

## LEVERAGING SOCIAL MEDIA MARKETING FOR BRAND GROWTH: EVIDENCE FROM GLAD2GLOW SKINCARE

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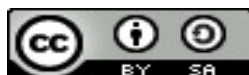
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### ABSTRACT

*The advancement of digital technology has positioned social media as a vital tool for marketing and competitive advantage. This study examines how social media marketing (SMM) strategies enhance brand growth through a qualitative descriptive approach and literature review, focusing on the case of Glad2Glow Skincare on Instagram. Data were drawn from scholarly articles, industry reports, and analysis of influencer promotional content. The findings reveal that content type and message framing significantly impact engagement. For instance, Aqeela Calista's reel generated 229,000 likes, 1,041 comments, and 1,785 shares, making it the most effective in driving interaction. Similarly, Syifa Hadju's testimonial-style feed post gained 78,500 likes and 522 comments, showing the power of authenticity in building trust. In contrast, static feed posts such as Amanda Manopo's (19,900 likes; 440 comments) and Elina Joerg's (16,500 likes; 294 comments) attracted lower engagement, highlighting the superiority of reels and short-video formats. These results align with prior studies emphasizing emotional appeal and interactive strategies as key drivers of consumer participation. Nevertheless, challenges such as algorithm changes and sustaining long-term loyalty persist. The case of Glad2Glow demonstrates that strategic influencer collaborations, dynamic content design, and consumer-centric engagement can transform social media into a powerful driver of competitive advantage in the beauty industry.*

### KEYWORDS

Influencer Marketing, Consumer Engagement, Glad2Glow Skincare, Instagram Marketing



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## INTRODUCTION

The advancement of digital technology has transformed how companies advertise their products and engage with customers. One of the most significant developments in recent years has been the emergence of social media as a marketing tool. Social media platforms like Facebook, Instagram, TikTok, X (previously known as Twitter), and LinkedIn enable companies to engage with a large audience rapidly and efficiently. This change means that social media marketing is not just an extra choice but a requirement for businesses that aim to stay competitive in the digital age. As Kitsios and Kamariotou (2021) note, in the digital era businesses must reduce waiting periods and increase awareness of rapidly changing market environments by adopting emerging technologies to achieve high performance and gain a competitive advantage.

Social media marketing (SMM) offers businesses the chance to enhance brand visibility, sustain customer connections, and communicate information promptly. Effective SMM strategies involve targeting, personalization, and emotional appeal to influence customer spending (Madan & Kour, 2025). These elements highlight that social media is not merely a broadcasting tool but a dynamic channel where interaction and engagement define the success of marketing efforts. Via these platforms, businesses can engage directly with clients, address feedback, and foster a more individualized relationship. This method of communication allows consumers to feel more appreciated and engaged with the brand, which can enhance loyalty and trust. Moreover, social media marketing enables businesses to access new markets without the substantial expenses typically associated with conventional marketing strategies.

A key advantage of social media marketing (SMM) is its capacity to assist businesses in distinguishing themselves from their competitors. Innovative content, partnerships with influencers, and the incorporation of popular themes can greatly enhance a brand's visibility. Businesses that can provide distinctive and pertinent content are more likely to capture consumer interest and establish a powerful presence in the market. In a time when information spreads quickly, the skill to regularly create interesting content serves as a significant competitive edge. As Ranta et al. (2021) observe in the context of Industry 4.0, digital technologies enhance competitiveness by fostering innovative offerings, reducing costs, and enabling new business models that optimize value creation and resource efficiency, which resonates with the role of SMM in strengthening a firm's competitive position.

The change in how consumers behave, moving towards online platforms, has made social media more vital in shaping their buying choices. An increasing number of consumers currently seek product reviews, suggestions, and promotional discounts directly through social media platforms. By integrating organic content, paid ads, and engaging features, companies can lead consumers from being aware of their products to making a purchase more efficiently. E-commerce platforms can optimize business objectives by blending sponsored and non-sponsored content, considering their interactions and user click behaviors (Carrion et al., 2023). This positions social media marketing as both a means of building brand identity and a direct generator of sales.

However, using social media for marketing comes with its own set of difficulties. Companies must adjust to evolving platform algorithms, oversee their online reputation, and guarantee the genuineness of their communications. Incorrect strategies may result in the misallocation of resources or potentially harm the brand's reputation. In fact, as Ancillai et al. (2023) highlight, despite the enormous potential of digital technologies, companies often face a "digitalization paradox," where significant investments are made but the

expected results are not fully achieved. Consequently, it is important to grasp how to design, implement, and assess social media marketing strategies. This research will examine how social media marketing can serve as a source of competitive advantage, the strategies that enhance its effectiveness, and the obstacles that businesses need to address in order to thrive in the digital age.

