

# CONTENT STRATEGY

**3-month content strategy** for **The Skincare Affair**, a skincare brand in Lagos, Nigeria. Focused on **boosting sales, increasing engagement**, and creating **converting posts**. This strategy is designed to attract both **primary and secondary audiences**, solve their pain points, and build brand trust.

## Brand Snapshot

- **Name:** The Skincare Affair
- **Industry:** Skincare products
- **Location:** Lagos, Nigeria
- **Goals:** Increase **sales, engagement**, and **post conversions**
- **Pain Points:** Low engagement and poor sales

## 3-Month Content Strategy Plan

### Primary Goals:

1. **Sales** — Get customers to buy through content-driven marketing.
2. **Engagement** — Increase likes, comments, saves, and shares.
3. **Conversions** — Turn followers into buyers with trust-building content.

## Target Audience

| Primary Audience   | Seconadry Audience                          |
|--|---|
| Women aged 18–35 with skincare concerns (acne, hyperpigmentation, dryness) | Teens & young adults curious about skincare |

|   |  |
|---|--|
| Working-class professionals & beauty lovers                 | Parents shopping for kids, gifting customers |
| Lives in Lagos, interested in affordable & trusted skincare | Nationwide interest via social media         |

# Monthly Content Mix Breakdown

| Content Type                            | %Focus | Purpose                           |
|---|--------|-----------------------------------|
| Educational (Skin tips, How-tos)        | 30%    | Build trust + engagement          |
| Product-focused (Showcase, How to use)  | 25%    | Drive conversions + sales         |
| UGC / Testimonials / Reviews            | 15%    | Build credibility + social proof  |
| Entertaining (Trends, memes, fun facts) | 15%    | Boost reach and shares            |
| Engagement/Interactive (Polls, Q&A)     | 10%    | Boost algorithm + connection      |
| Promotional (Discounts, bundles, sales) | 5%     | Encourage urgency, drive purchase |

# Month-by-Month Plan

## Month 1 – “Establishing Trust & Visibility”

**Goal:** Build awareness, spark interest, and educate followers.

**Weekly Content Plan:**

- **Skin School Series** (carousel): Common skincare myths & mistakes
- **Before & After posts** (showcase product results with testimonials)
- **"Did You Know?" Skincare facts** (short reels + carousels)
- **Live Q&A** (topics: acne care, routine building, product layering)
- **DM for Custom Routine** offer (personalized recommendation)

## Month 2 – “Building Relationships & Engagement”

**Goal:** Boost interaction and create community

**Weekly Content Plan:**

- **Polls & Quizzes** (e.g., What's your skin type?)
- **Meet the Product Mondays:** Focus on one product per week with deep-dive content
- **Customer Review Highlights:** Share testimonials (video + text)
- **Behind the Brand:** BTS of packing orders, team intros, etc.
- **Skincare Routine Reels** (UGC or influencer-style demo)

## Month 3 – “Convert with Confidence”

**Goal:** Push conversions + prepare for long-term retention

**Weekly Content Plan:**

- **Limited-Time Offers:** Affordable skincare kits based on skin type
- **Transformation Tuesdays:** Powerful before/after carousels
- **Testimonials as Stories + Highlights**
- **Why Our Products Work:** Ingredient breakdown carousel or reel
- **How to Use Tutorial Series** (reels or story sets)

| Goal            | Metric                                    |
|-----------------|---|
| Engagement      | Likes, comments, shares, saves            |
| Sales           | DMs for orders, Website clicks, Cart adds |
| Conversion      | Link clicks, WhatsApp/DM inquiries        |
| Brand Awareness | Follower growth, Reach & Impressions      |

## Bonus Tactics

- Collaborate with **Lagos-based micro-influencers**
- Use **Instagram stories daily** to stay top of mind
- Add **testimonials as pinned comments or highlights**
- Promote **UGC**: Encourage buyers to tag & review
- **CTA-focused captions**: “Comment below if this is you” “DM us to order”