

## Traditional we-chat business enterprise to develop strong relationship marketing

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### Abstract

With the constant progress of science and technology, the "Internet+" began to enter into the life of people. With the huge community of We-Chat's users and the difficult problem of paying depended on We-Chat has been solved, the business which depends on We-Chat became a kind of new marketing mode and attracts many traditional companies. The article through a marketing case analysis of Hanshu, Haier and other traditional industries which entered into the we-chat business, to explore what kind of pattern is the best for the we-chat business development in the future, at the same time point out through product quality, win-win cooperation and interaction feedback to form a strong relationship marketing mode is the key to winning for the traditional enterprise. The article provides a successful marketing mode for the traditional enterprise who are prepared to enter the We-Chat business and pushing the new marketing model standardization and normalization at an early date.

### Keywords

We-chat business , strong relationship , marketing.

### 1. Research Background

With the development of social science and technology, "Internet +" age slowly into people's lives. Which Ma referred to in the two sessions in 2014 "interesting" we-chat business, is considered "Internet +" under a business model of the era of tuyen. From 2013 Qiaoshui became a we-chat business model of circle of friends, by 2014 Sibu with layers of distribution, stock up, brainwashed, violence, refresh means to occupy the market, To today, Hanshu Hanhou Bolaiya Jiankangyuan Guomei and other traditional companies began aggressively in we-chat business acts as a model leading role, more and more large enterprises began to favor the we-chat business industry. Such as Hanshu we-chat business since it was established in September 2014, the average monthly sales of 100 million yuan, Haier has said to "Haier could become the world's largest we-chat business group". Just three years, we-chat business in a whirl of envy and doubt, seems to be more and more conspicuous.

What's the reason that many big companies focus on we-chat business industry, willing to become the new rise of "Internet +" leader, its basis from the rapid development of mobile shopping market size and we-chat social platform of the masses of users. Iresearch statistics shows that the 2014 China mobile shopping market size is 929.71 billion yuan, annual growth of 239.3%, far higher than China's online shopping overall growth. Iresearch forecasts at the same time, the scale of 2018 mobile shopping market business will be more than 4 trillion yuan, at the same time, the mobile transactions accounted for in the next few years will continue to rise, in the next few years will maintain the compound growth rate 48%, become the main driver of rapid development of the network shopping market. Iresearch analysis in 2016 mobile transactions accounted for proportion will surpass PC online transactions. Predicts 2018, PC trade proportion will shrink to 38.3%, thus the we-chat business so far in the mobile Internet market is really breathtaking.

In the traditional enterprise faces a crisis of Internet today, whether to change the traditional marketing model, how to carry out new marketing, is each have billions of scale enterprises have to think about problems, is the so-called stream not to advance is to go back.

## **2. Traditional enterprise we-chat business development and the status quo**

### **2.1 The definition of traditional enterprise we-chat business**

In two sessions in 2015, prime minister Li Keqiang specifically mentioned "Internet +", which to build the public entrepreneurship, innovation and increasing public products and public service "twin-engine", in his view the we-chat business can absorb a large part of the job. At the same time, he pointed out the problems that how to ensure we-chat business industry's product quality pass, dealers how to implement the real-name system, and how to establish a supervision mechanism, all the questions are what we needed to think before. He particularly presented in this year's two sessions on we-chat business industry standardization development proposal to solve these problems. Although many large enterprises have entered we-chat business open new empire era, but so far there are no in we-chat business form the definition of a true sense. Bai Du encyclopedia of we-chat business is defined as "to the individual as the unit, the derivative by using web3.0 era carrier channel, combining traditional way and the Internet, there is no regional restrictions, and mobility to achieve the sales channels for new breakthroughs in small individual behavior. Some scholars think we-chat business is a domestic leading supplier of social business solutions and systems, focusing on enterprises and organizations provide including social media management platform, social e-commerce solutions, wireless application solutions, such as micro application products and services, to help enterprises and organizations to realize socialization of business innovation under the network environment, which is we-chat business core team with many years of experience in e-commerce software development and the social network research and socialization of commercial age has put forward the definition of profound insight and opinions. They in the domestic first proposed "we-chat business", "social commerce", "application" and other characteristics of products based on social network concept, and actively put into practice, so as to get inside and outside the industry recognition, this article USES this definition to we-chat business study.

### **2.2 The developing course of traditional enterprise we-chat business**

In our country, we-chat business has developed rapidly and the influence is very big, according to new disclosures we-chat official, currently the platform has developed more than 860 public accounts, with 15000 daily growth. Meanwhile, in the end, C We-Chat number of active users has reached 460 million. We-chat business initial rise in July 2013 in Guangdong, and then the explosion in the coastal developed rapidly, by 2014 some small brands decided to cooperate with we-chat business, agent of various brands the areas began to emerge, their agents at a lower level through the way of promoting development, attracting a large number of people in a short time to join. Started from the traditional channels of Han shu in September 2014 began operating we-chat business channel, the receivable RMB 100 million in 40 days and Collection of 200 million yuan in January 2015, which undoubtedly give each big brand manufacturers to we-chat business' industry hit a shot in the arm.

