


CAMILLE BEAUTY'S DIGITAL MARKETING STRATEGY AS AN EFFORT TO INCREASE PRODUCT SELLING POWER

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Article Info	ABSTRACT
<p>Article history: Received May 21, 2024 Revised Jul 16, 2024 Accepted Aug 20, 2024</p> <p>Keywords: <i>Digital Marketing Strategy, Product Selling Power, Camille Beauty</i></p>	<p>General Background: In the contemporary business landscape, companies are increasingly competing to deliver fast, convenient, and high-quality services, particularly within the beauty industry, which has gained significant traction among young women. Specific Background: The proliferation of social media platforms has emerged as a vital marketing tool for beauty brands, enhancing their reach and engagement with potential customers. Knowledge Gap: Despite the recognized importance of digital marketing strategies, there is a paucity of comprehensive research analyzing the specific indicators that contribute to the selling power of beauty products in an online context. Aims: This study aims to evaluate the digital marketing strategies employed by Camille Beauty and their effectiveness in enhancing product sales. Results: Utilizing a descriptive qualitative methodology, the research identifies five key indicators—accessibility, interactivity, entertainment, credibility, and informativeness—that Camille Beauty integrates into its digital marketing approach. The implementation of these indicators has significantly boosted sales turnover and fostered customer trust. Novelty: This research uniquely highlights the critical role of these five digital marketing indicators in the beauty sector, providing a framework for other brands to enhance their online presence and sales effectiveness. Implications: The findings underscore the importance of a well-rounded digital marketing strategy, suggesting that brands in the beauty industry can achieve greater market penetration and consumer loyalty by focusing on these specific dimensions. This study contributes to the growing body of literature on digital marketing strategies, offering practical insights for beauty businesses aiming to thrive in a competitive digital marketplace.</p> <p>This is an open-access article under the CC-BY 4.0 license.</p> 

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INTRODUCTION

The beauty industry is flourishing in this era, becoming one of the rapidly growing business sectors. The beauty business is a vast industry that encompasses various products and services designed to enhance physical appearance. General aspects that encompass the beauty business include skincare and makeup products. This business is quite promising in terms of profit, as it continues to grow along with technological advancements and the increasing awareness of the importance of self-care. Amid the fierce competition in Indonesia's business landscape, every entrepreneur needs a meticulous strategy to ensure their products remain widely favored by the public.

According to (Prisgunanto, 2006:86), strategy is the steps taken to formulate a plan aimed at achieving the company's goals and targets accurately [1]. The company's goal in designing a product marketing strategy is to introduce the product to the public and encourage their desire to purchase it. The more awareness and interest the public has in the product, the greater the opportunity for increased sales and profit for the company. One of the common marketing tactics applied by business practitioners is digital marketing. This is widely used as a strategy by business practitioners to coordinate various channels in order to convey a clear and consistent message about their products. Communication and marketing are two very important aspects in the business world. Marketing through online media is highly sought after because it provides many benefits for consumers. One of the online media is social media, which can also be used as a digital marketing medium. Social media is a platform on the internet that allows users to interact with each other and enables users to share content and connect with others virtually. There are many social media platforms that facilitate the exchange of information and the latest news; examples of popular social media today include Instagram, TikTok, Twitter, etc. As the number of internet users in Indonesia increases, marketers are starting to use social networks as a marketing tool.

One of the most popular platforms is TikTok. TikTok was first launched in 2016, at which time it focused solely on its feature as a social media platform for uploading videos. Gradually, TikTok expanded its reach not only as a social media platform but also as an e-commerce platform. TikTok has evolved from just a social media platform for uploading videos to a space for content creators to compete in making creative content. In 2020, this application became increasingly popular and became the most downloaded application in the world. This success is inseparable from TikTok's algorithm, which enables interactions between creators and other users, thereby facilitating the rapid and easy spread of content. Therefore, in this era, the emergence of social media platforms like TikTok can be a solution and an option in efforts to increase product sales, or in this case, it can be referred to as promotion.

