

## Influencer-Based Customer Relationship Management Strategy to Increase Consumer Loyalty to Local Beauty Products

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### Article Info

#### Article history:

Received : 04 November 2023

Publish : 08 November 2023

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#### Keywords:

Customer  
Relationship  
Management  
Influencer

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### Abstract

*This study aims to analyze how CRM elements are integrated into influencer marketing practices and their impact on customer loyalty in the beauty product industry. This research uses a qualitative approach by conducting content analysis on social media. The data analyzed includes influencer posts, follower comments, and interactions between brands and customers. The results of the study show that beauty product brands adopt three main strategies in integrating CRM elements into influencer marketing. First, they use influencers from abroad to create big events that attract customer attention. Second, they chose beauty vloggers who were relevant to consumers to provide comprehensive reviews about the products. And third, they appoint celebrities to attract consumer attention. Relevant and meaningful interactions mainly occur through product review videos conducted by beauty vloggers. This research provides practical guidance for beauty product brands in optimizing the use of influencer marketing and CRM elements. In addition, this research also contributes to the literature on social media marketing and customer relationship management in this digital era.*

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Publis : 08 November 2023

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### Abstrak

Penelitian ini bertujuan untuk menganalisis bagaimana elemen CRM diintegrasikan ke dalam praktik pemasaran *influencer* dan dampaknya terhadap loyalitas pelanggan di industri produk kecantikan. Penelitian ini menggunakan pendekatan kualitatif dengan melakukan analisis konten pada media sosial. Data yang dianalisis meliputi postingan *influencer*, komentar pengikut, dan interaksi antara *brand* dan pelanggan. Hasil penelitian menunjukkan bahwa *brand* produk kecantikan mengadopsi tiga strategi utama dalam mengintegrasikan elemen CRM ke dalam pemasaran *influencer*. Pertama, mereka memanfaatkan *influencer* dari luar negeri untuk membuat *event* besar yang menarik perhatian pelanggan. Kedua, mereka memilih *beauty vlogger* yang relevan dengan konsumen untuk memberikan ulasan komprehensif mengenai produk. Dan ketiga, mereka menunjuk selebritis untuk menarik perhatian konsumen. Interaksi yang relevan dan bermakna terutama terjadi melalui *video review* produk yang dilakukan oleh *beauty vlogger*. Penelitian ini memberikan panduan praktis bagi *brand* produk kecantikan dalam mengoptimalkan penggunaan elemen pemasaran *influencer* dan CRM. Selain itu, penelitian ini juga memberikan kontribusi terhadap literatur mengenai pemasaran media sosial dan manajemen hubungan pelanggan di era digital ini.

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## 1. INTRODUCTION

Customer Relationship Management (CRM) strategies are increasingly becoming a popular topic in the marketing field (Pozza et al., 2018; Harrigan et al., 2015; Harrigan et al., 2014; Choudhury & Harrigan, 2014), as well as influencer marketing ( Lou & Yuan, 2019; Martínez-López et al., 2020; Vrontis et al., 2021). Especially in the beauty product industry, when packaged and adapted to the products offered, these two strategies can help companies increase consumer loyalty and gain a larger market share.

CRM strategy is related to the concept of consumer satisfaction and loyalty (Palto et al., 2018). In the context of beauty products, companies can use CRM strategies to build close relationships with consumers and understand their needs. Understanding consumers can help brands develop

products that better suit consumer needs and preferences, thereby increasing consumer satisfaction and loyalty. Meanwhile, influencer marketing can influence consumer perceptions and behavior in purchasing beauty products. As a source of information and references, influencers have a big influence on purchasing decisions (Wang & Lee, 2021).

The development of technology and social media has had a significant impact on the way companies interact with customers and market products. Nowadays, consumers can access information about products and services via the internet easily. Therefore, companies must understand how technology and social media influence customer behavior and look for ways to optimize the use of technology and social media as marketing tools.

One of the dominant trends in marketing beauty products today is the use of influencer marketing based on social media. Influencer marketing has become a very effective strategy in increasing consumers' purchase intention (Dwidienawati et al., 2020). Influencers, who often have millions of followers on platforms such as Instagram, YouTube, and TikTok, are the main narrators in telling the stories of beauty products and brands to bridge cultural barriers between products and a wide audience (Van Cotten & Steils, 2021; Zhou et al., 2021).

Apart from that, the concept of Customer Relationship Management (CRM) has also been proven to be the key to success in retaining customers in this industry (Sarnier et al., 2010). Understanding and meeting consumer needs, appropriate pricing strategies, providing positive experiences, and building strong relationships are key factors for achieving long-term consumer loyalty (Nuseir & Madanat, 2015; Stein & Ramaseshan, 2020; Agha et al., 2021).

However, what is becoming an interesting trend in the beauty products industry is how companies are integrating their CRM strategies with influencer marketing. This refers to a company's ability to not only sell products, but also build deeper and more personal relationships with consumers through collaboration with influencers.

As the use of technology and social media increasingly allows consumers to interact with brands directly, beauty companies must incorporate a more personal and relevant approach. With the influence of influencers, companies can create closer connections with their target audiences, while ensuring that consumers feel valued and cared for.

There are several factors that can influence the effectiveness of CRM and influencer marketing strategies in increasing consumer loyalty, including purchasing experience (Yin & Xu, 2021), consumer satisfaction (Fraering & Minor, 2013; Özkan et al., 2020), and consumer trust in influencers and product brands (Lou & Yuan, 2019). Therefore, it is important to evaluate how the use of influencer marketing-based CRM strategies can influence consumer loyalty to beauty products, and how best to integrate this strategy in order to increase consumer satisfaction and loyalty.

