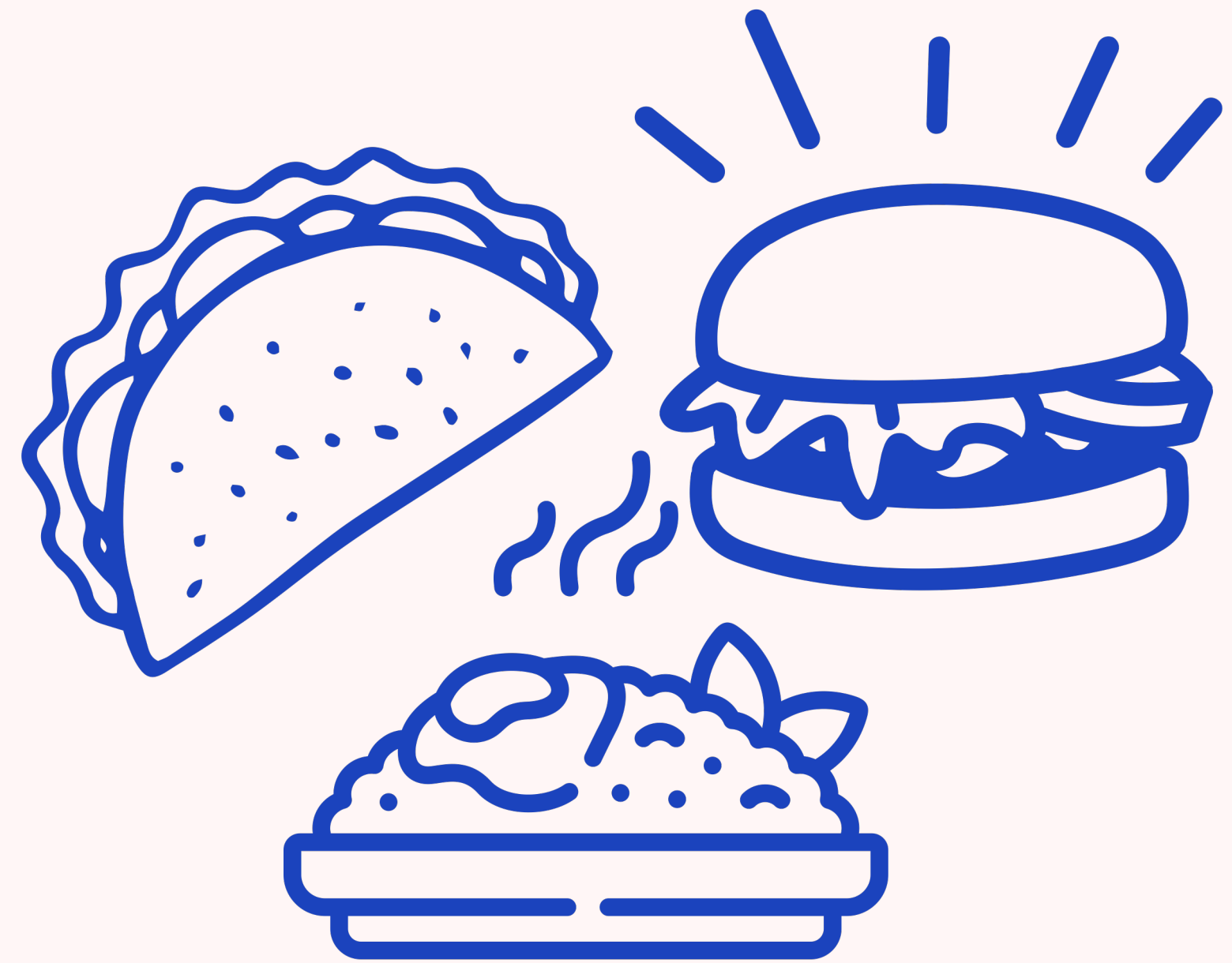


CMGT 568 INFLUENCER STRATEGIES



ASSIGNMENT 3
PERSONAL INFLUENCE PLAN
SHIQI LIU
DECEMBER 15, 2021

01

NICHE

As a food blogger, I would love to share easy, drooling, and single-serving recipes that are tailored to live-alone young adults in China.

**PASSION:
TIME & MONEY
INVESTMENT**

***ON CINEMATOGRAHY COURSES**
***MEAL PREP/COOKING COURSES**

PAST

**7 - 14 hours/week
\$60 - 100/month**

PRESENT

**35 - 42 hours/week
\$200/month**

FUTURE

**≥ 84 hours/week*
\$200-400/month***

- I do realize that this side hustle is NOT a quick-win business, so I prefer focusing on providing quality content on a regular basis with a production-oriented mindset.
- I may have no expectations of seeing any traffic and positive traction until after 12 months at least.

