# 运营与卖货

# Operations and Sales

# Introduction

## 分享人：Dennis

- 抖音运营资深讲师，畅销书作家
- Senior Lecturer in Tik Tok Operations, Best-Selling Author
- 创立新媒体公司，主营短视频和直播培训
- Founded a New Media Company Specializing in Short Videos and Live Training
- 全网粉丝1000多万
- Has More than 10 Million Fans
- 出版六本互联网运营书籍
- Published Six Books on Internet Operations
- 16年互联网营销经验，10年视频营销经验
- 16 Years of Internet Marketing Experience, 10 Years of Video Marketing Experience

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01

# 基本介绍
# Brief Introduction

1. Tik Tok是什么平台
   What is Tik Tok ?
2. Tik Tok的影响力
   Influence of Tik Tok
3. Tik Tok的特点
   Features of TikTok

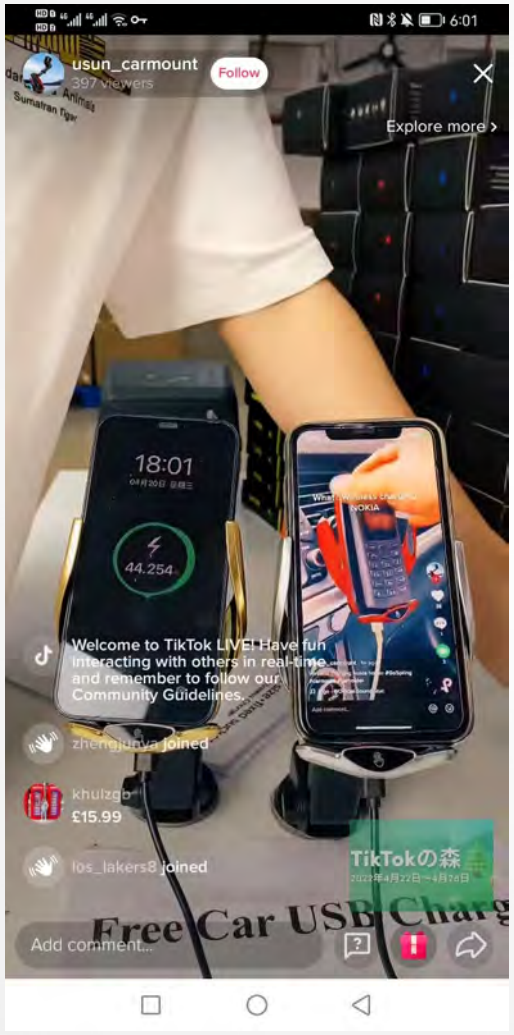
# 1.1 Tik Tok是什么平台？

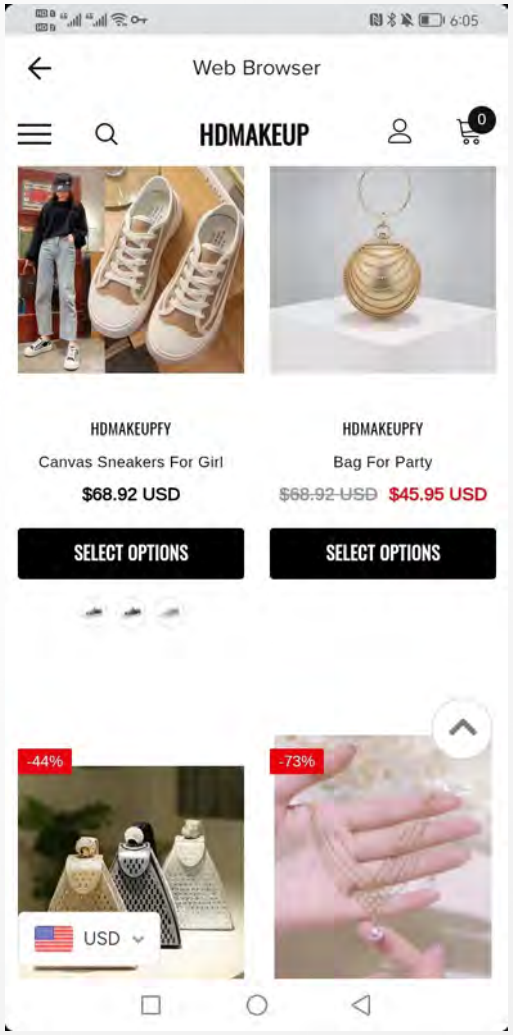
# 1.1 What is Tik Tok?

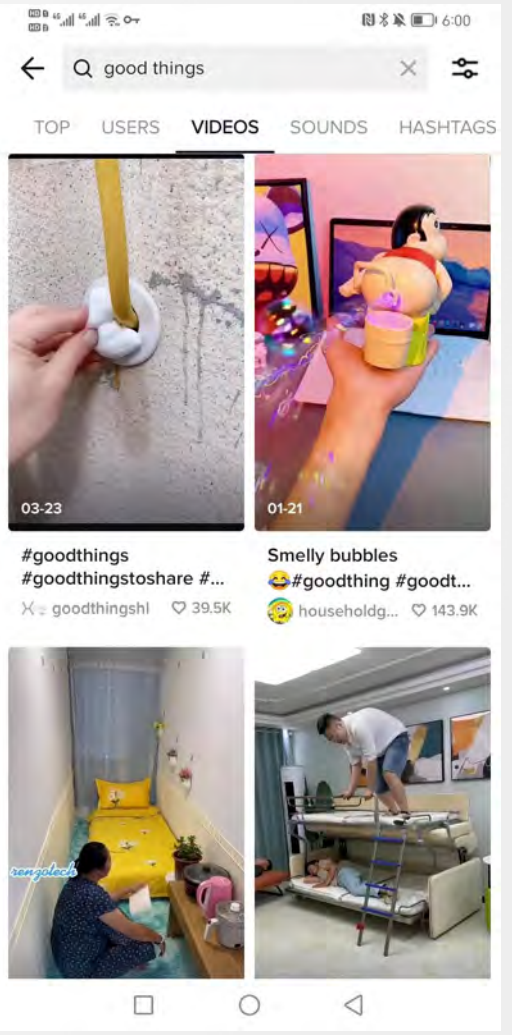
## Tik Tok是一个短视频和直播APP　An APP for Short Videos and Live Streaming

## 在中国叫抖音，在海外叫Tik Tok　Douyin (抖音) in China, Tik Tok Abroad

# 短视频+直播+电商+搜索 Short Video+Live Streaming+E-commerce+Search



# 1.2 Tik Tok的影响力

# 1.2 Influence of Tik Tok

## 2022年3月 In March 2022

全球 Tik Tok 用户平均每月在该应用上花费 19.6 小时

Global Tik Tok users spent an average of 19.6 hours per month on this app.

2022年初，抖音用户日均使用时长106.3 分钟

At the beginning of 2022, the average daily usage time of users in Tik Tok was 106.3 minutes

## Number of Downloads

截至2022年初，Tik Tok全球下载量达35亿次

By the beginning of 2022, Tik Tok had been downloaded 3.5 billion times worldwide

## Active Uer

2022年初，Tik Tok的月活用户10亿；抖音日活用户8亿
At the beginning of 2022, Tik Tok had 1 billion MAU (monthly active users); Douyin has 800 million DAU (daily active users)

# 1.3 Tik Tok 的特点

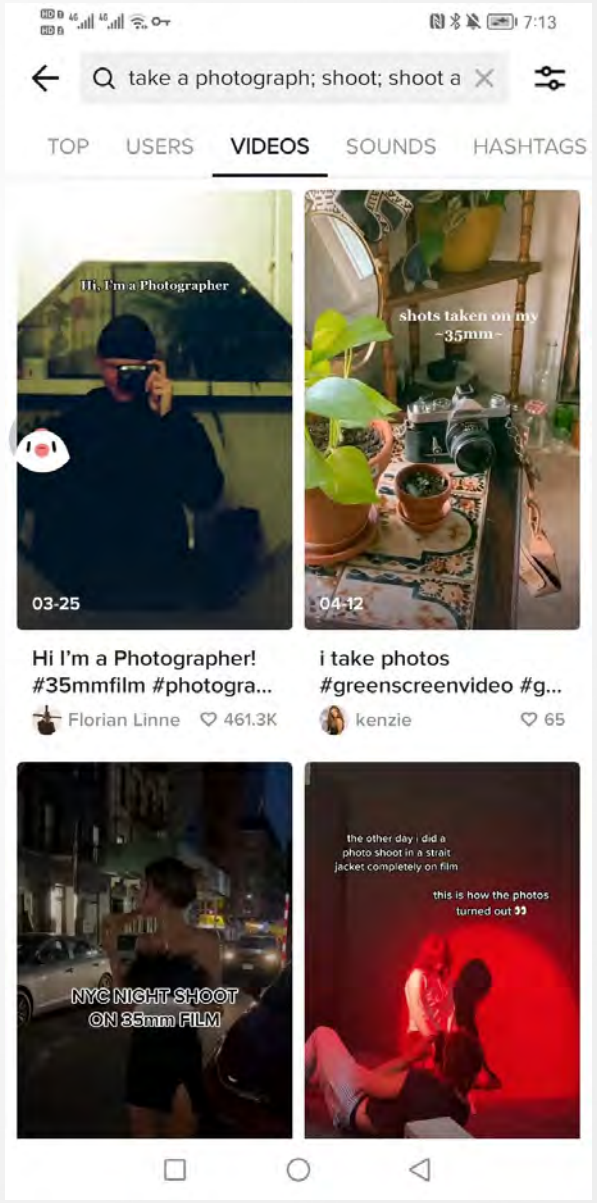
# 1.3 Features of TikTok

Feature 1

# 强大的人工智能算法，不断学习，不断训练
# Strong AI algorithm- learn and develop all the time

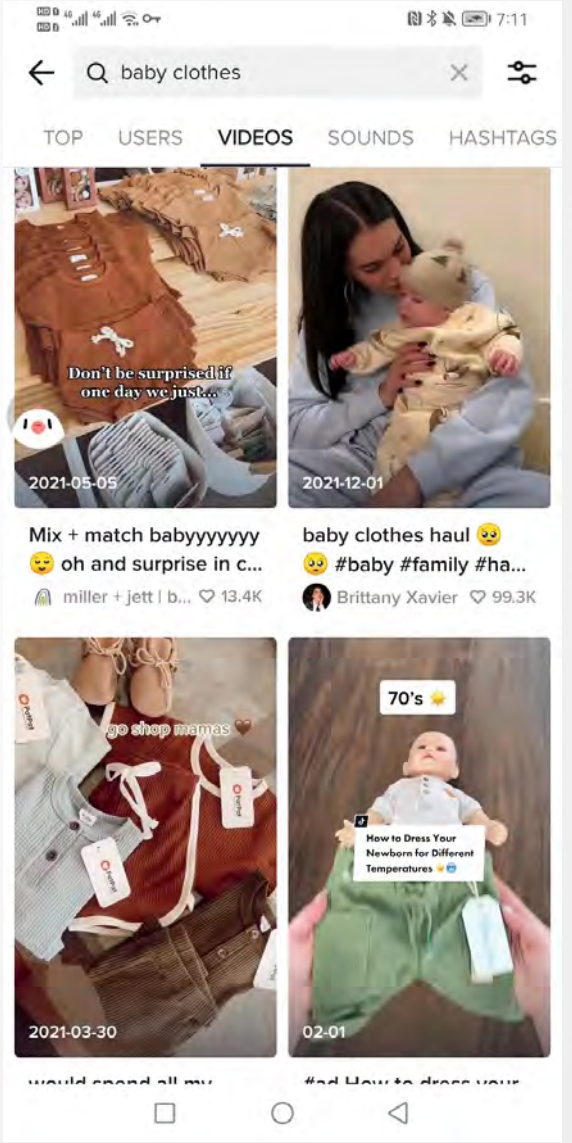
# Feature 2

让精准用户看到精准内容
Target Users to See Accurate Content



# Feature 3

让精准买家买到精准商品
Target Customers to Buy Precise Goods



02

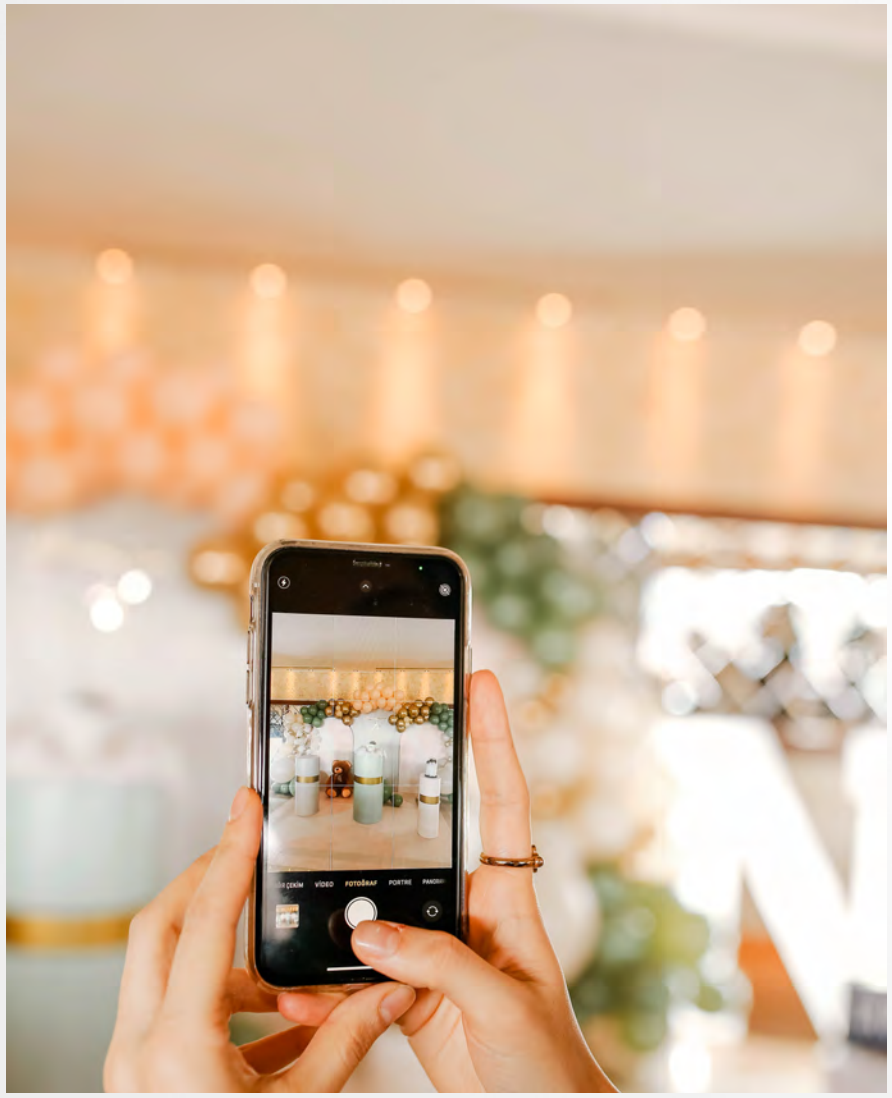
# 视频流量分配规则
# Video Traffic Allocation Rules

1. 优质视频的几个标准
   Standards for Quality Video
2. 观看时长、点赞量、评论量
   Watch time, number of likes and comments
3. 内容标签与观众需求的匹配
   Content Labels Match the Needs of the Audience

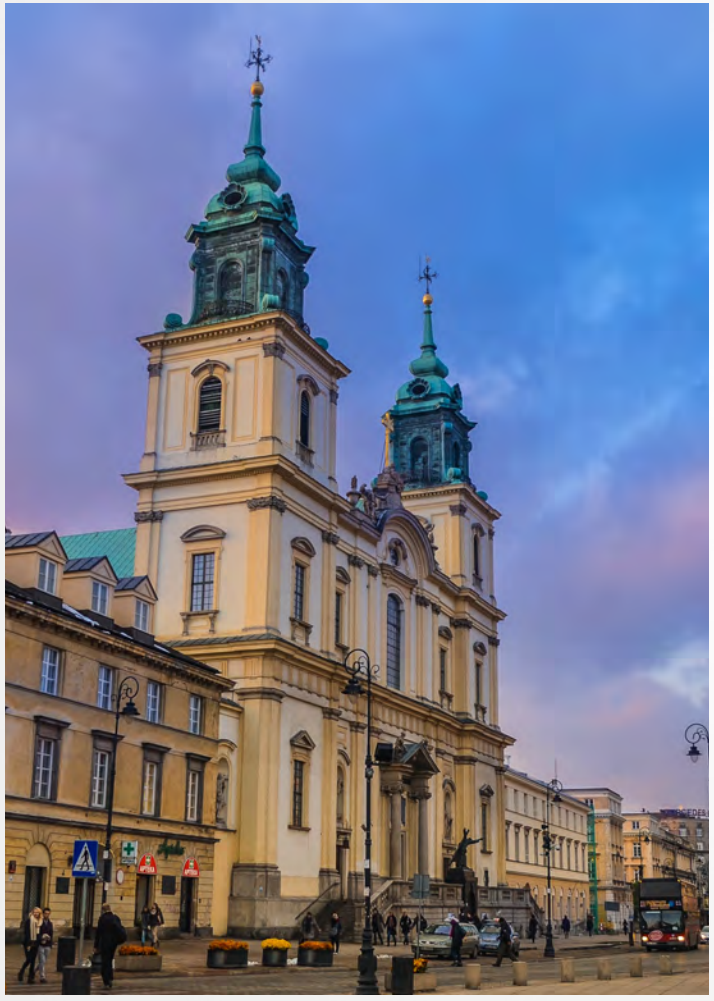
# 2.1 优质视频的几个标准

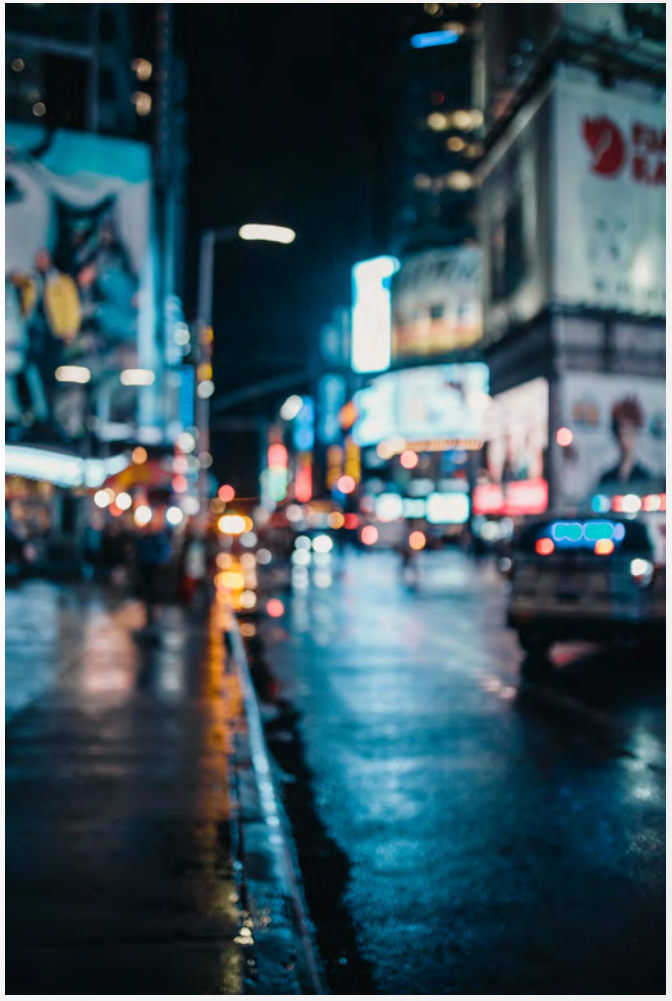
# 2.1 Standards for Quality Videos

# 平稳拍摄 Smooth Shooting



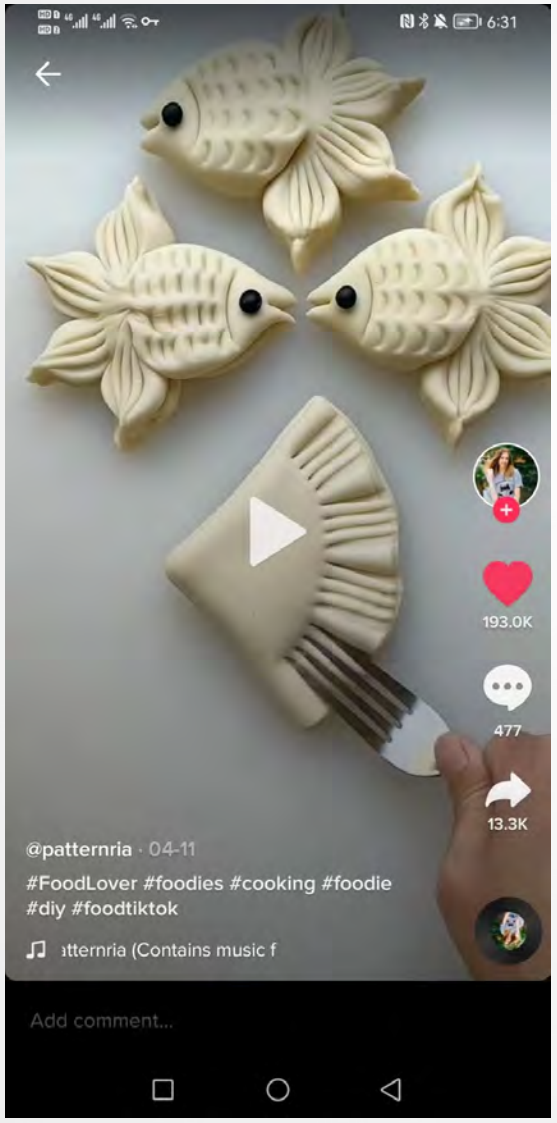
# 视频高清 High- Definition

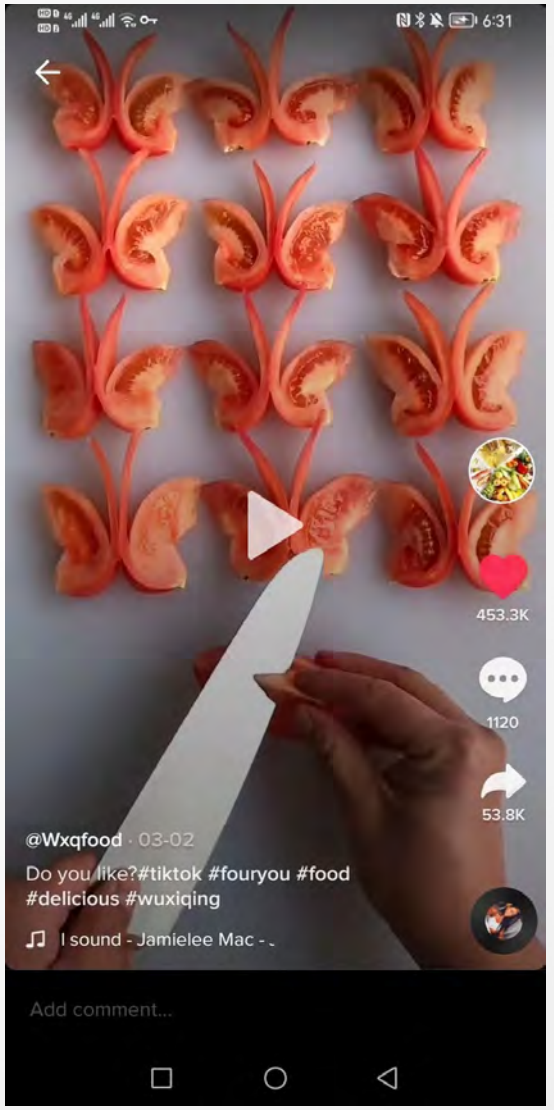




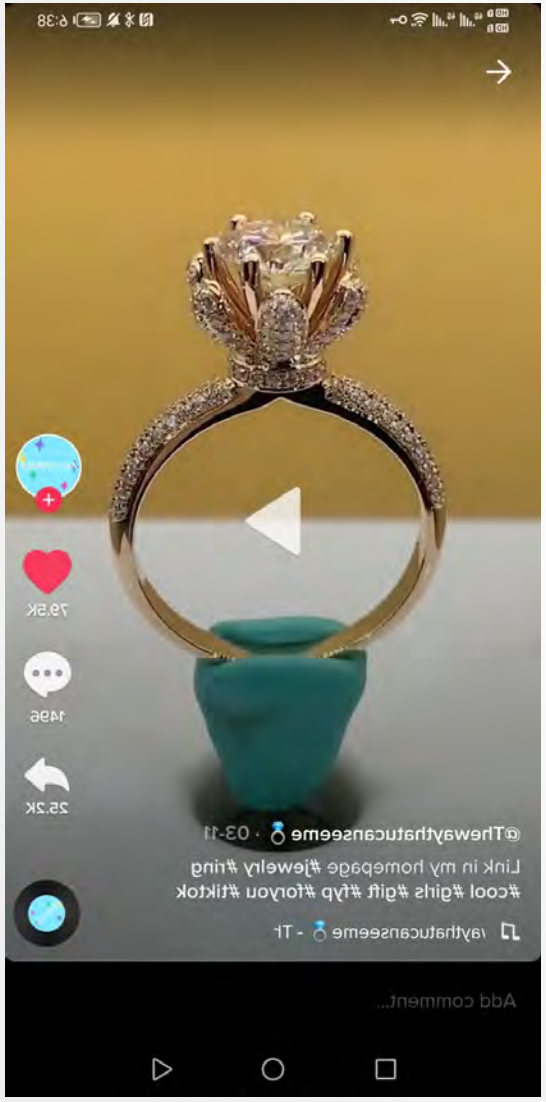
# 画面明亮 Bright Picture

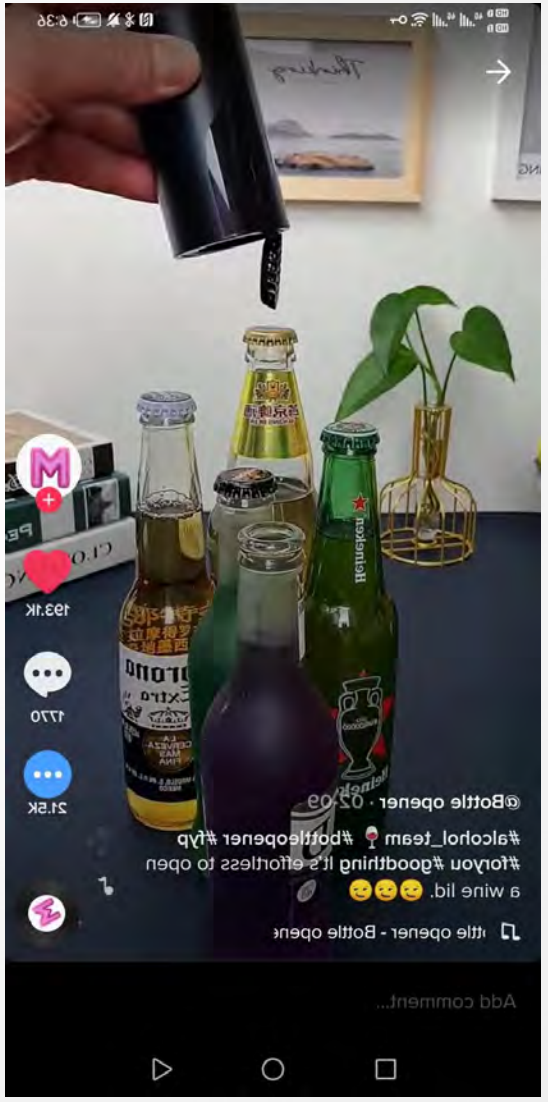
# 富有创意 Creative



# 主题明确 Clear Theme



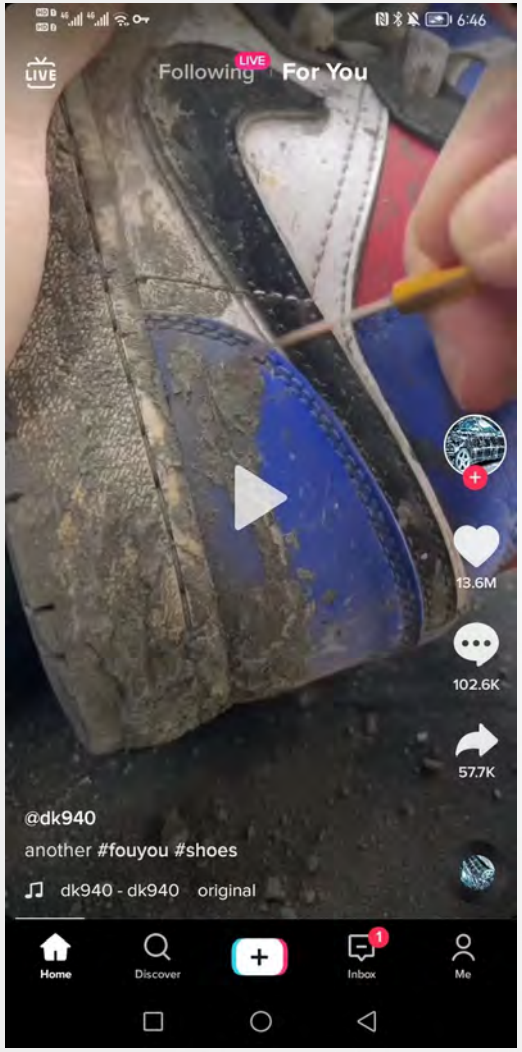


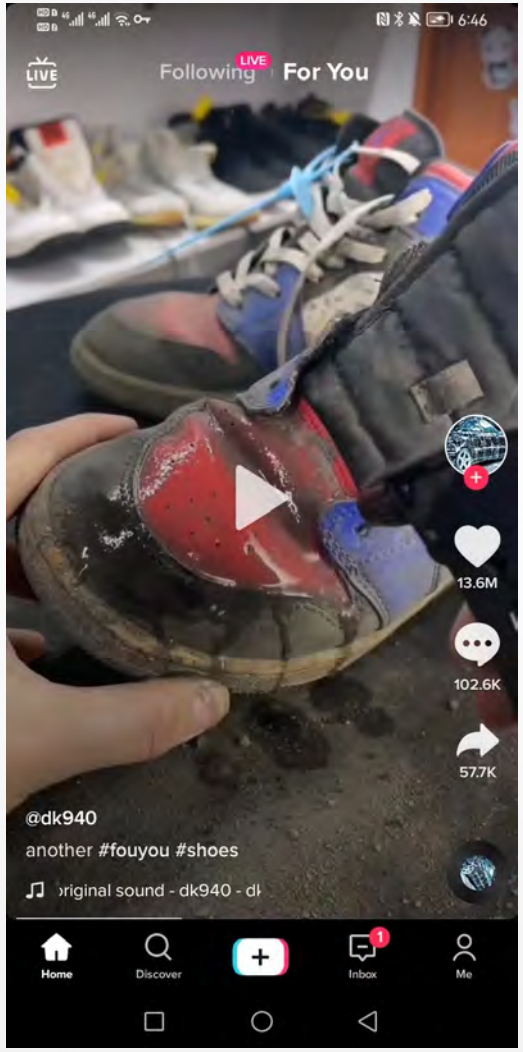
# 2.2 观看时长、点赞量、评论量

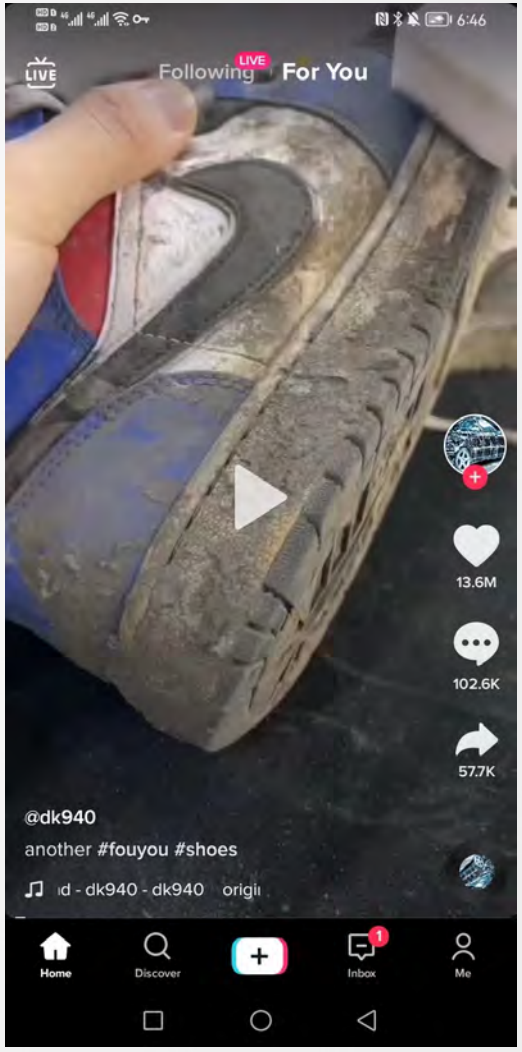
# 2.2 Watch Time, Number of Likes and Comments

