

Analysis of Florasis' Marketing Strategies from a Digital Marketing

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Abstract: Digital marketing has become the core means of brand promotion of modern enterprises. This article takes Florasis, a famous Chinese beauty brand, as an example to explore the multi-dimensional analysis of the impact of digital marketing on its brand. Through the specific practice of social media, content marketing and e-commerce strategies, this article aims to reveal how digital marketing can shape the brand image, improve consumer participation, and have a profound impact on market competitiveness. Research shows that Florasis' successful experience in digital marketing has provided valuable experience for other brands. The study explores how Florasis uses social media, key opinion leaders (KOLs) and e-commerce to build its brand image and market competitiveness. Through cooperation with beauty bloggers and data-driven marketing, the brand has successfully entered the young consumer market. The article emphasizes the innovative method of Florasis combining culture with modern technology, making it a strong competitor in the beauty industry. In addition, this article also shows that future research can focus on the global expansion of digital marketing strategies and the impact of emerging technologies such as AR/VR in enhancing consumer experience.

Keywords: Florasis, Digital Marketing, Social Media Marketing.

1. Introduction

Founded in 2017, Florasis was founded by a young entrepreneur and designer who aimed to combine traditional Chinese culture with modern cosmetics. The brand was established out of a love for China's rich history and culture, especially in the context of globalization, with the goal of redefining the image of Chinese cosmetics brands. In its early days, Florasis faced challenges such as fierce market competition and low consumer awareness, but it gradually gained attention and popularity among consumers through its unique cultural positioning and product philosophy. The design of Florasis' products is deeply influenced by Chinese traditional culture, incorporating elements such as embroidery, porcelain, and classical floral patterns, showcasing a unique Eastern aesthetic. These designs not only make the products visually appealing, but also evoke consumers' cultural identity and enhance the brand's emotional connection. By using exquisite packaging and meticulous details, Florasis successfully blends traditional art with modern cosmetics, making the products not only cosmetics but also a way of cultural inheritance and self-expression, attracting a large number of consumers who seek individuality and cultural identity. Florasis' brand communication strategy combines traditional media with emerging digital platforms, forming a diversified communication

channel. In the early days, it quickly raised its brand awareness through advertisements, events, and collaborations with beauty bloggers. At the same time, it utilized social media platforms such as Weibo and Douyin to interact with.

This study aims to explore the successful experience of Florasis in the field of digital marketing and the specific manifestations of its impact on the brand. By analyzing its strategies in social media, live streaming sales, and KOL promotion, the study will reveal how these marketing means help Florasis enhance its brand awareness, strengthen its market competitiveness, and establish a deep brand image in the minds of consumers. This thesis will focus on the following research problems: How does Florasis' digital marketing strategy affect its market performance? How do these strategies enhance consumer brand loyalty? What are the main challenges and opportunities facing Florasis in the rapidly developing market environment? By conducting in-depth analysis of these issues, the thesis aims to provide valuable insights and lessons for the digital marketing of the cosmetics industry. The structure of this paper will be as follows: First, an overview of the theoretical framework of digital marketing is presented, clarifying relevant concepts and background; then, the development history of Florasis is deeply analyzed to lay a foundation for subsequent discussions; subsequently, through case analysis, the specific marketing strategies of Florasis are discussed in detail; finally, the challenges and opportunities faced by Florasis are summarized, conclusions are drawn, and suggestions for future research directions are given.

2. Theoretical Framework of Digital Marketing

As digital marketing continues to evolve, a variety of strategies have become essential for engaging audiences and achieving marketing objectives. These strategies are deeply rooted in theoretical principles that shape their application in modern marketing practices. Among the most prominent digital marketing strategies are content marketing, search engine optimization (SEO), and social media marketing, all of which are underpinned by theoretical frameworks that guide their effectiveness.

2.1. Content Marketing

Content marketing refers to the strategic creation and dissemination of valuable, relevant, and consistent content aimed at attracting and retaining a well-defined target audience [1]. Rather than focusing on direct sales, content marketing emphasizes providing informative, educational, and entertaining material that resonates with consumers, thereby positioning brands as thought leaders within their industry. It represents a shift from traditional promotional marketing to a more customer-centered approach, aligning with broader trends toward engagement and relationship-building.

