LITTLE RED BOOK
A closer look
By Jenny Chen
WalktheChat
Agenda

What’s Little Red Book

6 ways to make your content popular on Red

Influencer strategy

Advertising strategy

Store & live-streaming
What’s Little Red Book?
Little Red Book

100 million Monthly Active Users

Social commerce
Focusing on cross-border e-commerce

90% Female user
46% are under 24 years old

• Just like Instagram
• Started as a product review & shopping tips platform
• Strong focus on product review of overseas brand
• Algorithm driven content feed
• Top-tier city users

Source: qiangua, 2021, mUser Tracker. 2020.10
Little Red Book
A close community for Product review & lifestyle content

Little Red Book users love to share fashion tips and product recommendations. It’s the best platform for:
• Discover of a product
• Product review
• Working with lots of micro influencers
• Engaging with users
• User generated content

Sounds familiar
Little Red Book pays an important roll in consumer conversion funnel.
Red could bring real sales impact

- Started with only 10 Red notes
- 3-month of Red operation
- 2500 followers on Red without ads investment
- 70% sales increase on WeChat Mini Program

- Red campaign in May working with 40 influencers (75% of influencer is via product gifting)
- Best Sales month ever since their launch
Little Red Book limitation
Still a niche platform, it’s not for everyone

Red Marketing Limitations

- Little Red Book has a smaller audience than larger Apps like WeChat or Douyin
- E-commerce conversion rate is low
- E-commerce performance tracking is complex
- No direct traffic to other channels except Taobao

Amount of promotional content in 30 days (thousands)

- Skincare: 390
- Clothing: 330
- Cosmetics: 322
- Electronics: 284
- Home: 215
- Jewlery: 213
- F&B: 203
- Body care: 156
- Health supplement: 152
- Mother & baby: 119
- Bag: 113
- Shoes: 42
- Sport: 26
- Pet: 26

Date: http://app.qian-gua.com/, June 22nd 2021

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Content strategy
Content on Red has a longer lifespan, driven by search and engagement score

Getting viral after 1 month

Gets a 2\textsuperscript{nd} wave of exposure after a week

More exposure of week 2, and week 3

WeChat article is usually active for <7 days
First impression counts:
Test what’s the best performing cover picture

Clear product picture
2k engagement

No clear product image
4 engagement

Lifestyle/Raw content
100 engagement

Promotional/ Perfect looking foreign models
20 engagement
Sometimes it’s a bit random, don’t worry, keep posting

- Post 1-2 times per day
- If it doesn’t work, you can update the keywords and post again
Think of Red as a search engine, optimize key words

Good title example
• How can short people match their outfit to look skinny and elegant?
• 8 beige colors/good-looking niche French sandless recommendation for this summer

Write done the best performing Red posts’ article title and action call, and use these keywords

- 小个子减法穿搭/轻熟优雅法式搭配
- 巧克力色复古/法式粗跟单鞋测评
- 法式惬意优雅穿搭/春季百搭平底鞋
- 法式小凉鞋色系合集/仙女的jojo必备
- 初春炸街小皮鞋，太可了，宝藏显瘦显腿长
- 私藏小众法式高跟鞋，不输大牌
- 春日温柔轻法式穿搭4个look
- 白色恋人/纯欲法式假日裙
- 法式套装/少女的复古派对
- 连衣裙+运动鞋=让人捉摸不透的百变女孩
- 8大色系/高颜值夏日凉鞋/法式小众设计
- 小个子减法穿搭/超气质法式lady搭配
- 撞色轻法式/蓝蓝出cp/蓝蓝系春季穿搭
- 你不能错过的法式复古连衣裙
- 早春搭配 | 复古田园风半身裙 | simple retro
- 早春穿搭 | 法式复古碎花裙 | 在阳光下格外温暖
- #每日穿搭 #玛丽珍鞋 #春季穿搭 #夏日凉鞋 #法式穿搭
- 喜欢记得点赞收藏关注三连击，还想看什么样的穿搭，可以在评论留言给我喔~
- 穿搭 | ootd | 春天的第一条裙子
- 宽脚星人的黑色单鞋凉鞋
- 初春法式复古文艺单鞋 | 水晶女孩必备
- 法式复古 | 每个法式女孩都想拥有的复古鞋
- 都给我收藏！春夏法式小众凉鞋店铺推荐
- 轻法式又有点纯欲风的黑白穿搭
- 法式复古西装穿搭，配马丁靴有点酷
- 建议人手一双 | 解放双脚的超软复古奶奶鞋
- 高颜值百搭高跟鞋 | 年会镇场C位鞋
- 复古穿搭 | 轻法式，文艺感穿搭合集
- 复古穿搭 | 营造法式风情浪漫感
- 小个子也可以性感和可爱
- 好看不累脚 | 法式复古女鞋店铺分享
- 小众不撞款 | 私藏72款法式复古凉鞋高跟女鞋
- 法式优雅粗跟单鞋 | 小孩子做个美梦呀
- 拒绝烂大街，夏季复古高级感凉鞋来了

