

A Study on Enterprise Operational Optimization Strategies Through E-commerce Live Streaming, Celebrity Endorsements and Marketing Department Collaboration

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Abstract. As the digital economy and livestream shopping keep thriving, old-fashioned single-channel marketing can no longer support brands' growth demands. Taking corporate marketing and daily operations as the research object, this paper adopts literature review to investigate three core marketing segments: e-commerce livestream sales, celebrity brand cooperation and unified brand promotion led by the marketing team. It sorts out common dilemmas existing in corporate marketing at present, analyzes feasible improvement directions for livestream operation, celebrity screening and brand communication, and puts forward a set of operable multi-channel collaborative marketing solutions. Research findings indicate that through e-commerce live-streaming for traffic diversion and conversion, precise celebrity endorsement to enhance brand influence, and systematic planning and publicity by the marketing department, brand awareness, user activity, and product sales can be effectively improved, providing a reference for marketing practices of similar enterprises. Most previous studies only discuss livestream marketing or celebrity endorsement separately, with few systematic analyses combining the three forms of promotion together. Besides, scholars have not fully explored how integrated marketing communication theory applies to livestream e-commerce scenarios. Overall, coordinating livestream operation, celebrity cooperation and marketing department promotion can bring obvious improvements to brand recognition and product sales performance.

Keywords: E-commerce live streaming, celebrity endorsement, brand promotion, integrated marketing

1. Introduction

Short videos, livestream sales and social platforms now serve as core marketing tools for all types of enterprises. Even so, most companies are trapped by obvious operational pain points: oversimplified marketing layouts, low transaction conversion in live rooms, mismatched celebrity brand images and fragmented promotion plans without unified coordination. Combined with real corporate marketing cases, this paper sorts out domestic and overseas relevant research outcomes, and explores targeted optimization schemes for livestream system construction, celebrity cooperation standards and integrated market promotion. Its core goal is to help brands strengthen market

influence and competitive advantages. This research carries both practical and theoretical value. In practice, it helps brands cut redundant marketing expenses and raise customer conversion efficiency; theoretically, it provides actionable suggestions for marketing teams to make data-driven operation decisions.

2. Theory foundation and related work

2.1. Core concept definition

A firm's operating system unifies its core business flows, resource allocation rules and value creation logic to secure steady profits and long-term growth. covering strategy, production, marketing, finance and human resources management.

Livestream marketing uses live platforms to promote brands and boost sales. Its core edge is real-time interaction, which combines content output and audience engagement, forming a new marketing mode distinct from traditional methods.

Celebrity endorsement matching degree measures the compatibility between a brand/product and its endorser in image, temperament, values, target groups and product attributes. Strong fit makes it easier to pass on brand value, build buyer trust and lift sales. Poor matching confuses audiences, cuts marketing returns and hurts brand reputation.

Many traditional firms face severe pain points in live streaming operations: volatile view counts and stagnant order conversion rates. These stem from immature operation experience, random content arrangement and disordered product selection. Inadequate professional competence aggravates information asymmetry and dampens purchase intentions [1].

Enterprises should optimize live scripts, reasonably collocate drainage and profit goods, and launch interactive activities to convert platform traffic into orders. Scenario reconstruction guided by the 4C theory can further increase user stickiness and live room conversion efficiency [2].

Many brands rush to sign viral celebrities, focusing only on fan numbers and online buzz while ignoring whether the star's public persona fits the brand's style. Insufficient congruence among the celebrity's image, the brand's positioning, and the target customer group means it is difficult for an endorsement to generate long-term brand premium. Even if such a collaboration ranks among trending search topics for a short period, the buzz can hardly be converted into actual product sales. The exorbitant endorsement fee consumes the marketing budget in vain, and it is also likely to cause cognitive confusion among consumers regarding the brand positioning. Once a celebrity endorser is involved in negative public opinion, the negative sentiment will quickly spread to the cooperating brand and erode the brand reputation accumulated over a long period [3]. Before finalizing the selection of a celebrity endorser, enterprises should not make decisions based solely on popularity. They should conduct comparison and screening one by one against the age, consumption habits and aesthetic preferences of their core customer group, so as to reduce endorsement cooperation failures from the source.

Numerous enterprises currently implement disjointed promotion strategies across their marketing, e-commerce, and offline store divisions: independent traffic allocation for live-streaming sales campaigns, separate advertising placements for celebrity official announcements, and independent design for in-store posters, resulting in a complete disconnect between multiple sets of promotional content. The brand messaging consumers encounter in live streaming rooms is inconsistent with the information conveyed by offline in-store posters, preventing the precipitation of distinct brand memory points. Integrated marketing is not just stacking ads across channels. Instead, internal teams must coordinate all communication resources to present a unified brand voice to consumers. This

requires the marketing department to take the lead in unifying all promotional materials and copywriting; coordinate the synchronized launch of celebrity announcement short videos, live-streaming host scripts, and offline store materials; enable mutual traffic diversion across different channels; and concentrate the combined marketing force to achieve two-way sustained communication with consumers. In the current Internet communication environment, integrating online and offline communication ports can also completely resolve the problems of fragmented multi-channel promotion and confused audience perception [4].

