

INTRODUCING\_

# ***Glossier.***

A DIGITAL  
STRATEGY TOOLKIT  
BY KOBE  
TURANGAN\_

MAY 2020\_



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# ***Executive Summary.***

The following is a digital strategy report for makeup and skincare company, Glossier Inc. This digital strategy report will result in effective branding strategies to overall, benefit the company's performance. Each area of digital marketing, SEO performance, and strategies is carefully analyzed by a social media strategist, giving the company quality information on growing and strengthening their online platform. Analyzing Glossier's current social media presence, SEO optimization, brand competitors, this report will include their successes and needs of improvement. This report will provide an insight to new social media trends, tools to measure success, as well as the creation of content.

***BEAUTY INSPIRED BY  
REAL LIFE.***

Glossier is a new approach to beauty. It's about fun and freedom and being OK with yourself today. We make intuitive, uncomplicated products designed to live with you.

Kobe Turangan is a social media and digital marketing strategist with certifications in Hubspot, Hootsuite, and Google Analytics.



# *Into the Gloss*

## Hi, welcome to Glossier!

Beauty is not built in a boardroom— but built when one is in the process. Based on this foundation, Glossier first got its start in 2010 with the beauty website “Into the Gloss.” This beauty website allowed people to share products they loved, and find a source of inspiration and information. Founder of “Into the Gloss,” Emily Weiss, and her team launched Glossier, “a modern beauty brand focused on making products inspired by the people who use them.”

Glossier over the years has built a cult following, particularly based on millennials.

and Generation Z. With a narrow range of products focused on skincare, Glossier celebrates and embraces their customers' natural beauty. Their famous tagline, “skin first, makeup second,” has everyone following their lead. The company bases their creation of products on what their audience wished existed, whether that is carefully formulated skincare, or easy applicable makeup products. Glossier believes in throughout products, worthy of being on their customers bathroom shelves. But most of all, they believe that beauty is about having fun, wherever you are on your journey.





# THE ROLE OF\_ *Digital Strategy.*

Digital Strategy is using technology and social media platforms to further improve the online performance of a brand or company. Essential to the success of a business, a well developed digital strategy plan can make an organization make or break it's success. Using social media, online platforms, and website usage, a company is able to obtain more ways of advertising and marketing directly to their

audience. The roles of social media, trends, SEO, and certain tools can help a company develop a digital strategy to further enhance and help their organization thrive in this modern online world. In order to place a campaign, one must know the brands mission and values and the public's needs. Understanding both sides will guarentee a strong relationship between the organization and their audience.



# ***The Role of Social Media.***

Social media is growing at a rapid rate and businesses worldwide are using these online platforms to reach their audience. Organizations use platforms such as Instagram, Facebook, and Youtube to attract their audience and more impressions for their business. When using social media, it is incredibly important for a brand to state their mission and values, whether that is through their captions or visuals. The sole purpose is to be able to generate traffic, or interest to the brand to promote their message, products, and eventually lead them to purchase or visit the company website.

Social media promotes audience engagement, allowing the public to comment or message on the company post or profile. If a certain hashtag was used, social media platforms allow users to search subjects, which could lead to an organization being discovered. Social media platforms and a company's website go hand in hand, each leading the users back to each one. Social media should point their audience to the website to further engage, while the website shall promote further connection.



A close-up photograph of a hand holding two bright red cherries. The hand is positioned in the upper right corner, with the fingers gently gripping the stems. The cherries are round and have a glossy sheen. The background is a clear, vibrant blue sky. The overall aesthetic is clean and minimalist.

