

The Research on the Marketing Strategies of Bloggers in the Beauty Field of China's Social Media Platform Douyin

Xinyi Liu^{1, †}, Ziang Wang^{2, *, †}

¹School of Journalism and Communication, Tianjin Normal University, Tianjin, 300170, China

²School of Foreign Studies, Jilin University, Changchun, 130012, China

*Corresponding author: wangza0319@mails.jlu.edu.cn

†These authors contributed equally

Abstract. With the continuous development of the short video platform, the fragmented reading experience has given the audience a great attraction, and the number of active users has continued to soar. As a consequence, the marketing site of the beauty industry is gradually shifting to the short video platform represented by the Douyin platform and has formed a marketing field with the Douyin beauty make-up KOL as the core. By virtue of the fragmented communication nature of the short video platform, the major beauty bloggers use the unique promotions algorithm of short video platforms such as Douyin to attract a large number of traffic and gain a large number of fans in a short period of time. The professionalism of beauty bloggers and their super high business liquidity bring great economic value to the promotion of beauty products. This study takes the beauty bloggers of the Douyin short video platform as the research object and uses the observation method and content analysis method to explore the marketing modes of the beauty bloggers in Douyin, and to explore the causes, problems and the impact on the beauty industry. This research provides ideas for the marketing strategies of beauty bloggers on the short video platform, hoping to help the beauty industry develop better.

Keywords: Beauty make-up short video; Douyin platform; Beauty make-up blogger; Marketing.

1. Introduction

With the gradual improvement of Internet and social media technologies, China's self-media industry is also developing from presentation to content creation. Douyin, a music creative short video social software developed by Bytedance, was launched on September 20, 2016. Users of all ages can use this software to select song templates to form their own unique works. The total number of Douyin users has exceeded 800 million, with 700 million daily active users, and the average daily usage time per person exceeds 2 hours. Douyin users mainly include creators and viewers. Both of them can take what they need and can also convert their identities to each other. The core reason why Douyin has become a leader in the short video industry is its algorithm, which is the core competitiveness of Douyin. Through this algorithm, the connection between Douyin users has become simpler, and information can be spread faster.

In 2019, the e-commerce live broadcast sales model began to develop rapidly. In 2022, due to the combined impact of the Covid-19 epidemic and holidays, the number and duration of live broadcast and short video users increased significantly. At this time, the Douyin platform launched two new sections, "Douyin Live" and "Douyin E-commerce", giving short video creators and Internet merchants more diversified marketing methods. As of January 2021, the number of anchors who have earned e-commerce revenue on the Douyin platform has exceeded one million, covering many different industries and fields. Among them, beauty bloggers have gained a lot of attention, becoming a rising star that cannot be ignored on the Douyin platform.

Makeup refers to the use of cosmetics and tools to take some steps and skills to render, draw, and organize the human face, facial features and other parts, enhance the advantages of facial image, and conceal defects, so as to achieve the purpose of beauty. Makeup can express the unique beauty of men and women, and can stimulate their potential psychological and physical vitality, enhance self-confidence, and slow down the trend of aging to a certain extent. China's cosmetics industry is

developing rapidly. As China lifts restrictions on imported cosmetics, international cosmetics brands are accelerating their expansion into the Chinese market. Under the influence of this fierce internal and external market competition, the makeup industry has become a new consumption hotspot. Beauty bloggers have diverse expressions, video scene construction is close to life, and video content production is constantly innovating to meet the diverse needs of audiences. These factors make Douyin beauty short videos increasingly popular.

Douyin pays more and more attention to e-commerce, and the closed-loop system of e-commerce is constantly improving, and the data platform is constantly developing, which has significant advantages in operation and realization. With the acceleration of platform updates, Douyin beauty bloggers can use data analysis capabilities to achieve efficient and high-quality operations in the future. At the same time, the young generation Z has a huge market space and has become an emerging consumer momentum.

2. Literature Review

With the arrival of the new media age, the social media was flourishing. Since the Douyin short video platform was online in 2016, the number of its permanent users had risen sharply. A large number of bloggers had been deeply developing in different vertical areas, and the makeup industry had gradually become one of the major developing areas. Under this background, many scholars began to study the development of the short makeup video and its marketing modes on the Douyin platform, so as to find out the guiding effect of the leaders in short makeup videos on the customers under this new social environment, the development of the short makeup videos, as well as its future trend.

