

Analysis on Digital Marketing of Domestic Beauty Cosmetics Brand Huaxizi

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Abstract

With the help of various marketing methods in the new media era, domestic cosmetics have been rising in recent years, setting off a "domestic product tide". However, the competition in the cosmetics industry is becoming increasingly fierce. To stand out in the fierce competition, it is particularly important to develop marketing strategies through multiple channels, especially digital marketing. This paper analyzes the market of domestic cosmetics industry, studies and analyzes the digital marketing methods of the newly rising domestic cosmetics brand "Huaxizi", explores the advantages of its marketing strategy, and brings some inspiration for the development of domestic cosmetics marketing strategy, so as to boost the better development of domestic cosmetics.

Keywords: Domestic cosmetics brand; Huaxizi; Digital marketing.

1. Introduction

In recent years, with the improvement of China's comprehensive national strength and the unremitting struggle of its people, "Made in China", "Chinese culture" and "Chinese products" have been introduced to the world [1]. While foreign countries are marveling at Chinese products, it also strengthens the cultural confidence of the Chinese people and further awakens their cultural consciousness. With the help of the new media marketing strategy, wave after wave of "domestic goods tide" is set off, which makes the public's consumption vision return to the domestic goods with high quality and low price, and also promotes the domestic brands to the world. Among them, domestic cosmetics play a pivotal role in this wave, and some domestic cosmetics brands have gradually become famous.

With the improvement of women's social status, Chinese women's consumption pattern has changed dramatically, from subsistence type to enjoyment type. Women have become the main consumption force, which also makes cosmetics marketing more and more important [2, 3]. Some of the world's top cosmetics companies also see the endless potential of the Chinese market, which developed with an annual growth rate of 15 percent. Domestic cosmetics brands also actively carry out multi-channel marketing, hoping to compete for a certain share in the market with international cosmetics brands. The emergence of e-commerce makes online shopping more convenient, and online marketing strategy has also become an important way for cosmetics enterprises to improve their market share. Compared with other commodities, the use effect of cosmetics mainly depends on the subjective experience of consumer, which includes not

only the product effect but also professional guidance [4]. Therefore, it is very important for domestic cosmetics enterprises to formulate effective marketing strategies. In recent years, domestic cosmetics enterprises have grasped the changes in consumer information reception channels, with Huaxizi as the representative. The rapid development of domestic beauty makeup has won the recognition of young consumers.

The formulation of a good marketing strategy is crucial to the development of an enterprise. With the advent of the new media era, digital marketing is playing an increasingly important role, and its influence and effect should not be underestimated. Some domestic cosmetics brands also further expand their popularity through this marketing method. This paper aims at Huaxizi, a domestic cosmetics brand, and analyzes the marketing method of digital marketing in the new media era to keep up with the development of The Times and provide better marketing strategies for the domestic cosmetics industry.

2. Analysis on the marketing of domestic beauty cosmetics industry

2.1. Marketing status of domestic beauty cosmetics industry

From 2016 to 2020, China's beauty cosmetics retail industry has developed steadily, and the market scale has continued to expand with a stable growth rate of 10%-20%. In 2020, the market scale of China's beauty cosmetics retail industry has reached 68.24 billion yuan, up to 11.5% year on year. In 2017, the retail sales per capita of cosmetics in China's beauty industry was about 38.2 US dollars, only about 7% of that in the United States. From the data, we can see that the retail sales per capita of cosmetics in Japan, the United States, the United Kingdom, France and Germany are all above 200 US dollars, which represents a huge space for growth in the future Chinese beauty market.

