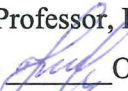Ministry of Science and Higher Education of the Russian Federation
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Institute of Economics and Management

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Economic _____Olga P. Nedospasova
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___21_____06_____ 2022

MASTER'S FINAL QUALIFICATION THESIS
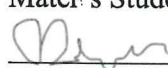(Master's Dissertation)

Application of Digital Marketing Strategy to Increase the Profitability of Organization

Field of studies: 38.04.02 – Management
"International Management"

Maerhaba Tumuer

Scientific advisor

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Tomsk – 2022

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Head of the main educational program
Academic credentials, rank

_____ prof. Olga P. Nedospasova
signature
_____ 20/06/ 23. 03. 2022___

THE TASK

of completing the final qualification work of a bachelor / specialist / master to a student
Maerhaba Tumuer
_____
Last name First Name Patronymic of the student

in the direction of training Code Name of the direction of training, main educational program
(profile) "Name of the educational program"

1 Topic of the thesis
Application of Digital Marketing Strategy to Increase the Profitability of Organization

2 The deadline for student to complete the thesis:
a) to the academic office /   б) to State Examination
dean's office –   24.06.2022   Commission –   28.06.2022

3 Initial data for work:
The object of the study –   Digital marketing strategy
The subject of the study –   New digital tools in marketing strategies to gain more
customers and increase profit of a company.

The aim of the study –   By using different research methods, find out the digital marketing
strategies used by "Perfect Diary" brand to increase their profitability
and give suggestions on optimizing the strategies on attracting more
consumers to increase the profitability.

2. Tasks:
1. To conduct a comprehensive study of the current status of digital marketing in the cosmetics industry.
2. To analyze the market environment and marketing dilemma of Perfect Diary.
3. To identify the current digital platforms Perfect Diary uses the most to conduct their marketing agenda and optimize the current marketing methods to more suitable and profitable marketing method from different stages of marketing strategy.
4. Research on how perfect Diary increased their profit by using digital marketing and how they should optimize the current

Research methods:
1. Literature research method
2. Case study method

3. Interview method
4. Questionnaire method
5. SWOT analysis method

The organization or industry on which the work is being carried out –
The organization will consider about applying the suggestions I provide in this thesis

4 Summary of the work:

Perfect Diary has achieved great success through digital marketing and took the lead among many domestic beauty brands to go public in the United States. Perfect Diary, as a new domestic brand, uses digital marketing strategies to quickly go public. In marketing, it makes full use of public domain traffic to drain, private domain traffic to retain and repurchase, and fully interact with potential energy. Then further deploy offline new retail from online to omni-channel to shape the brand and expand more incremental space.

Perfect Diary is a typical example of domestic makeup brand which got great profit by using digital marketing strategies just in few years (from established period to entering the marketing period), the performance of Yixian e-commerce mainly comes from the contribution of the Perfect Diary brand. In 2018-2019, more than 97% of the company's revenue came from the Perfect Diary brand, and in 2020, the Perfect Diary brand accounted for 79.8% of its revenue. But there are still existing problems in digital marketing strategy in Perfect Diary. Here are some suggestions and conclusions in how to optimize the current digital marketing strategy to attract more customers to increase the profit.

In summary, with the development of China's economy and the improvement of residents' income, the ability of the public to consume cosmetics has also rapidly increased. With the rapid growth, consumers of cosmetics products in China not only pay attention to the brand, but also pay more attention to the quality of the product and the degree of fit with their own style when choosing a product, in this form, China's domestic make-up brands should continue to innovate while adhering to their own advantages, continue to refine consumer operations, expand multi-brand matrix, and in-depth data-driven research and development, which will be the main direction of future make-up industry marketing.

Domestic beauty brands represented by Perfect Diary should increase investment in research and development, improve product quality, and enhance product creativity on the basis that consumers have a good sense of product use, so that products have personality and warmth, so as to attract consumers' attention. In

terms of marketing, emerging cosmetics brands should pay attention to the combination of public domain and private domain, online and offline, and expand new marketing channels.

Supervisor of the final qualification work

		Assoc. Prof. E.M. Kaz
rank, place of employment	*signature*	*Full name*

The task was accepted by

		Maerhaba Tumuer
rank, place of employment	*signature*	*Full name*

ABSTRACT

The technological development and changing ambiance changed the ways of doing business, consumption and mediums of promotion. The marketing reached completely new heights with the advent of the internet and resulted the in the emergence of digital marketing. The essence of online presence and digitization made companies get involved into cutthroat competition for the attention of the customers.

The digital marketing strategy is a phenomenon featured by the application of the virtual internet models and mediums with all the advantages to the marketing of the company. Generally, these strategies are just to switch on the buyer-seller communication towards the web page of the company. The basic concepts of traditional marketing are still the foundation of internet marketing, but, in spite of this, they are a bit empowered by creatives and technological developments, opening up radically new horizons. In conclusion to results, digital marketing is the hidden weapon to win the war of the competition if its potential is realized and implemented by the business.

With the continuous growth of domestic economy and skyrocketing demand for beauty products, the development of domestic beauty industry has entered into a fast track in recent years. At the beginning of 2020, the sudden outbreak of the COVID-19 put significant impact on many industries. Many emerging companies have undergone a huge test. How to use digital marketing to attract consumers and reduce the impact of the epidemic has become the primary concern for many industries. The Perfect Diary, is a Chinese domestic cosmetic brand, established in 2017 in Guangzhou, China, took four years to become the first Chinese beauty brand in the U.S.A stock market and the youngest listed beauty company in China, it had created a miracle due to its omni-channel digital marketing strategy.

This thesis took the Perfect Diary as the research case. Firstly, it defined the concept of digital marketing, analyzed the characteristics of digital marketing, and explained the theoretical basis of digital marketing. Applying PEST theory, it analyzed the marketing environment of the Perfect Diary. Secondly, applying marketing mix 4P theory, by collecting and using a variety of materials, a comprehensive and in-depth analysis of the Perfect Diary's digital marketing strategy was made in terms of product, price, place, and promotion. In particular, this thesis focuses on its public clients flow, private clients flow,and new retail omni-channel customer acquisition methods. Finally,it analyzed the problems that had gradually emerged in the digital marketing strategy of this brand, and make some proposals to strengthen innovation and iteration, increase new and old clients; cross-border with old brands, develop new products to increase recognition; weaken gender marketing to increase target clients; based on creating high-quality Chinese brands, pay attention to consumption trend under the epidemic. At the same time, interviews were conducted based on

consumers' satisfaction with the optimized marketing strategy of the Perfect Diary, and the feasibility of the optimization measures were evaluated.

The research concluded that, in terms of product, the Perfect diary operated digital technology quantitative selection, created a technical content of cosmetics, built offline experience of competition barriers; in terms of price, the Perfect Dairy cooperated with OEMs to produce big brand substitutes; in terms of channels, this brand had focused on omni-channel to achieve marketing goals. This processing is known as the AARRR model; in terms of promotion, it took the strategy of internet retailing with co-branded and new-generation idol spokespersons, online promotion, redirect online potential clients to offline, and used its multi-dimensional services to redirect new flow offline to online,and increased marketing efficiency. However, many challenges exist, including the bonus of client flow has reached its limit, homogeneous products competitions, the content of low-technique, the online brand is full of challenges. All these digital marketing strategies should be optimized in the fierce competition .

Key words: Perfect Diary Brand; Digital Marketing; Optimization Innovation; New Retailing

АННОТАЦИЯ

Технологическое развитие и меняющаяся среда изменили способы ведения бизнеса, потребление и средства продвижения. Маркетинг достиг совершенно новых высот с появлением Интернета и привел к появлению цифрового маркетинга. Суть онлайн-присутствия и цифровизации заставила компании ввязаться в ожесточенную борьбу за внимание клиентов.

Стратегия цифрового маркетинга - это явление, характеризующееся применением виртуальных интернет-моделей и сред со всеми преимуществами для маркетинга компании. Как правило, эти стратегии направлены только на то, чтобы переключить общение между покупателем и продавцом на веб-страницу компании. Базовые концепции традиционного маркетинга по-прежнему являются основой интернет-маркетинга, но, несмотря на это, они немного расширяются благодаря креативу и технологическим разработкам, открывающим радикально новые горизонты. Подводя итоги, можно сказать, что цифровой маркетинг - это скрытое оружие для победы в конкурентной войне, если его потенциал будет реализован и реализован бизнесом.

В связи с непрерывным ростом отечественной экономики и стремительным ростом спроса на косметические товары в последние годы развитие отечественной индустрии красоты вступило в ускоренный темп. В начале 2020 года внезапная вспышка COVID-19 оказала значительное влияние на многие отрасли промышленности. Многие развивающиеся компании прошли через огромное испытание. Вопрос о том, как использовать цифровой маркетинг для привлечения потребителей и уменьшения последствий эпидемии, стал главной заботой многих отраслей промышленности. Китайскому внутреннему косметическому бренду Perfect Diary, основанному в 2017 году в Гуанчжоу, Китай, потребовалось четыре года, чтобы стать первым китайским косметическим брендом на фондовом рынке США и самой молодой зарегистрированной косметической компанией в Китае. -канальная стратегия цифрового маркетинга.

В этой исследовательской работе в качестве исследовательского примера был взят Идеальный дневник. Во-первых, он определил концепцию цифрового маркетинга, проанализировал характеристики цифрового маркетинга и объяснил теоретическую основу цифрового маркетинга. Применяя теорию PEST, они проанализировали маркетинговую среду Perfect Diary. Во-вторых, применяя теорию маркетингового комплекса 4P путем сбора и использования различных материалов, был проведен всесторонний и глубокий анализ цифровой маркетинговой стратегии Perfect Diary с точки зрения продукта, цены, места и продвижения. В частности, в этом документе основное внимание уделялось потоку публичных клиентов, потоку частных клиентов и новым многоканальным методам

привлечения клиентов в розничной торговле. Наконец, он проанализировал проблемы, которые постепенно возникли в стратегии цифрового маркетинга этого бренда, и сделал некоторые предложения по усилению инноваций и итераций, увеличению числа новых и старых клиентов; трансграничные со старыми брендами, разрабатывать новые продукты для повышения узнаваемости; ослабить гендерный маркетинг для увеличения целевых клиентов; основываясь на создании высококачественных китайских брендов, обратите внимание на тенденцию потребления в условиях эпидемии. В то же время проводились опросы на основе удовлетворенности потребителей оптимизированной маркетинговой стратегией Perfect Diary и оценивалась целесообразность мер по оптимизации.

Исследование показало, что с точки зрения продукта Perfect diary управлял количественным отбором цифровых технологий, создавал техническое содержание косметики, создавал автономный опыт преодоления барьеров конкуренции; с точки зрения цены Perfect Dairy сотрудничал с производителями для производства заменителей крупных брендов; с точки зрения каналов сбыта этот бренд сосредоточился на многоканальный для достижения маркетинговых целей. Эта обработка известна как модель AARRR; что касается продвижения, компания использовала стратегию интернет-розничной торговли с кобрендингом и представителями нового поколения idol, онлайн-продвижение, перенаправление потенциальных клиентов онлайн в офлайн, а также использовала свои многомерные сервисы для перенаправления нового потока офлайн в онлайн и повышения эффективности маркетинга. Тем не менее, существует много проблем, в том числе бонусный поток клиентов достиг своего предела, конкуренция однородных продуктов, контент с низкой техникой, онлайн-бренд полон проблем. Все эти стратегии цифрового маркетинга должны быть оптимизированы в условиях жесткой конкуренции.

Ключевые слова: Бренд Perfect Diary; Цифровой Маркетинг; Инновации в оптимизации; Новая Розничная торговля.

CONTENTS

Introduction

Digital marketing is a type of marketing used to engage services or products and to encourage customers to use digital channels. Through digital media, consumers can access information at any time and everywhere. It includes the use of mobile phones (SMS), social media marketing, ads and search engine marketing and other forms of digital media. According to Rick Walters: " Digital marketing is a broad term that refers to various boost techniques deployed to encourage customers via digital technologies. Today, companies have a crucial need to communicate to get known and to raise awareness of their products or services to the public. Communication is a process of transmitting information from a receiver to a transmitter via communication channels such as television, radio, display, press, cinema,Internet, etc. Or media outlets such as direct marketing, sales promotion, public relations, sponsorship and patronage". In recent years in search of a better image and also in search of more productive sales of their product, companies are initiating an intensive digital marketing campaign. Such campaigns are conducted through the use of social media plate forms, countless mini-advertising videos on the website, email marketing etc.

In the wave of digitalization, enterprises can only gain an advantage in the competition by seizing the opportunities of digital transformation. With the growth of the economy and the improvement of living standards, the cosmetics industry has become one of the fastest-growing industries in recent years. The domestic cosmetics market has been steadily expanding, and successful cases of online and offline dual-channel marketing have emerged one after another. The "Perfect Diary" brand, a Chinese domestic cosmetic brand, which was only established in 2017, has attracted many cosmetics consumers with its cost-effective products and innovative digital marketing strategies. It was listed in the United States at the end of 2020, became the youngest listed "Domestic Cosmetics brand".

This thesis choose the Perfect Diary as an object to analyze the marketing strategy of the Perfect Diary from the four perspectives of marketing which are: products, prices, channels and promotion by analyzing the marketing methods such as joint explosive product marketing, private domain traffic building community, and new retail innovation, and constructs the perfect diary in the Digital marketing strategy in the marketing process, find a marketing method that can be used for reference, so that the current industry digital marketing can gain valuable inspiration, and at the same time combine the development trend of the cosmetics industry, market size and marketing issues, design more optimized digital marketing for Perfect Diary brand strategy.

The goal of this study is to determine the impact of the digital marketing has on the performance of the Perfect Diary brand

This thesis has the following three research objectives:

1. A comprehensive study of the current status of digital marketing in the cosmetics industry. Taking Perfect Diary as an example, it discusses how to understand digital marketing and realize the transformation from traditional marketing to digital marketing.

2. Analyze the market environment and marketing dilemma of Perfect Diary. This thesis analyzes the marketing environment of Perfect Diary brand, the current marketing situation of Perfect Diary and the application of digital marketing strategies in products, prices, channels and promotions, as well as a series of problems that need to be solved with the development of the brand, and analyzes the reasons to provide a basis for how to optimize and improve in the next step.

3. Identify the current digital platforms Perfect Diary uses the most to conduct their marketing agenda and optimize the current marketing methods to more suitable and profitable marketing method from different stages of marketing strategy. Use the SWOT analysis matrix to explore the marketing dilemma and existing problems faced by Perfect Diary brand, explore the appropriate optimization direction, and provide reference suggestions for its brand development.

4. Research on how perfect Diary increased their profit by using digital marketing and how they should optimize the current digital marketing strategies to gain more customers and increase more profit.

Perfect Diary is a typical example of the rapid rise of domestic new brands with the help of digital marketing strategies. Use public traffic such as social platforms and e-commerce platforms to interact with private domain traffic such as WeChat groups and mini-programs to conduct digital and refined marketing to new consumer groups; through new media and new retail omni-channel methods, seek greater customer expansion space. Therefore, analyzing the digital marketing strategy of the Perfect Diary brand has the following significance:

1. Provides a case study for studying the digital marketing strategy of cosmetics in China. In the beauty industry, most traditional brands still relying on offline marketing to acquire customers, the channels are very limited, but in the digital age, the way of information transmission and user interaction has changed. Perfect Diary makes full use of digital marketing and grows rapidly in a short period of time, providing a new case supplement for scholars who study the digital marketing of makeup in China.

2. Provides a theoretical basis for domestic and foreign make-up brands to explore the Chinese market. In the process of studying the digital marketing strategy of Perfect Diary, the background of China's cosmetics consumption market is reviewed and summarized, and the marketing environment of the entire Chinese cosmetics market is analyzed in detail a deeper understanding for the brands who want to enter the Chinese market.

3. It is helpful for other brands to learn from the experience of omni-channel digital marketing. Through the analysis of the digital marketing channels of Perfect Diary, this thesis provides a reference implementation plan for the digital marketing of beauty companies, so as to improve product sales and enhance corporate competitiveness.

4. Provides a reference for optimizing the marketing strategy of the perfect diary brand. Focus on analyzing the digital marketing of Perfect Diary brand the actual situation, detailed analysis of the problems existing in the marketing process, and put forward corresponding solutions.

5. The entire research results have positive and practical optimization value for the Perfect Diary brand, and can also effectively guide the implementation of Perfect Diary's optimization strategy, providing theoretical and practical support for the online and offline operation layout of the Yixian e-commerce corporation.

The research methods of this thesis mainly include: 1. Literature research method: in which used the open data on the Internet, checked domestic and foreign journals and literature in related directions, combined the marketing knowledge learned, and reserved the knowledge base for the theoretical analysis of the thesis work. 2. Case study method: by analyzing the phenomenon of Perfect Diary's marketing events, obtained the specific digital marketing strategy of the case, found the problems in Perfect Diary's marketing, and finally scientifically analyzed optimization measures, so as to complete the case study of digital marketing of domestic cosmetics brands. 3. Interview method: through in-depth interviews with consumers of Perfect Diary, investigated the current situation of brand marketing, and analyzed the information from the interviews separately, after analyzing the problems in marketing, put forward optimization countermeasures to understand the effect of optimization measures after implementation, thus to confirm the feasibility of optimization suggestions. 4. Questionnaire method: By spreading questionnaires in customers' WeChat group, collected their opinions about the current digital marketing strategy of Perfect Diary and their optimization ideas. 5. SWOT analysis method: through the development opportunities in the external marketing environment of Perfect Diary brand and the advantages of its own product marketing strategy, aiming at the problems in the current digital marketing development, compared with homogeneous products, and used the SWOT matrix analysis method to highlight its own advantages, identify the market positioning of the brand and the direction of product differentiation in the next step, and adjust the shortcomings in the marketing strategy.

1 The Concept of Marketing and Strategy in the Digital Age

This chapter organizes papers and works published by marketing experts, focuses on sorting out the status quo of digital marketing, the formation of 4R marketing strategies, research on marketing models and channels, and brand strategies in beauty product marketing. Through the innovation of digital marketing channel strategies and models in the literature and the development of digital marketing theories in the beauty industry, this thesis analyzes the current situation and changing trends of digital marketing in China, and points out the direction for follow-up investigation and research.

1.1 Digital Marketing Overview

1.1.1 Marketing Strategy

Marketing strategy is a plan of market operation activities generated in order to achieve the marketing objectives formulated by the enterprise. It refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. Generally speaking, it is to recommend the company's products or services to the needy customer groups through a series of methods. According to the target market selected by the company and the characteristics of the market population, marketers will consider achieving the best marketing effects and goals within a limited budget. The influence on the marketing strategy mainly comes from the economic environment, social factors, cultural and demographic characteristics, market supply and demand, distribution channels, final consumers, market competitors and so on.

The concept of marketing has experienced different concepts such as production concept, product concept, marketing concept, and social marketing concept. During the development period, each marketing concept is based on changes in the market environment, which is called the traditional marketing concept. Today's world economy is developing in the direction of economic globalization, international business competition and digitalization of enterprise survival. Relying on traditional marketing methods is obviously not enough. In the current environment, digital marketing is the marketing model that can best reflect and adapt to the concept of corporate marketing activities. In recent years, popular online celebrity live broadcasts, star fan economy, community marketing, short video marketing, and cultural and creative IP are all very popular methods. In the ever-changing Internet era, good marketing strategies can often help companies identify market opportunities in the fierce competition to develop rapidly, and at the same time, they can introduce high-quality products and services to the society to enrich everyone's life.

Online Marketing

Online Marketing serves its users through traffic increase to the advertisers' web pages with the help of pay per click, banner advertisements, pop-ups, targeted email lists and other means of marketing. Online marketing tools and applications brought different value for both companies and people. "Internet works thanks to combination of a range of technologies and it is the biggest source of information mankind has ever had for its disposal. Internet also laid the foundations of more information channels than people have created until the 20th century." [1] One of the most well-known definition says that "Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." [2]

Only in the range of twenty years, online marketing went from the first advertisement till the present complication of interconnecting means, tools, and techniques it obtains. In these twenty years online marketing went through several historical steps of development, listed below:

- In 1993 Global Network Navigator sold first web advertisement to the law company Silicon Valley. The advertisement was not static anymore and was it subservient to the mouse click.
- In 1994 Modern Media sold first banner advertisement from Wired's web page.
- The first "Search advertising keywords auction", organized by GoTo.com took place in 1998.
- AdWords started by Google in 2000 was followed by Facebook launching in 2004
- The television conceded to Internet first time in history in 2009.

It is generally accepted that online marketing benefits all the participants involved in the process of internet networking, starting from bloggers and consumers to the sellers and advertisers. However, a number of benefits working for the benefit of both the advertiser and the consumer are not uniformly distributed. For example, business is gaining monetary values, saves time and receives attention, while consumer could get faster access or the information, products and entertainment. [3] New tricks and means of marketing were invented in order to drive consumer buying behaviour. All spectrum of personal values and feelings are used by marketing agents to reach better influence on the potential customers, who already saw almost all possible wonders of today's marketing. It brings a lot of challenges in creativeness, idea generating,selling, promoting, and, of course, gives a room for the competition between marketers and marketing agencies to become heavier.

