

Research on brand communication optimization path based on live streaming goods

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Abstract: Live streaming has the characteristics of immediacy, interactivity and high conversion rate, which brings more opportunities for brand differentiation and precise communication in the new era, and is one of the important marketing methods at present. Based on reality, this paper explores the advantages of online live video broadcasting, analyzes the model of building online live broadcast brand marketing, and sorts out the brand marketing logic of live streaming in the new era around the connection between live broadcast room, anchor and audience, and puts forward corresponding measures and methods.

Keywords: Live streaming; Brand communication; Optimize the path; Study

Introduction: Based on the macro perspective analysis, live streaming is mainly a new marketing model that relies on community drainage, computational communication and other methods to connect the public's attention with the brand, and has also become an important way for enterprises to carry out brand communication. In the context of the new era, enterprises can adapt to the development of the times, rely on the advantages of the Internet and big data, and use the way of live streaming to spread brands, so as to inject new impetus into the comprehensive development of enterprises.

1. Advantages of online video live broadcasting

(1) Generate strong interaction with consumers

With the continuous development of the Internet, online video live streaming has gradually become a mainstream communication medium. With the support of network technology, enterprises can achieve brand promotion through brand planning and live broadcast through live broadcast rooms, short videos, etc., and at the same time, with the help of big data, enterprises can further understand customer shopping needs and provide information and data reference for the subsequent development of enterprises. On this basis, enterprises can also combine their own characteristics to provide customers and audiences with corresponding product experience and services, so as to form a good brand publicity effect and form a good interactive relationship between brand units and consumers. Based on the new platform, enterprises and customers can break the time and space restrictions with the help of online live broadcasting, and the two sides can effectively interact and communicate, which is conducive to enterprises to build a good brand image.

(2) Enhance the effectiveness of publicity

The live broadcast medium from the traditional perspective is relatively single, which does not have a strong brand influence like the current online live broadcast, and after continuous development, online live broadcast can further strengthen the product promotion effect of enterprises. Under the promotion of big data, the live broadcast party can attract more audiences to watch in a short time by carefully designing live broadcast content, recommending excellent products, etc., while enterprises can play the effect of advertising and market transactions, at present, many real estate enterprises and the automotive industry have also opened online reproduction live broadcast for marketing, which means that online video live broadcast has become a new means of online marketing and communication.

(3) Precision marketing

Since entering the new era, the way of online video live broadcast can very accurately locate users with corresponding purchasing power, and the number of users continues to grow, which is unparalleled for enterprise precision marketing. Especially since entering the new era, with the support of Internet technology, there are currently two forms of online video live broadcast mode sung by enterprises, namely the type of online celebrity video live broadcast and the type of star video live broadcast. After several years of development, these two live broadcast modes have driven the development of the market economy, and many brand enterprises continue to optimize product promotion content by improving online live broadcast technology, thereby helping brand enterprises to implement the precision marketing strategy stably to a large extent.

2. Three models for building online video live brand marketing

(1) Brand, live broadcast, enterprise integration

At present, the main route of enterprises to live broadcast the real activities of enterprises is very popular with consumers. When enterprises carry out brand sales, their use of online live broadcast can reduce costs to a large extent, present intuitive information of marketing products to consumers through live broadcast and promotion, and let consumers understand the performance of products, market competitiveness advantages and use methods, so as to achieve good publicity effects. For example, a car brand began to carry out brand marketing through live streaming a few years ago, and invited traffic stars to serve as program anchors, attracting a large number of customers' attention in a short period of time and generating good economic benefits. This also reflects that the celebrity effect can bring better exposure to the development of the enterprise and achieve the transformation of brand sales effect.

(2) Branding, live broadcasting, and publishing are integrated

Since entering the Internet era, many domestic brand manufacturers have begun to transform, from the traditional marketing model to online video live broadcast methods, such as some well-known domestic collection manufacturers began to choose the path of manufacturing topics for live marketing, a brand of mobile phones in the launch of new products, invite excellent online video anchors, so that they through live broadcast to participate in the mobile phone conference live broadcast, through this way to attract a large number of people, but also in the consumer group to form a strong live broadcast brand topic effect, Increased brand awareness.

(3) Branding, live broadcasting, and celebrities are integrated

This is also a widely used model in brand marketing, where live stars, Internet celebrities, etc. can obtain corresponding material rewards, and can also increase the number of their own live broadcast fans. For brands, their popularity can be further improved, and operators hire celebrities and Internet celebrities to conduct marketing live broadcasts, obtaining a very large amount of live broadcast user group traffic, and achieving the goal of high-efficiency and low-cost live broadcast brand culture communication.

3. Brand communication optimization path under live streaming

(1) Create a true sense of "presence"

Under the background of the rapid development of the current e-commerce industry, the consumption habits and behavior habits of the masses have gradually changed from offline entities to online purchases. The effective combination of online live broadcast and brand marketing, the online interaction between the live broadcast room can allow customers to have the experience of offline shopping, strengthen the user's live broadcast experience, live broadcast subject, background, product trial and good communication atmosphere, build a good live broadcast room. In order to continuously optimize the optimization path of brand communication under live streaming, it is necessary to create a good environment as much as possible in the brand marketing process to give the audience the feeling of being on the spot.

