



Glowish

Tagline: Where Your Glow Begin

Presented By: Danial Ali



About Brand

GloWish is a skincare brand created by Danial Ali, the offering products designed to enhance natural beauty with skin- loving ingredients(e.g., Vitamin C, Retinol, Hyaluronic Acid, Ceramides)



Goal and Smart objective



Goals

- Increase brand awareness aim to build brand recognition, trust, and connection with the audience
- Increase online sales revenue through targeted digital marketing campaigns and new product launches
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Smart Objectives

Increase direct-to-consumer (DTC) e-commerce revenue by 20% to \$100k by June 30, 2026, through optimizing website conversion rates and launching two exclusive DTC product bundles.





Target Audience?

- Primarily female age 16-38, Urban Interest : Health & Wellness
- Conscious,Social Media Engaged,Ingredient-Aware,Skin Concerns Challenges: Dullness,Dehydration,Pores,Early Signs of Aging
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Competitor Swot (eg Her Beauty and Drunk Elephant)

Strengths

- Strong Local "Clean & Kind" Positioning
- Dermatologically Tested & Vegan/Cruelty-Free
- Science-Backed Formulas with Natural Ingredients



Weakness

- Limited Brand Recognition Scaling
- Production & Supply Chain Capital &
- Marketing Budget

Opportunities

- Growing Demand for Local & "Clean" Beauty in Pakistan
- E-commerce Boom in Pakistan
- Expansion into New Product Categories
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Threats

- Intense Competition Economic
- Instability & Inflation Changing
- Consumer Trends



Brand Key

- 01 **Brand Personality :** Trustworthy, Empowering, Modern & Innovative, Caring
- 02 **Purpose :** Deep hydration & plumping, Bright, Minimized pores & smoother texture, Reduced dullness
- 03 **USP :** Its ability to deliver a clear skincare experience that has the natural ingredients with clinically proved.

DVC

Scene 1: Problem & Introduction (0–10 sec)

Visuals:

- Girl looking in the mirror with visible skin imperfections (e.g., dryness, blemishes, dull tone).
- Soft, moody lighting to emphasize the “before” state.
- Close-up of her disappointed or tired expression.

Text on screen (optional):

- "Tired of dull, unprotected skin?"

Music/Mood:

- Calm, slightly emotional background music.



Scene 2: Solution & Application (10–20 sec)

Visuals:

- Girl applying the cream in smooth, slow-motion close-ups.
- Focus on texture of cream and gentle motion.
- Transition shot showing skin absorbing the cream.

Text on screen (optional):

- "Powerful hydration. Gentle protection."

Mood:

- Brightens slightly, transition toward hope/confidence.

Scene 3: Result & CTA (20–30 sec)

Visuals:

- Girl smiling confidently with clear, glowing skin (after shot).
- Split-screen before/after or subtle fade-in transformation.
- Final shot of the cream product with branding.

Text on screen:

- "Where your glow begins."
- "Protect. Glow. Repeat."

Mood:

- Upbeat, empowering music.



Digital strategy overview

Facebook Strategy

- **Goal:** Build trust, engage with informative content.
- **Content:** Skincare tips, product testimonials, before/after photos.
- **Ads:** Target by age, gender, skincare interest. Use retargeting for warm audiences.
- **CTA:** “Shop Now,” “Learn More” with link to product page.

Instagram Strategy

- **Goal:** Inspire & convert with aesthetics.
- **Content:** High-quality visuals, reels showing product use, influencer shoutouts.
- **Hashtags:** #SkincareRoutine #GlowUp #DontSettle
- **Stories & Reels:** Quick tutorials, behind-the-scenes, UGC reposts.

YouTube Strategy

- **Goal:** Educate & show transformation.
- **Content:** 30-sec product ads, how-to videos, testimonials, skincare routines.
- **SEO:** Use keywords like “best cream for glowing skin,” “skincare for women.”
- **CTA:** Direct link in description + verbal CTA in video.