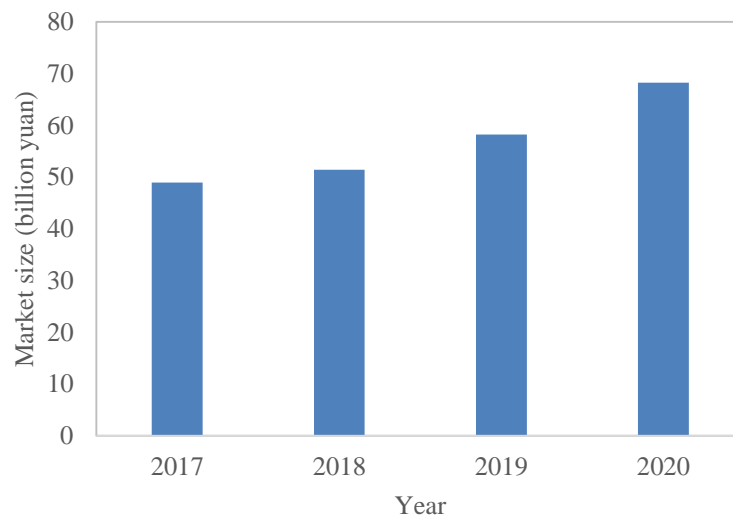


Fig.1 Market size of beauty cosmetics industry in new retail channels in China, 2016-2020

With the development of economy and the improvement of people's living standards, people's consumption ideas are also changing, and the pursuit of beauty is becoming more and more significant. Cosmetics have become a very important part of people's daily life. With the improvement of consumption level, China's cosmetics consumption market development prospects are broad. In China's cosmetics industry, foreign-funded enterprises account for 80%, while local enterprises account for only 20%. Among

them, most of the top companies are foreign-funded cosmetics enterprises. Therefore, domestic cosmetics brands have a long way to go if they want to gain their own unique competitive advantage in the market environment where foreign cosmetics brands have the overwhelming advantage. But with the rising of "domestic product tide", many domestic cosmetic brands have established a good corporate image and made efforts to build their own brand value, and there is great potential for the development of domestic cosmetic brands in the future market. Opportunities and challenges coexist in the development of domestic cosmetics.

2.2. Analysis on developing environment of domestic cosmetics industry

Before 2008, most of the sales of beauty products in China were driven by physical circulation, rather than being directly available for purchase online as they are now. On one hand, international big brands are mainly popular in first-tier cities, and the cost control is unusually strict, resulting in relatively few opportunities to contact big brands in the second tier and third-tier cities. On the other hand, domestic small and medium-sized brands are faced with difficulties in entering large shopping malls, which leads to the depressed sales of most small and medium-sized brands. This phenomenon continues until the emergence of new e-commerce channels in 2009. Since 2009, both international beauty brands and domestic small and medium-sized beauty brands have successively appeared on various online e-commerce platforms, which have developed rapidly, broken the previous sales barriers and improved the sluggish sales situation.

At present, the third phase of consumption upgrading and transformation is driving the growth of the beauty industry. In this process, many beauty e-commerce platforms have emerged. Up to now, China's beauty e-commerce has been divided into five modes, which are as follows: (1) mainly self-run (represented by Vipshop, Xiaohongshu and NetEase Kaola); (2) platform e-commerce (represented by Taobao, Tmall, Jingdong, etc.), which is carried out by a third party, providing traffic management; (3) vertical e-commerce (represented by Jumei Youpin, Lefeng, Meitu Cosmetics, etc.), which deepen operation in market segments, and provide comprehensive and more professional services in related fields; (4) content e-commerce (represented by Xiaohongshu and Meila), with the help of social media and network media, social interaction and user-generated content were used to assist commodity sales; (5) comprehensive e-commerce (represented by Tmall, Jingdong, Suning, Kaola.com, etc.)

However, it is precisely because of the continuous emergence of most e-commerce platforms that some e-commerce platforms will be eliminated by the society in the process of the third consumption upgrade [5]. Among many beauty e-commerce platforms, the market share of Kaola Overseas Shopping and Tmall International far exceeds that of other beauty e-commerce platforms, and the market share of the two together exceeds 50% to become the leading platform of beauty e-commerce platforms. The market share of Jingdong Global Shopping ranks third only to Kaola.com and Tmall International, but the market share of Jingdong Global shopping is far lower than either of the former two. Therefore, it is not difficult to draw a conclusion that the top three e-commerce platforms dominate the entire beauty industry with monopolistic advantages. However, it is worth mentioning that the market share of Xiaohongshu, which ranks fourth, is as high as 6%, which is a terrible development speed for a relatively new beauty e-commerce platform.

