



Standard Operating Procedure for TikTok Live-Streaming E-commerce in the U.S. Region

2023

Content

1 HOW TO CHOOSE POTENTIAL INTERNET INFLUENCERS	1
1.1 SELECTION OF INTERNET INFLUENCERS WITH MORE THAN 500,000 FOLLOWERS.....	1
1.2 SELECTING INTERNET INFLUENCERS WITH VIRAL VIDEOS.....	2
1.3 TALENT LEVEL	3
1.3.1 Skill professionalism.....	4
1.3.2 Innovative Performance	5
1.3.3 Audience Feedback	8
1.3.4 Brand Cooperation and commercial value.....	11
1.4 LIVE CONTENT	14
1.4.1 Live food broadcast	14
1.4.2 Life sharing	15
1.4.3 Mother, Baby and Childcare	16
1.4.4 Beauty and skin care	17
1.5 LIVE SKILLS	18
1.5.1 Live streaming influencer's Expressiveness	18
1.5.2 Quality of live content	20
1.5.3 Ability to Interact with Audience.....	21
1.5.4 Social Media Operation Ability	22
1.6 IMAGE AND TEMPERAMENT	24
1.6.1 Grooming image	24
1.6.2 Language Expression.....	25
1.6.3 Emotional Resonance	26
1.6.4 Personal Characteristics	27
2 THE CHOICE OF CATEGORIES	30
2.1 PREFERENCE FOR BAGS AND BEAUTY CATEGORIES.....	30
2.2 CATEGORY CHARACTERISTICS	32
2.1.1 Beauty and Skincare	32

2.2.2 Bags	33
2.2.3 Jewelry	34
2.2.4 Wigs	35
2.2.5 Fashion Wear.....	37
2.2.6 Gourmet Cooking	38
2.2.7 Fitness and Health.....	39
2.2.8 Travel Photography.....	41
2.3 MARKET DEMAND.....	43
2.3.1 Pay Attention to market trends.....	43
2.3.2 Investigate and analyze the target audience.....	44
2.3.3 Analyze Competitors.....	45
2.3.4 Consider seasonal demand.....	48
2.3.5 Consider Age and Gender Needs	49
2.4 INTERNET INFLUENCER'S CHARACTERISTICS AND STYLE	51
2.4.1 Personal Interest and professional field	51
2.4.2 PERSONAL IMAGE AND STYLE.....	53
2.4.3 Live content characteristics	54
2.4.4 Hot Industry Trends	55
2.4.5 Demand for brand cooperation	57
3 THE CHOICE OF PRODUCTS.....	59
3.1 THE PROPERTIES OF THE GOODS THEMSELVES.....	59
3.1.1 Commodity Quality and Reputation	59
3.1.2 Product Features and Functions.....	60
3.1.3 Applicable occasions and Crowds for Products.....	61
3.1.4 Timeliness and Seasonality of Goods	62
3.1.5 Commodity Price and market competition	63
3.2 TARGET AUDIENCE NEEDS	65
3.2.1 Investigate the needs and preferences of the target audience	65
3.2.2 Focus on the age, gender and geographical characteristics of the audience.....	67

3.2.3 Choose product categories that meet the needs of the target audience	68
3.2.5 Choose the right products at the right price according to the spending power of the target audience	69
3.2.5 Pay attention to the purchasing habits and consumption occasions of the target audience	70
3.3 REPUTATION AND STYLE	72
3.3.1 Pay attention to their reputation and image	72
3.3.2 Choose goods according to your style and characteristics	73
3.3.3 Choose the category of goods that suits you.....	74
3.3.5 Pay attention to the quality and reputation of goods	76
3.3.5 Pay attention to the matching of goods with your image and style	76
4 LIVE STREAMING OPERATION GUIDE	79
4.1 EACH LIVE STREAMING E-COMMERCE WITH 60 GOODS BEST	79
4.2 ACCOUNT OPERATION TO ABSORB THE POWDER.....	80
4.2.1 Positioning target audience	80
4.2.2 Account content Operation	81
4.2.3 Promotion and marketing strategies outside of live streaming	82
4.3 ENHANCE THE QUALITY OF LIVE STREAMING.....	83
4.3.1 Live streaming hardware preparation	84
4.3.2 Live interaction skills.....	85
4.4 MONITORING KEY MARKETING INDICATORS.....	87
4.4.1Key indicators: how to measure the success of live streaming.....	87
4.4.2 Improving data: how to make improvements for key Indicators.....	88
4.5 OTHER CONSIDERATIONS.....	89
4.5.1 Pay Attention to Image	89
4.5.2 Pay Attention to Privacy	90
4.5.3 Pay Attention to Copyright	91
APPENDIX	94

With the popularity of the Internet and the rise of social media, live streaming of Internet influencers has become a new type of entertainment and business model. More and more people are starting to pay attention to internet influencer live streaming, hoping to gain more fans and business opportunities through this way. However, to become a successful internet influencer, one needs to have certain skills and methods.

This paper will provide you with a guide to live internet influencers. This guide to live internet influencers can help you better determine four core questions: (1) Is an internet influencer suitable for live-streaming with goods? (2) Which categories are suitable for live-streaming e-commerce? (3) Which products are suitable for live-streaming? (4) How do internet influencers' live-streaming operations improve the effect of selling goods?

1 How to choose potential internet influencers

With the development of the Internet, the live-streaming industry has gradually emerged, and more and more people are getting involved in it. Among them, internet influencer live streaming has become a hot topic. However, how to judge whether an internet influencer is suitable for live streaming? This is a question that needs serious thinking. First of all, we need to clarify what is an internet influencer. An internet influencer is a character who has a certain fan base on the Internet, usually attracting a large number of fans with his or her unique talent, beauty or personality charm. Since internet influencers have a certain level of popularity and influence, their live streaming also attracts much attention. However, not all internet influencers are suitable for live streaming. Let's analyze them from several aspects.

1.1 Selection of Internet influencers with more than 500,000 followers

Based on the data related to TikTok e-commerce live streaming in the U.S. region, the relationship between the fan volume of e-commerce live streaming accounts and the number of live streaming bandwagon viewers can be calculated. In this paper, accounts with less than 500,000 fans are defined as low fan volume accounts, accounts with 500,000-1,000,000 fans are defined as medium fan volume accounts, and accounts with greater than 1,000,000 fans are defined as large fan volume accounts. The quantitative relationship between fan volume and the number of e-commerce live viewers is shown in the following figure.

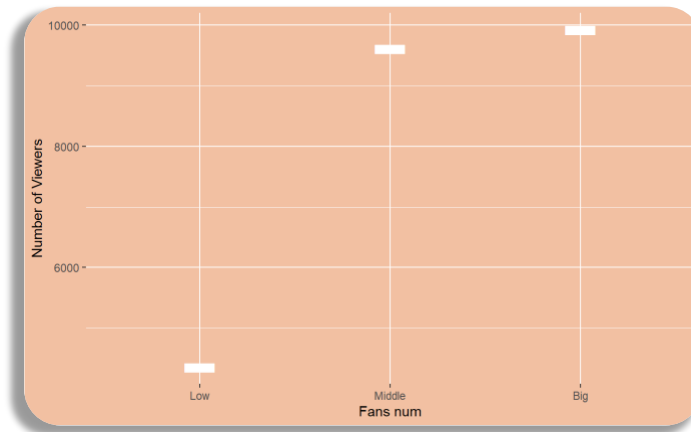


Figure 1-1 Relationship between the number of TikTok platform followers and the number of e-commerce live viewers in the United States

From the above chart, we can understand that the number of viewers of live-streaming with goods accounts with 500,000 fans is between 4000-5000, and the growth rate of the number of viewers of accounts with 500,000-1,000,000 fans starts to decrease gradually. This shows that accounts with 500,000 fans are important indicator factors, and selecting internet influencers with more than 500,000 fans to live-stream with goods can attract relatively more viewers.

1.2 Selecting Internet Influencers with viral videos

Based on the data related to TikTok e-commerce live streaming in the U.S. region, the importance of different factors for e-commerce live streaming with goods out of the circle can be calculated. For the circle of e-commerce live-streaming with goods, the number of followers, the type of goods brought, the number of viewers, the number of comments, and the time of live-streaming with goods all have certain effects. The results of the analysis of the influence factors of e-commerce live streaming out of the circle are shown in the figure below.

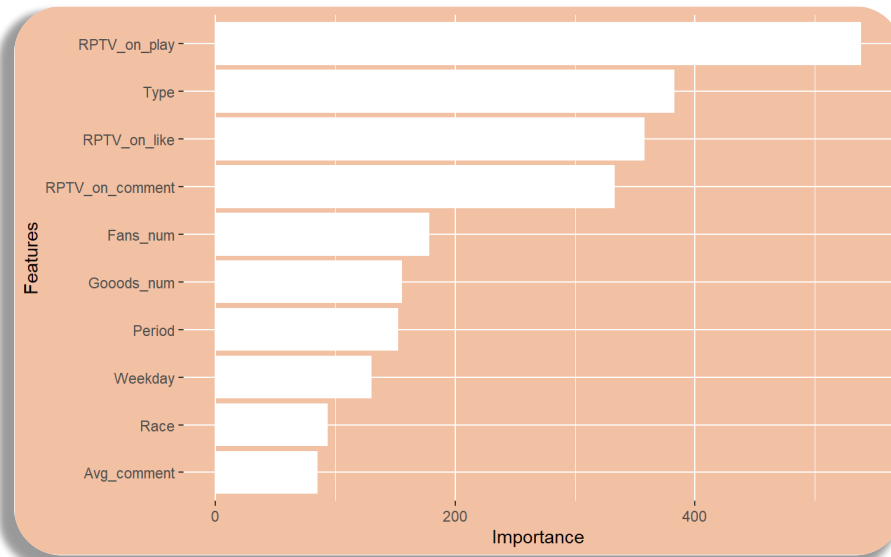


Figure 1-2 The analysis results of the influence factors of the TikTok platform in the U.S. region for live streaming e-commerce with goods

From the above chart, we can understand that many indicators are of certain importance for the live streaming e-commerce with goods, but the importance of the top video relative to the performance of the account is the highest, followed by the category of the goods brought, and then the number of likes relative to the performance of the top video. For the Internet influencer's e-commerce live streaming with goods out of the circle, it is most important to have a short video with a high play volume. Companies or organizations should choose Internet influencer accounts that have viral videos, and for Internet influencers that tend to bring goods out of the circle live, they can start with the production of the video to improve the success rate of their own live bringing goods out of the circle.

1.3 Talent level

Internet influencers live streaming usually takes talent performances as the main content, such as singing, dancing, acting and so on. Therefore, the talent level of internet influencers is one of the important factors to determine whether they are suitable for live streaming. If an internet influencer has a high level of talent and can show it in live streaming, then it can attract more fans and gain higher popularity. A good level of talent can play an important role in attracting fans, and constantly improving the talent level of live internet influencers can be used to attract users in the process of live streaming, which can have a positive effect on live streaming. The talent level of an internet influencer can be evaluated according to the following aspects:

1.3.1 Skill professionalism

The professional level of skills mainly assesses the professionalism and level of the skills displayed by the internet influencer in the field, such as the pitch of singing, dancing, cooking skills food and so on.

The degree of skill expertise of TikTok live streaming can vary from person to person. The TikTok live streaming platform is an open platform, and anyone can live stream, regardless of their skill level. Therefore, the degree of skill specialization of TikTok Live can include different groups of practitioners, amateurs, professional live-streaming influencers and ordinary users.

(1) Professional live-streaming influencers

Practitioners and professional live-streaming influencers, usually have a higher skill level and rich experiences, such as proficiency in live-streaming skills, professional equipment and team, and the ability to provide high-quality content. They may showcase their talents through live streaming to attract more fans and viewers.



Figure 1-3 Professional live-streaming influencer practitioner

(2) Business enthusiasts

For amateurs and general users, they may focus more on the entertainment and fun of live streaming rather than the professional level. They may choose to share their lives, hobbies or interact with viewers to attract them. Regardless of whether the live-streaming influencers are practitioners or ordinary users, the success of TikTok Live depends on whether the content provided by the live-streaming influencers can attract viewers, connect with them, and maintain interaction and attraction.



Figure 1-4 Amateur live-streaming influencer practitioners

Therefore, in TikTok Live, the degree of skill expertise is not the only key factor; it is important to provide interesting and valuable content and build good interaction and relationships with viewers to attract more fans and viewers.

1.3.2 Innovative Performance

Innovative performance mainly assesses whether the internet influencer has unique innovative points in skill performance, whether it has a unique personal style, and whether it can bring the audience a fresh and creative experience.

The homogenization of TikTok content is relatively serious, and the ability to attract fans can be improved through the personalized content display. Quirky and curious psychology will attract traffic, which can play a role in getting more viewers for live internet influencers.

(1) Creative content

TikTok Lives internet influencers usually provide creative and interesting content, such as special themed live streaming, unique props and costumes, unique performances and covers, etc., which attract a large number of viewers. This can play a positive role in live-streaming with goods, and the creative content of internet influencers can bring a positive effect on attracting platform traffic.



Figure 1-5 Creative live content

(2) Powerful interactivity

TikTok live internet influencers pay great attention to the interaction with the audience, and establish a connection with the audience by drawing prizes, giving gifts and answering questions, which increases the interactivity and fun of the live streaming. Live interaction plays an important role in bringing in goods. Paying attention to interaction with viewers and adding certain benefits to give away can improve user stickiness, which is an important factor in judging the ability of live internet influencers to bring in goods.

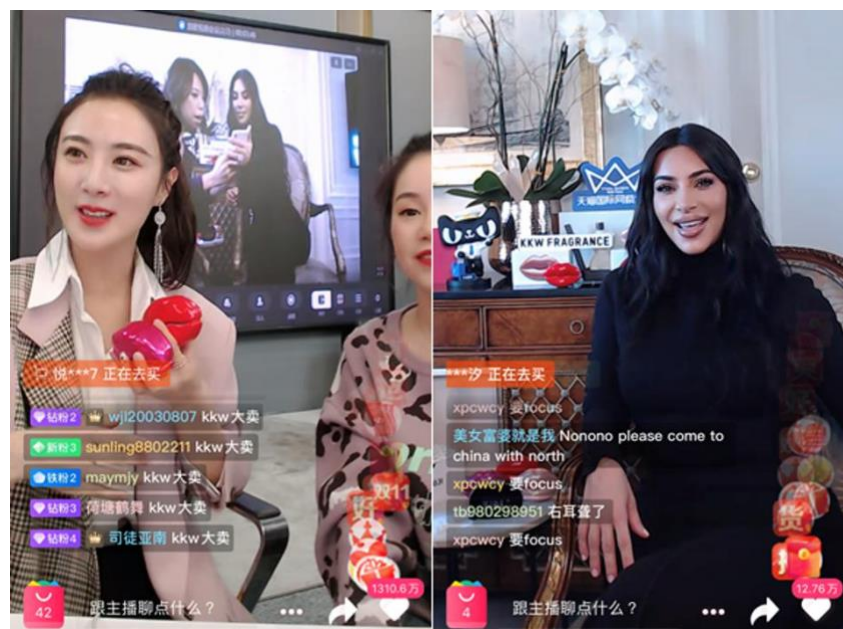


Figure 1-6 Using Video Links to enhance interaction

(3) Diversified live content

TikTok live internet influencers usually provide diversified live content, such as life sharing,

food production, dance performance, game life, etc., which meets the diversified needs of viewers. The audience interest segments of the TikTok platform are more dispersed, and the diversification factor of live content can judge to a certain extent the ability of internet influencers to attract fans from different fields.



Figure 1-7 Creative live content

(4) Whether to operate a personal brand

TikTok lives internet influencers usually operate their brands, expanding their influence and popularity through brand promotion and cooperative promotion. TikTok Lives internet influencers can improve their ability to attract fans to buy products if they have their brands, and at the same time, they can increase the sales of the live streaming room due to their IP.



Figure 1-8 Well-known netizens build personal brands

(5) Technological innovation

TikTok Lives internet influencers are also continuously introducing new technological innovations, such as live beauty, AR effects, virtual gifts, etc., to provide a better life experience for viewers. Artificial intelligence technology, as a technological tool to improve productivity, can bring a better packaging effect to the internet influencer living with goods. Internet influencers

need to master the basic technical innovation ability to improve their ability to live-streaming with goods and absorb fans.



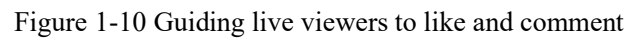
Figure 1-9 Virtual Internet Influencers Live Streaming with goods

1.3.3 Audience Feedback

Audience feedback mainly evaluates the popularity of the internet influencer's live streaming and audience feedback, including the number of viewers, likes, comments, etc., as well as the audience's evaluation and feedback on their skills performance. Audience feedback during the daily live streaming and video updates of the internet influencer can be used as a judge of whether the internet influencer is suitable for live streaming with goods on the TikTok platform. The audience feedback of TikTok live internet influencers is usually very positive and enthusiastic. The following is some of the audience feedback of TikTok live internet influencers:

(1) Likes and comments

Viewers usually like and comment on the live streams to express their love and support. They will also leave comments in the comment section to interact and communicate with the live-streaming influencer. These comments and likes are important audience feedback, and internet influencers need to pay attention to this important audience feedback to judge the effect of their live streaming or videos through audience feedback, which can play an important role in improving the ability of internet influencers to attract fans.



Viewers can support the live-streaming influencer by purchasing virtual gifts. These gifts are usually displayed in live streaming to express the support and appreciation of viewers. Netizens can get gifts and rewards from fan viewers when they broadcast live or push videos on the platform. These virtual gifts are one of the important income sources for netizens, and the feedback from viewers of netizens can be judged by the number of virtual gifts per live stream.



Figure 1-11 Guiding live viewers to give gifts

(3) Sharing and Retweeting

Viewers will also share and retweet the live streaming to introduce their favourite live-streaming influencer to more people and expand the influence and popularity of the live-streaming influencer. Viewers' sharing and retweeting data are also very important. Interpersonal networks are relatively effective in spreading, and retweeting and sharing by fans during live streaming can quickly increase the number of live viewers. The fission ability of network sharing to get viewing analysis is strong, so this is an important factor to judge the attraction of Internet influencers to the audience.

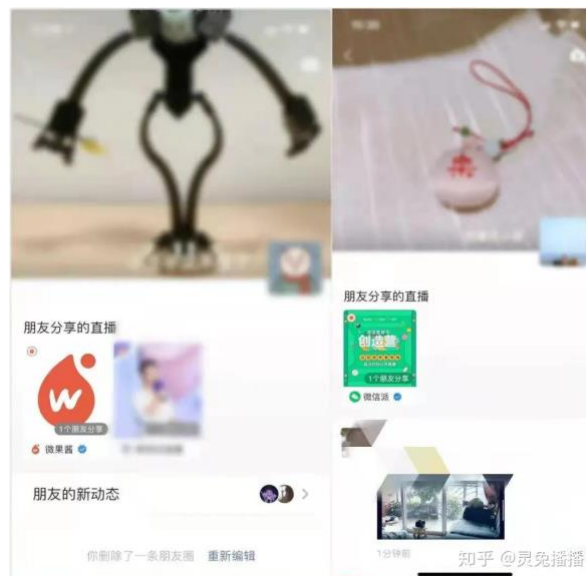


Figure 1-12 Guiding live viewers to retweet and share

(4) Feedback and Suggestions

Viewers will also give feedback and suggestions to help live-streaming influencers improve their live-streaming content and enhance the quality of their live streaming. This feedback and suggestions should be taken as an important direction for internet influencers to improve their live streaming effect. By fully considering the feedback and suggestions from fans, it can promote internet influencers' live streaming effect to maintain high quality in the long run.



Figure 1-13 Eliciting feedback and suggestions from live-stream viewers

In conclusion, TikTok Lives webcast viewers usually express very positive and enthusiastic feedback, supporting and encouraging the live-streaming influencers through likes, comments, gift-giving, sharing and retweeting. These feedbacks not only motivate live streaming influencers to continue creating, but also promote interaction and communication between live streaming influencers and viewers, build good relationships, and help live streaming influencers improve the quality and attractiveness of their live streaming. Through the audience feedback of TikTok internet influencers in the process of daily live streaming and video promotion, you can judge whether the internet influencer is suitable for carrying goods on the platform.

1.3.4 Brand Cooperation and commercial value

Brand cooperation and commercial value mainly assess the ability and value of the internet influencer in commercial cooperation and brand promotion, including the number of cooperative brands, the promotion effect of cooperative advertisements, commercial value, etc. The brand

cooperation and commercial value of TikTok live internet influencer is very high, the following are some of the brand cooperation and commercial value of TikTok live internet influencer:

(1) Brand endorsement

Whether an internet influencer has participated in the brand endorsement is one of the important factors to judge the commercial value of an internet influencer. TikTok Lives internet influencers can also become the spokesperson of a brand, introducing the brand's products and services to their fans through live streaming, building brand image and recognition, and gaining business value from them.



Figure 1-14 Attracting stars in and brand endorsement

(2) Advertising

Whether internet influencers have the opportunity to cooperate with advertisers in the process of live streaming and video pushing is also an important indicator. TikTok Lives internet influencers can also gain commercial value using advertising. Brands can place ads in the live stream to attract more viewers and customers and pay for the ad placement.



Figure 1-15 Active participation in brand advertising

(3) Providing paid services

The number of paid people and total revenue are important judgment indicators for whether TikTok lives internet influencers provide paid services. TikTok Lives internet influencers can gain commercial value by providing paid services, such as providing private live streaming and personalized customization services. These paid services are important income for internet influencers in the process of live streaming, and the field of knowledge payment is an important business model with trendy and gold-absorbing ability, internet influencers can also actively use paid services to improve their income, and the effect of paid services can also be used as an indicator factor to judge whether internet influencers are suitable for live streaming with goods.

In short, TikTok live internet influencers have a large number of fans and viewers on the TikTok platform and have high influence and popularity, which makes them an ideal choice for brand cooperation and commercial cooperation. Through live-streaming with goods, brand endorsement, advertising and providing paid services, TikTok Lives internet influencers can gain lucrative commercial value and keep expanding their influence and popularity. These data on brand cooperation and commercial value can also be used as an important indicator to judge whether an internet influencer is suitable for bringing goods through live-streaming and used to judge whether

an internet influencer is suitable for competition in the field of bringing goods live-streaming.

By combining the above factors, the talent skill level of the internet influencer live streaming can be evaluated and ranked. However, it should be noted that the evaluation criteria may vary depending on different audience groups and market environments, so multiple factors need to be taken into account when evaluating.

1.4 Live Content

In addition to talent performances, internet influencers can also attract fans by sharing their lives, experiences, opinions and other content. However, these contents must meet the interests and needs of fans. If internet influencers just chat and gossip casually in live streaming, then it is difficult to attract the attention of fans. Therefore, internet influencers need to plan their content carefully before live streaming to ensure that they can attract the attention of their fans. There are some types of live content of TikTok live internet influencers that are very suitable for live banding. The following are some types of live content and analysis that are suitable for live banding:

1.4.1 Live food broadcast

Live streaming with goods is a very common form of food live streaming. Food Live can recommend a variety of food products, and directly in the live show and tasting, for fans have a strong attraction and desire to buy, to drive the sales of products.

