

How Key Opinion Leader Triggers Consumer Response: A New Way to Market Absorption in Digital Marketing - A Case Study Based on the National Brand Florasis

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Abstract. Nowadays, with the rapid development of the internet and social media, the way people receive information has changed dramatically and they use online platforms to get up-to-date information, thus influencing their consumption decisions. This study explores how KOL triggers consumer resonance based on the case study of national brand Florasis. Through in-depth analysis of the cooperation mode between Florasis and Li Jiaqi, the study finds that KOL plays an important role in the contemporary marketing market. The results of the study show that Florasis has maximised its personal influence on product sales through its in-depth cooperation with Li Jiaqi, thereby achieving rapid growth in brand sales. However, the study also points out that over-reliance on KOLs can be risky, and there is a need to strike a balance and explore innovative cooperation models. This study has important implications for companies and marketing practitioners, helping them to better understand and apply KOL marketing strategies to enhance brand competitiveness in the marketplace.

Keywords: KOL, digital marketing, Florasis, marketing strategy.

1. Introduction

In the context of modern society, the rapid development of the Internet and social media has promoted a significant change in the way information is disseminated and influence is transferred. The influence of traditional advertising channels is gradually weakening, and people are increasingly relying on social media and online platforms to obtain information and form opinions. Consumers are often significantly influenced by the opinions and recommendations of KOLs in their purchase decisions and brand choices.

However, in today's marketing marketplace, consumers prefer the opinions of key opinion leaders to officially released information. The voices of some KOLs often resonate and touch people's hearts more than the advertisements of big brands. The influence of KOLs has the potential to go beyond the social media platforms themselves and become the main force of brand communication. KOLs' recommendations and suggestions are more popular when it comes to meeting consumers' increasingly personalized needs, and the value of KOLs is reflected not only in product promotion, but also in building real interaction and trust with consumers. This study aims to explore how KOLs can trigger consumer resonance and open up new ways of market absorption in digital marketing, taking the national brand Florasis as a case study. Through an in-depth analysis of the cooperation model between Florasis and Li Jiaqi, it reveals the mechanism of KOL influence on consumer decision-making and brand choice, as well as the mode of interaction between KOLs and consumers.

There are more and more studies on the influence of KOLs on consumer decisions and behaviour, and attempts to develop evaluation models and indicators to quantify their role and effect in marketing.

Lv Zhiwei believes that key opinion leaders are a class of people who can occupy key nodes in social networks, and they can have an important influence on mass consumers, stimulate their purchase demand and influence their purchase decision-making process [1]. Yu study statistics and analyse the sample data to make a summary, and according to the conclusion from the background of webcasting, KOL themselves and the information they provide, brands and manufacturers, and consumers to give advice from three perspectives [2]. Wang Mengjie in the study explains that in recent years, with the rapid development of social media and network environment, KOL marketing

has become an indispensable part of information transfer in the current consumer market environment [3].

Another study on KOL and brand building tries to show how KOL affect brand perception, brand image building and brand word-of-mouth communication. Chang Guangshu points out in his study that KOLs in user-generated content have become a key force connecting consumers and e-tailer brands, and many companies are committed to discovering excellent KOLs that match their brands [4]. In this context, correctly identifying KOL-related characteristics and enhancing brand equity has become a hot topic in current theoretical research. Guo Yantong and 2022 proposed in the paper that in the new media era, video socialization is increasingly flourishing, social media to network users bring more opportunities for development, and the complex relationship between KOL and the audience and the relationship with the enterprise brand side is also worth exploring the research, in which the KOL has a certain impact on the audience's perception of the value of the enterprise brand [5].

The current academic research on the theory of KOL is more, mainly reflected in four aspects of KOL characteristics and identification, KOL influence, KOL brand building, KOL marketing strategy research. The current definition of KOL is inconsistent and lacks a unified standard and scope. This leads to potential differences in the groups and behaviors covered in different studies, making comparisons and comprehensive analysis difficult. Therefore, this study will take a specific brand case as an example to explore in depth the way consumers interact with key opinion leaders and the mechanism of social media influence on marketing communications.

This study uses the process tracking method to explore how KOLs trigger consumer response and open up new ways of market absorption in digital marketing, using the national brand Florasis as a case study. By revealing the way consumers interact with KOLs and the mechanism of social media influence on marketing communication, this study helps companies and marketing practitioners better understand and apply KOL marketing strategies to enhance their brands' market competitiveness. However, the limitations of this study need to be noted and further explored and analysed in future studies.

