



FACEGLOSS STRATEGY

Sept 2024

Marta Nores

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1. INTRODUCTION

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The background of the slide is a close-up photograph of water droplets on a glass surface. The droplets are of various sizes, some large and clear, others small and numerous. They are scattered across the frame, with a higher concentration in the upper left and middle sections. The glass surface is slightly textured and reflects light, creating a soft, out-of-focus background.

1.INTRODUCTION

1. INTRODUCTION | FACEGLOSS

In 2020, Anna Arbós, had to come back to Barcelona from Netherlands, as the company she was working for, didn't renew her contract

When she arrived to Barcelona, there was a Lockdown in the moment due to COVID-19.

She created Glow by Anna, an Instagram account to "bring her friends together", advise them on how to take care of their skin during the lockdown.

She didn't imagine that her "group of friends" would become a community of more than 50k loyal followers. She started to make more advices on skin, make up, hair and teaches how to enter the world of skincare in an educational way .

She become one of the referrals skin and beauty influencers to go, and the brands support her.

In 2023, she took a step further by creating Facegloss, her own cosmetics brand.



PRODUCTS LINE

Make up : Gloss
Vegan Skin Care: Tonic,
moisteruser

PRICE

Mid-Range/Prestige Brands
25€-€45

PLACE

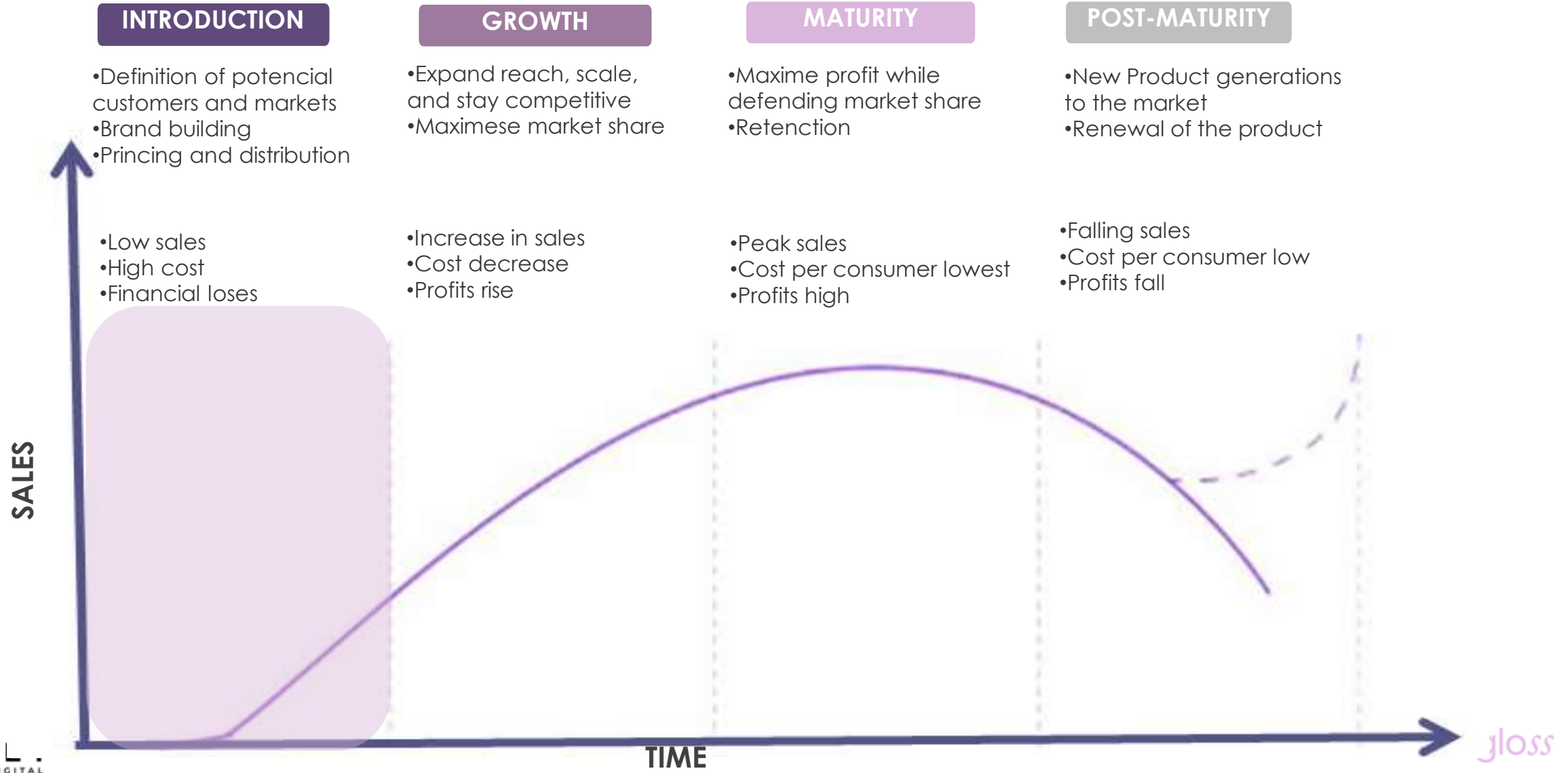
Spain, Germany, Austria,
Belgium, France, Italy,
Luxemburg, Monaco,
Netherlands, Portugal, San
Marino, Switzerland

PROMOTION

SEO
INSTAGRAM
TIKTOK
ECOMMERCE WEBSITE
INFLUENCERS
PR-Blogs, interviews

1. INTRODUCTION | FACEGLOSS

Facegloos was launched in october 2023. It has less than a yer lifecycle, therefore is still in the introduction phase



1. INTRODUCTION | SWOT

STRENGTHS

- **Innovative Product:** FaceGloss introduces a fresh concept — "face gloss," catering to the trend of natural, radiant skin with minimal makeup.
- **Simplicity:** The minimalist skincare routine is perfect for consumers who want quick and efficient beauty solutions.
- **Vegan & Cruelty-Free:** Appeals to eco-conscious shoppers who prioritize ethical, animal-friendly products..
- **Founder's Influence:** The founder, is a well-known skincare influencer in Spain, giving the brand significant social media leverage and visibility

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WEAKNESSES

- **Narrow Product Range:** Limited product range focused primarily on its gloss. This could limit its ability to retain customers in long term
- **Lack of Brand Awareness:** As a newer and smaller brand, face low recognition, especially in a highly saturated beauty market dominated by large brands.
- **Niche Market:** The focus on a specific look — glossy, dewy skin — may not appeal to all consumers, especially those with different skin types

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THREATS

- **High Competition:** The skincare space is packed with brands focusing on minimalism, natural and vegan products.
- **Regulatory Challenges:** Expanding globally means dealing with varying rules on ingredients and marketing, which could increase costs.
- **Shifting Trends:** Beauty preferences change fast. FaceGloss must evolve with these trends to stay relevant.
- **Economic Downturn:** During tough times, consumers may cut back on luxury items, preferring cheaper alternatives.
- **Product Duplication:** Bigger brands could easily replicate FaceGloss's product concept.

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OPPORTUNITIES

- **Growing Market :** There's a rising trend towards minimalist beauty routines, with consumers looking for products that save time
- **Expansion of Product Line:** Launching new skincare products could increase market reach and drive repeat purchases.
- **International Expansion:** There's potential to grow in global markets where demand for minimalist beauty is rising.
- **Influencer and Social Media Marketing:** Collaborating with influencers help boost brand awareness and increase sales

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1. INTRODUCTION | VRIO

VALUE

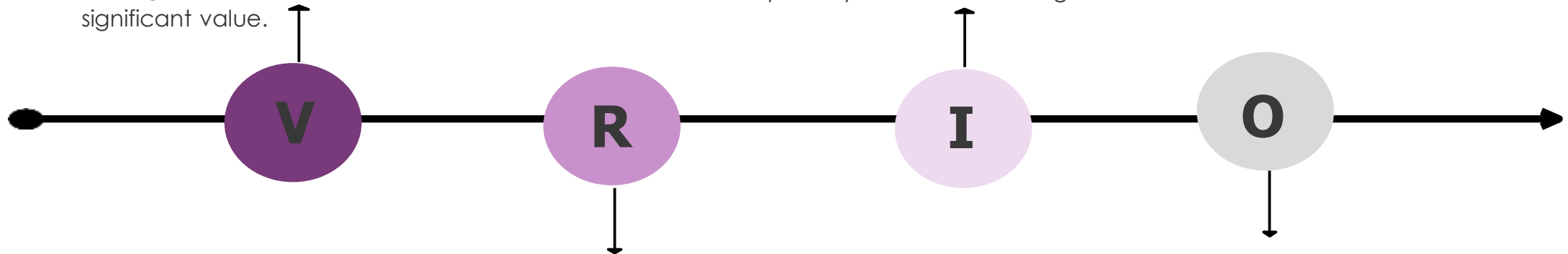
Innovative Product Offering: Unique concept—"gloss for your face"—catering to the trend of minimalistic, glowing skincare. This adds value to customers looking for quick, efficient beauty solutions.