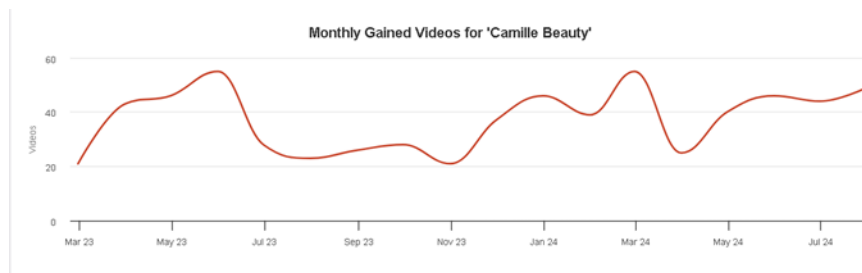


Image 1. The Number of Content Uploads on the Camille Beauty TikTok Account

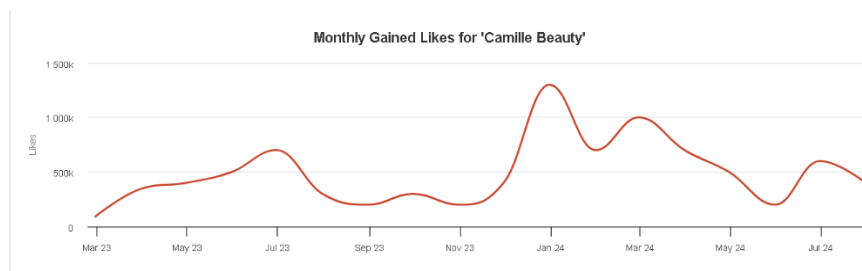


Figure 2. The Number of Likes Received Each Month

This research focuses on the social media platform TikTok @camillebeauty_official. TikTok is one of the social media platforms that can be considered very popular today, especially among the younger generation. TikTok has become the most widely used social media for marketing products. According to [2], the TikTok application was downloaded 45.8 million times from 2018 to 2019. They also state that the TikTok application is considered the platform with the highest number of downloads. TikTok can be used as a marketing medium, commonly referred to as the TikTok Shop feature by many businesses, including the beauty industry. In the application, businesses usually create and share content in the form of short promotional videos related to product benefits, usage information accompanied by music or voiceovers, and creative effects. They can also conduct live streaming by adding a yellow cart so that consumers can easily know which products are being promoted or marketed. Looking at the number of content uploads from Camille Beauty each month presented in Figure 1, it was able to generate the highest likes at the beginning of January 2024, reaching 1,300,000 likes with 46 content uploads. Camille Beauty is recommended to continue innovating in content development and digital brand activation to maintain its business growth amid the increasingly competitive beauty industry.

Based on the review above, the researcher observed Camille Beauty, which is one of the companies in the beauty and skincare field located at Jl. Cipinang Muara 2 No.29b RT.1/RW.2, Klender, Kec. Duren Sawit, East Jakarta. Camille Beauty was founded by Nadya Shavira, who is now a Jakarta-based influencer. Camille Beauty has been established since 2018 with flagship products in the skincare and makeup divisions, and with the launch of its first product, an organic mask with several variants including strawberry, lemon, green tea, chocolate, milk, and coffee, each with different ingredients

tailored to individual skin conditions, all certified by BPOM. The masks produced by Nadya Shavira and her mother, a pharmacist, collaborated in the creation of Camille Beauty masks after seeing the increasing business opportunities in the beauty industry. Initially, Nadya wanted to be financially independent by becoming a reseller of organic masks. However, seeing the great interest from consumers in organic mask products, Nadya decided to create her own product with an initial capital of 10 million rupiah, together with her mother.

Camille Beauty targets the millennial market, specifically teenagers aged 13 and above, because at that age, they tend to have skin issues such as acne or uneven skin texture. This product is intended to help maintain their skin health. Now Camille Beauty has expanded and launched bodycare, with Camille body scrub and facemist, a range of skincare and lipint. Camille Beauty became more famous after launching the Facemist product with quite attractive packaging and an affordable price, with a function that can make the face glow, which has been proven by the owner herself. Camille Beauty uses several social media platforms for promotion, including the Instagram account @camille.beauty and the TikTok account @camillebeauty_official, as well as marketplaces to drive sales. Social media here will be very supportive in promoting a product by uploading photos or videos of the product being sold with an interesting product caption.

