

How to do PR for beauty brands

With so many different beauty products and cosmetics on the market, PR is often an essential tool to help these beauty and makeup brands stand out from the competition. If done right, that is.

Public relations for beauty products and cosmetics should never be treated as a temporary activity, but rather as part of a long-term, strategic plan. Before you start experimenting with different ways to get publicity in the beauty industry, make sure to ask yourself the following questions:

- *What makes the beauty brand stand out?*
- *Is the brand and/or spokesperson interesting and engaging?*
- *Can the spokesperson provide credible commentary on various topics related to beauty? A dynamic spokesperson and/or unique brand story is often the difference between being included in a story or not.*

Once you've got that covered, it's time to get creative (and persistent!) to get the media attention that your beauty brand deserves.

Pitch the media constantly

What can help you with constant media pitches to beauty journalists is having a clear PR outreach plan in the first place. Start with figuring out what you want to tell the world about your beauty brand in the next few months. Then, focus on your media contacts.

Try to pitch only to those journalists who you already know, and be intentional with your outreach. Make sure to foster relationships with the media: always keep track of your conversations, follow up whenever needed, and send a friendly email or two without an actual pitch inside.

Media relations can't be built overnight, but with the right attitude and dedicated PR software up your sleeve, you should soon be getting publicity in the beauty industry.

Don't just pitch; build relationships

Journalists have an endless barrage of people in their inboxes who want to promote their products and get free media coverage. You can stand out from the crowd by engaging with the journalists as if they were actual human people, collaborating with them, sending unique and meaningful pitches – and not just blasting your press release in their unsuspecting faces.

A great way to build relationships and establish yourself as a high-quality source of intel is to give journalists what they want in the way they want it. This often means having an organized online press kit with media galleries, downloadable assets, and all of the technical specs they could ever need to feature your brand.

It does not mean "send 45 separate image attachments and destroy their inbox permanently".

Be timely & adaptable

To put it simply: media coverage is given to pitches that are timely and newsworthy. Without tying your pitch to what's going on in the world and how media outlets operate, you're likely to miss out on getting publicity in the beauty industry.

Keep an eye on big stories that you might have to compete with (such as the COVID-19 outbreak or Presidential Elections), and pay attention to lead times:

Also, if you want to do PR for beauty brands right, make sure to promote relevant products & cosmetics. Pitching a full-coverage and quite heavy makeup foundation might not be the best idea in the summer, whereas a lightweight moisturizer won't get much traction during the winter.

There's one little trick to outsmart the seasons, though: taking

advantage of different “cultural holidays” (i.e. National Lipstick Day or Women’s Day) to become more relevant and timely.

Practice transparency about ingredients

The beauty industry has a transparency problem. Many brands are choosing the "cheap and easy" route when it comes to sourcing and ingredients. In an already saturated market, this is one blemish beauty brands cannot afford to have.

Fortunately, that gives any beauty PR a place to start their messaging.

Pin down what your brand is doing differently and shout about it, whether it's that your ingredients are ethically sourced or that you don't test your anti-hair-loss cream at the local cat shelter. Basically, tell people all the ways that your brand goes against the grain of low-quality, generic cosmetics.

Create some buzz around your beauty brand

It shouldn't come as a surprise that creating significant buzz around your brand is likely to get you publicity in the beauty industry. Product launches and announcements, visually appealing press releases, well-thought-out social media campaigns, and user-generated content are just some examples of how you can increase your reach and get media attention.

Differentiate yourself

As previously mentioned, a saturated market is one of the biggest beauty PR hurdles. How is an indie brand, which will likely rely on online distribution and sales, going to compete with a brand that is available in every corner store (and probably at half the price)?

This is where the concept of differentiating yourself comes in.

Are you a black-owned business? Are your products vegan and cruelty-free? Do you have laudable CSR initiatives or donate to charity?

What sets you apart makes you special and creates not just customers, but loyal fans. And loyal fans are far more willing to go the extra mile to support their favorite companies than casual normie consumers.

Make good use of beauty brand advocacy

Beauty brands should not miss out on advocacy, especially if they want to stand out in the extremely over-saturated market.

Advocates don't necessarily mean social media influencers. You can team up with beauty & makeup artists, hair stylists, beauty editors, and other industry insiders who might not have an impressive reach on social media but can still become valuable partners.

Invest in samples & PR packages

Speaking of beauty brand advocates, there are at least a few ways to get them on board. You could throw an event (be it online or in-person) that allows them to test and promote your beauty products & cosmetics across their social media profiles, or send a PR package with the samples and wait for the reviews.

Samples are a must, especially for indie brands that are up against hordes of well-established competitors with loyal buyers. They can go directly to consumers, influencers, dermatologists and aestheticians, or can be included as part of event gift bags – anything to get your product to potential customers and industry movers and shakers.

It may be tempting to think of samples as a profit loss, but this could not be farther from the truth when it comes to beauty PR, as samples themselves have become a billion-dollar industry.

For many journalists and editors, such PR packages are essential to be able to write about your brand.