Brand Marketing Strategy of Live Streaming in Mobile Era : A Case Study of Tmall Platform

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Abstract

In recent years, with the rapid development of network live streaming, with the popularization of mobile Internet and mobile terminal equipment, the live streaming industry has ushered in great development. A sudden outbreak of the COVID-19 makes the PC end live streaming which has been developed for many years enter a new era, giving birth to the rapid development of mobile end live streaming. Not only because of the expansion of the live streaming industry market, the rise of the trend of the national live streaming, but also because the mobile live streaming is more and more valued by the brand, becoming an important tool for brand communication and product promotion. It is because of its unique communication characteristics that some scholars believe that the era of precision marketing has been opened by live network. Mobile live from the initial fans to reward and promote the brand, to now in the form of live marketing, consumers can "buy while watching". The time period from the understanding of the goods to the final completion of the purchase behavior has been greatly shortened. It is conducive to improving sales volume and brand awareness. Marketing communication through mobile live platform has become a popular way of brand marketing. This paper mainly studies the current situation, methods, problems and development strategies of brand marketing activities with the help of live streaming platform under the background of mobile internet. Taking Tmall live streaming platform as an example, this paper analyzes several ways of brand marketing with the help of live streaming and some universal characteristics of live streaming marketing by using the relevant theories of marketing. In view of the problems existing in live streaming brand marketing, it puts forward relevant Improvement measures. First of all, the paper puts forward the innovation in content and form. Second, the paper suggests that we should make full use of new technologies such as AR and VR to effectively combine with mobile live broadcasting. Third, the

paper explores the integration of multiple channels to create intelligent marketing, and further optimize the live interface of mobile terminals. Finally, the paper emphasizes that the government departments and the platform itself should jointly supervise the mobile network live streaming platform and establish a good live broadcasting environment for mobile terminals. With the help of mobile live streaming, the marketing mode has an important impact on the promotion of brand marketing. How to make better use of this business mode and accurately use mobile live broadcast to promote brand marketing, so that enterprises can create greater profits, is also of profound research significance.

Key words: Live streaming; Brand marketing; Live brand marketing; Tmall platform; Marketing strategies

1. Introduction

In the three months since the end of Jan.2020, China's economy has been heavily affected by the COVID-19 crisis. People are showing great concern about health and safety, which has led to fundamental changes in their preferences and purchasing patterns. Therefore, in line with deep insight into the modification in consumers' psychology and behaviors during home isolation, many firms and even some leading retailers choose to use e-commerce livestreaming as a new channel that can be adapted to the policy of home quarantine and makes it more convenient for consumers to obtain access to the products or services what they need.

"Live streaming" has become a marketing hot spot of this modern era. Prior to the rise of Pan live streaming, the traditional live streaming were mere shows and games. However, the emergence of the Pan live streaming ushered in large number of professional generated contents (PGC) and user generated contents (UGC) in the live platform. As a result of this, live streaming is no longer a mere tool but an integrated medium of values to industries. In 2016, the statistical data of the In-depth Research Report on business model innovation and investment opportunities of China's online live streaming industry released by the prospective industry research institute revealed that the number of live streaming users in China exceeded 300 million (Figure 1). After the tremendous growth in China's online live streaming industry in 2016, many industries returned to rationality and this affected the healthy growth of the market. By 2017, the number of users of China's live network has grown to 398 million, an increase of

28.39% compare to the previous year. In 2018, there was 14.57% increase in the growth rate with 456 million users. As the year 2019 saw a growth rate slightly above 500 million, it is expected that the number of live network in China will undoubtedly increase sporadically in 2020 due to the impact of the global pandemic outbreak of COVID-19 in Wuhan late 2019 thereby making 2020 an era of "live delivery for all".

The digital age has changed consumers' expectations of branded communications. Brand marketing as an eternal content of enterprise in the market competition has evolved and developed in the continuous practice. From traditional hawking advert, outdoor, and TV advert, to point-to-point adverts on the network. This is reflected in the development of media applications such as Weibo, and Wechat etc. for marketing through ad ins. Thus, the renewal of media forums has created new marketing method for the brands. For enterprises, mobile live streaming makes up for the defects of marketing communication of enterprises. In addition to forums such as Microblogs, Zooms, and Wechats, there is more three-dimensional and vivid marketing platform that displays corporate culture, shaped corporate image and voice more comprehensively and systematically anytime and anywhere. For audiences and consumers, it lavishes a strong sense of participation due to the fact that they can participate in the production

<Figure 1> 2016-2020 User Scale and Its Forecast of China Online Live Streaming

of content. This does not only brings new marketing opportunities for enterprises, but also provides an all-round marketing means for the publicity of enterprise brands. Hence, the powerful and rapid communication ability of mobile live streaming and diversified network of live streaming platform can further improve the precision marketing of enterprises. In mobile live streaming, since live streaming has higher media richness, you can watch it in more detail through video. Compared with the previous forms of images and texts, video information is more authentic. At the same time, it can be communicated through chat rooms and bullet screens.

