

Analysis of Internet Operation Platform of the Wedding Photography Industry in Beijing under the E-Commerce

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Abstract—The fast-evolving technology gradually pushes the traditional operation mode of wedding photography out of business. Whereas, online marketing becomes popular. With the network operations that are not constrained by time or location, people can negotiate and trade online at any time, anywhere. A business can welcome customers all around the world, while the customer can get access to any online market in the globe. With the advent of the Internet era, together with the global spread of COVID-19, Internet E-Commerce has been promoted to a new level. Besides, every industry is now seeing greater opportunities and challenges. This paper researches and analyzed the operations of hot Internet media platforms with complete data and cases and summarizes the characteristics and operation mode of each platform. It also clarifies that against the backdrop of E-Commerce, business entities dealing with wedding photography should adapt to the development of the Internet of things in the new era, so it is unavoidable to realize the integration and connection among each media, that is, the Integrated marketing communications. The industry can reap great benefits if integrating website, WeChat, Weibo, short-form videos community and creating superb user experience.

Keywords—wedding photography; E-Commerce; website; WeChat; network operations

I. INTRODUCTION

With the fast growing technology and Internet, the number of Chinese netizen rises exponentially. The huge tide of Internet exerts a great impact on the operation of all walks of life. Various digital marketing, new media, we media have been thriving. To ride the wave of the new era, wedding photography businessmen should actively change the operation concept and running mode for the future expansion. However, if failing in the transition, they may encounter tougher problems.

In the ear of mobile Internet and big data, businesses that engage in wedding photography should conduct value reconfiguring based on the new commercial circumstances, consumption concept and methods; reposition the psychological needs, consumption behavior of their targeting customers and how they acquire the information. The fast-growing Internet brings the wedding photography industry not only the development room but also the challenges, and provides new operation pattern and concept. Only by closely clinging to the market, can the industry embrace prospects.

II. THE FUNCTIONS OF E-COMMERCE IN BEIJING WEDDING PHOTOGRAPHY INDUSTRY

A. *The overview of E-Commerce*

1) *The definition of E-Commerce*

E-Commerce has been defined with varied ways. IBM defines it as E-Business which consists of Intranet, Extranet and E-Commerce. Beyond the combination of hardware and software, it emphasizes the commercial application against the backdrop of the Internet, namely the application involving the seller, customer, manufacturer and other parties in the Internet, Intranet and Extranet. [1] The three parts are progressive, which means only a well-built Intranet that boasts perfect standards and various information infrastructure can usher the Extranet and then the E-Commerce. [2]

The business practices that take the Internet as the medium belong to the E-Commerce. Simply put, E-Commerce refers to doing business on the Internet, Intranet and value-added networks. In an open network environment, it is a new type business running mode with official Internet service and online payment, which can realize the online shopping and transaction based on client-side or server application.[3]

2) *The characteristics of E-Commerce*

The Internet commerce has overwhelming advantages over the conventional E-Commerce. The popularity of Internet network lead to the extensive use of multimedia mobile, making the E-Commerce pervasive, instant with integrated, complete information. It can also interact with clients. All these can reduce the production cost, time amount, raise the work efficiency and provide more choices for customers. The edges of it attract more and more enterprises who start the construction, operation, and marketing of E-Commerce, which offers new development opportunities and broad prospects for the wedding photography business.

3) *The status of the wedding photography industry in Beijing*

According to the customer segments, invest cost and photography style, the operation mode of Beijing wedding photography business varies. There are mainly three levels. The first one is the high-end wedding photo studio. It has strong competence with adequate capital and sound corporate culture. Customers with certain purchasing power can be

satisfied by their technical skills, hardware and devices, product quality, differentiated product service. Most of them sit on the busy commercial area with a large-sized studio to publicize business and showcase the finished works. Some may even own an exclusive photo shooting base. They can sell by the quality and service. The second one is the personalized wedding photography studio targeting at the post-80s and -90s generation. They pursue the personalized, creative works, such as the military uniform, airliner, underwater photography, ancient costume etc. They provide more choices for customers. The third one is the middle and low-level wedding photography studio. The inadequate capital fails them in the competition with high-end wedding, so they lower the price to attract low- and middle-income consumer groups.

