



ESNATH MOYO

BEAUTY & LIFESTYLE BLOGGER

[Skincareplurges.com](https://skincareplurges.com)



20 000
views a month

Esnath Moyo

LIFESTYLE BLOG

about

I started blogging in April, 2015 as a creative outlet for me to express my love for all things fashion and beauty. I'm the kind of person who will simmer with excitement over something I picked from a charity shop or from Selfridges, So I found my tribe of like minded people on social media, like me they enjoy skincare and makeup. At the same time they also like to get inspired on what to wear for different occasions, and/or how to translate trends into wearable everyday clothes.

Some of my followers are transitioning from their 30's to 40's and want their skincare routines and dressing to reflect this.

We navigate life's up and downs together with my readers, this is how I have build this loyal engaged following.

Story telling

I try to feature everyday real life stories that my audience can relate to, from making coffee, because we all know know coffee is life.

To walking in nature, doing a school run etc within these activities is where I introduce my skincare, makeup routines and products I have been using.

I talk about what I am wearing, sometimes we even g shopping together with my followers.

Grocery shopping does feature here too

I really enjoy the story telling part of the job.

I recognise that realistic content is what my readers most gravitate towards a balance between basic and luxury.

brands I have worked with

- Aveeno, UK
- PAI skincare
- SkinSense
- Murad
- Garnier
- CeraVe
- Livingproof, UK
- Erborian
- Beauty expert

the numbers



BLOG

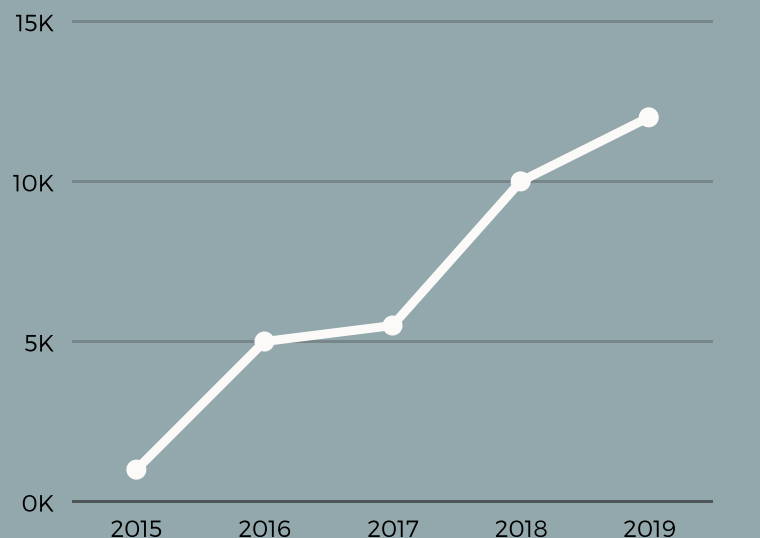
5,800
weekly views



1,004
followers



14,437
engagement rate
6% -8%



"A strong, positive self-image is the best possible preparation for success."