

Xiaohongshu interactive marketing strategy

—Research on its SIPS interaction model from the perspective of UGC community

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Abstract: With the rise of mobile technology and Internet advancements, network interaction has become a potent way to disseminate information. Xiaohongshu, boasting 300 million active users, exemplifies a UGC community where users, artists, brands, and platforms engage. This paper examines Xiaohongshu's marketing strategy using the SIPS model (Sympathize, Identify, Participate, Share), providing insights and recommendations. This analysis, focused on UGC communities, is valuable for Xiaohongshu's growth and other Chinese new media platforms.

Keywords: Xiaohongshu, UGC interactive community, SIPS model, marketing strategy

1. Introduction

Today's evolving media technologies enable ordinary people to participate in the archiving, commentary, appropriation, transformation and redistribution of media content, and media consumers become media producers through active participation in media content.

--Henry Jenkins

Xiaohongshu, founded in June 2013, has evolved through three stages from a PDF shopping model to a social e-commerce platform, becoming one of the largest UGC communities globally. It has driven the growth of brands like Perfect Diary and Pechoin, shaping new consumption trends. By emphasizing lifestyle and fostering creativity, Xiaohongshu engages users and creators, alongside brand merchants, in a dynamic content ecosystem, as analyzed through the SIPS model.

Community development focuses on rapid user growth and continuously improving user engagement. As of June 2021, Xiaohongshu's mobile platform saw 120 million transactions monthly, with 94.67% of survey respondents using it, and 76.06% considering it their primary social network. Daily mobile usage is increasing, with 73.24% of users accessing Xiaohongshu multiple times a day. By 2022, Xiaohongshu is projected to have over 200 million active users spending an average of 0.95 hours daily, making it China's largest social e-commerce platform and user-generated content community.

The "Analysis of Psychological Motivation of Xiaohongshu Users" questionnaire, validated via SPSS, reveals that Xiaohongshu users, initially focused on women's overseas shopping, now predominantly consist of young females. Recent content policy diversification and pandemic-induced shifts have broadened the user base, with females now comprising 70%. The majority of users are post-1990s, influencing mainstream consumer demographics.

2. Case Analysis

The four steps of the SIPS paradigm are sympathize, identify, participate, share, and spread. This article describes the four stages of the UGC community's Xiaohongshu platform's product marketing strategy and serves as a helpful resource for more thorough and successful marketing. The SIPS model conforms to user demands in the social media era and offers social platforms a fresh viewpoint on how to comprehend user behavior and develop marketing tactics.

2.1. Sympathize: Create good content, resonate emotions and experiences

Effective product marketing relies on compelling content to evoke both emotion and experience. Emotions play a crucial role in information dissemination, forming the cornerstone of marketing efforts according to the SIPS model. For a brand's message to resonate with consumers, it must strike a chord with their emotions. This resonance, born from deep emotional connections, is essential for successful communication. Xiaohongshu holds high standards for engaging and impactful content in its product marketing strategies.

The notes from Xiaohongshu are basically separated into positive experience notes from the user's producer, user planting notes, business cooperation notes, official notes of brand production, and sponsored advertising notes from user cooperation with the brand. The figure 13The resonance in a user's heart may be loosely classified into emotional idea resonance and visual experience in communication notes and users. The terms "resonance of image experience" and "resonance of emotional concept" both refer to the psychological understanding of the appeal of the product and the concept and concept carried by the product. The former term refers to the recognition of the image represented by the product and the sense of experience brought by the functional service.

64.08% of users in a sample of 142 prefer Realsense notes, indicating Xiaohongshu's role as a content-driven traffic platform. Notes cover various topics like beauty, fashion, and food, engaging users with story-centered and interactive language, enhancing product resonance through real experiences and suggested content.

2.2. Identify: Target the audience , gain product recognition

Accurate audience targeting is required to achieve awareness of the value of the product and to activate product marketing identity. In the current information explosion, users will gather additional pertinent information to seek value confirmation rather than directly participate in activities, so positioning and confirming users is the marketing requirement of the second stage of the SIPS model. Arousing emotional resonance can greatly increase users' expectations for activities.