On March 30, 2015, no. 1 store announced C2C we-chat business open platform "V 1 shop" APP is launched, its leader think micro store is an electrical business and social, to activate the user's social network, to find a business locations. As in the first half of 2015, Fushikang we-chat business project "shells mountain" announced online, Samsung, Huawei, many mobile phone brands such as SONY, and merchandise category will also continue to increase in the future. Open up new markets in we-chat business platform of far more than just a Fushixing, pathfinder, boss appliances, gold ham, blue moon, Elizabeth Arden, the sparrow gazelles and a series of well-known brands has we-chat business layout. After the traditional enterprise into we-chat business how we-chat business will continue to extend its own development of the enterprise, become a key focus of we-chat business development in the future

### **2.3 Traditional enterprise we-chat business development present situation**

At present we-chat business mainly has three forms O2O, C2C, B2C. O2O we-chat business model relies on a lot of capital investment, although so far is flourishing, but because of the limitations of the market and maturity, requires a lot of time and energy and capital to develop, in this rapidly changing era, high risk, long return period, so is not an optimal we-chat business management pattern. C2C

we-chat business mode refers to a single person or several people cooperation, such as in the circle of friends through single burning means to attract consumers to sell, similar to the Taobao platform, on some social platform for marketing and short-term effect is good, but because the supply of goods quality and brand credit, the late rights and other issues, it is easy to cause the consequences of empty, make consumers lose confidence in the platform, even lose trust in we-chat business model directly. From the point of long-term development, B2C we-chat business mode is we-chat business in the future. Mentioned here, however B2C business sense is not a traditional electricity, but B2C and C2C, namely B2B2C we-chat business. B1 is brands, B2 is based on personal we-chat business, C is a circle of friends of final consumers. Today's we-chat business platform is such a system: put the cargo up B1, B2 in the above selected goods, then share products to friends, this is a complete business ecosystem. In this mode, involving commodity suppliers, technical service providers, sellers, buyers we-chat business ecological chain is gradually established.

On the basis of the current various we-chat business platform in the industry chain in-depth, platform, the seller's activity and the tremendous amount of categories such as index, list ten we-chat business platform at present stage.

List of potential 2015 Chinese we-chat business platform

ranking	The name of the platform	Platform attributes and characteristics
1	Small shop	Rely mainly on We-chat platform into a large number of customers and we-chat business, shop category is rich, such as original village food by hand, Special promotions every day 9 to 9. Management system more perfect, including order management, sales management, customer management, promotion management, rich popularization system to promote the friendship store increase exposure, divided into ensure promotion effect. Small shop is by far the most comprehensive function we-chat business platform.
2	Pocket shopping	Like Taobao C2C shopping platform, Such as star shop, small P teacher official micro shop, vermicelli monopoly
3	On the micro store	Distribution decay store platform, support We-Chat, mobile phone QQ, and other payment, rich social resources, to promote a strong. Pat is backed Jingdong and Tencent has the user base and brand effect.
4	Jingdong micro store	Class Tmall B2C electric business platform type mobile end, micro store is given priority to with the brand's flagship store, product quality has great promise. But unlike Tmall homogeneity problems such as mobile electric business platform, platform characteristic is not obvious.
5	Have a great small shop	Distribution decay store platform, net integration, support We-Chat, circle of friends, weibo, QQ friends, and QQ space, including goods, order management system, support We-Chat collection.
6	Taobao shop	We-chat business platform based on a Taobao platform can access by Taobao shop store yards into, 60% of businesses from Taobao is a new user. Compared with the Taobao platform characteristics are not obvious, can stimulate business transfer and attract new business, is not optimistic.
7	Micro store global purchasing	Pockets of science and technology, the main thrust of cross-border act as purchasing agency we-chat business platform, in addition to the time limit for, popular overseas online shopping goods display program, also found sharing section with dynamic function, the difference is setting a seller store display a high-quality product recommendations, a certain homogeneity between the columns.
8	Nail art to help	Vertical type we-chat business platform, with nail art community and micro stores and malls, micro store whether to provide door-to-door service or need to store has carried on the annotation service, mall adopt the flash mode.
9	I tao tao	Community types of O2O we-chat business platform, based on LBS push shop nearby, colleges, community, directly by the owner and distribution, but some weakness on the product category richness, belong to product of in a small and beautiful.
10	one V shop	Net uniform we-chat business platform, platform commodity model and shops within two switch, products and store model without further classification, find the need to products can only be done through the application in the search, not marketing channels.

