

# Little Red Book Brand Communication Strategy Analysis

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**Abstract.** The rapid development of the Internet era has better linked the relationship between people and society, and also brought about the emergence and vigorous development of social media. The steady development of Little red book as an emerging social media platform is also worthy of in-depth study. Based on the development status of Little red book platform, this paper introduces the basic development status of Little red book platform and the characteristics of its own development, and further studies the brand communication strategy of Little red book platform in depth, focusing on visual communication, endorsement communication, accurate communication, etc. At the same time, the problems existing in the current development of Little red book and corresponding solutions are analyzed.

**Keywords.** Social media; Little red book; Brand communication.

## 1. Introduction

With the rapid development of the 5G era [1-4], whether major emerging brands can maintain their own advantages in the fierce competition for long-term development is the key to the problem. This paper is based on the research of the development status of the brand of Little red book, in-depth excavation of the main mechanism of Xiaohong book to attract users to deep retention, and analysis of the problems existing in the current development of Little red book and corresponding solutions. In this way, social media platforms including Little red book can be invincible in the era of rapid update and iteration, and the brand communication ability and user retention ability of Little red book platform can be Little red book improved.

### 1.1. Brand Communication

Brand communication is an information management process in which brand owners adhere to the core values of the brand and, within the overall framework of brand identification, achieve brand management tasks through communication methods such as advertising, public relations, and marketing promotion [5]. Brand communication is

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the most important work in the construction of internet brands, and its essence is to complete the entire process of shaping corporate brands through the transmission of information from the dissemination subject to the dissemination object.

### *1.2. Brand Communication Strategy*

In the context of social media, the communication strategy of a brand is nothing more than through social media advertising, interpersonal network, appeal to emotion and fan effect.

CIS theory is an abbreviation of corporate identity system, which consists of three parts: corporate concept identification, behavior identification and visual identification. The brand information of Little red book can include brand name, brand logo, brand logo, brand packaging and other visual identity brand communication elements. The brand visual system can often leave the first impression of the brand when the user contacts the brand and then form the first cause effect. Therefore, for the brand, the corporate visual image identification is extremely critical [6].

## **2. Little Red Book Platform Introduction**

Little red book is a platform for users to create and share content launched by Xingyin Information Technology Co., Ltd. in 2013. At the beginning of its establishment, Little red book was only an APP for sharing overseas shopping guides [7]. However, through a series of explorings, Little red book successfully broke the circle by making efforts in the field of algorithm recommendation, conducting a large number of advertisements and inviting celebrities to settle in, and successfully built a national grass planting community. Users can record life and share lifestyle on Little red book platform through short videos, pictures and other forms, and have a series of interactions based on users' own interests in the form of consumption experience and lifestyle. Such sharing and interaction of lifestyle not only increases the popularity of Little red book platform, but also improves users' daily activity. The retention of interactive relationships can greatly enhance user stickiness and brand loyalty, and the current monthly active users of Little red book have exceeded 260 million, and the daily active users have exceeded 90 million.

## **3. Little Red Book Brand Communication Strategy and Effectsecond**

The positioning of the Little red book platform is young female users in first and brand to accurately capture users' demands and carry out brand communication and related work.

### *3.1. Visual Communication under CIS Theory*

The brand name is Little red book, and a catchy and easy to understand brand name is easier for users to memorize. "Book" represents knowledge, indicating that Little red book can help users understand various aspects of knowledge, expand their knowledge range, and also reflect the comprehensive knowledge in Little red book. The brand logo is the visual image that Little red book often displays in front of the audience. The brand

logo of Little red book is a red background box with the white handwriting "Little red book" in the middle, which is also its most classic logo [8]. The brand logo is also the brand slogan, and the brand slogan of Little red book is "Mark my life".

### 3.2. Under the Celebrity Effect, Endorsement and Dissemination

Through in-depth observation of the celebrity endorsement selection on the Little red book platform, it can be found that Little red book has always been committed to seeking the spokesperson with the best internal fit with the brand and has also continuously gained popularity through the use of the spokesperson [9]. At the beginning of Little red book, the public's impression of Little red book remained on overseas shopping sharing community platforms, establishing differentiation between overseas and domestic e-commerce platforms. Therefore, Little red book chose Hu Ge, who became popular in popular dramas such as "The Disguiser" and "Langya Bang" at the time, as the brand spokesperson. Hu Ge not only focused on work, but also understood that the tone of enjoying life was consistent with Little red book's brand tone. The popularity of popular stars can greatly enhance the brand's visibility and exposure.

