

**关于 X 品牌抖音直播营销策略的研究**

**Research on X brand Douyin Livestreaming  
Marketing Strategy**

## 摘 要

随着白酒行业线上化趋势明显，各大白酒品牌均开启了抖音直播。X 品牌作为一线白酒企业 W 集团旗下的系列酒品牌也开展了抖音直播，但长期未能突破直播销售瓶颈。为了找到 X 品牌白酒抖音直播的问题，本文对直播进行了问卷调查。本文以 X 品牌白酒抖音直播为例，在 SICAS 理论模型的框架下，运用问卷调查法探讨 X 浓香抖音直播营销的现状与问题，并且运用 SICAS 理论模型、精准营销理论、互动营销理论为 X 品牌直播营销提出优化策略和保障政策。本文的结论是 X 品牌的抖音直播有用户标签不够精准，缺少对用户需求的感知，直播场景和直播内容缺少吸引力，直播缺少差异化优势，缺少直播爆品等问题。本文针对直播问题提出的优化政策有利用平台大数据工具，找准白酒的用户画像，触达精准用户，利用付费推广拓宽流量来。打造优质的直播和视频内容来吸引用户，设计趣味性强的互动来引导用户进行深度交互。以及以高性价比的产品配合良好的营销策略来促进用户下单。注重用户的全过程购买体验，引导用户进行体验分享。本文还提出抖音直播营销的优化和高效执行不仅需要前期充分的策划，还要不断研发能响应电商直播市场有竞争力的产品，制定科学合理的人力资源制度、直播管理制度，提供充足的资金支持和信息技术支持来保障完成直播营销目标和提升直播效率。

本文的研究能够为传统白酒行业如何制定有效的抖音直播营销策略提供新的思路和案例。

**关键词：** SICAS，精准营销，互动营销，电商直播

## ABSTRACT

With the obvious trend of online Chinese Baijiu industry, major Chinese Baijiu brands have opened Douyin live streaming. X brand, as a series of Chinese Baijiu brands under W Group, a first-line Chinese Baijiu enterprise, has also carried out Douyin livestreaming, but it has failed to break through the bottleneck of livestreaming sales for a long time. In order to find the problems of X brand Douyin livestreaming, this thesis conducted a questionnaire survey on live streaming. This thesis takes X brand Douyin livestreaming as an example. Under the framework of SICAS theoretical model, questionnaire survey method is used to discuss the status quo and problems of X brand Douyin livestreaming marketing, and SICAS theoretical model, precision marketing theory and interactive marketing theory are used to propose optimization strategies and guarantee policies for X brand livestreaming marketing. The conclusion of this thesis is that the X brand Douyin livestreaming has problems such as inaccurate user labels, lack of perception of user needs, unattractive livestreaming scenes and content, lack of differentiation advantages, and lack of livestreaming explosive products. The optimization policies proposed in this thesis for the problem of X brand include the use of platform big data tools to identify the user portrait of Chinese Baijiu to reach accurate users, and broaden the flow channel through paid promotion, create high-quality live and video content to attract users, and also design interesting interactions to guide users to deep interactions. In addition, it needs cost-effective products with good marketing strategies to promote users to place orders, pay attention to the whole process of user purchase experience, and guide users to experience sharing. This thesis also points out that the optimization and efficient execution of Douyin livestreaming marketing not only requires sufficient planning in the early stage, but also requires continuous research and development of competitive products that can respond to the e-commerce livestreaming market, the formulation of scientific and reasonable human resource systems and livestreaming management systems, and the provision of sufficient financial support and information technology support to ensure the completion of livestreaming marketing objectives and improve livestreaming efficiency.

The research in this thesis can provide new ideas and cases for the traditional Chinese Baijiu industry to formulate effective marketing strategies for Douyin livestreaming.

**Keywords:** SICAS, Precision Marketing, Interactive Marketing, E-commerce Livestreaming

# 目 录

<b>第一章 绪论</b> .....	1
1.1 研究背景 .....	1
1.2 理论意义 .....	1
1.2.1 研究意义 .....	1
1.2.2 实践意义 .....	1
1.3 研究内容与研究方法 .....	2
<b>第二章 理论基础</b> .....	3
2.1 相关理论和概念 .....	3
2.1.1 互动营销的概念 .....	3
2.1.2 精准营销的概念 .....	3
2.1.3 关于消费者行为的理论模型 .....	3
2.2 相关理论的国内外研究现状 .....	6
2.2.1 关于直播电商的理论研究现状 .....	6
2.2.2 关于精准营销的理论研究现状 .....	6
2.2.3 相关理论模型的研究现状 .....	7
2.3 研究模型的选择 .....	9
<b>第三章 电商直播行业发展概况</b> .....	10
3.1 中国电商市场概况 .....	10
3.1.1 电商市场结构 .....	10
3.1.2 头部电商收入概况 .....	10
3.1.3 直播电商发展概况 .....	11
3.2 三大电商直播平台详情及平台选择 .....	11
3.2.1 抖音平台详情 .....	11
3.2.2 快手平台详情 .....	12
3.2.3 淘宝平详情 .....	12
3.2.4 白酒行业电商发展概况 .....	12
3.2.5 抖音白酒电商发展概况 .....	13
3.2.6 抖音白酒用户画像 .....	13
3.2.7 抖音用户购酒场景及习惯 .....	13
<b>第四章 X 浓香抖音直播营销概况</b> .....	15

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/408047036022007002>