

Research on marketing strategy of domestic cosmetics under the background of new media

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Abstract: as the old saying goes, “everyone has a heart for beauty”, and beauty is nature. As the main force of cosmetics, women’s expenditure in this area is increasing, and cosmetics have also become an essential commodity for women. In today’s booming beauty industry, domestic cosmetics have ushered in opportunities for development, but there are also many challenges. New media is the product of the new era. Compared with traditional media, it is characterized by strong interaction and plays an important role in women’s cosmetics consumption. Based on the background of new media, this paper studies the marketing status and Strategies of domestic cosmetics, and seeks the best marketing approach.

Key words: new media; Domestic cosmetics; marketing strategy

Introduction

The love of beauty is natural, but it also reflects people’s material level from another angle. With the improvement of the national material level, people pursue a better appearance, which promotes the development of cosmetic economy. In this paper, the author first analyzes the role of new media, then analyzes the current situation of domestic cosmetics under the new media, and finally puts forward corresponding countermeasures, so as to improve the economic benefits of enterprises and find a scientific way for the marketing of domestic cosmetics.

1 The role of new media in marketing

1. breaking through the shackles of time and space

New media is developed with the help of information technology. Traditional marketing is constrained by time and space, but new media has broken this situation. With the development of network technology, consumers can buy their favorite goods without leaving home, and even sell foreign products. The breadth of shopping has been expanded. Its breakthrough in time and space is mainly manifested in the following points: first, consumers’ shopping is no longer limited by time. Due to various factors, cosmetic stores are almost always closed at night and open during the day, so consumers have certain limitations in time. However, online stores can be opened 24 hours a day, and consumers’ shopping time is more free. They only need to take a shorter time to place an order. If you are not satisfied, you can return or exchange the goods and realize freight free return and exchange; Second, consumers have broken through geographical restrictions. When shopping in physical stores, consumers can only buy locally. If they cross cities or provinces, it not only increases the shopping time, but also increases the shopping cost. Online shopping can bring the information of enterprises to all corners of the world, and consumers can deliver products to home without cross regional consumption. Consumers will not be constrained by physical stores, and shopping methods are more time-space, which reflects the role of new media in marketing.

2. increased the frequency of online shopping

Due to the great convenience brought by online shopping to netizens, the online shopping frequency and online shopping turnover also doubled. The advantages of online shopping frequency are reflected in the following two points: first, consumers’ shopping behavior is more rational. After the long-term development of online marketing, most netizens are more rational in their shopping behavior by virtue of their multiple purchase experience, and are rarely affected by traditional advertising. In the marketing process, many products will be advertised in the form of advertisements, including some false advertisements, which seriously infringe on the rights and interests of consumers; Second, the price of online shopping is lower. In the marketing of physical stores, businesses need to bear rental fees, counter fees or personnel promotion fees, which will increase the cost of businesses. However, in online shopping, manufacturers can sell directly, which can save related costs and is more competitive, so the cost is lower than that of physical stores. With the convenience of network technology, consumers can even contact manufacturers directly, eliminating the intermediate communication link and having more advantages in price. Based on this, more consumers will choose online shopping in their busy lives, and the number of online shopping increases significantly. Especially when the double 11 comes, it will become a “paradise” for online shoppers.

3. convenient means of consumption

The emergence of third-party payment platforms and virtual digital currency payment methods have made people get rid of their dependence on paper money, and card swiping, online banking and other methods have emerged. These modern means of payment not only ensure the security of user transactions, but also make consumers’ purchases more convenient. In addition, in order to improve customer satisfaction, some online businesses adopt the method of “delivery first and payment later”. After consumers choose the desired goods, express delivery personnel will deliver them home, and consumers can pay after receiving the money. This approach further ensures the safety of consumers’ funds, dispels consumers’ doubts to a large extent, and increases the attractiveness of businesses. In a word, more convenient means of payment have made online shopping more convenient, and new media marketing has also been welcomed.

