



Glossier also treats its interactions with users on social media with care | Photo source [instagram.com/glossier](https://www.instagram.com/glossier)

Innovation > Fashion & Beauty > Beauty company turns social followers into brand ambassadors

BEAUTY COMPANY TURNS SOCIAL FOLLOWERS INTO BRAND AMBASSADORS

 FASHION & BEAUTY

Glossier’s successful, customer-centric social media strategy relies heavily on resharing user-generated content

Spotted: American beauty brand [Glossier](#) has harnessed the power of user-generated content as part of a successful social media marketing strategy. By reposting images, videos and product takes from their social media followers and offering other incentives like free product giveaways to brand loyalists, it has created an army of what are known as “Glossier Girls.”

Part of the strategy includes encouraging the use of specific hashtags. Followers are also enticed by the possibility of earning exclusive discounts and receiving test products to try for free by mentioning the brand in their social media posts. For one recent launch, Glossier avoided dealing with any influencers and gave a new product away to [500 of their most engaged customers](#).

Glossier also treats its interactions with users on social media with care, when other brands limit their interactions to answering customer service queries. There’s a conscious effort to take product feedback seriously and actually use it to shape product development, which fosters further brand loyalty.

“Customer is at the heart of product development, customer is at the heart of strategy and customer is at the heart of the sale,” Glossier’s president and chief operating officer Henry Davis told [Marketing Week](#).

26th June 2019

Email: gTEAM@glossier.com

Website: glossier.com

Contact: glossier.com/contact

[Download PDF](#)

Takeaway:

Glossier is taking a customer-centric approach to its social media strategy, which appears to be working. The brand [added 42,000 fans to its Facebook page in the first half of 2018](#), an increase of 25.2 percent. The cycle of advocacy created by developing an engaged social media audience also amounts to free advertising, and may even be more valuable than traditional advertising. “When your friend says, ‘you have to try this thing’, you listen. You cannot buy that much goodwill with all the advertising and the best creatives in the world. That’s what we’re focused on,” Davis said.