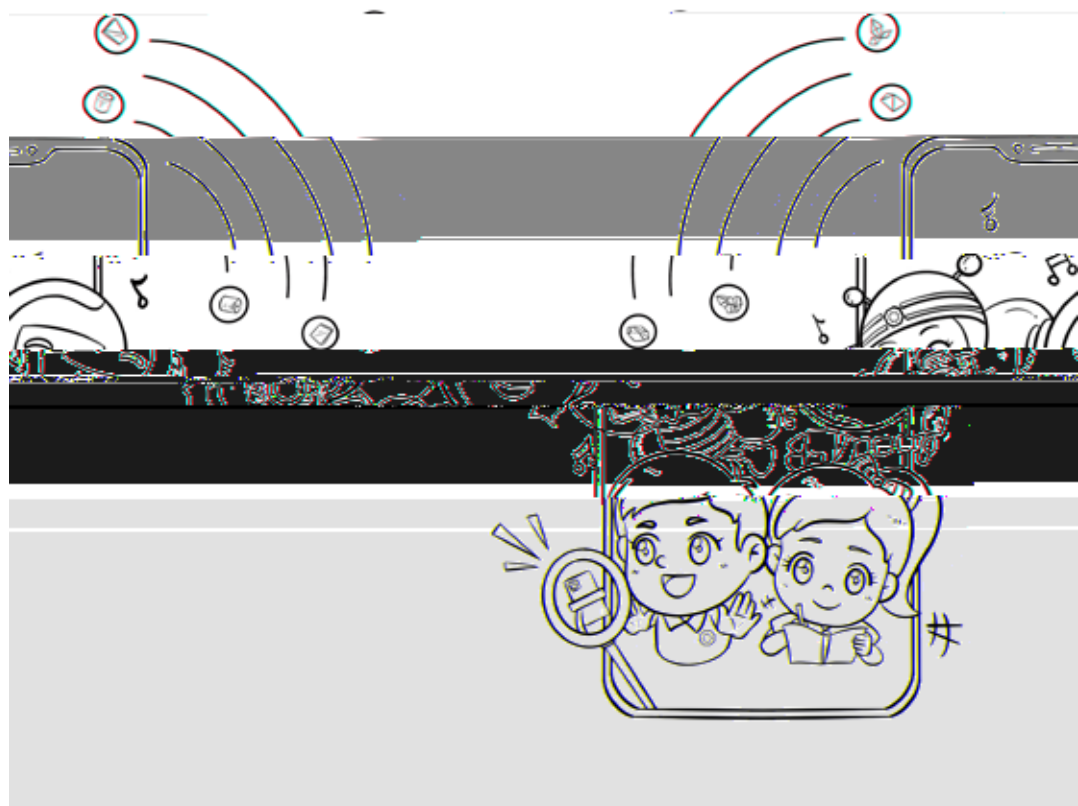




中国建材集团

新媒体 工作法



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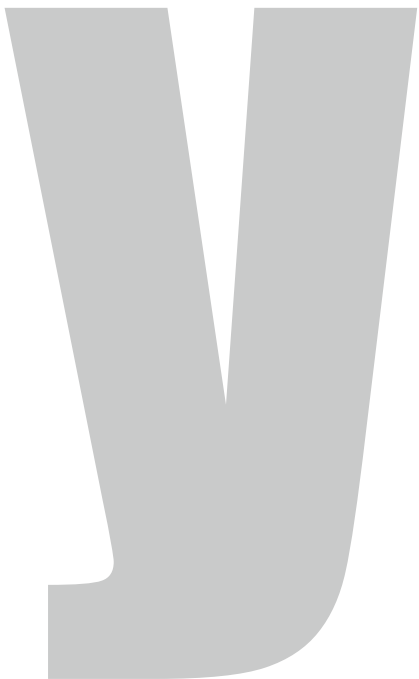
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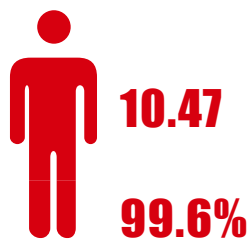




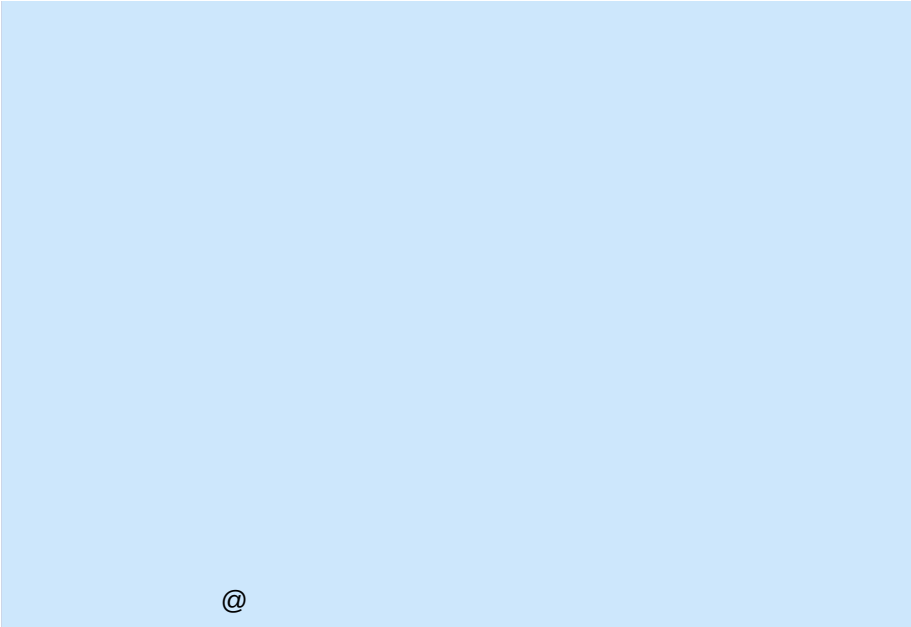
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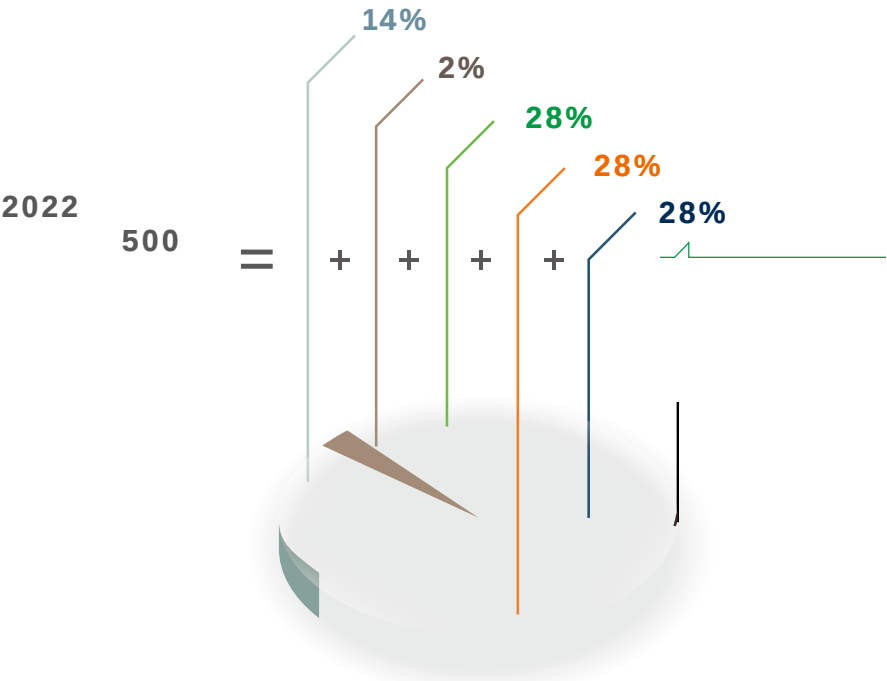
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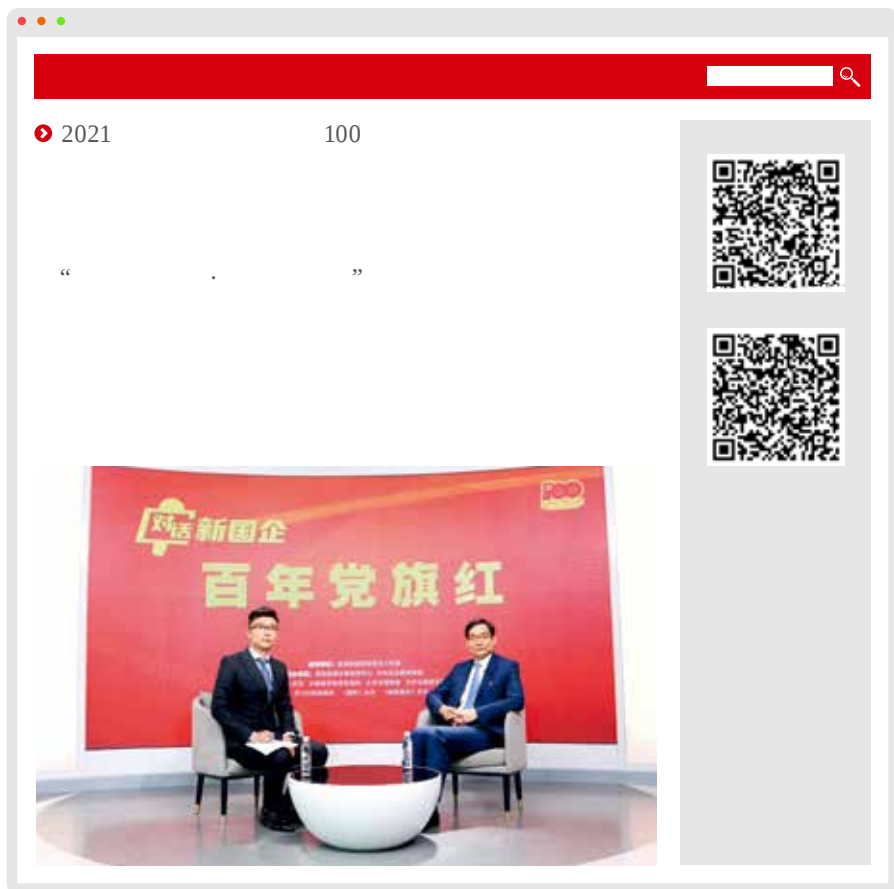
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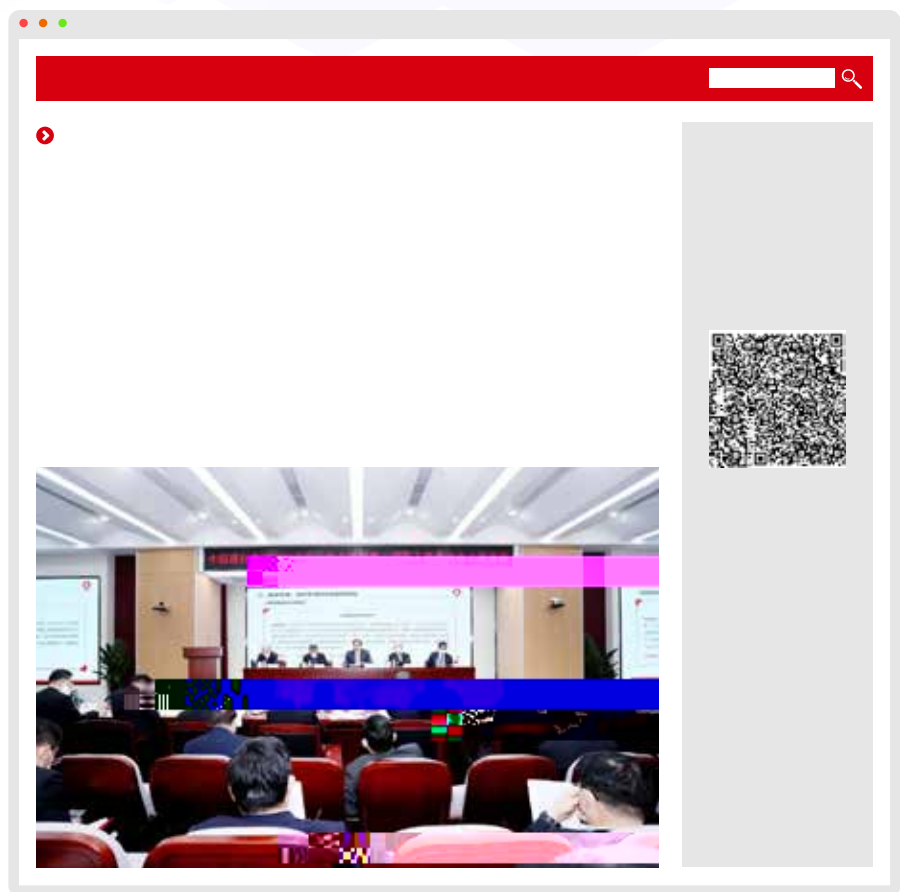
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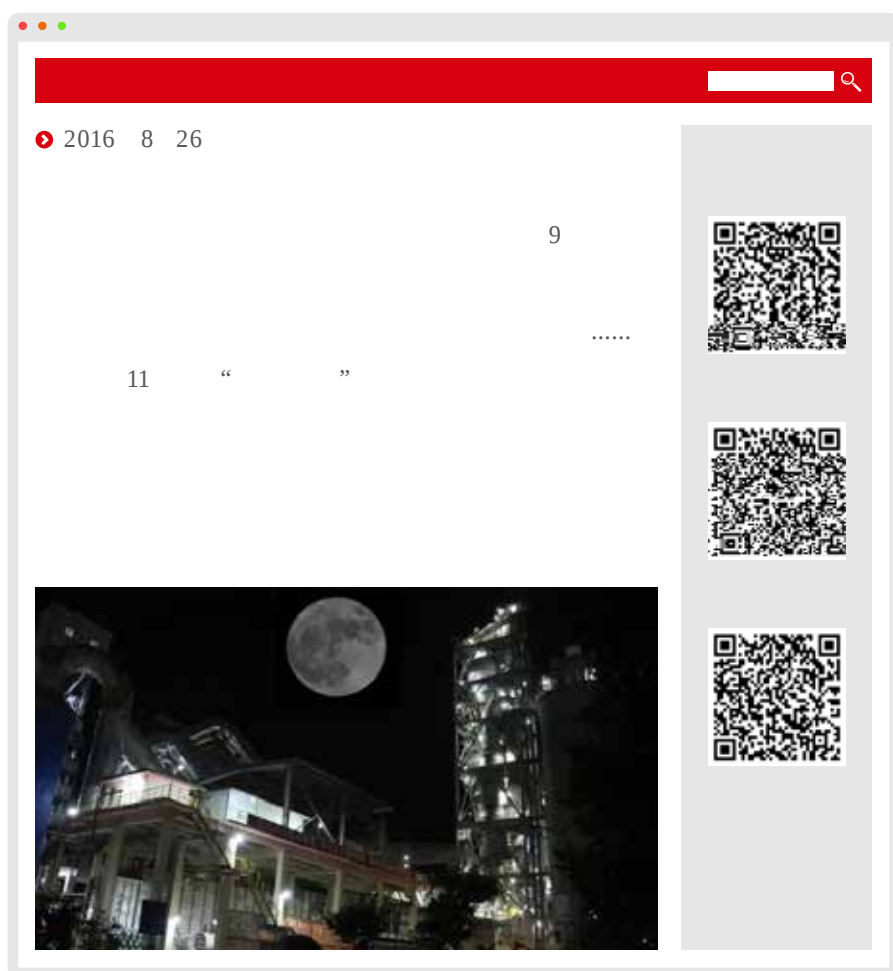