Online marketing is interconnection among the site portal, search engines, partner's sites, blogs, other site linking, B2B partners, customers, outsource partners and much more. For any type of marketing is essential to have as large number of audiences possible, as long as online marketing

is concerned, the number of potential customers goes along with the usage of internet itself, it shows in (Figure 1.1) below.
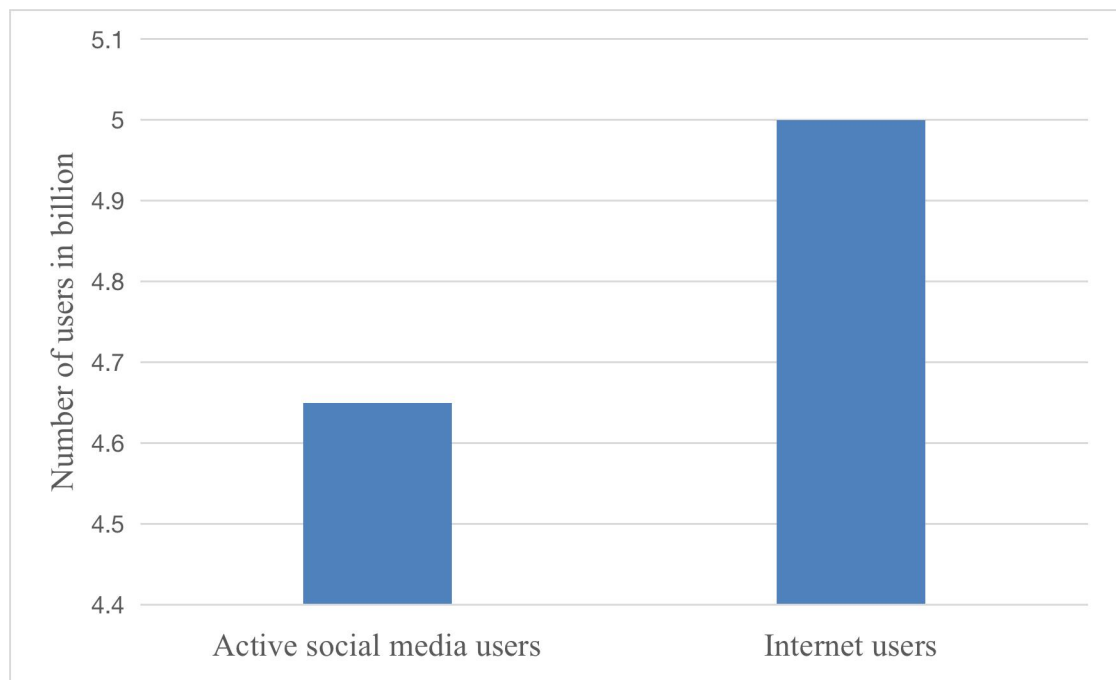

Figure 1.1: Global digital population as of April 2022 (in billions)

(Source: www.statista.com/statistics/digital-population-worldwide)

Power of Internet / Digitization

The internet is most powerful tool in the emerging globalization. digitization makes things easy such as: faster access to information, improved customer experience, increased productivity, lower operational costs, improved decision making, improved information security, higher mobility, automation of business processes, agility, and disaster recovery, and it makes record retrieval painless while modernizing your organization to current market standards. It is evident from the examples given in (Table 1.1).

Table 1.1 - Example of the power of the Internet / Digitization

Example of the power of the internet / digitization	
The world's biggest bank, with no actual Cash – Bitcoins.	
The world's largest Taxi Company, owns no vehicles – UBER	
The world's most popular Media owner creates no content - Facebook	
The world's most valuable retailer, with no inventory – amazon, Alibab.com	

The world's largest accommodation provider, owns no real estate – airbnb, booking.com	

(Source: Collected from Online information)

These companies have understood the power of internet / digitization long back and now they are the biggest user of Internet. [4]

Digital Marketing

Digital marketing simply put is marketing done digitally. It's said that digital marketing has parallel meaning to "electronic marketing" and nowadays is being increasingly adopted by specialist Marketing Agencies. [5] Some researchers argue that digital marketing as a term is more extensive than e-marketing because it encompasses marketing via digital channels independent of the medium be it internet, mobile, or any other type. [6] However, some researchers support Chaffey's view and tend to emphasize that the terms e-marketing, internet marketing, and digital marketing can be defined as synonymous.

A list of keywords used during the conduct of this research is brand image, e-marketing, social media, text messaging, search engine optimization, online advertisement, affiliate marketing, and direct marketing.

Liu Xiangyang and Liao Xinyuan proposed that digitization is to fully digitize the ideas, means, technologies and methods of modern marketing, so as to achieve the purpose of comprehensively improving marketing efficiency and obtaining benefits. [7] Digital marketing can give full play to the huge advantages of network and communication technology in the Internet era, use scientific and technological power to promote the whole process of marketing, and make every step of enterprise marketing cover digital "sensors", so as to realize the rapid statistics of each commodity sales data, timely process customer feedback information, quickly respond to market changes, and improve the competitiveness of enterprises. [8] The digital marketing studied in this thesis mainly refers to the visualization of online and offline marketing data with the help of modern digital technology, thereby promoting the improvement and optimization of the entire marketing activities.

Brand Image

Brand image is generally defined as the set of affective and rational reproductions attached to a mark; it is thought of value carried by an individual on a mark. It is used in marketing, and by many authors related to this discipline of management.

Jean-Jacques Lambin brings a precise definition of the brand image. For him, it is "the set of mental, cognitive and affective representations that a person or a group of people make of a brand." For Kotler and Dubois, the mark is "a name, term, sign, symbol, design or combination thereof used

to identify the goods or services of a seller or group of sellers and to differentiate them from competitors. [9]

There are different digital marketing channels used by different companies according to their needs and purposes they want to achieve through marketing, these marketing channels bring profits in the company sales by attracting customers or consumers and change them into real buyers for the company. The most common digital marketing channels are shown below.

E-mail Marketing

Email marketing is the act of sending a commercial message, to a group of persons to promote products or services. But some will argue that email marketing is the use of email to develop relationships with potential customers or clients. The advantage of this segment of internet marketing is that: first, it allows companies to target particular individuals or a specific group of customers. Also as another advantage of email marketing is how inexpensive it is to advertise companies, products or services. [10] One can ask the relevancy of email marketing in the age of social media. But consider the following statistics, email marketing it's very much of actuality.

● 91% of email users look at their email at least once a day.

● Email marketing has a conversion rate of 2.3% compared to 1% for social media.

Social Media

Kaplan and Haenlein define social media as "a group of internet-based applications that build on ideological and technological foundations of web 2.0, and allow the creation and exchange of user-generated content." [11] Indeed nowadays the use of social media has been popularized and has become a means of interaction and communication. Considering that there is now 3 billion using social networks worldwide, to organizations it is a powerful tool for gaining customers and for communication directly with target consumers. [12] In that Send the use of social media by companies is: beneficial for brand building, beneficial for growth, beneficial for content creation and distribution, beneficial for communication. It is also beneficial for advertising and finally beneficial for gaining insights.

Text Messaging

Text message marketing is rapidly becoming one of the most popular modern marketing techniques. The reason behind it is mainly because text acts as a direct line to the customer and creates a personal connection between them and businesses. Furthermore, the best overall text message marketing software used by companies is EZ Texting. [13] Indeed with EZ Texting, it is the ease of use, contains a range of features, intuitive dashboard, and finally, marketers can produce and achieve successful text message campaigns.

Search Engine Optimization (SEO)

SEO is the process of making changes to websites, design content through optimization to make it appear in the research engines. SEO targets may be of a different kind of search including image search, local search, video search, academic search, industry-specific search engines. Businesses by improving SEO make it easier for search engines to understand and to index content.

Search Engine Marketing (SEM)

Search Engine Marketing or SEM is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Hence it is also called Paid Search Marketing. The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (pay- per-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) model. There are different platforms for SEM. By far, Google Ad Words (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular. SEM also includes Display Advertising, Search Retargeting & Site Remarketing, Mobile Marketing and Paid Social Advertising.

Content Creation

Content can be presented in different formats, including blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, info graphics, podcasts, webinars, videos, or content for micro blogging and social media sites. All recent changes to Google's algorithm - be it Panda, Penguin or Hummingbird - point to the fact that content is the most important metric while filtering search results. You can be creative and create content on any topic and then skillfully link it indirectly to your business. You may like to read our article on how to include content and market your startup or business free of cost. Also, you need to customize your content for different platforms. For example, the content for mobile phones should be crisp and short. Remember, an effective strategy will engage your readers and leave them interested in more information from you. Good content is shared and is the best way for branding your business.

Social Media Marketing (SMM)

Social Media Marketing or SMM is an offshoot of your SEM efforts. It involves driving traffic to your sites or business through social sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc. As we mentioned above, good content is shared and liked. So create and customize content for different social media platforms. Remember to be prolific and original; you need to engage with users on a daily basis, at least four to five times a day. Your SMM efforts can be especially helpful for branding and driving sales. The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan. In order to create a successful marketing campaign via social media, a consumer must be open to the technology.

Online advertising (ads)

Online advertising, also known as online marketing, internet advertising, digital advertising is a form of marketing and advertising which uses the internet to deliver promotional marketing messages to consumers. Through this channel, companies make an effort to market products and services and build customer relationships.

Affiliate marketing

Affiliate marketing is a type of performance-based marketing. According to the Wikipedia encyclopedia, this model of advertising represents a way of earning a commission by promoting other people's products or services. For companies, it's a way to sell products by signing up individuals or companies (third party), who market the company's products for a share of the sales that result from those promotions.

Direct Marketing

Direct marketing consist of direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships. For buyers, direct marketing is convenient, easy to use, and private. It gives ready access to the wealth of products and information, at home and around the globe. For sellers, direct marketing is a powerful tool for building customer relationships. Using database marketing, today's marketers can target small groups or individual consumers, tailor offers to individual needs, and promote these offers through personalized communications. [14] The main form of direct marketing includes personal selling, direct-mail marketing, telephone marketing, direct-response television marketing, and online marketing. Online marketing is the fastest growing form of direct marketing. The internet enables consumers and companies to access and share huge amounts of information with just a click. Companies of all types are now engaged in online marketing. The internet gave birth to the click-only dot-coms, which operate only online. Companies can conduct online marketing in any of the four ways: creating a web site, placing ads and promotions online, setting up or participating in web communities and online social networks, or using e-mail.

1.1.2 Digital Marketing Models

Digital marketing models are now one of the major elements that every marketer needs to know how to construct and exploit, as analytics and science remain central to marketing's success. There are the most popular digital marketing models:

7 Ps of the Marketing Mix

Product, price, place, promotion, people, process, and physical evidence are the 7Ps of the marketing mix model that form the fundamental strategic elements of a marketing program. The 7Ps framework for the digital marketing mix is often referred to as the 7Ps framework for analyzing and identifying critical issues that affect a company's marketing and its products. You can use this

strategy to define goals, conduct a SWOT analysis, and conduct a competitive analysis. It's a practical framework for evaluating a current business and developing appropriate techniques while assessing the mix aspects. The elements of the 7 Ps are shown in (Figure 1.2) below.
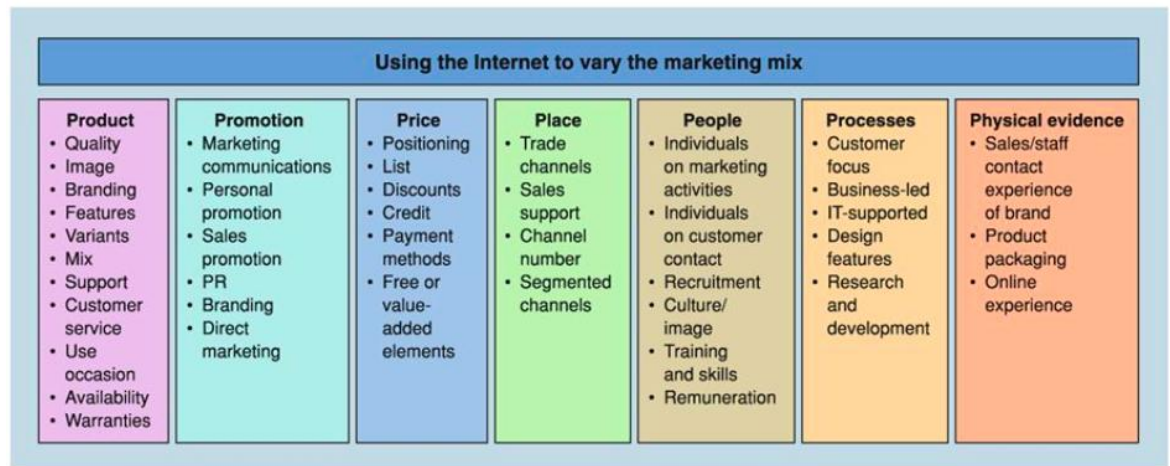
Figure 1.2 The Elements of 7 Ps Marketing Mix

(Source: Online open information collection)

Boston Consulting Group Matrix

Simply put, the growth-share matrix is a portfolio management framework that assists firms in determining how to prioritize their various operations. It's a table divided into four quadrants, each with its distinctive symbol representing a different level of profitability: question marks, stars, pets (usually a dog), and cash cows. Executives could determine where to focus their resources and capital to generate the most value and where to cut their losses by assigning each business to one of these four categories. The Growth - Share Matrix is shown in (Figure 1.3) below

Figure 1.3 Growth - Share Matrix

- Dogs: These are products with low growth or market share.
- Question marks or problem child: Products in high growth markets with a low market share.
- Stars: Products in high-growth markets with a high market share.
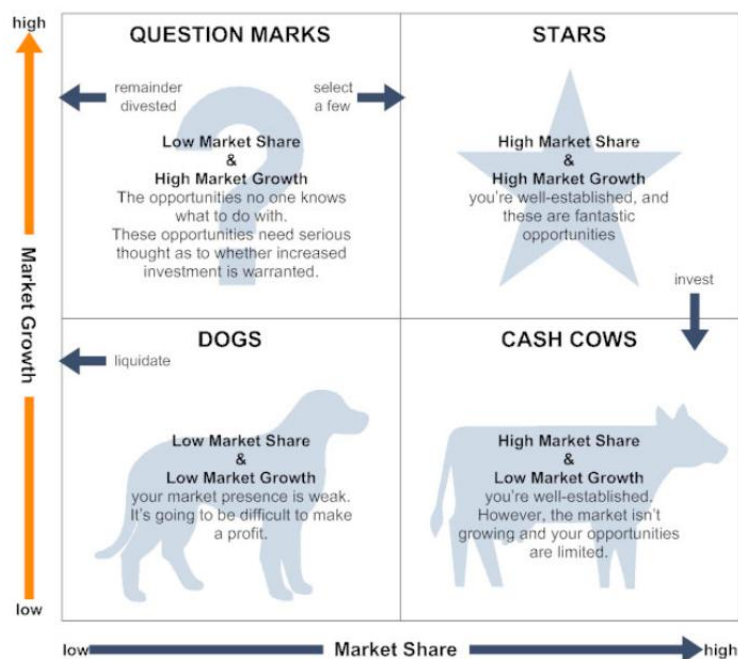- Cash cows: Products in low growth markets with a high market share

Brand Positioning Map

This model allows marketers to evaluate a brand's relative position in the marketplace by graphing consumer views of the brand and competitor brands against the factors that drive purchase. This is a fantastic notion for figuring out how clients perceive a brand. It is critical to complete brand planning, strategy, and market research. The example of this perceptual map is shown in (Figure 1.4) below.

Perceptual maps are beneficial for the following four reasons:

(1) Analyzing strengths and limitations in comparison to competitor brands, as well as specific customer-relevant criteria.

(2) Identifying the brand's competitive advantage.

(3) Recognizing market possibilities.

(4) Observing the movement of ideal points.
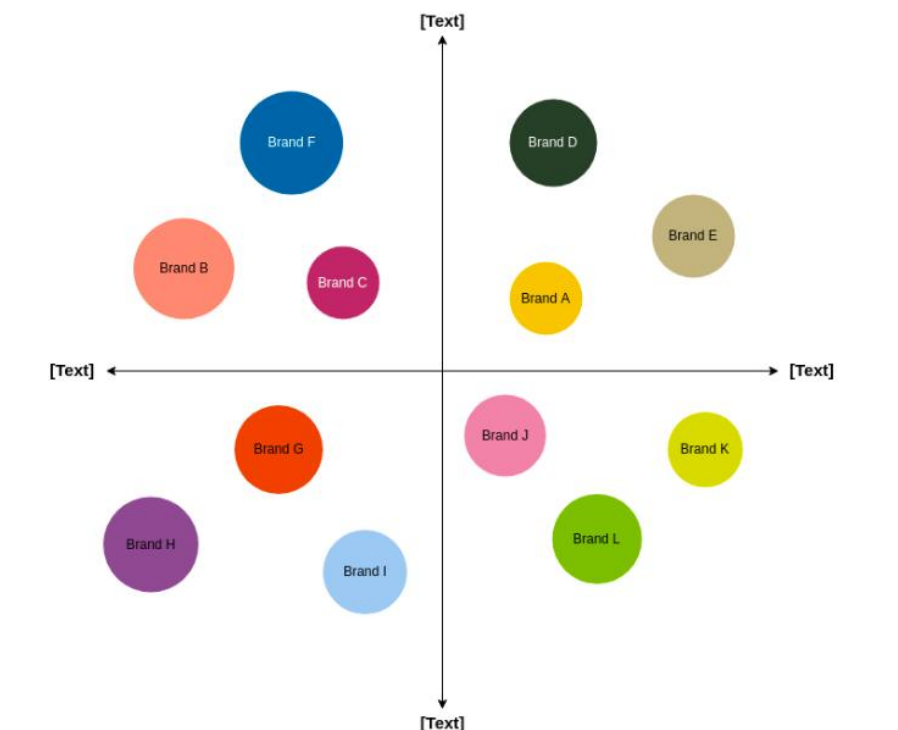

Figure 1.4 Example of Perceptual Map

Customer Lifetime Value Marketing Models

Customer lifetime value (CLV) is a forecast of the net profit ascribed to the customer's entire future relationship. It's also known as the monetary value of a customer relationship calculated from the present value of the customer's future cash flow. Customer lifetime value is the

total worth to a business of a customer over the whole period of their relationship. It's an important metric as it costs less to keep existing customers than it does to acquire new ones, so increasing the value of your existing customers is a great way to drive growth. Knowing the CLV helps businesses develop strategies to acquire new customers and retain existing ones while maintaining profit margins. CLV is distinct from the Net Promoter Score (NPS) that measures customer loyalty, and CSAT that measures customer satisfaction because it is tangibly linked to revenue rather than a somewhat intangible promise of loyalty and satisfaction. The customer lifetime value formula is shown in (Figure 1.5) below.

CLV can be measured in the following way:

- Identify the touchpoints where the customer creates the value
- Integrate records to create the customer journey
- Measure revenue at each touchpoint
- Add together over the lifetime of that customer
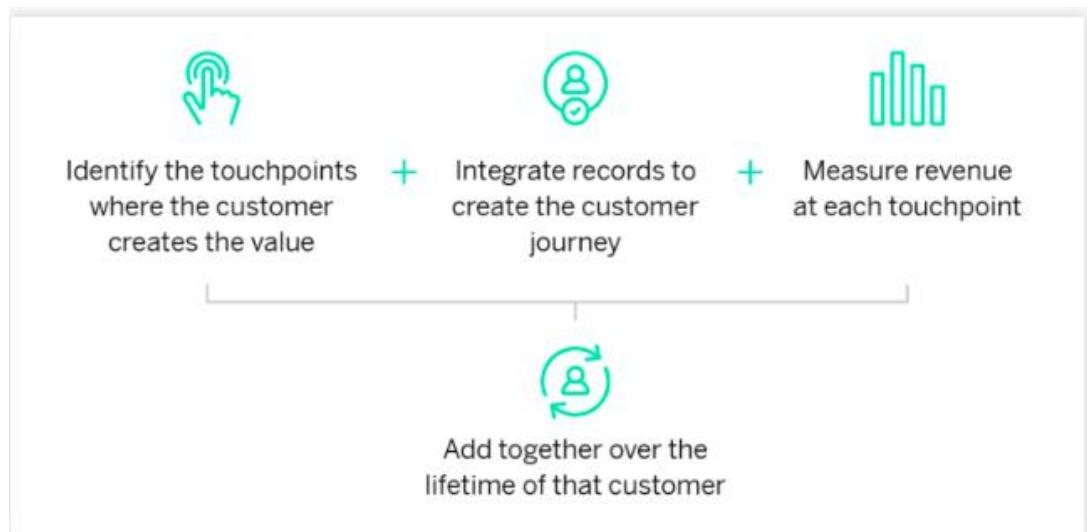
Figure 1.5 Customer Lifetime Value Formula

Porter's Five Forces Model

The five forces in Porter's model are rivalry, supplier power, the threat of substitutes, buyer power, and barriers to entry and are used to analyze the industry context in which the organization operates. This is useful since you'll be able to change your approach based on your understanding of the variables in your environment or sector that can affect your profitability. For example, you might take full advantage of a good position or strengthen a weak one, all while avoiding future mistakes. Organizations are likely to keep a close eye on their competitors, but Porter encourages them to go beyond their competitors' actions and consider what other factors might impact the business environment. He identified five forces that shape the competitive landscape and can eat into your profits.

