

# *Glossier.*

L I F E C Y C L E   R E P O R T

April 13, 2020  
HUMBER COLLEGE | MDCS 5001  
The Content Strategy Lifecycle

# Table of Contents

Objectives and Goals .....	<a href="#"><u>Slide 5</u></a>
Content Strategy Alignment .....	<a href="#"><u>Slide 6</u></a>
Content Map .....	<a href="#"><u>Slide 8 &amp; Slide 9</u></a>
Workflows .....	<a href="#"><u>Slide 10 &amp; Slide 11</u></a>
Audience .....	<a href="#"><u>Slide 12 - Slide 18</u></a>
KPIs .....	<a href="#"><u>Slide 19</u></a>
Content Guidelines .....	<a href="#"><u>Slide 20</u></a>
Content Calendar .....	<a href="#"><u>Slide 22 - Slide 23</u></a>
Tools to Publish & Distribute .....	<a href="#"><u>Slide 24</u></a>
Content Effectiveness .....	<a href="#"><u>Slide 25</u></a>
Tools to Evaluate & Maintain .....	<a href="#"><u>Slide 27</u></a>
Summary.....	<a href="#"><u>Slide 28</u></a>

# The Team



# Skincare for everyone.

## THE BIG IDEA

We will launch Glossier in Canada as a friendly and inclusive brand for **all genders** through the endorsement of the **Milky Jelly Cleanser**. With this, we aim to grow our audience and our brand perception to welcome anyone who wants to take care of their skin.





- ★ **Expand** business in Canada over the next 6 months
- ★ **Widen** our target market to incorporate men
- ★ **Launch and sell out** of the Milky Jelly Cleanser
- ★ **Build** revenue and **increase** market share



- ★ **Build** brand awareness
- ★ **Grow** social media presence
- ★ **Generate** leads
- ★ **Increase** revenue

## Alignment of **our** Content Strategy with **your** goals



Source: Unsplash

Taking into consideration that our Business Objectives are to launch Glossier in Canada, sell out the Milky Jelly Cleanser, build revenue and increase our market share **over the next 6 months**, the choice to incorporate men in our target audience is a way of broadening our reach and improving our positioning to be perceived as a welcoming and respectful brand.

Expanding into a new market is a great opportunity for us to continue to grow our business and speak to a larger audience. We will ensure that our brand values and message will be delivered consistently to the right people at the right time.

# Content Marketing Mission

Our promise is to make beauty for everyone—no rules and no exceptions. Our team is proud to work at Glossier to give everyone a voice through beauty and the only labels you'll find here are on our products, not you.



# Content

# Map

## Millennial Woman



Realization	Awareness	Evaluation	Decision
Establish Credibility	Establish Authority	Establish Trust	Establish Value
<b>Primary Goal</b> <ul style="list-style-type: none"> <li>Join Social Media</li> <li>Consume Content</li> </ul>	<b>Primary Goal</b> <ul style="list-style-type: none"> <li>Follow Social Media</li> <li>Subscribe to blogs</li> </ul>	<b>Primary Goal</b> <ul style="list-style-type: none"> <li>Brand Messaging</li> <li>Real Representation – unedited photos</li> </ul>	<b>Primary Goal</b> <ul style="list-style-type: none"> <li>Retention</li> <li>Use free trial Coupon code</li> <li>Loyalty / Membership</li> </ul>
<b>Medium</b> <ul style="list-style-type: none"> <li>Social Media</li> <li>Paid Google Ads</li> <li>IG Paid Ads</li> <li>Instagram</li> <li>Landing page</li> </ul>	<b>Medium</b> <ul style="list-style-type: none"> <li>YouTube</li> <li>Landing Page</li> <li>IG Paid ads</li> <li>Paid Google Ads</li> </ul>	<b>Medium</b> <ul style="list-style-type: none"> <li>Twitter/Memes</li> <li>Instagram Stories</li> <li>IG Live</li> <li>Blogs</li> <li>Live Chats</li> <li>Instagram filters</li> </ul>	<b>Medium</b> <ul style="list-style-type: none"> <li>Social Media</li> <li>Landing Pages</li> <li>Live Chat</li> </ul>
<b>Content</b> <ul style="list-style-type: none"> <li>Expectation Campaign</li> <li>Skincare routines</li> </ul>	<b>Content</b> <ul style="list-style-type: none"> <li>Instagram Product Shots</li> <li>Seasonal Content</li> <li>Inspirational</li> <li>Product Reviews</li> <li>Skincare routines</li> </ul>	<b>Content</b> <ul style="list-style-type: none"> <li>How to use</li> <li>Demo Videos</li> <li>Hashtags</li> <li>Relatable topics</li> <li>Testimonials</li> <li>Glowy skin</li> <li>Tutorials – Get Ready with Me Videos</li> </ul>	<b>Content</b> <ul style="list-style-type: none"> <li>Promo Codes</li> <li>Hashtags</li> <li>Promote loyalty/ benefits of joining community</li> <li>Giveaways</li> <li>Contest</li> </ul>
<b>Question</b> <ul style="list-style-type: none"> <li>Do I take care of my skin enough?</li> </ul>	<b>Question</b> <ul style="list-style-type: none"> <li>What brand has skin care products?</li> </ul>	<b>Question</b> <ul style="list-style-type: none"> <li>With which product can I take better care of my facial skin?</li> <li>What are the recognized brands that have skin products?</li> <li>I'm going to review reviews, to validate other people's comments</li> </ul>	<b>Question</b> <ul style="list-style-type: none"> <li>I'm going to prove how good is the new product that was recently launched to the market</li> <li>I already analyzed products and costs in which I can take care of my skin.</li> </ul>



