

Research on the promotion strategy of clothing brand based on live broadcast marketing in the “Internet +” era

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Abstract: The maturity of 5G technology has brought about the era of “Internet +”. With the rise of live broadcasting, clothing brands have joined in, however, the frequent chaos is not conducive to the improvement of clothing brands’ image. By analyzing the development of live broadcast e-commerce in China, this paper analyzes the problems caused by the rapid development of live broadcast on clothing brands, and puts forward the marketing strategy of clothing brand promotion in the “Internet +” era.

Keywords: Internet +; Clothing brand; Live broadcast; E-commerce; Brand promotion

1. Development of live broadcast e-commerce in China

In recent years, with the maturity of 5G technology, the era of “Internet +” has arrived, and various online live broadcasts have sprung up. With the rapid development of the e-commerce industry, clothing brands have also taken the fast lane of live broadcasts. 2016 is the first year of recognized live e-commerce. Taobao, jd.com, mushroom street, vipshop and other e-commerce platforms have launched live broadcast functions to open the live shopping guide mode. Live broadcast platforms such as fast hand and Betta cooperate with e-commerce platforms or brands to layout live e-commerce business. Now consumers are more accustomed to the mode of “cloud shopping and cloud shopping”, and the live selling mode has been well developed. The “Internet +” era has brought physical stores into the 2.0 era and become a platform for brand display.

The live broadcasting industry has developed rapidly in a short period of six years, and the demand for talents in the industry has soared against the trend, but so far there has not been a system for training live broadcasting talents. According to the 2020 spring broadcast industry talent report released by Zhaopin, “One month after the Spring Festival in 2020, the number of live broadcasting Posts recruited by Internet / e-commerce platforms that focus on selling goods accounts for one third of all live broadcasting posts, with the highest proportion. Compared with the live broadcasting platform led and creators’ spontaneous delivery of goods, the live broadcasting led by e-commerce platforms has platform credit endorsement, which is more clear about the direction of transactions, and achieves the best results with authenticity and interactivity. The explosive growth under the short path is full of employment opportunities.”

Price advantage is the trump card of the live studio and the main reason why consumers decide to shop. Lijiaqi’s delivery mode is to reduce profits to a certain extent, attract consumers with low prices, and provide the “lowest price in the whole network” discount, so that it can’t help cutting its hands. Lijiaqi, the first brother of the live broadcast, is very popular. He is the most representative figure in the e-commerce live broadcast. His influence ranks first in the influence ranking of Taobao live broadcast, far surpassing other anchors. This shows that the public’s trust in the brand has shifted to KOL (key opinion leader). With the transfer of brand business trust, KOL’s cash flow is also increasing. Consumers grow a product or have a good opinion of a brand because they believe KOL’s recommendation.

In the Internet + era, live e-commerce is driven by the media dividend, but this dividend is temporary and the consumption efficiency is not high. Therefore, it can only become the standard configuration of e-commerce in the form of group purchase or shopping guide, but it is difficult to become the main sales channel of most categories.

2. Problems caused by the rapid development of live broadcasting on clothing brands

1. Narrow profit space, low price effect reduces brand power

At present, many brands of live broadcasting stores need to provide the lowest prices of goods for the anchors in the whole network, and pay the anchor pit fees and sales commissions, while the live broadcasting platform also needs to charge high technical service fees. In addition, it is also necessary to advertise and promote on other platforms before live broadcasting. When live broadcasting, it is also necessary to purchase traffic from the platform. These marketing expenses are getting higher and higher with the popularity of “live selling”. The brand side may only earn some popularity after a live broadcast. Because the live selling mainly stimulates consumers’ impulsive consumption through the anchor induced script, it leads to a very high return rate. “According to the report data released by AI media consulting, among the interviewed users, the proportion of canceling live shopping orders or returning goods is relatively high, and only 27.01% of the users cancel orders or return goods very rarely.”

The core advantage of live broadcasting with goods lies in the price advantage, which contradicts the premium ability of clothing brands. The existing live broadcasting with goods mode is unlikely to improve the brand value and thus the brand premium ability. “For clothing enterprises that want to form brand assets, achieve brand precipitation and improve brand added value through brand operation, the long-term significance of live broadcasting with goods is not significant. When easy promotion and discount become the norm, consumers will be trained as” price sensitive users “, and it is difficult to accept to buy at normal prices.” If a brand wants to truly establish its own brand image and enhance the added value of the brand, it must rely on its own unique design and excellent quality. It needs to make full use

of all kinds of media in the “Internet +” era to promote to consumers. There is no shortcut.

The top KOL brings problems to the supply chain of c2m. Professional demand estimation is required before each broadcast, and it is likely to need to promote the development of the manufacturing industry chain. If the production capacity of the production chain fails to keep up with the sales, it will cause great pressure on after-sales and will also affect the brand image. If there is a large amount of excess stock, it will have a huge burden on the brand, both of which are not conducive to the long-term development of the brand.

2. not paying attention to brand quality and blindly pursuing various platform data

Many clothing brands blindly pursue the click through rate and conversion rate under the guidance of the live broadcast platform. Most of the live broadcast employees are not familiar with the goods and boast about the goods, resulting in a large difference between the advertised product attributes and the actual product attributes. Some clothing brands even make false publicity in the direct broadcast to achieve the purpose of increasing sales,

There was frequent chaos in the live broadcast room, and the anchor and assistant kept pressing for orders during the live broadcast, emphasizing the countdown and snap shooting, rather than focusing on the clothing products themselves, and did not spend energy on explaining the advantages of the products. Excessive attention is paid to the atmosphere of panic buying, which makes consumers feel that only panic buying can buy products, so as to achieve the purpose of increasing sales.

