

宫斗账号内容规划 Palace Drama Account Content Strategy

一、账号打造思路 Account Development Strategy

- 1、前期贴合直播间内的人设输出内容，间接或直接引流至账号。In the early stage, create content aligned with the personas established in the livestream room, and indirectly or directly drive traffic to the account.
- 2、参与抖音活动，从官方活动内容换取都应流量扶持。Participate in Douyin platform campaigns and leverage official campaign content to obtain platform traffic support.
- 3、账号内容关联产品，从初期培养受众接受度。Develop content that is associated with products, gradually cultivating audience acceptance of product-related content from the initial stage.
- 4、强化个人标签或账号标签塑造账号标识。Strengthen personal branding or account branding to establish a recognizable account identity.

二、账号定位 Account Positioning

- 1、账号名称 Account Name: 延禧宫传 Herborist Yanxi Palace Chronicles

2、用户定位 Target Audience: 以 18-24 岁的南方女性为主 (与佰草集直播间的粉丝画像相重叠) Primarily women aged 18–24 in Southern China (overlapping with the audience profile of the Herborist livestream room).

三、阶段规划 (以 1 个月为期) Stage Planning (One-Month Cycle)

1、第一阶段内容: 受众感知期 (前半个月) Phase One Content: Audience Awareness Stage (First Half of the Month)

基于品牌直播间内容、场地、人物关系展开账号内容设置, 输出大量与直播间内调

性一致的内容对话受众。通过约半个月的内容发酵, 确定内容方向调性, 积累第一波流量与关注度, 为后期打开全品类产品混合赛道铺路。Develop account content based on the brand livestream room, venue setting, and interpersonal relationships among the characters. Produce a large volume of content that aligns with the tone and style of the livestream room to engage the audience. Through approximately half a month of content incubation, determine the content direction and tone, accumulate the first wave of traffic and followers, and lay the foundation for entering a mixed-category product track in the future.

流量来源 Traffic Sources: 直播间流量 Livestream room traffic、人设粉丝 Followers attracted by the character personas

2、第二阶段内容：账号升级期（后半个月） Phase Two Content: Account Upgrade Stage (Second Half of the Month)

脱离直播间内容，设置账号个性化内容，靠拢平台流量打法，通过深度内容及多

元形式，树立账号人设、调性、标签、产品体系等，持续积累流量池与产品池。 Gradually move away from livestream-related content and establish personalized account content. Align content strategy with platform traffic mechanisms and use in-depth content and diversified formats to develop the account persona, tone, labels, product system, and other key elements, while continuously expanding both the traffic pool and product pool.

未来发展方向 Future Development Direction: 从单个主账号——多个矩阵垂类账号发展 From a single flagship account → to multiple vertical accounts within a content matrix.

流量来源 Traffic Sources: 抖音话题 Douyin topics and hashtags、官方流量扶持 Official platform traffic support、短视频内容粉丝

Followers acquired through short-form video content

商业化方向 Monetization Direction: 全品类 All-category products

四、内容方向 Content Directions

1、搞笑向 Comedy Content——《龙嬷嬷与熹妃那些事儿》“The Stories of Nanny Long and Consort Xi”

内容概述 Content Overview: 以熹妃的主观视角为切口，主拍熹妃为了避免龙嬷嬷上位而“整蛊”龙嬷嬷所做出的各种行为。强化两人之间的“敌对”人物关系。Using Consort Xi’s subjective perspective as the narrative entry point, the series focuses on the various pranks and schemes she devises to prevent Nanny Long from rising in status. The content emphasizes the antagonistic relationship between the two characters.

人物关系预设 Character Relationship Setup: 延禧宫直播间里，龙嬷嬷的人气日渐上涨，逐渐有抢夺熹妃的主位之势。熹妃为了提防龙嬷嬷上位争宠，而设计了一系列“整蛊”活动来“欺负”龙嬷嬷。Within the Yanxi Palace livestream room, Nanny Long’s popularity has been steadily increasing, gradually posing a threat to Consort Xi’s dominant position. In order to prevent Nanny Long from gaining favor and replacing her, Consort Xi designs a series of prank activities to “bully” Nanny Long.

更新频次 Posting Frequency: 一周 5 更 5 posts per week

2、剧情向 Story-Driven Content——《后宫前传》“Prelude to the Harem”

内容概述 Content Overview: 如今国库空虚，皇上提出了要进行直播带货来填补国库空缺。而直播间的“主位”却迟迟未定下来。后宫里的

龙嬷嬷、嘻妃、金锁三人为了争夺直播间的“主位”，而进行一系列的明争暗斗。At present, the imperial treasury is depleted. The Emperor proposes using livestream commerce to replenish state revenues. However, the position of lead host within the livestream room has yet to be determined. In order to compete for the livestream room's "main position," Nanny Long, Consort Xi, and Jinsuo engage in a series of open and covert power struggles.

角色预设 Character Setup:

- **龙嬷嬷**曾经是经皇后提携的皇上身边的红人——咖妃，但因皇后曾经触犯戒律被打入冷宫，以至咖妃也被牵连，被贬成了伺候嘻妃的龙嬷嬷。Nanny Long was once Consort Ka, a favored figure by the Emperor's side who had been promoted by the Empress. However, after the Empress violated palace regulations and was sent to the Cold Palace, Consort Ka was implicated and demoted to become Nanny Long, serving Consort Xi.
- **嘻妃**曾经是出生宦官世家的功臣之女，可以为博皇上欢心不择手段，曾经与皇后争宠，现如今也明里暗里防着曾经在皇后身边的龙嬷嬷，想早日登上皇后之位。Consort Xi was born into an influential official family and is the daughter of a distinguished statesman. In order to win the Emperor's favor, she is willing to use any means necessary. She once competed with the Empress for favor and now remains openly and secretly wary of Nanny Long, who formerly served the Empress. Her goal is to ascend to the

position of Empress as soon as possible.

- **金锁**是熹妃一起入宫的贴身侍女，因为经常得到熹妃娘娘的关照，也经常受到龙嬷嬷的欺负打压。Jinsuo entered the palace as Consort Xi' s personal maidservant. Because she frequently receives special care from Consort Xi, she is often bullied and suppressed by Nanny Long.

更新频次 Posting Frequency: 一周 3 更 3 posts per week

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