

***Glossier.***



**Social Road Map**



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# Glossier.

## (1) What are Glossier's proposed KPIs?

**ACQUIRE** - new followers, new customers, new demographics (J.Crew)

⚡ **Reach:** Increase # of Instagram followers by +50% in 3 years (to over 500k)

⚡ **Reach:** Increase follower-base of 30+ age demographic by 2x in 3 years

⚡ **Appreciation:** Achieve 10k+ likes on all J.Crew + Glossier collaboration posts

⚡ current Glossier posts receive ~8k likes and J.Crew posts received ~10-20k

⚡ **Conversion:** Increase new buyers online and in owned stores by +50% in 3 years

⚡ New buyers are defined by email addresses that have never placed a purchase on Glossier.com or in Glossier owned store

⚡ **Conversion:** Increase new opt-ins by +30% in 3 years

**GROW & NUTURE** - grow existing customer base by expanding distribution and product offering

⚡ **Amplification:** Create product sharing capabilities on site to aim for 1k average shares per product by year 3

⚡ **Amplification:** Reach over 1k hashtag mentions and shares of geo-specific targeted programs

⚡ i.e. pink bike events

⚡ **Conversational Exchange:** UGC integration on e-commerce site to increase usage of Glossier hashtags by +50% in 3 years

⚡ **Amplification:** Reach over 2k hashtag mentions for campus reps program and bestie box



- ✨ Unique skincare-as-makeup product offering - i.e. Generation G Lip Color that looks like stain but wears like a balm
- ✨ Effortless beauty - no-makeup makeup, sheer products that enhance and don't cover
- ✨ Offer simple solutions for real life beauty - simple, easy-to-use products that don't require a complex routine
- ✨ Accessible, democratized, inclusive beauty - affordable price points with a high-end customer experience



## Beauty in real life.

Hi! We're Glossier, a beauty company inspired by what girls need in real life. We're creating the new essentials: easy-to-use basics that form the backbone to *your* unique beauty routine.



## (3) What problems & unmet needs does the target audience have?

- ⌋ No time for a beauty routine - target's lives are too busy for complex and old skincare and makeup routines and applications
- ⌋ Waning relevance of traditional business model
- ⌋ Declining reliability to beauty models - models that have unattainable looks are no longer resonating, target is looking for a more approachable, non-professional model that could be their friend and represent them
- ⌋ Changing methods of shopping for beauty - target does not shop for beauty in traditional department stores, at counters, or specialty retailers; ever-increasing digital activity and shopping

“

*For me, it's important to democratize beauty and empower women to take ownership of their routine.*

”

