

# Content marketing

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## desk research

The client I am marketing is a press-on nail company creating bespoke, high quality removable nails, targeted towards women aged 20-30. The platform I have chosen to market my client on is Instagram, as I feel the mix of reels (short form video content) and image posts is a good way to market the full potential of my clients product.

The goal of my research is to understand the trends and marketing used by others in my chosen niche to find out how to best market my client.

### ***Popular press-on nail Instagram accounts:***

@glamnetic

@impressbeauty

@theprettypressnails

### ***@glamnetics***

Glamnetics is a premium press-on nail brand that advertises their product on Instagram. They have a chic, feminine and classy aesthetic that they maintain throughout all of their posts. Out of all three accounts I am analysing, they are closest to what I want my business to achieve within their Instagram marketing. They post often, having twelve posts in the last seven days, averaging 1-3 posts per day. They rely most heavily on the reach Instagram reels bring, with 11 of the last twelve posts being reels. They post brand updates, new product announcements, and product demonstrations. In

addition, they also have good customer interaction, with a high number of comments on each post as well as the brand interacting directly with these comments.

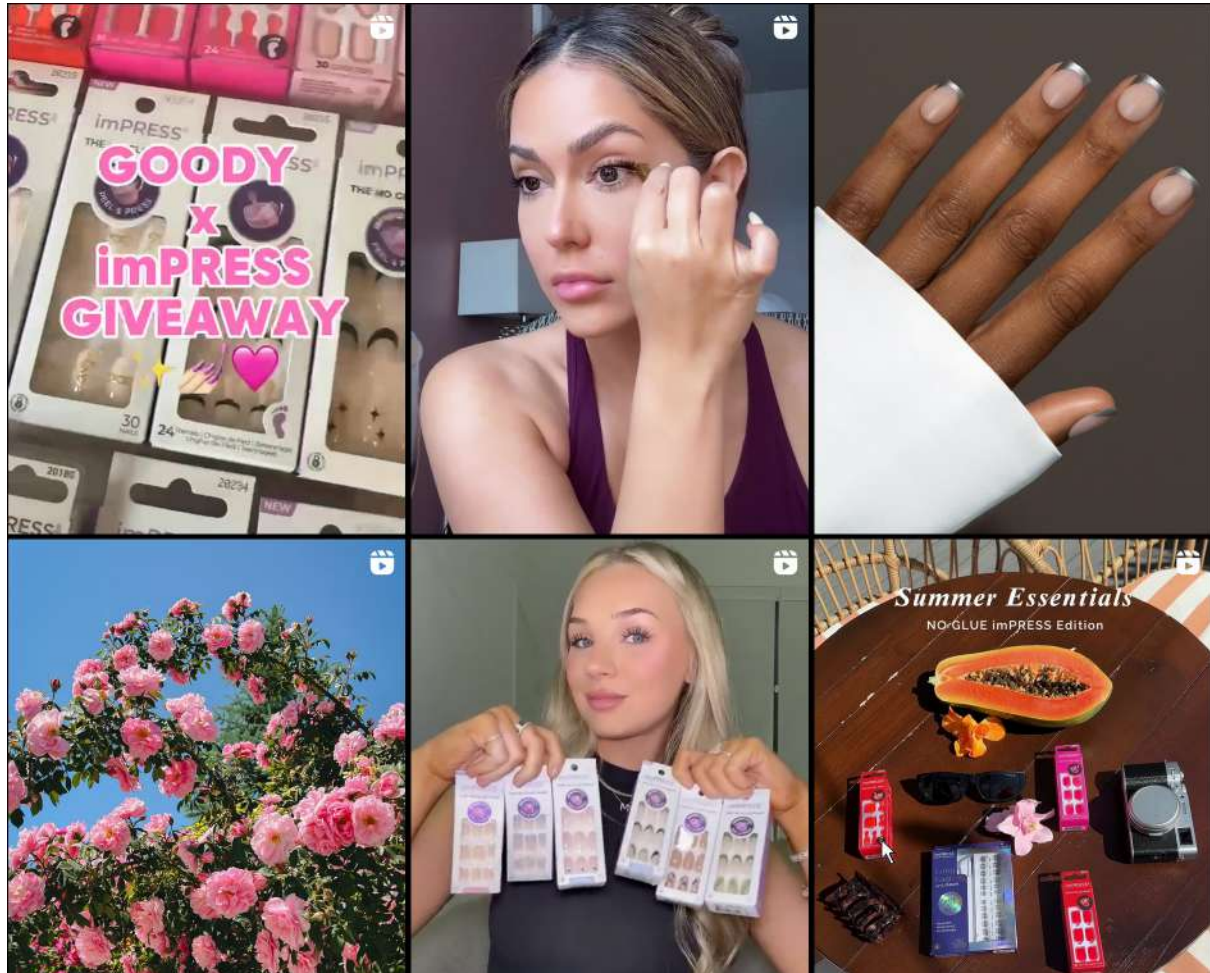


@/glamnetics on Instagram

### **@impressbeauty**

Impress beauty is a no glue press-on nail and lash brand who advertises on Instagram. They have a more playful but highly polished Instagram feed, with the colours pink, purple, blue and red being used throughout. They post less than glamnetics, with 8 posts for the last seven days, averaging about one post a day. They also use main feed posts more than reels, with pictorial style photos making up the majority of the posts. The reels they do post are usually

product try-ons or influencer collaboration videos. They have less engagements on their posts than the other two brands, but more influence with celebrity marketing as they have multiple products.



@impressbeauty on Instagram

## **@theprettypressnails**

Theprettypressnails is a premium press-on gel nail company that also advertises on Instagram. They are the smallest account I'm analysing, with 60 thousand followers. They have a more natural aesthetic throughout their posts, with lots of warm tone colours and models posed doing day to day activities. They post less frequently than the other accounts, posting one to two times a week. In their last four posts, they utilised reels, however a majority of their previous posts are photographs of the nails. They also have less post engagement through comments, but majority of the comments they do get are positive.



@theprettypressnails on Instagram

The industry my client operates in is personal care and beauty, within the niche of nail care. They offer ready to buy and customisable hand painted press on nails that are shipped to clients. The typical client for this product is women in their twenties who for work or other reasons, cannot get long lasting manicures such as gel or acrylic nails, who still want fun and unique designs different to drugstore press-on nails.

