



Lee Kong Chian
School of
Business

MKTG617: Digital Marketing

A Digital Marketing Strategy for Yaroma

By:

Wang Xinyue

Amisha Kirankumar Shettigar

Tang En Ci Nathan

Seri Nurulatika Binte Irawan

Links to Visuals and Mockups

https://www.canva.com/design/DAHDOOrNTbzY/eRuTIIKwVdpqdlSBhHu68w/edit?utm_content=DAHDOOrNTbzY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

1. Introduction to Yaroma

This report outlines a digital marketing strategy for Yaroma. Yaroma is a body care product brand that was founded in 2023 and specialises in selling perfumes, soaps, and lotions. At present, it has about 16 products listed on its website, comprising eight perfumes, two body cleansers, one shampoo, one conditioner, one hand balm, one body lotion, one hand wash, and one intimate wash. Its body cleansers, shampoo, and conditioner also have two sizes available, bringing it to a total of 20 stock-keeping units (SKUs).

Yaroma is priced in the masstige range, with its perfumes priced at \$160, its body cleansers at \$58, its shampoo at \$95, its conditioner at \$96, and the remaining products at \$20. However, its products are currently heavily discounted, with all its products having discounts in the range of 50% to 60%. See **Table A-1** for further details of Yaroma's products and pricing.

1.1 Yaroma's Competition

Yaroma currently operates in three countries – Australia, Malaysia and Singapore. Within Singapore, which is the focus of this report, Yaroma has extensive competition, especially since it has to compete within the perfume, soaps and lotions categories.

For soaps and lotions, there are a range of brands within the mass market tier. These are commonly sold at FairPrice, Watsons, Guardian and RedMart, and include brands such as Nivea, Dove, Lux, Lifebuoy, Dettol, Neutrogena, Head and Shoulders, Sunsilk and Pantene. These are generally priced between \$5 to \$20. Within the masstige tier, which Yaroma operates in, there are a range of brands that are typically sold on beauty websites or stores such as Beauty Affairs or Sephora. These include brands such as Salt and Stone, Sol De Janeiro, Fresh, This Works, Ouai, Balmain, Declare, Mor, L'Occitane, Payot, Juvena and Jo Malone. These are generally priced between \$20 to \$100. This also includes brands which are sold Direct to Consumer, such as Aesops.

For perfumes, there are also a range of brands that Yaroma competes with. Within the mass market tier, there are perfumes which are commonly sold at retail shops such as MiniSo. These are generally priced between \$5 to \$30. Within the mass market designer tier, there are brands such as Calvin Klein, Singapore Memories, Nefertum Fragrances and Scent by Six and Sol De Janeiro, which are generally priced between \$30 to \$90. Within the masstige tier, which Yaroma operates in, there are brands such as Montblanc, Elizabeth Arden, Dior and Jo Malone, which are generally priced between \$90 to \$200. Finally, within the luxury tier, there are brands such as Chanel, Maison, Armani, Hermes, Yves Saint Laurent, which are priced between \$200 to \$300.

Yaroma seeks to stand out from its competition by positioning its products on three unique selling points. First, it is **made for warm and humid climates**, with its perfumes remaining fresh without the heaviness, layering well on skin during long days and not turning sour in heat, due to features such as a clean and soft musk as well as a "skin-like dry down". Second, it is **made with natural ingredients**, with its soaps packed full of vitamins and ingredients such as Geranium and Bergamot that not just improve skin health, but also mental well-being after a long day of work. Third, it is **made for both men and women**, with its neutral scents which are not overwhelming, and work well in warm climates and heavy sweat.

1.2 A Digital Marketing Strategy for Yaroma

Yaroma is a young brand which originated in Australia before moving to Malaysia and is now seeking to enter the Singapore market. Its sales in Singapore have been thin, with less than 10 products sold on Shopee since its launch. As a business, it has two main objectives in Singapore. First, to build its brand among Singapore consumers, particularly to increase brand awareness and trust. Second, to grow its sales, particularly to breakeven early and demonstrate profitability.

This report assumes that Yaroma's digital marketing strategy would be focused on the latter, which is to grow its sales, breakeven early and demonstrate profitability. It further assumes that Yaroma would have a \$20,000 digital marketing budget. Further assuming that Yaroma has an 87% gross profit margin, which is comparable to brands such as Aesops (Beauty Matter, 2026), Yaroma will need to sell 400 units to breakeven. In other words, its cost per conversion has to be below \$50 (see **Table 1**).

Table 1: Target Units to Sell

Item	Amount	Assumptions
Budget	\$20,000	
Desired Profits	\$20,000	Goal is to breakeven
Estimated Gross Margin	87%	Same as Aesops
Total Sales Required	\$23,000	
Price Per Unit	\$58	Based on most popular product
Total Units To Sell	400	
Required Cost Per Conversion	\$50	

Besides seeking to achieve a certain cost per conversion for Yaroma, there are two other considerations in developing a digital marketing strategy for Yaroma. First, it is effectively an unknown brand in Singapore. This means that there is no in-market demand that can be directly harvested, and time will be needed for Yaroma to build brand trust among its consumers. This is given especially that Yaroma is positioned as a masstige brand. Second, it is a new brand in Singapore. This means Yaroma does not have a known and proven target audience, and strategy for reaching their target audience in Singapore, and as such budget and time will be required to do extensive A/B testing to identify its highest-converting target audience.

Given these considerations, we suggest two principles that should drive Yaroma's digital marketing strategy. First, we should focus on products that are the most proven in the region. In particular, we propose to focus only on the top two selling products in Malaysia, particularly the Yaroma Geranium Leaf & Bergamot Fruit Essential Oil Body Cleanser and Yaroma Sandalwood Nutritious Nourishing Luxurious Body Cleanser, each with about 600 sales according to Shopee (2026). This is to maximise the chances of conversion. Second, we should focus more on "full funnel" approaches such as social media marketing and Google Display Network (GDN) as opposed to "high intent" approaches such as paid search and Search Engine Optimisation (SEO). This will allow Yaroma to: (1) A/B test its target audience; (2) cultivate its target audience over time; and (3) minimise risks of budget wastage from "low-intent clicks on paid search.

Based on Yaroma's unique selling points, we also propose three initial key target audiences in Singapore. First, **young consumers such as fresh graduates and Millennials/Gen Z** who seek

affordable, stylish self-care products with modern botanical branding. Second, **self-care and clean beauty enthusiasts** who value natural ingredients and sensorial products that support both skin health and well-being. Third, **busy professionals and commuters** who prefer light, gender-neutral scents and practical products that perform well in Singapore’s warm and humid climate.

Based on the above-mentioned considerations together with research on the expected cost per conversion, we propose a differentiated approach across social media marketing, paid search and GDN with the budget distributed in the ratio of 40:20:40 (see **Table 2**), with each approach, together with SEO, working in tandem (see **Figure 1**).

