

# ***Marketing and Promotion Methods of Different Products***

## ***—Taking Instagram as an Example***

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**Abstract:** With the gradual improvement of people's quality of life, various distinctive products have appeared one after another, and the competition has become more and more fierce. Merchants are looking for the most suitable marketing method in order to promote their products. This article will study the three marketing channels of TV commercials, promotions and social media platforms and the promotion methods of the two major product types of beauty products and daily necessities. This article will compare the contemporary applicability and effectiveness of these three marketing channels to analyze the best contemporary marketing channel and then start with the characteristics of three different types of products to analyze the role of different products in this marketing channel. The best way to market. The study found that social media platform promotion stands out as the most effective promotion method in the contemporary era; the marketing methods of beauty products and daily necessities are all based on blogger promotion and photo promotion.

**Keywords:** social media, marketing promotion methods, photo promotion, blogger promotion

## **1. Introduction**

With the advancement of science and technology in the world, smart electronic products have gradually occupied people's daily life. During leisure time, people are getting more and more addicted to the online world. In the digital age, social media, where people can post videos at will, communicate with different groups of people, and post comments, has gradually become an important way for people to understand the world. According to the "Global Digital Overview 2022" report, there are more than 4.62 billion social media users worldwide, equivalent to 58.4% of the total global population. On average, global Internet users spend nearly 2.5 hours a day on social media, and it is growing at a rate of 2 minutes per day [1]. With the gradual improvement of social media, all kinds of businesses have also landed on the platform to promote their own products, and the effect is remarkable, and it has gradually become an important channel between consumers and businesses. According to the survey, 76% of the respondents will shop on social media. 65% of people said that they get shopping inspiration through social media platforms; 61% of people shop when they stumble upon products they like on social media; 60% shop through online celebrity recommendations and links; Shopping within branded content [2]. However, which promotion method is more willing to accept by customers with different product needs and which method makes them want to buy and pay for it? In which marketing methods do different types of merchants spend more time and money?

What special marketing methods are used by bloggers on social media for different products to increase sales? This article will look at the popularity of various marketing promotion methods and the ways in which various products are introduced and promoted on social media. First, the three main marketing channels are analyzed, and then the products are roughly divided into two categories: beauty products and daily necessities, and each branch of the categories is explained one by one.

## **2. Different Marketing Channels**

An effective marketing promotion method can greatly increase overall sales. Currently, the most popular marketing channels can be roughly divided into three types: TV commercials, sales promotions, and social media promotions.

### **2.1. TV Commercials**

TV commercials are advertising videos placed between fixed channels of traditional TV. According to research reports, the low assurance that the advertisement will be viewed and effective is the major obstacle for the TV advertising market. Numerous individuals change the channel when an advertisement comes up during the show break. Additionally, individuals, these days use smartphones during advertisements until their show returns, which results in less consideration towards the promotions [3]. These barriers greatly reduce the chances of people purchasing items through TV commercials due to the random channel switching and other activities of the viewer during the advertisement period. At the same time, data shows that in 2015, the radiation area of traditional TV users in the world was as high as 71%, but in 2021, this number has shrunk to 56%[2]. The number of people watching traditional TV is greatly decreasing, which means that the target customers those businesses want to sell to through TV advertisements are greatly reduced. This channel is no longer an efficient and wide-reaching marketing method.

### **2.2. Promotions**

The second type of marketing promotion is when a merchant decides to sell products at a discount during special periods or festivals. According to Adobe Analytics data, American consumers spent a record \$5.3 billion online on Thanksgiving Day, a 3% increase from last year. Merchants lure consumers with deep discounts on toys and electronics. Mobile shopping drove 55% of the festival's online sales, an increase of 8.3% compared to last year [4], and Adobe Analytics reported that the online sales of Black Friday in the United States reached 9.12 billion US dollars, setting a record, and 2021 A year-on-year increase of 2.3% [4]. Based on these data, the promotion method seems to be a potential marketing method. However, time limits this marketing channel. The above data shows that the sales promotion days are fixed in a year. Simply put, only when the products are promoted on these fixed days will there be good returns. Therefore, promotion is not a perfect way.