Food live streaming is very suitable for live streaming with goods. TikTok Lives internet influencers can introduce various food products, such as snacks, candies, beverages and diet tools, to their fans in the live streaming, conduct tastings and tastings, and provide purchase links or QR codes to guide fans to make purchases.

(1) Brand cooperation

Live food broadcasts can cooperate with many brands, such as well-known snack brands, beverage brands, catering brands, etc. Through live-streaming with goods, these brands can get more exposure and promotion, attract more consumers, and increase brand awareness and sales. In addition, food live streaming can also bring business value to TikTok live internet influencers. By cooperating with brands, TikTok Live internet influencers can get commissions or fees. Meanwhile, food live streaming can also attract more fans and viewers, increasing awareness and influence. In short, food live streaming is perfect for live streaming selling goods. It can bring

more exposure and sales for brands, and it can also bring business value and influence for TikTok live internet influencers.

(2) The audience of food is wider

Secondly, food live streaming can attract a part of the audience who are interested in food. These viewers are usually young people or women, who are very concerned about topics such as healthy diet and delicious food. If internet influencers can organically combine their products with these topics, they can build up a certain brand image and reputation among viewers, thus increasing the popularity and trust of their products. However, if the internet influencers' live content is not much related to the products they sell, or if they forcibly integrate the products into the food production, tasting and review, they may make the audience feel unnatural or disgusted, which is counterproductive.

To sum up, as a common type of live content for TikTok live internet influencers, food live streaming can provide some help for live goods, but specific strategies need to be considered according to product types, target audiences and other factors.

1.4.2 Life sharing

Life sharing is another type of live content that is very suitable for live streaming with goods. Life sharing can include content on makeup, dressing, home, home appliances, etc. The live-streaming influencer can show various products in the live streaming and recommend and introduce them to fans, thus driving the sales of the products. This kind of live content usually includes the sharing of daily life, food, travel, entertainment and other aspects of netizens. These contents can attract viewers' attention and increase interaction.

(1) Life sharing can help internet influencers establish a more intimate relationship with viewers

By sharing their daily lives, internet influencers can let viewers get to know themselves better, thus increasing their goodwill and trust. This is very important for live-streaming products because the audience's trust in products and willingness to buy are directly related.

(2) Strong correlation between the type of live streaming and the sales category can play a promotional role

If the content of a web influencer's life sharing is related to the products they sell, or if they can skillfully integrate the products into the sharing, then this form of live streaming may be more

effective in promoting the products. For example, if the web influencer is a food blogger, sharing the food they make while introducing related products such as cooking utensils and spices in the live streaming can organically combine the products with the content, thus increasing sales. However, if the life-sharing content of a netizen is not much related to the products sold, or if the products are forcibly incorporated into the sharing, it may be unnatural or offensive to the audience, thus backfiring.

To sum up, life sharing, as a common type of live content for TikTok live internet influencers, can provide some help for live goods, but specific strategies need to be considered based on product types, target audiences and other factors.

1.4.3 Mother, Baby and Childcare

Maternal and childcare is one of the live content types that are very suitable for live streaming with goods. Live Mother and Childcare can recommend a variety of mother-and-child products, such as baby milk powder, diapers, toys, etc. The live streaming influencer can show and taste in the live streaming, thus attracting fans and viewers' desire to buy. Maternal and infant childcare live internet influencer is suitable for live with goods for the following reasons:

(1) High relevance of live content and products

The live content of mother and childcare live internet influencers is usually related to maternity, newborns, infants and children, and these people are very concerned about product quality and brand trust. Therefore, through live-streaming with goods, maternal and childcare internet influencers can introduce various maternal and childcare products, baby clothes, toys and other products to the audience, thus improving the visibility and trust of the products.

(2) Strong audience interactivity

The audience of mother and baby parenting live internet influencers are mostly young parents or people who are about to become parents, and they are very concerned about topics such as pregnancy care, fetal education and baby care. If internet influencers can organically combine their products with these topics, they can build up a certain brand image and reputation among the audience, thus increasing the awareness and trust of their products. At the same time, maternal and childcare internet influencers can also conduct product demonstrations and answer questions raised by viewers in live streaming, increasing interaction and user stickiness and improving sales conversion rates.

(3) Good live-streaming effect

The live-streaming effect of maternal, infant and childcare internet influencers is usually better. This is because live streaming can let the audience understand the effect and characteristics of the product in real-time, thus increasing the consumer's confidence and desire to buy. At the same time, live-streaming with goods also allows consumers to place orders for purchase in the live stream, simplifying the shopping process and increasing the purchase rate.

In summary, mother and childcare live internet influencer is suitable for living with goods and is a very effective way to promote.

1.4.4 Beauty and skin care

Beauty and skincare are very suitable for the live content type of living with goods. Beauty and skin care live streaming can recommend a variety of beauty and skincare products, and in the live streaming to try and demonstrate, to bring fans a more intuitive experience and feeling, to increase the desire to buy. With the rise of live streaming, more and more beauty and skincare internet influencers are choosing to promote their products through live streaming. So, why is it suitable for beauty and skin care live internet influencers to live to carry goods? The specific reasons are as follows.

(1) Beauty and skin care live internet influencer has a strong influence

These internet influencers usually have a huge fan base, and their fans trust their opinions and suggestions. Therefore, when these internet influencers recommend a certain product on air, their fans will usually consider buying the product very seriously, which provides a very good opportunity for live-streaming with products.

(2) Beauty and skincare internet influencers usually know the products they recommend very well

These internet influencers are usually experts in the field of beauty and skincare, and they know a lot about the ingredients, efficacy, and applicability of various products. Therefore, when they recommend a product on air, they usually introduce the features of the product in detail and can answer various questions from their fans. Such professional knowledge and experience can make fans trust these internet influencers more and be more willing to buy the products they recommend.

(3) Beauty and skin care internet influencers are usually very enthusiastic and approachable

These influencers usually interact with their fans, answer their questions, and share their experiences and advice. This kind of closeness and enthusiasm can make fans like these influencers more and be more willing to buy the products they recommend.

(4) Beauty and skin care influencers are usually very creative

These internet influencers usually show their recommended products in various ways, such as demonstrating makeup techniques, sharing their experience, and so on. These creative ideas can attract more fans' attention and make them more willing to buy the products they recommend.

To sum up, the main reasons why beauty and skin care live internet influencers are suitable for live streaming include having a strong influence, knowing the recommended products very well, being enthusiastic and approachable, and being creative. As a beauty and skincare live internet influencer, then promoting your products through live-streaming with goods will be a very good choice.

In short, live content types such as food broadcasting, life sharing, mother and child care, and beauty and skincare are all perfect for live streaming with products. By recommending various products to fans in live streaming, conducting trials and demonstrations, driving sales of the products and gaining business value from them.

1.5 live skills

Live streaming skill is one of the important factors to determine the quality of live streaming. If internet influencers do not have certain live streaming skills, such as how to interact with the audience, how to control emotions, etc., it is difficult to show their charm in live streaming and attract the attention of fans. Therefore, internet influencers need to learn and practice live streaming skills seriously before live streaming to improve their performance ability. The skills of live internet influencers can be judged from the following aspects:

1.5.1 Live streaming influencer's Expressiveness

An excellent live internet influencer needs to have good hosting skills and expressiveness, to be able to express their thoughts and emotions naturally and smoothly in live streaming, and to attract the attention and interest of the audience.

Non-live internet influencers can judge the hosting ability and expressiveness of live-streaming influencers from the following aspects:

(1) Elocution and Expression Ability

You can observe the live streaming influencer's eloquence and expression ability, including language organization ability, wording accuracy, voice intonation, etc., and whether they can express their views and ideas smoothly and vividly, and attract the audience's attention and interest.



Figure 1-16 Eloquence and expression are important features

(2) Hosting style and temperament

You can observe the hosting style and temperament of the live streaming influencer, including appearance, dress, behaviour and demeanour, whether it is in line with the theme and style of the live streaming, and whether it can leave a deep impression and memory to the audience.

(3) Interaction ability and adaptability

You can observe the live streaming influencer's interactive ability and strain ability, including the interaction with the audience, interaction with the guests and other aspects, whether it can establish a good interactive relationship with the audience and guests, increasing the fun and interactivity of the live streaming, and also need to consider the ability to deal with unexpected situations.

(4) Program planning and organization ability

You can observe the live streaming influencer's program planning and organization ability, including the program theme, program content, program arrangement and other aspects, whether it can carefully plan, organize and arrange the live program to improve the quality and effect of the live streaming.

(5) Social influence and Reputation

You can observe the social influence and reputation of the live-streaming influencer, including the number of fans, fan stickiness, social media interaction, word-of-mouth evaluation, etc., and whether they can form a good reputation and influence on social media and improve their popularity and reputation.

To sum up, non-banded internet influencers can judge the hosting ability and expressiveness of live-streaming influencers in terms of eloquence and expression ability, hosting style and temperament, interaction ability and adaptability, program planning and organization ability, social influence and reputation. Choosing live-streaming influencers with strong hosting ability and expressiveness for cooperation can improve the quality and effect of live streaming and attract more attention and interest from fans and viewers, as well as gain more business opportunities and commercial value.

1.5.2 Quality of live content

Live internet influencers need to produce high-quality live content, including graphics, sound effects, lighting and props, which can bring a good viewing experience to the audience.

Non-strip internet influencers can judge the quality of live content from the following aspects:

(1) Theme and content

You can observe whether the theme and content of the live streaming are in line with your positioning and style, whether they can attract the attention and interest of the audience, and also need to consider the professionalism and depth of the live content.

(2) Program arrangement and organization

You can observe whether the arrangement and organization of the live program are reasonable and orderly and whether it can make the audience feel the smoothness and coherence of the live streaming.

(3) Live streaming effect and interest

You can observe the effect and interest of live streaming, including the picture quality, sound quality, interactive effect and interest of live streaming, whether it can attract the attention and interest of the audience and improve the quality and effect of the live streaming.

(4) Professional knowledge and skills

You can observe the professional knowledge and skills of the live streaming influencer, including the professional knowledge and skills related to the theme and content of the live streaming, whether it can show its professional ability and level, and improve the professionalism and depth of the live streaming.

To sum up, the quality of the live content can be judged by the theme and content, program arrangement and organization, live streaming effect and fun, and professional knowledge and skills of the non-strip webcasters. Choosing live-streaming influencers with good quality live content for cooperation can improve the quality and effect of live streaming, attract more attention and interest from fans and viewers, and also enable more business opportunities and commercial value.

1.5.3 Ability to interact with the audience

Live internet influencers need to have a good ability to interact with the audience, including answering audience questions, interacting with the audience, replying to comments, etc., and being able to establish a good interactive relationship with the audience.

The ability to interact with the audience can be judged from the following aspects by non-strip internet influencers:

(1) Social Media Interaction

You can observe the live-streaming influencer's interaction with fans and viewers on social media, including replying to messages, liking comments, etc., to see if they can establish a good interactive relationship with fans and viewers and increase the stickiness of fans and viewers.

(2) Live interaction

You can observe the interaction between the live streaming influencer and the audience during the live streaming, including answering the audience's questions, inviting the audience to participate in interactive sessions and other aspects, whether it can establish a good interactive relationship with the audience and increase the fun and interactivity of the live streaming.

(3) Personal charm

You can observe the personal charm and attractiveness of the live streaming influencer,

including appearance, temperament, performance and other aspects, whether it can attract the attention and interest of the audience and increase the interaction with the audience.

(4) Topic selection and narration ability

You can observe whether the topics and narration ability chosen by the live streaming influencer, including the novelty and interestingness of the topics, the fluency and vividness of the narration ability, can attract the attention and interest of the audience and increase the interaction effect with the audience.

To sum up, non-banded internet influencers can be judged by their ability to interact with the audience in terms of social media interaction, live interaction, personal charm, topic selection and narration ability. Choosing live-streaming influencers with strong interaction ability with viewers for cooperation can improve the fun and interaction of live streaming, attract more attention and interest from fans and viewers, and also enable more business opportunities and commercial value.

1.5.4 Social Media Operation Ability

Live internet influencers need to have good social media operation ability, to be able to accumulate fans and viewers on social media, build personal brands, and increase their visibility and influence.

Non-strip internet influencers can judge their social media operation ability from the following aspects:

(1) Number of fans and growth rate

You can observe the number of followers and the growth rate of followers of the live streaming influencer, whether they can attract more attention and interest from fans and viewers, and increase their popularity and influence.

(2) Fan stickiness and interaction rate

You can observe the live streaming influencer's fan stickiness and interaction rate, including the retention rate, response rate and like rate of fans, and whether it can establish a good interactive relationship with fans and increase their loyalty and participation.

(3) Content quality and creativity

You can observe the quality and creativity of the content released by the live streaming influencer, including the novelty and interestingness of the topic, the quality and professionalism of the content, whether it can attract the attention and interest of fans and viewers, and increase

their popularity and influence.



Figure 1-17 Creative content can attract more viewers

(4) Selection and operation of social media platforms

You can observe the social media platforms and operations chosen by live-streaming influencers, including the crowd attributes, characteristics and algorithms of the platforms, and whether they can reasonably choose and operate social media platforms to improve their influence and visibility.

(5) Data analysis and marketing strategy

You can observe the live streaming influencer's data analysis and marketing strategy, including aspects such as fan and audience portrait based on data analysis and precise marketing strategy, and whether it can scientifically and effectively use data analysis and marketing strategy to improve its influence and commercial value.

To sum up, non-banded internet influencers can be judged by their social media operation ability in terms of the number of fans and growth rate, fan stickiness and interaction rate, content quality and creativity, selection and operation of social media platforms, data analysis and marketing strategies, etc. Choosing live-streaming influencers with strong social media operation ability for cooperation can increase their popularity and influence, attract more attention and interest from fans and viewers, and also enable them to gain more business opportunities and commercial value.

In conclusion, excellent live internet influencers need to have various skills and abilities to produce high-quality live content, build good interactive relationships, increase sales and influence,

and bring business value to themselves and their brands.

1.6 Image and Temperament

The image and temperament of an internet influencer are also important factors to determine whether it is suitable for live streaming. If a web influencer has a decent image and outstanding temperament, he or she will be able to attract more fans and gain higher popularity. However, if the internet influencer has a poor image and poor temperament, then it is difficult to show their charm in live streaming and attract the attention of fans. The image quality of live internet influencers can be judged from the following four aspects:

1.6.1 Grooming image

Live internet influencers need to have a good grooming image, including dressing, hair and makeup, posture and other aspects, to be able to show their personality and charm.

Non-strip internet influencers can be judged by their grooming image from the following aspects:

(1) Dressing

You can observe whether the live-streaming influencer's dressing is decent, neat and fashionable, whether it is in line with the theme and atmosphere of the live program, and whether it can leave a deep impression and memory on the audience.

(2) Manner and demeanour

You can observe whether the live streaming influencer's grooming and demeanour are generous and appropriate, whether they can show their confidence and charm, and whether they can enhance the professionalism and credibility of the live streaming.

(3) Body language

You can observe the body language of the live streaming influencer, including body language, facial expressions and other aspects, whether it can match the content of the live streaming, increasing the interest and expressiveness of the live streaming.

(4) Face image

You can observe the image of the live streaming influencer's face, including facial features, skin, hair and other aspects, whether it can show their beauty and charm, and enhance the visual effect and attractiveness of the live streaming.



Figure 1-18 A good outlook image can attract the audience

To sum up, non-banded internet influencers can be judged by their grooming image in terms of dressing, grooming manner, body language and face image. Keeping a good grooming image can improve the professionalism and credibility of the live streaming, increase the fun and expressiveness of the live streaming, attract more attention and interest from fans and viewers, as well as gain more business opportunities and commercial value.

1.6.2 Language expression

Live internet influencers need to have good language expression skills, be able to express their thoughts and emotions naturally and fluently and communicate and interact with the audience with appropriate language.

Non-strip internet influencers can be judged by their language expression ability from the following aspects:

(1) Voice intonation

You can observe whether the voice tone of the live-streaming influencer is clear, smooth and natural and whether it can be easily understood and accepted by the audience, increasing the audibility and intelligibility of the live streaming.

(2) Vocabulary and phraseology

We can observe whether the vocabulary and phrases of the live streaming influencer are rich, accurate and professional, and whether they can show their professional ability and level, and

improve the professionalism and depth of the live streaming.

(3) Language organization ability

You can observe the language organization ability of the live streaming influencer, including expression logic, grammatical accuracy, vocabulary coherence, etc., whether it can make the audience understand and accept, and improve the performance and credibility of the live streaming.

(4) Emotional expression ability

You can observe the live-streaming influencer's emotional expression ability, including the intonation of the language, the change of tone, the transmission of emotion, etc., whether it can make the audience feel the live-streaming influencer's emotion and charm, and increase the interest and expressiveness of the live streaming.



Figure 1-19 Simple and direct emotional expressions can gain out-of-the-loop ability

To sum up, non-strip internet influencers can be judged by their language expression ability in terms of voice intonation, vocabulary and phrasing, language organization ability, and emotional expression ability. Improving language expression ability can make life streaming more professional, in-depth and interesting, attracting more attention and interest from fans and viewers, as well as being able to gain more business opportunities and commercial value.

1.6.3 Emotional Resonance

Live internet influencers need to have good emotional resonance ability, to be able to resonate and connect with the audience with sincere emotions, and to arouse their empathy and resonance.

Non-strip internet influencers can be judged by their emotional resonance ability from the following aspects:

(1) Live content

You can observe the live content of the live streaming influencer, whether it matches the needs and interests of the audience, whether it can cause resonance and emotional resonance with the audience, and increase the attractiveness of the live streaming and the stickiness of the audience.

(2) Emotional expression

You can observe the live streaming influencer's emotional expression ability, including language expression, body language, facial expressions and other aspects, whether it can convey real emotion and emotional resonance, increasing the affinity and infectious power of live streaming.

(3) Personal story

You can observe the live-streaming influencer's personal stories and experiences, whether they have common and resonant points with the audience, whether they can cause the audience's empathy and emotional resonance, and increase the infectious power and attractiveness of the live streaming.

(4) Social media interaction

You can observe the live streaming influencer's interaction with fans and viewers on social media, whether it can establish a good interactive relationship with fans and viewers, and increase the stickiness and emotional resonance of fans and viewers.

To sum up, non-carrying internet influencers can be judged by their emotional resonance ability in terms of live content, emotional expression, personal stories and social media interaction. Improving the emotional resonance ability can make live streaming more infectious and attractive, increase the stickiness and loyalty of the audience, and also enable more business opportunities and commercial value.

1.6.4 Personal Characteristics

Live internet influencers need to have unique personal characteristics to show their personality and features, distinguish themselves from other internet influencers, and increase their popularity and influence.

Non-strip internet influencers can be judged by their characteristic ability from the following aspects:

(1) Live Streaming Style

You can observe the live streaming style of the live streaming influencer, including humour, fun, affinity, professionalism and other aspects, whether they can show their unique style and characteristics, increasing the fun and expressiveness of the live streaming.



Figure 1-20 Unique live styles can also get out of the circle effect

(2) Personal strengths

You can observe the personal strengths and talents of the live streaming influencer, including singing, dancing, playing musical instruments, painting and other aspects, whether they can show their strengths and talents, increasing the diversity and charm of the live streaming.

(3) Professional ability

You can observe the professional ability of the live streaming influencer, including industry experience, skill level, academic background, etc., and whether they can show their professionalism and depth, and improve the credibility and professionalism of the live streaming.

(4) Unique brand image

You can observe the live streaming influencer's brand image, including name, image, slogan, label and other aspects, whether it can show its unique brand image and characteristics, and attract more fans and viewers' attention and interest.

To sum up, non-banded internet influencers can be judged by their characteristic ability in terms of live streaming style, personal strengths, professional ability and unique brand image. Showing their unique personal characteristics and brand image can increase the fun, diversity and expressiveness of live streaming, attract more attention and interest from fans and viewers, and also enable them to gain more business opportunities and commercial value.

These four aspects are the main aspects of live internet influencer image temperament judging and live internet influencers need to have good abilities in these aspects to be able to show their personality and charm, attract the attention and interest of the audience, and increase their popularity and influence.

2 The choice of categories

With the rise of live-streaming with goods, more and more internet influencers have started to use the live-streaming platform to sell their goods. However, not all goods are suitable to be sold through live streaming. Therefore, how to judge which categories are suitable for internet influencers to live with goods becomes a question worth exploring.

2.1 Preference for bags and beauty categories

Based on the data related to TikTok e-commerce live streaming in the U.S., the number of viewers of different live-streaming with goods categories can be calculated. A higher number of live-streaming with goods viewers can improve the effect of live-streaming with goods and also have a higher probability of getting a higher rate of the circle. In this article, we focus on the five most popular categories of live-streaming in the U.S. (bags, clothing, jewellery, beauty and wigs), and the results of the analysis of live-streaming categories and the number of viewers are shown in the figure below.

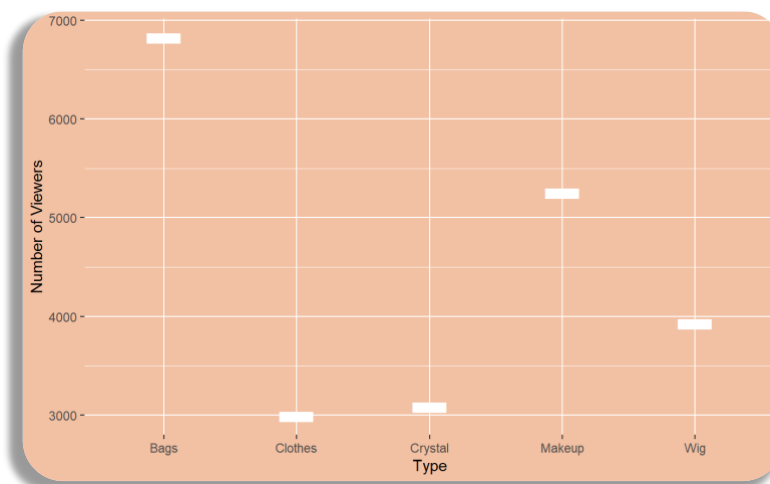


Figure 2-1 Analysis results of live streaming categories and number of viewers on the TikTok platform in the United States

From the above figure, we can understand that there is a certain relationship between the category of live streaming with goods and the number of viewers and choosing the category that attracts more viewers for live streaming can get a higher probability of getting out of the circle. From the analysis of the results of the bag of the live streaming of the largest number of viewers, the average single live with goods have about 6900 viewers. Secondly, for the beauty category of

e-commerce lives streaming with goods, the average single live streaming with goods has about 5,300 viewers. Finally, for the wig category e-commerce live to carry, the average single live carry has about 4,000 talented viewers. The U.S. region living with the choice of bags can get more viewers, for the U.S. region of the netizens to choose bags or the beauty category for living with the goods is a relatively good choice.

Based on the analysis of the sales of TikTok live-streaming in the United States, we can obtain the importance of different factors for live-streaming sales. The e-commerce live sales need to use effective factors to promote sales, and the results of the importance of the analysis to improve the strategy can be targeted to obtain better live sales effect. The ten most important factors for live sales on the TikTok platform in the United States are shown in the figure below.

