

# Research on the Online Marketing Strategy and the Trend of Developing of “Internet Celebrity Live Broadcast” for Shoes and Clothes Enterprises

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**ABSTRACT.** Live broadcast online marketing is the most similar mode to offline scenarios. In the fashion fields, such as shoes, clothing, bags and suitcases, “Internet celebrity live broadcast” has become the most effective online marketing pattern by utilizing the huge fan bases of online celebrities and the influence from celebrity effect on fans. This paper would like to expound the model of Internet celebrity Marketing, analyze the “Internet celebrity live broadcast” marketing strategy that carried out by Shoes and clothes enterprises, and explore the development trends of Internet celebrity online marketing for Shoes and clothes enterprises in the future.

**KEYWORDS:** Internet celebrity live broadcast, Internet celebrity marketing, Shoes and clothes enterprises

## 1. Introduction

In the era of mobile Internet, online marketing has gradually become the main marketing channel for enterprises. Affected by the Novel coronavirus pneumonia, the sales of offline physical stores of shoe and apparel companies suffered a setback, accelerating the transition to online marketing. In the marketing of fashion products such as shoes, clothing, bags, etc., the influence of Internet celebrities' “traffic economy” and “fan economy” is particularly obvious. “Internet celebrity live broadcast” uses digitally imported consumer scenes to reconstruct “people, goods, and stores”. Field”, which has greatly promoted the order trading between live broadcasts and has become a very popular online marketing model, which has received extensive attention from the theoretical and corporate communities.

## 2. Internet Celebrity Live Broadcast Online Marketing Development Overview

The celebrity economy refers to the influence of celebrities themselves or the celebrities behind celebrities using their public influence and popularity to take

certain monetization channels to obtain economic benefits. The scope can be extended to the entire industry chain with celebrities as the core<sup>[1]</sup>. With the advent of the 5G era, China's Internet celebrity economy has ushered in an explosion in its development.

Internet celebrity live broadcast plays an important role in the realization of the celebrity economy. Many companies value the huge traffic and purchasing power contained in the web celebrity live broadcast, and try to use their large fan base for product promotion. More and more stars are also Enter the field of live streaming e-commerce. In the live broadcast process, frequent interaction will bring immersion to the audience, meet the audience's social and emotional needs, and then affect consumers' purchasing behavior. In the survey of the 50 most influential Internet celebrities in Internet consumption, it was found that their related products and stores are concentrated in fashion industries such as clothing, shoes, hats, bags, etc. Especially women's clothing has become the first stop of the Internet celebrity penetration consumer field.

### **3. Shoe and Clothing Companies' Strategy for Online Celebrity Live Broadcast and Online Marketing**

If the online celebrity live broadcast only relies on a huge fan base for product promotion, it is no different from the traditional marketing model. In fact, the sales of online celebrity online marketing products are much higher than the traditional e-commerce platform marketing. This phenomenon has aroused our concern: How do shoe and apparel companies use online celebrity live broadcast for product promotion? How do shoe and apparel companies develop online marketing for online celebrities?

#### ***3.1 Perceive the Needs of Fans and Establish a “Flexible Supply Chain” That Responds Quickly***

The supply chain reform promoted by Internet celebrities is “fan demand pushes back the supply chain.” This change is changing or even subverting the operation mode of supply chain management of shoe and apparel companies. In recent years, under the fast fashion model, consumers' online celebrity needs have been further satisfied on the company's new supply chain platform. Internet celebrities release previews before putting on clothing, shoes and hats, and interact frequently with fans on Weibo. Based on the number of likes and comment content, they can know their preferences and acceptance of prices, so as to determine how many orders a style can digest. After that, they placed orders with the factory, from the initial purchase of handicrafts, to the construction of the factory to build the board, so as to ensure the difference and quality of the product, so the “flexible supply chain” of the shoe and apparel industry was realized.

