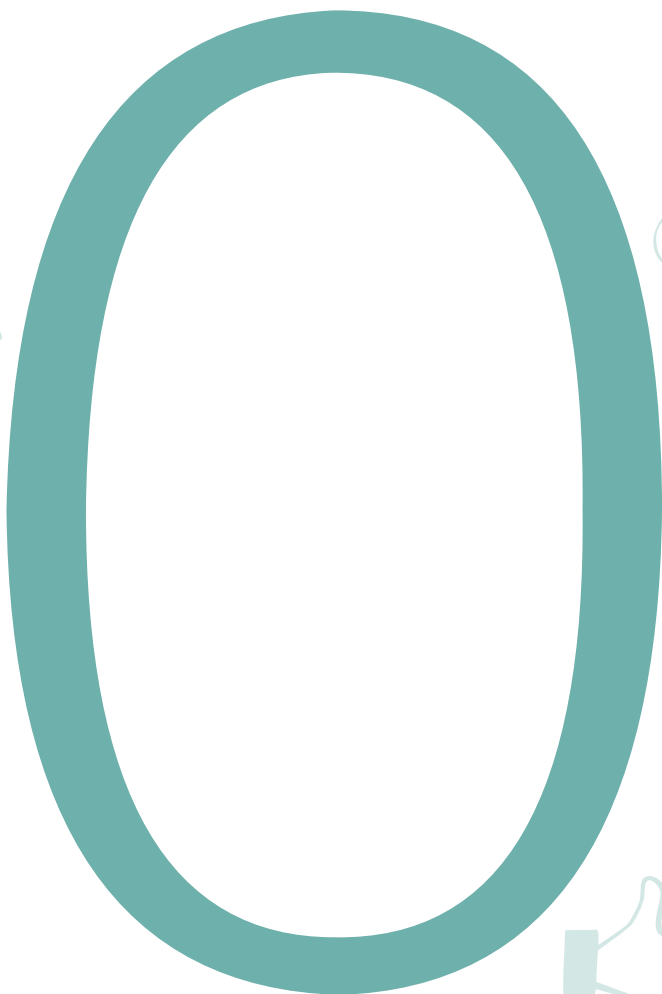
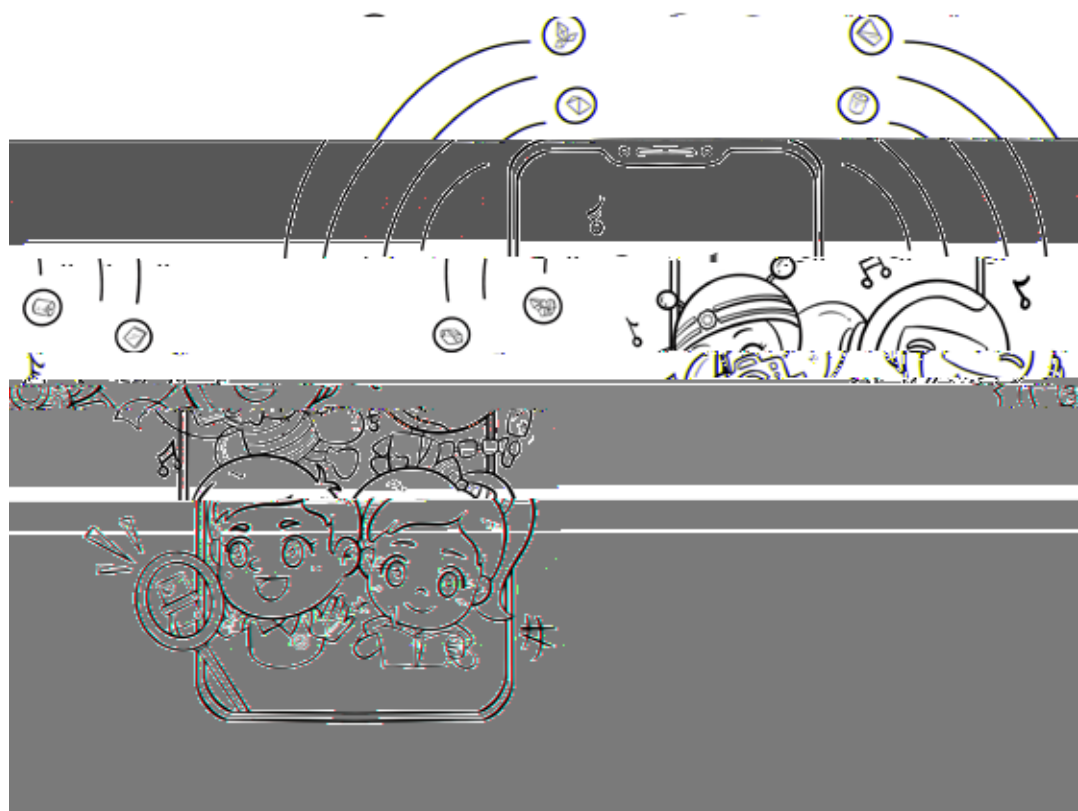