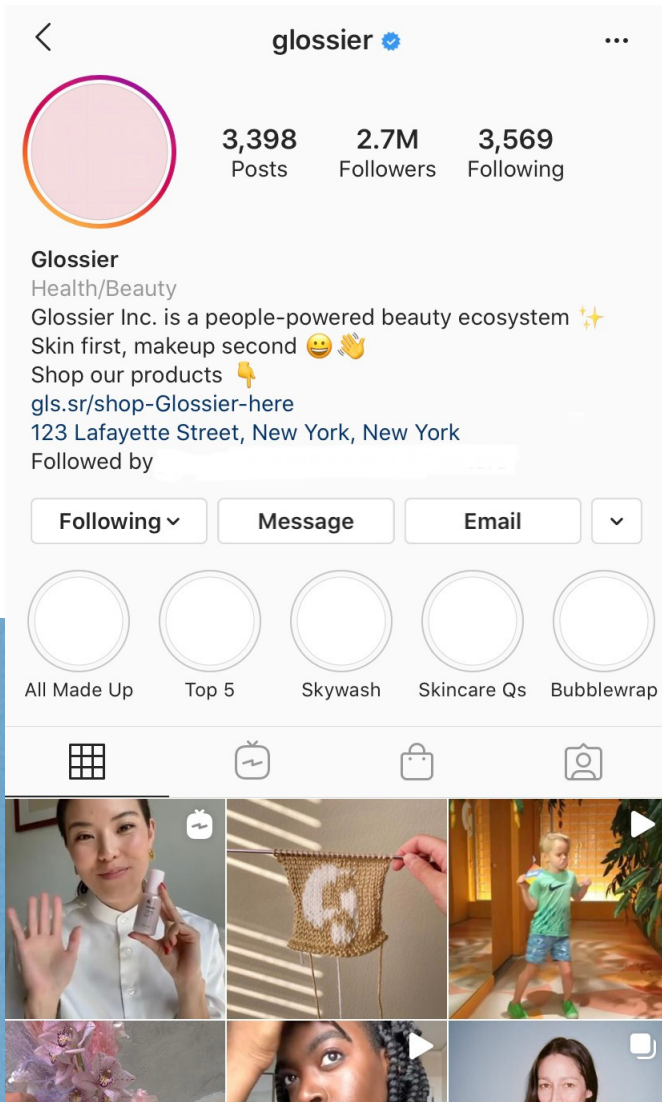
# *Glossier.*

## **Social Media Presence.**

Glossier has built a strong social media presence on nearly every well performing platform as of 2020. With @glossier being their trademark handle, and a strong aesthetic with their visual content, Glossier has over a combined following of **3 million**. Actively and carefully curating their feed content with visuals and language, they are seen posting daily across most platforms such as Instagram and Twitter. Not only does Glossier carefully curate their visual feed to their aesthetic, they use their social platforms to provide customer service. Through comments, direct messages, or tweets, Glossier uses their social media presence to further a connection with their audience.