Therefore, this research aims to deepen into current beauty product marketing trends focusing on the integration of CRM strategies based on influencer marketing. The main goal is to understand how beauty companies can optimize this approach to increase consumer loyalty and maintain their position in a competitive market. Within this framework, this research will analyze the strategies, influences, and best ways to combine elements of CRM and influencer marketing in the context of beauty products. It is hoped that the findings of this research will provide valuable insights for companies and stakeholders in facing the challenges and opportunities offered by ever-changing beauty product marketing trends.

## **2. LITERATURE REVIEW**

### **Customer Relationship Management (CRM)**

Since the 1990s (Dewnarain et al., 2021), CRM has become an emerging topic and is defined as an interactive process that aims to achieve a balance between company investment and satisfaction of customer needs in order to generate maximum profits (Gebert et al., 2003). CRM comprehensive strategies and processes also enable organizations to identify, acquire, retain and maintain profitable customers by building and maintaining long-term relationships with them,

through data analysis to study large amounts of information (Akroush et al., 2011; Anshari et al., 2019).

Along with technological developments, the existence of CRM is supported by management information systems (Khodakarami & Chan, 2014). CRM implementation requires four main areas, namely strategy, people, technology, and processes (Akroush et al., 2011). The main stages of CRM involve analyzing customer portfolios to identify customers who create the greatest value, closeness to customers to understand and serve them better, and the development of business networks that use customer data to optimize the overall customer experience (Nemati & Weber, 2022).

### **CRM and Social Media Integration**

In the increasingly developing digital era, the use of social media has become an important element in a company's Customer Relationship Management (CRM) strategy. Social media has changed the way companies interact with their customers. This has an impact on changing mindsets and culture to shape front office technology capabilities that are aware of the need to interact with customers on social media. Additionally, managers must develop and manage customer engagement initiatives as an entry-level integrative dynamic achievement (Harrigan et al., 2020).

This change brings significantly different dynamics to the way businesses acquire, serve, retain and even terminate customers. On the other hand, the use of social media gives consumers the power to filter advertising messages, compare prices with competitors, and spread positive or negative messages about brands. Therefore, it is important to see how the narrative circulates regarding brands and consumer perceptions qualitatively with in-depth interviews (Malthouse et al., 2013).

One important aspect of social media integration in CRM is that real-time interactions generate value that consumers value more (Alt et al., 2020). Social media provides a means for companies to communicate directly with customers in real time. This means that companies can respond to customer questions, feedback or complaints quickly and efficiently. This rapid response, along with a close communication approach, efficient communication feedback, relevant communication environment and content can produce feelings of informational or emotional satisfaction in customers (Qin et al., 2023).

Apart from that, social media also allows companies to collect more in-depth customer data (Sashi, 2019). By observing customer behavior on social media, companies can understand their preferences, habits and views. This information can be used to personalize customer experiences, provide more relevant offers and optimize marketing strategies.

Integrating social media into a CRM strategy is becoming increasingly urgent. Companies need to have a coordinated and integrated approach in interacting with customers on various social media platforms. It includes social media as a promotional and sales outlet, social media as a communication and branding channel, social media as a monitoring and intelligence source, social media as a customer relationship management and value creation platform, and social media as a general and strategic marketing tool (Li et al., 2023).

Overall, this literature shows that social media has become a very important tool in effective CRM practices. Companies must be able to incorporate social media into their CRM strategy to better understand their customers, provide better service, and maintain strong relationships with customers in this digital era.

### **Influencer marketing**

*Influencer marketing*, as described by Campbell & Farrell (2020), is a practice that involves providing financial compensation to individuals who have large followings on social media for posting about products or services. This approach emerged as a response to the desire to have a more acceptable and attractive advertising approach to consumers (Akroush et al., 2011). Although there is still some hesitation from some brands regarding its use (Pradhan et al., 2022), influencer marketing has proven to be a powerful tool in the world of marketing. Influencer marketing

generated \$10 billion in 2020 and is becoming increasingly relevant for many companies, especially those operating in a b to c or business-to-consumer environment (Haenlein et al., 2020).

The role of influencer marketing is very significant. Apart from increasing brand awareness, this practice also encourages the adoption of innovation by relying on the influence and trust of influencers. Influencers can build strong relationships and emotional closeness with their followers, which in turn can help brands build closer relationships with consumers (Zhou et al., 2021). Influencer marketing also allows brands to maximize the reach of their campaigns through influencer social media networks, which often reach thousands or even millions of people thanks to the utilization of social media (Hu et al., 2016)

Apart from that, influencer marketing has a positive impact on other aspects such as increasing customer trust, increasing interactions with customers, and even increasing Return on Investment (ROI) (Dimitrieska & Efremova, 2021). In this way, influencer marketing provides a different and effective way of conveying brand messages to a wider audience (Lee et al., 2021).

In the context of beauty products, influencer marketing can play a very important role because influencer followers often look for guidance and recommendations on beauty products. Therefore, collaboration with relevant influencers can help brands gain consumers' trust and promote their beauty products in a more effective way than advertising with traditional celebrity models (Jin et al., 2019). In this case, influencer marketing is not just about marketing products, but also about building deeper relationships between brands and consumers in this digital era.

### **Consumer Loyalty**

Consumer loyalty in the beauty products industry is a concept that describes the extent to which customers remain loyal and committed to a particular product or brand over the long term. In a world filled with various choices of beauty products, this loyalty is a strong indicator of the extent to which a brand has built deep and positive relationships so that customers feel appreciated (Garrett, 2006).

One of the most important aspects of consumer loyalty in beauty products is repeat purchases. This occurs when customers consistently choose and use the same product or brand over and over again. This action reflects the high level of trust in the product and the satisfaction they feel every time they use it (Leninkumar, 2017). Apart from that, brand involvement with consumers also plays an important role in maintaining consumer loyalty (Ting et al., 2021).

Apart from repeat purchases, consumer loyalty also includes a strong emotional connection between customers and beauty product brands. Some customers develop an emotional attachment to a particular product because they feel that the product reflects their values or specifically suits their needs and preferences. Furthermore, when customers feel involved in the value co-creation process with a brand, they are more likely to be loyal to that brand (Cossío-Silva et al., 2016).

