Study on Social Media Marketing Campaign Strategy – TikTok and Instagram

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ABSTRACT

Social media is known as "a group of Internet-based applications that builds on ideological and technological foundations of Web 2.0, and it allows the creation and exchange of user generated content (Kaplan and Haenlein 2010, p. 61)." Individual users create their personal profiles, blog and connect with their friends leveraging a variety of functions including profile searching, instant messaging, sharing and commenting. With development of social media, social media became a well adopted channel for marketers to build brand awareness, launch new products, engage with target audience, source qualified leads in a fast and efficient manner.

TikTok and Instagram are the top and emerging social media platforms that are being adopted by marketers to reach and engage with their target audience. There have not been a lot of research focusing on the impact of social media marketing on these platforms on consumer buying behaviors. Thus, the writer aims to provide companies with recommendations on developing their social media strategies through this research.

In order to achieve the goal, the author first reviewed and referenced research completed to understand how social identity theory, individualism vs. collectivism cultures impact consumers' buying behaviors; investigated how co-creation, virtual community transformed consumers' interaction with one and another; and compared consumers' different reactions to content marketing, sponsored content together with user generated content. With understanding of previous research, the writer then focused the study on beauty industry and leveraged beauty industry as a representation to study social media strategies

that companies should deploy . She used empathy interview, case studies to understand how consumers behave to different social media marketing programs and made her recommendations to companies developing their social media marketing strategy.

Companies should first align on their short term and long term marketing goals and evaluate if its brand and product are suitable to be marketed through these social media channels. Then the company need to decide on which step of the marketing funnel are they trying to improve on in order to select the correct marketing strategy. Lastly, companies should establish its own consumer persona in order to finalize which KOLs to work with and how much budget they have for the social media marketing campaigns.

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CHAPTER 1 INTRODUCTION

As we enter the web 3.0 mobile era, we have access to a great amount of information through various channels , everyone's time and attention become "fragmented". As a result, short, refined and resonant information and content are more likely to attract people's attention, and people are more inclined to interact with and share such information or content with others. As such, marketing campaigns were created featuring this type of content.

TikTok and Instagram became popular platforms for marketing campaigns because of the content being shared on these platforms are short, fun, trendy, creative and highly interactive. As the mentioned platforms are still in process emerging into one-stop platforms for branding, launching and promoting products, there is a limited number of research conducted on marketing campaigns launched on these platforms and the impact on consumer buying behaviors. In this study, the author aims to provide recommendations on deployment of different social media marketing campaign strategies via investigating case studies of successful and failed marketing campaigns as well as studying consumers' feedback on their involvement with social media marketing campaigns.

With the objectives outlined, the author referenced to various prior research, social identity theory, individualism and collectivism culture on social media marketing, and analyzed the impact of virtual communities and co-creation on social media marketing, compared the effects of content marketing, sponsored marketing and user original content marketing on consumer buying behaviors. On top of that, the author dived deep into the beauty industry, studied successful and unsuccessful social media marketing campaigns completed on TikTok and Instagram to understand the different strategies adopted by various brands and the reasons why specific strategies worked and others didn't as well as comparing the advantages and disadvantages leveraging each marketing strategy. Moreover, the author conducted in-depth consumer interviews to uncover consumers' engagement with different marketing strategies and how consumers' purchase decisions change post engaging with various marketing campaigns.

Lastly, with insights obtained from literature review, case studies and consumer interviews, the author will then be able to conclude and make recommendations to brands which marketing strategies to adopt.

CHAPTER 2 LITERATURE REVIEW

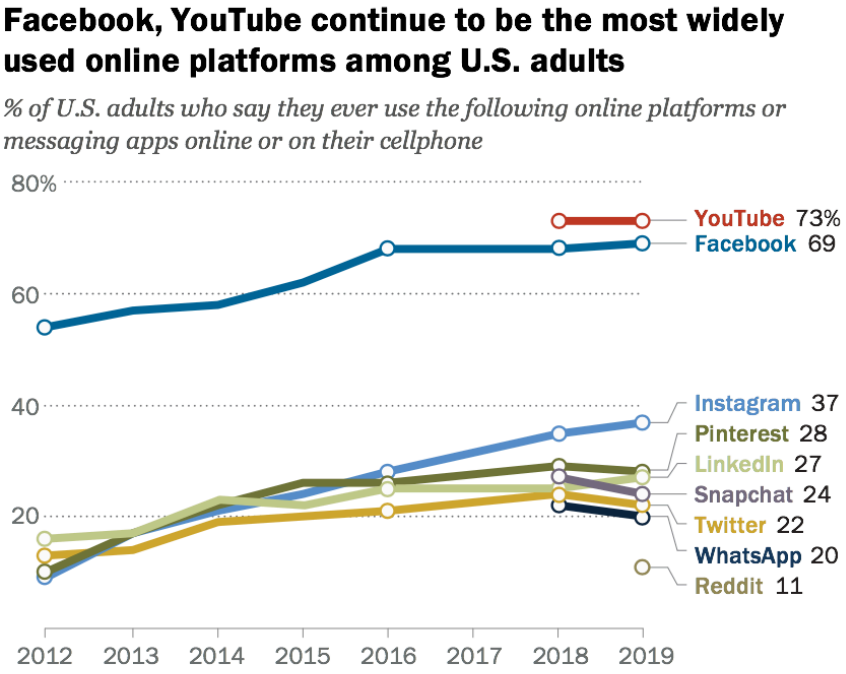
2.1 Social Media Marketing

Social media is known as “a group of Internet-based applications that builds on ideological and technological foundations of Web 2.0, and it allows the creation and exchange of user generated content (Kaplan and Haenlein 2010, p. 61).” Individual users create their personal profiles, blog and connect with their friends leveraging a variety of functions including profile searching, instant messaging, sharing and commenting. With development of social media, social media became a well adopted channel for marketers to build brand awareness, launch new products, engage with target audience, source qualified leads in a fast and efficient manner.

As of January 2020, there are 2.96 billion active social media users worldwide while the number was only 0.96 billion in 2010. While the global social media adoption rate is around 4%, the adoption rate in technology savvy countries are much higher at 70% for the United States and China (Statista, 2018). As the number of social media users changed vastly from 10 years ago, there is a great number of organizations using social media to acquire new customers, engage with their followers, introduce new products and etc. (Wu, 2018).

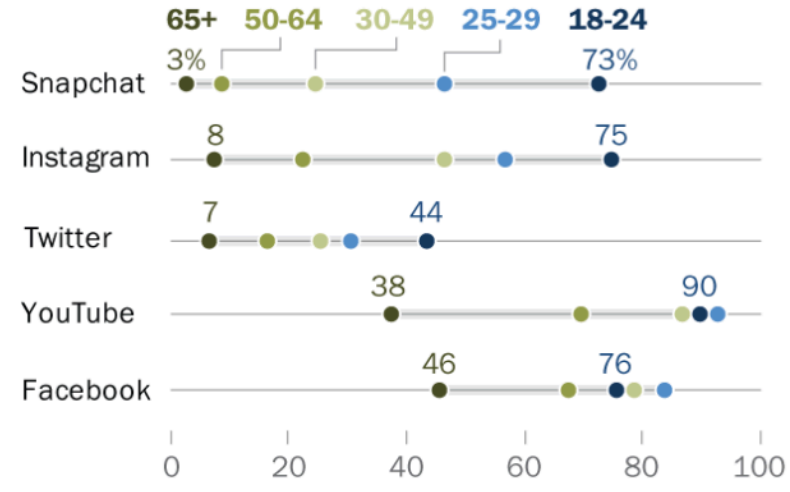
Taking a closer look at the U.S market, YouTube (73%), Facebook (69%), dominates the usage of social media platforms, followed by Instagram (37%) and LinkedIn. While the increase in major platforms’ adoption is slowing down, Instagram’s growth momentum remains strong.