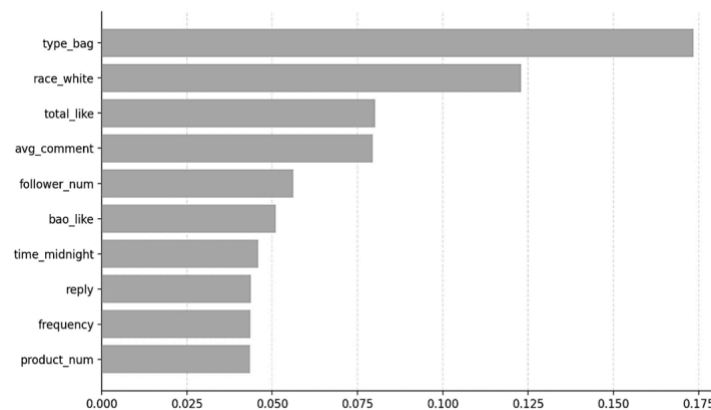


Figure 2-2 The ten most important factors of live streaming sales on the TikTok platform in the US

From the above figure, we can understand the importance of different factors for the U.S. TikTok platform lives with goods, through the corresponding development of strategies that can effectively promote the growth of life with goods sales. From the specific situation of the U.S. TikTok platform live with bags category is the most important factor, the importance of about 0.174, which indicates that the U.S. region's e-commerce live accounts choose to carry goods bags can get higher sales. Secondly, the importance of Caucasian live-streaming internet influencers is about 0.124, which indicates that Caucasian live-streaming internet influencers can get higher live sales, which may have some relationship with the cultural background of the U.S. region, Caucasian live-streaming internet influencers can get higher sales. Finally, the importance of the number of likes for live-streaming is about 0.077, which indicates that relatively high likes for live-streaming can promote the growth of sales, and the live-streaming live streaming influencers can guide the viewers to like the products in the process of live-streaming to increase the viewers'

tendency to buy them.

2.2 Category characteristics

First of all, the categories suitable for internet influencer live streaming should have certain characteristics. For example, these goods should have a certain degree of popularity and market demand, as well as a certain degree of brand influence and reputation. In addition, these goods should also have certain differentiation and personalization characteristics to attract more consumers' attention.

Internet influencers can choose the goods category according to the live content characteristics combined with the category characteristics, the specific methods are as follows:

2.1.1 Beauty and Skincare

If the live content is mainly about beauty and skin care, then you can choose products related to it to carry goods, such as cosmetics, skincare products, etc.

Non-stocking internet influencers suitable to bring beauty and skin care categories need to be judged from the following aspects:

(1) love and understanding of the beauty and skincare industry

You can observe the live-streaming influencer's love and understanding of the beauty and skincare industry, including their knowledge of the products, attention to industry trends, etc., and whether they can provide valuable content to the audience with a professional attitude and knowledge.

(2) Personal image and temperament

You can observe the personal image and temperament of the live-streaming influencer, whether it can show affinity, confidence and charm, and meet the image standards and aesthetic values of the beauty and skincare industry.

(3) Makeup and skincare skills

You can observe the make-up and skincare skills of the live streaming influencer, whether they can provide quality service to the audience with professional skills and techniques, and increase the trust and satisfaction of the audience.

(4) Matching brands and products

You can observe the match and fit between live streaming influencers and brands and

products, including the positioning of brands, characteristics of products, target audiences, etc., and whether they can form an organic union with brands and products to improve the promotion effect and commercial value.

To sum up, the suitability of non-stocking internet influencers for beauty and skincare categories requires comprehensive consideration of their knowledge and love of the beauty and skincare industry, personal image and temperament, makeup and skincare skills, as well as the match and fit with brands and products. If they have the advantages in these aspects, they can become an excellent beauty and skincare category internet influencer and can gain more business opportunities and business value in this field.

2.2.2 Bags

With the rise of e-commerce platforms, bringing goods online to influencers has become a new marketing method. By sharing their lives, dressing and other content on social media, they have attracted a large number of fans and become an important force for brand promotion. However, not all internet influencers are suitable for the category of carrying bags. This article will analyze in detail from several aspects and hope to provide some references for you.

(1) Style and brand matching

An internet influencer suitable for the carrying bags category, first of all, needs to have a unique style, and this style should match the positioning of the brand. For example, if a brand focuses on a minimalist style, then when choosing a spokesperson, you need to find those internet influencers who are good at wearing a minimalist style. This will not only improve the endorsement effect but also enhance the brand image.

(2) The characteristics of the fan base

A netizen who is suitable for the carrying bags category should have a fan base that matches the target consumer group of the category. For example, if a brand focuses on high-end luxury bags, then when choosing a spokesperson, you need to find those fan groups who have certain purchasing power and pay attention to quality. This can not only improve the endorsement effect but also attract more target consumer groups for the brand.

(3) the image of the spokesperson and the product match

A netizen who is suitable for the category of carrying bags should have an image that matches the characteristics of the product. For example, if a brand focuses on fashionable bags, then when

choosing a spokesperson, you need to find those internet influencers who have a sense of fashion and trends. This will not only improve the endorsement effect but also make the consumers accept the product more easily.

(4) the influence of the spokesperson

A netizen who is suitable for the carrying bags category should have a large enough influence. This will enable more people to pay attention to the product and increase sales. At the same time, the influence of the spokesperson can also improve brand awareness and reputation.

Overall, an internet influencer suitable for the carrying bags category needs to have a unique style, match the brand positioning, have a fan base that matches the target consumer group of the product, an image that matches the characteristics of the product and a large enough influence. Only when all these aspects can meet the requirements can a successful internet influencer become a successful internet influencer with goods.

2.2.3 Jewelry

With the rise of e-commerce, live-streaming has become a new type of sales method, in which internet influencers have become a group that attracts much attention. Through their influence and attractiveness, they bring more exposure and sales opportunities for brands. In this process, the jewellery category has also become a field of great interest. So, how to determine whether a non-carrying internet influencer is suitable for carrying the jewellery category? Below, we will analyze this issue in detail.

(1) Characteristics of the jewellery category

As a kind of luxury goods, jewellery has a high price and high value. Therefore, when carrying jewellery, one needs to have certain professional knowledge and skills. For non-carrying internet influencers, if they do not have relevant jewellery knowledge and experience, it is difficult for them to bring out good results in the process of carrying goods.

(2) Influence and Popularity of Non-Shopping Internet Influencers

Influence and popularity are very important factors when carrying jewellery. Because jewellery is a niche field, it needs to be professional and unique to attract consumers' attention. If the non-promoters do not have enough influence and popularity, then it is difficult to attract consumers' attention and purchase.

(3) Image and style of non-stocking internet influencers

Image and style are also very important factors when carrying jewellery. Because jewellery is a kind of luxury good, it needs to have a certain elegance and taste. If the image and style of the non-stocking internet influencers do not match the jewellery or do not meet the aesthetics of the consumers, it is difficult to attract the consumers to buy.

(4) Marketing strategies of non-stocking internet influencers

Marketing strategy is also a very important factor when carrying jewellery. Because jewellery is a kind of luxury good, it needs a certain marketing strategy to attract consumers to buy it. If the non-stocking internet influencers do not have sufficient marketing strategies, it is difficult to bring out good results in the process of carrying goods.

To sum up, several factors need to be considered to determine whether non-carrying internet influencers are suitable for carrying jewellery categories. In addition to expertise, influence, popularity, image and style, marketing strategies also need to be considered. Only if you have enough conditions in these aspects can you bring out good results in the jewellery bandwagon.

2.2.4 Wigs

With the popularity of social media and the rise of e-commerce, netizens selling goods have become a new type of profession. Through their influence and appeal, they bring huge traffic and sales for brands. However, not all internet influencers are suitable for the band wig category. So, how to determine whether a non-carrying internet influencer is suitable for the carrying wigs category? Here, let's analyze it in detail.

(1) Beauty knowledge and skills

Wigs belong to the beauty category, and as a spokesperson for the product, a non-stocking internet influencer must have an in-depth understanding of the product to be able to deliver truly useful information to consumers. Therefore, a non-stocking internet influencer with certain beauty knowledge and skills is more likely to resonate with the wig category and more likely to play to their strengths in the promotion process.

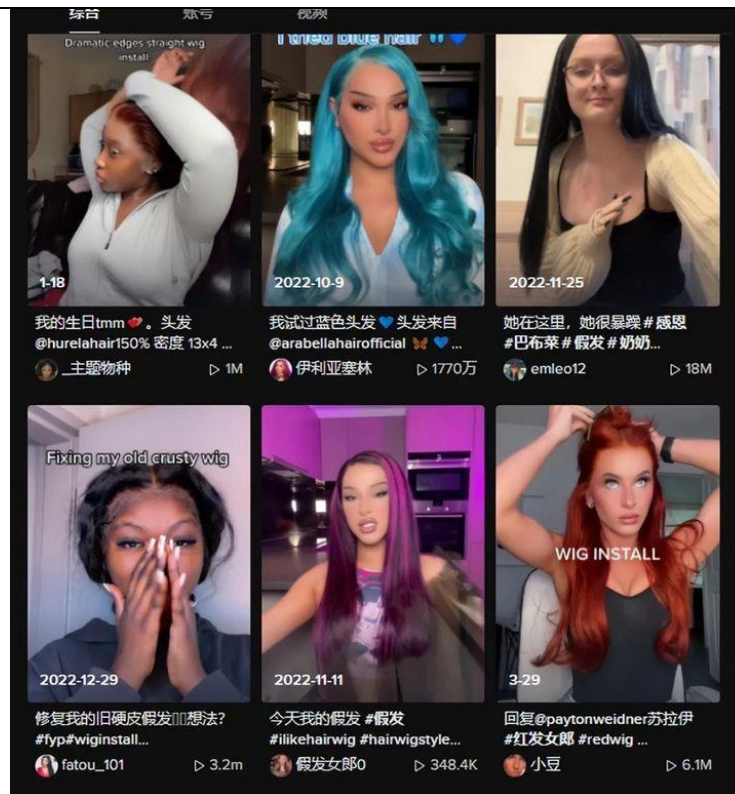


Figure 2-3 Wigs live with goods need beauty knowledge and skills

(2) influence and appeal

Because wigs are relatively special products, they need consumers to have a certain degree of trust and recognition before they can buy them. As a spokesperson for the product, a non-live-streaming influencer must have a certain degree of influence and appeal to be able to pass on this trust and recognition to consumers. Therefore, a non-promotional internet influencer with a certain influence and appeal is more likely to attract consumers' attention in the promotion process and more likely to recommend the product to consumers.

(3) Beauty and aesthetics

Wigs are beauty products, which require a certain sense of beauty and aesthetics to better show the characteristics and advantages of the products. As the spokesperson of the product, a non-buying netizen must have a certain sense of beauty and aesthetics to be able to show the product more beautifully and charmingly. Therefore, a non-promotional internet influencer with a certain sense of beauty and aesthetics is more likely to show the features and advantages of the products in the promotion process and more likely to attract consumers' attention.

To sum up, a non-promotional internet influencer suitable for the wig category needs to have certain beauty knowledge and skills, influence and appeal, as well as beauty and aesthetics. Only with these three conditions at the same time, you can better promote the wig category products

and get better sales results. Therefore, when choosing a non-stocking internet influencer for the wig category, brands should consider the above three aspects and choose a spokesperson that best suits their brand image and product characteristics.

2.2.5 Fashion wear

If the content of the live streaming is mainly about fashion wear, then you can choose products related to it to carry goods, such as clothing, shoes, accessories, etc.

With the rapid development of the e-commerce industry, internet influencer has become a very hot occupation. A lot of people want to become internet influencers, but how to determine which category they are suitable for? The first thing you need to do is to make sure that you have a good idea of what you are doing. Let's analyze it in detail below.

(1) Aesthetic vision

First of all, what is needed in the fashion wear category is a good aesthetic vision. This aesthetic vision is not only about fashion sensitivity but also includes the ability to grasp the overall match. Therefore, if non-stocking internet influencers want to enter the category of fashion wear, they need to have a good aesthetic vision and need to keep learning and improving.

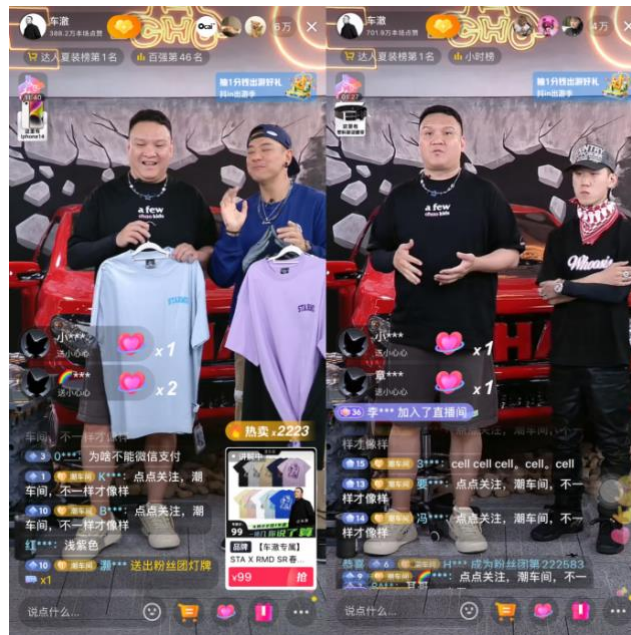


Figure 2-4 Fashion dressing requires a certain amount of experience in trendy fashion.

(2) Good image

The second thing that the fashion wear category needs is a good image. As an internet influencer in the fashion wear category, you need to have a good image, including a good-looking

face, a good-looking body, a good-looking dressing style and so on. Therefore, if a non-stocking internet influencer wants to enter the fashion wear category, he or she needs to focus on his or her image and needs to constantly maintain his or her image.

(3) Eloquence

Again, what is needed in the fashion wear category is good eloquence. As an internet influencer in the fashion wear category, you need to have good eloquence, be able to express your ideas and opinions clearly and be able to attract the audience's attention. Therefore, if you want to enter the fashion wear category, you need to pay attention to your eloquence and constantly improve your eloquence skills.

(4) Charisma

Lastly, what the fashion wear category needs is good charisma. As an internet influencer in the fashion wear category, you need to have good charisma that can attract the attention of the audience and make them like you. Therefore, if a non-stocking internet influencer wants to enter the fashion wear category, he or she needs to focus on his or her charisma and needs to constantly improve his or her charisma.

In short, as a fashion-wear netizen, you need to have a good aesthetic eye, a good image, good eloquence and good charisma. If you do not have these conditions, then you are not suitable to enter the fashion wear category. Therefore, when choosing a category that you are suitable for, non-strip internet influencers must choose according to their actual situation and keep improving their abilities and qualities.

2.2.6 Gourmet Cooking

If the live content is mainly about gourmet cooking, then you can choose products related to it to carry goods, such as kitchenware, ingredients, etc.

With the emergence of e-commerce platforms, the internet influencer has become an emerging profession. In the field of gourmet cooking, bandwagon netizens are also getting more and more attention. However, how to judge whether the non-carrying Internet influencers is suitable for carrying the gourmet cooking category? This article will analyze in detail the following aspects.

(1) Professionalism

First of all, whether or not a non-stocking internet influencer has a certain degree of

professionalism is an important factor in determining whether or not it is suitable for the food cooking category. For Internet influencers in the field of food cooking, they need to have certain cooking skills and taste control ability, be able to make delicious dishes and provide professional cooking skills and cooking knowledge to the audience.

(2) Influence

In addition to professionalism, the influence of non-tape internet influencers is also an important factor in judging whether they are suitable for the category of food cooking. Bringing in food internet influencers need to have a certain fan base and influence to be able to bring more exposure and sales to the brand. Therefore, non-carrying internet influencers need to improve their visibility and influence in the field of gourmet cooking through their efforts and continuous output of quality content.

(3) Brand cooperation

Brand cooperation is also an important factor in determining whether non-tape internet influencers are suitable for the food cooking category. Non-tape internet influencers need to establish a good partnerships with relevant brands so that they can provide more exposure and sales for the brands. At the same time, brands also need to choose non-takeout internet influencers that match their brand style for cooperation, so that they can better promote their products and services.

(4) Content Quality

Finally, the content quality of non-tape internet influencers in the field of gourmet cooking is also an important factor to judge whether they are suitable for the category of food gourmet cooking. Content quality includes video production, text description, dish presentation and other aspects. Non-tape internet influencers need to improve their ability and level in these aspects through continuous learning and practice to be able to produce more high-quality and valuable content.

To sum up, the suitability of non-tagging internet influencers for the gourmet cooking category needs to be considered in terms of professionalism, influence, brand cooperation and content quality. Only with a certain level and ability in all these aspects can you become an excellent internet influencer to bring more exposure and sales to brands in the field of gourmet cooking.

2.2.7 Fitness and Health

If the content of the live streaming is mainly about fitness and health, then you can choose products related to it to carry goods, such as fitness equipment, nutrition products, etc.

With the popularity of fitness and healthy lifestyles, internet influencers have started to emerge in this field. But how can you tell if a non-stocking internet influencer is suitable for the fitness and health category? Let's analyze it in detail.

First of all, a non-stocking internet influencer that is suitable for the fitness and health category should have the following characteristics:

(1) A certain knowledge base of fitness and health

This not only allows them to better understand the role and effect of the product but also helps them to answer the audience's questions during the live streaming.



Figure 2-5 Fitness live banding requires extensive relevant experience

(2) Have some fitness and health experience

Only after experiencing the effect of the product, can you better recommend it to the audience and give your insights and suggestions in the live streaming.

(3) Have a certain influence and fan base

A non-stocking internet influencer suitable for carrying fitness and health products must have a certain influence and fan base, to ensure the exposure rate and sales of the products.

In addition to the above points, the following aspects need to be considered:

(1) whether the live content is in line with the fitness and health theme

The content of the live streaming needs to be related to the theme of fitness and health and should be able to attract the interest of the audience.

(2) Whether the live streaming form is vivid and interesting

The live streaming format needs to be vivid and interesting and can enhance the audience's participation through some interactive links.

(3) Whether the product meets the market demand

The products need to meet the market demand and have a certain degree of competitiveness, to attract more consumers.

(4) Whether the product is real and effective

The products must be real and effective, otherwise, even a non-stocking internet influencer that is suitable for carrying fitness and health items cannot endorse them.

When judging whether a non-carrying internet influencer is suitable for the carrying fitness and health category, the following points should also be noted:

(1) Don't blindly pursue popular topics

Although fitness and a healthy lifestyle are hot topics at the moment, not all non-stocking internet influencers are suitable for this field.

(2) Don't pursue sales volume too much. Although sales volume is an important indicator to measure the success or failure of a bandwagon internet influencer, if this is the only criterion to choose a non-bandwagon internet influencer, it is likely to ignore other important factors.

(3) Don't ignore the brand image. A good brand image can bring more trust and recognition to a product, so when choosing a non-stocking internet influencer suitable for carrying fitness and health categories, you also need to consider whether its brand image meets the requirements.

To sum up, to determine whether a non-stocking internet influencer is suitable for carrying the fitness and health category, we need to consider several factors, including its knowledge base, experience, influence and fan base, and also need to pay attention to factors such as live content, live format, product market demand and real effectiveness. Only by taking these factors into account can you choose the most suitable non-carrying internet influencer to carry out the promotion of carrying goods.

2.2.8 Travel photography

If the live content is mainly about travel photography, then you can choose products related to it to carry goods, such as cameras, photography equipment, etc.

With the rise of live streaming, more and more internet influencers are trying to bring in the travel photography category. However, not all internet influencers are suitable for this field, so

how to determine whether a non-carrying internet influencer is suitable for carrying the travel photography category? The following will provide you with a detailed analysis.

(1) Photography skills

First of all, an internet influencer who is suitable for the travel photography category needs to have certain photography skills. In the process of live streaming, internet influencers need to show the audience beautiful scenery and food, which need to be presented in the way of photography. Therefore, an internet influencer who is good at photography will be more likely to be welcomed by the audience. In addition, for some special shooting scenes, such as underwater shooting, night shooting, etc., internet influencers need to have the corresponding skills to complete the task.

(2) Travel experience

Secondly, a web influencer suitable for the category of leading travel photography needs to have certain travel experience. During live streaming, internet influencers need to introduce the culture, characteristics and history of different regions to the audience, which all require a certain amount of travel experience to do. In addition, for some special shooting scenes, such as natural scenery off the beaten path and special folk culture, internet influencers need to have certain travel experiences to find these places and shoot them.

(3) Promotion ability

Thirdly, a web influencer who is suitable for bringing goods to the travel photography category needs to have a certain product promotion ability. During live streaming, internet influencers need to introduce different products to the audience, such as travel routes, food, accommodation, etc., which require a certain degree of promotion ability to do. In addition, for some special products, such as special handicrafts, local specialties, etc., internet influencers need to have a certain understanding and promotion ability to introduce them to the audience.

(4) Strain ability

Finally, a web influencer who is suitable for bringing goods to the travel photography category needs to have a certain degree of strain ability. During live streaming, the internet influencer needs to interact with the audience and establish a good relationship with them, which requires a certain personality charm to do so. In addition, during live streaming, internet influencers need to deal with various unexpected situations, such as sudden weather changes and schedule changes, which require a certain degree of resilience and charisma to cope with.

To sum up, a web influencer who is suitable for bringing goods to the travel photography category needs to have various qualities such as photography skills, travel experience, product promotion ability and personality charm. Only an internet influencer with these qualities can stand out in the field of take-home travel photography and bring a better viewing experience to the audience.

In a word, internet influencers can choose the corresponding goods-carrying categories for promotion and sales according to the characteristics of the live-streaming content. Choosing products related to the live content to carry goods can better attract the attention and interest of viewers and fans, and improve the purchase conversion rate and sales. At the same time, it is also necessary to pay attention to the quality and image of the products to improve the visibility and reputation of the products and to increase the effect of bringing goods and business value.

2.3 Market demand

Secondly, according to the characteristics of different goods and consumer needs, the categories suitable for live internet influencer goods can be divided into several major categories. For example, beauty and skincare, clothing and accessories, mother and child products, home life, digital appliances and other categories are more suitable for sales through live internet influencers. These categories are characterized by high market demand, strong brand influence and high consumer attention, and also have certain differentiation and personalization characteristics, which can attract more consumers' attention and purchase.

Internet influencers can choose the categories of goods to be carried according to the market demand, in the following ways:

2.3.1 Pay attention to market trends

Internet influencers need to pay attention to the market trend, understand the popular and popular product categories in the current market, and choose the products suitable for the market demand to carry goods.

With the development of the Internet, the Internet influencers economy is gradually emerging, and more and more people are beginning to link their lives and work with the Internet. Internet influencers are a special group among them, and through their influence and fan base on the Internet, they provide a new marketing method for merchandising. However, for non-carrying

internet influencers, how to choose the category of carrying goods according to the market trend has become a question worth exploring.

