Integration of Integrated Marketing Communications and SEO Optimization in Skincare Product Marketing Through Influencers

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Keywords:	Abstract
integrated marketing communications, SEO, influencer marketing, digital marketing, skincare	The development of digital technology has significantly transformed marketing communication patterns, particularly in the increasingly competitive skincare industry. Companies no longer rely solely on conventional promotion but utilize various digital marketing strategies such as Integrated Marketing Communications (IMC), Search Engine Optimization (SEO), and influencer marketing. This study aims to analyze the influence of integrated marketing communications and SEO optimization on skincare product marketing through influencers. This research employs a quantitative approach using a descriptive research method. Data were collected through questionnaires distributed online to 150 respondents who had previously searched for information or purchased skincare products through digital platforms. Data analysis techniques included descriptive statistical analysis and multiple linear regression using SPSS software. The results indicate that integrated marketing communications and SEO optimization have a positive and significant influence on skincare product marketing through influencers, both partially and simultaneously. Integrated marketing communications play a role in creating consistency in marketing messages across various digital platforms, while SEO optimization facilitates consumers in finding product information through search engines. The coefficient of determination shows that these two variables explain 46.1% of the variation in skincare product marketing through influencers. These findings indicate that synergy between integrated marketing communications, SEO, and influencer marketing can enhance product visibility, strengthen consumer trust, and increase consumer purchase intention toward skincare products in the era of digital marketing.

INTRODUCTION

The rapid development of digital technology and the expanding penetration of the internet have significantly transformed marketing communication patterns across various industries, including the beauty and skincare industry. Digital transformation has encouraged companies to shift from conventional marketing approaches toward more integrated, interactive, and data-driven digital marketing strategies. Modern consumers no longer rely solely on information delivered directly by companies through traditional advertising; instead, they obtain product references through various digital platforms such as social media, search engines, and recommendations from public figures in the online environment (Harita et al., 2025; Wulandari et al., 2025). In this context, companies are required to develop marketing communication strategies capable of integrating multiple communication channels so that marketing messages can be delivered consistently and effectively to consumers (Purba et al., 2025).

One of the approaches widely adopted in modern marketing practice is Integrated Marketing Communications (IMC). The concept of IMC emphasizes the importance of coordination and integration among various elements of marketing communication, such as advertising, sales promotion, digital marketing, public relations, and social media marketing, in order to create consistent and mutually reinforcing messages (Butkouskaya et al., 2023). Through such integration, companies can enhance the effectiveness of marketing communication, strengthen brand image, and increase consumer engagement (Ginting et al., 2025; Gusty et al., 2025; Marbun, 2025). In the highly competitive skincare industry, the implementation of integrated marketing communications has become increasingly important due to the large number of brands competing to attract consumer attention in the digital space (Teng, 2024).

The skincare industry is one of the sectors that has experienced rapid growth in recent years. Increasing public awareness of skin health, lifestyle changes, and the influence of social media have driven the rising demand for various skincare products. In addition, the emergence of numerous new brands, both from local and international companies, has intensified competition within this industry. In a highly competitive environment, companies are not only required to produce high-quality products but must also be able to effectively communicate the value and advantages of their products to consumers (Mawaddah et al., 2025). Therefore, an appropriate marketing communication strategy becomes a crucial factor in determining the success of skincare product marketing.

One important element in digital marketing communication is Search Engine Optimization (SEO). SEO refers to a strategy for optimizing digital content so that it can be more easily discovered by users through search engines such as Google (Kuchkovskiy et al., 2021). Through effective SEO implementation, companies can increase product visibility on the internet, thereby making it easier for consumers to find information related to the products they are seeking (Mou, 2020). In skincare marketing, SEO plays an important role because consumers often search for information regarding product ingredients, skincare benefits, and product reviews before making purchasing decisions. Therefore, SEO optimization can help companies increase website traffic, enhance brand awareness, and expand market reach in the digital environment.

In addition to SEO, the use of influencer marketing has also become an increasingly popular strategy in the marketing of beauty products. Influencers are individuals who possess strong influence on social media and have the ability to affect the perceptions and behaviors of their followers (Evrianti et al., 2025). In the skincare industry, influencers often serve as trusted sources of information and product recommendations for consumers (Ali & Alquda, 2022). Through content such as product reviews, skincare tutorials, and personal experiences, influencers can create communication that appears more personal and authentic compared to traditional advertising (Ramayanti & Ritonga, 2025). The trust established between influencers and their followers makes this strategy effective in increasing consumer purchase intention (Evrianti et al., 2025).