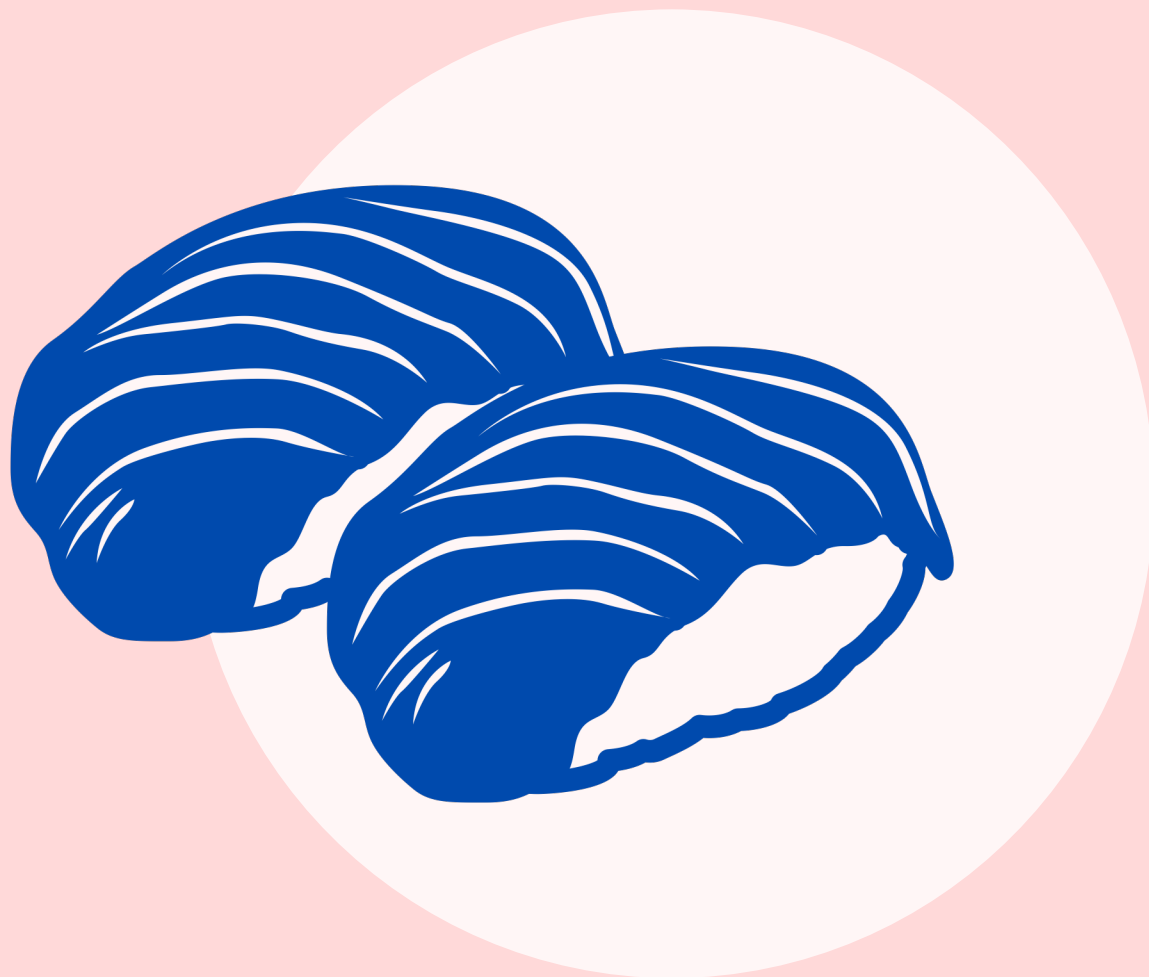
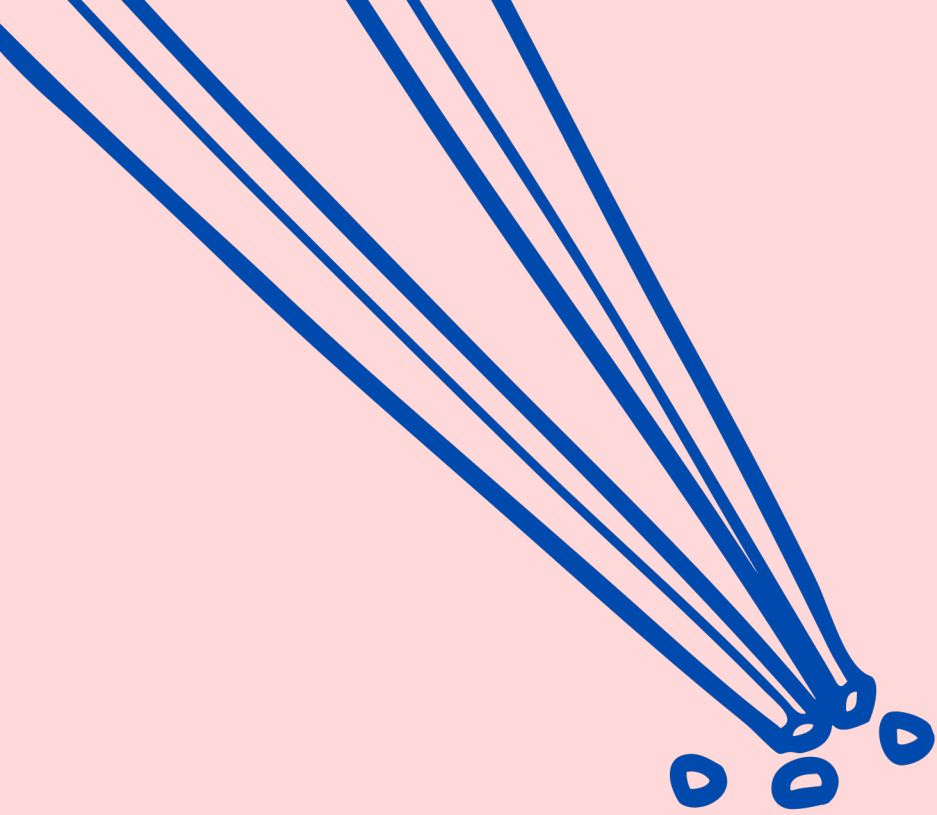
EXPERTISE

