

The Influence of Social Media Marketing on User Growth of Emerging Beauty Brands: A Case Study of Perfect Diary's Operation on Xiaohongshu

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Abstract. The popularisation of mobile Internet has reshaped the information dissemination and consumption path of domestic cosmetics, and Xiaohongshu's marketing has become an important way for new cosmetics brands to break into the market. Relying on the layered blogger placement of the Xiaohongshu platform and the operation of UGC user content, Perfect Diary completed the explosive expansion of the early user scale, but also exposed the endogenous shortcomings of the traffic-driven mode. This article takes Perfect Diary as a case, comprehensively uses the literature research method, case analysis method, and content analysis method, and analyses along the logical chain of "social media marketing - brand exposure - consumer purchase decision - user growth - traffic mode limitation". Research shows that social marketing can help domestic cosmetics improve brand exposure at a lower cost, change the consumer information environment, and then intervene in purchasing decision-making, and achieve rapid growth of short-term users; however, the traffic model will have problems such as rising investment costs, weak user loyalty, and the rapid spread of negative public opinion, which is beyond product research and development. It is difficult to sustain long-term growth. This article provides countermeasures for short-term customer acquisition, long-term brand building, and public opinion risk control of domestic cosmetics. At the same time, it explains the limitations of the research and provides a reference for similar digital marketing research.

Keywords: Social Media Marketing, Xiaohongshu, Perfect Diary, Domestic Makeup, User Growth

1. Introduction

1.1. Research background

The popularity of mobile Internet has profoundly changed the path for the public to obtain beauty information. More than ten years ago, makeup promotion mainly relied on TV advertisements, offline counter shopping guides, and celebrity endorsements. The information channels were relatively limited, and the range of products that consumers could choose from was relatively limited. With the rise of life-sharing social platforms such as Xiaohongshu and TikTok, ordinary

user evaluations and affordable makeup planting notes have gradually become important references for young people to buy makeup. The guiding role of social platforms in beauty consumption has surpassed traditional publicity channels to a certain extent. The scale of the domestic beauty market continues to expand, and post-1995 and post-00 students and young people who have just entered the workplace constitute the main force of consumption. A new generation of consumers no longer blindly promotes international big brands, but pays more attention to real use feedback and the cost-effectiveness of products, which has brought an important development opportunity for domestic makeup. A large number of new online beauty brands have emerged one after another, breaking the long-term market pattern dominated by overseas brands [1].

For start-up domestic makeup brands such as Perfect Diary, the initial capital is limited; it is difficult to set up national offline counters, and it is difficult to bear the high star endorsement fees. Therefore, relying on Xiaohongshu to carry out low-cost content marketing has become an important path for the brand to break the circle. Xiaohongshu is mainly characterised by life-oriented real sharing, which is more suitable for the browsing habits of young beauty users. Perfect Diary seizes the platform's traffic dividends. Through layered bloggers and a large amount of users' content, it has accumulated a large number of young consumers in a relatively short time, which has become a typical case of social marketing to drive brand growth. However, as more and more beauty brands imitate the same planting model, related problems have gradually emerged. Many brands invest a lot of money in bloggers to promote and unilaterally pursue traffic, but lack investment in product research and development and quality control management. When the popularity of short-term traffic subsidies, there are often problems such as a decline in reputation, user loss, and low repurchase rate. The traffic-driven marketing model is gradually exposing its limitations, so it is necessary to objectively examine the dual impact of social marketing on the growth of users of beauty brands [2].

Combined with the current market situation of the beauty industry, the behavioural characteristics of young consumer groups, and the relatively complete operation trajectory of Perfect Diary in Xiaohongshu, this article takes it as a core case, explores the impact of social media marketing on the scale growth of new beauty users, and analyses the advantages and disadvantages of this marketing model for a domestic makeup brand. The long-term development provides a reference.

