Research on Brand Communication and Marketing Strategies Under the "Picture+Text" Notebook Marketing Model- Taking Xiaohongshu as an Example

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ABSTRACT

This paper takes the current situation of saturated e-commerce platforms as the background, carries out a SWOT analysis of the brand communication and marketing strategy of social e-commerce platforms exemplified by Xiaohongshu, and puts forward corresponding suggestions for optimizing the marketing strategy based on the results of the analysis.

KEYWORDS: Xiaohongshu, E-commerce, SWOT, Brand communication, Marketing strategy

1. INTRODUCTION

The current e-commerce is no longer bound to the traditional e-commerce model, interest in e-commerce is becoming the dominant force in the Internet, and there is a "social" supported e-commerce platform, undoubtedly at the peak of the flow. To "picture + text" notes type content popular small red book has long become a representative of social e-commerce, its use of social networks between users for the transmission of information, those with the same interests and needs of users gathered together.[1]

Founded by Mao Wenchao and Qu Fang in 2013 in Shanghai, the Xiaohongshu platform was initially a community for sharing overseas shopping experiences, and by 2022, Xiaohongshu will have more than 200 million monthly users and over 43 million sharing creators. Xiaohongshu stimulates users' interest with high-quality content, which gives users the desire to shop. Users on the platform can post "PLOG" - a note-based post with pictures + text, "VLOG Within the platform, users can post "PLOG"- posts with pictures and text, and "VLOG"-long and short selfie videos, which attract users to stay, interact, and generate purchase conversions, connecting users with a better life.

2. Analysis of brand communication and marketing strategy of Xiaohongshu based on SWOT theory

2.1. Introduction to SWOT theory

SWOT theory introduces an organizational decision-making method that can be used to analyze and understand the four dimensions of strengths, weaknesses, opportunities, and threats within the enterprise, combining the enterprise's internal competitive environment with the external competitive environment, so that the enterprise can clearly identify the current situation and condition of the company, and point out the way to the future development of the enterprise.

2.2. SWOT Analysis of Xiaohongshu
2.2.1. Strength

Xiaohongshu users are mostly young women, as a content sharing community, Xiaohongshu to beauty, wear, skincare as the main positioning, to attract a large number of "beauty lovers" to come, to build a network with a large number of women users. [2]At the same time, most of the users are located in first- and second-tier cities, with high spending power, it is easy to build a consumer chain within Xiaohongshu, which has a certain role in promoting the brand dissemination of beauty and other products.

Xiaohongshu also invites celebrities and network celebrities to station on the platform, and some users have signed up for Xiaohongshu accounts due to the presence of celebrities. Celebrities and network professionals share their content by posting "picture + text" notes on the Xiaohongshu platform, which shows a more everyday, lifestyle side and brings them closer to the platform's users. At the same time, major brands invite celebrities and celebrities to share their products in the process of "grass-planting amenities" to promote brand awareness, and in turn complete the brand marketing.

For the brand marketing of Xiaohongshu, the mechanism of "planting grass marketing" is its characteristic, no matter whether it is an independent search for the corresponding brand, or passive click on the user's interest in the graphic, the general characteristic is influenced by the existing notes, the user will more or less according to the number of notes of the likes and favorites, the release of notes on the quality of the graphic of the person to determine their own whether it is appropriate to make a purchase decision for a certain brand's products. Xiaohongshu to create the emotional identity model, so that users take Xiaohongshu as a search engine, in the community based on the content and algorithmic recommendations for communication and sharing, and then through the content of the "grass" firm platform and the relationship of trust between users, stimulating impulsive consumption.[3]

2.2.2. Weaknesses

The same brand often sponsors a number of people, but the small red book home page recommended content homogenization is very serious, the notes released by the people are often easy to "title party", the notes are generally similar in content, while the promotional images are not innovative enough to get the corresponding traffic exposure.

At the same time, some emerging brands due to the establishment of a short period of time, in the small red book platform did not make clear the positioning of their own brand, even with the support of the user and Amway, the user still lacks confidence in the brand; In addition, for the small red book platform for the internal operation of the system is not perfect is also the brand and the user is worried about an aspect.