The theoretical foundation of content marketing is largely drawn from media dependency theory, which posits that individuals rely on media for information, understanding, and orientation in their social world [2]. In the context of digital marketing, brands serve as crucial sources of information for consumers by producing and distributing high-quality content across digital platforms such as blogs, videos, podcasts, and social media channels. By doing so, they meet consumers' needs for information and entertainment, fostering trust and brand loyalty.

In addition, content marketing is closely related to the concept of inbound marketing, which Halligan and Shah [3] define as a strategy designed to draw consumers to brands through valuable content rather than through disruptive advertising methods. This approach focuses on attracting potential customers by aligning content with their needs and interests. For instance, providing educational blog posts or instructional videos can enhance a brand's perceived expertise and encourage consumers to engage with its products or services. Content marketing also plays a vital role in improving search engine optimization (SEO), as well-structured and informative content is

more likely to rank highly on search engines, thereby driving organic traffic and increasing visibility [4].

Moreover, content marketing integrates with brand storytelling, a narrative-driven approach that allows brands to convey their values, mission, and unique offerings through compelling stories. Storytelling engages audiences emotionally, helping to create a deeper connection between the brand and its consumers. This emotional resonance is essential in content marketing, as it builds long-term relationships with customers by providing them with experiences that extend beyond product features [1].

2.2. Search Engine Optimization (SEO)

Search engine optimization (SEO) refers to the process of improving a website's visibility on search engine results pages (SERPs) through the optimization of content, structure, and technical aspects of a website [5]. SEO is fundamental to digital marketing strategies because high search engine rankings are strongly correlated with increased website traffic, brand visibility, and consumer trust. SEO helps companies reach potential customers who are actively seeking information or solutions related to their products or services, thus positioning them as authoritative sources within their respective industries.

The theoretical basis of SEO is grounded in information foraging theory, which explains how individuals search for information in ways that maximize the utility of useful data while minimizing effort. In the context of digital marketing, SEO optimizes websites to ensure that they appear prominently in search results, making it easier for consumers to find relevant information. This is done by employing techniques such as keyword optimization, improving website loading times, and structuring content for easy navigation.

SEO also incorporates principles from cognitive psychology, particularly in how users process information online. Research indicates that users tend to trust higher-ranking search results, perceiving them as more authoritative. Therefore, companies that rank higher in search results are more likely to attract click-throughs and conversions, reinforcing the importance of SEO as a tool for enhancing brand visibility and credibility.

Moreover, SEO extends beyond the technical aspects of a website to encompass content relevance and user experience. Google's algorithms, for example, prioritize websites that offer a seamless user experience, including mobile optimization and fast load times. In doing so, SEO is not only about optimizing for search engines but also about creating websites that deliver value to users, thus aligning with content marketing's broader goals of engagement and satisfaction [3].

2.3. Social Media Marketing

Social media marketing refers to the strategic use of platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok to engage with audiences, build brand awareness, and drive traffic [6]. As social media platforms have become a fundamental part of modern communication, they offer brands unparalleled opportunities to connect with consumers in real-time and create two-way interactions that foster deeper relationships.

The theoretical underpinnings of social media marketing are largely derived from social influence theory, which posits that individuals are influenced by the behavior, attitudes, and opinions of those in their social networks [7]. This is especially evident in the growing importance of user-generated content (UGC), where consumers create and share their content related to a brand, such as reviews, testimonials, or product usage posts. UGC is powerful because it taps into peer influence, with studies showing that consumers trust content created by their peers more than traditional advertisements.

Brands that encourage and amplify UGC are able to extend their reach and influence in an organic manner, as peer recommendations hold significant sway in consumer decision-making processes.

Another key concept in social media marketing is engagement, which refers to the interactions between consumers and brands on social platforms. This may take the form of likes, shares, comments, retweets, or direct messages. Mangold and Faulds [8] highlight that social media facilitates direct communication between brands and consumers, enabling companies to respond to feedback, address concerns, and build relationships in a way that traditional marketing channels do not allow. This two-way communication is essential for fostering brand loyalty, as it helps consumers feel valued and heard.

Influencer marketing is another prominent strategy within social media marketing, where brands collaborate with individuals who have large and engaged followings on social platforms. These influencers, often seen as experts or trendsetters, promote brands by sharing their experiences and opinions, which can significantly shape consumer perceptions. Research shows that influencer marketing can be highly effective in reaching younger demographics, who are more likely to trust influencers over traditional advertising methods [9]. Brands that partner with influencers can expand their reach and build credibility by associating with figures who resonate with their target audience.