Competition between companies always demands the ability to keep up with the latest developments or trends. The existence of digital media is believed to be a breakthrough in the marketing world in the field of information dissemination and product promotion. Product promotion with the help of digital marketing can be carried out by all marketers because it aligns with the dynamics and lifestyle of the current mobile era, which is inseparable from mobile phones. Digital marketing is a functional process served by digital technology to create or interact with consumers or owners and to present a brand through digital media to the entire public. The convenience of digital marketing can be a perfect tool for displaying information not only through text or audio but also through images and videos, making the overall presentation and appearance easier for consumers to obtain information. In the world of digital marketing, the internet plays a very important role because it allows many businesses to reach a global audience in a more efficient and measurable way compared to traditional marketing methods. According to (Yazer Nasdini, 2012:32) in [3], digital marketing has 5 indicators, namely: Accessibility, Interactivity, Entertainment, Credibility, Informativeness.

a. Accessibility is the ability of users to access services or information provided on the web. The general term accessibility refers to how users can access social media sites.

b. Interactivity is the level of two-way communication that refers to the ability of feedback communication between advertisers or entrepreneurs and their consumers.

c. Entertainment is where advertisers must be able to provide entertainment by incorporating information about their brand or products.

d. Credibility is how to build online consumer trust in the displayed advertisements, or to what extent the advertisements can provide accurate and reliable information, and are unbiased.

e. Informativeness is the ability of advertising to convey the essence of advertising to consumers, and advertising must also be able to provide an accurate image of the product so that it can also offer financial benefits to consumers.

According to (Joseph, 2011), Digital Marketing is a medium for conducting internet-based marketing through digital channels such as websites, platforms, or other mobile applications, where marketers must understand the state of the thoughts, desires, and needs of consumers. Through digital marketing, marketers can communicate directly with consumers without having to meet face-to-face. Digital marketing can provide broader opportunities to acquire consumers, as well as make it easier for consumers to find the brand. Therefore, a digital marketing strategy is an effort to promote a brand that has been prepared and structured in a planned and organized manner beforehand [4]. Just like the Camille Beauty brand itself, which utilizes digital marketing through TikTok.

This research aims to explore how Camille Beauty conducts well-planned digital marketing to influence consumers, with the primary goal of increasing their product sales. The vast opportunity has encouraged Camille Beauty to sell its various products by uploading different content on TikTok, Instagram, or offering discounts on marketplaces. The more people know about it, the more Camille Beauty has a digital marketing strategy that will later be useful to attract consumer interest. Known for its leading brand, Camille Beauty always presents the latest innovations in its products, both in terms of quality and marketing. There is a problem formulation in this research, namely 1) What digital marketing strategies are used by Camille Beauty to increase the sales of its products? 2) How does Camille Beauty implement the 5 indicators of digital marketing strategy (accessibility, interactivity, entertainment, credibility, informativeness) to enhance the sales of its products?

Previous research that serves as a reference for the development of this study focuses on the analysis of the use of integrated marketing communication strategies, as observed in the previous study by [5] titled "Marketing Communication Strategy of the Prailiu Weaving Center in Increasing the Sales of East Sumba Weaving Cloth," which shows that the Prailiu Weaving Center implements a comprehensive marketing communication strategy with a focus on the four elements of the marketing mix, namely product, price, distribution, and promotion, in order to increase the sales volume of East Sumba weaving cloth. Research by [6] titled "Marketing Communication Strategy of Toska Fashion in Enhancing Customer Engagement Through Instagram Social Media" shows that Toska Fashion is a local brand that is still developing with challenges in online marketing. Toska Fashion utilizes Instagram Ads and the application of the Instagram Shopping feature to build Customer Engagement. Research by [7] titled "Online Shop Marketing Communication Strategy 'Youth_Millennial' in Increasing Brand Awareness and Sales" shows that the fashion world never stops, with marketing conducted for the

Youth Millennial clothing line brand through various popular social media platforms as well as holding bazaars, endorsements, etc.

