

Digital Marketing Strategy Using Social Media Analytical Tools For CRM (Customer Relationship Management) For Cosmetic Industry In The UK.

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List of Abbreviations:

AI- Augmentative Intelligence
AR- Augmentative Reality
CAGR-Compound Annual Growth Rate
CRM- Customer Relationship Management
Gen Z- Generation Z
IT- Information Technology
PR- Public Relation
ROI- Return on Investment
RSS- Really Simple Syndication
R&D- Research & Development
SEO- Search Engine Optimisation

Abstract

Introduction: Looking at the new digital transformation of cosmetic industry and increased social media campaigns and Digital PR marketing strategy the need of exploring the social media platform for cosmetic industry lead the undertaken project. This project has been focused on implication of social media as a digital marketing platform.

To understand the CRM, and role of social media analytics and campaign trends suitable for the target audience is assessed through this project. Literature for digital marketing, DM strategies, Cosmetic industry trends, Customer relationship management and social media analytics is considered for addressing the project aim and objective. The project's goal is to evaluate digital marketing strategies for cosmetic industry by using a social media analytical tool that aids CRM. The social media marketing strategies of L'Oréal will be examined and compared to those of their competitors.

Methodology: To find results in the given time frame, the secondary method for data collection is used. The samples from the company's annual reports, Instagram and twitter posts, and MINTEL market research, IBIS business reports, and other business data base (recourses available in UCLan library for business research) are used. The interpretivism research philosophy is used to collect data in the research work. As a prerequisite for the project, the data collection strategy was adopted in this study, which is a qualitative methodology that draws on an inductive approach that incorporates trends based on the information.

Findings and Recommendation: L'Oréal Paris' digital marketing strategy for customer relationship management is highly personalised and customised using AI-based applications. CRM via social media is viewed as extremely limited. L'Oréal Paris's social media engagement

for conversion needs to be more creative and relatable. Brands that have established themselves in the digital era have a better social media marketing and customer engagement ratio. More resources and primary research are suggested to find the involvement of social media analytical tools.

Limitation: Evidence of use of analytical tools is unclear.

Chapter 1: Introduction

1.1 Introduction

Social media is having a major influence on company operations and management research. (Chaffey, D., 2019). As customer engagement has shifted to the online platform, the marketing world has changed due to online word of mouth, argumentative reality, and sophisticated data analytical tools (Thomas and Housden, 2017). The cosmetic industry in the United Kingdom experienced the same shift during the COVID-19 period (IBISWorld, 2021). Understanding metadata on a social media platform for customer relationship management has thus become a must. This project is about researching social media to build loyalty.

1.2 Context of Project:

Marketing is more than just a means of selling products; it is also a means of engaging customers. The marketing industry has entered a new era known as "Digital Marketing." " here, digital platforms are acquired to build, manage, and create customer relationships (Chaffey, D., 2019). The online perfume and cosmetic retail sector in the United Kingdom have grown, according to Kanda, S., IBIS, (2021). Expected revenue growth is at a 20.4 per cent annual rate over the next five years, reaching £2 billion. Furthermore, the coronavirus outbreak has ramped up the shift to online and virtual try-on applications, and changing customer shopping habits are anticipated to increase demand for specimen kits and premium services. Marketing

accounts for 3.4% of the online cosmetics industry's revenue (Kanda, S.,IBIS, 2021). Social media platform becomes an important area for a business to find target audience (Chaffey, D., 2019). Social media is an emerging space for cosmetics promotion and campaigns as a method of digital marketing. These methods include mobile applications, social media RSS feeds, and influencers. For CRM it is important to promote brand or product to target audience on the space they are active. As the target audience for cosmetic is Gen Z and Millennials they are mostly active on digital platform thus social media channels must be exploited for brand value creation(Kanda, S.,IBIS, 2021).

1.3 Aim:

The digital marketing project aims to assess Digital marketing strategy, which can aid CRM in particular relevance to social media analytical tools for the cosmetic industry in the UK.

1.3.1 Objective :

The objective of this project is

1. Consider the literature on Digital marketing strategy, social media analytical tools, CRM, and the cosmetic industry in the UK.
2. To undertake a research project to assess Digital Marketing strategy utilising social media analytical tool which aids CRM in the cosmetic industry: understanding and comparing L'Oréal's social media and digital marketing strategy.
3. To Report on findings and make a recommendation when relevant.

1.4 Project Rational

This project research aims to identify gaps in brand and customer relationships. The use of social media channels for product promotion and customer engagement has become critical for market research and maintaining customer value, especially in products related to aesthetics

and personal use (Kefi et al., 2017). This information can be used to develop a marketing strategy based on customer value (Kotler. P, 2020). Higher is the number of audiences on social media. The chances of having higher customer engagement generate a probability of good, earned media.

1.5 Benefit from project

This project proposes social media customer value-building measures. It outlines the metrics that can be used to convert customer engagement into conversions. The knowledge of social media trends and campaign management is constructive in building a solid base in the field of Digital marketing.

1.6 Project report structure

In chapter 2, literature regarding digital marketing focused on social media marketing is studied, and digital marketing strategies are discussed. Furthermore, the growth of the cosmetic industry and key players are also discussed in the literature. Finally, the critical question about CRM and social media and analytics are analysed to develop a framework for the project.

Chapter 3 discusses the methodology used for data gathering and interpretation. The research method and approach are a vital aspect of the project as this disciplines the project development and provides a direction to work. Interpretivist philosophy with an inductive approach for qualitative analysis of secondary data has been used to complete this project.

In Chapter 4, findings are determined using the secondary data available on Instagram and Twitter posts for a well-established brand: L'Oréal's social media presence is observed and compared with the new digital era brands such as Morphe Brushes and Sephora. A comparison is performed to understand the digital marketing trends on social media, target audience and the type of campaigns used to promote brands and products. The recommendation and conclusion are presented in chapters 5& 6, respectively.

Chapter 2: Literature Review

2.1 Introduction

Here the trend of digital marketing that are prevalent in cosmetic industry in UK are discussed. this chapter involves the digital marketing methods that have been used or engaged for promotion of cosmetic industry in United Kingdom by improving customer relationship management digitally using social media marketing. In the recent years, the cosmetic industry has become more engaged in the social media for marketing purposes (Kanda, S.,IBIS, 2021). Cosmetic enterprises have social media pages on YouTube, Instagram, and Twitter among many other social media platforms to promote their brand and reach out to a wider market (Ryan, 2020). This chapter focuses on reviewing the available literature to better understand how the cosmetic industry in the UK has utilized the social media to boost their customer relationship management and role of social media analytical tools by considering L'Oréal Paris, and its different product line. The relevance of the global data for cosmetic industry has been considered.

2.2 Digital Marketing:

Marketing is not just a part of a business, but it is the heart that drives a business to success by creating value. Marketing is the process of attracting customers and maintaining profitable customer relationships. Marketing has two goals: to attract new customers by promising superior value and to retain and grow current customers by providing value and satisfaction (Kotler. P, 2020). As a result, digital marketing is the act of promoting a product or service using a digital device or technology, such as an app, social media, or email(Chaffey, D., 2019). Marketers can use digital marketing for promotion on “search engines, social media platforms, emails, mobile apps, and so on”. SEO, SME, email marketing, affiliate marketing, social media

marketing, content marketing, and mobile marketing are all examples of digital marketing channels(Chaffey, D., 2019). Many AI tools have been promoted via mobile apps and laptops for personalised product promotion and to personalise the customer experience.

The primary distinction between traditional and digital marketing is one of reach and versatility. Whereas traditional marketing had a limited reach, digital marketing has increased a product's reach significantly with the help of technological advancement, social media, and influencers (Spiller, 2020).

The author's discussion of digital marketing is primarily focused on social media marketing. In the field of digital marketing, social media marketing is also a new approach. This includes producing content using company-owned media or media resources. Instagram, Twitter, Pinterest, and YouTube are some of the most popular platforms. In comparison to paid promotion or organic search engine optimization, social media marketing has proven to be an effective, low-cost marketing tool. Social media channels have proven to be an electronic word-of-mouth marketing method(Chaffey, D., 2019).

This is because it involves genuine user feedback or a desire to use or promote a product and share their experience with the product, which helps a business build customer value(Ryan, 2020). In this report, for example, the cosmetic industry has been considered, and examples of social media channels used by various companies, such as L'Oréal and Morphe brushes, are used. These are businesses and channels where content is initiated by companies and consumers who are already customers of this brand, organisation, or product, and who follow shares and right posts or share their opinion on a specific product, organically promoting a brand through customer engagement.

Social media marketing is also known as content-based marketing and can be used for call to action because it can work on mobile marketing, desktop, messages, and apps (Ryan, 2020). As a result, social media marketing takes a multifaceted approach to a potential consumer or customer, which is referred to as reach. This tool can generate good brand campaigns and product promotion with very little marketing investment (Ryan, 2020).

Digital marketing platforms must approach customers throughout the customer life cycle. The various stages of the customer life cycle are as follows: awareness, which could be promoted by what the product is; why the customer requires; and what solution will this product provide to a specific customer (Chaffey, D., 2019).

The second stage of the customer lifecycle is the consideration stage. Customer engagement is increased by promoting specific products that have valuable features and will catch the customers' attention. The purchase stage is the next stage in the customer life cycle. During the consideration stage, efforts are made to promote a product in such a way that it catches consumers' attention and prompts them to make a purchase decision. The post-purchase stage becomes important in digital marketing because consumers share their feedback testimonies about the product on the social media platform (Chaffey, D., 2019).

As a result, it is critical in the cosmetic industry to have a digital marketing space because most cosmetic industry consumers are primarily Gen Z and millennials who are active on social media and tend to purchase trending goods that have been promoted by their peers on social media(GWI infographics,2019). A product promotion strategy, also known as a digital marketing strategy, is required on a digital marketing platform.

2.3 Digital Marketing Strategy

A digital marketing strategy is an evaluation of the specific goals that can be accomplished through online channels for commercial purposes in each brand. Cosmetics brands have benefited from digital marketing. (Rowan, 2002; Lassila, E., 2018). The new age digital marketing strategy must have an element of belonging. This has been seen in the celebrity Selena Gomez's beauty brand Rare beauty provides funding to organisations that improve access to mental health services, Gen Z and Millennial find this relatable and hence serves the purpose of marketing campaign for the brand as well as social cause (Berelowitz, 2022). Also, according to Creswell (2017), cosmetic companies are shifting from traditional form of marketing to social media because of youth's inclination towards it; Due to social media campaigning many products which were launched 30 years ago are now gaining popularity due Branding in digital media (Chaffey, D.,2019).

Digital Marketing also enables mass tailoring, particularly digital products or those that can be stipulated online. The Technology has opened manufacturers with a channel to not only sell customized products, but also to use as a collection of knowledge for developing highly targeted products (Chaffey, D.,2019). According to the report, MAC Cosmetics found out that ad campaigns would not reach its main audience thus leading to a lower ROI. By discrediting the ad campaign and using people-based campaign, MAC Cosmetics improved its ROI by 37% and conversions increased by 16%. (Digital Training Academy, 2018). Consumers aged 15 to 34 represent a significant growth opportunity for industry operators, particularly in mature markets (Kanda, IBIS, 2021). There are 18,000,000 users of Instagram, including 30% of the female population under 24 years of age. According to the same survey, Instagram is most popular among the United Kingdom's younger generation (UK: monthly number of Instagram users, Statista, 2022). 51% of UK buyers seek an excellent brand reputation (Global Web Index Infographic, 2019) and to yield the benefits of social media; beauty brands must first engage

in customer conversations. These can be related to products, promotions, or customer service and are intended to learn more about customers and provide support, thereby improving brand perception (Chaffey, D.,2019).

So, while social media provides numerous opportunities for consumer engagement and brand awareness, it is critical to carefully consider such an open and dynamic space (Ryan, 2020). Tracking consumer and market trends on social media can help with opinion and data mining on social networks. Marketers can also use Instagram data to micro-target consumers on Instagram. Instagram has become the most popular platform for consumer engagement and product or service marketing (Spiller, 2020). Instagram accounts could be beneficial for driving website traffic and connecting to landing pages. Cross-promoting a social cause can benefit a brand and provide a call to action for consumers (Kotler et al., 2020). These social media pages and communities also help in providing a new age of customer service.

2.4 Cosmetic industry in the UK

The United Kingdom is one of the greatest consumers of cosmetic products in the Western Europe thus creating vast marketing opportunities. In 2021, the toiletries and cosmetics industry in the United Kingdom spent £451.0 million on advertising. This is up 27.2 percent since 2020, but only 4.2 percent for five years ago. This equates to a -0.8 percent compound annual growth rate between 2016 and 2021. The majority (39.4 percent) of this money (£177.5 million) was invested in search. Since 2020, its share has decreased by 1.0 percentage point (pp). Then come social media (£112.8 million), premium video (£101.3 million), and publishing (£40.5 million). Advertising spend in the toiletries and cosmetics sector is expected to rise 61.7 percent in 2022 to £729.2 million, then 10.4 percent in 2023 to £805.2 million(Petio, C., WARC, 2022)(fig 2.1).

United Kingdom, Toiletries & cosmetics advertising spend by medium

GBP million, current prices

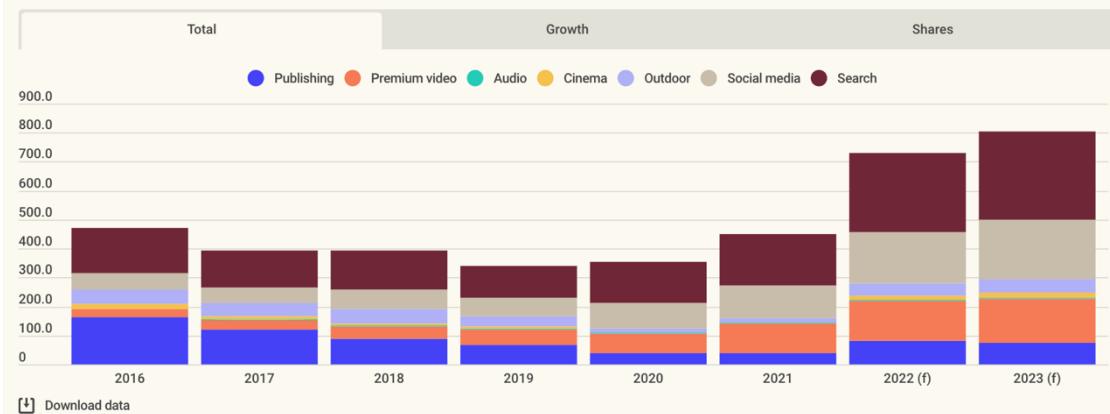


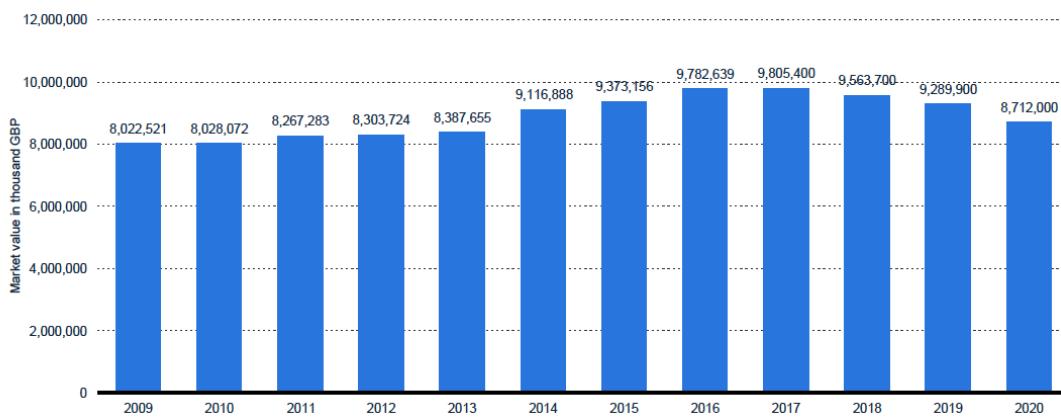
Fig 2.1: Rational of choosing Instagram as social media platform: Source: WARC 2022

The huge and active social media population in the United Kingdom amounts to over 53 million people thus making it easier for the digital marketers to exploit the country's market through digital campaigns in the social media among others (Saura, 2021). 40% of UK consumers look for products with appealing packaging for posting on social media (McDougall, A., Mintel Portal, 2022). According to Statista Report(2020) on Cosmetic industry in UK, Cosmetic industry value in 2020 has been 8.7 billion, out of that 12% is colour cosmetics with a market value of 1.2 billion in 2020.

The UK's cosmetic industry has been ruled by brands like Rimmel, Maybelline, MAC, L'oreal Paris, NYX, YSL beauty, Morphe, etc. Since 2009, the market value of cosmetics increased from 1.2 billion pounds to 9.78 billion pounds (Cosmetics market in the United Kingdom (UK) | Statista, 2020)

Market value of cosmetics in Great Britain from 2009 to 2020 (in 1,000 GBP)

Cosmetics: Market value in Great Britain 2009-2020



Note(s): United Kingdom (Great Britain); 2009 to 2020
Further information regarding this statistic can be found on [page 47](#).
Source(s): Kantar Worldpanel; IRI; [ID 289762](#)

Overview statista

Fig 2.2: Market value of cosmetic industry in UK: Source: Statista(2022)

Different types of cosmetics are available in the UK market, and they include the colour cosmetics, fragrance cosmetics, skincare cosmetics, facial cosmetics, eye makeup among others (Hanlon, 2021). Despite the decline in the market value of the colour cosmetics in 2019, skincare cosmetics attracted more attention from the market thus making a hit to 2.19 billion pounds in 2019 (fig 2.2)(Vrontis et al, 2019). Some of the biggest brands include the generic cosmetics such as the German Nivea.

According to (EBSCOhost, 2021) Because of demographic shifts and rising income, the cosmetics and beauty care market is broadening. Rising event and party supply, as well as a rise in the number of aware shoppers, position in society, and the emergence of online retail, are all contributing to sales expansion. According to internal research conducted by Oriflame, the US make-up market is expected to reach \$15,752.1 million by 2024, up from \$14,521.2 million in 2019, growing at a CAGR of 1.6 percent between 2019 and 24. Face make-up is the most important area, compensating for 37.4% of total value in 2019, followed by eye make-up (27.7%), lip make-up (18.7%), and nail make-up (18.7%). (16.1 percent). Asia-Pacific

attributed for 33% of the worldwide make-up industry in 2016. A parallel growth of UK cosmetic industry could be corelated. Also, according to Kanda, S., (IBIS, 2021) Global cosmetic report the marketing transformation in this industry is having good scope as the industry has been in mature stage of life cycle yet has a good market value among Gen Z and Millennials.

2.5 Social media analytical tools

Social media has stood out as one of the most crucial tools for marketers in the 21st century creating vast marketing opportunities for brands over social media. The reason why social media is a special platform for the modern marketers is because it could interact and connect and share opinions and ideas while criticizing at the same time while at different geographical locations and different time zones (Brink and Berndt, 2009).

Social media analytics tools provide excellent material for digital marketers to explore the options on social media for brand value creation and customer relationship management. The tools primarily are social media listening, social media monitoring, sentiment analysis, data mining, and content analysis (Tuten, 2018). In addition, the different ways of performing analytics could involve software using natural language programming. (Batinca and Treleaven, 2014). Social media analytics are far more than a branding survey method; it inspires or reinforces impact on brands' strategy, vision, and values. Businesses may develop a technical skill set for social media analytics wisely, manage and support its use, and maximise its benefits by enabling IT industrial connections. (Wang, Y., et. al, 2021). To fully leverage social media's capabilities, brands are embracing it into their decision-making strategy (Ayodeji, O.G, et. al, 2019).

Because social data is so rich and dynamic, there are clear opportunities for intellectual and empirical inquiry to generate new expertise and science based opportunities by exploiting data,

technology, analytics, business, and society. Employing different kind of social media analytic tools, marketers employ social media site data to better understand their customers (Wamba, et.al, 2016). The advantages for a marketer to use digital marketing analytics are improving the brand value, maintaining customer relationships attracting new customers, and product development according to the latest market trends adding to a brand's competitive advantage. In addition, social media listening can improve customer services which plays a significant role in brand value building. A satisfied customer will always well view the services. Campaign assessment is another added advantage for a digital marketer provided by these analytical tools. Social media engagement quantifies the brand approach to the consumers, and its reach quantifies potential buyers(Moe and Schweidel, 2017). these measures can help formulate a better marketing campaign for digital media to attract new consumers and build brand value (Ryan,2018).

According to IDC, (2021), HubSpot clients need marketing services such as “*SEO(38.9%), social marketing (35.4%), email marketing (34.3%), video production (34.3%) and creative production (31.3%). HubSpot also thinks that digital marketers need five top sales services, and they include sales and marketing alignment (43.9%), sales methodology (32.3%), training on virtual trading skills (29.6%), CRM implementation (28.6%) and sales enablement content (27.5%) .Additional customer support services that digital marketers need include customer survey and analysis (45.6%), knowledge base development (40.4%), customer success training (37.4%) and help desk implementation (27.5%)*” . These show clear evidence that to build a strong social media market, Analytical tools are important for cosmetic industry.

2.6 Customer Relationship Management over social media

Literature has defined CRM as an approach towards business management that integrates people, technology, and processes to create a stronger relationship with business customers. Peppers.D, et.al, (2017), acknowledges the need of business establishing strong CRM bodies for lowering the significant cost of sales, high competition and as well promote consumer behaviour as a strategy towards promoting higher sales. According to, there is a trend that CRM shifting towards the relationship model as opposed to the transactional model (Buttle, 2003). This indicates that enterprises need to strategize on how to maintain long-term customers relations as opposed to short-term relationships by fulfilling the current need by the customers. Enterprises that fail to understand this tactic might be at the risk of losing their long-term market share (Buttle, 2003)

An enterprise must understand that social media has changed the game and the buyer now has the upper hand. Customers are far more concerned with obtaining worth, implying that industries may be conflating their desire for client satisfaction with purchase intention to engage (Foltean, Trif and Tuleu, 2019). Customers who are empowered participate more actively in identifies opportunities by interacting with businesses and other customers in a two-way fashion (Rowan, 2002). The social media trend of designing, tweaking, posting, and debating Web-based subject matter about businesses and products has the potential to affect firm survival, reputation, and performance. (Foltean, Trif and Tuleu, 2019)

To maintain a good CRM, it has been seen in cosmetic industry that more personalisation of digital marketing has been taking place (Rowan, 2002). An example is the cosmetics retailer Sephora. By determining which media outlet is best suited to meet their customers' needs, this company has been able to become even more customer-centric while maintaining a high return on social media (Heller Baird and Parasnis, 2011). Sephora communicates with customers through a variety of channels, each in its own unique way, such as Twitter for individual

customer questions, Instagram for product photos, and Tumblr for maximum customer engagement(Peppers.D, et.al, 2017). One Tumblr post featured a stunning image of each lipstick colour in a new line photographed on the lips of a celebrity. it has been found that new age customer is more inclined on community feedback as well as getting involved and associated with the brand. Even brands that manage to highlight customer on social media can build a brand reputation(Peppers.D, et.al, 2017).

market segments to enter.

