

# Analysis on the Creative Communication Strategy of Xiaohongshu Beauty Cosmetics from The Media

-- Take Xiaohongshu's Network Marketing as An Example

Yinuo Han

HD Qingdao Wanda School, Qingdao, China

**Abstract:** With the rapid development of China's overall economy and the continuous improvement of people's living standards, the subjective purport of society, the aesthetic standards of the public and the pursuit of beauty are also constantly changing. In the Internet era, media bloggers emerge in an endless stream. Many women use social platforms to create and disseminate content in the form of pictures, short videos and live broadcasts. Xiaohongshu, as a popular interactive platform for life sharing in China, is highly sought after by young people, especially college students. Taking Xiaohongshu's online marketing as an example, this paper combs the communication ideas of beauty cosmetics from the media, which is helpful to understand the communication strategies and guiding ideas, and then carry out practice and exploration. It has certain reference significance for brand positioning, shaping, brand influence and the promotion of consumer identity, so as to promote the creative communication of beauty cosmetics from the media.

**Keywords:** Xiaohongshu, Beauty cosmetics, Creative communication.

## 1. Introduction

With the advent of the Web 2.0 era, the Internet platform focusing on users' needs is increasingly attracting consumers' demand from technical content. The aesthetic consciousness of the masses is rooted in and bred in the social environment. All along, the pursuit of "beauty" in appearance and appearance has never stopped. With the rapid development of China's overall economy and the continuous improvement of people's living standards, social subjective purport, public aesthetic standards and the pursuit of beauty are constantly changing [1].

Since its establishment in 2013, Xiaohongshu has attracted the attention of a large number of young people with the community sharing and experience of beauty and personal care. Later, with the continuous expansion of community sharing, information sharing about sports, tourism, home, travel, hotels and restaurants appeared on Xiaohongshu. Xiaohongshu, as a popular interactive platform for life sharing in China, is highly sought after by young people, especially college students. Therefore, this paper takes college students as the representative, reflecting the development status of self-media.

## 2. Characteristics of Xiaohongshu's network marketing mode

Word-of-mouth marketing is a two-way interactive marketing behavior, which affects other consumers' attitudes and even behaviors towards brands by sharing their real experience with other consumers. In the earliest Xiaohongshu, word-of-mouth communication was the main form. Users uploaded their own good things to share on the platform of Xiaohongshu, and tried to record their life experiences, which attracted a large number of users with authenticity and objectivity [2-3]. Xiaohongshu sponsored a large number of variety shows, which stimulated the number of daily active users. At the same time, it invited many popular stars to settle

in Xiaohongshu and share their lifestyle and consumption ideas. Xiaohongshu became the second battlefield for stars outside Weibo. In Xiaohongshu platform, the brand is constantly consumed and spread as a ritual. In this case, the punch-in consumption of beauty cosmetics from the media has been shaped into a phenomenal media landscape, and the purchase has become a ritual with sacredness driven by the brand and platform.

Xiaohongshu, as a natural community "grass-planting" platform, will naturally make users have knowledge of commodities and desire for consumption. In order to realize the closed-loop business model, Xiaohongshu started from the cross-border self-operated e-commerce "Welfare Society" to the subsequent introduction of brand merchants, from "planting grass" platform to selling goods by itself and encouraging merchants to sell goods. Payment for knowledge is an internet economic model of purchasing information content or services to meet the needs of self-development [4].

Although knowledge payment is a form of content payment, knowledge payment involves more systematic and scientific knowledge. Brand logo can be experienced through hearing, vision, touch and other senses, and it can be dynamically designed to make brand logo more attractive, stand out among many signs and attract the attention of the audience. When a brand has a problem, it will soon spread all over the country in a short time. As long as there is a problem with a brand, it will lead to a crisis. In serious cases, it can completely destroy the image of a brand. Therefore, brand crises will occur frequently in the new media era.