Figure 1: U.S. social media platforms market share



Source: PEW Research Center

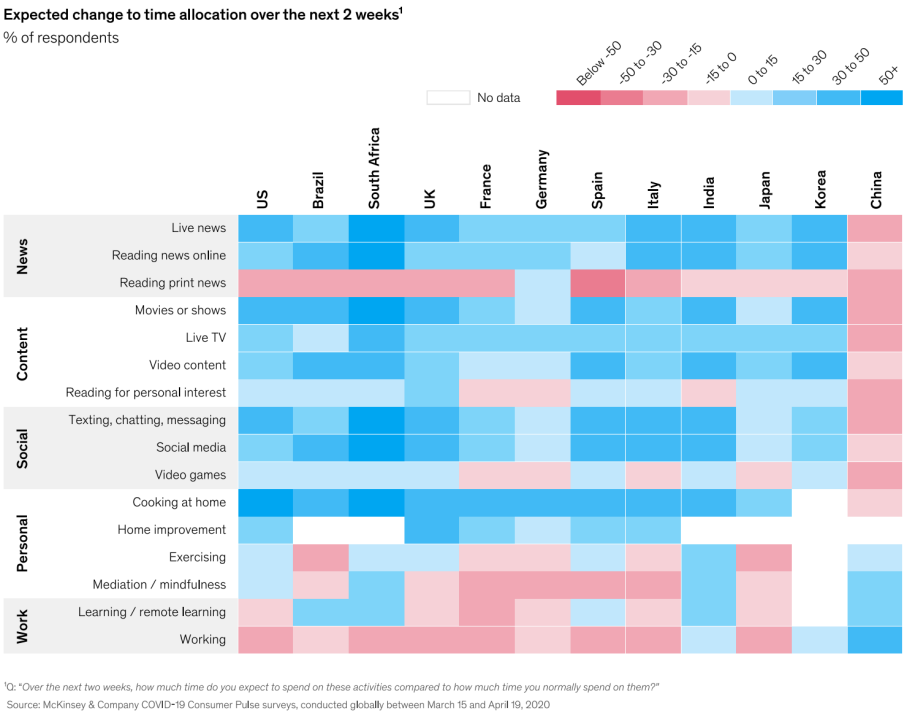
Figure 2: User demographics by age



Source: PEW Research Center

Different from growth momentum for which every platform showed similar trend of flattening, the age groups using various platforms are vastly different, especially for Instagram (67% of 18 to 29-year-olds) and Snapchat (62% of 18 to 29-year-olds). It is also observed that between the 18 to 29 years old age band, Snapchat is attracting more users at their 18-24 years old (73% Snapchat vs. 47% Instagram) while Instagram is deployed by more users at their 25-29 years old (75% Instagram vs. 57%) (Perrin and Anderson, 2019). The observation provides marketer substantial insights into the prioritizing the social media platform to deploy when the target audience is within a certain age group.

Figure 3 ：COVID-19 time allocation



Source: A global view of how consumer behavior is changing amid COVID-19

In addition to the growing number of users for various social media platforms, the average time spent by individuals on social media platforms surged in 2020. According to a consumer study completed by McKinsey, during COVID-19, global consumers are expected to spend more time consuming digital and video content, news and social media. The trend of increased usage of social media is forecasted to continue post COVID-19.

2.2 Social Identity Theory

The Social Identity Theory was jointly proposed by Tafer, and Turner. Social Identity Theory details that people tend to categorize others they interact with based on self-recognition. They classify people who are similar to themselves as “Ingroups” and those who are different from themselves as “Outgroups”. Moreover, the group of people whom they would like to become as "Aspirational Group", and the group of people that they do not agree with as a “Dissociative Group”. Social identities are most influential when individuals consider membership in a particular group to be central to their self-concept and they feel strong emotional ties to the group. Affiliation with a group confers self-esteem, which helps to sustain the social identity. Social identity theory offers a motivational explanation for in-group bias. First, judgments about self as a group member are held to be associated with the outcome of social comparisons between the in-group and relevant out-groups. Second, it is assumed that people desire a satisfactory self-image, and positive self-esteem. Positive self-evaluation as a group member can be achieved by ensuring that the in-group is positively distinctive from the out-group. Usually group members will engage in social competition with out-groups to try to make the in-group positively distinctive.

2.3 Individualism culture vs. collectivism culture

Research has shown that the impact of social media marketing depends on the consumer buying behaviors, which is then highly correlated to the cultural being individualism vs. collectivism (Goodrich & de Mooij, 2014). People in collectivistic cultures are more likely to trust recommendations coming from their network. Hence, marketers should prioritize their social media marketing efforts in collectivistic cultures.

According to Wu (2018), organizations commonly leverage social media platforms to establish their own community. The community can then become brand advocates to promote the brand, products and with the WOM impact, new users then join the community, which sustain the growth of the community and the brand.

2.4 Word of Mouth (WOM) vs. Social Media WOM

WOM is defined as "any positive or negative statements made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig–Thurau et al., 2004, p.39).

Nielsen's Global Trust in Advertising report (Grimes, 2015) indicates that 83% out of the 30k respondents trust recommendation from people they are acquainted with, 70% survey participants trust brand messages published on brand websites.

In the context of traditional media, WOM remained local and exhibits limited potential to spread massively. With social media network being very accessible today, it is very easy for people to interact with one and another, people whom they know or don't, the reliance on WOM in people's decision making has increased substantially. Moreover, WOM has evolved from words to various forms today such as photos, videos, GIFs and etc., making it even more likely to become viral.

2.5 Consumer Product Involvement

User generated content (UGC) is a common form of social media WOM and is very largely impacted by key opinion leaders (KOLs).Andrew and his team categorized consumers' engagement with products into three categories as below (Andrews et al. 2001).

- High: sustainable or situational, consumers actively create and share original content
- Medium: consumers might reference to product reviews before making purchase, but not actively create and share original content
- Low: consumers make purchase decisions without referencing to KOLs' reviews

Compared to KOLs' product review, consumers deem the product recommendations made by other consumers more reliable and trustworthy for low involvement purchases (Aitken et al. 2008). This is mainly because consumers think that the other consumers share similar background as themselves and is not sponsored by the brands. For products that inspires high consumer engagement, consumers are very likely to conduct in-depth research before making a purchase decision. Often in times they reference to KOLs reviews as they deem KOLs as product experts who have tried a lot of different brands (Clark et al. 2012). As such, brands can leverage the trust that consumers have in

KOLs' product reviews for marketing the brand and product by incentivizing the KOLs to recommend its product. This impact that WOM marketing have on consumers is more significant when it comes to high involvement products.

2.6 The development of virtual communities

Virtual community is known as a group of people who share common interests, are in most cases distant apart from each other but interact with each other virtually. Virtual communities are becoming more and more prevalent driven by the easy accessibility of social media platforms. The people in a virtual community very often bond with one and another through learning new things together, sharing purchases, tips and even personal experiences in life. People turn to each other for help when they encounter some problem in life and there is always someone out there to help as there are unlimited number of audience one can reach to. The evolvement of virtual community created great impact on how marketers reach and engage with their target audience.

2.7 The emergence of co-creation

Traditionally, product innovation and product launch was always completed by the product management and product marketing team. It has in recent years become trendy for brands and their consumers to co-create product and co-launch product together. Co-creation is known as two parties jointly innovate a new product. Taking Nike as an example, in addition to its different lines of sneakers, Nike released limited editions of sneakers online for customers to design the coloring of their own shoes.

Co-creation not only boosted consumer engagement with the brand and product, but also allows consumers to have the sense of ownership in the product they co-created. Additionally, as co-creation helps the company listen to the consumers' voice more and understand the pain point of their target consumers, the product features designed is often more targeted.

2.8 Content marketing vs. sponsored content vs. user generated content

Content marketing is known as "creating, distributing and sharing relevant, compelling and timely content to engage customers at the appropriate point in their buying

consideration processes, such that it encourages them to convert to a business building outcome" (Holliman & Rowley, 2014, p. 285). Compared to sponsored content being shared by influencers and user generated content being posted by consumers, content marketing is created and shared by the company itself. The fundamental difference between content marketing and traditional marketing is that the messaging of content marketing focuses on consumers' interest rather than selling products (Holliman & Rowley, 2014). Potential ambiguity may be one reason Graham [10] tells white paper writers that a well-formed call to action should be specific (e.g., visit a specific webpage, enroll in a webinar, etc.).

