

From Traffic Competition to Market Conversion: Optimization Strategies for New Media Marketing Operations - The Perfect Diary as an Example

Yushan Song

Digital Media Art, Jiangxi Institute of Fashion, 330201 Jiangxi, China

Keywords: Flux, Marketing Operations, Market.

Abstract: In the era of booming new media, marketing operations face the key challenge of moving from acquiring traffic to realizing market conversion. This thesis takes the beauty brand Perfect Diary as an example to deeply analyze its practice in new media marketing operations. Firstly, it elaborates on the fierce competition of traffic in the current new media environment and the importance of market transformation for enterprises. Then it analyzed the marketing strategy of Perfect Diary on the new media platform in detail, including the use of social media to create explosive, cross-border cooperation, word-of-mouth communication by Key Opinion Leaders and Key Opinion Consumers, and other diversified means to attract traffic. Future research should focus more on strengthening the collection, analysis, and application of user data, to gain a deeper understanding of the user's needs, interests, and behavioral habits, and to achieve accurate user profiling and personalized content recommendations, to improve the relevance and effectiveness of marketing activities.

1 INTRODUCTION

Social media platforms such as WeChat, Weibo, Jieyin, and Xiaohongshu have a huge user base and have become an important battleground for brand marketing. Brands can expand their reach by posting interesting and valuable content that attracts users' attention and sharing.

Social media platforms allow for precise user targeting based on their interests, age, geography, and other information, and brands can target specific user groups for marketing. For example, beauty brands targeting young female users can be accurately promoted on Xiaohongshu. The formation of social circles also provides new opportunities for brand marketing. Users form various circles of interest on social media, and brands can make precise circle marketing by penetrating these circles.

"How to optimize the brand's market performance through the effective operation of new media platforms, and ultimately achieve the goal from traffic acquisition to user conversion?" Start by clearly defining the brand's unique values, personality, style, and points of difference from competitors. Brands need to identify a brand positioning that resonates with their target audience based on the characteristics of their products or

services to make targeted communications on new media platforms. Secondly, through market research, data analysis, and other ways to understand the target audience's age, gender, interests, consumption habits, demand pain points, and other information.

This study focuses on using Perfect Diary as a typical case to deeply analyze the new media marketing operation strategy used in the process from traffic competition to market conversion. This study is very meaningful to analyze the success path of Perfect Diary in detail and explore the replicable and scalable optimization strategies and practical experience. To provide a bright light for other enterprises in this vast and challenging field of new media marketing, illuminating their way from the competition for traffic to the success of market transformation, thus helping enterprises to build up a sustainable competitive advantage in the new business environment, and to adapt to and lead the trend of the new media marketing era.

2 LITERATURE REVIEW

In "Palm Bridge Research", author Cao Kaining studies the content marketing strategy of beauty brands in the social media era - taking Perfect Diary

as an example. With the advent of the social media era, content marketing plays an increasingly important role. In the past, beauty brands' understanding of content marketing was more about placing a large number of content marketing advertisements on social media platforms to gain consumers' favor in the short term through promotions and achieve the purpose of sales growth. The new scale of traffic dividend no longer emerges beauty brands rely on a large number of marketing expenses, and it is difficult to achieve long-term development. In this realistic industry background, "how to realize the quality and effectiveness of content marketing" has been an increasing concern by beauty brands and is also a real problem worthy of marketing management research. Including content production and dissemination, it is concluded that: the development of social media for the perfect diary beauty brand brings new opportunities and challenges, perfect diary beauty brand content marketing media layout presents multi-channel, excellent cross-border, full coverage characteristics, that is, realize the short video-based, grasp the attention of consumers; multi-platform placement, accurate reach the target consumers, triggering consumer resonance. Evaluate its marketing performance to get quality content widely noticed; diversified dissemination to fully reach; content marketing to guide co-creation. However, not much has been covered in terms of offline sales, and this paper will add to the research in terms of offline activities (Liang, 2022).

