

# A Smooth B2C Marketing Plan: Dollar Shave Club

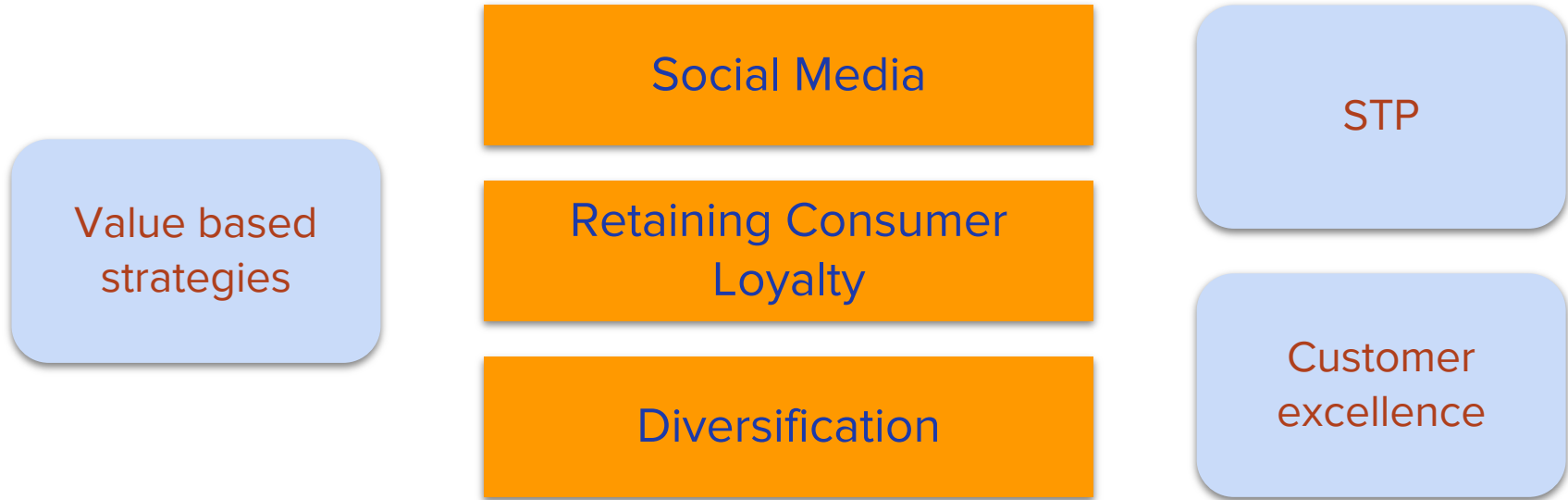


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# Presentation Structure

An analysis of Dollar Shave Club's marketing strategy and how it made them successful in a short time span.





Deliver **razor blades** on a **monthly** basis and offers additional grooming products for home delivery

Founded in  
**2011**

# What

Acquired by Unilever for  
**\$1bn**  
July 19 2016

*Target market*  
♂ **Men** aged 16-50  
♀ **Women** aged 16-40

20% of  
customers are  
**female**

*Cheaper* than  
supermarket razors



Based in  
**Venice, California**

Over  
**4 million**  
subscribers

# Social Media Marketing: Shareable content

Gained a lot of traffic 48 hours after posting a video advertisement on youtube that went viral.



26,434,099 views  
Published on Mar 6, 2012

## Quick growth

Within 48 hours:

12,000 orders

5000 subscribers

*“Do you think your razor needs a vibrating handle, a flashlight, a back-scratcher, and 10 blades? Your handsome-ass grandfather had one blade AND polio.”*

Video today has over 22 million views

**High shareability**

**Effectiveness  
of the video**

**Low cost**

Cheap production cost: \$4500

# Social media engagement

Approachable on all social media platforms (Facebook, Instagram, Twitter)

Directly engaging with customers

Gathering data on customer's values and lifestyles



Previous Campaign:

When members share a photo of their monthly box on Instagram or Facebook page, the brand reposts their favorites, and then rewards that member with a free t-shirt

# Word of Mouth

Getting people to do the advertising for them via reviews.