This paper takes Tmall study platform as the case study to examine the current situations, methods, problems, and development strategies of brand marketing activities associated with the help of live streaming platform under the background of mobile Internet.

2. Live Brand Marketing

2.1 Live Brand Marketing

As early as 2016, live streaming platform was generally understood to be closely related to the development of mobile internet. The continuous development of the live streaming economy, the arrival of the national live streaming, and the emergence of the epidemic outbreak of COVID-19 etc. have greatly contributed to an influential and large-scale pathway way for online live streaming. Everyone has the opportunity to publicize and attract customers to their brand products through the content presented to the public. In addition, with the rapid development of 4G and 5G networks, the mature application of mobile payment technology has opened up a new situation in the development of China's live streaming industry. Particularly, the recent rise in smart phones products have accounted for promoting the rapid transition from live network to mobile terminals thereby forming a new communication mode that is mainly rely on mobile live network to attracting large number of subscribers to the live users network in the upsurge of national use. This new marketing mode came with low threshold, high popularity, low cost, and high efficiency that favored personal and enterprise brands and mobile live streaming and has become one of the most popular marketing means at present.

As for the online live streaming marketing, Desheng Wu, mengning Zhang and Xihui Cheng

(2016) first elaborated the online live broadcast marketing from the perspective of game theory. The author took Durex's interactive marketing as an example and reported that the linear broadcast can obtain sustained attention by using the content marketing in the live broadcast process. This imply that autonomous games can improve consumer participation and brand's information involvement because both enterprises and individual can access the broadcast room through the live broadcast platform to carry out corresponding marketing activities.

Although domestic and international live streaming has existed for a long time, the early stage is mostly in the game industry. The development of game live streaming and show live streaming is earlier. The marketing activities of enterprise brand in cooperation with live broadcasting platform are also developed along with the emergence of Pan Entertainment live broadcasting. The development of pan entertainment live streaming and the enthusiasm of the whole people to participate in live streaming also make enterprises and brands start to pay attention to live streaming. Advertising has also quickly infiltrated into the online live streaming platform. Some stars or online celebrities will "directly" or "indirectly" publicize a brand or promote some products to the audience in the live streaming process. This star effect and online red effect will largely help the enterprise or product "make headlines", "rub heat" and "rush sales", so as to promote the enterprise the brand promotion and product sales of the enterprise will affect the image of the enterprise brand in the eyes of consumers.

COVID-19 has spread all over the world, and firms in most countries are experiencing a huge crisis. China is among the first countries that were influenced, and firms in China have been strongly affected during the crisis. Especially during the COVID-19 pandemic, government officials sold their products in the live streaming, bringing the sales volume of products up, stimulating the local economic development and promoting the local brand, along with popular CEOs of many firms go into live broadcast rooms and present good selling points for their offerings (Yonggui Wang and Aoran Hong, 2020). Successful brand communication should trigger engagement and reactions from users (Uşakli et al., 2017). On social media platforms, engagement is rendered rather transparent by the likes, shares, retweets and comments made by users (Kabadayi and Price, 2014; Oviedo-García, Muñoz-Expósito, Castellanos-Verdugo, and Sancho-Mejías, 2014). Mobile network live broadcast therefore offers brands communication an opportunity to act as relational tools，further strengthen the marketing activities between consumers and brands.

Chunna Ma (2017) summed up the definition of online live brand marketing according to the

characteristics of brand marketing and online live broadcasting. She believed that online live brand marketing is a marketing activity for enterprises to make use of online live broadcasting platform, produce and release live video anytime and anywhere, and disseminate brand information and achieve marketing goals. Live brand marketing mainly refers to the online marketing activities carried out by the enterprise's brand in the form of online live broadcast. Just like a TV program, select a certain theme, invite the host and select a certain space. Through a live port, you can open a live room similar to the exclusive room for live broadcast. The live streaming content of brand live marketing is mainly related to the corporate brand, such as the corporate brand activities, endorsement activities, new product press conference, product promotion activities, etc. the live broadcast forms are mostly product display, activity performance, etc. the live broadcast platform is used to interact with consumers in real time.

