



# DTC INSIDER

## The Secrets Behind Glossier's Marketing Success

**GM, this is DTC Insider, your best source for all your eCommerce marketing needs. Doing the work so you don't have to!**

**Today, in 10 minutes or less, you'll learn:**

- About Glossier, one of the most successful beauty brands of this time, and its innovative marketing.
- What Glossier did to effectively utilize social media and user-generated content to enhance your online presence and engagement.

- How it prioritized authenticity and inclusivity
- What are micro-influencers? What value do they bring to a brand?

## NEED HELP?

**NEED HELP?** If you want to take it to take your eCommerce store the next level: We have a done-for-you package where you can sit back and we do everything for you.

If you're interested in saving time and skipping all the work, book a FREE Strategy session by clicking the link below 📌

[Yes, I'd love to book a FREE Strategy Session!](#)



**BROUGHT TO YOU BY -**

**Adcreative.ai**

Generate conversion-focused ad creatives and social media posts in a matter of seconds using Artificial Intelligence.

[Get your FREE Trial here](#)

# Into the Glossier

Glossier is a modern beauty brand based in New York, New York, well-known for its minimalist approach to makeup and skincare. Founded in 2014 by Emily Weiss, Glossier has quickly gained popularity by enhancing one's natural beauty through simple, effective products.

With a loyal fan base and a solid social media presence, Glossier continues to redefine beauty standards while promoting a fresh-faced, radiant look that resonates with people of all backgrounds.

Emily Weiss, the founder of Glossier, launched [Into the Gloss](#) in 2010. While working at Vogue, she realized that the beauty brand community needed a personalized experience and connection to its user. The current one-dimensional relationship style between beauty brands and users gave her the idea for Glossier.

She wanted to create authentic conversations with real women through the Internet.



THE EXPERIENCE

## Emily Weiss, Founder and Clara's Mom

Glossier's founder talks motherhood and not getting everything right [READ MORE >](#)

[Source: Into the Gloss](#)

*"I believe the best brands are those that build genuine relationships with their customers and make them feel like they're part of a like-minded community." - Emily Weiss*

Glossier's revenue in 2022 was \$20 million. With 477 employees, it expanded its customer base and reinforced its position as a leading beauty brand. Assuming that Glossier can convert 2% of its visitors into genuine customers, obtaining a customer through a popup store equates to \$131. This results in a remaining \$161 surplus LTV, which demonstrates the real value delivered by Glossier's innovative popup.

Glossier's average order value is \$50. The company focuses on creating affordable and accessible skincare and makeup products. Their products range from \$12 to \$35, most falling around the \$20 to \$30 range.

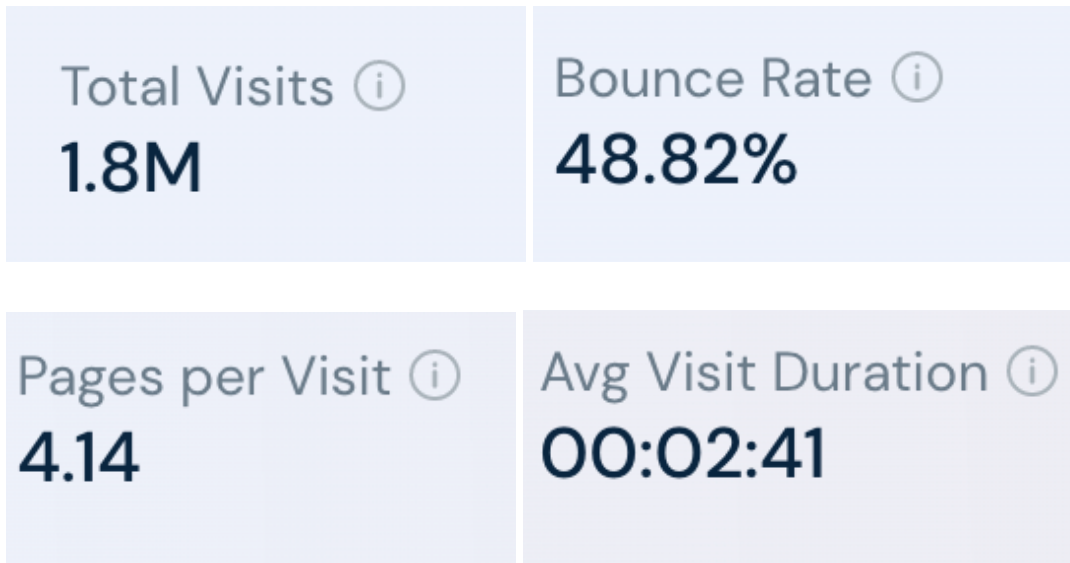


Glossier's online-only model is estimated to drive customer lifetime value (CLV) of \$1,705.

