



LITTLE RED BOOK

A closer look

By Jenny Chen
WalktheChat



Agenda

What's Little Red Book

6 ways to make your content popular on Red

Influencer strategy

Advertising strategy

Store & live-streaming



What's Little Red Book?



Little Red Book

100 million

Monthly Active Users

Social commerce

Focusing on cross-border e-commerce

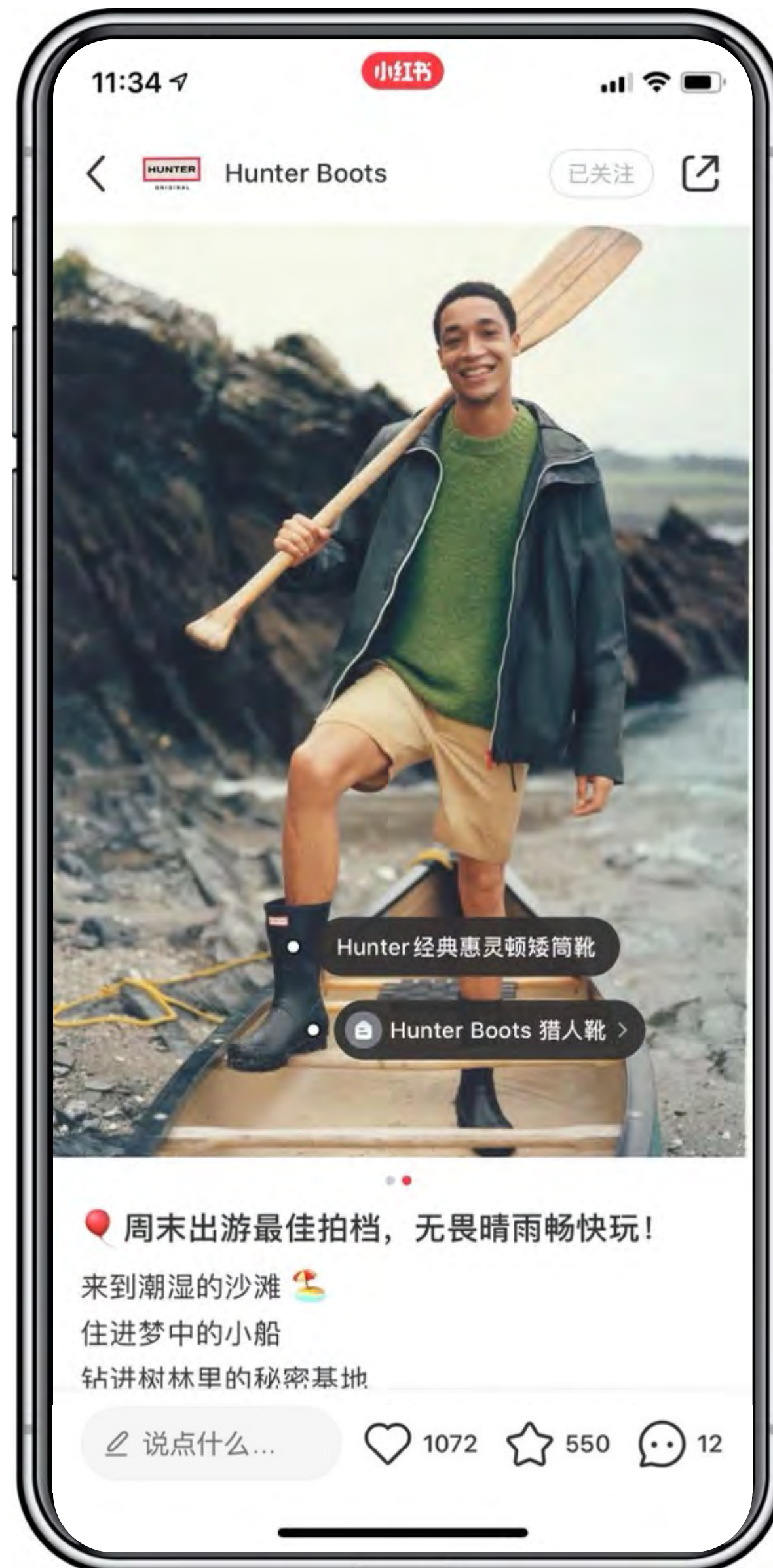
90% Female user

46% are under 24 years old

- Just like Instagram
- Started as a product review & shopping tips platform
- Strong focus on product review of overseas brand
- Algorithm driven content feed
- Top-tier city users



- 3-6 pictures
- 20-200 characters
- Life-style content
- Emoji 🥰
- Tags & #
- Lots of engagement



Little Red Book

A close community for Product review & lifestyle content

Little Red Book users love to share fashion tips and product recommendations. It's the best platform for:

- Discover of a product
- Product review
- Working with lots of micro influencers
- Engaging with users
- User generated content

Sounds familiar



Little Red Book plays an important roll in consumer conversion funnel



Red could bring real sales impact



- Started with only 10 Red notes
- 3-month of Red operation
- 2500 followers on Red without ads investment
- 70% sales increase on WeChat Mini Program



- Red campaign in May working with 40 influencers (75% of influencer is via product gifting)
- Best Sales month ever since their launch

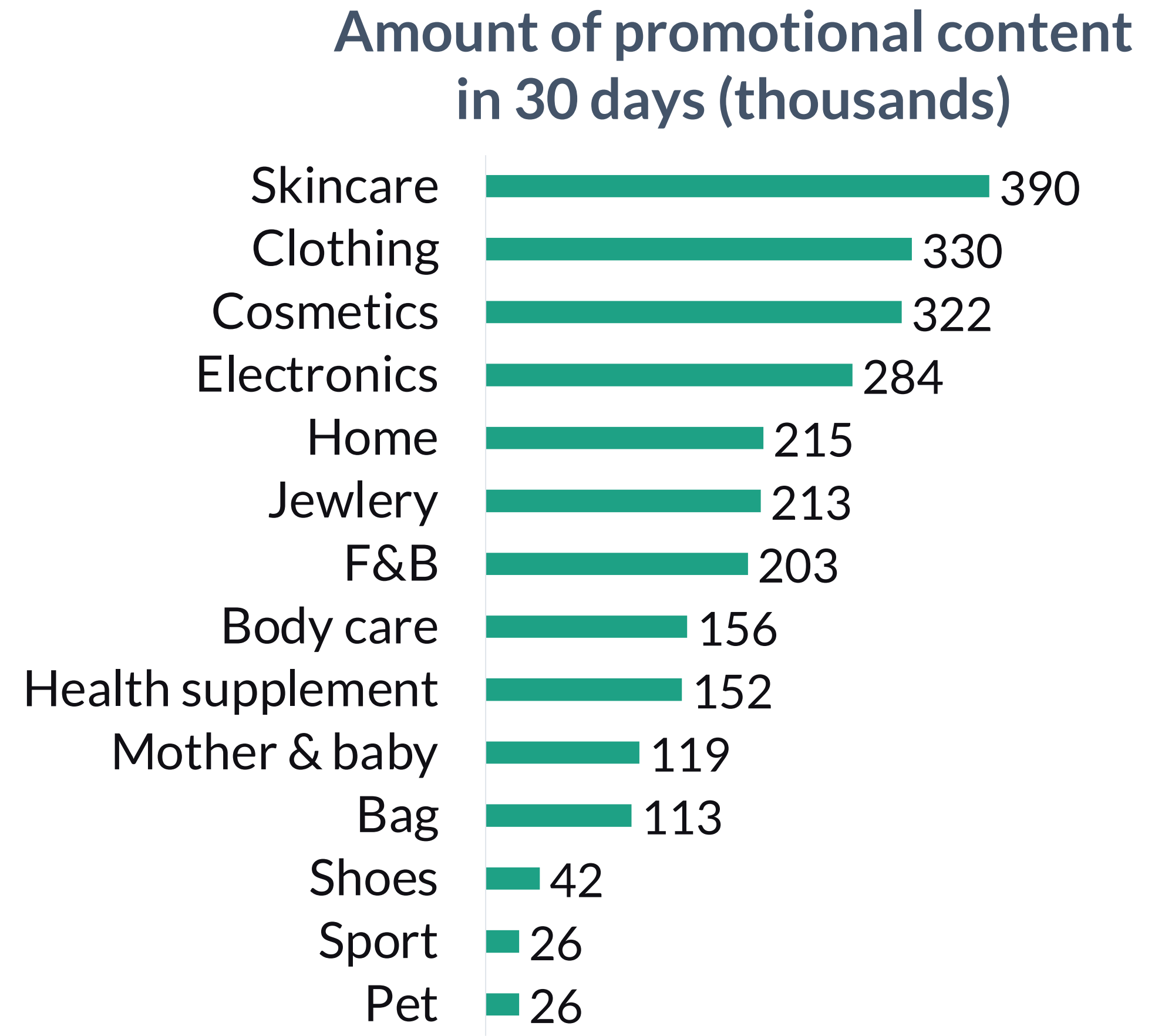


Little Red Book limitation

Still a niche platform, it's not for everyone

Red Marketing Limitations

- Little Red Book has a smaller audience than larger Apps like WeChat or Douyin
- E-commerce conversion rate is low
- E-commerce performance tracking is complex
- No direct traffic to other channels except Taobao



Date: <http://app.qian-gua.com/>, June 22nd 2021

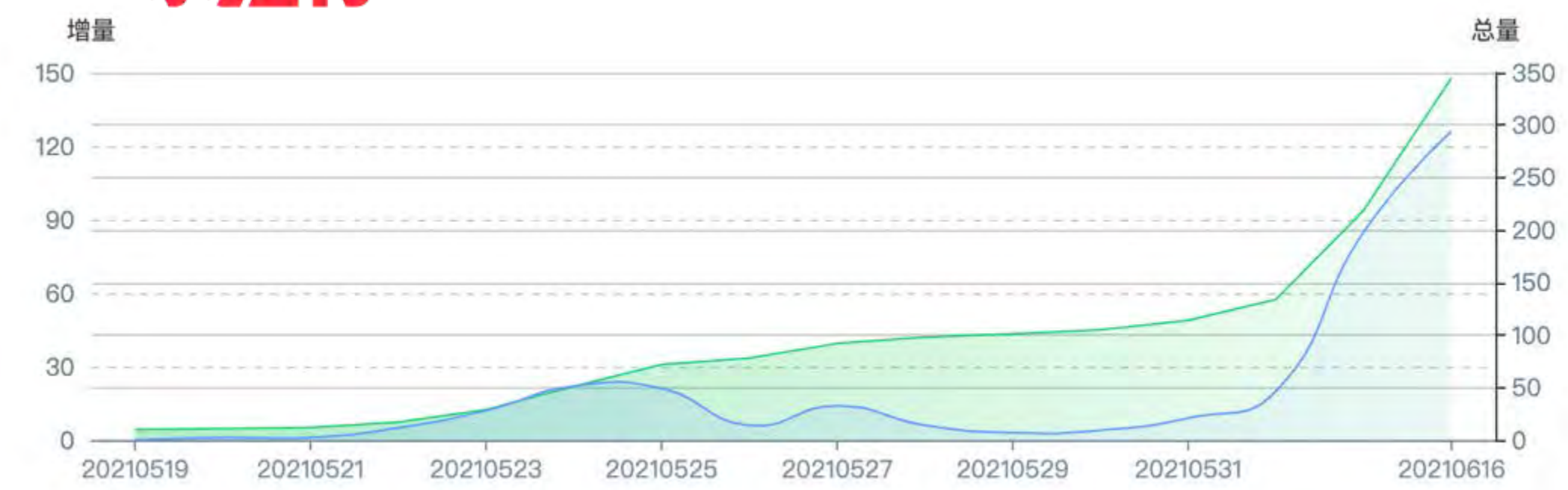


Content strategy

Content on Red has a longer lifespan, driven by search and engagement score

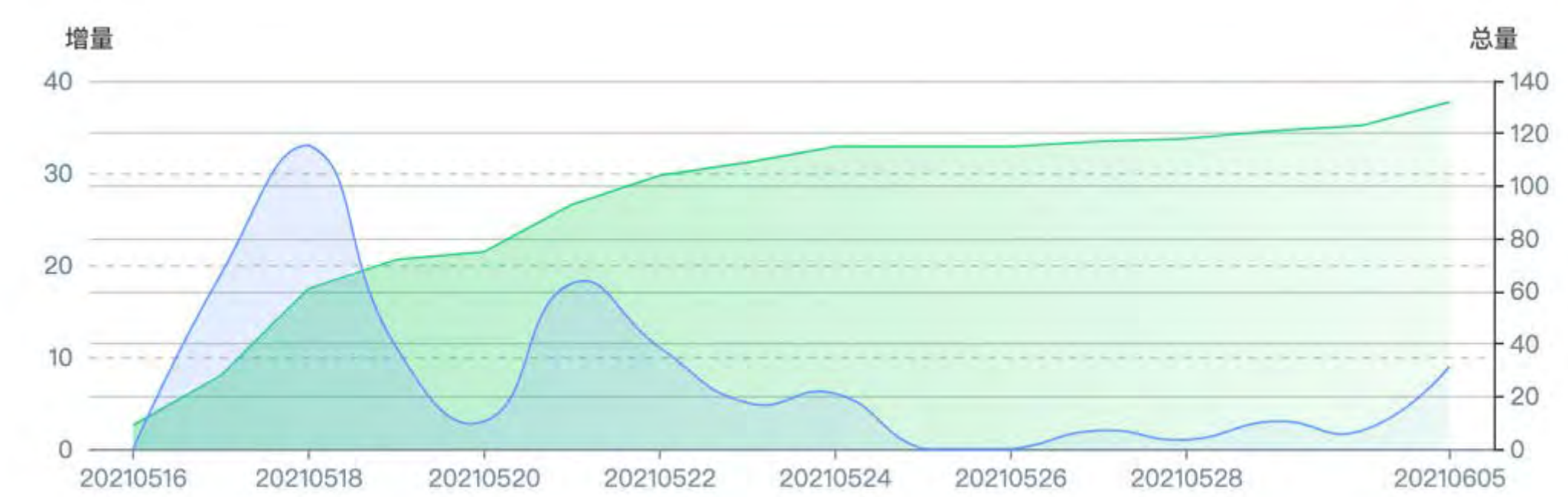
A medium to long term marketing platform

