

# The Impact of Social Media Marketing on Brand Development: Strategies, Challenges, and Opportunities

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### Abstract:

Social media marketing has become an important tool for modern branding, and its impact on the market has grown significantly. This study examines how social media platforms have developed unique marketing strategies and concepts by promoting product marketing through innovative forms such as short videos and images. This study believes that advertising on these platforms, targeting target groups, and cooperation with bloggers and netizens form the core of their marketing models. However, reliance on social media marketing also reveals potential weaknesses, such as the lack of offline physical stores that may affect brand recognition and market penetration. This study also discusses how sales breakthroughs have been achieved through social media and the marketing strategies of some foreign brands in the Chinese market. Using the SWOT analysis model, this study discusses the principles of successful marketing strategies. It points out that successful marketing requires not only quality products and accurate consumer positioning but also in-depth research on consumer psychology and advertising effectiveness.

**Keywords:** Social Media Marketing; Influencer Marketing; Brand Development; SWOT Analysis.

## 1. Introduction

Social media has become an integral part of People's Daily lives, and its impact on marketing has increased significantly. Social platforms such as Douyin and Instagram promote products innovatively through short videos, pictures, and other forms and have formed unique marketing strategies and concepts [1]. These platforms' advertising delivery and promotion, targeting target groups, and cooper-

ation with bloggers and influencers form the core of their marketing model [2]. At the same time, these strategies are also accompanied by potential crises and fierce market competition. While social media marketing has proven efficient and profitable, continued reliance on social media marketing can also reveal some weaknesses. For example, does the lack of offline physical stores affect brand awareness and market penetration? If some consumers stop using social media, will brands that rely entirely on online

marketing lose an important customer base?

On the contrary, for brands that only have offline stores and lack online marketing, this limitation will also affect their market performance. In addition, inviting major bloggers and Internet celebrities to promote products through social media is also worthy of in-depth discussion compared with the plan of brands to promote products through their channels, such as official websites [3]. This study will also explore why consumers accept and buy products promoted through social media and how some unknown small merchants achieve sales breakthroughs through platforms such as Douyin, reaching more than 100,000 sales. Without social media support, whether these businesses will face the risk of declining sales or even losing money is also one of the focuses of this study. This study aims to explore the role of social media such as TikTok and Instagram in marketing and analyze the strategies and concepts they adopted [4]. Through the introduction of the research background of social media, we will understand in detail how merchants make use of these platforms to make profits and the importance of social media to product sales to help more people who are interested in starting businesses through the Internet to better master marketing skills [5].

## **2. Influence of influencer marketing (Motivation and effect of influencer cooperation, analysis of consumer behavior)**

Influencer marketing products have a great impact. Some companies are not very profitable, but through the Internet marketing methods to revive their business and start to make money—for example, the Sheng Qiao Fu group is on the way to fast. They didn't have a lot of sales or buyers before they went through a big food blogger, but their company spent more money on hiring a big food blogger to advertise them [6]. This behavior paid off well, with sales going from a few thousand to millions. This is a very amazing number and very successful marketing. So why is this happening? First, it is no longer popular as a new brand. Due to its popularity, it can't sell many products. Only relatives and friends who are inseparable from each other will make symbolic purchases to support the development and growth of the brand. Therefore, if a brand has no popularity, there will be no consumer group, and no one will buy their products. This is very dangerous for a sales-oriented brand because it also means losing money. It costs them to produce the goods, it costs the machinery to deliver the goods, and all operations require money to maintain, and when there is no income, their capital is not

working. The company cannot continue to operate. So, the fastest and best way to change the status quo is to raise awareness. When it gets better, people will try it. Many people may think that popularity is unimportant or cannot greatly affect the sales of a class of products. Still, popularity is a very important part of selling products. Let's take new energy vehicles, for example.

In this era of rapid development, the functions and quality of domestic new energy vehicles far exceed that of the "originator of new energy vehicles," Tesla. However, why do many people buy Tesla instead of domestic trams such as ideal BYD? Because Tesla's electric car is the pioneer of new energy vehicles, many people buy cars not only for the convenience of transportation but also to show their social status and buy high-priced cars. Tesla is relatively the most well-known brand in the new energy vehicles, so even children can recognize any Tesla car. This satisfies one of the original intentions of consumer consumption, that is, vanity. Although its price is not high, the car's reputation is great; the brand has a relatively long history and is a foreign brand, which also satisfies the stereotype that imported cars are better than domestic cars. That's why Tesla's sales keep growing. This shows the importance of visibility for a brand. So why don't they rely on their advertising but find some Internet celebrities with a certain number of fans to market their products?

As we all know, the advertising cost of asking network celebrities to promote products is very high, often hundreds of thousands. The reason why the brand of Ascending Zhai is willing to spend a lot of money to find Internet celebrities for endorsement is that Internet celebrities have influence and the trust of fans. Many people may not buy a new product when they see it, but what if it is their favorite Internet celebrity or idol? It's like how Gentle Monster and Jennie's sunglasses sold out. It's a chain reaction. Let's take a look. The consumer group that buys the product is first the fans of net red. If the product is very good or cost-effective, then the fans' satisfaction will help the blogger to publicize; in fact, the fans intend to promote the blogger's good product because he buys the product does not cheat people but also helps the publicity of the product. So, the product will start to spread from one person to the people around him and those around him to those in different areas. So, this is how influencers sell products.