### **3. Strong relationship marketing model species analysis of traditional enterprise**

We-chat business as a channel for the traditional enterprise model has two kinds: one is called direct sales model, another for trade pattern. Kind of direct sales model is offline sales staff through continuous development, expand the team, to sell their products. Trade mode, the real and the enterprise relationship only total generation, enterprise sells goods to the total generation, it as a distribution channel, the total generation have more 2 group, 3 group of quotient, take advantage of product price lever to lower berth, in-depth distribution. Team outside of the enterprise and the total generation of contact is almost zero, not to do the team management, training, or between team members, such as the combination of more through an indirect effect and the spread of the brand, that is to say, to do work on "people" is limited, based on the product, brand, mostly in the work. But we-chat business is so popular, it is one of the main reasons for the timely sharing of sex and the solid reaction speed, make the customer feel that he is not in the shopping just to talk with friends, like Chen yuxin explains, the real we-chat business is group of consumer attributes, namely in the same or similar attributes in the crowd, there is experience trust transfer, at the same time, social network has realized the potential demand for mining and comb, finally is way of life to share. We-chat business should not become a circle of friends, business and shall be under the strong relationship marketing model in a scene and experience.

#### **3.1 The quality of the product is formed strong relationship model**

Abort hierarchy, double the cost on the product. Traditional industry pricing 10 yuan of cosmetics, the cost of 1 yuan, but if sales platform is we-chat business platform, so the cost can be increased to 2.5 yuan. Because we-chat business is directly in the face of consumer channels, eliminate the process of the middle level, don't worry about the profit decreases, the system innovation, knocked the traditional level, will be paid more cost in product quality, achieve the user experience to the extreme, the same price, better product, such a strong relationship model, of course, can attract more customers.

For we-chat business of product development, channel segregation in for product. Enterprises to provide professional we-chat business and offline agents we-chat business for products, by specifying two batches, three batch price range so as to control we-chat business distribution channels, use price leverage to users of the extreme experiences of products. Traditional electricity products at present or in the price and quantity are given priority to, while we-chat business with personalized products to permeate, reveal customer taste characteristics of uniqueness.

#### **3.2 Win-win cooperation is the path to form strong relationship model**

In April 2015, Han Shu strategic cooperation with wide medicine, marks the beginning of the new we-chat business strategic alliance mode, is in the true sense big mergers, not only the broad medicine into micro daqo health achieved a perfect transformation of The Times, but also for the future of medical care market brands gradually into the we-chat business domain to provide new model and new model, which contributing to this event of catalyst formed is "Hanshu+", a new we-chat business model.

"Hanshu +" means similar to Hanshu which are already succeed in we-chat business channels enterprise team, on the basis of the original form strategic alliances with other industry or brands at the same time, thus forming a channel sharing, Sharing interests and strategic alliance. River, Harbin pharmaceutical, benevolence and yuan body health, and a line of domestic pharmaceutical enterprises have joined in the battle of we-chat business, many movie theaters, beauty salon, catering companies in the business world, and both for their own sales realized the transformation of the ideal. Fusion of many resources, with the aid of each other, their own advantages, give full play to we-chat business itself has low cost, immediacy, across regional, interactive, and multimedia and other features. Both the business activities of traditional industries have a significant change, more prompt consumers to deal directly with the practitioners and cognition, trust each other. To know the market situation, many products and cooperative development emerging for the goods, which has had to consumers

using we-chat business channels to purchase, increase user viscosity, improve the customer switching cost, through a strong strategic integration strategy form strong relationship marketing model of we-chat business platform.

### **3.3 Interaction is the core of forming strong relational schema**

On July 1, 2014, Haier threatened could become the 'world's largest we-chat business group, at the same time, Haier officially announced the micro store plan, at least 30000 and said it would recruit, micro store platform to Haier business. In the past 19 years, Haier established a total of 32000 stores, supporting the annual sales of 200.7 billion yuan. At present, Haier has to establish a small shop in the mobile terminal system, by appealing to the individual customers to become its new sales channels, using we-chat business platform to interact with customers to form inverse thinking feedback to implement custom products.

Haier currently do we-chat business model is not only limited to the small shop, they also set up various forms of the user, such as the village of owner group, extension of business circle, like fitness center, bank outlets, such as location, its main purpose is to the last kilometer in the user's service is good. We-chat business with traditional electricity now reflected in the customer the biggest difference is that the last kilometer, in micro era, everyone can be we-chat business, maybe in the future to search in the street, you have a we-chat business in your side, can give you the products immediately, so, maybe there is no logistics last kilometer pain points, because we-chat business exists in this last one kilometer. To timely meet customer demand, rapid response to customers' feedback, using we-chat business platform to interact with customers to form inverse feedback forming strong relationship marketing is the core of the model.

