

Entering the U.S. With a Multi- Channel Approach

Successful Market Entry without
Trade Show Access

Challenges

Entering the US Market amidst a pandemic

The company was looking to launch a luxury Cosmeceutical line with a focus on healthy skincare in the US during the early days of COVID-19. With the lack of prior brand recognition and no local marketing or business resources, the company needed a strong strategy to enter the highly competitive cosmetics industry. In addition, the cancellation of most trade shows and the closing of beauty businesses like spas and salons made it difficult to attract B2B customers and gain any return on investments from trade shows and other marketing activities.

With no easy solution, the company came to BDMT Global (BDMT) to strengthen its e-commerce presence and establish a foothold within the U.S.

Approach

A Proactive Shift from B2B to a B2B + D2C approach

The company approached BDMT with the goal of selling B2B (business to business) to dermatologists, spa owners, and estheticians. However, after analyzing shifts in the market toward D2C (direct to consumer) shopping, BDMT quickly revised the company's market entry strategy to capitalize on this opportunity and overcome its significant entry barriers by creating a strategy to include B2B and D2C simultaneously.

Leveraging B2B Experts to Build Local Support and Brand Advocacy

Establishing strong references and garnering market support to create local relevance was the key to setting the foundation for the company. For this, BDMT gathered support from industry leaders like women in STEM, estheticians, and beauty influencers to set the right tone and build trust through targeted B2B sampling events.



Community Building Efforts to Establish Credibility with Consumers

BDMT positioned the company as an advocate for women in STEM and leaders in the healthy skincare movement. A monthly newsletter was created to highlight the successes of women in STEM, featuring an interview series. To engage with the community on social media, BDMT posted a weekly celebration of female innovation in STEM. A community LI group was created to give women in STEM a place to share their own experiences with each other directly and with the company. BDMT shaped the company's brand image by highlighting and actively engaging women in STEM across all digital communication channels to demonstrate strong community support and participation.

BDMT also facilitated the company to lead the entrepreneurship series to expand local support and create industry connections. BDMT invited skincare industry experts to sample the company's products pre-launch. BDMT sent invitations to skincare experts of all ages, races, and genders with varying backgrounds (from dermatologists to influencers). BDMT utilized a mix of targets that highlighted both diversity as a core brand value and the multitude of benefits of the product to varying consumer groups. BDMT received vital insights from industry experts to incorporate into the launch strategy, in addition to testimonials from top influencers to utilize for branding.

Capitalizing on the B2B advocacy efforts empowered the company to establish itself as an industry thought leader before introducing its product. Doing so allowed the company to build credibility and relationships first, thereby creating demand for their product line before officially launching.

Market Expansion through Co-branding and Partnership

Furthering the B2B market, BDMT helped the company create co-branding and marketing partnership efforts with a prestigious jewelry brand. This allowed the company to piggyback off the jewelry company's brand power and helped in target market expansion.

Virtual Events with an Omnichannel Lead Generation Approach

To officially launch the company, BDMT brought together the core audiences for two virtual events. The first event honed in on the shop-at-home trend. After growing a relationship with a former HSN host and product influencer, BDMT successfully secured her as an event host. The virtual launch event mimicked a live, televised shopping experience that was instantly familiar to consumers. The second event was an interactive, post-launch event social for consumers and skincare enthusiasts to discuss the benefits of the company's products for their personal needs.

Both events enabled top company personnel to position themselves as industry thought leaders directly to consumers. Women in STEM were honored during the events through a micro-grant to continue to show the company's active community role.

A successful omnichannel approach with a 360 program including a strong PR campaign and digital ads (Google and Facebook) was introduced to spread brand awareness nationwide and strategically target skincare professionals.



Results

Successfully Penetrating the Flooded Cosmeceutical Market amidst the Pandemic

In the height of a global pandemic, BDMT Global enabled the company to achieve the following success metrics:

- Increased E-commerce traffic by **80%** in the week leading to the events.
- Increased online sales by **290%** the week of the events. Generated over **120 high-quality B2B leads in 3 quick weeks**, adapting the D2C+ Formula combined with live events (changing audiences + tools). Encouraging registration during the events increased professional account sign-ups **by 300%, exceeding the total sales of 2019, a year with many trade show events** (adjusting the process).
- Gathered **500** Top US Aesthetician business leads.
- Recruited top skincare influencers as brand ambassadors and converted to **10% of the total sales** over 3 months.
- Gained **150K+ followers and 7M+ views** on YouTube for event attendees, combined.
- Increased newsletter and promo email sign-ups by **496% in 3 months**.
- Landed a feature in a **leading industry publication** as well as recognition and awards for migrating quickly from B2B to D2C.
- Successfully positioned the company as the **leading company** in the Healthy Skincare Movement, creating industry relevance and demand.

About BDMT Global

Headquartered in Boston, BDMT Global is an outsourced business growth and marketing execution team offering strategic go-to-market, business development, and marketing services for international companies trying to break into the U.S. market and other parts of the world.

The company is led by Suzy Im, the Managing Partner of BDMT Global, and Dr. Jake Lee, who has more than 20 years of experience in the US biotechnology and pharmaceutical industries. Suzy is a widely-known name in global business development and an award-winning marketing transformation leader featured in publications such as Fortune Magazine. Dr. Lee's experience spans R&D, process development, product development, manufacturing support, operations, and business development fields at multinational companies in biotech and biopharmaceuticals, such as Pfizer, Lonza, Shire, Amgen, and Takeda. For more information, visit www.bdmgtglobal.com



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