



# XHS Marketing Masterclass

(Non-Blue Tick Accounts)



# DAY 1 — Platform Fundamentals & Content Strategy

## Module 1: Understanding XiaoHongShu Ecosystem

- How XiaoHongShu algorithm works (recommendation logic)
- User behavior & buyer journey
- Account types & positioning (personal vs business)
- Common beginner mistakes
- Platform compliance & sensitive wording

Activity: Account diagnosis checklist

## Module 2: Account Setup & Branding Basics

- Profile optimization (name, bio, avatar)
- Niche selection & audience targeting
- Content positioning strategy
- Trust-building elements
- Competitor benchmarking

Hands-on: Optimize participant profiles

## Module 3: Content Planning & Viral Frameworks

- Popular content formats (experience sharing, tutorials, reviews)
- Hook writing techniques
- Note structure: title → opening → value → CTA
- Storytelling frameworks
- Content calendar planning

Hands-on: Draft 2 XiaoHongShu post outlines

## Module 4: Hashtag & Traffic Strategy

- How hashtags drive discovery
- Keyword research basics
- Hot topics & trend tracking
- Tag layering strategy
- Organic reach techniques



# DAY 2 — Execution, Growth & Monetization

## Module 5: Creating High-Engagement Posts

- Photo & short video best practices
- Caption writing
- Image layout principles
- Emotional triggers
- Engagement signals (save, comment, share)

Hands-on: Create 1 complete post draft

## Module 6: Organic Growth & Follower Building

- Daily posting rhythm
- Comment seeding techniques
- Community interaction
- Collaboration methods
- Account warming strategy

## Module 7: Conversion Without Blue Tick

- Soft selling techniques
- Lead redirection methods (WhatsApp / IG / bio link)
- DM scripts
- Building trust without verification
- Simple funnel design

Hands-on: Build personal conversion flow

## Module 8: Analytics & Optimization

- Reading post insights
- Identifying winning content
- Repurposing strategies
- 30 / 60 / 90-day content roadmap



# Learning Outcomes

Participants will be able to:

- Understand XiaoHongShu algorithm
- Position personal accounts professionally
- Create engaging organic content
- Apply hashtag & traffic strategies
- Grow followers without ads
- Convert traffic into enquiries
- Build a sustainable posting system

## Investment:

**Individual**

RM2,299

**Early Bird**

RM1,840

**BUNDLE  
(MIN.3 PAX)**

RM1,380





# CONTACT US



## Office Address :

Level 27 & 28, MVS North Tower, Mid Valley Southkey, 1,  
Persiaran Southkey 1, Southkey, 80150 Johor Bahru, Johor  
Darul Ta'zim



Email : [hello@thinkboundless.com](mailto:hello@thinkboundless.com)



WhatsApp : +6017-213 0902



Website : [skillsfutureacademny.com](http://skillsfutureacademny.com)

