

CONTENTS

Executive Summary	2
1 The Birth of two Novice Bloggers	3
1.1 Background	3
1.2 Mission.....	3
1.3 Platform.....	3
1.4 SWOT Conclusion and Coping Strategies	3
2 Preparation Stage	4
2.1 Know More about Platform.....	4
2.2 Know More about the SEO Rules	4
2.3 Imitate Macro Influencers	5
3 Execution Stage	5
3.1 Choose Hot Topics.....	5
3.2 Heading	6
3.3 Internet Event Marketing	6
3.4 Emotion Marketing	6
3.5 Inbound and Outbound Marketing	6
4 Data Analyses	7
4.1 Account Data	7
4.2 Xiaohongshu Notes Data.....	9
4.3 Word Frequency Analysis	10
5 Outlook and conclusions	12
5.1 Plan	12
5.2 Conclusion.....	12
6 Workload	13

Executive Summary

With the goal of learning and experiencing more about the effects of the digital marketing techniques in practice, we began to run a social media account on Xiaohongshu at the beginning of this term. In this report, we would like to tell you about our operation stories as novice bloggers. Firstly, we would give an introduction of our account information, how we prepared and how we finally operated practically. Then, the following parts are about using quantitative techniques we have covered in the lab sessions to analyse the general account data, and every note's data specifically so as to find the best notes and conclude the popularity rules. And finally, we would propose our future plans and expectations.

1 The Birth of two Novice Bloggers

1.1 Background

Since 2019, the COVID-19 has greatly swept across China which brought enormous impacts to our daily life and staying at home began to be normal. With more idle time at home, people under the COVID-19 have tried to entertain themselves and watching movies could be one satisfactory option. However, the quality of movies varies largely and there are fewer and fewer really excellent and classical movies. Therefore, it could be hard and time-consuming to find a good one. Besides, unlike the trendy short videos with very low time cost, watching a two-hour terrible movie is totally a waste of time and money and mental suffer as well.

1.2 Mission

With so many problems in the movie domain to be solved, although as movie production outsiders, we couldn't address these problems directly from the source, our account, with the mission to be a new generation of movie filter specialist, promises your time would never be drown in terrible movies since we are here to provide you with the movie lists which highly deserve watching and offer you the critical comments and ideas from two college students bringing you various thinking perspectives.

1.3 Platform

Considering user characteristics, the way to present contents and the basic flow of different platforms, we finally chose Xiaohongshu as our account platform. Xiaohongshu not only gathers a bunch of movie lovers and excellent movie searchers who are exactly our target audience, but also its way to present contents with words and images is also what we want.

1.4 SWOT Conclusion and Coping Strategies

Finally, in the first part, I would use SWOT to analyse our account situation currently. In terms of strengths(S), we are a perfect team with walking massive film library and acute empathizer. As for weaknesses(W), obviously, we completely have no experience in running a social media account. And for this weakness, our strategy is to learn and imitate post contents, frequency of macro or mega influencers and to

follow more operation bloggers to learn more techniques about operation. Then, considering the external factors, compared to so many mega influencers with millions of fans in beauty track such as Chengshian. etc, the top influencers in movie track normally are only macro ones. That's where our opportunities lie since this phenomenon means the competition in movie track is not that fierce and we are more likely to succeed in the blue ocean market. However, it also reveals threat(T) that the base audience quantity might not be that numerous. And our corresponding strategy is to try out diverse topics to attract more fans.

2 Preparation Stage

2.1 Know More about Platform

In order to better run our account, we need to know more about the platform, Xiaohongshu. Compared to other social media platforms, like TikTok, Xiaohongshu is stricter with its creators, specifically in the regulations. For example, Xiaohongshu would record you registered telephone number, your mobile phone's IMEI and your network information. So even if you reregister but with a telephone number which has violated the regulations before, Xiaohongshu would still have your black history records which would severely influence the account weight.

2.2 Know More about the SEO Rules

Account weight is one of the most essential indexes every influencer want to lift since the higher account weight would attract more searching traffic accounting for almost half of the total platform traffic to notes or accounts based on the SEO (search engine optimization) rules. And as for the account weight, on top of the violation records, the evaluation criteria of account weight also contain the completeness of basic information, the rate of originality, the quality of contents which is often assessed by the interaction data including the likes, collections, comments, and the account vitality which could be lifted by interacting actively with other mega or macro influencers in the same track.

