



Analysis of New Media Marketing Strategies for Chinese Beauty Brand Proya

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Abstract. Amid radical shifts in the digital media ecosystem and the continued growth of China's beauty market new media marketing has turned into the most essential avenue of Chinese brands to trigger a growth breakthrough and establish a competitive base. This paper discusses Proya, which is a sample Chinese beauty brand, by exploring the implementation routes and the paths of optimization of its new media marketing strategy. The research examines the digital marketing status of Proya, its communication strategies, and effectiveness within the different new media platforms. The results show that the Proya developed a data-based marketing closed loop focused on the components of "content seeding - live-stream conversion- private domain retention, which depicts high market flexibility. Nevertheless, as the brand expands at such a pace, it has structural issues such as vague positioning, harsh homogenization of the content, the inadequacy of user oriented operations and the absence of channels synergies. This paper attempts to offer some of the optimization solutions to these problems by proposing: tapping into local brand awareness to create understanding of the culture, streamlining the operations in the private domain to create fan affiliation and combining the multimedia channel initiatives through the perception of the user. The study, besides offering theoretical reference to the sustainable development of Proya concerning the new media environment, also gives a helpful perspective to other local beauty brands that aim to both polish their marketing skills and invest in viable innovations.

Keywords: Proya, New Media Marketing, Chinese Beauty Brands, Private Domain Operations, Omnichannel Integration.

1 Introduction

1.1 Research Background and Significance

Research Background. With the backdrop of globalization and digitalization, the media ecosystem changes are sweeping the brand marketing towards a new dawn. New media forms like social commerce, short video, and live streaming have flooded the scene with the fast paced internet technology. Not only did these innovations transform the logic of dissemination of information, but they have dramatically changed consumer behavioral patterns, reorganizing the whole process of passing a consumer awareness and interest to decision and buying again. At the same time, the values and aesthetic

choice of the consumers have shifted substantially, with more interest in managing self-image and expressing oneself individually. This has resulted in the widening of the consumer base of the cosmetics and the market demand has a more diverse and fragmented pattern. As it can be seen based on the data provided by the National Bureau of Statistics, the total retail sales of consumer goods in China grew by 3.7 percent annually in 2024, and the retail sales of cosmetics reached a record-high of 435.7 billion yuan. It is in this context of a consistent market growth that Chinese beauty brands are experiencing unparalleled development prospects, in addition to ever-tougher market competition. The success of the brand can no longer be dependent on the conventional thought paradigms of the time of exposure of the media. Rather, it depends on the perception of the working mechanisms of the new media platform, the value of emotions of the users and immersion experiences, and the use of big data to provide accurate communication. Put differently, the emergence of new media is not only a revolution in the way of communication, but a revolution in the process of development of the brands relations with the consumers.

Proya had been established in 2003 with the philosophy of the core in mind, which is committed to offer Asian ladies scientifically effective solutions to skincare. It became one of the most popular Chinese beauty brands after its going public in 2017. The company has managed to achieve success by launching star products such as its Dual-Action and Ruby lines through the collaboration with such international ingredient suppliers as BASF and the adoption of the so-called trend of ingredient-driven skincare. This has made it possible to build a multi brand product matrix that has brought strategic change in the traditional channel based growth, to dual engine based growth, which is based on product innovation and marketing. Proya took the number one position in Chinese beauty sales with its systematic new media marketing plan on media such as Tmall and Douyin in the 2024 shopping festival, the Double 11, and grew its volume of transactions by double digits. Nevertheless, since the competition among platforms is growing and traffic dividends are shrinking, the most important task to stay ahead of the pack is maximizing the performance of content innovation and the management of personal spheres.

This research makes an emphasis on how Proya new media runs its marketing strategy internally and on the logic behind the operational mechanism. Through a systematic study of its approach in communication, content development, and managing users, it will expose both the strengths and weaknesses hence exploring viable future directions of the brand in the digital marketing environment. Besides increasing knowledge about marketing transformation of Chinese beauty brands, the findings serve theoretical references and practical insight by other market players in a bid to optimize the strategies in the new media environment.

