

Sample ICP and Buyer Persona Report

Glow & Co | D2C skincare and beauty brand example

ICP	Buyer Persona	D2C	Messaging	Customer Research
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This sample shows how I turn scattered audience assumptions into a practical customer profile that can guide content, website messaging, paid ads, and launch planning.

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Service shown	ICP and Buyer Persona Research
Use case	Customer clarity for content, ads, website messaging, and GTM planning
Format	Sample portfolio document for Fiverr buyers

Transparency note: This is a sample strategy document created to demonstrate structure, thinking, and deliverable quality. It is not presented as confidential client work.

1. Business Context

Glow & Co is treated here as a sample D2C skincare brand selling clean, everyday skincare products for urban Indian consumers. The assumed business problem is common: the brand has a visually appealing product line, but the audience definition is too broad and the message could apply to many beauty brands.

The purpose of the research is not to create a decorative persona. The purpose is to decide who the brand should speak to first, what that customer cares about, and what kind of message would make the offer easier to understand.

2. Research Inputs Used

Input	What I Look For
Competitor pages	How similar brands describe skin concerns, product benefits, ingredient claims, and routines.
Customer reviews	Repeated phrases around irritation, trust, fragrance, visible results, price sensitivity, and routine effort.
Social content patterns	What topics get saved or commented on: routines, before-after claims, ingredient education, and problem-solution posts.
AI-assisted synthesis	Clustering repeated pains, objections, desired outcomes, and content angles. Final interpretation is manual.

3. Primary Ideal Customer Profile

Field	Recommended ICP
Segment	Urban women aged 24-34 who want simple, reliable skincare for sensitive or easily irritated skin.
Market	Tier 1 and upper Tier 2 Indian cities; active on Instagram, marketplaces, and beauty review content.
Current behavior	They try products cautiously, compare reviews before buying, and prefer routines that do not feel complicated.
Core problem	They want visible skin improvement but worry about irritation, exaggerated claims, and products that do not suit their skin.
Buying trigger	A specific skin concern before an event, seasonal skin changes, product reaction from another brand, or recommendation from a trusted creator/friend.
What they value	Gentle formulas, visible but believable results, transparent ingredients, simple routines, and proof from people with similar skin.

What to avoid	Overly clinical language, unrealistic transformation claims, and generic 'premium quality' messaging.
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4. Buyer Persona

Persona name: Ananya, the cautious skincare upgrader

Dimension	Insight
Profile	28-year-old working professional in Delhi NCR or Bangalore. Earns independently and spends selectively on beauty and wellness.
Goal	Wants skin to look calm, healthy, and presentable without following a long 8-step routine.
Pain points	Past product reactions, confusion from too many ingredient claims, distrust of exaggerated influencer results, and uncertainty about what suits her skin.
Objections	Will this irritate my skin? Is this actually gentle? Are the reviews real? Is it worth paying more than a marketplace alternative?
Decision criteria	Clear use case, real reviews, ingredient simplicity, visible proof, return/refund confidence, and routine guidance.
Best content hooks	Sensitive skin routine, what to avoid, gentle product comparison, ingredient myth-busting, real user experience.

5. Messaging Implications

Weak Message	Stronger Message
Premium skincare for glowing skin.	Gentle everyday skincare for women who want visible results without irritating sensitive skin.
Made with quality ingredients.	A simple routine built around calming ingredients, clear usage guidance, and believable skin improvement.
Best products for all skin types.	Start with skin that reacts easily. Build trust there first, then expand.

6. Content and Ad Angles

- Your skin is not difficult. Your routine may be overloaded.
- 3 signs your skincare product is too harsh for your skin.
- A simple morning routine for skin that reacts easily.
- Before buying another serum, check these 3 things.
- Sensitive skin does not need more products. It needs fewer wrong ones.
- What real customers look for before trusting a skincare brand.

7. Strategic Recommendation

Glow & Co should not try to win the entire skincare market first. The sharper entry point is women with sensitive or easily irritated skin who want a simple, trustworthy routine. This gives the brand a clearer content direction, stronger product education angle, and more believable positioning than broad 'glow' messaging.