小红书



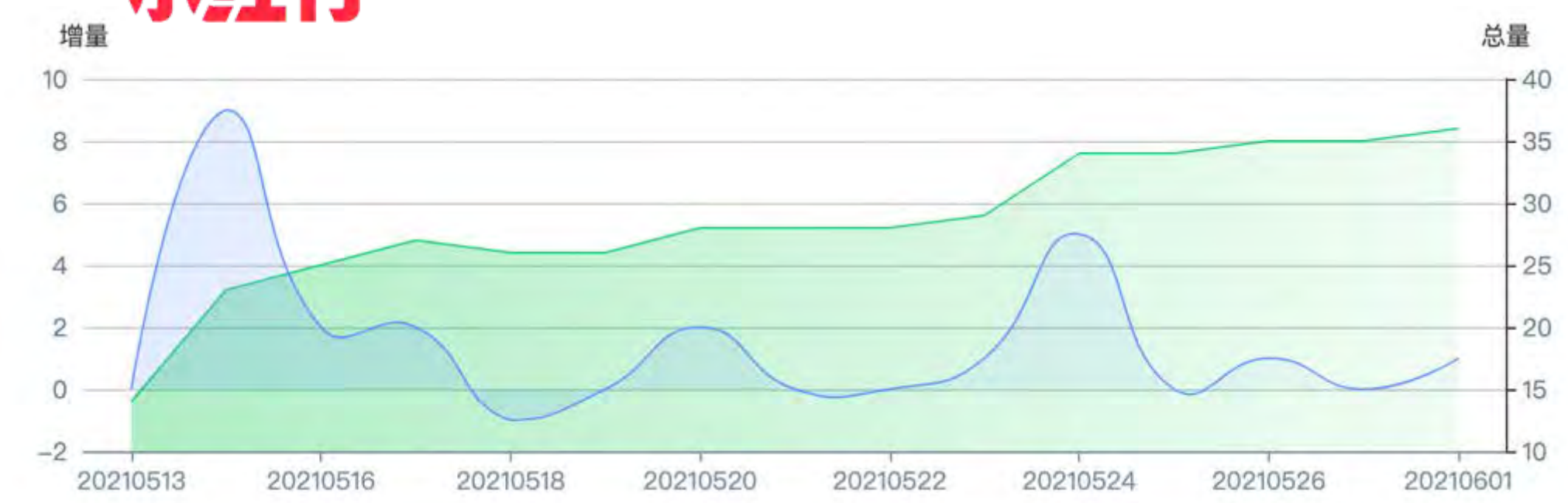
Getting viral after 1 month

小红书



Gets a 2nd wave of exposure after a week

小红书

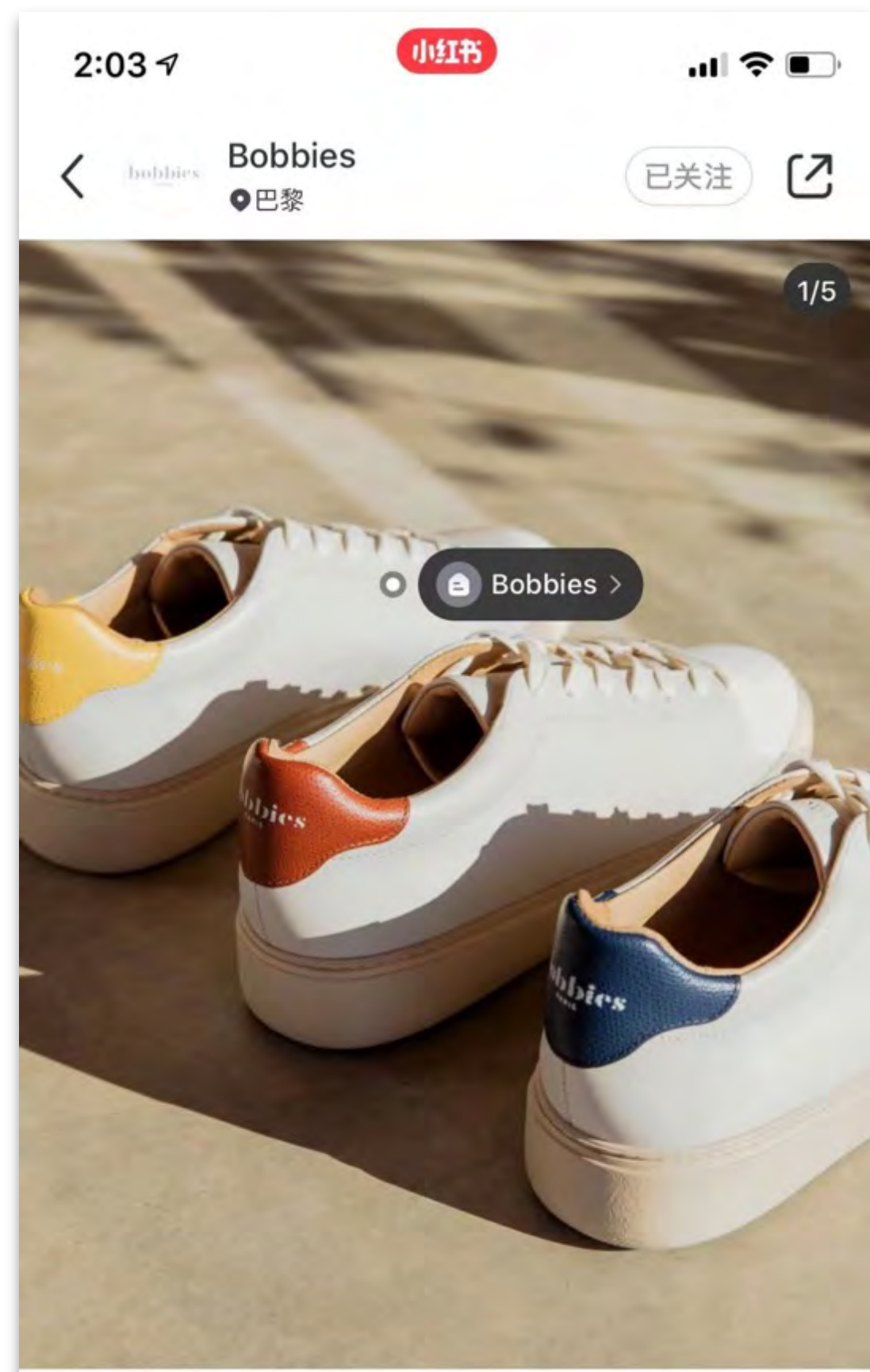


More exposure of week 2, and week 3

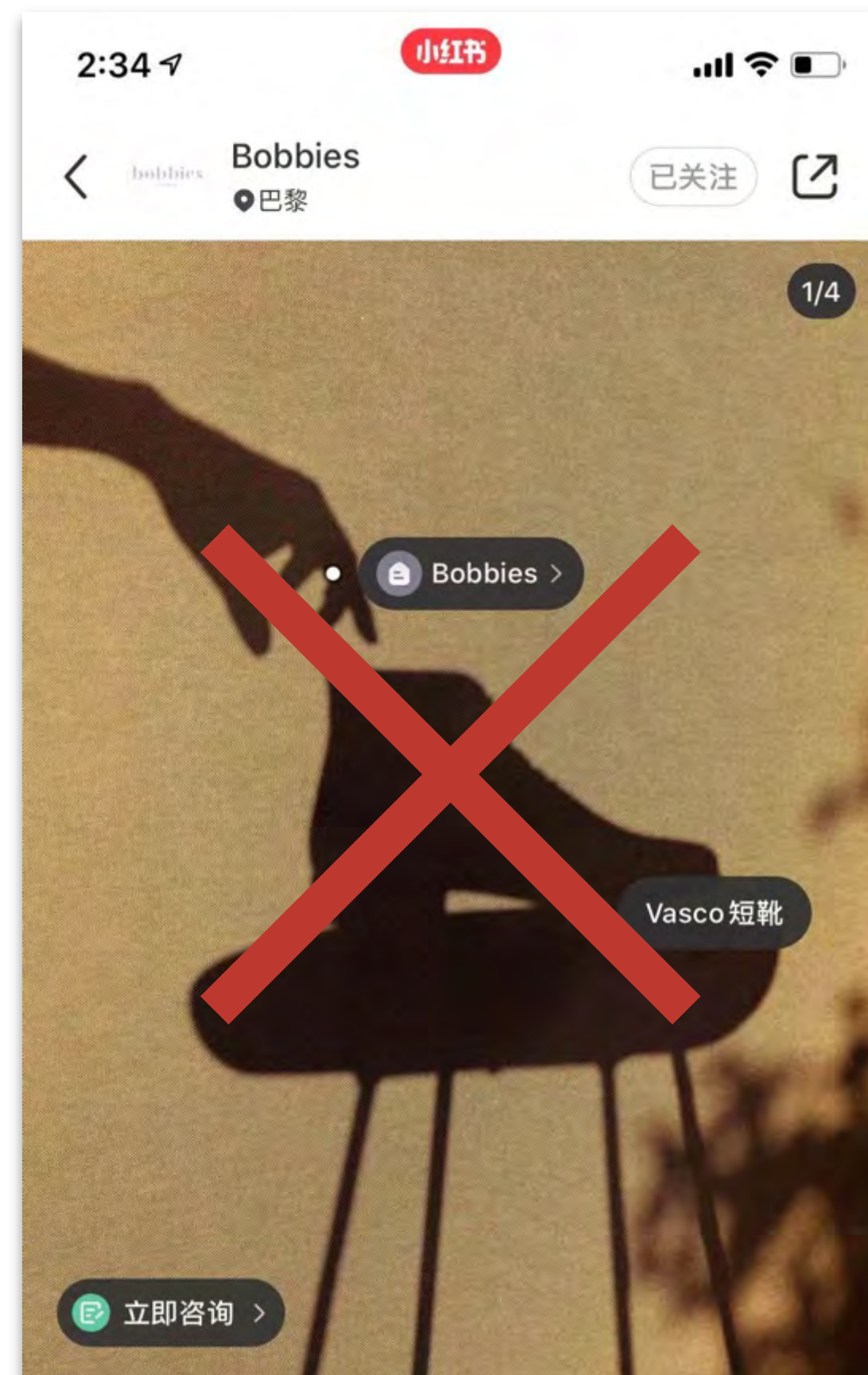


WeChat article is usually active for <7 days

First impression counts: Test what's the best performing cover picture



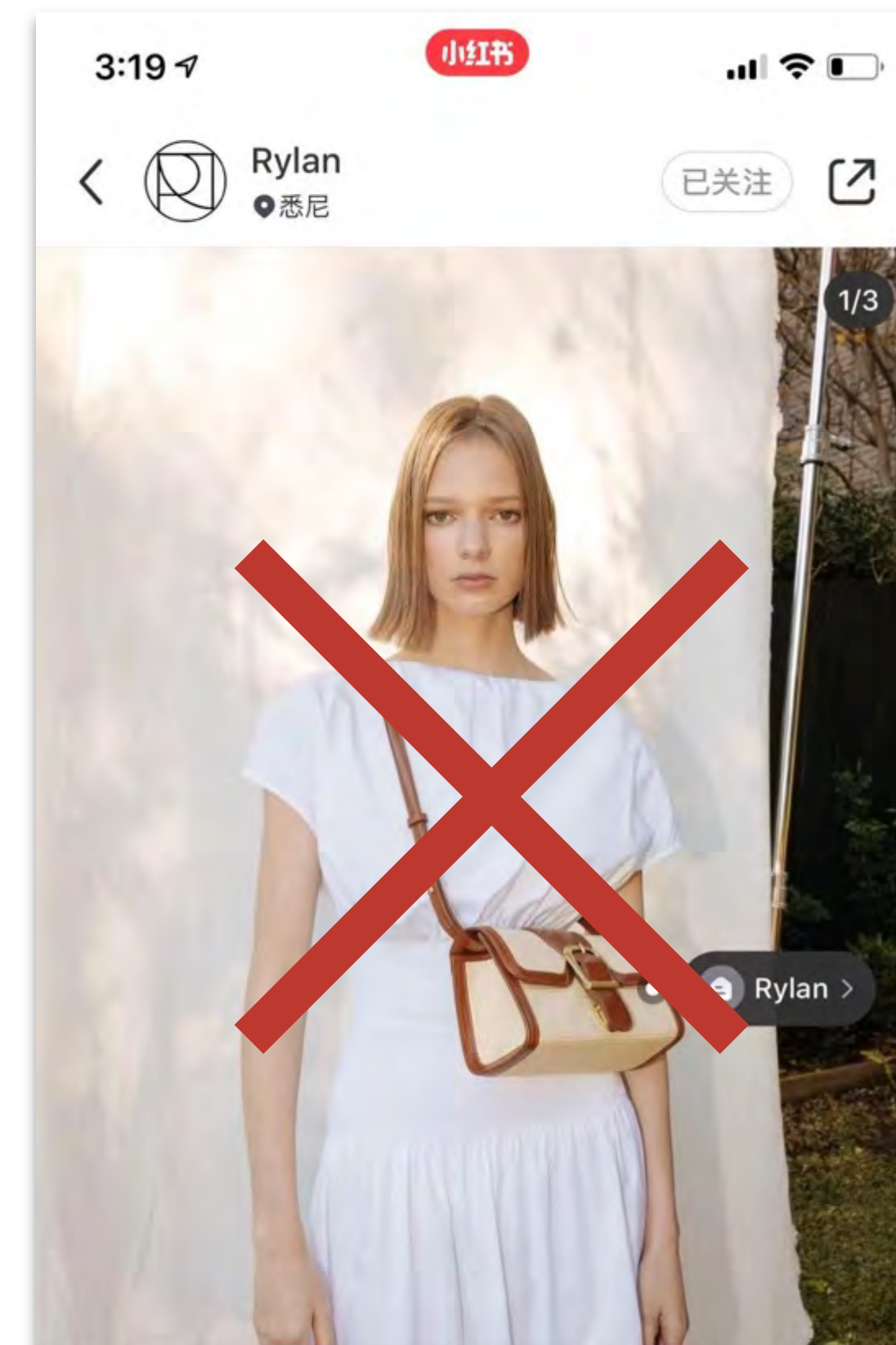
Clear product picture
2k engagement



No clear product image
4 engagement



Lifestyle/Raw content
100 engagement



Promotional/ Perfect looking
foreign models
20 engagement



法式穿搭 | 舒适透气男生夏季乐福鞋 | Bobbie

Lloyd男士乐福鞋 🧑

说点什么...

9

3

评论

1st post

10 engagement



法式穿搭 | 职场轻商务男鞋怎么选 | Bobbies

Taormine 休闲鞋

说点什么...

