GreenGlow Skincare Target Customer Profiles

Primary Target Audience 🎯

- Eco-Conscious Millennial
- Sensitive Skin Sufferer

GreenGlow Skincare

Secondary Target Audience 👥

- Wellness Enthusiast
- Gen-Z Eco-Activist

GREENGLOW SKINCARE:
Know your audience

GreenGlow Skincare: Target Customer Profiles

To build an effective content and promotion strategy, we must first understand our core audience segments. Below is a detailed breakdown of GreenGlow's primary and secondary customer personas, including their behaviors, pain points, and preferred content types.

---

1. Primary Target Audience

Persona: Eco-Conscious Millennial (Ages 25-40)

Demographics:

- Female (85%) / Male (15%)
- Urban or suburban dwellers
- Middle to upper-middle income ($50K–$120K/year)
- College-educated, health-conscious

Psychographics:

- Prioritizes sustainability in purchasing decisions
- Prefers clean, non-toxic beauty products
- Actively researches ingredients before buying
- Follows eco-friendly influencers on Instagram & TikTok

Pain Points:

- Struggles to find effective *and* sustainable skincare
- Overwhelmed by greenwashing in the beauty industry
- Wants transparency in sourcing and production

Preferred Content Types:

✅ Educational (e.g., *"How to Read Skincare Labels"*)

✅ Behind-the-Scenes (e.g., *"Our Zero-Waste Packaging Process"*)

✅ User-Generated Content (e.g., *"Real Customer Transformations"*)

Best Channels to Reach Them:

- Instagram Reels (quick, visual education)
- Pinterest (sustainable beauty guides)
- TikTok (ingredient deep-dives)

Persona: Sensitive Skin Sufferer (Ages 20-45)

Demographics:

- All genders
- Urban professionals, students, or parents
- Income: $30K–$90K/year

Psychographics:

- Frustrated with irritation from mainstream skincare
- Seeks dermatologist-approved solutions
- Prefers fragrance-free, hypoallergenic formulas

Pain Points:

- Difficulty finding gentle yet effective products
- Fear of allergic reactions or breakouts
- Needs patch-testing guidance

Preferred Content Types:

✅ Problem-Solving Guides (e.g., *"How to Patch-Test New Products"*)

✅ Dermatologist Collaborations (e.g., *"Why Our Formula Works for Rosacea"*)

✅ Before/After Testimonials (social proof)

Best Channels to Reach Them:

- YouTube (long-form tutorials)
- Reddit (r/SkincareAddiction) (trusted discussions)
- Email (personalized skincare tips)

---

2. Secondary Target Audience

Persona: Wellness Enthusiast (Ages 30-50)

- Interests: Yoga, clean eating, holistic health
- Content Preference:
    - *"The Link Between Gut Health & Clear Skin"*
    - *"CBD in Skincare: Does It Work?"*
- Best Channels: Blog posts, LinkedIn, Podcasts

Persona: Gen-Z Eco-Activist (Ages 18-25)

- Values: Sustainability, ethical brands, social justice
- Content Preference:
    - *"Fast Beauty vs. Slow Beauty: What's the Difference?"*
    - TikTok challenges (*#SustainableSkincareRoutine*)
- Best Channels: TikTok, Snapchat, Instagram Stories