# Content

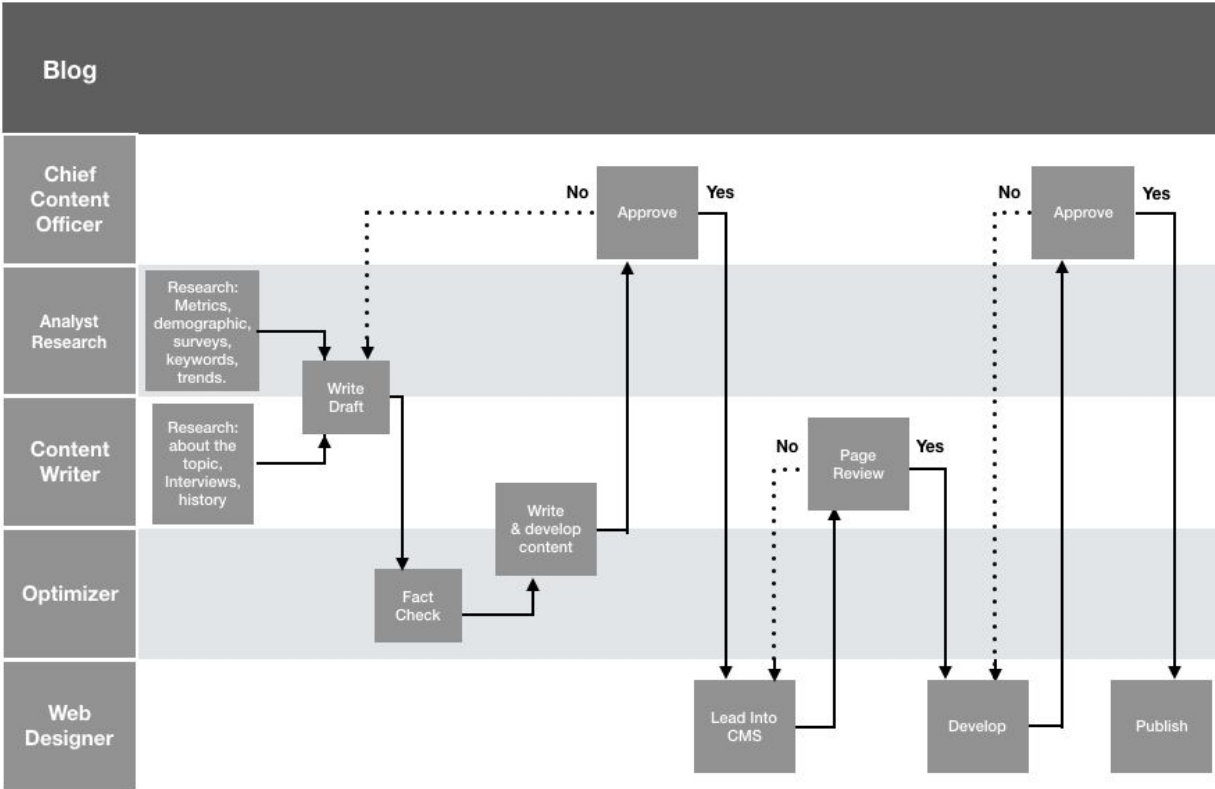
## Map

### Millennial Man

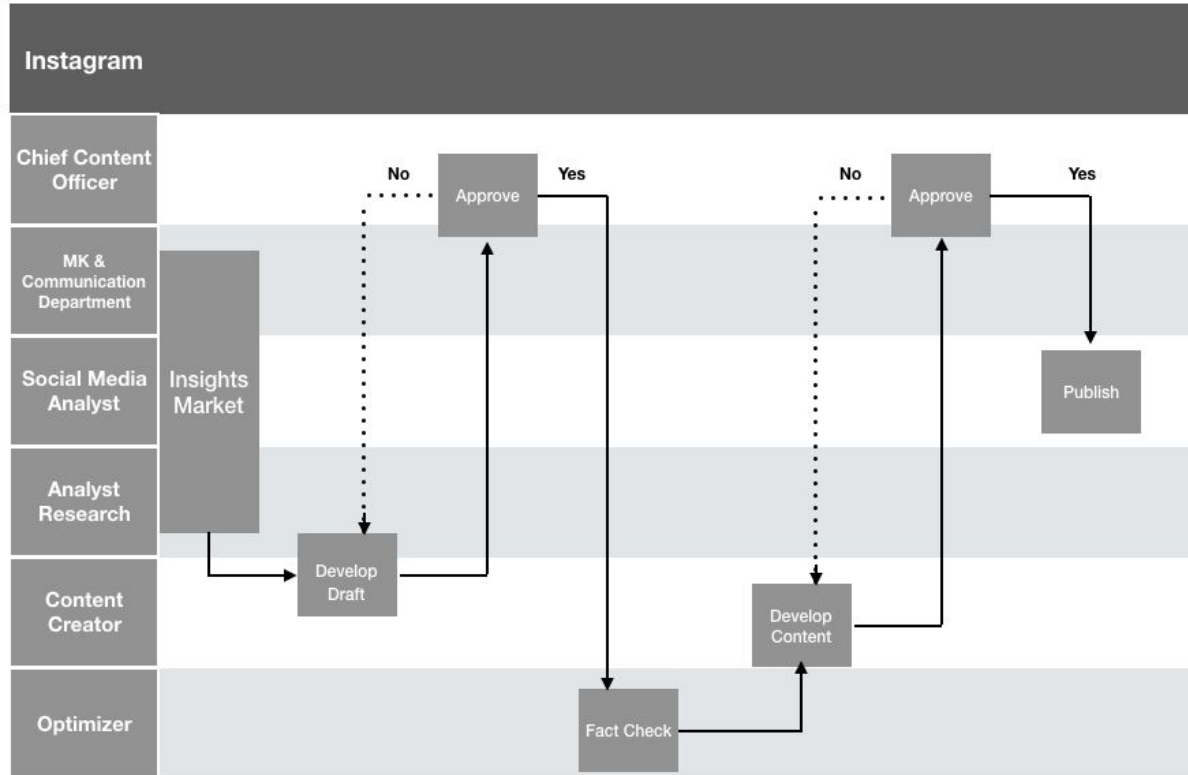


Realization	Awareness	Evaluation	Decision
Establish Credibility	Establish Authority	Establish Trust	Establish Value
<b>Primary Goal</b> <ul style="list-style-type: none"> <li>· Relate to Us</li> <li>· Consume Content</li> </ul>	<b>Primary Goal</b> <ul style="list-style-type: none"> <li>· Go to Website</li> <li>· Follow Social Media platforms</li> <li>· Subscribe to Email List</li> </ul>	<b>Primary Goal</b> <ul style="list-style-type: none"> <li>· Interact with brand</li> <li>· Engagement</li> </ul>	<b>Primary Goal</b> <ul style="list-style-type: none"> <li>· Buy product</li> <li>· Use Free Trial</li> </ul>
<b>Medium</b> <ul style="list-style-type: none"> <li>· Paid google Ads</li> <li>· IG Paid Ads</li> <li>· Instagram</li> <li>· Landing page</li> </ul>	<b>Medium</b> <ul style="list-style-type: none"> <li>· Influencer/User generated content- Social Media</li> <li>· Blog posts</li> <li>· Paid google ads</li> <li>· IG paid Ads</li> <li>· Landing Page</li> <li>· Pop-up stores</li> <li>· Gym</li> </ul>	<b>Medium</b> <ul style="list-style-type: none"> <li>· Demo Videos (IGTV, Tutorials)</li> <li>· Blog</li> <li>· Landing Page</li> <li>· Influencers</li> </ul>	<b>Medium</b> <ul style="list-style-type: none"> <li>· Product Sample</li> <li>· E-coupon</li> <li>· Newsletter</li> <li>· Influencer affiliate / Promo code</li> <li>· Influencers</li> <li>· IG Swipe Up</li> </ul>
