



A Study of Social Media Marketing Campaign of Selected Cosmetic Brands

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Abstract:

What is brewing in one's life? This is not an apt question to be asked in the present time because widely use of social media publicizes one's personal and professional events. In fact, people are delighted to share the same on the social platform. Today, the best and cheapest way of attracting customers is to promote brands on social media by initiating fascinating and attention seeking campaigns. Therefore, the researcher tried to add scholarly knowledge by carrying out a minor research with the view of studying social media marketing campaign of selected cosmetic brands. For this study, four leading cosmetic brands namely L'Oreal Paris, Lakmé, Maybelline Newyork and Revlon were chosen. The study was entirely based on secondary data collected from the concerned social media channels. It was found that all four selected cosmetic brands were promoted on Facebook, Twitter, YouTube and Instagram by the way of Hash Tag move and Contests. Besides, the highest numbers of followers were of L'Oreal Paris on Facebook while the highest numbers of videos uploaded on You Tube were of Lakmé. Similarly the total number of followers of L'Oreal Parish, Maybelline Newyork, Lakmé and Revlon on Instragram are 101K, 8.7M, 909K and 1.9M respectively. When it comes to number followers on twitter, Maybelline Newyork is leading with 701K followers on Twitter.

Keywords: Social Media, Marketing, Cosmetic, Brand

1. Introduction

The apparent fact is that people of this age have shown more inclination towards social media. They are of opinion that they find themselves more sociable because of variety of tools and features of social media which excite them greatly. However, for some of them it is an addiction. Evidently, numbers of people are massively increasing on social media channels. As a matter of fact, social media channels are gateways to directly penetrate into personal chores of consumers. Thus, it becomes easy for marketers to reach to customers via social media channel. Presently, adoption of social media marketing has entirely revamped marketing communication and popularization of social media has led majority of marketers to endorse their brands by undertaking uniquely devised campaign viz. hash tag move or contests to entice and engage more brand users.

2. Conceptual Framework

2.1 Social Media

Social media is designed to be disseminated through social interaction created using accessible and scalable publishing techniques. Social Media uses internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogue (many to many) (Arya, 2011, p1). According to Andreas Kaplan and Michael Haelein, "Social media as a group of Internet based application that build on the ideological and technological foundation of web 2.0 and that allow the creation and exchange of user-generated content. Social Media covers a wide variety of online and mobile, word-of-mouth forums including social networking websites, blogs, company sponsored

discussion boards and chat rooms, consumer-to-consumer email, consumer product or service ratings websites and forums, Internet discussion boards and forums, and sites containing digital audio, images, movies, or photographs, to name a few (Hollensen, 2011).

2.2 Social Media Marketing

Social media marketing is a term that describes use of social networks, online communities, blogs, wikis or any other online collaborative media for marketing, sales, public relation and customer service (Arya, 2011, p. 12). Social media marketing refers to process of gaining traffic or attention through social media sites. Social media itself is a catch-all term for sites that may provide radically different social action (searchengineland.com).

2.3 Cosmetic Product

Generally cosmetic products are referred as care substances which can be made of chemicals compounds or natural substances to enhance appearance and odour of human body. These cosmetic products beautify human appearance; today cosmetic products are in great demand because of self consciousness & self personality aspects which are closely linked with human life. As per the US Food and Drug Administration, cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions."

2.4 Brand

In general terms, brand is an identity of a particular product of a manufacturer that distinguishes it from those of others existed in a market. Famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names (Keller, 2003). For instance, L'Oreal Paris, Maybelline Newyork, Revlon, Himalaya, Lakmé, Garnier etc. Brand name is the creation of an image or the development of a brand identity and is an expensive and time consuming process. Consumer tend to perceive the product from an overall perspective, associating with the brand name all the attributes and satisfaction experienced by the purchase and use of the product (Kohli & Thakor, 1997).

