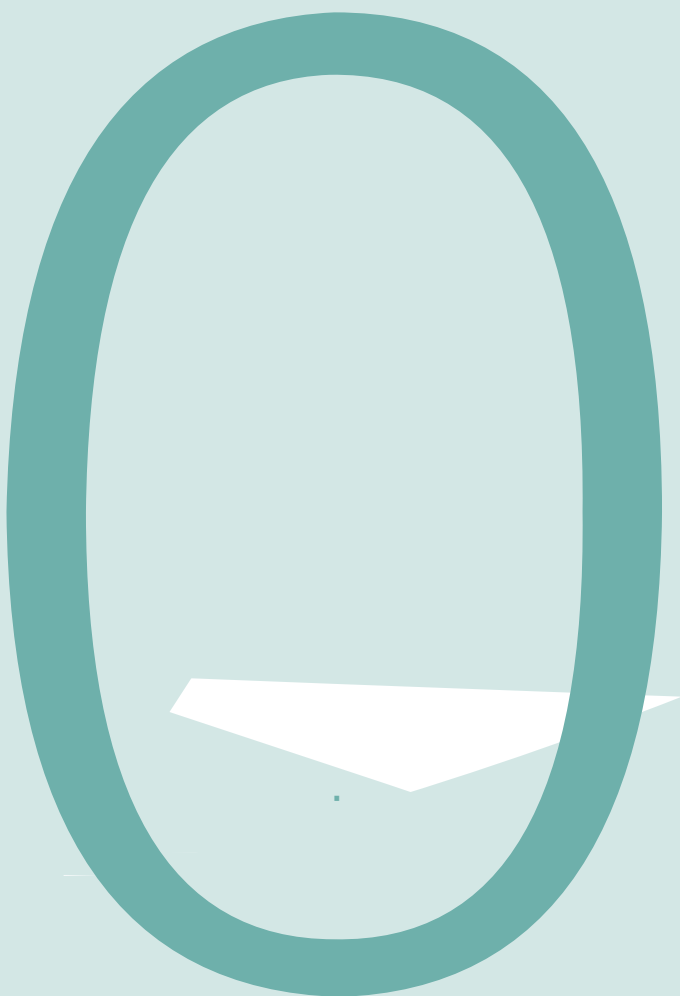




中国建材集团

# 新媒体 工作法



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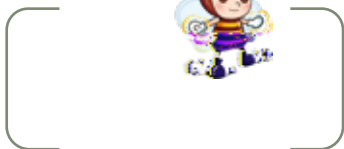
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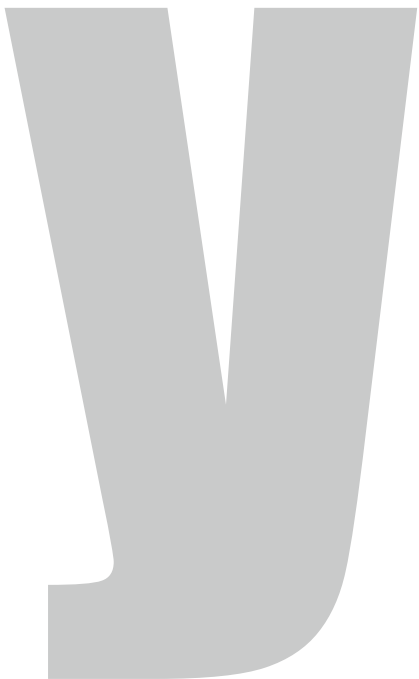
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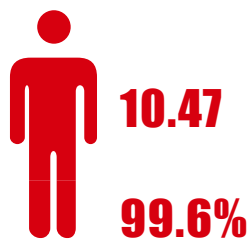