Research Significance. Theoretically, the paper is based on the new media marketing theories and literature that are available. It critically examines the new media marketing plans of Proya through the prism of communication studies, discussing the ways to effectively use new media patterns to disseminate the brands. This enhances theoretical knowledge on interaction between brand communication and consumer behavior which shed more light on prospects of brand marketing.

Practically, the new media marketing has helped Chinese brands of beauty to grow speedily in the online sale market, which holds immense research importance. The analysis of the brand marketing strategies by Proya provides a critically dissected marketing information that can be applied to marketing beauty industry brands. It assists brands in finding a more effective way of structuring the mechanisms of deep emotional connection in the new media environment, such as the interaction of content and user co-creation. More so, several actionable recommendations are presented in this study, such as competing in the domain traffic and omnichannel integration. They can be used by traditional brands that are in the transition stage to increase customer loyalty enabling Chinese brands to maintain competitive advantages in the highly competitive market.

1.2 Analysis of the Current State of New Media Marketing

Amidst this background of the emergence of Chinese brands and with an increment in Chinese cosmetic brands market share, Chinese cosmetic brands have slowly gained prominence in the market and make up in terms of market share. They have gradually managed to outdo international brands as the new buying fashion among customers. In line with official Tmall statistics on the 2025 event, the recent Double 11 festival stated that 589 brands exceeded 100 million yuan in sales transacted, a growth of 46.5 per cent/year, and an all-time high. It not only brings into focus the potential of the Chinese skincare market which is huge but also the strong global emergence of the Chinese beauty brands. In terms of channel architecture, the Chinese cosmetics companies are taking advantage of new media ecosystems (including Tmall, Douyin and Kuaishou) in an effort to create distribution channels, which quickly create an entire funnel of traffic procurement to monetization. Pricing strategies use value-based pricing strategies that capture niche markets in order to have niche operations and greater user conversion. As an example, the price of Glacial Water Essence of Chando that is marketed on a hydration positioning is estimated to be approximately 100 yuan, thus being more attractive to the students and low-end markets which may not afford over 800 yuan per international competitor. During product development, Chinese brands aim at curing some of the most prevalent skin issues such as skin touchiness and barrier damages, among Chinese consumers. They create competitive penetrations through research on the conventional herbs such as the *Dendrobium officinale*. Such well-established brands as Pechoin rebrand themselves with the help of marketing based on the motto of local nostalgia + affordable quality, capturing the feeling of the consumer both via the traditional sense of nostalgia and offering various interactive experiences to young people. Chinese brands are both accurate consumerism and adaptable in new media marketing; however, they are hit by a developmental bottleneck such as the slowdown in user base and the decrease in profit margins. This dilemma arises due to excessive reliance on traffic and most influential people that pushes profit margins. Problems are a lack of product differentiation, slow product innovation, lack of high-end product lines, low brand premiums and poorly penetrated offline distribution systems. This paper discusses classic examples of Chinese beauty brands, their weaknesses, strengths

in their new media marketing strategies, and makes some implication solutions that could aid in peering into local brand building.

2 Concepts and Theoretical Backgrounds.

2.1 Chinese Brands

Chinese brands are commercial organizations based on the local ethnic culture, created and run by Chinese firms, positioned in the Chinese market and specialized in product R&D, production and sales targeted at the consumer demands of the Chinese. The key specific feature of them is defined by the high association between the brand localist features and cultural identity. Over the past few years, due to the Cultural confidence, consumers became more and more attached to Chinese brands, evidenced by the growing popularity of such a phenomena as the support Chinese brands movement. Technological innovation and cultural outreach of a brand, Chinese brands are gradually gaining strength in the world market. At the same time, they are the main engine of Chinese economic growth in terms of technological innovation and chain-integration in industries.