中国建材集团

新媒体 工作法



APPRAISE

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CONTENTS



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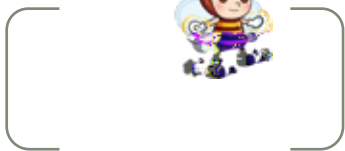
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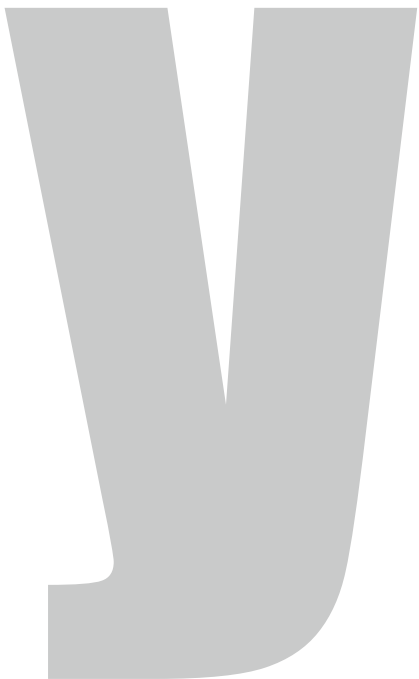
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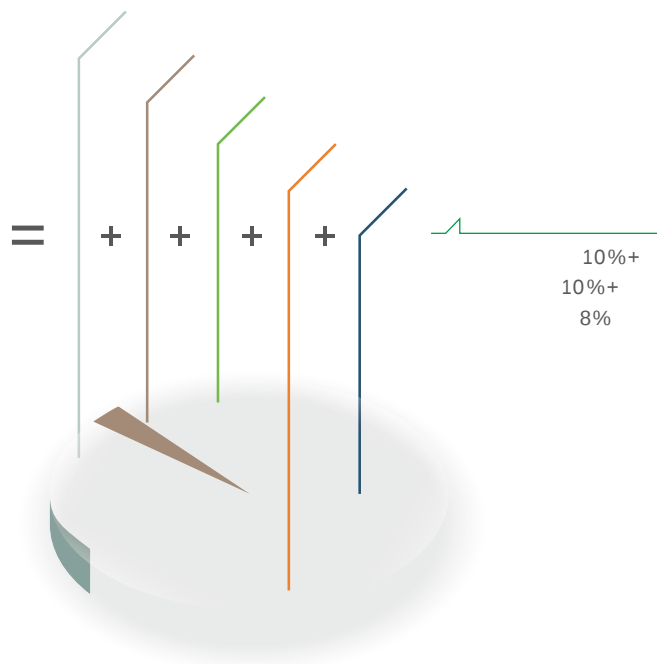
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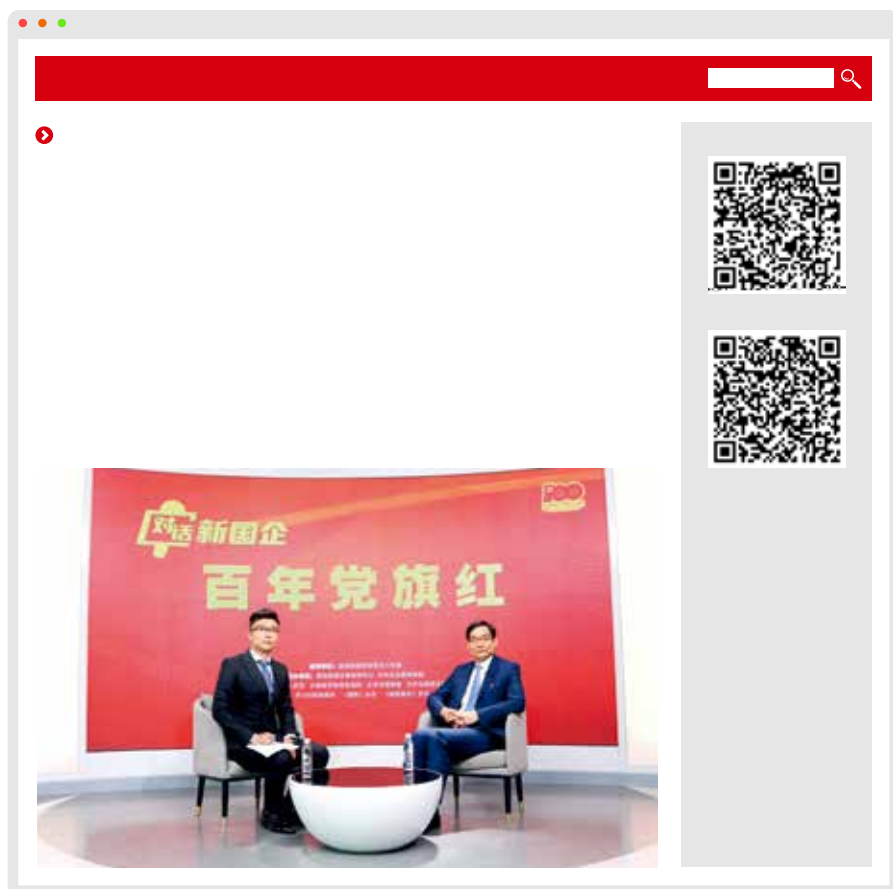
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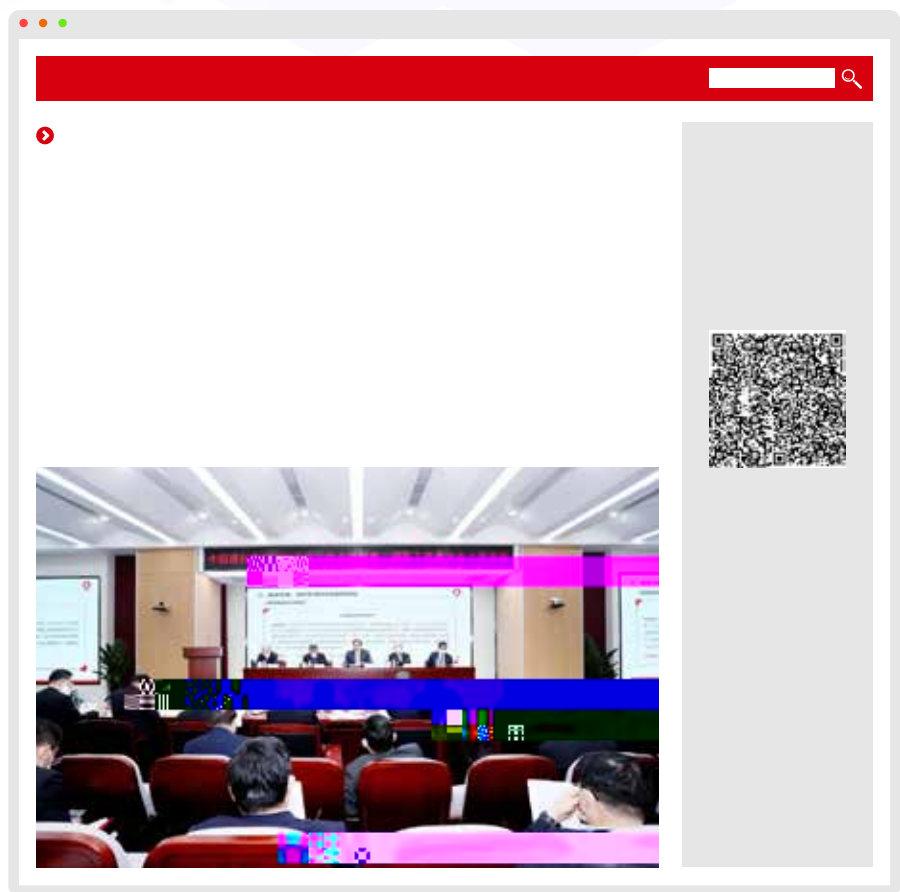
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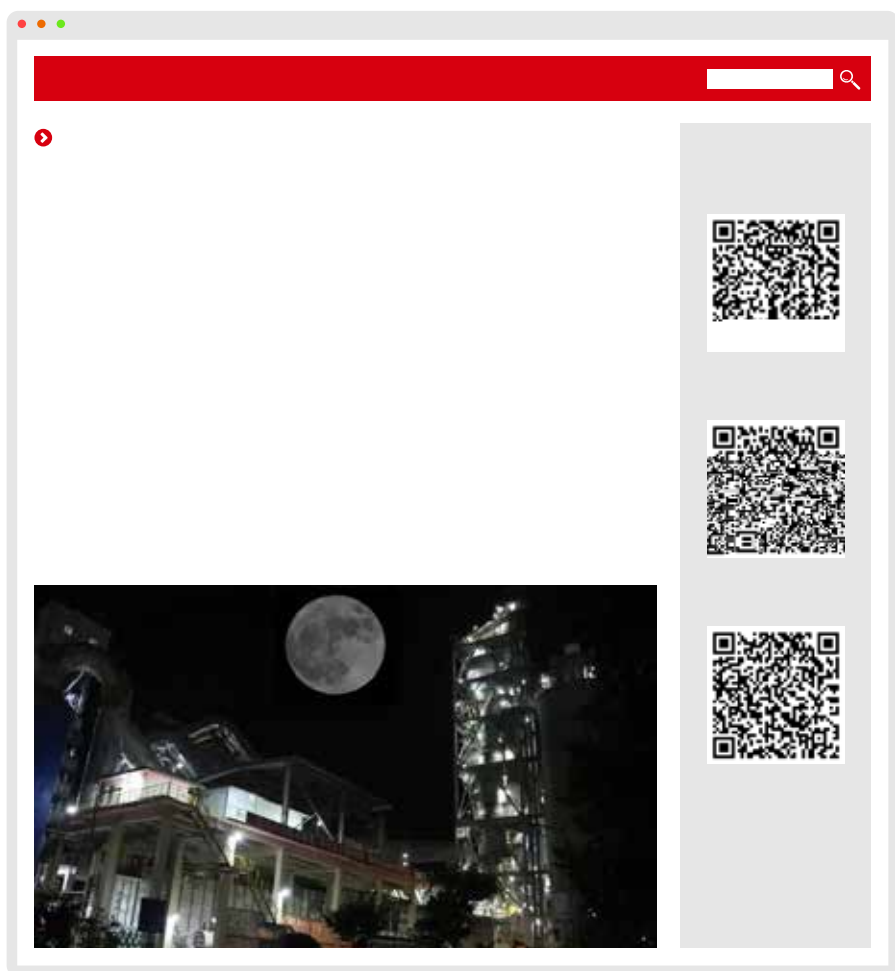
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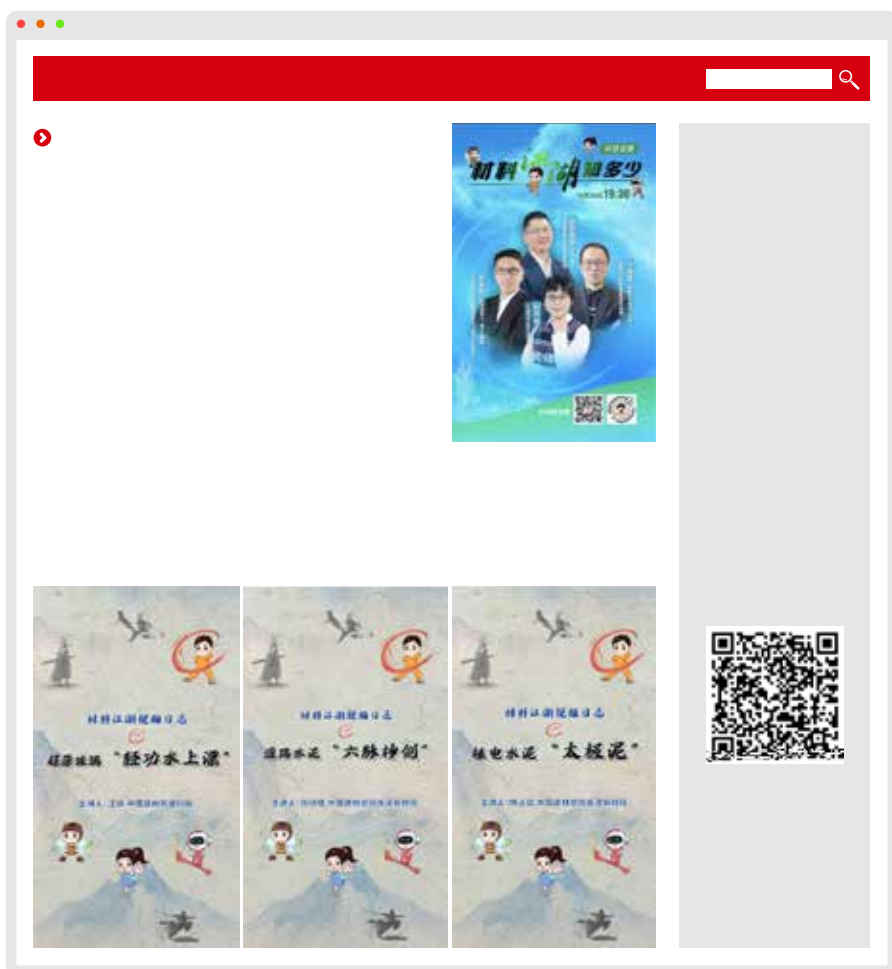
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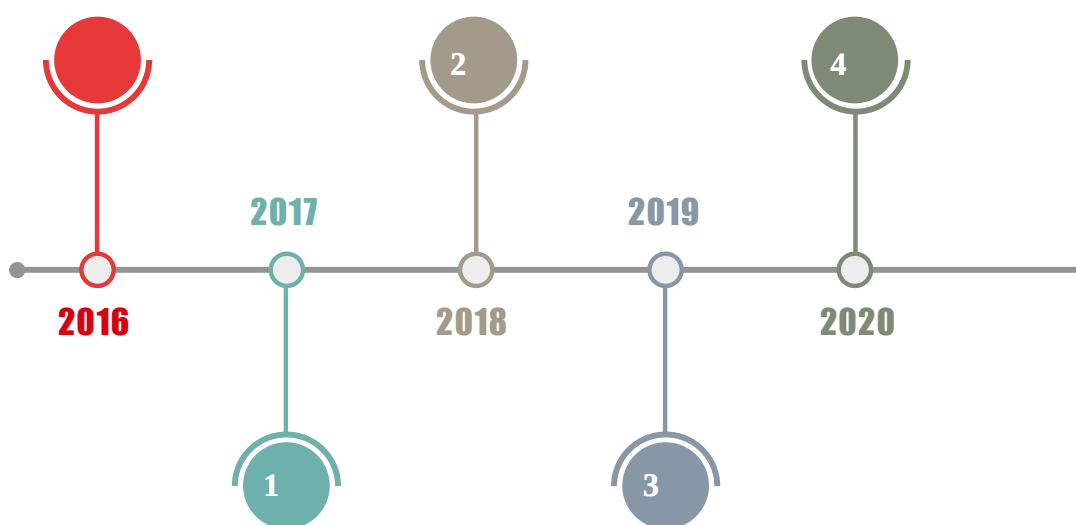
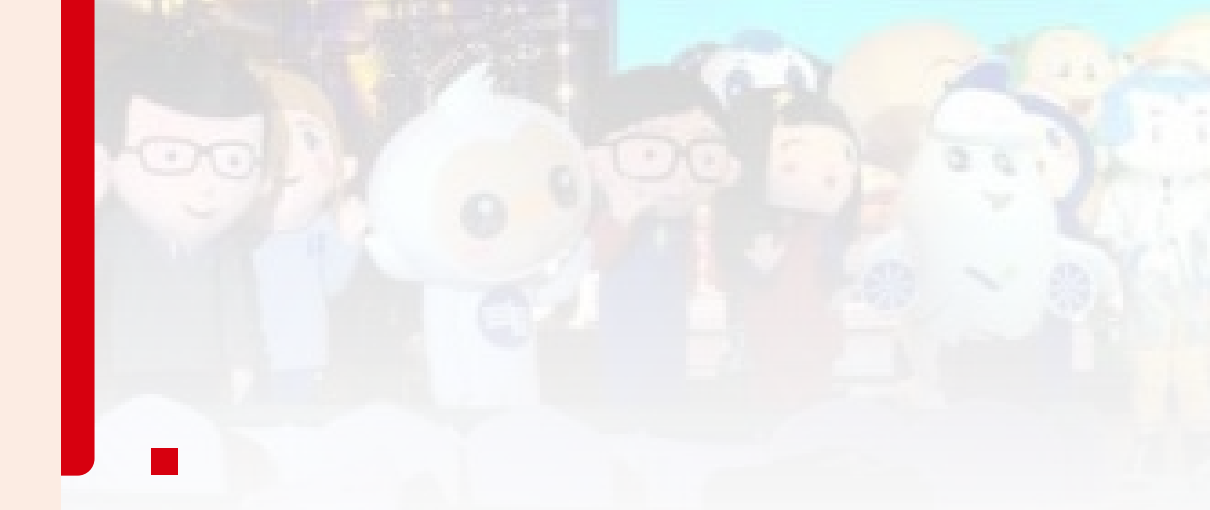


