

Analysis of Marketing Strategy in Life Beauty Industry

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Abstract. Life beauty is a developing industry since Reform and Opening up in China. Especially, today, more and more people attach great importance to health, so life beauty industry gains more attention. Although it has a bright future, but the small companies are hard to catch a chance, because they are not familiar with outer environment for advertisement. Also, the quality of service influences the marketing strategy. The research was talk about the development of life beauty industry, pointing the problems in marketing and offering some suggestions. A company in SPA will be taken as an example. In life and beauty industry, there are several problems in marketing. The ways for attracting customers are too simple, the promotion lacks originality, and the VIP system is not sound. Also, both political factors as well as economic ones are affecting the marketing environment. It is suggested that companies should offer designed plan for customers and make good use of media.

Keywords: life and beauty industry, marketing problems, suggestions for improvement.

1. Introduction

The beauty industry from the early stage of reform and opening up to the present has gone through more than 30 years of development and it has obtained rapid improvement. With the continuous development of economy and the improvement of people's living standard, people's pursuit of life medical beauty is getting higher and higher. However, driven by the huge market demand, more and more beauty salons have emerged. Still, their quality varies. While the beauty industry is developing in full swing, many problems have been exposed. For example, the lack of industry standards, market chaos, improper management, products and services have no characteristics or even lack of science, making most beauty salons into homogenization, and competition is becoming more and more fierce. At the same time, some news on the market also makes consumers afraid of life beauty. There are many small beauty salons in the form of small workshops. They provide good services but lack funds and publicity. Competition from nearby established stores and branded chains, as well as companies that are constantly carving up customer flow. All of them bring danger to the business of beauty salons. In terms of marketing, they will face problems such as lack of overall and professional marketing strategies. After the development of a chain of some big beauty salons, but faced with the decline of service quality, in place, technical stay, resulting in the lack of customer flow. In addition to the general beauty industry, health care has also entered the life beauty, in the busy urban living environment. The general environment, life and work patterns determine the characteristics of population health problems. Life is inseparable from mobile phones, leading to the problem of people's bad posture is becoming more and more prominent. In addition, people who pay attention to health care tend to be younger, and many young people like to find ways to release their bodies in beauty salons.

The beauty industry also has a large number of problems at present. The non-standard of the beauty industry market leads to a low threshold for the operation of the beauty salon, the lack of management, industry competition is in a disorderly state, the operation of the beauty salon has not yet formed a scale, and the collection of many factors such as the uneven quality of practitioners causes the credibility of the whole industry in the society to reach a certain height. Continuous operation is difficult to maintain, scale operation is difficult to expand, brand is difficult to be popular, and all kinds of problems emerge one after another. The domestic beauty industry continues to break out beauty accidents, all kinds of beauty service agencies use and promote a variety of beauty technologies, which are mixed with a large number of pseudoscience, fake and inferior technical

services, and each agency, each store is their own things, their own standards [1]. Many beauty salons carry out various medical beauty programs without relevant qualifications to earn higher profits than life beauty programs. And there are quite a lot of local relevant departments do not strictly review and approve the medical beauty salon beauty items, beauty market is still in chaos. How to use marketing strategy is a main point for the long-term development of the life beauty industry.

This essay is going to analyze the problems in the industry and provide some suggestion for the future development, and marketing is a useful way. The method used in the study is document analysis method.

2. Existing Problems

SPA is a vital section of life beauty. A company in Lanzhou, China will be taken as an example. A Thai massage company in Lanzhou first went to some hot places in the life and beauty industry in the country, such as Shanghai and Guangzhou, and conducted a one-month trial operation phase. At present, the company's main customer channels are the traffic shared by business partners, the transfer of old customers of marketing promotion agencies and the promotion of online platforms.

2.1. Simple Customer Acquisition Channels

Some traditional beauty shops are less involved in online sales channels, especially the current popular short video field. There is a lot of room for growth in the settlement of TikTok platform and the operation of WeChat video number. The field of short video is an important position in the operation of new media. Successful operations can bring considerable attention to enterprises. On this basis, the transformation can attract a large number of passenger flow [2]. If the company is in the initial stage of construction, the accumulation of related media resources is insufficient. Therefore, brand building is a long process. People need to learn from other experiences, accumulate and precipitate, optimize their service details, and attract passenger flow.

2.2. Lack of Originality in Promotion

The life beauty industry often launches some promotional activities, so that customers have more concessions, so as to attract customers to buy. These promotions often occur during the Spring Festival, National Day, Valentine's Day and even Labor Day. Although it will have a certain attraction to customers at the beginning, it is only limited to some old customers. For new customers, not only will not be attractive, may bring the opposite effect, feel that the store only focuses on marketing, and ignore the quality of beauty.

2.3. Not Sound Service System

Life and beauty stores tend to have a simple registration for members. But too simple for the development of marketing is not a good thing. For example, the store only has information such as name, contact information, card gold and gift amount, and the information collection of members is very imperfect. It lacks comprehensive information such as the age of customers, personal interests, experience and background, and the information is not updated in a timely manner [3]. It does not classify the corresponding levels according to the personal characteristics and consumption ability of customers and gives customers personalized service recommendations. In this way, it cannot accurately record and analyze the customer's number card and satisfaction. It can be said that the company has many problems in customer management, especially in member management. This management system is not perfect, which restricts the company's service quality to customers and the development of marketing promotion to a certain extent. For the process of receiving guests, the arrival service of each guest is almost the same. It is non-discriminatory treatment. For the service industry that aims at the trend of personalized customization, there is no targeted service setting according to the individual situation of guests. For example, for the spa link, it should be based on the current physical condition of the guests after the investigation and then provide the appropriate

efficacy of the essential oil, the combination of matching. Each guest is different, which will make the guests have a high degree of recognition for the professionalism and detail of the company's service. In the massage section, the local service items should be divided into more detailed one, and on the basis of the main project, the other parts should be flexibly combined, so that the guests can get a whole-body relaxation.

