



Thinking and Exploring the Strategy of Private Domain Traffic Operation for Enterprises

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Abstract. Platform traffic is getting more and more expensive, the cost of customer acquisition is getting higher and higher, from the incremental market to the stock market, the traffic inward roll-up has become a pain point for sustainable growth of enterprises. On the one hand, private domain traffic can solve some of the enterprises' traffic anxiety of involution, as long as the user growth model is built, at least in the customer acquisition can maintain the upward development trend. On the other hand, operating your own private domain traffic pool, digging deep into the value of each stock of users in the private domain, leveraging their social relationship chain, maximizing the value of private domain traffic, which is particularly critical to the long-term stable development of enterprises.

Keywords: Private domain traffic; user growth; operational strategies; development trends

1 Introduction

Nowadays, not talking about private domains seems to be equivalent to not talking about marketing. Private domain traffic has become an area of interest in the industry. Both platforms, services and brands have started to pay great attention to the layout of the private domain traffic. Some industry experts even called 2021 the first year of private domain traffic, which shows how much attention and importance private domain traffic will receive in 2022. 2022 will be a hot year for private domain traffic, and more value and ways to operate private domain traffic will be explored. Obviously, it is extremely urgent and important for all parties to find an effective way to charge a gain when the traffic dividend is declining and growth is bottlenecked. At this time, private domain traffic has become the choice of most enterprises ^[1-4].

2 Enterprise growth is the ultimate goal of private domain traffic

Private domain is not an independent concept, or when we discuss private domain, we cannot simply cut off the concept of private domain from the whole marketing chain. The channels and platforms that are understood as "public domain" today also provide services for private domain operations. Because the private domain itself is inseparable from the channel and platform, they both help companies achieve their growth goals. By building a growth model through private domains, we can get: sustainable growth model = product * (means of growth * traffic leverage) * efficiency.

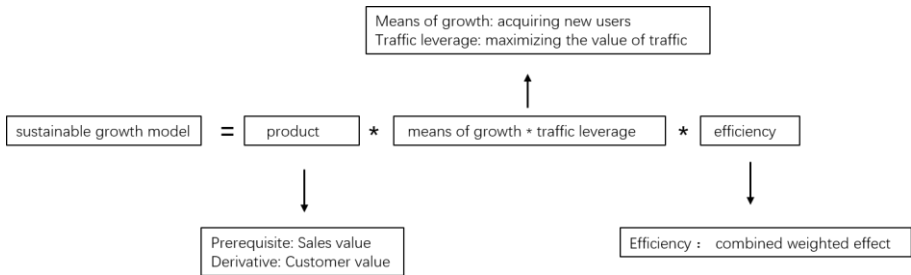


Fig. 1. sustainable growth model

2.1 Products need to have sales value.

Only the value felt by customers is the real product value. In the process of using the product or after using the product, customers will personally feel whether the product meets their practical needs and heart needs. When the company provides products to meet the needs of customers, we call the product has customer value. Only when the product has customer value, it can be called having sales price. On the other hand: the product provided by the enterprise is the basic condition for all sustainable growth, only the product has sales value, then the enterprise carries out all operational means to bring growth for the enterprise. Of course, the product with sales value must be the product of sufficient polishing and continuous optimization^[5].

2.2 Growth means are the core enablers.

The growth method, i.e. the source of new customers, is an important source of user assets for a company; the company needs a constant stream of new customers to support the operation of the entire business organization. The new growth mentioned here includes new shares, new fractions, new DARs and new memberships, each of which can be expressed by the formula of user behavior and platform ecological customer acquisition. For example, the growth of user sharing conversion is equal to DAU (daily active users) * sharing rate * PV (page views) / sharing volume * activation rate; the growth method is still related to the specific operation methods of the brand or platform, and each indicator is in play.

2.3 Traffic leverage is amplifier.

leverage here is the role of amplifier, referring to the value and role of the original traffic as much as possible. to find the following common traffic leverage: online commercial traffic advertising (red packet fission, group operation), online non-commercial traffic (Wechat circle of friends, traditional/offline flow). It further proves that private domain and platform are inextricably linked, and no matter which traffic leverage is achieved, it cannot be achieved without the presentation of public domain platform. Companies can import traffic from the public domain to the private domain by purchasing commercial traffic, or users themselves can share their products or use experiences on the platform to attract more attention, which is non-commercial traffic, and is the import of traffic from the private domain to the private domain together with the public domain.

