Original Research Article

Anatomy of marketing communication innovation strategy driven by private domain traffic

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Abstract: This article provides an in-depth analysis of the content of the innovative strategies of private domain traffic in the field of marketing communications. Through theoretical analysis, the article explores the basic concepts, core characteristics, and applications of private domain traffic in modern marketing strategies. The article also discusses the methods of effective aggregation of private domain traffic, including the omni-channel strategy that combines the advantages of public domain traffic and the integration of online and offline, and explores how these strategies can enhance the marketing effect.

Keywords: Private traffic; Private marketing; Innovative strategies

1. Introduction

With the rapid development of the Internet, the marketing field is experiencing unprecedented changes. In China, the Internet consumer base tends to stabilize and stabilize, key indicators such as new user growth, traffic dividend and consumer active hours are gradually saturated, and competition among brands is becoming increasingly fierce, forcing merchants to constantly explore new ways of traffic acquisition and more efficient marketing models. Against this background, the concept of private domain traffic emerged as a hot topic in 2019. The initial stage of private traffic is mainly through the "shopping + import" mode, with the help of WeChat group chat, public numbers, small programs, and KOL/KOC (opinion leaders/key opinion consumers) and other diversified channels, to effectively converge the consumer groups[1]. In response to this trend, many merchants are actively exploring the use of private domain traffic with a view to improving operational effectiveness. For example, Hunan rice noodle brand BaBan Restaurant Company adopts the model of "catering + retail", and through the construction of private traffic pools, the implementation of hometown feedback, group member discounts, member benefits and other marketing strategies effectively enhance user stickiness, promoting the marketing of the enterprise's products and the influence of its brand[2]; in addition, there are also With the help of Xiaohongshu, WeChat and other platforms, the overnight sales of Perfect Diary, which relies on content seeding, exceeded the 3 billion mark, successfully constructing a new ecology of the brand. Private domain traffic, as a new star in the field of digital marketing, is gradually becoming the core of enterprise marketing strategy by virtue of its advantages of precise positioning, efficient reach and deep interaction.

This paper summarizes and analyzes the marketing communication innovation strategy driven by private traffic, and at the same time analyzes the chain of interaction with consumers in the process of its realization, giving practitioners theoretical and practical reference.

2. Basic conceptual features of private domain traffic

2.1. Private traffic

The concept of private traffic originates from the e-commerce industry, which transforms fan traffic

through a variety of online platforms, realizes direct dialogue with consumers, and completes the "trust cash" based on interpersonal emotional links[3]. In the context of the gradual decline of the demographic dividend and the increasingly high cost of traffic, the new term of private traffic has become increasingly popular, and the essence of its rise lies in the increase of monopoly and the reduction of cost-effectiveness of public traffic (platform traffic)[4]. The connotation of private traffic is that it is the private traffic that can be repeatedly utilized by enterprises and individuals to reach consumers directly at low cost[5]. The traffic obtained on open platforms such as Baidu, Jingdong, and Today's Headlines, we usually call it public domain traffic, while in contrast, the traffic aggregated by self media, communities, fan groups, and personal circles of friends constitutes the main body of private domain traffic. Currently, with the slowdown in Internet consumer growth, the saturation of the public domain traffic dividend, and the continuous rise in customer acquisition costs, the private domain traffic on platforms such as WeChat, QQ, Jitterbites, Shutterbugs, and Xiaohongshu is gradually coming to the fore.