Under the continuous growth trend of the platform, Little red book continuously conveys a brand image that is more in line with the current stage to users. Little red book has chosen Liu Haoran and Gu Ailing as brand spokespersons [10]. On the one hand, social media weakens the restriction of accessibility, making it possible to see relatively low accessibility Spaces in small streets and alleys. On the other hand, it is possible for any store to take advantage of the huge traffic on social media platforms. The scale effect of agglomeration as shown in Figure 1.

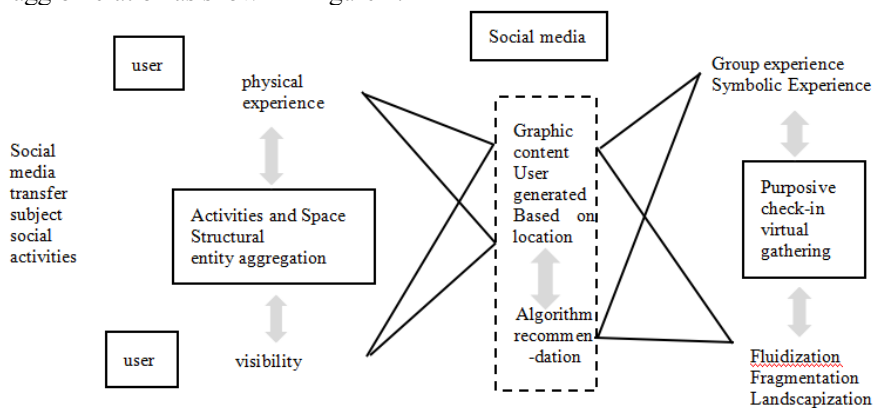


Figure 1. Leisure space under the influence of social media behavioral interaction mechanism

### 3.3. Cases Accurate Communication under Social Media

The Little red book platform, similar to other social media platforms, cannot do without algorithm recommendations and the support of big data. Based on obtaining user information and generating user profiles, precise marketing is carried out based on user interests and hobbies. Through in-depth observation of the Little red book platform, it has a highly insightful user experience. After analyzing the topic views, it was found that various imitations and makeup designs were the top among female topic views, while fashion and fashion were the top among male topic views. After that, the relevant topics

were exposed on the platform to better create popularity and hot topics [11]. The users of the Little red book platform are mainly female users, accounting for over 80% of the total. Precise recommendations are made for the user group on the platform. Before new users use Little red book, they first fill in the user's gender and age information, and then launch 31 interest tags for users to choose based on their interests. After selecting, users open Little red book and see mostly high-quality content recommended based on their interests, perform precise push after accurately capturing user interests [12].

Comparison of the overall distribution pattern of The Little red book check-in areas: standard deviation ellipse, kernel density estimation, and head tail interruption method.

The results of kernel density estimation will be assigned to the interpolated data values of each analysis unit, and the result values will be grouped using the head tail interruption method as the basis for comparing the number of cores and distribution positions.

$$D(x, y) = \frac{1}{(r)^2} \sum_{i=1}^n \left[ \frac{3}{n} p_i (1 - \left(\frac{d_i}{r}\right)^2) \right] \quad (d_i < r) \quad (1)$$

Concentration: Hotspot Analysis (Getis Ord G), Use the ratio of the number of leisure spaces in the hotspot cluster area to the total number of leisure spaces as the criterion for judging the degree of concentration (equation (2)). The higher the ratio, the higher the concentration of leisure spaces.

$$G_i^* = \frac{\sum_{j=1}^n W_{i,j} X_j - X \sum_{j=1}^n W_{i,j}}{S \sqrt{n \sum_{j=1}^n W_{i,j} - \left(\sum_{j=1}^n W_{i,j}\right)^2}} \quad (2)$$

In the formula:  $x_h$  is the number of leisure spaces located in the hotspot cluster area;  $X_{total}$  It is the total number of leisure spaces.

$$CCR = \frac{x_h}{x_{total}} \quad (3)$$

Clustering Degree: Density Based Clustering Algorithm (DBSCAN)

$$CLR = \frac{x_c}{x_{total}} \quad (4)$$

From the perspective of distribution, the regularity, and new characteristics of the leisure space of Xiaohongshu check-in under the influence of social media have been preliminarily revealed. However, the effectiveness of these regular features in different cities and regions still needs to be tested, especially with the rapid iteration of network trends, and research on cross-sections and single platforms may be limited by factors such as user characteristics, which cannot fully reveal the changing characteristics.

