

SPEC CAMPAIGN

# GLOW UP

*Your 30-Day Skin Transformation*

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Client: Sephora | Platforms: Instagram & Facebook | Duration: 30 Days  
Category: Skincare | Format: Organic + Paid Social

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## CAMPAIGN OVERVIEW

### Campaign at a Glance

Campaign Name: Glow Up: Your 30-Day Skin Transformation  
 Client: Sephora (Spec / Conceptual Work)  
 Platforms: Instagram (Primary), Facebook (Secondary)  
 Campaign Duration: 30 Days  
 Content Category: Skincare  
 Campaign Type: Organic Content + Paid Social Amplification  
 Primary Hashtag: #GlowUpWithSephora

## BRAND BACKGROUND & OPPORTUNITY

Sephora is one of the world's leading beauty retailers, with over 22 million Instagram followers and 20 million Facebook fans. While Instagram drives the majority of Sephora's social engagement, Facebook remains a largely underleveraged platform with minimal posting frequency — presenting a clear opportunity for increased reach and community building among an older, high-purchasing demographic.

The skincare category continues to dominate beauty spending, with consumers increasingly invested in multi-step routines, ingredient education, and long-term skin health. This campaign targets that behavior directly.

## CAMPAIGN OBJECTIVES & KPIS

### Primary Objectives

- Drive product discovery and sales within Sephora's skincare category
- Generate high-volume, authentic UGC using the campaign hashtag
- Grow engagement rate on both Instagram and Facebook by 15% over the campaign period
- Build community around the Beauty Insider program through challenge participation

### Key Performance Indicators

Metric	Instagram Target	Facebook Target
Engagement Rate	+15% vs. baseline	+20% vs. baseline
UGC Posts (#GlowUpWithSephora)	5,000+ posts	1,500+ shares/tags
Reel / Video Views	2M+ views	500K+ views
Story Interactions (polls/quizzes)	200K+ responses	N/A

<b>Link-in-bio / Ad Click-through</b>	2.5% CTR	1.8% CTR
<b>New Followers</b>	+50,000	+15,000

## TARGET AUDIENCE

This campaign targets Sephora's core demographic while also extending reach to an engaged millennial/Gen Z audience that is already invested in skincare routines.

<p><b>Primary: Instagram Audience</b>                  Age: 18-34                  Gender: Primarily women (75%)                  Interests: Skincare routines, self-care, beauty tutorials, wellness                  Behavior: Trend-aware, UGC creators, Beauty Insider members</p>	<p><b>Secondary: Facebook Audience</b>                  Age: 30-50                  Gender: Primarily women (70%)                  Interests: Anti-aging skincare, product reviews, lifestyle content                  Behavior: High-intent shoppers, community group participants, deal-seekers</p>
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## CAMPAIGN CONCEPT

### The Big Idea: Glow Up

"Glow Up" is a culturally resonant phrase that captures personal transformation — the idea that with the right routine and products, your best skin is a journey, not an overnight result. This campaign turns that idea into a 30-day community challenge, inviting Sephora's audience to commit to a skincare routine, share their progress daily, and celebrate results together.

The challenge positions Sephora not just as a retailer but as a trusted guide in the skincare journey — reinforcing its Beauty Insider community, elevating its expert authority, and driving repeat product interaction over 30 days rather than a single purchase moment.

<p><b>Why This Concept Works</b>                  Longevity: 30-day challenges sustain engagement far longer than standard campaigns                  UGC Engine: The challenge format naturally generates authentic user content                  Product Integration: Daily prompts create natural, non-pushy product mentions                  Community Building: Connects directly to Sephora's Beauty Insider Community platform                  Inclusivity: Works for all skin types, budgets, and experience levels</p>
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## PLATFORM STRATEGY

### Instagram (Primary)

Instagram will serve as the campaign's storytelling engine and UGC hub. The platform's Reels format is ideal for before/after content, tutorials, and day-in-the-life routines that perform well with Sephora's core demographic.

- Reels: 3x/week — skincare tutorials, product demos, 'Day 1 vs Day 30' transformations
- Feed Posts: 2x/week — curated product roundups, expert skincare tips, customer spotlights
- Stories: Daily — polls ('AM or PM routine?'), quizzes ('What's your skin type?'), countdown stickers, UGC reposts
- Collaboration posts with 3-5 micro-influencers (100K-500K followers) in the skincare space

### Facebook (Secondary)

Facebook will serve the campaign's educational and community-building objectives. Given Sephora's historically low Facebook posting frequency, even modest consistent activity will drive strong relative performance. The platform is ideal for longer-form content, link sharing, and group discussion.