Sponsored content is defined as "the intentional incorporation of brands, products, or persuasive messages into traditionally noncommercial, editorial content." (Boerman, van Reijmersdal, and Neijens, 2014, p. 215) According to Van Reijmersdal, Neijens, and Smit (2007), as well as Dens, De Pelsmacker, Wouters, and Purnawirawan (2012), consumers' view on the brand becomes similar to the program or movie that the advertisement is embedded into. The emotion towards the brand also depends on how good the content syncs with the plot of the program or movie. The sponsored content also impacts consumers' impression on the influencers who post or share the content, the research done by Carr and Hayes (2014) indicates that an influencer is perceived as less credible if they purposely choose not to disclose that the content shared is sponsored. It has been observed that compared to user generated content, sponsored content have more negative influence on the brand image.

Customer review is one form of user generated content and was substantially investigated on. Tang, Fang and Wang (2014) carried out a research to investigate customer reviews' correlation with product sales. Interesting enough, it shows that products that has a mix of positive and negative customer reviews yield a higher sales number than the products that has either positive or negative reviews. This is mainly because when consumers go through the mixed reviews, they tend to use their personal judgement to compare the positive and negative comments, which in turn makes them engage more with the content while the indifferent reviews tend not to interest most of the consumers.

According to Müllerb and Christandl (2019) , comparing the three types of marketing methodologies, sponsored content helps establish a higher conceptual

persuasion understanding, leading to a higher attitudinal persuasion understanding, which in turn result in a more negative sentiment towards the brand. The study shows that consumers show more positive attitudes towards both content marketing and user generated content while the company has more control over the messaging of content marketing, hence should be adopted more by companies.

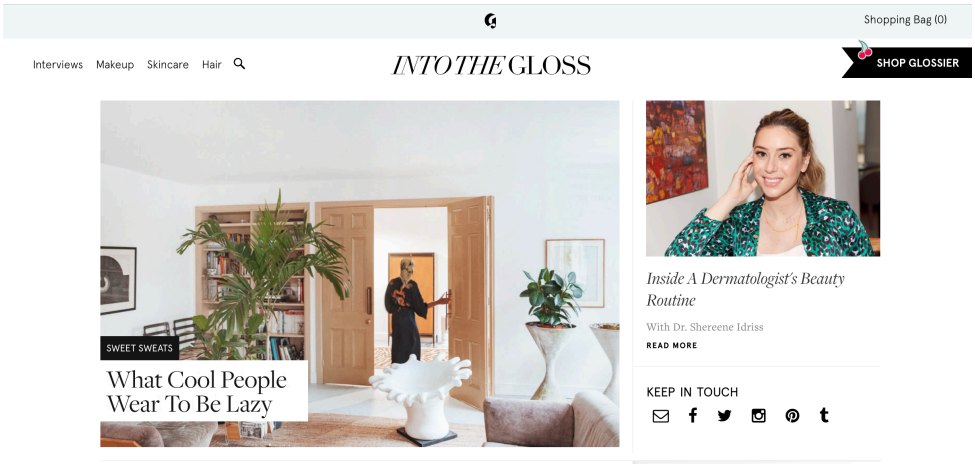
CHAPTER 3 SOCIAL MEDIA MARKETING CASE STUDIES

3.1 Glossier case study

3.1.1 Brand story: from "Into the Gloss" to Glossier

Glossier is a beauty brand started by Emily Weiss, a former Vogue styling assistant. Emily started her influencer journey first as a lifestyle blogger featuring "Into the Gloss" in 2010.

Figure 4: Into the Gloss home page



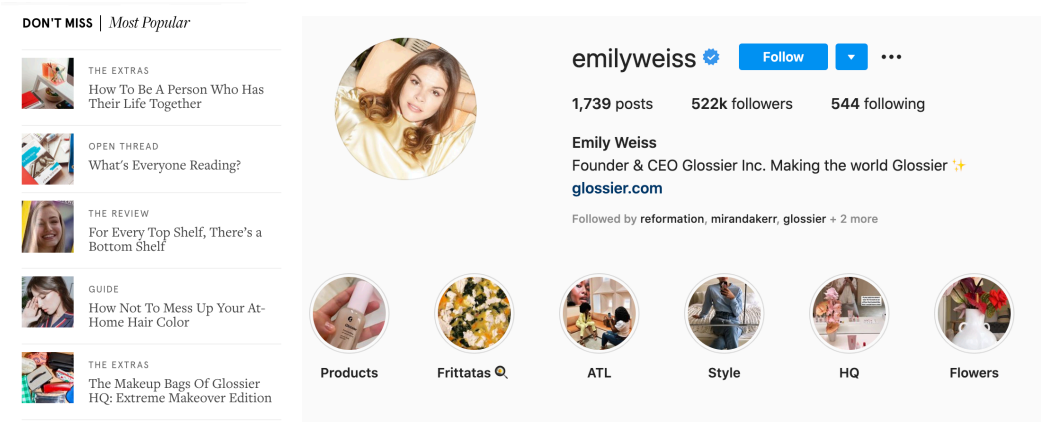
Source: Into the Gloss

"Into the Gloss" is a platform for beauty lovers to share product reviews, comparisons, beauty how-tos and other beauty stories. The conversation is often triggered by high quality stories published by Emily and her team, followed by readers of the stories sharing their product reviews and beauty tips. With such an engagement mechanism, "Into the Gloss" is positioned as a platform where everyone can be their own beauty spokesperson celebrating who they are, sharing their makeup outfit and beauty tips with their fellow consumers rather than being told what cosmetics to wear and what skincare products to use by the so-called experts. "Born from content, fueled by community" is how Emily described the positioning of "Into the Gloss". Building on top of the community, Emily and her team collaborated with beauty brands such as Lancôme to reach and engage with brands' prospects.

Taking a closer look at the platform's positioning strategy, as social media is becoming more and more popular amongst people at all ages, the target audience of "Into the Gloss" are not only social-media savvy Gen Z, but also social-media savvy beauty

lovers at their 30s-40s. With the growing consumer base, Emily leveraged the dynamics of user generated content campaigns and transformed traditional blogs' comment function into a platform for conversations, that is, user generated content. The platform is attracting 10 million page views and 1.5 million unique visitors monthly. At the same time, Emily's personal Instagram page and Facebook page each has followers of 200k and 60k in 2014.

Figure 5: Emily Weiss's Instagram Page



Source: Into the Gloss ; Instagram/Emily Weiss

Being inspired by the engagement with her followers and the conversations from the beauty blog, Emily set out on a journey to create a beauty brand that provides women a luxury experience but also define everyone as who they. As such, Glossier was born. Aligned with the engagement strategy of "Into the Gloss" and different from major beauty brands' product launch, the introduction to the first line of daily essentials skin care products was done on "Into the Gloss" with Emily posting a blog sharing the exciting news with the community.

Glossier, being a digitally native brand, has established a distinguishable social media strategy, which serves as the pillar backing the brand's overall marketing strategy connecting the whole ecosystem from online to offline.