Sustainability Appeal: The brand's focus on vegan and cruelty-free products adds significant value.

OPPORTUNITIES

Moderately Imitable: The idea of a face gloss or minimalist skincare is unique, but larger beauty brands could replicate it. However, the founder's personal brand and industry influence are hard to mimic.

Brand Loyalty: Other brands may struggle to build similar trust and loyalty in this niche, especially without the backing.



RARITY

Unique Concept: The "face gloss" is a rare offering in the beauty market. FaceGloss carves out a niche by combining skincare with minimal makeup that highlights a natural glow.

Founder's Influence: The brand's founder is a well-known influencer, particularly in Spain, which provides an advantage with strong organic social media reach and credibility.

ORGANIZATION

Strong Digital Presence: FaceGloss benefits from a strong social media presence, especially on IG. The founder's influence enhances brand visibility, setting the stage for digital growth.

Product Line Expansion Potential: opportunities to expand its product line while leveraging its brand ethos. However, it must establish an efficient organizational structure to scale production, distribution, and marketing effectively..

1.INTRODUCTION | FACEGLOSS BUYER PERSONA



Name: Lidia

Age: 27- years old

Occupation: Lawyer

Location: Barcelona

Social Media: Active on IG& TT, follows beauty influencers and brands, and engages with skincare content regularly.

Economic: willing to pay for products that align with their values, such as sustainability and ethical sourcing

PERSONALITY

- Confident:** Takes pride in her self-care and appearance.
- Curious** : Loves learning about new skincare trends
- Outgoing** :Enjoys sharing beauty tips with friends.
- Social:** Follows beauty and wellness
- Conscious** : Interested in ethical beauty brands that offer transparency and sustainability in their products.

MOTIVATIONS

- Healthy, Radiant Skin:** Maintain and enhance her skin's health and appearance.
- Minimal, Effective Routine:** skincare routine that's simple but highly effective, using a few high-quality products.
- Preventive Care:** Focused on preventing future skin issues like aging and sun damage rather than reacting to current problems.
- Stay Updated:** Keep learning about new skincare techniques, products and trends.

FRUSTRATIONS

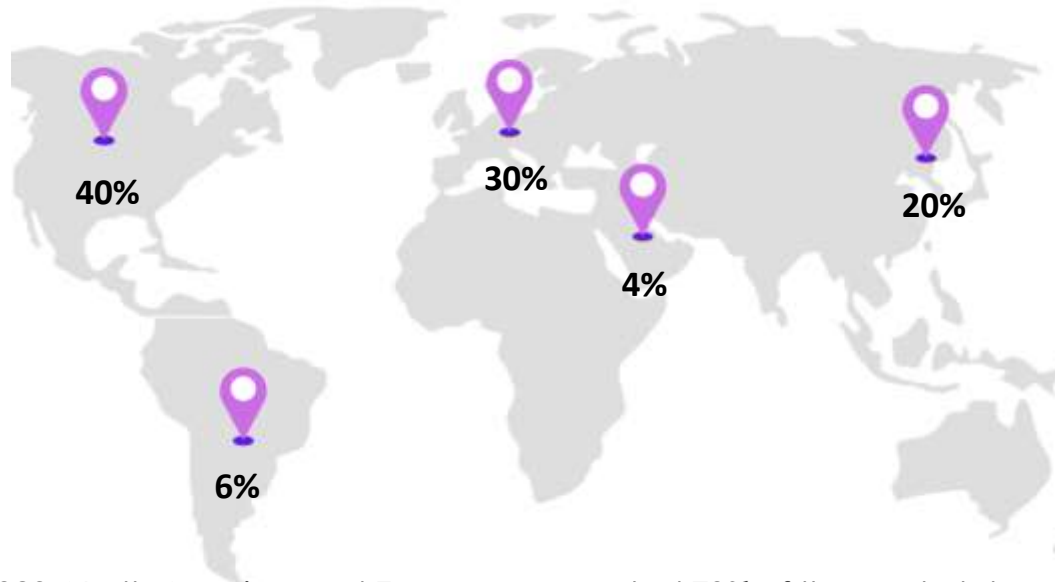
- Overwhelmed by Choices:** By the vast array of beauty products on the market and seek trusted, multi-functional options.
- Time Management:** doesn't have hours to dedicate to her routine. She wants products that are both effective and efficient.
- Skin Concerns** about such as dryness, signs of aging, sensitivity, or breakouts.

The background of the slide is a close-up photograph of water droplets and bubbles on a light-colored, possibly white, surface. The droplets are of various sizes, some large and clear, others small and numerous. The lighting creates highlights and shadows, giving the water a three-dimensional appearance. The overall tone is soft and natural.

2. MARKET ANALYSIS

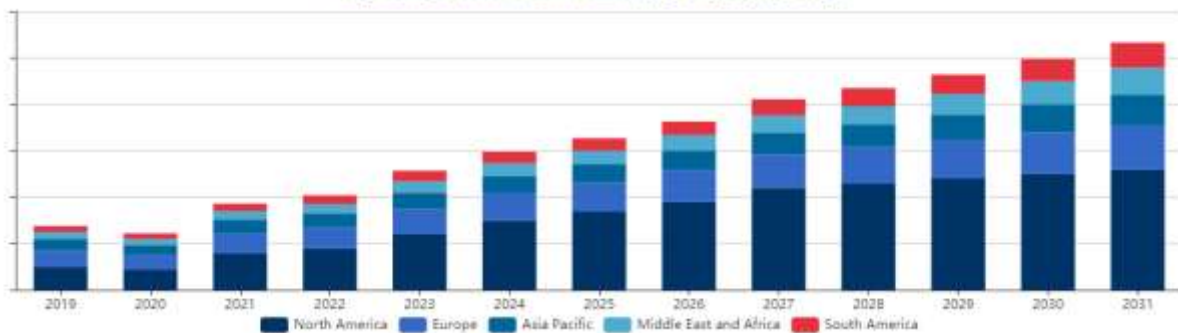
2. MARKET ANALYSIS | MARKET TRENDS

Vegan skin care Market share products in 2023



In 2023, North America and Europe represented 70% of the market share. ¹

Vegan Beauty Products Market Share (%) by Region (2019-2031)



The vegan beauty market grew by **15-20%** in 2023 compared to 2022. In 2023, the market size exceed **\$20b**, up from **\$17b** in 2022, and the projections for 2024 are following the same trend. ¹

NORTH AMERICA

- Growth** : 20% Increase in volume in 2023 ²
- Growth projection for 2024**: aprox 22%
- Factors** :One of the main factors was the rising demand in cruelty-free products awareness of sustainability

EUROPE

- Growth** : 15% Increase in volume in 2023 ²
- Growth projection for 2024** :
- Factors** : Trends on brands to focus on sustainable beauty practices driven by strict regulations on animal testing. UK, Germany, and France leading in demand for vegan beauty.

APAC

- Growth** : 25% Increase in volume in 2023 ²
- Growth projection for 2024** : expected 25%-30%
- Factors** : Growing interest in natural & vegan products, particularly in China, Japan, and S.Korea

LATIN AMERICA

- Growth** : 10% Increase in volume in 2023 ²
- Growth projection for 2024** : aprox 10%
- Factors** :rise of local brands focusing on natural and organic ingredients and increased online shopping for vegan products

MIDDLE EAST & AFRICA

- Growth** : 15% Increase in volume in.
- Growth projection for 2024** : aprox 12%
- Factors** : Changing consumer preferences towards more sustainable and natural products, especially in urban areas.

2. MARKET ANALYSIS | CONSUMER BEHAVIOUR IN EUROPE



MARKET SIZE

€4.12 billion in 2023

Projected (CAGR) of around 5.5%

Germany dominates the market, followed closely by the UK and France.