1.2. Research significance

1.2.1. Theoretical significance

At present, there are many research results at home and abroad on Internet celebrity planting grass, social media, and consumer purchasing behaviour, but most of the research is biased towards the macro level of the e-commerce industry, and there are relatively few case studies specialising in the Xiaohongshu platform and domestic makeup head brands as dual research objects [3]. Most of the existing literature focuses on the positive drainage effect of social marketing and is less combined with the complete operation process of specific brands to analyse the positive and negative effects of traffic marketing. This article takes Perfect Diary as a case, sorts out the main means of planting grass in Xiaohongshu, combines the 6S model of online marketing and 4I marketing theory, and analyses the promotion and constraints of traffic on the scale of consumers, to supplement the relevant case studies of new media marketing of domestic cosmetics and enrich the research on digital communication in the beauty industry. The materials also provide reference for subsequent similar topics [1].

1.2.2. Practical significance

The competition on the domestic makeup track is becoming more and more fierce. Most of the new beauty brands choose to enter Xiaohongshu to carry out grass-raising, but the actual effect of each brand is obviously different. Some brands have retained loyal users through refined content operations, and many brands have fallen into the traffic dilemma of "exposure without conversion, sales without repurchase". This article sorts out the complete logic of the marketing of Perfect Diary Little Red Book, not only analyses the advantages of this model in low-cost, new, and accurate reach of young groups, but also points out the practical problems such as excessive traffic, heavy marketing and light research and development, and vague brand positioning [4]. The research conclusion can provide a certain reference for start-up domestic beauty brands, not only to help new consumer brands expand the market with the help of social platforms, but also to remind enterprises to take into account short-term traffic growth and long-term brand building, and avoid the reputation risks that may be caused by traffic marketing. It has a certain practical reference value for the sustainable operation of new cosmetics.

1.3. Research content and research method

1.3.1. Research content

This article is divided into four main sections along the main line of social media marketing - brand exposure - consumer purchase decision - user growth - traffic mode limitation. The first section sorts out the characteristics and market competition environment of the new domestic beauty industry, and combines the beauty consumption habits of young people to build a full-text research basis; the second section introduces the brand development process of Perfect Diary, and disassembles its main marketing, such as layered blogger placement, UGC user operation, and topic creation in Xiaohongshu. Meaning: The third section analyses the social marketing of Xiaohongshu, which in turn brings the improvement of brand exposure, changes in consumer decision-making, the growth of short-term users, and the growth bottleneck brought about by the endogeneity of the traffic model; the fourth section, based on the above analysis, puts forward corresponding suggestions for the optimisation of social marketing strategies of domestic cosmetics, and explains the research in this article and the direction that can be discussed in the future.

1.3.2. Research method

First, the literature research method. Sort out the journal papers, theses, and industry reports at home and abroad on social media communication, Internet celebrity KOL marketing, makeup consumer behaviour, and the development of domestic cosmetics, sort out the existing research views, and build the theoretical analysis framework of this article [5].

Second, the case analysis method. Select Perfect Diary as a typical case, collect public information such as brand financial reports, Xiaohongshu public release information, and platform user evaluations, and support the full-text analysis with actual cases to avoid generalisation.

Third, content analysis method. Browse the official account of Perfect Diary on the Xiaohongshu platform, the evaluation notes of bloggers, and the sharing content of ordinary users; summarise the dissemination characteristics and user preferences of the content of planting grass, and analyse how the content of planting grass affects the consumption decisions of young people.

2. Overview of industry and brand development

2.1. The overall characteristics of the new beauty brand

New beauty products mainly refer to online domestic brands that have relied on the Internet to rise in the past ten years and focus on affordable makeup. Compared with traditional domestic products and overseas big brands, they show more obvious characteristics [5].

First, the channel mode is lightweight. New cosmetics usually do not carry out large-scale offline physical store layouts. Publicity and sales are mainly concentrated in online channels such as Xiaohongshu, TikTok, and Taobao, thus reducing the cost of store rent and offline shopping guides, lowering the threshold for entrepreneurship, and promoting the rapid development of start-up brands.

Second, the product pricing is affordable, and the pace of new products is relatively fast. Product pricing is suitable for student groups and young consumers with limited income, avoiding competition in the high-end makeup market; at the same time, keep up with the trend of makeup trends, frequently launches new products and co-branded limited products, relies on continuous new products to maintain platform exposure, and stimulates consumers to buy.