2.2 Domain Traffic Operations

In the online marketing environment, commercial operations of the domain White strip have become the strategic priority in business. The main aspects of this systematic approach are the ownership of traffic and long-term value that is unlocked. With the decline in internet traffic dividend, the industry is moving off the buying of the public domain sources of traffic (e.g., e-commerce platforms, social ads) and towards the creation of closed-loop private domains. This approach can unlock the potential value throughout the entire lifecycle of the user, which is designed to achieve: - Decreasing dependency on the public traffic and reducing acquisition costs; - Escaping the rules of the distributions of the public traffic and being able to establish autonomous communications with users; - Implementing tiered and precision user operations, basing on user personas, to benefit engagement enthusiasm and long-term loyalty; - Realizing sustained user value, stabilizing retention levels, increasing repurchase behavior, and creating a cycle of social virality.

3 Review of Current Marketing Strategy of Proya

3.1 Analysis of Proya's 4P Marketing Strategy

Digital Marketing Strategy of Product. Proya has many lines of products and broad portfolio. The brand is also effective in sentiment analysis of the key social media platforms in order to determine market trends. The statistics demonstrate that practical skincare and sensitive skin care became trending in the Xiaohongshu skincare segment in Q1 2025. Expanding on this idea, the brand correctly capitalizes on the interest of young people in the idea of ingredient-oriented trend. It creates distinguished brand

value using two strategies, young aesthetics and scientific ingredient promotions. The important launches are the functional skincare series such as the Ruby Series and the Dual-Action Series. The brand is constantly evolving its strategy on the flagship product, and its creative processes revolve around the essence of skincare segment. It forms star flagship products by integrating the concept of Morning C, Evening A (applying vitamin C products in the morning and retinol products in the evening) to a large extent. This is supplemented with maximization of product efficacy and user experience, venture into new lines as well as optimization of online channel operation. These measures are able to form a full cycle of marketing: "data insights → trend capture → product focus → concept integration. Besides, Proya ensures technological support through the collaboration with the high-quality suppliers and product iteration by means of ongoing independent research. This will provide the adoption of its flagship product strategy and a sound product development and improvement structure.

Digital Marketing Strategy of price. Proya continuously develops its brand matrix, and its products with a price of less than 100 yuan are positioned at the entry level, the mid-to-high-end essence products are located. With sub-brands serving the middle-to-lower price point and the core brand series exhibiting relatively greater transaction values on average, Proya has succeeded in covering the consumer demands at various price points in the fullest way possible through building a brand matrix of the pyramid shape. On the pricing decision level, Proya utilizes big data and AI technology during key steps of the pricing process and creates a closed-loop system of data-insight-decision-verification. This allows development of more real time and specific pricing models of the targeted consumer groups. As an example, Proya uses its Intelligent Pricing Scenario Product Operations module in the case of cooperation with Alimama. The system determines the price rating of the white-collar gifting audiences in both tier-1 and tier-2 cities accurately during major promotional events. On the basis of this observation, the brand applied specific pricing to its Ruby Collection, which increased pre-sale Gross Merchandise Volume (GMV) and Return on Investment (ROI) by a considerable margin and minimized the costs of clicks at the same time. The brand creates differentiated benefits in two directions: the visual design youth and the scientific ingredient promotion.

Channel Digital Strategy of Marketing. The digital marketing matrix that Proya developed is the combination of the e-commerce platform marketing channels and content platform traffic channels. Not only did it record a breakthrough performance growth on major sales occasions, but it also formalized the process of acquisition and conversion of traffic by using short-video promotion and live-streaming account strategies. It has created a full sales funnel, which is, traffic acquisition + content promotion + live-stream conversion, the model of a digital operation on a consistent brand building. Moreover, through the coordination of the operations of domain acquisition in the public domain, and domain retention in the private domain, Proya stimulates brand awareness and loyalty of the customer.

The combination of smart ad placements, livestream conversion, and targeted community management (this channel strategy should be regarded as a whole) can be valuable information to other beauty brands.

