小红书

Xiaohongshu Marketing 2024
A COMPLETE GUIDE & BEST PRACTICES

The **Three Changes** of the New Generation of Consumers

From Pleasing Others to Pleasing Selves

Engaging & Sharing Voluntarily

Showcasing Abundant Interests and Diverse Needs

82%

Pleasing Themselves

90%

Proportion of User-Generated Content (UGC) on Xiaohongshu

Concert

MBTI

City Walk

Dopamine Dressing

Chillax

Madness Literature

The Future of Marketing

H2H (Human to Human) Marketing

Human-Centered Design Thinking

Return the right to choose to the user. Respect the user's voluntary expression. Listen attentively to the user's choice and feedback for rapid upgrading and real-time optimization.

Digital Technologies to Enhance Diversity and Connectivity

Enterprises are using digital means to maintain interaction with users and establish a long-term, in-depth connectivity. They include the use of BGC, PGC, UGC for customized content, accompanied by personalized traffic distribution means.

Service-Led Value Co-Creation

Users are no longer receivers, but also participants and creators. Enterprises and users realize the real co-creation of value, embodied in product design, communication content, service experience, user operations and other dimensions.

H2H Marketing
Author: Prof. Philip Kotler

Philip Kotler
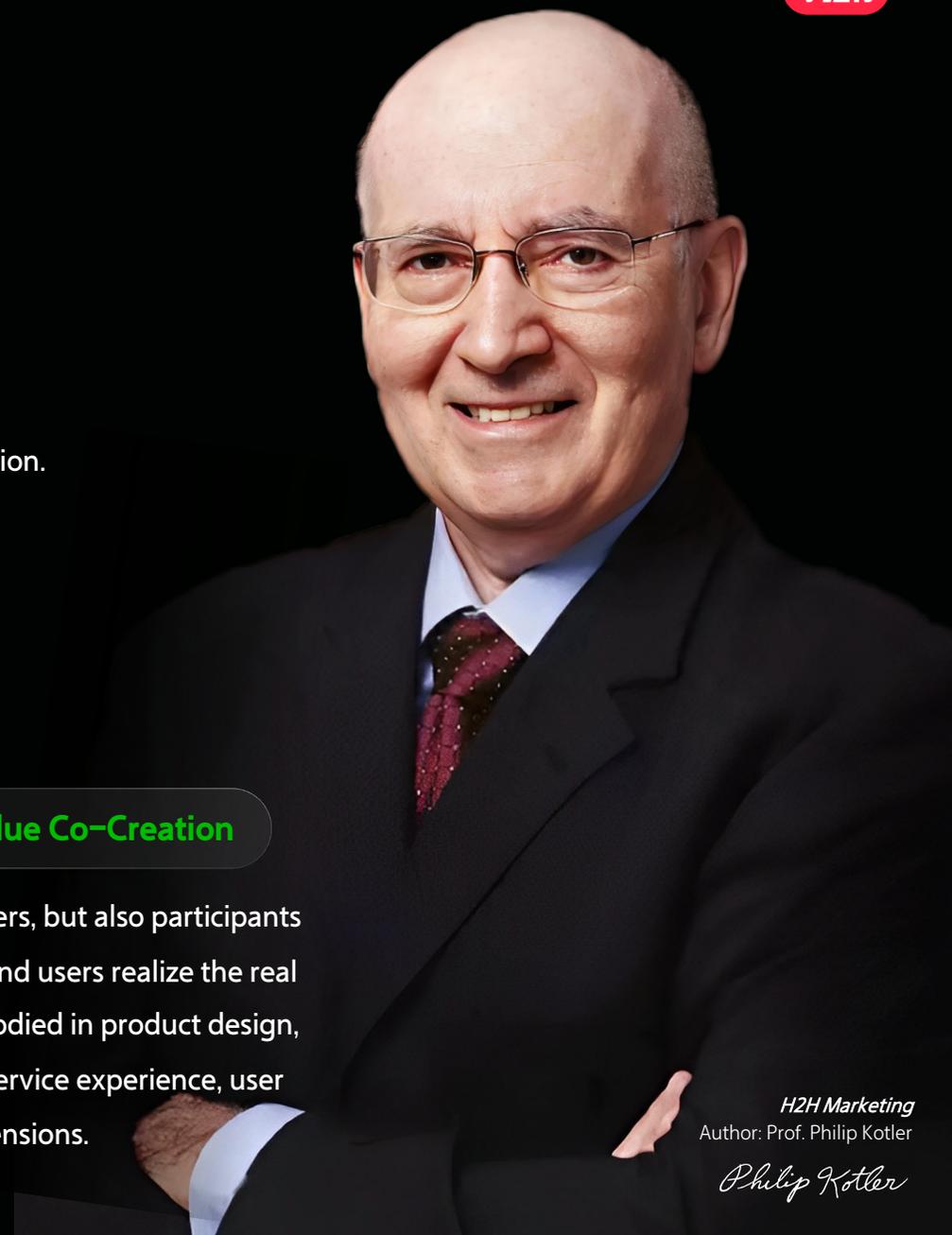
Consumer Purchase Journey on Xiaohongshu

"Voluntary" is the main driver of the deepening of user-product relationship

Awareness	Seeding	Deep Seeding	Purchasing	Sharing
The user passively accepts product information and forms initial awareness	The user gains interest in the product and forms a short-term impression of it	The user proactively explores product information and develops a deeper interest	The user performs a purchase or other conversion behaviors on Xiaohongshu or other channels	The user posts product-related notes that reflect feelings and emotions

Nearly 40%

of searches are related to the product

85%

of notes discussing the product are UGC

Source: Xiaohongshu Data Center September 2023

Definition and Characteristics of Seeding Marketing

Conveying product value through word of mouth, stimulating user demands, influencing purchasing decisions, and driving voluntary user engagement such as inquiring, bookmarking, commenting, and sharing

Improve Marketing Efficiency

Stimulate Consumer Demands

Achieve Resilient Development

CATALOG

CATALOG

01

Xiaohongshu
ADVANTAGES AND VALUE

PART ONE

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Buy Better

Curated overseas and cross-borders shopping tips, the first step

Become More Beautiful

Beauty, fashion and other content gathers the first group pf seed users, who are mainly China's high-value female users

Live Better

Content spreads to diverse categories of life scenarios, accompanying an entire generation to explore the life they desire

NOW

The journey of exploration continues... More wonders are coming your way!

