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# WeChat public number management problem analysis and promotion

Dejia Zhang

Wenzhou Vocational & Technical College, Wenzhou. 325035, China

zhangdae@sina.com

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## Abstract

domestic WeChat platform development is early, in terms of the game it shows, its development prospects are unlimited. Now users pay more and more attention to user experience. In WeChat marketing, enterprises can only rely on the simple and straightforward marketing method of "please scan the qr code \*\*". Most users will feel novel at first, and will feel that this is a way of lacking user experience over time. And this is also a passive marketing means, if the user did not scan the two-dimensional code, then the enterprise's activities do well is futile. Imagine doing this kind of marketing with a clear reason or incentive.

## Keywords

WeChat; The public; Management; To promote.

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## 1. Introduction

### 1.1 Lack of user management

#### 1.1.1 The platform is not perfect

When using WeChat to build marketing platform, enterprises lack of thinking about effective marketing model. At present, most enterprises marketing platform relies mainly on the micro letter free marketing strategy to get the user or directly add "near", and even some enterprises pay for "friends", but in this way the increasing number of users, will not necessarily long-term focus on product information, customer loyalty is not high, not too much significance to enterprise's actual marketing.

The shopping platform also needs to be improved. After users buy a satisfactory product in the micro mall, the function of users to share the product to the circle of friends will sometimes collapse, unable to use the social power for effective publicity and flow realization. At the same time, mobile payment has been a problem plaguing mobile e-commerce, and the bundled tenpay will be conducive to the development of WeChat. However, tenpay alone cannot meet the different needs of users.

#### 1.1.2 Low customer activity

Although the point-to-point push of WeChat can accurately send information to users, compared with other social platforms, the communication lines of WeChat platform are relatively simple. Only enterprise accounts can see users' responses, which cannot be seen by other users, so they cannot discuss in the platform or share information in their circle of friends. But the enterprise's reply mostly is the system automatic reply, not necessarily promptly, moreover compares the formatting, the interaction is not strong, causes the WeChat user's active degree to be low.

#### 1.1.3 Insufficient interaction with customers

At present, the biggest drawback of public accounts is the lack of interaction. It is difficult for users to interact with each other, which will lead to the neglect of many god comments in the process of

information transmission and the difficulty of secondary transmission. Instant interaction is one of the advantages of new media. But WeChat communication platform is relatively closed. Users cannot form hot topics and discussion space like weibo through WeChat, and cannot see other users' comments and feedback in a timely manner. Some media public accounts use manual reply, which requires a large number of personnel to maintain, but it is more in line with WeChat's interpersonal communication characteristics and usage habits, and at the same time meets users' psychological and information needs, so as to achieve better user experience.

Micro letter point-to-point transmission is its advantage, but relative to the microblogging, but also the lack of weibo fans can communicate each other between the characteristics of the communication line singularity decided to fans respond only corporate account can see and with more friends and their friends to share ideas, and most companies account reply is slow and hard, the slow curt reply is not replace the interaction between fans, so the micro letter fan activity significantly lower than the microblog.

### **1.2 Legal irregularities in WeChat marketing**

As the saying goes, no rules no radius. From the perspective of the legislative environment, there are some defects in the content of network marketing. Due to the rapid development and late emergence of the network, the national management of e-commerce network environment is not in place. In the current situation, although the relevant departments focus on the supervision of the Internet, network violence, network fraud and malicious spread of rumors and other network crimes emerge in an endless stream, bringing many bad effects to the society. Neither the operator of WeChat public platform nor the subscriber can guarantee their own interests. WeChat itself faces a dilemma. On the one hand, WeChat can be used as a marketing tool by many merchants and organizations. On the other hand, WeChat, like other social software, is easily reduced to a place where bad actors spread rumors and conduct illegal behaviors.

### **1.3 Security risks of WeChat marketing**

No one is perfect, WeChat has been reported there are loopholes, may cause the leakage of personal privacy information. In recent years, there are more and more Internet scams, and the security of users' online property is threatened. With the development of WeChat marketing, the security of WeChat payment is exposed. WeChat payment requires bank card binding, which brings great security risks. Once WeChat is stolen or mobile phone is lost, it is easy to cause capital loss. At the same time, the popularity of WeChat Lucky Money, there are also fake red packets, hidden virus links to promote red packets and other online fraud. All these remind WeChat marketing to further strengthen the prevention of its security risks.

