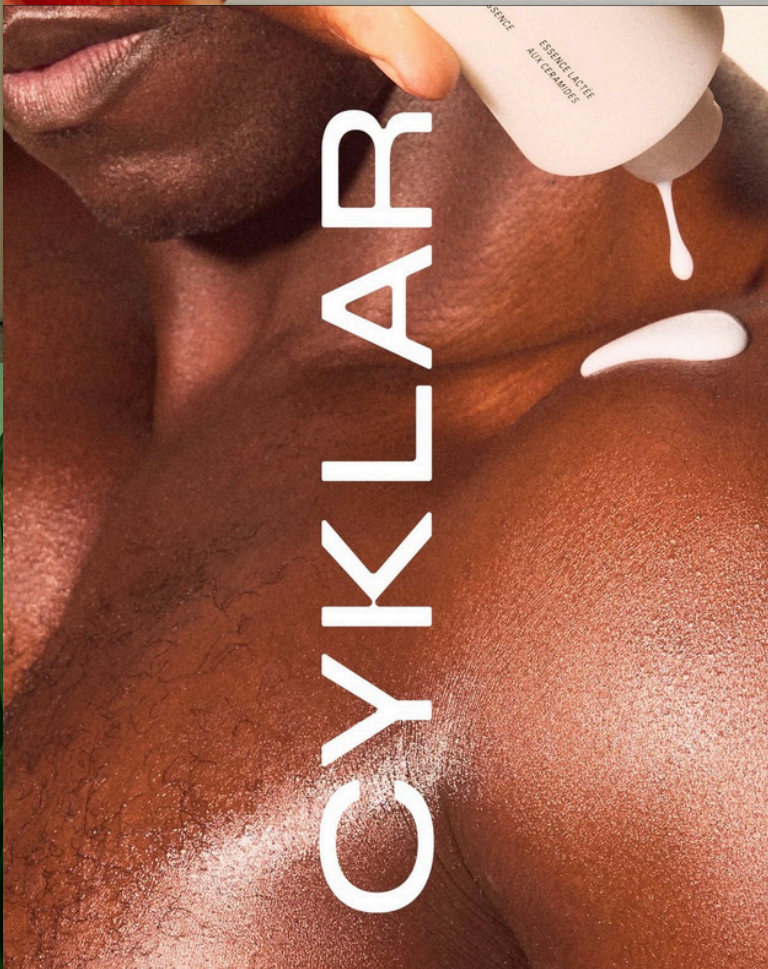




SOCIAL MEDIA AUDIT: CYKLAR

Created by
Alexa Krayzelburg

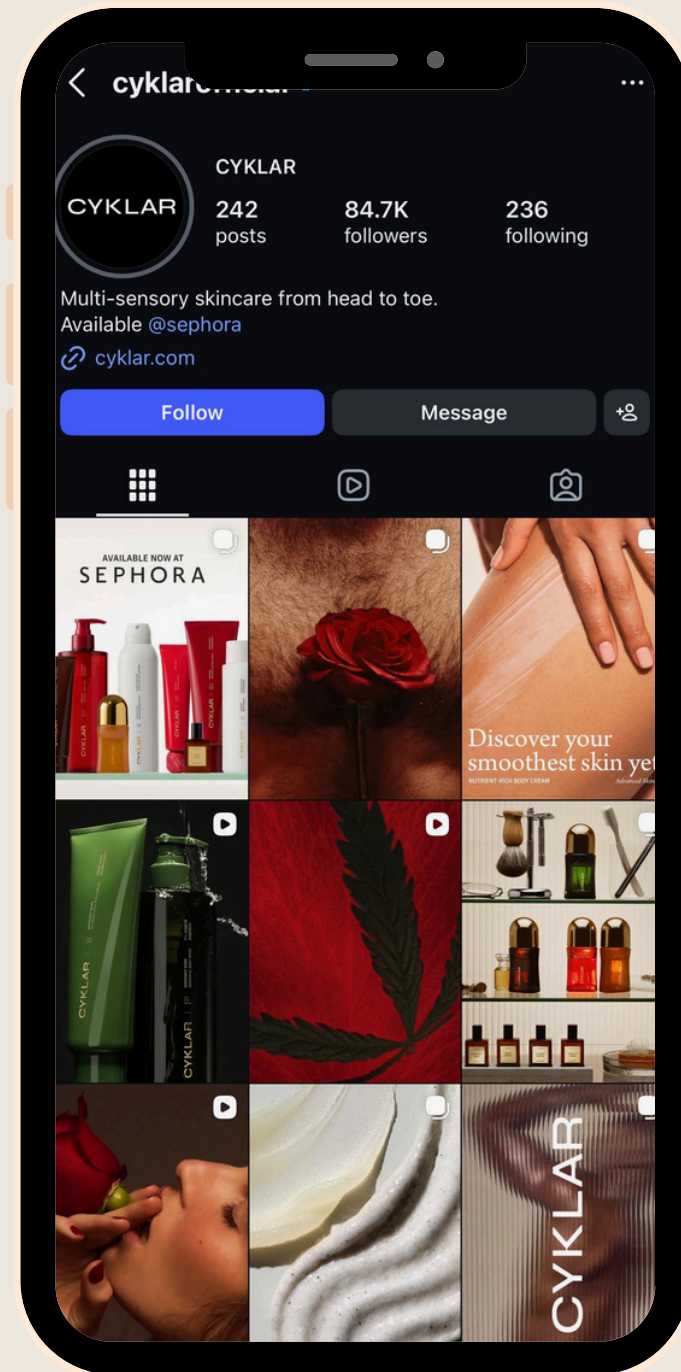


ABOUT CYKLAR

CYKLAR is a modern body care brand focused on elevating everyday routines through thoughtfully designed, sensorial products. The brand combines advanced skincare ingredients with nutrient-rich botanicals and carefully crafted fragrances. Its formulas nourish the skin while turning daily care into a moment of indulgence and self-care. Each product reflects a clear commitment to quality, effectiveness, and intentional design.



PLATFORMS ANALYZED



INSTAGRAM

OF POSTS: 226

FOLLOWER COUNT: 81.1K

ACCOUNT HANDLE: @cyklarofficial

POSTING FREQUENCY: 2-3 times per week

BIO EFFECTIVENESS: Clear brand description with website link

SETUP OBSERVATIONS: Cohesive visual grid; verified account; minimal emojis; only branded hashtag (#cyklar)

TIKTOK

OF POSTS: 37

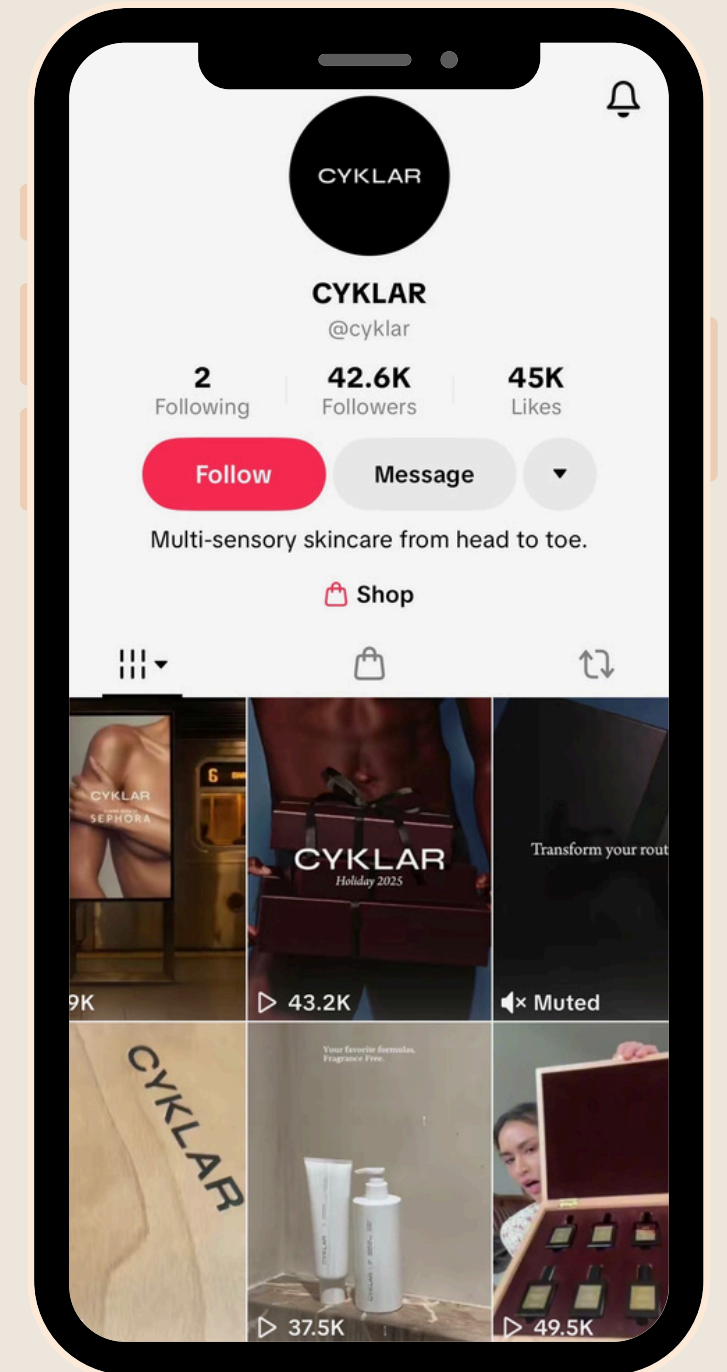
FOLLOWER COUNT: 39.3K

ACCOUNT HANDLE: @cyklar

POSTING FREQUENCY: Irregular; approximately 2-3 posts per month

BIO EFFECTIVENESS: Clear brand description with TikTok Shop link

SETUP OBSERVATIONS: Clean layout; TikTok Shop enabled; not verified; minimal text



All metrics were recorded on February 7, 2026. The analysis only includes the 30 most recent posts published prior to that date.



INSTAGRAM PERFORMANCE OVERVIEW

AVERAGE VIEWS: 152,771

AVERAGE LIKES: 1,255

AVERAGE COMMENTS: 97

AVERAGE REPOSTS: 22

AVERAGE SHARES: 184

AVERAGE ENGAGEMENT RATE: 1.92%



TIKTOK PERFORMANCE OVERVIEW

AVERAGE VIEWS: 453,327

AVERAGE LIKES: 1,281

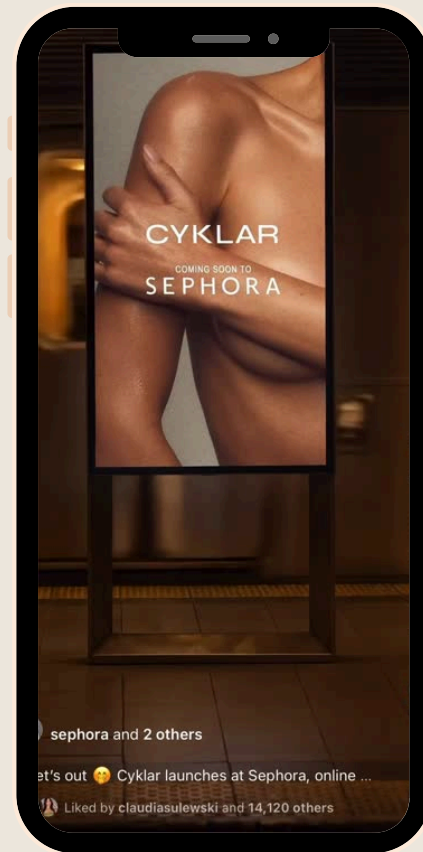
AVERAGE COMMENTS: 39

AVERAGE SAVES: 251

AVERAGE SHARES: 50

AVERAGE ENGAGEMENT RATE: 1.90%

TOP 3 PERFORMING IG POSTS



VIEWS: 713K
LIKES: 13.4K
COMMENTS: 960
REPOSTS: 160
SHARES: 3,072
ENGAGEMENT RATE: 21.69%

Why this post performed well: This post announces CYKLAR's upcoming launch at Sephora. Major retail expansion news tends to drive engagement as it signals brand growth and increased visibility.



LIKES: 9,703
COMMENTS: 657
REPOSTS: 185
SHARES: 966
ENGAGEMENT RATE: 14.19%

Why this post performed well: This post showcases the CYKLAR product lineup in anticipation of the upcoming Sephora launch. Early exposure to the full lineup likely increased interest and purchase consideration.



LIKES: 1,984
COMMENTS: 132
REPOSTS: 31
SHARES: 285
ENGAGEMENT RATE: 3.00%

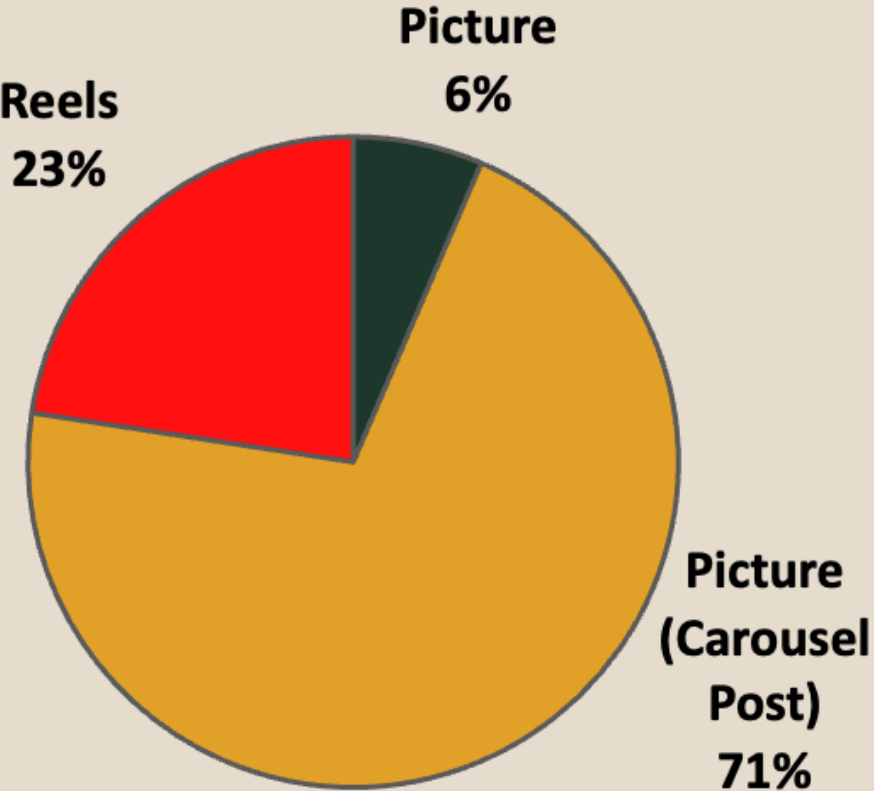
Why this post performed well: This post introduces a New Year promo featuring a bag charm with every purchase of Perfume Oil. Promotional posts that include a free item with purchase often perform well because they offer extra value and a strong incentive to buy.

