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Thinking about Mode of Explosive Products

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ABSTRACT

The development of businesses in the Internet era has shifted from channel to scale, to users and word of mouth. By utilizing the fans economy, the mode of explosive products has become an effective mode for focusing on core products, efficiently detonating the market, quickly acquiring users, and realizing enterprise development. This paper conducts pertinent analysis and research. It discusses how to distinguish between explosive products, explosive products, and explosive products, as well as the relevant capabilities required to build explosive products. Finally, in conjunction with the current situation, it discusses how to establish a mode of explosive products for enterprises in order to realize enterprise growth and profit.

1. Introduction

There have been many explosive products in the industrialized mass production and free competition market, such as the Ford Model T, Coca-Cola, SONY Walkman, and so on. As Internet technology advances and develops, higher standards for product production and marketing are established. In the new market environment, adhering to the consumer-centered business philosophy and providing consumers with the ultimate consumption experience with personalized and innovative high-quality products has become a new marketing path in the Internet era, so as to create explosive products that explode the market. In China, Xiaomi has created a number of explosive products with excellent market feedback via the "made in internet plus" mode, such as bracelets, mobile power supplies, rice cookers, luggage cases, and so on, which has created a huge impetus, realized the sustained and high-speed development of enterprises, and provided a new model and new model for the reform and innovation of traditional enterprises.

2. Definition of Explosive Products

Explosive products are those that have the potential to continuously detonate the market. It centers on the user, thinks from the user's perspective, and creates a value experience that exceeds the user's expectations. Phenomenal products whose product definition, performance, quality, or price are clearly different from those of existing products, causing

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enthusiastic spread and hot sale of word of mouth.

The four characteristics of explosive products are as follows. Single: As a breakthrough, choose the one with the highest demand or the most visible pain point. Don't just try to meet everyone's needs. There are numerous models, styles, and designs to choose from. Boutique: In-depth research of user needs, identification of key pain points, and pursuit of perfection in product development and design. In terms of cost performance and user experience, the company exceeds expectations; at the same time, the product quality and service are excellent. Massive: Users split and bring their own traffic to achieve a breakthrough in single SKU sales by improving efficiency, streamlining SKU, and utilizing new media marketing tools [1]. Long cycle: Focus on single products to create fine products with a long life cycle; Achieve scale effect with new media marketing to achieve effective sharing of R&D, production, marketing, and service costs; Create a positive feedback loop and a positive cycle.

3. The Difference between Explosive Products and Explosions

Explosions are products with relatively good sales, which differ from general products and more adopt the low-price strategy; explosive products not only have the characteristics of continuous hot sales of explosive models, but will also be continuously sought after by consumers; as the company's core product, we can establish our own brand with a good reputation and create sustainable profits for the enterprise. The strategic thinking of enterprise managers is mode explosive products. What they seek is not the staged hot sale of a specific product, but the enterprise's sustained and sound development.

To create explosive products, three conditions must be met:

First, a standardized and efficient production service system. Explosive product development necessitates careful design, excellent quality, and flawless service, which necessitates a complete set of production and service systems with industrial thinking, division of labor, and co-operation, striving for perfection, and realizing the quality and experience that makes customers scream.

Second, it is at the forefront of functional experience innovation. With the advancement of technology and the improvement of the quality of life, the purchase of products is no longer limited to meeting basic needs, but also to catering to or even leading the trend of the times and meeting consumers' higher spiritual needs. Only by understanding future fashion trends, identifying individual needs, and providing unique products and services will we be able to highlight the unique competitive advantages of products, attract more consumer attention, and create an opportunity to detonate products [2].

Third, pricing in accordance with the public's purchasing power. It is one of the most important characteristics of low-cost explosives. The proportional relationship between performance and price is known as cost performance, and its formula is: cost performance = performance price. The higher the cost performance of the product, the better the performance, the lower the price. When the quality of explosive products is determined, the price becomes the most important factor influencing cost performance. However, the price/performance ratio is not completely low.