Figure 1: Overview of Digital Marketing Strategy for Yaroma

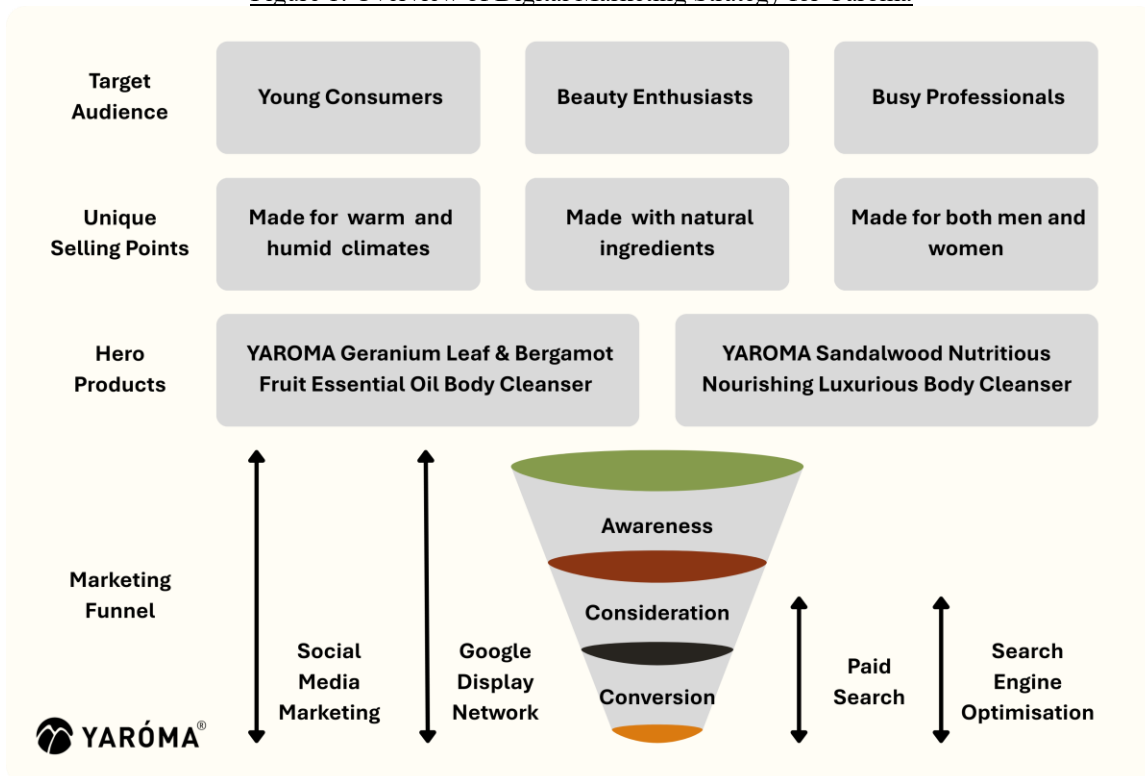


Table 2: Differentiated Digital Marketing Strategy for Yaroma

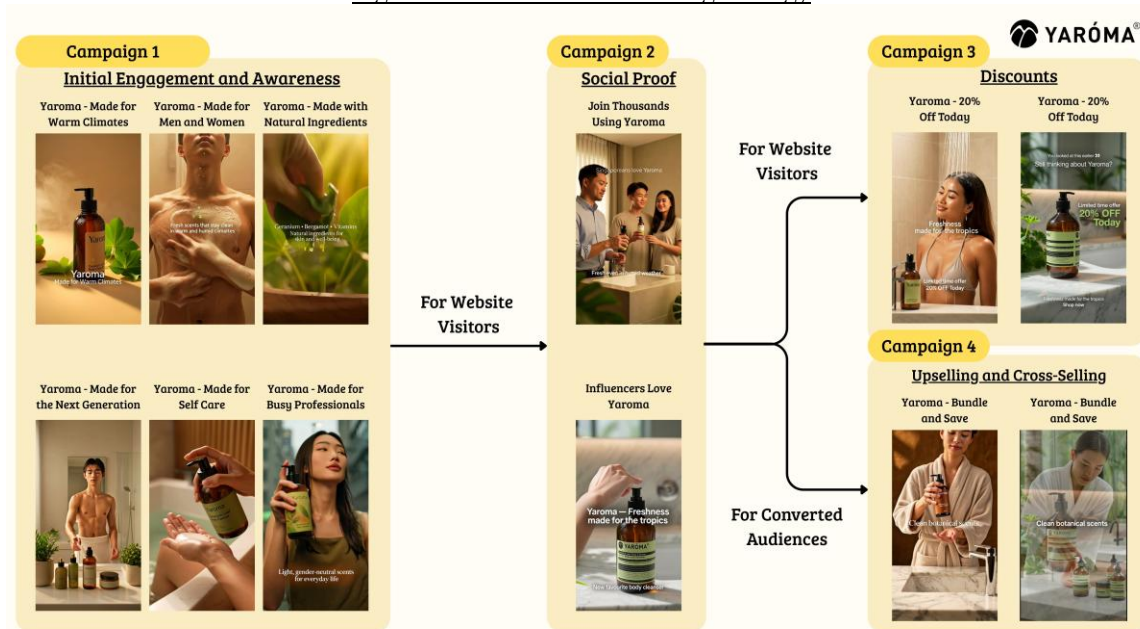
Approach	Social Media	Paid Search	GDN	SEO
Strength	Full funnel	High intent	Low cost per view, full funnel	Potentially free
Weakness	Low intent – need to A/B test; retargeting can be expensive	Expensive cost per click	Low intent – need to A/B test; retargeting can be expensive	High risk – only top entries get noticed
Approach	To focus on full funnel	To allocate for niche searches	To focus on full funnel	To focus on “free” SEO

2. Social Media Marketing

Our proposed social media marketing strategy focuses on promoting Yaroma’s hero products through Facebook and Instagram advertising with approximately 40% of the total budget. The objective of the campaign is to drive online purchases while simultaneously building

awareness for the product among Singapore consumers interested in personal care and wellness products. Since the product is relatively new to many consumers, the strategy follows a full-funnel digital marketing approach, guiding the target audience through awareness and engagement, followed by retargeting through social proof and discounts, and upselling and cross-selling for those who had converted (see **Figure 2**). Facebook and Instagram are selected as the primary platforms because they provide: (a) strong audience targeting capabilities (b) high engagement with lifestyle and beauty content; and (c) advanced remarketing and lookalike audience features. These capabilities allow marketers to efficiently move users through the purchase funnel.

Figure 2: Social Media Marketing Strategy



2.1 Campaign 1 – Initial Awareness and Engagement (Objective: Traffic)

The intent of the first campaign is twofold. First, it aims to introduce the product to the Singapore market. Second, it seeks to A/B test across potential target audiences to identify market niches with the best conversion rates before scaling the budget in those niches.

The objective of the first campaign would be traffic, with the desired location for traffic being directly to Yaroma’s product page. Specifically, the performance goal would be to maximise the number of link clicks. This is because of the limited budget, where we need to focus on quickly identifying potential consumers with a high intent to buy, as opposed to focusing on video views or other lower intent metrics. This will also be the key metric for retargeting non-converts.

There are three possible approaches to identify the most suitable target audiences. First, to A/B test different interests, demographics and behaviours within a single target audience group. Second, to A/B test different interests, demographics and behaviours across different target audience groups. Third, to A/B test different interests, demographics and behaviours both across different target audience groups and within each target audience group. Given that Yaroma is a brand: (1) that is new to Singapore and has no established or clear target audience; and (2) that has

a small budget, we propose to adopt the second approach, which is to A/B test different interests, demographics and behaviours across different target audience groups. In particular, we have three proposed target audiences for A/B testing for Campaign 1 (see **Table 3**). This corresponds to the target audiences highlighted above, namely young consumers, self-care enthusiasts, and busy professionals. For visuals, we will focus on videos to highlight the unique selling points of Yaroma, that it is meant for warm climates, made for men and women, and made with natural ingredients. We will also focus on videos that highlight the relevance of Yaroma to the various target audiences: young consumers, self-care enthusiasts, and busy professionals (see **Figure A-1**).

Table 3: Target Audience for Social Media Targeting

Attribute	Audience 1 (Young Consumers)	Audience 2 (Self-Care Enthusiasts)	Audience 3 (Busy Professionals)
Gender	All	All	All
Age Group	25-35	25-45	25-45
Language	English	English	English
Demographic	-	-	Business and finance
Interests	Skin care (cosmetics), Simple Skincare (toiletries), Fragrances (cosmetics)	Health & wellness (personal care), Spas (personal care)	-
Behaviours	Engaged shoppers, online shopping (retail)	Engaged shoppers, online shopping	Engaged shoppers, online shopping
Placement	Facebook, Instagram	Facebook, Instagram	Facebook, Instagram
Location	Singapore	Singapore	Singapore
Estimated Audience Size	1,000,000 - 1,200,000	1,800,000 - 2,200,000	1,800,000 - 2,100,000

2.2 Campaign 2 – Retargeting Website Visitors: Social Proof (Objective: Conversion)

The intent of the second campaign is to further build trust with audiences who are interested in Yaroma and to start achieving sales. The objective of the second campaign would be sales. The conversion location would be Yaroma’s website, and the performance goal would be to maximise the number of conversions. For the audience, we will use a custom audience comprising the groups of audiences who visited Yaroma’s website in Campaign 1. We had considered using a filter which is “less strict”, for example, those who had watched more than 50% of Campaign 1’s videos. However, given that Yaroma is a new brand and given that Yaroma has a relatively small budget, we suggest to prioritise the marketing budget for audiences who have the highest likelihood and intent on buying, i.e., those who had visited the website. For visuals, we will focus on videos which allow Yaroma to further build trust with audiences. In particular, we will leverage social proof, by highlighting that thousands of consumers love Yaroma, and appeal to authority, by highlighting and partnering influencers and User Generated Content to promote Yaroma (see **Figure A-2**).

2.3 Campaign 3 – Retargeting Website Visitors: Discounts (Objective: Conversion)

The intent of the third campaign is to convert consumers who are interested in Yaroma but have concerns about the price point. The objective of the third campaign would also be sales. The conversion location would also be the website and the performance goal would be to maximise the number of conversions. The audience will also be a custom audience comprising the groups of audiences who visited Yaroma’s website in Campaign 2. This is the audience group who has visited Yaroma’s website repeatedly and has thus clearly demonstrated high interest in Yaroma’s

product offerings. The visuals will be focused on highlighting the discounts of 20% with an urgent call to action of the need to purchase Yaroma's product within a short timeframe to be eligible for the discount (see **Figure A-3**).

We propose to adopt a 180-day retargeting window to engage users who have previously interacted with YARÓMA but have not yet made a purchase. As a new brand in the beauty and personal care industry, consumers often require multiple touchpoints before converting, as they need time to build trust, understand the product benefits, and compare alternatives. The extended window allows us to gradually introduce Yaroma's key value propositions, such as fragrances designed for warm climates, natural ingredients, and gender-neutral scents, through different retargeting messages like product education, social proof, and limited-time promotions. However, beyond 180 days, users who have not converted are likely to have lost interest, chosen competing products, or become less responsive to repeated exposure, making continued retargeting less effective compared to focusing on more recently engaged audiences.

