

CULTIVATING TRUST AND ENGAGEMENT: CONTENT MARKETING INSIGHTS FROM R SOCIAL MEDIA"

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Abstract

The R social media platform, launched in Shanghai in 2016, has rapidly amassed over 250 million users within a decade. This meteoric rise can be attributed to its distinctive marketing strategies tailored to a young user base aged 18-35. Notably, R sets itself apart from other recommendation platforms by championing originality as its primary recommendation form, fostering a unique "grass planting" ecosystem.

This platform thrives on user-generated content, with bloggers and well-known users sharing original works that resonate deeply with the audience. The R platform's "Amway" approach catapults these original works to popularity among ordinary users, fostering trust and credibility within the community.

Statistics reveal that R's users predominantly engage with content related to food, beauty, cosmetics, inspiration, and more. Users turn to R's notes for quick and authentic insights, using them as a resource to make informed decisions, further solidifying their loyalty to the platform.

This study delves into R's content marketing strategies and the challenges it faces. It seeks to identify solutions to these challenges, shedding light on the platform's continued growth and influence.

Introduction

R Development status of social media platform

R platform was established in Shanghai in 2016, and the number of download users has exceeded 250 million in just a decade. Behind the popularity of R social media platform, there must be a set of marketing strategies of its own. In the data statistics of "Qiangua", users of R social media platform are mainly aged 18-35. At the same time, in the ranking list of interaction volume of business notes, 30% of the data of R platform's main content is content sharing based on campus life and grounded life; On the live broadcast list, the data of inspirational chicken soup and fashion magazines accounted for 30%.

R Social media platform is different from other recommendation platforms. It uses originality as its own recommendation form. It has become a "grass planting" platform with its own traffic (Wu Shuang, 2021). It

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mainly attracts users through notes published by users themselves. Most of the original works published by users are bloggers with their own traffic or well-known users. The "Amway" mode of R platform also makes its original works popular with other ordinary users. Take the sharing of tourist attractions as an example. Its users not only reflect the local landscape more truly, but also feel more deeply and vividly in front of users by taking pictures of local customs, or recording their true feelings, and then publishing them. Unique user groups generate more notes with high credibility and content, so as to create trust between users.

The data shows that a large number of users watch notes or videos on the R platform, which are mostly food, beauty, cosmetics, inspirational and other content. The notes on the R social media platform are more convenient for users to quickly learn more about what they want to know, and also make some users always log in to the R platform to see some introductions or evaluations of products before purchasing products. It can truly show products and experiences to other users. This also allows R platform to have a group of loyal fans and users, stimulating its further development.

R social media platform, with its unique note "grass planting" user generated content content marketing method, enables users to share with each other with authenticity, and gradually gains mutual trust. Then, the content marketing strategy in R platform and the problems faced deserve in-depth discussion in this study. What are the corresponding countermeasures for these problems? The following chapters of this study will answer these questions[1-2].

1. Status quo of content marketing strategy of R social media platform

A good platform always has its own marketing model. As for the marketing model of R platform, we can find that its marketing model can be closer to our public's sight and love from the early "word-of-mouth marketing model" to the current "UGC marketing model". Next, we will analyze the marketing model from two aspects: word-of-mouth marketing and "UGC" mode marketing.

2.1 Public praise marketing

Since the launch of the R platform, it has always maintained a good traffic data, not only because of some advantages of the product itself, but also because it has invested in a large number of users in the early stage, and relies on these good word-of-mouth publicity and dissemination. Let's take a vivid example: if you buy a lipstick and are very fond of it, the R platform is a good choice if you want to send it on the platform. This not only satisfies their desire to share, but also promotes a user activity of the platform. Of course, the good reputation of the R platform can be maintained because its recommendation content is rich and vivid, and it also caters to some products that are popular today. Of course, it has also made some more effective measures, such as increasing publicity, improving its own popularity, and so on. It is because these appropriate measures have also led to a rapid increase in the user's popularity of the R platform in the early stage, and the user's activeness is also better than the previous ordinary platform.

