

Research on the Status Quo of Online Marketing Based on Live Broadcast

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Abstract: 2020 is a critical year for targeted poverty alleviation. This requires that the live broadcast network celebrity delivery model be embedded in the operation of rural e-commerce to form a benign “farmers-live broadcast network marketing-consumer groups” Online information interaction mode. Through the research on the status quo of live broadcast network marketing, it is currently necessary to focus on three aspects: cultivating the farmer’s online celebrity team to enhance professionalism, comprehensively applying live broadcast network marketing models, and sinking live broadcast sites to leverage offline consumption resources.

1. Introduction

With the dynamic evolution and in-depth development of network marketing in the e-commerce environment, the current live broadcast network marketing has gradually replaced the traditional network marketing form. Live broadcast network marketing can be divided into two types: Internet celebrities bring goods and brand marketing accounts. The mode of online celebrity carrying goods emphasizes the influence of internet celebrities, while the brand marketing account mode focuses more on the choice of well-known e-commerce platforms. To this end, this article takes agricultural product manufacturers as the main body of network marketing, and uses Internet celebrities to bring goods as the network marketing model to launch the theme discussion. 2020 is a critical year for targeted poverty alleviation, and it is necessary to focus on preventing the return of poverty. This requires the need to embed the live broadcast network celebrity delivery model into the operation of rural e-commerce, and on the basis of the needs and preferences of specific consumer groups, form a benign online “farmers-live broadcast network marketing-consumer groups” Information interaction mode. It can be seen from this that the research on the status quo of online marketing based on live broadcasting requires the above information interaction mode as a whole to be investigated.

2. Analysis of the Status Quo of Live Internet Marketing

Summarizing the current practical experience of the online celebrity delivery model, the current status of live online marketing can be analysed as follows:

2.1 Status of the Selection of “Internet Celebrity”

In the plot of the movie “My Hometown and Me”, there is a paragraph that reflects the current situation of farmers when they choose “net celebrities”. Internet celebrities with extensive influence in the industry are scarce resources, so they have strong bargaining power in live online marketing, and even have information monopoly power when facing specific consumer groups. This has led to high market thresholds when choosing well-known Internet celebrities. If a “low profile” is implemented for an influencer, this will restrict the effect of live online marketing due to the influence of the influencer. At the same time, those Internet celebrities will also pay attention to the types of goods they bring, because as determined by the bilateral market structure in e-commerce operations, Internet celebrities also have to face various challenges of “de-fanning”.

2.2 The Current Performance of the Live Broadcast Format

Through the empirical research on the mode of online celebrity carrying goods, the performance status of its live broadcast form can be summarized as follows: (1) The personal popularity of the internet celebrity is the main line to gather popularity, and the communication power of the “Internet celebrity” fans across the product information point as the core, realize the online release of goods information. (2) Internet celebrities mainly interact with fans in the process of bringing goods. Fans, as a long-term accumulation of network celebrities, are relatively closed and stable in reality, which is different from traditional online marketing. It is not difficult to understand that fans of Internet celebrities are most likely to be the first buyers of goods, but whether these fans are purely in the category of consumers is questionable. The inherent entertainment of live broadcast network marketing may dilute the attention of fans from all walks of life to the goods.

2.3 Current Design Status of Live Content

Taking fruit and vegetable agricultural products as an example, in live broadcast network marketing, Internet celebrities use their own information display capabilities to highlight the external characteristics of agricultural products. For example, in the movie “My Hometown and Me”, the female Internet celebrities carry Apple products. Then in the live show, it is very likely to be developed around the physical characteristics of Apple. Since Internet celebrities do not have the expertise in the production and use of goods, they mainly use their network contacts to promote product information. They can obtain relevant information about the goods through a quick way, but in the situation where the homogenization trend of agricultural products is relatively serious, this kind of product knowledge gained by fast learning does not necessarily bring fans a different product perception. Then in the point-to-point promotion of products by fans, this differentiated product information is very likely to disappear.

3. The Dilemma of Live Online Marketing

From the perspective of safeguarding the interests of farmers and combining with the analysis of the status quo, the dilemmas of live broadcast network marketing can be summarized as follows:

3.1 Difficulties in Obtaining Online Celebrity Resources

In the live broadcast network marketing under the mode of the online celebrity carrying goods, the internet celebrity has undoubtedly become a key role. Not only is he in the position of the information centre for the release of agricultural products, he has actually become the image

spokesperson for agricultural products. As mentioned above, well-known Internet celebrities are scarce resources and will face high market thresholds in seeking cooperation with them. However, even if they have the intention to cooperate with them, whether they have the network advantage of endorsing agricultural products still needs to be investigated in depth. In fact, there is the issue of “output/input” when farmers carry out live broadcast online marketing, and this issue establishes constraints for the reasonable development of live broadcast online marketing.