The low market entry barriers and high profits attract more people to take up the wedding photography, resulting in a fierce competition. To take more shares from the market, the wedding photography enterprises usually adopt two methods. Firstly, cut the costs of the products. For example, lower the quality of the album and the wedding dress, reduce the size of the gift, and adjust the flushing method so as to attain the profit margin. Secondly, employ sales to instigate the repurchase to raise the income. Price warfare caused by the intense competition takes a toll on the whole market. Moreover, The flourishing Internet E-Commerce, we media, and mobile Internet etc., have impacted the traditional sales industry, making it harder for Beijing wedding photography industry to grow. All these forces the wedding photography industries to make the transition. Some start a website, some open an online store and others conduct marketing on Weibo or WeChat. Now they also broadcast on TikTok or live broadcasting platform, grab customers' attention by interesting, novel incidents, drive more reposts to enhance the presence, and sales conversion.

B. The functions of e-commerce in wedding photography industry

The Internet E-Commerce can offer convenience for the wedding photography industry in an all-round way. Firstly, the customers can learn about the enterprise concept, operation, characteristic products through its official website and the online search engine. The staff can reply to customers instantly and promote products online. What's more, there is no need to go to the store, instead, customers can compare varied studios, make an appointment, arrange the schedule, and finish the payment online. The wedding photography enterprise can also create an electronic account for recording the communication log, customers' ID, age, gender, preference, and purchasing power for incoming service.

The enterprise can also deal with the service information through the Internet E-Commerce. For example, schedule and assign staff for the paid customer; manage financial affairs; collect feedback and suggestions; manage the information of customers. It can lay a solid foundation for the future development.

III. ANALYSIS OF INTERNET OPERATION PLATFORM OF THE WEDDING PHOTOGRAPHY INDUSTRY IN BEIJING UNDER THE E-COMMERCE

The 45th report by China Internet Network Information Center (CNNIC) has shown that, by March 2020, China has reached a size of 904 million Internet users, among which the number of mobile Internet users is 897 million. In China, the proportion of instant Internet users reaches up to 99.2%. China has 850 million online video users, accounting for 85.6% of the whole Internet users. The Kantar report and Baidu index have shown that, in China, 43% of the Internet users are between 31 and 40 years old. The proportion of Internet users between 26 and 30 years old is 29.53%, and users are young overall.

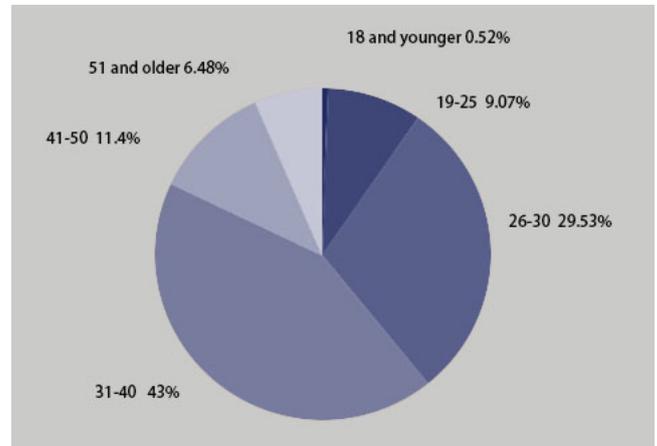


Fig.1. Distribution of New Media Users in China as of 2019, by Age
Data source: iMedia Research

With a rapid development of Internet, Internet of Things and Communication Technology, China's new media industry has also developed rapidly, and more and more people are becoming accustomed to getting news and searching for various information through the Internet. With characteristics of fast spreading, mass information and wide geographical coverage, mobile phones, podcast, WeChat, micro blogs, and live streaming platforms are able to make interpersonal communication more convenient, instant and smooth. Whether in the city or in the countryside, new media has gained general acceptance among people.

Under the background of Internet of Things and Internet E-Commerce, there emerge operation ways of wedding photography one after another in Beijing, but from the difference of operation ways and communication effect, they can be roughly divided into the following media platforms:

A. Personalized website--The online storefront for wedding photography

The wedding photography enterprise website exactly is virtualized physical enterprise store, which can save the physical store operating rents and staff costs. It has greatly reduced the enterprise operating costs.