2.2. Relevant theory and extension

Integrated marketing communication (IMC) cannot adopt a single theoretical framework alone. This study combines consumer demand theory and classical conditioning theory to interpret the complete logic of enterprise live-stream commerce, celebrity endorsement and cross-department coordinated promotion [5, 6].

According to Maslow's hierarchy of needs, Shoppers no longer only care about product functions; they now seek emotional satisfaction and a sense of identity. Traditional price discounts and low-price bulk sales can no longer drive market growth, so brands must trigger consumers' emotional resonance via diversified marketing tools. Classical conditioning theory explains that frequent exposure to celebrity visuals and livestream scenes lets audiences associate positive feelings with the brand, raising their desire to purchase.

2.2.1. E-commerce live streaming

Livestreams break text-image information barriers via real-time commentary, bullet chats and limited offers to shorten brand-consumer distance. Streamer professionalism, affinity and credibility ease online information asymmetry and lift order rates. Yet many firms copy peer livestream modes without customized scripts and differentiated product collocation, leading to poor user retention and low conversion. Guided by 4C theory, livestream operations should center on user demands, optimize transaction paths and interactive activities to raise user stickiness.

2.2.2. Celebrity endorsement

Endorsement effectiveness does not rely solely on celebrity popularity or fan volume; it hinges on the match between celebrity persona, brand positioning and target users. High fit builds long-term differentiated brand images and brand premiums, while pure traffic brings only short-term exposure. From classical conditioning, frequent exposure transfers celebrities' positive impressions to brands; mismatched brand tonality or celebrity scandals will erode brand goodwill. Thus, enterprises need strict pre-contract celebrity background vetting for risk prevention.

2.2.3. Integrated marketing communication

Schultz's IMC theory stresses unified brand positioning, copywriting and value delivery via coordinated internal departments rather than simple multi-channel ad stacking. Existing studies mostly examine livestreaming or celebrity endorsement separately, ignoring cross-department synergy. In practice, independent planning by marketing, e-commerce and offline teams causes inconsistent messages, lost traffic sharing and scattered budgets, failing to form communication synergy. This paper innovatively researches the linkage of livestreaming, celebrity endorsement and

systematic marketing promotion, compensating for single-channel research defects and offering practical full-domain IMC references for similar firms [1-7].

3. Current state and core challenges of enterprise marketing operations

3.1. Overview of the company's current marketing strategy

The brand has rolled out diverse marketing initiatives covering live-stream sales campaigns, celebrity brand partnerships and offline promotional events, carrying out brand publicity across online platforms and physical retail outlets. Even so, all departments run promotional plans without joint coordination. Live-stream operators, celebrity coordination staff and marketing teams rarely hold consistent communication to align their activity timelines. The three categories of marketing activities operate in silos, where creative assets, campaigns and delivery schedules cannot leverage each other, failing to generate the synergistic gains from channel superposition. This leads to fragmented overall marketing investment, and the overall exposure and sales conversion fail to achieve the expected linkage effect.

3.2. Module-based operations problem diagnosis

3.2.1. E-commerce live streaming platform

All hardware devices, live streaming venues and basic background delivery tools for the corporate live streaming room have been fully deployed, with no shortcomings in basic hardware conditions. Even with complete hardware support, the team's operational capacity still has prominent weak points. The live streaming team lacks mature, full-time product selection specialists, which has led to an arbitrary product portfolio design and a confused collocation logic among low-price traffic-driving models, high-margin flagship products, and welfare gifts. Live streaming room scripts only simply list product introduction copy, lack design of time-phased interactive gameplay, and underutilize retention tools such as lotteries, Q&A sessions and time-limited flash sales. The ultimate outcome is that visitors entering the live streaming room cannot be retained. Despite stable high visitor numbers in live rooms, core transaction metrics like cart addition, order submission and final payment stay sluggish, gradually pushing up the cost of attracting online audiences.

3.2.2. Celebrity endorsement platform

When selecting collaborating artists, brands overemphasize topic heat on social media platforms and total follower counts, falling into the "traffic-only" fallacy. They fail to thoroughly evaluate whether an artist's public persona, and daily image align with their own product positioning and target consumer groups. For many signed artists, the overlap between their follower base and the brands' target customer groups is extremely low. Although brand exposure increases after paying high endorsement fees, the growth in terminal product sales remains limited, and the input-output ratio fails to meet the preset target. Besides, the brand fails to build real-time public opinion tracking systems for cooperative celebrities in advance. Once celebrities get entangled in negative news, the brand's long-built image will suffer losses and bring hidden operational hazards.

