

报喜鸟

微信公众号运营方案



2

目标用户

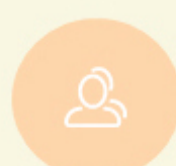
青年企业家



中产小资男性群体



国企干部



品牌加盟商



海外菁英



职场精英白领



3

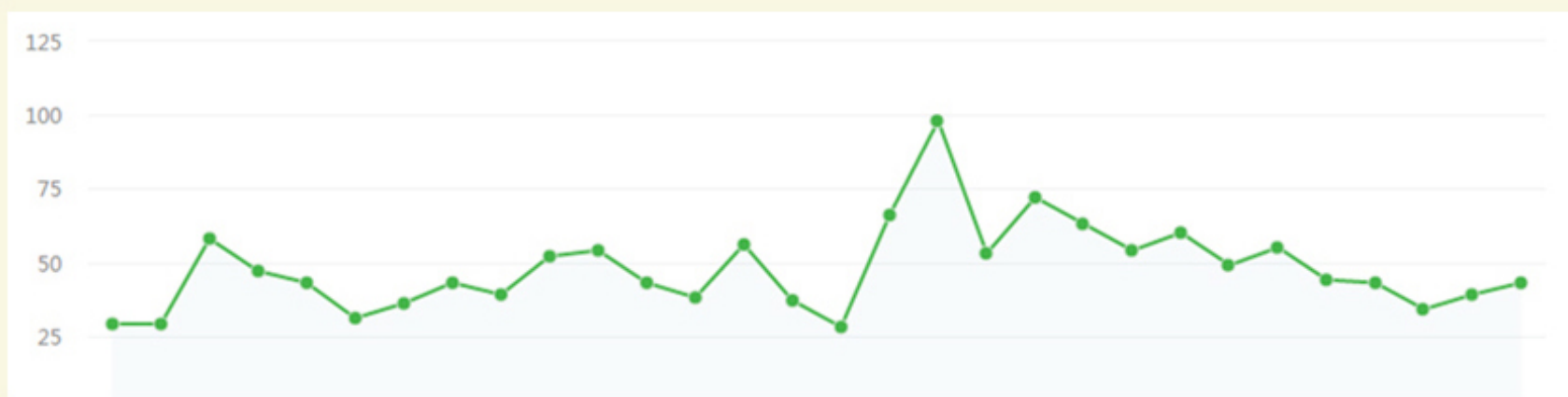
现状分析—微信公众号分析

A 6.8+万粉丝

C 每日增粉50个左右

B 每月8篇左右文章推送

D 每日共计1万左右的阅读量



新增粉丝月走势图

4

内容规划—内容文章占比

25%

20%

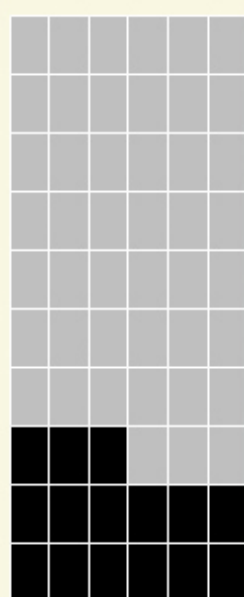
15%

15%

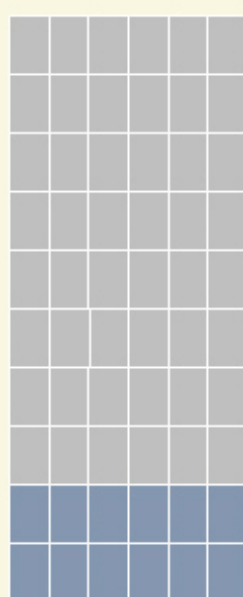
15%

5%

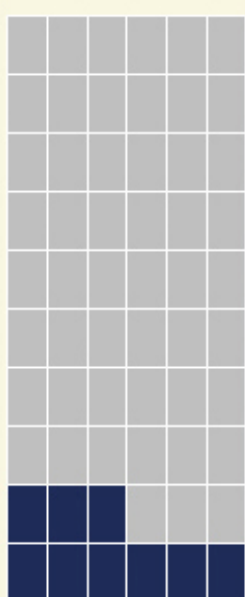
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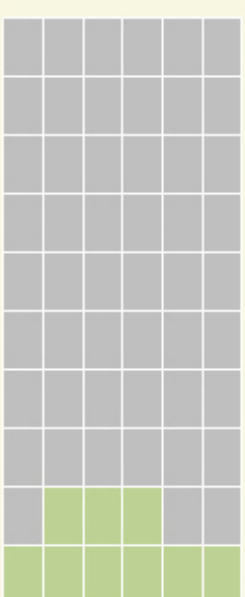
品牌策划



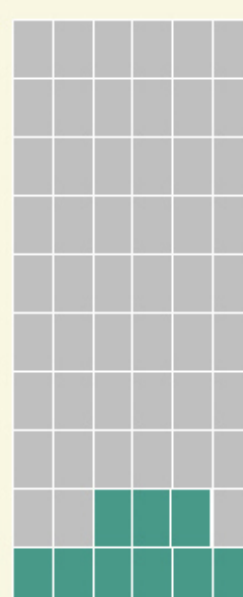
时尚概论



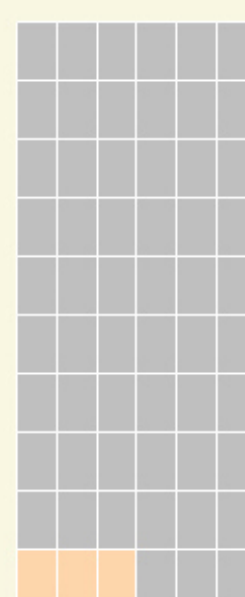
粉丝互动



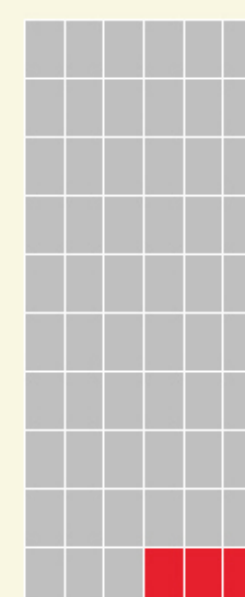
新品介绍



活动促销



高层访谈



会员案例