Glossier has achieved remarkable success through strategic marketing campaigns, innovative product launches, and solid partnerships.

**First, let's get into the marketing performance of Glossier.**

**Website Analytics**



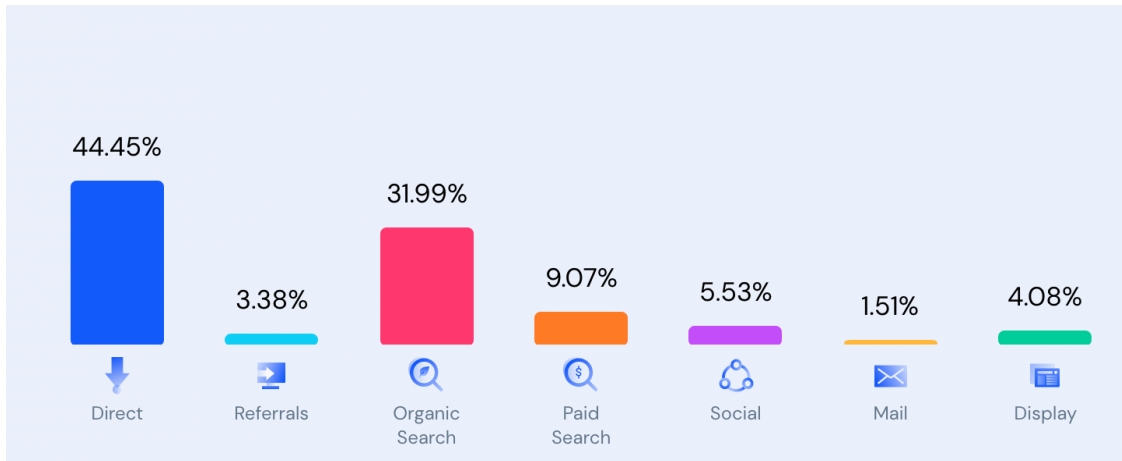
Source: SimilarWeb

The above is glossier.com visits per month.

With an astounding average of 1.8M visits per month, the gender distribution for this website is 75.04% female and 24.96% male visitors. This suggests Glossier's target market is primarily female users, with 65.51% between 18-34.

Glossier seeks to attract women interested in high-quality, responsibly-made products that enhance their natural beauty and help them feel confident and comfortable in their own skin.

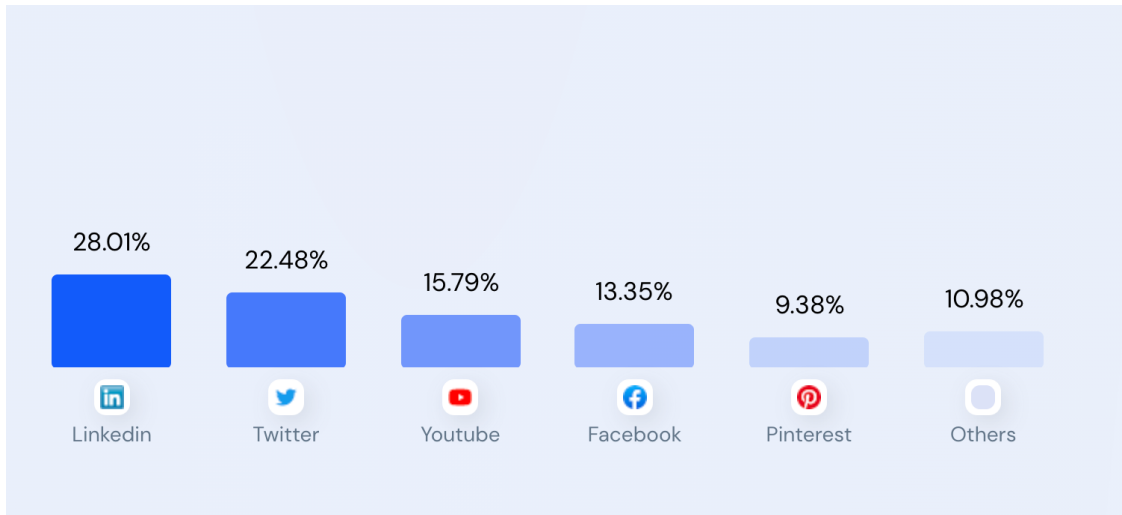
## Marketing Channel Distribution



[source: SimilarWeb](#)

Glossier's primary website traffic sources are direct visits and organic search results, indicating a strong focus on the effectiveness of word-of-mouth referrals and carefully crafted search engine optimization techniques.

