

Research on Short Video Marketing Strategies of Domestic Beauty Brands

--Taking Joooyee as an Example

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Abstract

With the rapid development of mobile Internet, the popularization and application of Big data artificial intelligence mobile terminals have a profound impact on all aspects of people's production and life. Short videos, as a new way of content production and sharing, have quickly entered people's daily lives and occupy an increasingly important position in their daily lives. Short video marketing, as a new marketing method, is gradually becoming an important way for brands to acquire new customers, new orders, and enhance their brand image. Domestic cosmetics brands are actively exploring short video marketing and rapidly emerging as a group of brands with certain market influence. However, there are still many problems and shortcomings in how to enhance brand value and increase user stickiness through short video marketing. This article takes domestic cosmetics brand Joooyee as an example to analyze the problems in its short video marketing, study optimization strategies for beauty short video marketing, and provide reference for similar enterprises to explore and develop.

Keywords

Beauty brand; Short video; Marketing strategy.

1. Introduction

Short video refers to a type of video published on an internet platform with a duration of less than 5 minutes. It is mainly disseminated by internet users and viewed through terminal devices such as mobile phones and computers. According to the 2023 China Network Audiovisual Development Research Report, as of December 2022, the number of short video users in China reached 1.012 billion, accounting for 94.8% of the total number of netizens. The average daily usage time of short video users is 168 minutes, making it the primary application that attracts netizens to "touch the internet"; The market size of the short video industry in 2022 is 292.83 billion yuan, accounting for 40.3% of the annual operating revenue of the pan audiovisual industry. It is the main source of industrial growth and an important force driving the market size of the online audiovisual industry. With the arrival of the digital economy era, short videos, as a new content carrier, have higher information density, stronger entertainment and fun, and are more in line with the current fragmented reading habits of users. How to cleverly use short video content marketing to present product and brand information to the public in just a few minutes or even seconds, arouse consumer interest, stimulate consumer willingness to purchase, and ultimately complete purchasing behavior has become a hot issue that enterprises urgently need to research and solve.

2. Introduction and Marketing Status of Joocyee Brand

2.1. Joocyee Brand Introduction

Joocyee is a makeup brand incubated by Shanghai Joy Geroup Cosmetics Co., Ltd. in 2019. Joocyee is positioned as a "designer makeup brand", and the brand places more emphasis on design. Around 2020, during the most intense competition in the domestic cosmetics market, especially in the lip track, there were already "top players" such as Perfect Diary, Colorkey, INTO YOU, etc. However, with its unique positioning and tone, Joocyee still gained brand recognition by relying on a water wave shaped irregular design lipstick. In its first year of establishment, Joocyee's sales exceeded 100 million yuan, and its performance in 2021 increased by more than five times compared to the same period in 2020. In 2022, Joocyee's annual sales exceeded 750 million yuan, and its performance increased by more than seven times in the past two years.

2.2. Marketing Status of Joocyee

Joocyee mainly adopts the form of domestic online sales and foreign store sales, based on the domestic market, gradually expanding market share. According to data, fermenting lipstick was successfully promoted to the "No. 1 lipstick of domestic products" brand on Tmall and Tiktok platforms in 2022, and its sales volume ranked top 1 on Tmall, Tiktok and other platforms. In 2022, Joocyee entered over 600 Japanese department stores and beauty collection stores, including Tokyo Hands, @ Cosme, LOFT, PLAZA, etc. Its product exports have also expanded from Japan to countries such as Australia and Canada.

2.2.1. The positioning of Joocyee

The positioning of Joocyee is to "focus on users and create products that are truly good for them". In terms of packaging design, Joocyee combines the entire design with consumer needs and daily life, and has created many creative ideas in packaging. For example, its makeup bottles have a round head and brain shape, which is very consistent with the brand concept of "color as its name". In addition, it can be seen that the brand logo is composed of three letters of different sizes, which is very aesthetically pleasing. In terms of product design, fermenting color products are divided into two categories: color makeup and Household goods. The color makeup category includes liquid foundation, lip glaze, powder, eye shadow plate, etc; Household goods include facial mask, essence water and body milk. Joocyee products are mainly based on low prices and high cost-effectiveness, which determines that their product pricing is much lower than other brands. In terms of positioning, Joocyee captures the characteristics of the consumer group, pays attention to the experience and feelings of consumers, fully leverages its product characteristics, and adopts the brand concept of "color as its name". It not only combines the connotation of Chinese culture, but also meets consumers' requirements for cosmetics: safety, simplicity, and sustainability. After using the product, consumers can feel that "color as its name" is the kind of beauty they want on a spiritual level, This is also an important factor for its success.

