

1. Brand Overview

GlowSkin Organics is a natural skincare brand that focuses on gentle, chemical-free and plant-based products. The brand promotes healthy, glowing skin through clean ingredients and simple routines. GlowSkin Organics aims to help people feel confident and comfortable in their natural skin.

2. Goals / Objectives (Simple Version)

- Reach more people and increase brand awareness
 - Increase followers and build a community
 - Share useful skincare tips and information
 - Improve engagement (likes, comments, shares, saves)
 - Drive traffic to the website and increase sales
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3. Target Audience

GlowSkin Organics mainly targets people who care about skincare and want glowing, healthy skin.

- **Age:** 18–35
- **Gender:** Mostly women, but open to all
- **Location:** India (urban & semi-urban areas)
- **Interests:** Skincare, beauty, self-care, natural products

These are people who prefer clean ingredients and look for skincare advice online.

4. Content Pillars

1. Educational Skincare Tips

- Routines, ingredient benefits, how-to guides

2. Product Highlights

- Features, benefits, usage steps

3. Customer Reviews / Testimonials

- Before–after images, real stories

4. Engagement Posts

- Polls, Q&A, fun facts, trending reels

5. Offers & Launches

- Discounts, festive deals, new product launches
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5. Content Format & Frequency

Content Formats:

- Reels
- Carousels
- Static images
- Infographics
- Stories
- Testimonials
- Before & After posts

Posting Frequency:

- **1 post per day** (30 posts per month)
 - **3–5 stories per week**
 - **2–3 reels per week**
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6. Content Tone & Style

- Friendly
 - Simple & easy to understand
 - Helpful and educational
 - Aesthetic, clean and natural
 - Trust-building
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7. Hashtag Strategy

Use a mix of large, medium and small hashtags:

Examples:

#GlowSkinOrganics

#SkincareIndia

#GlowingSkin

#NaturalSkincare

#SkincareRoutine

#CleanBeauty

#ChemicalFreeSkincare

#SkinCareTips

#IndianBeautyCommunity

Use **10–20 hashtags** per post.

8. Engagement Strategy

- Reply to comments within 24 hours
 - Use story polls and Q&A stickers
 - Repost customer stories
 - Collaborate with micro-influencers
 - Encourage “Save this post” type content
 - Ask questions in captions
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9. Sample One-Week Content Plan

Day 1: Carousel – “5 Morning Skincare Tips”

Day 2: Product Highlight – Vitamin C Serum benefits

Day 3: Reel – Daily glow routine

Day 4: Customer review

Day 5: Skincare myth vs fact

Day 6: Offer / Bundle announcement

Day 7: Ingredient spotlight: Aloe Vera

10. Conclusion

This strategy will help GlowSkin Organics grow consistently on Instagram by posting valuable content, building trust, engaging with the audience and promoting products in a natural, authentic way.