- Feed Posts: 3x/week — educational articles, product roundups, shareable tips graphics
- Facebook Stories: 4x/week — repurposed Instagram Stories content
- Facebook Group (Beauty Insider Community): Weekly challenge check-in posts, Q&A threads
- 1 paid campaign running weeks 2-3 targeting lookalike audiences of Sephora purchasers

## 4-WEEK CONTENT CALENDAR

Each week has a distinct theme that guides content creation and escalates engagement as the challenge builds momentum.

Week	Theme	Instagram Focus	Facebook Focus	Key Hook
<b>Week 1</b>	Start Your Glow	Challenge launch Reel, skin type quiz Story, product 'starter kit' feed post	Campaign intro post, 'What's your skin goal?' poll, product roundup article	Free gift with purchase offer for challenge sign-ups
<b>Week 2</b>	Know Your Skin	Ingredient education Reels (retinol, niacinamide, SPF), expert Q&A Stories	Long-form 'Skincare 101' posts, Facebook Live with Sephora beauty advisor	Paid ads launch — target: skincare enthusiasts, lookalike purchasers
<b>Week 3</b>	Show Your Progress	UGC reposts, 'Day 15 Check-In' Reel, before/after Stories	Community thread: 'Share your Week 3 skin update', curated customer reviews	Beauty Insider points bonus for challenge participants who share #GlowUpWithSephora
<b>Week 4</b>	Celebrate the Glow	Final transformation Reels, 'Best of Challenge' feed carousel, winner spotlight	Community celebration post, link to Sephora blog recap, challenge winner feature	User-voted 'Glow Up MVP' award + gift card prize to drive final-week engagement

## SAMPLE POST COPY

The following posts represent the campaign's range of tones and formats — from educational to playful to community-driven.

### Post 1 — Instagram Reel Caption (Week 1 Launch)

**Format: Instagram Reel | Tone: Energetic, Inviting | Week: 1**

Caption:

Your glow-up starts NOW. ☐

We're challenging you to 30 days of committed skincare — and we're with you every step of the way. Whether you're a 10-step routine devotee or a cleanser-and-go kind of person, this challenge was made for you.

Here's how it works:

1. Pick your Sephora skincare essentials (link in bio to shop the Glow Up Starter Kits — curated by our beauty advisors for every skin type)
2. Commit to your routine for 30 days
3. Share your journey with #GlowUpWithSephora

Day 30 you? She's waiting. Let's go.

#GlowUpWithSephora #SephoraSkincare #SkincareChallenge #GlowUp #SkincareTok  
#BeautyInsider #SkincareRoutine #Sephora

Reel concept: Fast-cut montage of diverse skin types and routines, morning light, close-up product textures, ending on 'Day 1 vs Day 30' split-screen of glowing skin. Voiceover: 'Your skin transformation starts with one decision.'

### Post 2 — Instagram Stories Sequence (Week 2 Education)

**Format: Instagram Stories (3-slide sequence) | Tone: Expert, Conversational | Week: 2**

Slide 1 — Poll:

Text: 'Real talk — are you using SPF in your morning routine?'

Poll options: 'Every single day ✨' vs 'I know I should... 😊'

(Follow-up slide auto-triggers based on answer)

Slide 2 — Education (appears after poll):

Text: 'SPF is the #1 anti-aging product you're not using enough of. Daily use — even on cloudy days, even indoors — is the single biggest thing you can do for your skin.'

CTA: 'Swipe up to shop our 10 best-loved SPF's for every skin type →'

Slide 3 — Product Feature:

Visual: Flat lay of 3-5 featured SPF products with Sephora branding

Text: 'Our top picks for your Glow Up routine ✨'

Sticker: Link to SPF collection page

### Post 3 — Facebook Feed Post (Week 2 Educational)

**Format: Facebook Post + Link | Tone: Warm, Informative | Week: 2**

Caption:

Raise your hand if you've ever bought a skincare product, used it twice, and then wondered why it wasn't working yet. ☐

Here's the truth: most skincare ingredients need consistent use for 4-8 weeks before you'll see real results. That's exactly why we built the Glow Up Challenge — to give you the accountability (and the community) to actually stick with it.

