

Strategic Digital Branding on TikTok: A SOSTAC-Based Case Study of Camille Beauty's Skincare Marketing in Indonesia

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ABSTRACT

TikTok has emerged as a powerful platform for marketing communication, particularly for beauty and skincare brands targeting digitally native consumers. This study investigates the TikTok-based digital marketing strategy of Camille Beauty, an Indonesian skincare brand, through the lens of the SOSTAC framework, comprising Situation Analysis, Objectives, Strategy, Tactics, Action, and Control. Employing a qualitative descriptive approach, the research integrates content observation of the brand's TikTok account (@camillebeauty_official) with in-depth interviews involving consumers and content-engaged users. The findings reveal that Camille Beauty effectively leverages TikTok's platform affordances—such as short-form videos, live streaming, influencer collaborations, and user-generated content—to build brand visibility, consumer trust, and product sales. The brand's content strategy includes educational posts, product demonstrations, testimonial videos, and promotional campaigns, which are designed to align with audience preferences, especially among Gen Z women. The SWOT and 5S (Sell, Serve, Speak, Save, Sizzle) analyses further illuminate the brand's strengths, challenges, and marketing goals. Data triangulation indicates that Camille Beauty's consistency in content creation and real-time interaction significantly contributed to follower growth and increased customer conversion. This study contributes to the expanding literature on social media marketing by offering a contextualized case of how TikTok content influences consumer engagement in the beauty sector. The findings highlight the importance of data-driven control mechanisms, platform-specific tactics, and strategic positioning in a competitive digital environment. The research provides actionable insights for marketers aiming to optimize content strategies within short-video platforms.



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INTRODUCTION

TikTok has emerged as a dominant force within the global social media landscape, particularly among Generation Z and younger millennials. Characterized by its short-form video format and algorithmically driven content delivery, TikTok fosters high levels of user engagement, creativity, and virality (Li et al., 2021). As a result, the platform has become increasingly attractive to brands seeking to cultivate direct and authentic connections with digital-native consumers. The platform's interactive affordances—such as soundtracks, visual effects, and user-generated trends—facilitate participatory culture, making it an effective space for branded content and influencer-driven marketing strategies (Faltese et al., 2023).

An illustrative case is Camille Beauty (@camillebeauty_official), an Indonesian skincare brand that has strategically leveraged TikTok to enhance its visibility and resonate with eco-conscious consumers. Founded in 2018 by Nadya Shavira, Camille Beauty initially gained traction through its BPOM-certified organic face mask and has since



expanded its portfolio to include a comprehensive range of skincare products, such as face mists, moisturizers, serums, facial cleansers, and toners. The brand's emphasis on natural, environmentally sustainable ingredients aligns with contemporary consumer values, particularly among younger demographics. As of the latest metrics, @camillebeauty_ official boasts over 360,000 followers, while the hashtag #camillebeauty has accumulated more than 2.7 million views. This case underscores the growing relevance of platform-specific marketing strategies and the critical role of value-driven branding in digital consumer culture.

A core component of Camille Beauty's digital marketing strategy involves strategic collaborations with high-reach TikTok influencers to amplify content dissemination and brand visibility. These partnerships typically result in influencer-generated content such as product reviews, usage demonstrations, and endorsements—formats that resonate with TikTok's algorithmic culture of authenticity and relatability. By leveraging the persuasive power of peer influence and parasocial interaction, Camille Beauty extends its reach across diverse audience segments, particularly among digital-native consumers who value community-based recommendations.

The brand's primary mode of engagement is through short-form video content that highlights product benefits via user testimonials, tutorial-style demonstrations, and aesthetic visual storytelling enhanced with trending audio elements. These videos are designed to align with TikTok's fast-paced, visually-driven interface, thereby increasing the likelihood of algorithmic promotion and audience retention. In addition to pre-recorded content, Camille Beauty actively utilizes platform-native features such as live streaming and hashtag challenges to foster real-time interaction and user participation. Livestreams function as interactive forums where the brand addresses consumer inquiries and offers skincare advice, while challenges invite users to co-create branded content—such as showcasing skincare routines using Camille Beauty products—thus facilitating participatory engagement and peer-to-peer diffusion.

Beyond promotional strategies, the brand frequently produces educational content that informs audiences about skincare routines, ingredient efficacy, and dermatological best practices. This informational dimension reinforces Camille Beauty's credibility, nurtures brand-consumer trust, and positions the brand as both a product provider and a knowledge resource. Such an approach reflects the convergence of commerce and community-building in platformized environments, where brands are expected not only to sell but also to educate and engage meaningfully.

