

Analysis of Content Marketing Communication Strategy of the Internet Insurance Industry on the Xiaohongshu Platform

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Abstract. With the development of Internet technology, the insurance industry has ushered in transformation and upgrading, the most prominent achievement of which is Internet insurance. Internet insurance has completely changed the traditional way of insurance sales. Currently, the content platform is the central position of Internet insurance marketing. Many Internet insurance companies carry out content marketing on the Xiaohongshu. Creating content attracts users to consult and then sell insurance products. Today, this Internet insurance sales model is quite mature. This paper uses the 5W theory, content analysis method, and case analysis method to analyze the communication strategy of Internet insurance on Xiaohongshu and finds that it adapts to the style of Xiaohongshu through young language, creating scenarios, and creating rich insurance content on the platform. However, there are areas for improvement, such as severe content homogenization and false advertising. In response to these issues, the author proposes optimization suggestions such as understanding user needs and regularly organizing training for content creators.

1 Introduction

Internet insurance in China has developed rapidly in the past decade. From 2013 to 2022, the scale of Internet insurance grew from 29 billion yuan to 478.25 billion yuan, accounting for 10.2% of the original premium income of the whole industry [1]. In recent years, there have been more and more Internet insurance companies and insurance intermediaries in China [2]. Internet insurance has evolved from a sales channel to a channel for consumers to understand insurance knowledge and obtain product information. It has also become a platform for insurance companies to provide product and service information. 31% of consumers in 2023 chose to learn about insurance brand information through content platforms like Xiaohongshu. Xiaohongshu was founded in 2013 and is currently one of the fastest-growing platform companies in the content industry. Xiaohongshu has the natural advantage of spreading high-quality content and providing a good content marketing environment for Internet insurance. At the same time, Xiaohongshu's 260 million monthly users have brought a vast consumer market for Internet insurance. Many Internet insurance companies have

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settled in Xiaohongshu, such as Internet insurance companies, Internet insurance intermediary platforms, Internet insurance brokers. They create professional or personal accounts, publish notes, interact with users, and put advertisements so as to complete content marketing, brand communication, user diversion, product sales, and other purposes.

Taking the Xiaohongshu platform as an example, this paper uses the 5W theory to sort out the current communication situation of Internet insurance companies in the Xiaohongshu platform, including communicators, communication content, communication media, audiences, and effects. On this basis, the paper summarizes the communication strategies of Internet insurance companies to carry out content marketing in Xiaohongshu, finds the existing problems, and then puts forward suggestions. This paper has the following research significance.

Regarding theoretical significance, the research on Internet insurance marketing is mainly based on the macro direction, and comprehensive discussion is carried out at the product level, talent level, technical level, and other aspects. The number of communication strategy research studies based on specific media is negligible. Currently, media research on Internet insurance marketing in China mainly focuses on TikTok and WeChat, while research on Xiaohongshu still needs to be done. Since 2000, there have been studies on Internet insurance marketing abroad. These studies have accumulated a theoretical basis on the value, advantages, disadvantages, influencing factors, and future development trends of Internet insurance [3]. Hanaysha et al. explored the factors that influence people's online purchase of life insurance and found that people's level of trust in insurance companies and products can affect their willingness to purchase life insurance online [4]. Foreign research on Internet insurance marketing has only a small amount of dabbling in social media platforms. For example, Julika Loss et al. studied whether the content posted on Facebook accounts of health insurance companies could enhance users' awareness of healthy living [5]. This paper focuses on the Xiaohongshu platform, deeply discusses the marketing communication strategy of Internet insurance, and enriches the research based on the micro level.

In terms of practical significance, the author hopes to study the content marketing and communication strategies of Internet insurance companies on Xiaohongshu, provide experience for Internet insurance companies that will enter Xiaohongshu in the future, create more high-quality content, promote the popularization of insurance knowledge and improve the risk prevention awareness of the public. At the same time, by exploring and finding the shortcomings, the analysis put forward relevant suggestions that are conducive to continuously optimizing the marketing strategy of Internet insurance and are also of great significance for the sustainable development of China's Internet insurance industry.