2 Current situation of domestic cosmetics under new media

1. huge marketing costs increase the financial burden of enterprises

Based on the analysis of the prospectus of some domestic enterprises in recent years, it is not difficult to find that cosmetic enterprises are facing significant opportunities and challenges. Some enterprises still use the way of increasing capital investment to obtain more traffic in the development. But in fact, its overall revenue did not meet the standard. For example, a domestic enterprise's marketing expenses soared from 1.25 billion in 2019 to 2.05 billion in 2020, but the growth of 800 million only drove 100000 new customers. From this point of view, it is not difficult to see that in the current era, it is difficult to meet the actual development needs of enterprises by increasing capital investment. In addition, a large amount of marketing money will also lead to a decline in production costs. In order to obtain benefits, enterprises can only reduce production costs. At the same time, the way of investing money to obtain traffic has become the development mode of many small and medium-sized applications, which means that the overall traffic is certain, so the more enterprises buy, the more expensive the traffic will be; A larger marketing amount is also likely to lead to the rupture of the enterprise's capital chain, thus causing greater economic losses; Excessive marketing also tends to make consumers tired of relevant content, which is not conducive to the comprehensive and diversified development of enterprises.

2. it is difficult to get rid of the Star label due to the inherent image constraints

On a media platform, some cosmetics enterprises often use the way of celebrity endorsements to obtain traffic, which can harvest more consumers in the short term, but this way can not achieve enterprise development well. The main factor is

Stars may only have a short-term effect. There are countless Netizens Born in the era of live short video. Similarly, there are countless obsolete netizens. If you want to get a long-term development power for a brand, you need to establish a brand image, not through the publicity of other people's traffic. Only by establishing a brand image can you ensure that this brand is recognized and accepted by the masses. In the context of the current era, online shopping seems to have become a new marketing method. When people open the short video platform, they will basically see the content pushed by the platform, so many enterprises also seem to have found a new development direction, which also means that the competitiveness of various brands is relatively improved.

3. The freshness fades gradually, and it is difficult to attract customers' attention

In the context of the current era, young people generally pursue new things, so domestic cosmetics products strive to ensure freshness in design, which can mobilize young people's desire to buy, and then attract consumers through publicity. In fact, this method can only maintain the popularity for a period of time. If there is a popular style in a fashion week, which causes great popularity, perfect diary will use the OEM mode to launch "low-cost replacement products" in a short time. From this perspective, the novelty of some domestic cosmetics products depends on international brands to a certain extent. In order to provide cheap cosmetics for the student party without a stable source of income. In this way, some products will lose their own freshness, and finally be labeled as "cheap and low-quality", which is difficult to be recognized by consumers.

3 Propose improvement suggestions for existing problems

1. moderately increase publicity

As mentioned above, the publicity of most domestic cosmetics is insufficient, which leads to poor publicity effect despite the cost. In this regard, the author believes that the brand side can appropriately reduce the marketing cost, prevent the negative effects of excessive marketing, and make the consumer plan. In particular, the promotion of the main products in the current season should highlight the characteristics of the products and make them more targeted. For example, when choosing a cooperative advertising blogger, the brand side can take an interesting and interactive way to make consumers feel the sincerity of the brand side, while maintaining the brand image and attracting more consumers. At the same time, the brand can subdivide according to the characteristics of users, analyze the needs of each group for beauty products, and achieve the purpose of precise delivery. In addition, the brand side can also customize cosmetics according to the characteristics of consumers, which not only strengthens the pertinence of the products, but also enables the products to have targeted customers. It can not only reduce the promotion, but also use the cost of crude oil in brand building and maintenance, create corporate culture, and help the research and development of new products.