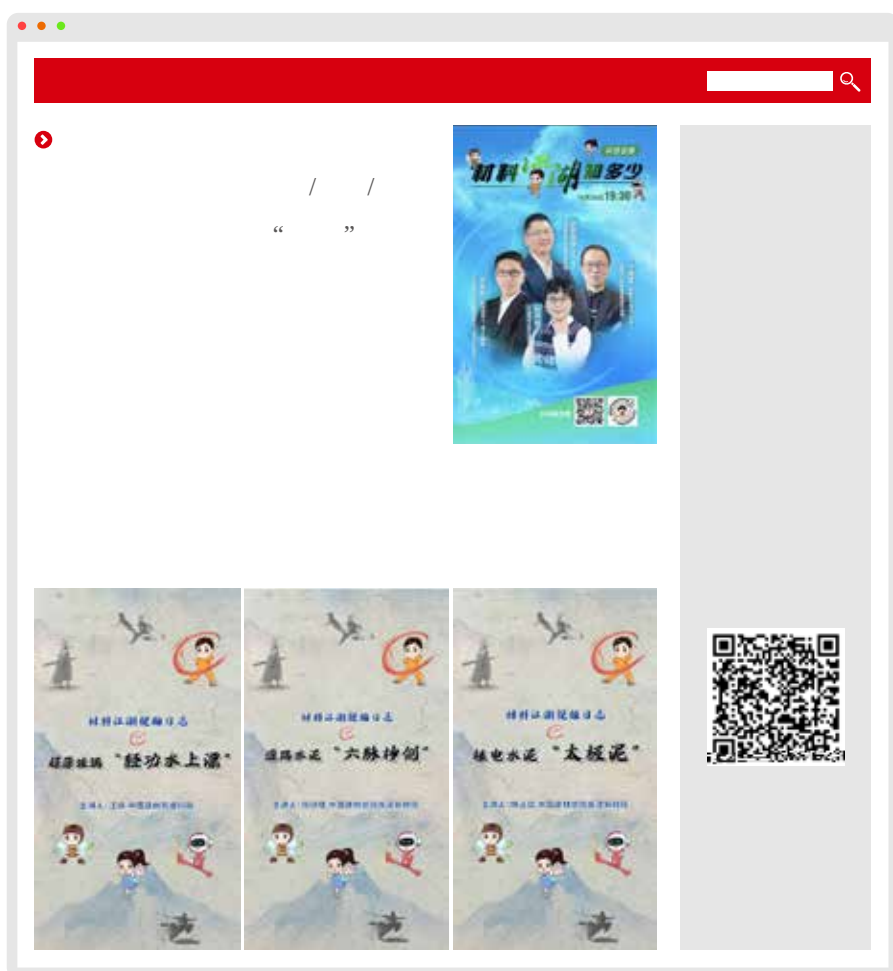


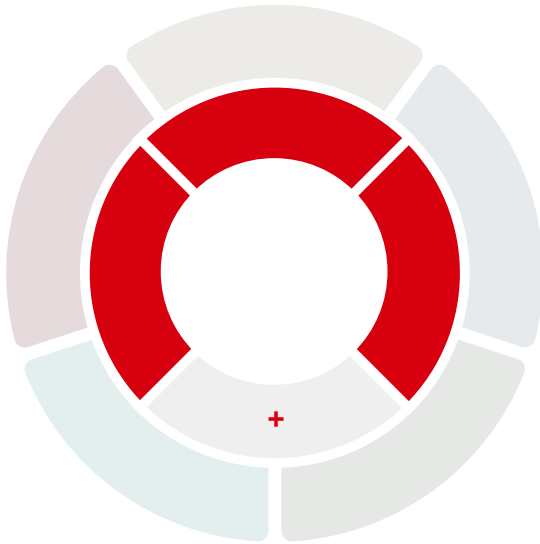
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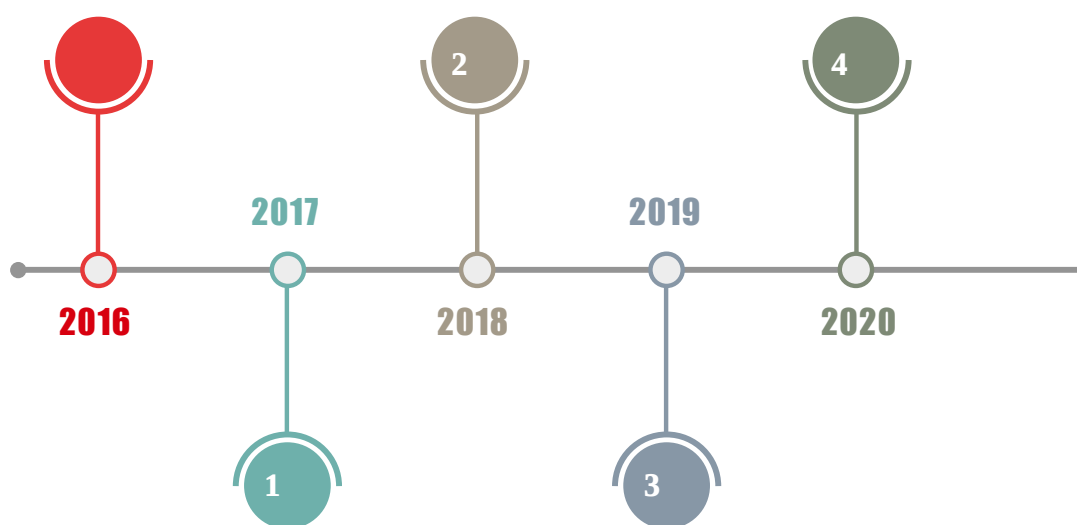
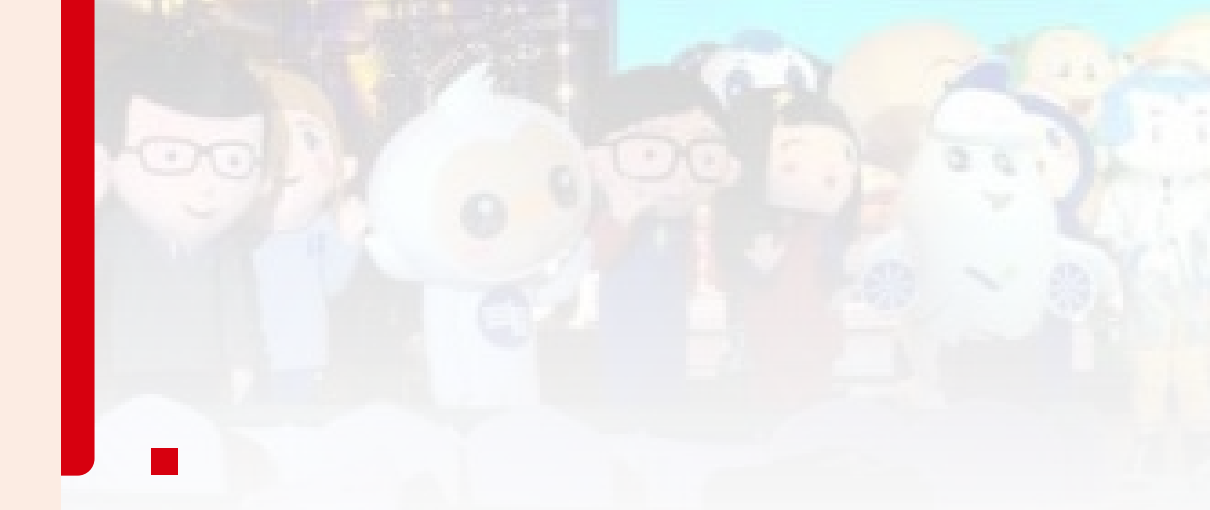
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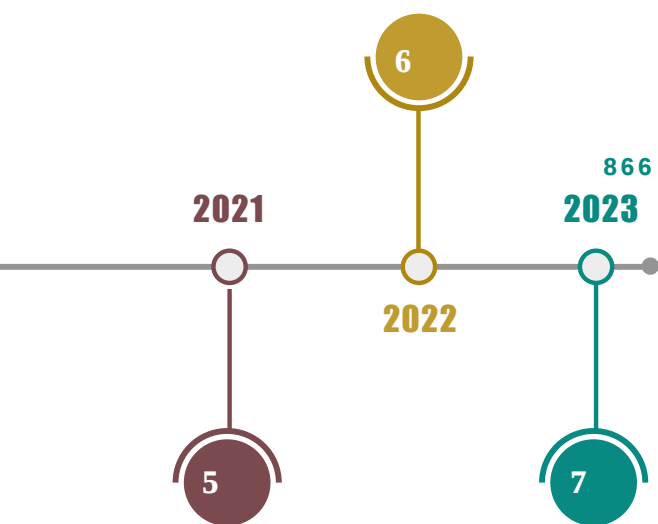
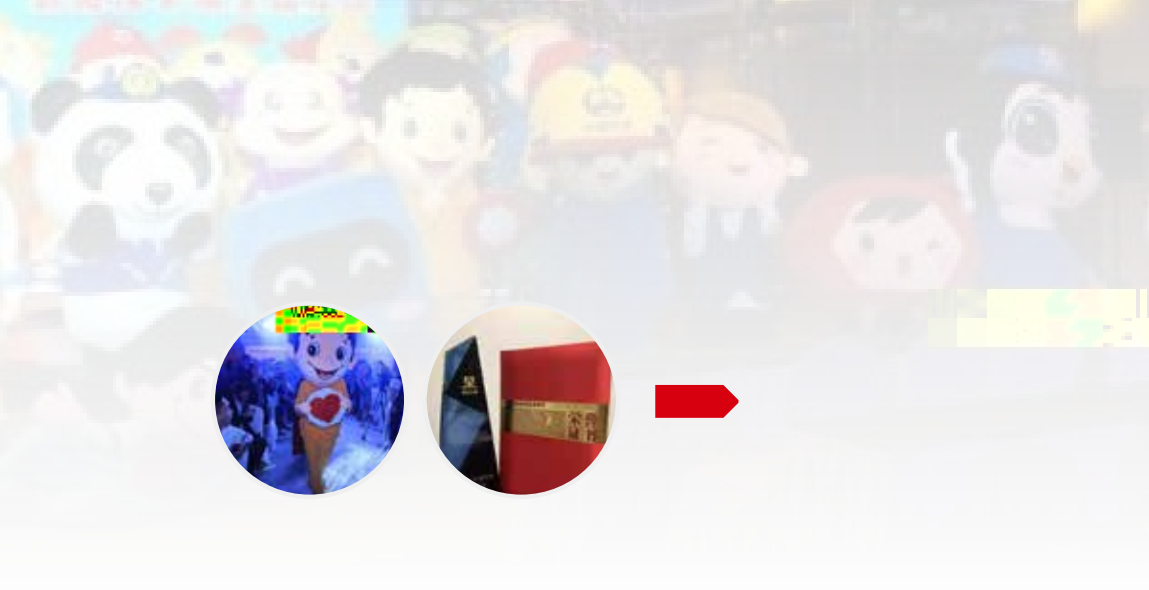


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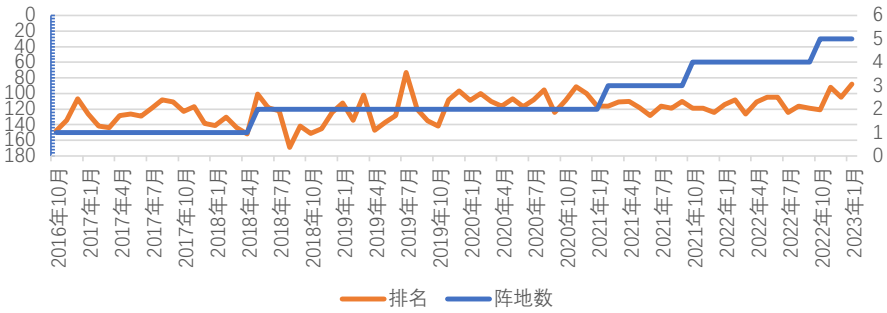