## 2.2 Advantages of Live Brand Marketing

Live streaming itself has the characteristics of real-time interaction and scene authenticity. First, live streaming provides a new channel for brand marketing (Dedeoglu, Taheri, Okumus, and Gannon, 2020). Analyzed the impact of social media on destination brand awareness, concluding that organizations should invest in this kind of communication with a view to grow and enhance their knowledge of potential consumers. Along these lines, as a new form of enterprise brand marketing, live broadcast platform has unique marketing channel advantages. On one hand, due to the development of mobile Internet and the popularity of mobile network and smart phone, consumers can watch the live broadcast they want anytime and anywhere, not only playback and on-demand, but also have real-time interaction and questioning with the live broadcast subject, so as to increase consumers' sense of participation.

At the same time, the efficient propagation speed and strong interaction of mobile network live broadcast make consumers use their own interpersonal circle for communication, which can either be face-to-face publicity, or forwarding by friends circle, micro blog, Wechat, etc., to better expand brand awareness and reputation. Likewise, consumers can buy goods while watching the live broadcast of products at their comfort zone.

On the other hand, due to the decrease in offline venues and increase in online marketing, the cost of brand live marketing is low. With the help of the big data, information from brand marketing platforms can be accurately shared among the targeted consumers.

Additionally, the live streaming has a certain user scale, strong user stickiness and certain consumption ability. During the crisis, this type of social media platform gained great market growth (199IT, 2020). At the same time, firms such as museums and movie theaters were unable to generate revenue because of home quarantine. It is extraordinarily hard for these types of offline firms to build a new online business. Therefore, Tik Tok seized upon the needs of potential users and launched new services such as online exhibitions, online movie playback, and online education in the livestreaming sector (199IT, 2020). In Figure 2, it mainly shows the age distribution of users of the three most popular live streaming platforms (Tik Tok, snake video and BiliBili APP). Among the users who use Tik Tok to watch the live streaming, 27.6% of the users are 25-30 years old, and 27.3% of the users who use snake video to watch the live streaming are 25-30 years old 56.4% of the users watching the live streaming of app are 19-24 years old. From the distribution of age level, the users watching live streaming are becoming younger and younger. These young groups have their own sources of income, have certain consumption ability, are willing to accept new things, and are used to online shopping.

Third, compared with traditional marketing, live brand marketing is more attractive and
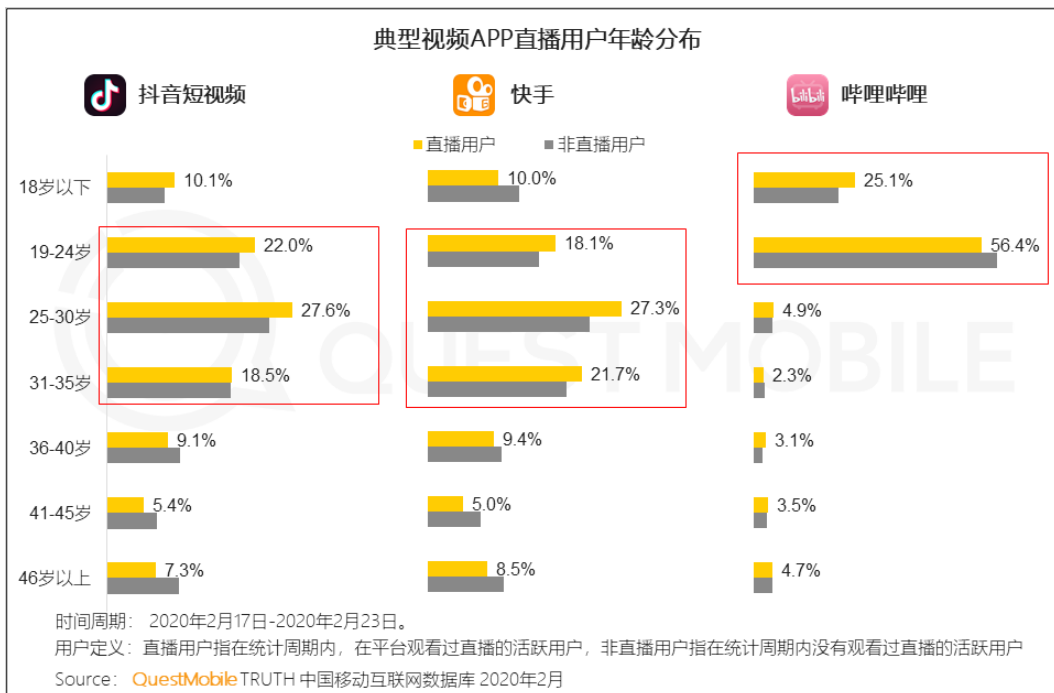
<Figure 2> Age Distribution of Typical Live Streaming App Users in China

diversified in content form. A live streaming that can bring brand exposure and sales transformation is largely determined by "content". The emergence of COVID-19 and the consolidation of Web 2.0 have modified the way people communicate and interact with consumers. Nowsadays, user-generated social media communication continues to shoot up and have been received a warm welcome by ordinary Chinese.