Besides, except for the account weight, excellent in laying out popular keywords in different places such as title, content and tag of one post could also be beneficial to effectively attract the search traffic in the SEO rules.

2.3 Imitate Macro Influencers

After learning more about the platform, it's time to learn post contents and post frequency from macro influencers and apply the findings into our own operation. To begin with, in terms of the post contents, after observation, we found that normally, the interaction data of a list of film compilation is better than that of a single film recommendation. Upon reflection, that phenomenon makes sense since compilation has more chances and values to get attracted and to be collected than a single one and a compilation can show bloggers' professionalism as well. Besides, as for the post frequency and time, operation influencers suggest the novice ones post content based on the 3+1 frequency and try to post at night when the platform users are active. The 3+1 frequency means that one could post three normal notes followed by one high quality note every week due to the limited creation ability of novice ones.

Therefore, combined what we have learned, we gradually have our own pace in posting. Every week, we would post two notes about single movie recommendation followed by one note about the film compilation recommendation, which is the so called our creative 2+1 frequency.

3 Execution Stage

In the execution stage, we fully adopt the tactics learned in the preparation stage and the marketing strategies learned in class to operate our account and several useful strategies are listed and explained in details as follows.

3.1 Choose Hot Topics

In the selection of hot topics, we mainly have two sub-steps. Firstly, find out the general topic direction by viewing the hot comments of the questioning posts asking "speak out a movie you have watched more than twice", etc., or by directly viewing the hot search contents in the searching list. And after finding out the general topic direction, test the feasibility and the popularity of certain specific topic keyword by viewing the interaction data of related posts. In this way, we gradually build our own topic bank including the female independence, the curing, the love, how to make money, the movie stars, comedy, etc. Statistically, from the data results, this set of methods functions a lot.

3.2 Heading

As an old saying goes, “An attractive headline is the half of the battle.” After observing a large number of titles of hot movie recommendation posts, we find that a successful headline should be equipped with the several of following elements: the number, the target audience, the sensational words and the target domain word. “六十部女生必看电影” is one of the successful examples. Our headlines also apply these words and have achieved great results, especially for our “进来搞钱|你永远也赚不到你认知以外的钱! ”, “进来被治愈! ”, etc.

3.3 Internet Event Marketing

Following the hot trends is also one of the successful secrets. For instance, we would timely post the comments of newly released movies with numerous fans base like the ZooToPia and the Thor in Marvel Universe. Besides, some time ago, (G)I-Dle (a hot kpop girls' group)'s newly released MV, NXDE, which is about the world famous movie star Marilyn Monroe and the female independence, became a hit. Making full use of this hit, we immediately post the movie compilation about girls' growth and independence and one movie recommendation of Marilyn Monroe.

On top of that, we take advantage of the world cup as well and post movie recommendation about soccer. The rich guys in Qatar are also widely discussed, so we post movie compilation recommendation about how to make money.

3.4 Emotion Marketing

I always firmly believe that a good post must provide values to the audience no matter emotional or practical. As our mission states, what we do now have already offered the practical value, then the emotional ones could be added to our posts. For example, use sentences like “感谢, 在我灵魂枯竭的时候, 让我看到这部电影。” to resonate and create emotional value.

3.5 Inbound and Outbound Marketing

We also use the concept of inbound and outbound marketing to activate comments and discussions. For example, we intentionally post one movie recommendation with telling audience the playing platform so as to motivate audience to ask in the comment area. And this strategy functions well. Besides, we would also continue to

post contents in the same field which has achieved success before like curing to retain our old fans and post contents triggering discussions to increase more interactions.

4 Data Analyses

In this part, we are going to present all the data and relevant data analysis from our social media account. The data is comprised of account data and Xiaohongshu notes data. The account data includes followers, likes & Col (likes and collects) and views. The Xiaohongshu notes data comprises likes & Col in each note that we posted, etc. The data analysis is intended to make use of the techniques we have covered in the lab sessions. And it involves word frequency analysis and word cloud visualization. All the data we have collected is from the creator centre of Xiaohongshu. Meanwhile, we collected all the data in a excel file for analysis. The codes of word frequency are from GitHub.

