How Social Media Marketing Impacts Darry Ring (DR)

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Abstract. This essay analyzes to what extent does social media marketing impact Darry Ring (DR), a Chinese jewelry brand that specializes in engagement and wedding rings. DR claims to be the world’s first brand that requires ID verification before purchasing a ring, and limits each customer to buy only one ring in their lifetime. DR’s slogan is “One True Love in a Lifetime”, and its mission statement is to promote the value of true love and commitment in the modern society. DR has expanded its market to several countries, including the United States, France, Japan, and Vietnam. Social media marketing is one of the key strategies that DR uses to communicate with its target audience, build its brand image, and increase its sales. This essay will analyze how social media marketing affects DR’s profit model, competitive advantage, target audience, product, and social media strategy. Darry Ring (DR) has embarked on an ambitious journey, extending its market reach across multiple countries, including the United States, France, Japan, and Vietnam. In this global expansion effort, social media marketing stands out as a pivotal strategy through which DR connects with its target audience, cultivates its brand image, and bolsters its sales figures. This essay aims to delve into the profound impact of social media marketing on DR’s profit model, competitive edge, target demographics, product portfolio, and overall social media strategy. First and foremost, DR’s adoption of social media marketing has ushered in substantial changes in its profit model. By leveraging platforms like Facebook, Instagram, Twitter, and more, the company can engage directly with potential customers. This engagement often translates into increased conversion rates, as social media provides a convenient channel for customers to inquire about DR’s products, place orders, and share their experiences. The result is a boost in sales and profitability for the company, exemplifying the transformative power of social media marketing. Furthermore, DR’s commitment to social media has amplified its competitive advantage. In a saturated market, standing out is essential, and an active and well-crafted social media presence is a formidable asset. DR’s regular posting of high-quality images and content showcasing their exquisite jewelry has not only attracted more followers but also positioned the brand as a trendsetter in the jewelry industry. This distinctive image helps DR maintain an edge over competitors by fostering brand loyalty and attracting a discerning clientele. In terms of target demographics, social media marketing allows DR to refine its approach and tailor content to specific audiences. Through data analytics and insights garnered from these platforms, the company can better understand the preferences, habits, and demographics of its followers. Armed with this information, DR can create content and products that resonate with its target audience, thereby strengthening its market position and customer base. DR’s product portfolio has also evolved with the aid of social media marketing. By actively listening to customer feedback and monitoring social media conversations, the company can adapt its offerings to meet changing consumer demands. This adaptability ensures that DR remains relevant in a dynamic marketplace and continues to introduce products that captivate its audience. Finally, DR’s social media strategy itself has undergone refinements over time. Regularly analyzing engagement metrics, tracking the success of different content types, and experimenting with new approaches allows the company to fine-tune its strategy for optimal results. This continuous improvement ensures that DR remains agile and responsive to the ever-evolving landscape of social media platforms.

In conclusion, social media marketing has proven to be a linchpin in Darry Ring’s expansion and success on