## 3. Research on the Current Situation of Self-media Marketing of Personal Beauty Cosmetics

### 3.1. Account interaction is weak

In the era of big data, users' browsing habits and viewing preferences are analyzed and screened to find out different

user groups, and then accurate content delivery is carried out through algorithms, so that high-quality content can appear on the front pages of potential users on various platforms. The technological environment is still moving forward by a large margin. Beauty media people need to seize the opportunity of 5G, and more importantly, they need to produce more distinctive and high-quality content on the basis of competing with various platform mechanisms, so that they can stand out in the beauty media industry with serious homogenization [5-

6].

Michael Porter put forward the Five Forces Model, which is applicable to the analysis of the internal competitive environment of the industry. It is a way to consider the attractiveness and profitability of the industry. The five forces model mainly includes five aspects, as shown in Figure 1, to grasp the current situation of the industry from two angles: horizontal supply chain relationship and vertical competition with the same industry.

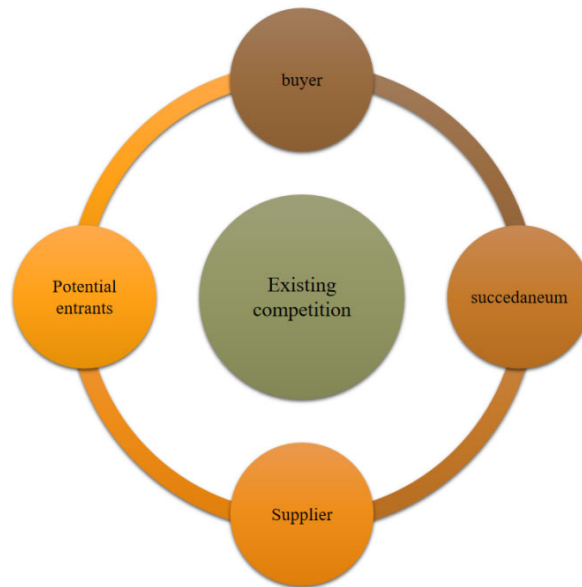


Figure 1. Porter's five forces model

The lack of interactivity of the account is also a prominent problem, which is manifested in the insufficient links between the account itself and subscribers, and the content update is dominated by bloggers' preference, which lags behind subscribers' preference; Xiaohongshu Beauty is a more traditional beauty blogger, taking a relatively more professional and practical route. In today's short video era, it is relatively difficult to think of more interactions. The grasp of platform rules and user preferences is not accurate, so the same content will not get a lot of attention or push in all platforms.

### 3.2. Target audience is hard to target

In the new media era, the creative communication of beauty cosmetics generally relies on the operation of social circle, and every audience can also be the maker of information, so the choices and channels that audiences have are different. However, if the brand lacks an accurate audience in its promotion, it will be difficult to create a brand image in the case of a complex audience, and it will be even more difficult to create a better atmosphere, which will lead to the inefficiency of the spread of beauty from media creativity.

In the spread of traditional media beauty from media creativity, if the brand encounters a crisis, it can be easily resolved through public relations in general [7]. However, it is different in the new media era. From the media creative communication, the content and age of consumers' daily use of social software can be classified by big data, and then more detailed screening and analysis can be conducted according to different age groups.

### 3.3. Excessive entertainment

There is no denying that people spend their fragmentation time immersed in short videos, and searching and watching homogeneous and typed content is more about escaping from real life and completing their own imagination in the virtual mirror built by bloggers. At the same time, beauty videos are full of commercial advertisements, product promotion, bloggers' dress and luxury goods, etc., which will also encourage audiences with weak discrimination to breed bad consumption concepts and values.

It is alarming that extreme thoughts such as money worship will tarnish the overall value culture of society if they are not brought out of order for a long time. The emerging products in the new media era should not disturb the normal development order of society, but should be excellent products full of humanistic care and truly aiming at the healthy development of public life.

## 4. Analysis on the Creative Communication Strategy of Xiaohongshu Beauty Cosmetics from The Media

### 4.1. Innovative forms of video content creation

At present, the content of our media account of domestic beauty makeup is the same, with a high proportion of promotion, similar editing style, imitation and other problems, so that users have no desire to open. At present, it has transformed into a fashion and beauty blogger. The news industry has become one of the top ten official account among advertisers with a good command of real-time hot spots by

virtue of its funny writing skills [8].