The purpose of marketing is to attract customers and generate consumption, the relationship with customers in marketing activities is also the main subject of research by experts and scholars. With the advent of the digital age, scholars have a new understanding of the relationship and interaction of consumers. Wertime K, Fenwick I, etc. believe that in the digital age driven by data technology and media development, consumers and customers, as participants, actively interact with new media, and participate in the whole process of content creation in the process of sharing product usage experience with the consumer community , product creation, product evaluation process, so how to contact and interact with consumers must be explored from a new perspective. [15] Hou Jinchi pointed out that marketing behavior tends to be networked, and the communication between enterprises and consumers has been upgraded from one-way communication to diversified communication; in the new normal economy, domestic marketing competition is fierce, and marketing activities can be transformed from domestic to international; in the information age where communication is mainly online, marketing must constantly adapt to the personalized and diversified consumption needs of consumers. [16]

As a marketing method that utilizes digital innovation, digital marketing is based on traditional marketing and fully utilizes the development of marketing campaigns using current digital information platforms. Zhong Dianzhou research believes that it is different from the traditional marketing model compared with the fixed format, digital marketing can be presented to target customers through blogs, microblogs, community websites, outdoor digital advertising and other means. Consumers can also receive marketing information anytime and anywhere, and choose arbitrarily, unlike traditional marketing models that are limited by time and space. As long as the topic is attractive enough, consumers will continue to receive and enjoy information, and they will actively search for information they are interested in, which is difficult to achieve in traditional marketing models. [17] Yi Beichen pointed out that there are various ways of digital marketing, including portal websites, blog communities, online games, outdoor digital media advertising, e-mail, etc. digital marketing can be comprehensively selected only one or a combination of them. However, the following points need to be clarified: target consumers' preferences for marketing platforms, their main experience on different platforms, what consumers can get through this platform, and what needs to be improved on the platform. [18]

As new retail gradually becomes a new form of business that subverts the traditional retail model, the application of digital marketing has greatly promoted the development of new retail. Zhu Guo'an analyzed that the use of big data technology can accurately collect consumer information, extract specific portraits of consumers from personal information, consumption records, browsing trajectories, purchased products and other information, and achieve accurate positioning, customers can accurately push personalized products and services to improve marketing effects. In addition, in

the top-level design process, retail companies use big data technology to collect and organize sales information, and adjust product structure based on customer needs. [19]

1.1.3 The Current State of Digital Marketing

Because the popularity of the Internet in foreign countries is earlier than that in China, in the early stage of digital marketing, refer to the current digital transformation of foreign companies' successful cases and the research on digital marketing methods in business practice can provide a reference for the main directions and methods of digital marketing research in this thesis. In the article of Bradley N, he describes the stories of businesses using Twitter for marketing and PR. [20] In the article of Ryan D, Jones C, [21] it says that IBM, Disney, Pizza Hut, Samsung and other 25 world-renowned companies and non-profit organizations have achieved great marketing success by using digital marketing. These successful cases have been used by many domestic and foreign companies for reference and applied to different digital channels.

The popularity of the Internet in China is relatively late, but a review of the related literature on digital marketing shows that the successful marketing cases in China. Chinese researchers Shuai Liang and Liu Yefeng, [22] have studied a large number of cases of domestic companies using digital channels for marketing. Xiaomi achieves marketing through the interaction of Weibo, a digital channel and "Mi Fans"; the rapidly rising Pinduoduo makes full use of WeChat, a digital marketing channel, to achieve fission-type marketing at extremely low costs to achieve sales. The research on these marketing channels and models provides research reference for Perfect Diary as a make-up brand in the early stage of growth, when choosing a marketing platform and placing marketing advertisements.

With the popularity of the digital trend in the world, the marketing environment is changing one after another, blindly learning from the big companies' experience is not enough to deal with complex market changes, which requires finding a suitable fit point in the general direction. Jürgen Meffert, a world-renowned consulting firm McKinsey Global Senior Managing Partner, pointed out in his article [23] that digitalization has intensified with industry changes, it is imperative for traditional enterprises to undergo digital transformation. By building a new digital ecosystem and customer experience, companies can quickly adapt to new competition rules and changing customer behaviors; Jim Sterne has further promoted the research of digital marketing, and described the field of marketing in various aspects. [24] The application of artificial intelligence technology in China, through the research on digital marketing under the changes of different factors, it expands the grasp of details in the research process, and is conducive to a more comprehensive analysis of the adjustment of marketing strategies.

Digital Marketing Strategy

Digital marketing strategy is a plan that helps an organization attain specific goals. As the development the digital age, it has impacted the consumers' habits, they're connected all the day via different devices, so they buy differently; they're connected to social media, so they want to be informed differently; they have more access to information, so they don't trust the same sources of information; they can compare brands and prices, so they're more demanding, etc. We can see the digital age has impacted the consumers' habits and behaviors so it makes new needs and desires for consumers. Here's the consumers' new needs and desires according to their new habits and behaviors. (Table 1.2)

Table 1.2 - Consumers' new needs and desires

New needs	New desires
Want to be informed all day	More individualized services / products
Get answers to their questions	Share their views
Buy from different platforms	Get unique experience
Buy where they are, when they want	Get recommendations from friends

Marketing in the new landscape brings impact to both the companies and consumers. The firm should understand new consumers' more complex, diverse, changing habits and reach the consumers where they are and when they want. So the marketing strategy will also change in the digital age, because before the marketing was relatively simple to organize, but in the digital age, the way to understand, reach and contact consumer is very different.

Any strategy of traditional or modern digital marketing goes through some stages before it starts to work. There is no change in the marketing strategy. Here is (Table 1.3) shown the steps of strategic and operational marketing. It's important of strategic coherence, it is key to spend resources and time in the strategic marketing phase, and it is essential that the operational marketing is coherent with the strategic marketing.

Table 1.3 - Steps of strategic and operational marketing

Steps of strategic and operational marketing				
Situation analysis	Segmentation	Targeting	Positioning	Marketing mix
External analysis -Consumers -Market -Competitors Internal analysis	Selection of segmentation criteria	Selecting the segment of costumers the company will focus on	Determination of the place (position) of a new product (service) in the	Product Price Promotion Place (distribution)

= SWOT			mind of the consumer	

Marketing strategies are also constantly changing in the digital age. Because "digital marketing" involves marketing a product or service through digital channels while also building deep and relevant relationships with consumers, the approach is becoming more and more complex. Ryan D, Jones C, [25] believe that digital technology and media are changing the entire human society, the advancement of digital technology has not only changed the way humans obtain information, but also the way humans communicate and interact around the world, and the way consumers purchase goods and services. Cao Hu, Wang Sai proposed digital strategy platform 4R marketing model. [26] Refer (Figure 1.6).
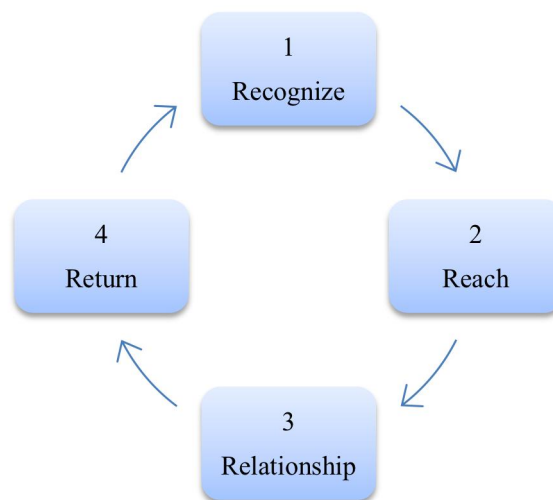
Figure 1.6 Digital strategy platform 4R marketing model

Milton Kotler mentioned that in the era of digital society, all CEOs, CMOs and senior marketing executives must consider how to change their strategies, improve the role of marketing, and adopt emerging technologies and data tools with the Internet Combine. The goal of digital marketing strategy is not to subvert the existing marketing strategy, but to complement, integrate and develop the two marketing strategies. [27] In his opinion, he not only agrees that the 4R system is the framework for the implementation of digital strategy platform marketing, but also believes that all other tools should serve the 4R system, and companies should restructure their digital marketing strategies around the 4R system.

If we compare the methods of online marketing with conventional traditional marketing practices, then there are ample areas and opportunities where online marketing is competent and have its advantages and is always preferred over it:

- Unlike traditional marketing where we have to wait for stipulated time frame to find out the response from the customers, online marketing is real time.

- Since we can the response of the customers in real time, it is easier to track if a particular campaign is working for the product or not and based on the feedback marketer can made the appropriate changes in the promotional campaign, in traditional marketing this flexibility is not possible.

- In traditional marketing, it is difficult for small retailers to compete with the big competitors in the market owing to the cost involved and strategy making expertise whereas in case of online marketing, through a crisp website you can reach your target audience with wider reach with better service assurance.

- Cost involvement is another point which creates a lot of difference between the conventional marketing techniques over online marketing; business house can create its respective digital marketing strategy with very little cost and replace conventional costly advertising methods such as print media, radio coverage, television and magazine.

- Through online marketing any business promotional idea have far greater reach and coverage as it can be seen any part of the world via one marketing campaign in optimal cost compared to conventional marketing campaigns and once any marketer optimized the important word search criteria content in website then it is a great return on investment with very marginal cost to maintain the positioning.

- With electronic marketing, marketer can create options to stimulate their target audience to take favorable appropriate action, visit the respective website, to know about their products and its features and different services, by this mechanism customers can express their view about the product, their choice of buying the product and corresponding feedback, which is also visible in the website thus by this way the marketer get an effective opportunity to engage with the customers, which is usually diluted in case of traditional mode of marketing.

- Through online marketing brand development can be done better than traditional mode of marketing, a well-designed website with quality information can target the requirement of the customers and add significant value to their expectations with creation of greater opportunities. Online marketing has the potential to create ripple and viral effect in promotion over traditional mode marketing, for an instance using social media networking website, email and social media channels promulgates the content of the message to be shared incredibly quickly.

Advantages digital marketing brings for consumers

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below:

- Stay updated with products or services - Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.

- Greater engagement - With digital marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.

- Clear information about the products or services - Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, Internet provides comprehensive product information which customers can rely on and make purchase decision.

- Easy comparison with others - Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.

- 24/7 shopping - Since internet is available all day long; there is no time restriction for when customer wants to buy a product online.

- Share content of the products or services - Digital marketing gives viewers a chance to share the content of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.

- Apparent Pricing - Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers. Company may regularly changes the prices or gives special.

- Enables Instant Purchase - With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, customers can purchase the products or services instantly.

1.1.4 Research Status of Domestic and Foreign Cosmetics Market

There is a clear point in the "2019 Annual Inventory of China's Cosmetics Market" jointly released by the "China Cosmetics" industry magazine and CCID Consulting, which mentions that in 2019, a large number of popular products of the national trend continued to emerge. Domestic cosmetics brands have occupied "half of the country" in China's cosmetics market, and the era of domestic cosmetics has arrived. [28]

Beijing Daily Chemical pointed out that Internet technology has penetrated into all aspects of people's lives and changed people's consumption habits and behaviors. The "2015-2020 Special Consultation Report on Opportunities, Challenges and Response Strategies of China's Internet to the Cosmetics Retail Industry" released by the Prospective Industry Research Institute clearly shows that the Internet is profoundly affecting and changing all walks of life. After the development of cosmetics retail e-commerce will become the next development market. At the same time, Beijing Daily Chemical also pointed out that the mobile Internet diversifies the way consumers buy cosmetics, which can be online or offline, or cross-border procurement; the development of the Internet has improved the pain points of traditional cosmetics retail consumption. Cosmetics brand official websites and major e-commerce platforms directly purchase, reducing the consumption of intermediate links; secondly, consumers can directly learn all the information about cosmetics online, which improves the situation of information asymmetry; finally, the development of cosmetics e-commerce can make consumption Consumers conduct product evaluations, social product recommendations, etc. on e-commerce platforms, and supervise cosmetics consumption from a social perspective. [29]

Xiang Ning pointed out that under the influence of the rapid development of the Internet and the cosmetics industry, the advantages of traditional celebrity endorsement marketing methods have been weakened. To cater to the needs of new-age consumers, more and more cosmetic companies are opting to employ emerging co-branding approaches to leverage the influence of other characters and brands. Efforts to improve their own commercial value and increase market share. He also mentioned that the co-branding of cosmetics in the Chinese market will gradually form the mainstream of the industry. The joint-branding of cosmetics in the Chinese market will give Chinese cosmetics companies a comprehensive experience and an experiential marketing model, which may be used by more companies in the future. acceptance and adoption. [30]

Akira said that with the popularization and rapid development of modern artificial intelligence and Internet digital technology, the beauty retail industry has shown many new ways of commodity play, such as cosmetics self-service vending machines, and unmanned vending machines can not only make up for the current consumer online In addition to the lack of experience, it can also reduce the burden of online purchases and choices for customers, so it is also favored by consumers; in addition, cosmetics can play various new tricks in live video broadcasts.

Functions and features are intuitively displayed to consumers and stimulate their purchase behavior; "Magic Mirror" can not only allow consumers to randomly match their own cosmetics, but also solve consumers' confusion and worries about hygiene and makeup removal. ; Walking beauty pop-up stores can appear at any time in shopping malls or on street corners. From decoration to product layout, you can choose any matching and transformation, quickly attracting consumers, and the business time is short and strong, and you can seize some seasonal products consumer. [31]

Zhang Ying pointed out that paying attention to external image is no longer just a "required course" for women, and men are also increasingly pursuing "appearance points". Cosmetics such as facial primer and makeup have been integrated into the men's fashion life circle. In the era of face value economy, men's beauty has become the next "blue ocean" in the cosmetics market. [32]

Ye Yun, Wang Zuode in the context of the current Internet combined with big data technology, they pointed out strategies such as supervising the cosmetics industry market: using Internet big data technology to solve the "habitual disease" of the cosmetics industry market; Speed up the implementation and promulgation of the new law, improve the supervision and legislation system for the cosmetics industry; leverage the Internet to stimulate and release the potential energy of social forces in the field of cosmetics market supervision. [33]

UKY analyzed the cosmetics landscape in Japan and pointed out that Japan still uses traditional retail channels, mainly drugstores, followed by department stores, and finally convenience stores. Among them, Japan's pharmaceutical chain stores have undergone earth-shaking changes and innovations, and their store image, brand structure, beauty services and other aspects have become more fashionable, younger, low-end and light luxury. In terms of marketing methods, the traditional retail industry often does some gift-giving activities, points redemption, etc. Therefore, for Japanese consumers, offline consumption is more cost-effective and more satisfying to their own needs. [34]

Guo Li pointed out that the COVID-19 outbreak in the first quarter of 2020 had a significant impact on China's cosmetics industry. In the first quarter of 2020, it also faced issues such as offline store closures, difficulties in returning to work, and supply shortages, resulting in a decline in cosmetics sales. Therefore, several measures for cosmetics companies in the future are pointed out: cosmetics companies should take precautions to improve the ability to suffer from setbacks; quickly deploy online to reduce the impact of sudden risks; expand the two major markets that currently have a small market share, functional product market and men's Cosmetics market; realize the differentiation of the cosmetics market, enhance the strength of enterprises, etc. He also pointed out that due to the impact of the epidemic, Japanese and Korean cosmetics still suspend production and production in large areas, and the speed of entering the Chinese market has slowed down. [35]

Zhang Bo, Ayijiuli Abdulkader, Zhang Jinqi mainly analyzed the reasons why foreign cosmetics occupy the Chinese market, mainly from the perspective of enterprises themselves, the perspective of political economy and cultural heritage, and the perspective of consumers Three aspects are explained. From the perspective of the company itself, it analyzes the characteristics of foreign cosmetics from the aspects of the history and culture of cosmetics brands, the research and development technology and achievements of cosmetics, and the promotion of cosmetics. Finally, suggestions and opinions are given to domestic cosmetics companies, which advocates to further ensure the safety and quality of domestic cosmetics, increase research and development efforts, and increase research and development investment. At the same time, the advertisement should have its own characteristics and personality, enrich the marketing strategy, pay attention to the development of the cosmetics market, grasp the future trend, and realize the innovation of cosmetics. It also emphasizes the combination of my country's actual culture and resources when developing and innovating cosmetics, such as adding historical elements and highlighting Chinese culture. [36]

Gong Shuhui shows that the domestic baby cosmetics market is relatively mature and concentrated. For newcomers or new innovative baby cosmetics brands, in order to achieve an important position in the market, in addition to grasping the future baby cosmetics market In addition to the development trend of the company, it is also necessary to ensure the product-oriented concept, the key to success of online and offline marketing channels that walk on multiple legs, and the Chinese style model of marketing combined with big IP concepts such as cartoons, etc., to win a new round of market competition as soon as possible and lead the future. , and can build China's own world-class baby cosmetics brand as soon as possible. [37]

Zhang Yuanyuan repeatedly mentioned that the personalized customization of cosmetics is the real needs of emerging consumer groups and an inevitable trend of consumption upgrading. The traditional large-scale industrial production method of "one thousand people" can no longer meet the needs of these consumer groups , they will pursue more refined and personalized skin care methods in order to achieve better skin care results. The trend of personalization will allow consumers to gain the initiative, no longer limited to the consumption habit of buying what they lack, but becoming a trend of buying what they want. [38]

Beauty products are different from the necessities of life. It is necessary to fully study the psychology of consumers and dig out the depth of customers needs, create demand and lead consumption to promote the development of the cosmetics market. The brand of a product is very important in a marketing strategy, and strengthening brand recognition can attract and cultivate loyal customers. Among homogeneous competitive products, it is very important to distinguish and strengthen one's own brand identity and unique brand value.

Fu Lizi and Cao Shuran think that with the maturity of e-commerce, the sales model of network marketing has been chosen by major cosmetic brands in the world, which is also an important development trend in the future. [39] A refined channel management model will be a key factor for cosmetic companies to grasp the future. The trend of cosmetic marketing models will be diversified and the refined marketing model and appropriate market segmentation will be adopted to improve the competitiveness of the company and realize the overall benefits of the company. Chang Jie analyzes the purchasing behavior of female consumers from the perspective of consumer psychology. With the improvement of women's social status, self-realization in life and work increasingly requires their own image. Compared with men, women's consumption behavior has the characteristics of sensibility, uncertainty, randomness and instability. In-depth research and analysis of women's consumption psychology, continuous development of new products, formulation of product strategies, and five levels of overall product concept (Core products, formal products, expected products, extended products, potential products), each level is in line with the psychological expectations of women's consumption, thereby promoting the development of the cosmetics market. [40]

In the cosmetics marketing center, the successful marketing experience of high-end cosmetics has always been a case for brand transformation to follow and learn from. Liu Qi proposed the design of high-end cosmetics marketing methods: firstly is to improve the quality of advertising, high-end brand cosmetics marketing is mainly advertising, supplemented by counter marketing, self-operated channel sales and online channel sales; secondly is to enhance brand strength, high-end cosmetics are luxury goods to some extent, comparing with ordinary cosmetics, they need to reflect price differentiation, market differentiation and product differentiation. The motivation of high-end cosmetics consumers to buy is the value, culture and benefits brought by high-end brands. Brand strategy is an important factor in the marketing of high-end cosmetics; thirdly is to increase differentiation, high-end cosmetics need to reflect the characteristics and needs of special consumer groups through differentiation; the fourth is to strengthen the development of network marketing. [41] Wang Shiyu pointed out that refined marketing is the inevitable development of marketing reform. [42] Among them, product quality and technological innovation are the primary conditions for fine marketing. Facing with rational consumption awareness, cosmetics companies need to improve product technology to gain market competitiveness. Huang Yongyuan proposed that fully analyzing women's consumption psychology, do a good job in consumer market segmentation, and accurately locate product grades and sales channels, can have an important impact on consumers' minds. [43] Facing with female consumer groups of different ages, formulate corresponding combined marketing strategies, channel strategies, and promotion strategies to meet the psychology of different consumer groups. At present, domestic make-up has

gone through a preliminary development period and is leading the transformation and upgrading. The transformation road of Perfect Diary is to study and analyze from these perspectives.

Based on the research conclusions of scholars in the above literature, it can be found that in the process of enterprise development, the marketing strategy is very important. With the progress of society and the development of new technologies, the Internet has changed the way of consumer decision-making. Only by constantly innovating their own marketing management can enterprises improve their competitiveness and achieve long-term development. As a new form of efficient and low-cost marketing, digital marketing is constantly improving and progressing with the advancement of science and technology.

1.2 Overview of Marketing Strategy

Network Integrated Marketing Theory

Network integrated marketing can also be called E-IMC, which is the abbreviation of Network Integrated Marketing. The combination of various existing network marketing methods and means has formed the network integrated marketing strategy. Network integrated marketing combines the characteristics and technology of the Internet, and the implementation of marketing strategies will be more accurate, achieving the purpose of high efficiency and low cost of corporate marketing. Network integrated marketing, comprehensively speaking, is to combine each individual marketing into a whole to generate synergy. These independent marketing efforts include advertising, direct marketing, sales promotion, personal selling, packaging, events, sponsorships, and customer service, among others. Network integrated marketing, simply put, is to integrate various network marketing methods, effectively match with the objective needs of customers, and provide customers with the best one or more network marketing programs. [44]

Marketing Theory

The concept of market segmentation was first proposed by American marketing scientist Wendell Smith in 1956 [45]. Since then, Philip Kotler, the father of marketing theory, has further developed and improved Wendell Smith's theory and finally formed a set of relatively mature STP theory [46]. STP theory is mainly divided into three parts, namely market Segmentation, Targeting and Positioning. The STP theory can be simply understood as three steps: gaining insight and understanding of consumer needs, selecting marketing target audiences, and determining the value mix of products.

STP theory is based on market segmentation. According to the division of consumer groups, a target market that can obtain certain profits for a long time is determined. Position your own products and services accurately in the target market of the enterprise, and then adopt strategies such as products, prices, channels and promotions to achieve the goals of your enterprise. In this

way, the company can have more development and market opportunities, can create more benefits for customers, and also help the company achieve long-term stable development:

(1)   Segmentation: This stage refers to the process of classifying the market, in which marketing managers can use the research of the market and the needs and vision of consumers, as well as the purchase actions and vision of consumers or divide the consumer market of a certain business or product into several different consumer groups according to the characteristics of the market in which it is located. Each consumer category is considered a segment of a market, and each market category is a group of consumers with similar demand trends.

(2)   Targeting: Relying on market segmentation to identify one or more market segments that a product or service wants to enter. The choice of target market is very helpful for startups, and companies can subdivide and subdivide until they find their own niche market.

(3)   Positioning: accurately determine the dominant and competitive position of the product or its related service in the target industry market competition by packaging the key features and main selling points of the related product or its corresponding service. From the perspective of enterprise market strategic positioning, we can first consider three aspects of product, brand and enterprise positioning, the three as a whole system.

