

# Research on Digital Marketing Innovation Design and Strategy of New Energy Vehicle Enterprises Based on Social Media Platform

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**Abstract.** Under the background of the rapid development of China's new energy vehicle market, the increasingly fierce competition and the increasing influence of social media, based on the analysis of the matrix construction and operation practice of N automobile, this paper discusses the digital marketing of new energy vehicle enterprises through social media to get the market volume. Through data analysis and case analysis, this paper analyzes the construction method, content planning and interactive strategy of N automobile Jinhua company's human matrix on the red book. A social media communication method based on key opinion selling (KOS) content and user-generated content (UGC) is proposed. This method can help improve the brand's exposure and user participation on social media and then enhance the brand influence. It provides a useful reference for the digital marketing of new energy automobile enterprises on social media and also provides reference and inspiration for other industries to use social media platforms to enhance brand influence.

**Keywords.** Innovation Design; new energy vehicles; social media; propagation strategy; digital marketing

## 1. Introduction

In recent years, because of the accelerated transformation of the global energy structure and the continuous improvement of international environmental awareness, the new energy vehicle market has maintained a relatively rapid development momentum. According to the data of China Automobile Industry Association, in the first half of 2023, the production and sales of new energy vehicles completed 3.766 million and 3.747 million respectively, with a year-on-year increase of 42.4%, and the market share reached 28.3%, which was 3.7 percentage points higher than that in the same period of 2022. The results show that the new energy vehicle market has become an important growth point of China's automobile market, and continues to lead the development direction of the automobile industry.

With the rapid expansion of the market scale, the competition in the field of new energy vehicles in China is becoming increasingly fierce. Traditional car companies accelerate the layout of new energy vehicles. New power brands maintain the

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advantages of market competition with innovative technologies and flexible market strategies. Technology giants and Internet companies such as Huawei and Baidu have entered the field of new energy vehicles, which has intensified the intensity of market competition.

At the same time, the rise and popularity of social media provides a new digital marketing channel for enterprises. As a platform with fast information dissemination and high user stickiness, social media has become an important place for brands to interact with consumers. Through social media, enterprises can directly establish contact with consumers, transfer brand value and enhance brand influence. Therefore, how to use social media for effective digital marketing has become a key issue that new energy vehicle companies need to solve.

N automobile is an early start enterprise in the field of new energy vehicles. Its product sales are firmly in the top 5 of the domestic high-end new energy vehicle market. Its digital marketing practice on social media has high reference significance for enterprises in the same industry. Through the research on the digital marketing strategy of N automobile based on social media platform, this paper discusses how new energy automobile enterprises can use social media to realize the effective communication of brand and the continuous expansion of market, which not only helps to promote the healthy development of new energy automobile industry, but also provides useful reference and enlightenment for other industries in social media marketing.

## **2. Analysis of the current state of social media communication for new energy vehicles**

### *2.1. Theoretical research on social media digital marketing*

Many applications of the Internet of things are changing consumers' daily lives and providing a large amount of available data for marketing analysis [1]. With the continuous improvement of user utilization rate and contact frequency of social media platform, social media marketing and 'grass planting economy' are developing rapidly and gradually become a new sales format. Through web celebrity recommendation and social communication, user-oriented social media e-commerce shows a vigorous development trend [2]. Online marketing or digital marketing involves transmitting information about the company's products or services through online media, helping the company interact with consumers and establish brand identity for its products. In this way, the company builds consumer confidence and creates a convincing reason for consumers to make a decision to buy from them [3]. The main benefits of digital marketing to the business sector include providing personalized attention to each customer, cultivating a sense of uniqueness and added value for the company, and website development, expanding customer access, using social platforms and e-mail for digital marketing are all helpful to gain competitive advantage [4]. The social media platform represented by RED has gradually developed from a simple UGC community to a social e-commerce platform with commercial functions, mainly based on 'grass planting'. Simple content sharing has been difficult to meet the information needs of users for consumption choices, and more professional content and better sales services are needed [5]. What the 'grass planting economy' brings is the change of consumption

scene, from the traditional ' people looking for goods ' to ' goods looking for people ', which greatly facilitates the sales staff to better carry out one-to-one professional shopping guidance according to the needs of users, establish a closer trust relationship with consumers, enhance consumers ' willingness to buy, and the willingness to actively spread [6].Based on the massive UGC communication practice of RED, it can be proved that telling brand stories by users themselves is the most effective way to enhance brand circulation and reputation [7].

