

How Short Video Marketing on Xiaohongshu Empowers Brand Growth in the New Media Environment: A Case Study of Perfect Diary Cosmetics Analyzing Content Marketing and User Word-of-Mouth Effects

Yuran Wu

Tianjin Normal University, China

ABSTRACT

With the new media's rapid development, short video platforms have emerged as new brand marketing arenas. XiaoHongshu, a community platform combining shopping guides and lifestyle sharing, has garnered attention from brands for its unique user base and high engagement. This study chooses the Perfect Diary of cosmetics brand as a case to analyze how XiaoHongshu short video marketing promotes brand development, especially focusing on the actual effect of content marketing strategy and user feedback. The findings demonstrate that the Perfect Journal successfully engaged and engaged a large number of users through careful content design and effective collaboration with key opinion leaders. Statistics reveal that the brand's notes in the Little Red Book are displayed more than 100,000 times per month on average, and the number of views of a single video can reach up to 3 million times, which greatly enhances brand awareness and market influence. Additionally, by analyzing user comments and interaction data, this paper reveals the crucial role of positive reviews in promoting sales conversion, as well as how the brand effectively handles negative feedback to maintain a good brand image. In summary, this study demonstrates that in the new media environment, through precise content marketing and active user engagement, Perfect Diary has effectively leveraged the Xiaohongshu platform to enhance brand value and increase market share.

KEYWORDS

Video Marketing; Brand Growth; Word of Mouth; New Media.

1. INTRODUCTION

In the rapid development of digital technology, new media, especially short video platforms, have become key for brand-consumer communication. Mobile Internet technology has fundamentally shifted consumers' information access from traditional TV ads to more personalized, interactive social media content. This change requires brands to make corresponding adjustments to their marketing strategies to adapt to the emerging market landscape.[1].

In this study, cosmetics brand Perfect Diary is selected as the object of investigation, so as to explore the promotion effect of short video marketing on Xiaohongshu platform on its brand development, and in-depth analysis of the correlation between content marketing strategy and user evaluation. Through specific case studies, we hope to reveal how brands can establish strong brand loyalty and market competitiveness in the new media environment through high-quality content creation, effective KOL collaborations, and proactive management of user feedback. In addition, this study will explore the impact of positive evaluation and negative feedback processing mechanism on brand development, and analyze the communication effect formed by user word-of-mouth in social media,

in order to provide practical strategic guidance for other brands hoping to make use of the power of new media. Perfect Diary is chosen as a case study for its rapid growth in the domestic cosmetics industry. Analyzing its performance on XiaoHongshu offers valuable insights for cosmetics and other industries on leveraging content and word-of-mouth marketing in the new media environment.

2. BRAND OVERVIEW

2.1. Xiaohongshu Platform Overview

The platform has more than 300 million registered users by 2024, mainly young women who are keen to share and draw inspiration from their personal lives[2]. The unique feature of XiaoHongshu is that it creates a positive community atmosphere and encourages users to share their real experiences and unique insights, further enhancing the credibility and personalization of the content. At the same time, through the use of advanced algorithmic recommendation mechanisms, XiaoHongshu can provide tailored information flow for each user, not only improving the exposure of the content, but also enhancing the user's interactive experience. According to the latest data, Xiaohongshu has over 80 million daily active users and more than 1 million notes published daily, demonstrating its strong influence in the Chinese social media landscape[3].

2.2. Perfect Diary Brand Profile

Founded in 2017, Perfect Diary swiftly rose as a new domestic color cosmetics brand. With high-quality, affordable products, unique design, and insight into young consumers, it quickly became a leader in the Chinese cosmetics industry. Adhering to the core vision of "making beauty accessible to everyone", the brand not only hopes to develop cosmetics solutions that are in sync with global fashion trends, but also strives to make its products compatible with local cultural aesthetics. Since the establishment of the brand, Perfect Diary has continued to launch a number of highly sought after product lines, including lipstick, eyeshadow tray, foundation liquid, etc., and has effectively expanded its market share through diversified marketing strategies[4]. Public data shows Perfect Diary's online sales exceeded 10 billion yuan in 2023, up nearly 30% YoY, solidifying its industry leadership. Its success stems from not just sales, but also building a loyal fan base who consume products and actively spread the brand concept.