Dollar Shave Club Thoughts & Review: Best F\*\*\*ing Blades On A Budget?!

JBTech17 • 217K views • 5 years ago



Dollar Shave Club Review | Pros & Cons

Freedom In A Budget • 32K views • 1 year ago

Dollar Shave Club is a Venice, California-based company that delivers razors and other personal grooming products to customers ...



Dollar Shave Club | Product Review

Alex Field Life • 5K views • 12 months ago



Dollar Shave Club review! Is it worth the money?

Nick Lomax • 39K views • 1 year ago

Dollar Shave Club review! Is it worth the money? in this video I review what I got from dollar shave club and give my thoughts on if ...

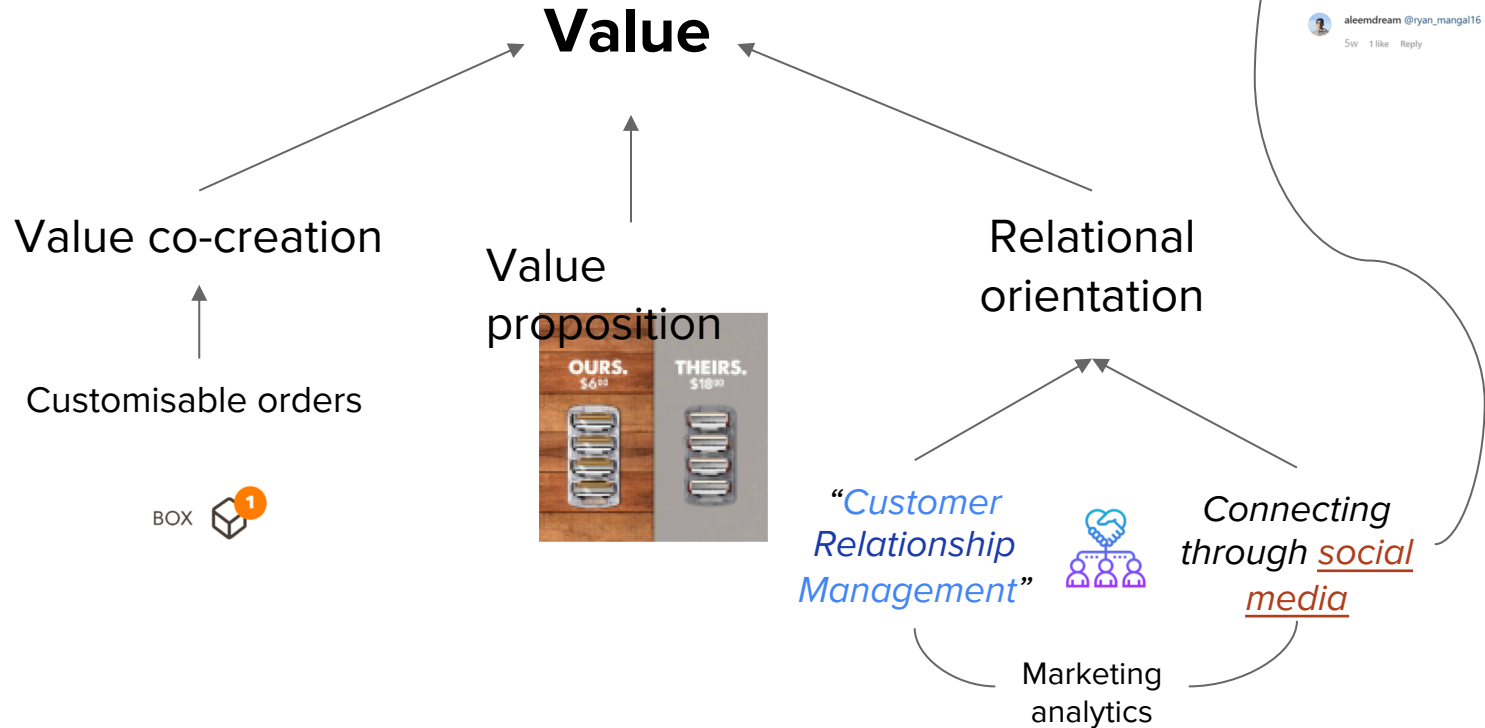
Consumers tend to trust other consumers, as opposed to the brand themselves

