

# Glossier.



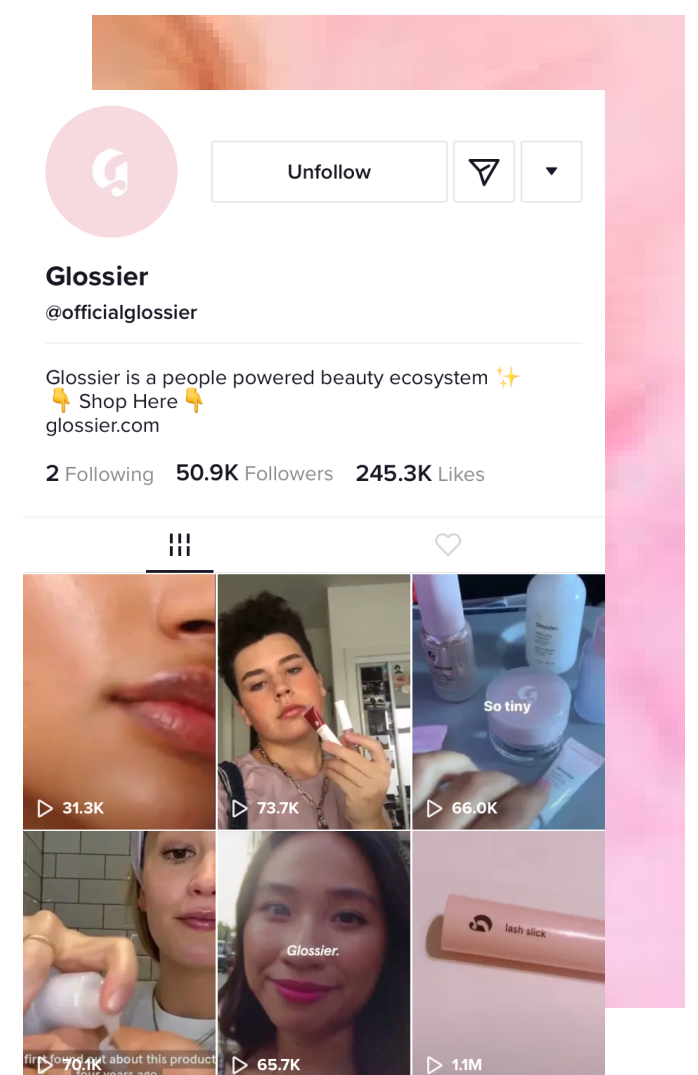
## Top 10 Industry Trends Report 2020



### ***A New Social Platform: TikTok***

Introducing TikTok, a niche social media platform where one can record a video for up to 60 seconds. TikTok climbed to sixth place in the 2019 global mobile app rankings by monthly active users (Kemp 2020) with 600 million active users (IMH 2019).

Glossier can use TikTok to further engage with our younger audience. Consumers are becoming skeptical of the amount of ads (Kaplan 2019), and TikTok, with its raw, unedited videos, Glossier can create a friendly relationship with our following to showcase our products in everyday life. Fashion, makeup, and skincare brands have used the app to film clothing hauls, tutorials, and beauty routines. Utilizing new influencers to promote Glossier will track more customers.



### ***Video Content > Still Images***

Producing video content is the most engaging forms of content dominating social media. Whether it is through shorter videos on TikTok or IG Stories, or longer content on IGTV or YouTube, audiences engage with brands even more through video. By 2022, 82% of all online content will be video (IMH 2019), making it important for brands to stay relevant by doing so. Glossier can establish their branding aesthetics through editing with filters or text within videos.