*Emily Weiss*

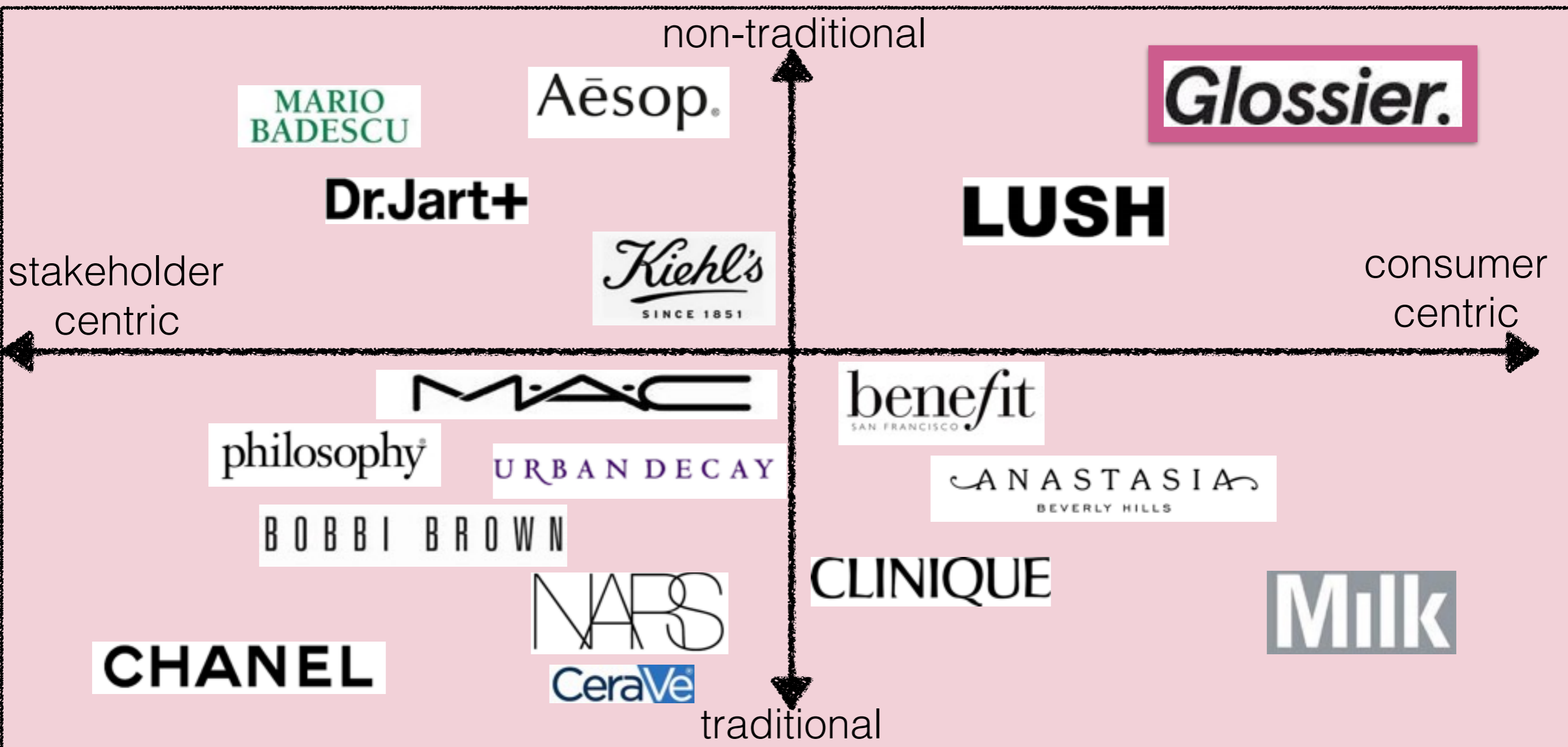
**YOU'RE  
NOT JUST  
A SKIN  
TYPE.**

# Glossier.

## (4) What problems will Glossier solve?

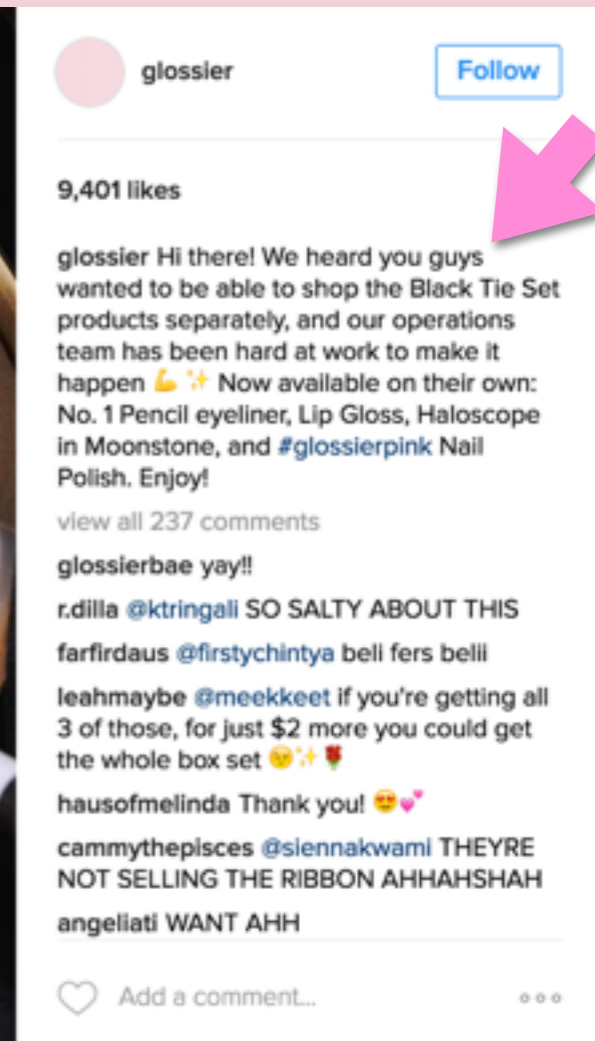
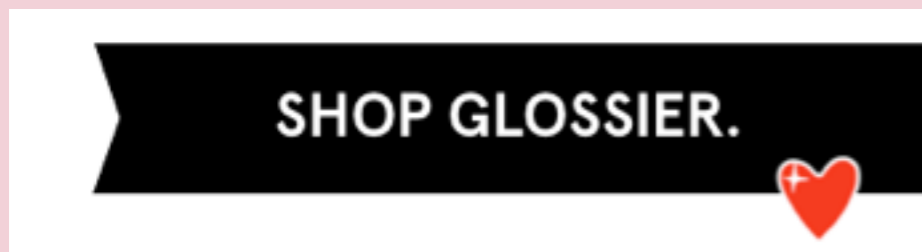
Glossier will **own** the pink-space in beauty providing a customer-centric and non-traditional business model

