

# New Media Marketing Strategies in the Beauty Industry based on KOL

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## Abstract

This paper expounds the connotation and development of KOL and new media marketing, analyzes the current situation of KOL in the beauty industry, and puts forward three types of KOL in the new media marketing in the beauty industry, including star KOL, vertical KOL and pan-entertainment KOL, as well as the characteristics of different types of KOL. At the same time, the identification index and process of KOL and how to cultivate beauty makeup KOL are proposed. Enterprises in the industry of beauty cosmetics can use the power of KOL to promote marketing activities, draw E-commerce, strengthen brand reputation, provide professional product guidance, analyze user behavior, carry out precision marketing and stimulate the Long Tail Effect of the consumer market.

## Keywords

KOL; New Media Marketing; Beauty Industry.

## 1. Introduction

Key opinion leader (KOL) was first proposed by communication scholar Lazarsfeld in the 1940s. In consumer behavior, it refers to the person who filters, explains, or provides information for others. This person has more knowledge and experience of a certain kind of products or services because of his high degree of continuous attention. It has the characteristics of wide social scope, quick acceptance of new things, and enjoying a certain reputation in the crowd. Under the Internet wave, a large number of KOLs have emerged in various industries, which have had an important impact on people's ideas, attitudes and consumption habits.

New media marketing refers to the use of mobile Internet technology to publicize the brand, value, or promotion information of enterprises for the services, products, and other contents provided by enterprises with the help of new media platforms such as short video and live app as marketing channels. The main forms are social platforms (such as Sina micro-blog, Xiao Hong Shu), and video platforms (such as TikTok, Huya). New media has brought unprecedented opportunities to beauty marketing with its characteristics of diversity, interaction, and popularity.

## 2. Types and Characteristics of KOL in Beauty Industry

### 2.1. Star KOL Represented by Stars, Online Celebrities

Star KOL has a loyal fan base and traffic appeal, high exposure, and a wide communication range. Among all KOL categories, star KOL is more suitable for topic initiation, with the most significant influence on performance and marketing value. In terms of content creation, it is mainly made by brand owners or agents, with high quality, but long cycle and high cost; Secondly, it is mainly Display advertising, a traditional form of advertising that directly introduces the content of a product or service, which has the effect of dominating the screen,

but it is easy to be excluded. In effect evaluation, the conversion rate is low and difficult to measure. At the same time, its marketing cost and risk are also higher, so it is particularly important to select the appropriate star KOL. Generally speaking, in the selection process of star KOL, it is mainly necessary to match the marketing objectives with three aspects: star persona, fan portrait, and hot spot, to select a more suitable star KOL for marketing cooperation.

## **2.2. Vertical KOL Represented by Professionals**

Vertical KOL has deep influence, which can provide more reliable and professional guidance, and is more suitable for disseminating profundity of content. Although their number of followers cannot be compared with stars and online celebrities, they have a closer relationship with followers, and the content discussed in the vertical industry is deeper and more frequent. Therefore, an accurate audience can successfully guide consumption and become one of the most effective ways for brands to communicate with consumers. In terms of content creation, it is mainly KOL personal shooting, with high production and optimization efficiency and low cost; Besides, advertising and content are highly combined, and creative implantation is highly personalized. In effect evaluation, it can be combined with E-commerce to achieve the purpose of high conversion rate and easy measurement.

## **2.3. Excessive Entertainment KOL Represented by Folk Bloggers**

Excessive entertainment KOL has a wide audience but poor stickiness. It can be used for information diffusion and leading interactive topic participation. Their identity background is closer to followers, they have more time to understand products, and they can communicate with consumers better. In terms of content creation, it is also mainly shot by KOL individuals, with low cost; In effect evaluation, the conversion rate is low and difficult to measure. Excessive entertainment KOL is suitable to share and spread interactive topics through all channels in the detonating period of the marketing process, to detonate the topic discussion.

## **3. Identification and Cultivation of KOL in Beauty Industry**

KOL's social media marketing is a strategy to assist sales promotion launched by E-commerce on social media. Its important idea is to create brand value in the Internet era and bring emotional value to users with the help of the interaction between KOL and users. Through the personal charm of KOL, guide users to generate purchase behavior and UGC (user-generated content) behavior, so that the brand concept can be recognized in social media. At this time, the role of KOL such as beauty bloggers is to build a convenient bridge for information exchange between enterprises and consumers, making use of their accurate positioning of consumer needs and rapid liquidity, as well as the advantages of creating explosive products in the industry to meet the needs of consumers and brands.

### **3.1. Identification of KOL in Beauty Industry**

With the further development of social marketing, more and more enterprises begin to pay attention to KOL and invest a lot of budgets. Relevant data show that the market scale of KOL marketing is between 600 billion yuan and 100 billion yuan, and it is growing at a rate of more than 100% every year. It can be seen that the volume of KOL is very large. How to select high-quality KOL that can achieve the expected marketing effect is a complex process. Therefore, this paper selects the main identification indicators to analyze the identification process of KOL.