PEST Macro Environment Analysis

The PEST analysis model includes the main external environmental factors in four aspects: Political, Economic, Social and Technological [47]. The key to PEST analysis is to identify the specific factors that affect the strategy and operation of the enterprise under the four dimensions. Through the analysis of the political environment, new business opportunities can be found, or potential business risks can be identified in advance. Of course, these opportunities or risks are often difficult to quantitatively analyze through data models, and are more of a qualitative conclusion to provide a reference basis for forward-looking entrepreneurs to predict trends. When analyzing the economic environment, the accuracy and comprehensiveness of the data are critical. Reference is usually made to authoritative reports and statistics. On the basis of accurate data, it is also necessary to carry out modeling analysis through statistical methods. Changes in the social environment are often a long-term evolutionary process from quantitative changes to qualitative changes. When analyzing the social environment, the key is to see what's going on in detail, to detect trends early, to assess impacts in a timely manner, and to identify external opportunities and threats. Assessing the impact of technology on the industry is critical, especially for trends in technological change that are superimposed by political, economic, and social factors. According to the conclusions of the PEST analysis, companies can comprehensively identify opportunities and threats in the macro environment, and adjust their strategic planning and business strategies accordingly. It's shown below in (Figure 1.7) below.

Political factors include: System, politics, industry, laws and regulations, trade rules, competition, etc.

Economical factors include: Economic growth, finance, government spending, monetary policy, tax rates, inflation, etc.

Social factors include: Population, income, group, living conditions, occupation, gender, education, ethnicity, etc.

Technological factors include: Industrial technology, new inventions, big data, Internet, artificial intelligence, 5G, etc.

Figure 1.7 PEST analysis

(Source: https://venturefounders.com/pest-analysis/)

4P Marketing Mix Strategy

The 4P marketing mix strategy is a theoretical framework with Product, Price, Place, and Promotion as the core, whichever the first letter, referred to as the 4P marketing theory, was first proposed by Professor Jerry McCarthy. In the marketing system, this theory includes information on all elements of a product from production to sales to meet consumer needs, so it is an information guide for corporate marketing activities. The core of theoretical basis of the 4P marketing mix is the consumers. It's shown in the (Figure 1.4) below:

Product: It requires companies or brands to always focus on the conceptual design and development of product and service functions, requiring products to have unique use value and product selling points, and to attract product use value and product functions. Strength always comes first.

Price: It requires companies or brands to design different price strategies according to different market positioning. The pricing of products is based on the company's own brand strategy, and fully considers the brand's gold content.

Place: It refers to the way that a company or brand allows consumers to understand, experience, and consume, or cultivate more targeted distributors and build a sales network. Organizations between businesses and consumers are called intermediaries, distributors, and each of them plays an important role.

Promotion: It is required that enterprises or brands must pay close attention to the changes in sales activities and behaviors in market operations in order to stimulate consumers, use short-term profit concessions and other behavioral methods to achieve market economy. Growth, attract consumers of other brands or spend early in order to promote the growth of the market economy.
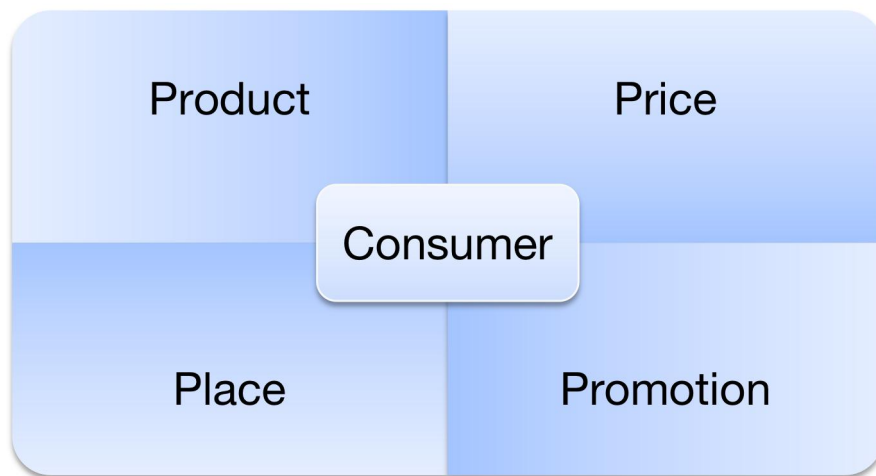

Figure 1.8 4P Marketing Mix

AARRR Conversion Funnel

Sean Ellis created the concept of growth hacking. Unlike the previous marketing promotion that relies on continuous investment in marketing costs to acquire users, growth hackers mainly rely on technology and data to complete various marketing goals. They use data to drive marketing, guide products with the market, and comprehensively consider the influencing factors of product development, acquire and retain users at a very low cost through fast-paced testing and product iteration. [48] The whole process is called the AARRR conversion funnel model.

Growth hackers explore new growth opportunities systematically at any point of the customer journey, from awareness through the market to brand ambassadors by optimizing the product. In terms of technology, it originated in 2010 when Sean Ellis coined it is mostly used by startups because of its limited budgets and limited resources. Since then, it has shown an incredible increase in popularization among large-scale and traditional businesses. Companies like Shopify like Uber has their own head of growth and dedicated growth team. The growth hacker is based on an experiment-based, data-driven.

In the funnel model, users will go through a series of processes such as cognitive attention→experience→use→payment→habit in the process of product marketing, and merchants should carry out a series of marketing activities in different periods accordingly: marketing planning→acquiring customers→capture customer activation conversions → collect customer feedback and revise marketing campaigns → increase customer sales at retention terminals. This model embodies the process of converting a huge customer base into a real buyer group. The entire conversion process is shown in (Figure 1.9) below.

Acquisition: Attract new users.

Activation: Persuade them to take action.

Retention: Convert them to a regular user.

Reference (or Referral) : Encourage them to invite other users.

Revenue: Generate and increase revenue per user.

Figure 1.9 AARRR Conversion Funnel (Pirate Funnel)

(Source: https://medium.com/the-famous-conversion-funnel-aarrr)

SWOT Matrix Analysis

SWOT analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential. A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, initiatives, or within its industry. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts. Companies should use it as a guide and not necessarily as a prescription.

The SWOT analysis matrix is a tool that is widely used in the analysis of the internal and external competitive environment of enterprises.The four dimensions of various main internal strengths (S), weaknesses (W), external opportunities (O) and threats (T) related to the enterprise are arranged and analyzed in the form of a matrix, so as to intuitively understand the internal

structure of the enterprise. After analyzing the external environment, formulate development strategies, plans and countermeasures of the enterprise.

1.3 Research Methodology

The research methods of this thesis mainly include literature research method, case study method, interview method and SWOT analysis method.

Literature Research Method

The literature research method is a method to obtain information through the investigation of literature according to a certain research purpose or topic, so as to fully and correctly understand and grasp the research question. Literature research method quilts are widely used in research in various disciplines. Its functions are as follows: (1) To understand the history and current situation of relevant issues, and to help determine research topics. (2) Can form a general impression about the research object, which is helpful for observation and visit. (3) Be able to obtain comparative data of actual data. (4) It helps to understand the whole picture of things.

The general process of the literature method includes five basic steps, namely: formulating a topic or hypothesis, research design, collecting literature, arranging literature and conducting literature review. The proposed topic or hypothesis of the literature method refers to the idea of analyzing and sorting out or reclassifying the relevant literature according to the existing theories, facts and needs. Research design must first establish research objectives. Research objectives refer to the use of actionable definitions to design the content of a topic or hypothesis into a specific, operable, and repeatable literature research activity that can solve specific problems and have certain meaning.

Literature research method has the following main advantages:

1. Literature research method is beyond the limitations of time and space, a wide range of social situations can be studied through the investigation of ancient and modern Chinese and foreign documents. This advantage is not possible with other survey methods.

2. Literature is mainly written surveys, if the collected literature is authentic, it can yield more accurate and reliable information than oral surveys. All kinds of recording errors that may occur in oral surveys are avoided.

3. It is an indirect, non-intrusive investigation. It only investigates and studies various literatures, without contacting the respondents, and without intervening in any responses of the respondents. This avoids various reactive errors that may occur during the interaction between the investigator and the respondent, which often occurs in direct investigation.

4. It is a very convenient, free and safe investigation method. The literature investigation is less restricted by the outside world, as long as the necessary literature is found, the research can be

carried out anytime and anywhere; even if there is an error, it can be made up by re-studying, so its safety factor is high.

5. It saves time, money and it is efficient. Literature survey is a survey conducted on the basis of the labor results of predecessors and others, and it is a shortcut to acquire knowledge. It does not require a large number of researchers, does not require special equipment, and can obtain more information than other survey methods with less manpower, money and time. Thus, it is an efficient survey method.

According to the main research problems of this thesis, in the early stage of the thesis work, used the network open data, searched domestic and foreign journals and literatures in related directions, and combined the marketing knowledge learned to reserve the knowledge base for the theoretical analysis of the thesis work. Focused on the application of digital marketing in China's national conditions as the theme, on the basis of the literature research and analysis of previous domestic and foreign scholars, grasped the existing domestic and foreign scholars' research direction, research trend and existing research results, absorbed large number of public data on the Internet, especially the listing prospectus and financial public data of Yixian E-commerce, summarized the digital marketing strategy of Perfect Diary and the optimized designed direction.

Case Study Method

The case study method is a type of field study. The researcher selects one or several scenes as the object, systematically collects data and information, and conducts in-depth research to explore the situation of a phenomenon in the actual living environment. It is suitable for answering "how to change", "why it is like this" and "what is the result" when the boundary between the phenomenon and the actual environment is unclear and difficult to distinguish, or when the researcher cannot design accurate, direct and systematically controlled variables research problem. It also includes unique design logic, specific data collection and unique data analysis methods. Field observations can be used, or information can be obtained through research documents. Research is more qualitative and has characteristics in data collection and data analysis, including relying on multiple sources of evidence. Different data and evidence must be able to converge in the way of triangulation and reach the same conclusion; usually there are theoretical propositions or problem definitions developed in advance , in order to guide the direction of data collection and the focus of data analysis, focus on the inspection of the current events, and not intervene in the manipulation of events, so that the integrity of life events can be preserved and meaningful characteristics can be found. Compared with other research methods, it is possible to have a solid description and systematic understanding of the case, grasp the dynamic interaction process and the context of the situation, and obtain a more comprehensive and holistic view. Case study method usually includes: research design, select case, data collection, data analysis and writing report, etc. steps.

Case studies can provide researchers with a systematic perspective. By examining and thinking about the research object as completely and directly as possible, a more in-depth and comprehensive understanding can be established. However, as a conclusion to the discussion of case study methodology, it is necessary to clarify the limitations of case studies in order to open up a way to improve the quality of case studies. In general, the limitations of case studies usually include the following:

1. Difficult to generalize the findings: The generalization of case studies should be considered not statistical but analytical, which must make the generalization somewhat arbitrary and subjective.

2. Technical limitations and researcher biases: Case studies do not have a standardized method of data analysis, the presentation of evidence and the interpretation of data are optional, differences in researcher opinion, and other researcher biases can affect the data results of the analysis.

3. Requires a lot of time and labor: Intensive labor and a lot of time is a very real problem in case studies.

From the perspective of case study, this thesis selected the domestic brand of Makeup Perfect Diary as the research object, and studied it from the perspective of digital marketing. By analyzing the phenomenon of Perfect Diary's marketing events, obtained the specific digital marketing strategy of this case, found the problems in Perfect Diary's marketing strategy, and finally specifically analyzed optimization measures, so as to complete the case study of digital marketing of domestic cosmetics brands, and made it possible for the current similar Product launch marketing activities to gain inspiration.

Interview Method

An interview, that is, a research conversation, is a way of collecting objective, unbiased factual materials orally based on the respondents' replies, so as to accurately describe the population that the sample is intended to represent. Especially when studying more complex problems, it is necessary to understand different types of materials from different types of people. The interview method to collect information is realized through direct face-to-face conversation between the researcher and the respondents, which has good flexibility and adaptability. Interviews are widely used in educational investigations, job hunting, consultation, etc., including factual investigations and opinion consultations, and are more used for individual and individual research. It has: (1) Design interview outline. (2) Appropriately ask questions. (3) Accurately capture information and collect relevant information in a timely manner. (4) Respond appropriately, and (5) Make interview records in a timely manner, usually with audio or video recording, etc. steps.

Through in-depth interviews with consumers of Perfect Diary, investigated the current situation of brand marketing, and extracted the elements related to digital marketing strategies from the interview information, and found the elements of digital marketing strategies by online public materials, internal corporate materials and other related materials. Sorted out and qualitatively studied the digital marketing strategy of Perfect Diary in four aspects: product, price, place and promotion. After analyzing the problems in marketing, put forward optimization countermeasures, and at the same time conducted in-depth interviews with different consumer groups of Perfect Diary for the optimization measures to understand the effect of the implementation of the optimization measures to confirm the feasibility of the optimization proposal.

Questionnaire Method

Questionnaire method is a widely used method in social surveys at home and abroad. Questionnaire refers to a form used for statistics and surveys to express questions in the form of asking questions. Questionnaire method is a method in which researchers use this kind of controlled measurement to measure the research questions, so as to collect reliable data. Most of the questionnaires are sent by mail, individual distribution or collective distribution. Respondents fill in the answers according to the questions in the form. Generally speaking, questionnaires are more detailed, complete and easier to control than interview forms. The main advantages of the questionnaire method are standardization and low cost. Because the questionnaire method is based on a well-designed questionnaire tool, the design of the questionnaire requires standardization and measurement.

According to the different respondents, it is divided into self-administered questionnaires and proxy-filled questionnaires. Self-administered questionnaires can be divided into newspaper questionnaires, postal questionnaires and delivery questionnaires according to the different delivery methods of the questionnaires. Fill-in-type questionnaires can be divided into interview questionnaires and telephone questionnaires according to the different ways of talking with the respondents.

In this Thesis author collected customers' opinion on the digital marketing strategy of Perfect Diary and customers' optimization suggestions towards current marketing strategy. Through this questionnaire got some basic suggestions to improve marketing strategies to gain more profit and make it more favorable for customers.

SWOT Analysis Method

The SWOT analysis method was proposed by Verrick, a management professor at the University of San Francisco in the early 1980s. It is to synthesize and summarize all aspects of the internal and external conditions of the enterprise, and then analyze the strengths and weaknesses of the organization, opportunities and threats. a method. Through SWOT analysis, it can help

companies focus resources and actions on their strengths and where they have the most opportunities, and make the company's strategy clear. SWOT stands for: S: (Strengths), that is, internal favorable factors; W (Weaknesses), disadvantages, that is, internal unfavorable factors; O (Opportunities), that is, external favorable factors; T (Threats), the external unfavorable factors.

Through the development opportunities in the external marketing environment of Perfect Diary brand and the advantages of its own product marketing strategy, aiming at the problems in the current digital marketing development, compared homogeneous products, and used SWOT matrix analysis method to highlight its own advantages, identify the market positioning of the brand and the direction of product differentiation in the next step, and adjusted the shortcomings of the strategy.

2 Perfect Diary Marketing Environment and Brand Operation

Perfect Diary is a brand of Guangzhou Yixian E-Commerce Co., Ltd., established in 2017, dealing in cosmetics, beauty masks, cotton pads, skin care products and makeup tools. In 2017, the brand officially entered Tmall, which is characterized by rapid development, high national recognition and high market competitiveness. The brand concept of Perfect Diary advocates that the younger generation will not be bound by the labels required by others, achieve self-breakthrough, explore various possibilities in life, live up to themselves, and be an excellent self. Perfect Diary is committed to exploring European and American fashion trends, and at the same time combining the facial and skin characteristics of Asian people, to develop a series of high-quality, well-designed and easy-to-use makeup products for the new generation of women. Perfect Diary develops a series of make-up cosmetics for young women, changing for the post-90s and 00s groups who pursue personalized aesthetics and consumption trends.

In 2016, Guangzhou Yixian E-Commerce Co., Ltd. (hereinafter referred to as Yixian E-Commerce) was registered and established as an Internet startup company. In 2019, it was rated as a "unicorn" innovative enterprise in Guangzhou. Yixian e-commerce has Perfect Diary, Little Ondine, Abby's Choice and Galénic four brands, of which Perfect Diary has been launched in November 2020, is the first "domestic cosmetics brand listed in the United States" ". This chapter will study the current operation of Perfect Diary, analyze the external marketing environment, and then investigate the current brand marketing situation.

2.1 Brand Operation Status

After the Perfect Diary brand was established in 2016, it participated in Taobao's "Double 11" event for the first time in 2018 and won the second place in Tmall's makeup sales list and the first place in domestic makeup; in 2019, Perfect Diary became the first domestic brand in Tmall Makeup's "Double 11" sales list, which became a milestone in the Chinese makeup industry; in both 2020 and 2021, Perfect Diary participated in Double Eleven, and won the title of "Tmall Makeup The First Place" in the category; at the end of 2020, the parent company of Perfect Diary, Yixian E-commerce, was listed on the New York Stock Exchange, became the first listed beauty company in China and the youngest listed beauty company in China. The development route of Perfect Diary, is shown in (Table 2.1) below.

According to statistics, the age of users of Perfect Diary is mainly concentrated between 20-35 years old, which is mainly distributed in the post-90s and post-00s, as shown in (Figure2.1) below. According to the sales statistics of Perfect Diary's Tmall flagship store, the top-selling products of Perfect Diary are lip makeups (lipsticks, lip-liners, lip balm, etc.), followed by eye make-up (eye shadow, eye liners, eye blush, etc.) and face make-up (face wash, foundations, lotions, serums,etc.) as shown in (Figure 2.2) below.

Table 2.1 - Development of Perfect Diary

Timer	Major achievements.
March 2017	The Perfect Diary brand was officially established, and the Taobao store was launched.
August 2017	Taobao store officially upgraded Tmall flagship store.
2017 whole year	Perfect Diary has a popularity index of 9.2 in the post-95s generation of Xiaohongshu, ranking first in the domestic cosmetics category.
2018 whole year	BAZAAR Beauty Award for the best eye shadow of the year, and also won the black swan future brand and best new brand of the year.
June 2019	Tmall released a research report, Perfect Diary ranked second in the proportion of domestic brands recognized by fans after 2000s.
November 2019	Only 28 minutes into the opening of Double Eleven, the sales of Perfect Diary exceeded the full-day sales of Double Eleven in 2018, becoming the first domestic beauty brand to top the Tmall Double 11 makeup list in 11 years, and the first domestic makeup brand "Grand Slam": No. 1 in sales of eyeshadows; No. 1 in sales of lip glazes; No. 1 in sales of mascara; No. 1 in sales of eyeliners
2019 whole year	Won the ELLE Beauty Awards Creative Cross-border Strength Award, and became a "hard-core" cross-border single product in the Sina Fashion Youth Pan-Fashion New Power List.
April 2020	Perfect Diary has become the No.1 makeup brand on Tmall, with more than 25 million fans across the brand. At the 2020 Tmall Golden Makeup Awards, Perfect Diary won 4 awards, and it also won the 2020 New Pioneer Brand.
2020 whole year	Explorer Twelve Animal Eye Shadow won the TOP single product of the year, matte lip glaze won the best lipstick of the year, and the classic little black cover liquid foundation won the best foundation of the year.

