



Analysis of Social Marketing Mode in the Era of We Media

Jieying Huang¹, Dongbo Wang²

¹ College of Vocational Education, South China Normal University, Foshan 528200, Guangdong, People's Republic of China

² Department of information management and Engineering, Neusoft Institute Guangdong, Foshan 528225, Guangdong, People's Republic of China

ABSTRACT

The platforms of We media, such as Wechat, microblog and others, are also social platforms. To some extent, We media and community are inseparable. We media is also a platform for community gathering, and then become the place of business. So the use of We media for social marketing is a hot topic when online community gathering. Therefore, based on the theory of strong weak relationship, AISAS consumer behavior rule and five modules of community building, this paper explores the main operation mode and realization mode of "community + We media marketing" in the era of We media, in order to find out the common marketing modes of community, such as Third party vertical community marketing, enterprises build their own social networks and so on, as well as the similarities and differences of the modes in gathering, structure, output, replication etc.. This paper puts forward the seven steps of using We media for community marketing.

Keywords: AISAS law; We media; Social marketing

1. Introduction

In 2014, the rise of We media, such as Logix thinking and uncle Tongdao, combined with social marketing, opened the era of We media. By December

of this year, the use of We media for social marketing has become a hot topic of public discussion and a low-cost marketing method. However, there are many articles about community marketing, but few of them summarize the mode of community marketing in the era of We media. Therefore, this paper starts from the mode of "We media + community", and discusses how to use We media to better realize community marketing in the new era, in order to provide substantive reference for the majority of operators.

Received: September 11, 2020; Revised: October 10, 2020;
Accepted: November 1, 2020.

First author: Jieying Huang, undergraduate of College of Vocational Education, South China Normal University, research direction: electronic commerce.

Corresponding author: Dongbo Wang, Department of information management and Engineering, Neusoft Institute Guangdong, Email: 2684166604@qq.com.

1.1 Research significance

Since the rise of Wechat, microblog, micro-blog and Jitter, there are countless marketing activities using We-media. It took five years from the content display at the beginning to the realization of e-commerce. In the past years, the research on social marketing of We-Media platform mainly focused on logic thinking, "uncle Tongdao", "wonderful flower of talking " and the book industry, but with the participation of grassroots people, the use of We-media platform marketing has involved all aspects of life. Therefore, based on the analysis of social marketing in the era of We-media, this paper puts forward some suggestions for the development of social marketing from the perspective of We-media marketing, which can be used as a reference for online marketing businesses.

1.2 Related concepts

1.2.1 We media

We media is generally considered as a way for the general public to share and disseminate their own facts and news to others by means of modernization and electronization. It includes personal media with independent user ID, group creation media, enterprise microblog or Wechat. There are mainly social tools: micro-blog, Wechat, Little Red Book, Beautiful Word. News media such as today's headlines, Baidu, Sohu and Phoenix; video media: jitter and fast hand, beep and so on [1].

We media marketing, also known as social media marketing, is a marketing method with the development and maturity of China's Internet and the rise of new media. It starts from Facebook and twitter in Western and Sina Weibo online in 2009 in China. It refers to a way to spread and release information on We media platforms such as Internet collaboration platforms, so as to form publicity, sales, PR relationship management and customer relationship management. Emphasize the interaction and content

with users [2].

1.2.2 Social marketing

Community marketing is a new form of social economy, sharing economy and SNS marketing. It is a marketing method based on network community or social media. Because of its close user contact, strong interaction, low cost and high maintenance of customer relationship, it has become one of the popular marketing methods in network marketing [3]. It began in the era of Web2.0, and after 2006, which produced the network community. At the beginning, it was a group of people with the same interests and hobbies to get together, that is Bee aggregation effect. After that, the scope will be expanded and realized. It started in the book and news exchange industry.