The content of live streaming is the organic integration of BGC + PGC + UGC. PGC (Professional generated content). Nowadays, most enterprises rely on PGC for their live broadcast marketing. The most important role of BGC (Brand generated content) is to show the values, culture and connotation of the brand. UGC (User generated content), in the "mobile plus interactive" mode, allows consumers to immerse in live content, and interact spontaneously, as outlined by Koch and Benlian (2015), addressing customers by their names in online messages makes it possible to build more personal interactions and helps consumers perceive themselves as the intentional recipients of caring communications. Through the improvement of user participation to ultimately achieve the improvement of brand sales. Live commerce is one of the best ways to do it.

3. Analysis of the Current Situation of Live Brand Marketing

3.1 Theoretical Background

4R theory is also known as 4R marketing theory. It takes relationship marketing as its core and focuses on the establishment of partnership and loyal customers for the relationship management and maintenance between enterprises and customers. The relationship marketing (RM) paradigm offers a theory lens with which to examine the relationship between a firm and customers. As described by Morgan and Hunt (1994), RM seeks to understand "marketing activities directed toward establishing, developing, and maintaining successful relational exchanges" (p. 22). In their research, Morgan and Hunt (1994) identified 10 possible forms of RM, categorized into four groups as supplier, lateral, buyer, or internal partnerships. Based on Morgan and Hunt's (1994) conceptualization, the relationships are considered the firm (the brand) and the customers (the fans) during live commerce.

The four essential elements of 4R marketing theory are Relevancy, Reaction, Relationship

and Reward.

Relevance: It thinks that the enterprise and the customer are the main body and regard the long-term customer relationship as the core content of the business operation. The live streaming focuses on maintaining fans. When fans reach a certain number, they can build their own communities. These fans are not only potential customers of the company, but also the disseminators of the corporate brand. The live streaming has created a new communication platform for brand communication and a fresh way to show a product's capability to users in real time. Enterprises can attract users by planning some creative and attractive marketing content, display their brand, products or services on the live streaming platform, and conduct two-way communication with customers at a deeper level, so that they are willing to promote to their relatives and friends. In this way, the brand information will be spread. The effect of this brand communication channel has always been recognized by entrepreneurs.

Reaction: It refers to that the company attaches great importance to consumer feedback on the company's commercial activities, products or services. On the live streaming platform, it can timely use barrage or chat windows to understand consumers' opinions on brands and products and provide real-time feedback and solutions to their problems. The immediacy of the feedback mechanism and the timeliness of problem-solving can bring more to the enterprise Brand support.

Relationship: In the context of live commerce on mobile terminals, the development of a good relationship between enterprises and customers, common development and common progress, is conducive to the spread of the brand and achieves a win-win situation.

Reward: This aspect emphasizes the correct handling of various contradictory interests in marketing activities. In the context of live commerce on mobile terminals, the live streaming host must interact with customers in time, give timely answers to their questions, and understand their views on the brand. Giving them more attention is also a kind of spiritual reward.

According to the 4R theory, we can see the importance of maintaining customer relationships. Under the background of mobile network live broadcast, the content of activities is rich. Due to the low stickiness of users, it is easy to be attracted by multiple activities, so it is very important to maintain good customer relationship. First, companies can build their own Wechat Moments; second, they must collect user feedback in a timely manner and resolve them in time; second, communicate with customers, focusing on customer demands, and maintain

customer relationships; and finally, integrate mobile live streaming content with brand activities are linked to certain preferential policies, real-time attention to user demands, and enhance consumers' loyalty.

3.2 Introduction to Tmall live Platform

Tmall as an online shopping platform was created for as one of Alibaba's subsidiaries for consumers satisfaction. The platform is composed of many authorized stores and flagship stores of famous brands. Unlike Taobao which has a large number of ordinary Taobao sellers that is characterized by personalized operation of stores, Tmall is a live platform launched by Alibaba, which is positioned as "consumer live". Consumers can realize the shopping mode of procurement while viewing on the platform.

3.3 Live Brand Marketing Mode in Tmall Platform

3.3.1 The Integration of Online Live Broadcast and Offline Marketing Activities

Tmall as a special shopping platform for consumers have a certain degree of brand awareness that fosters adequate communication between consumers of similar brand. In the live streaming process, different consumers can ask questions about the brandnew products of the enterprise. Such activities enable consumers to have a better understanding of the characteristics of the products and services offered by the platform. The barrage in live streaming can mobilize the enthusiasm of the consumers well. Through the release of the bullet curtain, fee and like-minded people establish ties and communicate with each other to further promote brand relationship marketing. Brand online live streaming, Microblog, Wechat and other marketing communication channels, as well as online and offline outdoor advertising, TV advertising, etc., are conducive to increase the exposure and arrival rate that will enhance the smooth development of marketing activities.