- ➔ Glossier can use [intothegloss.com](https://www.intothegloss.com) and social media to source customer's feedback for new product development, content, assets, and commerce ideas
- ➔ Glossier can reach their target through non-traditional digital channels and provide them with new formats for shopping and community experience





- 📦 Glossier was built on a digital platform - grown out of the blog [intotheGLOSS.com](https://www.intothegloss.com), launched e-commerce first, using its targets and advocates for feedback and even hiring as employees, packaging designed for Instagram
- 📦 Community driven - Glossier can connect with its target, have conversations about the products and service directly, and cater the product offerings and content to the consumer
- 📦 Owned content platform [intotheGLOSS.com](https://www.intothegloss.com) is an authority in beauty and has an already strong cult following



- ✌️ Tone/Voice = friendly & inclusive, like you are talking to your best friend
- ✌️ Visual Identity = playful, simple, approachable, consistent brand codes (#glossierpink, instagram-worthy packaging, natural, glowing models)
- ✌️ Editorial POV = community (leverage content from intothegloss.com and insider influencers), usage of UGC, and lifestyle posts in similar aesthetic
- ✌️ Glossier stands for “beauty inspired by real life”

EVERY🕒 ONE SAYS  
THEY'RE "LOW-  
MAINTENANCE"  
(IT'S OKAY, NEITHER ARE WE).

