

Facts & Figures



Conclusion

In summary, Rare Beauty's social media strategies have been successful in building deep connections with its audience, particularly through its Rare Impact Fund campaign. Rare Beauty's remarkable success on social media can be attributed to a multitude of factors, yet one key factor centrally revolves around its commitment to inclusivity. This empathetic brand has already etched a positive and enduring reputation for itself within the competitive makeup industry. Across the diverse array of social media platforms they engage with, Rare Beauty consistently exudes an aura of optimism and goodwill. This unwavering dedication to cultivating an authentic and inclusive environment within its audience resonates powerfully, driving steadfast support from its followers on social media.

Through the analytics I've examined, it's evident that Rare Beauty has consistently maintained an upward trajectory, steadily gaining new followers daily across all their social media platforms. This sustained growth signifies the brand's ability to resonate with its audience and the effectiveness of its content strategies, demonstrating its successful approach to engaging and expanding its online community.



Campaigns & Critiques

In terms of critiques, while Rare Beauty excels in creating authentic content and fostering a sense of community, there are areas for improvement. For example, on Instagram, the consistency of their posting schedule could be enhanced to maintain a more active presence. Additionally, on YouTube, a more structured and scheduled approach could be adopted to create anticipation around product launches.



Rare Beauty's Rare Impact Fund campaign has significantly elevated engagement metrics and positive sentiment across all their social media platforms. This philanthropic initiative, focusing on mental health and self-acceptance, has prompted customers and followers to actively participate, generating a surge in user-generated content. By encouraging users to share their own stories, the campaign not only reinforces brand loyalty but also creates a warm and supportive online environment. As brand advocates, customers share their support, creating a ripple effect that inspires others to join the cause. In essence, the Rare Impact Fund campaign's widespread positivity and engagement have effectively solidified Rare Beauty's reputation as a socially responsible brand deeply committed to making a real-world impact.

Rare Beauty

by: Sharon Nwogwugwu



Company Background

Rare Beauty is an American cosmetics company founded and owned by Selena Gomez. It was founded in February 2019 but released to the general public in September 2020. This company was inspired by her third studio album, *Rare*. With this company, Selena aims to "break down unrealistic standards of perfection" by promoting inclusivity and addressing mental health initiatives and education.

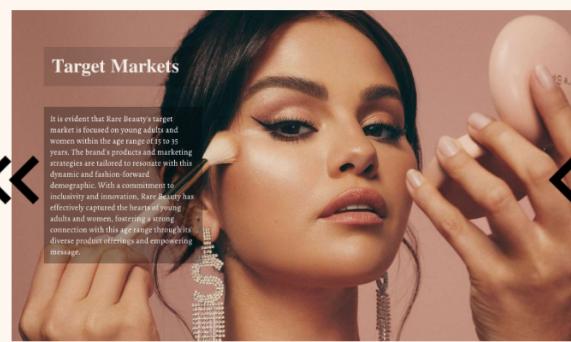


Platforms & Metrics



YouTube: Rare Beauty uses YouTube selectively, with a focus on quality content. They post videos primarily for product launches, often featuring Selena Gomez herself to provide a depth to their content. This approach creates anticipation and excitement among their audience.

TikTok: Rare Beauty's TikTok strategy is characterized by short, captivating videos featuring products and makeup transformations. They actively engage with their audience, participate in trends, and collaborate with TikTok influencers.



Target Markets

It is evident that Rare Beauty's target market is focused on young adults and women within the age range of 18 to 35 years. The brand's products and marketing strategies are designed to resonate with this demographic. With a commitment to inclusivity and innovation, Rare Beauty has effectively captured the hearts of young adults and teenagers, creating a strong connection with this age range through its diverse product offerings and empowering message.



Rare Beauty

by: Sharon Nwogwu



Company Background

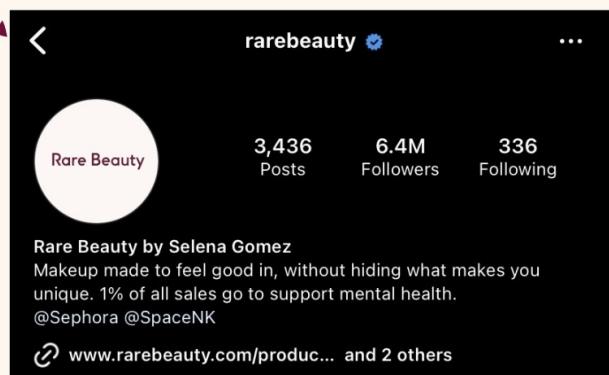
Rare Beauty is an American cosmetics company founded and owned by Selena Gomez. It was founded in February 2019 but released to the general public in September 2020. This company was inspired by her third studio album, Rare. With this company, Selena aims to "break down unrealistic standards of perfection" by promoting inclusivity and addressing mental health initiatives and education.