2.4 Campaign 4 – Retargeting Converted Customers (Objective: Conversion)

The intent of the fourth campaign is to upsell and cross sell to customers who had purchased from Yaroma. The objective would also be sales, with the conversion location being the website and the performance goal to maximise the number of conversions. The audience will be a custom audience comprising the Yaroma's customer list. The visuals will be focused on highlighting the other products that Yaroma has through a carousel (see **Figure A-4**), as well as focused on the ability to "bundle and save" (see **Figure A-5**). Importantly, the products which are upsold and cross-sold would be those that are adjacent to the customer's purchased products, and will focus on the soaps category, as opposed to opening up to perfumes and other products.

2.5 Campaign 5 – Targeting Lookalike Customers (Objective: Conversion)

The intent of the fifth campaign is to target lookalike customers from customers which have converted. The objective would also be sales, with the conversion location being the website and the performance goal to maximise the number of conversions. The audience will be a custom audience comprising the 1% lookalike from customers who had purchased from Yaroma. The visuals will be as per Campaign 1.

2.6 Headline, Primary Text and Descriptions

The headline, primary text and descriptions would be tailored to: (1) showcase the unique selling points of Yaroma, (2) be tailored in the language of the target audiences and (3) leverage techniques such as social proof, scarcity and authority (see **Tables A-2 and A-3**).

2.7 Budget Requirements and Expected Results

Given that Yaroma is a new brand with no proven target audience, we recommend to further split the budget into two cycles of three months each, to allow us to iterate and test each target audience more freely as necessary, while preserving the runway required to persuade and influence each audience to be converted. This is not to say that we will definitely pivot to a new

target audience in the second cycle, but doing so allows us to pivot more drastically if needed. If we successfully identified a suitable target audience in the first cycle, we could continue to run on the parameters of the first cycle for the full duration. Given the overall budget of \$8,000 for social media marketing, we propose an equitable split of the budget of \$4,000 for each cycle.

Based on research, we can assume a Click-Through Rate (CTR) of 2%, an Add-to-Cart Rate of 10%, and a Conversion Rate of 18%. According to Madgicx (2025), the average CTR for the beauty industry is 1.58%. However, campaigns with highly targeted interest-based audiences, engaging video content, and compelling offers can achieve higher CTRs. Our campaign's 2% CTR projection accounts for the use of videos as the primary ad format. According to Oberlo (2025), e-commerce add-to-cart rates vary by industry, with Beauty and Personal Care typically performing above average due to impulse purchase behavior at 10.14%. As such, we assume a 10% Add-to-Cart Rate. Finally, according to Primer (2025), the average cart abandonment rate in the beauty industry is 82.87%. As such, we use an 18% Conversion Rate. As a stringent assumption, we assume that the CTR, Add-to-Cart Rate and Conversion Rate is consistent throughout all campaigns, even though we expect this to increase for subsequent campaigns (see **Table 4**). We also assume that we can attain 10,000 impressions per \$100.

Table 4: Assumptions

Metric	Assumption
Click-Through Rate	2%
Add-to-Cart Rate	10%
Conversion Rate	18%
Impressions per \$100	10,000

Given that Yaroma is a new brand, we also keep a large bulk of the budget (10x) to invest in best performing ad sets, as opposed to investing the bulk of the budget upfront (see **Table 5**). Overall, we expect a Cost per Conversion of \$29.95, and a total of 256 conversions across the six months, with a total expenditure of \$7,704.80 (see **Table 6** and **Table 7**).

Table 5: Budget for A/B Testing

Item	Value
Number of days for A/B testing	7
Media Buy Amount Per Ad Set Per Day (Assumption)	\$13.00
Budget for Split Testing	\$273.00
Balance Budget to Invest in Best Performing Ad Sets	\$2,730.00
Total Media Buy Budget Needed for Campaign 1	\$3,003.00

Table 6: Budget and Results by Campaign

Campaign	Budget	Size of Remarketing List	Frequency	Total Impressions	Total Traffic	Total Add-to-Carts	Total Converts
1	\$3,003.00	-	-	300300.00	6006.00	600.60	108.10
2	\$343.99	6879.89	5	34399.46	137.59	13.75	2.47
3	\$6.76	135.12	5	675.60	2.70	0.27	0.048
4	\$5.41	108.10	5	540.54	2.16	0.21	0.038
5	\$500.00	10000.00	5	50000.00	1000.00	100.00	18.00

Table 7: Overall Budget and Expected Conversions

Cycle	Total Budget	Total Converts	Cost Per Conversion
1	\$3,852.40	128.62	29.95
2	\$3,852.40	128.62	29.95
Total	\$7,704.80	257.24736	29.95

3. Paid Search

Within the broader digital marketing plan for Yaroma Singapore, \$4,000 of the total \$20,000 campaign budget was allocated to Google Paid Search, with the campaign running over a six-month period. Complimenting social media advertising, which often targets users based on interests and browsing behaviour, search marketing focuses on intent-driven discovery, making it particularly effective for driving conversions. The campaign therefore prioritised conversion as the primary objective, with the goal of increasing online purchases of Yaroma products in Singapore. This focus reflects the brand's current market position locally. While Yaroma has visibility through regional e-commerce platforms, sales in Singapore remain relatively limited, meaning the campaign needed to focus on customers who are likely to take a direct action on the site. The bidding strategy, therefore, was designed to allow the campaign to compete for both new and returning customers. Instead of prioritising new customer acquisition exclusively, the campaign was structured to capture any high-intent search traffic. This approach ensures that budget is directed toward users most likely to convert, regardless of whether they are already familiar with the brand.

3.2 Audience Segmentation Strategy

Rather than defining highly restrictive audience filters at the campaign level, the targeting strategy was intentionally kept relatively broad, with the only predefined interest category being affinity for beauty and skincare products. This decision was made because the three audience segments identified for the campaign differ significantly in their motivations and purchase behaviour. Applying narrow demographic or lifestyle targeting from the outset risked limiting reach and potentially excluding relevant users whose search behaviour indicates interest in Yaroma products. Instead, segmentation was implemented primarily through ad group structure and keyword intent. By allowing search behavior to guide targeting, the campaign could reach consumers whose queries indicate specific needs or motivations. Based on consumer motivations identified during the campaign planning stage, the search campaign was structured into three ad groups: Budget-Conscious Gen Z consumers, Self-Care and Clean Beauty Enthusiasts, and Busy Commuters and Travelers.

3.3 Keyword Strategy

Developing the keyword strategy required balancing visibility, relevance, and cost efficiency. Beauty and fragrance keywords can be highly competitive, particularly when they relate to well-known brands or broad product categories. Competing directly on generic high-volume keywords often results in higher cost-per-click rates, which can quickly exhaust campaign budgets without necessarily generating proportional conversions.

To address this, the campaign adopted a mixed keyword strategy that combined both higher-volume searches and more niche queries (see **Table 8**). This approach ensures that the campaign captures a wide range of potential customer journeys, from users casually exploring fragrance options to those actively comparing specific products or prices. Match types were also used strategically. Phrase match keywords were applied to most searches to capture variations of relevant queries while maintaining context. Exact match keywords were used for more specific product or brand searches where tighter targeting was needed. This structure helps maximise reach while ensuring the ads remain relevant to user intent.

Table 8: Paid Search Keywords Strategy

Ad Group	Selected Keywords	Average Monthly Search Volume	Match Type
Ad Group 1 (Fresh Graduates, Budget-Conscious Millennials and Gen Z)	affordable perfume	10-100	Phrase match
	perfume dupe	100 – 1K	Phrase match
	perfume online singapore	100 – 1K	Phrase match
	le labo singapore price	100 – 1K	Exact match
	aesop singapore price	100 – 1K	Exact match
	perfume sale singapore	100 – 1K	Phrase match
Ad Group 2 (Self-Care and Clean Beauty Enthusiasts)	clean perfume	100 – 1K	Phrase match
	<u>self-care ritual</u>	10 – 100	Phrase match
	natural body wash	100 – 1K	Phrase match
	geranium leaf body cleanser	10 – 100	Exact match
	essential oil perfume	100 – 1K	Phrase match
	night shower routine	10 – 100	Phrase match
Ad Group 3 (Busy Commuters and Travellers Who Want Portable Essentials)	mini perfume sets	100 – 1K	Phrase match
	travel size toiletries	100 – 1K	Phrase match
	refillable travel perfume bottle	100 – 1K	Phrase match
	mini body wash	10 – 100	Phrase match
	travel checklist packing	1K – 10K	Phrase match
	post workout skincare	10 – 100	Phrase match

3.4 Ad Group 1: Budget-Conscious Gen Z Consumers

The first ad group focuses on younger consumers, particularly fresh graduates and Gen Z audiences, who are often more budget conscious but still interested in lifestyle and beauty products. Fragrance is especially important to this group. Market data shows that fragrance sales have outpaced other beauty categories like skincare and makeup for Gen Z shoppers (Reuters, 2025), meaning this group is more likely to prioritise spending on perfume as a small luxury purchase rather than broader products. For this reason, the keyword strategy for this ad group focused exclusively on perfume-related searches rather than broader body care products. The selected keywords reflect a combination of affordability-driven queries and discovery-oriented searches, such as “affordable perfume,” “perfume sale Singapore,” and “perfume online Singapore.” These searches indicate users who are actively looking for fragrance products but may not yet be committed to a specific brand.

