

## Research on Application of Network Marketing in Mechanical and Heavy Industry Based on SNS

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### Abstract

Under the traditional network marketing mode, the network marketing cost of mechanical heavy industry is getting higher and higher. Especially under the economic downturn, the network marketing of mechanical heavy industry must break through the original mode. Enterprise social network marketing SNS has changed the traditional network marketing mode. In the process of SNS marketing, the core and strategy of SNS marketing are needed to improve the conversion rate of customer information and achieve the promotion of enterprise marketing effect.

### Keywords

Heavy industry; Network marketing; Application.

### 1. Introduction

With the further development of the Internet, the traditional network marketing model has been unable to meet the needs of marketing in mechanical heavy industry, especially in the global marketing model. Social network marketing (SNS) is a human-centered marketing model, which has changed the traditional one-way information dissemination model in network marketing into two-way information dissemination marketing model for enterprises and users, improved the operational efficiency of network marketing, and reduced transaction costs between enterprises and users. Machinery heavy industry has a high unit price. In the process of SNS marketing, we need to find the core and strategy of SNS marketing, improve the conversion rate of customer information, and achieve the promotion of enterprise marketing effect. For the current economic downturn, the transformation of heavy machinery industry, reduce transaction costs, improve operational efficiency has a certain practical significance. (as shown in table 1).

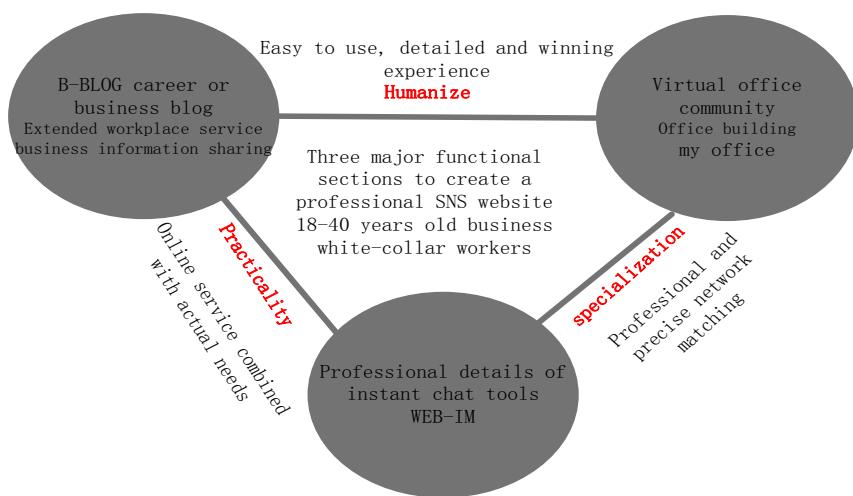
Table 1 Gross Industrial Output of Construction Machinery Industry as a Proportion of GDP in 2008-2013

	Gross domestic product	Growth rate	Gross Domestic Product of Construction Machinery Industry	Growth rate	The proportion of gross industrial output to GDP
2008	300670	9.0	1925.34	40.81	0.64
2009	335353	8.7	2586.49	22.60	0.77
2010	397983	10.3	3980.48	49.64	1.00
2011	471564	9.2	5908.10	34.56	1.25
2012	519322	7.8	6018.34	1.85	1.16

## 2. The Meaning and Characteristics of SNS

SNS full name is Social Networking Services, It refers specifically to Internet application services designed to help people build social networks. In 1967, Stanley Milgram (1933-1984), a professor of psychology at Harvard University, founded the theory of six-degree segmentation, in which no more than six people can know a stranger. According to the six-degree separation theory, each individual's social circle is constantly enlarged and eventually becomes a large network. According to this theory, people have created a social network-oriented Internet service, through "acquaintances of acquaintances" to carry out network social development. (as shown in Figure 1)

SHS has become a mature information carrier map



SNS has become a mature and popular information carrier map

SNS social networking website is based on the idea of social network relationship system. It provides users with at least three kinds of services: one is to establish real user files and personal pages; the other is to use contact list to realize the function of making friends; the third is to give users the right to view contact files. SNS based on this has the following four characteristics: integration of a variety of 2.0 applications; real interpersonal relationships; They live in groups.

## 3. Application and Analysis of SNS in Network Marketing of Machinery and Heavy Industry

The heavy machinery industry is facing two problems in the traditional network marketing. The first problem is that the cost of network marketing is getting higher and higher. The second problem is that the effect of our network marketing is getting worse and worse. Using social network service platform can solve two problems faced by mechanical heavy industry.

## 4. The Foundation of SNS Marketing in Mechanical Heavy Industry Enterprises

Social network service marketing is an important marketing mode in enterprise network marketing. To do a good job in social network service marketing, we need to do a good job in enterprise official website, find a social network platform, cooperate with opinion leaders, and establish a rapid response team.

#### **4.1 Do a Good Job in Enterprise Website**

Marketing website is not a simple product introduction and display, but a pleasant experience through exquisite website design, at the same time, the website should have enough high-quality information. Not only the beautiful layout, detailed data, high-quality pictures, the key is the marketing means of the website. In fact, to gain customer experience is to introduce products to customers according to their thinking and needs, and more importantly to introduce solutions provided to customers.

