小红书
Xiaohongshu's overall framework and gameplay
Xiaohongshu Business Department

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Practical tips

01 Xiaohongshu overall framework

Xiaohongshu overall framework

frame

What is Xiaohongshu?	Community
What is a community?	People + Content
people	Merchants + Consumers + KOL/KOC
content	KOL/KOC+Advertisement+Comment
Brand goal	Get long-term and low-cost conversions
Brands can control content, self-produced content + private message replies + comment management	

02 How to play Xiaohongshu

How to play Xiaohongshu

First, there is a plan for delivery, then there is content

algorithm

Selling Points

Buried Words

Expert

Push Logic

ces=1 point for like + 1 point for collection + 4 points for comment + 4 points for forwarding + 8 points for following. The higher the score, the higher the ranking.

Selling Points

Product selling points Target audience Pain points

Keyword corresponding content

Brand words - product selling points, brand product collection Category words - product collection, evaluation, real sharing Competitive words - product collection, evaluation, real sharing Crowd/scenario words - product selling points, real sharing

Determine the ratio of reported and non-reported

Talent Planning

Expert type number selection script output notes

Delivery is to promote high-quality content with traffic

03 PKCKS methodology helps improve

How to obtain long-term and low-cost conversions on Xiaohongshu?

Xiaohongshu Publishing Methodology with High-quality Content as the Core-PKCKS

Product

Product launch strategy

Product features are the underlying factors that triggered the explosion of Xiaohongshu

Keyword

Keyword placement strategy

Search page keywords are key nodes that influence brand reputation

Content

Content delivery strategy

High-quality content and application routines greatly improve the efficiency of delivery

Kox

KOX delivery strategy

Choosing the right talent can make your advertising more effective

Schedule

Delivery rhythm strategy

Orderly delivery rhythm and orderly harvest

Product | What features of products are more likely to become popular on Xiaohongshu?

The probability of detonation decreases from top to bottom and from left to right

Just need + good appearance + low price + first level

E-commerce stores with high DSR scores

Products are more likely to become popular on Xiaohongshu

need	Brand characteristics	price	Supply Chain & Quality
Urgent need	High appearance	Under 100 yuan	Tmall JD DSR Rating
Non-essential	Popular among young women	100-500 Yuan	Corporate Store/C Store
	New and unique	Over 500 yuan	Direct supply
	Strong experience		
	High brand awareness		

Note: DSR refers to the dynamic rating of the store. After a consumer successfully completes a transaction on Taobao, Tmall, JD.com, etc., the buyer can rate the seller of this transaction in three aspects: whether the product is consistent with the description, the seller's service attitude, and the quality of the logistics service.

Keyword | The search page is the key path to forming brand product reputation and influencing user minds

More and more users use Xiaohongshu as a search tool

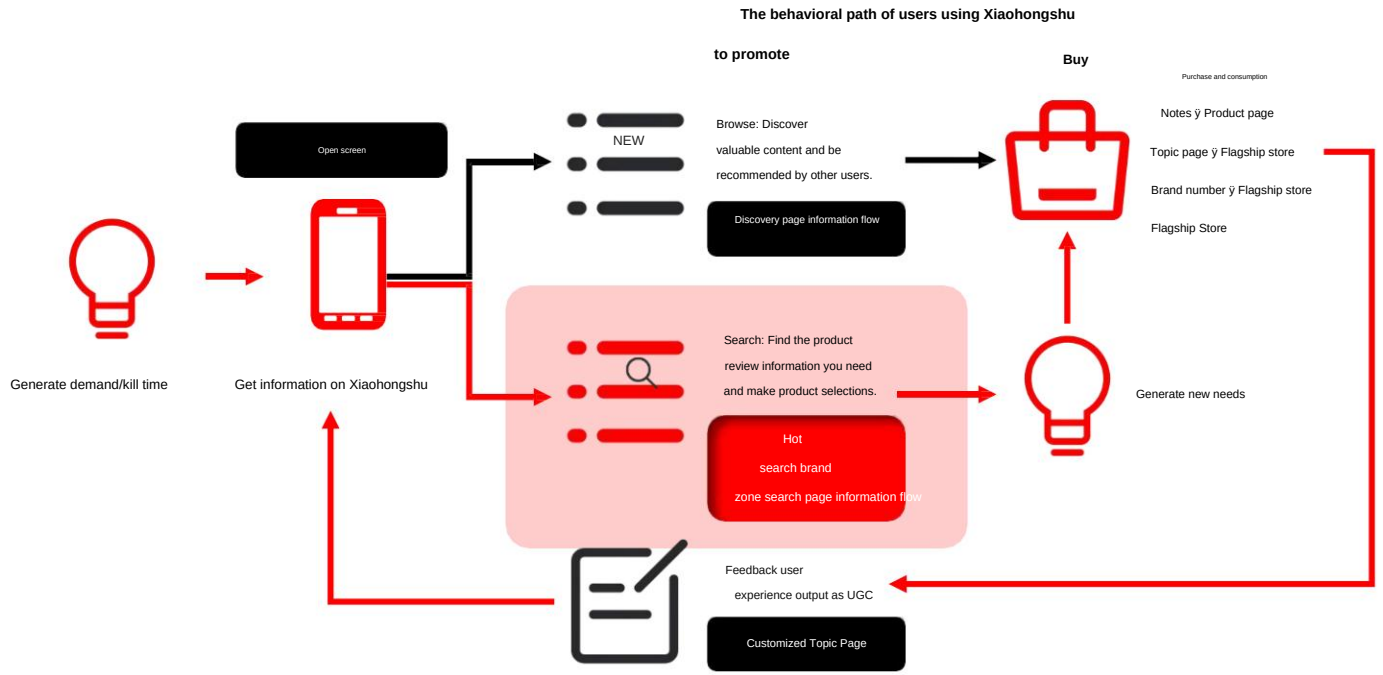
90% of Xiaohongshu users

Searched Xiaohongshu before purchasing

60% of traffic comes from search pages

Brand word collection/hot topic collection/category value keyword collection/brand landing page operation management

Searching for content is an important path for Xiaohongshu users



Keyword | Reasonable layout of keywords can effectively increase the probability of content being actively retrieved

Keywords are placed in the title and body of the note. 300-500 notes with the same keywords can form a hot search term.

What are hot search terms?

Hot search terms - Keywords with high user active search frequency are the notes

displayed at the top when Xiaohongshu users search for a certain keyword.

These are notes that contain keywords and have a higher recommendation weight (search ranking).

Characteristics of hot search words

There is a trend in popularity

values . Hot search terms and notes have fluctuations in popularity values, such as Women's Day, Mother's Day, Mid-Autumn Festival, summer, winter, etc.