Figure 7.1 Designing a customer-driven marketing strategy

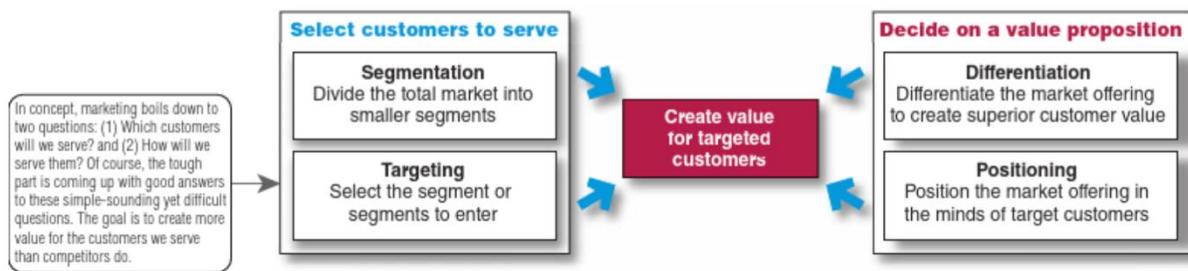


Fig 2.3: Framework to create brand value Source : Kotler, 2020

Using the principle of marketing by Kotler social media can effectively find the segments of consumer and with help of analytical tools can find the requirement and innovate the products and can create value for customer. Morphe Brushes is a new cosmetic industry which has been successfully operating on this principle and L'Oréal Pairs has been more into digital personalised solution for their customers if the social media analytic are exploited to the fullest customer engagement can result in conversions and hence customer value can lead in building brand value (Fig 2.3)(Nadeem, M., 2012).

The forrester's 5I modle, theory disapproved the traditional marketing as being effective for modern enterprises to withstand the strong competition that they face within their markets of operation. This theory emphasizes on the application of five specific items that start with letter "I" and they include involvement, interaction, intimacy, influence and individual (Premnath, D., 2021). Involvement aims at making the customer more involved with the brand,

interaction establishes the actions of the customer with the brand, intimacy defines a person's emotions when describing the brand, influence is the ability of a customer to refer people to the brand and individual is an emphasis for the actual consumer of the product (Saura, 2021). This theory is applied by digital marketers to understand the aspects that they need when influencing their customers in the digital space. It helps to create relevance for the digital marketing operations thus ensuring that there is a high return on investment on the digital activities that are applied within an enterprise(Maecker, O., et.al., 2016).

2.7 Conclusion

The cosmetics industry in the United Kingdom has greatly adopted the idea of the digital marketing strategy to ensure that they fully exploit the market using digital tools. Literature reviewed in this chapter indicates that cosmetic brands in the UK have fully embraced the idea of digital marketing to influence their consumers into buying these products. Literature reviewed also indicated that there is a very huge potential in the country's cosmetics industry. To fully exploit the market potential, the marketers are exploiting social media analytical tools thus assisting in ensuring that there are improved sales within the enterprises.

2.8 Conceptual Framework

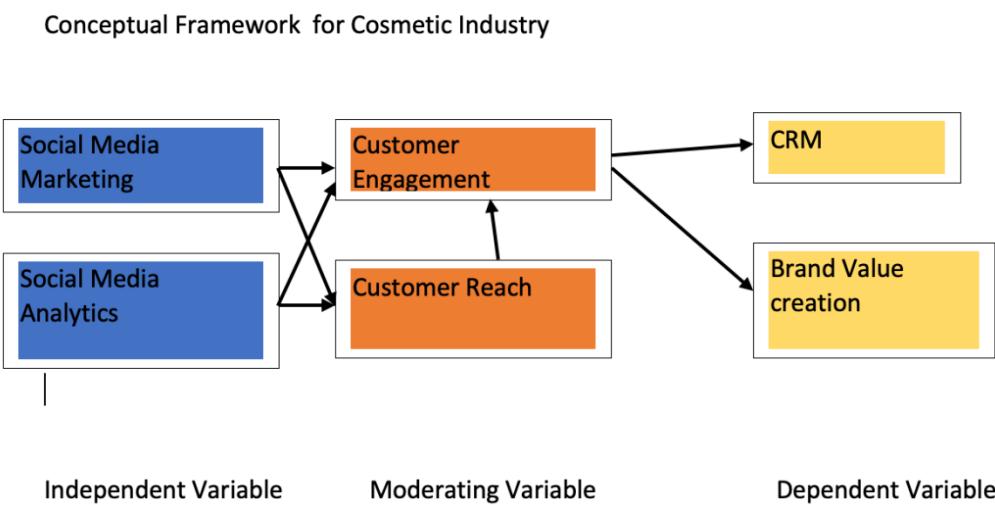


Fig 2.4: Conceptual framework for project

Chapter 3: Methodology

3.1 Introduction

This chapter of methodology will majorly focus on the method used for collecting the data about the digital marketing strategy used by the social media analytical tools for customer relationship management in the cosmetic industry of the UK (Panneerselvam, 2014). The research onion framework addresses the types of data collection techniques and methods. This research model is presented by Saunders Lewis and Thornhill (2019) and aims to explain the various stages that help create an organised methodology . Furthermore, it will help to explain the methodology stages in six significant steps (Sahay, 2016).

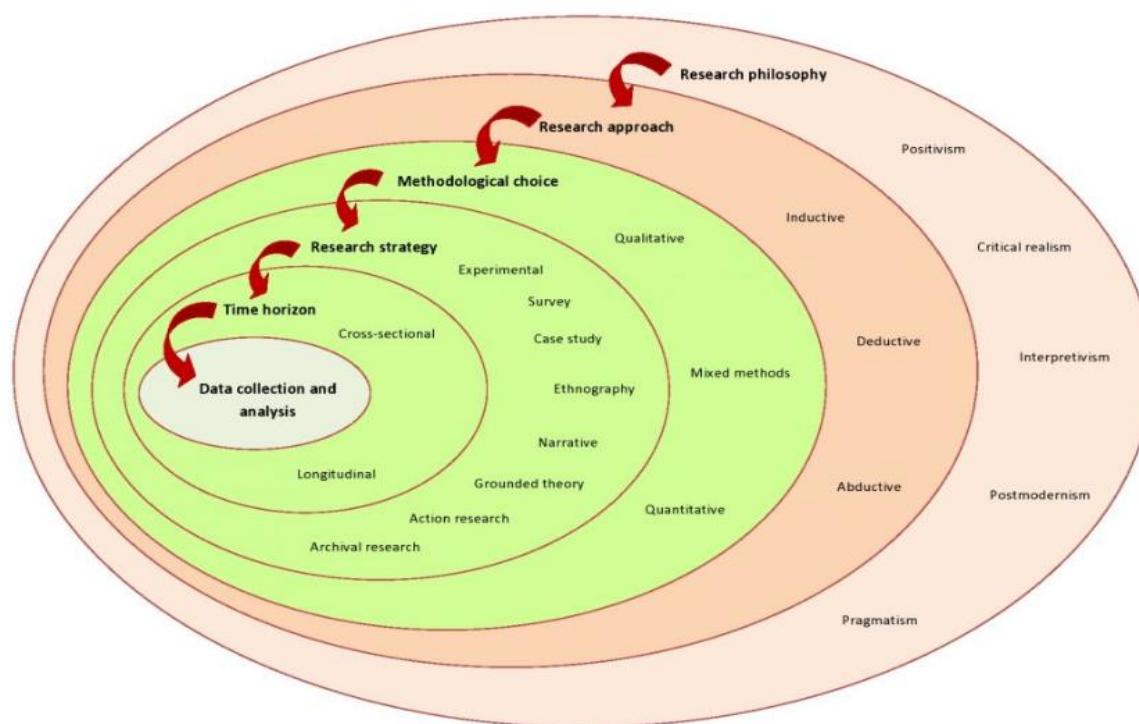


Figure 3.1: Research Onion Framework: (Saunders, Lewis and Thornhill, 2019)

3.2 Research Philosophy

Research philosophy is a set of beliefs and principles concerning the nature of the objective investigation. It is a set of beliefs according to the data collected about a particular phenomenon. This helps in the data collection and sampling for project development (Heidegger, 2002). These philosophical approaches enable us to decide which philosophical research approach can be adopted and why. The assumptions that have been presented through the help of research philosophy help to explain their views regarding the real world (Grüne-Yanoff and Weirich, 2010). Therefore, the interpretivism epistemology research approach for collecting data about digital marketing and customer relationship management in the cosmetic industry in the UK. Epistemology is adequate knowledge of a particular area of study. Therefore, epistemology has been classified as interpretivism, positivism and realism and the domain of research philosophy.

3.2.1 Interpretivism

An interpretivism research philosophy is adopted for collecting the data in the research work focused on assessing the differences between humans as social actors. This approach is entirely based on the social life-world and the differences that show that humans have different perceptions of the social world (Saunders, Lewis and Thornhill, 2019). According to the interpretivism research philosophy, the social world can be subjective (Allarahsheh and Pius, 2020). According to this, there are different ways people experience the social world. Therefore every human has a different perception based on their experience with a particle of the phenomenon. Through this philosophy, researchers will get information about the different perspectives of the social world based on the cosmetic industry in the UK and how digital marketing has effectively built customer relationship management. Analytically revealing these meaning-making techniques and explaining how they connect to produce visible results

are the main goals of interpretive research. In many ways, it is the antithesis of positivism and underlines the ingenious aspects of science (Goldkuhl 2012).

3.3 Research Approach

In every research work, there is a need to follow specific plans and procedures that include the different steps from the broad assumptions to the detailed methods for the data gathering interpretation and analysis is known as the research approach(Saunders, Lewis and Thornhill, 2019). The different plans within the research approach involve various decisions that need to be taken to make sense to the readers and the researcher. There are three types of research approaches inductive, deductive and abductive (Teherani et al., 2015). Therefore, the research approach type that the researcher has chosen for collecting the data about the research topic is the inductive research approach. Researchers in their studies have used inductive and deductive research approaches. In this Project, the inductive research approach is used for making plans and procedures for the data collection, analysis and interpretation (Hayes et al., 2010). The primary distinction between induction and deduction is that inductive approach seeks to develop a theory(Saunders, Lewis and Thornhill, 2019).

Deductive approach, on the other hand, seeks to test an established model. To progress from a specific set of experiences to a more general set of propositions about those experiences, inductive researchers begin with a set of observations (Saunders, Lewis and Thornhill, 2019). The main objective of the inductive approach is to derive research findings from dominant commonly occurring or significant themes without being constrained by any structured methodologies (Surbhi, 2018). It is the approach to the research that starts by collecting data which is relevant to the research issue or the topic, and once a substantial amount of relevant information has been gathered, the researcher will take a breather from data collection and view the collected data that will help to generate practical conclusions.

3.4 Research Strategy

The research strategy is how the researcher plans to conduct the research. It includes the number of approaches the researcher has used for carrying out the research, including elements such as action research, systematic literature review, case study research, and grounded theories (Saunders, Lewis and Thornhill, 2019). The research strategy is the process that includes the step-by-step planning of action that provides the direction to the researcher's thoughts and efforts that helps to enable the researcher to contact the research systemically and on a decided schedule for producing a quality result and detailed conclusions and reporting(Cameron, 2016). The research strategy determines the overall course of research. It is one of the components of research methodology and covers the procedure used to conduct research (Melnikovas, 2018). Therefore, the research strategy used for collecting the data is grounded theory, which is the qualitative methodology that draws on an inductive approach that includes the patterns derived from the data as a precondition for the research study(Saunders, Lewis and Thornhill, 2019). Therefore, the researcher must select the right research strategy based on the research objects and the research questions. It includes the method used to conduct research and is one of the elements of research methodology (Mardiana, 2020).

Furthermore, the grounded theories is selected as a research strategy because it is recognised as a qualitative method. It aims to develop theories based on systematic analysis and data collection in the research. According to grounded theory, data collection and analysis should constantly relate to one another. It delivers distinctly marked data analysis methods and allows the appearance of affluent and authentic results closely connected to data (Aldiabat and Le Navenec, 2018). It indicates that research's conclusions are derived primarily from the work that has already been done, as opposed to situations in which the data is checked to see if it fits into pre-existing frameworks. The capacity to recognise numerous examples in the data that are related to the concept created gives the researcher confidence. It helps provide a sense of

vision to the researcher that will help to furnish the means for bringing the vision into reality(Cameron, 2016).

3.5 Research Choices

It is the methodological choice that a researcher creates which is simply an option that has been chosen by a researcher that includes the selection of the portfolio of methods, rules, instruments and techniques that has been used by the researcher for collecting the data in the research. As per the research onion, it is the kind of layer that is simply called choices that can be made by the researcher for descending what type of data will be used by the researcher between qualitative and quantitative(Saunders, Lewis and Thornhill, 2019). There are normally three types of research choices that researchers can make for a type of data for the research that includes mono-method, mixed-method or multi-method (Slaney and Tafreshi, 2018). According to the mono method, one research approach for the study can be chosen between qualitative and quantitative. For collecting the data about the digital marketing strategy using the social media tools for CRM for the cosmetic industry in the UK the chosen method is mono method that includes only one approach which is qualitative. Therefore, the type of data that has been chosen is qualitative data that includes data that majorly includes qualitative information in the research (Lowe et al., 2018). The qualitative data in the research is the type of data that cannot be counted i.e. numerical data that cannot be measured or expressed through ratios or numbers. This type of data includes theories, concepts, graph databases, timelines and sometimes infographics for the research purpose(Saunders, Lewis and Thornhill, 2019). Furthermore, collecting qualitative data in the research can provide detailed information for explaining the complex issues that are related to digital marketing and customer relationship management in the cosmetic industry(Stokes and Wall, 2014). This type of data is usually cost-effective data and researchers have the opportunity of getting the data from multiple sources and from sensitive subjects that have been collected in a textual form (Chauvette et al. 2019).

This will help the researcher to provide insights into the cosmetic industry of the UK and how digital marketing can be effective for enhancing CRM and also incorporating the human experience into its data and information.

3.6 Time Horizons

The time horizon is the framework within which the research work. This layer of the research onion explains the time frame, that includes looking for variables over a long period of time(Saunders, Lewis and Thornhill, 2019). Cross-sectional and longitudinal time horizons are the two types of time horizons. A cross-sectional study focuses on describing a scenario that is currently taking place (Flick, 2011). The cross-sectional study is a type of research that looks for variables over a long period of time rather than in a specific location and time. As part of an investigation, this method is used to study the arrival of newer at a specific time. In contrast to the longitudinal time horizon, a cross-section study focuses on describing the scenario that has occurred in the present moment (Melnikovas, 2018). This cross-sectional time frame has been used to understand the digital marketing tool of social media for enhancing customer relationship management.

3.7 Data Collection and Analysis

The data collection procedure is directly related to the researcher's realistic application \ (Goddard and Melville, 2004). Therefore, the researcher chose qualitative data for the research study. Data collection is the method of comprehensively measuring and gathering data regarding the different relevant facts to find the answer to the research questions, gather outcomes or test the hypothesis (Mkandawire, 2019). There are two types of data collection

strategies: primary and secondary. The primary set of information is a new data collection that is collected directly from new participants and techniques with no prior data (Saunders, Lewis and Thornhill, 2019). The secondary data acquisition method is used to gather information that is already available or pre-existing (Saunders, Lewis and Thornhill, 2019). The secondary data can be collected from previous research papers, peer-reviewed literature, journals, articles, business data, and government data. This data collection method is cost-effective and is available within the existing sources(Stokes and Wall, 2014). Therefore, data is collected by secondary method of data collection as it is readily available on public portals and social media from where the data can be easily collected about the different populations and their opinions (Martins et al. 2018). Furthermore, the data analysis has been done by using thematic data analysis. A technique for analysing qualitative data called thematic analysis involves looking through a data set to find, examine, and report recurring patterns (Braun and Clarke, 2015). It is a data description technique, and it includes analysis when selecting codes and creating themes. This method of analysing qualitative data is generally implemented on data collected from primary data or secondary data. Researchers in thematic analysis (Appendix 1) examine the data to identify the everyday things related to the research subject, such as ideas, patterns, and topics that come up repeatedly in relevance with the research issue or subject.

3.8 Ethical Consideration

The ethical issues in research are those in which the ethical imperative to protect participants and the necessity to produce a valuable research outcome clash. As a result, ethical considerations are critical in maintaining a balance between research's importance and participants' protection (Parsons, C. and Taylor, S., 2017). The author here understands the importance of ethical consideration; that is, decisions in this project are guided by ethics entailed in secondary research. According to (Stokes and Wall, 2014), ethical codes are necessary for making the right decisions. Therefore, results of ethical research are more

trustworthy and produce correct decisions(Cameron, 2016). Potential behaviours in the research setting about ethics are Universalism, Situation ethics. According to Universalism, every research researcher must follow one rule, and situation ethics comprise an excellent outcome. In situational ethics, redundancy of the research is disclosed to the participants for a good outcome, whereas in Universalism, participants are not informed about the research question to get unbiased results(Stokes and Wall, 2014). These are more relevant situations in primary research in qualitative studies.

According to Bryman and Bell (2007), The dignity of research participants must be prioritized, and the confidentiality of research data must be protected. All affiliations, funding sources, and potential conflicts of interest must be declared. Misleading information, as well as biased representation of primary data findings, must be avoided (Cameron, 2016). This project has been ethically approved for secondary data collection. The vital data that has been analysed for the project has been acquired from the business database sources such as Mintel, IBIS world, Stats Tisa, company reports published by the company and social media, where all communications are present on a public platform. According to Kozinets. R (2020), there is a consent gap for the usage of social media data such as Twitter and Instagram posts, but it has been made sure that the study is purely business oriented where details of the poster have been clocked. All the GDPR policies for research based on social media platform has been followed by the author. Ethical approval from the University of Central Lancashire has been acquired to conduct this project. GDPR standards are followed for social media data inference. The use of legitimate and authorized resources is assured. The information is used following IRB guidelines. Authorized access to data has been obtained, all files are securely saved in a password-protected laptop, and all data will be erased once the research is completed.

Kozinets, R. (2020) and Stokes and Wall (2014) propose a few standard guidelines for ethical consideration in a business research project for which the author has taken appropriate

precautions. They are as follows: 1. Ensuring and protecting data confidentiality and respondent anonymity 2 and obtaining informed consent for research purposes, 3. They are avoiding deception and lying while conducting research 4. If covert surveillance is used, make sure it is justified. 5. Think carefully about what you want to include in surveys, interviews, and questionnaires. 6. Always maintaining privacy, 7 and betraying a research participant's trust to a third party, such as relaying it to the research respondent's boss or a colleague; 8. Conversing about what you have discovered during your research.

Chapter 4: Findings

4.1 Introduction

The results are determined using the Secondary data collection and qualitative method as mentioned in chapter 3. This project is being conducted to evaluate a digital marketing strategy in the cosmetic industry using social media analytical tools to aid customer relationship management. L'Oréal Paris, one of the global companies that claims to be the first digitalized beauty company, is used as an example to help find the digital marketing strategy used by the cosmetic industry (Kumar et al. 2006; Euromoniter,2022). To determine whether analytical tools have been used and to comprehend the steps taken for customer engagement on social media platforms, random Instagram and Twitter posts are also compared and examined (Fig 4.1). Instagram and Twitter samples for another new digitally transforming brand in cosmetic industry that is Morphe Brushes and Sephora cosmetic are compared for understanding the difference between social media customer engagement off two different brands.

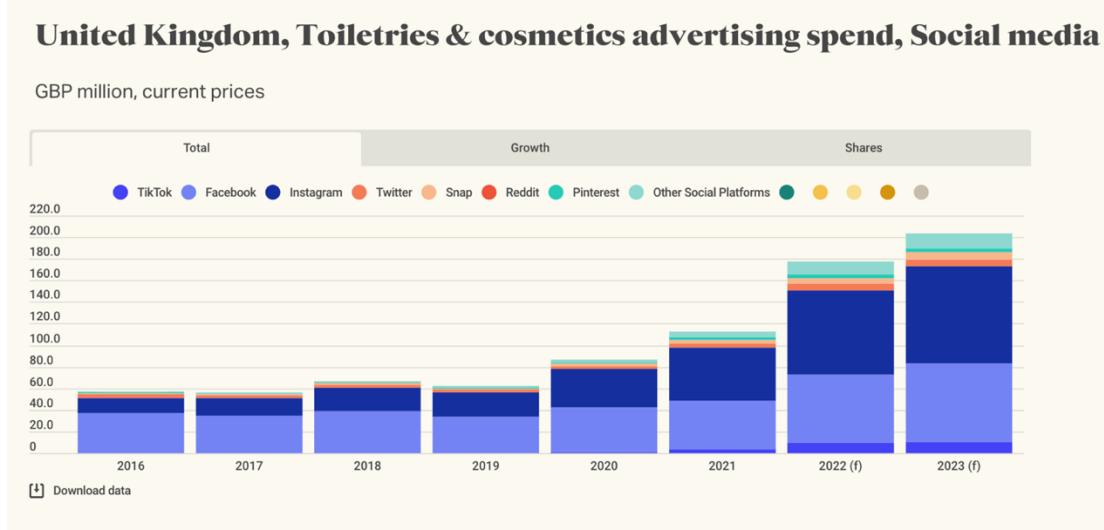


Fig 4.1 : Source WARC 2022: Instagram is a popular Social Media Platform

4.2 Data analysis

For analysing the digital marketing strategy used by cosmetic industry and relation with social media analytical tools to aid customer relationship management following themes are developed:

1. Digital Marketing strategy used by L'Oréal Paris for customer relationship management
2. Social Media Marketing comparison of Different Cosmetic brands
3. L'Oréal Paris's social media engagement for conversion using new age digital marketing methods for Gen Z and millennials for building customer value
4. Social media analytical tools involvement in marketing method used by L'Oréal Paris

4.2.1 Digital Marketing Strategy Used by L'Oréal Paris for customer relationship management:

L'Oréal's (2018) annual report states that 2018 was a noteworthy year for "L'Oréal Digital transformation". The same report claims that L'Oréal, a company that was born digitally, has increased personalization through data-driven marketing. Customer databases are used in a data-driven market, per Spiller L (2020), for direct marketing communications with different customer segments. The data-driven marketing strategy can be applied in the following ways: first, it aids in retaining the best clients; second, it cultivates client loyalty; and third, cross-selling and continue-selling can boost ROI. To maintain brand loyalty, various methods of communication with customers include email and social media platforms such as Instagram and Twitter. This database is also useful for understanding market trends and customer requirements, and it may be effective in acquiring new customers for the brand (Spiller. L, 2020). This could be justified by L'Oréal's report, which states that e-commerce accounts for 11% of total revenue, allowing them to meet the needs of new consumers in emerging markets while also reaching the youngest consumers (L'Oréal, 2018).

