

A Comparative and Evolutionary Analysis of Promotion Strategies for Beauty Products on the TikTok Platform

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Abstract. With the features of live streaming and short videos, the Tiktok platform opens up new avenues for beauty promotion. The strategy has evolved from display to live broadcast, short videos, explosive creation and other diversified models, and continues to upgrade. Beauty brands are paying more attention to the growing user base, especially among young women. Tiktok algorithm and traffic mechanism encourage brands to innovate content, enhance interaction, and achieve efficient and accurate promotion. The purpose of this paper is to discuss the promotion strategies of beauty products on Tiktok live broadcasting platform, show the promotion methods at different stages and their effects, analyze the evolution process of the promotion strategies of beauty products on Tiktok platform, summarize the rules and trends, and predict the future development direction and possible problems. With the rapid development of the Tiktok platform, the promotion strategies of beauty products on the platform are constantly updated. This paper will provide valuable references for relevant brands and enterprises.

Keywords: Tiktok; Promotion Strategies; Strategies Analysis.

1. Introduction

With its powerful user base and rich functions, TikTok has become an important channel for promoting beauty products. From live streaming e-commerce to short video marketing, and from data analysis to precise delivery, TikTok offers diverse promotion measures for beauty products. With the continuous expansion of the user base of TikTok, especially the increase of young female users, beauty brands begin to attach importance to this platform, through the precise positioning of the target audience, combined with educational content, visual beauty, humor elements, professional display and other strategies, to enhance brand awareness and trust. At the same time, the algorithm mechanism and traffic recommendation mechanism of the TikTok platform also encourage beauty brands to constantly innovate content and improve user interaction rate, so as to achieve efficient promotion and accurate transformation. With its strong user base and rich functions, the TikTok platform has become an important channel for the promotion of beauty products. From live delivery to short video marketing, from data analysis to precise delivery, TikTok provides a variety of promotion methods for beauty products. This paper will conduct an in-depth analysis of the promotion strategies for beauty products on the TikTok platform, and deeply discuss its evolution process and trend.

2. Promotion Strategy for Beauty Products on the TikTok platform

2.1. Live streaming E-commerce strategy

Live streaming e-commerce is one of the main strategies for promoting beauty products on the TikTok platform. Through live streaming, brands can directly showcase product features and effects, enhancing consumer trust and desire to purchase [1]. During live streams, beauty influencers interact with viewers to share skincare and makeup tips and product usage experiences, effectively increasing brand recognition and user stickiness.

Brands need to pay attention to the selection and training of hosts in live-stream e-commerce, choosing influencers who have influence and expertise to increase viewership and conversions. Additionally, brands can cooperate with hosts for joint promotions, so as to increase brand exposure and market share [2].

2.2. Short Video Marketing Strategy

Short video marketing is another important promotion strategy for beauty products on TikTok. In this way, brands can vividly present product appearance, texture, usage effects, and other features to attract consumers' attention. Meanwhile, short videos can also combine interesting elements with creativity to improve brand memorability and recognition [3].

In terms of short video marketing, brands should pay attention to the creativity and practicality of the content according to consumers' needs and interests to create appealing video content. In addition, brands can also collaborate with KOLs (Key Opinion Leaders) and leverage their influence and fan base to expand brand exposure and propagation force.

2.3. Data Analysis and Optimization Strategy

Data analysis and optimization are indispensable parts of promoting beauty products on Douyin. By analyzing users' behavior, brands can have a deeper understanding on consumers' interests, purchasing habits, and needs, providing a basis for targeted advertising and personalized promotion.

During data analysis and optimization, brands should utilize TikTok's analytical tools to monitor and analyze advertising effects in real time, focusing on key indicators such as exposure, click rates, and conversion rates. According to data feedback, brands can adjust their promotional strategies in time, optimize advertising content and advertising methods, and improve advertising effectiveness and return on investment [4].

2.4. Targeted Advertising Strategy

Targeted advertising is also a crucial strategy for promoting beauty products on TikTok. Brands can accurately deliver advertisements to the aimed audience through targeted advertising, so as to improve advertising exposure efficiency and conversion rates. TikTok offers various targeted advertising options, including information flow advertisements and KOL collaborations, allowing brands to select suitable methods based on their own needs and budgets.

In targeted advertising, brands should concentrate on audience targeting and target analysis, based on user portrait and interest tags, to precisely position the target audiences. Additionally, brands can utilize A/B tests and other methods to continuously optimize advertisement content and strategies, improving advertising effectiveness and return on investment [5].

3. Evolutionary Analysis of Promotion Strategy

3.1. Shift from Traditional Promotion to Digital Promotion

Before TikTok, the promotion of cosmetic products mainly depends on traditional media and offline channels. With the rise of TikTok, cosmetic products are promoted changing to digital promotion. Cosmetic brands began to use the short video and live broadcast functions of TikTok for online promotion and sales, which achieved both brand exposure and product sales.

3.2. From Single Promotion to Diversified Promotion and Development

In the preliminary stage of the development of TikTok, the promotion of cosmetic products was relatively simple, mainly relying on short videos and live delivery to the sale. With the continuous improvement of TikTok and the diversity of user needs, brands are starting to experiment with a variety of promotion methods, including data analysis and optimization, accurate delivery, etc., forming a diversified promotion system [6].