Crucially, Camille Beauty's success is not solely attributable to content variety or influencer collaboration, but also to its sustained commitment to quality and responsiveness. Regular content updates, prompt comment replies, and proactive audience engagement have cultivated a loyal, interactive community. This consistency enhances algorithmic visibility and ensures long-term relevance in an increasingly competitive attention economy. As Munir (2009) observed, while platforms like TikTok were initially designed for entertainment and content sharing, they have evolved into multifunctional spaces that support knowledge dissemination, self-expression, and networked sociality—dynamics that contemporary brands can strategically harness for relational marketing.

Furthermore, TikTok has a massive global user base, boasting 1.09 billion users as of April 2023. The platform experienced a 12.6% increase in users compared to the previous year and a 3.9% growth from the prior quarter. The United States leads in user numbers, followed by Indonesia with 112.97 million users (We Are Social, 2023). Women, particularly in the 18–24 age group, dominate the user demographics. This surge in popularity creates opportunities for businesses. TikTok's engaging video format and ease of use make it a powerful tool for product promotion. Content marketing on TikTok, encompassing food, fashion, skincare, and beauty products, has become an effective strategy, especially during the COVID-19 pandemic when consumer lifestyles began shifting toward health-conscious choices (Salim et al., 2022).

Therefore, digital marketing strategies on social media, such as TikTok, are very effective nowadays. Digital marketing has played a central role in Camille Beauty's business growth. In today's digital transformation era, marketing strategies must be responsive, measurable, and data-driven (Peter & Dalla-Vecchia, 2021). Digital marketing focuses on businesses' strategic use of digital platforms and internet technologies to promote their brands, engage with consumers, and achieve predefined marketing objectives (Astari, 2020). Engaging customers through digital tools is key to capturing their attention (Ravi & Rajasekaran, 2023). Unlike traditional marketing, digital marketing emphasizes adaptability to consumer needs and facilitates knowledge expansion (Chaffey et al., 2006).

An effective digital marketing strategy can be developed using the SOSTAC model, which includes situation analysis, objectives, strategy, tactics, action, and control (Chaffey, 2015; Putera & Heikal, 2021). Situation analysis evaluates internal and external factors affecting the brand, often utilizing SWOT analysis to identify strengths, weaknesses, opportunities, and threats (Sulistiyowati & Husda, 2023). Objectives guide the brand's goals, such as increasing sales, improving customer service, enhancing communication, and reducing costs. Strategy defines the roadmap to achieve these objectives, followed by actionable tactics. Control involves monitoring and adjusting strategies to ensure effectiveness and minimize losses (Chaffey, 2015).

A company must understand its positioning through situational analysis to determine what it aims to offer (Kotler & Armstrong, 2021). Tactics then clarify what needs to be done to support the strategy and deliver value to customers.

On TikTok, marketers can create engaging videos and advertisements that resonate with users, leveraging the platform's popularity for business advantage. This is especially evident in the skincare industry, where both men and women seek innovative, high-quality products. With the help of TikTok, businesses like Camille Beauty engage directly with their audience and foster brand loyalty.

Several relevant studies provide foundational insights into the intersection of marketing strategy and TikTok as a platform. One study focused on brand awareness strategies employed by Camille Beauty on TikTok, highlighting tactics such as creative content creation, the use of relevant hashtags, live sessions, and promotional discounts. However, this study relied solely on secondary data and lacked a consumer perspective (Permana et al., 2023). Meanwhile, another study used content analysis to examine TikTok marketing communication strategies, applying the AIDA model to understand message construction and its impact on consumer behavior. Although this research offers a useful framework, it does not specifically address the beauty industry or consider how consumers interpret or respond to these messages (Yupitriani & Putri, 2023).

Additionally, a separate study analyzed Justmine Beauty's online marketing strategies on TikTok and Instagram, focusing on direct interviews with brand agents. Their findings demonstrate that personalized and consistent marketing efforts can increase skincare sales, particularly among young consumers. However, the study did not explore TikTok content dynamics in detail nor evaluate consumer engagement from a content perspective (Febriyanti & Arifin, 2023).

What differentiates the current research is its integrative approach; it not only focuses on Camille Beauty's unique TikTok marketing success but also examines how digital content, particularly short-form video, influences consumer decision-making in the skincare industry. Unlike previous studies that relied on secondary data, lacked a specific brand focus, or overlooked content-consumer interaction, this research provides deeper insights by combining content analysis with consumer perspectives. Thus, this study bridges existing gaps by concentrating on consumer-driven responses to TikTok marketing content, particularly how Camille Beauty's engaging video strategies affect purchasing behavior.