As a garment, it has its uniqueness. It has different sizes to serve consumers with different shapes, and the recommendation of garment size is based on the consumer’s circumference, height and weight. However, in the live broadcasting room, the size standard of clothing has become weight, such as “100-110 kg, M”. Some live broadcasting rooms use this recommended method, only because it is the easiest to express, and consumers often buy clothing according to this recommended size, which is not appropriate, resulting in a large number of returns. With the normalization of live broadcasting and the recovery of offline formats, consumers’ mentality of shopping through live broadcasting will become more rational.

3. Marketing strategy of clothing brand promotion in the era of “Internet +”

1. Must achieve precise marketing

Clothing brands should recommend the most appropriate products to the most appropriate consumers through precision marketing, so that consumers can have a better experience and enhance consumer stickiness. Precision marketing is a marketing strategy based on precise positioning. Its core idea is to accurately grasp the needs of consumers by collecting and analyzing consumer behavior data, so as to provide consumers with more precise products and services.

□ Building communities on the Internet and mobile platforms in the Internet + era: Taking promotional photos or videos through social media and creating content can more intuitively display the products of clothing brands, so that consumers can better understand and love clothing brands. You can establish your own consumer community on the platform, regularly share valuable content in the community, establish good consumer relations, and improve consumer loyalty.

□ Establish the official website of clothing brand: establish the official website, the content form of the website can be diversified, not limited to the two-dimensional dissemination of pictures. Websites with their own domain names can better display the brand image, provide more product information and enhance the brand image.

□ Establish multi-dimensional marketing channels in the “Internet +” era: expand sales channels by using search engine marketing, e-commerce, mobile marketing, etc. The “Internet +” era provides more data collection channels, such as social media, search engines, shopping websites, etc., which can collect more consumer behavior data, so that clothing brands can better understand the needs of consumers. Secondly, the rapid development of data analysis technology in the “Internet +” era, such as big data analysis and artificial intelligence, can better analyze consumer behavior data, and then find the characteristics of consumer demand, so as to achieve precision marketing.

2. Online and offline linkage for joint promotion

Clothing brands should not ignore offline entity promotion in addition to the promotion of Internet + networks and mobile platforms. Clothing is different from other commodities. Its design can be seen on the Internet, but details and fabrics cannot be transmitted to consumers through the screen. Effective offline promotion can allow consumers to have close contact with clothing and understand the connotation and quality of clothing design. In the Internet + era, it can effectively improve marketing efficiency, expand marketing channels, and provide more marketing modes, such as social media joint marketing and brand alliance, which can better meet the needs of consumers and improve marketing effect.

3. The publishing of clothing brand content in the Internet + era should follow the characteristics of the platform

① Understand the core algorithms of different platforms

Taobao is the largest platform in the e-commerce industry. It mainly focuses on online shopping. Users can buy clothes on it and interact with others through evaluation, collection and other ways. Buffeting is a short video social software, mainly based on short video. Users can share their video on it, and interact with others through likes, comments, forwarding, etc. Xiaohongshu is a social shopping application, which mainly focuses on social sharing. Users can share their collocations, take photos, and interact with others through likes, comments, etc.

As the most mainstream e-commerce platform, Taobao (tmall) has one recommendation rule in its core algorithm: high sales can be

recommended. Therefore, creating “hot money” on Taobao is the key to the drainage of stores. The underlying logic of Taobao live: the feature of Taobao live is that the current Taobao video based on trading has also begun to pay attention to content creation. The design of content revolves around products. Taobao live is based on existing user “trading behavior”. Before the broadcasting of clothing brands, we can pre analyze who the users are, their interest tendency and best-selling products, and then carry out the live broadcasting and formulate the live broadcasting strategy.

As a new live selling platform, the core of Douyin is “interest e-commerce”. It is a sales model that meets people’s desire for a better life, that is, it pays attention to consumers’ interests and hobbies, and recommends goods that consumers may not think of but are related to consumers’ hobbies according to consumers’ preferences, which is not consumption with a clear shopping purpose. The recommendation logic of shuaiyin is to pursue content rather than creators. It is a non social platform.

The recommendation logic of xiaohongshu is similar to that of shuaiyin, but it pays more attention to the creators at the bottom. There will be an incentive plan for creators, and creators can open stores on the home page.

② Platform account and content operation

The core is to do what you are good at. The video content of clothing related videos on the content apps such as shuaiyin and xiaohongshu, which received 10000 to 3million likes, was mostly dry goods related to clothing: videos introducing clothing related knowledge, clothing wearing skills, clothing production or technology. In order to highlight the brand value of clothing, the video shot needs to be able to “tell stories and feelings”, while the video of clothing focuses on “beauty, beauty and beautiful clothes”. When designing video content, we should pay attention to the “paying people” rather than the people who click to watch.

③ Creation of live broadcasting room

To do a good job in the live broadcasting of clothing brands, we must carefully build a live broadcasting room. The most important thing of live broadcasting is “people, goods and venues”. For a live broadcast, the staff in the live broadcasting room should include: anchor, central control and operation. It is difficult to compare goods on the small screen of mobile video. When watching a live broadcast of the anchor, buyers can’t compare goods on arrival, and the accumulation of audience is also a long process of cultivation. Clothing brands should study the style distribution during live broadcasting: daily live broadcasting needs “popular style”, “drainage style” and “image style”. These styles should be reasonably distributed, and good commodity management is very important. Know clearly “what I have, what I want, and how to do it.”

To sum up, clothing brands should dig deep into their brand value, learn to tell their own stories, use all kinds of media flexibly in the “Internet +” era, and tell their own stories instead of blindly pursuing sales data during live broadcast, so as to improve the image of clothing brands and attract more accurate consumers.

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