Concurrently, in the context of the rapid development of social media, advertising activities led by enterprises and their sales staff have also undergone new transformations. In the process of digital marketing, social media marketing as a digital marketing strategy is very effective, and the positive relationship with digital content and influence marketing is obviously low [8].In the new media environment, advertising has been transformed into a communication activity that aims to change the cognition, emotion and behavior of the living through the production and release of communicative content from a certain source [9].Digital marketing in the new era presents an integrated framework of digital marketing with the main line of "interactive antecedents interactive process interactive results" [10].In this context, KOS is playing an increasingly significant role. KOS, which has been trained by enterprises, often has good market insight and sales ability. It can combine product characteristics with festival activities, social hot spots and other communication hotspots. Under the overall planning of the company, the event marketing matrix of the brand on social media is formed. Different from general UGC content, KOS has professional product knowledge and rich shopping experience, and can deeply interpret and recommend brands and products. Through the sharing, display, live broadcast and other forms of personal accounts, brand and product information is transmitted to fans and potential consumers, which arouses users ' interest and resonance, thus promoting digital marketing. In addition, using the interactive features of the social media platform, KOS can also interact with fans in real time, answer questions, and enhance the connection between brands and consumers.

The current academic research results and the practical experience of the industry show that social media plays an important role in today's digital marketing practice. Using social media for digital marketing can not only enhance brand awareness and reputation, but also help to achieve sales transformation. It can be seen that in the face of fierce market competition, mastering social media communication skills has become an indispensable and important ability for modern enterprises.

## *2.2. The practical needs of new energy vehicle brands for social media communication*

Different from the traditional automobile enterprises, which usually adopt the 4S store model as the role of the car dealer to provide services to C-end users, the new energy automobile enterprises represented by the new force of automobile manufacturing are more likely to adopt the mode of direct sales to C-end users. This direct sales model is user-centered, focusing on direct user access and direct user services, which has caused significant changes in business logic. It requires the dissemination and sales of new energy vehicle companies to have more direct contact and interaction with users. Through the social media platform, new energy vehicle enterprises can more efficiently reach the target user group, directly convey the brand concept, product characteristics and service advantages, and enhance consumers ' awareness and trust in the brand.

Since 2023, China's new energy vehicle market competition has become increasingly fierce. Many auto companies have increased their investment and launched more innovative products and services to compete for market share. Since the Spring Festival in 2024, BYD, SAIC-GM-Wuling, GAC-Ean, Geely, Xiaopeng and other 15 new energy vehicle brands have started to cut prices in different forms, and the 'price war' in the new energy vehicle market has already started. At the same time, according to the data released by the China Automobile Industry Association, the production and sales of new energy vehicles in China in February 2024 were 464,000 units and 477,000 units, respectively, down 16 % and 9.2 % year-on-year, respectively. The basic situation of oversupply in the market continues, and new energy vehicle sales are under great pressure. In addition, from January to February 2024, the top 5 new energy vehicle companies in sales accounted for 67.5 % of the market share, and maintained the momentum of continuous expansion, and the industry competition tended to be white-hot. In such a competitive environment, new energy vehicle companies need to use the power of social media platforms to enhance brand awareness and influence and attract more potential consumers' attention.

On the other hand, the current social media platform 'grass economy' is developing rapidly. Users can share their experience of choosing and using cars through social platforms, arouse other users' interest and desire to buy, and objectively enhance the brand's communication volume. For new energy vehicle companies, digital marketing through social media platforms such as RED can expand brand exposure on the one hand, and on the other hand help to strengthen communication with users, gain an in-depth understanding of consumer demand and market trends, and provide strong support for product development and marketing strategies.

3. The construction of N automobile social media platform personnel matrix

3.1. Organization and operation system construction

- Organization and operation of KOS.

At present, the social media platform plays an increasingly important role in the automobile market. Combined with this trend, N automobile has begun to try to build a social media operation system. Among them, KOS ( Key Opinion Salesperson ) is the key part of this system that needs to be operated.

