

# Discussion and Innovation of Content Marketing Based on User Portrait Generation -- Taking Salomon as an Example

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**Abstract.** Salomon through the collection of a large number of data to build user portraits, precise positioning of the target market, the creation of personalized content, successful on the basis of the original steady expansion of potential target customer base. The research points out that there are still some problems in the application of user portraits in content marketing, such as insufficient accuracy of user portraits and user dynamics, and the corresponding solutions are proposed. Through the construction of user portrait and content marketing integration model, interaction model and consumer behavior, user portrait and content marketing triangle dynamic model, emphasizing the importance of in-depth market research, multi-dimensional data analysis, accurate push content and continuous optimization. This study is of great significance in both theory and practice, which helps enterprises to more clearly understand the importance and existing problems of user portraits, and then formulate a more comprehensive marketing plan to improve market competitiveness and achieve sustainable development.

**Keywords:** User portrait, Content marketing, Consumer behavior, Personalized.

## 1. Introduction

In the new economic environment, consumer behavior is more diversified and personalized, and the needs of market globalization and localization, simple content marketing strategy has been difficult to meet the needs of consumers. At present, social media has become the main channel for consumers to obtain information and interact with each other. Enterprises need to analyze and manage a large amount of user data on social media through user portraits to achieve precision marketing and personalized services, so as to better adapt enterprises to the marketing environment in the digital era and improve the effectiveness of marketing effects [1-3]. Currently the academic community focuses on how to use user portraits for personalized recommendation, accurate publicity, accurate service and demand prediction, but it often ignores the real-time and dynamic nature of user portraits, and the existing theories only focus on how to precision marketing, but ignore how to avoid consumers' aversion to this marketing model [1,4].

When using user portrait, enterprises need to solve the dynamic and real-time problems of user portrait. At the same time, user behavior on different platforms should be integrated into the user image to provide a more comprehensive view of the user. In addition, it is also necessary to develop effective social media content marketing strategies based on user images, and accurately advertise on different platforms to attract consumers to take the initiative to purchase without causing consumers' aversion [2,4]

The Salomon brand was founded in Annecy, France, in 1947, initially as a producer of snowboards. In the course of its development, it has continuously introduced innovative products and technologies. In 1966, he created the first binding with a self-releasing heel and first appeared in the Olympic Games. The first ski, the s9000, was introduced in 1990, and two years later skis appeared in the Olympics for the first time. In 2005, it was acquired by Yamafin Sports, further expanding the global market. After entering the Chinese market in 2008, it has gradually been well known by domestic consumers.

In recent years, Salomon has used a variety of marketing tools to expand its target audience. First, tournament sponsorship remains an important measure. Sponsoring various professional cross-country running events and skiing events has consolidated its position in the field of professional

outdoor sports, attracting many professional athletes and deep enthusiasts. At the same time, through the dissemination of these events, more people understand the professionalism of the brand. After understanding the needs of consumers through user portraits, they cooperate with fashion brands to perfectly integrate outdoor elements with fashion trends. For example, the joint name with mm6mansionmargiela and palace, launched unique design products, successfully attracted fashion lovers and young consumers, and broadened the audience of the brand. Moreover, Salomon stepped up its social media marketing efforts. Share expertise by showcasing product performance, user experience and outdoor sports on major social platforms. Stimulate consumer interest through interactive activities, enhance brand identity, and attract potential consumers of different ages. Finally, the brand hosts offline events. Set up stores in the core business area of the city and hold new product launch and experience activities, so that consumers can feel the charm of products at close range. At the same time, activities are held in popular outdoor sports venues to increase direct contact with consumers and attract more people to participate in outdoor sports, thus expanding brand influence.

Salomon is a typical brand of precision marketing. Moreover, it has successfully carried out precision marketing through user portraits and has certain brand influence. It was classified by the public as the "new three treasures of the middle class movement" with Lululemon and Archaeopteryx. Through personalized recommendation and precise positioning, it completed the re-shaping of the brand, forming a successful situation of "difficult to find a shoe" and expanding the market share. Therefore, this study will take Salomon as an example to try to provide valuable insights and strategic suggestions for exploring and innovating content marketing based on user portraits.