(1) Understanding the overall trend of market development

First of all, non-stocking internet influencers need to understand the market trend. Market trend refers to the overall development trend of the market over some time, including market size, consumer demand, competition pattern and other aspects. Knowing the market trends can help non-stocking internet influencers better grasp the market dynamics and choose a suitable category for their stocking.

(2) Consider your interests and expertise

Secondly, non-stocking internet influencers need to consider their own interests and professional knowledge. To choose a suitable category for themselves, non-internet influencers need to have certain interests and professional knowledge. Only by understanding the knowledge and skills related to the category they carry can they better provide their fans with valuable product information and purchase advice.

(3) Consumer Demand

Last but not least, non-stocking internet influencers need to pay attention to consumers' needs. Consumer demand is one of the most important factors to consider when choosing a product category. Understanding consumer demand can help non-stocking internet influencers better grasp the market dynamics and choose the right category for themselves. At the same time, understanding consumers' needs can also help non-stocking internet influencers better provide their fans with valuable product information and purchasing advice.

In a word, how to choose a category according to the market trend needs to be considered from several aspects. Only by understanding market trends, paying attention to consumer needs, and having certain interests and professional knowledge can you choose the right category for your products and provide valuable product information and purchase suggestions for your fans.

2.3.2 Investigate and analyze the target audience

Internet influencers can survey and analyze the needs and preferences of the target audience, and choose the product categories suitable for the target audience to carry goods. This can better attract the attention and interest of viewers and fans, and increase purchase conversion rate and sales.

With the popularity of social media and the development of e-commerce, the bandwagon internet influencer has become a new type of marketing method. However, for non-strip internet influencers, it is a question worth exploring how to investigate and analyze the target audience to choose a category to carry goods.

(1) Understand your audience group

First of all, non-stocking internet influencers need to understand their audience groups. This includes age, gender, geography, consumption habits and other aspects. You can analyze your fan base to understand their interests, buying behaviour and other information. Also, you can get more data about your audience through the data analysis tools of social media platforms, such as the Weibo data centre and WeChat public number analysis.

(2) Understanding industry development

Secondly, non-strip internet influencers need to understand industry development. This includes current popular product categories, consumption trends and other aspects. You can learn about the market dynamics by following industry information and attending industry exhibitions. At the same time, you can also check the search volume, sales and other data of the current popular commodities through search engines and e-commerce platforms.

(3) Combine your characteristics to choose the right category of goods

Lastly, non-stocking internet influencers need to combine their characteristics to choose the right category of goods to carry. This includes their hobbies, professional fields and other aspects. You can choose the field you are good at or the category of goods that matches your image. At the same time, it is also necessary to consider the market competition and choose a category that is relatively easy to enter and has a certain profit space.

In a word, non-stocking internet influencers need to consider several factors to choose a stocking category, including audience groups, market demand and their characteristics. Through accurate investigation and analysis, you can choose the right category to improve your marketing effectiveness.

2.3.3 Analyze Competitors

Internet influencers can analyze competitors' banding categories and sales, and choose different product categories from competitors for banding, to occupy a bigger share and advantage in the market.

With the continuous development of the e-commerce industry, internet influencer has become a new type of promotion method. However, when choosing a banding category, how can you analyze your competitors to better choose a banding category that suits you? Below, we will provide a detailed analysis.

(1) understand the competition

When choosing a carry category, you first need to understand your competitors. By understanding the competitors' product types, sales, number of fans and other information, you can better understand the market situation, so that you can choose the right category for your carry.

Specifically, you can learn about your competitors in the following ways:

1) Browse competitors' social media accounts

By browsing competitors' social media accounts, you can learn about their product types, promotion methods and other information. You can follow competitors' accounts to keep abreast of their latest developments.

2) Search competitors' product keywords

By searching competitors' product keywords, you can learn about their product types, sales and other information. You can search through search engines or e-commerce platforms.

3) Participate in industry exhibitions

Attending industry exhibitions can provide information about the development of the whole industry, as well as the product types and sales of competitors. You can learn about the exhibition information through the official website of the exhibition or related organizations.

(2) Analysis of competitors

After understanding the competitors, you need to analyze them. By analyzing competitors' product types, sales, number of fans and other information, you can better understand the market situation, so that you can choose the right category for your band.

Specifically, the following aspects can be analyzed:

1) Product type

Analyze the product types of competitors, you can understand which products in the market are more popular and which products are more unpopular. You can choose popular products to promote with goods, and you can also choose cold products to promote by selling goods to get higher revenue.

2) Sales situation

Analyze the sales of competitors, you can understand which products are selling well in the market and which products are lagging. You can choose the best-selling products to promote with goods, and you can also choose the lagging products to promote with goods to get higher revenue.

3) Number of fans

Analyzing the number of fans of competitors, you can understand which areas of the market are more popular and which areas are colder. You can choose popular areas for bandwagon promotion, and you can also choose cold areas for bandwagon promotion to get higher revenue.

(3) Choose the category of take-home products

After understanding your competitors and analyzing them, you can choose the right category for you. When choosing a banding category, you need to consider the following factors:

(1) personal interest

Choosing a personal interest in the goods category can better play to their advantage, and be easier to adhere to.

2) market demand

Choosing a strong market demand for the goods category can get higher revenue.

3) Competition

Choosing a less competitive category can be more successful.

4) Own ability

Choose their ability to bring the goods category can better play their advantages, and easier to adhere to.

In short, in the selection of goods category, you need to take into account all factors, and according to their situation to choose.

(4) Summary

Through the above analysis, we can draw the following conclusions:

(1) Understanding the competitors is an important prerequisite for choosing the carry-over category.

(2) Analysis of competitors can better understand the market situation, and choose the right category for their carry.

(3) When choosing a take-home category, you need to consider various factors comprehensively and choose according to your situation.

I hope this article can provide some reference for non-carryout internet influencers when

choosing a carryout category.

2.3.4 Consider seasonal demand

Internet influencers need to consider seasonal needs and choose the product categories suitable for the current season to carry goods. For example, in summer, you can choose swimming supplies, sunscreen supplies, etc., and in winter, you can choose warming supplies, snow equipment, etc.

With the rise of the e-commerce industry, more and more non-carrying internet influencers are starting to pay attention to how to choose the right category for their carrying. Seasonal demand is one of the factors that need to be considered when choosing a category to carry goods. In this article, we will analyze in detail the following aspects of how to analyze and consider the seasonal demand to choose a category.

(1) What is seasonal demand

Seasonal demand refers to the cyclical change of people's demand for certain goods or services as time goes by. For example, people's demand for goods such as ice cream and air conditioners will increase in summer, while people's demand for goods such as cotton clothes and baby warmers will increase in winter. Therefore, bandwagon netizens, need to take into account the change in seasonal demand when choosing a suitable bandwagon category for themselves.

(2) How to analyze seasonal demand

(1) Market research

When choosing a take-home category, you need to conduct market research to understand the sales of different goods and seasonal demand changes. Research can be done by looking at sales data from e-commerce platforms, industry reports and social media trending topics.

2) Consider climate change

The climate is one of the most important factors affecting seasonal demand. Climate change in different regions can have different effects on the demand for goods. For example, in the southern region, where the temperature is high in summer, people's demand for goods such as cool drinks and short-sleeved clothes will increase, while in the northern region, on the contrary, people's demand for goods such as warm clothes and baby warmers will increase.

3) Consider the holiday factor

Holidays are also one of the important factors affecting seasonal demand. For example,

during the Spring Festival people's demand for goods such as New Year's Eve and gifts will increase; while during Valentine's Day people's demand for goods such as flower bouquets and chocolates will increase. Therefore, you need to take into account the impact of different holidays on the demand for goods when choosing the category of goods to bring.

(3) How to choose the right category for your goods

(1) according to their characteristics to choose categories

When choosing a category, you need to choose according to your characteristics. For example, if you are a beauty blogger, you can choose seasonal beauty products, such as summer sunscreen, winter moisturizing masks, etc.; if you are a fitness blogger, you can choose seasonal fitness equipment or sportswear, etc.

2) Consider market demand

In addition to considering their characteristics, you also need to consider the market demand. Choosing a category with strong market demand for goods can improve the sales volume and revenue of goods. For example, choose to carry goods such as sunscreen and air conditioners in the summer, and choose to carry goods such as cotton clothes and baby warmers in the winter.

3) Diversify the selection of categories

When choosing a take-home category, you should not limit yourself to one category but rather diversify your choice of categories. This can reduce the impact of seasonal demand changes on the sales volume of goods, and improve the stability and revenue of goods sales.

In a word, seasonal demand is one of the key factors to consider when choosing a bandwagon category. Non-carryout internet influencers can analyze seasonal demand through market research, consider climate change and holiday factors, etc., and choose a suitable carry out category for themselves. At the same time, they also need to make comprehensive considerations based on their characteristics, considering market demand and diversifying the selection of categories to improve the sales volume and revenue of their goods.

2.3.5 Consider Age and Gender Needs

Internet influencers need to consider the needs of different age and gender groups and choose product categories suitable for different age and gender groups to carry goods, to meet the needs and preferences of different consumer groups and improve purchase conversion rate and sales.

With the popularity of social media, more and more people have started to emerge as internet

influencers. Among them, the internet influencer has become a popular profession. However, for those who have not yet become a bandwagon internet influencers, how to analyze and consider age and gender needs to choose a bandwagon category? This article will analyze this issue in detail.

First of all, we need to make it clear that the core of a bandwagon internet influencer is to sell products. Therefore, the first thing to consider when choosing a bandwagon category is the market demand. In other words, you should choose products with market demand as the banding category. This is very important because only when you choose products with market demand can you get more attention and sales opportunities.

Second, we need to consider the age and gender needs. This is also very important because the needs of people of different ages and genders for products are different. For example, products for young women may not be suitable for the market for middle-aged men. Therefore, when choosing a take-home category, we need to choose the right product for our age and gender characteristics.

Next, let's analyze specifically how to choose a take-home category based on age and gender needs.

(1) Teenage market

For the teenage market, they pay more attention to fashion and trends. Therefore, you can choose some fashion-related products as a carry category, such as clothing, shoes, cosmetics, etc.

(2) Middle-aged and young people market

For the middle-aged and young people market, they pay more attention to health and quality. Therefore, you can choose some products related to health and quality as the goods category, such as healthcare products, household products, digital products, etc.

(3) Middle-aged and elderly market

The middle-aged and elderly market, pay more attention to practicality and comfort. Therefore, you can choose some products related to practicality and comfort as the carry category, such as household products, health care products, clothing, etc.

(4) Women's market

For the female market, they pay more attention to beauty and skin care. Therefore, you can choose some products related to beauty and skincare as the carry category, such as cosmetics, skincare products, clothing, etc.

(5) Male market

The male market pays more attention to practicality and functionality. Therefore, you can choose some products related to practicality and functionality as the carry category, such as digital products, sports equipment, household goods, etc.

To sum up, choosing a carry category requires consideration of multiple aspects such as market demand, age and gender needs. Only when you choose the right products for yourself and meet the market demand can you get more attention and sales opportunities?

In a word, internet influencers can choose suitable product categories to promote and sell according to the market demand. Choosing product categories suitable for market demand can better attract the attention and interest of viewers and fans, increase purchase conversion rate and sales, and also meet the needs and preferences of different consumer groups, improving business value and brand image.

2.4 Internet Influencer's Characteristics and Style

In addition, it should also be noted that the characteristics and styles of the internet influencers themselves need to be taken into account when choosing the categories suitable for internet influencers to carry goods live. For example, some internet influencers are good at make-up and beauty and skincare, so they are suitable for choosing such products for live streaming; while others are good at dressing and accessories, so they are suitable for choosing clothing and accessories products for live streaming. Therefore, when choosing categories suitable for internet influencers to carry goods live, it is also necessary to take into account the characteristics and style of the internet influencers themselves to better attract consumers' attention and purchase.

Internet influencers can choose the categories of live products according to their characteristics and styles, in the following ways:

2.4.1 Personal Interest and professional field

Net influencers can choose product categories related to their areas of expertise from their own personal interests and professional fields to carry goods. For example, internet influencers who are good at singing can choose products related to music to carry goods.

With the popularity of short video and live streaming, the Internet influencers economy is becoming a new business model. In this business model, bringing goods has become an important means, and choosing the right category for bringing goods has become one of the problems that

non-bringing internet influencers need to consider. So, how to analyze and consider the personal interest and professional fields to choose the category of goods? Here, let's analyze it in detail.

(1) Personal interest is one of the most important factors in choosing a product category

Only when a person is interested in a certain product or industry can he or she better understand the characteristics and advantages of that product or industry, and be able to better convey relevant information and emotions to the audience. Therefore, when choosing a category to carry, non-carrying internet influencers need to first consider their interests and see if some products or industries match their interests. For example, if a person likes cosmetics, then they can choose cosmetics to carry; if a person likes fitness, then they can choose fitness equipment or sportswear and other related products to carry.

(2) The area of expertise is also one of the important factors in choosing the type of goods to be carried

Only when a person has professional knowledge and experience in a certain field can he or she better understand the needs and pain points of that field, and be able to better deliver relevant information and tips to the audience. Therefore, when choosing a category to carry, non-carrying internet influencers also need to consider their area of expertise and see if some products or industries fit their area of expertise. For example, if one is a doctor or a nurse, then one can choose to carry products related to medical equipment or health care products; if one is a food blogger, then one can choose to carry products related to kitchenware or ingredients.

(3) Market demand is also a very important factor

A product or industry can only be a good category for bringing goods if there is a large enough demand in the market. Therefore, when choosing a category to carry, non-carrying internet influencers need to understand the market demand and do good market research. In addition, product quality and Reputation are also very important factors. Good product quality and reputation can bring more trust and recognition to non-stocking internet influencers, thus increasing sales volume and revenue.

(4) Risks and challenges

For example, when choosing the category of bringing goods, you need to pay attention to the legality and safety of the products and avoid choosing some illegal or unsafe products. In addition, you need to pay attention to maintaining your image and reputation in the process of carrying goods to avoid some negative events or public opinion.

To sum up, when choosing the category of carrying goods, non-carrying internet influencers need to consider multiple factors such as personal interest, professional field, market demand, product quality and reputation, and they need to pay attention to some risks and challenges. Only by doing a good job in these aspects can they choose the right category for their products and achieve good results and profits.

2.4.2 Personal Image and Style

Net influencers can start from their image and style, and choose product categories that match their image and style to carry goods. For example, internet influencers who are fresh and cute can choose products related to fresh and cute to carry goods.

With the development of social media, more and more people are starting to pay attention to internet influencers to carry goods. But for those non-stocking internet influencers who have no experience in carrying goods, how can they choose the right category of carrying goods for themselves according to their image and style? The following will be a detailed analysis for you.

(1) Overall image

First of all, personal image is one of the important factors to be considered when choosing a category. A person's image includes two aspects: external image and internal image. The external image mainly refers to a person's appearance, dress, hair and other aspects, while the internal image includes a person's personality, temperament, interests and other aspects. When choosing a band category, you need to choose according to your outer and inner image.

(2) External image

For example, if a person's external image is more fresh and natural, then you can choose some categories of goods related to the natural environment, such as outdoor sports, fitness equipment, health food, etc.; if a person's external image is more fashionable, then you can choose some categories of goods related to fashion, such as clothing, cosmetics, jewellery, etc. And when choosing a carry category, you also need to consider your inner image. For example, if a person is more literary and fresh, then you can choose some literary-related categories, such as books, artwork, handicrafts, etc.; if a person is more humorous and funny, then you can choose some humour-related categories, such as fun toys, household items, etc.

(3) Personal style

In addition to personal image, style is also one of the factors to be considered when choosing

a category to carry goods. A person's style can be divided into a variety of types, such as sweet, vintage, minimalist, etc. When choosing a carry category, you need to choose according to your style. For example, if a person's style is sweet and cute, then you can choose some of the bring categories related to sweet styles, such as jewellery, cosmetics, women's clothing, etc.; if a person's style is more vintage and elegant, then you can choose some of the bring categories related to vintage styles, such as antiques, home furnishings, cultural shirts, etc.; if a person's style is more simple and fashionable, then you can choose some of the bring categories related to simple style-related categories, such as digital products, home accessories, sports equipment, etc.

In short, when choosing a category, you need to choose according to your image and style. Only when you choose the right category for yourself, you can better show your charm and personality and attract more fans and consumers.

2.4.3 Live content characteristics

Internet influencers can start from their live content characteristics and choose product categories related to their live content to carry goods. For example, beauty bloggers can choose products related to beauty to carry goods.

With the rise of live e-commerce, more and more non-carrying internet influencers are also starting to join the ranks of live carrying. However, for them, how to analyze and considering the characteristics of live content to choose the goods category is a problem that requires in-depth thinking. In this article, we will analyze the following aspects for you in detail.

(1) Understanding the audience group

Before choosing a live-streaming category, non-stocking internet influencers need to understand their audience groups first. Different audience groups have different needs and preferences for products, so choose a category that suits your audience group to get better results. For example, if your audience is mainly young women, then choosing beauty, clothing, accessories and other categories may be more suitable.

(2) Explore your advantages

When choosing a category to bring goods, the non-buying internet influencers also need to explore their strengths. For example, if you are good at makeup, then you will be more comfortable in choosing the beauty category; if you are good at matching clothes, then you will be more natural and smooth in choosing the clothing category. By exploring your advantages, you can make the

live content more realistic and natural, and also more likely to attract the attention of the audience.

(3) Choose popular goods

When choosing the category of goods to bring, the non-stocking internet influencers also need to pay attention to the popular goods in the current market. Popular goods often have high market demand and sales volume, so choosing these goods can more easily attract the audience's attention and purchase desire. At the same time, popular goods are also more likely to get support and cooperation opportunities from manufacturers and brands.

(4) Consider the live-streaming format

The live-streaming format is also one of the factors to consider when choosing a carry category. Different forms of live streaming have different applicability to different categories of goods. For example, a short live video is suitable for showing product details and usage, while a long live video is more suitable for in-depth product analysis and explanation. Therefore, when choosing a live category, you need to consider your live format and choose a live category that is suitable for that format.

(5) Pay attention to competitors

Finally, when choosing the category of goods, non-live internet influencers also need to pay attention to their competitors. Knowing the categories and promotion strategies chosen by competitors can provide reference and references for their own choices. At the same time, you can also optimize your own live content and promotion strategy by understanding the strengths and weaknesses of your competitors.

To sum up, when choosing a live category, non-live internet influencers need to consider various factors and make a choice by combining them with their actual situation. Only by choosing the right audience, exploring their advantages, focusing on popular products, considering the live streaming format and paying attention to competitors, can we make the live content more attractive and sales better.

2.4.4 Hot Industry Trends

Internet influencers can pay attention to popular industry trends and choose the current popular and popular product categories to carry the goods. This can better seize market opportunities and attract more fans and viewers.

With the rise of live-streaming with goods, more and more internet influencers are getting

involved in this field, but for non-internet influencers, how to analyze and consider popular industry trends to choose the category of goods to bring is a question worth exploring in depth.

First of all, we need to understand what is a popular industry trend. Hot industry trends refer to industries or fields that are popular and attract much attention in the current market. These industries or fields are usually closely related to the current socio-economic, cultural and technological development and have high market demand and potential profits. Therefore, choosing popular industry trends as a bandwagon category can increase sales and visibility.

So how do you analyze hot industry trends? The following are some methods and tools:

(1) Industry reports and data analysis

Industry reports and data analysis can be consulted to understand which industries or fields in the current market are favoured by consumers. For example, the reports released by organizations such as Ariadne Consulting and Econet International can provide relevant data and analysis.

(2) Social media and search engines

Social media and search engines are another way to understand current trends in popular industries. By following some famous netizens, bloggers or keyword searches, you can learn about the current popular goods or services.

(3) Consumer Research

Consumer research can be used to understand consumers' needs and preferences so that you can choose a carry category that meets market demand.

Choosing a popular industry trend as a carry category not only increases sales and visibility but also reduces market risk. However, it is important to note that choosing a popular industry trend does not necessarily mean that you will be successful. You also need to consider your strengths, resources and specialties, and choose according to market demand and your conditions.

In addition to choosing a popular industry trend as a bandwagon category, non-bandwagon internet influencers also need to pay attention to the following points:

(1) Choose a category that matches your strengths and interests

Only in the areas, they are good at and interested in can they better promote their products and services.

(2) Establish your brand image

You can establish your brand image through personalized live content, professional image

building and interaction with consumers.

(3) Improve the quality of live streaming

Live streaming quality is a key factor affecting sales and popularity and can be improved by improving live streaming skills and choosing high-quality equipment.

To sum up, it is very important to choose popular industry trends as a category to bring goods, but need to combine their conditions and market demand to choose. At the same time, attention needs to be paid to building your brand image, improving the quality of live streaming and cooperating with brands. I hope these analyses can be helpful for non-buying internet influencers to choose the category of buying goods.

2.4.5 Demand for brand cooperation

According to the demand of brand cooperation, internet influencers can choose the product categories suitable for brand demand to carry goods. This can lead to more business opportunities and commercial value. With the rise of social media, internet influencer has become an important part of brand marketing. And live-streaming with goods has become an important way for internet influencers to earn income. However, not all internet influencers are suitable for live-streaming with goods, so they need to analyze and consider their characteristics to choose the right category for them.

(1) Consider your fan base

First of all, non-stocking internet influencers need to consider their fan base. The fan base is a key factor in determining whether an internet influencer can successfully carry goods. Therefore, non-stocking internet influencers need to make an in-depth analysis and understanding of their fan groups, including their age, gender, hobbies, consumption ability and other aspects. Only after understanding their fan groups can they better choose the appropriate categories of goods to bring.

(2) Consider their areas of expertise

Secondly, non-stocking internet influencers need to consider their areas of expertise. Everyone has their field of expertise, and they will naturally have more say and influence in this field. Therefore, non-tape internet influencers need to choose a tote category related to their professional field so that they can better show their expertise and influence.

(3) Need to consider market demand and trends

In addition, non-stocking internet influencers also need to consider market demand and trends.

Market demand and trends are the key factors that determine whether a bandwagon category is popular or popular. Therefore, non-strip internet influencers need to pay attention to the popular strip categories in the market and understand the features and advantages of these categories so that they can better choose the strip category that suits them.

(4) Personal characteristics and style

Finally, non-carryout internet influencers need to consider their characteristics and styles. Everyone has his or her unique personality and style, and these factors need to be considered when choosing a bandwagon category. Only when you choose a category that suits your personality and style can you better show your characteristics and charm?

When choosing a product category, a non-popular netizen needs to consider various factors such as their fan base, professional field, market demand and trend, as well as personal characteristics and style. Only by choosing a suitable category for themselves and showing their expertise and charm in the live streaming can they better attract fans and gain more revenue. Internet influencers can choose the right category for promotion and sales according to their characteristics and styles. By choosing products with their characteristics and styles, they can better show their personality and charm, improve the live streaming effect and fan stickiness, and also get more business opportunities and commercial value.

The categories suitable for internet influencers to carry goods live should have certain popularity and market demand, and also should have certain brand influence and reputation, and have certain differentiation and personalization characteristics. At the same time, the characteristics and style of the internet influencers themselves need to be taken into account when choosing the categories suitable for internet influencer live streaming. By reasonably choosing the categories suitable for internet influencers to carry goods live, you can better achieve the effect of merchandise sales and brand promotion.