Third, the propaganda model is different from the traditional path. Instead of using high-priced TV advertising and offline hard advertising, it relies on the evaluation of KOLs and ordinary users to complete the communication. With the help of life-oriented graphics and short videos, it reduces the cost of publicity, and it is also easier to gain the trust of young consumers.

2.2. Current situation of domestic beauty consumption market competition

The market size of the domestic beauty industry has maintained steady growth. In 2023, the overall scale will exceed 510 billion yuan, and the growth rate of the makeup subdivision track will be maintained at more than 10% all year round. The youth group is the main force of makeup consumption [1]. Market competition can be divided into two levels: external and internal. In terms of external competition, international brands such as L'Oreal and Estee Lauder have been cultivating the domestic market for many years, and the brands have accumulated deep experience. In recent years, they have continuously launched affordable product lines, grabbing the affordable makeup market and compressing the survival space of domestic brands. In terms of internal competition, the number of domestic makeup brands is increasing rapidly, and the homogenisation of mainstream products such as eye shadow, lip glaze and foundation is relatively serious. The appearance, formula, and pricing are relatively close. It is difficult to form an obvious competitive advantage with the product itself, and the brand's social content operation ability has gradually become a key factor in opening the gap.

At the same time, the consumption concept of contemporary youth is also changing. As a native group on the Internet, they have a low acceptance of rigid commercial advertisements and are more inclined to trust the real sharing of ordinary users. Consumers are relatively distracted, and overall brand loyalty is not high. It is easy to be attracted by new content and change brands. Against this background, the competition in the makeup industry is gradually shifting from the product level to the social media traffic and word-of-mouth operation level [3].

2.3. Overview of the development of Perfect Diary

Perfect Diary is a makeup brand founded by Yixian E-commerce in 2017, and it is also one of the domestic makeup brands that seized the traffic dividend of Xiaohongshu earlier [4]. At the beginning of the brand's establishment of the brand, popularity was low, there was a lack of mature offline channels, and the research and development funds were relatively limited. Therefore, the publicity resources were mainly invested in the Xiaohongshu platform to avoid high-cost endorsements of first-line stars. Instead, it built a layered placement system covering head KOLs, waist beauty bloggers, and amateur KOCs. Through a large number of evaluations, Seeding Notes gained high popularity in a relatively short period of time and quickly grabbed the market for affordable makeup.

With the support of traffic from Xiaohongshu, Perfect Diary has grown into a leading domestic makeup brand within a few years. The parent company, Yixian E-commerce, was listed in the United States in 2020. The product line has gradually expanded from early lip makeup and eye shadow to all categories of makeup, makeup removers, beauty tools, etc., and the user base has achieved rapid growth. Behind the rapid growth of traffic, hidden business risks have been buried: brand marketing expenses have long accounted for more than 60% of operating income, R&D investment accounts for less than 3%, a large amount of funds is used for bloggers, and product quality control and formula research and development have not been given enough attention [4]. On the Xiaohongshu platform, there have been negative comments on the product's fan, drying, and colour number that does not match the publicity. As the traffic dividend gradually declines, the growth rate of users slows down, and the repurchase rate continues to decline. Brands also realise that it is difficult to support long-term development by relying solely on traffic marketing, so they began to adjust their business strategies and gradually increase investment in product research and development.

3. Perfect Diary Little Red Book core marketing strategy

3.1. Layered KOL, KOC step-by-step grass delivery mode

Perfect Diary can realise the rapid growth of users with the help of Xiaohongshu. Its core means is the layered blogger ladder planting system, which is obviously different from the rough release mode of some brands that only launch a few Internet celebrities [1]. According to the fan size, content direction, and audience matching of Xiaohongshu bloggers, the brand divides bloggers into three levels: head KOLs, waist makeup bloggers, and amateur KOCs. Bloggers at different levels take on different functions, which together constitute a complete communication process.