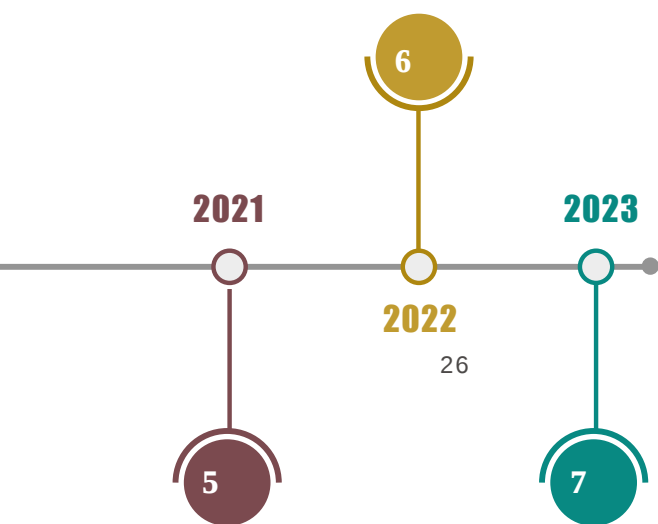
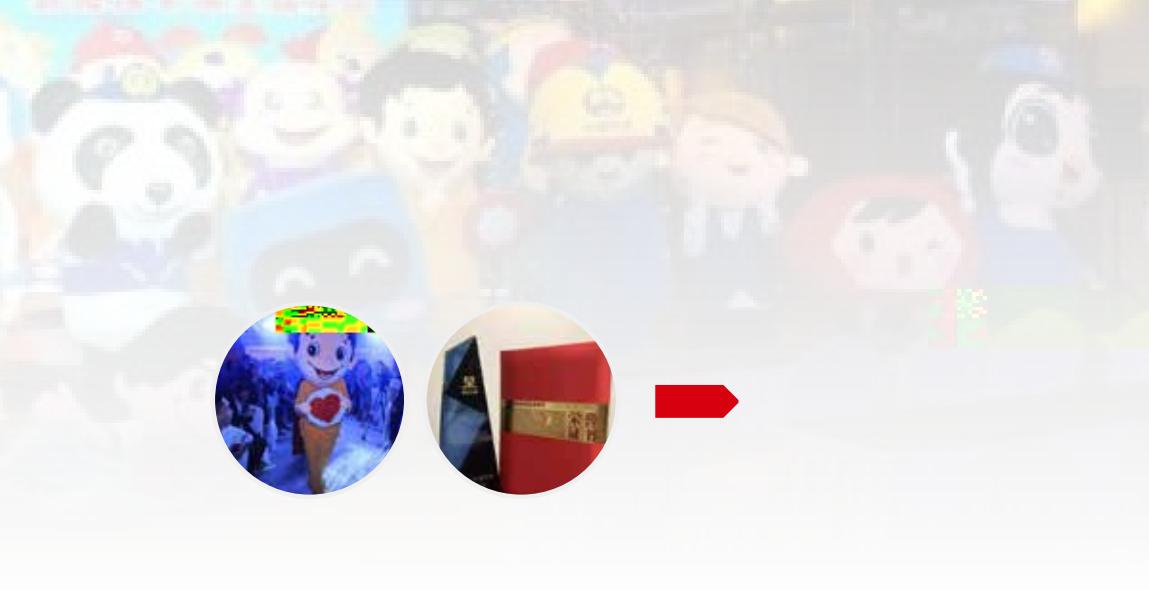




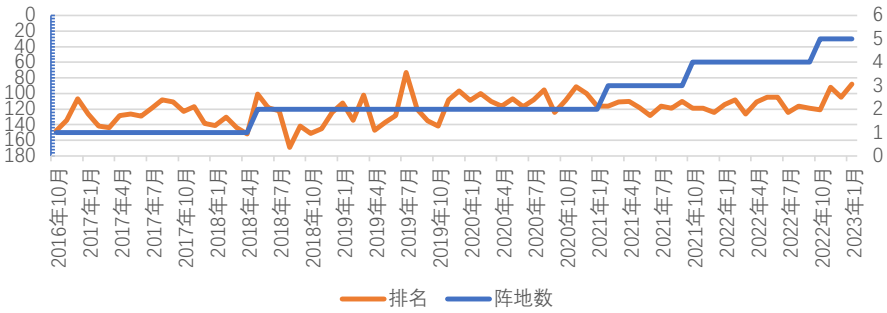
	2010		60	100
	2016.6	10	3712	100
	2021.10	1000	50	10
	2018.5	2	685	20
	2021.2	3	605	10
	2022.11	5000	100	2
	2022.10	4	22	1
	2023.2	1000	45	1







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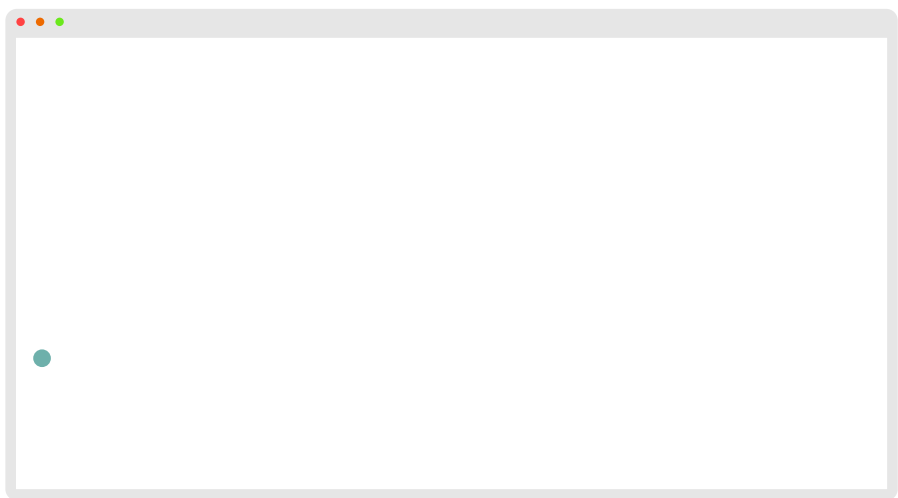
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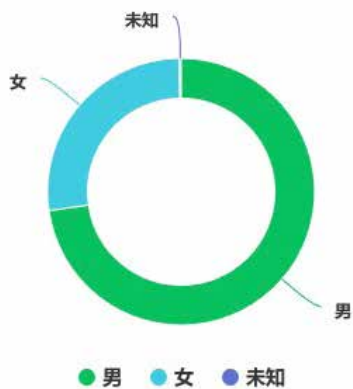