The level of customer satisfaction is an important element in building loyalty. Factors that influence consumer loyalty to beauty products include quality, shared values, relevance to self (Shalehah et al., 2019), buyer experience (Francisco-Maffezzolli et al., 2014), and price (Kendrick et al., 1998). Beauty products that provide the desired results, both in terms of appearance and quality, will make customers satisfied. This positive relationship can also be strengthened by a good shopping experience, including responsive and informative customer service (Cachero-Martínez & Vázquez-Casielles, 2021; Setiawati et al., 2019).

Consumer loyalty is often related to product recommendations to others. When customers are very satisfied with a particular beauty product, they tend to give recommendations to friends, family, acquaintances, or even their social media followers. These recommendations can be an important factor in increasing sales and introducing the product to a larger audience (Curras-Perez et al., 2014).

*Brand*beauticians seeking to maintain consumer loyalty often develop loyalty programs. These programs often contain incentives such as free gifts, exclusive discounts, or access to new products first (Khairawati, 2019). This kind of program aims to reward loyal customers and encourage them to remain committed to the brand.

Overall, consumer loyalty in beauty products is a key element for brand success in this competitive industry. Brands that can build and maintain customer loyalty effectively tend to have a stable customer base and can maintain their position in an ever-changing and evolving market. Therefore, companies in the beauty products industry need to prioritize efforts to understand and build consumer loyalty.

### 3. RESEARCH METHOD

This research uses a qualitative approach in order to analyze strategies, influences, and the best way to combine elements of CRM and influencer marketing in the context of beauty products. A qualitative approach was chosen because it allows researchers to understand in depth the complex context and interactions on social media as well as how CRM elements are applied in influencer marketing practices.

The qualitative approach in this research will use content analysis on social media, which will allow researchers to structure and explore the details and meaning in influencer posts, follower comments, and interactions between brands and customers and draw realistic conclusions from this data (Bengtsson, 2016). This approach allows researchers to explore nuances and context that cannot always be measured quantitatively, such as follower sentiment and their feelings about beauty products. The research stages are as follows:

1. Selection of beauty product brand samples that will be used as samples is based on sales obtained. Then each brand traced the influencer marketing-based CRM strategy that was implemented. These brands must have a significant presence on social media and collaborate with influencers to promote their products.
2. Data Collection from relevant social media platforms, such as Instagram and YouTube. Data that needs to be collected includes influencer posts related to beauty products, follower responses, interactions between brands and customers, as well as content related to CRM strategies, such as loyalty programs or customer service.
3. Content analysis using a coding system to extract themes from appropriate social media analysis. For this reason, the content that is most effective in influencing interactions between brands and followers is identified, as well as the CRM elements that are integrated in this content.
4. Measuring follower engagement towards influencer posts related to beauty products. This analysis includes the number of likes and comment content, as well as the level of participation in contests or loyalty programs related to influencer marketing.
5. Sentiment Analysis based on followers' comments and responses to influencer posts. This can provide insight into how followers respond to products and CRM strategies introduced through influencer marketing.
6. Comparative Analysis through comparing the data found with the results of related research, theories and frameworks for CRM and influencer marketing strategies. This is necessary to determine the effect of integrating CRM elements in influencer marketing on customer interaction and loyalty.
7. Synthesize the results of social media content analysis and other data to identify relevant patterns and trends. Based on these results, recommendations were prepared on the best way to combine elements of CRM and influencer marketing in beauty products with the aim of increasing consumer loyalty.

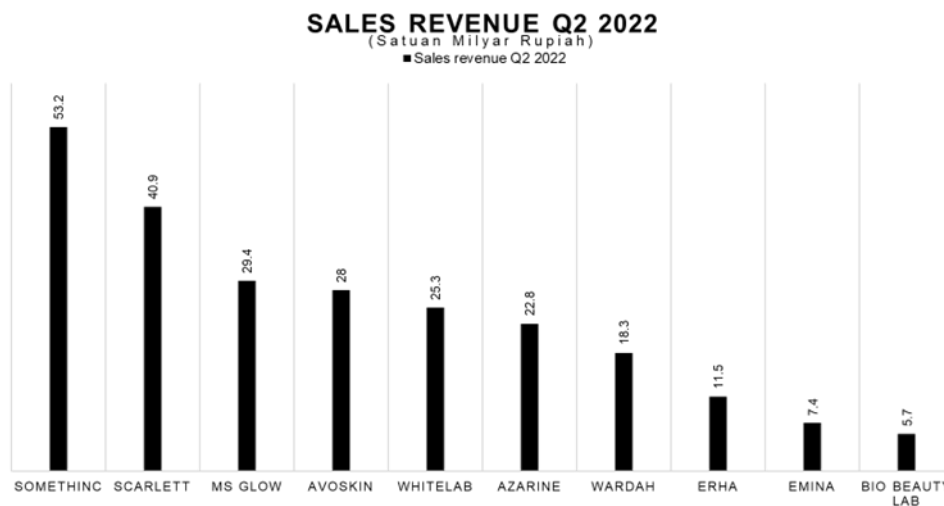
This method will provide an in-depth understanding of the effectiveness of influencer marketing-based CRM strategies in generating consumer loyalty in the beauty product industry, as well as provide insight into the best practices that beauty brands can implement in increasing customer interaction and engagement.

### 4. RESEARCH RESULTS AND DISCUSSION

#### Influencer Marketing Based CRM Strategy

This research aims to gain a deeper understanding of the implementation of influencer marketing-based CRM strategies in the domestic market. So the selection of this brand will focus on local beauty products that have the largest sales revenue. This data will be taken from Compass Market Insight - Dashboard in the facial care category for the second quarter of 2022 from the Shopee and Tokopedia platforms.