As per the L'Oréal (2018) reports they claimed to be using digital marketing method of influencers and consumer content the brand content claims to be 80% of the digital content and data driven marketing in consumer interaction are the methods used profoundly. L'Oréal also has stated for building a unique data analytical platform okay to find the real time performance of all their brands globally to monitor their marketing digital marketing spectrum from paid to and media. Consumer acquisition is the most common usage at 31 percent, followed closely by the introduction of a new product or service, with 46 percent of companies using social media to generate brand awareness and brand business in the future. Aside from these top activities, consumer ownership is at 29% in digital marketing (Moorman, 2017).

The digital marketing strategy of loreal are in AI based digital tech such as investment in founder's factory Station F bold for beauty tech start up and digital partners such as Google Facebook Amazon. L'Oréal employed Mode face for a for an AI based solution of recognising skin type and suggesting the products best suited for the same skin type along with the link and promotional discount available to the application user (L'Oréal, 2021). This type of digital marketing has personalization (Appendix2) and a call for action which they also replicated for their luxury brand YSL foundation and surge lip colour where a customer can make choices based on the most suited colour of foundation for their skin as well as the colour of lipstick that suits their skin type. According to (Hobbs,2021) use of augmented reality try-on results in 250% higher conversion rate than standard e-commerce. Also, it has been true for According to L'Oréal , AR makeup tools were already doubling website dwell time before Pandemic, and now tripling the conversion rate(Appendix 2). Additionally, it has been observed that 68 percent of consumers of beauty products around the world feel comfortable using online shopping technology.

Even though it has had mixed success with maintaining customer relationships on social media, it is appropriate to say that L'Oréal has tapped the right digital marketing

technique by furthering beauty technology into AR(Appendix 2). L'Oréal has also experimented with the influencer marketing strategy for digital marketing, but as we can see in the images below, the advertiser choice was not carefully considered. The same influencer was associated with a different cosmetic brand, which would not have encouraged customers to act.

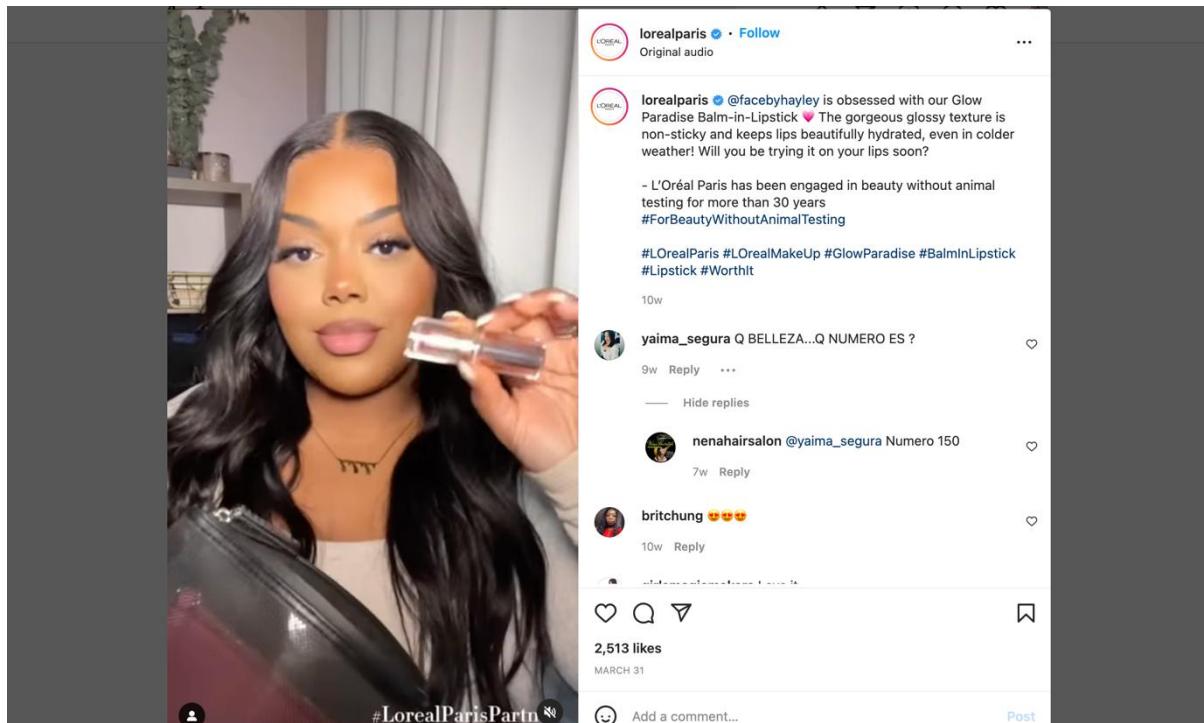


Image 4.1: Choice of Influencer: Source Instagram(@LorealParis, 2022)

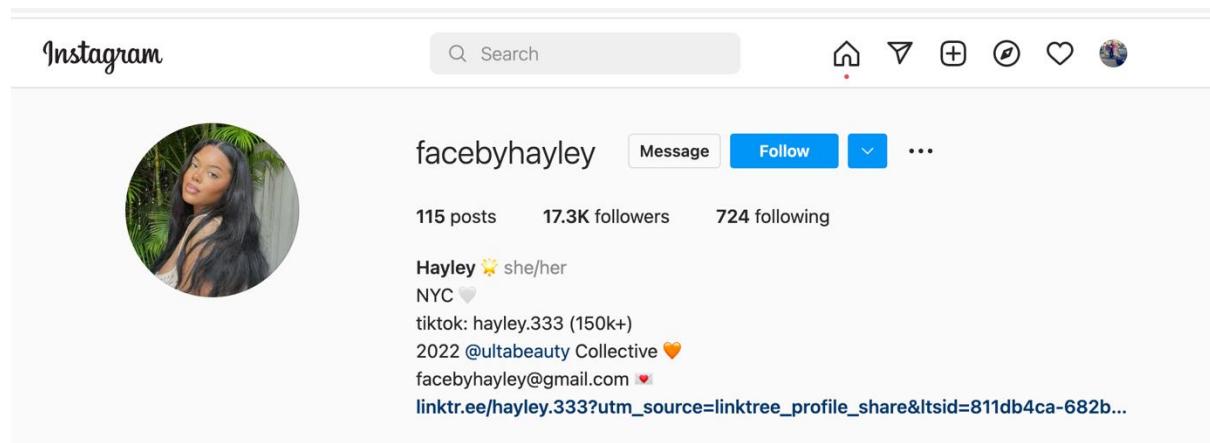


Image 4.2 Influencer associated with different brand: source Instagram (@facebyhaley,2022)

In the above pictures it has been seen that an Instagram influencer has been used for the product promotion off glow paradise balm in lipstick by L'Oréal Paris. Whereas in picture 2 we can see that same influencers are directly associated with Ulta beauty and emerging cosmetic brand which is a competition for L'Oréal Paris. The other important digital marketing method employed by L'Oréal is social media marketing where it has been observed by the Instagram samples of L'Oréal Paris page that L'Oréal is constantly involved in the social media engagement regarding their product and avoiding the social conflict a seen in image 4.3 and 4.4

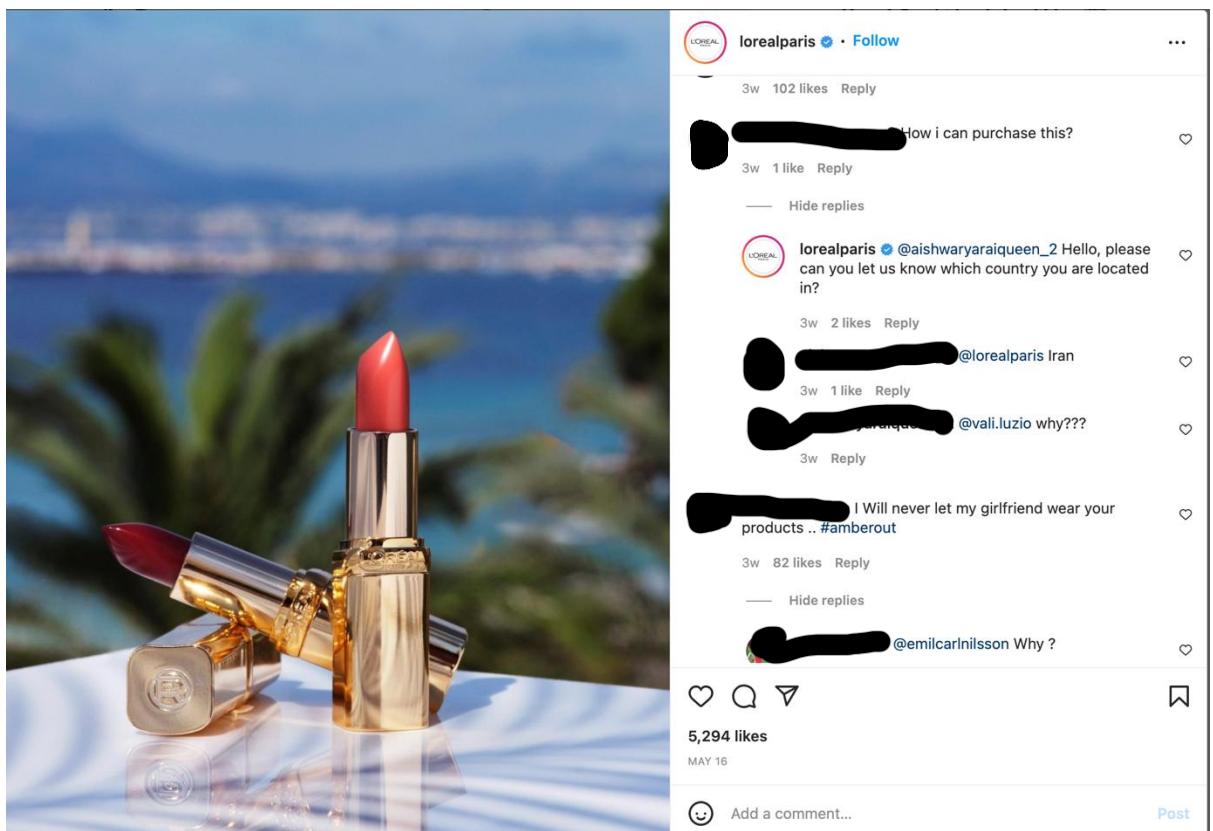


Image 4.3 Social media conflict(@LorealParis, 2022)

In image it has been seen that L'Oréal Paris is trying to assist audience by providing they required information on the purchase of the product advertised.

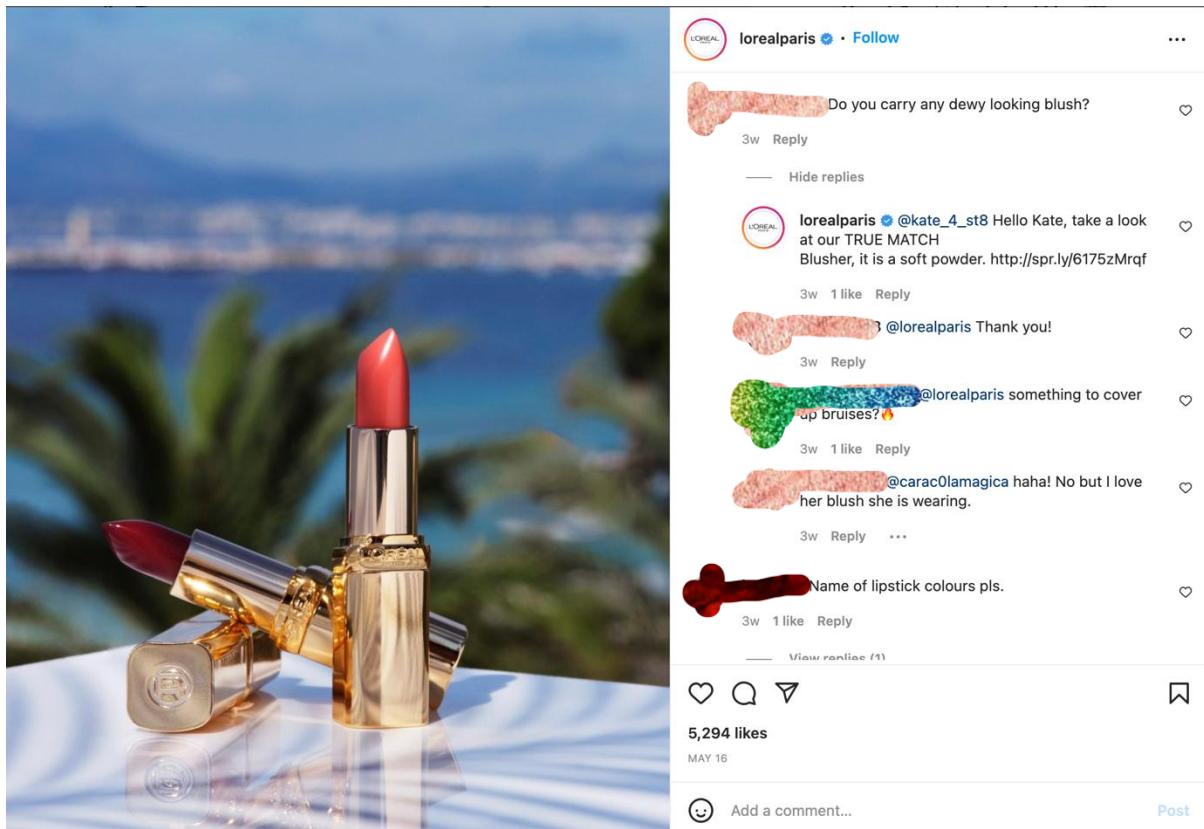


Image 4.4: Customer engagement (@LorealParis, 2022)

Also, in image 4.4 as we can see another target audience is seeking information regarding a type of blush and L'Oréal Paris and applied to that has been posting the link for the soft powder or the product desired by potential customer. Also, in the same image 4.4 when social media user points toward the ongoing controversy and takes it role of L'Oréal Paris L'Oréal Paris remain indifferent to that comment. Therefore, L'Oréal has been engaging only in positive and suitable social media engagement and avoiding the negative comments and social media trolls.

4.2.2 Social Media Marketing comparison of different Cosmetics Brands (including consumer product line and Luxe product line of L'Oréal Paris)

The harsh reality of social media marketing is that it only works if the brand is prepared for social interactions (Tuten, 2021). Many brands, according to Tuten T. (2021), broadcast messages to audiences without engaging them. The annual reports for 2018 and 2021 state that

L'Oréal claimed to be active on social media and are attracting the millions of female customers through their products.

According to Wahid et al. (2020), Instagram business accounts with 10,000 to 100,000 followers had a considerable number of bogus followers unless the likes-to-followers ratio was 2.37 % and the comments-to-followers ratio seemed to be 0.17 %. Unless the likes-to-followers ratio for companies with 100,000 to 1,000,000 followers was 1.78 % and the comments-to-followers ratio seems to be 0.09 %, the Instagram advertising accounts had a substantial number of fictitious followers. For the categories of likes variable, this study classified the amount of likes each post received by the amount of followers the company had. Unless the likes-to-followers ratio is greater than 7%, the post has a significant amount of fake likes.

The engagement rate is more important than any other social media criterion (R.L.H. Yew et al., 2018). Thus, the engagement rate on Instagram for @LorealPairs, @NYX, @YSLBeauty, @Shephora, and @Morphebrushes is calculated using the engagement rate formula from (R. L. H. Yew et al., 2018) with an internet engagement rate calculator.

S.No	Instagram Handle	Number of followers	Engagement Rate	Average Likes per post	Average comments per post	Like to Follower Ratio	Comment to follower Ratio
1	@LorealParis	97,51,547	0.02%	1746	31	0.017904851	0.000317898
2	@NYXcosmetics	1,46,69,264	0.00%	3391	24	0.023116361	0.000163607
3	@YSLbeauty	95,24,593	0.06%	5964	39	0.062616849	0.000409466
4	@MorpheBrushes	1,05,99,080	0.09%	9896	70	0.093366594	0.000660435
5	@Sephora	2,10,46,023	0.03%	6701	67	0.031839745	0.00031835

Table 4.1: Social Media factors related to brand presence

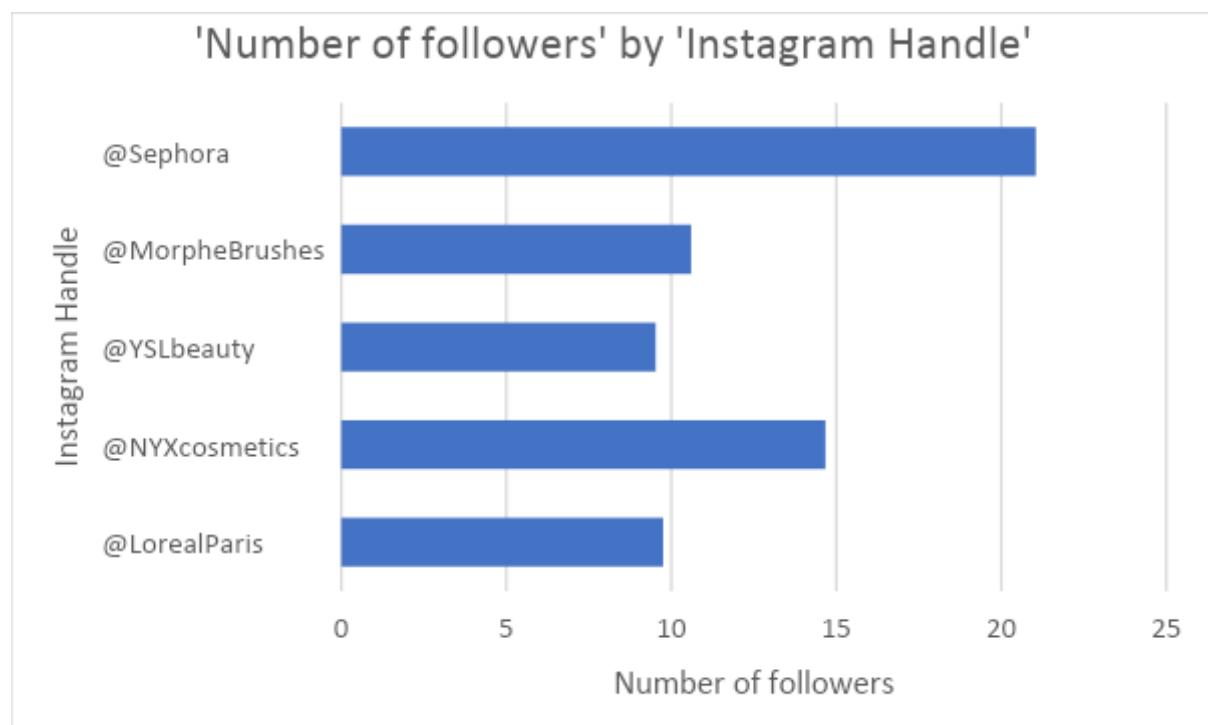


Fig:4.2: Instagram Followers per Brand

Although L'Oréal Paris claims to be the top beauty company but still the number of followers is lesser than the new entrants of Morphe brush and sophora also this is observed that the consumer product range of NYX cosmetic is more popular then YSL beauty but still YSL beauty tends to make more profit as per the reports of L'Oréal 2021.

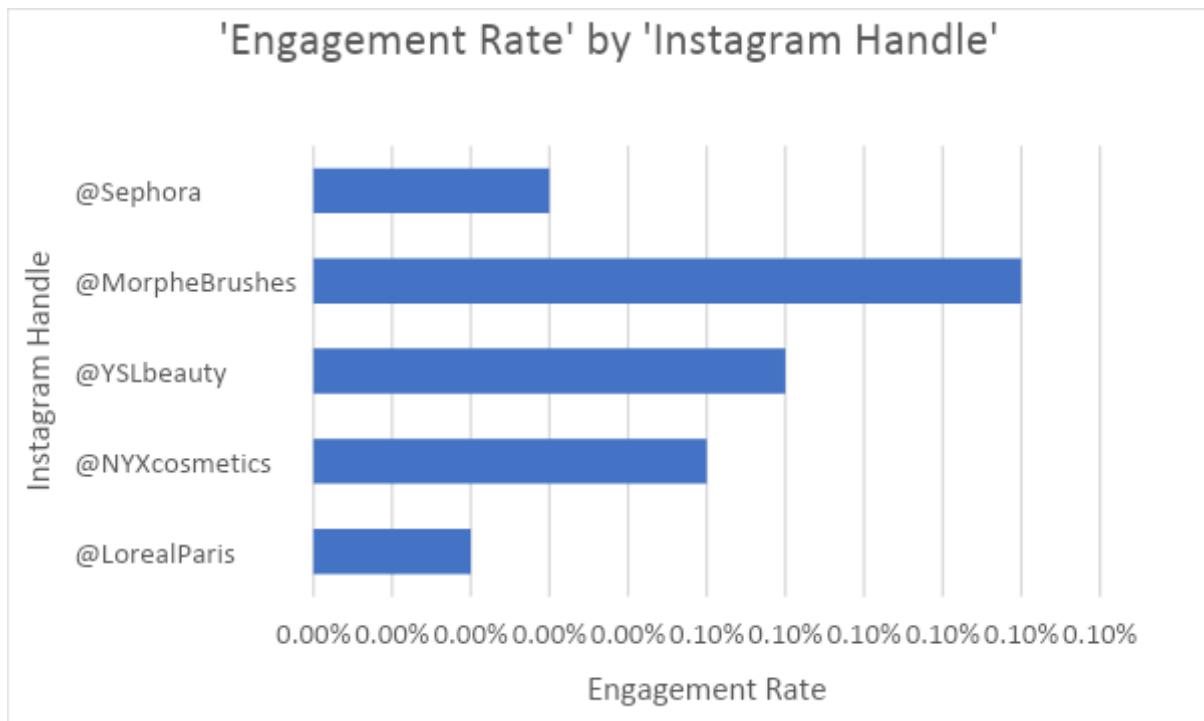


Fig:4.3: Engagement Rate

Engagement rates is the most weighted criteria for reviewing the brand performance after the reach ratio of the brand (Yew et al., 2018). In this case it was difficult to find reach ratio for the brand due to the secondary data collection method. From Table 4.1, and fig 4.3 and 4.4 it is observed NYX cosmetics have greater number of followers than Morphe Brushes but engagement rate of NYX less and L'Oréal Paris is also very less in comparison Morphe is very high. This indicated Morphe brushes using appropriate digital marketing strategy than Loral pairs, NYX cosmetics as well as from YSL beauty. For the qualitative comparison samples from Instagram are taken.