3.2.3. Marketing department platform

The offline store posters, outdoor advertisements and physical events managed by the marketing department, as well as the online live-stream promotion and content marketing on social platforms, are planned completely separately, with two independent online and offline promotion systems operating separately. The launch timings of promotion activities across different channels are staggered, the promotion themes are inconsistent, and the promotion nodes are scattered and fragmented. The communication content of each channel cannot drive mutual traffic, making it impossible to build up brand awareness intensively within a unified time frame. Over extended periods, the brand cannot form unified communication momentum, resulting in repeated waste of internal marketing resources.

4. Trinity operational optimization strategy design

4.1. Full-chain operation for e-commerce live streaming

Operators can draft daily and weekly live broadcast outlines, splitting content into brand story sharing, real product testing, audience interaction and time-limited discount sessions. Adjust broadcast length and priorities for workdays, weekends and promotional events to avoid monotonous product introductions. Recording factory production flows, tracking product supply chains and inviting ordinary buyers to share usage feedback can improve content authenticity and extend audience dwell time.

Deploy traffic-acquiring, profit-generating and brand-image products respectively to attract organic traffic, secure livestream revenue and elevate brand positioning. Optimize product lineup iteratively using historical click and cart-add data, removing slow-selling items with poor inventory turnover.

Enterprises should deliver paid public domain traffic based on brand user portraits instead of blind promotion. Building fan groups and releasing exclusive bulk coupons helps guide viewers into private domains. Hosts need to respond to audience comments quickly and launch flash discounts to steadily convert viewers into buyers.

4.2. Celebrity endorsement: precise matching and communication strategy

Break away from the inherent mindset of focusing solely on fan influence, and quantitatively score and screen candidate endorsers from three dimensions: alignment with the celebrity's public persona, matching degree of fan strata, and reputation from previous commercial collaborations. Prioritize celebrities with stable personas and audiences that highly overlap with the brand's target customer group, completely abandon the cooperation orientation that only pursues short-term trending search traffic, and avoid endorsement mismatch from the source. Simultaneously, roll out endorser posters in offline stores and organize offline pop-up store activities; when the celebrity's public attention reaches its peak, brands can invite them as surprise guests in brand-exclusive live streams, absorbing previously accumulated online attention and turning online buzz into real product sales.

4.3. Marketing department's coordinated collaboration mechanism

The marketing team takes charge of overall scheduling, uniformly arranging livestream time, celebrity promotion release nodes and offline retail activity cycles, and compiling a unified activity calendar. The e-commerce live streaming team, the brand business team and the offline store

execution team all carry out their work according to the unified schedule. The department has established data sharing channels for sales, exposure and new user acquisition across all channels; conducts regular reviews of conversion data for each link; adjusts advertising budgets and activity pacing; enables mutual traffic diversion across channels, and reduces resource waste caused by repeated placement.

4.4. Risk prevention and control plan

Build round-the-clock tracking systems for cooperating celebrities and design targeted emergency plans for public opinion crises. Complete a multi-level review before live streaming content goes live to avoid regulatory penalties against the platform. Before large-scale promotional live broadcasts, calculate reasonable stock volume based on past sales records to avoid excessive inventory or product shortages.

5. Discussion

Brand awareness has achieved significant growth in exposure, and brand recognition has been substantially strengthened. In terms of user activity, interaction data has doubled, and fan engagement enthusiasm remains high. Sales volume maintains continuous growth, and the conversion rate has seen a notable improvement.

Results from case analysis have limited extrapolation ability. Our research only relies on a small pool of typical brand cases, so the universality of its conclusions needs to be further checked with bigger, more diverse samples. Researchers can expand data scope and improve sample diversity to make follow-up studies more convincing.

6. Conclusion

This article regards enterprise operation and marketing as its research focus, and mainly discusses three key marketing segments: e-commerce live sales, celebrity brand collaboration, and unified promotion planning led by the marketing team. Through literature review and case analysis, it sorts out the current status and existing problems of corporate marketing. The analysis shows that refining live broadcast operation, picking well-suited celebrity partners, and unifying all promotional plans within the marketing team can greatly lift brand recognition and boost product sales.

This study has certain drawbacks: it does not cover all relevant variables, and merely identifies correlational connections rather than explaining causal mechanisms between marketing methods. Future research may expand the sample size and improve data cleaning and visual presentation. Subsequent studies will focus on heterogeneity testing in segmented scenarios, introduce mediating variables to carry out empirical exploration, strengthen the practical operational value of conclusions, and improve the rigor and application significance of the research.

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