

The Government Business Service for Tobacco Based on Internet + of WeChat Terminal

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Abstract: In recent years, with the increasingly sound market economy system and fierce competition in the industry, the external and internal environment that the tobacco industry facing in the new situation is more complicated. How to better break through the bottleneck of development and bring greater development vitality and opportunities to the tobacco industry, as well as to improve the level of government business services to achieve long-term sustainable development, are an important research topic the tobacco industry faced. With the continuous development of modern information technology, new technologies with mobile Internet as the main form have penetrated into all walks of life, playing an increasingly important role. The WeChat public platform combined with tobacco service model has provided new opportunities of development for the management of tobacco industry. Here, the government business services for tobacco based on the Internet + of WeChat terminal is discussed deeply, which can provide a certain reference or help for the continuous promotion of the healthy and orderly development of the tobacco industry, to enhance popularity and core competitiveness.

1. The Characteristics of the Internet Age and the Connotation of WeChat

Internet technology refers to a new technology that can improve the overall operational level by applying modern information management tools, ways and methods to specific areas. The Internet era means that with the emergence of mobile devices such as smart phones and handheld terminals and the development of communication networks like 4G and 5G, human society has fully entered the era of mobile internet [1]. Then, with the acceleration of the pace of modern life, the public's consumption concept has been changed. How to strive for more time and improve resource allocation and utilization efficiency to better meet the fast-paced life needs have been becoming a new life mode and experience pursued by contemporary people. Compared with the personal computer Internet, the mobile Internet era has more advantages. First, it has flexible operation. The mobile Internet can be moved at any time without being limited by time and space [2]. Only a smart phone or a handheld terminal connecting to the relevant network is needed to complete a simple online operation without additional equipment. Moreover, the usage time can be flexibly allocated. The user can operate at any time according to his or her own schedule, the usage time becomes fragmented, and no special time is required to receive information [3].

WeChat, as a cross-platform communication tool in the mobile Internet era, was originally launched on January 21, 2011. It is a free application that can provide instant messaging services for smart terminals, with the functions of providing public platform, dynamic sharing of friends circle, message pushing, etc. What's more, it can also add friends by following the method of scanning QR code, pay attention to the public platform, carry out number search, shake and so on. Then the content of WeChat can be shared with friends and updated.

The advantages of WeChat terminals have gradually been recognized by more and more industries and gradually introduced into the marketing management model of industries, achieving certain results [4].

2. The Importance of Introducing Government Business Service for Tobacco into the Internet Platform of WeChat Terminal

At present, many consumers spend most of their time on online consumption, and more than half of the channels are completed through mobile terminals. The traffic on the mobile terminals is increasing year by year. Many merchants observe the advantages of WeChat mobile terminals and conduct advertisements on the mobile terminals. At the same time, the number of smartphone users is also increasing. Even one person has multiple mobile phones [5]. Therefore, the trend of mobile is more and more prominent accompanied by the extensive use of smartphone. For the tobacco industry, it is of utmost importance to create a platform for continuous innovation and development of government business and to continuously improve service capabilities and levels. With the help of WeChat terminal to build Internet + government business service system for tobacco, on the one hand, the scope of information audience can be further expanded, to help spread information quickly. On the other hand, the mode of communication is closer to the psychological needs of the public, with more affable and interactive. At the same time, the social network itself has mastered a large amount of information of users, and can effectively judge the user's preferences, consumption habits, purchase levels and other skills through release, sharing and other related content of users, accurately locating the target users, which can improve the targeted and effective marketing better. In addition, WeChat terminal also has good two-way interaction. Everyone can express their own opinions. Then tobacco companies can also collect relevant suggestions and opinions from users in time according to relevant customer service systems and feedback timely, so as to solve the relevant problem. By this way, customers enable to treat the WeChat public account of corporate as a friend account. Thereby more potential value can be obtained. With the WeChat public platform, negative information can be publicized in a timely manner, reducing negative impacts and public pressure. Furthermore, customer's demand can also be mined through powerful database resources of social platforms to reduce operating costs, improve cost control and achieve greater economic and social benefits.

3. Analysis on the Development of Government Business Services in Tobacco Industry

After years of development and growth, the tobacco industry has made great progress, realizing the transition from traditional business to modern circulation. The e-commerce has realized the online marketing model of “online ordering – distribution – settlement – marketing”, which further reduces the inventory of enterprises, cuts down transaction costs and shortens the production cycle. So the modern management level of enterprises is promoted continuously and the market change information is understood in a timely manner. In addition, more personalized services can be provided for customers by continuously learning new concepts and methods related to modern marketing, modern logistics and customer management, thereby improving the scale and standardization, as well as the level of humanized management. However, it can also be seen that there are still some shortcomings in the development process, mainly reflected as follows. First, it is subject to the relevant laws and regulations of the state. Since the state has strict requirements on tobacco sales, the marketing space of tobacco products is limited. Second, it is difficult for the tobacco industry to collect in the first-hand information of consumers, with high cost of acquisition. And consumers' preferences are always in the process of change. Therefore, the difficulty in building the database system for users' needs of consumers is further increased, which is not conducive to formulate marketing strategy and implementate decisions. Third, the operating cost of the marketing service system is relatively high. In addition to strengthening product development and technological innovation, tobacco companies must further expand the market. So government business marketing management is attached great importance and a large amount of manpower, material resources, financial resources, etc. is invested. Furthermore, it greatly increased the cost and expense of marketing management to track and visit customer daily. Fourth, communication channels with consumers and retail customers are single and there is no multi-dimensional and