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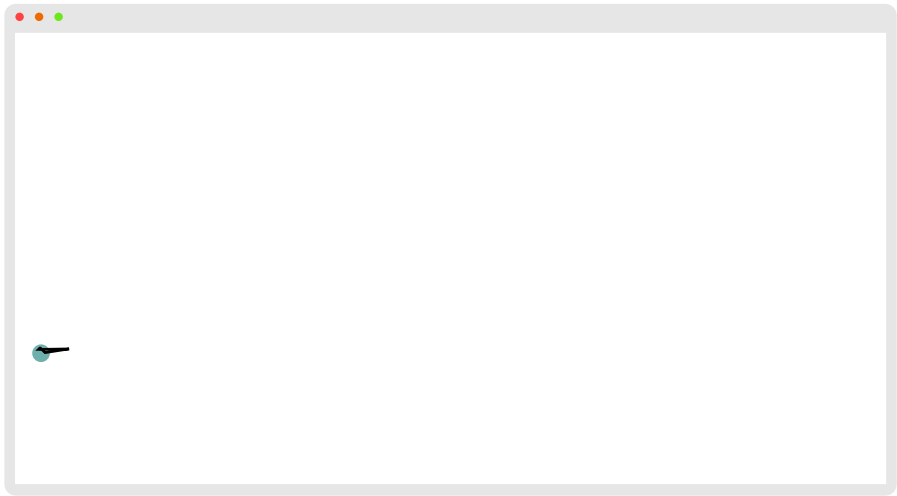
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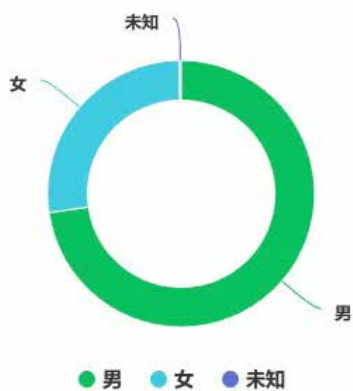
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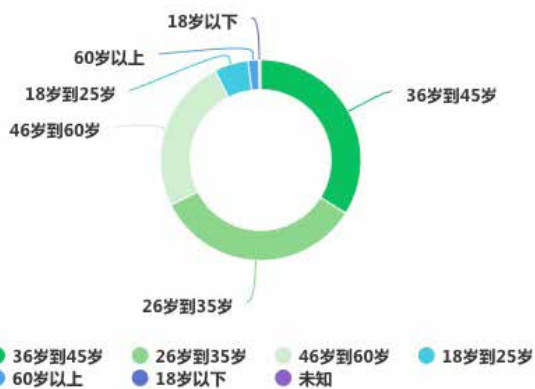


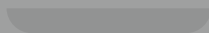
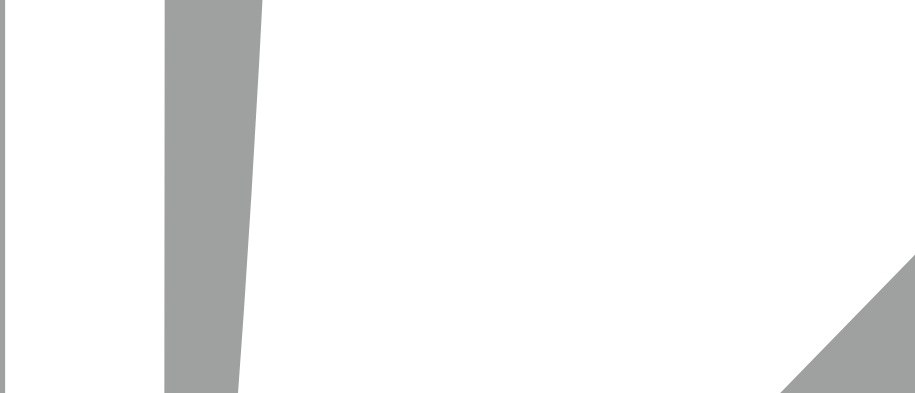