The integration of integrated marketing communication strategies, SEO optimization, and the use of influencer marketing can create strong synergy in the marketing of skincare products (Liem & Arief, 2023). The integration of these three elements enables companies to reach consumers through multiple touchpoints along the customer journey. For example, consumers may initially discover product information through search engines, subsequently view product reviews from influencers on social media, and eventually encounter consistent promotional messages across various digital platforms. Through such an integrated approach, companies can

enhance the effectiveness of marketing communication while strengthening relationships with consumers.

Although numerous studies have examined the roles of influencer marketing and SEO in digital marketing, there remains a limitation in studies that specifically investigate the integration of integrated marketing communications, SEO optimization, and influencer usage in skincare product marketing. Most previous studies tend to examine each variable separately, thereby failing to provide a comprehensive understanding of how these three strategies complement one another in creating effective digital marketing outcomes. In practice, however, companies often implement multiple communication strategies simultaneously in order to achieve optimal results.

Furthermore, the dynamics of consumer behavior in the digital era require companies to understand how consumers obtain information, build trust, and make purchasing decisions. Contemporary consumers tend to independently search for information through the internet before purchasing products. They no longer rely solely on promotional messages delivered by companies but also consider reviews from other users, recommendations from influencers, and educational content available online. Therefore, the integration of SEO and influencer marketing within the framework of integrated marketing communications represents a relevant strategy for reaching consumers more effectively. This study is expected to contribute theoretically to the development of digital marketing research, particularly concerning the synergy between SEO strategies, influencer marketing, and integrated marketing communications. In addition, this research is also expected to provide practical contributions for stakeholders in the skincare industry in designing digital marketing strategies that are more effective, integrated, and aligned with consumer behavior characteristics in the digital era.

By understanding how the integration of integrated marketing communications, SEO optimization, and the use of influencers influences the effectiveness of skincare product marketing, companies are expected to design marketing strategies that are more innovative and consumer-oriented. An integrated strategy not only enhances product visibility in the digital environment but also strengthens consumer trust and encourages increased purchasing decisions. Therefore, examining the integration of these three aspects becomes increasingly important within digital marketing practices in the rapidly evolving skincare industry.

METHODS

This study employs a quantitative approach with a descriptive research design. The quantitative approach was selected because the study aims to measure and explain the relationships among the variables under investigation objectively through numerical data obtained from respondents (Rachman et al., 2016). The descriptive method is used to systematically describe phenomena related to the integration of integrated marketing communications, the optimization of Search Engine Optimization (SEO), and the use of influencers in skincare product marketing (Zellatifanny & Mudjiyanto, 2018). Through this approach, the study is expected to provide an empirical overview of how these digital marketing strategies are implemented and how they influence the marketing of skincare products among consumers.

This research was conducted among consumers who use or have previously purchased skincare products promoted through social media and digital platforms. The focus of the study is on consumers who actively use the internet and social media, as this group has a high level of exposure to various digital marketing strategies such as influencer-generated content, search engine

results, and other forms of digital promotion. The research location was not limited to a specific geographical area because data collection was conducted online, allowing respondents to come from various regions with access to the internet and social media across Indonesia.

The population of this study consists of all consumers who have searched for information or purchased skincare products through digital platforms such as social media, websites, or marketplaces in Indonesia. The sampling technique used in this study was non-probability sampling through the purposive sampling method. Purposive sampling was selected because respondents were determined based on specific criteria relevant to the objectives of the study. The number and characteristics of respondents in this study are presented in Table 1.

Table 1. Respondent Characteristics

Respondent Characteristics	Category	Number (n)	Percentage (%)
Gender	Male	48	32.0
	Female	102	68.0
	Total	150	100
Age	17–20 years	28	18.7
	21–25 years	64	42.7
	26–30 years	34	22.7
	> 30 years	24	16.0
	Total	150	100
Last Education	Senior High School/Vocational High School	46	30.7
	Diploma/Bachelor	24	16.0
	Master/Doctor	–	–

The data collection technique in this study utilized a questionnaire distributed online through digital platforms such as Google Forms. The questionnaire was developed based on indicators of the research variables derived from various literature sources related to digital marketing, integrated marketing communications, SEO, and influencer marketing. The research instrument employed a five-point Likert scale, ranging from a score of 1 (strongly disagree) to a score of 5 (strongly agree). The use of the Likert scale aims to measure respondents' perceptions, attitudes, and evaluations regarding statements related to the research variables. The variables used in this study consist of three main variables, as presented in Table 2.