	16,523	16.84%
	10,035	10.23%
	7,420	7.56%
	5,598	5.71%
	5,588	5.70%

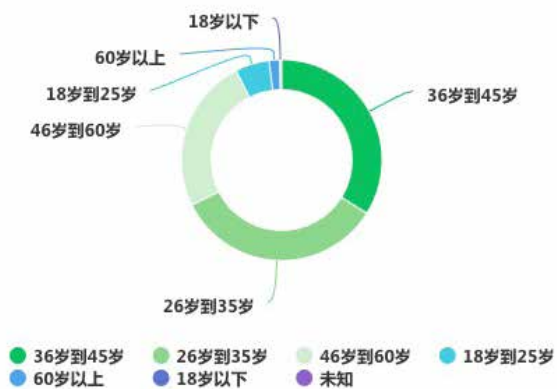
	5,219	5.32%
	4,573	4.66%
	4,421	4.51%
	4,183	4.26%
	4,109	4.19%

	3,952	4.03%
	2,853	2.91%
	2,678	2.73%
	2,142	2.18%
	2,084	2.12%
	1,702	1.73%
	1,458	1.49%
	1,425	1.45%
	1,417	1.44%
	1,396	1.42%
	1,338	1.36%
	1,254	1.28%
	1,166	1.19%
	977	1.00%
	929	0.95%
	896	0.91%
	740	0.75%
	690	0.70%
	607	0.62%
	399	0.41%
	252	0.26%
	36	0.04%
	35	0.04%
	24	0.02%



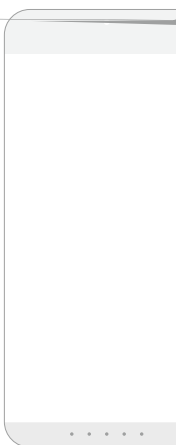
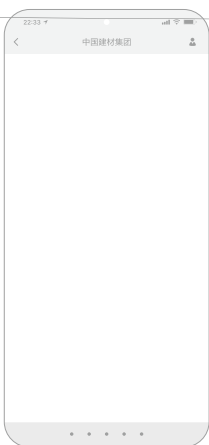
	72,959	72.73%
	27,133	27.05%
	222	0.22%

Android	74,206	73.97%
iPhone	25,510	25.43%
	598	0.60%



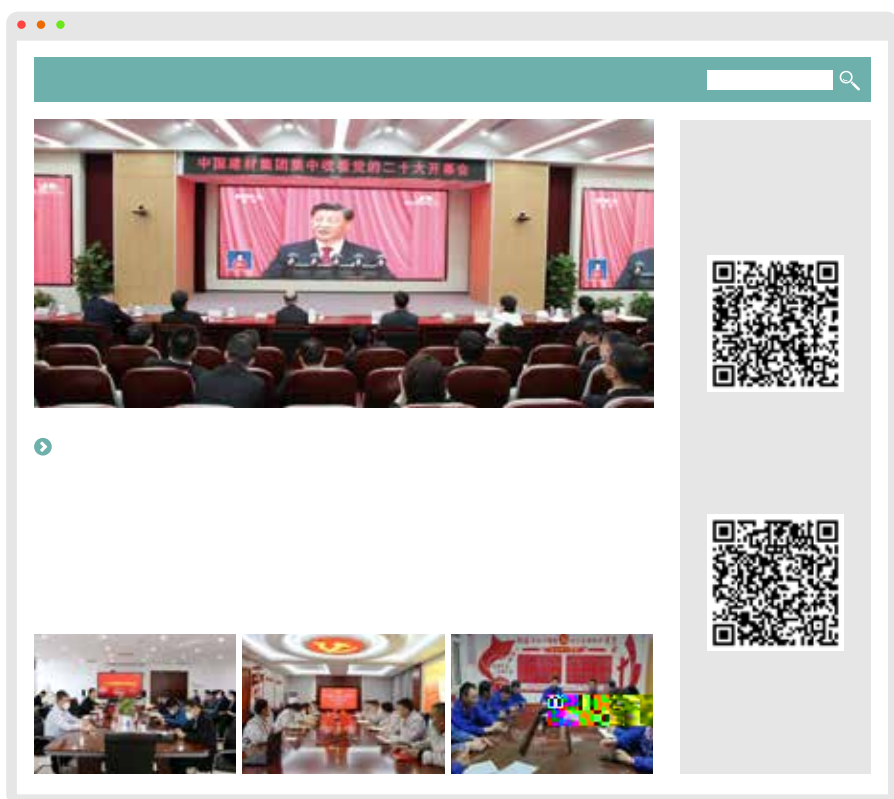
36	45	33,998	33.89%
26	35	33,834	33.73%
46	60	24,934	24.86%
18	25	5,533	5.52%

