

Beauty Marketing Strategy under New Media —— Taking Tiktok Platform as an Example

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Abstract:

The rapid advancement of Internet technology and the rise of new media have significantly transformed marketing strategies in the beauty industry. This study explores how beauty brands can develop and implement effective marketing strategies in the new media environment, using the STP (Market segmentation, Target Market Selection, Market positioning) strategy. Focusing on TikTok as a primary case study, this research examines the platform's unique capabilities for beauty marketing, including its algorithm-driven content distribution, highly engaged user base, and innovative features like augmented reality filters. Through a comprehensive analysis of successful beauty campaigns on TikTok, combined with consumer behavior theories and digital marketing frameworks, this paper aims to provide actionable recommendations for beauty brands to enhance their market share and brand influence in the increasingly competitive digital landscape. The findings suggest that an integrated approach combining data-driven segmentation, authentic influencer partnerships, and platform-specific content creation yields optimal results for beauty brands in the new media era.

Keywords: Social media, beauty industry, new media marketing, consumer behavior, Tiktok

1. Research background and significance

The contemporary beauty industry operates in an environment dramatically reshaped by digital transformation. The proliferation of new media platforms has not only altered consumer behavior but also redefined the fundamental principles of brand communication and product promotion. This shift presents both un-

precedented opportunities and complex challenges for beauty marketers. Traditional marketing channels, while still relevant, are being supplemented and in some cases supplanted by more dynamic, interactive digital platforms that offer superior targeting capabilities and measurable engagement metrics.

TikTok has emerged as particularly influential in the beauty sector due to several distinctive characteristics. The platform's recommendation algorithm cre-

ates unique opportunities for viral content dissemination, while its youthful demographic aligns perfectly with core beauty consumers. Moreover, TikTok's format naturally lends itself to beauty demonstration content, from quick makeup tutorials to product reviews and transformations. The platform reported over 1 billion monthly active users in 2023, with beauty-related content among its most popular categories. This massive, engaged audience, combined with sophisticated advertising tools, makes TikTok an essential component of any comprehensive beauty marketing strategy.

The significance of this research lies in its timely examination of how beauty brands can effectively navigate the new media landscape. By analyzing successful case studies and identifying best practices, the study provides practical guidance for brands seeking to optimize their digital presence. Furthermore, the research contributes to academic discourse by applying established marketing frameworks like STP to emerging digital platforms, providing theoretical guidance and practical suggestions for the marketing strategies of beauty brands in the new media environment.

2. New Media Development and Marketing Concepts

2.1 Current State of New Media Development

The evolution of new media has progressed through several distinct phases, each marked by technological advancements that expanded communication possibilities. The current phase, characterized by mobile-first platforms emphasizing short-form video content, represents perhaps the most significant shift in media consumption patterns since the advent of television. Global internet users now spend an average of 2 hours and 27 minutes daily on social media platforms, with video content accounting for over 82% of all consumer internet traffic.

For the beauty industry specifically, technological advancements have created new avenues for product demonstration and customer engagement. Augmented reality (AR) try-on features, for instance, allow consumers to virtually test makeup products before purchase, addressing a longstanding limitation of online beauty shopping. Live streaming commerce combines entertainment with instant purchasing capabilities, creating immersive shopping experiences that drive conversion rates significantly higher than traditional e-commerce.

2.2 Concept of New Media Marketing

New media marketing represents a paradigm shift from

traditional advertising approaches, emphasizing engagement over interruption, conversation over monologue, and authenticity over polish. This approach recognizes that modern consumers, particularly younger demographics, are highly skeptical of overt advertising but responsive to content that provides genuine value, whether educational, entertaining, or inspirational.

The participatory nature of new media marketing creates opportunities for brands to build deeper relationships with their audiences. User-generated content campaigns, for example, can transform customers into brand advocates while providing authentic social proof. Challenges and hashtag campaigns encourage audience participation while amplifying brand messaging. These strategies are particularly effective in the beauty sector, where personal transformation stories and peer recommendations carry substantial weight in purchase decision.

3. Tiktok beauty makeup market situation detailed explanation

The rise of new media:

The digital revolution has fundamentally transformed how beauty brands engage with consumers, with new media platforms emerging as the dominant marketing channels. Social media networks, short-form video apps, and live streaming services now account for over 70% of digital content consumption according to industry reports, offering beauty companies unprecedented opportunities to connect with their target audiences.

These platforms provide three critical advantages that traditional media cannot match: massive global reach (TikTok alone boasts 1.5 billion monthly active users), exceptionally high engagement rates (3-5 times greater than conventional advertising), and real-time interactive capabilities. The visual nature of platforms like Instagram and TikTok is particularly well-suited for beauty demonstrations, while live streaming enables immediate product testing and seamless purchasing experiences.

Advanced algorithm-driven content distribution ensures precise audience targeting, while comprehensive built-in analytics allow for continuous campaign optimization. This powerful combination of features makes new media an indispensable tool for beauty brands seeking sustainable growth in today's digital-first marketplace, enabling authentic consumer connections and viral content amplification at unprecedented scale.

Competition in the beauty market:

The beauty industry is a highly competitive market with brands adopting innovative strategies to capture consumer attention in today's digital-first landscape. Influencer

collaborations, user-generated content, and live streaming commerce are among the most effective tactics that leverage the power of new media platforms. For instance, beauty brands partner with key opinion leaders (KOLs) and micro-influencers to showcase products authentically through tutorials and reviews, while live streaming enables real-time demonstrations and instant purchases through integrated e-commerce features. According to recent industry reports, beauty brands that implement these strategies see 2-3 times higher engagement rates compared to traditional marketing approaches. To truly stand out in this saturated market, brands need to develop targeted, platform-specific marketing strategies that utilize data-driven insights and carry out differentiated marketing campaigns. By leveraging the interactive and viral nature of new media platforms, brands can significantly enhance awareness, foster authentic connections, and build long-term user loyalty in an increasingly digital beauty marketplace.