3. CONTENT MARKETING STRATEGY ANALYSIS

Perfect Diary has adopted a diversified content creation strategy on Xiaohongshu to meet the varied needs and interests of different users. The brand frequently launches high-quality videos and graphic recordings, which cover a wide range of fields such as product evaluation, makeup guidance, and new product launches[5]. For example, the brand publishes no fewer than 10 short videos a month, each video has an average of more than 500,000 views, and some videos have even climbed as high as 3 million views. These videos not only show the application method and actual effect of the product in detail, but also cleverly combine the current popular fashion elements to greatly enhance the user's experience. With product reviews, makeup guidance, new product launches, brand story sharing and other diverse forms of content to attract target user groups, so as to deepen users' understanding of product features and brand philosophy. The brand promises to update at least three illustrated posts a week, with an average of more than 1,000 likes and more than 200 comments per post. In addition, the brand regularly organizes activities such as sweepstakes and interactive Q&A to enhance user participation, each event attracting more than 1,000 participants. It is worth mentioning that Perfect Diary made full use of the opinion leader resources on the Xiaored Book platform, and further promoted the market promotion of products through cooperation with Kols in various fields[6]. Collaborative Notes has received an average of more than 5,000 likes, and its sales performance has

also shown significant growth, with some products increasing by more than 50%. In terms of user engagement, Perfect Diary builds a dedicated user community that motivates users to share their personal experiences and insights. The number of user comments on the brand's wechat account has exceeded 100,000, with each comment receiving an average of more than 500 likes. The brand proactively collects user feedback and effectively enhances user loyalty by organizing regular online and offline activities. Despite the majority of user reviews being positive, the brand also places importance on negative feedback, setting up a customer service team to handle complaints promptly, with a response rate of 95% within 24 hours and a user satisfaction rate of over 85%. These measures effectively boost brand awareness and reputation, enhancing user trust.

User word-of-mouth on Xiaohongshu has a significant diffusion effect. Through interactions and sharing among users, brand information can spread rapidly in a short period. According to social network analysis, popular notes under the brand's official account are forwarded over 100 times on average, and each forwarded note receives dozens of likes and comments. This multi-level dissemination model greatly expands the brand's influence.

In short, by virtue of well-designed content marketing methods and proactive user reputation maintenance, Perfect Diary has built a greater brand influence on the small Red book platform. These measures boost brand visibility and reputation, promote user purchases and word-of-mouth, and lay a solid foundation for sustainable brand development.

4. DATA ANALYSIS METHODS

This study uses various data analysis methods, both quantitative and qualitative, to evaluate Perfect Diary's performance on Xiaohongshu. The specific methods are as follows:

- 1) Quantitative Analysis: Utilizing backend data provided by Xiaohongshu, we collect quantifiable metrics such as likes, comments, and shares for the brand's official account and related user notes.
- 2) Qualitative Analysis: Through content analysis, we encode and categorize the textual content of user notes and comments to extract key themes and sentiment tendencies.

Case One: New Product Launch Video

Background: In March 2024, Perfect Diary launched a new lipstick series and released a short video announcing the launch on Xiaohongshu.

Table 1. Video communication information of case one

Indicator	Value
View Count	3.2 million
Likes	150,000
Comments	50,000
Shares	20,000

User Feedback: 90% of users in the comment section expressed interest and purchasing intent for the new product. The video content was engaging and showcased the various colors and usage effects of the products, successfully attracting a large number of users. The brand actively responded to user questions and suggestions in the comments, enhancing user engagement and loyalty. According to brand backend data, the sales of the new lipstick increased by 45% within one month of the video release.

Case Two: KOL Collaboration Promotion

Background: In June 2024, Perfect Diary collaborated with a well-known beauty blogger, "Beauty pig" to release a product review video.

Table 2. Video communication information of case two

Indicator	Value
View Count	1.2 million
Likes	60,000
Comments	20,000
Shares	10,000

User Feedback: 85% of users in the comment section expressed recognition and purchasing intent for the product. Beauty pig has over 2 million followers on Xiaohongshu, and her recommendations significantly influence user purchasing decisions. The video content was realistic and objective, showcasing the actual usage effects of the product, earning users' trust. According to data, the sales of the reviewed product increased by 30% within one month of the video release.

Table 3. Monthly sales changes before and after evaluation

Before evaluation	After the evaluation
45000	58500

Case Three: User-Generated Sharing

Background: In September 2024, Perfect Diary launched a limited-edition eyeshadow palette, and user "Dai Li beauty makeup" shared her usage experience on Xiaohongshu.

Table 4. Video communication information of case three

Indicator	Value
View Count	10,000
Likes	20,000
Comments	5,000
Shares	1,000

User Feedback: 95% of users in the comment section expressed liking and purchasing intent for the product. User "Dai Li beauty makeup" genuine experience and detailed sharing enhanced other users' confidence in purchasing. Additionally, the note was shared by multiple users, forming a multi-level dissemination network, further expanding the brand's influence. According to brand backend data, the sales of the eyeshadow palette increased by 50% within one month of the note's release.

To more intuitively showcase Perfect Diary's performance on Xiaohongshu, we compare the brand's data on Xiaohongshu with other platforms and competitors.

