



How To Build An Effective Gen Z Influencer Program For Your Clean Beauty Company

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Introduction



Clean beauty can be a dirty word. Due to a lack of government regulations, cosmetic companies are the self-regulating arbitrators of what they perceive as clean beauty products.

After all, the beauty sector is a saturated market that inundates customers with countless choices. In reality, only a few brands deliver on their clean beauty promises.

Since companies distribute self-promoting materials, customers turn to other sources of information to make informed buying decisions. One of the most prevalent information-gathering techniques is digital influencer marketing.

Consequently, digital influencers help inform customers about what is happening within the industry and a company's products.

To stand out in the marketplace, this white paper helps your clean beauty company build an influencer program.

The paper will delve into Gen Z's clean beauty attitudes, beliefs, and placement on the diffusion of innovation graph.





Target Audience



Methods



**What is a
Social Media
Influencer?**



**What are Gen Z's
attitudes and
beliefs about
influencers?**



**How does Gen
Z use social
media?**



**How does
Gen Z view
beauty?**



**What does Gen Z
consider when
adopting a new
product?**



**Your
Influencer
Program**



Summary





Target Audience

- ☐ The white paper's target audience is companies targeting Gen Z.
- ☐ Anyone born after 1997 is considered part of Gen Z.
- ☐ As digital natives, Gen Z incorporates technology into their daily life.
- ☐ Digital Native: Familiar with computers, digital technology and internet since childhood.
- ☐ Gen Z is a complex generation that requires brand accountability before making purchasing decisions because it considers socio-political issues during product selections.
- ☐ Gen Z believes that digital influencers provide honest product reviews and recommendations.





The researcher conducted a 31 question (29 quantitative and 2 qualitative) survey to learn how Gen Z views influencers and clean beauty. Of the 300 survey takers, 289 individuals met the target audience criteria and proceeded to the survey.



What is a Social Media Influencer?





Four main themes provide definitions, criteria, and actions a social media influencer needs to take, according to Gen Z. When crafting an influencer program, companies should keep the following in mind.



Theme I: You're Lost? Don't Worry, Follow Me

Theme II: Promote, Promote, Promote

Theme III: Influential

Theme IV: Content Creator





Theme I: You're Lost? Don't Worry, Follow Me



Criteria

Social media influencers need to have a following to be effective. Having more followers can improve their impact.

Theme II: Promote, Promote, Promote



What Can Influencers Promote?

- Brands
- Companies
- Ideas
- Items
- Products
- Services
- Techniques
- Trends
- Themselves



Theme III: Influential



What Can Influencers Influence?

A social media influencer can influence a person, opinion, or behavior.



Theme IV: Content Creator



Why Do Influencers Create Content?

The purpose of content can range from entertaining audiences to generating income.



**What are Gen Z's
attitudes and beliefs
about influencers?**



What is an influencer's purpose?

Top 3

Use their platform to sell a product or service.

Educate their followers on a product or service.

Collaborate with brands to create distinct products or services.



Influencer's role in Gen Z's CLEAN BEAUTY purchasing decisions.

Key Points

**Teach followers about
product's benefits.**

**Teach followers about the
product's drawbacks before
purchasing it.***

*Influencer training and monitoring
are essential to avoid backlash.

**Give sneak peek of upcoming
trends and show how a product
is made.**



**How does Gen Z
use social
media?**



**How does Gen Z use
social media?**

🔍 Social Media Platforms ×



Summary



While there are many social media platforms, participants mainly use Instagram, TikTok, and Snapchat. Twenty-five participants wrote in BeReal.





What is BeReal?

BeReal is a French social media app platform where people "post unvarnished glimpses of their everyday lives during a constantly changing 2-minute window each day. Posts come in the form of photos" (Goggin, 2022).

Since April 2022, "BeReal has been one of the top 10 most downloaded free social networking apps for iPhones nearly every day" (Goggin, 2022).

