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MKT 4334.001
Professor Pahwa
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Individual Project Update

Introduction:

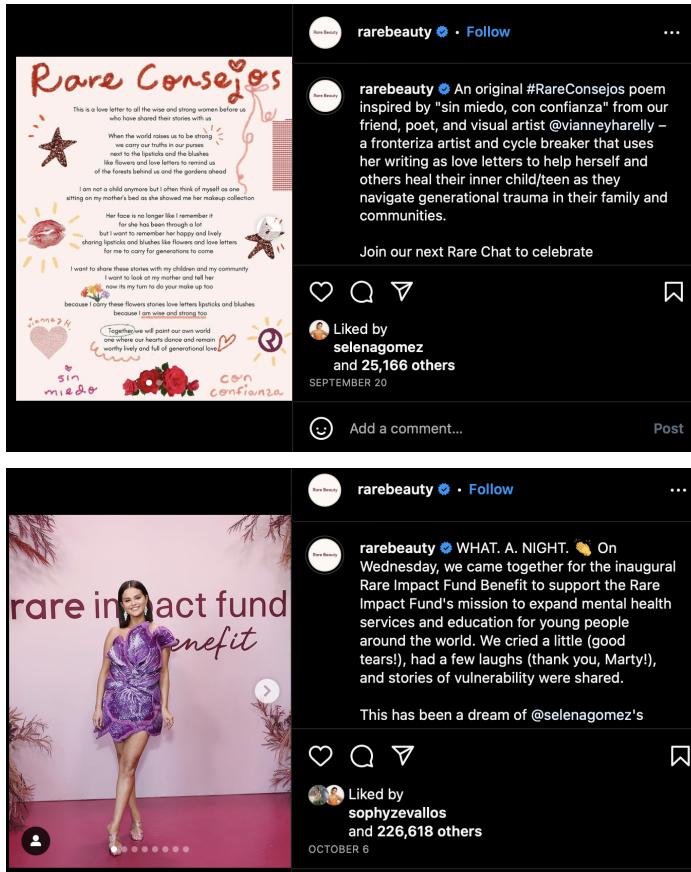
For this assignment, I have selected Rare Beauty as the company for an in-depth social media analysis. Rare Beauty, a prominent cosmetics brand, maintains an active presence across four major social media platforms: Instagram, Twitter, TikTok, and YouTube. My monitoring of Rare Beauty's social media analytics began on August 30th and extended through to October 26th, allowing me to gather valuable insights and data during this time period. Throughout the monitoring period, I have collected a wealth of information, uncovering various trends, engagement patterns, and audience interactions. These insights offer a comprehensive understanding of Rare Beauty's digital footprint and its strategies to engage with its online community.

The data collected during this monitoring period will be instrumental in assessing Rare Beauty's social media performance, the effectiveness of its content strategy, and the extent to which they have successfully built and engaged with its online community. This analysis will help us draw conclusions about their social media efforts and offer insights into potential areas for improvement or further exploration.

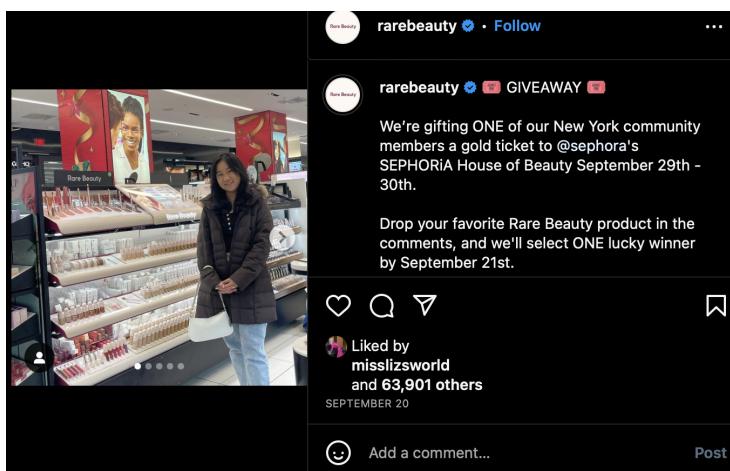
Instagram:

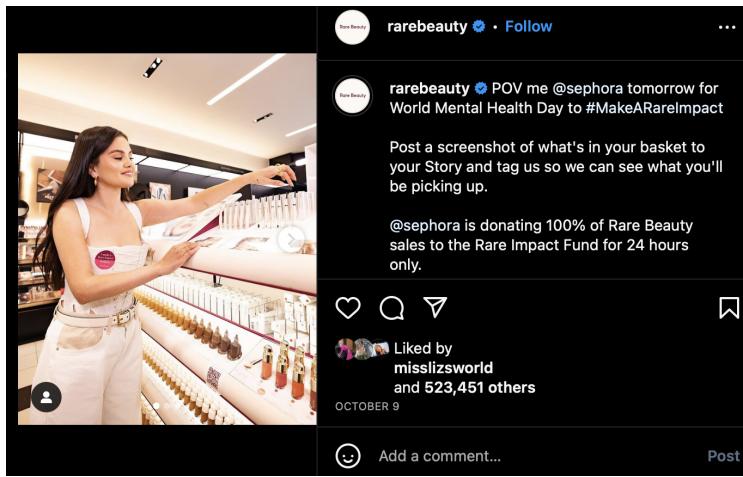
On Instagram, Rare Beauty has crafted a multifaceted social media strategy that extends beyond promoting their product line. While they do feature their latest product launches, makeup tutorials, and influencer collaborations, it's noteworthy that their content is not solely about beauty products.

One remarkable aspect that I noticed during my observations is Rare Beauty's consistent inclusion of motivational quotes. These quotes serve as an uplifting touch, aiming to keep spirits high among their followers. It's evident that one of their objectives is to transform their Instagram account into a safe and positive digital space. This approach goes beyond mere marketing; it's a reflection of their commitment to the well-being of their audience. By addressing crucial topics like mental health and acknowledging cultural events like Hispanic Heritage Month, Rare Beauty demonstrates their dedication to matters that transcend cosmetics.



This strategic choice is particularly intriguing as it showcases the brand's values and shows that it cares about issues beyond selling cosmetics. It fosters a deeper connection with their audience, as followers are more likely to engage with content that resonates with their personal beliefs and interests. Rare Beauty's approach transcends transactional engagement, forging a sense of community and shared values with their followers.



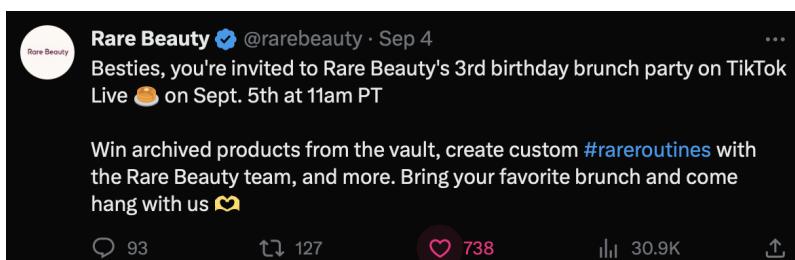


However, while their content and engagement strategies are commendable, one area where there is room for improvement is the consistency of their posting schedule. There are noticeable gaps between their posting days. It would be beneficial if Rare Beauty could post more frequently to maintain a more consistent presence on Instagram. Consistency not only keeps the audience engaged but also helps in reaching a wider demographic, as users have different timeframes when they are active on the platform.

In conclusion, Rare Beauty's Instagram presence is a testament to their commitment to not only promoting their cosmetic products but also to creating a positive and supportive online environment. By addressing vital societal topics and providing motivational content, they go beyond the conventional brand-customer relationship, establishing a deeper connection with their audience. With some improvements in posting frequency, they could further enhance their Instagram engagement and outreach.