Each brand will analyze its strategy involving influencers to see the patterns used in conducting influencer-based CRM. The most comprehensive strategy will be mapped so that it can be useful as a guide for implementing influencer marketing strategies and then adapting them to the needs of each brand. The strategy created is then compared with sales revenue to see its effectiveness.



**Figure 1** Highest Beauty Product Sales Revenue in the Second Quarter of 2022  
 Source: processed from <https://compas.co.id/article/brand-skincare-lokal-terlaris/>

Based on data obtained from the ten beauty product brands, it was found that each brand has a different strategy in implementing CRM based on influencer marketing. Marketing influencers who play a role in CRM for beauty products generally have two different backgrounds, namely:

1. Celebrities whose popularity is gained from careers in the entertainment world in general through mainstream media in the form of films and television. The careers pursued by these celebrities have diverse backgrounds, such as singers, film/sinetron actors, or models. In contrast to beauty vloggers who present a lot of content related to care and beauty, celebrities generally do not share this. They are known and have many followers on social media because of their career in the world of entertainment.
2. Beauty Vlogger who Its popularity is gained from new media which allows content creators to produce their content independently, represent themselves, and interact directly with the audience (Xiao et al., 2021). The platform generally used is YouTube because it allows beauty vloggers to produce content with a longer duration so that they can provide more extensive content related to beauty products in the form of reviews, how to use them, benefits, choosing the right product, and how to use make up. They gain popularity because the audience finds the benefits of the content provided and feels relevance to them.

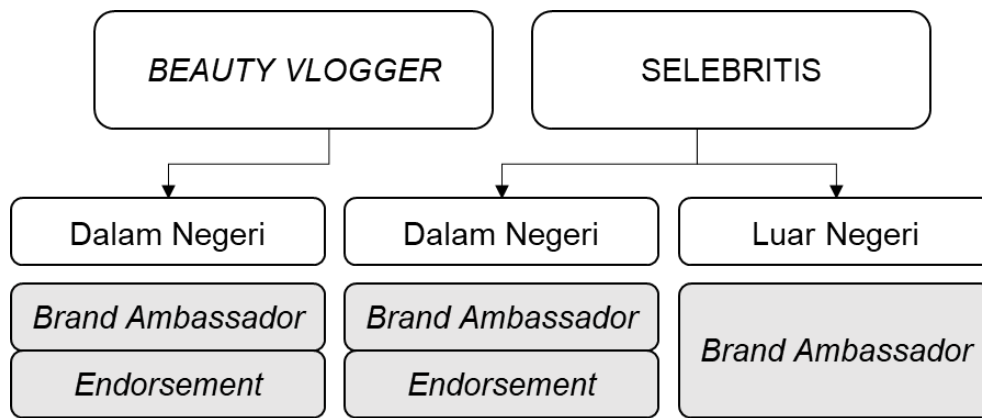


Figure 2 Mapping the role of influencer marketing on beauty products in Indonesia

In general, the role of influencers in beauty product marketing can be divided into two large categories, namely:

1. *Brand Ambassadors* are individuals or groups who have a certain period of relationship with a brand. They have a long-term commitment to the brand and are often involved in various promotional and marketing activities. They work closely with brands and can be involved in various campaigns, advertising and brand promotional activities. Brands can use influencers and celebrities from within and outside the country as their ambassadors. An example is the Whitelab product which has a domestic Brand Ambassador, namely Bunga Citra Lestari, and an overseas Brand Ambassador, namely Oh Sehun EXO from South Korea. Other products are Azarine which makes Prilly Latuconsina a Brand Ambassador from within the country and Lee Min Ho and the girl band Red Velvet from South Korea as Brand Ambassadors.
2. *Endorsement* is a collaboration between celebrities or influencers to endorse certain products or services. Usually, endorsements are shorter collaborations and focus on specific advertising campaigns or promotions. Influencers who provide endorsements are usually paid a certain fee to appear in advertisements or talk about the product or service in the media. This is often transactional and does not always mean that the influencer has a long-term commitment to the brand. Influencers who provide endorsements are often chosen because they have great appeal and can help increase the visibility of a product or service. The form of endorsement generally takes the form of providing testimonials about products to be uploaded on each influencer's social media. The placement of these testimonials varies in terms of post placement. For example, posts on feeds, stories, live Instagram will get different rates. Because the nature of endorsements is not exclusive and only applies to certain events, these beauty influencers can change brands easily. Like influencer Tasya Farasya who endorses several different brands on her Instagram social media account.

Key Differences:

1. Specific time commitment: Brand ambassadors have a certain time commitment to the brand, while endorsements are usually shorter and focus on a specific campaign or advertisement.
2. Personal Relationship with the brand: Brand ambassadors usually have a strong personal relationship with the brand, whereas endorsements are more transactional.
3. Involvement in Various Activities: Brand ambassadors are involved in various brand activities over time, whereas endorsements are often limited to appearances in specific advertisements or campaigns.
4. Length of Collaboration: Brand ambassadors may work with a brand for several years, while endorsements are usually shorter, perhaps only for one specific campaign. However, currently brand ambassadors are not for long periods of time, only during certain campaign periods.

The choice of influencer marketing, whether from beauty vloggers or celebrities, is completely determined by the brand. The beauty vloggers who were chosen to become marketing influencers all come from within the country. The role of a beauty vlogger can be in the form of brand

ambassador or endorsement. Popular beauty vloggers in Indonesia can generally provide endorsements to different brands depending on the current collaboration with the brand. There are several beauty vloggers who have big names starting to open their own beauty products, such as Tasya Farasya with her product Mother of Pearl. Despite this, Tasya Farasya still provides endorsements for other beauty products.