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Add the trendy keyword in your content

Keyword ranking = search query \times \text{engagement of top posts containing the keyword}

Top keyword in Fashion category of the day:
ootd, work outfit, whiten skin, outfit that makes you look skinnier

Tool: http://app.qian-gua.com/#/hotwords/rank
### Long vs short

- **Brand content tend to be longer (better for SEO!)**
- **It’s okay to use emoji**
- **Personal influencers could have super short content, a picture is worth a million words**

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**Carel | 分享『Carel』Kina/Pecho/Alice系列的不同**

作为「玛丽珍鞋的鼻祖」，Carel 一直以来都在不断地进行创新设计，希望能让更多女性在日常生活中穿着更加舒适，展现更多可能性。

- **Kina系列**
  - 最经典的玛丽珍鞋，鞋底高5cm，3根绑带，比起传统的平底玛丽珍，Carel的低跟在保持舒适度的同时又提供了高度，既显瘦又拉长了女性的腿部线条，由意大利匠人纯手工制作。

- **Pecho系列**
  - 相较于Kina的的经典优雅，Pecho系列更年轻活泼，更适合夏天，Pecho系列鞋跟高2厘米，2根绑带，可根据搭配改变风格，不会穿高跟鞋的妹子也可轻松驾驭。Sling Back的款式，轻薄透气，同样由意大利匠人纯手工制作。

- **Alice系列**
  - Alice是新加入Carel家族的新系列，鞋跟高6厘米，并配有两根绑带，如果平常喜欢穿高跟鞋，这双一定是您的最佳选择。

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More emojis!

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…”十二色动物眼影盘的公式大法“

今天的分享不太多，“小白”也不要在评论区提问哦~

500 essay

…”十色动物眼影盘的公式大法“

今天小课堂来教同学们炒鸡简单的眼影公式大法！！

”一周七天眼妆不重样~！“

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…”十色动物眼影盘的公式大法“

今天的分享不太多，“小白”也不要在评论区提问哦~
Lucky draw could bring traffic fast

- Lucky draw could bring surge of traffic
- Good way to promote new product launch
- Don’t do it too often

Follow, bookmark & like to win 500RMB gift card

Follow, bookmark & like to win a bag

600 new followers
1500 engagements

2000 new followers
500 users are asking “how to buy”
Influencer Strategy
A typical Red campaign strategy

**Typical Red campaign budget allocation**

- Paid influencer: 55%
- Gifting/Seeding: 30%
- Ads: 15%

**Influencer size distribution**

- Tier 1: 4% (4% of the total budget)
  - Average view/post/influencer: >100k
  - Cost (USD): 10k
- Tier 2: 11% (11% of the total budget)
  - Average view/post/influencer: 50k-100k
  - Cost (USD): 5k
- Tier 3: 18% (18% of the total budget)
  - Average view/post/influencer: 10k-50k
  - Cost (USD): 2k
- Tier 4: 67% (67% of the total budget)
  - Average view/post/influencer: <10k
  - Cost (USD): /
How to find influencers?