# 观看时长：看得越久，代表视频内容越有吸引力
# Watch Time: the Longer Customers Watch, the More Attractive the Video Become

# 点赞量：点赞越多，用户越愿意耐心观看
# Number of Likes: the More Likes, the More Patient Users are Willing to Watch



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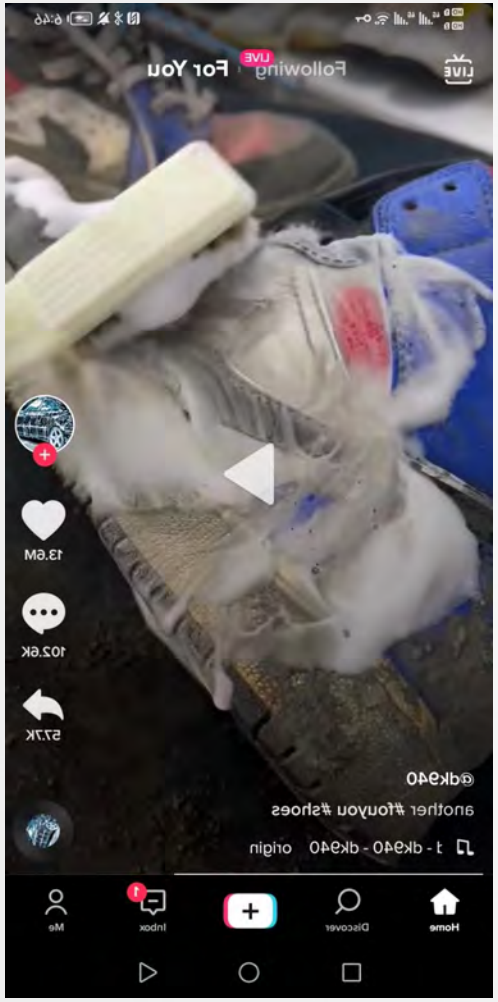


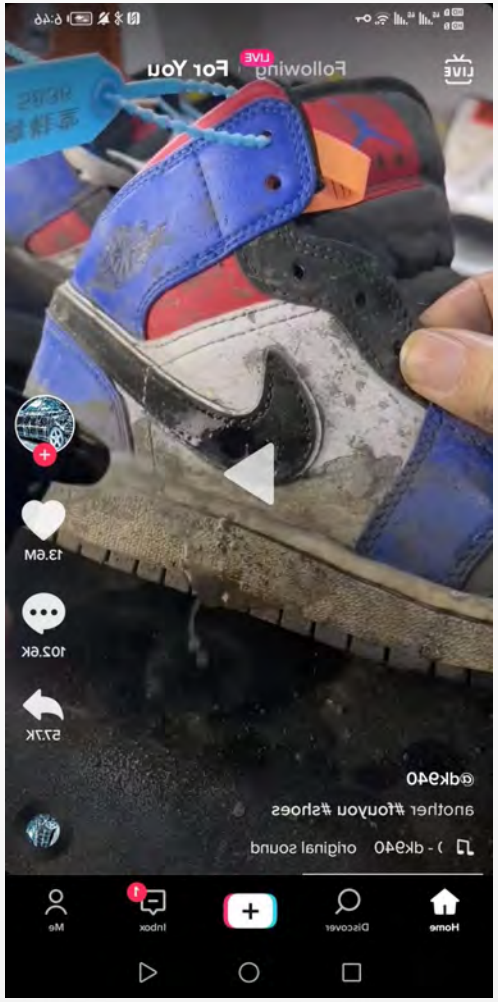


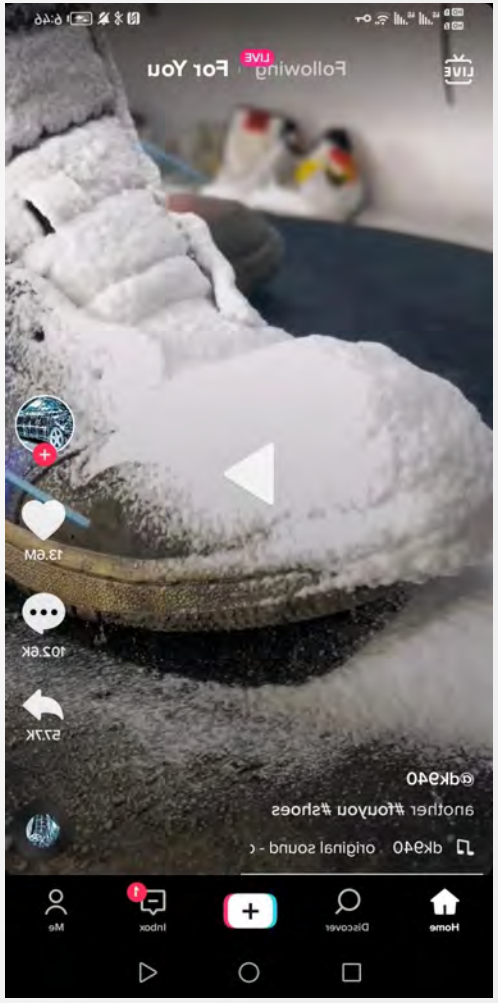

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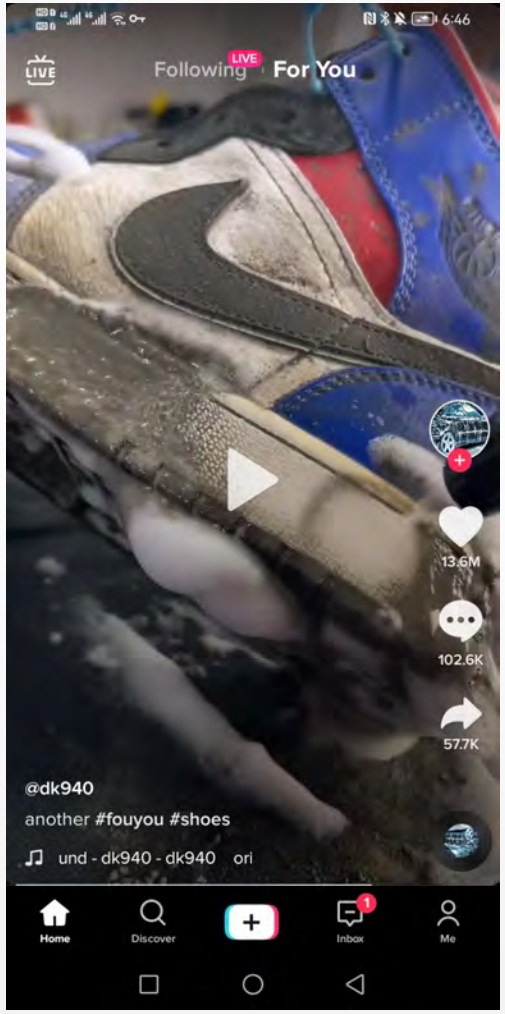
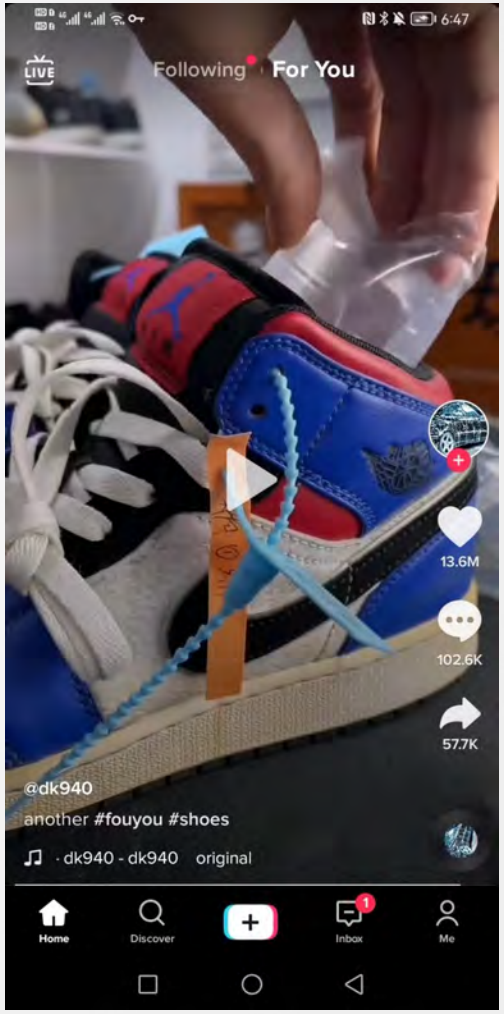
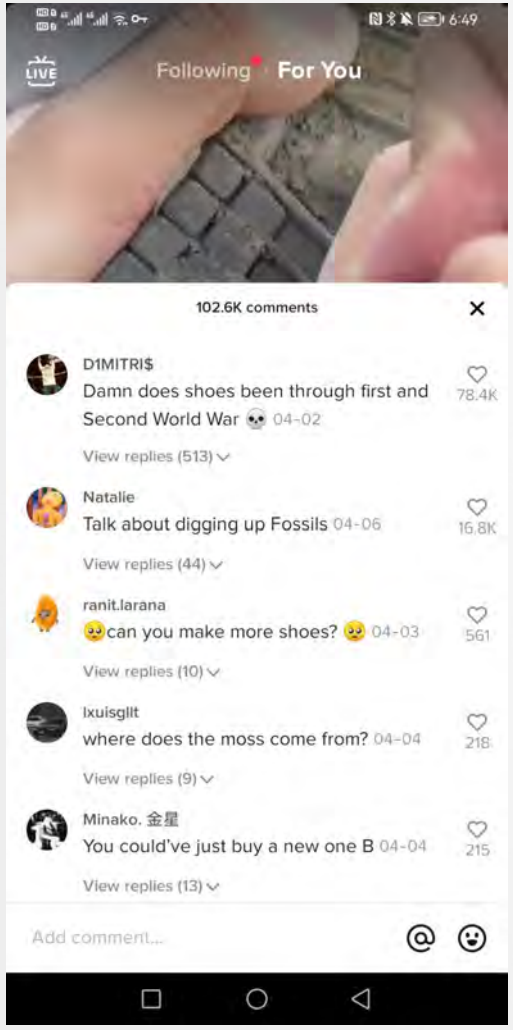
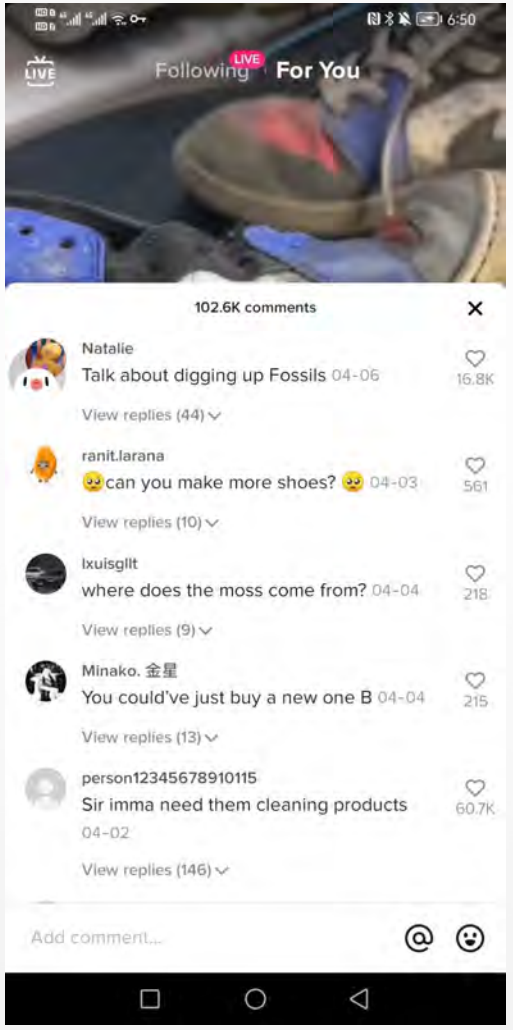
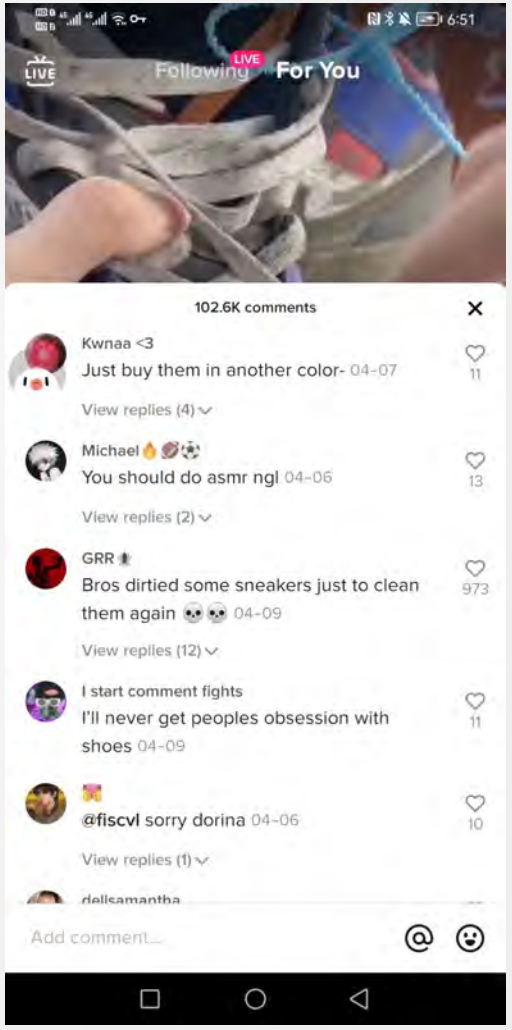


# 评论量：越多人讨论，越容易吸引流量
# Comment Volume: the more People Discuss, the Easier it is to Attract Traffic



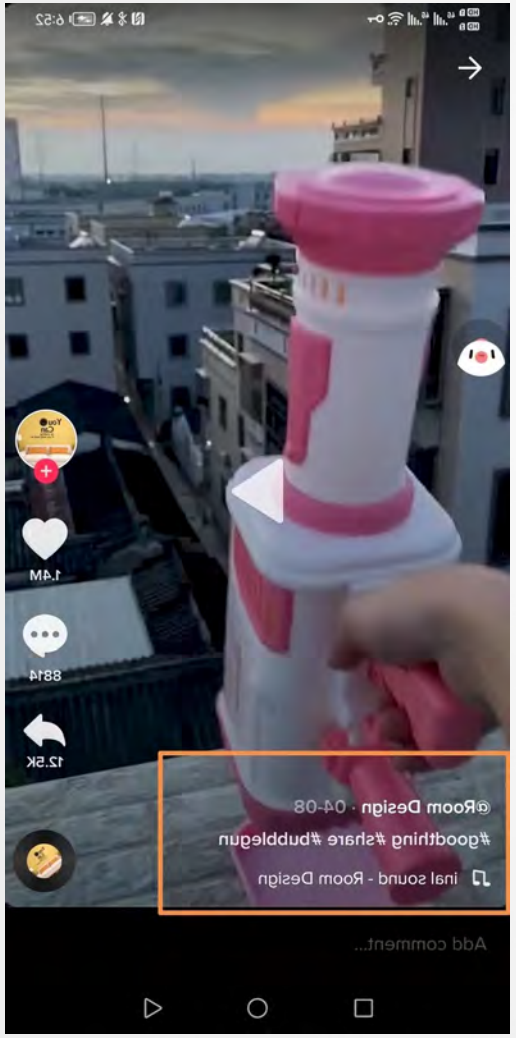



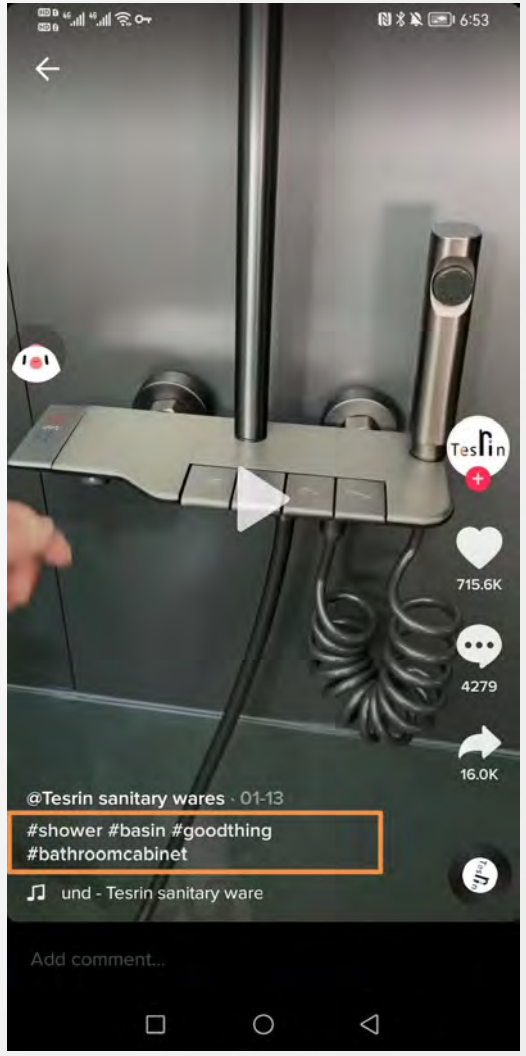



# 2.3 内容标签与观众需求的匹配

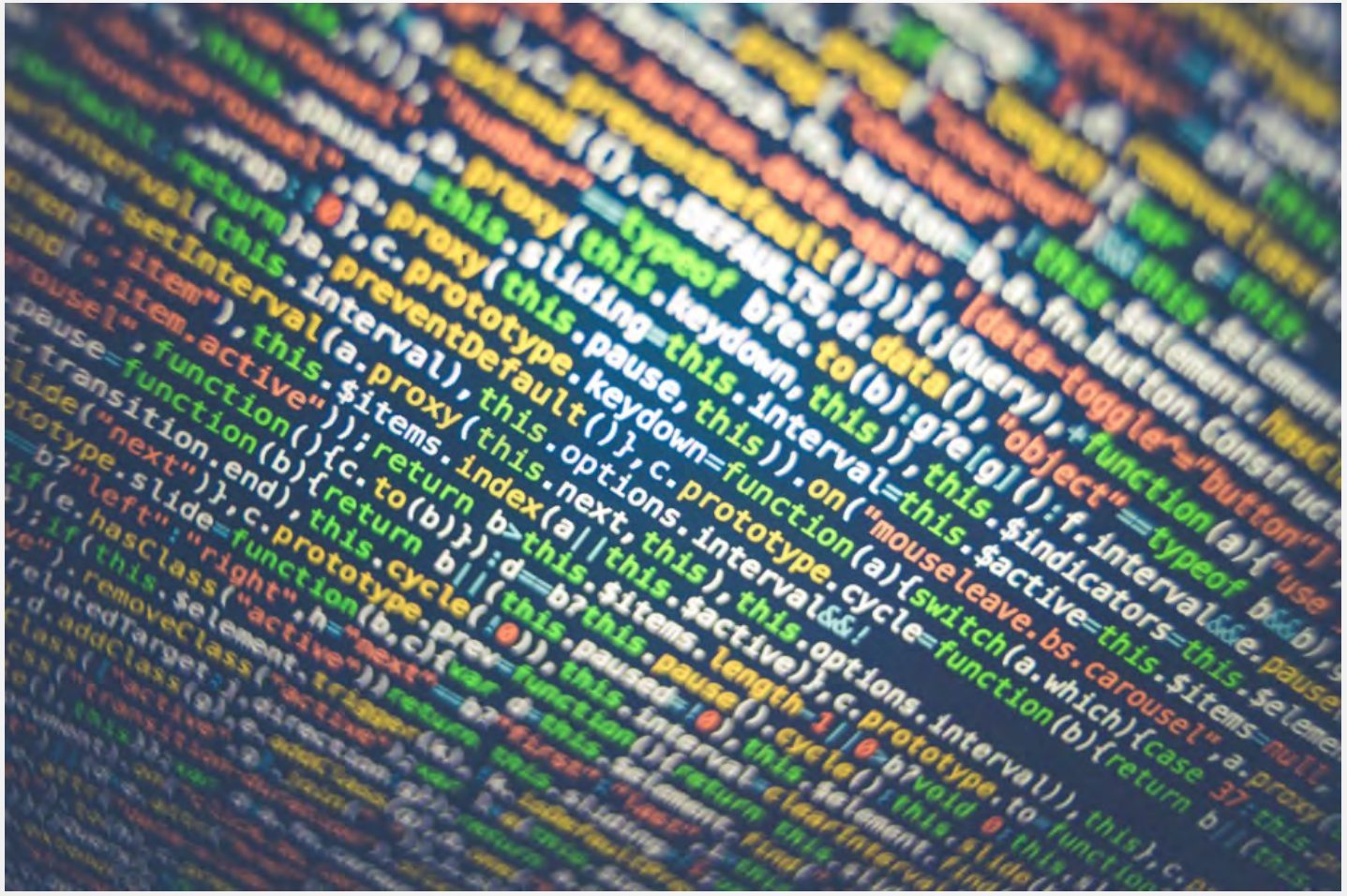
# 2.3 Content Labels Match the Needs of the Audience

# 自己可以给视频设定标签 Set Labels for Videos by Yourself



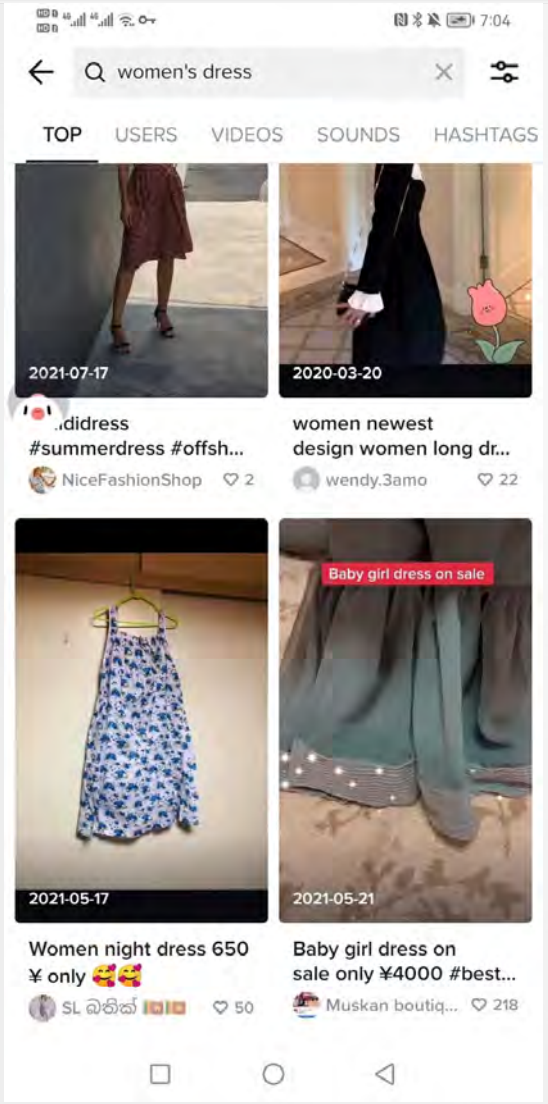


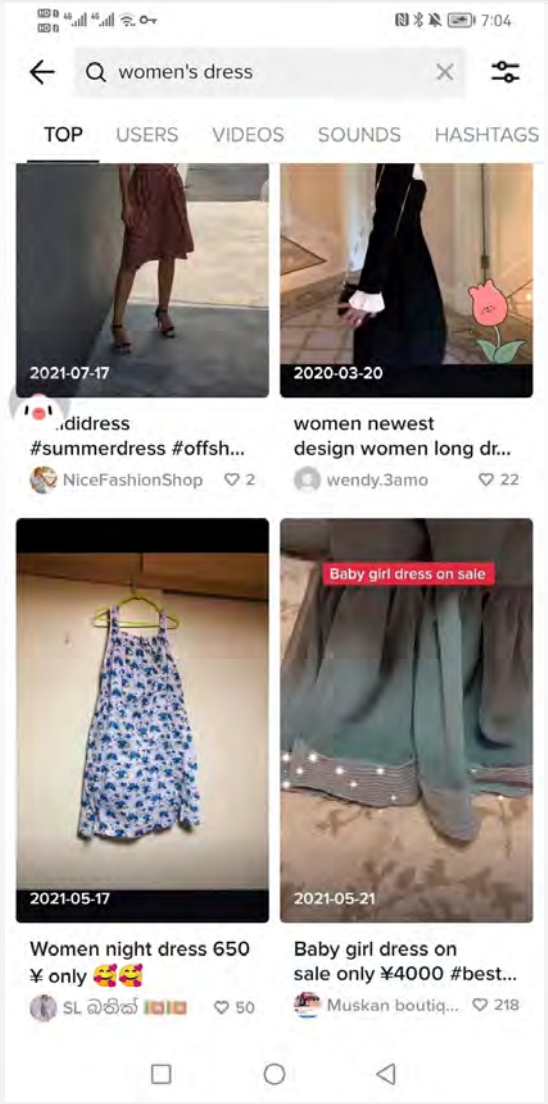
# 人工智能算法解读视频，分析标签
# AI Algorithms Interpret the Video and Analyze the Label

