

Innovative Marketing Plan for Brand Luggage on Xiaohongshu Platform

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Abstract

In the information age, traffic is king. When the traffic bonus is not available, how traditional small and medium-sized commerce and trade companies can take advantage of their traditional marketing advantages and experience and combine existing innovative mobile marketing concepts and methods to highlight the siege in the e-commerce platform and bring traffic bonus to their products and services is urgently needed. solved problem. The paper uses NTNL brand luggage and bags to operate on the Xiaohongshu platform as an example. It launches a community e-commerce + content marketing + online celebrity marketing entrepreneurial attempt, and designs and implements a set of innovative marketing powder raising plans, hoping to give other small and medium enterprises a reference value.

Keywords

Xiaohongshu, Community e-commerce, Social e-commerce, Mobile marketing.

1. Introduction

In the information age, traffic is king. At present, mobile traffic is basically monopolized by large platforms such as Alibaba and Tencent. When the traffic dividend is not there, how can SME brands that have just ventured into e-commerce stand out in the big platform, instead of grabbing the stock market, increasing the market for consumers and brand channels, and competing for the third and fourth lines that traditional e-commerce has not fully reached The urban market is an urgent problem to be solved. With the continuous expansion of mobile network users, the influence of social media communication has rapidly increased. Cross-border e-commerce and community e-commerce are rapidly emerging, and content marketing has become a traffic competition point for major platforms. New marketing methods such as community marketing, internet celebrity marketing, and short video marketing have become a weapon for enterprises to compete for traffic red envelopes.

In order to study and solve how traditional small and medium-sized commercial and commercial enterprises can give full play to their traditional marketing advantages and experience, combined with existing innovative mobile marketing concepts and methods, they have focused on the e-commerce platform to bring traffic dividends to their products and services. The author makes use of existing school-enterprise cooperation projects and high-quality resources of colleges and universities to carry out entrepreneurial attempts of community e-commerce + content marketing + online celebrity marketing. It aims to work hard to make practical and practical innovative solutions for the community e-commerce of small and medium-sized business enterprises through learning and practice, lay a foundation for their own development and also make a meager contribution to regional economic development.

2. Project Connotation

The author team and "Zhejiang Hongyi Luggage & Leather Goods Co., Ltd." carried out school-enterprise cooperation to develop mobile marketing channels for this luggage and sales enterprise, which is mainly export-oriented. Since the launch of the project in 2017, we have carried out NTNL luggage operations on the Xiaohongshu platform and carried out the entrepreneurial practice of community e-commerce + content marketing + online celebrity marketing, which has achieved certain results. In March 2018, the enterprise store officially entered Tmall and opened the NTNL Tmall flagship store, which perfectly combined Xiaohongshu traffic with Tmall traffic, successfully helping the business enterprise achieve a gorgeous transformation of new marketing. This research is exactly the overall strategic design and network promotion strategy design for this entrepreneurial project. We design an online community marketing plan for NTNL, an enterprise brand luggage, and operate the Xiaohongshu platform. At the same time, design and implement a set of innovative marketing plan, through a variety of new marketing methods to guide the Xiaohongshu platform shops, expand NTNL brand influence, and promote NTNL sales.

3. Project Operation

Overall marketing strategy: Use online celebrities to create topics, gain popularity and user attention, and spread the content of platform soft articles online. The mobile communication tools include Xiaohongshu, WeChat, Tmall, and Taobao, which are expected to be launched next year. The PC uses marketing activities such as platform activities, small programs, through trains, and Taobao activities, and uses offline promotion, traditional university promotion, and other traditional media to create a brand effect, see [Figure 1](#). Through mutual diversion between platforms, user resources can be shared to compete for traffic dividends and expand a larger market, see [Figure 2](#).