Before launch, KOL's background investigation needs to be done well to screen and filter bad KOL. First, understand the number of KOL followers and the number of real followers after removing paid Internet trolls, so as to ensure the effective contact times of real people; At the same time, it is necessary to judge whether KOL's followers are consistent with the audience of the product; It is also necessary to analyze the attributes of KOL, judge its fit with the product,

whether it is suitable to recommend the product, and measure the coincidence degree between KOL and similar KOL followers, so as to select the appropriate KOL pre selection list.

**Table 1.** Identification of index

	First-level index	second-level index
Before advertising	Number of followers	statement follower number
		follower growth rate
	follower persona	age distribution
		geographical distribution
		Purchase power
	Identification of KOL	Coincidence with similar KOL followers
		Fit with products
Advertising	quality of Content	update frequency
		like number
		comment number
	quality of followers	active degree
		loss rate
After advertising	Platform heat	Playback volume
	Business capability	Conversion rate of follower payment
		ROI

During the launch process, it is necessary to monitor KOL activity data in real time, timely present quantitative index information such as exposure, click, like and comment, analyze fan attributes and interactive content by using various dimensions, and summarize the real-time performance of each KOL. The combination of quantitative and qualitative methods is used to assist the data science research results and ensure the authenticity and effectiveness of launch quality and effect evaluation.

After delivery, we should spit out the old and receive the new to form an efficient KOL combination. According to the data, find the appropriate KOL regularly and eliminate the inappropriate KOL. At the same time, KOL is analyzed by identifying indicators and adding time trend changes to analyze its historical data performance, and KOL with good recent performance is preferred. Finally, combined with the launch purpose and budget, an efficient KOL launch portfolio is determined.

### 3.2. Cultivation of KOL in Beauty Industry

#### 3.2.1. Strengthen KOL's Professional Knowledge Learning

According to the relevant survey, a beauty blogger can win the favor of the audience, in large part because she can explain a beauty product very carefully and put forward some applicable suggestions from a professional point of view. For example, during the live broadcast, Li Jiaqi will give a single detailed introduction to the product, such as a detailed description of the product's packaging, texture, color, taste, apparent chroma, sense of use, etc., and give the reasons for recommendation. If there is a very satisfactory lipstick, he will say some seductive language and have a very accurate copywriting marketing language, such as "OMG, buy it!". Therefore, it is necessary to cultivate the ability of KOL product identification and comprehensive explanation. At the same time, KOL should have a good cooperative relationship with brands, be able to obtain new information about beauty products at the first time, and spread the latest news to ordinary audiences, which can meet the psychology of young audiences to catch up with the trend to a certain extent. Finally, KOL should actively contact

professionals and have a professional understanding of some beauty knowledge, so that the information they spread can be more recognized by the audience and meet the audience's learning psychology.

### **3.2.2. Improve KOL's Media Literacy**

In the era of "Internet plus", KOL want to have a large number of followers on the Internet platform, they must be good at using the Internet to spread and distribute information, and feel more sensitive to the changes of network environment and make corresponding adjustments in time, so as to attract the attention of the audience with the best way of information dissemination. Such as cross platform Association and frequent interaction with users. At the same time, in order not to be forgotten under the fast pace of life, KOL needs to have the professional media literacy required by professional media people, constantly improve its own media literacy, meet the changing tastes and pursuit of the audience, and select appropriate communication channels according to different content forms.

### **3.2.3. Improve KOL's Service Awareness**

Beauty products are different from other products. They are in direct contact with human skin and may cause allergies and endanger health. Therefore, in order to make the audience worry free when buying products, beauty KOL need to improve their service awareness. First of all, ensure the reliable source of products and ensure the quality of products. When negotiating with brands, beauty KOL should strictly control the quality and choose products from formal channels. Secondly, beauty KOL need to provide perfect after-sales service, provide convenient and fast solutions to the problems caused by product quality, and don't evade responsibility.

### **3.2.4. Strengthen KOL's Sense of Responsibility**

At the initial stage of the creation of KOL' accounts, the main content is "dry goods" sharing. Gradually, when the number of people concerned reaches a certain number, promotion and marketing for the purpose of profit become common. However, as KOL, we should not only proceed from personal interests and make remarks that are not based on the principle of fairness and justice, which will mislead the public to understand the truth and cause adverse social impact. Therefore, to control KOL's demands, we should not be overly utilitarian, strengthen KOL's sense of responsibility, and strive to spread good social customs and lead the public to goodness and beauty.

## **4. Promote New Media Marketing of Beauty Products with KOL**

### **4.1. Promote Marketing Activities with KOL**

Usually, when KOL endorses the brand, it mainly focuses on "soft and wide" promotion methods such as evaluation, experiment and use experience. This method will make followers unconsciously affected by the content. Even if they finally realize that it is advertising, they will reduce the exclusion emotion due to the professionalism of its content. In the 2019 white paper on China KOL marketing strategy, the volume of KOL is divided into three levels with a pyramid structure. At the top is the head KOL, whose role is gradually close to the star image, which can maximize brand awareness and promote brand reputation; KOL is more inclined to deeply interpret the brand content, with obvious vertical characteristics, and can further expand the influence of the brand through professional background; KOL in the tail has no huge traffic, but they have a wide range of followers, which can help the brand improve public awareness. Such a matrix basically realizes the full coverage of the audience, provides the brand with an unprecedented way to contact consumers, and helps the brand build a marketing plan from the perspective of consumers.