INCLUSIVE  
INNOVATIVE  
CLEVER  
FUN  
THOUGHTFUL

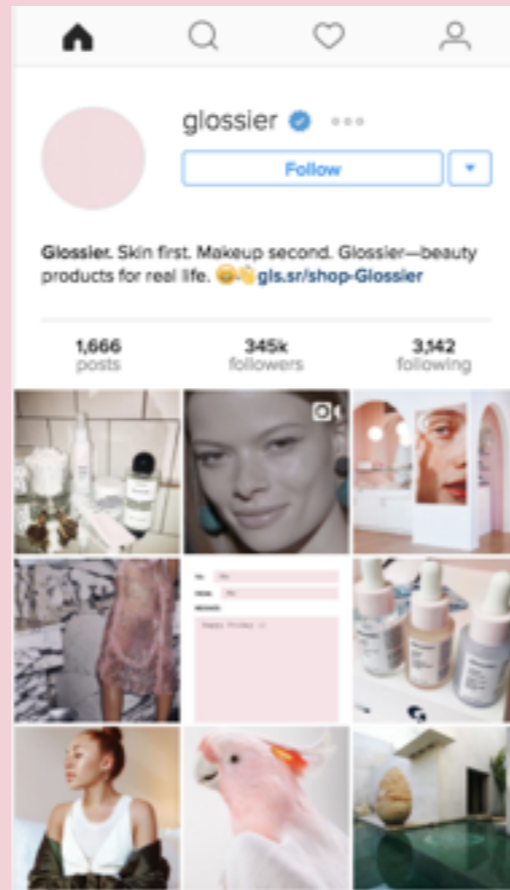


The screenshot shows an Instagram post from the account 'glossier'. The post has 6,782 likes and 8 comments. The caption reads: 'glossier Glossier's core values 🍷 established two years ago today 🥳🥳 #tbt launch day 10/6/14 view all 109 comments'. The comments include: 'j\_graze @laurennekol omggggg coincidence? I think NOT', 'tess.villegas I need Glossier in Mexico 🥳🥳', 'palmerlakepolina I purchased all of your products and my acne prone unpredictable skin has become clear and supple in less than a week. THANK YOU! Can't wait to see what you release next!', 'katelaubs love, dream products and dream company 🥳🥳', 'shakirrasayshello @eddsiu', 'botanomorphie My birthday twin is Glossier! It's meant to be! 🥳🥳🥳🥳', and 'vallablenyc Love it!'. There is a pink arrow pointing to the 'Follow' button in the top right corner of the post.