2.2.2. Content output of Joocyee short videos

Unlike traditional beauty brands that rely mainly on celebrity endorsements for content output, Joocyee places more emphasis on professional science popularization in content output, mainly from the perspective of consumer professionalism, sharing Joocyee's products and brand concepts in easy to understand language. In response to the skin care needs of cosmetics consumers, Joocyee has released a series of popular science videos related to "Joocyee", such as "Why should we protect our skin", "How to protect our skin correctly", "How to choose a bottle of moisturizing essence suitable for us", etc. For users with high demand for skin care and requirements for composition analysis of skin care products, Joocyee released a series of "popular science videos of ingredients", such as: "how to choose a bottle of eye cream suitable

for you", "how to choose a essence liquid suitable for you", "how to choose a face cream suitable for you", etc. At the same time, in order to better cater to the tastes of young people, Joocyee has also incorporated music elements into the content of short videos, such as: "Joocyee lip glaze I love! Summer is clear, moist and not greasy", "Joocyee lip glaze of summer Special edition I love", "the color suitable for summer, that must be Joocyee strawberry lipstick", etc.

Through professional content output, Joocyee has developed its own unique brand tone and characteristics, including but not limited to: ingredient analysis, product science popularization, brand philosophy, etc., effectively enhancing brand awareness and achieving long-term dissemination through good word-of-mouth.

The fans of Joocyee on short video platforms are mainly young people born in the 1990s. These people are quick to accept new things and new brands, and have some research on beauty products. They have a strong purchasing power for internet celebrity products. These are all favorable conditions for the rapid growth of Joocyee. In this case, Joocyee can make good use of this group of fans and expand its market scope.

3. Problems in the marketing process of Joocyee short videos

3.1. Long product development cycle

The research and development cycle of Joocyee products is relatively long. In the initial stage of brand establishment, Joocyee mainly improved the quality of products by collaborating with large domestic cosmetics companies, adopting technology patents and product formulas. This is also a commonly used OEM model for domestic cosmetics brands, such as Perfect Diary and Huaxizi, which are all produced by other manufacturers commissioned by large domestic cosmetics companies. Although the OEM model can quickly help domestic cosmetics companies expand their scale and reduce costs, there are certain risks in quality control and service. As the brand enters its maturity stage, Joocyee has started building its own factory to improve product quality standards, shorten production cycles, and improve production efficiency by controlling and optimizing product quality and production processes. However, from the current perspective, the R&D cost of the Joocyee brand is relatively low, and the R&D capability is still insufficient. The product development cycle is long, and compared to other well-known brands, the homogenization phenomenon is severe. It is not possible to quickly provide high-quality fashion makeup products according to market demand.

3.2. Lack of brand planning

In the current cosmetics market in China, internationally renowned brands dominate, such as L'Oreal, Est é e Lauder, Lancome, etc. The development speed of domestic cosmetics brands is not fast, and the brand influence is insufficient. There are currently over 1000 cosmetics companies in China, but there are very few truly internationally renowned enterprises. According to a survey, when consumers choose to purchase cosmetics, they will pay more attention to the raw materials, safety, and efficacy of the product, followed by the price and packaging of the product. Consumers are more willing to pay for quality and design. A good brand can not only attract consumers' attention, enhance brand image, and accumulate good reputation, but more importantly, it can establish a high level of value recognition, enabling consumers to have a higher level of recognition for the product. Although many domestic beauty brands currently promote their products and brands through various means on short video platforms, in fact, most domestic brands lack a scientific and systematic brand development plan, and are still at a relatively low level in telling brand stories well, conducting comprehensive and high-frequency brand promotion, and have not truly established a brand awareness of high value recognition and market recognition.