Marketing communication provides integrated stimuli to the target market to generate a variety of responses that align with the desired outcomes from that audience (Deslia et al. 2022). Essentially, it refers to a set of deliberate actions taken to promote products or services in order to increase sales. It serves not only as a tool for achieving organizational goals but also as a bridge connecting production to consumption (Haque-Fawzi et al., 2022). Furthermore, a marketing strategy should be a unified and comprehensive plan that ensures marketing activities are well-targeted (Permana et al., 2023). In the context of digital media, especially social media platforms like TikTok, a marketing strategy becomes even more crucial. Content marketing strategies, including content quality, relevance, type, and emotional appeal, are pivotal in influencing consumer behavior (Järvinen & Karjaluoto, 2015; Kim et al., 2019; Shahbaznezhad et al., 2021). Camille Beauty's strategic use of these social media features illustrates the effectiveness of digital marketing in building both brand visibility and consumer loyalty. Therefore, this study aims to analyze how TikTok marketing content by Camille Beauty influences consumer purchasing decisions in the skincare industry, focusing on the role of video-based content, influencer collaborations, and interactive features in shaping consumer engagement and trust. By exploring this relationship, the research seeks to provide practical insights for marketers and contribute to the growing body of literature on digital marketing strategies within the beauty sector.

METHOD

This research adopts a qualitative descriptive approach to understand how TikTok marketing content influences skincare purchase behavior, focusing on the TikTok account @camillebeauty_official. Qualitative research is both descriptive and analytical, aiming to comprehend individuals' behaviors, perceptions, actions, and experiences by presenting them in narrative form using scientific language (Creswell & Poth, 2016; Murdiyanto, 2020; Nugrahani, 2014). The object of the study is the TikTok-based digital marketing strategy employed by Camille Beauty. Meanwhile, the research subjects consist of users who interact with the @camillebeauty_official account and consumers of Camille Beauty products. The qualitative method is appropriate for this study as it emphasizes the depth of data, aiming to capture informants' perceptions, experiences, and behaviors in a natural and holistic manner.

Informants were selected using purposive sampling, a non-probability sampling technique commonly applied in qualitative research (Turner, 2020). This technique enables the researcher to select participants based on predefined criteria relevant to the research objectives. The criteria used to determine informants in this study include: (1) individuals who currently use or have previously used Camille Beauty skincare products, (2) followers of the TikTok account @camillebeauty_official, and (3) users who have created reviews or engagement content related to Camille Beauty on TikTok. This targeted selection ensured that the informants had relevant experience and insights into the research topic.

The data collection techniques employed in this study included content observation and in-depth interviews. Content observation focused on systematically analyzing TikTok videos posted by @camillebeauty_official to understand the communication patterns, promotional strategies, and content engagement. This process was guided by the SOSTAC model (Situation Analysis, Objectives, Strategy, Tactics, Action, and Control), which provided a structured framework to

assess the brand's digital marketing efforts (Chaffey, 2015). The situation analysis component utilized a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to evaluate internal and external factors influencing the TikTok account. The objectives were examined using the 5S framework, which consists of Sell, Serve, Speak, Save, and Sizzle, each representing different marketing goals. The strategy was evaluated using the STP model (Segmentation, Targeting, and Positioning), while the tactics were analyzed through the 4Ps (Product, Price, Place, Promotion). Furthermore, action pertains to executing strategies and tactics, while control focuses on monitoring and evaluating performance.

Furthermore, semi-structured interviews were conducted with selected informants to gain nuanced insights into their experiences and perceptions of Camille Beauty's TikTok content. The semi-structured interviews allowed for flexibility while still focusing on key themes related to digital content exposure, brand perception, and purchasing behavior. Semi-structured interviews are commonly used in qualitative research to balance consistency with the opportunity for informants to elaborate on their thoughts (Turner, 2020). The instrument used for these interviews was an interview guide, developed to cover questions aligned with the research objectives and theoretical framework (Creswell & Poth, 2016). This approach enabled the researcher to explore subjective meanings and complex social phenomena in a natural setting, consistent with the characteristics of qualitative inquiry.