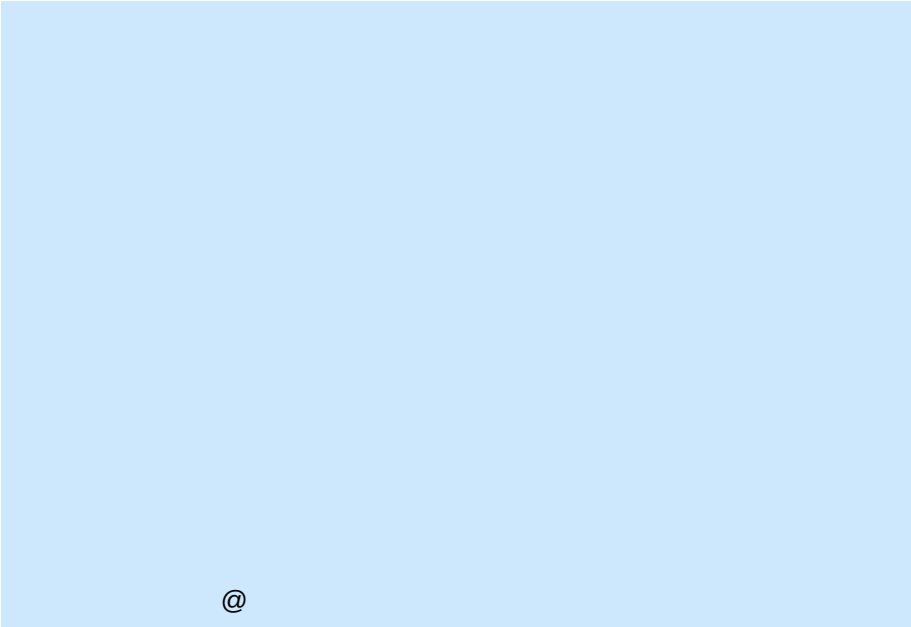
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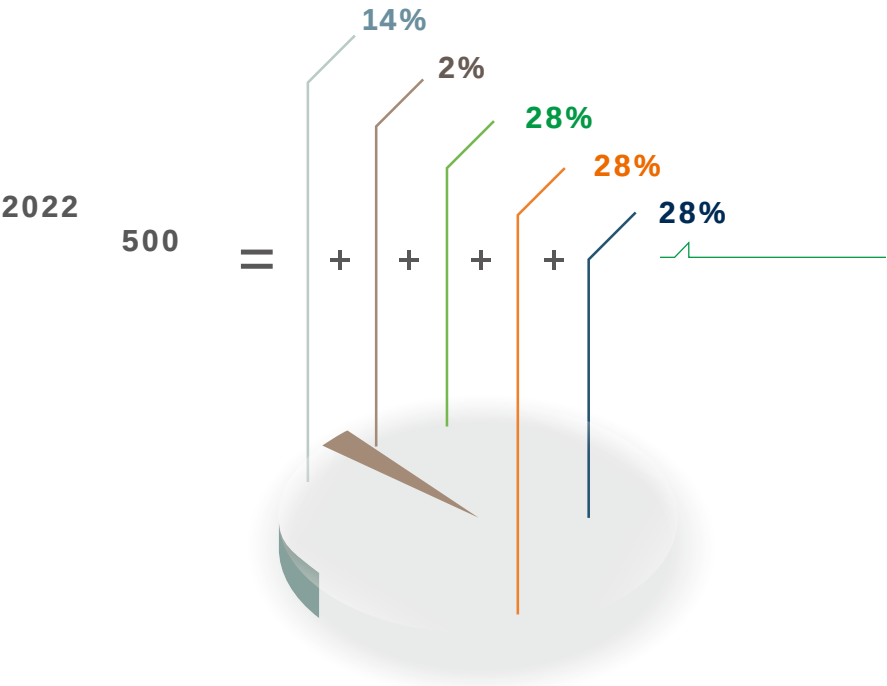
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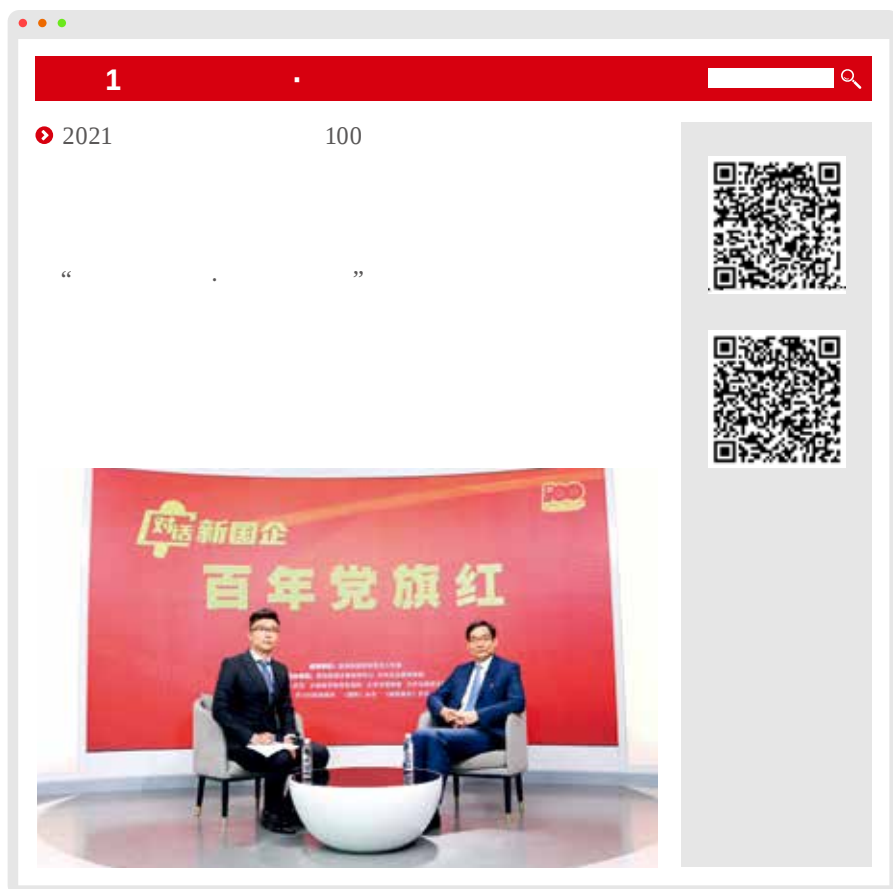
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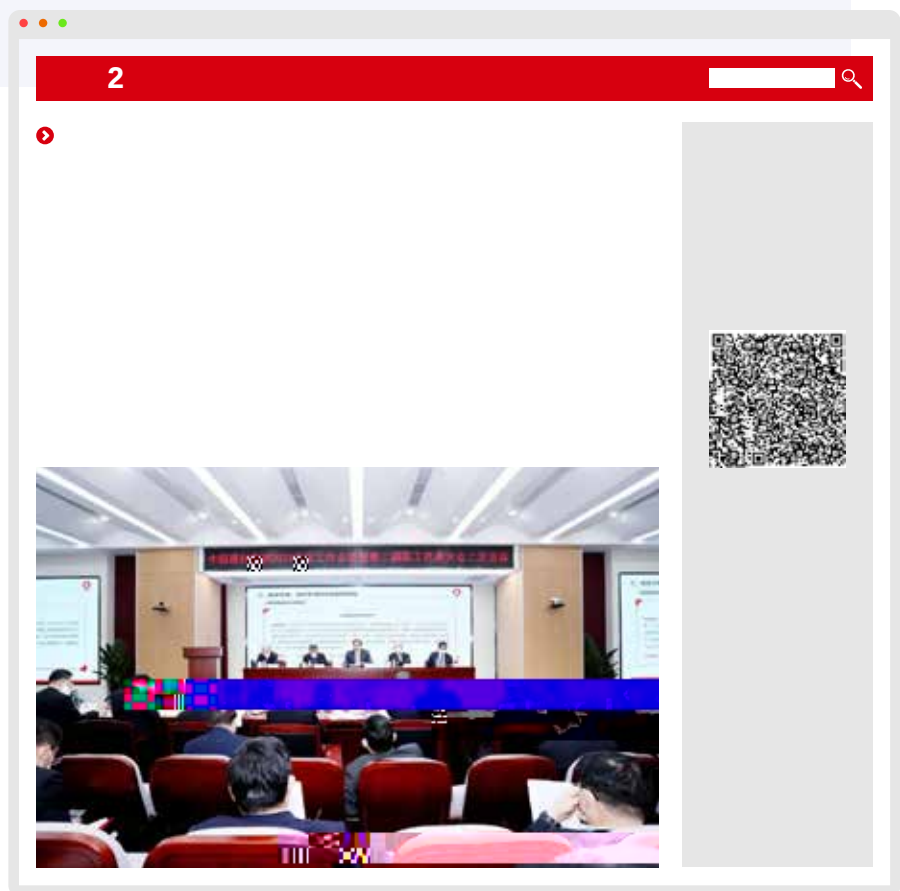
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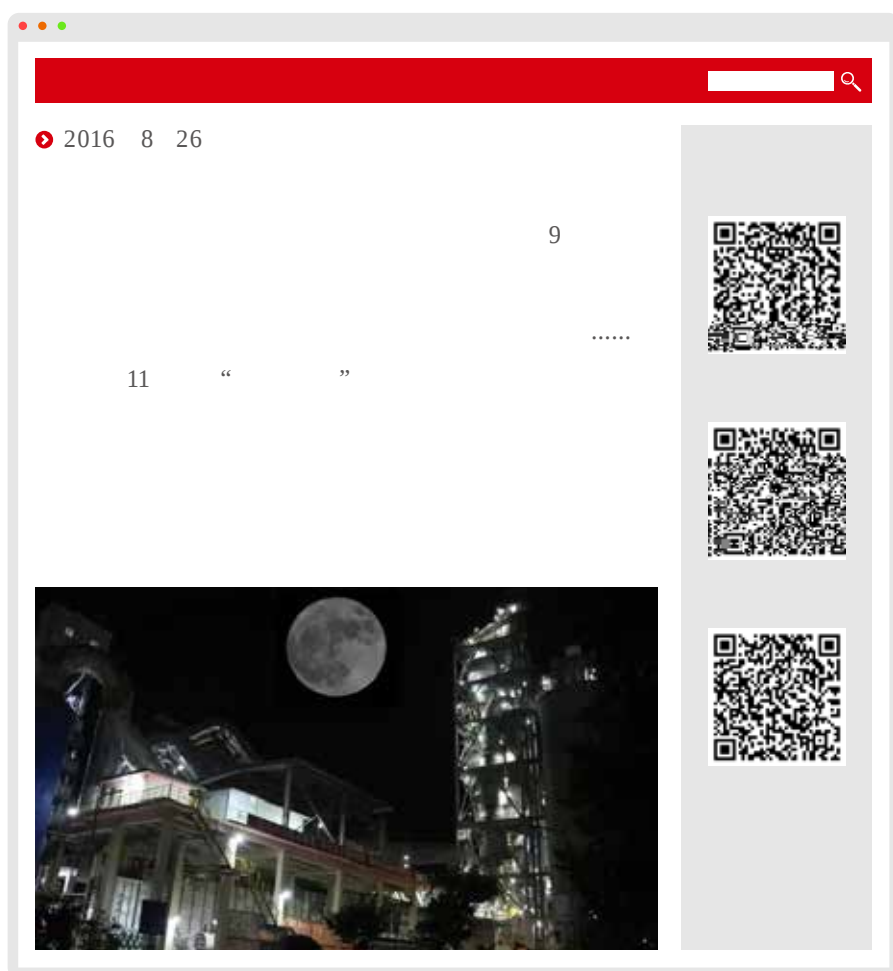