2. adjust the marketing propaganda content

At present, the content marketing of domestic cosmetics includes brand production content BGC, professional production content PGC and user production content UGC. The details are as follows: first, from the perspective of BGC, the brand first needs to tell the product story based on the design source. Subsequently, the brand should become an industry expert. In addition to appropriate promotion, consumers should also integrate some actual information of the product into the purchase process. Domestic cosmetics can build their own content factories and regularly send beauty courses or dry goods to consumers; Second, from the perspective of PGC, it can attract more consumer groups and attract their attention. Therefore, domestic cosmetics can find PGC that is consistent with their own brand image. PGC should seek the output of customized content, rather than limited to sponsorship and implantation. Relevant brand parties can cooperate with IP to let the brand image penetrate into the same fan circle; Third, from the perspective of UGC, the product side should not only ensure product quality, but also maintain community news at any time. Because of the influence of BGC content, general brands have their own fixed user groups. The brand side can find some interesting topics to stimulate users' desire, such as opening the topic of make-up through dithering and microblogging to attract more users.

3. online and offline common development

From the perspective of cosmetics marketing channels, offline marketers are indispensable. Offline marketing can enhance consumers' satisfaction, enable them to obtain a better consumption experience and have more trust in products. Offline stores usually have a complete range of products and relatively complete equipment, which can provide consumers with skin detection, care, trial installation and trial use. They are suitable for selling new products, aiming to provide perfect services for consumers and make them more sticky. In this regard, I believe that domestic cosmetics can actively explore the offline market, strengthen consumers' awareness of the brand, and make them feel more trust. The integration of online and offline will make consumers feel a comprehensive brand culture and corporate image after forming a mutual aid closed loop. Although the online development of some brands is weak and has changed direction, they do not completely abandon online development, but develop offline stores while maintaining online advantages and expand the advantages to offline. In the process of offline marketing, businesses will also face certain difficulties, and the operation cost will exceed that of online operation. If not, they will have to pay utilities and rent, and also need to carry out regular training for employees. Employee management is also an important part of marketing. However, the customer coverage of offline marketing channels is wider. For example, the coverage of new users of perfect diary exceeds 60%. The offline sales speed is faster, the spot trading volume is higher, and the brand image can also be consolidated. It should be noted that there should be no large gap between online and offline product prices, otherwise the huge gap will dampen consumers' shopping desire. At this time, offline stores can offer moderate discounts, increase promotion efforts, and attract customers' attention. Offline stores need to attract the attention of consumers, and the decoration in the store can be sorted out, such as the side competition of decoration, the placement of products, etc., which can consider the desire of consumers. In addition to the above, the brand side should improve the professionalism of business services, both online and offline. Most traditional stores have done a good job in this aspect, but the marketing of domestic cosmetics still has this problem, which requires the brand side to train the offline brand side, take into account the online product sales, and make personalized plans as much as possible to meet the needs of consumers.

4. reasonably control marketing costs

The author believes that domestic cosmetics can properly control the marketing cost, invest this part of the cost in research and development, and increase the variety of products. Domestic cosmetics brands need to collect consumers' needs, understand their interests and favorite products, and strive to develop products that consumers are truly satisfied with from the perspective of consumers. In addition, brand manufacturers also need to pay attention to the quality of their products and strictly control the quality of product production. If the product quality can be guaranteed, the brand will drive users' spontaneous publicity, and the brand can also get long-term development. As we mentioned above, some cosmetics also invited netizens as guests to promote products. Concluding remarks

With the progress of society and the renewal of the times, the level of national consumption is constantly improving. The original pursuit of food and clothing has changed to focus on product quality. As the survival of the fittest in the modern market, many people will inevitably compare similar products. If you want to improve sales performance, only by improving quality, surpassing yourself and conducting research and development can you get more consumer recognition. Feelings are based on the commodity itself, pay attention to the source of market development, and rise rapidly and develop stably in the market environment. In order to comply with the market trend of the new domestic product movement, only high-quality domestic products are selected, and the vast audience are invited to test, so as to jointly promote the development of national brands, so that domestic cosmetics can go to the world.

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