60		1,710	1.70%
18		165	0.16%
		140	0.14%

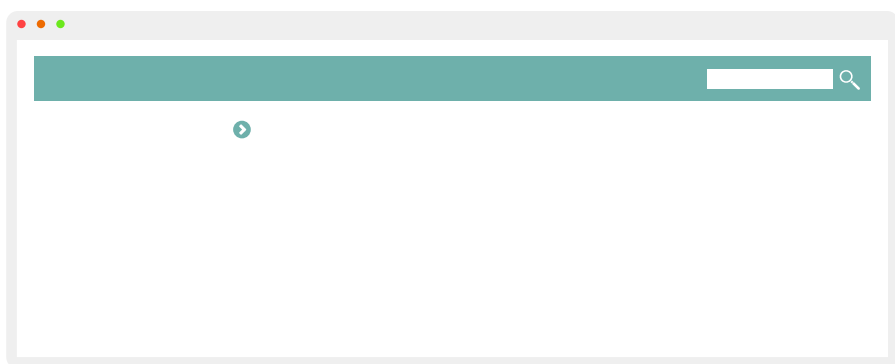


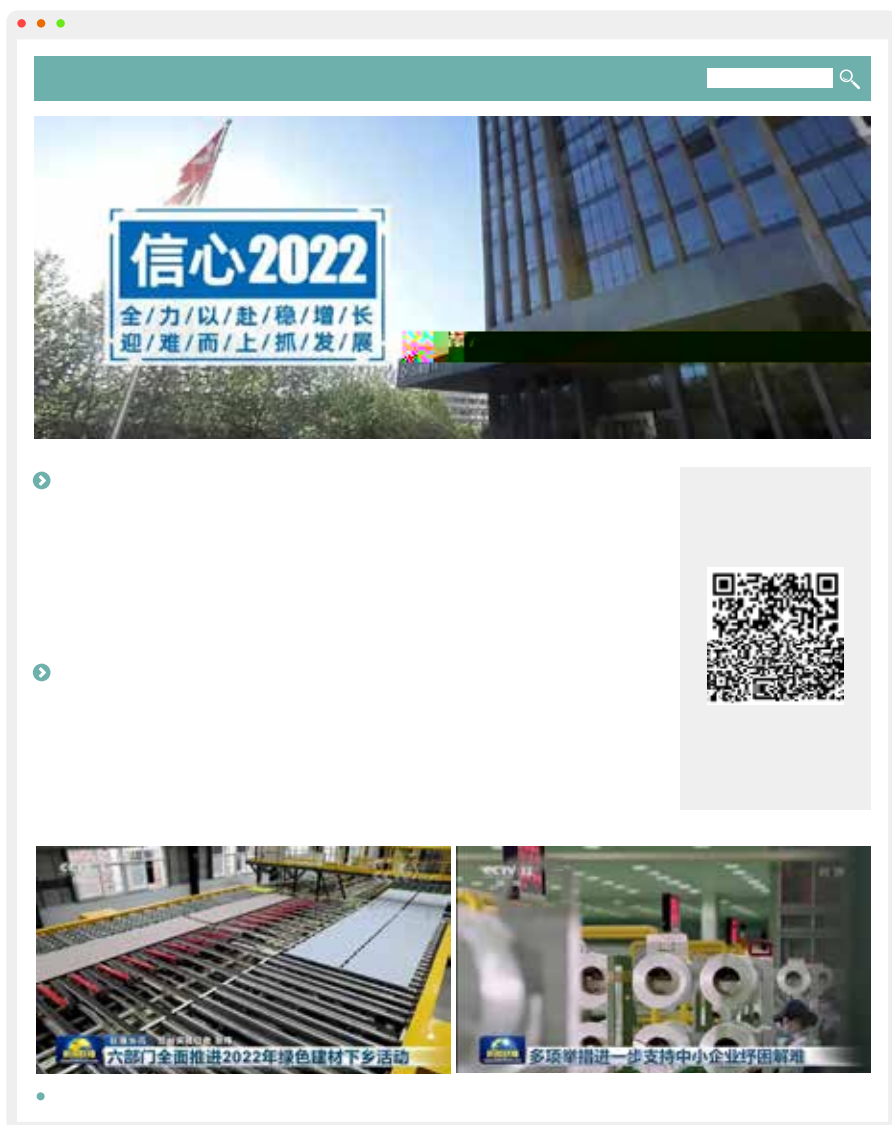




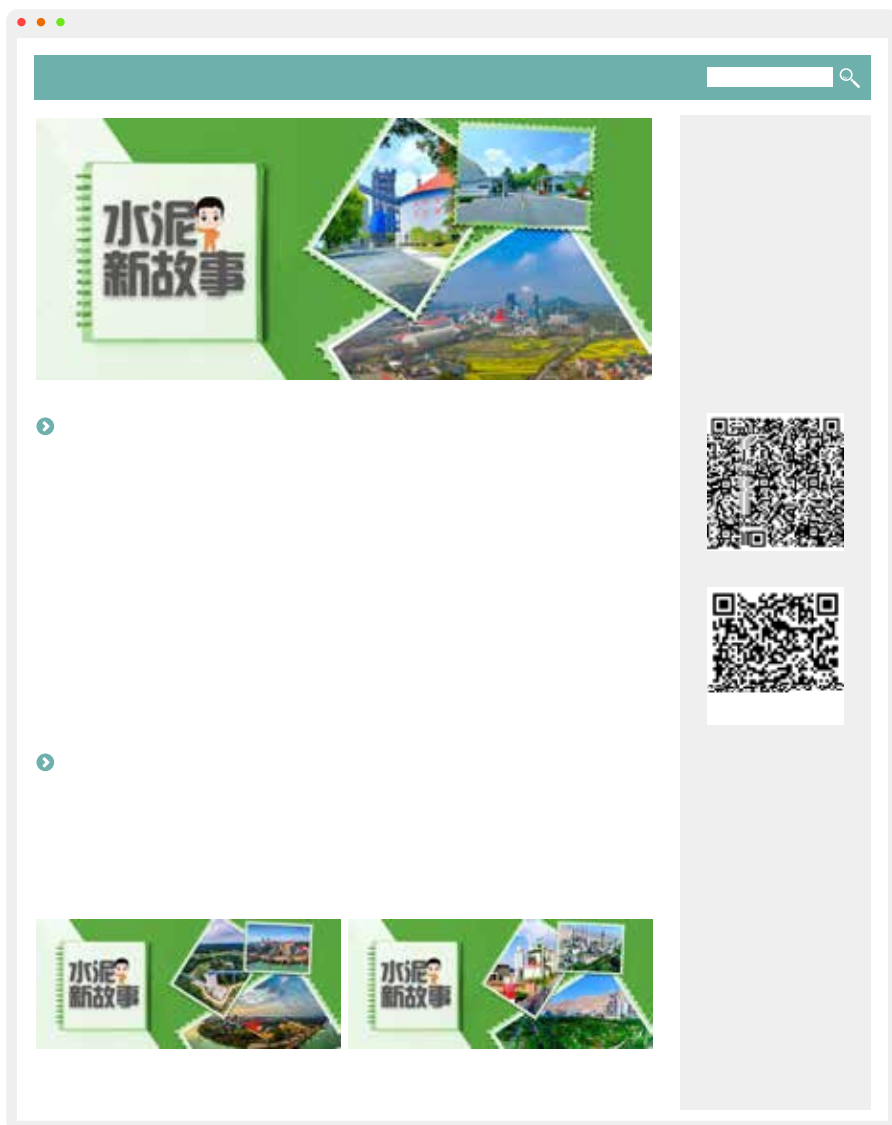




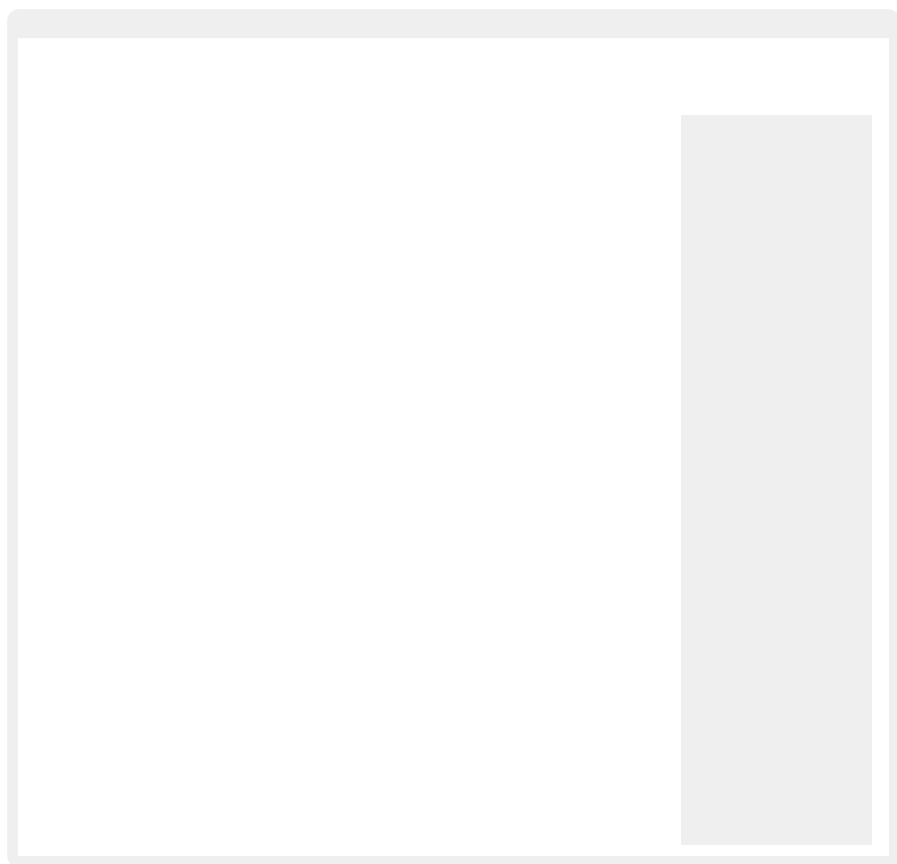


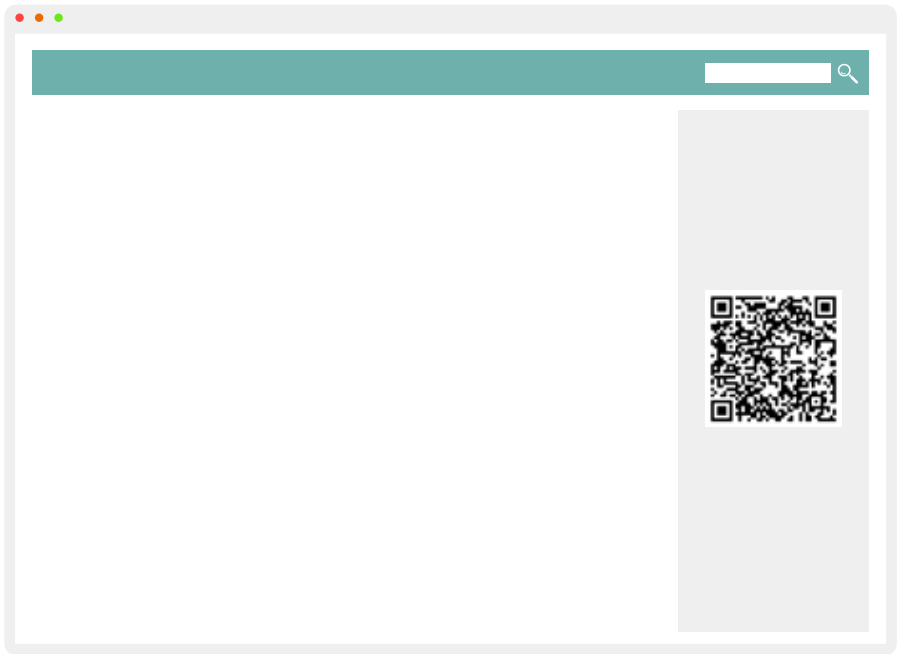


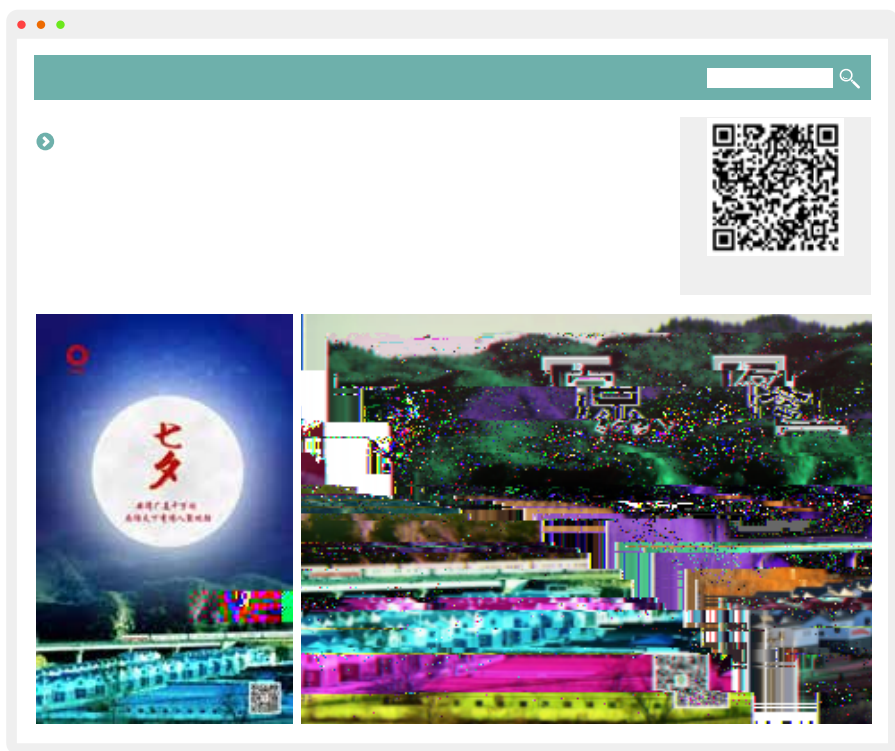


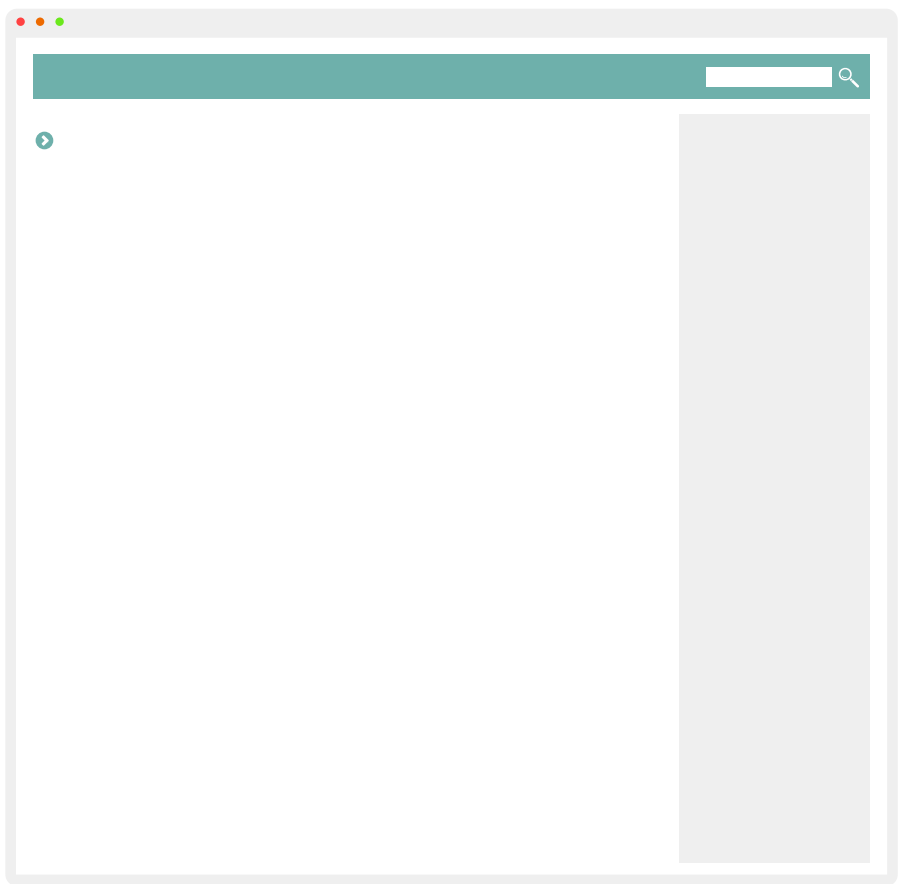