106

55

86

2nd post

200 engagement



Carel | 你能分清 Kina/Peche/Alice 系列吗

作为“玛丽珍鞋的鼻祖”，Carel 一直以来都在不断地进行创新设计，希望能让女性在日常生活中穿着更加舒适，解锁更多可能 🧑。

说点什么...

1072

550

12

Another brand

1.5k engagement

**Sometimes
it's a bit
random,
don't worry,
keep posting**

- Post 1-2 times per day
- If it doesn't work, you can update the keywords and post again

小个子减法穿搭/轻熟优雅法式搭配

巧克力色复古/法式粗跟单鞋测评

法式惬意优雅穿搭/春季百搭平底鞋

法式小凉鞋色系合集/仙女的jiojio必备

初春炸街小皮鞋，太可了，宝藏显瘦显腿长

私藏小众法式高跟鞋，不输大牌

春日温柔轻法式穿搭4个look

白色恋人| 纯欲法式假日裙

法式套装| 少女的复古派对

连衣裙+运动鞋=让人捉摸不透的百变女孩

8大色系/高颜值夏日凉鞋·法式小众设计

小个子减法穿搭/超气质法式lady搭配

撞色轻法式/红蓝出cp/红蓝系春季穿搭

你不能错过的法式复古连衣裙

早春搭配 | 复古田园风半身裙 | simple retro

早春穿搭 | 法式复古碎花裙 | 在阳光下格外温暖

#每日穿搭 #玛丽珍鞋 #春季穿搭 #夏日凉鞋 #法式穿搭

喜欢记得点赞收藏关注三连击，还想看什么样的穿搭，可以在评论留言给我喔~

穿搭 | ootd | 春天的第一条裙子

宽脚星人的黑色单鞋凉鞋

初春法式复古文艺单鞋 | 水晶女孩必备

法式复古 | 每个法式女孩都想拥有的复古鞋

都给我收藏！春夏法式小众凉鞋店铺推荐

轻法式又带点纯欲风的黑白穿搭

法式复古西装穿搭，配马丁靴有点酷

建议人手一双 | 解放双脚的超软复古奶奶鞋

高颜值百搭高跟鞋 | 年会镇场C位鞋

复古穿搭 | 轻法式，文艺感穿搭合集

复古穿搭 | 营造法式风情浪漫感

小个子也可以性感和可爱

好看不累脚 | 法式复古女鞋店铺分享

小众不撞款 | 私藏72款法式复古凉鞋高跟女鞋

法式优雅粗跟单鞋 | 小孩子做个美梦呀

拒绝烂大街，夏季复古高级感凉鞋来了

Think of Red as a search engine, optimize key words

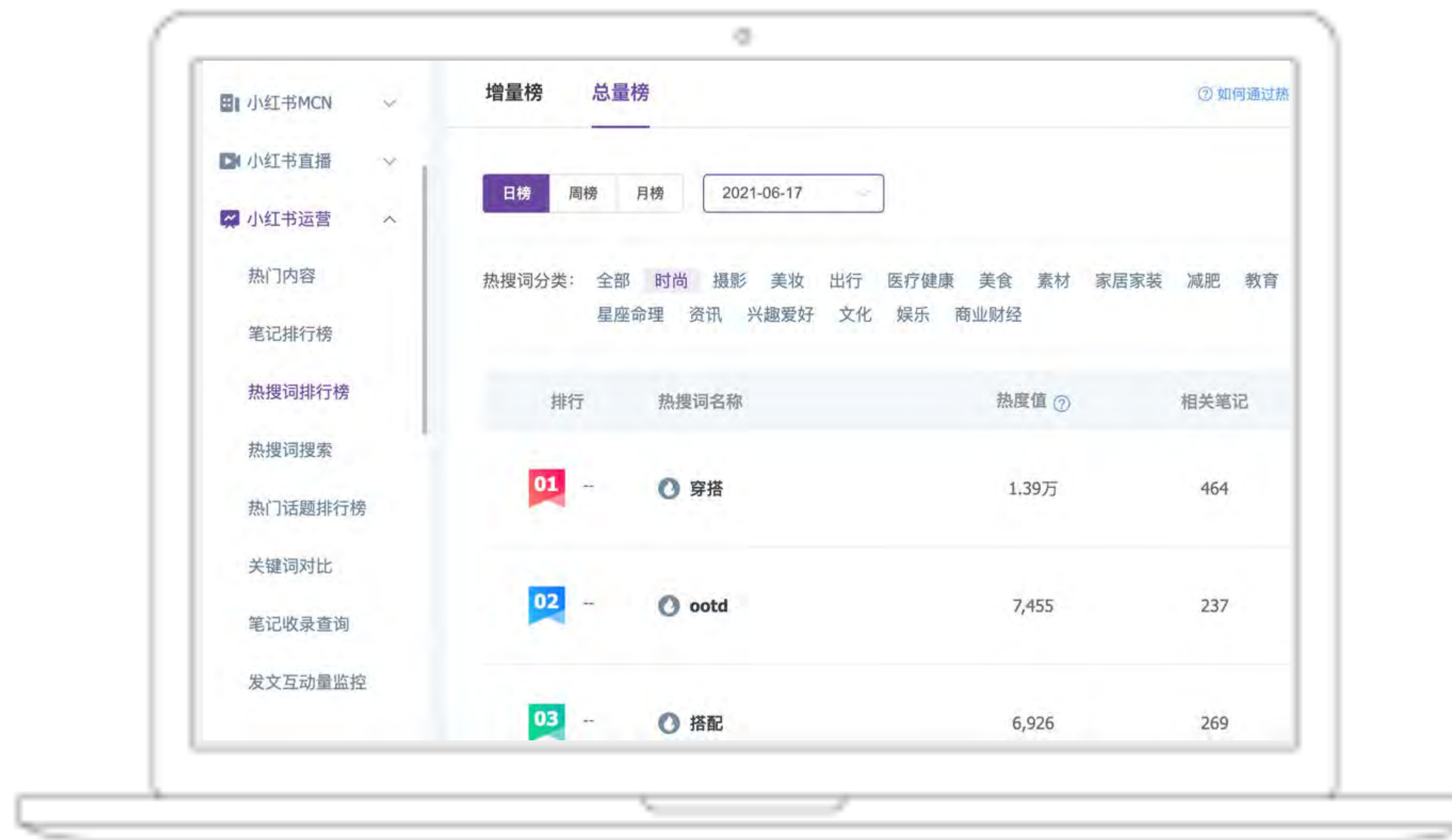
Good title example

- How can short people match their outfit to look skinny and elegant?
- 8 beige colors/good-looking niche French sandals recommendation for this summer

Write down the best performing Red posts' article title and action call, and use these keywords

Add the trendy keyword in your content

Keyword ranking = search query X engagement of top posts containing the keyword



Top keyword in Fashion category of the day:
ootd, work outfit, whiten skin, outfit that makes you look skinnier

Tool: <http://app.qian-gua.com/#/hotwords/rank>



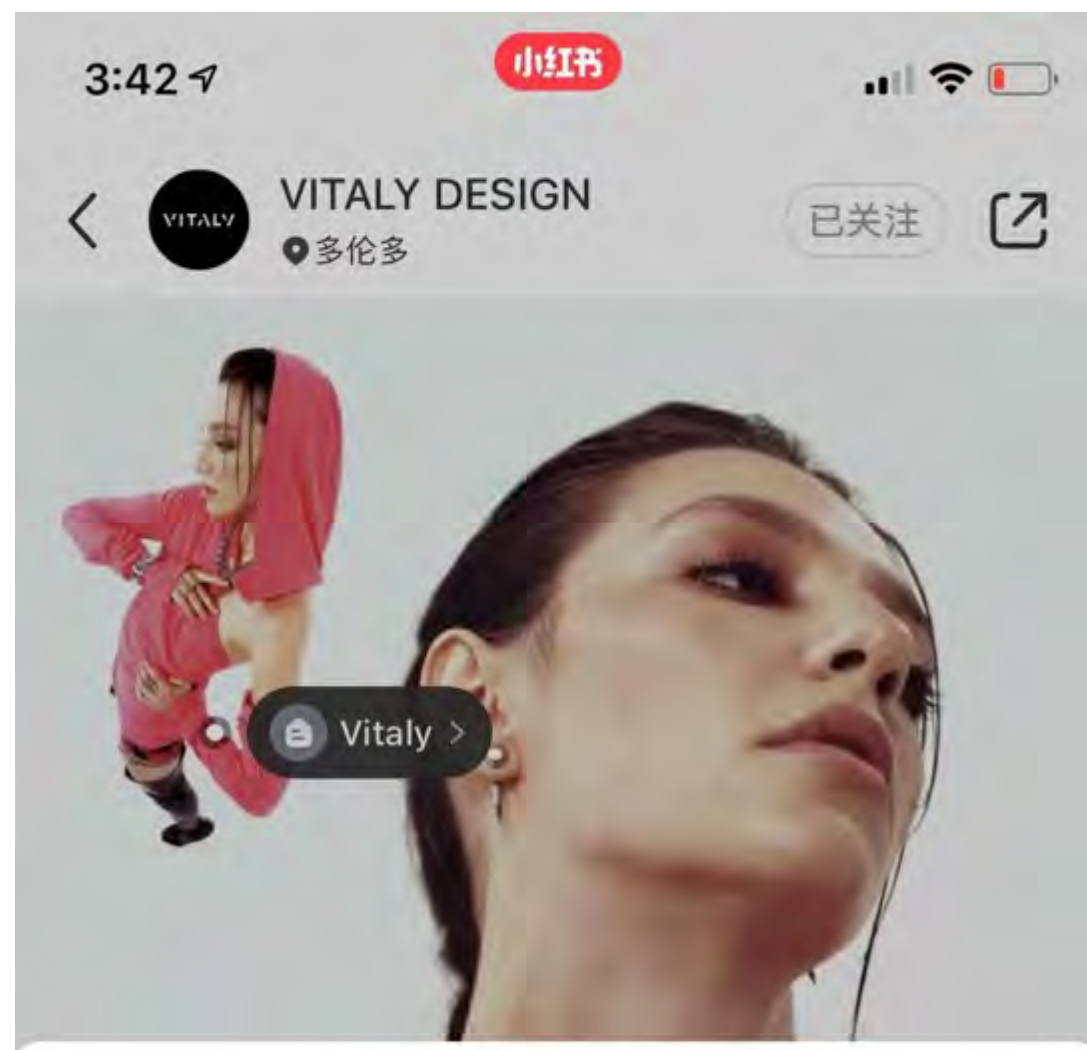
500 essay



More emojis!

Long vs short

- Brand content tend to be longer (better for SEO!)
- It's okay to use emoji
- Personal influencers could have super short content, a picture is worth a million words



Follow, bookmark & like to win 500RMB gift card



500元礼品卡
625人报名 · 06月27日15时开奖 · 随机抽2名

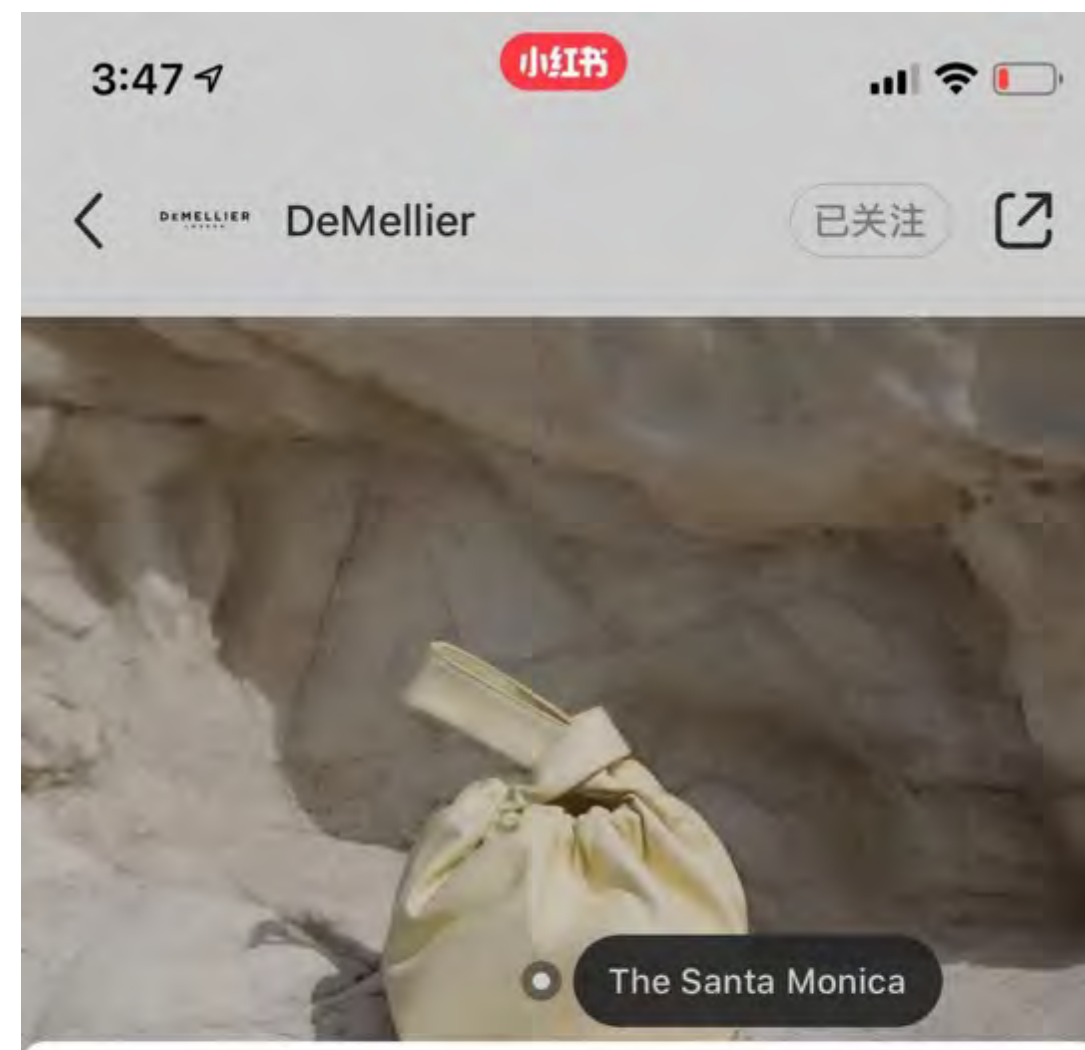
参与任务

👁️ 关注@VITALY DESIGN 已关注

👍 点赞、收藏本笔记 已完成

请等待开奖, 可查看《抽奖活动管理规范》

600 new followers
1500 engagements



Follow, bookmark & like to win a bag



DeMellier21夏季新品包
1110人报名 · 06月30日15时开奖 · 随机抽1名

参与任务

👁️ 关注@DeMellier 已关注

👍 点赞、收藏本笔记 已完成

请等待开奖, 可查看《抽奖活动管理规范》

2000 new followers
500 users are asking "how to buy"