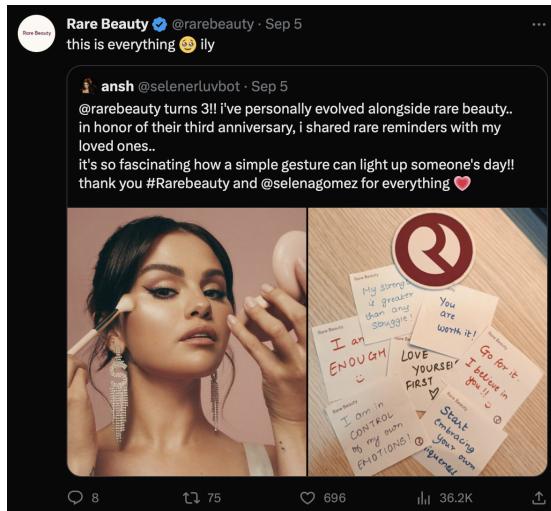
Twitter:

Twitter plays a pivotal role for Rare Beauty, serving as a dynamic platform where they not only share quick updates but also actively engage with their audience. This engagement strategy goes beyond the conventional customer-brand relationship. Rare Beauty has adopted a more personalized approach, referring to their followers as "besties," which resonates with their commitment to nurturing a deeper connection with their customers.



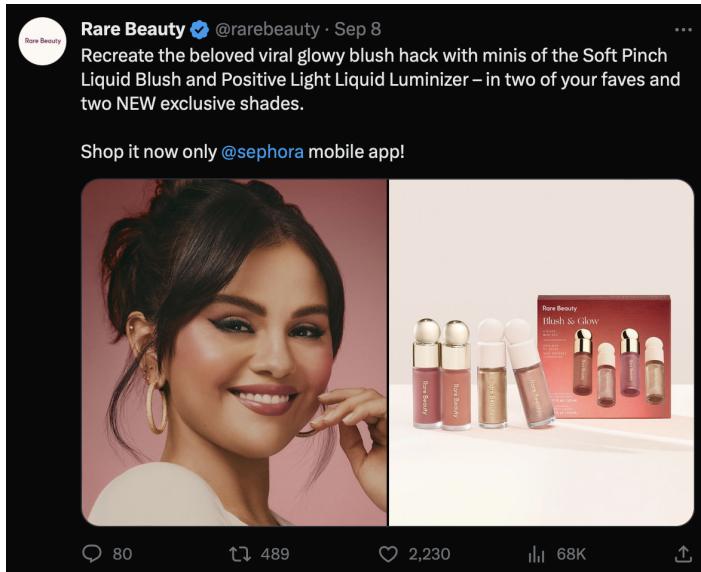
One notable observation during my monitoring period is Rare Beauty's active interaction with its audience on Twitter. They go beyond responding to customer inquiries; they take the extra step of retweeting their followers' posts, acknowledging their content, and engaging more frequently with them. This approach underscores their goal of creating a sense of camaraderie and friendship with their customers.

This personalized and friendly approach aligns with the broader trend of brands on social media moving towards building emotional connections with their audience. By addressing their followers as "besties" and actively participating in conversations, Rare Beauty is fostering a unique and inclusive Twitter community. This approach is not solely about cosmetics but about creating a positive and supportive environment for their followers to feel heard, valued, and appreciated.



The "besties" approach also underscores Rare Beauty's commitment to being a brand that cares about its customers as individuals, not just as consumers. This kind of engagement helps build customer loyalty, trust, and advocacy. By regularly acknowledging and interacting with their audience, Rare Beauty stands out as a brand that is approachable and genuinely interested in the people who support their products.

In summary, Rare Beauty's presence on Twitter is characterized by a personalized and friendly approach that goes beyond business transactions. By referring to their followers as "besties" and actively engaging with them, they are working to create a sense of friendship and community. This approach reinforces their commitment to building deeper connections with their customers, which can lead to stronger brand loyalty and advocacy.



Youtube:

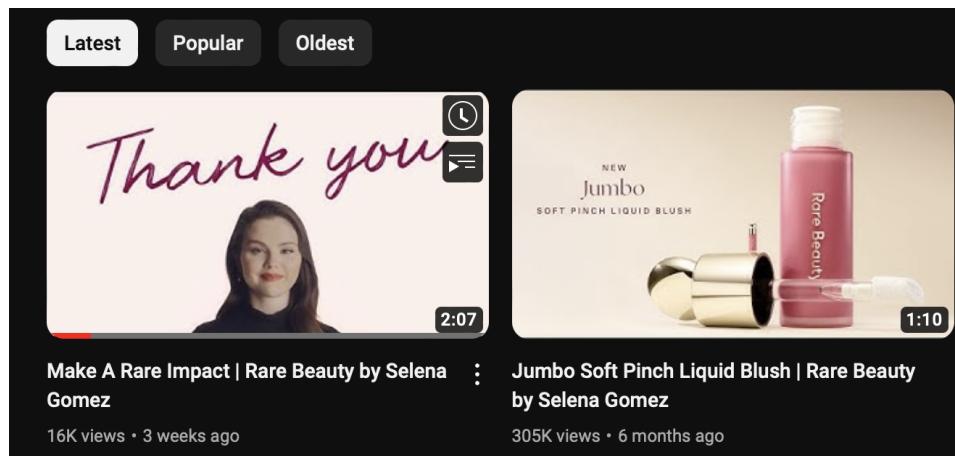
One distinct feature of Rare Beauty's YouTube channel that sets it apart from its other social media platforms is the posting frequency. While Rare Beauty maintains a daily presence on platforms like Instagram and Twitter, their approach on YouTube is notably different. They don't post as frequently. The content is primarily centered around product launches, and these videos typically feature Selena Gomez herself. This means that Rare Beauty takes a selective approach to YouTube content, focusing on quality over quantity.

The rarity of their YouTube content aligns with their objective of using the platform primarily for product launches. Each video is not merely a promotional advertisement; it's a tutorial that showcases how to use the newly launched product. This unique approach adds a personal touch to their product releases, with Selena Gomez herself demonstrating how to achieve various looks using Rare Beauty products. It offers a deeper understanding of the brand and its products, providing valuable content that resonates with the audience.

This selective approach, where YouTube is reserved for significant product launches, can create anticipation and excitement among their audience. It's an excellent way to leverage the platform's capacity for longer-form content to provide a richer understanding of their products while maintaining an air of exclusivity.

In conclusion, Rare Beauty's YouTube strategy is characterized by a focus on quality, with less frequent but highly informative and engaging content. By selectively using the platform for product launches and providing in-depth tutorials by Selena Gomez, they offer a unique and personal touch that differentiates their YouTube presence from their other social media channels. While this is great, I think that Rare Beauty could benefit from having a more structured and

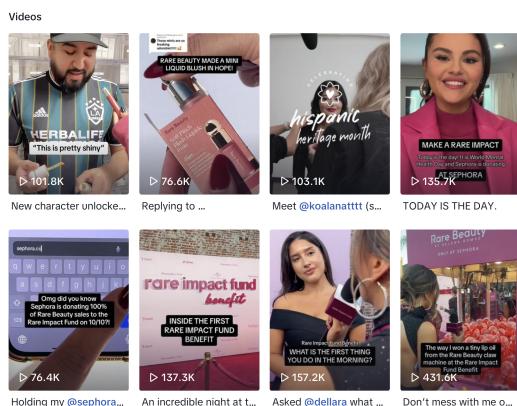
scheduled social media presence on YouTube. This approach can foster deeper connections with their audience and create a sense of anticipation around their product releases.



TikTok:

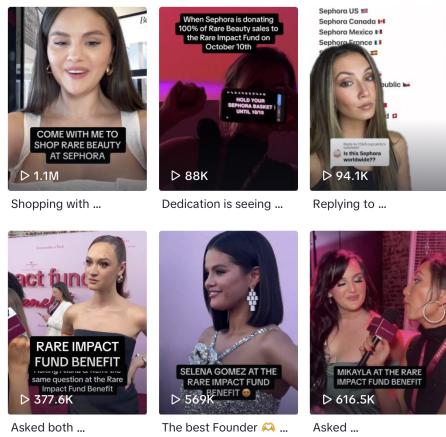
Rare Beauty's TikTok strategy is characterized by short yet captivating videos that feature their products and makeup transformations. In my monitoring, I've delved into the video engagement metrics, encompassing factors like view counts, likes, and shares. These metrics serve as valuable indicators of the virality and reach of Rare Beauty's content on TikTok, shedding light on the effectiveness of their strategy.