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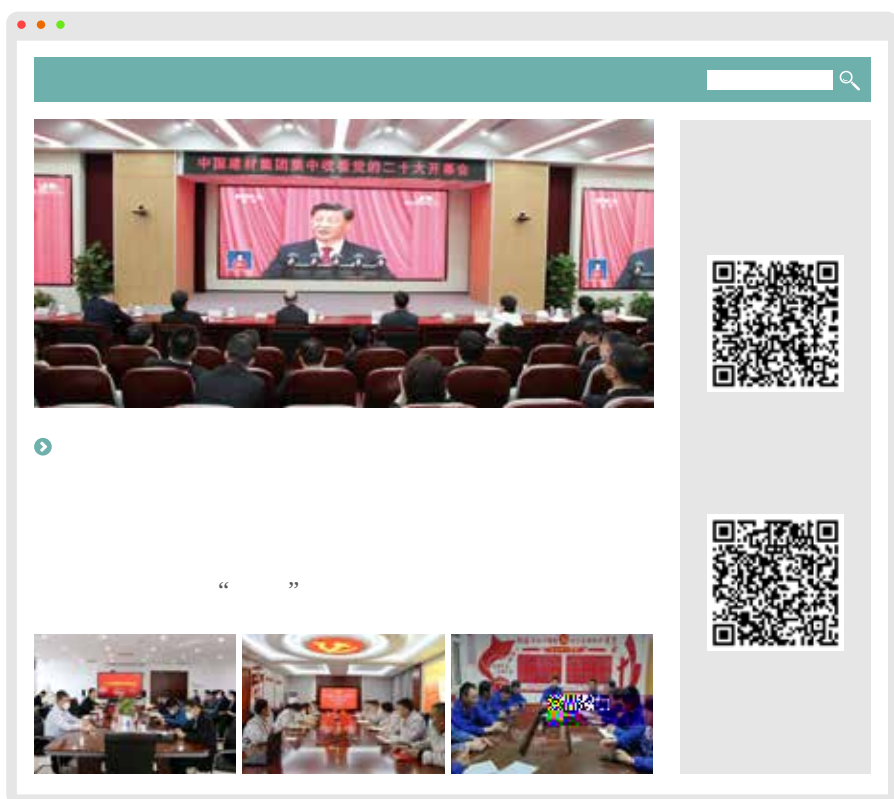




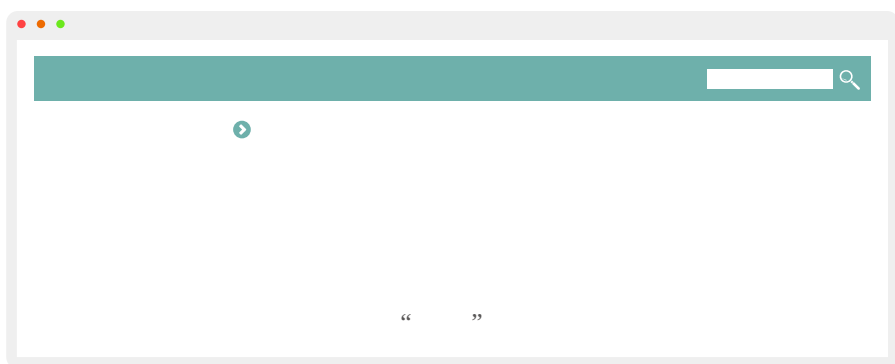
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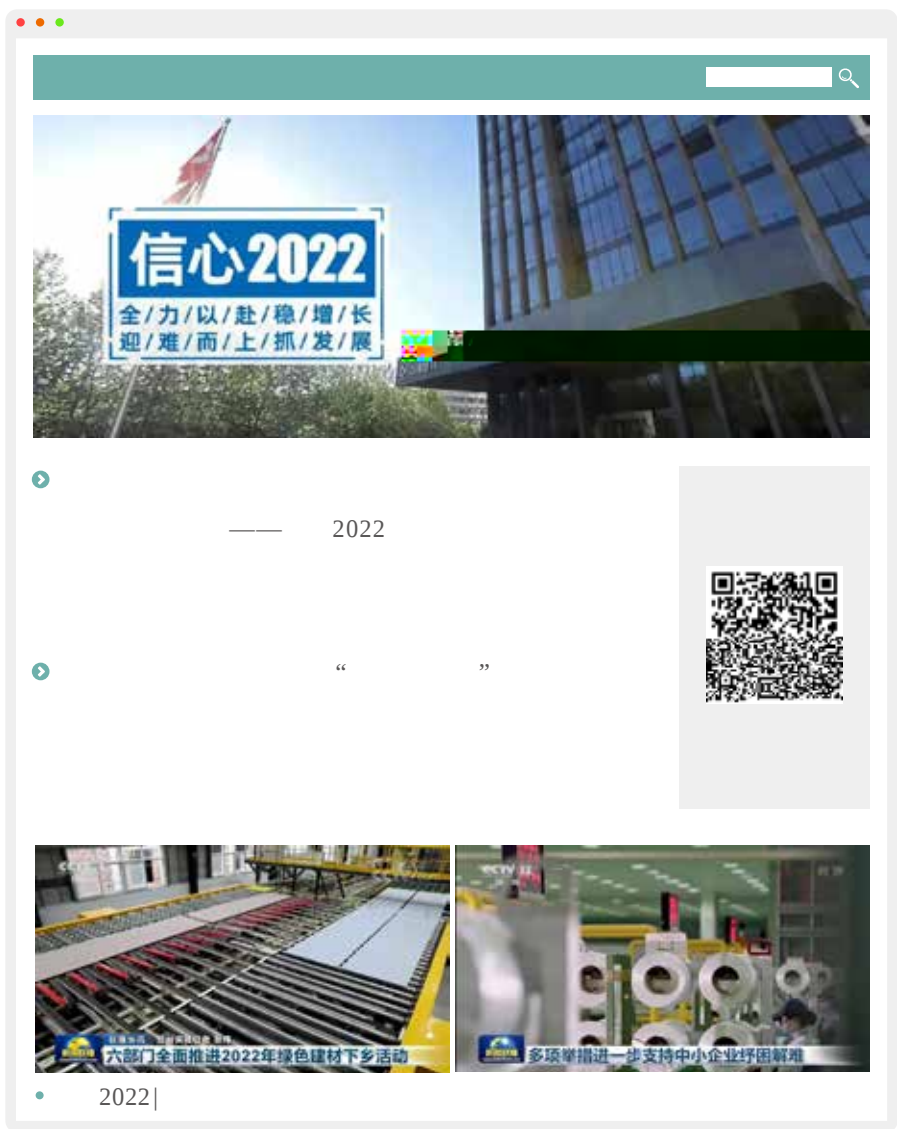
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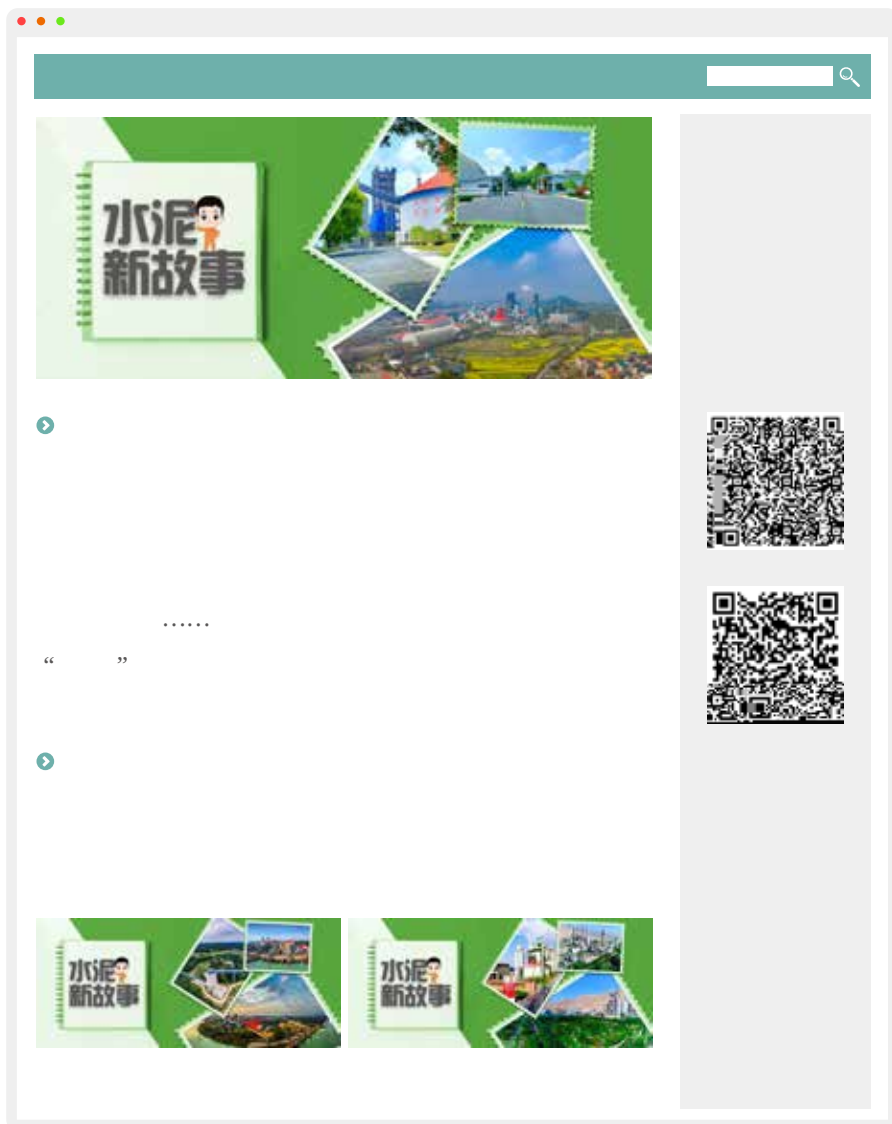