TOP SELLING CATEGORY

Moisturisers

- 2.Cleansers & Face Washes
- 3.Serums
- 4.Sunscreens
- 5.Facial Mask



E-COMMERCE

6.2%

from 2024 to 2030 in skin care 1



TRENDS

Growth in clean beauty. Rising Interest in natural and organic products



PURCHASES

More than **50% of online purchases** are now made through mobile devices, making mobile optimization crucial.

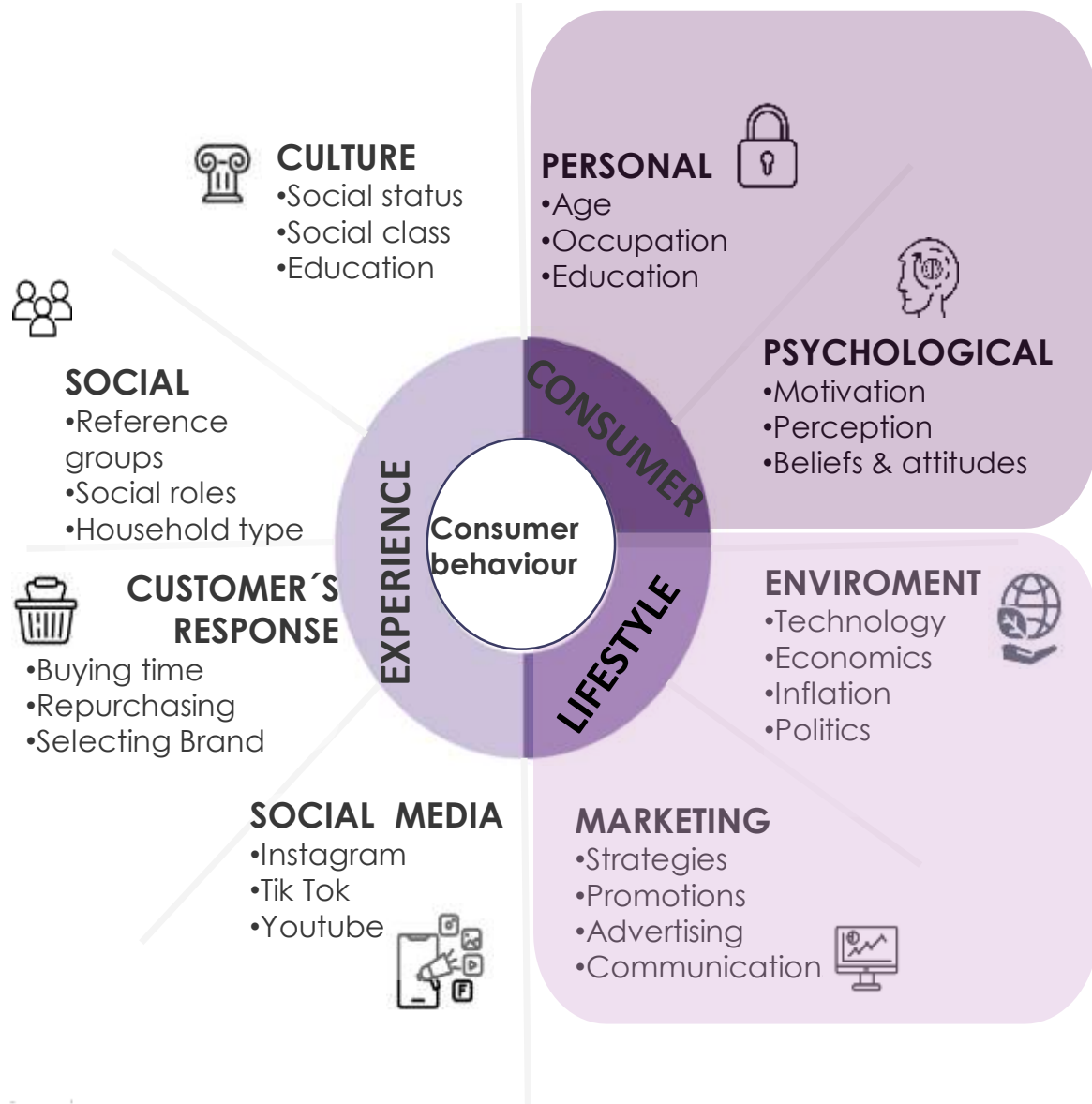
Women are more likely to purchase beauty products online than men. A survey from 2023 showed that 38% of women bought beauty products online monthly, compared to about 25% of men²



GENDER

Women tend to use a wider variety of skincare products compared to men. On average, women use almost 9 different cosmetic products daily. Men, on the other hand, typically use fewer products, with most men using 1-2 skincare products regularly

2. MARKET ANALYSIS | CONSUMER BEHAVIOUR IN EUROPE



Consumer Demographics

- **Millennials and Gen Z:** Younger consumers in Europe are the primary buyers of vegan skincare
- **Urban Consumers:** cities like London, Paris, Berlin, and Stockholm, show higher demand. These cities have a more environmentally conscious population.

Regional Differences

- **Western Europe:** strong preferences for organic and premium brands, with sustainability playing a significant role in purchasing decisions.
- **Eastern Europe:** Price sensitivity is higher in Eastern Europe, though there is growing interest in premium skincare products as disposable incomes rise.
- **Southern Europe:** focus on sun protection and anti-aging, given the region's higher sun exposure.

Concerns influencing purchases

- **Aging and Wrinkles:** Anti-aging products dominate the EU skincare market
- **Sensitive Skin:** high demand due to an increase in skin sensitivity linked to environmental factors, pollution, and stress.
- **Acne and Blemish Control:** remain important, especially for younger consumers
- **Sun Protection:** increasing demand as European consumers become more aware of the effects of UV radiation and skin cancer risks.

Purchasing habits

- **E-commerce:** The rise of online shopping in Europe, especially following the COVID-19 pandemic, has boosted online sales for skincare.
- **In-Sore:** Despite the growth of e-commerce, in-store purchases remain important, particularly for premium or luxury skincare brands.
- **Subscription Models:** Skincare subscription boxes and personalized skincare regimens offered through online platforms have gained popularity.

2. MARKET ANALYSIS | COMPETITORS LANDSCAPE EUROPE

FaceGloss is a relatively new brand beauty and skincare industry. In order to provide a competitors landscape we'll assess the market dynamics, key competitors, and positioning based on general trends in the industry.

Large Multinational Beauty Companies



Unilever

L'ORÉAL

The Body Shop, **Garnier** (Green Labs - L'Oréal), **Kiehl's** (L'Oréal), **Dermatologia** (Unilever), **Simple Skincare** (Unilever), **Hourglass** (Unilever)

E-commerce and Digital Beauty Platforms

LOOKFANTASTIC



DOUGLAS

PRIMOR



parfumdreams

FEELUNIQUE

Feelunique (UK), **Lookfantastic** (UK), **Douglas** (Germany), **Parfumdreams** (Germany), **Sephora** (France), **Primor** (Spain), **Druni** (Spain), **El corte inglés** (Spain), **Amazon** (Europe)

Best-Selling Vegan Skincare Brands in Europe

The Ordinary.

EVOLVE
ORGANIC

pai.



REN
CLEAN SKINCARE

HERBIVORE

The Ordinary, **Drunk Elephant**, **REN clean skincare**, **Youth to the people**, **PAI**, **LUSH**, **Herbivore**, **Sukin**, **Evolve Organic Beauty**.

Local Vegan Skincare Brands in Europe



LA CANOPÉE
Cosmétiques 100% végétaux naturels

ORGANII
EVERYDAY ORGANICS

laSaponaria
cosmetica consapevole

i+m
NATURKOSMETIK • BERLIN
FAIR ORGANIC VEGAN

typology.