2.2 "UGC" mode marketing

When we use a software, we often pay attention to what content the software sells to us, or what content is in the APP. For example, the dither platform will provide users with some videos that they like to watch. Use data to locate user needs. Compared with the "indoctrination" marketing model of these platforms in the past, the R platform instead gives the initiative to users, which forms the "UGC" model. So, how does the "UGC" mode work? First of all, its operation mode is mainly to publish works through some anchors or some users with their own traffic. Relying on these users' own traffic, more ordinary users will be attracted to watch the content of these notes on the platform. With the improvement of browsing and liking, the content of R platform will also be well appreciated by users (Li Zhongmei and Huang Min, 2022). For example, under a recommendatory model with

real data and real experience, the R platform's "grass planting" and "Amway" forms have won more people's trust and product promotion has also been further enhanced. Secondly, the R platform also gives users more sense of interaction. Some original works published by users are mostly about the real feelings and real ideas of the moment. Most users' feelings after reading them are more real, so more people will also publish some of their own ideas about the video, so they will leave their own comments, so the sense of interaction is further enhanced. Third, the content push of the R platform is based on the user's multiple browsing or highfrequency clicking, which is relatively accurate. Through these operations, the form of "UGC" has become more popular, making users have some involuntary dependence, and they will always go to the R platform to collect some data when they consciously want to buy[3-4].

3. Problems in content marketing operation of 3R social media platform

3.1 R The content of "notes" in the social media platform is seriously homogeneous

"Homogeneity" is a problem of repeated push and the same nature (Jia Xuedi, 2019). With the popularity of big data, more of our background data is under control. In this case, the homogeneity of push notes also brings some new problems to the R platform. When users click to browse notes, big data will record the user's browsing frequency for analysis, resulting in many identical notes being pushed. For example, when you often browse some videos about clothing, after big data locks the background data, it will push some videos and notes about clothing. Also use users or KOL to promote. This will lead to the repetition and homogeneity of the content watched by users, resulting in aesthetic fatigue of users, and will also bring users a bad experience; Pushing the same thing or blogger will also greatly reduce the desire of users. This "flooding" delivery form has caused more users to "not pay".

3.2 R social media platform "notes" content traffic is low

Due to the low threshold of R platform, there are few big brands settled in the platform (Zhu Xiaohang, 2023; Cheng Miao, 2020). There are some problems in the "grass planting" link, which leads to the low quality of notes, which also makes users feel that the content notes they watch in the browsing link do not achieve the desired effect. As for the title of R platform, the font is not prominent or not enough "eyecatching", which also causes users to be unable to stimulate an interest in reading and browsing. To take another example, with the rise of notes taking pictures as the mainstream content, more users targeted to release notes in this form, but the effect of his presentation was not as good as expected, but there were some problems. For example, the main picture on the home page is not very recognized by everyone, or it caused some misinterpretation of the contents of these notes, and the authenticity and reliability of the contents were questioned. These also directly lead to the traffic, likes, and propagation speed of posts.

3.3 R social media platform has less "notes" content interaction

As a "grass planting" platform, the support of users has a certain ability to challenge its content operation model. Its more demand comes from the initiative of its creators, and it also needs some fans and anchors with traffic to spread. However, the actual operation of the R platform did not reach the ideal fan flow and the activity of the platform, and even the notebook content was "no one interested"; Of course, the lack of note traffic is not only due to this reason, but also due to the lack of interaction between fans and some substantive exchanges. For example, when publishing an interesting life video, the content may catch your eye. When you want to have a more in-depth interaction with this person, you find that the other person does not pay attention to you, so you can only send a private message, which greatly reduces the direct communication of users and blocks in-depth understanding and exploration. As a result, the expected goal was not achieved.

