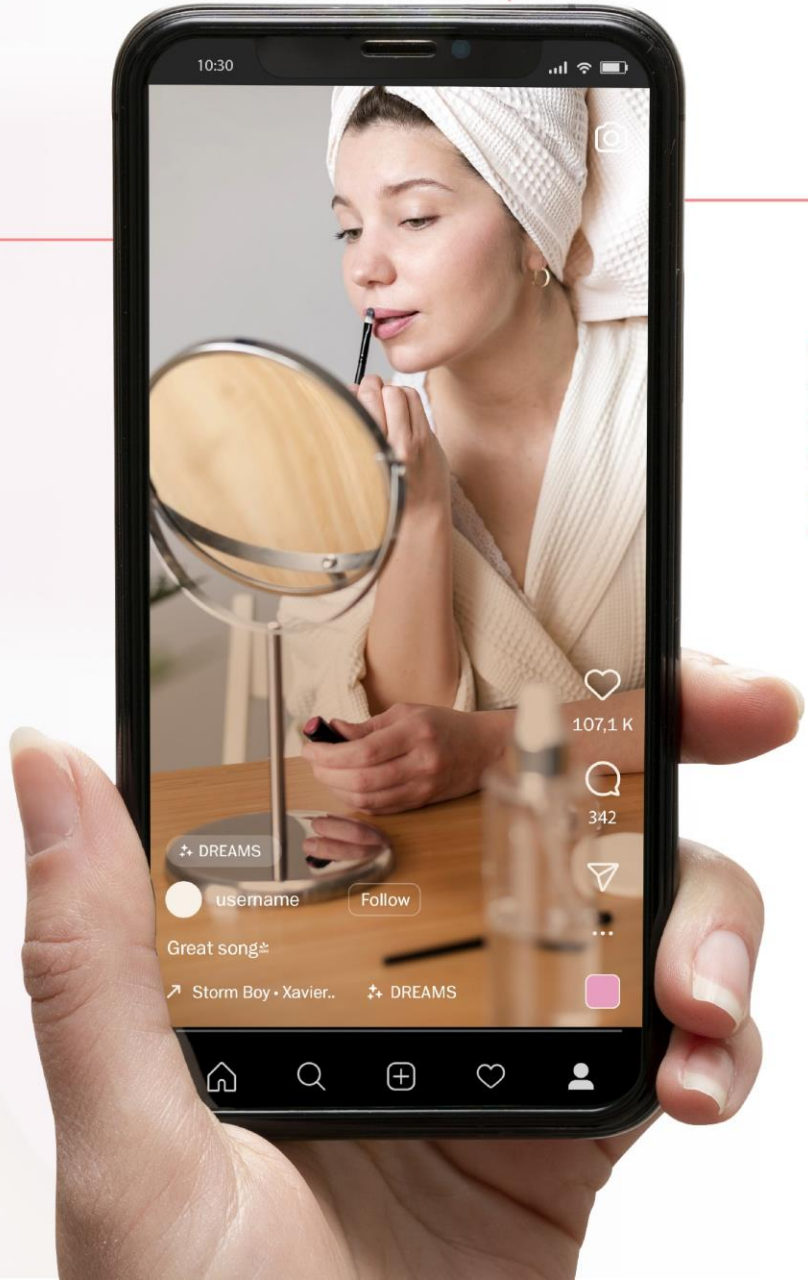


A D2C SHORT VIDEOS! PLAYBOOK

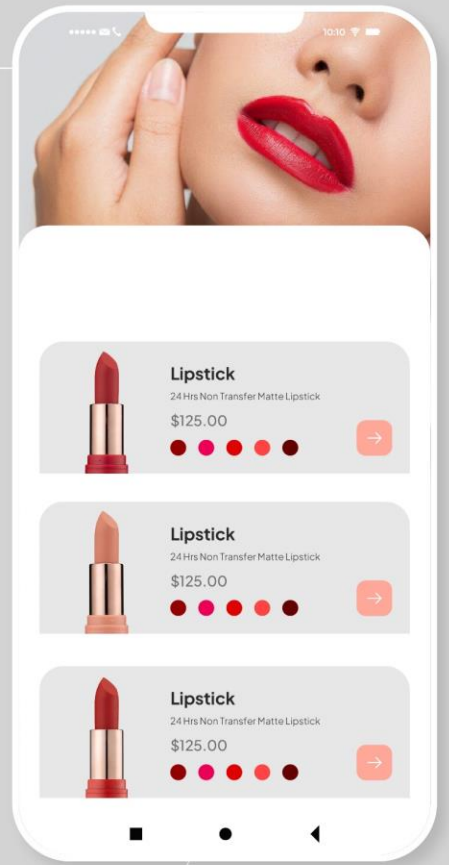
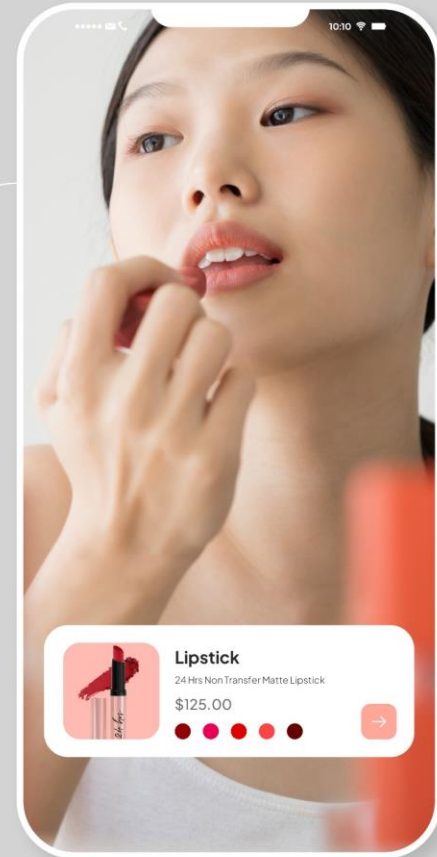
Beauty & Cosmetics Edition



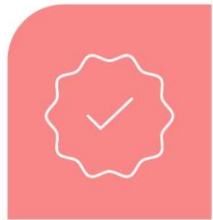


Introduction

Short shoppable videos are a powerful tool for D2C brands to drive engagement, increase time spent, and boost conversions. With the global rise of social commerce, these videos are critical for capturing attention and creating seamless purchase paths.



What Makes GREAT CONTENT?



Authenticity

Short shoppable videos: Content that is genuine, transparent, and true to the brand's identity building trust with the audience.



Engagement

Content that sparks conversations, prompts reactions, encourages interaction drives deeper connections with the audience.



Value-Driven

Providing value through education, entertainment, and solutions that address customer needs creates lasting relationships.



Storytelling

Content that tells a compelling, relatable story and resonates emotionally with the audience, making it memorable.



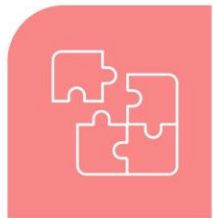
Creativity

Fresh, innovative, and visually appealing content stands out and grabs attention in an oversaturated digital world.



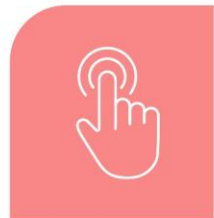
Consistency

Consistent messaging and posting frequency helps build recognition and keeps the brand top of mind for the audience.



Relevance

Content that is timely and aligned with current trends, events, or seasons keeps the audience interested and connected.



Action-Oriented

Great content motivates the audience to take action, whether that's making a purchase, sharing, or engaging with the brand further.



Optimized for Platform

Content that is tailored to the unique features and audience preferences of each platform (Instagram, TikTok, YouTube) delivers better results.



