

# Unit 1

## Selecting Platform for Live Streaming Marketing

### Setting the Task

Have you heard of live streaming? Why is it more and more popular as a marketing tool? Live streaming is an excellent way to increase the traffic that the viewer is attracted to click on the link to the specific online shop. It can obtain new customers and retain regular customers.

### Scenario

Guangzhou Daoying Co., Ltd. is a foreign trading company. To improve the sales volume, the company decides to do English live stream on some websites. Annie from Daoying company is in charge of the English live stream.

In this case, she should search for detailed information on the leading websites, and compare with these websites based on the business model and the products, so that she can choose the appropriate live streaming websites to promote in English. Finally, she can invite the regular customers to watch videos of live commerce.

### Checklist

- ☐ **Business Knowledge:** B2B & B2C; Live streaming marketing platforms
- ☐ **Business Strategy:** How to live stream on TikTok
- ☐ **Business Culture:** China Chic ( guochao )
- ☐ **Business Task:** Select suitable live streaming marketing platform for the company



## Knowledge Focus

### I. Basic Business Model for E-commerce

(1) B2B (business to business)

One business communicating with or selling to another business.

(2) B2C (business to consumer)

A business communicating with or selling to an individual rather than a company.

### II. Basic Information on Live Streaming Marketing Platforms

Live streaming marketing platforms refer to various platforms that provide live streaming services in online live streaming marketing, including online live streaming service platforms, internet audio, video service platforms, and e-commerce platforms. Live streams allow users to see products in detail and get their questions answered in real-time. They can be integrated with e-commerce websites and social media apps.

#### 1. Cross-board E-commerce Websites

(1) **Alibaba** (Pic. 1-1): As the first business sector of Alibaba Group, it is the world's leading online trading platform for B2B foreign trade and has been a digital foreign trade operating system.



Pic. 1-1

(2) **AliExpress** (Pic. 1-2): AliExpress is a Chinese online trading platform with headquarters in Hangzhou. It is the world's largest online trading platform for foreign trade in China. It stays connected with some foreign social media, such as Facebook, Twitter, Instagram.



Pic. 1-2

(3) **Amazon** (Pic. 1-3): Amazon was founded in 1995. It sells books only at the very beginning and now it provides various products such as DVD, computer accessories, video games, electronics, clothes, furniture, etc. It is one of the biggest worldwide e-commerce (B2C & C2C) company. Sellers can make sales currently via Amazon.com on site in USA, Canada, China, Germany, Italy, Japan and UK.

The Amazon logo, featuring the word "amazon" in a bold, lowercase, sans-serif font.

Pic. 1-3

(4) **Shopee** (Pic. 1-4): Launched in 2015, Shopee is the leading e-commerce platform in Southeast Asia and Chinese Taiwan. Shopee provides consumers an easy, secure, fast, and enjoyable online shopping experience that is enjoyed by tens of millions of consumers daily. It offers a wide product assortment, supported by integrated payments and seamless fulfilment.



Pic. 1-4

(5) **SHEIN** (Pic.1-5): It is a fast fashion retailer. Founded in Nanjing, China, in October 2008, SHEIN grew to become the world's largest fashion retailer by 2022. The company is currently headquartered in Singapore. Known for selling relatively inexpensive apparel, SHEIN's success has been attributed to its popularity among Generation Z consumers. The company was initially not involved in design and



Pic. 1-5

manufacturing. However, beginning in 2012, SHEIN began to establish its own supply chain system, transforming itself into a fully integrated retailer. The company has established its supply chain in Guangzhou with a network of over 3,000 suppliers by 2022.

## 2. Social Media Apps

**(1) Facebook** (Pic. 1-6): It is renamed as **Meta** (Pic. 1-7). It is an online social networking service. Facebook Marketplace is a section where the user can buy and sell items such as furniture, cars, and so on. Facebook Marketplace is linked to the user's public Facebook profile.



Pic. 1-6



Pic. 1-7

**(2) Instagram** (Pic. 1-8): It is a very popular photo and video social networking service for mobile devices founded in 2010. Pictures taken with the Instagram App can be sent to Facebook, Twitter, as well as to the user's account on the Instagram website.



Pic. 1-8

**(3) Twitter:** It is renamed as X (Pic. 1-9) It is a top-rated social networking service, launched in 2006; inline images were added in 2013. Twitter was designed as a social network to keep friends and colleagues informed throughout the day. However, it became widely used for commercial and political purposes to keep customers, voters, and followers up-to-date as well as to encourage feedback.



Pic. 1-9

**(4) TikTok** (Pic. 1-10): TikTok, known as Douyin in China, is a video-sharing social networking service owned by the Chinese company ByteDance. The social media platform is used to make a variety of short-form videos. TikTok is an international version of Douyin. TikTok and Douyin have almost the same user interface but no access to each other's content. Moving over Google, TikTok has been the world's new most popular online destination since 2021. Now it has more than 1 billion active users worldwide, and that number continues to grow.