3. Factor Affecting the Marketing Environment

3.1. Policy Factors

At present and in the future, China has a relatively stable political environment and a constantly improving legal environment. Governments at all levels have created a good platform for economic and industrial development, created a good business environment, and provided a lot of policy support for the development of private enterprises and small and micro enterprises. This has played an important role in supporting and guaranteeing the healthy and rapid development of the emerging life and beauty industry. The various measures issued by the Ministry of Health have a positive effect on the development of the beauty service industry, and the Ministry of Commerce has promulgated and implemented the industry standards drafted by the bath Professional Committee of the China Business Federation, strengthened the government's management of a special enterprise, and established and maintained a fair market order [4]. Through the formulation of industry rules, policies and industry standards to regulate and manage the development of China's life and beauty industry, these industries can fully exchange resources within the establishment of a knowledge exchange and business development platform. These measures represent China's SPA industry to establish a bridge of communication with international associations, so as to improve the quality of services in this area.

3.2. Economic Factors

China's tertiary industry plays an increasingly important role in economic development and has become an important pillar of economic development, ensuring that the beauty industry can have a good growth trend in the future. Today, the SPA industry is developing rapidly all over the world. With the continuous and steady growth of economic development, China's Engel coefficient shows a trend of continuous decline, the proportion of sellers' enjoying consumption increases year by year, and people's great health awareness also continues to improve, making the popularization become the inevitable trend of the development of life and beauty service industry, so that the SPA industry has a wider range of customers. Thus, for the rapid development of the industry has laid a solid foundation for market demand. In addition, the impact of the novel coronavirus epidemic on the world is still continuing, and the promotion of consumption is seriously hindered, and China is the best country to recover the fastest development momentum. It is proposed to develop domestic demand and make use of the domestic consumption market, especially the consumption demand of health.

4. Suggestions for Improvement

4.1. Offer Designed Plan for Customers

After the strong connection with customers through pure Thai spa service products, on this basis, the physiotherapy parts and massage techniques should be adjusted and changed according to the physical conditions of different customers and the different feelings in the service process, as well as the actual requirements of different customers. To meet the needs of customers customized spa service products for different customer needs. Enable customers to enjoy one-to-one personalized service, truly enhance customer service experience, and truly make customers honest and satisfied. At the same time, for the long-term development of the company, on the basis of obtaining a more stable customer source and the company's service products have been recognized by the majority of customers, it is necessary to supplement other categories of products, such as beauty products and

health consumer products [5]. Through the mutual complement and link between products, the company's value and health management concept are transmitted, the added value of services is increased, and a life attitude and lifestyle are shaped to fit with customers.

4.2. Make Good Use of Media

With the continuous popularization of mobile Internet and the innovation and development of mobile applications, social new media, which take mobile phones as the carrier and are represented by various live broadcasting platforms such as TikTok and WeChat, are developing vigorously [6]. New media channels have become a channel that all walks of life attach great importance to and actively integrate into. First of all, the company should pay attention to the development and maintenance of WeChat channels, WeChat circle of friends has become a low-cost communication tool. And it has the characteristics of timeliness and precision. It can maintain the relationship with customers and become the window of brand communication. In the specific circle of friend's operation, company must first design the effect of presentation, to realize that whether it is the design of the picture or the design of the text, is an important part of the company's brand image, will have an important impact on the perception of customers [7]. Secondly, it is necessary to grasp the time node and rhythm of information push, because the customer's online time is fragmented, and may not be able to notice some publicity information issued by the store every time. From the time dimension, usually Monday, Friday, weekend will be the peak stage of information extraction, as well as some public holidays, the company should pay attention to the time arrangement [8]. At the same time, in terms of content, the company should pay attention to the value of information, if only monotonous and repetitive promotional information, then over time it will cause aversion to customers, and even be cancelled.

For service consumer companies, display pages such as Meituan play an important role in attracting customer flow and maintaining brand image. At present, the consumption habits of consumers are very dependent on Meituan and Dianping, and the evaluation reference of the platform is an important basis for consumption choice [9]. Therefore, they should pay attention to the maintenance of the display surface of the platform, do a good job in evaluation management, and actively contact customers when encountering some bad comments to ensure customer satisfaction [10].

5. Conclusion

With the continuous development of the economy and the improvement of people's living standard, people's pursuit of life medical beauty is getting higher and higher. However, driven by the huge market demand, more and more beauty salons have emerged. Still, their quality varies. While the beauty industry is developing in full swing, many problems have been exposed. The non-standard of the beauty industry market leads to a low threshold for the operation of the beauty salon, the lack of management, industry competition is in a disorderly state, the operation of the beauty salon has not yet formed a scale, and the collection of many factors such as the uneven quality of practitioners causes the credibility of the whole industry in the society to reach a certain height. The service and management for customers and member, as well as the function of social media are main problems for starting companies. So, perfecting the VIP management and making good use of social media such as WeChat and TikTok is of great significance. To meet the needs of customers customized spa service products for different customer needs. Enable customers to enjoy one-to-one personalized service, truly enhance customer service experience, and truly make customers honest and satisfied. New media channels have become a channel that all walks of life attach great importance to and actively integrate internet.

First of all, the company should pay attention to the development and maintenance of WeChat channels, WeChat circle of friends has become a low-cost communication tool. Secondly, the company should perfect the VIP system, and make it sounder. The research can help start-up to be

stronger and create a beneficial marketing environment for the industry, providing good service to the public.

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