

## The Main Ways and Strategies of Enterprise WeChat Marketing

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### Abstract

**WeChat marketing is a marketing model innovation based on the functions of WeChat. Through this new marketing approach, the brand value and influence of a company can be enhanced. It has timeliness, accuracy, interaction and so on. Businesses should make precise positioning in WeChat marketing by scan QR code, sharing, media platform and mini programs to enhance their focus and readability, as well as to protect the privacy of users so as to occupy the first place in the market competition machine.**

### Keywords

**WeChat marketing, marketing features, marketing mode, marketing strategy.**

### 1. Introduction

In the era of Internet economy, WeChat marketing has become more in-depth in people's lives because of the innovative marketing model brought about by WeChat. WeChat Marketing integrates online and offline marketing, online to attract offline consumers, increase page views, and divert offline to online payment. It is mainly reflected in the regional positioning marketing using mobile clients in Android or Apple's mobile phones or tablet computers. The merchants use the WeChat public platform, combined with the referral rate WeChat membership management system to display the business micro-official website, micro-members, micro-push, micro-payments, micro-activities, etc. These WeChat marketing methods form an online and offline WeChat interaction. At the same time, WeChat Marketing also has the following characteristics:

**Timeliness:** WeChat, as a social software, can be online in real time. When receiving information, it prompts the user to check immediately. This ensures the timeliness of information push and 100% arrival rate. The active attention of users also shows that the user's interest and the user is the company's high-quality potential customers, further improving the efficiency of corporate communications.

**Accuracy:** Information is the beginning of precision. With WeChat, merchants can instantly grasp valuable user information such as consumer preferences, personal preferences, salary levels, and purchasing power. Accurately analyze the user's social properties and perform user filtering. In addition, due to the popularization of 4G networks, the positioning function of mobile phones becomes more practical, and the geographical positioning of users will strongly promote the accuracy of merchant marketing, and it is more conducive to merchants to conduct O2O (Online to Offline) marketing.

**Interactivity:** In the WeChat platform, users include businesses and customers. And the inherent equality is more conducive to customers to drop down the company's interaction with enterprises. At this time, the user's interactive feedback is especially precious and the value it brings is even more difficult to measure. It is a low cost and efficient information collection. At the same time, with a humanized customer service center for users to answer doubts, because customers and businesses form an intimate relationship similar to friends because of equal interaction, but also conducive to companies to make more accurate and personalized content push, enhance marketing effectiveness.

## **2. The main way of corporate WeChat marketing**

How the company properly appears in the target customer's field of vision and obtains the target customer's concern. At the same time, the company can deliver the product information and so on to the target customer, it is the question that must be considered first when carrying on the WeChat marketing. As a social software, WeChat is relatively closed in its information dissemination environment. Enterprises must use WeChat's Scan QR Code, Sharing, media platform and mini programs to engage target customers when promoting WeChat marketing. Marketing effectiveness.

### **2.1 Using WeChat Marketing by scan QR code**

The company generates real-time product information, WeChat business cards, other publicity pictures and other information that the consumers want to know. The scan QR code generates two-dimensional codes in the form of links. The two-dimensional codes are displayed through multiple channels such as physical billboards, traditional media, and the Internet. In front of consumers, it uses the scan QR code to extract the contents of the two-dimensional code to understand the information promoted by the company.

Companies that use this type of marketing method often have features that are closely related to the daily lives of consumers and are small and profitable. They attract discounts by attracting consumers to scan QR codes, enhance marketing effectiveness, and increase sales. The content of communication is generally Information such as coupons, score cards, etc. The audience is mainly interested in consumers who are interested in the product. This marketing method does not have feedback function itself and can be combined with the public number to achieve real-time feedback.

### **2.2 Using WeChat Marketing by sharing**

WeChat sharing is mainly for enterprises that have APP (applications). They connect users to APPs through the WeChat interface. When users use APPs, they can share the content of enterprise APPs at the same time. To open a link to WeChat friends or Moments, it will jump to the information introduction interface such as APP, and even open the APP installed on the mobile phone. WeChat users can also use the mobile phone to access the product information on the web page and share it in WeChat. Friends can click on the link to see the shared content.

This kind of marketing method is suitable for companies that own APPs. At the same time, this APP and the services it provides can be recognized by consumers or can be disseminated by Moments or shared by friends. The audience is mainly APP users and their friends, relying on the user's spontaneous transmission, companies do not need much intervention.

### **2.3 Using WeChat Marketing by media platform**

Users first need to pay attention to the company's WeChat media platform. The WeChat media platform has two forms of subscription platform and service platform. The subscription platform allows companies to push a product information to the user every day, and the frequency of pushing information is higher. On the WeChat service platform, the company can only push one item of product information per week and the menu bar can be applied for free. Consumers can click on different item menus. There will be an automatic reply from the company. Both forms of the WeChat media platform can achieve directly interactive dialogue between consumers and enterprises.