The search volume for related content is relatively high during the node period.

Notes are systematically categorized

After the note is published, it will be tagged with a category by the system and pushed to relevant user groups.

It affects the classification of notes. If you want to push them to the target group accurately, try to choose hot search words that match the classification.

Keyword | Search plan 1: Brand word

Core user group

SEM mind occupation

Layout ideas: Different from the starting point of searching for brand words on Taobao, when users search for "brand words" on Xiaohongshu, they are most likely not familiar with the brand and hope to search on Xiaohongshu to understand the brand 's core selling points, user reputation, and overall strength. Therefore, please regard Xiaohongshu as the first step in brand SEM optimization. No matter what channel a user sees a brand and becomes interested in it, as long as she doesn't know the brand, she will most likely search on Xiaohongshu. We must grasp this most accurate new customer group and continuously educate and convey the information that the brand wants to convey in the way that users can most easily absorb - popular notes about the brand.

• Which words are brand words? How to set them?

Brand word: [Precise Match], grab positions 3, 13, and 23, and ensure the first position is online 24 hours a day.

Brand word extension: You can set it yourself in [Phrase Match] mode. For example: Set the phrase match of "Jindian". Due to the broad match, the ad will appear under more words. You can lower the bid appropriately to harvest relevant potential target new customers.

• Material suggestions?

Usually the click-through rate of "notes" is usually 2-5 times that of other materials (products, landing page front link pictures), so it is easier to occupy the first place with low click costs by using high-popularity notes! (Unless the brand awareness is high/all the notes in the first screen are brand-related notes with high popularity, then you can use product cards of core products with promotions and front link pictures with promotional information as the first material)

• Bid suggestion?

Refer to the recommended bid settings and use the ranking tool for brand words to ensure that you occupy the first place. After 2 hours, search for brand words to see if the 3rd, 13th, and 23rd ad positions are all your own brand materials, and make timely adjustments.

Keyword | Keyword analysis and optimization——brand word

清透波子杨梅！雅诗兰黛新品戏精唇膏 我没想到？？ ...

Luna为美妆倾家荡产 ♡1万

MAC单色眼影！沧海遗珠！黑糖红茶冻美晕了 说啥都...

老车同学 ♡8162

果然还是小直径自然款美瞳百搭好用👍 都在问小眼...

moody ♡1.2万

龚俊牌种草机 工作和胶原蛋白我都要 种草的Unichi小...

龚俊 Simon ♡3.3万

Notes for purchasing the brand's keywords need to have the brand name, product images with the logo, etc. in prominent positions such as the title and first image. They can be considered as product collection notes or promotional notes for the brand to attract customers with greater conversion potential.

Keyword | Search plan 2: core word

Core user group

SEM mind occupation

Layout ideas: Brands must understand the needs of users in each channel in order to do marketing most efficiently. When users search for "non-brand words" on Xiaohongshu, 90% of them already have vague needs. They hope to search on Xiaohongshu and understand what is currently popular, what everyone recommends, and what is fresh and interesting under this category/demand point. To cater to users' needs for information, translated into Chinese , use "highly praised notes" to intercept target customers, rather than forcing crude product selling points. (Tips: When you see that the 1st, 2nd, and 3rd positions of your core word search results are not high-heat notes, congratulations, you have obtained a bright and beautiful track, please be sure to take it decisively.)

- Which words are core words?

Core words are composed of the brand's core products, the main selling points of new products, and category words. Core words can also be large category words, efficacy words, crowd words, scene words, and any words that are necessary to occupy the mind can be core words.

ÿPrecise Matchÿ, grab the 3rd, 13th, and 23rd positions, and ensure that the first position is online 24 hours a day.

- Material suggestions?

Core words should be planned and embedded in the notes before the notes are created. Notes can be created in a targeted manner based on the core words and matched and delivered.

- Bid suggestion?

Refer to the recommended bid settings, and then use the ranking tool to ensure that you occupy the first place. After 2 hours, search for brand words to see if the 1st, 2nd, and 3rd ad positions are all your own brand materials, and make timely adjustments.

Keyword | Keyword analysis and optimization——core words

被姐妹疯狂追问的粉底液！！持妆一整天!

沙漠大干皮秋冬必备养肤粉底液！！

干皮救星粉底液！12h原相机测评！不p图

The above three notes all use the words **foundation and liquid foundation** as the core words. The notes under the core words are the notes currently promoted by the brand. In order to ensure high click-through rate and high conversion rate, the core word needs to be reproduced in the title or first picture of the note. For example: after searching for the word liquid foundation, when the user sees the above three notes, there is a high probability that he will click in to view them.

Keyword | Search plan 3: Competitive word

Competitors cut off

user groups! (See the cost of seeding CPE

Layout idea: the most worthwhile words to grab! The same logic applies. When users search for competing products on Xiaohongshu, it means that they are attracted by a certain promotional point of the competing products, but they don't know much about the competing products. So if the core target customers that the competing products have spent a lot of effort to attract can be grabbed, on the one hand, they can gain new customers for themselves, and on the other hand, part of the market budget for acquiring new customers will be wasted, which is double the happiness.

• Any suggestions on configuring materials for competitor keywords?

Choose different competitive product settings according to different product lines/selling points/effects: for example, if W brand's competitor in meal replacement shakes is S, then when purchasing the "S" brand word, you should choose high-heat meal replacement shake notes; if its competitor in probiotics is F, then when purchasing the "F" brand word, you should choose high-heat probiotic notes.

ÿPhrase MatchÿMode Configuration

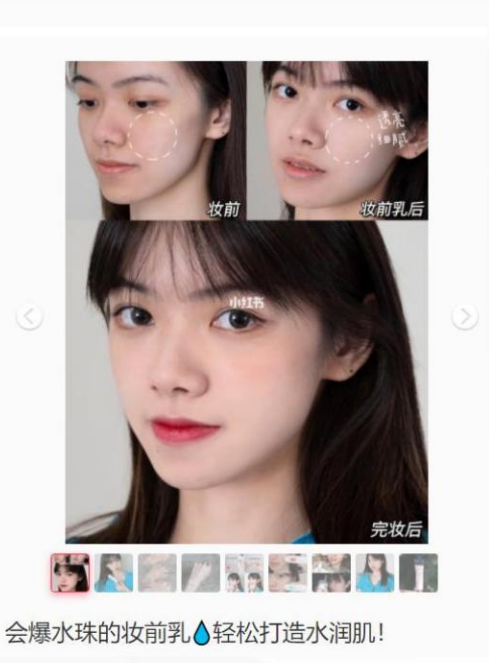
• How to assess?

