

# Research on the Optimization Strategy of Tiktok Live Delivery of Hangzhou Yifutang Tea Industry

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## Abstract

In the new media e-commerce environment, many enterprises have explored online live broadcast marketing business, and Tiktok e-commerce based on video content has developed rapidly. In this context, as a traditional "Internet plus Tea" e-commerce enterprise, Yifutang Tea will carry out online sales business based on Taobao live broadcast platform in March 2020. In 2021, Yifutang has established the company's live broadcast operation team and opened live broadcast marketing business on Tiktok platform. This paper takes Hangzhou Yifutang Tea Industry Company as an example, through the analysis of the current situation of Tiktok live broadcast with goods of Yifutang Tea Industry, finds the problems existing in Tiktok live broadcast, and puts forward targeted optimization suggestions, with a view to providing some reference for the majority of enterprises carrying out Tiktok live broadcast marketing, and helping the development of Tiktok live broadcast industry.

## Keywords

Tiktok Live Broadcast; Brand; Strategy.

## 1. Introduction

In recent years, the rapid development of mobile Internet technology and the further reduction of network traffic costs have made online live broadcast more and more popular in daily life. The unique features such as real-time and intuitive optimize the shortcomings of traditional marketing methods to a certain extent, and are increasingly welcomed by consumers. In this context, a large number of traditional enterprises are transitioning to the "live streaming+" model and exploring better enterprise development models.

Tiktok App has a very large user group, is one of the current head video software, with a large amount of mobile traffic. Hangzhou Yifutang Tea Industry Co., Ltd. is a national high-tech enterprise integrating production, sales and scientific research, specializing in West Lake Longjing tea, as well as modern innovative tea products such as famous tea, herbal tea and tea sets. In 2021, the company launched an exploration of live streaming mode based on internet platforms. As of December 2022, Hangzhou Yifutang has about 190000 users on the Tiktok online platform. This paper takes Yifutang Company as an example to analyze the problems existing in the process of Tiktok live broadcast of the company, propose the optimization strategy of Yifutang's live broadcast with goods, and provide some suggestions for further building the brand marketing of Yifutang's tea.

## 2. Current Situation of Tiktok Live Delivery of Yifutang Tea

### 2.1. Introduction to Yifutang Tea Industry Company

Hangzhou Yifutang Tea Industry Co., Ltd., also known as Yifutang, English name Efuton Tea, was born in August 2008 in the scenic "Chinese tea Tea City" - Hangzhou. It is a leading enterprise in China's tea industry integrating production, sales and scientific research, with products covering famous tea, herbal health tea and modern innovative tea products, as well as a national

high-tech enterprise in 2022 and a leading enterprise in the tea industry in 2022, Its first "Internet plus tea industry" model is called "Yifutang model". After years of development, the company has become larger and larger, with more than 400 employees. Its product portfolio covers a series of tea categories, including green tea, black tea, black tea and Oolong. It has Online and offline and offline flagship stores with multiple brands. At the same time, Yifutang is also a participant in the formulation of national and industrial standards for West Lake Longjing tea, green tea, black tea, substitute tea, flavored tea, etc. Yifutang emphasizes source control and high-quality tea production, with over 23000 acres of six major tea cooperation bases and a large tea preservation warehouse of approximately 10000 cubic meters nationwide. The central smart factory established by the company is a modern production and logistics base that integrates industrial technology research and development, standardized production, tea preservation and packaging, quality and safety testing, and warehousing logistics. Its modernization and intelligence level can be compared to international frontline tea enterprises. In order to better understand the consumption demand, the company actively introduced the EPR system to establish the consumption database of the company's customers, gave full play to the advantages of the "Internet plus tea" model, and realized the intelligent production of orders based on the support of Big data technology, which greatly improved the production and operation efficiency of the company. The sales platform of Yifutang Tea Industry covers Taobao, Tmall, Alibaba, Jingdong Mall, Vipshop, Tiktok, Kaola.com, Pinduoduo and other e-commerce platforms. It has 18 million+buyers, sends nearly 15000 packages every day, and has an annual sales of nearly 500 million yuan. It has been established for 14 years, and continues to lead Tmall and other e-commerce platforms in tea category. In 2022, a total of 323000 packages will be generated in the Double 10, and orders for the Double 11 will be delivered within 36 hours, And achieved the highest number of payment buyers in the industry (data sourced from business advisors).