<b>Content</b> <ul style="list-style-type: none"> <li>· Expectation Campaign</li> <li>· Skincare routines</li> </ul>	<b>Content</b> <ul style="list-style-type: none"> <li>· Product Reviews</li> <li>· Skincare routines</li> <li>· Interviews with men</li> </ul>	<b>Content</b> <ul style="list-style-type: none"> <li>· How to use</li> <li>· Demo Videos</li> <li>· Hashtags</li> <li>· Collab with boyfriends / husbands using cleanser</li> <li>· Live Demos</li> </ul>	<b>Content</b> <ul style="list-style-type: none"> <li>· Promo Codes</li> <li>· Hashtags</li> <li>· Promote loyalty/ benefits of joining community</li> <li>· Live Demos</li> </ul>
<b>Question</b> <ul style="list-style-type: none"> <li>· Body care, gym, food, should I include my skin?</li> <li>· Should I pay more attention to the basic care of my skin,</li> </ul>	<b>Question</b> <ul style="list-style-type: none"> <li>· How should I take care of my skin? Is it different from women's care?</li> </ul>	<b>Question</b> <ul style="list-style-type: none"> <li>· What are my skin care options?</li> <li>· I don't want to feel embarrassed :(</li> </ul>	<b>Question</b> <ul style="list-style-type: none"> <li>· I already analyzed products and costs in which I can take care of my skin.</li> </ul>

# Workflow - Blog



# Workflow - Instagram



# Target Market

"The Glossier customer is a psychographic, someone who understands the role beauty plays in their life."