First look at the click-through rate and click cost, and finally look at the CPE (cost of interaction)

Keyword | Keyword analysis and optimization——Competitive keywords

Competitive Words

Competitive Words



Competitive Words

When purchasing keywords for competing brands, be careful not to include the brand name in the title or first image, and focus on highlighting the product's features.

In order to ensure the effectiveness and effect, you can recommend products and brands at the end of the note, otherwise the keyword conversion rate will be low.

Keyword | Search plan 4: major category words

Potential new

customers look at the cost of seeding (CP

Layout ideas: Search is the beginning of precise seeding, and information flow is the continuation of seeding. The search population of large category words represents the precise high-potential population of the brand. The higher the position displayed in the search results, the higher the click-through rate of the note. By occupying the front row display of search terms and interacting with target users, there will be two benefits: 1. Since each person has a different face, it can leverage the brand's relevant display in the natural traffic of target users; 2. Increase the estimated click-through rate pctr of the note in the potential customer base and reduce the overall marketing cost.

- Which words are major category words? How to set

  The major category word and its related extended words form [Phrase Match]

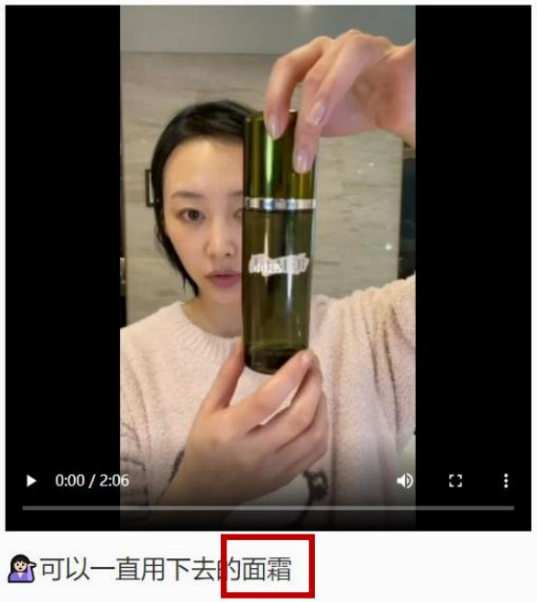
- Material suggestions?

  Highly popular notes with major category words in the title and first image

- How to assess?

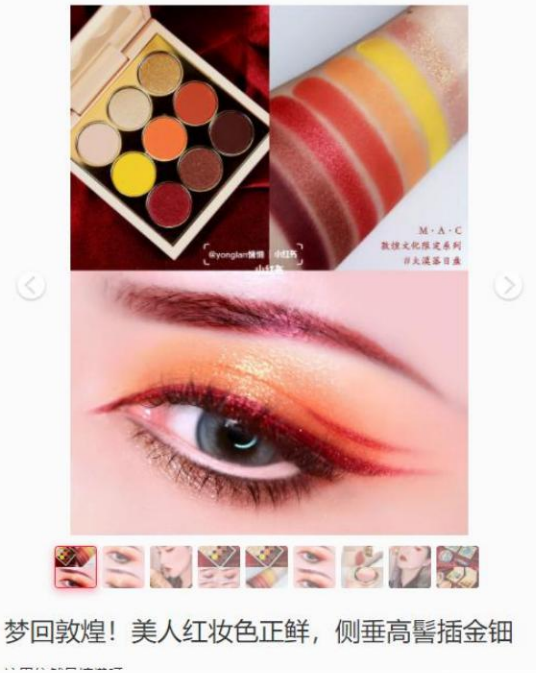
  First look at the click-through rate and click cost, and finally look at the CPE (cost of interaction)

Keyword | Keyword analysis and optimization——big category words



Face cream, face cream recommendation, skin care

Essence, Seasonal Repair Essence, Seasonal Essence



Eyeshadow, niche eyeshadow, non-powder eyeshadow

The note needs to have the category words in the title and the first picture (for example: essence that has been emptied many times, blush that is reluctant to throw away even after using the iron sheet, etc.) to ensure that it can attract users who search for related category words to click and view, thereby

increasing the conversion rate. If the note material is not enough and the core words related to the category have been purchased for the same article, you can consider expanding the core words (for example: eye shadow ÿ niche eye shadow, essence ÿ repair essence) as category words for purchase to save costs.

Keyword | Search plan 5: efficacy/crowd/scenario words

Potential new

customers look at the cost of seeding (CP

Layout ideas: When doing marketing on Xiaohongshu, you must understand the concept of "scenario-based marketing", that is, think about what kind of people and in what scenarios will use your products. Similar to the search population of general category words, target population-related words also represent the brand's precise high-potential population. The higher the position displayed in the search results, the higher the click-through rate of the note. By occupying the front row display of search terms and interacting with target users, the brand can be leveraged to display relevant information in the target user's natural traffic, increase the estimated click-through rate of notes in potential customer groups, and reduce overall marketing costs.

- Which words? How to set them?

  Related extended words based on efficacy, usage scenarios, and population characteristics. For example, what to eat during pregnancy, pregnant mothers, fat loss period, long sitting at work; for wedding photography, for example, what to prepare for the wedding, wedding preparation list, photo poses, etc.; [Phrase Matching]

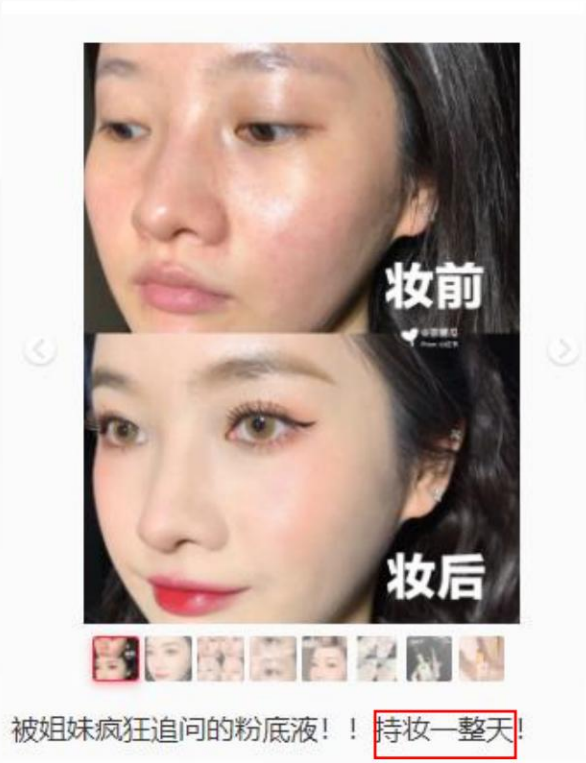
- Material suggestions?