When the era of live broadcasting comes, the speed requirement for the “flexible supply chain” is much faster than the last change. All clothing anchors know that

different clothes must be sold every day, otherwise fans will get bored and will directly affect the data performance of the live broadcast room. In the graphic era, a supply chain can only supply graphic shop red shop owners, then once a month, dozens of models can be updated at a time; if it is for live broadcast, because every day you have to replace some old models with new ones, then To complete the entire renewal cycle in 7-10 days, at least 300 items are required for inventory, obviously the supply chain is no longer in an order of magnitude<sup>[2]</sup>. The turnover of new products in some “net red” stores has already exceeded the monthly sales of new products of well-known clothing brands. Shoe and apparel companies need to perceive the needs of fans when carrying out online marketing of “Internet celebrity live broadcasting”, and efficiently deliver feedback on fan consumption data, and adjust and improve solutions based on consumption data to make products more suitable for consumer needs. “Supply chain”, adapting to the direct connection between manufacturers and consumers, reducing corporate costs.

### ***3.2 Attract the Audience and Tell the Story of Shoes and Apparel***

After satisfying the spiritual and psychological needs of the audience, the “brand story” of the shoe and apparel company also affects the purchasing behavior of consumers to a certain extent. In the process of choosing a web celebrity, from the first generation web celebrity Zhang Dayi to today's top traffic anchors Weiya and Li Jiaqi, during the live broadcast process, the company's “brand story” was described in a descriptive manner, and the customer's interests were accurately identified through the words. The “brand story” spreads more widely and converts traffic into consumers' purchasing power.

In the process of shaping the “brand story”, shoe and apparel companies need to reduce the introductory expression of the brand, pay more attention to the expression of emotion, establish a “self-brand” bridge, and connect the relationship between consumers and the brand. In 2019, “Li Ziqi short video” became popular in the “accident” of overseas social networking platforms. The beliefs and emotional expressions conveyed by the narration stories fully expressed the emotional consumption of consumerism. Shoe and apparel companies can build a “brand story” around the core value of the brand, combine the brand image positioning and cultural concept, organize a theme story that meets the theme, create a unique story art style for different consumers, and give the brand a reasonable theme story. Make the brand label and story. Due to the difference in perceptions of brand stories by different genders and different consumer groups, shoe and clothing companies can use the birth of the brand and the founder of the brand as the theme of the story when they create a male brand story, and convey it to the audience in an incentive form; When shaping a female brand story, the birth of the brand or the brand vision can be used as the theme of the story and communicated to the audience in a romantic form<sup>[3]</sup>.

### ***3.3 Clear Positioning, Choose the Right Anchor***

Due to the huge number of fans accumulating behind internet celebrities, shoe and apparel companies need to choose internet celebrities that are consistent with the brand tone and implement targeted marketing. US luxury department store department store Lord & Taylor invited 50 internet celebrities on Instagram, asking them to post photos of them wearing the same dress on the same day, sparking heated discussions. Within a week, all the skirts in this series were sold out. Because fans who pay attention to these online celebrities are themselves Lord & Taylor's target consumers, they all love fashion and luxury goods, and coupled with the strong appeal of online celebrities, the products are selling well within the company's expectations. At this stage, as consumers' consumption concepts change, companies need to make sure that the style of the celebrity is consistent with the company's brand positioning when choosing the anchor to broadcast, by using the trend culture, let the celebrity give the product in a mobile scene. The unique value enables consumers to recognize Internet celebrities, to achieve precise marketing of the live streaming traffic to actual purchase behavior, and then to achieve product repurchase.

### ***3.4 Multi-Dimensional Integration, Expand the Scope of Brand Communication***

At present, online live broadcast is accelerating the iteration of the business model of shoe and apparel companies. For this, what type of online live broadcast platform to choose becomes the key to the success of online marketing of shoe and apparel companies. As we all know, the live broadcast platform not only contributes to brand exposure, but also facilitates the conversion of product sales. The virtual consumption scenario constructed by the live broadcast has effectively helped the brand exposure, and the cost is much lower than the cost of the traditional spokesperson. Online live broadcast can complete the process from content display to audience consumption, and achieve full-scenario consumption interaction. At this stage, the way for fan traffic to turn into purchasing power is that merchants require Internet celebrities to grow grass or publish coupons on Douyin, Xiaohongshu, Weibo, and then achieve batch conversion through different live broadcast platforms, and finally complete with the coupon designation code Netizens guide fans to buy. Shoes and apparel companies can lay out different levels of internet celebrity recommendation, deepen the focus of the central internet celebrity scale, multiple live broadcast platforms to expand the spread of corporate brands, and realize order transactions between live broadcasts.