Pic. 1-10

What is TikTok Live? TikTok Live is a feature that allows TikTok users to live stream and communicate with their followers in real time. Live videos are also longer than traditional TikTok content, helping to build stronger relationships with the viewers. Everyone can use this feature, but there is one stipulation—you have to be 16 and older. Your account should also have no less than 1,000 followers.



## Strategy

### How to Make Live Stream on TikTok

Live stream has undoubtedly become one of the top social media activities since 2020. Brands are living on Instagram, Meta and other live stream platforms. TikTok has also jumped on this bandwagon, and you can run a live event to interact with your followers and increase your brand's presence on this network. However, it's not all daisies and roses. You need to prepare for your stream properly. Of course, it can be a

random chat or Q&A with your followers, but high engagement is not guaranteed in this case.

How to go live on TikTok? What do you need to do?

The functionality is super easy. If your account complies with all the requirements, and you know what your event will be about, just follow these four steps.

**Step 1:** Open TikTok App and tap on the Create button (Pic. 1-11).

When you start the TikTok App, it takes you immediately to the feed. At the bottom of the screen, you will see the button with the plus sign.

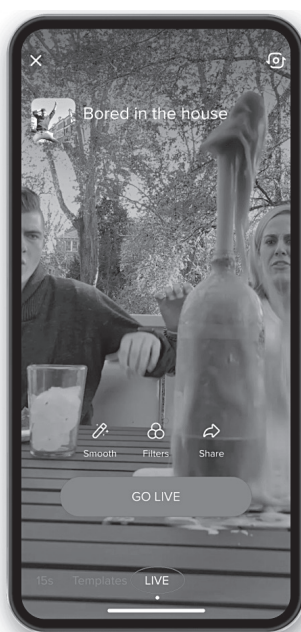
This button will lead you to the Creator Studio, where you can record and edit your TikTok content.

**Step 2 :** Choose the Live option from the menu.

There are three sections in the TikTok Creator Studio, camera (allows you to record a video), templates (a set of filters), and a Live screen. The studio the one that we need to run a stream (Pic. 1-12).



Pic. 1-11



Pic. 1-12

You can start by choosing an image for your live stream and picking the title. Remember—it's best not to click-bait the viewers and choose visuals and titles that are as closely related to the topic of your stream as possible. Also, avoid overly promotional keywords—you don't want the TikTok algorithm to flag your stream for being spammy.

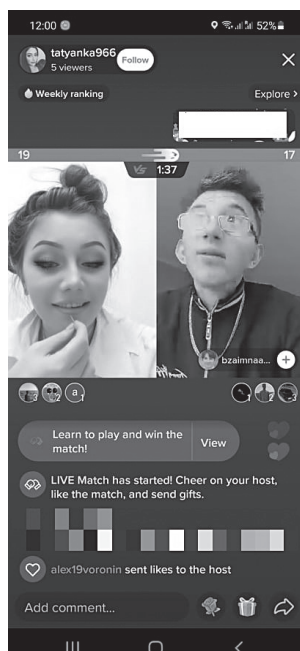
### **Step 3** : Apply filters and edit your content.

Similar to regular TikTok videos, you can use numerous filters and templates during your live event. There's also an option to connect other people to the conversation (Live Match is a popular stream option) (Pic. 1-13).

So, choose the filters and other live stream features based on the format of your event. At this point, you can also share your event on other social media platforms for more visibility.

### **Step 4**: Go live.

Once you're done tweaking your content, it's time to go live. You can do that by tapping the Go Live button: At this point, remember to follow the community guidelines. Your task is to create a safe experience for all the viewers (Pic. 1-14).



**Pic. 1-13**



**Pic. 1-14**



## Business Culture

### Growing Popularity of “China Chic” Offers a New Twist on Nation’s Ancient Culture

#### “国潮”兴，文化行

Over the past few years, China has seen a surge in young consumers’ interest in domestic brands and products that incorporate Chinese traditional style and culture, a trend known as China Chic, or guochao. China Chic is not only about the rise of domestic brands, but also the resurgence of traditional style and cultural elements. Beijing’s historical Forbidden City has become extremely popular among Chinese youth due to its numerous product design collaborations with both domestic and international brands and influencers.

过去的几年里，中国的年轻消费者对融合了中国传统风格与文化的国产品牌和产品的兴趣激增，这一趋势被称为“国潮”。国潮不仅是国产品牌的崛起，更是传统风格和文化元素的复兴。北京历史悠久的景点——故宫，通过与国内外品牌和网红的众多产品设计合作，在中国年轻消费者中极受欢迎。

According to a report on the traditional culture trend in 2021, released on Feb 3, 2022 by Bilibili, an online video-sharing platform popular among younger people, more than 177 million of the platform’s users were in favor of videos featuring traditional culture. That approval reflected the way the “China Chic” phenomenon has been warmly embraced by the younger generation in recent years.

