

SUBSCRIPTION GIFT BOX STRATEGY

SOLVING STRUGGLES WITH INSIGHTS

In this scenario, the fictional company FuxeGlow Skincare is launching an exclusive monthly subscription gift pack designed specifically for working professional women.

Modern professional women often struggle to find time for skincare routines that are effective, luxurious, and clean. FuxeGlow aims to solve this with a curated selection of skincare essentials in a convenient subscription box.

TARGET AUDIENCE

- Age: 28–45 years old
- Occupation: Corporate professionals, entrepreneurs, executives, consultants
- Lifestyle: Fast-paced, career-driven, health-conscious
- Skincare concerns: Wants high-quality skincare but has limited time

FUXEGLOW BENEFITS

- Create recurring revenue with a subscription model
- Increase brand loyalty by providing a seamless self-care experience
- Capture a niche audience of working women who need effortless skincare solutions

 [Jaclyn Blute's Portfolio](#)

 [LinkedIn Profile](#)

 New England (Remote)

BOX CONTENTS & PROMO

Each monthly subscription box will contain a carefully selected mix of premium skincare essentials tailored for professional women on the go. The products will focus on hydration, anti-aging, and skin rejuvenation with quick-application formulas.

What's inside each box?

- Travel-sized skincare essentials (for example, FuxeGlow Radiance Renewal Serum)
- Multi-tasking skincare products (e.g., a 3-in-1 hydrating mist + toner + setting spray)
- Exclusive first access to new FuxeGlow products
- Personalized skincare guides and self-care tips for busy professionals
- Limited-edition wellness treats (for example, silk eye masks and aromatherapy oils)

Key selling point:

"Luxury skincare, simplified for your lifestyle."



BUSINESS GOALS

Short-term (first 6 months):

- Acquire 1,500+ subscribers for the new subscription box
- Increase website traffic by 30% through digital marketing efforts
- Establish FuxeGlow as a trusted name in professional women's skincare

Long-term (12+ months):

- Expand the subscription service globally to major cities with high professional populations
- Develop exclusive collaborations with skincare experts and wellness brands
- Position FuxeGlow as a premium self-care brand for working professionals



MARKETING GOALS

- Drive brand awareness through targeted digital campaigns
- Attract professional women using the appropriate digital channels
- Increase subscription sign-ups via content marketing and personalized customer journeys
- Leverage customer testimonials to enhance credibility and encourage referrals



INSTAGRAM & INFLUENCER MARKETING

Instagram and influencer marketing integrate into the daily routines of professional women. These strategies help the discovery and assessment of our skincare products feel organic. Influencer routines and expert-led content build on existing trusted names, and Reels demonstrate how the FuxeGlow subscription fits seamlessly into a busy lifestyle. Instagram campaigns support brand awareness and credibility to encourage first-time subscriptions.



EMAIL MARKETING & RETARGETING

Email marketing and retargeting are highly effective for driving conversions and recurring revenue because they speak to a targeted audience. People who agree to sign up for our promotional email newsletters have a proven interest in FuxeGlow, allowing our brand to deliver personalized messaging, how-to tips, and helpful reminders that maintain awareness and build brand loyalty. Retargeting helps the brand stay current for clients who may need multiple touchpoints before subscribing to the gift box. Working together, these channels blend brand recognition with conversion goals for long-term growth.

CUSTOMER PERSONA

Demographics

Name: Janet Briar

Age: 35-45

Occupation: Senior Manager

Income level: \$180,000/year

Lifestyle summary:

A fast-paced professional, Janet balances demanding workdays, frequent travel, and social commitments. She values efficiency and never compromises on quality, especially when it comes to health, wellness, and self-care. Skincare is important to her, and it needs to fit seamlessly into her busy routine.

Digital behavior and content preferences

She spends time on Instagram, LinkedIn, and X. Her favorite influencers host popular podcasts and blogs in beauty/wellness. Janet prefers how-to content, expert product reviews, routine tips from influencers, and premium beauty advice that saves time while delivering dermatologist-approved results.

Skincare challenges and priorities

Janet wants convenience and exceptional ingredients, and she's willing to pay more for visible benefits and hydration. She won't get a product if it doesn't align with her eco-conscious values. Expert endorsement and trusted peer reviews will help earn her trust that a brand is as effective and sustainable as it claims to be. She won't waste time on lengthy endorsements, however. She wants consistent routines that she can decide on confidently and quickly.