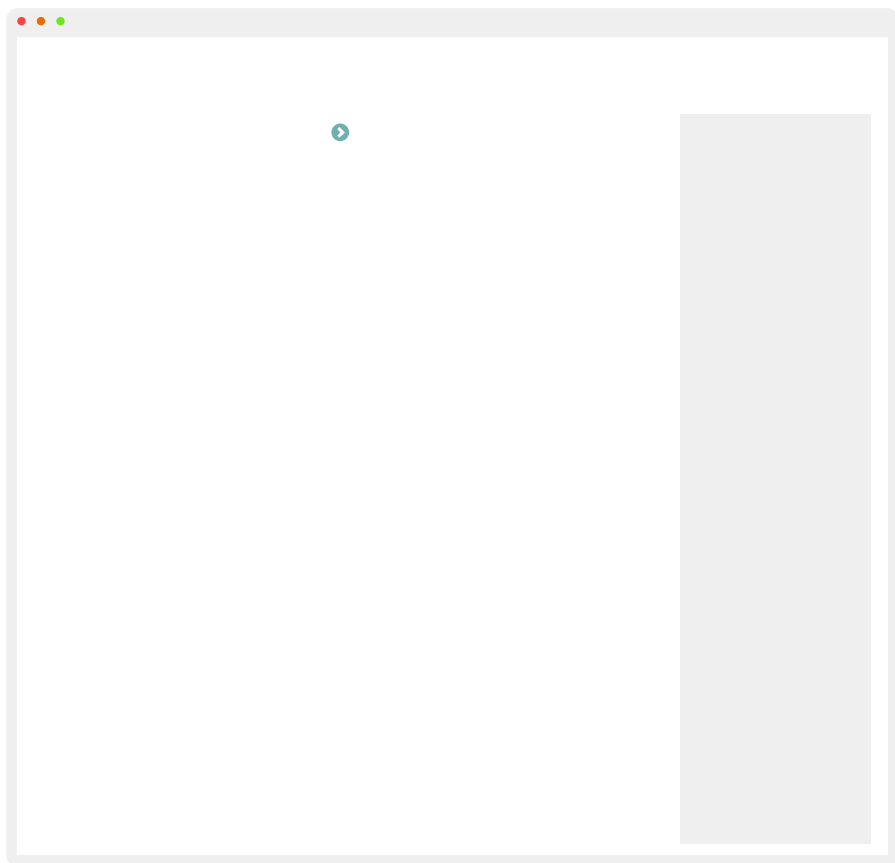


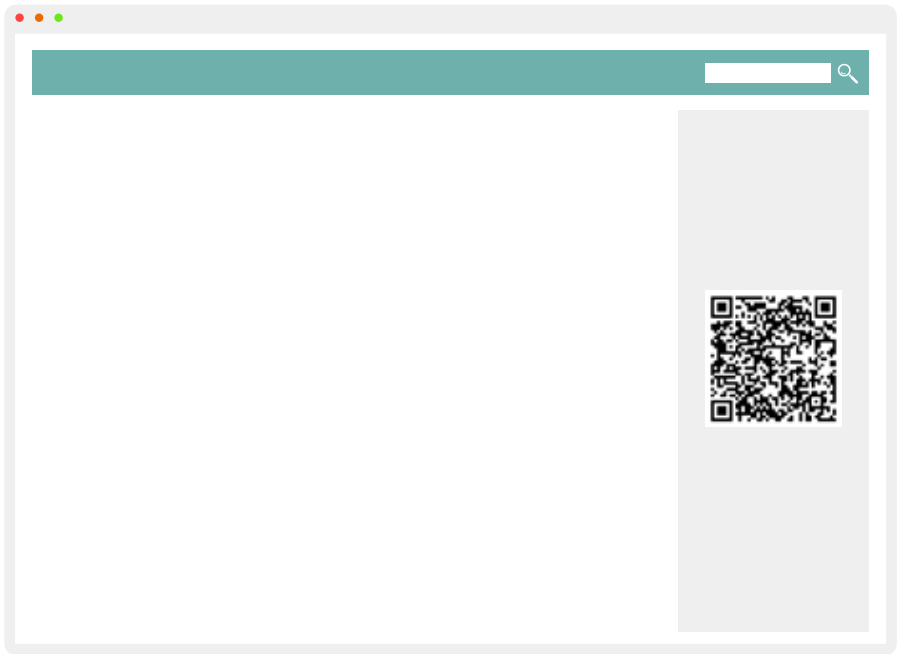


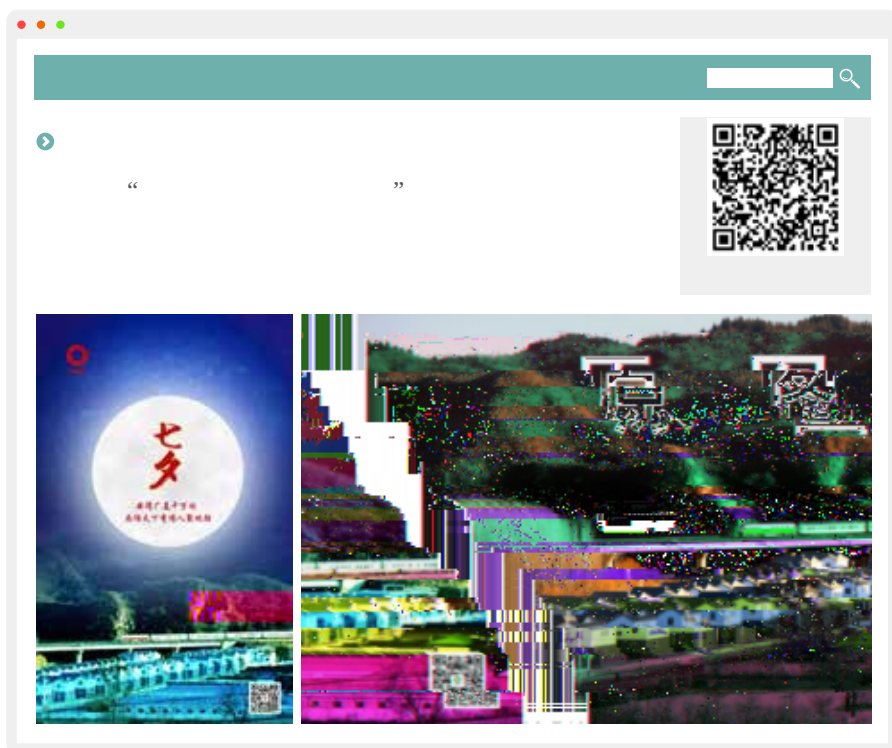


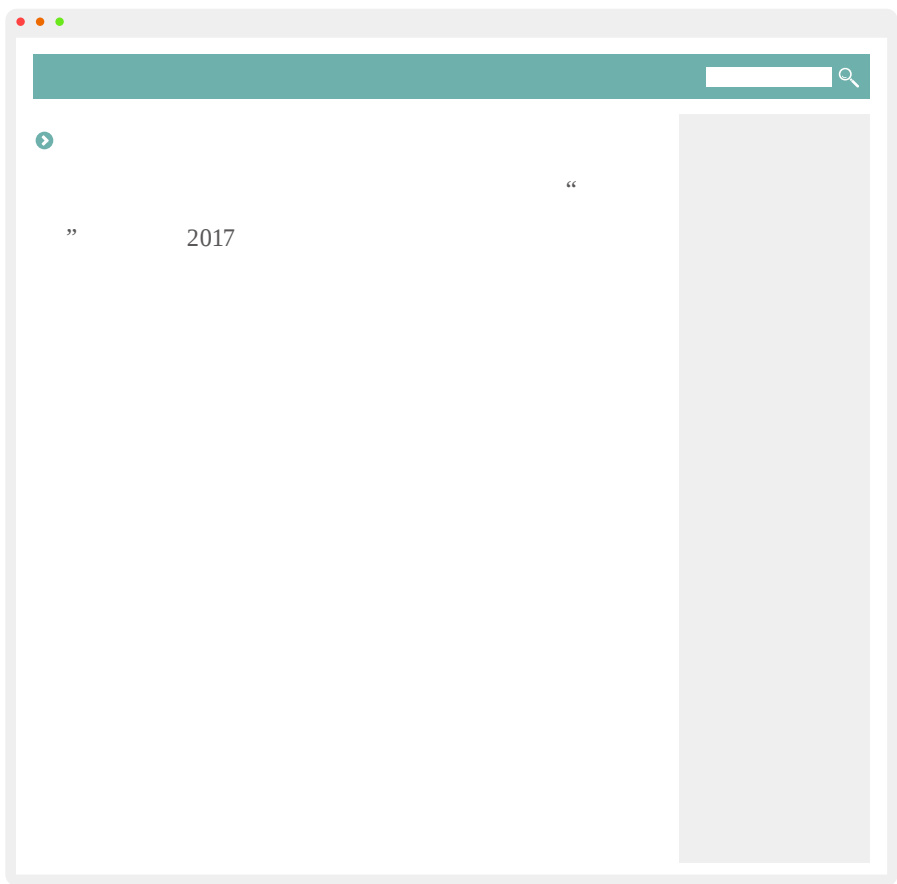


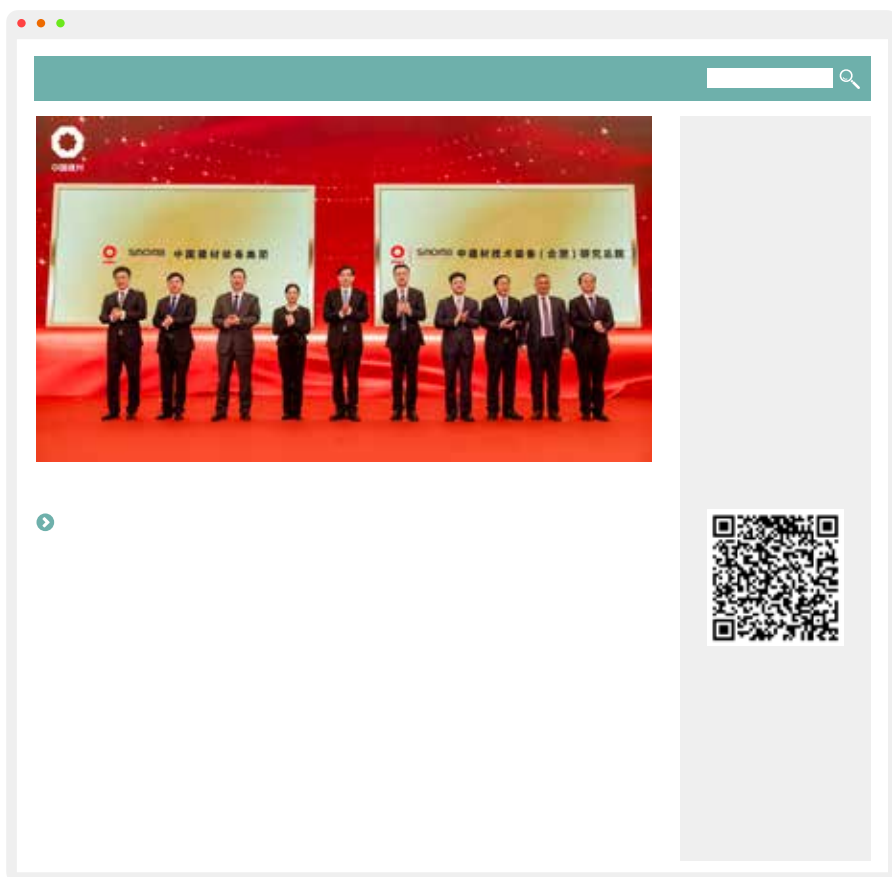


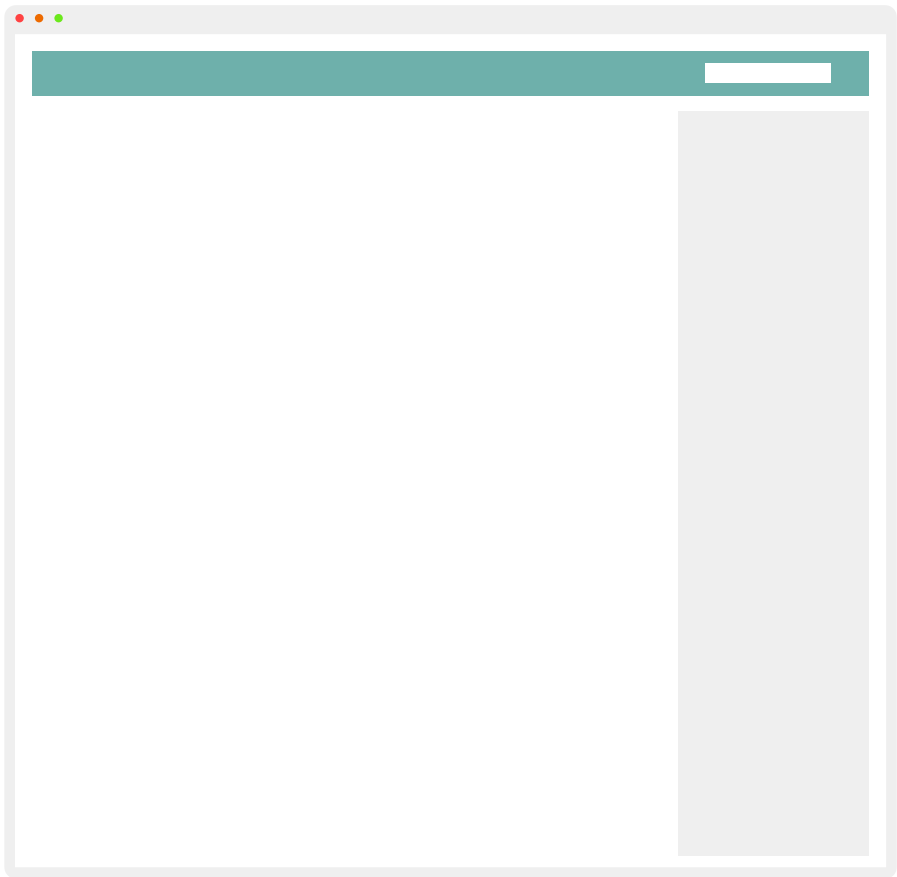












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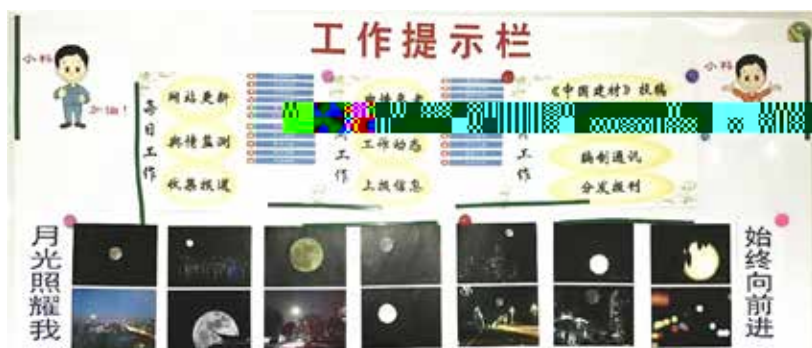
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- ①卡通形象的好处：够安全、能活用、不费事、低预算