2.4 Efficiency is a combined weighted effect.

Each of the key factors involved in user growth add to each other, influence each other, and form the final model for sustained business growth. The integrity, validity, and rigor of the model are critical to the business. According to the actual operation of enterprises, the model must have four major characteristics: it must be measurable, in order to continuously optimize the enterprise in the future; it must be scalable, in order to be able to carry a certain amount of business operations; it must be sustainable, in order to be able to continue to grow; it must be repeatable, in order to be able to function in the long term.

3 Pyramid logic of private domain traffic operation

The essence of business is business, no matter public or private domain, the domain that can bring business growth is a good domain, and practitioners are tirelessly pursuing this good domain. Enterprises in the industry play different roles, provide different products and services, want to find a one-size-fits-all approach is quite difficult, in the first place, or to sort out the underlying logic of the private domain traffic.

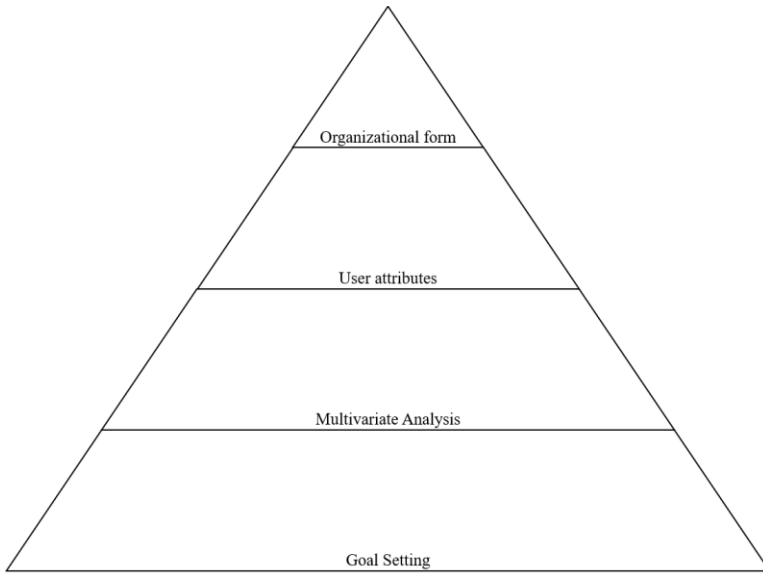


Fig. 2. Pyramid logic of private domain traffic operation

3.1 Set a goal

Any business will set a goal before doing a private domain. This is the first layer of the pyramid model of private domain traffic operation. There may be different goals involved in different stages, industries and categories of businesses, but they can be broadly divided into three directions.

3.1.1 Connecting users.

In the public domain, there are still corresponding channels between enterprises and users, but in the private domain, people become very close to each other. The content strategy, product strategy, emotional strategy, etc. that companies want to output become incredibly intuitive. But it is this intuition that discourages many enterprises, the so-called inflow is easy to operate difficult, the lack of sustained output and quality output in the private domain has become a pain point for some categories and enterprises.

3.1.2 Occupy the mind.

In the process of user connection, enterprises are actually continuously exporting their own brand mind to users. The function of private domain traffic plus brand has undergone a certain development and progressive process. Today, more companies are focusing on the communication and interaction between brands and users, users and users, and how the social attributes of people in the private domain, which is essentially a social field, play a role in seeking ways to maintain their own private domain activity and pursue more help for growth and realization.

3.1.3 Get growth.

This growth is business growth, user growth, and can also be a kind of precipitation and growth of enterprise data assets. How to better activate the activity of the original users in the private domain? How to better maintain the user assets accumulated by the enterprise? In these points many enterprises are faced with problems such as poor communication, poor maintenance, and much waste of resources, which have also given rise to new operational models such as cross-industry alliances.

