November 2020

Social Media Usage in Lower Tier Cities - China

"Lower tier city consumers rely on online channels for every step when shopping, from learning what is on-trend to keeping in touch with brands, from selecting and purchasing products to sharing their shopping experience. For brands seeking to penetrate the lower tier market, it is important to build multi-functional platforms ...

September 2020

低线城市：社交媒体使用习惯 - China

"低线城市消费者通过社交媒体来实现从了解消费趋势到深度接触品牌，从选购产品到分享消费经验的全过程。对于想要打入下沉市场的品牌来说，打造将资讯、娱乐、社交和购买融为一体平台和内容尤为重要。就平台而言，实现场景化、呈现高密度信息的社交电商平台和提供多样化的本地服务的品牌购物社群是品牌提升销量转化的重要战场。在内容和形式上，贴近消费者生活并提供过程体验的视频会能他们带来更多临场感和代入感，而有拼劲的博主会增加带货的感染力和说服力。品牌可以着眼于帮助消费者实现他们的'网红梦'，提供更精准、更人性化的推荐，从而建立起品牌与用户之间的双赢关系。"

– 邵愉茜，初级研究分析师

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