Research on content marketing based on user portrait generation has important theoretical and practical significance. Theoretically, this study provides a new perspective and method for content marketing, and promotes the innovation of marketing practice and theory. In practice, this research helps enterprises better adapt to the precision marketing in the digital era, facilitate enterprises to track and understand the changes of users in the long term, and then create personalized user experience, meet the needs of contemporary people to pursue personalized, improve the ability of enterprises to maintain and develop customer relations, and help enterprises achieve the effect of cross-channel marketing.

## **2. Salomon's User Portrait and Content Marketing Practices**

Salomon's process of building user profiles through data analysis first relies on collecting a large amount of user data, including user purchase behavior, browsing history, and social media interactions. These data by cleaning, processing and analysis, form the user attribute system, such as age, gender, regional, sports preferences, consumption level. Based on these tags, a multi-dimensional user profile is constructed [5].

Using user profiles as the basis for content marketing, Salomon first accurately targeted the target market to ensure that the brand message was delivered more accurately and efficiently. For example, Salomon designed more dynamic marketing campaigns for younger, outdoors-loving users, such as trail running challenges and outdoor gear experience days. Second, user portraits guide Salomon in creating personalized content. According to the active platform of different groups in the user portrait, precise delivery is carried out. At the same time, through cooperation with Kols, outdoor experts, fashion bloggers and stars, the brand influence is expanded, and user engagement and brand loyalty are enhanced. In terms of target audience positioning, Salomon not only focuses on existing outdoor enthusiasts, but also actively expands new outdoor groups, such as young urban white-collar workers and fitness enthusiasts. Through its content marketing strategy, Salomon aims to lead these people to learn about and participate in outdoor activities, build a deep emotional connection with them, and achieve market share growth. Finally, user portraits are useful for evaluating marketing effectiveness. By comparing the response of different user groups to marketing campaigns, Salomon can optimize marketing strategies and improve ROI.

### **3. Innovation and Effectiveness Evaluation of Content Marketing Driven by User Portraits**

#### **3.1. The Impact of User Portraits on Content Marketing Effectiveness**

Salomon used user portraits to develop content marketing strategies, and market data showed that it worked. Product sales are on the rise, and the market share is gradually expanding, increasing the attention to the brand. In 2022, Salomon China's revenue was about 100 million US dollars, and sales on Tmall Taobao were 262 million yuan, an increase of 106.3% year-on-year, showing significant growth momentum. Since 2017, the average annual growth rate of sales in China has reached 47.1%, much higher than the global growth rate. In the Chinese market, footwear products account for more than 70% of sales. From the perspective of the impact on consumer behavior, precise content push improves consumer engagement and promotes faster purchase decisions. Salomon posted 1,005 videos on YouTube. He has amassed 267,000 followers. The content includes interviews, micro-films and advertisements that tell the story behind the brand and convey its pursuit of professional innovation. As of July 2024, Salomon's YouTube channel had 267,000 followers. Salomon set up various interest groups on Facebook to encourage users to share their outdoor adventures, which strengthened their loyalty. Salomon has succeeded in attracting young people through the promotion of fashion media people and the dressing of celebrities. There are more than 60,000 notes on Salomon in the Red Book, most of them about how to match clothes and how to buy them. Salomon also resorted to starvation marketing, with popular models often running out of time due to demand. In terms of brand cognition, it strengthens consumers' awareness of Salomon's professional and innovative brand image and has a certain understanding of brand positioning. It has built a cross-country community, bringing together new outdoor people and hardcore outdoor people, and enhancing user engagement by organizing running events and sponsoring events. And the brand is not only focused on product sales, but also hopes that consumers can truly go outside and embrace nature. The concept of the brand is to call more people to nature and resonate with it, so as to make their lives healthier. However, there are still some consumer feedback content diversity is insufficient, there is repeated push phenomenon, making the push content boring.