In addition, social media marketing benefits from network effects, where the value of a platform increases as more people use it. As consumers engage with brands on social media, they often share content with their networks, exponentially increasing the brand's visibility and reach. This phenomenon creates a viral effect, where content rapidly spreads across platforms, making social media marketing an efficient and scalable way to reach large audiences .

3. Background analysis of Florasis

Florasis, founded with a deep appreciation for traditional Chinese culture, aims to integrate this cultural richness into modern beauty products. Inspired by the founder's exposure to Western beauty brands during her studies abroad, Florasis seeks to combine traditional Chinese aesthetics with contemporary fashion. The brand's mission is twofold: to highlight the beauty of Chinese culture and provide high-quality beauty products that cater to modern consumer demands.

During its inception, Florasis faced significant challenges, including low brand recognition and fierce market competition. To counter these hurdles, the brand adopted a targeted digital marketing strategy, focusing on engaging with younger consumers through social media and influencer (KOL) partnerships. In 2018, Florasis organized an online live event infused with traditional Chinese cultural elements, attracting widespread attention and boosting brand awareness. As the product line expanded, limited-edition and co-branded releases further captured the interest of younger audiences. Today, Florasis stands as a leader in the beauty industry, with its innovative marketing strategies and distinctive brand positioning firmly establishing a positive image among consumers.

The brand's core value lies in its successful fusion of traditional Chinese culture with modern beauty. This is evident in its product design, which incorporates traditional elements like embroidery, ceramic motifs, and classical floral patterns. Florasis also emphasizes simplicity and artistry in its packaging, appealing to consumers' visual senses. Furthermore, the brand employs storytelling in its advertising campaigns, showcasing the charm of traditional culture and allowing consumers to connect emotionally with the brand. This culturally driven narrative strengthens Florasis' uniqueness and deepens consumer attachment to the brand.

Florasis primarily targets young consumers aged 18 to 35 who value cultural identity and individual expression. Through rigorous market analysis, the brand recognized that this demographic not only prioritizes product quality but also seeks a sense of cultural heritage in the products they purchase. Florasis actively engages these consumers by promoting culturally relevant content on

social media platforms and collaborating with key opinion leaders (KOLs) to deepen its reach and resonance with this target group.

4. Analysis of Florasis' digital marketing strategy

As a brand that has distinguished itself through a deep commitment to cultural heritage and aesthetic innovation, Florasis exemplifies how companies can leverage digital platforms to engage with modern consumers while preserving cultural authenticity. This analysis delves into the key elements of Florasis' digital marketing strategy, including its use of social media, influencer marketing, content marketing, and e-commerce platforms, and examines how these strategies contribute to its competitive edge in the beauty industry.

4.1. Social Media Engagement: Building a Community

Florasis has strategically used social media to build a loyal customer base and promote its brand identity. Platforms such as Weibo, TikTok, and Little Red Book have been integral to the brand's success. These platforms, widely popular among young Chinese consumers, allow Florasis to communicate its brand message directly to its target audience and engage with them in meaningful ways.

Florasis frequently shares visually appealing content that highlights the brand's fusion of traditional Chinese aesthetics and modern beauty. The brand's packaging and product designs often feature elements of classical Chinese culture, such as embroidery, floral motifs, and traditional Chinese painting styles. These cultural symbols are prominently displayed in social media posts, effectively reinforcing the brand's unique positioning. Additionally, Florasis uses social media to create interactive experiences, such as live-streaming product demonstrations and tutorials, which allow consumers to engage with the brand in real-time. This engagement fosters a sense of community and strengthens the emotional connection between consumers and the brand.

Research has shown that interactive and community-oriented social media strategies are crucial for building brand loyalty, especially among younger consumers [8]. By creating a dialogue with its audience, Florasis encourages user-generated content (UGC), which further amplifies its reach. UGC campaigns, such as inviting consumers to share photos of themselves using Florasis products, allow the brand to leverage the authenticity and trust that peer recommendations provide. The use of branded hashtags, such as #FlorasisBeauty and #FlorasisCulture, helps to increase the visibility of these posts and foster a broader conversation around the brand.

4.2. Influencer Marketing: Leveraging Key Opinion Leaders (KOLs)

Influencer marketing has become a core component of Florasis' digital strategy, enabling the brand to reach a wide audience through trusted voices in the beauty community. In China, Key Opinion Leaders (KOLs) wield significant influence over consumer purchasing decisions, particularly in industries such as beauty and fashion [9]. Florasis has collaborated with a range of influencers, from micro-influencers with niche followings to major beauty icons with millions of followers, to promote its products.