## **2. Solutions to problems existing in WeChat marketing**

According to the above analysis of the existing problems in "cloud" + gardening WeChat marketing, some countermeasures and solutions are proposed below to improve the marketing strength of WeChat marketing.

### **2.1 Expand promotion efforts**

#### **2.1.1 Add friends**

- (1) Add QQ friends and mobile phone address book friends to WeChat friends;
- (2) Use WeChat group, nearby people and other means to take the initiative to add strange friends;
- (3) Find potential users in various fields;
- (4) Attract new users with preferential activities.

Disseminate knowledge in the field on a regular basis; Send more original text and pictures; Introduce the products from a new perspective; Show real delivery scenarios; Send three to five messages a day. Through the circle of friends to send real-time dynamic, so that customers understand our products

and activities, the customer through the retweet activities of the circle of friends, in order to get the number of thumb up out of the top, give the corresponding gifts.

### 2.1.2 Release activities

Launched the "family balcony beauty photo" activity on WeChat, and launched the "most beautiful balcony green" photography works collection and selection activities in various communities. Twenty or thirty kinds of flowers and green plants are the most delicious spices in family life, as shown in figure 5-1 below. Choose the first, second and third prizes according to the heat, and present the winners with a beautiful gift package (flower POTS or crops). At the same time, combined with micro blog, release some guidance information. Attract the attention of potential customers.

### 2.1.3 Offline promotion of qr code

- 1) Through the scan qr code attention is to give small gifts, can accumulate a lot of popularity, improve the WeChat public heat.
- 2) Promote the company in the form of posters, make the company's culture, service concept, existing products and technologies into concise posters, and appear in public places, vehicles and other places with large flow of people to attract people's attention, and attach the qr code of WeChat official account.
- 3) Office floor sweeping team staff distribute leaflets, one company in the office to distribute leaflets. The office building group is dominated by young people, young people like fresh special food, so the design of the leaflet is very important, to highlight the preferential and featured products, let the office staff will be attracted at a look, and attached to the WeChat public two-dimensional code.

## 2.2 Improve article creativity

Through the WeChat public platform, rich media elements such as audio, video and animation should be incorporated into the push articles, or creative cartoon pictures should be used to present the content that words cannot express. At the same time "cloud" + horticulture should establish corresponding brand marketing mechanism. In addition, the frequency of push should be stable, not less than once a week, and it is best to keep it updated every two to three days, otherwise it is difficult to attract and retain readers. It is to conduct one-to-many media sexual activities, which has formed a mainstream online and offline WeChat interactive marketing. Enterprises should pay attention to the readability of the information pushed when carrying out WeChat marketing. The friendly language style and unique dialogue content make the messages pushed by WeChat extremely readable.

## 2.3 Improve customer management

### 2.3.1 Create subordinate WeChat platform

When establishing WeChat platform, "cloud" + horticulture first defines the age and preference of the audience, and has a distinctive style when pushing. In the era of advocating individuality, the more xiaozi, the more unique, the more the audience like. Combine the current popular network language, increase interest. There is also a sub-WeChat platform for sub-product categories, since there is only one WeChat ID, resulting in confusion.

### 2.3.2 Establish a professional operation team

"Cloud" + gardening WeChat public operation is a long-term process, due to the garden covers the field a more professional, staff not only need professional knowledge of science and technology, at the same time also need to have the topic selection and planning ability, according to the needs of the audience, the push to meet the demand of fans and promote the "cloud" + gardening public, the influence of the content. For "cloud" + horticulture, due to the limitations of professional horticulture design, there are generally no redundant personnel to establish a full-time WeChat public account operation team, so "cloud" + horticulture must integrate the existing horticulture operation team, and give play to the discipline and professional advantages of e-commerce.

Our enterprise team relies on the university's professional knowledge advantage, has the professional management personnel, the designer, the financial personnel, the marketing personnel and so on. Reasonable organizational structure enables the company to operate smoothly, implement the

centralized differentiation strategy of products, and provide different products for specific markets. According to different needs to choose different sales models, for the high-end crowd for private customization and for the majority of the population package services. From the largest consumer groups, and then expand to a broader market. Conduct business in good faith, conduct trial planting on all products to be sold, and provide regular feedback on the products sold.

### **3. Focus on interaction**

WeChat public account should focus on strengthening the interaction and communication with fans and potential customers, and establish a good relationship with them, so as to change the one-way communication mode from "one-to-many" to "many-to-many". After the success to attract the attention of customers, in addition to maintain the existing communication, but also make full use of micro letter diversified forms of interactive encourage customers actively involved in the interaction of the enterprise, such as a public discussion on a regular basis, contests, online q&a form, interactive user forward, reply and participation, efforts to make its can trigger in the customer the outspread discussion, and then create a user of the brand story.

