

## Live marketing implementation path and strategy thinking---To press live streaming as an Example

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**Abstract:** With the mobile Internet of rapid developmentThe era of live start comingPublishing+Live Become press marketing new modeLive marketing become mobile Internet era press marketing Transformation of New Trend.New Era press to effective use live MarketingTo by fusion e-commerce platformUse Net red author,Star characters appealThe publication event influence and specific pathUse live marketing strong content,Deep Interaction,Heavy entertainment,Of scene,Viscosity user and StrategyPublishing books sales growth and press brand spreadAnd then achieve

**Keywords:** Press; Live stream marketing; Live stream marketing path; Live stream marketing strategy

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With the mobile Internet of DevelopmentNetwork Video live with its fast,Share,Concentration of social natureFast become mobile Internet era of mainstream CarrierIts marketing value increasingly enhanced.This paper refers to the live marketing is refers to the Enterprise(Brands)Use live of real-time,Interactive,Accuracy,Entertaining and CharacteristicsIn Live platform(AppThe main)Or website edge recorded edge on,Real-time interactionCommunication Effective InformationAchieve sales improve and brand spread of marketing strategyMainly refers to the is network video live.

(A)Enterprise information Three-dimensional CommunicationTarget customer timely interaction press the live formCan the information spread more three-dimensionalThrough the audio-visual,With text,Image and timely interaction can make

Press Information get more dimension of show.No doubtVideo information dimension than pictures with text more rich,More stereoCan make consumers more comprehensive to understand press provide the products and service.Live in published books or books author of real-time liveAlso can increase consumer of trust and loyalty.In additionLive can implementation press staff,Author and customer of real-time interaction and achieve Precision Marketing:A Is consumers can by watch live at any time press

Book InformationClear press of products and serviceCan Let Press the first time to solve consumers the books of doubtsIn consumer mind set up good of Image.Two is network video live relative to

System marketing means"I said you listen"ForIs instant interactionConsumers can ask anchor(Or author)ProblemAlso can by elastic-Act and other ways to see live with all the people who.

(Two)Brand spread new changingProduct Sales convenient express mobile Internet EraPress traditional of Black of spread form difficult to attract90After, 00After generation consumption

Of..Press can by network live this a novel of FormLet books products or service bring consumers real of very high experience.Enterprise in live in combined with net red or star authorCombined with modern of entertainment Ele-

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ments Not only can improve the interactive and entertaining Can make brand spreading multi-. In addition Enterprise also can timely gives off product of purchasing of way Audience can in live activities of process in the implementation of purchasing Direct formation instant sales Conversion rate than traditional form high a lot. Enterprise also can by live platform comprehensive "with net red writer, Star Author, Promotion activities and Style Get massive attention Gathered a large number of popular hotels near Create a similar to buy of Atmosphere In this a kind of strong of consumption atmosphere in And then improve press product of sales Conversion Rate.

?-Like the path to achieve marketing effect? This is press worth thinking of important topic. Just in new book Conference, Readers meeting activities such as set up the live Equipment Or just in Live platform sales books of these practices obviously is not enough. Single of live form, Old-fashioned of live means not only can't attract readers Also can't achieve books products sales and press brand spread. Press to comprehensive more a Elements Full fusion e-commerce platform Effective Use Net red author, Star characters appeal The publication event influence such as path maximum limit to implementation live marketing effect Specific path main are as follows.