- ②创新表达方式：企业形象、信息发布虚拟代言人（人格化传播）



我是全能小料，是你们的小料，为美好生活加点料
小料“微”发布，绝对“一手”料
每个人都离不开材料，我就在你的身边

我是建材小云，蓝天白云的云
展现集团绿色低碳、和谐包容的企业形象

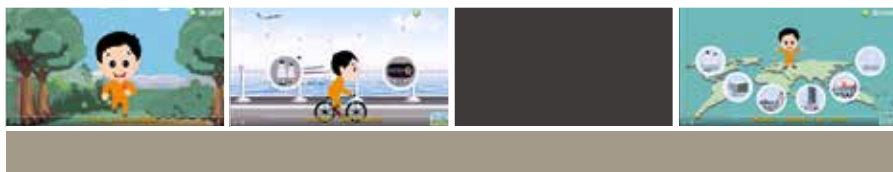


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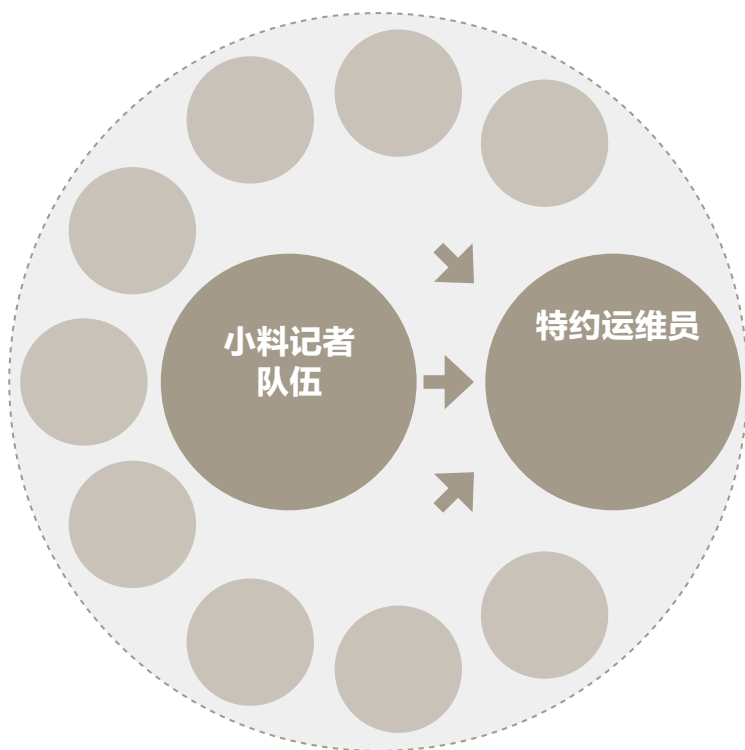
我是建材大M，materials的M
展现集团智能创新和转型升级形象

我是建材蜂宝，蜜蜂的蜂，宝贝的宝
寓意中国建材人勤劳执着和精益求精的工匠精神



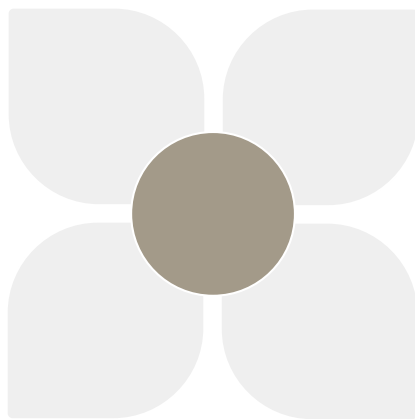
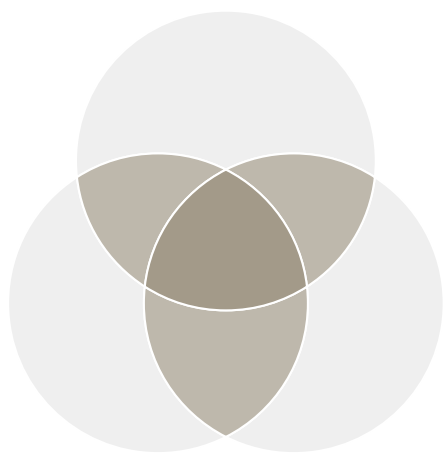