LEARNED TO COOK WITH MOM

- While naturally being her helper, she also encouraged me to take charge of the meals gradually to build my confidence, and she taught me many kitchen tricks and wellness hacks.
- Most importantly, we transformed leftovers into meals without sacrificing flavor.

TAUGHT MYSELF TO COOK IN 2018-2019

- From the initial spark with an I-want-to-do attitude, I tried to make home-cooked meals out of quick dinner ideas with common ingredients.
- I did not limit myself on recipe keywords and just went with my gut, sometimes the adventurousness also made me realize how therapeutic cooking for one was.



TARGET AUDIENCE
TARGET AUDIENCE
TARGET AUDIENCE
TARGET AUDIENCE

- College students, white collars, freelancers, basically **young adults** whose ages roughly ranging from 20-35 years old (not specific), mostly **live alone** and are often **time-constrained** on cooking solo in weekdays.



OPPORTUNITY THE SIZE OF THE MARKET

With an ever-increasing number of people living alone, consumer habits are more individualized, geared toward convenience and personal interests

At a time when **37 million** American adults live alone (United States Census, 2021; Stromberg, 2012), the number of empty-nest youths aged 20~39 in China is predicted to double, from **18 million** in 2021 to **40 million** in 2030 (Qiongfang, 2021; Yang, 2017).

Solo dining is also an empowered trend unconsciously breaking the long-term social taboo about eating alone (Brock, 2021; Kim, 2019; Fleming, 2019).

CBN data (2019) reported almost 200 thousand reviews regarding "solo dining" in Beijing and Shanghai from Dazhong Dianping (Chinese alternative to YELP), which has ballooned exponentially since 2015 (Zhifei & Xiaoqing, 2019).

In my survey with target audience members...

94% cook for themselves at home

5% have never cooked before

88% consume online content from food influencers

94% are willing to try new recipes from online bloggers*

49% get recipe inspirations from favorite influencers

5% seek cooking guidance from apps

53% accidentally made too much food

28% do not have enough time to prepare meals

*THE SURVEY HAS COLLECTED ANSWERS FROM 100 RESPONDENTS, WITH 74% AGED FROM 20-24 YEARS OLD AND 58% ARE COLLEGE STUDENTS.

*QUESTION TOPICS INCLUDED: KITCHEN HABITS, COOKING PREFERENCES DURING CORONAVIRUS & POST-PANDEMIC LIFE.

In my focus group with target audience members...

- 5** cook for themselves at home everyday, mostly cook Chinese food.
- 5** would love to try new recipes if time permits.
- 8** consume online content from food influencers.
- 3** do not have time to prepare for meals
- 7** get recipe inspirations from social media feeds.
Bilibili and **RED** are the most popular online platforms.

*11 QUESTIONS INCLUDED.

*INTERVIEWEES IN THE 8-PERSON FOCUS GROUP: 5 USC GRADUATE STUDENTS, 1 GRADUATE STUDENT IN CHINA, 2 CURRENTLY EMPLOYED IN WAGES.