The first layer is the head beauty and fashion bloggers with millions of fans, and their main role is to create popularity for the platform. When brands launch co-branded eye shadows, new lipsticks, or carry out large-scale promotional activities, Perfect Diary cooperates with head bloggers to release makeup tutorials and complete evaluations of new products. The head blogger has a huge fan base, and a single post can get hundreds of thousands of exposures, which can quickly create hot topics on the platform, solve the problem of insufficient exposure of new products in the early stage, and improve the brand's popularity at the public level.

The second layer is a waist beauty blogger with between 100,000 and hundreds of thousands of fans. This kind of blogger focuses on makeup content and is highly professional. He often publishes colour tests, skin-quality adaptation analysis, and product advantages and disadvantages evaluations. Most of his fans are makeup lovers. The evaluation content of waist bloggers is relatively detailed and will specifically analyse the makeup effect, colour rendering, skin suitability, etc. of the product.

The sense of advertising is relatively weak, and it is easier to gain the trust of consumers, which promotes users to shift from focusing on products to purchasing willingness.

The third layer is the amateur KOC with about thousands to 10,000 fans, which is also an important part of the grass-planting system. Amateur bloggers do not have the aura of Internet celebrities. Their content is mostly about daily colour testing and sharing cheap goods with students, which is close to the real use scenarios of ordinary consumers. The brand cooperates with a large number of amateurs to produce notes, so that a large amount of sharing content from ordinary users appears on the homepage and product search page of Xiaohongshu, creating an atmosphere of wide use, driving potential consumers to place orders with the help of crowd psychology, and continuing to bring new users to the brand.

Three types of bloggers form a synergy: the head blogger is responsible for creating popularity, the waist blogger completes the professional transformation and guidance, and the amateur blogger spreads the volume to create public reputation, thus forming a set of low-cost and high communication efficiency planting models. This is also the core operating tool for Perfect Diary to acquire users in the early stage [2].

3.2. UGC user original content operation

UGC is the original content of users, and the notes independently published by ordinary consumers are an important part of the brand reputation communication of the Xiaohongshu platform [6]. In addition to the commercial content produced by paid bloggers, Perfect Diary also guides ordinary users who have purchased products to actively share through topic activities and welfare incentives, forming a dual content pool that is parallel with paid placement and users' spontaneous output [2].

The brand builds an official topic tag in Xiaohongshu and launches topic collection activities at the same time as the new product is launched. Taking the promotion of the animal eyeshadow palette as an example, the brand set up the topic of #Perfect Diary Animal Eyeshadow # to encourage consumers to publish eye makeup, unpacking, and colour test notes, and set up prizes to encourage users to participate in contributions [7]. The contributions of a large number of ordinary users enrich the topic content and brand-related materials.

At the same time, the brand encourages ordinary users to publish notes through sample trials and repurchase coupons. After receiving the brand samples, many student users are willing to organise their colour test experience into Little Red Book notes. This kind of non-commercial cooperation note has weak advertising traces and is more likely to be trusted by other viewers. They can supplement KOLs' business notes and strengthen the community atmosphere of ordinary consumers' extensive use of the product [1].

The brand's official account will also forward and like the original notes of good-quality users, give positive feedback to creators, and improve the creative enthusiasm of ordinary users. From the practical level of operation, there are objectively inherent limitations in the operation of UGC: the quality of the notes independently produced by users is uneven, and some of the content is seriously homogenised; at the same time, it is difficult for brands to fully control the content published by users, and the notes will not only produce good reviews, but also expose the defects of the product itself [5]. The content of paid bloggers can be guided and adjusted by the brand. The UGC content directly reflects the real feelings of consumers, and the community has both positive and negative information at the same time.

3.3. Platform operation mechanism for product evaluation and word-of-mouth communication

In the content community of Xiaohongshu, product evaluation and word-of-mouth communication run through the whole process of consumers from cognition and interest to purchase and sharing. Perfect Diary relies on the platform's communication mechanism to complete the construction and diffusion of word-of-mouth [8].

