

Title: Network Broadcast Marketing Strategy of a Maternal and Child
Company in China

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ABSTRACT

With the popularity of webcasting and the maturity of real-time streaming media technology, the real-time streaming media industry's traffic is difficult to achieve a crisis, and due to the natural liquidity advantages of the e-commerce industry, it is trying to develop new traffic. At the same time, the public's consumption habits have shifted from the core of commodities to the consumption of content and services. It is in this context that electronics, as a new type of content marketing method, can promote the development of e-commerce. Real-time streaming media has inherent advantages, such as real-time, interactivity, presence and authenticity. It subverts the traditional e-commerce information dissemination form based on graphic display products, and not only satisfies people's online shopping consumption, communication, emotions, etc. The demand in this respect has invisibly reshaped people's consumption pursuits and shopping concepts, enabling consumers to enjoy a

higher level of online shopping experience. It has also brought many benefits to e-commerce platform merchants and anchors, which also allows more e-commerce companies target real-time markets. For related maternal and child products online store managers and marketing decision makers, the development of maternal and child products web live marketing is to continuously tap the marketing communication management potential of their own brands, especially for domestic small and medium-sized maternal and child brands and new brands that actively expand online live broadcast channels. Necessary links and prerequisites. In the current situation, how to combine the advantages of live broadcasting with the needs of parent-child brand communication is an important issue that parent-child companies should consider when using live broadcasting for brand communication.

This article takes Company A as an example, analyzes its marketing status from the aspects of brand, product, price, channel, promotion strategy, etc., and summarizes related issues such as insufficient product portfolio depth and insufficient network maintenance. Channels, lack of clear target positioning, lack of in-depth user interaction, and based on the background of webcast, analyzed its internal and external marketing environment, and summarized the advantages, disadvantages, opportunities and threats of its webcast marketing. Finally, combined with current situation analysis and environmental analysis, using 4R theory and SICAS theory, from the five aspects of image shaping, content design, relationship management, in-depth interaction, and

experience sharing, optimizing marketing strategy suggestions, including: clear product positioning, fine market layout, strengthen content innovation, select high-quality anchors, integrate media channels, upgrade user experience, diversify scene design, interactive methods, technology enhance brand transformation, and strengthen off-site word-of-mouth communication. Provide

a certain reference for other domestic similar companies to implement webcast marketing.

Keyword: e-commerce; webcast marketing; network broadcast marketing

