Content Marketing Strategy for EcoGlow

# 1. Brand Overview

Brand Name: EcoGlow  
Industry: Sustainable Skincare  
Mission: Provide eco-friendly, cruelty-free, and organic skincare solutions for conscious consumers.  
USP: 100% plastic-free packaging, natural ingredients, and carbon-neutral shipping.

# 2. Target Audience

- Eco-conscious Millennials (18–34): Young adults who value sustainability and are willing to invest in clean beauty.  
- Health-conscious Moms (30–45): Mothers who prioritize safe, chemical-free products for their families.  
- Green Beauty Enthusiasts (25–40): Users interested in wellness and eco-friendly skincare routines.

# 3. Blog Content Strategy

Objectives:  
- Educate audience about skincare and sustainability  
- Drive organic traffic through SEO  
- Establish EcoGlow as a thought leader  
  
Blog Topics (SEO-optimized):  
- Top 5 Natural Ingredients for Glowing Skin  
- Why We Use Bamboo Packaging and You Should Too  
- How Your Skincare Routine Can Help the Planet  
- Morning Routines That Support Skin and Earth  
- Benefits of Using Aloe Vera in Your Daily Skincare  
- How I Cleared My Skin Naturally in 6 Weeks with EcoGlow

# 4. Content Types and Formats

- Blog Articles: SEO + Education (2 per week)  
- Instagram Posts: Engagement + Visual Branding (Daily)  
- Reels/TikToks: Entertainment + Education (3 per week)  
- Newsletters: Customer retention + Education (Weekly)  
- YouTube Shorts: Demonstrations + Product Use (1-2 per week)  
- Infographics: Educational + Shareable content (Bi-weekly)  
- UGC/Testimonials: Trust-building + Community-driven content (Ongoing)

# 5. Promotion Channels

- Instagram & TikTok: Visual storytelling, influencer collabs, reels of product usage  
- Pinterest: Skincare routines, aesthetic product pins, eco-living inspiration  
- Email Marketing: Weekly newsletters with tips, exclusive offers, and sustainability facts  
- YouTube: Tutorials, behind-the-scenes, product benefits explained  
- Facebook Groups: Community building & green living discussions  
- SEO (Google Search): Blog content optimized for high-intent keywords

# 6. Performance Metrics (KPIs)

- Blog: Organic traffic, bounce rate, time on page  
- Social Media: Engagement rate, reach, saves, shares  
- Email: Open rate, click-through rate, conversions  
- Website: Lead generation, average session duration  
- Sales Funnel: Conversion rate from content to purchase

# 7. 90-Day Content Calendar (Sample)

Week 1:  
 Blog: "Why Natural Skincare Matters"  
 IG Post: Ingredient flatlay + tip  
 Reel: "3 Benefits of Aloe Vera"  
  
Week 2:  
 Blog: "How to Read a Skincare Label"  
 IG Post: Before/After product image  
 Reel: "Common Toxins to Avoid in Skincare"  
  
Week 3:  
 Blog: "DIY Eco-Friendly Face Mask"  
 IG Post: Tutorial snapshot  
 Reel: Step-by-step DIY mask tutorial  
  
Week 4:  
 Blog: "Our Zero-Waste Journey"  
 IG Post: Team photo + sustainability tip  
 Reel: Behind the scenes: Packaging process

# 8. Tools & Resources

- Content Scheduling: Buffer, Hootsuite  
- SEO Optimization: Ahrefs, SEMrush, Ubersuggest  
- Analytics Tracking: Google Analytics, Facebook Insights  
- Email Campaigns: Mailchimp, ConvertKit  
- Design & Video: Canva, CapCut, InShot

# 9. Long-Term Strategy

- Collaborate with eco-influencers  
- Host live Q&A sessions with dermatologists  
- Launch an “EcoGlow Tribe” community for UGC  
- Publish quarterly whitepapers on green beauty trends  
- Create a mini-podcast on sustainable beauty