

# Beauty Glow Project - Executive Report

## Promotional Strategy Guide for Beauty Glow

Current Challenge:

Promotions currently generate lower revenue (\$32,923 with promotions vs \$64,241 without promotions).

Broad, non-targeted discounts may not be yielding the desired increase in sales volume.

Objective:

Maximize revenue and profitability by using data-driven, targeted promotional strategies.

### Key Recommendations:

#### 1. Targeted Promotions:

Focus promotions on specific customer segments (e.g. first-time buyers, Instagram followers, top spenders).

Use personalized discount codes or exclusive offers.

Example: '10% off for first-time Instagram purchases.'

#### 2. Loyalty-Based Promotions:

Implement a loyalty program that rewards repeat purchases.

Example: 'Spend \$200, receive \$20 credit toward your next purchase.'

#### 3. Product-Specific Promotions:

Promote underperforming products without discounting best-sellers.

Bundle slow-moving items (e.g. brow pencils) with high-demand products (e.g. Vitamin C Serum).

Example: 'Buy 2 Vitamin C Serums, get a Brow Pencil for 50% off.'

#### 4. Limited-Time Offers:

Create urgency by using short-duration promos tied to peak sales days (Wednesdays and Saturdays).

Example: 'Weekend Skincare Flash Sale.'

#### 5. Influencer & Content-Driven Promotions:

Collaborate with micro-influencers to promote exclusive offers.

Showcase before-and-after results to build trust and drive sales.

#### 6. Performance Monitoring:

Track revenue performance for each promo type.

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Adjust strategies monthly based on data insights.

## **Expected Results:**

Increased conversion rates without eroding profit margins.

Higher engagement on Instagram and stronger customer loyalty.

More balanced inventory movement across product categories.