

Effective Strategies for Attracting and Engaging Target Audiences in Today's Competitive Market

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Abstract. In today's world, businesses face intense competition as the market is flooded with numerous companies offering similar products and services. This makes it challenging for companies to capture the attention of their target audience and stand out from their competitors. Companies need to differentiate themselves from others and provide value to their customers in order to attract and retain them. Failure to do so can lead to a loss of customers and revenue, ultimately affecting the long-term sustainability of the business. Hence, it is important for companies to conduct research on how they can effectively attract their target audience, which will give them insights on how to create effective marketing strategies to reach out to their customers. This paper analyzes a real marketing campaign from Lancôme to identify the strategies used to attract their target audience. The results indicate that understanding the audience's needs, preferences, and behaviors is crucial for creating effective marketing strategies. Additionally, utilizing the right channels and providing value to customers are also important factors in attracting and retaining customers. The conclusion of the research emphasizes the importance of these factors in creating successful marketing campaigns and provides recommendations for companies to improve their marketing strategies. This study contributes to the existing body of research on marketing by providing practical insights into how companies can effectively attract their target audience.

Keywords: Target audience; provide value; channels.

1. Introduction

In today's fast-paced business environment, attracting and retaining a target audience has become a critical component of success. According to the study by Smith and Johnson, traditional marketing strategies that rely on mass marketing are becoming less effective in today's market where consumers have more choices and are more empowered. The study proposes a customer-centric approach to marketing that involves understanding the needs and preferences of the target audience and developing marketing strategies that address those needs, which means that the study underscores the importance of conducting research to identify and cater to the specific needs and preferences of their target audience and develop customer-centric marketing strategies [1]. Companies that effectively engage their audience can build brand loyalty, drive sales, and ultimately achieve their business objectives. However, reaching and engaging the right audience is not always an easy task. It requires a deep understanding of the audience's needs and preferences, as well as the ability to create content that provides value and resonates with them. While there is existing research on this topic, there is still a gap in our understanding of how to effectively use marketing research to attract a target audience. This research explores the key strategies for attracting target audiences through a case study of Lancôme, specifically, the importance of understanding the audience, choosing the right marketing channels, and providing value. By conducting effective research and gaining insights into companies' target audience, companies can develop tailored marketing strategies that are more likely to resonate with their audience and achieve better results. The significance of this research lies in its potential to help organizations improve their marketing efforts and ultimately drive business growth. By adopting a more data-driven approach to marketing, companies can make more informed decisions about their marketing strategies and better allocate their resources. This can contribute to more efficient and effective marketing campaigns, higher conversion rates, and ultimately, a more successful business. This paper will explore the key strategies for attracting target audiences by analyzing a real campaign from Lancôme that has successfully implemented these strategies, and provide suggestions for

companies to exploit these strategies. This research is valuable for companies to get insights into how organizations can better engage their audience and achieve their marketing objectives.

2. Lancôme Advanced Night Cream Marketing Strategy for Targeted Young Customers

Lancôme had launched a marketing campaign to effectively use the strategies attracting target customers to promote advanced night cream, which is a product aimed at rejuvenating the eye area.

First, Lancôme obtained from the statistics of users' search terms on the Internet platform that since the eye skin is inherently fragile and is most likely to cause aging anxiety among young people, the repair of dark circles has mainly become the main appeal of young people. Fanjun Zeng discussed the importance of dividing customers into segments to develop a more effective marketing strategy, and suggested that by dividing customers based on their characteristics, companies can create marketing strategies that are better tailored to each segment's needs [2].

