weekly series like "Glow Up With Me," reposting user generated content, and teaming up with relatable influencers will help the brand feel more personal and trusted.

Using TikTok and Reels to show quick tips, behind-the-scenes moments, and real people will make the brand more relatable. With the right mix of content, KNC can grow fast on social media and stand out as more than just a skincare brand.



Target Audience

Based on Chloe, KNC's target persona, KNC Beauty should focus their ads and social media on women like her: stylish, trend-following, and passionate about skincare, wellness, and beauty.

Chloe is 27, works in fashion, and regularly buys KNC products. She's super active on Instagram and TikTok, loves sharing her skincare routine, and influences others with her honest reviews. Targeting people like Chloe helps KNC build a loyal community and encourage brand loyalty through authentic content.



Connect with Chloe

To connect with Chloe, we'll focus on:

- Weekly content series like *Glow Up With Me* and *Self-Care Sundays*
- User generated content reposts to showcase real routines and reviews on KNC products
- Relatable influencer collabs that feel authentic, not staged
- Interactive posts like polls, Q&As, and comment prompts to boost engagement



Past Consistency

- ✦ Instagram: 4–5 feed posts + daily Stories (about 20–25 posts/month)
- TikTok: 3–4 videos per week (12–16/month)
- Pinterest: 2–3 pins per week (8–12/month)



Social Networks

✦ The best platforms for KNC Beauty to advertise on are Instagram, TikTok, and Pinterest. Instagram is great for showing off products with Reels and Stories, and working with influencers. TikTok helps reach a younger crowd through fun, attention grabbing videos. Pinterest is perfect for sharing beauty tips and getting your products in front of people who are actively looking for skincare ideas.



Content pillars

Our content pillars:

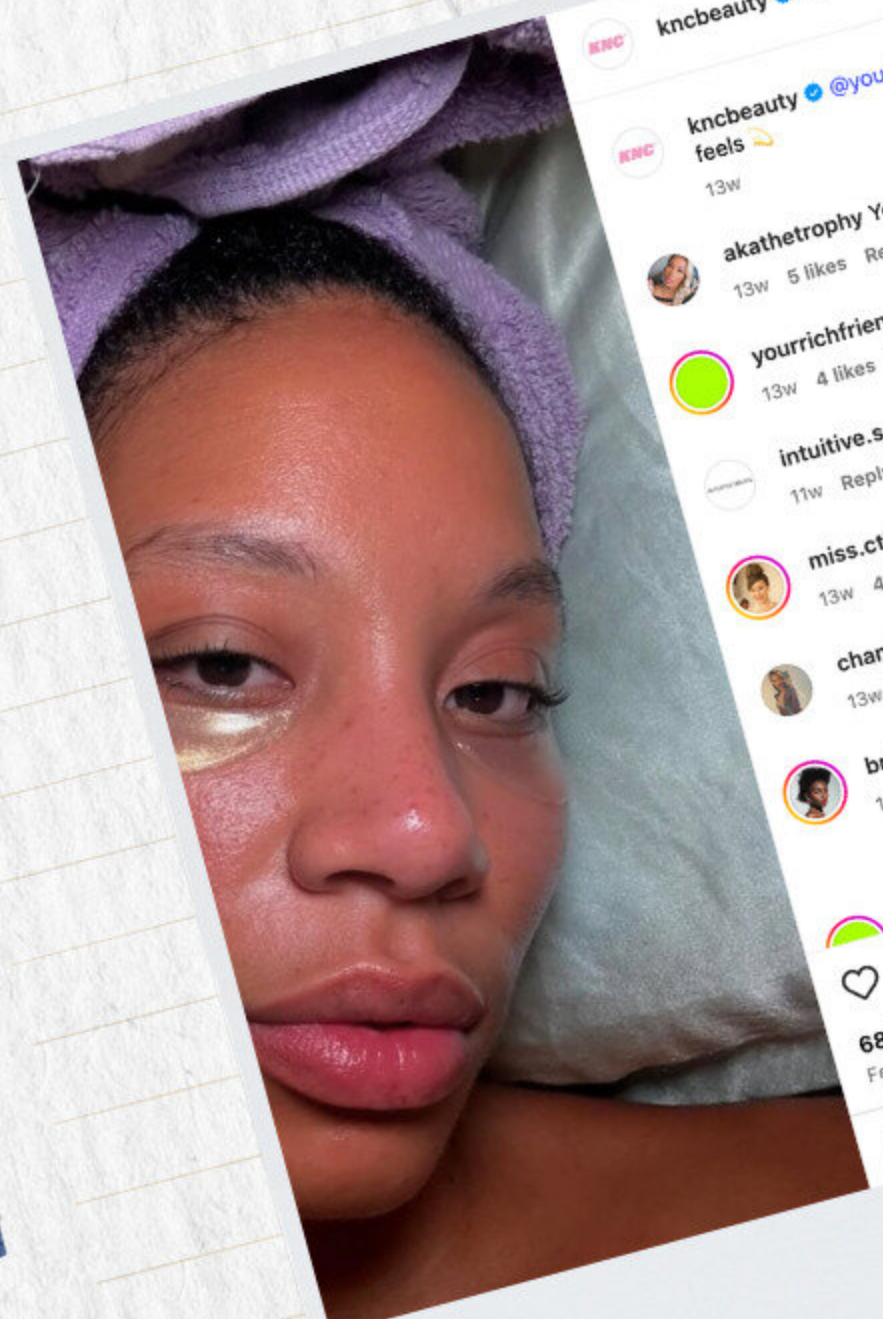
- Education – Skincare tips, ingredient breakdowns, and tutorials
- Empowerment – Quotes, brand values, and community spotlights
- Inspiration – Aesthetic visuals, mood boards, and routines
- Real People – UGC, customer stories, and relatable influencer collabs



