

Research on Marketing Strategy of WeChat in The New Media Era

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Abstract: Nowadays, the media environment is gradually changing with the development of the economy. The emergence of new media based on network media has undoubtedly innovated the communication mode of media. In the era of new media, many traditional enterprises transit from informatization to the mode of Internet. Tencent's WeChat platform owns hundreds of millions of users. Its huge number of users and powerful marketing functions have attracted many enterprises and businessmen. WeChat has become one of the hottest social platforms, which fully integrates the virtual social networking with real social networking. This paper mainly expounds the characteristics of WeChat marketing and the problems existing in the application of WeChat marketing in the new media era, so as to put forward corresponding marketing strategies.

1. Introduction

At present, we have ushered in the new media age with the rapid progress of science and technology and the popularization of Internet. The media has been innovated in the way of communication, instead of totally relying on the traditional television, radio, outdoor advertising and so on. On the basis of traditional communication, the new media makes the information spread faster and increases the interaction. Especially for enterprises or businesses, the WeChat marketing has become the major means of new media dissemination. This situation is also related to the function of the WeChat itself as a carrier. The WeChat communication is of excellent timeliness and interactivity. The WeChat marketing requires low cost, which can also guarantee security and convenience in payment. WeChat has achieved seamless connection between virtual social networking and real social networking. As a result, the WeChat has become a popular carrier in the new media era, and has become a hot topic of discussion. Both individuals and enterprises can use WeChat to promote product information and give full play to its marketing functions. In the new media era, people however are faced with huge amount of information every day. Therefore, this paper aims to explore how to give full play to the function of WeChat marketing.

2. The Marketing Advantage of the New Media Era

The advent of the Internet age has given birth to the new media. It is a innovation based on traditional media, which is a change on the basis of traditional media. Therefore, it can not be separated from the traditional media. More accurately, With the use of Internet technology and modern science and technology, it breaks through the limitations of traditional media and realizes the digitalization of media forms, such as newspapers, magazines and radio, and has a strong breakthrough in the breadth and speed of information dissemination. In the new media era, the development of WeChat has also attracted more and more attention. It is not only used for people and people exchanges, but also demonstrates a high sense of privacy. At the same time, it can also be used as a window to publicize the enterprise, to spread the information of the product and to shape the image of the enterprise.

New media marketing is the product in the combination of new media and marketing. Its advantages are mainly manifested in the following aspects: First, the great attention of consumers. Compared with the traditional marketing, the new media marketing has more influences than the traditional media, which has transcended the traditional media in the speed and breadth of the communication. Therefore, it is easier to attract consumers and occupy market. Second, a higher

degree of trust. In the network environment, the trust degree of brand is influenced by many factors. In view of this, users can directly communicate with the enterprise in the communication of new media, so as to improve the trust of the brand. Third, high degree of product recognition. In the marketing mix of the media, new media advertisements are more likely to arouse consumers' sympathy and give consumers a sense of identity.

3. The Characteristics of WeChat Marketing

WeChat is a social platform launched by Tencent Inc in 2011. WeChat can achieve real-time transmission of text, voice, picture, video and so on. It not only provides users with convenient information exchange, but also makes communication content rich and colorful. WeChat has a large number of users and is in the leading position among similar social software. According to relevant statistics, as of 2018, WeChat's active users worldwide were nearly 1 billion, with monthly active users up to 889 million. Based on the huge users, an increasing number of enterprises have established WeChat communication platforms, hoping that WeChat will enable consumers to quickly understand their products through marketing. Conversely, WeChat also provides convenience for consumers, who can quickly understand products that they want to know. WeChat marketing mainly adopts WeChat platform to disseminate product information, so as to achieve the purpose of brand building and enhancing sales volume.

WeChat marketing mainly has the following characteristics: First, the precise point to point marketing. Taking the WeChat public account for example, the official wechat account can be set with different topics and themes, such as food and tourism. Consumers can pay attention to the relevant information according to their own needs, while businesses can put product information in WeChat according to their own needs, which realizes the precise marketing of both sides. Second, the varied and diversified forms. There are many ways of marketing via WeChat, such as hand shaking, positioning, red packets, scanning two-dimensional code to send gifts and so on. These methods can attract users for participation easily. Third, the relatively low cost of marketing. The precision marketing can be realized through the platform of wechat. The enterprise does not need to spend money to build WeChat official account. Therefore, in the way of communication, WeChat is more precise and cheaper when compared with the traditional media. In addition, WeChat platform is of strong openness and timeliness in the dissemination of information.

4. The Problems of WeChat Marketing in the New Media Era

Since the emergence of Wechat, a large number of enterprises have published information through this platform. Many enterprises even establish customer service account to increase customer stickiness. However, the homogenization is more serious in marketing mode. As a modern social software, WeChat has a certain privacy, and it also of relatively strong openness, so as to build a platform and carrier for external communication for enterprises. Compared with the same type of network platform, the cost of WeChat's transmission is low because it pays attention to precision marketing. However, different enterprises even adopt hugely similar modes in designing the content. That is to say, the content of the communication is basically similar among the same type of enterprises. In WeChat marketing, the content marketing is of critical significance. In the era of Internet fragmented reading, consumers are immersed in too much complicated and homogeneous information, which can cause the fatigue of consumers in processing the information. In terms of communication content, Internet companies can easily seize the consumer's attention; however, the traditional enterprises are inaccessible to better platforms. In terms of the communication content, the enterprises needs to get closer to the target customers, so as to better interpret the brand concept and promote product sales. In addition, it is difficult to control the time and frequency of content pushing.