# Social Media Platforms.



*Instagram*

*-2.8M Followers*

*-Most Followed Platform*

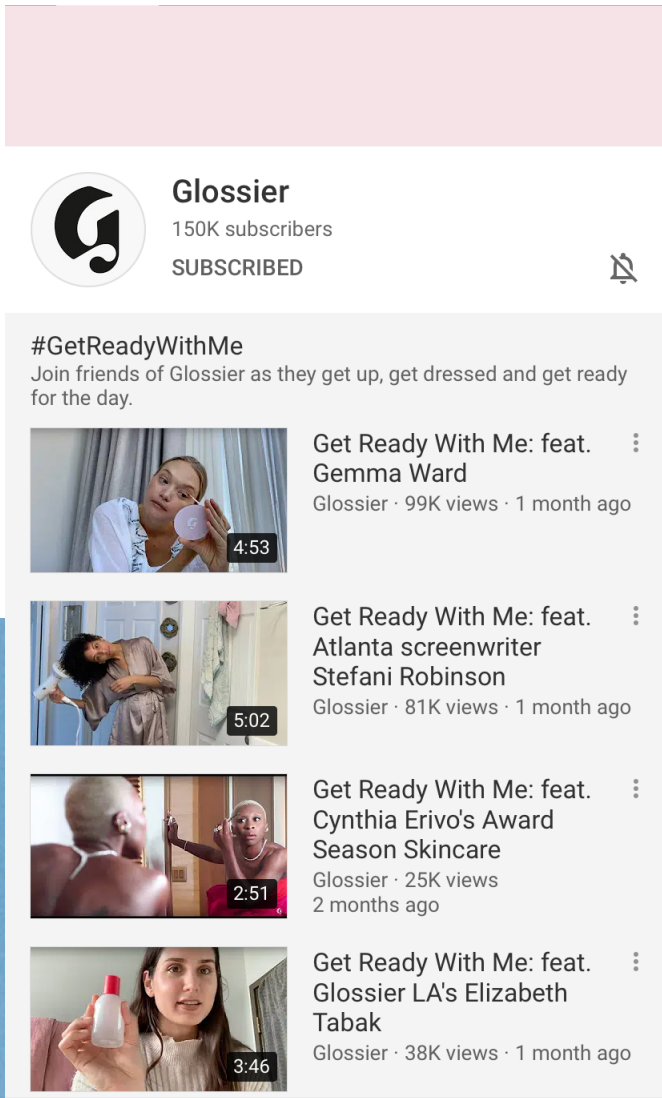


*Twitter*

*-103.3K Followers*

*-Fosters Communication*

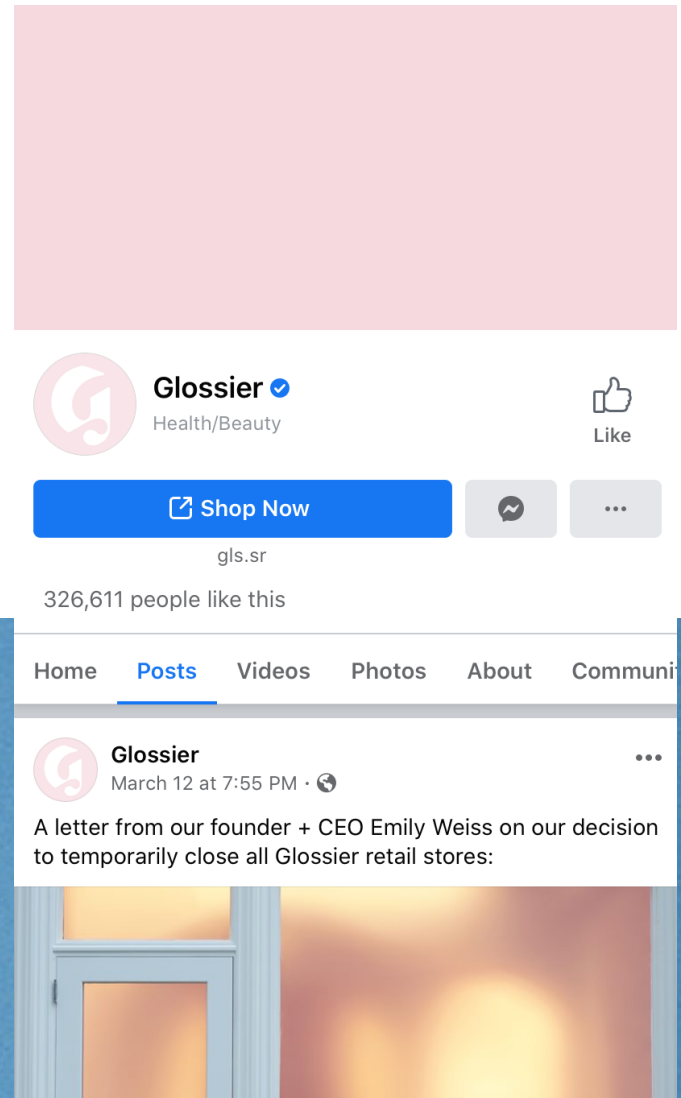
# Social Media Platforms.