FRESHLY
COSMETICS

NAÏF | Natural Skincare

Tropic Skincare (UK), **i+m Naturkosmetik** (Germany), **La Canopée** (France), **Typology** (France), **Freshly Cosmetics** (Spain), **Cocunat** (Spain), **Naïf** (Netherlands), **La Saponaria** (Italy), **Organii** (Portugal)

facegloss

2. MARKET ANALYSIS | MARKET EXPANSION & CONSOLIDATION

Country ¹	Market Size 2023	% of European Market	Growth Rate 2023 (%)	2024 Growth Projection (%)	Top Competitors	Key Trends	Behavior:	Invest in Market?
France	€1.2 billion	15%	12%	11%	La Canopée:	Rising vegan consumerism, especially among millennials.	Brand-conscious, preferring high-quality, ethical, and premium brands	Yes
Germany	€1.8 billion	12%	10%	9%	i+m Naturkosmetik	Increased demand for cruelty-free	Consumers research extensively before buying, looking for certifications like NATRUE, COSMOS, or Vegan Society	Yes
Netherlands	€0.8 billion	9%	11%	10%	Naïf	Movement and sustainability consciousness, with support from governmental	Prioritize sustainability, especially in packaging	Yes
Belgium	€0.35 billion	5%	8%	7.5%	L'Occitane	Local sourcing, Transparency	Organic stores, value certifications like COSMOS and Vegan Society.	Yes
Switzerland	€0.6 billion	11%	10%	9%	Weleda	Strong demand for premium skincare.	Willing to pay a premium for sustainable and cruelty-free options.	Yes
Spain	€0.5 billion	10%	7%	8%	Freshly Cosmetics	Influence of eco-conscious trends among younger	Consumers prefer drugstores, organic shops, and online platforms for skincare	Yes
Italy	€0.6 billion	8%	9%	9.5%	Biofficina Toscana	Rising popularity of veganism,	Influenced by trends and social media, with a growing focus on natural ingredients	Yes
Portugal	€0.2 billion	3%	6%	7%	Benamôr	Awareness campaigns	Looking for affordable, clean, and ethical beauty products.	Yes
Austria	€0.25 billion	4%	6%	7%	Pure Skin	Sustainability awareness	Organic stores and high-end boutiques, with a rising trend in online sale	Yes
Luxembourg	€0.1 billion	1%	5%	6%	The Body Shop	Holistic beauty approaches	seek out luxury, high-performance skincare,	Yes
San Marino	€0.05 billion	<1%	3%	4%	Luxury Brands	Niche market growth	High-end boutiques and luxury department stores.	No
Monaco	€0.09 billion	<1%	4%	5%	Luxury Brands	Luxury vegan options	High-end boutiques and luxury department stores.	No

2. MARKET ANALYSIS | MARKET EXPANSION & CONSOLIDATION

OPTIONS FOR EXPANSION IN EUROPE								
Country	Market Size 2023	% of European Market	Growth Rate 2023 (%)	2024 Growth Projection (%)	Top Competitors	Key Trends	Behavior:	Invest in Market?
UK	£1.1 billion	14%	13%	12%	The Body Shop	Strong focus on cruelty-free and vegan products	Lightly informed and value transparency in ingredients	Yes
Sweden	€0.25 billion	4%	9%	10%	Estelle & Thild	Eco-friendly packaging	There's a trend toward minimalist skincare routines.	Yes
Denmark	€0.16 billion	3%	8%	9%	Urtekram	Vegan lifestyle adoption	Likely to support local brands that emphasize eco-friendly practices.	Yes
Finland	€0.1 billion	2%	7%	8%	Lumene	Organic ingredients	They often look for local brands	Yes

- Germany** holds the largest share of the European vegan skincare market, with about 12%, Followed by UK and France.
- Consumers are looking for certifications like NATRUE, COSMOS, or Vegan Society. If Facegloss get one of this certifications would help to increase sales and brand recognition
- San Marino and Monaco** have a really small market size to invest more YoY, unless we see an uplift on sales on the upcoming years.
- Switzerland**, known for its high per capita income and with preference for premium skincare, is becoming a key market for vegan skincare.
- All consumers across Europe buy online and across different beauty platforms, however in some markets such Spain or Belgium, there is still a strong store sales focus. Faceglooss should have to expand its ecommerce to Beauty platforms such Sephora in order to win more brand recognition across hence more sales.

Expansion in New Market

- UK:** Strong growth driven by ethical consumerism and a well-established vegan culture. There is a high potential to expand the business there as is a growing market. However, as is not within de EU, we would have to analyze the extra-cost of selling there.
- Sweden, Denmark:** Growing demand for eco-friendly products. Smaller markets with on growing demand on vegan skincare products. There is a high potential to expand. Unlike the rest of the countries where FaceGloss is present, they are not using Euro. We will have to analyze how this can impact.

2. MARKET ANALYSIS | MARKET EXPANSION & CONSOLIDATION

OPTIONS FOR EXPANSION							
Country	Market Size 2023	Growth Rate 2023 (%)	2024 Growth Projection (%)	Top Competitors	Key Trends	Consumer Behavior	Invest in Market?
USA	€2.5 Billion	8%	8-10%	Drunk Elephant, Youth to the People	-Growing demand for clean beauty. - Focus on cruelty-free & sustainability	-Highly aware of ingredients. -Willing to spend on premium, ethical products. -Younger generations are key drivers	Yes: Large, growing market with strong demand for premium and ethical products.
Australia	€0.15Billion	8-10%	10%	Sukin, Kora Organics	-Eco-conscious consumer base. -Preference for natural ingredients	-Highly focused on sustainability. -Favor local, natural brands. -Interest in clean, minimalist beauty	Yes: Stable market with strong ethical and natural product demand.
Mexico	€0.09 million	7%	8-10%	Natura, L'Oréal (Garnier Bio)	I-ncreasing awareness of vegan products. -Growing middle class	-Growing Interest in ethical products. -Consumers prefer affordable luxury. E-commerce growth	Yes: Growing market, with rising demand for premium vegan products.
Brazil	€0.32 Billion	8-10%	10-12%	Natura, Simple Organic	-Growth in clean beauty. Rising I-nterest in natural and organic products	-Beauty is a major part of consumer spending. -High interest in sustainability	Yes: Large market with growing awareness of vegan and cruelty-free products.
Middle East (UAE & Saudi Arabia)	€0.10 Billion	9-12%	10-12%	The Ordinary, Lush	-High demand for premium products. -nterest in luxury vegan beauty	High disposable income. Willing to spend on luxury vegan skincare.	Yes: Rising consumer interest in premium, ethical products, especially among high-income consumers.

- USA:** One of the largest global markets for vegan skincare, driven by a strong focus on clean, natural, and cruelty-free products. Younger generations, especially Millennials and Gen Z, are driving demand for sustainable beauty. E-commerce and influencer marketing are critical. Although demand is growing, It's a market with a lot of competitors where we would have to analyze the potential extra cost of the expansion.
- Australia:**Smaller, but a mature market with consumers highly focused on sustainability and ethical beauty. There ´s a potential room for growth as consumer are highly interested in products with clean, organic labels
- Mexico:**Emerging market with growing interest in ethical beauty, especially among the middle class. Consumers are price-sensitive but increasingly willing to spend on affordable luxury, with e-commerce playing an important role in the past years.

The background of the slide features a close-up, macro photograph of water droplets and bubbles on a light-colored, textured surface. The droplets vary in size, with some being large and prominent, reflecting light, and others being smaller and more numerous. The overall tone is soft and natural, with a focus on the organic and fluid nature of the water droplets.

3. DIGITAL STRATEGY DEVELOPEMENT

3. DIGITAL STRATEGY | TOUCHPOINTS

• **Goal** → ncrease global brand presence, drive sales, and build customer loyalty through digital channels.

