



Prepared by group 1738

# *Final Pitch Deck*

Client: Glossier



# *Team Members & Roles*



**Ainsley Hipp**  
Researcher



**Paige Abid**  
Writer



**Audrey Smith**  
Graphic Designer



# About Glossier

## What is Glossier?

Glossier is a beauty brand that was launched in 2014 and specializes in makeup, skincare, and fragrance. Glossier is best known for its aesthetic and lightweight products meant to enhance natural beauty and not mask it. Glossier focuses on being a brand that people are proud to wear.



# SWOT Analysis



## Strengths:

- Strong brand loyalty
- Unique brand identity focused on minimalistic, natural beauty that resonates with consumers
- Effective use of social media and user-generated content to build community and authenticity

## Weaknesses:

- Limited product range compared to larger beauty brands
- Heavy reliance on social media and a digital-first strategy

## Opportunities:

- Partnering with influencers, celebrities, or other brands for exclusive product lines could drive interest and brand visibility
- Opening more pop-up shops or partnering with additional retailers beyond Sephora to capture foot traffic and engage new customers

## Threats:

- Intense competition from both emerging indie brands and established beauty giants moving into the “clean beauty” space
- Shifting consumer trends and economic uncertainty are impacting discretionary spending in beauty



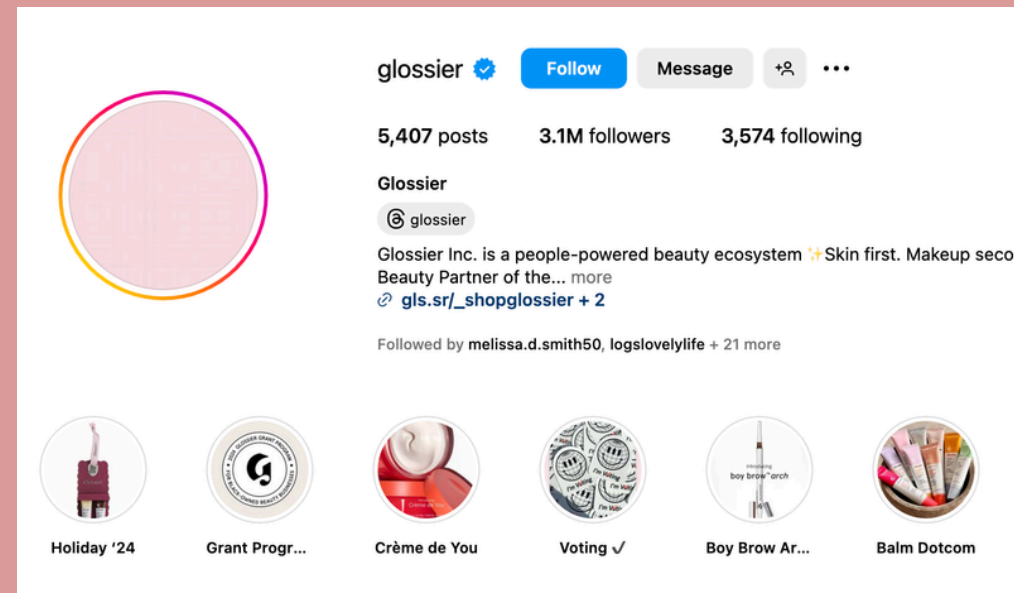
# *The Problem*

## **What is the problem?**

An issue for Glossier has been its struggle to balance online engagement with physical retail experiences. The brand initially built its success on digital-first, direct-to-consumer sales and cultivated a strong online community, but as it expanded into physical retail, it faced challenges in delivering a consistent brand experience across both channels.