#### **3.2. Innovative Strategies and Brand Communication in Content Marketing**

Salomon uses user portraits to stick to the "people by groups" approach of content marketing, and mainly divides the target audience into three types: high-end professional circle and mid-high-end advanced circle. For the high-end professional circle using the top technology and materials, with professional and excellent performance, suitable for professional athletes, veteran outdoor sports enthusiasts and people with high requirements for equipment performance. They usually have rich experience in outdoor sports, pursue extreme sports performance, and are willing to invest high costs for high-quality professional equipment. For the high-end circle in design, it will take into account the functionality and a certain sense of fashion, the style is relatively rich and diverse, in order to meet the aesthetic needs of different consumers, the target audience is usually a certain basis and experience of sports enthusiasts, the pursuit of quality life and outdoor sports consumers, as well as some of the brand has a certain awareness and pursuit of the crowd. They hope to have a relatively fashionable appearance and high comfort while ensuring sports performance. For the former, Salomon targets this group with professional-grade gear, such as high-end cross-country running shoes, hiking shoes and ski gear. For example, its Speedcross series of cross-country shoes are popular with professional athletes and amateurs because of their lightweight, non-slip and durable characteristics. At the same time, Salomon further enhances its brand image in professional circles by sponsoring a variety of outdoor sports events, such as trail running races and ski races. For the latter, Salomon works with fashion designers and brands to launch co-branded models and successfully break into the fashion circle. For example, collaborations with The Broken Arm and Boris Bidjan Saberi were unveiled at Paris Fashion Week, attracting a lot of attention from fashion bloggers and stars. In addition, through the cooperation with fashion opinion leaders on social media,

the release of wear sharing and promotion content, further attract the eyes of young fashion consumers, such as the launch of "Gorpcore" style products, that is, outdoor function combined with street fashion wear style. To increase the brand's exposure in cities, Salomon also opened a number of directly operated stores in high-end malls in central cities and held offline events to attract target users. Establish circles through offline activities and events, cooperate with clubs, and organize various sports activities to meet the needs of urban young people.

### **3.3. The Challenges and Countermeasures of User Image-driven Marketing**

User image-driven marketing is faced with challenges, such as insufficient portrait accuracy, unable to accurately and comprehensively integrate different portrait data of various platforms, which will lead to failure to meet the needs of different users, and unable to accurately position and improve products [6]. As for data privacy issues, more and more users are paying more attention to privacy issues, and some customers often receive harassing text messages, which makes users reluctant to actively disclose their interests and hobbies [7]. Due to the dynamic and real-time nature of users, user portraits are stereotypical. For example, although the hunger marketing adopted by Salomon improves the scarcity and topicality of products to a certain extent, such marketing will lead to dissatisfaction of some consumers and negative impact on brand image [8]. The coping strategies include multi-platform data integration and optimization, including data source improvement, label system construction, algorithm and model optimization [9]. The coping strategies include multi-platform data integration and optimization. The refinement of data sources, the construction of a tagging system, and the optimization of algorithms and models are involved. The security system should be optimized to strengthen data security and privacy protection. The enterprise's ethical and legal consciousness should be enhanced. Sacrificing humanity for profits should be avoided [10]. Dynamic monitoring of users and real-time updates should be conducted. The personalization and flexibility of enterprise products should be maintained. Products that better satisfy users' demands should be offered [7].

## **4. An Integrated Model of User Portrait and Content Marketing**

### **4.1. The Application Model of User Portrait in Content Marketing**

According to the market-oriented theory, user portrait plays a crucial role in content marketing. The key to success includes in-depth market research and multidimensional data analysis [4]. For example, users can be portrayed with multi-label dimensions through website analysis tools, social media platform data and questionnaires [6]. On the premise of ensuring data privacy and security, accurate data analysis is carried out to extract key features and behavior patterns. Data mining algorithms, clustering analysis and other methods can be used to divide users into different groups, and user portraits of different groups can be created according to the analysis results [9]. After the user portrait is determined, the target user group of content marketing is determined, which user groups are the most valuable target customers, as well as their needs and interest points, personalized content creation is carried out, and the pain points of the target group are directly targeted, and then the target user's media channel preferences are accurately pushed [2]. Finally, the portrait is updated in a timely manner according to the effect evaluation and feedback. New user needs and behavior patterns are discovered, and a continuous optimization cycle process is formed. An interactive mechanism between user image-driven content marketing and consumer behavior is built. Personalized content marketing strategies for different user groups are developed. Consumer perception, purchase intention and brand loyalty are influenced through precise push.