BeReal has both pros and cons.
Pro: Like your clean beauty company, BeReal promotes being authentic and unvarnished.
Con: As a new platform, risk is high – monitoring its reliability is essential.





Most Engaging Influencer Content

Top 3



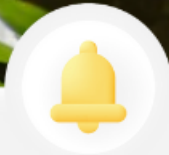
Video: Discussing the product's purpose, benefits, drawbacks, price point, etc. When talking about drawbacks, influencer training and monitoring are essential to avoid backlash.



Other: Social media influencers could discuss current topics or include product links on social media.



Unboxings: When an influencer unboxes products (purchased or gifted) they highlight the products' packaging, color and benefits while being recorded for their audience.



**How does Gen Z
view beauty?**



Factors consumers take into consideration when making cosmetic purchasing decisions.

Top 3



Compatibility:
Correct shade,
color, etc.



Price



Brand



**What inspires consumers'
purchasing decisions?**

Top 3



Friends & Family



**Social Media
Influencers**



**Advertisements
(online or in
print)**



**What does Gen Z consider
when adopting a new product?**



Diffusion of Innovation Theory

We all know people are different - and it's valuable to know how open your customers will be to new products or ideas.

Researchers have boiled those traits down to 5 categories:
Innovators, Early Adopters, Early Majority, Late Majority, and Laggards



Diffusion of Innovation Theory

Influencers are a part of the **Early Adopter** group.

Early Adopters are comfortable with change and enjoy sharing information about recently purchased products.

Most survey takers viewed themselves as part of the **Early or Late Majority** categories.

Early Majority consists of people who buy products when needed and seek information about a product before purchase. Success stories and reviews can help them in their purchasing decisions.

Late Majority does not like change. This group does rely on peers for advice and value simplicity and affordability. Price determines if this group wants to buy a product.



What groups do not include Gen Z?

Most respondents **did not** view themselves as a part of the **Innovators** or **Laggards** categories.

Innovators enjoy the risk of being the first to try a new product.

Laggards do not enjoy change and only purchase a product to replace one in current use.



YOUR INFLUENCER PROGRAM





Why your company should have a social media influencer!

Build awareness about company products, services, and standards among Gen Z.

Educate Gen Z audiences about industry happenings (technological advances in packaging), insider knowledge (knowing what words like clean or natural mean), and brand position (where your company is on the scale from 1-clean).

Recognize Gen Z's emerging position in the market and establish communication channels on their preferred social media platforms.

Create a connection between customers and the company.



What is an influencer's role regarding Gen Z?


Educate their audience about clean beauty concepts, buzzwords, and products.

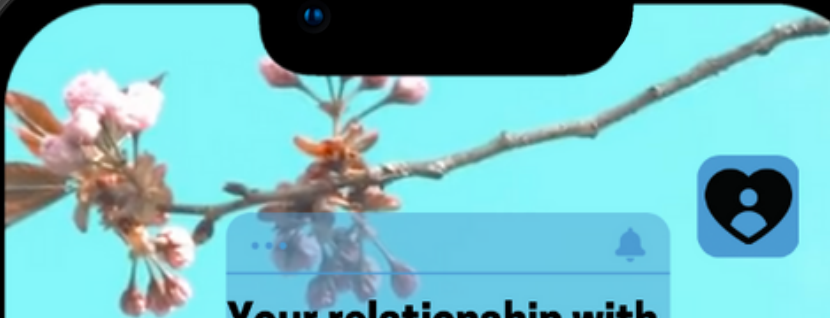
Promote a company's products by posting their content, such as unboxings and product links, to their social media platforms (i.e., Instagram, TikTok, BeReal, Snapchat).

Maintain awareness of and adhere to the regulatory requirements of their role.

Maintain and grow both the company's and influencer's following.

Create videos that discuss products' benefits and price points.





Your relationship with your influencers

Define a clear goal for your influencers.

**Ongoing training will help influencers be effective
brand and clean beauty ambassadors.**

**Provide influencers with talking points to choose
from.**

**Approve influencer content before it's sent to
followers, to reduce misinformation.**

Monitor influencer posts and follower engagement.