In my research of others in the same niche, I found that the most prevalent trends are:

- quick and satisfying asmr videos demonstrating how to use the products, such as “apply my new nails with me” or “asmr nail removal”.
- “POV” videos of the product in everyday life, showing how people wear the nails day to day: doing makeup, working in an office, going out for coffee, etc.
- Collaborations with different influencers who are prevalent within the platform to build trust and community engagement within the brand

# Best practices for posting on Instagram

## 1) Quality content

When posting on Instagram, it's better to post select quality posts rather than lots of subpar photos that don't fit in with your brands goals/values

## 2) Consistency

Following industry standard from competitors for posting schedules can help the business stay consistent in how much and what to post, helping build your brand reputation and stay on potential customers feeds. Using Instagram's business analytics can also help you figure out what time your posts get the most engagement (Kuligowski,2024).

## 3) Visually consistency

The aesthetic and vibe of your posts is something you should figure out early on so you can keep the theme throughout all your posts. A brand without consistency can look unprofessional to the audience. Furthermore, consistency can help form brand recognition (Kuligowski,2024).

## 4) Boost web traffic

Make sure to include the website link in your Instagram profile bio, so consumers can go directly to view or purchase the products. You can also take advantage of the Instagram stories link feature, as well as utilising direct to shop advertisements once the brand grows.

## 5) Comment engagement

One of the best ways to build engagement among your audience is to engage with the comments you already get. Respond to as many comments as possible, while maintaining your brands voice. This will help build care and trust with customers (Kuligowski,2024).

## Target audience research

For my target audience research, I conducted interviews with women between the ages of 19-29, with most being between 20 -23. The interviewees are people who balance student life or a career, and have an active interest in beauty and self-care.

For this interview, I wanted to find out particularly about what aspects of nailcare made my interviewees avoid it, so that we could target these points within the business and its marketing. I also asked questions about beauty and the feeling around it in general, so I could figure out the values and mindset of our potential customers, so we could better understand the needs and wants of our target audience and incorporate them into our Instagram content/branding. I tried to use non-leading questions, such as “what does beauty mean to you?” so that I could get longer answers with less bias towards the subject. I wanted to understand the motivations, practical barriers, and behaviour patterns of my potential customers.