So far, the comprehensive e-commerce platform in the beauty market is still a monopolistic advantage, and a few years ago more popular vertical e-commerce platform market share is very dismal. Vertical e-commerce platform is widely known as several e-commerce platforms, which once relied on the Internet for temporary maturity, online shopping and online payment are not very popular, through the price advantage in the beauty industry. But because comprehensive e-commerce platform in recent years are

more in line with the user's experience, so most of the vertical e-commerce platform joined the the integrated e-commerce platform group. As a variety of negative news emerged, vertical type e-commerce platform cannot grasp the new user already, but also difficult to let the previous users return. Many vertical e-commerce platforms want to transform into comprehensive e-commerce platforms, but most of them failed, and it is still difficult to get rid of the title of vertical e-commerce platform, like Jumei Youpin is a very typical example.

For analysis on economic environment, the economy strength of our country unceasingly strengthened. China's economic system and policies provide a convenient condition for the development of local cosmetics industry. With the improvement of people's living quality and purchasing ability, they have relatively ample funds for the consumption of cosmetics. For the political and legal environment, our current political situation is stable enough to support the development of domestic enterprises. For example, the introduction of the new version of Cosmetics Regulation in 2020 has optimized the business environment, stimulated market vitality, encouraged industry innovation, promoted the high-quality development of the industry, and promoted the healthy development of the cosmetics industry. For the analysis of population environment, China has a large population and a vast consumer market. For the cultural environment analysis, our country advocates cultural confidence, more and more consumers begin to support the national goods. For the perspective of scientific and technological environment, the level of science and technology continues to progress, and some advanced science and technology has also been applied to the cosmetics industry. With the progress of science and technology and the abundant raw material in our country, it makes natural cosmetics come into being. For the perspective of natural environment, the influence of natural environment on enterprises is increasing, and some industries that consume natural resources are also gradually upgrading, while the cosmetics industry is less affected.

2.3. Analysis on marketing of domestic cosmetics industry

2.3.1. Insufficient connotation excavation on localization culture

The positioning of the brand lies in the establishment of a brand cultural image related to the target market, so that the goods have a place in the hearts of consumers. As a consumer commodity, its selling point is not only the use attribute of the commodity itself, but also the cultural connotation of the commodity. The cultural connotation of goods is the main shopping pursuit for consumers to buy products with cultural elements. Every cultural IP and every cultural product should have its special meaning and cultural connotation [6].

Take a simple example, the Palace Museum Literary Products launched the Palace Museum beauty products in December 2018, which contains strong Chinese elements. For example, the inspiration for the crane lipstick packaging derived from one of the collections of cultural relics of the Palace Museum. The packaging of Raden moist lipstick was also derived from one of the collections of cultural relics of the Palace Museum. This type of lipstick comes in three different red colors: carmine red, Beauty Ji and Lang Yao red. It contains strong cultural elements of the Palace Museum, realizing the depth of the cultural connotation of the product. It is precisely because of this successful marketing means that the Palace Museum's cultural products once sold well. In many domestic beauty brands, Huaxizi as the representative of the brand goods, although there is no lack of Chinese style involved, but the overall mining strength is not deep enough. Many domestic beauty brands are not strong enough for cultural product connotation, which is one of the misunderstandings of cultural products.

2.3.2. Fuzzy target population

In the era of online we-media, people are more selective about the types and sources of commodities. Therefore, it is necessary to locate and subdivide the target population. At present, many domestic beauty brands are obviously not enough to grasp this point in their marketing. Many domestic beauty brands should study the consumer behavior of the target group if they want to locate consumers. Target consumers include individuals, groups and organizations. How do they start with willingness to consume, through a series of processes such as comparison and selection, re-purchase and use, and evaluation? Research on consumer behavior requires a combination of mass consumption psychology and consumption idea and relevant information, to study different consumer behavior, and then analyzed by regression analysis, factor analysis and correspondence analysis, to study various factors affecting consumer psychology and behavior, thus to reveal the changing rule of the consumers' behavior. The more information obtained by the research on consumer psychology, the more accurate the positioning of the target group will be.