Figure 6: Glossier's digital banner

Source: Glossier

3.1.2 Glossier's social media strategy

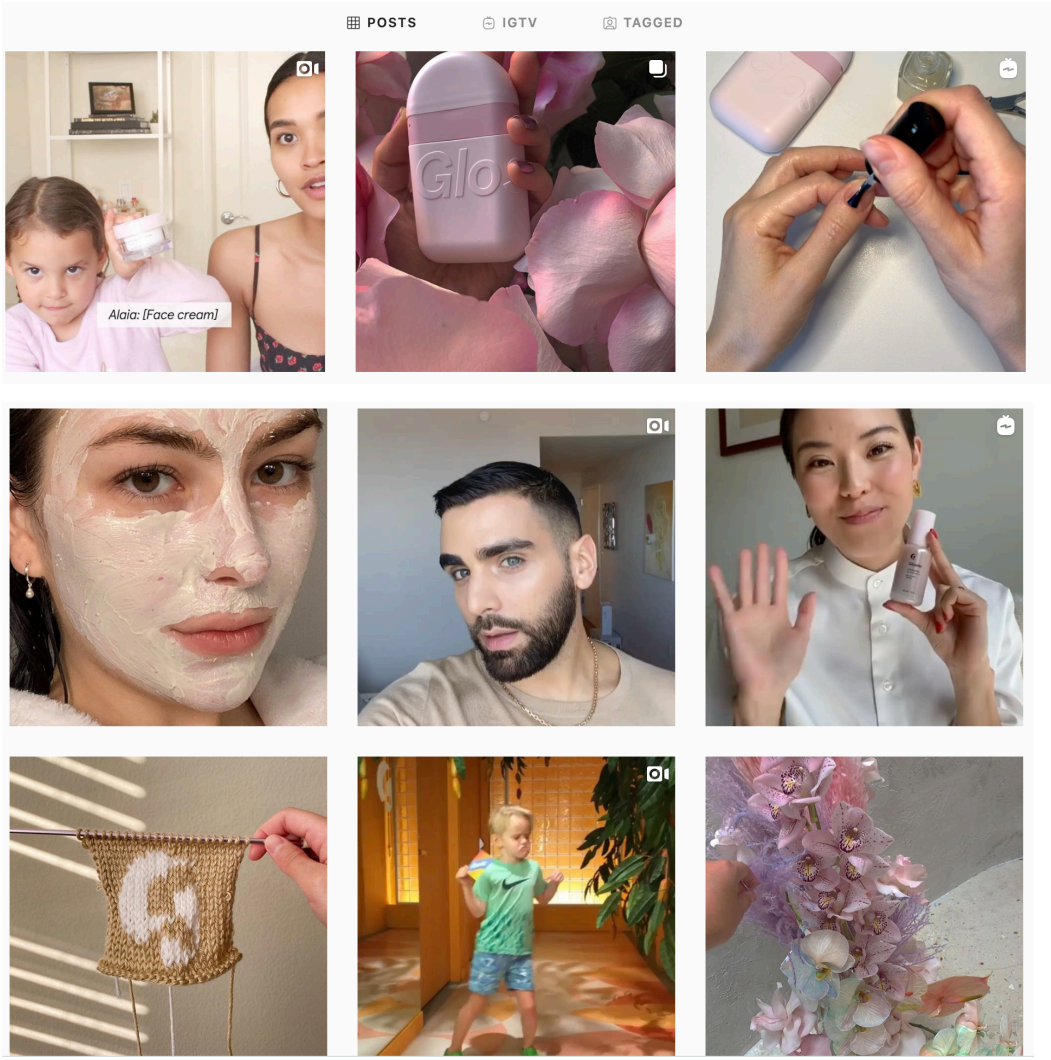
To start with, Glossier diversified its presence on multiple social media platforms with Instagram as a priority. Varying from Glossier's official Instagram page (2.6m followers), Facebook page (329k), and Twitter account (102.3k) to Emily Weiss's personal Instagram page (510k), and "Into the Gloss" blog, the brand has an enormous social media presence although some followers subscribe to multiple social media platforms.

In addition to the strong social media presence, the brand engages actively with its audience through posting an average of 1 post on Instagram, Facebook and Twitter per day and 1 post on Emily's personal Instagram page every two days. The posting frequency became even larger before a product launch to ramp up the hypes. Taking their first product line launch as an example, the brand posted more than 125 Instagram photos before in order to build up its brand identity and create excitement leading to its product launch. The active engagement does not only apply to posting, the Glossier team also put in great efforts interacting with its followers replying to their comments and engaging with their own post.

The content of Glossier's social media posts is themed around the brand, the product and most importantly, about its consumers. Rather than taking product shots with

professional models or influencers, the posts feature stories of different women using Glossier. The content is authentic, is down to the earth, and is a lot of times about women's every-day life. The story conveyed by each post resonates in many women and hence, is very engaging.

Figure 7: Glossier's Instagram featuring UGC



Source: Instagram/Glossier

3.1.3 Linking to Glossier's overarching brand marketing strategy

Being an authentic brand that was "Born from content, fueled by community", Glossier established its unique brand identity and marketing strategy.

Different from traditional beauty products, Glossier's product are co-developed by its expertise team and its consumers. As consumers interact with Glossier leaving comments on its various social media platforms, the Glossier team uncover consumers' challenges and needs, and develop new product lines collaborating with its consumers and feature it into stories shared via its posts. As such, products are co-developed from its social media engagement and then feed back to its social media platform content. The price of Glossier products is purposely made very affordable (with the majority at the range of $10-$30) as the brand is positioned to be down to the earth.

Its brand messaging is consistent above the line and below the line, designed around its brand identity of being authentic and approachable, the brand communicates to its consumers in a way as if they are talking to friend. An example of that is the marcom "Trust us, we're you" which is being featured a lot in Glossier's communication.

As the brand presence continued to expand online, they started to open offline stores for its consumers to more actively engage with its products, and its community through in person experience. While the brand was driving traffic from online to its offline stores, its offline consumers are actively generating content as well. An example is the second retail store that Glossier opened in LA in 2018, the whole store was designed in a very Instagrammable way, fans who go to the store to experience the product are then keen to take photos in store and share on their own social media platforms, hence creating user generated content which are again creating ample effect as explained in 3.1.1.

Figure 8: Glossier's offline experience store

Source: Instagram/Glossier

3.2 TikTok case studies

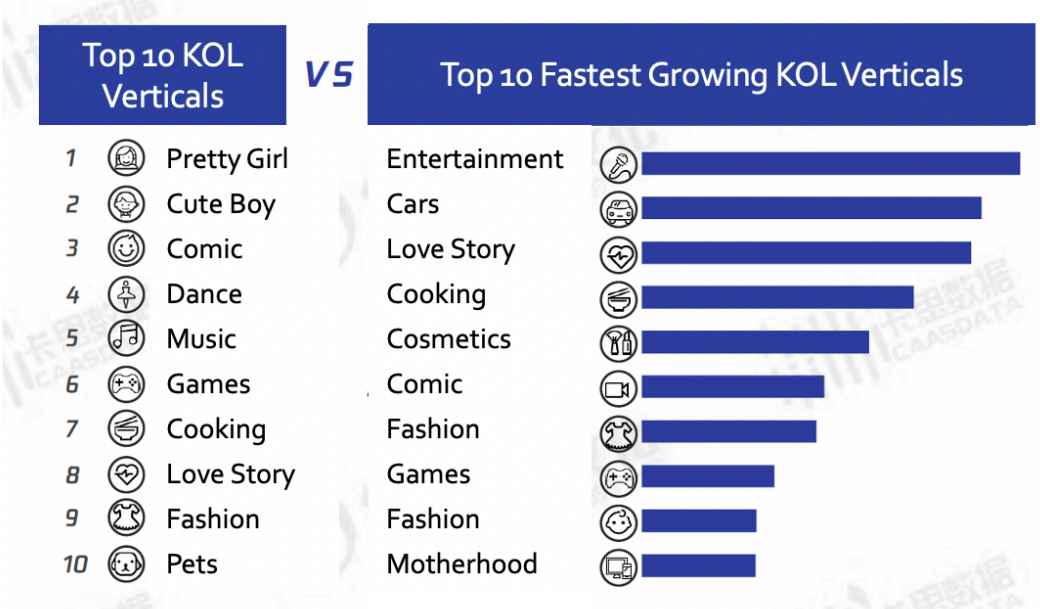
Compared to other social media platforms, short video APPs have become the most popular platforms in 2019. The number of daily active users (DAU) surged to 800 million, twice the average DAU of other online video platforms. In addition to the increase in the number of users, there are more and more investors and content creators starting to get involved in short video APPs marketing with the development of platforms. Taking TikTok as an example, TikTok started to put together its advertising ecosystem in 2018 by launching an "Advertising Platform" that focuses on feeds advertising collaborating with Toutiao, a "Star Platform" that focuses on KOL, and a "Blue V system" that focuses on brand promotion. As such, TikTok established an ecosystem providing opportunities for brands support on integrated marketing, lifecycle marketing, performance marketing on both B2B and B2C fronts. On top of that, TikTok is collaborating with Taobao to enable directing traffic to e-Commerce website to drive conversion.

