

Analysis of Operation and Marketing Strategies of Head Accounts on Social Platforms: a Case Study Based on RED Beauty Bloggers Under the 'Grass-raising' Recommend Model

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Abstract. With the rapid development of online social media platforms, Social media platforms have become a powerful tool for brands to connect with consumers and promote their products, RED is one of the online social platforms that have sprung up with the development. RED has emerged as a model of product sharing and recommendation through 'planting and pulling weeds'. The purpose of this study is to analyze the operation and marketing strategies of beauty bloggers on RED under the mode of 'grass-raising'. This study analyzes the effects of various operational strategies by giving specific data and analyzes the specific operations of bloggers in 'grass-raising' recommendation mode through case studies. Thereafter, the problems of content homogenization and product cooperation selection in the operation of RED beauty bloggers were also raised, and corresponding solutions were given. Finally, it is concluded that RED beauty bloggers' operational strategy in 'grass-raising' recommendation mode is a very effective way of product recommendation, and the limitations of this study and the outlook for future directions are presented.

Keywords: RED; Makeup; Management; Recommends; Operation.

1. Introduction

In recent years, The rise of the short video industry has become a new tool for beauty brand advertising and marketing [1]. Social media platforms have become powerful tools for brands and influencers to connect with consumers and promote their products. Among these platforms, RED is one of the popular social e-commerce apps in China, noted for its unique content creation, social networking, and e-commerce capabilities. One of the key features that set RED apart from other platforms is its 'grass-raising' model, in which users recommend products through content creation, influencing other users' purchasing decisions.

In the RED environment, beauty bloggers play a critical role in driving engagement, building brand awareness, and influencing consumer behavior. Recommendation systems often focus on the interactions among everyday users and items, overlooking the significant impact of a select group of influential opinion leaders in real-world communities. These key individuals have a disproportionate influence on the feedback and recommendations of items within the community [2]. These beauty bloggers, also known as KOLs (Key Opinion Leaders) or KOCs (Key Opinion Consumers), utilize their expertise, authenticity, and creativity to create compelling content that resonates with their followers [3]. By sharing makeup tutorials, skincare routines, product reviews, and beauty tips, they establish themselves as trusted sources of information and referrals in RED's beauty community.

This study aims to analyze the operation and marketing strategies of beauty bloggers on RED under the 'grass-raising' model. By focusing on the practices and success stories of these bloggers, this study aims to reveal the key factors that contribute to their success in engaging audiences and driving conversions. In addition, this study aims to explore the challenges and opportunities faced by beauty bloggers in utilizing the 'grass-raising' model to achieve their goals on RED.

Through a comprehensive study of beauty bloggers on RED, this research hopes to provide insights and practical advice for brands and marketers looking to explore social media marketing in the beauty industry. By understanding the tactics and strategies employed by successful beauty bloggers on RED,



stakeholders can gain valuable insights into best practices for capturing audience attention, building trust, and driving sales in the ever-changing digital ecosystem of social e-commerce. In this paper, we will first provide a brief introduction to the basics of RED and the current state of its operations in China. It will then examine the account operation strategies of RED beauty bloggers, present relevant data, and conduct case studies. Finally, the problems of RED beauty bloggers in account operation are proposed and corresponding solutions are suggested.

2. Literature Review

2.1. Introduction to RED

RED is a social e-commerce application, officially launched in 2013. 2013 opened the "foreign shopping sharing" column, becoming one of the world's largest portals. The app is divided into three modules: community, professional account, and RED mall, with the community module covering all areas of life. Professional accounts are officially certified by RED, which can be used not only as a brand promotion position but also as one of the key channels for enterprises to serve users. Mall is a key component to support the operation of RED, providing users with a one-stop shopping experience. RED has adopted an original B2K2C business model, which has achieved great success in just a few years. As of 2021, RED has a capital valuation of approximately \$20 billion. In 2019, RED had more than 300 million registered users and more than 100 million monthly active users [4]. RED launched an e-commerce platform called "Welfare Society", which aims to provide overseas shopping data to help solve users' problems in overseas shopping. This initiative marks the development of RED from focusing on the community to focusing on e-commerce, which improves user experience, establishes a closer connection with users, and forms a complete community ecosystem. RED provides a communication platform for the 2 billion users with huge consumption potential. This original B2K2C business model builds a new e-commerce ecosystem through a two-pronged approach of content and e-commerce [4].

