

## Research on WeChat Marketing Strategy on the New Media Age

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**Keywords:** WeChat; marketing; new media age

**Abstract:** In the new media era, WeChat marketing should focus on building a good online marketing environment, further improving the systematic and scientific WeChat marketing strategy, realizing instant customer demand and information communication and interaction between sellers, and realizing personal consumption desires to individuals, and the actual transformation of consumer behavior. The reason for the rapid development of WeChat marketing is mainly because WeChat marketing has obvious advantages. WeChat marketing's payment means can realize real-time payment. Users can easily and quickly reproduce payment through online banking payment tools. There are many advantages of the same type shown in this paper.

### 1. Introduction

The WeChat system has strong marketing capabilities that meet the needs of corporate marketing. The specific performance is as follows: First, WeChat's information dissemination model is more suitable for the marketing needs of the new media era. The WeChat information dissemination trait allows WeChat marketers to interact with customers in real-time under any time and space conditions, thereby improving the efficiency of the conversion of consumer desires from consumer target groups to consumer behavior. The second is that WeChat's information content is short and accurate. It not only contains key marketing information, but also does not use the bloated amount of information to run against the company's potential consumer groups. WeChat can attract the attention of target customers in a short period of time, and effectively deliver marketing information to them, thereby effectively improving the marketing information transmission effect of the company. Third, WeChat provides rich and convenient instant payment tools. WeChat users can smoothly realize their desire for consumption through online banking or other online payment tools such as Tenpay. This provides effective financial protection for companies to use the WeChat marketing platform to practice their marketing strategy goals. However, WeChat still belongs to the new social media content summary in the new media era: This article describes the content and marketing value of WeChat marketing; the operation of the Wechat marketing platform from the new media era, Wechat marketing model design issues and WeChat marketing customer service issues, etc. The analysis of the factors that govern WeChat marketing in the new media era has been given. We have provided feasible strategies for WeChat marketing in the new media era from aspects such as Wechat marketing platform operation strategy, Wechat marketing model design strategy and WeChat marketing customer service strategy. **Keywords:** New media Wechat marketing Marketing model tool, it still has many deficiencies in the technical level, operation level and system design level need to be improved. Therefore, during the promotion of the WeChat marketing strategy, the company should carefully consider the obstacles that restrict the implementation of the WeChat marketing strategy in the new media era, and accordingly propose corresponding WeChat marketing strategies so that the company can effectively implement its WeChat marketing strategy.

### 2. The Factors that Constrain WeChat Marketing in the New Media Age

For enterprises, the value of the Wechat marketing platform needs to be realized through the operation of the platform. However, due to factors such as the lack of maturity of the Wechat marketing platform, etc., most of the Wechat marketing platform operation models in China

continue to use web forums, etc. The traditional model, although the WeChat platform marketing has a free advantage, can play a good attraction for people, but from the status quo point of view, the WeChat marketing platform does not realize the full application of online payment tools, the payment process is relatively cumbersome; at the same time The development of the market of the Wechat marketing platform of the enterprise also has many limitations. The lack of smooth connection between WeChat marketing channels and commercial networks under the corporate line directly weakens the consumer's desire for consumption, highlighting the operation of the Wechat marketing platform.

Compared with traditional corporate marketing channels, the company's WeChat marketing platform has obvious advantages. Despite this, the new marketing channels constructed by the WeChat marketing platform also impact the traditional marketing channels of enterprises to a large extent. The traditional marketing channels are also the source of the interests of the company's marketing personnel. Therefore, the competition for the ownership of marketing performance will inevitably impede the dilemma of the enterprise in a certain degree. The more important aspect is that it is precisely because of the company's WeChat. The marketing platform's pattern design determines that the enterprise's promotion is not strong. It lacks certain rationality for the planning of the marketing platform network architecture, and it is impossible to ensure the design of the Wechat marketing platform model is advancing with the times. Thus constraining the development of the company.

The application of the WeChat marketing platform is based on the background of the new media era. The protection of consumer privacy information has become a focus of great concern from all walks of life. As the most widely used social software, WeChat has many functions that are implicit, and it is important for personal privacy. There are many "don't trust" factors in the services of consumers on the Wechat marketing platform; on the other hand, many companies In the promotion process of the WeChat marketing platform, it does not attach importance to establishing a good interaction relationship with consumers. The information is conveyed too actively, and feedback from consumers is often ignored. This also deviates from the characteristics of the new media era, but instead Far away from the distance between consumers.