Top performing posts are determined by engagement rate

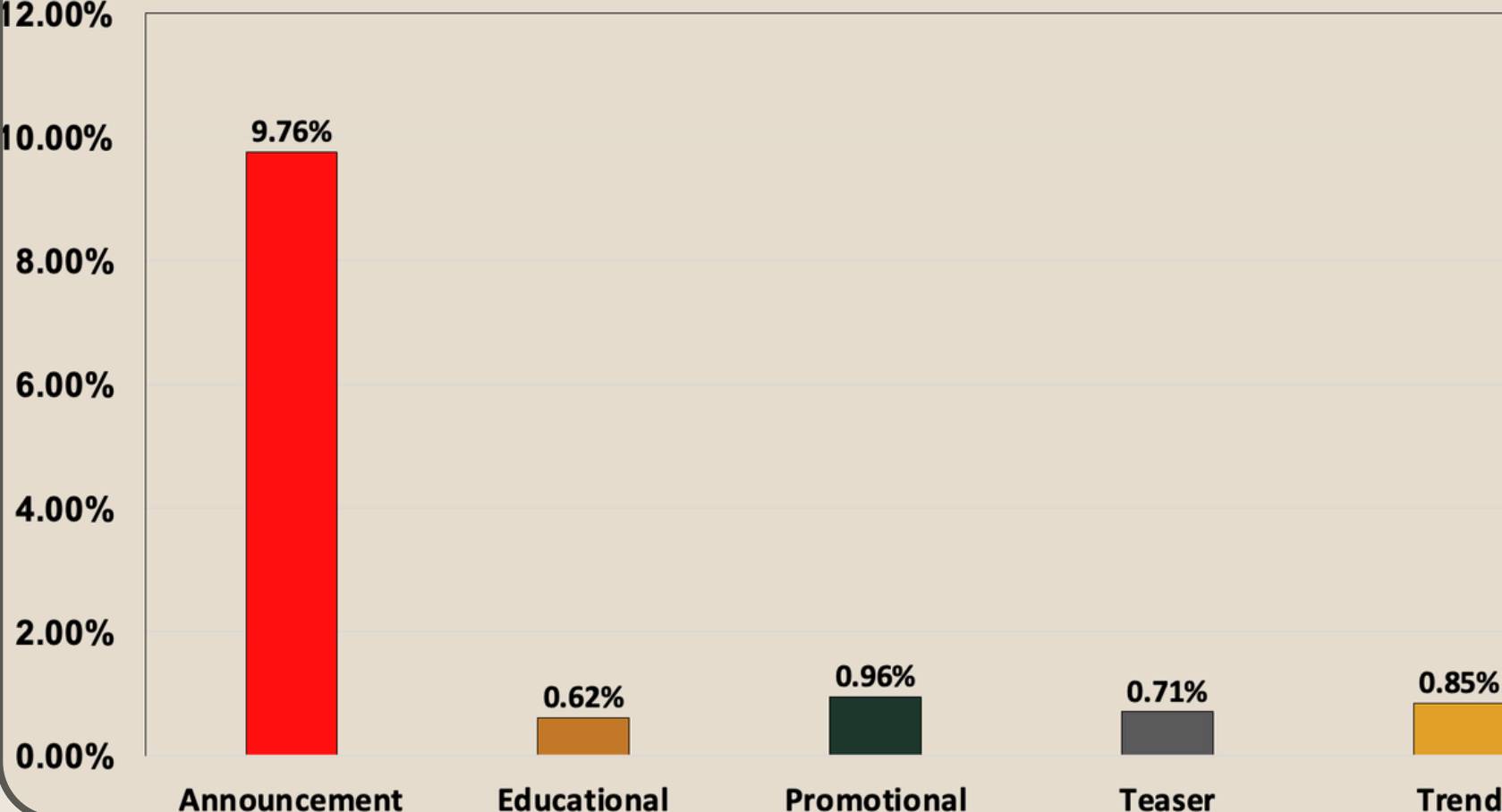
INSTAGRAM CONTENT DISTRIBUTION & ENGAGEMENT

Content format is heavily skewed toward carousel posts, which make up the majority of the feed. Reels are used less frequently, while single image posts appear only occasionally.

Instagram Post Type Distribution



AVERAGE ENGAGEMENT RATE PER CONTENT CATEGORY



Engagement is heavily skewed toward announcement content, largely driven by strong audience interest in the Sephora launch. Other content types including educational, teaser and promotional posts show more moderate interaction levels. Overall engagement appears to increase during major brand moments, indicating that milestone driven content plays an important role in audience activity.

INSTAGRAM SWOT ANALYSIS

STRENGTHS

- Highly consistent visual identity across the feed
- Clean, minimal product photography reinforces premium positioning
- Cohesive lighting, color palette, and composition
- Captions align with sensorial body care and elevated routines
- Announcement posts perform strongly ($\approx 9.76\%$ engagement)
- Overall brand image appears refined and clearly defined
- Highly responsive to comments and frequently reposts user content on stories

WEAKNESSES

- Content centers on similar product-focused themes
- Limited variation in content makes the feed feel repetitive over time
- Little lifestyle storytelling or real-world product use
- Reels are used sparingly compared to carousel posts, which may limit reach, given the current platform preference for video content
- Most non-announcement posts generate low engagement ($\approx 0.6\% - 0.9\%$)



INSTAGRAM SWOT ANALYSIS

OPPORTUNITIES

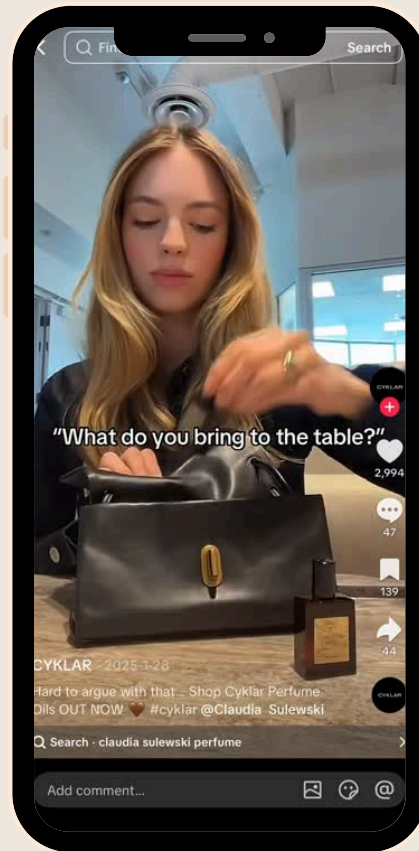
- Opportunity to expand how products are shown within everyday routines
- More lifestyle content could make the brand feel more relatable while maintaining premium positioning
- User-generated content, trend-driven posts, and influencer collaborations could broaden appeal
- Behind-the-scenes content (product development, events, creator gatherings) could add depth to the narrative
- Additional content categories would diversify the feed and reduce visual repetition
- Greater participation in platform trends may improve engagement

THREATS

- The beauty and body care category on Instagram is highly competitive
- Competing brands produce frequent video content and personality-driven storytelling
- Platform trends favor dynamic, interactive formats over static imagery
- The account's lower engagement rate ($\approx 1.92\%$) increases vulnerability to competitors
- Brands adopting more engaging formats may capture a larger share of attention

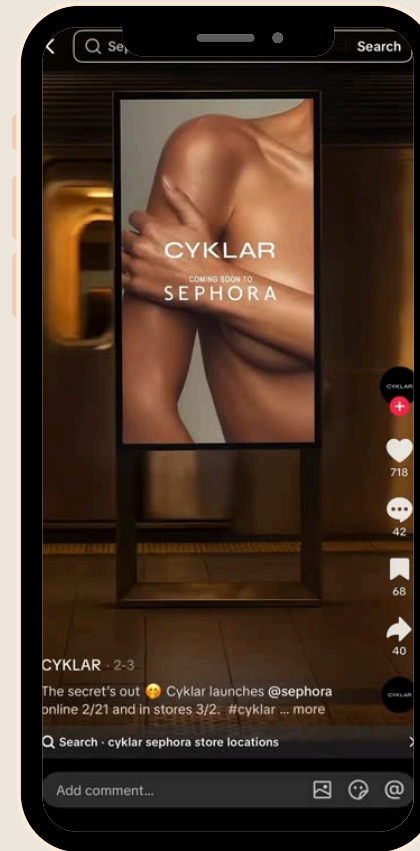


TOP 3 PERFORMING TIKTOK POSTS



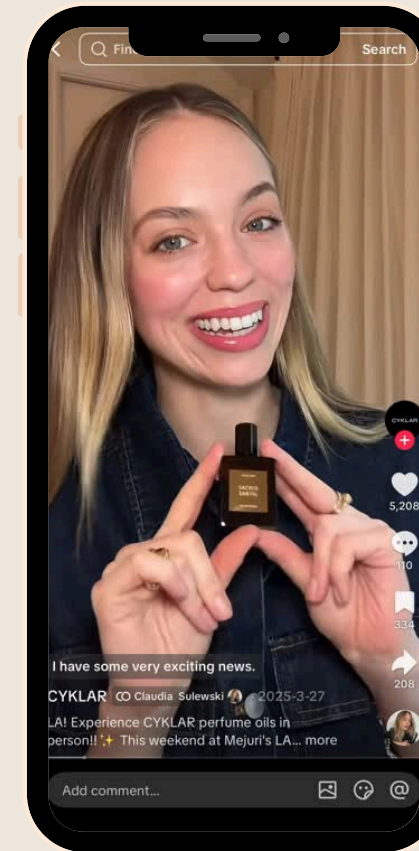
VIEWS: 32K
LIKES: 2,985
COMMENTS: 47
SAVES: 139
SHARES: 44
ENGAGEMENT RATE: 10.05%

Why this post performed well: This post features the perfume oils within a popular trend. Trend-based content tends to generate higher engagement, especially on a platform like TikTok, because it is familiar to viewers and is often boosted by the platform's algorithms.



VIEWS: 10K
LIKES: 404
COMMENTS: 55
SAVES: 31
SHARES: 21
ENGAGEMENT RATE: 5.11%

Why this post performed well: This post announces CYKLAR's upcoming launch at Sephora. Major retail expansion news tends to drive engagement as it signals brand growth and increased visibility.



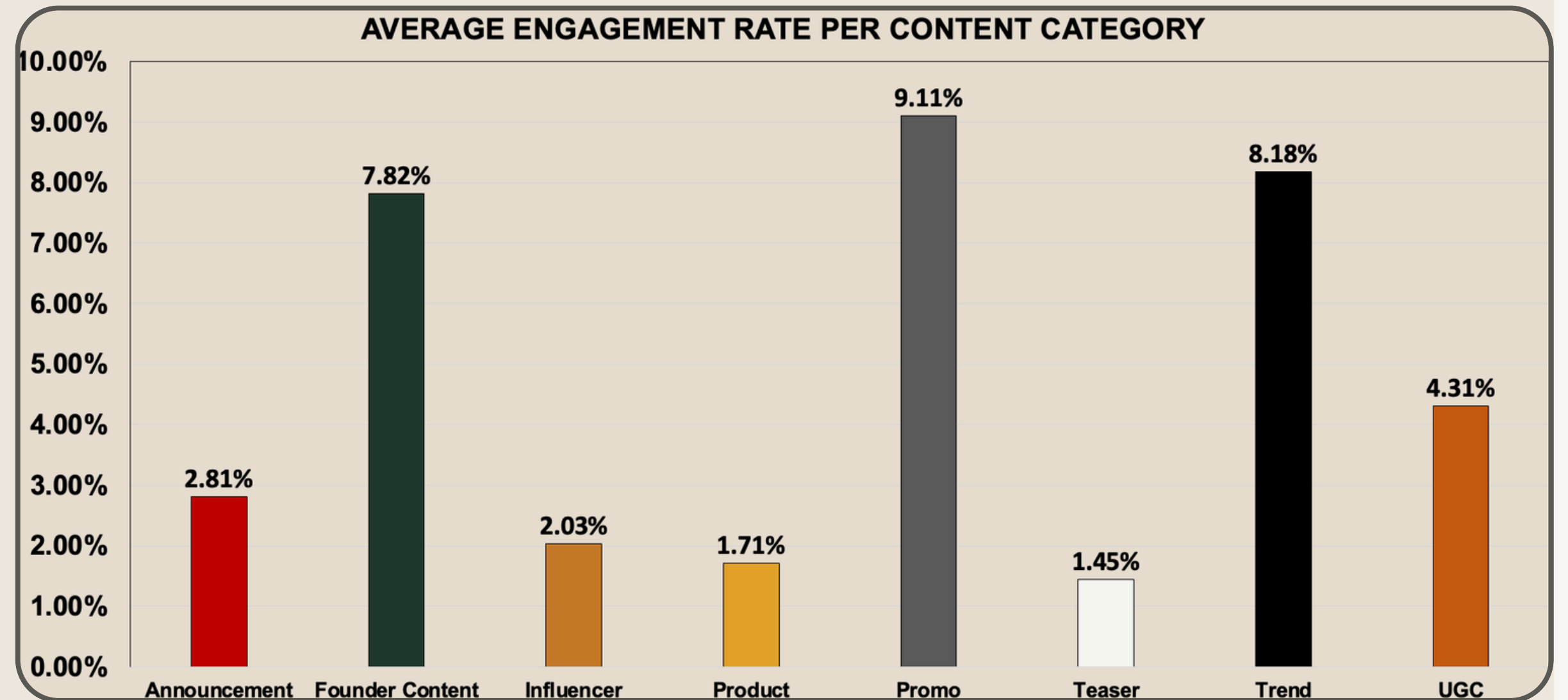
VIEWS: 137.1K
LIKES: 5,185
COMMENTS: 110
SAVES: 332
SHARES: 208
ENGAGEMENT RATE: 4.26%

Why this post performed well: This post features founder Claudia Sulewski announcing a Mejuri partnership. Founder-led content often performs well because it feels authentic, credible, and signals brand growth.