Profitable
40%

Buying Power
60%

Why Short Shoppable Videos Are Non-Negotiable

- **8 Seconds to Convert:** Consumers decide in 8 seconds or less whether to keep watching or scroll away: hook them or lose them!
- **Shoppable = Profitable:** 40%+ higher conversions for brands using shoppable videos - every view can be a sale.
- **Impulse Buying Power:** 60% of beauty shoppers make impulse purchases after watching product demos - make every second count.
- **Fastest Growing Sales Channel:** Social commerce is expanding 3x faster than traditional e-commerce: get into or get left behind.
- **FOMO Alert:** Every moment your brand isn't using shoppable videos, a competitor is. Act now. Create. Connect. Convert.



Global Trends in Shoppable Beauty Videos



Tutorials and How-Tos



What Works: Bite-sized, actionable steps showcasing how to use a product (e.g., “3 steps to flawless skin”).



Why: Tutorials position the brand as an expert, answer customer pain points, and demonstrate product effectiveness.



Best Practices:

- Use natural lighting for authentic appeal.
- Add captions for silent viewing.
- Highlight before-and-after transformations.



[Explore Videos](#)





User-Generated Content (UGC)



What Works: Authentic, relatable reviews or application videos created by customers or nano-influencers



Why: Builds trust and encourages peer validation.



Best Practices:

- Incentivize customers to create content (discount codes, giveaways).
- Feature UGC in a “social proof” carousel.

Explore Videos



Trending Challenges



What Works: Leverage viral TikTok/Instagram challenges (e.g., #GlowUpChallenge) featuring your product.



Why: Aligns the brand with cultural conversations and trends, boosting visibility.



Best Practices:

- Partner with influencers to amplify reach.
- Include a strong call-to-action with shoppable tags.



[Explore Videos](#)



Quick Product Demos



What Works: 15-30 second videos showing the product in action (e.g., texture, finish, application).



Why: Appeals to viewers with short attention span and communicates key selling points.



Best Practices:

- Show close-ups of textures and packaging.
- Use voiceovers or on-screen text for product highlights.



[Explore Videos](#)





Behind-the-Scenes (BTS)



What Works: Content that humanizes the brand, like the making of a product or employee stories.



Why: Builds emotional connection and brand transparency.



Best Practices:

- Keep it informal and raw.
- Include team members for a personal touch.



[Explore Videos](#)

Seasonal & Event-Based Content



What Works: Holiday-specific looks, promotions, or collaborations.



Why: Timely content drives urgency and relevance.



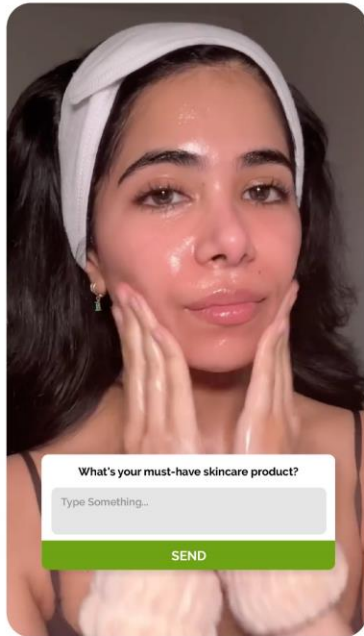
Best Practices:

- Leverage countdowns (e.g., "Only 3 days left to shop!").
- Tie videos to trending seasonal themes like "Holiday Glow" or "Monsoon Makeup."



[Explore Videos](#)





Interactive Features



What Works: Polls, quizzes, or live Q&A integrated into videos.



Why: Boosts engagement and collects insights about customer preferences.



Best Practices:

- Use platforms like Instagram Stories or TikTok live for interactions.
- Add “Swipe Up” or product tags for easy shopping.



Explore Videos

Transformation Stories



What Works: Longer-form videos showing long-term product results.