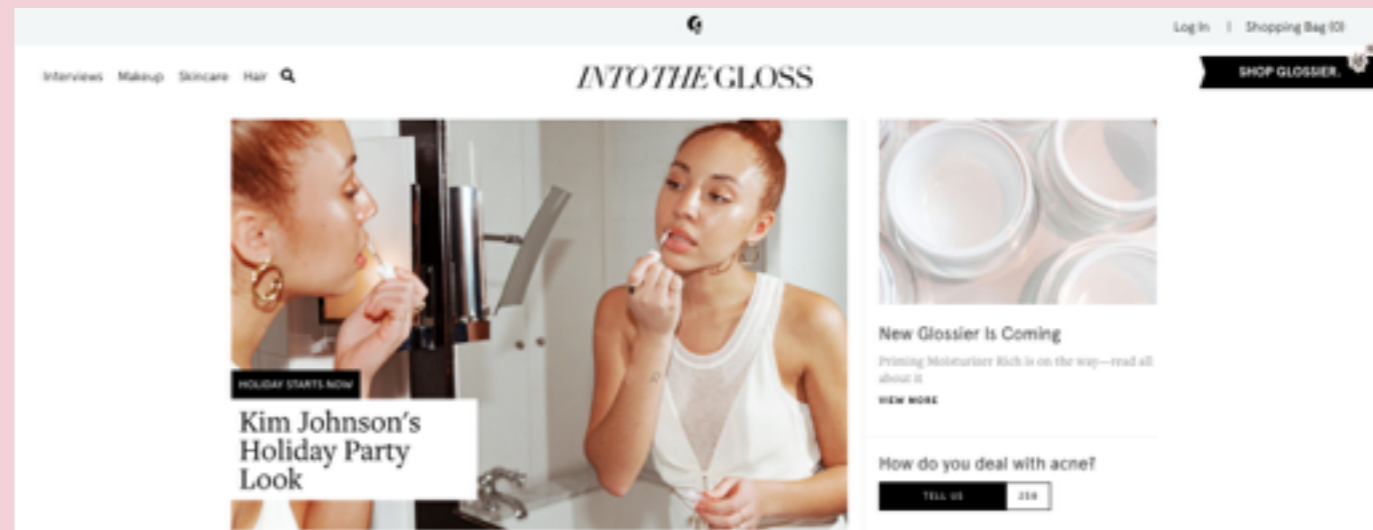


## (7) What channels does your target use to communicate?

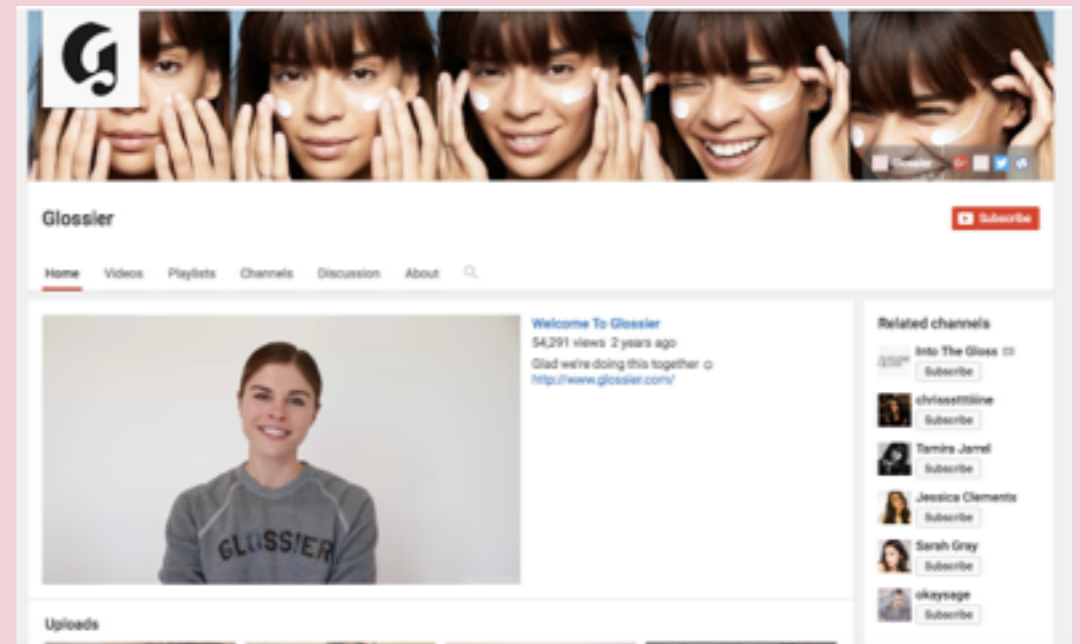
Instagram



IntoTheGloss.com



YouTube



Snapchat



Facebook



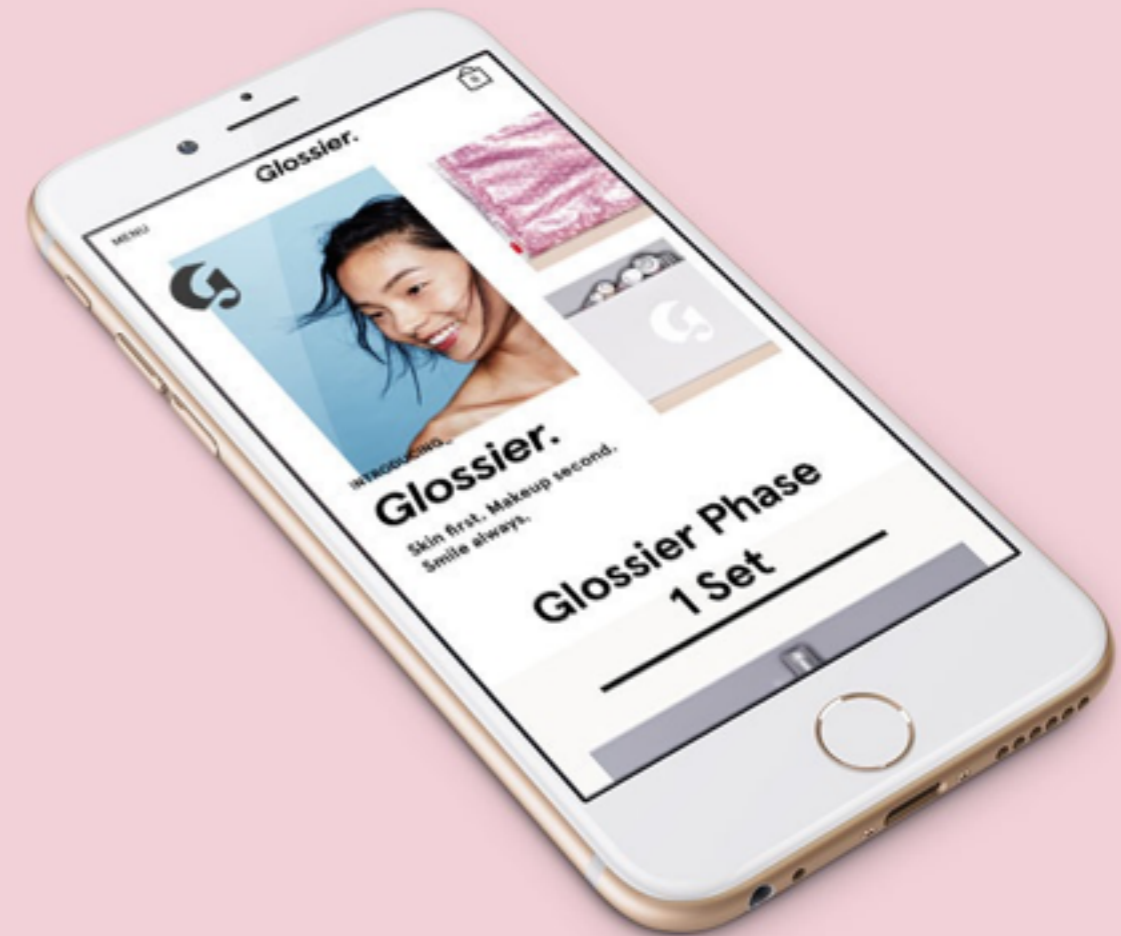
Texting and Chat



- 🌿 Grow reach of existing programs through increased content and embedding UGC in e-com site
- 🌿 Programmatic campaigns on Instagram, Facebook, and in publisher site network:
  - 🌿 Target existing customers and lookalikes for new product launches
  - 🌿 Target current J.Crew customers and 30+ age demographic for J.Crew collaboration
  - 🌿 Geo-targeted for new store openings
  - 🌿 Target existing customers to send a Bestie Box
- 🌿 Articles on [intothegloss.com](https://www.intothegloss.com) to support all growth efforts



- ◆◆ Teaser content for new product launches
- ◆◆ Video's & visual assets for Instagram
- ◆◆ Editorial content for Into the Gloss.com
- ◆◆ Integrate User Generated Content on Product Detail Page of e-commerce site
- ◆◆ Geo specific content for expansion markets
- ◆◆ Out of home campaign
- ◆◆ Street team content/materials (pink bikes, flowers, lab coats, samples)
- ◆◆ Communication strategy to support community expansion initiatives
- ◆◆ Stickers, product samples for Bestie Box





- ▲ J.Crew for merchandise, digital asset creation, and shared spend on campaigns for collaboration
  - ▲ Work with Jenna Lyons' social network to announce partnership and merchandise
- ▲ College campuses to get space for tents and pop-ups during orientation to promote campus rep program
- ▲ Bike manufacturer to get pink bikes for guerrilla marketing campaigns (Glossier pink bikes ridden by representatives to hand out samples of new products in select cities)
- ▲ Vendors and agencies for creation and distribution of digital content
  - ▲ i.e. Olapic for UGC in e-commerce site, Bazaarvoice for reviews, Criteo for ad placements, etc.
- ▲ Influencers for new videos and content
- ▲ Pop-up vendor for temporary shops (i.e. WithMe)
- ▲ Provider of mobile shopping trucks