3.3. Low consumer loyalty

Short video marketing methods have the characteristics of strong timeliness, wide dissemination range, and high cost-effectiveness. A good short video marketing plan can not only help consumers remember the product brand in a short period of time, but also effectively retain consumers and improve their loyalty by continuously enhancing content output. For Joocyee brands, there is still a lot of work to be done. For example, when outputting short video content, Joocyee excessively focuses on product efficacy while neglecting product quality and quality control. From consumer feedback, it can be seen that although several products under the Joocyee brand have good usage effects, their texture is relatively sticky and thick, making them difficult to absorb; Moreover, when promoting its brand, Joocyee simply mentioned that it is a manufacturer of domestic brands, consumes "China-Chic" dividends, and rarely publicizes its core advantages and characteristics through the network platform, which has caused serious impact on consumer loyalty. Many domestic cosmetics brands lack innovative awareness and ability in short video marketing, unable to attract consumers' attention in novel, unique, interesting, and unique ways, making it difficult to improve consumers' loyalty to the brand and products.

4. Optimization Strategy for Joocyee Short Video Marketing

4.1. Optimize user experience and create brand IP

In the context of the new media era, consumers pay more attention to their own experience and pay attention to whether the product meets their own needs when making purchases. They will be more rational in their understanding and evaluation of the brand, and their recognition of the product will also be higher. Based on this background, Joocyee also needs to improve consumer satisfaction and optimize the user experience through various forms. One way is to use popular film and television dramas or variety shows to create a brand IP, using celebrities from film and television works and variety shows as product spokespersons to create a brand IP image. For example, Zhao Liying, a famous actress, often uses leavened lipstick and lip glaze, and calls herself "Little Leader of Joocyee lipstick", also known as "Joocyee Lipstick World Little Huadan ", which has been repeatedly mentioned on Weibo, Xiaohongshu, Tiktok and other platforms. Although this implantation method may have a certain negative impact on the brand, it can better bring it closer to consumers. Secondly, brand IP can be created through cooperation with KOL, which serves as a bridge between consumers and products, and can bring brands closer to consumers. In the 2019 Tmall Double Eleven beauty category, the top 5 cosmetics sales were all dominated by domestic brands, which proves the strength of online celebrity sales, while Joocyee still lacks in this aspect. So you can invite internet celebrities or influencers as spokespersons or officially certified accounts to create a brand IP image by shooting interactive short videos, conducting product evaluations, user reviews, and topic discussions.

4.2. Increase R&D investment and improve product quality

Whether the product quality of fashion brands can receive high praise from consumers is the main reason for their rapid development in the short video marketing process. Therefore, Joocyee needs to make great efforts to increase research and development costs, continuously improve innovation capabilities, and improve product quality.

4.2.1. Joocyee research and innovation.

At present, Joocyee has invested a large amount of manpower, material resources, and financial resources in research and development, and is in a leading position in the domestic cosmetics industry. However, there is still a significant gap compared to internationally renowned brands. Therefore, Joocyee needs to maintain its product innovation capability and update it in a timely

manner based on consumer feedback on new things. At the same time, Joocyee needs to innovate in cosmetics technology, such as collaborating with research institutions to conduct technological research and development in facial skin care, oral care, and other areas.

4.2.2. Pay attention to product details.

The details of a product determine consumers' impression of the brand and also determine the direction and path of the product's future development. Joocyee should pay attention to the improvement of product details. For example, in the aspect of facial skin care, you can use the skin care water containing fruit acid to moisturize and replenish water, which can not only make the skin more tender and smooth, but also effectively improve the metabolism speed of the Stratum corneum of the skin, and play the role of brightening and whitening; In oral care, Mouthwash containing probiotic ingredients can be used for oral cleaning, which can effectively improve breath problems.