Top performing posts are determined by engagement rate

TIKTOK ENGAGEMENT BY CONTENT CATEGORY

TikTok shows a much wider range of content than Instagram, spanning multiple categories such as announcements, promotional, trend-driven, founder, influencer, product, teaser, and user-generated posts. Even though posting is less consistent, engagement is noticeably higher, suggesting that this more diverse mix of content resonates strongly with the platform's audience. Promotional, trend, and founder content perform best, while product and teaser posts generate more moderate interaction. Overall, engagement appears to be driven by personality-led and entertaining content.



TIKTOK SWOT ANALYSIS

STRENGTHS

- Strong diversity of content across formats, including UGC, founder content, promo, influencer collaborations, and trend-based posts
- Clear use of real people reviewing and demonstrating products, which builds trust and authenticity
- Effective use of UGC and influencer content that feels natural and native to the platform
- Content feels more personal and relatable compared to the brand's Instagram presence
- Leverages TikTok Shop efficiently

WEAKNESSES

- Inconsistent posting schedule, which limits reach and reduces chances of appearing on the For You Page
- There is no clear cadence or rhythm to posting
- No clear recurring series or themes that give audiences a reason to come back regularly
- Although there is a great variety, the content categories do not appear to be balanced
- Less responsive to comments on TikTok compared to Instagram



TIKTOK SWOT ANALYSIS

OPPORTUNITIES

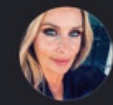
- Establish a consistent posting schedule to improve reach and For You Page visibility
- Post as frequently as possible, since consistency is key to TikTok growth
- Introduce recurring series to drive repeat viewership (e.g., behind-the-scenes of how each product is made)
- Better balance content categories while maintaining variety
- Increase engagement with TikTok comments to strengthen community
- Expand human-centered content such as reviews and demos
- Use trends and sounds more consistently to boost discoverability

THREATS

- Heavy competition on TikTok makes it hard to stand out and stay visible
- Inconsistent posting can cause the account to lose momentum over time
- Other brands posting more frequently may capture audience attention first
- Limited interaction with comments may weaken connection with followers



WHAT CUSTOMERS ARE LOVING



beautybyelan 3w · ❤️ by author

Your packaging is stunning- I would love to try your products



1



a.ashe.a 3w · ❤️ by author

yall got me smiling real hard



2

Reply



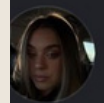
skinbybrittanyyy 4w · ❤️ by author

This packaging is gorgeous omg



1

Reply



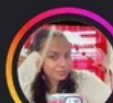
gillianngrace 6w · ❤️ by author

I LOVE CYKLAR!!!!!!



1

Reply See translation

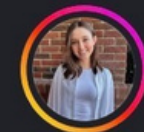


emelyg_55 5w · ❤️ by author

YES YES YESSSSSS



Reply



myhealthymontreal 4w · ❤️ by author

This packaging is perfect

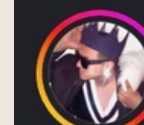


musingsofacurvy lady 9w · ❤️ by author

Not me at the airport checking my bag because I have to have my Cyklar with me! Haha this is amazing. Was literally thinking about this last night!



1



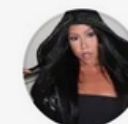
richlux713 2w · ❤️ by author

Love this brand so much



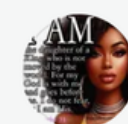
Reply

1



Mia



Vanilla verve is that girl 💕💕






RosalynnReNee | 🌹


I'm IN LOVE! I'm OBSESSED! 😍


WHAT CUSTOMERS WANT TO SEE MORE OF

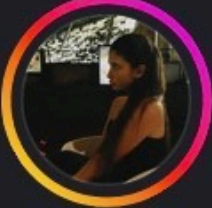
 nappyinfancy 2w
We need it in Canada please 🔥
Reply  15

 chocolatthedj 3w · ❤️ by author
When will you start shipping to Europe?? 😍


 ninamerukh 3w · ❤️ by author
Please please make the body oil in bergamot bond 🥺
Reply  1

 guerrerocamilaa 6w · ❤️ by author
We neeeded international shipping 🥺
Reply  1


 sarapanwar 3w · ❤️ by author
Please please make crescent scent in a body oil AND deodorant 😭

 lornaabosaleh 7w · ❤️ by author
YOU NEED TO MAKE IT WORLD WIDEE!!

 Mad Woman
You don't ship to Europe ? :(

 jaylah_waylahhhh
We need a body scrub

 sky
girl we're begging for sample sizes PLEASE!!

 theunseencreator
Need yall to start posting again on here!! I want more @CYKLAR on my FYP!



KEY INSIGHTS FROM CUSTOMER FEEDBACK

- Customers love the packaging and overall aesthetic
- Strong brand loyalty and emotional excitement
- High interest from people who have not tried the products yet
- Frequent requests for international shipping (Canada, Europe, worldwide)
- Requests for specific new products and scents
- Demand for sample sizes
- Customers want the brand to post more often on TikTok

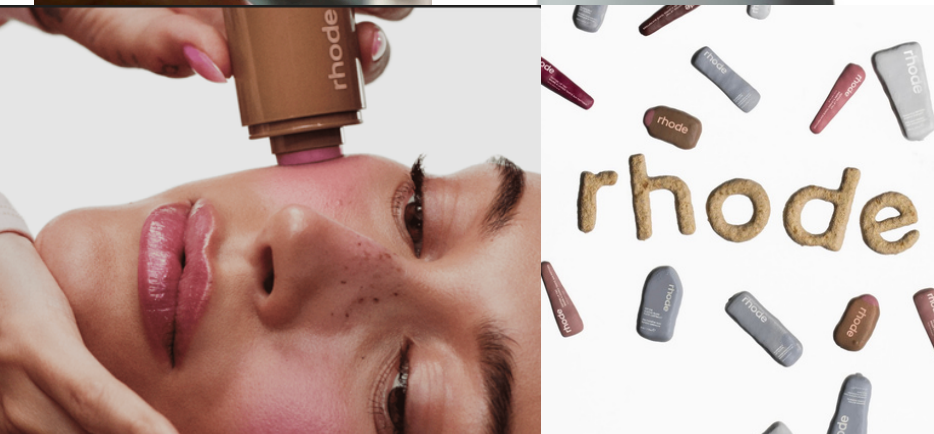
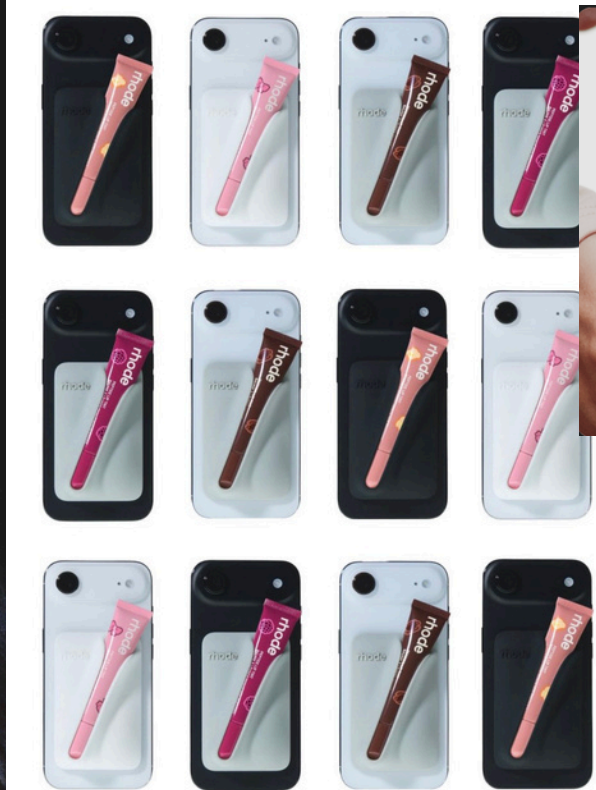
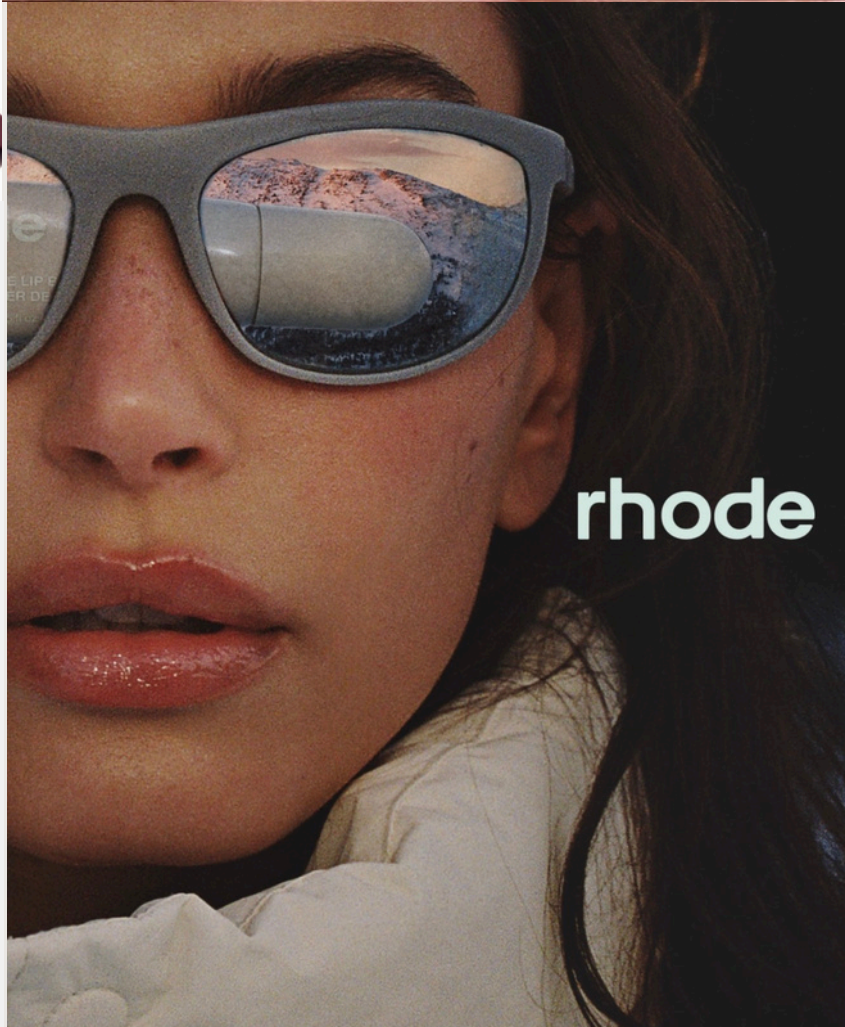
COMPETITOR ANALYSIS



rhode



SOL DE JANEIRO

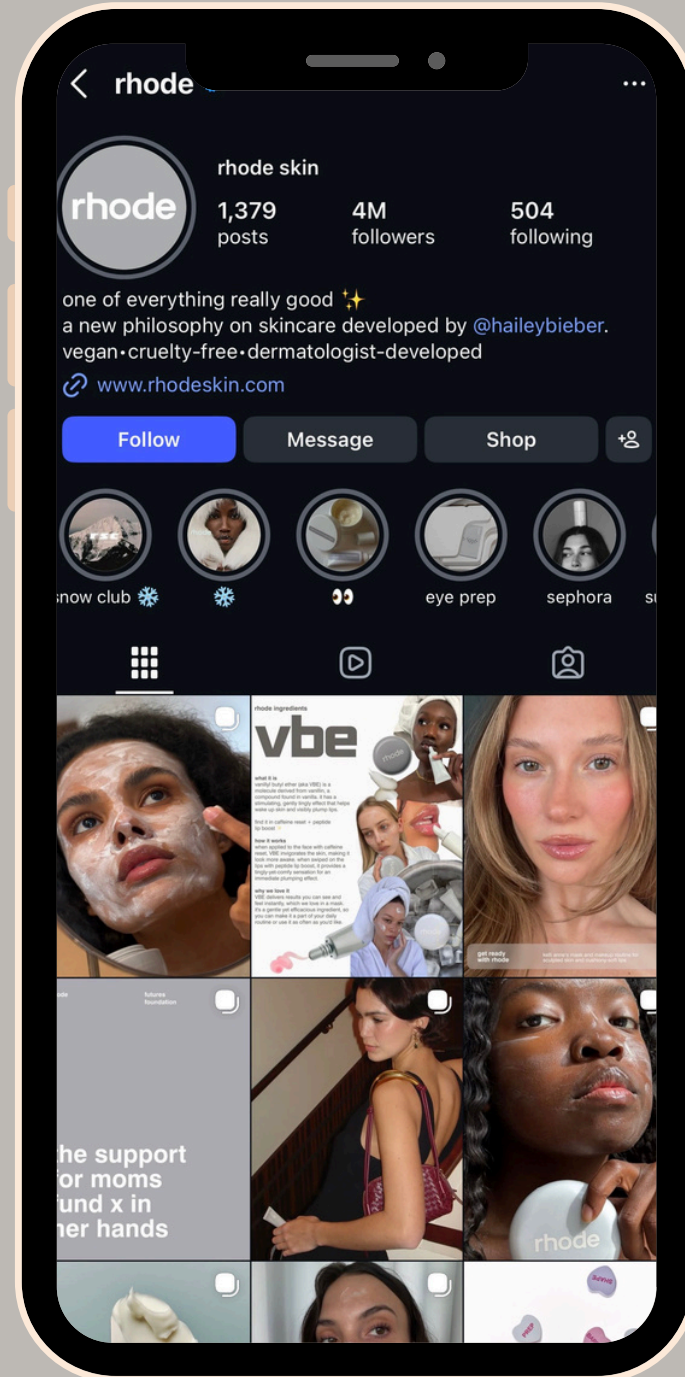


ABOUT RHODE

Rhode is a minimalist skincare and hybrid beauty brand founded by Hailey Bieber in 2022. The brand focuses on simple, effective, and affordable essentials designed to hydrate the skin barrier and deliver a natural “glazed” look. Rhode emphasizes quality, transparency, and intentional formulas, offering a curated range of products meant to fit seamlessly into everyday routines.