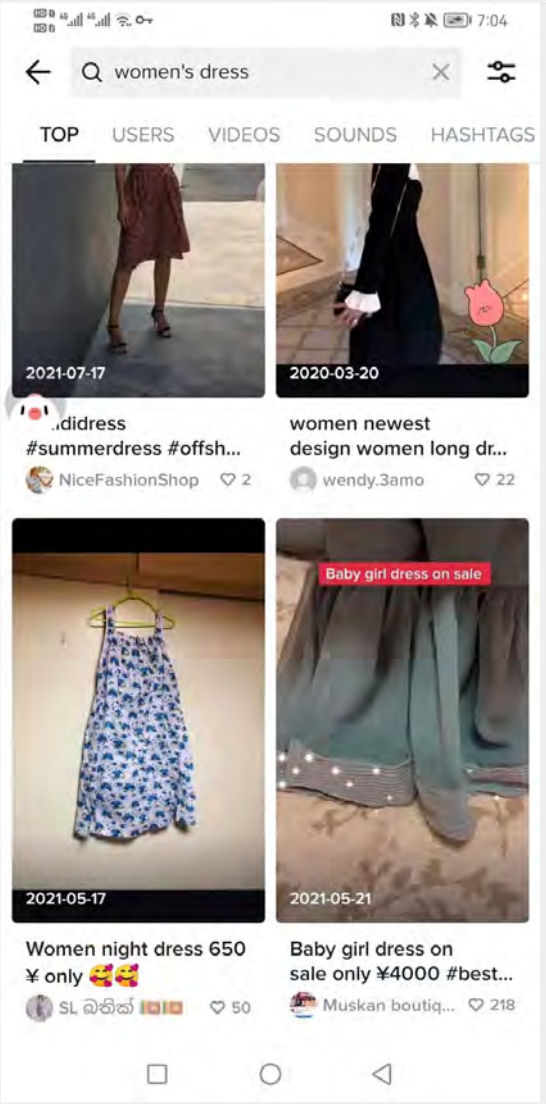


# 人工智能算法将视频推荐给有此需求和观看习惯的用户
# AI Algorithms Recommend Videos to Users Who Have this Demand and Viewing Habits

# 举例：你拍摄女装视频，算法会将该视频推荐给喜欢观看女装视频的用户
# e.g: If you shoot a video of women's clothing, the algorithm will recommend the video to users who like watching women's clothing videos



03

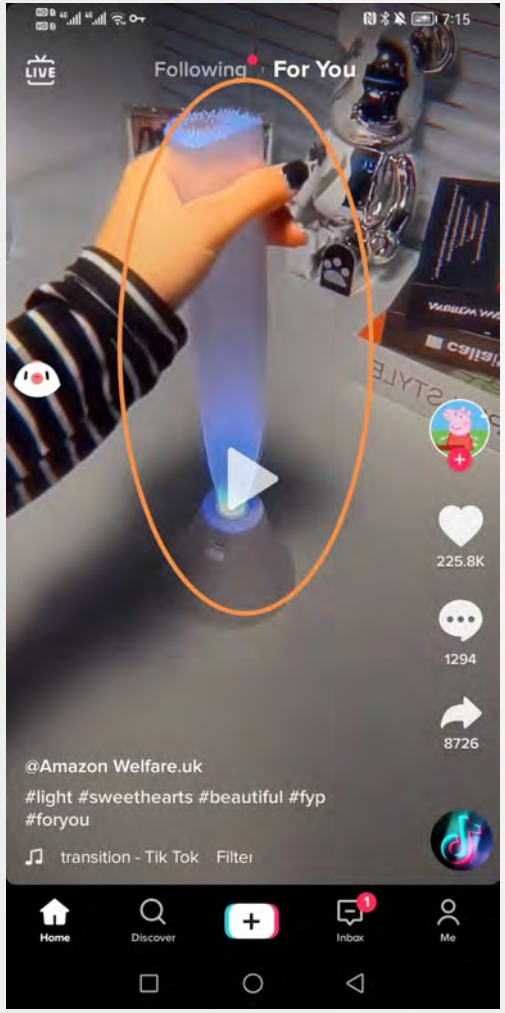
# 视频卖货经验
# Video Commerce Experience

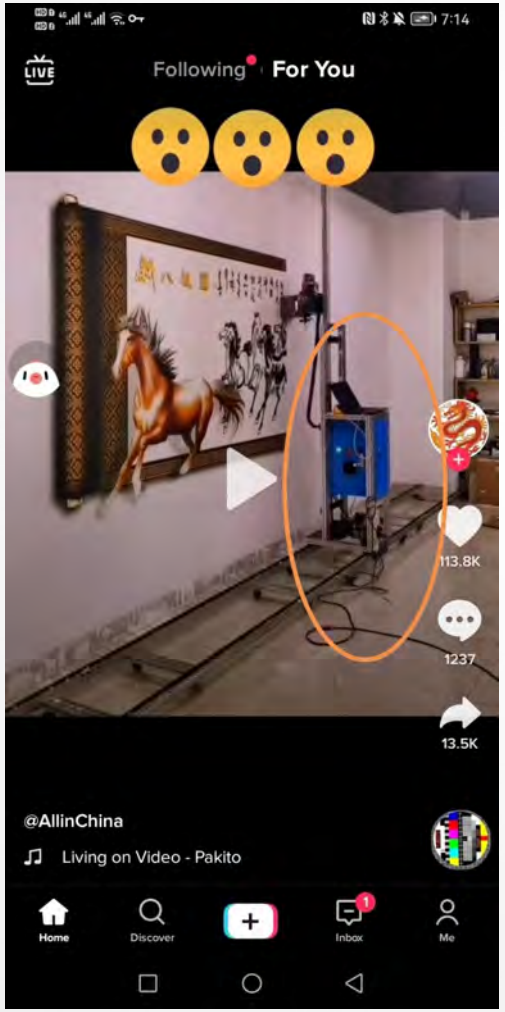
1. 从观看视频到浏览商品
   From Watching Videos to Browsing Goods
2. 实物商品和虚拟商品
   Physical Goods and Virtual Goods
3. 什么样的视频更容易卖货
   What Kind of Videos are Easier to Help Sell Products

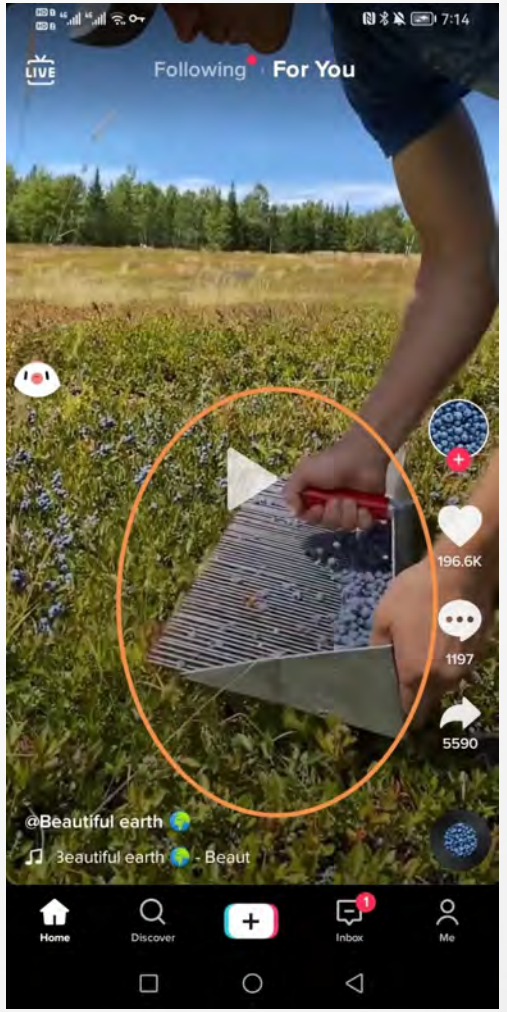
# 3.1 从观看视频到浏览商品

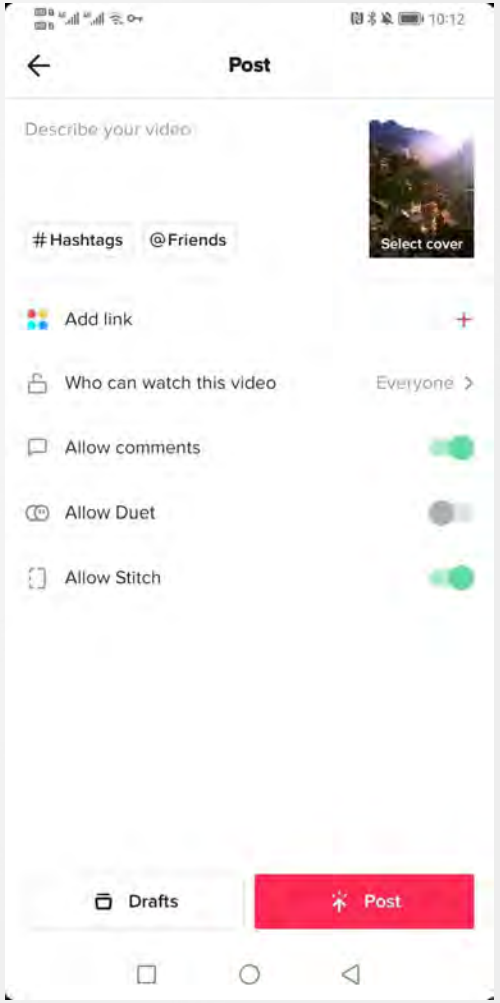
# 3.1 From Watching Videos to Browsing Goods

# 因为看视频，自然而然地看到商品
# Watching Videos Make Users to See the Product

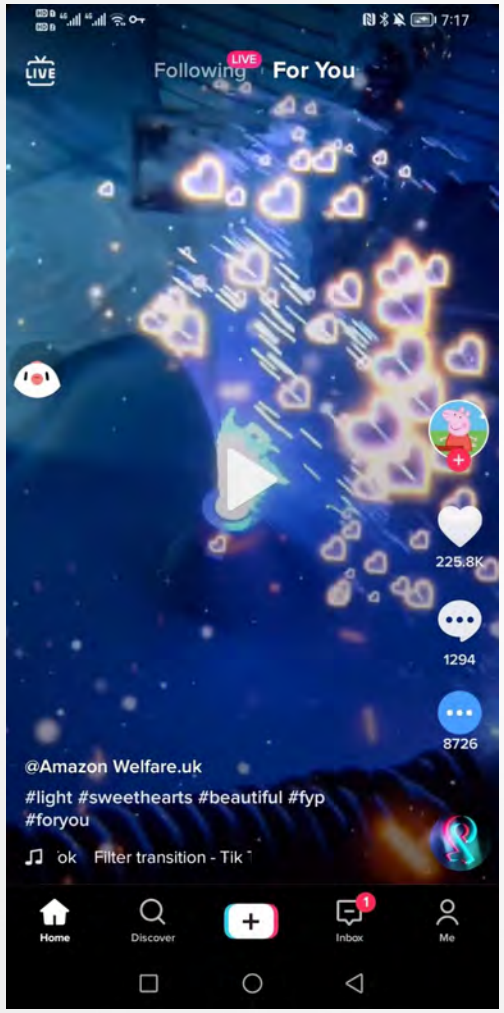


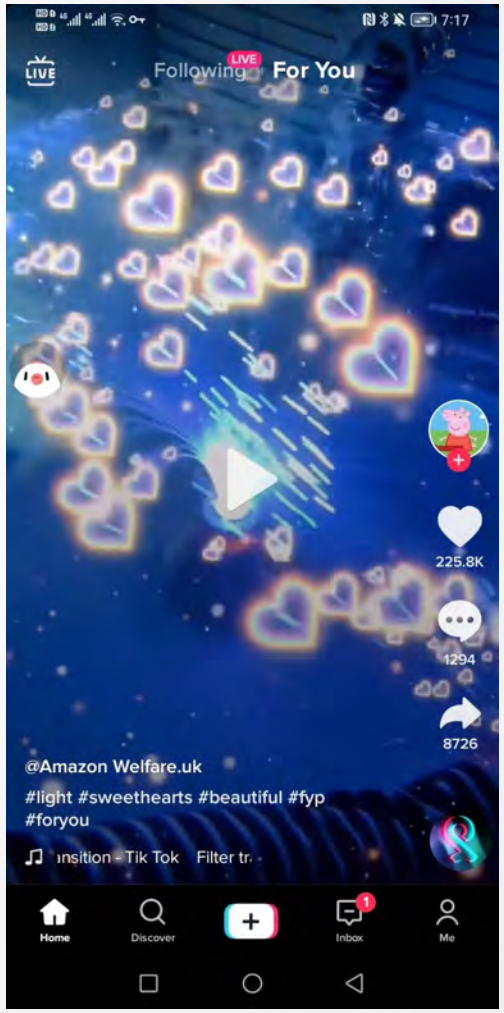



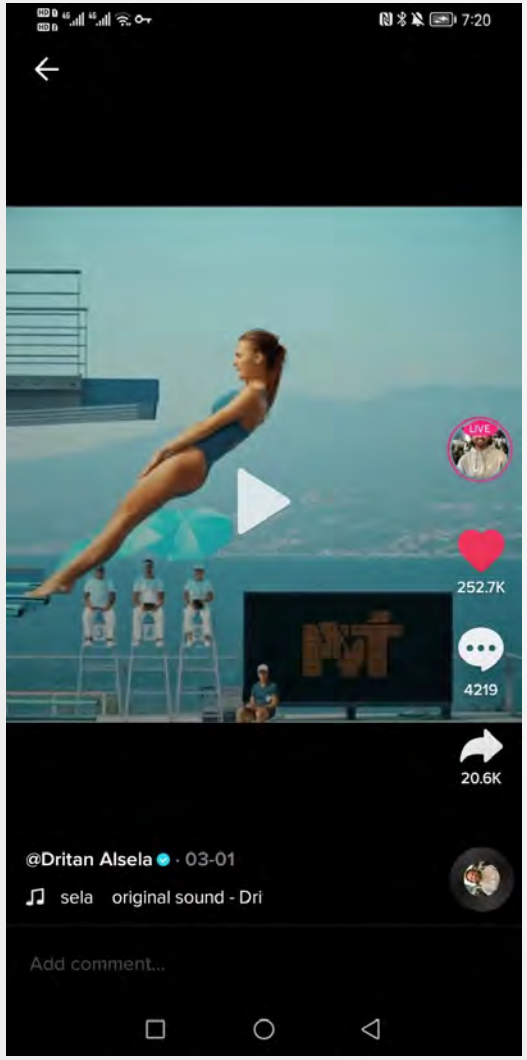



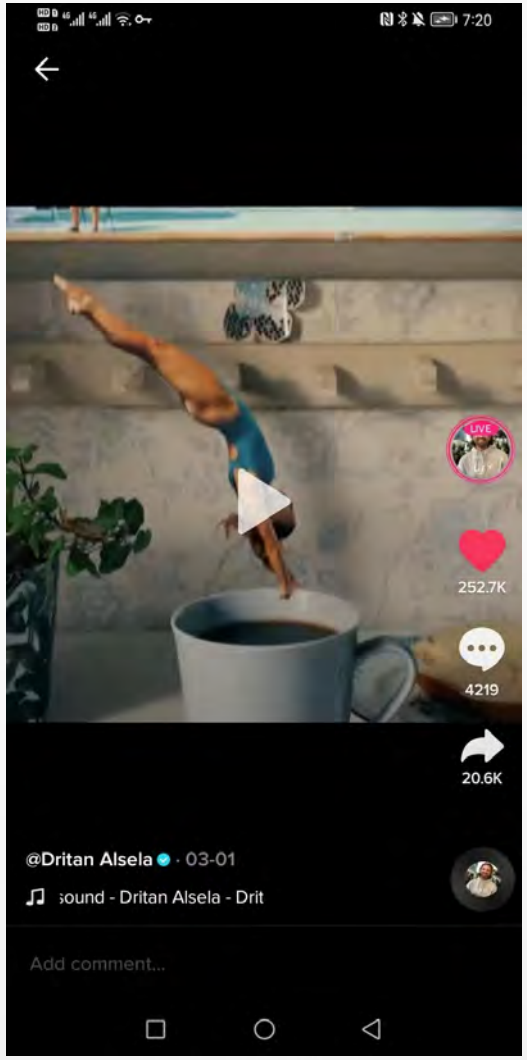
# 商品宣传，变成了一种内容表达
# Commodity Promotion has Become a Kind of Content Expression

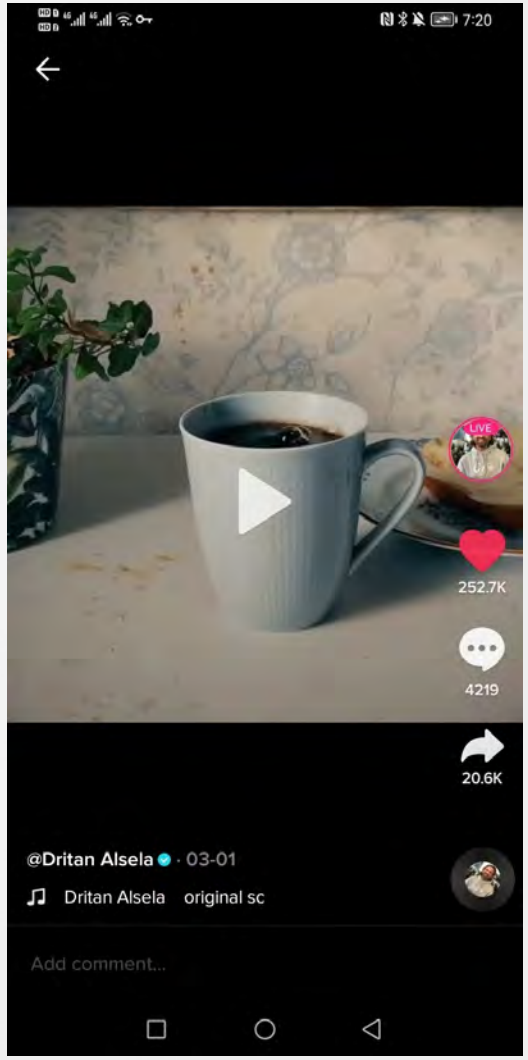


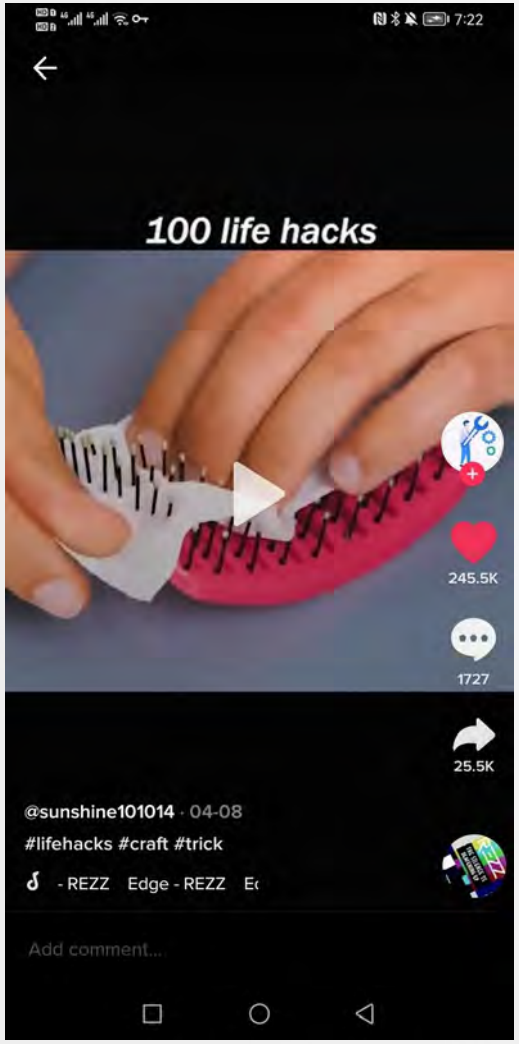
# 富有创意地去宣传你的产品 Be Creative in Promoting Your Products

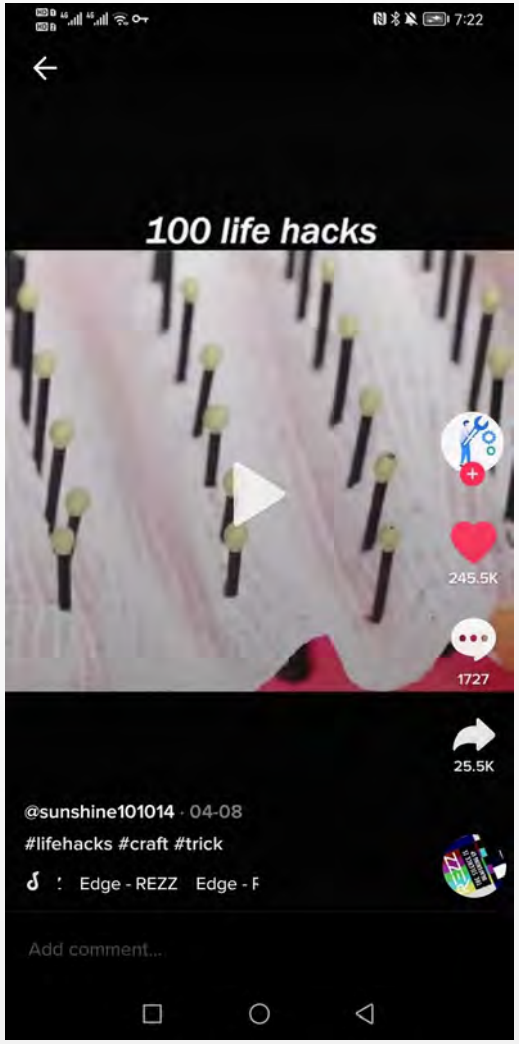


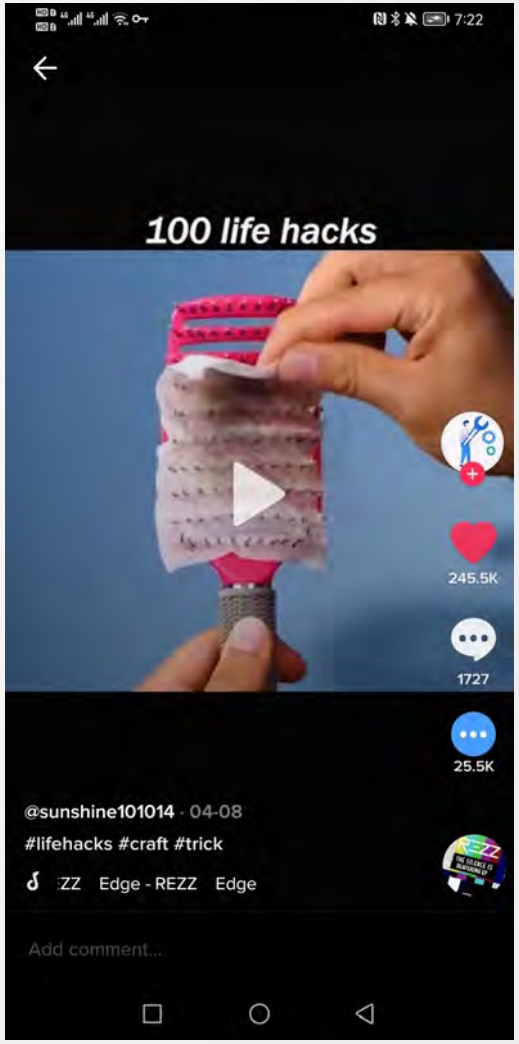



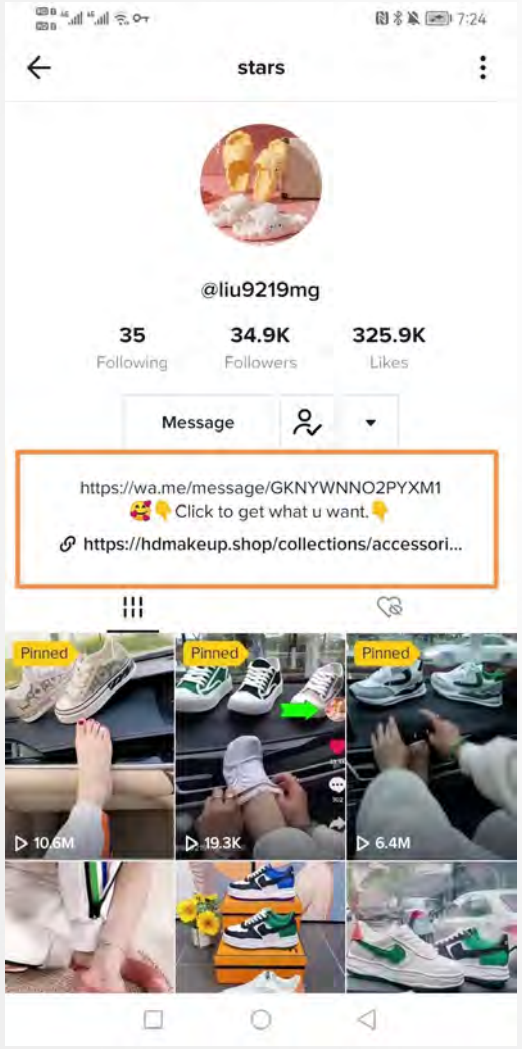
# 启发用户，让用户印象深刻 Inspire and Impress Users

