

# Research on Innovative Brand Marketing Strategies from the Perspective of Online Livestreaming

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**Abstract:** In the context of the internet age, online livestreaming, as a new form of media, has gradually become an important part of modern society. It has not only changed people's daily lifestyles but also presented new opportunities for brand marketing. In the information and digital age, exploring the similarities and differences between brand marketing and online livestreaming and strategically integrating them has become an inevitable trend for future development. This integration can enhance brand visibility and influence, as well as increase user engagement and trust. Leveraging the real-time and interactive features of livestreaming endows brand marketing with vivid and intuitive attributes, helping users to understand product features in real-time and interact directly with the brand, thereby deepening their understanding of the brand. Therefore, exploring the integration of brand marketing and online livestreaming is of great significance for companies to gain advantages in the fierce market competition and achieve sustainable development.

**Keywords:** Internet Era, Online Livestreaming, Marketing Strategies.

## 1. Introduction

Driven by digital technology, online livestreaming can fully leverage its strengths and has become an essential part of brand marketing. The advent of livestreaming provides a platform for brands to interact instantly with consumers, adopting a vivid and intuitive form to convey brand characteristics and values, thereby establishing deep brand recognition. Currently, as consumer demand for products becomes more diversified, the process of carrying out brand marketing should be based on actual situations [1-3]. By leveraging the advantages of online livestreaming and

innovating marketing strategies, companies can provide new marketing ideas and methods, helping brands stand out in intense industry competition.

## 2. Characteristics of Online Livestreaming

Online livestreaming, as an emerging form of media transmission, has penetrated daily life and showcased its unique charm across various fields. The following are several notable characteristics of online livestreaming, illustrated in Figure 1.

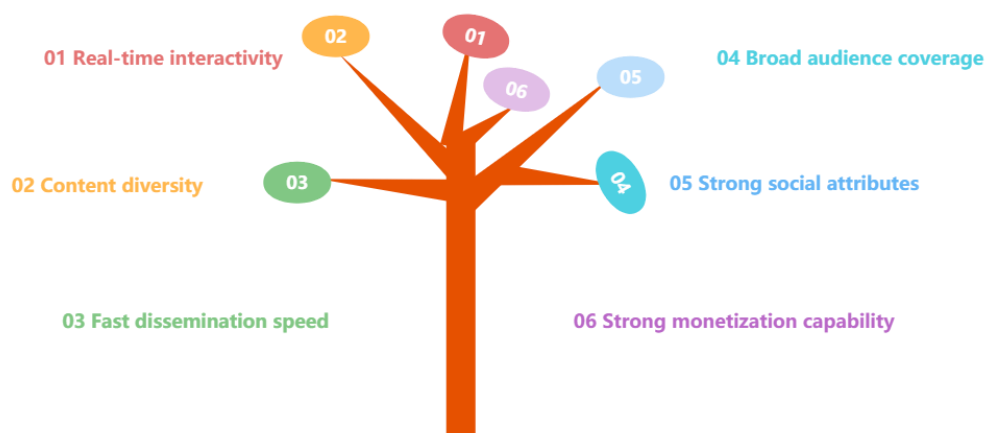


Figure 1. Characteristics of Online Livestreaming

### 2.1. Broad Audience Coverage

In the information society, the internet has penetrated daily life and become an essential channel for obtaining information and entertainment. The openness and convenience of livestreaming platforms allow anyone with interest and talent to become a broadcaster, showcasing their skills and life. Similarly, watching livestreams has become increasingly simple; viewers can easily access livestreaming platforms via smartphones, computers, and other devices, choosing content that interests them [4-5]. This low-barrier

participation allows livestreaming to attract a diverse audience across different ages, genders, and regions, forming a large viewer base. Whether young or old, urban or rural, everyone can find their interests and resonance in online livestreaming.

### 2.2. Content Diversity

Content diversity is also a significant feature of online livestreaming, stemming from the openness and inclusiveness of internet platforms. With technological progress and the

flourishing of internet culture, online livestreaming has gradually encompassed entertainment, gaming, education, e-commerce, and more. This diversity provides viewers with a variety of watching options and encourages broadcasters to utilize their interests and expertise to create unique livestream content. Viewers can choose different types of livestream rooms based on their preferences and needs, receiving a personalized viewing experience. Additionally, content diversity brings more user traffic and activity to livestreaming platforms, promoting the continuous development of the industry.