Using atlas to analyse the interviews, I found out a lot about my target audience. There are multiple pain-points within nailcare for the audience, with the most frequently reoccurring points being the time commitment to the service, the high cost associated with nail services, and concerns about research into potential health effects of these services. For example, when asked “is there any aspect of getting your nails done that bothers you/makes you avoid getting them done?”, one interviewee said “waiting while it’s being done”, while another said “ the damage to nails as well as health ramifications”.

While there was multiple pain points, participants also had different motivations for getting these services. Multiple people said that nailcare, as well as beauty in general, makes them feel more confident and happy with themselves, as well as helping them connect to their femininity. Participants were also influenced to consider services by professional visuals and clear information across a brands social media marketing. “the amount of information provided. If it’s not available on their account I will look somewhere else”.

## **Content strategy**

For our business, based on both desk and target audience research, we have decided that the best sweet spot for our business is premium, hand-made press-on nails that are salon quality for young women who work or attend university. We will provide high quality nails that are easy to apply and remove so that our busy target audience can use them without the damage, cost or time wasting of nail extensions. With our Instagram account, we will showcase our range of products, from natural to highly designed press-on nails. The elements that separates us from our competitors is the blend of product quality, aesthetic, and easy application and removal.

For our content tilt, we want to differentiate our product from others on the market, while taking our audiences needs into account.

The aesthetic we are going to use within our posts is a “clean girl” aesthetic, with simple photos showcasing the products in everyday situations, using muted blue, purple and brown tones to accent these posts.

As our target audience is mainly women in a university or career stage of life, I believe that showing the products in this way can help show the durability and quality of the product in a real life situation, encouraging customers to make a purchase. In addition, since one of the concerns of our target audience was transparency about information about pricing, business practices and the product itself, we will focus on showcasing the behind the scenes of making the products, as well as having the pricing clear within our profile.

As well as this, we will include posts about how to apply, care for, and remove our nails so customers know how to properly care for their nails.

To summarise our content tilt, we want to focus on premium nail care for busy women who value time, confidence, and transparency.

## **Business goals**

With our Instagram page, our biggest objectives are to:

grow the brand awareness in the niche of premium press-on nails for busy women, separating ourselves from our competitors as the first choice for clean, easy and quick nails by consistently posting quality content that aligns with the values and aesthetics of our brand.

build a rapport with customers by emphasising quality and transparency and interacting directly with the audience through comments, Instagram stories and interactive content.

Finally to increase traffic to our brands website by using organic market strategies, making access to purchase quick and easy by having a seamless link between content and checkout, as well as having our website linked in our Instagram bio.

## **Content objectives:**

Within our Instagram marketing, our goals for our content are to:

Showcase the quality of the products we offer as well as the wide range of designs. By using simple, real world based imagery we will showcase the handmade, high quality nature of our nails.

Educate the consumer by sharing application and removal tutorials, tips for how to go about daily life with medium to long nails, as well as behind the scenes content to build trust between brand and audience.

Drive engagement by posting consistently and interacting with the audience in various ways to increase engagement and drive traffic towards our website.

Reinforce the brands aesthetic by maintaining a consistent visual identity that falls in line with our chosen clean, chic and feminine branding.

## Metrics to track performance

Metrics are markers of data used to track how well your posts are doing on social media. They can help you understand what content is doing well, what is the best time to post for engagement, etc. ( sprout social). There are a few different metrics that can help you track your brands performance.

### **Follower growth rate:**

Follower growth rate is a percentage that shows how quickly your audience is actually growing/slowing down within a certain time period. Its calculated by:  $\frac{\text{followers you gained in a specific time frame}}{\text{initial number of followers}} \times 100$ . This can be more valuable as an insight then just looking at the overall number of followers you have as it can show you what methods are working to attract an audience and what is not.

### **Engagement rate:**

Engagement rate measures the amount of interactions you receive with your content in relation to how many followers you already have. Engagement rate is important as it can let you know how well your audience is receiving the content you post and if it resonates with them (The Loomly Team, 2024).