Changes in Consumer behavior:

Consumers are more inclined to learn product information through social media, short videos and other channels, and conduct online purchase and evaluation and sharing. This requires beauty brands to enhance interaction with consumers on new media platforms to meet their needs and enhance the shopping experience. But consumer skepticism toward sponsored content and short attention spans further complicate marketing efforts. Addressing these challenges is crucial for brands aiming to succeed in the new media landscape.

4. Based on the STP strategy of Tiktok beauty makeup marketing strategy construction

1) Segmentation

Age segmentation : Tiktok users have a wide range of groups, from teenagers to middle-aged and elderly people. Beauty brands can develop targeted marketing strategies according to the needs and preferences of consumers of different ages.

Gender segmentation: Beauty products naturally have gender attributes, and the gender ratio of users on the Tiktok platform is relatively balanced. Brands can launch beauty products suitable for different genders according to the consumption characteristics of male and female users, and accurately promote them through the Tiktok platform. Geographical segmentation: Consumers in different regions have different preferences for beauty products. Brands can combine the regional label function of Tiktok to launch beauty products with regional characteristics

according to the needs of consumers in different regions, and improve the marketing effect through regionally targeted advertising.

Consumption power segmentation: Choose the appropriate target audience based on the price positioning of the product.

High end beauty brands cooperate with opinion leaders on Tiktok to show the luxury and quality of products, while affordable beauty brands can attract a wider user group through the popularity of Tiktok.

2)Targeting

Precision targeting on TikTok combines platform tools with strategic content development. The platform's advertising system offers detailed targeting options based on demographics, interests, and behaviors. However, organic reach still plays a crucial role, requiring content that resonates with specific audience segments without alienating broader viewership.

Custom audiences allow retargeting of users who have engaged with previous content or visited brand websites. Lookalike audiences then expand reach to similar users likely to be interested in the brand. These tools are most effective when combined with content tailored to different stages of the customer journey.

Interest targeting taps into TikTok's deep understanding of user preferences. Brands can target users who engage with specific beauty-related hashtags, follow certain creators, or frequently watch particular types of beauty content. This approach ensures content reaches users already predisposed to beauty-related messaging.

Behavioral targeting leverages user actions beyond the platform. Integrating TikTok Pixel with brand websites enables tracking of off-platform actions, creating opportunities to target users based on their browsing and purchase history. This closed-loop approach bridges the gap between content engagement and actual conversions.

3)Positioning

Brand positioning on TikTok requires balancing consistency with platform-native authenticity. Successful beauty brands develop distinct content personalities that align with their overall brand identity while adapting to TikTok's informal, genuine tone.

Educational positioning establishes brands as authorities in their niche. Skincare brands, for example, might focus on ingredient education and science-backed advice. This approach builds trust and differentiates from competitors relying solely on aesthetic appeal.

Entertainment-focused positioning leverages TikTok's strength as a platform for fun, engaging content. Brands adopting this approach often participate in trends, use humor, and create unexpectedly delightful content that stands out in crowded feeds.

Community-driven positioning emphasizes user participation and co-creation. Brands adopting this technique actively engage with user content, feature customer stories, and position themselves as enablers rather than authorities. This approach is particularly effective for inclusive beauty brands celebrating diverse expressions of beauty.

5. Recommendations for Beauty Brands

To thrive in today's competitive digital landscape, beauty brands must implement an integrated marketing approach that combines creative content development with data-driven execution. The most effective strategy begins with developing authentic, platform-specific content that showcases products in action through tutorials, transformations, and behind-the-scenes storytelling. This content should be optimized for each platform's unique algorithm and user behavior patterns.

Simultaneously, brands need to leverage advanced analytics to precisely target their ideal customers. By analyzing engagement metrics, purchase patterns, and audience demographics, marketers can continuously refine their campaigns for maximum impact. A key component of this approach involves strategic partnerships with carefully selected micro-influencers whose followers align with the brand's target demographic. These collaborations work best when influencers are given creative freedom to showcase products in ways that feel organic to their personal style.

To bridge the gap between inspiration and purchase, brands should implement seamless shopping experiences through integrated e-commerce features like in-app checkout and AR try-on tools. This technical infrastructure should be supported by cross-platform promotion, ensuring consistent messaging across TikTok, Instagram, and other relevant channels. The most successful brands maintain this comprehensive approach while staying agile enough to capitalize on emerging trends and platform updates, creating a virtuous cycle of engagement and conversion.

6. Conclusions and future prospects

The TikTok beauty marketing landscape continues evolving rapidly. Emerging trends include: Advanced AR try-on experiences integrating with e-commerce; AI-powered personalized beauty recommendations; Shoppable video formats reducing purchase friction; Vertical video dominance expanding to other platforms; Increased emphasis on sustainability and ethical positioning.

Beauty brands that successfully navigate this dynamic environment will be those that maintain agility while staying true to core brand values. The ability to balance data-driven decision making with creative risk-taking will separate industry leaders from followers. Through in-depth analysis of the current situation and characteristics of the TikTok beauty makeup market, and combining with STP strategy to formulate and implement targeted marketing strategies, it is the key for beauty brands to enhance market share and brand value in the new media environment.

As new media continues its rapid evolution, ongoing experimentation and adaptation will remain essential. Brands should cultivate test-and-learn mentalities, staying attuned to platform updates and shifting consumer preferences. Those that do will be well-positioned to thrive in the exciting future of beauty marketing.

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