This week in the challenge, we're diving into the ingredients that make the biggest difference:

- Retinol — the gold standard for cell turnover
- Niacinamide — your pore-minimizing, brightening best friend
- Hyaluronic acid — the hydration hero your skin is probably craving right now

Read our full guide to understanding your skincare ingredients (link in post) — and drop a comment below: which ingredient are you focusing on this month?

#GlowUpWithSephora #SkincareEducation #BeautyInsider

### Post 4 — Instagram Feed Carousel (Week 3 UGC Spotlight)

**Format: Instagram Carousel (5 slides) | Tone: Celebratory, Community-first | Week: 3**

Caption:

Week 3 of #GlowUpWithSephora and the results are giving EVERYTHING. ☐☐

We've been obsessed with your progress posts this month. Swipe to see some of our favorite Glow Up journeys from the community — real people, real skin, real results.

You've got one more week. Keep going.

Tag us or use #GlowUpWithSephora to be featured in our Week 4 spotlight. ☐

Carousel slides:

Slide 1: Bold text overlay: 'Week 3 Check-In: The Glow is REAL'

Slides 2-4: Repurposed UGC (permission obtained) featuring community before/after and routine flat lays

Slide 5: Sephora-branded call to action: 'Share your Week 3 update → #GlowUpWithSephora'

## HASHTAG STRATEGY

### Primary Campaign Hashtag

#GlowUpWithSephora — unique, ownable, and directly tied to the campaign. Used in all posts across both platforms to aggregate UGC and track participation.

### Supporting Hashtags

Branded	Community/Niche	Broad Reach
#Sephora	#SkincareChallenge	#GlowUp
#BeautyInsider	#SkincareRoutine	#SkincareTok
#SephoraSkincare	#GlowSkin	#BeautyTips
#SephoraFavorites	#SkincareCommunity	#HealthySkin

## INFLUENCER & CREATOR STRATEGY

To amplify reach at launch and provide diverse representation, this campaign incorporates 4-5 micro-influencers in the skincare space (100K-500K followers). Micro-influencers are prioritized over mega-influencers for their higher engagement rates, stronger community trust, and cost-effectiveness.

### Creator Profile Criteria

- Primary focus on skincare content (not general beauty)
- Engagement rate of 3%+ on recent posts
- Authentic, unfiltered aesthetic that aligns with the 'real results' campaign tone
- Diverse representation across skin types, tones, ages, and concerns
- Prior experience with 30-day challenges or transformation content preferred

### Creator Deliverables

- 1 Reel at campaign launch (Week 1) announcing their participation and starter kit
- 2 mid-challenge progress posts (Weeks 2-3) showing real routine updates
- 1 final transformation Reel (Week 4) with before/after and product callouts
- Story check-ins throughout: polls, behind-the-scenes, Q&As

## PAID SOCIAL COMPONENT

Paid amplification runs during Weeks 2-3, when organic engagement is highest and the algorithm is already surfacing campaign content. This approach maximizes efficiency by boosting content that has already proven organic traction.

Platform	Ad Format	Audience	Objective
Instagram	Reel Boost + Story Ads	Lookalike: Sephora purchasers (1%), Interest: skincare/beauty	Video views + Link clicks to shop
Facebook	Feed Carousel Ad	Retargeting: website visitors + Beauty Insider members	Conversions (add to cart)

## STRATEGIC RATIONALE

Every element of this campaign was built around three core strategic choices:

### 1. Challenge Format Over One-Time Activation

A 30-day challenge sustains attention and builds habit — aligning perfectly with the biological reality that skincare takes time to show results. This creates 30 days of content, touchpoints, and community interaction rather than a single campaign burst.

### 2. Community-Led UGC Over Brand-Produced Content

Sephora's Beauty Insider Community is one of the brand's most underutilized assets. By routing challenge participation through the community platform, this campaign deepens loyalty program engagement while generating thousands of authentic content pieces that outperform branded content in trust metrics.

### 3. Facebook as Education Hub, Instagram as Engagement Engine

Rather than running identical content on both platforms, this campaign plays to each platform's strengths: Instagram drives visual storytelling and viral UGC; Facebook supports long-form education and community discussion. This distinction maximizes both reach and depth of engagement.

## A NOTE ON THIS WORK

### Spec Campaign Disclosure

This is a conceptual campaign created as portfolio spec work. It is not affiliated with, endorsed by, or produced for Sephora or LVMH. All strategy, copy, and campaign concepts are original work.

The campaign was developed using publicly available information about Sephora's social media presence, platform data, and industry benchmarks. Follower counts and platform

statistics are sourced from Rival IQ and Enrich Labs research (2025).