

# *Analysis of Digital Marketing Strategies of Fenty Beauty*

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**Abstract:** This case study explores the digital marketing approach of Fenty Beauty, a cosmetics brand founded by globally renowned singer and entrepreneur Rihanna in 2017. Through a qualitative methodology, the study delves into Fenty Beauty's digital strategy by employing contemporary marketing frameworks and conducting a SWOT analysis. The primary goal of the research is to uncover key insights into Fenty Beauty's digital success while offering evidence-based recommendations for future growth in the increasingly competitive beauty industry. The findings reveal that Fenty Beauty's strengths are rooted in its distinctive and inclusive brand identity, highly effective social media engagement, and strategic use of influencer partnerships. However, there are opportunities for the brand to enhance its digital presence further by focusing on personalized customer experiences and optimizing search engine visibility, which could drive even greater engagement and sales growth.

**Keywords:** Digital marketing strategy, beauty industry, SWOT analysis, social media engagement, brand positioning.

## **1. Introduction**

The cosmetics industry has grown significantly worldwide, and estimates place its market value at \$758.4 billion by 2025 [1]. The development of digital platforms and the growing importance of online customer interactions are primarily responsible for this growth [2]. Effective digital marketing is now a crucial factor in determining a brand's success in an ever-changing industry.

The artist and businesswoman Rihanna launched Fenty cosmetics in 2017, and it has since become a prominent illustration of effective digital marketing in the cosmetics sector. The business has gained recognition for its inclusive philosophies and extensive line of goods that accommodate many skin tones and types [3]. The goal of this research is to evaluate Fenty Beauty's digital marketing strategy by doing a SWOT analysis to identify its benefits, drawbacks, opportunities, and threats.

This study provides useful insights for marketing professionals and examines these concerns and contributes to the growing body of knowledge on digital marketing in the beauty industry.

The introduction of digital technologies has resulted in considerable disruptions to the beauty business. The way beauty companies interact with their customers has evolved as a result of the replacement of traditional advertising with more interactive and engaging methods on digital platforms [4]. Social media in particular has developed into a vital medium for the spread of beauty.

This study provides valuable insights for marketing specialists and adds to the expanding body of knowledge on digital marketing in the beauty industry by examining these difficulties.

The introduction of digital technologies has resulted in considerable disruptions to the beauty business. The way beauty companies interact with their customers has evolved as a result of the replacement of traditional advertising with more interactive and engaging methods on digital platforms [4]. In particular, social media has become an essential channel for the dissemination of beauty.

**The Use of SWOT Analysis in Marketing Plans** The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a widely used tool in strategic planning, including in the development of marketing strategies [5]. It provides a structured approach to evaluating both internal factors (strengths and weaknesses) and external factors (opportunities and threats) that influence an organization's strategic position.

## **2. SWOT Analysis of Fenty Beauty's Digital Marketing Strategy**

This case study employs a qualitative research approach and secondary data sources to assess Fenty Beauty's digital marketing strategy. The primary framework used is the SWOT analysis, to which concepts from digital marketing theory are included as needed. After a thematic analysis of the data, the findings were arranged using the SWOT framework. This methodology enables a thorough analysis of Fenty Beauty's digital marketing strategy in relation to the larger beauty sector.

### **2.1. Strengths**

**Unique Brand Identity:** Fenty Beauty has developed a strong brand that constantly embodies its essential principles of diversity and inclusivity. Customers find this very relatable, especially those who have felt neglected by conventional beauty brands [6].

The founder's impact Fenty Beauty benefits greatly from its relationship with the internationally renowned Rihanna, which enhances its brand equity. The tremendous digital reach and legitimacy of Fenty Beauty are largely attributed to Rihanna's own brand and large social media following [7].

**Good Social Media Interaction:** Fenty Beauty is consistently active and interesting on a number of social media sites, especially Instagram. The company uses user-generated content to its advantage, showing actual customers use its products [8].

**Novel product launches:** Fenty Beauty has perfected the art of generating excitement for the introduction of new products by partnering with influencers and using social media teasers in a calculated manner.

### **2.2. Weaknesses**

**Limited Personalization:** Fenty Beauty has used social media to successfully engage its audience, but its tailored marketing could still use some work. More AI-driven customisation capabilities that accommodate individual preferences could be incorporated by the brand [9].

