

A Preliminary Study on the Strategy of Live Delivery of "Online Red Cadres"

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Abstract: Cadres from all over the country broadcast live with goods, achieving the peak at the beginning of the broadcast, leaping up to "gold medal sales" and becoming "network celebrity cadres.". They promote local agricultural products through live streaming and delivery on internet platforms. This article mainly uses methods such as data analysis, content interpretation, and case comparison to select live videos of online celebrity cadres as the research object, and analyzes the background and significance of the emergence of "online celebrity cadres", the overview of communication characteristics, and the content and characteristics of video communication. The sales thinking of "online celebrity cadres" has been successfully channelled to help rural revitalization as an innovation in the post epidemic era. Local cadres have become a new force in mainstream media that adheres to integrity and innovation, playing a positive role in helping the poor, promoting consumption, assisting online poverty alleviation, and winning the battle against poverty. In the post epidemic era, the research on methods and strategies for local cadres to bring goods live can, to a certain extent, provide some ideas for local cadres in China to assist in agricultural product sales and tourism development strategies.

Keywords: Online Celebrity Cadres; Sell Goods Through Livestreaming Preliminary Exploration of Strategy.

1. Introduction

When COVID-19 sweeps across the globe, it subverts national governance, economic operation, social exchanges, education and learning, and innovates people's inherent cognition [1]. In this unprecedented crisis, as a development move of the era, live streaming plays a positive role in economic development. Local cadres across the country have followed the pace of the times, helping the poor through live streaming, promoting consumption, and promoting the development of the tourism industry through positive drainage of their own practices. The production methods of local cadres' live streaming and forward streaming video transmission have received considerable attention within a certain range.

As a new business form, e-commerce can promote agricultural and sideline products as well as rural revitalization in helping people lift themselves out of poverty and become rich. It has great potential. From the perspective of network summary and analysis, local cadres, as a new force in the field of live streaming and delivering goods to help alleviate poverty, seek sufficient benefits for fans from the perspectives of agricultural products, rural tourism, and other aspects, and innovate in the implementation of the national "three rural" policies. This is a move by government cadres to step down from the altar of leading cadres and uphold integrity and innovation. "It is a manifestation of the new era of serving the people, and the ways in which they assist in the dissemination of agricultural products, rural tourism, and other forms of communication have a certain degree of learning and reference significance."

2. Current Situation of Local Cadres' Live Broadcasting

Local cadres have used emerging online platforms to help villagers open up agricultural product sales channels,

reflecting the government thinking of leading cadres who are close to the people and love them.

2.1. Local Cadres are based on the Background of Global Epidemic Prevention and Control, Resumption of Work and Resumption of Production

How to promote the economic resumption of work and production in key post epidemic areas is related to livelihood security and social stability, as well as China's opening up and the stability of the world economy. "The economy and society are a dynamic circulatory system that cannot be suspended for a long time." [2] In the face of the inevitable impact of the epidemic, the national government is firmly confident that local cadres have made efforts in various ways to assist rural revitalization, such as "direct seeding+agricultural assistance". During the epidemic, the emergence of direct seeding and agricultural assistance has not only expanded the sales channels of agricultural products, it also meets the problem that people's demand cannot be supplied during the epidemic, resulting in a number of "online celebrity cadres" in the production and sales industry.

2.2. Relying on the Short Video Platform, Local Cadres Continue to Cultivate and Grow through Online Live Streaming

The development of modern networks is even better than before. In the past decade, mobile networks have grown from 2G to 5G, supported by network technology. From the beginning of micro vision and beautiful shooting, short videos have become popular in our media, such as beep beep, Kwai, Tiktok and so on. Before the outbreak of the epidemic, various online shopping and one-stop safe vegetables have greatly narrowed the distance between urban and rural fruits and vegetables entering households, becoming a necessity for people's lives in a fast-paced environment. In the post

epidemic era, people's demand for online shopping became more important. Online live streaming with goods allowed agricultural specialty products to fly into people's homes and to the world. Local cadres have used online live streaming to promote rural revitalization, either by taking action on their own, leading to positive diversion, or relying on celebrity and celebrity markets. Top stars, online celebrity anchors, and others have joined the live streaming to attract tens of thousands of fans, creating a new market for rural revitalization.

2.3. The Countryside has Become the Main Position for "Online Celebrity Cadres" to Lead Economic Revival

National business big data monitoring shows that in 2021, the national rural online retail sales reached 2.505 trillion-yuan, accounting for 15.5% of the national online retail sales 66%, a year-on-year increase of 11.3%, and the growth rate accelerated by 2.5% 4%. Among them, rural physical network retail sales reached 1.586 trillion-yuan, accounting for 90.5% of the country's rural online retail sales 73%, up 11% year-on-year. Strengthen the construction of local agricultural product brands and expand the sales channels of agricultural products. In combination with the new formats and forms of the digital economy, cadres are upholding integrity and innovation in the field of rural revitalization.