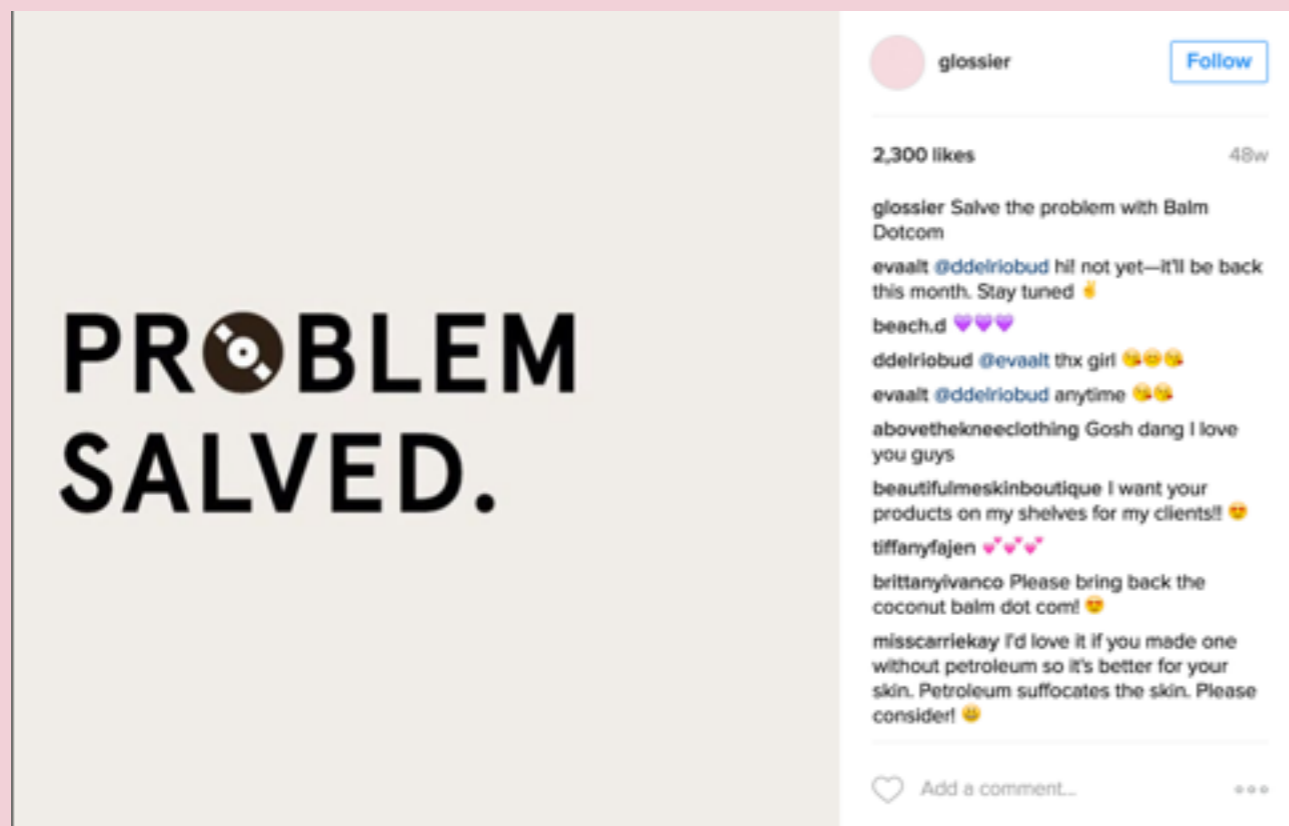
**MASK:**  
**For when you**  
**have a huge zit**  
**but want to**  
**post a selfie.**  
- @Glossier

glossier 2,243 likes 52w  
glossier Get your selfie insurance on Glossier.com 📸  
view all 60 comments  
dtrinhuyh @lesetoffes 🙌  
liona\_hamer @jadecsummers lolz  
jadecsummers @liona\_hamer 😂😂  
karlafmwatson @frannytravels I can't handle how true this js  
oulparis\_nicole @di\_low  
alicecvincent @omalley\_kat  
alliejyl @jennnewmanrubin  
yumiyii @melkd\_  
mia\_slodowitz @acid.raindroppps #allday #everyday  
molymcarthur Hahahah @paulinekingelhofer  
kbrunsdy PREACH.

*"Glossier is cult, it's not niche," and that's because we believe in the democratization of beauty. Glossier was created not to be for a privileged "some" but for an activated "all"—and we are still early in our journey to fulfill that promise.*



YOU LOOK GOOD.



**PROBLEM SALVED.**

glossier 2,300 likes 48w  
glossier Save the problem with Balm Dotcom  
evaalt @ddeiriobud hi! not yet—it'll be back this month. Stay tuned 🙌  
beach.d 💜💜💜  
ddeiriobud @evaalt thx girl 🙌🙌  
evaalt @ddeiriobud anytime 🙌🙌  
abovethekneeclothing Gosh dang I love you guys  
beautifulmeskinboutique I want your products on my shelves for my clients!! 🙌  
tiffanyfajen 💜💜💜  
brittanyivanco Please bring back the coconut balm dot com! 🙌  
misscarriekay I'd love it if you made one without petroleum so it's better for your skin. Petroleum suffocates the skin. Please consider! 🙌

