

# Research on Problem Analysis and Optimization Strategy of Social Media Targeted Marketing in the Skin Care Industry

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## Abstract:

The skincare industry continues to flourish as skincare has become an essential part of daily life for consumers. This trend is expected to persist, with consumption in the industry projected to grow steadily in the future. The rapid advancement of information technology has significantly influenced how the skincare industry operates, particularly in its use of social media to elevate brand and product visibility through various innovative marketing strategies. This paper explores the primary social media marketing methods employed in the skincare industry, delving into the strengths and weaknesses of each approach. It also offers recommendations for enhancing marketing efficiency and reducing publicity costs. The study emphasizes the importance of selecting marketing strategies that align with a company's budget, target audience, and prevailing market conditions. Additionally, it advocates for the use of data analysis to refine and optimize advertising campaigns, ensuring they effectively bolster brand reputation and consumer engagement. By focusing on the quality and authenticity of advertising content, as well as fostering meaningful interactions with consumers, skincare brands can distinguish themselves in a highly competitive market. This approach not only helps brands achieve immediate marketing goals but also paves the way for sustained long-term success in the industry.

**Keywords:** Skin Care Industry; Social Media; Targeted Marketing

## 1. Introduction

Skincare consumption has become a necessity, and

this relevant industry is constantly developing [1,2]. The industry has had a significant impact on both individual self-expression and societal standards

of beauty, changing dramatically on a global scale. The skin care market includes skincare, makeup, and hair care goods and services. By 2022, the total revenue will have increased to around \$430 billion, and since the restoration of COVID-19, the beauty industry has been growing at a rate of 6% per year and will exceed \$580 billion by 2027 [2]. Consumers regard cosmetics purchases as investments rather than luxuries, especially after the recession when consumers are more inclined to spend at home rather than go out for treatment. Trends in skincare product innovation include time-saving products and long-lasting products. Mass cosmetics sales will be a significant factor in determining the operation of the overall market [3].

The marketing strategy of a brand depends on the brand's mission and marketing goals, as well as on targeting consumers of different ages [4]. In social media, people will continue to follow bloggers who are similar in their skin type, skin color, and aesthetic according to their personal needs, and they will learn more targeted skincare and beauty knowledge [5]. As companies possess diverse target audiences, they promote and display tailored messages and extensively publicize universal selling points of goods to meet the needs of all consumers [2]. The skin care industry commonly uses social media marketing to increase the number of potential consumers, improve brand awareness, and boost sales by using the reputation of social media celebrities to gain the trust of the public and connect with certain possible customers to find a consumer base. As a professional audience, Internet celebrities provide the company with real and reliable product feedback to link the company with customers to convey customers' expectations of the brand so as to shape the future development of the skin care industry since firms research the products that best meet the market needs. Besides, influencers' comments may be the determining factor in influencing consumers' product selection [6].

The advancement of technology in digital marketing, including Search Engine Optimisation (SEO), Search Engine Marketing (SEM), Content Marketing, Influencer Marketing, Content Automation, and other ways, profoundly increases the profitability of companies in the skincare industry [7]. An important marketing strategy is to convince consumers to buy the product through a positive product image rather than recommending features. Therefore, advertisements need to set the uniqueness of different backgrounds to support different images in order to attract the attention of different audiences. In addition, consumers will refer to customer feedback on the product and learn more about the effectiveness of the product through the official website [8]. Using social media as a marketing tool comes with the following challenges: Companies need to invest labor and time resources to

manage a social media presence. Employees need to perpetually and patiently communicate with customers and be competent to respond effectively to consumers' feedback and complaints. Furthermore, measuring social media ROI is difficult as companies need to judge useless strategies to avoid money waste. Businesses also face other significant risks, such as reputation risk, legal risk, and operational risk. For example, overusing advertising or trying too hard to sell can cause viewers to reject it. Moreover, customers may face security risks as a result of using social media sites. At the same time, companies can have their intellectual property threatened and receive negative, fake reviews from third parties [9].