3. Statement of Research Problem

The profound influence of Social Media on Consumers' perception towards and preference for a particular brand is clearly visible. In fact, their testimonies on social media about post consumption experience build a right image of a brand among potential brand users. It is nothing wrong to say that social media empowers the consumers. Even for marketers, social media proves to be a boon because a brand is creatively and widely promoted on social media channels such as Facebook, Instagram, You Tube, WhatsApp, Snap Chat and so on. There is a list of fascinating social media marketing campaigns viz. Hashtag moves and contests which have been initiated by leading cosmetic brands which intend not only to encourage and incentivize brand users but also to escalate their engagement. Thus, the researcher has made a sincere effort to give a complete account of social media marketing campaign of selected cosmetic brands along with social media statistics.

4. Review of Literature

Kim and Ko (2012) asserted that the social media contains five properties namely entertainment, customization, interaction, word of mouth and trend. Li and Moussraux (2013) concluded that social media can be useful way for finding information due to its capacity to instantly generate an interaction between users and brands. Kaller (2017) carried out a research with the aim of developing a social media plan for a cosmetic brand so as to improve sales figures. The researcher was of opinion that at present time it has become imperative to be there on social media and interact with the consumers. In Germany, beauty industries occupy the third position on social media after cars and fashion. Vinerean (2017) stated that proliferation of social media helps customers become more improved and engaged in

their brand interactions. Akkaya et al (2017) studied that effect of social media marketing on users' attitude towards the brand awareness and purchase intention through social media activities and information sharing. It was concluded that there is a closed relation between purchase intention and information sharing. Suresh et al (2016) summed up that social networking sites offer better information about user experience to virtual communities leading to purchase decision of cosmetic products. Forbes (2016) found that consumers watch and read about the products through the voice of an influential persuasive consumers featuring in videos uploaded on You Tube.

5. Significance of Research Study

In the era of digitalization, widely use of social media has prompted marketers to endorse their brands on social media channel. Actually promotion of brands on social media platform requires a lot of creativity not only for building brand image but also increasing consumer engagement. The present study offers a panoramic view of social media marketing campaign of selected cosmetic brands which is of an immense help to marketers in formulating social media marketing strategies and revamping the existing one. It throws lights on variety of contests undertaken ultimately to endorse cosmetic brands and to retain customers. Through comments and participation of consumers, marketers acquire a great deal of knowledge about interest and perception of consumers about their brands.

6. Scope of Research Study

The study merely talks about social media marketing campaign of selected cosmetic brands. The researcher has chosen four leading cosmetic brands namely L'Oreal Paris, Maybelline Newyork, Lakmé and Revlon. Moreover, the study gives an account of selected social media channels such as Facebook, Instragram, You Tube and Twitter. Similarly, aspects included were Has Tag move and other social media statistics pertinent to selected cosmetic brands.

7. Research Objective

To study social media marketing campaign of selected cosmetic brands

8. Research Methodology

The present study largely relies on secondary data which have been gathered by referring concerned websites and social media platform of four selected leading brands of cosmetic. Those selected cosmetic brands are L'Oreal Paris, Maybelline Newyork, Lakmé and Revlon. Researcher has collected pertinent data on social media marketing campaign viz. Hash Tag Move, Contest, social media statistics such as number of followers, posts, videos, subscribers etc. All collected data have properly been presented using charts and relevant tables and explain the same.

9. Discussion of Findings

9.1 HASH TAG Move

Distinctively initiated HASH TAG move has resulted into a lot of buzz on Social Media platform in the recent time. It is all about social media marketing campaign encouraging users of brands not only to participate but also to think about the brands. In other words, it is a way of promoting a brand through social networking sites. Evidently, different cosmetic brands have variedly been promoted via HASH TAG move, some of them are discussed as below

9.2 L'Oreal PARIS

#KeepsMeRooted here, users of brand / fans are required to upload a photo of a special person who keeps him/her rooted using **#KeepsMeRooted** and there is a surprise for the luckiest winners who will be chosen randomly. Another was **#PowerOn** which was initiated to promote Hair care product on Facebook, Twitter and Instagram. Under this, fans/users of a brand were encouraged to share their hair moments by uploading their images to social media platform using **#PowerOn** and tagging **@lorealparisUSA** and the winner got a chance to meet super model Karlie Kloss. A part from it,