PLATFORMS ANALYZED



INSTAGRAM

OF POSTS: 1,363

FOLLOWER COUNT: 4M

ACCOUNT HANDLE: @rhode

POSTING FREQUENCY: On average 1-4 times per day

BIO EFFECTIVENESS: Clear and informative brand description with website link

SETUP OBSERVATIONS: Minimal and cohesive grid with strong visual consistency; verified account; story highlights visible; no hashtags used

All metrics were recorded on February 8, 2026. The analysis only includes the 30 most recent posts published prior to that date.

TIKTOK

OF POSTS: 100+

FOLLOWER COUNT: 1.9M

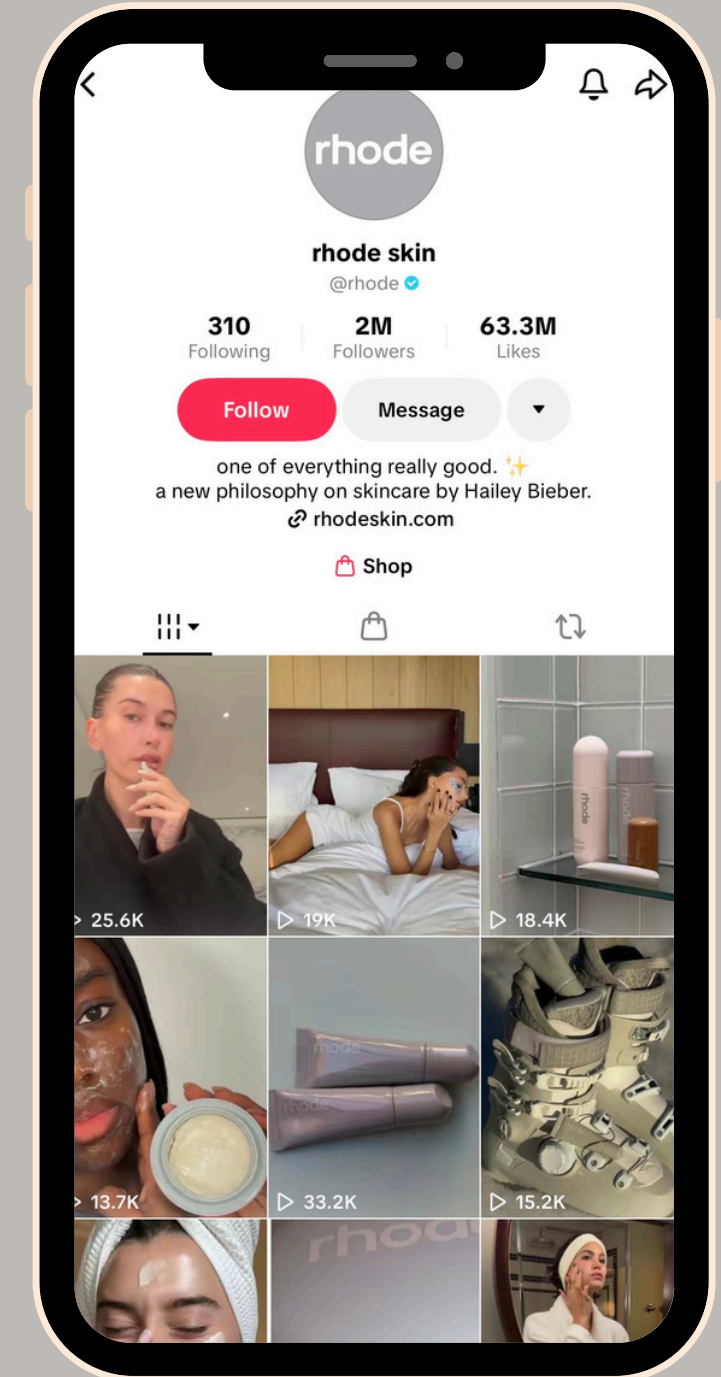
ACCOUNT HANDLE: @rhode

POSTING FREQUENCY: On average 1-3 times per day

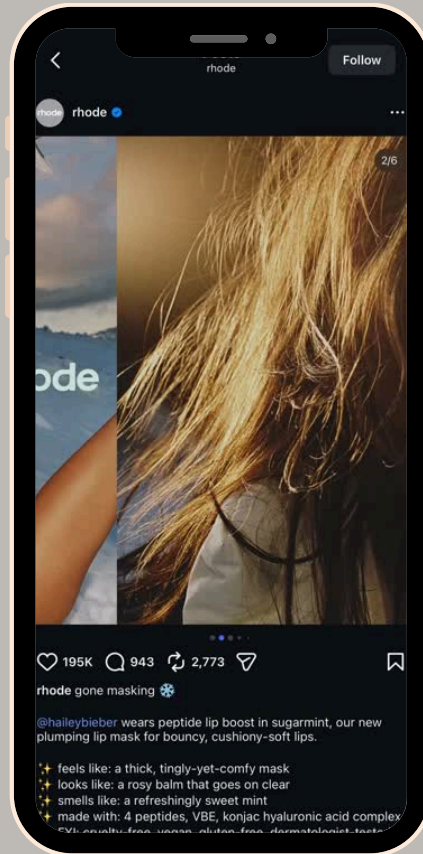
BIO EFFECTIVENESS: Concise brand message with website link and TikTok Shop link

SETUP OBSERVATIONS: Very consistent aesthetic and polished feed; TikTok Shop enabled, but products currently unavailable; verified account; no hashtags used

All metrics were recorded on February 10, 2026. The analysis only includes the 30 most recent posts published prior to that date.

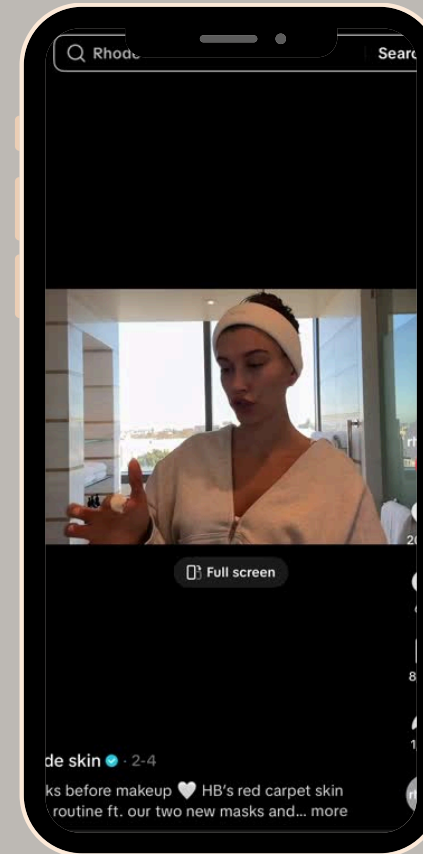


TOP 3 PERFORMING INSTAGRAM POSTS



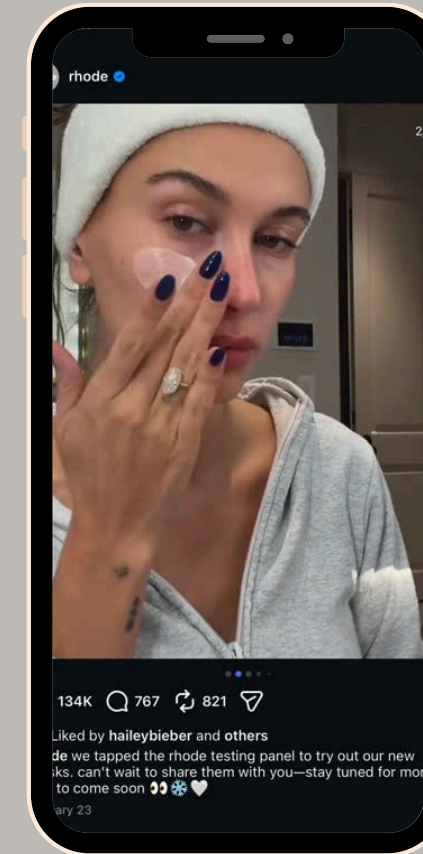
LIKES: 187K
COMMENTS: 927
REPOSTS: 2,656
ENGAGEMENT RATE: 14.76%

Why this post performed well: This campaign photo shoot features Hailey Bieber promoting the Peptide Lip Boost. Her visibility draws strong attention and product-focused promotional posts typically generate high interest because of anticipation around the release.



VIDEOS: 3M
LIKES: 177K
COMMENTS: 1,089
REPOSTS: 2,515
ENGAGEMENT RATE: 4.52%

Why this post performed well: This video features Hailey Bieber demonstrating her pre-red carpet skincare and makeup prep using Rhode products. Founder-led content tends to drive higher engagement because it feels personal, authentic, and exclusive, especially when the founder is a widely recognized celebrity.

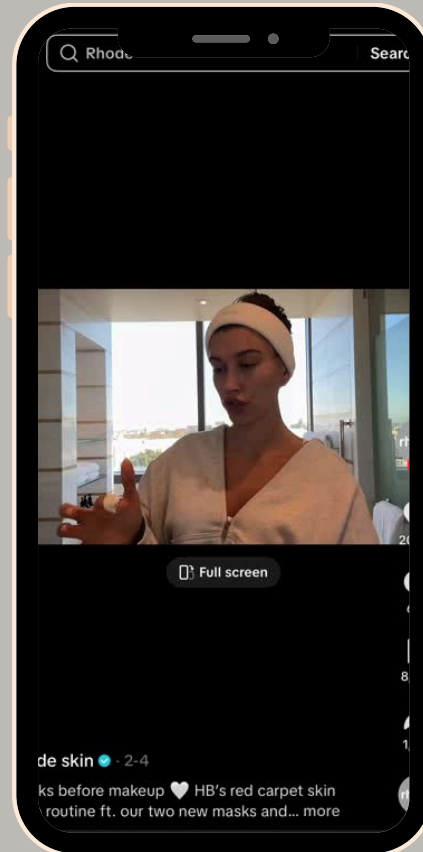


LIKES: 134K
COMMENTS: 762
REPOSTS: 831
ENGAGEMENT RATE: 3.39%

Why this post performed well: This video features an influencer testing panel trying Rhode's new products. Influencer content drives strong engagement because it feels relatable and highlights genuine reactions to the products.

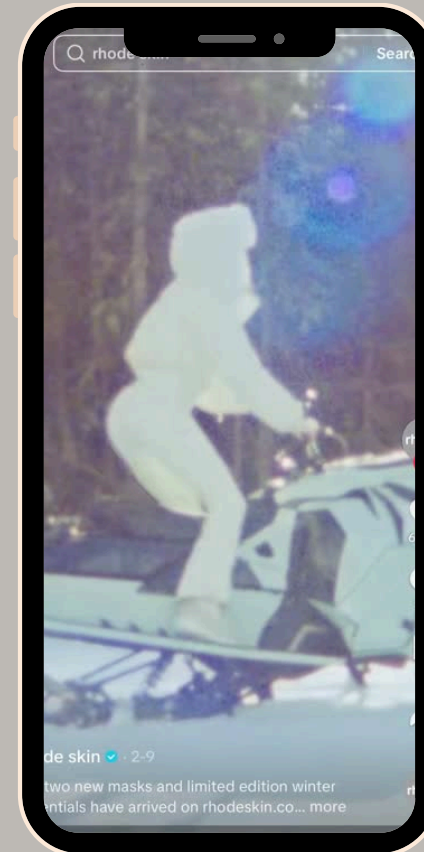
Top performing posts are determined by engagement rate

TOP 3 PERFORMING TIKTOK POSTS



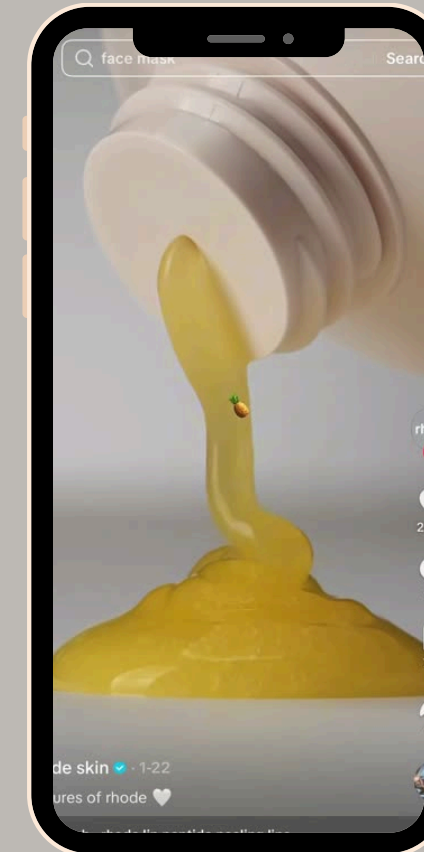
VIEWS: 1.1M
LIKES: 180.2K
COMMENTS: 628
SAVES: 7,844
SHARES: 1,764
ENGAGEMENT RATE: 17.31%

Why this post performed well: This video features Hailey Bieber demonstrating her pre-red carpet skincare and makeup prep using Rhode products. Founder-led content tends to drive higher engagement because it feels personal, authentic, and exclusive, especially when the founder is a widely recognized celebrity.



VIEWS: 37.2K
LIKES: 5,159
COMMENTS: 129
SAVES: 161
SHARES: 83
ENGAGEMENT RATE: 14.87%

Why this post performed well: This video highlights Rhode's two new mask launches, leveraging excitement around new product releases. Launch announcements typically generate higher engagement as audiences are eager to learn about the brand's latest offerings.