The five elements of a community are the same hobbies - structure - output - operation - replication. It refers to that people with the same hobbies gather together on the communication platform, such as forum, Wechat, QQ, etc., output information knowledge and exchange and share, generate purchase behavior under the leadership of the activities of managers and marketing personnel, and finally the community expands the scope with core customer groups and unique social group culture to realize the replication of the mode. Combined with the above theory, I uses this model to analyze the model of We media community marketing. According to the content classification, there are six kinds of communities: product community, interest community, knowledge community, resource community, project mixed community and mixed community.

2. The inner logic of community construction

2.1 Relationship chain from weak relationship to strong relationship

Granovett, an American sociologist, proposes that interpersonal networks can be divided into two types:

strong network and weak network. Weak relationship refers to the strong network heterogeneity of an individual's society, that is, a wide range of contacts may come from all walks of life. Therefore, the information that can be obtained is also multifaceted, and the relationship between people is not close, and there is not too much emotional support. That's what we call a casual friend. In most network communities, members have different social backgrounds, sources and preferences, but because they join the same group for the same purpose, the relationship between people is mostly in weak social relations.

Strong relationship refers to the strong network homogeneity of an individual's society, that is, the work performed by the people who communicate with each other, the information they master are all convergent, the relationship between people is close, and there are strong emotional factors that maintain the interpersonal relationship. It is an important factor to improve the user stickiness and conversion rate to maintain the user relationship by relying on the content that users are interested in and cultivating opinion leaders in the community, and to realize the transformation from partial weak to "strong" relationship. For example, after Logitech has established a hierarchical membership system, it will regularly distribute membership benefits to its members. For example, the platform will present LETV, the top ten community members who submit member information, to achieve a win-win situation among Logitech, loyal fans and LETV brands that

participate in promotion. The intimate community interaction based on this strong relationship network will transform the We media platform into a knowledge community [4].

The weak relationship makes the community flexible, while the strong relationship makes the community stable. Therefore, in the operation and maintenance of the community, we should pay attention to the maintenance of customer relationship and the system management of the community. Make social relations in a dynamic balance.

2.2 The "swarm effect" caused by social needs

Maslow's theory of hierarchy of needs embodies that human beings have physiological needs, security needs, social needs and development needs. According to the theory, people have the needs of yearning for family affection and love, meeting and interpersonal communication, as well as the needs of the same kind of social interaction. Therefore, most of the groups formed by the combination of people with the same topic and hobbies, whose members are the recipients of knowledge, producers and sharers, make people feel a team fighting, self-esteem and belonging, and meet the needs of People's social needs for conglomeration. And the development of the Internet provides these people with online topic tribes. Many people join the community because they need to contact, work, make friends, learn, publicize and live. The motivation of marketers to build a group lies in selling goods, networking, growing (learning together) and brand promotion.

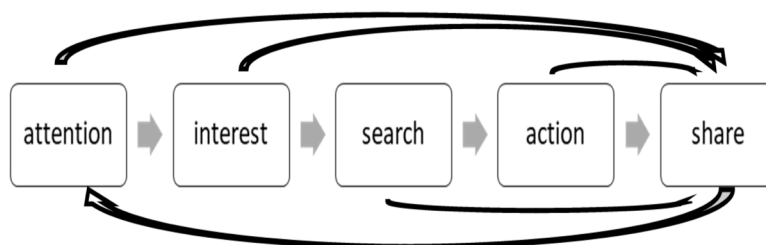


Figure 1 The AISAS model

In 2005, AISAS consumer behavior law appeared, which means: attention, interest, search, action and share. Compared with the traditional Aisa model, this model points out the need of consumer sharing, especially after sharing, it can attract the attention of other consumers, and then generate interest, forming a sales closed-loop.

Any information acquired by customers at the time of purchase can be spread through the community at any time. When word of mouth is passed on, social marketing also produces viral communication.

3. The form of social expression under We media marketing

3.1 Gathering together

Firstly, it aims at a certain field, such as labeling its own brand: fashion, emotion, etc. Secondly, the original content is created through the media, such as Wechat public address, micro-blog topic and its own platform. After the users participate in accumulating a certain amount of traffic, it is an important way to establish community, such as Wechat group, QQ group and knowledge topic, from the media age.