Data analysis was carried out using descriptive qualitative analysis, involving data reduction, data display, and conclusion drawing (Moleong, 2016). The researcher first organized and simplified the collected data to emphasize essential information. The data were then displayed in thematic categories based on the SOSTAC model and interview insights. Lastly, conclusions were drawn by interpreting the meaning and relationships found in the data, supported by triangulation between observation and interview results to enhance credibility and validity (Creswell & Poth, 2016). This method allowed the researcher to explore how TikTok content shapes consumer engagement and decisions in the skincare product context. This research focused on Camille Beauty's digital presence, specifically the TikTok account @camillebeauty_official, and supporting platforms such as the brand's official website and other social media channels. These platforms were selected to provide a comprehensive understanding of the brand's digital marketing strategy and its interaction with consumers, particularly within the skincare market (Cowley-Cunningham, 2016).

FINDINGS AND DISCUSSION

A. Camille Beauty TikTok Content

This study explores the digital marketing strategies utilized by Camille Beauty through its official TikTok account, @camillebeauty_official. Initially known for offering a limited selection of products such as scrubs, face mists, and facial masks, the brand expanded its skincare line in 2022 to include moisturizers, day and night creams, serums, and essence toners. These new products have been well-received in both online and offline markets, reflecting the brand's growing popularity. Camille Beauty actively monitors its TikTok presence and continuously refines its marketing strategies to enhance consumer engagement and increase conversion rates. The brand connects effectively with its audience and positions its products as effective solutions by producing targeted content that addresses specific skincare concerns. TikTok is a core platform in Camille Beauty's digital marketing efforts, where the brand employs various content strategies to capture attention and drive sales. These strategies include live streaming, running advertisements, offering discounts, using popular hashtags, sharing user testimonials, and launching promotional campaigns.

1. Live Streaming

Camille Beauty utilizes TikTok live streaming as a strategic digital content approach to strengthen consumer engagement and drive sales. During live sessions (Figure 1), the brand presents product demonstrations, shares real-time skincare tips, and interacts directly with the audience, fostering a sense of authenticity and trust. These streams often feature limited-time promotions, such as exclusive discounts or product bundles, creating a sense of urgency and encouraging impulse buying. By combining entertainment, education, and real-time interaction, live streaming boosts visibility, enhances brand credibility, and accelerates customer decision-making (Widodo & Napitupulu, 2023; Yang et al., 2024).

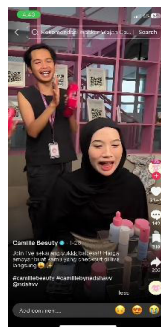


Figure 1. Live streaming content by Camille Beauty on TikTok showcasing real-time product demonstrations and audience interaction.
Source: Camille Beauty TikTok Account

2. Advertisement

Camille Beauty integrates advertisements into its TikTok strategy to enhance brand visibility and product awareness. These short-form video ads, labeled as sponsored, are crafted to blend seamlessly with organic content, highlighting key product benefits such as natural ingredients, acne-fighting properties, and affordability. Often featuring influencers or relatable scenarios, the ads aim to build emotional connections with the audience. The brand also utilizes TikTok ad features like In-Feed Ads and TopView Ads, combined with trending sounds and challenges to increase reach. For instance, in a June 19, 2023 post, the creator describes the product as “super watery” with a caption stating, “I was really shocked by the results,” showcasing the glowing skin effect. These elements, along with the owner’s on-camera use of the product, serve as visual proof of its effectiveness. By combining persuasive storytelling with platform-specific features, advertisements enhance engagement, reinforce brand messaging, and encourage purchases (Supoththamjaree & Srinaruewan, 2021).

3. Discounts

Camille Beauty strategically uses discounts as a key element of its digital content marketing strategy on TikTok to attract potential buyers and boost conversion rates. These discounts are frequently featured in both video content and live streams (Figure 2), often framed as limited-time offers or flash sales to create a sense of urgency among viewers. For example, during an offline booth sale in Jakarta from December 5–8, 2024, Camille Beauty offered significant discounts of up to IDR 60,000. The promotion included various popular products such as organic masks (65g, all variants) reduced from IDR 40,000 to IDR 34,000, face mists from IDR 40,000 to IDR 34,000, body scrubs (250g) from IDR 75,000 to IDR 66,000, and masks (25g) from IDR 25,000 to IDR 22,000. These promotional strategies are designed to appeal to consumer psychology by enhancing perceived value and affordability, encouraging impulse purchases. Furthermore, through consistent discount campaigns, brands not only drive immediate sales but also build customer loyalty and strengthen their position in the competitive skincare market (Kotler & Keller, 2016).