Through the construction of personalized websites, wedding photography enterprises try to establish their unique brand image and display wedding products; at present,

comparatively large wedding photography studios in Beijing include Goldenladies Photo, Mona Lisa, Paris Wedding, Artiz Studio, Vivi Bride, August Photo Studio, JuJiao Photography, Roman Style, Swarovski and so on. Wedding photography studios have formed an overall image through personalized online storefront design, and the unique corporate culture and management ideas have been conveyed to consumers; some user-friendly settings will be set like online products display, introduction for business scope, contact information and online consultation, and some enterprises will set up the gift channel irregularly for sales promotion by using consultation session window in the lower corner of electronic product screen. All these make customers easy to understand the whole enterprise, satisfying various needs of customers at any time, providing the most complete service.

Compared with traditional storefront, online wedding photography store is more flexible in the operation mode, mainly reflected in the following aspects:

a): Different costs; rents of physical stores are high, so are the staff salary. However, online stores can do without rents and decorations, and staff costs are also reduced largely.

b): Time flexibility: business hours for physical stores are limited. However, online stores can fully open up without the restriction of geography and time, which are more flexible.

c): Portability: It can be convenient for consumers to browse, so they can make comparisons and choices among online stores; Beijing covers a very large area, if consumers carry out inspections to many photography organizations, it will cost a considerable amount of manpower and time, but these can be saved on the Internet, so users can save time and effort by comparing and choosing directly from the Internet.

B. WeChat--The new position for wedding photography industry

WeChat was born in 2011, and now it can support more than 20 languages worldwide, and it has been put into use in more than 200 countries and regions. By the first quarter of 2020, monthly active users in domestic WeChat and foreign WeChat are 1,2025 billion. WeChat has found its way into every family; “WeChat, more as a way of life” has been recognized by users at home and abroad, and WeChat has also become one of the iconic products of China Digital Economy. On April 18, 2016, Tencent officially release Enterprise WeChat which works as enterprises office tools at all platforms, in order to form a new production tool in the core of WeChat Official Account, mini program, WeChat payment and Enterprise WeChat, which becomes the digital assistant of all walks of life and helps to deeply integrate data element with traditional industry. WeChat has become a new power for cooperation of all sides to promote national economic development, efficiency change, quality change and improvement in the national digital competitiveness.

1) Analysis for WeChat operation mode

a). Sales in WeChat Moments: the Moments are circles for communication between acquaintances and friends, and also platforms to show oneself and share. Wedding photography bases on photos. Women enjoy sharing their selfies in

Moments, let alone wedding photographs which deserve a good showing off. All these can virtually find and attract the potential customers in Moments.

b). Public Accounts marketing: enterprise public accounts are used to show enterprise culture, products for sale and topic creating, so they are powerful platforms for promotion. It will bring us great commercial value through long-term accumulation by precise positioning, scientific operating and bringing products and customers to the WeChat platform.

c). Running WeChat Service Accounts right: On the WeChat platform, WeChat Service Account can record user information, credits, purchase history, which can be kept in the database to better promote mobile e-commerce and customer service.

d). Making the best use of WeChat groups: In the Moments, many people tend to add fans with certain marketing value to a specific WeChat group. The group leader then categorizes specific fans into target customer groups through observation and communication for accurate business. According to the theory of interpersonal communication, the high-quality communication number of people for one in life is within 100, so the marketing effect can be improved greatly only by targeting at hundreds and thousands of fans. In particular, the wedding photography salesmen or photographers keep their customers’ WeChat account or other contact ways. If creating a group for regular customers who can also invite new customers to the wedding photography store, the group will be gradually expanding, forming a large group of regular customers. It can not only consolidate the relationship with regular customers, but also help get familiar with new customers so as to promote business marketing.