4. The Key Capabilities Needed to Build Explosive Products

To create explosive products, the following four key capabilities are required.

First, there is the ability to forecast future trends. Products should be forward-thinking, in the sense that they should provide users with an entirely new experience that represents advanced technology, fashion trends, and makes them yearn for. Furthermore, once users have used it, they do not want to let go, bringing their own traffic and having strong self-dissemination.

Second, the ability to understand the needs of users. Accurate trade-offs, first and foremost, reduce unmet user needs, push products to the limit, and even greatly exceed expectations. Second, creating any product involves a trade-off. The first rule of explosive products, in terms of product definition, is to subtract. Less is more, and only focus on solving the most pressing user needs, and make this one need comprehensive.

The third characteristic is the ability to realize innovation. Reorganize the supply chain and technology. Advanced materials and technology, as well as technological innovation and improvement, necessitate a team with a broad technical vision, a deep pre-research depth, and a deep understanding and grasp of supply chain resources [3].

Fourthly, the ability to reach the target users accurately: in-depth user insight and user experience analysis, clear product definition, simple and easy-to-use interactive experience design, establishment of efficient marketing methods and sales channels, new media operation, direct information to users, and establishment of offline experience scene integrating sales and service.

5. Traditional Enterprises Establish Mode of Explosive Products

Traditional businesses have established a fixed pattern

in their products, channels, and marketing, and they are experiencing bottlenecks and dilemmas in their development. The following aspects are important in establishing a Mode of Exploratory Products based on Internet thinking, realizing self-change and breakthrough, and building and forming new competitiveness:

Subverting conventional wisdom and establishing explosive product thinking

Building explosive products is a massive systematic project that requires optimizing the allocation and combination of various resources, subverting traditional business thinking and habits, and carrying out a profound thinking revolution within the enterprise, requiring product development, market research, and user service with Exploratory Products thinking. Explosive products thinking, like Internet thinking, is a type of thinking mode and a collection of many different types of thinking, the most important of which are: single product thinking, user thinking, brand thinking, and fan thinking.

First, consider a single product. To create explosive products, start with a single product and remember that less is more. In this age of information explosion, enterprise competition is becoming increasingly fierce. Consumers' awareness of businesses frequently begins with a specific product. Only when consumers approve a specific product can they have faith in the businesses that manufacture single products. Thinking in terms of a single product can help to focus attention, concentrate resources, and quickly open key target markets [4].

Second, consider the user's perspective. It entails "putting the user first", providing targeted products and services based on various personalized and segmented user needs, and truly achieving "the customer is supreme". It is difficult to reach and lock the target users if enterprises do not consider their needs and build cars behind closed doors. Only by creating products based on user thinking can we identify consumer pain points, meet their needs more effectively, and strive for perfection in order to create products that are suitable for consumers and make them scream.

Third, consider brand thinking. It is to analyze and solve problems from the standpoint of the brand. Brand positioning and differentiation are critical components of brand thinking. Companies that create explosive products can not only generate sales and profits, but also establish a good reputation and make significant contributions to brand building and development. When a brand is established, consumers will love and recognize it more, resulting in differentiation and positive circulation and encouragement of brand value.

Fourth, consider fan thinking. Weibo, WeChat, Tik Tok, and other social media platforms serve as conduits for consumer groups, forming a brand-dependent and viscous consumption thinking mode. Attract fans with the brand concept and product value, transform the brand's consumer community into a spiritual home for fans, and instill a sense of participation and accomplishment in fans. Loyal fans are a valuable asset to the company. They take the initiative to promote the enterprise's products so that they can gain more attention and spread more widely.