Social Media: TikTok

Why TikTok?

TikTok allows users to create 15-second, 1-minute, or 3-minute videos. Gen Z finds videos to be the most engaging influencer content. Videos can educate, market, or build awareness of a product or brand.

Before Posting

TikTok requires any paid partnership to be clearly stated in the video. To find out how to create a paid partnership or for the most updated information, please go to TikTok's website for more information.

Ideas For A Post

Unboxings, makeup tutorials, and factory/headquarters tour.



Caption

The first part of the caption needs to grab the social media user's attention. The caption's overall goal is to differentiate your product from competitors. Gen Z values simple language that discusses a product's price, friends' reactions to it, or how it is made.

Regulatory

The influencer **must** clearly state that this post is a part of a paid partnership with a brand. Failure to state this could result in litigation and financial penalty.

Tag

Influencers should be encouraged to tag other Instagram accounts and campaign personnel (i.e., photographers, makeup artists, etc.) to expose previously unengaged or potential Gen Z customers to the company's brand.

Hashtags

Hashtags give Instagram posts more exposure. Influencers need to determine an optimal amount of hashtags that will not annoy their audience.



Example of an Instagram post for a clean beauty company.



influencer1_2_3_ and clean beauty company

Paid partnership · influencer1_2_3

[View insights](#)

[Boost post](#)