The core features of private traffic are as follows: it is built on the basis of consumers' trust in the brand or individual as well as potential benefits; secondly, private traffic constructs a closed traffic pool, which enables merchants to more accurately target and operate their target consumer groups; furthermore, the autonomy of private traffic empowers enterprises and individuals to manage and control it on their own, which reduces the reliance on third-party platforms; At the same time, the construction of private traffic provides merchants with the opportunity to promote free of charge, effectively reducing marketing costs; in addition, consumers in the private traffic have a higher repurchase rate, which helps to improve consumer stickiness and corporate profitability; the closed nature of private traffic also ensures direct access to information dissemination, allowing merchants to more directly reach consumers to meet their personalized needs; lastly, private traffic has become an important tool for Internet marketing, reflecting the user's mindset, and has become a key tool for the Internet marketing industry. Finally, private traffic has become an important tool of Internet marketing, reflecting the core value of user thinking. Compared with the traffic thinking of public domain traffic, private traffic pays more attention to establishing a long-term, stable relationship with consumers. The combination of KOC+KOL can enhance the empathy tendency and improve the conversion rate. Compared to KOL, KOC has fewer followers and less influence, but its advantage is that it is more vertical and cheaper. In the past, web traffic was mainly controlled by a few platforms, but the rise of private domain traffic has given merchants with their own consumer system a greater advantage in reaching consumers and improving conversion rates.

3. Private domain flow of marketing communication innovation strategy

3.1. Storytelling marketing

Driven by the Internet wave, big data technology has revolutionized the advertising industry, fostering a user-centric precise advertising strategy. This transformation enhances the accuracy of capturing user needs and boosts ad dissemination efficiency. Consequently, advertisements have evolved into valuable content, marking a significant trend of contentization in marketing. Private traffic marketing emphasizes user centrality, integrating user-centric principles with the traffic-centric mindset. It leverages content promotion to attract users and build a private traffic pool where content marketing becomes pivotal for promoting user consumption. To enhance content marketing effectiveness, enterprises invest in content innovation, delivering targeted valuable content through refined segmentation and meticulous planning via diverse social media. Content marketing, defined as a strategy using media content across channels to deliver valuable and entertaining brand information, fosters

customer engagement and brand building. Within this, storytelling marketing, as its core, deepens emotional bonds between brands and consumers through compelling narratives.

To reach target users, companies analyze user profiles in private domain traffic, understanding their needs, interests, and habits. Based on this, they tailor storytelling content aligning with user preferences and brand characteristics. Details like brand history, the founder's story, and product innovation become valuable resources. Combining hot events and consumer focus, enterprises create timely and engaging story content using various media forms. Within private domains, these stories are widely and accurately shared, conveying brand culture and strength. They spark discussions, spread via word-of-mouth, boost brand recognition and competitiveness, and attract more users to private marketing.

In addition, encouraging user participation and interaction is also an important part of storytelling marketing. Enterprises invite users to share their stories and experiences, for example, in the form of user feedback coupons, user sharing to invite new users, and user questionnaires in private communities, to increase the loyalty of existing users to the brand as well as the trust and participation of other users in the brand, and to draw more users into the semi-closed traffic pool. With the intensification of market competition and changes in consumer demand, brands also analyze the results of user interaction feedback and data analysis to continuously understand user preferences and concerns about story content. On this basis, companies adjust strategies such as story content, forms and communication channels to promote the durability and virtuous cycle of brand storytelling marketing.

3.2. UGC (User-Generated Content)

UGC (User-Generated Content), or user-generated content, shows a variety of production forms in the private domain traffic environment, including but not limited to user comments and feedback, personal stories and experience sharing, original content creation, active participation in interactions, and self-motivated brand promotional content[6]. By inspiring consumers to share high-quality buyer's shows, brands can not only trigger topic discussions and interactions, but also leverage the power of their fan base to build a self-sufficient content dissemination ecosystem. On private platforms, such as WeChat, small programs and brand-specific communities, users often express their real comments and feedback through text, pictures, videos and other media after using a product or service. The accumulation of these high-quality content has a great attraction and influence on new customers. New customers can also initiate Q&A with purchased users through functions such as "Ask Everyone", realizing in-depth exchanges between new and old users and further promoting the flow and sharing of information.

To motivate content creation, brands often utilize private domain platforms for trial campaigns, encouraging users to produce high-quality content like graphics, videos, and reviews based on real experiences. This content conveys brand values and fosters recognition and trust among new customers. Brands also create and disseminate topics on these platforms, stimulating user participation through quizzes, polls, and challenges to fulfill their desire for purchase, dissemination, and sharing. During content dissemination, brands emphasize interactive engagement, ensuring customers naturally receive brand messages through careful planning. Users' active participation, driven by content's fun and value, motivates them to share experiences and opinions, conveying their trust in the brand. This allows users to participate in brand construction and dissemination, finding personal value and self-realization satisfaction. These interactions strengthen brand-user connections and build a dynamic, growing content ecosystem within private domain traffic.