OPPORTUNITY THE COMPETITIVENESS OF THE MARKET

The *2020 Bilibili Influencers Report* shines new light on its influencers (新榜编辑部, 2021). For instance, food is one of the top 5 content categories on the platform, ranked second.

- Among the top 100 influencers on Bilibili, food vloggers occupied 24.1% and have started to niche down depending on various tiers.
 - Mukbang(eating influencers)
 - Restaurant influencers
 - Cooking influencers

- Amanda Li (@曼食慢语-2.28 million)
 - Resurrects ancient Chinese dishes.
- Li Ziqi(@李子柒-7.92 million)
 - Famous for her videos of idyllic life in rural China
- Black Cat's Kitchen (@黑猫厨房-8.9 million)
 - Recreates food from Japanese animes

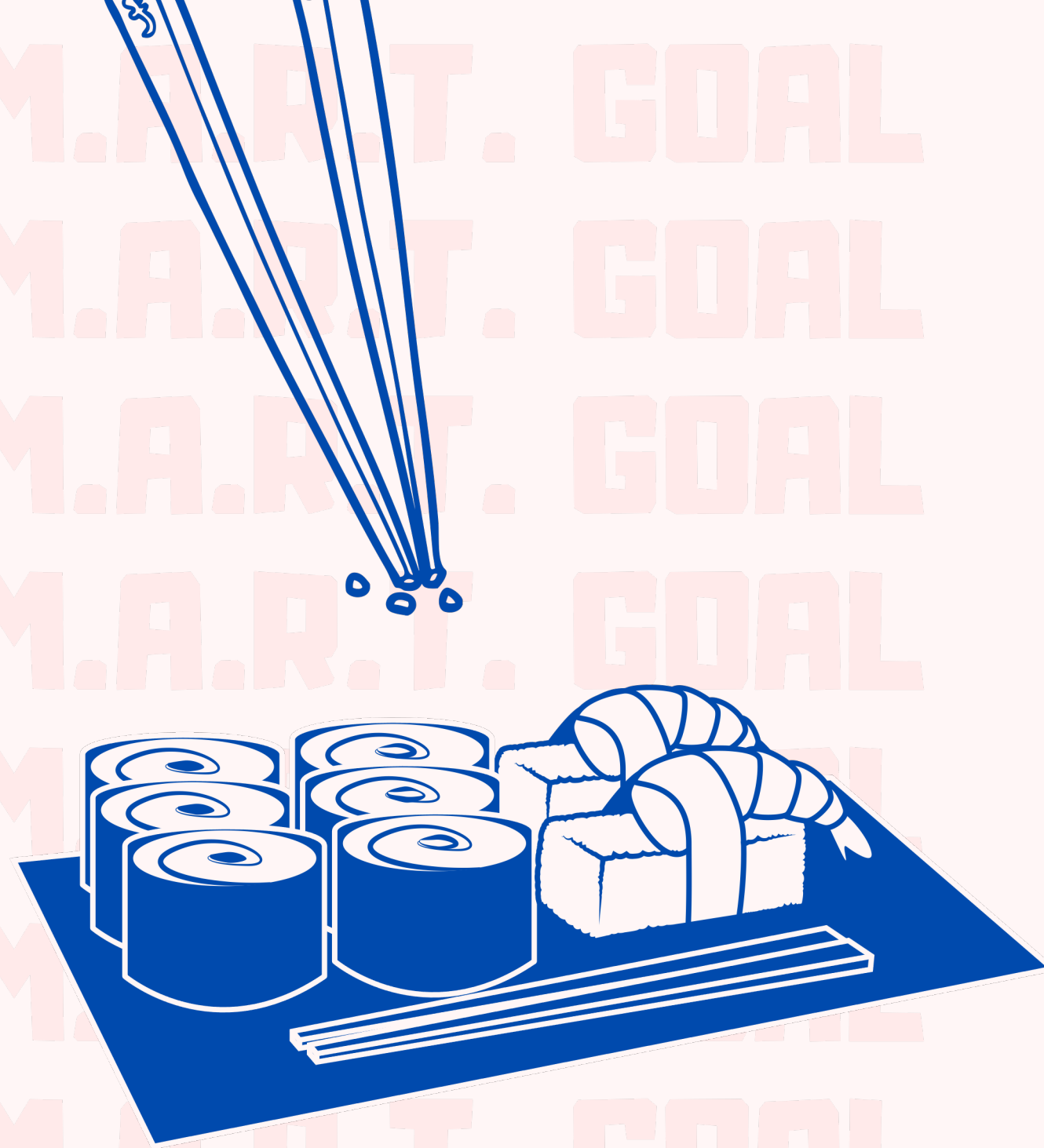
OPPORTUNITY THE COMPETITIVENESS OF THE MARKET

With a solid interactive atmosphere, Bilibili's content segmentation feature also advanced with more video submissions for the category under food, which has risen to 153% compared with the data in 2019 (新榜编辑部, 2021).