### **2.3. Fast Dissemination Speed**

In the digital age, the speed and range of information dissemination have greatly increased. As a new form of media, online livestreaming fully utilizes the immediacy and interactivity of the internet, allowing content to quickly reach a large audience once published. Compared to traditional media forms, online livestreaming does not require cumbersome editing and review processes, features more frequent content updates, and offers faster information dissemination. Moreover, viewers can share the livestream with others via social media and short video platforms while watching, further accelerating the spread and dissemination of information. This immediate and efficient method of dissemination gives online livestreaming unique advantages in fields like news events and live event broadcasting, quickly attracting attention and expanding its influence [6-8].

## **3. Advantages of Online Livestreaming in Brand Marketing**

### **3.1. Real-time Interaction**

In the digital age, consumers expect more from brands than just purchasing products; they also seek a sense of participation and being valued. The real-time interactive nature of online livestreaming enables brands to engage in immediate, two-way communication with consumers. Through livestreaming platforms, brands can showcase products, share brand stories, and conduct interactive activities in real time, attracting consumer attention and participation. Meanwhile, consumers can express their opinions and feelings through comments, likes, and other interactive means, engaging with the brand in real time. This interaction enhances consumers' sense of involvement and belonging and allows brands to more directly understand consumer needs and feedback [9-10]. For brands, real-time interaction serves as a market research tool. By collecting and analyzing consumer interaction data, brands can gain deep insights into consumer preferences, purchasing habits, and other information, allowing them to formulate more precise marketing strategies. Furthermore, brands can quickly adjust products and optimize services based on consumer feedback, enhancing consumer satisfaction and loyalty.

### **3.2. Expanding Influence**

In an era of information overload, brands need to quickly capture consumer attention, and online livestreaming is an effective tool for achieving this goal. It allows brands to interact with consumers in real time, conveying information to thousands of potential users within a very short time. This immediate and broad method of dissemination enables brand information to spread rapidly, thereby expanding the brand's influence. For example, the brand Hongxing Erke

successfully attracted a large audience through a series of carefully planned online livestreaming events. During the livestreams, not only did Hongxing Erke showcase the design concepts and functional features of its new products, but it also collaborated with celebrities and internet influencers to enhance the livestream's entertainment and interactivity. These livestreaming events provided consumers with a deeper understanding of Hongxing Erke's products and enhanced the brand's visibility and influence. Through online livestreaming, Hongxing Erke successfully conveyed its brand message to a broader audience, achieving rapid expansion of its brand influence.

### **3.3. Intuitive Presentation**

As an emerging media form, livestreaming has a unique advantage in intuitively showcasing products. During a livestream, broadcasters can demonstrate products in use, highlighting their application scenarios and functional features, providing consumers with a vivid and direct product experience. This method of presentation, compared to traditional text descriptions or image displays, is livelier and more authentic, allowing consumers to gain a comprehensive understanding of the product's performance and advantages. As consumer expectations for shopping experiences continue to rise, with a desire for deeper product knowledge before purchasing, livestreaming meets this demand. Through live demonstrations, consumers can watch the product in action in real time, gaining a more tangible understanding of its effects and operation [11-12]. For instance, in the beauty industry, brands can use livestreaming to demonstrate the application effects and techniques of cosmetics, allowing consumers to see the real makeup results and product advantages. This helps consumers better choose products suitable for them, thus stimulating their purchasing intent and promoting sales growth.

## **4. Innovative Brand Marketing Strategies Based on Online Livestreaming**

### **4.1. Clear Brand Positioning**

As market competition intensifies, it is crucial for brands to clearly convey their unique value and core philosophies to create a distinct impression in consumers' minds. Clear brand positioning helps establish a unique image in the market, differentiating the brand from competitors. Brand positioning includes the functional characteristics of products as well as the emotional value and cultural philosophy of the brand. By deeply understanding the needs and preferences of the target audience, brands can develop marketing strategies that better meet their expectations, thereby enhancing marketing effectiveness. Additionally, clearly defining the target audience is key to devising marketing strategies. Brands need to understand the age, gender, region, and interests of their target audience to make more appropriate decisions regarding livestream content, choice of hosts, and modes of interaction. By accurately targeting the audience, brands can more effectively attract their attention, improve conversion rates, and achieve better marketing outcomes.