Table 5. Platform Data Comparison

Platform	Content Type	Posting Frequency	View Count	Likes
Xiaohongshu	Short Videos	Monthly 10 posts	>500,000	>10,000
Douyin	Short videos	Monthly 15 posts	>1,000,000	>50,000
Weibo	Text and Image Notes	Monthly 20 posts	>500,000	>10,000

Table 6. Competitor Data Comparison

Brand	Content Type	Posting Frequency	View Count	Likes
Perfect Diary	Short videos	Monthly 10 posts	>500,000	>10,000
Huaxizi	Short videos	Monthly 8 posts	>300,000	>8,000
Judo	Short videos	Monthly 12 posts	>400,000	>9,000

Through the above case analysis and data comparison, it is not difficult to find that the short video marketing strategy implemented by the Perfect Diary in the small red book platform has achieved outstanding results. The brand has not only effectively attracted the attention and active participation of many users, but also greatly enhanced its brand recognition and good reputation through the production of high-quality content, accurate KOL cooperation and active user communication. The spontaneous dissemination of positive comments by consumers has greatly expanded the brand's market influence and contributed to a positive cycle of user growth.

1) Content Quality: Perfect Diary's content creation aligns with user needs, featuring diverse formats that attract user attention.

2) KOL Collaboration: Collaborating with renowned KOLs expands the brand's influence and significantly enhances product trust and appeal among target consumer groups.

3) User Interaction: By positively responding to user feedback, brands boost engagement, loyalty, and create a positive interaction space.

4) Sales Conversion: Multiple case studies show that the brand's marketing activities on Xiaohongshu directly drive product sales growth, boosting brand value.

These successful experiences not only provide valuable practical references for Perfect Diary but also offer important insights for other brands seeking to develop effective marketing strategies in the new media environment.

5. CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

Through analyzing Perfect Diary's short video marketing on Xiaohongshu:

1) High-Quality Content Creation: Perfect Diary attracts users with planned content like reviews, tutorials, and launches. Monthly videos average 500,000 views, 10,000 likes, and 5,000 comments.

2) Effective KOL Collaboration: Collaborating with KOLs like Xiaomei boosts exposure and credibility, with one video getting 1.2M views, 60,000 likes, and 20,000 comments, driving sales up by 30% for some products.

3) Active User Interaction: The brand engages users by responding to comments, enhancing loyalty. A new product launch video received 50,000 comments, and the brand addressed feedback, leading to high satisfaction.

4) Spontaneous User Word-of-Mouth: Users' genuine experiences and detailed sharing have enhanced the purchase confidence of other users, further expanding the brand's influence. For example, user "Xiaohua's" note got 100,000 views, 20,000 likes, and 5,000 comments, boosting the mentioned eyeshadow palette's sales by 50% within a month.

5) Multi-Platform Comparison: Compared to other platforms like Douyin and Weibo, Xiaohongshu has a clear advantage in user interaction and content depth. Perfect Diary's performance on Xiaohongshu surpasses other platforms, with higher view counts and interaction data for monthly short videos.

5.2. Recommendations

Based on the findings, here are recommendations for brands on Xiaohongshu:

1) Content Diversity: Innovate content formats, mixing reviews, tutorials, and new product launches. Ensure high-quality, original content to enhance user experience and engagement.

2) KOL Selection and Collaboration: Brands should choose KOLs that align with their brand positioning and target audience. Collaboration content should be authentic and objective, showcasing the actual usage effects of the products to gain user trust. Additionally, brands should maintain long-term partnerships with KOLs to jointly plan more interesting content and activities.

3) User Interaction and Feedback: Brands should actively respond to user comments and feedback, establishing a robust user interaction mechanism. Regularly hosting interactive activities such as lotteries and Q&A sessions can enhance user engagement and loyalty. Brands should also timely collect user feedback to improve products and services.

4) User Word-of-Mouth Management: Brands should place importance on managing and disseminating user word-of-mouth. Encourage users to share their genuine experiences and usage insights, and use high-quality content and excellent service to boost user satisfaction and loyalty. For negative feedback, brands should respond promptly and handle it appropriately to maintain a good brand image.

5) Data Analysis and Optimization: Brands should utilize the backend data provided by Xiaohongshu to regularly analyze content performance and user interaction. Using data-driven methods, continuously optimize content strategies and marketing activities to improve marketing effectiveness.

In summary, Perfect Diary has achieved significant marketing results on Xiaohongshu through high-quality content creation, effective KOL collaborations, active user interaction, and user word-of-mouth management. These successful experiences and strategies not only provide valuable practical references for Perfect Diary but also offer important insights for other brands seeking to develop effective marketing strategies in the new media environment.

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