VIEWS: 162.1K
LIKES: 18.3K
COMMENTS: 119
SAVES: 606
SHARES: 153
ENGAGEMENT RATE: 11.83%

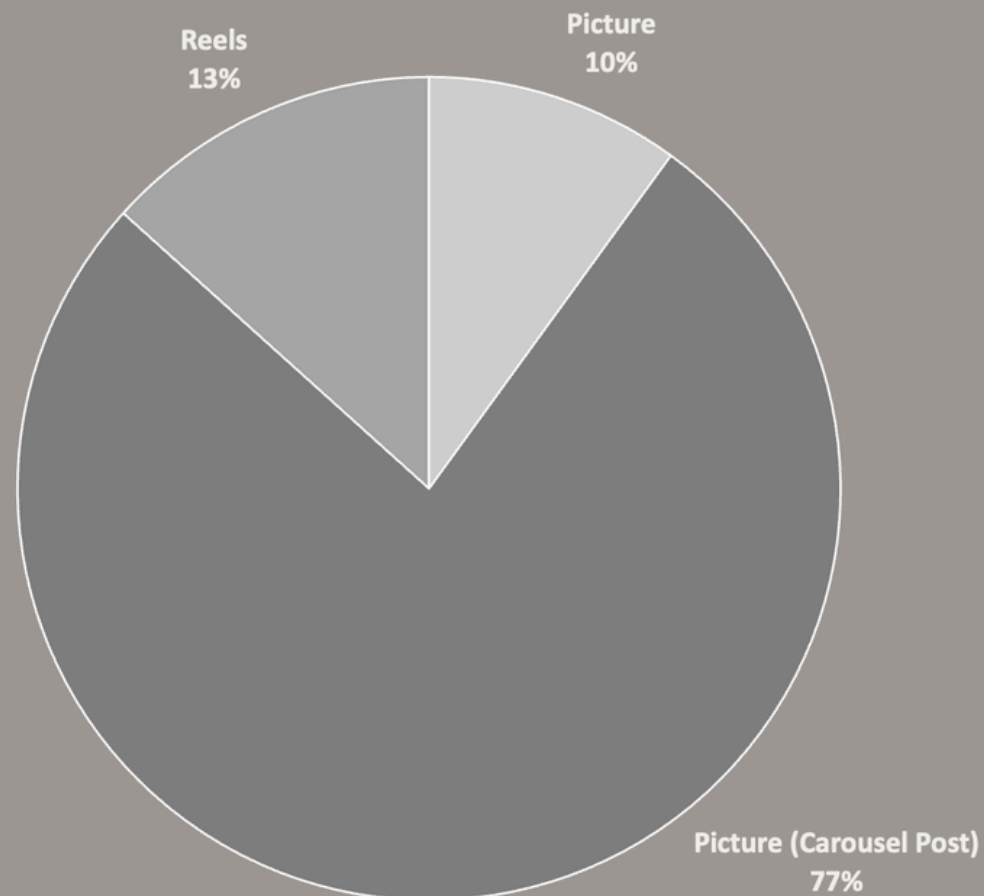
Why this post performed well: This visually satisfying video highlights the textures of Rhode's products. Texture-focused content is highly engaging on TikTok because it is visually appealing and easy to watch.

Top performing posts are determined by engagement rate

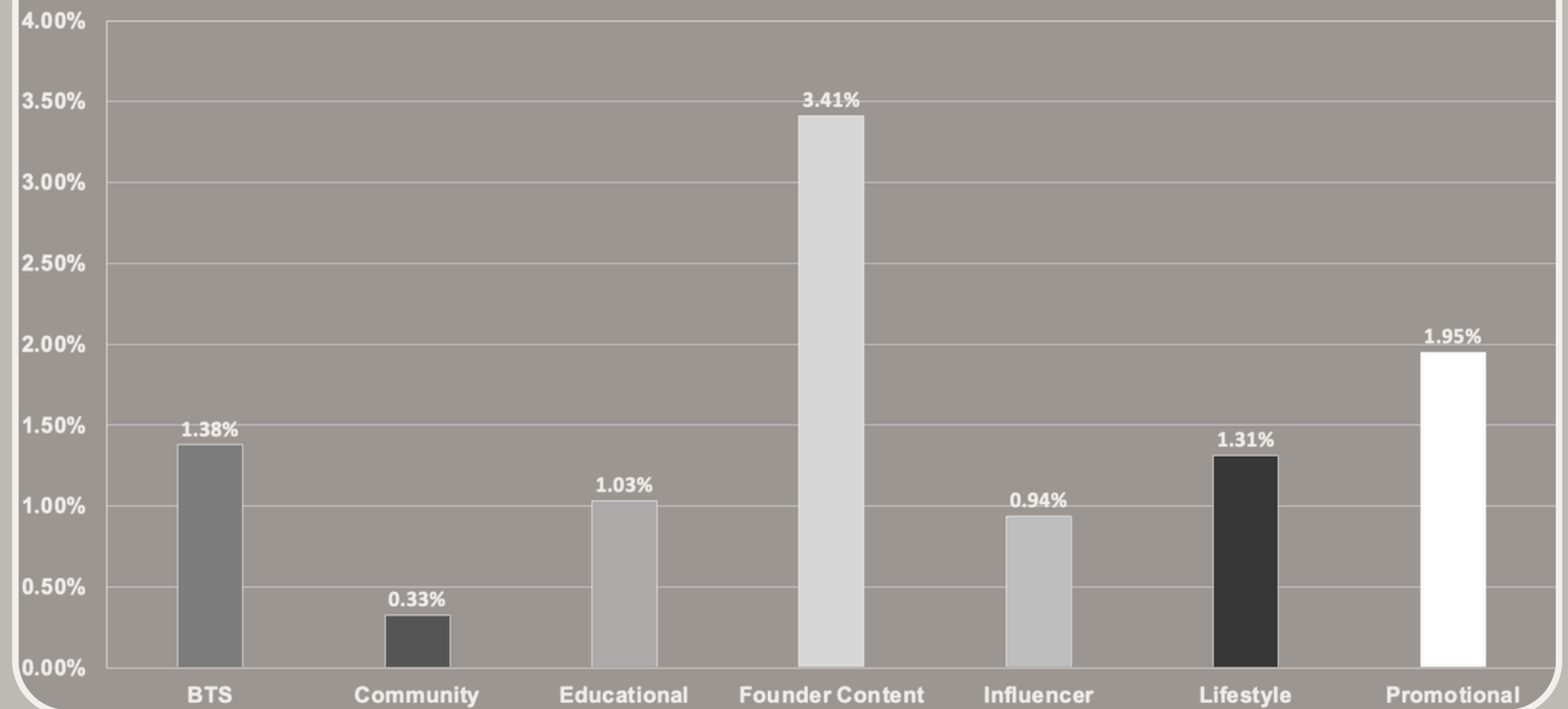
INSTAGRAM CONTENT DISTRIBUTION & ENGAGEMENT

The feed is dominated by carousel posts, which make up the majority of published content. Reels and single-image posts appear far less frequently, indicating a clear preference for multi-image formats.

INSTAGRAM POST TYPE DISTRIBUTION



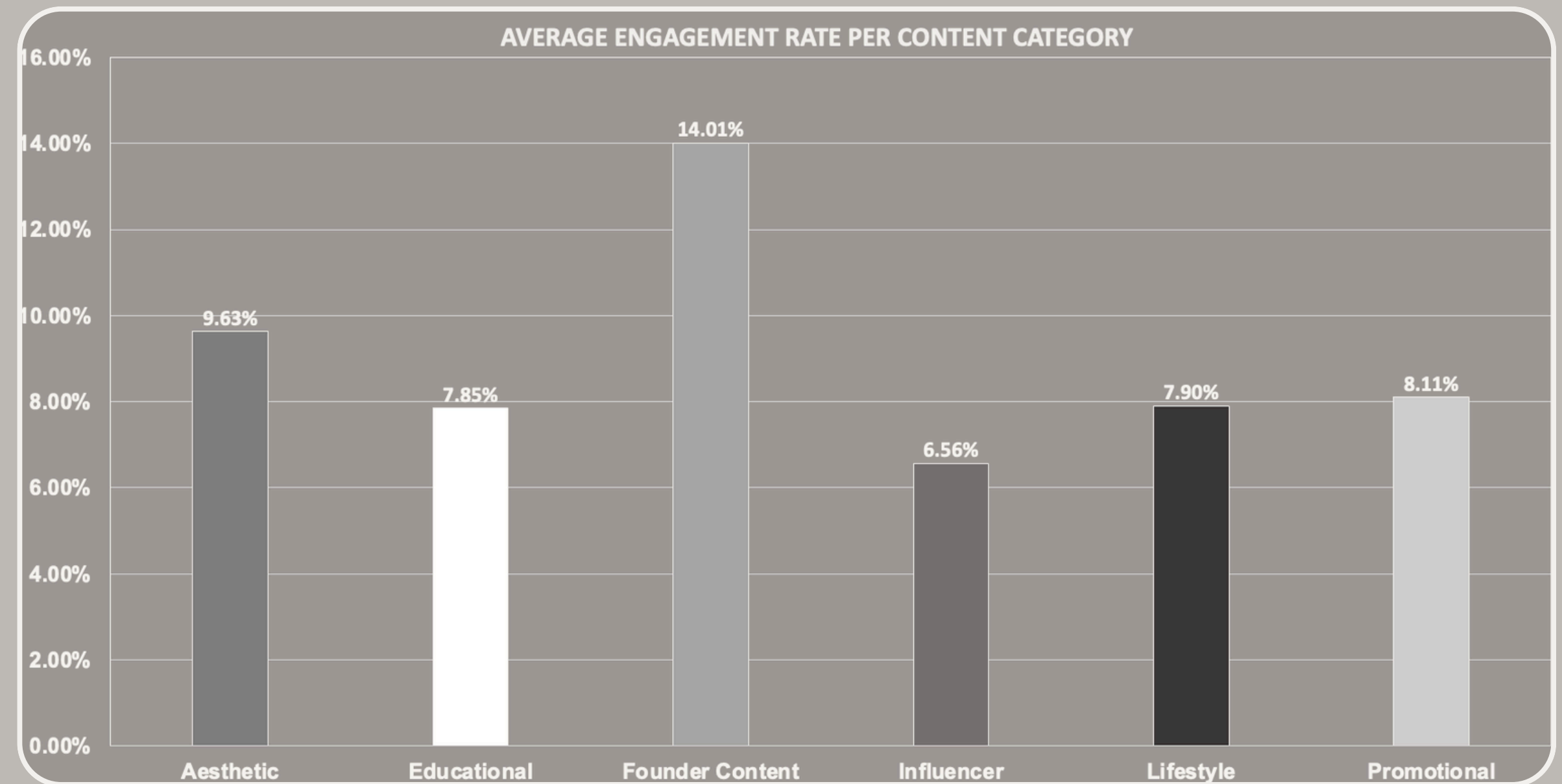
AVERAGE ENGAGEMENT RATE PER CONTENT CATEGORY



Engagement is highest for founder content and clearly exceeds all other categories. Promotional and lifestyle posts also perform strongly. Educational, influencer, and community content generate more moderate interaction. This indicates that content tied to the founder and product visibility drives the greatest audience activity.

TIKTOK ENGAGEMENT BY CONTENT CATEGORY

Similarly to Instagram, founder content performs the best, which is expected given the presence of a well-known celebrity founder. Aesthetic, lifestyle, and promotional posts also show strong engagement. These visually driven posts present an idealized version of the brand's lifestyle. They allow audiences to imagine themselves using the products and participating in that experience. Overall, engagement rates on TikTok are noticeably higher than on Instagram.



KEY INSIGHTS



- Founder-led content is the primary driver of engagement
- TikTok delivers significantly higher engagement than Instagram
- Visually satisfying product textures and application shots perform strongly
- Strong appeal among Gen Z through trend participation and short-form video
- Overall strategy centers on personality-driven storytelling + product desirability
- Content is highly versatile and diverse across formats
- Maintains a consistent posting schedule on both Instagram and TikTok



SOL DE JANEIRO

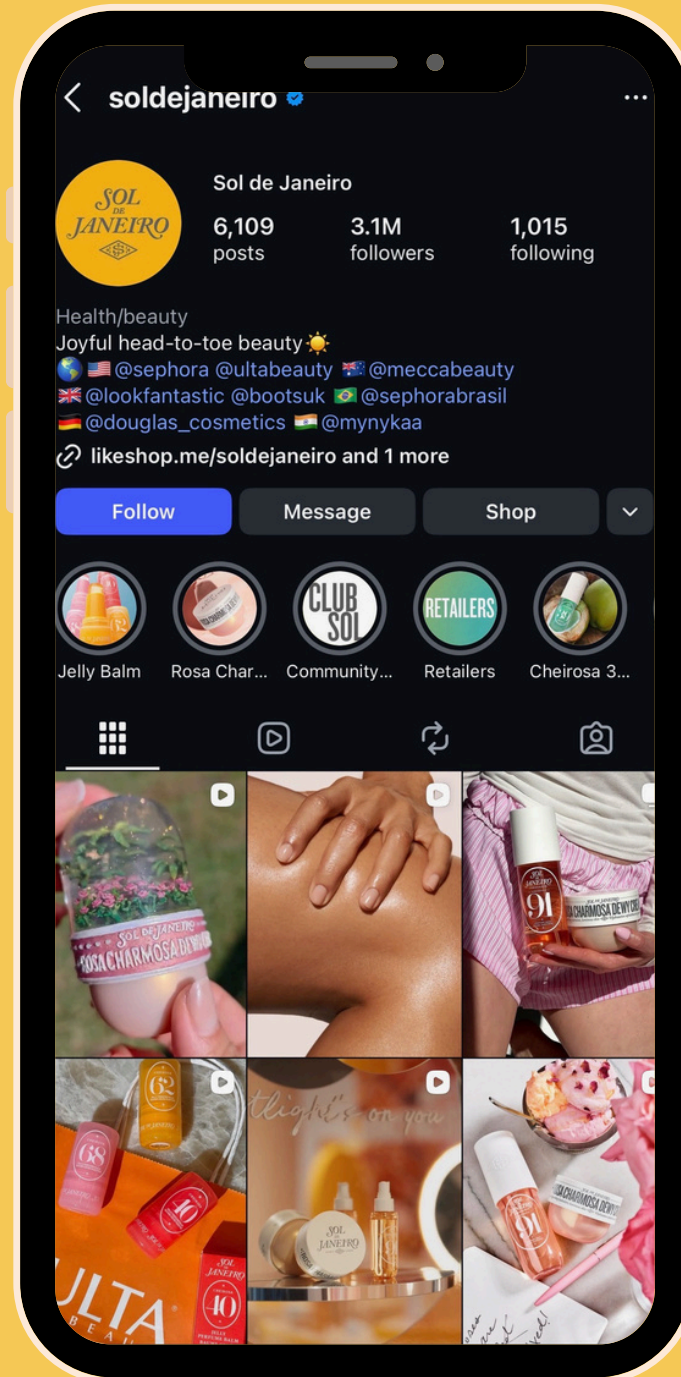


ABOUT SOL DE JANEIRO

Sol de Janeiro is a body care and fragrance brand inspired by Brazilian culture and beach lifestyle. Founded in 2015, it focuses on body confidence and joy through sensorial products with rich textures, tropical scents, and nourishing ingredients.