From the perspective of the field of beauty in the Douyin platform, Hongting Shen found that the main reasons for the wide spread of short videos in beauty are: 1. The positive development of communication technology 2. Meeting the user's needs for information of makeup 3. The engagement of audience's entertainment needs when watching different types of short videos of cosmetics. 4. The strong commercial liquidity of makeup bloggers promotes the development of the industry [1]. Tingying Xiang believes that the marketing strategy of makeup advertisement in the Douyin is to train opinion leaders for the first step, namely "Influencer", then trying to grasp the audience's psychology as well as needs, and produce high-quality videos which can attract network traffic, moreover, using star effect to promote marketing, and ultimately achieve the goal of turning the audience into consumers [2]. Jiamin Pang and Meiling Chen analyzed the marketing methods and consumer portraits of some makeup brands and put forward some existing problems in their study about video content and marketing strategy in Douyin short video platform [3]. Huanhuan Ju takes three major cosmetic brands: Perfect Diary, Florasis and Judydoll as examples to analyze the public relations activities and development reflection of Chinese local makeup brands on Douyin platform. The research finds that all of these makeup brands have distinct consistency. They make full use of the star and influencer effect to increase product awareness by way of the publicity of web celebrities [4]. Doudou Wu analyzed the SWOT of self-Media marketing economy by case analysis and found that the success of self-Media video marketing lies in the differential operation, star effect and high efficiency at low cost [5]. In the research of Mengshuo Xuan and Fan Zhang, it is mentioned that the development of the web makeup celebrity economy is based on the improvement of network technology and the professionalism of network influencer, which makes the web makeup celebrity economy become a trend in the whole industry. The emergence of new consumption concept guided by web makeup celebrity promotes the super-strong realization marketing model of "web makeup celebrity + cosmetics" to mature gradually [6]. Based on the three theoretical propositions of media ecology, Lishu Chen studied the semiotics, communication bias and social environment on short makeup videos of the Douyin platform and provided suggestions and guidance for the development of short makeup videos from three aspects: the government, platform and individual [7].

Another factor to focus is on makeup bloggers which is also related to the marketing strategy of the Douyin platform. Guan Fangju used case analysis to study the short video marketing strategies of male cosmetic bloggers in the web makeup celebrity economy. The gender differences of male cosmetic bloggers and the unique advantages of personalized person settings have beneficial impact on attracting female consumers, which also have the effect on consolidating the absolute position of male cosmetic bloggers in the field of short makeup videos [8]. Yufei Sun explores the short video marketing mode of cosmetics based on AISA model, taking short makeup video bloggers such as Luo Wangyu and Ye Gongzi as examples [9]. Qiu Yan takes web makeup celebrity as research object to study and analyze the influence of purchasing make-up products for post-90s women. The results showed that the perceived value, trust, interaction, professionalism and push were all positively related to the purchase intention of post-90s women [10].

These existing documents and materials can help people better understand the development of the beauty makeup field on the Douyin platform. However, there still exist some research gaps. Although many scholars have studied the content of the beauty makeup field, there are very few reports on the inquiry of the short makeup video blogger's own marketing methods. Therefore, this research will start with the KOL of makeup field, using case analysis and observation method to analyze the short makeup video bloggers with different levels of fans. The purpose of this study is to help people better understand the marketing methods of the short makeup video bloggers, to provide a clear development meridian for the beauty makeup field, and finally to promote the development of the short makeup video industry.

3. Methodology

Watch the videos of more than 30 beauty bloggers who have posted their works on the Douyin platform or broadcast live. Collect and summarize representative works released by beauty bloggers with different levels of fans (less than 1 million fans, 1 million to 10 million fans, and more than 10 million fans) on the Douyin platform, and observing and analyzing these works, summarizing the video characteristics, operation strategies and marketing methods of different beauty bloggers. After that, it further summarizes the commonalities of the marketing methods of beauty bloggers on the Douyin platform and draws the final conclusion. There are three principles in observation: First, objectivity. When observing and analyzing the videos of these beauty bloggers, the authors do not add personal subjective emotions and judgments and use data as the basic elements of observation and the criteria for differentiation. Second, diversity. Selecting bloggers with different video styles in the observation makes the final result more reliable and versatile. Third, the abundance. By analyzing a large number of videos to draw general conclusions, errors caused by special cases are minimized. In the process of research, in-depth research and analysis of relevant literature, core journals, data reports, etc. involved in the research of the thesis are carried out by means of Internet search, access to relevant books and newspapers, etc. Reliable and valuable literature support can be obtained while absorbing the research results of previous scholars in related fields. It provides a good foundation for the further improvement and innovation of the thesis.

