



Digital Marketing Assignment *Priyal Panda*



GLOWISH

Every woman deserve to live youthfully as well as elegantly. The journey of finding beauty in yourself is exhilarating. So, we here at GLOWISH give all our beauties with skin experience like no other.





PERSONA NAME:

1

Seema Singh

SECTION 1: WHO?

BACKGROUND

Job? Career path? Family?

2

- College Student
- Engineering in Computer Science
- Lives in hostel currently

DEMOGRAPHICS

Male or female? Age? Income? Location?

3

- Skews Female
- Age 18-21
- Income – N/A
- Suburban, Bengaluru

IDENTIFIERS

Demeanor? Communication preferences?

4

- Good personality
- Prefers only emails
- Available after college hours



PERSONA NAME:

Seema Singh

SECTION 2: WHAT?

GOALS

Primary goal? Secondary goal?

5

- Taking good care of skin and using better products
- To be presentable

CHALLENGES

Primary challenge? Secondary challenge?

6

- Busy Schedule
- Not well versed in beauty products

WHAT CAN WE DO

... to help our persona achieve their goals?

... to help our persona overcome their challenges?

7

- Provide a single product with multiple benefits that suits your skin and has long lasting effect. This product is travel friendly as well.



PERSONA NAME:

Seema Singh

SECTION 3: WHY?

REAL QUOTES

About goals, challenges, etc.

8

- "I am having skin breakout/acne due to pollution but do not have time due to college work and schedule."
- "Want to look good and tidy."

COMMON OBJECTIONS

Why wouldn't they buy your product/service?

9

- Products delivery is late



PERSONA NAME:

Seema Singh

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution
to your persona?

10

- Committed delivery on time with the best product suited just for you.

ELEVATOR PITCH

Sell your persona on your solution!

11

- Average girl spends 30 minutes on make-up but doesn't have time and patience for it. This is where we provide you with a product that will provide you with skin care/makeup in just 5 minutes.



PERSONA NAME:

1

Muskan Ahmed

SECTION 1: WHO?

BACKGROUND

Job? Career path? Family?

2

- Regional Manager at on of the MNC firm
- Postgraduate Degree
- Lives with her husband and two children

DEMOGRAPHICS

Male or female? Age? Income? Location?

3

- Married Female
- Age 35-40
- Income is almost 1-1.5 lacs per month
- Pune

IDENTIFIERS

Demeanor? Communication preferences?

4

- Very Sophisticated and elegant
- Prefers being informed via emails



PERSONA NAME:

Muskan Ahmed

SECTION 2: WHAT?

GOALS

Primary goal? Secondary goal?

5

- To avoid increasing fine lines and wrinkles
- Keep skin hydrated and moisturized throughout the day

CHALLENGES

Primary challenge? Secondary challenge?

6

- Tried many products but no significant result.
- Starts looking tired early during the day even after applying makeup.

WHAT CAN WE DO

... to help our persona achieve their goals?

... to help our persona overcome their challenges?

7

- She can take our skin care survey or personal consultancy with our experts so that we can diagnose her skin type and its condition(optional).
- Customize/Suggest anti-ageing serum with required vitamin supplements suited for her skin type.



PERSONA NAME:

Muskan Ahmed

SECTION 3: WHY?

REAL QUOTES

About goals, challenges, etc.

8

- “I work as well as take care of family. I get very tired and the exhaustion is affecting my skin. I can see that it is affecting my skin condition and I have started to see a few fine lines.”
- “I want long lasting products to keep my skin from getting dehydrated.”

COMMON OBJECTIONS

Why wouldn't they buy your product/service?

9

- Product description not provided in detail, so hard to trust authenticity(whether cruel free/vegan).



PERSONA NAME:

Muskan Ahmed

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution
to your persona?

10

- Its our job to provide you with every little information that you desire for a better customer experience.

ELEVATOR PITCH

Sell your persona on your solution!

11

- Several 70% of woman come looking for solutions to ageing which is a common aspect. Our company is about wellness and beauty and would recommend products after they are consulted through our survey
- This will give us a basic idea about what you are looking for and we will make your process of easier.



PERSONA NAME:

1

Isha Mathew

SECTION 1: WHO?

BACKGROUND

Job? Career path? Family?

2

- UX designer at Philips
- Degree in field of Product design
- Lives with her husband

DEMOGRAPHICS

Male or female? Age? Income? Location?

3

- Married Female
- Age 30-35
- Earns 60k per month
- Gurgaon

IDENTIFIERS

Demeanor? Communication preferences?

4

- Hyperactive and carefree
- Prefers information via mail or mobile app
- Available most of the time(since work from home)



PERSONA NAME:

Isha Mathew

SECTION 2: WHAT?

GOALS

Primary goal? Secondary goal?

5

- To get rid of stretch-marks and scars
- To reduce under eye dark circles/bags

CHALLENGES

Primary challenge? Secondary challenge?

6

- Sitting in front of the laptop for long hours
- Stress and anxiety
- We can provide with the best recommended bio-oil for her skin type to reduce stretchmark.
- Retinol based are best to get rid of undereye bags.
- Provide prescribed ointments/creams for any scars(for all skin type).
- Recommend to subscribe to our wellness programs.

WHAT CAN WE DO

... to help our persona achieve their goals?

... to help our persona overcome their challenges?

7



PERSONA NAME:

Isha Mathew

SECTION 3: WHY?

REAL QUOTES

About goals, challenges, etc.

8

- “Ever Since I started working from home, I have put on some weight that has visibly caused increase in stretch-marks.”
- “I also have several discoloration on my face and under eye dark circle.”
- “This has made me feel very insecure about my body and has taken toll on my mental health.”

COMMON OBJECTIONS

Why wouldn't they buy your product/service?

9

- Skeptical about the customized products being sold.
- Hasn't receive proper consultancy from the customer service for her problems.



PERSONA NAME:

Isha Mathew

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution
to your persona?

10

- Taking care of wellness and beauty of all our customer is our Top priority.

ELEVATOR PITCH

Sell your persona on your solution!

11

- Many of our customers feel self-consciousness according to our survey. The excessive thought put into their insecurity has made them feel more inferior.
- We would want to give everyone the chance to experience our wellness program. We offer one free session for new customers.
- Not only that but personalized sessions with expert dermatologist via offline/online to get the best recommendations.