

Glossier Case Write Up

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In terms of the programs mentioned in the case and how they can affect the relationship between the brand and the consumer, using peer-to-peer sales representatives as a paid media strategy would allow Glossier to continue prioritizing the relationship between the brand and the consumer. Glossier has positioned itself as a personal and relatable beauty brand for its millennial cult following, so this approach would support that authenticity. Peer-to-peer selling could also create an advantage when it comes to driving revenue growth and conversion. Influencer marketing, however, could weaken the personal connection. Everyday consumers may not see themselves reflected in macro or micro influencers who promote the brand. It might feel like influencers are only communicating with consumers because they are being paid, which can make the messaging feel inauthentic. Glossier also tested hiring influencers for under one hundred dollars per post on Facebook and other digital platforms. The results were inconsistent because only one quarter of them posted regularly, which created questions and concerns about how this strategy would work in terms of incentives and reliability.

When applying the Hierarchy of Effects model, peer-to-peer selling most strongly affects the interest stage of the funnel. These representatives are already enthusiastic customers who love the brand. When their friends and family see that interest, they often become curious as well. Influencer marketing would primarily support the awareness stage, especially among audiences who are unfamiliar with Glossier. As the brand grows, influencers help broaden the top of the funnel. Paid media also supports awareness. Facebook ads or other digital placements can introduce the brand to new audiences who come across the content while scrolling. The aesthetic of Glossier's products and the sense of community surrounding the brand can quickly catch their attention. Glossier should invest in a customer loyalty program because it aligns closely with the brand's current values. The other paid media options feel more transactional and potentially inauthentic. A loyalty program strengthens relationships with existing customers and rewards the community that Glossier already depends on.

Glossier's growth makes it important to evaluate expansion strategies. More showrooms could strengthen the brand's experiential identity. Pop-ups could generate excitement and allow Glossier to test new markets before investing fully. Selling through retailers such as Sephora would increase accessibility and reach, but it would also shift some control of the customer experience away from the brand. If Glossier chose Sephora as a distribution strategy, this would fall under paid media, since it involves retailer advertising and in-store placements. Owned media would include Glossier showrooms, pop-ups, and the brand's online store. Earned media would come from social buzz and user-generated content created during in-person experiences. Different channels also serve different customers from a segmentation perspective. For example, showrooms appeal to superfans of the brand, Sephora appeals to shoppers who want convenience and the ability to find products efficiently in a larger beauty retailer, and pop-ups appeal to trend-driven or location-based audiences.

This brand uses the honesty and openness of its community by listening closely to feedback and incorporating it into product development. This began with Into the Gloss, where Emily Weiss created a space for raw and unfiltered beauty conversations. The trust established there continued as the brand grew and led to hero products such as the Milky Jelly Cleanser, which was shaped directly through community input. As Glossier expands, this dynamic will naturally change. The community will become larger, and it will be harder to maintain the same level of intimacy. Although the brand can still rely on community feedback, communication will not be as open simply because of scale, not because of a lack of interest.

The “best friends” relationship strategy is exciting because it feels new and different. Glossier became so beloved that it created an entirely new revenue stream through branded merchandise, which is unusual for the beauty industry. During the rise of social media, speaking to consumers like friends made the brand stand out. Other brands were only promoting and posting, while Glossier gained traction because it felt genuine, transparent, and fun. There are also risks. This strategy gives a significant amount of power to the consumer. If Glossier launches products based on customer feedback and eventually releases something that reflects the company’s own vision rather than community direction, customers might feel ignored. There is also a risk of losing brand control. If Emily Weiss or the team has a vision that does not align with every piece of consumer feedback, the product portfolio could become inconsistent and overwhelming.