However, Xiaohongshu has been facing the situation of insufficient conversion of brand consumption, most Xiaohongshu users are still accustomed to Xiaohongshu as a consumer decision-making portal after being "planted grass", and many brand official accounts only do content planting on Xiaohongshu, and most of the products linked to the content are actually converted to other platforms, which has obvious disadvantages in realizing the closed-loop transformation of the consumption within the platform. Closed-loop transformation is still an obvious disadvantage.

2.2.3. Opportunities

At present, the mainstream e-commerce platforms are mostly focused on live streaming with goods, focusing on live streaming cash and emphasizing live streaming traffic.

At the beginning of this year, celebrity Dong Jie's several live broadcasts of goods in the Little Red Book also brought a wave of vitality to the Little Red Book. Unlike other well-known live broadcasts with high decibel shouting and fast-paced snatching, Dong Jie talked to her fans in the live broadcasts, sharing her story with these goods in a soft voice, and some loyal fans, because they trusted Dong Jie's selection of goods, even snapped up some of the goods before they could explain them.[4] Data show that Dong Jie's first live broadcast on Xiaohongshu made it to the Top 1 of live streaming heat, and since then, the airport live broadcasts have been watched by millions of people, with transactions amounting to tens of millions of dollars, with most of the transactions being for goods that cost thousands of dollars. The emerging type of live broadcasting allows Little Red Book to develop a consumer tone that fits the style of the platform and has platform characteristics.

2.2.4. Threats

The biggest threat to the Xiaohongshu platform is the existing other content platforms, such as Jieyin and Shutterbug. The e-commerce platform led by Taobao platform is steadily advancing, both in terms of traffic and turnover, and the strength of the short video platform represented by Jittery is not to be underestimated. Live e-commerce and traditional e-commerce are not dominant in both aspects, which should be a problem that Xiaohongshu should focus on at present.

3. Xiaohongshu Marketing Strategy Optimization

3.1. Defining their own positioning

Community and content-based, small red book should be clear community main population and brand main category, small red book since the choice of focusing on female users, to create a delicate, niche, fashion mode and category, should be launched accordingly must bear the side effects brought about by, for example, active loss of women outside the group, the general category of the brand is not willing to take the risk of attempting to stationed on the platform and so on. Therefore, Xiaohongshu platform hopes to maintain its own unique tone under the premise, must accurately locate their own audience groups, can attract a portion of other platforms of the brand side, from which to explore the subsequent further development of the situation.

3.2. Improving the operation system

As the small red book does not have the traditional e-commerce warehousing, logistics and a series of e-commerce operation system is not yet perfect, so it will lead to a part of the business is still in the wait-and-see period, compared to other platforms there is still a big gap. Therefore, the small red platform should gradually improve the operation system, create a closed loop within the platform, maintain the consumption conversion of the grass-planting platform, and give the brand and the user a more perfect consumption experience.

3.3. Breaking down circles and increasing interaction

Circle marketing can better target marketing activities to users in specific social circles, thus increasing user loyalty and brand awareness.[5] Some headline brands will use the WeChat community to strengthen communication with users, such as McDonald's, Youtube, by allowing users to like the circle of friends to draw free dolls, community to answer questions to get a free coupon, etc., to guide the user interaction, to gain the trust of the user, and to stabilize its user base. Xiaohongshu brand accounts can learn from this approach, publish more sweepstakes, spoiled powder activities, etc., to improve the brand's promotional efforts, enhance the brand's reputation.

3.4. To sound live broadcasting system

Dong Jie in the small red book live test water for the small red book is an effective new development channels, different from the jittery voice, fast hand a large number of daily live content, is located in the light luxury, niche brands, which requires the small red book must be as soon as possible to improve the live system. For the new development of merchants and anchors to provide appropriate policy support, training in line with the platform and brand tone of the anchor, is the current urgent solution to the problem.

4. Conclusion

Xiaohongshu platform characterized by social e-commerce, in order to more sustainable development, must be injected with new vitality, this paper is based on the SWOT theory, from the advantages, disadvantages, opportunities, threats, four aspects of the analysis of the brand communication and marketing strategy of the small red book, for the small red book platform problems, proposed that should be clear about its own positioning, improve the operation system, break the circle, increase interactive communication and improve the live broadcasting system, so that it can stand out, to form a unique style, and steadily forward development.

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