# Content Marketing Strategy for EcoBloom – A Sustainable Skincare Brand

## 1. Brand Overview

EcoBloom is a startup brand offering eco-friendly, organic, and cruelty-free skincare products. With growing consumer interest in sustainable living, EcoBloom aims to educate and engage eco-conscious customers through high-value content.

## 2. Goals & Objectives

- Increase brand awareness by 40% in 6 months

- Drive 25% more traffic to the website/blog monthly

- Boost product sales through content-driven channels

- Establish brand authority in sustainable skincare

## 3. Target Audience

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| Demographic | Details |
| Age Group | 20–45 years |
| Gender | All genders |
| Location | Urban and semi-urban regions globally |
| Interests | Organic skincare, sustainability, wellness |
| Buying Behavior | Prefers natural, ethical, and eco-conscious brands |