### **Content reach:**

Reach is the number of unique users who see your content. Knowing your reach is important in understanding the scale of your audience for each post, and how the algorithm is recommending your content to a general audience (The Loomly Team, 2024).

# Visual identity + branding guidelines.

## Instagram bio:

Glossed Nails ✨

Handmade press-ons, designed for real life

Premium. Practical. Pretty.

👇 Shop + care tips

**Tone of voice:** friendly, professional

## Colour palate:



## Font guidelines:

Headings: Playfair display (24-36pt)

Body: calluna (12-14pt)

Subheadings: **Playfair display bolded, italicised** (18-24pt)

# Calluna

Designed by [Jos Buivenga](#). From [exljbris Font Foundry](#).



Body Text

Calluna Regular

Body Text

Calluna Italic

*Body Text*

Calluna Semibold

Body Text



# Playfair Display

Designed by [Claus Eggers Sørensen](#). From [Google](#).



Add Family

Playfair Display Bold

**Headings &  
subheadings**

Playfair Display Bold Italic

***Headings &  
subheadings***



Add font



Add font



# Playfair Display

Designed by [Claus Eggers Sørensen](#). From [Google](#).



Add Family

Playfair Display Regular

Headings &  
subheadings

Playfair Display Italic

*Headings &  
subheadings*



Add font



Add font



## Post visuals guidelines:

Do:

- Natural lighting
- Diverse models
- Everyday backgrounds
- Day-to-day settings

### **Don't:**

- Overly filtered photos
- Avoid cluttered/ overly busy product posts

## **Content ideas:**

### ***Top of Funnel:***

In the TOF stage of content marketing, the goal is to capture the attention of a new audience and increase the brands overall visibility. Content should entertain, inspire, and lightly educate the viewer.

Some ideas for this stage of the marketing funnel for my client is:

### **Aesthetic Flat Lay Mood Boards**

Use nail sets alongside objects like coffee cups, perfume, books, etc., to create lifestyle visuals with clean, pastel palettes – highly shareable and on-brand.

### **“Prep with Me” Routine (30–60s)**

A clean, calming tutorial showing nail prep before applying your press-ons. Use soft lighting, ambient music, and voiceover to keep it aesthetic and informative.

CTA: “tag a friend who could use this inspo!”

## ***Middle of Funnel***

In the MOF stage of the marketing funnel, the goal is to build the chance of prospective buyers by gaining trust and demonstrating the value of your product. Content should inspire and further educate the audience.

### **POV Trends (e.g., “POV: You’re that girl...”)**

Use POV formats with clean-girl lifestyle visuals: matcha latte, tote bag, slick bun – then flash the nails at the end for that "that girl" final touch.

### **“Apply in Under 5” Speed Run**

Quick how-to demonstrating how easy it is to apply your nails – ideal for busy mornings or last-minute plans. Emphasize ease and style.

CTA: “ tag someone who matches these vibes” “Can you apply in under five?”

## ***Bottom of Funnel***

In the BOF stage of the marketing funnel, the goal is to drive conversions using a sense of urgency and strong CTAs. The content should educate and convert audience numbers into sales.

### **Mini Mani Makeover Sessions (Live)**

Have a team member or influencer do a live mini-makeover using your press-ons. Talk application, styling, and care while chatting casually with viewers.

### **#PressOnPersonality Series**

Feature user-submitted or influencer content showing how different personalities style your nails. Highlight versatility and ease of product.

CTA: “shop these looks and more in our bio”

## monthly content schedule

For our content schedule, I felt it would be best to have set days to post reels and grid posts, with a bigger emphasis on reels as they have the most reach on Instagram. The business should post reels three time a week, with photo posts on their main feed once a week, with other types of content such as stories posts or live videos at least once a week to keep up with competitors in the niche.