- Henry Davis  
Former President & CFO of Glossier

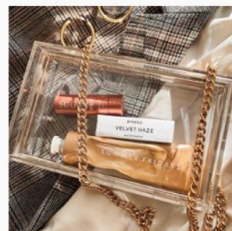
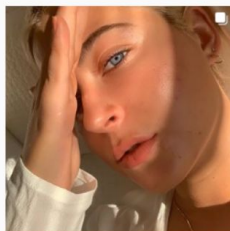
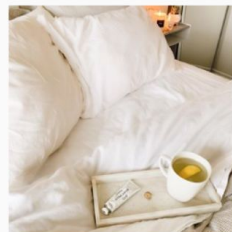
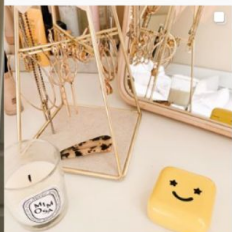
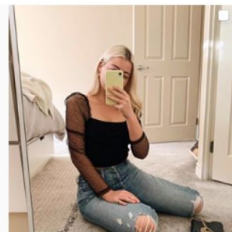
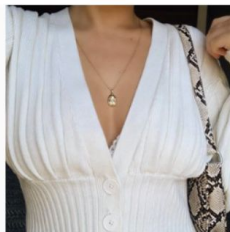


# \_Alexa

Source: Instagram, 2020



#glossiergirl



- ★ Female Millennials like Alexa account for a large portion of Glossier's current following
- ★ 47% of Millennial women (aged 18-30) are some of the heaviest buyers in the cosmetics market today
- ★ These women are tech-savvy beauty lovers who want to be different and confident in themselves

# \_Alexa



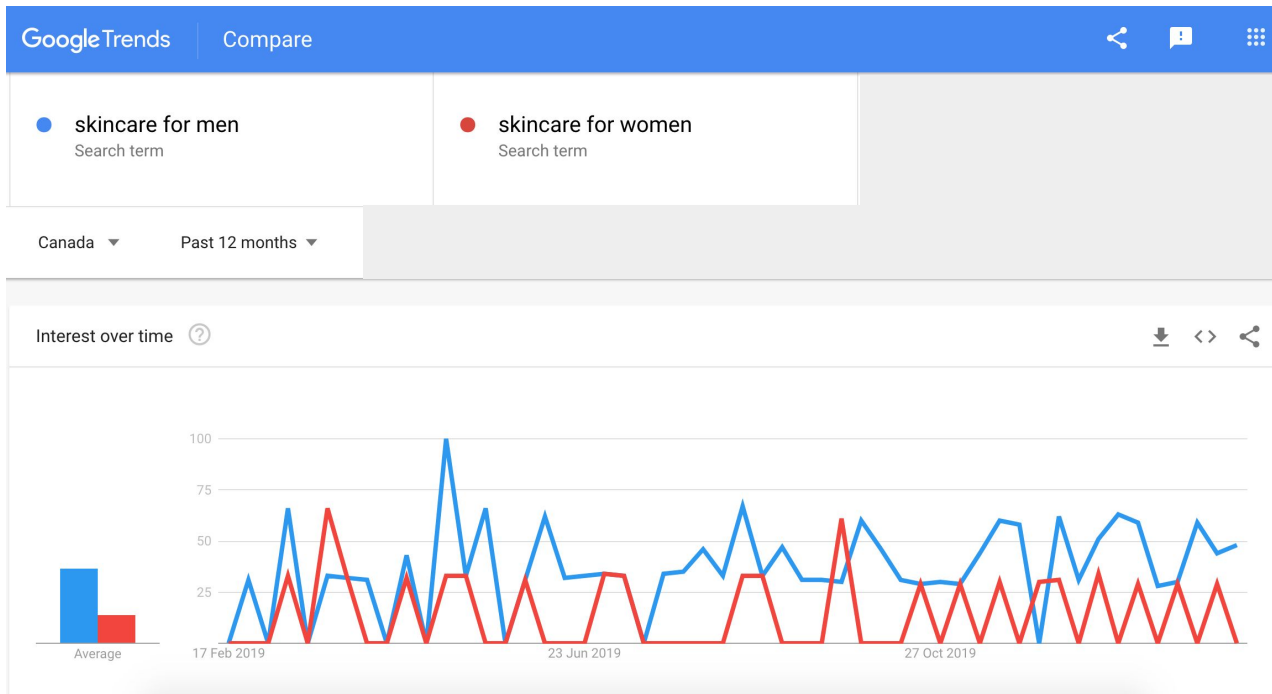
Source: Instagram, 2020

#glossiergirl

will spend \$ for good products	Toronto	23 y/o
reviews products	loves to try new things	breakfast in bed
beauty expert	fresh faced	less is more