2) Analysis for the characteristics of WeChat operation

The content of Wechat Moments, Public Accounts and Subscriptions should follow several principles: wedding photography is primary, and emotion and entertainment are auxiliary; photos matters in wedding photography and other contents should be short with fresh and active information.

a). Tittles must be unconventional; the so called clickbait just captured many innocent people! Tittles are the key to improving click rates and forwarding rates. The propagation of WeChat mainly depends on interpersonal communication, if users take no interest in clicking the WeChat content, this means opportunities of users forwarding will be lost, let alone that we can find new customers through viral forwarding.

b). Communication before promotion; in wedding photography enterprises, every photographer has their own customer circle and a certain amount of customer resources. For customers with who have cooperation and communication with us before, communication will be more convenient. First we communicate with customers before promoting on Public Account, and then we invite these regular customers to recommend our Public Account card to our friends. Only by laying good foundation and providing professional service can we successfully let regular customers share photographers WeChat and Public Account to their own social circle.

c). Good interactivity; when wedding photography works as service industry, perfunctoriness is absolutely forbidden, and

customers can only judge your levels of service and attitude by your language. We are supposed to communicate with sincerity and answer whatever customers ask us.

C. Weibo--The king of wedding photography business

Weibo catalyzed the development of we media, and in a certain period of time this can be called universal Weibo. Bloggers can show themselves through photos, characters, links and other ways, as well as interact with other fans. We can browse multiple Weibo contents at only one page, and Weibo has become the information source that is updated at any time, and all kinds of information can be obtained. So the Weibo marketing arises at this time with low-cost online advertisements being seen anywhere, Weibo really deserves the title King of Marketing.

1) The celebrity effect of Weibo provides an opportunity for wedding photography

Weibo marketing is demanding for interactivity between followers and subjects, or between followers and followers. They forward articles and thumb up to each other. First of all, celebrities own the most fans on Weibo, so keep their Weibo accounts open can satisfy the special desire of fans that they want to see more about the celebrities, which can also provide good opportunities for the product publicity of wedding photography enterprises. Entrepreneurs invite superstars to endorse the wedding photography studio or to take wedding photos for them. Celebrity family affairs have always been concerned by fans, and taking wedding photos is also an exciting topic, so it is sure to bring a large number of fans to browse and follow with properly making the topics hot. Profits can be brought to enterprises by finding potential customers among fans. Next, by building Weibo celebrities enterprises can also get promotion. Boss plays the role: If the corporate boss can make full advantage of Weibo, this will be a living advertisement. Firstly, identity of boss has enough official authority, and the boss can establish a good corporate image by virtue of his personal identity, and in the meanwhile he can build the personal brand image. Lei Jun, Xiaomi's founder, has more than 22.88 million followers, so he was called "web celebrity" delayed by smartphones. These bosses promote new products, do marketing events and interact with fans on Weibo. All these can make the boss and fans close well. Training photographers: every photographer has their own photography style. On Weibo, photographers share their works with people, make themselves more professional, interact with their followers actively and show their professional photography skills and service attitude. All these will surely get more attention.

2) The magic weapon that stands out in the Weibo big data

First, fit in the customer circle; If longing to be followed on Weibo, the enterprises need to be acknowledged and loved by the netizen. The way to it is fit well in the customer circle, learn their lifestyles and spiritual world, so as to resonate with them. The official Weibo account shall not be aimed mainly at product selling, but transfer a kind of life idea and the life style. Treating the followers as your friends is the key. The service industry highlights the service standards in particular, so only by seizing upon customers' deepest feelings by the great

service can one stand out regardless of the huge amount of feeds on Weibo. It is ideal that customer repost our activities or publicize for us autonomously. In this way, enterprise idea and culture are transmitted widely. Second, register a Weibo account for vertical field. The Weibo account for vertical field refers to the account focusing on a specialized topic. Compared with other common account, it digs deeper, more specific into the topic. For example, it is viable to propagate professional knowledge, or what the customers are interested in. Forming a harmonious atmosphere and showing you professionalism can help obtain customers' trust and support in the long term.

D. The walking sale tools- we media on mobile terminals

With the improvement of people's living standard, the online shopping has gradually become the mainstream of young people shopping way. In addition to sales channel like personalized website, Weibo WeChat, many Beijing professional wedding photography studio also began to enter the B2C network platform, such as Tmall, Jingdong mall and so on, to make use of the third party for trading. For example, the Paris Spring studio in Beijing has run a online store with official certification on Tmall.