# Social Media Audit



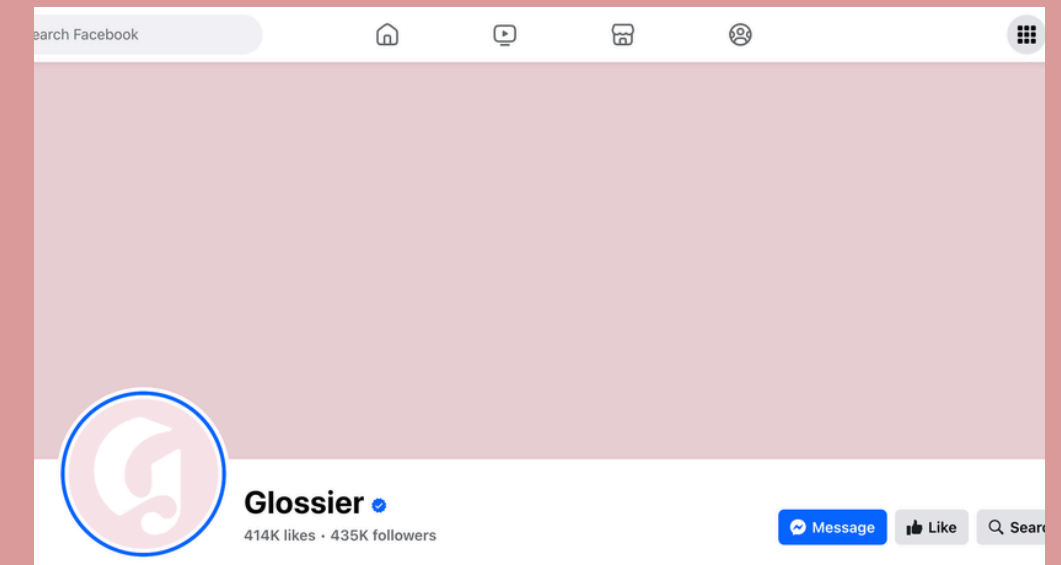
## Instagram

- 3.2 million followers
- 4,153 average likes (last 6 posts)
- 184 average comments (last 6 posts)



## TikTok

- 956.6K followers
- 273.3 average likes (last 6 posts)
- 14 average comments (last 6 posts)



## Facebook

- 435K followers
- 16.8 average likes (last 6 posts)
- 1 average comments (last 6 posts)

# Takeaways



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The key takeaways from the social media audit is that Glossier has a high following across Instagram, TikTok and Facebook, but not a high content engagement rate across the platforms. The content shared across the three different channels are all similar if not the same. Glossier has a strong social media presence.

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# Target Audiences

## Primary Target Market:

- Females age 13-25 (mainly Gen Z)
- Any race
- Active social media users
- Inexperienced with makeup or looking for light/easy, and affordable but quality makeup products
- Those who appreciate aesthetic
- Middle-class income

## Secondary Target Market:

- Ages 25-40 (primarily millennials)
- Working women and/or busy moms
- Socially conscious individuals
- Upper-middle-class income



# SMART Goal



## Drive Sales Through Cross-Promotion of Online and In-Store Channels

- **Specific:** Launch a campaign offering a 10% discount for online customers who visit an in-store location and vice versa.
- **Measurable:** Increase cross-channel purchases by 15% over the next quarter.
- **Achievable:** Use existing customer data to identify online buyers who have not visited a store and target them with a personalized campaign.
- **Relevant:** This encourages customers to engage with Glossier's brand across both channels.
- **Time-bound:** Complete and measure the campaign's effectiveness within the next three months. / year?

# Strategy

**Strategy 1: Create a unique in-store experience that attracts both existing online customers and new visitors.**

- **Tactic 1:** Host monthly themed events or workshops (e.g., skincare tutorials, influencer meet-and-greets) to encourage customers to visit.
- **Tactic 2:** Partner with local brands or artists to create limited-time pop-ups within the store to attract a wider audience.