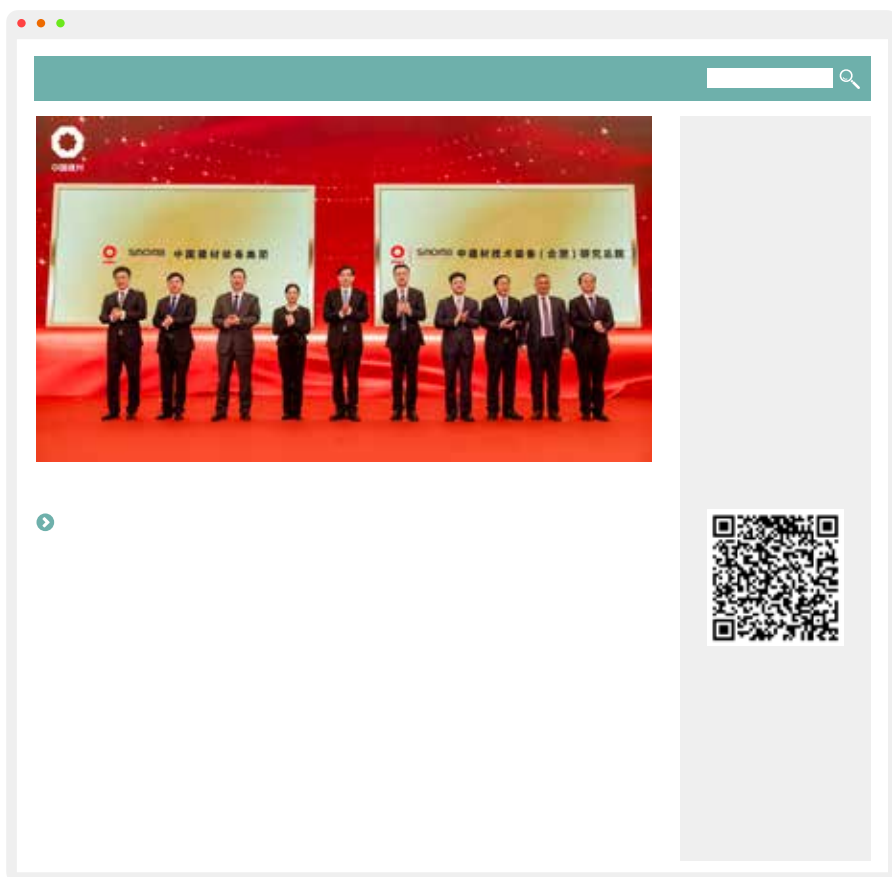


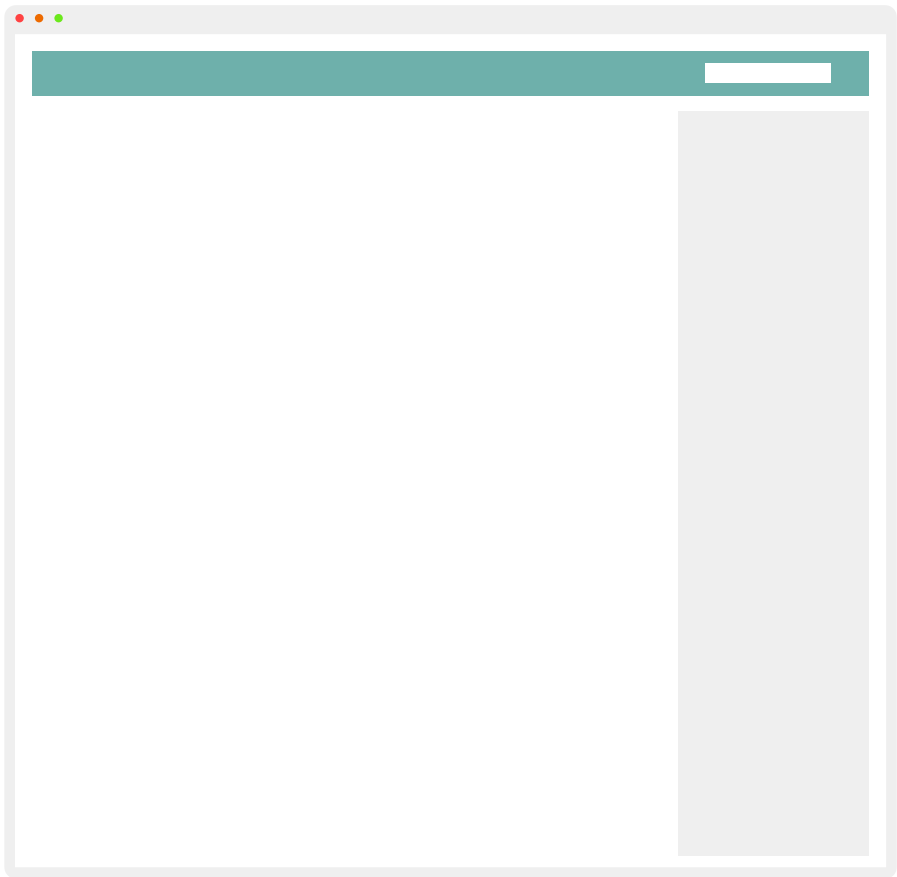












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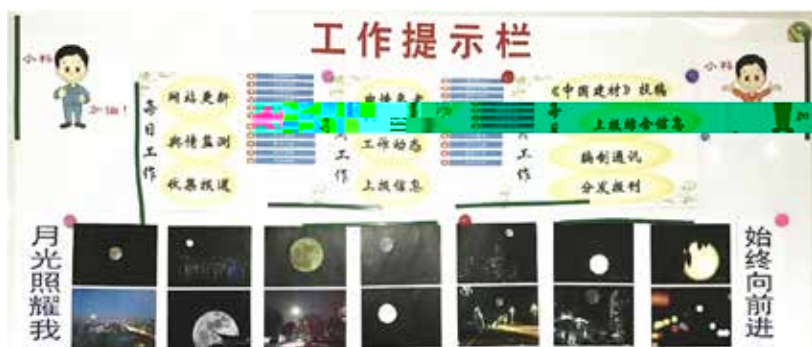
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- ①卡通形象的好处: 够安全、能活用、不费事、低预算
- ②创新表达方式: 企业形象、信息发布虚拟代言人(人格化传播)