### **2.3. Social Media**

The third way is to use bloggers with a large number of followers on social media platforms to promote. In this way, there is no need to worry that customers will block advertisements in other ways, nor will it limit the time for merchants to sell products. According to e-commerce statistics, online stores with social media have on average 32% higher sales than stores that do not use social media [5]. This proves that social media is the most effective marketing method in the current digital age. YouTube, Instagram, Twitter and TikTok are popular social media platforms, which one is the most suitable for marketing and promotion? According to the information, Instagram has one of the highest audience engagement rates among other social media – 58 times higher than Facebook and a

whopping 2000% on Twitter [5], and Instagram is more favorable in regard to ads because their posts get more engagement than Facebook [6]. Although Instagram is not the most downloaded software, it has two unique advantages in advertising marketing. First of all, Instagram's page display method is mainly based on photos. Pictures are more accurate and intuitive than long paragraphs of text, and more attractive than videos. Second, Instagram has the highest audience engagement of any social media platform. For example, while Twitter has twice as many users as Instagram after Dior posted the same video on both platforms, they got 28,000 likes on Instagram, but only 80 retweets and tweets on Twitter. 128 favorites [5]. These data prove that Instagram is the best of all social media platforms in terms of marketing promotion. Next, this paper will use Instagram as an example of a social media platform to introduce how to promote different types of products.

### **3. Marketing Methods of Beauty Products**

First of all, the first product type is a beauty product with great potential and continuous development. A recent study by Harvard Business School found that 62% of women follow beauty influencers on social media. Content creators were also ranked highest in terms of influencing beauty product purchasing decisions, followed by third-party product reviews and beauty professionals [7]. With the rapid development of the times, more and more people have stronger ideas and unique insights into the pursuit of beauty. The number of brands making beauty products continues to increase, which also provides a reliable background for the development of social media platforms. Instagram has been leading the beauty trend. According to data from Beauty Mattea, 67% of beauty product buyers admit that they browse Instagram to buy products; Instagram also makes the sales of beauty products on Amazon soar [8]. The following article will mainly explain the three main branches of beauty products—makeup, skin care products, and beauty appliances.

#### **3.1. Promotion Methods of Color Cosmetics**

The first is the promotion method of makeup: Instagram is a gathering place for celebrities and bloggers. Many makeup brands take the activity between fans and celebrities as the first step to increase product exposure. In 2014, Estee Lauder officially announced supermodel Kendall Jenner as the ambassador of Estee Lauder on Instagram. In 2014, a fashion-leading supermodel at the time, Kendall Jenner swept all major fashion shows, and also had a large number of subscribers and a high like rate on Instagram. And this move has also successfully increased the exposure of Estee Lauder. According to the data, just 24 hours after the announcement of signing a new spokesperson, the number of fans of the brand's official Instagram account increased by 18%. The current number is 434,000, which has successfully exceeded the average line of beauty fans [9]. Another way to promote makeup products is to use users who are interested in makeup or makeup tutorials on social media platforms to establish time-honored brands in the name of the brand. Restricted theme activities. Every user can participate in this activity, which includes but is not limited to show makeup sharing, brand makeup sharing, etc. In order to allow more users to participate in this activity, the brand side usually selects Internet celebrities, stars, or bloggers who are suitable for the activity, and uses them as starters to let more people know about the brand by increasing user participation and then Expanding the potential customer market.

#### **3.2. Marketing Methods of Skin Care Products**

For another important area of beauty products—skin care products, the marketing and promotion methods of such products will be slightly different from those of color cosmetics products. For skin care products, the effect of using such products does not appear immediately, but through long-term use. Skincare blogger Lesley Buckle (@freshlengths) said: "Half of the consumers will check online

reviews before buying cosmetics. There are also a lot of satisfying videos online. The stark contrast between before and after using skincare products, this Such videos will quickly become popular on social media.” [10]. Therefore, for the promotion of skin care products, inviting some recognized bloggers to promote them will have a better effect than celebrities. Secondly, merchants can choose to focus on promotion within a fixed period of time to increase product exposure and bloggers’ promotion volume, and concentrate the biggest advantage of product promotion into a recognizable feature, which can be packaging, product ingredients Use cycle, etc.

### **3.3. Marketing Methods of Beauty Tools**

The third category of beauty products is cosmetic appliances that seem to be very daily and simple. For this type of product, merchants do not need to spend a lot of time finding a large number of celebrities for separate promotions. A more effective promotion method is to let the brand's beauty tools appear in the blogger's video in a long-term and continuous process at every fixed cycle (there can be a short introduction, but it does not need to take up a long time alone introduce). The above is the promotion method of the key branch of beauty products. Next, this article will introduce the most popular product type on Instagram - daily necessities.

## **4. Daily Necessities**

Daily necessities, as the daily necessities of people, have a wide range. People's pursuit of fashion is getting higher and higher, and daily necessities that can show fashion are becoming more and more popular. The so-called daily necessities are very different from the marketing methods of beauty products. In order to meet the daily needs of customers, the standard of daily necessities must be reliable and durable. In this regard, customers must pay more attention to the quality and reputation of the brand. Therefore, if you want to market such products, the first step is to market the brand itself and shape its unique style of the brand. With people focusing more on their images and following every bit of the latest trends. Sunglasses and watches have become a top choice for customers [11].