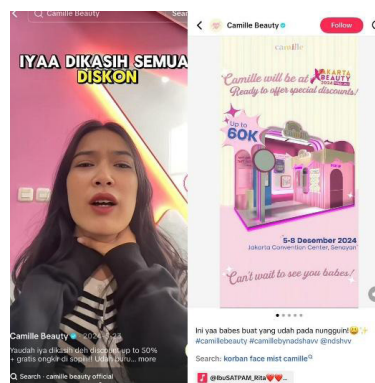


Figure 2. Discount Content

Source: Camille Beauty TikTok Account

4. Hashtag

Camille Beauty strategically leverages hashtags on TikTok to maximize content reach and engage a wider audience. By utilizing a combination of trending and brand-specific hashtags, such as #camillebeauty, #skincare, #glowup, and #camillebynadshavv, the brand enhances the discoverability of its posts within the beauty and skincare community. Hashtags serve as content markers, helping to categorize videos and connect them with relevant conversations, thereby making it easier for users to find and engage with the brand. For instance, a TikTok video posted on June 12, 2023, featured hashtags like #skincare, #maskerorganik, and #selfcare while promoting Camille Beauty’s organic mask. These tags boosted the video’s visibility in algorithm-driven feeds and aligned the content with popular wellness trends. This tactic enables the brand to tap into communities that are actively exploring self-care topics. Overall, consistent and purposeful use of hashtags is crucial in strengthening brand presence, boosting engagement, and maintaining visibility in a competitive digital marketing landscape (Kumar et al., 2022).

5. Testimonial

Camille Beauty strategically employs customer testimonials on TikTok to build trust and influence consumer purchasing behavior. These testimonials typically feature users sharing their personal skincare experiences after using Camille Beauty products, often highlighting visible improvements such as clearer, more hydrated skin. This type of content serves as a user-generated endorsement and is a powerful form of social proof. One notable example is a testimonial posted on May 30, 2023 (Figure 3), in which a user claims, “Because I regularly use this mask, when I

went to the clinic, the staff were shocked because my face was so clean that they were confused about what to clean.” Accompanied by visuals of the Camille mask, such content presents compelling evidence of the product’s effectiveness. Users often demonstrate the product directly, show how to apply it, and compare before-and-after results, which increases the authenticity and persuasive power of the content. These testimonials create a sense of relatability and trust, as they come from real customers rather than paid influencers or formal advertisements. By showcasing genuine experiences, testimonies strengthen brand credibility, encourage engagement, and enhance their ability to convert viewers into loyal consumers (Howes & Sallot, 2013; Isibor et al., 2025).



Figure 3. User testimonial content featured by Camille Beauty on TikTok, highlighting customer experiences and perceived product benefits.
Source: Camille Beauty TikTok Account

6. Promotional Campaign

Camille Beauty implements sales promotion campaigns as part of its marketing strategy to drive short-term sales and attract consumers. Sales promotion refers to temporary incentives that encourage product trials or purchases (Kotler & Keller, 2016). A notable example is their Ramadan bundling promotion, where a skincare package was discounted from IDR 450,000 to IDR 435,000, and a 3-mask bundle from IDR 120,000 to IDR 100,000. These price-based promotions effectively appeal to consumer price sensitivity and increase perceived value. Limited-time offers also create a sense of urgency and scarcity, motivating quicker purchasing decisions (Schiffman & Wisenblit, 2015). By combining affordability with strategic timing, Camille Beauty enhances product trials, boosts conversions, and strengthens its market presence.

B. Camille Beauty SOSTAC Strategy

1. Situation Analysis

The first stage in the SOSTAC framework is the situation analysis, which involves observing and analyzing the current market conditions relevant to the research object (Deslia & Amali, 2023; Sugianto et al., 2023). This study focuses on understanding and mapping the market position of the TikTok account @camillebeauty_official through a SWOT analysis, examining its Strengths, Weaknesses, Opportunities, and Threats. This analytical tool helps businesses identify the internal and external factors that influence performance (Rangkuti, 2014; Sari & Rochmaniah, 2024).

Table 1. SWOT Analysis

SWOT Criteria	Indicators
Strengths	Consistently creates varied and informative TikTok content. Regularly conducts live sessions on a set schedule. Responsive owner, admin, and team, especially during live sessions. Large follower base increases reach and customer access.
Weakness	Product prices remain relatively high for a local brand. Limited availability offline may restrict access for certain customer segments.
Opportunity	The rising popularity of skincare among Gen Z and Millennials on TikTok. Expansion of TikTok Shop features that supports a seamless buying experience. There is potential to collaborate with micro-influencers or skincare creators for a wider reach.
Threats	Intense competition exists between local and global skincare brands on TikTok. Negative reviews and user experiences can spread quickly, damaging brand reputation. There is a risk of product imitation or counterfeit versions appearing on the market. TikTok’s changing algorithms or policy updates may affect content reach.