Above all, short-video content in China is splitting into countless niche influencer categories. This shift is likely to involve even deeper segmentation in food (Wang, 2021). Specifically, for food bloggers, original content requires them to embrace a broader variety of creative ideas in order to differentiate themselves (Yiwen, 2021).

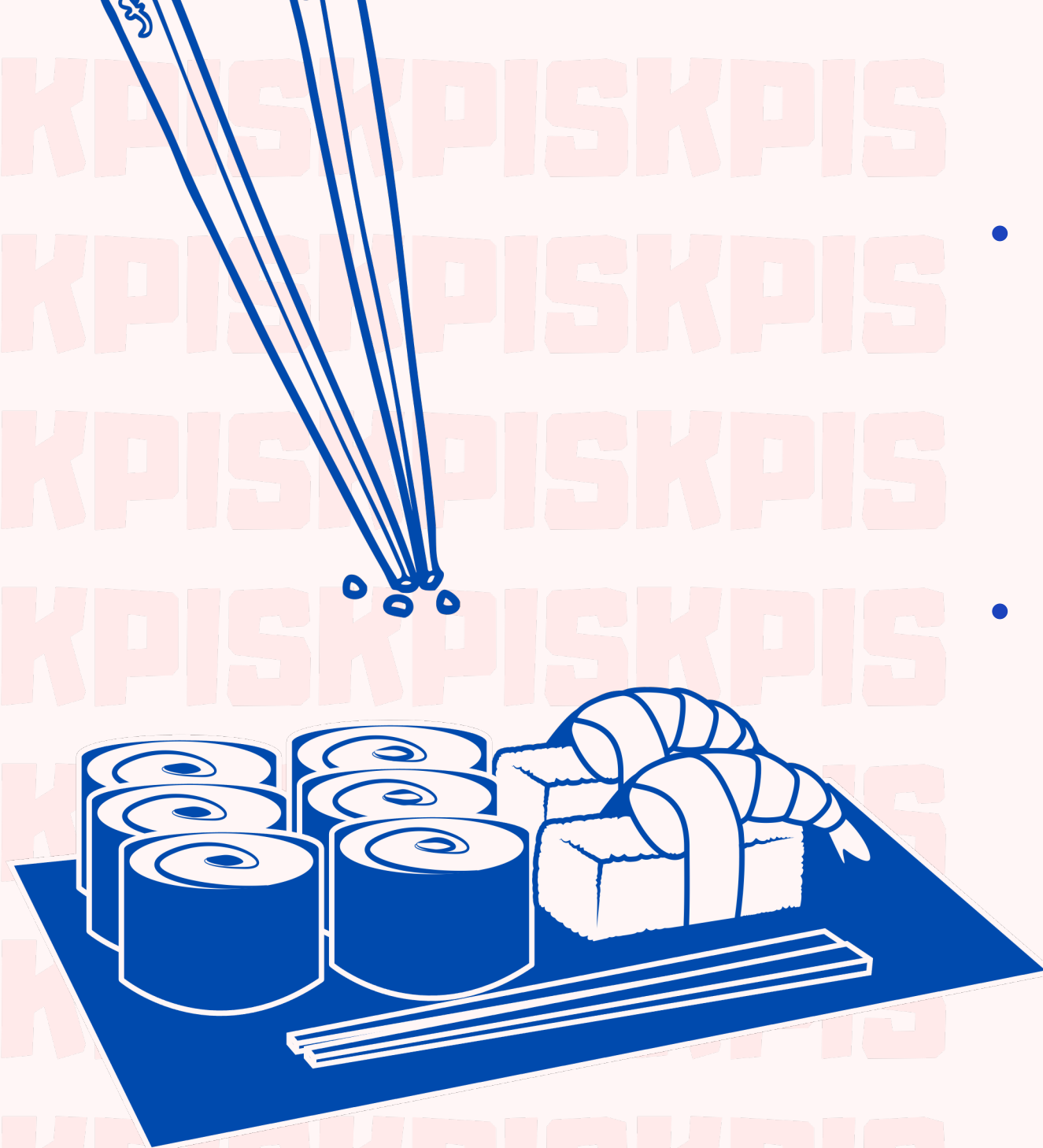
02

GOALS



S.M.A.R.T. GOAL

- To make 100K Bilibili users (roughly aged 20-30 years) **aware and satisfied** with my creations under the topic of cooking for one on Bilibili by December 2022.
- To **turn my brand into a business** that goes beyond social media with well-designed products (mostly will be seasoning/storage-related) by 2027.
- To **increase the number of product purchases** on my Douyin profile by 30% by 2028.