Second, it is known that Lancôme spends one third of its publicity expenses on TikTok and one fifth on Red. In addition, Lancôme also places promotional ads on Sina Weibo, Tencent, Bilibili and other platforms. In general, the search frequency of advanced night cream in Red has increased significantly from the third quarter to the fourth quarter; in Taobao, which is the transaction conversion platform of TikTok, the gap between the number of customers' searches for Lancôme advanced night cream and other competing products has significantly shrunk 40% during a year. Since the target customer portraits are mainly young people, Lancôme mainly promotes products on Red and TikTok where young people like to engage. This way of choosing the right channels is also a good strategy to help products attract target groups. Tolu Ajiboye, John Harvey, Sheilagh Resnick discussed the importance of using social media as a marketing channel and posited that social media is a vital channel for reaching the target audience, particularly younger [3].

Third, by grasping the pain points of the customer group -- willing to stay up late, but also afraid of dark circles, Lancôme implants the need to improve dark circles into people's 24-hour life in the process of product promotion, so that each target customer can find their own belonging scene in the advertisement. By listing the needs for improving dark circles in daily life scenes, Lancôme established the image of the first choice to improve dark circles for the advanced night cream. In addition, Lancôme also introduced ingredients of the advanced night cream in advertisements to promote that eye cream can solve the problem of young people who want to stay up late but are worried about dark circles. In sum, Lancôme successfully attracts target customers by satisfying customers' needs and solving the pain points of customers' concerns. Tianxin Cai, Wangyuan Chen, and Songxia Li cover the importance of providing value to customers in the marketing process, and state that by creating value for customers, companies can establish long-term relationships and achieve marketing success [4].

3. Analysis of Strategies Mainly Used for Attracting Target Customers

3.1. Know the Target Audience

Knowing the target audience and what they want is the first step in attracting them by creating a profile of the ideal consumer. Fanjun Zeng suggested that understanding customers through methods like segmentation, data analysis, and market research is crucial for creating effective marketing strategies that are tailored to specific customer needs and preferences [2]. In order to effectively attract customers, companies must first describe the image of the audience, summarize what kind of people the product mainly attracts, and what the needs of this kind of people are through methods of market research, customer surveys, and data analysis.

Take Lancôme for an example. In the process of Lancôme's sales of newly launched advanced night cream, the company used data analysis to summarize high-frequency keywords on search platforms such as Red and Tiktok in China, and found that potential users' demands for eye cream

can be attributed to age through obtaining data from QianGua Data. The search terms that often appear in the data statistics are "recommended eye creams over 30-year-old", "recommended eye creams for 20-year-old", "recommended eye creams for 25-year-old", "recommended eye creams for 40-year-old" (arranged in order according to search frequency), and "Dark Circle Repair" that ranked first in the searching keyword list. From the keyword searching frequency, it can be seen that the potential users who need eye cream are distributed in the age range of 20-40, among which the distribution of users aged 20-30 is the highest, and the main problem that these users want to solve with eye cream is to repair dark circles. Through the method of data analysis, the company locked potential customers in females who are in the age group of 20-30 years old and have the main demand of repairing dark circles. In addition, Lancôme obtained potential customer surveys by collating users' comments on other eye cream products on the red platform. In the comments, the company concluded that users pay great attention to "whether it is moisturizing", "whether it is grainy", and "whether the products make eyes hot", which shows that users are very picky about the feeling and ingredients of eye cream. Therefore, the company concluded that for target audiences, dark circles are the first demand for skin care around young eyes, and the eye cream should be safe and comfortable as well as comprehensive in function by combining the conclusions of data analysis and customer surveys. Zhining Liu, Xiao-Fan Niu, and Chenyi Zhuang suggested that for companies to efficiently capture the interest of their customers, it is crucial that they possess an in-depth and comprehensive comprehension of the target audience's preferences, behavior, and values [5]. Lancôme's strategic actions are just as Zhining Liu, Xiao-Fan Niu, and Chenyi Zhuang advocated before. After summarizing target customers' portraits and needs mentioned above, Lancôme began to promote the selling points of the products. Lancôme positions advanced night cream as a product specially designed for repairing the youthful eye area to attract young people. In addition, Lancôme attracts target customers who are caring about feelings by advertising that the advanced night cream has a moisturizing effect and can fade dark circles under the eyes: once applied, it can soothe the eye area and achieve 24h moisturizing; use it continuously for 8 weeks, it can brighten and strengthen the eye area. In addition, considering target users are extremely picky about the feeling of using eye cream, Lancôme starts with product ingredients and promotes that the product is rich in a variety of ingredients that specialize in dark circles, so as to break through different types of dark circles, such as dull dark circles, vascular dark circles, and structural dark circles. Therefore, Lancôme has successfully captured the hearts of target users who are extremely picky about the ingredients of eye cream. Sergio Pardo-Jaramillo, Andrés Muñoz-Villamizar, and Ignacio Osuna argued that understanding the needs of the target audience is key to effective marketing [1]. The example of Lancôme illustrates how a company can use data analysis and customer surveys to identify the needs of potential customers and create a product and marketing campaign that effectively targets them.

