

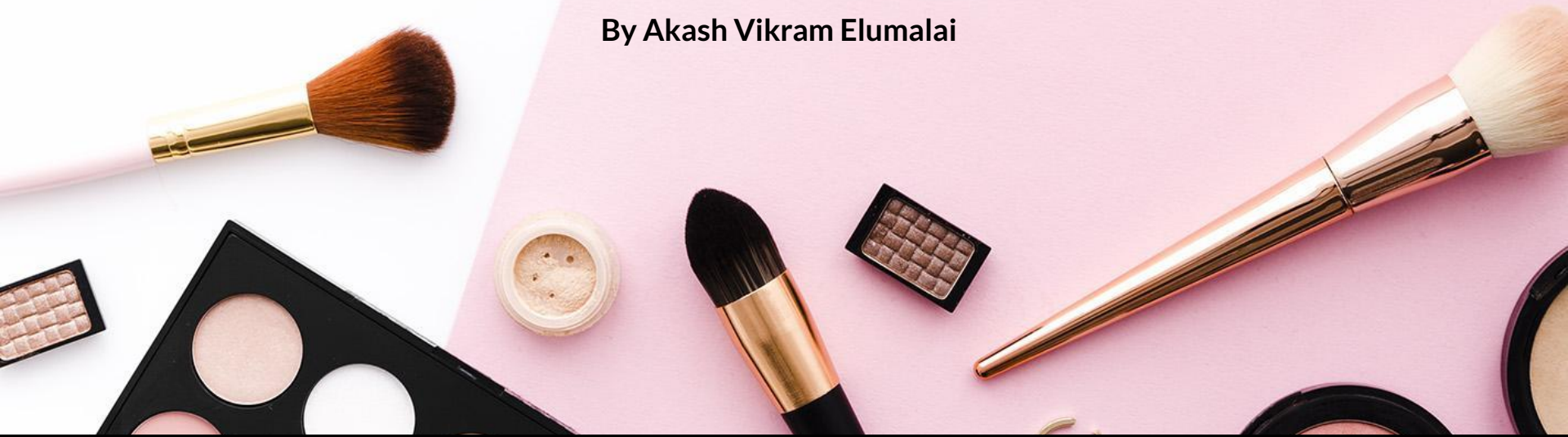


# Glossier

## COSMETICS

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By Akash Vikram Elumalai





# ABOUT GLOSSIER

*Glossier*, a direct-to-consumer beauty brand has experienced explosive growth since its inception in 2014. Its success can be attributed to its unique approach to brand building, which revolves around fostering a strong engaged community with high quality and accessible products that celebrate natural beauty and empower women to feel good in their own skin.

