

A 公司直播电商的策略研究

A company live e-commerce strategy research

摘要

在疫情期间，很多消费者对网购的热情空前高涨。随着时间的推移和疫情影响下的消费习惯改变，“宅经济”也成为了当下中国居民生活中不可缺少的一部分。

根据艾瑞咨询数据显示，2020年一季度网络零售市场规模达到1.35万亿元，同比增长27.8%，占社会消费品零售总额比重达12.6%。据艾瑞咨询预测，到2024年，我国网络零售市场将突破4万亿大关，线上渗透率预计超过50%。

直播带货的优势不容忽视：1.直播可以让商家直接把自己的产品展示给用户；2.直播还能帮助品牌进行线上宣传与销售；3.直播电商平台具有流量变现能力强的特点。

然而，目前国内直播行业还存在一些问题需要解决，直播本质上是一种促销手段。很多直播电商企业在直播大军中沦为炮灰，花费大量心血却无法从这一风口分一杯羹，就是因为其促销工作不到位。促销包含了广告、人员、营业推广、公共关系等几个维度。这几个方面环环相扣，紧密相连，构成了促销工作的闭环。是直播电商成功与否的重要因素。

本文将A公司作为直播电商的研究对象进行研究，运用SWOT分析模型对宏观环境及竞争环境进行了全面剖析。介绍了A公司在直播电商中存在的现状和问题，通过问卷调查法对其直播用户进行调研。从中发现A公司直播营销问题背后的原因。详细分析问题症结所在并提出解决方案和保障措施。

全文结论大致如下：

发现问题。本文通过研究A公司直播电商现状，结合SWOT模型进行分析，并对直播用户进行问卷调查，发现A公司直播电商存在直播间访客数量少，访客留存困难，销售业绩偏低，公共关系运用不足等问题。

分析问题。针对上述问题，本文进一步对A公司直播电商中存在的问题成因进行剖析。在STP, SWOT理论基础上，又根据促销组合理论对A公司的直播营销问题原因加以深入解析。发现其原因主要在于广告促销存在不足，主播推销技巧欠缺，营业推广欠佳，公共关系运用不足等。这几个原因是促销组合的四个维度，环环相扣，紧密相连，形成了整个直播营销的闭环。其中一个环节出问题都会给销售效果带来影响。

解决问题。基于以上发现的问题及成因分析，本文对A公司直播营销也提出了改善建议。包含：细化广告促销以增加流量，强化主播推销技巧以留存用户，优化营业推广方案以吸引用户，构建公关体系以强化公共关系等。对于细化广告促销一项可从丰富广

告投放渠道、增加广告投放量、明晰受众定向这几方面来开展。对于强化主播推销技巧则可从加强销售人员的理论对主播团队的技能培训，包含营销话术、推销技巧等多个方面。而对于优化营业推广方案来吸引用户这一项，则可通过优化营业推广方案、改善直播闭环以促进转化等几个方面来进行。至于构建公关体系，则包含了强化公关意识和丰富公关形式。

本文研究结果有助于解决 A 公司直播电商存在的促销问题，明确直播营销的方向及目标，以应对网络营销带来的挑战与机遇，推动企业持续发展。同时该研究还可丰富相关领域内的研究，对直播电商企业具有一定的实际意义和指导意义。

关键词：直播电商；直播营销；直播促销

Abstract

During the epidemic, many consumers are more enthusiastic about online shopping than ever before. With the passage of time and changes in consumption habits under the influence of the epidemic, the "stay-at-home economy" has become an indispensable part of the lives of Chinese residents.

According to data from iResearch, the scale of the online retail market in the first quarter of 2020 reached 1.35 trillion yuan, a year-on-year increase of 27.8%, accounting for 12.6% of the total retail sales of social consumer goods. According to the forecast of iResearch, by 2024, my country's online retail market will exceed the 4 trillion mark, and the online penetration rate is expected to exceed 50%.

The advantages of live broadcasting with goods cannot be ignored: 1. Live broadcasting allows merchants to directly display their products to users; 2. The anchor can also help brands carry out online promotion and sales; 3. The live broadcasting e-commerce platform has the characteristics of strong traffic monetization ability .

However, there are still some problems in the domestic live broadcasting industry that need to be resolved. Live broadcasting is essentially a means of promotion. Many live broadcast e-commerce companies have been reduced to cannon fodder in the live broadcast army. They spend a lot of effort but cannot get a share of this trend because their promotion work is not in place. Promotion includes several dimensions such as advertising, personnel, business promotion, and public relations. These aspects are interlocking and closely connected, forming a closed loop of promotion work. It is an important factor for the success of live e-commerce.

This article studies Company A as the research object of live streaming e-commerce, and comprehensively analyzes the macro environment and competitive environment using the SWOT analysis model. Introduced the current situation and problems of Company A in live streaming e-commerce, and conducted a survey on its live streaming users through a questionnaire survey method. Discover the reasons behind the marketing issues of Company A's live streaming. Analyze the root cause of the problem in detail and propose solutions and safeguard measures.

The conclusion of the entire article is roughly as follows:

Identify issues. This article studies the current situation of A company's live streaming e-commerce, analyzes it using the SWOT model, and conducts a questionnaire survey of live streaming users. It is found that A company's live streaming e-commerce has problems such as low number of visitors in the live streaming room, difficulty in retaining visitors, low sales performance, and insufficient use of public relations.

Analyze the problem. In response to the above issues, this article further analyzes the causes of the problems in A Company's live streaming e-commerce. On the basis of STP and SWOT theories, and based on the promotion combination theory, a deep analysis is conducted on the reasons for A Company's live marketing problems. The main reasons for this are found to be deficiencies in advertising and promotion, lack of anchor sales skills, poor business promotion, and insufficient use of public relations. These are the four dimensions of the promotional mix, which are interconnected and closely linked, forming a closed loop of the entire live streaming marketing. Any issue in one of the links will have an impact on sales performance.

Solve the problem. Based on the above discovered problems and analysis of their causes, this article also proposes improvement suggestions for A Company's live streaming marketing. Including: refining advertising promotions to increase traffic, strengthening anchor sales skills to retain users, optimizing business promotion plans to attract users, building a public relations system to strengthen public relations, etc. For detailed advertising promotion, it can be carried out by enriching advertising channels, increasing advertising volume, and clarifying audience orientation. For strengthening the sales skills of the anchor team, it is possible to provide training on the skills of the anchor team through the theory of strengthening sales personnel, including marketing language, sales skills, and other aspects. For the optimization of business promotion plans to attract users, it can be achieved through optimizing business promotion plans, improving live streaming closed-loop to promote conversion, and other aspects. As for building a public relations system, it includes strengthening public relations awareness and enriching public relations forms.

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