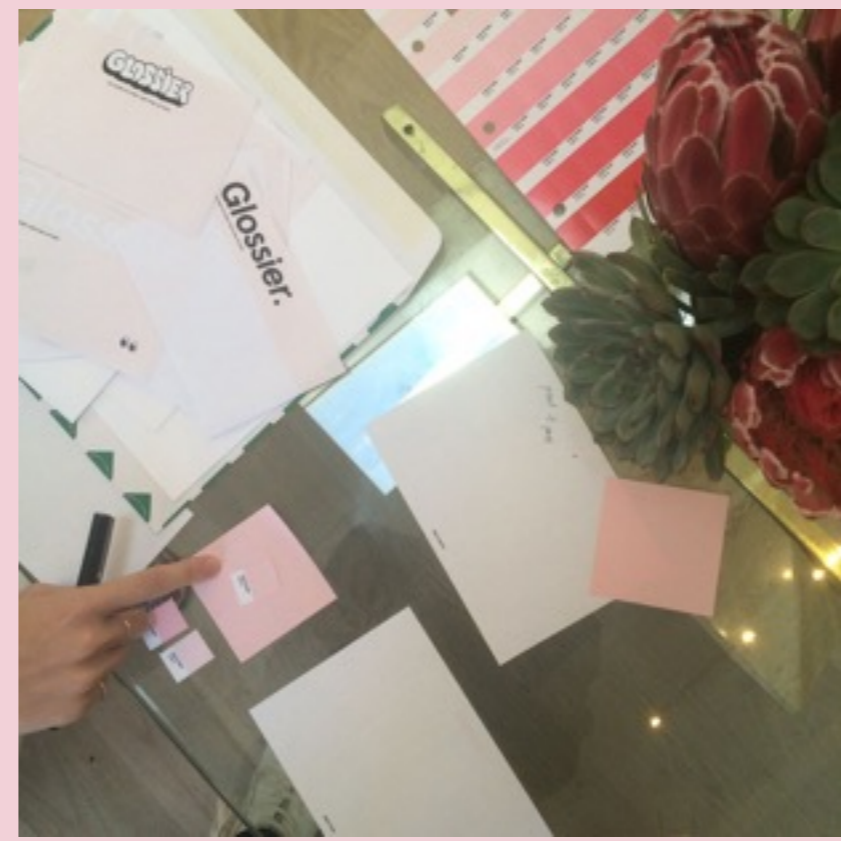
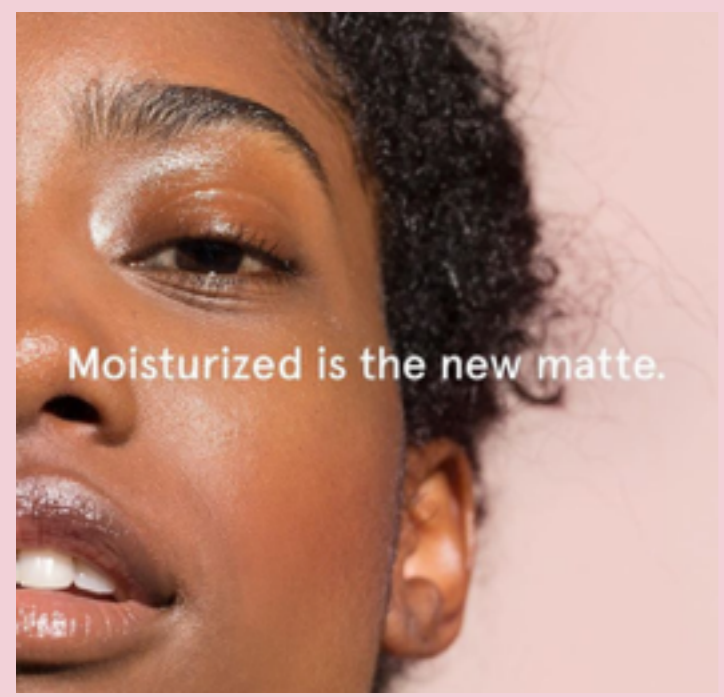
WAKE UP EARLY FOR WORK.  
INSTAGRAM UNTIL YOU'RE LATE FOR WORK.

HAVING FUN IS THE POINT.



# Glossier.

## Appendix: Brand Image and Codes





# Glossier.

## Appendix: Content and Asset Examples