This paper is divided into four parts. The first part of the content in the introduction section presents the background and problems of the study and reviews the relevant theoretical studies. In the second part, the case reduction of Li Jiaqi's cooperation with Florasis is carried out. The third part analyses Florasis's KOL marketing strategy based on the case reduction and makes suggestions on the marketing strategy. Finally, the model is summarized.

2. KOL Marketing Practice: Li Jiaqi and Florasis Brand Case Restoration

Before cooperating with Li Jiaqi, Florasis mostly only used traditional KOL and KOC marketing methods and did not carry out in-depth cooperation. Before that, Florasis brand did not enter the top sales on Tmall. Along with Li Jiaqi's popularity, Perfect Diary rode the east wind of its traffic to achieve great success in 2018 Double Eleven, and Florasis, seeing the successful trajectory of Perfect Diary, quickly started to tie the star anchor in depth. In the period from 21 October to 7 November 2019, Florasis appeared in Li Jiaqi's live broadcast 8 times, while the perfect diary was 1. In 2020, Florasis appeared in Li Jiaqi's live broadcast 71 times, which is equivalent to an average of 5.9 times of cooperation per month [6].

In addition to the live bandwagon, Florasis and Li Jiaqi achieved a new way of cooperation, Florasis's founder, Hua Mantian, in an interview, their cooperation is categorised as a live bandwagon 2.0, and the biggest difference with the previous live bandwagon lies in the fact that the brand and the anchor to co-create the product. Florasis announced Li Jiaqi as the chief recommendation officer, and general brand spokesman is different, Li Jiaqi involved in the design and development of Florasis products, the brand gives Li Jiaqi a greater "right to speak of the product", if the products of Florasis is not satisfied with him and even refuse to bring goods. In the brand packaging design meeting, Li Jiaqi concentric lock slogan colour, press feel and other aspects of the proposal, the project team will

be based on his comments to re-produce samples. Li Jiaqi also made a point of emphasising his professionalism in the selection and product control of Florasis in the live broadcast and various social media platforms.

On the other hand, Florasis and Li Jiaqi starred in the documentary "Non-Generic Non-Legacy" and the promotional video of Bazaar magazine's new lipstick, which further enhanced Florasis's brand awareness. At the same time, Li Jiaqi and Florasis brand together to explore the Miao non-heritage culture co-development of "Miao impression" series of makeup, Li Jiaqi and Florasis co-creation of Miao silver series of products, so that the Florasis products and brand concept has more resonance and identity, but also really better to consumers to introduce the product and brand. It can be seen that the "2.0 brand model" is no longer just to sell products, but more importantly to convey the brand story and brand concept to users and build a three-dimensional brand image [7].

Since March 2019, the sales of the Florasis brand have skyrocketed after its first appearance on Li Jiaqi's live broadcast. It is reported that more than 30% of Florasis's traffic comes from Li Jiaqi's live broadcast room and Jieyin number. During the peak sales period such as Double Eleven, Li Jiaqi's live broadcasting room even brought more than 60% of the total GMV of Florasis. Florasis launched six new products in the first seven months of 2020, of which the products promoted by Li Jiaqi's live broadcasting room had a monthly sales volume between 1~200,000 pens, while the other products sold only about 1,000 pens. However, in the 6-18 period of 2020, Florasis finally took the top spot in national beauty sales with a GMV of 235 million.

These data and facts not only reveal Li Jiaqi's influence on the Florasis brand, but also demonstrate the important role and position of KOLs in the modern marketing markets and building a three-dimensional brand image [7].

3. The Analysis of KOL Marketing Strategy of Flower Florasis

3.1. Live with Goods

As a makeup brand founded in 2017, Florasis with its unique concept of "oriental makeup, flower makeup" has emerged in the domestic makeup market in just a few years. In the initial stage, although the flowers of Florasis use net red and KOL marketing promotion, but failed to achieve significant results, until the brand chose to cooperate with the net red anchor Li Jiaqi depth, formed a new model called "live with goods 2.0", sales can be rapid growth.

In this model, Li Jiaqi as the chief recommendation officer of the flower Florasis, and the brand in-depth participation in product design and development, and has the "right to speak" of the product, which is different from the general brand spokesman of innovation. This kind of cooperation increases the interaction between the brand and KOL, and Li Jiaqi's personal charisma and influence can be maximized in product sales.

