

Original Paper

JiXiao Glaze Online Store Operation and Promotion Strategy to Discuss

Guohua Song¹, Hao Yan¹, Naiwen Bo¹ & Qiaoying Ming^{1*}

¹ Xi'an FanYi University, Faculty of Information Engineering, Shaanxi, Xi'an, China

* Qiaoying Ming, Corresponding author

Fund Project

2023 Xi'an FanYi University Students' Innovation and Entrepreneurship Training Program Project:
(Project No.X202312714095)

Received: January 21, 2024

Accepted: March 20, 2024

Online Published: April 04, 2024

doi:10.22158/ibes.v6n2p156

URL: <http://dx.doi.org/10.22158/ibes.v6n2p156>

Abstract

The rapid development of Internet technology, so that many merchants have to take advantage of the e-commerce platform audience to carry out the online business, although achieved a certain sales effect, but not ideal, the main reason is that the operation and promotion strategy of the online store is not in-depth study. Online store only find in line with their own operation and promotion strategy, in order to form their own radiation effect, and ultimately realize the operational goals. This study discusses the operation and promotion strategy of Liuli online store in depth, hoping that the operators can change their thinking and flexibly apply various operation and promotion strategies of online store according to the specific situation, so as to promote the good operation and development of online store. It is hoped that this study can provide reference for online store operators.

Keywords

Glaze, operational strategy, promotion strategy

1. Background and Significance

Glaze is made of quartz sand and refined at a high temperature of more than 1000 degrees Celsius, with various colors and crystal clear and brilliant quality. In ancient times, it was difficult for folk to get it, so people regarded glaze as more precious than jade. At present, the representatives of Liuli on the market are mainly the dewaxed Liuli in the south and the handmade Liuli in Boshan. The glaze mentioned in this article is the handmade glaze from Boshan. Boshan glaze is produced in Boshan

District, Zibo City, Shandong Province, and is a traditional Chinese handicraft. Its history can be traced back to the Tang Dynasty, and it has been a thousand years since then. It is famous for its exquisite craftsmanship, unique artistic modeling and rich cultural connotation. Bolshan glazed products include vases, fish tanks, tea sets, wine cups and lanterns, among which vases are the most famous. Because I want the cultural heritage and artistic performance of Bo Shan glazed products to be widely circulated, online shopping mode is booming in the era of big data, the author opened a glazed store named "Jixiao", want to make their own online store to provide customers with convenient and fast selling services, so for the operation of the store, the promotion strategy is analyzed and implemented in the hope of The establishment of a distinctive online glaze sales store.

2. Operation Strategy of Glazing Online Store

2.1 Consumer-Centered Product Classification Strategy

Consumers buy glaze mainly for home, decoration and art collection. Home glaze objects such as glaze ornaments, glaze lamps and so on are used for home decoration or enhancing home taste. Decorative glaze such as glaze wall stickers, floor stickers, etc. are used for the decoration of public space and commercial environment. Art collection glaze such as glaze sculpture, glaze painting and so on. The online store will be divided into categories of glazed products, and then subdivided into different consumer groups under the categories, such as children's models, teenagers' models, middle-aged and old-aged models, etc., and then divided into price ranges under the consumer groups, which makes it easy for consumers to quickly find the products they want in the online store, and then enhance the sales of the online store.

2.2 Daily Operation of Online Store

Online stores want to have long-term development, we must need to do a good job in the daily operation, I focus on the following points in the daily operation of the online store.

Pay attention to the platform rules. Especially in the festival, it is likely to suddenly appear new rules, so it must be based on the new rules to make

The corresponding adjustment of the online store sales.

Timely view, analyze operational data, pay attention to their own business categories of prevailing trends and sales adjustments.

Often check the top-selling products in the same category. Look at the title changes of the top-selling products and extract their keywords. Reasonable application of these keywords to optimize the title of their products, or the application of these keywords to do search rankings, etc., can have a positive impact on the sales of their stores.

Plan promotional programs in advance. Before each festival, you need to plan promotional programs in advance for backup. When planning, you can learn from the promotional programs of similar stores on other platforms.

Customer service message handling and after-sales issues. Respond to customers' messages in a timely

manner, courteous and kindly. Timely handling of buyers' reasonable after-sales claims, if the after-sales claims are unreasonable, but also to patiently give the reasons for not resolving.

2.3 Promotional Programs

Distribute red packets. For customers who value price in shopping, red packets are more attractive to them. Therefore, issuing promotional red packets is a good program. The red packet will be distributed on the home page of the store so that customers can see it as soon as they enter the store. You can also send the red packets to customers by email. Merchants can flexibly control the amount of red packets when sending red packets.