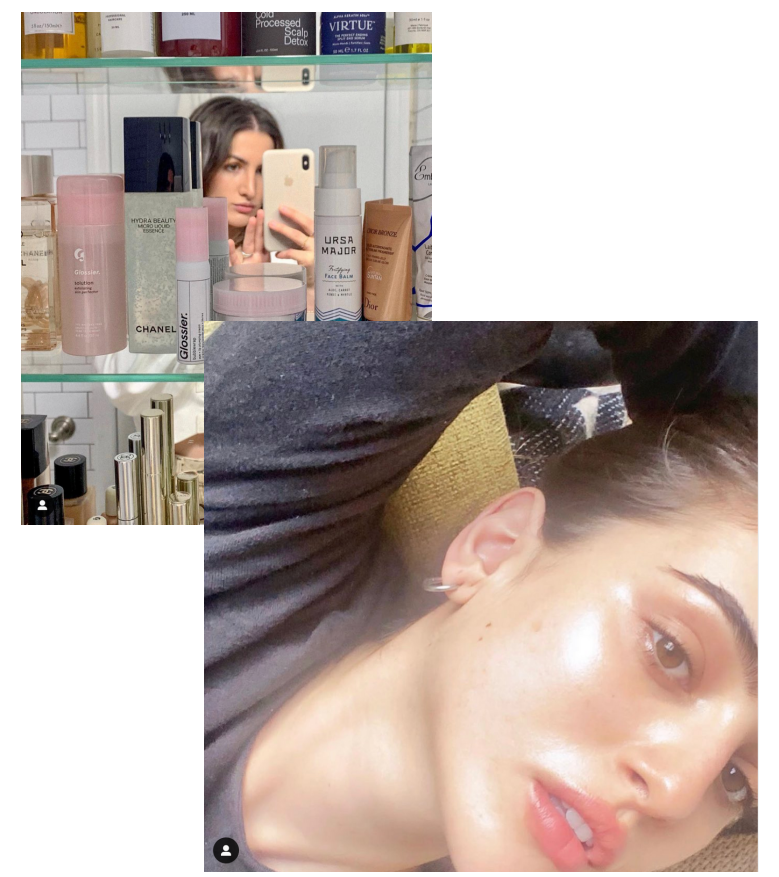


03

## ***The Instagram Aesthetic is Over***

Before, it was popular for brands to develop high quality photos of models and products. Now the most popular influencers have an “unfiltered” look to their Instagram. Posting high quality photos is important, but having a relaxed, unedited feed gives the audience the real-life vision of the brand (Lorenz 2019).

Uploading selfies, mirror pics, or simply adding grain to a photo can make seem candid and effortless, not relaying a fake brand identity. Glossier can continue doing this by including more relaxed, candid photos.



60%  
of people say  
they discover  
new products  
on Instagram

## ***Instagram Business Profiles***

Over 200 million people say that they visit at least 1 business account per day. (Instagram 2020). When creating a business profile for a brand you can access, real time metrics, insights to interactions, company information, and control over your business account. Glossier becoming a business account will attract more people to the shop and explore what is to be offered.

04

05


## ***Personalization***

The global consumer trend of personalization has been growing for several years, but is recently becoming popular in social media (IMH 2019). When advertising for a brand on social media, it is shown to an audience whose interest matches up with the company. Platforms have started providing advance targeting and customizations for marketers, allowing the ads to be shown to right people at the right times (IMH 2019). Glossier can take this trend to establish the targeted audiences via social media.

# Hi, welcome to Glossier!



**glossier**  @

Sorry for the trouble. DM us  
and we can help 



## ***Social Media for Customer Service***

Social media just being used for connection and sharing of photos are in the past. With business accounts taking over, it has become a retail platform, and even a customer service channel (IMH 2019). The transition from a traditional helpline has gradually moved to response through messaging or comments. It is easier for a customer to reach out to a person, and is less intimidating than interacting with an automatic system. Glossier can use their Instagram to respond to messages and comments directly as customer service.