The strategy also considers the growing influence of “dupe culture.” Many Gen Z consumers actively look for alternatives to luxury brands at lower prices. Because Yaroma’s scents and packaging are similar to brands such as Aesop and Le Labo, the campaign incorporates

keywords referencing these brands with price qualifiers, such as “Aesop Singapore price” and “Le Labo Singapore price.” These searches signal price comparison behaviour, which aligns with Yaroma’s value proposition. At the same time, the campaign avoids generic searches like “Aesop Singapore,” as those users are more likely to already prefer the brand. Using exact match for the price-based keywords allows the campaign to target this price-sensitive audience more efficiently.

3.5 Ad Group 2: Self-Care and Clean Beauty Enthusiasts

The second ad group targets consumers who view beauty products as part of a broader self-care routine. Interest in clean beauty has grown significantly in recent years, with more consumers seeking products that emphasise natural ingredients and botanical formulations. The keyword strategy therefore focuses on natural and wellness-oriented searches, including “clean perfume,” “essential oil perfume,” and “natural body wash.” These keywords directly reflect the priorities of consumers who value ingredient quality and sensory experience. Broader searches such as “self care ritual” and “night shower routine” were also included. While these may appear less transactional, they capture users looking to enhance their daily routines. This allows Yaroma to position its products as part of a relaxing or mindful self-care experience.

One specific keyword used in this group is “geranium leaf body cleanser.” This was targeted using exact match because it closely resembles a well-known Aesop product and is also one of Yaroma’s best-selling items on platforms like Shopee and Lazada. Targeting this search allows the campaign to capture users already interested in this type of product while introducing Yaroma as an alternative.

3.6 Ad Group 3: Busy Commuters and Travelers

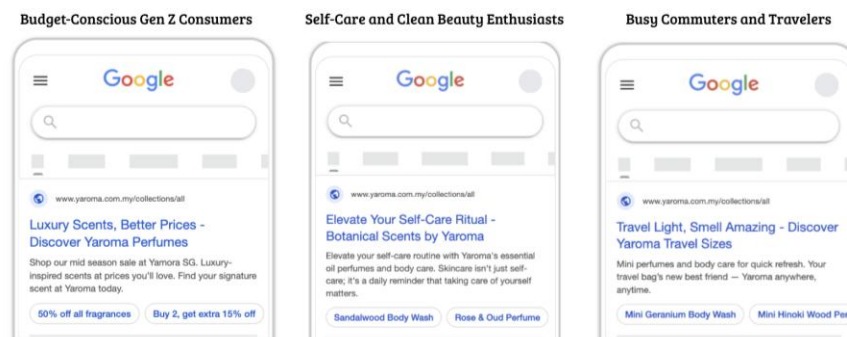
The third ad group targets consumers who prioritise convenience and portability. In a fast-paced city like Singapore, many people commute daily, go to the gym, or travel frequently. Compact personal care products therefore become particularly appealing. The keyword strategy focuses on searches related to travel-sized products, such as “mini perfume sets,” “travel size toiletries,” and “refillable travel perfume bottle.” These searches indicate users who are actively looking for portable products. A niche keyword included in this group is “post workout skincare.” Although the search volume is lower, it captures a specific use case where portable fragrance or body care products are useful. Users searching for post-workout skincare are often looking for quick refresh solutions, making travel-friendly products highly relevant. By combining mainstream travel searches with smaller niche queries, this ad group positions Yaroma as a convenient option for consumers with active lifestyles.

3.7 Ad Messaging and Sitelink Strategy

Beyond keyword targeting, the effectiveness of the campaign also depends on how well the ad copy reflects the motivations of each audience segment. For this reason, headlines and descriptions were tailored to reinforce the themes established in the keyword strategy. For the Gen Z segment, messaging emphasised affordability and aspirational luxury, with phrases such as “Smell Expensive for Less” and “Luxury Scents, Better Price.” These lines reinforce the value proposition of experiencing premium-inspired fragrances without the high price tag. In contrast,

the self-care ad group used language centred around wellness and routine, highlighting concepts such as “self-care rituals,” “botanical scents,” and “calming experiences.” This messaging connects Yaroma products with emotional benefits rather than purely functional ones. The travel-focused ad group prioritized convenience and portability, using phrases such as “Travel Light, Smell Amazing” and “Quick Refresh Anywhere.” These headlines emphasize how Yaroma products fit naturally into busy lifestyles (see **Figure 3**).

Figure 3: Paid Search (Sample)



Sitelinks played an important supporting role in the campaign by providing additional navigation options directly within the search ad. For the Gen Z ad group, promotional sitelinks highlighting offers such as bundle discounts and fragrance sales were included to encourage immediate purchases. At the same time, For the clean beauty ad group, product-specific sitelinks directed users to individual items such as the Rose and Oud perfume or Sandalwood body cleanser. This combination of promotional and product-based sitelinks helps reduce friction in the customer journey by allowing users to navigate directly to relevant landing pages. In doing so, it increases the likelihood that users who click on the ad will proceed further down the purchase funnel.

3.8 Projected Performance Outcomes

After finalising the campaign structure, the next step was setting the campaign budget in Google Ads. To ensure the paid search activity remained within the allocated \$4,000 budget over six months, the daily budget was calculated by dividing the total budget by the campaign duration. This resulted in an average daily budget of approximately \$21.98. The second option suggested increasing the budget to SGD \$58.16 per day, which could generate 73 weekly conversions but at a higher cost per conversion of SGD \$5.53. However, this would exhaust the allocated budget in approximately 2 months and 9 days, resulting in an estimated 720 total conversions (see **Table 9**). Although Google Ads recommended the higher daily budget due to competitor spending levels, the first option was selected. Running the campaign for the full six months provides more time for optimisation and sustained brand visibility. It also delivers a lower cost per conversion and higher total projected conversions, making it the more cost-efficient strategy within the available budget.

Table 9: Paid Search Conversions

Option	Daily Budget	Weekly Conversion	Cost per Conversion	Weekly Cost	Revised Duration	Revised Duration	Total Conversions	Total Cost
1	\$21.98	45	\$3.35	\$153.86	6 months	26 weeks	1170	\$4,000.36
2	\$58.16	73	\$5.53	\$407.12	2 months, 9 days	9.86 weeks	720	\$4,014.20

4. Google Display Network (GDN)

Following the paid search campaign, \$8,000 of the total campaign budget was allocated to GDN over the same six-month campaign period. Display advertising was included to complement search by increasing brand visibility and mid-funnel engagement, particularly among users who may not yet be actively searching for Yaroma products.

To maintain consistency with the overall campaign structure, the display campaign was also organised into three ad groups reflecting the same audience segments used in paid search: Budget-Conscious Gen Z consumers, Self-Care and Clean Beauty Enthusiasts, and Busy Commuters and Travellers. The total display budget was evenly divided across the three segments, resulting in an average daily budget of approximately \$14.81 per ad group (see **Table 10**).

Given the relatively modest budget and the campaign's goal of driving product purchases, the Maximise Conversions bidding strategy was selected. This strategy allows Google's algorithm to automatically adjust bids in real time to generate the highest possible number of conversions within the available budget. For a smaller campaign, this approach helps maximise efficiency by directing spending toward users who are more likely to act.

4.1 GDN Ad Groups

Table 10: Ad Groups for GDN

Ad Group Targeting Options	Ad Group 1 (Fresh Graduates, Budget-Conscious Millennials and Gen Z)	Ad Group 2 (Self-Care and Clean Beauty Enthusiasts)	Ad Group 3 (Busy Commuters and Travellers Who Want Portable Essentials)
Audiences			
Detailed Demographics	Homeownership Status: rented	N/A	N/A
Affinity	Perfumes, Bargain Hunters	Sustainability, Eco Friendly Products, Perfumes, Beauty and Wellness	Beauty & Wellness, Travel, Perfumes, Travel Packing Tips
In-Market and Life Events	Perfumes & Fragrances	Bath & Body Products, Perfumes & Fragrances	Bath & Body Products, Perfumes & Fragrances
Custom Segments	affordable perfumes, perfume dupes website, fragrance dupes, perfumes dupes; Apps: Lemon8, TikTok	antioxidants, organic skincare brands, self-care, wellness, organic tea, natural skincare brands, supplements	top travel destinations; apps: Airbnb, Agoda, Klook, Google Maps
Demographics (AND condition within this set)			
Gender	Female and Male	Female	Female
Age	18-24	18-34	18-44
Parental Status	Not a parent	Parent, Not a parent	Parent, Not a parent
Household Income	Top 20% and lower	Top 40% and lower	Top 20% and lower
Content (AND condition within this set)			
Keyword	affordable perfume; perfume dupe; perfume sale singapore	natural; wellness; essential oil	travel perfume; mini skincare mini perfume; mini perfume sets; travel size toiletries; refillable travel perfume bottle; mini body

			wash; travel checklist packing; post workout skincare
Topic	Perfumes & Fragrances, Fraternities, Sororities & Student Societies	Bath & Body Products, Perfumes & Fragrances	Bath & Body Products
Placement	https://www.wahsoshiok.com/	https://www.fzine.com/	https://thesmartlocal.com/
Estimated Weekly Results	Impressions: 80K; Clicks: 270-1.3K; CTR: 1.63%	Impressions: 140K; Clicks: 440 - 2.1K; CTR: 1.5%	Impressions: 180K; Clicks: 440 - 2.1K; CTR: 1.17%

Targeting for the display campaign combined audience signals, demographic filters, and contextual placements. Because the ad groups were already built around specific lifestyle segments, the targeting approach focused on refining these audiences rather than expanding reach too broadly. This was important given the limited budget, as overly broad targeting could dilute impressions and reduce click-through performance.