With the development of the mentioned marketing platforms, TikTok marketing has transformed from UGC marketing to integrated marketing, in which KOLs play a vital role. According to the CASS Data's 2019 short video research report, the number of KOLs increased by 1.47 times from October 2018 to October 2019. Among them, small-scale vertical categories such as food, beauty, and automobiles have experienced the fastest growth. The proportion of men and women of TikTok KOL is 42.50% and 57.50%

respectively, which is the very similar to the platform users male and female ratio. In terms of age, most of the KOLs are pretty young, with 94.39% under the age of 35. Among all age groups, the age group with the largest number of KOLs is 18-24, accounting for 41.97% of the entire KOLs group, followed by 25-30 (29.20%). In terms of number of followers, KOLs with more than 10 million followers accounted for 0.38% of the entire group, followed by 3-10 million followers accounted for 2.51%, and 1 million-3 million (10.88%), 300 thousand- 1 million (31.62%) and 100 thousand - 300 thousand (54.61%). It is also observed that the smaller the vertical category, the slower the increase in the number of followers. Among all verticals, except for beauty and cars, fewer than 3% of the KOLs have more than 3 million followers. It is however worth to mention that, the fewer followers each KOL has, the more interactions he or she will have with his or her followers.

In terms of TikTok's users, there are more female users(57.50%) than male (42.50%). The age group distribution is very similar to the KOL's, with more than 91.24% of the users under 35. Among all age groups, the age group with the largest number of users is 6-17, accounting for 31.59%, followed by 18-24 (30.14), 25-30 (20.85%), 31-35 (8.66%), and over 35 years old (8.76%). In terms of usage of the platform, TikTok users are most active from 9pm to 12am in the evening, during which there are about 26.3% of the users online.

Figure 9: TikTok KOL landscape



Source: huox.tv/

TikTok marketing is becoming more and more targeted and diversified. The marketing ecosystem support brands to reach its target users in a very fast and precise manner. With the increasing number of KOLs, brands have more choices when investing in KOL marketing. As a result, the advertising investment per KOL decreased in 2019 compared to the same period in 2018. With regards to KOL verticals, plot and funny KOLs are brands' all-time favorite, the percentage of investment in music and performance art, pets decreased in 2019; product reviews, parents and babies climbed up in the verticals ranking. Investment in beauty KOLs grew substantially in 2019 compared to the same period in 2018 as conversion is made possible with the TikTok and Taobao collaboration.

The brands invested in TikTok marketing became more diversified in 2019 with beauty industry ranked first among all industries, accounting for 34.55% of the total investment. This is mainly driven by the industry's greater focus on WOM marketing leveraging beauty KOLs. It is worth mentioning that among the top 20 brands with the greatest investment in TikTok marketing, 9 brands are beauty brands, contributing to 37.2% of the entire advertising investment.

Figure 10: Top invested KOL verticals

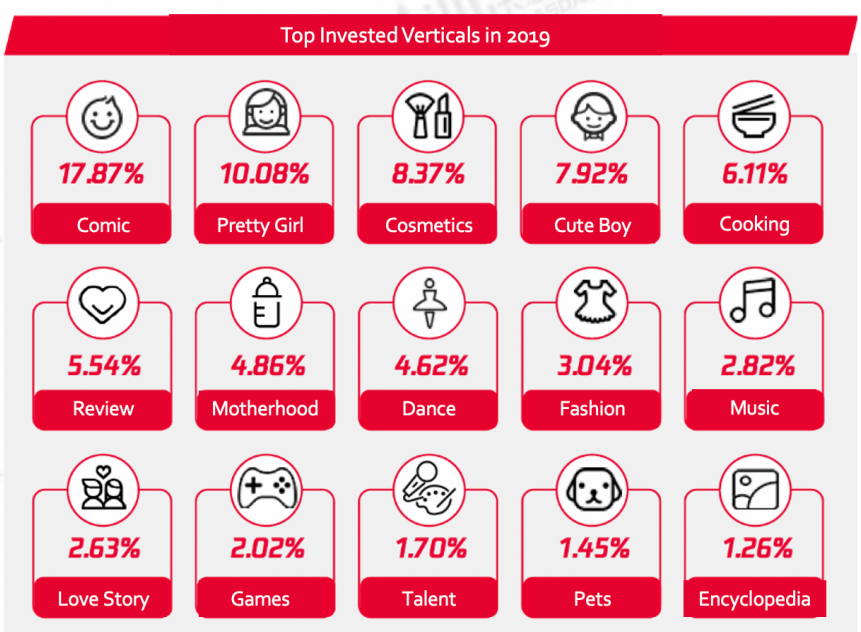
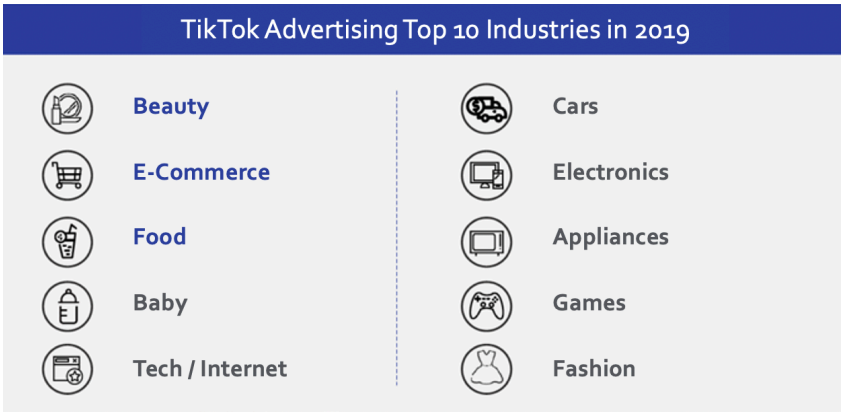


Figure 11: Top industries invested in TikTok advertising



Source: huox.tv/

The author studied different marketing campaigns that went viral on TikTok marketing and categorized the marketing strategies into three different types, integrated marketing, IP marketing and "spamming" marketing.

3.2.1 Proya Case Study: Integrated marketing

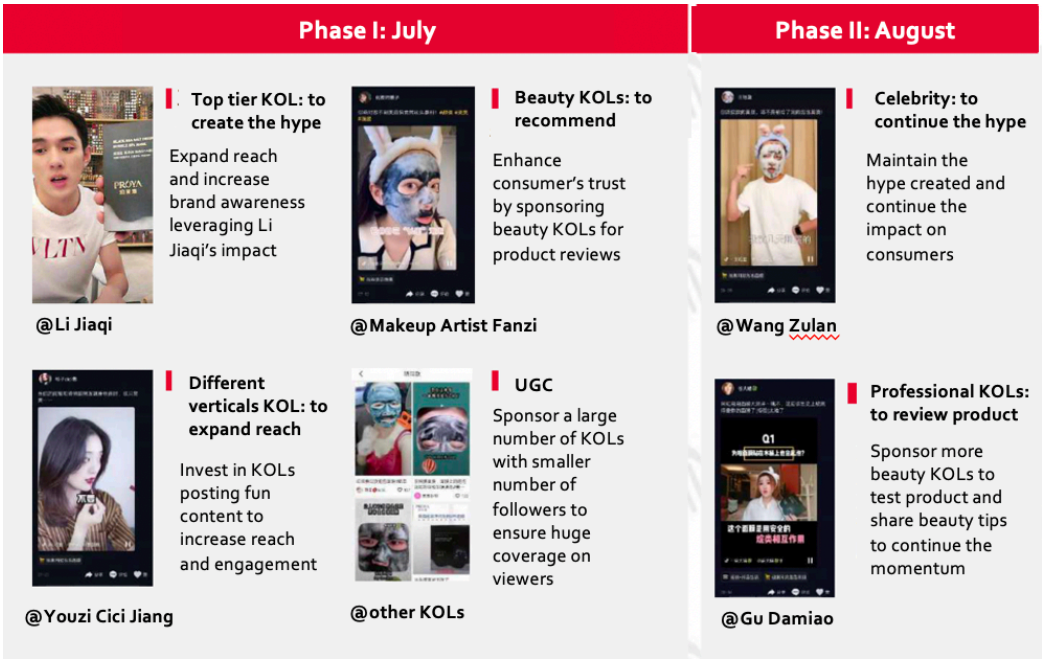
Integrated marketing strategy encompasses a variety of stages involving different KOLs and the author will recommend this strategy for companies with sufficient marketing budget. To start with, celebrities and KOLs with more than 10 million followers start the hype promoting the brand and product to make the hashtag viral. Following the trend, professional beauty vloggers with a smaller follower base at around 300k to 10m shares content on product review and beauty how-to further enhance interaction with potential customers and establish trust among customers leveraging the WOM impact. After establishing momentum on the brand and product promotion, KOLs from other verticals kick in and leverage content marketing to enlarge the ample impact and reach a broader range of audience whom the brand might not have interacted before and as a result drive new customers to purchase the product. Lastly, brands should invest in KOLs who promote and recommend beauty products very often to their followers to drive conversion. As a result, it is likely that the brand and product will go viral on TikTok reaching its target customers with customers seeing content from a variety of KOLs, which not only enhances brand awareness but also creates desire to purchase. As such, the integrated marketing loop is closed and not only the products are promoted, but also the brand.