2023.02

Monthly active users on Xiaohongshu exceeds 260 million

2021.10

Monthly active users on Xiaohongshu exceeds 200 million

2020.06

Monthly active users on Xiaohongshu exceeds 100 million

2017.06

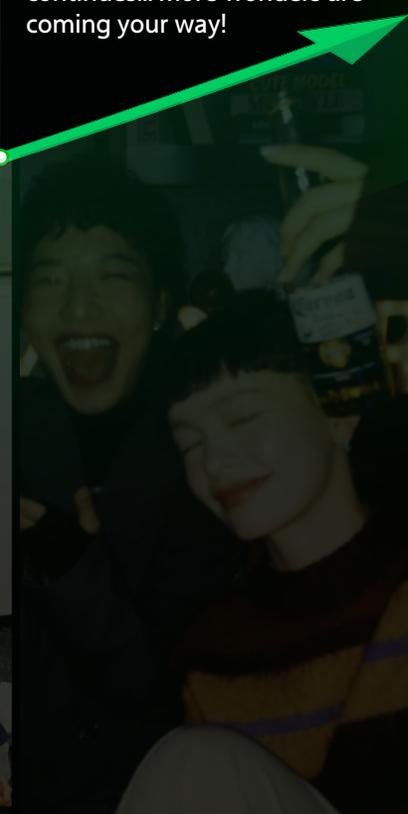Ranks 1st in the Apple Store's shopping category app downloads

Xiaohongshu amasses over 50 million users

2013.12

Xiaohongshu launches overseas and cross-border shopping and sharing community

2013.06

Xiaohongshu was founded in Shanghai

小红书

Young and Energetic Users on Xiaohongshu

Xiaohongshu has become the gathering place for users' diversified lifestyles,
and an encyclopedia of life for people across generations

300 Million Monthly Active Users

50% Post-95s **35%** Post-00s Generation

50% From Tier 1 & 2 Cities

3:7 Male-Female Ratio Male User Growth Above The Overall

90% User-Generated Content

80 Million + Sharers

70% Average Daily User Search Penetration

Data source: Xiaohongshu Data Center, MAU as of February 2023, and other data as of September 2023

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With the Mindset of Embracing Seeding,

Users Expect to See Useful Information About Products Here

47%

⟰ **+3%**
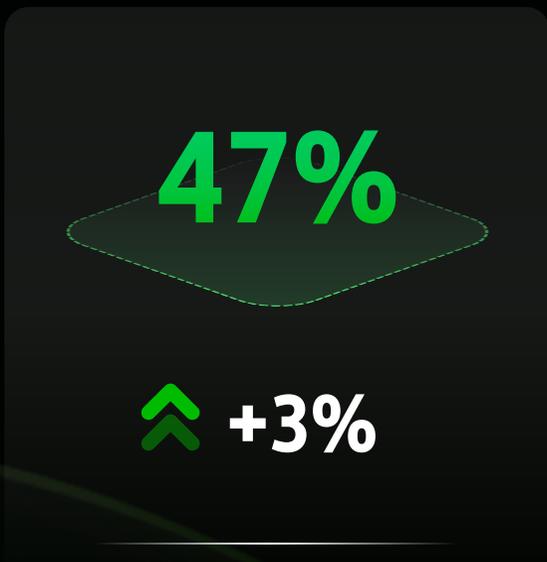
Channel for Finding Appealing
New Products and Brands

46%

⟰ **+2%**
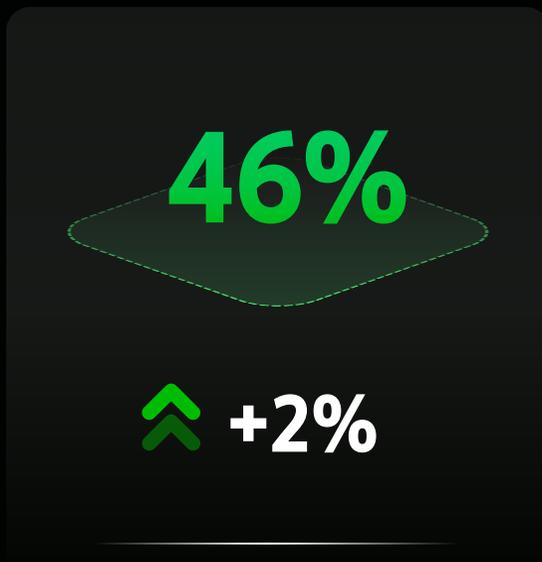
Channel for Learning About
New Products and Brands

120 Million

Number of Users Seeking Purchase
Advice on a Monthly Basis

Sparkling with Inspired Content, Illuminating Every Scenario of Life

Clothing/Food/Housing/Travel/Study/
Work & Social/Leisure/Entertainment

Primary Categories **37**

Secondary Categories **232**

Professional, Interesting, Useful and Effective Content, Providing Users with Lifestyle References

Urban Activities	Music	Travelling	Workplace	Emotions & Feelings	Social Sciences	Sports	Funny Content	Outdoors	Automobiles
↑ 243%	↑ 241%	↑ 149%	↑ 132%	↑ 120%	↑ 117%	↑ 97%	↑ 94%	↑ 94%	↑ 88%

小红书

The Influencer Ecosystem is Vigorously Growing

The Supply of Content Continues to Get Enriched

Since the beginning of this year

Xiaohongshu influencers and

content creators have grown by

Over 100%

Data source: Xiaohongshu platform data, Sept. 2023 compared with Dec. 2022

High-Quality Content in Continuous Exposure,
Allowing Product Value to Accumulate and Mature Over Time

Under the content mechanism of the Xiaohongshu community, high-quality content is unaffected by time, enjoying multiple exposure channels within the platform (such as recommended page, topic page, etc.).

Notes Posted in October 2023 as an Example

Gained Traffic/Notes

Total Traffic Gained over Its Life Cycle

Day 7	Day 30	Day N

Initial Posting of Notes

51% **94%** **100%**
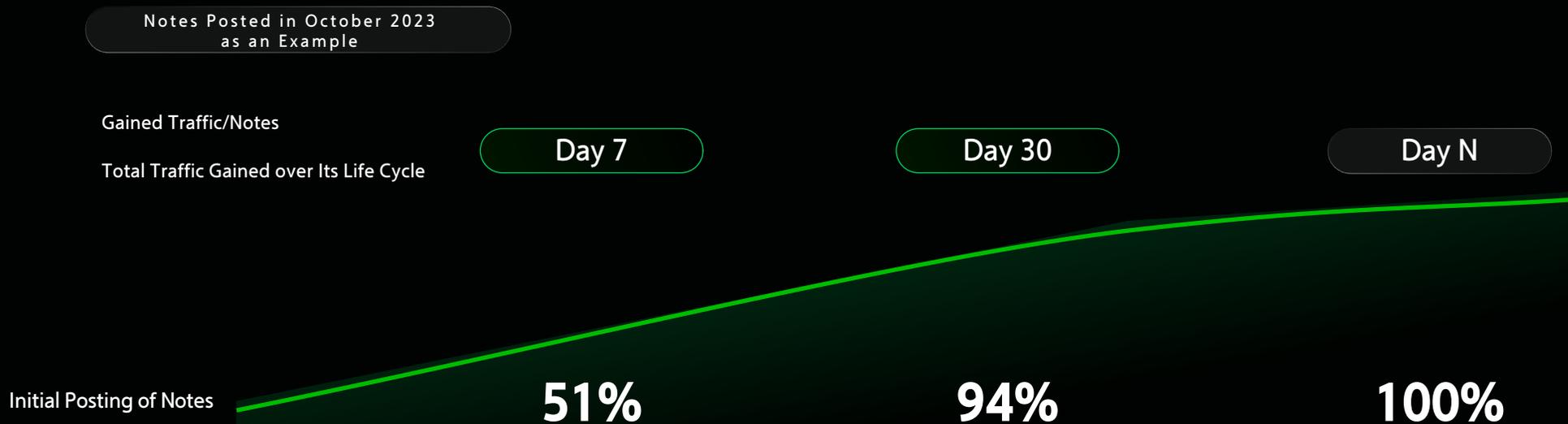
Note: Posts are known as "notes" on Xiaohongshu
Data source: Xiaohongshu platform data, October 2023

From Browsing to Searching, Users Make Real Choices
that Profoundly Influence Decision-Making

Users' Main Browsing Hub

Precise Distribution Activating Demand

"The recommended product fits my needs just right."