2.2. The State of Social Media Platforms and Live Streaming in China

There are many well-known social media platforms in China, which include WeChat, Weibo, Jittery, Shutterfly, RED, and others. Each of these platforms has its unique features, attracting hundreds of millions of users to register and use them. China's social media platforms not only provide the function of interaction and sharing content but also actively explore commercialization models, launching services such as advertising, content creation, and commercial cooperation, which have become important channels to attract users and brands.

Chinese social media platforms have also begun to actively expand their live streaming capabilities, such as launching live streaming on WeChat, Weibo, and other platforms, providing more forms of interaction for users and brands. This convergence allows users to both interact socially and watch live content on one platform, increasing user stickiness and platform activity.

Overall, China's social media platforms and live streaming space are both growing rapidly, bringing more interactive opportunities and business possibilities for users and brands. As technology continues to advance and user needs change, social media platforms and the live-streaming industry will continue to evolve, bringing more new experiences and opportunities to users.

3. Research on the Operation Strategy of the Account 'Grass-Raising' Recommended Mode of RED Beauty Bloggers

3.1. Content Strategies

3.1.1. Product recommendation and explanation

Under the 'grass-raising' recommendation, beauty bloggers will recommend and explain the beauty products they have used, including color cosmetics, skincare products, hair products, and so on. They will describe in detail the efficacy of the products, how to use them, and their own experience in using them to help their fans better understand the products. Through a combination of illustrations, videos, and text, bloggers can vividly show the appearance, texture, and effect of the products, triggering fans' curiosity and desire to buy. At the same time, the blogger will also share personalized tips and tricks to guide fans to use the product correctly and enhance the actual effect and satisfaction of the product. Through real and objective recommendations and explanations, beauty bloggers can build trusting relationships, help fans discover the right beauty products for them faster, and enhance the reputation of product brands in fans' hearts.

According to Figure 1, in April 2024, It can be seen that skincare and make-up have the most seeding data, with nearly 25,000 for skincare, nearly 15,000 for beauty, and less than 5,000 for all other beauty types.