Day	Date (2025)	Theme	Content Type (Platform)	Visuals / Key Elements	On-screen Text / Tagline Integration	Caption Ideas	Stories Idea
Week 1: Embracing the Beginning of Your Glow							
1	Tue, Jun 17	Meet Your Skin's New Favorite Start	IG Reel/TikTok	Close-ups of dewy skin, product application (serum/cream), vibrant product shots of Glowish Skincare products.	✨ Where your glow begins.	"Every great glow starts with deep hydration. Discover your skin's new essential heroes and feel the dewiness blossom! What's your first step to glowing skin? #GlowishSkincare #GlowBegins #HydrationEssentials"	Poll: "What's your biggest hydration challenge?"
2	Wed, Jun 18	Ingredient Spotlight: Hyaluronic Acid	IG Carousel/TikTok Edu-video	Animated graphics showing HA, products with HA, plump skin.	Your Glow Begins with Hydration.	"Dive deep into hydration with Hyaluronic Acid! 💧 This powerhouse pulls moisture into your skin, leaving it plump and smooth. Find it in our [mention specific product]! #SkincareScience #HyaluronicAcid #GlowishInsights"	Quiz: "Can HA attract 1000x its weight? T/F"
3	Thu, Jun 19	My Everyday Glow Ritual	IG Reel/TikTok ASMR	Calming 3-step morning routine (cleanser, serum, moisturizer), gentle application.	Begin Your Daily Glow.	"Start your day feeling fresh and radiant! ✨ This simple routine is designed to bring out your natural glow. What's one step you never skip? #GlowishRoutine #MorningGlow #SelfCare"	AMA: "Simple Skincare Questions!"
4	Fri, Jun 20	Meet Our Glowing Community!	IG Carousel/Reel Comp.	Authentic, unretouched UGC photos/videos of customers glowing.	Your Glow. Our Inspiration.	"Nothing makes us happier than seeing your glow! Thank you for sharing your incredible skincare journeys with us. Keep tagging #GlowishSkincare #MyGlowBegins for a chance to be featured! #CommunityLove"	"Share Your Glow! Tag us to shine!"
5	Sat, Jun 21	Weekend Reset: Overnight Magic Mask	IG Reel/TikTok	Fun application of sleeping mask, fresh morning look.	Wake Up to Your Glow.	"Dreaming of dewy skin? ✨ Our Overnight Glow Mask works its magic while you sleep, so you wake up to your brightest self. Who's ready for a weekend skin treat? #GlowishMask #WeekendReady #SleepingBeauty"	Poll: "What's your favorite way to relax on a Friday night?"
6	Sun, Jun 22	Our Promise: Where Clean Beauty Begins	IG Post/Edu-video	Graphics highlighting "no parabens," "cruelty-free," recyclable packaging.	Where Clean Beauty Begins.	"Beyond the glow, there's a promise. 🌱 We believe in clean, kind, and effective skincare that's good for you and the planet. That's where your glow truly begins. #CleanBeauty #EthicalSkincare #GlowishValues"	Swipe Up: "Learn more about our Clean Promise!"
7	Mon, Jun 23	Sunday Skincare Sanctuary	IG Reel/TikTok	Slow, aesthetic Sunday routine with multiple products, emphasizing relaxation.	Begin Your Week with Calm.	"Create your own glow sanctuary. ✨ Take time for yourself today and let your skincare be a moment of peace. What's your favorite Sunday ritual? #SundaySelfCare #SkincareRitual #GlowishMoments"	Poll: "How many steps in your ideal Sunday routine?"