Circulation

Between Browsing and Searching

An Authentic Consumer Decision-Making Journey
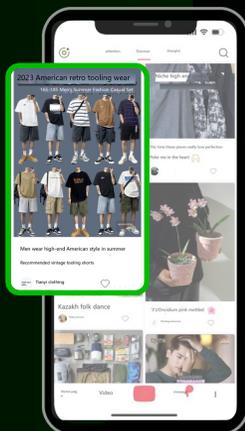
"After searching, I made up my mind."

70%
Average Daily User Search Penetration

Intentional Searching In-Depth Decision-Making

Two-Column Layout

User-Initiated Selection

Each Click More Valuable

Focused Searches

Concentrated Mindshare of User

Each Search More Efficient

Data source: Xiaohongshu platform data, September 2023

Watching Videos and Live Streams Brings an Immersive Experience

Content Seeding to Conversion in a Single Step

80%
Short-Form Video User Penetration

Immersive Viewing

Short-form Video Content Seeding
Video Content Recommending Products
Integrating Brand and Performance

+350%
Monthly Increase of the
Number of Live Streams

Concentrating Traffic, Increasing Sales

Brand Livestreaming, Influencer
Livestreaming
One-stop Seeding and Conversion

Data source: Xiaohongshu platform data, September 2023

Structured Data Clearly Portrays The Demand Relationship Between People and Products

Content as a bridge connecting user-product relationship

User Labels

User Profiling

Content Preferences

Category Interests

Purchase Preferences

Brand Preferences

User Behaviors

Content Understanding

9 Million

Emotion-Related Words & Phrases

560,000

Attribute Words

9 Million

Nicknames

Structured SPU Data

200,000

SPUSs Are Being Searched and Discussed

Demand

Inspired Here

Purchases

Decided Here

Transactions

Completed Here

Hot Topics Converge into Popular Trends, Sweeping Across the Entire Web.

Dopamine Dressing

Dopamine Colors Leading Various Category Trends

#Dopamine Wear
470 Million Views

#Dopamine Manicure
130 Million Views

#Dopamine Makeup
19 Million Views

#Dopamine Bouquet
20,000+ Notes

#Dopamine Renovation
20,000+ Notes

Meet up at Concerts and Reminisce Childhood Memories

9.3 Million+
#Concert-Related Notes

MBTI

1.3 Billion +
#MBTI Topic Views

Madness Literature

1.4 Billion +
#Madness Literature Topic Views

I never knew the city was so beautiful. Let's Citywalk together!

2.9 million+
#Citywalk-Related Notes

Step Out and Discover the Beauty of Urban Landscapes
Shanghai
Beijing
Hangzhou
Nanjing

Chillax

510 Million+
#Chillax Topic Views

Source: Xiaohongshu Data Center October, 2023

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Novel and Niche Trends Are Growing and Maturing

Cat And Mouse Game in the Park

A large-scale offline hide-and-seek among strangers
The more, the merrier
Unleash your energy, no need for socializing

146,000 Related Note Sharers

Going To A Big Fair In The Suburbs

Eat on the go. 50 bucks for a full meal
In a simple, smoky atmosphere
Down-to-earth and happy

53,000 Total Number of Interactions

Night School After Work

Learn a non-utilitarian hobby for 500 yuan
IIt's like extracurricular activities for adults

443,000 Total Number of Interactions

The Pretend Savings Act

Pretend to raise children/pets
 immortality
Save expenses in your wallet
Play life simulation games in the real world

513,000 Total Number of Interactions

Jellycat

Caring for a plush toy is better than enduring winter alone
Silent companionship, healing for the busy working soul

189,000 Relevant Note-Sharers

Staycation

Booking a local hotel alone for the weekend, ordering
takeout and binge-watching shows
Nothing is more healing than solitary relaxation

1.7 Million Total Number of Interactions

Source: Xiaohongshu Data Center October, 2023

Little Red Book
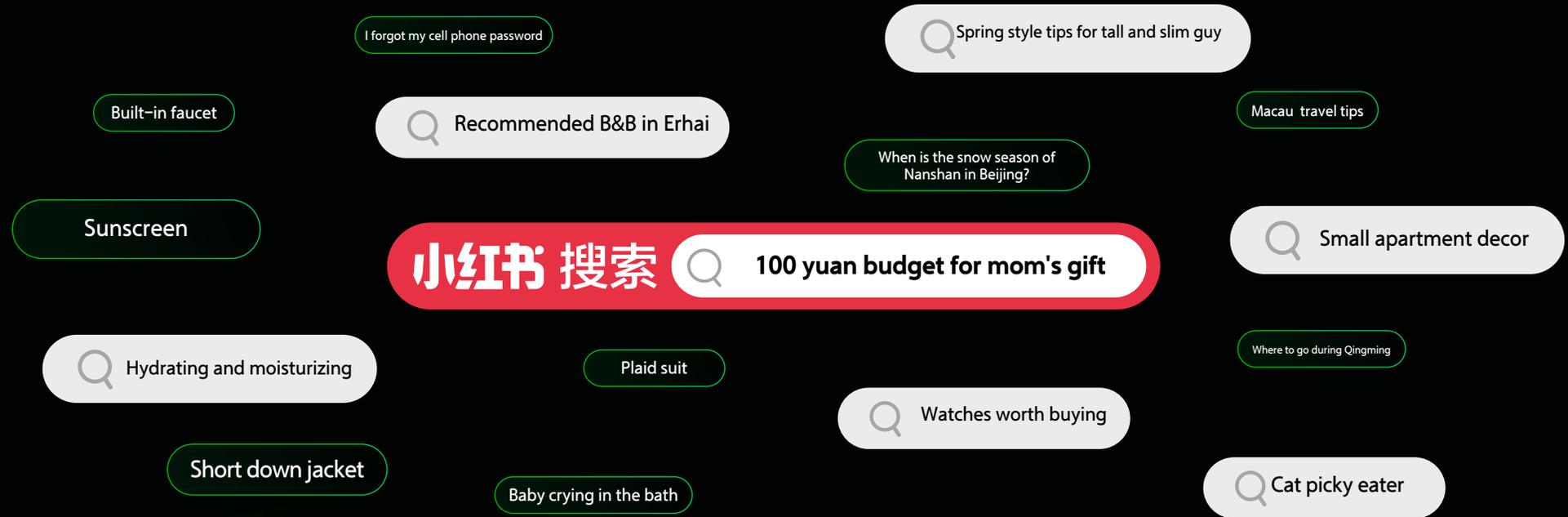
Multiple Types of Decision-Making Taking Place Here