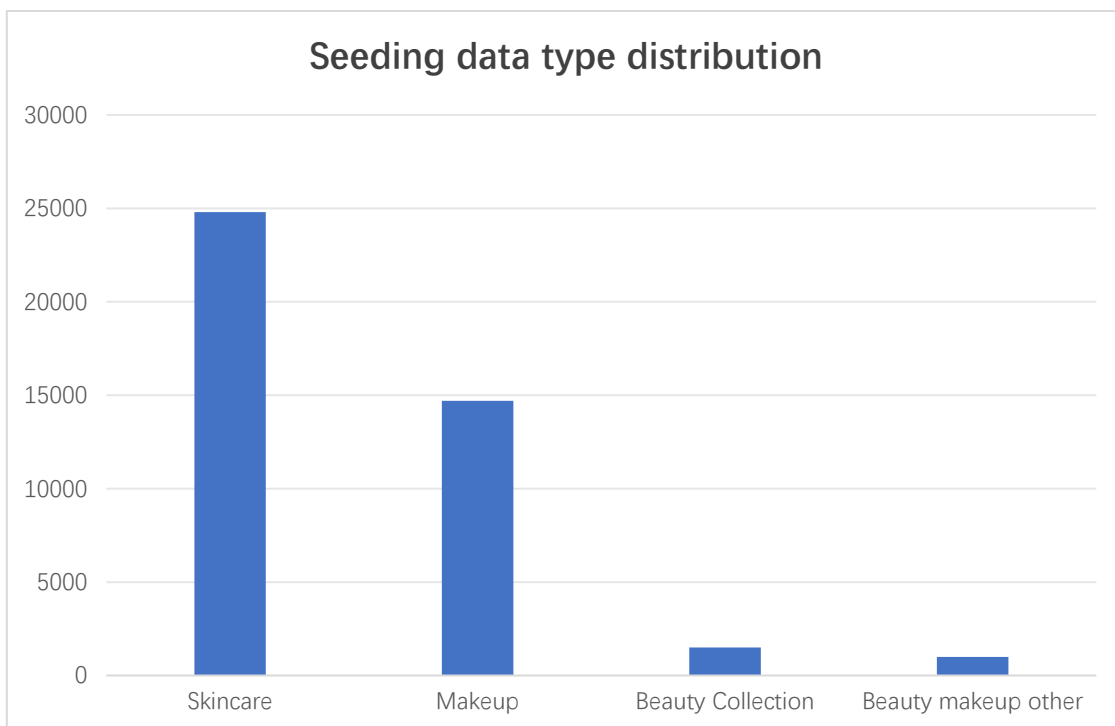


Figure 1. April 2024 Seeding data type distribution

3.1.2. Real-time experience sharing

Beauty bloggers at RED share through real-time usage experience to show the actual effect of the products. They will let their fans visualize the effect of the products by showing the makeup process, skincare experience, hair styling, and other sessions. This kind of intuitive display not only increases fans' trust in the product but also enhances the product's seeding effect. When beauty bloggers show the effect of using the products in actual operation, fans can understand the actual effect of the products in a more realistic way, rather than just relying on pictures or text descriptions. By sharing real-time usage experiences, beauty bloggers can provide fans with a more intuitive and realistic product experience, helping them make more informed consumer choices while also strengthening the trust and connection with their fans. This approach effectively provides strong support for product seeding, leading fans to more actively try and purchase recommended beauty products.

3.1.3. Specialized Content Output

Under the 'grass-raising' recommendation, specialized content output is crucial for beauty bloggers. They will focus on improving the quality of their content and provide their fans with valuable knowledge in the beauty field by teaching professional makeup techniques and sharing product usage tips. For example, sharing makeup tips, skincare methods, and tips on shopping for products. Through the output of these professional contents, beauty bloggers are not only recommending products but also educating their fans and helping them improve their makeup skills and product knowledge. The transfer of this knowledge not only enhances fans' desire to learn but also boosts their interest and engagement in the beauty field, which in turn deepens the interaction and relationship with fans and promotes the sustainable development of the account and user loyalty. Through specialized content output, beauty bloggers can establish a deeper connection with their fans and cooperate with brands to provide more convincing promotional effects.

3.2. Social Activity Strategy

Under RED's 'grass-raising' recommendation mode, beauty bloggers can develop a series of social campaign strategies to enhance fan interaction, boost account exposure, and attract more fan attention. First, bloggers can hold live events to showcase the latest beauty products, share makeup tips, interact with fans, and answer questions to increase fan engagement and activity. During the live broadcast, bloggers can also recommend high-quality products and share trial experiences to attract fans to purchase, buy, and try [5].

On May 24, 2024, Zhang Xiaohui opened her first live broadcast in RED, which lasted six hours and had a heat of 600 million, creating a breakneck lead compared to other anchors in the same period, and more than three times the 200 million heat of Dong Jie's live broadcast, who had been out of the loop before. According to the official data of RED, the sales of this live broadcast were up to more than 50 million dollars. Unlike the other carry anchor, in Zhang Xiaohui's live broadcast, there is no noisy low-priced hawking, instead, only Zhang Xiaohui waves from the aesthetic point of view of the explanation of the introduction, which the highest degree of discussion is no more than her use of the famous Renaissance painting "Spring" to promote the eyeshadow palette, "Look at the fairy's tulle is the color of the eyeshadow! "One sentence captured the hearts of many girls.

By observing what viewers share on social networks, it can be seen that Zhang Xiaohui's live broadcasting style is similar to the current one, which no longer employs vocal and low-priced marketing, but emphasizes more on the effect and texture of the products, for example, the use of fog to describe the nude-beige products with grey undertones. In the live broadcast, she not only shares her daily life and attitude towards the world but also covers her favorite coffee shops and her views on fashion. In addition, there is a certain degree of overlap between the goods carried in the two live broadcasts, such as the rose box that she combines SKUs to match. This is also related to her "Rose is Rose" brand, which mainly sells high-end products that have not yet set up counters in China. (data from Tencent).