**Youtube**

**-150K Subscribers**

**-Community via Video**



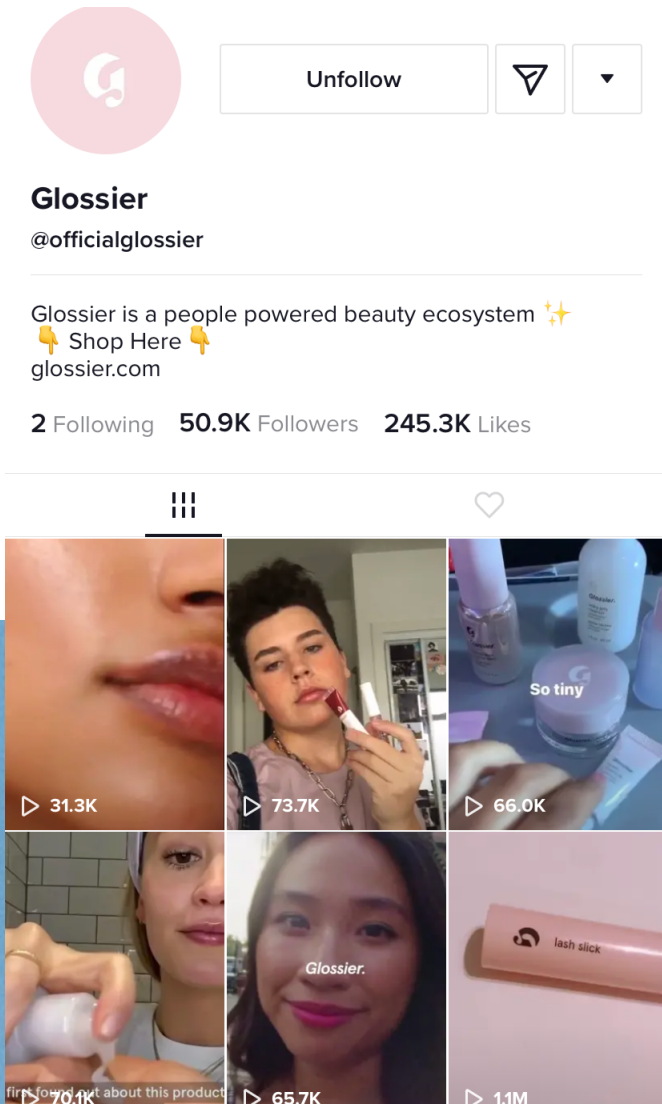
**Facebook**

**-327K Likes**

**-Primarily Informative**



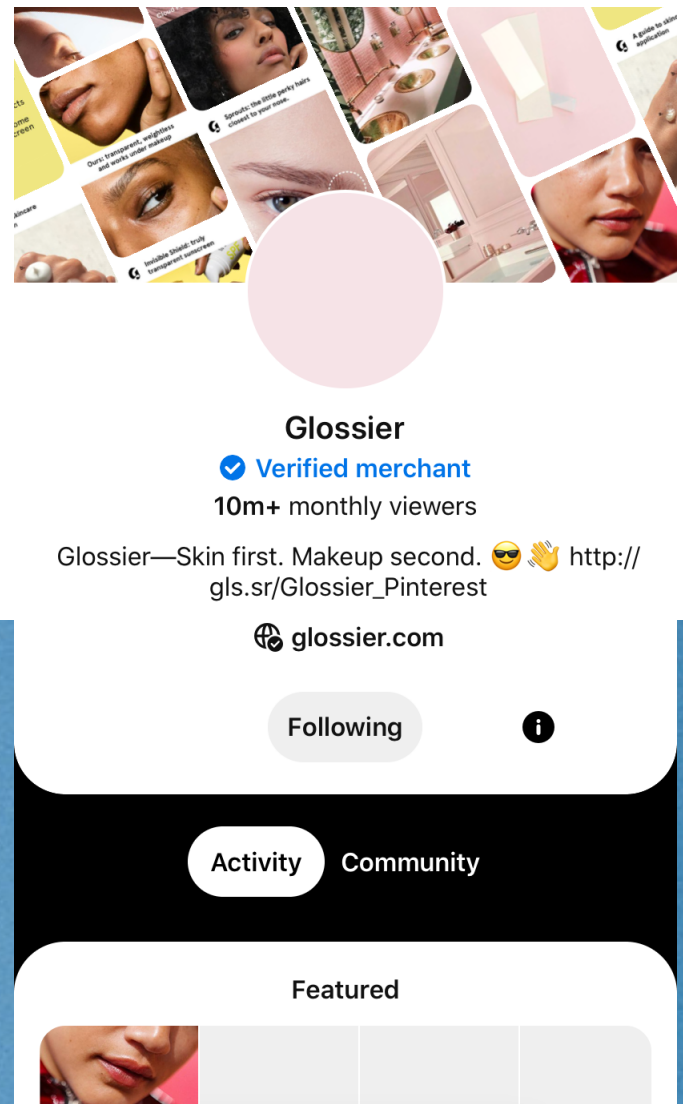
# Social Media Platforms.



## TikTok

-50.9K Followers

-Community via Video



## Pinterest

-10M Monthly Viewers

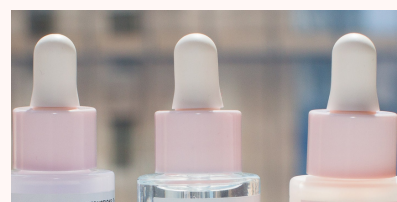
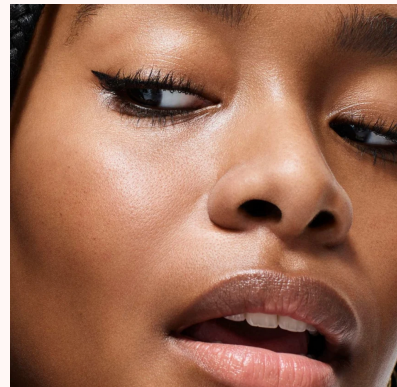
-Source of Inspiration



# Content Calendar

Brands use social media calendars to organize and plan out their posts across all social media channels such as Instagram, Twitter, Youtube, and more. A content calendar serves a major role when executing social media digital strategy plans. They can be extremely helpful as posting daily can generate a dedicated audience and more impressions to the public. A calendar allows the brand to plan ahead and note down creative ideas for online platforms. Social media marketing goals need attention to detail and effort, unlike a personal account where structure and messaging is not important. Tools to create these calendars such as AirTable and Hootsuite allow brands to organize their visuals and writings to each platform, along with scheduling them to be uploaded, but also allows managing audience impressions.

