

Group 10 – Psyshield Promotion Report

1. Promotion Channels & Actions

Xiaohongshu (Posted on November 20, 22:50)

Content: Published a video post titled "Too absorbed in gaming? Don't ignore how your body feels anymore..."

Bilibili (Posted on November 20, 22:50)

Content: Released a product demonstration video.

WeChat Pod & Private Communities

Content: Strictly followed the course Pod protocol by sharing the landing page, video links, and questionnaire in WeChat groups to solicit clicks, comments, and testing from peers.

Targeted Distribution of User Questionnaire

Content: Distributed the questionnaire link through the above channels and private messages to recruit test users.

2. Materials Used in Promotion

1-minute promotional video

Landing Page: <https://psy-shield-a145f111.base44.app>

Demo Link: <https://psy-shield-e3848cb7.base44.app>

User Questionnaire: <https://v.wjx.cn/vm/YHxsbyp.aspx#>

3. Reach & Engagement Data

Reach & Traffic Data:

Xiaohongshu: Total impressions: 19 | Views: 24

Bilibili: Total plays: 22

Engagement Data:

Xiaohongshu: Likes: 6 | Favorites: 7 | Cover click-through rate: 25%

Bilibili: Engagement rate: 22.7% (5-star rating)

4. Test User Recruitment (Key Revised Section)

Total Test Users: 12 individuals

Channel Effectiveness Analysis:

WeChat Pod was the core conversion channel: The majority of new users came from peers within the Pod who clicked and tested. This demonstrates the high efficiency of the course-designed Pod mutual support system in acquiring high-quality initial users.

Xiaohongshu served as a high-quality traffic source: The 25% cover click-through rate confirms its potential for attracting interest. Although the exact number of direct conversions via Xiaohongshu requires more precise tracking, it laid the foundation for brand and product awareness.

Bilibili functioned as a brand exposure platform: Despite low direct conversion rates, the 22.7% engagement rate indicates effective content dissemination, enhancing product visibility among the target audience.

5. Promotion Effectiveness Analysis

Effective Promotion Highlights:

Maximized private traffic value: The WeChat Pod strategy was highly successful, serving as the core engine for user conversion in this promotion. The precise audience and mutual support mechanism resulted in highly efficient conversions.

Validated content appeal: The high click-through rate on Xiaohongshu and high engagement rate on Bilibili confirm that our focus on the "gamer health" pain point and content creation resonated with the target audience, successfully capturing their attention and interest.

Areas for Improvement:

Unclear public traffic conversion path: The content on Xiaohongshu and Bilibili failed to effectively guide public traffic to our private channels or product. For instance, the lack of clear calls-to-action like "Scan the code to join the test" led to public traffic "viewing without converting."

Insufficient data tracking capabilities: Initially, we lacked a robust channel attribution system (e.g., using different QR codes or link parameters), making it difficult to accurately quantify the exact number of user conversions from each public channel.

Improvement Measures & Lessons Learned:

Optimize calls-to-action in public content: Clearly incorporate strong prompts such as "Click the link to experience now" or "Scan the code to get your gaming health report" in prominent positions

and comments of all videos and posts.

Strengthen landing page conversion capability: Ensure the landing page quickly communicates value and positions "Fill out the questionnaire to become a test user" as the most central and straightforward action.

Persist and deepen Pod collaboration: This experience proves that sincere mutual support is the most effective method for cold-starting a project in its early stages. We will continue to actively participate in the Pod, provide high-quality feedback to other groups, and iteratively improve our content.

6. Popularise evidence