This kind of marketing method is suitable for relatively mature online related businesses. It can push more comprehensive products and other information to users. The push content is generally related to the company's products or services. The content is distributed in the form of voice, text, or pictures. It mainly focuses on consumers of corporate media platforms. Companies use this type of marketing to collect feedback from consumers and use them to analyze consumer behavior and serve consumers better and better.

### **2.4 Using WeChat Marketing by mini programs**

On January 9, 2017, the much-anticipated WeChat program was launched. The mini program is an application that can be used without the user downloading and installing. The user can open the

application by searching for a mini program name in WeChat. As a new form of application, the mini program is provided by WeChat with a unified portal, which solves the problems of multiple subscription platform and service platform, poor experience, and strong dependence on the network environment. In the WeChat version 6.6.1, which was updated in December 2017, the mini program portal was advanced to the drop-down task bar, which provided users with a new direct service scenario.

This marketing method is suitable for companies that own APP or WeChat media platform, and can share with the company's existing software capabilities to achieve a perfect integration. The enterprise program that applies to daily life is not too high in frequency, and the function is not complicated. The ecological circle of WeChat complements each other: WeChat users can also be converted into long-term users of their own enterprise products while using WeChat as a promotion channel.

### **3. Enterprise WeChat marketing implementation strategy**

WeChat marketing is a low-cost marketing method with a high rate of return. Enterprises should also avoid blindness when implementing WeChat marketing. We must consider whether WeChat marketing is conducive to amplifying the characteristics of the brand and analyze whether it is applicable to WeChat marketing from the aspects of the company's own scale, development model, product nature, and revenue evaluation. The following strategies should be followed when implementing WeChat marketing:

#### **3.1 Clear positioning to enhance marketing accuracy**

When using the Scan QR Code for WeChat marketing, companies need to be clearly positioned to identify the target customers. The number of users of WeChat is huge. When marketing, it is necessary to focus on subdividing the potential consumer groups. The main marketing resources will be focused on target customers, and targeted marketing will be conducted to achieve better marketing results. Enterprises should also accurately analyze the social attributes of users by selecting information such as user salary levels, consumer preferences, personal preferences, purchasing power, and geographic location, and perform user screening to accurately implement users' regional control and background groupings. For example, the latest promotion information, product push information, or information that relays the collection of awards will be released to a certain area in a timely manner, and then the scan QR Code will be used to maximize the properties of O2O. At the same time, WeChat has been able to use a huge database of monitoring closed-loop data and processing algorithms to achieve the user's precise identification. The company can also use the WeChat official data analysis to find the target users through some algorithms. Advertising in the right way can greatly reduce the user's antipathy and resistance to maximize the marketing purpose.

#### **3.2 Take advantage of marketing to enhance your appeal**

When using the sharing for WeChat marketing, pay attention to take advantage of marketing. From the perspective of WeChat marketing users' focus on promotion, on the one hand, it is necessary to ensure that the marketing content is more interesting, to attract widespread attention from the users of WeChat, and to allow customers to form a good impression on the products of the company, and to be interested in further understanding the experience products; On the other hand, it is necessary to pay attention to the use of event marketing and "sizzling" marketing to attract more attention, to create phenomenon-level advertisements, to enable word of mouth, and to bring about a significant increase in marketing effectiveness.

#### **3.3 Doing content to improve readability**

When using the WeChat media platform for marketing, our attention should be paid to the differentiation of subscription platform and service platform. In the case of most WeChat user information overload, only high readability can attract more WeChat users to pay attention to corporate marketing content. Affinity language style and interesting content can make the messages pushed by the media platform have a strong readability. The content published by the WeChat media

platform must be intensively cultivated by a professional team. The content should be both creative and unknowingly display the corporate brand culture and promote the company's products to subconsciously enhance the user's awareness of the product. Hard and boring purely advertising information will only arouse the disgust of the customer. When the consequences are serious, the user will be unconcerned about shielding information, which will cause great damage to the corporate image.

### **3.4 Focus on protecting user privacy and improving security**

When using mini programs and media platform for WeChat marketing, it is necessary to protect the privacy of users. Many programs will ask for and gain access to sensitive information such as users' nicknames and locations. Companies must be careful in marketing. They will regard protecting customer privacy as a top priority and avoid making safety concerns a barrier to WeChat marketing. Consider the use of security for small programs to provide customers with a secure service environment.

With the development of the WeChat function, the use of WeChat marketing is more enriched. The company has increased its brand value through WeChat marketing and gained greater influence. In the age of the Internet economy, companies can only advance with the times and stand out in WeChat marketing before they can take the initiative in market competition.

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