## Social Media Distribution



[Source: SimilarWeb](#)

Glossier's social media marketing distribution is crucial to the brand's success. Glossier heavily relies on LinkedIn and Instagram as its primary social media platform, with over 2 million followers and a highly engaged audience. The brand also uses social media platforms like Twitter, Facebook, and Pinterest to reach a wider audience.

Check out their Ad Library to get an idea of their Facebook Advertisements: [Facebook Ad Library](#)

### **Best seller:**

Glossier's [Milky Jelly Cleanser](#) is a gentle daily face wash that effectively removes all dirt, makeup, and impurities from the skin. It is suitable for all skin types and does not leave any residue or tighten the skin. The formula is pH-balanced and includes five different skin conditioners to ensure the skin feels soft and supple after every use.

### **Corporate Structure and Strategies**

The primary divisions of Glossier's corporate structure include management and operations, research and development, marketing and sales, customer support, and finance. Each of these divisions is led by a team of experienced professionals who work together to bring innovative beauty products directly to the consumer.

The Management and Operation division is led by CEO Emily Weiss, overseeing the company's overall functioning. The Research and Development division is responsible for creating new products by researching customer preferences and innovative trends in the beauty industry. The R&D team collaborates closely with suppliers to develop unique formulas that meet Glossier's high-quality standards.

Glossier relies heavily on digital marketing strategies to promote its products in the Marketing and Sales division, especially on social media platforms. This division focuses on building brand awareness, launching

new products, managing partnerships with influencers, and continually engaging with customers online.

## **Specific causes of success**

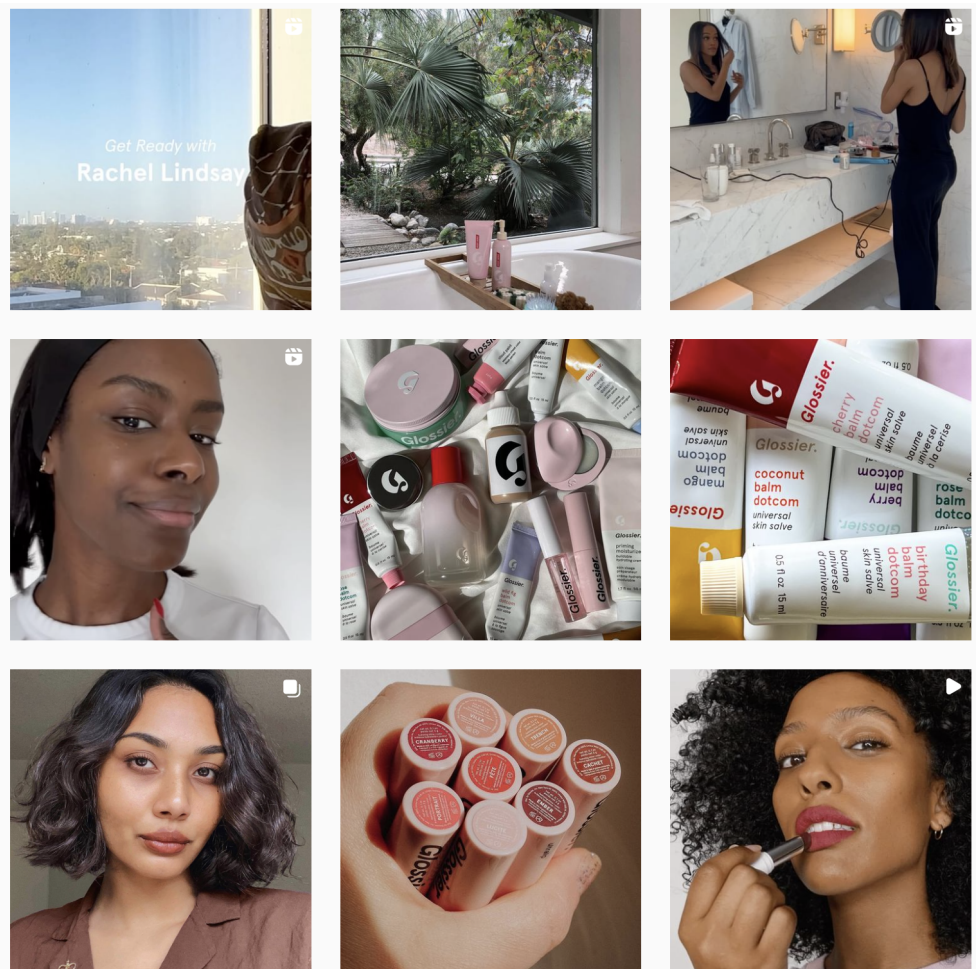
**Now, let's delve into how they've effectively built an impressive level of brand awareness** across multiple platforms to engage with their target demographic, specifically through collaborations with influencers and celebrities.