These collaborations are not simply transactional but are deeply integrated into the brand's storytelling approach. For instance, Florasis often works with influencers who share a passion for Chinese culture or who have a strong aesthetic alignment with the brand's values. By partnering with influencers who can authentically convey the brand's cultural significance, Florasis ensures that its messaging resonates with its audience on a deeper level.

The success of this strategy is evident in the brand's live-streaming events, which are frequently hosted by popular influencers. These events showcase Florasis products in real-time and allow

influencers to demonstrate their use while engaging with their followers. Live-stream shopping has proven to be an incredibly effective sales channel in China, where consumers enjoy the immediacy and interactivity of the format [6]. During these sessions, viewers can ask questions, receive recommendations, and make purchases directly through the platform, making the shopping experience seamless and engaging.

Furthermore, the alignment of influencer values with the brand's core message of cultural heritage has strengthened Florasis' position in the market. Consumers are not just drawn to the quality of the products but also to the cultural narrative that influencers help to amplify. This approach enhances brand credibility and fosters consumer trust, as influencers are seen as authentic advocates rather than mere advertisers.

4.3. Content Marketing: Emphasizing Cultural Heritage and Storytelling

Florasis' content marketing strategy revolves around storytelling, which is crucial to its brand identity. The brand places a strong emphasis on conveying the beauty and significance of traditional Chinese culture through its products. This strategy aligns with the principles of content marketing, which focus on providing valuable, relevant, and engaging content to build consumer trust and foster long-term relationships [1].

Florasis uses a variety of content formats to communicate its brand story, including blog posts, videos, tutorials, and behind-the-scenes insights into product development. Each piece of content is crafted to highlight the intricate design process and cultural inspirations behind Florasis products. For example, the brand often shares stories about the artisans who create the intricate patterns on its packaging or the traditional Chinese beauty rituals that inspire its formulations. This content not only educates consumers but also elevates the perceived value of the products by connecting them to a rich cultural heritage.

The brand's content is also designed to appeal to the aesthetic sensibilities of its target audience, particularly young women aged 18 to 35. Visual content, such as high-quality photography and videos, plays a significant role in Florasis' content marketing efforts. By consistently delivering visually stunning content that resonates with consumers' desire for beauty and elegance, Florasis reinforces its brand image and differentiates itself from competitors.

Content marketing also plays a critical role in search engine optimization (SEO), as regularly updated, high-quality content improves the brand's visibility on search engines like Baidu and Google [5]. By optimizing its content for relevant keywords related to Chinese beauty, culture, and cosmetics, Florasis ensures that its website and e-commerce listings rank highly in search results, driving organic traffic to its digital storefronts.

4.4. E-Commerce Integration: Capitalizing on Digital Retail Platforms

Florasis has effectively integrated e-commerce into its digital marketing strategy, utilizing major platforms such as Tmall, JD.com, and its own online store to reach a broad consumer base. The rise of e-commerce in China has transformed how consumers shop for beauty products, with many preferring the convenience of online shopping over traditional brick-and-mortar stores [10]. Florasis has capitalized on this trend by offering a seamless shopping experience across multiple digital channels.

On e-commerce platforms, Florasis enhances the consumer experience through detailed product pages that emphasize the cultural significance of its offerings. The brand uses storytelling on these pages to describe the traditional Chinese elements that inspire each product, reinforcing its cultural narrative while appealing to consumers' emotional connection with the brand. In addition, Florasis

frequently runs promotions and limited-edition product releases, which help to create a sense of urgency and exclusivity around its products.

Furthermore, the brand uses data-driven insights to optimize its e-commerce strategy. By analyzing consumer behavior and preferences, Florasis can make informed decisions about product recommendations, pricing, and promotional strategies. This data-driven approach allows the brand to continuously refine its marketing efforts and maximize its impact in the competitive beauty market.

5. Challenges and opportunities of Florasis' digital marketing

5.1. Challenges in Maintaining Brand Authenticity and Consistency

Brand dilution refers to the phenomenon that the core values and image of the brand become blurred due to excessive marketing or inconsistent dissemination. In the radical digital marketing environment, Florasis faces the risk of brand dilution, especially over-reliance on the promotion of KOL and Internet celebrities, which may lead to confusion in the brand image. For example, some brands weaken their brand positioning due to excessive cooperation with Internet celebrities of different styles. In order to meet this challenge, Florasis has adopted a clear brand communication strategy to ensure the selection of KOLs consistent with the brand values in the cooperation, so as to maintain the core values and image of the brand.

