

Analysis of Issues in the Development of Chinese Beauty Products and Research on Optimization of Marketing Strategies --Take Dr. Wen as an Example

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Abstract:

This article explores the sales strategies of beauty facial mask products on the TikTok short video platform, using “Dr. Wen’s B5 Salicylic Acid Facial Mask” as a case study to analyze its marketing success through online celebrity video promotions. The study aims to uncover the principles and mechanisms behind TikTok’s short video format and how influencers utilize it to drive product sales. By examining this case, the research seeks to offer valuable insights into TikTok’s e-commerce development strategies and the broader role of social media in shaping consumer behavior. In addition to focusing on TikTok’s promotional methods, this paper also examines the evolving trends and competitive landscape of the facial mask market. With the rapid expansion of TikTok as a platform, the beauty facial mask industry has diversified significantly, leading to varying product reviews and consumer experiences. This study highlights the importance of social media in influencing purchasing decisions, offering crucial references for policy formulation, market regulation, and brand strategy development. By analyzing the intersection of social media and e-commerce, this paper provides a comprehensive understanding of how platforms like TikTok are transforming the beauty industry and shaping modern consumer behavior.

Keywords: Chinese Beauty Products; Dr. Wen; Marketing Strategies

1. Introduction

Douyin Short Video is an online streaming platform through which users can upload, watch, and share

short video content. Douyin Short Videos allows users to shoot, upload, and share short video content in less than 1 minute, and these short videos can include various materials such as fun, entertainment, music,

sports, travel, and advertising. Users can freely select or search for content they are interested in through various foldable option bars on the Douyin app.

In today's beauty market, there is a dizzying array of face masks. Among them, Dr. Wen's B5 Salicylic Acid Mask has attracted much attention because of its unique ingredients and promotional effects. However, for this mask, some people think that it is an "IQ tax", and some people think that it is a "real mezumi". In the era of the rapid development of Douyin, many people began to find celebrities and Internet celebrities on Douyin short videos to share their experiences and experiences, thereby promoting the exposure and sales of products

In this context, this paper chooses to take Dr. Wen's salicylic acid mask mud as an example to conduct an in-depth analysis of the sales volume of beauty masks. Through the study of the sales of Dr. Wen's salicylic acid mask in Douyin Internet celebrity videos, the purpose of this study is to explore the principles and methods of Douyin short star Internet celebrity short videos for product drainage, and to provide a useful reference for the development strategy of Douyin short video e-commerce. At the same time, this article will also focus on the development trend and competitive landscape of the mask market, and provide a decision-making basis for the formulation of relevant policies and market supervision.

2. Case Description

Li explored the marketing strategies of short video apps, specifically Douyin, highlighting its content diversification and user engagement tactics [1]. Sun analyzed how Douyin's video marketing impacts consumer psychology, emphasizing the role of emotional appeals and social influence [2]. Wang assessed the communication effects of content marketing on Douyin, showcasing successful virality and brand recognition [3]. Zhang delved into Douyin's interest-based e-commerce model, illustrating how viral short videos drive sales [4]. Zhang & Fan analyzed the influence of consumer decision-making on agricultural product marketing on Douyin, utilizing fsQCA for insights [5]. Shuai studied brand marketing strategies on Douyin, emphasizing brand storytelling and KOL collaborations [6]. Wang & Xie outlined comprehensive marketing tactics for Douyin, emphasizing user-generated content and targeted advertising [7]. Zhao similarly investigated brand marketing on Douyin, focusing on creative content and platform algorithms [8]. Lin analyzed Douyin's marketing strategies, showcasing its personalized recommendation system and user engagement mechanisms [9]. Li & Xiao explored consumer behavior on Douyin, proposing a tailored marketing mix for brand promotion [10]. Wang &

Liu dissected Douyin's advertising marketing, emphasizing its native ad formats and high user engagement [11]. Lv utilized a SWOT analysis to evaluate Douyin's marketing strengths, weaknesses, opportunities, and threats [12]. Xu provided a comprehensive marketing strategy analysis for Douyin, showcasing its rapid growth and innovative content formats [13]. Xu & Wu analyzed marketing mix strategies for short videos in the mobile social era, with Douyin as a case study [14]. Xiao generalized short video marketing strategies, highlighting Douyin's successful content monetization [15]. Lastly, Lu & Ren analyzed Douyin's marketing tactics, emphasizing its unique features and user-centric approach to content creation [16]. Each study underscores the evolving nature of short video marketing, particularly on Douyin, and the importance of understanding user behavior and leveraging platform capabilities for effective branding and sales.