Most of the articles focus on introducing specific actions of the different strategies used by brands and the reasons why particular strategies work efficiently and others do not, as well as comparing the weaknesses of the marketing strategies [4]. Few researchers have conducted comparative studies of multiple marketing strategies using social media, including exploring and clarifying the interaction processes that lead to stimulating audiences during the purchase process of online advertising. Additionally, many existing studies have limitations, including the effects of geographic location, data availability, and social platform limitations [8]. In contrast, this paper summarizes the problems of the main strategies of social media marketing that need to be adjusted. Furthermore, the author discusses the reasons and impacts of the problems. Eventually, it concludes with relevant recommendations corresponding to every marketing method to improve the efficiency and lower the cost of marketing strategies.

## 2. Case Description

The skin care industry scale is more than 400 billion yuan [1]. Companies use Internet celebrity marketing to establish a stable relationship with customers, making this industry continue to flourish. The publicity of Internet celebrities has a prominent impact on consumers' shopping choices due to their expertise. Several major social media marketing strategies exist in the skin care industry. Companies in the skin care industry use content creation, such as blogs and videos, to attract potential consumers, and social media marketing (SMM) leads customers to browse consumer websites from large social platforms such as Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc. to e-commerce platforms. In addition, viral marketing will spread unique product promotion content that meets the needs of the public. Influencers and celebrity endorsement marketing use the influence of people who have a fan base in the relevant field to increase the social awareness and appeal of the product [6,10]. In the

skin care industry, product reviews and usage are heavily promoted by influencer vlogs. In this case, goods comparison, recommendation, and usage process videos posted by celebrities promote consumer desire for brands and products. Each brand's social media official releases promotional messages with stories of different people using the brand's products to resonate with potential consumers about the objective of the brand and the functions of the products [4].

Short video apps became the most popular platform in 2019, with daily active users (DAUs) ballooning to 800 million, double the average DAUs of other online video platforms. The number of investors and content creators related to the skin care industry has increased significantly as short video app marketing has developed rapidly. Social media provides a platform for brands to market in both B2B and B2C. In addition, social platforms such as TikTok, in cooperation with Taobao, will increase the channels to e-commerce platforms through media publicity, converting the views of social platforms into actual consumption [3].

### 3. Analysis of the problem

#### 3.1 Problem-Identified Analysis

##### 3.1.1 Integrated marketing

Integrated marketing is suitable for companies with sufficient budgets. First, celebrities with tens of millions of followers promote brands and products through viral spread. Millions of professional beauty bloggers share product reviews and usage tips to facilitate customer engagement. Finally, they invest in Kols to increase conversion traffic to actual customers. Target customers learn about both the brand and the product on social platforms [4].

Problems in integrated marketing: An integrated marketing strategy requires a large investment in advertising costs and is extremely dependent on product quality. In addition, brands need to manage social media across platforms continuously over the long term, regularly launch marketing campaigns, and produce quality products to maintain their customer base [4].

##### 3.1.2 IP Marketing

IP marketing requires long-term cooperation with tens of millions of Kols to release brand and product-related content with product updates and events, recruit millions of beauty vloggers to show the use and evaluation of new products and use the traffic of Kols in vertical areas to make the brand gain higher exposure and improve customer loyalty to the brand [4].

Problems in IP marketing: IP marketing strategy requires a large amount of capital from the partner in the early stage, as well as continuous investment in the viral dissemination of product and brand information to improve awareness. Besides, the number of top Kols to choose from is limited, as it must be someone who is seen as a beauty expert [4].

##### 3.1.3 "Spamming" marketing

Low-budget and well-known brands can use Kols with 100,000 to 300,000 followers, which matches the brand's goals of helping brands promote their products and attract potential customers to spend. This strategy supports the realization of large-scale coverage, which is sales-oriented rather than brand-oriented [4].