Engagement on Women's Day post by L'Oréal pairs on Instagram and Engagement of Morphe Brushes on Black History month Post. Picture below shows the number of likes and

brand engagement intriguing the customer. On observing the social media conversation on Instagram, it has been analysed that L'Oréal's (and NYX cosmetics and YSL beauty) engagement doesn't last longer whereas Morphe Brushes have successfully built a community where people are interacting and thus contributing towards a higher engagement rate.

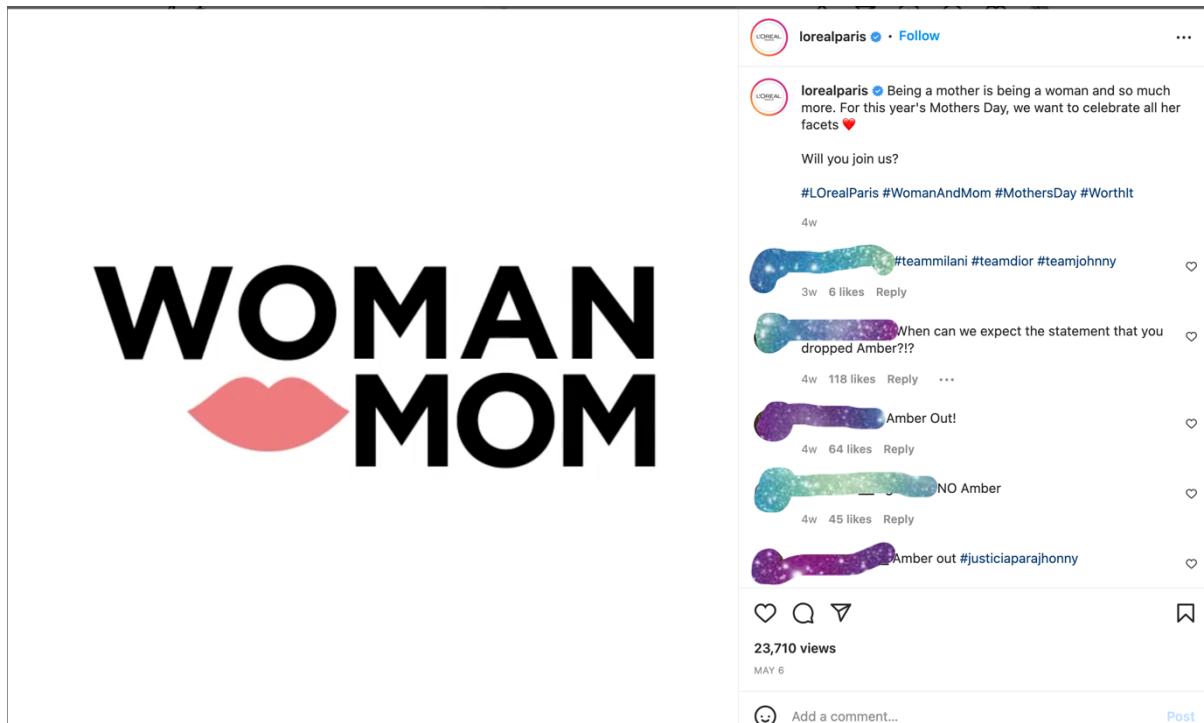


Image 4.5: Brand Generated Content(@LorealParis, 2022)

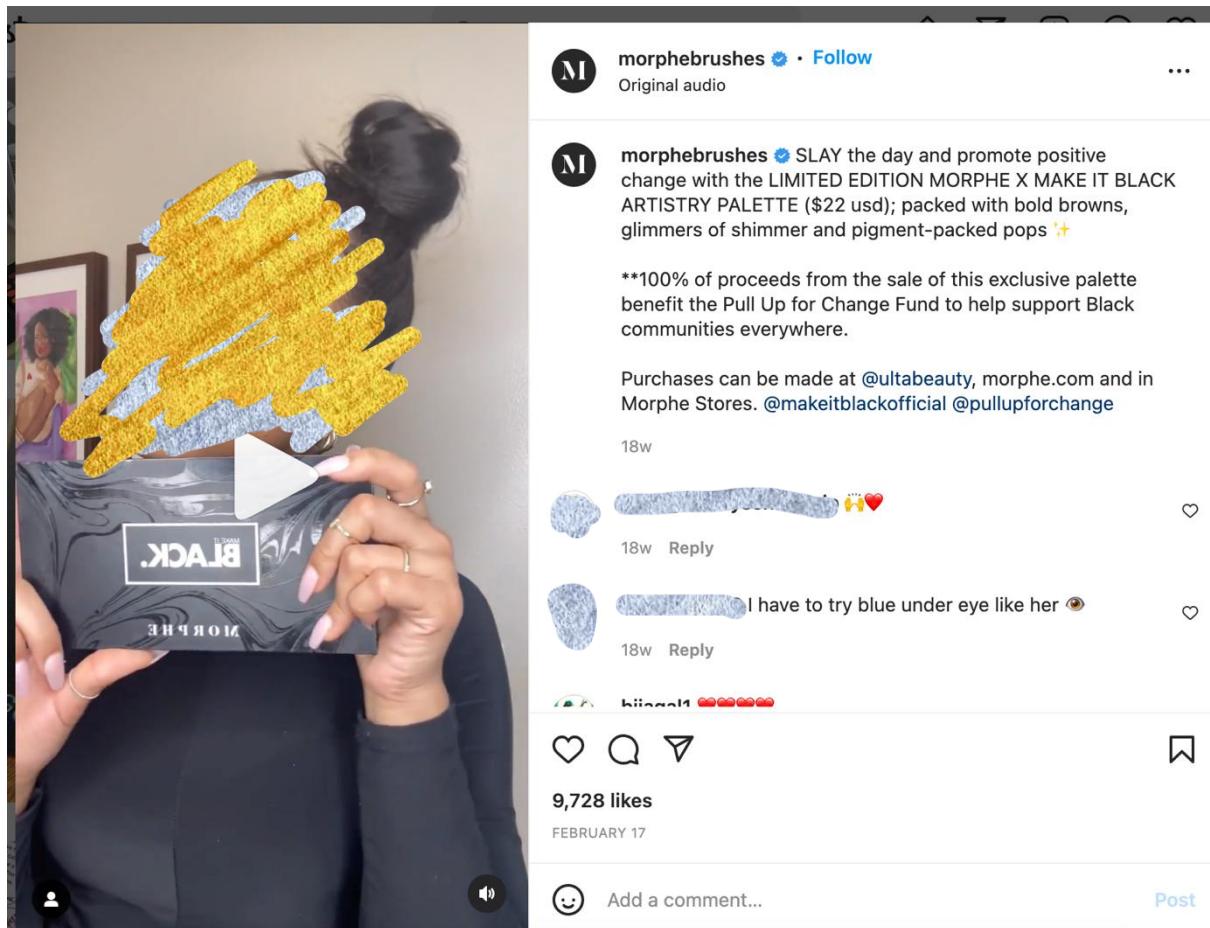


Image 4.6: Consumer Generated content(@MorpheBrushes,2022)

Therefore, from above mentioned samples Morphe brushes has been using social media in a positive consumer engagement and content for comments is generated by consumers which has made brand naturally compelling (Ryan, 2020).

4.2.3 L'Oréal Paris's social media engagement for conversion using new age digital marketing methods for Gen Z and millennials for building customer value

The idea for social media marketing and interaction is to result in conversions (Carr and Hayes, 2015). In this section comparison between the engagement strategy followed by L'Oréal and its consumer product line its luxe product line and other brands are in focus. According to IBIS Global Cosmetic Report (Kanda, 2021) It has been found that celebrity

driven marketing is effective. This has also been seen in most of the posts published on the L'Oréal Paris Instagram page are celebrity oriented(image 4.7).

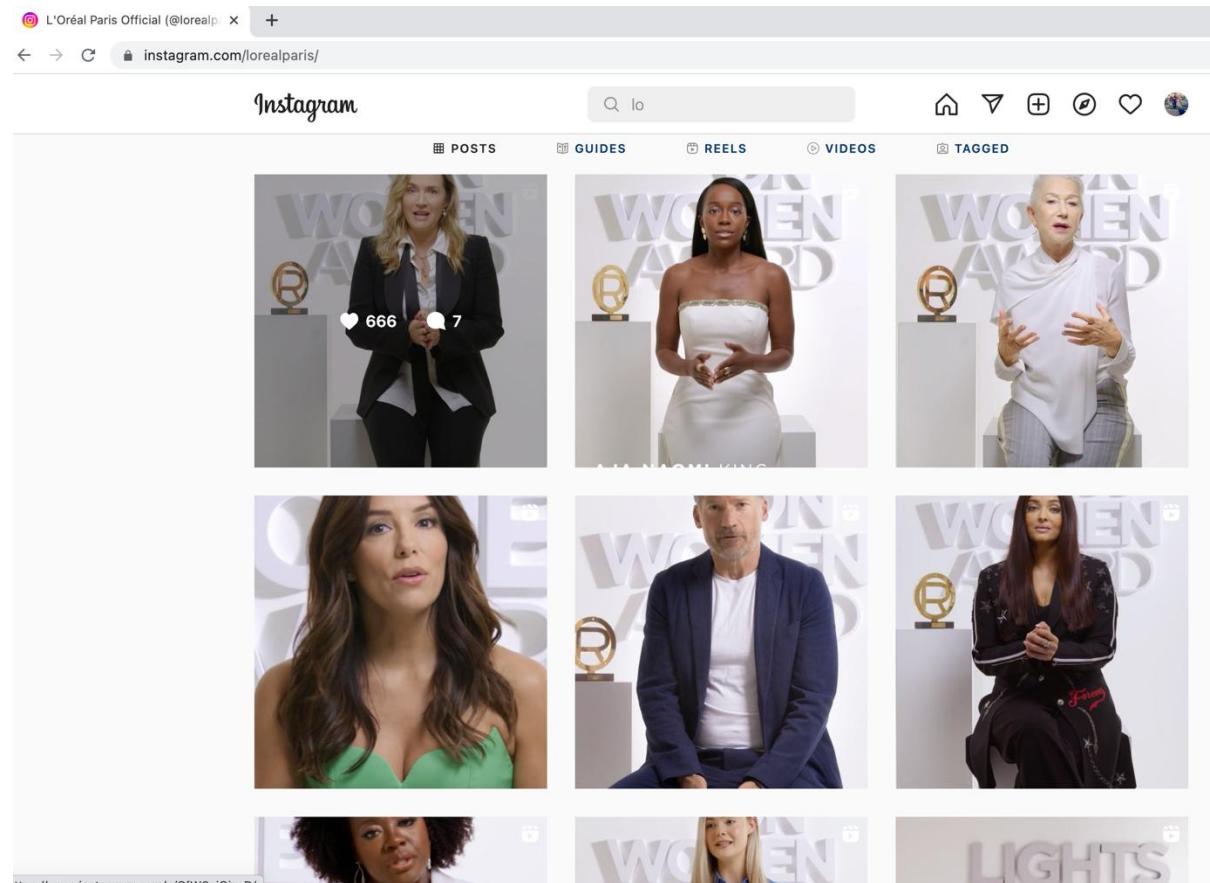


Image 4.7: L'Oréal Paris Instagram page (@LorealParis, 2022)

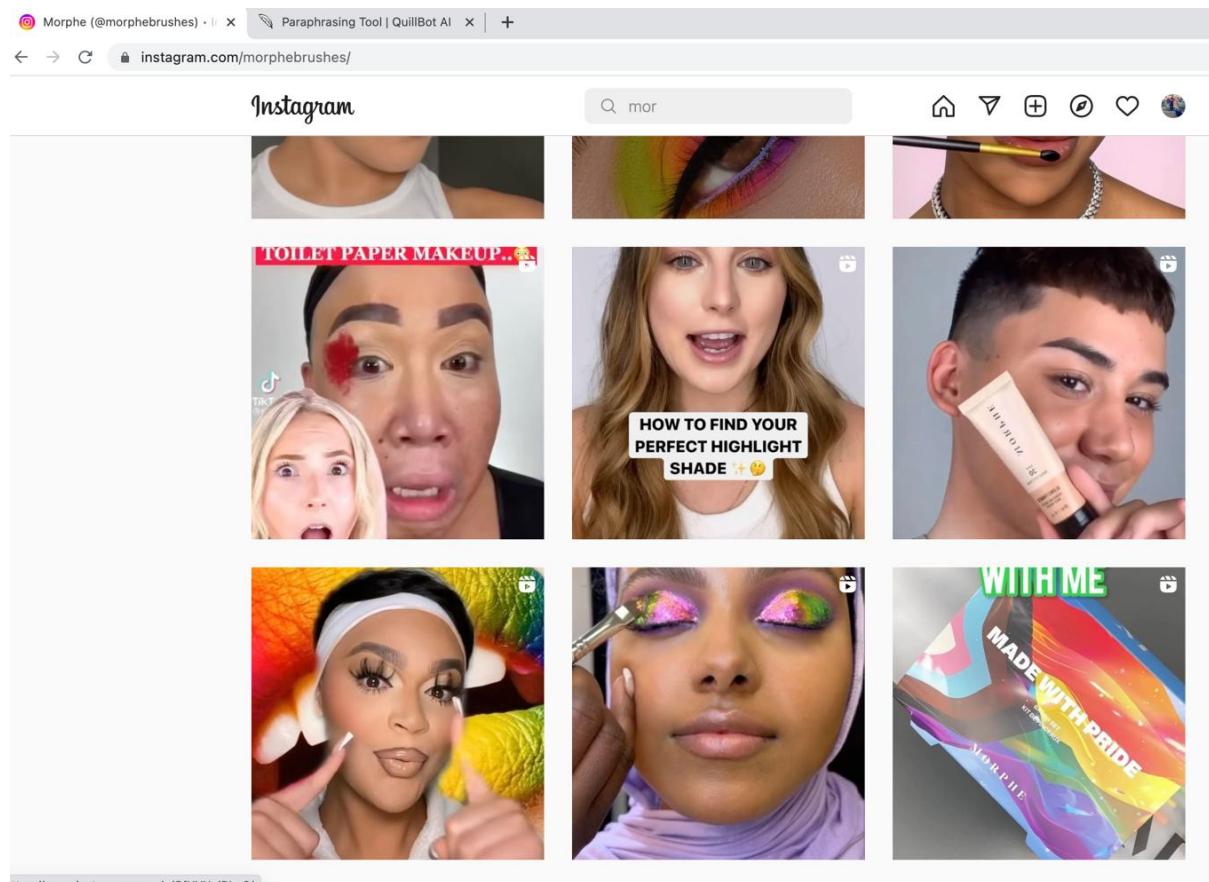


Image 4.8: Morphe Brushes Instagram Page(@MorpheBrushes,2022)

On the other hand, new age marketing segment from stylus reports that millennials and Gen Z, are more inclined to see consumer centric marketing (Berelowitz, 2022). This aspect of marketing is well exploited by YSL Beauty: According to YSL Beauty's integrated communications director, Alexandria Ivanoff, the goal was to "make the average consumer feel like the star of the show." Visitors to its one-day, small-scale NYC pop-up were given makeovers by YSL make-up artists and had their photos taken by fashion photographers. This was consistent with Nu's positioning as a more inclusive and approachable YSL brand (Berelowitz, 2022).

Whereas on social media L'Oréal Paris and its product line page are more in celebrity branding which according to(Berelowitz, 2022) is acceptable by Gen Z if relatable to a cause. Morphe brushes have shown good evidence of social media driven by consumers in the image 4.8. Also, it has been seen that social media page of Morphe Brushes has maximum comment

per post (Fig 4.4) and good like to follower ratio (Fig:4.3) which is an indicative of the good brand relationship on social media (Tuten, 2018).

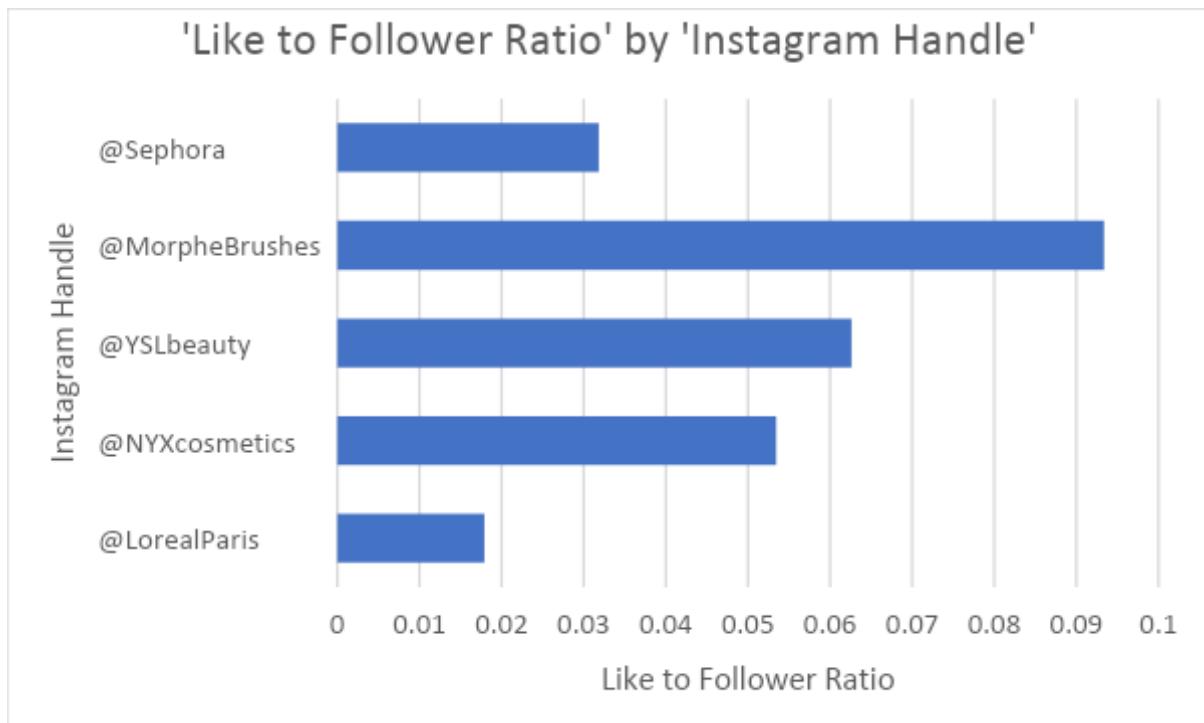


Fig:4.4 Like to follower ratio

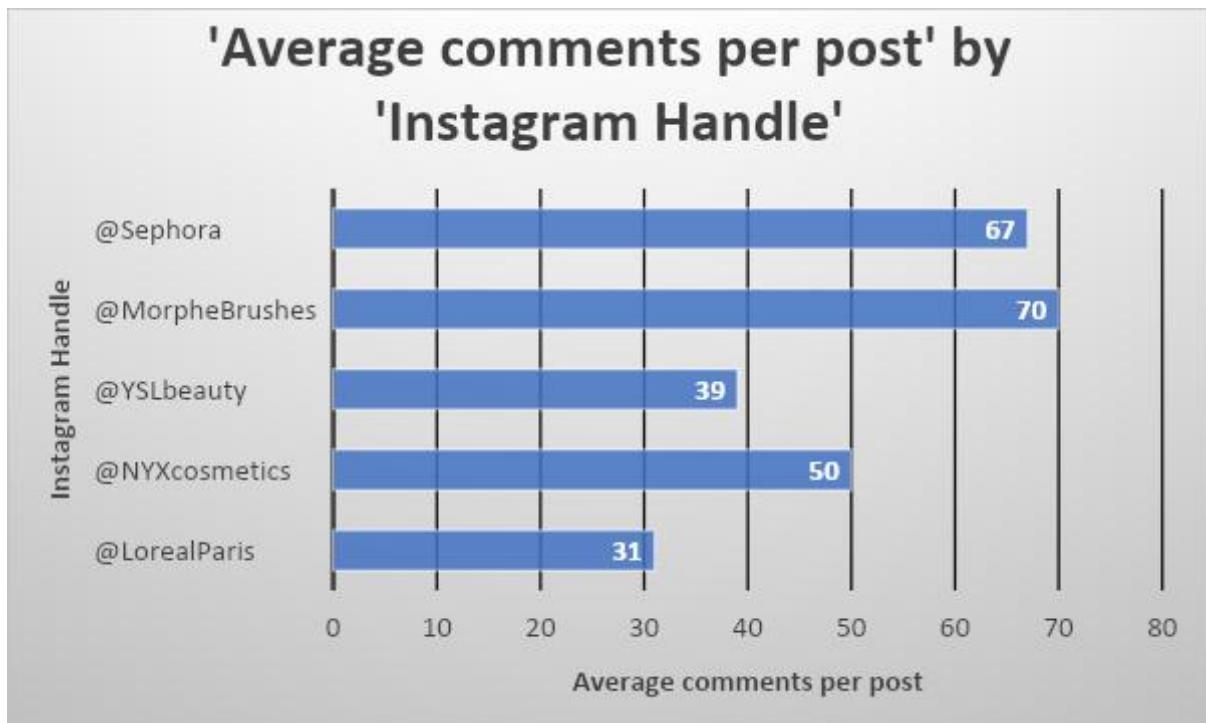


Fig 4.5: Average comments per post

Also, the new age customer loyalty is a direct measure of the social media subscription (Hobbs, 2022). Thus, social media marketing to result in maximum conversion is by increasing consumer interaction organically. Although, according to L'Oréal Paris annual report 2021 2.7% of revenue is focused on marketing, but it is evident that they have made profits by working on AR based digital marketing rather than social media channel of digital marketing. Therefore, to segregate the consumer conversion based on social media marketing in case of loreal requires more analytical and primary research method.

