

Research on Brand Marketing Model of Perfect Diary of Beauty Enterprises based on 4P Theory Framework

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Abstract. At present, with the development of social media and short video platforms, Internet UGC content has become an important part of brand marketing, thus KOL and KOC marketing has become an important way of brand promotion. As the representative of China's make-up brand, Perfect Diary's brand marketing strategy has received imitation and reference from many other brands. This paper uses the 4P theoretical analysis framework of marketing to study the socialized marketing logic of Perfect Diary, while it is also able to analyze the problems in the KOL marketing process of Perfect Diary. The purpose of this paper is to provide suggestions for the marketing of new brand of KOL and KOC to better meet the needs of consumers, which could help the brand to build an efficient communication model.

Keywords: Beauty Makeup; Perfect Diary; Brand Marketing; 4P Theory.

1. Introduction

China has entered an important stage of sustained growth in consumer demand, which accelerated upgrading of the consumption structure, as it has significantly enhanced the role of consumption in driving the economy. The new consumption with the upgrading of traditional consumption and the booming of emerging consumption as the main content has been established. In this market environment, China has emerged with a large number of local make-up brands. These brands often need to rely on a variety of marketing methods which could help to achieve explosive growth significantly higher than traditional brands in the short term, while it could occupy a certain amount of consumer intelligence in a market that is approaching saturation. With the continuous improvement of social ecology, social media platform has gradually become the main position for advertisers to compete for user time, while opinion leaders are important bridges to connect brands with users, it could enhance user stickiness in social media marketing. According to the 2022 China Digital Marketing Trend Report, KOL promotion will become the first choice of advertisers for social marketing in 2022 with a 67% share, while the private domain traffic and community operation closely linked to KOC will also account for 56% (Secondhand Marketing Academy, 2021).

How to use KOL and KOC for online marketing has become an unavoidable topic for newly established brands. As a local make-up brand in China in recent years, Perfect Diary has made rapid breakthroughs in the Chinese beauty market with its DTC marketing model. Among them, KOL marketing plays an important role in the operation mode. Therefore, this paper will take it as a typical example of make-up brands, which could help to analyze the four elements of product, price, place, and promotion in combination with the 4P marketing theory (Van Waterschool&Van den Bulte, 1992). This paper will combine the KOL with KOC marketing strategies of Perfect Diary to study how make-up brands can reasonably use opinion leader for social marketing. Research on this topic can help brands master catch it clear, while online native content marketing strategies are able to achieve brand communication with high efficiency and low cost at the initial stage of brand establishment, which could then stimulate the development of Chinese local brands and help the progress of the Chinese economy. A reasonable online marketing method is also conducive to saving public resources on the Internet, it would be helpful in building a rich, efficient, and high-quality information network.

When it is selecting internet celebrity for cooperation, the brand side should not only refer to its magnitude, realization value, content direction, fan tone, and other business information, but also fully investigate the personal quality and legal awareness of KOL and KOC. From the daily content

output of KOL's account, life experience, industry evaluation, industry news, credit report, and other aspects, are all involved to avoid the collapse of KOL's public image to the greatest extent. The occurrence of negative events including violating public order and good customs all even contributed in violating laws and disciplines, which also deeply harms the brand. Zou & Peng (2019) believed that if the suppliers of the red economy want to continue to create commercial value, they must pay attention to the mechanism of consumer trust which fully explore the key factors affecting consumer trust. As for the application scenarios of KOL and KOC marketing, the survey shows that products targeted at women consumers are more suitable for marketing with KOL and KOC, while women groups have a high degree of trust in them. Therefore, products for female consumers, such as cosmetics, clothing, food, etc., can cooperate with opinion leaders. In some live interactive activities, brands use the number of fans of KOL to enhance the product promotion of enterprises or select KOC in specific fields. What influence specific consumer groups through trial and sharing lay on this aspect. The existing research results provide a rich theoretical background for this article. In addition, in terms of the research on the marketing strategy of Perfect Diary, the DTC marketing logic and marketing results at each stage of Perfect Diary show great differences. Facing the current development problems, brands need to adjust market positioning and integrate or optimize online marketing channels, which provides a certain basis and ideas for this paper to study the solution to the problem.