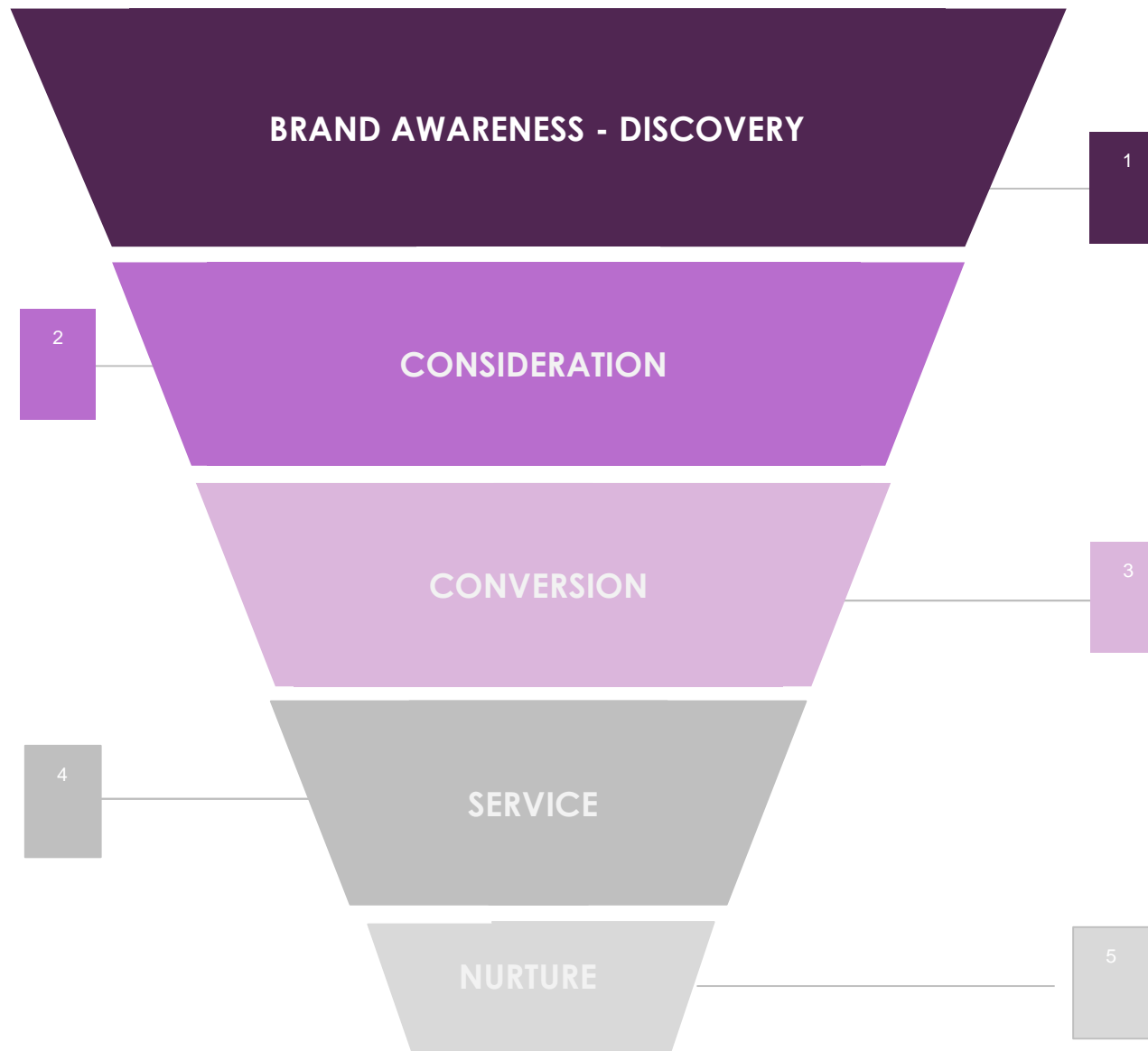
• **Strategy** → Focus on **e-commerce expansion**, **brand awareness via social media**, and **sustainable product marketing**.

LEAD NURTURING

- Remarketing (CRM, FB, TT)
- Emails, target content, classes, newsletters
- Blogs
- Landing Page
- Case studies, Product videos, testimonials etc.

SERVICE

- Community
- Help Desk or Chat
- Twitter/Social



LEAD GENERATION

- Radio, print or TV
- Social camapaigns (FB, IG, TT) and consumer reach
- META Brand prospecting and Dynamic Ads
- Events, webinars, media mentions
- Direct mail Prospecting
- Influencer Marketing
- Affiliates

SALES

- Ecommerce
- Digital beauty platforms
- Retargeting

LOYALTY

- Referral program
- Affiliate program
- Upsell – Crosssell
- Surveys
- Special Events
- Promotions & Discounts

3. DIGITAL STRATEGY | DIGITAL BUSINESS MODELS

Ecommerce website

- Website** : user-friendly e-commerce website. Focus on high-quality visuals and product.
- Language**: Offer the website in multiple.
- Currency**: Implement dynamic pricing that automatically to local currencies
- Strategy**: Highlight sustainable and cruelty-free practices

Subscription Service

- Tailored Skincare Routines**: Offer customers the option to subscribe to a monthly or quarterly service that provides personalized skincare products based on their skin type and concerns.
- Partner with beauty centers** to offer exclusive subscription boxes that include sample products or vouchers for treatments. This can create a synergy between at-home skincare and professional services.

Omnichannel Approach

- Pop-Up Stores**: Temporary pop-up stores in key urban areas or during beauty events (like fashion weeks). These can serve as experiential spaces where customers can test products, receive personalized consultations, and purchase items directly.
- Partnerships with Local Retailers**: Collaborate with local beauty retailers or salons to stock Facegloss products. This will increase brand visibility and credibility.
- Customer Education**: Offer workshops on skincare routines or ingredient education at pop-up events or beauty centers, fostering community engagement and brand loyalty.
- Sephora Collaborations**: Explore partnerships with Sephora for exclusive product launches or special displays in stores. This can drive brand awareness and attract a wider audience.
- Loyalty Programs**: Implement a points-based system where customers earn points for purchases, social shares, and reviews, redeemable for discounts or exclusive products.

3. DIGITAL STRATEGY | CONTENT AND SEO



Content

- Blogging:** content around skin tips, beauty or skin trends, tutorials, and product guides. This can boost organic rankings and drive traffic through SEO.
- Video Content:** Create tutorials with Anna. Videos perform exceptionally well in the beauty industry.
- Influencer Collaborations:** Work with beauty influencers to create tutorials using your products, review them, or even co-create products.

On -Page SEO

- Focus on beauty-related keywords
- Optimize product titles, descriptions, alt text for images.
- URL structures
- Implement internal linking between blog content and product pages to improve SEO and increase dwell time.

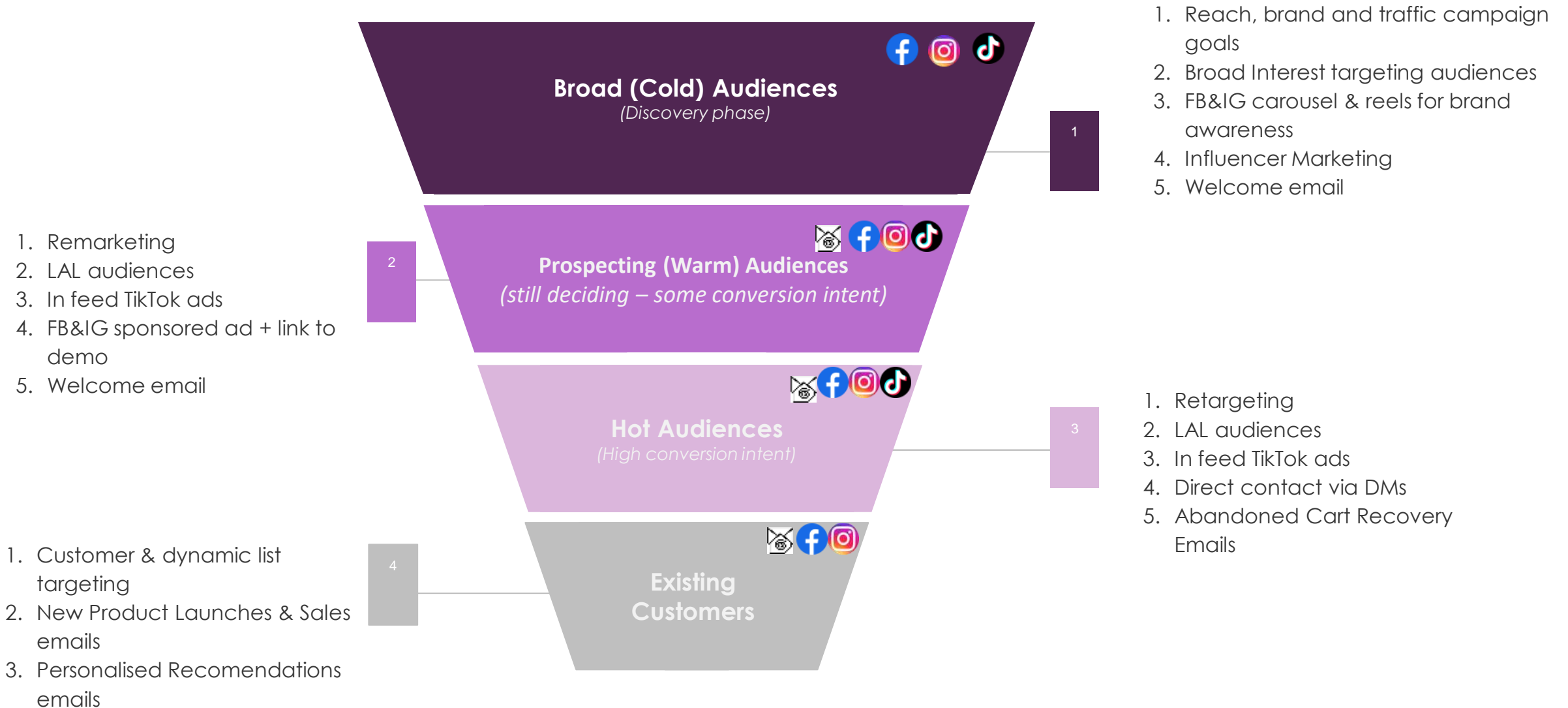
Off-Page SEO

- Influencer Collaborations:** Work with influencers who can link to FaceGloss site from their blogs or social media.
- Broken Link Building:** Find broken links on other sites in and offer FaceGloss content as a replacement.
- Local SEO** . Collect reviews from happy customers to improve local rankings.