Little Red Book’s official KOL platform
https://pgy.xiaohongshu.com/solar/home

- Search by industry, tags, followers, price, gender & location
- 10% service fee
- Not all the influencers are listed, some requires contact via private message
- Can rank by follower, price, but not rank by active followers
- Precise measurement for marketing value

3rd party website to estimate the cost and find influencers
http://app.qian-gua.com/#/search/list/blogger

- More influencer listed
- Able to judge by the active followers
- More specific targeting
- Can only provide an estimate pricing

Good to place an order
Good for research
KOL collaboration starts with gifting followed by paid campaigns

1. **IDENTIFY INFLUENCERS**
   - Find the right influencers for your brand

2. **GIFT PRODUCTS**
   - Ship the products to each influencer

3. **GET FREE EXPOSURE**
   - Receive free exposure and feedback

4. **ARRANGE PAID CAMPAIGNS**
   - Arrange paid campaigns with influencers who offered positive results

5. **ENCOURAGE POST CAMPAIGNS MARKETING**
   - Encourage influencers to continue giving exposure after the campaign
Celebrities can be the perfect target for gifting on Little Red Book

Zhou Bichang 周笔畅
Tier 1 celebrity, singer, winner of Super Girl Voice national competition
Weibo followers: 32 million
Seeding brand: Alighieri

Jiang Shuying 江疏影
Actor, known for TV show A Servant of Two Masters, and movie So Young.
Weibo followers: 21 million
Seeding brand: Alighieri

Fu Jing 傅菁
Pop singer and actress, top singer in Rocket Girl 101
Weibo followers: 10 million
Seeding brands: Trench London, Botkier, Hunter Boots

Meng Meiqi 孟美岐
Top tier pop music artist
Celebrity of the Year 2019 by Beijing News
Winner of show Rocket Girl 101
Weibo followers: 24 million
Seeding brand: PD PAOLA

Gina Alice 吉娜・爱丽丝
A singer and a pianist, Lang Lang's wife.
Sings in Frozen 2, All Is Found
Weibo followers: 1.3 million
Seeding brand: Trench London

Celebrity gifting typically generates millions of impressions via TV channels and thousands of likes/reposts on Chinese social media
Seeding is a smart way to engage with KOLs and gain traffic

Case study: Hunter

Context:
- Monthly gifting around 4k USD worth of products to influencers on RED

Marketing value:
- Seeding post’s marketing value reaches 20K USD per month
- Some of the most engaged posting of Hunter are created with seeding
- Long-term branding value
We collaborate with showrooms and celebrity stylist

Case study: Vitaly

Context:
• Targeting musicians and artists with streetwear style
• 40 influencer seeding per month

Marketing value:
• Average of 20% organic sales growth in 6 months
Our paid influencer selection criteria: Strong engagement

1. Engagement / Follower ratio > 2
2. Average post engagement > 200
3. Real comments

Real comment often contains specific product information

Only high-quality influencer would have live streaming
Our paid influencer selection criteria: Follower demographic

Strong follower growth in the last 3 months
Find out which influencer is performing best for your own brand and competitor’s brand

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- Find out who is the best performing influencer for you and your competitor
- Work with influencers with higher % of comment (strong engagement)
Make sure to brief the influencer

• Cover picture
• Matching influencer’s personal style
• Key-word optimization
• Ads involvement if the performance is good
Advertising Strategy
Promote only the best content

Content got viral organically

Ads to push the content further
3 types of ads

- Newsfeed ads for personal account
- Newsfeed ads for brand
- Search ads

General rule:
Spend 10%-15% of budget on ads
Newsfeed ads for personal account

- More expensive compared to branding ads 11 USD/CPM even for popular content
- Only lead engagement to the KOL’s account
- Content appears more native
Newsfeed ads for Brand account