## **2.2. The Current Situation of the Live Delivery of Goods on the Tiktok Platform of Yifutang Tea Industry**

In March 2020, Yifutang launched online sales business based on the Taobao live streaming platform. In 2021, Yifutang established the company's live broadcast operation team to open live broadcast marketing business on the Tiktok platform, which is fixed at 11:00-23:00 every day. In case of large-scale holidays and promotional activities, the live broadcast time will also be optimized and adjusted according to the actual situation. The daily live broadcast is mainly carried out by three anchors of the company in turn. In 2022, there were a total of 817 live streaming sessions, with over 5800 hours of live streaming time and a total of 3253885 exposures. Yifutang has won honors such as Excellent Agricultural Broadcast Short Video in Zhejiang Province, Finalist Award in Zhejiang Agricultural Broadcasting Super League, New Sharp Agricultural Podcast in Zhejiang Province, and Second Prize in the Final of Zhejiang Agricultural Broadcasting Super League, making it a leading live streaming merchant in the tea industry.

## **3. Problems in Yifutang tea Tiktok Live Delivery**

### **3.1. Lack of Emphasis on Brand Building**

On the one hand, the management team of Yifutang still focuses on traditional e-commerce marketing, and lacks sufficient attention to the brand building of live streaming. Therefore, Yifutang did not incur high costs in terms of attracting and promoting live broadcasts. On the other hand, the brand promotion, methods, and techniques of Yifutang are clearly insufficient. Firstly, there were no visual hammer products or decorations displayed in the live broadcast room of Yifu Hall. In the background wall of the live broadcast room, apart from a relatively small logo related to the company name of Yifutang, it is difficult to find elements that

correspond to the company in the live broadcast room. The only elements are concentrated in product information introduction and related promotional activities, which are the scenes that consumers first see when entering the live broadcast room. However, the lack of brand image output by Yifutang in live streaming also indicates that Yifutang focuses more on product sales in order to convert sales through live streaming, and lacks attention to brand marketing. Secondly, the live streaming room of Yifu Tang lacks planning and brand stories for live streaming. The live streaming content is relatively single and not rich enough. The live streaming operation team of Yifutang cannot regularly update the live streaming copy, and it is also difficult to highlight the current trend, resulting in insufficient popularity and low activity in the live streaming room. A good brand image and story can resonate with the audience, generate empathy, enhance public awareness, and deepen the impression of Yifutang in the audience's minds. However, Yifutang did not play an applied role in live streaming, lacking the storytelling of the brand, making it difficult to resonate with the audience and bring them closer to the brand.

### **3.2. Deviation in live Streaming Positioning**

From the current viewing experience of Yifu Tang's live streaming, there has been a significant deviation in the company's live streaming positioning, as it has not fully utilized the internet live streaming platform for brand promotion, but rather focused more on sales performance and profits. During the live broadcast process, the host spends most of their time introducing the product, neglecting brand promotion. Whether it's the host's script or the scene construction in the live broadcast room, they focus more on the sales effect. The content of the live broadcast focuses more on product information and related discounts and benefits, with the aim of hoping that consumers can achieve transactions in the live broadcast room and improve the sales performance of the live broadcast room. Yifutang did not realize that the Tiktok platform has other functions besides the basic function of carrying goods. Live broadcast is also a bridge and link between sellers and buyers, goods and customers. When conducting Tiktok live broadcast, the anchor should focus on the way to improve the sales effect of products and achieve sales performance. In addition, more people need to know and understand the company's brand, products and corporate culture through live broadcast, Increase fan stickiness and loyalty. In the era of digital economy, how to fully utilize live streaming platforms and ensure the sustainable development of enterprises? It is a problem that every enterprise must seriously consider.