## **What are the key drivers of Glossier's success?**

### **Micro-influencers**

Glossier's use of micro-influencers has played a crucial role in the growth and success of its brand. By partnering with micro-influencers, they have built a loyal and engaged audience, tapping into the power of authentic user-generated content.

Glossier's approach involves identifying those who align with its brand values and have an established connection with its target demographic—predominantly young and beauty-conscious individuals. By engaging with these influencers, Glossier not only exposes its brand to new potential buyers but also creates an authentic conversation about its products.



Source: [EXTOLE](#)

Micro-influencers have a smaller yet highly engaged following, typically ranging from 5,000 to 100,000 followers. Unlike macro-influencers, who often boast a much larger following, micro-influencers are generally seen as more authentic and relatable by their audience. Glossier recognized this potential and strategically targeted these individuals to promote their products.

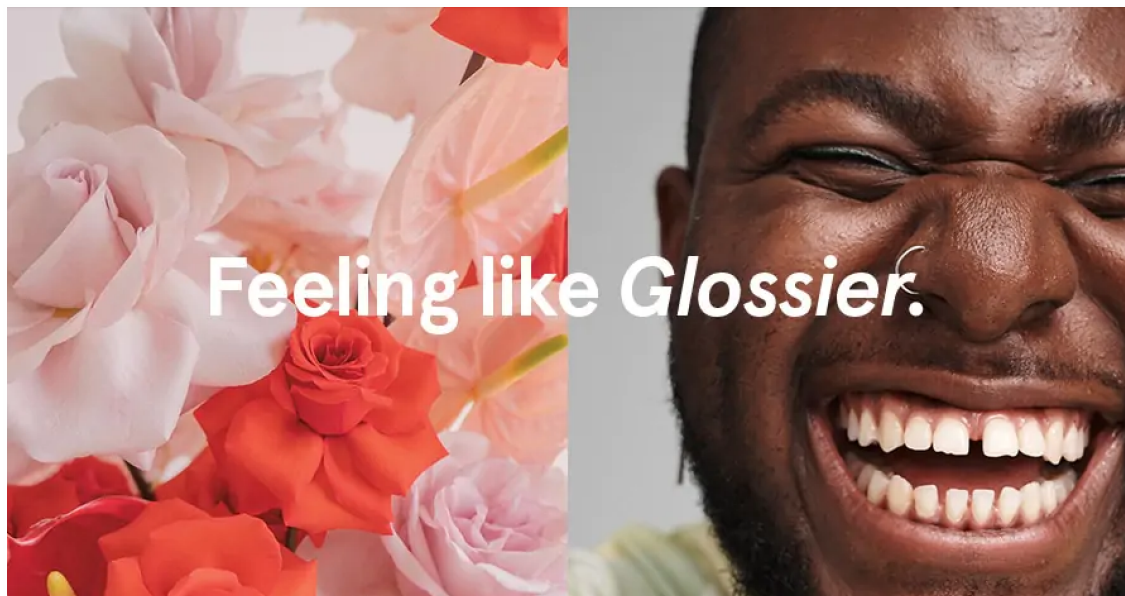
Glossier has leveraged micro-influencer partnerships through sponsored content, where influencers create posts featuring Glossier products in exchange for payment or complimentary items. This sponsored content showcases the products in use and provides honest reviews, giving followers an insight into how the product performs in real life. Trusting the opinion of someone they admire makes it more likely for followers to try Glossier products themselves.

This approach has led to a solid reputation, increased brand awareness, and significant growth in sales and customer base.

### **Focus on authenticity and inclusive branding**

Glossier is a beauty brand that has gained significant popularity due to its strong focus on authentic branding. The company's primary goal is to revolutionize the beauty industry by empowering individuals to embrace and showcase their unique styles and personalities. Glossier's approach to authentic branding is centered around several fundamental principles.