PLATFORMS ANALYZED



INSTAGRAM

OF POSTS: 6,094

FOLLOWER COUNT: 3.1M

ACCOUNT HANDLE: @soldejaneiro

POSTING FREQUENCY: On average 1-2 times per day

BIO EFFECTIVENESS: Concise brand description with tagged retailer accounts that indicate where products are available, and also a direct website link

SETUP OBSERVATIONS: Bright, product-focused grid with strong color consistency; verified account; story highlights visible; no hashtags used

All metrics were recorded on February 12, 2026. The analysis only includes the 30 most recent posts published prior to that date.

TIKTOK

OF POSTS: 100+

FOLLOWER COUNT: 3.3M

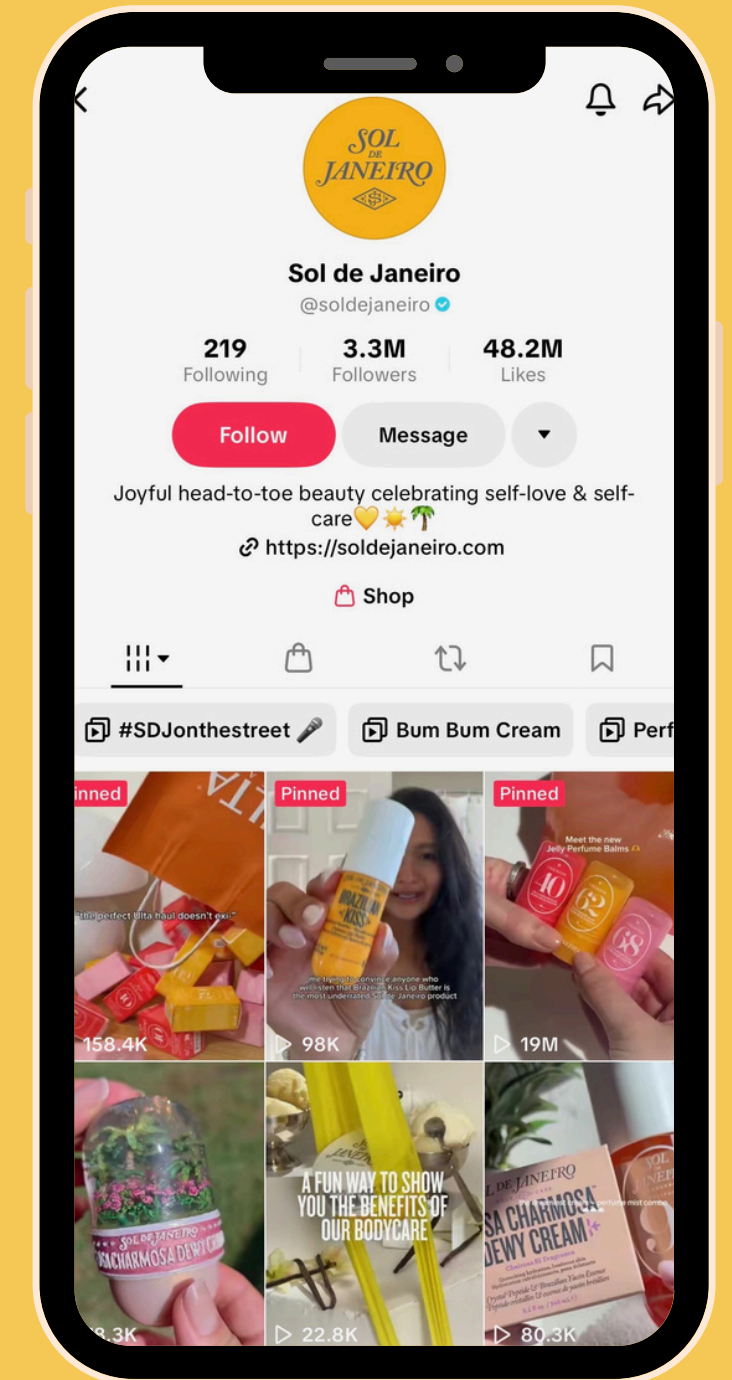
ACCOUNT HANDLE: @soldejaniero

POSTING FREQUENCY: On average 4 times per week

BIO EFFECTIVENESS: Simple brand message with website link and TikTok Shop link

SETUP OBSERVATIONS: Very bright, colorful feed with highly diverse content; TikTok Shop available; verified account; no hashtags used

All metrics were recorded on February 13, 2026. The analysis only includes the 30 most recent posts published prior to that date.



TOP 3 PERFORMING INSTAGRAM POSTS



LIKES: 155K
COMMENTS: 2,155
REPOSTS: 5,831
SHARES: 29,900
ENGAGEMENT RATE: 6.22%

Why this post performed well: This post announced the official launch of the new Jelly Perfume Balms, generating excitement around a new product release. Launch announcements attract strong engagement due to curiosity and immediate interest from consumers eager to learn more or purchase.



LIKES: 59.6K
COMMENTS: 975
REPOSTS: 1,309
SHARES: 4,879
ENGAGEMENT RATE: 2.15%

Why this post performed well: This post served as a teaser for the upcoming Perfume Jelly Balms launch. Teasers build anticipation and spark curiosity, encouraging audiences to stay tuned and engage.



LIKES: 44.6K
COMMENTS: 168
REPOSTS: 1,031
SHARES: 589
ENGAGEMENT RATE: 1.50%

Why this post performed well: This post tapped into the "2016" nostalgia trend, which was widely popular earlier this year. Connecting the trend to the brand's own milestones made the content feel timely and relevant.

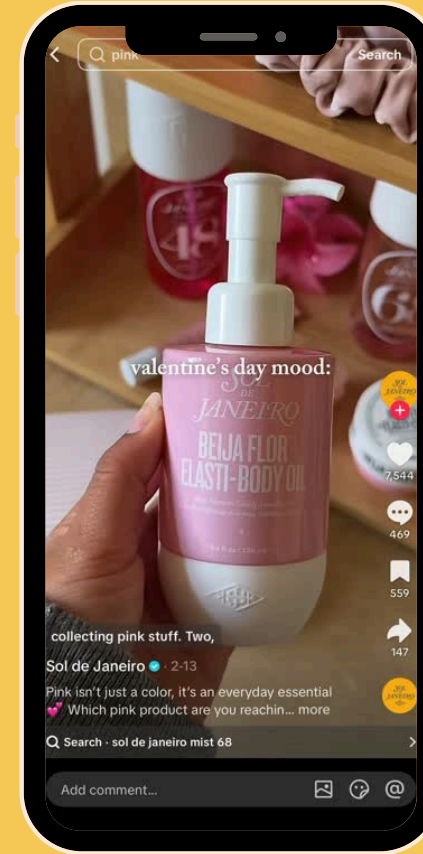
Top performing posts are determined by engagement rate

TOP 3 PERFORMING TIKTOK POSTS



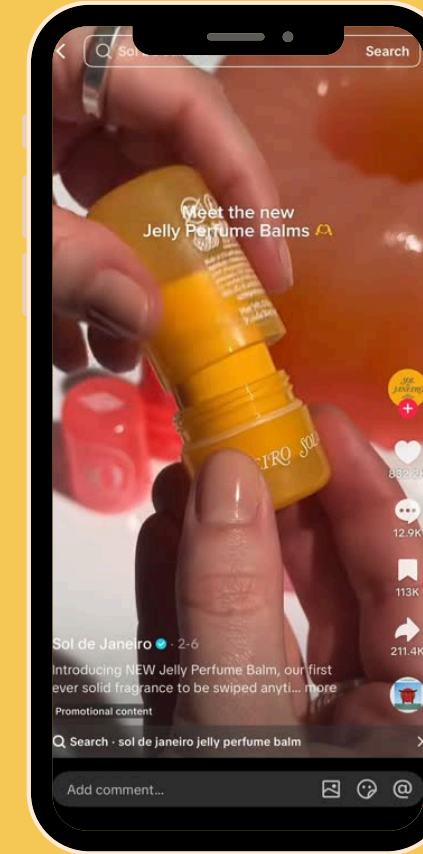
VEWS: 412.3K
LIKES: 36K
COMMENTS: 12.1K
SAVES: 6,698
SHARES: 8,068
ENGAGEMENT RATE: 15.25%

Why this post performed well: This post featured a cross-brand giveaway between Sol de Janeiro and Glow Recipe, which expanded reach to both audiences. Giveaways drive high engagement because users are encouraged to like, comment, and tag others for a chance to win.



VEWS: 12.8K
LIKES: 1,735
COMMENTS: 86
SAVES: 88
SHARES: 24
ENGAGEMENT RATE: 15.25%

Why this post performed well: This post showcased an aesthetic, Valentine's Day-themed video featuring Sol de Janeiro's pink products, aligning with a popular seasonal moment. Visually appealing content tied to holidays often attracts higher engagement because it feels timely and emotionally relevant.



VEWS: 8.6M
LIKES: 769.9K
COMMENTS: 11.8K
SAVES: 103.3K
SHARES: 194K
ENGAGEMENT RATE: 12.55%

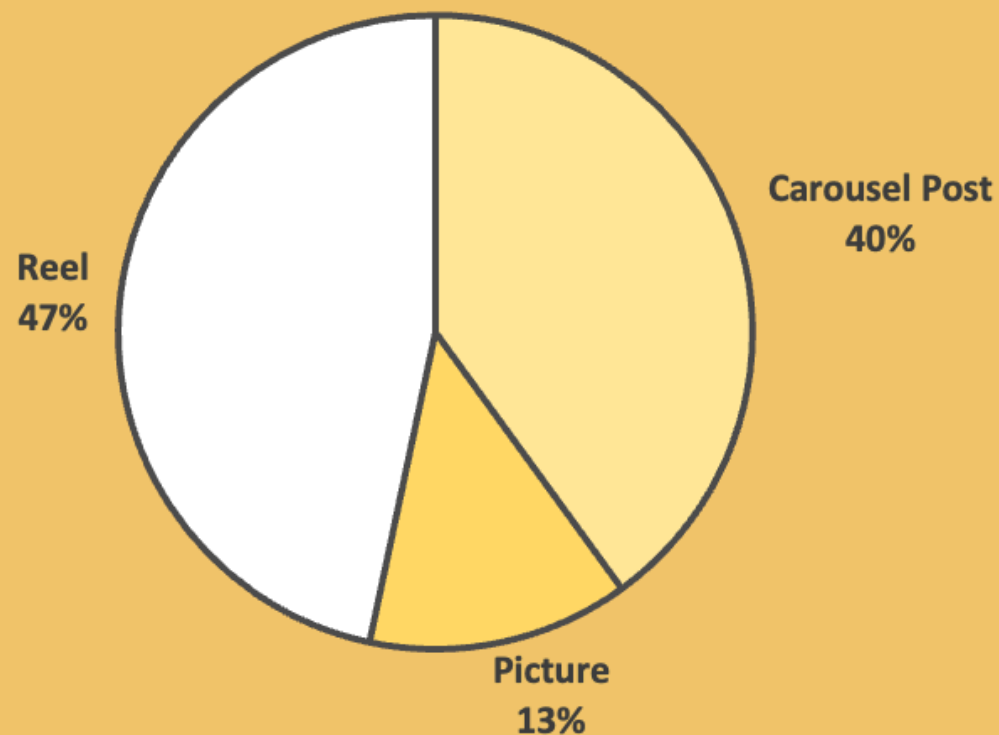
Why this post performed well: This post announced the official launch of the new Jelly Perfume Balms, generating excitement around a new product release. Launch announcements attract strong engagement due to curiosity and immediate interest from consumers eager to learn more or purchase.