One distinctive aspect of Rare Beauty's presence on TikTok is its establishment as a prominent and active participant on the platform. They aren't just content creators; they actively engage with their followers, staying attuned to the latest trends, challenges, and popular formats. This active engagement helps them maintain a dynamic and vibrant presence, ensuring that their content remains relevant and appealing to the TikTok community. Furthermore, Rare Beauty makes strategic use of influencer partnerships and sponsorships, collaborating with TikTok influencers to enhance their reach and credibility.



By embracing trends, they not only stay current but also leverage the viral nature of TikTok's trends to amplify their brand's visibility. Their commitment to engaging with their audience and harnessing the power of influencers underscores their dedication to maximizing the impact of their TikTok presence.

In summary, Rare Beauty's TikTok strategy focuses on bite-sized yet compelling videos, supported by comprehensive monitoring of engagement metrics. They've solidified their presence on TikTok by actively participating in trends and forging partnerships with influencers, demonstrating their dedication to staying in tune with the platform's dynamics and maximizing their impact within this popular social media space.



Conclusion:

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 clientele resonates powerfully, driving steadfast support from its followers on social media.

It's crucial to highlight that Rare Beauty's brand identity is inherently linked to its founder, Selena Gomez, a public figure who is publicly well-respected and admired. The glow of Gomez's reputation effortlessly extends to Rare Beauty, amplifying the brand's allure. This synthesis of Gomez's personal brand and Rare Beauty's identity contributes to its social media success and underscores the brand's authenticity, trustworthiness, and aspirational qualities. In essence, Rare Beauty's mastery of brand identity is the backbone behind its accomplishments in the ever-evolving realm of social media and the broader makeup industry.

Rare Beauty's social media platforms are currently resonating with a common and profoundly impactful theme – the Rare Impact Fund. Rare Impact represents Rare Beauty's unwavering dedication to making a positive difference in the world, with a special focus on mental health and self-acceptance.

This profound initiative isn't just a tagline; it's a heartfelt commitment that extends to Rare Beauty's entire community, its employees, and its partners worldwide. Rare Impact is more than just a corporate slogan; it's a philosophy and a promise to take tangible steps toward bettering the mental health of individuals across the globe.

One remarkable aspect of Rare Beauty's commitment is the way it funds the Rare Impact Fund. A significant portion of their contribution comes directly from their sales, as 1% of all Rare Beauty by Selena Gomez sales are donated to the fund. In addition to this, they actively engage with philanthropic entities, foundations, individuals, corporate partners, and the wider community to raise funds. This collaborative approach highlights their belief that addressing mental health is a shared responsibility, a cause that transcends boundaries and unites people from all walks of life. Rare Beauty's commitment is not just skin-deep; it's a commitment to the well-being of humanity as a whole.

Customers and followers of Rare Beauty have enthusiastically embraced the brand's commitment to making a difference in the world, and they are actively expressing their support and appreciation for the cause. Many customers have taken to social media, particularly platforms like Instagram, Twitter, and TikTok, to share their love and appreciation for Rare Beauty's dedication to the Rare Impact Fund. They frequently post about their purchases, accompanied by heartfelt messages expressing how much it means to them that a portion of their money is going toward such a worthy cause.

Customers often highlight their satisfaction in knowing that their beauty purchases are not just about looking good but also about doing good. This sentiment reflects the growing trend of conscious consumerism, where individuals are increasingly seeking products and brands that align with their values and contribute to a better world.

Rare Beauty's customers are not just satisfied with the quality of their cosmetics; they're also proud to be part of a community that supports mental health and self-acceptance. This sense of collective action fosters a strong sense of connection among the brand's audience. Customers feel like they are not just buying makeup but contributing to a movement that aims to reduce the stigma associated with mental health issues and provide resources for young people in need.

Through their social media posts, customers are effectively becoming brand advocates, spreading the word about Rare Beauty's philanthropic efforts. Their authentic endorsements create a ripple effect, inspiring others to join in supporting the Rare Impact Fund.

This positive feedback loop, where customers appreciate the brand's mission, share their support, and influence others to do the same, not only reinforces Rare Beauty's commitment to the cause but also solidifies their position as a brand that genuinely cares about making a difference. It's a win-win scenario, where customers feel good about their purchases, and Rare Beauty gets to contribute to a noble cause with the active support of its community.

Here is the numerical data I gathered from my observations:

<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

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.