

Social Media Competitive Analysis: Rare Beauty

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Rare Beauty, the cosmetics brand founded by Selena Gomez, has rapidly grown into one of the most talked-about names in the beauty industry. Known for more than just its products, the brand uses its platforms to champion mental health, self-acceptance, and inclusivity. It also uses its platform to advocate for women empowerment. As we examine the company to strengthen its digital marketing strategy, analyzing Rare Beauty's social media presence offers actionable insights into how mission driven messaging can fuel engagement, loyalty, and brand growth.

Why Rare Beauty Matters

- **Founder visibility:** Selena Gomez gives Rare Beauty instant cultural capital.
- **Purpose-driven branding:** Rare Beauty promotes emotional well-being alongside beauty.
- **Rapid growth and influence:** Particularly strong with Gen Z and Millennials.

Social Media Presence and Strategy

Rare Beauty maintains a highly active presence on major platforms, including Instagram, TikTok, Facebook, and YouTube. Posting frequency is consistent and strategic.

- **Instagram & TikTok:** 1–3 feed posts per day; 4+ Stories daily
- **Content mix:**
 - Product tutorials and launch announcements
 - User-generated content
 - Mental health advocacy and self-love messages
 - Influencer collaborations and behind-the-scenes clips

For example, the “I See You” campaign launched during Black History Month. It featured portraits of Black women with messages of affirmation and empowerment. This initiative showcased the brand’s commitment to inclusion and sparked high engagement (Hypebae).

What Rare Beauty Does Well

Rare Beauty’s strength lies in its consistency—both visually and emotionally. The brand has a clear tone and aesthetic that customers trust and connect with.

- **Tone:** Authentic, emotionally supportive, and empowering
- **Visual style:**
 - Soft colors and pastel tones
 - Clean, calming product photography
 - Use of natural lighting and real-life settings
- **Community engagement:**
 - Responds to comments and DMs
 - Reposts customer content
 - Highlights real customer stories in campaigns

Engagement metrics back this up. According to Netizens Report, Rare Beauty averages:

- 66.6K likes per post
- 669 comments per post

Audience

- **Target demographic:** Women aged 18–35

- **Primary locations:** U.S., Canada, Europe but are known globally (Speakrj.com)
- **Customer values:**
 - Authenticity
 - Diversity
 - Mental wellness

Rare Beauty's messaging aligns with its audience's emotional and social priorities, not just their cosmetic needs.

Key Takeaways for Our Company

Rare Beauty's strategy offers clear lessons we can implement:

- **Humanize the brand:** Like Rare Beauty, we can integrate storytelling into our posts—highlighting real customers, employees, or social causes.
- **Be purpose-driven:** Build campaigns that stand for something, whether it's sustainability, wellness, or inclusivity.
- **Emphasize community:**
 - Repost user content and reviews
 - Engage actively with comments
 - Feature diverse customer voices
- **Maintain consistency:**
 - Align visuals and tone across all platforms
 - Use a recognizable aesthetic and messaging style
- **Use influencers thoughtfully:** Partner with relatable voices—not just celebrities—to create authentic product awareness.

By adopting elements of Rare Beauty's approach, we can increase customer trust, improve engagement, and differentiate our brand in an increasingly values-driven market.

Works Cited

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