## Core Values:



Inclusive



Courageous



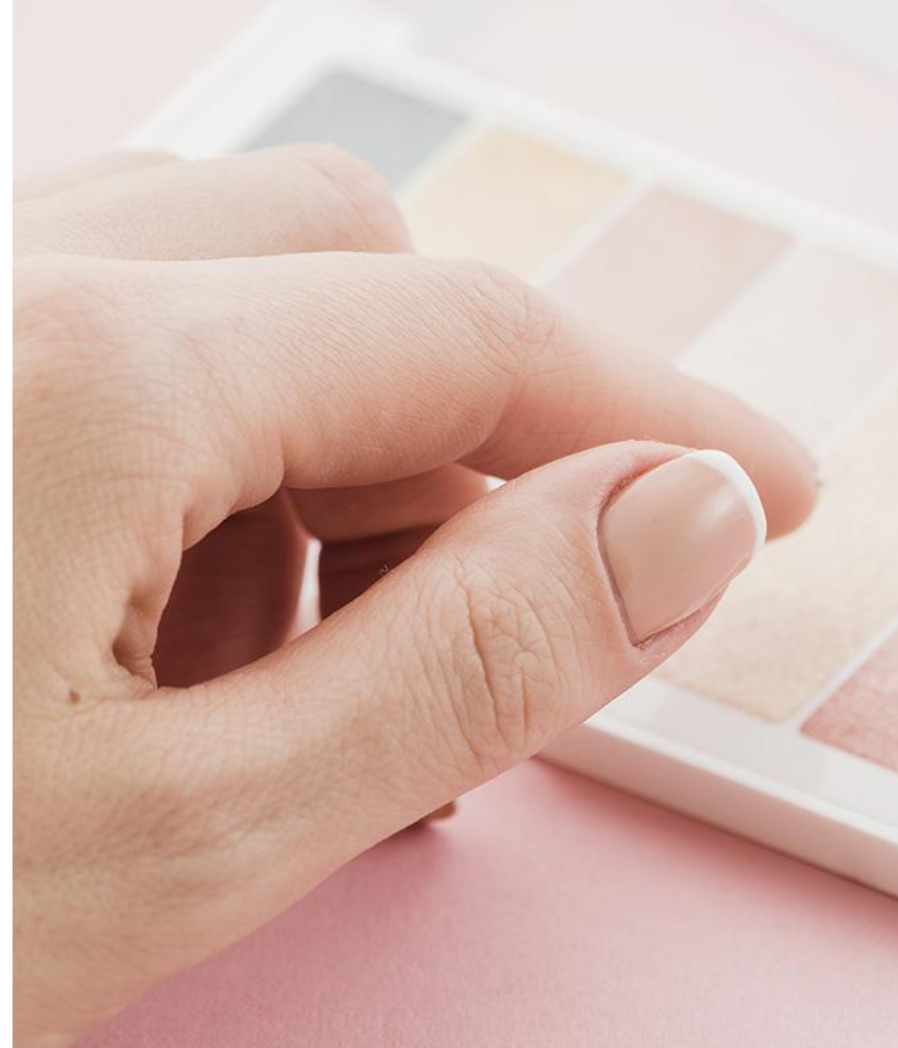
Curious



Devoted to the  
customer



Discerning



# PRODUCTS ARE HIGHLY CUSTOMIZED TO THEIR CUSTOMER BASE

**Moderately Priced**

**Customer Driven**

**Socially Marketed**

**Discovery Focused**

## Product Mix



**Skin Care**



**Makeup**



**Fragrance**



**Body**

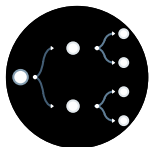
# FOUR PAID MEDIA STRATEGIES

Following a 600% sales increase in 2017, Glossier raised \$86M from VCs to fuel growth



## LOYALTY PROGRAM

Customers earn benefits from rewards program to increase brand loyalty



## PEER-TO-PEER SALES REP PROGRAM

Incentivizing community driven marketing to promote sales



## PAID MEDIA SPENDING

Utilizing paid media to generate buzz to reach a greater audience base



## INFLUENCER MARKETING PROGRAM

Pay influencers to promote products



# UNALIGNED MEDIA STRATEGIES

Loyalty Programs & Paid Media Spending run counter to the Glossier mission statement



## LOYALTY PROGRAM

Customers earn benefits from rewards program to increase brand loyalty



### Shortcomings:

Untested market gain leads to a questionable ROI. Market research has shown that consumers are ambivalent to brand loyalty, but highly product loyalty centered.



## PAID MEDIA SPENDING

Utilizing paid media to generate buzz to reach a greater audience base



### Shortcomings:

Increased online ad competition and low return efficiency. Brand focus is on earning customers through capturing imagination. Broader ad reach to customers that don't align with brand.

# PEER-TO-PEER

How can P2P Sales Rep Program fit into Glossier's Brand Image?



- Brand Loyalty
- Authentic Engagement
- Continuous Feedback Loop

- Quality Control Issues
- Scalability
- Risk of Oversaturation
- Incentive Design

- Enhanced CX
- Innovative Marketing
- Empowering Customers
- Data-Driven Insights

- Brand Image Dilution

# PEER-TO-PEER

Which P2P Model would suit best to Glossier's Brand Image and Culture?

## Compensating for Creating Branded Content or Engagement

### Pros:

- Creation of Engaging Content
- Creativity of the Reps
- Measurable engagement metrics

### Cons:

- Risk of content flood
- Indirect Sales Impact
- Unrelated Viral Contents

## Compensating for Referrals to Glossier.com or for Conversions

### Pros:

- Direct Sales Impact
- Potentially Higher ROI
- Most Cost-Effective Option with Referrals

### Cons:

- Aggressive Sales Tactics
- Keeping Rep Loyalty Intact

## Compensating for Assisting in a Sale on Glossier.com

### Pros:

- Direct Sales Impact
- Can be Integrated to Online CX
- Reps can be more involved with Customer's Decision Making

### Cons:

- Complex Tracking Requirements
- Scalability Issues
- Aggressive Sale Tactics

# INFLUENCER MARKETING

How Social Proof and Affiliate Marketing Can Help Glossier Turn Fans Into Micro-Influencers?



## INFLUENCER MARKETING PROGRAM

Pay influencers to  
promote products

### Benefits:

- **Facilitate Discovery in the demand side value chain:**  
Trusted influencers provide Social Proof to drive the adoption of curated products for Glossier girl
- **Leverage changing landscape and democratic beauty paradigm:**  
Product selection criteria is now more of a function of individual choice rather than association with a big brand
- **Capitalize and build on success of *Into The Gloss* content-creation:**  
“Top Shelfies” had inspired even passive customers to share their beauty routines.
- **Headstart potential from existing assets and resources:**
  - **Instagrammable products & packaging** - Aesthetics appealing products on phone camera and personalizable stickers
  - **Technology** - Digital platform built in-house to scale and allow social traffic throughput and facilitate high quality images & interactions





# THANK YOU!

Do you have any questions?