### **3.3. Lack of Attractiveness in Live Streaming Scenes**

The lack of attractiveness in the live streaming scene of Yifu Hall is reflected in three aspects: firstly, the lack of creativity in visual presentation; The live streaming scene of Yifutang is mainly static, except for the products displayed, which are the anchors. The camera position is very fixed, and the lighting does not match the details of the tea leaves. The background decoration also does not reflect the brand image, making it difficult for consumers entering the live streaming room to be attracted by the image of the live streaming room, feel the charm of Yifutang, and increase the audience's stay time in the live streaming room. Secondly, the image, language style, and cultural connotation of the anchor are insufficient, making it difficult to form fan stickiness; The anchors of Yifutang Company have certain mobility. The new anchors will have a Adapted process in the live broadcast room of Yifutang, and the anchor ability may also have certain deficiencies. There are certain problems in product information transmission and interaction with the audience in the live broadcast room. Thirdly, there is a lack of innovation in the marketing methods of Yifu Tang's live streaming; In the fiercely competitive live streaming market, audiences are very prone to aesthetic fatigue. A single live streaming scene and repetitive scripts can quickly make audiences feel bored, so external forces are needed in live streaming marketing methods. Currently, Yifutang has done relatively little in this regard.

### 3.4. Lack of Innovation in Script

First, the content of the live broadcast of Yifutang's Tiktok is very simple. When the anchors introduce the product information, they mostly use a set of conventional scripts, mainly introducing the product information and the benefits of the live broadcast room, lacking novelty. Secondly, the live streaming operation team also lacks certain experience and organizational capabilities. During the live broadcast process, the anchors of Yifutang often focus on introducing product information, and communication with the audience is relatively single. In this live streaming style, unless the audience asks questions, the anchor will respond and respond in a timely manner. Most of the time, the anchor's response is mediocre, and the tone is also very gentle. They lack the ability to use humorous language to stimulate the atmosphere in the live streaming room, making it difficult to achieve a relaxed live streaming effect. During the process of communicating with users, the anchor did not create discussions on topics, resulting in the audience's short stay in the live broadcast room and difficulty in reaching product transactions.

## 4. Yifutang Tea Industry Tiktok Live Broadcast Optimization Strategy

### 4.1. Accurate Live Streaming Positioning

From the company level, Yifutang should clarify its live broadcast positioning on the Tiktok platform, pay attention to brand construction, promotion and publicity, and constantly increase the frequency and exposure of the brand in front of the public, so as to improve the public's awareness of the Yifutang brand. In order to further reduce the company's operating costs and expand the brand's influence. The company should give full play to the role of Big data in selecting strategies, understand the needs of target customer groups, and achieve accurate delivery. In terms of promotion, Yifutang can adopt two methods. One is to complete the promotion through self investment by the company. The second is to cooperate with external professional promotion agencies to increase the traffic and popularity of the live streaming room. When Yifutang clarifies its target customer group and increases the precision of advertising placement, it will further improve the dissemination effect of Yifutang's products, thereby increasing the company's revenue. In the current era of fierce market competition, brands must adopt creative marketing strategies to help them stand out and attract the attention of potential consumers. Yifutang can adopt a cross-border marketing strategy, which involves collaborating with third-party brands to enhance consumer brand awareness. By collaborating with third-party brands and participating in their live broadcasts, Yifutang can reach a wider audience and potentially attract new fans and customers.

When choosing third-party brands to collaborate with, Yifutang should focus on brands that offer complementary products or services and have similar values and target markets. By leveraging the existing fan base of third-party brands, Yifutang can increase the exposure of its own brand and products, while also leveraging partnerships to attract new fans and followers.

### 4.2. Optimization of Live Room Scenes

Firstly, add a dynamic background screen. On the background wall of the live broadcast room, a display screen can be installed. Enable consumers to not only hear the introduction and explanation of the anchor, but also see the information of the products on the background wall, better understand the production and process of the products, and enhance the visibility of the products in the minds of consumers. Secondly, optimize the placement of products. During the live broadcast, Yifu Hall can consider setting up an exquisite tea display area and using high-quality photography equipment to capture the details of the tea, showcasing its color, form, and texture, thereby providing users with a more intuitive and beautiful visual experience. In addition, it can create a warm and elegant atmosphere through lighting, background decoration,