#### **4.2 Find a Socialized Platform**

The social network service platform includes the following. First, the social network marketing service platform, such as Facebook, Kaixin, many enterprises can try. Second, social commerce, like some group buying websites. Third, social video, such as YouTube abroad, Youku in China and so on, can communicate with customers. Fourth, social search, including Google, Baidu and other search engines. Social community, including Tianya community, some other vertical communities. Find the right platform for socialization, the right market, and the right customers. To find the right platform is to find the right social network platform abroad. Different countries, different customers like and apply different social platforms, so it is necessary to segment customer groups, and then to plan a variety of activities and topics to attract more customer attention.

#### **4.3 Cooperation with Opinion Leaders**

Commonly known as "bang da kuan" is to contact the associations, groups and institutions where the customers of these products need to participate in the discussion. These associations, groups and institutions are generally third parties. They are concerned about industry information and industry progress. They share the company's cutting-edge technology and industry trends with associations, groups and institutions, provide their solutions, and invite these third-party organizations to voice on the social platform.

#### **4.4 Establishing Quick Response Teams**

The characteristic of Internet is to improve the efficiency of communication between enterprises and customers. When real customers find the social network service platform of enterprises, they need online customer service to get in touch with each other at the first time, interact with customers and leave first-hand information. After receiving the customer information, the information registrar must transmit the information to the relevant business departments in time and accurately in order to meet the needs of customers immediately.

### **5. Procedures of SNS Marketing in Machinery and Heavy Industry**

In order to do well in social network marketing, mechanical heavy industry needs to implement six strategic steps. Firstly, it is necessary to formulate the goal of social network marketing. The goal is to improve the company's image or sales. The strategies and tactics adopted in the later stage will be different according to different goals.

Secondly, we should determine the target customer group, and after setting the target, we need to find out what kind of people we want to produce this relationship and what kind of customers we want to bring value to. Most enterprises do social network services to see others do it themselves, but what kind of customers they really want to pass on is not clear, so it produces bad network marketing effect.

Thirdly, we should choose a suitable platform for enterprise's social marketing. Social network service platform includes community platform, business platform, video platform and so on. What kind of platform is suitable for enterprise's products? We need to do a good job in analyzing and researching which platform is active for enterprise's users.

Fourthly, we should formulate strategies and tactics well. Enterprises should produce strategic objectives at different stages, including how to achieve strategic objectives and detailed steps to implement them.

The fifth is the creative planning of marketing content, which is the core of all marketing. If the enterprise has a good analysis of the basic social network marketing companies, but can not attract the expected customers, it is difficult to generate interaction and relationship. The sixth is the marketing effect and reputation supervision. According to the analysis of marketing effect, we can effectively improve the strategy of online marketing.

## 6. Network Marketing Case of Machinery and Heavy Industry Based on SNS

Zhengzhou Yifan Machinery Equipment Co., Ltd. specializes in crusher equipment, is a well-known crusher screening equipment manufacturer in China. We provide customers with a full range of crushing and screening equipment, including hydraulic cone crusher, jaw crusher, impact crusher, vertical impact crusher (sand making machine), mobile crushing station and shaker. The products have been applied in a large number of key national projects. The complete set of equipment has been exported to Russia, Mongolia, Central Asia, and so on. Africa and other countries and regions. The company has a number of domestic crushing screening experts, with a strong ability to develop new products. The first foreign platforms for enterprises to use social network services are Facebook, Twitter and Google+. They use four languages to interact with customers around the world and have achieved good results. Domestic platforms include Tencent Weibo, Sina Weibo, Youku and so on, which timely disseminate the company's information and constantly communicate with customers.

After choosing a good platform in the actual operation, we should first subdivide the customer group, subdivide the market, identify the market and target customers. Enterprise social network marketing must tell the customers what to do, what kind of services can all users provide, and then plan and make policy. Planning marketing content, planning activities, planning topics, not only to participate in this topic, but also to plan topics and activities, so that users can actively interact. The last one is to interact well with customers. By using the "bang da kuan" approach, we can identify the associations, groups and organizations where the customers are, and then attract more customers to interact with each other in the form of serials, so as to form a complete set of corporate social network marketing effect.

## 7. Conclusion remarks

SNS in mechanical heavy industry has realized the communication and communication between enterprises and users, and has become an important channel of enterprise network marketing. With the popularity of Internet applications, future marketing is not only to push online advertising information to consumers, but also to be better at quickly capturing changes in consumer demand and online media behavior, and integrating marketing into consumers' daily life. The combination mode of network marketing and SNS is still being practiced, demonstrated and explored. What kind of structure the Internet will present in the future is still unknown. The change of consumer's media behavior will be the research direction of enterprise marketing in the future. SNS marketing will bring us more changes.

## Acknowledgments

This work was partially supported by National Science and Technology Innovation Project for College Students(No.201711488004).

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