The integrated marketing strategy can be leveraged by brands that are already well-known or new brands that are to be launched in the market. However, there are a few challenges implementing the integrated marketing strategy. Firstly, the brand needs to invest a large amount of advertising budget given that celebrities and KOLs with a large number of followers require significant amount of budget for sponsorship. Secondly, although integrated marketing can create a hype momently, the quality of the product need to be good and serves as a prerequisite to drive purchase. Thirdly, to continue the hype created and transfer it into a long term positive impact for the brands, brands need to maintain the interaction with its customers by actively managing its TikTok account, periodically launching TikTok marketing campaigns and introducing quality products.

I will leverage Proya's successful TikTok marketing campaign to further elaborate the integrated marketing strategy. Through the successful marketing campaign, Proya's received 700k orders for its mask that was featured in this campaign.

Proya is a local beauty brand that was created in China. In 2019, Proya registered its TikTok account and started its journey on TikTok marketing, trying to rejuvenate its own brand and enhance interaction with young users. In the second half of 2019, through leveraging the integrated marketing strategy, its bubble mask became a must-buy product. As a first step, Proya went into a partnership with one of the most popular beauty product vlogger Li Jiaqi. With Li Jiaqi's recommendation, the product became known a millions of customers and the hype for the product to go viral is established. Subsequently, the brand invested a large number of beauty bloggers, and through these KOLs' product review and promotion, consumer trust was strengthened and purchase intention was established. Building on top of the momentum, the brand invested in KOLs in other verticals launching a series of interesting brand stories to expand its reach. Interestingly, although Proya didn't invest in a lot of KOLs who specialize in beauty product recommendation, a lot of such KOLs posted content voluntarily because the product went viral on TikTok and helped the brand complete the integrated marketing campaign close loop.

Figure 12: Proya's TikTok marketing campaign



Source: TikTok/Proya

This specific marketing campaign helped Proya increase its conversion rate by more than 10%. In 2019, the revenue of its Tmall flagship store exceeded 200m yuan RMB during the double 11 period. This is both driven by the sales uplift from the bubble mask and the ample impact on other product led by the marketing campaign.

3.2.2 Huaxizi Case Study: IP marketing

The second marketing strategy, IP marketing, leverages the impact created by KOLs with more than 10 million followers and attracts other KOLs to post related content voluntarily, which greatly reduces the advertising budget.

First of all, brands need to go into a long term collaboration agreement with an identified KOL. Every time that the brand launches a new product or a major promotion, the KOL posts on his or her TikTok to make the product launch or promotion viral. On top of that, brands can invest in beauty vloggers with relatively smaller number of followers between 300k to 3m for product review and demonstrate beauty how-to using the new product. Lastly, similar to integrated marketing, brands can choose to invest in KOLs from other verticals and leverage content marketing to enlarge the ample impact and reach a

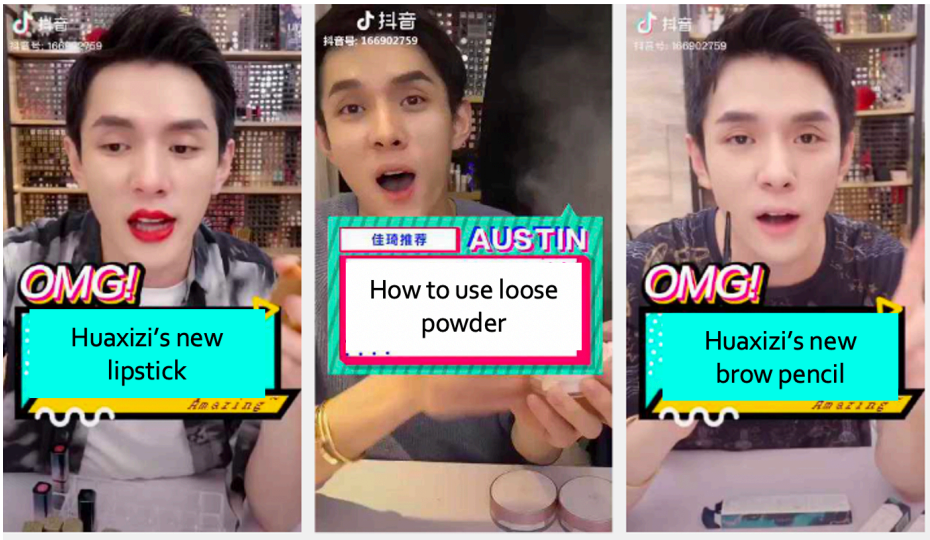
broader range of audience whom the brand might not have interacted before and as a result drive new customers to purchase the product.

The key difference between IP marketing and integrated marketing is that IP marketing leverages the hype created by the top tier KOL to attract other KOLs join the evaluation voluntarily rather than investing in these KOLs. As a result, it greatly reduces the investment budget while creating a similar scale of impact. The challenges for brands to leverage IP marketing strategy include first of all, the choice of top tier KOLs is very limited given that it has to be someone who is seen as beauty expertise so he or she can effectively recommend the new products when being launched and helped the product establish trust among customers. On top of that, the top tier KOL needs to have a substantiate number of followers so as to make the impact viral when the brand launches a promotion. The second key challenge remains as the product quality. Similar to what the author mentioned previously, product quality is the key factor transforming traffic to conversion. Lastly, although the investment for IP marketing is relatively smaller than integrated marketing, brands still need to invest in sufficient advertising budget to make the campaign viral.

The author will use Huaxizi's IP marketing campaign to further elaborate on the strategy. Huaxizi is a young local brand originated from China that features its product very much in traditional Chinese style. For the first three years after the brand was started, there was no flagship product that helped promote the brand. In 2019, Huaxizi began long-term collaboration with Li Jiaqi. Every time Huaxizi launches a new item, the brand will invite Li Jiaqi to feature the new product in his product review and Li Jiaqi, as the brand's spokesperson, actively promoted the product benefits and recommended Huaxizi's product to his followers. In 2019, Huaxizi launched its loose powder, lipstick and makeup remover wet tissues in March, June and October respectively. To facilitate the product launch, Li Jiaqi actively reviews the product once launched and also demonstrated how to put on these makeup to promote the product and the brand. In addition to the top tier KOL, Huaxizi also recruited a large number of beauty vloggers, and KOLs specialize in other verticals to highlight the pretty packaging, Chinese style, and cost-effectiveness of the products. The IP marketing strategy helped establish Huaxizi's lipsticks as the brand's flagship product, maintaining a very high sales volume. The product was on Taobao's list of top 10 most selling lipsticks for 6 consecutive months. It is also worth mentioning that Huaxizi's

revenue during the double 11 sales was over 100 million yuan RMB and was ranked as the sixth most selling beauty brand during the Tmall double 11 sale.

