

Increasing sales for “Radiant Skin Co” through social media

“Radiant Skin Co” offers premium skin care that enhances your natural beauty. Our products are enriched with natural ingredients that hydrate, nourish and restore the skin, leaving it radiant and soft. Ideal for modern women and men who care about their skin and strive for a flawless appearance. Suitable for all skin types. Enjoy luxurious care every day!

1. Target audience:

Demographic factors:

Age: Women and men aged 25-40.

Gender: Primary focus on women, but an audience of men interested in skin care is open.

Income level: Average and above average, since the products are premium.

Lifestyle: People leading an active lifestyle, who value a healthy appearance and strive to take care of themselves.

2. Interests and behavior:

Interested in beauty, health, and skin care.

Follow popular influencers, blogs, and trends in the beauty industry.

Buy premium cosmetics and look for quality products with proven results.

Spend time on social media often, looking for skin care tips and recommendations.

3. Focus Platform:

Platform of Choice: Instagram

Rationale:

Instagram has a high concentration of active users interested in beauty and fashion.

Supports visually oriented content, ideal for showcasing premium cosmetics.

Popular with 25-40 year olds.

Allows the use of stories, videos, and posts to diversify the presentation of information.

Secondary Platform: Pinterest

Rationale:

Popular with users looking for inspiration and ideas.

Great for promoting aesthetically pleasing brands.

High conversion rates due to the audience prone to purchase.

RADIANT SKIN CO

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Ideal for modern women and men who care about their skin and strive for a flawless appearance. Suitable for all skin types. Enjoy luxurious care every day!





RADIANTSKIN CO

For Healthy Skin



Keep Your
Skin Hydrated



Protects Skin
From UV Rays



Enhances
Skin Glow



Natural
Ingredients

<https://radiantskinco.com>



Get Glowing Skin with Radiant Skin Co

<https://radiantskinco.com>

Don't miss this chance! Get our skincare
products with discounts of up to 30%.





Special Offer

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UP TO 55% OFF

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