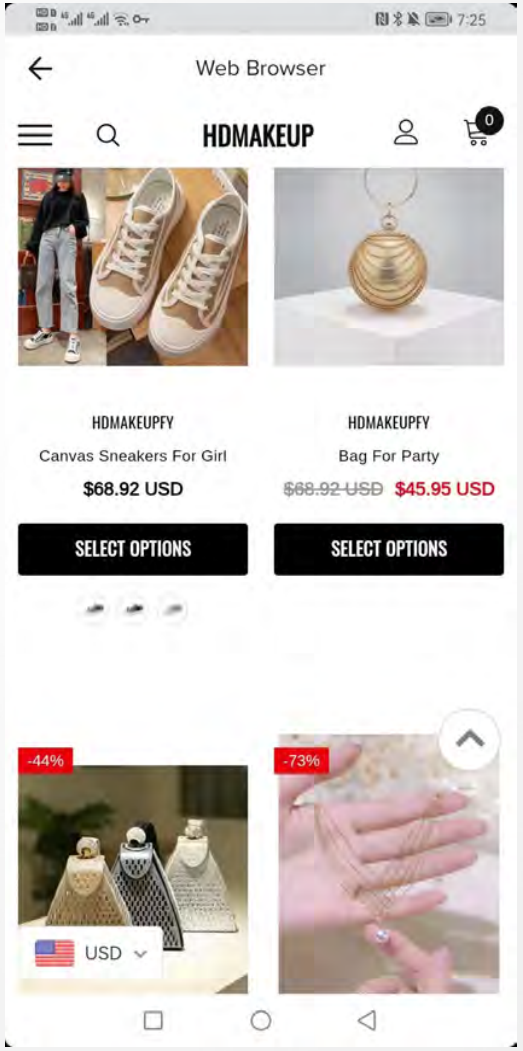


# 引导用户，让用户浏览商品网站 Guide Users and Let them Browse Commodity Websites

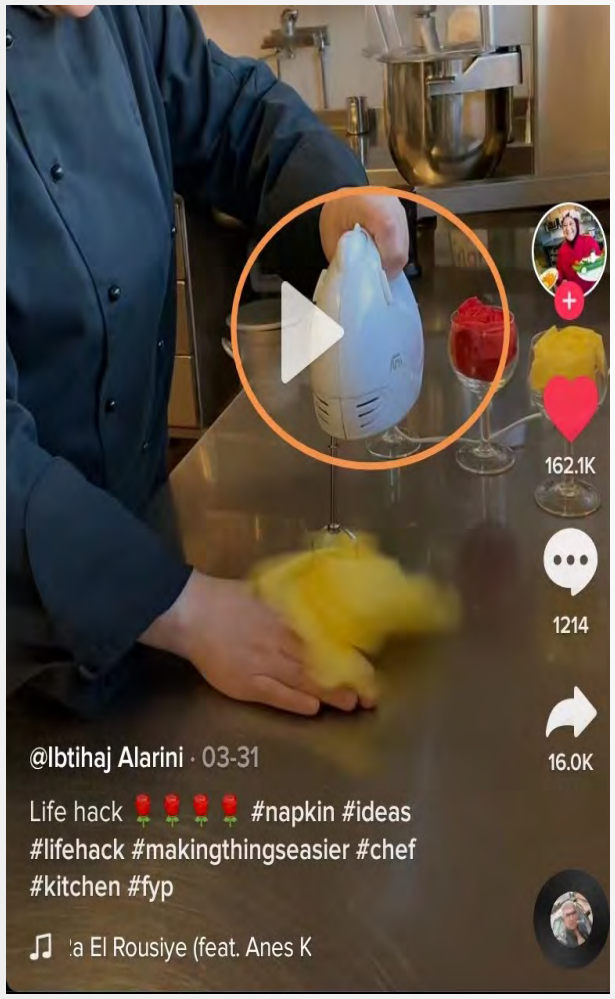


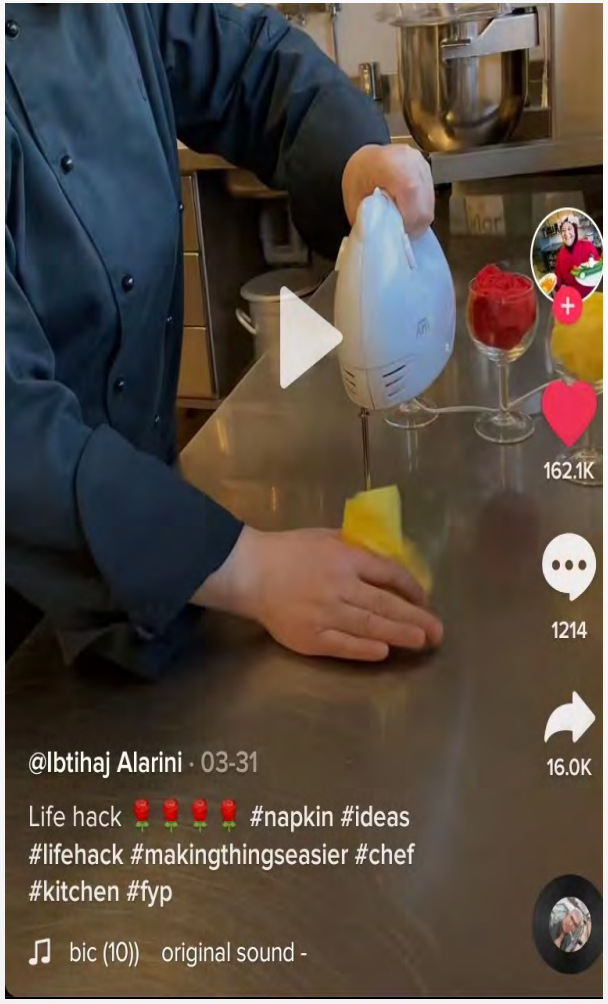



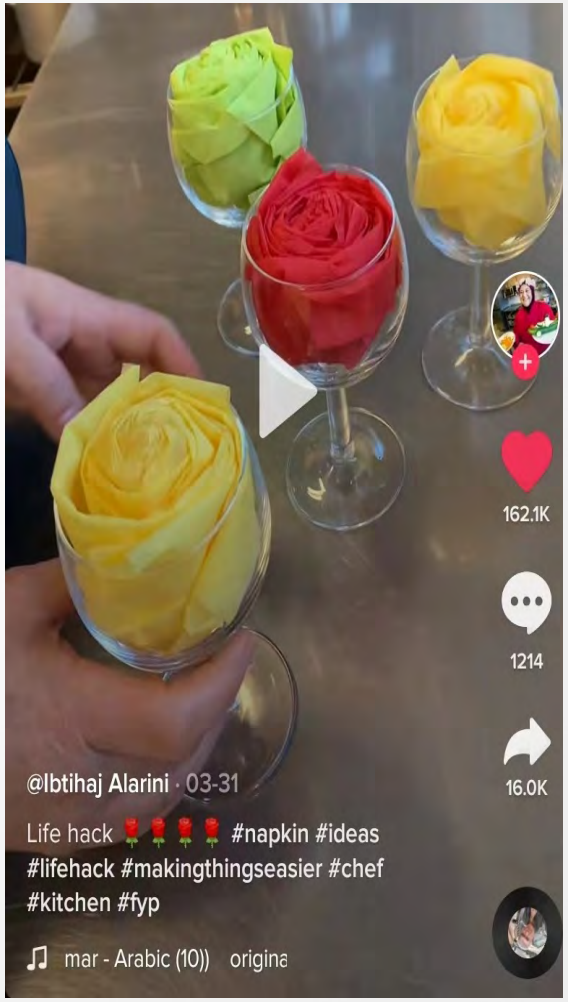
# 3.2 实物商品和虚拟商品

# 3.2 Physical Goods and Virtual Goods

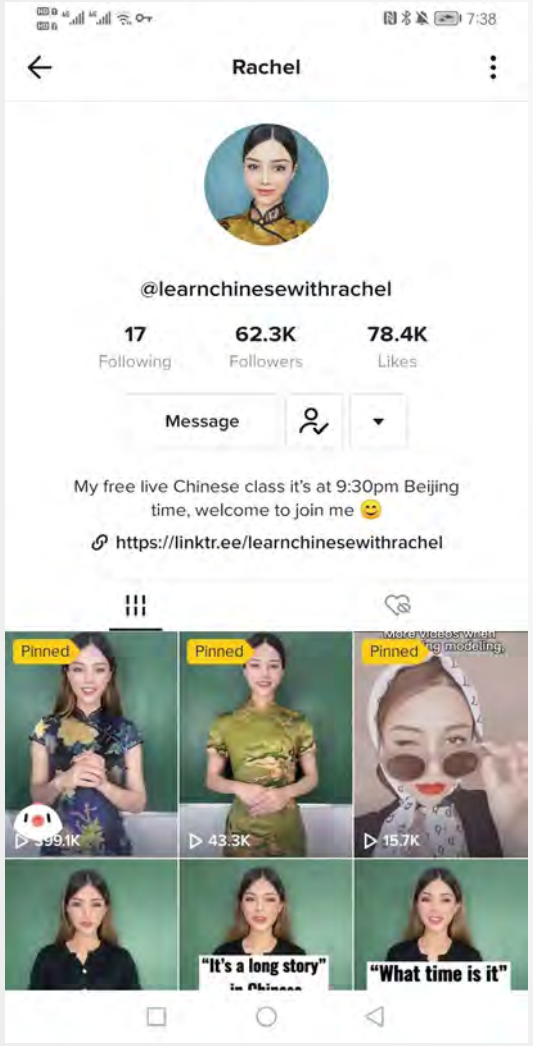
# 视频商品：要重视商品卖点的展示
# Video products: pay attention to the display of selling points of products



# 虚拟商品：比如在线课程，要重视老师形象的塑造和课程内容的讲解
# Virtual goods: take online courses as an example, we should pay attention to teachers' image shaping and the course contents creating

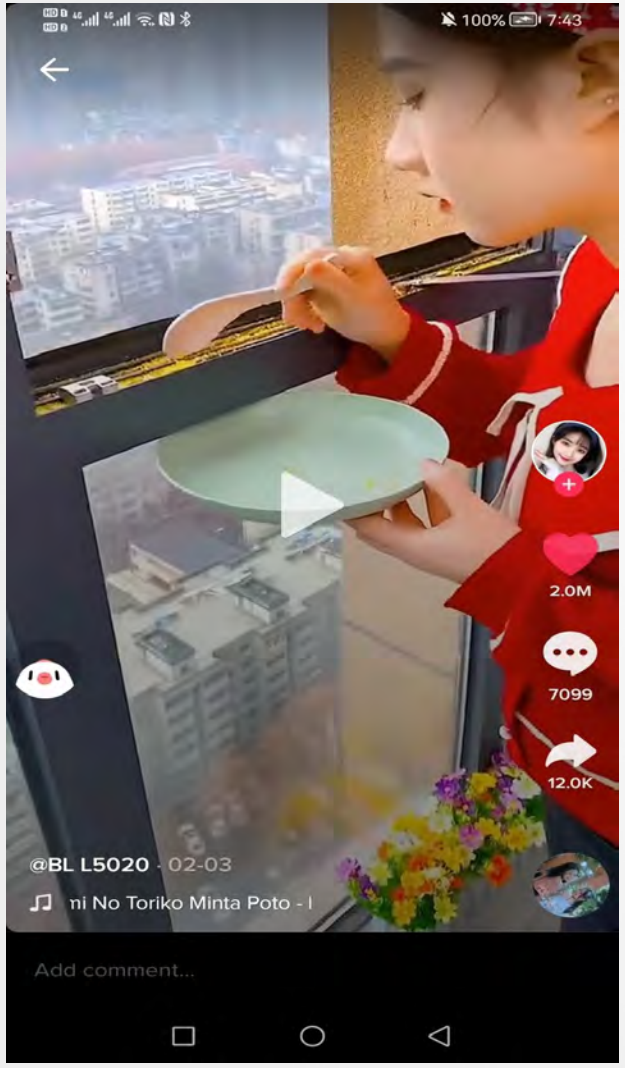


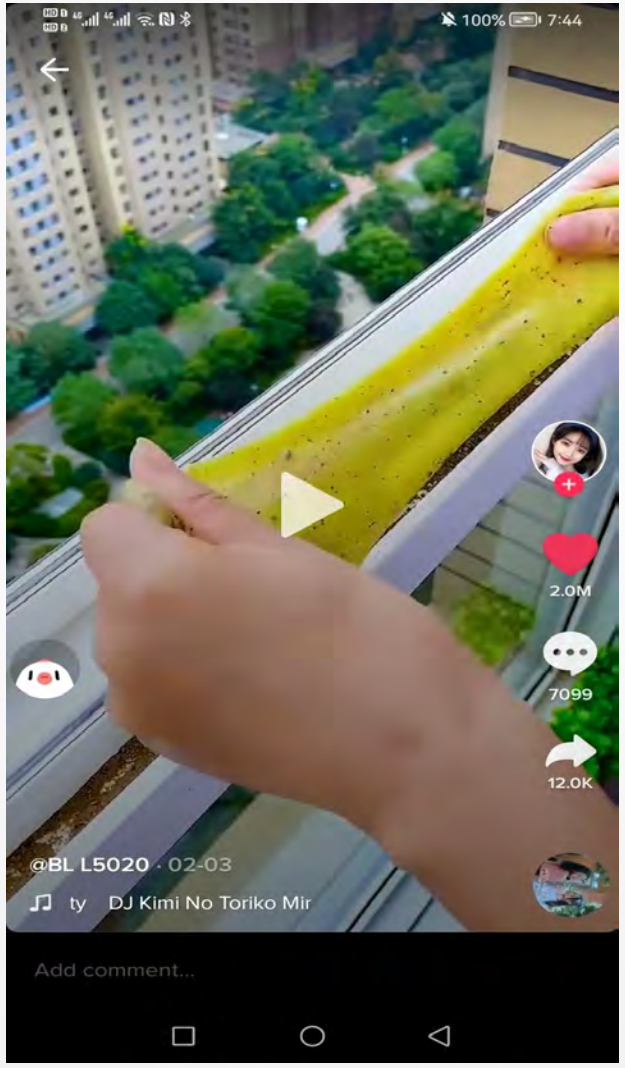
# 3.3 什么样的视频更容易卖货

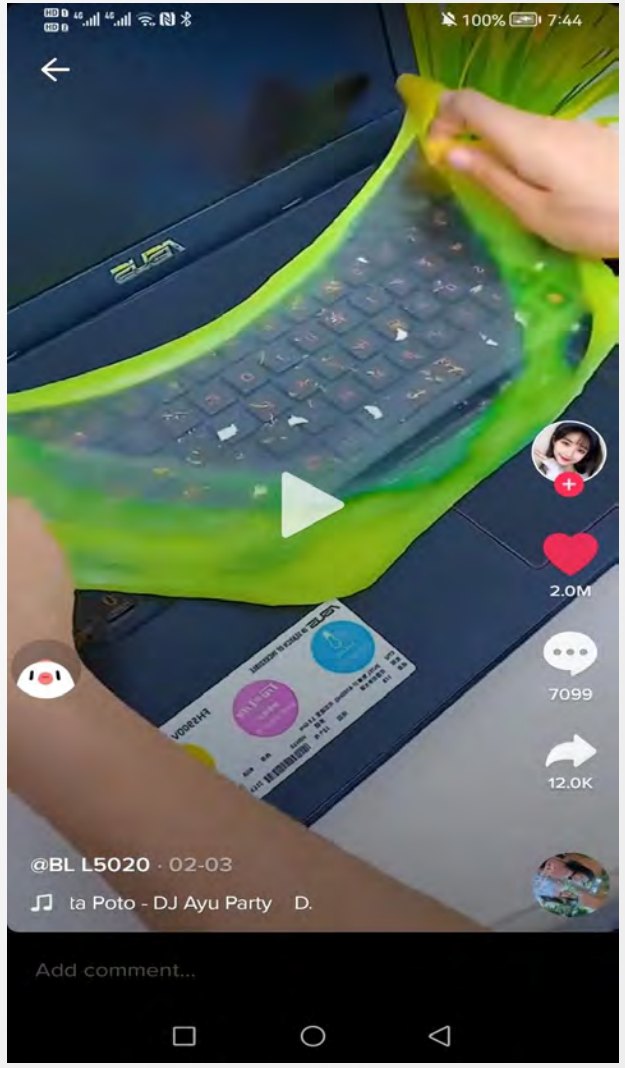
# 3.3 What Kind of Videos are Easier to Help Sell Products

# 视频的前三秒，富有吸引力 Attract Viewers in Three Seconds

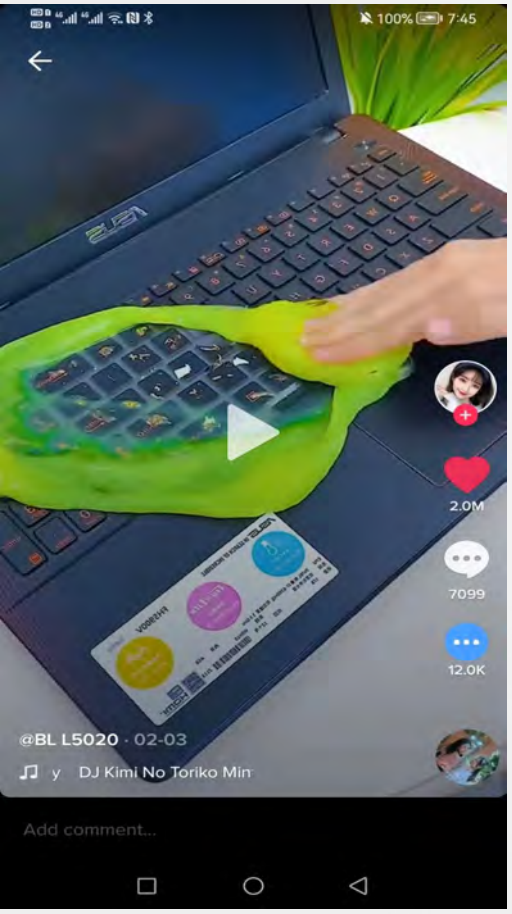
# 痛点展示：客户可能会遇到的问题
# Pain point presentation: problems that customers may encounter

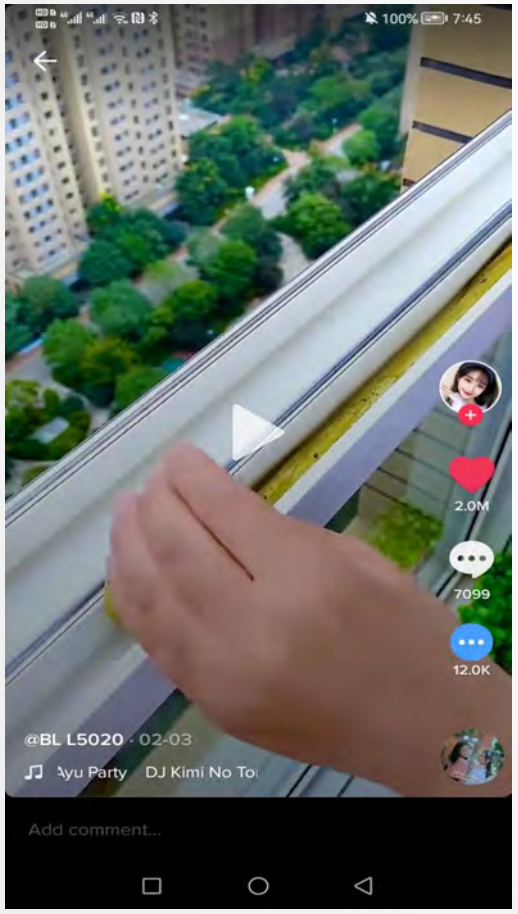


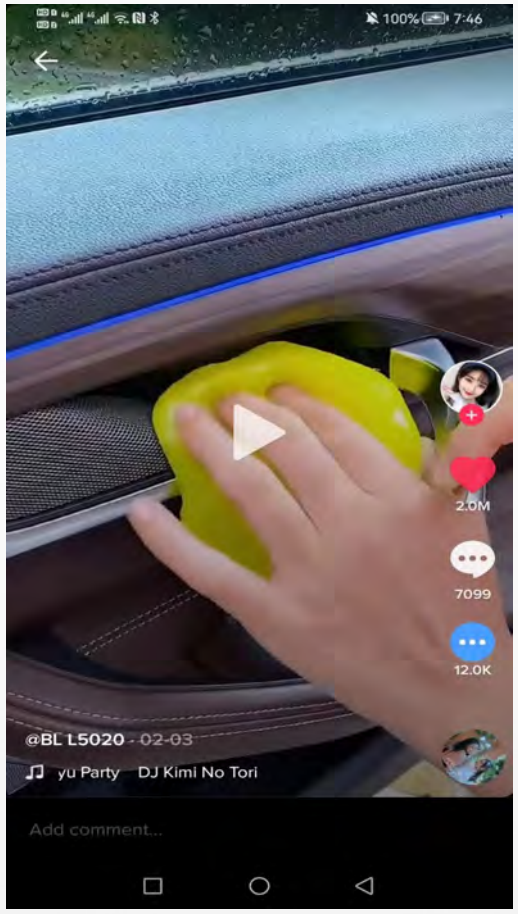



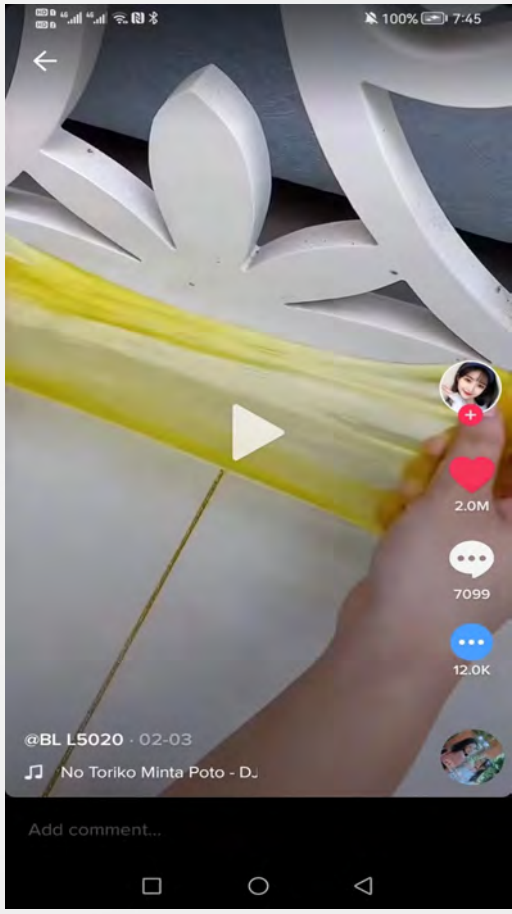



# 多角度展示商品卖点 Show Your Commodity’ s Selling Points in Multiple Angles





04

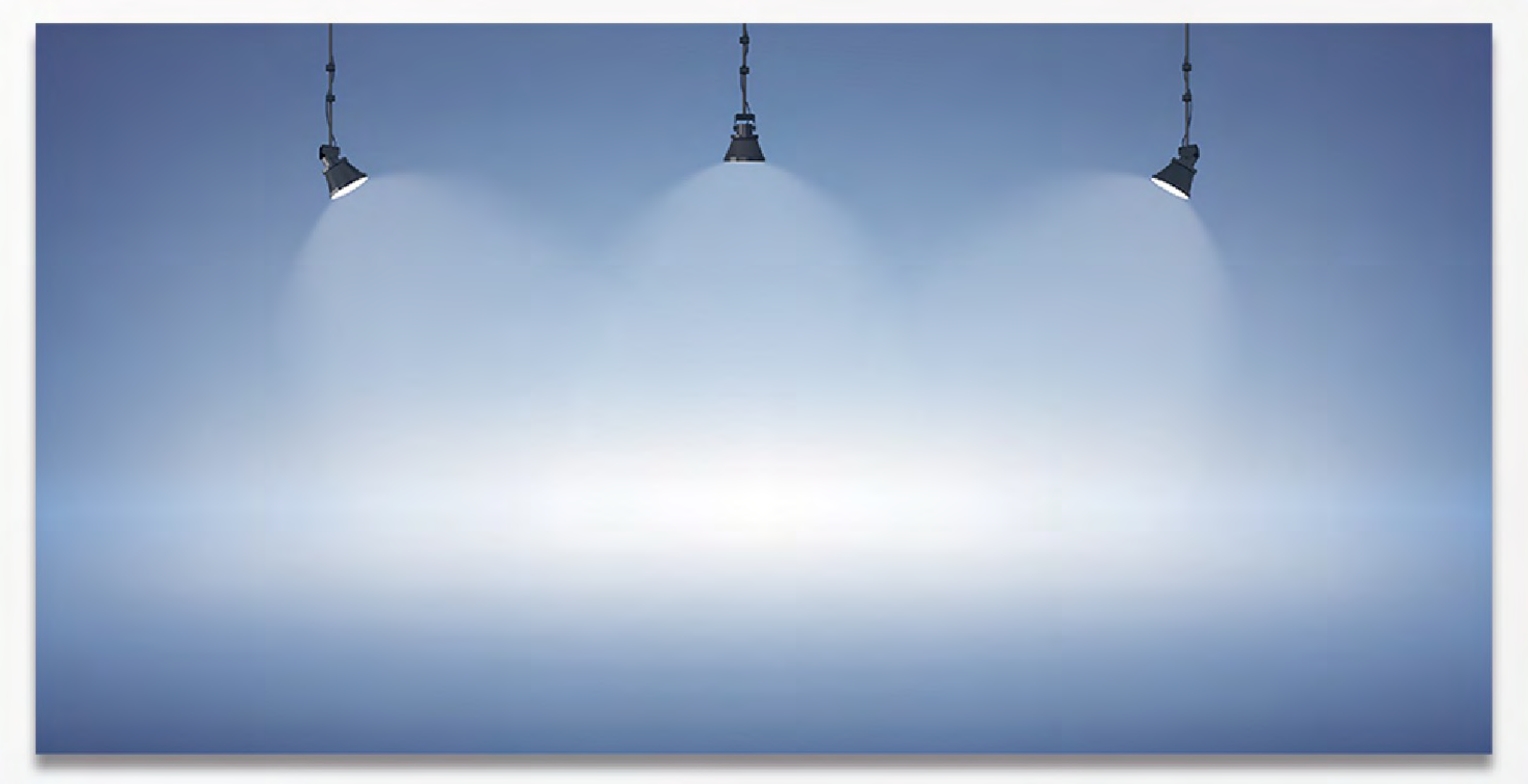
# 直播流量分配规则
# Video Traffic Allocation Rules

1. 直播间的画面感
   Visual Effects of the Live Room
2. 直播间的综合吸引力
   Comprehensive Attraction of the Live Room
3. 观众的观看时间和互动数据
   Watch Time and Interaction Data of the Viewers

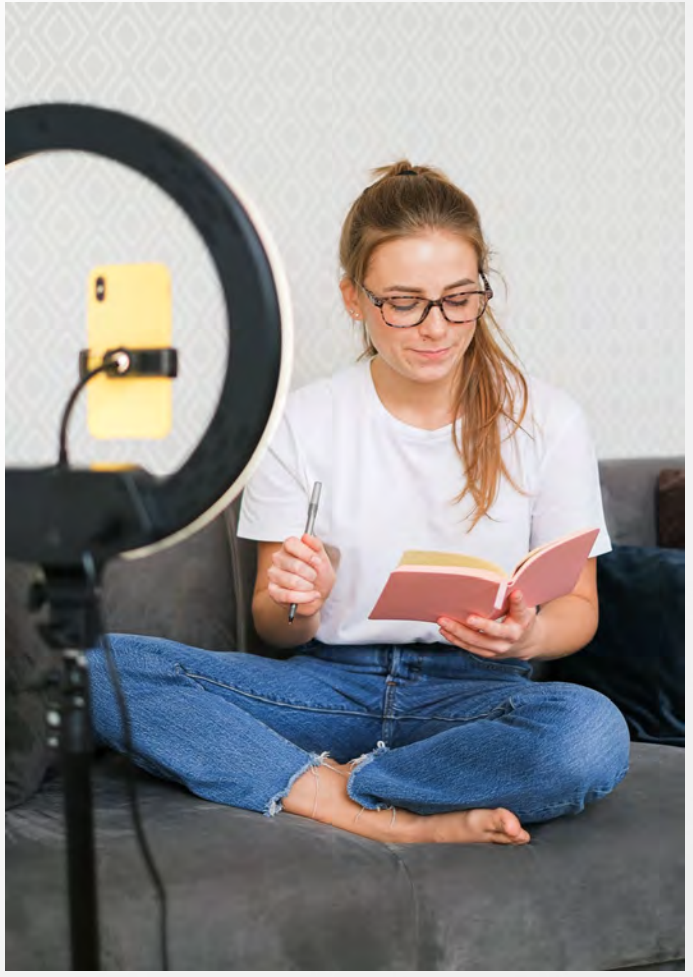
# 4.1 直播间的画面感

# 4.1 Visual Effects of the Live Room

# 灯光明亮 Bright Lighting



# 画面清晰 Clear Pictures



# 声音清晰 Clear Voice

# 场景专业 Professional Scenes

# 4.2 直播间的综合吸引力

# 4.2 Comprehensive Attraction of the Live Room

# 主播的状态 the Status of the Anchor

# 直播的主题 Theme of the Live

# 商品的吸引力 Attractiveness of the Goods

# 主播的互动能力 Interaction of the Anchor with Viewers

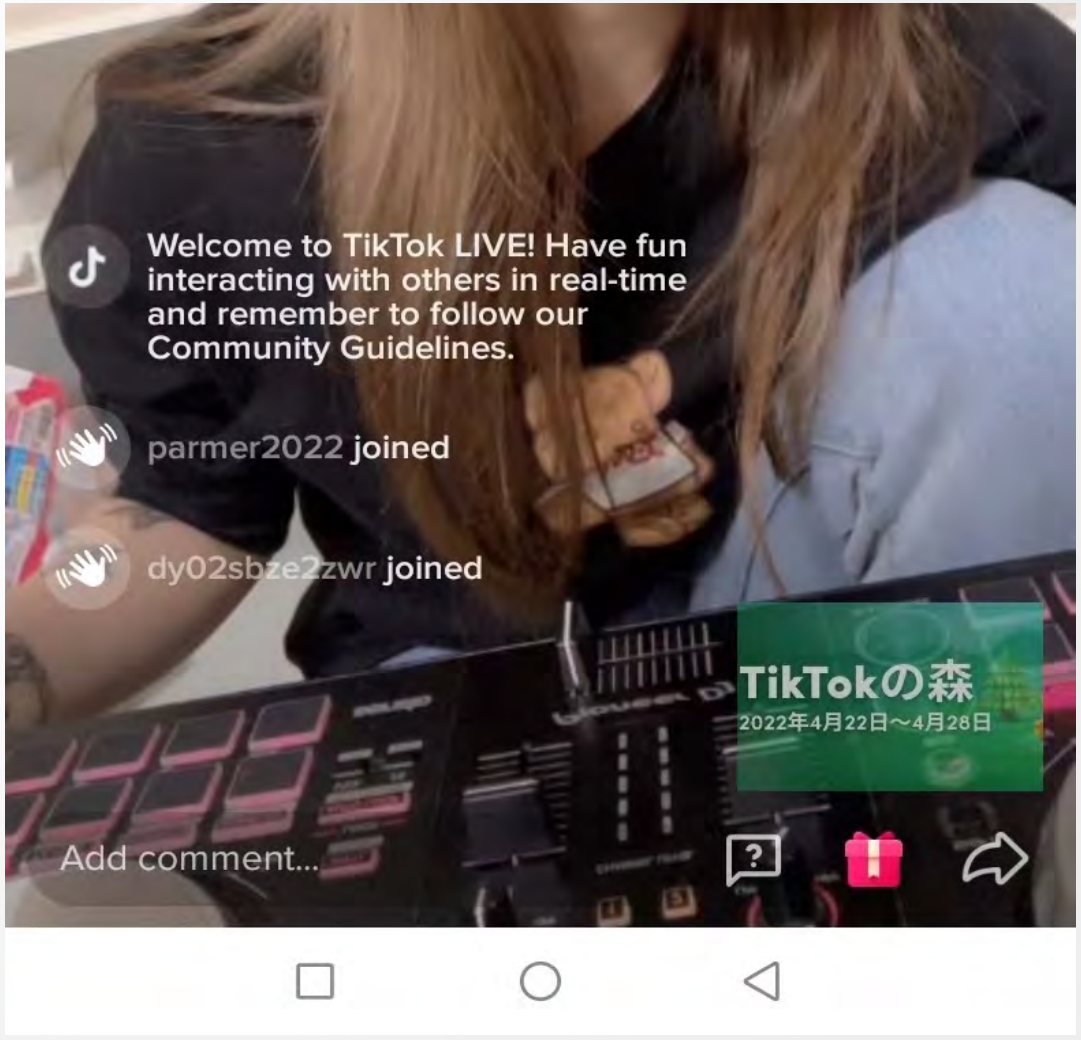
# 主播的卖货能力 the Anchor’ s Ability to Sell Goods

