

Research on the Impact of Perfect Diary Brand Strategy

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Abstract. The arrival of the new media era has brought new publicity ideas to enterprises, enriched marketing methods and channels, and allowed brand and product information to be delivered to consumers in a more comprehensive and rapid manner, thereby achieving more efficient and comprehensive marketing. Effect. Through digital means, brands can better find target audiences, provide personalized interactive experiences, and achieve precision marketing. Among them, social media platforms are the main platform for Perfect Diary brand communication. Perfect Diary can be said to be a successful example of social media marketing. Through short videos, grass planting notes, combination of pictures and text, and social marketing, it has been widely used on Douyin, Kuaishou, Xiaohongshu, etc. Conduct all-round publicity on social media such as Red Book and WeChat to cater to the viewing habits and consumption habits of the younger generation on social media, communicate more directly with users, understand consumer psychology and needs, provide products that meet user requirements in a timely manner, and fully penetrate The social media ecology of the younger generation establishes deeper connections with consumers through social media.

1.Introduction

The advent of the new era of domestic products has provided a broad space for development of domestic cosmetics brands. At a time when national trends are prevalent and people are pursuing a better life, consumers are particularly fond of domestic cosmetics, which also provides a good environment for Perfect Diary. In the new media environment, although short-term explosive publicity will bring exposure to the brand, homogeneous content and excessive publicity will also make consumers tired. The popularity of a single product cannot guarantee the longevity of the brand. People should focus on long-term maintenance on social media rather than short-term promotion, deeply explore consumer needs, innovate content creation, and focus on the sustainable development of the brand. [1] This article is based on the new media environment and takes the marketing strategy of "Perfect Diary" as the research object to analyze why Perfect Diary can succeed. This article introduces Professor Chen Gang's creative communication theory and creative communication management theory to analyze Perfect Diary's brand strategy from aspects such as Perfect Diary's profit model, marketing strategy based on 4I theory, Perfect Diary's audience and products, and social media communication meta-forms. In order to provide certain reference value and significance for other domestic cosmetics brands in marketing strategy formulation, content management, communication channel management, etc.

2.Perfect diary profit model

Perfect Diary is an Internet brand focusing on beauty and skin care. Its profit model mainly includes the following aspects:

2.1 Product sales

Perfect Diary sells its products through its own online mall, offline stores and cooperative channels. They offer a variety of beauty products, such as facial masks, makeup, etc., and constantly launch new products to meet consumer needs.

2.2 Brand cooperation

Perfect Diary cooperates with other brands to jointly launch co-branded or limited edition products, and attract more consumers' attention and purchases through brand cooperation.

2.3 Social media marketing

Social media marketing: Perfect Diary actively carries out marketing activities on social media platforms, cooperates with Internet celebrities and KOL (Key Opinion Leader) to promote products, and uses the influence of social media to attract more users and increase product sales.

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2.4 Membership system

Perfect Diary has established a membership system to encourage users to purchase products through member points, coupons, etc., and provides member-exclusive activities and benefits to increase user stickiness and repurchase rates [2].

2.5 Data operation

Perfect Diary analyzes user behavior and preferences through big data, conducts refined operations and personalized recommendations, and improves sales conversion rate and user satisfaction.

2.6 International expansion

Diary began to expand internationally, enter overseas markets, sell products through online and offline channels, and develop more consumer groups. In general, Perfect Diary achieves profitability through product sales, brand cooperation, social media marketing, membership systems, data operations and international expansion. At the same time, they also focus on product quality and user experience, and continuously improve their brand image and market competitiveness [3].

3. Perfect Diary's marketing strategy based on the 4I theory

The 4I marketing theory was proposed by Don Schultz, a marketing professor at Northwestern University in the United States in the 1990s. The 4I theory is one of the classic theories of marketing, including four aspects: interest, interests, interaction, and individuality. [4] The emergence and rapid development of the "her" economy have given a huge boost to the beauty industry, and competition in the beauty market has become very fierce. Perfect Diary uses its own competitive advantages and marketing strategies to make the brand stand out among so many competitors.

3.1 Interest marketing

3.1.1 Interesting packaging

Interest marketing is to guide consumers to identify with the concept, product functions, and value of a product or brand through consumer identification, and value identification is the key factor that promotes consumer purchases. Perfect Diary's innovation in product packaging is unique, and the packaging and meaning perfectly match each other. It is not only interesting, but also full of positive energy, and has been recognized by consumers. For example, Perfect Diary and McDull launched a joint collaboration full of fun and surprises. The lipstick is designed as a macaron-colored business card packaging. The unique flat transparent design changes the traditional lipstick round tube packaging, making Perfect Diary more recognizable, and each

lipstick corresponds to an anime character in McDull. The McDull pig packaging of the eyeshadow palette has captured the hearts of many girls. The appearance uses McDull cartoon image and cappuccino rose pattern to interpret the charming and hazy beauty. The eyeshadow palette uses pure medium-low saturated cappuccino rose warm pink color, [5] which is highly suitable for Asian women's skin color. In addition, Perfect Diary also gives away hair clips and McDull sippy cups for girls in the same color, successfully expanding its consumer base into the animation industry.