### 3.4. Appeal to Emotional Public Welfare Communication

Observation and analysis of Little red book's dissemination activities in recent years are not uncommon. Little red book has been committed to exploring the path of public welfare, combining public welfare activities with its own product characteristics around

the keyword "community", and moving users with culture and warmth. As early as 2021, Little red book helped renovate the old community sports field in Shanghai, and later launched a street and alley store assistance program. It launched a renovation documentary on five small stores in Shanghai, selecting small stores that grew out of old streets and alleys and still maintained a lively atmosphere in urban self-renewal. It showcased stories of people and life that could connect small and large stores, allowing people to feel warmth in the details. In addition, on the eve of Women's Day, Little red book also prepared a "cardamom gift" for sixth grade girls in rural primary schools in Henan, donating 4 million yuan to support education in the Henan region. Little red book's commitment to public welfare has greatly enhanced users' reputation for the Little red book brand, and this emotional appeal to users often reflects the brand's values. Thus, it shifts from appealing to emotions to appealing to rational demands of values, thereby better enhancing users' liking for the brand and brand stickiness [13].

### 3.5. Little red book Brand Communication Effect

Little Red Book can be called a very magical platform. Since its inception, through a series of brand communication activities, it has been able to attract nearly 200 million users who pursue quality of life to stay active, thus becoming a real competitor feared by Tiktok, WeChat and other head social media platforms. In terms of the current APP downloads and 90 million daily activities on the Little red book platform, the brand communication of Little red book itself has received excellent results. It has successfully entered the social media platform market with young female users as a breakthrough point and achieved breakthroughs through a series of brand communication behaviors, from the original beauty and fashion field to various industries, Let Little red book truly become an experience sharing social platform that marks users' lives. From Table 1, Whether from the perspective of ordinary users or content creators on the Little red book platform, the Little red book app itself provides a very Smooth product experience and simple interaction process with products within the community.

**Table 1.** Types and quantities of two types of leisure space in Wuhan in 2022

Primary classification	Secondary classification	Number of leisure spaces/proportion (%)	Number of leisure check-in cards/proportion (%)
Catering services	Catering facilities; Tea House; Cake restaurant; cafe Western restaurant; Cold drink shops; Dessert shops; Leisure dining venues; Chinese Restaurant	24669/56	2369/63
Scenic Spots	Scenic spots: Scenic spots related; Park Plaza	561/1	347/9
Shopping services	Supermarkets; Cosmetics stores; Flower and bird beetle market; Home building materials market;	8931/26	650/17

**Table 1.** Types and quantities of two types of leisure space in Wuhan in 2022 (Continued)

Science, education, and cultural services	Museums; Exhibition Center; Science and Technology Museum; Scientific and educational cultural venues; Art Museum; Library; Cultural Palace;	1866/4	158/4
	Vacation and recuperation facilities; Sports and leisure service venues; Leisure venues; Cinema; Entertainment venues		
Sports and leisure services	Hotels and Resorts; Hotel guesthouses; Accommodation services related	4164/10	44/1
Accommodation services		3297/8	190/5

#### 4. Brand Communication Issues of Little red book

##### 4.1. Deterioration of Brand Ecology under Profit Pursuit

After the rise of the B2K2C model, brand recommendation advertisements under the trend of profit replaced the original pure sharing nature of recommendations, and eye-catching titles such as "use big from a young age" and "annual good items" replaced the original lifestyle scenes. Any blogger who shares interesting notes such as life experiences on the Little red book platform, once a certain number of fans accumulate their notes, cannot do without brand elements and soft advertising implantation, and currently, over 81% of users within the platform with an average monthly disposable income of over 4000 yuan may develop a desire to purchase due to note content. The grass planting economy, which was originally unique to the Little red book platform, has repeatedly experienced the phenomenon of being "planted" in the previous second and "pulled out" in the next second due to excessive commercialization. This excessive commercialization phenomenon seriously interferes with the original ecological environment of the Little red book platform, greatly reducing the user experience.

##### 4.2. Brand Lacks Core Competitiveness under Social Media

Most social media platforms adopt algorithmic recommendation mechanisms, and users are trapped in the information cocoon formed by their own interests. Therefore, the social media platforms they use mostly recommend content based on their interests. It is difficult to highlight the brand's characteristics and truly embody the core values of the brand itself [13]. In the context of social media, if Little red book, as a social media platform, cannot create its own core competitiveness and produce truly high-quality content and features that attract users, it is extremely easy to be replaced by other social media platforms. Users can obtain content recommended based on their own interest algorithms in addition to other platform features on other social media platforms [14].