For instance, during the Rio Olympic Games, KISSCAT followed the hot spot to open its first live show. The three popular internet celebrity "test shoes officer" relay live streaming which contributed to its popularity and high traffic volume. As a result of this, sales volume has risen sharply for KISSCAT stores, Tmall flagship stores and WeChat official account.

After the live streaming, the topic on the discussion of social platforms such as Microblog

and Wechat will also became another hot spot of marketing. Open social platforms are more likely to create viral communication of hot content through post interaction, as well as likes and comments among different consumers. Therefore, the brand's live activities can maximize the degree of its consumers participation and loyalty in the three links of the pre-publicity preheating, the interaction in the live streaming and the hot discussion in the later stage.

3.3.2 Live Broadcast the New Product Launch to Promote Brand Promotion and Improve Liquidity.

According to survey, Tmall platform has the highest cooperation intention of all brands. Many brands will choose Tmall live as the platform for live streaming for launching their new. Compared with other platforms, brand merchants are more willing to introduce stars and resources into Tmall platform in order to maximize the effect of brand marketing. Compared with the offline complex procedures, using the convenient internet to directly publish information for dissemination can form a word-of-mouth effect of "one to ten, ten to 100", mobilize fans' enthusiasm for participation, and know the release of new products in the brand press conference anytime and anywhere, including product performance, price, sales channel and evaluation of purchase users, and directly book and purchase online.

In August 4, 2016, Oreo joined hands with Wowkie Zhang and Joker Xue to launch a new product of two flavored biscuits on Tmall. In the early stage, the number of previews was more than 28 million. Within one hour of live streaming, the number of fans' interaction reached more than 3 million. The sales volume of Oreo brand on Tmall's day was six times higher than that of normal times. The number of new customers in Oreo flagship store of Tmall accounted for more than 91%. Tmall platform can provide a channel for branding industries to display their products and consumers can purchase at the same time. Thus, when watching the live streaming of new products, it can complete the shopping order and directly convert the live broadcast traffic into cash.

3.3.3 Use of Celebrity to Boost Traffic.

The use of celebrities can have a strong personal effect on branding. For instance, during advert placement can aid in attracting fans that sees them as model to Tmall's platform. The effect of celebrity own traffic can help brands get a high degree of attention before they carry out live marketing activities.

In April 2019, Han Wang and Lele Yang, well-known hosts of Hunan Satellite TV, who were from the same as Xiang Li, visited Taobao live studio. At the end of April, Wang Han and Lieerbao, the top 5 anchor of Taopai, broadcast the pear paste of Dangshan in Anhui together. This Dangshan pear cream sold 120000 bottles in two live broadcasts of Li Xiang and Wang Han, with sales exceeding 2 million, bringing a sharp increase in the sales of local agricultural products. As a result of this, product and sales accelerated consumers understanding of the new products from live streaming. Meanwhile, the live streaming activity gained ground, improves the brand's popularity and reputation, and realizes the successful transformation from traffic to product sales.

4. Problems in Live Brand Marketing

4.1 Blindness and Negative Effects of Brand Live Broadcast

High quality live broadcast content helps to shape the brand image and carry out brand marketing activities effectively. On the contrary, vulgar and uninteresting live streaming will cause bad communication effect for the brand. Although live streaming is popular, all walks of life should, according to their own actual situation, investigate whether it is suitable to carry out live marketing activities, and whether live marketing has high-quality themes and creativity. Blindly following the trend will not achieve the expected marketing effect, but also may cause waste of resources in the following ways:

Firstly, low-cost hype can only attract consumers' attention in the short term, which is not conducive to the shaping of brand image and the long-term interests of enterprises.

Secondly, the effect of brand live streaming is mixed. If the live content is not creative, interesting or of low quality, it will directly lead to a sudden drop in the number of viewers and traffic, which will directly affect the shaping of the brand image.

Third, the live content of some brand flagship stores in Tmall live platform is relatively simple, such as live production of food, make-up, singing performance, etc., lack of activity highlights, lack of in-depth interaction in live broadcast, it is difficult to mobilize the consumers to participate. One of the key factors for the success of brand marketing with mobile webcast is the degree of interaction with consumers. However, when many enterprises do brand marketing,

they invite big stars and online celebrities as anchors. When they interact with consumers, they often chat simply. This kind of shallow interaction can retain the audience in some aspects, but it is not conducive to brand promotion.

4.2 Propaganda of False Product Information.

In the process of live streaming, if the effect of brand product is overstated, leading to the spread of false product information, the brand cannot achieve its expected live streaming effect and this will affect the brand image.