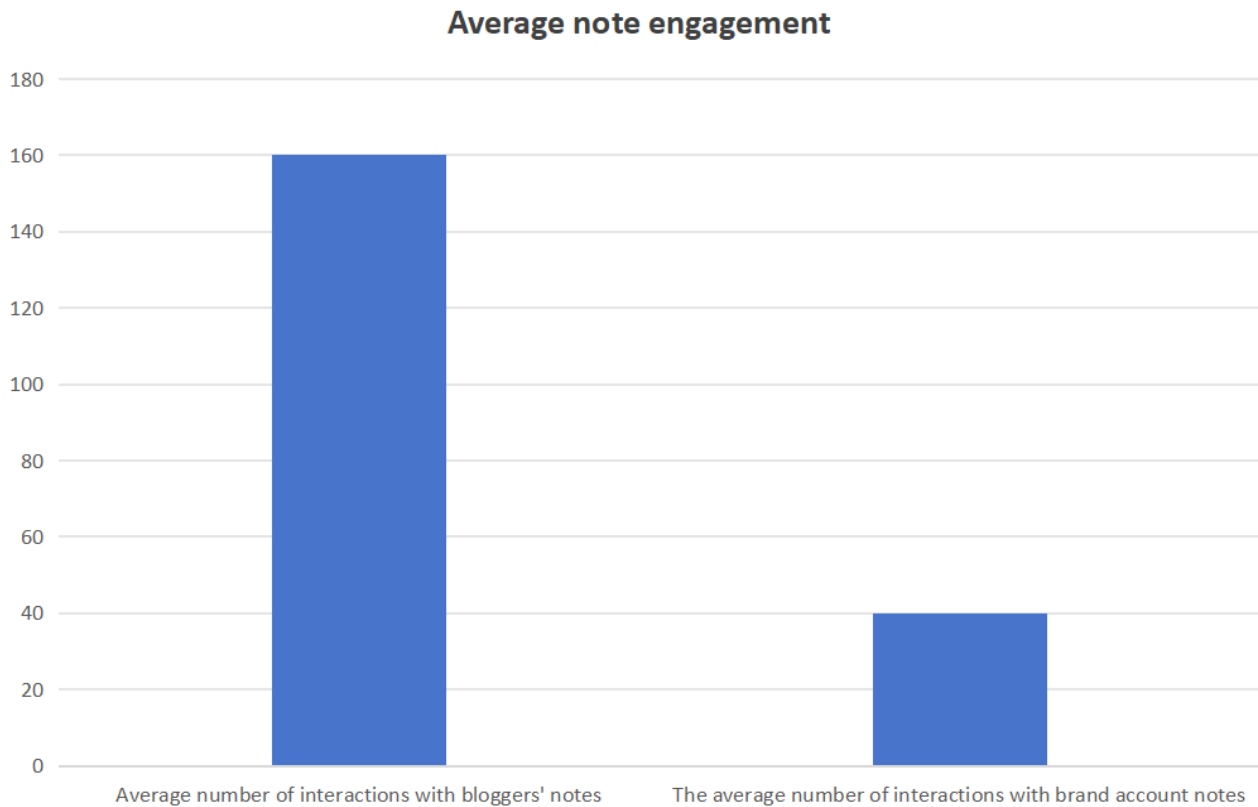


Figure 2. Average note engagement

According to Figure 2, The average interaction on a weed blogger's notes is 160, while the brand's notes amount to only 40 interactions.

In addition, beauty bloggers can also organize topic discussion activities, inviting fans to share their beauty tips, ask questions or topics, and promote interaction and communication among fans. Through the topic discussion, it can trigger the enthusiasm of the fans to discuss and increase the account topic and attraction. At the same time, bloggers can also regularly organize beauty product trial experience activities, inviting fans to apply for trial and share experience reports, increasing product exposure and credibility.

3.3. Fan and Community Management Strategies

Under RED's 'grass-raising' recommendation mode, beauty bloggers need to adopt a series of effective fan and community management strategies to enhance fan interaction and community activity. First, beauty bloggers can attract fans' attention and interest by posting a variety of grass-raising content, such as product recommendations, trial experiences, and shopping shares, to guide them to make purchases and try them out. Bloggers can also share personalized makeup tips and cosmetic matching suggestions with their fans to help them solve their beauty problems and win their trust and support. In addition, bloggers can utilize the live broadcast function in the 'grass-raising' recommendation mode to show the real effect of the product and how to use it, increasing the exposure and attractiveness of the product.

