

Skinthirst

Social Media Audit

Demonstrating diagnostic thinking, platform analysis and strategic prescription.

Brand: Skinthirst — Nourish. Restore. Awaken.
Category: D2C Skincare — Ayurvedic + Modern Science, Barrier-First
Primary platform: Instagram (main), Facebook (secondary)
Audit period: February 2023 — initial engagement audit
Competitors benchmarked: Plum Goodness, Dot & Key, Minimalist

THE PURPOSE OF THE AUDIT

Diagnosis before execution.

This audit established the baseline for the Skinthirst content strategy and infographic system. The objective was not simply to list weaknesses, but to identify the content, cadence, discoverability and conversion gaps that could be addressed through a repeatable system.

5/10	4/10	3/10	4/10	3/10	5/10
PROFILE & BIO	POSTING	CONTENT MIX	HASHTAGS	CTA	VISUAL

AUDIT FINDINGS

Area	Score	Finding
Profile & Bio Clarity	5/10	Bio present but no ingredient-led value proposition. No CTA link. Visual identity inconsistent with premium pos
Posting Frequency	4/10	Below 3 posts/week average, with visible 5–9 day gaps. Inconsistent cadence undermining algorithm perform
Content Mix	3/10	Predominantly product shots (80%+). Zero educational content; no ingredient explainers or barrier-skin scienc
Hashtag Strategy	4/10	Repetitive use of the same 10–15 hashtags. No niche community tags and no branded hashtag to build comm
CTA Effectiveness	3/10	Fewer than 20% of posts include a CTA. Most end without direction — no link, no ask, no next step.
Visual Consistency	5/10	Green and gold palette broadly consistent, but typography varies. No unified template system across posts.

COMPETITOR SNAPSHOT

Where the benchmark exposed the gap.

The audit benchmarked Skinthirst against Plum Goodness, Dot & Key and Minimalist to identify differences in cadence, education, content format and engagement.

Benchmark	Observed strength	Strategic implication
Plum Goodness	5–6 posts/week; five content pillars; consistent ingredient education	Skinthirst needed stronger cadence and a more educational content mix
Dot & Key	Reels averaged 2× the engagement of static posts; ingredient explanation format was popular	Edutainment and format variety as promotional storytelling were opportunities.
Minimalist	Used as a benchmark for science-backed, clean communication	Skinthirst could strengthen its science + Ayurveda positioning.

5 RECOMMENDATIONS IMPLEMENTED

From diagnosis to a repeatable content system.

01	Ingredient-Led Visual System Shifted content from product shots to ingredient education. Built infographic templates for each SKU leading with the key ingredient and its skin benefit.
02	Consistent Template Architecture Created a unified visual system across all three product infographics using the same earthy tone palette, natural ingredient styling and premium packaging photography.
03	Barrier-First Messaging Framework Established barrier-first as the content positioning, reinforcing skin barrier protection as the core philosophy across captions and visuals.
04	SEO-Led Caption Strategy Introduced keyword research into caption writing, targeting ingredient search terms and skin-concern phrases, with broad + niche + branded hashtag tiers.
05	Content Cadence System Established a structured content calendar with Hootsuite scheduling, batch production and AI-assisted drafting to support a consistent 4×/week cadence.

OUTCOME

From audit to execution.

22%

Social-driven organic traffic growth within 6 months
CV-aligned outcome for the Skinthirst engagement.

WHAT THIS AUDIT DEMONSTRATES

Diagnostic thinking → strategic prescription → execution.

The audit is the strategic artifact behind the Skinthirst case study. It shows how the work moved from identifying weak cadence, product-heavy content, weak CTAs, repetitive hashtags and inconsistent visual structure to implementing a defined content system.

CV alignment: The outcome figure is presented using the current CV's wording — **22% social-driven organic traffic growth within 6 months**. The older draft audit artwork's "over 9 months" wording is not used here.

SOURCE BASIS

Skinthirst Social Media Audit source document + current CV. Audit findings, competitor observations and five implemented recommendations are preserved from the source material. No new performance claims have been added.