In this context, Glad2Glow Skincare provides a relevant example of how a beauty brand leverages social media, particularly Instagram, to foster brand growth and consumer engagement. As a skincare brand targeting digitally active consumers, Glad2Glow utilizes creative content, influencer collaborations, and interactive campaigns to strengthen its market presence. Examining this case offers valuable evidence of how SMM can function not only as a communication tool but also as a strategic driver of brand growth in the digital era. Studies have demonstrated a strong correlation between social media activity and revenue generation, with techniques such as influencer marketing, content marketing, and paid advertising driving sales growth (Yadav, 2025).

Despite the growing body of research on digital marketing and social media strategies, there remains a limited number of studies focusing on how skincare brands, particularly emerging ones like Glad2Glow, effectively leverage these platforms for sustainable brand growth. Most prior works have emphasized global or large-scale corporations, leaving a gap in understanding the dynamics of smaller or niche brands operating in competitive consumer markets. Glad2Glow, as a skincare brand that actively engages with its audience on Instagram, offers valuable insights into how content strategies, influencer collaborations, and customer interactions can be integrated to create brand value. By analyzing this case, the present study contributes to the literature by providing practical evidence of how social media marketing not only enhances visibility but also drives consumer trust, loyalty, and ultimately, long-term brand growth. These findings underscore the importance of adopting dynamic, consumer-centric social media approaches to maintain competitiveness and drive long-term brand growth in the evolving digital landscape (Pathak, 2025).

## RESEARCH METHOD

This research employs a qualitative descriptive strategy along with a literature review method. Data sources were gathered from scholarly journal articles, books, and industry reports that are related to the subjects of social media marketing (SMM) and competitive advantage during the digital age. The guidelines for choosing sources are as follows: (1) works published in the past five years (2020–2025), (2) addressing digital marketing strategies or business transformation through social media, and (3) coming from trustworthy sources. Data gathering was performed using academic resources like Google Scholar, ScienceDirect, and ResearchGate. The chosen articles were examined through thematic categorization methods and organized into three primary themes: (1) SMM as a means of gaining competitive advantage, (2) successful strategies for executing SMM, and (3) difficulties encountered when implementing SMM. The study utilized a descriptive-analytical method, connecting outcomes from earlier studies, comparing findings from different sources, and analyzing these to offer strategic suggestions.

## RESULT AND DISCUSSION

No	Influencer	Content Type	Promotional Statement / Caption	Engagement (Likes/Comments/Views)
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1.	Amanda Manopo @amandamanopo	Feed	It's giving a match made in heaven! ❤️ Dua complexion favorite aku sekarang digabung dalam 1 kemasan yang sama, guys! Makeupan jadi makin sat set dan ga pusing nyamain shades lagi 🥰  Coverage-nya tinggi, ada pores blurring effect, dan good oil control, bikin hasil makeup jadi smooth, flawless & on point seharian tanpa longsor, tanpa oksidasi ✨ Definisi andalan complexion di setiap situasi! 💕	19,9k likes/440 comments
2.	Aqeela Calista @aqeelacalista	Reels	kalo pake @glad2glow pasti dilirik 😍	229k likes / 1.041 comments / 1.785 shares
3.	Elina Joerg @elinaaaaajoerg	Feed	Perfect look all day and anytime with the one and only Perfect Cover Cushion ❤️ ✨ No Flashback, Just Flawless ✨	16,5k likes / 294 comments / 150 shares
4.	Sandrina Michelle @sandrinna_11	Reels	Loose Powder G2G bikin makeup aku aman dari flashback and super smooth & matte kayak pakai filter. 🇮🇩 ✨ best loose powder for me ❤️	33k likes / 316 comments / 213 shares
5.	Syifa Hadju @syifahadju	Feed	Definisi the true champ for my smooth & glowing skin 🥰 selalu suka rutinitas exfo sama peeling serum @glad2glow ini <333 no cekat-cekit, no drama, just a smoother, brighter, & healthier skin in 60 seconds! love love loovee super recommended ❤️!	78,5k likes / 522 comments / 112 shares
6.	Nicole Rossi @nicole_rossi_	Feed	Loving the whole look for the special night! 🥰💕🚫 makeup's beautifully done using my fav @glad2glow 2in1 cushion powder yang super satset bikin makeup flawless, smooth, & on-point with no crack walaupun dibawa joget semalaman 😍	Privat like / 1.025comments / 757 shares
7.	@vanessabnka	Reels	get ready with me ୭୯° from skincare - makeup outfit !! 👩♀️💕💕 as always of course pake @glad2glow for my healthy glowy flawless skin look sebelum bepergian keluar!<3🥰💕	3.809 likes / 10 comments / 19 shares
8.	Mia Anggun @anggunmiad	Reels	Dialy skincare routine aku yang bisa kalian cobain bikin hasil make up tetap maksimal!! Pakai GLAD2GLOW YUJA SYMWHITE 377 DARK SPOT MOISTURIZER dan GLADGLOW YUJA SYMWHITE 377 DARK SPOT SERUM Dua combo produk ini bekerja lebih cepat dan efektif Melembabkan kulit sekaligus menyamarkan noda hitam, bekas jerawat moonproduksi melanin,	5.402 likes / 117 comments / 166 shares