3.1.2 Interesting short films

In addition to interesting packaging, Perfect Diary also launched with McDull with the theme of "Workplace is a Show". In the jointly planned short film, Perfect Diary invites McDull and May, Ah Hui and other members of the Springfield Huahua Colleague Association to come to the Perfect Diary office building to experience the working life of professionals, and gives them exclusive workplace personalities to spend time together. [6] Perfect Diary encourages every migrant worker to, like McDull and his colleagues, regard the workplace as a show and boldly express themselves through makeup, face workplace life with an optimistic and cheerful attitude, and discover those shining and independent women hidden in daily life. Traits. Perfect Diary combines animated IP images with makeup products and integrates them into product packaging and short film creation. It can be seen that Perfect Diary has grasped the true meaning of Interest marketing.

3.2 Interests marketing

3.2.1 Material interests

The prices of Perfect Diary meet the interests of consumers. Since the brand's target audience has strong demand for beauty products, but the financial strength is slightly insufficient, Perfect Diary adopts a low-price strategy. Most products are priced between 19 and 200 yuan. For those born after 1995, For new consumption forces, it is within their affordable consumption range. When big-name lipsticks are priced at 200 to 300 yuan, Perfect Diary is priced at 60 to 70 yuan. It is a high-quality, big-name alternative that is very timely. Consumers also evaluate Perfect Diary's products as "worth buying" and "high quality and low price" [7].

3.2.2 Non-material interests

The brand meaning of Perfect Diary is that beauty has no limits. The brand advocates that the younger generation should not be constrained by external labels and strive to break through themselves. The brand values conveyed are consistent with the younger generation's pursuit of individuality, freshness, and the courage to play and try. The younger generation is consuming It pays more attention to brands that are consistent in spiritual

connotation and can represent self-assertion. Therefore, consumers not only buy products, but also their attitude towards life [8].

Perfect Diary taps into traditional Chinese culture and combines culture with products. It has an innate cultural background of national fashion and national confidence, which is consistent with the current value orientation of young consumer groups. Let consumers feel national confidence and patriotism when purchasing products. Chinese beauty market has long been dominated by foreign brands. The emergence of Perfect Diary makes customers feel proud when purchasing products, and generates a sense of identity and confidence in the country and national culture. As a result, they have a sense of identity with brand products and are more willing to use the brand and product promotion.

3.3 Interactive marketing

3.3.1 Creative interaction in the public domain

Any Internet company is inseparable from one core issue - traffic. Only with traffic can the next step of conversion be carried out, and "traffic" represents the public's focus. For Internet companies, traffic is the market, traffic is users, and traffic is business opportunities. Public domain traffic, such as Taobao, JD.com, Douyin, Xiaohongshu and other large traffic platforms, all traffic needs to be purchased, and it is getting more and more expensive. The "paying to buy" here refers to advertising promotion and ranking promotion. With exposure, users' focus (browsing behavior) will naturally come. Perfect Diary has 6.27 million Douyin fans. Most of the content it publishes is product creative videos, which can capture users' pain points and needs, thereby gaining fans' comments and attention [9].

3.3.2 Create private IP

Private domain traffic refers to traffic that is independently owned by a brand or individual, is free of charge, can be used repeatedly, and can reach users at any time. For example, WeChat public account, official website, Weibo, etc., Perfect Diary has created the IP "Xiao Wanzi" to act as customer service and beauty consultant, establishing warm two-way communication with users, which is different from other mechanized operation models. Perfect Diary transforms Xiaowanzi from a pure customer service image into a close friend image, prompting users to have a better impression of the brand. Establishing a WeChat group is an extremely effective way of community interactive marketing. By adding friends, users can join the group. Xiao Wanzi can share valuable content in the group, such as how to apply eyeliner, how to apply contouring and highlighting, and distribute some benefits. [10] Let users have no idea of leaving the group, form effective communication with users, and gain user trust. This can further manage retention and stimulate repurchase.