Based on the SWOT analysis, Camille Beauty’s TikTok account showcases several strengths in digital marketing, particularly its consistency in creating engaging and educational content. Informative and captivating content is essential

for attracting audience attention and driving sales (Permana, 2023). Maintaining quality and consistency helps build customer trust, encouraging repeat purchases and long-term loyalty. However, the brand also faces challenges, such as relatively high pricing for a local product. Despite this, Camille Beauty has numerous growth opportunities, including bundling promotions and product line expansion. Nonetheless, it must remain vigilant against potential threats, such as competition from larger brands, account violations, and the rise of counterfeit products. Strategically addressing these issues can help the brand maintain its market presence and continue to grow on digital platforms.

2. Objectives

The second stage of the SOSTAC framework is Objectives, which focuses on setting specific, measurable outcomes for marketing communication efforts (Segijn et al., 2024; Sriwendiah et al., 2024). One effective tool for this is the 5S Objectives Model, which outlines five key goals: Sell, Serve, Speak, Save, and Sizzle (Amali & Wardhana, 2025; Chaffey & Smith, 2022). This model helps to structure and evaluate promotional strategies, particularly in digital marketing, where it supports tracking brand performance and customer engagement (Adnan et al., 2023; Listrianto et al., 2023; Tjiptono & Diana, 2017).

Table 2. 5S Objectives Analysis

SWOT Criteria	Indicators
Sell	Enhance marketing potential by collaborating with content creators. Increase sales through the creation of consistent, informative, and engaging content. Utilize TikTok Live sessions to promote and sell products in real time.
Serve	Deliver responsive and friendly service to customers through comments and DMs. Address customer inquiries and provide skincare guidance during live sessions.
Speak	Engage followers actively to build interaction. Encourage user participation through Q&A sessions, testimonials, and reviews.
Save	Utilize TikTok Shop, organic posts, and live selling to lower promotional costs. Minimize dependence on expensive traditional advertising.
Sizzle	Strengthen brand image through authentic, trend-aware, and visually appealing content. Build emotional connections by addressing prevalent skincare concerns.

The 5S analysis reveals that @camillebeauty_official effectively utilizes TikTok as a platform for growth and engagement. Under the Sell and Sizzle criteria, the brand consistently shares educational and entertaining content, enhancing product visibility and audience retention. Camille Beauty also excels in the Serve and Speak categories, maintaining interactive communication and providing real-time customer support during live sessions. This strategy has led to a steady increase in followers, particularly in September 2024 (Figure 4).

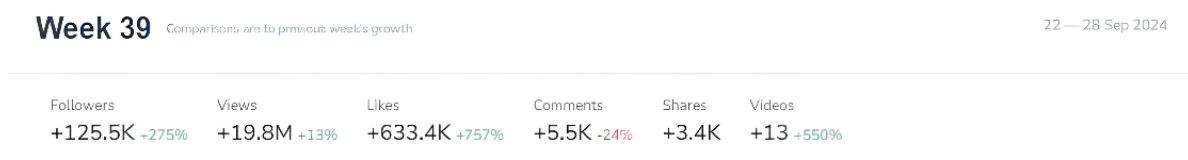


Figure 4. Growth in Camille Beauty's TikTok followers during September 2024.

Source: Data retrieved from Exolty.com (2024).

The data confirms that Camille Beauty experienced a dramatic increase in digital engagement, particularly regarding followers and likes. This growth may be attributed to more frequent and viral content, optimized promotion strategies, or successful TikTok Live campaigns. It indicates that their TikTok marketing strategy effectively enhances brand visibility and audience expansion. By aligning its digital marketing objectives with the 5S framework, Camille Beauty can continue to build strong relationships, foster brand loyalty, and enhance its competitive advantage in the local skincare market.