3 The choice of Products

With the continuous development of the Internet, internet influencers' live with goods have become a new type of sales method. More and more companies are beginning to look into this field, but how do determine which goods are suitable for live internet influencer banding? This article will analyze the following aspects.

3.1 The properties of the goods themselves

First of all, we need to consider the properties of the goods themselves. Internet influencers' live goods are mainly suitable for some consumer goods such as light luxury goods, beauty and skincare, and mother and child products. These goods are relatively expensive and have a certain brand premium effect, and certain consultation and guidance are required during the purchase process. In addition, the goods themselves need to have a certain degree of popularity and reputation to attract more consumers.

Internet influencers can choose goods to carry according to the attributes of the goods themselves, in the following ways:

3.1.1 Commodity Quality and Reputation

Internet influencers can choose goods with good quality and good reputation to carry goods and improve the visibility and reputation of the products, to improve the effect of carrying goods. Internet influencers have also become the main pushers of the live-streaming of goods. However, for non-carrying internet influencers, how to analyze and consider the quality and reputation of goods to choose goods to carry is a question that needs serious consideration.

(1) The quality of goods

First of all, we need to consider the quality of goods from several aspects. First, we need to understand the manufacturing process of the goods, to ensure that the raw materials and production process of the goods comply with national standards and relevant regulations. Secondly, we need to pay attention to the shelf life of the goods and quality inspection reports and other related information to ensure that the quality of the goods meets the expectations of consumers. Finally, we also need to consider the after-sales service and customer feedback on the goods to better understand the quality and reputation of the goods.

(2) Reputation of products

Secondly, we need to consider several aspects of the product's reputation. First, we need to understand the competitive market situation and industry trends of the merchandise to better understand the market performance and potential of the merchandise. Secondly, we need to understand the evaluation and feedback from consumers about the product to better understand the reputation and market acceptance of the product. Finally, we also need to consider factors such as the promotion and brand influence of the merchandise to better understand the market influence and potential sales of the merchandise.

To sum up, when choosing goods to carry, non-carrying internet influencers need to consider both the quality of goods and reputation. Only when you choose goods with good quality and a good reputation can you better meet the needs of consumers and increase sales and brand influence. At the same time, when choosing goods to carry, non-carrying internet influencers also need to pay attention to their own interests and professional fields to better communicate and exchange with consumers and improve the effect of carrying goods and user experience.

3.1.2 Product Features and Functions

Internet influencers can choose products with features and functions to carry goods, such as novelty and practicality, to attract more attention and interest from fans and viewers. Many non-stocking internet influencers also hope to gain more revenue by carrying goods. However, it is a very important issue for non-carrying internet influencers to choose the right merchandise for their carrying. When choosing merchandise, you need to consider the merchandise features and functions to better market the merchandise.

(1) Understand your audience group

First of all, non-carrying goods netizens need to understand their audience groups. Different audience groups have different needs and preferences for commodities, so they need to choose the right commodities according to their audience groups. For example, if one's audience group is mainly young people, then one can choose some fashionable goods; if one is middle-aged and elderly, then one can choose some health and wellness goods.

(2) Understand the characteristics and functions of goods

Secondly, non-strip netizens need to understand the characteristics and functions of commodities. When choosing goods, you need to consider the quality, price, and use effect of the

goods. If the selected goods are of bad quality, overpriced, or poorly used, it is difficult to win the trust and recognition of the audience. Therefore, when choosing goods, you need to fully understand and evaluate the goods to better market them.

(3) Choose some commodities with differentiated competitive advantages

Finally, non-banded netizens need to choose some commodities with differentiated competitive advantages. In the same category of goods, it is difficult to attract the audience's attention if the selected goods are not much different from other goods. Therefore, when choosing goods, they need to choose some goods with unique features and advantages to better market the goods.

In a word, it is a very important issue for non-strip internet influencers to choose goods that are suitable for them to carry. When choosing merchandise, one needs to consider aspects such as one's audience, the characteristics and functions of the merchandise, and the differentiated competitive advantages of the merchandise. Only by choosing the right merchandise and being able to fully understand and evaluate the merchandise can you better market the merchandise and gain more revenue.

3.1.3 Applicable occasions and crowds for products

Internet influencers can choose products that are suitable for a wide range of occasions and people, such as people of different ages, genders, professions, hobbies, etc., to increase the purchase conversion rate and sales.

In today's social media era, Internet influencers have become a new marketing method. Internet influencers are a perfect combination of marketing and sales and have become the darling of businessmen. However, it is also worth exploring how to analyze and consider the occasions and people to choose the goods to be carried by non-carrying internet influencers.

(1) Starting from their characteristics

First of all, non-stocking internet influencers, need to start with their characteristics to choose suitable goods for themselves. For example, if you are a food blogger, then you should choose goods related to food, such as cooking utensils and spices when choosing goods to bring. If you are a fashion blogger, then you should choose goods related to fashion, such as clothing, shoes, bags, etc.

(2) Consider the occasion and the crowd for the goods

Next, consider the occasion and the crowd for the goods. Different commodities are suitable for different occasions and people, so you should consider these factors when choosing goods to carry. For example, if you are a fitness blogger, then you can choose fitness equipment, sports equipment and other fitness-related goods, and consider which people these goods are suitable for, such as professional athletes, ordinary people, etc.

(3) Consider the way of cooperation with merchants

Finally, you also need to consider the way of cooperation with the merchant. Merchants will pay you differently depending on how they work together, so consider this when choosing merchandise to carry. For example, some merchants will pay a fixed amount, while others will pay based on sales. Therefore, when choosing the goods to carry, you should also choose the right way to cooperate according to your situation.

To sum up, when choosing merchandise to carry, non-carrying internet influencers need to consider their characteristics, the occasions and people to whom the merchandise is applicable, the reputation of the quality of the merchandise and the way of cooperation with merchants. Only after considering these factors comprehensively can you choose the most suitable merchandise for yourself and achieve better results.

3.1.4 Timeliness and Seasonality of Goods

Internet influencers need to consider the timeliness and seasonality of products and choose products suitable for the current season and market demand to carry goods, seize market opportunities and increase the conversion rate of purchase and sales. With the development of social media, more and more people have become internet influencers, and carrying goods has become one of their main sources of income. However, non-carryover internet influencers need to consider the timeliness and seasonality of the merchandise when selecting merchandise to ensure that the merchandise will be successful in the market.

(1) Timeliness of merchandise

First of all, non-strip internet influencers need to consider the timeliness of the merchandise. Timeliness refers to how popular and popular the merchandise is in the market. This factor is especially important for the internet influencers who carry goods because the goods they need to choose must be able to arouse consumers' interest and desire to buy in a short period. Therefore, non-strip internet influencers need to choose those goods that are popular, new and unique. These

items usually attract attention and easily generate buzz on social media. For example, some new electronic products, fashion accessories and beauty and skin care products are relatively popular items. In addition, non-strip internet influencers also need to consider the updated speed of the goods to keep up with the market changes.

(2) Seasonality

Secondly, seasonality is also one of the factors that non-banded online influencers need to consider. Seasonality refers to the sales of goods in different seasons. The sales of goods will be different in different seasons, therefore, non-tape weblebrities need to choose goods that are suitable for the current season. For example, in summer, consumers are more concerned with goods for sun protection, cooling and slimming, while in winter, they are more concerned with goods for warmth, moisturizing and anti-drying. Therefore, non-strip netizens need to choose different types of goods according to different seasons to meet consumers' needs.

(3) Quality, price and brand awareness of goods

In addition to timeliness and seasonality, non-tape webmasters also need to consider other factors, such as the quality, price, and brand awareness of the goods. These factors will also affect the sales of the goods in the market. Therefore, non-carrying internet influencers need to consider various factors and choose the right merchandise for their carrying.

In a word, when choosing merchandise to carry, non-stocking internet influencers need to take into account the timeliness and seasonality of the merchandise. Only by choosing goods that are suitable for market demand can they achieve success in the market. At the same time, non-carryout internet influencers also need to pay attention to factors such as the quality, price and brand awareness of the goods to ensure that the goods can gain the recognition and trust of consumers in the market.

3.1.5 Commodity Price and market competition

Net influencers can choose goods with moderate prices and less competition in the market to carry goods, to increase the sales volume and commercial value, while also paying attention to the competition with other brands and products.

With the rapid development of social media, the internet influencers economy has become a hot industry. More and more people are turning to it as a career choice, and carrying goods is one of the main sources of income for netizens. However, how to choose the right merchandise for

non-stocking internet influencers? In this article, we will analyze in detail from two aspects, namely commodity price and market competition.

(1) Commodity price

(1) Determine your positioning and audience

First of all, non-stocking internet influencers need to define their positioning and audience. Different audience groups have different acceptability of commodity prices. For example, young people are more likely to accept goods with more affordable prices, while high-end consumer groups are more willing to buy goods with higher prices.

2) Understand the market situation

Secondly, non-stocking internet influencers need to understand the market situation of their field. You can understand the market situation by studying the price level and sales of the same type of products. At the same time, you can also pay attention to some industry reports or data analysis to get more comprehensive market information.

3) Determine your profit model

Lastly, non-stocking internet influencers also need to determine their profit model. If it is based on sales commission, then the price of goods needs to be controlled as much as possible within the range that can be accepted by the audience; if it is based on sales volume commission, then the price of goods can be appropriately increased to obtain a higher income.

(2) Market competition

(1) Research on competing products

Non-stocking internet influencers need to conduct in-depth research on the competing products in their field. You can learn about the brands, sales, selling prices and other information of competing products, and conduct a comparative analysis. By studying competing products, you can understand the products and brands already in the market and avoid promoting the same type of goods repeatedly.

2) Analysis of audience needs

In addition to the analysis of competing products, non-buying internet influencers also need to understand the needs of the audience. You can get feedback and opinions from the audience through social media and other channels to understand their needs and preferences for a certain types of products. Meanwhile, you can also grasp the audience's demand by paying attention to hot topics and fashion trends.

3) Choose competitive products

Finally, non-stocking internet influencers need to choose competitive commodities for promotion. Choosing competitive goods can increase sales and revenue, and can increase one's reputation and influence in the field. However, it should be noted that choosing competitive products does not mean choosing the lowest price or the highest selling products, but also other factors such as quality and reputation.

When choosing merchandise to carry, non-carrying internet influencers need to consider both commodity prices and market competition. By analyzing the market situation and competing products, as well as understanding the needs of the audience and their profit model, choosing suitable merchandise to carry can increase sales and revenue, and increase their influence and competitiveness in the field.

In a word, Internet influencers can choose suitable merchandise for promotion and sales according to the properties of the products themselves. By choosing products that match the attributes of the products themselves and the market demand for them, they can better attract the attention and interest of viewers and fans, increase the purchase conversion rate and sales, and also gain more business opportunities and commercial value.

3.2 Target Audience Needs

Next, the needs of the target audience need to be considered. Internet influencers live-streaming with goods mainly attracts young people group, so it is necessary to choose goods according to their needs. Young people pay more attention to fashion and personalization, so some fashionable goods are more likely to attract their attention. In addition, young people pay more attention to the shopping experience, so they need to provide more convenient, fast and personalized services in the shopping process.

Internet influencers can choose suitable goods to carry according to the needs of the target audience in the following ways:

3.2.1 Investigate the needs and preferences of the target audience

Internet influencers can investigate and analyze the needs and preferences of the target audience to understand their consumption habits, preferences and needs, to choose the appropriate merchandise to carry for the target audience. In today's social media era, Internet influencers have

become an emerging marketing method. One of the most popular ones is the "merchandising internet influencer". Internet influencers earn revenue by selling products to their fans. However, for those who are not internet influencers, how to choose the right products for their fans' needs and preferences? This article will give you a detailed analysis.

(1) Understand the needs and preferences of the target audience

First of all, it is very important to understand the needs and preferences of the target audience. This requires us to conduct in-depth market research and analysis of our fans. We need to know their basic information such as age, gender, geographic location, occupation and income level, as well as more specific information such as their hobbies, consumption habits and shopping preferences. Through this information, we can initially determine our target audience groups and understand their consumption psychology and shopping needs.

(2) Selecting products suitable for the target audience

Secondly, it is also very important to choose the products that are suitable for the target audience. We need to select products according to the needs and preferences of our target audience. For example, if our target audience is young women, then we can choose some fashion, beauty, accessories and other goods; if our target audience is young men, then we can choose some electronic products, sports equipment and other goods. Of course, we also need to take into account the quality, price, brand awareness and other factors when choosing goods.

(3) Use experiments and data analysis to determine whether the goods with goods are suitable for the target audience

Finally, we need to use some experiments and data analysis to determine whether the merchandise we choose to carry is suitable for our target audience. We can post some carry videos or graphics to observe users' feedback and purchases, to determine whether the products we choose meet the needs and preferences of our target audience. At the same time, we can also use some data analysis tools to analyze user behaviour, to better understand user buying behaviour and consumer psychology.

In short, when choosing merchandise to carry, we need to deeply understand the needs and preferences of our target audience and choose the right merchandise based on this information. At the same time, we also need to optimize our merchandising strategy through experiments and data analysis to better meet users' needs and improve sales performance.

3.2.2 Focus on the age, gender and geographical characteristics of the audience

Internet influencers need to choose goods to be carried according to the age, gender and geographical characteristics of the target audience. For example, the consumption needs of young women may focus more on fashion, beauty and stationery, while the consumption needs of middle-aged and elderly men may focus more on health, health care and the outdoors.

With the continuous development of the e-commerce industry, internet influencer with goods has become an emerging business model. For those non-carrying internet influencers, if they want to become successful carriers, they need to understand their audience groups in depth to choose the right goods to market. In this article, we will discuss in detail how to select merchandise to carry by analyzing the age, gender and geographical characteristics of the audience you are considering following.

(1) Age

First of all, age is a very important factor. People of different age groups have different needs and preferences for goods. For example, young people are more in pursuit of fashion and personalization, while middle-aged and elderly people are more concerned about practicality and health. Therefore, non-strip internet influencers need to choose the right goods according to the age group of their audience. For example, if your audience is mainly young people, then you can choose some fashionable clothes, beauty products or electronic products, etc., while if your audience is mainly middle-aged and elderly people, then you can choose some health care products, household products or travel products, etc.

(2) Gender

Next, gender is also a factor to consider. The needs and preferences of men and women for goods are also different. For example, women focus more on beauty and health care, while men focus more on sports and fitness. Therefore, non-strip internet influencers need to choose the right merchandise according to the gender of their audience groups. For example, if your audience is mainly female, then you can choose some cosmetics, skin care products or weight loss products, etc., while if your audience is mainly male, then you can choose some sports equipment, fitness equipment or men's skincare products, etc.

(3) Geographical characteristics

Finally, the geographical characteristics are also a factor to consider. The needs and

preferences of people in different regions are also different for goods. For example, northerners pay more attention to warmth and cold protection, while Southerners pay more attention to freshness and breathability. Therefore, non-strip internet influencers need to choose the right goods according to the geographical characteristics of their audience groups. For example, if your audience is mainly northerners, then you can choose some warm clothes, hand warmers or foot warmers, etc.; while if your audience is mainly southerners, then you can choose some refreshing clothes, cool mats or mosquito nets, etc.

To sum up, when choosing goods to carry, non-carrying internet influencers need to understand their audience groups in depth, to choose suitable goods according to the age, gender and geographical characteristics of the audience. Only in this way can they better meet the needs and preferences of their audiences and thus increase their sales and revenue.

3.2.3 Choose product categories that meet the needs of the target audience

Internet influencers can choose product categories suitable for the target audience to carry goods according to their needs and preferences. For example, products suitable for young women may include cosmetics, clothing, food, etc., while products suitable for middle-aged and elderly men may include healthcare products, outdoor equipment, household products, etc.

Non-carrying internet influencers can determine their target audiences by choosing product categories that meet the needs of their target audiences. The following are several aspects of how to judge the target audience by choosing product categories that meet the needs of the target audience:

(1) Positioning products to locate the audience

Non-buying internet influencers can judge the target audience by positioning the audience group of the product. For example, if you choose beauty products, you can judge that the target audience is female, and the age may be between 20-40 years old.

(2) Investigate the needs of the target audience

Non-buying internet influencers can choose product categories that meet the needs of the target audience by investigating their needs. For example, through social media and questionnaires, you can understand the habits and interests of the target audience to choose product categories that meet their needs.

(3) Selecting popular product categories

Non-strip internet influencers can choose popular product categories to attract more attention from the target audience. For example, choosing recently popular product categories such as fitness equipment and beauty instruments can attract more target audiences who are concerned about these fields.

(4) Consider the spending power of the target audience

Non-buying internet influencers can choose product categories according to the consumption ability of the target audience. For example, if the spending power of the target audience is low, you can choose relatively affordable product categories, such as daily necessities, etc.

(5) Consider the geographical and cultural differences of the target audience

Non-buying internet influencers can choose product categories according to the geographical and cultural differences of their target audiences. For example, target audiences from different geographical and cultural backgrounds may have different preferences and demands for different product categories.

To sum up, non-tape internet influencers can judge the target audience by choosing product categories that meet the needs of the target audience, including locating the product positioning audience, investigating the needs of the target audience, choosing popular product categories, considering the consumption ability of the target audience and considering the geographical and cultural differences of the target audience. Only by understanding the needs and preferences of the target audience can we choose suitable product categories to improve the promotion effect and business value.

3.2.5 Choose the right products at the right price according to the spending power of the target audience

Netizens need to choose the right products at the right price according to the spending power of the target audience, avoiding overpricing or underpricing, to improve the purchase conversion rate and sales.

With the rise of social media, internet influencer has become a special profession. In this industry, carrying goods has become one of the most important sources of income for netizens. However, for non-stocking internet influencers, how to choose the product category that meets the needs of the target audience to select the goods to be carried is a question that needs to be well thought out.

(1) Understand your fan base

First of all, non-stocking internet influencers need to understand their fan base. This includes their age, gender, location, interests and so on. Only when you know your fan base can you better choose the product category that meets their needs.

(2) Conduct in-depth research on the market

Secondly, non-buying internet influencers need to conduct in-depth research on the market. This includes an understanding of product categories, understanding of competitors, understanding of market trends and so on. Only through in-depth market research can we better select product categories that meet the needs of our target audience.

(3) Personal image and brand positioning

Finally, non-strip internet influencers need to consider their own personal image and brand positioning. Choosing a product category that fits your image and brand positioning will not only better meet the needs of your fans, but also better promote your personal image and brand.

In a nutshell, non-strip internet influencers need to choose product categories that meet the needs of their target audience by understanding their fan base, conducting in-depth market research and considering their own personal image and brand positioning. Only in this way can they better choose goods to carry and realize their business value.

3.2.5 Pay attention to the purchasing habits and consumption occasions of the target audience

Netizens need to pay attention to the purchasing habits and consumption occasions of their target audiences and choose the appropriate purchasing channels and consumption occasions for carrying goods, such as online shopping, offline shopping malls, social platforms, etc. In today's social media era, internet influencers have become a group of people with huge influence and audience. Through their unique charm and personal style, they have attracted a large number of fans and followers. Internet influencers who carry goods even use their influence and appeal to provide strong support for brands to promote and sell their products. However, not all internet influencers are stock-bringing internet influencers, so for non-stock-bringing internet influencers, how to choose suitable stock-bringing goods for themselves is a question that needs serious consideration. When choosing merchandise to carry, you need to consider the buying habits and consumption occasions of your target audience, and the following are some specific analysis and consideration methods.

(1) Understanding the purchasing habits of the target audience

First, it is necessary to understand the purchasing habits of the target audience. By understanding the target audience's age, occupation, income, geographic location and other basic information, we can initially understand their purchasing ability and shopping preferences. For example, if the target audience is mainly young people, then you can choose some fashionable goods; if the target audience is mainly middle-aged and elderly, then you can choose some practical and durable goods. In addition, it is also necessary to understand the target audience's willingness to purchase and purchase frequency for different goods through questionnaires and market research, to choose the appropriate goods to carry more precisely.

(2) Consider the consumption occasions of the target audience

Second, we need to consider the consumption occasions of the target audience. Different consumption occasions will have different needs and choices of goods. For example, if the target audience is mainly working people, then you can choose some office supplies, clothing and other goods; if the target audience is mainly housewives, then you can choose some household goods, kitchen appliances and other goods. In addition, it is also necessary to consider the consumption places of the target audience, such as online shopping, physical store shopping, etc., to choose a suitable channel for bringing goods.

(3) Need to consider the characteristics and advantages of the take-home goods themselves

Finally, the characteristics and advantages of the take-home goods themselves need to be considered. When choosing take-home goods, you need to consider their brand awareness, product quality, price and other factors. At the same time, you also need to consider whether the goods match your style and image, as well as whether they match your tastes and interests. Only when you choose goods that match your style and image and have good quality and cost performance can you better attract your target audience and promote sales.

To sum up, when choosing merchandise to carry, non-carrying internet influencers need to carefully analyze and consider the buying habits and consumption occasions of the target audience, and choose the merchandise in combination with the characteristics and advantages of the merchandise itself. Only when they choose goods that suit themselves and their target audiences, and carry out effective promotion and publicity, can they gain more attention and fans, and get better sales results.

In a word, netizens can choose suitable merchandise to promote and sell according to the

needs of their target audiences. Choosing the carry goods that meet the needs and preferences of the target audience can better attract the attention and interest of the target audience, improve the purchase conversion rate and sales, and also enable more business opportunities and commercial value.

3.3 Reputation and Style

Finally, it is necessary to consider the reputation and style of the internet influencer. Choosing the right internet influencer is one of the keys to successfully carrying out internet influencer live streaming with goods. The influence and word-of-mouth of the internet influencer directly determine the effect of merchandising. Therefore, when choosing an internet influencer, you need to consider their number of fans, fan portrait, fan activeness, Reputation and other factors.

Internet influencers can choose suitable merchandise to carry according to their reputation and style in the following ways:

3.3.1 Pay attention to their reputation and image

Internet influencers need to pay attention to their reputation and image, and choose goods that match their reputation and image, to improve their brand image and credibility and increase the stickiness of their fans and audience.

With the booming development of the e-commerce industry, the bandwagon internet influencer has become a new type of marketing. However, for those non-carrying internet influencers, how to choose the right carrying goods for themselves is a problem that needs to be seriously considered. Before making a choice, it is crucial to pay attention to your reputation and image.

(1) Clarify your positioning and target audience

First of all, non-stocking internet influencers need to clarify their positioning and target audience. Different people have different needs and preferences, so it is crucial to choose goods that are suitable for your target audience. For example, if you are a beauty blogger, then you can choose cosmetics or skin care products related to your blog theme to promote; if you are a fitness expert, then you can choose fitness-related sports equipment or nutrition products to promote.

(2) Understand your fan base

Secondly, non-stocking internet influencers need to understand their fan base. Knowing your

fan base will help you better choose the products that are suitable for them. Through questionnaires or interactions on social media, you can learn what kind of goods your fans like, which brands they are more interested in and so on. This information can help you better choose the right merchandise for your fans.