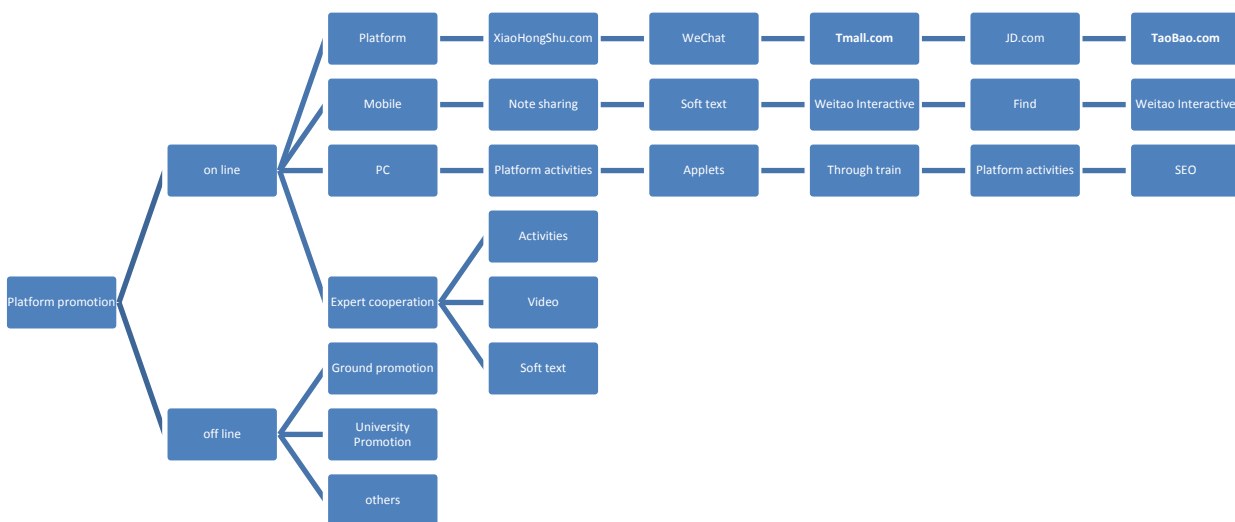


Figure 1: Overall promotion strategy of the platform

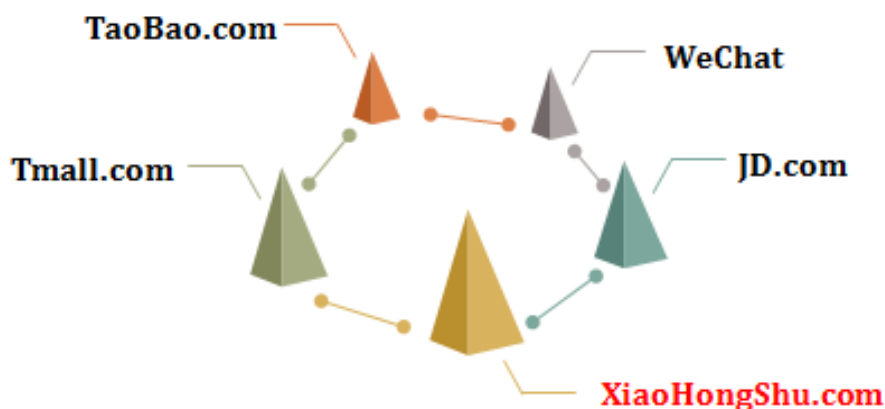


Figure 2: Mutual diversion between platforms

3.1. Xiaohongshu Platform Notes Copywriting Promotion

The positioning of Xiaohongshu is to build a community platform. According to the different characteristics of the group, users can use video, graphics and text to share, attract fans to like, comment and forward, and guide the fan group to enter the mall to buy favorite products.

Hiring internet bloggers to create and forward copywriting for us is a common means of sucking powder. For example: The owner of ICELAND Island is a blogger we invited. She is a girl who travels frequently. Her ice and snow photo guide cuts in three aspects: props, pictures and actions. The entire copy is complete and detailed. For travel, highlight the smoothness of the universal wheel in the copy; for quality, for example, the box fell several times without damage to the side of the box, indicating that our box is resistant to pressure and drop; for capacity, for example, the items that can be loaded The number of pieces indicates that the box can fit well. In order to better express the compartment and layout, fill the suitcase with objects, giving the reader a more intuitive visual impact. Finally, the small details of the protective film are the finishing touch, focusing on the humanized design. This note of hers has gained 929 likes, 2026 favorites and 31 comments, and has been reposted 227 times. From the data, it can be seen that the marketing effect is quite satisfactory.