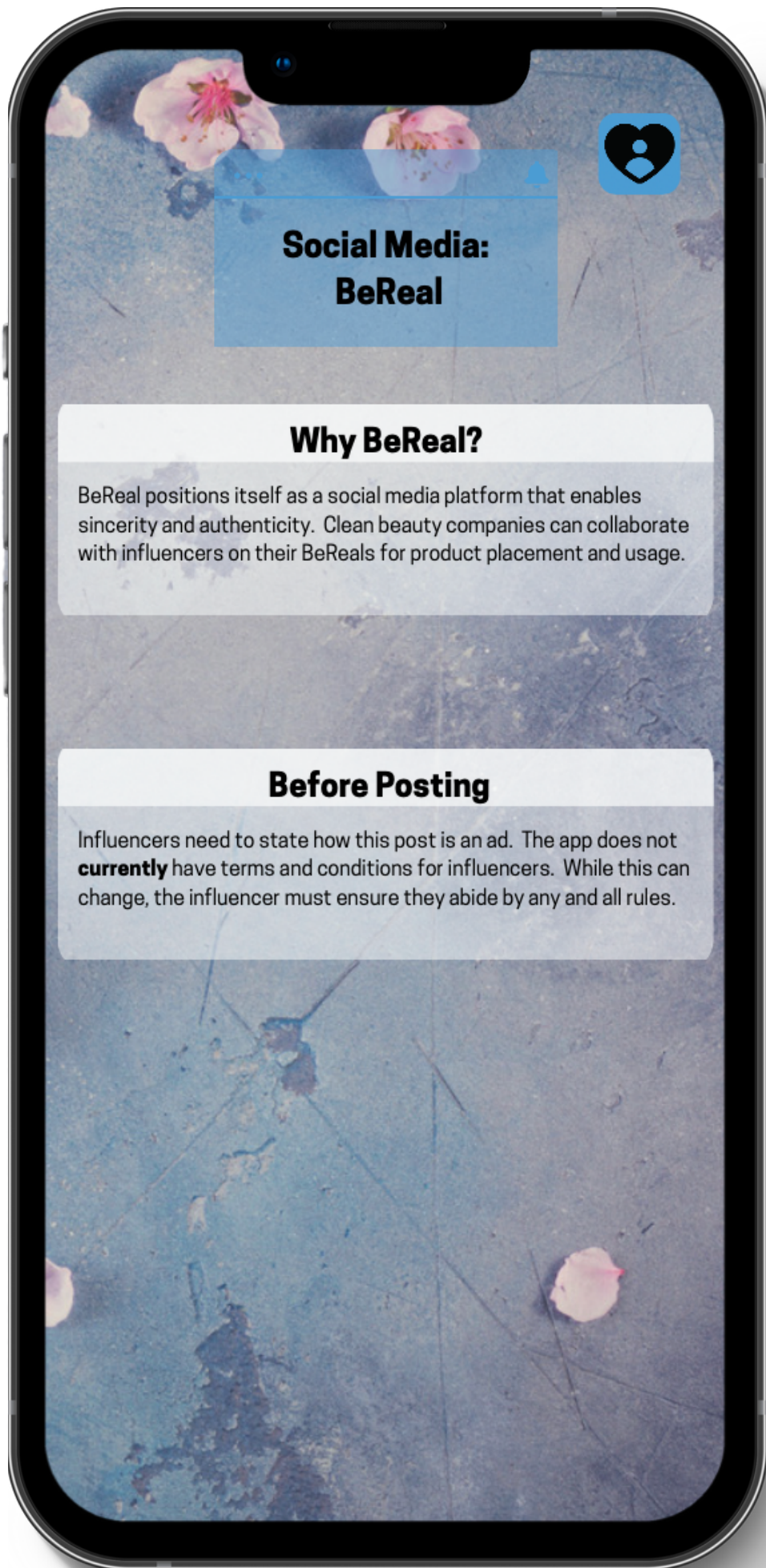
influencer1_2_3_ #ad

I spy with my little eye an eye-opening mascara!
[@cleanbeautycompany](#)'s new natural mascara line only
uses the best ingredients and is 100% organic!

-
-
-

[#cleanbeauty](#) [#mascara](#) [#makeup](#) [#eyes](#)

3 minutes ago



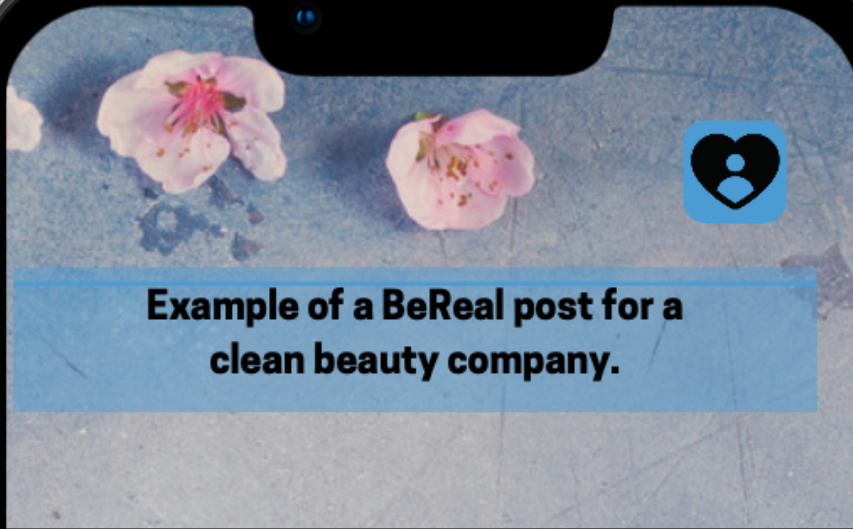
Social Media: BeReal

Why BeReal?

BeReal positions itself as a social media platform that enables sincerity and authenticity. Clean beauty companies can collaborate with influencers on their BeReals for product placement and usage.

Before Posting

Influencers need to state how this post is an ad. The app does not **currently** have terms and conditions for influencers. While this can change, the influencer must ensure they abide by any and all rules.



**Example of a BeReal post for a
clean beauty company.**

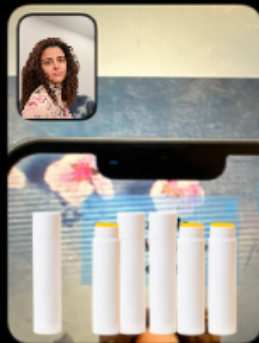
6:51 ↗



BeReal.