  Function/population/scenario words should be planned and embedded in the notes before the notes are created, and the search terms should be set and expanded according to the plan.

- How to assess?

  First look at the click-through rate and click cost, and finally look at the CPE cost of grass-planting interaction.

Keyword | Keyword analysis and optimization——effective words



Notes need to be created around the specific effects of the product, and the specific effects of the product need to be introduced in the title, first picture, and content of the note, such as showing the before-and-after comparison (such as makeup, clothing and other WYSIWYG categories can use this method), introducing the ingredients and effects of the product, etc. This is to attract users to click in and view when searching for related effect words, thereby increasing conversion rates.

Keyword | Keyword analysis and optimization——crowd and scene words

油皮秋冬离不开的面霜！巨补水！不搓泥

沙漠大干皮秋冬必备养肤粉底液！！

夜忙星人必备护肤“咖po”，熬夜脸水亮救星

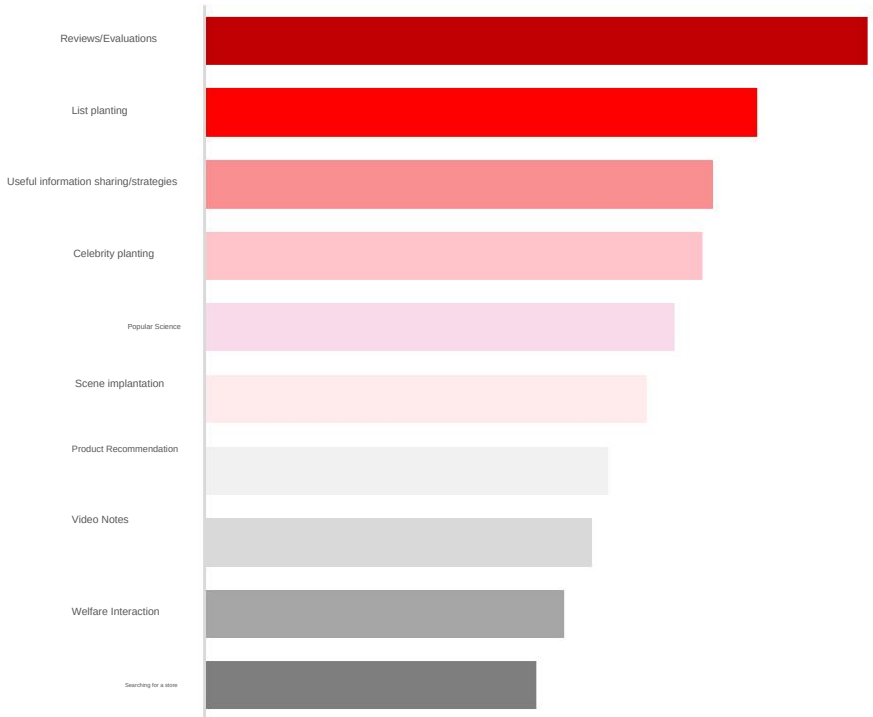
叮玲玲！这里有一份超甜的圣诞礼物接收下～

The formula = what kind of person + in what scenario + what effect can be achieved. You can create notes based on the recent weather, target population patterns (for example, staying up late, working overtime, students, etc.), festivals, etc. Pay attention to "highlighting" the scene words in the first picture and title to attract potential purchasing customers with relevant needs in the near future to view it.

Content | What type of content is more likely to go viral on Xiaohongshu?

Reviews, lists, and useful content are more likely to become popular articles

Top 10 most popular content types



Reviews/Evaluations

ÿ Stronger vertical specialization

ÿ Higher professional requirements for bloggers

ÿ Especially effective for component party users

List

ÿ Better grass planting effect

ÿ Risk of competing products

Practical skills/strategies

ÿ Stronger professionalism

ÿ Higher professional requirements for bloggers

ÿ Especially effective for component party users

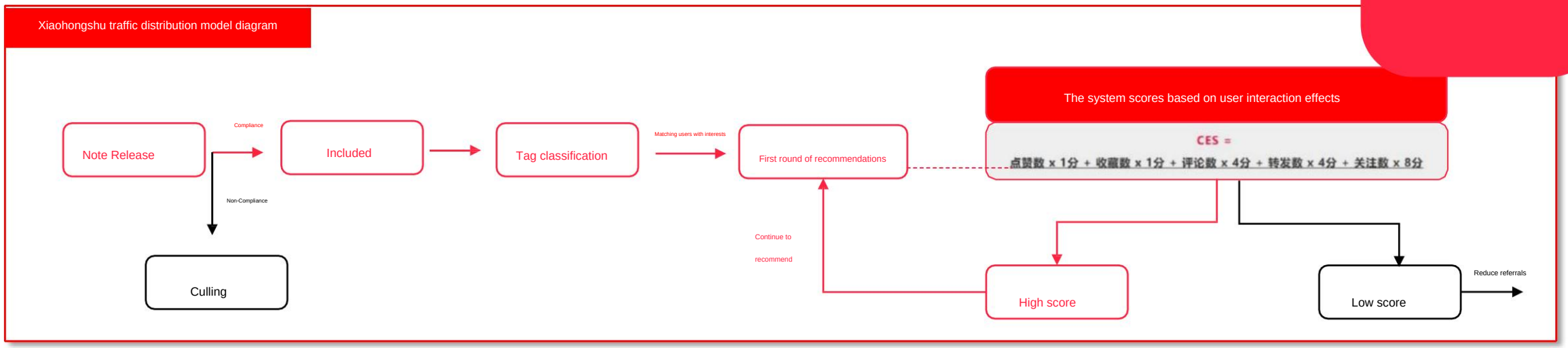
Celebrity planting

ÿ Quick effect

ÿ High cost ÿ For trend-following users

Especially effective

Content | Xiaohongshu distribution model and embedded keywords



After a note is pushed to some users, the platform will score the note based on the amount of interaction and decide whether to continue recommending it to other users. This scoring system is called CES in Xiaohongshu.

1.ces=1 point for likes + 1 point for favorites + 4 points for comments + 4 points for reposts + 8 points for followers. The higher the score, the higher the ranking.

2. The higher the relevance of the search keyword in the title, the greater the probability of being ranked first (buried keywords)

The priority is title embedding followed by content embedding

Content | Notes on content production

Based on the brand's own characteristics, combined with hot search terms, confirm the [core word], and explore the commonalities of popular notes under related search terms

Find the direction of content production from existing popular notes

1. Search for core words on the app discovery page (such as "characteristic words" + "category words", "crowd words" + "effect words", etc.), such as forest-style wedding photos, iron supplementation during pregnancy, etc.