#### **3.1 WeChat public account should pay attention to user interaction and original protection**

With the launch of WeChat's original function, reward function and comment function, WeChat public account operators have more ways to interact with fans, increase the communication between users and the platform, and increase user stickiness. Operators should make full use of the combination of online and offline activities, strengthen the interaction with fans, get to know users and at the same time show themselves, so as to improve the popularity and increase fans, why not?

Besides, WeChat tweet content innovation and uniqueness is one of the magic weapons to win in the public account market with significant homogenization. Attract users with readable, topical and interesting pictures and texts, avoid using a large number of boring and worthless pictures and texts and vainly attempt to increase the existence of the public account through mass push. Nowadays, if you want to win customers, you must learn to serve attentively. Impress fans with real content and increase users' dependence through communication and interaction. Only in this way can we establish a good WeChat public account and lay a solid foundation for future marketing activities.

#### **3.2 Strengthen the construction of WeChat public account platform**

The rise of the third party construction platform makes the majority of public number platform structure identical and single, lack of personality. Public number operators should be based on the current hot topics and user preferences, the development of personalized platform structure. Follow the trend of network development, timely launch new functions to retain old users, attract new fans, and maintain the vitality of the platform.

In addition to optimizing the platform structure, platform content should also be changed. At the beginning of the development of WeChat, it was under the banner of "small but beautiful". It also has the characteristics of accurate positioning and accurate communication. Operators should make full use of this advantage of WeChat public number, accurate positioning, information target differentiation, in order to impress fans, keep fans.

#### **3.3 Improve the security of WeChat public platform**

As an open platform, WeChat has both advantages and disadvantages. Because the open platform is more vulnerable to attack, especially WeChat public access to third-party applications, vulnerable to virus infection and the use of undesirable molecules. Operators of wechat public platform should not only pay attention to the security of the platform, but also improve their awareness of prevention and ensure their safe and reliable operation in daily operation. In this way, we can better prevent WeChat network crimes, protect our legitimate rights and interests while maintaining the network order, and create a safe network environment.

### 3.4 Learn from the experience of other marketing platforms

WeChat marketing, as one of the most popular marketing methods, should not be "closed door", we should set our sights on the long term. WeChat marketing has its limitations, so when promoting activities or commercial brands, we should not only learn from the marketing experience of other platforms, but also make full use of other we-media platforms for marketing. When carrying out WeChat public platform marketing activities, we should make full use of the original weibo and other platforms to push and share with each other, and the effect will be better than the single WeChat public number marketing. After all, the marketing effect maximization is the goal we pursue.

### 3.5 Strengthen the construction of WeChat platform

When using WeChat platform for WeChat marketing, enterprises should first ensure the timeliness of information release, and attract users' attention by sending the information they need to specific user groups. Secondly, the marketing methods should be enriched, such as the use of regular lottery, landing with prizes, coupons and other ways to allow users to participate in the activities, users in the meantime, will be affected by the brand, the formation of a subtle dependence on the enterprise brand, become a loyal customer of the enterprise.

### 3.6 Enhance user activity

The function of WeChat as a social platform itself cannot be ignored. Enterprises should reply timely and serve warmly in the process of communicating with users through WeChat. In the case of some users' problems that are not set by the system and can be replied automatically, the customer service staff should reply in time and cannot ignore them. When using voice to answer questions, be enthusiastic and patient. In this way, effective interaction can be formed with users, and users' needs can be satisfied, so that the activity will naturally increase.

## 4. Improve the information reading rate

The information pushed to users should not be too frequent or too sparse. It is appropriate to push once every 2-3 days, which will not cause any trouble to customers and will not create a distance. In addition, the content of the information can not be the same to introduce enterprise information, product information, brand information, can use some soft advertising to reduce user fatigue, can also use funny language to enhance the interest of information, so as to improve the user's reading rate of information.

## 5. To summarize

Through the micro letter of "cloud" + gardening marketing analysis, summary, if you want to manage an enterprise micro letter, public benefit and obvious effect, simple copy other case is not successful, must be combined with their own positioning, publishing articles with enterprise characteristics, will interact with the fans, in a certain amount of money, careful management to make micro believe the public has become an important tool of enterprise marketing.

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