- Affordable cost (CPM/USD)
  - Beauty 2.5
  - Cosmetics 2.8
  - Mother & baby 2.5
  - Fashion 1.9
  - F&B 2.2
- Average CTR is 2-5%
- No specific targeting, can only limited to general category of less than 20 category

General rule:
Spend 70% of ads budget on newsfeed ads
Ads Content Optimization - First image is rather important

*CTR: click-through rate
Keyword search ads

- Limited amt of traffic, higher cost (CPM/USD)
  - Beauty 13
  - Cosmetics 17.1
  - Mother & baby 8.7
  - Fashion 2.3
  - F&B 3
- Average CTR is 2-5%
- Can target specific keyword, but limited by the platform traffic

General rule:
Spend 30% of ads budget on key-word search ads
Ads Optimization – Key Words Strategy & Content Modification

Get the Key-Word Cloud from the content backend, or Qiangua

Expand key-word search into different categories to test the traffic and the conversion rate
Store & live-streaming
Requirement to create a Little Red Book store

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<td><strong>Deposit</strong></td>
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<td><strong>Commission</strong></td>
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<td><strong>Commission if working with influencer</strong></td>
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Official regulation: https://school.xiaohongshu.com/rule/detail/5d69348b000000000000000000000000005d6f36a161f779001d98e381
Live-streaming campaign can efficiently reach new customers and drive sales

Why live-streaming?
- Immediate sales conversion!
- Commission based
- Great way to drive traffic
- Reach the most engaging followers

90% of Red store sales comes from live-streaming
Red Live-streaming target a niche audience with high purchasing power

Average sales per live-streaming
8k USD
Average order size
80 USD
Average audience / live-streaming
369k

Source: Little Red Book backend: https://pgy.xiaohongshu.com/solar/home
Douyin data: https://xd.newrank.cn/broadcast/ltm, 2021.6.22

Top Red influencer: AriaAndBrandon
Top Red influencer: 爱臭美的狗甜儿
Top Douyin Live-streaming: 罗永浩

Average sales per live-streaming
3.6k USD
Average order size
60 USD
Average audience / live-streaming
250k

Average sales per live-streaming
1.6m USD
Average order size
13 USD
Average audience amt / live-streaming
5 million
Live-streaming could bring huge impact to a brand

2 days before live-streaming
A video post to preview live-streaming brand

1 days before live-streaming
A video post to preview live-streaming brand

2 days after live-streaming, continue to posting videos

4 + posts during the next 2 weeks to continue promoting the brand
We manage China social media and e-commerce operation for iconic French fashion brand Rouje WeChat store, Influencer marketing, WeChat and Red content, Founder’s personal Red account operation, Customer Service, Advertising

41,000
Brand Little Red Book followers after 2 months of operation

39,000
Followers on the founder’s personal account in 2 months
Which brand needs a RED store?

**Distributor**
- BY FAR: 30k notes
- LANCÔME: 700k notes
- SK-II: 300k notes
- adidas: 350k notes

**Brand store**
- aqm MONACO: 70k notes
- PERFECT DIARY: 320k notes
- Aptamil: 30k notes
- Swisse: 90k notes

- Brands with strong distributor network
- Brands with less than 5k Red notes
- Brands with strong Red performance
- Live-streaming within Red platform
- D2C brands
- Cross-border stores for tax/policy benefit
E-commerce purchase often happens outside of Little Red Book

Source: Quest Mobile, 内容电商研究报告, 2019.5

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Little Red Book operation could lead to follower growth and sales conversion

1. Fist post, add sales channel in the picture
2. Encourage private message
3. Send coupon for sales channel
4. ... And drive traffic from Red to your official store
Conclusion
Conclusion

- Little Red Book is a great platform for product discovery and user generated content
- Red content can be manipulated via specific tactics just like SEO
- Influencer campaign is the most effective way to drive traffic and convert sales
- Suggest to invest 10% into Red ads during a campaign
- E-commerce conversion happens via live-streaming and directing traffic to other marketplaces
Contact us

info@walkthechat.com