Giveaways. Psychology tells us that people tend to prefer something they get for free, so we give away small gifts to capture the hearts of users to help us increase product sales.

Use store coupons. Proper use of coupons can boost store conversions. You can give out different numbers of coupons on store anniversaries and various festivals. The form of issuing coupons can also be diversified, such as: users participate in punch card issuance, new member issuance, fill out quality evaluation of the user to give issuance, lottery issuance and so on.

2.4 Personalized Customization Service

Personalized customization is to let users intervene in the production process of glazed products, make the pattern works specified by users, and users get the products and services matching their needs. Personalized customization can not only enhance the enterprise brand quality and culture, but also the unique attributes of the customized products can bring spiritual joy and personality satisfaction to consumers.

3. Promotion Strategy of Glazed Online Store

3.1 Platform Internal Promotion

The e-commerce platform will assess the merchants' behavioral norms and quantify them on a daily basis, so as to determine the search weight of the store. Compared with the most effective is the use of marketing and promotion tools for paid promotion, the platform receives the promotional costs for the choice of placing the goods for multi-frequency advertisement display, in order to improve the conversion rate of payment of goods, such as Taobao in the through train promotion.

3.2 Online + offline off-Site Promotion

The online store uses online plus offline mode to introduce traffic to the store. Specific practices are: offline store floor promotion, community set up activities, street stalls and so on to promote. Online will be published in the major short-video platform video publicity store, such as small red book publicity, jittering publicity, WeChat advertising, etc., so as to expand the popularity of the online store. Through the preliminary offline promotion, accurate retention of customer information, the establishment of customer groups, group sending attractive links, prompting customers to pay attention to the store, and then lead the offline traffic to the online. And then through the online output of valuable content for consumers, such as the maintenance of glazed products, discount coupons, group

coupons, etc., to stimulate consumers to buy. Multi-dimensional and multi-frequency reach consumers, leaving a deep impression on consumers, so that consumers are likely to repurchase, customer referrals, in order to increase the sales of this store.

4. Operation Data Analysis and Strategy Optimization from Time to Time

For practitioners in the context of big data, keep up with all kinds of store data, analyze the data, in order to keep abreast of the store operation process deficiencies and problems, and then combined with the current market environment and development trends, make up for the shortcomings, adjust and optimize the store's operation and promotion strategy, so that the store's sales can go up, and will be in the direction of their own desired direction of development.

5. Conclusion

The development and use of the Internet has brought great opportunities and challenges to the operation and promotion of online stores, which makes the operation and promotion of online stores more convenient, but at the same time, it also makes shopkeepers have greater pressure, that is, the operators of online stores are required to strengthen their learning, and master the various skills of store operation and promotion, and can combine with the store's actual situation and flexibility, in order to improve the effectiveness of the operation and promotion of the online store.

Reference

- Dong, Z. (2022). Research on Microblog Operation and Promotion in Public Libraries. *Science and Technology Information*, 20(23), 194-197.
- FANG, F., WANG, Y. F., LONG, L. Y. et al. (2022). Research on the Operation and Promotion of Regional Public Brand of Agricultural Products in Hunan Province. *Agricultural Outlook*, 18(12), 41-49.
- He, H. B. (2024). Research on brand promotion and operation under the background of network new media integration matrix--Taking agricultural products as an example. *Mall Modernization*, (06), 47-49.
- He, J. Z. (2021). Online store operation and promotion strategy based on WeChat public number. *Office automation*, 26(18), 29-31+11.
- Hua, J. T. (2021). Research on the operation and promotion strategy of agricultural products online store. *China Market*, (06), 133-134.
- Liu, G. Z. (2022). Research on Operation and Promotion Strategy of County-level Integrated Media Center. *Western Radio and Television*, 43(17), 209-211.
<https://doi.org/10.1080/01439685.2022.2149548>
- Tang, W. M. (2023). Analysis on Operation and Promotion Strategy of County-level Integrated Media Center. *News Culture Construction*, (15), 146-148.

- Xie, X. L., & Lin, S. (2023). Operation and promotion strategy of cross-border e-commerce independent station based on RACE model. *National Circulation Economy*, (11), 41-44.
- Zhao, X. (2023). Exploring the operation and promotion of WeChat public number in college library. *Science and technology information*, 21(07), 184-187.
- Zhou, Y. (2023). Research on the application of contemporary digital media technology in the operation and promotion of art museums. *Journalism Research Guide*, 14(01), 195-197.