			PIE & PIH, dan meratakan warna kulit Gentle dan cocok untuk semua jenis kulit #moisturizer #glad2glowserum #glad2glowindonesia #glad2glowskincare	
9.	Rr. Nabila Putri @napputt	Reels	Exfo pads nya G2G favorit banget sih ❤️ @glad2glow	3.449 likes / 42 comments / 56 shares
10.	Kalluna Grosir Cosmetic @kallunabeauty	Reels	Tuhhhh kan gebrakan glad2glow ada" aja bikin glowing sewajahh!!! Luppp deh #like4likes #tokogrosirmurah #distributorskincare #suplierkosmetik #grosirskincarekosmetik #agenskincare #distributorskincare #glad2glowmoisturizer #glad2glowserum #glad2glowindonesia #moisturizer #moisturizerglad2glow #kallunabeauty #kallunaprobolinggo	216 likes / 5 shares

Sumber : Penulis (2025)

The findings from the analysis of Glad2Glow Skincare’s social media marketing activities, particularly on Instagram, highlight the crucial role of influencer collaborations, creative content strategies, and consumer engagement in driving brand growth. The engagement metrics from selected influencers demonstrate that both content type and message framing significantly influence audience interaction.

For instance, Aqeela Calista’s reel generated exceptionally high engagement with 229k likes, 1,041 comments, and 1,785 shares, showing that short-video content with casual and relatable captions resonates strongly with audiences. This finding supports Madan and Kour (2025), who argue that emotional and interactive appeals in SMM lead to higher consumer participation. Similarly, Syifa Hadju’s skincare endorsement post accumulated 78.5k likes and 522 comments, indicating the effectiveness of testimonial-style content in enhancing consumer trust.

By contrast, static feed posts such as those from Elina Joerg (16.5k likes) and Amanda Manopo (19.9k likes) received relatively lower engagement compared to reel-based promotions. This suggests that dynamic formats like reels are more effective in reaching wider audiences, aligning with Carrion et al. (2023), who emphasize the importance of integrating entertaining formats with product messages in e-commerce marketing.

These findings resonate with Pathak (2025), who highlights that social media marketing not only enhances visibility but also builds customer loyalty through authentic communication. Moreover, the evidence from Glad2Glow suggests that a consumer-centric approach—leveraging influencer voices and interactive formats, provides a significant competitive edge in the beauty industry. Despite these successes, challenges remain, such as maintaining consistency across campaigns, adapting to changing algorithms, and ensuring long-term consumer loyalty. As Ancillai et al. (2023) note, businesses often face the “digitalization paradox,” where high investments do not always yield proportional

returns. Therefore, continuous monitoring and strategy adjustment are essential for sustaining growth. Glad2Glow's case illustrates that strategic use of influencers, creative content design, and engagement-driven approaches can transform social media into a powerful driver of brand growth. These results provide valuable insights for emerging skincare brands seeking to strengthen their market position in the competitive digital landscape.

## CONCLUSION

This study confirms that social media marketing (SMM) functions not only as a communication tool but also as a strategic source of competitive advantage in the digital era. By examining the case of Glad2Glow Skincare, the research demonstrates that consumer-centric strategies, particularly influencer collaborations, creative content, and interactive formats, significantly strengthen brand visibility, trust, and loyalty. The findings highlight that reels and dynamic content formats outperform static posts in generating consumer engagement, validating the importance of aligning marketing approaches with evolving consumer behaviors on digital platforms.

More broadly, the study underscores that effective SMM requires continuous adaptation to platform changes, audience expectations, and authenticity demands. For emerging brands, particularly in competitive sectors such as beauty and skincare, success lies in cultivating genuine relationships with consumers through consistent, engaging, and innovative digital storytelling.

Future research should expand beyond single-case analysis to include cross-brand or cross-industry comparisons, allowing deeper insights into how different market segments leverage social media strategies. Exploring the long-term effects of influencer-driven campaigns on consumer loyalty and purchase behavior also presents a valuable avenue for further study.

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