3. Analysis on the Problem

3.1 The Marketing of Mask Celebrity Celebrity Endorsement Products is Excessive

Dr. Wen's strategy of using celebrity influencers for mask marketing faced the significant challenge of overmarketing. In the fierce market competition, in order to quickly increase brand awareness and sales, Dr. Wen may have unconsciously increased publicity efforts and adopted a high-frequency exposure strategy. However, this kind of excessive marketing is often counterproductive, and it is easy to leave a bad impression on consumers with "strong sales", which in turn will cause consumer disgust and resistance, which will seriously damage brand favorability and loyalty in the long run.

More importantly, frequent exposure and information bombardment can lead to information overload, making it difficult for consumers to get lost in the massive amount of information, and it is difficult to effectively sift through and absorb the truly valuable information about Dr. Wen's mask. This not only weakens the pertinence and effectiveness of marketing messages but also allows consumers to have a vague or even wrong perception of the product, which in turn affects the final purchase decision. Therefore, Dr. Wen needs to evaluate the current marketing strategy carefully, reasonably control the frequency and exposure of publicity, avoid the negative impact of excessive marketing, reach the target consumers in a more accurate and efficient way, and achieve positive interaction and win-win development between the brand and consumers.

3.2 Homogenization of Video Content for Ce-

Celebrity Influencers

On the current Douyin platform, the field of beauty product marketing videos is facing a serious challenge of content homogenization, and Dr. Wen's brand is not completely immune to this trend. Many beauty brands have flocked to Douyin in an attempt to quickly attract users' attention and boost sales through short videos, but the problem is that much video content is created around similar usage displays, effect comparisons, etc., lacking innovation and personality.

This homogenization makes users feel bored and aesthetically fatigued when browsing because similar scenes, languages, and effects make it difficult to stimulate their freshness and curiosity. For Dr. Wen, this means that even if the product itself has unique advantages and selling points, it may be ignored or forgotten by users due to the similarity of content expression, and it is difficult to form a deep brand memory point.

What's more, homogeneous content weakens the differentiated competitive advantage of brands. In a highly competitive market environment, differentiation is the key to differentiating brands. However, when all brands are telling similar stories in similar ways, it can be difficult for consumers to tell which brand is truly different, which undoubtedly puts a lot of pressure on the long-term development of brands like Dr. Wen.

Therefore, Dr. Wen needs to be deeply aware of the seriousness of the problem of content homogeneity and actively explore innovative marketing strategies and content forms. By exploring the unique value proposition and user experience of the product, combined with personalized creative expression, we can create high-quality content that not only conforms to the brand tone but also attracts the attention of users so as to stand out in the fierce market competition.

3.3 The Professional Quality of Celebrity Internet Celebrities is Low

In Dr. Wen's carefully constructed marketing strategy blueprint, the role of celebrity influencers should be like bright stars, leading the light for the brand. However, the lack of professional quality of some celebrity influencers has become a dark spot that cannot be ignored. These influencers often find it difficult to accurately convey the unique charm and excellent results of Dr. Wen's mask due to their lack of in-depth product knowledge and professional skincare skills when facing consumers. They may be able to attract attention for a while, but they are not good at providing professional advice, answering user questions, or guiding users on how to use it correctly, which undoubtedly weakens the authority and usefulness

of marketing content.

Furthermore, low-quality performance will not only make consumers question the true effect of the product but also may cause immeasurable damage to the overall brand image. In today's highly transparent information, an unprofessional recommendation or misleading remarks may quickly ferment on the Internet, triggering negative public opinion and reducing the credibility of the brand and consumer trust. Once this trust is damaged, it will be extremely difficult and time-consuming to re-establish it.

Therefore, Dr. Wen must face up to this problem and strengthen the screening and training of co-star influencers. A strict selection mechanism ensures that every spokesperson can deeply understand and love the brand and, at the same time, have certain skin care knowledge and good communication skills. In addition, professional product training should be provided to influencers on a regular basis so that they can accurately convey product information and provide valuable skincare advice so as to help Dr. Wen's brand win the trust and support of more consumers in the market.