Figure 13: Huaxizi's TikTok marketing campaign



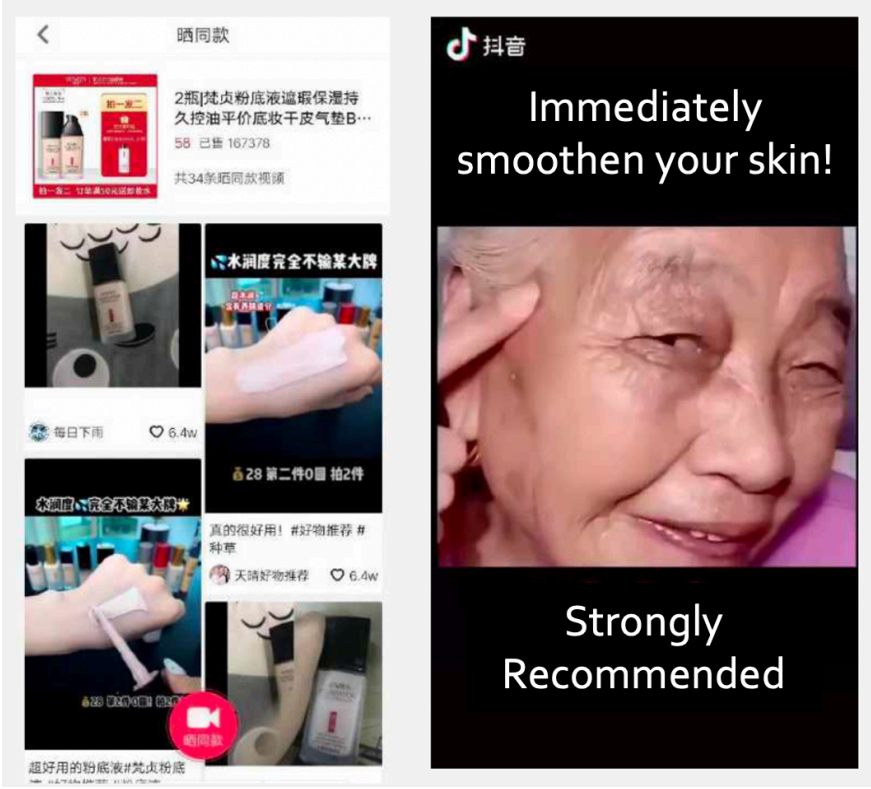
Source: TikTok/Huaxizi

3.2.3 Fan Zhen Case Study: "Spamming" marketing

The third marketing strategy is to use a large number of KOLs with number of followers between 100k and 300k to complete the "spam" marketing, which caters for brands with low budgets and low visibility. Although KOLs with a smaller number of followers do not have impact as top tier KOLs, such KOLs account for 54.6% of the total number of TikTok KOLs, so brands have a very large pool to choose from and as a result, brands can select KOLs whose fan base are very similar to that of the brand's target customers. And with a large number of KOLs, brand can increase its brand awareness through multiple engagements with its target customers. Because IP marketing only requires a smaller advertising budget and it does not need the brand to have significant brand awareness among customers, the strategy can be leveraged a large variety of brands. Moreover because the product recommendation and conversion processes are done concurrently , the monetization cycle is shortened. The challenges implementing this marketing strategy lie in the management of a large number of KOLs in ensuring the relevance of the content posted. Secondly, how to maintain a long-term interaction with consumers and transform the short-term popularity into a long-term sustainable traffic remains challenging. Similar to the other two marketing methods, quality of the product

remains as the prerequisite of the campaign success. But unlike the other two marketing methods, the "spamming" marketing strategy applies to products with a competitive pricing point. This is because given the large number of reach that this marketing strategy supports to achieve, the products need to be priced very competitively for the mass customers to be able to purchase it. The spamming marketing strategy is mainly sales-oriented rather than brand-oriented. Brands can choose the first and second marketing methods to create brand awareness in the later stage once it achieve significant amount of sales leveraging this strategy.

Figure 14: Fanzhen's TikTok marketing campaign



Source: TikTok/Fanzhen

The author will further elaborate the marketing strategy by introducing how Fan Zhen became known to the public and eventually lost its presence again leveraging this specific marketing strategy. Fan Zhen is a beauty and personal care brand originated from Taiwan. The lack of product awareness and flagship products makes it difficult for Fan Zhen to differentiate itself from its competitors in the beauty industry. In 2019, Fan Zhen recruited a large number of KOLs with about 10k followers for product reviews. Leveraging its very competitive pricing points, 2 bottles of liquid foundations for 58 yuan,

and high commissions, that is, 31 yuan for every 2 bottles of foundations sold and a product review video that features a 70+ grandma wearing the foundation that went viral on TikTok, the foundation created a record high of 640k orders in Oct 2019.

However, because of the lack of follow-up campaigns, the hype created by "spamming" marketing disappeared after a month.

3.2.4 OPPO Case Study: UGC marketing

Figure 15: OPPO's TikTok marketing campaign

Source: TikTok/OPPO

In addition to the three content marketing strategy, brands also leverage UGC marketing to engage with its target customers. In this chapter, the author will discuss in details how brands can increase awareness through the "brand challenge" through the OPPO brand challenge that went viral from September to October 2019. There are two stages of OPPO's brand challenge. For the first stage of OPPO's brand challenge theme around the newly launched Reno2 anti-shake function, OPPO prepared a range of prizes to attract original short videos created by TikTok users. For the second stage, OPPO collaborated with TikTok to sponsor TikTok Wonderful Night, which strengthened the

brand and product awareness. OPPO leveraged a number of marketing methods in its brand challenge including content marketing released by the official OPPO TikTok account, KOL marketing creating the hype for the UGC campaign and UGC contest to boost customer engagement. The official account first released the rules of the challenge, and followed by OPPO's exclusive BGM and interactive stickers. Subsequently, celebrities such as Chen He and Zhou Qi used OPPO's exclusive BGM and different versions of stickers to explain how to participate in the challenge, followed by other KOLs creating and launching his or her version of the TikTok short videos around the "anti-shake" selling point, further driving the user generated contents posted by TikTok users. On top of that, OPPO included product details and provided the product link on its campaign page trying to promote purchase.

Learning from the OPPO brand challenge, the author found out that easy participation process, interesting interaction mechanism and attractive rewards are crucial elements to promote UGC participation. Recruiting celebrities to create hype, sponsoring KOLs to establish trust and including purchase link serve as key factors to make the campaign viral and eventually increase conversion on top of driving participation. Similar to the OPPO brand challenge, interactive and fun theme, memorable BGM, creative stickers, and easy steps to purchase are the key elements that convert UGC participation into purchase. The author believes that brands should make submission scheme easy and short video them fun to drive both user participation and viewership.

3.3 Consumer study

In order to further understand consumers' engagement with social media marketing campaigns, especially key influencers, the author then conducted in-depth empathy interview trying to uncover consumers' interaction with social media marketing campaigns.

In the beauty industry, Vlog is a very format for consumers to share product reviews, and beauty how-tos. KOLs often post content featuring beauty products comparisons, recommendations and makeup tutorials. Due to the anonymous nature of eWOM, consumers can decide which Vlogger to trust and whether to purchase a certain beauty product. This decision often depends on the number of vlogger fans, the number and frequency of videos shared by Vlogger, and other consumers 'comments on Vlogger.

In this chapter, the author will focus on studying the following topics:

1. Consumers' motivation to watch beauty Vlogs
2. Consumers' preference on content shared by different beauty Vloggers
3. Consumers' attitude towards beauty and personal care marketing advertisements

3.3.1 Research Methodology

In order obtain in-depth understanding on consumers' engagement with beauty vloggers and their view on marketing campaigns shared by the beauty vloggers, the author conducted empathy interviews among 9 selected engage with products in different levels . The information of the interviewees is shown in the following table. The interviewees consist of a mix of students and working professionals.

Table 1: Demographics of interview participants

#	Consumer - product Involvement	Gender	Age	Remark
1	High	Female	21	Beauty expert, updated on the latest makeup trends
2	High	Female	23	Followed more than 30 beauty Vloggers, spends $100 per month on beauty
3	High	Female	25	Highly interested in beauty products and industry
4	Medium	Female	20	Knows most of the beauty products
5	Medium	Female	21	Followed more than 30 beauty Vloggers, spends $50 per month on beauty products
6	Medium	Female	22	Fairly interested in beauty products and industry
7	Low	Female	23	Does not follow any beauty Vlogger, spends $20 per month on beauty products
8	Low	Female	24	Not interested in beauty products and industry
9	Low	Female	26	Knows about makeup brands

The author compared conducting surveys and empathy interviews and chose to leverage the latter. Although the survey questionnaire can collect a larger number of responses, it is not possible to investigate the reasoning behind each choice, so the author finally went with the empathy interview. The author conducted 1.5 hours of in-depth interview and 0.5 hours of follow-up interview with each interviewee.