Since its establishment, Perfect Diary has won many honors, and its status has been continuously improved, and its popularity has become wider and wider. According to the prospectus, the performance of Yixian e-commerce mainly comes from the contribution of the Perfect Diary brand. In 2018-2019, more than 97% of the company's revenue came from the Perfect Diary brand, and in 2020, the Perfect Diary brand accounted for 79.8% of its revenue. The sales and net income of Yixian E-commerce from 2018 to 2021 are in (Figure 2.3) shown below.
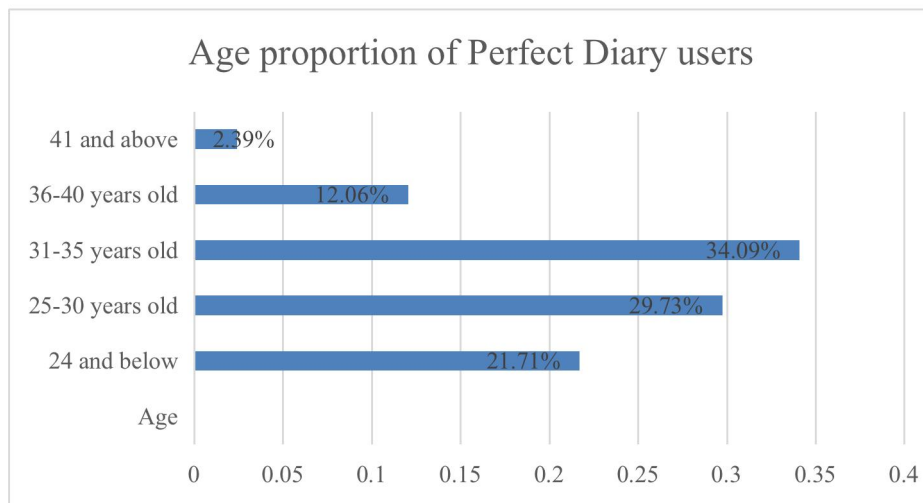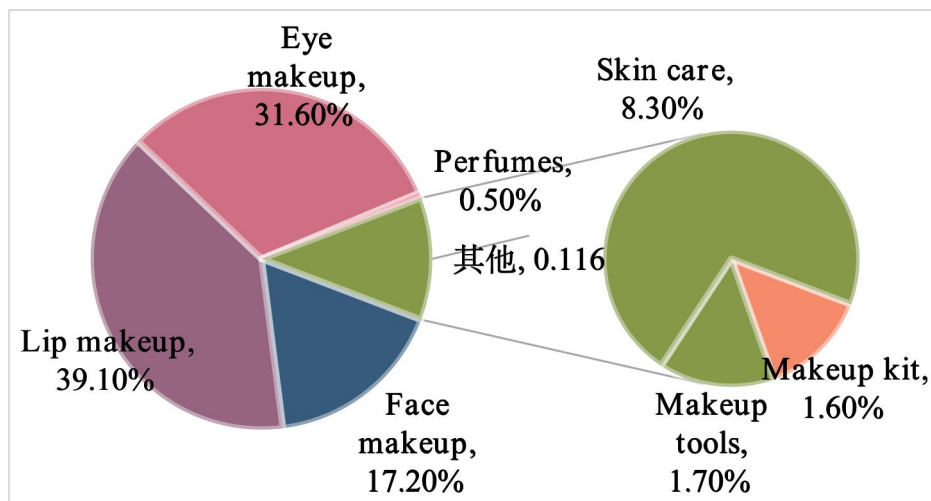
Figure 2.1 Age proportion of Perfect Diary users

Figure 2.2 Sales proportion of product categories in tmall flagship store from December 2019 to 2020
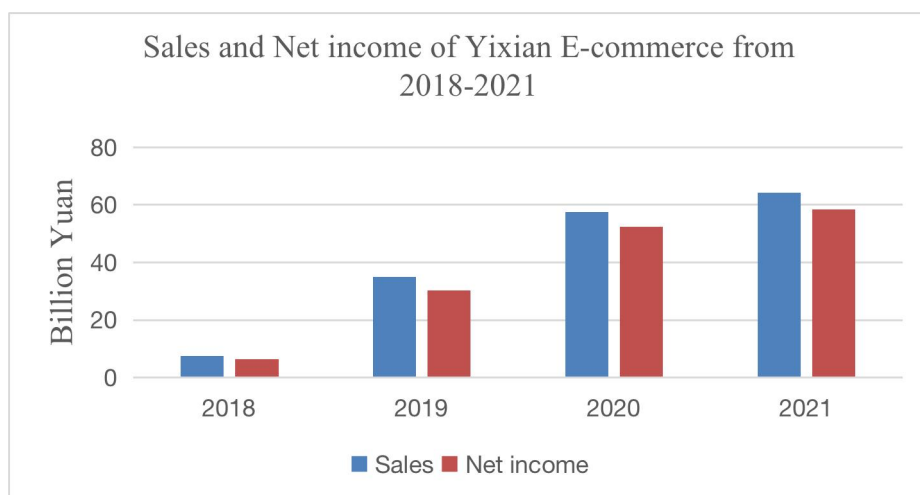

Figure 2.3 Sales and Net income of Yixian E-commerce

(Source: Yixian E-commerce Prospectus and Financial Statements)

Overall, the sales growth of Yixian e-commerce in 2019 reached 361.7% year-on-year, which was 30 times the growth rate of retail sales in China's beauty market during the same period; the year-on-year growth rate in 2020 is 64.6%, which is 6.8 times the growth rate of retail sales in China's beauty market over the same period; the company's net income increased 377% year-on-year in 2019 and 72.6% year-on-year in 2020. Both brand sales and net income have grown rapidly, especially in 2019, with the largest growth rate. Although affected by the epidemic in 2020, it has also maintained a growth trend.

2.2 Marketing Environment Analysis

In recent years, the rapid rise of the domestic makeup industry and the external marketing environment are inseparable. The Perfect Diary brand can grow into the number one beauty company in the US and the youngest listed beauty company in China. First of all, it is necessary to analyze the factors of the marketing environment in which the company is influenced.

Political Factors

The current domestic political environment is stable, and the implementation of the reform and opening-up policy has provided a good platform for China's economic development. The Chinese government has given active support and assistance to the economic development of various regions. Chinese society has a good legal environment and foundation, and can effectively combine the rule of law with the rule of man, thus ensuring the rapid development of economic construction. At the end of 2004, the Chinese government promulgated and implemented the Administrative Measures for the Beauty and Hairdressing Industry, which will play a positive role in regulating the industry. For the beauty industry, which is still in the growth stage, it is both an opportunity and a challenge. At the beginning of 2006, according to the person in charge of the Beauty and Cosmetics Chamber of Commerce of the All-China Federation of Industry and Commerce, the Commerce Reform Department of the Ministry of Commerce has currently set up two topics: "Survey on the Status and Market Situation of the Beauty Salon Industry" and "Grading and Classification of the Beauty and Hair Salon Industry" to understand the current situation. Basic information on the beauty and hairdressing industry, research and formulate industry policies and related standards. In April 2019, the Ministry of Commerce, the State Post Bureau, and the China Consumers Association organized and guided the "Double Product Online Shopping Festival" series of activities to comprehensively promote brand consumption and quality consumption. [49]

Under the premise of legal operation, national policies are bound to directly affect the interests of beauty companies and affect the development direction of the beauty industry. The "Labor Law", "Economic Contract Law", "Tax Law", "Consumer Rights Protection Law" and the "Administrative Measures for Commercial Franchise" promulgated by the Ministry of Commerce in 2005 are all positives closely related to the development of beauty companies. policy. In addition,

as the basic guidelines for the services of the beauty industry, the "Administrative Measures for Medical Beauty Services" and "Management Measures for the Beauty and Hairdressing Industry" issued by the Ministry of Health have a positive effect on the development of the beauty industry.

In view of the above national policies, it can be seen that with the continuous improvement of my country's political environment and the continuous improvement of relevant laws and regulations for the cosmetics industry, the political and legal environment for cosmetics companies is more stable, which is very important for the healthy development of Perfect Diary. With sufficient guarantees, it is only necessary to strictly abide by the relevant laws and regulations and carry out stable development.

In recent years, with the continuous escalation of Sino-US trade frictions, the national sentiment of domestic consumers has been rising. During the politically sensitive period, the sales volume of brands that involve sensitive countries or tend to insult China will also be affected. Therefore, the development of domestic cosmetics brands got new opportunities. Perfect Diary, as a brand launched in 2017, launched the label of "Chinese Makeup", and its marketing positioning was in line with the "national trend", so it attracted many young consumers with patriotic feelings and laid a solid foundation for the development of Perfect Diary basis.

Economical Factors

In recent years, China's macro economy has been running steadily and maintained within a reasonable range, which has played a role in boosting the development of the cosmetics industry. Data from the National Bureau of Statistics shows that in 2018, my country's GDP exceeded 90 trillion yuan for the first time, and the annual per capital disposable income was 28,228 yuan; in 2019, China's GDP was about 99 trillion yuan, and the annual per capital disposable income officially exceeded 30,733 yuan. In 2020, the gross domestic product will be about 102 trillion yuan, and the annual per capital disposable income will be 32,189 yuan. The overall market sales of China's skincare and cosmetics-related industries have grown rapidly year-on-year. Among them, the market penetration rate of color cosmetics has reached 48.82% for the first time. With the substantial increase in per capital sustainable disposable income of urban residents, the upgrading of consumption structure transformation and the substantial reduction of consumption tax in the cosmetics industry and a series of positive preferential policies, various favorable policy factors have contributed to the continuous and rapid increase in the demand for products in China's cosmetics industry. With the continuous increase of my country's GDP and per capita disposable income, the beauty consumption expenditure of Chinese residents has also continued to increase. According to the National Bureau of Statistics, the growth of the total retail sales of cosmetics in China from 2009 to 2021 is shown in (Figure 2.4) below.
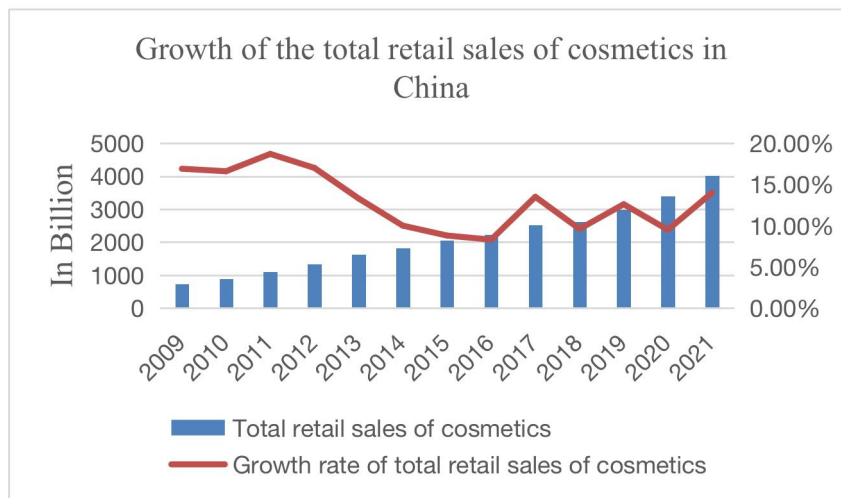
Figure 2.4 Growth of the total retail sales of cosmetics in China

(Source: National Bureau of Statistics)

It can be seen from the above figure that the growth rate of the total retail sales of cosmetics in China is developing at an average annual growth rate of more than 10%. It far exceeds the growth rate of the total retail sales of domestic consumer goods. At the same time, the huge domestic population base has made China's cosmetics consumption surpass the core consumption areas such as Europe, Japan and South Korea in recent years, becoming the most promising cosmetics consumption market in the world.

According to statistics from the "Tmall Beauty Consumer Trend Report", consumers in the Z era (referring to those born between 1995 and 2009) are the core consumer group in the beauty market. Among them, the sales trend of post-95 consumers has increased significantly, so the consumption potential of post-95s should not be underestimated. As Christy, one of the founding partners of Perfect Diary, said: "The post-95s who are chasing individuality are the main battlefield of the brand." For a long time, under the influence of brands, the beauty market has always been dominated by strong international well-known brands. With the rapid rise of consumer power in the new market in the Z era, the excessive pursuit of product personalization rather than the excessive obsession with big brands has gradually become the consumption concept of new consumers. They pay more and more attention to the personalization and convenience of their lives, and their daily consumption patterns have also changed from conspicuous consumption to consumption experience, choosing more personalized consumer products.

According to the statistics of the Accenture report, there are about 420-60 female consumers in China every year, and their annual actual consumption income space potential is even as high as 10 trillion yuan. According to the "2020 China Crowd Economic Research and Analysis Report" released by i-Media Research, the Chinese female consumer market is huge, and the growth of the "her economy" has led to changes in the market structure. The growth of female users will stimulate the growth of the Internet market. The "she economy" around women is rapidly emerging. The

trend of "she economy" is emotional, diversification, individualization, autonomy and leisure. This shows that women can gradually face up to their own consumption desires, and women's economic income is gradually increasing. Simply put, they have the freedom to buy what they like [51]. The market strength of color cosmetics is huge. There are still many people in China who do not have good makeup habits. The number of new mobile terminal users in the beauty industry market is at least 10 million every year. The U.S., Japan and South Korea consume 8-11 times more color cosmetics per capital than China.

In summary, it can be seen that, first, the cosmetics market, especially the color cosmetics market, has great potential for development; second, the consumption patterns of beauty users are changing, and there is great consumption potential for beauty products.

Social Factors

China is in the stage of accelerated development of urbanization, and the scale of my country's consumer market continues to expand, which plays an important role in satisfying the people's better life. In 2014, the total number of Internet users in China reached 650 million, of which 560 million were mobile Internet users, and female mobile Internet users accounted for 52.9%. The rapid growth of mobile netizens has laid a solid user base and broader development space for the development of the female skin care mobile industry. Mobile devices allow users to obtain information more efficiently, provide users with a faster consumption decision-making process, and the Rapid development provides users with a more efficient communication platform. People's cognition of cosmetics has also changed from blindness to rationality, and the consumption and purchase of cosmetics has gradually become clear. Moreover, the Internet + era has prompted the birth of the beauty blogger industry. Through the promotion of beauty bloggers, people have a more specific understanding and understanding of cosmetics, and the differences between basic skin care, beauty, and functional makeup products have gradually become clear. change. Therefore, consumers have a clear understanding of cosmetics needs, coupled with the Internet environment, the cosmetics market will be more and more controlled and supervised by the state to ensure the orderly and stable development of the cosmetics market, and people will use more and more cosmetics products. The more standardized and secure.

1) The Foundation of Digital Economy in the Internet Age

Since 2013, my country has been the world's largest online retail market for eight consecutive years, China's online retail sales will reach 11.76 trillion yuan in 2020, an increase of 10.9% over 2019. As the digital economy becomes a new driving force for economic growth, various new formats and new models emerge one after another. With the advantages of network platforms, products can be spread rapidly. The Internet platform has also become the most

important way for consumers to learn about make-up brands, and domestic make-up brands have risen rapidly on the Internet platform.

2) Consumer Audience Factor

According to China Insights Consultancy (CIC) statistics, as of 2019, China has about 171 million Z era and about 230 million millennials, making it the country with the largest population Z era and millennials in the world. These people are the main users of emerging social media and the main force of current new consumption. They grew up in the prosperous period of China's reform and opening up, so they are born with innate trust and affection for domestic products, and they form awareness of products through social media platforms. And judge, not blindly pursue big brands, but start to find and build their own brand recognition.

3) The Rise of the National Tide

In recent years, the national tide has risen, and more and more bloggers imitate Chinese makeup on YouTube, which is followed by Japanese and Korean makeup. Different from being cute, what Chinese makeup creates is more of a female image full of independence and self-awareness. The raised eyeliner, sharp eyebrows and clear lip peaks, the highly saturated red lip tone and the dark brown hair color of Asians clearly convey the feeling of independence and freedom, so the makeup products that can draw a Chinese look are even more important. It has been spread and promoted on social media and has become a trend.

Therefore, in the future, cosmetic customization will become the mainstream, and everyone can have their own skin care and makeup products, so as to meet consumers' higher-level needs for cosmetics, and at the same time, they will avoid the side effects of using products. The cosmetics industry is constantly reforming with the changes in the core needs of consumers, and is consumer-oriented, gaining more industry opportunities and occupying a larger market.

Technical Factors

The development of the cosmetics industry has also undergone a long evolution process. Now the development of the cosmetics industry is mainly divided into four stages: the first stage, the corresponding oily substances are extracted from animals and plants, and people use them directly on the skin after simple manufacturing. superior. In the second stage, with the development of society, some people have mastered some simple refining techniques, and produced early-rise primary cosmetics by refining water and emulsion. In the third stage, the unprecedented development of science and technology has driven the cosmetics manufacturing industry. People can classify and divide the efficacy of cosmetics products, and cosmetics with different functions are born. In the fourth stage, biotechnology is added to the cosmetic production process, which also enables people to create more and more advanced cosmetics. From this stage of development, we can intuitively see the level of technological innovation of my country's cosmetics industry, which

also causes certain market pressure and challenges to small and medium-sized cosmetics enterprises in my country. Cosmetics companies are often in a relatively weak position.

1) Local High-quality Supply Chain

The maturity of the local high-quality supply chain has also provided strong support for the rise of this wave of domestic beauty products. In foreign brands 30 Chinese factories have been stationed in China and have cultivated Chinese factories with high production capacity. The high-quality flexible supply chain enables domestic brands to meet the early requirements of small batches, multiple batches and customization. A large number of domestic beauty brands have cooperated with the foundries of international big brands in the early days of establishment to carry out product research and development together, increasing the number of products. Domestic brands can provide cost-effective products, reduce the cost of trial and error for customers, coupled with rapid iteration and flexible marketing strategies, their share in the beauty market has continued to increase in recent years. (Figure 2.5) shows the market scale of China's cosmetic industry from 2015 to 2024 (prediction).
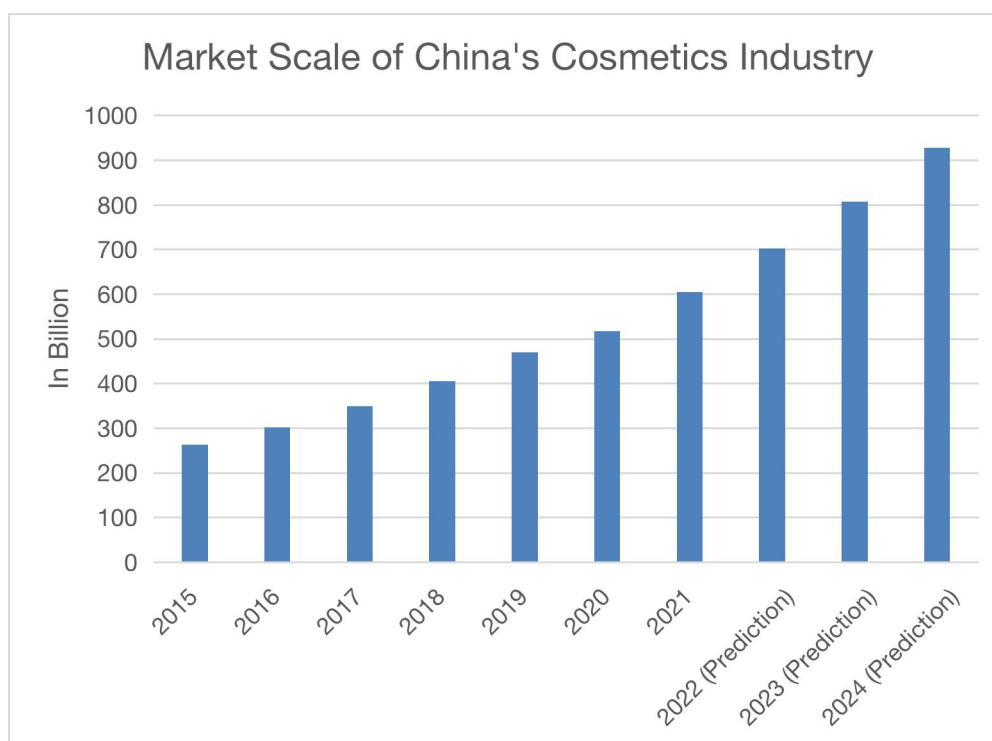

Figure 2.5 Market Scale of China's Cosmetics Industry

(Source: Toubao Research Institute)

From the Figure 2.5 above we can see that China's cosmetic industry scale has been increasing year by year and predicted that it'll reach 928.5 billion yuan by 2025.

2) Brand Management Experience in Multinational Companies

With China's reform and opening up and the internationalization strategy of big brands, many multinational companies have emerged in China. The company brings not only products, but

also brand management experience. In order to get rid of the low operating efficiency of large companies, some managers have joined the entrepreneurial team and tried to create new brands with rich brand management experience.

Huang Jinfeng, the founder of Perfect Diary, worked for Procter & Gamble, Yunifang, and finally founded Yixian E-commerce in 2016. Xu Xiaoping, an angel investor of Perfect Diary and founder of ZhenFund, once said that the most important thing for an entrepreneur is experience, and a team with rich experience naturally casts all the elements of successful entrepreneurship. No matter how beautiful and shiny a resume is, it is better to ensure the success of the perfect diary than the "Royal Nifang" in Huang Jinfeng's hands.

3) Changes in Channels and Marketing Methods

On the channel side, the Internet has led to the rapid rise of many emerging brands, and the rapid development of social media platforms such as Xiaohongshu and Douyin has provided many new brands with a new marketing interaction channel, allowing products and brands to be promoted through effective ways, refined content and KOL to reach target users and interact with users.

The development of the Internet and the rise of e-commerce have provided an invaluable opportunity for the development of the domestic make-up market. Domestic make-up itself has a natural advantage in the selection of raw materials and the use of the advantages of new brand mature operators. Alternative emotional resonance, the domestic make-up market will eventually burst into a huge energy is the general trend, Perfect Diary is developing rapidly in such a big environment. The rise of Perfect Diary as a successful brand is closely related to the domestic marketing environment. Their success is an example of from an active digital marketing strategy both online and offline.

It can be seen from the above analysis China's cosmetic technology environment is relatively weak compared to foreign brands. Therefore, improving the domestic cosmetic technology level is the top priority in the future. It is possible to train professional talents through the establishment of cosmetic courses to promote technological innovation.

2.3 Marketing Situation Survey

Marketing research refers to the systematic and objective collection, sorting and analysis of various materials or data of marketing activities to help marketing managers make effective marketing decisions. The so-called "systematic" here means that there must be careful planning and arrangements for marketing research, so that the research work can be carried out in an orderly manner. "Objective" means that researchers must record, organize and analyze all information in a fair and neutral manner, and should minimize bias and errors. "Help" means that the information obtained from the research and the conclusions drawn from the analysis of the information can only

be used as a reference for marketing managers to make decisions, and cannot be used for them to make decisions.

Marketing research is often valued by business decision makers in the following situations: First, when policymakers need to look for new market opportunities. Before making a decision to put a product on the market, it is necessary to understand what are the new needs and preferences of consumers, which products have entered the end of their life cycle (Product Life Cycle), and so on. Second, when marketing managers need to find the cause of a problem. Third, decision makers must monitor, evaluate and adjust during their implementation after making a decision. In many cases, marketing research is conducted to determine whether a decision is effective, analyzing whether a new decision will lead to a more favorable direction for marketing activities. Fourth, predict the future. The research provides the data basis for the forecast, and the accuracy of the forecast depends to a large extent on the quality of the marketing research. Marketing research and forecasting are two closely related but different concepts. Fifth, improve marketing efficiency. When an enterprise conducts network marketing related to brand simulcasting through the Internet, it is necessary to understand the development of its own industry and choose the corresponding marketing method based on the specific situation of the enterprise itself, which can improve the marketing efficiency.

There are controllable and uncontrollable factors in market, the research on controllable factors mainly includes research on factors such as products, prices, sales channels and promotion methods: (1) Product research: including research on product performance, characteristics and customers' opinions and requirements on products; product life cycle research, to Understand the stage of the product's life cycle; research the impression of the product's packaging, brand name, appearance, etc. on the customer, to understand whether these forms are compatible with the customs of consumers or users. (2) Price research: it includes research on the elasticity of demand for product prices; research on the effects of new product price formulation or price adjustment of old products; research on changes in competitors' prices; timing for sample selection and implementation of price preferential strategies and implementation of this strategy effect research. (3) Sales channel research: It includes the status of the company's existing product distribution channels, the role of intermediaries in the distribution channels and their respective strengths, and the user's impression of intermediaries, especially agents and retailers. (4) Research on promotion methods: mainly to analyze and compare the implementation effects of promotion methods such as personal sales, advertising, public relations, etc.