4. Results

Creating a personalized character set is an important way to get the audience's emotional identity and win the audience's favorite. Because of the invisibility of the Internet, the audiences want to know a person only by watching the videos or text that the person post on the Internet, which made it particularly important for people to establish a character set and the produce values. "Character Set " is a design of a person's character, appearance, behavior habits, personality and other aspects. In the field of short video, bloggers usually establish their own personality through making labels, so as to gain the trust of fans and increase the popularity of the audience. For instance, the makeup blogger Zhang Kaiyi entered the public view with her irritable character. She often recommended products

for the audience with anxious expressions and fast speed, and repeatedly emphasized that she only recommended products that she really thought were useful. Her forthright personality has attracted a lot of attention, and the masculine personality also became her distinctive label of character. This kind of person who has unique characteristics is more likely to arouse the audience's trust and consumption desire, and it can also make themselves stand out from other beauty bloggers and blow people's mind. In addition, the production of values is also an important way to gain the audience's favorable degree. This study found in the video observation of beauty bloggers in Douyin platform that in addition to the introduction of cosmetic products, some beauty bloggers' values output, especially feminist values, will be interspersed in the daily videos. For example, Little A Vichy, a beauty blogger in Douyin platform, will post the topic of #girlstalk in her video, telling her views on beauty. "Girls should accept themselves, embrace themselves, refuse anxiety, and don't care about the outside opinions and standards. Focus on yourself baby, confident girls are the most beautiful," she said in her video. The output of these feminist values can not only attract female users' attention, but also improve their liking and obtain female identity.

Incorporating products into short-video stories to appeal to audiences based on storylines has become one of the basic marketing methods for beauty makeup bloggers in Douyin. Nowadays, when various forms of advertising have become aesthetically tired, the usual forms of publicity are difficult to attract consumers' attention, and the beauty bloggers in Douyin short video platform have also noticed this. Now, their next promotion is no longer just to introduce the attributes and functions of goods in words or pictures, but to achieve the effect of product promotion by inserting advertisements in the story. For example, in the videos of the beauty blogger Li Ruru, the product is often expressed in the form of a small theater, that is, to design a suitable scene and story for the product and bring the goods into the story. One of her videos is that the blogger shows a scene that often happens in people's daily lives - buying cosmetics in shopping malls, but different from the general situation, she incorporates some conflict plots, such as the scene of quarreling with shop assistants, which makes the video more viewable. The audiences are more willing to watch the video content under the background of this story, so as to have the chance to guide the audience to consume.

Recently, the makeup bloggers in Douyin are keen on suspense editing technique to increase the video flow and attract audience's attention, thus guaranteeing the completion of video viewing and the promotional effect of the products. In an environment where video content is difficult to innovate, the owners of Douyin beauty blog began to innovate in video editing techniques. Compared with the conventional time sequence editing, suspense editing techniques can attract the attention of the audience and stimulate the audience's desire to watch. Suspense editing refers to the editing technique of putting the most wonderful parts at the front of the video. Bloggers need to prejudge which pictures are the most likely to attract the audience's attention and which content is the most likely to trigger the audience's thinking, and then select these pictures out to attract the audience's interest in watching by leaving suspense, which can improve the video viewing completion and the audience's consumption probability.

Based on their own popularity and unique image, the cosmetics bloggers' self-forming IP has become a successful code to help them complete targeted output as well as commercial liquidity. Today, with the explosion of information, the construction of IP culture is the key to the development of the video industry [11]. As a typical attention economy, the video industry usually needs to use the content of literature or other fields as "IP" to develop video content on this basis. In recent years, the beauty bloggers on the Douyin platform have started to take themselves as IP image, and then realized IP liquidity in beauty products, which provides a new idea for the development of the beauty industry in the new era. For example, in April this year, there are two beauty bloggers, "Hua Mei" and "Yong Zai", participated in the production of the foundation under the cosmetics brand "GALIMARD", and took this as the selling point of this foundation. Since the launch of the product, fans of "Hua Mei" and "Yong Zai" have paid for it one after another. In addition, this upsurge has triggered many beauty bloggers to participate in the evaluation on the Douyin platform. Therefore, this foundation has been

viral broadcast on the Douyin, and its sales have also increased rapidly, achieving a super commercial liquidity effect.