Target Markets

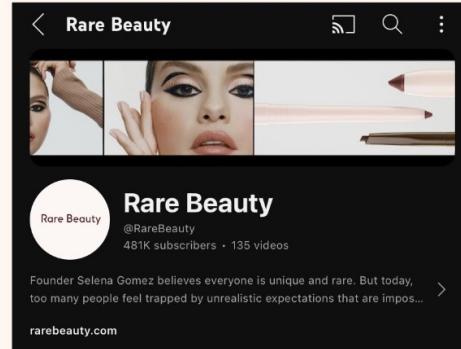
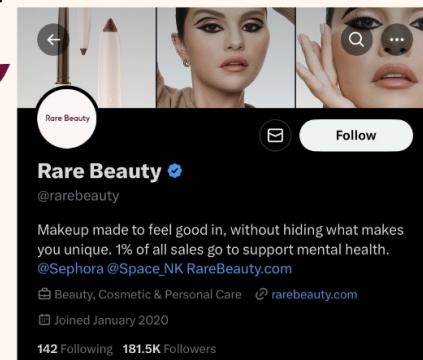
It is evident that Rare Beauty's target market is focused on young adults and women within the age range of 15 to 35 years. The brand's products and marketing strategies are tailored to resonate with this dynamic and fashion-forward demographic. With a commitment to inclusivity and innovation, Rare Beauty has effectively captured the hearts of young adults and women, fostering a strong connection with this age range through its diverse product offerings and empowering message.

Platforms & Metrics

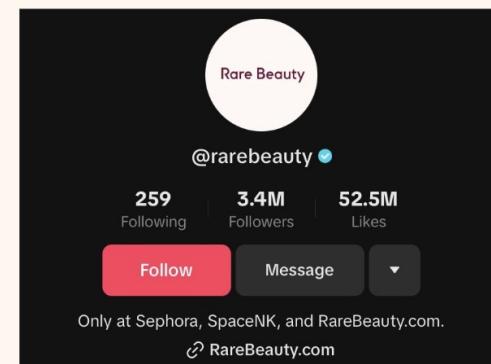
Instagram: Rare Beauty has a substantial following on Instagram, with a focus on content that goes beyond cosmetics. This includes motivational quotes and addressing important topics like mental health and cultural events. However, one area for improvement is the consistency of their posting schedule.



Twitter (X): On Twitter, Rare Beauty engages with followers on a personal level, referring to them as "besties." They actively interact with their audience, retweeting and acknowledging followers' content. Their personalized approach helps build deeper connections with their customers.



YouTube: Rare Beauty uses YouTube selectively, with a focus on quality content. They post videos primarily for product launches, often featuring Selena Gomez herself to provide in-depth tutorials. This approach creates anticipation and excitement among their audience.



TikTok: Rare Beauty's TikTok strategy is characterized by short, captivating videos featuring products and makeup transformations. They actively engage with their audience, participate in trends, and collaborate with TikTok influencers.

Facts & Figures

<u>INSTAGRAM</u>	<u>WEEK 1</u>	<u>WEEK 2</u>	<u>WEEK 3</u>	<u>WEEK 4</u>	<u>WEEK 5</u>	<u>WEEK 6</u>	<u>WEEK 7</u>	<u>WEEK 8</u>	<u>WEEK 9</u>
Posts	13	15	19	13	13	12	5	0	1
Followers	6,208,966	6,254,869	6,298,948	6,372,438	6,414,022	6,457,348	6,483,341	6,497,385	
Following	333	333	333	333	333	335	336	336	336
<u>TWITTER</u>	<u>WEEK 1</u>	<u>WEEK 2</u>	<u>WEEK 3</u>	<u>WEEK 4</u>	<u>WEEK 5</u>	<u>WEEK 6</u>	<u>WEEK 7</u>	<u>WEEK 8</u>	<u>WEEK 9</u>
Tweets	5	9	8	1	0	20	20	0	0
Followers	177,937	178,274	178,734	179,633	180,044	180,608	180,992	181,302	
Following	143	143	143	143	143	143	143	142	142
<u>YOUTUBE</u>	<u>WEEK 1</u>	<u>WEEK 2</u>	<u>WEEK 3</u>	<u>WEEK 4</u>	<u>WEEK 5</u>	<u>WEEK 6</u>	<u>WEEK 7</u>	<u>WEEK 8</u>	<u>WEEK 9</u>
Subscribers	470,000	471,000	473,000	474,000	476,000	477,000	478,000	479,000	480,000
<u>TIKTOK</u>	<u>WEEK 1</u>	<u>WEEK 2</u>	<u>WEEK 3</u>	<u>WEEK 4</u>	<u>WEEK 5</u>	<u>WEEK 6</u>	<u>WEEK 7</u>	<u>WEEK 8</u>	<u>WEEK 9</u>
Followers	3.3M	3.3M	3.3M	3.3M	3.3M	3.3M	3.4M	3.4M	3.4M
Following	256	256	256	256	257	258	259	259	259
Posts	986	992	999	1,014	1,019	1,027	1,041	1,042	1,044