Day	Date (2025)	Theme	Content Type (Platform)	Visuals / Key Elements	On-screen Text / Tagline Integration	Caption Ideas	Stories Idea
Week 2: Deepening Your Glow & Addressing Concerns							
8	Tue, Jun 24	Brightening Power: Vitamin C Unlocked!	IG Reel/TikTok	Energetic, showcasing a Vitamin C serum, vibrant product shot.	Where Brightness Begins.	"Ready to shine? ✨ Our Vitamin C Brightening Serum is your secret weapon for fading dark spots and boosting radiance. Let your brightest glow begin! #VitaminC #BrightSkin #GlowishBright"	Before & After: "Share your brightening journey!"
9	Wed, Jun 25	Myth Busting: Skincare Edition!	IG Reel/TikTok	Quick-fire "Myth or Fact" format with engaging graphics.	Where Clarity Begins.	"Don't fall for skincare myths! 🤔 We're here to set the record straight and help you make informed choices. What's a myth you used to believe? #SkincareMyths #TruthAboutGlow #GlowishEducation"	Quiz: "Is this a skincare myth or fact?"
10	Thu, Jun 26	Texture Play: Find Your Perfect Feel	IG Reel/TikTok	Satisfying close-ups of product textures: bouncy gel, creamy balm, silky serum.	Where Comfort Begins.	"From bouncy gels to silky serums, every texture promises a unique experience. Find the perfect feel for your skin and let your comfort glow begin! ✨ Which texture is your favorite? #SkincareTexture #SensoryExperience #GlowishFeel"	Poll: "What's your favorite product texture?"
11	Fri, Jun 27	Nighttime Nourish: Repair & Restore	IG Reel/TikTok	Calming, end-of-day routine featuring a barrier-supporting product.	Where Renewal Begins.	"Give your skin the love it deserves overnight. 🌙 Our barrier-supporting essentials work while you sleep, so you wake up to stronger, healthier skin. #NightRoutine #SkinBarrier #GlowishRepair"	Swipe Up: "Why is a healthy skin barrier crucial?"
12	Sat, Jun 28	Weekend Glow-Up Sale Tease!	IG Story/Post	Animated graphic with a countdown or "Coming Soon."	Your Glow Upgrade Begins Soon!	"Heads up, glow-getters! ✨ Something exciting is brewing... a special offer is dropping soon to help you boost your glow for less! Stay tuned! #GlowSale #SkincareDeals #WeekendVibes"	Countdown Sticker to sale launch.
13	Sun, Jun 29	The Glow Sale is ON! Where Value Begins!	IG Reel/TikTok	Energetic, showcasing discounted best-sellers, highlighting savings.	Where Value & Glow Begin.	"IT'S HERE! 🎉 Our much-anticipated Glow Sale is live! Now is the perfect time to stock up. Shop the link in bio! #SaleAlert #GlowishSale #ShopNow"	"Shop the Sale!" (with direct links)
14	Mon, Jun 30	Reflect & Connect: Your Glow Journey	IG Post (Carousel/Collage)	Collage of top-performing content/UGC, inspiring quotes, thank you graphic.	Your Journey Continues Here.	"What a glowing two weeks! ✨ We're so grateful for our incredible community. What was your favorite discovery? Tell us below! #GlowishFam #CommunityFirst #SkincareJourney"	Poll: "What's your fave Glowish product right now?"



Pre-Launch Strategy (Build Hype & Awareness)

Phase 1: Tease (T -3 weeks)

- Share blurred product photos or ingredient hints.
- Use countdown stickers on Instagram stories.
- Teaser video on TikTok & Reels: “Something glowing is coming...”
- Create a waitlist or “Notify Me” landing page.

Phase 2: Educate (T -2 weeks)

- Drop skincare tips and problems your cream solves.
- Behind-the-scenes: making-of, packaging, ingredient sourcing.
- Start mini influencer gifting and unboxing pre-reviews.

Phase 3: Engage (T -1 week)

- Announce launch date.
- Run contests/giveaways: “Tag a friend who needs a glow-up!”
- Boost engagement with polls, Q&A, and sneak peeks.





Post-Launch Strategy (Drive Sales & Retention)

Phase 1: Launch Day Blitz (Week 1)

- Drop main video ad on all platforms.
- Push paid ads (FB/Insta/YouTube Shorts).
- Email blast to waitlist with exclusive discount.
- “Link in bio” everywhere.

Phase 2: Social Proof (Week 2–3)

- Share before/after results and user-generated content.
- Repost influencer reactions.
- Launch a branded hashtag (e.g., #GlowWith[BrandName]).

Phase 3: Retarget & Scale (Week 4+)

- Retarget ad viewers + cart abandoners.
- Launch bundle offers or limited-time discounts.
- Collect reviews & testimonials for website and ads.
- Expand influencer collaborations for ongoing awareness.



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Thank You