Rapid Decision-Maker	Short-Term Scroller	Short-Term Heavy-Searcher	Long-Term Shopaholic	Long-Term Heavy-Searcher
Very Short Seeding Cycle	Short Seeding Cycle	Short Seeding Cycle	Long Seeding Cycle	Long Seeding Cycle
Very Low Number of Notes Read	Low Number of Notes Read	Strong Search Intent	Higher Number of Notes Read	Strong Search Intent
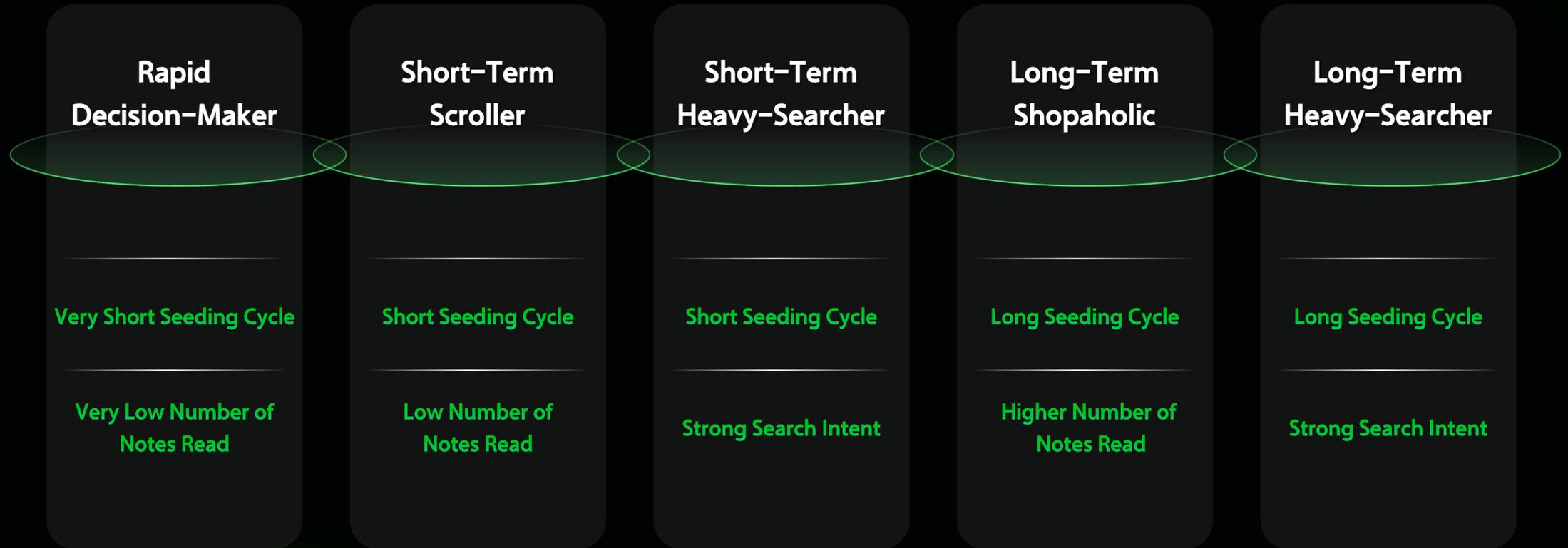
More Efficient and Agile: Xiaohongshu Seeding Impacts Omni-Channel Conversion

More Efficient

E-commerce post-conversion behavior rates against industry average

*Conversion Rate = E-commerce Actions / Media Exposure Count

More Agile Purchase Behavior

Conversion behavior percentile within 7 days

* Using the total e-commerce actions within 180 days after user exposure as 100, calculate the "progress" of e-commerce actions in the first 7 days after exposure

Beauty & Cosmetics	Health Supplements	Cellphone	Sports Footwear
3x	**4x**	**2x**	**2x**
Xiaohongshu	Xiaohongshu	Xiaohongshu	Xiaohongshu
74%	69%	62%	58%
Industry Average	Industry Average	Industry Average	Industry Average
50%	49%	40%	46%

*Data is sourced from the Ghwawar data platform under iLytical, tracking the complete mobile end-to-end behavior of 25,000 samples. The data is legally collected with the user's informed consent.

**Industry averages consider the total exposure on platforms such as Douyin, Kuaishou, Bilibili, Weibo, and Zhihu.

***E-commerce conversion data includes actions like product searches, browsing, adding to cart, and orders on Taobao, JD, and Douyin.

Little Red Book

User **Shopping Mindshare** Rapidly Accumulates

Business Sees Rapid Growth

3.3 Times
of the Same Period Last Year

3.8 Times
of The Same Period Last Year

4.8 Times
of The Same Period Last Year

Number of Purchasing Users

Number of Orders

Livestream Shopping GMV

Data source:Xiaohongshu 2023 data during the Double Eleven Buying Festival event

Little Red Book

Diversified Sellers and Influencers Joined Swiftly,

Turning the Platform into a New Front for Business Breakthroughs

4.1 Times
of The Same Period Last Year

Number of Participating Sellers

3.8 Times
of the Same Period Last Year

Number of Influencers Opening Livestream

Xiaohongshu

MARKETING SOLUTIONS

PART TWO

Four Steps for Seeding a Product on Xiaohongshu

01

02

03

04

Developing Insights

Setting Goals

Placing Content

Measuring Effects

Opportunity Insight: Finding High-Potential Market Segments

ONE
Market Size and Trends

Size of Segment Search	Scale of Segment Content
Segment Search Trends	Segment Content Trends
Search Category Proportion	Content Category Proportion

TWO
Red and Blue Oceans of the Market

Market Supply and Demand
User Demand and Supply of Content In That Category

⌄

Market Potential
Content Readership and Growth Rate Under the Category

⌄

Market Competition
The Number of Advertisers and Bidding Offers in the Category

THREE
Popular Brands and Products on the Market

Search Volume Rankings

Post-Search Exposure Penetration

Viewing Penetration

FOUR
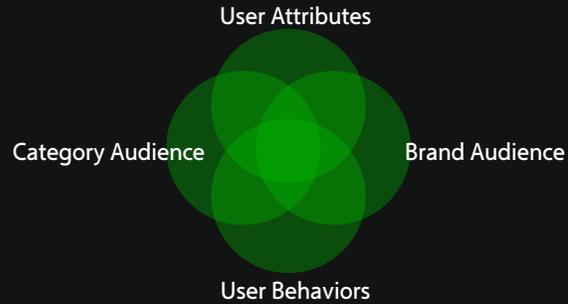### Segmented Market Demand Analysis

Efficacy

Ingredients

Smell

More Properties

Audience Insights: Identifying Target Users

ONE
Circle TA and Pinpoint the Core Audience

Decide the "Differences Between Intersections and Union" Based on the User's Characteristic Labels