- ★ Understanding their psychographics such as personality, opinions and interests will allow us to *talk* to them and have a better understanding of their real wants and needs

# Google Trends



Source: Google Trends



# \_Brock



#glossierboy

★ Our research indicates a growing demand and interest for men's personal care and grooming products

★ Another persona we need to introduce is our potential *Glossier Boy*, or the Millennial Man



# \_Brock



Source: Instagram, 2020

#glossierboy

Inspired by fashion	Uses Glossier	#OOTD	★ Men's skincare products saw over 7% jump in sales in 2018 with projected overall value to hit \$166B by 2022
no-makeup, makeup	photography	not afraid to be vulnerable	★ Male YouTubers and beauty bloggers have contributed to the normalization of makeup use across genders
Florida	Favourite beauty brands: 1) Glossier 2) Milk Makeup 3) Fenty Beauty	idealist	★ Selling skincare to men will present some challenges, but our strategies have anticipated resolutions to these potential obstacles

# \_Brock

Source: Instagram, 2020



## Jobs

I want to take care of my skin

I want to look and feel my best

I want to be in style

I want to know how to use this product

## Important

### Pains

I don't want to feel embarrassed

I don't want to compromise health for beauty

I don't want to be defined by labels

I don't want to be treated differently

### Gains

I like seeing people like me using the products I love

I like aesthetically pleasing things

I want to support brands who do more than sell products

I like the neutral packaging



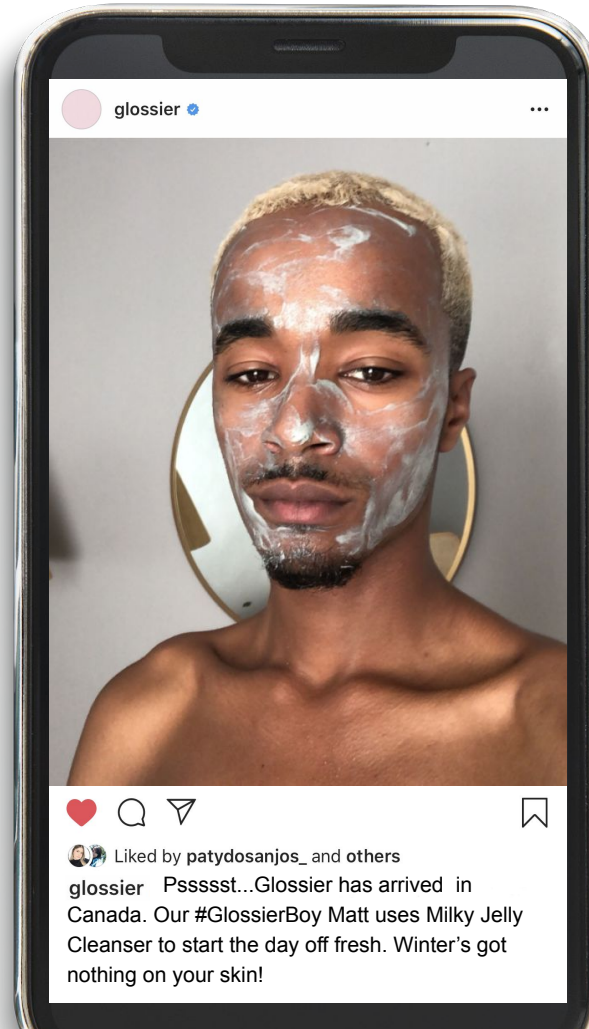
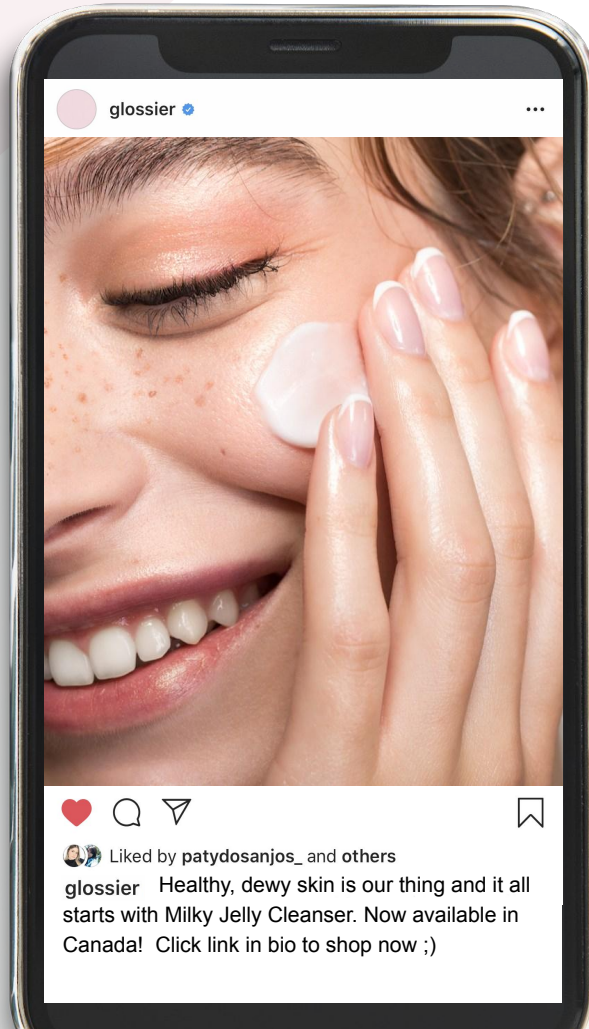
GOALS	KPIs
<b>Brand awareness</b>	Website traffic Page views Video views
<b>Grow Social Media presence</b>	Likes Shares Tweets Followers
<b>Generate leads</b>	Email subscriptions Conversion rate
<b>Increase revenue</b>	Purchases Revenues ROI