The authors, Chen Qianting and He Lian have studied the analysis of the private precision marketing of beauty products and its realization path - taking "Perfect Diary" as an example in China Business Journal. With the development of the Internet and big data, enterprise management and development has entered the marketing 4.0 stage, and the current marketing model has been transformed, transformed into a consumer-centered private marketing approach, paying more attention to listening to the real voice of consumers to complete the brand upgrade and transformation. Perfect Diary is the leader in private flow operation, in just a few years, through the continuous upgrading and transformation and use of private marketing methods, frequently seized the first place on Tmall makeup list, for the perfect Diary's operation methods for research and analysis and experience, hope to provide more different enterprises with new marketing and operation ideas. However, the operational aspects of the content of the research are not comprehensive, this paper will go from the cooperation with Netflick

and so on to supplement the existing research gaps (Chen and He, 2023).

3 SYNTHESIS OF CASE STUDIES

The first is platform selection and audience positioning. Platforms Perfect Diary chose new media platforms such as Jittery Voice and Xiaohongshu as the main promotion channels (Liang, 2022). These platforms have a large young user base, which is highly compatible with Perfect Diary's target audience. Secondly, audience positioning: Perfect Diary is mainly positioned for young women, especially college students, and women who have just entered the workplace. These users have high interest and demand for beauty products are easily influenced by social media and are willing to try new beauty products. Then there's the KOL collaboration strategy. with a pyramid placement structure. First the head. Perfect Diary does a small number of collaborations with celebrities and well-known Key Opinion Leaders. The strong influence and fan base of these head KOLs can build momentum and endorse trust in the product. And then the midriff. After the head KOL promotion, Perfect Diary will work with a certain number of mid-waist KOLs. These KOLs are larger in number and have a more precise fan base, which can spread the product information more widely to the target audience. They post various forms of seed notes that show the features and benefits of the product from multiple perspectives. Finally, there is primary vegetarian participation. Perfect Diary will encourage a large number of junior vegans to participate in planting. Their sharing is closer to the perspective of ordinary consumers, and can create a Everyone is using the atmosphere, triggering the user to follow the trend of psychology (Huang, 2022). There are grass content creation and dissemination, diversified forms of content, first of all, graphic notes. On Little Red Book, Perfect Diary's content is mainly based on graphic notes. Will carefully take pictures of the product to show the product's appearance, texture, color, and other details, with detailed text descriptions of the product's use, efficacy, and personal experience. Then it will be on Jitterbug, with short videos as the main form of communication. It will show the process of using the product, makeup tutorials, etc. through short videos, and add interesting elements in the video, such as music, special effects, funny episodes, etc., to attract the attention of users. Finally, online public domain traffic acquisition, in addition to product promotion in cooperation with KOLs on platforms such as Jittery, Xiaohongshu, etc., Perfect Diary has

also set up an official account on Weibo, WeChat public number and other platforms to publish interesting and useful content to attract the attention of users. It also sells its products on its own e-commerce platform and cooperative e-commerce platforms and improves the user's purchasing experience by optimizing the product pages and providing excellent customer service. At the same time, the big data analysis function of the e-commerce platform is used to understand the user's needs and purchasing behavior, which provides the basis for accurate marketing. Also, experience events offline to drive traffic. Perfect Diary actively opens offline stores to provide consumers with product experience and purchase channels. The design of offline stores focuses on user experience by creating a comfortable and stylish shopping environment so that consumers can better understand and experience the products. Perfect Diary will participate in all kinds of beauty exhibitions to show the brand's products and image and communicate with professionals and consumers in the industry (Sun, 2021). At the exhibitions, Perfect Diary will set up an interactive experience area, so that consumers can try the products themselves, and improve consumers' knowledge and goodwill towards the products.