4.2.4 Social media analytical tools involvement in marketing method used by L'Oréal Paris

According to Annual reports published by Loreal Paris the use of social media analytical tools is unclear although Loreal has been focused on digitisation in beauty and been a leader in digital beauty transformation but that is more evident through its AR apps and

customer value build up through providing customise solution (Castillo,et.al., 2021). Therefore, in this section A case study by (IPSOS.com, 2022) to find how L'Oréal uses AI to find consumer trends and stay ahead in competition and an opportunities of social media analytics(Moe and Schweidel, 2017) are discussed thematically to derive a rational of L'Oréal's digital marketing strategy. Also, opinion on social media analytics hindering the creativity of marketer has been considered (Yohn, 2010).

According to L'Oréal's (2018) annual report, 80% of content has been generated for the digital brand management, where they are implementing data driven approach. According to (IPSOS.com, 2022), L'Oréal is mostly focused om finding consumer trends by AI L'Oréal's Prospective and Consumer Intelligence team required a platform that used artificial intelligence and predictive capabilities to uncover shifting consumer behaviours; Priorities were established as they emerged to anticipate trends and be the first to market (IPSOS.com, 2022).

Brand management is one of the opportunities made possible by social media analytics, according to Moe and Schweidel (2017). These analytics can assist in listening to consumer opinion and enhancing brands. Customers have requested product packaging or a product line that has been discontinued, just like in L'Oréal Paris' tweet. It is challenging to infer from the Twitter response that L'Oréal Paris has been using text or opinion mining for improved brand management or crisis management. (Moe and Schweidel, 2017). As most of the twitter posts for L'Oréal has been unsatisfied customers and rather than responding to the customer issues on community level L'Oréal has been addressing consumer on direct messaging which may not be a good brand management because ZMOT (Tuten, 2018), these are several moments of truth which potential consumer observes before making purchase. This also leads in building customer loyalty (Rafiq et al., 2013). Samples of twitter posts are in images 4.9, 4.10 and 4.11.

L'Oréal Paris UK

23.1K Tweets

Following

 @LOrealParisUK... · Jun 5 ...

Any chance you'll make these again, please? I can smell this picture! Elite hair products us women over a certain age remember fondly ❤️



1    

L'Oréal Paris UK @LOrealParisUK · Jun 6 ...
Hello [REDACTED] there are currently no plans. Keep an eye on our website and social for the latest information. 😊

Image 4.9: consumer asking for a discontinued product line.

[← Tweet](#)

 @J..._Act

@LOrealParisUK I contacted your customer services re: a complaint over a hair colour product. I spoke to Effat who asked me to email photos as proof. 2 weeks passed, no response. I phoned and was told the message would be passed on. Another 2 weeks later, still no response. Help?

3:49 PM · May 18, 2022 · Twitter Web App

[Reply](#) [Retweet](#) [Like](#) [Share](#)

 **Jennifer_Act** Tweet your reply

 **L'Oréal Paris UK** @LOrealParisUK · May 19
Replying to @J..._Act
We're sorry to hear this, @J..._Act. Please can you send us a DM with your email address, so we can look into this for you?

[1 Reply](#) [Retweet](#) [Like](#) [Share](#)

 @Jennifer_Act · May 19
I can't seem to see the option to DM you.

[1 Reply](#) [Retweet](#) [Like](#) [Share](#)

 **L'Oréal Paris UK** @LOrealParisUK · May 20
Hi @J..._Act, please follow us so that we can DM you directly.

[1 Reply](#) [Retweet](#) [Like](#) [Share](#)

Image 4.10: Customer's complain not dealt on public platform

[← L'Oréal Paris UK](#) [Following](#)

23.1K Tweets

 May 31
@LOrealParisUK yo just bought some face cream & the dispenser is bust!!! & no way to get face cream out!!! Good job!!



[1 Reply](#) [Retweet](#) [Like](#) [Share](#)

 **L'Oréal Paris UK** @LOrealParisUK · Jun 1
We're sorry to know this. Please follow us, so that we can DM you.

[1 Reply](#) [Retweet](#) [Like](#) [Share](#)

Image 4.11: Customer asked for direct message regarding complaint.

As seen from above mentioned example it creates lack of evidence for L'Oréal's' social media analytical tools usage for customer relationship management (Kumar and Reinartz, 2018). On the other hand, their action for product innovation social media branding on Instagram and evaluation for other marketing actions such as use of AR for customer personalisation, NYX cosmetics Money heist inspired packaging suggest that L'Oréal has been using good social media listening techniques to keep customer engaged (L'Oréal Paris, 2021).

"Social and digital: the new beauty paradigm: entertainment and game are becoming new must have for online beauty NYX Professional Makeup sent a partnership with Netflix involving the hit series off money heist and also ventured into the world of gaming by sponsoring women esports team dignitas"- L'Oréal Paris 2021 Annual Report

Also, on comparing Morphe Brushes Post (image 4.8) and NYX cosmetics post(image 4.12) it can be assess that loreal has been updated on the competitor marketing strategy with the help of social media analytics. While social listening enables brands to hear what their customers are saying, it is insufficient to drive enterprise-wide innovation and trend detection. To assist brands in analysing and forecasting future trends, social media analytics become important. Trend Lifecycle mapping, for example, displays the relative growth rates (both in terms of volume of online mentions and velocity of growth) of products, ingredients, behaviours, and other concepts, allowing users to identify areas that are gaining or losing consumer traction (IPSOS.com, 2022; Moe and Schweidel, 2017).

Argumentatively, marketing operations should be more creative then following the trends. It is evident from the Instagram post of NYX Cosmetics (Image 4.12) and Morphe brushes(image 4.8) there are no difference on Instagram aesthetics, leading to a repetitive less

creative marketing strategy (Yohn, 2010). As a result, the brand's growth is hampered. According to the global cosmetic 2021 report, the cosmetics industry is already in its mature life cycle (IBIS,2021). Therefore, alongside with the market trends analytics a brand must be focusing on improving the marketing innovations undoubtedly social media analytics have provided with an improved segmented and target market but to create market penetration same tools could be used for generation of new digital marketing ideas.

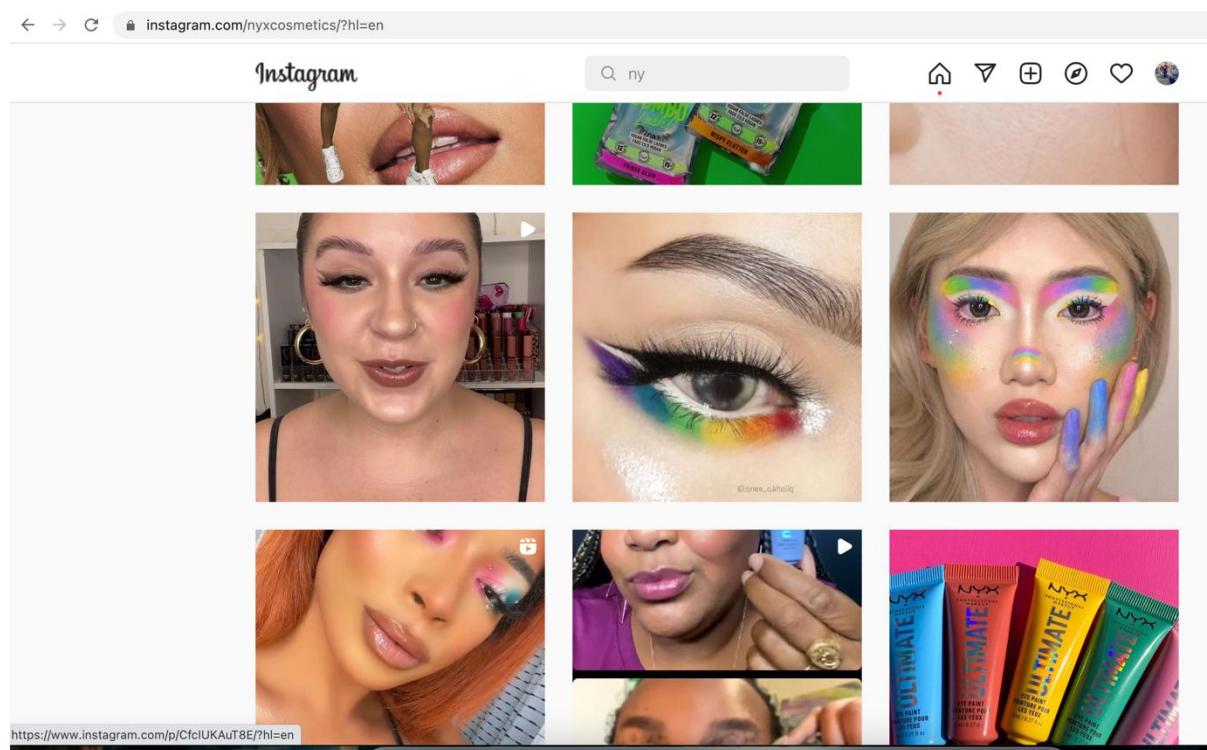


Image 4.12: NYX Cosmetics posts.(@NYXCosmetics,2022)

4.3 Findings

1. The digital marketing strategy used by L'Oréal Paris for customer relationship management is very personalised and customised with AI-based applications. CRM through social media is seen as very limited.
2. Based on the preceding examples, that brands established in the digital era have a better social media marketing and customer engagement ratio than the L'Oréal brand, but they

are popular across all product segments due to L'Oréal's other digital marketing strategy and ongoing R & D in technology. L'Oréal Paris's social media engagement for conversion using new age digital marketing methods for Gen Z and millennials to build customer value needs to be more creative and relatable, although YSL's recognition of consumers is counted in as an effort of more customer value building process.

4. Social media analytical tools' involvement in the marketing method used by L'Oréal Paris: to find the involvement of social media analytical tools, more resources and primary research are suggested as in this study due to secondary qualitative method gaps. Therefore, it is difficult to find the impact of social media analytical tools in this study.

Chapter 5- Strategic and Tactical Digital marketing Solution

5.1 Strategic solution based on findings

This project aims to assess Digital Marketing strategy utilising social media analytical tool which aids CRM in the cosmetic industry. The author has utilised secondary qualitative research to study one of the major cosmetic brands, L'Oréal and compared customer engagement with comparatively new firms in the cosmetic industry. It was observed that customer engagement is minimal for L'Oréal on social media compared to their personalised digital marketing through and social media marketing of other brands. Therefore, measuring social media customer engagement is crucial for a brand to build brand value over digital media (Thomas and Housden, 2017).

5.2 Guiding factors for statistical digital marketing strategy formulation

5.2.1 *Customer Relationship management*

Social media is essential in customer purchasing decisions: Customers use social media to research products or services they want to buy. Communication in this age of new technologies means using social media. Social media is essentially an open diary of likes and dislikes, and this information can be easily used and analysed more extensively to improve social media customer relationship management L'Oréal (Elena, C.A., 2016). The literature and findings show that most of the target market for L'Oréal is Gen Z and Millennials (and their approach to a product is mostly relatability with the campaign(Berelowitz, 2022). It has also been seen that many cosmetic firms promote their products based on good customer relationship management. Social media provides numerous opportunities to interact with and listen to customers(Elena, C.A., 2016). Social media increases exposure, traffic, and market insight. Social media networks give a brand's voice and become easily approachable to customers. Social care is expected to be more efficient than reciprocal customer service interactions. By

replacing and preventing offline customer service contacts, social media interactions in the form of social care could reduce the number of customer service requests and the associated costs (Maecker, Barrot and Becker, 2016). Therefore, L'Oréal can further increase its profitability using CRM through Social media platforms and create an excellent, approachable social media brand for the target audience.

5.2.2 *Customer engagement on social media*

Instagram is a powerful resource for consumer engagement and product or service marketing (Petio, C., WARC, 2022). Tracking consumer and market trends on social media can benefit opinion and data mining on social networks. Marketers can use Instagram data to build a strategy for target marketing and gather demographics, psychographics, and behavioural data (Spiller, 2020). It has been understood through findings in chapter 4 that L'Oréal has a more significant number of followers, but the customer engagement compared to other brands is not much effective. Customer engagement is critical in digital marketing. Customer engagement is divided into four stages. Connection, interaction, loyalty, and advocacy are examples of these(Maecker, O, et.al., 2016). Loyal customer acts in co-creating value by expressing themselves, creating content, and providing feedback. The value of interaction is reflected in calls to move customers from passively engaged (i.e. connected) to actively engaged, participating in the value-creation process and influencing other customers and actors (Shawky et al., 2020). Therefore, to increase interaction with Gen Z, the millennial cosmetic industry must find more relatable social media campaigns(Berelowitz, 2022). These interactions based on the relatable context with the target audience (Gen Z and Millennials) will create a loyal customer base, promoting the brand on the social platform.

5.2.3 *Social media analytical tools*

One of the significant research-practice gaps of this report is application of social-media analytical tools for social media management by brands (Makin, S., 2021). Thus, the recommendation is made to enhance social media analytics. As discussed in chapter 2, the social media analytical tools play an essential role in social media management.

Analytical tools are sophisticated tools to find the effectiveness of a social media campaign and thus can provide a detailed insight into the ROI through social media advertisements. The goal is to improve customer service, the performance could be a measure of service resolutions, cost benefit and productivity, call evasion, and detractor-to-promoter conversion ratios(Nadeem, M., 2012). These analytical tools are immensely impacting full in determining public reaction and can suggest a solution based on an opinion-oriented information system (Tian, X., He, W., et al., 2022). Social media analytics tools can help L'Oréal by producing and evaluating scientific methods, technical frameworks, and software solutions for monitoring, forecasting, analysing, and extracting social media data and thus provides a bridge between informal social media data and systematic CRM data(Wittwer, M. et al., 2016). The gaps in this project could be studied by employing primary research methods and understanding the digital marketing methods used by L'Oréal.

Chapter 6 Conclusion

6.1 Conclusion:

The primary goal of this project was to evaluate digital marketing strategies that can aid CRM, specifically social media analytical tools for the cosmetic industry in the United Kingdom. During the 7-month study, the author discovered that digital marketing for a brand could be further classified as personalised and community-based digital marketing. A qualitative method (chapter 3) was used to find results from the second method for data collection. The literature (chapter 2) suggests that a customer-focused marketing campaign can be an effective digital marketing method. The increase in customer engagement requires more customer-focused and relatable campaigns. The more customer engagement better is the brand promotion on the digital platform. Customer engagement on a digital platform can be a good CRM approach as advocacy and social media loyalty generates a positive brand value.

Chapter 4 indicates that L'Oréal Paris' digital marketing strategy for customer relationship management (CRM) is highly personalised and customised using AI-based applications. Brands established in the digital era have better social media marketing and customer engagement than the L'Oréal brand. Even though YSL's consumer recognition is counted as an effort of more customer value-building process, L'Oréal Paris' social media engagement for conversion needs to be more creative and relatable.

The most suitable and strategic recommendation for the cosmetics brand L'Oréal will be to implement social media campaigns that bridge AI-based personalised digital marketing and social media marketing to improve customer engagement and better CRM.

6.2 Strength and weakness of the project:

As the author has used the secondary data from the social media page of different brands, the strength of this project is the real-world observation which has provided an unbiased comparison for finding better social media marketing methods used by the different cosmetic industries. Furthermore, this method has brought insight into the target audience and influences that can be used to promote the brand on the social media platform.

The major weakness that has brought the gap in finding the role of social media analytical tools is that evidence to support the use of analytical tools by brands such as L'Oréal and Morphe brushes is unclear due to the use of secondary information. Although for further expansion of this work, primary methods could be employed, and the role of social media analytical tools can be used to make more informed digital marketing strategies to promote a cosmetic brand on social media.

6.3 Reflection:

This project benefits the author because it instilled knowledge, discipline, and ethics for project work and completed its role in the study's work-based learning process. The author learned and developed skills in digital marketing, data collection, data analysis, strategy formulation, and transferable skills in time management, work organisation, and work-life balance during the 7-month project. Course leaders and tutors provided knowledge to the author for them to complete this module of work-based learning, as well as support through the project's highs and lows.

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Appendix 1: Instagram and Twitter Samples

Sample 1

Instagram

Search



lorealparis ✨

Message

Follow

...

9,289 posts

9.7M followers

139 following

L'Oréal Paris Official

Because we are all worth it.

Show us your worth with #LOrealParisFamily

#ForBeautyWithoutAnimalTesting

Stand Up against street harassment #WeStandUP

standup-international.com

Followed by kushakapila and vampireization



Family



Stand Up



Sustainabi...



Lights On ...



Cannes



X



Men Exp

Sample 2

a.



lorealparis ✨ • Follow

3w 102 likes Reply

aishwaryaraiqueen_2 How i can purchase this?

3w 1 like Reply

— Hide replies

lorealparis ✨ @aishwaryaraiqueen_2 Hello, please can you let us know which country you are located in?

3w 2 likes Reply

aishwaryaraiqueen_2 @lorealparis Iran

3w 1 like Reply

aishwaryaraiqueen_2 @vali.luzio why???

3w Reply

emilcarnilsson I Will never let my girlfriend wear your products .. #amberout

3w 82 likes Reply

— Hide replies

neylia31000 @emilcarnilsson Why ?

5,294 likes

MAY 16

Add a comment...

Post

B



lorealparis • Follow

kate_4_st8 Do you carry any dewy looking blush? 3w Reply

lorealparis @kate_4_st8 Hello Kate, take a look at our TRUE MATCH Blusher, it is a soft powder. <http://spr.ly/6175zMrqf> 3w 1 like Reply

kate_4_st8 @lorealparis Thank you! 3w Reply

caracOlamagica @lorealparis something to cover up bruises? 3w 1 like Reply

kate_4_st8 @caracOlamagica haha! No but I love her blush she is wearing. 3w Reply

heige23 Name of lipstick colours pls. 3w 1 like Reply

lorealparis View replies (1)

5,294 likes

MAY 16

Add a comment... Post

Sample 3

A



lorealparis • Follow

lorealparis The Infallible 24hr Freshwear Foundation-in-a-Powder provides liquid-like coverage and a matte finish for a full 24 hours. Available in 14 shades, will you be getting your hands on this viral TikTok sensation? - L'Oréal Paris has been engaged in beauty without animal testing for more than 30 years
#ForBeautyWithoutAnimalTesting

#LOrealParis #LOrealMakeUp #Infallible #Freshwear #Longwear #TransferResistant #WorthIt 4w

worldbookmnb OOOOO....MG😊😊😊😊😊... I WANT 4w Reply

5,808 likes

MAY 11

Add a comment... Post

B

lorealparis • Follow

spect.ra369 Love ❤️ to try this 😍

4w Reply

lorealparis @spect.ra369 Go for it! You're worth it!

4w 1 like Reply

spect.ra369 @lorealparis 😊

4w Reply ***

lorealparis @spect.ra369 Merci ❤️

4w 1 like Reply

5,808 likes

MAY 11

Add a comment...

C

lorealparis • Follow

isita.0603 can it be used as a makeup base? Or is it just compact powder?

4w Reply

lorealparis @isita.0603

Hi Isita,

This is a Foundation-in-a-Powder.

4w Reply ***

isita.0603 @lorealparis ok, thank you very much for answering, and what cream foundation could you recommend? and if you could send me an image.

4w Reply

lorealparis @isita.0603 Hello Isita, we have some great liquid foundations available, take a look here: <https://www.loreal-paris.co.uk/foundation>

You can click and have a read of the products then choose one best suitable for your needs. We hope this helps. 😊

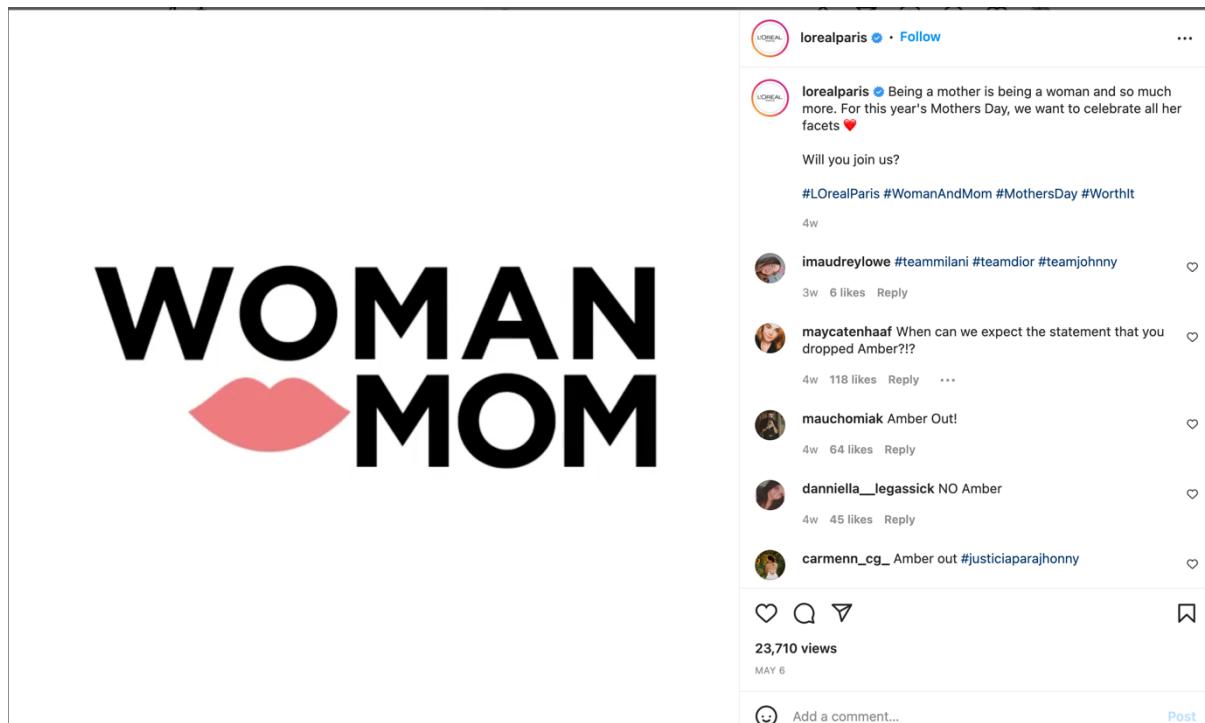
4w 1 like Reply

5,808 likes

MAY 11

Sample 4

A



L'Oréal Paris (@lorealparis) • Follow

Being a mother is being a woman and so much more. For this year's Mothers Day, we want to celebrate all her facets ❤️

Will you join us?