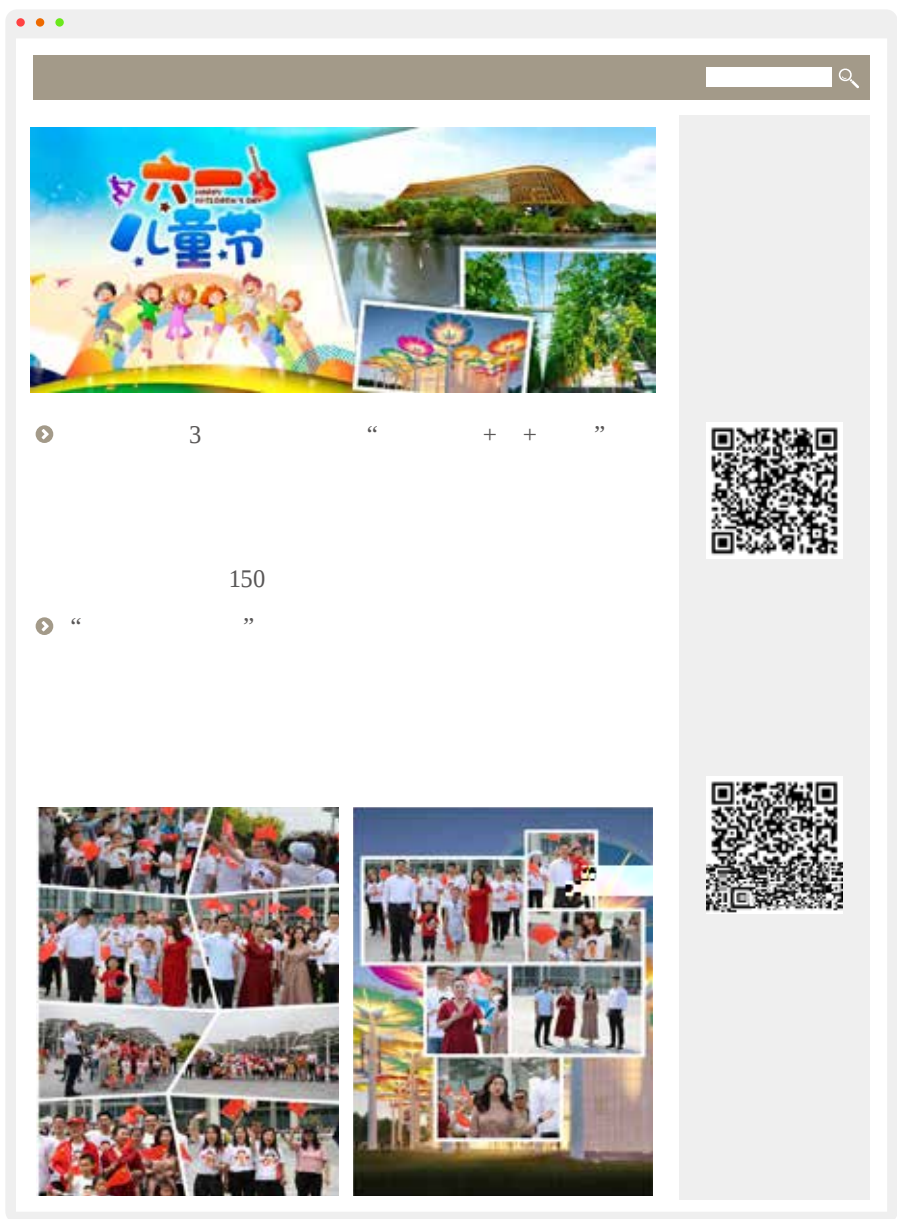
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The diagram illustrates a three-stage process. It consists of three horizontal bars at the top, each representing a stage. Below the first bar is a circle labeled 'B'. Below the second bar is another circle labeled 'B'. Below the third bar is a circle labeled 'C'. Arrows point from the first 'B' to the second 'B', and from the second 'B' to 'C', indicating a sequential flow.







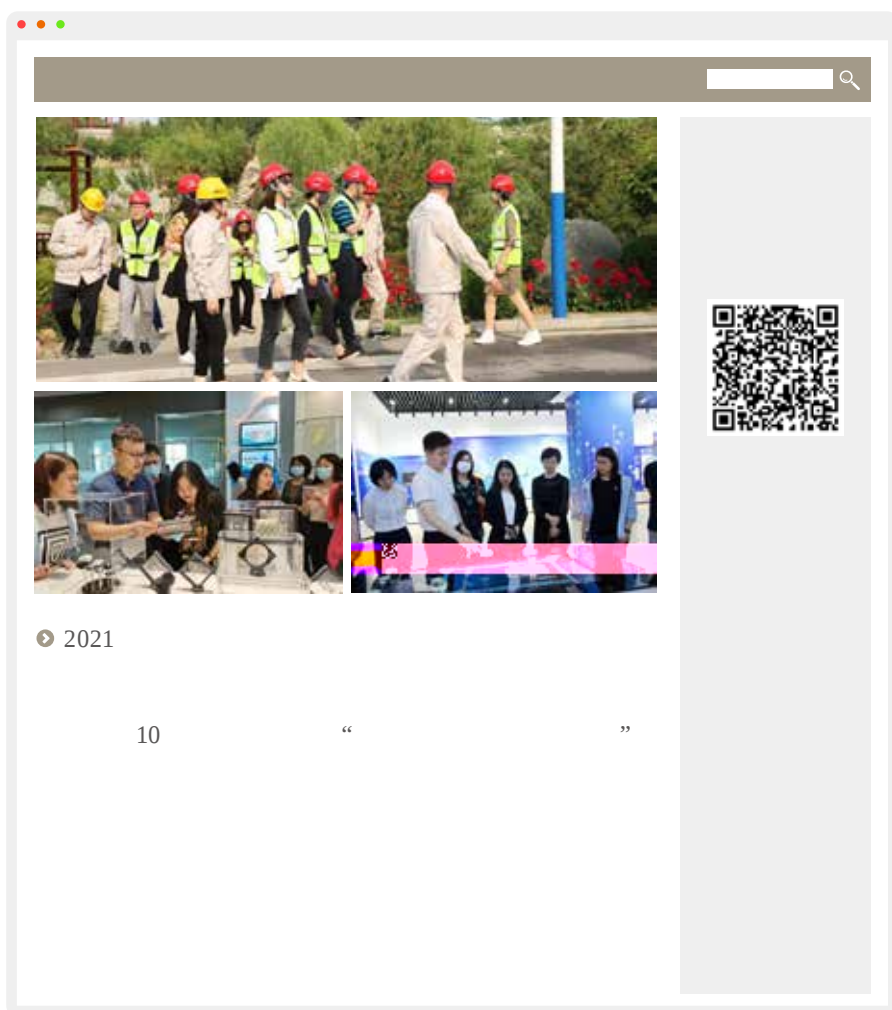


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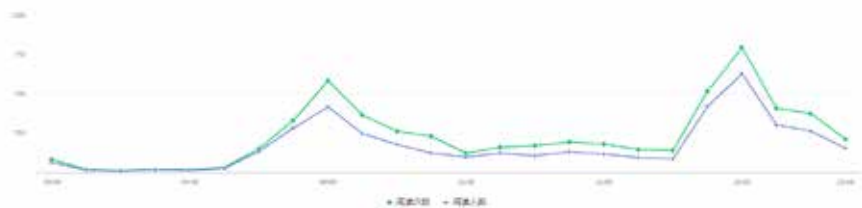


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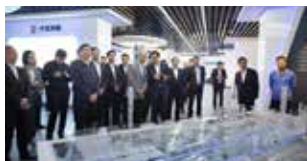
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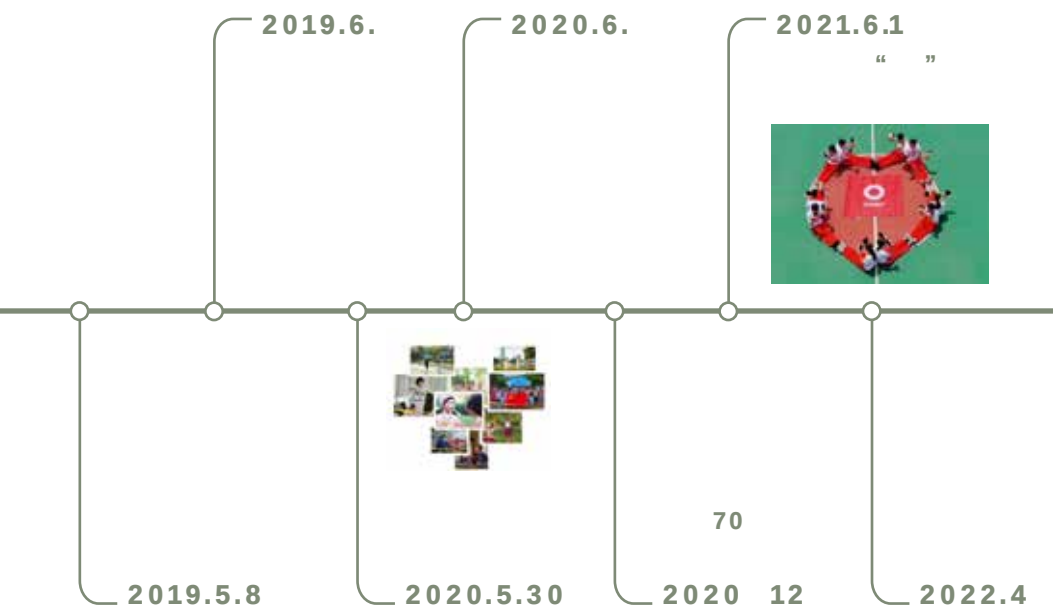
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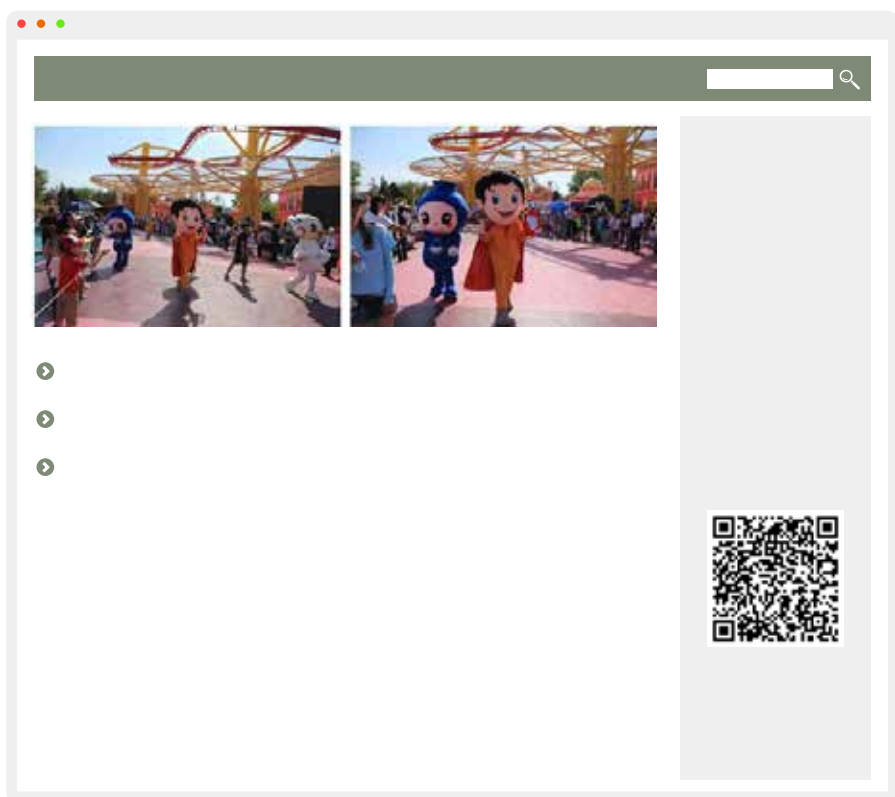
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拿来主义