3.2 Multivariate analysis.

After having the target, the analysis of industry and category is an important dimension to be considered in the second layer of the pyramid model. Companies belong to different industries and different categories, even the same industry and the same category of enterprises, there will be different levels of maturity and recognition. Nowadays, some of the rhythms of play given to enterprises on platforms such as e-commerce are mostly the same activity cycle, which is not able to meet the needs of enterprises well. So enterprises have to analyze the industry and category characteristics more deeply from the technical level. At the same time the traffic in the private domain of the enterprise where the final direction, can also become a standard of analysis. For example, the private domain traffic operation of large amusement parks is ultimately to be channeled and released to offline scenes; while some enterprises, in order to increase the use of their own APP, launch regional live competitions nationwide and mobilize employees to sell through products on major platforms to complete the flow of public domain traffic back to the online private domain; some other enterprises start with a small volume of offline private domain from the start-up phase, gradually grow and then Some companies start with a small volume of offline private domain from the beginning, gradually grow, and then complete the conversion to online private domain traffic.

3.3 User attributes.

The third layer of the pyramid, based on the sorting of the industry and category, companies need to draw conclusions about the characteristics of the users in the private domain they want to build. What are the characteristics of users on the emotional side? What are the purchase characteristics such as frequency and unit price? What is the user's sensitivity to price and media habits? Such and such, to understand the labels on the target users, in order to find a higher relevance to their own user groups, in order to better precipitate the methodology, to find their own private domain play. From the difference between Party A and Party B, Party B is more of a large pool of public domain traffic in the outside world, with a certain segmentation basis to precipitate potential customer base for the companies served. From the B-side perspective, the goal of all enterprises operating private domain traffic is unified in one direction, and that is to study the data of their own users. If the private domain as a publicity position, not just a sales channel, then the most important thing in the process of doing publicity is to know the interests of users.

3.4 Organizational form.

In the context of product efficiency synergy, the boundaries where the private domain is located in the organizational structure of the enterprise are blurred. In the last layer of the pyramid, the process of implementing the methodology is put in a place not to choose which path or tool, but more importantly to find a suitable organizational form for itself. Some companies also have a large number of online and offline stores, so how to solve the problem of channel conflict integration under the dealer and franchisee system? For more mature enterprises, the landing of private domain traffic will first face the organizational form of the problem, only after solving these problems, you can continue to choose the path and tools. Whether it is social media platforms, e-commerce platforms, short video platforms, private domain traffic has been widely present on the major platforms, but also indicates that the existence of private domain is expanding out of more forms. Daren live is essentially the realization of the Daren's own private domain, companies choose Daren marketing, is also the same private domain to realize.

4 The trend of private domain traffic

The future changes of private domain traffic is also the focus of discussion and hot topic of all parties. Obviously, private domain traffic has come to the next juncture of development, and how to break through this juncture in 2022 is bound to be about the future development as well. For enterprises, it is to continue to innovate and find the most suitable for their own operation.