As one of the technologies of network media, WeChat itself has a strong interaction. Its essence is point to point and private relationship. However, the customer interaction is poor in actual marketing. When users follow the corporate official account, users and enterprises form such a

point to point private relationship, like the relationship among "friends". The information arrival rate of enterprise is 100%, but the enterprise can not been able to communicate with followers very well in the process. Some of these followers are potential customers, and some of them are old customers. Some enterprises have a large number of followers in account. Therefore, how to interact with followers is an important problem. It is impossible for enterprises to maintain every follower. However, WeChat operators should reverse their thinking and turn followers into "friends". Based on the characteristics of followers, enterprises can carry out a series of activities, such as some offline or online activities, in-depth communication with the followers and some benefits to followers and so on. The interactivity of followers can be a common problem among the current enterprises. The lack of interactivity with followers can surely cause the loss of followers.

The WeChat platform is based on the new media environment. In the network environment, the privacy information of users has always been the focus of attention. More consumers believe that there are unsafe factors for the service of WeChat marketing platform. In this environment, it is not strange for the consumer to have this kind of worries. Therefore, enterprises should take full advantage of the safety factors and protect the privacy of users with the help of WeChat's propaganda or access procedures and software in actual operation. However, many enterprises can hardly perform well in this aspect and they fail to fully consider the security factors and protect the privacy of the users. In addition, the service provided through the WeChat platform needs to be improved. In order to communicate easily, some users like to communicate through the background word messages. If the customer service staff can not respond in time, the user will lose patience and cause the loss of customers. This is also the common disease of most enterprises in the operation of WeChat platform. In most cases, they lavish too much attention to active promoting and transmitting information frequently to customers, but fail to pay close attention to customer feedback. Such a mode of communication is not consistent with the characteristics of the new media era.

5. WeChat Marketing Strategy in the New Media Era

Nowadays, many public accounts tend to attract followers based on the interesting and attracting content. An increasing number of followers like the content and view that can arouse resonance. Especially in the initial stage of enterprise WeChat account, it is necessary to analyze the properties of the enterprise's own products, which are mainly based on three aspects: the content, the time of publishing information and the frequency of publication. First of all, the operator shall never copy the content from other platforms to deal with the matter. Instead, the operator shall analyze the characteristics of followers. They shall first publicize the the information that the enterprise wants to transmit and then to push the information that followers like. Even the traditional media with strong credibility can attract followers' attention with another way of affinity to audience on the WeChat platform. In terms of the content fabrication, the operators can combine the mainstream trend, hot events, and the image that the enterprise will shape, and then output the content that resonates to both the users and the enterprises. This mode can help to continuously influence the followers and shape the brand image. Secondly, in terms of time of publication, some articles of the public account are released late at night, such as SHIDIAN Reading Account, and some are released at commuting time in the afternoon. In this case, the operators shall analyze user groups and choose the right time to push. Finally, in terms of the push frequency, the WeChat public account includes two types: the service account and subscription account. The service account publishes the content once a week. The subscription account publishes the content every day. The specific situation should be determined according to the staffing of the enterprise.

Regardless of the number of followers at the beginning of the WeChat platform or in the process of the later development phase, the top priority is to increase the interaction with followers. In terms of the interaction of followers, operators should first analyze the characteristics of followers, regularly give benefits and carry out online and offline activities, so as to form a routine and innovate form of activities. In addition, it is quite necessary to conduct some innovations in activity forms instead of imitating others blindly. This is also a strategy that many enterprises often use at

present. However, enterprises should focus on the activities that can cause the followers' resonance, so as to achieve the effect of increasing the stickiness of the followers and making the followers relay it actively. In this regard, some official accounts shall learn from some we-media platforms, such as MIMENG and HUGO. They have definitely conducted a lot of analysis and research work in the early stage of popularization, thus winning high stickiness of followers. In addition, the loyal followers and potential loyal followers should be separated in management. There should be some difference in interactive activities for them. It is not an overnight thing to let the followers identify the brand of the enterprise, which calls for the long-term and continuous guidance and communication. As the WeChat public account of the enterprise, they should learn from the experience of the colleagues and other industries, so as to constantly adjust its interactive strategy.

One of the important purposes of WeChat marketing is to serve the followers well. WeChat marketing is not only to publicize the commercial information. Instead, the operators shall also provide some sound services and listen to the feedback from the followers, so as to better promote the development of the enterprise. WeChat functions as an important channel to communicate with followers. In service, the following strategies can be used: First, the third party program to be accessed should be audited, so as not to disclose the information of followers and to ensure the information security of the followers. Second, operators need to serve the followers in a variety of ways based on the WeChat platform, such as WeChat backstage, WeChat customer service account, third party service program and WeChat group, etc. Since WeChat is also developing new functions, public account operators should be able to grasp the information and change in time. Moreover, they shall timely listen to the feedback of followers, so as to better communicate with followers. The promotion of information via WeChat marketing is not a single-channel thinking process and decision. Operators should adjust their marketing strategies through interaction with followers and feedback from service.

6. Conclusion

Today's new media era is undergoing constant changing and innovation. It is precisely because of constant changes that bring new opportunities for the development of enterprises. In the current stage, WeChat marketing has become the mainstream new media marketing tool for enterprises in fierce competition. Every enterprise should consider how to use the advantages of new media marketing and the characteristics of WeChat marketing to inject more powerful boosters into the development of enterprises. Although there are big differences between different industries, there is no limit to thinking. WeChat marketing is also applicable in every industry. This paper mainly analyzes the main problems existing in WeChat marketing, including the homogenization of marketing content and poor follower interactivity etc. It ultimately aims to put forward the corresponding strategies, hoping to provide reference for enterprises to carry out WeChat marketing in a better manner.

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