

Abstract

Marketing plays a vital role in shaping brand perception, maintaining consumer engagement and sustaining brand competitiveness in the retail industry. This paper discusses the role of digital marketing strategies in maintaining brand relevance for Sephora Indonesia, within the context of Indonesia's evolving and fast-paced beauty industry. Drawing on a four-month internship experience, the analysis of Sephora's marketing strategies was examined through the segmentation, targeting and positioning (STP) framework, social exchange theory and Keller's customer-based brand equity model. Through the use of these theories it helped assess how digital tactics influence brand perception and customer loyalty. The findings highlight that influencer collaborations, social media engagement and loyalty programs play a role in strengthening brand positioning. Furthermore, localized digital campaigns and CSR-oriented initiatives enhance inclusivity, customer loyalty and trust. Overall, this paper provides a broader understanding of the beauty industry's digital transformation and emphasizes the importance of localizing global marketing strategies to create a connection with consumer markets.

Keywords: brand equity, beauty industry, influencer partnerships, social media, digital engagement.