Research by [8] titled "Marketing Communication Strategies in Increasing the Number of Buyers of Biboki Ikat Weaving Fabrics" shows that the tight competition in various sectors, by implementing the right marketing communication strategies, the sustainability of ikat weaving fabrics will be guaranteed and able to compete. Research by [9] titled "Integrated Marketing Communication Strategy of J&C Cookies Bandung in Increasing Sales" shows that sales can experience an increase through marketing communication strategies by conducting planning, implementation, evaluation, and applying several elements within it. Research by [10] titled "The Influence of TikTok Social Media Marketing Content on Purchasing Decisions for Camille Beauty Mask Products (Case Study on Camille Beauty Consumers in Bandung City)" shows that TikTok social media has become a platform for marketers to showcase their brands through creative and interactive digital content. The goal is to increase the public's desire to achieve higher sales. Research by [11] shows that several marketing strategies to increase brand awareness for Camille Beauty products through the TikTok platform include Camille Beauty creating creative and engaging content, using hashtags related to the product and beauty industry, and utilizing TikTok's real-time interactive features directly through the web.

METHODS

In this research, a descriptive approach is used, with the aim of thoroughly and detailedly investigating the object being studied. A qualitative descriptive approach is used to explore information and outline the Digital Marketing Strategy implemented by Camille Beauty with the aim of increasing product sales. The data collection techniques used in this research on digital marketing are tailored to the focus and objectives of the study to enhance sales of Camille Beauty products. This includes observing the TikTok account @camillebeauty_official to examine the sales or marketing processes carried out. The research focuses on the features provided by TikTok and content uploads in December 2023, which included 46 content uploads and 15,701,000 viewers. This month was notable for gathering 1,300,000 Likes, indicating that users not only viewed the content on their TikTok feed but also paid attention to and liked it. Data analysis using the model developed by Miles and Huberman includes data reduction, where the researcher sorts and summarizes the main points and focuses on the important aspects simply by providing a clearer picture. In this study, data reduction is done by looking at the highest number of views obtained from the created content and how many users join and interact in real-time during a live session on TikTok. Data display is briefly described to understand the situation or what is happening and presented with narrative text. Drawing conclusions means extracting from all the data obtained during the research to achieve a result [12]. This data analysis technique serves as a guide in addressing the

examined issues [13]. In an effort to continue its daily operations and adapt to market conditions, Camile Beauty uses digital marketing strategies. In its implementation, digital marketing has several indicators, namely; Accessibility, Interactivity, Entertainment, Credibility, and Informativeness.

RESULTS AND DISCUSSION

Results

1. Accessibility

This study shows several findings. First, Accessibility is the potential for users to access information and services offered in online advertisements. Generally, accessibility refers to how users access social media sites. For example, a link in the bio that connects directly to the online store will make it easier for potential buyers to reach the products they want to purchase. Camille Beauty also utilizes the story feature on TikTok by uploading images and videos to the story on their TikTok account, which can help consumers obtain information more quickly for 24 hours.