My Friends Discovery



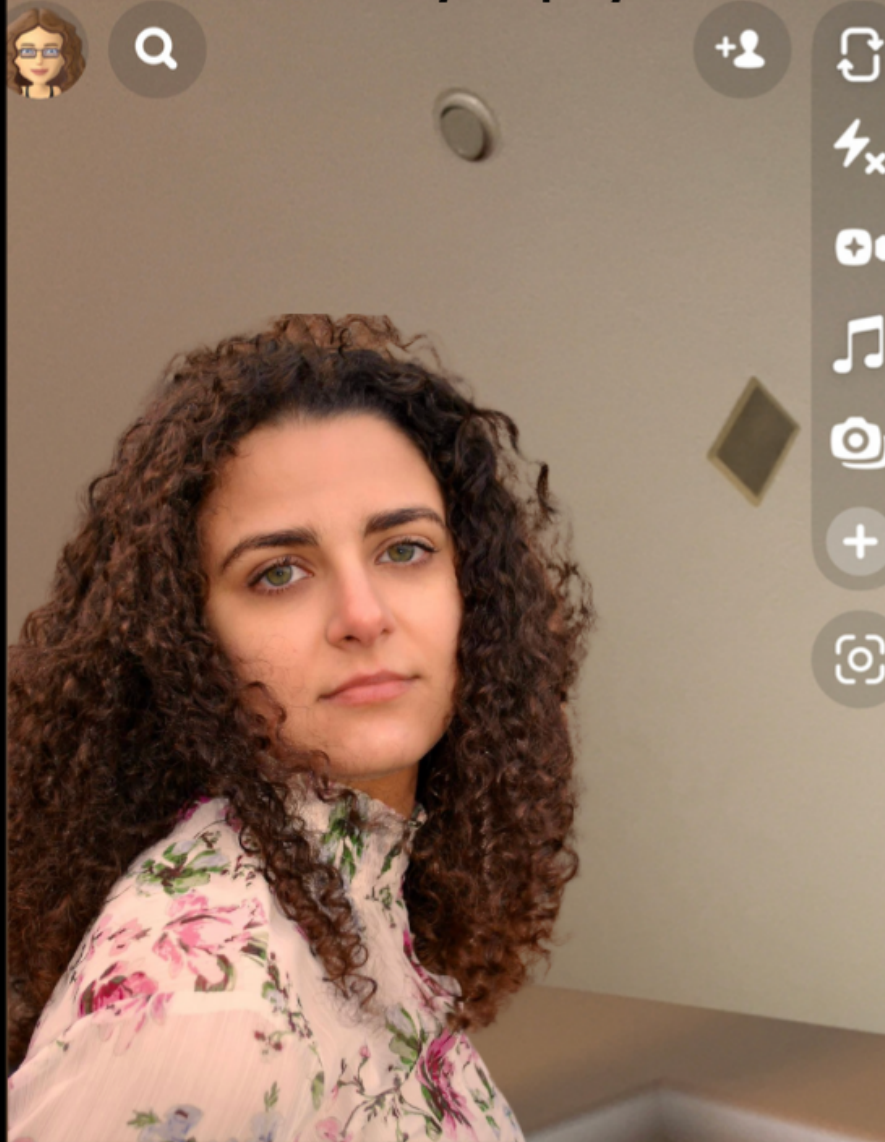
My @cleanbeautycompany lip balm is amazing!! I just ordered more!

#AD
3 min Late ...





**Example of a Snapchat filter for a
clean beauty company.**



**EYE-OPENING
EXPERIENCE**

INSERT PRODUCT NAME AND NAME
OF CLEAN BEAUTY COMPANY



The QR Code that sends a person to the product purchasing page.



Summary

Your company will benefit from a Gen Z focused influencer program!

- This presentation set the theoretical foundation for the importance and need of a social media influencer program.
- Gen Z relies on social media influencers as trusted sources of information.
- Companies can create and cement relationships with Gen Z through social media influencers.