Beauty bloggers build stickiness with their users through frequent interactions and conversations with their audiences, thereby increasing the user loyalty. Dialogue is an essential link in handling public relations. The enhancement of interaction frequency can help bloggers better consolidate users and improve sales. Not only in the field of beauty, but also in many other fields and even the entire Internet industry, they also pay great attention to the interaction with the audience, which is the basis and key for effective communication with the audience in the next step. Based on the observation of the interaction mode of the beauty bloggers on the Douyin platform, it is found that in addition to the basic video interaction, the beauty bloggers will also communicate with fans in other ways. For instance, in order to show the objectivity of choosing products to the audience, some beauty bloggers will cooperate with fans, and let fans vote for the products they really like and useful. Luo Wangyu, a beauty blogger, joined the trial session of core fans before recommending beauty products. That is, he gathered his core fans together and gave the product to fans for free before promoting the products. And after a period of time, he would communicate with these fans about their feelings and effects after use, so as to make a decision on whether to recommend this product finally. This way can not only consolidate the original fans, but also show their professionalism and objectivity to new fans and making it easier for their audiences to produce consumer behavior.

5. Discussion

First, short video bloggers should learn how to create distinctive character designs. Among beauty bloggers, the establishment of character design mainly refers to starting from the video content, highlighting the beauty blogger's expertise in a certain type of makeup or skills, and designing distinctive values, identity and related values for the beauty bloggers themselves professional background. A clear positioning of oneself is also a key to character design. Continuously build the positioning of character design and continue to output better products and services to consumers around this advantageous gene, and at the same time output high-value professional solutions to improve user stickiness. and satisfaction. With the continuous development of Internet technology and the optimization and updating of social media platforms, the threshold for various network bloggers is constantly lowering. In an age where everyone can share themselves on the Internet, one of the biggest problems for beauty bloggers is the lack of recognition, how viewers can distinguish a creator from others. This is also an important reason for creating personalized character designs.

First of all, beauty bloggers should find their own advantageous genes, such as professional beauty knowledge or distinctive looks, and design their personal images based on this. Secondly, after the character design is determined, try not to modify it as much as possible. A stable character design will more effectively increase the stickiness of the audience and ensure that the audience will not lose a lot in a short period of time. Finally, the character design should be in line with the personality proposition of new consumption. On the premise of meeting the correct values, interesting and novel character design can better attract the attention of the audience and establish a long-term connection between the blogger and the audience.

Another very important move is that video creators should consider how to design a video storyline that attracts the audience. As the platform with the highest market share in the short video field in the medium and long term, Douyin platform has a relatively high level of development of short story videos. Correspondingly, the videos of beauty bloggers also require rich and exciting storyline design. Although the new media era enables short video creators to quickly establish contact with consumers, it is difficult to gain the attention of audiences in an environment with too much information and lack of audience attention. Stories are an effective way to get rid of this dilemma.

Spreading information is one of the most important functions of video. If a beauty blogger's video story is strong, interesting and innovative, the speed, breadth and economy of its dissemination are unmatched by other types of videos. The interlocking dramatic conflict set in the story creates

suspense, which captures the audience's attention well and keeps the audience to the end. A good story can easily make the audience identify with the characters and plot, and then have an emotional resonance. Like traditional TV and movies, the core feature of short videos on the Douyin platform is the use of visual language to narrate. Then the image language system and narrative techniques accumulated in the traditional video era, such as the skills of creating stories, are also helpful for the creation of diversified video types of beauty bloggers.

How to create an attractive story, through the analysis of a large number of videos of the same type, the author can draw three methods. First, the creators of beauty videos need to set suspense at the beginning of the video and create a strong contrast at the end. Secondly, the storyline that most attracts the audience is put in the front through editing, and the beauty products or beauty skills are introduced in the middle part of the video, which can ensure the completion rate of the video to the greatest extent. The last is to shorten the storyline, speed up the progress of the story, and convey the creator's core point of view to the audience in the shortest possible time.

Create creator's self-forming IP is a way that video bloggers also need to be aware of. Personal IP needs to stand in the user's position and form resonance by arousing everyone's emotions and emotions, so that the audience can browse, share and spread. It can be said that the dissemination of IP is to use the character design of beauty bloggers, the views and emotions expressed in the video, to increase user comments, forwarding and fission. Therefore, beauty bloggers need to create personal IPs, use personalized and personalized IPs, and cooperate with rich and diverse video content to generate closer connections with users, and use IPs to realize further value realization.

Compared with personal IP, the brands of some companies are often spreading the concept of the company. In addition to the high advertising costs, a large number of boring and repetitive advertisements will also make people feel disgusted and disgusted, and they cannot have a good impression of the brand. Many audiences of personal IPs spread it voluntarily, saving a lot of advertising costs. At the same time, because of content and gain more new fans.

Accurate positioning to create unique labels. The foundation of personal branding is first to find the right positioning, and secondly to create a unique label. Beauty bloggers need to understand their own advantages through serious thinking, analyze their strengths, find their own interests, find their own characteristics and highlights, and then choose a subdivision by understanding the overall situation of the new media on the Douyin platform to find the right one. Target population. The second is to set a unique and clear label for the personal brand. Uniqueness is the foundation of personal brand success. Creators should think about what qualities and values they intend to present to the public through social media. Finally, creators need to create hot topics that can meet the needs of current people and provide value to users.