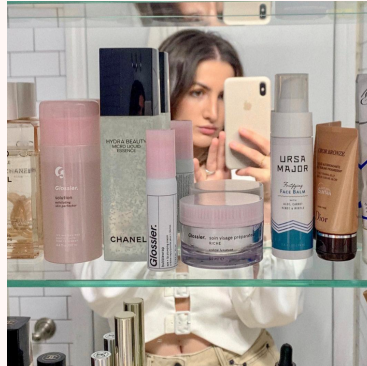
By using a social media content calendar, Glossier effectively will engage with their audience on a daily basis across all platforms. The following is a sample content calendar for Glossier's Black Friday promotion campaign on Instagram and Facebook.



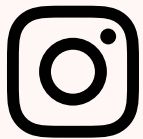
# GLOSSIER BLACK FRIDAY CAMPAIGN\_ NOVEMBER 22 - 30, 2020\_



**11/22/20**



Our biggest sale of the year starts in one week! 20% off everything on Glossier.com + in-store through Monday. Go go gooooo!



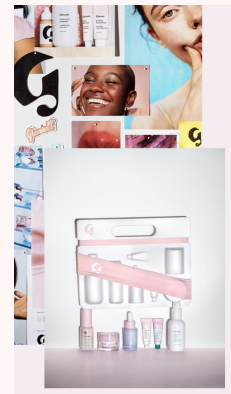
**11/23/20**

**5 more days**

**until our  
BIGGEST SALE  
of the YEAR**

**we are  
launching our  
NEW SET**

**THE SKINCARE  
SAMPLE SET**



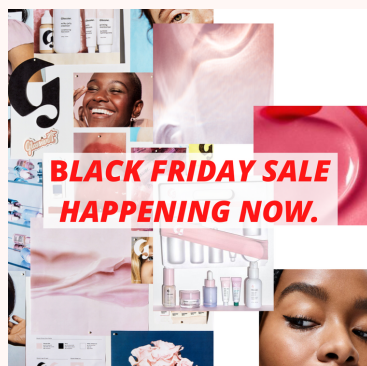
**11/24/20**



This could be your setup. 20% off everything on Glossier.com + in-store through Monday in 5 days. Snatch up some goodies.