3.4 Individuality marketing

The brand spokesperson of Perfect Diary is Zhou Xun. Perfect Diary selects its spokesperson from the perspective of fans, because fans are mostly young women, and girls can break boundaries and dare to explore. Such a personality is in line with the future development philosophy of the new generation of women. The aesthetics and concepts of Perfect Diary are both advanced. The cooperation between Perfect Diary and Zhou Xun means that Perfect Diary, like her, will not be limited to a certain framework. It can always break the inherent impression and discover the infinite possibilities of life. Perfect Diary wants to Zhou Xun is undoubtedly the most perfect candidate to convey the brand proposition of "beauty without limits" to young women around the world [11].

4. Perfect Diary audience

4.1 Audience purchasing behavior

The audience of Perfect Diary is mainly young women aged 18-35, who have high spending power and purchase intention. While pursuing fashion and beauty, they pay more attention to natural and comfortable makeup experience. Its audience is mainly concentrated in first-tier cities and some second-tier cities. Consumers in these cities pay more attention to quality, cost-effectiveness and personalized experience. The positioning of Perfect Diary is very young, and the color, packaging and promotion of the product are full of novel elements and concepts. Therefore, the main audience of Perfect Diary is consumers who pursue novelty and innovation. For example, Perfect Diary teamed up with the Forbidden City to launch a joint national-style lipstick; Perfect Diary teamed up with China's National Geographic to get inspiration from China's four natural landscapes and launched joint cosmetics "Red Danxia", "Fundai Plateau" and "Blue Lake", "Glowing Terraces" four themed eyeshadows. Perfect Diary teamed up with Discovery Channel to create an "Explorer Twelve Color Eyeshadow Palette" full of wildness and creativity, inspired by the design and color matching of the four major wild animals.

In addition, with the development of the "her economy", women's pursuit of beauty continues to increase. When purchasing, the audience of Perfect Diary usually conducts research and understands product information in advance, and makes decisions after comparing products from multiple brands. With the popularity of online consumption, they are more inclined to purchase products online and will take advantage of various preferential activities to obtain more discounts. Perfect Diary's audience is mostly in-depth users of various social platforms, that is, digital natives. Perfect Diary is mainly targeted at the younger generation of digital natives. These young people are accustomed to obtaining information through the Internet and social media. They are the main market for the Perfect Diary brand and focus more on social interaction and cross-border innovation. They will actively use and share their

experience of beauty products through social media, and will also recommend products to their friends and family.

4.2 Potential needs of the audience

The audience of Perfect Diary pays more attention to product quality, brand image and service experience in their potential future needs. They want a personalized skin care and cosmetics experience, and they also want to be able to use different cosmetics on different occasions to meet the needs of different occasions.

5.The perfect diary product

5.1 Beauty products

Perfect Diary focuses on makeup and cosmetics, creating rich and professional makeup items. It first entered the market with foundation, but found that the response was not very good, so it switched to lipsticks and eyeshadow palettes, which are now the flagship products of Perfect Diary, and it has caught on to the fame of co-branded brands. Initially, it occupied the market with a small and beautiful single product, starting with "little black lid liquid foundation", and later launched various eye shadow palettes and gradually attracted the attention of consumers. Perfect Diary product categories are subdivided into: base makeup products, lip makeup products, eye makeup products, makeup tools, and makeup remover products.

5.2 Hot items

Perfect Diary frequently releases popular items, such as the "Small Heel" lipstick, which was jointly developed by Perfect Diary and "Lipstick Master" Li Jiaqi. After 76 versions of formulas, more than 100 versions of color screening and as many as 3,000 real-person interviews. The final carefully polished product after trial use. With its unique and high-end appearance design and the spiritual connotation of female independence, this product has won enthusiastic support from consumers as soon as it was launched. In addition, Perfect Diary uses the colors of morpho butterflies and blooming flowers in the spring garden to decorate the early spring with pink and purple colors. It launches the "Business Card" lip gloss secret series and the "Butterfly" fairy purple palette, using two classic products to create a clear makeup look. Encounter spring romance. Perfect Diary integrates imagination into makeup, and specially invites celebrity makeup artists to launch makeup tutorials. Using Zhao Lusi, the brand's youth spokesperson, as the inspiration for makeup, she created butterfly fairy purple makeup and shy girl makeup, which moved countless fans.

6.Perfect diary social media communication meta-form

The book "Creative Communication Management - Marketing Revolution in the Digital Age" was written by Professor Chen Gang. Creative Communication

Management theory believes that the Internet has built a new digital living space. In the digital living space, the relationship between enterprises and consumers in the traditional marketing communication environment has transformed into the relationship between life service providers and living people. This change has led to a revolution in the marketing communication model, and marketing communication has since entered the era of creative communication management. Creative communication management emphasizes that enterprises must carry out management innovation, set up a special communication management department to manage communication, and on this basis, carry out creative communication. The core element of creative communication is the communication element. Relying on the element of communication and using various forms to trigger people in the digital living space to continuously share and collaborate on creativity, we can jointly and continuously create positive and influential content about corporate products and brands [12].

