

## Research on the live streaming marketing strategy of beauty brands based on TikTok platform

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### Abstract

*With the continuous evolution and global expansion of social e-commerce models, the short video social platform TikTok, with its massive user base and highly immersive content ecosystem, has gradually become a core area of brand marketing in the international beauty industry. In the study, it focused on the brand Ulike, a representative Chinese beauty brand, analyzed four key dimensions of Ulike's livestreaming marketing using qualitative and case studies. First, the content architecture strategy for livestreaming scenarios; second, the design of innovative mechanisms for user engagement and interaction; third, collaborative models with key opinion leaders; and finally, the optimization of conversion paths for traffic monetization. The results of the study showed that the key success factors of Ulike in cross-border marketing practices, and also provided optimization recommendations for other beauty brands in their livestreaming marketing efforts on the TikTok platform.*

### Keywords

*TikTok, live streaming marketing, Ulike, beauty brand.*

### 1. Introduction

In recent years, the global digital marketing field has undergone profound transformations. The deep integration of short video content ecosystems and livestreaming e-commerce models are particularly striking. Within this development trend, TikTok, with its unique algorithmic recommendation mechanism and highly social user interaction model, has rapidly emerged as one of the most strategically valuable platforms in the global social e-commerce field. According to the latest statistics released by the Zhimeitong Research Institute, by 2025, TikTok Shop's market share in the beauty and personal care vertical category was already ranked among the top in the industry. Its core business metric, livestreaming gross merchandise volume (GMV), is showed exponential growth, fully demonstrating the enormous commercial potential of TikTok's e-commerce ecosystem.

In this context, Ulike, as a typical case of the internationalization of Chinese local beauty brands, has achieved outstanding performance on the TikTok platform in recent years, which is worth further exploration. Ulike mainly deals in home appliances and high-end personal care products. Its core concept is "technology makes beauty easier". The company uses updated technologies to provide customers with efficient and reliable beauty methods. Its

classic products include epilators, beauty devices, radio frequency devices, etc. Ulike's customer base is concentrated on young women between the ages of 18 and 35. Ulike released its first home-use freezing point hair removal device in 2016, shaping its own market image. In 2020, it began to invite celebrities to endorse and strengthen its own brand effect. In 2021, it won the top sales in the beauty instrument category on e-commerce platforms such as Tmall and Douyin. In 2023, it enters overseas markets and enters e-commerce platforms in Southeast Asia, Europe and the United States.

Based on the review of existing literature, it showed that there is a clear lack in the research on live streaming marketing of Chinese beauty brands on the TikTok platform. On the one hand, existing research lacks a systematic analysis of the overseas expansion paths of emerging brands; on the other hand, existing research lacks in-depth analysis of benchmark cases of beauty brands. In this study, it took Ulike, a local Chinese beauty brand, as the research object. By analyzing its live streaming marketing strategy on the TikTok platform, this study aimed to provide reference live streaming marketing suggestions for the international marketing of Chinese beauty brands, and at the same time filled the lack in academic research in this field.

## **2. Analysis of the Current Status of Live Marketing of Beauty Products - Ulike as an Example**

As a typical representative of Chinese beauty brands, Ulike's live broadcast marketing performance on the TikTok platform is poor. Compared with international beauty brands and some Chinese competitors (such as Perfect Diary and Huaxizi), Ulike's live broadcast operation has obvious shortcomings in terms of user reach, content attractiveness, interactive depth and conversion efficiency.

### **2.1. Inefficient of user perception**

The TikTok platform demands high visual impact and creativity from user content. Ulike's livestreams primarily focus on traditional product feature explanations, lacking a distinctive visual identity or a prominent IP-based host image. This makes it difficult for users to form a strong brand impression. Compared to similar brands, Ulike's short video content is homogenized, significantly reducing brand exposure. Furthermore, the platform's adaptability is insufficient. TikTok's core content concept is "interest-based e-commerce + social communication." However, Ulike adheres to the traditional e-commerce livestream model, limiting its investment in creative content. Compared to competitors' innovations in storytelling and technical presentation, Ulike's livestreams lack sufficient entertainment value and social media influence. Furthermore, Ulike's lack of brand visual symbols (such as IP-based hosts and iconic makeup) makes it difficult for users to form brand associations amidst fragmented information flows.