smooth communication service model. At present, the communication is carried out mainly through regular customer visits, telephone interviews or answering complaints. Many consumers are reluctant to express their opinions. The way of customer satisfaction survey for improvement of overall work is single and limited, resulting in that comprehensive feedbacks are not collected, which is not conducive to the continuous improvement and deepening of the marketing network.

4. Research on Government Business Service for Tobacco Based on Internet + of WeChat Terminal

Based on WeChat terminal, building a large system of Internet + government business services for tobacco can help solve some of the shortcomings and problems of government business marketing management mentioned above, so as to better improve the overall marketing service level and promote long-term sustainable development of tobacco enterprises.

1) The marketing channels can be further expanded with the help of WeChat terminal platform. In the actual application process, the WeChat one-to-one, one-to-many mode can be adopted to distribute the relevant content, in order to realize the organic integration of points, lines and surfaces of marketing network. Since there are friends of address book of mobile phone and friends circles in WeChat, WeChat can achieve accurate information push, which can establish a relatively reliable network of contacts and achieve information aggregation and overall sharing of resources. Aiming at that function of WeChat, tobacco companies can organize and establish multiple groups in the long run, thus forming stable and diversified marketing, improving the radiation surface of marketing network and discovering more potential customers.

2) Combined the objects of service marketing, precise classification and marketing services can be performed. On the one hand, the various functions of the WeChat upgraded version can be studied to grasp the superiority of WeChat's functions in search and positioning. Based on this, the characteristics and nature of the tobacco company's own business can be combined. Then customers and friends are invited through the relevant enterprise QQ group, WeChat friends and friends circles to establish more WeChat user to import systems. sumption concepts, business skills, etc., establish a close communication channel between enterprMeanwhile the classification function of WeChat public platform can be used to centrally manage retail customers and consumer groups and to publicize tobacco information in batches. Then words, sounds, pictures, videos and other means can be adopted to spread tobacco management concepts, conises and customers and further deepen mutual understanding, thus improving the level of trust and cooperation. On the other hand, with the help of positioning and other functions of WeChat mobile terminal, accurate delivery can be perfomed to the accurate customers. That is to say, some information like corporate news, product information, promotional activities can be promoted regularly to customers followed. And the corresponding function such as complaint feedback channel, product consulting, etc. can also be improved. Therefore, customers who pay attention to the WeChat public platform can receive all kinds of information sent by the enterprise at any time, making it possible for potential customers to become real customers.

3) With the help of WeChat terminal, the marketing brand of government business service for tobacco based on Internet + can be built to improve its influence and popularity. To achieve long-term development, tobacco companies need to further strengthen their foundations in the management system of government business service and form their own brands. Only in this way, can the products be further promoted and publicized, to attract more investment through brand advantages. So the WeChat public platform can be utilized to promote the cultural concept and brand information of the company to retail customers and consumers through various means. For instance, WeChat related features can be integrated into product design by the establishment of WeChat QR code scanning in offline marketing stores, which can further increase the popularity of brands and accumulate more popularity. It can also attract consumers' attention and concern to innovate marketing activities, so as to gaining more opportunities, such as through regular prize-winning quiz activities or rewards and praise support for customers. Of course, in the process of marketing design of government business service, customer needs must be taken as the center for

targeted design. Being close to the reality of life to accurately grasp the needs of consumers can enhance the attractiveness of the activities. Then, consumers can display the corresponding rewards obtained in WeChat friends circle, which further spread the image and products of tobacco companies, thus affecting more people, achieving organic integration of points, lines and surfaces and better obtaining potential customers.

4) With the help of WeChat terminals, the functions in one-stop online shopping can be optimized continuously. In order to continuously study and learn from the advantages of other related network marketing tools and platforms to further improve the function of WeChat public account, a new WeChat interface application terminal can be developed. By accurately connecting with the enterprise server API, functions like displaying tobacco information products, online shopping, order tracking and so on are further integrated. So WeChat public accounts are turned into important tools for online transactions between enterprises, retail customers and consumers, which can also achieve information feedback timely and service surveys. It is conducive to solve demands and contradictions of customers in a timely manner and better improve service satisfaction, thereby maximizing the benefits of integration and application to improve marketing efficiency and quality.

5. Conclusion

In short, the construction and development of government business service system for tobacco based on Internet + of WeChat terminal needs to be guided by market demand. And information mining and resources integration needs to be performed by focusing on needs of customers. Therefore, comprehensive service system including information integration, product marketing, precision services, rapid feedback and a one-stop order management can be further established to better achieve product upgrades, brand upgrades and consumption upgrades, which can promote longer-term development for the tobacco industry.

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