# Content Guidelines



- ★ Everything will be **skin-focused**
- ★ We will use **earth tones** instead of pink
- ★ Show the **benefits** of cleaning your skin
- ★ Add more pictures of **male** users

# Content Examples





# Content Calendar

PUBLISH & DISTRIBUTE

Glossier Canadian Launch Content Calendar

First Quarter

Month	Content Type	Content Title	Publish Dates	Distribution Channels	Author/ Role	CTAs	Metrics
December 2020 (Pre-Launch)	<ul style="list-style-type: none"> <li>- Organic posts</li> <li>- Paid Ads</li> <li>- Blog posts</li> <li>- Updated Home Page</li> </ul>	<ul style="list-style-type: none"> <li>- Creating buzz and hype for Milk Jelly Cleanser launch</li> <li>- Introducing images of Milk Jelly Cleanser featuring more male representation</li> <li>- Light hearted, teasing, and inclusive tone and voice</li> <li>- Natural, effortless looks</li> </ul>	<ul style="list-style-type: none"> <li>- Daily, 2-3 posts on social media</li> <li>- 3 blog posts/ week</li> </ul>	<ul style="list-style-type: none"> <li>- Instagram (Stories, Posts)</li> <li>- YouTube</li> <li>- ITG Blog</li> <li>- Glossier.com</li> </ul>	<ul style="list-style-type: none"> <li>- Dominic: Ideation Lead</li> <li>- Patricia: Art Direction</li> <li>- Justine: Copywriting</li> <li>- Linh: Project Management</li> <li>- William: Analytics &amp; Research</li> </ul>	<ul style="list-style-type: none"> <li>- Subscribe to newsletter/ email list</li> <li>- Follow on Instagram and social channels</li> <li>- Engage with website and blog</li> </ul>	<ul style="list-style-type: none"> <li>- Newsletter subscriptions</li> <li>- Social media impressions</li> <li>- Web/ Blog Traffic</li> </ul>
January 2021 (Launch)	<ul style="list-style-type: none"> <li>- Organic posts</li> <li>- Paid Ads</li> <li>- Blog posts</li> <li>- Landing page</li> </ul>	<ul style="list-style-type: none"> <li>- Creating buzz and hype for Milk Jelly Cleanser launch</li> <li>- More images of Milk Jelly Cleanser featuring male representation</li> <li>- Light hearted, inclusive tone and voice</li> </ul>	<ul style="list-style-type: none"> <li>- Daily, 2-3 posts on social media</li> <li>- 3 blog posts/ week</li> </ul>	<ul style="list-style-type: none"> <li>- Instagram (Stories, Posts)</li> <li>- YouTube</li> <li>- ITG Blog</li> <li>- Glossier.com</li> </ul>	<ul style="list-style-type: none"> <li>- Dominic: Ideation Lead</li> <li>- Patricia: Art Direction</li> <li>- Justine: Copywriting</li> <li>- Linh: Project Management</li> <li>- William: Analytics &amp; Research</li> </ul>	<ul style="list-style-type: none"> <li>- Subscribe to newsletter/ email list</li> <li>- Follow on Instagram and social channels</li> <li>- Engage with website and blog</li> </ul>	<ul style="list-style-type: none"> <li>- Newsletter subscriptions</li> <li>- Social media impressions</li> <li>- Web/ Blog Traffic</li> <li>- Converting users to purchase Milk Jelly Cleanser</li> </ul>
February 2021	<ul style="list-style-type: none"> <li>- Organic posts</li> <li>- Paid Ads</li> <li>- Blog posts</li> <li>- Landing page</li> </ul>	<ul style="list-style-type: none"> <li>- Self-care/ self-love themes for Valentine's Day</li> <li>- "Pink is Neutral" inspiration, continuing with inclusive tone and voice</li> <li>- Images/ videos of couples (gay, straight, etc.) doing their skincare routines together</li> <li>- "Boyfriend" Instagram takeover sessions</li> </ul>	<ul style="list-style-type: none"> <li>- Daily, 2-3 posts on social media</li> <li>- 2 blog posts/ week</li> </ul>	<ul style="list-style-type: none"> <li>- Instagram (Stories, Posts)</li> <li>- YouTube</li> <li>- ITG Blog</li> <li>- Glossier.com</li> </ul>	<ul style="list-style-type: none"> <li>- Dominic: Ideation Lead</li> <li>- Patricia: Art Direction</li> <li>- Justine: Copywriting</li> <li>- Linh: Project Management</li> <li>- William: Analytics &amp; Research</li> </ul>	<ul style="list-style-type: none"> <li>- Get users to participate in Polls, Q+A's and use of brand stickers/ filters on Instagram</li> </ul>	<ul style="list-style-type: none"> <li>- Impressions</li> <li>- Follower count/ likes</li> <li>- Web/ Blog Traffic</li> <li>- Converting users to purchase Milk Jelly Cleanser</li> </ul>
March 2021	<ul style="list-style-type: none"> <li>- Organic posts</li> <li>- Paid Ads</li> <li>- Blog posts</li> <li>- Landing page</li> </ul>	<ul style="list-style-type: none"> <li>- Continuous promotion of Milk Jelly cleanser as well as cross-promotions with other brands</li> <li>- Positive 'text' images and captions on Instagram promoting gender equality and neutrality designed by creative team following brand tone and voice</li> <li>- Continued representation of men throughout, keeping a healthy balance of content for our core audience too</li> <li>- Skincare how-to's, and tutorials</li> </ul>	<ul style="list-style-type: none"> <li>- Daily, 2-3 posts on social media (1 grid, two stories)</li> <li>- 2 blog posts/ week</li> </ul>	<ul style="list-style-type: none"> <li>- Instagram (Stories, Posts)</li> <li>- YouTube</li> <li>- ITG Blog</li> <li>- Glossier.com</li> </ul>	<ul style="list-style-type: none"> <li>- Dominic: Ideation Lead</li> <li>- Patricia: Art Direction</li> <li>- Justine: Copywriting</li> <li>- Linh: Project Management</li> <li>- William: Analytics &amp; Research</li> </ul>	<ul style="list-style-type: none"> <li>- Get users to repost themselves on Instagram with Glossier hashtag using the Milk Jelly Cleanser</li> <li>- Encourage users to engage in discussions on comment sections of Instagram and ITG blog posts</li> </ul>	<ul style="list-style-type: none"> <li>- Impressions</li> <li>- Follower count/ likes</li> <li>- Web/ Blog Traffic</li> <li>- Converting users to purchase Milk Jelly Cleanser</li> </ul>