The communication element can be a relatively simple phonetic structure composed of words or phrases, or it can be a sound or a picture. It is suddenly triggered under specific conditions through different media and spreads instantly and out of control. As a corporate communicator, people need to use communication elements to resonate with consumers, thereby promoting collaborative creation and dissemination among consumers.

6.1 Hot-spot communication elements

Perfect Diary is good at using hot communication elements to promote product advertising on social media platforms, such as Douyin, Xiaohongshu, Kuaishou, Bilibili, etc. In July this year, Perfect Diary used the Chinese Valentine's Day "Love Poems" gift box as a letter, inviting lovers to write their affectionate love poems together to express their love in a heart-warming atmosphere, including eye shadow, lipstick, loose powder and other products. This Chinese Valentine's Day, Perfect Diary has integrated the design of romantic love poems into its products, using the name of love poems to encourage lovers to bravely express their love and boldly pursue the true love in their inner world. The extremely romantic communication element and creative expression of love also make consumers happy to share the product after receiving it [13].

6.2 Life-making communication element

Anti-media is an important feature of the Internet. Relying on digital technology, various information dissemination and communication activities in human real life can be virtually restored or even amplified on the Internet. This form of communication has created a new type of digital living space. Perfect Diary mainly adopts a pyramid advertising strategy on Xiaohongshu. Its advertising targets cover top bloggers, celebrities, KOLs, waistline influencers, and amateur bloggers. In terms of advertising ideas, [14] Perfect Diary adopts a large-scale advertising strategy. The main idea is to use top bloggers and

celebrities to build brand reputation and endorsement, and to use KOLs and waist bloggers to complete large-scale planting. Finally, through a large number of Amateur bloggers superimpose their voices to complete customer testimonials. A product or a topic gradually spreads on social media platforms under the recommendation of different people, and the effect gradually amplifies.

6.2.1 Arouse attention and discussion through the planting of top bloggers and celebrities

As a new brand, the first thing to do when it is launched is to attract consumers' attention and establish itself, so planting through top bloggers and celebrities is the best and most direct way. Relevant data shows that more than 60% of users are willing to buy the same style from celebrities, because celebrity endorsements have a certain endorsement effect. At that time, Perfect Diary found celebrities such as Zhu Zhengyan, Angela Chang, and Ouyang Nana to promote it, and finally achieved explosive exposure in a short period of time. On August 22, 2018, the official account of Perfect Diary released "The first spokesperson of Perfect Diary is here! Guess who he is?" notes, announcing that traffic star Zhu Zhengting will be the spokesperson. In the following week, the official account released a large number of notes containing information about Zhu Zhengting, and the number of likes for this series of notes reached thousands. This wave of publicity for spokesperson Zhu Zhengting has also successfully brought sufficient exposure to the brand.

6.2.2 Guide consumers to purchase through KOL and waist celebrity color testing

Although the planting effect of leading bloggers and celebrities is very good, their investment costs are also relatively high. Therefore, after arousing user attention and discussion, it is necessary to find another way to further enhance the impact of grass planting on users. [15]. At this time, Perfect Diary selected KOLs and waistline influencers to launch the campaign, and asked them to do various color trials and guides to complete the planting process. For example, when Perfect Diary promoted the "Explorer Twelve Color Animal Eyeshadow" series of products, it invited many bloggers with millions of fans to post related product sharing posts in the early stage, and they all gained a lot of attention. In terms of communication content, Perfect Diary mainly focuses on "new product introduction", "color test effect" and "use experience". During the hot discussion stage, Perfect Diary will invite a large number of waist experts to spread the word, creating a "hot discussion" atmosphere.

6.2.3 Through the sharing of user experience by amateur consumers

Because amateurs themselves do not have charisma and marketing power, amateur advertising cannot directly promote transactions. But a large number of amateurs can

also create an atmosphere where the products are selling well and being used by many people.

At that time, Perfect Diary chose to place a large number of amateur bloggers on Xiaohongshu to create a sense of immediate product sales, which also successfully allowed the brand to effectively form a superposition of brand reputation.

In the end, driven by many amateur bloggers, more and more ordinary Xiaohongshu users began to spontaneously purchase products, post notes, etc. In this era where everyone is a communicator and creator, creative fans themselves Pick up the available audio and video production tools and participate in the collaborative creativity of brand building, truly achieving the effect of collaborative creation and communication among consumers.