The digital marketing environment is changing rapidly, and new social media platforms and changes in consumer preferences make it necessary for brands to respond flexibly. In this environment, it becomes especially important to manage consumer expectations. Brands need to continue to provide consistent value and experience to ensure that consumers' perception of the brand is not affected. Florasis adjusts her marketing strategy in real time through regular market research and consumer feedback. For example, when the market trend changes, Florasis can quickly launch relevant products and marketing activities to maintain a good relationship with consumers.

The conflict between traditional cultural value and digital innovation requires brands to achieve a balance in strategy. While maintaining the core of traditional culture, Florasis actively carries out digital innovation, such as using modern technology to reinterpret traditional elements. This strategy not only enhances the cultural depth of the brand, but also improves the market competitiveness of the product. For example, Florasis launched limited edition products combined with traditional culture through digital means, successfully attracting young consumers. In the future, it is recommended that Florasis continue to maintain the foundation of traditional culture and explore a wider range of digital innovation opportunities to maintain the vitality and modernity of the brand.

5.2. Opportunities for Growth and Innovation in Digital Marketing

With the development of globalization, Florasis' opportunities to use digital means to expand the global market are gradually increasing. Brands quickly enter the international market through social media and e-commerce platforms. For example, Florasis' marketing strategy in overseas markets emphasizes brand stories and cultural transmission, successfully attracting consumers around the world. However, the rise of cross-border e-commerce has also brought challenges, including logistics, payment methods and localized marketing. Florasis needs to constantly optimize supply chain management and customer service to meet these challenges. Successful international brand cases, such as Estée Lauder's global marketing strategy, provide Florasis with a reference and emphasize the importance of cultural adaptation and brand consistency.

The application potential of AR/VR technology in the beauty industry is huge. Florasis can improve consumers' shopping experience through virtual makeup trial and immersive brand experience. At present, Florasis is considering launching a virtual makeup trial tool to help consumers intuitively feel the effect of the product before purchasing. In the future, with the further development

of technology, Florasis can explore the use of VR technology for brand display to enhance user interaction and participation. This will enable brands to provide a more personalized and fascinating experience, thus enhancing consumers' brand loyalty.

The trend of data-driven personalized marketing is becoming more and more obvious, and brands need to use big data and AI technology to improve market competitiveness. Florasis' application in personalized marketing has begun to bear fruit. For example, it provides personalized product recommendations through data analysis and AI technology to help consumers find suitable products faster. In the future, Florasis can further develop personalized services and use consumer behavior data to provide customized suggestions and promotional activities. In addition, brands can also use AI technology to analyze market trends and formulate more accurate marketing strategies to enhance their competitive advantages.

6. Conclusion

Through this research, Florasis' successful experience in digital marketing has been summarized. While using digital means to attract young consumers, the brand also maintains the inheritance of traditional culture. The study found that digital marketing has significantly enhanced brand loyalty, increased sales and expanded market share. The brand has successfully established a strong market influence through diversified strategies such as social media, KOL cooperation, content marketing and e-commerce. This study provides valuable insights for the academic community and the industry, and shows the importance and impact of digital marketing in the beauty industry.

With the continuous progress of technology, the future trend of digital marketing in the beauty industry will show a more diversified appearance, including the application of emerging technologies and stronger consumer data analysis capabilities. Florasis should continue to explore digital means in the future and maintain its leading position in the market. Brands can further improve market performance by strengthening the interaction and personalized experience with consumers. Overall, digital marketing will promote the continuous innovation and development of the beauty industry. Brands need to adapt to the rapidly changing market environment to maintain a competitive advantage.

The limitation of this study lies in the limitation of data sources and the limitation of the scope of research. In the future, a broader comparative study of cross-cultural backgrounds and different markets can be considered. It is recommended that future research will deeply explore the adaptability of digital marketing strategies in different cultures, as well as the mutual influence of the beauty industry and other industries in the process of digital transformation. In addition, as consumer behavior changes, researchers can pay attention to the changes in consumers' demand for brand stories and cultural values, and analyze how to meet these needs more effectively through digital means.

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