The Uncontrollable Factor Surveys includes: (1) Political environment research: It includes research on the current government policies, laws and regulations and the stability of the political situation in the countries or regions where the main users of the company's products are located. (2)

Investigation of economic development status: it mainly investigates what changes will occur in the macroeconomic development of the market faced by enterprises. The content of the survey includes the level and degree of change of various comprehensive economic indicators. (3) Research on social and cultural factors: Investigate some social and cultural factors that have an impact on changes in market demand, such as: education level, occupation, ethnic composition, religious belief and folk customs, social morality and aesthetic awareness. (4) Research on technology development status and trend: mainly to understand the technology level status and trend related to the production of the enterprise, and at the same time, it should also grasp the improvement of the technology level of the same product production enterprises in the society. (5) Competitor research: In order to maintain the advantage of the enterprise in the competition, it is necessary to keep abreast of the various trends of the competitors. In this regard, it is mainly about the number of competitors, the market share and changing trends of Research on marketing strategies to be adopted, potential competitors, etc.

The Purpose of this survey is to know who are the main customer group of Perfect Diary, what's their age group, what's their occupation, through what channels did they get to know about the Perfect Diary brand products, through what channels did they buy the Perfect Diary products, what's their purpose of purchasing / repurchasing the product and their opinion about the highlights of Perfect Diary's marketing.

Before studying the digital marketing strategy of Perfect Diary, author specially conducted a questionnaire survey on the current marketing situation of Perfect Diary. The design of the questionnaire is based on the "Questionnaire Star" applet, which sets questions for the brand's marketing situation, and adopts the method of clicking the options to answer. In order to ensure the fairness and objectivity of the survey results, all the questionnaires in this survey were distributed through the Perfect Diary customer WeChat group (this group is a customer WeChat group established by Perfect Diary, and its members have completed purchases). A total of 29 people in the WeChat group participated in the questionnaire. The specific questions of the questionnaire are shown in the "Appendix A Survey Questionnaire on the Digital Marketing of Perfect Diary".

Through the collection of questionnaires from 29 consumers, the key points of their responses to 6 questions mainly related to brand marketing channels, marketing content and marketing characteristics are summarized. The questionnaires of the brand's digital marketing situation are sorted as shown in (Table 2.2) below.

Table 2.2 - Perfect Diary Digital Marketing Survey Questionnaire Result

Question	Investigation (29 people filled in effectively)
Age	89.66% were aged 15-25, 6.9% were aged 26-35, and 3.45% were aged 36-45.
Occupation	82.76% of students, 10.34% of company employees, 3.45% of public employees, 3.45% of freelancers.
Main channels through which they learn about the brand	68.97% of social network sites, 37.93% of shopping sites/APPs, 37.93% recommended by beauty bloggers, 24.14% of online video sites, 13.79% of friends recommended, 1.34% of physical stores and 6.9% of others.
Main channels through which they bought this product	79.31% of shopping website/APP, 20.69% of WeChat applet, 20.69% of offline physical stores, 10.34% of drainage from other platforms.
Main reason for purchasing / repurchasing	58.62% of promotional activities, 42.38 of brand awareness, 27.59% packaging design, 24.14% use effect, 10.34% joint topic.
Highlights in Marketing	The replacement price accounted for 65.52%, the high-value packaging design 58.62%, the platform's promotion 48.28%, and the joint topic attraction 27.59%.

Through this survey we can know what channels are being popular among the consumers so that the company can pay more attention to these channels and make optimization in the methods to gain more customers and to increase their sales volume; by asking the customers' age the company can track and age main age group of the customers so that when they do digital marketing they can specifically choose these groups as target customers; by asking customers' occupation the company can make more specific character of products for those targeted customers; by asking through what channels they get to know about the products, the company can know the more often used channels for marketing and can know the touchpoints, this is also useful for optimizing the marketing methods and channels to gain more customers so that to reach the purpose of increasing the sales volumes so that to increase to the profit; by asking the consumers the highlights of the marketing methods, the company can know what are the more popular marketing methods among the consumers and what are less popular, so that the company can know what are their existing problems in marketing, can know what are their advantages and disadvantages and the company can make adjustment in their marketing methods, this is also for the purpose of increasing the sales volume to gain more profits by marketing.

Through interviews, we can see the customer groups of Perfect Diary, mainly young consumers under the age of 30. Regarding the marketing of Perfect Diary, we can see key words such as "social networking sites", "shopping sites/APPs", "beauty bloggers", "promotions", "replacement price" and "packaging design" are more prominent. These keywords involve the strategic layout of marketing products, prices, places and promotions, which point out the direction for the subsequent research on digital marketing strategies.

3 Perfect Diary Digital Marketing Strategy

When analyzing the digital marketing strategy of the Perfect Diary brand, this chapter mainly focuses on the internal data collected, Internet public information, public interviews with the management of the company, and based on the 4P marketing theory, the marketing behaviors of Perfect Diary in product creation, price setting, channel use and promotion are analyzed respectively, so as to construct Perfect Diary's digital marketing strategy. In particular, it focuses on the launch of public domain traffic, the retention of private domain traffic, and the combination of dual traffic to screen customers, and to conduct key research on the dual-cycle digital construction of online platforms and offline physical stores in the context of new retail.

3.1 Digitalization Marketing Strategy

The product development of Perfect Diary is driven by data. The huge service team communicates closely with consumers through social platforms, offline experience stores, etc., which can not only obtain a large amount of real demand information of consumers, but also analyze these data to rapidly develop new products that meet the needs, finally, by sharing new products, it can help consumers match suitable products and collect after-sales feedback.

1. Product Iterative Digitization Strategy

As a brand active in social platforms, Perfect Diary can collect first-hand data from various channels: consumer public opinion data on social platforms such as Xiaohongshu, Weibo, Douyin, and Station B; The sales volume of competing products on major e-commerce platforms, users' public evaluation and other data; As well as the brand's own sales and evaluation data. In the headquarters of Yixian E-commerce, about 20% of the staff are technical data teams. The main work of this team is to develop data and select products in the digital age based on the detected data. The selection strategy has very precise guiding value.

Perfect Diary breaks free from the inertia of beauty brands in the choice of media placement strategy. On the Douyin platform, Perfect Diary effectively utilizes the characteristics of fan portraits. In terms of cooperation, fan portraits were sought KOLs with a high degree of matching with products can softly embed products into the content creation of KOLs for promotion without destroying the tonality of each KOL's own content.

Compared with other brands, which are based on the attributes of products, the perfect diary is based on the attributes of fans. From the perspective of delivery effect, although the sales volume of non-vertical accounts such as dramas is not as good as that of vertical accounts such as beauty, it has achieved a huge breakthrough in brand exposure and promotion effect.

According to the prospectus and public financial statements of Yixian E-commerce, in 2018, the research and development expenses of Yixian E-commerce were 264.1 million yuan; In 2019, the research and development expenses were 23.179 million yuan, a year-on-year increase of 778%;

In 2020, research and development expenses have reached 66.5 million yuan, an increase of 187% year-on-year. The research and development investment is mainly used to build an advanced digital architecture, which includes a customer observation database and an interface platform for social engine links to users, which can provide effective digital operations for brands support.

Feng Qiyao, President of Yixian E-commerce New Retail Business Department, once publicly stated that the focus of competition in cosmetics in the future must be brands, instead of traffic, Yixian e-commerce wants to become an enterprise with "chips". With Perfect Diary's continuous investment in the research and development of digital architecture, the "moat" of Perfect Diary's products has been continuously built, and the "digital chip" of its products has gradually taken shape.

2. Offline Experience Digitalization Strategy

In 2019, Perfect Diary began to implement new retail plans by laying out offline stores. In terms of location selection, the experience store of Perfect Diary selects shopping malls that young people like to visit based on traffic data. In order to create an immersive experience, Perfect Diary's cost is close to that of luxury brands, showing a simple and high-quality style. Among the 200 experience stores that have been laid out, they are full of technology, empowering new retail with digitalization, interacting online and offline, and equipped with makeup mirrors and induction interaction tables; professional beauty consultants in the store provide consumers with free makeup trial and professional guidance, and assume the role of makeup artist; the store also sets up a digital product code, by scanning the code, you can understand the name and characteristics of the product, conduct intelligent makeup test, and intelligent recommendation, creating a rich scene, complete experience, free and unfettered beauty experience.

The offline experience store not only allows members to try makeup for free and showcase for new products, but also provides a venue for Perfect Diary consumer social networking and brand day activities. Huang Jinfeng, founder of Perfect Diary, said that the offline store of Perfect Diary is not only for selling goods, but also for establishing interaction with consumers and enhancing their sense of experience. It is a very good direct-to-consumer channel. Through the construction of the store, the development of the brand can be reversed and the value can be brought to build a brand moat.

3. Price Digitalization Marketing Strategy

Perfect Diary's pricing strategy pursues the ultimate cost-effectiveness. While doing a good job in product quality control, most of the products are priced within 100 yuan, and the average price is lower than one-third of the same kind of well-known international brands. This price range has attracted many The income is not high, the pursuit of low-cost makeup lovers. In addition, discount activities are often launched such as: the second item is half price, an additional item is 1

yuan, and the points are redeemed for gifts, etc., which frequently stimulate customers to make purchase decisions, attracting a large number of price-sensitive consumption group.

Cost-effective OEM Production

Perfect Diary and big brands choose the same foundry, compress the gross profit of products to the extreme, and control the average price of products within 100 yuan. The promotion of social platforms often uses the slogan of big brand replacement as a promotional selling point. According to the public information on the website of Perfect Diary's partner factories, the domestic and foreign customers of the main partner factories are shown in (Table 3.1) below.

To meet the changing needs of consumers at the same time, Perfect Diary products are updated and iterated very quickly. In order to keep abreast of the fashion trends of color cosmetics, there are also factory representatives in the foundry.

Table 3.1 - Perfect Diary's Main Cooperative Foundries

Company Name	Main Categories	Partners
COSMAX	Skincare, Makeups, Shampoos	Dior, L'Oreal, Chanel, YSL, MAC, Perfect Diary, Huaxizi
North Bell	Masks, Skin Care Products, Wipes	Nivea, TESCO, Watsons, Perfect Diary, Huaxizi
Interley	Skincare, Makeup	Estee Lauder, L'Oreal, Shiseido, Kazilan, Perfect Diary

(Source: http://www.cosmax.com.cn/business/customer.asp; https://www.hknbc.cn/hz; http://www.intercos.cn/about.aspx)

As soon as the foundry has new products or packaging materials, the representative can quickly arrange and combine them, and new products will be iterated. Searching for "perfect diary" in the domestic non-special use cosmetics filing of the State Drug Quality Administration, as of the end of 2020, there were 158 pages of filing product information, a total of 2370 filing products, of which 1007 SKUs (Stock Keeping Unit) were filed in 2020 alone. In the product update iteration of Perfect Diary, it will eliminate those that do not meet the fashion trend of young people in time. By the end of 2020, the number of SKUs that have been canceled has reached 675, and the elimination rate has reached 30%. It can be seen that Perfect Diary has always maintained a high degree of product reserved category.

"Win by Quantity" Brand Matrix

Yixian E-commerce acquired the makeup brand Xiao Aoting in 2019, and released a new brand Wanzi Xinxuan in 2020. The two brands have grown rapidly with the help of Perfect Diary's

brand experience and channel resources. As of the first three quarters of 2020, the price ranges and marketing of its three brands are shown in (Table 3.2).

Table 3.2 - Price Range and Marketing of Yixian E-commerce Brands

	Perfect Diary	Xiao Aoting	Wanzi Xinxuan
Position	New Fashion Beauty	Trendy Makeup	Mild Skincare Products
Pricing	50-100 Yuan	60-150 Yuan	50-150 Yuan
Leading Product	Lipsticks, Eyeshadow Palette	Liquid Eyeliner, Blush, etc.	Skincare Products, beauty masks
Total sales	55.7 Billion Yuan	7.3 Billion Yuan	7.3 Billion Yuan

(Source: Collection of Internet Public Information)

The matrices constructed by the three brands are different in terms of target customers, product positioning, and price ranges. The brand operation advantages of Perfect Diary are also being applied to the two brands of Xiao Aoting and Wanzi Xinxuan. Xiao Aoting continues to launch the next "Perfect Diary" style hits on social platforms. Wan Zixin chooses to focus on private domain traffic to retain customers for repurchase. These operations are undoubtedly broaden the range of consumer groups and increase customer repurchase rate, and take the route of winning by quantity.

4. Channel Digitalization Marketing Strategy

The cosmetics industry is a typical heavy marketing industry. When consumers buy products, they will consider factors such as brand image, advertising marketing, and other people's recommendations. Therefore, marketing is an important part of brand management in the cosmetics industry. The key is to gain insight into the real needs of users then carry out precise marketing around user needs. Different from the dealer or agency model of traditional brands, Perfect Diary sells DTC (Direct to Customer) model directly to consumers. In this way, channel costs can be saved and the company's ability to control product prices can be guaranteed. In the Internet era, the color cosmetics industry is less differentiated and less difficult to process, so whoever can get traffic more efficiently will control the growth. Through a series of marketing tactics such as finding KOL promotion on social media and selling directly to consumers, Perfect Diary has become the most popular domestic makeup brand in just two or three years.

Public Domain Traffic

Perfect Diary's online platform covers mainstream e-commerce platforms, including Tmall, JD.com, Vipshop, and social platforms such as Douyin, Kuaishou, Bilibili, Xiaohongshu, etc. After collecting user data and analyzing it, Perfect Diary found that the post-90s generation have the following common consumption habits: On one hand, they dare to try and like new products; but on the other hand, for the products they like, they will spare no expense and have high loyalty.

Therefore, the product development and marketing of Perfect Diary are aimed at these young women, focusing on their pursuit of high cost performance.

In terms of platform selection, Perfect Diary started to register and operate Weibo and official accounts in 2016, February 2018 started to develop Xiaohongshu, these social platforms have gathered a large number of young female users, and users can learn makeup, dressing and other skills on the platform, which is very suitable for makeup brands to promote in the form of color test evaluations and makeup tutorials where there are up to 110,000 notes shared. On social media, Perfect Diary adopts the method of co-creating content with KOLs, leading ordinary consumers to consume, share and produce new content. In the traffic delivery, select stars and well-known KOLs, head experts, waist experts and junior experts to jointly produce and upload content, and use the fan effect to create a brand's explosive product, attracting ordinary users of the platform to follow the trend and upload it. Use tips and videos to create an atmosphere where everyone is using the Perfect Diary for branding and product promotion purposes.

In 2018, Perfect Diary entered the Douyin platform and Station B; at the end of 2018, it began to tilt towards Taobao Live again; in 2020, Perfect Diary entered Kuaishou. The above operations make Perfect Diary perfectly occupy all popular public domain traffic platforms. According to statistics, the number of fans of Perfect Diary on each platform is shown in (Table 3.3) below.

Table 3.3 - The Number of Fans of Perfect Diary on Each Platform

Domain Traffic Type	Number of Fans at the end of 2020 (Ten thousand)	Number of Fans at the end of 2021 (Ten thousand)
Perfect Diary Taobao site	1608	1878
Perfect Diary JD.com Site	271	496
Xiao Hongshu	194	379
Weibo	40	119
Tiktok	148.8	506
Station B	4.6	10.2
Kuaishou	590	723

(Source: Collected Through Online information)

According to the fans of number in each platform, they're increasing in every season as well as every year, especially on Tiktok and Kuaishou. Combined with the current rise of short videos, it fully illustrates the particularly high sensitivity of Perfect Diary on the public domain traffic platform.

Private Domain Traffic Management

After Perfect Diary uses public domain traffic to drain traffic, it then uses WeChat for private domain traffic, and accumulates relevant user data by interacting with fans in private domain traffic. The operation ecology of Perfect Diary in WeChat consists of 13 mini-programs, about 50 official accounts and a large number of WeChat groups. These WeChat operating ecology have built the unique private domain traffic of Perfect Diary. The beauty consultants in the various WeChat groups of Perfect Diary are collectively referred to as "Xiao Wanzi". They are active in the WeChat friend column of nearly one million brand consumers. They are an IP character created by a professional customer service team. In addition to sharing beauty products on a daily basis, she often chats with everyone in the group about topics such as food and life, just like an emotional friend. Surrounded by the atmosphere of amateur KOL personality (Xiao Wanzi) + community (WeChat group) + media (circle of friends), it can attract many users who are watching. After gradually getting familiar with and developing trust, members in the WeChat group can be urged to pay attention to the main products and promotions in the Perfect Diary applet, which not only encourages users to repurchase, but also destocks, collects user data, incubates new products, and establishes more contact customer relationship.

At the same time, there are a lot of high-quality content sharing, new product releasing activities, live broadcasts and lottery draws in official accounts and small programs, this creating a private domain traffic space in WeChat that integrates social platforms, live broadcast platforms, and e-commerce platforms, they completed a series of refined marketing activities in the private domain traffic space. Therefore, during the COVID-19 outbreak in early 2020, users who kept Perfect Diary in WeChat private domain traffic can still ensure that they will not lose contact, and can maintain stable growth when the total sales of cosmetics on other Tao-based platforms declines.

Dual Traffic Joint Conversion

Perfect Diary adopts the delivery method of "a small number of stars + many medium-sized KOL + amateur users" in Xiaohongshu, forming a PGC (Professional Generated Content), PUGC (Professional User Generated Content) and UGC (User Generated Content) content matrix to complete publicity and promotion. They also use the influence of brand spokespersons to complete the promotion on Weibo, and then complete the order on the e-commerce platform, and then divert the users who have completed the order to WeChat, and continue to interact with fans through WeChat groups, official accounts, small programs, etc., to ensure the repurchase rate of retained customers.

After the public domain traffic drainage and the private domain traffic accumulation, Perfect Diary has laid a solid foundation for the final accumulation of its own small data. About 20% of the staff in Yixian E-commerce headquarters are technical and data teams, and the identities of these 200 technical engineers are Similar to growth hacking, it mainly manages the accumulated user data

by classification, in-depth mining and precision marketing. They identify users' browsing records, interests and preferences, and add-on products through data, and collect users' consumption tendencies and purchase intentions. Then target different consumer groups to produce precised digital marketing content, automate distribution and organize special marketing activities.

The combined marketing system of public domain traffic and private domain traffic has organically completed the transformation from awareness to purchase and repurchase funnel, the whole process is shown in (Figure 3.1).
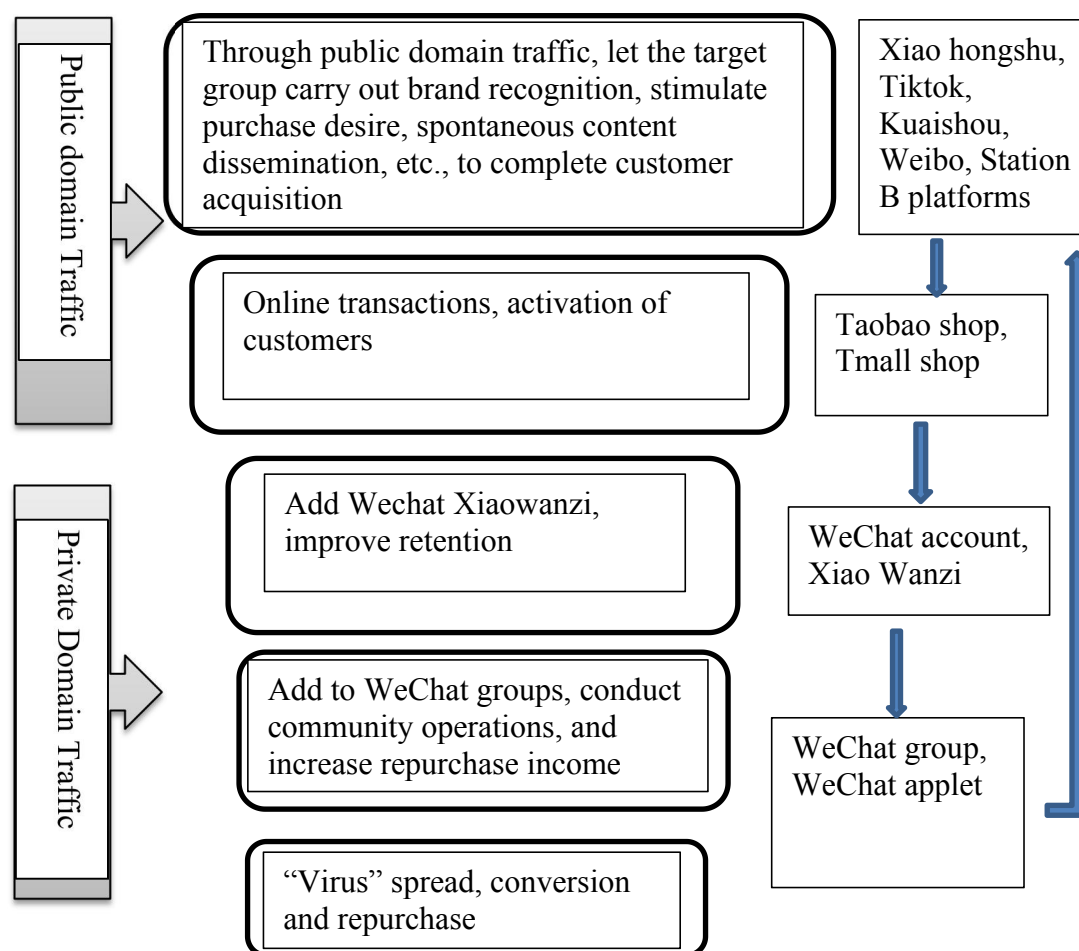
Figure 3.1 Perfect Diary Dual Traffic AARRR Conversion Funnel

According to a study by China Insights Consultancy (CIC), users who purchased Perfect Diary products for the first time from July to September 2017 had a repurchase rate of 8.1% as of June 2018. In 2019 and 2020, this figures increased to 38.9% and 41.5%, respectively. It can be seen that the combined AARRR marketing conversion of Perfect Diary public domain traffic and private domain traffic plays a very important role in brand repurchase.

