

## On the Current Situation and Development of E-Commerce Marketing of "Fashion Online Red"

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**Abstract:** This paper studies the marketing mode of e-commerce online red. Aiming at the online Red bloggers of clothing, it explores the way of marketing. By defining the concept of online red man, it classifies the current situation and marketing of e-commerce online red man, and grasps the characteristics and mode of current e-commerce online red man through the main business mode. On this basis, this paper analyzes the advantages and disadvantages of e-commerce network red marketing, and finally puts forward the corresponding opinions and measures on the implicit problems of e-commerce network red marketing..

### 1. Introduction

In recent years, with the spread of many self-Media platforms, the term "online Red" has become the most popular word on the Internet with the highest click rate and the fastest spread speed. The speed of its renewal is amazing. From the unknown ordinary people[1], it turns into an online red man with millions or even tens of millions of fans. This paper will focus on the analysis of the marketing mode of e-commerce online red, according to 2016 According to the online women's clothing ranking sales data, the turnover of the top European fashion brand in June was 91 million, while Zhang's 20 million was only the new turnover in one day. Zhang's consumption boom driven by the influence of "online Red" was far higher than that of domestic fashion brands. As the "Internet red" of the Internet rookie, it has successfully entered the marketing market by using the advantages of fans and low operating cost, and its positioning in marketing is extremely accurate. As a new network marketing mode, there are some problems in "online Red" marketing. This paper analyzes the "e-commerce online Red" marketing in order to help the future development of new media marketing mode.

### 2. Overview of Online Red Live Marketing

#### 2.1. The Concept of Netred

Net red generally refers to the red people on the Internet, who get a large number of netizens' attention because of some actions or hot events and continuously output professional knowledge on the Internet so as to become popular. In the current era of Internet popularization, netred refers to the people who have a certain number of fans on microblog, douyu, wechat, fast hand and other platforms. In 2016, Papi sauce, the well-known microblog red man[2], received an investment worth 12 million yuan, worth more than 100 million yuan. This event made online Red become a hot topic in the eyes of the public, and also favored by enterprises. According to the data in the 2016 China online Red economy white paper, the number of online red people at that time was more than 1 million. Since then, we have entered the era of online red. Net red is different from the traditional star, net red and fans have a more direct interaction, and net red's autonomy and initiative are relatively strong, which also prompted the emergence of net red economy.

Online celebrities adopt live broadcast method to provide new channels for enterprises to draw attention and attract traffic. Most of the current models are based on live broadcast of e-commerce platform, cooperation between live broadcast and e-commerce, and e-commerce of live broadcast

platform[3].

## 2.2. Characteristics of Online Red Live Marketing

Online Red live marketing has a strong timeliness and interactivity. In the process of live broadcasting, enterprises can make corresponding advertising adjustments in real time through consumers' preferences and suggestions, so as to maximize the benefits of advertising.

Online Red live marketing can let enterprises directly see the advertising effect. Enterprises can clear their own advertising effect through a variety of data such as the growth of fans and the coverage of users. At the same time, they can also watch while buying and guide consumers with promotional activities, so as to directly convert the amount of attention into product sales.

Online Red live marketing has a strong topic creation ability. Through live broadcasting, viewers can directly interact with online red in real time, so that topics can better cater to the audience's ideas. The same is true for corporate brands. Through direct contact and communication with the audience, the popularity and enthusiasm of corporate brands are well suited to the audience's ideas. As shown in Figure 1[4]

Electronic business platform	Social platform	Electricity supplier network red
Integrated platform	Live broadcast platform	Content net red
Social business	Comprehensive social interaction	Celebrity net red
Cross-border electricity supplier	Internet celebrity	

Figure 1 Red economy industry

Online Red live marketing can deepen communication and strengthen the depth of emotional communication with the audience. The fans of wanghong are a group of people with similar ideas and interests. They communicate and interact with each other and affect each other, creating a good atmosphere. At this time[6], if the enterprise can take appropriate marketing strategies to boost the momentum, its marketing effect will be better.

Online Red live marketing has a strong cross-border ability. In the past, if an enterprise wants to hold a product or brand press conference, it has to choose a specific venue, which has certain limitations on the way, time and money of people who are far away. Nowadays, the way of live broadcast is adopted. Whenever and wherever, as long as consumers are interested in brands or products, they can participate in the live broadcast and interact with enterprises in real time.

Online Red live marketing can experience the accuracy of audience groups. In the way of live broadcast, users must enter the live broadcast interface in a certain period of time to see the live content. Enterprises can confirm to lock in their own brand loyal customers through this point, so that the enterprise's advertising is more valuable.