Most scholars have studied and compared KOL and KOC marketing models, marketing logic, strategy types, and main methods, intentionally studied KOL and KOC marketing of brands from the perspective of the online celebrity economy through tracking data. In addition, most scholars focus on analyzing the brand by marketing logic of Perfect Diary in its early stage, or starting from the phenomenon of Perfect Diary brand loss in 2022, which could evaluate the marketing means of Perfect Diary. In this aspect, it may study how the DTC brand establishes, controls and manage content marketing. Few scholars have studied the marketing strategies of China's local emerging brands from the perspectives of KOL and KOC. This article will firmly describe the characteristics of new and make-up brands in combination with Perfect Diary's brand research. Secondly, this paper shall analyze and evaluate the KOL and KOC marketing strategies of the Perfect Diary from the perspectives of the communication platform, communication mode, and communication content. As some new Chinese cosmetics brands continue to imitate the marketing strategy of Perfect Diary, the traffic cost of the Internet industry continues to rise, which also brings pressure to the future development of Perfect Diary. Therefore, this paper will refine the problems in the marketing process of Perfect Diary, while it could propose optimization strategies and implementation plans from the perspective of KOL marketing. Otherwise, the communication logic of production in Perfect Diary may be determined on innovative business model supported by Internet technology (Yuefei, 2021).

2. Methods

This paper will firmly put forward the theme of the topic, as it could also analyze and reorganize the relevant literature or re-classify the research idea according to the existing theories, the facts of brand KOL and KOC marketing activities, and the needs of research. Secondly, this paper will carry out the research design and establish a stage research goal. Including comparison and comparison of KOL and KOC in terms of communication content, mode, and channel. To summarize the application of the combination of KOL and KOC, as well as the drawbacks and improper use in the process of dissemination. Through the research on the theoretical basis of KOL and KOC, it could provide theoretical support and research perspective for the following case analysis, and design the content of the research on brand key opinion leader marketing into specific, operational, and repeatable literature research activities. After that, the basic logic and precautions of the marketing activities of China's local new and make-up brands are obtained by collecting, collating, and summarizing the literature.

2.1 Case Study

The case study is a research method, as it usually found in social sciences and life sciences. A case study is able to be defined as an in-depth and systematic investigation of a person, a group, or a unit, as a study on some of these variables has been on (Heale&Twycross, 2018). This article will first introduce the brand information, product introduction, brand concept, and brand advantages of Perfect Diary in the market introduction and development stage, while it may analyze the brand problems which needs to be solved in combination with the market environment. In addition, this article will also describe the launch strategy of Nikkei KOL and KOC, including the selection of KOL, KOC, and media platforms, content control, and marketing process. Finally, the marketing effect of Perfect Diary is demonstrated through data comparison.

2.2 Marketing Theory Analysis

The researcher introduced the 4P marketing theory (Van Waterschool,&Van den Bulte, 1992) and analyzed the research object Perfect Diary from the four elements of the product, price, place, and promotion. This article will first analyze the features of Perfect Diary products and the consumer preferences of the target audience. Secondly, analyze the price system of products, including the comparison of the basic price, discount price, and competitive price. Then consider the shipping channel of the product, whether to choose direct sales, and agents, or take a comprehensive approach. Finally, analyze the promotion model of Perfect Diary. As a national cosmetic brand, Perfect Diary adopted marketing strategies as an effective e-commerce approach in China (Lai, 2021).

3. Results

3.1 Perfect Diary Product Strategy Analysis

Compared with blindly pursuing international brands, consumers of the Gen Z are more willing to try new make-up domestic products and China-Chic brands with high-cost performance and personalization. As far as the cosmetics market is concerned, according to the data analysis of the iResearch platform, the recognition of Chinese cosmetics after 95 and 00 in 2020 has been increasing. (iResearch, 2021) On the whole, it provides a favorable environment for domestic leaders with certain brand power to enhance their index of influence among the young groups who are the main consumers at present. In this content, Perfect Diary positioned its audience as the new generation of middle and low-end beauty demanders for the Gen Z, with it mainly including female students aged 18-28 and young white-collar workers.

