

A brief analysis of the weibo marketing of web celebrity online project

Ning Chi

Wenzhou Vocational & Technical College, Wenzhou. 325035, China

Chi12342@163.com

Abstract

micro-blog marketing is the enterprise with the help of micro-blog this network platform, through a variety of ways to let users understand the products and enterprises, and ultimately achieve the marketing effect. This paper first introduces the web celebrity driving project, introduces the common methods of microblog marketing, and how to use microblog to carry out the online marketing of web celebrity project. Through marketing analysis of the existing problems, and on this basis put forward relevant countermeasures and solutions to improve the visibility of the enterprise.

Keywords

web celebrity; Weibo; marketing

1. Introduction to web celebrity drive project

Web celebrity economy takes a young and beautiful fashionista as the image representative, takes the taste and vision of the celebrities as the leading role, carries out the selection and visual promotion of various commodities, gathers the popularity on social media, conducts targeted marketing relying on the huge fan group, and thus converts fans into purchasing power. Therefore, according to this phenomenon, the project team will recruit web celebrity candidates through activities, and then train them. Through a series of promotion activities, they will accumulate a certain number of fans, let web celebrity go offline, and use the fans effect to promote the promotion of products and the development of the industry.

The platform establishes the new F2F mode (face to face). Web celebrity and fans can only contact each other through the network originally. The web celebrity that fans see is only the projection in front of the camera, which is a long way from web celebrity. Through the online collection of fans' opinions, select the web celebrity they most want to see, and hold regular offline activities such as meeting, web celebrity festival and birthday party to make web celebrity go offline and communicate with fans face to face, shorten the distance between web celebrity and fans, and realize F2F.

At the beginning of the project, the platform cooperated with a company in wenzhou to build a base, hold competitions, cooperate with the media and promote web celebrity. In terms of college campus development, web celebrity recruitment activities are held to recruit local university students who are interested in becoming web celebrity and train them. Nowadays, web celebrity drive project has achieved a little success. We have set up a website and studio, and have already had a certain web celebrity resource and fan base. External resources cooperation, undertake local enterprises of various types of network promotion activities, offline exhibition activities, product endorsement.

2. Overview of microblog marketing

2.1 Definition of microblog marketing

Microblog marketing refers to a marketing method that creates value for businesses and individuals through microblog platform. It also refers to a business behavior mode that businesses or individuals find and meet various needs of users through microblog platform.

2.2 Characteristics of microblog marketing

- 1) Low release threshold, the cost is far less than the advertising, but the effect is very good.
- 2) Fast transmission speed and wide coverage. Weibo information supports various platforms, including mobile phones, computers and other traditional media. At the same time the mode of transmission has diversity, forwarding is very convenient. The use of celebrity effect can make the propagation of the event exponentially amplified.
- 3) Diversification and humanization. Technically, microblog marketing can also conveniently use text, pictures, video and other forms of presentation. From the perspective of humanization, the micro blog of the enterprise brand can personify itself and have more affinity.
- 4) Fast propagation speed. One of the most remarkable features of microblog is its rapid spread. After triggering the tipping point of a microblog, an interactive forwarding can reach every corner of the microblog world within a short time, reaching the maximum number of eyewitnesses in a short time.
- 5) Convenience. Weibo only needs to write the copywriting within 140 characters, which can be released after systematic review, thus saving a lot of time and cost.
- 6) Strong interaction. Can communicate with fans in real time, get user feedback in time.

3. The content of the microblog marketing of web celebrity project

3.1 Methods of microblog marketing

1) Premium marketing

In weibo on a regular basis for some contests, also can send red envelopes during the holiday season, along with the increase of the amount of followers can also expand their weibo profile, push a tweet, and from the comments section to select one or several prizes, as for the red items, such as lottery conditions is the basis of forward say what your heart most beautiful net in the red.

2) Interactive marketing

After accumulating a certain amount of popularity on weibo, web celebrity can interact with fans on its official weibo account. Multiple interactions can be formed between web celebrity and web celebrity, between web celebrity and fans, and between fans and fans. In the process of interaction, fans can get a sense of identity and belonging.

3) Topic marketing

Use a hot topic at present to make comments and add # topic # to attract netizens' attention and discussion. If it is found that the topic has no host for the time being, it can quickly seize the topic to become the topic host, and grasp the power of discourse of the hot topic. Of course, enterprises can also create new topics around web celebrity according to their own needs. Although they are not as hot as hot topics, they still have a certain audience.

4) Content marketing

By sending interesting or practical long micro blog, micro blog with pictures or video GIF to attract the interest of users to increase the number of fans, can also introduce the main functions and services of enterprises, better micro blog marketing. But companies should also pay attention to "what do users want to see on the company's micro blog?". Therefore, it is best to publish content in the enterprise to be able to publish content and user preferences in the intersection of the content.