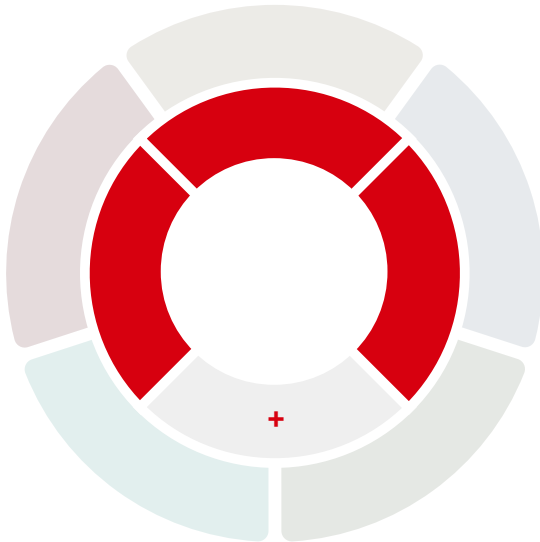
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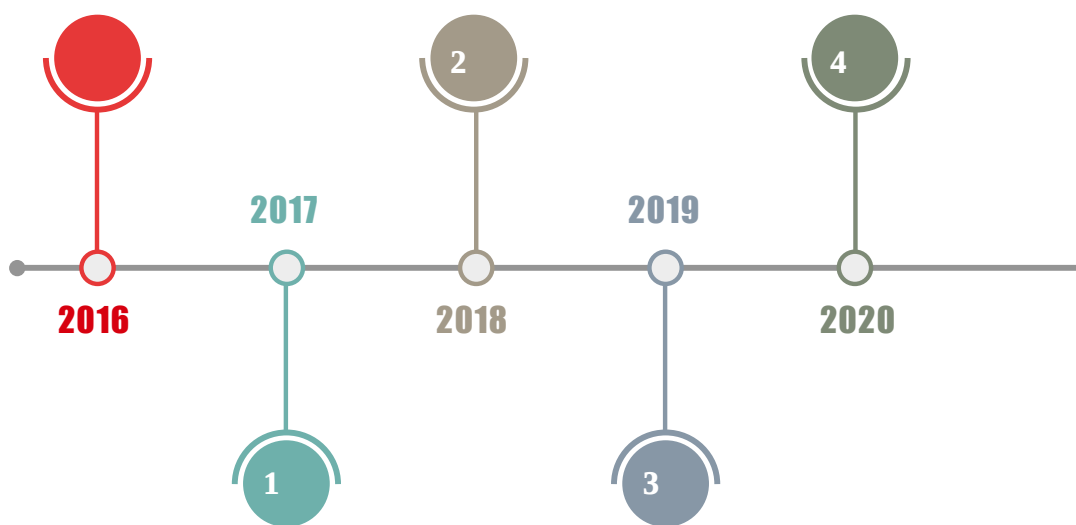
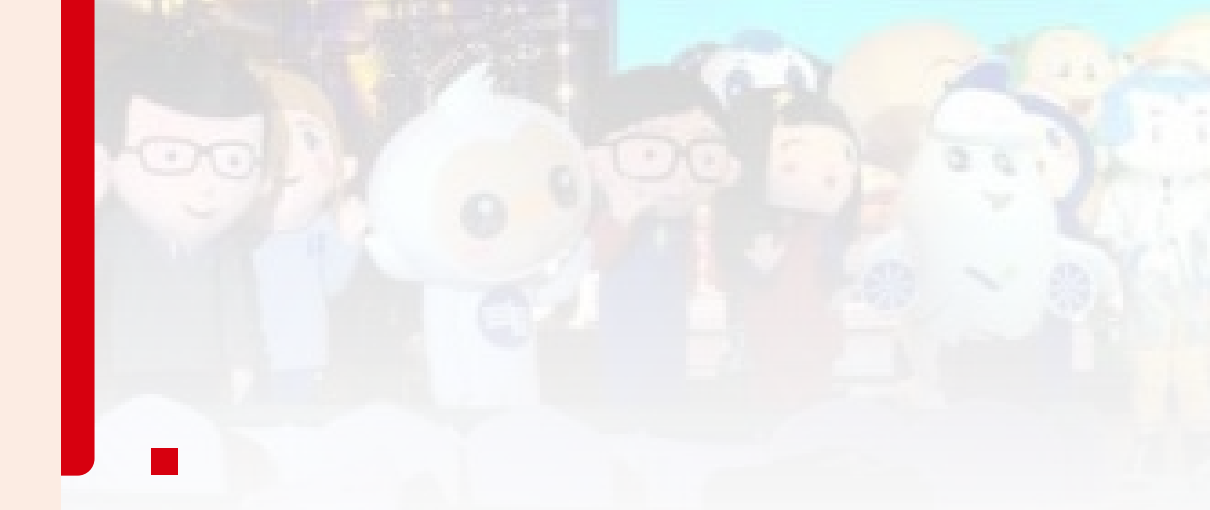
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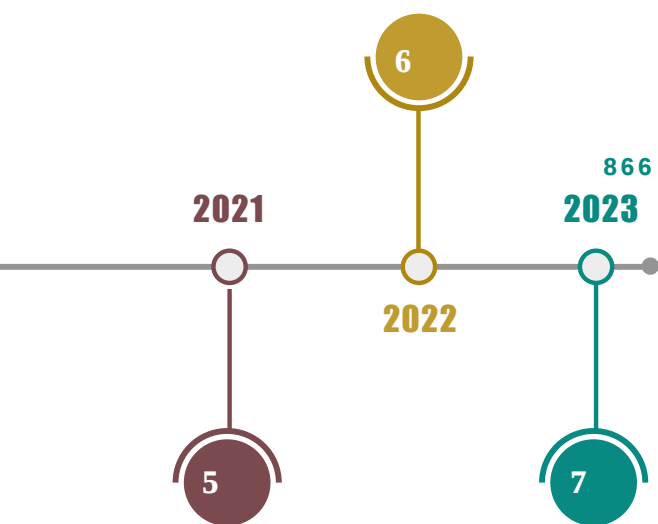
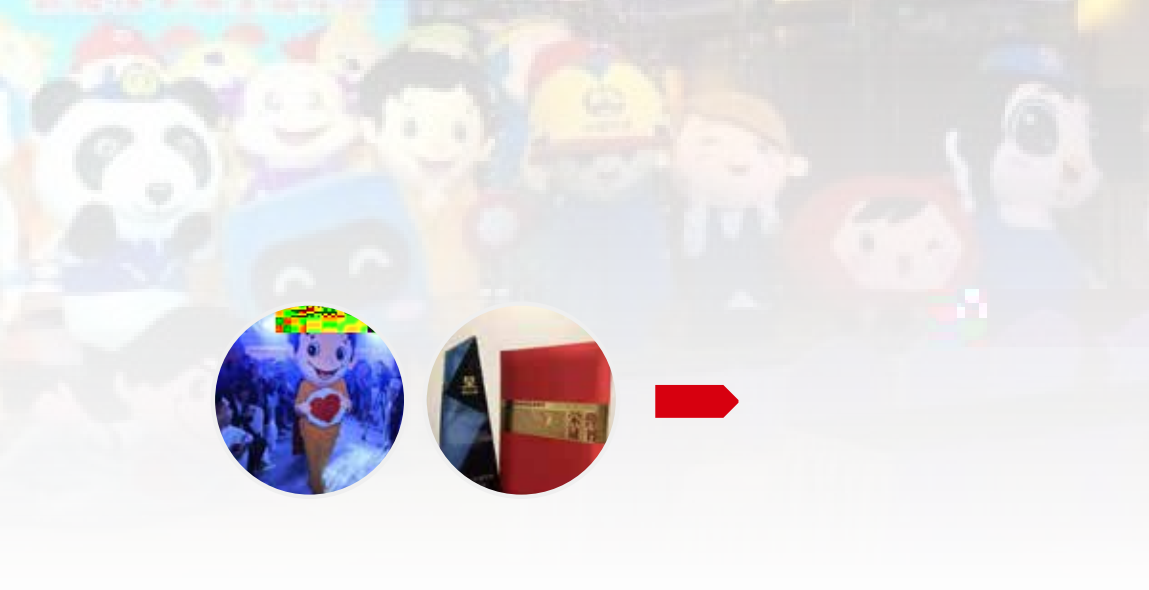