2. Sort by time from recent to far, and select the notes with the highest number of likes and favorites (because good content is also time-sensitive, generally select content from the past 2 months as a reference).

3. Record the key information in the "Topic Inspiration Table", record the common preferences of users of high-quality notes, and summarize the rules.

"Topic Selection Inspiration Sheet"*Simplified Version							
Comprehensive sorting of search results	account	Notes in the form of pictures/videos	Cover visual keywords (intuitive feeling record)	Title keyword content	first 30 words/video keyword content first 5 seconds core word content	brief description & other notes	

Whether it is notes created by the enterprise account itself or notes created in collaboration with bloggers, following the common preferences of users is a convenient way to create high-quality content.

Highly popular notes about brands posted by bloggers and users can be republished on the corporate account, and the author can be @ed in the note to thank the author for sharing (the reprint privilege of the corporate account). Usually, a popular note whose content has been verified by users will still be popular if it is republished in compliance with regulations.

Content | Xiaohongshu's six popular articles

Advertisers should respect the creative style and tone of influencers and require that their content meet the following conditions as much as possible. Different influencers should create content in different scenes and from different angles, and avoid stereotyped co

Find more points of connection

ÿ Focus on hot spots in combination with the platform ÿ Combination of hot spots and product selling points ÿ Focus on user pain points

Leveraging celebrities, we understand the needs of users who want to protect their skin from the sun and whiten their skin without looking too makeup-free.

Focus on the first picture ÿ Use Before and After to compare ÿ Attach key text ÿ High-definition and exquisite cover ÿ Avoid excessive photo editing and stealing ÿ Real life scenes

Real and natural back, obvious sun protection effect comparison

Setting contradictions

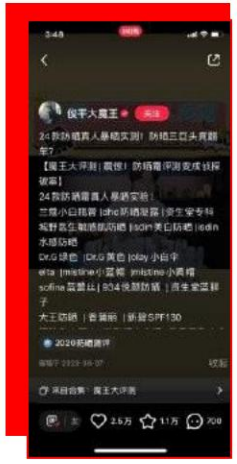
ÿ Throw out your opinion or concerns about a certain issue ÿ Set up controversial points that are irrelevant to the product ÿ Set up controversial comments in the comment area and pin them to the top

Clearly express personal attitudes

There is a lot to like about headlines

ÿ Hit the pain point and find resonance ÿ Use more quantifiers to be more intuitive ÿ Use more functional demand words ÿ Find segmented scenarios ÿ Dig deep into the advantages of ingredients

"Top Ten", "Affordable" and "Student Party" focus on segmented scene needs



Video + text combination

ÿ Video is the trend of the platform, which can get traffic support from the platform ÿ Video + text meets different reading scenarios ÿ Improve the inclusion rate of major platforms ÿ **Avoid the video style of Douyin**

There is complete text content at the same time as the video

Easy to understand copywriting

ÿ Use common language to explain practical and professional ideas ÿ Use more emoticons and symbols ÿ Use more summary sentences ÿ Avoid plagiarism and exaggeration ÿ Share sincerely and make it easy to read

Appropriate application, unique approach, sincere attitude

Content | Avoid these content pitfalls

As the promotion of grass-roots marketing becomes more and more common, consumers are more and more able to clearly identify the content of advertisements, so they have higher requirements for bloggers' content.

False recommendation/subjective perfunctory

Without real use and lack of long-term use experience,

The product effect is forged by stealing pictures, retouching pictures, smoothing the skin, etc.

Recommendation purpose. The ingredients, effects, etc. cannot be described clearly.

Only subjective judgment and exaggeration of product efficacy

The tone/personality is seriously inconsistent

Brand and product target consumer groups and cooperation

The note creator's personality does not match the brand.

Hard advertising copy cannot be well integrated with the creator's history.

Historical notes or your own situation

Negative feedback from users

User online comments are overturned, and notes are widely

Users report and complain.

Unify product homogeneity hard advertising copy, product

Staged photos, causing users to perceive it as malicious marketing

Malicious marketing

By brushing likes, brushing comments, etc.

Falsifying data. Maliciously trampling on competitors

The purpose of the product is to recommend the product.

Title: How to decorate a balcony Category:
Home decoration
Reason: No text description

https://t.zsxq.com/07vvJaYFy

KOX | Xiaohongshu creator composition and their respective advantages and characteristics

关注/推荐/搜索

搜索

Top KOL

@ÿÿJelly 10.45 million followers

@Ponyÿÿÿ5.847 million followers

@Ritatawang 3.46 million followers

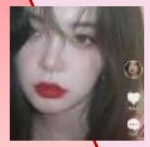
3%

Texture

Influence

Widespread promotion ÿ Quickly create popularity ÿ High coverage ÿ Reach fans and follow the trend ÿ Improve the tone

Waist KOL



@ÿÿÿ300,000 fans

@Save Money-Zhai Xiaokouer 300,000 fans

@ÿÿ 305,000 followers

41%

Planting power

Professional responsibility

Fine recommendation

ÿ Vertical circle influence ÿ Professional endorsement ÿ Precise touch

KOC

@ÿÿÿÿ24,000 fans

@Bengda Dini 50,000 fans

@ÿÿÿ27,000 followers

56%

Responsible for word of mouth

Real responsibility

Atmosphere

Rough Push

ÿ Real order feedback ÿ Buyer show, assist decision-making ÿ "SEO" optimization function