# 4.3 观众的观看时间和互动数据

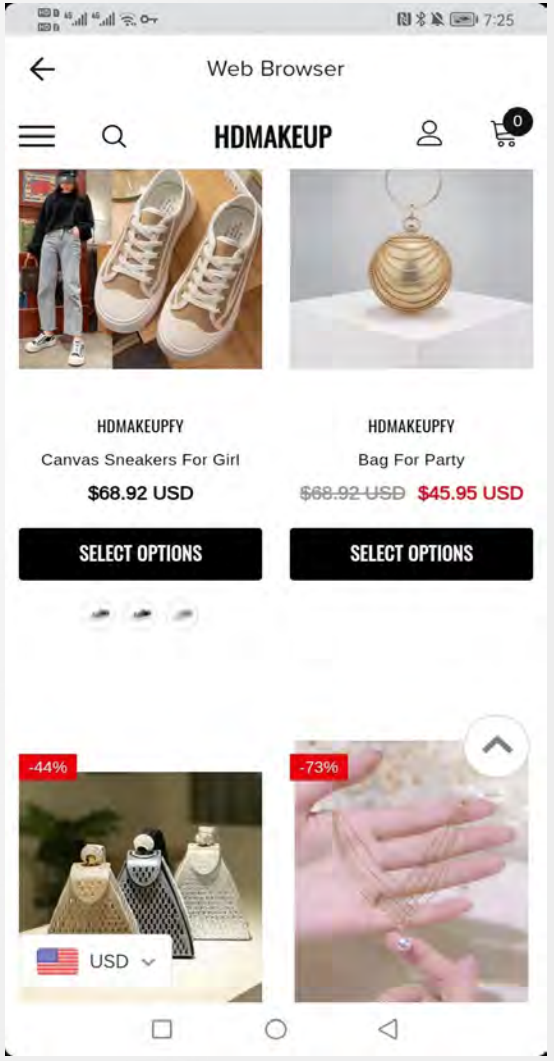
# 4.3 Watch Time and Interaction Data of the Viewers

## 观众的平均观看时间越久，直播间越容易获得流量
## The longer the average watching time of the audience, the easier it is to get traffic

# 观众参与互动越多，直播间越容易获得流量
# The more interaction with viewers, the easier the live room to get traffic



# 观众互动行为包括：点赞，评论，点击商品链接，购物
# Interactions from viewers: Like, comment, click the good’ s link, place an order



05

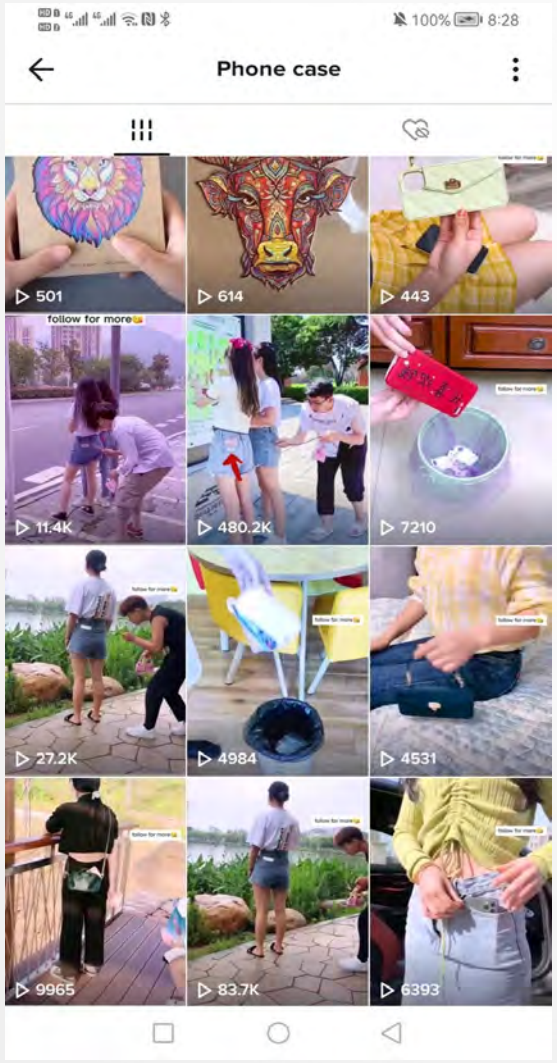
# 直播卖货经验
# Live Streaming Commerce Experience

1. 视频培养基本信任感
   Videos Cultivate Trust
2. 专业的直播话术
   Live Streaming Words
3. 不断优化的直播流程
   Optimizing Live Streaming Process

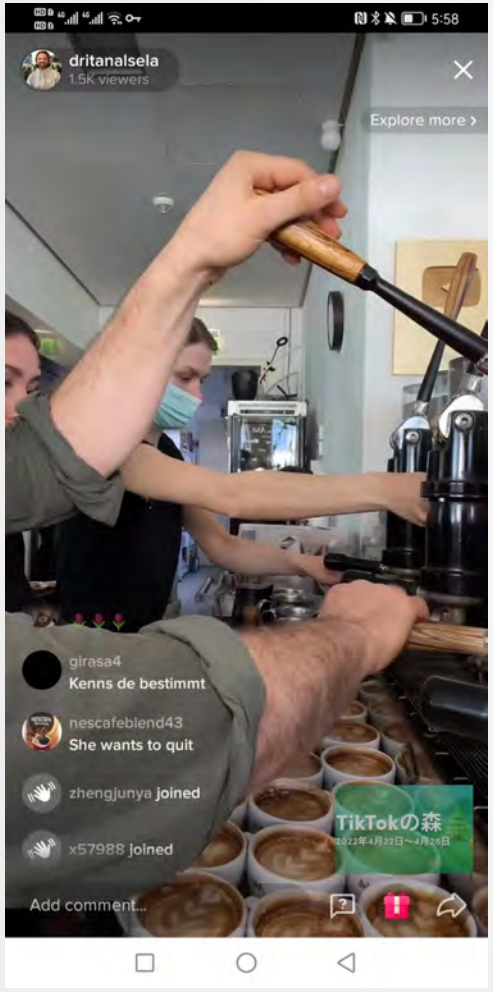
# 5.1 视频培养基本信任感

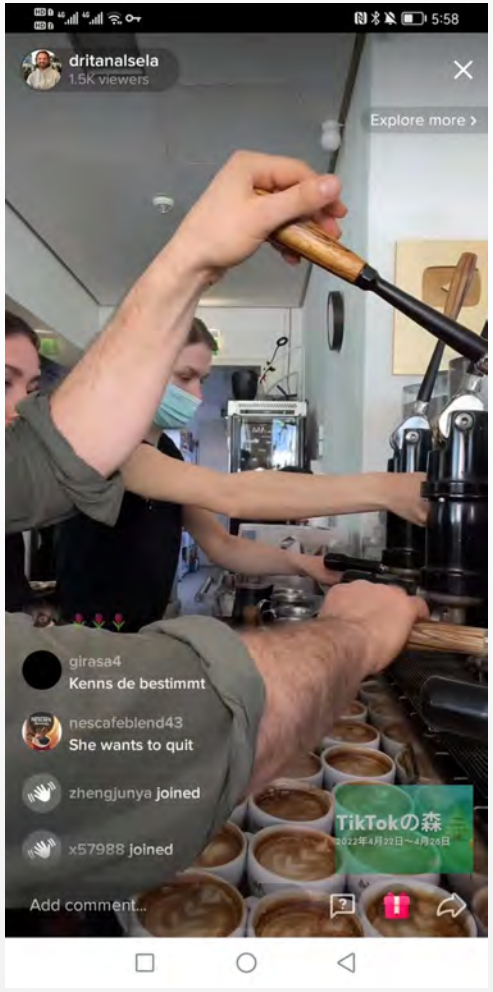
# 5.1 Foster Basic Trust by Video

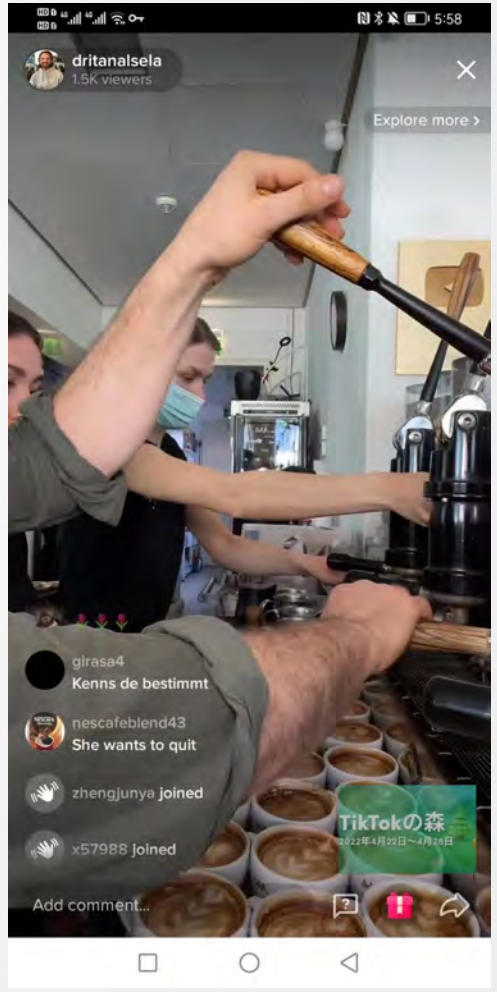
# 视频发布之后，可以一直存在，观众随时可以观看
# Viewers can watch the video any time since its release



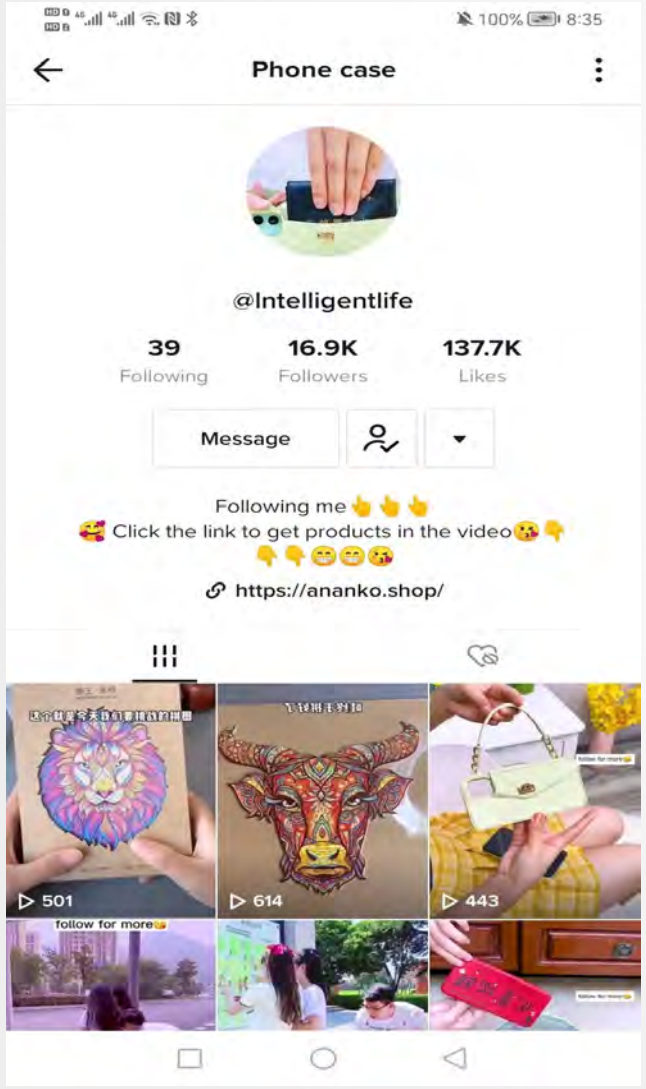
# 直播却需要你亲自参与，观众不一定能经常看到
# You need participate in live streaming selling in person - viewers can’ t necessarily see often

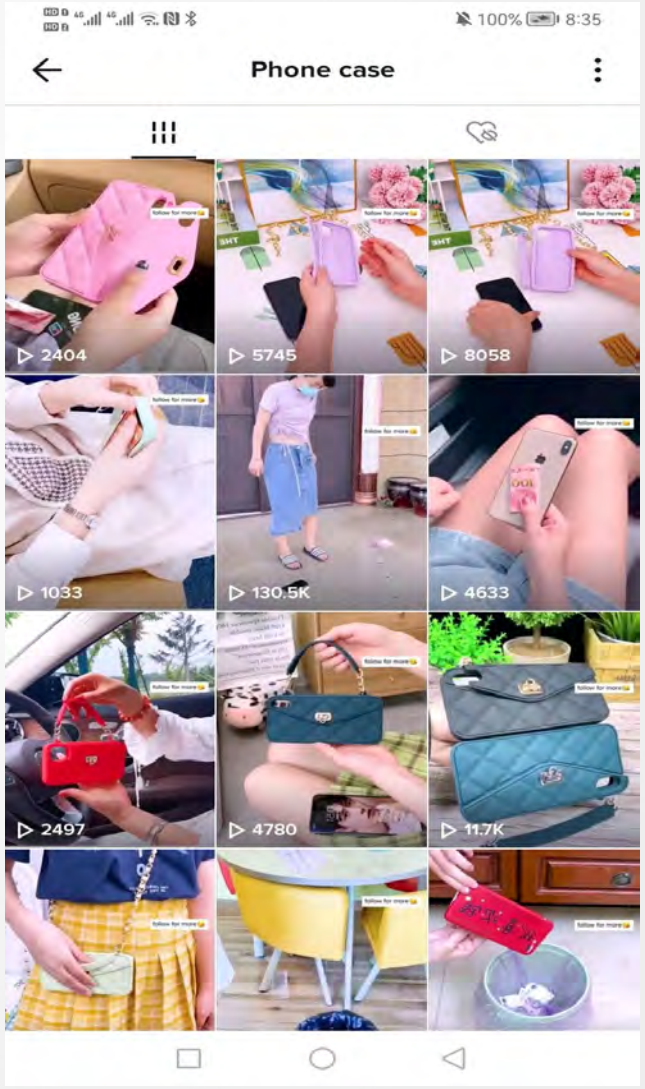


# 所以，经常发布视频，可以培养观众对你的信任感
# So, post videos often, to cultivate viewers’ trust to you

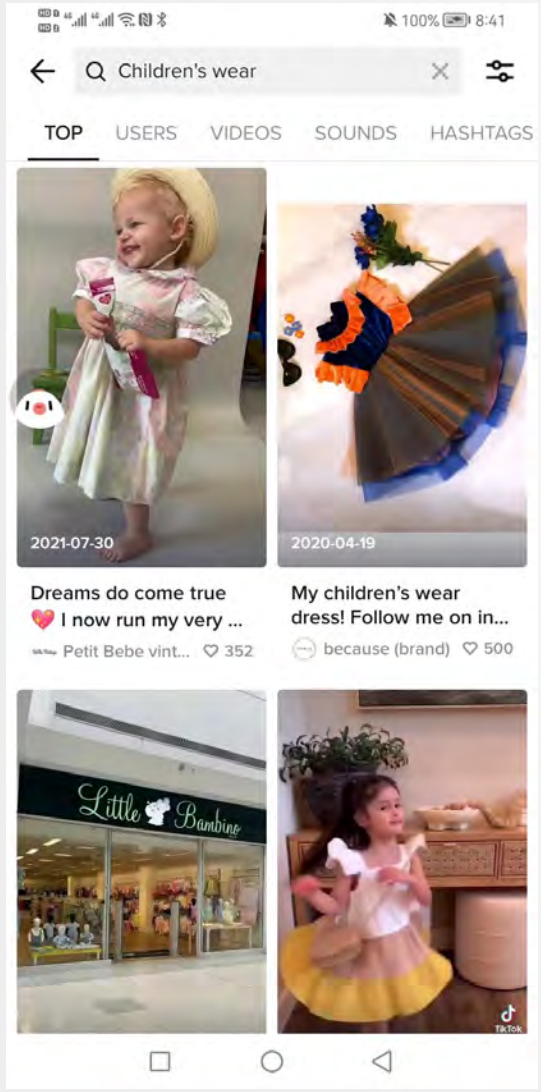


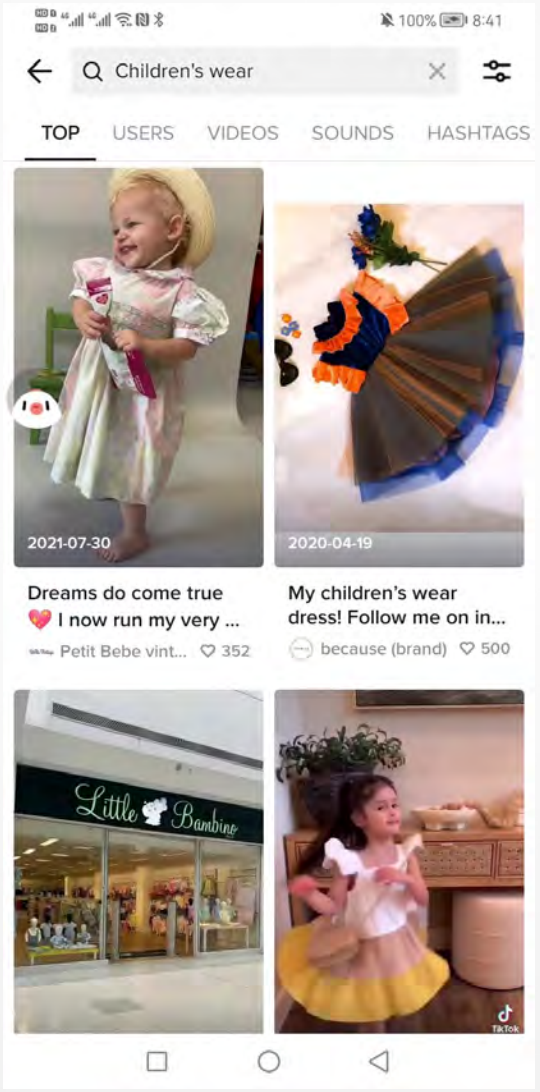


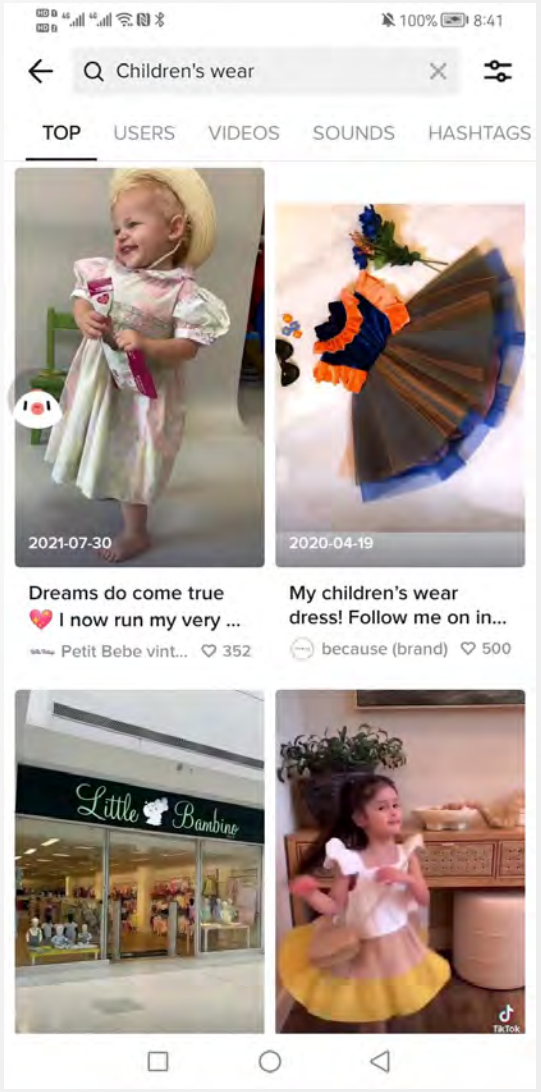
# 5.2 专业的直播话术

# 5.2 Professional Live Streaming Words

# 向你的同行学习直播话术 Learn From Peers



## 直播话术包括：互动话术，交友话术，商品介绍话术，销售话术，感谢话术
## It Covers: interaction, establishing friendship, introducing products, selling, appreciation

# 5.3 不断优化的直播流程

# 5.3 Optimizing Live Streaming Process

# 推出福利产品 Introduce Welfare Products

# 推出爆款产品 Launch Most-Popular Products

# 推出利润产品 Launch High-Profit Products

06

# 主播能力的培养
# Improving Anchor’s Capabilities

1. 主播的表情、热情、状态
   Anchor’s Expression, Enthusiasm, and Condition
2. 丰富的专业知识
   Rich and Professional Knowledge
3. 互动能力与销售能力
   Interaction and Sales Ability

# 6.1 主播的表情、热情、状态

# 6.1 状态 Anchor’s Expression, Enthusiasm, and Condition

# 表情：你是开心，还是伤心？ Expression: Happy or Sad?

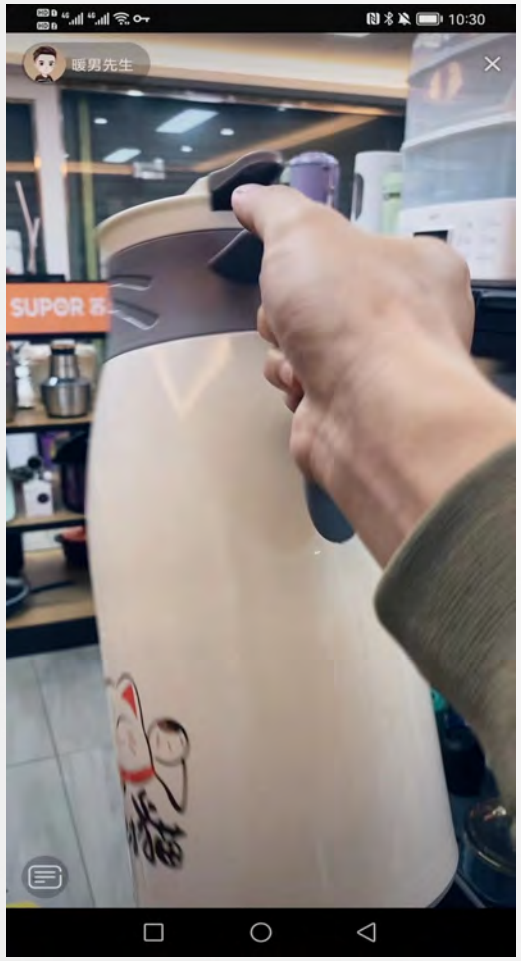
# 热情：你是热情，还是冷淡？Enthusiasm: Enthusiastic or Indifferent?

# 状态：你是精力充沛，还是疲惫不堪？Status: Energetic or Tired?

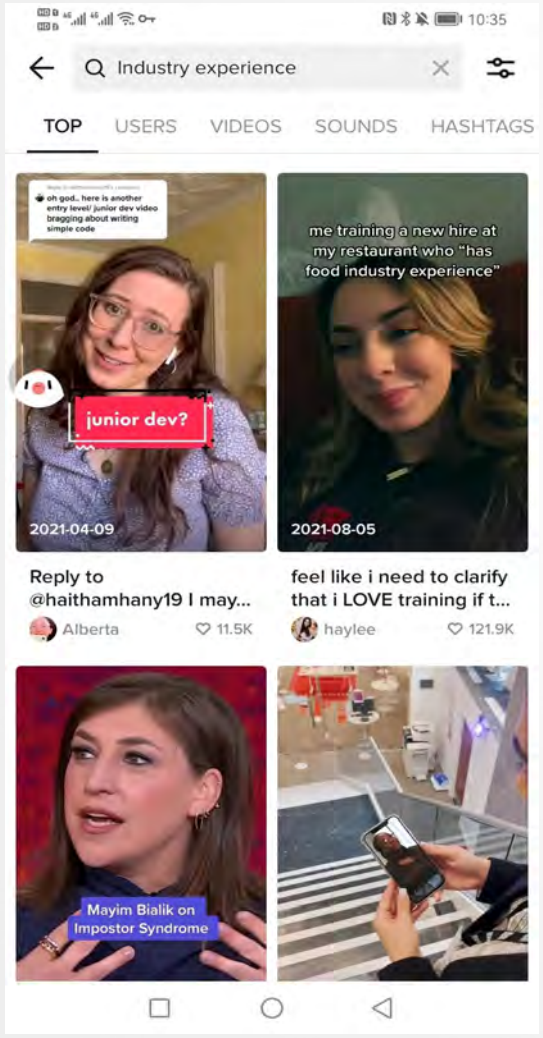
# 6.2 丰富的专业知识

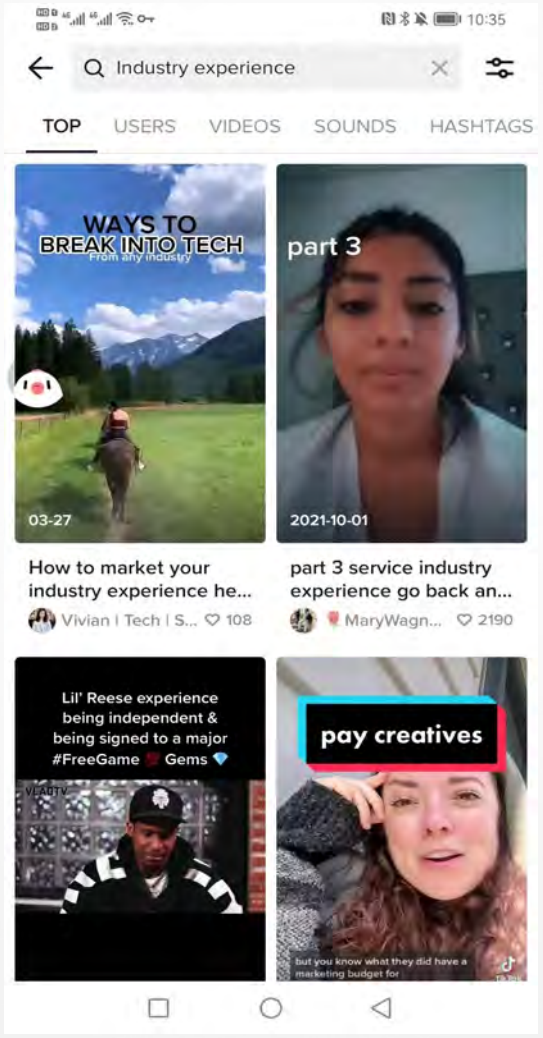
# 6.2 Rich and Professional Knowledge

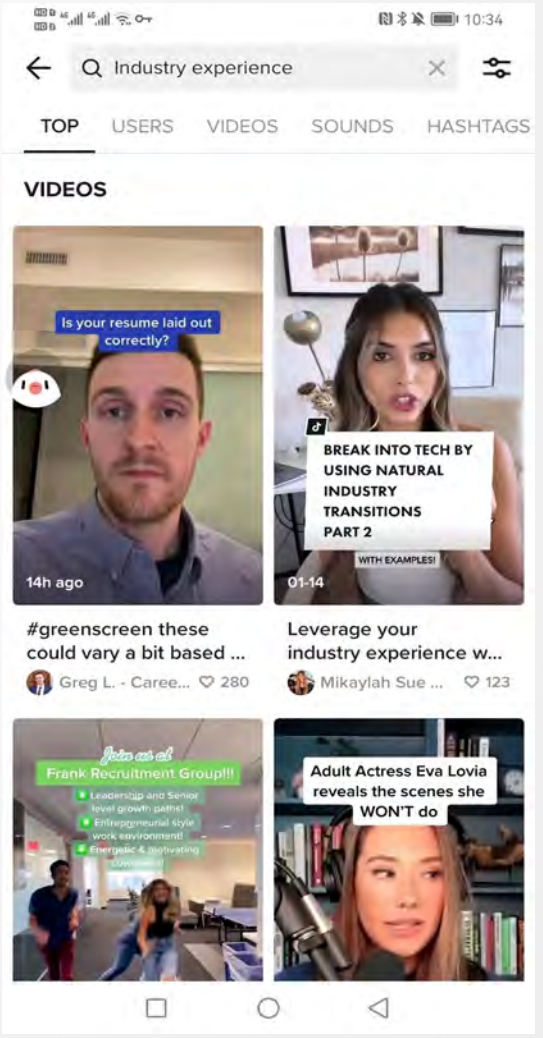
# 产品知识：让人感觉你富有工匠精神
# Product Knowledge: Make People Feel Your Craftsman Spirit



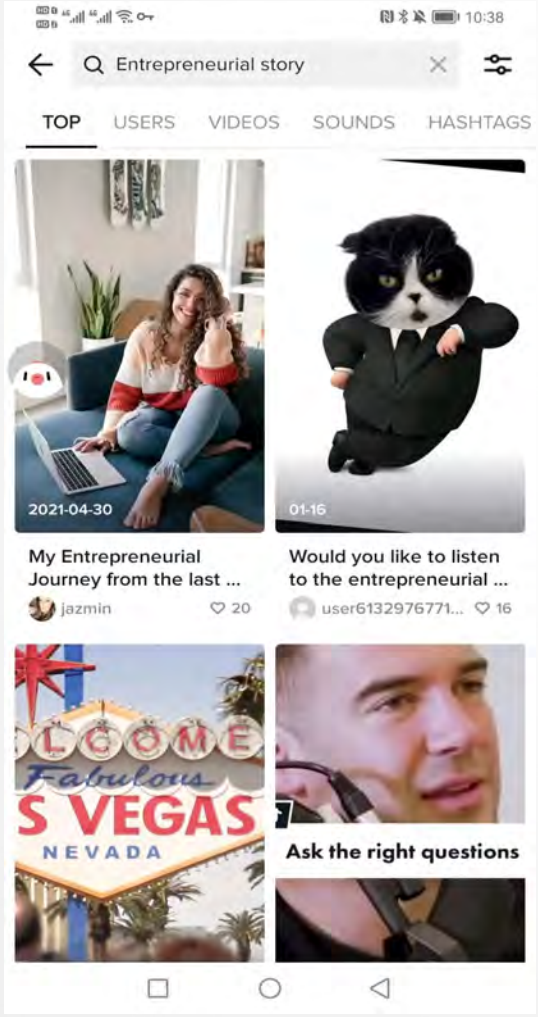
# 行业经验：让人感觉你有丰富的沉淀
# Industry Experience: Make People Feel Your Rich Experience