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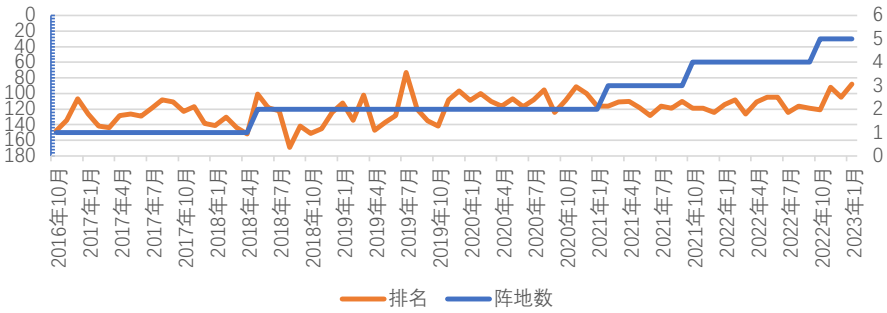
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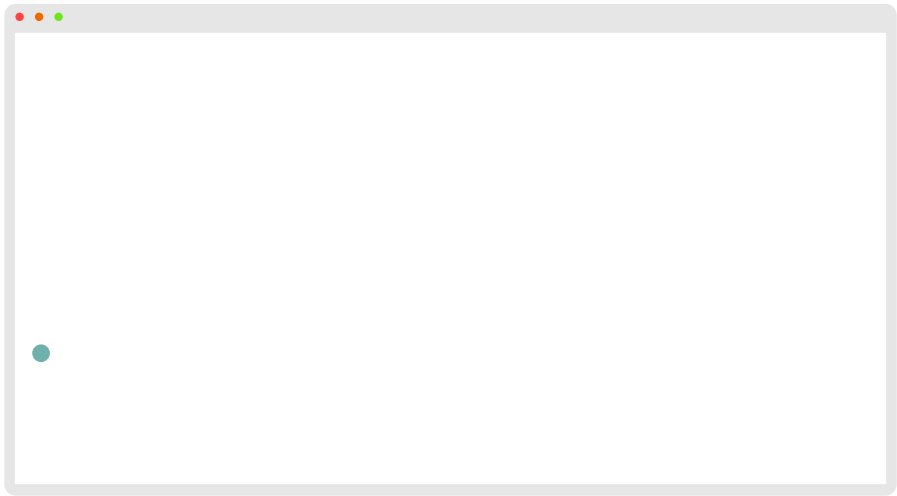
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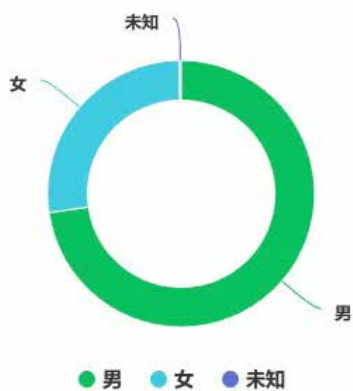
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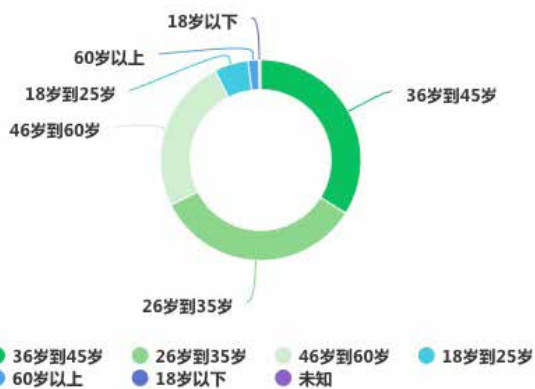
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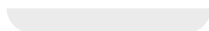
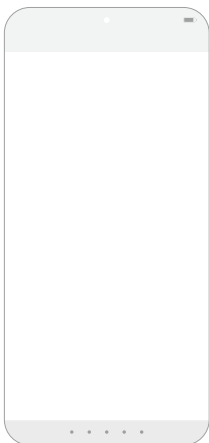
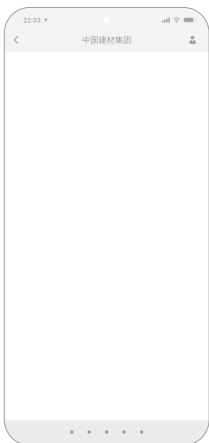
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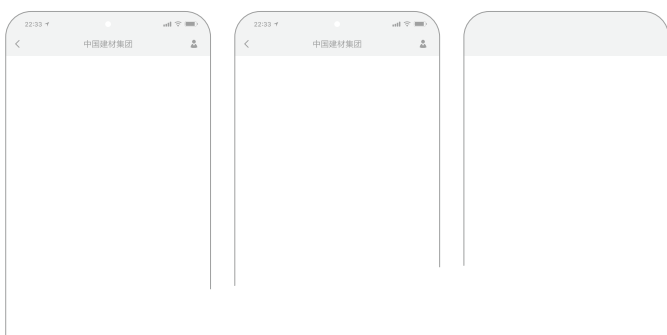
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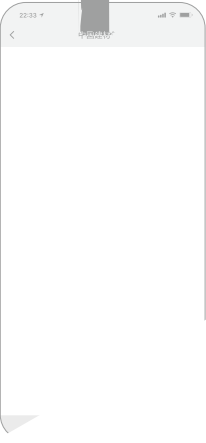
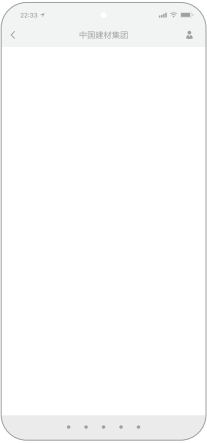




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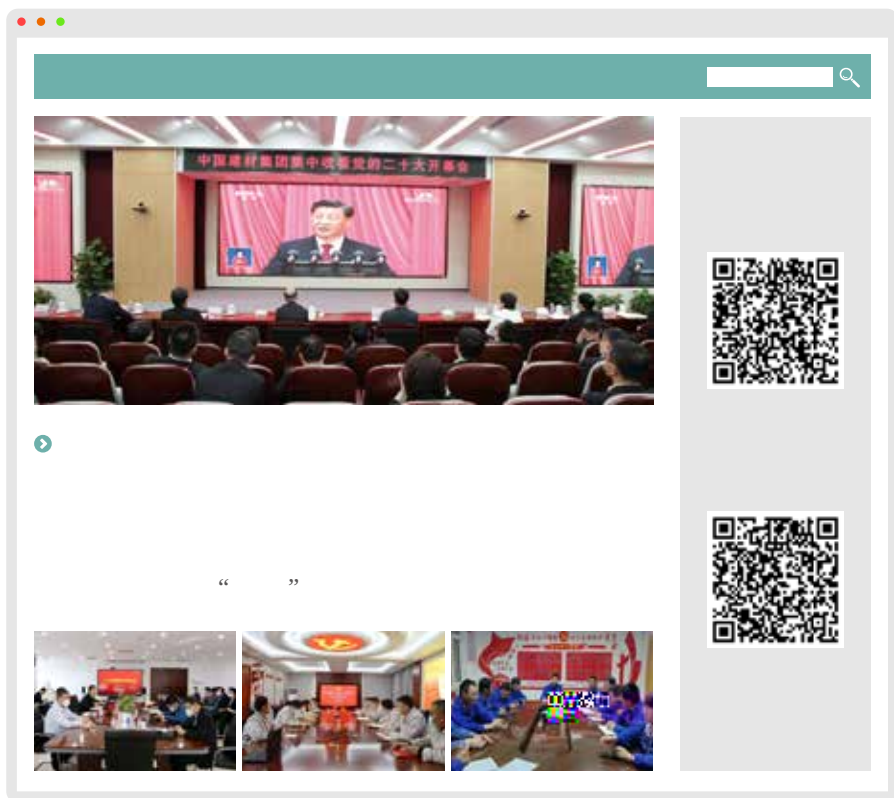
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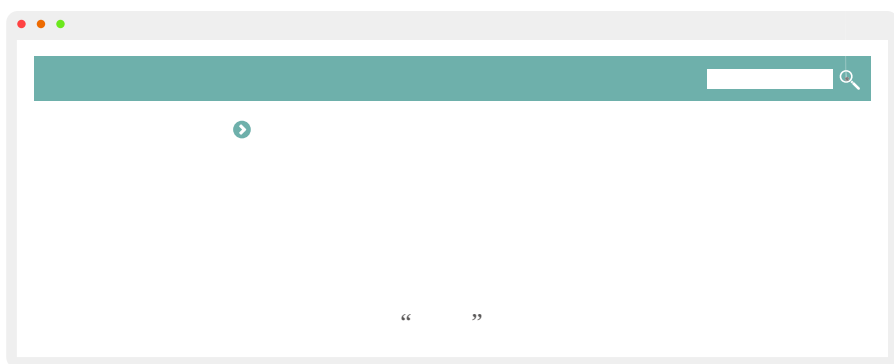
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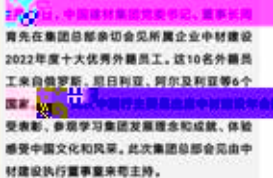
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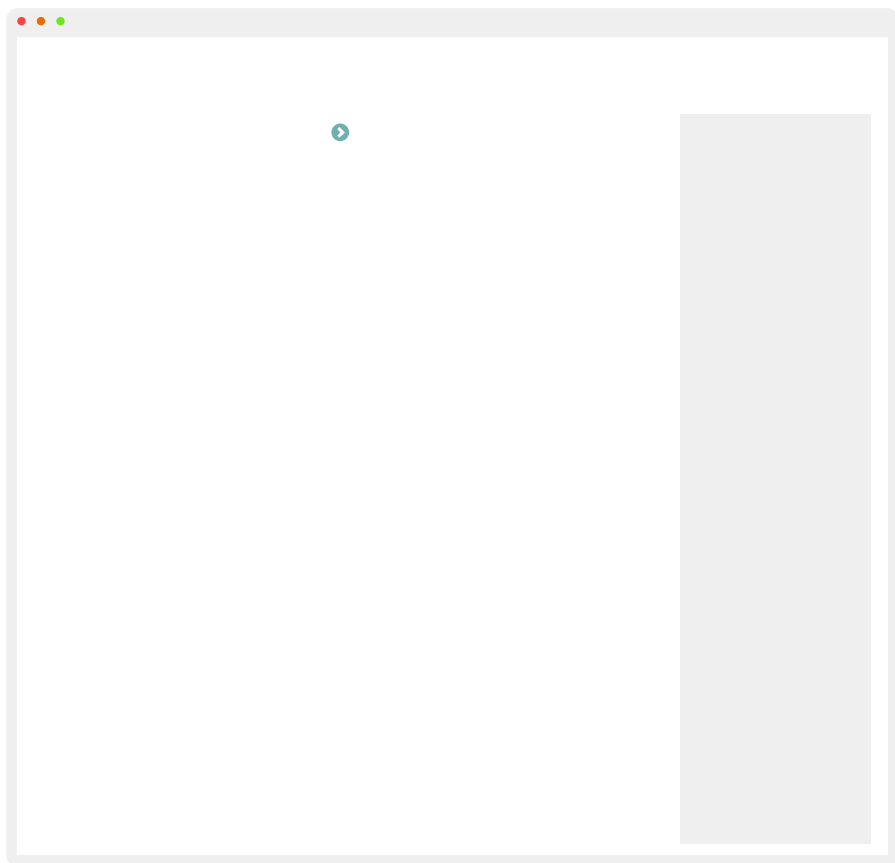
中国建材集团 3113-63-00 1833 陈燕王北坡