Jiaqi Li, who sold 15000 Lipsticks in 5 minutes, was in a live broadcast in October 2019. When Jiaqi Li's assistant had struggled to turn the egg that had stuck to the bottom of the pot, he failed. Jiaqi Li picked up the shovel and tried to save it, explaining to the audience: "it will not stick, yes, and it will not paste." but the egg juice is still firmly stuck in the bottom of the pot, and the audience in the studio is tucking up. "Broken" and "sticky pot", the scene was once very embarrassing.

4.3 The Content and Form of Live Brand Marketing are Too Single.

In the era of eyeball economy, high-quality content is the key in the era of live marketing. The form of brand live streaming is mainly to invite stars and network celebrities. The brand live streaming activities that stars represent are mostly limited to the back of the event, dressing room, etc., and when there is lack of creative contents and venues, it will be difficult to attract the attention of consumers. The differentiated competition is particularly important. How to stand out in the numerous star endorsement live streaming is a major concern. In addition to the conversion of the fans, there is also a need for high-quality marketing planning idea that the brand can be implemented.

4.4 Live Broadcast Process Fraud

In 2019, Internet celebrity in Sydney of double eleven came to be tucked in the live room "tucked", because of the reported case of a suspected data fraud in Sydney live room. Swipe list is a derivative of e-commerce. In order to improve the ranking and sales volume of online stores and attract customers with high praise, shopkeepers pay people to pretend to be customers. To

swipe the bill, the buyer usually provides the purchase fee, helps the designated online store seller to purchase goods, improves the sales volume and credit, and fills in the behavior of false praise. Many businesses will draw consumers' attention to sell more products by swiping the bill and making fake. This kind of behavior will bring affect the trust, popularity and credibility of the brand.

5. Live Brand Marketing Strategy

5.1 Innovation of Content and Form Based on Celebrity + Online Traffic.

With celebrity + online red as a gimmick to attract the attention of fans and users, the brand can get the most attention in a short time. In the coming 5G era, the audience's psychology is changing, which makes people pay more attention to the state of their private life than the bright side of stars on the stage, and they are more willing to see the real side of stars and celebrities, so many brands will choose live content closer to the actual life of consumers to close the distance with consumers, such as golden dragon fish inviting Teng Shen and Li Ma's live streaming of the new year's Eve on a live platform, with the most common theme of making new year's Eve, directly contributed to the transformation of the actual sales of golden dragon fish in Tmall. As a common phenomenon, the audience's curiosity plays a strong role in the introduction of live video traffic, but whether the audience's attention will shift again depends on the quality of live video content.

In addition to the personal halo effect of stars, live brand marketing should focus on creative live content, and the combination of "content + stars" can play a greater marketing role than a single live content. On July 28, 2016, Zhang Yixing took the great challenge of Weizi volcano hot spring as an example. Weizi joined hands with Tmall beauty and cost-effective platform to start brand live marketing. Within two hours, Weizi's live page "everyone said" had nearly 200000 comments and 4 million live comments. During the live broadcast, the brand created a single challenge sequel for fans with the help of Yixing Zhang's reality show, attracting a large number of fans' attention with the exclusive "fight for you". At the same time, Yixing Zhang also staged a one minute disguised reality show to show the development history of the brand. The high-quality live broadcast content not only drives the fans' enthusiasm for participation,

but also greatly improves the user experience. In the context of live streaming, the deep interaction with consumers, coupled with the launch of personalized brand customization products, brings consumers psychological satisfaction. Creative live streaming marketing content and star fans effect have won the greatest attention for the brand, which is conducive to the promotion of brand value and product sales, traffic increase of Tmall platform, and the increase of star exposure, achieving a win-win situation among the three parties.

5.2 Reliance on AR, VR, and Other Technologies to Create a New Model of Brand Marketing

With the R & D of AR technology and hardware, information can span from "two-dimensional" to "three-dimensional". The change of media makes the content form more abundant and three-dimensional. Compared with the brand information transmitted in the TV images and advertising language, the support of AR and VR technology can help the audience feel the charm of the brand personally. In addition to virtual props, more interactive elements and presentation methods are embedded in the live streaming. The upgrading of interactive experience and the involvement of VR and AR technologies make consumers feel more immersed and involved in the live broadcast interaction. The most direct impact of the combination of VR and mobile live is to meet people's pursuit of better visual experience and make consumer experience more real and three-dimensional.

If it is possible to combine real-life light field modeling and real-time image projection to project a real-life model to a real-world scene in real time, it can be viewed in 360 degrees in stereo, which is definitely quite exciting. On November 11, 2017, "Fan Bingbing" was invited to the user's home through AR technology, that is, real light field modeling + AR technology. If we can achieve live scene, real-time experience, creative scene application and accurately target the audience's freshness of new things, we can bring more breadth and depth of communication effect for the brand.