First, the company lacks effective protection measures for customer privacy information in the process of advancing WeChat marketing strategy based on the new media era. The application of new marketing tool technology poses a threat to the privacy information protection of WeChat customers. This is because many functions of the WeChat social tool are implicit. When the user operates the WeChat social tool interface, it is difficult to fully understand the contents of the software background running program. This makes it possible for WeChat customers to avoid disclosure of personal privacy information in the process of engaging in information interaction in the context of WeChat social activities, thus providing illegal opportunities for the network to provide crimes. WeChat marketers are trying to adopt a variety of means to collect customer information, but they lack the necessary protection measures for their collected personal privacy information, thus exposing the customer's personal privacy information risks. Second, some companies lack effective experience in enhancing customer satisfaction based on the WeChat marketing platform. In the process of promoting WeChat marketing strategy, enterprises lacked practical considerations about the interactive needs of potential consumer groups, and failed to effectively increase the awareness of their potential consumer groups on their products or services. This is due to the inevitable result of the lack of ability of some companies to grasp the essence of the WeChat marketing model. Different from the traditional marketing model, WeChat Marketing attaches importance to the immediate interaction between the marketing industry and target customers. The lack of mutual communication and exchange, and the mere adoption of a one-way information dissemination model in which corporate WeChat operators regularly publish information is not suitable for the WeChat marketing strategy in the new media era. The result will inevitably lead to the alienation of the relationship between the corporate WeChat account and its target customer groups. Further product and service promotion.

### **3. WeChat Marketing Strategies in New Media Age**

The WeChat application software is optimized and given more technical support, making WeChat application more convenient and saves traffic during operation. And, companies should try to make the QR code bigger, so it can be more helpful for users to scan code. Enterprises should have originality in carrying out this activity in order to attract users' attention. When creating a WeChat platform, you need to pay attention to the following issues. 1) The problem of mobile payment. Tencent has already proposed to gradually improve WeChat's Tenpay instant payment function. WeChat Service Provider will provide a variety of online payment forms to meet the various needs of users, making WeChat payment faster. 2) WeChat Mall should improve navigation and add some optional plugins such as mobile malls. 3) Improve WeChat's quickness in shopping operations. At present, a variety of social shopping sites have emerged. It can be seen that the future e-commerce traffic will be incalculable. 4) Ensure the environment and technology in the customer experience and improve the user experience. 5) Tencent should open more interface resources and should provide more support for technology.

In the version of WeChat 5.0, WeChat has already proposed the payment function of WeChat. WeChat will gradually open this function to third parties. In just two months, we have gained access to different companies. In order to better provide services for users, WeChat will develop related enterprise versions and merchant versions to be more conducive to marketing. WeChat can complete the viral spread of the brand through personal attention pages and circle of friends. Everybody's personal information page can appear the brand logo that is concerned. When your friends are paying attention to you, they will also understand exposure and criticism. This is the typical way to guide the overall situation. It also achieved the purpose and significance of establishing a typical.

At present, the TV news model is often based on the "small and big" expression method, starting from a specific "point", to dig out the big theme, so that "big and big." This requires us to refine the theme. The "Captain of a Poverty Alleviation Task Force" was written by the leader of the Poverty Alleviation Task Force. It was a long journey away from the leader of a poverty alleviation team in the village. The other family members came to a foreign land for six years. , Together to find ways to get rich, although there is no major event to make earth-shattering, but its spirit is worthy of everyone's praise. The news report should use the cognition and requirements of a wide audience to consider the facts on the point, but it is absolutely impossible to go to the task to discuss the matter, but to discuss the matter profoundly, and to see the essence through phenomena. It must be learned that characters can be portrayed in stories and details, because one's language and behavior are his character. As a reporter cannot use subjective words to speak out how a person is brave, how strong, and how weak, but to use this person's language and actions to reflect, so the reporter can not only pay attention to how he personally said in an interview. To use his behavior more to show his own personality. To grasp the essence through phenomena requires consideration from two aspects: First, observe carefully and collect a large number of vivid phenomena. This requires us to go deep into society and deepen our life, to tap as much rich, real sensible material as possible, and to use the actions of typical characters to analyze that we should establish and practice our own outlook on life and values. Therefore, reporters are required to stand in the height of the times, grasp the essence of the spirit, promote the spirit of the times, and show the noble sentiments of typical characters. The second is scientific analysis and research. To obtain a large number of phenomena, through careful screening and comparison, find the local and overall, external conditions and internal basis, and find links between the table and the inside. This refines and deepens the theme and it has a clear direction. Only in this way can we create typical people who live vividly and vividly, enable typical people to be recognized and resonate among the mass audience, achieve the purpose of propaganda, and further enhance the prestige and influence of our media.

### **4. Conclusion**

In the new media era, WeChat marketing has become an important media marketing method. In

the process of marketing the WeChat platform, we should pay attention to and attach importance to the factors that restrict WeChat marketing, that is, the operation of the platform, marketing model design, and customer service, etc. Targeted WeChat marketing strategies. Deepen the level and quality of platform marketing activities. Through the research and analysis of WeChat marketing strategies in the new media era, we can effectively exert the theory's guidance and support for practice.

## References

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