Perfect Diary takes lipstick and eye shadow disk as the main product which focuses on developing cosmetics products. To establish a product system that caters to the preferences of Chinese consumers, Perfect Diary develops a series of products such as "National Geographic Nine-Color Eye Shadow" based on the sense of belonging to Chinese culture among the target audience. At the same time, the brand finds the direction of product improvement through market research and consumer feedback, which carries out improvement and innovation. Among them, KOL or KOC's promotional content and fan feedback are important sources of information. A large amount of market feedback accumulated in the marketing process ensures effective insight at all times.

3.2 Perfect Diary Price Strategy Analysis

Perfect Diary is targeted at the students' party and the ordinary white-collar workers who are new to the workplace. Consumers' income is not high and their living expenses come from their parents. Therefore, the brand as a whole is famous for its good quality and low price. But at the same time, the brand also divides different products into different price grades, according to their positioning to meet the different consumption capabilities and preferences of consumers. Perfect Diary will formulate certain preferential measures to enhance the popularity of the product when launching the new product to pave the way for the subsequent price increase.

3.3 Perfect Diary Channel Strategy Analysis

Perfect Diary's sales are mainly online, and its sales strategy is affected by many aspects. From the perspective of consumer habits of audience groups, the new brand takes the consumers of Gen Z as its main target users. According to the 2020 Gen Z Consumer Attitude Insight Report released by CBNDData (2020), the interest circles of Gen Z consumers are more vertical and diversified. At the same time, the gate has a stronger sense of belonging and higher participation in its circles, and the consumption potential of the circle culture is constantly showing. At the same time, Gen Z's youth shopping and social interaction are deeply bound. 62.76% of Gen Z will be willing to share them with their friends when they find their favorite brands, as 52.03% of Gen Z will learn about new brands through their friends' share. In addition, in terms of the basic strength of the Perfect Diary brand, the brand awareness, channel ability and marketing budget of the new brand are not strong. If a new brand wants to break through, it needs to first take the market segment as a breakthrough to open the demand gap of mature categories. Secondly, we should adopt the differentiation strategy to focus on specific groups, while it could choose the integrated marketing of circle and layer, or adopt reasonable marketing methods based on consumption decisions, consumption scenarios, pain points, and other indicators. Perfect Diary establishes its social marketing strategy based on the typical consumption characteristics of consumer groups of the Gen Z and the development of the brand in the early stage of its establishment.

Social media marketing is a marketing method that uses digital marketing to promote products or services on social networks. Perfect Diary takes platform media as the main communication position. Wang (2020)'s research shows that by May 2019, the number of users of Little Red Book has reached 250 million, of which 90% are women, as more than 70% are post-90s. They have a strong demand for beauty products. According to the official data analysis of Little Red Book in June 2019, Little Red Book users have a strong desire for active search and sharing and have a strong consumption ability. Therefore, Perfect Diary focuses on the Little Red Book, where fashionable women gather. The brand makes a comprehensive layout of Little Red Book and carries out comprehensive publicity with Tik-tok, Weibo, Bilibili, Kwai, and WeChat media platforms as the auxiliary. Build corresponding content strategies on different media platforms to complete public domain traffic accumulation. The brand takes advantage of this feature to invite the head blogger (KOL) to be helpful for promotion to improve the product exposure; Then it will use the waist and tail blogger (KOL) to test the color to guide consumers for products; Finally, ordinary consumers KOC will create UGC content on social platforms for secondary communication. The waist and tail KOL is relatively professional, with strong fans' verticality and strong communication accuracy. Therefore, waist and tail KOL and ordinary consumers are the main partners of Perfect Diary's content co-creation strategy. Perfect Diary provides KOL and KOC with the basic content of the product, including the core selling points of the product, brand proposition, etc. Based on the brand and the topic attribute of the product, they can re-create the content according to their image, positioning, and expression, and produce the content from the perspective of users for wide dissemination.