5.3 Integrate Multiple Channels to Build Intelligent Marketing

In the intelligent marketing stage, consumers' personalized and fragmented demands are taken as the center to meet the dynamic demands of consumers. A new marketing mode is established on the basis of industry 4.0 (mobile Internet, Internet of things, big data and Cloud Computing), flexible production and data supply chain, which brings consumers into the

production and marketing links of enterprises and realizes the whole process Business integration, such as Uber, Xiaomi, Kut smart / Magic factory, etc. According to the results of the statistical survey on the development of CNNIC's Internet in China, as of December 2018, the number of Internet users in China was 829 million, with an Internet penetration rate of 56.9%. On average, Chinese Internet users spent 22.8 billion hours online every week. The Internet covers a variety of scenes of people's daily communication.

As an online brand marketing method, in addition to the real-time interaction between Tmall, Taobao and other e-commerce platforms and social platforms, live broadcast can penetrate customers through the most cutting-edge technology of the times, and effectively deliver brand value to target customers. This kind of "two-way communication" is an important sign of whether a brand is mature or not. "Ai + marketing" is the application of the core technology of artificial intelligence in all aspects and scenes of brand marketing, which is a powerful tool of marketing technology given by the intelligent era. It can make the enterprise brand more effectively handle and use data, and then deeply understand the customer needs, formulate accurate and efficient marketing strategies, and effectively evaluate the marketing results. Through effective data analysis and customer insight, through the most effective marketing method, with the help of Tmall platform, the brand provides customers with valuable brand information in the live broadcast process, that is, at the right time, let the right people see the right information, and achieve the goal of precision marketing.

5.4 Optimize the Live Broadcast Interface of the Platform and Improve the User Experience

Reasonable and simple live interface design of mobile terminal is conducive to improving the user experience of consumers. When people watch the screen interface of mobile terminal, according to the principle of beauty and coordination, the first focus is the middle and upper position, but at present, most of the live broadcast and video broadcast interfaces are different, and the quality of live streaming screen is high or low, and the overall experience is poor. For example, Tmall live's interface is mainly one-third of the top of the screen, and JD live's interface is mainly vertical full screen display. The location design of the live broadcast interface can be based on the perspective of aesthetics and visual communication and select the appropriate screen display location. At the same time, the live streaming Click to Watch interface can also be personalized design and layout according to different brand needs. For

example, "golden proportion" has strict proportion, harmony and other aesthetic characteristics, which can bring people visual beauty and comfort in many times, such as architecture and art. The design of live broadcast interface can refer to golden section, and use color, picture, logo and other contents to optimize the layout design, so as to humanize the design of live streaming browsing interface and bring it to the audience the comfort of watching.

Generally speaking, the design of live streaming interface should follow the following principles: first, simplicity and ease of use; second, improve the quality of live streaming image; third, optimize the size and proportion of the interface; fourth, Strengthen the in-depth interaction between the anchor and the consumer, further enhance the brand building power, and improve the loyalty of consumers. The continuous optimization and development of the live broadcast platform can provide consumers with a better user experience, a fresh sense of use for consumers, a better communication channel for brands, and further promote the better development of brand live marketing.

5.5 Establishment of Good Market Environment to Promote the Development of Live Brand Marketing Activities

Live streaming platforms are important for the promotion of live brand marketing activities. On the one hand, various problems of live broadcast platform emerge in endlessly, such as moral anomie, false enthusiasm, lack of industry self-discipline. While that of the enterprise brand marketing are increasingly prominent, such as false advertising, false propaganda, unfair competition, etc. Brand live marketing activities need a good market environment, so we need to strengthen management from the following aspects:

Supervision: strengthened supervision can improve the quality of live streaming platform. In order to achieve the effect of supervision, we should start from two aspects of government supervision and platform self-discipline and combine the official compulsory management with the industry consciousness. If the network live streaming platform is to feature in the industry, it must cooperate with the host in the official regulatory platform to promote the progress of the whole industry by ensuring the quality of the platform itself. The platform shall set relevant live streaming regulations, including the application qualification of the anchor, the management method of the anchor's violation, the live streaming language and content requirements, the recharge of virtual gifts, and the realization rules. Practical measures should also be taken after

the promulgation of express provisions. In the process of live streaming, there should be special management personnel in the studio to supervise the dynamic situation of each studio, and block those hosts whose content exceeds the management regulations in time. In addition to the supervision of live content and anchors, the platform should also put an end to the bad behaviors such as swiping the bill, false reporting of data and so on in order to make profits. The false fire of a platform can be exchanged for a temporary momentum, but there is no way to be forever sought after. This kind of deceptive behavior will always be exposed, which will arouse the outrage of users, and the brand image created by the live platform will also collapse in an instant. Therefore, in order to the sustainable development of the live streaming industry, it is very important to supervise the online live broadcasting platform.