Live streaming is one of the important types of online live broadcasting, which not only has the general characteristics of online live broadcasting, but also has a certain degree of entertainment. At present, the widely used interaction law is an important difference between the live streaming marketing model and single notification marketing, which fully reflects the subjectivity of customers, strengthens the actual experience of customers, and customers communicate with the anchor through typing and microphone connection, which can ensure that consumers have a comprehensive understanding of the product. In order to provide customers with a real sense of presence, relevant management personnel need to attach specific labels in page design, publicity, etc., so as to gather customers in demand, which meets the demands of precise marketing of merchants, can achieve a higher conversion rate, and customer groups can discuss and answer various questions with each other, this interactive atmosphere strengthens the audience's "sense of presence" and "participation", eliminates the sense of distance brought by the screen, and makes the audience a member of the group. In a good atmosphere, the emotions of the masses are more susceptible to infection in the live broadcast room, and the current live broadcast room has more complete functions, including activities, communication, comments and other functions, forming a new interactive and communication platform, which to a certain extent weakens the trading attributes of goods and is conducive to brand marketing.

(2) Increase awareness with traffic binge

Combined with the actual data analysis, the most obvious feature of the current live broadcast is to create an atmosphere of hunger marketing, and the masses quickly choose the products they need under the anchor's "grab" slogan. In this way, the audience can form the perception that the goods sold in the live broadcast room are cheap and unmissable, and to a large extent, the time interval between consumers' product awareness and purchase behavior is compressed and limited. For example, the fast-paced introduction of the anchor in the current live broadcast room, the products on the shelves are out of stock, which can create a very tense atmosphere within the scope of the live broadcast room, and even some consumers are prone to unplanned consumption behavior, which greatly improves the income and economic benefits of the enterprise.

Therefore, when conducting live broadcasts, this kind of traffic carnival can be used moderately, and through the way the anchor and the staff in the venue have a dialogue, the sitcom, tone and speed of speech are subtly constructing and transmitting the implied "marketing semantics", which can infect the audience's emotions and make them have the idea of buying. At the same time, the live broadcast room can also use a slightly performance method to effectively combine Internet virtual and real live broadcast, so as to gradually break the guarded psychology of consumers, the most common of which is the online contact of the anchor after the product is sold out, even if this situation is very common, but there are still many viewers who are driven by emotions. In addition, the commonly used marketing live broadcast method today is "advance reservation", which is mainly through the method of pre-promotion, "reduction" of prices, and invitation of star anchors, sending relevant information to customers in need, and then the audience can enter the live broadcast room at the corresponding time, even if this method is old-fashioned, but it can also bring economic benefits to a large extent and enhance the popularity of the product.

At the same time, the live broadcast room and customers are also a common way, such as some live broadcast rooms go deep into the hearts of ordinary people, set up pages that conform to the cognition of the masses, make the eyes of the masses shine, the live broadcast room actively responds to customer needs, sets up lottery links, etc., can give the audience a sense of intimacy, everyone on the Internet is a "traumatic subject", with diverse, personalized needs and pain points, and "loneliness" is a major pain point for some people, bringing goods to the lively "New Year" in the live broadcast room. The atmosphere caters to the psychological demands of this group of people, thus filling the empty hearts of the audience.

(3) Accurately build the personality of the live streamer

At this stage, in order to meet the needs of social development, anchor training institutions have been established in the society, which will position anchors before they start to bring goods, and create the screen image of anchors through social media, and start to bring specific brand products after their number of fans is large. For example, a food anchor frequently mentions products such as “beef powder” and “hot sauce” in his works posted on social platforms, and he will recommend products to the audience during the live broadcast to stimulate the public’s desire to buy. In the Internet era, live streaming has returned to face-to-face shopping, changing the one-way shopping form with “goods” as the main body to a two-way interactive shopping form with “people” as the main body, and many viewers no longer pay attention to what goods are being sold, but to who is selling goods. In online marketing communication, the image of the anchor has become particularly important.

After practice, it is not difficult to see that the current celebrity endorsement of a product can greatly increase the brand’s popularity and enhance the brand’s image, and the way of online celebrities bringing goods can also make the live streaming marketing model have added value. When an anchor’s product selection ability is recognized by everyone and has won the trust of consumers, his recommended products will also be recognized by consumers. In this regard, from the perspective of improving the effect of brand communication, it is necessary for relevant departments to accurately build the personality of the live broadcast anchor, for example, the anchor can be based on the perspective of consumers, conveying the positive energy of “don’t buy if you don’t need to buy”, “don’t buy if you don’t want to buy it” and “expensive and cheap products are not comparable, choose your own consumption level”, this way well echoes the important “consumer orientation” in marketing communication, which can not only enhance the audience’s favorability, but also help the anchor shape his own image. Based on this highly trusted personality, consumers are more likely to trust products and purchase behavior, thereby enhancing product awareness and conducive to the continuous optimization and development of enterprise product communication.

Epilogue:

To sum up, in the new era, the use of live streaming can improve the brand communication rate and create more economic benefits for enterprises. Therefore, in the Internet era, enterprises need to adapt to the development of the times, attach importance to the use value of this new model, and then build a new live streaming marketing pattern from the perspective of creating a good live broadcast environment and accurately building the anchor’s personality, so as to promote the development of enterprises, improve their brand communication effects, and gain a place in the fierce market competition and gain the driving force for rapid development.

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