User Attributes

Category Audience

Brand Audience

User Behaviors

Find Intersections, Unions and Differences Among User Characteristic Group Sets

TWO
Expand and Find Ways to Break rhe Circle

Calculate the Audience Distances According to TA, and Filter Audience Tags

General Audience 1

TA audience

General Audience 2

High-Potential Audience 1

High-Potential Audience 2
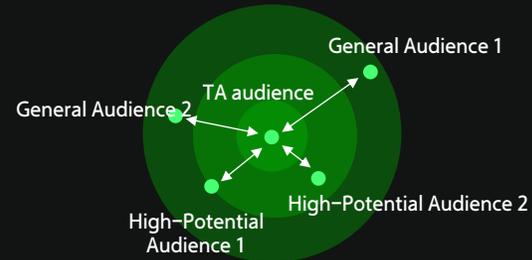
Calculate Audience Distances, Filter Audience Labels

Audience Relevance

High-Potential Audience 1
High-Potential Audience 2

Low-Potential Audience 1
Low-Potential Audience 2

Audience Penetration
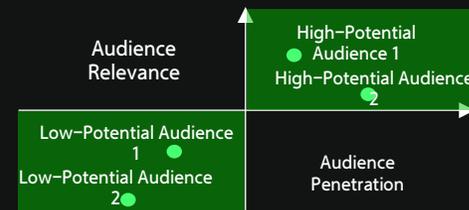
Demand Insight: Defining Selling Points

Search Behaviors

Notes Content

What Type of Needs Are Users Most Concerned About?

Structured Analysis
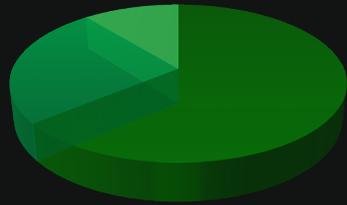
Size Distribution

Growth Trends

What Is the Specific Need that Users Are Focusing on?

Keyword-Oriented
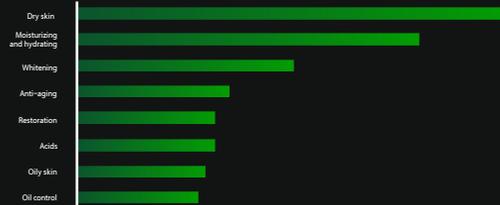
Keyword Popularity Rankings

- Dry skin
- Moisturizing and hydrating
- Whitening
- Anti-aging
- Restoration
- Acids
- Oily skin
- Oil control
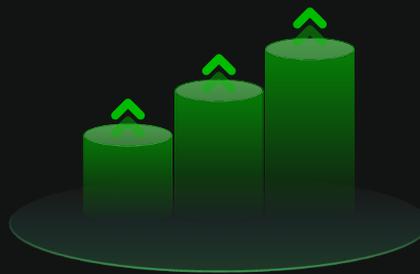
Keyword Spike Rankings

How Are Users Discussing It?

Trending Content References

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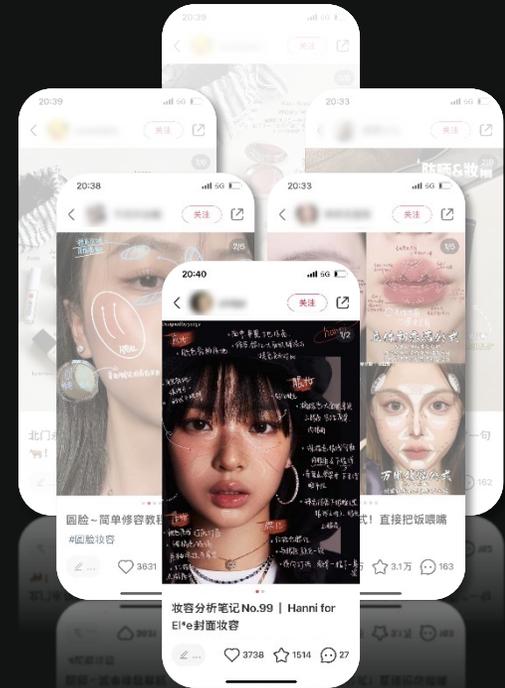
Each Product Can Have Clear Marketing Objectives Based on Its Life Cycle

Finding New Increments (Selling Points, Demographics, Frequency)

Second Curve

Find the Second Curve

Penetrate in the Right Direction Fast

Product Selling Points & Communication Strategy Validation

Introduction	Growth	Maturity	Upgrading

Right	**Fast**	**Expand**	**Innovate**
Right Product, Right Audience, Right Communication	Audience Penetrated Fast, Segment Taken over Fast	Expanding the Usage Scenarios	Innovate Strategies

The Unique Logic of Xiaohongshu:
Reverse Funnel Audience Expansion

Rapid Release of Brand Potential

Commercial Traffic Boost

Natural Word-of-Mouth Diffusion

The Core Audience Is Penetrated and Continues to Break The Boundaries of Audiences

Core Audience

High-Potential Audiences

General Audiences

...
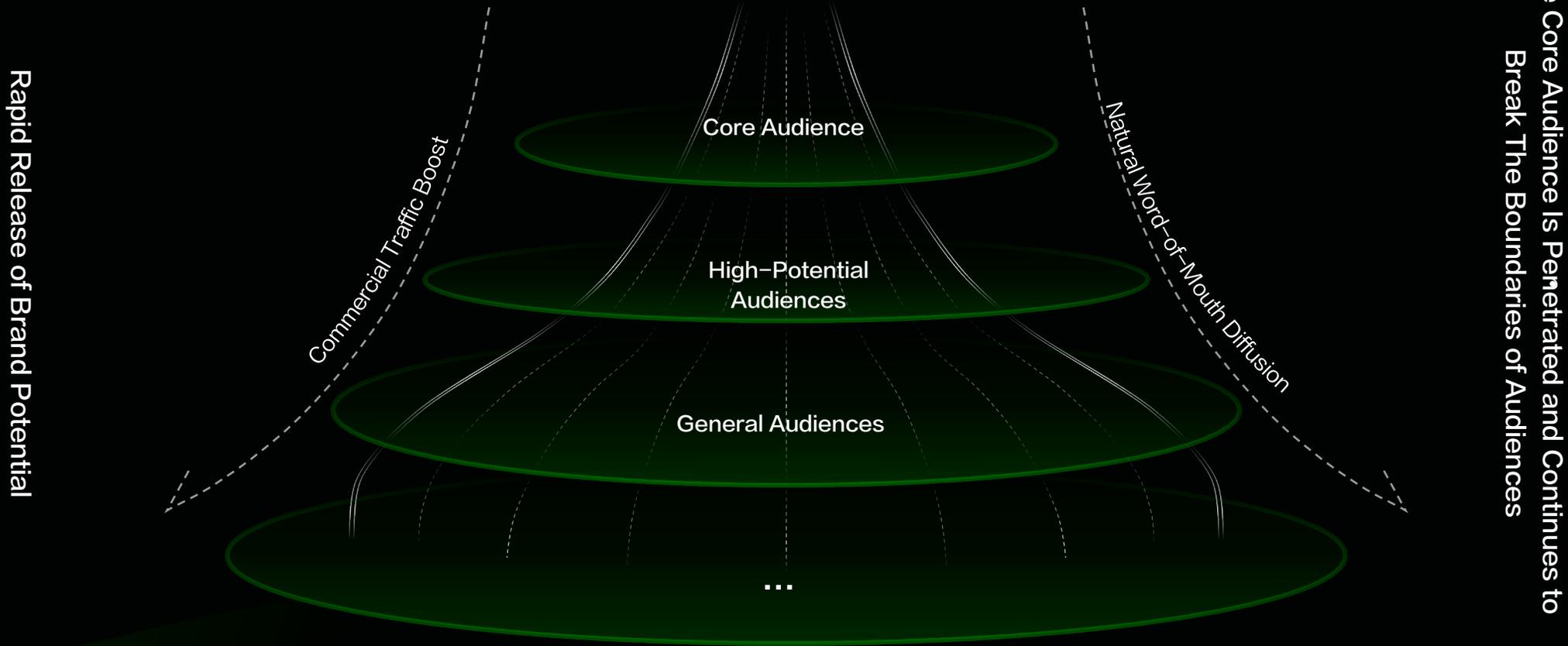
KFS Product Seeding Combination Placement Mode