The selection of celebrities as influencer marketing consists of two backgrounds, namely domestic and foreign celebrities. Domestic celebrities can generally become brand ambassadors or provide endorsements for certain beauty products. Meanwhile, foreign celebrities only become brand ambassadors and do not provide endorsements. Foreign celebrities who become brand ambassadors are from South Korea. This is due to the rise of the Korean wave which has resulted in the orientation of beauty in Indonesia referring to South Korea which in turn has made beauty product brands consider this as a marketing strategy (Kim et al., 2013).

### **Strategy for using Influencer Marketing from Abroad**

*Brand* The beauty product that uses the most foreign influencers from South Korea is Scarlett. Their three most popular Korean influencers are EXO, Twice, and Soong Joong Ki. These three influencers received different responses and increased engagement because the strategies used were also different. Unlike domestic influencers, foreign influencers do not post their activities on their social media. Engagement on social media is entirely carried out on brand social media.

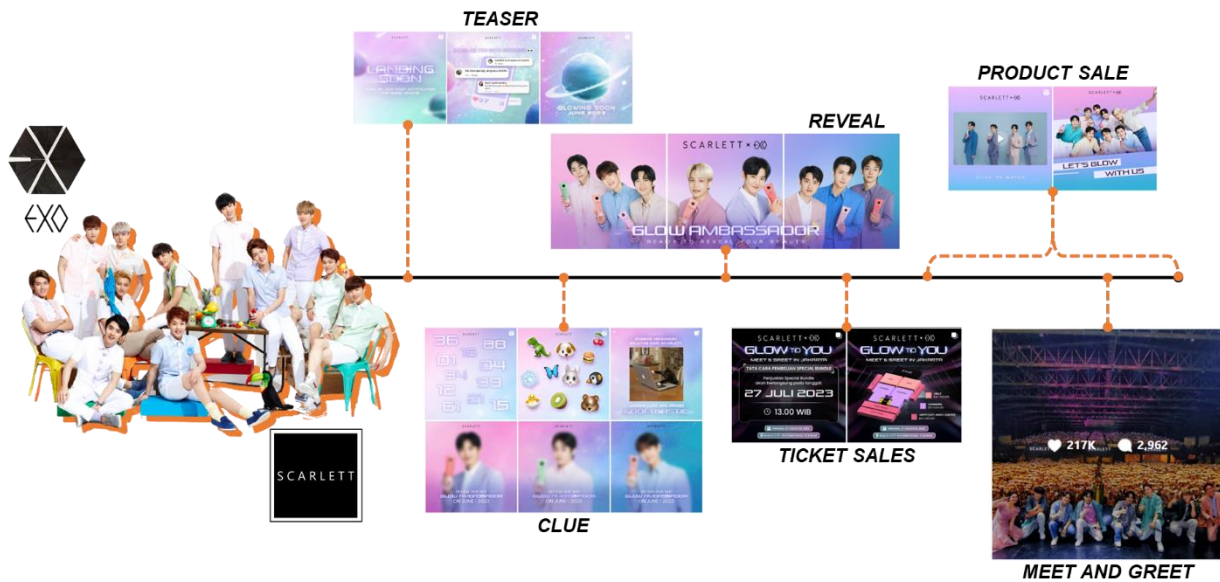
Song Joong Ki was the first influencer used by Scarlett. In launching this brand ambassador, which they call a star ambassador, Scarlett only created 12 pieces of content on their Instagram social media. The content consists of three teasers that invite followers to guess who their newest star ambassador is. The same strategy was also used when launching Twice as brand ambassador with two teasers. Interactive posts that invite followers to dialogue by asking them to guess get a lot of engagement, even reaching millions of likes and tens of thousands of comments.

This is different from when the Scarlett brand made Exo their brand ambassador. The strategy used was starting from teasers, reveals, to meet and greets with a total of 68 posts that made followers curious and were made with a flowing and chronological narrative as if followers had participated in this activity together from the start.

Stages of launching a brand ambassador to increase engagement with followers:

- 1) *Teaser*: This phase was launched to give a sign to followers that the brand will soon announce a new brand ambassador. Teasers aim to attract attention and spark curiosity in followers so that they stay connected and pay attention to the brand's online social media activities.
- 2) *Clue*: In this phase, the brand provides instructions or characteristics of the influencer who will become the brand ambassador. This aims to generate further anticipation and curiosity from followers regarding who will become brand ambassadors. In this phase, the brand interacts with followers by asking followers to guess which brand ambassador will be launched.
- 3) *Reveal*: The official brand ambassador announcement phase, where the identity of the selected influencer or individual is officially announced to the public. This is an important moment in the introduction of a brand ambassador. This phase is also the one with the most engagement.
- 4) *Ticket Sales*: If there is a certain event or activity involving brand ambassadors, this phase includes ticket sales or announcements related to the event. Followers can purchase tickets to meet the brand ambassador directly.
- 5) *Product Sales*: *Brand ambassador* can be used to promote certain beauty products by using photos in brand advertising materials. This phase can last as long as the contract with the brand is still valid.
- 6) *Meet and greet*: The peak phase is an opportunity for followers to meet the brand ambassador directly. This could be a meet and greet event where followers can interact directly with the influencer. This activity is paid with the ticket price including a beauty product package.





