### -**Glowify – Content Marketing Strategy Document**

* **Internship Task-2 – CODTECH**

**1. Brand Overview**

Glowify is a skincare brand focused on natural, cruelty-free, and affordable skincare for young adults (18–30 years). Its USP is science-backed formulations using ingredients like aloe vera, hyaluronic acid, and green tea.

**2. Target Audience**

| **Criteria** | **Description** |
| --- | --- |
| **Age Group** | 18–30 years |
| **Gender** | All genders |
| **Interests** | Skincare, beauty, eco-friendly products |
| **Location** | Urban/metro cities |
| **Income** | Students, early job professionals |
| **Pain Points** | Acne, dullness, oily/dry skin, harsh chemicals |

**3. Goals of Content Marketing**

* Increase brand awareness
* Improve customer engagement
* Drive website traffic
* Convert followers into loyal buyers

**4. Content Pillars**

| **Pillar** | **Purpose** |
| --- | --- |
| **Educational** | Teach skincare tips, ingredients, FAQs |
| **Product-focused** | Highlight benefits & USPs of products |
| **Community** | Share reviews, repost UGC, feature fans |
| **Promotional** | Launch offers, new arrivals, giveaways |
| **Lifestyle/Emotional** | Build brand relatability and connect |

**5. Blog Topic Ideas**

| **Blog Title** | **Purpose** |
| --- | --- |
| “The Ultimate Morning Skincare Routine for Beginners” | Educational |
| “Top 5 Natural Ingredients for Acne-Prone Skin” | Educational |
| “Glowify’s Journey: How We Built a Skincare Brand from Scratch” | Emotional/Behind-the-scenes |
| “How to Choose the Right Moisturizer Based on Your Skin Type” | Product-educational |
| “Real Stories: How Glowify Helped Me Love My Skin Again” | Community / Emotional |

**6. Content Types and Formats**

| **Format** | **Channels** | **Description** |
| --- | --- | --- |
| **Reels/Shorts** | Instagram, YouTube Shorts | Tutorials, results, tips |
| **Posts/Carousels** | Instagram, LinkedIn | Tips, product uses, brand voice |
| **Blogs** | Website/Medium | In-depth info, SEO-focused content |
| **Emails** | Email campaigns | Offers, new launches, brand storytelling |
| **Pinterest Pins** | Pinterest | Infographics, skincare routines, quotes |

**7. Promotion Channels**

| **Channel** | **Strategy** |
| --- | --- |
| **Instagram** | Main visual brand channel. Daily posts + Reels + Stories |
| **YouTube Shorts** | Weekly glow-up videos, testimonials |
| **Email** | Bi-weekly product updates, offers, & skincare tips |
| **Pinterest** | Organic traffic via skin tips, infographics |
| **Blog/Website** | SEO-driven content + product page linking |

**8. Posting Frequency**

* **Instagram:** 5x per week
* **Reels/Shorts:** 2x per week
* **Blogs:** 1x per week
* **Emails:** 2x per month

**9. KPIs to Measure Success**

| **KPI** | **Tool to Measure** |
| --- | --- |
| **Engagement rate** | Instagram Insights |
| **Blog traffic** | Google Analytics |
| **Click-through rate (CTR)** | Email tool (e.g., Mailchimp) |
| **Follower growth** | Instagram/Facebook |
| **Conversion rate** | Shopify or website CRM |