As the smart phone becomes universal, people get more dependent on them, as they can offer a series of functions such as shopping, information acquisition and releasing. The marketing relying on mobile terminals also became a key for wedding photography business to promote their own businesses. For example, create the related topic on TouTiao app, establish the official account to push content for followers, or develop the app on mobiles to help people purchase anytime if they want to.

The economic income of industries is declining even the COVID - 19 draws to a close. In the evening on May 15, 2020, Dong Mingzhu appeared in Jingdong live studio together with Shawn Wang (KOL of science and technology evaluation), propagating goods for the Jingdong ten anniversary. The live lasted three hours and 20 minutes from 8:00 pm to 11:20 pm, selling good valuing at 703 million RMB. This event has reflected the role of network broadcast in business. Network broadcast and short video platform have been developing rapidly, for their convenience and high speed of transmission being recognized by people and enterprises. Therefore, they become a new marketing tool and promotion approach at present.

IV. PROBLEMS AND THE COUNTERMEASURES FOR THE WEDDING PHOTOGRAPHY IN THE INTERNET OPERATION

Digital technology brings unprecedented opportunities to various industries in China, and it will also trigger the global and regional economic change. In the current situation, one needs to access the Internet, or fade away. Therefore, to realize the sustainable growth, enterprises must develop the market rapidly based on the Internet. More and more wedding photography industry are flooding to the Internet market, explore the new way of marketing and operation. The Internet platform saves manpower and operating costs for wedding photography companies, leaving them a broader development

space, but the industry has many problems in the Internet platform operation.

First of all, there is a lack of the creative Internet product design concept centering on the netizen. A successful operation on the Internet always focuses more on customer experience. To guarantee the customer experience, it can not do without the simple easy operation or the intuition. Internet products must be designed in line with the principle of 0123, namely "no manual" "understand at the 1st glance" "no more than 2 clicks" "wait no more than 3 seconds". For Internet operators, no matter how creative your photography is, how good your shooting techniques are, or how delicate your post editing is, a poor product design will ruin your efforts. For example: the notifications like "please log in before downloading this application" "sorry your phone does not support this application, please exit", and the accidents that nothing appear by several clicks on the image, are lacking of user-centric Internet product design, and will be bound to lose customer. An effective method is to optimize the user operating procedures, improve efficiency and maintain customers love for and loyalty to the enterprise.

Then, choose a media platform whose position or nature is similar to your product positioning or enterprise characteristics.

The development issue of chimney type has confused the enterprise developing on the Internet, and operators have been aware of it. To solve this problem, the key is to choose a suitable media platform. Firstly, it has a large user base. Secondly, it can be very convenient to connect with the existing business of the enterprise. It can be used as an entry point for all businesses rather than just a download entrance. Thirdly, it has the industry's common standard support ability, supporting the future long tail business. Mobile Internet application services can generate a lot of business opportunities and derivative services.[4]

To quickly adapt to the Internet of things, wedding photography enterprises must give full play to the advantages of the media platform based on understanding the pros and cons and make integrated marketing with multiple we media. Coordinate and synchronize the content on short video platform, website, Weibo WeChat, giving full play to the

advantages of different media to show the enterprise products, culture and service concept etc.

V. CONCLUSION

The wedding photography targets at the young generation who account for a large part of the user of new media and mobile Internet. The short film, TikTok (Douyin in Chinese), WeChat, and Weibo generated by the mobile Internet have become part of the young people's life. These people spend most of their time on the Internet making friends, shopping, studying and even working. Take the Internet of Things, Internet and communication technology as the carriers, carry out marketing in line with the network transmission, extend the credibility of the enterprise, and build up the brand image. They are the new developing approaches for the wedding photography industry in Beijing.

To recap, Beijing wedding photography enterprises who want the fast growth while the E-Commerce is flourishing, need to speed up the online marketing which should be based on the understanding of Internet media platforms in the perspectives of characteristics, operation mode, transmission channel, and pros and cons. Make full use of the multimedia like website, WeChat, Weibo, short film, to realize the integration and connection among varied platforms. Integrated marketing by the media platforms can provide both challenges and opportunities for the wedding photography industry in Beijing.

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