1. Introduction

DR (Darry Ring) is a Chinese jewelry brand that specializes in engagement and wedding rings. It claims to be the world’s first brand that requires ID verification before purchasing a ring, and limits each customer to buy only one ring in their lifetime. DR’s slogan is “One True Love in a Lifetime”, and its mission statement is to promote the value of true love and commitment in the modern society. DR has expanded its market to several countries, including the United States, France, Japan, and Vietnam. Social media marketing is one of the key strategies that DR uses to communicate with its target audience, build its brand image, and increase its sales. This essay will analyze how social media marketing affects DR’s profit model, competitive advantage, target audience, product, and social media strategy. Darry Ring (DR) has embarked on an ambitious journey, extending its market reach across multiple countries, including the United States, France, Japan, and Vietnam. In this global expansion effort, social media marketing stands out as a pivotal strategy through which DR connects with its target audience, cultivates its brand image, and bolsters its sales figures. This essay aims to delve into the profound impact of social media marketing on DR’s profit model, competitive edge, target demographics, product portfolio, and overall social media strategy. First and foremost, DR’s adoption of social media marketing has ushered in substantial changes in its profit model. By leveraging platforms like Facebook, Instagram, Twitter, and more, the company can engage directly with potential customers. This engagement often translates into increased conversion rates, as social media provides a convenient channel for customers to inquire about DR’s products, place orders, and share their experiences. The result is a boost in sales and profitability for the company, exemplifying the transformative power of social media marketing. Furthermore, DR’s commitment to social media has amplified its competitive advantage. In a saturated market, standing out is essential, and an active and well-crafted social media presence is a formidable asset. DR’s regular posting of high-quality images and content showcasing their exquisite jewelry has not only attracted more followers but also positioned the brand as a trendsetter in the jewelry industry. This distinctive image helps DR maintain an edge over competitors by fostering brand loyalty and attracting a discerning clientele. In terms of target demographics, social media marketing allows DR to refine its approach and tailor content to specific audiences. Through data analytics and insights garnered from these platforms, the company can better understand the preferences, habits, and demographics of its followers. Armed with this information, DR can create content and products that resonate with its target audience, thereby strengthening its market position and customer base. DR’s product portfolio has also evolved with the aid of social media marketing. By actively listening to customer feedback and monitoring social media conversations, the company can adapt its offerings to meet changing consumer demands. This adaptability ensures that DR remains relevant in a dynamic marketplace and continues to introduce products that captivate its audience. Finally, DR’s social media strategy itself has undergone refinements over time. Regularly analyzing engagement metrics, tracking the success of different content types, and experimenting with new approaches allows the company to fine-tune its strategy for optimal results. This continuous improvement ensures that DR remains agile and responsive to the ever-evolving landscape of social media platforms.

In conclusion, social media marketing has proven to be a linchpin in Darry Ring’s expansion and success on
the global stage. Its influence extends to DR's profit model, competitive prowess, target demographics, product development, and social media strategy. By harnessing the power of social media, DR has not only connected with a vast and diverse audience but has also positioned itself as a dynamic and innovative leader in the jewelry industry.

2.Profit model

DR’s profit model is based on selling high-quality diamond rings at a premium price. According to its official website [2], the average price of a DR ring is about $2,000, which is higher than the average price of a diamond ring in the US market ($1,500). DR’s profit margin is also higher than the industry average (10%), as it claims to use only natural diamonds with GIA and NGTC certificates [3]. DR’s profit model relies on creating a strong brand identity and reputation that can justify its high price and attract loyal customers. Social media marketing plays a vital role in achieving this goal, as it allows DR to showcase its unique value proposition, share its customer testimonials and love stories, and interact with its potential and existing customers. Social media marketing also helps DR to reduce its advertising costs, as it can leverage the power of word-of-mouth and user-generated content to spread its brand awareness and influence. The company’s financial statement has been strong due to their effective branding and promotion strategy. The revenue reaches 1.5 billion RMB in 2018, 1.665 billion RMB in 2019, 2.464 billion RMB in 2020. The gross profit is 273 million RMB in 2018, 264 million RMB in 2019, 563 million RMB in 2020. Compared with other jewelry brands like “I Do”, DR is a lot more profitable than competitors. However, comparing their annual reports year to year, the trend is not looking good. [4,5] The profitability has been decreasing since 2021. Also, the public’s opinion on the brand has been worsening. Here quotes a comment by a popular account: “DR isn’t selling true love, they are selling true stupidity.” [6] It’s clear that DR needs to transform their social media marketing strategy, and they are doing so currently. They have already created content-making accounts on Xiaohongshu, a newly emerging social media platform in China, and gained more than 200000 fans and 1000000 likes now [7].

3.Competitive advantages

DR’s competitive advantage lies in its differentiation strategy, which focuses on creating a distinctive brand image and offering a unique customer experience. DR differentiates itself from other jewelry brands by emphasizing its true love verification system, which requires customers to provide their ID and personal photo before buying a ring [3]. This system is designed to ensure that customers are serious about their relationship and commitment, and that they will not buy another ring from DR for another person. DR also differentiates itself by providing personalized design service from its Paris design center, which creates limited edition rings that reflect the romance of Paris [2]. Furthermore, DR differentiates itself by providing a true love agreement, which is a handwritten document that expresses the couple’s promise to each other and their commitment to work together for a better world [8]. Social media marketing enhances DR’s competitive advantage by highlighting these features and benefits, and by creating a sense of exclusivity and community among its customers. Social media marketing also allows DR to monitor its competitors’ activities and strategies, and to respond quickly to any changes or threats in the market.