As subdivision of consumer is based on consumer's information of different social environment, interest preference, and different needs for the products, so focusing on target consumers and the needs of market segmentation strategies can help companies provide better mix of marketing strategy, to satisfy different target consumer demand in a short period of time, to improve customer loyalty, and strive to achieve the greatest competitive advantage [7, 8].

2.3.3. Dispersal of promotional forces

In the e-commerce era of developed we-media environment, almost everyone has a smartphone. The development of mobile Internet has made the network accessible and lowered the threshold of promotion correspondingly. At the same time, the emergence of major apps makes drainage no longer limited to search engines, and brand promotion channels are gradually shunted and fragmented. Domestic beauty brand merchants are no exception, they have increased promotion investment in each major network channel. However, with the increase of time, the more enterprises join, the fiercer competition between peers, so the quality requirements of promoting content are gradually increased, then only businesses with clever use of marketing means can catch the eye of consumers [9]. So far, most of the domestic beauty brands still stay in the beginning phase, due to promotion by too many channels and limited funds, the results often have no good effect. Therefore, a big problem restricting the marketing of domestic beauty brands is that the quality and creativity of targeted publicity of products are not enough, and the promotion efforts are too scattered and should be concentrated.

3. Analysis on the marketing of Huaxizi cosmetics

3.1. Introduction of Huaxizi brand

Huaxizi is a cosmetic brand born in Zhejiang Yige Enterprise Management Group Co., LTD in 2017. The brand name of Huaxizi contains the artistic conception of Chinese classical culture, "flower" refers to "nourish makeup with flowers"; "Xizi" is from the poetry of Su Dongpo's description of the West Lake, indicating that Chinese women are equally bright and attractive regardless of light or heavy makeup. Its brand positioning is "Oriental makeup, with flowers". According to Oriental women's skin characteristics and makeup requirements, flower essence and traditional Chinese medicine extract were selected as materials, the combination of traditional Chinese culture and modern makeup research and manufacturing technology were applied, to create Oriental women's makeup products, full of "Chinese style", make it full of "national trend" charm.

One of the distinctive elements of the Huaxizi is the use of Chinese elements. For example, in the design and creation of Miao impression (high-end series) makeup, Huaxi integrated Miao embroidery, Miao silver and other elements. In Miao culture, Miao embroidery and Miao silver is not only a symbol of wealth, representing a love and exquisite national art, but also a rare cultural heritage in our country.



Fig.2 Miao silver (high-end series) gift box of Huaxizi

As a cosmetics distributor in China, the target consumers should be carefully considered. The reason why the Chinese cosmetics market develops so rapidly and prosperously is inseparable from the huge user group in the Chinese market. When developing and marketing cosmetics, Chinese cosmetics dealers first consider the audience scope of cosmetics. In addition to the elements such as Chinese style mentioned above, cosmetics also have user groups. For example, Huaxizi is oriented to the user group mainly living in the first - and second-tier cities. The reason lies in the price factor of cosmetics, which requires consumers' economic base and economic status.

3.2. Digital marketing of Huaxizi brand

3.2.1. Harvesting young consumers' concern by public domain

The marketing promotion strategy of Huaxizi by public domain is the mode of entertainment. Celebrity stars with a certain fan base and development potential, cooperating a certain match with the brand image were selected, and the fan economy was deeply cultivated. For example, Ju Jingyi, its first spokesperson, has a beautiful image and is full of classical beauty. Image spokesperson Azalea (Du Juan) as an international supermodel, has a senior Oriental face and elegant temperament, and well fit the brand characteristics of Huaxizi; The brand ambassador Zhou Shen, whose songs contain Chinese music style and empty inspiration, is also in harmony with the Huaxizi.