In terms of community management, beauty bloggers can invite their fans to join them by establishing exclusive fan communities or clubs to share their beauty experiences and tips, and communicate and learn from each other. Bloggers can also organize regular online activities, such as interactive quizzes, product trial experiences, and lucky draws, to bring them closer to their fans and enhance community cohesion. In addition, bloggers can regularly reply to fans' comments and private messages, actively interact with fans, pay attention to their needs and feedback, and enhance fans' participation and stickiness. Through the above well-designed fan and community management strategies, RED beauty

bloggers can effectively promote product seeding and community building, improve fan interaction and loyalty, and increase the influence of the account and business cooperation opportunities.

Beauty blogger @Mi Ow Meowoo has 340,000 followers on Weibo, where she often shares her cosmetic makeup and her daily routine. When it comes to interacting with her fans, @Mi Ow Meowoo says she will chat about makeup-related topics in her WeChat fan group, "I used to live broadcast occasionally, but I recently gave birth to my second child and my life is a bit busy, so I'll be back to live broadcasting after a while." @Mi Ow Meowoo will also often in the comments section of the lottery to give back to the fans, Regarding the type of gift, she said: "I generally think that good-looking things will buy two, good brands will rarely take the initiative to send genuine to let the blogger lottery, so I usually buy their own to draw, it is not good to buy it will be drawn cash la. Sometimes I'll randomly draw some fans in the comments to give something away, or look at the interactive list to give away." She has increased her fans' loyalty by interacting with them positively and giving them proper feedback.

4. Case Study

RED blogger Yijingneng is a social platform featuring the sharing of beauty, fashion, life, travel, and food content. Users can browse others' sharing on the platform to get the latest fashion trends, and they can also post their own personal tips and life experiences. Yi Jingneng section also provides professional beauty and skincare tutorials to meet users' pursuit of beauty and fashion. At the same time, users can also learn about the food culture and travel experiences of different countries on RED blogger Yi Jingneng, adding more colors to their daily lives.

Yi Jingneng has always been a sensible and gentle, sober and independent image, and her persona brings its flow, making her live audience more accurate. Thousands of melon data show that the fan portrait of Yi Jingneng's RED account is mainly focused on 25+, distributed in first-tier and new first-tier cities, women with spending power and the pursuit of quality life. In the live broadcast, Yi Jingneng can quietly introduce healing goods, from the surface of the movie dry ground picture description, sublimation to their inner sensitivity of feelings and external evaluation of the blunt force "philosophy of life, Yi Jingneng line of clouds like the emotional value of the brand and the emotional problems of consumer concern associated, consumers find resonance, for their healing needs to pay.

At present, many young people feel trapped in the realities of workplace survival pressure, emotional relationship entanglements, and repeated family trauma, and face confusion and uncertainty about the future. This squeeze makes them feel as if they have been pushed to the brink of collapse, so they urgently need to carry out self-healing. According to RED data, from January to November 2023, the number of notes on the theme of "healing" on RED reached 503,400, of which the number of business notes increased to more than 35,000, an increase of 467.53% and 218.18%, respectively, compared with the same period last year, a surge in data. When it comes to "going crazy", young people are seeking a way to release their inner pressure when they encounter difficulties, and their pursuit of "healing" means that they are willing to heal and nourish themselves from the bottom of their hearts.

On October 28, 2023, Yi Jingneng's second live broadcast in RED was watched by as many as 1.66 million people, with a per capita viewing perspective of fans of 12 portions and 52 seconds, and 11 international brands with little reputation in China sold out of their single products in the live broadcast room, with estimated sales breaking 4,700+.