**Figure 3** Stages of launching a brand ambassador to increase engagement with followers

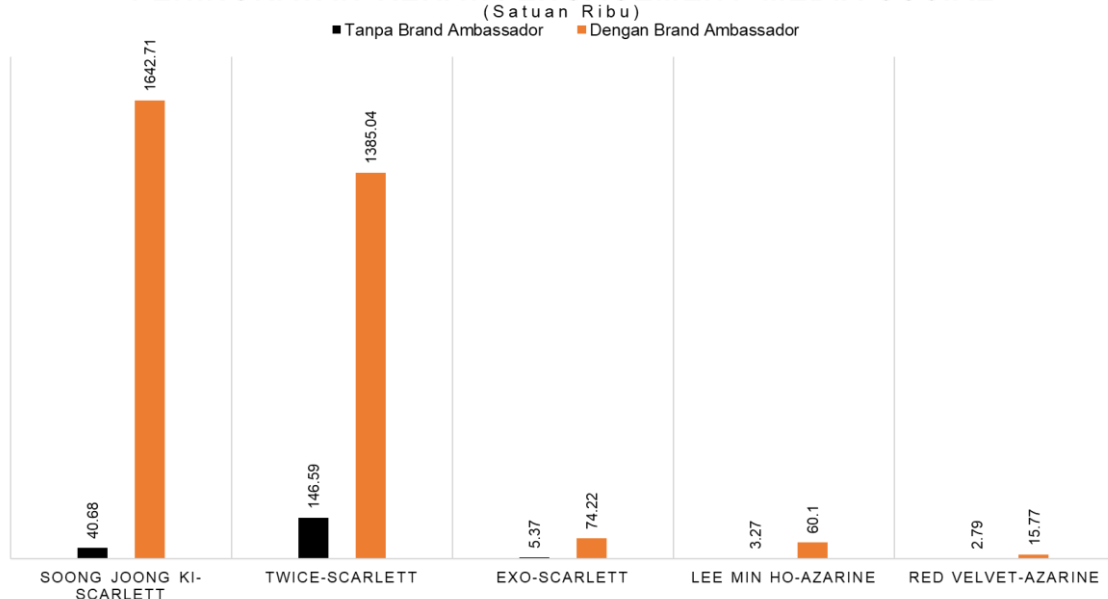
*Engagement* What is obtained by expanding posts on Instagram more often means there is a peak period of engagement, namely during the reveal and meet and great. Meanwhile, other posts showing EXO promoting their brand and products did not get as much engagement.

Apart from getting profits from product sales, Scarlett also gets profits from meet and greet activities through ticket sales. So it can be said that Scarlett is also the promoter or event organizer for this meet and greet activity. This is different from the previous use of brand ambassadors which focused on increasing revenue from sales of beauty products only.

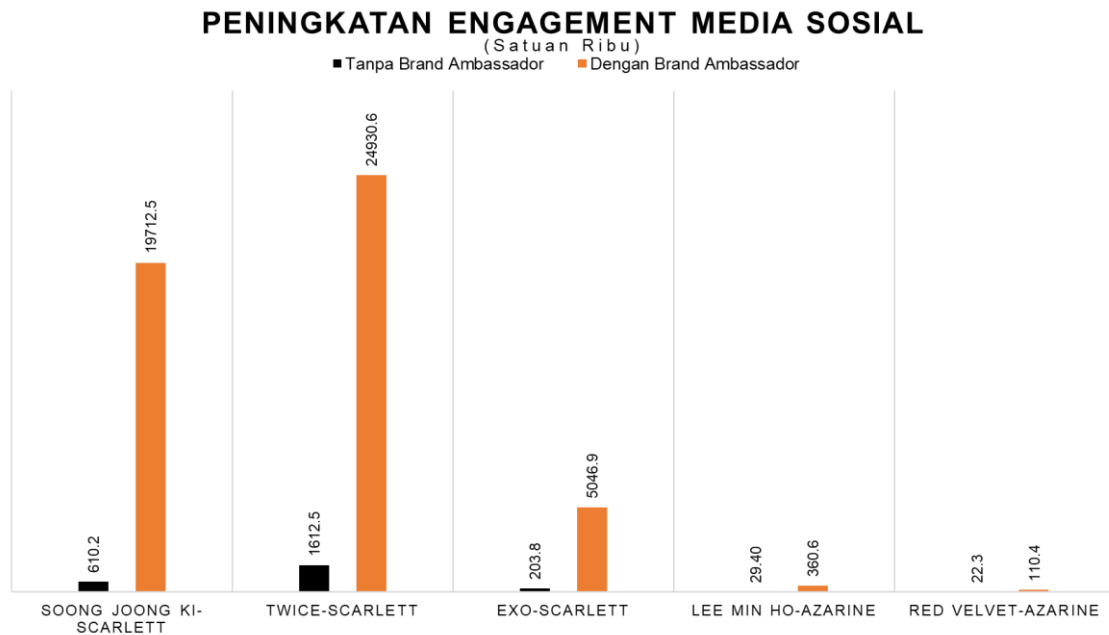
Based on this strategy, it can be concluded that Scarlett prefers a bombastic marketing strategy with big events that invite consumers to meet through the influencers they choose. This also takes advantage of the popularity of K-pop in Indonesia. This strategy succeeded in making Scarlett's sales revenue the second highest in Indonesia with high social media engagement.

This increase in engagement is measured based on the number of likes and comments on posts on Instagram social media within the period from the launch of the brand ambassador until the launch of the next brand ambassador. Based on Figure 3 and Figure 4, it can be seen that the brand's social media engagement level increased very rapidly after using the influencer marketing strategy. The smallest increase was in the azarine brand with the Red Velvet brand ambassador, which reached 5.6 times that of posts without a brand ambassador.

**PENINGKATAN RERATA ENGAGEMENT MEDIA SOSIAL**



**Figure 4** Increase in average social media engagement due to overseas brand ambassadors



**Figure 5** Increase in total social media engagement due to overseas brand ambassadors  
**Strategy for using Domestic Influencer Marketing**

Domestic celebrities who are brand ambassadors include Bunga Citra Lestabil for the Whilelab brand and Prilly Latuconsina for the Azarine brand. Both of them upload content about the brand's products on their social media and consistently become models for the brand. Apart from that, in separate interviews they also consistently showed that they used the product.

In contrast to foreign influencers who receive several stages for launching brand ambassadors, generally domestic brand ambassadors are not launched with bombastic and festive stages. Generally, the launch of a brand ambassador is only in the form of a news release and then the influencer just appears in the promotional material. Even if there is a form of launching a brand ambassador on a brand's social media, the launch will be directly in the form of a reveal, without the teaser and clue stages.