Good Content + Definitive Traffic

K

F

S

KOL/ KOC/ KOS

FEEDS

SEARCH

小红书

Pugongying: Finding Matching Influencers from Target Audience and Create Quality Content

New Lingxi

Pugongying

Pugongying + Juguang

Clearly Identifying the Target Audience

Influencer Recommendation

Smart Recommendation of Influencers to Collaborate

Based on the Target Audience Profile

Content Creation

Content Preferences of the Target Audience

Influencer Content Style

Product Presentation Scenario

Efficiently Reaching Target Audience

Influencer Traffic

Advertising Traffic

Organic

Accelerated Amplification

Distribution

Search Ads Upgrade: Opening Up New Growth in the Search Field

Overview of Xiaohongshu Search Ad Capabilities

Pre-placement Insight   **Placement Setup**   **Post-placement Diagnostics**

Traffic Tools	Planned Allocation	Marketing Objectives	Traffic Tools
Word Selection Tools	Keyword Planning	Seeding	Plan Diagnostics
Lingxi Marketing Insight	Smart Placement Tools	Sales	Placement Report
Search Demographic Analysis		Consumer Resources	
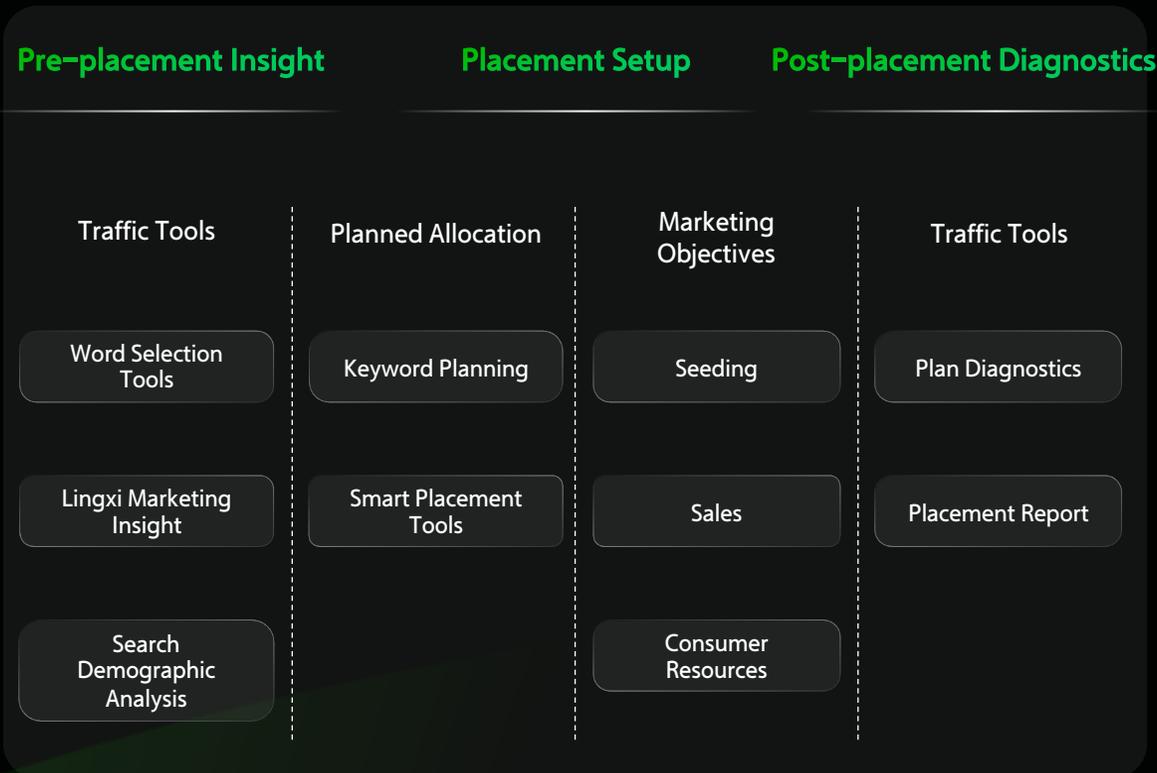
Case: A Brand in the Educational Services Category

**Total revenue increased to millions!
Growing into a leading brand in the sector**

Build strong relevant links between high-frequency keywords searched by target users and brand-related high-quality note content

⌄⌄

Through precise response of the "search field", dispel users' doubts and enhance brand trust

⌄⌄

Test the accuracy of note placement through "search term recall in the user's note

"KOS" Activates Brick-and-Mortar Sales and Achieves Online and Offline Integration

List of Xiaohongshu KOS Advertising Capabilities

Account-content Binding

Binding with the Company's Front-line Sales Accounts

Activating Offline Store Resources

Collecting Huge Amounts of Quality Assets

Content Placement

By leveraging the 'Juguang' platform, deliver targeted assets to feeds, search fields, video feeds and other domains, with precision targeting to amplify exposure.

Business Development

Through the private messaging tool, take user inquiries and direct them to e-commerce, stores, private domains, and seize business opportunities!

Data Viewing

Case: A Jewelry Brand

The product becomes the top player in the industry, driving its brand popularity growth rate to rank in the whole industry

Bringing over a million yuan of revenue uplift to the store

1st

Million+

The store attendants, in-store sales advisors are the most knowledgeable about the brand and understand the products the best. The brand has transformed these store attendants into KOLs on Xiaohongshu, engaging in a mutual journey with users

Using KOS's professional expertise and brand endorsement, overcoming the challenge of having visibility without sales volume, we provide users with effective recommendations

By engaging in 'dialogue' with users on Xiaohongshu, identifying key promoted products and selling points to maximize marketing effectiveness
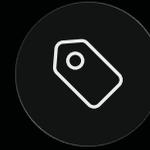
铃兰花整理好的合集🎀

#笔记灵感

好看我已经说腻了的🥰
自带仙气的　　　　铃兰花手链绝了

说点什么...　　7867　3926　329

Content Metrics

Audience Metrics

Business Metrics

Content: Quickly Seizing Mindshare of the Segment, Making the Product Representative of the Category

FEEDS expands the brand's viewing share in the category

Metric: Viewing Penetration Rate

Proactively infiltrating the target audience to enhance category visibility

$$\text{Viewing Penetration Rate} = \frac{\text{Total Viewing of a Brand in Notes Containing "XX"}}{\text{Total Viewing of Notes Containing "XX"}}$$