5. Operational Problems and Solutions

5.1. homogenization of content

On the RED platform, beauty bloggers face the challenge of content homogenization. As the beauty industry becomes increasingly competitive, more and more bloggers are inevitably caught in the dilemma of creating content homogenization. Convergence development for the user to provide a

richer and more convenient shopping experience, but also for the merchant to provide more marketing channels and business opportunities, but excessive convergence will only make the competition more intense, the market is over-saturated, and ultimately the platform and the merchant will be very difficult to benefit from the phenomenon, but instead, the phenomenon of homogenization will occur [6]. This homogenization is manifested in various aspects: first, beauty bloggers tend to indulge in following the trend of recommending popular cosmetics and skincare products, resulting in high content similarity. Second, in terms of content form, many bloggers tend to adopt similar filming techniques, post-production, and dubbing methods, lacking personalization and innovation. Further, some bloggers intentionally chase hot topics or challenges to cater to their fans' tastes, resulting in entertaining and similar content. In addition, some beauty bloggers also imitate and plagiarize each other, making the content more homogenized.

To solve the problem of content homogenization, beauty bloggers can start from several aspects: RED beauty bloggers can improve their professionalism and level of creativity, and continue to learn to explore more unique and in-depth content forms. You can study makeup skills and product knowledge in depth, launching professional product reviews and using skills to share; at the same time, try cross-border cooperation, combined with fashion, art, and other elements, to create more depth and uniqueness of the beauty content; participate in industry activities and exhibitions, to obtain the latest trends and professional information, to bring more valuable content experience for fans. These efforts can help bloggers stand out in the highly competitive beauty field and attract more attention and recognition. ; maintain independent thinking and continuous learning, think about the direction of the content they create, learn about the beauty field, improve their professional knowledge, do not blindly follow the trend of imitating the top stream works, and establish their own style and brand image; in the process of interacting with their fans, listen to more of their opinions and suggestions on the type of work they create, maintain close contact with their fans, and communicate more with them through the comment section or private messages, to Create more personalized and valuable content. Through these efforts, beauty bloggers can break the homogenization dilemma and enhance their influence and attractiveness.

5.2. Product partnership selection issues

RED beauty bloggers may encounter some problems when choosing products to work with, and one of the main issues is product quality and reputation. If a blogger works with poor-quality products, it may cause fans to question the blogger and think that the blogger is not professional enough or dishonest. Fan trust is a blogger's valuable asset, and once it is lost, it will seriously affect the blogger's reputation and fan base. A blogger's personal image and brand image are directly affected by product quality issues. Long-established image and credibility may be damaged by failed cooperation, affecting the blogger's long-term development. To solve this problem, bloggers can choose from the following options:

Firstly, bloggers can experience or understand the products of the partner brands by themselves to ensure that the quality and effect of the products meet their requirements and avoid recommending them to their fans because they are not suitable. Secondly, bloggers can check the ratings and reviews of other consumers to understand the reputation and user experience of the brand's products to make a more accurate and objective choice. In addition, bloggers can have in-depth communication with the brand to understand the story and values behind the product and ensure that they are consistent with their views and values, to establish a long-term and stable relationship. Finally, bloggers can also choose to cooperate with brands in related fields according to their beauty themes and directions, to better meet the needs and expectations of their fans and increase the likelihood of successful cooperation. Through the above ways, beauty bloggers can choose cooperation brands more wisely and rationally, improve their image and credibility, and win the trust and support of their fans.

6. Conclusion

The grass-raising strategy of red book beauty bloggers plays an important role in driving the sales of beauty products and brand marketing. Through content recommendations, product reviews, and sharing of usage tips, bloggers inspire users' desire to buy and drive brand sales and exposure. The grass-raising strategy of beauty bloggers provides users with more shopping references and experience sharing, while also bringing more exposure and recognition to brands. This model not only promotes the promotion and sales of beauty products but also provides users with more comprehensive and authentic product information, which enhances their purchasing experience and loyalty. Therefore, an in-depth study of RED beauty bloggers' grass-raising strategy and its impact is of great significance for understanding the mechanism of social media marketing and enhancing brand marketing effectiveness.

There is a lack of actual data in this study, and the data studied is limited to top stream head beauty bloggers only, and there is a lack of research data for vegetarian beauty bloggers. In the future, the study can be based on the study of top stream beauty bloggers, but also on the study of popular beauty bloggers, to enhance the rigor and comprehensiveness of the study.

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