Table 2. Research Variables

Variable	Variable Code	Indicator	Statement Item	Measurement Scale
Integrated Marketing Communications (IMC)	X1	Consistency of marketing messages	The skincare product promotional information that I see across various digital media delivers consistent messages.	Likert 1–5
		Integration across marketing	Skincare product promotions are	Likert 1–5

		communication media	presented in an integrated manner across various media such as social media, websites, and marketplaces.	
		Clarity of product information	Information regarding the benefits and use of skincare products is clearly communicated through various digital platforms.	Likert 1–5
		Effectiveness of message delivery	Promotional messages for skincare products delivered through digital media are easy for consumers to understand.	Likert 1–5
Search Engine Optimization (SEO) Optimization	X2	Ease of finding product information	I can easily find skincare product information through search engines such as Google.	Likert 1–5
		Relevance of search result content	The skincare product information appearing in search results is relevant to my needs.	Likert 1–5
		Quality of information on websites or digital platforms	Information about skincare products available on websites or digital platforms is sufficiently complete and informative.	Likert 1–5
		Trust in search engine information	I trust skincare product information that appears in internet search results.	Likert 1–5
Skincare Product Marketing	Y	Influencer credibility	Influencers who promote skincare	Likert 1–5

through **Influencers**		products have strong credibility.	
	Quality of influencer content	Content created by influencers about skincare products provides clear and engaging information.	Likert 1–5
	Trust in influencer recommendations	I trust skincare product recommendations provided by influencers.	Likert 1–5
	Influence of influencers on consumer interest	Influencer promotions of skincare products increase my interest in trying or purchasing the products.	Likert 1–5

Based on Table 2 above, the research framework of this study is illustrated in Figure 1.
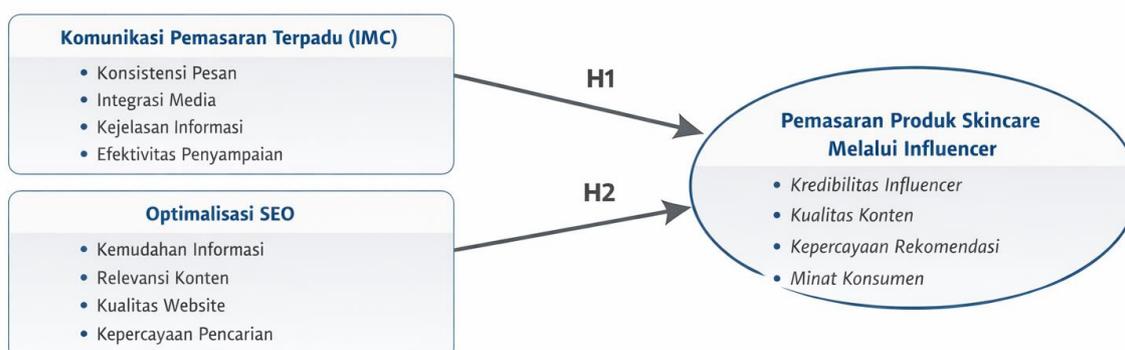
Figure 1. Research Framework

Before conducting data analysis, the research instrument was first tested through validity and reliability tests to ensure that each questionnaire item accurately and consistently measured the intended variables. The validity test was conducted using the correlation between item scores and total scores, while the reliability test was performed using Cronbach's Alpha values. The instrument was considered valid if the item correlation value exceeded the r-table value, and it was considered reliable if the Cronbach's Alpha value was greater than 0.70.

The data analysis technique in this study was conducted through several stages. The first stage was descriptive statistical analysis aimed at describing respondent characteristics and the distribution of respondents' answers for each indicator of the research variables. This analysis was conducted by calculating the mean, percentage, and standard deviation for each variable examined.

Descriptive analysis provides a general overview of respondents' perceptions regarding the integration of integrated marketing communications, SEO optimization, and skincare product marketing through influencers.

The next stage involved multiple linear regression analysis to determine the influence of integrated marketing communications and SEO optimization on skincare product marketing through influencers. This analysis aims to measure the extent to which the independent variables influence the dependent variable in this study. The regression model used in this study can be formulated as follows:

$$Y = a + b1X1 + b2X2 + eY = a + b_{1X_1} + B_{2X_2} + eY = a + b1X1 + b2X2 + e$$

Where Y represents skincare product marketing through influencers, X_1 represents integrated marketing communications, X_2 represents SEO optimization, a is the constant, b_1 and b_2 are regression coefficients, and e represents the error term.