**Content Calendar June 2025**

Reel   Grid post   other

SUN	MON	TUE	WED	THURS	FRI	SAT
			1 Reel	2	3 Reel Grid post	4
5 Reel	6 other	7	8 Reel	9	10 Reel Grid post	11
12 Reel	13	14 other	15 Reel	16	17 Reel Grid post	18
19 Reel	20	21	22 Reel	23 other	24 Reel Grid post	25
26 Reel	27	28	29 Reel	30	31 Reel Grid post	other

## Ethical advertising

Within our niche and our business, it will be very important to be transparent about our products and their quality while advertising on Instagram, so we do not mislead customers and provide bad quality services. As well as being transparent, we are committed to having inclusivity within our advertising, using models of different races, sizes and walks of life in our advertising.

## **Personal reflection**

Over my time in this class, I have learned so much about content marketing and the work that goes into it. The biggest thing I learned while participating in this class is the fact that content marketing is not just posting photos on Instagram, but that a lot of thought and work goes into building the brands visuals, voice, and posts while remaining overall consistent. My biggest challenge throughout this project has been finding ways to stand out in the saturated niche of nail care, however I believe I overcame this by putting thought into who I was advertising to and what they would most like to see.

# Appendices

## Post Mock-ups (playable videos submitted in separate file)

The image displays four Instagram post mock-ups for the account 'Glossednails'. Each post includes a header, a main image, a caption, and engagement icons (heart, comment, share, bookmark).

- Post 1:** Header: "Long Days?". Image: A person holding a red book titled "Dorian Lebbors Visual Grammar". Caption: "No problem." 110 likes. Text: "Work has you stressed? lift you're mood with #glossednails #pressons".
- Post 2:** Header: "Girls trip?". Image: Hands with red nail polish on a blue and white striped background. Caption: "We have it sorted." 110 likes. Text: "Last minute holiday? look and feel you're best with #glossednails #pressons".
- Post 3:** Header: "Nail troubles?". Image: A flat-lay of winter-themed items including a smartphone, a "Coming soon" sign, and various accessories. Caption: "We have it sorted." 110 likes. Text: "Career got you're nail game week? Don't worry, we've got you. #glossednails #pressons".
- Post 4:** Header: "After work drinks?". Image: A hand holding a martini glass. Caption: "No problem!" 110 likes. Text: "last minute drinks? impress your coworkers with #glossednails #pressons".



*Caption:* Be your best Version of yourself with

#glossednails #pressons

Link to shop in bio ✨



*Caption:* What's your nail personality?

Shop the collection in our bio! ✨ #glossednails #pressons

14:17

4G

← Glossednails



GlossedNails

385 posts

211K followers

1,140 following

Glossednails ✨

Handmade press-ons, designed for real life  
Premium. Practical. Pretty.

🛒 Shop + care tips

more

[Glossednails.com](https://Glossednails.com)

Follow

Message



new designs



summer inspo



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# Interview coding framework

name	color	groundedness	codegroups	comment
bad image/service	#3D4DB5	2	marketing turn-offs	
cleanliness	#711376	3	Non-negotiable selfcare	
health concerns	#9E8400	2	painpoint	
identity expression	#1B1616	3		Merged from connection to gender and external image
Maintenance frequency	#FF9C27	3	malicare frequency	
middle price point	#008084	3	service price	
non-organic content	#B9C3AA	1	marketing turn-offs	
painpoint	#65C4D	0		
price	#9E8400	2	painpoint	
self image	#661199	4	Beauty expectations	
time taken	#EC2364	2	painpoint	
User support needs	#1B1616	2		Merged from aftercare and hidden information