## **3. Case Analysis**

### **3.1 Small Businesses and Tiktok**

Uplink Zhai, a LAN, and other food companies. These are food companies, mainly selling desserts. The biggest chal-

lenge in food sales is taste, which may sound like crap, but one of the most important factors to remember is taste. No one food can make everyone love it so that every food will have good reviews and bad reviews. So, how should consumers make decisions when choosing? This is also a very distressing thing for consumers. So, these small businesses find a lot of Internet celebrities to promote the way to win more with less. It's like what psychology says. You won't believe it when one person says something you're not interested in is good, and you won't believe it when two people say it, but when more and more people say it, you also wonder if it's true. People have started to enter the questioning stage, so the next step is to try. The only test of truth is practice. At the same time, the purpose of these merchants has been achieved; that is, one more consumer has purchased their product [7].

### 3.2 Domestic Beauty Brand Strategy

What are the reasons for the high sales of domestic companies such as Ermu and Tangduo through the Posting of videos on Douyin and the Posting of articles by big bloggers [8]? One is to attract consumers, the other is to expand visibility, and the above conclusion is the same. However, in essence, the quality of the product is still required, which is the hard condition [9]. Why is it that the most important thing is the quality of the product? In fact, for consumers, the product quality can be somewhat superior; only good or qualified product quality can be. Because for consumers, when they follow their favorite bloggers to buy some products and receive them, if they find that the product meets or exceeds their expectations, there will be a buyback phenomenon. There is poor information for consumers in this buying cycle because if a person has not bought this kind of product and he has bought the right product the first time, he will not look for other brands, even if they know that there may be a lower price and better quality product. For another type of consumer, after they have purchased such products, they will not waste time and energy to look for other brands after they have bought the products they are satisfied with because they compare the brands in their minds and subconsciously think that this brand is the best one they have used. They will strongly recommend it when people around them ask. There is also a way of selling, which is slightly more expensive than similar products, but the quality of the product is very good; this will also make many people pay for it. In modern society, many online shoppers have a certain economic strength; that is to say, some people do not care how high the price of goods is as long as they can buy good quality products. For example, all the products of this brand are very expensive com-

pared with other brands. However, many people still pay for their products because the quality of their products is nearly the same price as similar goods, which no brand or business can surpass. This is the brand's means of making money, and for them, promoting bloggers and videos in the early stage is only a pave for selling products in the later stage.

### 3.3 Marketing of Foreign Brands in China

The marketing methods and methods of foreign beauty brands on Chinese social media, such as Dior, Givenchy, etc. Their main source of revenue is not from the Internet in China, which is different from the main benefit of domestic brands from social media. It may be more about the income of offline stores and the sale of official websites [10]. So why are they doing this? Many young girls, such as high school students and college students, who may not have free financial resources and low-income family conditions, will not know the beauty products made by luxury brands, so these live broadcasts will expand their popularity to these people. When these products are discounted, or some small samples are sold, these people will buy them and get a sense of satisfaction psychologically. These are the kinds of products they have never touched, and they will treasure them once they can have them. There is also a group of people who have poor economic conditions but know these brands and desire to own them, so it is considered a rare thing for these luxury brands to broadcast live on domestic social media, that is, to stimulate consumers to buy in this way. Many broadcasters also encourage others to buy, saying something very stimulating to make consumers feel inferior or undeserving of impulse consumption. Although this way is not desirable and is a very bad means, many people are still attracted by this method to achieve the purpose of the business. The effect of this on the company is to expand the consumer group and the visibility to make money, although not the main means of making money, but for a company as long as there is money to make.

## 4. Discussion of Successful Marketing Strategies

The SWOT analysis model was used to more accurately analyze the principles of this successful marketing strategy and how the company motivates consumers to purchase its products. Ermu Cosmetics is used as an example for illustration.

The Strength of the product is the irreplaceable product characteristics and appearance of other brands of the same price as well as the very important product quality, includ-

ing the brand printed a lot of words encouraging women to become beautiful through cosmetics; many people love to see these words when they make up to get encouragement. The weakness of the product is its relatively high price. For some consumers, the price may be the first, and even if the quality and use of the product are good, they will not buy it because they do not have enough economic strength. These products can be expanded to foreign markets at appropriate opportunities, such as when they are popular. For example, they can use foreign social media, such as Instagram, to promote their products and enter the international market naturally. The operation of this beauty brand could be more stable in fashion. Without regular innovative products for marketing, it will be replaced by beauty products of many other brands.

Successful marketing needs good products, accurate consumer positioning, and accurate consumer psychology and advertising research. All the important steps are necessary. To sell products, companies should make clear and effective regulations and positioning of their own company and, most importantly, price positioning. The positioning level of the company also corresponds to the positioning of the product price. If the product is not worth the high cost and the price is high, the sales of the product will be very low. And the company's marketing will fail.

## 5. Conclusions

Social media marketing has facilitated the rise of many unknown brands while promoting the marketing of well-known brands. From a macro perspective, the Internet has greatly boosted socio-economic development, and social media has gradually become the second largest consumer channel after shopping apps. Through various innovative ways, social media has attracted consumers of all ages, expanding the consumer base and significantly increasing the sales potential of products. When the consumer base is large enough, the likelihood of product purchases and sales will increase dramatically. In addition, social media marketing has demonstrated its unique advantages, par-

ticularly in brand awareness, precise targeting of users, and promotion of products through opinion leaders and internet celebrities. However, there are potential risks associated with this reliance on social media marketing; for example, over-reliance on online channels may lead to weaker brand penetration in the offline market. In the future, companies must combine online and offline marketing strategies and respond flexibly to market changes to achieve more comprehensive and sustainable growth.

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