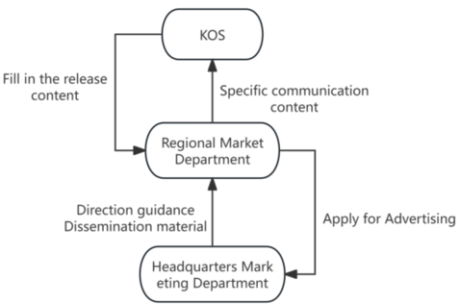


Figure.1 Basic structure diagram of KOS operation mechanism

In the selection of KOS, N automobile mainly excavates sales personnel with rich experience, strong professional ability and certain understanding of social media from front-line sales personnel to help them register their accounts as KOS. This strategy ensures that KOS not only has solid automotive knowledge, but also has professional sales skills and service capabilities.

In terms of content output and management, N automobile has adopted a two-level operation strategy. That is, the headquarters provides direction guidance and some dissemination materials, and the regional company conducts specific content planning in combination with local needs. This two-level linkage content output mechanism not only ensures the consistency of digital marketing, but also takes into account the actual needs of regional communication. At the same time, support KOS for content creation, ensure the differentiation and personalization of relevant content on the social media platform, and enhance the attractiveness of content. In order to ensure the quality of KOS content, all KOS are required to report their own published content through an electronic form, which is audited and registered by the regional company market department. This system effectively avoids the emergence of low-quality content that does not conform to the brand image on the social media platform. For the content with better creative effect, the regional company will submit a stream application to the headquarters, and after the headquarters audit, the content will be converted into advertising on the social media platform through a third-party agency to better reach the target users.

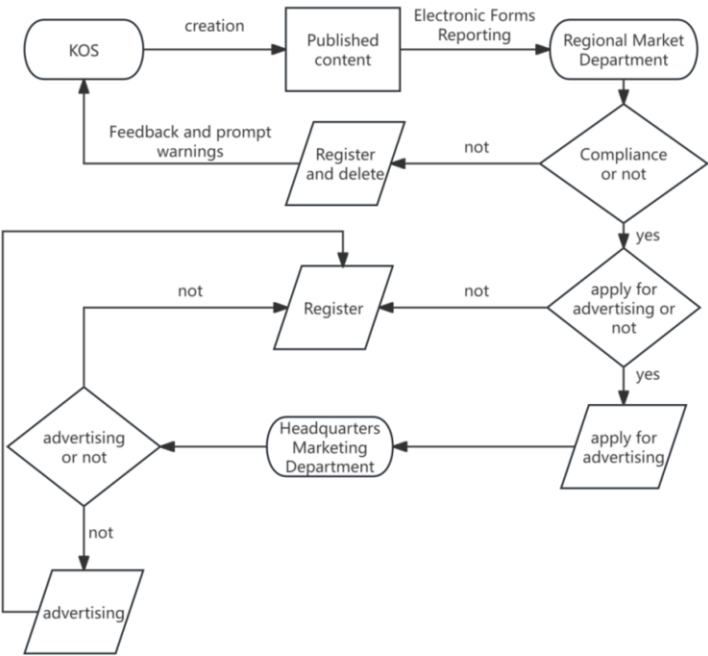


Figure. 2 Content output and management mechanism diagram

In terms of sales follow-up, N automobile connects the internal user relationship management system with the background private trust of the social media platform, so that the users of N automobile can be contacted for the first time through the content published by KOS, and can smoothly enter the customer pool of the corresponding sales staff, which guarantees the performance rights and interests of the sales staff, further enhances their enthusiasm for social media operation, and also facilitates the follow-up sales follow-up.

- User output UGC organization method

With the continuous development of social media platforms, the role of user-generated content ( UGC ) in digital marketing and product promotion has become increasingly prominent. N automobile tries to mobilize users to produce high-quality UGC by building a new operation system, and help to enhance the brand voice on the social media platform.

In the overall service mode, N automobile has been equipped with full-time after-sales consultants for every car owner since its inception. These after-sales consultants are not only responsible for helping car owners enjoy basic services such as vehicle maintenance and off-site use of vehicles, but also actively participate in user community activities and user services, and establish a deep trust and emotional connection with users. This relationship has become the basis for N automobile users to participate in social media communication. Through these after-sales consultants, N automobile can accurately contact and mobilize users to participate in various activities organized by the company, and serve as a bridge to transmit the company's activity information to users, guide users to interact with the company on the social media platform, and expand the dissemination of activities.

In terms of content, N automobile regional market department will set up social media discussion topics according to the current regional communication focus, and guide users to discuss under corresponding topics through after-sales consultants, share their own opinions and experiences, and produce rich and diverse UGC content. This topic guidance method not only ensures that the UGC content is consistent with the direction of digital marketing, but also stimulates the user's creative enthusiasm and forms a joint force of communication on the social media platform.