In the rising stage of brand development, layered bloggers put a large number of UGC notes to jointly build a brand reputation matrix. Head bloggers drive the explosion of new product popularity, waist bloggers output multi-angle actual measurements and evaluations, and carry out evaluations from the dimensions of colour rendering, makeup holding effect, skin quality adaptation, and other dimensions; a large number of amateur notes convey the positive impression of affordable and suitable for student groups, and establish the image of cost-effective products from multiple levels [4]. When users search for product keywords in Xiaohongshu, the search page will present a large number of evaluation notes. The comment area below the notes will generate interactions such as follow-up questions and supplementing experiences, forming a secondary information exchange.

This chapter only describes the objective platform operation phenomenon; the causal analysis of negative notes spread, reputation damage, user loss, etc. is moved to Chapter 4.

4. The impact of social media marketing on the growth of brand users

This chapter strictly implements the main line: social media marketing behaviour → brand exposure improvement → changing consumer purchasing decisions → realising short-term user growth → traffic mode limitations bring growth bottlenecks.

4.1. Social media marketing expands brand exposure and explores potential consumer groups.

The most direct role of social media is to break the time and geographical restrictions of traditional advertising. In the past, if domestic cosmetics wanted to get public attention, they mostly relied on offline counters and TV advertisements. The promotion cost was relatively high, and it was difficult for small and medium-sized new brands to afford. Xiaohongshu and other platforms provide relatively low-cost communication channels for new brands such as Perfect Diary.

With the help of the layered blogger placement model introduced in Chapter 3, brands do not have to invest huge advertising costs at one time. Head bloggers help brands expand their popularity, waist bloggers deepen users' awareness of products through actual testing, and a large number of amateurs share and constantly enrich platform-related content. Notes that meet user needs will be continuously pushed by the platform algorithm. Many users who didn't know about the brand gradually transformed into potential customers of the brand after browsing the content.

This kind of exposure is not a one-way advertising output. After browsing notes, users can comment and collect, actively retrieve product information, and further expand the range of brand reach. Many students and young office workers come into contact with the perfect diary in the process of browsing social platforms to complete the initial cognitive accumulation of the brand [3]. However, there is a prerequisite for effective exposure: only when the content impresses ordinary users can the exposure convert potential customers; simply stacking advertisements will cause users' disgust and cannot achieve the diversion effect.

4.2. Restructure the information environment and intervene in consumers' purchasing decisions.

The subjective experience of beauty products is very strong. Based on the official publicity posters alone, consumers cannot judge whether the foundation is stuck and whether the eye shadow colour is suitable for daily scenes. Before buying, consumers will take the initiative to refer to the real face experience of other users. Social media fills this kind of information gap [9].

Perfect Diary layered KOL-KOC placement and UGC content jointly reconstruct the information environment before consumers' decision-making. A large number of bloggers and ordinary users publish evaluation, unboxing, and makeup content to provide consumers with rich references. When consumers buy makeup, they will actively retrieve user feedback from the platform. Multiple positive experience notes can reduce users' trial-and-error concerns and improve the willingness to buy.

A large number of simulation notes subtly change the user's psychology. Some users who originally did not have a purchase plan are willing to try after browsing the content for a long time; the interaction in the note comment area further promotes decision-making, and consumers who are in a state of hesitation are more likely to complete the order.

At the same time, the openness of UGC content brings reverse information input, and consumers will also fully refer to the negative evaluation of the platform; multiple notes of feedback on product defects will dispel the purchase idea of potential users. Social media publicises a large number of real product experiences, directly interfering with consumers' final purchase choices [6].

4.3. From exposure to decision-making: realise the rapid growth of short-term users

Brand exposure is increased, and consumers' willingness to buy is awakened, and Xiaohongshu's social media marketing has become an important driving force for the growth of Perfect Diary users. In the traffic dividend stage, the platform's grass-seeding content continues to bring new visits and target groups, and transforms them into actual purchasing users, promoting the rapid expansion of the scale of brand users. With the support of Xiaohongshu traffic, Perfect Diary has grown into a leading domestic makeup brand in the past few years. The parent company, Yixian E-commerce, went public in the United States in 2020, and the product line expanded from lip makeup and eye shadow to all categories such as makeup, makeup remover, makeup tools, etc. [4].

However, this round of user growth is highly dependent on the traffic marketing model, and the sustainability of growth will be constrained by the model itself, resulting in a series of disadvantages.

