**Content Marketing Strategy – Glow Mist**

1. **Brand Overview**

Glow Mist is a natural skincare brand that offers clean, effective, and affordable skincare solutions using herbal ingredients. Our mission is to promote self-love through self-care and to deliver glowing, healthy skin using nature-powered formulas.

**2. Target Audience**

* **Age Group:** 18–35 years
* **Gender:** Primarily female
* **Location:** Urban and semi-urban India
* **Interests:** Skincare, wellness, beauty, sustainable living, Instagram trends
* **Pain Points:** Acne, dullness, sensitivity to chemical products, overwhelming skincare choices

**3. Content Marketing Goals**

* Increase brand awareness by 30% within the next 3 months
* Achieve 1,000+ monthly blog visitors
* Grow Instagram following to 5,000 within 90 days
* Boost sales of Vitamin C Serum by 20% through educational campaigns

**4. Content Types & Topics**

**Content Types:**

* Blog Posts
* Instagram Reels and Posts
* Email Newsletters
* YouTube Shorts
* Infographics
* E-books and Skincare Guides

**Sample Topics:**

* "5 Benefits of Using Vitamin C Serum Daily"
* "Skincare Routine for College Students"
* "Why Natural Skincare Is Better for Sensitive Skin"
* "How to Layer Skincare Products the Right Way"
* "Ingredient Spotlight: Aloe Vera and Its Skin Benefits"

**5. Content Creation Plan**

|  |  |  |
| --- | --- | --- |
| **Content Type** | **Frequency** | **Tools / Team Involved** |
| Blog | 2 per week | Google Docs, WordPress |
| Instagram | 1 post/day | Canva, Meta Creator Studio |
| Reels | 3 per week | Cap Cut, In Shot |
| Email | Weekly | Mailchimp |
| YouTube | Biweekly | Smartphone, Canva, YouTube |

**6. Promotion Channels**

* Instagram (organic + paid)
* Email marketing via Mailchimp
* Facebook skincare groups
* Pinterest for visual guides
* Collaborations with micro-influencers
* SEO-optimized blog posts
* WhatsApp broadcast lists for promotions

**7. Sample 3-Day Content Calendar**

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Platform | Topic | Format |
| June 10 | Blog | "5 Natural Ingredients That Heal" | Article |
| June 11 | Instagram | Skincare Tip + Hashtag Challenge | Carousel |
| June 12 | Email | "3 Steps to Glowing Skin" Guide | Newsletter |

**8. Tools to Use**

* Canva (graphics)
* Google Docs (writing)
* Cap Cut / In Shot (video editing)
* Uber suggest (keyword research)
* Mailchimp (email marketing)
* Google Analytics (tracking and insights)

**Conclusion**

Glow Mist's content marketing strategy focuses on education, visual engagement, and community connection. Through consistent, value-driven content and strategic promotion, we aim to establish Glow Mist as a trusted skincare brand for young, conscious consumers.