Lucky draw could bring traffic fast

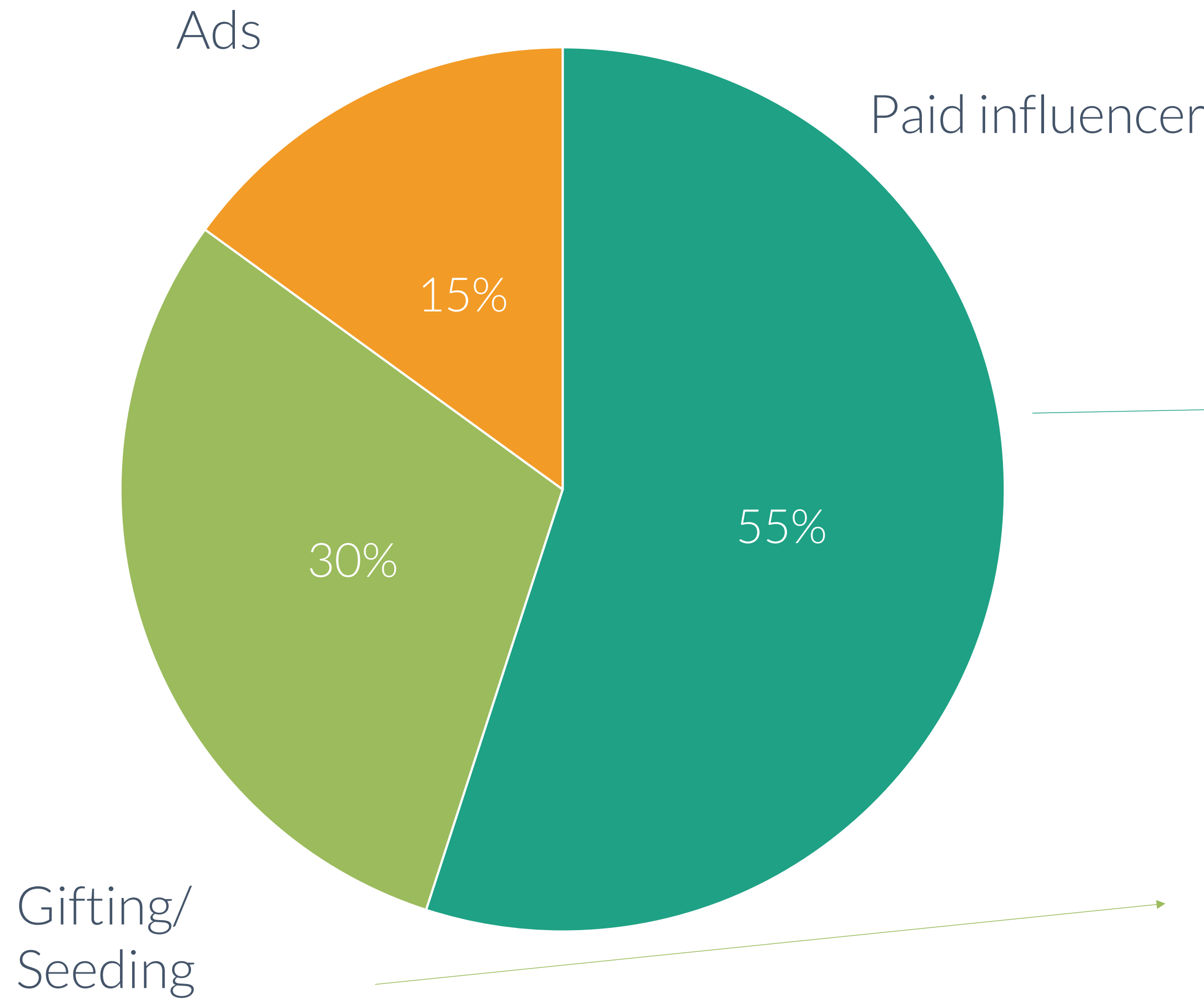
- Lucky draw could bring surge of traffic
- Good way to promote new product launch
- Don't do it too often



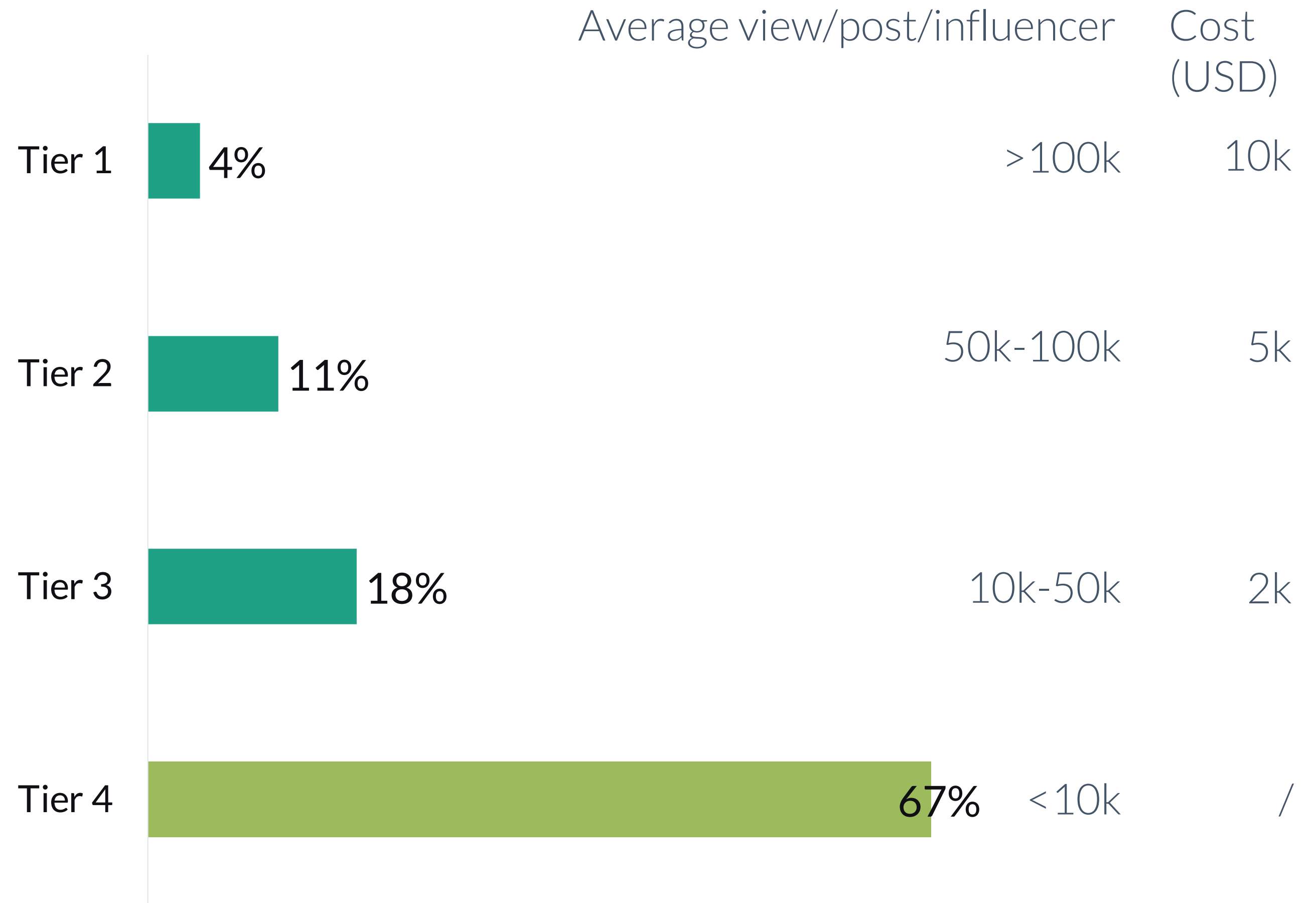
Influencer Strategy

A typical Red campaign strategy

Typical Red campaign budget allocation



Influencer size distribution



How to find influencers?

Little Red Book's official KOL platform

<https://pgy.xiaohongshu.com/solar/home>

- Search by industry, tags, followers, price, gender & location
- 10% service fee
- Not all the influencers are listed, some requires contact via private message
- Can rank by follower, price, but not rank by active followers
- Precise measurement for marketing value

Good to place an order

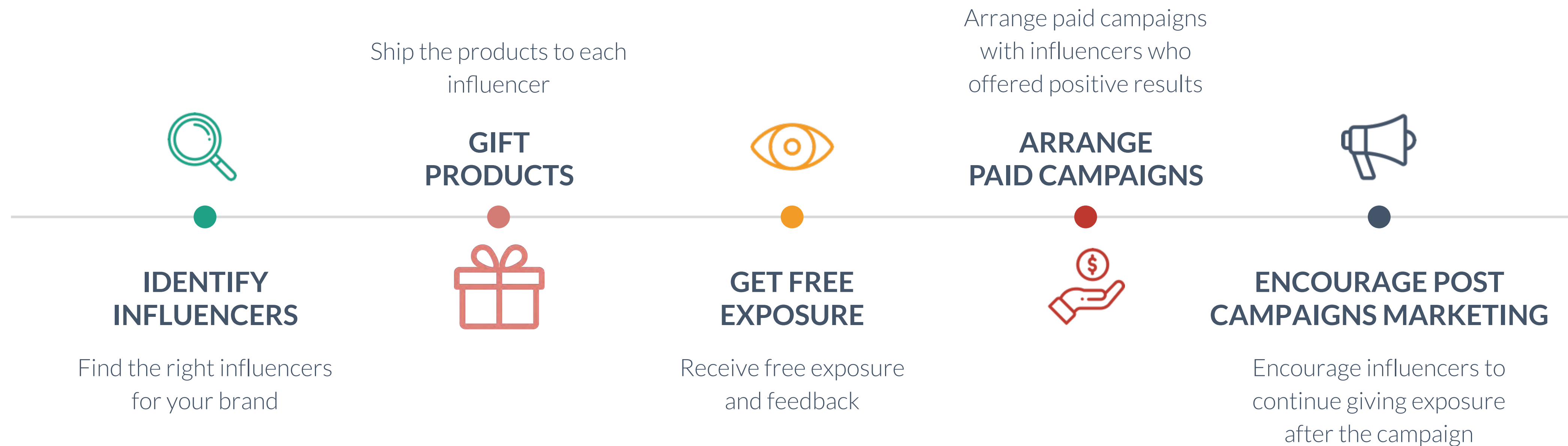
3rd party website to estimate the cost and find influencers

<http://app.qian-gua.com/#/search/list/blogger>

- More influencer listed
- Able to judge by the active followers
- More specific targeting
- Can only provide an estimate pricing

Good for research

KOL collaboration starts with gifting followed by paid campaigns



Celebrities can be the perfect target for gifting on Little Red Book



Zhou Bichang 周笔畅
Tier 1 celebrity, singer,
winner of Super Girl Voice
national competition
Weibo followers: 32 million
Seeding brand: Alighieri



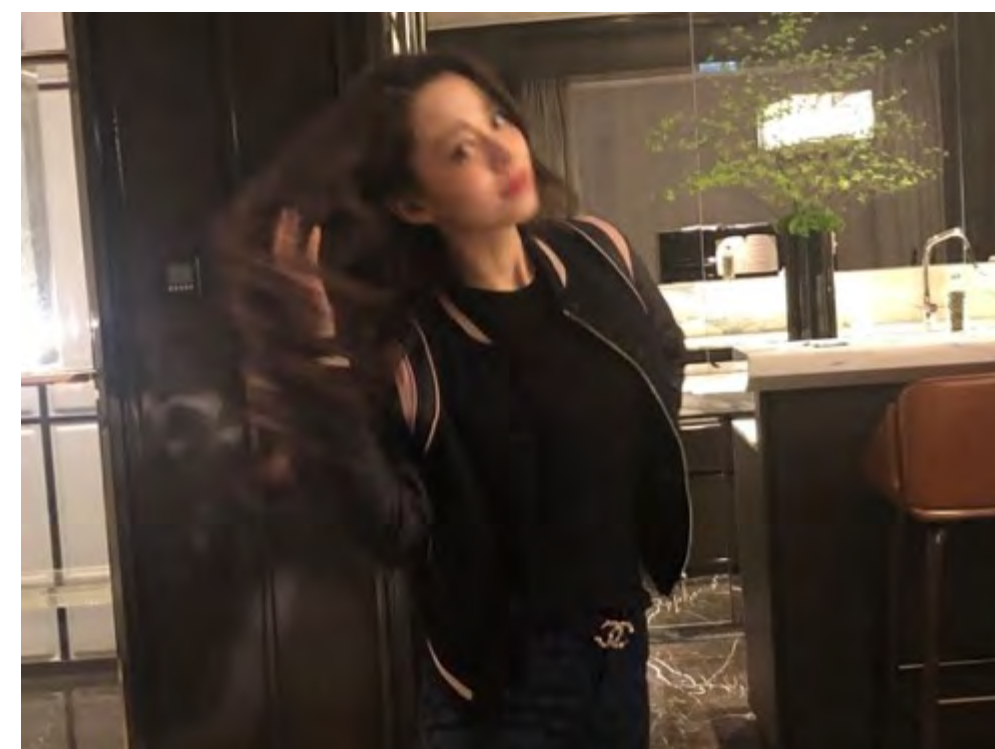
Jiang Shuying 江疏影
Actor, known for TV show A
Servant of Two Masters, and
movie So Young.
Weibo followers: 21 million
Seeding brand: Alighieri



Fu Jing 傅菁
Pop singer and actress, top
singer in Rocket Girl 101
Weibo followers: 10 million
Seeding brands: Trench London,
Botkier, Hunter Boots



Meng Meiqi 孟美岐
Top tier pop music artist
Celebrity of the Year 2019 by
Beijing News
Winner of show Rocket Girl 101
Weibo followers: 24 million
Seeding brand: PD PAOLA



Gina Alice 吉娜·爱丽丝
A singer and a pianist, Lang Lang's
wife.
Sings in Frozen 2, All Is Found
Weibo followers: 1.3 million
Seeding brand: Trench London

Celebrity gifting typically generates millions of impressions via TV channels and thousands of likes/reposts on Chinese social media

Seeding is a smart way to engage with KOLs and gain traffic



1044 417



Lovers' Look 农夫与辣妹的夏日 Look!