Through Lancôme's actual operation on potential users' preliminary investigation and promotion of selling points, it can be concluded that in order to successfully attract target users, it is necessary to clearly locate the user group through methods such as market research, customer surveys, and data analysis, so as to summarize the needs of the user group, and then correspondingly promote product selling points to effectively attract potential user groups and promote publicity effects.

3.2. Choose the Right Channels

With so many marketing channels available today, it's important to choose the ones that are most effective for reaching target customers. According to recent studies, although email marketing can still produce results, it is not as effective as before because younger consumers now prefer interacting with brands through messaging applications and social media [6]. In fact, social media may be the most effective channel for reaching younger generations, while email marketing may be more effective for older generations.

C.M. Sashi, Gina Brynildsen, and Anil Bilgihan suggested that it is imperative for companies to comprehend their customers and their preferences in order to produce personalized social media marketing strategies that will improve their performance [7]. Take the promotional process of

Lancôme advanced night cream as an example. According to the official data of Red and TikTok, Lancôme decided to spend 30% of the publicity costs on Red, 20% on Tiktok, 15% on Weibo, 13% on Tencent, and 10% on Bilibili. From the distribution of Lancôme's advertising expenses, it can be seen that the company mainly focuses its publicity and distribution work on the two platforms of Red and Tiktok. Lancôme's decision on the distribution of advertising expenses, that is, the choice of publicity channels, is worthy of deliberation. According to "Mass Counting: 2020 Douyin User Portrait Report", 19% of TikTok users are 19-24 years old and 24% are 25-30 years old, which shows that users in the age group of 19-30 years old have higher TGI in TikTok [8]. According to the "2022 Qiangua Active User Portrait Trend Report (Red Platform)", Red has over 200 million monthly active users, 72% of whom are post-90s [9]. Lui Hilong suggested that companies can choose the most successful social media platforms to draw in their target clients by determining which social media platforms are appropriate for various user traits and product categories [10]. Therefore, comparing the age characteristics of users on the two platforms of TikTok and Red, it can be concluded that the reason why Lancôme decided to focus its advertising on Red and TikTok is that it found the fact that the users of the two platforms are mainly young people, which coincides with the fact that Lancôme's advanced night cream target customers are young people. According to the search frequency, data obtained from Tmall Strategy Center, of Lancôme advanced night cream on the Red in 2021, it can be seen that Lancôme's choice of platform is indeed effective. In the third quarter of 2021, the search frequency of "Lancôme advanced night cream" ranked third, and in the fourth quarter, the search frequency of this word also reached the sixth, which is among the top ten. In addition, on Taobao, which is a transaction platform of TikTok, the gap between users' searches for Lancôme advanced night cream and searches for competing products has shrunk by about 40% within a year. These data all show that Lancôme has chosen the right channel to reach its target audience in its decision-making of selecting a channel to reach its target audience, thereby achieving publicity success. Tolu Ajiboye, John Harvey, Sheilagh Resnick suggested that due to the nature of social media platforms, which enable businesses to communicate with both current and potential customers and allow for customer collaboration in the identification of business-related ideas and solutions, social media can present a chance to engage with customers and expand reach [3]. In other words, choosing the right channel is decisive for product marketing.

