

# Wechat Marketing Strategy of Clothing Brand from the Perspective of New Media

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**Abstract:** Under the background of the rapid development of network technology, new media marketing mode is popular, and wechat marketing mode is gradually concerned and valued by apparel enterprises. Although there are many apparel brands using wechat marketing, many enterprises do not make good use of this new marketing mode because of the immature development of this mode and many restrictions. Based on the perspective of clothing brand wechat marketing promotion, this paper concludes that wechat marketing promotion has four advantages: huge user data, accurate marketing, convenience, flexibility and low cost. The research finds that there are some problems in the current marketing mode of wechat, such as insufficient attraction, low user interest, insufficient platform interaction, low conversion rate of wechat and the contradiction between input and output of enterprises. This paper further proposes the marketing strategies of clothing brand wechat from the perspective of new media, which are adding games to enhance attractiveness and user interest, using wechat community to increase interaction, and using two-dimensional code to increase brand conversion rate.

## 1. Research background

### 1.1 Literature review

With the rapid development of network science and technology, new marketing methods emerge at the historic moment, and the most widely influential one is wechat marketing. The popularity of wechat has a great role in promoting the development of wechat's marketing model. However, the new wechat marketing model will also have some problems in its development, such as weak interaction, messy information and threats to users' privacy (Shang and Huang, 2017). Wechat has changed people's consumption habits and information acquisition habits, as well as people's reading methods. The number of micro-credit users points out a disruptive marketing model for enterprises (Ding and Pi, 2017). The brand culture of clothing is conducive to expanding the brand market and enhancing the added value of products, thereby increasing user loyalty. Wechat marketing model has become a powerful brand marketing tool (Fan, 2015). The offline marketing mode and the network marketing mode compete with each other. The wechat marketing mode is an innovative mode after the weibo marketing mode and plays an important role in the enterprise marketing. This new model has a certain impact on off-line marketing of apparel enterprises (Ma, 2015). Many businesses are deeply aware of the potential advantages of the large number of micro-credit users, and have begun to enter the platform of micro-credit, opening up the channels of self-Media communication. Wechat's marketing model has accelerated the market's speed of flow, but also increased the profits of enterprises (Zhang, 2017). In the past, clothing sales were only sold in physical stores, and the rapid development of the network opened up a network of clothing sales channels. The transformation of these marketing channels reflects the consumption situation in modern society. Consumers prefer fast and convenient marketing methods. And wechat sales pay more attention to communication with users and users' experience, which is one of the reasons why wechat marketing is popular nowadays (Hu, 2016).

### 1.2 Purpose of research

Internet has now become an indispensable way to obtain information in people's lives, and

network marketing also plays an increasingly important role. As an innovative marketing model, wechat marketing has made a certain impact on the traditional marketing model. In order to increase their competitiveness in the market and make themselves better adapted to the network environment, many enterprises are constantly trying wechat marketing model. Wechat marketing has a strong penetration, the use of this way to carry out brand marketing business is gradually increasing, and most of them have achieved good results in this process. With the continuous development of the Internet, the speed of information dissemination has been greatly improved, which makes the enterprise's brand publicity work in the form of a huge change. Compared with the traditional propaganda model, the advantages of wechat marketing are more obvious. According to the current economic market situation, it will be found that some garment enterprises are still using large venues and multi-fund way to publicize products, in fact, the effect of wechat marketing is not good. The advantages of the new media itself gradually make the disadvantages of the traditional model more obvious, which makes the new media model favored by enterprises. With the increasing number of active users of wechat, wechat has played a decisive role in the field of clothing brand. Therefore, taking this as a starting point, it is of great significance to study the marketing strategy of brand clothing from the perspective of new media.