3. Strategy

This strategy utilizes the STP approach, which consists of Segmentation, Targeting, and Positioning—a foundational framework in strategic marketing aimed at effectively identifying and serving specific consumer segments (Kotler & Keller, 2016; Rifai et al., 2021). Segmentation divides the market into groups based on geographic, demographic, and psychographic factors. Camille Beauty targets a broad geographic area across Indonesia by leveraging TikTok as its primary marketing platform. The demographic segment includes teenage girls and women aged 13–35, reflecting preferences for skincare products with trendy packaging and ingredients. Psychographically, Camille appeals to individuals who value

natural ingredients, are influenced by FOMO (fear of missing out), and actively engage with viral skincare trends (Wijaya & Hermawan, 2018). In the targeting stage, Camille Beauty focuses on niche audiences such as schoolgirls, college students, and housewives, who are generally active consumers in the beauty and skincare category. Regarding positioning, Camille presents itself as a brand offering natural-based skincare products that are safe for pregnant and breastfeeding women, backed by official certification from Indonesia's BPOM, which helps build trust and a health-conscious image among its users. This strategic alignment assists brands in establishing a unique space in a competitive beauty market (Baines et al., 2022; Dibb & Simkin, 2016). Moreover, in strategic planning steps, it is essential to identify the program's target audience and assess community conditions through segmentation (Nugraha & Amali, 2024).

Table 3. STP Analysis

STP Criteria	Indicators
Segmentation	Geographic: Camille Beauty markets its products nationwide through TikTok.
	Demographic: It targets teenage girls and women aged 13–35, focusing on relevant design and product features.
	Psychographic: It appeals to consumers who value natural skincare, experience FOMO, and are drawn to viral trends.
Targeting	Focus on schoolgirls, college students, and housewives.
Positioning	Positions itself as a skincare brand that uses natural ingredients, ensuring safety for pregnant and breastfeeding women, and is registered with BPOM.

4. Tactic

After developing a clear marketing strategy, implementing effective tactics is the next step in the e-marketing planning process. Marketing tactics will be more effective when all marketing communication mix elements are combined into a single integrated program designed to achieve the company's objectives and provide added value to consumers (Khasanah & Amali, 2023). One of the most widely used tactical frameworks is the 4P Marketing Mix, which consists of Product, Price, Place, and Promotion. This model is essential for aligning the company's offerings with market needs and delivering value to the target audience (Baines et al., 2022; Kotler & Keller, 2016). Camille Beauty applies these four elements to operationalize its digital marketing efforts, particularly through the TikTok platform (Table 4).

Table 4. 4P Tactic Analysis

4P Criteria	Indicators
Product	Offers a diverse selection of skincare products: masks, face mist, moisturizer, toner, serum, day/night cream, body scrub, and lip tint.
Price	Actively promoting through TikTok by posting creative content, conducting live sessions, and offering bundled promotions and discounts to boost engagement and sales.
Place	Prices are positioned within an affordable range for the lower-middle-class market segment.
Promotions	Products are available on TikTok, Instagram, Shopee, and TikTok Shop to reach a broader online audience.

The product tactic delivers various skincare products, such as masks, face mist, moisturizers, essence toners, serums, day and night creams, body scrubs, and the newly launched lip tint. This diversification helps Camille cater to different consumer preferences and skincare needs. Regarding promotion, Camille Beauty leverages TikTok to actively produce informative and creative content while engaging with audiences through live sessions. The brand also implements sales promotions like bundling deals and flash discounts to drive interest and conversions during live sessions. The pricing strategy targets the lower-middle-class segment, offering competitive pricing that maintains perceived value while remaining accessible. Meanwhile, for the place element, Camille extends its reach through multiple digital platforms, including Instagram, Shopee, and TikTok Shop, to ensure a seamless shopping experience and wider market access.

5. Action

In the SOSTAC framework, the Action component refers to the execution of marketing strategies and tactics through practical steps (Chaffey & Smith, 2022). Camille Beauty demonstrates this through its dynamic and consistent presence on TikTok via the official account @camillebeauty_official. The brand actively implements its strategy by producing creative, engaging, and informative content aligned with its STP and 4P tactics. This includes a mix of skincare tutorials, testimonials, product reviews, limited-time promotions, and interactive live sessions. Camille Beauty uses a content-driven marketing approach to stimulate consumer interest and encourage purchasing behavior. Based on the interview findings, many consumers reacted positively to Camille Beauty's content and product quality. For example, Rani Sucita emphasized the mask's effectiveness in treating acne and noted that Camille masks are more potent than

typical clay masks. Similarly, other users like Nazlah highlighted the brand's promotional tactics and the high volume of positive user reviews as factors that motivated their purchase decisions. Furthermore, Sister M shared that Camille's TikTok content, such as tutorials and skincare tips, was informative and engaging. While she experienced only minor improvements in acne and signs of aging, she still found the product helpful when used regularly. Meanwhile, Sister S highlighted the product's compatibility with sensitive skin and praised the flexibility of daily use, particularly mentioning Camille's six mask variants tailored to different skin types. She also emphasized Camille Beauty's influencer collaborations and strategic focus on engaging younger audiences via TikTok.