Last but not least, vloggers need to create interaction between the blogger and the audience. Today's new media are increasingly emphasizing the importance of interacting with users. First of all, strengthening the interaction with users can improve the user's experience. By interacting with users, increase the intimacy between users and beauty bloggers and related products. The audience's favorability is improved, and their willingness to purchase products recommended by bloggers will also increase. Second, high-frequency interactions with users can increase user stickiness and increase user activity. Finally, interaction with users is conducive to the dissemination of video information. Through interaction, users take the initiative to share and achieve user growth.

With the increasing number of participants in the beauty field on the Douyin platform, video creators need to make some innovations in interaction to attract fans and audiences. First of all, beauty bloggers need to increase the frequency of interaction and respond to audience comments in a timely manner. Secondly, they must pay attention to dissemination and drainage, and guide users to participate in content production. Finally, create a personalized "personality" to attract user interaction with innovation and creativity.

6. Conclusion

With the continuous development of social media platforms in China, diversified industries are updating their marketing methods through the technologies and resources provided by social media platforms. This article takes the makeup bloggers on the Douyin platform as an example, adopts the method of case analysis and observation to analyze makeup video bloggers with different levels of fans. Through this research, the author summarizes and refines the commonalities and special marketing methods of beauty video bloggers. In the context of the development of social media technology, this research not only fills the gaps in research in related fields, but also provides new creative ideas and marketing methods for beauty video shooters. Through this research, the author found that no matter how many fans they have, short video creators in the beauty field generally use five common marketing methods to operate personal social media accounts on the Douyin platform. First, video bloggers can design their personalities, appearance, habits, etc. Create personalized characters to gain the trust and emotional recognition of fans. Second, bloggers can use novel and creative video story content to attract consumers' attention and achieve the effect of product promotion and guide audiences to consume. Third, short video creators need to use suspense editing technology to stimulate the audience's desire to watch to ensure that the audience can fully watch the content of the video, thereby increasing the consumption probability of the audience. Fourth, it is also very important for creators to create personal IPs. The creation of personal IPs and even personal brands greatly improves the influence and dissemination of social media accounts. At the same time, it can also get the opportunity to cooperate with big brands, so as to create more economic value. Finally, bloggers should pay attention to the interaction with the audience, so as to increase the stickiness of the audience and attract new audiences on the basis of stabilizing the original audience group. China's social media platforms and short video creation fields are developing rapidly. Through this research, not only video bloggers in the beauty field can learn efficient and high-yield marketing methods, but also video bloggers in other fields can also learn from this research. Based on this, they will innovate new marketing methods and enjoy the convenience and benefits brought by social media platform technology.

References

- [1] H. T. Shen, Research on the dissemination practice of Douyin's beauty-related self-media, Nanchang University, 2021.
- [2] T. Y. Xiang, Beauty advertising marketing strategy in Douyin short video platform, Media Forum, 2020.
- [3] J. M. Pang, M. L. Chen, Marketing strategy of Douyin's beauty-related short video, Marketing Management Review, 2021.
- [4] H. H. Qu, Analysis on public relations activities of domestic makeup enterprises on Douyin Platform --- Taking Perfect Diary, Florasis and Judydoll as Examples, PR World, 2022.
- [5] D. D. Wu, On SWOT of self-media video marketing economy--Take Li Jiaqi, a cosmetic blogger, as an example, Journalism Communication, 2019.
- [6] M. S. Zhan, F. Zhang, Analysis of the current situation of the development of web celebrity economy--Take "web makeup celebrity" as an Example, Marketing Management Review, 2019.
- [7] L. S. Chen, research on short video of beauty make-up from the perspective of media economy-- Douyin platform as an example, Wuhan Sports University, 2020.
- [8] F. J. Guan, Research on the Short Video Marketing of Male Beauty Bloggers in the Internet Economy, Henan University, 2020.
- [9] Y. F. Sun, Multiple Case Research on Internet Celebrity Short Video Marketing of Beauty Products based on AISAS Mode, Jiangsu Commercial Forum, 2021.
- [10] Y. Qiu, Analysis of influence of web celebrity on the purchase of make-up products for the post-90s woman-- Take the beauty screen red as an example, Anhui University of Science and Technology, 2018.

- [11] X. Q. Song, G. Wang, From IP to Super IP: Exploring the Development Path of Video Industry, North Media Research, 2022.