Curated and Created Content

70/30 mix:

- 70% Created Content: On-brand photos, Reels, TikToks, and campaign visuals
- 30% Curated Content: Reposts from customers, influencers, and relevant beauty tips



Ideal Influencer:



Alix Earle

- Her content is fun, relatable, and real: exactly the vibe KNC puts out.
- She has a huge reach with Gen Z and Millennial women who are obsessed with skincare and self-care.
- She's known for causing sellouts, aka "the Alix Earle effect".
- A collab with her could boost awareness, increase sales, and build long-term love for the brand.

Estimated Cost: \$20k-\$30k per post

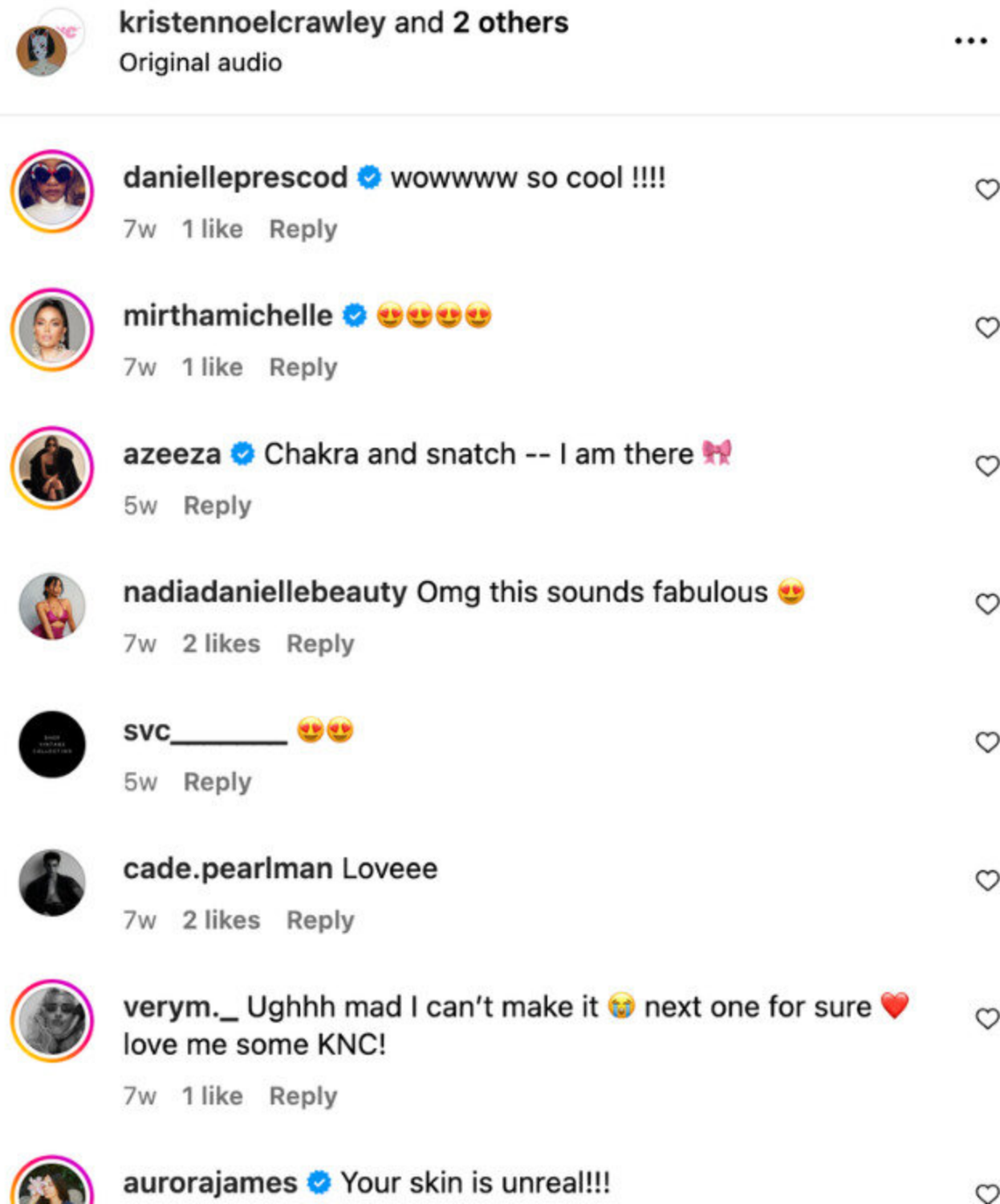


Brand Values & Narrative Alignment

- ✦ KNC Beauty's brand message is all about natural beauty, self-love, and empowerment-making skincare fun, inclusive, and feel-good without sacrificing quality.
- At its core, KNC says:
 - "Skincare should be clean, cute, and confidence-boosting."
- The brand encourages people to embrace their natural glow, celebrate themselves, and take time for self-care with a playful, bold voice that still feels real and approachable.