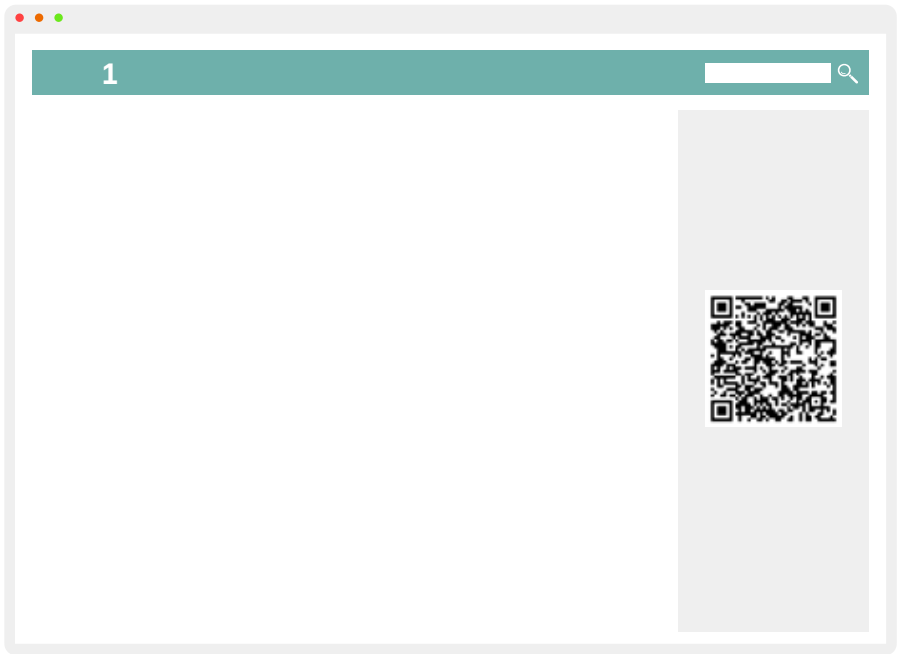




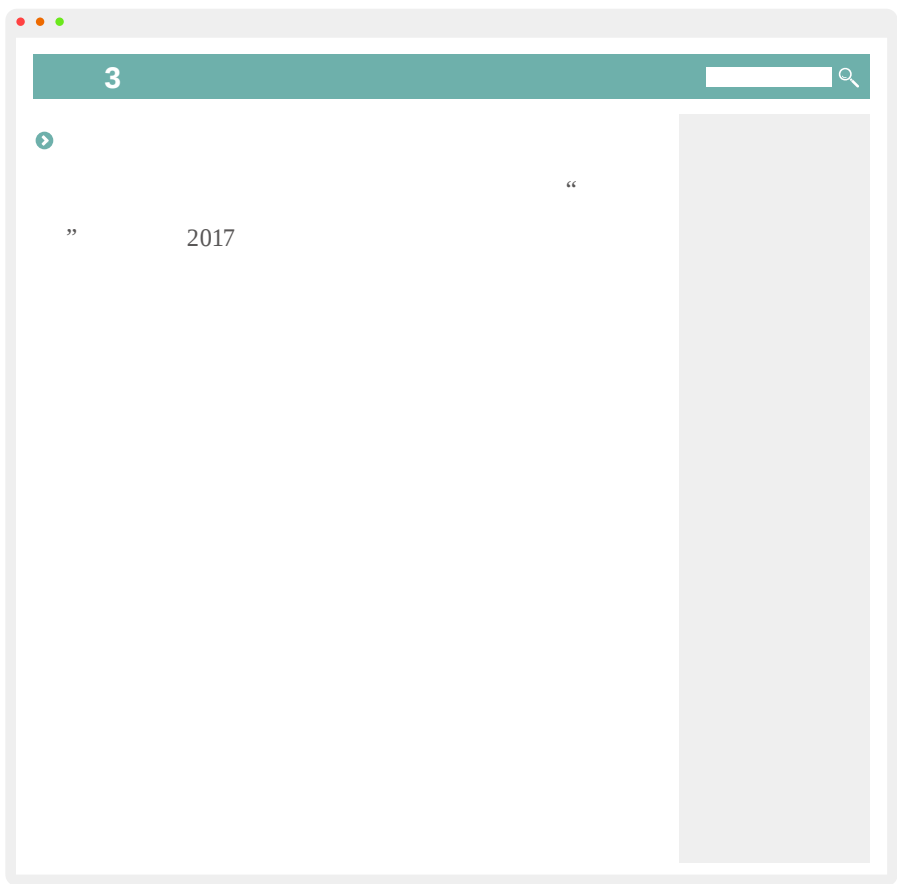


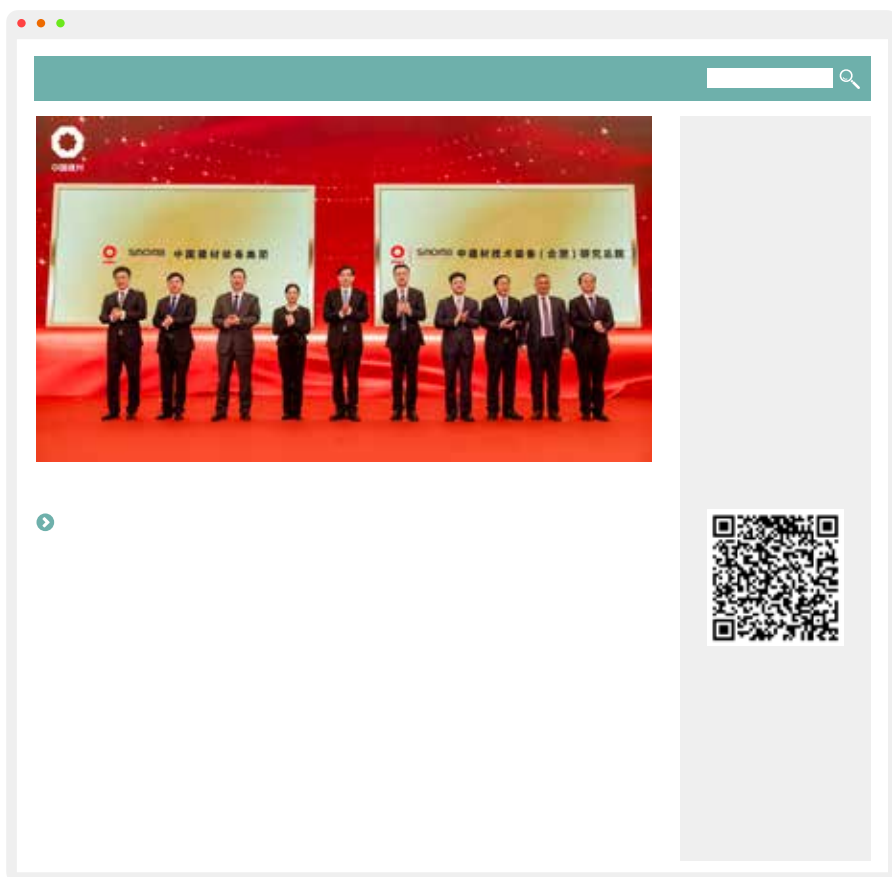


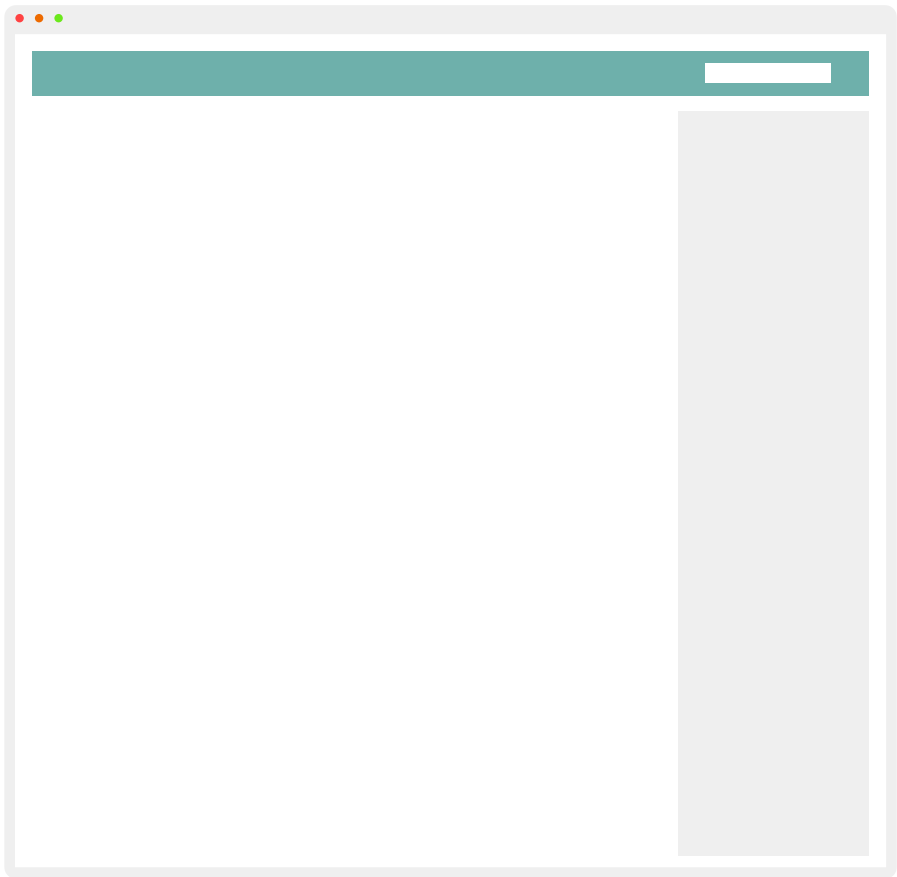












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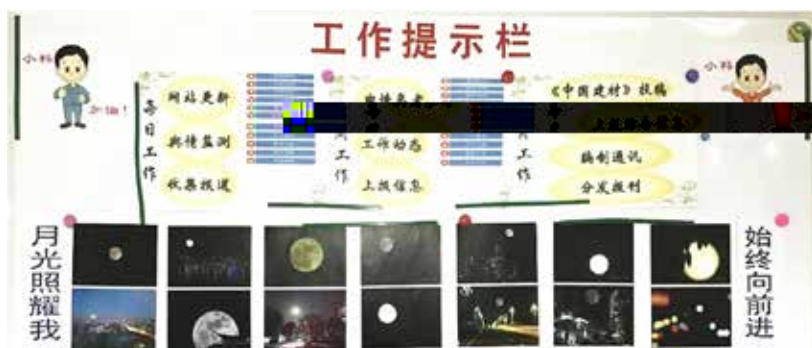
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- ①卡通形象的好处：够安全、能活用、不费事、低预算
- ②创新表达方式：企业形象、信息发布虚拟代言人（人格化传播）