4. Suggestions

4.1 Strengthen the Review of Celebrity Influencer Marketing Products

In the course of Dr. Wen's brand development, ensuring the harmonious symbiosis of product quality and marketing effect is the key to maintaining the long-term vitality of the brand. In the face of the dazzling array of beauty products in the market and the prevalence of influencer marketing, Dr. Wen needs to take a series of more detailed and powerful measures to strengthen the review and management of influencer-endorsed products so as to consolidate the foundation of the brand's credibility.

The first task is to establish a rigorous and comprehensive product selection mechanism. This not only means that the quality of the product itself is rigorously inspected to ensure that it meets the relevant national standards and industry standards, but more importantly, whether the product matches Dr. Wen's brand positioning, core values, and market strategy. Dr. Wen should set up a dedicated team to conduct in-depth research on market demand, consumer preferences, and competitive product analysis to position the extension of his product line accurately. On this basis, the products that are intended to cooperate are screened layer by layer to ensure that every product that is pushed to the market and endorsed by celebrities and Internet celebrities can become a high-quality carrier to convey brand value.

At the same time, the review of marketing content should

not be neglected. Dr. Wen should clarify the boundaries and red lines of marketing content and resolutely resist exaggerated publicity, false promises, and other improper means. In the process of celebrity promotion, Dr. Wen should ask the spokesperson to uphold the principle of good faith, truthfully reflect the characteristics and effects of the product, and avoid using vague and misleading language or images to induce consumers. To this end, Dr. Wen can establish a content moderation mechanism to review marketing copy, video scripts, live content, etc., one by one to ensure the accuracy and compliance of information. In addition, Dr. Wen should also encourage consumers to give positive feedback, take timely measures to correct false claims or misleading information found, and publicly apologize to protect the brand's reputation and consumer interests.

On this basis, Dr. Wen should also strengthen communication and collaboration with celebrities. Through regular training, sharing sessions, and other activities, we can improve the understanding and mastery of product knowledge, skincare skills, and marketing norms among Internet celebrities. At the same time, influencers are encouraged to give full play to their personal charm and creativity, combine their own characteristics and the characteristics of the audience group, and create high-quality content that not only conforms to the brand image but also can attract the attention of users. This can not only effectively improve the marketing effect but also further deepen consumers' awareness and recognition of Dr. Wen's brand.

In the process of strengthening the review of celebrity endorsement products, Dr. Wen needs to build a comprehensive and multi-level review system to ensure the dual guarantee of product quality and marketing content. Only in this way can we maintain our brand advantage in the fierce market competition and win the trust and support of consumers.

4.2 Increase the Quality of the Content of Videos Posted by Celebrity Influencers

In today's increasingly fierce competition in the beauty field, content homogenization has become a major bottleneck restricting the development of brands. Dr. Wen knows that in order to stand out from the crowd in this visual feast, it is necessary to break the mold and bring a refreshing viewing experience to consumers. Therefore, solving the problem of content homogenization and encouraging and supporting celebrity influencers to create high-quality and distinctive video content has become an important part of Dr. Wen's marketing strategy.

In order to stimulate the creative enthusiasm and innovation of celebrities, Dr. Wen has taken a series of positive

measures. First and foremost, providing professional training is key. Dr. Wen understands that product expertise and skincare techniques are the foundation for creating high-quality content. Therefore, they specially invited senior experts in the industry to tailor training courses for celebrities and influencers, from product characteristics usage skills to skin care concepts, to improve their professional quality in an all-around way. At the same time, a practical drill is also set up to allow Internet celebrities to learn in practice and grow in learning.

In addition to professional training, creative direction is also indispensable. Dr. Wen has assembled a team of creative planners, visual designers, and copywriters who work closely together to provide personalized creative solutions for influencers. From the writing of the video script to the layout of the shooting scene, from the use of lens language to the processing of post-editing, every link strives to be novel and unique, in line with the brand tonality. At the same time, the team also encouraged influencers to give full play to their personal strengths and creativity and integrate their personal style into the video to form a unique brand memory point.

In terms of resource support, Dr. Wen also spared no effort. They provide celebrities with advanced shooting equipment, a professional makeup and styling team, and high-quality post-production services to ensure that every video achieves the best results. In addition, Dr. Wen actively cooperates with major social media platforms to obtain more exposure opportunities and traffic support for influencers, helping them better spread their brand messages.