3.3. Shift from Focus on Exposure to Focus on Transformation

In the preliminary stage of the development of TikTok, the most important thing for the brand is the amount of exposure and attention of users. With the intensification of market competition and the diversity of user demand, the brand began to focus on AD conversion rates and ROI. Brands through data analysis and optimization, precision delivery, and other strategies continuously enhance the advertising effect and conversion rate, so as to maximize the realization of brand value.

3.4. Expand from a Single Platform to Multiple Platforms

In the preliminary stage of the development of the TikTok, the cosmetic products mainly depend on the TikTok itself. With the intense market competition and the diversity of users' needs, the brand began to expand the other social media platforms and e-commerce platform, forming a multi-platform promotion system. The brand through cross-platform promotion expands their brand exposure and market share, and improves brand influence and competitiveness.

4. Problems and Prospects

4.1. Confronting Problem

4.1.1 Rising traffic cost and difficulty in gaining customers

With the fading of Internet traffic dividend, the traffic cost of the TikTok platform continues to rise, and it is becoming more and more difficult to gain customers online. This has resulted in beauty brands spending more to promote themselves on TikTok, which may not be as effective as expected.

4.1.2 Inferior products affect user loyalty

There are some inferior beauty products with low cost and high gross profit on TikTok platform. These products are often falsely advertised through streaming advertisements, which makes it difficult to cultivate user loyalty to the brand. In the long run, this has not only harmed the interests of consumers but also affected the reputation of the platform and the overall image of the beauty category.

4.1.3 Competition between shelf e-commerce and live e-commerce

With the rise of shelf e-commerce and the intensifying competition of live e-commerce, the promotion of TikTok beauty cosmetics products is also facing challenges from other platforms. The convenience and richness of shelf e-commerce have attracted a large number of users, while live streaming e-commerce needs to constantly innovate and upgrade to maintain its appeal.

4.2. Prospects

The promotion strategy of cosmetic products on the TikTok platform has undergone significant evolution and upgrading, from the initial simple product display, to the formation of diversified strategies such as live delivery, short video shooting, explosive video creation, script framework and product display.

In the early day, cosmetic brands mainly used TikTok for product display, and visually presented product characteristics and effects through short videos. However, with the diversification of user needs and the algorithm optimization of the platform, the simple display has been difficult to meet the market. Subsequently, live delivery has become a new hot spot for cosmetic promotion and beauty bloggers have effectively simulated consumers' desire to buy through real-time interactive teaching and sharing of experience.

In recent years, short video shooting strategies have become more creative and practical, with cosmetic brands curating interesting and educational video content to attract and retain viewers. At the same time, the creation of explosive videos has become the key to enhancing brand exposure and attention. By focusing on hot topics and combining product features, brands create unique and engaging content to achieve rapid traffic growth.

In the future, artificial intelligence will play a core role in marketing strategies, helping enterprises to deeply cultivate multiple market segments and achieve precision marketing. Through deep learning technology, AI can establish a detailed user portrait based on the user's gender, age, region and other basic information [7]. At the same time, the in-depth analysis of user behavior, such as content preferences, interaction patterns and consumption history, will help live streaming e-commerce to accurately lock the most potential targets market, thereby greatly improving marketing efficiency and reducing marketing costs. The real-time monitoring function of AI provides a basis for brands to flexibly adjust their market strategies, ensuring that brands can respond quickly to market changes. With the vigorous development of live streaming e-commerce, the uncertainty contradiction between product flow and information flow is becoming more and more significant. In this context, the importance of carrier broadcasting and online customer service is self-evident. In particular, the rise of intelligent customer service, with its low cost, high efficiency characteristics, has become the first choice for many live e-commerce

With the development of live broadcasting, the uncertainty and contradiction caused by the separation of product and information become increasingly prominent. With the development of artificial intelligence technology and the increase of customer service requirements, intelligent customer service came into being. Intelligent customer service can not only interact with users in real time, but also provide personalized services through in-depth analysis of user needs, thus significantly improving customer experience and promoting sales conversion. It can not only handle common inquiries and order inquiries, reducing the burden of human customer service, but also allow teams of human experts to focus on solving more complex problems and bringing higher quality service to consumers. In the scene of live marketing, intelligent customer service plays an indispensable supporting role. It can identify high-intention, high-loyalty customers in real-time, and push these customers to the sales team through behavioral analysis, and manual follow-up, so as to build and maintain a solid customer relationship, improve transaction rates, and stimulate repurchase behavior. It is foreseeable that artificial intelligence will play an increasingly important role in the field of live-streaming e-commerce in the future, promoting the development of the industry to a higher level [8].

5. Conclusion

The TikTok platform provides diversified promotion means for beauty products, from live streaming to short video marketing, from data analysis to accurate placement. Brands can choose appropriate promotion strategies according to their own needs and budgets. With the rapid development of the TikTok platform and the intensification of market competition, the promotion strategy of beauty products is also constantly evolving and developing. Brands need to keep up with the trends of the times and the changes in user needs, constantly optimize the promotion strategy, and improve the competitiveness and market share of the brand.

This article provides valuable references for relevant brands and enterprises by analyzing the promotion strategy of beauty products on the TikTok platform and its evolution process. I hope that the research results of this article can provide useful inspiration and guidance for the promotion of beauty products on the TikTok platform.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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