According to the questionnaire survey and its own content positioning, combing the unique characteristics labels of Xiaohongshu beauty cosmetics from the media, the three

main characteristics are that the content image is grounded next door, the tutorial is simple and practical, and the promotion and content are well balanced (Figure 2).

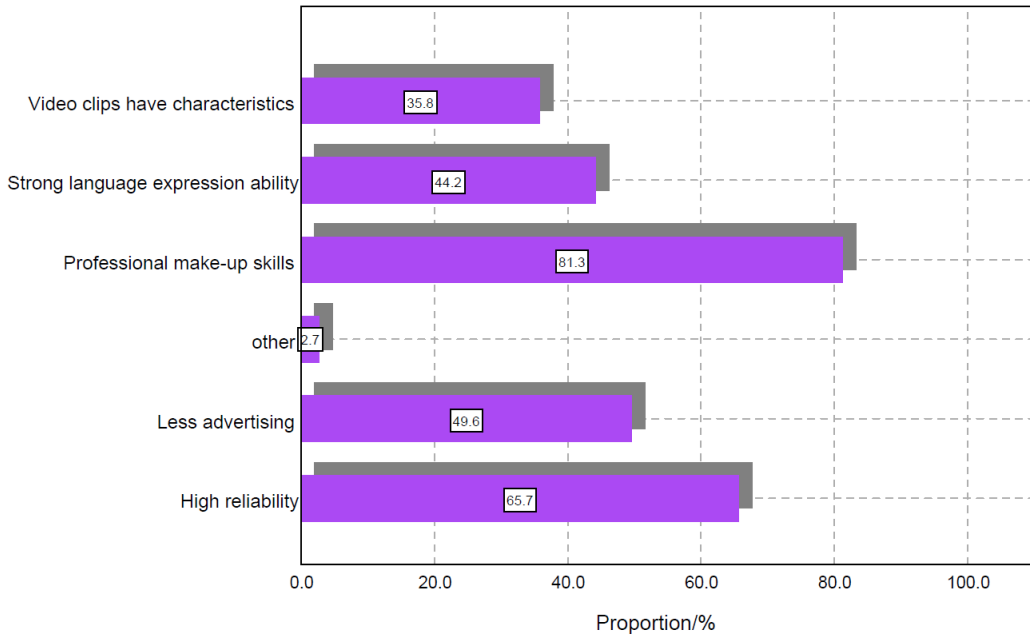


Figure 2. Survey results on self-media attractiveness of beauty cosmetics

Win by content. The Xiaohongshu brand is still content-oriented in its communication, and the most important point of the spread of beauty cosmetics from media creativity is whether the spread content moves consumers and attracts them to pay for it. If there is a problem with the brand, whether the brand can properly solve it is equally important for the spread of beauty from media creativity. Therefore, if you want to occupy a place in the new media era, you can't rely on making marketing gimmicks, topics and other forms to attract consumers. To produce good products and have a correct attitude when facing problems, you can expand brand exposure and attract more consumers.

In the fierce competition of the Internet from the media market, unidentifiable content characteristics will be quickly crossed out, and users receive a huge amount of information content every day. Self-media accounts need to stand out because they need to have unique personality tags [9]. Xiaohongshu beauty products used in the content published by the media are not all big names. Cheap products and high-priced products are used alternately, and they do not blindly pursue new products. Many products have obvious usage marks, which are more convincing and closer to the public psychology for followers. It is necessary to provide more simple and easy-to-use skills in the content, which can greatly improve the user's refinement in a short time.

#### 4.2. Improve the quality of beauty bloggers

The development of short beauty videos is in full swing, and network celebrities who are famous for short beauty videos emerge in endlessly. The huge economic benefits of short beauty videos attract more people to join in the creation of beauty videos. From the perspective of sustainable development, only high-quality content is more competitive. High-quality content can not only achieve long-term development, but also perform better when the content is easy

to realize, while shoddy content products will eventually be eliminated.