2022年2月3日，广受年轻人欢迎的在线视频分享平台——哔哩哔哩发布的2021年传统文化趋势报告显示，超1.77亿的平台用户支持传统文化视频。这种认可反映了近年来深受年轻人欢迎的“国潮”热。

China Chic, or guochao, features fancy designs mixed with elements from traditional culture. It became widely known in 2018 after the sportswear brand Li-Ning took the fashion world by storm with its oriental-style designs at New York Fashion Week. That led to a growing number of Chinese brands joining the trend and creating a wave of China Chic. “When we talked about China Chic several years ago, it was just a kind of consumption trend created by brands. However, it has evolved into a cultural phenomenon favored by young people, a group proud of their culture,” said Ji Fangfang, associate professor with the Institute of Journalism and Communication at the Chinese Academy of Social Sciences. She added that the 2022



Winter Olympic Games in Beijing can be seen as a good example of how young people have embraced China Chic. Young Olympic athletes wore sports clothing bearing Chinese elements, such as dragons, pandas and tigers, while the designs of some competition venues incorporated images such as the Great Wall and auspicious patterns. China Chic could also be seen during the opening and closing ceremonies, and in the designs of gifts and medals.

国潮以融合了传统文化元素的精美设计为特色。2018 年，运动品牌李宁在纽约时装周以东方风格的设计风靡时尚界，此后中国风变得广为人知。越来越多的中国品牌开始加入这一潮流，由此掀起一股国潮热。中国社会科学院新闻与传播研究所副教授季芳芳表示：“几年前我们谈国潮，还只是品牌营造的消费趋势，但现在已经变成了一种年轻人喜欢的文化现象，这是以文化为荣的一代啊。”她补充说，2022 年北京冬奥会就是年轻人拥抱国潮的典型例子。运动员们身着带有龙、熊猫、老虎等中国元素的运动服，部分比赛场馆的设计也融入了长城和一些寓意吉祥的图案。开幕式和闭幕式以及礼品和奖牌的设计也都体现了中国风。

A 2021 survey of China Chic, released by information technology giant Baidu in May 2022, noted that the concept has spread from areas such as clothing, cosmetics, electronic products and food into the worlds of music, dancing, television and mobile games. Pop culture designer and artist Yu Yang was extremely busy last year. The “China Chic artist” label made him extremely popular among brands and young collectors. “I think the phrase ‘China Chic’ represents a kind of pride and confidence in our culture. We used to follow lifestyles promoted by the West, but as China’s economy became stronger, the young generation gradually got to know who they are and what they really want.” While China Chic has been warmly welcomed by young people, problems can emerge when the creators just copy iconic patterns from culture and design on the surface. “Some people just simply do ‘copy-and-paste’ jobs. That will hurt the consumers’ passion and ultimately ruin the trend’s development. We have to deeply understand and love our culture first as designers,” he said.

2022 年 5 月，信息技术巨头百度发布的 2021 年国潮调查指出，中国风理念已经从服装、化妆品、电子产品和食品等领域扩展到音乐、舞蹈、电视剧和手游领域。流行文化设计师和艺术家于洋 2022 年非常忙碌。“国潮艺术家”的标签让他成为各大品牌和年轻收藏家中的大红人。“我认为‘国潮’这个词代

表了我们文化的一种自豪和自信。我们以前经常跟着西方走，但随着中国经济的强大，年轻一代逐渐知道他们是谁，他们真正想追随什么。”虽然国潮受到年轻人的热烈欢迎，但如果创作者进行文化复制，只做表面功夫，就会出现问題。他说：“有些人只是简单地做‘复制和粘贴’的工作。这会伤害消费者的热情，最终破坏国潮发展的趋势。作为设计师，我们首先必须深刻理解和热爱我们的文化。”

### Discussion:

China Chic has become extremely popular among Chinese youth. Is this full collection of lipsticks suitable for promoting on foreign social media in the way of KOLs or KOCs' live-streaming (Pic. 1-15) ? Why or why not?



Pic. 1-15

The full collection of the lipsticks released by the Palace Museum, December 9, 2018.



## Fulfilling the Task

**Which ones are suitable live streaming websites for the company? Why?**

Guangzhou Daoying Co., Ltd. is a foreign trading company.

- (1) Cross-board E-commerce websites (Alibaba, Aliexpress, Shopee, SHEIN)
- (2) Social Media apps (Facebook, Instagram, Twitter, TikTok)

Reasons: \_\_\_\_\_

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**Glossary:**

real-time		adj.	实时的
top-rated		adj.	最受欢迎的
follower		n.	追随者，粉丝
click-bait		n.	标题党
algorithm	['ælgə,rɪðəm]	n.	算法
spammy	['spæmɪ]	adj.	平淡的；无聊的
viewer		n.	观众
live streaming marketing platform			直播带货平台
online destination			互联网站点