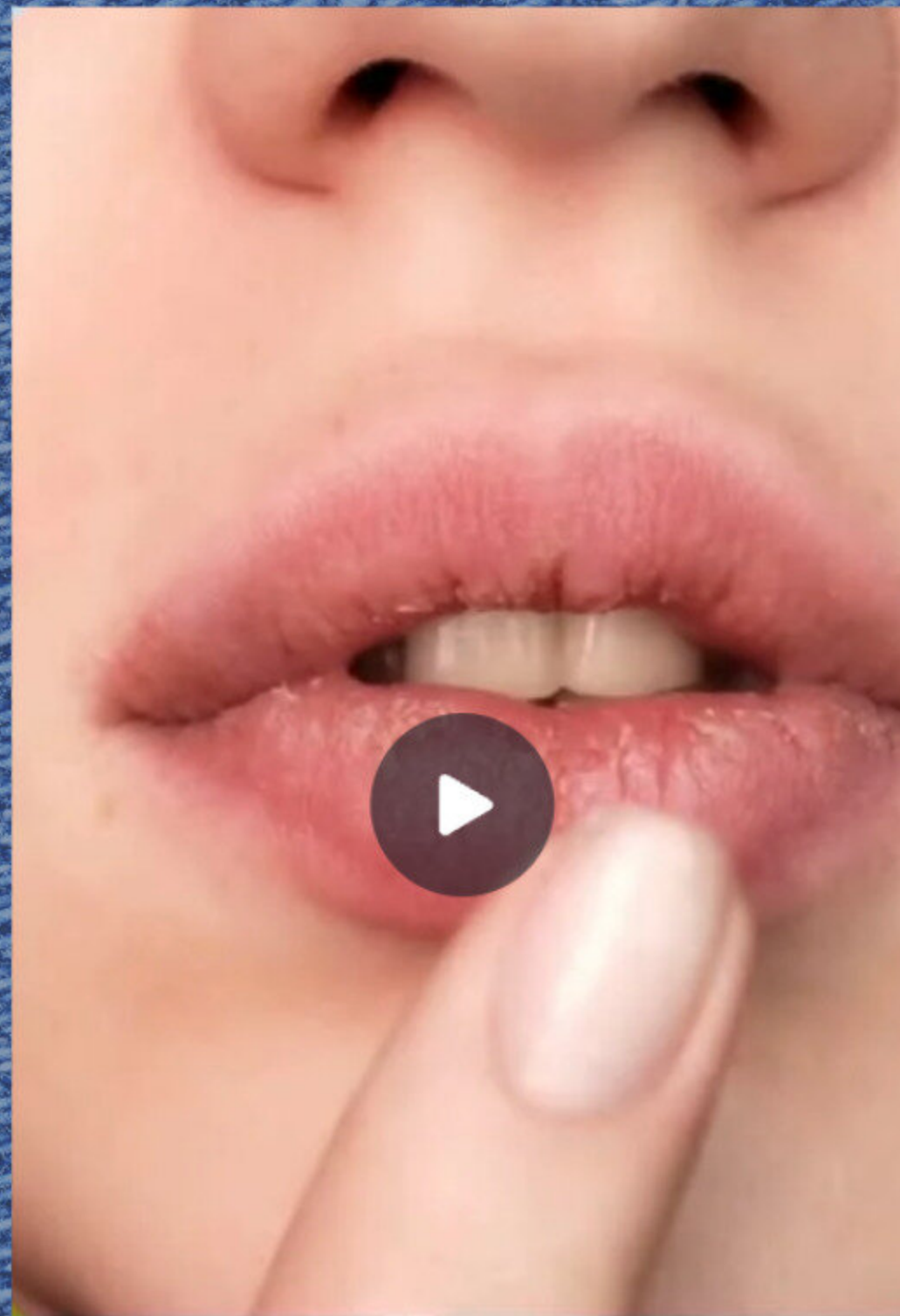


Content Monitoring



- ***Knight Agency creates, schedules, and shares posts with KNC for approval each month.***
- ***Nothing gets posted without a thumbs-up from the head of Marketing.***
- ***A Community Manager checks comments and DMs daily to keep engagement up and catch anything important.***

