A Study on Brand Spreading Strategy in Mobile Social Network Based on WeChat

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Abstract. As a transformative application in the process of Internet development, mobile social network has subverted the ways of people's communication and channels of information dissemination. More and more businesses have shifted their focus from traditional spreading channels to mobile social network channels. The corresponding spreading strategy has also changed. Therefore, this paper introduces the WeChat's brand spreading strategy, and makes a brief evaluation of it, then finds possible problems in the process of development, and provides reference opinions for the brand spreading strategy.

1. Introduction

According to research, a series of research report about China Mobile social shows that the mobile advertising market was above 90 billion in 2015, which is expected to over 200 billion in 2018, the mobile terminal advertising growth rate is far more than it of online advertising, the proportion of the overall Internet advertising will continue to increase, network advertising will continue to migrate to the mobile terminal. WeChat is a free application launched by Tencent Inc in 2011 to provide timely communication services for smart terminal, with basic functions (add friends, chat, real-time intercom), WeChat wallet, public platform, friends circle and other functions. According to WeChat official website, as of the second quarter in 2016, WeChat has already covered more than 200 countries and more than 20 languages, over 94% of the country's total number of smart mobile phone, the total number of the brand's WeChat public accounts are more than 8 million , the number of mobile applications docking is over 85000, advertising revenue increased to 3 billion 679 million yuan, topped the list of China's social APP rankings in 2016.Because of WeChat's convenience and immediacy, users and broad contents, real social relations, cross-platform sharing and other characteristics, both social functions, entertainment, business , quickly spread among the majority of business brand spreading Heights. This shows that through analysis of WeChat's social network brand spreading strategy and the existing problems, the other mobile social networking applications in China has enlightenment and reference significance.

2. Literature Review

Mobile social network refers to the user with mobile phone, tablet and other mobile terminal as the carrier, to the user online identification and exchange of information technology as the foundation, according to the traffic billing, realized by the mobile network of social application functions. Mobile social networking does not include telephony, texting and other communications services. Compared with the traditional PC-side socialization, mobile social interaction with

human-computer interaction, real-time scenes, allowing users to create and share content anytime, anywhere, so that the network to the greatest extent possible to serve the individual real life.

Chinese scholars focus on the behavior of mobile Internet users, social media, information dissemination, privacy security and other content. There are more scholars study brand spreading in mobile social networks. Scholar Hong Jin, Seong Taek Park, explores that when enterprises are using WeChat platform for marketing and publicity from the perspective of consumer behavior and spreading theory, the three major factors of the information (entertainment, timeliness and interactivity) have a significant positive effect on customer behavior of WeChat propaganda, and these behaviors also have a positive effect on public word of mouth (Hong Jin, Seong Taek Park, 2016). Some researchers have collected a number of WeChat subscription accounts data from some well-known brands and studied factors that influence the effect of WeChat post dissemination (i.e., the number of readings and likes) (Peng Chenming, Zhang Sha, Zhao Hong, 2016). Zeng Lingke has selectively collected some content published by the Durex WeChat public account and draw reasons for the popularity of the Durex WeChat public account according to the WCI index (WeChat spread index) (Zeng Lingke, 2015).

Foreign literature on the mobile social network research earlier than the domestic, research areas, including user acceptance, self-esteem, privacy, social media and user behavior, etc., in terms of brand spreading in mobile social networks, research content is rare. T. Vukasović, R. Strašek made a survey. Survey was conducted randomly among Facebook user community. The paper presents research results and internet marketing activities that have contributed to building a relationship with the brand (T. Vukasović, R. Strašek, 2014).

3. Analysis of brand spreading strategy based on WeChat

3.1. Current situation of brand spreading strategy

Brand spreading strategy is based on the principle of brand spreading value. Under the overall framework of brand identification, we choose multiple spreading modes to promote specific brands and then establish brand image and promoted market sales. Because WeChat has the characteristics of strong interactivity, high arrival rate, good maneuverability, low threshold and strong pertinence, so businessmen on the WeChat platform commonly used brand spreading strategies are mainly advertising, public relations, sensory brand spreading and integrated marketing spreading. These strategies appear in WeChat's public account, WeChat group, friends circle, search engines and other tools.

3.1.1. Advertising strategy

The common advertisements on WeChat are mainly friends circle advertising, wide pass, soft text ads and links to the original text.

Circle friends advertising, WeChat system will base on the type of mobile phone, age, city and interest, expression, etc., matching the target population, you can make the brand target delivery to the targeted consumers precisely. Broad point is the advertising slot in the public account system set up by WeChat for some specific advertisers that is, the Banner at the end of WeChat account, mainly to promote the brand's official public account to target audience. Soft text advertising is now the mainstream form of advertising, common in the content of the media public account which has a large amount of reading. The biggest characteristic is the advertising has a close integration with content of the article, therefore readers have a high degree of acceptance, and not easy to generate resentment. The original link is usually associated with the soft text, and products promoting is suitable for HTML5, the official website and product purchase page.