*Brand Ambassadors* Domestically, they generally also use their personal platforms to support product marketing by making posts on Instagram social media that support brands or in the form of giveaways for influencers with backgrounds in the entertainment world. Apart from that, influencers with a beauty vlogger background often make product review videos for brands, such as Lifni Sanders who makes reviews of loose powder products from Somethinc or Tasya Farasya who makes reviews of care series from Whitelab.

Content produced by influencers with a beauty vlogger background has a product review format similar to the content previously produced by the beauty vlogger. Each beauty vlogger has their own way of making viewers feel that the reviews they provide are relevant to them. Like Influencer Lifni Sanders who places a lot of emphasis on her brown skin complexion as a descendant of Eastern Indonesia, or Tasya Farasya who has just given birth and explained about the skin problems she experienced after giving birth.

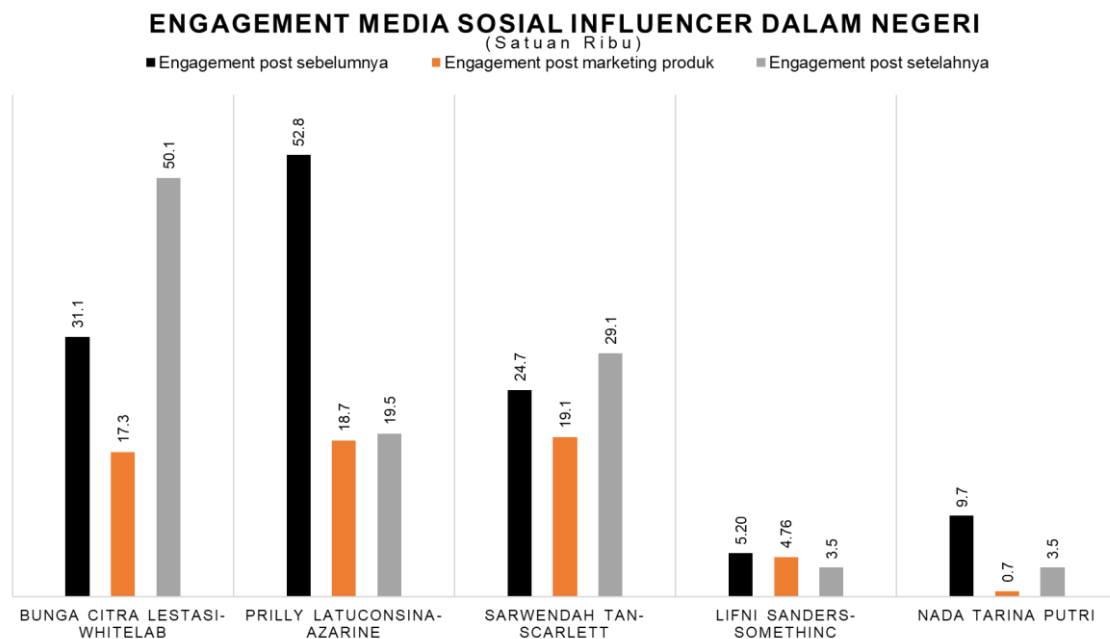
Product reviews generally give positive assessments. However, there are also influencers who provide warnings if there are conditions beyond the product's capabilities that could result in the results obtained. It is also important to maintain audience expectations in using beauty products so that marketing does not become over-selling and avoids user disappointment.

*Influencers* also warns that differences in each person's condition can result in differences in results. In their reviews, many influencers ask viewers to write comments regarding their experiences with the product being reviewed, both positive and negative experiences. This results in the perception that the vlogs they make are a form of two-way communication. In the comments column, there were no answers to comments from viewers. Responses from beauty vloggers are generally limited to giving likes to comments or creating content based on the most requested

requests from the comments column of previous videos. So that the interaction between influencers and followers is more one-way. Even with the existence of new media such as YouTube and Instagram, there are not many responses from influencers. Even though they are influencers with a beauty vlogger background, their popularity is gained from new media which is considered to optimize two-way communication.

In contrast to influencers with beauty vlogger backgrounds, influencers with celebrity backgrounds generally use Instagram media and do not make comprehensive review videos about the product. There are very few videos made with brand ambassadors and are only endorsements, not reviews.

There is also not much interaction between celebrity influencers and their followers. Generally, celebrities only upload posts in the form of photos about the beauty products they represent. Sometimes celebrity influencers upload content about product giveaways to increase followers' engagement with the brand. However, when compared to other posts on social media, post engagement on beauty products tends to be less as can be seen in Figure 6.



**Figure 6** Comparison of domestic influencer marketing post engagement

Many comments left on beauty product marketing posts by influencers on Instagram social media are not appropriate to the content, that is, they do not discuss the product directly. It was also found that many comments were advertising for other products. Comments that are appropriate to the product being offered are for posts in the form of a product giveaway with the condition of providing a testimonial. Based on this, it can be seen that domestic influencer followers can differentiate between the products being sold and decide to interact relevantly if they get direct benefits.

This is different from the YouTube platform used by influencers with beauty vlogger backgrounds. Even though influencers don't have much two-way interaction in the comments column, most of the comments on this platform on product review videos tend to be more relevant to followers' lives and discuss products comprehensively. So it can be said that the quality of interaction on the YouTube platform for beauty vloggers is better than for celebrity influencers who use the Instagram platform.

**The role of the brand owner as an influencer**

BrandScarlett beauty products are unique because the founder, Felicia Angelista, is a celebrity whose status is close to taking advantage of her popularity and having a large fan base on social media to also become an influencer for the beauty brand she carries. Below is a comprehensive analysis of his role as an influencer and the strategies he implements:

1. Become a Brand Ambassador for the brand he founded

One very effective strategy used by Felicya is to become a brand ambassador for Scarlett products. As the brand founder, his presence gives consumers additional confidence that these products have been approved by the brand owner himself. She also personally uses Scarlett products, and this is reflected in her social media content, which makes her appear authentic as a product user.