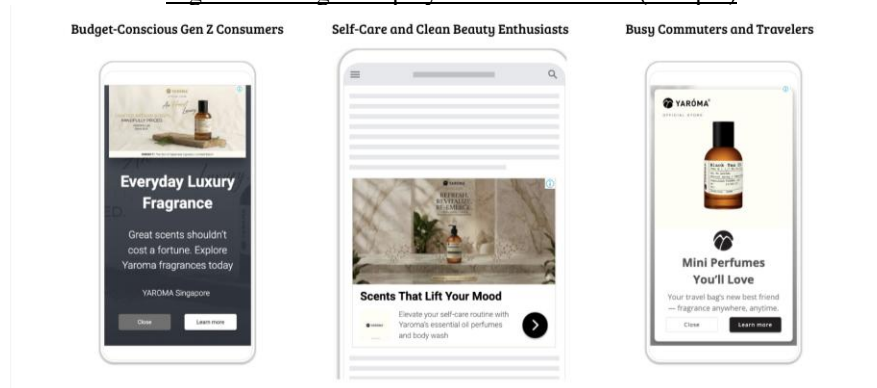
For Ad Group 1 (Budget-Conscious Gen Z), the targeting emphasised younger consumers who are likely to be experimenting with fragrance but remain price sensitive. The homeownership filter of “rented” was included because younger adults and fresh graduates are significantly more likely to rent rather than own property, making it a useful proxy indicator for this life stage. Affinity audiences such as Perfumes and Bargain Hunters further reinforced the focus on consumers who enjoy fragrance but are motivated by value. Custom segments were also created using search signals such as “affordable perfumes” and “perfume dupes.” The inclusion of apps such as TikTok and Lemon8 further aligns with Gen Z digital behaviour, as these platforms are widely used for beauty discovery and product recommendations. Additional contextual targeting included topics such as Perfumes and Fragrances as well as student communities like Fraternities, Sororities and Student Societies. These placements were chosen because they are associated with youth culture and student lifestyles, which increases the likelihood that the ads appear in environments relevant to younger audiences.

For Ad Group 2 (Self-Care and Clean Beauty Enthusiasts), the targeting focused more heavily on wellness-oriented audiences. Affinity categories included Sustainability, Eco-Friendly Products, Beauty and Wellness, and Perfumes, reflecting the values typically associated with the clean beauty movement. In-market audiences for Bath and Body Products and Perfumes were also included to capture users who are actively researching personal care products. Custom segments were built around interest signals such as organic skincare brands, antioxidants, wellness, natural skincare, and supplements. These keywords were selected because they reflect consumers who prioritise health, natural ingredients, and holistic wellbeing. Demographic filters were slightly broader for this group, targeting women aged 18–34, as this demographic is widely recognised as a core consumer base for self-care and clean beauty products.

For Ad Group 3 (Busy Commuters and Travellers), the targeting centred on mobility and convenience. Affinity audiences such as Travel, Beauty and Wellness, and Travel Packing Tips were selected to capture users planning trips or managing busy daily routines. In-market audiences for Bath and Body Products and Perfumes ensured that the ads still reached consumers interested in personal care. Custom segments further reinforced this travel-oriented behaviour by targeting

signals such as top travel destinations, as well as apps including Airbnb, Agoda, Klook, and Google Maps. These platforms are commonly used during trip planning and travel logistics, making them strong indicators of users who may benefit from portable personal care products. The demographic targeting was slightly broader for this group, covering women aged 18–44, as travel behaviour spans a wider age range.

Figure 4: Google Display Network Banners (Sample)



4.2 Projected Display Campaign Outcomes

With a daily budget of \$14.81 per ad group, the Google Display Network provided weekly performance projections for each audience segment. This meant that we were able to run this campaign over 6 months for \$4997. Ad Group 1 (Gen Z) was expected to generate approximately 80,000 impressions per week, with an estimated 270 to 1,300 clicks. At the higher end of this range, the click-through rate (CTR) could reach approximately 1.63%, indicating relatively strong engagement for display advertising. Ad Group 2 (Self-Care and Clean Beauty Enthusiasts) showed higher projected reach, with approximately 140,000 weekly impressions and 440 to 2,100 clicks, resulting in a potential CTR of around 1.5%. The larger impression volume likely reflects the broader interest in wellness and beauty topics across online content. Ad Group 3 (Travellers and Commuters) generated the highest projected reach, with approximately 180,000 weekly impressions and 440 to 2,100 clicks. However, the estimated CTR was slightly lower at around 1.17%, which may reflect the broader nature of travel-related content compared with the more product-focused audiences in the other segments.

Overall, these projections suggest that the display campaign can generate substantial brand exposure across all three segments while maintaining competitive click-through rates. The variation in impressions and CTR across the ad groups reflects differences in audience size and browsing behaviour, with travel content generating the largest reach and Gen Z fragrance content producing slightly higher engagement rates.

5. Search Engine Optimisation

Our Search Engine Optimisation (SEO) strategy focuses on optimising our website for Google searches. We have allocated zero budget for SEO for two reasons. First, SEO typically requires a lead time of 6 to 9 months to pay off, which is beyond the campaign's timeframe of 6 months and focus on entry into the Singapore market. Second, the cost requirements for Yaroma

to rank among the Top 2 for valuable keywords would likely exceed the campaign budget. Even with zero budget, our SEO strategy will continue to focus on improving Yaroma’s ranking for valuable keywords through on-page and off-page optimisation.

5.1 Keywords and Competitor Research

Based on our keyword research for SEM above, we have identified a total of 18 keywords across the three target audiences. To select keywords for our SEO strategy, we propose to focus on keywords based on three criteria. First, the keywords should have high intent. Second, the keywords should have a high search volume to be valuable. Third, the keywords should have few and/or weak competitors. In particular, we propose to focus on five keywords, namely “mini perfume sets”, “geranium leaf body cleanser”, “perfume online singapore”, “perfume sale singapore”, and “aesop singapore price” (see **Table 11**). The remaining keywords either have: (1) more than 100,000 competitors, (2) exceedingly strong top competitors by domain authority, namely Carousell, Tiktok, Amazon, Zalora, (3) low search volume, such as “affordable perfume”, “self care ritual”, “mini body wash”, etc., or (4) have low intent, such as “travel checklist packing”. The only exception was for “geranium leaf body cleanser”, which we prioritised despite a low search volume. This was because we are promoting it as the hero product, and we should capitalise on searches for it, rather than allow Aesop to be found for this keyword.

Table 11: Prioritisation of Keywords for SEO

Selected Keywords	Search Volume	Allintitle Results	Top Competitor	Domain Authority	Priority
perfume dupe	100 – 1K	195000	Carousell	89	2
essential oil perfume	100 – 1K	111000	Tiktok	97	2
natural body wash	100 – 1K	89500	Amazon	83	2
clean perfume	100 – 1K	78100	Zalora	71	2
affordable perfume	10-100	51700	Seraphine Scents	0.1	2
refillable travel perfume bottle	100 – 1K	35800	Amazon	83	2
travel size toiletries	100 – 1K	21800	Amazon	83	2
travel checklist packing	1K – 10K	15100	Omventure	4	2
self care ritual	10 – 100	10200	In Contact	13	2
mini body wash	10 – 100	8940	Shopee	83	2
mini perfume sets	100 – 1K	7870	iShopChangi	69	1
geranium leaf body cleanser	10 – 100	7000	Aesop	33	1
perfume online singapore	100 – 1K	4820	Aurel SG	24	1
perfume sale singapore	100 – 1K	3730	Perfume Store	17	1
night shower routine	10 – 100	2130	Lemon8	80	2
post workout skincare	10 – 100	1340	Fresh	70	2
aesop singapore price	100 – 1K	292	Aesop	33	1
le labo singapore price	100 – 1K	6	Lazada	91	2

5.2 Building Quality Website Content

Yaroma has an existing website, with a healthy site structure. It has its full list of products listed within its “/collections/all” slug, its news listed within its “/blogs/news” slug, and its contact listed within its “/contact” slug. It also has its full list of products individually within its “/products” slugs (see **Table 12**). The nesting of its URLs up to three levels also allows it to be easily indexed and crawled by search engines. Moreover, its URLs are meaningful, with the URL referring to its product or the title of its news article, and its page speed is acceptable, with a score of 100 for SEO for both Mobile and Desktop. To improve its SEO, however, we suggest four improvements to its website. First, to reduce the unnecessary nesting of its news sites, by choosing whether to keep the “/blogs” or “/news” slug. Second, to update its slug for its main products page, with “/products/all”. Third, to upload its sitemap to search engines, or to display it explicitly on its website, which is not currently available. Fourth, it could remove older URLs which are not linked to its main page, such as <https://yaroma.sitegiant.co/products/all-products>, and URLs which are hosted on a different domain, such as <https://www.yaroma.com.my/products/yaroma-fragrance-matcha>.