Additionally, Camille Beauty actively conducts TikTok Live Shopping sessions, offering exclusive promotions and discounts to drive traffic and conversions. These sessions are part of an engagement-oriented strategy that enhances visibility and boosts real-time interaction with potential buyers. This approach is highly relevant to the principles of relational marketing, which emphasize the importance of utilizing media channels to maintain strong relationships with the audience (Amalia & Amali, 2025). The brand also collaborates with influencers and TikTok creators to expand its digital reach and build credibility, aligning with peer influence and user-generated content strategies that are effective in Gen Z-targeted marketing (De Veirman et al., 2017; Kotler et al., 2021). From an operational standpoint, Camille's team has significantly increased its content production. As seen in the Week 39 TikTok analytics (Figure 4), Camille Beauty posted 13 videos (a +550% increase), leading to +125.5K new followers and +633.4K likes, reflecting a +275% and +757% growth, respectively. This surge illustrates the effectiveness of Camille's action plan in capturing attention, generating engagement, and achieving visibility across its target market. The action element in Camille Beauty's marketing plan reflects a well-coordinated effort that includes content creation, promotional activity, influencer partnerships, and consistent interaction with its audience. These efforts all aim to strengthen TikTok's brand presence and drive conversions.

6. Control

The Control stage in the SOSTAC framework monitors, evaluates, and measures the effectiveness of implemented marketing strategies (Amali & Wardhana, 2025; Chaffey & Smith, 2022). In the case of @camillebeauty_official on TikTok, this phase involves systematically tracking key performance indicators (KPIs) such as increases in followers, sales figures, and store ratings to assess whether the objectives set in earlier stages were achieved. Control activities ensure that all marketing actions align with the initial goals and allow brands to make data-driven adjustments when necessary (Ambarwati et al., 2024; Suspaningrum & Sunarto, 2024). The TikTok account @camillebeauty_official demonstrated notable performance growth. Based on the analytics: (1) Follower growth showed a significant increase, indicating successful audience engagement; (2) Total sales rose considerably during live sessions and promotional campaigns; and (3) Store rating, customer satisfaction, and feedback remained high, reflecting positive brand reception and product satisfaction.



Figure 4. Camille Beauty's total sales and customer ratings as displayed on its official TikTok Shop account.

Source: Author screenshot from Camille Beauty TikTok Shop account.

The total sales and store ratings illustrate the measurable success of Camille Beauty's content and engagement strategies. The brand's ability to translate creative content, influencer partnerships, and persuasive promotional tactics into quantifiable results indicates an effective implementation of digital marketing planning. Control mechanisms also included the analysis of content marketing effectiveness, highlighting the use of ads, testimonials, bundling promotions, discount offers, and targeted hashtags. The presence of testimonial videos and direct product demonstrations by the brand added authenticity and contributed to trust-building (Kotler et al., 2021). The use of discount strategies not only drove immediate purchases but also attracted repeat buyers, while hashtags expanded reach and discoverability on TikTok's algorithmic feed. By maintaining regular monitoring and evaluation, Camille Beauty ensured the consistency of their branding, strengthened customer relationships, and improved overall campaign performance. This case study demonstrates how effective control strategies enable brands to adapt and refine their digital marketing efforts. Through a well-structured SOSTAC implementation, Camille Beauty exemplifies how consistent evaluation, backed by data analytics, can help a

brand optimize its presence on platforms like TikTok, improve brand awareness, and ultimately drive sales.

CONCLUSION

The marketing strategy implemented by the TikTok account @camillebeauty_official effectively follows the SOSTAC model, which includes situation analysis, objectives, strategy, tactics, action, and control. Camille Beauty has successfully increased brand visibility, audience engagement, and sales performance by leveraging TikTok's interactive features such as creative video content, live sessions, bundling promotions, and user testimonials. The findings show that the content strategy employed is informative, entertaining, and relevant to the target audience, particularly Gen Z consumers. Camille Beauty's consistent use of engaging and persuasive digital content, supported by affordable pricing and promotional tactics, contributes to the brand's growing popularity on TikTok. Practical implications from this study highlight the importance of continuously evaluating and adapting content to meet changing consumer trends and platform dynamics. To further enhance its digital marketing efforts, @camillebeauty_official is advised to collaborate with prominent influencers, produce educational content about product ingredients, develop trend-aligned content, and diversify its strategy across other social media platforms. Regular monitoring and analysis of content performance are essential for refining marketing approaches and sustaining consumer interest and trust in the brand.

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