#ReadMyLips campaign was launched to signify National Lipstick Day. As per this campaign, users / fans of a brand is required to upload photos or video of themselves wearing bold lipstick colour using **#ReadMyLips** and **#LorealParis** tagging **@lorealmakeup**. Interestingly, through **#LifeatLoreal** employees of L'Oreal got a chance to share their experience and could win prizes & be featured on L'Oreal social channels. Besides this, for beauty enthusiasts different contests were organized through social media platform such as Hair Flip Contest (where participants were to send videos flipping their hair emulating Sonam Kapoor on Facebook via comment/wall post or tweet the video to **@lorealparisin** using **#JoyOfColouring**), L'oreal Parish Skin Care Kerala Trip Contest (where participants were required to purchase L'oreal Skin Care Products wore of Rs. 1500/- or above and the winners were announced on Facebook), **#CannesGoldenTicket** Contest, The Golden Ticket **#ICANnes**, The Golden Ticket **#LifeAtCannes**, Share Your Transformation Stories Contest (where participants were encouraged to share their hair transformation stories on WhatsApp in form of texts at least 25 words along with a picture showing participant and previously mentioned products), Favourite Shade Contest (where beauty enthusiasts had to comment Facebook post with their favourite Shade of Casting Crème Gloss).

Looking at the kinds of contests taken up by L'Oreal Paris on Social Media, it comes out with Hash Tag move along with contest to endorse variety of L'Oreal products targeting female users. Besides, every year it holds a contest in line with Cannes Festival which offers International Identity to a brand. Interestingly, L'Oreal Paris is beautifully endorsed by globally known personality such as Aishwarya Rai Bachchan etc.

9.3 Maybelline Newyork

Popular Model Adriana Lima often posts her stuffs using **#MaybellineGirls** which significantly endorses Maybelline brand on social media platforms. Besides, **#GigixMaybelline** was streaming to popularize the launch of new make-up range in collaboration with Gigi Hadid. Moreover, Maybelline brands were promoted on social media during Newyork Fashion week and BeautyCon LA festival to attract beauty fans through **#MNYFashionWeek** and **#MNYbeautyCon**.

Unlike other selected cosmetic brands, Maybelline Newyork is not frequently promoted through Hash Tag campaign. However, during internationally repute Newyork Fashion Week, brand is extravagantly promoted to encourage beauty enthusiasts.

9.4 Lakme

Lakmé is not lagging behind when it comes to endorsing a brand on social media hence it is also promoted via Hash Tag move on different social media channels. **#Oscars19** contest was held in which a user or fan was supposed to pick one product of Lakmé which deserves an Oscars award and randomly chosen winners would be offered prizes. **#ShineLikeKareena** was another fascinating campaign meant for twitter where participants were supposed to share their favourite photos of Kareena's strobe and shine look tagging **@ILoveLakmé** with **#ShineLikeKareena**. An attention grabbing **#WeGoTogetherLike** campaign was flowing on twitter where participants had to tag their friends and tell which Lakmé makeup combo they make and why using **@ILoveLakmé** with **#WeGoTogetherLike**. Likewise, as per **#GetSet#Glow** campaign, participants were required to comment on Facebook post. Similarly, a participant was to tweet **#SoWeightLess** tagging **@IloveLakmé** and the best tweet was selected for the prize.