6.3 Thematic communication communication element

Perfect Diary uses online live streaming to drive product sales and strive to monetize traffic. Perfect Diary uses online live streaming to promote new products and conduct live makeup tutorials on Taobao. Compared with browsing and purchasing products online, online live broadcasts are more interactive. Consumers can better understand the functions and effects of the products through the anchor's trial and explanation. Perfect Diary evaluates product performance and compares it with other similar products through live broadcasts by merchants, users and celebrities on the Xiaohongshu App, [16] intuitively summarizing their consumption experience and guiding consumers to consume. Realize the perfect diary Weibo and Douyin screen-swiping mode through live video broadcast on Weibo and Douyin. In addition to setting up live broadcasts on the official account on Douyin, Perfect Diary also cooperates with KOLs at all levels to conduct live broadcasts. When cooperating with top KOLs, Perfect Diary chose a dedicated live broadcast to monetize traffic and convert the brand's commercial value. As a new marketing method currently adopted by fashion companies, live broadcast marketing has the characteristics of low cost and high profit, and is a highly cost-effective marketing method. Perfect Diary takes advantage of the live broadcast format to take advantage of the Internet and attract a large number of consumers.

Since the founding of Perfect Diary, it has been making continuous efforts to explore beauty and is committed to integrating thousands of beautiful colors into makeup aesthetics. Since 2019, Perfect Diary has launched creative co-branded products with the British Museum, the Metropolitan Museum of Art, Discovery Channel, Honor of Kings, etc. On the occasion of the Mid-Autumn Festival in 2020, it also co-branded with China Aerospace to create an animal eyeshadow jade rabbit plate full of imagination of the interstellar world, and to pay tribute to the women who have made great contributions to China's aerospace industry. In April 2023, on the occasion of the brand's 6th anniversary, Perfect Diary launched a joint cooperation with the National Ballet of China to integrate ballet aesthetics into the design of

makeup products, explore the fusion of art and color, and bring a new ballet limited series. This time, the brand launched a new limited-edition "ballet" stiletto lipstick to help women create high-end makeup looks; it also teamed up with the National Ballet of China to bring an attitude film, showing the confident and elegant ballet spirit with dancers' postures. Perfect Diary continues to break through the boundaries of cross-border cooperation, creates creative beauty products full of surprises, [17] and achieves multiple upgrades in product technology, cultural connotation, and creative design to meet the diversified beauty needs of young consumers.

7. Conclusion

"Perfect Diary" relies on social media to achieve brand fission, making "Perfect Diary" stand out among domestic beauty brands. At the same time, Perfect Diary leverages the influence of brand spokespersons to enhance brand awareness and appeal. When choosing artists to collaborate with, the brand values most things such as word-of-mouth, personal labels and past endorsement results. The personal labels of the artists who collaborate with the brand reflect the brand image that the brand hopes to create at this stage. As a cutting-edge domestic beauty brand, Perfect Diary has always impressed consumers with its rich cosmetics products, fast product launches and emphasis on social media marketing. The artists that Perfect Diary has cooperated with in the past are mainly young actors or new generation singing and dancing artists. , are all artists popular among young people, making Perfect Diary's brand image very young. Suitable spokespersons and internet celebrities can help the brand better establish emotional connections with the target audience.

However, in the context of the new media environment, the marketing strategy of "Perfect Diary" still needs to be improved, and the advantages of social media can be used to improve the brand's marketing strategy. Perfect Diary can adopt a comprehensive digital strategy, including data analysis, social media management, content creation and other aspects to analyze and manage fan portraits and comments to understand user psychology and needs. After the brand has gained popularity, marketing should be appropriately reduced to avoid user resentment. We should focus on research and development and product quality, open channels for user opinions, and allow users to participate in product research and development to ensure the continued success of the brand in the new media era. . Through the all-round digitization of new media, we can identify the target group, establish a private domain traffic pool through WeChat, and use "Xiao Wanzi" to digitally segment community consumers in an all-round way, and then adopt targeted marketing strategies. Taking advantage of social media, it is not difficult to promote a single product. What is difficult is how to maintain the vitality of the brand for a long time and make Internet celebrities become popular. The cultural value of products is a good way to enhance the stickiness of social media users. On the basis of people having a certain similar

cultural background and value recognition, communication elements continue to spread. People are looking for something graspable and graspable on social media. Copiable elements can be propagated again. Perfect Diary can increase the international popularity of its own products by cooperating with international natural and cultural organizations, giving beauty products a higher level of cultural significance, and laying a solid foundation for them to enter the international market.

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