### *4.3. Brand Image Damage Driven by Traffic*

In the current fast-paced development of society, many bloggers excessively focus on choosing note titles to gain attention or traffic, while neglecting content production itself. In the era of fragmentation, titles can even directly determine whether users choose to open notes for browsing [15]. Therefore, various exaggerated and superficial titles are ubiquitous on the Little red book platform, Titles such as "things that only 1% of people know" and "misconceptions that 90% of people find difficult to avoid" are common, but users who take notes out of interest in the title often feel disappointed, which greatly reduces the user's sense of experience and thus reduces their liking and reputation for the brand. Based on this sense of contrast, users will have a strong sense of deception, distrust of the Little red book platform, and even trigger a crisis of trust and language criticism in the entire society towards the platform.

### *4.4. Lack of Offline Promotion Through Social Media*

Since its brand communication, Little Red Book Platform has focused on social media to carry out online brand communication activities, actively invited stars to speak on the microblog platform, released video promotions on the Tiktok platform, and so on. Offline activities are very limited, mainly for offline public welfare activities, such as the transformation of the old community sports ground in Shanghai, the support plan for the managers of coffee shops, small pubs, and so on, the communication activities have all received good communication results [16]. However, the brand communication of Little red book itself is far from enough. In addition to the public welfare activities of Little red book itself, offline sales and promotion activities can also be appropriately invested, so that users can truly feel the brand temperature and power of Little red book brand in the context of social media, and thus close the distance with users.

## **5. Suggestions for Brand Communication of Little Red Book**

### *5.1. Regulations Introduced to Rebuild Brand Ecology*

The Little red book platform cannot give up on social benefits while seizing economic benefits. When there is a conflict between the two, it is necessary to prioritize social benefits and meet user needs. Putting users at the center is the core and key to the long-term development of the brand. Over commercialization only brings short-term economic benefits and long-term user loss. Only by implementing regulations to strictly prevent excessive commercialization can we provide users with a truly harmonious and clear online atmosphere, allowing Little red book's original community experience and life sharing, a friendly brand ecological environment, to be seen by more users and achieve deep user retention.

### *5.2. Creating High-quality and Distinctive Content on the Platform*

The lack of distinctive and homogeneous content essentially stems from the platform's recommendation mechanism, which can recommend content based on users' interests. However, a large amount of homogeneous content inevitably reduces users' perceived value. Therefore, the platform can fully utilize technical means for appropriate screening

during review and will not approve a large amount of homogeneous content that appears over a period of time, At the same time, interview bloggers who have failed multiple note reviews and encourage them to produce high-quality content.

### *5.3. Integrated Communication of Brands on Social Media*

Due to the false marketing driven by traffic, Little red book's brand image will be greatly threatened and damaged. It is necessary to comprehensively utilize various social media platforms to shape a good Little red book brand image for integrated marketing communication, to promote the development of Little red book's brand communication. For example, Little red book can invite stars to speak for it, choose stars who are consistent with Little red book's overall brand tone to speak for it, and make official announcements on social media platforms with high daily activity such as Weibo Tiktok. Using the fan effect of stars can greatly reverse the brand reputation, so as to create a good brand image.

### *5.4. Focusing on Offline Promotion of Brand Temperature*

While Little red book's online brand communication activities are in full swing, they also need to be synchronized offline, fully combining online and offline to create a closed-loop brand communication. Little red book can carry out activities online and simultaneously offline. For example, Little red book can invite celebrities to endorse the brand online and promote it on social media platforms. Offline, celebrities can be invited to carry out offline promotional activities and posters.

## **6. Conclusion**

The development of social media will change towards search engines in the future, which requires social media platforms to constantly improve their own supervision and incentive mechanisms for content production, encourage more producers of high-quality content to devote themselves to creation, and output more high-quality content for the platform, so that users can get content that fully meets their needs every time they search. In addition, the city is an interrelated and complex system. Although the behavior of punching cards is more bound to young people, social media users and leisure activities, the influence of the technology behind it on residents' behavior may penetrate into all aspects of life. Brands need to constantly retrieve the relevant information they need and want to know through social media platforms, and at the same time, make in-depth publicity through social media to create an image to promote more potential users to become real users, enhance user stickiness and promote users' deep retention in all aspects, so as to truly realize the healthy brand communication of Little Red Book platform under the social media background.

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