06

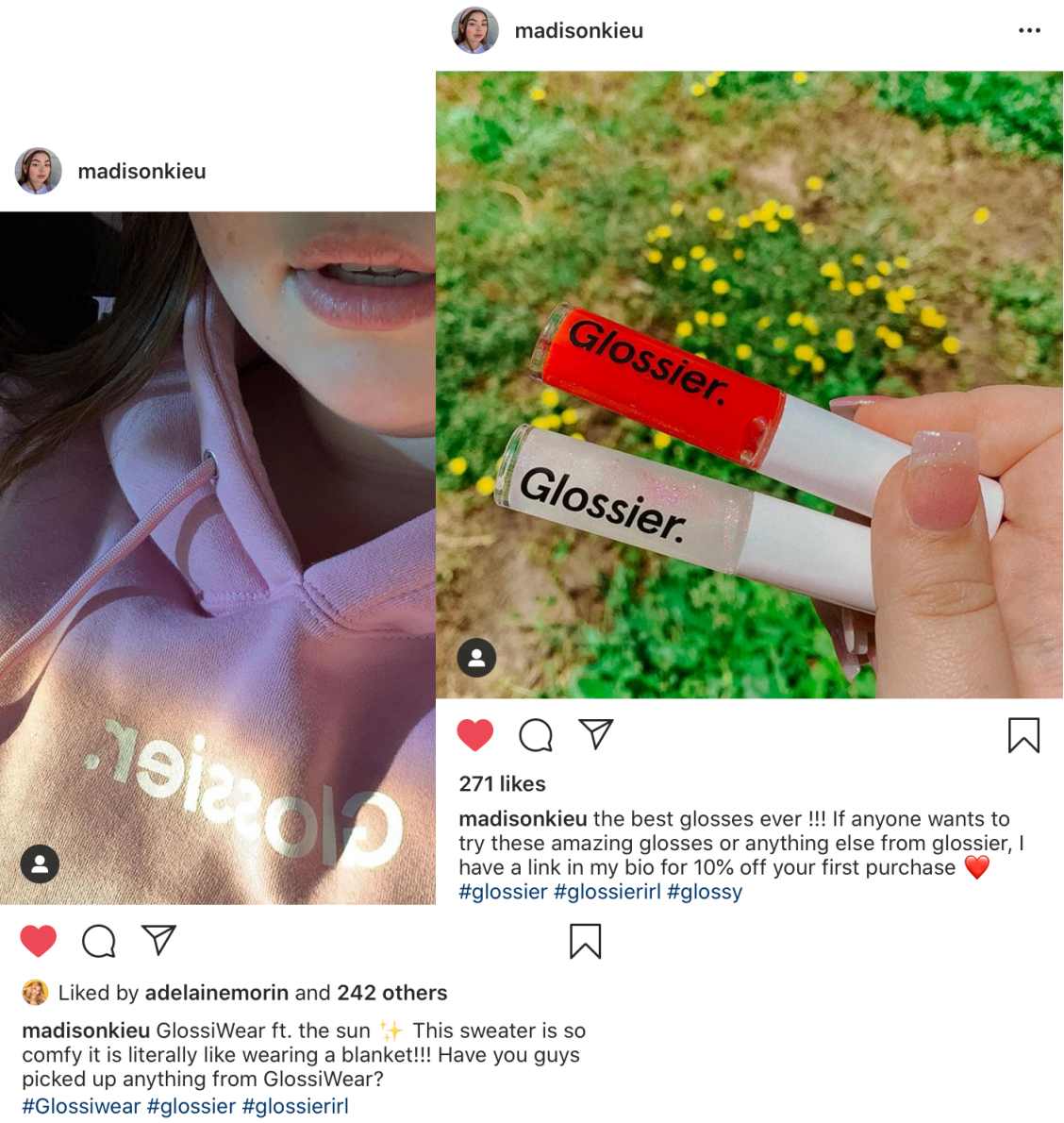


# 07

## User-Generated Content

It has become popular to use user-generated content when it comes to marketing on social media. Retail companies often promote campaigns that require engagement with their audience. The followers can submit videos, photos, or tweets about the brand, and the company can therefore have more promotion. User generated content is free, and is considered more authentic than branded

content (IMH 2019). It can help a brand seem more trustworthy, and Glossier can continue to do this by asking their followers for their opinions via photos or comments.