Content Example

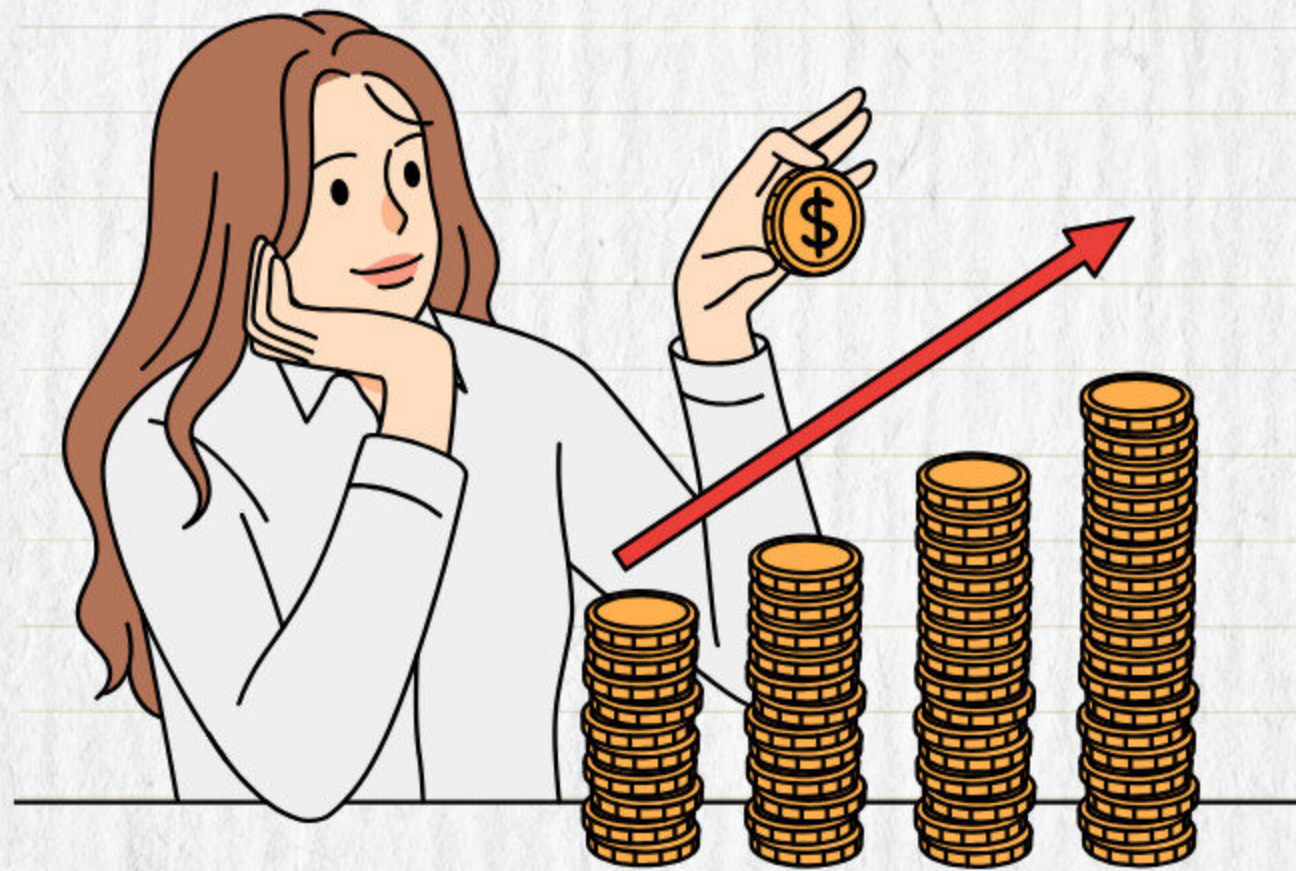


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APPLY KNC LIP MASK

Say goodbye to cracked, chapped lips, and hello to hydration!

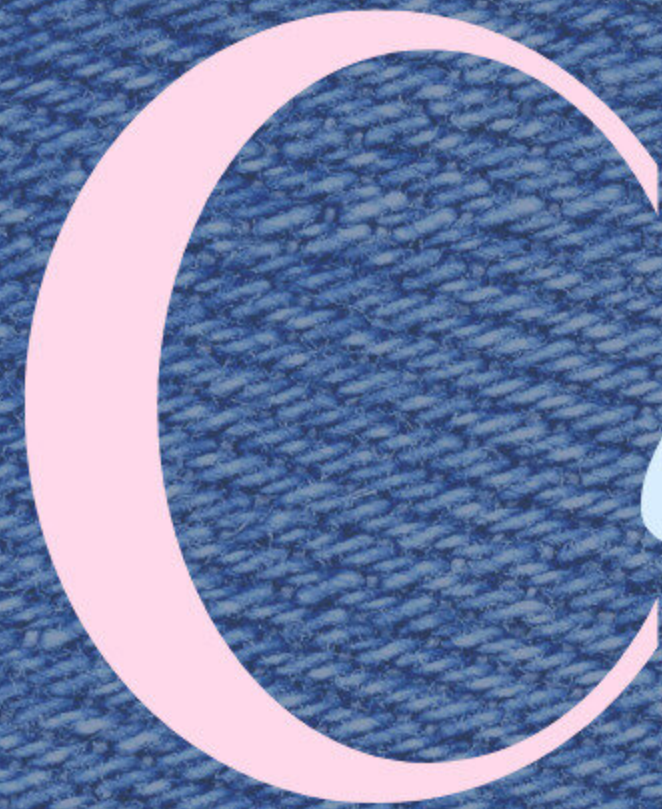




Ad Spend

I suggest spending about \$7,500–\$10,000 a month on social media ads.

Most of that should go toward TikTok Ads and Instagram Reels since they get the most views and interaction. A smaller chunk can go to Pinterest and boosting posts that are already doing well. It's a good balance to help KNC get noticed, grow their audience, and drive sales without overspending.