2 Analysis of the communication status of Internet insurance on Xiaohongshu

2.1 Communication subject

In China, traditional insurance companies, Internet intermediaries, third-party platforms, and professional Internet insurance institutions are all Internet insurance business entities [6]. According to publicly available data on the platform, account searches using the keyword "insurance" can reveal over 10000 accounts on Xiaohongshu. Internet insurance content marketing on Xiaohongshu mainly involves three subjects: traditional insurance companies, insurance intermediaries, and professional Internet insurance companies. Traditional companies, such as China Ping An Insurance and China Life Insurance, set up Xiaohongshu accounts for brand promotion. Professional Internet insurance companies refer to all insurance companies operating online. This insurance company improves brand awareness

by establishing Xiaohongshu accounts and marketing content, such as Xiaohongshu accounts, Zhong'an Strict Selection Insurance, and Taikang Online. Insurance intermediary companies have the most accounts on Xiaohongshu, and their primary purpose is to attract Xiaohongshu users with insurance needs to private domain traffic pools through content marketing, thereby promoting the sales of insurance products. For example, Xiaohongshu accounts, such as Shenlan Bao, Naiba Bao, Zhuangxin Insurance Guide, and Shuixing Bao, belong to this entity. In addition to the content marketing and dissemination of Internet insurance operators on the Xiaohongshu, there are also many kinds of key opinion leaders (KOLs), such as childcare bloggers, financial bloggers, shop exploration bloggers, and science bloggers. They share insurance configuration strategies and endorse an insurance platform or insurance product.

2.2 Communication content

The first category is insurance science popularization. This type of content is usually presented in the form of videos, but there are also some in the form of graphics and text. The overall content style showcases professionalism and authority while also possessing altruism. By publishing insurance science popularization content, accounts can enhance consumer awareness, increase professional endorsement, and stimulate users' insurance needs.

The second category is product recommendations. This type of content mainly consists of explanatory video notes and informative graphic notes. The overall style of the content tends to be more official and authoritative. This type of note-taking is mainly used to reinforce the mindset of high-intention consumers and accelerate user conversion into target customers.

The third category is experience sharing. This type of content mainly consists of explanatory video notes and graphic notes. The content style focuses on sincere sharing, emphasizing altruism and practicality. Creators are generally KOLs with diverse backgrounds or individuals with insurance-related backgrounds. The significance of publishing this type of content is to share the insurance purchasing experience from a consumer perspective, help potential users understand the process of configuring insurance and subsequent matters, and complete knowledge popularization simultaneously.

The fourth category is scene implantation. This type of content is mainly based on video notes, supplemented by graphic and textual notes. The note style emphasizes a sense of life and sincerity, weakening the commercial nature of insurance. This type of content is generally created by KOLs from multiple vertical categories, starting from real-life scenarios, showcasing consumer insurance needs, and completing product seeding through scene penetration.

2.3 Communication channel

Xiaohongshu was founded in 2013. At first, Xiaohongshu was a cross-border e-commerce shopping platform, but it gradually transformed into a content-centric social e-commerce platform [7]. Xiaohongshu users can search for content of interest on the platform at any time and share the content they have created. Therefore, users of Xiaohongshu are not only the objects of content dissemination but also the main body of content dissemination. Xiaohongshu provides Internet insurance companies with a media channel for interactive communication. It makes reaching them and potential insurance consumers possible and brings more consumption conversion rates for Internet insurance brands and insurance products.

Xiaohongshu's content display method is vivid and exciting, presenting content in the form of videos, sounds, text, and images. Diversified media symbols can stimulate users' sensory needs and meet different users' demands for content forms.

2.4 Communication audience

Xiaohongshu Insurance users have the characteristics of comprehensive age coverage, strong purchasing power, and even urban development. Among them, female users account for 78%, occupying a dominant position. Users aged 19-35 account for over 70% of the total and are the main force of consumption. Users at all levels of cities are concerned about insurance, and the number of insurance users in the sinking market is enormous. Users who pay attention to insurance have many interests and love life. In addition to being interested in insurance, these users will pay attention to fields such as fashion, food, lifestyle records, education, and beauty.

2.5 Communication effect

According to the official data platform of Xiaohongshu, searching for content data with the keyword "insurance" for the past 30 days, selecting only brand and professional accounts for account attributes, can retrieve 152,600 works, with an average daily like count of 82900, a cumulative like count of 2.4861 million, a cumulative comment count of 738500, and a cumulative collection count of 1.0933 million. Although the volume of insurance content is far less than that of the beauty, fashion, and food industries, many users still pay attention to insurance content and interact with it, such as liking and bookmarking notes. These interactive behaviors demonstrate the recognition of high-quality insurance content by Xiaohongshu users, which can bring value to users.