**11/29/20**



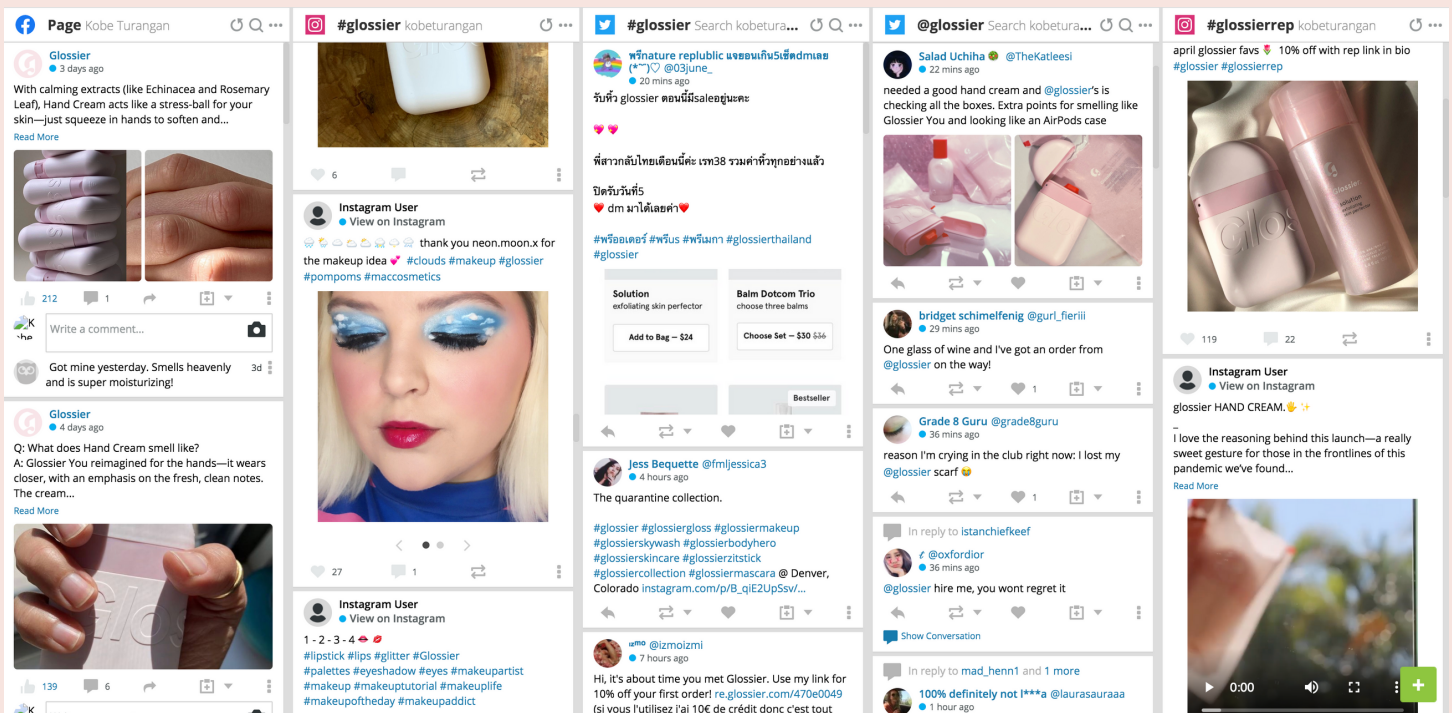
20% OFF  
EVERYTHING ON  
GLOSSIER.COM + IN-  
STORE THROUGH  
MONDAY.  
#BlackFridayGlossier

# SOCIAL MEDIA\_ *Brand Listening.*

The main goal of any organization should be to create and maintain a relationship with their audience, and listening to what they are saying online is a key component. Brand listening is the monitoring of an organization's social media channels for any public, or audience feedback, along with mentions and tags of the brand. Tools such as **Hootsuite** or **Brandwatch**, companies can track their mentions from their Instagram, Facebook, Pinterest, Twitter, and Youtube channel. Along with mentions, organizations would be able to track specific words or topics related to their brand. Brand's competitors and trends within their industry could also be

tracked. Another part of social listening is tracking statistics and analytics of posts, getting insights to what posts are doing well. Hootsuite and Brandwatch allow companies to add channels and streams that contain mentions, key words, posts, and other topics.

Taking a closer look at Glossier's social media traffic, most of their mentions come from Instagram and Twitter. Using Hootsuite, the streams being watched are Glossier's hashtags (#glossier and #glossierrep) on both Instagram and Twitter, and their mentions on both platforms.







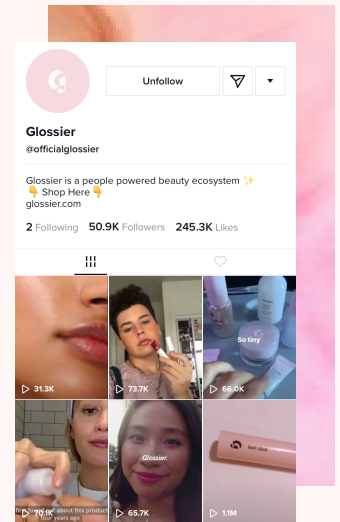
# Social Media Trends

## 01

### 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.

## 02



### 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.



## Social Media for Customer Service

04

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).

