

**Part 4: Rare Beauty's Content Optimization Strategies**

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Rare Beauty, founded by Selena Gomez, has strategically enhanced its public relations efforts through effective content optimization. The cosmetic brand has significantly increased its visibility, engagement and brand reputation by leveraging SEO, social media optimization, personalization and targeted strategies.

Rare Beauty incorporates relevant keywords and phrases into its social media posts, particularly on Instagram. The hashtags such as #MakeaRareImpact and #rareroutine are strategically used to increase organic reach and attract a targeted audience. The #MakeaRareImpact hashtag, in particular, aligns with the brand's commitment to mental health and self-acceptance, fostering a strong connection with its audience.

The [Rare Impact Fund](#), founded by Selena Gomez, is a key component of Rare Beauty's mission. The fund aims to reduce the stigma associated with mental health and provide young people with access to the necessary resources. Rare Beauty reinforces their commitment to social responsibility and resonates with a wider audience by highlighting the Rare Impact Fund in their content. The #MakeaRareImpact hashtag is used extensively to raise awareness for the Rare Impact Fund and its goals.

Rare Beauty excels in social media optimization beyond hashtags. The brand creates a sense of community and fosters loyalty by consistently engaging with its followers, responding to comments and participating in relevant conversations. Rare Beauty leverages user-generated content on Instagram, featuring photo posts of their makeup products and short-form makeup review content from influencers and customers to showcase the product in action and encourage engagement. This helps Rare Beauty to maintain follower engagement and consumer loyalty. The brand also incorporates positive affirmations within iMessage graphics, creating relatable

and easily shareable content. The posts under the hashtag #rareroutine are posted either featuring the founder Selena Gomez herself or utilizing user-generated content from content creators, influencers and everyday consumers to promote Rare Beauty's products on their profiles. The hashtag #rareroutine refers to how Rare Beauty makeup products are implemented into your everyday makeup routine.

On TikTok, Rare Beauty created a [short-form video](#) using the trending "Do you know you have 30 minutes?" audio. The caption "Me when Oct. 10 is almost over and someone hasn't shopped Rare Beauty at Sephora yet" gives Rare Beauty the opportunity to discuss what they are doing for World Mental Health Day. In the TikTok caption, they make it clear that 100 percent of sales from a Rare Beauty purchase from Sephora will go to the Rare Impact Fund. They tag both Selena Gomez and Sephora in the caption and use the hashtag #MakeARareImpact as well as other keywords like #rarebeauty, #sephora, #selenagomez and #mentalhealthmatters to ensure they are reaching their target audience and that their SEO optimization and keyword usage work with the algorithm. This is a genius content optimization strategy as the video is ranked under "selenagomez," meaning that anyone who likes the founder of the company will be likely to view the video and foster engagement and the video ended up reaching 154,900 people.

Rare Beauty tailors its content to its primary audience of young women, primarily from the millennial and Gen Z demographics. By understanding their preferences and interests, the brand can create content that resonates with them and drives engagement. Rare Beauty's content optimization efforts have yielded tangible results. The brand has experienced significant growth in social media followers, increased website traffic and positive brand sentiment. The TikTok video mentioned in the analysis, for example, reached 154,900 people, demonstrating the effectiveness of its targeted content strategy.

Rare Beauty's success in public relations can be attributed to its strategic approach to content optimization. By combining SEO best practices, active social media engagement and personalized targeting, the brand has effectively reached its audience, built a loyal following and achieved its PR goals.

### References

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