In order to ensure the quality of UGC content, N automobile has established a set of perfect content collection audit mechanism. The after-sales consultant is responsible for collecting content posted by users on social media and reporting to the regional company's marketing department through a spreadsheet. The marketing department of the regional company audits and registers the content of the report to ensure the quality of the content. In addition, according to the quantity and quality of the user's post, N automobile also motivates the user and the corresponding after-sales consultant respectively to improve the enthusiasm of the after-sales consultant and promote the improvement of the enthusiasm and quality of the user's UGC output.

### 3.2. Evaluation and incentive system construction

- Evaluation system based on communication heat and sales transformation

In order to better measure and optimize its content dissemination effect on social media, N automobile has designed a set of evaluation system and incentive system covering two levels of headquarters and regional companies. Headquarters mainly

evaluates the test drive and sales transformation of KOS output content, while regional companies focus more on quantitative analysis of the effect of social media content. In order to improve the quantitative analysis ability, N automobile has designed a set of propagation heat formula to facilitate the evaluation and implementation of regional companies.

Propagation heat formula :  
Propagation heat = ( browsing \* behavior weight coefficient + likes \* behavior weight coefficient + comments \* behavior weight coefficient + forwarding \* behavior weight coefficient ) \* publishing platform weight coefficient \* human type weight coefficient / 10000

The formula comprehensively considers multiple dimensions such as page views, likes, comments, and retweets, and combines the weight coefficient of the publishing platform and the weight coefficient of the human type to perform weighted calculations. Finally, it is divided by 10,000 to reduce the calculation value, which is convenient for data analysis.

Table 1. Propagation heat weight coefficient table

item classification	project name	weight coefficient
publishing platform	sina	4
	RED	12
	Douyin	5
	DCar	20
	Autohome)	20
	Bitauto	20
	N Car App	7
Account type	official account	16
	KOS	12
	KOL	12
	KOC	12
	media	12
	UGC	10
	content marketing	1
interaction	page view	1
	like	5
	comment	10
	transpond	20

Table 1 shows the specific settings of the weight coefficients in the propagation heat formula. As the most basic index of content effect, page views are given lower weight, while the higher weight of likes and comments emphasizes the influence of user interaction on communication effect. Considering the great value of the secondary dissemination of social media content, N car has given the highest interactive weight to the amount of communication. In addition, different social media platforms are given different platform weight coefficients due to differences in factors such as user size and activity ; according to the differences in the influence of different identity types of publishers in content dissemination, the weight coefficients of person types are also distinguished.

N Automobile Regional Company will conduct a quantitative analysis of the content published by KOS and UGC on social media based on the propagation heat formula. The content with dissemination heat  $> 10$  is regarded as standard content, the content with dissemination heat  $> 50$  is regarded as high-quality content, and the content with dissemination heat  $> 100$  is identified as explosive content. On the one hand, it helps to identify excellent content cases, and on the other hand, it is convenient to provide direction guidance for subsequent content creation.

In order to improve the enthusiasm of KOS and users to publish high-quality content, N automobile has established an incentive system matching with the dissemination of heat. For the content of the dissemination of heat standards, N car will give a certain reward ; at the same time, we will also list the popularity of KOS and UGC every month, and give additional incentives to the top-ranked sales or users. This incentive mechanism helps to enhance the participation and creative enthusiasm of KOS and UGC, and then promote the brand influence of N automobile on social media.

By constructing the evaluation system and incentive system based on the heat of communication, N automobile has realized the quantitative analysis of social media content, and on this basis, the evaluation and incentive system has been constructed, which effectively promotes the content quality and communication effect of N automobile on social media.

- Differentiated incentive policies

In the practice of social media operation, N automobile tries to stimulate the enthusiasm of KOS and users in content creation and dissemination on social media platforms through differentiated incentive policies, enhance the brand voice on social media platforms, and promote sales transformation.

For the social media content released by KOS, N Automobile Headquarters mainly encourages based on the amount of test drive conversion and sales conversion. For each conversion of a single test drive, the account operator is rewarded with 500 points, and for each conversion of a single sale, the account operator is rewarded with 5,000 points. This incentive policy fully reflects the sales orientation, which can directly stimulate KOS to improve the level of content creation and the awareness of social media interaction, and promote the realization of sales transformation. It is a pragmatic move to cope with the current fierce market competition. In addition, for UGC content, N car is based on the amount of publication as the main incentive basis, and users are rewarded with 200 points for each UGC that produces a qualified content. Taking the point reward as the starting point, the after-sales consultant can better stimulate the user's creative enthusiasm, promote the double improvement of the quantity and quality of UGC, and then enhance the user stickiness and influence of the brand. On the basis of



following the overall framework of headquarters, regional companies will set different incentive policies according to their own situation.