### **4.2. Interactive Models of Content Marketing and Consumer Behavior**

In different market environments, the model has different applicability and promotion value, and different markets have different characteristics such as consumer demand, cultural background and competitive environment. For example, in mature mass market consumers pay more attention to price

and practicality, then practical content can be released, such as some product reviews, promotional activities. Effective content marketing can accurately target customers, highlight differentiation advantages, increase market share, and enhance consumer identity and loyalty. In emerging markets, some educational content can be released, such as industry knowledge and product introduction, which can not only help consumers understand products and services and expand the market, but also help enterprises quickly understand the potential needs and preferences of consumers, accelerate market penetration, build brand awareness and reputation, and guide new consumption habits. In the high-end market, high-quality content, such as brand stories, design sources, high-end lifestyle, and high-end artists or institutions, can be published to shape the brand image and attract high-end consumers.

### **4.3. Dynamic Triangulation between Consumer Behavior, User Portrait and Content Marketing**

There is a complex and dynamic triangular relationship between consumer behavior, user profiling, and content marketing. First of all, consumer behavior is not only an important basis for building user profiles, it also affects the direction of content marketing. By observing consumers' purchasing decision-making process, preferences, needs, and ways and frequencies of interacting with brands, by tracking activities on different channels, such as following, commenting, and browsing history on some social media, key characteristics of the customer base can be extracted to form an accurate user portrait. In terms of content marketing, consumers' behavior determines their demand for and response to different types of content. Enterprises develop content marketing strategies according to consumers' behavior characteristics to ensure that content can attract target audiences and empathize with them. Feedback from consumers is also an important key basis for continuous improvement and update of content marketing content.

Secondly, user portraits also play an important role in the relationship between the other two. User portraits can help enterprises understand consumer behavior. By analyzing the features in user portraits, enterprises can better understand the behavioral motivation of consumers and predict their future behavior. User profiles can find the differences between different consumer groups, so as to meet different needs. It can also guide the creation of content marketing, accurately determine the direction of content marketing, style issues, and for different users to develop content in line with the taste of the target audience.

First, content marketing can influence consumer behavior. High-quality content marketing can attract consumers' attention, stimulate their interest, and thus influence their purchasing decision-making behavior [5]. Moreover, it can influence consumer behavior by creating emotional resonance, and establish deep connections by touching consumers' emotions, so as to become loyal users. Secondly, the evaluation feedback data of content marketing can help enterprises constantly improve and update the user portrait. If a certain type of content is found to be warmly welcomed by a specific group, the characteristics of this group can be deeply analyzed by the enterprise and incorporated into the user portrait, making the portrait more comprehensive.

## **5. Conclusion**

The theoretical significance of this study is that it reveals how to solve the problem of how to conduct content marketing based on user portraits, how to update user information in a timely manner, and how to solve the existing problem of describing user portraits, and enriches the research content of how to conduct more effective content marketing driven by user portraits. In terms of practical value, this conclusion can help enterprises more clearly understand the problems that will occur in the operation of user portraits, so as to develop more comprehensive marketing plans and expand market share.

This study takes Salomon as an example to deeply explore the content marketing based on user profile generation. Through the Salomon case study, this research clarified the importance of user portrait in content marketing and its application model.

User portraits provide the basis for content marketing to accurately target the target market, create personalized content and evaluate the marketing effect. Salomon divided the target group into three different circle according to the user portrait, and adopted corresponding marketing strategies, and achieved remarkable results. However, image-driven marketing also faces challenges, such as lack of portrait accuracy, data privacy concerns, and user dynamics. To address these challenges, this study proposes strategies such as multi-platform data integration and optimization, strengthening data security and privacy protection, and real-time update.

At the same time, the integrated model of user portrait and content marketing is built, emphasizing the cyclic process of in-depth market research, multidimensional data analysis, accurate push and continuous optimization. Content marketing interacts with consumer behavior and has different applicability and promotion value in different market environments. Enterprises should develop personalized content marketing strategies according to market characteristics to enhance consumer identity and loyalty and expand the market. There is a complex and dynamic triangular relationship between consumer behavior, user profiling and content marketing. Consumer behavior is the basis of constructing user portrait, and also affects the direction of content marketing. User portraits help to understand consumer behavior and guide content marketing creation. Content marketing can influence consumer behavior and improve user profiles.

In summary, this study enriches the research of content marketing based on user portrait in theory, and provides strategies for enterprises to cope with challenges in practice, which helps enterprises to develop more comprehensive marketing plans, enhance market competitiveness, and achieve sustainable development. In the future, enterprises should continue to optimize user portrait technology and optimize content marketing strategies to adapt to market changes and meet consumer needs.

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