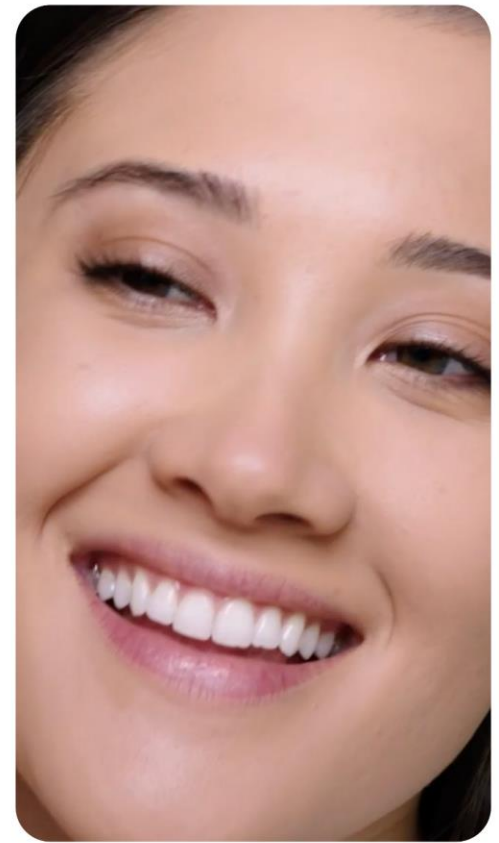


Why: Drives trust through proof of concept.



Best Practices:

- Use authentic models with varying skin tones and concerns.
- Highlight testimonials alongside transformations.



[Explore Videos](#)



Collaborations



What Works: Partnering with influencers, celebrities, or complementary brands to create co-branded, shoppable video content.



Why: Expands reach, builds credibility, and drives immediate traffic from followers of both parties.



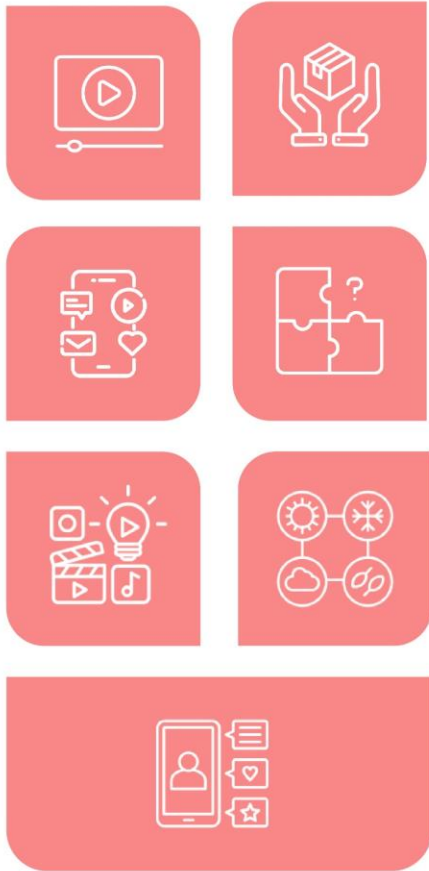
Best Practices:

- Choose influencers or brands with aligned values and aesthetics to ensure authenticity.
- Create exclusive offers or bundles for collaborative videos to incentivize purchases.



[Explore Videos](#)

Video Types for D2C Beauty Brands



Video Type	Purpose	Example Ideas
Tutorials	Educate on usage and benefits	“How to get a perfect winged liner”
Product Demos	Showcase key product features	“Hydration test: Our moisturizer vs others”
UGC Content	Build trust through customer validation	“Why I switched to XYZ lipstick”
Challenges	Create virality	“Show us your glow-up!”
BTS Content	Build brand connection	“How we formulate our skincare”
Seasonal Looks	Tap into current themes	“Get the perfect Diwali glow”
Influencer Content	Leverage aspirational appeal	“XYZ’s top 5 beauty essentials”

Key Tips for Increasing Engagement and Conversions

Focus on First 3 Seconds

Capture attention with bold visuals, intriguing questions, or a hook (e.g., "Your skin deserves this!").