## **4. For the traditional enterprise we-chat business marketing advice**

Face blowout we-chat business sales growth, for many companies choose to enter traditional we-chat business the most direct reason is based on "low cost thinking", under the lowest cost, achieve the highest marginal rate of return, on the premise of increasing sales, reduce service costs more. But the resulting problems can't be ignored: violence refresh, false sales, rights protection difficulty, layer upon layer the agent price changed, if only pay attention to sales and do not take the infrastructure construction, even have the brand effect, also can exit the we-chat business early stage, the traditional enterprise if want to we-chat business economy to achieve sustainable development, we must find the limitations of the we-chat business pattern fundamentally to improve.

### **4.1 Combination of personal brand and product brand**

We-chat business took a "decentralized" marketing model, and at present the sales mode of electronic commerce is the "centralized" sales model, if the traditional electricity enterprise in micro can also win a place in the business, then combined with traditional sales both, can get twice the result with half the effort. But "decentralized" we-chat business how to improve the problems need to be solved when the flow is the enterprise marketing, the current flow we-chat business into the main way is to rely on fans to drive, the seller by sharing their use of products, leading to people around you interest in the goods, the final way to reach the product sales target. This process can be smooth realization, need we-chat business products have enough attraction and the product quality is superior to the traditional business channels. We-Chat marketing is not just rely on the quality of the product, more direct influence is a personal brand, namely the seller's own personal charm, between the seller and the customer's trust and influence is the key to the success of We-Chat marketing. According to the research on consumers' psychology, corporate size, corporate image, product packaging types will have an effect on consumer purchase behavior, rather than individual brand enterprise brand is very small, if the sales of the same type product, the price is the same, customers even if the transfer cost is low, but the transfer will not high, they tend to choose more familiar, more authoritative buying situation, for the traditional enterprise enter the micro dealer market marketing has a certain threat. How to improve the personal brand of we-chat business personnel, is successfully established channels we-chat business priority, specific Suggestions have the following three points:

We-chat business for product development, and improve the product costs, ensure product price transparency, can undertake range limit through at all levels, on the premise of security market will not be disturbed, allowing a degree of price of "the family", establish public consumer product evaluation feedback for customer reference, the overall evaluation feedback will be released in the enterprise unified platform;

Weakening hierarchy distribution system, in principle, the distribution level is not more than three levels, control agent number and at the level of quality, strict terms of agent, at the same time establish consumer supervision report system, once the agent in violation of the provisions immediately terminate cooperation agreement, do back processing products, it is forbidden to resell them;

Based on the user group of product positioning, the knowledge sharing system, such as consumer segmentation for different user groups to set different share content, we-chat business issued by information is at the level of editing change sex, prevent information be replaced to ensure authenticity is not affected, avoid a false reputation on the Internet.

#### **4.2 Interactive cooperation and seek win-win strategic alliance**

For many traditional electricity companies have been relying on the development of the Internet in recent years, for the offline stores are ignorant, and the new rise of wechat business in its essence can be classified as a new mode of offline sales, clinch a deal only in the form change, from face to face sales to online sales, it is also a modern mobile communication instead of a deep expression of face-to-face communication, and this kind of business model, for the traditional enterprises with a large number of stores is a new opportunity. In the entity shop, for small gathering, to collect and to effectively integrate customer information, in view of the potential target group interaction of information communication, achieve rapid response and timely feedback; We-chat business theme consistent attention and enterprise customers doubt, are the focus of the efficient reply, in order to improve the target customer group interaction and sense of identity. In addition, relying on the advantage of physical stores, customer satisfaction investigation, discover the problems existing in the operation in time, don't be penny wise and pound foolish.

Through interaction with a customer feedback form the customer business circle, regular maintenance, understanding and expand, sensitive issues, to avoid hitting a target audience in guarantee the customer group members on the basis of survey information truthful and accurate to take reasonable, effective and suitable for the living habits of the target audience we-chat business strategy, efforts to improve this part of the group of enterprise we-chat business platform of the satisfaction and sense of identity, so as to form stable to the enterprise has a certain emotional we-chat business customers, and customers to establish a kind of interactive cooperation marketing model.

In their traditional channel foundation weak electricity companies, can communicate with traditional enterprise to seek strategic alliances to achieve win-win cooperation.

There are a variety of user's demand, not a single, cross-industry strategic alliance is we-chat business under the new business model in the future development of the enterprise of the new situation, establishment and regulation of the distribution level model is a relatively high cost of the business and their own demanding an activity, in addition, requirements range is wide, personnel quality is high, if you can operate on the basis of physical stores, will has a lot to promote efficiency and benefit, and to share the risk, reduce cost, found in we-chat business situation is not too clear and sharp, take we-chat business marketing model of strategic alliances, is the best way to win stability.

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