3.1.2. Public relations

The brand's public relations dissemination on WeChat for the first time should use news events or hot events artfully to introduce products and services on its public account, combined with the repost and spread of cooperative partners and spread audience to create a continuous topic. Thus,

shape the corporate image and brand awareness, establish a reputation and sense of responsibility, gain the consumer's psychological recognition.

But because of the Webchat's rapid information dissemination and great influence, it brings opportunities and challenges at the same time to the major corporate brands, such as: The Soliton video event of Uniqlo in 2015 was widely reposted and commented of the major WeChat public accounts and friends circle, while Uniqlo reflected slow to this event and showed a negative attitude which made the event large-scale fermentation and the negative public opinion got further expand.

3.1.3. Sensory transmission

The sensory spreading strategies used by brands on WeChat usually refer to the visual and auditory information stimulation passed to the audience, because WeChat is a network media, cannot make the consumers having direct contact with the brands' products and service, which greatly weakened the stimulation of brand in the sense of taste, touch and smell .In order to compensate for this aspect of the weakness, the brand usually adopts more synesthesia, which causes sensation transfer through association. For example: *the love letter of the first grass* in WeChat H5 shows the love and guilt of his wife in the process of growing up in the tone of a man, and finally leads to the brand's slogan "the first grass-Yin clergyman, love wife preferred ". pictures and music make the audience think of flowers and the taste of the product, let audience remember the new high-end health brand named the first grass.

3.1.4. Integrated marketing

Integrated marketing spreading refers to the brand uses all access to the information source can be exposed to attract consumers, for which enterprises often need to develop marketing spreading plan and coordinate various spreading tools. Therefore, all the company's spreading activities can form a whole, unified image in the market. The four basic steps of brand integrated marketing spreading: establish a consumer database, and implement the contact management of target audience; develop spreading objectives and spreading strategies, and identify clear marketing objectives based on spreading objectives. In general, integrated marketing spreading programs will be integrated with WeChat, micro-blog, web sites. For example: MYOT ee - an application that user can quickly create their own comic avatar through the stitching of facial features. At the beginning of its release, it was tepid. Until the WeChat friends circle was occupied by a variety of cartoon avatar, and spreader widely through the QQ, micro-blog and other social applications, the users of MYOT ee quickly exceeded 20 million.

3.2. Problems of brand spreading strategy

At the present stage, the spreading strategies adopted by the brand operators on the mobile social network mainly exist problems like the mass and fragmentation of the dissemination of information, the uneven quality of the dissemination content, the lack of spreading, the proliferation of micro-operators, the low audience coverage of dissemination and other issues. Fragmentation and mass dissemination of information is also easy to cause the consumer fatigue, attention and interest decline, which requires high quality spreading content compared to spreading tools in the process of brand spreading. But most of the existing brand spreading's pursuit is to find audience who is clearly push brand information. However, lack good, cyclic, emotional interaction with the audience. At the same time, the brand in the push product information and advertising frequency is not accurate, so that consumers feel disturbed. What's more, in order to obtain the audience's high praise, entrusting the informal network public relations institutions to carry out various marketing, hype in the friend circle, publish false information, disturb the market order.

4. Improvement suggestions of brand spreading strategy

The brand spreading strategy of mobile social network needs to meet the following five requirements: precise positioning, accurate arrival, effective interaction, clear information and the extreme content.

Brand advertising should focus on all kinds of high-quality content and services, which is the brand revenue-generating contacts, while optimizing the delivery and form of social advertising and optimizing advertising tools. Brand in WeChat public relations should maintain friendly with the audience, two-way, timeliness and professionalism, and coordinates all kinds of brand relations inside and outside, pay attention to consumer emotional spreading. Good brand spreading strategies have characteristics conveying information to the audience such as storytelling, emotional bias, and easy to think of. Because compared to the general information, people are often impressed by the story of the plot.

5.Summary

Mobile social network integrates the advantages and characteristics of mobile network, mobile terminal and social networks and mutually beneficial supplement. WeChat, as a leader of the China Mobile social network, it may bring directions for many enterprises in brand spreading. The essence of brand spreading is a process to convince consumers to recognize the brand concept, and also is an important means of occupying consumer's sight, maintaining consumer loyalty and setting up brand image. Faced with the increasingly strong development of mobile social networks, brand spreading strategy should be consumer-oriented, so as to achieve precise positioning, good interaction, and the ultimate content.

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