The differentiated incentive policy of N automobile sets different incentive standards for different roles and different content types, accurately stimulates the enthusiasm and creativity of all participants, and promotes the improvement of content quality, so as to realize the improvement of digital marketing and sales transformation.

#### **4. The practical strategy of social media communication of N automobile Jinhua company**

N automobile J regional company is a group of 45 regional companies in N automobile country, whose annual sales volume remains the top 10 all the year round. It has strong organizational and operational capabilities, and its implementation strategy for headquarters demand has high reference value. Since the fourth quarter of 2023, J regional company has tried to build KOS person matrix on social media platform, and expanded the operation of UGC content since the first quarter of 2024. On the basis of summing up practical experience, J regional company has produced a social media communication strategy for the region, which has been implemented since the first quarter of 2024.

##### *4.1. Social media platform selection*

Due to the limited operators of regional companies and the lack of experience in social media operation, in order to maximize the use of resources, it is the best choice to concentrate on the content of the first 1 ~ 2 platforms and accumulate social media operation experience. RED has become the best choice for key operations due to its mature 'grass planting economy' development status and high platform traffic.

As a social media platform based on quality life sharing, RED brings together a large number of users who pursue high-quality life, which is in line with the high-end brand image of N automobile and basically matches the target user circle of N automobile. In addition, the user group of RED is mainly young women, with strong consumption ability and purchase influence, and is an important target group of N automobile. By publishing high-quality content on the RED platform, the J regional company of N automobile can accurately reach the target users, and has the opportunity to obtain better user interaction and secondary communication effect, so as to achieve the communication purpose of 'planting grass' to promote sales transformation.

In addition to choosing RED as the main position, N Automobile J Regional Company also focuses on operating the community content of N Automobile App. The community content of N car App has several significant characteristics. First of all, the high activity of users and the frequent interaction between users provide a good basis for the dissemination and transformation of content. Secondly, the target users are accurate, and the users who contact the N-car App are local high-sneak users with high interest in N-cars, potential repurchase users, or N-car owners who may 'Amway' their relatives and friends around them, which makes the dissemination of content more accurate and effective. At the same time, the community atmosphere of N automobile

App is warm and positive, and a good mutual relationship has been formed between users, which makes it possible for deep interaction between brands and users.

#### *4.2. KOS operation strategy*

Most sales staff are often better at offline sales, do not understand online communication, and lack the experience and time to create content. Therefore, how to help sales personnel adapt to the needs of online communication and promote them to become influential KOS faster is an important issue that N automobile needs to solve. In response to this problem, N Automobile J Regional Company has developed a set of operational strategies to promote the online dissemination of KOS by providing support and guidance.

In terms of content creation, N Automobile J Regional Company has adopted a strategy of regularly providing graphic materials. Every Wednesday and Friday, the regional marketing department will prepare a set of high-quality graphic materials for KOS to refer to and modify the creation, which greatly reduces the pressure of KOS in content creation, so that they can more smoothly complete the release of social media content. In terms of communication effect evaluation, J regional company will collect and analyze the data such as the number of views, likes and comments of KOS released in the previous week every Monday, so as to understand which content is more popular and which content needs to be improved, so as to provide guidance for subsequent content creation. In addition, J regional companies will share excellent cases every Tuesday, which usually include content with high page views, good interaction and obvious transformation effect. By sharing these cases, the company can not only enable KOS to learn excellent creative skills and communication strategies, but also enhance their self-confidence and sense of honor. At the same time, the company will also award points for content that reaches the standard of communication heat. Each content that reaches the standard of communication heat is rewarded with 288 points, and KOS is encouraged to continue to create high-quality content.

#### *4.3. UGC operation strategy*

User-generated content ( UGC ) also plays an important role in the social media operation of N automobile J area company.