KPIS

- **Quantitative[evaluated annually]**
 - Conduct a(n) awareness/sentiment study at the end of every year to assess the quality of impact on my creations on Bilibili
- **Qualitative [evaluated weekly and monthly]**
 - Number and quality of bullet comments per video
 - Emotional valence
 - Arousal level
 - Number of "Homework"*
 - New subscribers per month/year
 - Number of views on my videos
 - Number of target audience's visits per video
 - Basic information from their user portraits
 - Number of B coins per video tipped by viewers (Wiktoria Marszatek, 2021)

*I will encourage viewers to submit their meals following my recipes as homework after watching and give them advice if necessary.

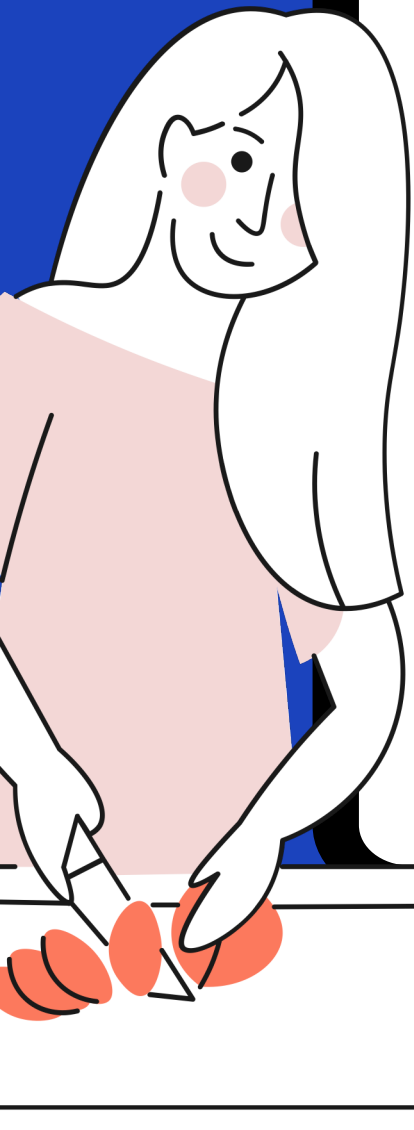
03

TACTICS

Enhancing perceived expertise

- Keep a journal of my stats and a content calendar to schedule my content (a.k.a. recipes) in advance, breaking down everything from month, to weekly, to daily. (@Christine Payy)
- Post a 3-minute video per week on a regular basis, with clear & specific key words (Patel, 2019; Passaro et al., 2021).
- Place a progress bar in the footage
- List all the ingredients with calories at the end of the video.

- Professional cookbooks (@你好瘦呀)
- Attend a cooking school (ABC Cooking Studio) to build skills and learn the hows and whys behind recipes.
- Sign up for online photography classes to enhance my editing skills.
- Learn from other food bloggers and note down, hope to network with them (3-5 videos/ week).



EXPRESSION: MEDIA

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CHOOSING
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EXPRESSION

PRIMARY PLATFORM: BILIBILI

- As currently the most popular youth-oriented video streaming platform, Bilibili is famous for its unique community culture differentiating it from other counterparts (Pandaily, 2021; Yiwen, 2021).
- 80% of its users are younger than 25 years old, which represents 59% of China's online entertainment market (Gitlin, 2020; Pandaily, 2021; Transcripts; 2020), so it strongly overlaps with my ideal target audience. By leveraging its communities based on my niche, I could thus easily reach the right audience.

EXPRESSION: MEDIA

ING
ION

PRIMARY PLATFORM: BILIBILI

- Bilibili features real-time “bullet comments (弹幕),” which creates a strong sense of relatability, sharing, and loyalty (Gitlin, 2020; Marszatek, 2021).
- The *2020 Bilibili Influencers Report* (新榜编辑部, 2021). reported that users born in the 90s wished to see videos with professional edits and strong cinematography, so the comments that viewers left could also effectively help me improve my skills.

CHOOSING
EXPRESSION
CHOOSING
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CHOOSING
EXPRESSION

EXPRESSION: MEDIA

OTHER PLATFORMS:

DOUYIN

Given that Douyin is built for mobile users to watch videos vertically, I plan to hone my photography skills to make my videos more fast-paced to be noticed (Hallanan et al., 2019).

By exploiting Douyin's new feature, photo posts, to post pictures and text, I can integrate all my recipes, and categorize them into different topics with keywords (Pandaily, 2021) , thereby making the account niche down to target audiences on Douyin.

RED

I am currently a novice on the blogging street, so I prefer not to upload my creations to RED unless gaining a following on Bilibili.

