

# The Curly Hair Marketing Blueprint

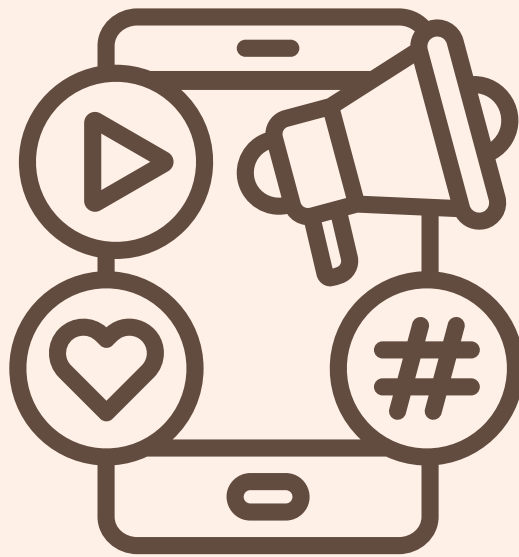
*A Digital Guide for Beauty Brands*

Most beauty brands don't fail because of bad products. They fail because they don't understand the **curly consumer!**

## LEARN MORE ABOUT



**BEAUTY  
MARKETING**



**CONTENT  
PLANNING**



**STORYTELLING**

## GENERIC MARKETING

- ✗ One-size fits all messaging
- ✗ Product first approach
- ✗ Overly polished visuals

## CURLY HAIR MARKETING

- ✓ Community centered messaging
- ✓ Education first approach
- ✓ Authentic and relatable content

## TESTIMONIAL

*With experience collaborating with brands such as Not Your Mother's, PATTERN Beauty, and Rizos Curls, I've developed a strong understanding of both B2B and B2C marketing within the curly hair space. Combined with my Master's in Marketing and Bachelor's in Interactive Media and Communications, I bring a balance of data-driven strategy and creative execution to every insight.*

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[www.thecurlconnection.com](http://www.thecurlconnection.com)

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