**NaturalGlow Skincare: E-Commerce Growth Strategy**

**1. Onboarding & Initial Assessment**

**Checklist for Initial Meeting**:

* Introduction to NaturalGlow Skincare team and overview of their business goals.
* Understanding their current online presence (e.g., website, social media, and existing digital assets).
* Identification of key target customers and demographics.
* Review of previous marketing efforts and performance (if available).
* Discussion on product offerings, pricing strategy, and unique selling points.

**Key Questions**:

1. What are your top-selling products, and what makes them unique?
2. Who is your ideal customer (age, gender, region, skincare preferences)?
3. Have you previously run online campaigns? If yes, what were the results?

**2. Simple 3-Month Growth Outline**

**Goal**: Boost sales on GjirafaMall, improve brand visibility, and engage with new customers.

**Month 1: Setup and Onboarding**

* Create the NaturalGlow Skincare store page on GjirafaMall.
* Develop high-quality product listings with images, descriptions, and SEO-friendly content.
* Launch initial social media content to introduce NaturalGlow Skincare to a broader audience.

**Key Focus**: Emphasis on product benefits, natural ingredients, and skincare routines.

**Month 2: Launch Paid Ad Campaign and Influencer Collaboration**

* Implement a targeted paid ad campaign on social media.
* Partner with a local beauty influencer to create authentic reviews and product tutorials.
* Offer a **limited-time discount** to encourage first-time purchases.

**Example Ad Campaign**: "Get glowing skin with our organic moisturizer. Limited 20% off for first-time shoppers. Click to shop now!"

**Month 3: Optimize & Measure Results**

* Track performance metrics (sales, ad clicks, and engagement).
* Analyze top-performing products and campaigns.
* Adjust strategies based on data, such as optimizing ad formats or testing new visuals.

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| Chart: 3-Month Growth Plan: |
| | **Month** |  | **Focus Area** | **Key Actions** | | --- | --- | --- | --- | | Month 1 |  | Onboarding & Setup | Create GjirafaMall page, social posts | | Month 2 |  | Paid Ads & Influencer Engagement | Launch campaigns and collaborations | | Month 3 |  | Performance Review & Optimization | Measure, analyze, and improve | |

**3. Social Media & Ad Campaign Focus (1-Month)**

**Chosen Platform**: Instagram

* Instagram is ideal for skincare brands due to its visual nature and strong beauty influencer presence.
* Allows engaging content formats such as Stories, Reels, and carousel posts.

**Ad Campaign Idea**:

* **"Organic Skincare Week"**: Launch a week-long campaign featuring:
  + Daily skincare tips and tutorials using NaturalGlow products.
  + Limited-time discount codes.
  + Influencer collaborations to showcase real results.

**Metric to Track**: Engagement rate (likes, shares, and comments) and conversion (sales).

**Visual**: (Placeholder for sample Instagram ad showcasing the moisturizer product.)

**4. Basic 3-Month Timeline**

**Timeline Chart**:

* **Month 1**: Setup GjirafaMall store, create product listings, and publish introductory posts.
* **Month 2**: Launch paid ad campaign and influencer collaborations.
* **Month 3**: Analyze results and optimize for further growth.

**5. Key Metrics & Ongoing Improvement**

**Metrics to Track**:

1. **Total Sales**: Measure revenue growth month-over-month.
2. **Conversion Rate**: Percentage of visitors who purchase.
3. **Ad Click-Through Rate (CTR)**: Performance of paid ads.
4. **Customer Engagement**: Social media likes, shares, and comments.

**Improvement Plan**:

* If **conversion rate** is low, test different ad copy, visuals, and product descriptions.
* If **engagement** drops, collaborate with new influencers or use user-generated content.
* Regularly review key metrics and refine campaigns for better ROI.

**Visual Examples and Charts**

Placeholder for:

1. **Sample Instagram Ad Design** (e.g., product-focused ad with discount).
2. **Engagement Metrics Chart** (e.g., monthly growth in likes, shares, and CTR).
3. **Sales Growth Line Graph** (e.g., tracking monthly revenue).

**Conclusion**

With this 3-month strategy, NaturalGlow Skincare will establish a strong presence on GjirafaMall, attract new customers through social media and paid ads, and optimize campaigns using key metrics. This approach ensures steady growth while leveraging the natural appeal of the skincare products.

Charts :