EXPRESSION: MESSAGE

RELATABLE; EMPATHETIC

I have seen many peers around me, no matter if they are studying overseas or newcomers into workplaces, struggling with cooking solo.

Particularly, since the pandemic dragged on, they have been through many cooking adventures overwhelmingly in the kitchen.

As much as I understand their limit on time to cook every day, cooking for one is something to embrace and nourish oneself without befriending leftovers (Rao, 2018; Conner et al., 2016).

Therefore, I will not create my content by building a persona centered around my eating habits, which I find too homogenous produced by most existing food vloggers on Bilibili .

EXPRESSION: MESSAGE

SORT OF "RAG-TO-RICHES"

Fixating on single-portion food blogging, I will start with jargon-free recipe ideas that speak to my audience to build a following. I will help them with meal planning, curating ingredients, and providing step-by-step information in a digestible format (Passaro et al., 2021; Zisk, 2019).

Next time when you are hungry and/or stressed with life's pressures, be your own chef and treat yourself to a little of luxury.
It is hard to feel bored when you are able to nurture yourself and fill the solitary hours with such deliciousness (Brock, 2021; Rao, 2018; Zisk, 2019) .

EXPANSION

- Develop various kinds of recipes, not limit to home-cooked meals, but also include dessert and bakery.
- Collect the homework by creating a Wechat group to build audience community.
- Expand to another platform (RED) after gaining a positive traction (@Christine Payy).
- According to the rules of influencer verification on Bilibili, my content will have more exposure only after I hit 10K followers on Bilibili.
- In order to obtain the “UP” influencer badge to be verified as an official influencer by Bilibili, I need to gain at least 100K followers (Wiktorja Marszatek, 2021).



04

TIMELINE

PHASE 1 BUILD A FOLLOWING

Create and upload my videos on Bilibili once a week
Take online cooking and cinematography courses

JANUARY 2022

- Upload my work on Bilibili regularly.
- Develop recipes
 - Learn from other food influencers on Bilibili, Douyin and YouTube. 3~5 videos/day
 - Take notes every week.
- Take online cooking courses.

JUNE 2022

- Create a Wechat group for my audience to share their "homework".
- Take a cinematography course.

DECEMBER 2022

- Conduct a sentiment study on my viewers.
- Survey Bilibili users around me for their awareness about my brand.

PHASE 2 EXPAND AUDIENCE

Continue all my activities in Phase 1
Expand my media platform to Douyin
Join a community of Bilibili influencers



JANUARY 2023

- Join an online community of Bilibili uploaders and learn from their experience.
 - Network them if possible
- Develop recipes.

JUNE 2023

- Expand my platform to Douyin.
 - Update my videos twice a week based on previous work.

DECEMBER 2023

- Conduct a sentiment study on my viewers on Bilibili .
- Summarize my recipes, conclude the shortcomings of my videos, and prepare to expand to RED.

PHASE 3 START A BUSINESS

Continue all my activities in Phase 1 & 2

Expand my media platform to RED

Do market research and prepare to start an online business

JANUARY 2024

- Expand my platform to RED.

2024-2026

- Conduct market research on current cooking brands founded by influencers (at least 3 brands)
- Interview my target audience about their awareness and sentiment toward these brands.