#L'OréalParis #WomanAndMom #MothersDay #Worthit

4w

imaudreylowe #teammilani #teamdior #teamjohnny

3w 6 likes Reply

maycatenhaaf When can we expect the statement that you dropped Amber???

4w 118 likes Reply ...

mauchomiaik Amber Out!

4w 64 likes Reply

danniella__legassick NO Amber

4w 45 likes Reply

carmenn_cg_ Amber out #justiciaparajhonny

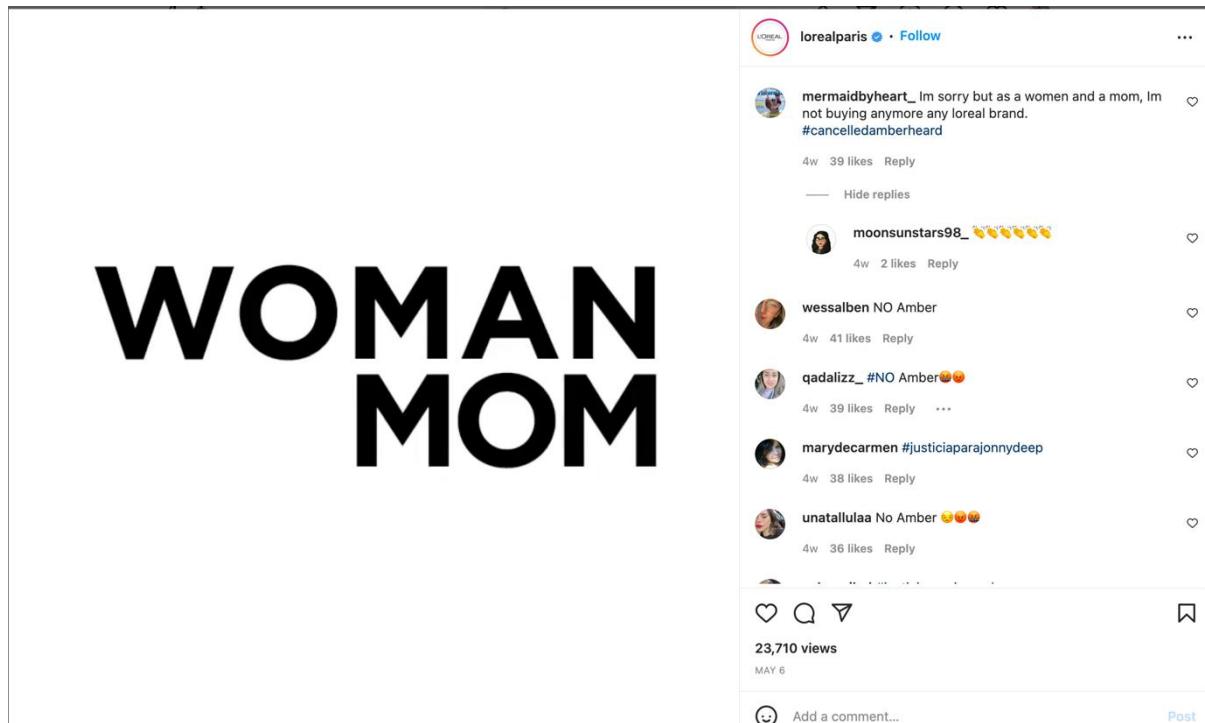
23,710 views

MAY 6

Add a comment... Post

This Instagram post from L'Oréal Paris features a large, bold graphic with the words "WOMAN" and "MOM" stacked vertically. A pair of pink lips is positioned between the two words. The post includes a caption encouraging mothers to celebrate their multifaceted roles and a call to action for users to join the conversation. It has received several comments from users expressing their own thoughts or experiences.

B



mermaidbyheart_ Im sorry but as a women and a mom, Im not buying anymore any loreal brand. #cancelledamberheard

4w 39 likes Reply

moonsunstars98_ 🌟🌟🌟🌟🌟

4w 2 likes Reply

wessalben NO Amber

4w 41 likes Reply

qadalizz_ #NO Amber😊😊

4w 39 likes Reply ...

marydecarmen #justiciaparajonnydeep

4w 38 likes Reply

unatallulaa No Amber 😊😊😊

4w 36 likes Reply

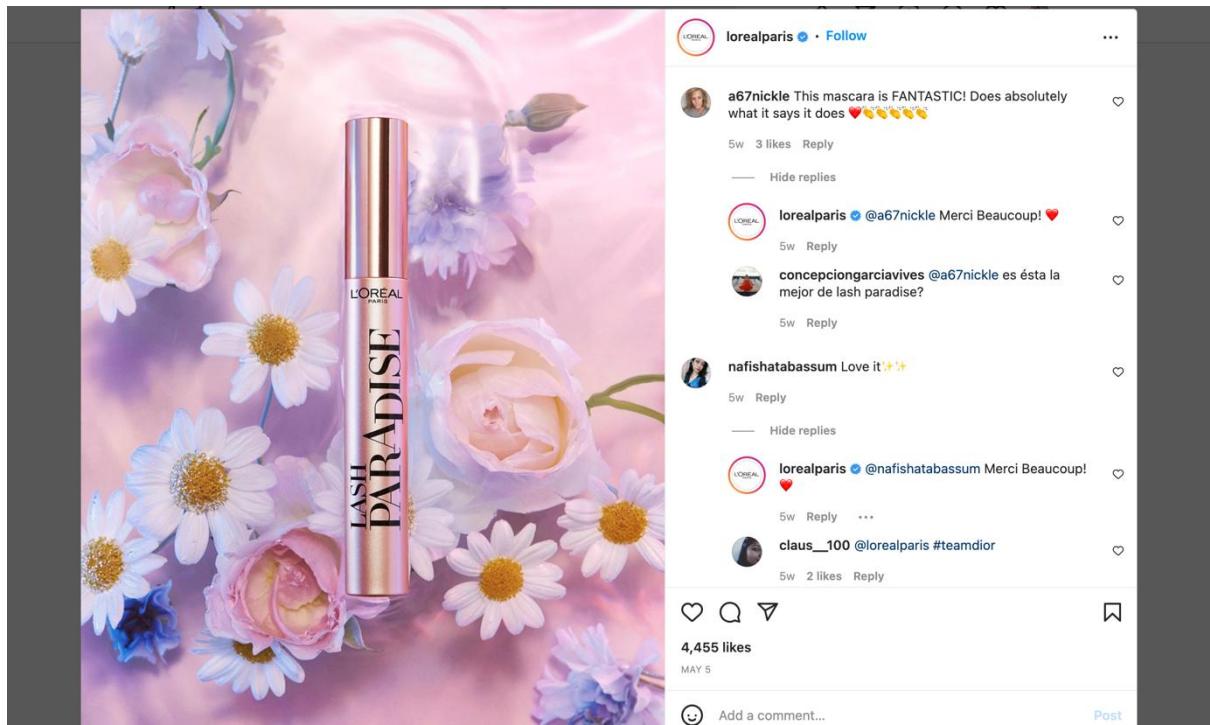
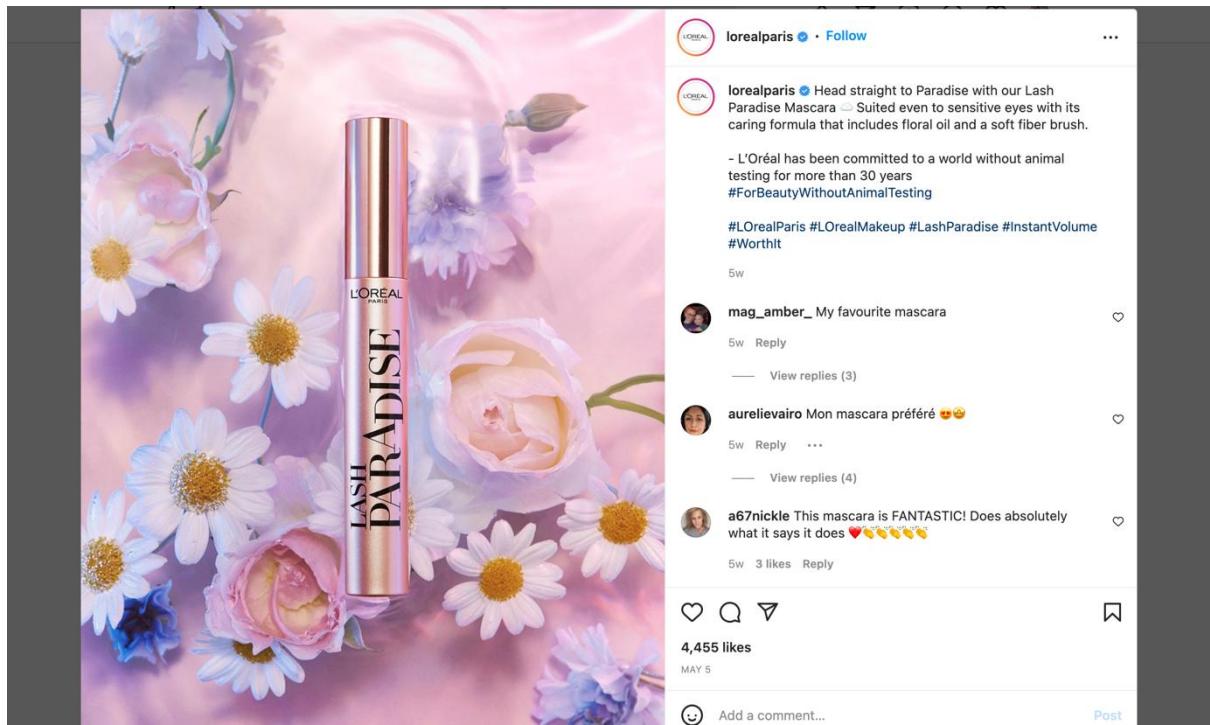
23,710 views

MAY 6

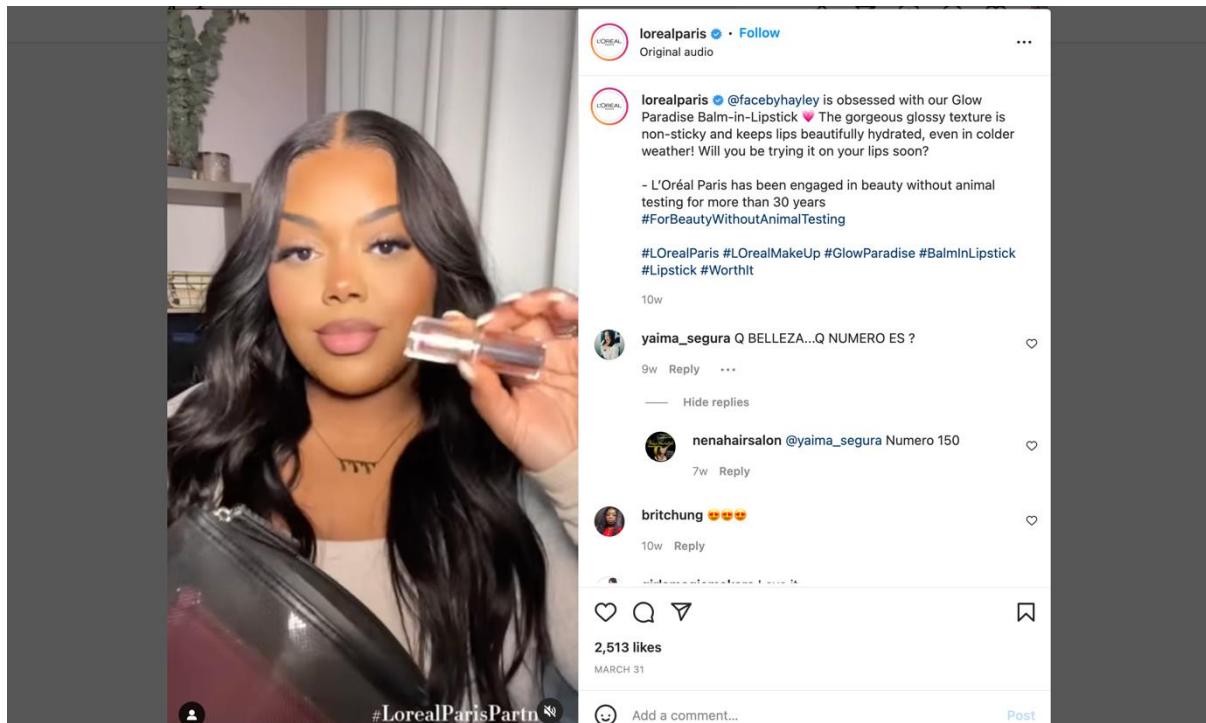
Add a comment... Post

This Instagram post from L'Oréal Paris features the same "WOMAN MOM" graphic as post A. However, the caption and comments have shifted to focus on a different topic. A user named "mermaidbyheart_" expresses dissatisfaction with L'Oréal products as both a woman and a mother, using the hashtag #cancelledamberheard. This post has received many more negative comments from users who share similar sentiments.

Sample 5



Sample 6
No engagement



Instagram

Search

facebyhayley

Message Follow ...

115 posts 17.3K followers 724 following

Hayley ✨ she/her
NYC
tiktok: hayley.333 (150k+)
2022 @ultabeauty Collective ❤️
facebyhayley@gmail.com ❤️
linktr.ee/hayley.333?utm_source=linktree_profile_share<cid=811db4ca-682b...

Loreal Twitter Samples

Sample 1



L'Oréal Paris UK ✅

23.1K Tweets

VIRTUAL TRY ON
TRY ON 100'S OF HAIR COLOUR AND MAKEUP SHADES
ONLINE WITH ZERO COMMITMENT.

VISIT LOREAL-PARIS.CO.UK
TO TRY IT ON FOR YOURSELF.

L'ORÉAL PARIS

...🔔⁺Following

L'Oréal Paris UK ✅

@LOrealParisUK

The official Twitter of L'Oréal Paris UK. Because you're worth it. For Customer Services please visit loreal-paris.co.uk/online-beauty-...

📍 London 🌐 loreal-paris.co.uk 📅 Joined October 2010

776 Following **105.7K** Followers

Not followed by anyone you're following

Tweets

Tweets & replies

Media

Likes

Sample 2

← Tweet



Erica_Poxon
@Erica_Poxon

...

@LorealParisUK is rose vanilla a shade darker than rose ivory? Also which shade matches this in the new serum? I can't get your chat function to work! #help

10:34 PM · Jun 7, 2022 · Twitter for iPhone



Tweet your reply

Reply



L'Oréal Paris UK  @LorealParisUK · Jun 8

...

Replies to @Erica_Poxon

Hello Erica, could you please tell us the full name of the product you are referring to? Thank you in advance. 😊



Erica_Poxon @Erica_Poxon · Jun 8

...

True match foundation 😊



L'Oréal Paris UK  @LorealParisUK · Jun 8

...

1.C Rose Ivory is lighter than 2.C Rose Vanilla. In our True Match Nude Plumping Tinted Serum 0.5-2 Very Light would be the match for those shades. We hope this helps. 😊



Erica_Poxon @Erica_Poxon · Jun 8

...

Does it also have the same undertone?

Sample 2



Jennifer Claire @Jennifer_Act · Jun 5

...

@LOrealParisUK Hi, I sent a DM regarding my refund voucher a week and half ago and not received any response. Please could you get back to me? Thanks.

1

1

1

1



L'Oréal Paris UK @LOrealParisUK · Jun 7

...

Hello Jennifer, our apologies we are not able to see a DM from yourself. Do you have a case reference number at all? If not please tell us how we can help? Thank you in advance.

1

1

1

1

Sample 3



L'Oréal Paris UK

23.1K Tweets

Following



Emma ~ Commissioning Editor: Red Drago... @emmamitc... · Jun 5 · ...
@LOrealParisUK...

Any chance you'll make these again, please? I can smell this picture! Elite hair products us women over a certain age remember fondly ❤️



1



L'Oréal Paris UK @LOrealParisUK · Jun 6 · ...

Hello Emma, there are currently no plans. Keep an eye on our website and social for the latest information. 😊



Sample 4



L'Oréal Paris UK ✅

23.1K Tweets

Following

MONEY
NEVER
SLEEPS

D @D33325901 · May 31

...

@LOrealParisUK yo just bought some face cream & the dispenser is bust!!!
& no way to get face cream out!!! Good job!!



1



L'Oréal Paris UK ✅ @LOrealParisUK · Jun 1

...

We're sorry to know this. Please follow us, so that we can DM you.

1



 L'Oréal Paris UK 
23.1K Tweets   
 L'Oréal Paris UK  @LOrealParisUK · Jun 1 
We're sorry to know this. Please follow us, so that we can DM you.
 1   
 Huma Calin @humacalin · May 27 
If you buy a mascara from @BootsUK, you risk getting an eye infection as they send you a product that has been previously open. Getting rid of cellophane is a good initiative @LOrealParisUK but somebody needs to make sure that the products are intact!

 L'Oréal Paris UK  @LOrealParisUK · May 27
Replying to @humacalin
Hi Huma, L'Oréal are removing the cellophane wrapper from the packaging of products as part of efforts to reduce the use of plastic without compromising the quality of L'Oréal packaging. Rest assured every measure is taken to ensure the hygiene and safety.

 1   
 L'Oréal Paris UK  @LOrealParisUK · May 31 
Hi Huma, thanks for reaching out to us. We completely understand your concern, and we will pass your comments onto the relevant department. Thank you.
   

Sample 5



L'Oréal Paris UK ✅

23.1K Tweets

Following



Lesley Carter @haircarter · May 22

@LOrealParisUK I absolutely love your excellence cool crème hair colour in 6.11 I have been using it for ages. But what has happened with the gloves that come with it. They are so thin and small I couldn't get them on my hands. I had to hunt for some old rubber gloves.

1



L'Oréal Paris UK ✅ @LOrealParisUK · May 22

Hi Lesley, we're really sorry to hear that you were unhappy with your recent purchase. We welcome all customer feedback, both positive and negative, as it helps us to improve our products and service to you. Rest assured I have passed your feedback onto the relevant team. 😊

1



Sample 6

← **Tweet**



Jennifer Claire
@Jennifer_Act

...

@LOrealParisUK I contacted your customer services re: a complaint over a hair colour product. I spoke to Effat who asked me to email photos as proof. 2 weeks passed, no response. I phoned and was told the message would be passed on. Another 2 weeks later, still no response. Help?

3:49 PM · May 18, 2022 · Twitter Web App



Tweet your reply

Reply



L'Oréal Paris UK ✅ @LOrealParisUK · May 19

...

Replies to @Jennifer_Act

We're sorry to hear this, Jennifer. Please can you send us a DM with your email address, so we can look into this for you?



Jennifer Claire @Jennifer_Act · May 19

...

I can't seem to see the option to DM you.



L'Oréal Paris UK ✅ @LOrealParisUK · May 20

...

Hi Jennifer, please follow us so that we can DM you directly.



Newness App customer engagement and conversion:

The screenshot shows the Newness website interface. At the top, there's a navigation bar with links for 'Search', 'Apply to stream', 'Livestreams', and 'Login'. Below the navigation is a large banner image. Underneath the banner, the text 'upcoming livestreams' is followed by a 'SEE ALL' link. The page lists three scheduled streams:

- today jun 13**:
 - @spamdizzlemua**
Makeup & Chill: Aaliyah
Makeup Recreation
 - 10:30 PM BST
 - [NOTIFY ME](#)
- tuesday jun 14**:
 - @jaynegotagun1**
Makeup and book talk
Tuesday!
 - 5 PM BST
 - [NOTIFY ME](#)
- thursday jun 16**:
 - @comfyskin**
Let's Chat Pride w/ Jordan
from Jordan Samuel Skin
 - 11 PM BST
 - [NOTIFY ME](#)

At the bottom of the main content area, there's a dark overlay with social media icons (Facebook, Instagram, Twitter, YouTube) and the text 'Follow Streamers, make friends, and earn prizes!'. To the right of this text is a green button labeled 'JOIN NEWNESS'.

This screenshot shows the Newness website with a focus on the gift feature and challenges.

The top navigation bar includes 'Search', 'Apply to stream', 'Livestreams', and a notification icon showing '100' notifications. The main content area features a purple rounded rectangle containing the text '100' and 'Gift some to a friend'.

current prizes
Redeem your Crystals for fun prizes

Three prizes are listed:

- BABY TRESS Edge Styler** (3 left!)
- TERRACYCLE Zero Waste Pouch**
- E.L.F. COSMETICS Donut Forget Putty Primer**

A note at the bottom of the gift section reads: 'Want to share your favorite LGBTQIA+ owned brands? Have a favorite Pride Parade memory to share? Then hop on the stream to uplift, share, and celebrate the LGBTQIA+ community. Challenge ends'.

On the left side, there's a sidebar for 'challenges' with a 'SEE ALL' link. On the right side, there's a sidebar for 'thursday jun 16' featuring a streamer named 'comfyskin'.

Appendix 2: L'Oréal Personalised Digital marketing samples



Please rate how much you agree or disagree with the following statement.

"The shade of this foundation I use is a perfect match to my skin".



Completely Agree



Somewhat Agree



Neither Agree or Disagree



Somewhat Disagree



Completely Disagree



What foundation do you currently use?

Brand

Choose One



Product Line

Choose One



Shade

What shade is your foundation?