4.4. The endogenous limitations of the traffic-oriented marketing model form a bottleneck in user growth

Relying on social traffic to complete the start of the brand can quickly expand the scale, but the marketing model of simply chasing traffic brings hidden dangers, which inversely restricts the growth of the brand's long-term users [10].

First, the cost of traffic continues to rise. In the early days of Xiaohongshu, industry competition was low, and brands could get the communication effect at a low cost. After a large number of beauty brands entered, the quotations of bloggers continued to rise, and the investment to obtain the same exposure increased. High marketing expenditure squeezes the product research and

development budget, and the marketing heat is soaring, but the product quality is difficult to upgrade synchronously [5].

Second, the loyalty of users obtained from traffic is limited. Most users are attracted by the content of planting grass, the cost-effectiveness of products, and the popularity of Internet celebrities, and do not sincerely agree with the brand value. When competitive products launch more attractive marketing activities, this part of users is very prone to brand transfer. Traffic can quickly increase sales, but it is difficult to cultivate loyal users. The intuitive performance is that the repurchase rate continues to decline [1].

Third, the two-way reputation risk of social platforms is amplified. The reputation of social platforms can be quickly established, but it can also be quickly damaged. With the increase in sales, the problem of unstable quality control was gradually exposed, and a large number of bad reviews of eye shadow powder, lip glaze extraction, and physical colour numbers that did not match the publicity appeared in Xiaohongshu. With the help of the platform algorithm, a single pit-stepping note can obtain large-scale browsing and collection, which offsets the drainage effect of planting notes [2].

Negative comments continue to accumulate, intended users give up buying, old users' favourability declines, and their willingness to repurchase decreases. In the early days of Perfect Diary, it focused on building a positive reputation. There was a lack of a normalised public opinion monitoring mechanism, and the scattered negative feedback was not dealt with in time. The bad reviews continued to consume the brand favour accumulated in the early marketing, and the user growth brought by the traffic slowed down. The reputation of social platforms is not entirely determined by marketing. The actual use experience of the product is the foundation of the reputation [8].

5. Enlightenment for other new consumer brands

5.1. Get strategic advice from short-term customers.

If a new consumer brand that has just started wants to open up the market quickly, it can learn from the ideas of layered bloggers instead of blindly choosing high-priced head bloggers. Head bloggers are suitable for further expanding their popularity when the brand has a certain foundation, and under the condition of a limited budget, more resources can be allocated to waist bloggers and ordinary amateurs.

The vertical domain attributes of waist bloggers are strong, the trust of fans is high, and the persuasiveness of the evaluation content is stronger. The advantage of amateur notes lies in the sense of reality. The sharing of a large number of ordinary users can create an atmosphere of public use and reduce users' resistance to advertising.

At the same time, the content released by the brand should not be all in the form of hard and broad, because an excessive sense of promotion is easy for users to ignore. It can produce more actual measurement and scenario-based content, combined with the real usage scenarios of ordinary consumers, which is easier to be accepted by users. In addition, UGC content can also be used to launch platform topic activities to encourage purchased users to share their experience, expand the content pool at a lower cost, and quickly accumulate the first batch of customers.

However, it should be clear that short-term customer acquisition cannot rely entirely on marketing, and the product itself must at least reach a qualified level. If the product experience is poor, even if it attracts the first batch of customers through advertising, it is difficult to generate repeat purchases.

5.2. Suggestions for the long-term development of the brand

Traffic can only solve short-term sales problems. If brands want to achieve long-term development, they should not focus only on marketing.

First of all, it is necessary to balance the relationship between marketing investment and product research and development. Many new consumer brands have misunderstandings and invest most of their funds in advertising, but ignore formula optimisation and quality control upgrades. When the popularity of traffic recedes, there is no support for excellent products, and users will gradually be lost. Marketing is responsible for attracting users, and products are the key to retaining users.

Secondly, it is necessary to build its own brand core. The popularity of Internet celebrities will continue to change, and popular products will also become outdated, but the concept and aesthetics conveyed by the brand can retain loyal users who agree with its values. Brands should not blindly chase market hotspots, but need to find their own positioning and form characteristics that distinguish them from competitors.