**Strategy 2: Promote in-store exclusives to give customers a reason to visit retail locations.**

- **Tactic 1:** Offer exclusive products or samples that are available only in-store, encouraging online shoppers to visit.
- **Tactic 2:** Provide a loyalty reward for customers who visit a store and make a purchase, redeemable for online or future in-store purchases.



# Strategy Personas



## Maya, age 25

- Job: Social Media Manager
- Lifestyle: Urban, trend-focused, loves exploring events and sharing experiences on social media.
- Goals: Finds value in personalized, educational beauty experiences; enjoys supporting local and sustainable brands.



## Alex, age 29

- Job: Marketing Analyst
- Lifestyle: Busy professional who enjoys treating herself to quality products; values in-store experiences that feel exclusive and personal.
- Goals: Seeks out unique items and limited editions, often visiting stores for products she can't buy online.

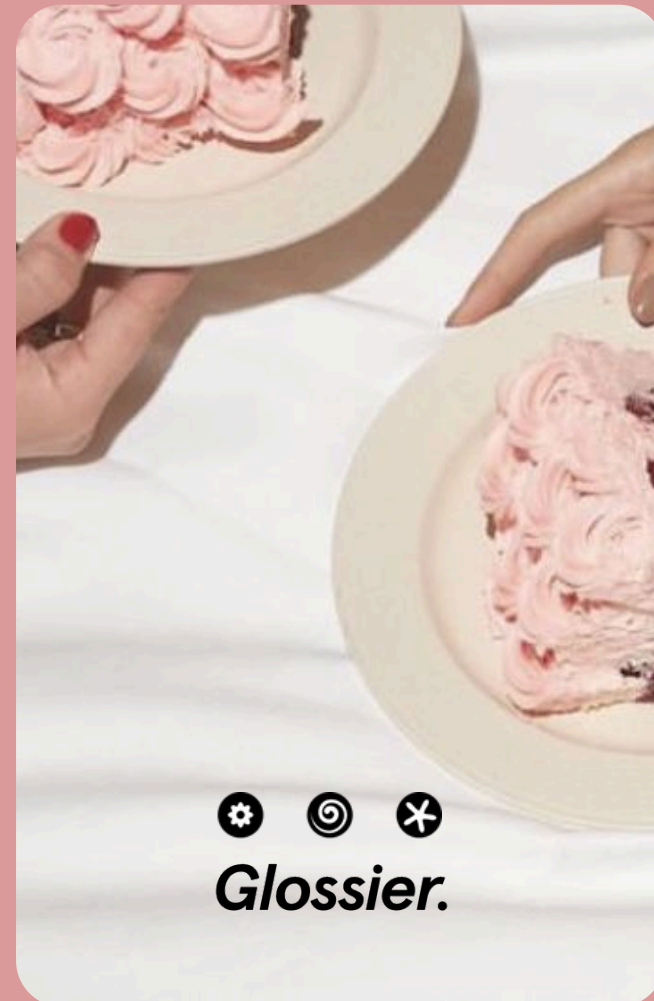
# Tactic Examples

## Tactic 1: Monthly Events



Glossier popup event  
with YouTuber Margot  
Lee

## Tactic 2: Partnerships



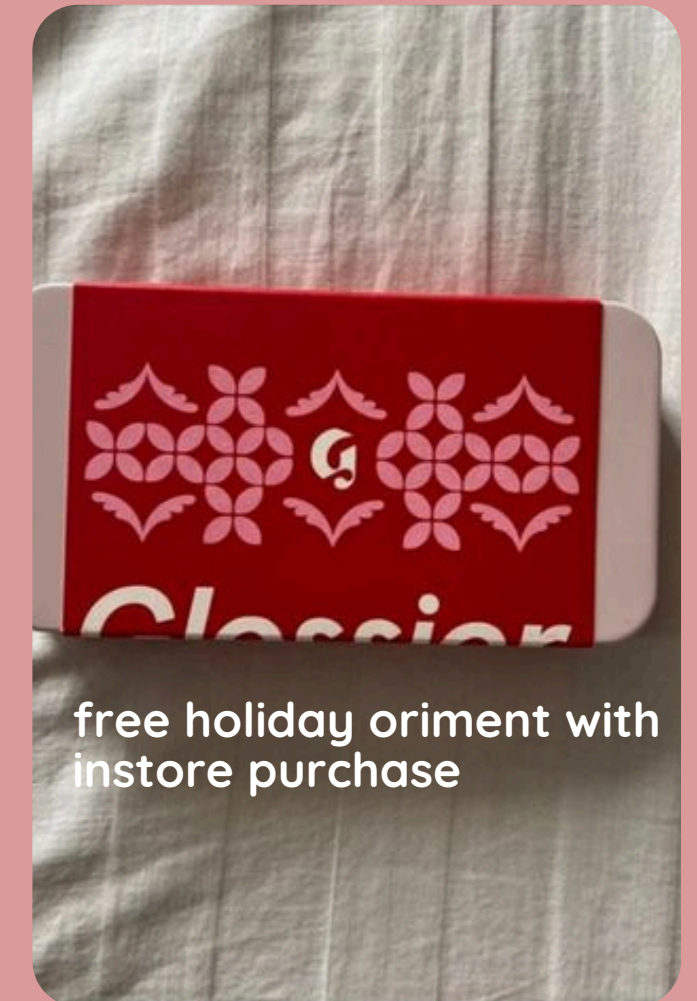
Instagram story  
teaser for  
Georgetown Cupcake  
x glossier popup

## Tactic 3: Exclusive Products



Instagram story  
teaser for  
Georgetown Cupcake  
x glossier product

## Tactic 4: Loyalty Program








free holiday ornament with  
instore purchase

Instagram story for  
exclusive gift with  
instore purchase.

## INSTAGRAM CONTENT CALENDER

# Glossier

MAY 1	MAY 2	MAY 3	MAY 4	MAY 5
10:00 AM EST	12:00 PM EST	3:00 PM EST	8:00 AM EST	10:00 AM EST
				
POST	POST	REEL	STORY	POST