4.1 Account Data

After 3 months of running an account, we have won 51 followers, 882 likes & collects and more than 24000 views. Among these viewers, it is interesting to analyse the viewers resource, which means where do users find and view our notes. We find that 83% of the viewers come from search engine in the Xiaohongshu. And 10% of the users find our post in the home page recommendation. That means we still has a long way to take over the home page. But people do find and view our post in the search result.

For analysis of the followers, we generate a curve from creator centre. This is the cumulative followers in the previous 30 days. We could see that the curve plateaued a while before Dec. 12. And it peaked at 51 after that. Generally speaking, the curve implicates a rising trend.



Figure 1 Cumulative Followers in 30 days

For analysis of views and likes, we use the curves of views and likes in each day from creator centre. The two curves respectively represent the views and likes. To be noticed, there are two periods showing fluctuation, respectively in around Nov. 27 and in about Dec. 11.

The first rise is because the post. As we can see in the figure, the post date of the note is Nov. 27, which is exactly when is the rising trend starting.

And for the second rise, it has something to do with a social event. 12.6 is the mourning day of a former president, every social media removes colour of their pages, which decreased users' interaction. A couple of days after, the page recovered its colour and brought users back.

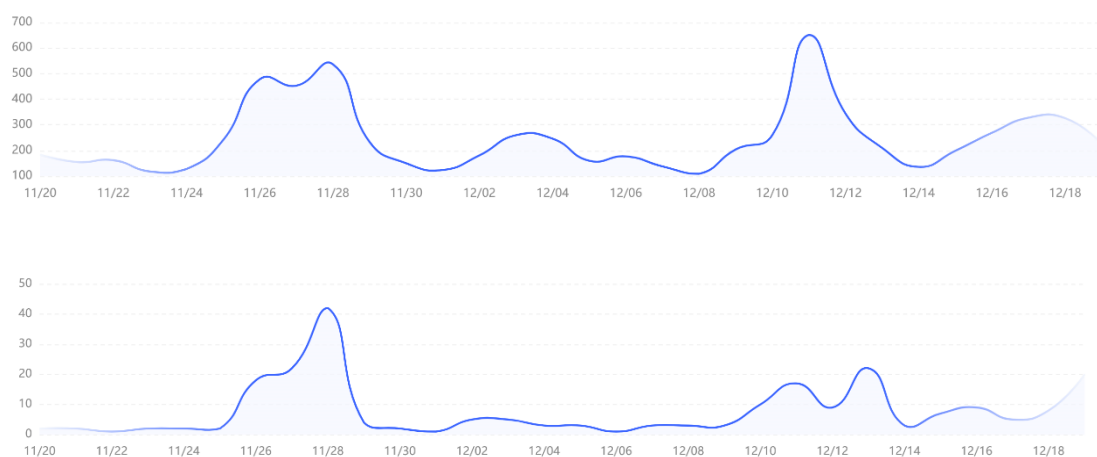


Figure 2 Views and likes in 30 days

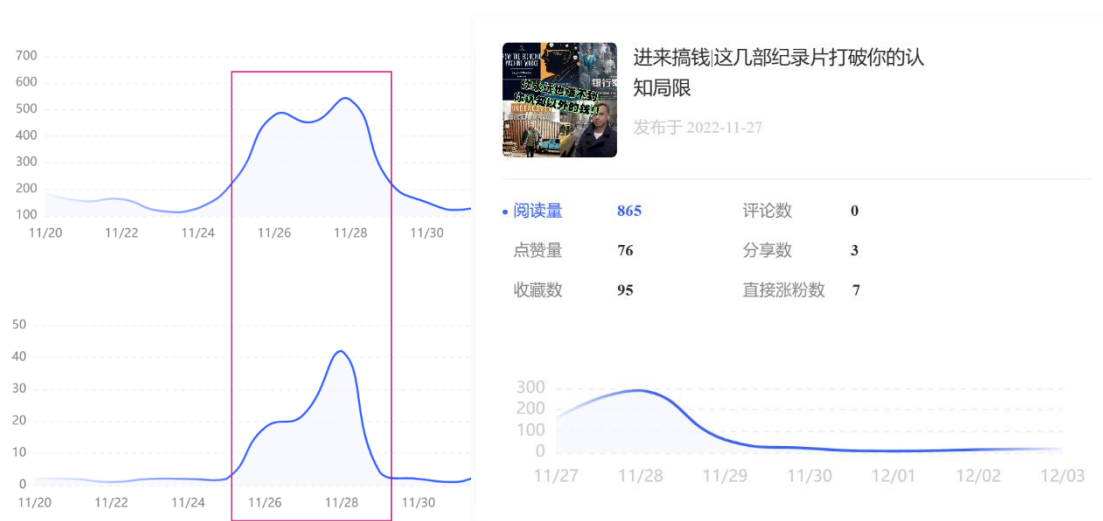


Figure 3 The first rise of views and likes curve

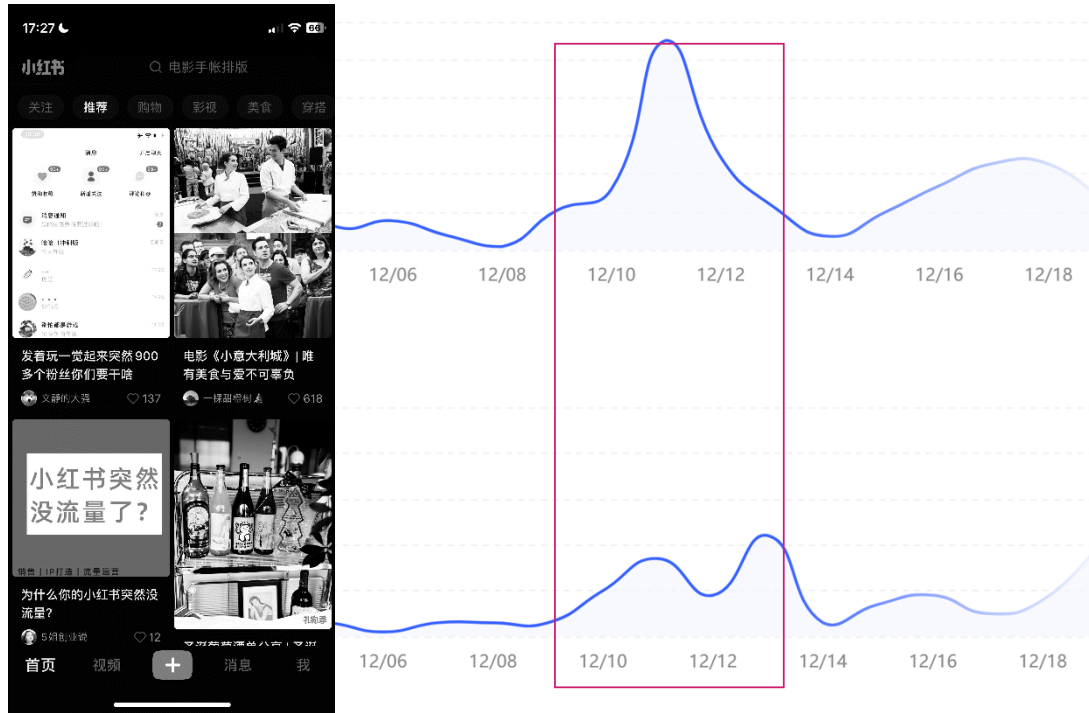


Figure 4 The second rise of views and likes curve

4.2 Xiaohongshu Notes Data

We have posted 23 posts, covering 80 recommendation movies. And we have written more than 10000 words in our notes. To generally assess these notes, we introduce Interaction rate. It is $\text{likes} + \text{col} + \text{comments}$ divided by views. Interaction rate is generally considered to be an indicator of whether notes are worth recommending, and notes with high interaction rates are more likely to be recommended. Notes with a high engagement rate can be used to summarize experiences that increase engagement rates, thereby improving the performance of future notes. Statistically, we have the highest interaction rate with 27%, which means more than one fifth viewers leave a like or col or comment. And the average is 6%.

