

## Research on Creation and Application of Copywriting for Agricultural Products Live Streaming

### -- Exemplified by Agricultural Products Live Streaming on TikTok

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#### Abstract

With the incessant change of the Internet, it's easier to hold live streaming sales on short video platforms, which has become an emerging service model to promote commodity sales and economic development. Up against COVID-19 pandemic and rural revitalization, in order to promote the sales of agricultural products, boost the development of agriculture and rural areas, farmers have started to live stream on short video platforms. At present, the live broadcast aiming to help farmers on short video platforms is still in the initial stage of exploration and practice. From the lens of agricultural products live streaming on TikTok, this paper discusses the creation and application of their copywriting, and then puts forward suggestions and practical references for the problems in the development of short-video agricultural products live broadcasts, so as to drive rural development and rural revitalization.

#### Keywords

TikTok; Agricultural Products Live Streaming; "Short Video + Live Streaming"; Copywriting.

### 1. Introduction

In August 2021, China Internet Network Information Center (CNNIC) released the 48th Statistical Report on Development Status of the Internet in China, pointing out that during the novel coronavirus pneumonia epidemic, the penetration rate of "e-commerce + live broadcast" increased drastically. As of June 2021, the number of Internet users in China reached 1.011 billion, with 888 million people and 638 million people watching short videos and live broadcasts respectively. Surfing short videos and live broadcasts is becoming a new lifestyle for all people. "Live streaming Sales" also goes deep into rural areas along with the development of the Internet, providing new ideas for relieving the pressure of agricultural products sales. "Agricultural products + short video + live streaming+ e-commerce" has become a new mode of live broadcast sales in rural areas. [1]

### 2. Development Status of Agricultural Products Live Streaming on TikTok

#### (1) Sales Model and Advantages of TikTok

TikTok, based on interactive data calculation, follows the algorithm recommendation model of "TopBuzz", evolving from word-of-mouth marketing to secondary communication, and then achieving comprehensive communication. The platform attracts fans to watch the live broadcast at first, inserts product links to guide fans' consumption or imports fans into other platforms, and then converts into transactions and finally gets profits. The sales model of "short video + live streaming" in TikTok is to quickly absorb the livestream clicks on the platform

homepage through short videos, thus rapidly increasing the revenue of live broadcast. The large user group and the leading advantages of active users, content creation, and hot topics make TikTok an important channel for marketing agricultural products. [2]

## (2) Sales Characteristics of Agricultural Products on TikTok

(1) Interactivity. By the likes and comments, users can communicate directly with sellers to further understand product information and increase the viscosity between sellers and users. What's more, the live broadcast of agricultural products realizes real-time interaction and greatly improves sales transformation. (2) Visuality. The plantation and use of agricultural products are intuitive to users through the short videos released by sellers, which has a strong sense of visuality and reality, and easily reaps a large number of fans. At the same time, it leads viewers to the live streaming room and stimulates consumption. (3) Diversity. The entity of sales includes local farmers who use local materials directly, brand enterprises and merchants with complete industrial chains, online celebrities who tailor images to promote high-quality agricultural products, and county magistrates playing the role of opinion leaders. The diversity of sales entities enriches the categories of live broadcast, explores a new direction of live broadcast to sell agricultural products and help farmers, and grasps the golden rule of winning huge online traffic. (4) Mutual benefit. TikTok values online traffic, buyers set store by product quality and experience, while sellers attach great importance to comments and sales. Buyers, sellers and platforms are mutually beneficial in the process of selling agricultural products, thus achieving win-win results.

## 3. Application of Copywriting for Agricultural Products Live Streaming on TikTok

### (1) Concept Definition of Copywriting for Agricultural Products Live Streaming

In this paper, the copywriting for live streaming targeted at selling agricultural products to help farmers is no longer limited to the audible language of the anchor during the live broadcast, but also includes the copywriting in live previews at an early stage. The former refers to the oral speech of the anchor as the main content of the live broadcast, determining the final live broadcast effect to a large degree. The latter rooted in the business model of "short video + live broadcast" on TikTok mainly includes the copywriting of posters and short video previews that are released in advance, so that fans can quickly scan the live broadcast content ahead of time and be attracted into the live broadcast room.