Secondly, the brand helps the brand increase user loyalty, while it could enhance the life cycle value of existing users, and finally realize the realization of cash by introducing public domain traffic into the community welfare and circle of friends, with them realizing the retention and transformation of users through the refined operation. The positioning of Perfect Diary's community is to provide preferential activity information and purchase channels and provide users with a social atmosphere and discussion topics/content. Perfect Diary has set up a unified "Xiaowanzi" IP as a beauty consultant in the community. In addition to organizing interaction within the community, this virtual human setting also operates its circle of friends as a private domain traffic pool of the brand. By outputting a series of high-quality beauty content and promotional information, "Xiaowanzi" provides personalized services to consumers, while it also displays the spirit of brand, and plays the role of opinion leaders to stimulate users' desire to buy again, which could successfully realize private traffic.

Due to the insufficient depth of users' browsing in the online sales process, users tend to ignore the brand's non-popular products. In addition, Perfect Diary has a fast update speed, many products

are easily to be ignored when browsing online. Therefore, after the success of online marketing, Perfect Diary has also launched a new retail strategy to expand the offline market since 2019. At this time, Perfect Diary layout offline retail stores, which can supplement the online experience from products, services, scenes, and other aspects, as it can better reach and communicate with consumers, which is an important channel to improve the consumer experience.

3.4 Perfect Diary Promotion Strategy Analysis

Perfect Diary participated in the festival promotion activities of T-mall, JD.com, and other major e-commerce platforms in China, which provided a large number of discount activities. Through the short video platform KOL promotion or product placement to spread the promotion information and provide a quick shopping link entrance, the audience will be directly introduced to the online shopping platform. At the same time, Perfect Diary's limited-time offers, red envelopes, coupons, and free beauty eggs are the main bait to guide users to join the WeChat community and WeChat official account. The official account and the community will regularly and frequently issue reminders of coupon activities, second-killing activities, group buying activities, promotions, and other discounts, as well as giveaways to encourage users to place orders. All available online resources, including official accounts and applets, they are fully utilized. Perfect Diary optimizes online channels to achieve omnichannel coverage. Rich experience stores and experience activities are set up on official accounts and applets.

4. Discussion

4.1 Adjusting the Platform for Promotional Placement

In terms of public domain traffic platform, Perfect Diary has always taken Little Red Book as the main propaganda position. The promotion form of Little Red Book notes takes "words, expressions, and pictures" as the main form, and the user experience and product evaluation are the main content. As more and more beauty brands are launched and promoted in Little Red Book, the difference between account and account is small, and its form and content are also homogenized. Nie (2022) mentioned that consumers are very likely to lose interest in KOL's continuous single product sharing. The brand sharing to users is no longer the pure exposure of products, but takes products as the carrier to guide users to study products, discuss products, which may be naturally involved into the product experience. For instance, salesman would prefer to satisfy customers through the discount coupon rather than simply make them interested in product itself (Cai, 2022).

Therefore, this paper believes that KOL, as the link between the brand owner and the consumer, should pay more attention to the interests of consumers when "planting grass" marketing, and skillfully combine it with the selling points, so that consumers can better pay attention to and remember, and then form the conversion of purchase. In addition, brands can adjust the structure of the launch platform. Brands can appropriately increase the proportion of their advertising in Bilibili. Bilibili started with the "anime community", which has a highly cohesive core user group and unique tonality, and its content is creative and interesting, stimulating interactive discussion among users. First of all, brands can use the creative style and promotion ideas of the Bilibili platform KOL to promote products. You can also use the multiple interest circles KOL of Bilibili to carry out cross-border promotion.