# Content Calendar

PUBLISH & DISTRIBUTE

Second Quarter							
Date	Content Type	Content Title		Distribution Channels	Author/ Role	CTAs	Metrics
April 2021	<ul style="list-style-type: none"> <li>*Glossier Men's Grooming POP -UP EVENT*</li> <li>- Organic posts</li> <li>- Paid Ads</li> <li>- Blog posts</li> <li>- Landing page</li> </ul>	<ul style="list-style-type: none"> <li>- Promote event</li> <li>- Corresponding content featuring men's grooming pop-up on Instagram</li> <li>- Influencer collaborations/ takeovers</li> <li>- Spring themed content: light, fresh and airy</li> <li>- Product images as well as user-resposts</li> <li>- Hashtag</li> </ul>	<ul style="list-style-type: none"> <li>- Daily, 2-3 posts on social media (1 grid, two stories)</li> <li>- 2 blog posts/ week</li> </ul>	<ul style="list-style-type: none"> <li>- Instagram (Stories, Posts)</li> <li>- YouTube</li> <li>- ITG Blog</li> <li>- Glossier.com</li> </ul>	<ul style="list-style-type: none"> <li>- Dominic: Ideation Lead</li> <li>- Patricia: Art Direction</li> <li>- Justine: Copywriting</li> <li>- Linh: Project Management</li> <li>- William: Analytics &amp; Research</li> </ul>	<ul style="list-style-type: none"> <li>- Get clients to RSVP to event through promotional channels</li> <li>- Engagement on Instagram</li> </ul>	<ul style="list-style-type: none"> <li>- Impressions</li> <li>- Follower count/ likes</li> <li>- Web/ Blog Traffic</li> <li>- Converting users to purchase Milk Jelly Cleanser</li> </ul>
May 2021	<ul style="list-style-type: none"> <li>- Organic posts</li> <li>- Paid Ads</li> <li>- Blog posts</li> <li>- Landing page</li> </ul>	<ul style="list-style-type: none"> <li>- ITG 'Top Shelfie' cross promotion/ Instagram content featuring male influencers</li> <li>- Influencer takeovers on Instagram (stories/ IGTV) / YouTube</li> <li>- Skincare Routines</li> <li>- Dewey, glowy skin content</li> </ul>	<ul style="list-style-type: none"> <li>- Daily, 2-3 posts on social media (1 grid, two stories)</li> <li>- 2 blog posts/ week</li> </ul>	<ul style="list-style-type: none"> <li>- Instagram (Stories, Posts)</li> <li>- YouTube</li> <li>- ITG Blog</li> <li>- Glossier.com</li> </ul>	<ul style="list-style-type: none"> <li>- Dominic: Ideation Lead</li> <li>- Patricia: Art Direction</li> <li>- Justine: Copywriting</li> <li>- Linh: Project Management</li> <li>- William: Analytics &amp; Research</li> </ul>	<ul style="list-style-type: none"> <li>- Engagement on Instagram</li> <li>- Polls/ Q + A's</li> <li>- Use of filters and stickers</li> <li>- Use of #glossierboy hashtag</li> <li>- Review products on glossier.com</li> <li>- Share blog posts</li> </ul>	<ul style="list-style-type: none"> <li>- Impressions</li> <li>- Follower count/ likes</li> <li>- Web/ Blog Traffic</li> <li>- Converting users to purchase Milk Jelly Cleanser</li> </ul>