Dual - Cycle Data Precipitation

In 2019, Yixian E-commerce began to comprehensively promote the new retail business, and began the new retail era of offline layout and new traffic. There are mainly two ways to precipitate the data traffic pool: one is the store shopping guide guidance, which guides consumers

who come to the store to scan the shopping guide's WeChat and add her/him as WeChat friends by scanning the WeChat code, in this way the consumers can get gifts or coupons; The other is online order guidance, after consumers complete their purchases online, a red envelope card will be attached to the package they ordered which guides consumers to receive red envelopes by following the official account, and then further guide to add WeChat customer service Xiaowanzi. Finally, Xiao Wanzi will bring customers closer to various WeChat groups of Perfect Diary.

In order to facilitate automatic synchronization of online and offline member data and more accurate member portraits, each offline store will require shopping guides to guide users to pay attention to Perfect Diary's official account and WeChat account, which will divert customers to the online space and eventually enter the private domain traffic space. Through the online and offline dual-cycle linkage, a traffic data pool for the sustainable operation of the system is built, and a dual-cycle digital operation system for offline stores and online e-commerce platforms has achieved.

The data precipitation of omni-channel scenarios makes the digital marketing of Perfect Diary more interesting. The online and offline scenarios are connected with "member ID", and the omni-channel marketing planning experience is innovated to make users more satisfied and members more sticky. Feng Qiyao, president of Yixian E-commerce New Retail Division, once said in a public interview that after the offline store was opened, 65% of the customers who came to the store were new customers and the unit price was significantly higher than online. The number of orders and sales in offline channels have increased significantly in the proportion of omni-channels. The total number of new retail stores of Perfect Diary in 2020 has already completed the target of 200 stores ahead of schedule, and the total number of stores is expected to exceed 600 in 2022.

5. Promotional Digitalization Marketing Strategy

The promotion method of Perfect Diary is quite special. In addition to the traditional promotion methods such as using KOLs to guide consumption on the Internet and discounts in the product portfolio, the uniqueness is also reflected in the selection of cross-border product co-branding and spokespersons, this kind of special and different promotion method has now been imitated by many brands.

Global Joint Digitilization

Based on the principle that everything can be co-branded, the Perfect Diary brand seeks all partners who can empower the brand and creates products and marketing contents in a timely manner to stimulate consumer interest and create surprises for consumers. Especially in the co-brand marketing, it pays close attention to social hotspots, and injects more connotations about culture and hobbies, this makes Perfect Diary to be able to achieve the reputation of the brand: "The Light of Domestic Products". The main co-branded products of Perfect Diary are shown in (Table 3.4) below.

Table 3.4 - The main co-branded products of Perfect Diary

Time	Co-branded Parties	Co-branded Products
October 2018	The British Museum	16 color eyeshadow palette
March 2019	Discovery Channel	12 color eyeshadow palette
May 2019	Metropolitan Museum of Art	"Little Gold Diamond" lipstick
August 2019	Actor Wen Qi	"Floating Light" series perfume
October 2019	"China National Geographic" Magazine	16 color eyeshadow palette
February 2020	Li Jiaqi	"Never Puppy" lipstick
September 2020	"Space Ideas" Brand	"Jade Rabbit" eyeshadow palette

(Source: Yixian E-commerce Official Site)

Various co-branded products not only bring consumers a new experience of make-up, but also precisely target the psychology of young consumers who like to try new things. These co-branded and novel products constitute the competitiveness of brand differentiated marketing. In particular, topics such as humanities, environmental protection, feminism, and pets that consumers in the Z era are particularly concerned about are selected, so that consumers have a strong social sharing motivation, so that co-branded products can stand out in the competition of beauty brands.

In addition to the new joint name, Perfect Diary is also gaining momentum in the choice of spokespersons. Before Double 11 in 2018, the advertising blockbuster shot by lip makeup spokesperson Zhu Zhengting appeared on the big screen of Times Square in New York; in 2019, before the 6.18 promotion, the fashion dynamic advertisement shot by the makeup spokesperson Lai Kuanlin appeared on the World Trade Center in Beijing, China, and in the Seventh Avenue in New York, USA., Dongdaemun of Seoul, South Korea; in 2020, Perfect Diary announced that Zhou Xun will be the first global spokesperson of the brand before the listing, and also cooperated with the first-line magazine "ELLE" to shoot a lipstick blockbuster starring Zhou Xun, which will be released on Weibo and Zhihu. Launched a screen-opening advertisement and arranged a number of Weibo hot searches. The purpose of choosing young traffic stars as spokespersons is to firmly grasp the main consumer groups after the 1990s and 1995s. Through the popularity of traffic stars and the high adhesion of fans, they can attract fans to pay attention to the Perfect Diary brand and buy products. And Zhou Xun, as the first "Three Golden Queens" in the Chinese film industry, and the first Chinese ambassador for Chanel, this approach, which is different from the cooperation with

traffic artists chosen in the past, reflects Perfect Diary's desire to improve its brand positioning——With Zhou Xun's influence, help yourself enter the global market.

Omni-channel Promotion of New Products

Perfect Diary's products are updated and iterated very fast. Almost every month, there will be major new products on the market, which will be promoted online and offline in an all-round way, creating marketing hotspots related to new products, and launching promotional activities. Online, according to changes in seasons or hot events, constantly update product recommendations, such as the "winter makeup calendar" for January-February 2020, and the promotion hotspot is "beginning of the new year, the makeup is ready", in order to promote the new products of the month cleanser and eyeshadow palette. Taking 2020 as an example, we will sort out the hot marketing slogans and monthly new products promoted by Perfect Diary on the official account and various e-commerce platforms, as shown in (Table 3.5) below.

Table 3.5 - Perfect Diary Marketing Hotspots and New Products in 2020

Months	Series	Slogans	New Products
January February	Winter Makeup	At the beginning of the new year, get ready to go.	Perfect Diary "Fatty White" facial cleanser; "Kitten Pan" eye shadow; "Puppy Pan" eye shadow.
March April May	Spring Makeup	Warm spring, a beautiful start.	Perfect Diary & Oreo: Cushion; "Velvet" Lip Glaze; Perfect Diary "Koi Plate".
June July August	Summer Makeup	Passionate summer, passionate pursuit.	Perfect Diary & 1664 Beer: Bistro Lip Glaze; Perfect Diary & Li Jiaqi: "Feather Satin" Powder; Perfect Diary & Illustrator: Second Generation "White Fatty" Makeup Remover.
September October November	Autumn Makeup	In the golden autumn, continue to shine.	"Golden Velvet" Lip Glaze; Perfect Diary "Jade Rabbit Plate"; "Small Heel" Lipstick; Perfect Diary "Little Deer Plate" Christmas Edition.
December	Year-end Finale		Perfect Diary "Crystal Window" Gift Box.

(Source: Perfect diary public account)

When new products are launched online every month, offline stores also have eye-catching picture advertisements in projections, large screens, posters and other locations, and new products are displayed on the booth in time. The National Day and Mid-Autumn Festival holidays in 2020 overlap. Perfect Diary and China's aerospace cultural and creative brand "Space Vision" jointly

launched the Jade Rabbit Eyeshadow Palette. This "Jade Rabbit" IP is set very cleverly. It has both the traditional Mid-autumn Moon-watching "Jade Rabbit", as well as the "Jade Rabbit" that can show The "Jade Rabbit Lunar Rover" developed by China's aerospace industry fully combines the inheritance of traditional culture and patriotism, which is very suitable for the atmosphere of the Mid-Autumn Festival and National Day. Perfect Diary further increased the influence of IP, and specially selected Shenzhen cocopark to create a pop-up store, creating an interactive experience full of technology, attracting consumers, fashion media and many KOLs to check in, and successfully set off a "Color-seeking Universe" topic, and put "Traditional Mid-Autumn Festival meets cosmic technology, and trendy beauty meets spaceflight" on the hot search.

Perfect Diary is through this online and offline omni-channel promotion, creating public opinion hotspots, and comprehensively promoting new products. Various promotional slogans and hot search topics have created a marketing atmosphere, while offline physical stores also provide full coverage. The directional experience scene makes consumers feel that the Perfect Diary brand is fashionable and interesting, the brand impression is continuously consolidated and deepened, the brand loyalty is also continuously improved, and finally the marketing efficiency is improved.

3.2 Problems that Arose in Digital Marketing

When the brand was in its infancy, Perfect Diary provided high-quality coverage for the audience of social platforms. In KOL communication and private domain traffic operations, the strategy of using the platform to target the audience can be regarded as a case, but when the platform audience is accustomed to this kind of marketing and promotion, the marketing strategy needs to be adjusted accordingly if they are bored or even contradictory.

1. Homogenization of Marketing Groups

In the era of traffic dividends, Perfect Diary uses the Internet public domain traffic to drain traffic, and then builds its own private domain traffic to guide customers to repurchase. And this kind of marketing strategies soon copied by some domestic cosmetic brands such as: Ke Laqi, Zhi Youquan, Hua Xizi, Zi Se, Ju Duo, etc.. The marketing groups of these brands also revolve around young female consumers aged 18-28. In addition, these brands also choose OEM and ODM for Original Equipment Manufacturer production. The marketing groups, quality control and R&D have become more homogenized. The only difference is marketing investment, and the domestic beauty market has begun to become more and more introverted. At the same time, well-known foreign brands have also begun to actively use e-commerce platforms, choosing KOLs to cooperate in publishing social content placement advertisements, and promoting and bringing goods in the form of live broadcasts, and these marketing strategies have also brought them a significant increase in sales.

With the increasing income of domestic consumers and the popularization of beauty knowledge, the minds of cosmetics consumers have gradually matured. Consumers' skin care and makeup needs are becoming more and more specialized and refined. If a brand wants to gain more consumer recognition and increase brand-level expansion, it is necessary to carry out refined marketing strategies to attract more new consumer groups , triggering the consumption impulse of more consumers.

2. Marketing Brand Labeling

The early marketing promotion of Perfect Diary allowed consumers to position Perfect Diary as a "marketing brand". Many consumers would directly equate Perfect Diary with "replacement of big brands", its brand recognition is average, and the user's mentality and brand potential are slowly built up. Many people choose it because of its cost-effectiveness. In the "Top 30 Makeup Brands from January to August 2020" released by Jumei, a new media platform in the cosmetics industry, the specific ranking of Perfect Diary is shown in (Table 3.6) below.

Table 3.6 - Top 6 Makeup Brands for January-August 2020

Shop (Brand) Name	Total Transaction Amount (hundred million)	Unit Price (yuan)	Brand Type
Hua Xizi Official Shop	15.04	168.62	Cutting-edge Brand
Perfect Diary Official Shop	12.68	97.69	Cutting-edge Brand
YSL Official Shop	9.44	473.31	Multinational Brand
Armani Official Shop	8.09	458.4	Multinational brand
MAC Official Shop	7.43	230.34	Multinational brand
3CE Official Shop	6.44	200.32	Multinational brand

(Source: Jumei Official Site)

Among the top six makeup brands, Perfect Diary has the lowest unit price. In 2020, Perfect Diary launched a new brand logo, successively chose Zhou Xun as the brand's global spokesperson and Troye Sivan as the brand ambassador, obviously wanting to enhance the brand image and expand the international market. Because with the upgrade of domestic consumption, the era of low price and volume will be gone forever, but facing the customer group who pursues cost-effectiveness, the transformation of Perfect Diary still needs to be studied.

Perfect Diary launched "Stiletto Heel" lipstick in 2020 with a packaging design similar to that of international brand Givenchy's lambskin lipstick. Perfect diary Tmall flagship store "Stiletto

Heel" lipstick is priced at 89.9 yuan per stick, with a net content of 0.8g, while the lambskin lipstick in Givenchy's official flagship store is priced at 345 yuan, with a net content of 3.4g, if we convert the lipstick price of 0.8g Givenchy is only 81.2 yuan. (Table 3.7) shows the parameter comparison of Perfect Diary "Stiletto Heel" Lipstick and Givenchy Lambskin Lipstick.

Table 3.7 - Parameter comparison of Perfect Diary "Stiletto Heel" Lipstick and Givenchy Lambskin Lipstick.

Compared Item	Perfect Diary "Stiletto Heel" Lipstick	Givenchy Lambskin Lipstick
Brand	China	France
Package Design	Gilt Tube body + white leather	Metal body + black sheepskin
Price (yuan)	89.9	345
Net Weight (g)	0.8	3.4
Color	14	25

(Source: Collected from online public information)

In the makeup market, consumers will have higher quality requirements even for higher price for lipsticks out of consideration for lip health issues. Perfect Diary's "Stiletto Heel" lipstick was mocked on the hot search because "the quantity is not worth it.". Under the Douban topic "Are the new products from Perfect Diary worth it?", everyone's comments were generally: it's not worth it, it's better to buy a big brand, it's not sincere, and the small-scale price fluctuations have already caused some consumers to be dissatisfied. Therefore, choosing a suitable transition breakthrough is an important strategy that Perfect Diary needs to deploy at the moment. How to seize the next traffic bonus and how to make the brand turn to the international high-end route are the challenges that Perfect Diary will face next. In order to gain more consumer recognition, Perfect Diary also need to try to take a more precise marketing route.

3. Over-marketing

According to the Yixian e-commerce prospectus and the 2021 financial report, from 2018 to 2021, the marketing expenses were 3.09 billion yuan, 12.51 billion yuan, 34.14 billion yuan and 40.06 million yuan, accounting for 48.69%, 41.28%, 65.28% and 68.6% of the year's revenue.

In 2021, the Yixian E-commerce operating income is 58.4 billion yuan, which is 8.6 times of 2018 year's operating income, but the the lost of the company is a lot more than their earns. That was because Yianxian E-commerce spent 68.6% of their income for marketing. The financial report shows that the rapid growth of marketing expenses mainly comes from three parts. The first part is the cost of advertising and discounts; the second part is the cost of offline experience stores; the third part is the increase in equity incentive expenses during IPO.

Perfect Diary knows that in the beauty industry, marketing is king, and implements this concept to the end in the omni-channel marketing network. The choice of this marketing strategy has indeed promoted the growth of Perfect Diary, but in Douyin and Kuaishou, etc. short video platforms, the intensive push of short videos of related brand content such as publicity advertisements has the opposite effect. Although high-frequency content push can increase the brand's exposure in a short period of time, excessive marketing sometimes reduces consumers' favor to the brand.

The proportion of Yixian e-commerce marketing expenses from 2018 to 2021 is shown in (Figure 3.2) below.
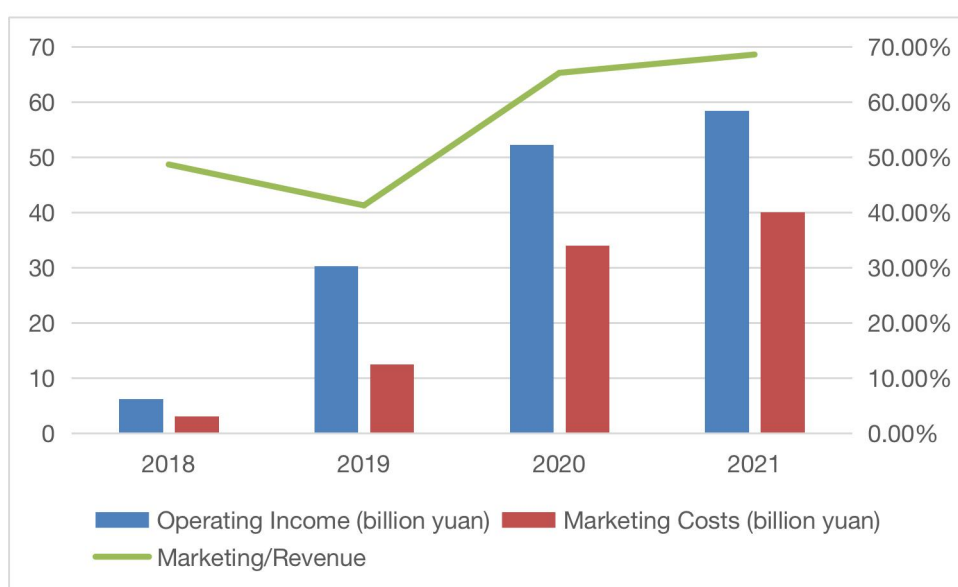
Figure 3.2 Proportion of Yixian E-commerce Marketing Expenses

(Source: Yixian e-commerce prospectus and the 2021 financial report)

Marketing expenses have already accounted for most of the cost. Data shows that in 2019, the R&D expenses of Yixian e-commerce only accounted for 0.8% of the revenue, approximately 23.18 million yuan. Comparing to the L'Oreal, of which the research and development expenses in 2019 were 914 million euros, accounting for 3.3% of all costs. L'Oreal has an average of nearly 500 product patent applications each year, while Yixian has only 15 patents, and all it is an appearance patent, of which 6 items are display racks and showcases, and the patent for product components is 0. The 2020 financial report shows that the research and development expenses of Yixian e-commerce that year were only 66.512 million yuan, a year-on-year increase of 186.95%, and the research and development expense ratio accounted for about 1.27%. Due to the lack of the most core R&D advantages, this model of light R&D and heavy sales will only be at a disadvantage in the increasingly fierce competition at the same position.

4. Less investment in R&D and lack of product innovation

Perfect Diary attaches great importance to the effect of marketing and the promotion of sales channels, so there is a serious lack of research and development. It can be clearly seen from the distribution of the staff management structure of Perfect Diary, as shown in Table 4-6 below, there are 249 marketing managers, 1196 professional beauty and makeup management consultants in the offline market, and online marketing There are 1,056 online customer service staff and 86% of the total number of marketing staff. Correspondingly, there are only 113 people in research and development, products and supply chain, accounting for only 4.3%. In 2019, the R&D project cost of Perfect Diary invested 23.18 million yuan, accounting for 0.8% of revenue, while Estee Lauder's first fiscal year 2020 performance report showed the cost of R&D project cost of 230 million US dollars, accounting for 0.8% of revenue. than about 1.6%. In contrast, Perfect Diary has an obvious trend of "emphasizing marketing and ignoring R&D". If domestic beauty products want to achieve sustainable development, products are the foundation. Only good products can be deeply rooted in the hearts of the people, and good products can gain public reputation, and only rely on marketing. Growth is not a long-term solution. We can see from the (Table 3.8) Perfect diary staff structure distribution below.

Table 3.8 - Perfect diary staff structure distribution

Staff title	Staff attributes	Staff number	Employees proportion
Marketing staff	Marketing department	249	10%
Offline Beauty Consultant	Sales department	1196	46%
Online sales and customer service		1056	30%
R&D/Product/Supply Chain	R&D technology department	113	4.3%

Perfect Diary cooperates with foundries to manufacture big-name replacement products and inspires to become "China's Estee Lauder", but if it lacks innovation and always takes the big-name imitation route, it will not be able to gain a firm foothold in such a fiercely competitive beauty market. , and the quality of products in the foundry mode cannot be guaranteed. In the face of the new retail beauty industry, the outstanding ability of domestic companies should be to continuously innovate and upgrade products and ensure product quality to continuously meet consumer needs, not just the ability to obtain traffic and the ability to fit user perceptions. Only by continuous innovation, Only by creating differentiated styles can we truly serve users and increase user repurchase.

In summary, Perfect Diary should, on the premise of ensuring product quality, increase product development and innovation, get rid of the title of "big name replacement", create its own brand style, and form its own brand concept.

5. Brand culture construction is weak

Perfect Diary still has a lot of shortcomings in terms of brand connotation and cultural construction. Once a new beauty company with strong capital enters, Perfect Diary is likely to be overtaken. In the era of Internet marketing, the difficulty of beauty companies is that they can continue to attract consumers and keep them in the case of accelerated product iterations, not just creating a hit. In 2018, a new brand HFP emerged in the TOP10 of China's Tmall Double Eleven beauty promotion brand event, but in 2019, the TOP10 has been far from being seen, and it has been replaced by the perfect diary. Huaxizi participated in Double Eleven for the first time in 2019 and sat on the throne of TOP6 makeup, which shows the rapid update speed of domestic beauty companies. The attractiveness and influence of various well-known foreign brands to consumers is quite stable, such as Lancome, L'Oreal, Estee Lauder, OLAY, SK-II are the top five Tmall beauty makeup. The brand itself not only reflects the external value of brand product quality, but also carries many cultural elements in various aspects such as personal emotions and cultural fashion. Therefore, when the enterprise enters the high-quality development stage, brand image building will gradually become a necessity.

In summary, Perfect Diary should devote more energy to the construction of corporate culture, build its own brand story and brand concept, and resonate with users, so as to continuously gain user recognition and achieve long-term and stable development.

6. Difficulty in developing offline channels

According to statistics, there are about 250 million women aged 18-25 in the country, and after removing makeup-free and high-net-worth women, there are still about 120 million. With the rapid development in the past two years, Perfect Diary has reached nearly 40 million consumer users , the coverage rate is about 35%-40%. It can be seen that the traffic of Perfect Diary's online channels has basically reached the ceiling, and the room for improvement is basically limited. Moreover, the number of users of Perfect Diary's online channel has also declined. Before the launch in November 2020, the number of fans of Xiaohongshu, the main channel of Perfect Diary, was close to 2 million, but it has been on a downward trend since then.