# Endorsements



A screenshot of a sponsored Instagram post. At the top, it says 'dollarshaveclub Sponsored'. The main text reads: "I got ALL THIS for literally \$5!". Below the text is a video thumbnail of a woman with long blonde hair smiling and waving. Underneath the video, it says: "Those appearing in this video were compensated for their time, testimonial and use of their image." At the bottom, there is a 'Learn More' link with a right arrow, and engagement icons for heart, comment, and share. The view count is '1,279,955 views' and the caption reads: 'dollarshaveclub Get everything you need for a smooth shave delivered right to your door... more'.

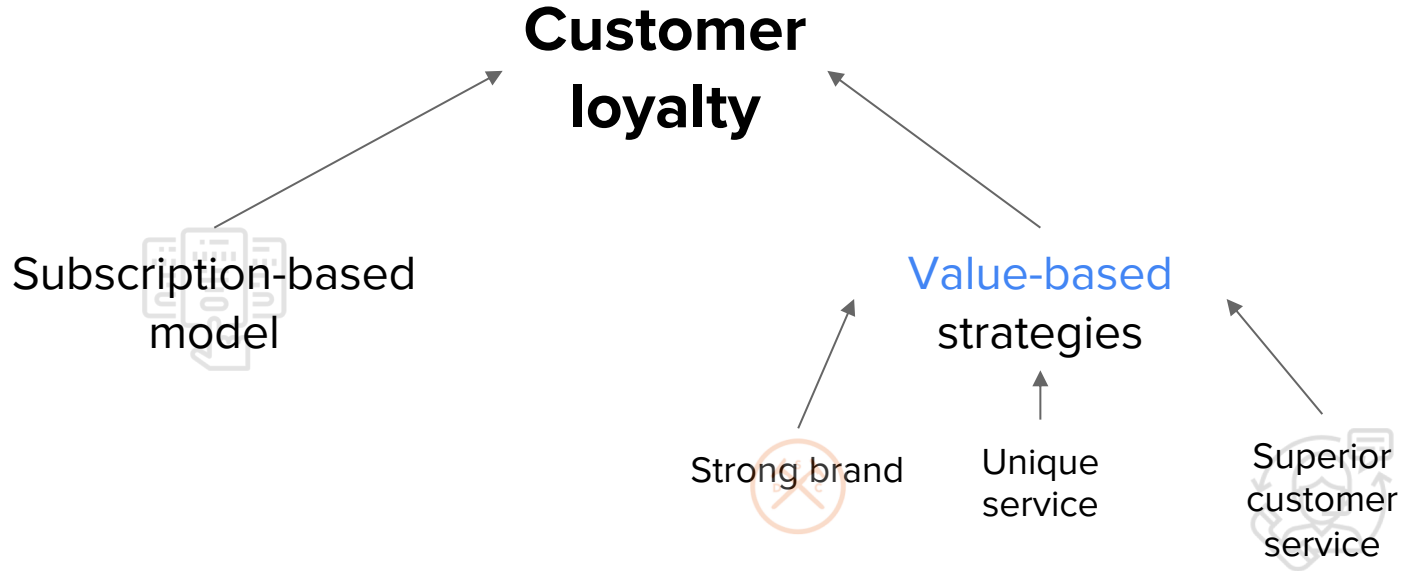
# Value Based Marketing





# Marketing mix

# Customer Excellence



# Segmentation

The image displays three trial kits. The first kit, 'Sh\*t, Shower, Shave Trial Kit', contains three items: a tube of 'SHAVE BUTTER', a tube of 'SHAMPOO', and a tube of 'CONDITIONER'. The second kit, 'Lady Members' Favorites Trial Kit', is marked as 'NEW' and contains five items: two tubes of 'WAX', two tubes of 'SHAVE BUTTER', and one tube of 'REP CRUB'. The third kit, 'The Royal Treatment Trial Kit', contains five items: a tube of 'SHAVE BUTTER', a tube of 'SCALP IMPROVER', and three tubes of 'DEODORANT'. Each kit is presented with its product names and a 'TRIAL SIZE' label.