3.2 The Information Dilemma of Entertainment Generalization

The internal entertainment atmosphere of live broadcast network marketing offices will seriously affect the quality of information interaction between Internet celebrities and fans. According to the survey on the fan group of an internet celebrity, 3/5 of the fan group watched his live broadcast based on their love for the internet celebrity. Assuming that the remaining 2/5 of the fan groups watch live broadcasts based on their preference for agricultural products, then how to adjust the attention of the 3/5 fan groups is extremely difficult. The information dilemma caused by the generalization of entertainment is also reflected in the feedback results of the fan community on the information released by the Internet celebrity, which directly affects the Internet celebrity's subsequent delivery experience. After all, under the bottom line requirement to prevent “de-fanning”, Internet celebrities may please those fans and deviate from the original intention of bringing goods.

3.3 The Dilemma of Experiencing Information Publishing

The homogenization trend of similar agricultural products requires that the difference of the product should be emphasized in the live broadcast network marketing, and the comparative advantage of the product should be presented when the difference is emphasized. As in the movie “My Hometown and Me”, female Internet celebrities need to emphasize the comparative advantage of Apple in Shaanxi. However, live broadcast network marketing inherits the disadvantage of e-commerce marketing, that is, it is difficult to provide consumers with a real product experience. In response to this traditional problem, it is necessary to form a multi-dimensional product information display in live online marketing, and introduce O2O marketing mode under the new retail model.

4. Countermeasures

Based on the above, the countermeasures can be constructed from the following three aspects:

4.1 Cultivate Farmers' Internet Celebrity Teams to Enhance Their Professionalism

In order to solve the problem of scarcity of Internet celebrity resources, it is more important to break the inherent thinking of pan-entertainment live broadcast network marketing, and it is necessary to cultivate a team of farmers' Internet celebrities to enhance their professionalism. The specific implementation countermeasures are as follows: (1) Under the organizational framework of “Professional Rural Cooperatives + Farmers”, select personnel with online expressiveness and enable them to enter specialized positions in rural e-commerce marketing. (2) For their job training, it is necessary to highlight various knowledge of agricultural product production, processing, and use, so as to build a professional knowledge system for them. (3) In the training of online marketing skills, they should enhance their ability to interact with online consumer groups, and appropriately use the spirit of entertainment to promote product information.

4.2 Comprehensive Application of Live Broadcast Network Marketing Model

In order to solve the pan-entertainment problem of live broadcast network marketing under the mode of online celebrity carrying goods, and the environmental closure problem caused by fan groups, it is necessary to comprehensively apply the live broadcast network marketing model. The specific implementation countermeasures are as follows: (1) The two models of online celebrity delivery and brand marketing should be comprehensively applied, and the above two models should be used separately by establishing a hierarchical network marketing form of agricultural products. (2) Agricultural products can be divided into characteristic agricultural products and general agricultural products. The former mainly refers to agricultural products with regional characteristics, and at the same time has novel characteristics. The latter refers to agricultural products familiar to the public, such as apples. (3) For specialty agricultural products, you can choose the mode of online celebrity carrying goods, and use the resource advantages of online celebrities to promote novel agricultural products. For general agricultural products, you can choose the brand marketing number for product promotion.

4.3 The Sinking Live Broadcast Site Leverages Offline Consumption Resources

When farmers' online celebrity groups carry out live-streaming online marketing, they need to sink live-streaming sites to leverage offline consumption resources. The specific implementation countermeasures are as follows: (1) In the context of industry-integrated development, farmers' internet celebrities can set up live-streaming network marketing in fruit and vegetable retail stalls in rural tourism projects, through the live broadcast of tourists' consumption feelings on agricultural products, the dimension of product information release is enriched, and consumers who watch the live broadcast are provided with perceptual experience. (2) It is also possible to set the live broadcast point in a special fruit and vegetable supermarket, and transmit product information to consumers who watch the live broadcast online by broadcasting the scene of consumers purchasing the agricultural products.

5. Discussion

To sum up, this article takes agricultural product manufacturers as the main body of network marketing, and uses Internet celebrities to bring goods as the network marketing model to launch the theme discussion. In the discussion, this article analyses the status quo from three aspects: the selection of Internet celebrities, the performance of the live broadcast form, and the design of the live broadcast content, from which the current dilemmas in online marketing are explored. Finally, three aspects are proposed to solve the dilemma from three aspects: educating farmers' online celebrity teams to enhance their professionalism, comprehensive application of live broadcast network marketing models, and sinking live broadcast sites to leverage offline consumption resources.

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