Under the circumstance of limited online channels, Perfect Diary began to expand offline channels at the end of 2019. However, compared with online channels, it is not easy to develop offline channels. Currently, there are three main problems: first, offline channels The promotion process of the experience store will be relatively slow, because the store is affected by many factors such as design, decoration, opening adjustment and so on. Moreover, the offline channel market is

very mature, and it is time-consuming to highlight the differences. Second, the products in the offline experience store should be rich, otherwise it will affect the offline experience of consumers, and they cannot get a full sense of experience after entering the store. This requires Perfect Diary to have more and more complete product structures, rather than relying on one explosive product to support the entire experience store. Third, because online and offline belong to two channels after all, their operation methods and marketing strategies are also different. This also requires Perfect Diary to have different professional teams for the online and offline channels. Operation, and the expansion of offline marketers is undoubtedly another labor cost, and it is also a big challenge for the perfect diary that continues to keep low prices.

To sum up, the current online and offline channels are both important challenges for Perfect Diary. First, Perfect Diary should firmly grasp the user traffic accumulated online in the early stage, and secondly, the development of offline channels should be steadily under the long-term planning of the enterprise. Promote, increase product categories, enrich product lines, and formulate relevant strategies suitable for offline promotion.

3.3 Optimization Suggestions in Marketing Strategy

As a "leading horse" of domestic cosmetics, Perfect Diary has won many praises since its establishment. However, according to the above research and analysis of its current situation and problems, it can be seen that Perfect Diary has been established for a short period of time, and has not yet formed its own brand concept and stable market position. It is necessary to continuously adapt to the market demand in the new era in combination with the rapid development of the Internet. It is necessary to continuously innovate different consumer groups according to the strategic goals of market positioning, and to upgrade and change in terms of products, prices, channels, and marketing.

Combining the development opportunities in the external marketing environment of Perfect Diary in we have talked about, in view of the disadvantages and threats in the current digital marketing development proposed in this chapter, with the help of the SWOT matrix analysis method, continue to highlight its own advantages in the marketing strategy, adjust the shortcomings of the strategy, and we can get the Perfect Diary marketing strategy optimization SWOT matrix analysis in (Table 3.9) shown below.

As the market gradually matures, the dividend period subsides, and the consumer structure of color cosmetics products is upgraded, high-quality products will become the mainstream of market consumption, and the development of national high-end brands is an inevitable trend in the development of China's cosmetics industry. Perfect Diary, as the first listed makeup brand in China, how to make good use of the special period of "lipstick economy" in the epidemic environment to develop strong, the current digital marketing strategy still needs to be further optimized with the

situation. According to the SWOT matrix, the optimization suggestions are analyzed, and in general, there are three directions of optimization suggestions.

Table 3.9 - Perfect Diary marketing strategy optimization SWOT matrix analysis

	Strength	Weakness
Internal Capacity External Factors	1. Built good brand reputation, digital marketing. 2. Joint marketing, KOL promotion. 3. Has own public/private traffic domain. 4. "Unbounded" intelligent marketing	1. Over marketing 2. Brand recognition is not high 3. High cost of offline layout 4. Brand doesn't have innovative new products
Opportunity	SO	WO
1. Increasing consumers' cosmetic demand 2. Covid has accelerated the digital economy 3. Domestic brand has bright future	1. Expand target consumers to men and elder people. 2. Increase brand recognition by cross-boarder co-branding.	1. Make full use of offline marketing, increase sales. 2. Develop high-end products.
Threat	ST	WT
1. Homogeneous products increase, competition involutes. 2. International brands also entered Chinese online marketing. 3. Consumer income has increased, beauty knowledge has been popularized, and consumption has been upgraded.	1. Use offline new retail to build a "body "experimental" competition barriers. 2. Positioning the national trendy excellent products and highlighting the product literature change.	1. Develop traditional holiday gift box products, using traditional culture attracts more targeted consumption By. 2. In marketing promotion, go "storytelling" route, soft advertisement placement, dissemination of brand text promote at the same time.

1. Open Up New Customer Groups

There is still a gap between Chinese make-up brands and world-class make-up brands. Perfect Diary needs to constantly iterate products to capture traffic, and to capture the hearts of customers through refined marketing. Perfect Diary now has a certain brand appeal. To attract new high-end users with stronger spending power, they need to launch high-end series of products to enhance the brand image and occupy more market share.

Chen Yuwen, co-founder of Perfect Diary, once said that the company will continue to introduce different styles, different price bands and different styles. Brands and products with the same effect continue to meet new needs, reuse online traffic, increase consumer stickiness, reduce customer acquisition costs, and increase consumer order volume.

In 2018, in the "China Gender Consumption Trend Report" jointly released by Vipshop and JD.com, de-gendered consumption was proposed for the first time. With the improvement of male image management awareness, the traditional gender boundary of consumption is gradually blurred. Among young groups such as the post-90s and post-95s, the trend of de-gendered consumption is more obvious, and men will actively pursue fashionable styles and exquisite makeup. According to data jointly released by Tmall and Cainiao, the double eleven in 2020 during the period, men's consumption of imported color cosmetics products increased by 30 times year-on-year. The growth trend of the male makeup market is increasing year by year, and it has become the backbone of the high-end consumption field. In the next 5-10 years, the niche male makeup and skin care phenomenon will become more and more common, and the male makeup market may surpass women to become the main force of market consumption.

With this consumption trend, color cosmetics marketing should be adjusted. Perfect Diary can pay more attention to male groups and break through the male market with the help of mature product lines. In terms of marketing strategy, grasp the young people's pursuit of individuality and self-confidence. In the characteristics of constraints, packaging design, advertising copy, KOL communication, etc., blur the boundaries of gender, meet the young people's pursuit of makeup without falling into the stereotype, stand out from the crowd, and show their own needs; in marketing channels, use mature operations. The private domain traffic of the company will promote the "de-gendered makeup" launched to the original female customers, prompting them to buy for their boyfriends or family members, and increase the repurchase rate; in terms of brand positioning, through de-gendered marketing, it can also appropriately launch a series of high-end brands to seize the high-end male makeup market.

2. Positioning New National Trendy Premium Products

The sudden arrival of the new crown epidemic in 2020 has brought about tremendous changes in international politics and economy. China is an export-oriented country, its foreign trade dependence is 31%-32%, and the current international epidemic has led to a sharp contraction in

external demand and a global economic recession; as the country with the largest population in the world, China has a huge domestic demand market, while the domestic epidemic situation is basically under control, people's working and living environment tends to be normal, and consumption is on the rise, which further increases the proportion of the domestic consumer market. In this context, China has proposed a new economic pattern in which the domestic cycle is the mainstay, and the domestic and international dual cycles promote each other. The introduction of the "dual circulation" policy has ushered in a new development opportunity for the beauty industry. The capacity of the domestic market will expand, the consumer population will sink further, and the market for cost-effective products will further expand; the domestic economy will further recover, changing the sluggish consumption caused by the epidemic, and the scale of consumption will rebound; the international epidemic has repeated, and the proportion of online shopping will increase, the advantages of Chinese manufacturing allow Chinese products to easily fly all over the world.

Therefore, Perfect Diary can consider the following factors to better match the product and the market: for the consumers who favor international brands will further strengthen their confidence in China and their pride in the nation and culture under the epidemic. Cultural consumption will be improved, and the further upgrade of domestic high-end products will be accelerated; the national pride after the epidemic has been unprecedentedly improved, taking cultural consumption as the positioning concept, using consumers' cultural identity and feelings, using national and local intangible cultural heritage materials, from packaging to product ingredients, it has played a role in occupying cultural consumer groups; as short video platforms such as Douyin and Kuaishou gradually become sinking the main daily entertainment of market consumers, the placement of soft advertisements on the short video platform for beauty tutorials, KOL planting, product promotions, love gifts, etc., constantly cultivate the consumers' awareness of makeup consumption in the sinking market, and stimulate their consumption impulse.

3. Brand Cross-border New Empowerment

Perfect Diary has attracted many young consumers with the help of cross-border co-branding, but Perfect Diary has been established for a short time, there is still a gap between the product influence and the old foreign brands of make-up, and the customer loyalty is not enough. With the help of the current "national trend" fashion, Perfect Diary can cross-border marketing with "time-honored" brands, make up for its shortcomings as a new brand, enrich its brand heritage and connotation, and occupy the minds of users by outputting content into purchasing power.

Through cross-border innovation with "time-honored" brands, it can not only capture the nostalgic post-70s and 80s, but also attract fresh 90s and 00s. The current consumer group of Perfect Diary is mainly women, and there is also a great consumer demand for accessories, bags,

and clothing. In the next step, the Perfect Diary brand can combine related brands to make some influential cross-border products, especially cross-border with time-honored brands, increase diversified interactions, and satisfy young people's curiosity through fashion customized products, which can increase the stickiness of brand users; at the same time, it can also expand the popularity among middle-aged and elderly high-end consumer groups, which can not only increase the stickiness of original consumer groups can also expand brand awareness, capture more potential consumption power, and broaden consumer groups.

4. Improve Product Quality

As an emerging domestic makeup brand, Perfect Diary is often criticized by consumers for its product quality and sense of use. Such as: although it is "cheap", but "good quality" still needs to be improved. It should be recognized that the quality of the product will have a great impact on the repurchase rate and brand reputation.

To increase consumption and brand recognition, Perfect Diary firstly: should increase investment in research and development. The cosmetics industry is a technology-intensive industry with relatively high requirements on technology and machinery. Only mature technology and high-quality machines can produce good products. Secondly: should establish consumers feedback platform. Receive and analyze the feedback information of consumers in real time, make solutions to problems and implement them on the product, improve the sense of use of the product, and let consumers' feedback be responded, too. Thirdly: should establish applicable to the company's total quality management system. Fourthly: should establish a strategy of full participation in total quality management, and adopt incentive policies to encourage all employees to participate in quality management control work.

5. Increase Consumers' Favorability

With the excellent omni-channel network marketing and promotion strategy, the brand has successfully transformed from a small brand with only three years of growth to a representative of today's cutting-edge beauty brands. The marketing and promotion strategy of Perfect Diary is undoubtedly successful. With the emergence of a new social model, the rational use of the most popular social platforms such as Douyin and Xiaohongshu is carried out. Through the marketing and promotion strategies on major social platforms, consumers' awareness of the brand has been continuously deepened, and brand building has been successfully carried out and provided references for other domestic beauty industry brands. However, a large amount of marketing investment is no longer suitable for the subsequent development of the brand, but will damage the brand image that Perfect Diary has worked so hard to maintain in the hearts of consumers. Overuse of marketing tactics can only backfire. Therefore, Perfect Diary should appropriately reduce its marketing efforts on the Douyin platform to avoid numbness and resistance when users see frequent

brand promotion content. At the same time, balance the proportion of brand marketing investment and product research and development expenses, and create a marketing model that focuses on products and supplements marketing. In terms of public domain traffic, Perfect Diary should reduce its marketing efforts and push it at a moderate frequency. Give full play to the advantages of building community IP and strengthen content operations in the private domain module, so that consumers no longer reject the output of their corporate culture and product concepts, and gradually accept them from the senses. Perfect Diary can't use marketing too often to shape the brand image, but should focus on the product and the customer. The essence of modern marketing is customer-oriented. If only brands can only truly focus on customers, then can attract customers and retain customers.

6. Optimization Strategy Interview and Analysis

In order to understand the customer's reaction after the digital marketing optimization design of Perfect Diary Makeup, and to determine whether the direction of the optimization proposal is feasible, the author conducted several in-depth interviews on the optimization proposal. The interviews were all open-ended question interviews, in which the interviewer asked questions and the interviewees answered freely. The content of the specific interview outline is shown in the "Appendix B Perfect Diary Marketing Strategy Optimization Interview Outline" in this thesis.

Regarding the interview on the optimization of the marketing strategy of Perfect Diary, the author carefully screened interviewees with representative age groups and occupational identities. By asking questions according to the interview outline, the consumers interviewed were asked for their opinions on the optimization of marketing strategies. The main contents of the conversation are listed in (Table 3.10) below. Considering that make-up products are relatively private, in order to ensure that the interview effect is more objective and true, the selected objects are all friends and family members who are familiar with the Perfect Diary brand products and also familiar with the author.

Table 3.10 - Perfect Diary Marketing Strategy Optimizing Interviews Fragment

Interviewee's identity and age	Marketing de-gendering	National tide product positioning	Brand cross-border
High school student 17 years old	It's cool to use neutral-style makeup on your own.	After the epidemic, got better impression of domestic products.	Will pay attention to co-branded products, and brand models with logo-designed accessories look good.
Freshman graduate student 22 years old	Will give makeup as a gift to	Personally, prefer Hanfu, will support more traditional	Perfect Diary has always been perfect in design, and I'm willing to pay for cross-border

	boyfriend.	cultural designs.	design.
Office worker 28 years old	It doesn't matter, as long as the product is good.	Like the cultural design and also willing to pay for it.	I hope they can design cross-boarder fashionable accessories. After all, a little bit of happiness is needed in the working environment.
Mid level of the company 35 years old	The neutral design is high-end, and know this brand well, and will choose suitable products to gift to the opposite sex.	It is the best to be able to achieve excellent products, but for now, let's wait and see. Personally, I pay more attention to the product itself.	If the cross-border cooperation brands are relatively high-end, will definitely be willing to pay as the design is also a reason for purchasing
Full time mom 38 years old	Can buy it for family, I hope my husband will also pay attention to his image.	Domestic products have been doing very well in recent years, and they are cost-effective, will pay more attention to it.	I will try, but I will go online to find out in advance and see if I need it.
Public official worker 45 years old	Not too sure what de-gendering looks like in marketing.	Will pay attention to domestic products, and give priority to domestic products.	I will pay attention, but I hope the design is simple and atmospheric, and it will not be too unusual to wear and use.

In the premise of the interview, the interviewees all have a certain understanding of the Perfect Diary brand, and are female consumers who have purchased and used it; during the interview process, because the interviewees are friends or family members, they are not worried about privacy due to participating in the interview. The interview questions are mainly the thoughts after the optimization of the brand's marketing strategy, and the interview results can verify the feasibility of the optimization suggestions to a certain extent. Through interviews, it can be seen that in different customer groups, de-gendered marketing, positioning of national tide products, and brand cross-border will allow customers to discover more concerns. The de-gendered marketing

method can attract existing customers to choose familiar brands of make-up and skin care products as gifts for their relatives and friends, and invisibly develop new customers. For consumers under the age of 30, low-price + high-frequency products are conducive to rapid turnover, attracting customers to try new products, and increasing sales; the positioning of national tide products also pinned domestic consumers' desire for domestic products. The transformation from manufacturing to "intelligent manufacturing" is also in line with the trend of national supply-side structure optimization, and supplemented by the promotion of themed culture and the placement of product peripherals in different festivals, it is more helpful to enhance the brand Image, to capture the brand recognition of consumers; cross-border marketing with brands, can give full play to the original design advantages of Perfect Diary brand, maximize the benefits of "face value economy", and choose "time-honored" brands at the same time, can increase brand credibility, and can empower to attract high-quality customers. Based on the main points of the interview, it can be seen that the marketing optimization strategy based on the SWOT matrix analysis can indeed break through the current problem of product marketing, help the product develop the market, ease the pain during the transition period, and can help adjust the product positioning of Perfect Diary and the digital marketing promotion of precise brands direction.

Conclusion

Perfect Diary has achieved great success through digital marketing and took the lead among many domestic beauty brands to go public in the United States. Perfect Diary, as a new domestic brand, uses digital marketing strategies to quickly go public. In marketing, it makes full use of public domain traffic to drain, private domain traffic to retain and repurchase, and fully interact with potential energy. Then further deploy offline new retail from online to omni-channel to shape the brand and expand more incremental space.

Perfect Diary is a typical example of domestic makeup brand which got great profit by using digital marketing strategies just in few years (from established period to entering the marketing period), the performance of Yixian e-commerce mainly comes from the contribution of the Perfect Diary brand. In 2018-2019, more than 97% of the company's revenue came from the Perfect Diary brand, and in 2020, the Perfect Diary brand accounted for 79.8% of its revenue. But there are still existing problems in digital marketing strategy in Perfect Diary. Here are some suggestions and conclusions in how to optimize the current digital marketing strategy to attract more customers to increase the profit.

1. Differentiated and Precised Positioning

After all, the customer base is limited and fixed, and the homogeneous marketing strategy will only reduce the profit, and the differentiated positioning of the brand is particularly important. Perfect Diary's "beauty without limit", Huaxizi's main "national style aesthetics", brand features like this one that can be associated with the brand name are very attractive. If domestic make-up brands want to gain more profit and growth space in the increasingly fierce and diversified market competition in the future, they need to form their own unique differential advantages and establish brand competitiveness. For the domestic make-up market, the increase in per capital disposable income and the change in people's concept of make-up have led more Chinese consumers to pursue complete make-up procedures and professional make-up products, especially those in third- and fourth-tier cities and the awakening of the consumption consciousness of men's makeup has made the Chinese market have incomparable potential, and it is also the precise marketing group that domestic makeup should focus on.

2. Multi-brand Empowerment Operations

The multi-brand matrix can help beauty brands achieve more sustainable development of benefits, and brand grouping will also be an inevitable choice for new domestic beauty products across the life cycle. Beauty companies also follow some development laws of the consumer goods industry, and each stage can have a clear strategy to do it. In the initial stage, company can get out of the circle by selecting a good category, doing a good job in marketing, and incubating explosive products; in the development stage, company can reuse the methodology of a single explosive

product, extend the category, and create a product matrix of different categories, in order to better undertake the traffic brought by marketing, increase the unit price of customers and the frequency of repurchase, and realize the transformation of sales revenue; at the stage of rapid development, the development strategy of brand grouping is required, and different groups of people are focused through different brand differentiation price bands. Through the trust established by the brand and consumers, the brand influence will be continuously built, and with the brand influence, combined with the overall operation capability, continuous iteration and improvement, it will take a long time to cross the brand life cycle.

3. Omni-channel Linkage Marketing

Attract customers through advertising in public domain traffic, KOL delivery, offline new retail and other channels, use WeChat's private domain traffic to retain customers, increase user stickiness through reasonable means to obtain long-term benefits, to establish a brand image, and achieve Online and offline linkage of omni-channel customer acquisition. Through the online and offline dual-cycle linkage, the data of omni-channel scenarios is accumulated, and omni-channel marketing is innovated to improve user retention, increase the repurchase rate, and make the brand stickiness.

In summary, with the development of China's economy and the improvement of residents' income, the ability of the public to consume cosmetics has also rapidly increased. With the rapid growth, consumers of cosmetics products in China not only pay attention to the brand, but also pay more attention to the quality of the product and the degree of fit with their own style when choosing a product, in this form, China's domestic make-up brands should continue to innovate while adhering to their own advantages, continue to refine consumer operations, expand multi-brand matrix, and in-depth data-driven research and development, which will be the main direction of future make-up industry marketing.

Domestic beauty brands represented by Perfect Diary should increase investment in research and development, improve product quality, and enhance product creativity on the basis that consumers have a good sense of product use, so that products have personality and warmth, so as to attract consumers' attention. In terms of marketing, emerging cosmetics brands should pay attention to the combination of public domain and private domain, online and offline, and expand new marketing channels.

Combined with the conclusions of this article on the need for differentiated and precise positioning, multi-brand empowerment operations and omni-channel linkage marketing in the digital marketing of makeup, how to make specific adjustments in terms of products, prices, channels and promotions, and direction of the research, will be the next step. Especially as the short video platform has become the next important channel for traffic drainage, what type of marketing

content should be produced in channel marketing, which users should be accurately delivered, and how to deliver it to achieve the purpose of effective drainage are also the directions that need to be focused on at present.

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APPENDIX A

Perfect Diary Digital Marketing Survey Questionnaire

Perfect Diary Digital Marketing Survey Questionnaire
Dear Perfect Diary Consumer: Hello! Thank you for participating in this survey on the current situation of digital marketing of the domestic beauty and makeup perfect diary brand, and for helping me complete the research topic of my graduation thesis. This questionnaire is anonymous. Please read it carefully and answer it according to the actual situation. This questionnaire is only used for this research and analysis, and does not involve personal privacy. There is no need to worry about the security of personal information. Thank you again for taking your precious time to fill in.
1. Your age: 15~25 years old 26~35 years old 36~45 years old 46~55 years old
2. Your occupation: Student Company staff Public officials (civil servants, public institutions) Freelancer Merchant Entrepreneur
3. Where did you learn about Perfect Diary? (Multiple Choice) Social network (such as Weibo, WeChat, Xiaohongshu, etc.) Shopping website/APP Newspapers and magazines Online video sites (such as B War, Douyin, Kuaishou, etc.) Physical store A friend recommended Recommended by beauty bloggers Others
4. Which channel did you purchase the Perfect Diary product from (multiple choice) Offline store

Shopping website/APP
WeChat applet
Drainage from other platforms
5. The main reasons for your purchase/repurchase of the Perfect Diary product (multiple choice) Brand awareness Package Design Promotions Effect Joint topic
6. What do you think are the two highlights of the Perfect Diary branding that stand out (choose 2) Big brand replacement prices Promotion of the platform High-quality packaging design The attraction of co-branded topics

APPENDIX B

Perfect Diary Marketing Strategy Optimization Interview Outline

Perfect Diary Marketing Strategy Optimization Interview Outline
Question 1. What is your age and current status?
Question 2. If Perfect Diary was advertised as de-gendered and the product packaging was in neutral tones, would you recommend the product to male friends?
Question 3. For the positioning of national tide products, do you like the packaging of national tide elements, and are you willing to pay for the national tide culture?
Question 4. If Perfect Diary and "time-honored" brands produces cross-border products (accessories, bags, etc.), would you like to try them?

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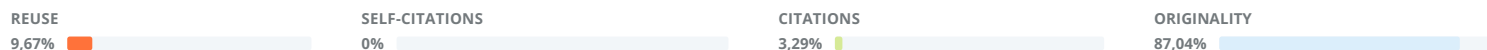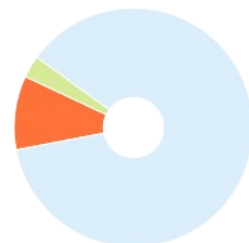
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