4.2.3. Focus on user experience.

A good user experience can bring good product reputation and brand effect to consumers, improve brand awareness and recognition. Joocyee should pay attention to the design of product packaging and texture, and pay attention to packaging details to enhance user experience. For example, in packaging design, a relatively simple and advanced packaging design style can be adopted. In addition, transparent bottle caps and other forms can be used to enhance the product's texture and enhance its effectiveness; In terms of product texture, you can choose a soft, comfortable, skin friendly product texture; In terms of ingredient ratio, some efficient moisturizing and moisturizing ingredients, soothing and repairing ingredients can be selected; In terms of ingredient efficacy, moisturizing, tightening, whitening, and brightening effects can be used.

4.3. Emphasize marketing strategies and cultivate user stickiness.

In terms of marketing strategy, Joocyee should attach importance to the marketing and promotion of social media, achieve a win-win situation with social platform users, increase the brand's exposure on social media, and increase the brand's activity on the platform. In marketing promotion, we should attach importance to fan operation strategies and community operation strategies. Fan operation mainly obtains fans by providing content and products, and interacts and pushes relevant content according to the characteristics of fans; Community operation mainly promotes product sales and increases user stickiness by establishing communities.

Pay attention to video quality in terms of content. Due to the fact that most of the videos of Joocyee are presented to users in the form of short videos, it is necessary to ensure the content quality and entertainment in terms of video quality. To understand the interests and concerns of short video users, attract them to watch short videos and comment and forward them through interesting storylines; Develop marketing content based on consumers' consumption habits and behavioral characteristics; On short video platforms, some gamified and situational small games can be adopted to enhance user engagement and fun. To strengthen fan interaction, it is necessary to increase the frequency of interaction with fans, in order to cultivate and enhance users' sense of brand identification. During the interaction process, fans who are interested in the product can invite them to try it out with themselves and make evaluations, in order to bring more people a sense of experience and satisfaction through letters.

In marketing promotion, we should attach importance to brand promotion and word-of-mouth promotion, and use word-of-mouth effect to increase brand awareness. By organizing offline activities, we aim to enhance the connection between the brand and its fans and increase their awareness of the brand. Utilize online and offline methods to promote product word-of-mouth, attract more potential users, form a virtuous cycle, and enhance brand awareness.

4.4. Build a high-level short video operation team to enhance brand value

In today's digital age, short videos have become an important channel for enterprises to attract potential customers and promote brands. However, to stand out in this fiercely competitive market, companies need to build a high-quality short video team by formulating clear strategies, hiring professional talents, investing in appropriate equipment and tools, establishing effective workflows, and optimizing video content.

Continuously improve the ability of the short video operation team to meet consumer needs. As an excellent short video creator, whether it is screenwriting, photography, post production, or operational, one must possess some basic abilities. These abilities include: firstly, marketing ability. Conduct sufficient research on users in the target segmentation field, understand their preferences and pain points, and understand what they care about? What do you care about? What are their pain points? You need to think from the perspective of the user, and only by fully understanding their needs can you launch their favorite works, increase click through and fan stickiness. The second is the ability to plan content. Whether it is Old media or mobile media, the content is always the core of the blockbuster through short videos. Only on the basis of good content can there be fans, which can be transformed and realized later. Good content needs planning, and we must constantly improve our planning level. The third is operational capability. Based on the algorithmic mechanisms of each platform, summarize a set of solutions that comply with platform rules and push mechanisms, expand and promote one's own videos, form a matrix, enhance each platform user's awareness of the product, expand communication volume, and form a multi-dimensional matrix to attract followers. The fourth is aesthetic ability. A short video that can be widely circulated often needs to have a certain aesthetic appeal. The perspective of photography and photography, copywriting planning, content editing, and so on all have basic requirements for the aesthetic ability of each position in the team. For aesthetic ability, whether it is in the field of short videos or not, it is necessary to continuously improve your aesthetic ability and apply it to your daily work. The fifth is analytical ability. To achieve sufficient exposure, operators must be able to learn from other excellent works, analyze widely circulated short videos from multiple aspects such as data and user feedback, and explore the rules to apply to their own works.

On the basis of building an excellent short video operation team, Joocyee should choose mainstream platforms to continue to deepen their efforts, focus on limited investment, do things differently, cultivate brand tone and user stickiness, continuously enhance their brand value, meet consumer needs, and achieve maximum benefits.

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