document	quotation	codes	comment
Is there any aspects of getting your nails done that bothers you/ makes you avoid getting them done?	When they outgrow they look bad. Needs to get off	User support needs	
Is there any aspects of getting your nails done that both you/ makes you avoid getting them done?	How long it takes	time taken	
What does beauty mean to you?	waiting while it's being done	time taken	
What does beauty mean to you?	feeling good about yourself	identity expression	
What does beauty mean to you?	feeling good about yourself	self-image	
What is one non-negotiable step in your self-care routine?	face wash and moisturiser	cleanliness	
What is one non-negotiable step in your self-care routine?	Skincare	cleanliness	
What is one non-negotiable step in your self-care routine?	Moisturising on with both: hygiene, exfoliating, brushing teeth etc	cleanliness	
Do you often think about getting your Nails done?	A few times a month	Maintenance frequency	
Do you often think about getting your Nails done?	Very often	Maintenance frequency	
Do you often think about getting your Nails done?	Most of the time	Maintenance frequency	
Is there anything stopping you from getting your nails done?	damage to nails as well as health ramifications	health concerns	
Is there anything stopping you from getting your nails done?	How expensive it is	price	
Is there anything stopping you from getting your nails done?	how it can weaken your nails	health concerns	
Is there anything you see online that makes you avoid buying nail services from an account?	AI generated images	non-organic content	
Is there anything you see online that makes you avoid buying nail services from an account?	Nail damage	bad image/service	
Is there anything you see online that makes you avoid buying nail services from an account?	If the nails look too thick	bad image/service	
Is there anything you see online that makes you avoid buying nail services from an account?	(the amount of information provided. If it's not available on their account I will look somewhere else	User support needs	
How does getting your nails done make you feel?	feminine	identity expression	
How does getting your nails done make you feel?	more confident and happy	self-image	
How does getting your nails done make you feel?	Confident and happier	self-image	
What is the price range you are willing to pay for a nail service?	40-50	middle price point	
What is the price range you are willing to pay for a nail service?	40-55 depending on what I'm getting	middle price point	
What is the price range you are willing to pay for a nail service?	440-65	middle price point	

# Transparency Document for the use of Educative AI

1. Element of the assignment that is AI powered: *(If no AI was used, answer: "No AI was used for this assignment", and you may skip the next questions)*

## **Ai was used to Help with content ideas, and research support.**

2. AI tools used and reasons of the choices:

ChatGPT was used as it is accessible and fast when gathering information. We also used ChatGPT in class to come up with content ideas, which I then used in my project.

3. Purpose for using this AI tool:

*(Content ideation, research support)*

4. Prompts used

(PREP-part of Prompt Engineering Framework).

State the AI tool of your choice as well.

ChatGPT

*· Prompt one: I am a social media strategist working for a high-quality press-on nail company. I need content ideas for Instagram, that will help my client grow their brand awareness and reach their target audience. the brands tone of voice is a relaxed clean girl aesthetic, with a light fun twist. the brands expertise lies in creating high quality handmade press on nails. the audience wants nails that can easily be taken on and off without compromising quality. the brand sweet spot is creating fun designed nails that are high quality for an older target market (18-25). give me ten ideas for the following:*

*· Prompt two: How to find what part of the marketing funnel you are in*

*· Prompt three: What questions should I ask my target audience, more lifestyle questions*

*· Prompt four: what would some SMART goals be*

5. I have evaluated and processed the output in the following way

(EDIT-part of Prompt Engineering Framework):

*· Round one: The content ideas that I got from ChatGPT where very good, so I ended up incorporating them into my project.*

· Round two: ChatGPT helped clarify the different stages of the marketing funnel for me, which I was struggling with.

· Round three: I asked ChatGPT for some suggestions for my target audience research, however I was not very satisfied with the answers, so I only ended up using one or two of its suggestions, and still I reworded them myself to sound more natural.

· Round four: I asked ChatGPT to give me some smart goals for a business, but again I did not end up using its suggestions as they were for already established business which is not my business, so I did my own research online and from class material to come up with some business goals.

#### 6. My overall reflection on the experience:

AI is a helpful tool to aid in Projects, and it helped me in this instance with fully understanding parts of the material I was struggling with as-well as helping me develop ideas for my content mock-ups. While it was helpful, I believe it still has its limits, which is why the interview question suggestions were not satisfactory.

Link to conversation:

<https://chatgpt.com/c/6819ba26-d1f8-800d-9a7e-eddab637da69>

### **How examiners deal with the use of generative AI language models in assignments**

Adding the transparency document to their assignments will help examiners to determine whether the student has used any generative AI language or text-to-image model(s), and if so, did this in a responsible way. If the examiner suspects that a generative AI tool has been used in a way that is not allowed, for example as a ghost writer for (part of) the final text, this is regarded as an irregularity that prevents the examiner from making a correct assessment of the student's own knowledge, insight, and skills. This is called fraud, as stated in art. 4.12 of the [Education and Examination Regulations](#). In that case, the examiner will report this to the examination board. The examination board will then conduct an investigation.