Top performing posts are determined by engagement rate

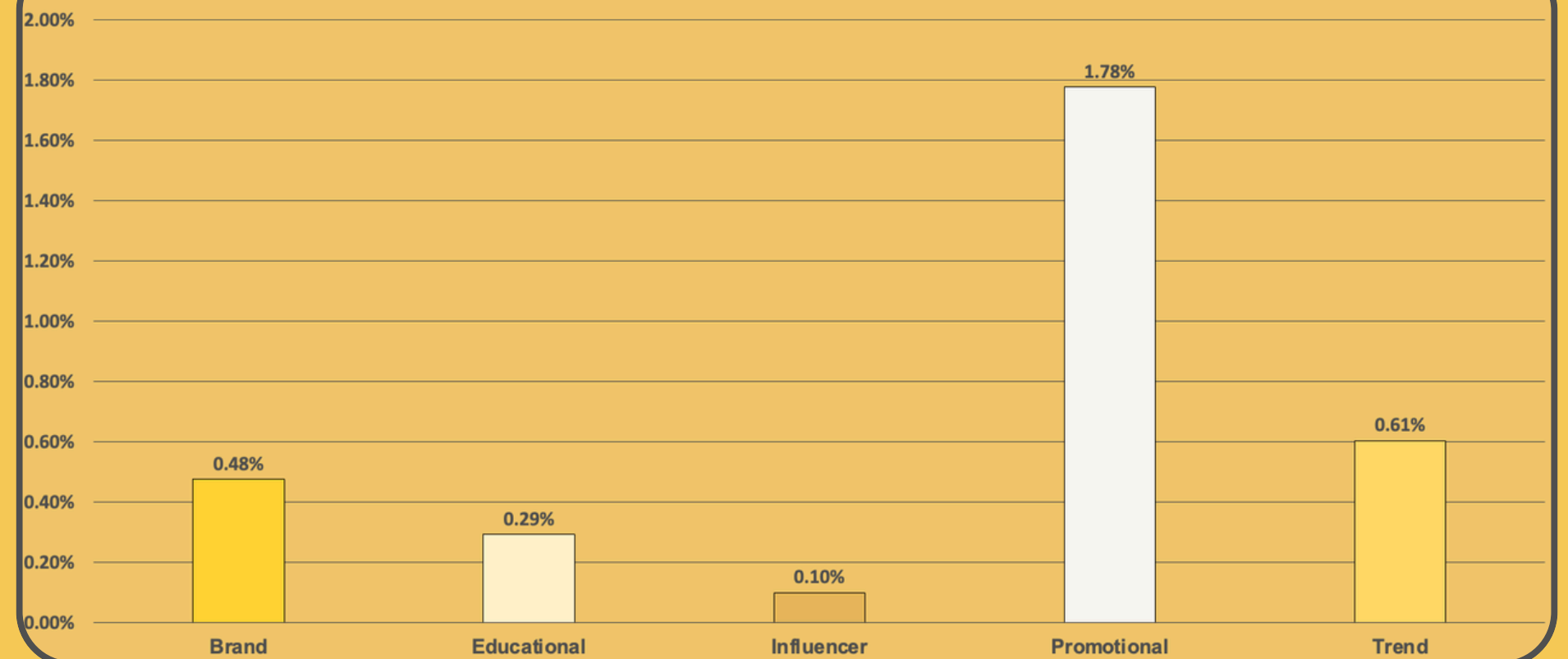
INSTAGRAM CONTENT DISTRIBUTION & ENGAGEMENT

The chart shows Sol de Janeiro's Instagram post type distribution, with Reels making up the largest share at 47%, followed by carousel posts at 40% and static images at 13%. Sol de Janeiro relies heavily on Reels compared to Cyklar and Rhode.

INSTAGRAM POST TYPE DISTRIBUTION



AVERAGE ENGAGEMENT RATE PER CONTENT CATEGORY

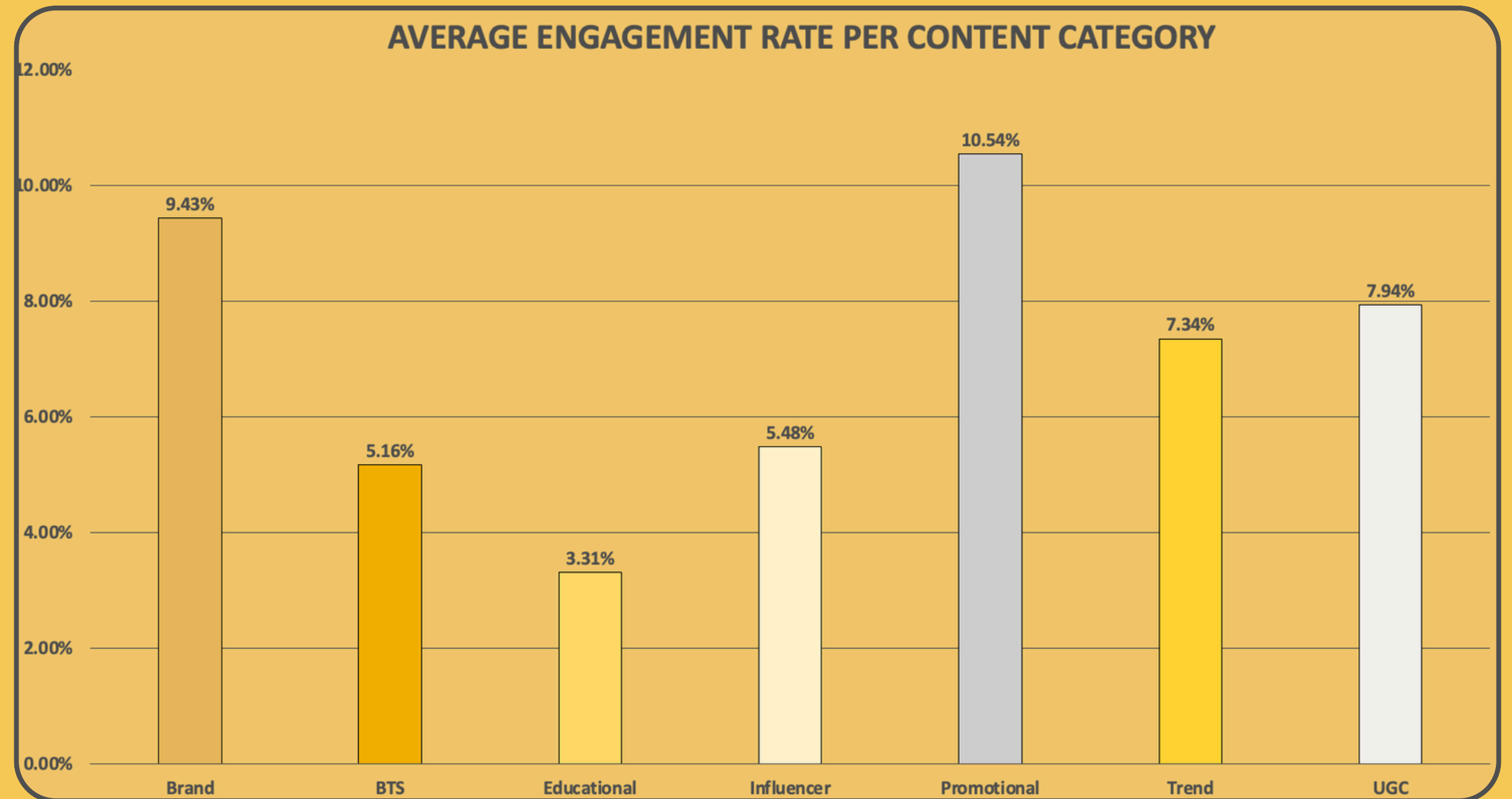


Promotional content generates the highest engagement by a wide margin, significantly outperforming all other categories.

Trend and brand posts also perform relatively well, while educational and influencer content receive more moderate interaction. Product-focused and launch-driven content is the primary driver of audience engagement.

TIKTOK ENGAGEMENT BY CONTENT CATEGORY

Promotional content performs best, indicating that product launches and announcements generate the most engagement. Brand and UGC posts also perform well, suggesting that audiences respond to both polished brand content and content from the community. Trend-based posts show solid engagement as well, highlighting the importance of participating in popular platform trends. Overall, engagement on TikTok is relatively high across all categories, which indicates strong performance on the platform.



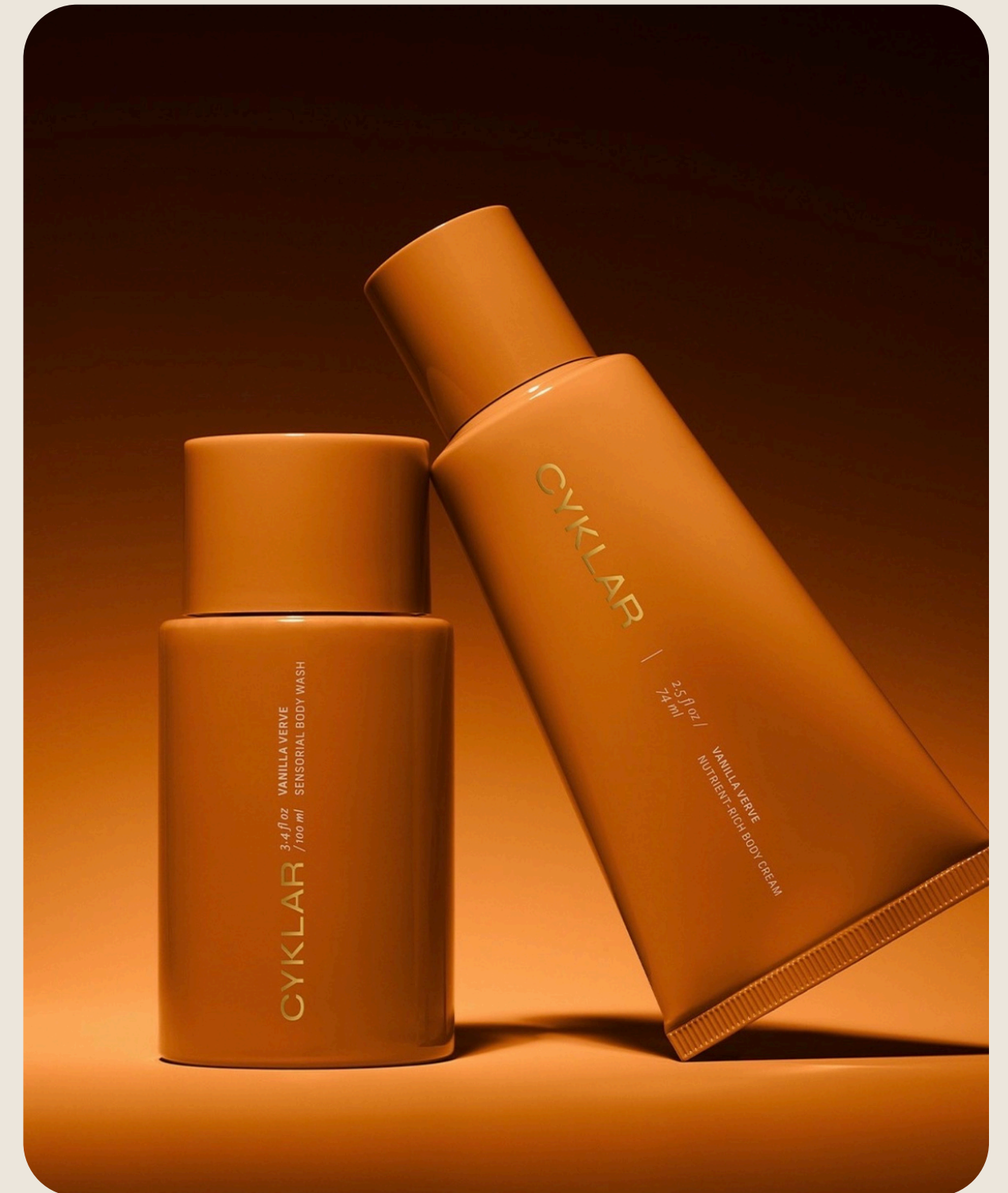
KEY INSIGHTS

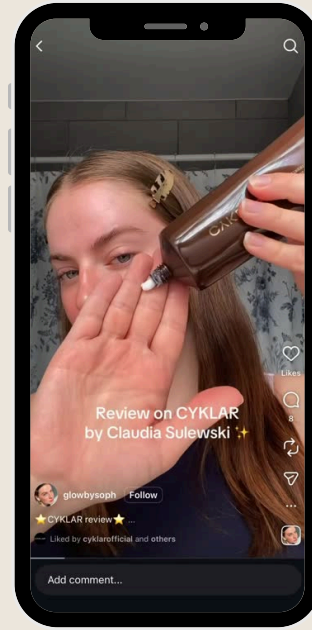
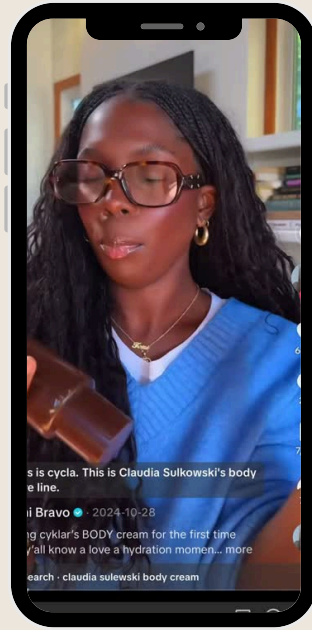


- Product launches, announcements, and giveaways are the primary drivers of engagement across both platforms
- TikTok generates higher overall engagement, while Instagram maintains a consistent brand presence through frequent posting
- Visually aesthetic, colorful product content, especially seasonal or themed, performs strongly
- Short-form video (Reels and TikTok) is the dominant format for capturing attention and interaction
- Teasers, collaborations, and trend participation increase anticipation and relevance
- Overall strategy centers on product desirability, visual appeal, and timely promotional moments

STRATEGIC RECOMMENDATIONS FOR CYKLAR'S SOCIAL MEDIA

1. Expand UGC and influencer content
2. Increase trend-driven content on TikTok
3. Incorporate more founder-led content
4. Establish a consistent TikTok posting schedule
5. Provide product pairing guidance
6. Develop recurring content series
7. Increase lifestyle content showing real-life product use
8. Share behind-the-scenes content
9. Add Instagram Highlights to the profile
10. Increase TikTok comment engagement





EXPAND UGC AND INFLUENCER CONTENT

Increase the use of user-generated content (UGC) and influencer videos by reposting creator content more frequently across both TikTok and Instagram. While some UGC is already present on TikTok, expanding this strategy to both platforms would strengthen authenticity and showcase real customer experiences.

Examples

- Influencer unboxing or PR package videos
- Routine videos featuring CYKLAR products
- “Products I can’t live without” or favorites videos

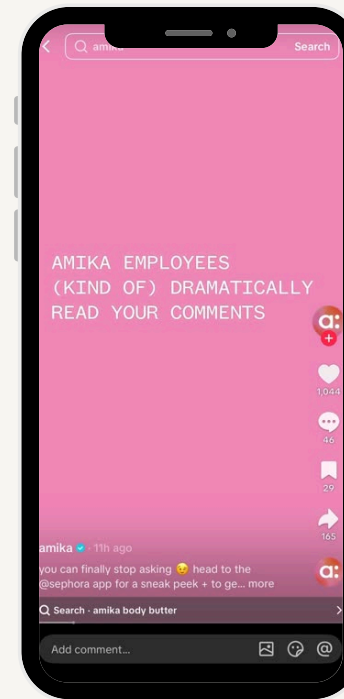
Why This Would Work: Content featuring real people using the products feels more trustworthy and relatable than highly polished brand content. This type of content already performs well on TikTok, where authenticity is a major driver of engagement. Both Sol de Janeiro and Rhode feature creator content and routine-based demonstrations, which receive strong and steady engagement in this category amongst both platforms. Expanding UGC across both platforms would increase credibility and help potential customers visualize how the products fit into everyday routines.