External environment makes originality difficult, while internal problems make video content single. The threshold of beauty bloggers is low, the production cost is low, and it is relatively easy to generate short videos. However, without the support of professional beauty knowledge, the entertainment effect alone cannot meet the audience's demand for beauty information, which will lead to the loss of audience in the long run. Therefore, beauty bloggers should work hard on the originality of content, and enhance users' stickiness with persistent original content and personal style.

#### 4.3. Resource integration, grasping platform advantages and user dividends

The spread of the brand in the platform is bound to be restricted. Therefore, focusing on the advantages of the platform and user dividends plays an important role in the long-term development of the brand [10]. In the process of communication, how to use these resources provided by the platform to turn data into traffic and target consumers into loyal consumers is an urgent problem for the brand.

From the present situation of application software market, women use social networking sites to present themselves more for comparison with others and obtaining information. Men are looking for friends. Xiaohongshu, as an application software that occupies a large share of female consumer market, is still in a low proportion of male users. Therefore, Xiaohongshu beauty media can conduct advertising marketing with users according to gender differences.

The author believes that it is extremely important for brands to have a deep insight into users' interest, content preference and behavior preference. Beauty Media can mine and analyze massive data through Xiaohongshu platform, so as to establish clear user portraits, and then create

personalized services for consumers, and promote the connection between brands and consumers from relationship to value creation and transformation, so as to make consumers deeply recognize brands emotionally.

## 5. Conclusions

In the era of big data, users' browsing habits and viewing preferences are analyzed and screened to find out different user groups, and then accurate content delivery is carried out through algorithms, so that high-quality content can appear on the front pages of potential users on various platforms. Since its establishment, Xiaohongshu has attracted the attention of a large number of young people with the community sharing and experience of beauty and personal care. Later, with the continuous expansion of community sharing, information sharing about sports, tourism, home, travel, hotels and restaurants appeared on Xiaohongshu. At present, short beauty videos have formed a complete industry system. From content production to content marketing, the development of short beauty videos leads the development of the beauty industry. Because the media age of communication is different, the way beauty is presented from media creative communication is naturally different. As a beauty short video field with good commercial cooperation, it still has great potential in commercial cooperation in the future. However, with the reduction of user dividends, the competition among operators of short beauty videos will become more intense.

## References

- [1] Li Hualai. (2016). The rise of "self-media" and the innovation of minority culture communication strategies. *Guizhou Ethnic Studies*, 37(8), 4.
- [2] Nie Yibo. (2016). Analysis of communication strategies of music from the media. *Media*, 2016(14), 3.
- [3] Chen Dandan. (2017). Communication strategy of self-media brand building-taking WeChat public platform as an example. *Young Journalist*, 2017(8), 2.
- [4] Wen Di Chang. (2016). Communication Strategies of TV News in the Media Age. *Contemporary TV* (9), 2.
- [5] Fang Yuan. (2019). From the "communication ceremony view" to see the media brand communication strategy-taking WeChat WeChat official account's "probability theory" as an example. *Young reporter*, 2019(8), 2.
- [6] Yang Jianjing,&Ren Zhanying. (2018). Research on the Dilemma and Countermeasures of Higher Vocational Image Communication in the Media Age. *China Vocational and Technical Education* (13), 4.
- [7] Luo Yi, Zhang Xiaojiao. (2022). A probe into the feasible path of cross-cultural communication of short videos from the media-a case study of youtube's short video of Little Brother in western Yunnan. *Media*, 2022(11), 62-65.
- [8] Xu Tongyu,&Liu Ping. (2022). A Case Study of UGC Social Marketing Platform-Take Xiaohongshu, Get Things and Public Comments as examples. *China Business Theory*, 2022(5), 3.
- [9] Zhang Yixin. (2020). Marketing Mode of Social E-commerce in online celebrity's Economic Background-Take Xiaohongshu Marketing as an example. *Market Weekly: Business Marketing*, 000(056), P.1-2.
- [10] Meng Ziqi. (2020). Taking the social learning theory as an example, women groups in the new media environment follow suit. *Communication Research*, 4(11), 2.