Xiaohongshu's robust user base, fueled by sophisticated marketing and data analysis, has become a preferred promotional platform for many merchants. Utilizing various user activities and big data algorithms, it offers personalized push services based on consumer interests. The platform's "Double Waterfall" information flow is now a competitive hub for dispersed brand marketing, supported by continuous information production. Its big data precision marketing relies on past user behavior to analyze female consumers' purchasing power and customer demand insights. Through categorizing and managing user information, Xiaohongshu matches suitable merchants with female users, expanding interaction channels, enhancing user consumption experiences, building trust in marketing products, offering genuinely valuable pushes, and ultimately boosting product recognition.

2.3. Participate: Build an interactive community, encourage user participation

The UGC interactive community model is pivotal in converting regular users into loyal followers, forming the cornerstone of Xiaohongshu's marketing strategy. In the era of new media marketing, individuals are not merely passive consumers of information but active participants in various activities, blurring the lines between consumption and production, observation and creation, and bystander culture and participatory culture. The third phase of the SIPS model focuses on engaging users and motivating them to participate in marketing endeavors, aiming to evoke resonance and gain recognition from users.

Following 2014, Xiaohongshu underwent a significant transformation. Within the Xiaohongshu UGC community, users can freely publish, share, and comment on content, fostering interactions and resonances without temporal or geographical constraints. Moreover, users can express their interest in content through likes, collections, private messages, comments, and other means, fulfilling their desire to share and acquire information. Reflecting the participatory nature of user-generated content platforms, a questionnaire survey revealed that 78.87% of respondents, who completed all 142 questions, displayed a keen interest in engaging within the Xiaohongshu community.

To improve product marketing and expand its services, Xiaohongshu has established a collaborative electronic micro-community where users can engage in production, interaction, and consumption behavior related to various topics according to their interests.

2.4. Share & Spread: Increase users' willingness, create a reputation

Additionally, Xiaohongshu offers a place for exchanging product marketing content. The SIPS model's third phase, sharing and dispersion, is essential to effective marketing. The dissemination of activity-related information is largely dependent on the active participation of consumers in order to be completed, as this encourages users' individual initiative, increases their willingness to share, and broadens the scope of information diffusion.

Xiaohongshu included interactive features including liking, commenting, collecting, retweeting, and reminding friends to watch in

various communities and under notes throughout the 2.0 phase of reform. Information may travel to a wide variety of individuals at an exponential rate thanks to user sharing and forwarding since users from many walks of life have their own unique social circles. Social study indicates that 65.49% of users have posted remarks to Xiaohongshu. Users read and share content. By integrating user evaluations and comments, more people will be able to access and follow different platforms, broadening the scope of the communication matrix and increasing the reach of marketing. As more material is added to the platform, it continues to saturate users' eyeballs and spread virally, increasing companies' impact, popularity, and ability to build their own reputations.

Users can actively participate and interact in Xiaohongshu, a participatory cultural community, with their own emotions and experiences to create a new cultural territory. SIPS model is to emphasize the audience's active participation behavior model, the brush to Xiaohongshu strange users, as the platform is a grand event of new information of life products and users' common memory.

3. Conclusion

"Community + e-commerce" serves as the social e-commerce platform as an operation model is gradually going viral. As a typical representative of UGC (User Generated Content), Xiaohongshu connects users and products under the interaction and cycle of SIPS mode:

1. In terms of empathizing, rejecting excessive inferiority in content marketing, and utilizing actual, high-quality material to elicit deep resonances in user psychology and genuine emotions.

2. In terms of identifying, plugging flaws in big data algorithm recommendations, creating a reputation based on word-of-mouth, and fostering user recognition.

3. In terms of participating, enhancing community growth, learning about user interests and requirements, and luring people into interactive communities.

4. In terms of spreading and sharing, boosting user role conversion and experience, e-commerce after-sales services, and popularity through promotion and communication.

To enhance marketing benefits, Xiaohongshu's UGC Participatory Community engages with users, producers, brand merchants, and platforms to complete the "S-I-P-S" and then "S" model marketing cycle. The platform should acknowledge its strengths in user participation and activity, address deficiencies in SIPS circular interaction, and tackle issues like false marketing and inadequate service to foster a blend of user production, interaction, and consumption behaviors. By catering to diverse needs in content production, consumption, communication, and interaction, the SIPS model product marketing on Xiaohongshu evolves into a potent tool for information dissemination, expanding the scope and efficacy of marketing efforts within the interactive market. Additionally, the innovation of Xiaohongshu could inspire the growth of other new media in China, potentially leading to a brighter future for Chinese media in the Internet era by serving as a benchmark and source of inspiration.

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