3894 1248

Case study: Hunter

Context:

- Monthly gifting around 4k USD worth of products to influencers on RED

Marketing value:

- Seeding post's marketing value reaches 20K USD per month
- Some of the most engaged posting of Hunter are created with seeding
- Long-term branding value

We collaborate with showrooms and celebrity stylist



Case study: Vitaly

Context:

- Targeting musicians and artists with streetwear style
- 40 influencer seeding per month

Marketing value:

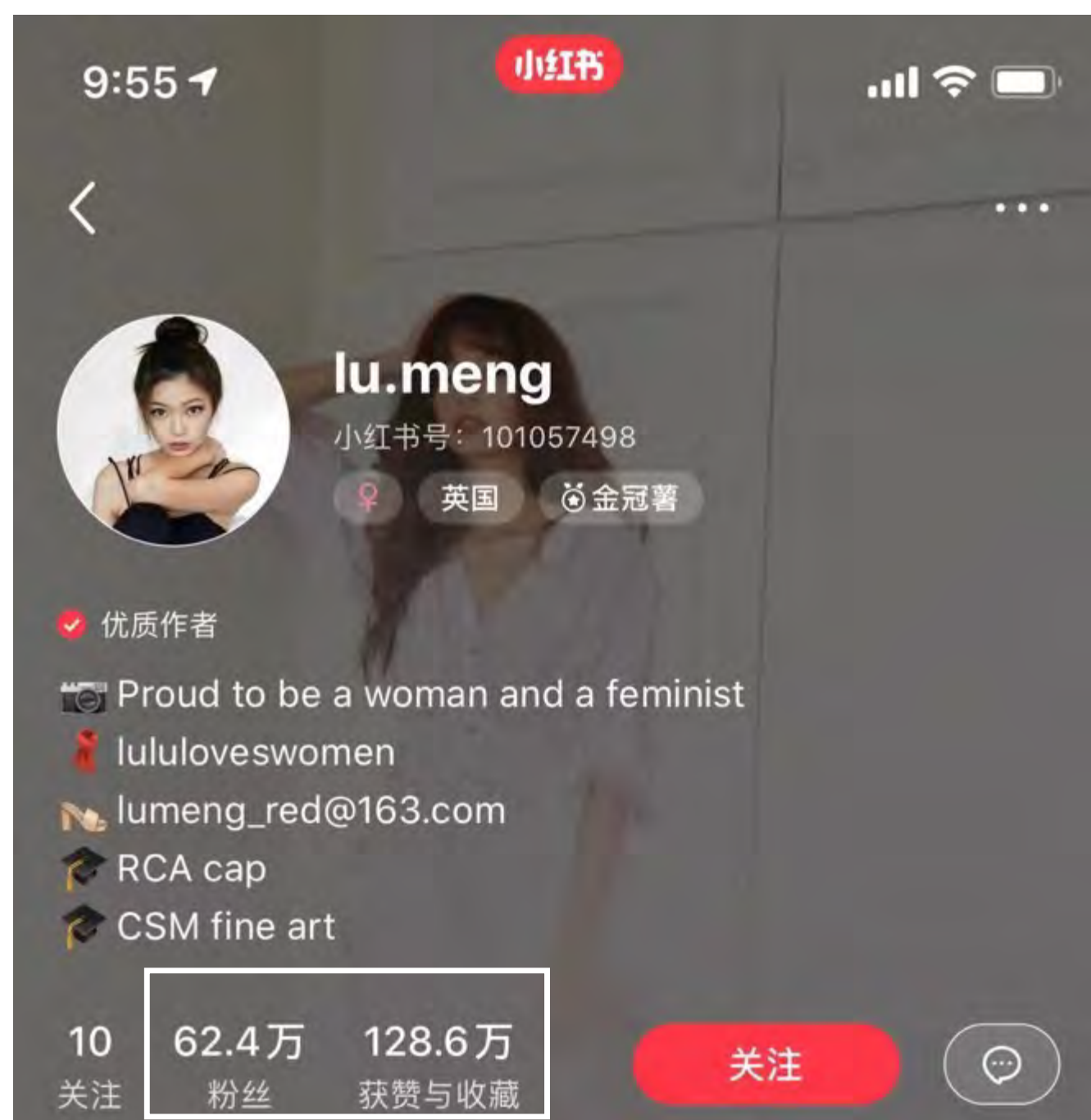
- Average of 20% organic sales growth in 6 months

♥ 9168

💬 6367

Our paid influencer selection criteria: Strong engagement

1. Engagement / Follower ratio > 2
2. Average post engagement >200
3. Real comments



Follower, engagement amount



Real comment often contains
specific product information

Live-streaming?

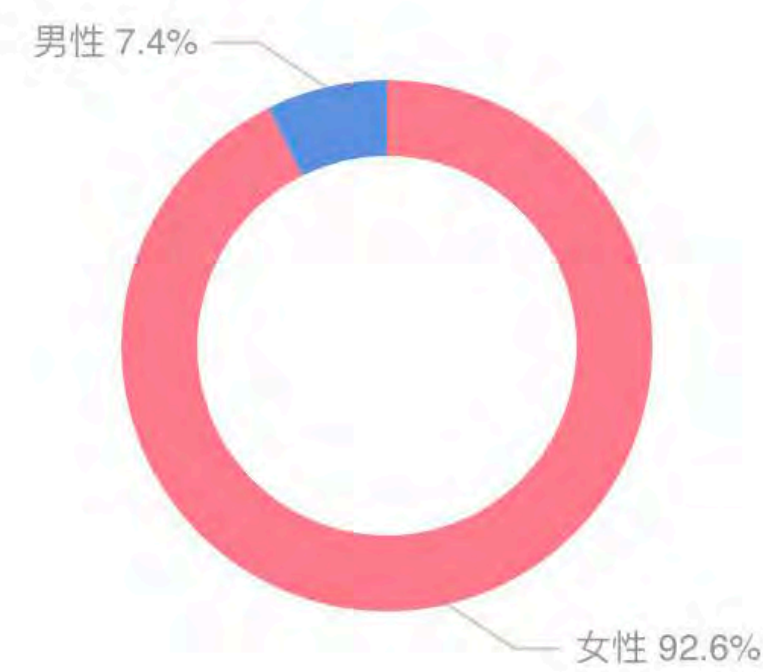
Only high-quality influencer
would have live streaming

Our paid influencer selection criteria: Follower demographic

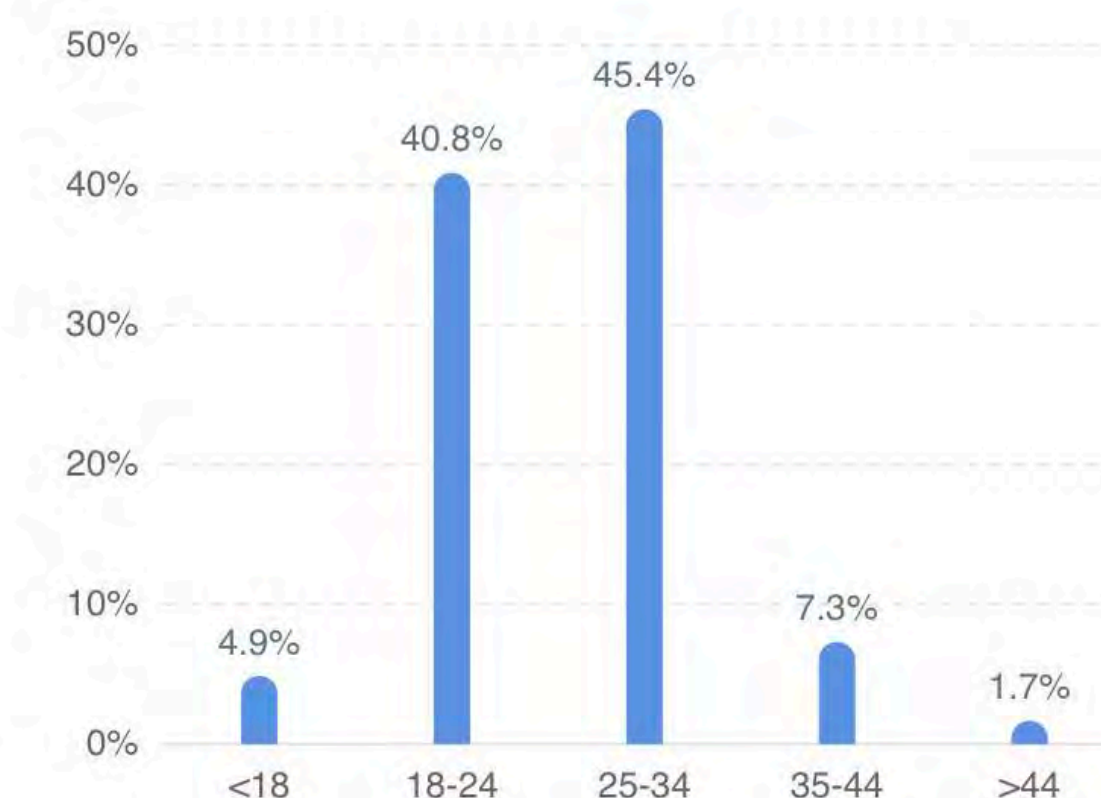
Strong follower growth in the last 3 months



Gender



Age



Find out which influencer is performing best for your own brand and competitor's brand

KOL name	Location	Followers	Note	Posting time	Like	Comment	Bookmark	Link
Harley_真	斯里兰卡	33524	平价包包合集 学生党 百搭时尚设计感	2021-06-01 18:11:32	4086	37	1653	https://www.xiaohongshu
MiuMiukoi	冰岛	122602	小众包包合集 不撞款系列	2021-06-09 18:32:03	2666	49	1893	https://www.xiaohongshu
一颗土豆呀	中国	6155	Maybebaby近期搭配私物分享 (二十四)	2021-06-08 00:26:47	2096	29	828	https://www.xiaohongshu
Milly米粒	广东 深圳	824783	一周7天穿搭 日系简约柔美风 裙装合集	2021-06-05 20:17:00	1225	205	580	https://www.xiaohongshu
来酱在东京	日本	571508	30+日系OL的一周穿搭 私藏小众·日本品牌	2021-06-04 21:50:42	891	230	306	https://www.xiaohongshu
关大宝	中国 北京 朝阳	227275	夏季通勤穿搭 简约休闲的日常搭配 4套look	2021-06-08 17:35:08	788	55	455	https://www.xiaohongshu
五月伊娃	中国	154987	沉浸式开箱新包包 大牌平替便当包(polene)	2021-06-12 16:01:12	723	60	556	https://www.xiaohongshu
CatherineGuan	中国	755110	新包开箱!!这法式的精致感真的是太鲨我了!!	2021-06-09 19:48:07	379	139	185	https://www.xiaohongshu
大双双Hailey	上海 徐汇	241836	奶茶色系小众品牌包包分享 好看兼顾实用	2021-06-01 12:15:14	314	189	73	https://www.xiaohongshu
高高大王	江苏 南京	193677	简约纯色包包合集 耐看不过时的经典款们	2021-06-12 11:00:47	286	21	108	https://www.xiaohongshu
卡布奇诺惟小姐	上海 浦东新区	141671	金融小姐姐 6款上班包包 900-3K 简约百搭	2021-06-06 17:54:28	270	41	168	https://www.xiaohongshu
D表姐	北京	142274	【100个小众包】第60-63个包包	2021-06-15 18:27:48	229	25	48	https://www.xiaohongshu
小小雯儿	China	399498	夏日上班穿搭 8套同色系温柔干练通勤风	2021-06-15 15:51:36	215	39	78	https://www.xiaohongshu
知心	北京 朝阳	152921	小众设计师包包分享 千元轻奢·通勤·约会	2021-06-14 19:27:02	208	38	153	https://www.xiaohongshu
MiuMiukoi	冰岛	122602	小众包 一只写着气质二字的包包	2021-06-03 21:08:10	179	79	70	https://www.xiaohongshu
Channel8	中国 河北 秦皇岛	53950	沉浸式开箱·自带法式滤镜的百搭通勤包	2021-06-04 11:00:00	172	46	108	https://www.xiaohongshu
怎么了小姐姐	深圳	22205	夏天是属于凉鞋的 好穿不累脚宝藏单鞋	2021-06-01 20:22:29	167	20	96	https://www.xiaohongshu
penghunana	浙江 杭州	470005	近期购入的心爱包包! 妥妥的喜欢~	2021-06-14 18:29:09	162	36	56	https://www.xiaohongshu
林小雨的生活记录	中国 北京 朝阳	74512	被夏天的颜色治愈 夏日短发甜美穿搭 轻盈舒适出门的秘密	2021-06-01 16:51:59	145	127	47	https://www.xiaohongshu
潘达Kiki	中国 广东 广州	43085	夏日短发甜美穿搭 轻盈舒适出门的秘密	2021-06-03 18:44:43	136	58	89	https://www.xiaohongshu
乔卡Joika	上海 黄浦区	1204407	1~3k小众设计包包合集 日常通勤质感拉	2021-06-06 12:04:56	128	51	76	https://www.xiaohongshu
Roxy	上海	67565	玻璃森林 小黑裙夏日穿搭	2021-06-05 18:24:01	127	26	75	https://www.xiaohongshu
卡布奇诺惟小姐	上海 浦东新区	141671	都市丽人 海军蓝收腰连衣裙+杏色浅口单鞋	2021-06-08 17:57:21	122	46	41	https://www.xiaohongshu
巴黎老婆婆	中国	42292	法式穿搭 端午节安康!小长假穿搭来咯	2021-06-11 14:10:31	119	18	54	https://www.xiaohongshu
鹿鹿MUMUIUM	上海 黄浦	106837	拯救废片 iPhone调色 手机排版 万能公式	2021-06-13 21:22:12	118	65	42	https://www.xiaohongshu
Haivy	中国 上海 静安	171891	OOTD 在旅游景点拍出高级时尚大片感	2021-06-01 15:59:45	113	81	22	https://www.xiaohongshu
Anjallalla	上海 浦东新区	106091	职场需要点睛色 / 把绿意穿在身上	2021-06-12 11:33:26	82	12	12	https://www.xiaohongshu
Achou叫阿丑	陕西 西安	39308	小个子撞色基础款 棉麻衬衫·半身裙·手提包	2021-06-15 19:04:50	59	12	11	https://www.xiaohongshu
巴黎老婆婆	中国	42292	618好物 品牌换季打折屯什么?法式基本款!	2021-06-15 20:28:25	54	3	19	https://www.xiaohongshu
LokiModi	广东 深圳	40579	穿上碎花长裙在城市里度假	2021-06-11 11:08:29	54	15	12	https://www.xiaohongshu
喵小琦Vicky	中国	30921	小众包08 如果我有 我一定all in所有颜色!	2021-06-07 20:18:01	50	14	42	https://www.xiaohongshu
橙大啊	广东 广州	88079	包包合集vol.1 3款时髦复古棕色包包	2021-06-09 17:37:54	47	21	17	https://www.xiaohongshu
Stacyshen	上海	72933	西装搭配 天再热也要穿的黑色 小西装	2021-06-01 09:13:42	44	20	5	https://www.xiaohongshu
喵小琦Vicky	中国	30921	伊芙丽 复古又时髦的一周通勤穿搭之蓝色系	2021-06-06 20:30:01	43	12	17	https://www.xiaohongshu
Jenny66	广东 深圳	62020	夏日包包分享 3只高颜值·彩色翅膀包开箱	2021-06-05 20:30:20	41	24	26	https://www.xiaohongshu
怎么了小姐姐	深圳	22205	近期爱用百搭包包分享	2021-06-10 17:25:22	34	12	5	https://www.xiaohongshu
MsSophieYan	United Kingdom	2241	伦敦咖啡 诺丁山新开的咖啡馆,白房子好美	2021-06-12 18:19:12	28	0	13	https://www.xiaohongshu
周米儿	中国	216850	新包开箱 法国小众牌POLENE的迷你包	2021-06-15 20:53:14	23	15	11	https://www.xiaohongshu
田中日菜		706	OOTD 日本女生的清爽系春夏实用穿搭	2021-06-04 19:16:12	18	0	11	https://www.xiaohongshu