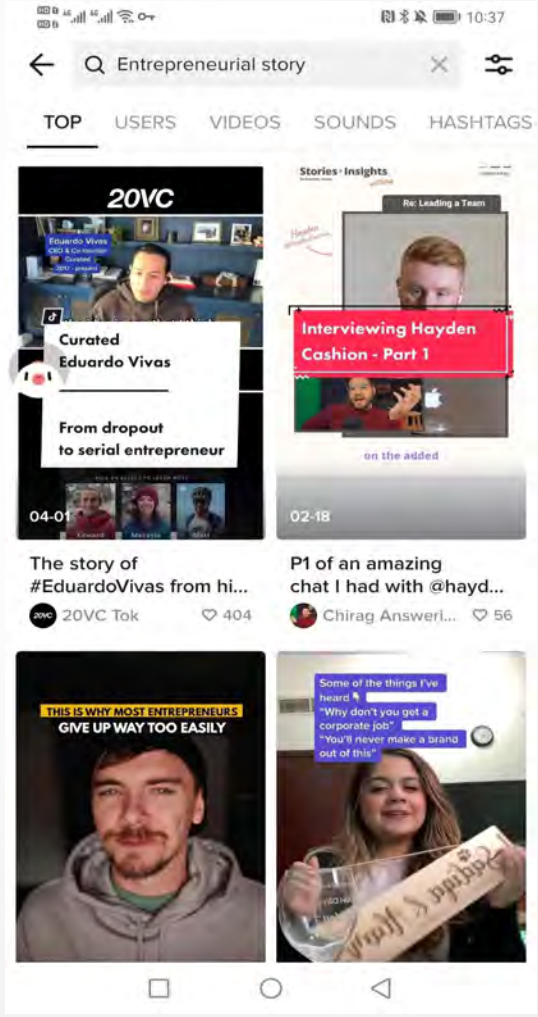


# 创业故事：让人感觉你是一个值得信赖、值得支持的人
# Entrepreneurial Story: Make People Feel that You are a Trustworthy and Supportive Person



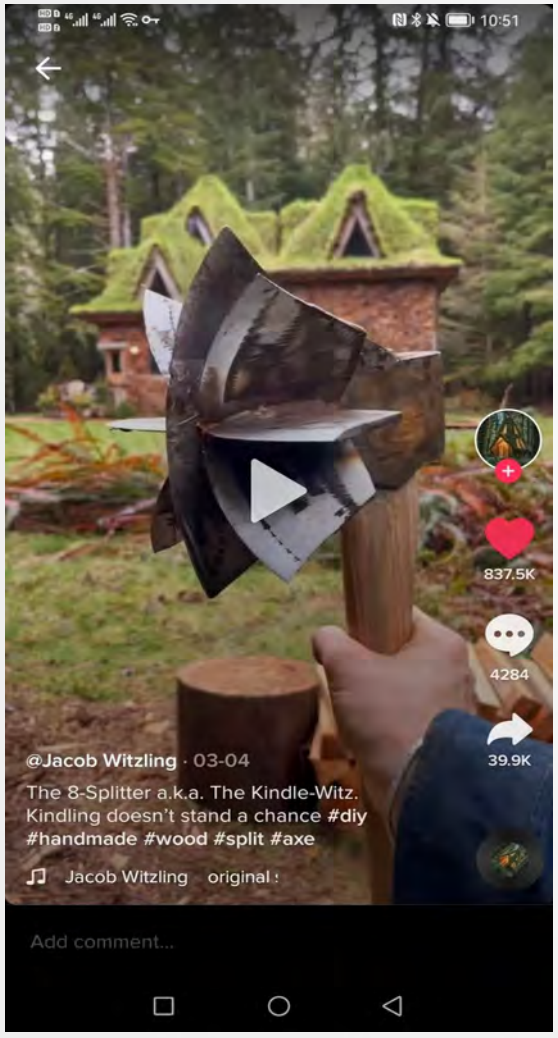



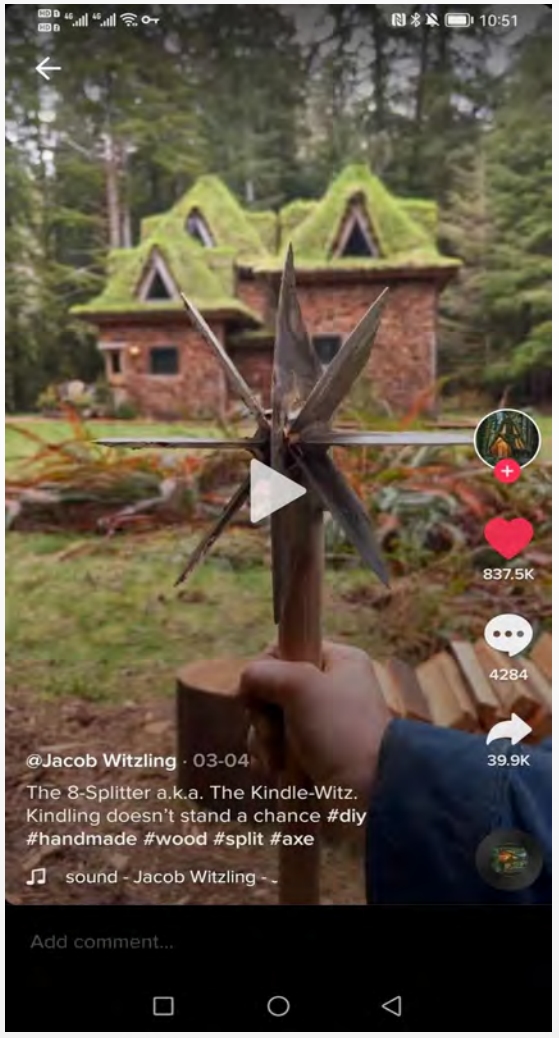
# 6.3 互动能力与销售能力

# 6.3 Interaction and Sales Ability

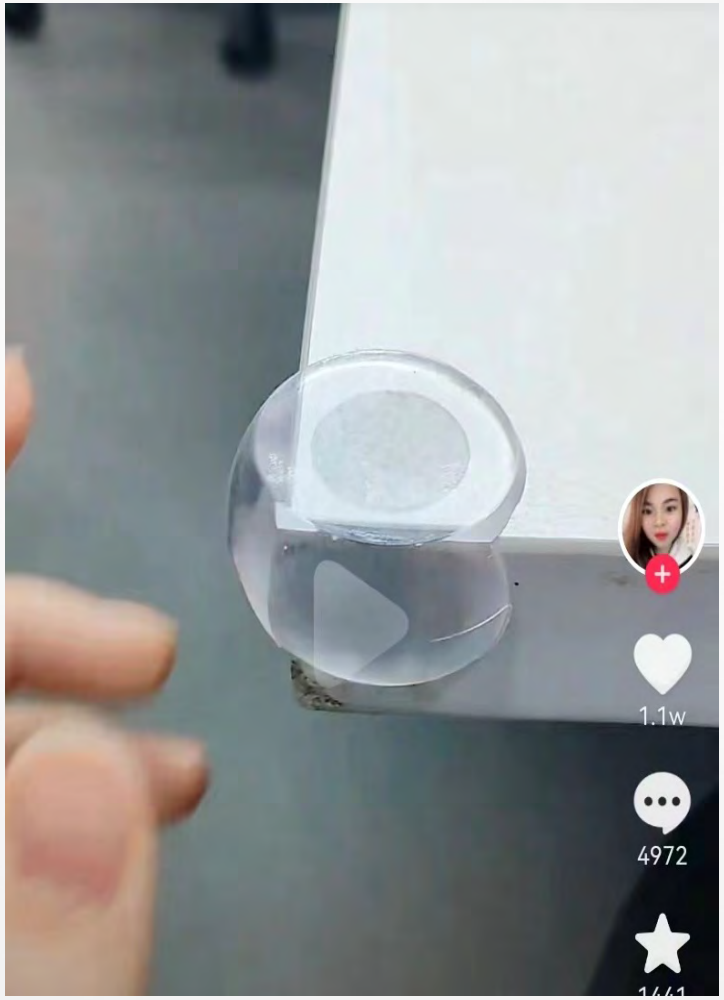
# 互动能力：问候，欢迎，回答，感谢
# Interactive Ability: Greet, Welcome, Answer Questions and Express Appreciation

# 销售能力：介绍产品卖点 Sales Ability: Introduce the Selling Points of the Product

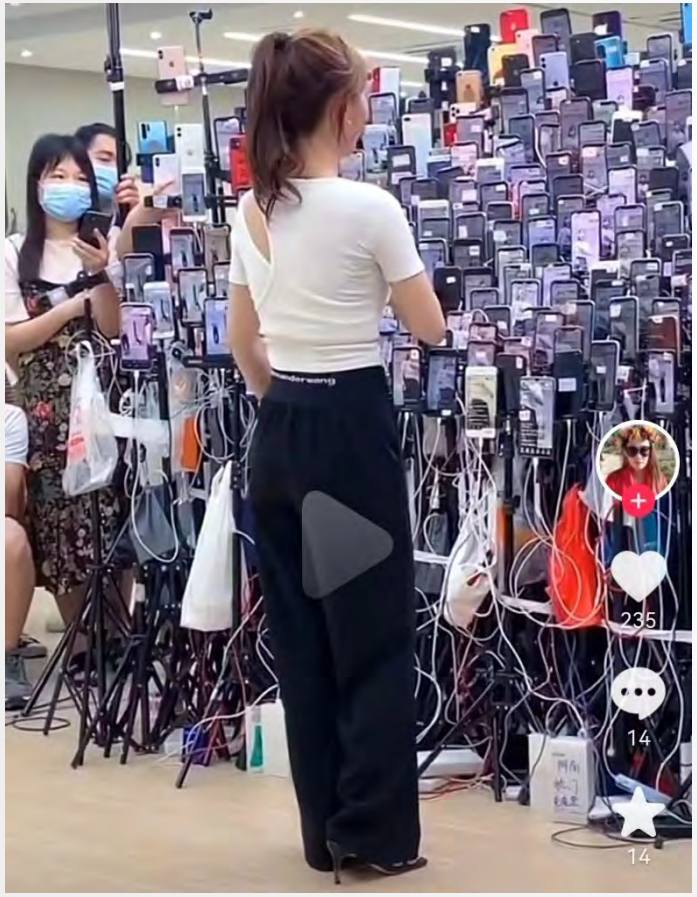


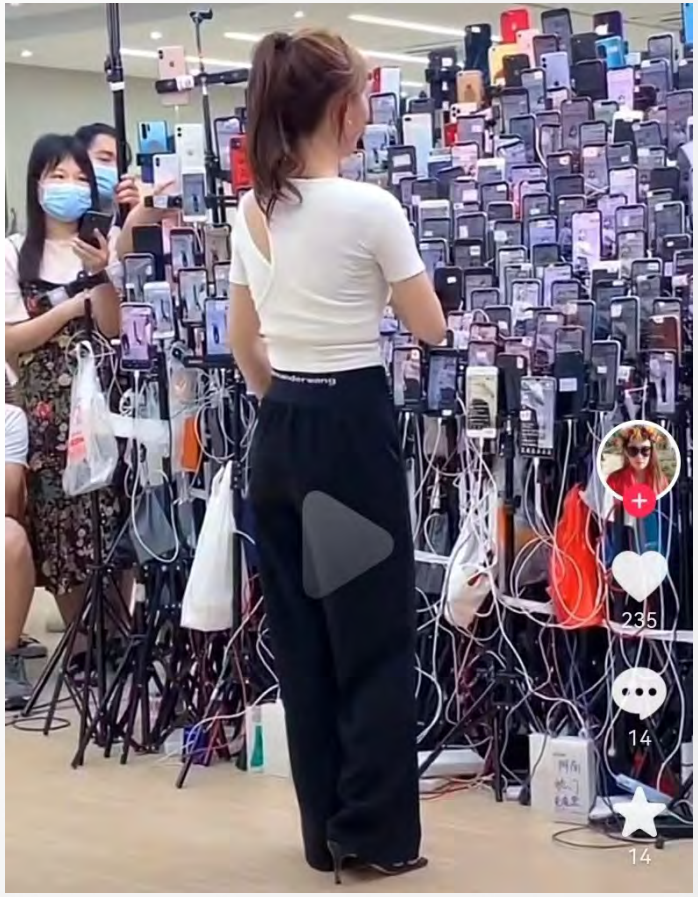



# 销售能力：价值与价格对比 Selling Ability: Value Versus Price



# 销售能力：销售氛围的塑造 Sales Ability: the Shaping of Sales Atmosphere



# 销售能力：对购买者的鼓励和肯定 Sales Ability: Encouragement and Affirmation to Buyers

# 销售能力：带动更多人参与 Sales Ability: Engage More People

07

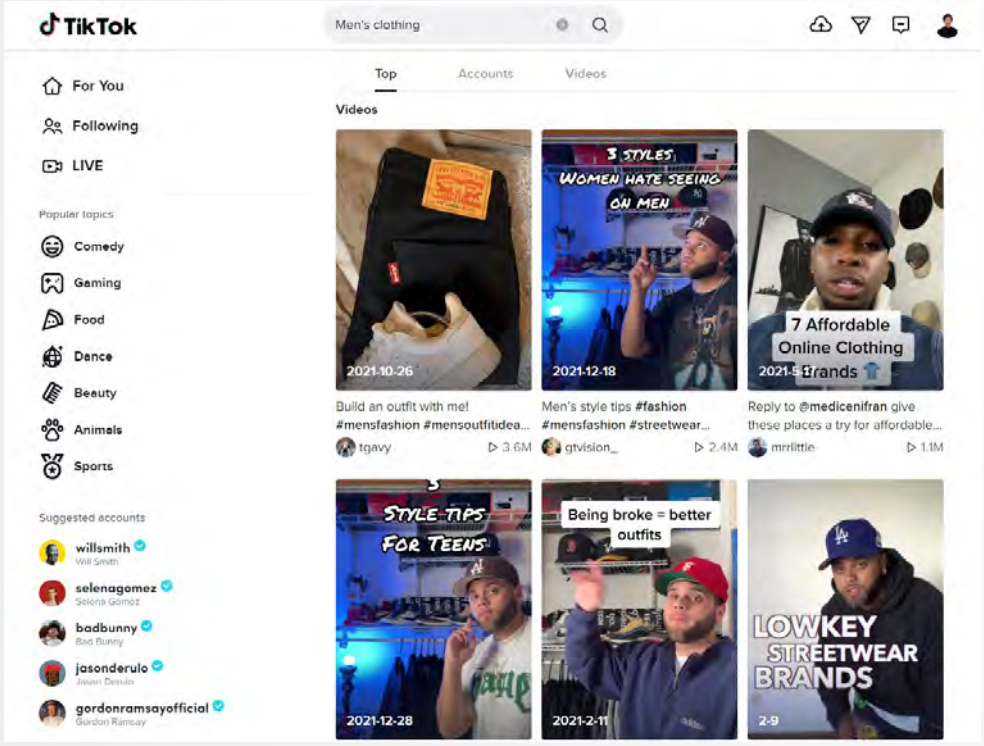
# 产品的选择与优化
# Selection and Optimization of Product

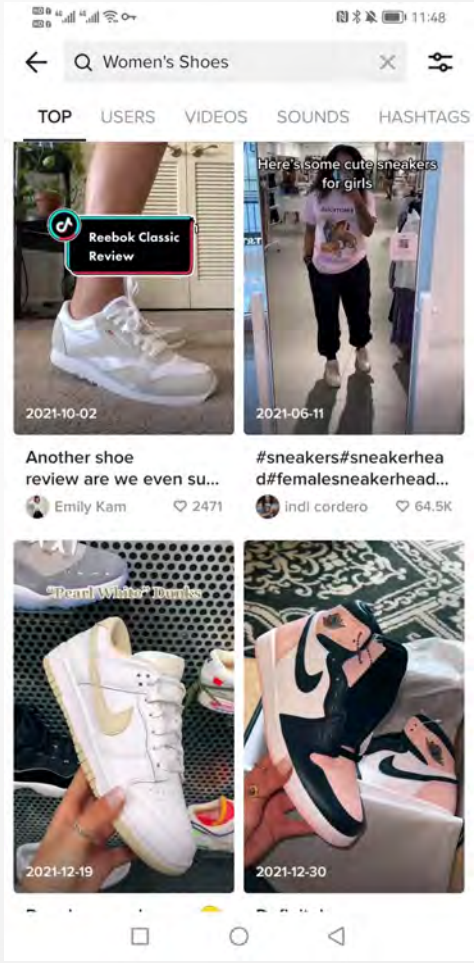
1. 选品：有需求+有优势
   Selection: Demand+ Advantage
2. 聆听顾客的心声
   Listen to the Voice of Customers
3. 不断优化产品体系
   Continuously Optimize the Product System

# 7.1 选品：有需求+有优势

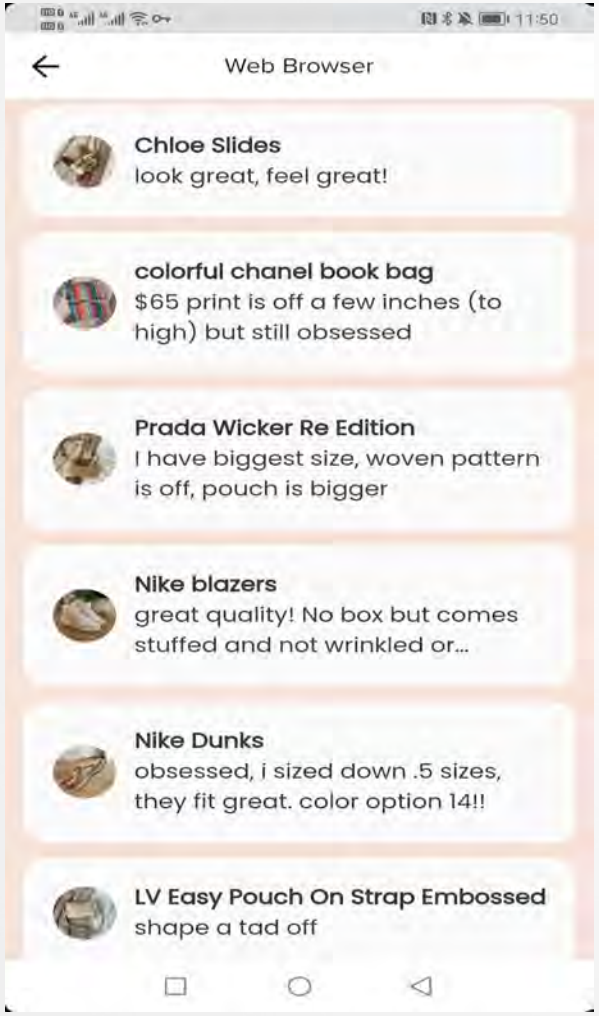
# 7.1 Selection: Demand+ Advantage

# 分析同行的热门视频 Analyze Popular Videos of Peers

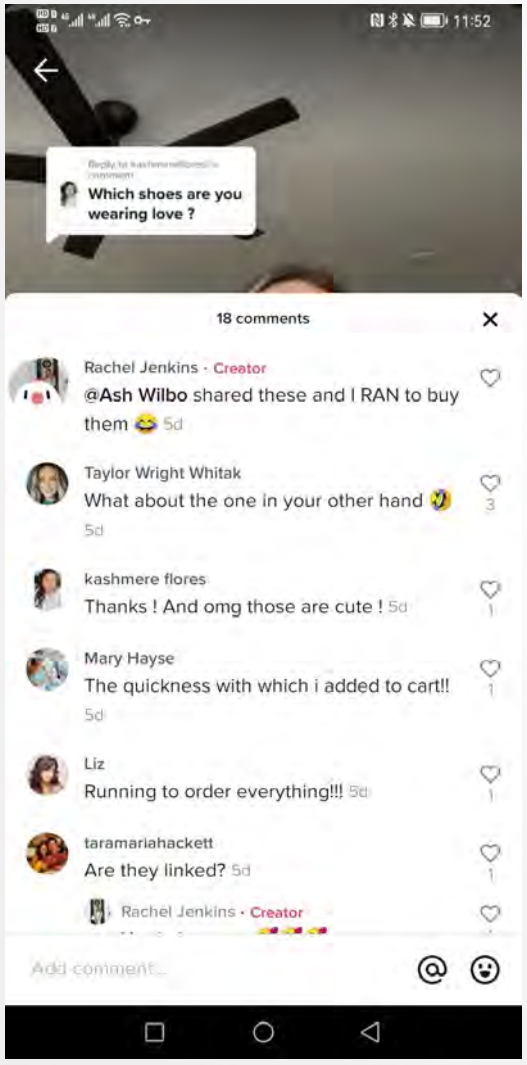


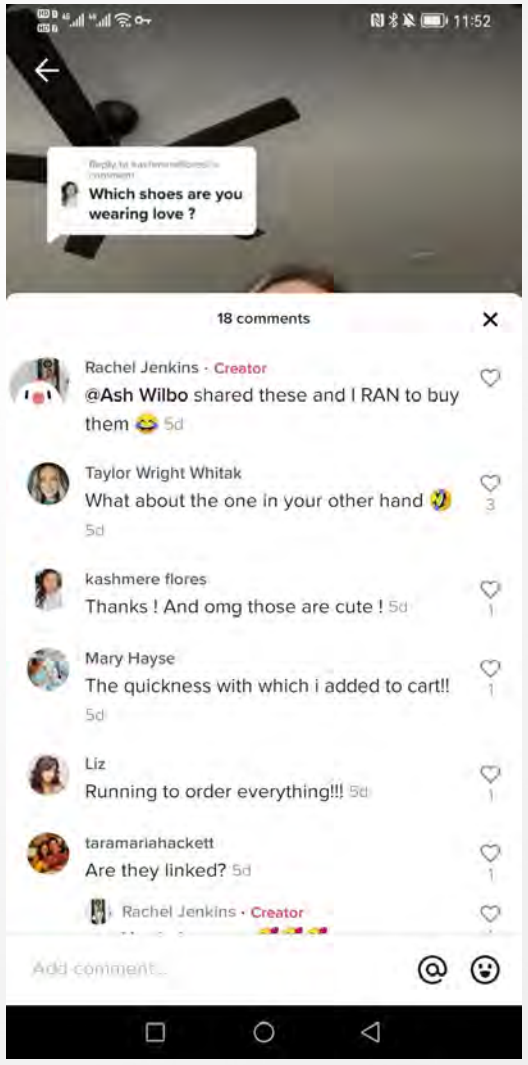



# 分析同行的热销产品 Analyze Popular Products of Peers

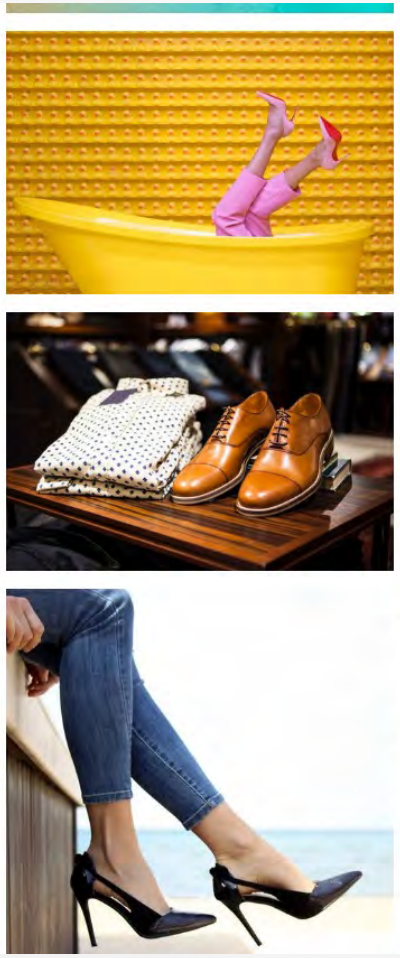


# 分析同行的粉丝评论 Analyze Comments of Peers

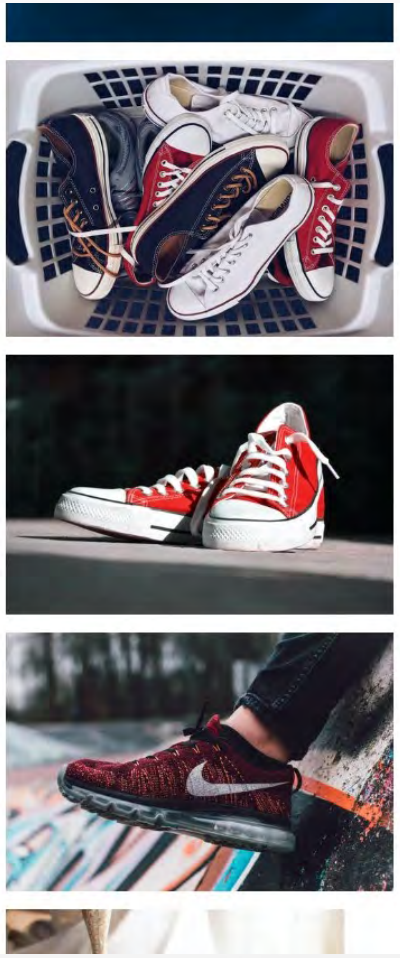


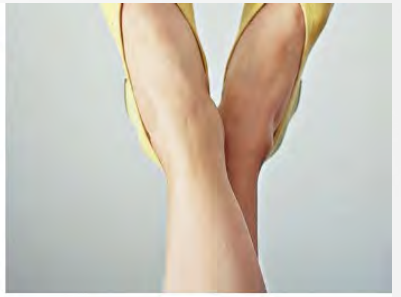
# 找准自己的爆款产品 Pinpoint Your Own Popular Products









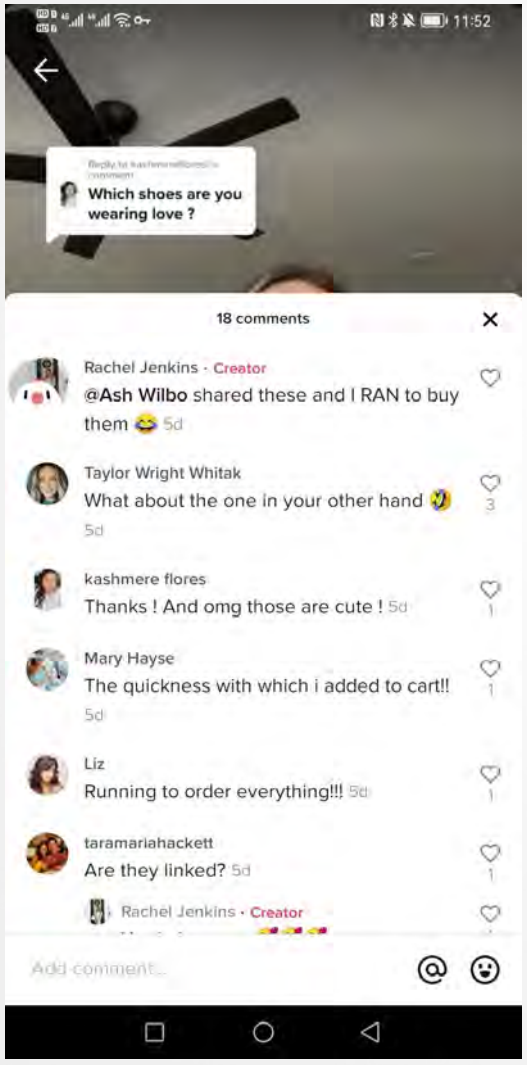



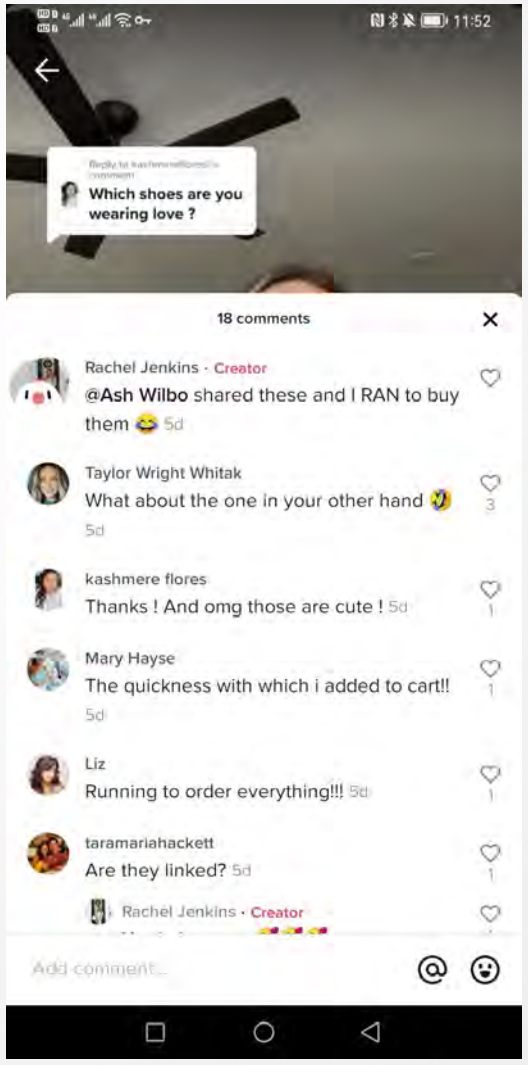
# 爆款产品的不断优化 Continuous Optimization of Most-Popular Products