Huaxizi played well in co-branding marketing through event marketing and star endorsement, to boost the fan economy. Huaxizi and Luzhou Laojiao, one of the four famous wine brands in China, jointly launched the "Huaxizi × Luzhou Laojiao · Peach blossom drink" gift box, creating the first cross-border marketing of cosmetics and liquor; Huaxizi also teamed up with San ze meng to make an amazing

appearance in the 2020 New York Fashion Week with three cross-border brand products, "Hua xizi × San ze meng × Yang Lu". It took two years for Huaxizi to release her first animation, "Zhang Chang Thrushes", on the Chinese Valentine's Day. It tells the romantic story of his thrushes for her life, combined with traditional Chinese shadow play. The Huaxizi also sponsored variety show to raise awareness, such as the "freshman Diary", "the name of the young" and so on.



Fig.3 Co-branding gift box of Huaxizi and Luzhou Laojiao (wine)

3.2.2. Improving reputation and service by private domain

Huaxizi began to gradually build private domain traffic pool in 2017. Refined user operation was conducted to achieve precision marketing, mainly including Wechat service account, small program mall, video account, member and Wechat enterprise account. Official accounts were set up, and customized content was output through "user co-creation and participatory development" strategy, to conduct precise marketing to users from different platforms and different circles.

Through the small program "Huaxizi Experience Officer", Huaxizi screened a number of experience officers, to experience the use of the newly developed products and give feedback. After completing the subsequent development of the products, Huaxizi publicized the new products in an invisible way. Huaxizi's Wechat public account aggregates the entrance of member mall and official flagship store. Users can get points through a short way to join the club, get points by signing in, lottery and other ways, and can exchange points for prizes in the mall. Further user engagement was enhanced through membership activities, customers were guided to place orders in the official mall by issuing vouchers and other ways, and the consumers therefore were accumulated on the enterprise wechat account.

Huaxizi livestreamed the goods through Tmall, Taobao, Tiktok and other platforms, and tied in depth with chief recommendation officer Li Jiaqi. In 2020, Li Jiaqi live-streamed goods with a total of 71 live broadcasts throughout the year. During the three periods of "618", "Qixi Festival (Chinese Valentine's

Day)" and "Double 11", Li Jiaqi live-streaming almost contributed 70% of the sales of Huaxizi, and the turnover of 150 million yuan on 618, ranking first. Since March 2020, Huaxizi has also conducted "self-broadcast in the store" every day, with more than 50 shows per month. "self-broadcast in the store" cultivate users through topics created by anchors, professional assessments, beauty tutorials and other methods to improve brand awareness and recognition.

Huaxizi developed through the multi-dimensional content distribution, from the brand side and product side to create the top-selling item over the entire network. The way of content distribution is mainly conducted by ingredient testing, lipstick color testing, professional evaluation, beauty makeup course and other aspects of publicity, in Douyin (TikTok), Kuaishou, Weibo, Bilibili, Xiaohongshu and other platforms, to achieve the effect of viral marketing.

3.3. Problems on the digital marketing of Huaxizi cosmetics

Domestic cosmetics have gained fruitful results through digital marketing, but there are also problems that cannot be ignored.

3.3.1. Disgust induced by excessive marketing

Similar contents often appeared at the same time in Douyin, Xiaohongshu, Weibo, Kuaishou, Bilibili and other major platforms for all kinds of domestic cosmetics promotion. All kinds of promotion and publicity from stars, KOL (Key Opinion Leader), Internet celebrities, ordinary people frequently appear in the major social media, resulting in visual fatigue for consumers. Lack of novelty, monotonous videos and tweets will gradually depleting consumers' love for the product [9, 10].