Digital Marketing Strategy to be used on Promotions. Proya uses big algorithmic models to serve its personalized recommendations on the basis of multi- dimensions data like age, skin type and frequency of purchase. One example is that in case of large e-commerce sites, as the user navigates through the site, the system serves an automatic promotion of the products based on their likes and needs under previous behavioral recordings. Not only does it increase the interaction rates of the promotions done by the user by a significant percentage, but also efficiently increases the purchase conversion and average order value. Proya makes full use of big data technology to combine and investigate multi-channel information of online and offline consumers. It has also been trading in strategic collaboration with Digital MaLi of the Ant Group, substantially collaborating on the details of AI-based client service in the clouds, AI-controlled checking systems, and omnichannel user experience optimization. Such programs enable the brand to create a stronger user profile to offer targeted content and offers. Together with its product selection with curation process + exclusive Super Brand Day pricing system, this process can provide customers with the curated shopping experience at which affordable products are offered that exactly fit their needs. Presently, Proya has already built a sound membership, as market patterns are used to arrange flash sales of limited time and points redemption, with benefits of members in the month of birth. Moreover, the building of brand image is based on the effective communication: Proya focuses on diversified brand communication strategy to create triple impact emotion resonance, experience, and value transmission.

3.2 Proya Marketing Environment SWOT Analysis.

Strength Analysis. Being a Chinese skincare brand that is new to the Chinese market, Proya has maximized on the opportunities presented in the new media environment and availed differentiated marketing policies to suit the different consumer groups. The research interest will be based on social platforms (Weibo, Xiaohongshu), text-image platforms (e.g., WeChat, Zhihu), e-commerce platforms (e.g., Tmall, JD. com), and short-video platforms (Douyin and Kuaishou).

Table 1: Analysis of Proya's Brand Communication Strategies Across Different New Media Platforms [1].

Platform Type	Main Platforms	Target Audience	Main Communication Strategy
Short Video Platforms	Douyin,Kuaishou	Young women aged 18-35	1. Collaborate with KOLs (Key Opinion Leaders) for promotion to create blockbuster products; 2. Participate in challenges using hot short video topics to trigger viral spread; 3. Produce brand story videos to

Platform Type	Main Platforms	Target Audience	Main Communication Strategy
			strengthen emotional connection.
Social Media	Xiaohongshu, Weibo	Urban women aged 25-40, skincare enthusiasts	1. Leverage UGC (user-generated content) for word-of-mouth marketing; 2. Launch themed interactive campaigns to boost user engagement; 3. Utilize targeted ad delivery for personalized communication.
E-commerce Platforms	Tmall, JD.com flagship stores, etc.	Shopping groups aged 18-45	1. Boost sales conversion through live-streaming sales; 2. Drive traffic with limited-time discounts and new product pre-sales; 3. Enhance purchase rates through big data-driven precision marketing.
Graphic Content Platforms	WeChat, Zhihu, etc.	Highly educated women aged 25-45 or knowledge-oriented users	1. Publish professional skincare knowledge to enhance brand authority; 2. Shape product credibility through expert reviews and user case studies; 3. Utilize Zhihu's Q&A format to strengthen in-depth interaction with users.

It is evident that short-video platforms form one of the most important communication tools of Proya as noted in Table 1, and it is placed at the framework of product marketing approach. Proya puts its main products, which include ruby essence products andbleak and dual-action image-building serums, at central positions in terms

of expansion and brand image. The brand has strong strategic partnerships with well-known KOLs on Douyin and Kuaishou: through the content work (such as makeup tutorials, products reviews, influencer experience) the brand reaches and engages its subscribers ever more efficiently to bring about high levels of consumer brand awareness in a very short time. Proya is also an active participant in trending and topic action on short-video platforms. By producing entertaining content of a high level of interactivity, the brand has become a topic that attracts great attention and interaction among the young users. These policies have helped Proya amass a great following on the short-video sites in the shortest time possible and significantly increase brand-awareness and reputation among young ladies.

The brand communication approaches adopted by Proya are highly differentiated using different new media platforms with each strategy designed to suit the nature of the platform and the type of users using the medium. As a result of these strategies, the brand has not only increased the number of people who listen to it, but a strong brand image is established in clearly different market segments.