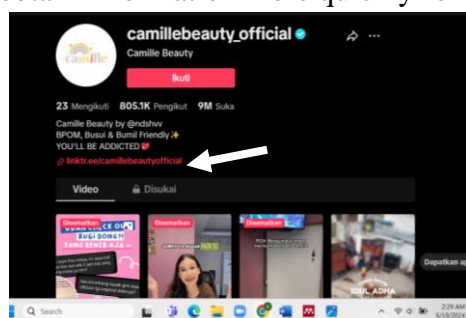


Image 3. Camille Beauty TikTok Account Profile

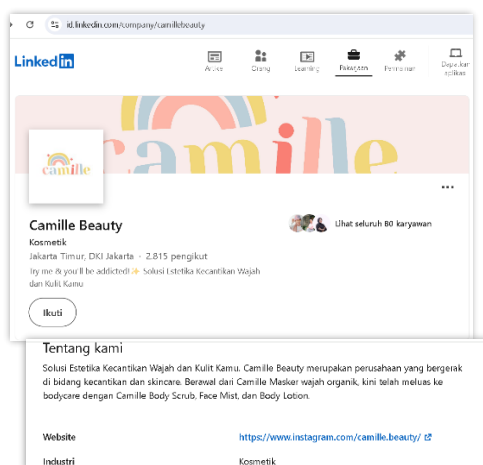


Figure 4. Camille Beauty website

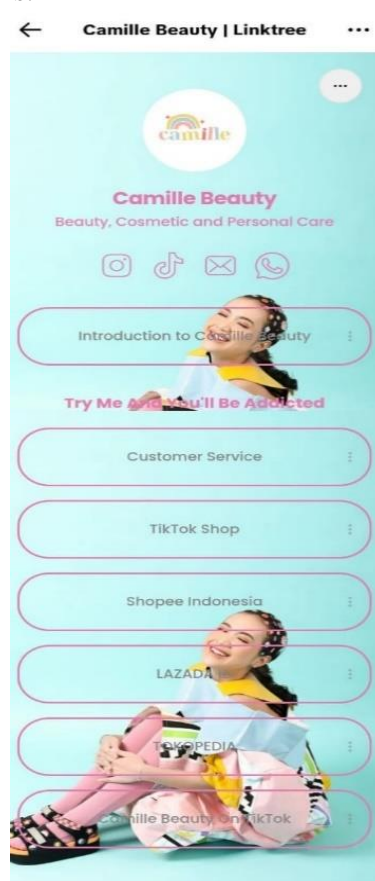


Figure 5. Contents of the Camille Beauty Tiktok Account Link

From the research results, data was obtained through TikTok pages or accounts by displaying links containing product information. Consumers are provided with easy access to information about offline store locations with map directions or Gmaps, contact phone numbers or customer service, as well as social media accounts and links to various marketplaces owned by Camille Beauty. Camille Beauty always strives to provide complete information needed by consumers through their TikTok profile and website or link. Consumers can also directly message through the TikTok account to inquire about products that suit their needs. accessibility at Camille Beauty is presented in Figure 3, Figure 4, and Figure 5.

In the website link found on the TikTok page, there is also information regarding the product usage and its sequence. By clicking the link, you will be directed to the Camille Beauty YouTube channel video. By ensuring accessibility, businesses will be able to reach a wider audience, increase consumer satisfaction, and meet regulatory standards.

2. Interactivity

Interactivity in digital marketing refers to the ways in which businesses and consumers can interact with each other through various digital platforms or tools, which will enhance consumer engagement, build stronger relationships, and allow Camille Beauty to understand every need of the consumers. For example, inviting live viewers for a Q&A session or usually by creating a Q&A every few weeks so that the audience feels invited to share their stories, which will increase their purchasing interest.