(3) Focus on your Reputation and image

In addition to understanding your fan base, non-stocking internet influencers should also focus on their reputation and image. As a public figure, your image and reputation are directly influenced by your fans' trust and recognition of you. Therefore, when choosing goods to carry, you need to choose goods that match your image and pay attention to the quality and credibility of the goods. If you recommend an item with poor quality or low credibility, then it will probably affect your reputation and image.

Lastly, non-stocking internet influencers need to pay attention to the way they cooperate with brands. When working with a brand, you need to pay attention to the terms and details in the signed contract and maintain good communication and cooperation attitude. At the same time, when promoting your products, you need to be objective and fair, and not overstate the advantages or hide the disadvantages of your products.

In conclusion, as a non-promotional internet influencer, you need to pay attention to your positioning and target audience, understand your fan base, pay attention to your reputation and image, pay attention to the way of cooperation with brands, and many other aspects when choosing merchandise to carry. Only in this way can you choose goods that are suitable for you and can bring real value to your fans, and maintain a good reputation and image.

3.3.2 Choose goods according to your style and characteristics

Internet influencers can choose suitable merchandise according to their style and characteristics, to better show their personality and charm and attract more attention and interest from fans and viewers. In today's social media era, internet influencer has become an emerging profession. One of the most lucrative ways to make money is by bringing goods to gain revenue. However, not all internet influencers are bandwagon internet influencers, so for non-bandwagon internet influencers, it is crucial to choose the right bandwagon items for themselves.

(1) Define your style and characteristics

First of all, non-strip internet influencers need to be clear about their style and characteristics.

In social media, everyone has his or her style and characteristics, which can be appearance, personality, hobbies and so on. Only when you are clear about your characteristics, you can better choose the suitable goods for your bandwagon.

(2) Understanding market demand and trends

Secondly, non-carry goods internet influencers need to understand the market demand and trends. When choosing goods to carry, besides considering your characteristics, you also need to consider the market demand and trends. Only by choosing goods that meet the market demand and trends can we better attract the attention of fans and their desire to buy.

(3) Pay attention to the quality and reputation of goods

Finally, non-carrying internet influencers need to pay attention to the quality and reputation of goods. When choosing goods to carry, besides considering their own characteristics and market demand, they also need to pay attention to the quality and reputation of the goods. Only by choosing goods with good quality and a good reputation can you make your fans trust you more and increase your purchase rate.

To sum up, to choose the right merchandise for their products, non-strip internet influencers need to clarify their characteristics, understand the market demand and trends, and pay attention to the quality and reputation of their products. Only in this way can you get more attention and revenue on social media.

3.3.3 Choose the category of goods that suits you

internet influencers can choose the commodity category that suits them to carry goods, to be more focused and in-depth and increase sales and business value. For example, beauty bloggers can choose cosmetics and skin care products to carry goods.

How to analyze how non-carrying internet influencers consider choosing suitable merchandise categories for their carrying goods, gives me a detailed analysis.

With the continuous development of social media, internet influencer has become an emerging profession. And one of the bandwagon internet influencers has become the object of cooperation between major brands. However, it is a difficult problem for some non-stocking internet influencers to choose the right category of goods for them to carry. This article will introduce in detail how to analyze and consider choosing the right category of goods to carry goods from several aspects.

(1) Analyze your fan base

As a netizen, the first thing you need to do is to analyze your fan base. By understanding our fan base, we can learn about their age, gender, occupation, geography and other information. Through this information, we can better understand what kind of goods our audience group likes, so that we can choose the right category of goods for ourselves to carry.

(2) Analyze your characteristics

Everyone has his or her unique personality and characteristics, and being a netizen is no exception. By analyzing our characteristics, we can find the right category for ourselves. For example, if you are a fashionista, then you can choose clothing, shoes and bags and other related goods to carry; if you are a foodie, then you can choose food, kitchenware and other related goods to carry.

(3) Analyze the market hotspots

Market hotspots are an important factor in choosing merchandise categories. By understanding the market hotspots, we can choose the right category of goods for ourselves to carry. For example, if you are a makeup expert, you can choose lipstick to carry goods because lipstick has recently become a hot spot in the market.

(4) Analyze the competition

When choosing a product category, you also need to take into account the competition. If the competition in a certain commodity category is very fierce, then it may be difficult to get good results. Therefore, when choosing a commodity category, you need to consider the market hotspots and competition and choose a commodity category that has both market demand and not too much competition.

(5) Analyze your brand image

Every online influencer has its brand image, which is also an important factor in choosing a merchandise category. If your brand image is high-end fashion, then you need to choose some high-end fashion goods to carry; if your brand image is cute and fresh, then you need to choose some cute and fresh goods to carry.

To sum up, choosing the right category of goods for your carry needs to be considered from multiple aspects such as your fan base, your characteristics, market hotspots, competition and your brand image. Only when you choose the right category of goods for yourself, you can carry goods better and get better results.

3.3.5 Pay attention to the quality and reputation of goods

Internet influencers need to pay attention to the quality and reputation of goods and choose goods with good quality and reputation to carry goods, to increase the sales volume and commercial value.

With the popularity of social media, Internet influencers have become a new type of marketing. In this new type of marketing, bringing goods has become the main source of income for internet influencers. However, it is a very important thing for non-carrying internet influencers to choose suitable carrying goods for themselves. Quality and reputation are two very important factors to consider when choosing goods to carry.

(1) Quality

First of all, quality is a very important factor to consider when choosing merchandise to carry. When choosing merchandise, you need to pay attention to whether the quality of the merchandise meets your requirements. If the quality of the goods is not good, it will not only affect their reputation but also affect the trust of consumers in themselves. Therefore, when choosing goods to bring, you must choose goods of high quality and guarantee.

(2) Reputation

Secondly, Reputation is also a very important factor to consider when choosing take-home goods. When choosing goods, you need to know the consumer's evaluation and feedback on the goods. If the product has a bad reputation, then it is difficult to achieve good results even if you try to sell it. Therefore, when choosing goods to bring, you must choose goods with a good reputation and popularity.

(3) The price of goods, market demand, their interests

In addition to quality and reputation, other factors need to be considered. For example, the price of goods, market demand, their interests and so on. When choosing merchandise to carry, you need to consider all these factors to find a product that meets your needs and market demand.

In short, quality and reputation are two very important factors to consider when choosing goods to carry. Only if you choose goods with good quality and good reputation can you win the trust and support of consumers. At the same time, you also need to consider other factors when choosing goods to carry, to find a commodity that meets both your needs and market demand.

3.3.5 Pay attention to the matching of goods with your image and style

Internet influencers need to pay attention to how well the products match their image and style and avoid choosing products that do not match their image and style to carry goods, thus affecting their reputation and image.

With the popularity of social media, internet influencers have become an emerging profession. Through their fans and influence, they promote various goods and thus gain revenue. However, for non-carrying internet influencers, how do you choose the right goods to carry for yourself?

(1) Image and Style

First of all, non-stocking internet influencers need to consider their image and style. Everyone has their characteristics and style, which is the reason why they can attract fans. Therefore, when choosing merchandise to carry, non-carrying internet influencers need to consider whether their image and style match the merchandise. If you choose goods that do not match your image and style, you will not only affect your image but also lose the trust of your fans.

(2) The scope of application and audience of the merchandise

Finally, non-stocking internet influencers need to consider the scope of the application and the audience of the goods. Different goods are suitable for different people, so when choosing goods to carry, non-carrying internet influencers need to carefully consider the scope of application and audience of the goods. If you choose goods that are not suitable for your fans, you will not only affect your image but also lose the trust of your fans.

To sum up, when choosing merchandise to carry, non-carrying internet influencers need to consider their image and style, the quality and reputation of the merchandise, and the scope of application and audience of the merchandise. Only when you choose goods that suit you and your fans can you get more attention and revenue?

In a word, Internet influencers can choose suitable merchandise for promotion and sales according to their reputation and style. By choosing goods that match their reputation and image and their style and characteristics, they can better show their personality and charm, improve their brand image and credibility, increase the stickiness of their fans and viewers, and also gain more business opportunities and commercial value.

To sum up, judging which commodities are suitable for internet influencers to carry goods live requires comprehensive consideration of multiple aspects such as the attributes of the commodities themselves, the needs of the target audience and the influence of internet influencers. Only after choosing the right goods and internet influencers and providing quality services can we

successfully carry out the internet influencer live-streaming with goods business and achieve sales growth.

4 Live streaming operation guide

4.1 Each live streaming e-commerce with 60 goods best

Based on the data of live streaming e-commerce on the TikTok platform in the United States, we can calculate the relationship between the number of goods brought to single live streaming and the number of viewers. The number of merchandise chosen for e-commerce live streaming is an important indicator for live streaming internet influencers. Too few merchandises may lead to insufficient choices for viewers, while too much merchandise may lead to exhaustion for viewers, so how to choose the right number of merchandise is more important for live-streaming internet influencers. The relationship between the number of merchandise carried in a single live streaming and the number of e-commerce viewers on the TikTok platform in the US is shown in the figure below.

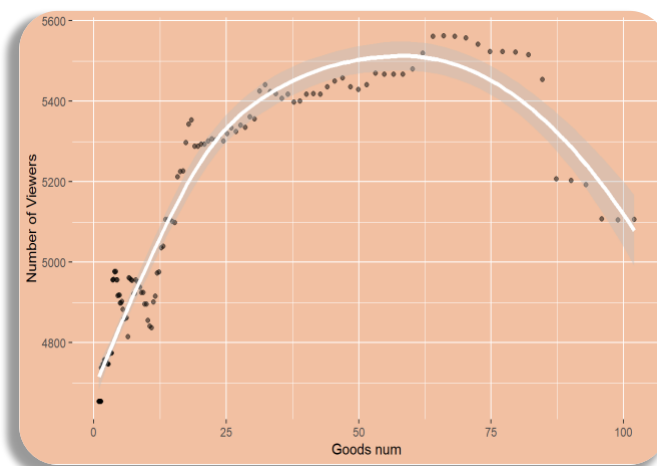


Figure 4-1 Quantitative relationship between the number of goods carried in a single live stream and the number of e-commerce live stream viewers on the TikTok platform in the U.S. region

From the above figure, we can understand that the number of live e-commerce viewers on the TikTok platform in the U.S. region increases and then decreases with the number of live-streamed products. From the specific data, the number of live stream viewers is increasing from 0-60 items, and the number of live stream viewers is decreasing after the number of items exceeds 60. This indicates that the best choice for the TikTok platform in the U.S. is a single live streaming with 60 items.

4.2 Account operation to absorb the powder

4.2.1 Positioning target audience

Before live-streaming Internet influencers, you need to clarify your target audience first. Different audience groups have different needs and preferences for live content and forms. For example, young people prefer fashion, entertainment and trendy content, while middle-aged and elderly people are more concerned about health, life and emotions. Therefore, before live streaming, one needs to conduct in-depth analysis and research on one's audience group to understand their needs and preferences, and to develop live content and forms that better meet their tastes.

The following steps can be taken by the lead netizen live-streaming influencers to advance their account operation to absorb powder by locating the target audience:

(1) Determine the target audience

Live streaming influencers need to clarify who their target audience is, including age, gender, geography, hobbies, consumption habits and other aspects, to better understand their needs and interests and develop more targeted operation strategies.

(2) Analyze the needs of the target audience

Hosts need to analyze the needs and interests of their target audiences, including the types of content they like, topics they pay attention to, consumption habits, etc., to better understand their needs and interests and provide more valuable content and services.

(3) Develop an operation strategy

Based on the analysis results, live streaming influencers need to develop corresponding operation strategies, including content strategy, promotion strategy, interaction strategy, etc., to better attract the attention and interest of target audiences and increase the exposure rate and several fans of their accounts.

(4) Provide valuable content

Live streaming influencers need to provide valuable content, including entertainment, knowledge, education and services, to better meet the needs and interests of the target audience and increase the number of fans and the activity of the account.

(5) Strengthen interaction and socialization

Hosts need to strengthen interaction and socialization with target audiences, including replying to comments, private communication, activity interaction and other aspects, to better establish good interaction with target audiences and increase the stickiness and loyalty of the account.

To sum up, to promote the account operation to attract fans by targeting the target audience, the lead netizen live streaming influencer needs to clarify the target audience, analyze the needs, develop strategies, provide valuable content and strengthen the interaction and social aspects. Only through accurate positioning and targeted operation strategies can we attract more attention and interest from the target audience and increase the influence and commercial value of the account.

4.2.2 Account content operation

For the selected product category and the target customer audience, make and publish the corresponding short video to accumulate original fans. Some copywriting and shooting suggestions.

The following steps can be taken to advance the account operation to attract fans through the account content operation of the lead Internet influencers live streaming influencer:

(1) Determine the theme and style of the account

The live-streaming influencer needs to determine the theme and style of the account, including the type of content, presentation, style features and other aspects, to better attract the attention and interest of the target audience.

(2) Develop a content strategy

Hosts need to develop a corresponding content strategy, including content type, posting frequency, topic selection, interaction design and other aspects, to provide valuable content to meet the needs and interests of the target audience.

(3) Optimize the quality of content

Hosts need to optimize content quality, including content creativity, copywriting, visual design, video production, etc., to improve the quality and value of content and increase the exposure rate and the number of fans of their accounts.

(4) Strengthen interaction and socialization

Hosts need to strengthen interaction and socialization with target audiences, including replying to comments, private communication, activity interaction, etc., to better establish a good interactive relationship with target audiences and increase the stickiness and loyalty of the account.

(5) Analyze account data

Hosts need to constantly analyze account data, including the number of fans, interaction rate, traffic sources and other aspects, to understand the operation and effect of the account, adjust the operation strategy and improve the influence and commercial value of the account.

To sum up, to promote account operation to attract fans through account content operation, the live streaming influencer with goods needs to determine the account theme and style, develop a content strategy, optimize content quality, strengthen interaction and social and analyze account data. Only by continuously providing valuable content, strengthening interaction and socialization with the target audience, and continuously optimizing the account operation strategy, can we attract more attention and interest from the target audience and increase the influence and commercial value of the account.

4.2.3 Promotion and marketing strategies outside of live streaming

The following steps can be taken to promote the account operation and absorb the fans through promotion and marketing strategies outside of live streaming:

(1) Using social media marketing

Live streaming influencers can use social media platforms, such as microblogging, TikTok, and fast-moving, to expand their influence and visibility and attract more attention and interest from the target audience by publishing valuable content, interactive interactions, and cooperative promotions.

(2) Use offline activities marketing

Live streaming influencers can use offline activities, such as commercial exhibitions, offline book signings, fan meetings, etc., to interact and communicate with the audience face-to-face and increase fan stickiness and loyalty.

(3) Use brand cooperation marketing

Live streaming influencers can cooperate with brands to launch co-branded models, limited models and other products to expand their visibility and influence through the influence and

resources of brands, and attract more attention and interest from target audiences.

(4) Using short video marketing

Live streaming influencers can use short video platforms, such as TikTok, Express, Xiaohongshu, etc., to establish a more intimate interactive relationship with the target audience by releasing valuable short videos and increasing the exposure rate and several fans of their accounts.

(5) Using content marketing

Live streaming influencers can attract more attention and interest from the target audience by providing valuable content, such as education, entertainment and knowledge, to increase the influence and commercial value of the account.

To sum up, the lead netizen live streaming influencer can promote the account operation to absorb powder through the promotion and marketing strategy outside of live streaming, which can make use of social media marketing, offline activity marketing, brand cooperation marketing, short video marketing and content marketing. Only by continuously expanding their influence and popularity, providing valuable content, strengthening interaction and socialization with target audiences, and continuously optimizing account operation strategies can they attract more attention and interest from target audiences and increase the influence and commercial value of their accounts.

Secondly, the marketing of the account can also be promoted through the following ways:

(1) Using Internet influencers marketing. To enhance the exposure of goods in the form of paid cooperative promotion, etc.;

(2) Make good use of the personal information introduction section of your own TikTok account, writing the live time slot, providing links to the Shopify store to place orders, recent sales discounts, etc., which can effectively boost the number of live viewers and increase GMV.

(3) Multi-platform marketing. Reasonable use of social media is also very important, live streaming influencers can be through Instagram, Facebook and other social media platforms to promote their live content and brand products and interact with fans. This can not only increase their visibility but also increase the channels of interaction and communication with the audience, consolidating the old fans while attracting more new viewers.

4.3 Enhance the quality of live streaming

4.3.1 Live streaming hardware preparation

The quality of live streaming is one of the key factors to attract viewers. If the quality of the live streaming is poor, the audience will be easily lost and the live streaming effect will be affected. Therefore, before carrying out the live streaming of Internet influencers, the following aspects need to be prepared: the live streaming, Internet influencer can improve the quality of live streaming through live streaming hardware preparation to attract more audience's attention and improve the success rate and commercial value of the live streaming. The following are a few aspects of live streaming to improve the quality of live streaming through live hardware preparation:

(1) Use of high-definition cameras

Internet influencers can use HD cameras to improve the picture quality and clarity of live streaming. HD cameras can capture more detailed and realistic images so that viewers can feel a more realistic and three-dimensional live-streaming effect.

(2) Use high-quality microphones

Internet influencers with goods can use high-quality microphones to improve the sound quality and clarity of live streaming. High-quality microphones can capture more realistic and clear sound so that viewers can hear the voice and expression of the internet influencer more clearly.

(3) Using High-Speed Internet

Live-streaming influencers can use high-speed networks to improve the stability and smoothness of live streaming. The high-speed network can ensure that the live streaming does not lag or stutter so that viewers can watch the live content more smoothly.

(4) Use professional lighting

Internet influencers with goods can use professional lighting to improve the brightness and colour of the live streaming screen. Professional lighting can make the live picture brighter, more natural and more vivid so that viewers can watch the live content more comfortably.

(5) Using Live Streaming Auxiliary Equipment

Live streaming aids can be used to improve the live streaming effect and experience. Live streaming auxiliary equipment includes live streaming software, live streaming platform, live special effects and so on, which can make the live content more diversified, creative and attractive.

To sum up, internet influencers with goods can improve the quality of live streaming by preparing live hardware in the process of live streaming, including the use of high-definition cameras, high-quality microphones, high-speed networks, professional lighting and live streaming auxiliary equipment. Only by improving the quality of live streaming can we better attract the attention and trust of the audience and improve the success rate and commercial value of live streaming.

4.3.2 Live interaction skills

In live streaming, the internet influencer can improve the quality of live streaming through live interaction skills to attract more audience attention and improve the success rate and business value of live streaming. The following are a few aspects of the live-streaming process to improve the quality of live-streaming through live interaction skills:

(1) Take the initiative to interact with the audience

Internet influencers can take the initiative to interact with the audience, answer their questions, listen to their opinions and suggestions, play interactive games with the audience, etc. This can make the audience more involved and feel better. This can make the audience more involved and feel the interactivity and fun of the live streaming.

(2) Develop a live-streaming theme

Internet influencers can develop live-streaming themes, including beauty, fashion, accessories, home and so on. This can attract more interested viewers and increase the success rate and business value of live streaming.

(3) Use live special effects

The internet influencer can use live special effects, such as gift special effects, likes special effects, pop-up special effects and so on. This can improve the fun and interactivity of the live streaming and attract more viewers' attention and participation.

(4) Develop live programs

Internet influencers can develop live programs, including live food, live travel, live games and so on. This can improve the entertainment and attractiveness of live streaming and attract more viewers' attention and participation.

(5) Using social media

Live internet influencers can use social media, such as Weibo, WeChat, TikTok, etc., to interact and promote with the audience. This can expand the influence and audience scope of live streaming and increase the success rate and commercial value of the broadcast.

To sum up, internet influencers with goods can improve the quality of live streaming through live interaction skills, including taking the initiative to interact with the audience, developing live themes, using live special effects, developing live programs and using social media. Only by improving the quality and interactivity of live streaming can we better attract the attention and trust of the audience and increase the success rate and business value of live streaming.

The sense of interactivity and novelty is one of the important factors to attract viewers. If the live-streaming content is monotonous and boring, viewers will easily lose interest. Therefore, before conducting a live webcast, innovative, interesting and valuable live content needs to be developed to attract the attention and participation of viewers by:

(1) Keep interacting with the audience

Promptly reply to the queries in the comment section, show the goods you want to see in the comment section, make face-to-face live product selection and packaging with customers who place orders, make good use of praise words and positive language, interact with the audience through lottery and Q&A, etc., increase audience participation and stickiness, and create a strong sense of dialogue interaction and intimacy.

(2) Live sales techniques

How to showcase products; provide viewers with preferential activities, gifts and other benefits to increase viewer engagement and loyalty; create a sense of tension in placing orders; cooperate with other internet influencers to live stream to enhance exposure, and provide seeding advice from different angles.

(3) Using special scenes

Choose a special scene or environment for live streaming, such as outdoor, food, travel, etc., to increase the audience's visual experience and sense of participation.

(4) Utilize popular topics

Pay attention to social hotspots, current affairs news and other topics, combine your specialties and views, and develop in-depth and valuable topic content.

(5) Create a personalized image

In a live webcast, the image of live-streaming influencers is very important. Live streaming influencers need to create personalized images according to their specialties and positioning. For example, beauty live-streaming influencers can create an image of a high beauty quotient, know skills and know products; while high-end jewellery live-streaming influencers can create an image of professional, elegant and friendly.

4.4 Monitoring key marketing indicators

4.4.1 Key indicators: how to measure the success of a live streaming

To measure the success of live streaming through key indicators, the following key marketing indicators can be adapted to monitor:

(1) Audience interaction rate

Audience interaction rate refers to the proportion of audience interaction in the live streaming to the total number of live streaming, including likes, comments, shares, gifts and other behaviours. The level of audience interaction rate can reflect the popularity of live streaming and the stickiness of the fans.

(2) Commodity conversion rate

Commodity conversion rate refers to the conversion rate of promoted commodities in live streaming, i.e., the proportion of viewers buying promoted commodities. The conversion rate of merchandise can reflect the promotion effect and commercial value of live streaming.

(3) Revenue

Revenue refers to the revenue obtained in the live streaming, including gift revenue, merchandise sales revenue, brand sponsorship revenue and other aspects. The level of revenue can reflect the commercial value and profitability of live streaming.

(4) Audience retention rate

Audience retention rate refers to the proportion of viewers who continue to follow the live-streaming influencer after the live streaming. The retention rate can reflect the influence and loyalty of live streaming.

(5) Fan growth rate

Fan growth rate refers to the proportion of new fans after live streaming. The growth rate of fans can reflect the effect and influence of live streaming.

To sum up, the success of live streaming can be measured by key indicators, including audience interaction rate, product conversion rate, revenue, audience retention rate and fan growth rate. Through monitoring and analysis of key indicators, live streaming influencers can better understand their live streaming effect and business value, timely adjust their operation strategies and improve the influence and business value of their accounts.

4.4.2 Improving data: how to make improvements for key indicators

The following steps can be taken to improve data to target key indicators for the success of a live webcast live streaming influencer:

(1) Analyze the data

Live streaming influencers need to conduct in-depth data analysis of key indicators to find out where the problems and bottlenecks are and determine the direction and targets for improvement.