我是全能小料, 是你们的小料, 为美好生活加点料
小料“微”发布, 绝对“一手”料
每个人都离不开材料, 我就在你的身边

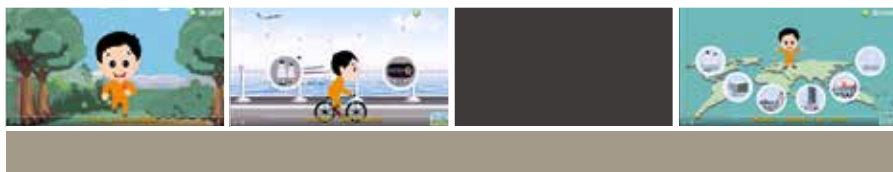
我是建材小云, 蓝天白云的云
展现集团绿色低碳、和谐包容的企业形象



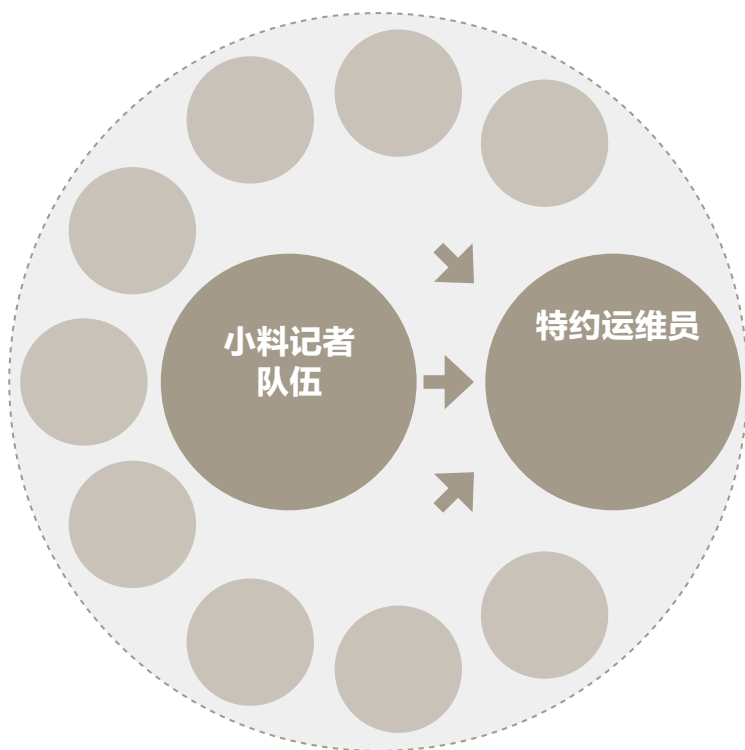
我是建材大M, materials的M
展现集团智能创新和转型升级形象

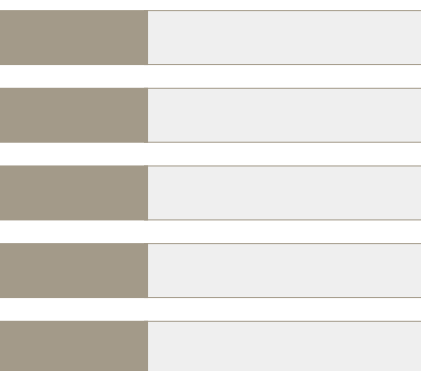
我是建材蜂宝, 蜜蜂的蜂, 宝贝的宝
寓意中国建材人勤劳执着和精益求精的工匠精神

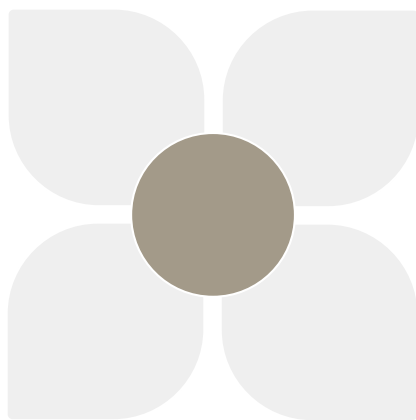
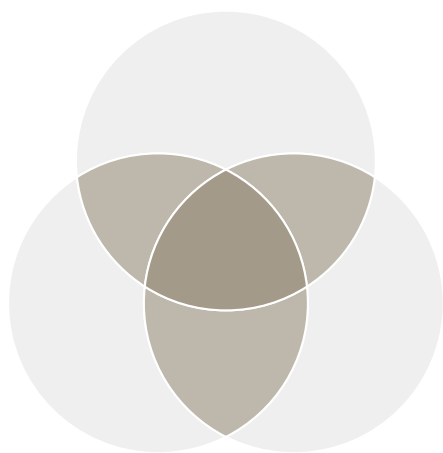




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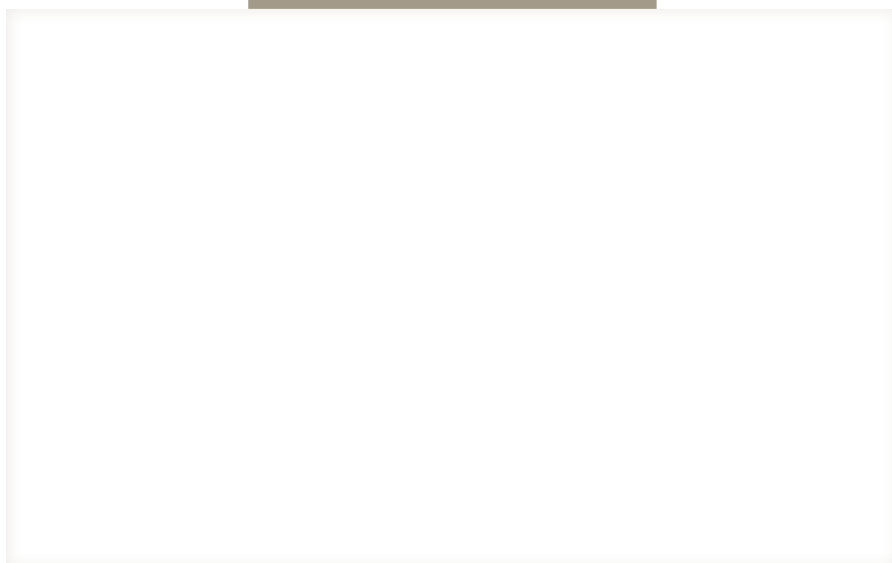






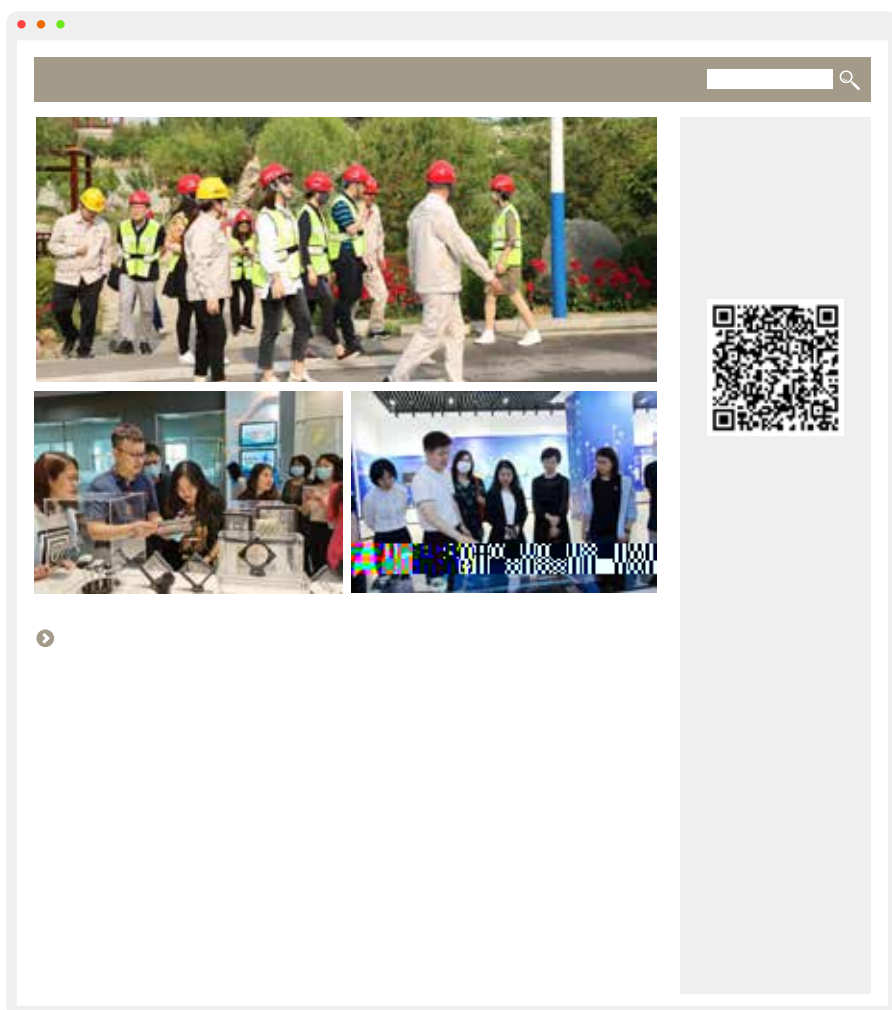


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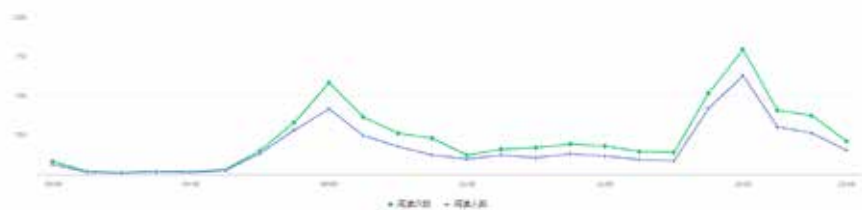


