




How A Boutique Beauty Company Revitalized Their Online Presence With A Remote Social Media Manager

About The Beauty Company

This boutique beauty company excels in offering affordable, high-quality cosmetics. Founded by a successful businesswoman with a history of creating thriving beauty brands, the company is leading the charge for a new generation of beauty. Their success stems from collaborating with influencer entrepreneurs and creators to develop brands that embody glamour, positivity, and inclusivity.

The Problem

With a unique value proposition aimed at helping influencer entrepreneurs and creators build their own brands, this beauty company needed to enhance its social media presence to stand out. Despite the seemingly straightforward task, the crowded beauty market makes it challenging to stay ahead—especially amid a global talent shortage that makes finding skilled and competent employees difficult.



“Creating high-quality products is our expertise. We needed to find someone who could help us highlight that online.”

Founder, Beauty Company



The Solution

In their quest to find a social media expert capable of significantly enhancing their online presence, the beauty company turned to Los Angeles-based Satellite Teams. Satellite Teams provides industry-trained, full-time remote employees to support businesses in all aspects of their operations at fraction of the U.S. labor cost. Through our dedicated team and comprehensive client portal, we assist companies in sourcing, hiring, and managing elite remote talent.

Within just a few months of calibrating and optimizing campaigns, the beauty company achieved their goals with the assistance of their new remote social media manager.

<p>40% increase in social media engagement</p>	<p>16% enhancement in conversion rate</p>	<p>50% increase in user-generated content</p>	<p>70% savings in labor costs</p>
<p>The strategic initiatives implemented by the remote social media manager have led to a 40% increase in the company's social media engagement. These initiatives include content auditing, establishing a regular posting schedule, creating interactive campaigns, monitoring real-time engagement, and forming partnerships with influencers and creators. This surge in engagement signifies heightened audience interaction, resulting in a more vibrant online community and enhanced brand visibility.</p>	<p>Through a multifaceted approach, the remote social media manager increased the beauty company's conversion rate by 15%. This was achieved by integrating clear and compelling calls-to-action into social media posts, creating a sense of urgency and offering incentives. Additionally, the social media expert optimized landing pages, conducted in-depth customer journey mapping, and developed tactical promotional campaigns with exclusive offers to foster a sense of exclusivity.</p>	<p>User-generated content is invaluable for beauty companies to showcase authentic customer experiences. Recognizing this, the remote social media manager initiated engaging campaigns, community features, influencer collaborations, and recognition programs. These efforts have helped the beauty brand build an engaged community while significantly increasing its organic reach on social media.</p>	<p>Imagine supercharging your brand's online presence by hiring an expert at a fraction of the average cost. This is precisely what the beauty company achieved by enlisting a remote social media manager from Satellite Teams. While the average monthly rate for a social media manager in the United States ranges from \$4,629 to \$6,435, hiring a remote professional from Satellite Teams provided the same skills and experience, and resulted in a 70% savings on labor costs.</p>



“Satellite Teams acts as an employee matchmaker, and I can confidently say that partnering with them to hire experts was the right choice.”

Founder, Beauty Company



Finding The Solution For Global Hiring Concerns

This beauty company had previously confined its talent sourcing to local boundaries, making the hiring of a remote professional an entirely new experience. Despite this, the company was thoroughly satisfied with their decision to partner with Satellite Teams, as they received comprehensive support and all necessary resources from day one.

They began by identifying the ideal candidate for their social media manager role. Satellite Teams matched them with fully vetted applicants who were meticulously screened using advanced tools and programs developed by industry experts. The company simply made their preferred employee selection, while Satellite Teams managed the background checks, and onboarding processes.

Hiring internationally can involve various rules and regulations. However, the beauty company did not have to worry about these complexities, as the process at Satellite Teams already includes:

-  Compliance
-  Benefits Management
-  Taxation
-  Paid Time Off (PTO) Management
-  Local Labor Laws
-  Performance Management and Tracking
-  Compensation Facilitation
-  Key Performance Indicator (KPI) Settings

These inclusions ensured a safe and seamless experience for the beauty company, leading them to hire additional remote professionals through Satellite Teams for various branches within their team.



Consult with our team today to discover how your beauty company can leverage our remote talent and streamlined hiring process at Satellite Teams. For more information, email us at info@satelliteteams.com.