- Find out who is the best performing influencer for you and your competitor
- Work with influencers with higher % of comment (strong engagement)

<http://app.qian-gua.com/#/monitor/keywordXhs/home>

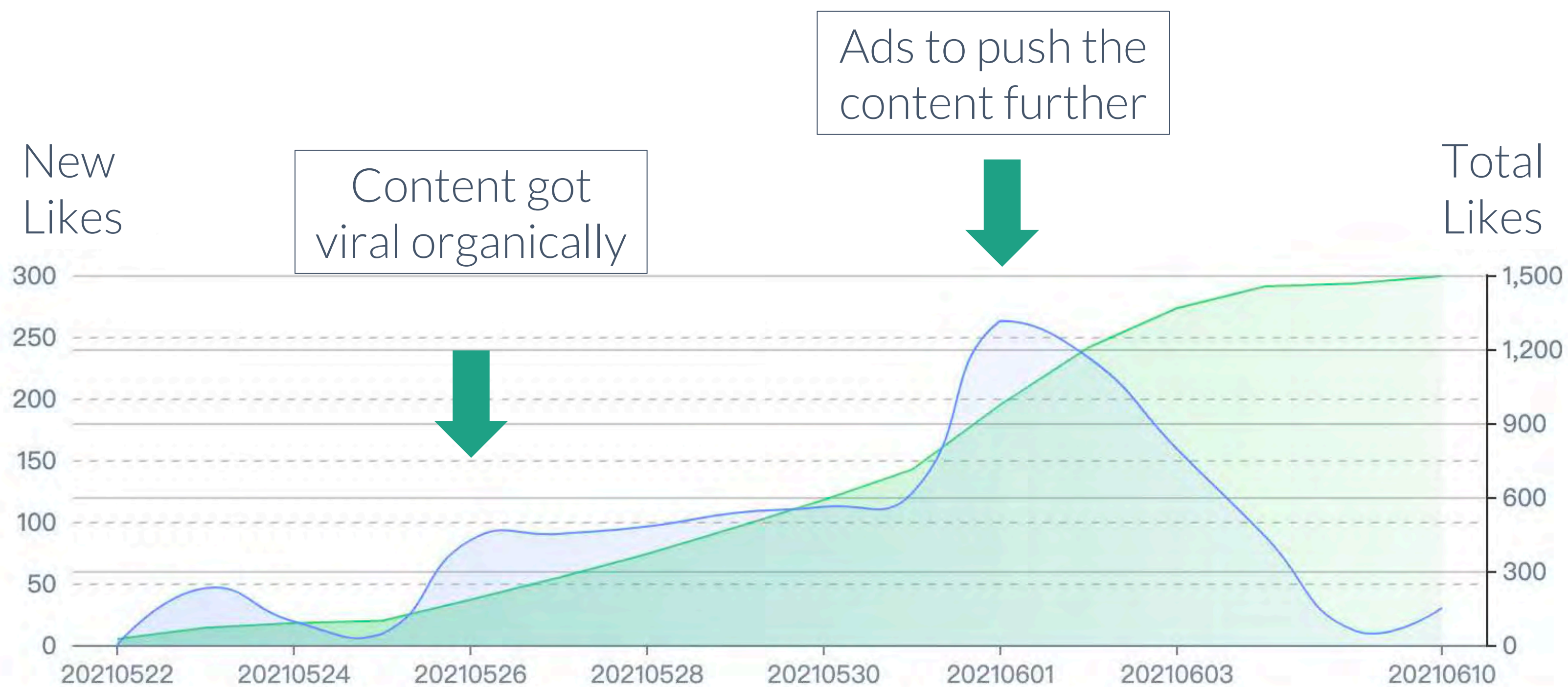
Make sure to brief the influencer

- Cover picture
- Matching influencer's personal style
- Key-word optimization
- Ads involvement if the performance is good



Advertising Strategy

Promote only the best content





3 types of ads

- Newsfeed ads for personal account
- Newsfeed ads for brand
- Search ads

General rule:
Spend 10%-15% of budget on ads



Newsfeed ads for personal account

- More expensive compared to branding ads 11 USD/CPM even for popular content
- Only lead engagement to the KOL's account
- Content appears more native



Newsfeed ads for Brand account

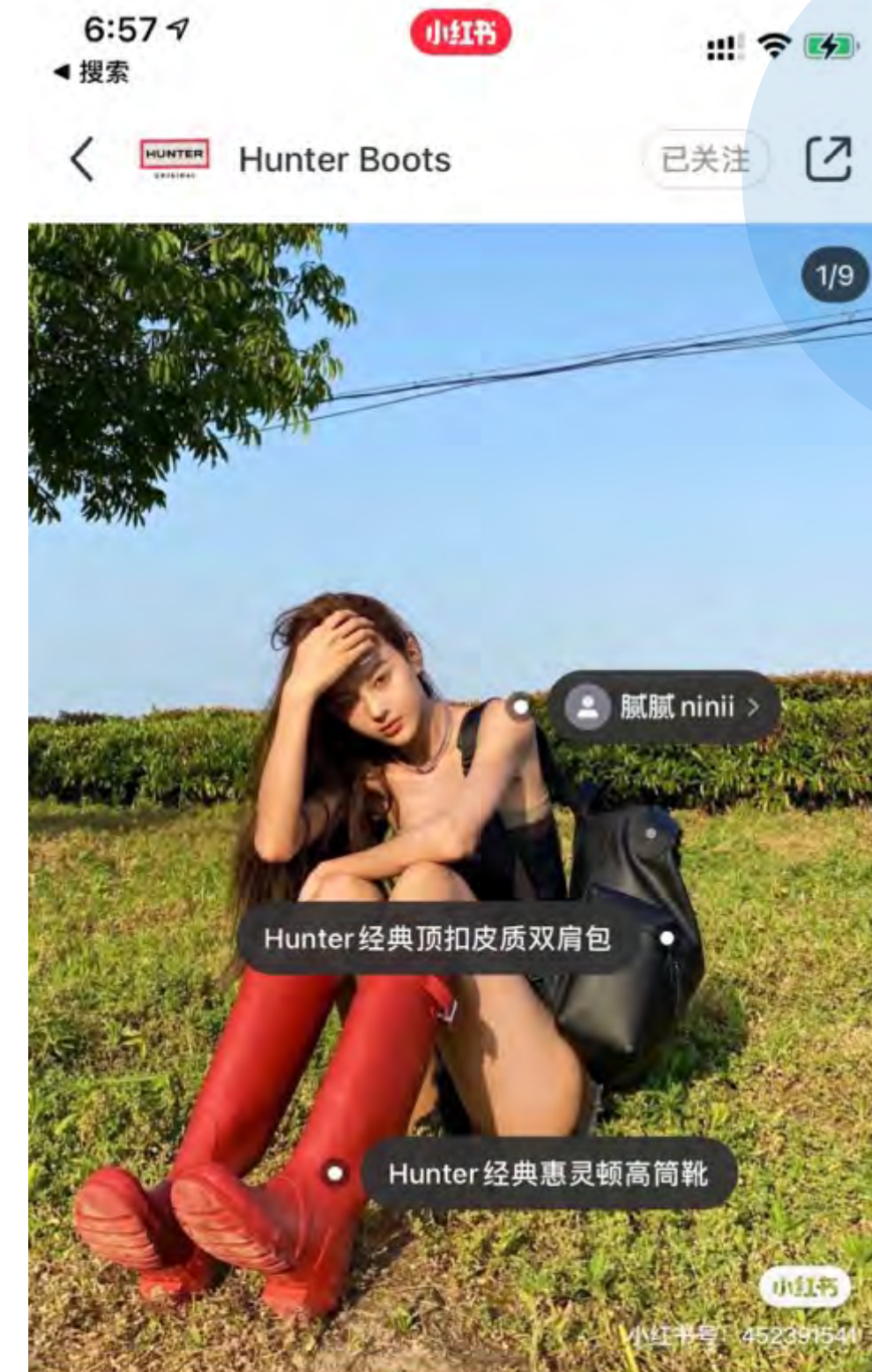
- Affordable cost (CPM/USD)
 - Beauty 2.5
 - Cosmetics 2.8
 - Mother & baby 2.5
 - Fashion 1.9
 - F&B 2.2
- Average CTR is 2-5%
- No specific targeting, can only limited to general category of less than 20 category