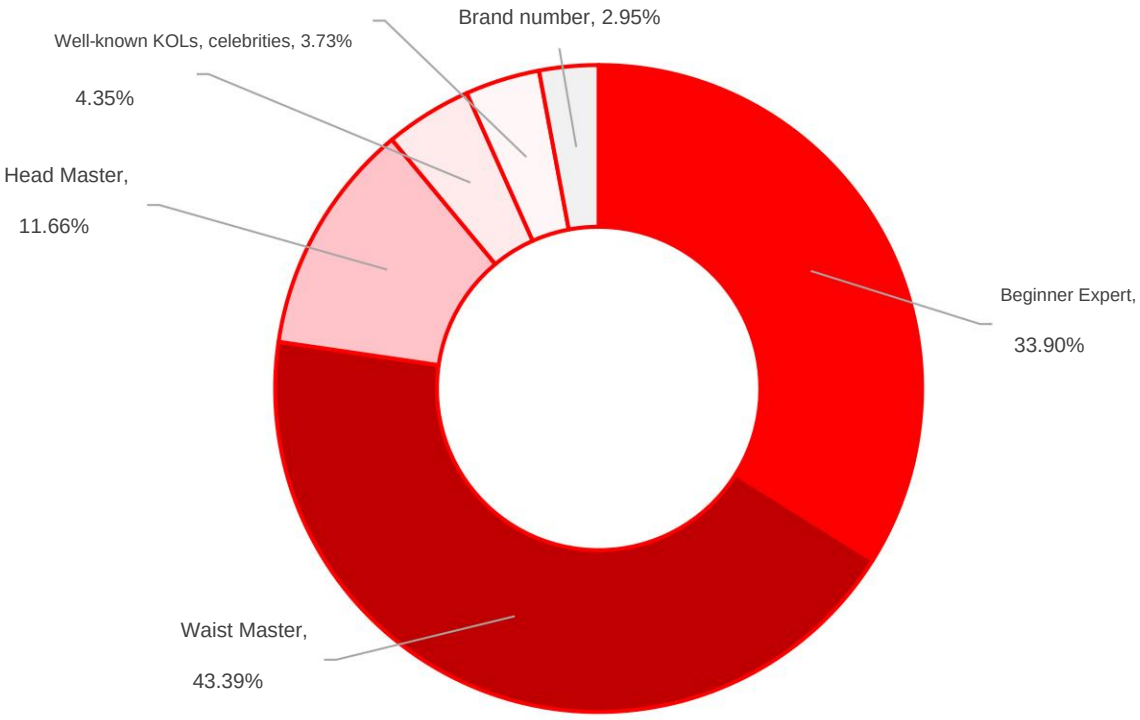
Note: 37 Infinity divides Xiaohongshu creators into different levels: Top KOL fans ÿ 500,000, 50,000 ÿ Mid-level KOL < 500,000, 10,000 ÿ KOC < 5. The data is the proportion of creators in each tier of Xiaohongshu

KOX | Long-tail accounts in Xiaohongshu have the advantages of high explosive sales, high interaction, and high reinvestment value

Junior and mid-level talents contribute 75%

High interaction

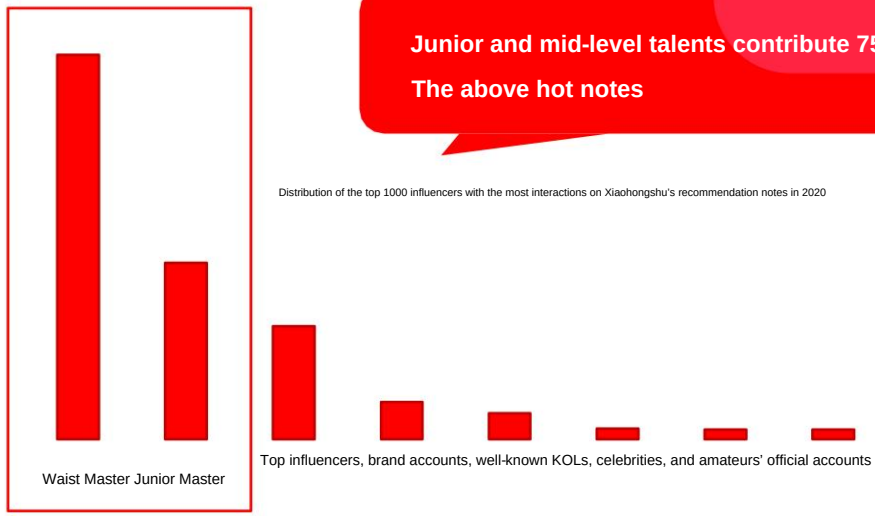
2020 Xiaohongshu average interaction volume 10,000+ percentage distribution chart



Junior and mid-level talents contribute 75%

The above hot notes

Distribution of the top 1000 influencers with the most interactions on Xiaohongshu's recommendation notes in 2020



Three major beauty products

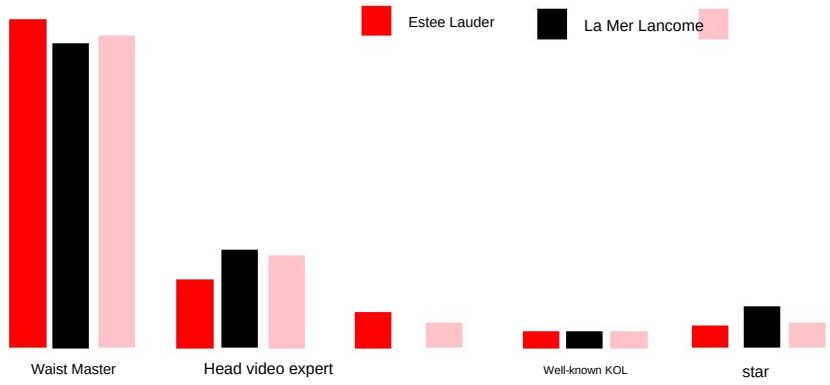
Waist-length card

The reinvestment rate of people

All exceeded

76.7%

2020 Brand Reinvestment Xiaohongshu Influencer Level Distribution Chart



Data source: Qiangua Data

KOX | How to select high-quality Xiaohongshu influencers——16-dimensional screening criteria

Basic Dimensions	Segment Dimensions	Specific indicators
Basic data	Fan interaction effect	The number of followers should be less than the number of likes and favorites, and the number of likes and favorites should be at least 1.5-2 times the number of followers, but it should not be too high. If it is too high, it means that the account has popular articles and good content, but the conversion rate is low and unstable. For accounts with less than 5,000 followers, the average number of likes in recent notes cannot be less than 10; for accounts with more than 5,000 followers, the average number of likes in recent notes cannot be less than 20; for accounts with more than 10,000 followers, the average number of likes in recent notes cannot be less than 50; for accounts with more than 50,000 followers, the average number of likes in recent notes cannot be less than 200; for accounts with more than 100,000 followers, the average number of likes in recent notes cannot be less than 500
	Increase in fans	Whether there is a phenomenon of losing fans; the number of notes cannot be too many, and the average increase in fans per article cannot be less than 100+; the higher the number of fans, the higher the average increase in fans requirement will be. Amateurs (300-5000 fans) The requirements can be lower
	Fan stickiness comprehensively evaluates KOL fan stickiness, activity, and the proportion of high-quality fans. The higher the quality of fans of a KOC, the greater the fan influence and trust.	
Matching degree	**Personality matching degree** Whether the KOL personality, content style and tone are consistent with the brand tone - this is the basis for the dissemination of brand information	
	Ta matching degree KOL fans' age, gender, and regional distribution: overlap with brand target TA	
	Interest matching: Through fan analysis, we can understand fans' content preferences and interactive interests, and judge whether their styles are similar to those of the KOL. The closer the styles are, the more they can cater to user preferences and achieve the goal of seeding.	
	Creators in vertical fields with high vertical label degree are more suitable for personalized recommendation algorithm mechanism. They should choose influencers whose account weight is high and whose Xiaohongshu account labels and grass-planting notes are consistent in classification.	
Content Quality	**The content hit rate** within 30 days can better reflect the creative strength and investment value of the KOL at a certain stage - this is the guarantee of brand effect investment	
	Content authenticity	ÿ Data fluctuation is too stable ÿ brushing, too stable judgment standard: floating value <20 ÿ Data fluctuation is too exaggerated ÿ gambling, exaggerated judgment standard: floating value >100, or even higher; this means that the content creation level is unstable
	The content update rate is at least weekly, that is, at least 5 notes are updated in the past 30 days, and at most 3 notes are updated daily, that is, at most 90 notes are updated in the past 30 days.	
	Public opinion health: intuitively understand fans' reputation and attitude towards KOLs, discuss keywords, and positive public opinion is an important guarantee for winning fans' trust.	
Cost-effectiveness	The price **quoted by experts** and bloggers for cooperation is generally around 10% of the number of fans of the blogger.	
	Interaction Cost	1.5 times the number of likes ÿ the amount of interactions, and 10 times the amount of interactions ÿ the amount of readings. Blogger cooperation quotation/1.5 times the average number of likes in recent notes ÿ the cost of a single interaction. Interaction cost: The cost of interaction is 5-10, which is more cost-effective.
Commercial Capabilities	**Business experience:** Brands/industries that the KOL has served in the past: whether it is relevant to the brand, and customer reviews	
	The conversion rate of seeding and e-commerce conversion of Xiaohongshu	
	Comment interaction effect: Are there real inquiries about links, sizes, places, feelings, etc. in the comment area?	