Technical SEO -UX

- Mobile Optimization:** Ensure the site is fully responsive
- Site Speed:** Improve page load speed
- Canonical Tags:** Use canonical tags to avoid duplicate content issues
- Backlink building** via collaborations with beauty blogs and publications
- Navigation & Site Structure:** Make sure your site is easy to navigate.

3. DIGITAL STRATEGY | DIGITAL PLATFORMS





4. STRATEGIC THINKING AND EXECUTION

4. STRATEGIC THINKING | ROADMAP YoY

2025

AWARENESS

Establish strong brand awareness across Spain

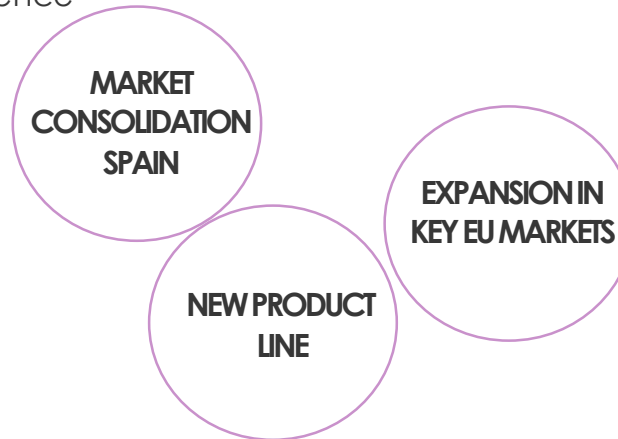


1. Digital Marketing & Social Media Expansion (IG,TT):
2. Strategic PR & Influencer Campaigns
3. Pop-Up Events and Skincare Workshops
4. Collaborations with Beauty Subscription Boxes
5. Improve the website for international shopping (multi-language, currency, payment gateways).

2026

CONSOLIDATION

Consolidate the brand's presence in Spain and initiate brand recognition expansion across key European markets where Facegloss already has a presence

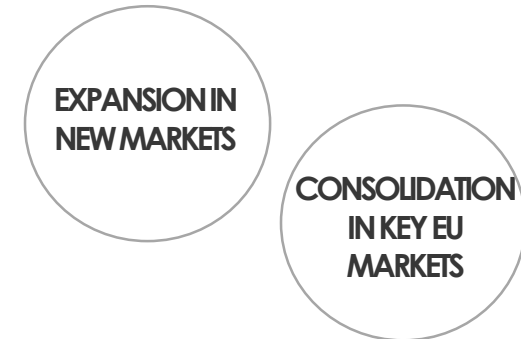


1. Expand Physical Retail Presence
2. Product Line Extensions
3. Partnerships with Key European Retailers
4. Digital Marketing & Social Media Expansion in some key EU markets (IG,TT)
5. Collaborations with Influencers, brands, prints europeans

TBC.

EXPANSION

Consolidate the brand's presence in key EU markets and expand presence in rest of EU and new markets.



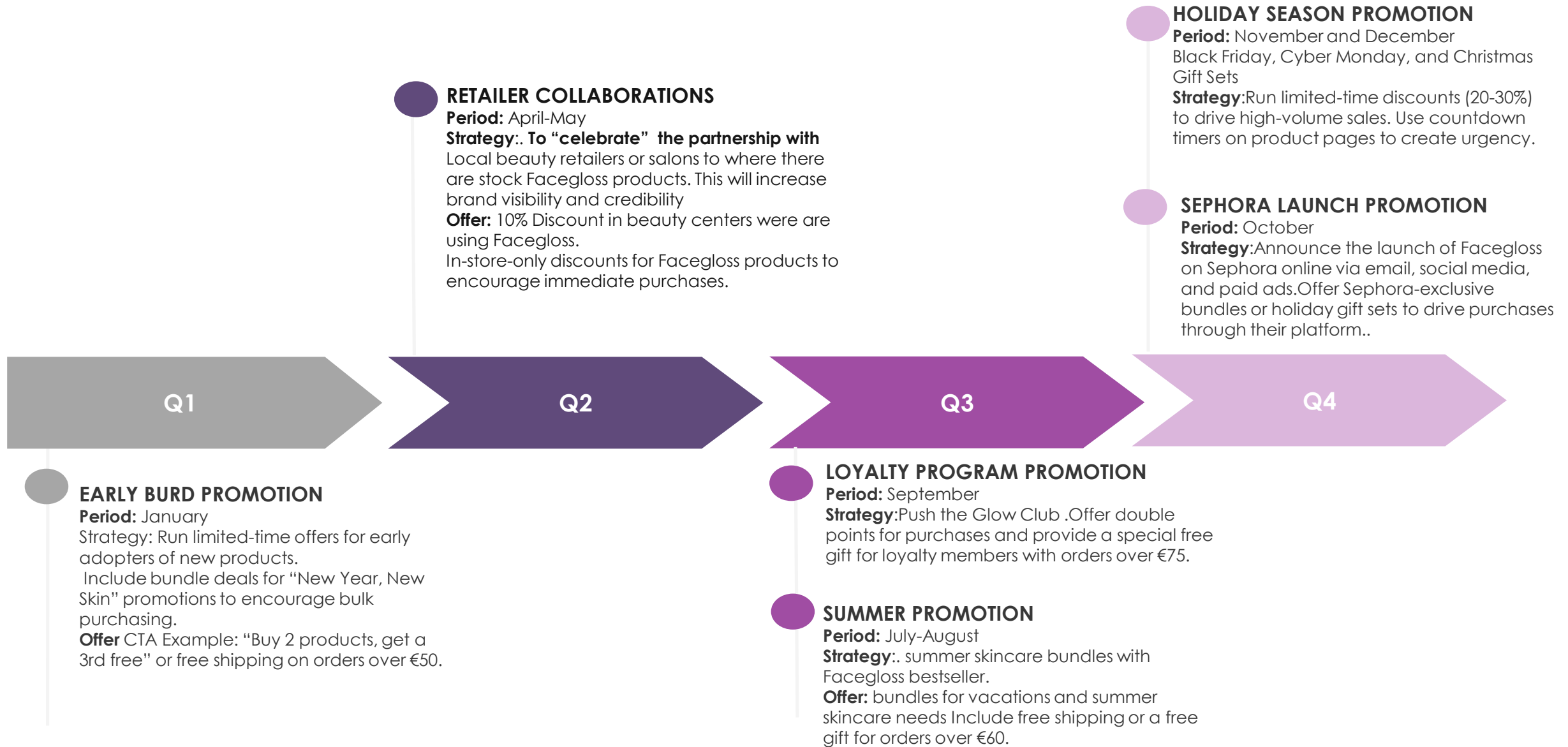
1. International E-commerce Expansion in new markets (UK & US)
2. European Pop-Up Tour
3. Digital Marketing & Social Media Expansion in the rest of EU markets that Facegloss has presence
4. Consolidation in some key EU markets