To find the best performance note in aspect of views, likes and collects, we extract views curve and likes & Cols curve.

For view curve, we have posted in the x axis and views in the y axis. Due to the stimulation promotion system of new account, we gain a widespread in the beginning, as we can see in the figure, 雷神 4 has more than 5000 views. And the curve flattened below 1000.

For likes & Cols curve, to be noticed, we could find that these two notes, 宝藏动画 and 搞钱纪录片 outperformed others, especially 搞钱纪录片, with 76 likes and 95 col.

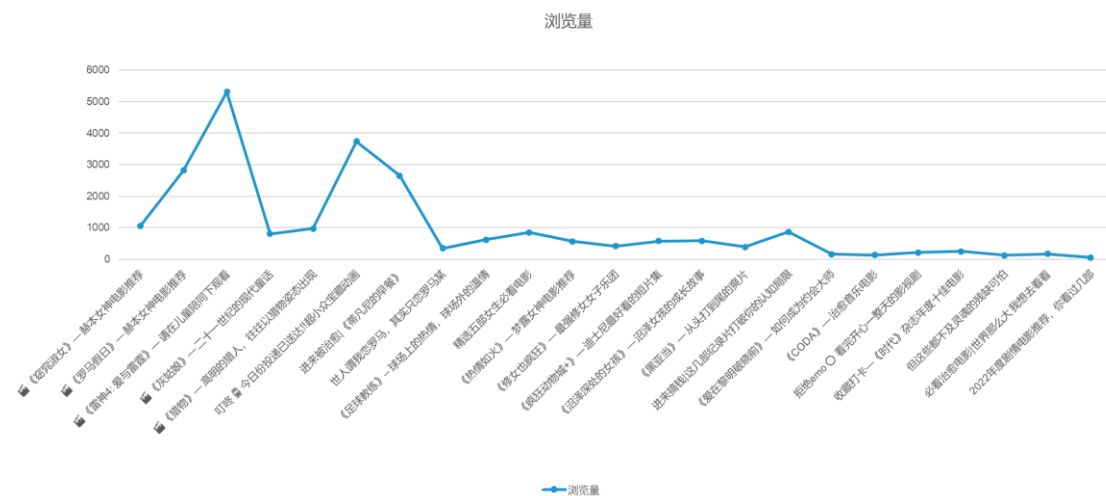


Figure 5 View curve of all the notes

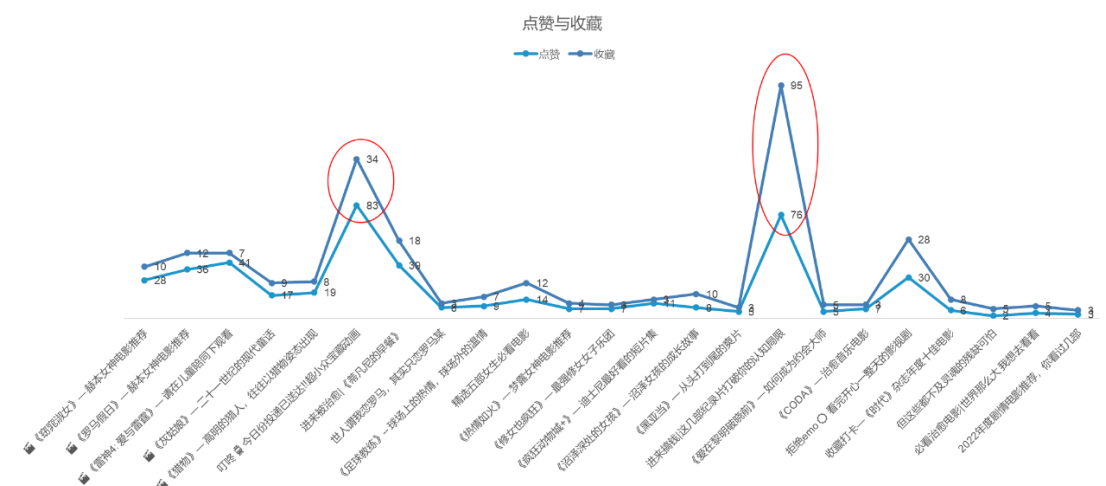


Figure 6 Likes & Cols of all the notes

4.3 Word Frequency Analysis

From the analysis above, we conclude 搞钱纪录片 is the best performance note in term of likes and collects. It has 865 views, 76 likes and 95 col. As we can see in the figure of excel, the interaction rate is 20%, which outweighed many other notes. In this part, we introduce the technique of word frequency analysis on the topic—搞钱. The GitHub resource code is from [samirjamehdar/Word-frequency-analysis: Word frequency analysis \(github.com\)](https://github.com/samirjamehdar/Word-frequency-analysis: Word frequency analysis (github.com)).



Figure 7 Basic data of 搞钱纪录片 note

First, we input 搞钱 in the search engine in Xiaohongshu, then use the filter to locate movie domain, and finally collect the title of all the post with more than 1000 likes into a textbook. After 20 titles are collected, we perform a word frequency analysis