3.3. Provide Value

People are attracted to brands that offer them something of value, whether that's a great product, a unique experience, or helpful information. According to Tianxin Cai, Wangyuan Chen, and Songxia Li, companies must outperform their rivals in giving customers value and excel at anticipating what those customers will value in the future [4]. When creating marketing messages, companies should think about what they can offer their target customers that will help them solve a problem, meet a need, or fulfill a desire. In addition, it is necessary for the company to analyze the psychology of users in the process of advertising to make users resonate with products.

Continuing the argument through the way Lancôme market advanced night cream. Through the portrait description of the customer group in the early stage, Lancôme concluded that its potential users are mainly the younger generation who need to solve dark circles. It is found that the younger generation generally likes nightlife or needs to work overtime, which causes young people to have the habit of staying up late and have dark circles that needed to be repaired. In the process of further analyzing the psychology of the target users, Lancôme found that the pain point of the target users is that they want to improve dark circles but also want to stay up late, which can be concluded that the target group wants to be compatible with staying up late and repairing dark circles. Therefore, by embedding the improvement needs of dark circles in the 24 hours of life, Lancôme attracts target customers in the advertisement to realize that "I" as a young generation indeed needs a bottle of eye cream, so that making young people can be connected with and resonated with the advanced night cream that improves dark circles. Eric T. Brey suggested that brand value co-creation can be positively impacted by social media marketing efforts that focus on producing value for customers,

which in turn leads to greater brand performance [11]. In the process of advertising, Lancôme produced value for customers by setting the scenes into three parts: morning, midday, and evening: in the morning, people go to work without makeup and find that the eye area is not in good condition; when a person takes a selfie with makeup at noon, the dark circles are exposed in the eye area; frequent online chatting and watching soap operas lead people felt dryness and discomfort around the eyes. By integrating the scene settings into a user's 24h life, Lancôme's advanced night cream advertisement allows every young target user to find himself or herself in the advertising situation, so that they can resonate with the product demand. In addition, Lancôme chose the method of dissemination by time period when placing advertisements. Lancôme's advanced night cream promotion focuses on night scenes, so as to further accurately capture potential users who stay up late. For example, Lancôme decided to start marketing advanced night cream at 11:00 p.m., and the advertisements in WeChat Moments are mainly concentrated at night. In short, Lancôme made users realize that the product advanced night cream can solve their needs by setting the scene in the advertisement to make users resonate with products. In addition, Lancôme chose to further accurately target the potential customers at night time, making the whole process of marketing extremely good. Hasfar M, Theresia Militina, and Gusti Norlitaria Achmad emphasized that the primary aim of marketing activities is to create value, which necessitates companies' understanding of their customers' desires and requirements to provide superior value [12]. From Lancôme's way of distributing advertisements, it can be concluded that in order to capture the target customer group, the company must start by meeting customer needs to make customers resonate with products.

4. Suggestions

4.1. Know Target Audiences

Knowing the importance of the target audience during the marketing process, companies should conduct market research to understand the target audience's demographics, behavior patterns, pain points, and motivations, which can involve using a variety of research methods, such as surveys, focus groups, and social media listening, to gather data about the target audience. By analyzing the data, companies can gain a better understanding of who their customers are, what they care about, and how they behave. In addition, companies can use customer feedback and surveys to continuously refine their understanding of the target audience. It's important for companies to seek feedback from their customers on an ongoing basis, not just during the initial research phase. By asking for feedback through surveys, reviews, and other channels, companies can gain insights into how their customers feel about their products, services, and overall brand. Also, analyzing data from marketing campaigns to see which messages and offers are resonating with the target audience and which are not is good for companies to capture their potential customers. By tracking metrics such as click-through rates, conversion rates, and engagement levels, companies can learn which marketing messages and offers are most effective for their target audience. These data can also help companies refine their marketing strategies and create more effective campaigns in the future.