4 CROSS-PLATFORM COLLABORATION AND MATRIX PROMOTION STRATEGY

Perfect Diary will utilize multiple new media platforms in a way that creates a strong brand voice. The first is the Jitterbug video promotion, where Perfect Diary posts a variety of creative video content on the Jitterbug platform. They will build momentum with challenges, launching a variety of fun challenges such as the "Perfect Diary Makeup Challenge" to encourage users to participate and create Perfect Diary products. Users uploaded their makeup videos to participate in the challenge, which on the one hand increased the brand's exposure and on the other hand allowed users to develop a stronger sense of identification with the brand during the interaction. It will also be associated with the fact that these celebrities on Jitterbug usually have a large fan base and high influence, which can quickly promote the brand to a larger number of potential users. Little Red Book will utilize seed notes to share real experiences and is known for sharing real shopping experiences and lifestyles. Perfect Diary makes full use of this

feature and invites many beauty enthusiasts and bloggers to post their real product experiences and weed notes on Xiaohongshu, so that users can have a more comprehensive understanding of the products. And will also carry out product reviews and comparisons of this more objective way of evaluation so that users can better judge the cost-effectiveness and suitability of the product, but also increase the credibility of the brand. Then again, it will be doing Little Red Book's trending topic guide and launching related product promotion content. Secondly, it will also realize brand promotion diversification and precise positioning of different user groups to try and evaluate the products by inviting different levels of people to try and evaluate the products of Perfect Diary (Wu and Zhang, 2021). Daredevil will post a detailed review report after the trial, including the product's appearance, texture, usage feeling, and effect. The content of these reviews can provide users with objective references and help them better understand the products. In collaboration with Darren for creative content creation, such as beauty tutorials, product pairing recommendations, and fashionable outfits. These contents can not only show the diversity and practicality of the products but also meet the interest needs of different user groups and attract more users' attention. Finally, we will select the Darlings who match the characteristics of different user groups to cooperate. Personalized promotional content, customized for different user groups (Jiang, 2024).

5 CASE STUDY

5.1 Precise Positioning and User Insights

Perfect Diary will use big data analytics to collect and analyze data from various channels, including social media platforms, e-commerce platforms, and offline stores. Through the analysis of the user's browsing records, purchasing behavior, search keywords, and other data, in-depth understanding of the user's needs, interests, and consumption habits. And then pinpointing target users. Perfect Diary will target users mainly young women, especially college students and women just entering the workforce. These users have a high interest in and demand for beauty products, focus on value for money and fashion and are also easily influenced by social media. Based on the analysis of user data, Perfect Diary can push personalized content for different user groups (Chen, 2021).

5.2 Content Marketing Diversity and User Experience

First from the short video side. The short videos posted by Perfect Diary on platforms like Shakeology are usually highly creative. With beautiful graphics, dynamic music, and smooth editing, these short videos quickly catch users' eyes. In the short video, Perfect Diary skillfully displays the appearance, texture, and usage effect of the product, so that users can visualize the advantages of the product. Again, from the review notes, share the real experience. Perfect Diary invites beauty bloggers and regular users to post review notes on platforms like Little Red Book. These notes describe in detail how the product feels in terms of coverage, longevity, and comfort. Product comparisons are often made in review notes, comparing Perfect Diary products to similar products from other brands. Through objective analysis, users can better understand the cost-effectiveness and advantages of Perfect Diary products. The final notes will show the details of the product, such as package design, ingredient descriptions, and so on. Users can understand the quality and characteristics of the product through these details (Tang, 2022).

In real-time interaction during live broadcasts, the anchor interacts with the user in real-time, answering the user's questions and addressing the user's concerns. This type of interaction allows users to feel the brand's attention and importance and enhances the user's sense of participation. It will be on the air; the anchor will be on the air to try the product himself and show the effect of the use of the product. Users can visualize the performance of the products on different skin tones and textures through the live broadcast, and better judge whether the products are suitable for them. And offers will be given out during the live broadcast, and various deals will be offered, such as limited time discounts and giveaways. These offers entice users to buy the product and also increase their enthusiasm to participate.