The above are only suggestions from 37unlimited. Brands can establish talent screening criteria and indicators based on their own circumstances.

Schedule | Different brands have different marketing rhythms and strategies based on their maturity

New Brands	Brand maturity	Established Brand
Makeup Model	Delivery rhythm strategy	Sun Model
Rapidly spread large quantities	Keywords for delivery rhythm strategy	Product word
Keyword test focus		of stable lifting line
Hot sale		Maintain voice volume + click re-
First published on Xiaohongshu ÿ radiated to other social platforms		investment on all social platforms simultaneously

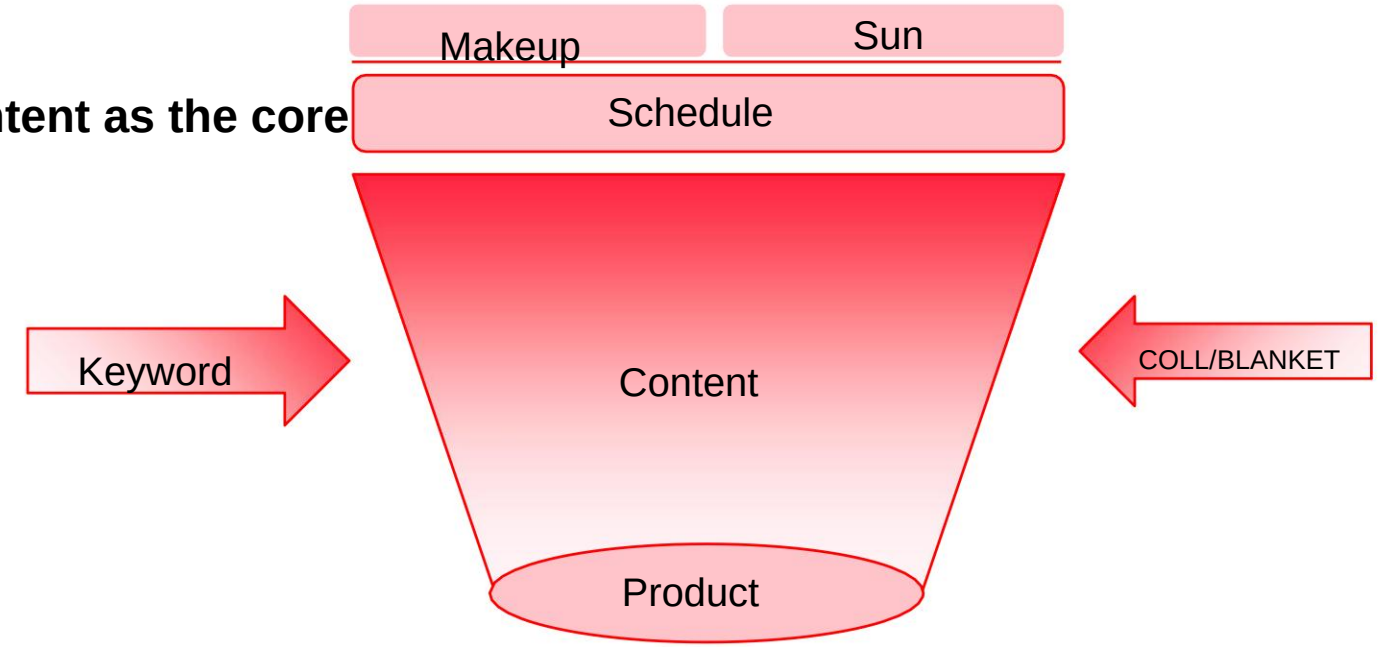
Summarize

Xiaohongshu's publishing

methodology with high-quality content as the core

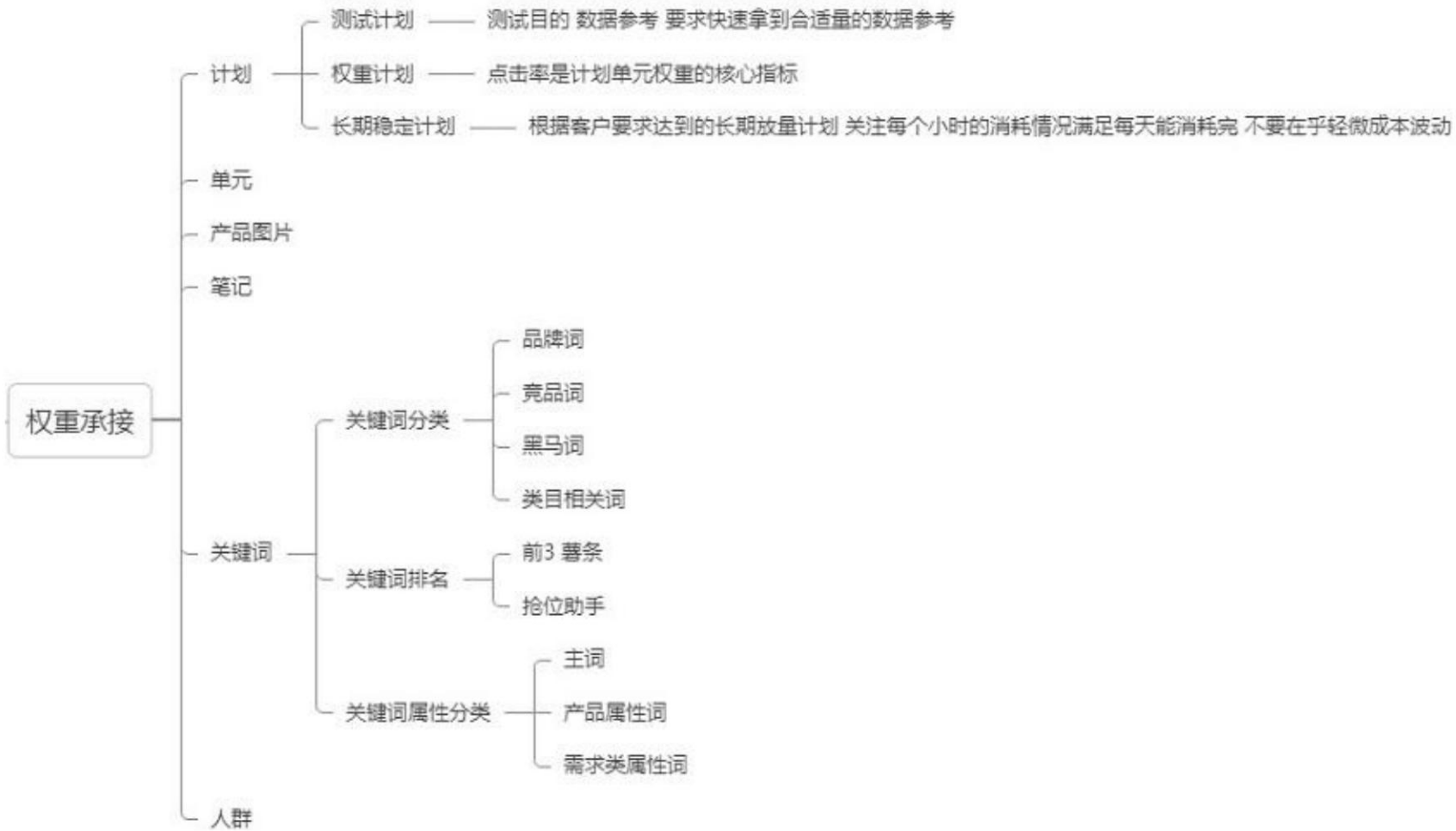
PKCKS

ÿ Product strategy as the underlying foundation ÿ Content strategy as the core ÿ Keyword layout as the entry point ÿ Expert selection as the sword ÿ Delivery rhythm as the top-level design



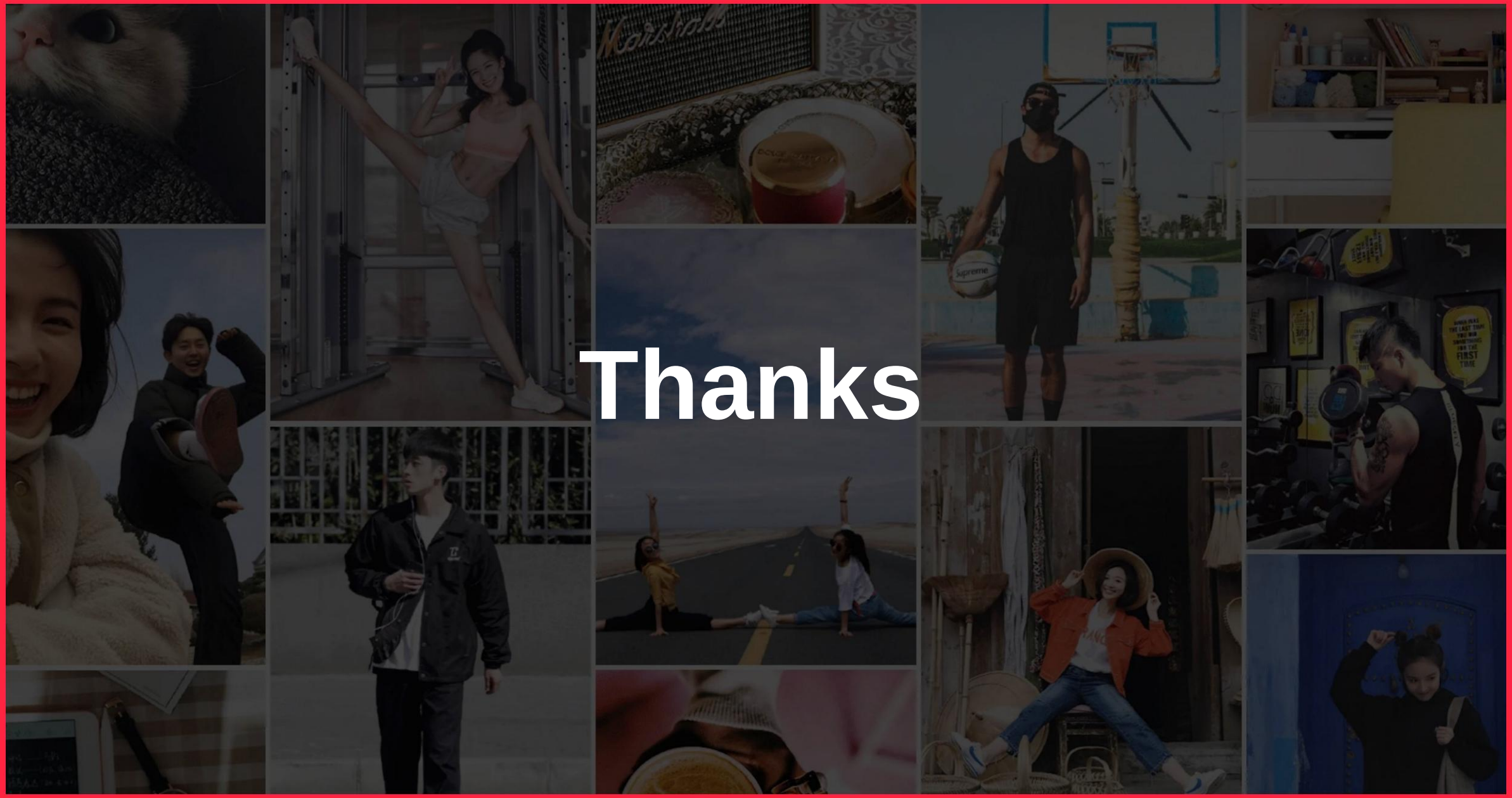
03Practical skills

Weight inheritance



Plan Classification

Delivery components & weights


Thanks