4.2 In Terms of Community Marketing, the Number of Users Living in the Brand Marketing Community is Relatively Small

According to research and observation, after users enter the Perfect Diary community, "Xiaowanzi" communicates with users to increase their trust; Secondly, rely on the "fixed group friends" arranged by the brand in the group to carry out positive user feedback in the community, and conduct Q&A interaction with "Xiaowanzi" to implant the selling points of Perfect Diary products. Then "Xiaowanzi" will carry out daily science popularization and create consumer demand. Finally,

"Xiaowanzi" spread promotion and activity information and creates a hot-selling atmosphere. In other words, the task of intra-group communication mainly depends on the "fixed members" arranged by the brand in the group. KOC has not created a real communication community space and discussion atmosphere, and stiff intra-group communication will also leave a negative impression on users.

The Perfect Diary community has only achieved the "social attribute" of marketing activities in form and channel but has not formed a real social space. More ordinary users in the group are waiting for preferential policies, not loyal fans in the real sense of the brand. Therefore, it is difficult to maintain user stickiness. At the micro level, the need to establish self-identity and achieve self-efficacy stimulates users to participate in the information sharing of virtual communities; At the medium level, the motivation for information sharing comes from the mutual trust and reciprocity mechanism of the virtual community. For example, through research, it is found that young people are more inclined to take microblogs as a stage to comprehensively show their inner and outer selves. Emotional need motivation is the universal psychological driving force of high-frequency microblog forwarders, to achieve the desire for self-expression and self-image building. In contrast, Perfect Diary's community lacks opportunities for users to realize their self-worth. The main communication content of the community is brand preference information, and users can get the preference provided by the community regardless of whether they participate in sharing and discussion. Therefore, users in the group will not have the desire to share and communicate.

Therefore, this paper believes that KOL in the Perfect Diary community should enrich its content output in the group. First of all, KOL increased the frequency of publishing open topics while maintaining the output frequency of preferential activities. At the same time, the content routine should be adjusted to guide users' self-expression, from simple beauty and skin care content to the discussion of topics such as it is of emotion and personality. Secondly, KOL should pay attention to controlling the direction of topics within the group, so that the topic always revolves around the product and brand value. Finally, the frequency of communication activities among "fixed members" in the group should be controlled. KOL also needs a clear regulation or reward system for the interactive behavior of members in the group.

5. Conclusion

This article analyzes the current KOL marketing model of the cutting-edge brand represented by Perfect Diary, and emphatically summarizes the consumption characteristics of the target user's consumer groups of the Gen Z and the impact of the characteristics of the cutting-edge brand on KOL marketing strategy. It is found that consumers' interest circles for the Gen Z are more vertical and diversified, relying on online social media platforms, and supporting domestic brands and China-Chic style. At the same time, emerging brands are weak in brand awareness, channel capacity, and marketing budget. This requires that the new and make-up brands pay attention to the social attributes of marketing in the KOL publicity process, and combine the personalized interest circles in the vertical field; Secondly, this paper continues to analyze the marketing strategy of Perfect Diary KOL and it also finds out the problems exposed in its marketing process, including the homogenization of the placement of Perfect Diary beauty KOL, and the relatively small number of users living in the community. Finally, the article analyzes the problems in the marketing process of Perfect Diary and proposes solutions.

This paper proposes that the KOL launch of brands in social media should not simply increase brand exposure, but should pay more attention to the ingenious combination of consumer interests and selling points, and can consider optimizing the launch platform structure. In addition, this paper also proposes that KOL should increase the frequency of publishing open topics in community marketing, control the content and direction of topics, which could increase the rewards and norms for discussion within the group. Analyzing the problems in the marketing process of Perfect Diary can provide optimization ideas for other make-up brands that use similar KOL marketing routines. Finally, the purpose of this article is to discuss the marketing strategy and optimization plan of KOL,

a new and cutting-edge brand in China, so that the brand marketing ideas can better meet the needs of consumers.

However, this paper also has certain limitations. I think most of these data belong to secondary data. The sample in the first-hand data investigated in this paper is 200 ordinary users in the Perfect Diary community. The sample size is relatively small. At the same time, the author collects interactive information within the community through information recording, which cannot cover all of the Perfect Diary community. Therefore, the information may have certain particularity. In the future, more large-scale surveys should be carried out to obtain more accurate results.

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