Strategies

One major strategy that Rare Beauty effectively utilizes across their social media platforms, particularly on TikTok and Instagram, is influencer marketing. A notable example of this strategy's success was the brand's initiative to invite influencers to the August 3 Eras show in Los Angeles. The invitation was not only a clever move but also a testament to the brand's ability to align with their target demographic. The association with Taylor Swift, who is known to be close friends with Selena Gomez, the founder of Rare Beauty, made this influencer event even more impactful.

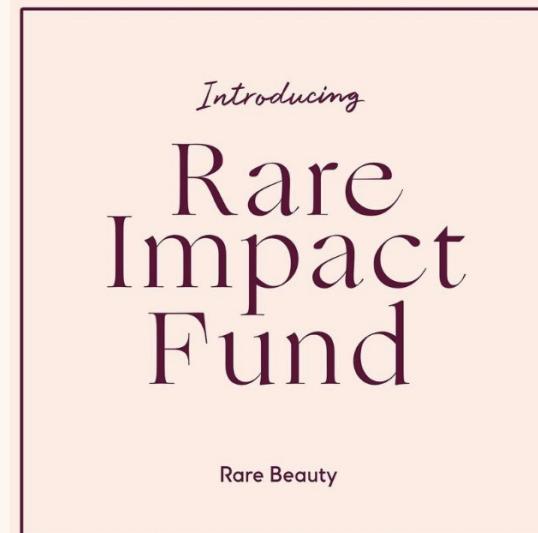
The strategic brilliance lies in recognizing the shared target demographic of both Rare Beauty and Taylor Swift, which is primarily comprised of young adults and women aged 15 to 35. It's highly likely that this audience would be enthusiastic about Rare Beauty's influencers and their content surrounding the Eras tour. By integrating the quote "It was rare, I was there" from Taylor Swift's song "All Too Well" into the invitation, Rare Beauty effectively intertwined the brand's image with the music world, creating a buzz that transcended typical beauty content.

This clever influencer marketing strategy not only elevated Rare Beauty's presence but also tapped into the passion and interests of their audience. It's a shining example of how strategic partnerships and influencer collaborations can enhance a brand's engagement and resonate with its core demographic, all while building anticipation and excitement for the brand's offerings. Rare Beauty's ability to create connections and generate buzz through influencer marketing highlights its effectiveness in engaging with its audience and expanding its brand reach.



Campaigns & Critiques

In terms of critiques, while Rare Beauty excels in creating authentic connections with its audience and supporting meaningful causes, there are areas for improvement. For example, on Instagram, the consistency of their posting schedule could be enhanced to maintain a more active presence. Additionally, on YouTube, a more structured and scheduled approach could be adopted to create anticipation around product launches.



Rare Beauty's Rare Impact Fund campaign has significantly elevated engagement metrics and positive sentiment across all their social media platforms. This philanthropic initiative, focusing on mental health and self-acceptance, has prompted customers and followers to actively participate, generating a surge in user-generated content, likes, shares, and comments. Customers' overwhelmingly positive sentiment not only reinforces brand loyalty but also creates a warm and supportive online environment. As brand advocates, customers share their support, creating a ripple effect that inspires others to join the cause. In essence, the Rare Impact Fund campaign's widespread positivity and engagement have effectively solidified Rare Beauty's reputation as a socially responsible brand deeply committed to making a real-world impact.

Conclusion

In summary, Rare Beauty's social media strategies have been successful in building deep connections with its audience, particularly through its Rare Impact Fund campaign. Rare Beauty's remarkable success on social media can be attributed to a multitude of factors, yet it fundamentally revolves around its renowned brand identity. This makeup brand has artfully etched a positive and enduring reputation for itself within the competitive makeup industry. Across the diverse array of social media platforms they engage with, Rare Beauty consistently exudes an aura of optimism and goodwill. This unwavering commitment to cultivating an authentic and substantial connection with its audience resonates powerfully, driving steadfast support from its followers on social media.

Through the analytics I've examined, it's evident that Rare Beauty has consistently maintained an upward trajectory, steadily gaining new followers daily across all their social media platforms. This sustained growth signifies the brand's ability to resonate with its audience and the effectiveness of its content strategies, demonstrating its successful approach to engaging and expanding its online community.

