**TASK 2**

**CONTENT MARKETING STRATEGY**

Brand Name: GlowWell

Industry: Natural Skincare

USP: Plant-based, eco-conscious skincare products with a focus on skin health and sustainability.

**Brand Overview**

GlowWell skincare is a premium, eco-conscious skincare brand that offers dermatologically tested, cruelty-free, plant-based skincare solutions. Its focus is on clean beauty, transparency and promoting self-care rituals.

**Strategy Overview**

**Goal:**

* Build brand awareness
* Educate consumers on natural skincare
* Drive traffic to product pages
* Increase email subscribers and repeat customers

**Core Brand Message:**  
“Nurture your skin and the planet with clean, conscious skincare.”

## ****Target Audience****

**Primary Audience:**

* Age: 25–45
* Gender: Predominantly female
* Values: Sustainability, health, transparency
* Behavior: Research-driven, prefers natural/organic solutions, active on Instagram & Pinterest
* Pain Points: Sensitive skin, overwhelmed by ingredient lists, skeptical of "greenwashing"

**Secondary Audience:**

* Eco-conscious men interested in skincare
* Young adults (18–24) starting their skincare journey

## ****Blog Topics****

### ****A. Skincare Education****

* “What Does ‘Clean Beauty’ Really Mean?”
* “How to Read a Skincare Label Without a Science Degree”
* “7 Natural Ingredients That Actually Work on Acne-Prone Skin”
* “Why Your Skin Barrier Matters (and How to Repair It Naturally)”

### ****B. Product Deep Dives****

* “Behind the Bottle: The Story of Our Chamomile Cleanser”
* “From Farm to Face: Where Our Ingredients Come From”
* “GlowWell vs. Conventional Skincare: An Honest Comparison”

### ****C. Sustainable Living****

* “Eco-Friendly Bathroom Swaps That Make a Difference”
* “How to Recycle Skincare Packaging Properly”
* “5 Daily Habits That Support Skin Health & the Planet”

### ****D. Lifestyle & Wellness****

* “What Your Skin is Trying to Tell You About Your Sleep”
* “Natural Skincare & Hormonal Balance: What You Should Know”

## ****Content Formats****

* **Blog Posts:** 800–1500 words, optimized for SEO
* **Infographics:** Ingredient spotlights, skincare routine guides
* **Short-form Videos:** Product tutorials, “Did You Know?” skincare facts
* **Email Newsletters:** Monthly skincare tips + featured blog post + exclusive offers
* **Downloadable Lead Magnet:** “The Beginner’s Guide to Natural Skincare” (PDF)

## ****Promotion Channels****

### ****Owned Channels****

* **Website/Blog**: Central content hub
* **Email List**: Weekly newsletters + automated drip campaigns
* **Instagram**: Stories, reels, UGC, influencer reposts
* **Pinterest**: Infographics and guides for long-tail content discovery

### ****Earned & Paid Channels****

* **SEO**: Target high-intent keywords like “best natural moisturizer for dry skin”
* **Influencer Partnerships**: Natural beauty influencers, wellness bloggers
* **PR Outreach**: Pitch educational guest posts or product features to eco-beauty magazines
* **Google Ads / Meta Ads**: Promote lead magnets and popular blog content

## ****Success Metrics (KPIs)****

* Blog traffic (organic + referral)
* Time on page and bounce rate
* Email opt-in rates and list growth
* Social engagement (shares, saves, comments)
* Conversion rate from blog to product page