According to the 2023 China Internet Insurance Consumption Trend Analysis Report, consumers in 2023 are more likely to learn about insurance services through social media, online platforms of insurance companies, short video applications, and other digital media than in 2022. The younger generation prefers using social networks and content-sharing platforms to obtain relevant information. Among them, when asked about the channels for obtaining information about insurance brands in 2023, 31% of respondents chose Xiaohongshu, an increase of 6% compared to 2022. Data proves that the Internet insurance content in Xiaohongshu helps to improve people's acceptance and trust of Internet insurance.

3 Communication strategy analysis of Internet insurance in Xiaohongshu

3.1 Adopting a youthful expression style to adapt to the tone of Xiaohongshu

When engaging in content marketing on Xiaohongshu for Internet insurance, it became clear that insurance knowledge could not be conveyed to the platform's users in an obscure and challenging manner. Instead, by adopting a simple and understandable style of expression combined with Internet memes, the approach not only aligns with the youthful, trend-following, and buzz-chasing culture of the Xiaohongshu community, earning support and traffic recommendations within the platform but also allows users to absorb practical insurance knowledge easily.

For example, in a note titled "7 Types of Life Insurance Policies, How Many Do You Have?" on Xiaohongshu, common types of insurance are introduced to users through straightforward and lively language. It explains: "Critical illness insurance means that if someone suffers from a disease specified in the contract and meet the claim conditions, they can receive a lump sum payment. Medical insurance refers to the reimbursement of medical expenses incurred during hospital treatment. Retirement annuity insurance allows people to pay while young and receive regular payments when old, achieving lifetime 'passive

income." This communication method is fun and convenient, helping users quickly grasp the core differences between various types of insurance.

3.2 From the perspective of users, create communication scenarios

Emotional resonance is essential for a brand to reach consumers' hearts truly [8]. According to the study of many Xiaohongshu notes, Internet insurance provides insight into the psychological needs of target audiences and scenario marketing. Introduce a specific scene at the beginning of the content to resonate with users and attract them to continue browsing. In XiaoHongshu's note, "A 28-year-old girl only spent more than 3000 yuan on buying a complete set of insurance", the creator introduced a scene "recently having dinner with a friend, mentioned that she is nearly 30 years old and has no intention of getting married", and then elicited the needs of the friend "parents are old and want to equip themselves with insurance first to be a strong supporter of the family." This scenario can attract girls in this age group to browse content, stimulate their demand for insurance, and lay the groundwork for future insurance consultations.

3.3 Enhance user engagement through diverse forms of interaction

Ensuring interactivity is a crucial step in the content marketing process. The traffic distribution mechanism of Xiaohongshu is that after a note is successfully published, the system will give the note an internal score based on a series of user interactions, such as bookmarking, liking, commenting, forwarding, and following. If the rating is high, it will be pushed to more users and enter the next traffic pool. Therefore, in order to make the content more exposed, Internet Insurance uses a variety of ways to guide users to communicate and interact with the content and account, such as inserting interactive scripts into a note, setting top comments in the comment area, inserting voting activities in the notes, and regularly planning lottery activities.

The most common way of interaction is to insert phrases that attract user comments into a piece of content. Creators usually add language at the beginning and end of their notes. For example, in a note evaluating commercial pension insurance, the creator first inserts an appropriate position in the text: "Friends who are interested in pension communities can reply to the pension community to help you choose." Then, at the end of the note, it attracts users again: "If you have any questions about pension communities or want to learn more about pension communities, you can reply to the pension community for detailed information".

4 Inadequacies of Internet insurance in Xiaohongshu's communication strategy

4.1 Intense industry competition and severe content homogenization

By searching for relevant notes on Xiaohongshu using the keyword "How to choose medical insurance for parents' insurance," more than 1.63 million notes can be found. By searching for the keyword 'Is it necessary to buy elderly care insurance?', more than 3.22 million notes can be found. Among them, when searching for these notes using the same keyword, users will find that although there are both video notes and graphic notes, as well as blogger explanations and informative text, most of the notes have similar core content, just changing the cover and publishing them. Some even have very similar covers, titles, and content. The phenomenon of homogenization in the dissemination of insurance content has become quite

serious, and there is a plagiarism problem between different accounts. This issue will harm the development of the content ecosystem and the user experience.