JUNE 2027

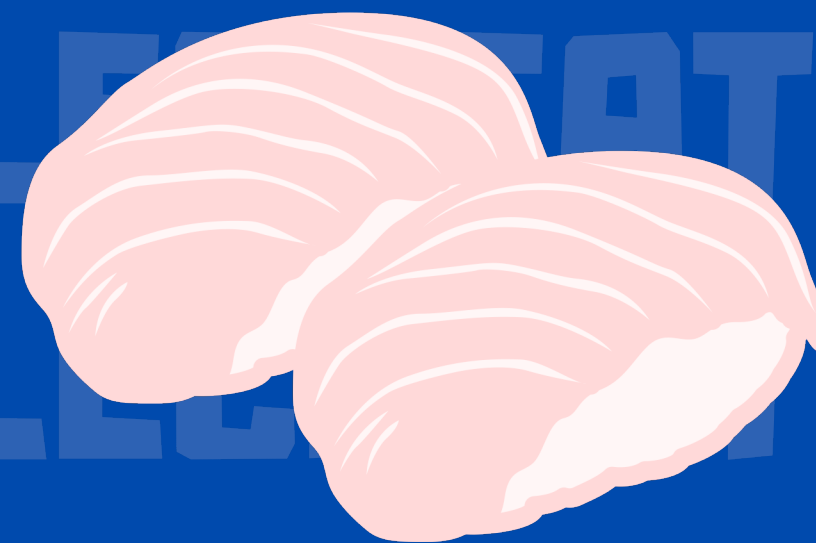
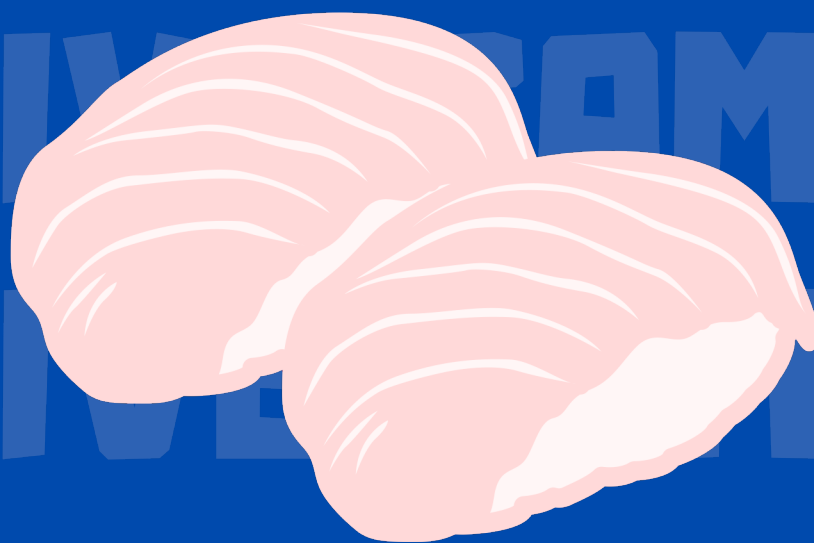
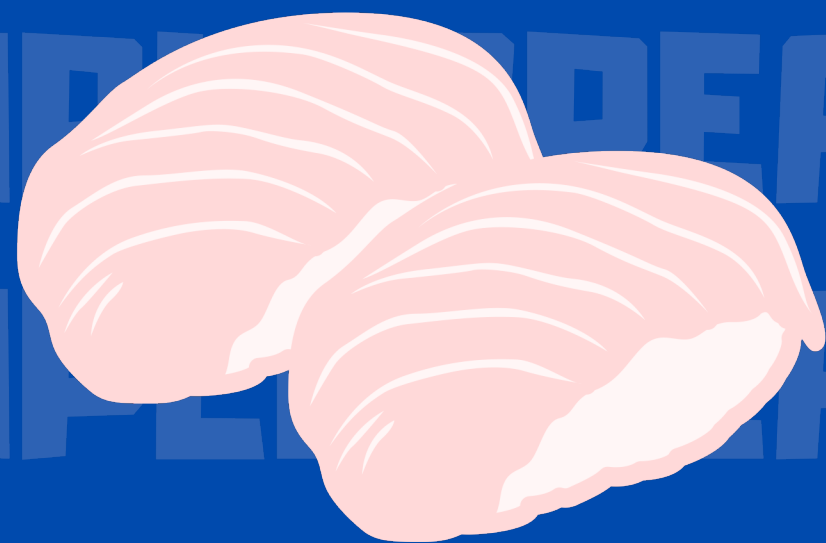
- Based on previous research, start an online business via Douyin profile and Taobao,
- Run online campaigns to make the brand memorable.
- Ask consumers to take an online survey after purchases.

DECEMBER 2023

- Plan, create, and execute an online & offline marketing campaign to boost sales by 30%.
- Conduct sentiment studies before and after the campaigns.

05

CREATIVE SAMPLE



[CREATIVE SAMPLE](#) (Click here)

06

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- **Focus Group: conducted on 2021, November, 25**
 - Jiamin Yu: Public Servant at Sichuan Province, China
 - Kaiyue Qin; Graduate Student at USC Annenberg
 - Sijing Liu; Graduate Student at Tsinghua University and USC
 - Xueying Cheng; Graduate Student at USC Annenberg
 - Xiaotong Feng; Graduate Student at Lanzhou University
 - Yue Shen; Graduate Student at USC Annenberg
 - Yuntian Xie; Freelancer , based in Chengdu, China
 - Yingjian Zhang, Graduate Student at Tsinghua University and USC
- **Survey (N=100): conducted from 2021, November, 16 to 2021, November, 23**
 - Link: https://usc.qualtrics.com/jfe/form/SV_40JWnAhXMQaCiKW
- **Interviews:**
 - @你好瘦呀 - Food influencer on Bilibili
 - <https://b23.tv/4pFfyDT>
 - The interview was conducted on 2021, November, 12
 - @Christine Payy - Food Influencer on Instagram/TikTok
 - https://instagram.com/eatpayylove?utm_medium=copy_link
 - <https://vm.tiktok.com/TTPdjCnTu8/>
 - The interview was conducted on 2021, November, 22