4.Target audience

DR’s target audience is mainly young urban professionals who value true love and marriage, and who are willing to pay a high price for a quality product. According to a report by McKinsey & Company, China’s urban middle class is expected to grow from 430 million in 2020 to 780 million in 2025, representing 55% of the total population. This segment has a high disposable income, a strong desire for consumption, and a preference for premium brands. DR’s target audience also includes overseas Chinese who live in countries where DR has established its presence, such as the US, France, Japan, and Vietnam. These customers share similar cultural values and aspirations with their counterparts in China, and they are also influenced by the local trends and preferences. Social media marketing helps DR to reach and engage with its target audience effectively, as it can use different platforms and channels to cater to their needs and interests. In today’s interconnected world, businesses are constantly seeking innovative ways to connect with their customers on a global scale. One such approach is leveraging the power of social media marketing. DR, as a forward-thinking company, has recognized the immense potential of this strategy in bridging the communication gap with its diverse customer base in different regions of the world. In the vast landscape of social media platforms, DR has strategically chosen to utilize WeChat and Weibo to engage with its Chinese customers. WeChat, often referred to as China’s "app for everything," serves as a versatile communication channel. DR uses it not only for disseminating product information but also for building a sense of community among its Chinese clientele. Weibo, a microblogging platform, provides a platform for DR to share real-time updates and engage in conversations with its Chinese audience, thereby enhancing brand loyalty. [9] For the American market, DR has harnessed the power of Facebook and Instagram. Facebook, with its extensive user base, allows the company to target a wide range of demographics and interests. Instagram, known for its visually appealing content, enables DR to showcase its products in an aesthetically pleasing manner. Through these platforms, DR can tailor its marketing messages to resonate with the specific preferences and behaviors of its US customers. In the Japanese market, where cultural nuances and preferences play a significant role, DR has established its presence on Line and Twitter. Line is immensely popular in Japan and offers features such as stickers and personalized communication, allowing DR to
establish a more intimate connection with its Japanese customers. Twitter, on the other hand, facilitates real-time interactions and feedback, enabling DR to stay attuned to the dynamic Japanese market. In Vietnam, DR has embraced Zalo and TikTok as its preferred social media channels. Zalo is a messaging app that dominates the Vietnamese market and offers a seamless platform for customer engagement. TikTok, known for its short-form videos, allows DR to tap into the creativity of its Vietnamese customers and create viral marketing campaigns that resonate with the local culture. One of the key advantages of social media marketing is its ability to segment the target audience effectively. DR leverages this feature to tailor its messages and offers based on demographics, psychographics, behavior, and location. By analyzing user data and preferences, DR can create highly personalized content that speaks directly to the needs and desires of its customers in each market. In conclusion, DR’s strategic use of various social media platforms has allowed it to foster meaningful connections with its customers around the world. Whether in China, the United States, Japan, or Vietnam, the company adapts its communication approach to align with the unique characteristics and preferences of each market. Through social media marketing, DR not only communicates with its customers but also builds lasting relationships that drive brand loyalty and business success. This global outreach strategy exemplifies the importance of embracing the digital age to connect with a diverse and dynamic customer base.

5. Product

DR’s product is mainly engagement and wedding rings made of natural diamonds. DR offers various collections of rings that suit different tastes and occasions. For example, it has the Love Mark collection that features classic solitaire rings with six-prong or four-prong settings, the Love Palace collection that features round solitaire rings with pavé settings, the Heart collection that features heart-shaped rings with halo or twisted settings, and the Just You collection that features round side-stone rings with star or sky themes. DR also offers limited edition rings that are designed by its Paris design center, such as the Believe Promise ring that features a round halo ring with a cross-shaped band, and the My Heart Halo ring that features a round halo ring with a heart-shaped band. DR’s product is influenced by social media marketing in several ways. First, social media marketing helps DR to collect customer feedback and insights, which can be used to improve its product quality and design. Second, social media marketing helps DR to showcase its product features and benefits, and to demonstrate its product value and quality. Third, social media marketing helps DR to create a buzz and excitement around its product launches and promotions, and to generate word-of-mouth and referrals.