3.2 Steps of microblog marketing

1) Sign up for sina weibo

The first step of microblog marketing is to register the official sina weibo account of the enterprise, and then apply for authentication plus V to improve the credibility.

2) Release various trends

Daily dynamic

When the microblog opens, the daily dynamic includes some web celebrity life photos, funny things, video sharing, close the distance with friends, increase the forwarding quantification and attention.

Active dynamic publishing

Regular release of some activities, so that more users see the activities and join in. For example, recruitment activities, training activities and communication activities held by enterprises recently are published in the form of pictures or articles. With the increase of activities, the increase of the frequency of communication with fans is conducive to attracting more users' attention and enhancing the influence of official microblog.

Holiday release

Whenever the festival comes, release the microblog push related to the festival. With the help of the topic of the festival itself, close the distance with the netizens, which can arouse the resonance of the netizens and activate the microblog atmosphere.

3.3 Matters needing attention in microblog marketing

1) Do not only use weibo for advertising, but also track the information of fans and increase the interaction with fans when releasing weibo. Analyze the behaviors of fans and understand the types and demands of fan groups through comments, retweets and thumb up Numbers.

2) Do not use microblog to record daily routine, and ensure that the content of enterprise microblog is meaningful, entertaining and valuable to share. For example, social hot spots, entertainment events and other elements are part of active microblog atmosphere, but more original elements are injected to attract more fans.

3) In the face of negative news on weibo, relevant messages should be searched, and relevant customers should be contacted after learning about the situation to deal with it properly, and a reply or statement should be issued.

4. Problems in microblog marketing of web celebrity project

4.1 Limited number of weibo fans

The initial operation of microblog is quite difficult when it is launched. The number of followers starts from scratch and the number of users concerned is not large. With the increase of the number of microblog posts, the number of followers on microblog is 4.2 and the number of microblog activities is small

Due to the small capital investment and the cost of microblog activity planning, the development of microblog activities will be less. When the fan base is still small, the newly established operation team is relatively immature and inexperienced, which makes it more difficult to carry out the initial activities and leads to the lack of microblog marketing activities.

4.2 Weak influence

In the era of Internet development, more and more people are playing microblog, and more and more people are using microblog for personal and corporate marketing. The influence of microblog is composed of coverage, propagation and activity. Compared with the influence of big V on microblog, the influence of enterprise microblog is much smaller. Therefore, it is difficult for microblog accounts that have just been registered and started to operate to stand out among numerous microblog marketing accounts.

5. Solutions to existing problems in microblog marketing

5.1 Develop weibo fans

1) Online development

Online development of the number of fans can not be separated from the common network marketing means, combined with WeChat marketing, community marketing and other marketing methods, push enterprise micro blog. Secondly, in the early stage, we can increase the fan base by following politely, asking for fans' attention, finding big V to forward and recommend, and hanging on the official website of the enterprise. After accumulating certain blog posts, we can search and promote on weibo, search for business CARDS and other microblog promotion methods to get more fans.

2) Offline development

To establish a new mode of F2F (face to face), let the fans and the red is not just in the network contact, but to make net red with fans at close range, face to face contact, we regularly organize meeting, net offline activities, such as red section, get red with the distance of the fans, to strengthen the fan loyalty, can achieve promotion enterprise effect, increase the number of fans. Next, still can be in each big university, square wait for the place with large amount of person flow to issue business flyer.

5.2 Plan more microblog activities

In order to cause fan interaction, need more planning microblogging, microblogging activity planning requires a strong team cooperation consciousness, team members communicate with each other, combined with the team each person's idea, clear the purpose of the event planning activities before, activity rules require unfavorable and overmuch, certain activities must have the appropriate incentives, budget and cost control activities, the activities must be real and effective, no fraud, and find a better route of transmission, make activities spread out as soon as possible. In the early stage, professional microblog operation specialists can be employed for planning, such as forwarding prize activity, web celebrity recruitment activity, web celebrity competition activity, q&a activity, project bidding activity, etc., so that more users can participate in it, and achieve the purpose of gathering attention and popularity. There are many types of microblog activities. The team can plan different forms of microblog activities based on real-time social hot spots and festivals by taking advantage of marketing.

5.3 Improve the influence of wechat

1) Update microblog timely

Daily blog is essential, according to the situation of the day to increase the number of micro blog, so that the fans feel that the enterprise in "anytime, anywhere to find new", and ensure that every day login, online for a long time, maintain a certain degree of activity, but should pay attention to can not refresh, release dynamic too often will only backfire.

2) Publish a case with topic and quality

Every day, there will be a list of hot topics in the microblog sidebar. Creative topics will be set and wonderful original video and articles will be published. For example, successful case analysis articles about web celebrity will be published by influential bloggers in several industries of @. The editor shall integrate and summarize the information to extract concise, creative and interesting microblog cases. The content shall be positive, show the spirit of enterprise, and show the fans that this is a microblog account with "attitude". Only by making weibo more rich and high-quality, and truly addressing the needs of fans, can the number of fans increase rapidly and the influence of official microblog be expanded.