In terms of content specification, in order to ensure the richness and amount of information of the content, N Automobile J Regional Company requires UGC graphic content not less than 100 words + 3 pictures. For video content, the video is required to be no less than 10 seconds. At the same time, N vehicle or N brand elements need to appear in the picture / video content to ensure that the UGC content is closely related to the N brand and enhance the brand 's exposure and recognition. In addition, N automobile J regional company also requires users to @ N automobile J regional company official number when publishing UGC, strengthen the interaction and connection between users and brands, and enhance the brand 's influence and attention on social media platforms. These requirements not only ensure the quality of content and brand relevance, but also promote positive interaction between users and brands. By setting clear content requirements, the company can guide users to create UGC that is more in line with brand tonality, thereby enhancing the brand 's communication effect and user experience.

In order to enhance the enthusiasm of users to publish UGC, N automobile J regional company also set up different incentive policies for users and after-sales consultants. In order to encourage more users to participate in content creation and sharing, for users, as long as the output of UGC content meets the requirements, they will be given points reward. For after-sales consultants, the goal of monthly UGC release number is set, and points reward is given to those who complete the target, so as to promote their active participation in content marketing and enhance customer satisfaction and loyalty.

5. Analysis of the practical effect of the dissemination of RED in N automobile Jinhua company

The author collected KOS and UGC content released by N Automobile J Regional Company on social media platform from October 2023 to March 2024, and conducted an in-depth analysis of the communication effect on a quarterly basis.

5.1. Analysis of KOS content dissemination effect

- Content overview and cost-effectiveness.

Table 2. N KOS content statistics of automobile Jinhua company in the fourth quarter of 2023 and the first quarter of 2024

Time of release	Number	spread the heat	Spread heat pageviews	likes	comments	retweets	cumulative cost conversion	test drive conversion	sales
the fourth quarter of 2023	46	244.4112	16,029	233	239	0	0	0	0
the first quarter of 2024	61	1,513.2528	102,546	566	375	0	2,025	6	2

In the first quarter of 2024, N Automobile J Regional Company issued a total of 61 KOS content in RED, which was significantly improved compared with the fourth quarter of 2023. It can be found that the company has maintained a more regular operation and management of KOS and gradually increased its operation. The total heat

of communication in the quarter reached 1,513.2528, which was significantly higher than that in the previous quarter. It can reflect the better operation effect of the KOS account operation mechanism of N automobile J regional company from the data. Combined with the emergence of cost, it can also reflect the promotion effect of incentive policy on the improvement of content quality in general.

On specific projects, likes and comments remained basically stable, and forwarding still did not achieve a breakthrough. It shows that these contents have attracted the attention of users and won the recognition of users to a certain extent, but they are still lacking in interactivity and topicality. After introducing the incentive and push flow mechanism, the cumulative cost of 2,025 yuan was generated, but 6 single test drives and 2 but sales were generated. The cost of single test drive was 337.5 yuan, and the cost of single sales was controlled at about 1,000 yuan. For the online delivery of ' flood irrigation ', it shows better cost-effectiveness.

In order to compare the marketing situation of Jinhua regional company in the two quarters before and after the social media communication strategy in the region was produced and applied, and to analyze whether the communication heat is a reasonable evaluation index, the author designed a set of formulas to calculate the weight of each data. When designing the formula, first define the variables and parameters to be analyzed:

Set (b), (L), (c) and (f) represent the number of views, likes, comments and forwarding respectively

Set (T)=test drive conversion times

Set (SA)=number of sales conversions

Set (cost)=cumulative cost

Set (W<sub>1</sub>, W<sub>2</sub>, W<sub>3</sub>, W<sub>4</sub>, W<sub>5</sub>, W<sub>6</sub>) are the weight coefficients of views, likes, comments, forwarding, test drive conversion, and sales conversion, respectively

Let the comprehensive evaluation index=(s), multiply the value of each evaluation index by its corresponding weight coefficient, and then add these products to obtain a weighted sum to obtain a comprehensive score. Considering the cost efficiency comprehensively, the weighted sum is divided by the total cost to obtain the comprehensive marketing effect of unit cost. The formula can be obtained:

$$S = \frac{\sum_{i=1}^n w_i \times M_i}{Cost}$$

In order to compare the digital marketing effect of the two quarters, calculate the comprehensive scores (S<sub>1</sub>) and (S<sub>2</sub>) of the two quarters respectively, and then compare their changes: Delta S = S<sub>2</sub> - S<sub>1</sub>

If Delta s>0, it indicates that the effect of digital marketing in the second quarter has improved compared with the first quarter; If Delta s<0, the effect is reduced; If delta S=0, the effect remains basically unchanged.