(2) Develop improvement strategies

Based on the analysis results, live streaming influencers need to develop corresponding improvement strategies, including content strategy, interaction strategy, promotion strategy, etc., to better improve the effect and quality of key indicators.

(3) Implement improvement measures

Hosts need to implement improvement measures, including optimizing live content, strengthening interaction and communication with viewers, and improving product quality and service, to better improve the effect and quality of key indicators.

(4) Monitor the improvement effect

Hosts need to constantly monitor the improvement effect, including the changes and trends of key indicators, to timely adjust the improvement strategy and improve the quality and accuracy of data.

(5) Feedback and improvement

Live streaming influencers need to provide timely feedback and improvement, including interaction and communication with viewers, collecting feedback and suggestions, to better

understand the needs and opinions of viewers and improving the effectiveness and quality of key indicators.

To sum up, the success of bandwagon live-streaming influencers in targeting key indicators by improving data requires analysis of data, development of improvement strategies, implementation of improvement measures, monitoring of improvement effects and feedback and improvement. Only by continuously optimizing and improving the effect and quality of key indicators can we improve the influence and commercial value of the account and attract more attention and interest from the target audience.

4.5 Other considerations

The following points also need to be noted when conducting live webcasting:

4.5.1 Pay attention to the image

As an Internet influencers representative, you need to maintain a good image and avoid behaviours such as inappropriate words and actions or excessive exposure. In live streaming, internet influencers with goods need to pay attention to their image to better attract the attention and trust of the audience and improve the success rate and commercial value of the live streaming. The following are a few aspects of the image of the internet influencer in the live-streaming process:

(1) Dress Code

Internet influencers need to pay attention to their dress code to reflect their style and taste while conforming to the theme and atmosphere of the live-streaming content. Pay attention to neat clothing, and overall coordination, as well as avoiding vulgarity, excessive exposure and other inappropriate dress.

(2) Image quality

Internet influencers need to pay attention to their image quality to reflect their personality charm and professional quality. Pay attention to maintaining good grooming, posture and language expression, as well as avoiding inappropriate speech and behaviour such as stuttering, foul language and bad habits.

(3) Environmental Background

Internet influencers need to pay attention to their environmental backgrounds to reflect their

quality of life and working environment. Pay attention to the neat background, coordinated arrangement and bright light, as well as avoiding clutter, dim lighting, noisy environment and other undesirable factors.

(4) Professional equipment

The webmasters with goods need to pay attention to their professional equipment to reflect their technical ability and service quality. Pay attention to a clear camera, clear audio, and stable network, as well as avoid equipment failure, poor signal, noise interference and other problems.

(5) Social Interaction

Internet influencers with goods need to pay attention to their social interaction to reflect their interpersonal ability and interactive charm. Pay attention to positive interaction with the audience, timely response, politeness and friendliness, as well as avoiding problems such as indifference, ignoring and disrespecting the audience.

To sum up, internet influencers with goods need to pay attention to their image during the live streaming, including dress, image quality, environmental background, professional equipment and social interaction. Only by paying attention to these details can we better attract the attention and trust of the audience and improve the success rate and commercial value of live streaming.

4.5.2 Pay attention to privacy

Avoid leaking personal privacy information or other people's private information in live streaming.

During live streaming, internet influencers with goods need to pay attention to their privacy to protect their personal information and safety to avoid unnecessary troubles and risks. The following are a few aspects of the bandwagon internet influencer's attention to privacy during live streaming:

(1) Not revealing personal information

The internet influencer needs to be careful not to reveal personal information in the live streaming, such as name, phone number, address, ID number and so on. This information may be used by unscrupulous elements and bring security risks to themselves.

(2) Avoid Live Streaming Sensitive Scenes

Live-streaming sensitive scenes, such as home addresses, family members, property, etc.,

need to be avoided by internet influencers with goods. These scenes may be used by unlawful elements, bringing property and personal safety risks to themselves.

(3) Avoid Live Streaming of Private Life

Internet influencers with goods need to avoid live-streaming private life, such as daily activities, personal hobbies, social activities and so on. These lives may be used by unlawful elements, bringing privacy leakage and personal safety risks to themselves.

(4) Using a secure network

Live-streaming influencers need to use secure networks, such as secure and encrypted networks, secure and encrypted cameras, secure and encrypted audio devices, etc. These devices can effectively protect one's information and security from being used by unscrupulous elements.

(5) Pay attention to the privacy policy

Netizens with goods need to pay attention to the privacy policy of the platform and understand the protection measures and regulations of the platform for personal information. If the privacy policy of the platform is unreasonable or insecure, you can consider choosing other more secure platforms.

To sum up, internet influencers with goods need to pay attention to their privacy in the process of live streaming, including not revealing personal information, avoiding live streaming sensitive scenes, avoiding live streaming private life, using secure networks and paying attention to privacy policies. Only by protecting their privacy and safety can they better protect their legal rights and business value.

4.5.3 Pay attention to copyright

When using music, pictures and other materials in live streaming, you need to pay attention to copyright issues and avoid infringing on others' rights.

In live streaming, internet influencers with goods need to pay attention to copyright issues, respect the intellectual property rights and copyrights of others, and avoid infringing on the legal rights and interests of others. The following are a few aspects of copyright that internet influencers pay attention to in the live-streaming process:

(1) Use of authorized content

Live-streaming internet influencers need to use authorized content to ensure that their live-

streaming content does not infringe on the copyrights of others. When using other people's works, they need to obtain authorization or use legitimate public domain works.

(2) Avoiding the use of pirated content

Live internet influencers need to avoid using pirated content to avoid infringing on others' copyrights. When using others' works, they need to pay attention to whether there is copyright protection and copyright ownership to avoid infringement.

(3) Respect the intellectual property rights of others

Internet influencers with goods need to respect the intellectual property rights of others, including patent rights, trademark rights, copyrights and so on. In the live streaming, you should not use other people's intellectual property rights or need to obtain authorization to use other people's intellectual property rights.

(4) Avoid infringing on portrait rights

Internet influencers with goods need to avoid infringing on the portrait rights of others to avoid infringing on the legal rights and interests of others. In live streaming, they should not use others' portraits or need to obtain authorization to use others' portraits.

(5) Pay attention to the copyright regulations of the live-streaming platform

Internet influencers with goods need to pay attention to the copyright regulations of the live streaming platform and understand the protection measures and requirements of the platform for copyright. If the live-streaming platform finds that the copyright rules are violated, the internet influencers may be punished or their accounts may be banned.

Live-streaming internet influencers need to pay attention to copyright issues, including using authorized content, avoiding pirated content, respecting other people's intellectual property rights, avoiding infringement of portrait rights and paying attention to the copyright regulations of the live-streaming platform. Only by respecting copyright can we better protect the legal rights of others and improve our business value and image. Internet influencers' live streaming is a new type of entertainment and business model with great development potential and commercial value. Through the guide to living webcasting provided in this article, I believe you can better understand live webcasting and improve the quality and effect of live streaming to get more business opportunities and fan support.

With the continuous development of the Internet, webcasting has become a new form of social media. And among them, live webcasting has attracted much attention. As an emerging industry, live webcasting has become a career choice for many young people. However, it is not an easy task to become a successful web star live streaming influencer. It takes a lot of hard work and sweat before becoming a successful netizen live streaming influencer. But as long as you persist in your efforts, I believe you will be successful!

Appendix

Driving Success in TikTok Livestreaming Commerce: A Comprehensive Report on Predictive Models and Best Practices

Group 27

Instructor: Zhang Wei

Group Members:

3036014019 Li Jie
3036013883 Li Jiahui
3036018223 Huang Wantao

3035887251 Wang Yidan
3036021397 Lang Qing
3036008761 Tsang Wanching

3036026206 Yan Di
3036020991 Li Moyu

Executive Summary

Internet influencers can Generate revenue by cooperating with merchants to live-stream goods on short-video platforms. This project mainly uses machine learning models to analyze the factors influencing the effect of live-streaming on the TikTok live-streaming platform. First, the project uses the DHgate monitoring platform to obtain the live-streaming data of the head live-streaming e-commerce on the U.S. TikTok platform and uses the PPSPY software to monitor the sales data during the live-streaming e-commerce of the head influencer on the U.S. TikTok platform. The project also analyzes the influence of different factors on the effect of TikTok's live-streaming e-commerce through data collation.

In this project, firstly, we take the live-streaming going viral as the dependent variable and take the live-streaming likes, live-streaming comments, RPTV and other indicators as independent variables as data models and construct a series of machine learning models like OLS, PCR, PLS, Lasso, Ridge Elastic Net, Cubic Polynomial, Cubic Spline, Natural Cubic Spline, SVM, Logit, Naïve Bayes, Decision Tree, Random Forest for data analysis. The results of the data analysis are: bags and beauty are more able to attract higher numbers of viewers; comments from users and replies from influencers have a positive impact on predicting sales. In this project, we then take the GMV(Gross Merchandise Volume) as the dependent variable and take the number of account followers, the number of live-streaming viewers, and the number of goods brought etc. as independent variables to construct a series of machine learning models such as OLS, Lasso, Ridge, SVM(rbf), KNN, Random Forest, XGB, ADB, etc. for data analysis. The results of the data analysis are: accounts with over 500,000 fans maintain consistently high numbers of viewers; sixty kinds of goods are best for each live-streaming e-commerce.

Based on the results of the data analysis, Standard Operating Procedure for TikTok Live-Streaming E-commerce in the U.S. Region was written for aspiring internet influencers who want to engage in live-streaming e-commerce, and we hope this SOP document can give them adequate help.

1. Background information on the industry and company

In recent years, the global cross-border e-commerce industry has experienced rapid growth, with no signs of slowing down. Since 2019, the global cross-border e-commerce market transaction volume has been growing at a compound annual growth rate of 17.4%, and it is projected to reach \$2.2 trillion by 2026.

As traditional digital marketing becomes increasingly competitive and costly due to diminishing traffic dividends, overseas influencer marketing has emerged as an effective alternative. With its warm and personalized content, influencer marketing effectively captures the attention of target audiences. According to a 2021 global survey of brands, 38% of respondents indicated that they would allocate 10% to 20% of their marketing budget to influencer marketing, while 11% of brands invested more than 40% in this strategy.

Among all social media platforms, TikTok stands out as the fastest-growing platform, with its user base expanding rapidly across the globe. Given the success of TikTok's live-streaming e-commerce business model in China, there is strong reason to believe that TikTok will follow a similar trajectory in the future.

Our client, DHgate, is a leading global online cross-border e-commerce trading platform established in 2004. DHgate is committed to assisting Chinese small and medium-sized enterprises in entering the global market through cross-border e-commerce platforms. By doing so, they are opening up new international trade channels and continuously making online transactions simpler, safer, and more efficient.

2. Problem the company is facing and the analytical challenge

To boost transactions on the platform, the DHgate team is actively seeking collaboration with TikTok influencers for live-streaming sales. This process is divided into two stages. Firstly, DHgate needs to forge partnerships with suitable influencers to decide which influencers will promote their respective products. Secondly, for influencers who have already established a cooperative relationship, the DHgate team will actively monitor and analyze their live-streaming sales performance to offer recommendations for improvement.

However, DHgate faces two significant challenges in this area. Firstly, since TikTok's live-streaming sales business is still in its infancy in the US market, many influencers have built loyal followers but have yet to venture into live-streaming sales. This makes it difficult for DHgate to identify suitable influencers for collaboration among those who have never engaged in live sales. Secondly, even when influencers have experimented with live-streaming sales, many struggle to achieve success due to a lack of experience and understanding of the medium. To address this issue, DHgate must analyze and collate current best practices, offering training and support to their partnered influencers to enhance their live-streaming sales performances.

To address the pain points mentioned above, we need to employ business analytics methods. The traditional approach is based on experience and personal subjective perception. However, this method is not only constrained by the subjective experience of the team but also lacks objective data support. Adhering to the traditional approach may result in the squandering of company resources and employees' efforts and possibly missing out on valuable collaboration opportunities. Therefore, by utilizing business analytics methods, we can comprehensively analyze the factors affecting influencers' live-streaming sales capabilities through multiple data dimensions, ultimately providing crucial insights for DHgate.

3. Data Exploration

This part will continue to focus on the TikTok Live-streaming model statistically and analytically. Our exploration progress mainly goes through the following parts: a general data description, feature construction and exploratory data analytics.

3.1 Dataset Description

With the rise of social media influencer marketing, TikTok has emerged as one of the most popular platforms for brands to collaborate with influencers. Influencer marketing has become a big part of the app's ecosystem and how to find a super influencer for brand promotion is vital to business success. Focus on historical videos, we build a two-stage model to match the right person.

Next step, to achieve profit optimization through living shopping, we construct a GMV model to find the potential money machine based on live streaming.

Two kinds of TikTok datasets are collected manually: the dataset for the two-stage viewer prediction model is constructed from the profile of the Top 100 influencers in the USA and their historical content page which turns out to be 1404 observations; the dataset for the GMV prediction model is built by the monitored GMV and sales data from PPSPY, resulting in 148 observations.

3.2 Feature Construction

3.2.1 Account-based Metrics

Table 3.1 Account-based Features

	Features	Explanation	Type
1	Gender	Gender of an influencer: Male / Female	category
2	Age	Age of an influencer: 21-30 / 31-40 / 41-50	category
3	Race	Race of an influencer: Black/White/Yellow/Brown	category
4	Fan_num	The number of followers count	num
5	Type	The category of goods sold: jewelry/cloth/bag/makeup/wig	category
6	Total_likes	The number of likes historical videos received	num
7	Profile_mkt	Whether promotion information occurs in the profile	category
8	Profile_link	Whether the web link of store occurs in the profile	category
9	Tag_num	The number of tags historical videos have	num
10	Tag_id	Whether id tag occurs in historical tags	category

3.2.2 Historical Content-based Metrics

Table 3.2 Historical Content-based Features

	Features	Explanation	Type
1	Avg_play	The average of total number of times: last 10 videos	num
2	Avg_like	The average of total number of likes: last 10 videos	num
3	Avg_comment	The average of total number of comments: last 10 videos	num
4	Interval	How long time between historical videos posted	num
5	If_people	Whether people occur in historical videos	category
6	If_dailylife	Whether daily life sharing occurs in historical videos	category
7	Reply	Ratio: comments responded / total number of comments	category
Relative Metrics: The Relative Performance of the Top Video			
8	RPTV_on_play	$(\text{Max_play} - \text{Avg_play}) / \text{Std_play}$	num
9	RPTV_on_like	$(\text{Max_like} - \text{Avg_like}) / \text{Std_like}$	num
10	RPTV_on_comment	$(\text{Max_comment} - \text{Avg_comment}) / \text{Std_comment}$	num

Besides choosing absolute variables, we also consider relative metrics. To measure the standing-out capacity of the hottest video at a relatively dynamic level, we take the Z-score of maximum value:

$$Z - Score_{max} = \frac{Maximum - average\ value}{Standard\ deviation}$$

There exists a great possibility that the relative strength of viral videos gives more explanatory power to the standing-out model. Only the value of standard deviation wouldn't work out this time because the result would be incomparable for different orders of magnitude in our data. Focus on the hottest video, we can reduce the data noise to a great extent and chart new paths for a linear or non-linear relationship between potential indicators and standing-out probability.

3.2.3 Live Streaming-based Metrics

Table 3.3 Live Streaming-based Features

	Features	Explanation	Type
1	Weekday	Live-streaming day: Mon/Tue/Wed/Thu/Fri/Sat/Sun	category
2	Period	Live-streaming period: morning / noon / night	category
3	Goods_num	The number of goods in one single live-streaming	num
4	Goods_mkt	Whether promotion information occurs in items	category

3.3 Exploratory Data Analysis

3.3.1 Correlation Plots & Interaction terms

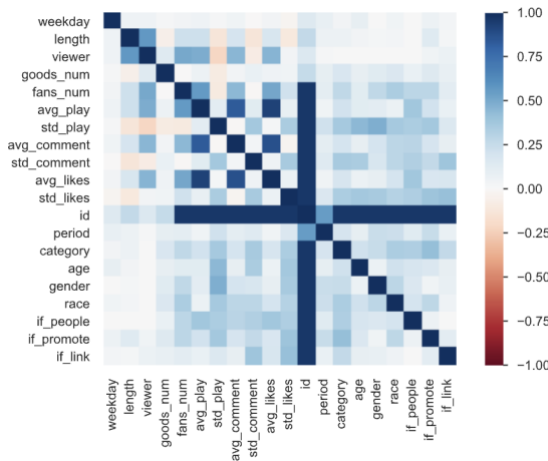


Figure 3.1 Correlation Plot of Viewer Model

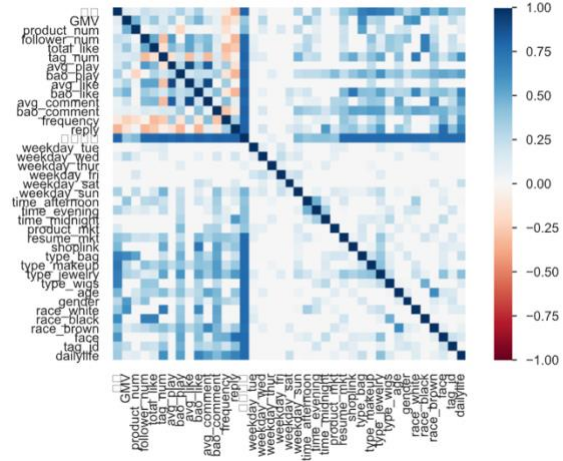


Figure 3.2 Correlation Plot of GMV Model

To improve the efficiency of our model, from the correlation between explanatory variables, we remove *Length* which presents a highly-correlated relationship with our explained variable *Viewer*. The type of goods sold also visibly correlates with certain features, so we add four interaction terms into our model to reflect the cross-impact within features:

- 1) $Type_{bag} * Gender$
- 2) $Type_{wig} * Race_{black}$
- 3) $Type_{jewelry} * Goods_num$
- 4) $Type_{jewelry} * if_people$

3.3.2 Exploratory Data Analysis

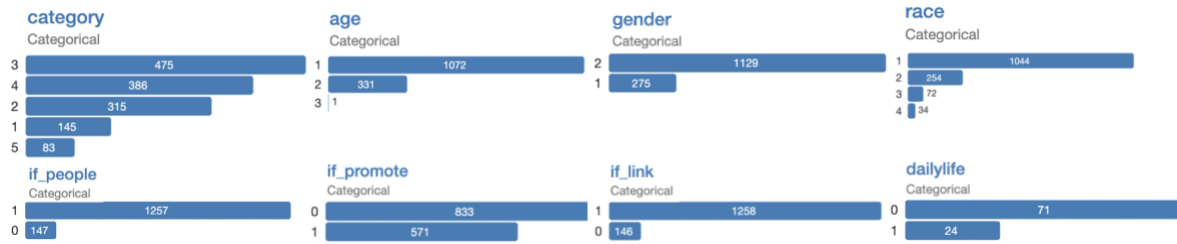


Figure 3.3 Distribution of Important Categorical Features in the Model

- *The bag* is the best seller; more than 30% of influencers will choose *Bag* as a money machine.
- *Young*(age 21-30), *Black*, *female* influencers dominate TikTok's live-streaming market, and 90% of them would occur in the LIVE room for better promotion.
- Under most scenarios, influencers would post the promotion information, and the web link of the independent store on their profile page, and more than 70% may share their daily life.

4. Model I: Predicting live-streaming traffic

To answer the question of whether a person can become a super influencer or not, we need to predict the live-streaming traffic. Here, the traffic is inspected from two dimensions, the viewer number and the probability of standing out. The second dimension takes the fan's number into consideration, which provides a different perspective and supplement to the first dimension. A two-step live streaming-based model is constructed to predict the two dimensions variables.

4.1 Data preprocessing

The independent variables include account-based variables, video-based variables and live streaming-based variables introduced before. The dependent variables are the viewer number and the probability of standing out respectively.

From the EDA, we find some of the numeric features (viewer number and goods number) have skewed distributions. Therefore, the data should be normalized (log function) and standardized (centred and scaled) to resolve these issues. Other features (fans number, average plays, average comments, average likes) cluster around specific ranges and their distributions are

also skewed. Normalization and standardization of these variables may obscure some valuable feature characteristics. Therefore, we partition them into three to four categories based on their clustering distribution. Then, ordered categorical features are label encoded and unordered features are dummy encoded. Finally, we split the data set into training and testing sets by a proportion of 8:2 by stratification.

4.2 Step-one model

For step one, the dependent variable is the viewer number. Several linear and non-linear methods are applied to construct the model and the Random Forest model performs best on the training set (Table 4.1). Then, all the data are used to train the Random Forest model and the R square of the model reaches 0.855, which is a quite satisfying result.

Table 4.1 Result of different methods for step 1 model.

Methods		Test MAPE	Test R2
OLS		10.842	0.458
PCR		13.117	0.239
PLS		10.907	0.461
Lasso		10.861	0.459
Ridge		10.974	0.449
Elastic Net		10.862	0.459
Cubic Polynomial		11.514	0.435
Cubic Spline		10.278	0.521
Natural Cubic Spline		10.316	0.517
SVM	Linear Kernel	11.000	0.436
	Polynomial Kernel	9.861	0.521
	Radial Kernel	9.393	0.558
KNN		10.499	0.489
Random Forest		8.018	0.665
GBM		8.540	0.626
XGBoost		8.426	0.647

4.3 Step-two model

The dependent variable for the step two model is the probability of standing out. We define a live-streaming as standing out when its viewer number is larger than its fan number. In order words, it is a relative index to measure the traffic regarding the influencer's fan base.

When it comes to the dependent variables of the step two model, apart from the x variables in the step one model, another variable is constructed by dividing the output of the step one model, namely the predicted viewer's number, by the fan's number. Such a variable is expected to reflect the traffic and is verified to help improve the model.

Six methods are applied to make the prediction (Table 4.2). As there are a lot more live streaming that did not stand out, recall rate and AUC are used to evaluate different methods instead of accuracy. The recall rate of the Logit model and Naïve Bayes are over 80%, which indicates our model manages to distinguish those live streaming that stand out.

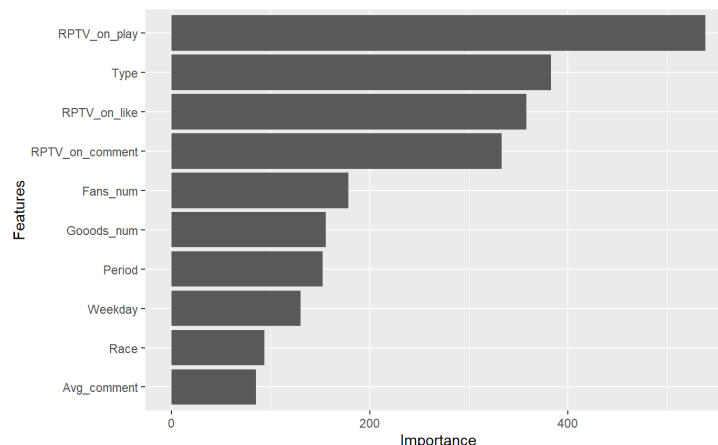
Table 4.2 Result of different methods for step 2 model.