3.2. Cultural Exploration

Florasis also explores and promotes the non-legacy culture of the Miao people with Li Jiaqi, and jointly develops the "Impression of the Miao People" make-up series, which further deepens the connection between the brand and consumers, and forms a three-dimensional brand image. At that time, Florasis used Li Jiaqi's influence to increase the brand's influence by building a certain fan base. This cooperation model is not very different from the traditional KOL marketing approach, so Florasis and Li Jiaqi further explored a new way of cooperation, "mining national culture, reviving national craft". Florasis and Li Jiaqi launched a series of products closely related to Chinese culture, such as "West Lake Mark", "Miao Impression", "Dai Impression", etc., and integrated the classic elements with the brand. The company integrates the classic elements with the brand and shows consumers the beauty of Chinese culture. This kind of cooperation in the country vigorously promote the traditional culture of the social background more favoured by consumers, not only because its own value and brand has been recognised by consumers, but also because the brand culture inspires the national pride of consumers, increasing the national self-confidence of consumers [8].

3.3. Cultural Propaganda

Based on the above, Florasis and Li Jiaqi cooperated to make documentaries and promotional films to further expand the brand's influence, and they starred in the documentary "Non-Generic Intangible Cultural Heritage", which focused on Florasis's concept of promoting and protecting intangible cultural heritage, demonstrating the brand's sense of cultural responsibility and historical heritage. The promotional video of Bazaar Magazine, starring Li Jiaqi, highlighted the fashionable and trendy elements of the brand, thus increasing its influence among young consumers. This type of marketing strategy makes full use of Li Jiaqi's influence, which not only makes his fan base better understand and accept the Florasis brand, but also allows consumers to see the depth and uniqueness of the brand. This is an innovation and upgrade of the traditional KOL marketing approach, changing the role of the KOL from a mere salesman to a partner and evangelist of the brand.

This collaborative model has had a huge impact on social media, bringing a lot of traffic and attention to the Florasis brand. Li Jiaqi's fans also learned about Florasis's brand story and cultural philosophy when they bought the products. This KOL-centred strategy combined with content marketing has created a large number of loyal fans for the Florasis brand.

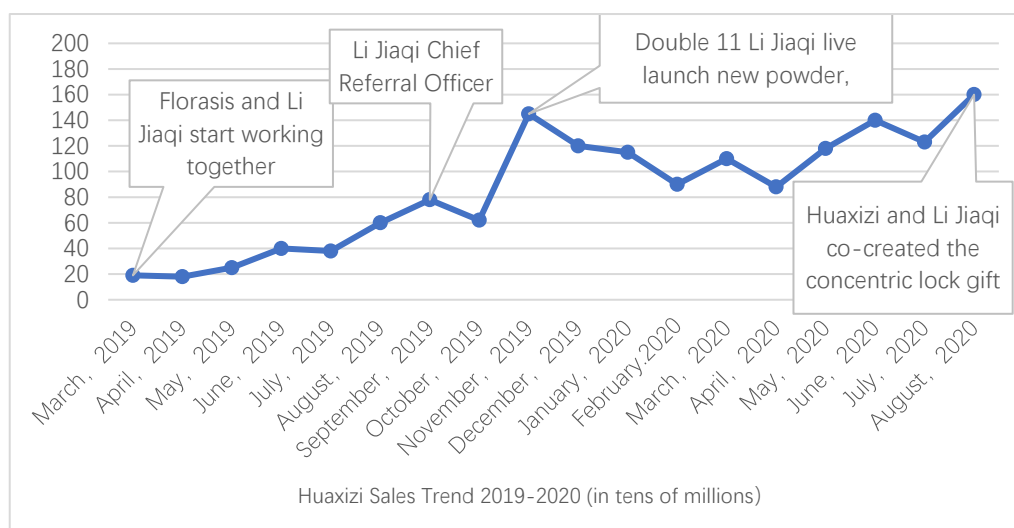


Figure 1. Florasis flagship shop performance [9]

