

J 公司文创产品直播营销策略研究

**Research on Live Broadcast Marketing Strategy of
Cultural and Creative Products of J Company**

摘要

随着科技的不断发展，我国已然进入数字经济时代，而 5G 网络的普及，“互联网+”的营销模式越来越被人们所接受，尤其是近两年来，直播带货日渐风靡，新冠肺炎疫情爆发后，实体经济受到冲击，直播营销优势愈加明显。随着疫情结束，全国放开，与传统的营销模式相比，品种丰富并且物美价廉的货品和便捷的交通运输条件，无疑为直播营销渠道增加了更多的优势。然而，目前 J 公司文创产品的销售仍然以线下实体店为主，这种传统营销模式市场竞争力日渐减弱，导致公司销售业绩很难提升，甚至出现下滑趋势。虽然近两年为了扩大销售渠道，J 公司也尝试在微信、淘宝、拼多多等平台进行线上销售，但受到营销策略和内外部环境等各方面因素影响，效果并不理想。

为了帮助 J 公司走出销售困境，本文尝试对 J 公司铜胎画珐琅系列文创产品进行直播营销的内外部环境进行分析，结合 5W 传播模式对应的直播营销的五个维度对公司员工开展深度访谈，发现直播营销过程中存在的问题，并运用 4R 营销理论等理论工具对 J 公司开展直播营销提出建设性意见，有针对性地制定最佳营销策略，帮助 J 公司进行直播策略优化，并制定相应保障措施，以保障直播营销策略的有效实施。

通过本文的研究，作者将理论与实际相结合，根据经济发展趋势，通过校企政三方结合的模式，为 J 公司文创产品制定了系统完整的可行性的直播营销方案，该方案将帮助 J 公司拓宽销售渠道，打破地域壁垒，走进大众视野，被更多的人熟知，从而提高销售额。通过本文的研究，也为其他文创企业开展直播营销提供一定的经验和借鉴。

关键词：文创产品；直播营销；营销策略

ABSTRACT

With the continuous development of science and technology, China has entered the era of digital economy, and the popularization of 5G network, the "Internet +" marketing model is more and more accepted by people, especially in the past two years, live broadcast with goods increasingly popular, after the outbreak of the new coronavirus pneumonia epidemic, the real economy has been affected, and the advantages of live marketing have become more and more obvious. With the end of the epidemic and the opening up of the country, compared with the traditional marketing model, the rich variety and cheap goods and convenient transportation conditions undoubtedly add more advantages to the live marketing channel. However, at present, the sales of J Company's cultural and creative products are still dominated by offline physical stores, and the market competitiveness of this traditional marketing model is weakening, which makes it difficult to improve the company's sales performance, and even a downward trend. In the past two years, in order to expand sales channels, J Company has also tried to carry out online sales on wechat, Taobao, Pinduoduo and other platforms, but the effect is not satisfactory due to various factors such as marketing strategy and internal and external environment.

In order to help J Company get out of the sales dilemma, this paper attempts to analyze the internal and external environment of the live broadcast marketing of J Company's copper tire painting enamel series cultural and creative products, conduct in-depth interviews with company employees in combination with the five dimensions of the live broadcast marketing corresponding to the 5W communication model, find out the problems existing in the live broadcast marketing process, and use 4R marketing theory and other theoretical tools to put forward constructive suggestions on J Company's live broadcast marketing, formulate the best marketing strategy in a targeted manner, Help Company J to optimize its live broadcast strategy and develop corresponding safeguard measures, so as to ensure the live broadcast marketing strategy.

Based on the research of this paper, the author combines theory with practice. According to the trend of economic development, the author has formulated a systematic and complete feasible live broadcast marketing plan for J Company's cultural and creative products through the combination of school, enterprise and government. This plan will help

J Company expand its sales channels, break the regional barriers, enter the public's vision, and be known to more people, thus increasing its sales. Through the research of this paper, it also provides certain experience and reference for other cultural and creative enterprises to carry out live marketing.

KEYWORDS:Cultural and creative products; Live marketing; Marketing strategy

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