In terms of weight distribution, a comprehensive analysis of the propagation heat formula of company n shows that for automobile enterprises, sales is the first goal, so the weight of sales transformation should be the largest. As the most important pre indicator of sales, test drive should also be given greater weight. The number of views is the most intuitive reflection of digital marketing users' touch, while the direct effect of comments, forwarding and likes on the brand is relatively small. Based on the above analysis of the importance of each data, the weight coefficient of each index is proposed: w<sub>6</sub>=0.4, w<sub>5</sub>=0.2, w<sub>1</sub>=0.15, w<sub>3</sub>=0.1, w<sub>4</sub>=0.075, w<sub>2</sub>=0.075

By substituting the data into the formula, s<sub>1</sub>=4.89 can be calculated, S<sub>2</sub>=7.63, Delta S=2.74. The comprehensive score of digital marketing in a single quarter has increased

compared with that in the previous quarter after Jinhua regional companies produced and applied the social media communication strategy in the region. This calculation result is consistent with the popularity of communication, which jointly reflects that the social media communication strategy of Jinhua regional companies has good practical effect and certain reference value.

• Content type and propagation heat

In the first quarter of 2024, the content posted by N Automobile J Regional Company on social media can be roughly divided into three types : 1.Life sharing content that shares work experience, job search experience, career milestones and other work and life content ; 2.Introduce the purchase guide content of the model or sales policy ; 3.Introduce the product function and car skills of car knowledge content. By analyzing the number, popularity, test drive transformation and sales transformation of different types of content, we can understand which type of content is more popular with users, so as to guide the future direction of content creation, optimize the content strategy, and help the company allocate marketing resources more reasonably and improve marketing efficiency and effect. At the same time, by analyzing users' reactions to different types of content, we can gain insight into users' needs and preferences and provide data support for product positioning and market strategy.

Table 3. KOS Content Classification Statistics of N Automobile Jinhua company in the First Quarter of 2024

Content type	number	average spread heat	highest spread heat	conversion test drive	conversion sales
Life sharing class	4	81.6858	319.2624	0	0
purchase guide class	36	23.9042	177.4656	6	2
car knowledge class	21	16.1081	68.2704	0	0

From the perspective of content type distribution, the KOS content released by N automobile J regional company on the small red book is mainly focused on the purchase guide category and the car knowledge category. From the perspective of transformation effect, due to the direct sales orientation, the purchase guide category can more accurately match the high-potential user population and achieve better transformation effect. Therefore, as a first-line sales company, N Automobile J Regional Company has created the most KOS content under this type. Although the content of life sharing does not produce direct transformation results and the number of releases is the least, it creates a far-leading average propagation heat and the highest propagation heat. This kind of content has a high degree of fit with the platform attributes of RED, and the life-oriented content is more likely to cause users ' resonance and interaction. Under the combined action of these factors, it has a good communication effect. Although the transformation ability is limited, such content can play a good role in shaping the image of KOS account and accumulating traffic.The number and average dissemination heat of the car knowledge category are close to the purchase guide category, reflecting the efforts made by the regional company to meet

the needs of the overall product force shaping of the headquarters. Although this kind of content is more professional, it is difficult to produce explosive content, and the transformation effect is not good, but in the long run, it still has a positive effect on improving the image of brand products.

In order to gain a more scientific and in-depth understanding of users' needs and preferences for different content types through quantitative analysis, the author uses the Target Group Index (TGI), which takes the average dissemination heat of all content as a benchmark, calculates the average dissemination heat of each content type, and compares it with the TGI relative to the average dissemination heat of all content to measure the intensity of the dissemination effect of different content types relative to the overall dissemination effect.

Assuming the overall average dissemination heat= $\bar{X}$ , the average dissemination heat ( $X_i$ ) for life sharing, shopping guide, and car knowledge are  $X_1$ , respectively,  $X_2$ ,  $X_3$ , Then the TGI formula can be imported to obtain the applicable calculation formula. Substitute the data from Table 2 into the calculation and then substitute the data from Table 3 into the calculation  $X_i$  to perform TGI calculation.