As shown in Figure 1, the cooperation between Florasis and Li Jiaqi has had a significant positive impact on the sales performance of the brand, making the brand's sales revenue achieve explosive growth. Specifically, in 2018, before the cooperation with Li Jiaqi, the annual sales of Florasis is only 43.19 million yuan, but since the beginning of the cooperation with Li Jiaqi in 2019, the brand's sales performance has made a qualitative leap, sales reached 1.13 billion yuan in 2019, 2020 is a direct breakthrough of 3 billion yuan mark, in the beauty market to get a very fast rise speed, and in a short period of time to occupy a certain market share. In a short period of time, it has occupied a certain market share. In-depth analysis of each sales record update and Li Jiaqi's new cooperation, there is a high degree of correspondence between the first appearance of Florasis in March 2019 in Li Jiaqi's live broadcast, to Li Jiaqi officially became the chief recommendation officer of Florasis, and then to the two jointly launched new products, etc., each new stage of cooperation directly led to the sales performance of Florasis increased dramatically. This strategy of forming a high degree of cooperation and bundling with a single KOL contrast sharply with Perfect Diary's strategy of combining diversified KOLs to maximise brand awareness, and Florasis has built up a relatively unique brand image. Although this marketing strategy of relying on a single KOL has achieved great success, in the long run, over-reliance on a single channel also has certain potential risks, as once Li Jiaqi's influence and reputation decline, or he encounters negative news, it may have a negative impact on Florasis's brand image and sales. Therefore, Florasis still need to maintain good cooperation with Li Jiaqi at the same time, seek a new balance, appropriate expansion of diversified promotion channels, to ensure the long-term sustainable growth of the brand.

4. The Model Summary

4.1. Marketing Value

The Florasis brand has created great marketing value through its deep cooperation with Li Jiaqi. Through Li Jiaqi's personal influence, Florasis's products are known by Li Jiaqi's consumer groups, which enhances brand awareness and product sales and, most importantly, strengthens the construction of brand image. Li Jiaqi is not only the promoter of the product but also the narrator of the brand story, which creates a unique market position and strong brand influence for Florasis.

4.2. Marketing Structure

The cooperation between Li Jiaqi and Hua Florasis puts forward a new type of marketing structure model: KOL's deep involvement in marketing. KOL is no longer just a disseminator of brand and product information but a true partner, involved in all aspects of product development and branding. The key elements of this structure are: deep involvement, interactive marketing, and brand co-creation.

In this new marketing structure, the role of the KOL becomes more important; they are no longer just a bridge between the consumer and the brand but become the brand's partners, jointly driving the brand's development. In the current context of online consumption, this structure is also more in line with the needs of modern consumers, and this kind of real product recommendation improves consumers' willingness to buy as well as their satisfaction.

4.3. Marketing Medium

With Li Jiaqi as the main anchor, this marketing medium plays an important role in cooperation with the brand. Through the live broadcast, consumers can interact with the anchor in real time to understand the details of Florasis's products, as well as Li Jiaqi's recommendation and interpretation of the products, and at the same time, provide a direct real-time communication platform for the brand and consumers to strengthen consumers' trust in the brand. Li Jiaqi also publishes product information through microblogging, WeChat's public number, Shake, Xiaohongshu, and other platforms, attracting users with high-quality content to further enhance exposure and influence [10].

5. Conclusion

KOLs have become a powerful marketing tool in today's marketing environment. Studies have shown that KOLs can influence consumers' purchasing decisions. By building a strong relationship with consumers, KOLs can increase their sense of identity and trust in the brand. Therefore, brands should actively communicate with KOLs and explore new forms of cooperation, rather than limiting themselves to traditional endorsement cooperation. Brands should further deepen their cooperation with KOLs, make full use of their influence and promote brand development and product sales through cooperation. However, cooperation between brands and KOLs requires not only choosing the right partners, but also developing more effective marketing strategies based on consumer demand and market conditions. The conclusions of this study highlight the important position and role of KOLs in today's marketing activities, and make strategic suggestions for cooperation between companies and KOLs, which provide important insights for companies and marketing practitioners: they should fully understand the importance of KOL marketing for brand promotion, deeply understand the influence of KOLs and how to establish strategic cooperation with KOLs, so as to make better use of KOL resources and fully exploit their positive influence on brand awareness and consumer purchasing. A deep understanding of the influence of KOLs and how to establish strategic cooperation with KOLs can make better use of KOL resources and give full play to their positive influence on brand awareness and consumer purchasing, which will ultimately enhance the influence and market competitiveness of the company's brand.

Finally, this study has some limitations. The sample size is limited and may not be representative of the entire marketing market. Future research could expand the sample size and explore the impact

of KOL marketing in different industries and market conditions to gain a more comprehensive understanding.

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