

PRODUCT DESCRIPTION

Tangdou is a "tool + community + short video" product, focusing on becoming a square dance vertical video platform. Attract users' attention through PGC+UGC+UPGC, so the material should also be based on square dance, with both tools and social content.



ABROAD AREA



ABROAD CHALLENGE

- 1 Clients are more stringent in terms of launch cost and quality assessment.
- 2 How to find a new growth direction and realize the steady growth of user scale.

MARKETING GOAL

01

Improve the growth of target users;

02

Increase the retention rate for the next day.

MARKETING STRATEGY

Market analysis

Xiqu belongs to the blue ocean market for middle-aged and elderly users. There are no giant products on the mobile terminal. At present, the topic of Xiqu on the Douyin side has been broadcasted in the order of hundreds of billions. The content of Xiqu is very popular, so Xiqu will be the focus of increment.

Effect optimization

A/B test is used to test the material, combined with video data such as playback volume, effective playback rate, click TGI, etc., to test high-quality copywriting, BGM, dance moves, and video expressions.

Creative material

Through A/B test on the material from the four angles of video format, copywriting, dance movement, and BGM, the core elements of high-quality material are obtained.

CORE ACHIEVEMENT

10%



delivery costs: 10%

50%



seceondary retention rate increased: 50%