



# XHS Marketing Masterclass

(Professional Blue Tick Accounts)



小红书聚光平台  小红书蒲公英

让好产品 自然发光

# DAY 1 — Blue Tick Strategy & Authority Positioning

## Module 1: Understanding Blue Tick Ecosystem

- Difference between personal vs professional accounts
- Blue Tick verification benefits
- Platform credibility & algorithm trust
- Backend access: Ads Manager, Data Center
- Compliance & restricted wording guidelines

Activity: Account evaluation checklist

## Module 2: Brand Positioning & Authority Framework

- Corporate branding on XiaoHongShu
- Professional bio & profile optimization
- Visual identity consistency
- Content pillars for corporate accounts
- Competitor & industry benchmarking

Hands-on: Draft brand positioning canvas

## Module 3: Content Strategy for Professional Accounts

- Educational vs conversion-driven posts
- Corporate storytelling structure
- Case study content framework
- Social proof & testimonial content
- Content calendar for corporate brands

Hands-on: Build 1-month content plan

## Module 4: Traffic & Hashtag Architecture

- Keyword & topic clustering
- Search-based traffic vs recommendation traffic
- Hashtag stacking strategy
- Long-tail keyword visibility
- Topic board positioning



# DAY 2 — Ads, Collaboration & Conversion Scaling

## Module 5: Paid Promotion Strategy (聚光平台)

- Ads structure & objective selection
- Budget allocation & targeting
- Testing creatives
- Lead generation vs sales objective
- Campaign performance tracking

Hands-on: Draft paid campaign plan

## Module 6: Influencer Collaboration (蒲公英平台)

- Selecting the right KOL
- Pricing evaluation
- Collaboration structure
- Measuring influencer ROI
- Risk control & brand safety

## Module 7: Conversion Funnel & Lead Management

- Traffic to WhatsApp / Website funnel
- CTA optimization
- DM scripts & enquiry handling
- Building trust via authority content
- Retargeting strategy

Hands-on: Design brand conversion flow

## Module 8: Data Analytics & Growth Scaling

- Reading data dashboard
- Identifying high-performing content
- Scaling winning ads
- 90-day growth roadmap
- Budget forecasting & ROI planning





# Learning Outcomes

Participants will be able to:

- Leverage Blue Tick account advantages
- Build corporate authority on XiaoHongShu
- Create strategic content plans
- Execute paid ad campaigns
- Collaborate with influencers effectively
- Optimize conversion funnels
- Measure and scale ROI

## 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 : [skillsfutureacademy.com](http://skillsfutureacademy.com)