(A) With e-commerce platform Publishing cash

Network Video live Can make consumers at any time anywhere in which Consumers not only can and site real-time connection Also can and anchor or other users communication exchange In live marketing in consumers as if be shopping site Both immersive of feel You can also enjoy the interactive and lively consumption atmosphere. The characteristics of E-commerce consumption at any time, Naturally become the best partner in live Marketing, Live fast drainage, E-commerce can quickly realize, Live with e-commerce to create a closed loop guidance of consumer behavior, Can bring great energy to live Marketing. In 2016 World reading day, "Luo Ji thinking" Held a game "The second largest reading society in history", Invited Wu Xiaobo, Ma Dong, Huang Lei and many other large coffee shopaholic sharing, A carnival of knowledge sharing and encouraging reading. This reading will 18 When officially started, Until early morning. In the live time of this reading club, "Luo Ji thinking" Number of Tmall flagship store, Sales have increased several times, About one, To buy from a live audience.<sup>[3]</sup> The live broadcast of Luo Ji thought fully combines live broadcast with e-commerce, Readers who participate in the live broadcast can go to the e-commerce platform to buy the desired books at any time according to their preferences. Humane Society also teamed Tmall to launch a live event, Recommend the Club brand books, During the live broadcast, If you want to buy books, Click to buy at any time, This combination breaks through the channel of live shopping, Can effectively realize brand cash. Today's many live Platform, Most of them have the ability to watch live while shopping, Publishers can join webcasts on sales of e-commerce platforms, You can also join mobile e-commerce in the live streaming platform, Share the purchase link of books during live broadcast, Promotional activities for publishing books, Perfect Combination of live streaming and e-ong consumption group the effective communication of important Judgment. East China Normal University Press The 《Wu meng Of Launching Ceremony to fans memorial activities and poetry publication combined In live activities in In addition to music and translator of share And don't plug-in performance, Poetry. Read, Classic songs reproduction and link These entertainment activities of effective to attract the readers. Press to Will entertainment spirit through live activities If can't and audience play up Let the audience "Hi." Up Future will be very difficult to capture readers of heart.

(Four) Of scene Create a live life scene

Scene consumption focus on and with consumption of has of symbol significance and Performance Ability By human, Of, Occasions such as about elements of Combination Structure The A has a certain meaning, Atmosphere and Effect of Life Scene. When people of consumption gradually to scene consumption transition of when In design products, Layout store and advertising of creative and production when To to people show attractive of scene and product in which the Significance It is key of<sup>[13]</sup>. When it comes to holidays or important book sales Node, Publishing House can broadcast online, Star, Promotion and other methods, Gather a lot of popularity, Create a festive consumption and group buying consumption scenarios, And improve the efficiency of sales Transformation. Luo Zhenyu, founder of Logic Thinking, Betta, Ying Ke, Taobao, Youku and other live broadcast platforms to sell books, Cumulative number of people watching online 50 Tens of thousands of people, A book from 2.55 Yuan photographed 30260 Yuan.<sup>[14]</sup> Its success is to put

the audience in a specific crazy buying and consumption environment.,And seize these consumers' minds,Give consumers a good experience.Publishing House should plan the topic of content before live broadcast,Elaborate on live topics,The choice of live scenes can be changed from static to dynamic.,Cut into the daily life of the audience;Or with more diverse scenarios,Give readers a strong visual impulse

Strike Force.<sup>[15]</sup>Live-streaming activities in line with the scenes can attract a group of people with common interests,A person of common interest,Gather in the same life scene,Emotional mutual Infection,Mutual Promotion of hobbies,Through the right marketing activities to stimulate the reader's emotions,Mood,Resulting in larger sales.

(V.)Sticky user,Increase live user Viscosity

Currently many live Platform,Live forms,However, the user viscosity is extremely low.,Probably left at a glance.,Maybe today.,Not coming back..How to use live broadcast to improve user viscosity? First, clear Publishing House Positioning,Stick to your target customers.What kind of live broadcasting platform does the Publishing House choose?,What kind of live content?,What kind of live style?,Have their own clear Positioning.Publishing House should segment target customers,Capture the target customers to form their own personalities,And

Other webcasts distinguish,Maintain strong viscosity with users.Two second, constantly innovate,Lock in target customers.Publishing House should constantly innovate library products,Companies continue to launch more valuable,More content library products to meet the needs of readers,To ensure customer loyalty.Live content innovation,Interactive Content,Way,Constant innovation of means,Combine the growth of publishing house with the times,Deep Mining Publishing House or published author attractive material,Story, etc.,Constant change,And then keep the live audience interested.,End-user Viscosity.

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