

Research on the Reasons, Models and Suggestions of Enterprises Developing Live Marketing

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Abstract

With the rapid development of Internet technology, people's social methods are also changing with each passing day. In the social age of 1.0, blogs, post bars, and forums have entered our sights. People are more likely to exchange information and they also know the "Internet Red" magical economic species. Afterwards, Weibo and WeChat in the social 2.0 era have entered our lives, which has brought about earth-shaking changes in our social habits. This convenient and fast social platform has a wide audience, and it has bred the media market, affecting all aspects of our daily life. Nowadays, live video has become the entrance to Social 3.0. It not only makes the personality of "post-opening and opening" after 90's and 00's and the appeal of "being focused and thinking of fire" be satisfied, but also brings the traffic of Internet technology and ports to the user. To unprecedented interactive consumer experience, the era of the nationwide web broadcast has been quietly approaching.

Keywords

Live Marketing, business model, suggestions.

1. Related Concepts of Live Marketing

Live broadcast: In the scene, information is produced and published synchronously with the occurrence and development of events, and an information network distribution method with two-way circulation process is available. Its form can also be divided into live broadcast, studio interview live broadcast, text picture live broadcast, video/audio live broadcast or live broadcast by TV (third party) source. And with mass storage, search for convenient features.

Live marketing: The narrow sense of live marketing is only one link of the live marketing business chain, which is the collective name of the forms of business promotion achieved through live broadcast platforms, modules, and tools. The broad-based live marketing campaign covers the series of time nodes before and after live broadcasting. It is not only limited to the commercial promotion during the live broadcast, but also includes the pre-live broadcast planning, rallying, live broadcast, and the secondary dissemination of the whole process of commercial operation of the parties and technical support.

Corporate direct marketing: refers to the broadcast method of producing and broadcasting programs at the same time as the event occurs and the development process on the site. The marketing activity uses the live broadcast platform as the carrier to achieve the purpose of the enterprise to obtain brand promotion or sales growth.

2. Reasons for Companies to Carry out Live Marketing

Compared with traditional video, the liveness, interactivity, and immersiveness of online video broadcast is stronger, which makes the video live broadcast marketing model widely accepted and accepted by the public. At the same time, the video broadcast has both the content attributes and social usage. The company has a lot to do with live marketing. This article analyzes and summarizes the reasons why companies conduct live marketing from two aspects: external factors and internal factors.

2.1 External Factors

(I) A breakthrough in live broadcast technology. In the era of mobile Internet, wifi and mobile networks cover the world, and smartphones and computers are becoming increasingly popular. As the Internet platform environment matures, traffic charges are getting lower and lower, and terminal services are becoming more civilian. High-definition cameras and ever-increasing network speed also make the webcast more clear and smooth. At the same time, there are more and more vendors in the market that are focused on providing video live technology solutions. These provide a good soil for the development of live marketing.

(II) The advantages of direct marketing platform. Since ancient times, information has spread and evolved from text to pictures, from sound to video. In the past few years, since the media flourished, the Weibo and WeChat public account numbers have become an indispensable means for many government agencies and companies to carry out brand building and product promotion as well as cultural communication. However, most of these transmissions are also shown in graphic form. Even the H5 games and presentation pages launched by WeChat have many limitations. The information obtained by the user is always static and can easily be ignored during the dissemination process. The live broadcast makes up for the shortcomings of the company when it comes to marketing communications. Enterprises to develop live marketing, not only in the original mode of transmission to add a new type of channel, and make the marketing platform more three-dimensional and vivid, why not do it.

(III) Social environment for mutual entertainment and symbiosis. With the improvement of people's living standards, interactive entertainment is increasingly favored. At this stage, the overall living standards of our people have gradually increased, and we no longer worry about food and clothing. People's consumption decisions become more emotional. At the same time, people's leisure time has increased and they are increasingly inclined to use fragmented time for entertainment. It is imperative for enterprises to develop direct marketing under such a social environment of mutual entertainment.

(IV) The constant influx of capital. As a new media, live broadcast has a broad market prospect. Big giants such as Ali and Tencent also participated in the war. With the strong boost of all parties' capital and such a stable development environment, direct marketing will surely set off a wave of national carnival.

2.2 Internal Factors

(I) Changes in user habits. Before the live broadcast of the video, short video sharing platforms such as Little Coffee Show, Seconds Beat, and Beat, etc. have entered our lives. People have developed the habit of watching videos and videos, and are willing to spend time browsing content and creating topics on this platform. This has laid a good foundation for the rise of live video.

(II) Community needs. In today's era, after the 90s and the 00s, new humans have risen suddenly. They need their own social platform. They need to find their own social attributions and broadcast this style of communication to suit their needs. So many people with the same interests and hobbies gathered in the live broadcast can more easily communicate their hearts and their psychological appeal is greatly satisfied.

(III) The individual's psychological needs. From the point of view of social psychology, human nature is a voyeuristic desire, especially the voyeuristic desire of the near scene. I see the surface of you, but also want to see what you are behind--this is human nature, and anyone has a glimpse of lust. Live broadcast satisfied this desire. And the rewarding mechanism in the live broadcast also narrows the distance between the viewer and the anchor. By sending barrage and rewarding the host with this interactive mechanism, ordinary people can also find presence through the live broadcast, share their inner feelings and get timely feedback. This kind of near scene interaction is in line with the individual's psychological needs. It will also create another boom in live broadcasting.

3. Company Explores in the Mode of Live Marketing

Through the website, only the most basic information of the company is displayed; through the live broadcast, the most real and timely information of the company is displayed. This article focuses on the way companies conduct live marketing under four business models.