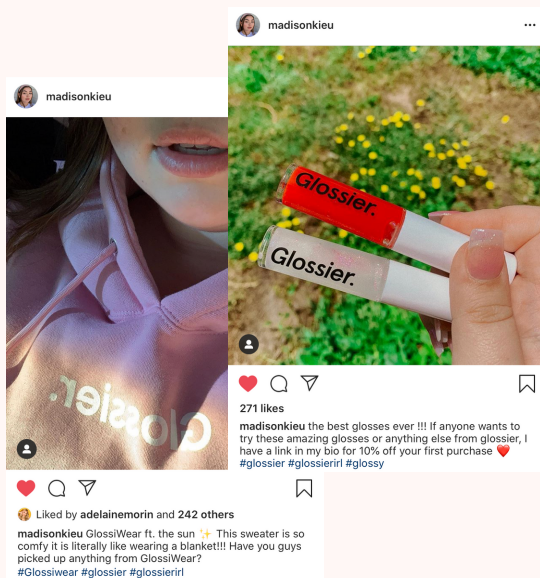
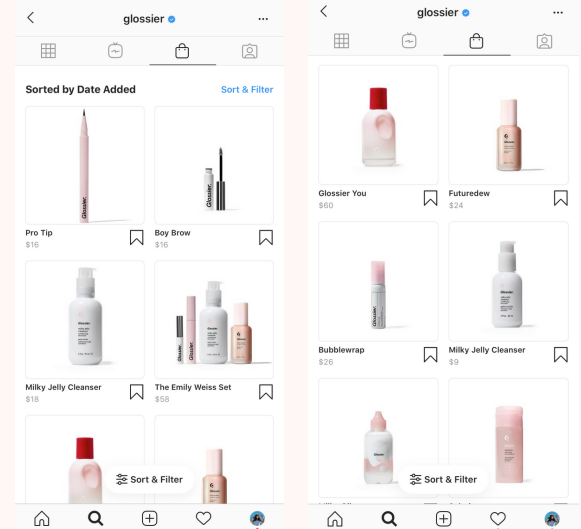
The transition from a traditional helpline has gradually moved to response through messaging or comments. It is easier for a customer to reach out to a person, and is less intimidating than interacting with an automatic system. Glossier can use their Instagram to respond to messages and comments directly as customer service.



## Social Commerce

05

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 Instagram's "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.



## 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.

06

## Ephemeral Content

07

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.

# GLOSSIER\_ *Competitors.*

As a makeup and skincare company, Glossier faces a large amount on competitors in this rising beauty industry. Following the popular "no makeup makeup," only being around since 2014, Glossier became one of the top brands following this trend. However, as the natural face trend grew, others followed.

## Milk MAKEUP



Milk Makeup is one of Glossier's biggest competitors in the social media field, with 2 million followers on Instagram. However, they don't use their platforms to provide service and connection to their audience while Glossier does. Milk Makeup is a strong competitor, yet they lack the attention to customer satisfaction and connection via social platforms.

## Kosas



Kosas Makeup is another one of Glossier's competitors in the social media field. Not only is their name on the rise, like Glossier, Kosas uses their social media platforms to provide customer service. Unlike Milk Makeup, Kosas uses their social media very similarly to Glossier, keeping up a brand aesthetic, and using customer service to engage with their public.

