

Social Media Campaign: Glossier Cloud Paint

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## **Product**

Cloud Paint is a cream-gel blush made by Glossier. The specially designed consistency of this product allows for smooth application and a unified feel. It is described by the company as a seamless cheek color and “the most user-friendly blush under the sun”. This product is designed to be buildable and versatile. It is also cruelty free and is made without fragrance.

Cloud Paint comes in eight colors; Storm (warm rose), Dawn (sunny coral), Puff (light, cool Pink), Dusk (brownish nude), Haze (deep fuchsia), Beam (soft peach) and two new shades, Spark (bright poppy) and Eve (rich mulberry).

Glossier prides itself in natural and beneficial ingredients. This product contains collagen which hydrates the skin and allows the blush to give a fresh and dewy look. They recommend Cloud Paint be applied with your fingers and they encourage users to mix multiple shades to create custom tones that best suit the customer. When mixing shades, they advise doing so on the back of the hand before dapping onto the face with your fingertips.

## **Target Audience**

This campaign will target working millennial women. These women are in their late twenties, early to mid-thirties and we are more so focused on women who hold bachelor degrees and are working professionals. The women we are targeting are middle class that are looking for affordable products so they can focus on spending their money on the good stuff. Like wine and student loans. The campaign will be focused around working from home and how to look your best when there isn't a lot of time.

## **Social Media Campaign**

The campaign being proposed is a Glossier's first giveaway contest. Our goal here is to honor and show appreciation to the many women who have been working from home in a messy bun, no makeup, and the same sweats they've worn all week. Customers will post videos on social media of them getting ready as quickly as possible. The focal point of the video should answer the question, how fast can you get ready when your boss asks you the dreaded question, can we discuss this over zoom? Customers will show us how they go from naturally beautiful to glowing and gorgeous for those virtual meetings. The winners will receive the entire Cloud Paint collection and be featured on our social media platforms. In order for an entry to count customers must tag **@glossier** and use the hashtag, **#readywithcloud**.

The contest will be available on Tik Tok and Instagram. On Instagram the videos can be posted on customers' grid, IG TV or on Reels. Posts made on Instagram stories will not be accepted because of the short time frame they are available for review. Customers' can also enter by posting a Tik Tok. They have the option of posting on both platforms to count as two

## **Social Media Platforms**

### *Tik Tok*

The first platform chosen for this campaign is Tik Tok. This fairly new social media platform has over 800 million total users. 150 million of those users use the app every day, and 90% of daily users use the app more than one time per day. 26.5 million users from the United states use the app monthly. This choice was made because of the amount of growth this app has seen this year. According to Omnicore Agency and data from November 2, 2020 there are 5.5 times more

adult Tik Tok users in the United States now, than there were 18 months ago. An interesting fact about Tik Tok that sets them apart from other social platforms is that people spend an average of 52 minutes a day on the application. When looking at our Target Audience of millennial women it is important to acknowledge that 50% of users are less than 34 years of age. The only somewhat negative statistic is that only 44% of Tik Tok users are female. While that may be a little lower than was expected it is still a substantial number to appeal to.

The bottom line is that Tik Tok is growing quickly and it has been such an important outlet for so many people during this difficult time. It is important that we use this contest to stay relevant and keep up with the newest trends.

### *Instagram*

The second platform being used for this is Instagram. This is important because it is such fun and common application for our demographic. According to [pewresearch.org](http://pewresearch.org) 67% of adults ages 18-29 use Instagram. Using the same data, 47% of adults ages 30-49 also use the app. 43% of college graduate use Instagram and among Instagram users 63% open the app daily.

While Instagram may not rate as high as Facebook in terms of demographics it is the perfect platform for this contest because of its vast options for video content. People have the opportunity to post their entry videos three different ways giving them more creative freedom without compromising the aesthetic of their Instagram grid.

### **Measurement**

The number one way the success of this campaign will be measured is by the number of entries we receive. Using our follower numbers on these two media platforms as a guideline we are hoping to receive 135 thousand entries on Instagram and about two thousand entries on Tik Tok.

Another goal of this campaign is to see the sound and hashtag from our announcement and example videos on Tik Tok start trending. The Instagram metrics we will be watching is if our hashtag #readywithcloud starts trending and the number of views on all related videos will be closely monitored. The hope is that 10 percent of our follows at least view all contest related content posted by the brand. The last goal of this campaign is to gain 5 thousand followers on Tik Tok. Between the hashtag and using *Space Girl* as the announcement sound the goal is to attract more users and gain exposure.

## References

Medical & Healthcare Digital Marketing Agency. (2020, June 04). Retrieved December 11, 2020, from <https://www.omnicoreagency.com/>