Table 12: Overview of Yaroma’s Site

Page Type	Page URL
Home	https://yaroma.co/
Products	https://yaroma.co/collections/all
News	https://yaroma.co/blogs/news
Contact	https://yaroma.co/pages/contact
Individual Product	https://yaroma.co/products/yaroma-fragrance-matcha-28-eau-de-parfum-50-ml
Individual Blog	https://yaroma.co/blogs/news/skin-scents-vs-strong-perfumes-which-lasts-better-in-daily-life
Cart	https://yaroma.co/cart

Yaroma currently has six blog posts, written from Jul 2024 to Dec 2025 (see **Table A-5**). Yaroma has done well in avoiding long paragraphs and in using bulleted and numbered lists. It has also done well in tagging its key questions as “h2”, and its paragraphs as “p” in html, which would allow efficient indexing. However, there are five areas of improvement. First, it should tag its tables in html to improve readability by search engines. Second, it should write longer articles of about 1800 to 2000 words, instead of the current 500 words. Third, it should focus on generating educational and informative content, instead of content that focuses on highlighting the strength of its products. Fourth, it should use a greater number of links to external websites. Fourth, it should create content more frequently. A proposed list of blog posts to boost Yaroma’s ranking on its identified keywords are outlined in **Table 13**.

Table 13: Blog Posts for Yaroma

Keyword	Article Title
Mini Perfume Sets	Best Mini Perfume Sets in Singapore for Trying New Scents
Mini Perfume Sets	Why Mini Perfume Sets Are the Perfect Way to Discover Signature Scents
Mini Perfume Sets	Mini Perfume Sets: The Ultimate Travel-Friendly Fragrance Option
Geranium Leaf Body Cleanser	Geranium Leaf Body Cleanser: Benefits for Skin and Well-Being
Geranium Leaf Body Cleanser	Why Geranium Leaf Body Cleanser Is Perfect for Singapore’s Humid Climate
Geranium Leaf Body Cleanser	The Skin Benefits of Geranium Leaf in Natural Body Cleansers
Perfume Online Singapore	Where to Buy Perfume Online in Singapore: A Complete Guide

Perfume Online Singapore	How to Choose the Right Perfume Online in Singapore
Perfume Online Singapore	The Benefits of Buying Perfume Online in Singapore
Perfume Sale Singapore	Perfume Sale Singapore: Where to Find the Best Deals
Perfume Sale Singapore	When Is the Best Time to Buy Perfume on Sale in Singapore?
Perfume Sale Singapore	A Guide to Finding Affordable Perfumes in Singapore
Aesop Singapore Price	Natural Body Cleanser Price Guide in Singapore
Aesop Singapore Price	Why Premium Body Cleansers Cost More in Singapore
Aesop Singapore Price	Understanding the Price of Natural Body Cleansers in Singapore

5.3 On-Page Optimisation

In order to improve its ranking for the five identified keywords, Yaroma will need to push a specific URL for each of its keywords, with the proposed list as in **Table 14**, corresponding to its most relevant product for each keyword. To that end, we propose to improve its on-page optimisation in three ways. First, we propose for the title tag to feature the desired keyword more prominently and in closer proximity to each other. Second, we propose to shorten some of its title tags to fit to prevent it from being cut off. Third, we propose for the meta description to be more readable, and to create a greater sense of urgency with a strong call to action.

Table 14: Current Title Tag, URL Structure and Meta Description

Keyword	URL Structure	Title Tag	Meta Description
Mini Perfume Sets	https://yaroma.co/products/yaroma-fragrance-matcha-28-eau-de-parfum-50-ml	YAROMA Fragrance Matcha 28 Eau De Parfum 50 ML ...	YARÓMA • MATCHA 28. Eau de Parfum — 50ml. Green • Creamy • Serene. Matcha 28 is a quiet moment captured in scent — soft, green, and deeply comforting.
Geranium Leaf Body Cleanser	https://yaroma.co/products/yaroma-geranium-leaf-essential-oil-body-cleanser-500ml	YARÓMA Geranium Leaf Body Cleanser – Gentle & Natural	Gentle natural body cleanser with geranium leaf essential oil — nourishes, refreshes & soothes skin. Vegan, cruelty-free. Free SG shipping on all orders.
Perfume Online Singapore	https://yaroma.co/products/yaroma-skin-13-eau-de-parfum-50ml	YAROMA Skin 13 Eau de Parfum - YARÓMA Singapore	Discover YARÓMA Skin 13 — a modern, clean unisex fragrance with soft musky woods & subtle fruit notes. Perfect everyday perfume. Free SG shipping.
Perfume Sale Singapore	https://yaroma.co/products/yaroma-sandalwood-eau-de-parfum-50ml	YAROMA Fragrance Sandalwood 88 Eau De Parfum 50 ...	YARÓMA Sandalwood — a rich, warm woody perfume with depth and sophistication. Long-lasting and unisex. Ideal for day or night wear. Free SG shipping.
Aesop Singapore Price	https://yaroma.co/products/yaroma-geranium-leaf-body-lotion-50ml	YARÓMA Geranium Leaf Body Lotion	YARÓMA Geranium Leaf Body Lotion — nourishing, plant-based hydration that soothes and softens skin. Light herbal scent and perfect for everyday use.

A proposed version of the title tags and meta description for each of the keywords and URLs are outlined in **Table 15**.

Table 15: Proposed Title Tags and Meta Descriptions for On-Page Optimisation

Keyword	Improved Title Tag	Improved Meta Description
Mini Perfume Sets	Mini Perfume Sets – YARÓMA Matcha 28 Eau de Parfum	Discover YARÓMA Matcha 28 from our mini perfume sets. Green, creamy and calming scent perfect for everyday wear. Shop now and enjoy fast Singapore delivery.
Geranium Leaf Body Cleanser	Geranium Leaf Body Cleanser – YARÓMA Natural Formula	Refresh your skin with YARÓMA’s geranium leaf body cleanser. Gentle, nourishing and vegan-friendly for daily use. Order today and enjoy free SG shipping.
Perfume Online Singapore	Perfume Online Singapore – YARÓMA Skin 13 Eau de Parfum	Looking for perfume online in Singapore? Discover YARÓMA Skin 13 – a clean, musky fragrance with subtle fruity notes. Shop now with free SG shipping.
Perfume Sale Singapore	Perfume Sale Singapore – YARÓMA Sandalwood Perfume	Explore our perfume sale in Singapore. YARÓMA Sandalwood features a warm woody scent that lasts all day. Limited stock available – order now with free delivery.
Aesop Singapore Price	Natural Geranium Body Lotion Singapore – YARÓMA	Discover YARÓMA Geranium Leaf Body Lotion – a nourishing botanical formula that softens and hydrates skin. Shop today and experience natural daily care.

5.4 Off-Page Optimisation

According to ahrefs, Yaroma currently has a domain authority of 1.1, with a total of 13 backlinks from 2 linking websites, namely from Yaroma’s other website and Dondo AI. Besides Seraphine Scents, this makes it significantly weaker than its competitors. According to ahrefs, the Top 5 backlinks that its top competitors are using for each keywords that Yaroma seeks to rank on are as outlined in **Table 16**.

Table 16: Top 5 Backlinks for Competitors

Selected Keywords	Top Competitor	Domain Authority	Top 5 Backlinks (Domain Authority)
mini perfume sets	iShopChangi	69	Trip.com (86), Oppo (85), Singapore Air (82), Wiki Voyage (82), Oura (81)
geranium leaf body cleanser	Aesop	33	CNA Lifestyle (86), Employment Hero (78), Visit Singapore (78), Marina Bay Sands (74), Vogue (74)
perfume online singapore	Aurel SG	24	WIKIHOW (91), Silver Kris (82), Bright Side (75), Trendencias (72), Hardware Zone (71)
perfume sale singapore	Perfume Store	17	Best in Singapore (75), Hardware Zone (71), Glass Door (65), Daily Vanity (58), Vanilla Luxury (57)
aesop singapore price	Aesop	33	CNA Lifestyle (86), Employment Hero (78), Visit Singapore (78), Marina Bay Sands (74), Vogue (74)

Given that we have not set aside any budget for securing backlinks, we propose to start sourcing backlinks from sites that have been proven to work for our competitors. While the majority of these may not be free, these would have a high payoff should Yaroma have the opportunity to be featured. The proposed links of sites to obtain backlinks from are as shown in **Table 17**.

Table 17: Proposed Links of Sites for Backlinks

Selected Keywords	Backlinks	Authority	Link Type
mini perfume sets	Trip.com	86	Brand Link
	Wiki Voyage (82)	82	Brand Link
geranium leaf body cleanser	CNA Lifestyle	86	Brand Link
	Visit Singapore	78	Brand Link
	Vogue	74	Brand Link
perfume online singapore	Wikihow	91	Brand Link
	Silver Kris	82	Brand Link
	Hardware Zone	71	Naked Link
perfume sale singapore	Best in Singapore	75	Brand Link
	Hardware Zone	71	Naked Link
	Glass Door	65	Brand Link
	Daily Vanity	58	Brand Link
	Vanilla Luxury	57	Brand Link
aesop singapore price	CNA Lifestyle	86	Brand Link
	Visit Singapore	78	Brand Link
	Vogue	74	Brand Link

In addition, we will source for backlinks from channels with high authority, such as news and government sites, leveraging our unique status as a small-scale startup. The proposed links of sites to obtain backlinks from are as shown in **Table 18**.