Weakness Analysis. The first is the symptomatic Brand Asset Transmission and content innovation dimensions when there is ambiguity in the transmission of the brand asset and the second is the Transmission and Limited Content Dimension when there is a lack of ambiguity in the transmission of the brand asset [2].

According to research, the new media marketing practice at Proya is structurally disconnected in the construction of brand image with the output of content. Although developing a product matrix that will focus on the numerous consumer segments, the brand products positioning as a mid-to-high-end technological skincare product and the fundamental idea of marine technology has failed to effectively integrate into its new media content production channel. Multi-platform deployment has made it reach a wider area; however, lack of cohesive brand image management mechanism has created disjointed content styles and varied priorities in communication across platforms. This compromises the consistency of brand recognition consistency and prevents the ability of the consumers to develop differentiated perceptions towards the brand [3]. The over dependence on the template-based content has resulted in homogenization where there is a lack of value narratives that can be appreciated emotionally by the users. Combined with a low content update cycle and a communicative feedback mechanism, the brand cannot compete with the media-flooded information environment in terms of keeping users engaged.

In terms of accuracy marketing and retention of users, studies show that although enterprises have made the first step in big data technology of reaching their clients, their business practices are still marred with loopholes in their refinements as well as cross-cultural barriers in communication [4]. Modern new media content shows the visible traces of hard placement, as it is neither interesting nor is it touching, thus, it does not create the environment where a person can interact with the content of the media. Others result in misunderstandings of brand values by the user through the repetitive nature of the information encoding process that fails to provide a chance to generate an emotional bond and consequently reducing the nurturing of user stickiness [5]. Moreover, the interviews also demonstrate information screening and content distribution structures to be limited in enterprises. Being the key information gatekeepers, the subjective

perception and judgment of content selection by the new media operators limit accurately the content delivery and the information asymmetry between diverse populations is increased in part. Even as they amassed users in large numbers the companies never put in place strategies to utilize interactive content to spiral secondary distribution and they have not achieved good success of directly transforming highly engaging content to be the driving force shaping a viral word of mouth marketing campaign. One of the researchers indicates that a closed-loop approach to data revision and content revision should be created by enterprises. They can do that by constantly refinement of the user interaction mechanisms, which means obtaining accurate transmission of brand value and ongoing enhancement of communication efficiency.

Opportunity Analysis. The first opportunity is in the long term issuance of Chinese trend dividend. The China Beauty Industry according to 2024. The cosmetics market of China has grown between RMB 275.9 billion in 2014 and RMB 797.2 billion in 2023. The online market increased to 404.59 billion yuan, and this is a 10% annual growth and exceeds the traditional offline channels [6]. This Chinese brands have received a lot of growth opportunities due to market shift. Proya has been taking advantage of this market.

opportunity, which has online channels as its battlespace. Proya continues to lead the sales of similar brands due to the adoption of a flagship product orientation approach and development of brand matrix.

Second, a strategy of trying some new marketing solutions during the evolution of technologies, during which the number of users of short video continues to grow. Proya uses co-creation related to the creation of a model of value sharing. The brand produces immersive consumption experiences through the use of AI virtual hosts of AR makeup trial apps (e.g., Virtual Beauty Room of Tmall) that lower the marketing expenditures and boost the level of involvement of the users [7]. Also, AI intelligence in skin analysis and customized recommendation modules will allow making specific changes to the needs of the user, introducing a tactical adjustment in the promotion in the market and creating long-term relationships.

Threat Analysis. The main conflict is represented in the form of increasing the costs of purchasing traffics and divided user time. Platforms like Douyin face growing competition within the ranks of the existing users, where the cost of acquiring the customer is rising every single year. Over-saturated brand Offers and frequent commercialization of products create a negative response, which increases the price of engagement between the brand and the user. Consumers lack the desired confidence on the Chinese brands, which prevents the implementation of high value-added products. Inconsistent local production that is of low quality, with an appropriate R&D support and promotion investment, produce products with no uniqueness. The homogenization reduces brand attractiveness [8]. Taking into consideration the fact that the consumer confidence in global brands diminishes greatly. Regulatory compliance and data governance are the main focus of the third-party institutions, and the EU cross-border product oversight under the General Data Protection Regulation (GDPR) framework is constantly tightening. The review standards of content available in new media are getting tougher and the cosmetic efficacy claims need to be put under tough

examination, management of professional qualification and supported by corresponding human test outcomes.