on this text and get the result. To visualize it, we generate a word cloud. To circle back to our title, we do match some word with the 1000-likes post, like 纪录片 and 提升. This is a cost-effective way to better analyse our title and improve it next time.

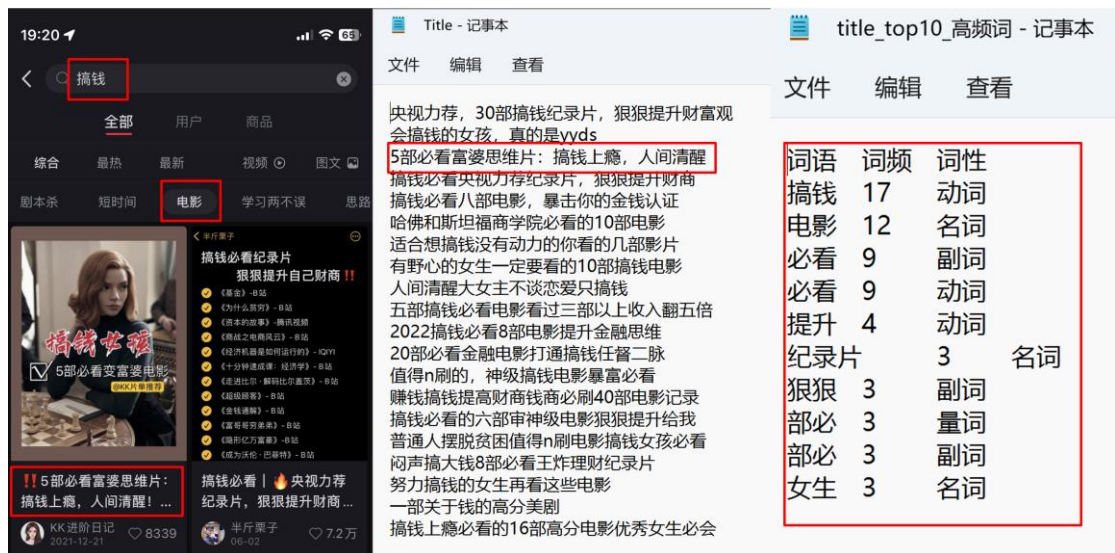


Figure 8 The process of word frequency analysis



Figure 9 Word cloud of 搞钱 title analysis

5 Outlook and Conclusions

5.1 Plan

To be sure, we are going to continue this account. In the rest of the year, we are going to post end of the year series, posts like rolling stone, times movies recommendation of 2022. And on the Jan. of 2023, we are going to take a break. After settling everything down, we are going to post more series, as we have presented, series notes get more followers and more interaction.

5.2 Conclusion

From this project, we have gained a wonderful and educational experience of running a social media account on Xiaohongshu. We exercise the digital techniques from lecture and lab in practice. We strengthen our communication skills and account operation ability. And after this 3-month project, we do get closer to become mega influencer and have a better understanding of digital marketing. We cherish and appreciate this opportunity of running a social media account.

6 Workload

Duan Yuxuan: presentation, powerpoint and report for executive summary, the birth of two novice bloggers, preparation stage, execution stage (page 2-6).

Wang Guozhi: presentation, powerpoint and report for data analysis and outlook and conclusions (page 7-12).