Seamless Shoppability

Include clickable tags, URLs, or swipe-up links for instant shopping.

Ensure videos are optimized for mobile viewing.

Visual Consistency

Use brand colors and fonts to create a recognizable aesthetic.

Engaging Post Copy

Write concise, action-driven captions with strong CTAs and relevant hashtags to drive conversions and improve discoverability.

Incorporate Music and Trends

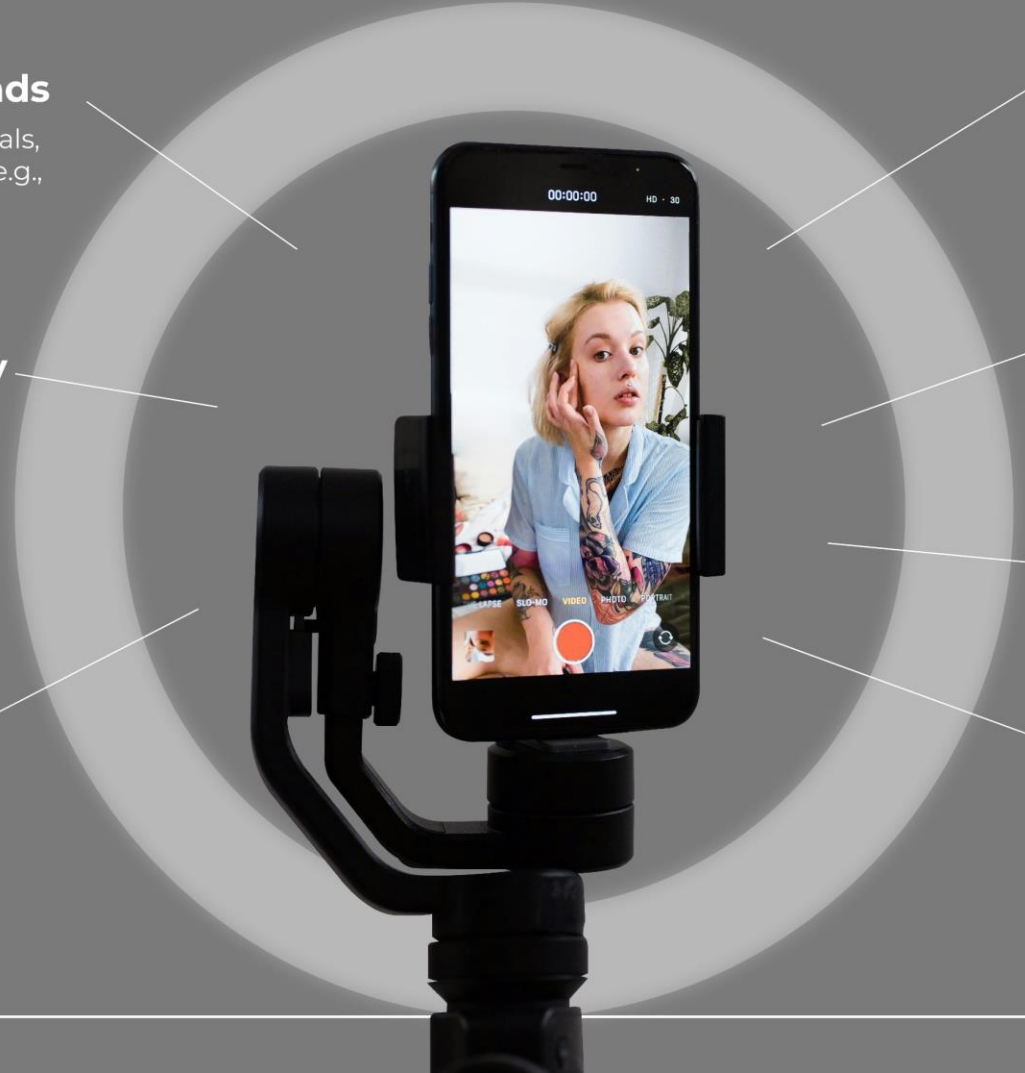
Add trending audio tracks to align with viral content.