INCREASE TREND-DRIVEN CONTENT ON TIKTOK

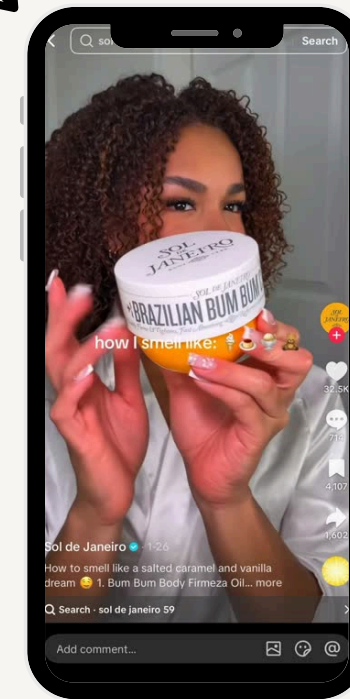
Increase participation in trending sounds, formats, and challenges by publishing 1–2 trend-based TikTok posts per week to improve discoverability and reach.

Why This Would Work: Trend-driven content can be highly effective when it aligns naturally with the brand. The “What I smell like” video shown below uses a simple, widely recognized format that fits Sol de Janeiro’s identity without feeling forced or overly promotional. Despite its simplicity, the post received strong engagement, including high views and likes, demonstrating the effectiveness of well-chosen trends. Publishing similar trend-based content more regularly would increase CYKLAR’s visibility and potential reach on TikTok.

Examples



Amika employees dramatically reading their social media comments



“What I smell like” trend using Sol De Janeiro products

INCORPORATE MORE FOUNDER-LED CONTENT

Increase the presence of founder-led content by featuring the founder more frequently in posts across TikTok and Instagram to share brand stories and product insights.

Examples

- Founder discussing how products were developed
- Personal routines using CYKLAR products
- Behind-the-scenes clips of meetings, events, or launches
- Answering customer questions on camera

Why This Would Work: Posts featuring the founder have already performed well for CYKLAR, suggesting that audiences enjoy seeing the person behind the brand. This type of content feels more personal and relatable than traditional marketing posts. Other successful beauty brands, including Rhode, also rely on founder visibility to build strong connections with their audience and it has shown some of the brand's highest engagement. Posting more of this content would build on an existing strength and further strengthen engagement.



ESTABLISH A CONSISTENT TIKTOK POSTING SCHEDULE

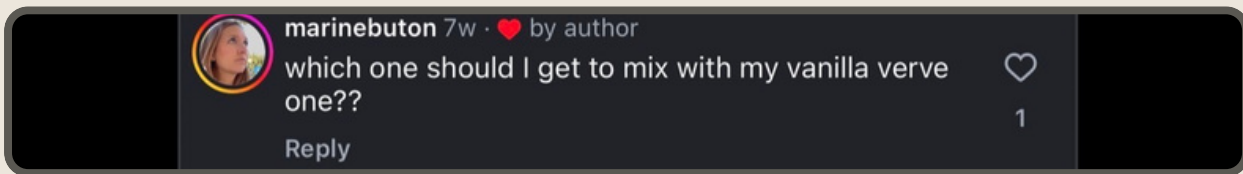
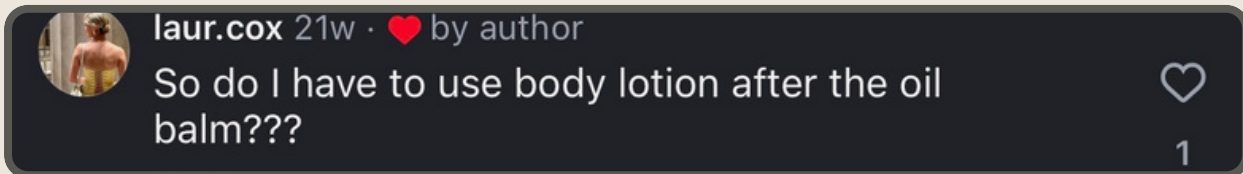
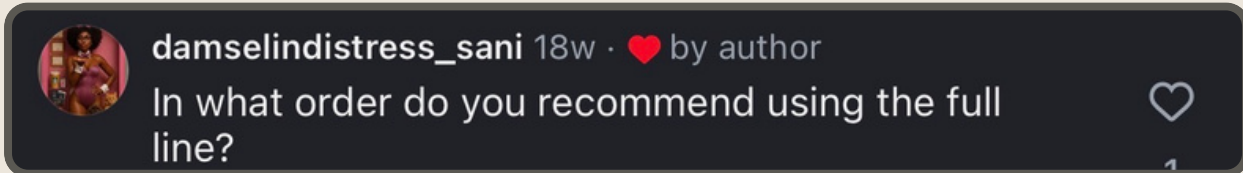
Adopt a regular TikTok posting cadence of minimum 5 posts per week to maintain visibility, strengthen audience engagement, and support steady account growth.

How to Get Started

- Create a monthly content calendar outlining planned posts
- Set specific posting days (e.g., Monday, Wednesday, Friday)
- Schedule posts around peak engagement times
- Mixing content types such as trends, UGC, product demos, and lifestyle videos

Why This Would Work:

TikTok is a platform that relies heavily on consistency to push content onto the For You Page. Posting regularly allows the algorithm to test videos with different audiences, making it easier to identify what resonates and what does not. Both Rhode and Sol de Janeiro post multiple times per week on TikTok, often several times per day. This has allowed them to establish a strong and highly visible presence on the platform. Their performance suggests that frequent posting can significantly improve reach and engagement. In many ways, success on TikTok comes from experimenting by sharing a variety of content and learning from performance over time. A consistent posting schedule helps the brand understand which formats, topics, and styles drive the most engagement and refine future content accordingly.



PROVIDE PRODUCT PAIRING GUIDANCE

Create content that explains how different products can be used together, helping customers understand the best combinations for scent and overall experience.

Examples

- Lotion + perfume oil layering combinations
- "Best pairings" for different moods or occasions
- Day vs. night scent combinations
- Pairing products to make fragrance last longer

Why This Would Work: Customers have asked for guidance on which products work best together. CYKLAR responds to these questions in the comments, but turning those responses into dedicated posts or a recurring series would make the guidance more visible and accessible to a wider audience. Providing this guidance makes it easier for customers to understand what to purchase and may encourage them to try multiple products.

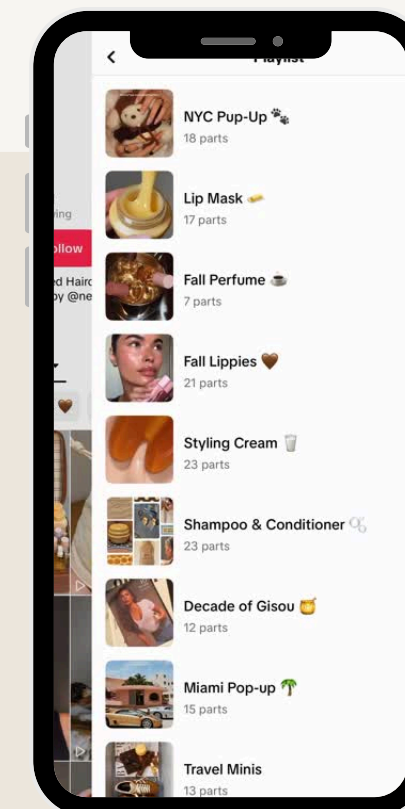
DEVELOP RECURRING CONTENT SERIES

Create recurring weekly content series and playlists to bring more structure and consistency to CYKLAR's TikTok account

Examples

- Founder tips or favorites
- Best fragrance pairings
- Answering customers' most frequently asked questions
- Myth vs Fact (common skincare and fragrance misconceptions)

Why This Would Work: CYKLAR's TikTok currently lacks a clear rhythm, which can make the account feel inconsistent. A recurring series would add structure and make posting more intentional. It would also give viewers something familiar to expect and return to over time. Over time, this can help build stronger engagement and audience loyalty.



INCREASE LIFESTYLE CONTENT SHOWING REAL-LIFE PRODUCT USE

Increase content that shows CYKLAR products being used in everyday situations rather than only in polished studio settings. This helps audiences see how the products fit into real routines and environments

Examples

- Morning or night routines featuring the products
- Sunday self-care routines
- "Get ready with me" videos
- Travel packing/carry-on essentials

Why This Would Work: Lifestyle content makes the brand feel more relatable because viewers can see how the products are used in real life rather than just displayed. When people can picture themselves using the products as part of their own routines, it reduces the feeling of advertising and increases interest. Hailey Bieber frequently shares content showing herself using Rhode products in her daily routine. One of the brand's recent top-performing posts featured her preparing her skin for a red-carpet event, which received strong engagement and positive feedback from viewers. Adding lifestyle content would introduce a new perspective and make the brand feel more dynamic.



SHARE BEHIND-THE-SCENES CONTENT

Increase content that shows what happens behind the scenes of the brand, including product development, photoshoots, events, and day-to-day operations. This gives audiences a closer look at how the brand functions beyond standard promotional spots.

Examples

- Product development or formulation process
- Photoshoot preparation and on-set clips
- Packaging design or production stages (capitalize on packaging because consumer feedback indicates strong appreciation for the packaging)

Why This Would Work: Behind-the-scenes content can be highly effective because it gives audiences a more authentic view of the brand. The video shown below highlights Sol de Janeiro's packaging and production process, offering insight into how the product is produced. This type of content received strong engagement, including high views and interactions, indicating that audiences are interested in seeing what happens beyond standard promotional posts. Sharing similar behind-the-scenes content would help CYKLAR build trust and strengthen its connection with viewers.



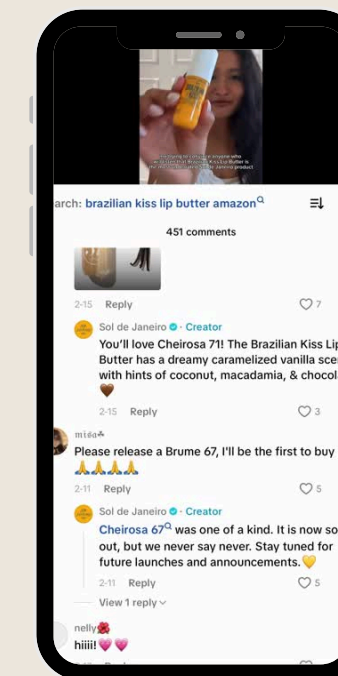
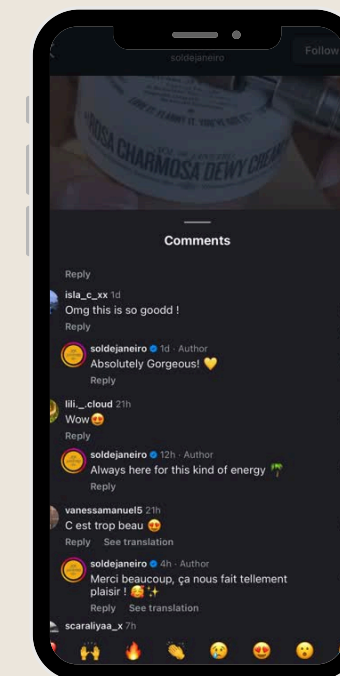
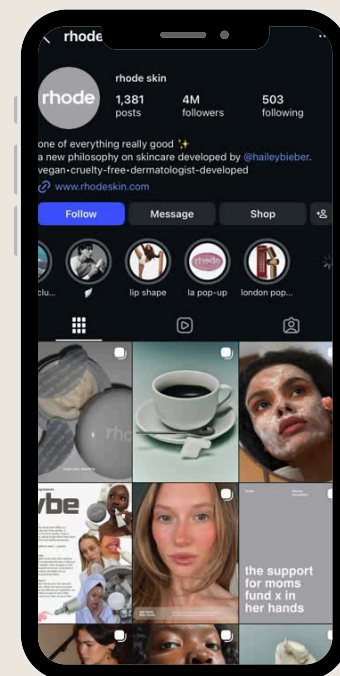
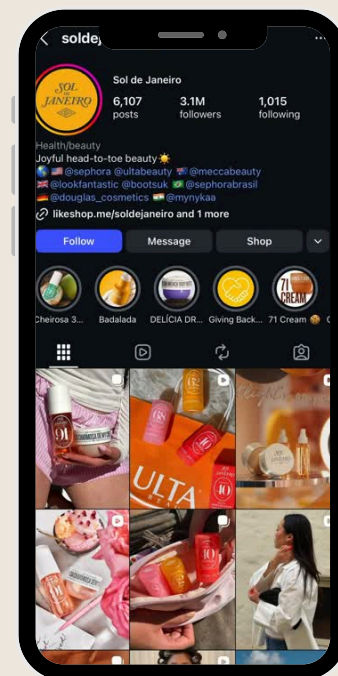
ADD INSTAGRAM HIGHLIGHTS TO THE PROFILE

Add organized Instagram Highlights to showcase key information, products, and brand content in a permanent, easy-to-navigate format.

Examples

- FAQ
- Reviews or testimonials
- Customer story reposts
- Products or collections
- Event Recaps

Why This Would Work: Highlights preserve Instagram Stories that would otherwise disappear after 24 hours, allowing new visitors to quickly understand the brand without scrolling through the entire feed. Both competitors analyzed earlier use Instagram Highlights to organize key information. For example, Rhode uses Highlights to categorize events, products, and different campaigns. Sol de Janeiro uses Highlights to categorize products, community engagements, and retailers in which their products can be found. Adding Instagram Highlights would also improve first impressions and make important information easier to find.



A high-speed, close-up photograph of water splashing into a glass. The water is captured in mid-air, creating a dynamic and textured splash. The background is a soft, out-of-focus light green. The text 'THANK YOU' is overlaid in the center of the image in a bold, black, sans-serif font.

THANK YOU

CYKLAR