## 2. Taking advantage of the fan base it has

Felicya has a large number of followers on her social media platforms. He uses his fan base to promote Scarlett products. Every time she uses or recommends a Scarlett product, this message reaches her thousands of followers instantly. This allows the Scarlett brand to reach a wide and potential audience.

## 3. Content with personal story telling for consumers

Felicya not only posts promotional materials related to Scarlett products, but also creates content with interesting story telling and invites consumers to be part of Scarlett's journey. Especially because the influencer marketing strategy used by Scarlett is to choose a brand ambassador from South Korea and create bombastic events for her fans. He documents and uploads the brand's journey, event preparation, implementation, and achievements achieved by the brand so that consumers feel closer personally to the brand.

## 4. Alignment with brand

As the brand founder, Felicya has created the Scarlett brand with her own vision. Scarlett, which is fully known as "Scarlett Whitening", shows the brand's perception and values that prioritize bright skin color. Her role as an influencer consistently reflects this vision. He chooses products and content that match the brand identity, creating strong alignment in the messages conveyed.

## 5. Active Engagement with followers

Felicya is very active in interacting with her followers on social media. He often creates content that asks his followers to guess the clues given. Apart from that, Felicya also gave gifts and visited Scarlett product users directly, and shared positive experiences and Scalett achievements. This engagement creates a strong community around the brand and builds an emotional connection with consumers.

## 6. Collaborate with other Influencers

Apart from being the main influencer for Scarlett, Felicya also collaborates with other influencers. He invited other influencers to try Scarlett products and share their experiences. This strategy is intended to increase brand visibility in various online communities.

## **Consumer Loyalty**

In maintaining consumer loyalty, brands have taken strategic steps by appointing brand ambassadors, especially celebrities and beauty vloggers, to strengthen their brand image. The results of consumer interactions with influencers show that interactions that have relevance and deep meaning are more often found in product review videos made by beauty vloggers. Meanwhile, brand ambassadors who are celebrities play a more important role in attracting consumer attention.

The presence of new media-based influencers is often appreciated because they are considered to be able to provide two-way interaction, so that consumers feel closer to the brand. However, in the case of local beauty products in Indonesia, the frequency of interaction is not always intensive because influencers often only upload content without responding to their followers' comments.

In content analysis of comments on beauty product review videos made by beauty vloggers, it was revealed that beauty vlogger viewers tend to be more loyal to brands reviewed by influencers, as long as the product provides good benefits or properties for consumers. These review videos are not just to attract consumers, but also to retain them. Consumers actively interact in comments, share positive experiences, and provide support to each other in using products that are proven to be beneficial.

Apart from that, aspects such as appreciation of the influencer's contribution, positive experiences gained from the product, product value, level of consumer satisfaction, relevance of

the product in everyday life, and product quality also play an important role in maintaining consumer loyalty. Loyalty programs that can reward loyal consumers can also increase their loyalty to the brand. All of these are elements that are integrated in the brand strategy to maintain and increase consumer loyalty in the beauty product market.

## 5. CONCLUSION

### Conclusion

Based on the results of content analysis of brand strategies in using influencer marketing, there are three main strategies used by brands in using influencer marketing, including:

1. Using influencer marketing from abroad and creating lots of big, bombastic events to attract customer loyalty. The selection of brand ambassadors is tailored to consumer desires so that consumers feel heard and appreciated. This strategy has succeeded in attracting many consumers to the Scarlett brand, as proven by sales reaching second place in Indonesia for the local beauty product category.
2. Choose a brand ambassador in the form of a beauty vlogger who has relevance to consumers. This has the advantage of being a beauty vlogger who can provide relevant and comprehensive reviews according to consumer needs. Interaction with beauty vloggers on the YouTube platform is also of higher quality based on the results of content analysis of the beauty vlogger comments column because interactions and interactions between consumers are more lively due to providing comprehensive product review video content. This strategy will lead the Somethinc brand to become the local beauty product with the best sales revenue in the second quarter of 2022.
3. Appoint brand ambassadors in the form of celebrities with a background in the entertainment world because they are considered to have a large follower base. This strategy is still used by beauty product brands that have already entered the beauty product industry, such as Wardah. The use of this strategy tends to be more traditional so that interactions with consumers are less two-way. Meanwhile, two-way communication is an important element in the use of new media in this digital era. This can also allow new beauty product brands to replace products that have been around for a long time.

Brand can try to optimize and always update strategies for using influencer marketing to attract consumer interest. However, this must always be accompanied by innovation and improving product quality as well as pricing strategies that are appropriate to the market to maintain consumer loyalty. The condition of the beauty product market in Indonesia is that consumers still do not have brand loyalty which relies solely on the brand name. The interaction between brands and consumers is still very utilitarian, namely the extent to which the brand can provide the greatest benefits and profits for consumers.

### Suggestion

For future research in the context of combining influencer marketing and Customer Relationship Management (CRM) in beauty products, several suggestions can be proposed. First, longer longitudinal research could provide a deeper understanding of the evolving relationship between influencer marketing and CRM over time, given the rapid dynamics of the social media world and changing consumer preferences. Second, comparative studies between local beauty products and international brands could be a useful approach. This will help identify differences in marketing strategies and their impact on consumer loyalty, as well as enable a better understanding of the regional context of these practices.

Additionally, it is important to dig deeper into the technical aspects of implementation, such as effective influencer selection, accurate ROI measurement, and ongoing customer interaction management. Finally, research could consider the ethical impact of using influencer marketing and CRM in beauty products, especially in terms of transparency, honesty and consumer protection. By exploring these aspects, future research can provide valuable insights into the development of marketing practices in this industry and their benefits for companies and consumers.

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