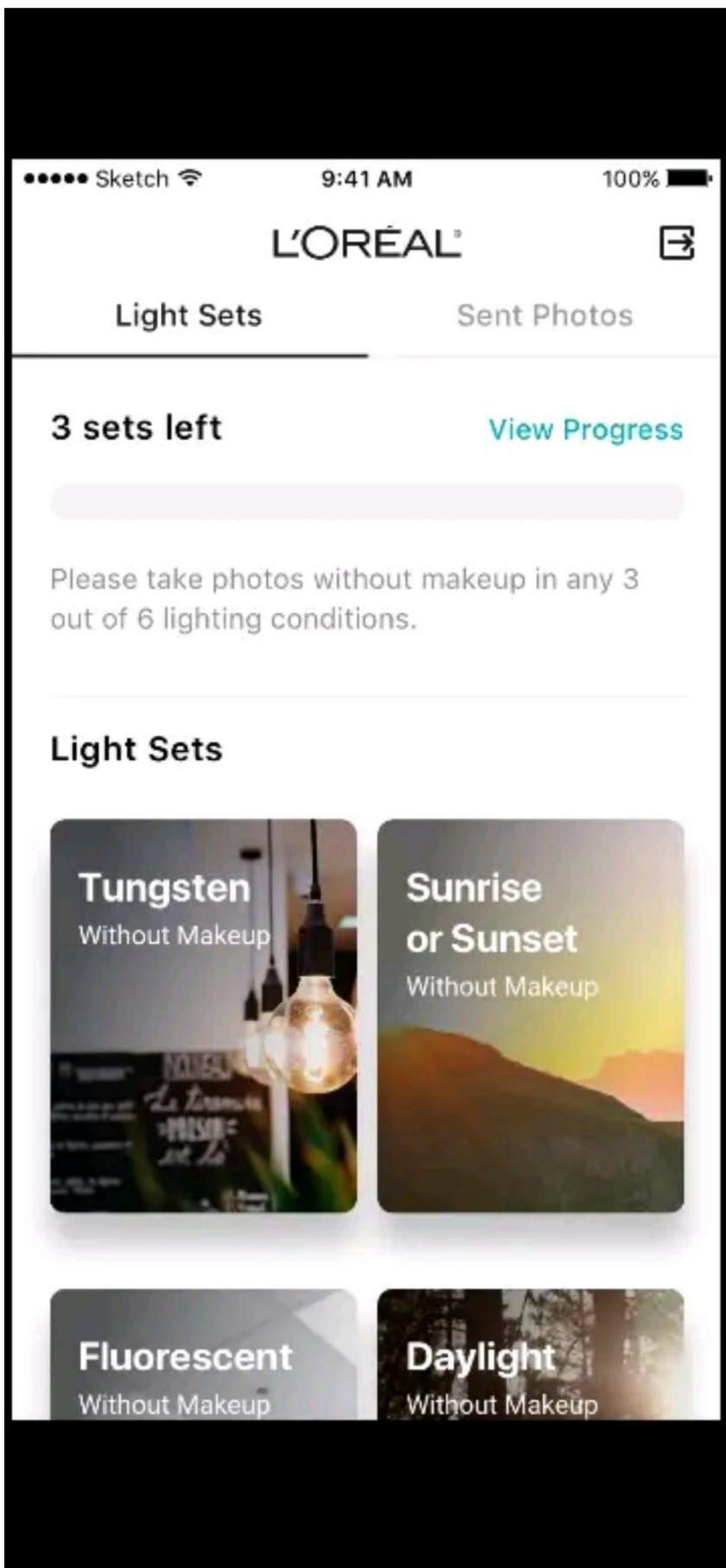
Product Photos



Choose One

Lancome

Maybelline





"When choosing my foundation my goal is to select a shade that is...".



A perfect match to my current skin tone



Cooler than my current skin tone



Warmer than my current skin tone

•••• Sketch

9:41 AM

100%

Quickstart

Choose 3 lighting
conditions to take
photos in.



Take 4 selfies
without **any** makeup
or foundation.

Take 4 selfies with
foundation **only** in the
same lighting conditions.



Got It

4:54

96%

Data safety

Developers can show information here about how their app collects and uses your data. [Learn more about data safety](#)

 No information available

Ratings and reviews

No reviews yet

Developer contact

 Website

 Email

google.digital.cdo@loreal.com

 Address

L'Oréal S.A 14, rue Royale 75 008 Paris

 Privacy Policy

More by L'Oréal



Style My Hair
Discover Your Ne...



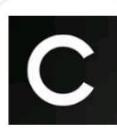
Garnier COLOR
MATCH realtime ...



Style My Hair Pro
L'Oréal
1.2 ★
2.1

4:54

96%



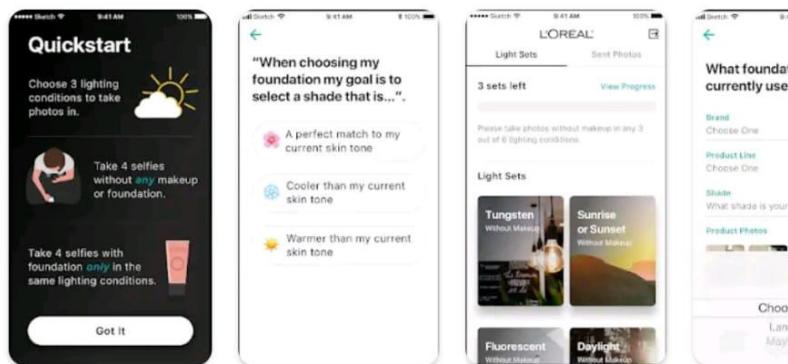
L'Oréal Ceres Digital

L'Oréal

100+
Downloads

3
PEGI 3 ⓘ

Install



About this app



Ceres digital is for participants in the L'Oréal foundation study

Health & Fitness

Data safety

Developers can show information here about how their app collects and uses your data. [Learn more about data safety](#)



4:54

96%



L'Oréal Ceres Digital

Details

About this app

Ceres digital is for participants in the L'Oréal foundation study

Ceres digital is for use only by users registered at consumertesting.lorealusa.com. If you wish to participate in our foundation study, please register at consumertesting.lorealusa.com first.

For those who are registered, can find the instructions to complete the study in their emails.

What's new



Updates and bug fixes

More info



PEGI 3

[Learn more](#)

App info

Version 1.0

Updated on 12 Sept 2018

Downloads 100+ downloads

Download size



26.48 MB



4:44

97%



Rouge Sur Mesure

Details

About this app

YSL companion application for Rouge Sur Mesure device

YSL companion application enabling users to personalize their lipstick shades at home with Rouge Sur Mesure device.

What's new •

This update contains stability improvements and bug fixes.

More info



PEGI 3

[Learn more](#)

App info

Version 1.2.4

Updated on 24 Mar 2022

Downloads 1,000+ downloads

Download size 70.20 MB

Required OS [Android 8.0 and up](#)



4:44

97%



Rouge Sur Mesure

L'Oréal

1K+
Downloads

3
PEGI 3 ⓘ

...

Install



About this app



YSL companion application for Rouge Sur Mesure device

Lifestyle

Data safety

Developers can show information here about how their app collects and uses your data. [Learn more about data safety](#)



4:58

95%



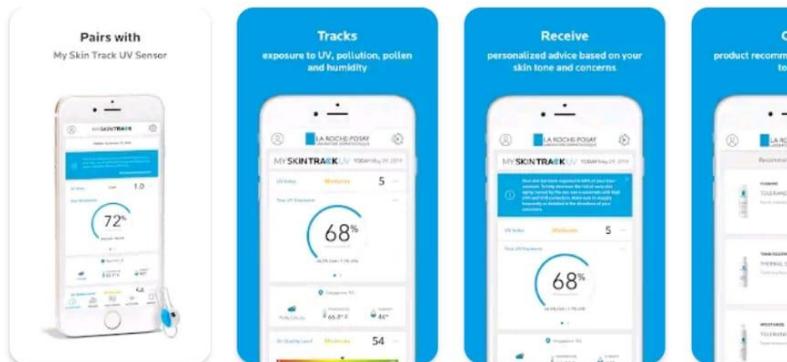
My SKIN TRACK UV

L'Oréal

5K+
Downloads

3
PEGI 3

Install



About this app



A companion app and sensor to measure your exposure to UV, pollution and pollen.

Health & Fitness

Data safety

Developers can show information here about how their app collects and uses your data. [Learn more about data safety](#)



Appendix 3: Thematic analysis of Secondary data

Database Name	Data	Coding
L'Oréal Business Report 2018	<p><i>"The year 2018 has been a new landmark in terms of L'Oréal digital transformation yielding great progress and impressive results. Thanks to the incredible work done by all the teams worldwide we can definitely say that today L'Oréal is operating as a digital native company but at the scale of a leader in its field. Digital is now totally infused in every dimension of the company and is bringing profitable growth, increased reach and increased levels of personalisation through data driven marketing.</i></p> <p><i>Digital transformation is hard work and has required massive adaptation from our business and teams especially around sales and marketing."</i></p>	<ul style="list-style-type: none"> • Digital Transformation • Data driven marketing : Profitable growth, target market, consumer satisfaction. • Impact of Digital transformation on sales and marketing teams
	<p><i>E-commerce represents 11% of the total revenue of the company and the second country in terms of size of business. E-commerce is a profitable channel for our brands and a very positive source of recruitment of new consumers especially in emerging countries and with the youngest consumers. When talking about e-commerce, everybody naturally thinks of the United States and China. But did you know that L'Oréal India's e-commerce is growing at more than 90%, that the Eastern Europe Zone is already generating more than 7% of its revenue in e-commerce, that more than 11.8% of our Travel Retail business is done online and that our own kiehls.com site is amongst our Top 10 doors in e-commerce? This shows that e-commerce is a driving force in our industry and a very strategic source of future growth for L'Oréal in the years to come contributing to its</i></p>	<ul style="list-style-type: none"> • Emerging market • Young consumers • E commerce • Globalisation of brand

	<p><i>objective of bringing beauty to all and Universalisation.”</i></p>	
	<p><i>“L’Oréal has adapted to the new marketing paradigm by embracing the new creative codes of the digital era, by diversifying and personalising the content our brands create and by being increasingly more data driven. Digital has profoundly changed the way we interact with our consumers and has offered many new touch Creative transformation to deliver those new formats, two seconds, six seconds, animated GIFs, which we call billboards in motion. Today, more than 80% of the content that are produced are produced for digital. Our marketing teams are also working more and more with influencers and consumers to co-create content and inspire us for new products and ideas. This is a new era of marketing; this is the era of advocacy”</i></p>	<ul style="list-style-type: none"> • <i>Digital Marketing: Influencer and consumer content</i> • <i>Brand content: 80% digital content</i> • <i>Data driven marketing</i> • <i>Consumer interaction</i>
	<p><i>“And this marketing transformation is bearing fruits. 1.2 billion visits to our websites, 350 million followers on social networks, 6.4 billion L’Oréal video views only in 2018; L’Oréal is a digital powerhouse. We command a third of the total beauty traffic on YouTube, we drive 25% of the beauty engagement on Facebook and 12% of the total beauty website traffic worldwide.</i></p> <p><i>We are taking ROI very seriously and we have built a unique data analytics platform that gives us in real time the performance of all our brands in all our countries on all aspects of the digital marketing spectrum from paid to owned to earned media. Our marketing has also changed because it is increasingly data-driven and personal. L’Oréal has built a huge competitive advantage by being able to personalise</i></p>	<ul style="list-style-type: none"> • <i>Social media presence data: 25% on YouTube 12% on Facebook</i> • <i>Own data analytics Platform</i> • <i>Own digital marking media and eared digital marketing media</i> • <i>Protected digital data</i>

	<p><i>the content it shares with its consumers: from landing pages to newsletters, to advertising to product recommendations. In a world of data privacy first, we use our data records responsibly and in the full respect of local regulations only to be able to send the right message to the right person at the right time and provide the best personal experience around our brands and products.”</i></p>	
	<p><i>“Thanks to our Digital Services Factory, more than 20 Modi Face services have been deployed into 11 of our brands in 16 countries, showing spectacular uplifts in consumer engagement and conversion rates. By Skin Ceuticals. Beyond ModiFace, the digital teams continue to be on a constant lookout and quest for the next beauty tech start-ups and technologies through our numerous partnerships with incubators, accelerators, investment funds (Partech, Founders Factory, Station F, Bold) and with our very important digital partners such as Google, Facebook, Amazon, Alibaba and Tencent”</i></p>	<ul style="list-style-type: none"> • High consumer engagement and conversion rate • Digital Technology partnerships for technical advancement • Partech, dounders factory • Station F Bold • Google • Facebook
	<p><i>“very exciting area of transformation driven by digital technologies is AI and machine learning. These technologies will change a number of our business processes from Research & Innovation to manufacturing, supply chain, commercial strategy, marketing and sales by allowing us to automate certain tasks, such as programmatic media buying, better predict our business in a very volatile world especially with regards to trends prediction, better demand forecasting and better personalise our interactions with our consumers through continual learning algorithms. This is a very exciting area of development and investment to build the future</i></p>	<ul style="list-style-type: none"> • AI Digital Tech • Programmatic media buying • New digital technology

	<p><i>L'Oréal as a beauty tech company powered by data and AI.</i></p> <p><i>As L'Oréal operates now as a digital first business, digital transformation at L'Oréal continues at neck breaking speed, opening up the second phase of the transformation that will make the most of the new wave of digital technologies to continue to improve the consumer experience and grow the business".</i></p>	
Loreal News Release 2022 2021 Annual results	<p><i>"Sales: 32.28 billion euros o +16.1% like-for-like o +16.9% at constant exchange rates o +15.3% based on reported figures</i></p> <ul style="list-style-type: none"> • <i>_Sales growth compared to 2019: +11.3% like-for-like</i> • <i>_Record operating profit: 6.16 billion euros, 19.1% of sales</i> • <i>_Earning per share _2: 8.82 euros, an increase of +20.9%</i> • <i>_dividend_ _3: 4.80 euros, an increase of +20% "</i> 	<ul style="list-style-type: none"> • <i>Growth in numbers</i>
	<p><i>"In 2021, we again extended our digital lead: e-commerce 5 grew by +25.7% 6, accounting for 28.9% of sales. We have been able to seize the opportunities offered by new digital channels. At the same time, we are continuing to digitalise points of sale as part of an integrated omnichannel strategy.</i></p> <p><i>We are also pursuing our Beauty Tech transformation by investing in data and artificial intelligence, and by establishing strategic partnerships such as our alliance with Verily, to better understand and characterise skin and hair aging mechanisms.</i></p> <p><i>L'Oréal's _ _exceptional growth_,_ _driven by superior innovations_, as well as rigorous cost control, has enabled us to invest extensively in our brands and increase their appeal, while at the same time delivering record operating profit and an operating margin up 50 basis points</i></p>	<ul style="list-style-type: none"> • <i>Beauty tech</i> • <i>Data and AI</i> • <i>Growth due to new innovative strategy</i>

	<p><i>The Zone ended the year up +10.1% like-for-like and +10.7% reported and is almost back to its 2019 level like-for-like.</i></p> <p><i>The beauty market recovered across Europe in 2021 but remained below 2019 levels. l'oreal significantly outperformed the European market, driven by a new surge in its online sales and digital leadership. The Group strengthened its position in the vast majority of countries, particularly the United Kingdom, Germany, France, Russia and the Scandinavian countries. It also gained market share in all its strategic categories: skincare, haircare, makeup and fragrances.</i></p> <p><i>Active Cosmetics delivered particularly dynamic growth, driven by the continued success of CeraVe and La Roche-Posay. Despite the closure of salons in several countries at the beginning of the year, the Professional Products Division returned to significantly higher performance levels than in 2019, thanks to keen interest in its entire catalogue and the success of Kérastase and L'oreal professional innovations. L'oreal Luxe confirmed its leadership in fragrances, with excellent starts for Alien Goddess by Mugler and Luna Rossa Ocean by Prada, and the strengthening of mainstays like La Vie Est Belle by Lancôme and Libre by Yves Saint Laurent. The Consumer Products Division meanwhile continued to gain market share in makeup."</i></p>	<ul style="list-style-type: none"> • Positive sales response due to online sales and digital leadership • Consumer product division of make-up gained market share
L'oreal 2021 Annual report the essential	<p><i>"Social and digital: the new beauty paradigm: entertainment and game are becoming new must have for online beauty nyx professional makeup sent a partnership with Netflix involving the hit series off money heist and also ventured into the world of gaming by sponsoring women esports team dignitas</i></p>	<ul style="list-style-type: none"> • OTT Platform • Gaming

<p><i>Global cosmetics Report by IBIS world</i></p>	<p><i>Consumers between the ages of 15 and 34 represent a strong growth opportunity for the industry's operators, especially within the mature markets of developed countries. These shoppers are beginning to regularly use cosmetics and other toiletries, creating demand for the industry's output. When the demographic expands, as it has over the past five years, the market opportunity for cosmetics manufacturers grows. More importantly, many brand-conscious young buyers are aspirational shoppers, seeking high-end brands at affordable prices, typically \$300.00 and under. As a result, these shoppers choose designer cosmetics, which retail for far less than designer clothing. This trend has driven growth over the past five years and has encouraged the industry's major players to develop more products that successfully cater to this demand. Major player L'Oreal SA (L'Oreal), for example, acquired Yves Saint Laurent Beaute for its luxury brands division as a response to heightened consumer demand for high-end goods."</i></p>	<ul style="list-style-type: none"> • 15 to 34 • Mature market in developed countries • Brand conscious youngsters • L'oreal meeting consumers demand
	<p><i>"The Global Cosmetics Manufacturing industry is poised for strong growth over the five years to 2026, despite its maturity in developed markets."</i></p>	<ul style="list-style-type: none"> • Life cycle at mature stage
	<p><i>"Industry giant L'Oreal SA, for example, is aiming to gain 1.0 billion new consumers by focusing its efforts on underserved markets. With the industry's major players dedicating more resources to spreading their global reach, the industry is set to grow strongly over the next five years. Trade levels are consequently forecast to continue rising and even outpace revenue growth, and therefore, the value of international trade is anticipated to increase at an annualized rate of 7.5% to \$5.3 billion over the five years to 2026. Nonetheless, profit is expected to remain relatively stagnant despite this growth as major operators</i></p>	<ul style="list-style-type: none"> • New consumer • International trade • Profit stagnant, Investments in R & D

	<p><i>continue investing considerable amounts into their respective research and development initiatives, prioritizing this investment moving forward.</i> As a result, industry profit, measured as earnings before interest and taxes, is projected to remain stagnant moving forward, accounting for an estimated 2.7% of revenue in 2026.”</p>	
	<p><i>“Aspirational shoppers, or those that seek out designer names but spend less than \$300.00 per purchase, will also likely continue to represent an area for growth over the next five years.</i> These consumers are typically <i>young with less disposable income</i> than those already established in their careers, so they comprise significant demand levels for more <i>affordable designer items</i>, such as cosmetics. <i>To tap into this market, operators have begun adding high end brands to their portfolios.</i> This trend will likely continue and strengthen as disposable incomes grow and young shoppers increasingly enter the workforce. Furthermore, <i>marketing expenses are likely to increase over the five years to 2026 as operators attempt to increase their exposure to best target these young consumers.</i>”</p>	<ul style="list-style-type: none"> • <i>Aspirational shoppers</i> • <i>Young consumers</i> • <i>Limited disposable income</i> • <i>They seek for affordable designer item</i> • <i>Marketing strategy</i> • <i>Increase in marketing expense to tap in this target market</i>
	<p><i>“Product and market change is marginal but increasing, thereby posing a potential growth opportunity for operators. Over the five years to 2021, the introduction of naturally derived products and sustainable packaging has driven growth for many of the industry's new and existing operators. For example, major player L'Oreal SA has introduced organic products into its inventory mix, catering to ever-changing consumer attitudes.</i> In general, the industry is highly innovative, with a notable share of revenue dedicated to research and development efforts. Technological innovations have helped aid</p>	<ul style="list-style-type: none"> • <i>Observing consumer attitude for product and market change: infers social observation—can not infer social media as a channel for the same</i> • <i>Emphasis on green products</i>

	<p><i>the development process as manufacturers have adopted technologies from other fields, including pharmaceutical applications and electronics. This has resulted in an increasing reliance on novel delivery systems, such as those relying on nanoparticles, substantiated botanicals and peptides, which permit for specific or targeted applications. Over the five years to 2026, companies will likely continue to harness new technologies to develop and enhance green products in line with increasing calls for eco-friendly products and a growing emphasis on sustainability and lower carbon footprints."</i></p>	
	<p><i>"Similar to other industry segments, makeup has also felt the effects of the ingredient-driven and antiaging trends, with products such as Revlon Inc.'s Age Defying with DNA Advantage Cream Makeup boosting segment revenue over the past five years. Additionally, the recent push for organic and environmentally friendly cosmetics has shed new light on a previously stagnant product line. Many small environmentally friendly cosmetic companies have experienced revenue growth as a result of this consumer trend, and large companies have scrambled to either acquire or develop their own green product lines. Celebrity-endorsed products have also sustained demand for this segment over the past five years. For example, the famous Kylie Lip Kit by Kylie Jenner sold out within mere minutes of its release and served to heighten consumer interest in matte lipsticks and lip liners.</i></p> <p><i>However, IBISWorld estimates that this segment has decreased relative to more robust growth in other segments over the five years to 2021. This trend has continued in 2020 as a result of the COVID-19 (coronavirus) pandemic, as</i></p>	<ul style="list-style-type: none"> • Ingredient driven market • Growth due to consumer trends- green • Celebrity promotions are very effective • Covid affected Make-up segment

	<i>social distancing mandates across the globe have decreased consumers' nondiscretionary purchases, of which makeup is a part."</i>	
	<p><i>"Consumer preferences and fashion trends, disposable income levels, the rate of new product development and industry marketing all play a strong role in influencing demand. The strength of a celebrity may also affect demand, particularly within the cosmetics and fragrance segments, where products are often developed in conjunction with pop stars, models, actors and fashion labels. industry players spend ever-increasing sums on developing and marketing new products. Since consumers of the industry's products generally do not increase the volume of their personal care purchases, marketing is aimed at convincing consumers to trade up to different products, promising better quality, versatility and convenience. Industry operators also focus on developing new product functionality, such as moisturizers with age-defying compounds, and entirely new product lines, such as do-it-yourself teeth whitening kits, to attract new consumer spending."</i></p>	<ul style="list-style-type: none"> • Consumer preference, disposable income level influence demand directly • Brands with star label also creates demand • DIY product video also effect market demand
	<p><i>"Disposable income and consumer confidence also play large roles in determining demand for cosmetics and beauty products. While some products, such as shampoo and deodorant, are less responsive to income changes because they are considered nondiscretionary products, a large portion of beauty products offer marginal benefits, so they are quickly cut when budgets are tight. This was the case in 2020 regarding the COVID-19 (coronavirus) pandemic, as social distancing mandates across the world decreased the use of consumers' discretionary products. Further, even if some consumers may not immediately eliminate the use of these marginal,</i></p>	<ul style="list-style-type: none"> • Covid impacted consumers discretionary products • Discretionary products were not immediately eliminated by consumer rather replaced with cheaper options •