即直接采用社会上的现成热点标题，以集团官微的内容贴合社会热点标题。

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无中生有

即原创构思，将企业的内容与社会热点相结合，碰撞出新的火花，从而使人眼前一亮。

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WHAT

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吊足 胃口

即将微信标题设计成引起受众感兴趣的形式，卖个官司然后揭晓答案，吊足受众胃口，使人看到标题就想点进去一探究竟。

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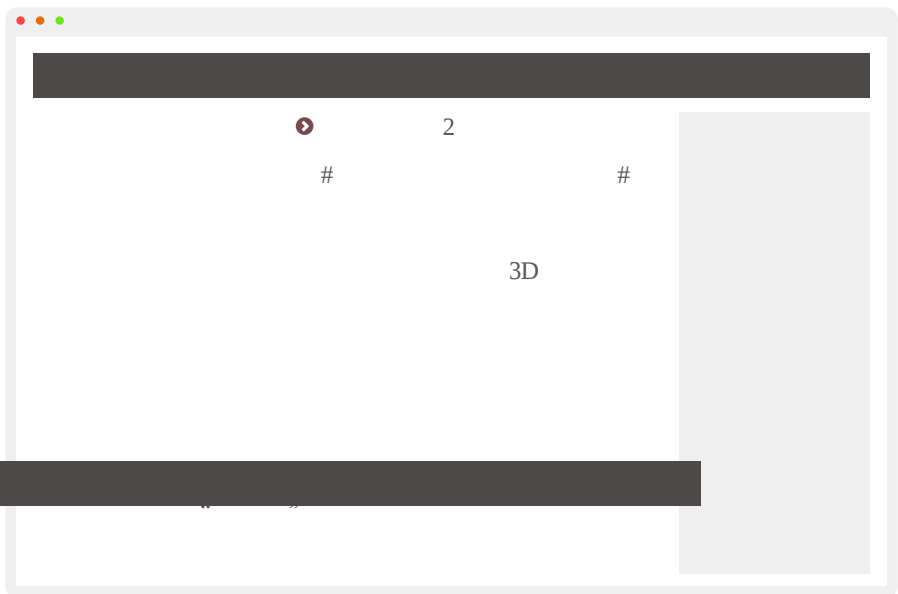
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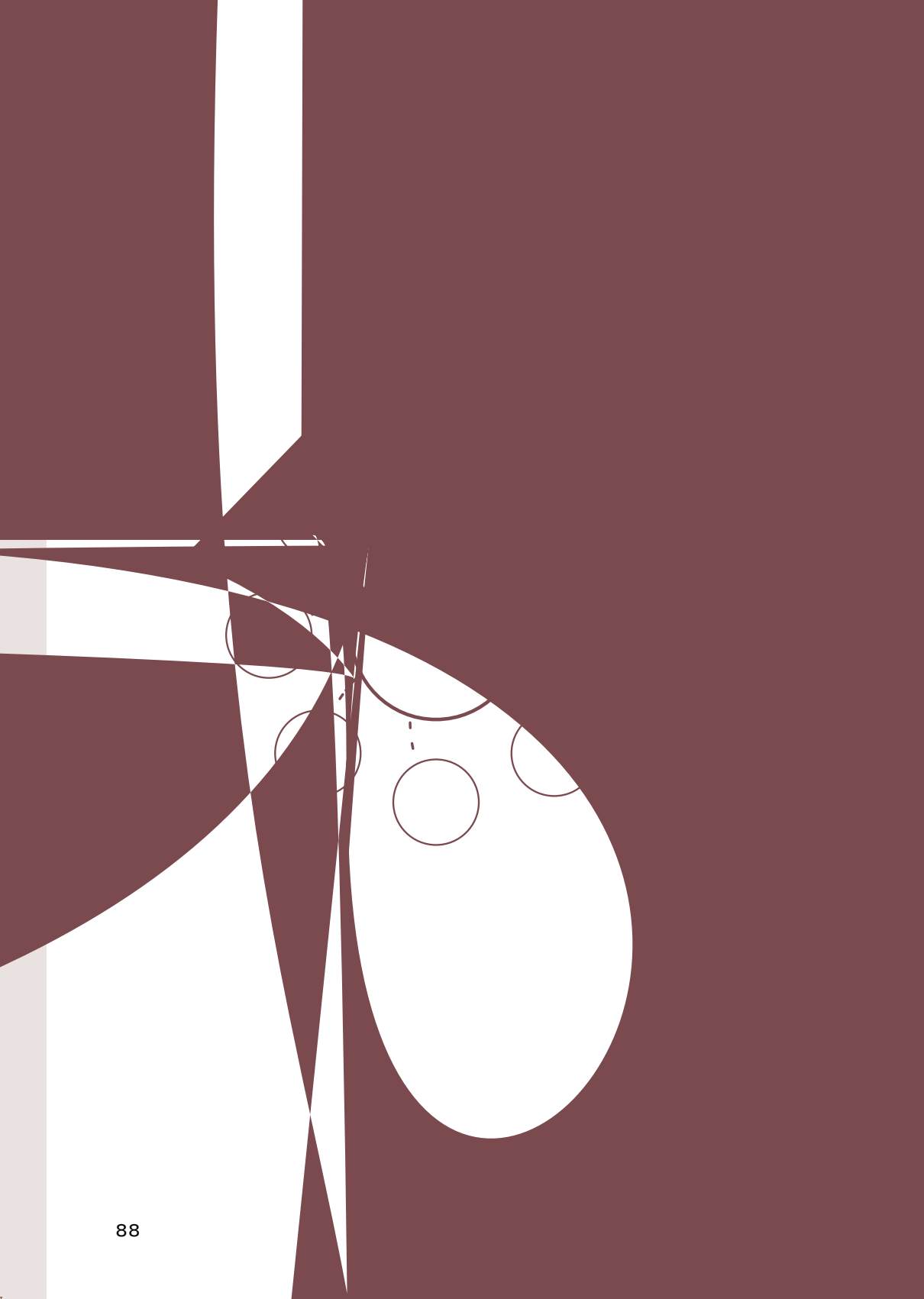


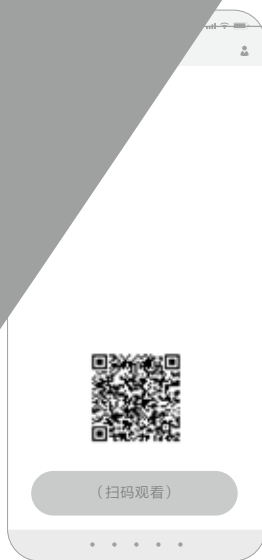
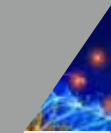
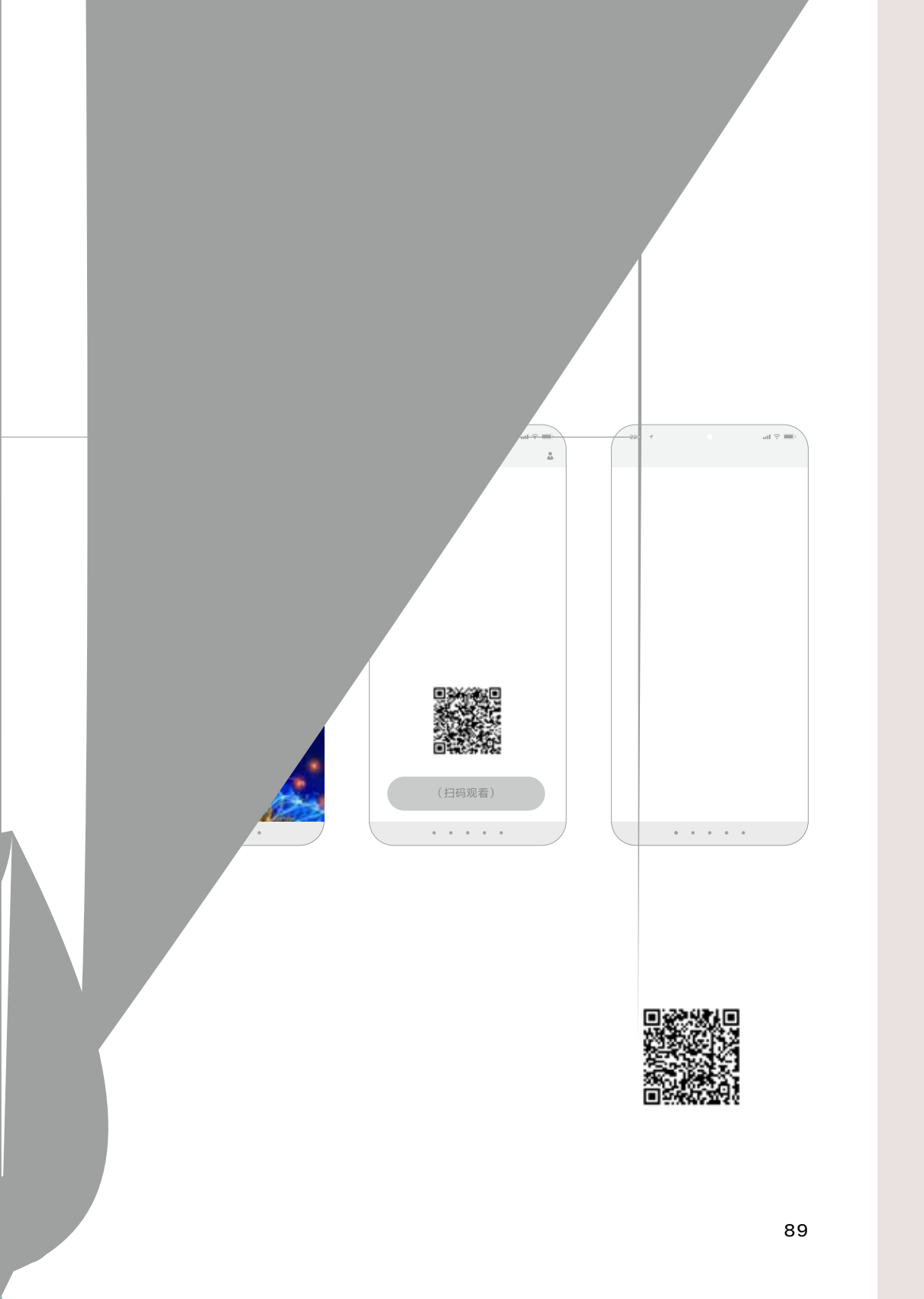
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中国建材集团 2022-08-22 15:00 观看人数: 1000



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EPILOGUE