# 7.2 聆听顾客的心声

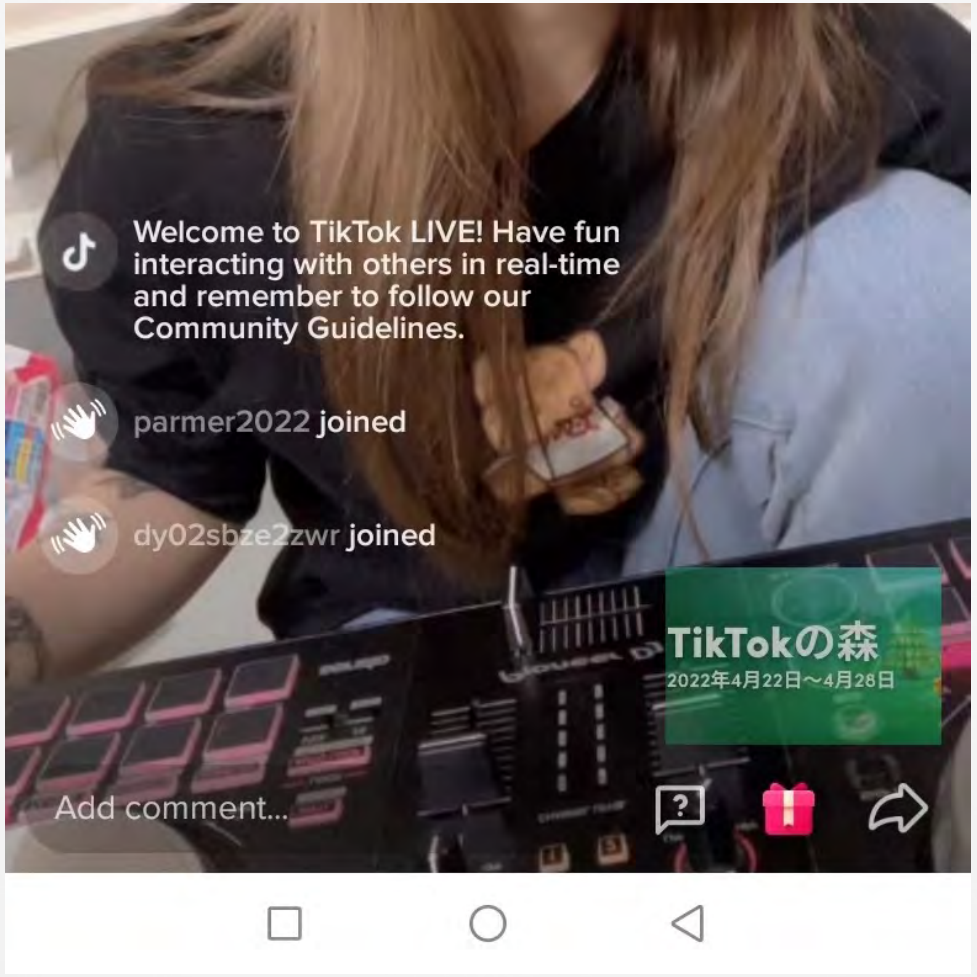
# 7.2 Listen to the Voice of Customers

# 重视视频评论区 Attach Importance to the Comments of the Video



# 重视直播间互动内容 Attach Importance to the Interactive Content in the Live Room



# 7.3 不断优化产品体系

# 7.3 Continuously Optimize the Product System

# 福利产品：降低门槛，建立信任 Welfare Products: Lower the Threshold and Build Trust

# 爆款产品：扩大销量，塑造价值 Most-Selling Products: Expand Sales and Create Value

# 利润产品：赢得利润，扩大规模 Profit Products: Gain Profits and Expand the Scale

08

# 直播场景的搭建
# Building Live Environment

1. 在工厂里直播
   In the Factory
2. 在店铺里直播
   In the Store
3. 在房间里直播
   In the Room

# 8.1 在工厂里直播

# 8.1 In the factory

# 有工厂背书，更容易赢得信任 It is Easier to Win Trust with Factory Endorsement

# 让观众看到生成流程，满足好奇心
# Satisfy Viewers' Curiosity by Letting them See the Product-Making Process

# 在工厂里直播，更容易吸引流量 It is Easier to Attract Traffic

# 8.2 在店铺里直播

# 8.2 In the store

# 有店铺背书，更容易赢得信任 It's Easier to Earn Trust with Store Endorsement

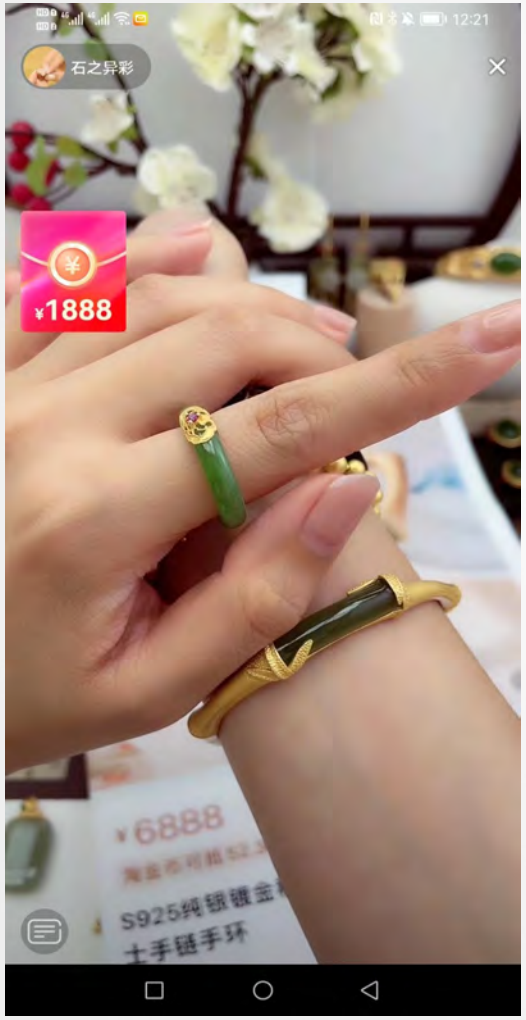
# 让观众身临其境 Let the Audience be there

# 让观众看到或购买更多商品 Let the Audience See or Buy More Goods

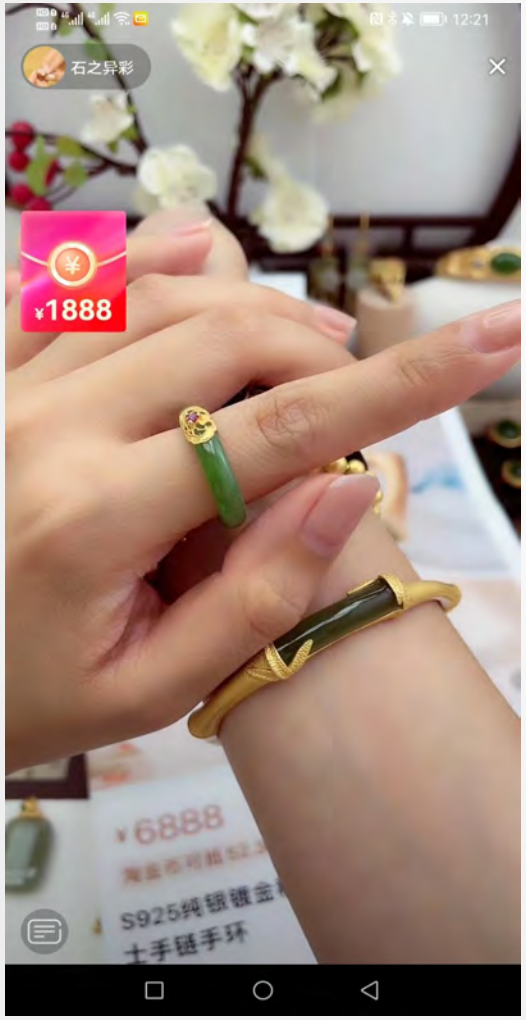
# 8.3 在房间里直播

# 8.3 In the Room

# 随时直播，方便安排时间 Start at any Time - Arrange Time More Conveniently



# 定时直播，方便培养习惯 Start at a Certain Time - Develop the Habit



09

# 粉丝关系的经营
# Handling the Relationship with Followers

1. 私信的互动
   Private Message Interaction
2. 视频评论区的互动
   Interaction in the Video Comment Area
3. 直播间的互动
   Interaction in the Live Rooms

# 9.1 私信的互动

# 9.1 Private Message Interaction

# 对你的认可 Recognition of You

# 对你的内容的认可 Recognition of Your Content

# 对你的产品的认可 Recognition of Your Product

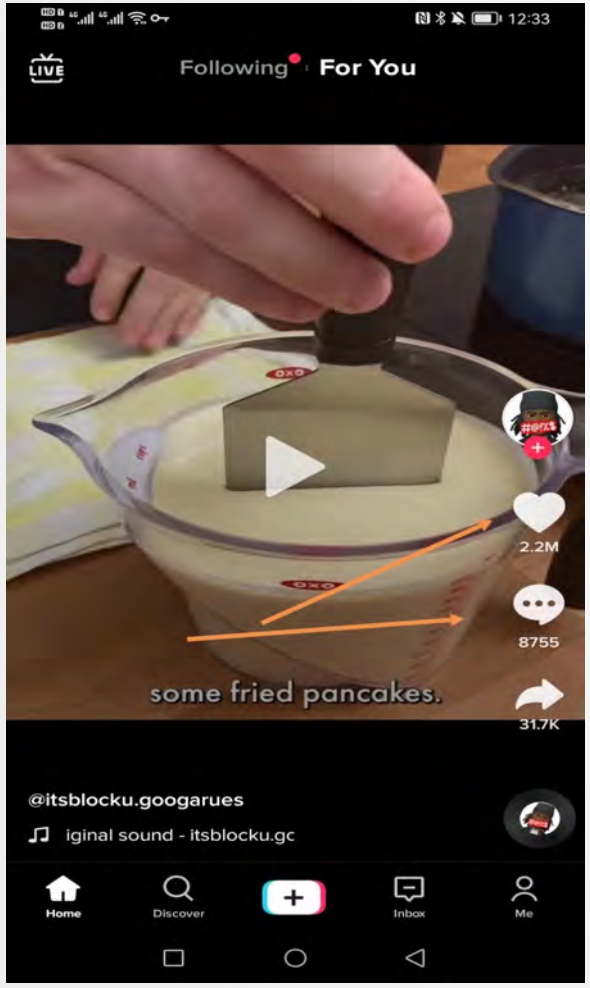
# 9.2 视频评论区的互动

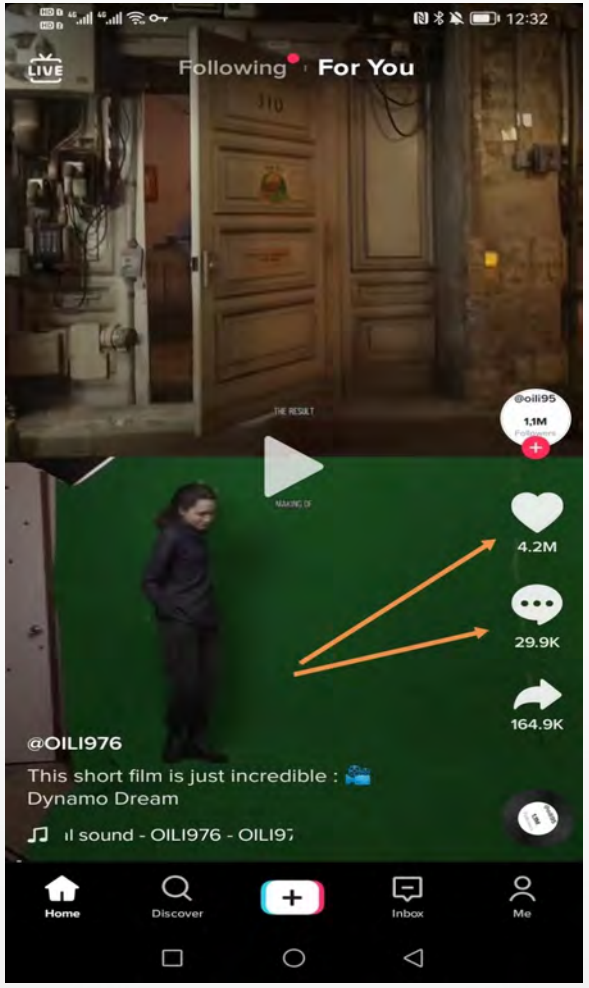
# 9.2 Interaction in the Video Comment Area

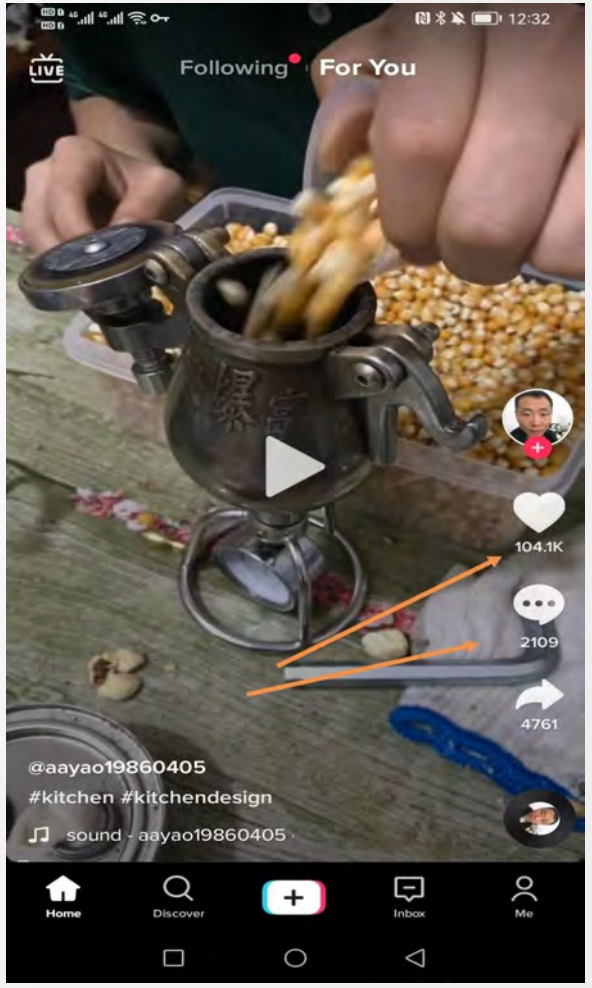
# 回复粉丝留言，快速拉近距离
# Respond to Follower’s Messages - Quickly Close the Distance

# 鼓励粉丝留言，影响更多人留言
# Encourage Followers to Leave Messages - Influence More People to Leave Messages

# 越多人留言，越容易吸引流量
# The More People Leave Messages, the Easier it is to Attract Traffic



# 9.3 直播间的互动

# 9.3 Interaction in the Live Rooms

# 让观众觉得你把他们当朋友 Make the Audience Feel that You Treat them as Friends

# 让观众更愿意停留在你的直播间
# Make the Audience More Willing to Stay in Your Live Studio

# 让观众更愿意购买你的产品 Make the Audience More Willing to Buy Your Products

10

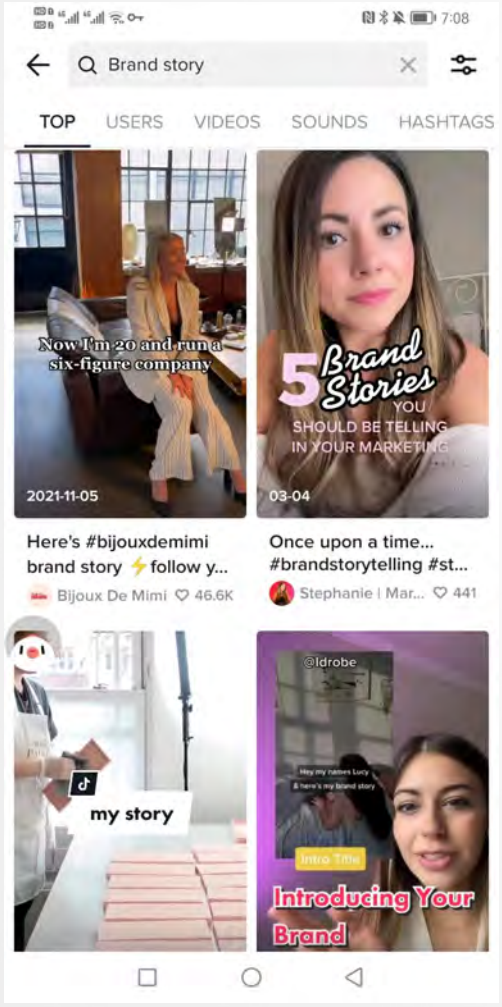
# 品牌与人设
# Brand and Persona

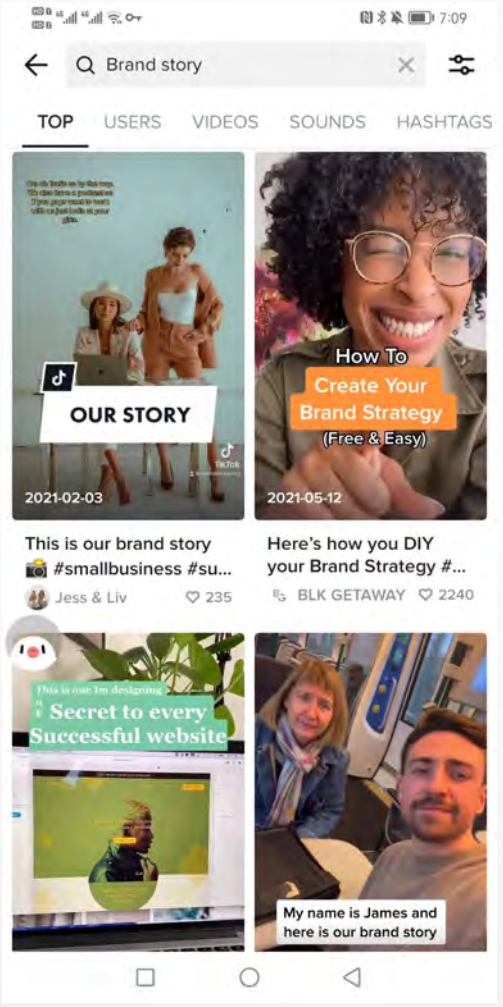
1. 公司要重视品牌
   Companies should Pay Attention to Their Brands
2. 个人要重视人设
   Individuals should Pay Attention to Their Persona
3. 不断沉淀创意资产
   Accumulate Innovative Assets

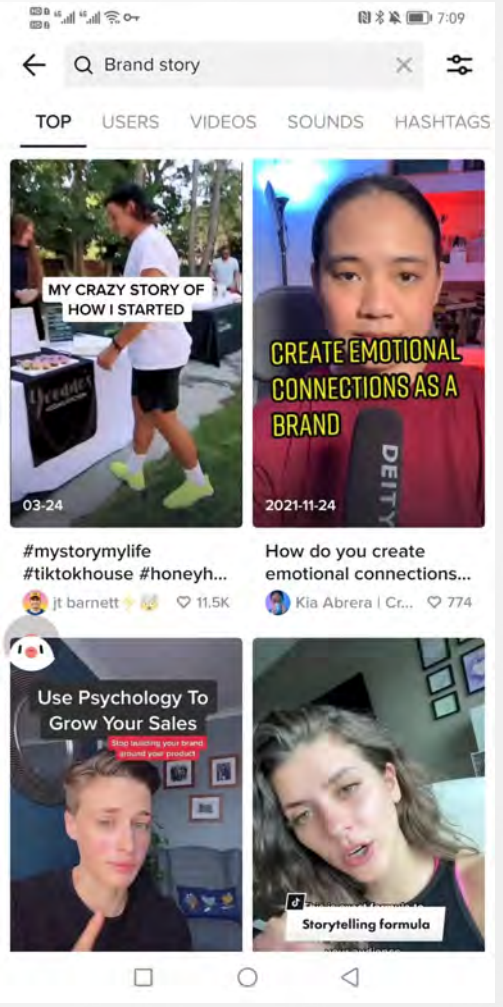
# 10.1 公司要重视品牌

# 10.1 Companies should Pay Attention to Their Brands

# 品牌故事的宣传 Publicity of Brand Stories

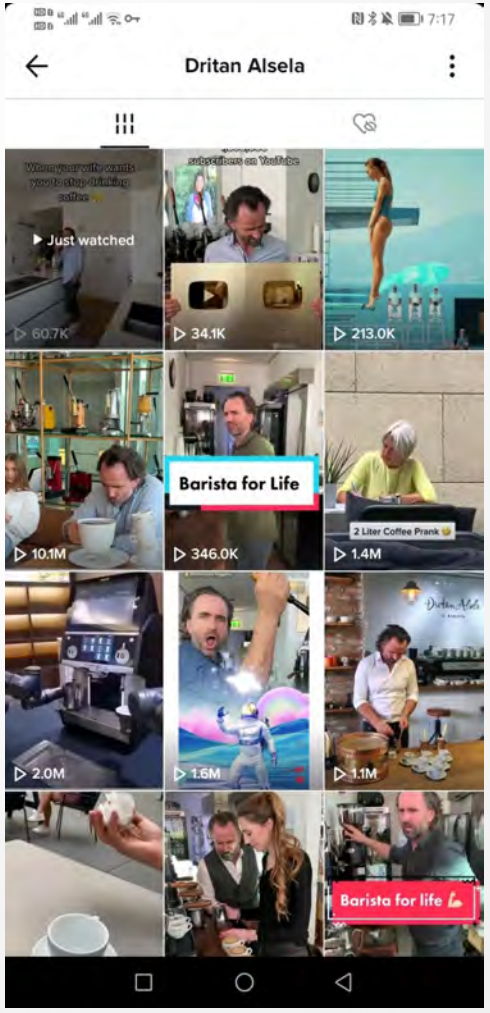


# 品牌影响力的宣传 Publicity of Brand Influence

# 让品牌更加生动、有趣 Make the Brand More Vivid and Interesting



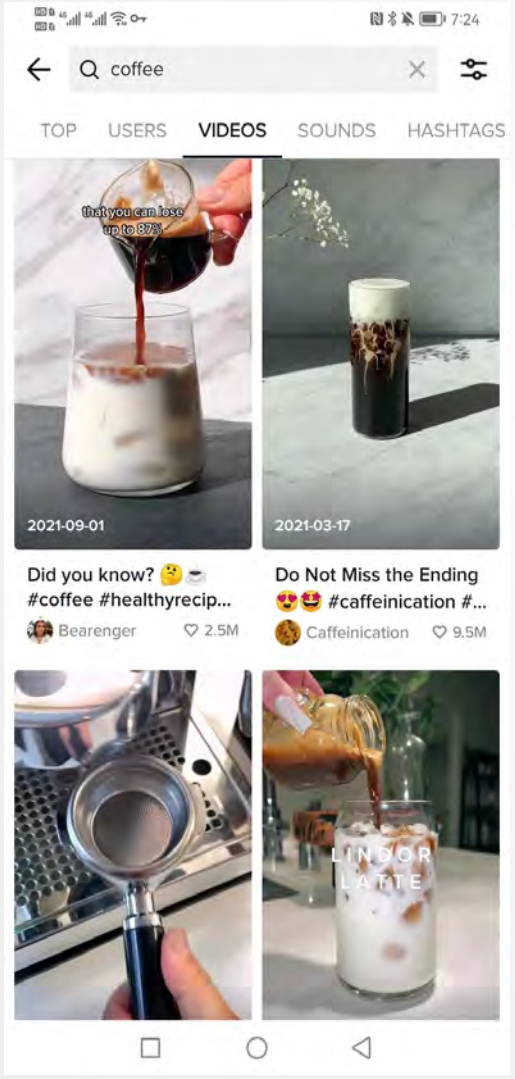
# 10.2 个人要重视人设

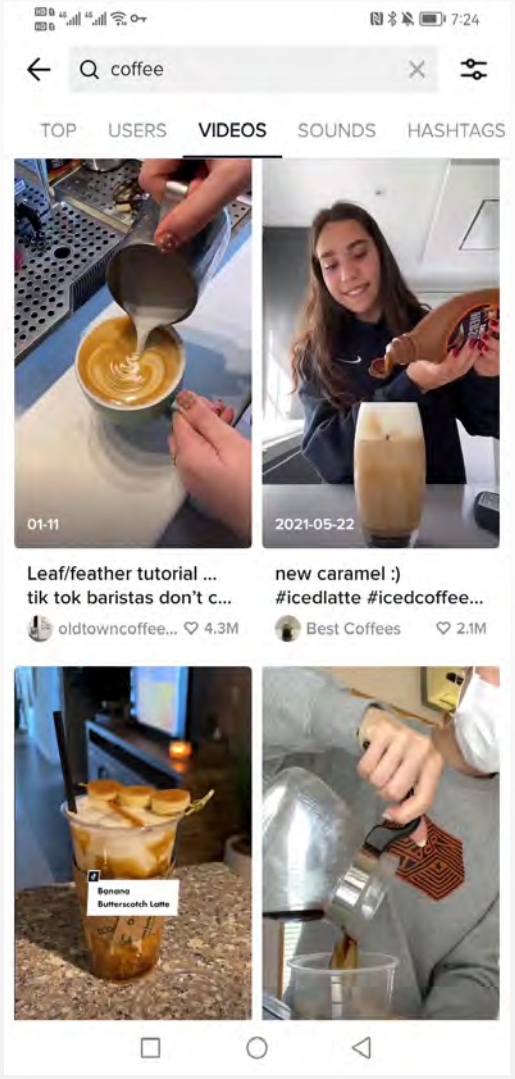
# 10.2 Individuals should Pay Attention to Their Persona