Despite the in-depth understanding of each interviewee, there are limitations with this survey method. The first limitation is the sample size. In order to conduct in-depth interviews with each interviewee, the author chose nine interviewees, with 3 interviewees in each category. Due to the limitation of the sample size, the research results may be biased. The second is the limitation of gender selection, because female consumers account for 73% of total cosmetics consumption, and male consumers account for only 27%, so the author selected only female consumers for this interview.

3.3.2 Discussion and Results

Participants in Groups 1 and 2 highlighted that they classified themselves as part of the beauty experts group and stated that they subscribed to a certain number of Vloggers to learn about the latest products and watch make up tutorials.

With regards to why interviewees follow beauty Vloggers, respondents 2 and 3 stated that they could feel Vlogger's passion for beauty and makeup from their Vlog, and are also inspired by Vlogger's unique ways of demonstrating beauty products. Respondent 2 said: "I think they must be very passionate about cosmetics and skincare, no one will spend so much money and time on things they do not like it. " Because makeup and skincare are common hobbies shared among Vloggers and followers, followers treat Vloggers as like-minded friends with whom they can share makeup and skincare tips. The author drew conclusion from such conversation that the reason why followers follow beauty Vloggers is mainly because they think that the beauty Vloggers share the same interests as them. This common interest on makeup and skincare drew an invisible bond among the Vloggers and their followers.

Besides shared interests, aspirations also play a critical part attracting people to follow beauty Vloggers. In the previous chapters, the author discussed social identity theory.

The theory depicts that people classify groups of people who are similar to them as “Ingroups” and those who are different from them as “Outgroups”. On top of that, they treat the group of people they want to be in the outgroup as "Aspirational group". Vloggers are followers’ “Aspirational Group”. People who follow are keen to become the same as the beauty bloggers. As most people make up to make them look better, so beauty bloggers who look pretty are generally very popular. Respondents believe that Vloggers are very good at makeup, very creative and have a lot of makeup experience. If a Vlogger is in the art or design industry, followers will feel that they are event more trustworthy. Respondent No. 4 shared her opinion: "Some beauty bloggers on used to study art. I watched a Vlogger tutorial who put on zombie makeup on Halloween. I was surprised by how real the makeup looked. Another beauty blogger painted herself as Lady Gaga, and I think she totally made it. These beauty bloggers can paint anything, and daily makeup look is like a piece of cake to them. "

With regards to what type of content are preferred, the interviewees shared different views. In their opinions, Vloggers are beauty makeup experts as most Vloggers have used many different brands and look very pretty after putting on makeups. However, many interviewees pointed out that because information is shared in a very fast manner today, some Vloggers tend to copy from other Vloggers and as a result, many makeup tutorials look very similar. Respondent No. 4 states: "Most beauty bloggers are more skilled than me, but many people just copy others’ ideas. For example, Valentine's Day makeup tutorials are almost all the same, and everyone recommended using pink eyeshadows, and glitters. I personally prefer Vlogger who shares creative makeup content. " Respondent No. 1 said that although she very much hopes to capture the latest beauty trend and learn about popular makeup looks, she also hopes to retain her personal makeup. It is not difficult to find out from these responses that users prefer unique and original content being shared on social media platforms. Therefore, Vlogger need to create original and unique makeup tutorials or product reviews in order to attract and retain followers.

Regarding how viewers evaluate beauty Vloggers, respondents shared their own ways of evaluations. "I have watched a video of a beauty blog showing fans around her house, and her house looks like a cosmetics warehouse" (Respondent No. 2), which shows that fans believe that most beauty professionals have a lot of cosmetics, and have tried many different brands, which also makes fans trust vlogger to recommend products to them.

Respondent No. 6 said that her trust in beauty make-ups was not only established through the large number of cosmetics they own but also how many they used. She hopes that beauty bloggers will show products that have been used when recommending products, so she knows that the beauty Vlogger is not recommending the product because of sponsorship. Respondent No. 1 believes that the evaluation of the beauty Vlogger's professionalism depends on the individual viewer. If the viewers are highly engaged consumers, their knowledge of beauty products may be comparable to vloggers, and these followers may not always trust the recommendations of beauty bloggers. She mentioned that “When I first started to learn about putting on makeup and I knew nothing about cosmetics, I thought everything that beauty professionals said was correct, I would blindly follow them. Now, because I have tried many brands myself, I know what I need and what is suitable for me, so I will choose to follow the advice of beauty Vloggers selectively. This feedback means that the longer consumers follow beauty Vloggers, the more they know about different products and makeup techniques. Therefore, Vlogger may greatly influence the choice of beauty and personal care products when fans follow her, but this impact will gradually be reduced.

CHAPTER 4 CONCLUSION

The author believes that before brands make decisions on which social media marketing strategies to adopt, they should finalize the brand positioning and short-term and long-term marketing goals.

Moreover, brands should determine if their products can go viral on social media marketing. After studying the successful marketing campaigns on TikTok and Instagram, the author realized that products that went viral on social media marketing platforms are those that is highly interactive, in other words, involves a lot of “DIY”. The “DIYable” property of the products makes it easier for not only the KOLs but also the social media platform users to engage in the marketing campaigns. In addition, most of these products are of high purchase frequency products and entice a wide range of audience. If the target audience of the product is relatively small, but have well defined target customer persona, which is very aligned with the KOLs followers’ persona, the brand can also involve KOLs in their social media marketing campaigns.

When selecting among different social media marketing campaigns, it is crucial for brands to finalize the objectives of its marketing campaigns, if it is for branding, customer acquisition or retention. Moreover, brands should base the selection on the marketing budget and exiting marketing resources such as top tier influencers whom they already sponsor.

If the objective is to increase brand awareness through making its flagship product viral on social media, integrated marketing strategy can be leveraged and sponsor top tier influencers and celebrities to kick start the campaign creating the hype. Followed by recruiting beauty bloggers with the number of fans between 300K and 10m to share product reviews and makeup tutorials to increase interaction, enhance consumer trust, and optimize product and brand awareness. After the products and topics have a certain level of popularity, the brand can then recruit KOLs from other verticals to reach to a larger range of potential consumers and enhance consumers' desire to buy.

If the objective is to increase the trust among potential customers, the brand can choose not to sponsor the celebrities and instead focus on sponsoring KOLs whose expertise are aligned with the brand's potential customers' interests.

If the brand already has a spokesperson, the brand can use the IP marketing strategy. Every time that the brand launches a new product or a major promotion, the KOL posts on his or her TikTok to make the product launch or promotion viral. On top of that, brands can invest in beauty vloggers with relatively smaller number of followers between 300k to 3m for product review and demonstrate beauty how-to using the new product. In addition, brands can choose to invest in KOLs from other verticals and leverage content marketing to enlarge the ample impact and reach a broader range of audience whom the brand might not have interacted before and as a result drive new customers to purchase the product.

If the brand's promotion budget is limited, and the marketing goal is mainly to improve conversion, the brand can recruit a large number of KOLs with fans between 100k and 300k and adopt "spamming" marketing strategy. Because the product recommendation and conversion processes are done concurrently , the monetization cycle is shortened, which can drive up conversion rate in an efficient manner.

As we often say in marketing, start with consumer needs before making any decisions, the same applies to choose social media marketing strategies. Brands should understand the characteristics of their target users, create customer personas, and then formulate corresponding brand positioning. In the literature review, the author discussed about how social identity and status in groups are important components of one's self-recognition. Therefore, the social identity theory affects people's daily behavior in a subtle way. As such, on top of completing the market segmentation and identifying target customers, the brand can build the brand into an "ingroup" or "aspirational group" of the target customers' value. Similar to Glossier adopting the "ingroup" positioning, brands that position themselves as "ingroup" can launch UGC marketing campaigns to engage with their potential consumers. For brands that position themselves as the "aspirational group", the brands should recruit KOLs whom their target consumers recognize as expertise in the industry and leverage WOM marketing campaigns to drive brand awareness, trust and eventually convert the consumers.

The author believes that on the basis of this research, other students can continue to improve the research results. Firstly, comparisons can be done for marketing campaigns done across different social marketing platforms, such as test running the same marketing campaign TikTok and Instagram, measuring the impact obtained on driving brand awareness, lifting consumers' trust and conversions, and recommendations on how to select among different social media platforms. Secondly, quantitative research such as consumer surveys can be done to complement the results obtained from qualitative research and reduce bias in the results obtained.

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