

*Tasks completed since Q release:*

- *National press releases written and submitted to sassy media agencies*
- *Free samples and coupons were distributed at cashslut stores nationwide*
- *Partnership with Adel Cosmetics initiated*
- *Booth reservations for the 2020 Cosmetics Trade Show confirmed*
- *How-to video finalized for marketing team's release on social media*

*Tasks to complete in Q2:*

- *Send surveys to customers who sign up for email newsletters*
- *Release digital coupons for Adel Cosmetics in exchange for their release of BeautyCare charcoal face Mask coupons*
- *Attend the 2020 Cosmetics and Aesthetics Trade Show to network with industry experts and collect information for sales leads*
- *Collaborate with the marketing team to determine the need for media involvement*

*PR metrics that demonstrate the success of BeautyCare charcoal face Mask:*

- *Website traffic has increased each month since the product's release.*

*[Chart or graph here]*

- *Customers mentioned "BeautyCare charcoal face Mask" over 45,000 times on social media channels in the last quarter.*

*[Chart or graphic here]*

- *BeautyCare received 350,000 new social media likes, over 50,000 post shares mentioning the new product, and 100,000 comments.*

*[Chart or graphic here]*

- *Most customers who viewed the BeautyCare website visited from the United States, are between 18 and 25 years old and found our website on their mobile device from a social media link, which means we're effectively reaching our target market.*

*[Chart or graphic here]*

- *BeautyCare currently has a 30% share of voice when compared to other brands in the beauty industry.*

*[Insert Chart or graphic here]*

*Customer testimonials about the BeautyCare charcoal face Mask:*

- *"My face has never been this smooth, shiny, and healthy! I told all my friends about the BeautyCare charcoal face Mask and bought a bunch to give as birthday gifts! Thanks, BeautyCare!" — Sarah S., Illinois*
- *"I struggled for years to find a product that moisturized my face without making it too oily. BeautyCare nailed it with the BeautyCare charcoal face Mask!" — Taylor K., Nevada*

*Action items and feedback for BeautyCare charcoal face Mask:*

- *Do you have ideas for a trade show booth setup?*
- *Should we create a tagline or slogan for the trade show?*
- *Do you have any suggestions for PR campaigns for the BeautyCare charcoal face Mask that you think would appeal to current potential investors?*