### **4.2. Choosing the Right Livestreaming Platform**

With the booming development of the livestreaming industry, numerous platforms have emerged, each with unique

features attracting different types of user demographics. When selecting a livestreaming platform, brands need to consider their own characteristics and the preferences of their target audience. If the target audience is primarily young people, platforms like TikTok and Kuaishou, which are popular among young users, would be appropriate choices. These platforms have a large, active, and loyal young user base, which can provide significant exposure and interaction opportunities for the brand. Additionally, brands must consider factors such as the user demographics, content style, and technical features of the platform. For instance, some platforms may focus more on entertainment and social interaction, suitable for light-hearted and enjoyable livestream interactions, while others may emphasize professionalism and educational content, ideal for product demonstrations and explanations [13]. Therefore, brands need to thoroughly understand the characteristics and advantages of each livestreaming platform and choose the one that best aligns with their brand positioning and target audience.

### 4.3. Focusing on Livestream Interactions

As consumers increasingly demand personalized and experiential shopping, simple product displays no longer suffice; they seek to participate in brand activities and engage more deeply with brands. Therefore, brands must pay special attention to interacting with the audience during livestreams. Firstly, hosts should actively answer viewers' questions and address their concerns, which can enhance viewers' trust in the product and make them feel the sincerity and care of the brand. Secondly, brands can set up engaging interactive segments, such as giveaways and quizzes, to draw audience participation. These interactive elements not only make the livestream more entertaining but also allow viewers to gain a deeper understanding of the brand. Finally, through audience responses and feedback, brands can promptly learn about their needs and preferences, providing valuable insights for future marketing strategies.

### 4.4. Precision Marketing

Online livestreaming, as an emerging marketing medium combined with data analysis technology, provides a powerful tool for precision marketing. By collecting and analyzing audience data during the livestream, brands can gain deep insights into viewers' watching habits, interests, preferences, and purchasing behaviors. This data helps brands accurately understand the needs and preferences of their target audience, supporting the development of more precise marketing strategies. For example, brands can recommend products or services related to viewers' interests based on their purchasing history, enhancing marketing conversion rates. Additionally, by leveraging geographical information about viewers, brands can promote nearby stores or promotional activities, guiding viewers towards offline consumption. This data-driven precision marketing approach can enhance marketing effectiveness, enrich the shopping experience for viewers, and strengthen the connection between brands and consumers.

### 4.5. Cross-Industry Collaboration

In a highly competitive market environment, cross-industry collaboration has become a trend, especially in the realm of online livestreaming, as shown in Table 1. By partnering with other brands or well-known hosts, brands can co-host livestreaming events, achieving resource sharing and complementary advantages, and expanding brand exposure

and influence. The benefit of cross-industry collaboration lies in merging resources and user groups from different fields, creating a larger user base and more extensive distribution channels. For example, when a fashion brand collaborates with a well-known beauty host to host a livestreaming event, the host's followers have the opportunity to learn about the fashion brand's products, and the brand's users can discover more beauty products through the host's recommendations. This mutually beneficial collaboration model not only helps enhance brand recognition and reputation but also strengthens user loyalty and stickiness [14].

**Table 1.** Relevant Content for Cross-Industry Collaboration

Category of Content	Detailed description
Purpose of cooperation	Expand brand exposure and influence
	Share resources and complement each other's strengths
	Appeal to a diverse group of users
Form of cooperation	Co-host live events
	Jointly launch products or services
	Insert advertisements or propaganda into each other
Advantage of cooperation	Expand market share and audience
	Enhance brand awareness and reputation
	Enhance brand awareness and reputation

### 4.6. Creating Unique Content

To stand out in the competitive livestreaming market, brands need to deeply analyze their own characteristics and the preferences of their target audience to create content with distinctive features. A brand's unique charm and value, which distinguish it from other brands, are embodied in its unique content. In content creation for livestreams, brands should incorporate their distinctive traits, showcasing their unique appeal through innovative perspectives, creative expression, and engaging content design. Additionally, brands need to thoroughly understand the preferences and needs of their target audience. Through market research and data analysis, brands can pinpoint the interests, values, and consumption habits of their target audience, allowing them to tailor livestream content to meet these needs. Such content can attract viewers' attention, stimulate their participation, enhance the interactivity of the livestream, and increase user stickiness [15-16].

## 5. Conclusion

In summary, due to the rapid development of internet technology, the immediacy, interactivity, and immersive nature of online livestreaming have brought new opportunities for brand marketing. As consumers increasingly seek personalized and interactive consumption experiences, brand marketing must keep pace with the times and innovate strategies to meet the demands of market development. The innovative brand marketing strategies based on online livestreaming discussed in this article are proposed against this backdrop. By accurately targeting the audience, innovating livestream content planning, and enhancing the livestream interaction experience, brands can more effectively utilize the online livestreaming platform to establish deep emotional connections with consumers, enhance brand visibility and influence, and achieve sustained growth and success for the brand.

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