Sh\*t, Shower, Shave Trial Kit  
3 items  
ADD | \$6  
What's inside?

Lady Members' Favorites Trial Kit  
5 items  
ADD | \$8  
What's inside?

The Royal Treatment Trial Kit  
5 items  
ADD | \$8  
What's inside?

# Diversification

## OUR PRODUCTS

- Blades
- Trial Kits
- Shave
- Deodorant and Wipes **NEW**
- Shower
- Oral Care
- Hair Style
- Skin Care
- Cologne
- DSC Goods **NEW**

# Conclusion

## Survey reveals most popular subscription box service

By [Dan Berthiaume](#) - 09/30/2019

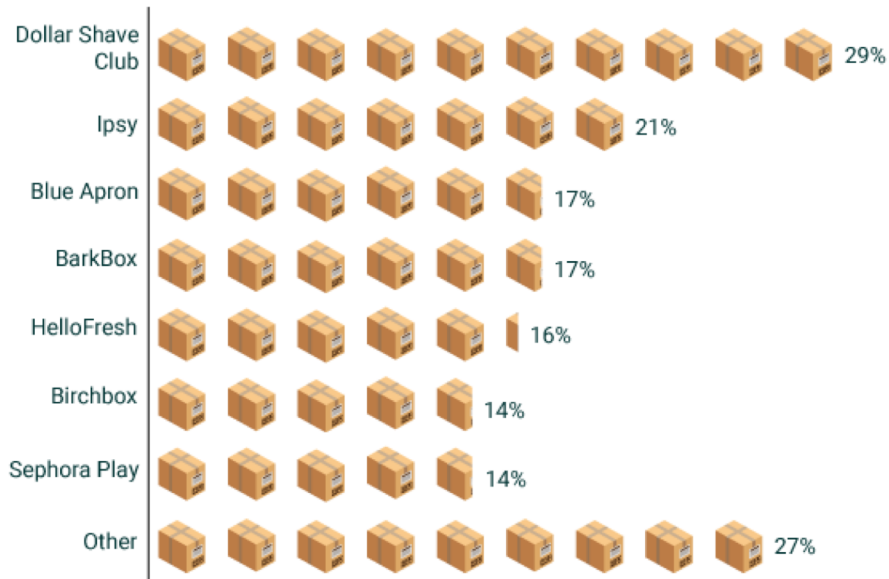
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It's not a close shave for the leading subscription box market share of a well-known men's grooming brand.

According to a new survey of 528 online shoppers from marketing research firm Clutch reveals that 54% of respondents are members of at least one subscription box service. Of these respondents, a leading 29% are members of Dollar Shave Club.

# Conclusion

## The Most Popular Subscription Box Services, 2019



N=285 online shoppers who have ordered a package in the past six months and subscribe to a subscription box service  
Not all answer choices shown; Stitch Fix=11%, Book of the Month=8%, Trunk Club=5%, Bespoke Post=4%  
Source: Clutch 2019 Logistics Survey Pt. 2

Clutch



**Thanks for  
listening and  
happy birthday  
Philip !**



# Sources

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