

# Content Marketing Strategy- HerbaGlow Naturals

## Brand Overview:

HerbaGlow Naturals is an organic skincare brand focused on providing toxin-free, herbal, and eco-friendly skincare products. The brand's mission is to promote natural beauty and sustainable living through Ayurvedic-inspired skincare solutions

## Target Audience:

### Demographics:

- \*Women aged 18-35
- \*Students, working professionals, young mothers
- \*Urban and semi-urban India

### Psychographics:

- \*Health-conscious
- \*Interested in clean and organic beauty
- \*Prefer cruelty-free and eco-friendly products
- \*Follow skincare influencers and lifestyle bloggers

## Blog Topics:

**Week 1:** Top 5 Herbal Ingredients That Transform Your Skin Naturally

**Week 2:** Skincare Routine for Beginners Using HerbaGlow Products

**Week 3:** DIY Face Masks with HerbaGlow  
Aloe Vera Gel

**Week 4:** Why You Should Switch to  
Organic Skincare in Your 20s

**Week 5:** How Our Customers  
Transformed Their Skin Naturally

## **Promotion Channels:**

**Instagram:** Reels showing skincare routines, product tips, influencer collaborations

**Facebook:** Weekly blog shares, customer reviews, behind-the-scenes content

**YouTube Shorts:** 30-second DIY videos featuring HerbaGlow products

**Pinterest:** Infographics on herbal ingredients and step-by-step skincare guides

**Email Marketing:** Weekly newsletters with blog links, discount offers, and product tips

## **Content Goals:**

\*Drive traffic to the blog and website

\*Build a loyal skincare community

\*Increase customer trust and retention

\*Improve SEO through valuable blog content

\*Boost conversions via content-driven education

## **Key Performance Indicators (KPIs):**

\*Number of blog views

\*Instagram engagement (likes, shares, comments)

\*Email open and click-through rates

\*Website visits from social platforms

\*Number of new and returning customers