Furthermore, hypothesis testing was conducted through partial testing (t-test) and simultaneous testing (F-test). The t-test was used to determine the effect of each independent variable on the dependent variable partially, while the F-test was used to determine the simultaneous influence of both independent variables on the dependent variable. In addition, this study also employed the coefficient of determination (R^2) to determine the extent to which integrated marketing communications and SEO optimization explain the variation in skincare product marketing through influencers.

All data processing and analysis in this study were conducted using the SPSS statistical software. The results of the data analysis were then interpreted to explain how the integration of integrated marketing communications and SEO optimization contributes to improving the effectiveness of skincare product marketing through influencers in the era of digital marketing.

RESULTS

Results of Descriptive Statistical Analysis

Descriptive statistical analysis was conducted to describe respondents' perceptions of the variables of integrated marketing communications (IMC), SEO optimization, and skincare product marketing through influencers. The results of the descriptive analysis are presented in Table 3.

Table 3. Descriptive Analysis Results of Research Variables

Variable	Mean	Standard Deviation	Category
Integrated Marketing Communications (X1)	4.12	0.61	High
SEO Optimization (X2)	4.05	0.64	High
Skincare Marketing through Influencers (Y)	4.18	0.59	High

The results of the descriptive analysis indicate that respondents' perceptions of integrated marketing communications have a mean value of 4.12, which falls within the high category. This indicates that respondents perceive that skincare product promotions delivered through various digital media such as social media, websites, and marketplaces have been communicated consistently and in an integrated manner. Furthermore, the SEO optimization variable has a mean value of 4.05, which also falls within the high category. This indicates that most respondents find

it easy to obtain skincare product information through search engines such as Google. Additionally, the information presented in search results is perceived as relevant and sufficiently informative for consumers in understanding the benefits and ingredients of skincare products.

Meanwhile, the variable of skincare product marketing through influencers has a mean value of 4.18, which represents the highest score among the variables. This finding indicates that influencers play a strong role in influencing consumer perceptions and interest in skincare products. Consumers tend to trust product recommendations delivered by influencers, particularly when the influencers are perceived as credible and experienced in using the promoted products.

Validity and Reliability Tests

Before conducting further analysis, the research instrument was tested for validity and reliability to ensure that each statement item accurately and consistently measured the research variables. The results of the validity test indicate that all statement items have item–total correlation values greater than the r-table value (0.160) at a significance level of 5%. Therefore, all items in the questionnaire are considered valid and suitable for use in the study.

Meanwhile, the reliability test results show that the Cronbach's Alpha value for each variable exceeds 0.70. The integrated marketing communications variable has a Cronbach's Alpha value of 0.84, the SEO optimization variable has a value of 0.81, and the skincare marketing through influencers variable has a value of 0.86. These results indicate that the research instrument demonstrates good internal consistency and is therefore appropriate for further analysis.

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the influence of integrated marketing communications and SEO optimization on skincare product marketing through influencers.

Table 4. Results of Multiple Linear Regression Analysis

Variable	Regression Coefficient (B)	t-value	Sig.
Constant	1.214	—	—
Integrated Marketing Communications (X1)	0.438	5.912	0.000
SEO Optimization (X2)	0.367	4.873	0.000

Based on the regression analysis results, the regression equation can be formulated as follows:

$$Y = 1.214 + 0.438X1 + 0.367X2Y$$

The equation indicates that integrated marketing communications and SEO optimization have a positive influence on skincare product marketing through influencers. The regression coefficient of integrated marketing communications (0.438) indicates that a one-unit increase in marketing communication integration will increase the effectiveness of skincare product marketing through influencers by 0.438 units, assuming other variables remain constant. Meanwhile, the regression coefficient of SEO optimization (0.367) indicates that the better the search engine optimization strategy implemented, the greater its influence on the effectiveness of skincare product marketing through influencers.

Hypothesis Testing
t-Test (Partial Test)

The results of the t-test indicate that integrated marketing communications have a significance value of 0.000 (<0.05), indicating that integrated marketing communications have a positive and significant effect on skincare product marketing through influencers. Furthermore, SEO optimization also has a significance value of 0.000 (<0.05), meaning that SEO optimization has a positive and significant effect on skincare product marketing through influencers. These results indicate that both independent variables partially contribute to improving the effectiveness of digital marketing for skincare products.

F-Test (Simultaneous Test)

Table 5. F-Test Results

Model	F-value	Sig.
Regression	62.314	0.000

The F-test results show a significance value of 0.000 (<0.05), indicating that integrated marketing communications and SEO optimization simultaneously have a significant influence on skincare product marketing through influencers.