Table 18: High Authority Backlinks

Name	URL	Angle	Authority	Link Type
Enterprise SG	www.enterprisesg.gov.sg	SME	77	Brand Link
IMDA	www.imda.gov.sg	Digitalisation	81	Brand Link
MSE	www.mse.gov.sg	Sustainability	63	Brand Link
CNA	www.channelnewsasia.com	Startup	86	Brand Link
Straits Times	www.straitstimes.com	Startup	89	Brand Link
SMU (IIE)	www.smu.edu.sg	Startup	79	Brand Link
NUS	www.nus.edu.sg	Chemical Research	86	Brand Link

6. Finance Performance Projections

A summary of the sales projection for Yaroma through this digital marketing strategy is as outlined in **Table 19**. With a total spend of about \$20,000, we expect a total of about 2,147 conversions, with a 6-month revenue of \$124, 527.74. We also expect each month to be profitable, with the revenue in each month above the projected spend as shown in **Table 20**.

Table 19: Projected Spend, Conversion and Revenue across different media

Channel	Cost (\$)	Conversions	6-Month Revenue (\$)*
Social media	7705.00	257.25	14,920.50
Paid Search and Google Display Network	12014.56	1889.78	109,607.24
Total	19719.56	2147.03	124,527.74

*Assuming one conversion is equal to one sale of body cleanser

Table 20: Projected Spend, Revenue and Conversion of Yaroma over 6 months

Month	Projected Spend (\$)	Estimated Conversions	Projected Revenue (\$)
1	10,615.59	729.25	42,296.50
2	2,910.59	472.00	27,376.00
3	2,039.35	315.78	18,315.24
4	1,282.11	180.00	10,440.00
5	1,282.11	180.00	10,440.00
6	1,589.83	270.00	15,660.00
Total	15,719.56	2,147.03	124,527.74

6.3 Financial Performance Analysis

The projected 6-month digital marketing campaign for Yaroma aims to transition the brand from market entry to a position of established profitability. Based on a total media investment of \$19,719.56, the campaign is forecasted to generate \$124,527.74 in revenue. This result yields a Return on Ad Spend (ROAS) of 6.31. With an 87% Gross Margin, the campaign delivers a gross Profit of \$108,339.13 and a Net Campaign Profit of \$92,619.57 as shown in **Table 21**. The primary objective of the strategy was to achieve a breakeven point of 400 units within 6-months. The financial analysis confirms that the campaign achieves financial breakeven within Month 1, as the initial gross profit of \$36,797.96 far exceeds the total required units and initial media buy. By the sixth month, with an estimated 2,147 conversions, the campaign will have demonstrated the scalability of Yaroma's value proposition in Singapore. The healthy net profit provides a robust foundation for reinvestment.

Table 21: Financial Overview after 6 Months

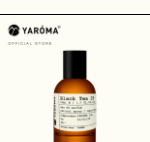
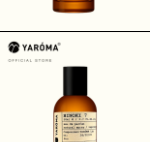
Item	Value
Total Revenue	\$124,527.74
COGS (13%)	\$16,188.61
Gross Profit	\$108,339.13
Marketing Spend	\$15,719.56
Net Profit	\$92,619.57

7. Conclusion

In conclusion, by adopting a prudent and disciplined marketing approach, we are confident that Yaroma can successfully establish itself within Singapore's competitive masstige beauty market. Through a targeted full-funnel digital strategy, the brand can efficiently build awareness, trust, and conversions among carefully selected consumer segments while ensuring that marketing investments translate into measurable returns. At the same time, strengthening digital content, influencer partnerships, and user-generated content will help bridge the trust gap typically faced by new beauty brands. As the brand gains traction and begins generating customer data and revenue, reinvesting into lookalike audiences, retargeting strategies, and product bundles will support sustainable growth and higher customer lifetime value. By consistently reinforcing its positioning as a fragrance brand designed for warm and humid climates, Yaroma can build a distinctive identity and gradually establish itself as a credible local player in Singapore's fragrance and body care market.

Appendix

Table A-1: Details of Yaroma's Products and Pricing

Product Name	Product Image	Pre-Discount Price (SGD)	Post-Discount Price (SGD)
YAROMA Fragrance Matcha 28 Eau De Parfum 50ml		160	80
YAROMA Fragrance Skin 13 Eau de Parfum 50ml		160	80
YAROMA Fragrance Sandalwood 88 Eau De Parfum 50ml		160	80
YAROMA Fragrance Leather 9 Eau De Parfum 50ml		160	80
Yaroma Fragrance Black Tea 29 Eau de Parfum 50ml		160	80
Yaroma Fragrance Eidos 3 Eau de Parfum 50ml		160	80
YAROMA Tuileries Rose 99 Eau De Parfum 50ml		160	80
Yaroma Fragrance Hinoki 7 Eau de Parfum 50ml		160	80
YAROMA Geranium Leaf & Bergamot Fruit Essential Oil Body Cleanser 50ml		12	5
YAROMA Geranium Leaf & Bergamot Fruit Essential Oil Body Cleanser 500ml		58	24

Product Name	Product Image	Pre-Discount Price (SGD)	Post-Discount Price (SGD)
YAROMA Sandalwood Nutritious Nourishing Luxurious Body Cleanser 50ml		12	5
YAROMA Sandalwood Nutritious Nourishing Luxurious Body Cleanser 500ml		58	24
YAROMA Amino Shampoo Hair Fall Control Scalp Refreshing Rosemary & Lavender 50ml		24	10
YAROMA Amino Shampoo Hair Fall Control Scalp Refreshing Rosemary & Lavender 500ml		95	40
YAROMA Botanical Treatment Conditioner Hydrating Smoothing Silicone-Free Natural Care 50ml		36	15
YAROMA Botanical Treatment Conditioner Hydrating Smoothing Silicone-Free Natural Care 300ml		96	40
YAROMA Blood Orange Hand Balm 50ml		20	10
YAROMA Geranium Leaf Essential Oil Avocado Shea Butter Body Lotion 50ml		20	10
YAROMA Geranium Leaf Essential Oil Rinse-Free Hand Wash Sanitiser Antibacterial 50ml		20	8
YAROMA Peppermint Leaf Intimate Wash 50ml		20	10

Figure A-1: Visuals for Social Media Campaign 1



Figure A-2: Visuals for Social Media Campaign 2

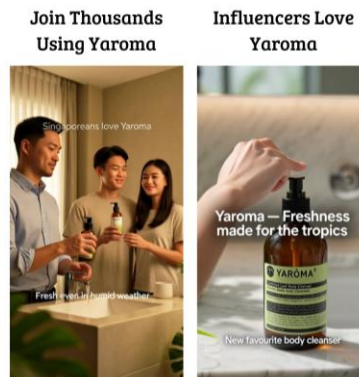


Figure A:3: Visuals for Social Media Campaign 3

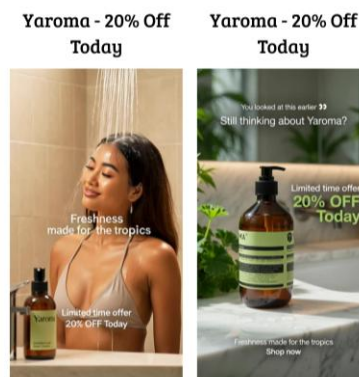


Figure A-4: Mockup of Carousell for Social Media Campaign 4



Figure A-5: Other Visuals for Social Media Campaign 4

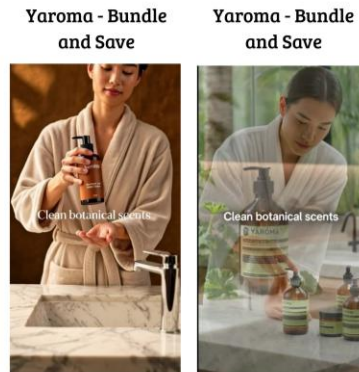


Table A-2: Headline, Primary Text, Description and Call to Action for Meta Video Ads

Campaign	Title	Headline	Primary Text	Description	Call to Action
1, 5	Yaroma – Made for Warm Climates	Fragrance That Works in the Heat	Most perfumes turn heavy or sour in humid weather. Yaroma is designed for warm climates with light, clean, skin-like scents that stay fresh all day.	Built for tropical weather.	Learn More
1, 5	Yaroma – Made for Men and Women	One Scent for Everyone	Fresh, balanced scents that work for both men and women. Clean, subtle, and never overwhelming — perfect for everyday wear.	Gender-neutral scents for daily life.	Learn More
1, 5	Yaroma – Made with Natural Ingredients	Natural Ingredients, Better Skin	Yaroma soaps and fragrances use natural ingredients like Geranium and Bergamot to refresh both your skin and your mood.	Natural care for skin and mind.	Learn More
1, 5	Yaroma – Made for the Next Generation	A New Kind of Fragrance	Minimal, modern scents designed for the next generation. Light, fresh, and made for everyday living.	Fresh scents for modern lifestyles.	Learn More
1, 5	Yaroma – Made for Self Care	Your Everyday Self-Care Ritual	Turn your daily routine into a moment of calm. Natural scents that help you unwind after a long day.	Elevate your daily routine.	Learn More
1, 5	Yaroma – Made for Busy Commuters	Stay Fresh All Day	Long days, crowded trains, hot weather — Yaroma keeps you feeling fresh wherever the day takes you.	Fresh from morning to night.	Learn More