3.2 Replication

During the establishment and operation of the community, through We-media promotion, such as push and forward, publicity and drainage, topic sharing in Zhihu, Xiaohong Book praise, etc., users

are affected to gather on other social platforms, so as to build a social network system, or through social media activities, such as forwarding and pulling people to get rewards for promotion and publicity, so as to constantly add new users to the community.

3.3 Content output

In terms of content output, different platforms have different forms of output, such as the background messages of Wechat public platform and the commentary of the commentary area, while Wechat group and QQ chat directly. However, no matter which form, most of them are platform management or opinion leaders to promote audience participation and form communication and interaction.

3.4 Community structure

There are three main modes: one is the third party vertical community marketing, which represents the "Luo Ji Thinking" from the media; the two is the online social networking system established by the enterprise brand itself, which is the direction that many companies are making efforts, such as the perfect diary, while three is the personal marketing community established by some celebrities and net red, such as the world of the world of Rebecca, the star micro-blog and so on.

3.4.1 Third party vertical community marketing

The community model is mainly reflected in the flow of information from suppliers, platform managers



Figure 2 Third party vertical community marketing

and end consumers. Commodity information flows from the platform to the managers and finally to the consumer through the community manager, opinion leader and initial follower. Consumer feedback is the opposite way. This mode is mainly embodied in the content marketing of logic thinking. Luo's team

creates the content and transmits the layer by layer information from iron members, ordinary members, fans to the general audience through the membership system.

This mode is widely used and mature in the book industry, such as children's book publishing mother

Sanchuan Ling and uncle Kai telling stories [5]. this community type usually has a standardized management system, so it is not difficult to become a pan audience of this We-media, but further becoming a member requires corresponding conditions, such as the number of products purchased, enthusiasm for speaking and membership fees. The use of content platforms is diverse, and microblog, Wechat and own platforms are their important support.

3.4.2 Enterprises build their own social networks

Taking advantage of enterprise or brand as the leading role, similar to traditional integrated marketing, integrating various social media and We media platforms, such as enterprise public number, website, jitter, and other platforms to create content, design activities, create atmosphere, cause fans to interact and share, thus forming a community. For example, the perfect diary[6] is based on the activity of Wechat public number, for example, in the public number message point the top three sending cosmetics sets and other forms to attract users to transmit the collection to achieve communication, while users at the same time also provide other users with reference, so as to achieve the promotion, or through the public number diversion to Wechat shores or Taobao, such as paying attention to the public number to receive coupons, etc. activities to connect the public numbers with Taobao. At the same time, they will open topics and accumulate users in microblog and Little Red Book, set up a mall in Little Red Book, and form a full line marketing driven by We media. Clove doctors mainly use Wechat to build different public numbers and small programs according to different user groups, such as clove doctor, lilac mama[7], cloves Museum, etc.

3.4.3 Personal marketing community

Personal marketing comes from the fan economy,

some content marketing shared by the Internet Celebrities, such as Papi sauce and Mimeng in the early days, now popular travel food and fashion experts. It is manifested by creating the original content through the Wechat public address or microblog, or combining the two, or sharing their life experiences to attract fans' attention, thus forming the community. This mode is similar to the original fan economy, more reflected in the original and novel content production to accumulate the original traffic. For example, "Dad evaluation" attracts users with evaluation content, while "Rebecca's fantasy world" attracts attention with its own fashion experience diary sharing.

3.5 In terms of operational realization

We-media community marketing has the characteristics of taking content as the king, activities as the supplement, and creating a sense of ceremony. There are four ways to realize the realization of flow in the later stage. The first is to cooperate with third party businesses to sell corresponding books, periodicals, courses and peripheral products, that is, content marketing and shopping guide, such as promotion of soft numbers of public numbers; second, putting advertisements to attract different businesses to advertise, such as "e-commerce headlines" public advertising; third, self operated mall, creating content from the media, gathering community traffic, and finally draining to self dealers. City, realize realization. For example, "personal assessment" and other personal main marketing public numbers, using the public number to release product evaluation information, use the small program form at the bottom of the public number to introduce Wechat into the mall to purchase; fourth, combine online and offline, realize resource replacement and traffic fission, such as the food public number "Yue Wei

Mount Huangshan" after accumulating traffic, use the mode of cooperation with offline merchants to obtain coupons. In this way, the preferential information can be transmitted to customers by using their own heat. Consumers can receive online coupons in the public number, so as to achieve a win-win situation of business and community operation[8]. In addition, there are crowdfunding and project cooperation to launch customized products.