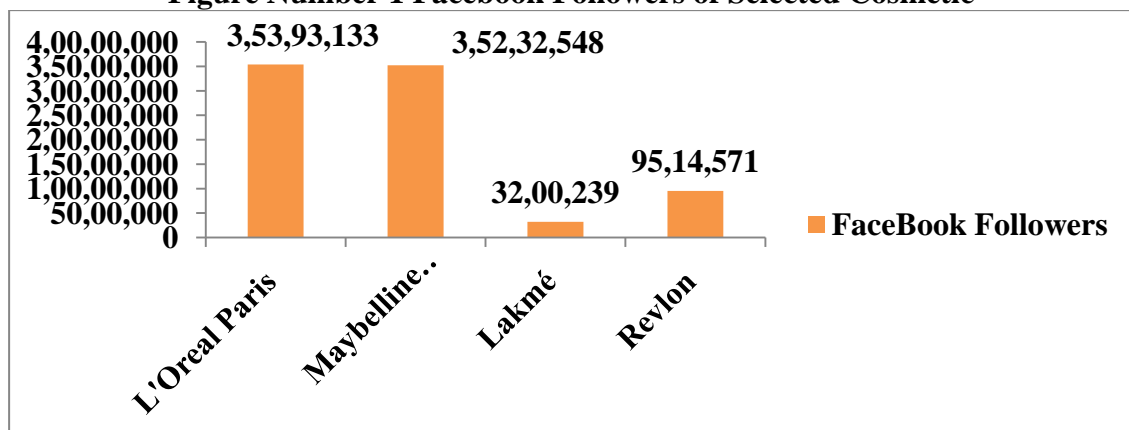
Lakmé, an Indian Cosmetic brand has been making the best efforts to stand along with globally famous cosmetic brands by undertaking HashTag campaign and contests and promoting the brand widely on social media platforms. Moreover, winners of contests are incentivized like other cosmetic brands.

9.5 Revlon

Revlon had initiated a contest namely **#IndiasNextGwenStacy** only for Indian followers and fans where participants had to follow **@RevlonIndia** and tweet date night selfie tagging **@RevlonIndia** using **#IndiaNextGwenStacy**. In order to inspire women to express themselves with passion, style, optimism and strength, **#LiveBodily** was conceptualized. Social Media Marketing campaigns viz. **#RevlonCandidCampus**, **#Sweepstakes**, **#LoveIsOnDay** were streaming there on Facebook, Twitter and Instagram page of Revlon to increase the engagement of followers and beauty enthusiasts.

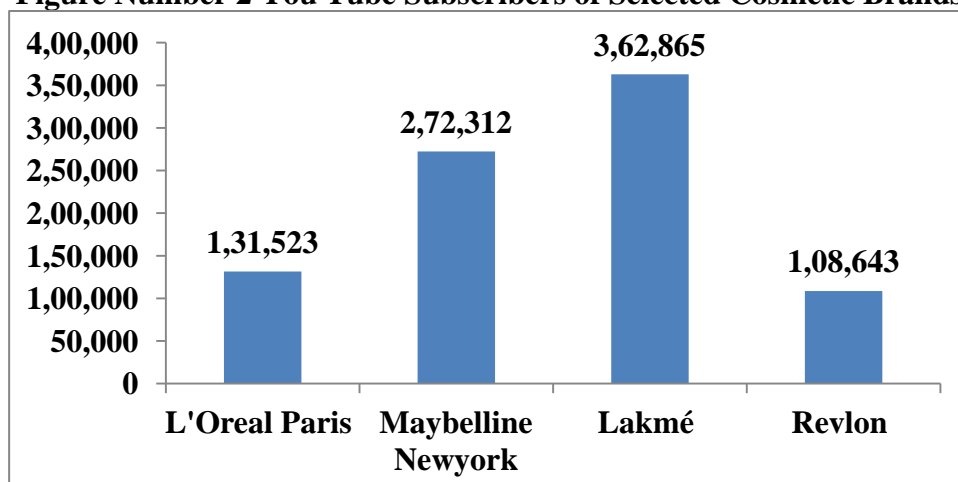
These types of moves of Revlon on Social Media prompt beauty enthusiasts to follow the brand on social channels and to participate as well. It is a kind of strategy which always keeps reminding to brand users about the brand.

Figure Number 1 Facebook Followers of Selected Cosmetic



As shown in the above bar diagram that number of Facebook followers of L’Oreal Paris, Maybelline Newyork, Lakmé and Revlon are 35393133, 35232548, 3200239 and 9514571 respectively. It also becomes clear that the highest numbers of followers are of L’Oreal Paris while lowest numbers of followers are of Lakmé. On the basis of magnitude of followers on Facebook, brand preference among customers and customer engagement can be gauged.