**Inadequate Email Marketing:** In contrast to its social media endeavors, Fenty Beauty's email marketing approach seems less advanced. Building more specialized and focused email marketing could improve Fenty Beauty's ability to cultivate client relationships [10].

**Subpar SEO Performance:** Compared to some competitors, Fenty Beauty performs less well in search engine optimization (SEO) for important beauty-related search phrases. Increasing visibility is mostly dependent on improving SEO results, especially when trying to draw in new clients who may not be familiar with the brand [11].

## 2.3. Opportunities

**Expansion into Emerging Social Media Platforms:** There is significant potential for Fenty Beauty to expand its presence on emerging social media platforms, particularly TikTok. With its large user base, TikTok has become a critical platform for reaching younger demographics [12].

**Leveraging Emerging Technologies:** The integration of augmented reality (AR) and virtual reality (VR) technologies presents an opportunity for Fenty Beauty to enhance the online shopping experience. AR-powered virtual try-on features could differentiate Fenty Beauty in the e-commerce space [13].

**Expanding Influencer Collaborations:** While Fenty Beauty already works with influencers, there is potential to expand these partnerships, particularly with micro-influencers. Collaborating with a diverse range of influencers with smaller but highly engaged followings could further emphasize the brand's inclusive message [14].

**E-commerce Expansion in Emerging Markets:** As internet penetration continues to increase globally, there is significant potential for growth in emerging markets where e-commerce is still developing [15].

## 2.4. Threats

A growing number of firms are embracing similar messaging and diversifying their product offerings, which is creating competition in the inclusive cosmetics market. The emergence of inclusive product lines by companies like Maybelline and L'Oréal could undermine Fenty Beauty's USP [16].

**Danger of Being Perceived as Inauthentic:** Fenty Beauty runs the danger of having its inclusive marketing come off as inauthentic in a time when consumers are growing less receptive to brand activism [17].

**Altering Algorithms on Social Media:** Organic reach is challenged by the dynamic nature of social media algorithms. Without making a sizable investment in paid advertising, organizations frequently find it more challenging to obtain organic engagement as platforms adjust their algorithms [18].

The beauty business as a whole may be impacted by economic uncertainties such as downturns in the economy or changes in consumer buying patterns. Consumers may spend less on non-essential items like cosmetic products when the economy is uncertain [19].

## 2.5. Suggestions

To strengthen Fenty Beauty's internet marketing strategy, the SWOT analysis backs up the following recommendations.

Employ AI-driven solutions that provide personalized content and product recommendations on digital channels to enhance personalization.

Formulate a comprehensive SEO plan in order to boost search ranks for key beauty-related terms.

To reach niche markets and enhance authenticity, deepen collaborations with micro-influencers.

By using AR and VR technology, virtual try-on experiences can be created to enhance the online shopping experience.

Building a strong online presence on emerging platforms such as TikTok will help you reach younger people.

Pay Attention to Narration: Using compelling narratives about product development and brand values, you may deepen your emotional connection with customers.

Enhance Your Email Marketing Approach: Develop email campaigns that are more targeted and segmented to strengthen customer relationships and boost conversion rates.

### 3. Conclusion

Fenty Beauty has achieved remarkable success in digital marketing to establish itself as a leading inclusive beauty brand. The brand has built a strong digital presence by retaining a strong brand identity, effectively utilizing social media, and collaborating with influencers. To maintain its competitive advantage, Fenty Beauty must fix its shortcomings, such as restricted customization and poor SEO performance, while also capitalizing on opportunities such as emerging technologies and new social media platforms.

The beauty industry is constantly evolving, driven by changing customer needs and technological innovations. By applying the study's recommendations, Fenty Beauty may be able to strengthen its digital marketing strategy, decrease potential risks, and continue to succeed in the competitive beauty industry. Long-term success will require inclusive messaging and adaptability to shifting technological breakthroughs.

This case study contributes to the growing body of information about digital marketing in the beauty business and provides practical insights for marketing professionals. Future study should investigate the evolving digital marketing landscape in the beauty sector, with a focus on the integration of new technology and the long-term effectiveness of inclusive marketing approaches.

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