4 Optimization Plan for Proya's New Media Marketing Strategy

4.1 Leveraging Chinese Brand Identity to Build Cultural Core

Proya currently faces significant ambiguity in brand positioning and image communication, hindering its ability to establish a clear perception of premium differentiation in consumers' minds. To address this challenge, Chinese beauty brands can harness consumers' affinity for local culture to forge emotional connections and enhance marketing effectiveness. This cultural affinity functions as an emotional bond, strengthening consumer belonging and loyalty to the brand, thereby boosting market competitiveness. In new media marketing practices, brands should prioritize two-way interaction. By organically blending traditional cultural symbols with modern design language through short videos, graphics, and other content formats, they can shape a "Chinese brand" image with cultural depth. Specifically, brands can enhance memorability through contextual storytelling and character development, imbuing products with cultural significance to evoke consumers' national pride and nostalgic memories. Collaborating with traditional cultural IPs (e.g., the Forbidden City, Dunhuang) facilitates symbolic conversion and value extension between tech-driven skincare and heritage culture [9]. However, cultural elements must undergo innovative transformation—avoiding simplistic appropriation or homogenized replication to prevent content homogenization. Leveraging big data technology, brands can precisely identify target demographics (e.g., post-1990s generation and Generation Z.) and deliver personalized content on social platforms (e.g., Xiaohongshu, Weibo). By launching themed campaigns like "Experience Chinese Skincare" or "Discover the Beauty of Chinese Brands," brands can highlight products' locally developed origins and suitability for Asian skin types. Encouraging user-generated content (UGC) sharing of experiences and skincare insights further amplifies cultural resonance. To align with younger demographics' aesthetic preferences, brands can collaborate with art institutions to create experiential events like "Eastern Aesthetic Skincare," offering incentives such as custom gift sets and celebrity autographs to boost engagement. Simultaneously, leveraging the influence of KOLs and celebrities amplifies topic reach, driving social media exposure and discussions to sustain the diffusion of cultural values [10].

4.2 Refining Private Domain Operations to Enhance Fan Loyalty

In the current new media landscape where traffic acquisition costs continue to rise, private domain operations have become a critical pathway for brands to convert public domain traffic into reusable assets, strengthen user loyalty, and deepen customer insights. However, during the implementation of its omnichannel market coverage strategy, Proya faced significant challenges with insufficient user stickiness, hindering

the sustained accumulation of brand equity and the steady enhancement of market competitiveness. To address this, Proya can further refine the construction of its private domain system through four dimensions: First, establish diversified entry points for private domain traffic. Leverage channels like WeChat Official Accounts, corporate WeChat groups, and mini-programs to build a private domain matrix. Align with target audience attributes to guide users from public platforms into private domains via content marketing or KOL collaborations, achieving direct user connections. This approach reduces reliance on external traffic acquisition while enabling the brand to independently deliver information and accumulate user data. Second, refine the membership system design to boost user retention. The brand can establish a membership system via mini-programs or apps, implementing tiered management and differentiated incentives. Set multi-tiered membership levels (e.g., Standard Member, VIP Member) based on metrics like spending amount and activity level. Match these tiers with corresponding benefits such as increased point multipliers, priority product trials, exclusive discounts, birthday perks, and one-on-one customer service to stimulate ongoing engagement and repeat purchases. Simultaneously, establish a points redemption mechanism supporting product exchanges and lottery participation to boost user activity and lifetime value. Third, advance knowledge-empowered marketing to enhance conversion efficiency. The core strength of private domains lies in facilitating in-depth communication and trust-building between brands and users. Proya can collaborate with dermatologists and researchers to host live-streamed educational sessions, providing expert interpretations of product ingredients, technological barriers, and efficacy mechanisms to enhance content persuasiveness and reach. Fourth, strengthen after-sales service and user care to elevate the end-to-end experience. Brands should deploy dedicated customer service teams on private domain platforms to cover pre-sales consultations and post-purchase follow-ups, ensuring consistent and efficient service experiences across all touchpoints. Regular follow-ups to gather usage feedback and improvement suggestions can inform product iterations and service optimizations, creating a positive feedback loop for continuous user experience enhancement. This approach not only bolsters user trust and satisfaction but also underpins the brand's long-term value accumulation.