Figure Number 2 You Tube Subscribers of Selected Cosmetic Brands



The above given Bar chart gives statistics on number of You Tube Subscribers of selected brands. The highest number of You Tube Subscribers are of Lakmé (362865) followed by Maybelline Newyork (272312) whereas the lowest You Tube Subscribers are of Revlon (108643). The more number of subscribers of You Tube channel of the concerned brand indicates that brand users have a keen interest in the brand and want to have awareness through watching the videos.

Table Number 1 Number of Videos Uploaded on You Tube

Cosmetic Brands	Videos Uploaded on You Tube Channel
L'Oreal Paris	303
Maybelline Newyork	333
Lakmé	589
Revlon	91

As indicated in the above table, number of videos uploaded by L’Oreal Paris, Maybelline Newyork, Lakmé and Revlon on You Tube Channel are 303, 333, 589 and 91 respectively. The highest numbers of videos available on You Tube Channel are of Lakmé followed by Maybelline Newyork. Generally, all these videos posted on You Tube Channels are all about beauty tips, usage of cosmetic brands, advertisements and sometimes opinions of brand users and well known personalities.

Table Number 2 Statistics of Cosmetic Brands on Twitter

Cosmetic Brands	Tweets	Following	Followers	Photos and Videos
L'Oreal Paris	33.5K	170	87.4K	3246
Maybelline Newyork	60.9K	1,411	701K	14.1K
Lakmé	18.4K	556	77.5K	5203
Revlon	13.2K	974	447K	2279

As depicted in the above table, total number of tweets of L’Oreal Paris, Maybelline Newyork, Lakmé and Revlon on micro-blogging site are of 33.5K, 60.9K, 18.4K and 13.2K respectively. When it comes to number followers on twitter, Maybelline Newyork is leading with 701K followers while Lakmé is lagging behind with 77.5K followers. The number of photos and videos posted by L’oreal Paris, Maybelline Newyork, Lakmé and Revlon on Twitter are 3246, 14.1K, 5203 and 2279 respectively. Twitter offers a platform not only to followers to opine about the brand but also to potential customers to build a brand image. In fact, it is the best way of word to mouth publicity.

Table Number 3 Instagram Followers

Cosmetic Brands	Followers
L'Oreal Paris	101K
Maybelline Newyork	8.7M
Lakmé	909K
Revlon	1.9M

It becomes clear from the above table that number of followers of L’Oreal Parish, Maybelline Newyork, Lakmé and Revlon on Instragram are 101K, 8.7M, 909K and 1.9M respectively. Apparently, the highest numbers of followers are of Maybelline Newyork.

10. Suggestions [Or] Recommendations

- A part from Social Community Zone, cosmetic brands should also be promoted on other zones of social media marketing such as Social Entertainment Zone (by placing brands in Games), Social Commerce Zone and Social Publishing zone. Social media games featuring a cosmetic brand at centre should be devised where players not only gain the points but also redeem the same.
- Indian Cosmetic brands should be endorsed on social media channels by celebrities belonging to fashion and showbiz fraternities.

- Social Media Marketing HASH TAG move and contests should also advocate social reforms such as women empowerment, #MeToo, #MenToo, Gender Equality, LGBTQ rights, Recognitions of Women Sacrifice, revocation of rigid norms etc and be designed accordingly.
- A campaign having unique features is required to be launched on special occasions like Mothers' Day, International Women Day, days of National and International Significance, Wedding Season, Festive Season etc. to woo beauty enthusiasts.

11. Limitations of Research and Scope for Future Research

The present study has been undertaken by selecting only four cosmetic brands namely L'Oreal Paris, Lakmé, Maybelline and Revlon. Besides, the study is exclusively based on secondary data. The scope of future research study can be extended by covering more cosmetic brands and involving both primary and secondary data.

12. Conclusion

In nutshell, promoting a cosmetic brand on social media has more potential and possibility of wider reach to great number of cosmetic brand users. The use of social media has made it possible to vivaciously portray the brand image in the minds of consumers and also retain their interest in the brand. Variety of marketing campaigns on social media channels keep them reminding about cosmetic brands.

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