3.4 R social media platform algorithm is not refined

R platform is an e-commerce business platform, and in its development process, some algorithms are not accurate enough (Chen Qingsheng and Liu Bingqing, 2022). For the imprecise algorithm, we can give a simple example: when we enter a relatively simple keyword in its search page, its interface may not accurately lock the content you want, so the delivered search content is not a result we expect to achieve. On the other hand, when we want to promote the detailed pages of content in a wide range, we will find that some content is not the result we want, which may also be the reason for these problems because the R platform does not accurately depict the user's portrait, which results in the late result that the content is not accurate enough. On other platforms, we can see some excellent practices, such as the dithering platform, whose data selection is relatively powerful and can quickly make analysis and evaluation, and then scroll to the flow pool for recommendation[5-6].

For the above R social media platform content marketing problems, I will put forward the following suggestions and development countermeasures.

4. R Social media platform content marketing development countermeasures

4.1 "Notes" pursue traffic hotspots

What measures can we take to improve the homogeneity of R platform notes? As the original author, we can take the way of making popular notes to make our notes win in form. Using some special fonts or symbols can not only make the notes more eye-catching, but also avoid some similarities. Hot money is not a trend, but more attention should be paid to the content of some notes. It can also highlight some content, so that readers can get your key points in a short time and can accept your opinions. On the basis of these efforts, we should also focus on the traffic and crowd, so that our notes can stand out from most common notes. For the R social media platform, it is more important to conduct a category guided search for the crowd, so as to enhance the user's use of the R platform.

4.2 Standardize "notes" to attract traffic

In the R platform, there is a problem that the number of notes viewed is not high enough. This problem stems from the fact that the R platform cannot meet the needs of the public, just as its article content and the title of the text cannot correspond, which is very empty, making the entire notes cannot meet the readers' reading. Facing such a situation, what we need to do is to grasp the content and the theme, make a reasonable picture and text notes, and also do some eye-catching pictures and words, hot keywords, etc. Of course, concise vocabulary is also necessary. In this way, the user experience can be enhanced and the user's usage can be improved.

4.3 Planning "Powder Suction" Activities

The number of fans and traffic has always been an important issue for major platforms, and the activity of these fan users will greatly help the development of the platform. There are also many ways to solve the low number of fans, such as issuing some coupons and promotional activities to stimulate users' participation in discussions. At the same time, you can also do some online activities for fans, such as giving some small gifts before video comments, so as to stimulate comments to enhance the number of likes and expand the popularity of users. Of course, you can also do some offline activities on a regular basis. Such a way can not only communicate with fans face to face, but also improve their goodwill. Take the Tiao Yin platform as an example, his "powder suction" method is live broadcast with goods, which has resulted in batches of "online celebrity" anchors driving the traffic of the platform and stimulating consumption. The JD platform circles the main user groups through the delivery speed of logistics, and provides door-to-door services to facilitate the user groups. As R social media platform, we should learn some models of these platforms and innovate activities.

4.4 Improve the accuracy of platform content algorithm

Facing the problem of inaccurate algorithm, R platform can refer to some practices of dithering. Take the dithering platform as an example: in order to make the algorithm accurate, the dithering platform uses cold start flow exposure, data selection, and boutique recommendation pool to achieve its desired effect. Then, the R platform can strengthen the collection, processing and analysis of the user's search data, so as to accurately depict the user's profile. Such a way can greatly improve the accuracy of push, and can greatly solve the problem of inaccurate algorithm. At the same time, it can also push users some notes in rich form and content, which can enhance users' interest. Of course, it is also critical to make R platform accurate for word search. It can improve the usage of R platform users, and also help it further expand and develop.

5. Summary

To sum up, the R social media platform has developed well, but it also needs to change some marketing models to achieve good development. In this research, we focus on the development status of R platform and some problems under the content marketing model, such as the homogeneity of note content, insufficient users, few fan interactions, inaccurate algorithm push, etc. It also made some targeted opinion analysis on the problem, such as pursuing traffic, planning "fan suction" and improving the platform. These measures can make it more substantial and further enhance the influence of R social media platform.

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