4.3 Gaining Insights into User Perception to Promote Omnichannel Integration

Research indicates that Proya relies excessively on limited communication channels and demonstrates insufficient audience conversion efficiency in its new media marketing, hindering the brand's market penetration capabilities and long-term development. To address this, Proya can enhance brand effectiveness and optimize user experience through omnichannel integration and traffic sharing. First, establish a channel matrix. Proya has built a centralized middle platform for content management and distribution, encompassing key online platforms like Douyin and Taobao, as well as offline channels such as flagship stores and pop-up experience stores [11]. This platform enables centralized aggregation and management. Utilizing big data insights technology, content is curated and distributed differently according to each channel's

characteristics. Through this middle platform, Proya can monitor user interactions and purchasing behaviors across channels in real time, precisely identifying consumer interests and purchase paths to refine omnichannel marketing strategies. Second, to break down barriers between online and offline channels and enhance interactive experiences, Proya leverages models like "online ordering + offline experience" or "offline experience + online purchase" to unlock channel potential. This deeply integrated shopping approach not only enhances consumer convenience but also effectively converts offline traffic into online sales or builds trust for online purchases through offline experiences. Third, multi-channel marketing campaigns are coordinated to drive traffic back online. Brands can synchronize joint online-offline promotions during major sales events like Double 11. For instance, physical stores can feature new product displays and experiential zones, while collaborating with trendy brands to create immersive, fashion-forward scenarios. Simultaneously, online channels like Xiaohongshu and Douyin can amplify brand activity promotions, engaging consumers and enabling bidirectional traffic flow between online and offline platforms. For instance, brands can use QR codes in physical stores to invite customers to join online communities, thereby retaining offline users within digital spaces. This approach boosts user engagement interest, encouraging them to scan codes for exclusive offers. Consequently, data from offline channels flows back to online platforms, driving marketing conversions.

5 Conclusion

This study examines Proya, a leading Chinese cosmetics brand, systematically analyzing its new media marketing strategies within the digital media ecosystem. By integrating theoretical frameworks such as the 4Ps theory, SWOT analysis model, and private domain traffic operations, it delves into the strengths, challenges, and optimization pathways of its marketing practices. Through the aforementioned analysis, the study draws the following key conclusions. By establishing a data-driven new media marketing system, Proya has formed a closed-loop marketing cycle—"content seeding → live-stream conversion → private domain retention"-across short video platforms, e-commerce livestreaming, and social media, demonstrating strong market competitiveness. However, the brand still faces structural challenges in the new media context, including ambiguous brand positioning, content homogenization, and insufficient channel synergy. Future strategies should focus on strengthening cultural empowerment and Chinese brand identity, advancing refined private domain operations, and enhancing omnichannel coordination to achieve sustained growth in brand value and customer lifetime value.

In summary, as a representative case of digital transformation among Chinese beauty brands, Proya's marketing practices demonstrate both the growth potential enabled by data-driven approaches and platform synergy, while also revealing deep-seated challenges in cultural construction, user engagement, and channel integration. Moving forward, the brand must maintain its digital marketing strengths while continuously deepening its cultural identity, systematically building its private domain operation

framework, and refining its omnichannel integration mechanisms. Only then can it establish sustainable competitive advantages in a highly competitive market. This study's findings not only provide theoretical guidance for optimizing Proya's marketing strategies but also offer valuable insights for other Chinese beauty brands navigating strategic planning and practical exploration in the new media landscape.

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