Overall, knowing the target audience is crucial for creating effective marketing strategies that resonate with customers. By understanding their needs, behaviors, and motivations, companies can tailor marketing messages and offers to meet their specific needs and build a stronger connection with customers.

4.2. Choose Right Channels

Choosing the right channels is an important part of targeting the right customers. Different channels work better for different audiences, and it is important to experiment with different ones to see which are most effective. Some of the most common channels used by companies include social media, email, paid advertising, and direct mail. Companies should monitor the performance of each channel and adjust their strategies as needed to ensure that they are reaching their target audience effectively.

When choosing channels, companies should consider the preferences and behaviors of their target audience. For example, if the target audience is primarily active on social media, it may be more effective to focus on social media marketing rather than email marketing. Additionally, companies should consider the type of message they want to communicate and choose a channel that is appropriate for that message. For example, if the message is highly visual, social media may be a better choice than email.

Another important consideration is the cost of each channel. Companies should choose channels that are cost-effective and offer a good return on investment. This may mean prioritizing channels that have a lower cost per lead or a higher conversion rate. It is also important to remember that different channels work better at different stages of the customer journey, so companies should use a mix of channels to reach their target audience at different points in the journey.

4.3. Provide Values

Providing value is a crucial aspect of any marketing strategy. To provide value to their target audience, companies can offer unique and relevant content, such as blog posts, videos, and infographics, that help their audience solve a problem or meet a need. Fetscherin & Lattemann suggested that building brand trust and boosting buy intent can be achieved through putting the client first, such as delivering personalized suggestions, making customers resonate with provided values, and streamlining the shopping process [13]. Therefore, creating personalized and engaging experiences for the target audience, such as virtual events, webinars, and product demonstrations, can also be effective.

In addition, companies can provide incentives such as special offers, discounts, and loyalty programs that reward their target audience for choosing their brand over others. This can help build a loyal customer base and increase customer retention. It's important to keep in mind that the value provided should be aligned with the target audience's interests and needs. By providing value, companies can establish themselves as thought leaders in their industry, gain trust from their target audience, and ultimately drive sales.

5. Conclusion

In conclusion, this research has explored how companies can effectively attract their target audience through the analysis of a Lancôme campaign. The findings highlight the importance of understanding the audience, choosing the right channel, and providing value to engage and retain customers. By taking these factors into consideration, companies can improve their marketing strategies and increase their chances of success. Based on the results, it is worthwhile for companies to conduct market research to gain a deeper understanding of their target audience's needs, preferences, and behaviors. This will allow them to tailor their marketing efforts to better resonate with their audience and increase the likelihood of engagement and conversion. Also, it is necessary for companies to diversify the channels through which marketing content is delivered. By utilizing multiple channels, companies can reach a broader audience and ensure their message is delivered to the right people, at the right time, and in the right format. The significance of this paper is critical, as businesses today operate in a crowded marketplace, and standing out from the competition requires a deep understanding of the target audience. By following the best practices outlined in this study, companies can increase their chances of marketing success and achieve their business goals. While the research explored in this paper has provided valuable insights into how to attract target audiences, it is important to acknowledge its limitations and identify opportunities for future research. One of the potential areas for improvement is in the use of more diverse samples, as the research may have been limited to a specific demographic or geographic region. This could be addressed by conducting research across multiple regions and demographic groups to ensure the findings are more representative. In conclusion, while the research discussed in this paper has provided important insights into how to attract target audiences, there is still much more to be explored in this field. By

addressing the limitations of the current research and continuing to investigate new technologies and approaches, businesses can better understand and engage their target audiences, ultimately leading to greater marketing success and customer satisfaction.

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