

# 电商平台营销推广策略研究——以拼多多为例

## 摘 要

社会竞争是推动社会发展的动力，经过几千年的竞争人类不断的进步，人类进入到互联网的时代。在不同的时代互联网也呈现出不同状态，如今进入一个被电商覆盖的时代，人们也将社交网络与电子商务的结合，又是一种新的效应，阿里旺旺遇到淘宝，腾讯 QQ 遇到拍拍，两者之间都离不开社交网络。拼多多平台商家将产品推广给消费者，借助消费者社交网络的力量进行拼单，使得产品价格更加实惠，利用这种以客推客的理论，将平台的产品进行推广。本文采用了文献和案例的分析法等研究拼多多推广形式和特点，总结出了拼多多这种社交+拼团+分享的模式，也为此让电商行业在推广策略有了新思路。

**关键词：**社交网络；电子商务；推广策略

## ABSTRACT

Social competition is the driving force for social development. After several thousand years of continuous human competition, humanity has entered the era of the Internet. In different eras, the Internet has also shown different statuses. Now it has entered an era covered by e-commerce. People have also combined social networks with e-commerce. It is also a new effect. Ali Wangwang encountered Taobao, and Tencent QQ encountered Pat, both can not be separated from social networks. Businesses will promote products to consumers, rely on the power of consumer social networks to fight orders, make the product price more affordable this model, Pinduoduo more use this theory to promote customers, the platform's products to promote. This paper adopts the analysis methods of literature and cases to study the forms and characteristics of the promotion of many kinds of skills, and summarizes the social+practice+shared mode of “fighting more and more”. This also gives new ideas to the e-commerce industry in promoting strategies.

**Keywords:** Social Network;E-Commerce;Promotion Strategy

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