4. STRATEGIC THINKING | KEY MILESTONES -ROADMAP 2025

Establish strong brand awareness across Spain

	Q1	Q2	Q3	Q4
OBJECTIVE	1. Digital Brand Awareness 2. Media Outreach and PR to reach beauty enthusiasts	1. Physical presence via pop-up events and collaborations 2. Strengthen partnerships with retailers and beauty boxes.	Scale digital presence, prepare the Sephora online pitch, and drive summer sales	Capitalize on the holiday season with exclusive promotions
STRATEGY	1.Influencer Marketing Kickoff <ul style="list-style-type: none">- Micro-Influencer Campaign- KPI: Reach, engagement, visitors to site 2.Educational Content Creation <ul style="list-style-type: none">- Weekly blog posts- KPI: reviews, share on social 3. PR&Media Outreach <ul style="list-style-type: none">- Beauty magazines such Vogue Elle, and Telva.- KPI: media features 4.Paid Media <ul style="list-style-type: none">- Instagram Ads and TikTok focus on big cities such Barcelona, Madrid, and Valencia.- KPI: impressions, conversions, CR 5. Website Optimization & UX <ul style="list-style-type: none">- Integrate a real-time chat function or AI skincare assistant- KPI: Boost website conversion rate 6. Early birds promotions <ul style="list-style-type: none">- limited-time offers- KPI: Increase AOV	1. Temporary pop-ups in Barcelona, Madrid, and Valencia <ul style="list-style-type: none">- Micro-Influencer Campaign- KPI: visitors and direct sales 2. Collaborations with Beauty Subscription Boxes. <ul style="list-style-type: none">- Partner with Birchbox España- Collaboration with LookFantastic- KPI: New customers 3. Retail Expansion <ul style="list-style-type: none">- Collaborations with beauty centers- KPI: conversions 4. Scaling Paid Media <ul style="list-style-type: none">- retargeting ads on Instagram- KPI: impressions, conversions, CR	1. Facegloss x Sephora Collaboration Proposal: <ul style="list-style-type: none">- Develop a strategic pitch 2. Customer Loyalty Program (Glow Club) <ul style="list-style-type: none">- Weekly blog posts- KPI: sign-ups 3. Conversion-Focused Product Bundling <ul style="list-style-type: none">- showcase "glowing skin on the go."- KPI: sales & impressions 4. Scaling Paid Media <ul style="list-style-type: none">- retargeting ads on Instagram- KPI: impressions, conversions, CR	1.Seasonality campaigns <ul style="list-style-type: none">- Black Friday- Holiday season- KPI: sales 2. Partnership with Sephora Online <ul style="list-style-type: none">- Create exclusive bundles or limited edition products for Sephora customers.- KPI: sales 3. Email Marketing&Retargeting

4. STRATEGIC THINKING | PROMOTIONS ROADMAP 2025





5. DIGITAL TRANSFORMATION & INNOVATION

5. DIGITAL TRANSFORMATION & INNOVATION | AI

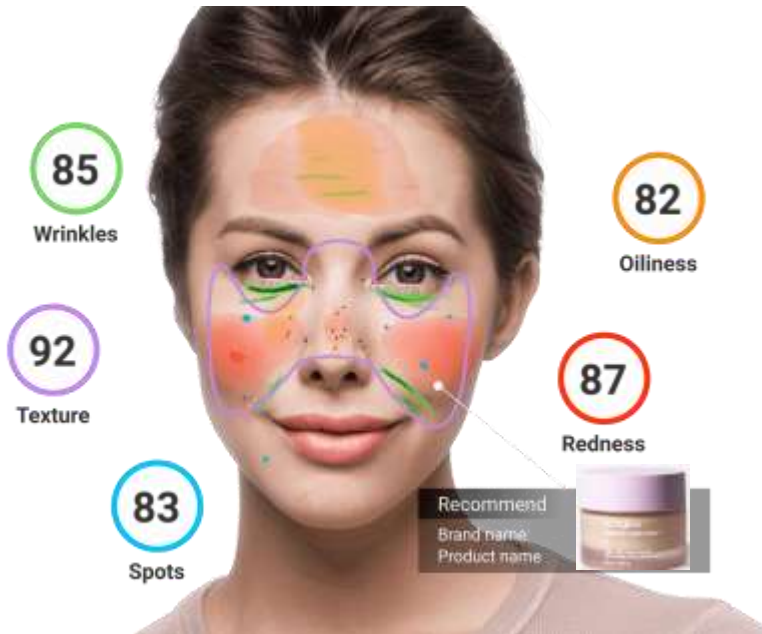
AI-powered chatbot for Facegloss could serve as a virtual assistant on their website. It would provide instant customer support, answer FAQs, and offer personalized skincare advice based on customer preferences and skin types.

IMPLEMENTATION

- **Platform Selection:** Platforms like LiveChat, Tidio, or custom-built solutions using AI frameworks (e.g., OpenAI's GPT or Google Dialogflow).
- **Data Feeding:** Train the chatbot with customer behavior data, skincare FAQs, and product details.
- **UI/UX Design:** Embed the chatbot within the website or app, ensuring it's easy to access from any page.
- **Testing and Deployment:** Ensure the chatbot delivers accurate skincare advice and integrates smoothly with product recommendations.

BENEFITS

- **Enhanced Customer Experience:** Customers receive immediate, accurate responses, improving satisfaction.
- **Personalized Suggestions:** AI can recommend products tailored to skin types, concerns, and previous purchases.
- **Increased Sales:** With faster resolution and targeted offers, the AI bot can drive higher conversion rates.
- **Efficiency:** Reduces the need for human customer service, lowering operational costs.



The background of the slide is a close-up photograph of a glass filled with water. Numerous small, clear bubbles are rising from the bottom and clinging to the sides of the glass. The lighting is soft, creating a gentle, textured effect on the water's surface and the bubbles.

6. FINANCIAL PLAN & ECONOMICS - SPAIN

6. FINANCIAL PLAN & ECONOMICS | COST ESTRUCTURE

Detailed breakdown of typical costs that Facegloss would encounter in its business operations:

PRODUCT COST 30%

- Material
- Production Cost
- Packaging
- Shipping

MARKETING 25%

- Digital Advertising
- Influencer Marketing
- Content Creation
- Seo
- PR&Events

TECNOLOGY E-COMMERCE COST 10%

- CRM/Email Marketing
- Analytics Tools
- Customer support platforms
- PR&Events

HR & ADMINISTRATION 15%

- Employee Salaries
- Freelancers /Contractors
- Administrative Cost
- Taxes

OPERATIONS AND LOGISTICS 20%

- Inventory Management
- Returns &Refunds

TECNOLOGY E-COMMERCE COST 5%

- New Product
Developement
- Lab Testing

For this task, we will focus on Marketing and Technology Ecommerce cost for Spain.

6. FINANCIAL PLAN & ECONOMICS | MK& ECOMMERCE COST ESTRUCTURE

	Q1	Q2	Q3	Q4	Total
Customer Support Platforms	€30.000				€30.000
AI skincare assistant	30.000	€30.000	€30.000	€30.000	
Website Hosting & Analytics Tools	€4000	€4000	€4000	€4000	€16000
Costs to host, update, and secure the e-commerce site (e.g., Shopify, WooCommerce)	€2000	€2000	€2000	€2000	
Analytics Tools (Google Analytics, Hotjar)	€2000	€2000	€2000	€2000	
Digital Marketing	€10000	€10000	€20000	€30000	€70.000
Facebook	€5000	€5000	€10000	€15000	
TikTok	€5000	€5000	€10000	€15000	
Influencer Marketing	€5.000	€5.000	€10.000	€10.000	€30.000
Micro-Influencers Campaign	€5.000	€5.000	€10.000	€10.000	
PR & Events	€17.000	€10.000	€37000	€32.000	€96.000
Pop Up Store :Logistics, space rental, product displays, and marketing.	€10.000	€10.000	€15.000	€25.000	
Loyalty Program :Exclusive event			€15.000		
Coverage in Beauty Magazine (Vogue, Elle,País semanal)	€7.000		€7.000	€7.000	
Content & Design			€4.000		€4.000
Content Creation: production (video, photo shoots, copywriting)	€4.000		€4.000		
Sephora Integration & Marketing			€15.000		€15.000
Prepare Facegloss for Sephora online (SEO,web)			€15000		
Collaborations with Beauty Subscription Boxes	€€4000	€3000	€4000	0	€11.000
LookFantastic or Ipsy samples	€4000		€4000		
Samples in a Beauty Magazine		€3000			
Total	€65.000	€27.000	€84.000	€66.000	€242.000