Perfect Diary has created a young, fashionable, and professional brand image through carefully planned content formats. This branding can attract the attention of more target users and increase brand awareness.

5.3 Traffic to Conversion Path Optimization

Perfect Diary is actively laying out on major social media platforms, such as Jieyin, Xiaohongshu, and

Weibo. By cooperating with beauty bloggers and online celebrities, we publish beautiful product pictures, usage tutorials, and real user reviews to attract the attention of a large number of users. Invite celebrities as brand spokespersons and utilize their influence and fan base to attract more users' attention. It will also advertise on e-commerce platforms and participate in promotional activities to increase brand exposure. In the content on social media platforms and e-commerce platforms, cleverly insert links or QR codes that direct users to the brand's official channels. In the use of promotions to attract launching various offers such as limited time discounts, full discount offers, giveaways, etc. to attract users to the brand's official channels. For example, on e-commerce platforms, Perfect Diary often offers buy-one-get-one-free or second half-price deals to attract users to buy products. And it will also foster stickiness. Perfect Diary focuses on the quality and innovation of its products, constantly introducing new products that meet the needs of users. At the same time, we provide high-quality customer service, such as fast logistics and distribution, attentive after-sales service, etc., to improve user satisfaction and loyalty, and promote purchase decisions. In the brand's official channels, such as the official website, e-commerce platform stores, etc., we show the features and advantages of the products through beautiful product pictures, detailed product descriptions, user evaluations, etc., and help the users to make a purchase decision. It also provides users with personalized product recommendations based on data such as their browsing history, purchase history, and personal information (Fu and Zheng, 2022).

The success story of Perfect Diary fully demonstrates the importance of integrated communication on new media platforms. In today's digital era, where consumers' attention is dispersed across multiple platforms, brands need to maximize the effectiveness of brand communication through cross-platform cooperation and collaboration (Ijomah et al., 2024).

Different new media platforms have different user groups and characteristics, and by integrating multiple platforms brands can reach a wider audience and increase brand awareness and exposure. Integrated communication ensures that the brand presents a consistent image and values across different platforms. Whether in video content, graphic notes, or live broadcasts, Perfect Diary always emphasizes its brand positioning of being young, fashionable, and high-quality so that consumers have a clear and unified perception of the brand. To improve the efficiency of dissemination,

cross-platform cooperation and collaboration can realize resource sharing complement each other's advantages and improve the efficiency of dissemination. And it's also important to experience marketing and user engagement. The success story of Perfect Diary fully demonstrates the importance of integrated communication on new media platforms. In today's digital era, where consumers' attention is dispersed across multiple platforms, brands need to maximize the effectiveness of brand communication through cross-platform cooperation and collaboration (Sun et al., 2022). Different new media platforms have different user groups and characteristics. By integrating multiple platforms, brands can reach a wider audience and increase brand awareness and exposure. In video content, graphic notes, or live broadcasts, Perfect Diary always emphasizes its brand positioning of being young, fashionable, and high-quality so that consumers have a clear and unified perception of the brand. And cross-platform cooperation and collaboration can realize resource sharing and complementary advantages and improve communication efficiency.

Perfect Diary's KOL marketing case provides a successful example for brands to “grow grass”, as well as a reference for evaluating the effectiveness of KOL marketing and optimizing the strategy.

The metrics for evaluating the effectiveness of marketing are, first and foremost, exposure and attention. Whether the brand's exposure and attention on social media is increased through KOL promotion. This can be evaluated by counting the number of reads, likes, comments, and other metrics of the content posted by the KOL. Then there's the sales conversion rate: whether KOL marketing has resulted in actual sales conversions. It can be evaluated by analyzing the sales data of the e-commerce platform, the purchasing behavior of users, and other indicators. Whether the user's feedback and word-of-mouth about the brand is positive. This can be assessed by collecting user reviews, sunshine, and shares (Mahoney and Tang, 2024).