$$TGI = \frac{\text{Proportion of samples with a certain characteristic in the target sample}}{\text{Proportion of samples with the same characteristics in the population}} \times 100 = \frac{X_i}{\bar{X}} \times 100$$

$$\bar{X} = \frac{1513.2528}{61} \approx 24.8074$$
  
$$TIG_{Life\ sharing\ class} = \frac{X_1}{\bar{X}} \times 100 = \frac{81.6858}{24.8074} \times 100 \approx 329.28$$
  
$$TIG_{purchase\ guide\ class} = \frac{X_2}{\bar{X}} \times 100 = \frac{23.9042}{24.8074} \times 100 \approx 96.36$$
  
$$TIG_{car\ knowledge\ class} = \frac{X_3}{\bar{X}} \times 100 = \frac{16.1081}{24.8074} \times 100 \approx 64.93$$

Through the above calculation, it can be found that the TGI of life sharing class is much higher than 100, indicating that users have high interest and demand for such content. The TGI of the shopping guide category is close to 100, indicating that the dissemination effect of this type of content has basically reached the average level, and users also have certain interest and demand for this type of content. In contrast, the TGI of car knowledge is significantly lower than 100, indicating that users' interest and demand for such content are relatively low.

- High-heat content analysis .

**Table 4.** N Automobile Jinhua company 2024 first quarter spread heat > 50 KOS content statistics table

Content title	spread popularity	pageviews	likes	comments	retweets
Are you curious about the revenue of the N car pin Crown?	319.2624	21,381	48	55	0
New Car N Car X Model Star grey + purple interior.	177.4656	11,724	44	38	0
22.8W Girls buy Model X or Model Y?	162.2448	10,387	46	65	0

N Car X model new store show car! Perfect configuration.	133.6896	8,849	43	22	0
When your friend gets in the N car for the first time.	68.2704	4,601	22	3	0
A member of the user group takes you through the Ncar X technology vision.	65.7072	3,433	104	61	0
N Car X model, the strongest and coolest station wagon.	64.9728	4,312	28	6	0
Sold the X model on the lease. It's holding its value.	62.4672	4,153	13	12	0

From these popular KOS content titles, revealing the life sharing content of Dachang 's work can arouse users ' interest. " Curious about the income of N car sales " has obtained a good topic degree from the perspective of revealing secrets, attracted many users to browse and discuss, and created a spread of 319.2624. The content of the purchase guide has a high degree of popularity in the title, showing a relatively distinct feature, that is, a clear specific model. Users who browse the content of the purchase guide are often high-potential users with real car purchase needs and need clear purchase suggestions. Therefore, the simple and direct presentation of the model in the title has a good attraction effect.

5.2. Analysis of UGC content dissemination effect

The following table shows the dissemination effect of UGC content on N car App:

Table 5. N Automobile Jinhua company 2024 first quarter UGC statistical table

Number	spread the heat	Spread heat pageviews	likes	comments	retweets	cumulative cost conversion
10	1.344	140	31	6	0	150

Compared with KOS content, the UGC content dissemination of N automobile J regional company started late. Because the creation quality and promotion strength of UGC content have not yet reached a good level, and the effect of launching users is not good, the ideal dissemination effect has not yet been obtained. The content release volume of 10 articles in a quarter fully shows that the current J regional company urgently needs to improve the ability and enthusiasm of after-sales consultants to mobilize users to generate UGC.

Through the analysis of the communication practice effect of N automobile J regional company on the social media platform, the operation of KOS content has achieved remarkable results and successfully improved the communication effect and sales transformation. The operation of UGC content needs to be improved.

## 6. Conclusion

With the rapid development of new energy vehicle market and the increasing influence of social media, digital marketing through social media platform has become an important marketing strategy for new energy vehicle enterprises. Through in-depth research on the digital marketing strategy of n-car Jinhua regional company on social media platforms such as xiaohongshu, this study proposes a social media communication method based on key opinion sales (KOS) content and user generated content (UGC).

The study found that the strategy significantly improved the brand's exposure and user participation on social media, thereby enhancing the brand's influence and promoting sales transformation. In particular, the operation of Kos content has achieved remarkable results, while the operation of UGC content started late, but it has great potential. By building an evaluation system and an incentive system based on the popularity of communication, N-car Jinhua regional company has effectively promoted the quality and communication effect of social media content.

Based on the above research, this study provides a useful reference for the digital marketing of new energy vehicle enterprises on social media. It is suggested that new energy vehicle enterprises strengthen the operation of social media platforms, especially pay attention to the cultivation and development of Kos and UGC and build a perfect evaluation system and incentive system to enhance the influence and market competitiveness of brands on social media. At the same time, it also provides reference and Enlightenment for other industries on how to use social media platform to enhance brand influence.

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