

Analysis on KOL Marketing Strategy of Brand

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Abstract

With the development of payment technology and social platforms in recent years, the distance between production and consumption and between marketers and customers has narrowed. At the same time, the younger generation who has become the main consumer has also paid more attention to product quality and personality. Therefore, some KOLs that produce high-quality content have become the target of brand promoters. If working well, this marketing strategy can bring credibility to the promotion plan, enhance brand attributes, and gain potential customers. This article will review similar types of marketing strategies and analyze the advantages of applying KOL marketing.

Keywords

KOL Marketing Strategy Vertical Field.

1. Introduction

KOL (Key Opinion Leader), is the concept of marketing, usually defined as: someone who has more product information which is also more accurate, and accepted or trusted by related groups, and their buying behavior can also be influenced [1]. Unlike "Opinion leaders", key opinion leaders are usually authority figures in an industry or field. In the dissemination of information, they do not rely on their own activity and are easily recognized and identified. The derived KOL marketing refers to the social media marketing communication behavior with KOL participation. According to data from "Digital Marketing Trends in China 2019", 63% of advertisers said that social marketing will focus on KOL promotion. One fact that brands cannot ignore is that the efficiency of online marketing of a company depends largely on the ring of KOL marketing. In reality, what you can't deny is that young people in making purchasing decisions will be more willing to open APPs like Xiaohongshu, Zhihu to refer KOL's advice.

2. Introduction to Other Common Marketing Strategies

2.1. Promotion of Stars

If the brand chose star endorsement, so that products can establish a link with the target consumer group, to successfully enter the consumer's life and vision, and some kind of impression in the minds of its status and, finally making its products into a meaningful with value-added symbols [2]. The key to star endorsement is the degree of fit between the celebrity's public image and the brand or product. However, blindly asking traffic star endorsements does not necessarily bring considerable results. As early as 2016 years, the well-known Canadian star Kris Wu had started to cooperate with the Smart, the latter specifically for the Kris Wu launched a limited edition vehicles which is Smart Forfour, the Global Offering 188 vehicles being sold. In fact, Wu Yifan's endorsement did not able to

saveSmart. In 2018, Smart's global sales fell by 4.6% year-on-year to 128,800 units. Part of the reason is that the two-seat space layout of this model has discouraged most Chinese people, and sales have been difficult to improve .

2.2. Promotion of Social Influencers

With the promotion of social platforms, the huge traffic potential hidden on social influencers is gradually being explored. They are very influential among the young people, and they are more affinity than the stars, the product promotion is more natural, and the appeal is not inferior. According to the "2018 China Social Influencers Economy Development Insight Report" jointly released by iResearch and Sina Weibo, as of May 2018, the total number of Chinese net red fans reached 588 million, and the size of the social influencers economy will exceed 2 trillion [3] . In this content era of social influencer 4.0, the rise of the short video and live broadcast industry has spawned self-media influencers such as Papi Jiang, Office Xiaoye, and more and more brands have come to them for promotion. However, the current problem is that some social influencers who lack professional capital support cannot obtain stable income. They can only rely on a large number of advertising implants to monetize. This will definitely affect the freedom and content of " social influencers " in creating quality, and thus the user's sensory experience will be reduced [4] .

3. Advantage of Applying KOL Marketing

Although from a certain perspective, KOL marketing and star endorsements, social influencers promotion concepts are highly overlapped , and they all depend on the fan economy. However, with the development of the media in the social network era, the main dissemination method of the "fan economy" has changed from the traditional " single-track " model to the current "three-track circular network model " [5] . Therefore , KOL , recognized by fans and capable of creating high-quality content , can create increasing influence in specific areas where he excels. Next we will analyze the main advantages of KOL marketing :

3.1. Conducive to the Long-term Growth of Users

We look at the gap between general social influencers and KOL from three perspectives: From the perspective of vitality, general social influencers vitality is often not as good as KOL, because more depth KOL has more depth in the field of vertical and can get the fans' trust; From the perspective of the core, the core of the social influencers is the social influencers themselves, while the core of the KOL is his opinions, knowledge, opinions , and people are only the carrier of consciousness ; from the depth of content, the competitiveness of the social influencers is far less than KOL. Therefore , if the brand 's goal is to maintain long-term user growth, KOL has an advantage over general influencers or celebrities. In the field of beauty products that is very suitable for KOL marketing, there is the "perfect diary" of the recent fire, known as the light of domestic beauty products. On the Xiaohongshu platform, the brand continues to reach the target consumers through the marketing model of celebrity + head KOL + waist KOL + amateur [6] , attracting numerous fans, and its fans in Taobao's flagship store range from 0 to 10 million only using 26 months. We can conclude that the power of KOL marketing is evident .

3.2. Accurate Content Distribution

Behind each KOL is a specific group, so members in the group can be deeply contacted through KOL , and based on group awareness and group pressure in group communication, members have higher trust in marketing information [7] . As famous We Media " Speed partners " in the Bilibili platform major upload videos committed to creating passion, professionalism and fun of both in the car area, on the one hand to focus on driving, to convey

the "speed" concept, on the other hand hope that through men and women of the "partners" perspective, turning boring materials into laughter, making more people fall in love with cars and driving. Because of these characteristics, the show was loved by riders and even attracted the attention of many audiences who wanted to buy a car but did not know enough about it. Unlike ordinary celebrities or social influencers, as the well-known KOL in the car area, the "Quick Partner" series is undoubtedly an excellent platform for automobile publicity and release. Based on the trust of KOL in the professional aspect, fans will also buy it.

4. Conclusion

In summary, with the development of mobile Internet and Internet of Things (IOT) technology, the future media communication environment will undoubtedly become more and more fragmented. KOL will continue to emerge in various new vertical fields and become one of the main choices for the brands. At the same time, on the other hand, I believe that the future application of big data, artificial intelligence(AI) and other technologies can help companies reduce KOL selection costs and use technology to empower brand communication.

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