6. FINANCIAL PLAN & ECONOMICS | FB&IG

		Format Type	Location	Targeting	Impr.	Freq.	Media Spend	Clicks	CTR	CPM	CR	Conv.	CPA
Q1	FB/IG	Traffic and conversions	Barcelona, Madrid, Valencia	Women, ages 25-45 Look-a-likes of previous converters. Retargeting Behaviour segment Skincare Enthusiasts and Beauty Lovers, Health and Wellness Focused Individuals	1.111.111	3,00	€5.000	1444	0,13%	€4,50	6%	85	€58,87
Q2	FB/IG	Traffic and conversions	Barcelona, Madrid, Valencia	Women, ages 25-45 Look-a-likes of previous converters. Retargeting Behaviour segment Skincare Enthusiasts and Beauty Lovers, Health and Wellness Focused Individuals	1.006.036	3,00	€5.000	1408	0,15%	€4,97	8%	121	€41,4
Q3	FB/IG	Traffic and conversions	Barcelona, Madrid, Valencia	Women, ages 25-45 Look-a-likes of previous converters. Retargeting Behaviour segment Skincare Enthusiasts and Beauty Lovers, Health and Wellness Focused Individuals	1.675.042	4,00	€10.000	2010	0,15%	€5,97	11%	273	€36,58
Q4	FB/IG	Traffic and conversions	Barcelona, Madrid, Valencia	Women, ages 25-45 Look-a-likes of previous converters. Retargeting Behaviour segment Skincare Enthusiasts and Beauty Lovers, Health and Wellness Focused Individuals	2.101.380	5,00	€15.000	3362	0,19%	€7,14	15%	599	€25,05

Total					5,893,570		€35,000	9.458				1,078	€32,4
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6. FINANCIAL PLAN & ECONOMICS | TIKTOK

	Objective	Audience	Impr.	Freq.	Media Spend	Clicks	CTR	CPM	CR	Conv.	CPA
Q1	Traffic & Conversions	1.300.000	2.083.333	6,00	€5.000	13.125	0,63%	€2,40	0,38%	50	€100,00
Q2	Traffic & Conversions	1.300.000	2.592.593	6,00	€7.000	15.037	0,58%	€2,70	0,52%	78	€90,00
Q3	Traffic & Conversions	1.300.000	3.333.333	6,00	€10.000	24.333	0,73%	£3,00	0,51%	125	€80,00
Q4	Traffic & Conversions	1.300.000	3.846.154	6,00	€15.000	42.308	1,10%	€3,90	0,47%	200	€75,00
TOTAL			11.855.413		€37.000	94.803				453	



7. LEADERSHIP & TEAM COLLABORATION

7. LEADERSHIP & TEAM COLLABORATION | TEAM

MK TEAM STRUCTURE

1. DIGITAL TEAM:

- **Marketing Manager:** Oversees the entire conversion strategy, ensuring all marketing efforts align with the goals.
- **E-commerce Manager:** Optimizes website UX, CRO, and handles partnerships with Sephora and other platforms.
- **Paid Media Specialist:** Handles performance marketing, retargeting ads, and paid search.

2. COMMUNICATION TEAM:

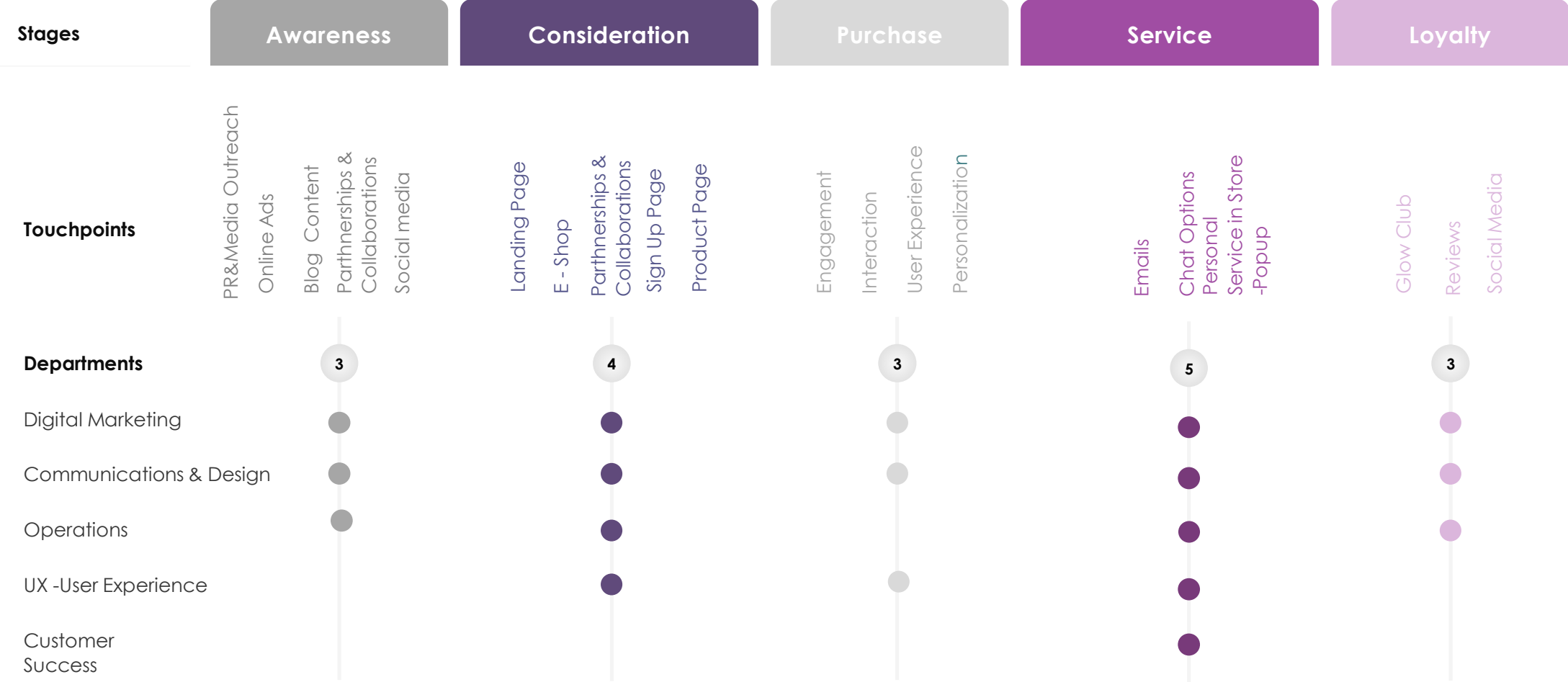
- **Creative-Content Team:** Designers, content creators, and copywriters for campaigns.
- **Influencer/PR Specialist:** Manages influencer relationships, content creation, and media outreach.
- **Logistics & Retail Partnerships:** Coordinates pop-ups, sampling programs, and physical retail promotions.

TECHNOLOGY

1. **E-commerce platform** (e.g., Shopify, Criteo) with advanced conversion rate optimization tools.
2. **Email marketing automation** (e.g. CRM, Active Campaign etc) for drip campaigns and retargeting.
3. **Loyalty Program Software** for managing Glow Club
4. **Analytics Tools** (Google Analytics)
5. **Paid Media Platforms** (Facebook Ads, Google Ads, TikTok Ads) for performance marketing.
6. **Digital Tools** such as Hotjar, Semrush, Ahrefs
7. **Customer Support/Chatbot:** Real-time assistance tools.
8. **Design:** Tools such as Canva, Photoshop,
9. **Collaborations Tools:** Asana, Slack, Teams

7.LEADERSHIP & TEAM COLLABORATION | CROSS-FUNTIONAL

- Big pRojects require collaboration between cross-funtional teams. The main key points to take into consideration:
- Open communication between marketing, IT, design, product,
 - Shared Vision and Objectives so all can be aligned. teams work toward the same objectives, and understand how their contribution
 - Collaboration Tools and Technology such Asana, Slack to promote transparency, streamline workflows, and allow teams to track progress.



7.LEADERSHIP & TEAM COLLABORATION | INVESTORS

Building and maintaining strong client relationships is essential for long-term success. For Facegloss, effective client relationship management ensures that clients and stakeholders remain satisfied, engaged, and aligned with the company's goals. Here's a detailed breakdown of how to build and maintain these relationships effectively.

However, we would take the approach of how maintain investors relationships, as we have discussed already how to managed Facegloss clients relationships-



- Strong relationships with Facegloss's stakeholders involves clear, consistent communication
- Open lines of communication, sharing regular updates, project statuses, and any potential challenges or changes in scope.
- Host regular meeting to enhance their trust and confidence in the project's direction



Understand the client's goals, vision, and unique brand ethos is essential. This deep understanding not only helps in building trust but also allows for proactive solution offering



Innovating digital marketing strategies to boost brand visibility or building a user-friendly e-commerce platform. Offer bespoke strategies that help achieve both short-term and long-term goals.

KEY POIINTS

- Be Proactive and provide regular updates. Create a transparent communication
- Build Trust and demonstrate expertise with data and reliability
- manage expectations, set clear boundaries and be clear and transparent with the problem solving
- Deliver value beyond expectations
- Leverage technology such CRM, Power BI