### **2.2. Lack of attractiveness of live streaming**

Ulike has a cognitive bias towards TikTok's entertainment social ecology. It regards live streaming as a simple sales channel rather than a brand content social platform. First, its marketing strategy does not conform to TikTok users' behavioral preference for "high entertainment + low threshold content". Second, there is a lack of a professional content team

to continuously develop creative forms, and the application of technology is slow. The AR makeup trial function is not used, and there is a lack of celebrity KOL cooperation, which reduces the differentiated competitiveness of live streaming. Data shows that the average viewing time of its live broadcast room is 15% lower than the average of the platform's beauty category, and the interaction rate is only 1/3 of that of the top brands, reflecting the dilemma of serious content homogeneity and insufficient user stickiness. In addition, Ulike failed to make full use of TikTok's interactive tools, resulting in a boring live broadcast atmosphere and difficulty in stimulating user participation.

### **2.3. Insufficient communication and interaction**

The current interactive model within Ulike's livestreaming rooms exhibits a distinctly monotonous nature, primarily limited to basic question-and-answer sessions. Its implementation primarily relies on mechanical behavioral guidance, lacking interactive design with deep engagement value. This shallow interactive structure directly leads to poor user engagement metrics, with the interaction rate reaching only 33% of the benchmark for leading brands, significantly below the industry average. The livestreaming team lacks professional interactive content planners, making it difficult to design interactive topics with viral potential. Finally, insufficient technical support investment results in delayed responses from the livestreaming team to large-scale user interaction requests.

### **2.4. Weak purchasing power**

Ulike's livestream conversion rate on TikTok was low, with a lack of immediate purchase scenarios and a malfunctioning consumer incentive mechanism. The primary issue was that Ulike's promotional plan deviated from platform rules, failing to leverage TikTok's native features like "limited-time sales" and "save countdowns" to create a compelling shopping atmosphere. Furthermore, the company failed to integrate a built-in payment circuit into TikTok Shop, making it difficult to expand user channels and inadequate technical adaptation. When it came to value communication, Ulike focused too much on product data and downplayed the emotional connection of the user environment. Consequently, the livestream's immediate conversion rate was low, and the product presentation lacked a contextual setting, making it difficult for users to imagine its use and resulting in delayed purchase decisions.

## **3. Analysis of Ulike's live streaming marketing strategy based on TikTok platform**

### **3.1. Product display + demonstration**

In the live marketing matrix of the TikTok platform, there is significant room for optimization in the product display and function demonstration of the Ulike brand. At present, its live content architecture is still dominated by the traditional product parameter description, and there are obvious deficiencies in immersive scene construction and interactive experience design. This single display method makes it difficult for the target user group to form an accurate understanding of the actual effectiveness of the product. Through comparative

analysis, it is found that international beauty industry benchmarks such as Fenty Beauty have generally adopted virtual dressing room technology and augmented reality makeup trial systems, while Ulike's demonstration of hair removal products is still stuck in the basic function explanation. Specifically, Fenty Beauty has built a complete "demand identification-product matching-effect verification" closed loop through diversified display forms such as celebrity makeup teaching and real-time color testing. Ulike's demonstration content lacks the presentation of scenario-based solutions to user pain points, which greatly weakens consumers' sense of situational involvement and immediate purchase willingness.