Coefficient of Determination (R²)

Table 6. Coefficient of Determination

R	R Square	Adjusted R Square
0.679	0.461	0.454

The coefficient of determination (R^2) value of 0.461 indicates that 46.1% of the variation in skincare product marketing through influencers can be explained by integrated marketing communications and SEO optimization. The remaining 53.9% is influenced by other variables not examined in this study, such as product quality, price, brand image, and consumer experience.

DISCUSSION

The results of this study indicate that integrated marketing communications have a positive and significant influence on skincare product marketing through influencers. This finding suggests that the consistency of marketing messages delivered across various digital media platforms can strengthen consumer perceptions of products promoted by influencers. When promotional messages delivered by companies through websites, social media, and marketplaces are aligned with the content created by influencers, consumers are more likely to understand the value and benefits of the products being offered. This finding is consistent with the concept of Integrated Marketing Communications, which emphasizes the importance of coordination among marketing communication channels to create consistent and effective messages. In digital marketing, the integration between company promotional content and influencer-generated content can strengthen consumer trust and increase the effectiveness of marketing communication.

In addition, the results also indicate that SEO optimization has a positive influence on skincare product marketing through influencers. This finding suggests that the ease with which consumers can find product information through search engines strengthens the effectiveness of influencer promotions. When consumers become interested in products recommended by influencers, they tend to search for additional information through the internet. Therefore, the availability of SEO-optimized content can help consumers obtain more comprehensive information about the products. In skincare marketing, SEO becomes an essential element because

consumers often search for information related to product ingredients, skincare benefits, and product reviews before making purchasing decisions. Thus, SEO optimization functions as an information source that reinforces promotional messages delivered by influencers.

Simultaneously, integrated marketing communications and SEO optimization contribute significantly to the effectiveness of skincare product marketing through influencers. The integration of these strategies enables companies to reach consumers at various stages of the customer journey. Consumers may discover products through search engines, obtain information through websites or digital platforms, and receive recommendations from influencers on social media. The synergy among integrated marketing communications strategies, SEO, and influencer marketing creates a mutually reinforcing digital marketing ecosystem. Within this ecosystem, influencers function as recommendation sources that influence consumer perceptions, while SEO serves as an information search mechanism that strengthens consumer decision-making. Consequently, skincare companies can increase product visibility, build consumer trust, and encourage greater purchase intention through integrated digital marketing strategies.

CONCLUSION

This study aims to analyze the influence of integrated marketing communications and Search Engine Optimization (SEO) optimization on skincare product marketing through influencers. Based on the data analysis conducted on 150 respondents, it can be concluded that integrated marketing communications and SEO optimization play significant roles in improving the effectiveness of skincare product marketing in the digital era. The descriptive analysis results indicate that respondents' perceptions of integrated marketing communications, SEO optimization, and skincare product marketing through influencers fall within the high category. This finding suggests that consumers perceive the digital marketing strategies implemented by skincare companies across various digital platforms to be relatively effective. The consistency of promotional messages across digital media, the ease of finding product information through search engines, and the credibility of influencers in delivering product recommendations are important factors influencing consumer perceptions.

The results of the multiple linear regression analysis indicate that integrated marketing communications have a positive and significant influence on skincare product marketing through influencers. This finding suggests that the integration of consistent marketing messages across various digital communication channels strengthens the effectiveness of influencer promotions. When the information delivered by companies through digital media aligns with the content created by influencers, consumers can more easily understand the value and benefits of the products offered. Furthermore, SEO optimization is also proven to have a positive and significant influence on skincare product marketing through influencers. This finding indicates that the ease with which consumers can find product information through search engines strengthens the effectiveness of influencer promotions. Consumers who are interested in influencer recommendations tend to search for additional information online before making purchasing decisions, making SEO-optimized content an important factor supporting consumer decision-making processes.

Simultaneously, integrated marketing communications and SEO optimization have a significant influence on skincare product marketing through influencers. The integration of these strategies enables companies to reach consumers through various touchpoints along the customer

journey, from the information search stage to evaluation and purchasing decisions. Therefore, the implementation of integrated digital marketing strategies can increase product visibility, strengthen consumer trust, and enhance the effectiveness of influencer promotions. This study demonstrates that the synergy among integrated marketing communications, SEO optimization, and influencer marketing represents an effective strategy for improving skincare product marketing in the digital era. Therefore, companies in the skincare industry are encouraged to develop integrated digital marketing strategies by utilizing various digital communication platforms, optimizing search-engine-friendly content, and collaborating with highly credible influencers in order to reach consumers more broadly and effectively.

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