3.2. Xiaohongshu Platform Store Operation

As of now, our Xiaohongshu platform store has 13,843 fans. In the store design of Xiaohongshu, there are four modules: homepage, new product, popular and activity. The homepage section introduces the advantages of the product, the classic luggage product display, and the theme of the event. The new product page mainly displays our new products, including two types of bags and clutches. The new product has attracted the attention and love of many people. The product exhibition of popular modules also shows discounts for black card member prices. In the activity module, different types of bags have limited-time specials.

On the Xiaohongshu platform page, you can timely publish some news content about luggage and bags to let consumers know the current development of the luggage or market conditions. At the same time, at the end of the article, attach the products of our store. At the same time that consumers understand the relevant details, they can also increase the store's browsing and visibility, and realize the interaction between the store and its fans.

3.3. Xiaohongshu Platform Activities

3.3.1. Waterfalls Flow

The location of the daily waterfall flow display is mainly displayed on the "Mall" page, which will bring search and click to the store, and is officially free, so the waterfall flow is relatively large.

You need to pay attention to the grasp. When creating a waterfall, there is a title and description. The title is generally based on your current activity plus 1-2 hot words, but the description is generally as rich as possible, and even let customers pay attention to us. The shop's shop, this time is also essential to the powder text.

These are mainly the work of the new media department. Generally, they usually record some text in the document when they browse other platforms or other stores, and combine it with their actual store conditions, so that they can be used in small. In the tedious work of Red Book, it is more efficient and the content will be more perfect, the search will also be improved accordingly, and the sales of products can also be brought up.

The main product of the waterfall event in one of our stores, after the waterfall event, directly becomes the explosive product of our store.

3.3.2. Limited Time Special

The limited-time special offer is a store promotion tool provided by Xiaohongshu to sellers. Sellers who order this tool can choose a certain number of products in their stores to carry out promotional activities below the market price for a certain period of time. During the event, buyers can find all the discounted products on the product search page according to the "limited time special offer" filter.

The display location of the limited-time special event is mainly under the product price on the event page of the Xiaohongshu store and below the main image in the product page. The eye-catching red background event word brings a strong visual impact to the users who browse the products.

3.3.3. Official Promotion

"Life Research Institute" is the official number of Xiaohongshu. It selects excellent user notes for promotion on proprietary pages. Notes published by NTNL are also often selected, combining the current hotspots and closely combining our products with the theme of notes for promotion.

3.3.4. Other Activities

In the early days when NTNL luggage was stationed in Xiaohongshu, it carried out a campaign to select the most beautiful buyer show to send suitcases for free, and the response was good.

Xiaohongshu officially prepared irregular benefits for black card members. NTNL luggage and "black card sauce" cooperated to launch a lucky draw on the Christmas special.

3.4. WeChat Public Account Operation

Starting in January 2018, NTNL bags began to really invest in community brand marketing, from the public account of hundreds of thousands of fans to millions of fans. The WeChat public account of the NTNL brand has just been launched. As of March 2018, the platform has published a total of 8 articles, and the number of fans has reached 1,287.

The article published on our public account has grown from the initial attention of only 124 people to the current article with 2423 people. The attention is greatly increased, and the number of people who like and reply are also increasing. From the data, we can see that the effect of the operation of our public account is slowly highlighting, of course, there is still much room for development.

In the future, we will increase our return visits to our customers, and use our WeChat public account to establish a WeChat customer base that provides customers with detailed after-sales service. The characteristics of convenient communication and communication with WeChat quickly pull up our small red book store. Fan base. In the future, when we do store activities, we can directly publish messages in WeChat group to remind our fans and customers to pay attention. At the same time, it can also attract a large number of users to pay attention to our WeChat public account, so that our public account articles can be browsed by more people, and more traffic can be imported into the store.

3.5. Video Marketing

In the era of the popularity of short video, we actively use short video as a popular tool to increase our traffic and sales, keep up with the trend and keep up to date, and make our brand a first-tier domestic trend brand.