In addition, people should also pay attention to the maintenance of old users. The cost of acquiring new customers is much higher than that of maintaining existing users. Brands should do a good job in after-sales service, actively receive consumer feedback, and iterate products according to users' opinions, so as to improve the repurchase rate. People should not only pursue a single transaction, but should focus on transforming new users brought by traffic into old customers of recognised brands.

5.3. Risk control of social media marketing

Social platforms contain both opportunities and risks, and brands need to establish corresponding risk prevention awareness.

First, do a good job in controlling the marketing content. Avoid exaggerating the efficacy of products. False advertising of beauty products will not only consume consumers' trust, but also violate relevant regulatory requirements. When carrying out blogger placement, this research should do a good job of screening, restrain the publicity calibre of bloggers, and prevent excessive publicity.

Second, establish a public opinion monitoring mechanism. Continue to pay attention to all kinds of comments on the brand on the platform, and avoid negative feedback. Reasonable user complaints need to be responded to and dealt with in a timely manner. If small problems are not properly solved, it is easy to ferment into a large-scale public opinion crisis.

Third, avoid over-reliance on a single platform. If the brand's traffic comes from a certain social software, once the platform algorithm or traffic rules are adjusted, the brand's customer source will be greatly impacted. Therefore, it is necessary to have a multi-channel layout, build a user position that belongs to the brand itself, and reduce dependence on single-platform traffic.

6. Conclusion

6.1. Main research conclusions

This article takes the social media marketing practice of Perfect Diary in Xiaohongshu as a case. It sorts out the internal logic of new beauty brands to achieve rapid growth with the help of social platforms, and completes the analysis along the main line of social media marketing - brand exposure - consumer purchase decision - user growth - traffic mode limitation.

Social media marketing can help new consumer brands achieve brand exposure at a relatively low cost and reach a large number of potential consumers; through a large amount of realistic grass-oriented content, it can influence consumers' purchasing choices, so as to achieve a rapid increase in sales. The combination of layered KOL, KOC placement, and UGC content precipitation is an important reason for the explosive growth of early users of Perfect Diary.

But the traffic-oriented marketing model is not a panacea. Simply chasing traffic may bring endogenous problems such as rising investment costs, insufficient user loyalty, and the easy spread of negative public opinion. Marketing has always been a business tool. Relying only on marketing and lacking excellent product strength, it is difficult for brands to achieve sustainable development.

For new consumer brands, they can learn from social media marketing to achieve short-term customer acquisition, but if they want to achieve long-term development, they need to balance the investment in marketing and product research and development, create unique brand value, and do a good job in risk control of online public opinion to achieve stable and sustainable development.

6.2. Limitations of research

The research case in this article is mainly the marketing practice of Perfect Diary in Xiaohongshu, and the case object is relatively single. New consumer brands of different categories have different target audiences and product attributes, and the applicable social media strategies are also different. Therefore, some of the conclusions in this article cannot be directly applied to all new consumer industries.

The online marketing environment is constantly changing, and the platform algorithms and user preferences are constantly updated. The analysis of this article is based on the current market situation. After the platform rules and consumer concepts change in the future, the relevant strategies also need to be adjusted accordingly. At the same time, due to the limitations of data acquisition conditions, this article failed to obtain the complete internal financial data of the brand. The analysis mainly relies on public network information and existing literature, and the research has certain limitations.

6.3. Prospects for future research

Internet social media is still evolving; new forms such as short videos and live broadcasts continue to emerge, and the marketing model of new consumer brands will also change. Follow-up research can further expand the scope of cases, compare new consumer brands in different categories, and explore the similarities and differences of social media marketing in different industries.

As consumers gradually develop aesthetic fatigue with Internet celebrity seeds, users will pay more attention to the quality of the product itself. Follow-up research can further explore how new consumer brands can transform from Internet celebrity brands to mature brands with longer life cycles after the traffic dividends subside. In addition, changes in consumer psychology in the social media environment, quality control of UGC content, and other issues can also be used as the direction of future research.

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