General rule:
Spend 70% of ads budget on newsfeed ads

Ads Content Optimization - First image is rather important



5.64%
CTR



7.09%
CTR

博主同款时尚雨靴 | 从都市到户外, 自在探
险

放飞焦虑心绪, 逃离忙碌的生活
到户外尽享自在休闲时刻

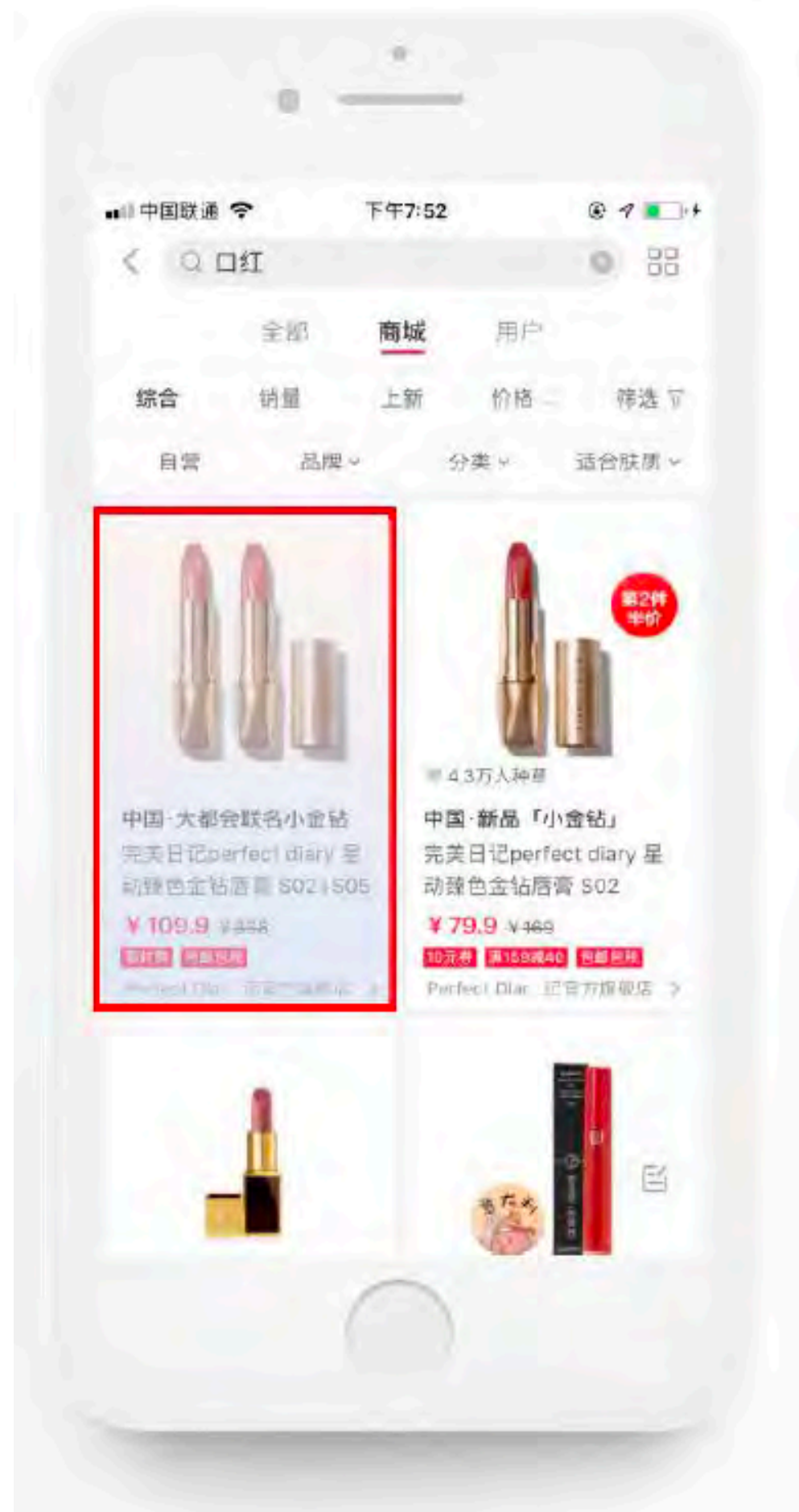
说点什么... 1493 470 81

博主同款时尚雨靴 | 从都市到户外, 自在探
险

放飞焦虑心绪, 逃离忙碌的生活
到户外尽享自在休闲时刻

说点什么... 1493 470 81

*CTR: click-through rate

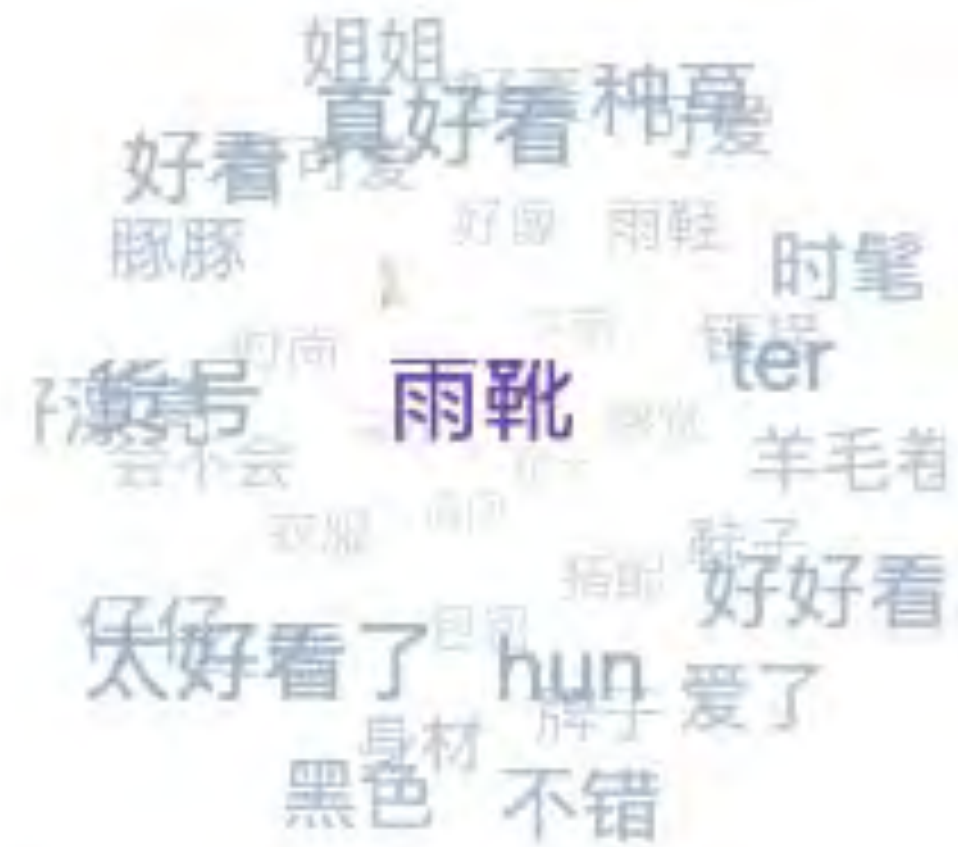


Keyword search ads

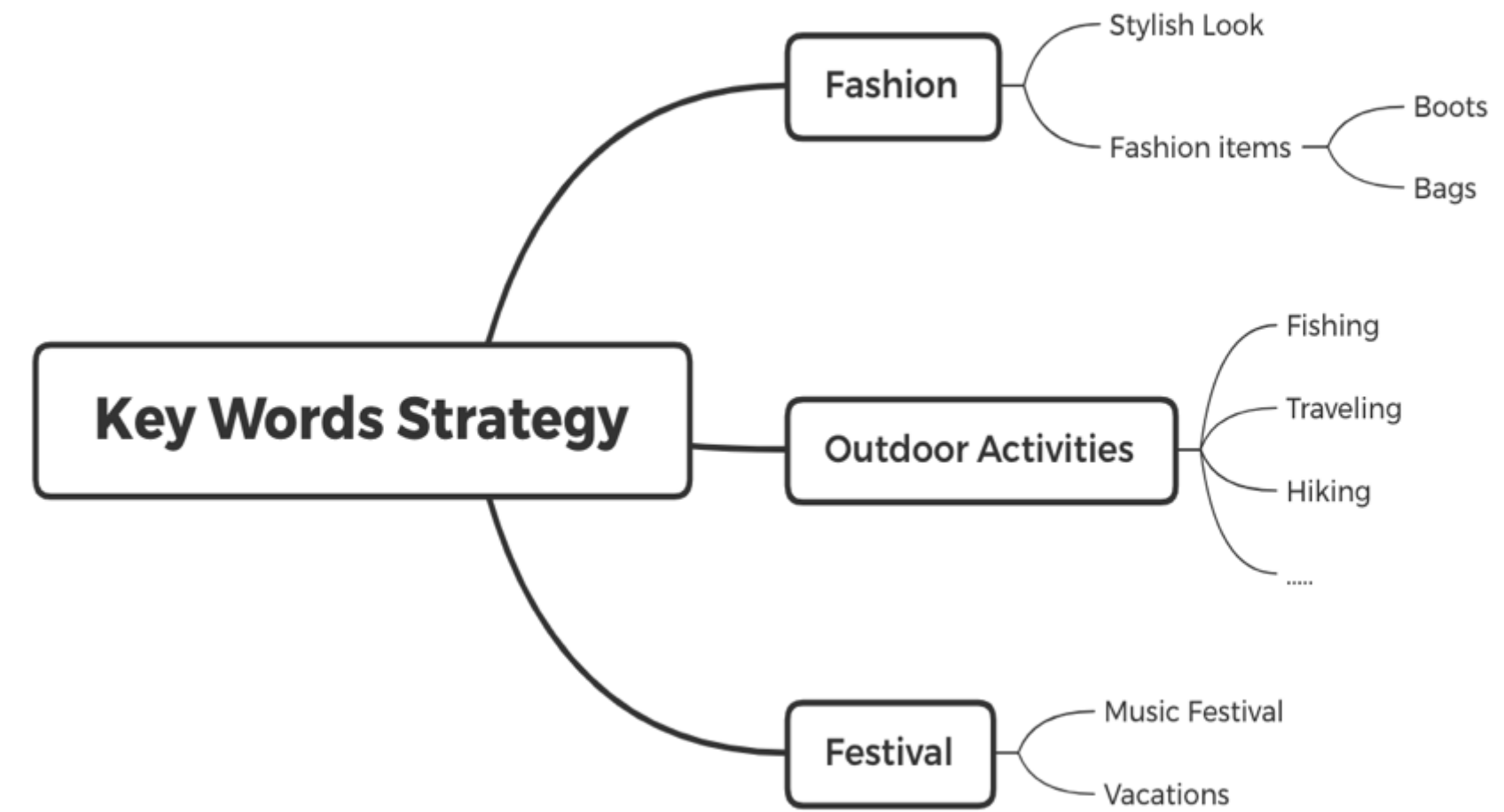
- Limited amt of traffic, higher cost (CPM/USD)
 - Beauty 13
 - Cosmetics 17.1
 - Mother & baby 8.7
 - Fashion 2.3
 - F&B 3
- Average CTR is 2-5%
- Can target specific keyword, but limited by the platform traffic

General rule:

Spend 30% of ads budget on key-word search ads



Get the Key-Word Cloud from the content backend, or Qiangua



Expand key-word search into different categories to test the traffic and the conversion rate



Store & live-streaming

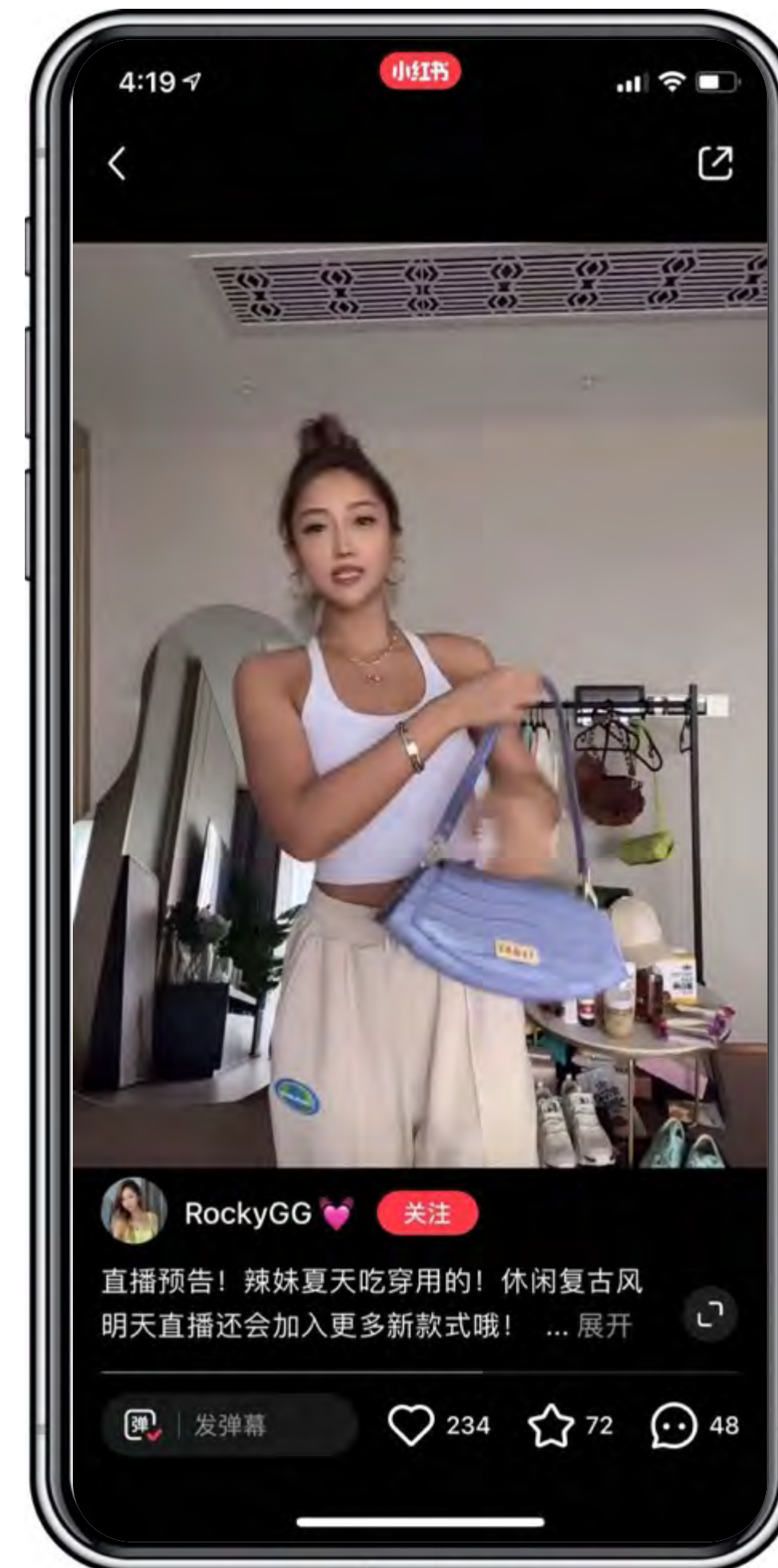


Requirement to create a Little Red Book store

Deposit	3,500 USD
Commission	5%
Commission if working with influencer	3%

Official regulation:
<https://school.xiaohongshu.com/rule/detail/5d69348b0000000000000000/5d6f36a161f779001d98e381>

Live-streaming campaign can efficiently reach new customers and drive sales



Why live-streaming?

- Immediate sales conversion!
- Commission based
- Great way to drive traffic
- Reach the most engaging followers

90% of Red store sales comes from live-streaming

Red Live-streaming target a niche audience with high purchasing power

Top Red influencer: AriaAndBrandon



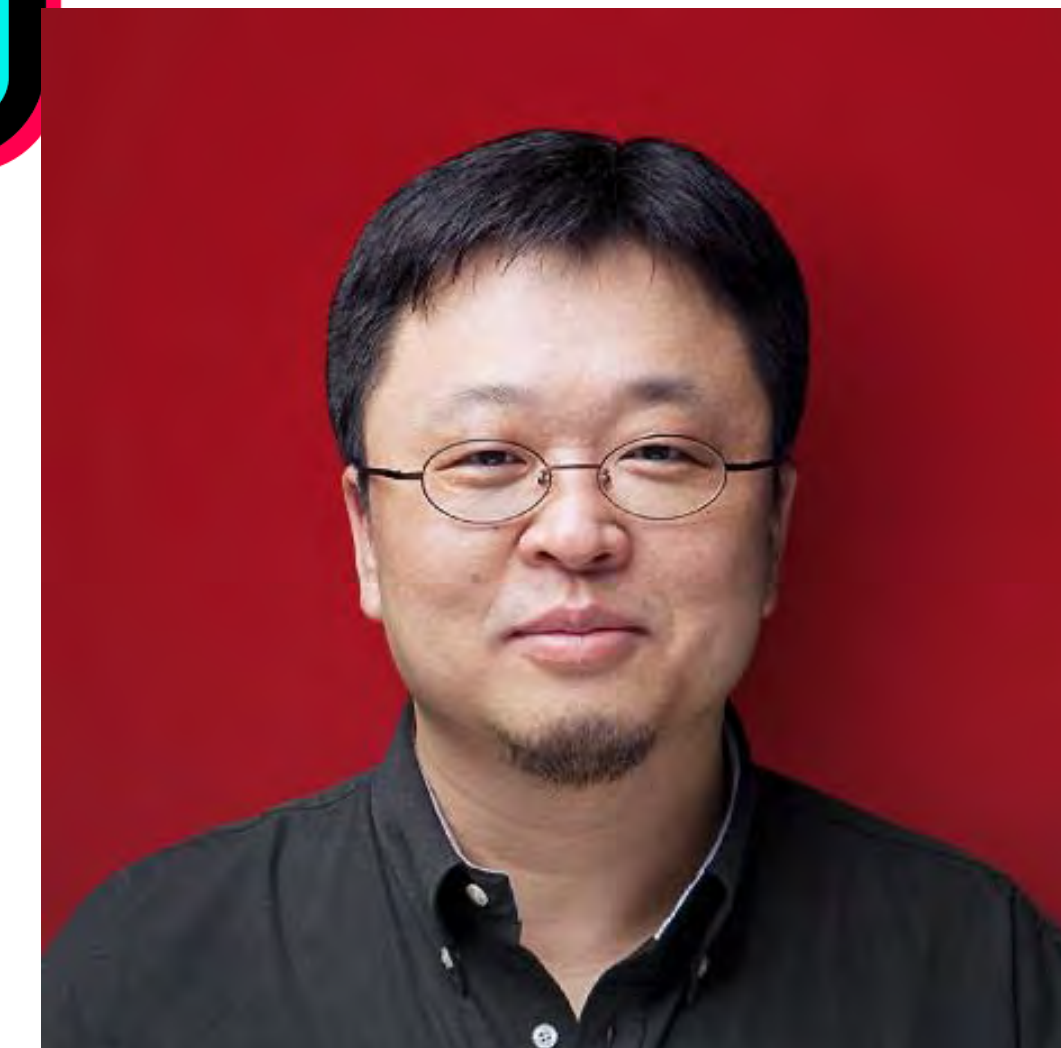
Top Red influencer: 爱臭美的狗甜儿



Top Douyin Live-streaming: 罗永浩



VS



Average sales per live-streaming
8k USD
Average order size
80 USD
Average audience / live-streaming
369k