### **3.2. Celebrity sharing + interactive Q&A**

Ulike's livestream marketing efforts on TikTok clearly require optimization in key opinion leader collaboration and user interaction. Compared to the deep KOL partnerships established by international brands like Fenty Beauty, Ulike's current influencer marketing model exhibits a significant short-term nature and lacks a systematic KOL team building strategy. Data analysis shows that the interactive Q&A sessions in its livestreams primarily focus on basic product consultation, failing to fully leverage the unique real-time interaction capabilities of the TikTok platform. A typical comparison case study shows that Fenty Beauty has established a professional real-time Q&A mechanism through innovative formats such as "makeup transformation challenges" with top beauty bloggers. Ulike's interactive design, however, remains a one-way information output model, which directly results in its user stickiness index being approximately 15% lower than the industry benchmark.

### **3.3. Promotional activities + limited time sales**

In Ulike's live marketing system on the TikTok platform, the design of time-sensitive promotional activities has shown obvious market response effects. By combining promotional methods such as limited-time discounts and discounts for purchases above a certain amount with important shopping nodes, the brand has created a consumer decision-making atmosphere with a sense of urgency. Its operating methods involve setting tiered price rewards, planning free shipping limits, etc. These practices are effectively triggered by consumers' fear of missing out through real-time data presentation in the live broadcast room, greatly shortening the purchase decision-making process.

## **4. Conclusion**

In this study, it analyzed Ulike's live streaming marketing strategy on the TikTok platform and found out the key points, namely accurate content positioning, efficient interactive mechanism and flexible promotion strategy. Ulike makes good use of TikTok's short video traffic, influencers and live streaming sales model, combined with local marketing and user emotional resonance, to improve brand exposure and conversion rate. By adopting strategies such as event promotions and limited-time sales, Ulike quickly stimulates consumers' purchasing desire and improves user experience with the instant interaction of live streaming.

Due to the increasingly fierce competition on the TikTok platform, Chinese beauty brands still need to continue to work hard in different content, long-term user management and global market expansion to adapt to the ever-changing social media marketing environment.

Based on the study of the live streaming marketing strategies of domestic beauty brands on the TikTok platform and combined with the analysis of Ulike, this article puts forward the following suggestions to optimize the marketing strategies of other Chinese beauty products for brand expansion overseas.

First, deepen localization strategies and enhance cultural adaptability. When using TikTok for livestream marketing, beauty brands need to deeply localize their marketing strategies to address the culture, consumer habits, and aesthetic preferences of different markets. For example, Ulike, drawing on Shein's global experience, emphasizes the "natural, nude makeup" trend in the European and American markets, while highlighting tropical climate suitability such as "waterproof and sweatproof" in Southeast Asia. These strategies better meet the needs of local consumers. Furthermore, themed livestreams can be planned to align with local festivals to resonate with users. For example, TikTok Shop saw a 24-fold increase in livestream GMV during Ramadan, demonstrating the explosive potential of holiday marketing. Second, optimize the influencer cooperation model and build a long-term KOL matrix. The core of TikTok influencer marketing lies in the transmission of trust. Domestic beauty brands should establish a hierarchical KOL cooperation system and divide them into three categories: top influencers, mid-level influencers, and amateurs. Top influencers are generally beauty bloggers with millions of fans, mainly used to enhance brand voice; while mid-level influencers (for example, bloggers with less than 500,000 fans) will focus more on real evaluations and use product trials to drive sales; amateurs (for example, some bloggers with low fans and high interaction rates) can be used for UGC content fission. Ulike can learn from this model to build a sustainable influencer ecosystem.

Third, given that TikTok Shop has formed a closed-loop ecosystem of "short video seeding + livestream conversion + mall repeat purchases," it can incorporate efficient conversion models such as pain point presentation and storytelling. At the same time, the product card mechanism should be improved, utilizing PSA product card ads to increase search traffic. Repeat purchases can be enhanced through TikTok's community operations and membership system. Domestic beauty brands should establish a global growth path that integrates brand, performance, and sales through TikTok livestream marketing, building on localization as a foundation, influencers as a connection, data as support, and content as a driving force. As TikTok's e-commerce penetration increases, brands should accelerate their expansion to seize the dividends of emerging markets.

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