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

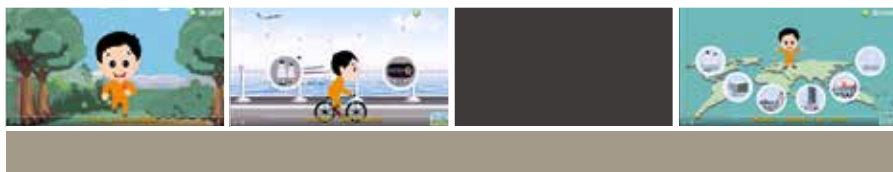


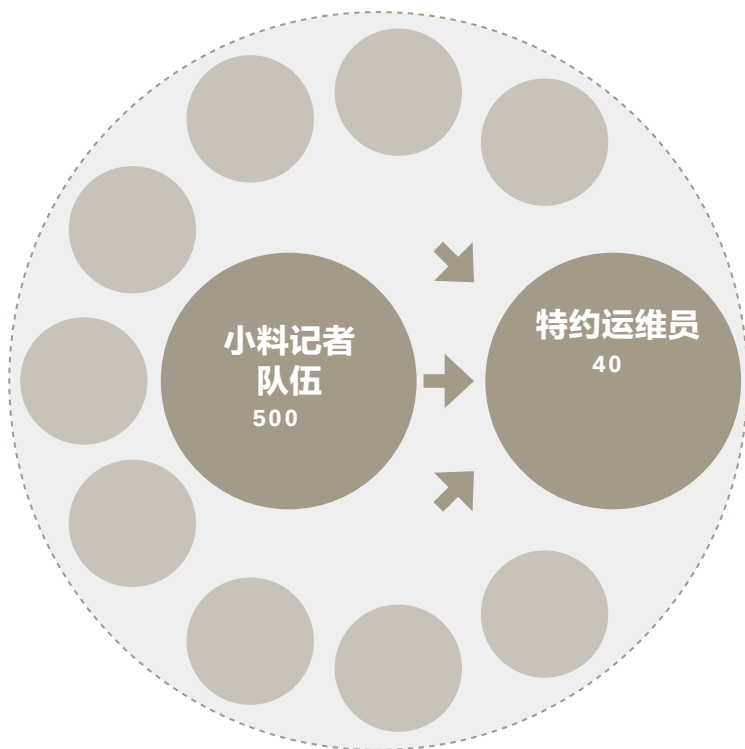
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我是建材大M，materials的M  
展现集团智能创新和转型升级形象

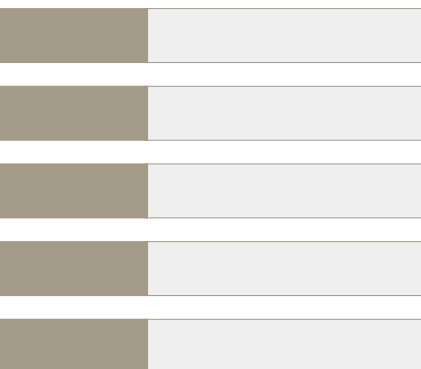
我是建材蜂宝，蜜蜂的蜂，宝贝的宝  
寓意中国建材人勤劳执着和精益求精的工匠精神

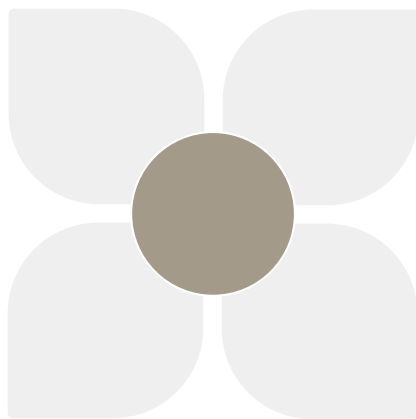
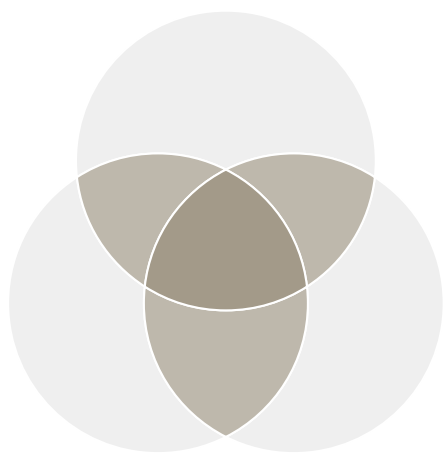