4. Conclusions

There are two main ways of "We media + community" marketing, whether operated by individuals or groups: one is to focus on the production of We media content to attract customers with content, so as to produce an aggregation effect and form a community; the other is to establish a community, and use We media to create content to achieve the maintenance and promotion of the community. By comparing the consumer psychology and types with the operation mode, we can get the following enlightenment:

4.1 Clear positioning and focus on subdivision needs

"Decentralization" and two-way interaction are the characteristics of community marketing in the era of We-media. In many weak relationship communities, people rely on the same needs and purposes to maintain the relationship, so the community should focus on a certain area of interest to users. "Dad evaluation" focuses on people's pursuit of healthy life, positioning itself as the lab studio for evaluation and testing of products around them, so that people's lives are far away from "life products" harmful to health, and then carry out precision marketing[9].

And the smaller the group, the more similarities, the higher the cohesion. Therefore, in the process of market segmentation, we can initially establish

a community, and then refine it again for drainage. For example, after managing the members and the masses at different levels, we can further separate and establish a member community. Nowadays, most postgraduate marketing is the same. First, through the public number marketing, people who have the same needs will be attracted to join the "2020 postgraduate entrance examination politics (English) group". In this group, the teaching of the audition course can be realized through the "chat platform". At the end of the auditions, the students who purchase the members as formal students can contact the administrators to join different VIP groups, such as vocabulary groups, reading groups, etc. Study, understand the depth of the content, and in the original group continue to promote other listening courses. In this way, different groups can accept different contents and better maintain valuable member customers.

4.2 Content monitoring and original writing

After a clear positioning, it is necessary to achieve content creation, including text, video, audio, comics and other media. Content is not only the way to attract people in the early stage, but also the key to maintain customer relationship in the later stage. In the era of information explosion, people often come into contact with homogeneous products and content. How to achieve unique and refreshing is the key to content marketing. Therefore, the original content is essential. We media provides convenience for content creation and management of the community. We media can be used for content creation and community promotion. While realizing their own or their own team content, they should also manage the speech in the community and monitor the content of others. If you reply to the Wechat public address, delete some unrelated advertising remarks in the community.

The content and form also include activities,

life needs a sense of ritual, and community is no exception. In the network community, members are mostly in a state of weak relationship, so the daily operation and maintenance of the community is also a ritual [10]. Some activities can be held on a regular basis to create a sense of ceremony. Activities cannot be reduced. For example, the origin of the "double 11" Festival is preferential activities. In 2018, the forwarding of Koi activity realized frequency swiping in the circle of friends, driving the whole line of young users.

4.3 Cultivate opinion leaders and develop communities in depth

"Opinion leaders" are groups or individuals with influence in the community. They play the role of integrating information and reconciliation information in the community, which is also known as KOL. KOL is not necessarily a net red star. It is possible that KOL is the neighbor around them. They have a high affinity and the ability to integrate information, and they are also intermediaries to upload and release information. Therefore, in the community, people with high enthusiasm and "own light" that can drive the atmosphere can be cultivated as opinion leaders, so as to shape the community atmosphere and activate the atmosphere.

4.4 Regular feedback to maintain customer relationship

As we all know, the cost of maintaining the old customers is much lower than the cost of developing new customers, and the old customers will share and affect others and bring new users. And social marketing is also a part of network marketing, it is inevitable to maintain customer relationship. While maintaining customer relationships, in addition to improving user stickiness with high-quality content, because of the higher degree of subdivision in the community, it is more convenient to identify old

users, such as providing resources through public background return and social triage, or building regular feedback gifts to customers with sexual solicitude and rewarding contributions.