We have designed two types of videos for product evaluation and user experience. The video for product evaluation is mainly used to display brand image and product functions. With the help of the current shooting methods such as puppet line and technology flow, we create topics. For example, we have shot a set of short test videos, which reflect the good quality of our products and the ability to withstand pressure from three aspects: smashing boxes, stepping on boxes and throwing boxes. User experience videos can interact with users, hold various activities, and initiate various challenges. Reflect the fun, and combined with the current popular factors.

3.6. Other Drainage Activities

3.6.1. Self-media

We invited Net Red Da V to promote soft articles, and the forwarding of net red masters made the spread of products continue to expand, and the brand influence quickly increased.

Since 2018, we have cooperated with domestic well-known major media channels, such as (Goddess Evolution, Jian Erjia, Xiao Xiaobao, One, etc.), which has directly achieved a double growth trend.

3.6.2. WeChat Mini Program

We attached a link to the store applet in the soft article published by NTNL's WeChat public account, which is more targeted. The store's home page and event page are designed to be shopping-oriented, and are visually impactful.

3.6.3. Tmall Express

NTNL's Tmall store officially launched the through-train promotion plan at the end of March 2018, and made corresponding promotion plans for the brand word and TM9901 drainage model. After 2 years of operation, it has achieved great results.

3.6.4. Ground Promotion

In December 2017, in order to increase the popularity of offline brands, we held an offline ground promotion event of brand luggage on the first floor of a university canteen. It took only ten days from event planning to event preparation.

As new retail is sweeping the country, online stores are developing offline, and offline stores are also expanding online. In order to let the participating customers feel the connotation of the new retail more closely, they have a deeper understanding of the new retail, at the same time deepen the customer's understanding of the product, and tap the deeper needs of the customer to organize this new retail event.

3.6.5. Mutual Diversion between Platforms

In order to strengthen the mutual drainage between platforms, we attached the sales link of the product on the Tmall or Jingdong platform at the end of each note issued by Xiaohongshu, so that consumers can purchase directly after reading the article; On the detail page of Tmall or Jingdong product introduction, the article content pushed by Xiaohongshu is attached to let consumers understand the value of the product more specifically. If consumers want to know more about the details of the product, you can open Read and browse the page of Xiaohongshu. These means have strengthened mutual diversion between platforms.

4. Project Operation Results

4.1. NTNL Ranked First in the Luggage Category of the Xiaohongshu Platform and became a Star Brand

The NTNL brand has been ranked No. 1 in the category of luggage on the Xiaohongshu platform since it settled in 2018, surpassing many well-known brands. The change of UV is also relatively stable, and the sales situation is very good. The ntl luggage we operate is listed as one of the four major brands by the Xiaohongshu platform. Xiaohongshu began to promote in domestic subways, TV ads, star advertisements, etc., and reached a strategic cooperation with the Xiaohongshu brand. Annual sales exceeded 10 million.

4.2. Mutual Diversion between Platforms, Gratifying Results

The author team officially opened the NTNL Tmall flagship store in March 2018, which perfectly combined the traffic of Xiaohongshu community marketing with the traffic of Tmall. The first week of opening Tmall broke through the industry average, achieved excellent results with a unit price of more than half of the industry category, and the conversion rate was higher than 40% of the industry average. It can be seen that the means of personalized marketing and vision can stimulate potential people who pursue high cost performance and appearance.

E-commerce is the most expensive because traffic is in the crowd. We have achieved mutual traffic guidance between platforms, turning interested customers into potential customers, turning potential customers into buying customers, and then using our service system to integrate the customers of trolley cases into us. The finished products of women's bags, backpacks and so on, almost achieved marketing with nearly zero cost to achieve performance.

5. Conclusion

The practice of NTNL luggage on the Xiaohongshu platform to develop community e-commerce + content marketing + online celebrity marketing has achieved good results. It is hoped that this innovative marketing powder plan designed and implemented by enterprises will expand NTNL's brand influence and promote NTNL's sales can also give reference value to other small and medium-sized enterprises, and it can break through the mobile traffic bottleneck in the current era.

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