### (2) Role of Copywriting for Agricultural Products Live Streaming

1. Offer key information and emphasize core competence. In a live broadcast, users are often provided with a sea of product choices, so it is particularly important for users to quickly choose their favorite products in a limited time. Therefore, in live streaming, many keywords are often repeated to effectively remind the audience of key information, that is, the core competence, so as to enhance the audience's attention. Repetition is also varied and provides accurate information, converting the audience's attention to products. For example, a few stressed words such as "sweet" and "pure handmade" give a full play to present an agricultural product to the public in a comprehensive and concise manner. Most copywriting for posters in the live broadcast focus on the theme of the event and the style of the anchor, showing the key attractiveness and competence concisely so that the audience can promptly understand the agricultural products introduced in the live broadcast room. At the same time, they set the suspense of welfare, make effective use of online celebrity traffic and attract fans. Preheating short video copywriting is mostly to go straight to the theme or create suspense, and is invested into the short-video pool from which they further introduce online traffic to the live broadcast room. For instance, copywriting like "delicious Xinjiang Aksu sweet apples are available at such

a low price in my live streaming room!" points out the products for sale, and sets up the suspension to attract consumers into the live broadcast room. [3]

2. Clear-cut object with targeted goal and persuasiveness. A prominent feature in agricultural products live streaming is a strong sense of participation and interaction between viewers and sellers, fully reflecting the subjectivity of the audience. The anchor must clarify the communication object. When introducing agricultural products, they often say, "These products are all ecological and inartificial. Darlings, you can't prove what I said until you try." When linking up, they will say, "Let's prepare 100 orders for stocking at first! Babies who are lucky to buy the products please type 1." The objects of the above-mentioned oral copywriting are very clear, giving the audience a strong sense of participation, while intimate titles such as "darling" and "baby" narrow the distance with consumers and constantly consolidate interaction. Meanwhile, the targeted copywriting read the psychology and needs of consumers, emphasize "purely natural and pollution-free" characteristics of agricultural products, and deepen the positive image of agricultural products for the audience, which further increases the persuasiveness of agricultural products sales [4] in the combination of real-life exhibition and instant transactions.

3. Output rural feelings and disseminate the spread of rural culture. Most of the existing agricultural products live broadcasts appeal to consumers by emphasizing the green plantation and the excellent growing environment of agricultural products. By presenting the freshness and safety of agricultural products to consumers, consumers' concerns are dispelled and their purchase desire is aroused. In these links, the mass advertisement carried out by local villagers promotes the exhibition of agricultural products' producing areas, which is more distinctive and can highlight the local customs by showcasing the simple but attractive features of farmers. Copywriting for agricultural products live streaming outputs local feelings, bonding people to the countryside and satisfying people's curiosity about rural agricultural products. Besides, the anchor of this type of live broadcast often creates a labeled image and forms a labeled character mode on TikTok. Taking the short video of "Yunnan Xiaohua" on Tik Tok as an example, this labeled character brings good benefits to the live broadcast marketing by creating the label of "Yunnan's most original and ecological taste". Filming the process of picking and eating fresh fruits on the spot has attracted a large wave of fans for her. For this reason, when marketing through live streams, fans cast a strong interest in the fruits in the video, and the local customs shot on the spot have subtly promoted the dissemination of rural culture.[5] [6]

#### **4. Creation of Copywriting for Agricultural Products Live Streaming**

##### **(1) Concise in Form & Highly professional & Rich in information**

According to different audiences, the anchor of agricultural products live streaming needs to give full play to the role of key opinion leader (KOL), and select the most suitable products from the long list to recommend to the audience. In the fast-paced short video platform, concise language can provide a lot of key information in a short time, saving users' time and matching consumers' expectations efficiently. In addition, the anchor should be equipped with a high degree of professionalism in oral language, so as to enhance the credibility and persuasion effect to the audience. For example, when Kang Feng, the county magistrate, introduced the big fruit of *Lycium barbarum*, he not only introduced the price and promotion activities but also presented in detail the population, cultivated land and planting of *Lycium barbarum* in Tongxin County. The rich and professional expression made consumers better understand its production and planting, and greatly improved consumers' trust in products, thus promoting sales. However, due to the limited length of copywriting in live previews, concise language is needed to accurately refine the information related to live broadcasts, so as to further attract interested users and achieve the promotion effect.