## **2. The concept of wechat marketing**

With the emergence of new media, the market has gradually developed a new economic model, that is, the new media economy. This mode breaks the traditional way of communication which is limited to offline media. The new media modifies the traditional news information into network text form, and digitizes some necessary information, so that users can get more information in a short time. In this new mode of information dissemination, it not only accelerates the speed of information dissemination, but also promotes the development of market economy. The integration of economy and new media will make the mode of economic development more diversified. For example, new media such as websites or micro-blogs have great potential for development. By sending text, pictures and videos, wechat enables people to communicate quickly, and reduces the influence of geographical factors on people's communication. In addition, people also participate in business activities such as wechat praise, canvassing and commodity bargaining, which are increasingly recognized by the majority of users. Wechat also contains a number of financial management, small programs and other functions, so that the majority of users have dependence on software. Wechat has a lot of positive effects on clothing brand marketing. For example, it can quickly and accurately find the target customers and get information quickly. The interactive content of wechat public platform is rich in many forms, including voice, pictures and small videos. These fast communication modes are lacking in traditional marketing. Enterprises can use the most commonly used way to achieve the purpose of brand promotion. Wechat's marketing model can be called a viral marketing model. Brand promotion or information propaganda can also be achieved through the word-of-mouth of micro-credit households. The effect of this promotion method will be as obvious as that of virus transmission.

## **3. Application of wechat marketing in clothing brand industry**

### **3.1 Garment wechat marketing advantage**

#### **3.1.1 Huge user data**

Since the promotion of wechat in 2011, the number of users has been growing. The number of wechat users covers a wide range of people. Within 20 months after the launch of wechat, the number of wechat users has exceeded 200 million. The reason is that the users of wechat are closely related and will promote wechat to the people around them. Up to now, the number of wechat users has reached more than 1 billion. Wechat has a strong crowd base, which can completely meet the number of people who clothing enterprises publicize their brands; moreover, enterprises can use the huge user data of Wechat to more accurately analyze the group characteristics of consumers.

### **3.1.2 Precision marketing**

The function of the public number in micro-letters can provide specific information about goods. When creating a public number, merchants should combine their own sales products, add commodity information to the public number according to type, so as to facilitate users to find their own products in the numerous information. Such a way is conducive to increasing the supply relationship between users and commodities. Businessmen can push product information regularly so that users can see relevant information in time. Enterprises can also recycle, integrate and classify user information in the platform. Then, the different needs of different groups of people can be mined with the help of the data results of these information, and then the precise push to each consumer can be achieved.

### **3.1.3 Easy and flexible marketing method**

Wechat marketing has certain mobility. This is because the wechat software can be installed in the mobile phone, user-friendly. The promotional information in micro-letters can be browsed by consumers at any time. At the same time, businesses also provide convenient purchasing channels, which undoubtedly increases the sales opportunities of businesses, and further improves the efficiency of marketing to a certain extent.

### **3.1.4 Low cost**

For corporate publicity, wechat is the most user-friendly social platform, and also a platform to minimize the cost of product publicity. Enterprises can build a good reputation through the promotion of the circle of friends, so that users can establish a sense of trust in the enterprise.

## **3.2 Analysis of problems in clothing wechat marketing**

The first is that the content of promotion is not attractive to fans. Users generally respond to the lack of useful information and poor user experience of public numbers of clothing. In addition, some brands of clothing public numbers do not have a separate operation team, users can not continue to receive public number push messages after attention; or even if there is push messages, it is also some worthless content. It will not stimulate users' desire to read and buy, and the marketing effect of wechat is not guaranteed. This requires the company to make changes in marketing concepts, in-depth study of the characteristics of brand clothing and the corresponding needs of customers. The second point is that there are fewer people interested in clothing brand. The activity of wechat is not the number of users. Users generally pay attention to information, entertainment, technology or related content of their own industry. The public attention of clothing brand is generally insufficient. Even when shopping online, guides receive coupons through the public number, many consumers will directly cancel their attention after consumption. Even if some people pay attention to the public platform of these clothing brands, the information will be submerged in a lot of information, and consumers will rarely be interested in reading. The third point is the lack of interaction of wechat platform. Because wechat is not completely open, which is conducive to the protection of user information and privacy, but to a certain extent, it also reduces the amount of information flow. Nowadays, people pay attention to a lot of news about public numbers and various kinds of software. It is difficult for enterprises to get the time for users to read clothing brand information. This is not only to compete with video and photo news, but also with a large number of high-quality wechat course marketing articles. Therefore, enterprises want to increase interactivity, the mode is not much, the difficulty is also great. The fourth point is that wechat's marketing conversion rate is too low. Even if consumers see some interesting brands on wechat, they usually do not place orders immediately. They just want to increase their understanding of clothing brands. The main consumption position is physical stores or e-commerce platforms. Finally, there is a contradiction between the input and output of wechat marketing. Good wechat marketing needs enterprises to make money, which requires enterprises to invest in human and financial resources. For clothing brand enterprises without experience in this area, this is a new beginning, and there are still many places to learn and invest capital. But because these investments

may not bring great profits, or fail to achieve the expected earnings of enterprises, generally speaking, enterprises will invest relatively little capital in this mode. Even if there is no greater advantage, wechat marketing can not be fully utilized, so enterprises sometimes face a dilemma.