Research method: this paper mainly USES case study, literature study and logical induction method to analyze and process the collected data, consult relevant teachers and make use of the knowledge learned.

Methods: literature research method: literature research method is adopted to make an in-depth analysis and reflection by extensively consulting relevant materials and literature and referring to the research results of others to form my own views.

Case study method -- analyze and study related cases to find the rule or the root cause of the problem, and then find the way to solve the problem or improve the work, or form a new research topic.

Logical induction -- based on a series of empirical things or knowledge materials, we find out the basic rules or common rules that they obey, and assume that other things in the same kind of things also obey these rules, so that these rules can be used as the basic principle to predict other things in the same kind of things. Basic content, the net red! Project profile, weibo marketing overview, weibo marketing's definition, the characteristics of microblog marketing, network red landing project weibo marketing content, weibo marketing methods, steps of microblogging marketing, weibo marketing considerations, weibo marketing problems, fan limited, weibo activity, less impact strength is not strong, the microblogging marketing issues corresponding solution, the development of weibo fans, weibo more planning activities, improve the officer of influence. To solve the problem, analyze the marketing of web celebrity new project on weibo, including marketing methods, steps and matters needing attention, and analyze and solve the possible problems in the marketing process.

6. Summary

With the rapid development of Internet economy, information transmission is the fastest and the place with the largest amount of information is the network. In China's network world, people often transmit information through the channel of microblog. The large daily flow of people here can bring valuable fan economy to enterprises or individuals. Through the analysis of microblog marketing of web celebrity driving project, enterprises can make better use of microblog as a favorable network tool, increase the number of official microblog followers, build a good corporate image, form a fan economy, and expand the influence of web celebrity. Under microblog marketing, enterprises can further bring benefits. Through the network red weibo marketing analysis of the project, draw a summary, if you want to manage a business weibo, benefit and obvious effect, simple copy other case is not successful, must be combined with its own position, release distinctive microblogging, will interact with the fans, in a certain amount of money, careful management to make weibo has become an important tool for marketing.

References

- [1] Carlos Luis González-Valiente. Marketing en el campo de las disciplinas informativas: tendencias de investigación en América Latina (1985-2012)[J]. *Transinformação*,2017,26(3).
- [2]Elizabeth Gomes dos Santos. "I would like to be a surgeon, but" Will two years be enough?[J]. *Revista do Colégio Brasileiro de Cirurgiões*,2017,43(2).
- [3]Alexandru-Mircea NEDELEA. ROMANIAN TOURISM PROMOTION[J]. *USV Annals of Economics and Public Administration*,2017,17(2(26)).
- [4]Alexandre Faria. Repensando orientação para o mercado no Brasil[J]. *Cadernos EBAPE.BR*, 2017,7(1).
- [5]Natália Durigon ZUCCHI,Giovanna Medeiros Rataichesk FIATES. Analysis of the presence of nutrient claims on labels of ultra-processed foods directed at children and of the perception of kids on such claims[J]. *Revista de Nutrição*,2017,29(6).
- [6]J. Karlen. 6.1 Politische Aufgaben für Geographen[J]. *Geographica Helvetica*,2017,39(2).
- [7]Vinícius Andrade Brei,Carlos Alberto Vargas Rossi,Yves Evrard. As necessidades e os desejos na formação discursiva do marketing: base consistente ou retórica legitimadora?[J]. *Cadernos EBAPE.BR*,2017,5(4).
- [8]Ramkumar Prem N,Navarro Sergio M,Haeberle Heather S,Chughtai Morad,Demetriades Christopher,Piuzzi Nicolas S,Mont Michael A,Bauer Thomas W,Muschler George F. Cellular therapy injections in today's orthopedic market: A social media analysis.[J]. *Cytotherapy*, 2017,19(12).

- [9]Ribisl Kurt M,D'Angelo Heather,Feld Ashley L,Schleicher Nina C,Golden Shelley D,Luke Douglas A,Henriksen Lisa. Disparities in tobacco marketing and product availability at the point of sale: Results of a national study.[J]. Preventive medicine,2017,105.
- [10]The Ninh Nguyen,Hoang Viet Nguyen,Hoang Nguyen. Marketing International Scholarly Journals to Vietnamese Researchers[J]. Publishing Research Quarterly,2017,33(4).
- [11]Carol Byrd-Bredbenner,Colleen Delaney,Jennifer Martin-Biggers,Mallory Koenings, Virginia Quick. The marketing plan and outcome indicators for recruiting and retaining parents in the HomeStyles randomized controlled trial[J]. Trials,2017,18(1).