

// FREE PLAYBOOK • 2026

THE BEAUTY GROWTH PLAYBOOK

Win the second order.



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WIN THE *second* ORDER.

In beauty, the first order rarely makes money once you count ad costs. The profit comes when a customer buys again. This playbook shows the five moves we use to make that happen, in plain English, with nothing to buy.

How to use it

1. Read chapter 1 and fill in your numbers.
2. Pick the one chapter that fixes your biggest leak.
3. Do that chapter this month. Measure. Then move on.

Inside

1. Know your numbers
2. The first order
3. The reorder window
4. Five flows to build first
5. Measure what matters

KNOW YOUR *numbers*.

Growth decisions without margins are guesses. Work out these four numbers before you change anything.

NUMBER	HOW TO WORK IT OUT	YOURS
Contribution margin per order	Average order value minus product cost, shipping, packaging, payment fees and discounts	_____
Break-even MER	$1 \div \text{contribution margin \%}$. Below it, the first order loses money	_____
Cost per new customer	Ad spend on new-customer campaigns $\div$ new customers in the same period	_____
Payback time	How many orders (or days) until a customer's margin covers what you paid to win them	_____

Rule of thumb

If payback takes more than two orders, fix retention before you scale ads. More spend will only make the leak bigger.

THE FIRST *order.*

Win the right customer, not any customer. The best first orders come from people who will use the product up and come back.

Offer the routine, not a discount

A two- or three-step set raises order value and gets the customer using more than one product. People who use a routine tend to reorder.

Make the product page answer three questions

- **Is it for me?** Skin or hair type, concerns, who should not use it.
- **Will it work?** Real reviews, how long results take, how to use it.
- **What if it doesn't?** Returns, guarantee, how to get help.

Match the ad to the page

If the ad talks about texture, the page should open with texture. Every mismatch costs orders.

Claims check

Describe how skin looks or feels. Never say a cosmetic treats, cures or prevents a condition. Hold evidence for every number you print.

THE REORDER *window*.

Every product has a natural moment when it runs out. Reminders that land just before it feel helpful. Reminders that land after it arrive too late.

Find your window

1. Export orders from Shopify for the last 12 months.
2. Keep customers with two or more orders of the same product.
3. Find the median days between the first and second order.

PRODUCT	SIZE	MEDIAN DAYS TO REORDER	SEND REMINDER ON DAY
-----	----	----	median - 7
-----	----	----	median - 7
-----	----	----	median - 7

No reorder data yet?

Estimate: $\text{product volume} \div \text{amount used per day}$. A 30 ml serum used twice a day at 0.3 ml lasts about 50 days.

FIVE FLOWS TO BUILD *first*.

FLOW	STARTS WHEN	JOB
Welcome	New subscriber	Who you are, what to try first, and why
Post-purchase	First order	How to use it so it works; set expectations for week 1, 2 and 4
Replenishment	Reorder window – 7 days	A simple “running low?” with a one-click reorder
Review request	Day 14–21	Ask for an honest review once the product has had time to work
Win-back	Window + 30 days, no order	Ask what happened; offer the next step in the routine

Keep it honest

- Send marketing only to people who opted in.
- Make unsubscribing easy.
- For SMS, follow consent and quiet-hour rules in each market.

MEASURE WHAT *matters.*

Four numbers, every Monday, on one page. If they move the right way, the plan is working.

STAGE	NUMBER	WHY IT MATTERS
Attract	Cost per new customer	What a new buyer costs you
Convert	Conversion rate	Same traffic, more orders
Retain	Repeat purchase rate	Where the profit is
Measure	Profit after ad spend	The one true number

Under each number, write three lines

What we did. What we learned. What we do next.

// YOUR NEXT STEP

WANT THIS DONE *for* *you?*

Book a free 30-minute growth audit call with Hasan Ali, founder of Kliktron. Bring your last 30 days of numbers and leave with three written fixes, whether we work together or not.

● kliktron.com/book-a-call