Sneak peek post about the "You" Perfume release tomorrow.	"You" Perfume product release.	What's in your bag reel with influencer Alix Earle with the new "You" perfume included	If you buy a "You" perfume this week you get a half off cloud with purchase.	Announcement that the "You" perfume will soon come out in different size options.
<b>Caption &amp; Hashtag</b>	<b>Caption &amp; Hashtag</b>	<b>Caption &amp; Hashtag</b>	<b>Caption &amp; Hashtag</b>	<b>Caption &amp; Hashtag</b>
Tomorrow, Glossier's much-anticipated 'You' perfume hits the shelves, inviting you to embrace your unique essence with every spritz.	The wait is finally over as Glossier's 'You' perfume has officially hit the shelves. Embrace your essence with every spray and let your uniqueness shine through.	Curious what's in Alix's bag? From essentials to must-haves, join me as I reveal the treasures inside, including the oh-so-irresistible Glossier You perfume! Elevate your scent game wherever you go.	Buy 'You' perfume this week and get Cloud Paint at 50% off!	Exciting news! Your favorite Glossier 'You' perfume is about to get even better with new sizes coming soon! Stay tuned for more ways to indulge in your signature scent.
#GlossierYou #NewRelease #FragranceLaunch #EmbraceYourEssence #ScentSational #BeautyRevolution #IndividualityInABottle #EssenceOfYou	#GlossierYou #ReleaseDay #NewScent #EmbraceYourself #FragranceLaunch #UniquelyYou #EssenceOfYou #GlossierMagic	#WhatsInMyBag #GlossierYou #Essentials #MustHaves #OnTheGo #ScentSational #GlossierMagic #PerfumeLover	N/A because it's a story. (caption will be text on screen)	#GlossierYou #NewSizes #PerfumeLove #SignatureScent #ExcitingNews #BeautyReveal #ComingSoon #StayTuned

# Evaluation

## How Will We Measure Success?

### Strategy 1: Unique In-Store Experiences

- **Tactic 1:** Track event attendance via sign-ups and gather feedback through surveys.
- **Tactic 2:** Measure foot traffic and sales during pop-ups; collect customer feedback.