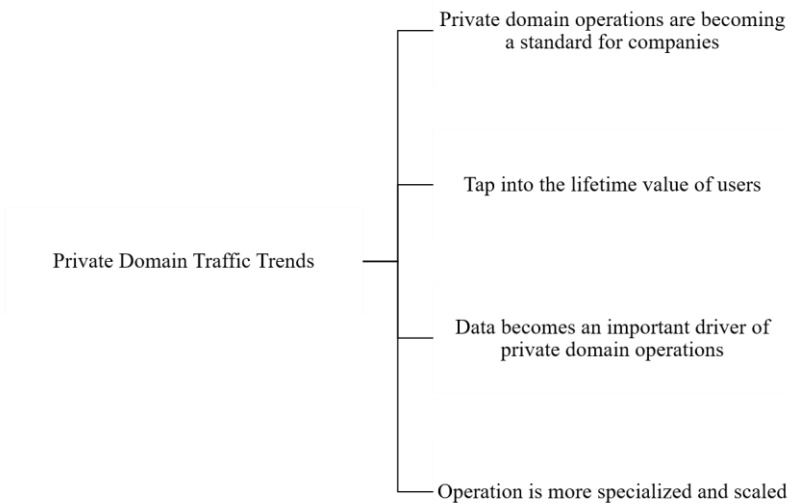


Fig. 3. Private Domain Traffic Trends

4.1 Private domain operations are becoming a standard for companies.

So far, the market outlook is becoming clearer, and private domain operation has become an important capability and part of business operation, and is one of the important ways for future development and growth of enterprises. From the perspective of brands, platforms and services, private domain operations will also become the standard for brands and become one of the main driving forces for their growth. In 2022, companies will fight to the death in the private domain traffic level, whether they can make good use of the private domain traffic will no longer be a matter of choice, but may determine their life and death. In 2022, companies will be fighting to the death on the level of private domain traffic. And this is not only a must-have lesson for private domain operation, but also a need to open up the public and private domains, and constantly optimize the connection point of the whole chain to ultimately promote sustainable business growth.

4.2 Tap into the lifetime value of users.

In the era of inventory, it is important to seriously study those who have already become users. Today's user growth is not about studying how to make the size of users bigger, but thinking about how to make the lifetime value of individual users bigger, that is, how to make the value brought by users in the brand life cycle bigger, so that the brand can form a long-term influence on users. At the beginning of the development of private domain traffic, most companies pursue the number and breadth of users, but as these users continue to solve, found that the real effective users are not many, and it is difficult to form a closed loop of marketing and sales conversion, but also caused the high cost of marketing. Therefore, after a lot of practice, enterprises realize that it is more important to accurately acquire users with high matching degree with enterprise products and services, and such users have higher operational value and are more practical for enterprises to improve ROI. The future of business will focus more on people themselves, and the focus of companies operating private domains in 2022 will further shift from reaching transactions to operating user relationships. Therefore, the infrastructure of private domain will be more perfect, and more and more merchants will realize refined operation with the help of digital system and richer.

4.3 Data becomes an important driver of private domain operations.

Private domain traffic acquisition cost is low, but the operation is not free, there is a demand for senior operations personnel, as well as work time occupation. The ability to enhance private domain operations decision-making capabilities through AI capabilities, and through technology automation methods to reduce the repetitive work of operations staff, replicating the sales operations capabilities of senior staff to achieve automation, can make private domain operations easier and more effective. Based on users' transaction data on their own platforms + tags on cross-platform data, it will become an important help for private domain traffic pool operation. These data can significantly improve the efficiency of enterprise marketing. For enterprises, in addition to having a

large amount of data, the analysis and use of data will also put forward higher requirements. In the future, private domain operations will belong to the enterprises that master data, and only with data, the enterprises can be more accurate and effective in the operation and maintenance of users. This is also the most core factor for many enterprises to establish their own data platform and data center.

4.4 Operation is more specialized and scaled.

Private domain traffic platform will rely more on tools to assist, private domain operation will become more professional, third-party service providers and service tools will emerge in large numbers, providing different private domain operation consulting and services for enterprises. Accordingly, the path of private domain cash will become more open. The gap between private domain players will gradually become obvious, and it is likely that private domain connoisseurs will quickly emerge in the same industry field. The private domain players who have formed their own method will gradually enlarge their territories and operate the private domain traffic matrix, which is more suitable for online enterprises to obtain customers at scale. Multi-enterprise WeChat main services, multi-private domain IP image links, will focus on the head of the private domain players. The private domain department is becoming more and more important, and it is more and more important for employees to improve their private domain awareness and ability. And those (Netflix) brands that rely on private domain operations to start, become the real protagonists in the private domain, they will also take advantage of the private domain operations towards the brand "de-Netflix" journey.

5 Conclusion

For brands to operate private domain traffic, brands should clarify the strategy, according to their own category characteristics and development stage, the development of private domain direction, clear operation mode and core links; secondly, the establishment of a dedicated private domain operations management team, and with the e-commerce team, marketing team to clarify the powers and responsibilities; third is good to borrow external power, in part of the operation of the link, should look for suitable third-party operating companies, content marketing agency Finally, we should use the tools, fully grasp and use the operation tools provided by the private domain contacts, to improve the efficiency of private domain operations and service quality, only in this way, the private flow for the enterprise can play the maximum value, as well as to produce long-term significance.

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