Excessive marketing has also affected the long-term development of Huaxizi. According to the prospectus of Huaxizi, marketing and promotion expenses accounted for 41.3% of net income in 2019. In the first three quarters of 2020, marketing and promotion expenses accounted for 62.2% of net income, and marketing expenses reached 70.3% in the fourth quarter of 2020. Marketing expenses have become the most important expenditure of enterprises. In 2018, Huaxizi was intensively promoted in the Xiaohongshu channel, and the number of Internet celebrities cooperating with Huaxizi reached 15,000. At present, there are 320,000 notes about Huaxizi in the Xiaohongshu, mostly for lipstick color testing of beauty bloggers, eye makeup tutorials, etc., and the main products are Huaxizi's eye shadow disc and lipstick. In contrast, the investment in product research and development accounts for less than 10%, and the lack of research and development will inevitably affect the long-term development of enterprises.

Most consumers think that Huaxizi has a rich variety of products, such as lipstick, eye shadow, makeup remover, etc., but after careful analysis, it is found that Huaxizi has a big gap in the development of makeup products. Huaxizi overly covered the cosmetics market niche, while included fewer SKU (stock keeping unit) in each niche products, such as only six models for lipstick, and most of these lipstick products belong to the same series of products, providing less styles for consumers to choose. Famous brands such as YSL, Dior offered dozens of different species for lipstick color. In terms of gift boxes, Huaxizi has only two, compared with other well-known cosmetics enterprises, the number is relatively small, and there is a prominent problem is too much attention to the outer packaging of the product, but not for the internal product quality. In addition, Huaxizi products are concentrated in low-end cosmetics, which has little impact on the high-end cosmetics market. In addition, with the expansion of male makeup market in China, many cosmetics enterprises are developing the male makeup market. For example, L 'Oreal has been

actively laying out male cosmetics in recent years, which has achieved great success and achieved rapid economic growth of the enterprise, but Huaxizi has not launched a product for the male market.

3.3.2. Product reputation affected by exaggerated publicity

Some beauty bloggers' product evaluations and positive recommendations exaggerate the performance of products and cover up the shortcomings of products to a certain extent, causing consumers to fall far short of their original expectations in the use of products, such as floating powder, fading color, and makeup removal of some products. But to achieve the marketing effect, exaggerated effect publicity did not stop, in fact, consumers do not appreciate this exaggerated promotion. Exaggerated product publicity will not capture the hearts of consumers, but will constantly consume the reputation of the product, threatening the brand reputation and image.

3.3.3. Unknown risks induced by bundling sales

In the era of new media, star promotion and live broadcasting are indispensable ways to selling goods. But some of the domestic cosmetics brands bundled with the stars seriously. Harvesting from the star fans to bring economic interests at the same time, also increased the risk, because the product image and the associated star image formed intimate relationship, it is difficult for the product to build their own brand image. At the same time, once some bundled stars appear negative news, more will affect the product image. And some live streaming celebrities selling goods in inappropriate ways will also affect the product image, increasing the unknown risk [11, 12].

3.3.4. Low conversion efficiency

Many domestic cosmetics brands put too much in the marketing process, spread information in all major social platforms, forming a flood-screen mode. Such marketing communication costs are high, and the investment is excessive, which will reduce the R&D and production investment of the product itself to a certain extent. This kind of extensive investment, lack of focus, consumers only understand some simple information about the product on the surface, do not have a strong desire to buy the product, it is difficult to form brand loyalty.

There is a serious deviation in the marketing strategy of Huaxizi, propaganda of Xiaohongshu, TikTok, and Weibo platform is very intensive, accounting for the main marketing spending. Comparatively, the propaganda on taobao, WeChat public platform is not as enough. Most users of platforms such as Xiaohongshu and TikTok are young people, which can quickly expand the market. However, too much focus was paid in young consumers' market, ignoring the cosmetics market of middle-aged and elderly groups, will limit the further development of enterprises.

4. Suggestions for digital marketing of Huaxizi cosmetics

4.1. Focus on optimization of user experience

Domestic cosmetics brands such as Huaxizi have the problem of excessive marketing, and this marketing method of casting a wide net is easy to arouse consumers' aversion to a certain negative extent. Using the means of new media communication in various major video and social platforms can achieve the communication effect quickly, but it costs a lot of human and financial resources.