6. Social media marketing strategy

DR’s social media strategy is based on four main objectives: awareness, engagement, conversion, and loyalty. To achieve these objectives, DR uses a variety of social media platforms and tools, such as blogs, videos, live streams, podcasts, webinars, e-books, infographics, quizzes, surveys, contests, coupons, hashtags, influencers, and user-generated content. DR’s social media strategy follows a four-step process: listen, create, communicate, and measure. In the listening stage, DR monitors the social media conversations and sentiments about its brand, product, competitors, industry, and target audience. It uses tools such as Hootsuite, Sprout Social, and Brandwatch to track and analyze the relevant keywords, hashtags, mentions, reviews, ratings, and trends. In the creation stage, DR produces and publishes high-quality and relevant content that showcases its brand story, value proposition, product features and benefits, customer testimonials and love stories, and social responsibility initiatives. It uses tools such as Canva, Adobe Spark, and Animoto to create attractive and engaging visuals, such as images, videos, animations, and slideshows. In the communication stage, DR interacts with its target audience on various social media platforms and channels. It uses tools such as Buffer, CoSchedule, and Loomly to schedule and manage its posts and campaigns. It also uses tools such as Mailchimp, HubSpot, and ActiveCampaign to send personalized emails and newsletters to its subscribers and customers. In the measurement stage, DR evaluates the performance and effectiveness of its social media marketing activities. It uses tools such as Google Analytics, Facebook Insights, and Instagram Insights to measure the key metrics and indicators, such as reach, impressions, clicks, likes, comments, shares, views, followers, leads, conversions, sales, and ROI. Social media marketing has a significant impact on DR’s brand awareness, reputation, customer engagement, and sales performance. According to a report by Kantar Group, DR ranked first among all jewelry brands in China in terms of brand power index, which measures consumers’ familiarity, favorability, and loyalty to a brand. DR also ranked second in terms of brand value, which reflects the financial potential of a brand based on its market share, growth rate, and profitability. The report attributed DR’s success to its effective use of social media to create emotional connections with consumers and differentiate itself from other jewelry brands. Social media marketing also helps DR to reach and attract its target audience, which is mainly composed of young, urban, affluent, and educated men who are looking for a unique and meaningful way to express their love and commitment. By posting content that resonates with this group’s values, aspirations, and preferences, DR can influence their purchase decisions and increase their willingness to pay a premium price for its products. For example, DR often posts stories that emphasize the importance of true love, fidelity, and marriage, as well as the challenges and joys of proposing and getting married. Nevertheless, social media marketing enables DR to interact and communicate with its customers and potential customers more directly and frequently. By responding to comments,
questions, feedbacks, and complaints on social media platforms, DR can enhance its customer service quality, satisfaction, and retention. By encouraging customers to share their own stories and experiences with the brand on social media platforms, DR can generate positive word-of-mouth referrals, testimonials, and reviews that can boost its credibility and trustworthiness. By launching campaigns, contests, events, and promotions on social media platforms, DR can stimulate customer participation, involvement, and loyalty. By analyzing data and insights from social media platforms, DR can monitor customer behavior, preferences, trends, and feedbacks more closely and accurately.

7. Conclusion

Over the years, DR has been reinforcing its brand image of “true love” by various marketing strategies, including social media marketing strategy. One of the most significant success is the “One true love in a Lifetime” marketing campaign, which demonstrated DR’s market position in the Jewelry industry and the brand image of “each male customer can only purchase one engagement ring in his lifetime”. During this process, social media marketing played an important role. Social media marketing has a significant impact on DR’s profit model, competitive advantage, target audience, product, and social media strategy. Social media marketing helps DR to build its brand image, increase its brand awareness, engage with its target audience, sell its product, and retain its customers. Social media marketing also helps DR to differentiate itself from other jewelry brands, and to create a loyal community of true love advocates. DR’s social media marketing strategy is based on four main objectives: awareness, engagement, conversion, and loyalty. DR uses a variety of social media platforms and tools to achieve these objectives, and follows a four-step process: listen, create, communicate, and measure. For DR, social media marketing has laid a great foundation of brand recognition and customer loyalty. Now what they need to do with social media is to transform their original marketing strategy from maintaining the status to try and attract more Gen-Z customers on short video platforms like Tiktok, Xiaohongshu and Weibo. Currently, it can been seen that DR has started its transformation. They have reduced their interactions with the audience in traditional social media platforms like Weibo and Wechat. Ever since the beginning of 2021, they have been inviting content creators on Xiaohongshu for promotion of their products instead of posting contents on Weibo. However, it can’t be 100% guaranteed that this will succeed since the change just begun. Only time will tell the effectiveness of doing so.

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