2	Join Thousands Using Yaroma	People Are Switching to Yaroma	Thousands are choosing Yaroma for its light, clean scents made for humid climates. See why people are making the switch.	Loved by our community.	Shop Now
2	Influencers Love Yaroma	Why Influencers Love It	Influencers across Singapore are talking about Yaroma — fresh scents that actually work in tropical weather.	See what everyone's talking about.	Shop Now
3	Yaroma – 20% Off Today	Limited Time: 20% Off	Thinking about trying Yaroma? Enjoy 20% off today and experience scents made for warm climates.	Limited-time offer.	Shop Now
4	Yaroma – Bundle and Save	Save More with Bundles	Love the scent? Get more value with our bundles and complete your daily fragrance routine.	Bundle and save today.	Shop Now

Table A-3: Headline, Primary Text, Description and Call to Action for Meta Carousel Ad

Element	Product	Headline	Description	CTA
Primary Text (Entire Carousel)	–	–	Discover Yaroma's natural body care collection designed for warm climates. Clean ingredients, fresh scents, and lightweight formulas that keep you feeling fresh all day. Swipe to explore.	–
Card 1	Geranium Leaf Body Lotion	Lightweight Daily Hydration	Nourish your skin with geranium, avocado and shea butter for soft, refreshed skin.	Shop Now
Card 2	Amino Shampoo	Stronger, Healthier Hair	Amino-based shampoo with rosemary and ginkgo to strengthen hair and support scalp health.	Shop Now
Card 3	Geranium Leaf Body Cleanser	Fresh Botanical Cleanse	A refreshing body wash with geranium and bergamot to gently cleanse and energise your skin.	Shop Now
Card 4	Peppermint Leaf Intimate Wash	Gentle Daily Freshness	A soothing intimate wash with peppermint and tea tree for natural freshness and comfort.	Shop Now
Card 5	Sandalwood Body Cleanser	Warm, Relaxing Cleanse	A calming sandalwood body cleanser that refreshes and relaxes after a long day.	Shop Now

Table A-4: Top Competitors for Keywords

Selected Keywords for Paid Search	Search Volume	Allintitle Results	Top Competitor	No. 1 Competitor
affordable perfume	10-100	51700	Seraphine Scents	https://seraphinescents.com/pages/affordable-perfume-singapore?srsltid=AfmBOooTqsc5MFhZKaNaE4xO2uZ_57W6u7sKFE2nnSYzi3xWZGqPesP0
perfume dupe	100 – 1K	195000	Carousell	https://www.carousell.sg/dupe-perfume/q/
perfume online singapore	100 – 1K	4820	Aurel SG	https://aurelsg.com/collections/for-men
le labo singapore price	100 – 1K	6	Lazada	https://www.lazada.sg/tag/le-labo-takashimaya/
aesop singapore price	100 – 1K	292	Aesop	https://www.aesop.com.sg/pages/price-list?srsltid=AfmBOorL2WBHhvpYK-9C64GlA6YCyc2g56MCAy1yZ0Q0jBzVYi6DF6If

perfume sale singapore	100 – 1K	3730	Perfume Store	https://www.perfumestore.sg/product-tag/sale/?srsltid=AfmBOop4WUw22RaoFADdLkj5Gt97mZcO6XwsjtC9dXcTtFRH3-bJg-CZ
clean perfume	100 – 1K	78100	Zalora	https://www.zalora.sg/c/women/beauty/perfume/clean/c-449/scat-13147/b-5265
<u>self care ritual</u>	10 – 100	10200	In Contact	https://incontact.com.sg/self-care-ritual/
natural body wash	100 – 1K	89500	Amazon	https://www.amazon.sg/natural-body-wash/s?k=natural+body+wash
geranium leaf body cleanser	10 – 100	7000	Aesop	https://www.aesop.com.sg/products/geranium-leaf-body-cleanser?srsltid=AfmBOorl3e31O8lFL4BIozWm2lEsIJx0YG3HrLjEQmCBSStu-gS9SupQU
essential oil perfume	100 – 1K	111,000	Tiktok	https://shop.tiktok.com/us/k/essential-oil-perfume-singapore
night shower routine	10 – 100	2130	Lemon8	https://www.lemon8-app.com/arianaatwater/7220507000198038021?region=us
mini perfume sets	100 – 1K	7870	iShopChangi	https://www.ishopchangi.com/en/category/beauty/beauty-fragrance/fragrance-kits-and-coffrets
travel size toiletries	100 – 1K	21800	Amazon	https://www.amazon.sg/travel-size-toiletries/s?k=travel+size+toiletries
refillable travel perfume bottle	100 – 1K	35800	Amazon	https://www.amazon.sg/Refillable-Perfume-Portable-Atomizer-Container/dp/B083JL4CNV
mini body wash	10 – 100	8940	Shopee	https://shopee.sg/Mini-Lux-Body-Wash-80ml-i.668126194.27471239145
travel checklist packing	1K – 10K	15100	Omventure	https://www.omventure.com/blog/packing-checklist-for-foreign-international-overseas-travel
post workout skincare	10 – 100	1340	Fresh	https://www.fresh.com/sf/stories-expert-advice/article-post-workout-skincare-tips.html?srsltid=AfmBOoqP_QkN5NtchlYLnBOHJDqZSmQs5bl6a_s0_sL04wAKahPD_8_i

Table A-5: Yaroma's Blog Posts

Article Title	Date	URL
Skin Scents vs Strong Perfumes – Which Lasts Better in Daily Life?	December 4, 2025	https://yaroma.co/blogs/news/skin-scents-vs-strong-perfumes-which-lasts-better-in-daily-life
How to Choose a Daily Perfume for Singapore Weather	December 4, 2025	https://yaroma.co/blogs/news/how-to-choose-a-daily-perfume-for-singapore-weather
The Unisex Perfume Taking Over Singapore – Fresh, Modern & Addictive	December 4, 2025	https://yaroma.co/blogs/news/the-unisex-perfume-taking-over-singapore-fresh-modern-amp-addictive
Why Men Should Use Intimate Wash?	January 3, 2025	https://yaroma.co/blogs/news/why-men-should-use-intimate-wash

Geranium Leaf Body Cleanser by YARÓMA	July 21, 2024	https://yaroma.co/blogs/news/geranium-leaf-body-cleanser-by-yaroma
Sandalwood Body Cleanser by YARÓMA	July 21, 2024	https://yaroma.co/blogs/news/sandalwood-body-cleanser-by-yaroma

References

Beauty Matter. (2023). *How Soon Will Aesop Become a Billion-Dollar Brand for L'Oréal?* Retrieved from: <https://beautymatter.com/articles/will-aesop-become-a-billion-dollar-brand-for-loreal>

Lebesgue. (2025). Facebook Ads Benchmarks by Industry for 2025. Retrieved from <https://lebesgue.io/facebook-ads/facebook-benchmarks-by-industry-ctr-cpm-cr-and-cac>

Madgicx. (2025). *Meta Ads Benchmarks by Industry: 2025 Guide for E-commerce*. Retrieved from: <https://madgicx.com/blog/meta-ads-benchmarking>

Oberlo. (2025) *Add-to-Cart Conversion Rate By Industry [Sep 2022 Update]*. Retrieved from: <https://www.oberlo.com/statistics/add-to-cart-conversion-rate>

Primer. (2025). *Understanding Average Cart Abandonment Rates | Primer*. Retrieved from: <https://primer.io/blog/understanding-average-cart-abandonment-rates-industry-benchmarks-and-best-practic>

Reuters. (2025). *Gen Z shoppers can't get enough of perfumes. Coty, Estee are benefiting*. Retrieved from <https://www.reuters.com/business/retail-consumer/gen-z-shoppers-cant-get-enough-perfumes-coty-estee-are-benefiting-2025-11-07/>

Shopee. (2026). *Yaroma Geranium Leaf Bergamot Fruit Essential Oil Body Cleanser*. Retrieved from: https://shopee.com.my/YAROMA-Geranium-Leaf-Bergamot-Fruit-Essential-Oil-Body-Cleanser-i.1139306445.22988555169?extraParams=%7B%22display_model_id%22%3A265051637118%2C%22model_selection_logic%22%3A2%7D

Shopee. (2026). *Yaroma Sandalwood Nutritious Nourishing Luxurious Body Cleanser Hydrating and Calming*. Retrieved from: https://shopee.com.my/YAROMA-Sandalwood-Nutritious-Nourishing-Luxurious-Body-Cleanser-Hydrating-and-Calming-i.1139306445.22063055114?extraParams=%7B%22display_model_id%22%3A147843578652%2C%22model_selection_logic%22%3A2%7D

Varos. (2024). Facebook, Google & TikTok Ads Benchmarks for Personal Care Brands. Retrieved from <https://www.varos.com/paid-media-benchmarks-personal-care>

WordStream. (2025). Facebook Ads Benchmarks 2025: New Data, Trends, & Insights for Your Industry. Retrieved from <https://www.wordstream.com/blog/facebook-ads-benchmarks-2025>