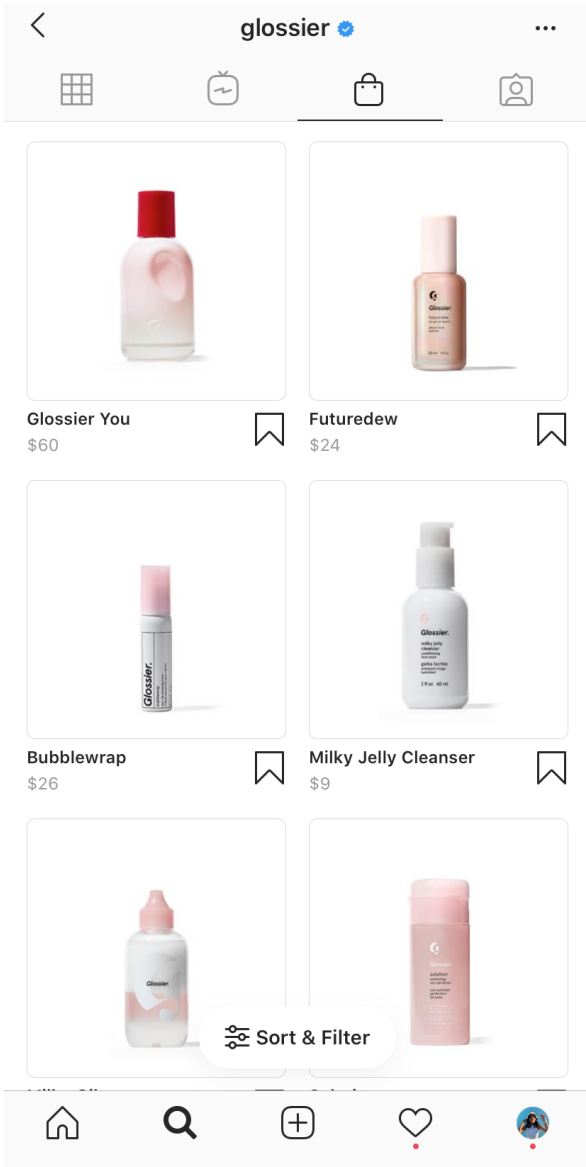
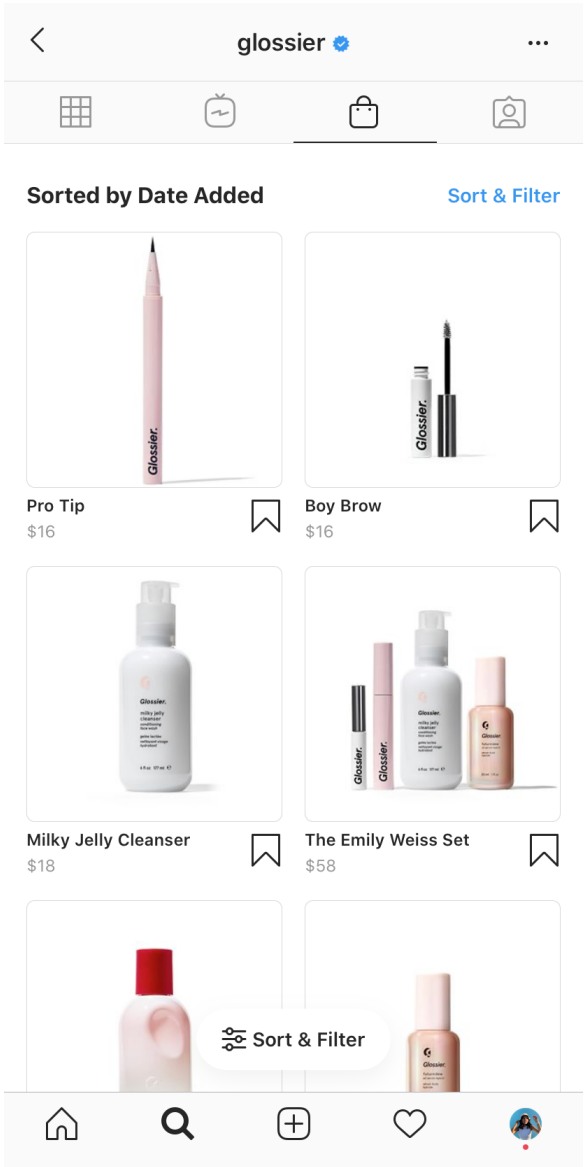
## Micro-Influencers

Micro-influencers continue to become more sought out as macro-influencers become less idolized (Wiltshire 2020). It is challenging to find micro-influencers, usually with 1k to 100k followers, but marketing budgets will prosper (Wiltshire 2020). As the number of followers an influencer has, the less engagement. Having a smaller audience means a more personal connection (Anderson 2019). Glossier needs to find perfect micro-influencers that will develop a more personal relationship with their targeted public.

# 08

## Social Commerce

Social media platforms like Instagram, Pinterest, and Facebook have been used by companies to sell their products. Social commerce has become a new retail avenue for brands to sell their products by having shoppable posts (IMH 2019). With Instagrams "Swipe Up" feature, and "Tap to Shop," the social commerce trend will only grow stronger. It has become an easier and faster way for customers to buy the product. Glossier can move away from links to each product, but instead tag a link to a photo or video.



# 09

## Ephemeral Content

Ephemeral Content is something that is available for only a short duration of time and disappears afterwards (IMH 2019). People's attention spans on social media platforms are not long, and brands only have a matter of seconds to capture their eye. Instagram and Snapchat Stories are perfect examples of this type of content (IMH 2019). This is evident by the substantial rise in Instagram Stories' daily active users as now, over 500 million people watch Stories over posts. Glossier can not only focus on their posts, but Stories to capture their public's attention.

# 10



# Resources

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