June 2021	<ul style="list-style-type: none"> <li>- Organic posts</li> <li>- Paid Ads</li> <li>- Blog posts</li> <li>- Landing page</li> </ul>	<ul style="list-style-type: none"> <li>- Summer skin routines</li> <li>- Focus on Milk Jelly cleanser with SPF</li> <li>- Sharing Canadian themed content in relation to brand</li> </ul>	<ul style="list-style-type: none"> <li>- Daily, 2-3 posts on social media (1 grid, two stories)</li> <li>- 2 blog posts/ week</li> </ul>	<ul style="list-style-type: none"> <li>- Instagram (Stories, Posts)</li> <li>- YouTube</li> <li>- ITG Blog</li> <li>- Glossier.com</li> </ul>	<ul style="list-style-type: none"> <li>- Dominic: Ideation Lead</li> <li>- Patricia: Art Direction</li> <li>- Justine: Copywriting</li> <li>- Linh: Project Management</li> <li>- William: Analytics &amp; Research</li> </ul>	<ul style="list-style-type: none"> <li>- Engagement on Instagram</li> <li>- Polls/ Q + A's</li> <li>- Use of filters and stickers</li> <li>- Use of #glossierboy hashtag</li> <li>- Review products on glossier.com</li> <li>- Share blog posts</li> </ul>	<ul style="list-style-type: none"> <li>- Impressions</li> <li>- Follower count/ likes</li> <li>- Web/ Blog Traffic</li> <li>- Converting users to purchase Milk Jelly Cleanser</li> </ul>

# Tools for Publishing & Distributing

Discussions Tools



Scheduling Tools





## Metrics and KPIs for Content Effectiveness





CHANNEL	KPI
<b>Youtube</b>	Subscribers growth Views Engagement rate
<b>Instagram &amp; Twitter</b>	Follower growth Engagement rate
<b>Blog</b>	Pageviews Bounce Rate Conversion (Share the post on social media or Sign up for newsletter)
<b>Landing page</b>	Pageviews Bounce Rate Conversion ( Purchase or Sign up for newsletter)
<b>Paid Google Ad</b>	Impressions Clicks CTR Conversion ( Purchase or Sign up for newsletter)
<b>IG Paid Ad</b>	Impressions CTR Engagement Conversion ( Purchase or Sign up for newsletter)

**Approach to  
Content  
Optimization and  
Repurposing**

<b>Strategize &amp; Ideate</b>	This stage allows for the reviewing of success metrics and curation of goals and ideas. This segment places emphasis on assuring the content is well articulated.
<b>Plan</b>	This stage involves idea assessment and determining a course of action to produce, maintain and evaluate those measures.
<b>Design &amp; Create</b>	The curation of visual content designs and the development of content attributed to the plan identified.
<b>Publish &amp; Distribute</b>	The team distributes content to the audience through the appropriate channels to maximize engagement to the desired effect.
<b>Evaluate &amp; Maintain</b>	This stage ensures the relevance of the content. Ensuring accurate and updated pieces while placing heavy effectiveness on consumer needs.

*EVALUATE & MAINTAIN .*

# Tools to Evaluate and Maintain Content

<p>Google Trends</p>	
<p>Google Analytics</p>	
<p>Google Adwords</p>	 <p>Google Ads</p>
<p>Analytic Tools in Social Channels</p>	

# Summary

- ★ Expanding our target market to include Millennial Men will increase revenue and overall market share over the next 6 months as we launch Glossier in Canada and sell-out the Milky Jelly Cleanser
- ★ Our insights and knowledge of *who* our customer is will guide us in creating the products and messages our customer wants and needs
- ★ Our content and marketing strategies will ensure that the right messages are delivered at the right place and at the right time to achieve our goals while speaking to a larger audience

**Thank You.**