Problems in "spamming" marketing: A large number of Kols need to be managed to ensure that the content published on each platform is relevant to the product and brand. Brands need to focus on product quality while using the proper methods to engage with consumers over the long term, turning short-term popularity into long-term sustainable traffic. This strategy applies to products with competitive pricing points as lower prices attract more customers [4].

##### 3.1.4 UGC Marketing

Firms design brand challenges to raise customers' awareness of brands and products using diversified marketing methods. After officially releasing the challenge rules, the brands utilize multi-platform content marketing. At the same time, celebrities promote UGC activities and competitions, and kol launches relevant theme videos around selling points to drive short video users to participate, which is beneficial to improving the brand's popularity [4].

Problems in UGC marketing: It is necessary to design more engaging videos, and firms need to develop interesting interactive themes, memorable BGMs, and creative stickers to attract potential customers. Thus, companies are able to translate customer engagement into the purchase of actual products with simple purchasing steps. Moreover, the brands require considerable sponsorship costs for Kols, which have high requirements for product quality [4].

##### 3.1.5 Common problems in marketing

For most marketing strategies in the skin care industry, they have the following demerits. The marketing lacks a clear brand image and does not adopt a variety of customized service content and interaction methods for different products and audiences. Besides, the content posted on social media is not enough to attract users to participate, so the quality of the content advertising needs to be improved. In addition, some firms lack interaction with

consumers, resulting in an unstable customer base. In all conditions, brands are required to ensure that communications with partners such as Kols comply with FTC rules and guidelines to avoid risks to brand reputation [6,11]. In existing advertising, the visual effect of the advertisement may be too simple, such as the color is too soft. Moreover, advertising on social platforms might lack important information, such as product registration numbers, which is less credible [8,10].

### **3.2 Influences of Marketing Strategy and Reasons of Impacts**

#### **3.2.1 The positive impact of marketing strategy**

Social media is critical to organizations in terms of value creation and innovation, and it enhances the value of brands by providing opportunities for dialogue and interaction with consumers. In this case, social media helps brands build word of mouth to attract consumers' attention. The impact of social media use on marketing strategies is gradual and requires organizations to seek competitive advantage by developing core competencies [12].

#### **3.2.2 The negative impact of marketing strategy**

The use of social media leads to difficulties in marketing strategy, brand difficulty in creating value, loss of influence, fragmentation of publicity information, and homogenization of marketing mix, which are not conducive to the long-term sustainable development of brands [12]. Moreover, due to frequent exposure to advertising for a long time, consumers' sensitivity to advertising is reduced when the attractiveness of a single advertisement to consumers lowers. Hence, companies require repeated advertising exposure to promote consumption [2,6,10]. Besides, consumers are overloaded with information. Faced with a large amount of information on social media, it is difficult to distinguish between false propaganda and sincere recommendation. In this situation, consumers may be suspicious of advertisements and promoters because these advertisements may have direct partnerships with merchants for profit purposes [2,6,10].

#### **3.2.3 Reason analysis of the positive influence**

Social media has changed information control, so consumers are able to share brand information even though brands may not participate in such conversations. This phenomenon forces brands to listen to consumers' comments since consumers define the brand. The impact of social media use on marketing strategies is gradual and requires organizations to seek competitive advantage by developing core competencies [13].

#### **3.2.4 Reason analysis of the negative influence**

The incidence of consumption is influenced by the number of followers of the propagandist, the number and frequency of promotional videos, and the comments of consumers on the blogger [4].

Social identity theory points out that most people wear makeup to make themselves look better. Thus, there is a high demand for skin care. Fans believe that vloggers are beauty and skincare experts, as most promoters have lots of experience using multiple brands of products and sufficient background information about the functions and efficacy of goods, so they are competent in choosing better products. However, due to the excessive speed of information sharing, some videos are suspected of plagiarism since lots of influencers desire more profits rather than genuinely recommend practical products, so many propaganda are very similar. Thus, the reliability of recommendation information is reduced [4].