To expand the channel of Huaxizi, we can develop a small game exclusive to domestic cosmetics or cooperate with some other games for product placement, so that consumers can make use of the fragmented

time to play games and getting familiar with the product. The marketing should focus on one or two platforms, according to their own brand and product positioning, with moderate marketing on other platforms, to maintain a certain amount of exposure, timely attract continuous consumers.

Consumer experience plays a crucial role in product development [9, 11]. The advent of the new media era increased the number of channels for information collection and dissemination. Huaxizi cosmetics should conducted various activities through short videos, Weibo, Xiaohongshu, and Zhihu platforms, let the user extensively participate, experience, and share the products to other consumers. The communication between consumers and consumers will increase the reputation of products, involved the consumers participating in the research and development of products to improve consumer satisfaction.

4.2. Construction of distinct brand image

Appropriate bundling marketing should be carried out with stars and internet celebrities. Select these stars as spokespeople and make good use of fan economy can further expand the popularity of domestic cosmetics brands. The advantages of live streaming by internet celebrities will be fully played, by making good use of their professional knowledge and the atmosphere of live streaming to promote consumers to buy online. This new marketing method release the power of key opinion leaders incisively and vividly, so that economic benefits and brand promotion can achieve a win-win situation [13, 14]. However, some domestic cosmetics are deeply tied to stars and some internet celebrities. While harvesting the fan economy, there are also problems that should not be underestimated. This is often easy to make consumers impulsive consumption, blind purchase, it is difficult to form preferences and loyalty to the product, the economic benefits are temporary, not conducive to long-term development. Live streaming with goods and content distribution by bloggers are also a new media marketing method, which has a strong development space and can achieve the powerful effect of viral marketing.

Domestic cosmetics should make use of stars and KOLs to carry out live streams and content distribution to promote brand awareness [12]. At the same time, it is necessary to increase research and development and investment in the products themselves to provide consumers with more advanced products and services. The combination of products and Chinese culture will transform Oriental cosmetics into international cosmetics, let consumers fall in love with domestic cosmetics from the heart, and introduce domestic cosmetics to the world.

4.3. Combine the marketing both online and offline

Domestic cosmetics publicity and promotion, both online marketing and offline publicity should be done well, to achieve $1+1 > 2$ marketing effect [15]. In terms of online marketing, public domain traffic and private domain traffic are good channels for publicity, and the combination of the two can be more closely connected with users and enterprises. In the marketing process of domestic cosmetics, through ways of star endorsement, brand co-branding, title sponsorship and topic leading, consumers are constantly aware of the products and want to further understand and be familiar with them. In the field of private domain, creating a public account to carry on some beauty makeup knowledge popularization, distribute red envelopes, vouchers, and introduce new product in the online community, will be a very effective try. For example, according to different levels of customers in WeChat community, custom services can be offered to satisfy their different requirements. Targeted product recommendations can also be provided to increase user viscosity. Live streaming and product introduction can be taken out based on different user

characteristics, to increase channels for coordinated development of public domain and private domain, to form economies in scale.

Offline shops can be considered in the future development. Offline marketing should also pay attention to advertising publicity, store decoration, quality improvement of service. Providing appropriate recommendation for consumers into the store, to create exclusive services. Exclusive two-dimensional code can be made, consumers can scan the product information, get coupons and so on. The consumers can experience exclusive services offline and see products in real objects, and they can also consume goods online without leaving your home.

5. Conclusions

Comparing the promotion among major e-commerce platforms, Huaxizi can find the most suitable marketing means for its own brand, which can effectively improve the industry influence of the brand. The other values of Huaxizi will be continuously explored to inject new impetus for its development. Through the combination of “domestic product tide” culture and cosmetics, the two will promote the development of each other. If Huaxizi makes good use of China's cultural advantages, it will not only be loved by Chinese consumers, but also bring Chinese culture to the world and enhance the international influence of the brand.

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