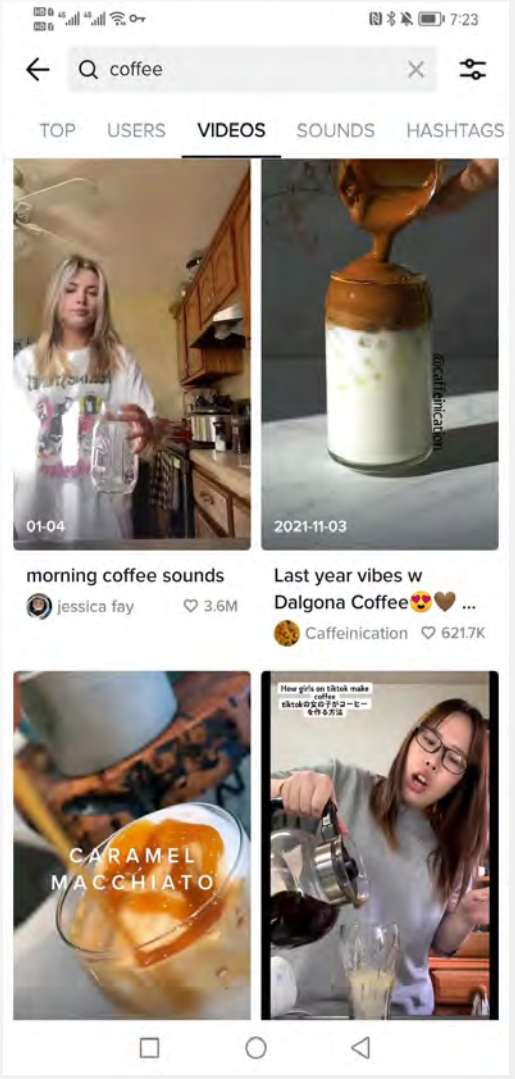
# 同行太多了 Increasing Number of Peers

# 创作者太多了 Increasing Number of Creators

# 同类视频太多了 Increasing Number of Similar Videos

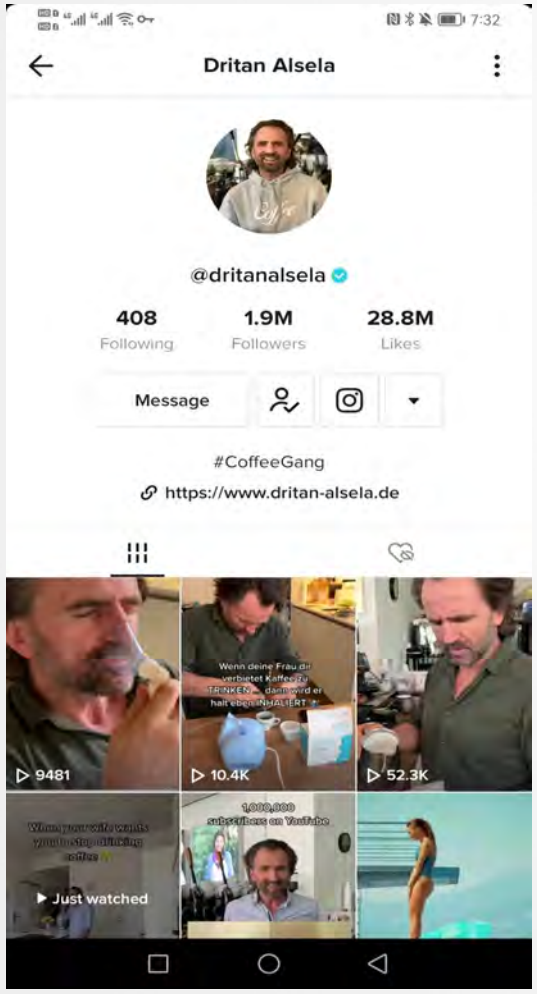


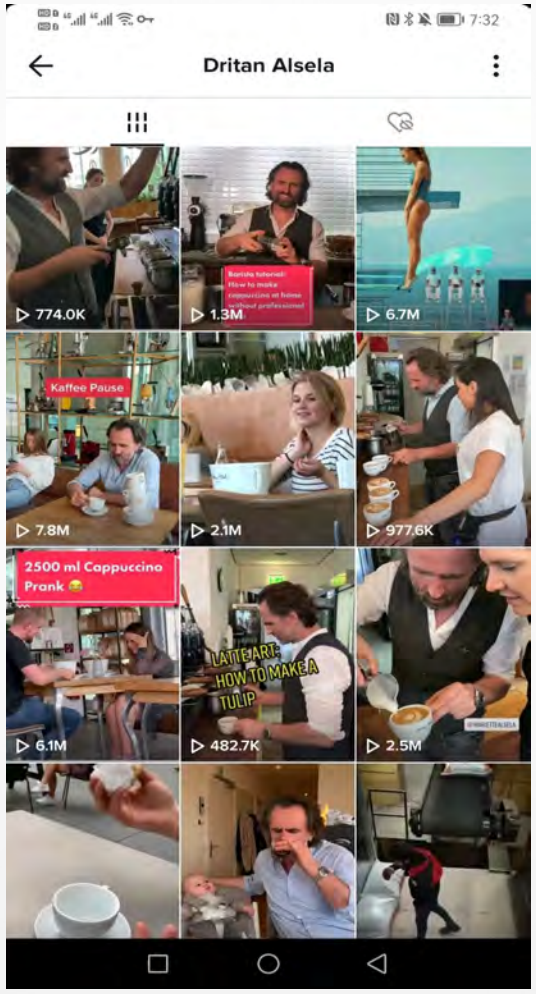



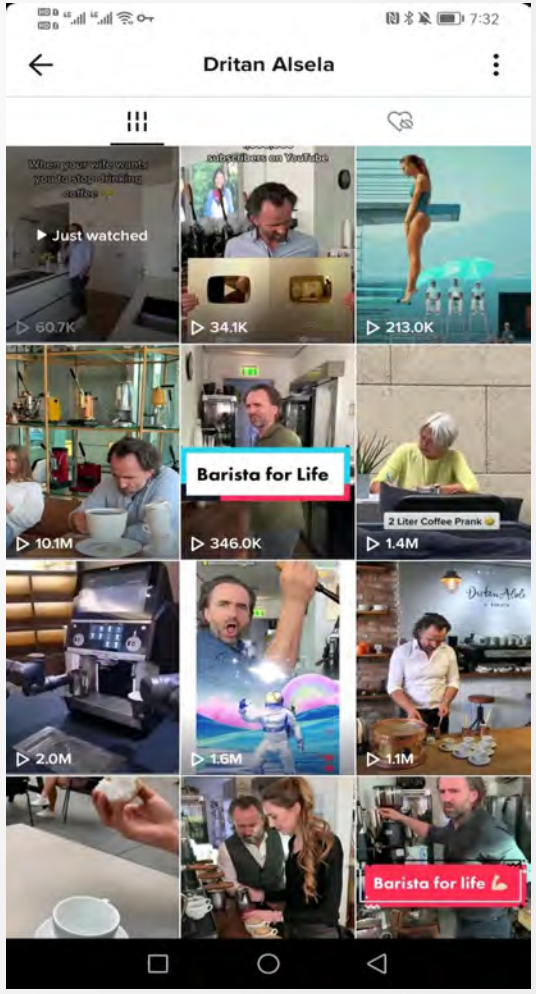



# 人设：人物角色设定 Persona: Set the Features of the Person

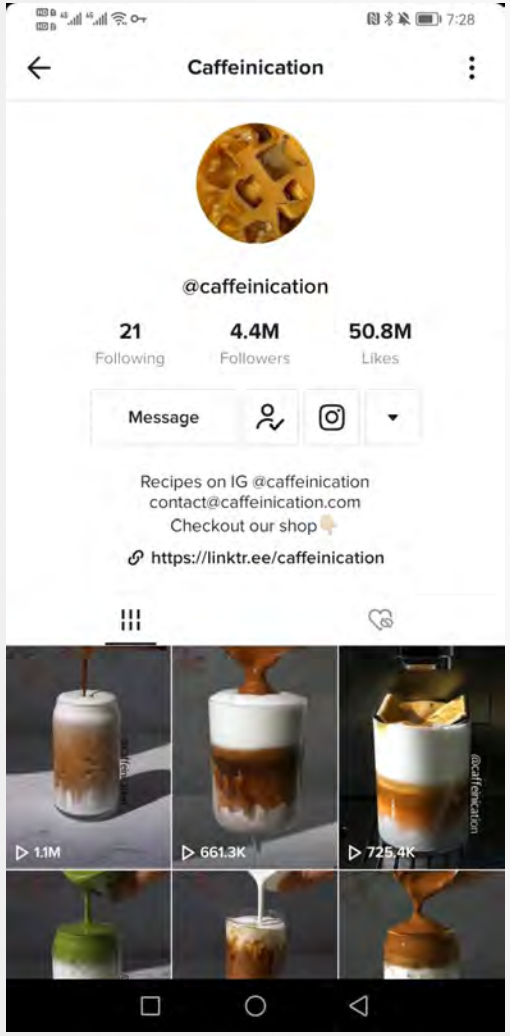
# 专家：成为行业专家 Expert: Become the Expert in the Industry



# 玩家：熟悉各种产品卖点 Player: Familiar with Selling Points of Various Products



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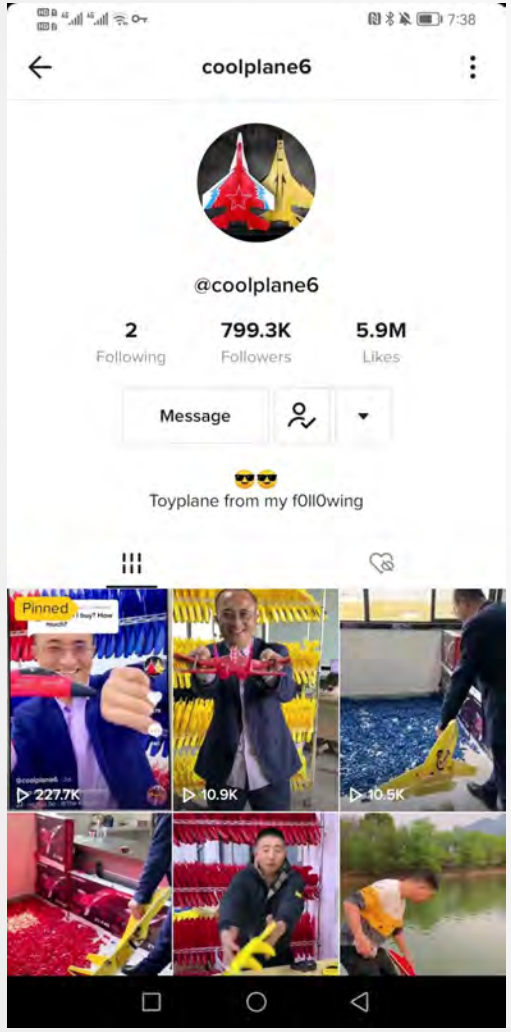
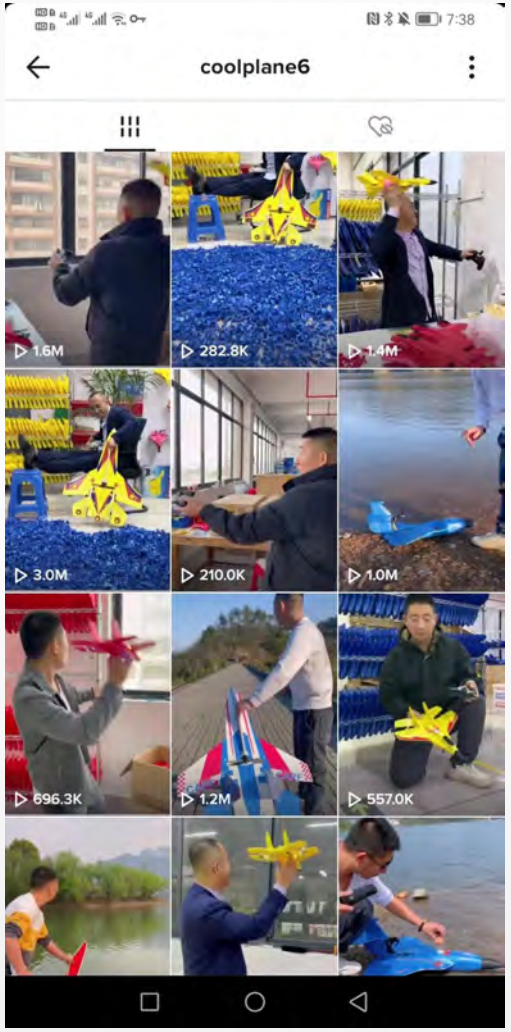
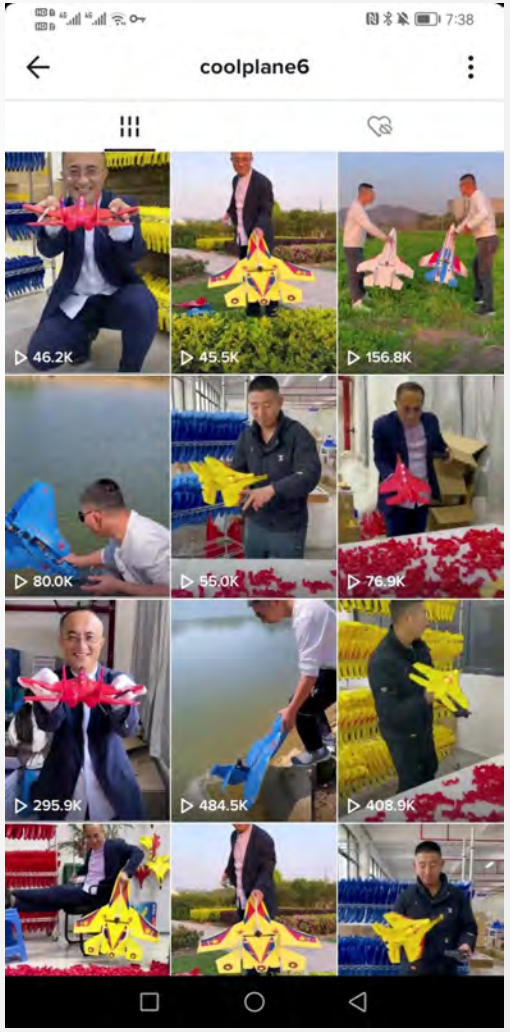
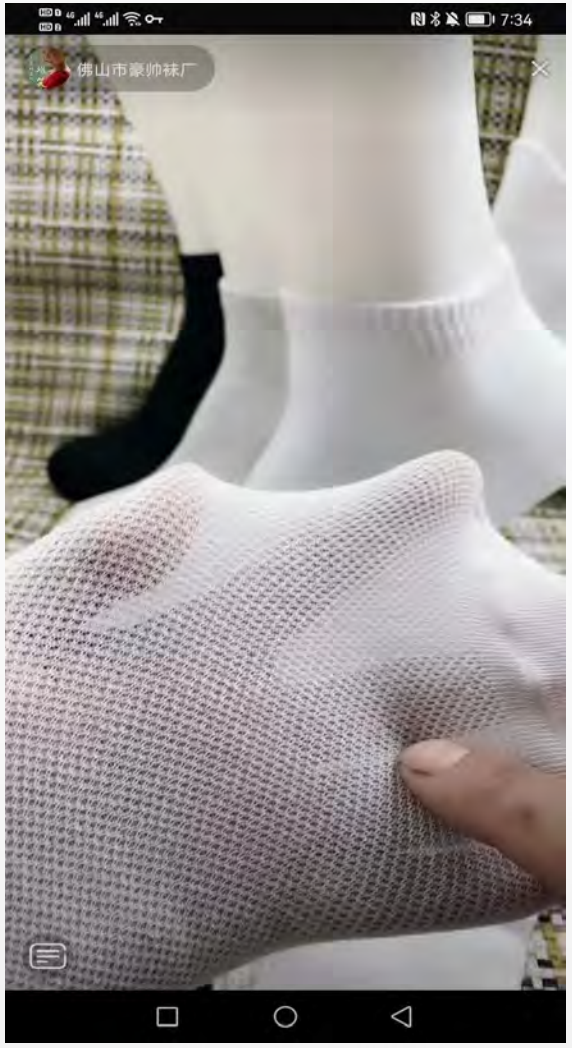
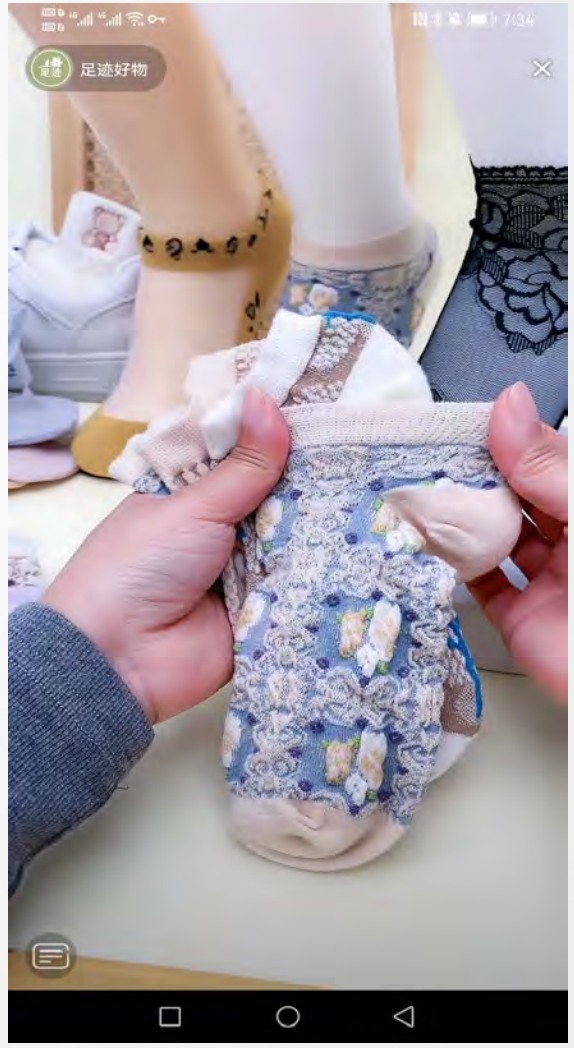


# 厂家：拥有产品货源优势 Manufacturer: Advantage of Product Supply



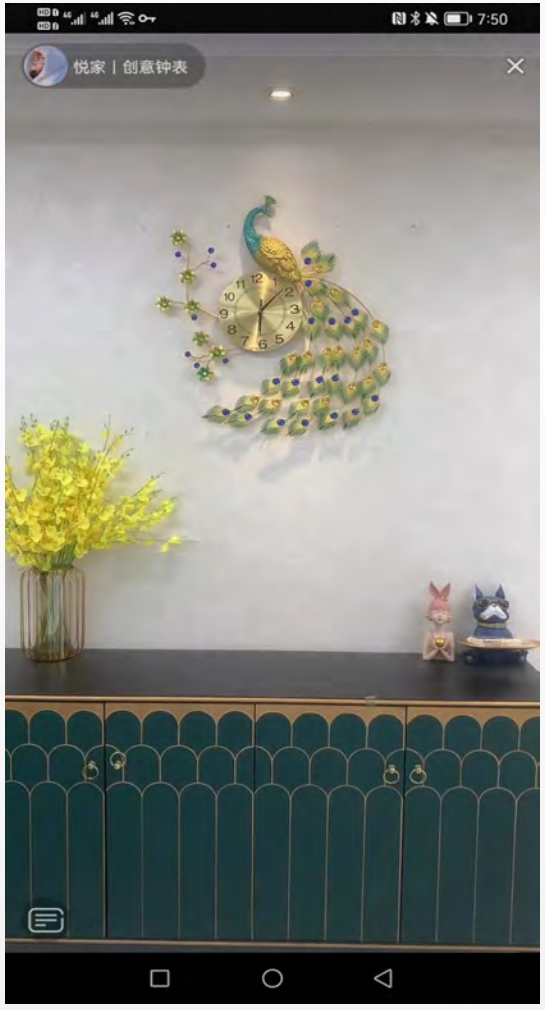
# 10.3 不断沉淀创意资产

# 10.3 Accumulate Innovative Assets

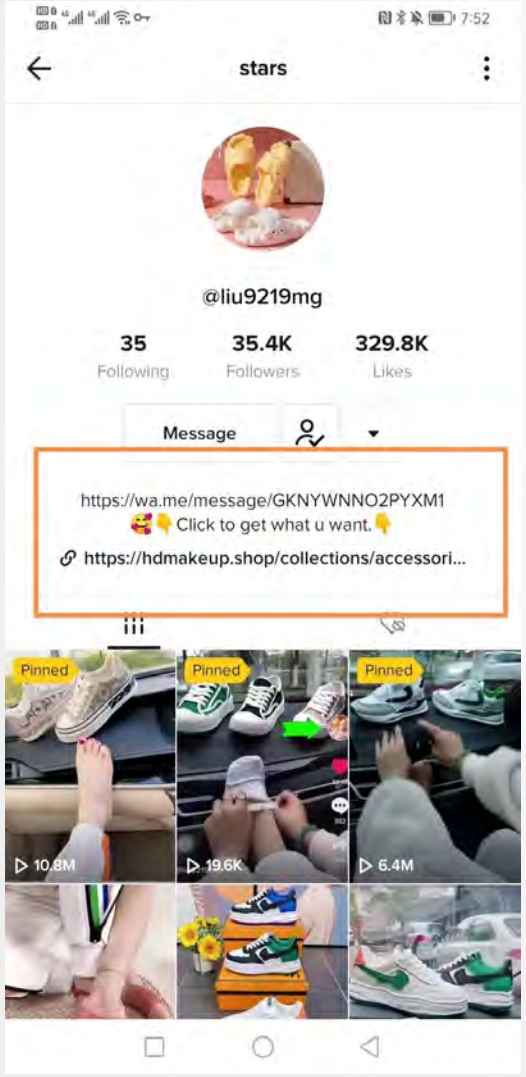
# 做富有创意的视频 Make Creative Videos

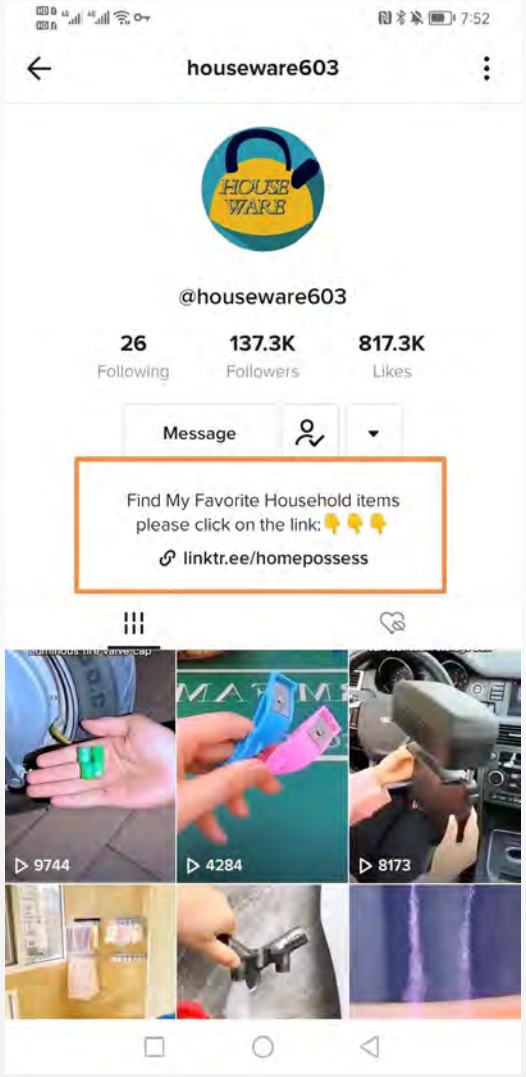
# 做富有创意的视频 Make Creative Videos

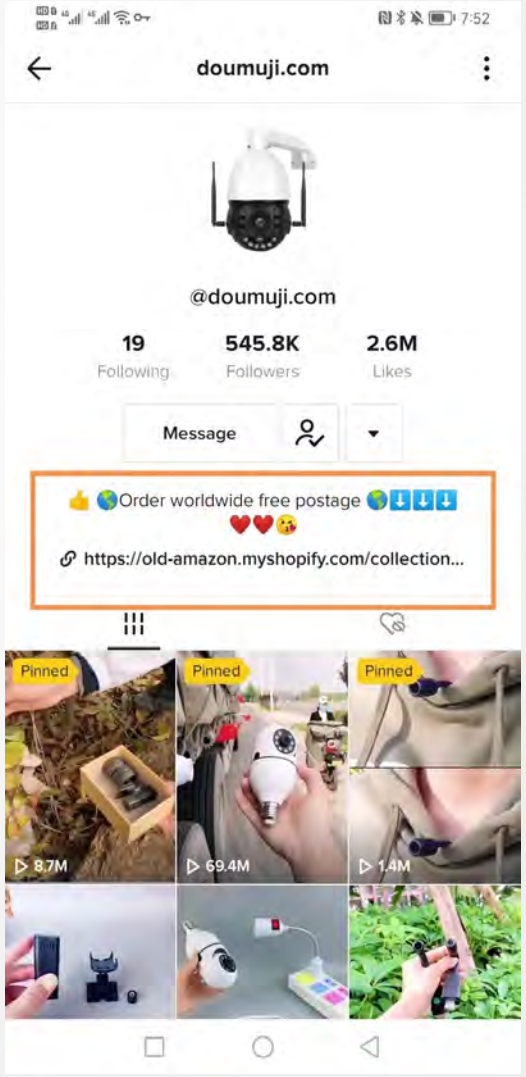
# 做富有创意的直播 Carry Out Innovative Live Streaming



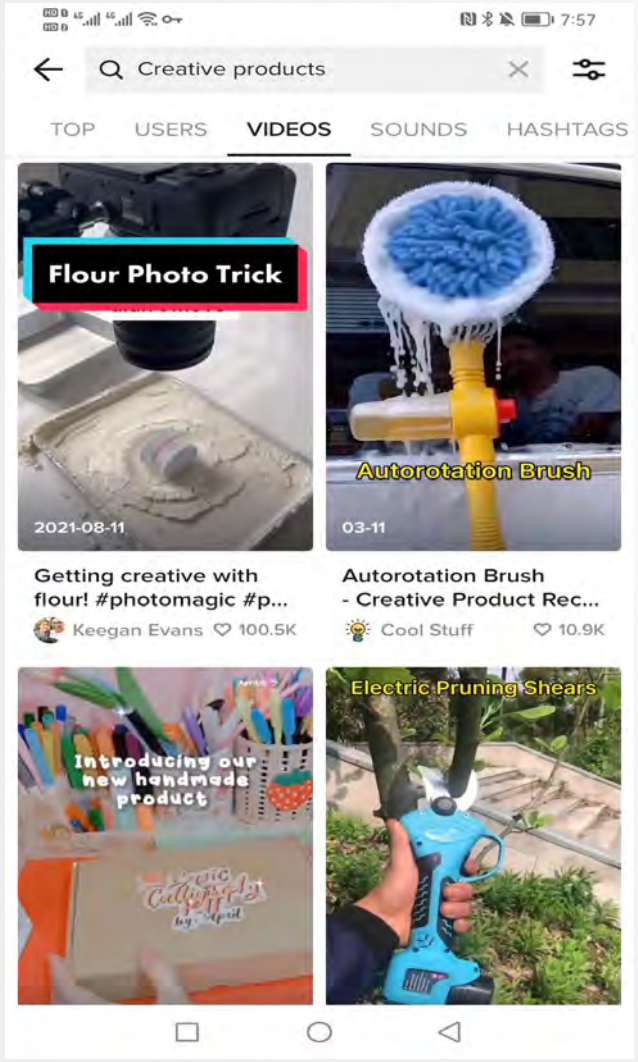
# 做富有创意的网站 Make Creative Websites

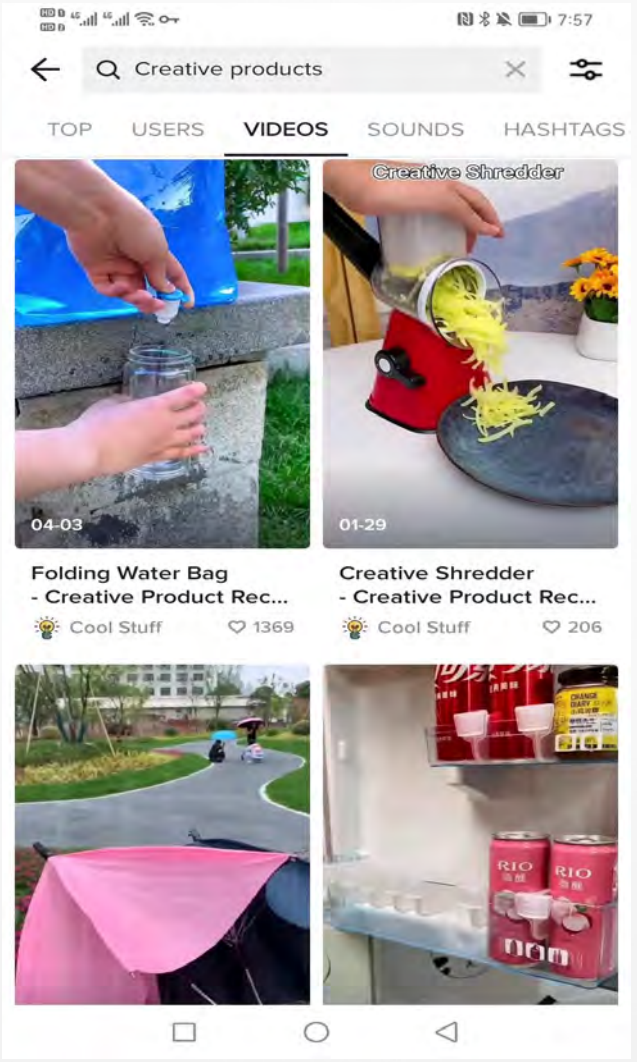


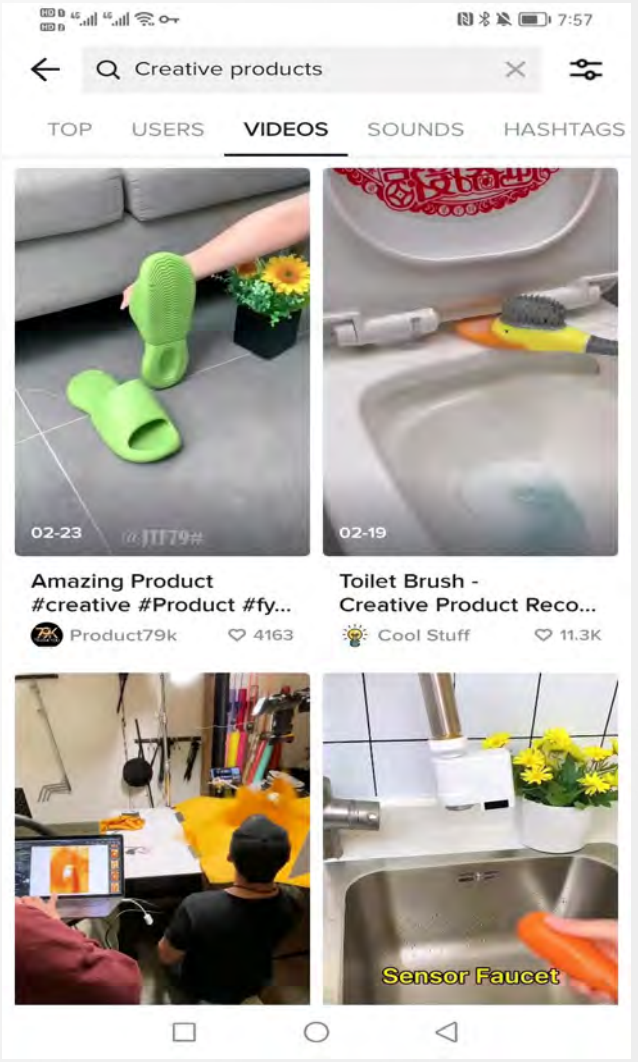



# 做富有创意的产品 Make Innovative Products



# 做富有创意的生意 Do Creative Business

# 感谢观看

# Thanks