6 CONCLUSION

Through the analysis of Perfect Diary, Perfect Diary is a brand promotion through new media channels, using a pyramid placement structure, combined with graphic notes, short videos, topic marketing and other forms of content, to achieve a wide range of product “seeding”. At the same time, Perfect Diary actively integrates online social platforms and offline experiential activities to form a “public domain +

private domain” closed loop of traffic, which successfully transforms the traffic into loyal users of the brand.

The result of this study is that Xiaohongshu, an emerging and highly compatible platform with the target audience, is used as a key operation channel, and according to the characteristics of Xiaohongshu users who love to share and pursue a quality life, a marketing strategy that meets the platform's tone is formulated, and through a large number of KOLs and KOC seeding notes, it has successfully attracted the attention of the target consumer group, and has accumulated initial traffic and word of mouth for the brand. Thus, it further concludes its research that in terms of content creation, Perfect Diary focuses on practical content such as product trial sharing and evaluation to satisfy consumers' information needs in the process of purchasing decisions, which improves the attractiveness and credibility of the content. At the same time, it is good at creating explosive products, which triggered a fervor of consumers to follow the trend of purchasing, and realize the transformation from traffic aggregation to sales outbreak; this study provides a lot of valuable reference significance for future research in this direction, which mainly influences the market positioning of China's new fashionable beauty brands, and conveys a brand image of young, fashionable, high quality, and cost-effective through product design, packaging, and publicity, which is compatible with the values of target consumers, and has won consumers' recognition and emotional resonance. The values of the target consumers match and win the consumer's sense of identity and emotional resonance. Future research should focus more on strengthening the collection, analysis, and application of user data, to gain a deeper understanding of the user's needs, interests and behavioral habits, and to achieve accurate user profiling and personalized content recommendation, to improve the relevance and effectiveness of marketing activities.

REFERENCES

- J. Liang, A study on the marketing path of domestic cosmetic enterprises in the context of new media - Taking “Perfect Diary” as an example. *Brand Res.* **19**, 37-40 (2022)
- Q. Chen, L. He, Analyzing the private precision marketing of beauty products and its realization path—Taking “Perfect Diary” as an example. *China Bus. J.* **2**, 65-67 (2023)
- Y. Huang, Research on online brand marketing strategy of Perfect Diary. Diss., Guangzhou Univ. (2022)

- J. Sun, Research on marketing strategy of Perfect Diary and its optimization under the Internet environment. Diss., Beijing Jiaotong Univ. (2021)
- J. Wu, X. Zhang, Study on the path of building private traffic system for beauty brands—Taking “Perfect Diary” as an example. *China Newspaper Ind.* **16**, 60-61 (2021)
- P. Jiang, “Perfect Diary” Jittery voice short video advertising strategy research. Diss., Jiangxi Univ. Finance Econ. (2024)
- Q. Chen, The Perfect Diary: Making friends with consumers. *The Windfall Gen.* (2021)
- M. Tang, Research on online short video marketing strategy of Perfect Diary. Diss., East China Normal Univ. (2022)
- J. Fu, D. Zheng, Network marketing strategy of Perfect Diary. *Coop. Econ. Technol.* **4**, 2 (2022)
- T. I. Ijomah, C. Idemudia, N. L. Eyo-Udo, et al., Innovative digital marketing strategies for SMEs: Driving competitive advantage and sustainable growth. *Int. J. Manag. Entrepren. Res.* (2024)
- M. Sun, J. Wang, L. Dong, et al., Flow-meets-capital. *Innov. World Weekly* **12**, 30-33 (2022)
- L. M. Mahoney, T. Tang, Strategic social media: From marketing to social change. John Wiley & Sons, *Int. J. Manag. Entrepren. Res.* (2024)

