

# Traffic password!—Marketing strategy analysis of more popular posts

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**Abstract.** In the process of information dissemination, users' demands and content views become the network traffic needed by platforms and practitioners in the micromedia industry. However, there are certain differences in the traffic and data of different videos on the same topic. Therefore, in order to gain more traffic, bloggers usually adopt strategies to increase the uniqueness of their content by creating geographical differences and updating their posts at a high frequency. However, the extent to which these strategies actually work and the exact comparison of their impact have rarely been researched. Therefore, this paper chooses to adopt a data analysis approach, selecting information about the videos posted by the same beauty blogger on Red Notes, including the number, IP address, and video content as the analyzed variables, to analyze the possible factors that lead to differences in traffic. The conclusion is that the video traffic of beauty bloggers mainly depends on the choice of the theme of their videos, the focus of the audience, and whether the way of expression is simple enough to understand, while the IP address of videos does little contribution.

**Keywords:** traffic, marketing strategy, factors, bloggers, analysis

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## 1. Introduction

The rise of the Internet era has led to the emergence of new consumer entertainment concepts, in which short video as an emerging entertainment mode has rapidly occupied part of the market. Short video has the characteristics of concise content, diverse forms, rapid dissemination, etc. As the most convenient form of content in the mobile Internet era, the use of fragmented dissemination makes it a platform with traffic, and at the same time, it also provides a new channel for brand sales [1, 2]. The content disseminated over mass media is itself a kind of information that attracts audiences, and its ultimate goal is to encourage and drive consumption. At the same time, short video users have become accustomed to this fragmented content consumption mode, where users can browse a large amount of content in a short period of time and make quick decisions, which makes the fun and attractiveness of video content the key to attracting users [1]. The content disseminated through mass media is itself an appealing message to the audience, with the ultimate goal of encouraging and driving consumption. As of June 2024, the size of China's Internet users was 10,996.7 million, and the Internet penetration rate reached 78.0% [3, 4]. Some users are gradually attracted and become "influencers" and "bloggers", and this group of people has a strong ability to realize traffic and a high ability to sell goods, which can guide the consumption behavior of fans [5]. The "influencers" in different fields have their own professional advantages, such as appearance, expression ability, and dressing skills. They attract potential fans by posting content such as original video works on social platforms and maintain certain interactions to maintain fan loyalty [6]. Meanwhile, on the basis of having a certain number of fans, they continuously increase the viewing data of their video content to deepen the impression of users on themselves, so as to obtain relevant income.

Different from traditional social platforms, RedNote takes publishing of daily life and sharing of shopping experience as its core content, and pays more attention to user experience and user stickiness, forming a User-Generated Content (UGC) community [7]. The UGC community means a user-generated content community, in which users can share their own content. RedNote has thus won the favor of some influencers and bloggers. In addition, as a field where people have more daily contact, makeup has gradually occupied a place on the Internet, especially the derived beauty short videos and related terms of that, which have a relatively large scale of audiences. Among them, beauty short videos refer to short videos that focus on makeup skills and cosmetics. They occupy an important position in the Internet short video market, mainly including various types such as recommendation of cosmetics, pony, knowledge sharing, creative plot and so on [8]. Beauty bloggers are online users who share the content. Influencers, RedNote and beauty makeup are all indispensable elements in peoples' life, which are especially

important to relevant we-media workers. Therefore, this paper uses the method of data analysis to study the possible factors that cause the difference in the flow rate of beauty bloggers in RedNote, so as to assist the we-media workers in selecting and determining the content with the relevant conclusions drawn.

## 2. Research method

In order to control the variable of "video content", this paper focuses the research object on the specific theme and group of "beauty bloggers", and on this basis, an in-depth analysis of the factors that determine the flow of bloggers.

Because the concept of "winning by quantity" does not only exist on the network platform, for example, when writing an article, some authors will list hundreds of references to prove the universality and advanced nature of the article content [9]. Similarly, bloggers may try to get more attention by creating an image of "positive" and "active" by updating their notes frequently. Therefore, the exploration of this article will cover the analysis of relationship between the bloggers' number of notes and their traffic. Secondly, the IP address is an element that could be noticed easily except video title and text. What's more, the regional inferiority emphasizes the inferiority caused by regional differences because of their hometown and origin [10]. Therefore, bloggers may take advantage of this psychology to attract users attention by changing their IP addresses to novel and fresh locations (such as Iceland, Shibuya, etc.) or to cities and countries that have been highly concerned (such as Beijing, Tokyo, London, New York, etc.). In addition, even if the video type is positioned as a "beauty and makeup", the traffic will still be different due to the specific content of the video. We don't know whether a recommending video is more popular than a product evaluation one. Therefore, the impact of specific video content on traffic will also be discussed in this paper.

### 2.1. Collection and processing of the data

According to the account ranking of the beauty sector in June in the index area of RedNote on the "new rank", this article selected the top 100 beauty bloggers on RedNote, and then collected all the videos released by the 100 bloggers in June 2024, which is a total of about 26,800 videos. Then, the specific information of the collected videos is counted and collated. The collected video type include beauty sharing, makeup skills, product evaluation, etc. The first is to organize the collected data into the presentation mode of the Excel tables. To facilitate subsequent data analysis, data were classified based on the title, text, release time, region, topic involved, likes, number of comments and comment content. The number of likes and comments on the video often means the popularity of the video, that is, the traffic situation of the video. So the number of likes, comments, and the popularity mentioned later can be understood as the traffic of the video.