3.2.1. Refined user operation

In the new media era, user demand drives brands to provide high-quality content and services, establishing a private "traffic pool" through precise operation. Initially, brand-user and user-user connections are loose. To deepen brand perception and strengthen user relationships, refined operation strategies are crucial. They are not only key to brand development and self-transcendence but also core to enhancing competitiveness in the market. As private ecosystems expand, brands focus on boosting user loyalty, stickiness, and planning attractive marketing activities as new competitive advantages.

In this process, the power of data plays a pivotal role. Through in-depth data analysis, brands are able to draw detailed user profiles, uncover the potential needs of user behavior, and then achieve precise user segmentation and customized communication. In order to make more effective use of data resources, brands can rely on the expertise of private domain technology service providers to solve the complexity of data management and visualization problems with the help of consumer data platforms (CDPs) and powerful data analysis tools[7]. In the future, brands will rely more on data-driven and refined operation strategies to accurately capture user needs as the fulcrum and deepen the connection with users, so as to occupy a favorable position in the competitive market environment.

3.3. Private domain traffic aggregation

3.3.1. Combine public domain traffic to complement each other

Brands exploring the road of private marketing often find that the private domain is not the master key to traffic, and it is not applicable to all brands. The effective implementation of private marketing requires brands to first have a certain public domain traffic base, and the product needs to have the characteristics that can stimulate user discussion and activity, low-frequency use of the product or lack of topicality of the service, it is often difficult to get a foothold in the private domain. Usually, brands with rich product lines, short repurchase cycles, high gross margins and strong control of sales channels are more suitable for private marketing strategies. Therefore, before deciding whether or not to adopt private domain marketing, companies will carefully assess the fit between their own brand characteristics and private domain marketing, and formulate a refined operation strategy accordingly.

In order to maximize the effect of private domain marketing, some brands will choose to form a synergistic effect with public domain marketing. Currently, the construction of the private domain traffic pool relies heavily on the attraction of the public domain platform. For example, after being recommended to a brand store on Taobao, users may become brand members due to the attraction of membership benefits. Without the exposure of the brand on the public domain platform, the user's awareness of the brand will be impossible to talk about, and it is difficult for the private domain to take shape. The private domain environment is often relatively closed and limited in coverage, making it difficult to support the establishment of brand awareness alone. However, when a brand develops user loyalty in the private domain, these users will flow back to the public domain through social media, boosting the brand's reputation. The cycle of interaction between the private and public domains together form a complete online ecosystem for the brand. At different stages of development, brands should flexibly utilize the complementary advantages of private domain marketing and public domain marketing, and realize the organic combination and placement management of both, so as to ensure the robustness and continuous effectiveness of the brand strategy[8].

4. Conclusion

In today's wave of digitalization, the emergence of private traffic has opened up a new marketing blue ocean for enterprises. Through the deep analysis of this article, we can clearly insight that the private domain traffic not only subverts the shackles of the traditional marketing model, but also builds a bridge of in-depth interaction between enterprises and consumers. The success of private marketing is inseparable from the careful layout of innovative communication strategies.

Brands need to skillfully use the charm of storytelling marketing to stimulate the emotional resonance of consumers; with the vivid power of UGC content, let consumers become co-creators of the brand story; through the careful cultivation of community operation, build an indestructible emotional bond with consumers. At the same time, the introduction of blockchain, big data and other cutting-edge technologies has given precise and efficient wings to private marketing. The aggregation strategy of private traffic should not be underestimated, which skillfully introduces public traffic into private positions, realizes the seamless integration of online and offline, and opens up a broader market space for the brand. In this digital marketing change, the only way to stand out in this fierce business competition and win the favor of consumers and market recognition is to continue to innovate and explore.

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