4.5 Reasonable fission and removal of "insulated" users

After accumulating users in the early stage, some activities need to be taken for fission. However, in most interest communities, the liquidity rate is low, such as reading exchange group, mainly because the non-profit style is difficult to achieve good transformation. But if we start from the psychological needs of consumers and push the books and shopping malls they need, we can also achieve good fission. "Dad evaluation" starts with the evaluation report, and the We media finally cashes in through the sale of products that pass the evaluation.

Reasonable fission also lies in management. Regular removal of "zombies" and other users isolated from community content and interaction not only reduces the pressure of management, but also provides space for later users.

4.6 Whole line marketing and establishment of marketing system

From the perspective of social composition, a community is not limited to Wechat and micro-blog, but also to the community of know, tremble, and Little Red Book. To achieve full line marketing and establish a social marketing system, we can design different contents and forms for users of different platforms, such as logit thinking, to launch different contents in different forms on different platforms, and lilac mother can face different audiences through different accounts on the same platform. It can also create the same content to be promoted and repeated in different We-media community platforms to create a full line of "lively" atmosphere, which is also the way most community marketing adopts. Among many

platforms, WeChat, micro-blog and jitter is a common platform, but in industries such as cosmetics, beauty salons and others where young women are the user groups, Little Red Book is also a better choice to improve the exposure rate.

4.7 Team operations

When a We media platform becomes famous, the number of users increases and the community expands. In addition to content creation, there should be corresponding user management, activity management, data analysis, etc. and corresponding team support. For example, Ms. Fang of "Rebecca's fantasy world" once thanked the assistants on Weibo for their contributions: although it was her own creation, there were also a group of shooting and miscellaneous assistants behind the creation. Therefore, team operation is a better choice than individual operation in consideration of workload and effect.

Acknowledgement

This article belongs to Phased research result of the following projects: (a) 2019 school-level scientific research fund project of Neusoft Institute Guangdong (Undergraduate Higher Education Teaching Reform Project No. 01-Exploration and Practice of the Construction of New Industrial Technology College-Taking Neusoft Institute Guangdong as an example; (b) Neusoft Institute Guangdong 2019 school-level scientific research fund project (Teaching Quality and Teaching Reform Project) No. 01-Phased Research Results of Neusoft Institute Guangdong/Foshan Deng

Yutong Network Technology Co., Ltd. Cross-border E-commerce Teaching Practice Base.

References

- [1] Li Q. Analysis of the Development of Social Marketing Mode in the Era of We Media[J]. Shenzhou, 2018, (12): 203-204.
- [2] Bai B X. Research on the Development of We Media[J]. New Media research, 2018, 4(6): 109-110.
- [3] Feng Y J. Fundamentals and Practice of Online Marketing (5th Edition) [M]. Tsinghua University Press, 2016: 313-319.
- [4] Xiao Y. Research on Relationship Chain of We Media Platform Social Marketing [J]. Friends of Editors, (12): 27-30..
- [5] Wang Y L. Research on Book Community Marketing Mode in the Era of Mobile Internet [J]. Science and Technology and Publishing, (3): 79-82.
- [6] Internet data Network. About Perfect Diary Animal Eye Shadow Sales Volume 200 Thousand Weekly Data Analysis[EB/OL]. <http://www.199it.com/archives/882790.html>.
- [7] Qingbo big data. Active Index of Clove Mother's Public Number[EB/OL]. [Http://www.gsdata.cn/query/wx?Q=mother lilac](Http://www.gsdata.cn/query/wx?Q=mother+lilac).
- [8] Peng H, Su Z T. The Development Strategy of New Media Marketing Based on Community Building: a Case Study of the Food Public "Yue Wei Mount Huangshan" Operation[J]. News Research Guide, 10 (13): 37-38.
- [9] Dad Evaluation Website. The Introduction about Dad Evaluation[EB/OL]. <Https://daddylab.com/2019.12.29>.