Focus indicators: viewing penetration rate ranking; benchmarking the penetration rate level of similar products in the same category

SEM increases brand visibility in the search domain

Metric: Keyword SOV

Intercepting high-intent audience based on the advertising share obtained under relevant keywords

$$\text{Keyword SOV} = \frac{\text{Exposure of a Brand in The Search Results of Keyword "XX"}}{\text{Total Exposure in the Search Results of Keyword "XX"}}$$

Focus indicators: brand word SOV; category word/scenario word SOV; similar word SOV

Audience: Penetrating the Target Audience and Optimizing Marketing Strategy in Real Time

TA penetration rate=SPU audience assets penetrated in TA/total number of TAs on the whole platform

Competition

Observe the penetration rate ranking of this product in the competitive product set among the TA, and understand the competition dynamics within the TA

Gains and Losses

Observe the increase or loss of the penetration rate of this product in the TA, and manage source control effectively

Touchpoints

Track the increase and decrease of TA penetration rate and efficiency of different marketing touchpoints

Content

Track TA penetration rate brought by different content creators (influencers)

Optimizing Marketing Strategy Around TA Penetration

Case Analysis – A Mother and Baby Care Brand

Developing insights

Gauze quilt, breathable and comfortable, absorbent and quick-drying, soft, a must-have for baby sleep

Setting Goals

Using the Xiaohongshu audience reverse funnel model, we refocus within the target audience, pinpointing the group of dark circle panda-eyed moms in the most segmented scenario.

人

"核心人群"

"高潜人群"   "高潜人群"

"泛人群"   "泛人群"

1.0反漏斗
[大人群]中找到小到不能再小的人群

Placing Content

Strengthening the core selling points, the brand has extended from the central scenario of "mom and baby sleeping together" to multiple scenarios, including individuals needing deep sleep, as well as families of three sleeping together.

Measuring Effect

Proportion of new customers for the brand across all channels

Above 90%

During the first month launch of the new product, it rose to the top of the sales rankings in this category

Achieved sales boost for this star product across all channels
3.5x industry average

1st   **500%**

Case Analysis – A Health Brand

Developing Insights

According to categorization of all SPUs according to the life cycle stage of the product

| Calcium for Children | Pocket Probiotic Gummies | Calcium Citrate | Ultra-Light Bottles |

Introduction | Growth | Maturity | Upgrade

Core Audience Efficiently Transformed | Audience Circle Expanded | Competing Effectively with Similar Products in the Market | Reshape the Product Story, and Rejuvenate the Product Mindshare
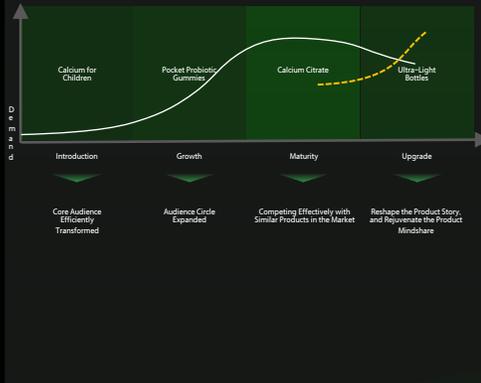
Setting Goals

"Reverse funnel audience expansion model" to continuously break through audience boundaries

exercise for calcium   4W+Notes

Placing Content

The soil for seeding differentiated products: continuously exploring the demand scenarios of the sports and fitness crowd, e.g., cleverly leveraging the "tennis style"

Measuring Effect

In the first half of 2023, brand-related "seeding" content

The Search Data on the Site Has Improved from the Previous Year by

38%

Click-Through Rate Has Grown Year-on-Year by

50%

During the 618 Shopping Festival, he Brand's GM) Ranked 1st in the Health Industry Across E-Commerce Platforms.

Top1

During the Collaboration, K2 Calcium Sales Has Increased Year-on-Year by

166%

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Case Analysis – A Skin Care Brand

Developing Insights

Identify the right segment to iterate products: explore breakthrough points of the product based on Lingxi NPS feedback.

Multifaceted Research
With Lingxi NPS, Explore Product Breakthrough Points

肤感

气味　　功效

成分　　包装

Product Iteration

Fill the Gaps and Adjust the Product Direction

Optimize Formula

Improve Experience

Change Design

Setting Goals

Reviving existing customers, activating new ones: Four "customer reverse funnel models" simultaneously initiate on four separate layers, reaching four new types of customer audiences.

Double Anti Essence

Pre-launch Loyal Fan Feedback: Revitalize Good Vibes Among Existing Customers

Product Catalog Airdrop: Streamline Decision-making for New Customers

Showcase Order Notes via Targeted Dissemination : Enlarge the Demand Among Users Seeking Specific Effects

User Feedback Accumulation: Horizontally Spread Among The Broader Audience

Placing Content

Constructing a refined placement matrix based on the characteristics of the segmented audience, implementing a step–by–step approach to audience targeting, ensuring precise penetration and effective expansion layer by layer

Measuring Effect

65% increase in target audience penetration
penetration of users nearly quadrupled
penetration rate in antioxidant essence content ranking 1st
content penetration rate ranking 1st

Changes in The Number Of Brand Audience

Number of Audience Seeded with Brand Content +369%

Brand NPS Change

Brand NPS +369%

Penetration in Xiaohongshu's "Antioxidant Essence" Content

👑 Top1

Penetration in Xiaohongshu's "Anti–yellowing Essence" Content

👑 Top1

Three Main Paths to Xiaohongshu Business Conversion

Closed-Loop E-Commerce

Spillover E-Commerce

Offline Traffic Acquisition

The Main Form of Closed-Loop E-Commerce on Xiaohongshu

Product Notes

Supports Enterprise Account/Official Account Notes
Pugongying Notes
Product Collaboration Notes

In-App Livestreaming

Supports Feeds/Video Feed Notes Link to Livestream

Celebrity/Influencr Livestreaming

Increased Traffic During Livestream to Empower the Entire Livestream Cycle

E-commerce Ads Help Sellers Grow Their Business

Overview of Xiaohongshu E-commerce Advertising Capabilities

Notes Placemen

| Note Clicks | Product Visitors |
| Product Orders | ROI |

Livestream Placement

| Livestream Views | Effective Livestream Views |
| Order Payment | ROI |

Omni-Channel

| Information Stream | Feed | Video Feed |

Whole Audience

| Smart Targeted | Seeding Audience | Industry Audience | First-Party Audience |

A Clothing Brand

The First Store Account's In-App Video Livestream Sales Exceeding

Million+

In-App Volume Climbing to a New High

+270%

Pre-Promotion of New Products + Commercial Sales Testing

⌄

Celebrity Live Streaming Day, Store Livestreaming Test

⌄

Explore the Most Optimal Solution for Advertising Placement

⌄

Official Livestream Day with Finely Timed Periods for Concentrated Advertising Outburst

Not Only for E-commerce on Xiaohongshu Platform,
But Also for Omni-Channel Conversion