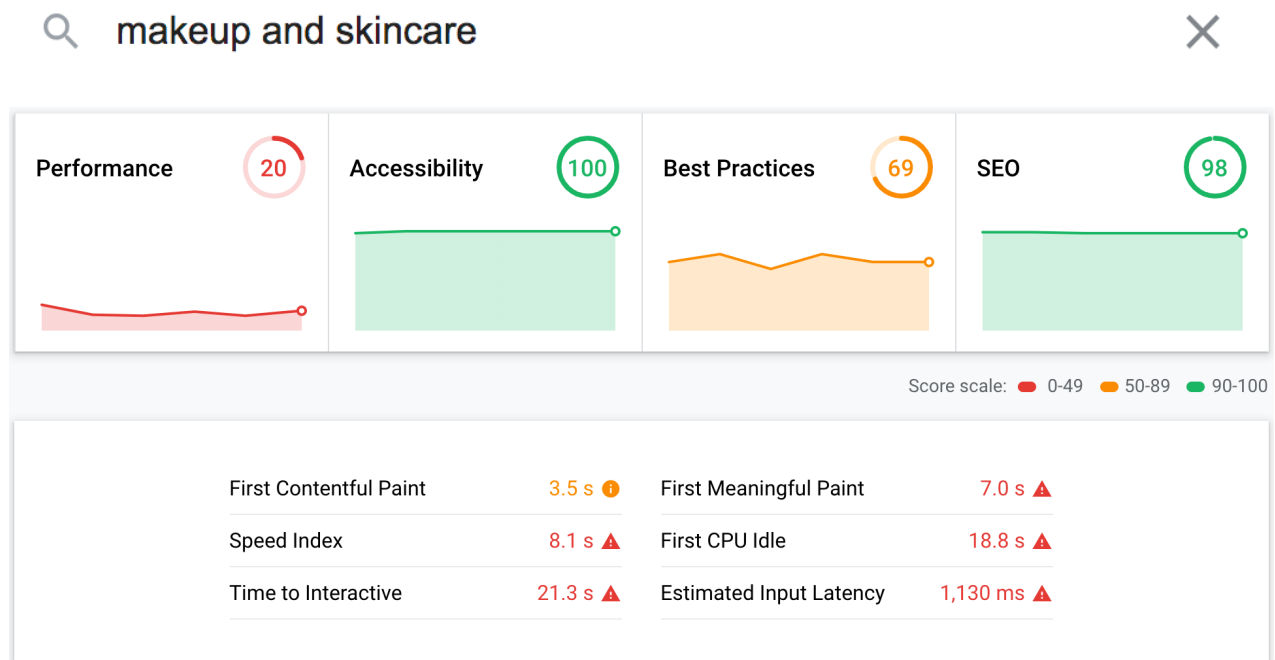


# ***The Role of SEO.***

SEO, or Search Engine Optimization are tactics that are used to attract more traffic to the company's website based on searching the internet. SEO is the study of tactics to get a company's website to the top of an internet search. Having good SEO allows an organization to be found directly at the top, visibly directed towards the user, as well as direct their organization's press releases or news.

SEO may be confused or compared to SMO, or SEM. SMO stands for social media optimization, where the goal is to make an online business or personal profile known via searches and networking. SMO is a great way to connect a brand with the public without using money for advertising. SEM stands for search engine marketing, where a company can pay to get their website to be the top result on an online search. It is essential to pay for the top slot instead of doing SEO work or research.

# Search Engine Optimization.



Glossier maintains a clean and informative website, providing information on products and company information. Using an online SEO tracking tool, Web Dev provided an overview for Glossier.com, analyzing the website's performance, accessibility, best practices, and SEO. Below is a chart explaining the websites lacking in performance, exceeding accessibility and SEO report, and room for improvement in their best practices. Glossier.com, performed very well in the SEO measuring test, earning a 100 in accessibility aspects and a score of 98 in SEO.





# *Digital Strategy Tools*

When planning digital strategy campaigns, there are many components that need to be analyzed before, throughout, and during the campaign. Tools such as Google Analytics, Hubspot, Hootsuite, Brandwatch, SEO performance trackers, and UTMs can all track results of online marketing and digital strategy. Provided by Google, Google Analytics has the ability to track ROI for digital marketing as well as providing insights of interactions with Glossier and their publics. Hootsuite, Brandwatch, and Hubspot allow a company, like Glossier, to keep an eye on the company's hashtags and name throughout all online platforms. This gives the organization the ability to see what the public is asking or talking about them. UTMs also are helpful in monitoring marketing tactics and advertisements, as they allow company users to track ad clicks and links. UTMs can assist Glossier in tracking how many people click on their advertised links or other posts. SEO performance trackers shall also play a large role in digital strategy, giving organizations an overall look to see where they can improve. Glossier may want to examine their SEO performance, and find what ways they can further push themselves to the top of the search results.





GLOSSIER\_

# *Next Steps.*

Based on the key findings throughout analyzing Glossier's digital strategy for this report, these following actions should be considered and taken. As Glossier already has quite an impressive following on social media compared to many other brands in the beauty industry, it is important they take advantage of all forms of media.

Already excelling in the paid media form, Glossier's products are the first to pop up in the search for makeup and skincare brands. However, with the following they have, it may get difficult to maintain as many other brands with similar missions are forming. Glossier must use even more

forms of paid media to grow their audience further, making their brand stand out and become more popular than the others. By using paid advertisements, Glossier can reach a new audience outside of millennials. Being featured in television and online articles can help reach those other generations, furthering their mission statement that makeup is for all.

With new social media platforms rising, TikTok is a platform that should be taken advantage of quickly. With most of their general audience on the platform, Glossier can stay connected with them through short videos. Not only will they gain their



# GLOSSIER\_ *Next Steps.*

following there, they will be able to show a personable side, featuring people testing out products and sharing their thoughts about them. This is an example of owned media, as Glossier is in control of publishing this content, like on Instagram and Youtube.

Finally, earned media should be taken advantage of. Glossier's following contains many individuals with an audience for themselves. With so many people purchasing and sharing their love for Glossier, the company has earned even more publicity, at no cost. However, micro-influencers are becoming highly effective,

showing a personal and relational side, rather than high profile celebrities promoting products. If Glossier reached out to more micro-influencers, they will gain more of a trusting relationship with their audience. People want to feel known and heard by companies, and Glossier can achieve a trusting and caring relationships with their audience.



***Hope to See You Soon.***