In terms of content form, Dr. Wen also encourages diversification. They not only pay attention to the use of display and effect comparison of the product itself but also pay more attention to the story and value behind the product. Through user story sharing, product tutorials, skincare knowledge popularization, and other forms, Dr. Wen has made the video content richer and more diverse, meeting the viewing needs of different consumers. These videos not only convey the practical information of the product but also convey the temperature and feelings of the brand, enhancing the emotional connection between consumers and the brand.

In short, Dr. Wen has effectively stimulated the creative enthusiasm and innovation ability of celebrities by providing professional training, creative guidance, and resource support and successfully solved the problem of content homogenization. In the future, Dr. Wen will continue to uphold innovative ideas and explore new content formats and marketing strategies to bring more high-quality and distinctive video content to consumers, as well as further consolidate and enhance the brand's market position.

4.3 Strengthen Professional Training for Celebrity Internet Celebrities

In dealing with the challenge of low professional quality of celebrity influencers, Dr. Wen showed a forward-looking vision and deep insight and deeply realized the key role of professional training in improving the overall strength of the influencer team, strengthening the brand image, and enhancing consumer trust. Therefore, Dr. Wen has carefully planned and implemented a series of comprehensive and in-depth professional training programs aimed at improving the professionalism and comprehensive ability of celebrities in an all-round way.

The first part of the training focuses on the in-depth mining of product knowledge. Dr. Wen understands that as a brand spokesperson, a celebrity's deep understanding of the product is the basis for conveying brand values and answering consumers' questions. Therefore, the training content covers in detail the ingredients, efficacy, applicable groups, usage methods, and precautions of Dr. Wen's mask series products so as to ensure that every Internet celebrity can become a "living dictionary" of the product and provide consumers with accurate and professional information.

Training in skincare techniques is also indispensable. Dr. Wen invited well-known skincare experts in the industry to share the latest skincare concepts, techniques, and daily skincare knowledge with celebrities through a combination of theoretical explanations and practical demonstrations. This not only helps influencers improve their skin quality but also provides consumers with scientific and reasonable skin care advice during the promotion process, enhancing the professionalism and credibility of the brand.

In addition, training in marketing skills is also an important part of the training program. Dr. Wen focuses on cultivating the market sensitivity and marketing awareness of celebrities and equips them with effective communication skills, interactive strategies, and crisis response skills through case studies, role-plays, simulation exercises, and other forms. The improvement of these skills will enable influencers to face the camera more confidently, flexibly respond to various marketing scenarios, and enhance the market competitiveness of the brand.

Throughout the training process, Dr. Wen also focused on cultivating the professionalism and brand awareness of celebrities. By sharing brand stories, conveying brand concepts, and strengthening brand loyalty education, Internet celebrities can deeply understand their responsibilities and missions as brand spokespersons, consciously maintain brand image, and transmit positive energy.

Through this series of comprehensive and in-depth profes-

sional training, Dr. Wen not only improved the professionalism and comprehensive ability of celebrity influencers but also created a professional, credible, and friendly brand image. These changes not only strengthened consumers' trust and favorability towards the brand but also gained a valuable competitive advantage in the fierce market competition.

5. Conclusion

Through an in-depth study of the marketing model of celebrity influencers on the Douyin short video platform, this paper systematically sorts out the current research status, development trend, and marketing logic in this field. Past studies have fully demonstrated the significant advantages of Douyin as a new type of marketing position in the mobile Internet era in terms of precise push and user stickiness, and its unique algorithm system has opened up a new path for enterprise marketing. The huge traffic of celebrities and influencers has become an important force in promoting brand exposure and e-commerce transactions, demonstrating the huge potential and market value of short video marketing.

However, with the intensification of competition, problems such as content homogenization, user aesthetic fatigue, and marketing ethics have also been exposed. Therefore, future research should further explore how to enhance user experience and build a healthy marketing ecosystem while maintaining content innovation. At the same time, we will pay attention to how technological progress can further empower short video marketing, such as AI-assisted content creation and big data, to deeply mine user needs so as to achieve more accurate and efficient marketing strategies.

Looking to the future, with the popularization of technologies such as 5G and the Internet of Things, short video marketing will usher in more development opportunities and challenges. Enterprises need to continuously innovate marketing strategies, strengthen emotional connections with consumers, and use short video platforms to create brand stories and maximize brand value. At the same time, all sectors of society should work together to formulate more perfect regulatory policies, guide the healthy development of the short video marketing industry, and contribute to the sustainable prosperity of the social economy.

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