A Health Brand

Achieving Overall Conversion Efficiency, with New Customers Accounting for 80%

The Audience for Content Seeding Has Grown from 0 to Nearly 100 Million

Xiaohongshu-Driven ROI the Best Among All Channels

- Precision seeding from core audience to high-potential audiencez
- Achieving the overflow of seeding value
- Initiating the 'internal-external dual circulation'
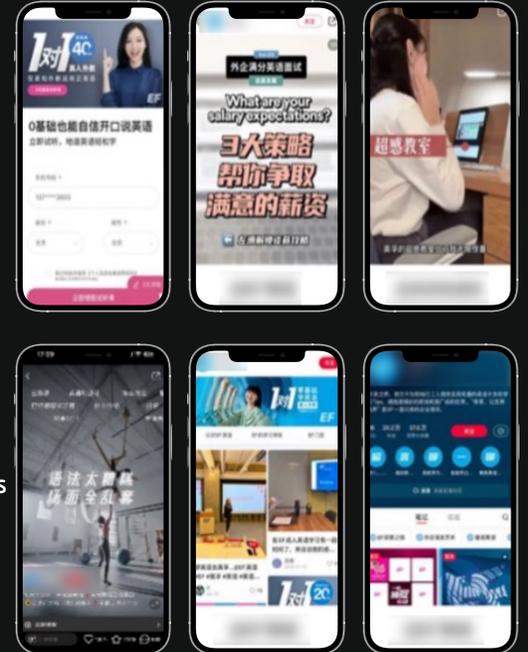- Two sets of 'seeding-conversion' pathways

An Education Brand

GMV Year-on-Year Growth

Ten Times

Month-on-Month Growth in Lead Volume

46%

- Pioneering the new measurement standard for 'service-oriented seeding' with 'CPL+ROI'
- Establishing a complete data link of 'seeding notes – user information capture – user inquiries – in-store trials – completed orders'

Major Branding Events: Creating a Site-wide Focal Point

Launch of a Fashion Brand's Early Spring Runway Show

For an exhibition shown in seeded content,

You can make an appointment in no time on Xiaohongshu

Number of Livestream Visitors Exceeding Expectations

65%

Total Exposure

2000w

Recognizing that Xiaohongshu is a natural breeding ground for big shows, with key innovative livestreaming products, we integrate the pre, during, and post livestreaming processes to provide users with an immersive fashion show livestreaming experience

Discovery

Appointment

Search

Major Branding Events: Creating a Site-wide Focal Point

Release of a Certain Mobile Brand's 2023 Spring Collection

After the Product Has Been Released, Achieving the Second Wave of

Peak Interest

Enhancing Target Audience Penetration by

30%

Collaborative efforts across multiple product lines to create a platform-level grand event, aligning with trends on Xiaohongshu. By associating with hot topics such as coffee, urban cycling, and the sustainable movement, the brand and products are deeply integrated into the lifestyle of high-spending users. This integration aims to garner massive exposure and reinforce brand awareness.

Mindshare Reinforcement: Brand Rejuvenation – Case of A Hair Care Brand

A brand-new hair care product perfectly addresses users' pain points by starting with the selling point of 'repair.' It accurately cultivates the brand among those interested in dyeing hair and the broader market of perming and dyeing. Subsequently, it continuously unleashed the influence on the core audience, releasing 'audience reverse-funnel' through differentiated selling points to break through the circle and reach the younger audience.

Reverse-funnel Audience Expansion

小开口染发人群留存 → 渗透更多大盘染发人群 → 大开口品类/需求场景人群拉新

修复 柔顺 香气 个性

The Search Volume for This New Hair Mask on The Platform Has Increased by

60%

Shampoo Is Back on the E-commerce Hot List

TOP2

Hair Care Essential Oil on the Hot-selling List of E-commerce Platforms

TOP3

Schwarzkopf Hair Coloring Audience
Mindful of Dyeing and Protection ············ Restoration

Hair Perm And Coloring Audience
Perm & Repair ············ Restoration

Aligned with Dyeing Protection Mindshare ············ Smoothing

Life Scenario Potential Audiences
Socializing/Dating/Commuting/Traveling ············ Aroma

Outside-of-Circle Youth Audiences
Cosplay/Anime Lover/Comic Convention Goers ············ Personality

小红书

BKFS+IP: Creating a Integrated Seeding Marketing Event – Case of an Automobile Brand

BKFS

Scenario-Based Expression of Selling Points

Xiaohongshu translates these product selling points into highlights that users care about, helping Volvo seamlessly integrate these selling points into diverse life scenarios.

Word-of-Mouth Sharing from Real Users

In the process of selectively filtering high-quality content for the brand, we continuously disseminated key product features to the target audience over the long term, and pinpointing users with fluctuating purchase intentions, the number of retained users has grown by 91%.

IP

Use the IP Activity "Make Life Simpler" to Create More Concentrated Traffic Exposure

We do not emphasize the specific performance of the car but instead imbue emotional value into the automobile. We showcase Volvo owners driving their vehicles in sports and leisure, sharing their daily lives. This allows users to intuitively experience the minimalist lifestyle co-created by Volvo and its owners. When the brand philosophy aligns with topics that users care about, Volvo's cars cease to be merely a simple means of transportation in the eyes of users. They become an integral part of everyday life, contributing significant 'emotional value' to one's personal experience.

Inspire a Sense of Identity in the Young User Demographic Community

We encourage users to spontaneously engage in the dissemination and sharing of the event, leading to a 6-fold increase in Volvo's new car model views.

New Model
Search Growth

3 Times

High-intent User Growth from
Direct Message Inquiries

114%

IP: Brand Image and Marketing Front Building

Using The Intellectual Property (IP) Event "Relaxation Lab" to Create Exposure with More Concentrated Traffic

Connecting products with women who seek freedom and relaxation, "the rebellious her" can "choose what I like," "do what I want to do," and "follow my own will." Celebrities lead the declaration of non-conformity, while KOLs interpret the attitude of non-conformity from multiple perspectives. They speak out on the official channel at the International Women's Day to drive the power of women.

Inspiring a Sense of Identity Among Female Users

Encouraging users to spontaneously participate in the spread and sharing of activities, driving a spontaneous engagement volume of over 153 million

Perfume Segment	In-site Exposure	Notes Engagement	Search Growth
Top1	**88.77 Million+**	**35,000+**	**84%**

A Perfume Brand

小红书

Branding Section: Intercepting Potential Users, Reinforcing Brand Image

Overview of the Advertising Capabilities of the
Xiaohongshu Branding Section

DE BEERS
JEWELLERS

Three Core Advantages

| Brand Zone | Marketing Hub | User Intercept |

Three Major Upgrade Points

| Larger Area | Style Upgrades | Horizontal Swipe Interaction |

Landing Freely In Various Domains

| Notes Page | Topic Page | Product Page |
| Account Homepage | Event H5 Landing Page | Mini-app |

Total Hits Reaching

9% or More

Compared with Average

1.5 Times

Horizontal Swipe Expanding the Interactive Space Between Users and Brand Content

Showcase Cards to Highlight Brand Events/Product Information

Efficiently Driving Traffic to Brand Content

Supporting Horizontal Swiping to View More Card Content, Breaking Spatial Limitations

小红书

Xiaohongshu Seeding

Let Good Products Grow

XIAOHONGSHU