Threshold restriction: there is need to set access restrictions to live streaming threshold to avoid blackout. The online live broadcasting industry covers all kinds of platforms, anchors from all walks of life, and all kinds of live content. In this way, irrespective of the platform or the host, the access threshold for live broadcast seems to be very low. However, as long as there is a device such as smart phone or computer, live streaming is not difficult, and chatting with the audience can create a revenue legend that attracts consumers' attention. This will create large traffic in the live streaming industry and consequently result to the rapid development of the industry and vicious competition.

What brand marketing needs is not only to attract the attention of consumers, but also to identify with corporate brand culture and brand, so as to form brand loyalty. Therefore, we can solve this problem from two aspects: In terms of national policy, we should restrict the host, platform and live streaming content. Another approach is through the selection of the host; the enterprise should not only look at the appearance, but also look at its internal cultivation and character. In addition, the selected host should be trained professionally, so as to train before taking the post and build a good mobile network Broadcast environment, let consumers experience and understand the enterprise brand value from the heart, and identify with the brand value.

The online live streaming platform has been criticized by most citizens. In order to brush fans and popularity for the host and programs, the platform can be said to be extremely useful. The 20 million anchor brokerage companies charge 40 million virtual currencies in the online live streaming platform, and then spend 40 million virtual currencies on their anchor accounts. The revenue of 40 million anchormans is divided into 55 shares through the live broadcast platform,

and 20 million profits are made by themselves. In this way, the brokerage company has won the popularity of the anchor, the anchor has harvested a lot of running water, and the live broadcast platform has also obtained a lot of running water. It is required that the online live broadcast platform should disclose the charging standards, put an end to the spread of such things, strengthen the industry self-discipline mechanism, and ensure the sound development of brand communication.

In response to the pandemic outbreak, the leaders of many countries decided to save lives before saving the economy, declaring sudden or phased lockdowns in their countries. Policies like "social distancing" and "stay-at-home" were implemented overnight, which severely damaged several businesses across industries (Donthu and Gustafsson, 2020; Leite, Hodgkinson, and Gruber, 2020). In order to help enterprises out of the predicament and weather the crisis, live commerce is the future development trend.

6. Conclusions

6.1 Theoretical Implications

This study makes two main contributions to knowledge of brand marketing. First, this research highlights the significant role of mobile live streaming in brand marketing. According to Kantar's market research, consumer's consumption attitudes have tended to be more conservative after the outbreak of COVID-19 and they prefer to reduce unnecessary expenses (Kantar, 2020a), which resulted in a sharp decline in firms' revenue in the first quarter of 2020. It is very important to explore new marketing model. Although prior researches have studied brand marketing, less attention has been paid to research on the combination of live streaming and brand marketing. The current research fills this gap bythe analysis of Tmall and explores how firms should choose in the COVID-19 crisis.

Second, this study extends knowledge about live streaming to brand marketing. This paper analyzes the characteristics of network live broadcast, mining the problems exposed in the new brand marketing model, summarizes and analyzes them, and puts forward effective brand marketing strategies for enterprises. Thus, this research enriches the literature related to brand marketing and provides new scenarios for studies of marketing.

6.2 Managerial Implications

A major practical lesson is that the COVID-19 crisis is quite complex and has caused not only changes in existing business models but also a need to understand and observe transitions in the economy, business, and society（Surabhi Verma and Anders Gustafsson, 2020）. In order to mitigate the COVID-19 crisis, in the background of network live streaming, we should think about the implementation method and effect of brand marketing, and put it into practice

When it is applied to the brand marketing activities of enterprises, it has become a new way for many enterprises to carry out marketing activities. This paper makes an in-depth study on the brand marketing strategy under the context of mobile network live streaming, which has certain reference significance for enterprises to use network live streaming brand marketing with users as the center in the later stage, and can also help enterprises more accurately meet the needs of users and improve customer satisfaction.

In conclusion, as a new product under the background of mobile internet, the emergence and development of live brand marketing is a reasonable phenomenon of market activities. The development of brand marketing is increasingly relying on new media, channels and platforms. The brand produces comes with more high-quality content through live broadcast. Consequently, we should be able to lead users to a new way of life, so as to promote the continuous development of our society. How to make a better development of brand marketing in the mobile network scene and stand out in the trend of two-way development of vertical live broadcast and national live broadcast still needs the continuous practice exploration of brand builders and systematic research of community.

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