### Strategy 2: Promote In-Store Exclusives

- **Tactic 1:** Monitor sales of exclusive products and gather customer perceptions via surveys.
- **Tactic 2:** Track loyalty reward redemptions and repeat visits using CRM tools.



# Timing & Budget

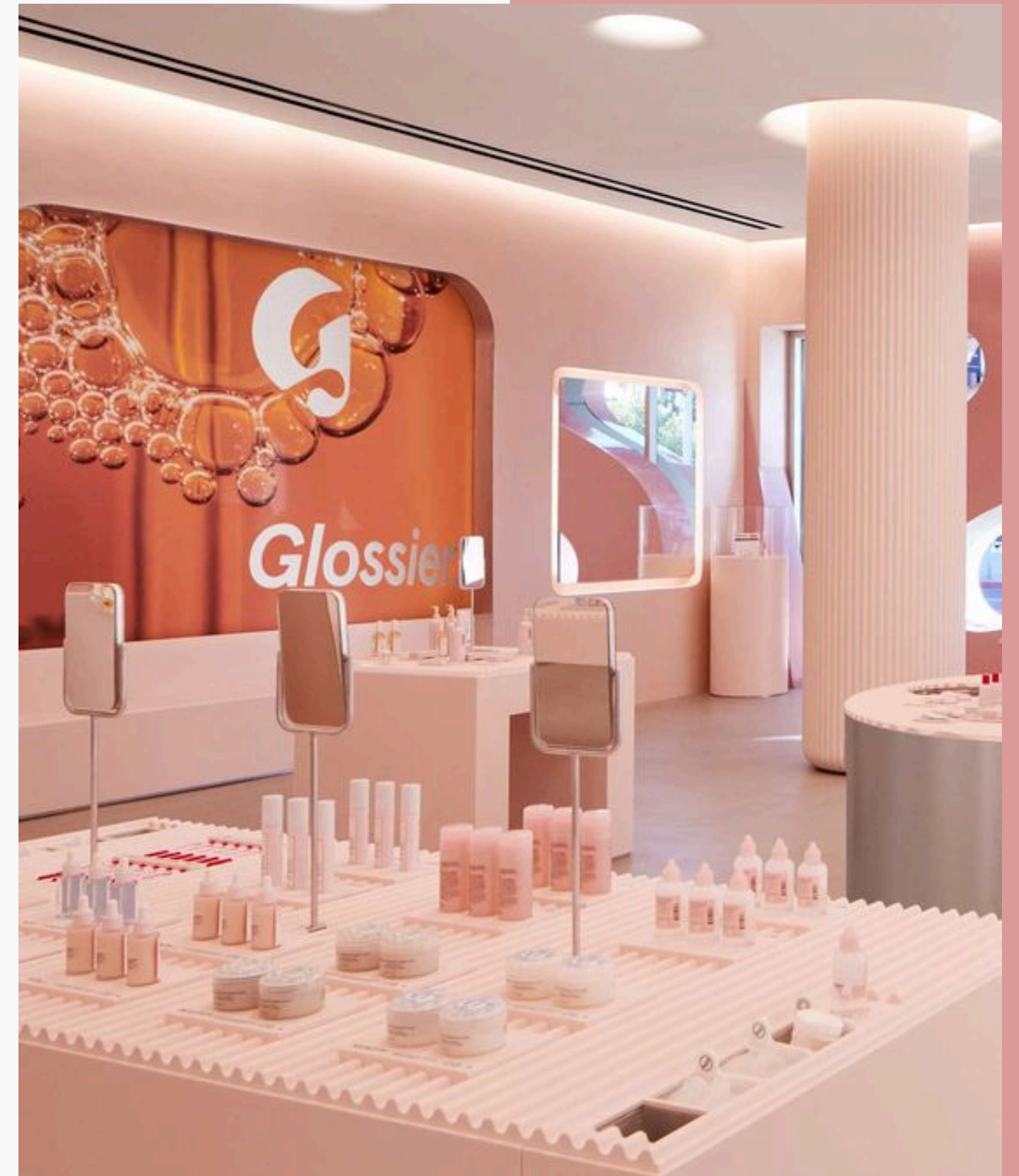
## Timing:

Timing and budget are crucial to success.

Initiatives should roll out in phases, allowing 4–6 weeks for pre-launch promotion and a 3-month evaluation period to refine tactics.

## Budget:

The budget should prioritize influencer partnerships, event costs, app development, and targeted marketing. Ideally, 15-20% of projected campaign revenue should be focused on high-ROI conversions from cross-promotions. The detailed budget is on the next slide.



# Detailed Budget

## Strategy 1: Unique In-Store Experiences

### Tactic 1: Host Monthly Themed Events or Workshops

- **Costs:**
  - **DIY decor and supplies: \$50/event x 2 months = \$100**
  - **In-house staff for workshops or influencer collaboration (exchange for product or exposure): \$0**
  - **Light refreshments/snacks: \$50/event x 2 = \$100**

### Tactic 2: Partner with Local Brands or Artists for Pop-Ups

- **Costs:**
  - **Shared marketing materials (social media posts and in-store signage): \$50**
  - **Minimal setup costs (e.g., display tables, decor): \$50**
  - **Collaborations with local brands/artists (mutual exposure agreement): \$0**

### Strategy 1 Total: \$300

## Strategy 2: Promote In-Store Exclusives

### Tactic 1: Offer Exclusive Products or Samples

- **Costs:**
  - **Sample product bundles or exclusive items (partner with vendors for free or discounted samples): \$200**

### Tactic 2: Loyalty Rewards for In-Store Purchases

- **Costs:**
  - **Reward system (discount vouchers or free items for future use): \$2/reward x 50 customers = \$100**

### Strategy 2 Total: \$300

## Marketing and Evaluation

- **Social media promotions (organic posts and limited ad spend): \$150**
- **Survey tools (Google Forms or paper surveys): \$0**
- **Analytics tools for foot traffic (manual counting or low-cost apps): \$50**

### Marketing and Evaluation Total: \$200

### Grand Total: \$800

This leaves **\$200 as a buffer for unexpected costs** or enhancing any of the tactics.

# How This Relates To Glossier's Mission & Values

## Reason 1: Fostering Community and Inclusivity

- Hosting unique **in-store events** and partnering with local brands aligns with Glossier's value of creating a community-focused, inclusive retail experience.
- Workshops and pop-ups encourage **customer engagement** and **empowerment**, resonating with Glossier's mission to make beauty approachable and interactive.

## Reason 2: Enhancing Customer Loyalty and Connection

- Offering **exclusive products** and loyalty rewards reinforces Glossier's focus on personalized customer experiences and retention.
- Using **social media and feedback tools** highlights Glossier's commitment to listening to and evolving with its audience



# Branding Guidelines

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## Color & Type

Color rules:

- #f6e3e7
- #f3f6f6

Type rules:

Apercu  
Apercu Pro

## Photography

Photography rules:

Simple photography highlighting the brand colors of red, white, black, and pink. The photos should showcase the product in a lighthearted feminine manner.

## Tone of Voice

Tone of voice rules:

Playful, clean, simple, friendly.  
We want to keep the image of Glossier being a clean, simple and aesthetically pleasing brand that prioritizes skin health first and beauty second.



*Thank you*

Questions?