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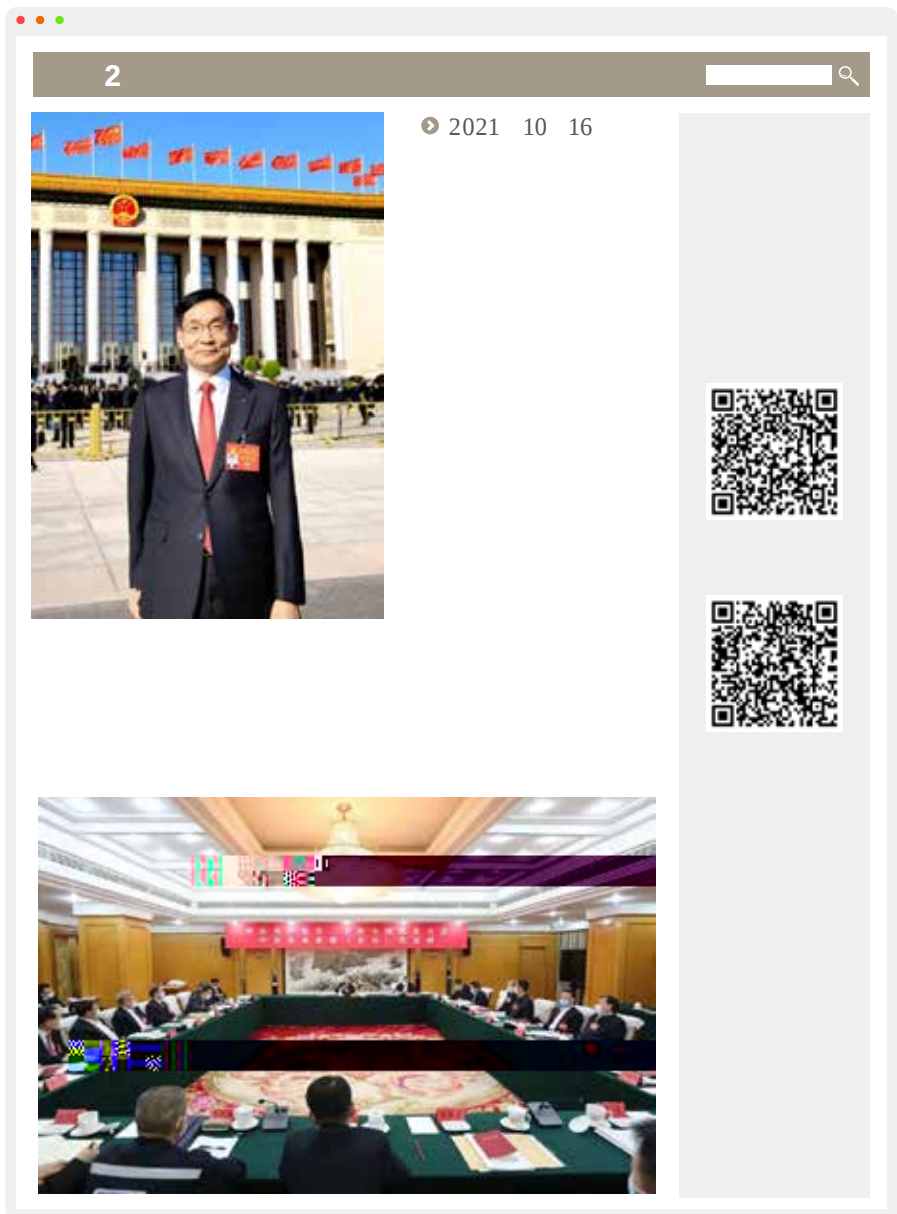




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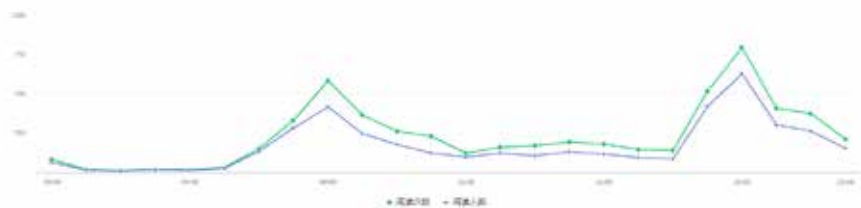


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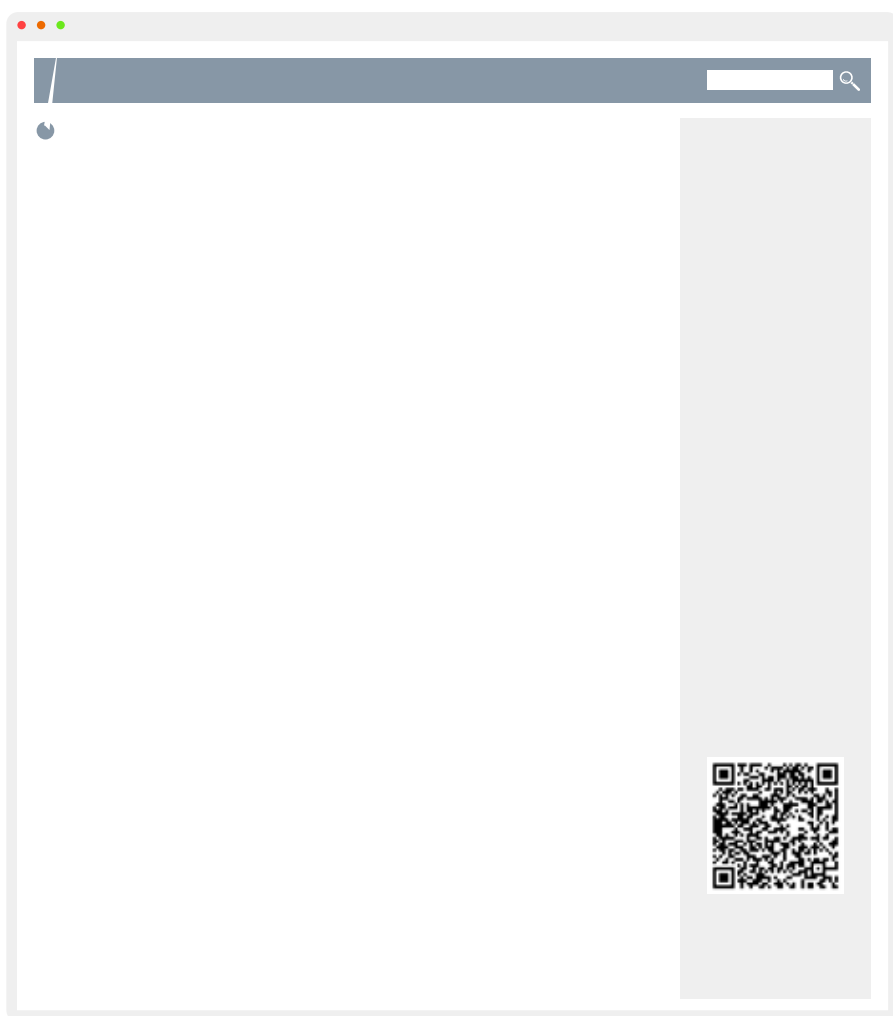
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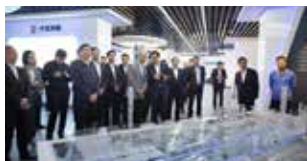




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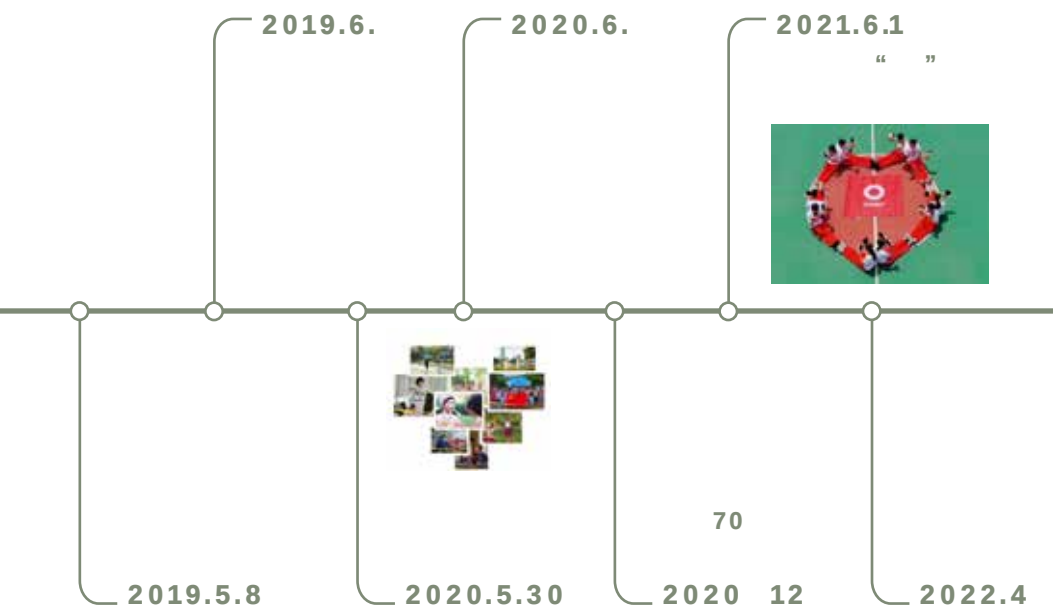
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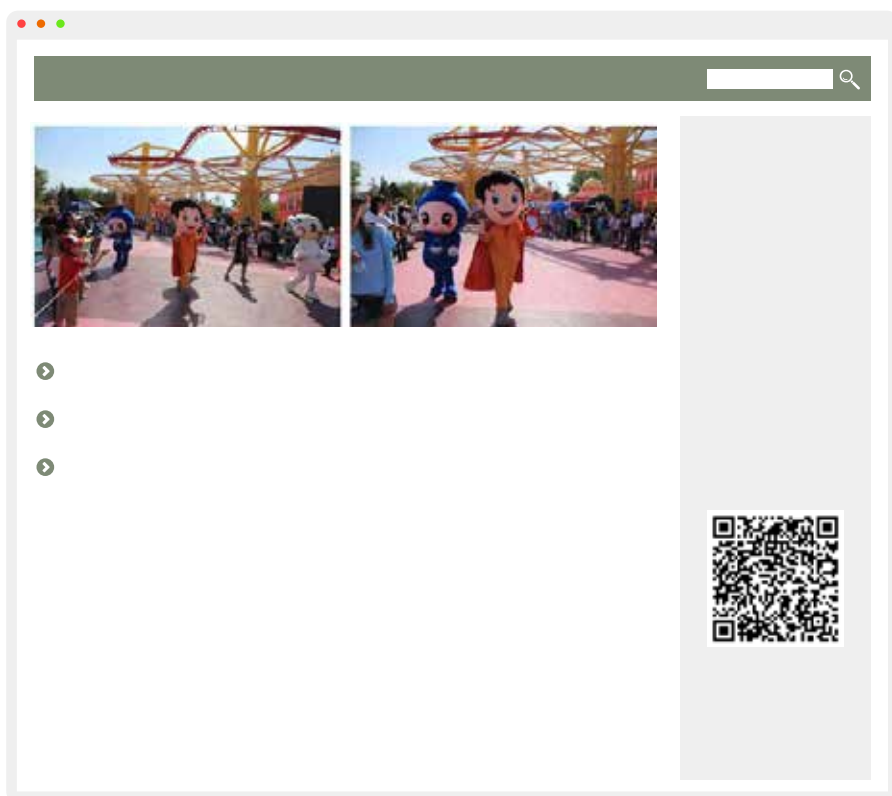
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## 拿来主义