3. "Online Celebrity Cadres" Live Broadcast with Goods Dissemination Strategy

3.1. Main Features

Using the unique characteristics of online live streaming, "Online Red Cadres" have many advantages in introducing rural agricultural products to platform users, especially the active participation of local cadres in live streaming, which improves the impression of rural agricultural farmers and is more conducive to the deepening and implementation of rural revitalization strategies. The main characteristics are as follows: First, credit endorsement. For consumers, the participation of local cadres makes the product more trustworthy; The second is public good will. Live streaming of goods by local cadres is a kind of consumption poverty alleviation charity, creating a more harmonious public opinion environment. The purpose of local cadres' live streaming is to help promote agricultural products in rural areas. It is a kind of consumption and poverty alleviation charity, which is conducive to gathering positive social energy and creating a more harmonious public opinion environment; The third is to follow the rules. Local cadres' live streaming of goods to serve the market economy relies on joint efforts both online and offline, rather than relying on "documents" to force consumption.

3.2. Communication Strategy

One is the live broadcast method. "1+N" live streaming is mainly used to direct traffic, through live streaming of product traceability on the spot, process analysis of products at the factory "Cooperate with" online celebrity anchors and celebrities "to play a role of mentoring and mentoring, expand channels of spending with well-known anchors and stars, and positively ignite traffic. For example, He Jiaolong, the

director of online celebrity in Ili, Xinjiang, cooperates with online celebrity Ji Wei to promote agricultural products, ride horses and whip the snow to help the tourism industry, and successfully attract tens of thousands of fans. The second is the live script. The live script of "online celebrity cadres" is generally used to greet and tell stories, there are three processes for welfare advance notice (goods advance notice). The main scripts include live streaming scripts and promotional scripts, both of which aim to warm up the audience for live streaming, shorten the distance with users, attract attention, and carefully create various links from gathering people - retaining customers - locking customers - persuading - purchasing, constantly awakening consumers' purchasing instincts in their minds to complete the order. The third is the communication content. Before delivering live streaming goods, online celebrity cadres should familiarize themselves with the functional characteristics of the product, give full play to the appeal and persuasion of local cadres in delivering live streaming goods, help farmers or enterprises adjust their product structure, and accurately align with market demand. Through anchors, live streaming platforms, product selection, and the supply chain, live streaming with goods forms a complete commercial closed-loop.

4. Conclusion

Online live streaming can introduce many advantages such as rural agricultural products to platform users, especially the active participation of leading cadres in live streaming, which will deepen and improve the user platform's impression of rural agricultural farmers. Not only does it open up market issues, but using the perspective of cadres' live streaming on the internet and active participation by leading cadres can help increase the cohesion between leading cadres and farmers, agriculture, rural areas, and platform users. However, according to data, in 2020, a total of 25500 live streaming complaints and reports were received on 12315 platforms nationwide, with live streaming goods alone accounting for nearly 80%. Faced with the frequent occurrence of chaos in the field of live streaming goods, there are significant risks in local cadres' live streaming goods. Leading cadres' live streaming goods are prone to risks such as public brand image and government credibility damage. Essentially, they endorse and endorse local products based on personal and government credit.

Local cadres live broadcast goods with personal credit and even local government credit as the "endorsement" of the product. Failure to do so undermines the credibility of the government. If we engage in formalism, bureaucracy, and the concept of apportionment, it is easy to follow suit and follow suit; Whether it's online celebrity live streaming or local cadres live streaming, it depends on traffic and quality, as well as on the concerted efforts of both online and offline. If there are forced sales and the phenomenon of using power to show people, it can cause anger among the masses and also trigger bad public opinion. The key to the success of the local cadres' live streaming mode lies in recognizing the relationship between the government and the market in the development of the market economy and playing their respective roles.

5. Recommendations

Clearly positioned. Only when local cadres understand the positioning can agricultural products "bring" confidence. Clear positioning, "bringing" confidence. Compared to the

"delivery transcript", it is more important to ensure and promote the system, provide more services for live delivery, and strengthen the improvement and supervision of the environment, system, and mechanism of live delivery, so as to install a "traffic light" for it and ensure sound development. Do a good job of cultivation. Leading cadres' participation in live streaming and delivering goods is affected by the nature of their work. After all, it cannot be long-term. It is necessary to make long-term coordination and cultivate leaders in rural live streaming. The government can establish a work team to provide guidance and assistance within a certain period of time, and train a group of full-time teams to do short video and live streaming to assist in the sales of agricultural products. Strengthen management. In the new business situation, local cadres should play a better role in the creativity of leaders, and at the same time, they should be proactive in thinking, action, and supervision, with strong actions, and adequate supervision. Live streaming is a market behavior that cannot have mandatory requirements for live streaming traffic data, sales realization amounts, and other aspects. We should establish and improve a long-term mechanism, and take multiple measures to jointly contribute to market management. Deeply promote the special rectification to solve the problem of false promotion of live streaming goods, implement precise policies, and lead the healthy development of the online market from point to area.

"The turbulent sea flows through, and only then will it show its true character." In the severe struggle against the epidemic, local officials at all levels are well aware that "the economy and society are a dynamic circulatory system that cannot be suspended for a long time." Local officials have been tenacious in their efforts to generate income for the local economy, stepping down from the shrine, stepping onto the

live broadcast, and upholding integrity and innovation. Constantly provide advice and suggestions for local economic development. "Online Red Cadres" use the online live streaming platform to share local agricultural products, assist in rural revitalization and agricultural product sales, by independently walking onto the live streaming platform or jointly broadcasting with online red. To continuously implement economic income generation, this article selects the case of "online celebrity cadres" to analyze the communication strategy of local cadres, hoping to learn from their successful experience and thinking, and provide some reference ideas for local cadres' live broadcasting.

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