Optimize for Silent Viewing

Use text overlays, captions, or subtitles.

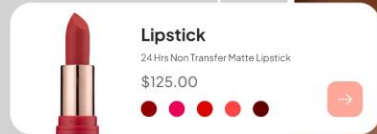
Leverage Analytics

Track metrics like click-through rates (CTR), watch time, and engagement to refine future campaigns.



Checklist for Shoppable Video Success

- Hook the audience within 3 seconds.
- Highlight 1-2 key product benefits.
- Ensure clickable links/tags are functional.
- Use a mix of authentic and aspirational content.
- Optimize for both silent and audio-first viewing.
- Regularly review analytics to optimize future content.





Case Studies





Challenges to solve

The Birds Of Paradyes were aiming to enhance video commerce, allowing customers to easily see before-and-after results.

Results

18%

Video viewers added to cart

10%

Users viewed product via video

540+

hrs/mo of video watchtime



Manav Vyas

Performance Marketing Manager

"We were aiming to enhance video commerce, allowing customers to easily see before-and-after results. This helps customers understand the potential outcomes of using our hair color products"



SIGMA[®]



Challenges to solve

Sigma Beauty was looking for a way to combine their top tier video content with their E-commerce platform - to better educate their customers on their products

Results



ROI



9.4% via Videos



hrs/mo of video watchtime



Brinna Dochniak
Ecommerce Marketing Strategist, Sigma Beauty

“Since launch, we have seen over a 67x ROI along with elevating the look and feel of our website. Being able to share our amazing in-house content in a way that directly impacts revenue has been such a great addition to our tech stack.”





DR. SHETH'S

Challenges to solve

Dr. Sheth's was looking for a way to increase Add To Cart Rate on their Website

Results

7%

Increase in ATC Rate

53X

ROI

330

hrs/mo of video watchtime



Akshith Johri

Entrepreneur in Residence, Mamaearth

“Quinn helped us make our website more Insta friendly and hence engaging - causing an increase in our ATC rate by 7%”





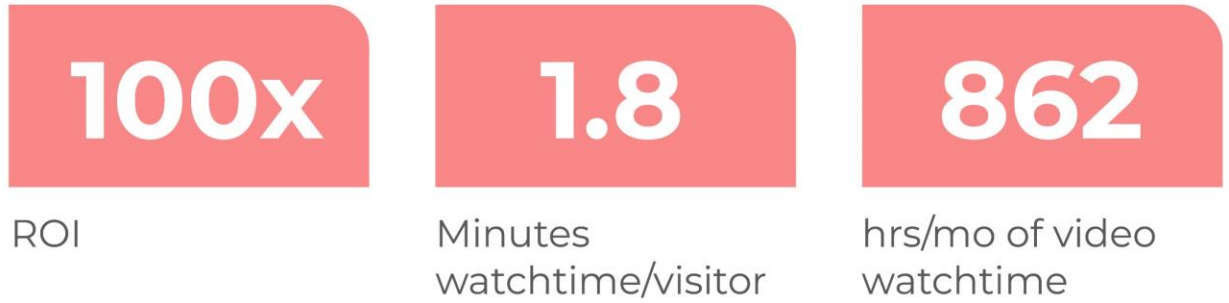
1 HAIR STOP

INDIA

Challenges to solve

1 Hair Stop was looking for a way to foster a deeper connection with prospective customers & clearly communicating the value proposition of their brand.

Results



Contact Us



sales@melaplatforms.com