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。

• # 2019年11月11日 #

- 双十一购物狂欢节
  - 双十一购物狂欢节
  - 双十一购物狂欢节
  - 双十一购物狂欢节
- .....



## 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。

• PK

WHAT

- 双十一购物狂欢节 2
  - “双十一购物狂欢节”
  - “双十一购物狂欢节”
- .....



## 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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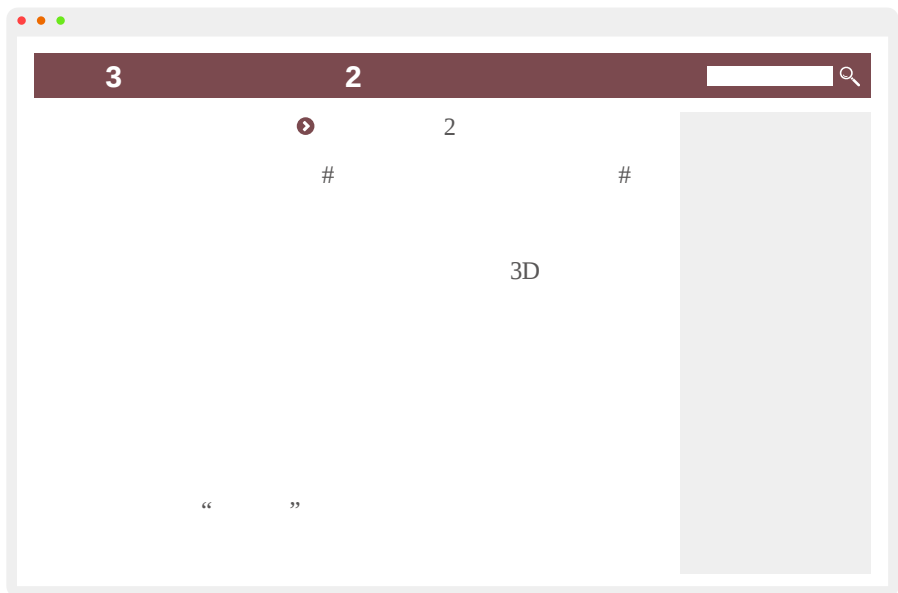


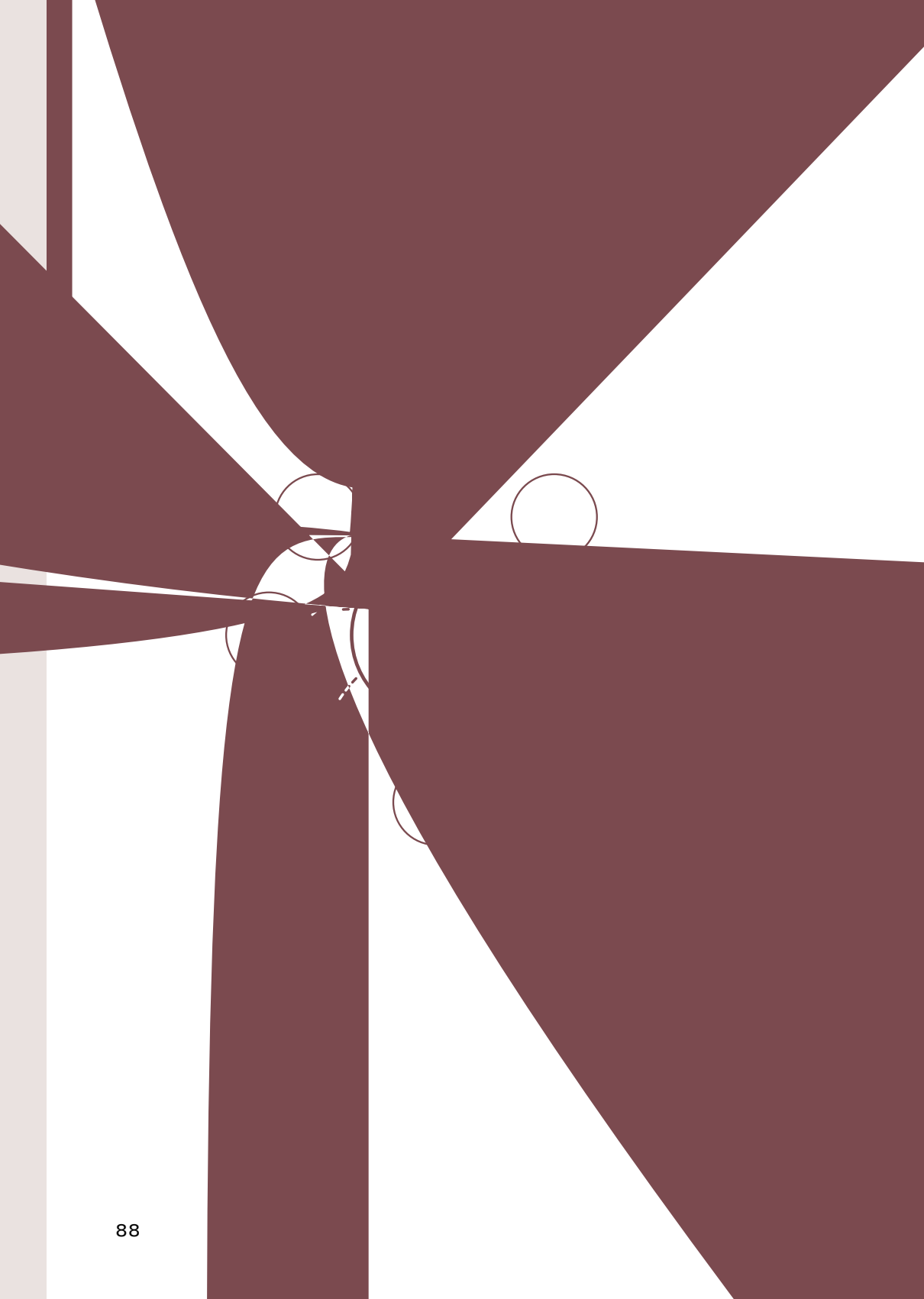
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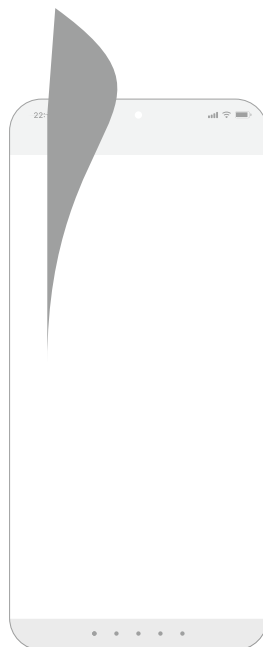
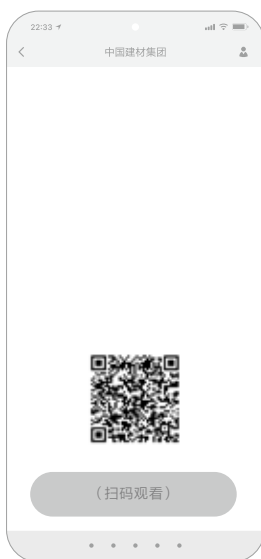








## H5







(扫码观看)



## EPILOGUE