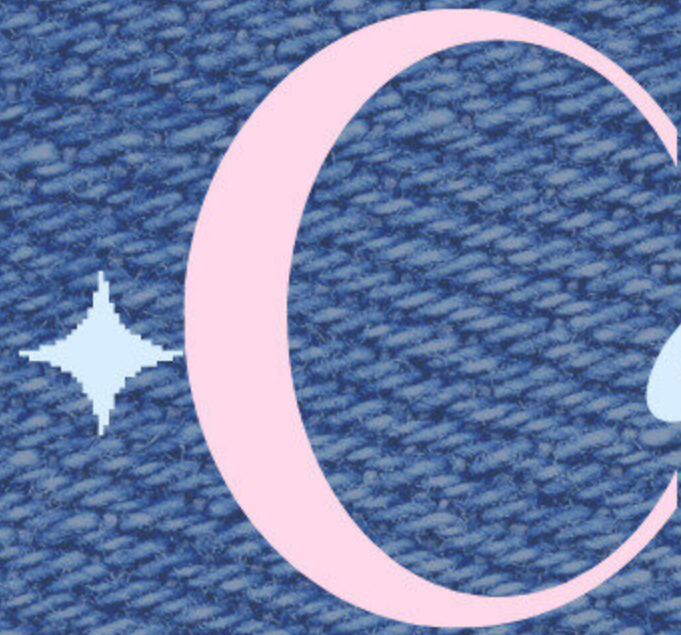
Content



KNC should create more content that feels real, fun, and easy to connect with. This means more "Get Ready With Me" videos, behind-the-scenes clips, customer reviews, and skincare tips that show how to actually use the products.



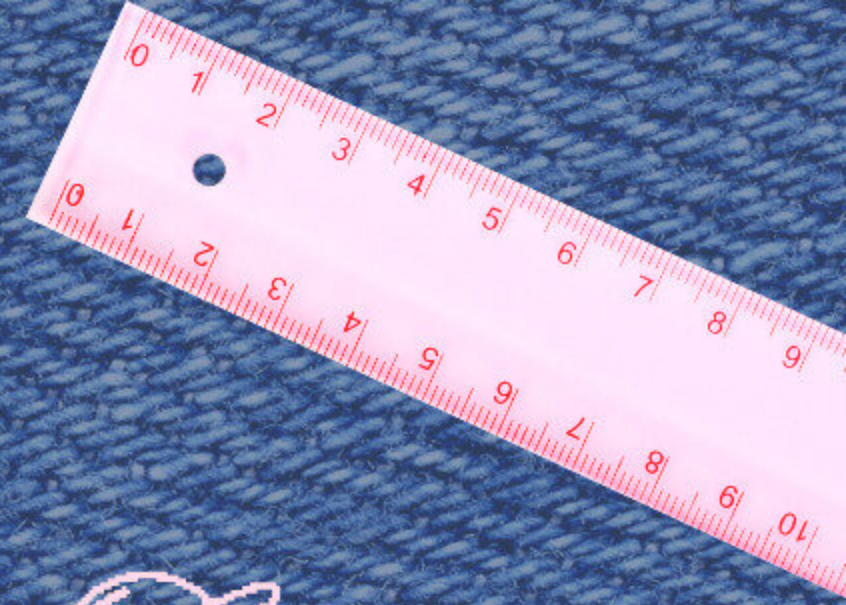
They should focus on building a vibe/aesthetic: mood boards, soft colored visuals, and self-care slides that make people want to save, share, and try it for themselves. Content should feel less like an ad, and more like something you'd see from a friend.



Competitors

Topicals is amazing at using humor and Gen Z language to connect with their audience. They aren't afraid to be bold, and it works. Summer Fridays keeps their feed super clean and soft with calming content that feels on-brand. Laneige uses short, simple tutorials that show exactly how to use their products, which builds trust and makes their content super shareable.





★ Doing Well/ Improvements



KNC Beauty is doing a great job with their aesthetics, unique products, and founder presence. Their visuals are strong, and the brand feels luxurious but fun, which really stands out in the skincare space.



They could improve on posting more consistently, showing more real people using the products, and engaging more with their community through Q&As, polls, and UGC. More personality and consistent content could go a long way.

Summary



SELF
CARE



Why our plan works:

It's simple, strategic, and built around real engagement. Every post has a purpose: whether it's building trust, attention, or community.



Final Recap

- Post regularly across key platforms
- Use UGC, Reels, and influencer content
- Keep things fun, fast, and flexible



Why it stands out:

This plan focuses on real people, not just product. It's creative, consistent, and feels authentic, which is exactly what today's audience wants.





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