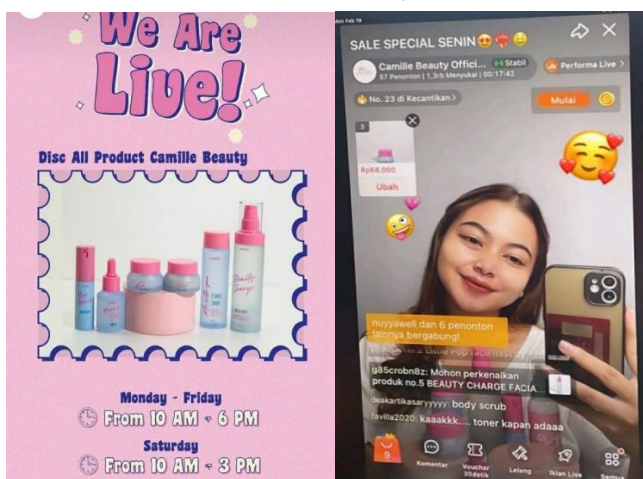


Figure 6. Screenshot of Live Schedule and Admin

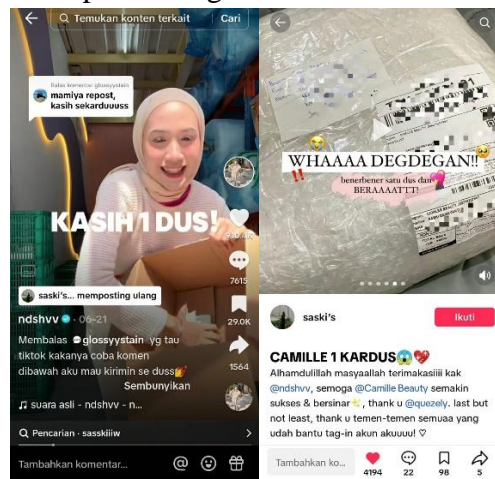


Figure 7. Reply Owner

Camille Beauty When Live Content Evidence From Users

From the research conducted, it was found that on the TikTok social media platform, businesses can interact with consumers through comments and replies on video posts and can use the live streaming feature on TikTok by adding a yellow cart containing Camille's products and several vouchers for discounts with a minimum purchase.

Consumers can directly ask questions by typing in the live column regarding the products they want to use, and these will be responded to by the live admin in real-time. This can help expand and improve the marketing of Camille Beauty, as presented in Figure 4. Camille Beauty conducts product live streaming every Monday to Friday from 10:00 AM to 6:00 PM WIB. And specifically on Saturdays from 10:00 AM to 3:00 PM WIB. This live streaming activity aims to enhance direct interaction and audience engagement. All followers of the Camille Beauty account will receive notifications or information from that TikTok account about special offers, product updates, or the latest content. Camille Beauty implements a reward system for TikTok users who create content or videos related to Camille that can go viral or attract a large audience by giving gifts or gift packages of skincare products, as shown in Images 6 and 7.

3. Entertainment

Entertainment is a marketing strategy that utilizes entertainment elements to attract, engage, and influence users. In general, there are many advertisements that can provide entertainment as well as add information to videos. For example, inviting live participants to play light games like guessing questions and getting some products for free, sharing current trends that will entertain them through our product advertisements.

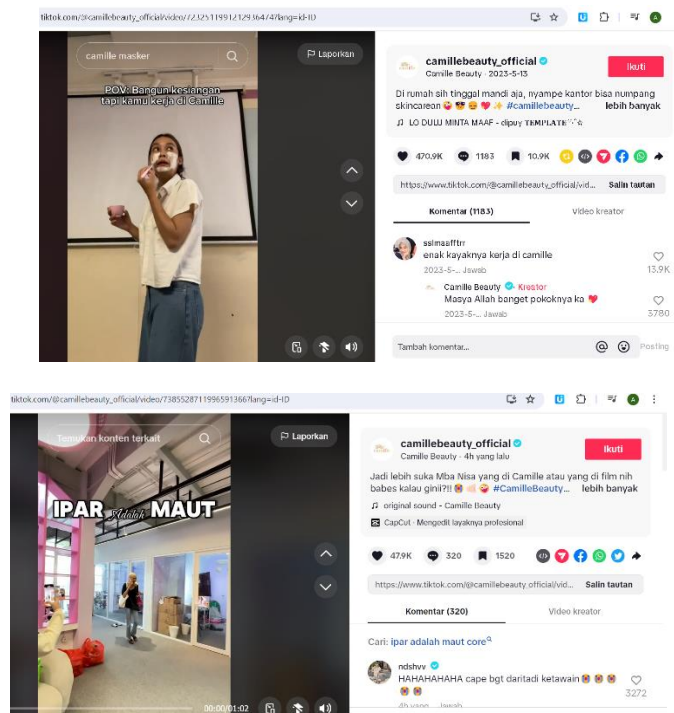


Image 8. Screenshot of Camille Beauty's TikTok Content

From the research results, it was found that the creator team from Camille Beauty took a trending or viral theme and packaged promotional activity videos into entertainment, such as the video content presented in Figure 8 by creating "Pov" content

that relates to modern life, which reached 5.3 million viewers with 470.9 thousand likes. They also created content by repeating scenes from the movie "Ipar Adalah Maut," which was very popular among viewers, achieving 448.1 thousand viewers with 48.9 thousand likes. This was quite significant in providing some entertainment while also incorporating some product-related information, with the aim of promoting and building a brand. Content uploads are not always filled with advertisements, but rather acting and short videos, as seen in the image. Branding and advertising activities do not always use traditional methods, but can also use funny comedy videos or other content.