## **4. Suggestions**

### **4.1 Improvement Suggestions for Integrated Marketing**

Brands need to improve the pre-sales and after-sales service of goods propaganda. As firms want to gain perpetual consumers, they improve the repeat purchase rate and brand reputation by ensuring the high quality of products. Brands can support consumers in experiencing the functions of real products by providing free samples, eliminating the uncertainty of online shopping and doubts about the role of products. Besides, companies are capable of stabilizing the customer base through marketing activities that decrease the price of goods and encourage loyal customers to recommend products to others [8,13].

### **4.2 Improvement Suggestions for IP Marketing**

The firm encourages consumers to share personal real product consumption experiences to improve the trust of potential consumers. In addition, standardized and professional advertising promotion improves the attractiveness and persuasion of publicity. Thus, the efficiency of a single publicity is enhanced [6,8,10,13].

### **4.3 Improvement Suggestions for "Spamming" Marketing**

Through data analysis, companies identify consumer needs and optimize promotional content to help consumers rapidly find the products they need without useless introductions of other goods. Besides, firms are able to use data from browser searches, recommendations from

friends and relatives, and other information sources to enhance the marketing effect. Additionally, the brand maintains consistency and interaction on various social media platforms to show the practical use of the product to meet the value needs of consumers [7,8,13].

#### 4.4 Improvement Suggestions for UGC Marketing

Brands simplify the process of submitting interactive plans about videos about skincare goods and services and enrich short video content, including highlighting promotions such as discounts, coupons, and giveaways in the video to encourage consumers to buy to increase user customers' engagement and video views. The firms also use social media data analysis to provide consumers with personalized products that are in line with consumer consumption preferences. Furthermore, companies offer customized advertising content on different social platforms to cater to the interests of potential buyers [4,7,8].

#### 4.5 Improvement Measures for General Marketing

The brand provides customers with several interactive activities on the Internet, such as discussions and competitions, to strengthen close connections with users and raise brand awareness. Moreover, firms collect data for analysis to publish customized advertising content and adjust the efficiency of marketing strategies based on user evaluation and engagement. In this case, companies constantly select and improve the most beneficial marketing tools. Furthermore, brands are able to employ professional media partners to maintain the operation of the brand's official social accounts to ensure that consumers are exposed to the product's information. At the same time, the firms maintain the consistency of publicity by keeping the known values in different channels the same [13,14].

### 5. Conclusion

The main marketing strategies of the skin care industry have applicable scenarios and advantages in different cases, but they are also equipped with certain challenges, such as high cost and low effectiveness. Brands need to choose a suitable marketing strategy according to their own budget, target customers, and market conditions. It is necessary for firms to constantly optimize and adjust their strategy to enhance the advertising effect and brand image. By improving the quality and authenticity of advertising content and optimizing the way brands interact with consumers, companies can stand out in the fierce market competition and achieve long-term success. This

article helps the skin care industry to summarize the possible shortcomings of major marketing strategies by emphasizing the originality of marketing strategy, target audience identification, cooperation with influencers who can resonate, and other important factors. Besides, the author prompts companies to focus on dynamic advertising targeting, integrating customer feedback, staying on top of learning, adapting to industry trends, and evolving social media algorithms to promote more efficient publicity to meet the continued rapid development of the industry. Eventually, with companies leveraging advanced analytics and constantly refining strategies based on data, brands are capable of improving marketing effectiveness and getting a better return on investment.

However, this research has limitations. The article might be influenced by selection bias, low timeliness, and an insufficient degree of summary. Authors may inadvertently favor certain types of studies or results, which may affect the comprehensiveness and objectivity of the review. Besides, as new research becomes available due to the continuously changing market, review papers quickly become obsolete. As new research is published, what is current and relevant at the time of writing may change. Review papers aim to summarize and synthesize a large body of literature, which sometimes leads to oversimplification of complex issues or the loss of detailed insights from individual studies.

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