	<p><i>discretionary products, they may switch to a lower-priced label in place of a brand-name item when spending money is tight. Demand for the industry's high-end professional grade product lines also suffers from this phenomenon, as their sales are strongly influenced by consumers' ability to either buy high-end products for home use, or make pricey visits to salons and spas. If a consumer is not able to make that investment, the industry has a wide variety of affordable substitute goods available, to the detriment of the high-end segment."</i></p>	
	<p><i>"Due to the COVID-19 (coronavirus) pandemic, demand from the Global Cosmetics Manufacturing industry's major markets is expected to fluctuate slightly. Although demand from some physical stores may endure a decrease in revenue, demand from online retailers and discount stores is expected to keep demand from downstream markets afloat".</i></p>	<ul style="list-style-type: none"> • Covid affected brick and mortar revenue, online revenue still retained
	<p><i>"Industry operators use a combination of advertising, promotions, coupons and product sampling to build their brand awareness. As a heavily saturated industry, operators are responsible for setting themselves, their brands and their products apart from other companies to generate revenue. Consequently, marketing expenditures are of particular importance to individual operators and the corresponding success of their various enterprises. Despite this, IBISWorld does not expect marketing expenditures to comprise a particularly large share of revenue for operators on a global scale, as marketing costs are expected to account for 2.7% of industry revenue in 2021."</i></p>	<ul style="list-style-type: none"> • Marketing operators such as : brand awareness,promotion coupons and product sample differ from brand to brand • 2.7% of revenue to marketing
	<p><i>"The industry's operators compete on the basis of several factors, including price, branding, product quality and product innovation. In an industry with</i></p>	<ul style="list-style-type: none"> • industry operators pricing branding product quality product innovation

	<p><i>moderate barriers to entry, operators aim to stand out from the crowd in several ways. Price is particularly important regarding everyday use items such as shampoos and lower-priced cosmetics. Since products within these subsegments are highly undifferentiated, prices can lead downstream buyers to choose one brand over another.</i> In -quality niche products, price is less of a competitive factor, as consumers purchase the product based on its promised performance. In recent years, retail brands and generic or nonbranded product lines, designed to directly compete with the major brands produced by larger industry players, have emerged.</p> <p><i>Quality represents yet another important basis of competition for industry participants. High-quality items, or those perceived as being so, carry a price premium, which boosts company revenue and profit. Premium packaging, such as metallization, is an indicator of product quality; therefore, middle-tier product manufacturers have invested money in appearance to attract consumers on the basis of perceived high quality over the five years to 2021.</i></p> <p><i>The research and development of new products is becoming increasingly important as a basis of competition. In a saturated industry, companies seek new opportunities in untapped markets or through satisfying unmet needs for existing consumers. Major player L'Oreal SA, for example, recently released a flexible eyeliner wand that enables its user to create an effortless cat eye. Innovative new products such as these attract the attention of beauty websites and magazines and generally boost demand for the product, brand and company.</i></p> <p>Along these lines, the ingredients in products increasingly sway consumers. Over the past five</p>	<ul style="list-style-type: none"> • <i>moderate barriers to entry : price</i> • <i>niche products price is not competitive factor</i> • <i>niche products performance is the major factor affecting the brand</i> • <i>retail brands and generic product line compete directly with major brands</i> • <i>quality another competitive factor</i> • <i>premium products responsible for revenue and profit</i> • <i>research and development of new products important to seek opportunities in untapped market to meet consumers need</i> • <i>L'Oreal launches flexible eyeliner wand for effortless cat eye.</i> • <i>innovative products attract attention towards product brand and companies website</i> • <i>paraben free and organic products attracting consumers</i>
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	<p>years, the focus on naturally made or organic personal care items has intensified. Most notably in cosmetics, products containing parabens, which have been tied to cancer, are being eschewed in favour of more natural products. While industry regulatory bodies, including the United States Food and Drug Administration, do not have a definition for what constitutes organic cosmetics or beauty products, many brands market their products as organic."</p>	
<p>Retail & Brand Comm[®] REPORT PUBLISHED: 15 APR 2021 BY: REBECCA HOBBS</p>	<p>"Beauty retail's digital transformation (accelerated by the pandemic, but here to stay) is breeding new fan behaviours, tech tools, platforms and niche networks. From fully serviced virtual 'beautiques' and AR-powered digital dermatology, to the subscription and live-stream concepts changing the face of customer loyalty, we dissect the most exciting –and rewarding – innovations."</p>	<p>(Hobbs, 2022)</p> <ul style="list-style-type: none"> • • AR • Live stream • Defining new customer loyalty
	<p><i>New-Gen Loyalty: Streaming & Subscriptions</i> <i>Consumers are flocking to new beauty-specific social and live-streaming networks, lured by their user-generated content, reviews</i> (especially valuable in beauty, where review culture is king) and participation-based rewards. Meanwhile, a new breed of subscription-based models is locking in fans by offering both service- and priceled benefits.</p> <p><i>New Breed E-Beautiques & Beauty Splinter Groups</i></p> <p>A new breed of online, <i>niche-focus marketplace is deviating from the norm: 'e-beautiques'</i>, which speak to specialist needs, conditions or simply fan focuses. From spotlighting BIPOC-owned brands to supporting cancer patients or serving up super personalised clean beauty, these havens reveal how mass-market brands are catering to splinter segments and micro fandoms.</p> <p><i>The Evolution of AR Try-On</i></p>	<ul style="list-style-type: none"> • Streaming and reviews for rewards • Subscription to social media and app • New customised digital assisted tech to provide solution as per customer need • AR try on promoting products according to customer desire • Mass market catering to splinter segments and micro fandom • AR try on dubeling conversion rate

	<p><i>Powered by advanced AR, new-gen trialling and diagnostic tools behave like brand-agnostic sales assistants – allowing consumers to personalise skincare, analyse bone structure, and find ideal products at the click of a smartphone camera.</i> With AR try-ons capable of more than doubling conversion rates (see Key Stats), such ventures are sure-fire wins.</p> <p><i>Service-Centric Virtual Flagships</i></p> <p><i>Merging the reach of e-commerce with the spontaneity and upselling opportunities of physical exploration, astute beauty brands are winning with both digital twins (virtual counterparts of physical stores) and fantastical brand scapes. Predominantly aimed at promoting hero product lines, these digital flagships are both augmenting marketing campaigns and driving appointment bookings (both virtual and physical)."</i></p>	<ul style="list-style-type: none"> Virtual assessments leading to brick and mortar stores by providing appointment
	<p><i>"New-Gen Loyalty: Streaming & Subscriptions</i></p> <p><i>Consumers are flocking to new beauty-specific social and live-streaming networks, lured by their user-generated content, reviews (especially valuable in beauty, where review culture is king) and participation-based rewards.</i> Meanwhile, a new breed of subscription-based models is locking in fans by offering both service- and price-led benefits.</p> <p><i>Live-Stream Creator-Reviewers Keep Fans on the Line:</i> Trading on the power of peer group/community influence is UK social commerce beauty app <i>Agora</i>. Launched in April 2020, it's rooted in beauty's considerable review culture and the continuing trend for live streaming (see <i>Leveraging Live-Stream Commerce</i>).</p> <p><i>It comprises three sections: a feed of live-streamed shoppable product reviews personalised to each user's preferences; a searchable e-commerce tab,</i></p>	<ul style="list-style-type: none"> Social media subscription and live stream subscription engaging customer Service and price led benefits Reviews and influences keep customer engaged Social media reviews based on live stream Providing reviews influences customer Call to action. By providing links to find and make purchase Example of a live stream

	<p><i>where each product page is also populated with live-streamed reviews; and a page where users shop Agora's flash-sale-style product edits.</i> A points-based rewards system for streaming reviews (Accrued points equate to product) encourages users to share their opinions. Brands include L'Oréal, <i>Mario Badescu</i> in the US, and cult UAE label <i>Huda Beauty</i>.</p> <p><i>WeChat Reviews Spawn Rewards:</i> Cult Chinese brand <i>The Colorist</i>'s WeChat mini programme (a branded app within the wider ecosystem of the Chinese multipurpose messaging, social media and mobile payment app) is similar. It encourages consumers to post product reviews – rewarding them with points for discounts on products if followers purchase product through tagged posts.</p> <p><i>Positive Reinforcement Bakes In Brand Engagement:</i> American live-streaming beauty platform <i>Newness</i> (currently in beta) is tapping into the desire for safe, welcoming spaces on social media and community platforms. It promotes a supportive environment by rewarding positive interactions. This is especially pertinent to the beauty sector where vulnerability and issues around self-esteem can play a key part in consumer habits. Founded by former Twitch employees Jenny Qian (CEO) and Youri Park (CTO), the network lets fans earn free products (sourced by the platform through partnership deals) for simply watching and commenting on content. Viewers are awarded with virtual crystals for engaging with each other or the presenter during a live stream (high-quality comments, denoted by the number of 'likes', are rewarded more highly). Crystals are redeemable for full-sized products.</p> <p>This positive reinforcement system has proven successful during early testing, with 66% of viewers chatting during streams (<i>TechCrunch</i>, 2021). While</p>	<ul style="list-style-type: none"> • Positive feedback reinforcement to get positive reaction • Newness: rewards, and provide sample for positive reaction. • 66% success but not able to monetise for brands • Indian digital platform rewards with free delivery and hassle free return in subscription • Value savvy customers get elite products in exchange of subscription • UK best beauty pie provide subscribers factory price for luxury items to bring unique selling point • Brand gains communication channel and value for the money for this communication thus benefiting the brand • us best digital subscription came up with early product booking via email marketing thus the engagement of consumer is developed.
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	<p><i>the concept is not yet monetisable for brands, its rules of engagement make it one to watch</i></p> <p><i>See also Safe Spaces: Fostering More Meaningful Connections in Mobilising Online Microcultures.</i></p> <p>Subscribe for Services: Indian beauty e-commerce</p> <p><i>platform Purple restricts its services including free shipping, video consultations and hassle-free refunds (virtually unheard of in the beauty sector) to its Elite subscribers. Elite members pay between ₹189 (\$2.58) to ₹499 (\$6.82) per year for the services, and access further discount rewards as they unlock spending milestones.</i></p> <p>Members Get Bargain Access to Luxury Product:</p> <p>Targeting value-savvy consumers,</p> <p><i>UK-based Beauty Pie gives members access to skincare and cosmetics created by the same labs as luxury brands, but at factory prices. To emphasise its unique selling point of luxury products at drug store prices, each product page features a breakdown of what a typical luxury brand would charge for a similar item, across categories including marketing and retail mark-up.</i></p> <p><i>Members pay between £5 (\$7) and £50 (\$70) per month, with each membership level attached to a spending limit. While members only pay what Beauty Pie charges per product, spending limits equate to what a luxury brand would charge – ensuring that the value equation permeates every aspect of its brand communications.</i></p> <p>Communicating value for</p> <p>money but without sacrificing style will boom as</p> <p>pandemic-induced recessions loom, but are</p> <p>already key. Beauty Pie revenues have more than</p> <p>doubled in the last year (see Key Stats).</p>
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	<p><i>Drop Culture for Beauty Commerce: Creating hype with very little heavy lifting, US skincare brand Humanrace, launched by American music producer Pharrell Williams in November 2020 (see The Brief), allows e-mail subscribers early access to its product drops via special passwords. Between restocks, the site becomes solely an e-mail sign-up holding page. Its December 2020 restock garnered 50,000 pre-sale registrations (Glossy, 2021)."</i></p>	
	<p><i>"New Breed E-Beautiques & Beauty Splinter Groups A new breed of online, niche-focus marketplace is deviating from the 'for the masses' norm: 'ebeautiques', which speak to specialist needs, conditions or simply fan focuses. From spotlighting BIPOC-owned brands or supporting cancer patients to serving up super-personalised clean beauty or unusual aesthetic preferences, these havens reveal how mass-market brands are catering to splinter segments and micro fandoms. C-List Connects Cancer Community: UK-based The C-List is a beauty e-commerce platform for people living with cancer. Launched last summer, it caters to a huge yet significantly underserved market – 50% of Brits and 40% of Americans are diagnosed with cancer during their lifetime (Cancer Research /NCI, 2021). Products listed have been verified by dermatologists and oncologists as safe for those experiencing ulcerated, thinning or greying skin, hair loss and blackened nails. Trading on trusted, brand-agnostic advice, the platform doesn't facilitate sales directly – instead using affiliate links.</i></p> <p><i>Thirteen Lune Celebrates BIPOC Beauty & Informs All: US beauty marketplace</i></p>	<ul style="list-style-type: none"> • <i>I boutiques catering customised need for focus market</i>

Thirteen Lune, launched in December 2020, promotes BIPOC-owned brands – but caters to all races. Its editorial arm includes pieces on creating economic equality for female BIPOC business owners, celebrating Black beauty icons, and the cultural traditions of Dominican hair salons Perfect Diary's Unbundled Beauty – Intimacy via Subgroups: Understanding the value of creating a sense of intimacy at scale, Chinese beauty brand *Perfect Diary* is unbundling its core offering into sub-brands aimed at specific fan communities. When a customer buys a product, they're invited to connect with the WeChat account of virtual brand ambassadors. Each has their own style, targeting different consumer types and fronting myriad groups of around 200 consumers. Shoppers interact within each group's private WeChat, sharing beauty tips and receiving exclusive offers. This splintering has allowed Perfect Diary to create intimate communities (while scaling the experience to a reported million followers), and even spawned new revenue streams. In January 2020, virtual ambassador Abby released her own sub-brand of skincare products – Abby's Choice, shoppable solely via her WeChat groups. Filtering Tool Cuts through Choice Paralysis: US-based *Naked Poppy* (launched in 2019) aims to combat the confusion (and disengagement) caused by myriad products all making the same claim. Consumers take a three-minute questionnaire based on lifestyle and appearance to determine a personalised boutique of product recommendations, while an optional selfie uses AI to verify results. Brands include RMS (US) and Ere Perez (UK) alongside Naked Poppy's own range”

	<p><i>"The Evolution of AR Try-On</i></p> <p>Powered by advanced AR, new-gen trialling and diagnostic tools are behaving like a cherished brand-agnostic sales assistant – allowing consumers to personalise skincare routines, analyse bone structure, and find ideal products (from multiple brands) at the click of a smartphone camera. With AR try-ons capable of more than doubling conversion rates (see Key Stats), such ventures are sure-fire wins. Aping the Beauty Hall Try-On: Google's cross-brand beauty try-on tool, launched in December 2020 (currently US only), allows users to jump between brands. Google Shopping users can search for products including lipstick and eyeshadow from brands including Mac (US) and Charlotte Tilbury (UK). They simply press the 'Try it on' button to activate their smartphone's camera and start the process. Stockists sit on a neighbouring tab, where users complete transactions. The tool was created in partnership with AR/AI beauty try-on specialists Modiface and Perfect Corp (Canadian and American respectively). Undertone Analysis for In-App Purchases: Similarly, Japanese online fit technologist Zozo's March 2021 launch of Zozoglass lets consumers match their skin tone to products via a set of glasses (sent to customers, free of charge). The frames are patterned with swatches of bright colours (cyan, magenta, yellow) and skin tone colours which work with an accompanying app to measure the undertones of the wearer's skin and matches them with products, purchasable in-app.</p> <p>Digital Dermatologist Entices 'Skintellectuals': L'Oréal's Skin Genius tool (launched in June 2020) uses AI to analyse a user's selfie to advise on skin issues, and subsequently recommend products. Users</p>	<ul style="list-style-type: none"> • <i>ar try on tools for new generation for providing personalised skin care solution these solutions are intended with call to action for purchasing the suggested products mentioned and linked in the application provide with customize selection of foundations or lip colour increasing the customer value system</i>
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	<p><i>access the tool via a mobile microsite, which prompts them to take a selfie (deleted instantly following the 'consultation'). It analyses five aspects of skin health: radiance, firmness, wrinkles, tone and pore quality. Users can then click through to recommended products.</i></p> <p><i>Targeting a 'skintellectual' consumer keen to discover more about product compositions and their own skin's condition, L'Oréal claims the app matches 95% of dermatologist recommendations (The Industry, 2020). A 'Buy now' button redirects shoppers to retail partners including UK pharmacy chain Boots.</i></p> <p><i>Bone Structure Analysis Prompts Purchase: US eyebrow brand Anastasia Beverly Hills' Brow App (launched in March 2021, US only) analyses users' bone structure to find the best eyebrow shape for their face via their smartphone camera. It then recommends tutorials and suitable products to achieve the look, which users can buy in-app (purchases are fulfilled by brand partner, US retailer Ulta)."</i></p>	
	<p><i>"Service-Centric Virtual Flagships</i></p> <p><i>Merging the reach of e-commerce with the spontaneity and upselling opportunities of physical exploration, astute beauty brands are winning with both digital twins (virtual counterparts of physical stores) and fantastical brandscapes. Predominantly aimed at promoting hero product lines, these digital flagships are both augmenting marketing campaigns and driving appointment bookings (both virtual and physical).</i></p> <p><i>Multifunctional Flagships Educate & Inform: French brand Lancôme's virtual flagship – promoting its</i></p>	<ul style="list-style-type: none"> • <i>service centric virtual flagship is also same where argumentative reality based solutions are provided</i> • <i>these solutions are sometimes by booking special appointments which prompt call for action for a retail or a service point visit to a physical centre or shop</i>

	<p>Advanced Génifique serum – features virtual consultations, a chatbot, and links to live-streamed events. To heighten hype, it's currently 'touring' countries for two weeks only at a time, helmed by region-specific presenters and content. Consumers navigate five zones (via desktop controls), reflecting Lancôme's #LiveYourStrength Advanced Génifique promotional campaign. In 'Discovery', they learn why the microbiome is fundamental to skin health. In 'Explore', a selfie unlocks skin diagnosis. 'Live' enables registration to live-streamed events, while 'Inspire' offers 100+ consumer testimonials, and 'Shop' product links redirect them to Lancôme's e-commerce page. The browser-based experience was created with US XR (extended reality) specialists ByondXR. Digi Services Promote Hero Product: British brand Charlotte Tilbury's Holiday 2020 concept by US technologists Obsess promoted the brand's Magic Cream range. The free to roam, fully shoppable experience featured an avatar of founder Tilbury enthusiastically introducing the products, video tutorials, and links to bookable video consultations. Virtual Media Launch to Shoppable Platform: US brand Bare Minerals has launched a browser-based Virtual Villa. Users can move through the rooms with their mouse to watch video content from brand ambassador model Hailey Bieber, and global brand president Jill Scalamandre, alongside purchasing product in the virtual store connected to the brand's ecommerce site. Created as a press launch, it's now a permanent platform. See also Virtual Lockdown Launch Activations. Bookable Experience Preview: Similarly, Japanese brand Shiseido has produced a virtual recreation of its three-floor Tokyo flagship (opened in July 2020). Fans can watch video</p>	<ul style="list-style-type: none"> • Different campaigns 4 skin and health checkups are floated in live stream events where influencing why are consumer testimonials take less which provides promotion for related products
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	<i>content on product benefits, purchase items, and preview and book the sensory meditation pods at its physical equivalent."</i>	
<i>Retail & Brand Comms REPORT PUBLISHED: 1 APR 2022 BY: MARIAN BERELOWITZ</i>	<i>"The Youth Marketing Strategy (YMS) conference in New York City (March 22) convened marketers from brands ranging from YSL to Mountain Dew and non-profit When We All Vote to dissect the Gen Z playbook. From embracing 'un-advertising' and leaning into vulnerability, to putting fans in the driver's seat and nurturing 'mental wealth', we highlight five key learnings."</i>	(Berelowitz, 2022)
	<i>"Embrace 'Un-Advertising'</i> <i>A strategy we initially covered in 2016, 'un-advertising' (meta-campaigns that expose the artifice of marketing) is a natural route for a generation particularly averse to traditional ads (see Key Stats) and marketing tactics"</i>	<ul style="list-style-type: none"> • If a brand is acting and fails to develop relation with Gen Z then the marketing technique is not accepted by them
	<i>"2. Lean into Vulnerability</i> <i>Several speakers urged brands to surface more frank, revealing personal stories than they might be accustomed to, especially when engaging with marginalised communities. "If we make content that includes our whole selves, that's what [Gen Z] are here for," said Joe Osmundson, a biology professor and co-host of queer talk-show podcast Food 4 Thought (described by the New York Times as "[bringing] a literary perspective to subjects like sex, identity and culture"). For brands posting on the topic, Voxburner general manager Richard Jackson warned this can be perceived as exploiting vulnerabilities. In the US, just over half of Gen Z (52%) believe brands that post about mental health issues care about their customers, while the rest are more dubious.</i>	<ul style="list-style-type: none"> • Personal connection with brand • Founding common ground to connect • If brand is attached with a social cause they stand with there customer • Brand Rare by Selena Gomez supports a fund for meantal health care organisation which attracts more gen z to contribute to a cause •

	<p>Jackson praised US make-up brand Rare Beauty as exemplifying how brands can join this conversation with "a clear vision and rationale".</p> <p>Founded by young American actress and singer Selena Gomez (who is frank about her mental health challenges), Rare Beauty operates a fund supporting organisations that increase access to mental healthcare. Its website includes a mental health resource section – outlining, for instance, different types of mental health professionals and the warning signs of a mental health condition.</p> <p>Rare Beauty also advocates for better resources in schools, launching a Change.org petition on the topic (69,000 signatures since April 2021)."</p>	
	<p>"4. Make Celebrities Relatable</p> <p>Other discussions centred on leveraging traditional celebrities in an unfiltered, less slickly produced style more typical of online creators, who are quickly eclipsing conventional stars among youth audiences."</p>	<ul style="list-style-type: none"> Utilising celebrity to cater products
	<p>"5. Centre Gen Z in Marketing Campaigns</p> <p>Several brands discussed putting Gen Z in the limelight or the driver's seat, rather than relegating them to more passive roles.</p> <p>When YSL Beauty launched its Gen Z skincare line Nu during New York Fashion Week in 2021, the French luxury megabrand forwent its traditional supermodel-studded party. Instead, it aimed to "make the average consumer feel like the star of the show", according to YSL Beauté's integrated communications director, Alexandria Ivanoff.</p> <p>Visitors to its one-day, small-scale NYC pop-up received makeovers by YSL make-up artists and were shot by fashion photographers. This aligned with Nu's positioning as a more inclusive and accessible YSL brand. See also Fame-Focused Beauty Stores</p>	<ul style="list-style-type: none"> Consumers feel important Providing make over artist in photoshoot of consumer Brand positioning as inclusive and accessible inspire more gen z consumers

Flourish in LA, featuring Gucci, Face Gym and Open Studios."