4. Credibility

Credibility plays a very important role in digital marketing to build trust and long-term relationships with consumers. When a brand has high credibility, consumers are more likely to trust the information provided, interact with the content, and make purchases. For example, showcasing testimonials from loyal customers who have shown improvement will make them more confident in the offered product.

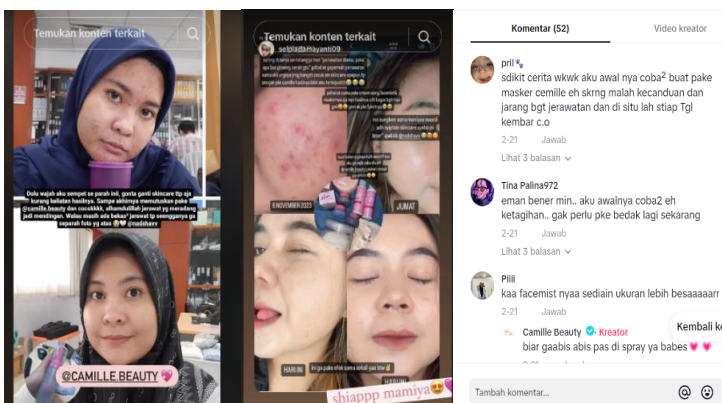


Image 9. Testimonial from Camille Beauty Customers



Image 10. Collaboration Nano-Influencer

From the research results, it was found that Camille Beauty creates informative and relevant content for its target audience and always keeps it up to date and accurate for sharing across all its social media platforms. Camille Beauty showcases testimonials from several customers who have used the product, as well as collaborations with nano-influencers that align with Camille Beauty's target market. The engaging content produced by these nano-influencers has proven effective in reaching new consumers and increasing brand awareness. As more people show results or provide testimonials for Camille Beauty products, more individuals are inclined to trust and feel the desire to try and verify the results of the product. As presented in Figure 9 and Figure 10. By applying these principles, Camille Beauty will be able to build and maintain strong credibility in the digital world, increase customers, and encourage long-term loyalty.

5. Informative

Informative (informativeness) is the core of advertising in providing information to consumers [14]. Informative in digital marketing means providing valuable and useful content for users. Content/advertisements must be able to convey the actual image of the product to bring commercial benefits, answer questions, and solve problems for consumers. For example, explaining the product specifications honestly and clearly, providing usage suggestions, and giving a user tutorial.