(I) Enterprise live marketing under BTB business model

BTB (Business To Business) This kind of live marketing model mainly includes live marketing of offline business activities (usually used in conjunction with offline activities), follow-up communication and customer maintenance, and promotion of live marketing through live interaction, which in turn drives business growth. .

The application under this business model is mainly a comprehensive large-scale conference. During the 2016 China Manufacturing Annual Conference, live video was broadcast live. The live video mode serves as a service method to enhance the on-site conference experience and expands the coverage of the conference.

(II) Corporate direct marketing under BTC business model

BTC (Business To Customer) is the earliest e-commerce model in China and represents the business organization's e-commerce to consumers. This form of e-commerce is generally dominated by the online retail industry, mainly through the Internet to carry out online sales activities. From May 27th to 28th, 2016, Wang Jianlin and Luyu Youyi conducted a live broadcast of their two-day visit to Nanchang on Panda TV, aiming to promote Wanda Nanchang Cultural Tourism City. Although there were problems with the stability of the equipment department and frequent signal terminals during the live broadcast, the peak period also attracted nearly 300,000 people watching online at the same time. The webcast became the first new platform for public figures to be exposed on formal occasions. This is a brand new exploration of the live web broadcast model.

(III) Corporate direct marketing under the CTB business model

CTB (Customer To Business) is a new business model in the era of Internet economy. In simple terms, it is reverse customization. The concept of scene revolution is also a concept of C2B. Enterprise-level consumers can customize some personalized services according to their needs. This model has changed the business operation and operating model, and is contrary to the supply and demand pattern we are familiar with, and the emergence of the Internet has left room for this change.

The main application under this model is Computer City Live Computer Assembly. The use of live broadcast when assembling computers will give consumers an unprecedented convenience experience. Consumers can conduct real-time conversations with manufacturers or companies according to their own needs, and observe the production process of their desired products at close range. In the process of assembling the computer, consumers can also provide real-time feedback according to their own needs. This customized service gives consumers an unprecedented shopping experience.

(IV) Corporate direct marketing under OTO business model

OTO (Online To Offline) business model is "online to offline", its core is to bring online consumers to the actual store, online payment of goods and services under the purchase line, and then go to the line to enjoy services . This mode has shortened consumer decision-making time to a certain extent. Applying live marketing in this mode will bring many unexpected marketing effects.

At 7 pm on October 18th, 2016, the new launch of the hammer mobile phone T3 adopted live marketing. At the conference, the countdown of the mobile phone release was released. At the same time, the new product was released in Jingdong. Combine the offline line. At the same time, during the entire live video broadcast of the Fenghuang Technology Live Room or the National TV Watch Hammer New Product Launch Conference, consumers actively participate in the live broadcast interaction and will also have access to the "Hammer T3" and purchase code. The press conference of the hammer mobile phone can be said to be novel and unique, with remarkable results.

4. Suggestions for Enterprises to Develop Live Marketing

First, the direction and goals of video live marketing should be clearly established. Although the bonus era of video live marketing has arrived, many companies are still confused when they are doing live video marketing and do not know how to start. In fact, this is mainly a lack of clear direction and goals. Obviously, the formulation of goals depends mainly on the company's own brand attributes. If it is to accumulate social word-of-mouth as its goal, then it may be possible to start a live event with a live broadcast account on a popular video broadcast platform. If the audience communicates with the company and promotes sales as the goal, then the company may need to set up its own live video platform. However, currently, the live broadcast through a third-party video broadcast platform does not guarantee the smoothness and stability of the live broadcast process. Therefore, only the construction of a personalized video live marketing platform based on the business characteristics and needs of the company can be achieved. It is perhaps the right direction to truly target the video live marketing.

Second, companies should also choose suitable industry partners to cooperate to make up for their shortcomings in technology and products. The so-called industry specializing in the game, companies must build a video broadcast platform must have professional technical capabilities, in order to ensure that the platform can really carry high-concurrency users watch, and can have a good interactive effect. At present, most companies do not have the ability to do this. It would be wise to choose professional HD mobile broadcast service providers to cooperate.

Finally, companies need to actively try video live marketing as soon as possible in order to eat this wave of marketing dividends. In general, the duration of a wave of Internet marketing dividends is only three or five years. In the past, the success experience of many companies has proved that only one era of the marketing era is the first to come and try, and as soon as possible, the layout can have higher benefits and eat more. More chance bonuses. For example, millet mobile phones had already enjoyed the microblogging outbreak of marketing dividends; for example, many high-quality micro-channels with annual revenues of over 100 million have enjoyed WeChat bonuses from the media, and without exception, the players who benefited from the initial admission have benefited. The period has already passed, and even some cold food cannot be eaten.

In general, the trend of video live broadcasting becoming the next marketing position for enterprises has become very obvious. Enterprises can only grasp the marketing dividend of this wave only if they properly view the video broadcast marketing opportunities and quickly try and practice.

5. Conclusion

According to the 38th Statistical Report on China's Internet Development released by the China Internet Network Information Center (CNNIC), as of June 2016, the number of live webcast users has reached 325 million, accounting for 45.80% of the total Internet users. 2016 was also called "China's first year of live webcasting." Business executives have included live broadcast services in brand building and product promotion. The slogan "No live broadcast, no spread" is gradually becoming a consensus. Undoubtedly, with the constant influx of capital, the increasingly mature live broadcast technology, and the ever-increasing number of users, the live video will have a profound impact on the current Internet marketing landscape, bringing a new marketing revolution to the company.

The direct marketing can not only expand the corporate publicity and reduce the marketing cost of the company, but also has the advantages of real time information, easy access to customer trust, and higher sales conversion rate. In the future, coupled with the application of big data, VR, etc., the live broadcast will become more mature. So live marketing, business is imperative!

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