## **4. The Trend of Online Marketing of “Sports Celebrity Live Broadcast” for Shoe and Clothing Companies**

### ***4.1 Online and Offline Omnichannel Development***

Affected by the epidemic, most companies suffered from offline sales. For example, shoes and clothing companies such as Red Dragonfly and Semir have strengthened online sales. During the epidemic, Red Dragonfly moved its offline

stores online, allowing shopping guides to start working at home, and daily sales continued to increase from 150,000 yuan. Shoe and apparel companies can conduct long-term cooperation with online celebrities in online marketing, and the accumulation of online celebrity fans can bring continuous stability to the brand. For well-known shoe and apparel companies, bloggers who are “net celebrities” can be selected as brand project ambassadors nationwide or globally to promote their online brand image. In the live broadcast of categories such as women's clothing, leather goods, sports, etc., because fans have high viscosity, high browsing, high conversion, high sales and other characteristics, consumers continue to buy higher, and they will tend to trust their influencers. Shoe and apparel companies can try to use Weibo fans of online celebrities as the target group, use various live broadcast platforms as communication means and channels, conduct product promotion online, set up various promotional activities offline, and attract audiences by issuing various vouchers. Receiving prizes and gifts can be combined with online and offline. In the future, shoe and clothing companies will actively deploy online sales networks, innovate online and offline simultaneously, and actively communicate with new generation consumers in multiple ways. The company's omnichannel sales will reach new heights in the future.

#### ***4.2 Drainage Upgrade of Offline Stores***

Fast fashion store Uniqlo has hosted online celebrity online live events to convert online traffic into offline store visitor flow. Shoe and apparel companies can enter the physical store to live broadcast by inviting Internet celebrities, and use the Internet celebrity economy and digital marketing to create “experience services” in terminal stores. When online celebrities attract consumers to enter the store, the application of digital technology can make customers feel modern high-tech, and then improve the comfort of the store, create a “net red” store atmosphere, improve the shopping experience of consumers. For example, the interactive window shopping created by the giant touch screen, the color matching of the storefront, and the layout can increase the purchase time of consumers in the store, thereby increasing the possibility of consumers spending in the store.

#### ***4.3 Use Big Data to Perceive New Consumer Needs***

The application of big data is becoming more and more popular, and consumers have changed from “groups” to “persons”. Big data helps companies collect customer data from all channels, study consumption behaviors and attitudes, understand customer consumption trends, recommend appropriate products and services through appropriate channels and methods, and transform them into core users. Shoe and apparel companies use big data to perceive the new round of consumer needs, such as personalized, refined, and emotional needs. In the online celebrity live broadcast matching the e-commerce platform, through interaction with consumers, consumers It is clear that the products recommended by Internet celebrities can meet their needs, meet their “individual” in “group”

identification, and guide consumers to purchase in a group atmosphere.

## 5. Conclusion

my country is a big country producing and consuming shoes and apparel. Affected by the new crown pneumonia epidemic, shoe and apparel companies will face a more severe international and domestic market environment. Accelerating marketing transformation is a strategic choice for shoe and apparel companies. The sales penetration rate of fashion products such as shoes, clothing and bags in the e-commerce market has always been in the forefront. The online celebrity live broadcast method has achieved significant results in the online marketing of shoes and clothing companies, and there is still much room for development in the future. It should be noted that as a fast-growing new thing, Internet celebrity marketing has also exposed some issues such as the inadequacy of relevant laws and regulations, and deception that damage consumers' interests. Enterprises should realize that in online celebrity live marketing, only consumer trust and satisfaction are the core foundations that lead consumers to long-term consumption, and how to maintain consumer interests and obtain customer loyalty will be the focus of our future celebrity marketing research.

## 6. Acknowledgment

This paper is supported by foundation for excellent young and middle-aged teachers in Yangtze University College of Arts and Sciences.

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