Average sales per live-streaming
3.6k USD
Average order size
60 USD
Average audience / live-streaming
250k

Average sales per live-streaming
1.6m USD
Average order size
13 USD
Average audience amt / live-streaming
5 million

Source: Little Red Book backend: <https://pgy.xiaohongshu.com/solar/home>
Douyin data: <https://xd.newrank.cn/broadcast/lrm>, 2021.6.22

Live-streaming could bring huge impact to a brand ⁴⁰

1073 302



2 days before live-streaming
A video post to preview live-streaming brand

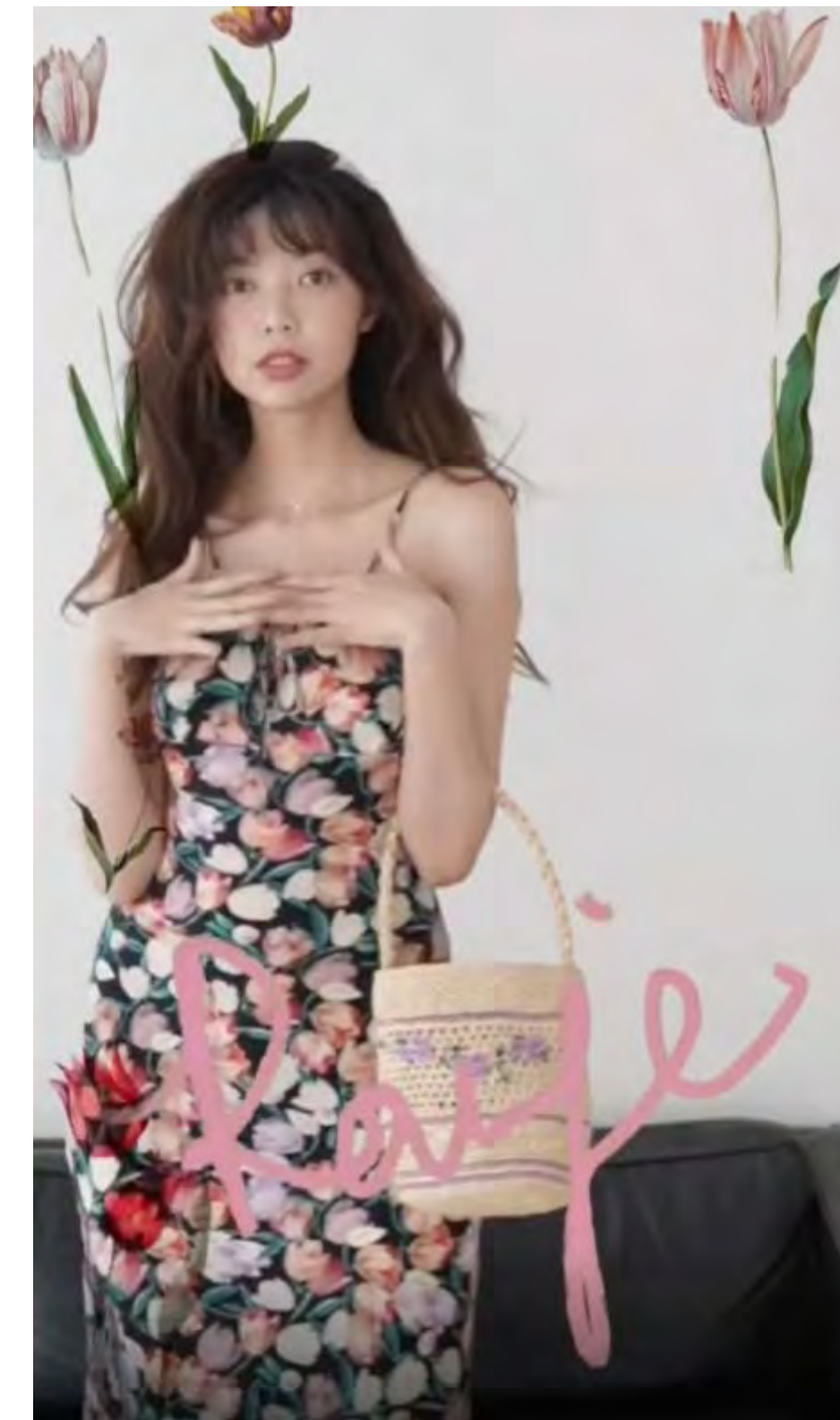
2749 360



1 days before live-streaming
A video post to preview live-streaming brand

L
I
V
E

8192 754



2 days after live-streaming, continue to posting videos

4 + posts during the next 2 weeks to continue promoting the brand

Rouje

We manage China social media and e-commerce operation for iconic French fashion brand Rouje
WeChat store, Influencer marketing, WeChat and Red content, Founder's personal Red account operation, Customer Service, Advertising

41,000

Brand Little Red Book followers after 2 months of operation

39,000

Followers on the founder's personal account in 2 months



Which brand needs a RED store?

- Brands with strong distributor network
- Brands with less than 5k Red notes

- Brands with strong Red performance
- Live-streaming within Red platform
- D2C brands
- Cross-border stores for tax/policy benefit

Distributor

BY FAR	30k notes
LANCÔME PARIS	700k notes
SK-II	300k notes
adidas	350k notes

Brand store

apm MONACO	70k notes
PERFECT DIARY	320k notes
Aptamil	30k notes
Swisse	90k notes

E-commerce purchase often happens outside of Little Red Book



Source: Quest Mobile, 内容电商研究报告, 2019.5

Little Red Book operation could lead to follower growth and sales conversion

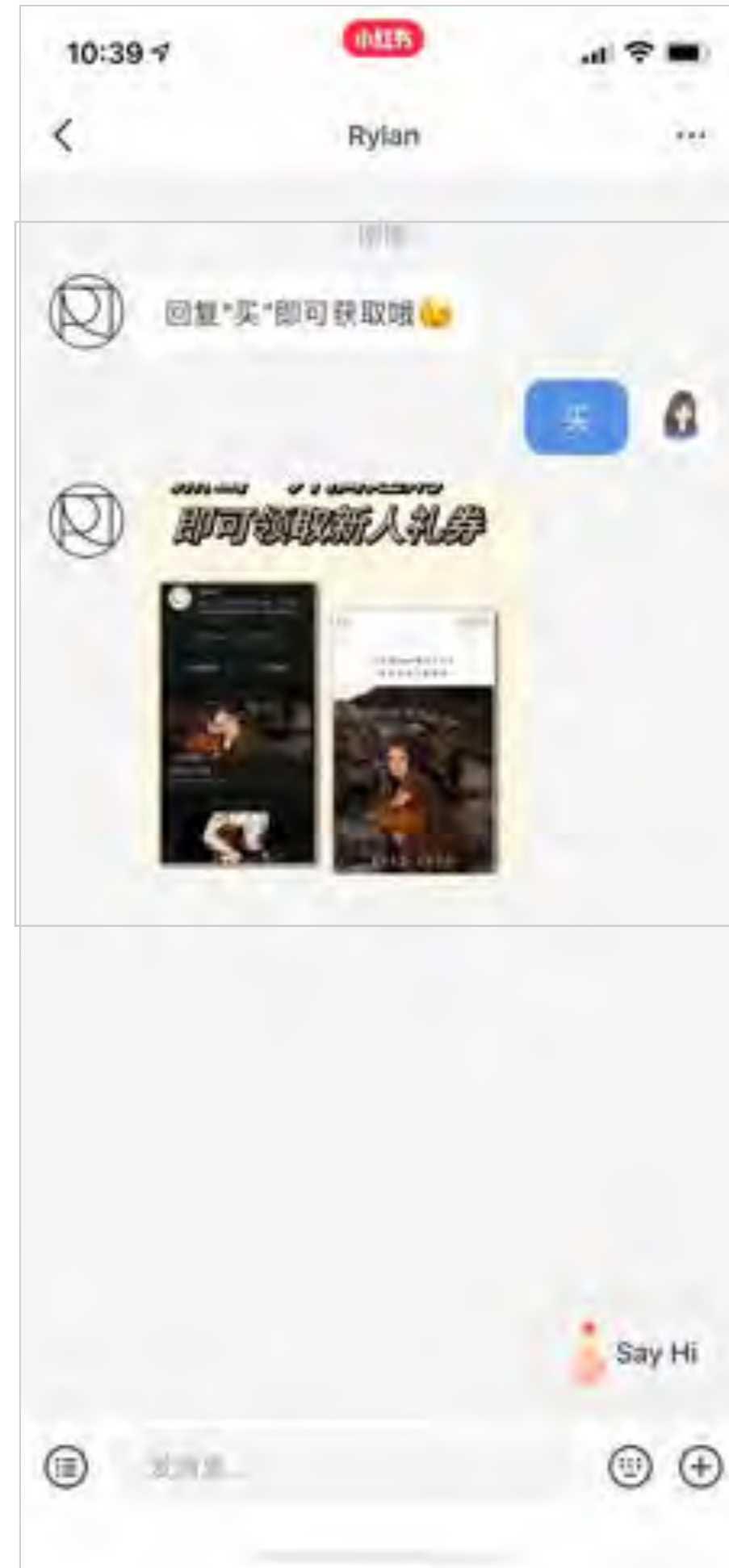
Fist post, add sales channel in the picture



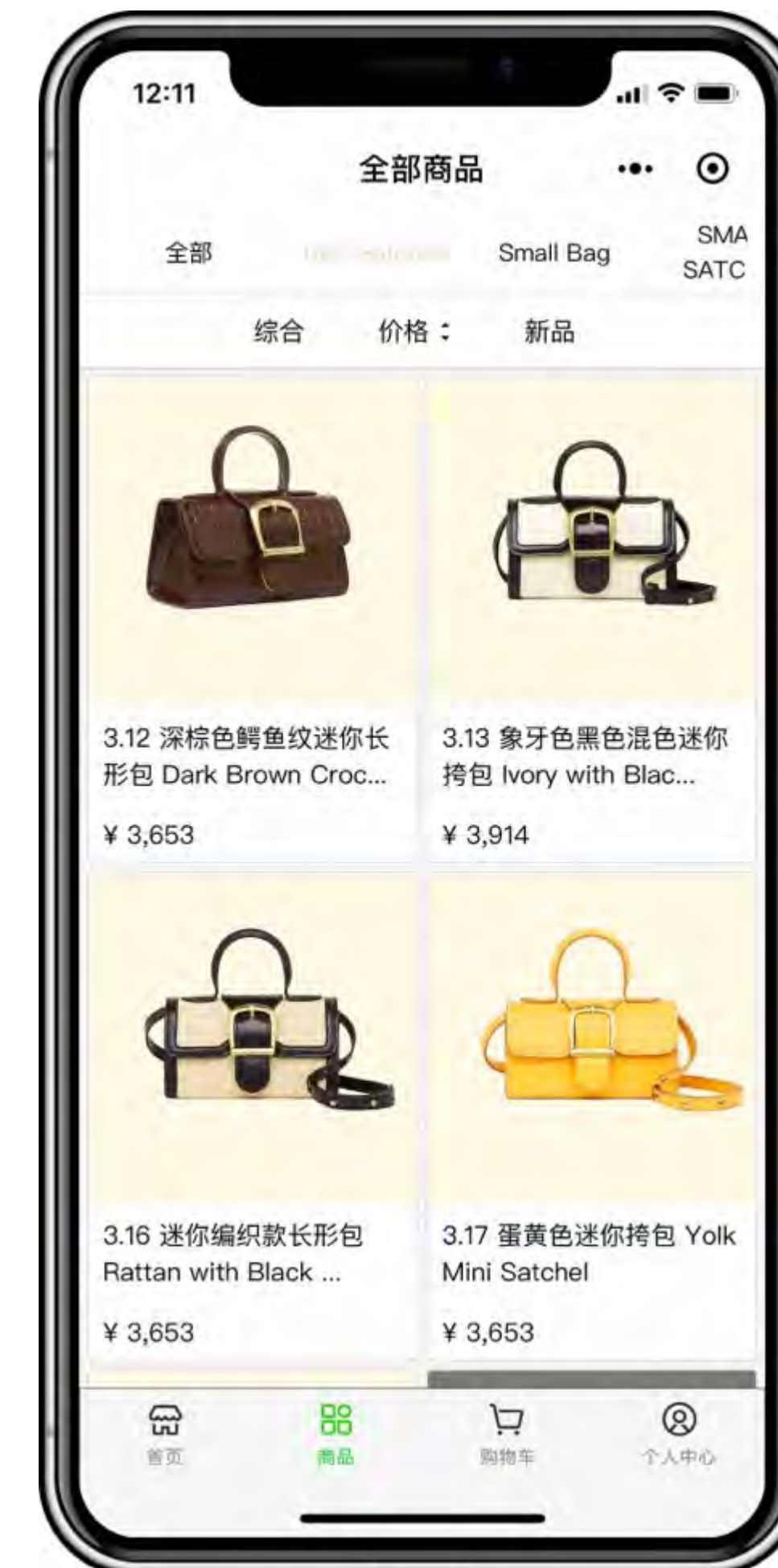
Encourage private message



Send coupon for sales channel



... And drive traffic from Red to your official store





Conclusion

Conclusion

- Little Red Book is a great platform for product discovery and user generated content
- Red content can be manipulated via specific tactics just like SEO
- Influencer campaign is the most effective way to drive traffic and convert sales
- Suggest to invest 10% into Red ads during a campaign
- E-commerce conversion happens via live-streaming and directing traffic to other marketplaces

Contact us

info@walkthechat.com