Firstly, Glossier emphasizes realness and natural beauty in its marketing efforts. By representing people of different backgrounds, skin types, and ages, the brand encourages customers to feel confident in their skin without conforming to traditional or unrealistic beauty standards.



Source: AdWeek

Secondly, Glossier values transparency and open dialogue with its customers, leveraging social media platforms like Instagram and relying



on user-generated content for promotions. By sharing authentic experiences and perspectives on its products, the brand cultivates a genuine relationship with its audience, and fosters trust.

Lastly, Glossier's product range is designed with simplicity, reflecting its branding ethos of promoting self-expression without trying too hard. Their minimalist packaging, straightforward product descriptions, and emphasis on natural ingredients all contribute to an authentic image that prioritizes individual style over superficial trends.



[Source: Fortune](#)

Glossier's commitment to authentic branding lies at the core of its success as a beauty brand. Through genuine representation, transparent communication with customers, and a simple yet quality product line, Glossier has managed to stand out from competitors by valuing authenticity above all else.

## **Creating engaging content**

Seeing how Glossier started as a blog, it isn't surprising that content marketing is a key focus and driver of the company's success.



Source: SkedSocial

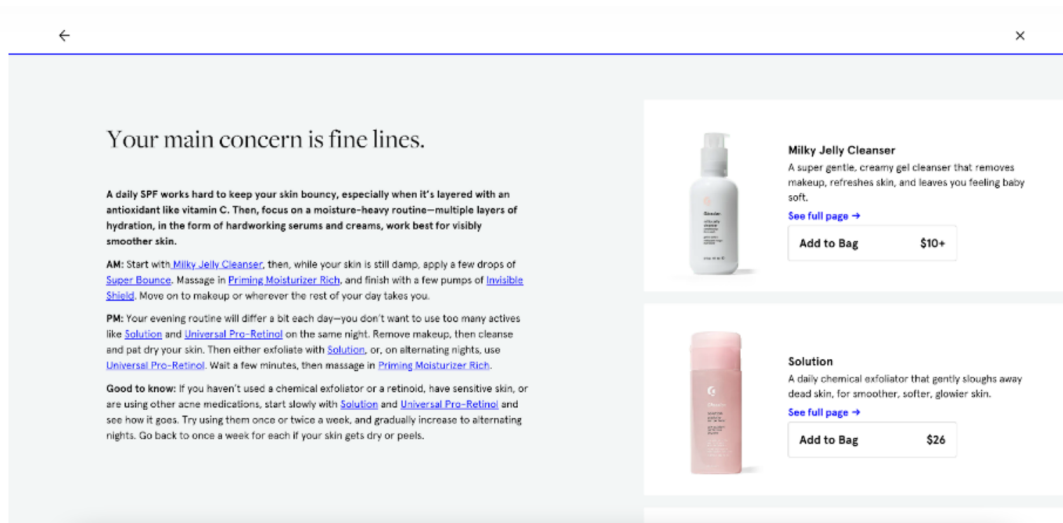
The company has found that creating relevant, engaging content that speaks to its target audience has been instrumental in building brand awareness and loyalty. Glossier's content is often visually driven and designed to be shared and liked on social media. The company has also found that creating personalized content that speaks to individual customer needs has been vital to driving engagement.

## **Curating an enjoyable user experience**

Glossier understands the importance of curating an immersive and personalized experience, setting them apart from its competitors in the beauty industry.



Its aesthetically pleasing and intuitive website design is easily navigated, creating an uncomplicated online shopping experience. The minimalist design radiates sophistication while ensuring straightforward access to product information, reviews, and exclusive content.



[Source: Glossier](#)

On their website, under “Save with Sets,” they use the bundling of different products they recommend to be used together.

In addition to digital channels, Glossier has also transformed brick-and-mortar retail experiences by creating unique concept stores that offer more than just shopping. Customers can explore new products through interactive displays, seek personalized skin consultations with knowledgeable staff members, or enjoy the Instagram-worthy setting decorated with lush greenery and millennial pink accents.



Source: Glossy

Glossier's commitment to user experience is evident in every aspect of its business model – from product development to digital presence and retail spaces. As a result, they have created a loyal customer base that values the brand for its user-centric approach to delivering beauty solutions tailored specifically for them.

**In summary,** Glossier's success in marketing can be attributed to its innovative approach that focuses on creating a solid connection with its consumers, its emphasis on authenticity and transparency in its brand, user-generated content, and its priority in micro-influencer marketing. By utilizing these strategies, it has significantly stood out in the crowded beauty market and secured a loyal and avid fan base.

## DTC MEMES