### (2) Cordial and Positive Interaction & Appealing and Contagious

TikTok builds a good platform for the interaction between the audience and the anchor. When audiences watch live broadcasts on TikTok with the willingness to buy, they will naturally ask questions about the products, such as whether the delivered products are fresh or not, and whether the bad fruits are refunded. Therefore, the amiability and patience of the anchor's oral copywriting will make it easier to narrow the distance with the audience, break the "thick barrier" due to the screen, and gain the audience's goodwill and trust. At the same time, sharing good things in a cordial tone can soothe loneliness and emit companionship to a certain extent. It is this kind of cordial positive interaction that appeals to the audience and strengthens the effect of agricultural products live broadcast. Therefore, the copywriting of this live streaming should pay more attention to interactivity and appeal. Only by grasping the "Golden 3s" of the audience's attention on TikTok and creating an approachable image of the anchor can absorb more people into the live broadcast room. [7]

### (3) Create Rural Characteristics & Deepen Sustainability

With the live broadcast's focus lying on "agriculture", attention should be put on agricultural products and the cultivation of rural culture, with an aim to form sustainable agricultural products live streamings to help farmers. Rural field life on TikTok is another hot topic. For example, Mr. Zhangwho who recorded the truest rural life went viral and has reaped more than ten million fans within two months, which proves the trend of rural culture. It is even more necessary to make good use of rural culture to show the truth and beauty of rural life and tell rural stories well. When explaining agricultural products, we should dig more stories behind them. Because every link of agricultural products has diverting contents from its production to finished part, which draw the audience closer to the countryside and arouses empathy. Moreover, the innovation of agricultural products' cultural creation broadens the dimension of content, and the verticalization of content increases the account's fixity, thus continuously improving consumers' brand image of agricultural products. Therefore, it's more essential for copywriting of agricultural products to highlight the rural characteristics and competence to attract users, paving the way for the promotion and online traffic in later live streaming.

## 5. Enlightenment of Copywriting for Agricultural Products Live Streaming on TikTok

(1) Understand relevant live streaming regulations and avoid using prohibited words. In order to highlight the excellent quality of agricultural products, the anchor tends to use extreme terms such as "the best", "the first", "the national level", etc, and exaggerate the efficacy of agricultural products in the live streaming, which is suspected of false propaganda. Meanwhile, words such as "deal in a second" and "rush to buy it or lose it" used to stimulate consumption are prohibited on TikTok. Once they appear, they will be limited in the promotion and even face the risk of being expelled the account. Therefore, when helping farmers through agricultural products live streaming on TikTok, we should understand and abide by relevant regulations on TikTok to avoid the use and abuse of prohibited words.

(2) Consistent in words and deeds, pay attention to the coordination of live streaming and after-sales. Shouting the slogan of "rural revitalization" to win attention and empathy, some farmers only attach great importance to sales volume but ignore the quality and after-sales service of agricultural products, thus undermining the credibility of product quality in the agricultural products live streaming and the reputation of agricultural products brands. At the same time, for that fresh agricultural products occupy the overwhelming majority of selected products, it is easy to rot and deteriorate in transportation. Confronted with a large number of orders in a flash, the slow delivery and delayed update of logistics will frustrate consumers and damage the brand image to some extent. Therefore, the anchor needs to be consistent in his words and

deeds. Instead of only promoting sales and hyping up in the live broadcast room without guaranteeing the description match with action, anchors are obliged to be responsible for their words and deeds. The real-time nature of live broadcast puts forward higher standards for the anchors' professionalism. When problems arise, they should also coordinate after-sales in time, so as not to affect the subsequent customer orders and lose customers. [8]

(3) Break the stereotyped impression of agricultural products live streaming and maintain content-oriented. The short video algorithm of Tik Tok tends to recommend high-quality original content, thus meaningful and in-depth originality is more crucial than temporary eye-catching content. In addition to safety, quality, and experience, cultural value is exerting a subtle influence on consumers' decision-making in the consumption of agricultural products. To stir up buyers' empathy and purchase, we should optimize the content of live streaming, tell the good stories of characteristic industries and agricultural products, and appropriately add humorous and artistic elements. For example, cooperating with Bazaar Men, TikTok ingeniously highlighted the trend of rural scenery and presented the understanding of pastoral fashion from a unique perspective, showing the fashion hidden in the countryside. The audience has long forgotten that this is an activity to sell agricultural products but immersed themselves into a visual feast full of fashion elements. TikTok subverted people's inherent stereotype of agricultural products live streaming. In the past, such live broadcast often highlighted farmers' difficulties and unsalable dilemmas, so consumers inevitably harbored the consideration of "necessity to help them" when ordering. [9]

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