## 3. Current Marketing Situation of E-Commerce Online Celebrities

At present, with the rapid growth of the user rate of social software, some ordinary people become famous rapidly through the push of social software, the promotion of major e-commerce platforms, and even some media advertisements, because of their unique affinity for the people. Among them, a group of people named "e-commerce online Red" make a lot of money with the help of Taobao. They are in designers, sellers, consumers A new connection has been created between them, which fully demonstrates the wireless vitality of the Internet to fully integrate the new economy. At present, the success of e-commerce network red relies on the economic model of marketing. In addition to its own charm, many of them draw lessons from the marketing model of traditional economy. Self media marketers take the essence of traditional marketing methods, fully apply them to Internet marketing, and form a unique and more targeted new marketing method. The common e-commerce online marketing means are "soft article" marketing, "experience interactive"

marketing and "topic" marketing, which need careful planning. Nowadays, the focus of research is on the essence of success of online marketing and how to avoid internal mistakes and guide the right marketing direction.

#### **4. The Main Problems of E-Commerce Online Marketing**

##### **4.1. Content Marketing With Poor Quality**

At present, the marketing mode of e-commerce online celebrities on the Internet is usually to share exquisite daily life, release funny entertainment videos to attract fans, and open stores and sell goods when the number of fans reaches the limit. But at the same time, there were another group of net red professionals who used to be entertainment public numbers. They not only made excellent and unique contents, but also recruited professional teams to write pieces and videos. Therefore, from a long-term perspective, e-commerce online celebrities can only defeat those who only stay in appearance marketing if they attach importance to the essence, improve their product marketing level, and regard concept marketing as the future development center[7].

##### **4.2. Lack of Marketing Channels**

In today's fast-paced information age, netizens believe in "seeing is believing"

In the world, e-commerce online celebrities will not let go of video marketing. Video has a strong dynamic and intuitive nature. What it gives netizens is the authenticity and credibility that words cannot give them. Just like this, most e-commerce online celebrities grasp the beauty of this video marketing, and follow the trend to show their beauty and products to netizens through video. However, the quality is a lot of poor, if we can use soft text and voice marketing to the extreme, the effect will be no worse than video marketing. The words trickle down, can flow the enterprise connotation and the network red knowledge accomplishment. In the age of entertainment, I believe that human beings will have different interests in the unique Qingliu.

##### **4.3. Wrong Value Guidance**

Among the Internet users, the proportion of minors is not low. However, young people who have not yet established mature values and money outlook are easily misled by the idea that they will suffer losses if they don't buy. Small people form the bad habit of spending money at random, while the big one may harm families and society. There are many cases in which minors play all their savings for the Internet Celebrities. The money worship thought of some online celebrities is not conducive to the formation of good social habits, so in future marketing, online celebrities should be consciously responsible for the image of public figures, and pay attention to establish a positive speech and behavior.

#### **5. Suggestions for the Future E-Commerce Network Red Marketing Model**

##### **5.1. The Marketing Direction Should Insist on Establishing Correct Values**

In view of the fact that some non mainstream values of netred may have a bad impact on some young people with little social experience, it is the foundation stone of netred's long-term survival to adhere to the correct value oriented marketing. In addition, 70% of the Internet's online celebrities rely on their beauty to absorb powder, ignoring the inner influence. Therefore, in order to stand out from the crowd, online celebrities are bound to break away from the low taste and simple appearance beauty, and rely on their unique talent or talent to realize the secondary marketing of beauty.

##### **5.2. Transformation From Self Marketing to Idea Marketing**

The current "e-commerce online Red" economy relies too much on marketing, extremely packs itself, and lacks the core concept and humanistic connotation of the enterprise. In the past, this "self" marketing mode will be eliminated by the survival of the fittest in the online red market

economy. The enterprise products are of great importance, but in the era of extremely rich material culture, a set of correct way to promote products is the unique way of "online Red" The core of corporate culture lies in the excellent corporate brand image and brand awareness.

### **5.3. Pay Attention to Brand Concept Marketing**

At present, the e-commerce network is popular. The stores or enterprises they operate are basically lack of brand construction and brand culture and concept. In order to survive for a long time, they must establish the enterprise concept and brand concept as soon as possible. No matter the size of the enterprise, the soul of the enterprise can be better developed[8].

### **5.4. Building Brand Culture**

commerce has a short development year, and the online celebrities relying on e-commerce have little cultural construction. As one of the potential enterprises in the future, netred e-commerce enterprise will be an outstanding marketing point if it can improve its corporate civilization. If we can design the whole brand history and civilization, we think it will be a big promotion of e-commerce online red.

## **6. Conclusion**

This paper makes a preliminary exploration on the current situation of e-commerce marketing of e-commerce, finds out the existing problems of e-commerce e-commerce marketing mode, and puts forward some reasonable suggestions. Based on the general analysis, the paper concludes that the problems of low-quality content marketing, false propaganda, wrong value orientation and so on in most of the current online celebrities put forward corresponding strategies for their future marketing, expecting to make some guiding effects on the future e-commerce online celebrities marketing mode, and build a more prosperous marketing mode in line with the correct values.

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