#### **4.2. Drain E-commerce with the Help of KOL**

Online consumption in the beauty industry has been showing an upward trend, "E-commerce + KOL" live delivery is one of the most popular marketing models at present. At present, the hottest Taobao live broadcast KOL, Li Jiaqi and Weiya are distinctive representatives. They directly convert the people who already have shopping desire into their own followers, and promote and sell products in the form of live broadcasting. In addition to live recommendation, many beauty heads KOL also continue to drain E-commerce through beauty video, participating in microblog topic discussion and fan lottery interaction. In addition, XiaoHongShu adopts the model of "community + E-commerce", which also hopes that the recommendation and publicity of KOL in the community can drain its E-commerce, so as to successfully realize the sales of products.

#### **4.3. Strengthen Brand Reputation with KOL**

In the new media environment, the speed and influence of information dissemination have been improved. It is of great significance for enterprises to carry out new media marketing with the help of opinion leaders to establish a good corporate image and brand. When promoting beauty brands with the help of opinion leaders, the 4S marketing strategy in marketing, namely, the strategy of satisfaction, service, speed and sincerity, can play a good role in promoting the brand communication. Cooperation between brands and beauty opinion leaders will, to some extent, affect the sales of other products of the same brand. For example, the rising domestic brand "Perfect Diary" can promote the sales of other cosmetics products of the same brand through the recommendation of its eyeshadow by beauty opinion leaders and the good use effect of its main product to other products.

#### **4.4. Provide Professional Product Guidance with the Help of KOL**

The reason why KOL in beauty industry have a greater impact on others in information dissemination is that they have strong ability to filter information and analyze problems, and they have a solid professional foundation in the industry of beauty, so they are easier to convince people and then influence others' cognition and behavior. KOL can get in touch with professionals in the industry of beauty makeup and have a professional understanding of some knowledge of beauty makeup. The information they spread can be recognized by the audience and meet the audience's knowledge psychology. For example, on XiaoHongShu, TikTok and other platforms, KOL will release evaluation videos of similar products, recommendation videos of planting grass, etc. In the videos, they will conduct professional analysis of different products, how to use the products correctly, and share the feeling of using the products, etc.

#### **4.5. Analyze User Behavior with KOL**

On the new media platform, from the release of information by opinion leaders to the forwarding and comment of information, a series of data will be generated and a series of micro-indexes will be formed to show users' behaviors and information needs. For example, after receiving the information released by opinion leaders, whether followers will complete further search behavior, whether they will forward comments, whether they will continue to visit the marketing content released by opinion leaders, etc., can become important data for analyzing user needs and behaviors. Based on these data, a careful study of how opinion leaders guide users to actively participate in activities and the effective feedback on interactive reviews is of great significance for improving users' attention to beauty products and the effect of new media marketing of beauty products.

#### **4.6. Precision Marketing with the Help of KOL**

When consumers' attention is no longer focused on a certain time and space, enterprises must improve the accuracy of information communication in order to obtain the best brand

communication effect. Enterprises should first determine the attributes of the target group through the selling point of the brand, and find the accurate media and KOL corresponding to the attributes of the target group, so that the media and KOL audience can accurately match the attributes of the target group, to improve the accuracy of brand information communication. In the whole precision marketing communication link, accurate delivery is only the first step, as well as the arrival rate of information scale and the effect of memory. To achieve these goals, it is not only reflected in the analysis of user portraits, but also the test of communication content. For example, KOL can publish both interesting and practical content on TikTok to build a channel between brand selling points and customers' pain points, which shows strong insight of accurate communication.

#### 4.7. Stimulate the Long Tail Effect of Consumer Market with the Help of KOL

With the advent of Web3.0 era and the development of new media technology, a new communication mode, which is different from the traditional "point-to-point" mass communication mode, emerges, namely "personal portal" mode.

The rise of "personal portal" mode emphasizes the individuation of information consumption. The essence of the "long tail" is the emphasis on "personalization" and "small profit, big market," that is, to make a lot of people's money for a little money.

With the rapid development of the Internet, personalized needs occupying the tail of the consumer demand curve are facing development opportunities, such as the sudden explosion of Hanfu tide, blind box tide, JK tide, etc. KOL contributes to the long tail effect of the market in the communication, enabling enterprises to achieve wide coverage and accurate push of brand publicity and product promotion. With the help of platforms such as TikTok, KOL makes use of the platform's algorithms such as collaborative filtering based on user information, recommendation based on social relationship and superposition based on content traffic pool to further meet the personalized needs of users.

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