4.2 Problems of false advertising, misleading users

The marketing scale issues of traditional insurance have always been disliked by consumers. However, in the era of Internet insurance, the Xiaohongshu's communication activities are still full of behaviors such as exaggerating profits, misleading consumers and false propaganda. Taking financial insurance marketing as an example, people can see statements such as "The insurance system for a certain product is about to close", "The lifetime compound interest rate of 4% is about to be discontinued", or "A certain financial insurance product is being taken down" in some notes or text on Xiaohongshu. Research has shown that deceptive marketing creates a negative image of a company for customers, affecting its reputation in the insurance market and reducing its market share [9]. The spread of such untrue information may mislead users and enter the sales link without understanding the product, leading to subsequent disputes and harming the sustainable development of the Internet insurance industry.

5 Suggestions

5.1 Insight into user needs, creating content from multiple perspectives

Research shows that Internet insurance companies need to recognize the importance of providing customers high-quality information, and must work hard to develop and provide a variety of valuable information related to purchase behavior to meet customer needs. Special attention should be paid to providing high-quality information related to insurance products [10]. Creators of insurance content on Xiaohongshu should reduce plagiarism of peer content during the topic selection and content creation stage, and shift their attention to user needs themselves. Times are changing, and users' insurance needs will also constantly change. Content creation should meet the needs of different users. For example, content on raising insurance awareness can be written from the perspective of marital relationships and children's education or financial management and savings motivation. This diversity can avoid content homogenization, attract users who want to learn about relevant experiences, and optimize the dissemination effect. In addition, under existing themes, certain motivations can be emphasized, such as highlighting cost-effectiveness themes in medical insurance related content to attract low budget users.

5.2 Adhere to the norms of Xiaohongshu community and ensure the legality of content

To rectify false and misleading insurance content on the Xiaohongshu platform, it is necessary for both the official Xiaohongshu platform and the content creators to take joint action. As for the Xiaohongshu platform should comply with the requirements of national supervision, remove the illegal notes that damage the rights and interests of consumers, and punish the relevant accounts. At the same time, it should also strengthen the publicity and education of Internet insurance companies, require content creators to strictly abide by the Xiaohongshu community norms, publish real content, and create a trustworthy content ecological environment for users.

Content creators should strictly abide by the Xiaohongshu community agreement, avoid providing false information to users, adhere to sincere sharing, and gradually enhance user

trust. In addition, Internet insurance companies should regularly organize training for content creators, learn relevant laws and regulations, enhance legal awareness, and improve professional ethics.

6 Conclusion

Using the framework of 5W theory, the study can sort out the current situation of content marketing communication of Internet insurance companies on the Xiaohongshu platform, that is, with insurance companies, professional insurance agents, professional Internet insurance companies, and multi category KOLs as the main communication subjects, relying on the content centered social e-commerce platform Xiaohongshu, through video, image, text, voice and other channels, to provide users with insurance science popularization, product recommendation, experience sharing, scene implantation and other content, improving users' awareness of risk protection, changing people's habit of configuring insurance, improving the sales of Internet insurance products, and benefiting the healthy development of the entire insurance industry. In addition, the author summarizes the communication strategies used by Internet insurance companies to carry out content marketing on Xiaohongshu by analyzing many Xiaohongshu notes. The first is to use youthful language to change people's stereotypical image of insurance knowledge as dull and difficult to understand. The second is to stand from consumers' perspective and create scenario based consumption demands. The third is to emphasize triggering user interaction behavior and increasing user engagement. At the same time, optimization measures have been proposed to address the shortcomings of communication strategies. The first is to adapt to changes in user needs, create content from multiple perspectives, and enhance the attractiveness of the content. The second point is that content creators should learn and comply with the regulations of Xiaohongshu, and safeguard the rights and interests of users.

The combination of Xiaohongshu and Internet insurance is a strong alliance in the Internet era. This paper explores the content marketing communication strategy of Internet insurance from the perspective of Xiaohongshu, which enriches the research sample of Internet insurance marketing strategy and provides a reference for the optimization and upgrading of Internet insurance enterprises. There are still shortcomings in this paper. For example, due to Internet enterprises' confidentiality of business data, the communication effect cannot be linked with the premium scale. The author hopes that future scholars can break through this point and further improve this study.

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