### **4.1. Marketing Methods of Sunglasses**

First of all, this article will take the most popular fashion daily necessities—sunglasses as an example to introduce the marketing and promotion methods of this product. As one of the best selling products of this type at present, its market competition must also be very strong. The biggest difference between the marketing methods of fashion or design-oriented daily necessities such as sunglasses and beauty products is that such products do not need to rely on bloggers or internet celebrities for their promotion centers. As mentioned above, Instagram has a natural advantage for businesses among major social media platforms—pictures. Exquisite pictures that show the unique design, materials, details, and brand concept of the product will attract customers more directly than appearing in the promotional video of the blogger. Oakley is a very famous brand of sunglasses, and a good example of the way sunglasses are marketed. The brand has very distinctive product features and special sunglasses performance. According to the description of the article, the sporty feel of the brand's shades is now its signature, setting Oakley apart from the competition. One key benefit to these sunglasses is that they pair sporty style with polarized lenses, which protect your eyes from unwanted glare and make it easier to see past reflections—especially on the water [12]. The reputation of the brand, the uniqueness of the product, and the exquisiteness of the promotional photos are the three major elements of whether a pair of sunglasses can be successfully marketed. Then, according to the needs of the seller, a small amount of promotion by fashion bloggers or celebrities can be added.

## 4.2. Marketing Methods of Electronic Products

Next, this article will introduce the second largest category of daily necessities—electronic products (including but not limited to mobile phones, computers, Bluetooth headsets, and high-tech products in daily life, etc.). The marketing and promotion methods for this type of product are similar to the promotion methods for sunglasses mentioned above. The same thing is that this type of product also needs to be mainly promoted by photos of the brand's official account, but the difference is that what needs to be highlighted in the photos is the unique technological process of the product as an electronic product or the interior of the product. Structure and other photos that show a sense of technology, rather than the appearance-based promotion of sunglasses like the above. Take the promotion of the iPhone 14 on Instagram as an example. The promotional pictures of iPhone 14 on Instagram are mainly the special colors developed by the new generation and the Dynamic Island on the mobile phone screen. Some promotional pictures will highlight the technological progress of the iPhone 14 and the advantages of the new generation of chips. In addition, the second difference is that electronic products do not need to be promoted by some bloggers or celebrities, and all the promotion directions can be transferred to the packaging of official accounts.

## 4.3. Marketing Methods for Cleaning Products

The final category of products covered in this article is a detergent product mainly used for washing clothes, dishes, or floors. The price of such products is generally low, and the price is usually around \$3-6. Since this kind of product has a lot of demand in daily life, it does not need exquisite packaging, nor does it need a lot of promotion on official accounts. As a very popular cleaning product, there is not much difference in the cleaning effect of the products of various brands, so customers will choose the more affordable and familiar one among the products with little difference in effect. Therefore, merchants should focus their marketing and promotion centers on the promotion of bloggers. Invite a large number of household influencers at the middle level to promote and emphasize the affordability and cleaning effect of the product. The above is the promotion and marketing methods of daily necessities and three key branches—sunglasses, electronic products, and cleaning products.

## 5. Conclusion

This article is based on the analysis of three popular marketing promotion methods and the research on the marketing methods of different products in various sections. According to the research, promotion on social media platforms is the most effective and most influential way in the current society; the main marketing methods focus on inviting bloggers or celebrities to promote and use pictures of merchants' official accounts to promote, according to different types of products, there are subtle differences in the duration of the promotion, the number of bloggers invited or the main content of the photo promotion. This article is mainly contributed to merchants who have the need to promote their products, and it is helpful for merchants who produce different types of products to find suitable promotion methods on social media platforms. Safety razor and personal care brand Gillette is a great example of a successful promotion. They used the photo format to emphasize the details of the product, collaborated with a large number of middle-class influencers, and created the hashtag #ChooseToSmooth. Through the form of online celebrities participating in this label to increase exposure, the sales of the new series of products - Gillette Venus have been greatly increased through promotion. For the marketing and promotion of different types of products, it is very important to find the target group corresponding to the product and resonate with the target customers with the unique advantages and labels of the product. Some brands only tend to develop their own products and forget to connect with customers. Such promotion results are bound to be ineffective. However, the current study is limited to three marketing methods—TV commercials, sales promotions, and



social media platform promotions—and two product types—beauty products, and electronics. In the future, this research will go deeper into multiple marketing methods and different promotion methods for more product types.

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