## 3. Descriptive analysis

### 3.1. Relationship between video release volume and video popularity

The relationship between video release volume and video popularity is one of the factors that analyze the relationship between video output and traffic. According to the number of videos published by the top 100 bloggers in the index section of the "new rank" in June 2024 during June 2024, as well as the total number of thumb up and average thumb up number of the videos.

Research shows that the more the total number of videos posted, the smaller the average number of likes is. Although this conclusion has the inevitable error and universality, the more video releases means the larger denominator, and the smaller the average likes will be. Nevertheless, there will still be outliers, such as the "Britney Old TianTian" account and the "Yuefeng Beauty official account"

The account named "Britney Old TianTian" has an unusually high average like value, while another account named "Yuefeng Beauty official account" posted a relatively large number of videos. The video content published by the two accounts was refined and summarized by using the title and the text respectively. Britney Old TianTian's video content is clearly focused, respectively targeting the sharing theme and sharing object, namely base makeup products and makeup beginners. However, the content of the official account of Yuefeng Beauty makeup is more complicated. Although the main theme is still makeup, each video is scattered in the different fields, such as manicure, reading and modeling. And the video of the official account covers all professions, which is almost a wide range of output of all age groups.

Therefore, by determining the amount of video release as a variable, it is concluded that excessive video release will not achieve the advantage of "winning by quantity", but will be difficult to continuously attract users attention due to the decline of content quality. The more comprehensive the video is not the better, and bloggers focusing on the track track will get more users.

### 3.2. The relationship between the address of the video release and the video traffic

Due to the fact that IP address is a relatively obvious information related to bloggers and videos that viewers can obtain in addition to the main text and title, and regional differences may cause differences in people's psychological cognition, thereby affecting one of the ways in which people receive information and market regulation, this article chooses the IP address of video publishing as a variable to study whether the location of the video publishing address will affect traffic. Research show that in the video samples, the majority of the videos have IP addresses located within China, almost spread across various cities and provinces in China. The release regions of videos with other IP addresses abroad are mostly concentrated in Europe and the United States.

For bloggers with IP addresses in Europe and America, some of them will mention their current region in the title or text of the video, so as to try to gain traffic and attract the interest of the audience by creating niche features and differentiation.

Based on the distribution of IP addresses, the number of videos marked with the published area and the average thumb up amount in the video content of beauty bloggers are sorted out. Among them, bloggers with more likes and more video IP address changes include "Britney Tian" and "Winnie", and bloggers with moderate likes and more published regions include "linn 1", "Pu Yanyan (Qiqiu version)" and "Goupi Xiaoxianroubao". Conduct a word cloud analysis of the text and title of the above bloggers.

Online bloggers with more likes, such as "Britney Lao Tian Tian", hardly mention place names in the video content, while those with less likes, such as "Pu Yanyan (Qiqiu version)", mention place names much more frequently than other bloggers. These bloggers may attract some fans by pointing out their IP addresses, but relying on this approach to attract attention is not a permanent way.

Therefore, compared to constantly changing IP addresses, carefully sharing and continuously improving video quality are better choices for obtaining traffic.

### 3.3. Relationship between likes and number of comments

In order to analyze the relationship between video themes and traffic, this article selected the top 5% of videos with approximately 1000 likes and comments each, and conducted word cloud analysis on these content with good traffic. High traffic videos have commonalities in topics, involving high-frequency topics such as affordability, saving money, good products, newbie/easy, makeup, skincare, etc. Because women pay more attention to the topic of beauty, this paper ignores high-frequency words such as girls and sisters in the analysis.

In the virtual community, the essence of fans consumption behavior of web celebrity marketing is not to pay for the goods, but to pay for their self-projected values and life attitude or way they want [2]. For example, in the era of material things, people are most concerned about the cost performance of money and products (including direct marketing by merchants and recommendation by beauty bloggers). So those who directly mention the keywords "parity" and "save money" in the title or text of the video will receive relatively more attention, because they project lifestyles and attitudes that maximize the benefits of most peoples money.

In addition, the videos of beauty bloggers all lock the audience of the videos in the makeup newcomers, and summarize and summarize the video content with the words such as "simple". The clear directivity of this audience may be based on the default cognition that "beginners seek advice more frequently on the Internet". In addition, because short video users are accustomed to fragmented content consumption methods, people are more accustomed to fragmented information and simple and easy to understand information transmission methods, so simple content and makeup methods will be more popular with the audience.

## 4. Conclusion

Through this series of data analysis, it can be seen that the flow of the video mainly depends on whether the video owner is focused enough, whether it instill the impression of "parity" to the audience, whether it is simple and easy to understand, and not related to the IP address of the video release. Therefore, suggested by beauty makeup bloggers represent many social media platform on the blogger in making video need to improve the quality of their video as the primary goal, through the main audience through clear video content, choose good and enough focus on the video product introduction and expression is clear and understandable. These concerns are ways that can actually help beauty bloggers get more traffic and attention.

However, this paper only selected a video sample of 100 bloggers on the RedNote platform for analysis, and the representativeness may not be enough. Also, the results of the single-focused data analysis in June 2024 may also be biased, because the data may be affected by special factors, such as politics and trends. In addition, the results of the beauty circle are not necessarily relevant, and the results of other circles may not be so. The subsequent research direction may increase the sample, change the video release time and circle theme, so as to get a more accurate conclusion.

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