and other techniques, which is in line with the quality and cultural connotation of the tea. Thirdly, strengthen visual and auditory sensory stimulation. To cater to the product characteristics and brand image of Yifutang, we need to create a unique feature that belongs to the Yifutang live broadcast room, enhance the recognition of the live broadcast room, deepen the audience's understanding of Yifutang from a visual perspective, improve brand memory, and allow the audience to enter the live broadcast room, which can trigger their imagination and know that it is Yifutang's brand live broadcast room. Fourthly, optimize the lens positioning. In order to ensure the clarity of the live broadcast, the distance between the anchor and the main camera can be appropriately increased, so that more elements of the live broadcast room can enter the view of consumers and strengthen the audience's impression of Yifutang. Fifth, to enhance the attractiveness of live streaming scenes, Yifutang can try innovative marketing methods. For example, tea experts or well-known tea enthusiasts can be invited as guests to participate in the live broadcast, sharing their experiences and perspectives. In addition, combining lottery and promotional activities can bring tangible benefits to the audience, increasing their enthusiasm and sense of expectation to participate in the live broadcast.

### **4.3. Strategic Inclination Towards Brand Communication**

In the live broadcast of Yifutang, the proportion of time spent on sales scripts and brand promotion is 9:1. The long time spent on sales scripts means that the anchor focuses solely on introducing product information, and does not pay enough attention to the establishment of the company's brand image and dissemination, which does not fully reflect the value and benefits of the live broadcast. Therefore, Yifutang should attach importance to brand promotion during the live broadcast process, in order to not only achieve good marketing results, but also improve the brand image, in order to better cultivate fan loyalty for the enterprise. In terms of specific implementation, continuously optimize the current sales language and brand discourse to attract the attention of the audience. The focus of live streaming can shift from focusing on product sales to promoting product brands, enhancing the brand effectiveness of the live streaming process. In terms of content performance, it is also necessary to reduce the content of sales discourse and adjust the live broadcast content. For example, when introducing product information and discounts in the live broadcast room by the anchor, relevant sales terms can be further simplified to echo brand language, and the two complement each other to improve marketing effectiveness.

### **4.4. Improving the Comprehensive Ability of the Team**

Yifu Tang needs to continuously upgrade the comprehensive capabilities of the operation team based on the existing live streaming operation team of the company. Firstly, to enhance product knowledge and professionalism, team members should have a comprehensive understanding of the product line of Yifu Tang tea, and have a deep understanding of the characteristics, origin, picking process, and other information of each type of tea. Only by deeply understanding the product can accurate and professional knowledge be provided to the audience in the live broadcast, increasing the attractiveness and trust of the product; Second, technical training and ability improvement. Tiktok Live requires team members to have good speech and expression skills, be able to introduce products smoothly and attract the attention of the audience. Therefore, team members should receive relevant training to improve their eloquence and speech skills. In addition, they should also understand the operating skills of Tiktok Live and be familiar with various special effects and functions to improve the viewing and attraction of the live broadcast; The third is to develop a live streaming content strategy, and the team should develop a detailed live streaming content strategy, including the theme, discussion focus, and highlights of each live broadcast. The content should be attractive and unique to attract more viewers to participate in the live broadcast. At the same time, the team should develop corresponding live streaming strategies based on the characteristics of different tea products,

such as conducting tea tasting demonstrations, sharing tea stories, etc., to increase audience participation and purchasing desire; The fourth is follow-up and marketing after the live broadcast. After the live broadcast, the team should promptly follow up on the interaction with the audience, answer their questions, provide purchasing guidance, and provide marketing and promotional activities. For example, the team can provide exclusive discount codes or coupons to the live broadcast audience, encouraging them to purchase products at the official Yifutang Tea Industry online store. In addition, the team can regularly publish tea related information and educational content, maintain contact with the audience through channels such as email or social media, and enhance brand awareness and loyalty.

## 5. Conclusion

With the rapid development of Tiktok live broadcast, more and more similar enterprises participate in live broadcast, and the competition is becoming increasingly fierce. Yifutang Tea Industry needs to seize the dividends of live streaming development, accurately position live streaming, optimize live streaming scenarios, quickly establish its own professional live streaming management team, plan live streaming content based on the characteristics of Yifutang brand, develop brand communication strategies, emphasize Yifutang brand image, form a differentiated competitive advantage with other live streams, and improve the comprehensive ability of the team without transferring live streaming management to third parties, Fully utilize the interactivity and real-time nature of live streaming, combine feedback with consumer needs, integrate more brand elements into daily live streaming, cultivate fan stickiness and loyalty, and achieve maximum brand promotion and marketing effects.

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