

GREENGLOW'S CONTENT STRATEGY

1. Educational Pillars (SEO-Driven)

1. "Organic vs. Natural in Skincare: What's the Difference (and Why It Matters)"
2. "How to Read Skincare Labels Like a Pro: Spotting Greenwashing"
3. "The Science Behind Biodegradable Skincare Packaging: Is It Really Effective?"
4. "Sensitive Skin SOS: 5 Ingredients to Avoid (and What to Use Instead)"
5. "The Truth About 'Clean Beauty' Certifications: Which Ones Can You Trust?"

Target Keywords: "organic skincare meaning," "how to identify greenwashing," "best skincare for sensitive skin"

2. Problem-Solving Guides (Conversion-Focused)

6. "How to Transition to Zero-Waste Skincare in 30 Days (Without Breaking Out)"
7. "Patch Testing 101: Why Your New Skincare Routine Might Be Failing"
8. "Morning vs. Night Skincare: Why You Need Different Products for Each"
9. "Acne-Prone and Eco-Conscious? Here's Your Perfect Routine"
10. "The Ultimate Guide to Layering Skincare Without Wasting Product"

Target Pain Points: Allergic reactions, product waste, routine confusion

3. Trend & Industry Commentary (Authority-Building)

11. "2024 Skincare Trends: What's Worth Trying (and What's Just Hype)"
12. "EU Bans 12 Skincare Ingredients: Why the US Is Still Behind"
13. "The Rise of 'Slow Beauty': Why Less Is More for Your Skin"
14. "How Climate Change Is Affecting Your Skin (and How to Adapt)"
15. "Celebrity Skincare Lines vs. Indie Brands: Who Actually Delivers?"

Hook: Tie trends to GreenGlow's mission (e.g., "Trend #3 aligns with our biodegradable packaging").

4. Ingredient Deep Dives (Trust-Boosting)

- 16. "Chamomile in Skincare: More Than Just a Soothing Ingredient"
- 17. "Why We Chose Oat Milk Over Hyaluronic Acid for Hydration"
- 18. "The Dark Side of Vitamin C Serums (and How Ours Is Different)"
- 19. "Fermented Skincare: Is This Korean Beauty Trend Right for You?"
- 20. "CBD in Skincare: Science-Backed Benefits vs. Marketing Hype"

Pro Tip: Include clinical study references for credibility.

5. Sustainability & Ethics (Brand Storytelling)

- 21. "From Farm to Face: How We Source Ingredients Ethically"
- 22. "Why Our 'Carbon-Negative' Promise Isn't Just a Marketing Gimmick"
- 23. "The Real Cost of Cheap Skincare (Hint: It's Not Just Your Skin)"
- 24. "How to Recycle Your Skincare Containers the Right Way"
- 25. "Women-Led Beauty Brands Making a Difference (And How We Fit In)"

Emotion: Appeal to eco-guilt and pride.

6. Community & Engagement (User-Generated Content)

- 26. "Real GreenGlow Customers Share Their Skin Transformation Stories"
- 27. "Skincare Routines Around the World: Lessons from Our Community"
- 28. "Your Top 10 Skincare Questions, Answered by Our Founder"
- 29. "How to Build a Skincare Routine for Your Specific Climate"
- 30. "Meet the Team: The Scientists Behind GreenGlow's Formulas"

CTA: "Tag us in your routine with #MyGreenGlowJourney!"

GreenGlow's Content Strategy: Pillars and Themes