Methods		Recall Rate (%)	AUC
SVM	Linear Kernel	78.95	0.9692
	Polynomial Kernel	76.32	0.9688
Logit		81.58	0.9713
Naïve Bayes		81.58	0.9212
Decision Tree		71.05	0.9621
Random Forest		68.42	0.9692

4.4 Feature importance

The feature importance we analyzed is based on the Random Forest in Step-one model training by using whole data.

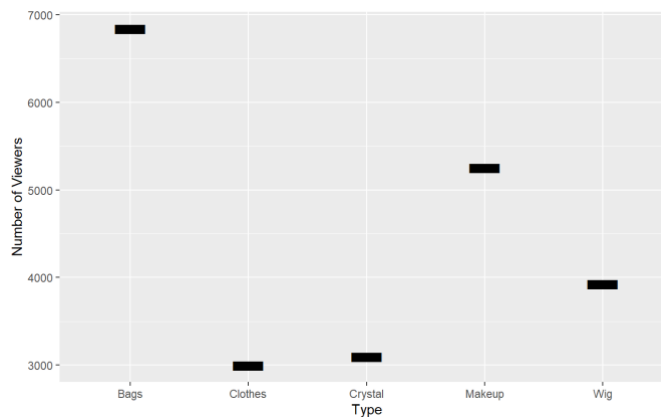
4.4.1 Feature Importance Plot



The most important features are RPTV on play, Type, RPTV on like RPTV on comment, number of fans and number of goods.

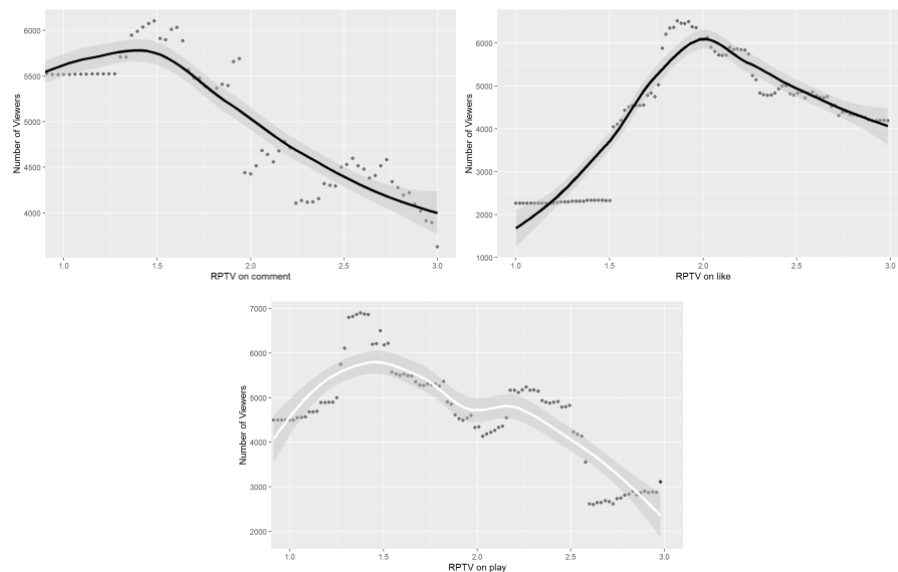
4.4.2 Partial Dependence Plot

(1) Type



The x-axis is 5 categories of goods that appeared in the live streaming room, and the y-axis is the number of viewers. The plot shows that Bags tend to have the highest number of viewers, then the second one is Makeup. Wigs, Crystals and Clothes have a much lower influence on improving the number of viewers.

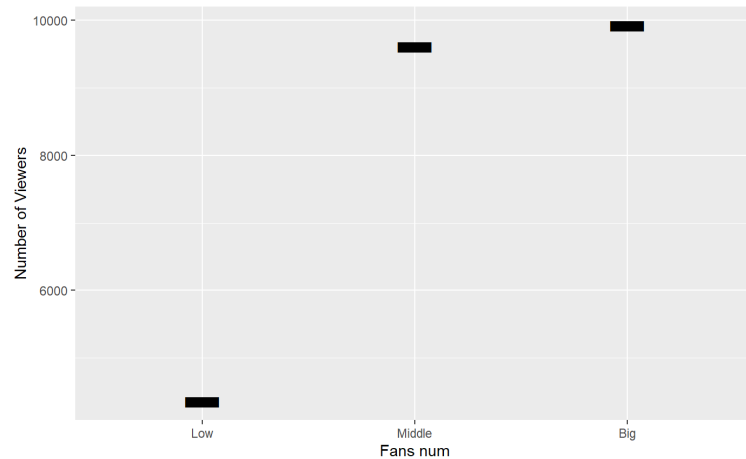
(2) RPTV



The larger the RPTV, the more likely that this influencer has gone viral recently. From the plot, we found that it's a nonlinear relationship between RPTV and the number of viewers. The number of viewers will first increase with RPTV and then drop down. The peak value appears when RPTV is between 1.5 to 2.

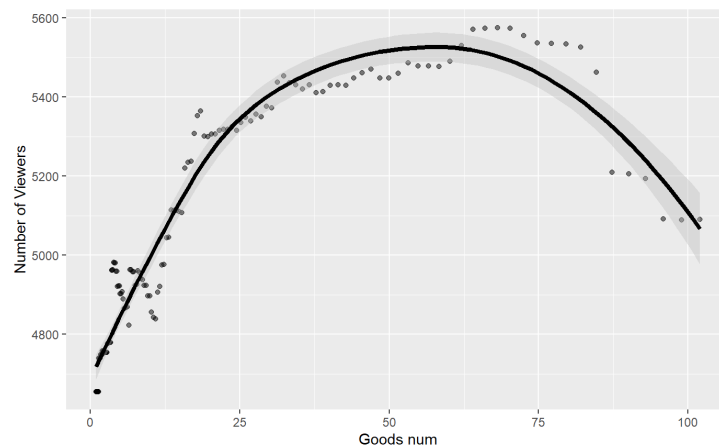
This may indicate that a moderate explode can attract popularity to the live streaming room. However, if it's a huge explosion, it may just bring people who blindly follow the trend while not interested in the account itself.

(3) The number of Fans



According to our variables' definition, an Influencer with fans less than 500K is on a low level, the middle level is with several fans below 1M and the big level is beyond this scope. Basically, the larger the number of fans, the higher the number of viewers. The plot also shows that the difference between middle and big levels is much smaller, which implies that 500K can be an important threshold.

(4) The number of Goods



The relationship between the number of goods and the number of viewers is also nonlinear. The curve tends to drop after the number of goods reached beyond 60. A possible reason is that when there are too many goods to sell, tags and classifications can be quite confusing, and traffic can not be accurately pushed to the potential audience.

5. Model II: Predicting live-streaming GMV

In this model, we aim at helping new influencers who want to start doing live commerce to predict which level of sales, which we use GMV to represent, they can reach during one live.

5.1 Data Preprocessing

5.1.1 Category variable

(1) Encoder method

We use a one-hot encoder in Python to deal with categorical variables, which means all categories of one variable are transformed into different 0/1 variables.

(2) Baseline category

Therefore we need to set a baseline category. To allow more meaningful categories to be interpreted, the following categories are excluded, which are: Weekday-Monday; *Time-morning*; *Type-clothes*; *Gender-male*; *Race-yellow*.

5.1.2 Continuous variables

(1) Log Transformation

We first use log transformation to deal with variables with severe left bias distribution, which are: *GMV*, *goods_num*, *fans_num*, *total_like*, *avg_play*, *avg_like*, *avg_comment*, *interval*, and *reply*.

(2) Discretization

We find that some of our variables still have several extreme values after log transformation, so we discrete these variables by equal frequency into ordinal category variables, and use an ordinal encoder.

- **Variables discretized by decile equal frequency:** *avg_play*, *avg_like*, *avg_comment*
- **Variables discretized by quartiles of equal frequency:** *reply*

(3) Normalization

We normalize all the remaining continuous variables to let them be at the same quantitative level.

5.2 Model Selection

(1) Evaluation Criteria

Result \ Model		Linear			Nonlinear				
		OLS	Lasso	Rigde	SVM(rbf)	KNN	Random Forest	XGB	ADB
MSE	train	0.215	0.341	0.261	0.198	0.400	0.905	0.093	0.131
	test	0.707	0.645	0.601	0.662	0.634	0.923	0.425	0.448
R2	train	0.841	0.749	0.807	0.826	0.706	0.340	0.929	0.903
	test	0.536	0.547	0.568	0.539	0.452	0.229	0.635	0.622

Since our dataset in this model is small, which leads to a bigger variance in changing train and test data, we split randomly train and test data 5 times and use the mean MSE and R2 to evaluate the model. A model with both higher training and testing R2 will be selected.

(2) Model Result Comparison

We first try linear models as our benchmark, doing lasso and ridge regression helps us perform better on test data.

Then we try several nonlinear models. In the SVM, KNN and Random Forest models, we find that their performance is even worse than the linear models. It seems that the bagging technique is not suitable for our data, so we try models using boosting techniques. All of them perform well among which the XGB model is quite outstanding on both train and test data, which shows it has both lower bias and variance. In test data, the prediction's MSE decreases to 0.425 and R-squared reaches 0.635. So we choose XGB to fit our final model.

5.3 Feature Modification

After model comparison, we calculate feature importance and drop insignificant features to further optimize our XGBoost model. Features with importance smaller than 0.001 are dropped, which are:

Feature	Importance	Feature	Importance	Feature	Importance
time_afternoon	0.000000	tag_id	0.000000	type_makeup	0.000253
profile_link	0.000000	race_brown	0.000000	age	0.000318
weekday_thur	0.000000	goods_mkt	0.000000	weekday_fri	0.000345
weekday_wed	0.000000	profile_mkt	0.000000	avg_like	0.000805
weekday_tue	0.000000	face	0.000159		

From the chart, we find that most of the features related to marketing (features in bold) are dropped, which might be because it's hard to quantify this kind of feature manually. For example,

in our model, we simply set whether the title of the goods includes marketing details as a 0 and 1 variable, but actually, what is the exact way of describing the marketing information or how many times they appear in the title of the goods also influence a lot, which is not easy to quantify as a variable in our model.

5.4 Final Model Result and Interpretation

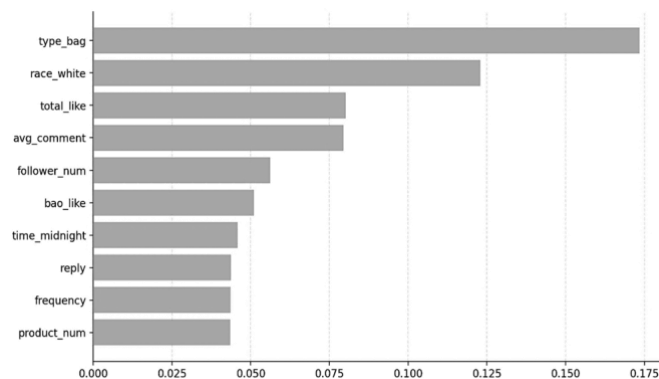
5.4.1 Prediction Performance

Our XGBoost model after modifying the features perform also well:

	Train	Test
MSE	0.142	0.504
R2	0.887	0.644

5.4.2 Interpretation of important features

(1) Top 10 feature importance



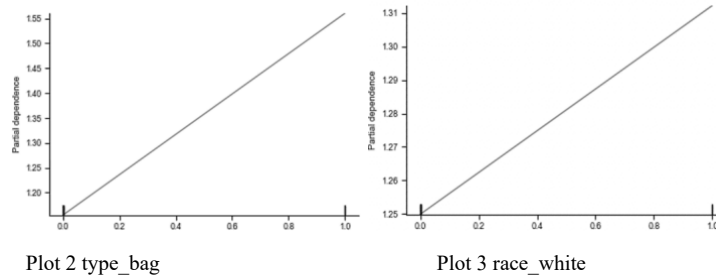
Plot 1 Top 10 important features

From the bar plot, we can conclude that the top 10 most important features mainly include three kinds: **influencer**, **live-streaming** and history-posted **video**.

(2) Partial dependence plot

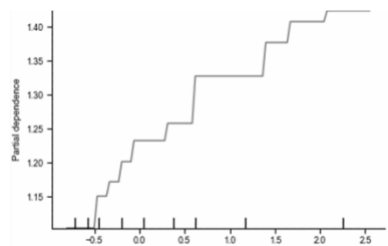
In this part, we draw a partial dependence plot to take a further look at the impact of the important features on GMV. So that we can offer some useful recommendations to the influencers to help them increase sales in one live stream.

1) Features of influencer



- **Type of products:** From the plot we can see that when type_bag = 1, the GMV increases. This means that influencers selling bags can create higher sales compared with influencers that sell clothes. This may be because the unit price of bags is much higher than common clothing, especially for the bags of luxury brands.
- **Race:** We can also observe that white people can have higher GMV than Asian influencers. The reason may be that white people generally are native English speakers. So they can express themselves more clearly and interact with the audience more actively.

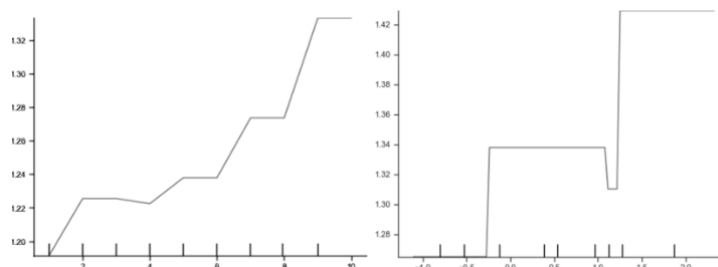
2) Features of live streaming



Plot 4 goods_num

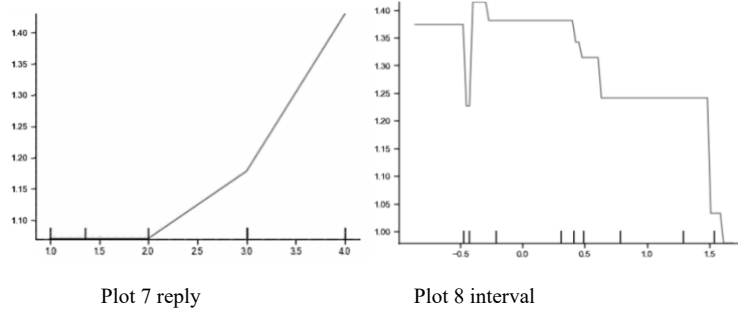
- **Goods_num:** As the product numbers in one live stream increase, the total sales also increase. The reason may be that the variety of products can provide the audience with more choices and thus their possibility of buying will increase.

3) Features of influencers' history posted video



Plot 5 avg_comment

Plot 6 RPTV_on_Like



- **Average comment:** The average comment calculated from the 10 recent videos posted by the influencers has a positive relationship with GMV.
- **RPTV_on_Like:** Generally speaking, the higher the RPTV_on_Like, the higher the GMV. The reason may be that RPTV represents how abnormal the max-like number is compared with the influencer's followers' number.
- **Reply:** We can see that if the influencer replies to the comment from their followers, the follower may be more likely to buy something from the live streaming.
- **Frequency:** The plot shows that the longer the interval between each video, the lower the GMV.

5.5 Conclusion is drawn from the model

5.5.1 Recommendation to new influencers

(1) Fluent oral English

In this project, we mainly analyse the data of Tiktok influencers who sell products to the USA. So it's important to have fluent oral English and express themselves clearly.

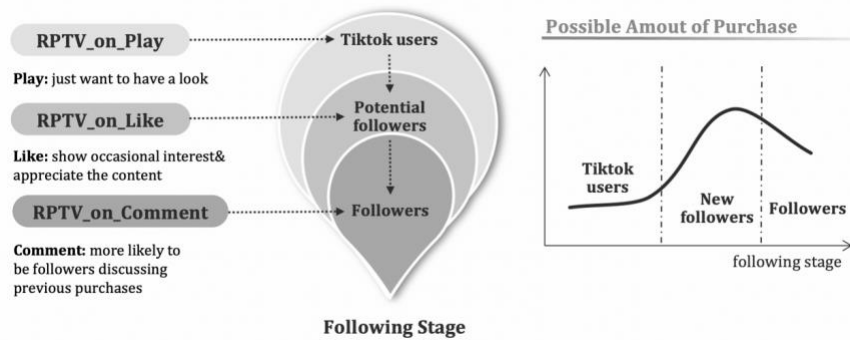
(2) Frequent interaction

From the PDP above, we can conclude that not only the interaction with the audience during the live streaming but also the interaction under the posted video with the followers help us to increase sales.

(3) Active account

The frequency feature shows that it is important to post videos frequently. So we strongly recommend the influencers to post videos at a fixed interval, for example twice or three times a week.

5.5.2 Business Insight



From the feature importance, we find it quite interesting that the RPTV of like ranks as the 6th most important feature while the RPTV of comment and play are not that important. So we try to explain this by analyzing where these numbers come from.

One possible explanation is shown in the plot above:

- **RPTV_on_Play:** The number of abnormal plays mainly comes from common TikTok users who just want to have a look and are not interested in the influencer or goods.
- **RPTV_on_Like:** the number of abnormal like mainly comes from potential followers who currently are not a fan of the influencer but they appreciate the goods in the video and are likely to become new followers. These potential followers also have great potential of purchasing during the influencer's live stream since they find the goods attractive and have not yet bought them.
- **RPTV_on_Like:** the number of comments mainly comes from the followers who may have already bought something from the influencer discussing their previous purchases. Their interest in the products decreases.

6. Standard Operating Procedure for TikTok Live Streaming E-commerce in the U.S. Region

Based on the results of the data analysis, we created a document over sixty pages: Standard Operating Procedure for TikTok Live-Streaming E-commerce in the U.S. Region. This guide focuses on how internet influencers can enter the field of live-streaming e-commerce and get the best results. This document contains four sections:

6.1 How to Choose Potential live-streaming influencers

The results of the data analysis that we should filter the account with fifty thousand fans while having Viral Videos. Internet Influencers should have good live-streaming skills and a good image. The selection of excellent potential internet influencers can get better revenue on the live-streaming e-commerce platform, and factors such as talent level, live-streaming content, live-streaming skills, image and temperament of internet influencers also play an important role in live-streaming e-commerce. The construction of a perfect evaluation system has an important role in achieving better live-streaming e-commerce.

6.2 How to choose the category

The results of the data analysis suggest that the internet influencer can give priority to the bag and beauty categories. At the same time, influencers should pay attention to the market demand and their personality style. Internet influencers need to choose the right category to get a better live-streaming e-commerce effect.

6.3 How to choose products

Influencers should pay attention to Product properties, Target audience needs, Reputation and style. How to choose the right goods is an important aspect of live-streaming e-commerce. The live-streaming e-commerce with goods internet influencers can analyze the attributes of the goods themselves based on their quality and reputation, features and functions, usage occasions and people, timeliness and seasonality, price and market competition.

6.4 Live Streaming Operations Guide

The data analysis suggests that sixty kinds of goods are best for each live-streaming e-commerce. At the same time, the quality of live-streaming is essential. Influencers also should monitor key indicators and pay attention to personal image, privacy and copyright. The e-commerce platform influencer through good operation to get higher traffic, how to operate the account to improve the number of fans, e-commerce influencer can be through the positioning of the target audience, account content operation, live-streaming outside the promotion and marketing strategy in three parts to carry out.

This guide focuses on how ordinary internet influencers can enter the field of live-streaming e-commerce and get the highest revenue. For all levels of live-streaming influencers, having this SOP document as a guide is sufficient.

7. Results and Summary

7.1 Analytical Results

Our study leveraged TikTok live streaming data to construct two models aimed at providing insights and guidance for increasing livestream exposure and boosting live sales. The first model predicts the number of viewers for each live stream and assesses the ability to attract new fans, while the second model predicts the GMV of individual live streams, specifically targeting influencers venturing into live commerce. Key findings from our analysis include:

7.1.1 Livestream Category Impact

The bags and makeup categories tend to attract higher numbers of viewers compared to other categories such as jewellery, wigs, and clothing. Furthermore, influencers selling bags also achieve the highest GMV among all categories.

7.1.2 Influence of TikTok Video Engagement

While increased exposure to TikTok videos can bring more viewers to live streams, a significant surge in exposure may not always result in a proportionate increase in followers and viewers. We observed that comments from users and replies from influencers have a positive impact on predicting sales. Additionally, a substantial number of video plays come from non-followers who show potential interest in the showcased products.

7.1.3 Fan Base Influence

Generally, accounts with larger numbers of followers tend to attract more viewers. Notably, accounts with over 500,000 fans maintain consistently high numbers of viewers, indicating the significance of reaching this threshold as a milestone for increased livestream visibility.

7.1.4 Optimal Promotions

Increasing the number of goods promoted during a livestream tends to attract more viewers. However, we observed a diminishing returns effect after the number of goods exceeds 60. This

could be attributed to potential confusion caused by excessive tags and classifications, leading to inaccurate recommendations to the target audience.

In conclusion, our models offer valuable insights into predicting viewership and GMV for TikTok live streams. The findings highlight the importance of category selection, engagement with viewers, fan base growth, and optimizing the number of goods promoted. By leveraging these insights, influencers and live streamers can enhance their strategies, improve audience reach, and maximize sales potential on the platform.

7.2 Business Implications

Based on our analytical results, we have developed a Standard Operating Procedure for TikTok live streaming in the United States. This SOP provides comprehensive guidance for streamers, especially those who are new to live streaming, on how to create popular accounts and generate high profits through live selling. By following the guidance outlined in this SOP, streamers can optimize their live streaming strategies, attract a wider audience, and effectively drive increased sales on the TikTok platform.

The SOP is structured to cover various aspects of TikTok live streaming and includes valuable insights and recommendations for streamers. Firstly, the SOP addresses the process of choosing a promising account to join live streaming and sell goods. It emphasizes important requirements such as having a follower count of 500,000 or more, having viral videos, developing live streaming skills, and being skilled at building a favourable image and temperament. Next, the SOP focuses on category selection. It highlights the significance of selecting the proper type of goods to sell, taking into consideration factors such as preferences for bags and beauty categories, market demand, and alignment with the characteristics and style of internet influencers. Furthermore, the SOP guides product selection. It outlines the factors to consider when choosing the right products to sell, including product properties, target audience needs, and reputation and style considerations. Lastly, it offers a detailed guide on live streaming operations. It provides important hints for successful live streams, such as recommending a maximum of 60 items to be featured in a single live stream, emphasizing the need to improve the quality of live streaming, and highlighting the importance of monitoring key marketing indicators.

7.3 Comments from the client

The eight students from HKU Business School maintained a good professional attitude and high enthusiasm while working with DHgate on the Capstone project. They used the machine learning data analysis methods taught by HKU Business School to help DHgate analyze the main factors affecting the effectiveness of live-streaming e-commerce merchandising and produced a white paper based on the results of the data analysis. DHgate Group welcomes the eight master students from HKU Business School to join us after graduation!

Thank you to the HKU School of Business Capstone Project Team for their dedication and we can look forward to the first edition of DHgate's live-streaming e-commerce whitepaper next year!