Image 11. Product Information

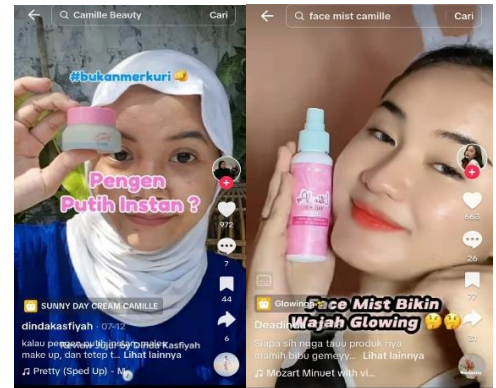


Image 12. TikTok Affiliate From Camille Beauty Camille Beauty

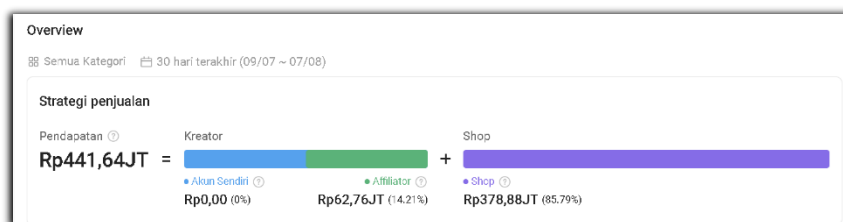


Figure 13. Benefits from Affiliates

Data Source: <https://www.kalodata.com> From the research findings, it was found that Camille Beauty provides convenience for the community in obtaining information through social media, website, and contact. Camille Beauty has several TikTok affiliates who market selected products, packaging them into engaging content and linking or displaying a yellow cart in the videos. The content uploaded by the affiliates has proven effective in reaching new consumers and increasing brand awareness. The way affiliate marketing works is that a brand gives a commission to individuals who successfully promote until the product is sold. This affiliate system can benefit both parties; the brand owner receives the proceeds from product sales, and the affiliate earns a predetermined commission based on how many people buy through their link. In the work of the affiliate, it can generate 14.21% or 62.76 million from revenue over 30 days from July 9, 2023 – August 7, 2024, as presented in Figure 13. Camille Beauty always presents an accurate depiction of the value of its products and services so that the public or consumers can evaluate them economically and practically, thereby making consumers choose and trust

this brand for their skin issues. The easiest way to find information about Camille Beauty is to search on Google.

Discussion

Based on the research results above, it can be understood that the ease of social media users in obtaining something is fundamental to attracting their interest when trading online. This is clearly evident; the easier it is to access a product along with its related aspects, the more the public will feel assisted in choosing the products they want. And this will also have a positive impact on the digital marketing being implemented. This fact aligns with the opinion of (Joseph, 2011) which states that digital marketing provides convenience for consumers or customers in finding the products they desire. From the research that has been conducted, the ability to interact is an important factor that supports potential buyers visiting the store and even purchasing our products. Because when potential buyers feel uncomfortable with the way we interact, it will decrease their interest in the products we sell, and this will be a loss if we are unable to keep potential buyers interested in purchasing our products. This is in line with the statement from [6] which states that the more interactive we are as sellers, the more customers will be attracted to buy our products.

In a buying and selling transaction, one of the methods that can be applied by business actors, especially online, is selling in an entertaining way. Trading is not just about profit and loss, but there is something more important, which is how we can cultivate the interest to buy from people who see us selling, so that it will make them willingly ask about our product and eventually buy it. This is in line with [5] in their research, which states that a communication strategy is needed for customers, one of which is through entertainment. (entertainment). From the results of the above research, it was found that in the buying and selling business, continuous transactions are needed so that the business we run does not fail. To achieve consistency in business, we must be able to make buyers confident in the products we offer with all their advantages, so that buyers do not just come for a one-time purchase, but because they already trust us and the products we provide, it will make them come back to buy again. This is in line with the research conducted by [8] that planning and honesty in marketing products are needed to improve sales results and gain customer trust. Based on the research results above, the information we provide when advertising a product is something that will make it easier for potential buyers to assess whether the product is suitable for them or not. And the ease of direct information will slightly help potential buyers in finding a product that suits them. This will provide an appropriate or very important picture of a product, and it will be an added value if we advertise the product informatively. This is in line with the opinion of [11] that creative and informative content is needed to increase public interest and sales profit.

CONCLUSION

The results of the research show that Camille Beauty implements a very good and appropriate digital marketing strategy using 5 digital marketing indicators, including Accessibility, which makes it easy for consumers to reach or obtain information about the products they are looking for; Interactivity, which in Camille Beauty can increase consumer engagement, build stronger relationships, and allow Camille Beauty to understand every need of the consumers; Entertainment, where Camille Beauty provides advertisements that entertain consumers by including product-related information in the videos; Credibility, to build trust and long-term relationships with consumers by showcasing several user testimonials and collaborations with nano-influencers; and Informativeness, or the information provided by Camille Beauty when advertising a product, supported by affiliates who upload content related to the promoted products, which will make it easier for potential buyers to assess whether the product is suitable for addressing their skin problems. The convenience of digital marketing is an excellent tool for presenting information not only in the form of text and audio but also in the form of images and videos, making it easier to provide a complete picture and visualization to the public or social media users. Some functions of digital marketing in business are for marketing promotion and reaching target markets through online digital media. Digital marketing needs to develop a system that can target and reach a wide audience by looking at which digital systems are frequently used by the public today. The system or digital tool that is often used by society today is social media [15].

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