#### **4. Strategy of wechat marketing in clothing brand marketing**

##### **4.1 Adding games to enhance attractiveness**

People usually pay attention to the content of fast fading culture, and the loyalty to garment information is not high. Garment enterprises can increase user participation by increasing the form and frequency of interaction. Through brand research, we know that wechat game marketing is the fastest way to improve attractiveness. First of all, we should pay attention to the game used in clothing brand marketing, besides being creative, the operation must be simple, so that users are willing to experience actively. The game page is simple, and users can easily see the active content. The second point is that games are fun. Although the game is to promote brand clothing activities, but users can experience the fun of the game is the most important. Users who are attracted to the game will be willing to share the game with their friends. Customers will become brand propagandists, so that the brand to increase attention, more loyal users. The third point is to ensure the quality of the game. When a company launches a game of related brand clothing, it must ensure the quality of the game, that is, the stability of the game. In the process of user experience of the game, if there are information errors or operational problems, it will affect the mood of users, users do not have a good experience, but also affect the image of the clothing brand. The last point is that the game should have a good moral. This is what many consumers will notice, although not the most important, but will give brand points. Some brand consumers become loyal customers because of the recognition of brand culture, so enterprises should pay a little attention to this aspect.

##### **4.2 Increase interaction through the wechat community**

The establishment of marketing community will bring great help to wechat marketing. One theory once said that besides the most basic physiological and security needs, social needs rank third, because people all need a sense of belonging. With the development of the network, people can break through the time and space constraints and find a sense of belonging through the network and social software. The Internet also provides different kinds of communities for people to choose from. Clothing brands can use the wechat community to transmit their brand culture and product information to users. Enterprises can adopt “ant tactics”, first focus on some users, let users experience a sense of belonging, and then gradually infiltrate brand culture and value through the circle of friends. If this part of the user experience is good, the brand will be pushed to another part of the user, which achieves the purpose of word-of-mouth publicity, forming a sTable community. At the same time, in order to increase brand appeal, some new technical means can be used, such as inserting VR advertisements, virtual fitting or inviting celebrities to broadcast live online.

##### **4.3 Increasing conversion rate by using two-dimensional code**

Nowadays, the application of two-dimensional code is very common, and it has penetrated into everyday life. More and more people are accustomed to choosing wechat two-dimensional code for daily shopping payment. According to relevant reports, in 2016, more than 50% of micro-credit users are using wechat payment function to consume. Clothing brands can also transfer their brand culture and brand clothing information to user groups through two-dimensional code. Users can scan two-dimensional codes to get the information of these enterprises directly. At the same time, enterprises can also pass on the latest activities of their brand clothing and some preferential policies of enterprises through two-dimensional codes.

##### **4.4 Make brand ground gas by redemption packet**

Surveys have shown that most micro-credit users will grab red envelopes through micro-mail, and those who send red envelopes, more than half of them come from online media publicity. Red envelope can arouse great attention in a period of time, so clothing brand marketing can consider

making full use of this form of grounding gas. Cash red envelopes need not be too big to stimulate users' desire to buy. The content of the work is also simple, and there is no need to invest too much human and material resources to promote interaction. And if a clothing brand is promoted offline, it will generally spend more manpower, material and financial resources, but the effect is not obvious. In fact, the form of red envelope can be diversified, not just limited to online, to integrate online and offline marketing, red envelope does not necessarily have to be money, can also be a garment enterprise can do VIP activities tickets, or a new coupon, or product free experience vouchers. Consumers all hope that the same products can be bought at the lowest price. These ways make it easier for micro-credit users to gradually become product consumers, which is conducive to clothing brands to broaden their consumer market.

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