Dig the demand, find the pain point and itch point

Users' needs include functional requirements, external identification requirements, and psychological requirements. The most fundamental requirement is function. Determine the product types and consumption preferences with the highest consumer demand through market research and data analysis, design and produce products in a targeted manner, and provide service solutions that satisfy consumers; External identification needs are based on users' social roles, tastes, and values; psychology is the most profound demand, which is based on the emotional precipitation and spiritual gift of products and brands and makes users happy and satisfied.

The pain point is the demand point at which consumers want to be satisfied the most; the itching point is the demand point at which consumers' expectations are exceeded and virtual self-satisfaction is realized. The theoretical basis for developing explosive products is based on data analysis and consumer behavior insight, fully competitive product analysis, and market front-line research, grasping the preferences of consumer groups, and accurately discovering consumers' concerns and greatest needs. We can use big data to discover hidden information in data, predict consumption trends and future demand, satisfy user itch, and create more possibilities for creating explosive products.

Product-oriented, craftsman spirit

Determine product positioning and functions through market segmentation and consumer demand analysis, and perform well in product research and development, design, and production management. Excessive product demand exceeds expectations, necessitating unique innovation, all of which require systematic support as well as the integration and reorganization of technology and supply chain resources. Product-oriented, win-by-quality, and build a competitive advantage around technology, brand, quality, and service.

A good product is the foundation of the success of

mode of explosive products, and it must have several characteristics, including exceptional functional selling points, too hard product quality, simple and novel appearance, talking products, and unexpected product experience. Excellent product quality and experience can boost an enterprise's reputation and serve as a constant driving force in the process of product transformation into explosive products.

Marketing explosion, word-of-mouth communication

How can marketing encourage users to continue paying attention to and communicating with products? Explosive marketing is the key. First and foremost, we must create a simple, easy-to-remember, and easily spread cognitive memory point for the brand. Then, during the product design and R&D process, allow consumers to participate and design an appropriate participation node so that consumers can be transformed from users to fans. When a certain number of fans accumulate, it produces a fan effect, greatly improving communication efficiency and effect; finally, the explosion point is triggered, and the product spreads at an extremely fast rate, thanks to key figures, hot events, creative planning, and so on.

Word-of-mouth communication is critical in the process of developing explosive products because it can provide enough power for product sales and promote products to evolve into explosive products in a short period of time. New social media platforms such as Weibo, WeChat, and Tik Tok are popular in the mobile Internet era. Enterprises can directly contact and interact with customers, better understand their needs, and answer their questions. At the same time, it enables consumers to learn more about businesses and identify products. Allow businesses to realize word-of-mouth marketing by cultivating and accumulating loyal users, thereby increasing brand value.

Fans have become very important product promoters in today's fan economy. Through close attention, active participation, active communication, processing and creation, and so on, fans play three roles: consumers, communicators, and creators. Fans play an important role in the process of products exploding on the market [5]. Enterprises require accurate analysis, understanding the true needs of fans, actively guiding and actively serving, and maximizing the value of fans.

When combined with the preceding analysis, the establishment of mode of explosive products can be summarized into three points: accurate, good, and fast. Accuracy is the goal; focus on users' core needs, target users, and meet key pain points and itching points; good, the product is better; Integrate the supply chain effectively, and create cost-effective products with excellent performance, brilliant design, and excellent quality to provide users with unique value. It is to detonate quickly; with the help of an efficient new media platform, user interaction and fission spread can be realized, and word of mouth can be established to form a positive cycle.

6. Conclusions

Every explosive product is supported by a comprehensive and rigorous business logic. In terms of products, it is infiltrated through different selling points, topic communication, content marketing (community grass planting, private domain operation, live broadcast), and other scene-based ways; in terms of marketing, it is infiltrated through different selling points, topic communication, content marketing (community grass planting, private domain operation, live broadcast), and other scene-based ways; To achieve sustained and steady growth of the enterprise, we should establish a user-centered corporate culture, form brand recognition and goodwill, establish an innovative and friendly brand image, and establish a replicable Mode of Exploratory Products.

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