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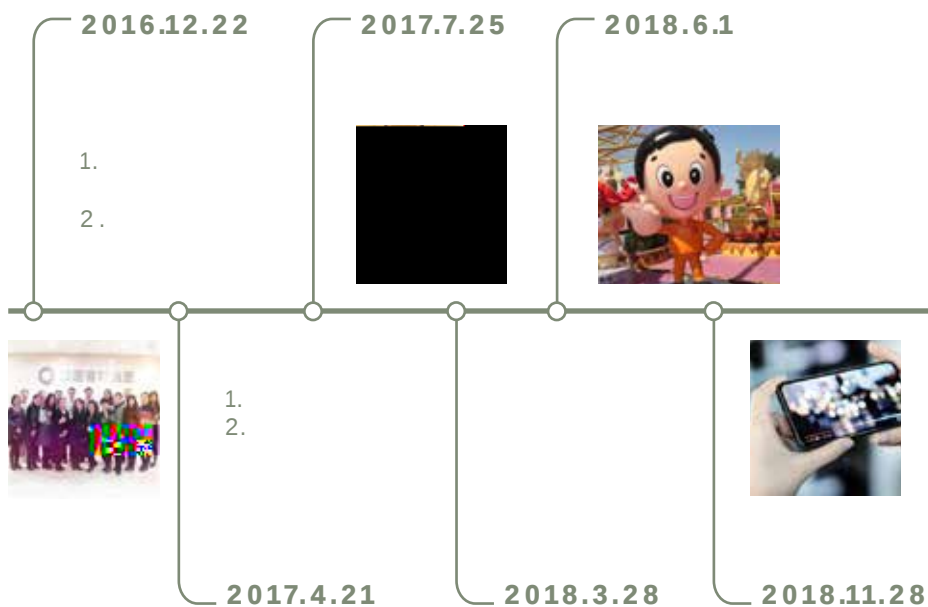




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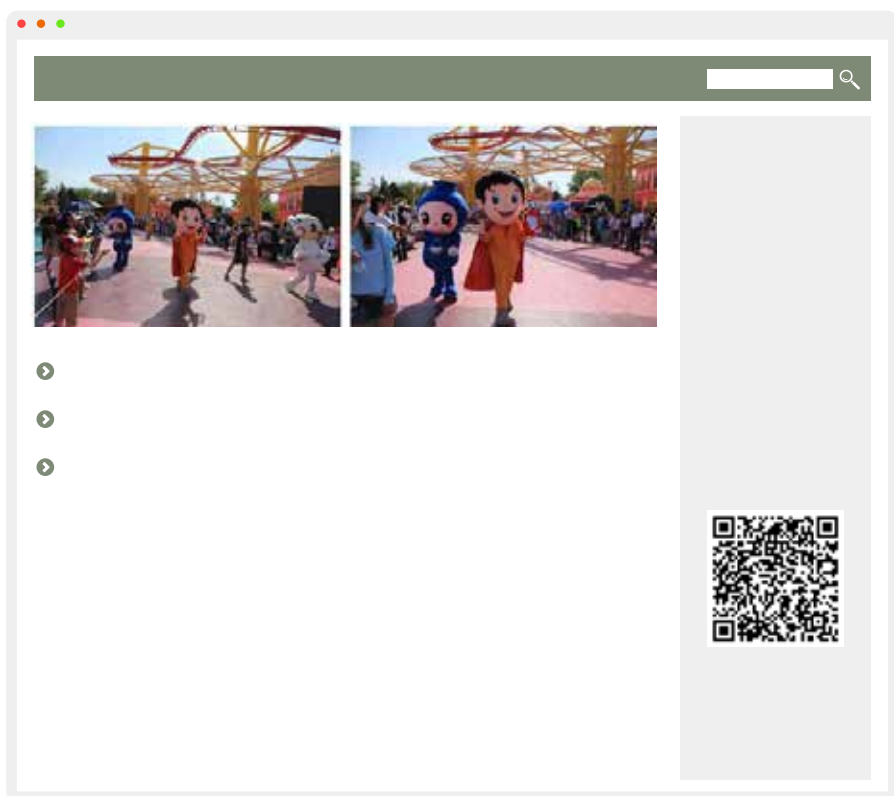
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拿来主义

即直接采用社会上的现成热点标题，以集团官微的内容贴合社会热点标题。

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无中生有

即原创构思，将企业的内容与社会热点相结合，碰撞出新的火花，从而使人眼前一亮。

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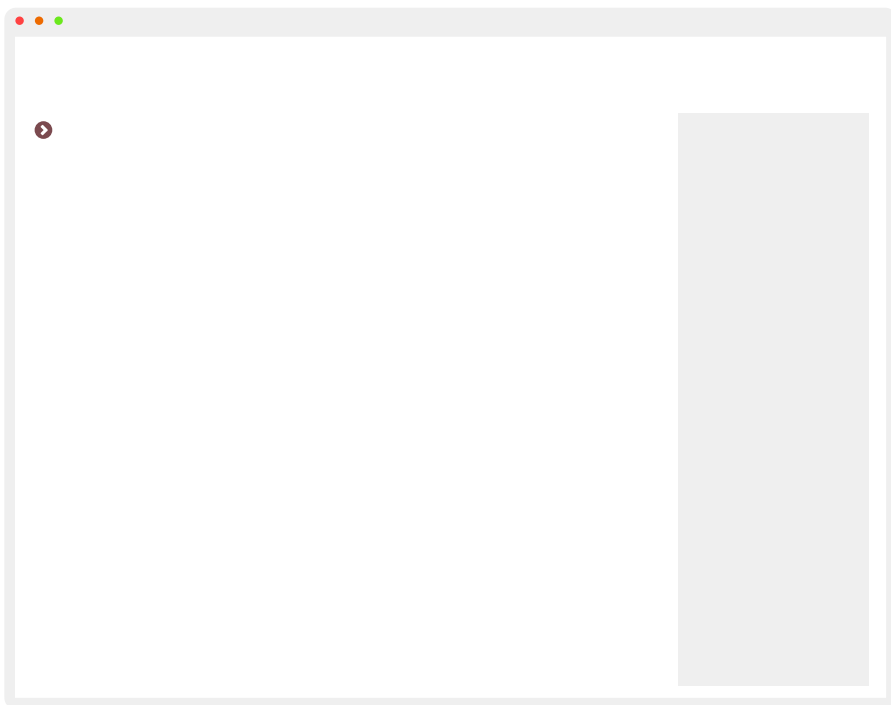
**吊足
胃口**

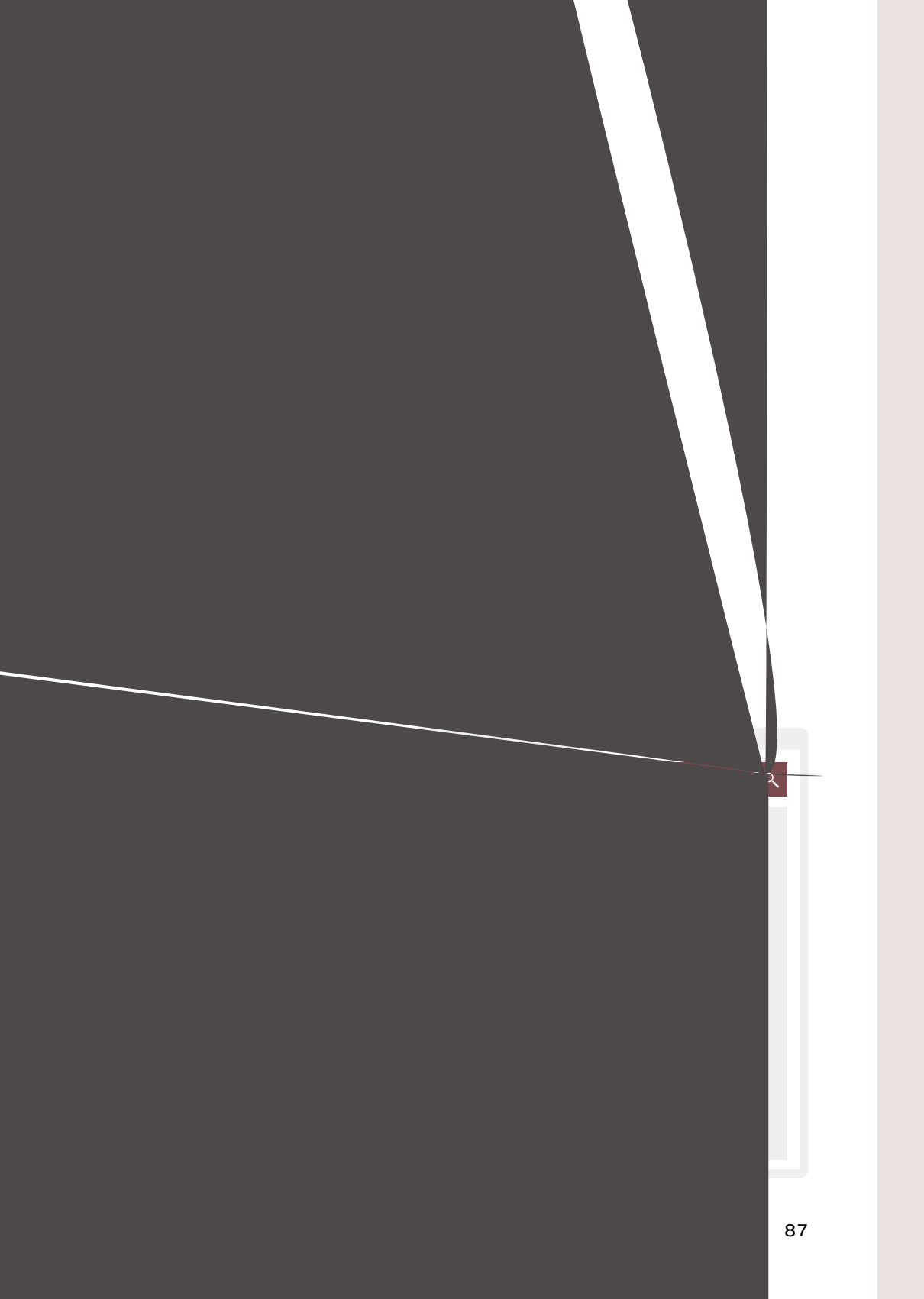
即将微信标题设计成引起受众感兴趣的形式，卖个官司然后揭晓答案，吊足受众胃口，使人看到标题就想点进去一探究竟。



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EPILOGUE

