

## Multi-channel conflict management strategy--Application of Weibo marketing of Wenzhou Yinjian footwear e-commerce

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### Abstract

Weibo marketing is an enterprise platform that uses microblogs to let netizens understand products and enterprises in various ways, and ultimately achieve marketing results. This article first introduces the silver sword shoe e-commerce project, and introduces the common methods of microblog marketing, and how to use Weibo to carry out online marketing of Yinjian shoe e-commerce. Through the analysis of the existing problems through marketing, and on the basis of this, propose relevant countermeasures and solutions to improve the visibility of e-commerce in Yinjian footwear industry and the flow of Alibaba stores.

### Keywords

Silver sword shoe industry e-commerce; Weibo; marketing.

### 1. Introduction of Yinjian Shoes E-commerce Project

Yinjian Shoes E-Commerce Co., Ltd. is a new e-commerce company integrating e-commerce basic research, technology development system integration, network marketing, Alibaba operation, distribution channels and other services. Business technology development and system integration research. We connect Unicom's "production, supply, sales" and after-sale processes to provide operators with automated and unattended Internet supply and marketing system solutions. With the power of the Internet, we help businesses achieve maximum cost with minimum cost, minimum inventory and minimum risk. Promotion and sales progress.

### 2. Second, the common method of microblogging marketing

With the popularity of the Internet, people's awareness of online shopping has become more and more important. Especially in the current popular Weibo, countless information is transmitted on this platform, so Weibo will be used to carry out online marketing of Yinjian shoe e-commerce. as shown in Figure 1.



Figure 1

#### 2.1 Topic marketing

Use one of the more popular topics to start your own comments and topics, causing users to pay attention and discussion. If the topic is found to have no moderator for the time being, then the topic can be quickly seized to become the topic host, and the right to speak on the hot topic and hot topic

is grasped. Of course, companies can also create topics based on their own needs, pushing keywords, marketing campaigns or brands around the business. Although not as hot as hot topics, there will still be a certain audience. For example, the silver sword shoe industry will add Alibaba's topic when pushing products to accurately find the audience.

### **2.2 Award-winning marketing**

Regularly carry out some prize-winning activities on Weibo, or send red envelopes during the holidays, increase the attention of fans and expand the popularity of Weibo, push a Weibo, and select one or several from the comment area. For the silver sword footwear industry, for example, the basic condition of the lucky draw is to start a topic, fans pay attention to and forward, comment on the relevant content in the comment area, and draw the winning fans.

### **2.3 Interactive marketing**

After accumulating a certain popularity on Weibo, you can interact with fans through Weibo live broadcast; in addition to this; push a Weibo that can guide users to comment below, and bloggers reply under comments. In the process of interacting with the enterprise microblog, users can also gain a sense of identity and belonging, and further make the public image of Yinjian shoe industry e-commerce deeply rooted in the hearts of the people.

### **2.4 Content Marketing**

Increase the amount of fans by sending interesting or useful long microblogs, videos, animations, etc. to increase the number of fans, and better microblogging marketing. However, companies should also pay attention to "what do users want to see on the company's Weibo?" Therefore, it is best for the company to publish the content in the content that the enterprise can publish and the content that the user prefers. You can also attract fans by increasing the amount of store traffic by sending a certain amount of coupon links each day.

## **3. The silver sword industry e-commerce microblogging marketing steps**

### **3.1 Registration and registration of enterprise microblogging**

In the first step of microblogging marketing, you must first register a Sina Weibo account, After logging in, apply for personal authentication plus V to increase credibility and authority, and obtain more attention.

### **3.2 Release various types of news**

#### 1) Daily dynamics

The daily dynamics of Weibo's opening include funny pictures, animations, and video sharing. Close the distance with netizens, increase the amount of forwarding and attention, and then slowly add product introductions, new products and offers. Tickets and other microblogging pushes.

#### 2) Create a topic draw

Create a topic "What is the most funny piece you have ever heard?" The comment is forwarded and followed. In the comment area, the lottery is sent to the store for a value of 1688 yuan!

#### 3) Activity release

12.20 Merchants' Day is the grand shopping spree of Alibaba platform, and its importance is equivalent to Taobao Tmall double eleven. Therefore, as an Alibaba merchant, it is very important to seize the opportunity to do marketing.

#### 4) New dynamic promotion on products

Accurate traffic and increase store traffic by releasing new developments in recent products.

## **4. The problem of silver sword industry e-commerce microblogging marketing**

In order to successfully implement Weibo marketing, we must first conduct a series of analysis on the problems existing in Weibo marketing. As shown in Figure 2.



Figure 2

#### 4.1 Lack of strategic planning for Weibo marketing

In the actual work, the microblog publishing situation of Yinjian Shoes E-commerce has not targeted some fan resources, so as to achieve the purpose of the final transaction. Through the fun microblogging fans, the customer group is not accurate enough, there is no precision. Strategy to find accurate customers.

#### 4.2 Weibo fans are few and slow to grow

1) Weibo update is not timely

When Weibo was opened, there were not many users. As the number of Weibo posts increased, fans increased, but the growth rate was slow and the number was small. And then because the number of fans is small, companies believe that Weibo can be more than necessary to reduce the number of microblogging, and finally stop more blogs, the number of fans has not increased.

2) The quality of Weibo content is not high, and the originality is low.

At first, the contents published on the e-commerce microblog of Yinjian Shoes include reprinting some of the more popular content on Weibo. Because the content itself is very interesting and practical, there will still be fans forwarding and like, but not For a long time, the original microblogging is too small, and the quality is not high, resulting in the posting of Weibo's attention is flat, and many of the information is sinking.

#### 4.3 The marketing characteristics of Weibo are not prominent, and the positioning of Weibo is not clear.

In the early stage, Yinjian Shoes e-commerce Weibo expanded the popularity of Weibo and the attention of fans by releasing interesting and practical pushes, but this may be suitable for increasing the volume of fans from the media. As a corporate Weibo, this practice It is easy to blur the identity of the company and bring trouble to users who are concerned about the silver sword footwear industry.

### 5. The corresponding solution to the problem

According to the above analysis of the problems existing in the marketing of e-commerce microblogging in Yinjian footwear industry, some countermeasures and solutions are proposed below to improve the marketing efforts of Weibo marketing.

#### 5.1 Proposing the strategic plan of enterprise microblogging

Pay attention to the cultivation of microblogging marketing talents. If the silver sword shoe industry wants to obtain more economic benefits through Weibo marketing, it will need to invest more capital costs, so that Weibo marketing has a certain foundation; Yinjian footwear industry should pay more attention to microblogging marketing talents. Cultivate, comprehensively carry out marketing planning for enterprises, vigorously recruit professionals with patience and responsibility, have a good understanding of the relevant operations of Weibo and be able to put forward relevant suggestions on the microblog marketing strategy, and establish a microblogging marketing team. Make full use of various opportunities to attract the attention of fans and create more economic benefits.

## 5.2 Increase the number of fans

Multi-channel promotion and promotion, comprehensively improve the quality of Weibo footwear microblogging

## 5.3 Update Weibo in time

Five daily is a must, you can increase the number of microblogs according to the situation of the day, let fans feel the silver sword industry in "anytime, anywhere to find something new", Weibo account to maintain a certain degree of activity, release dynamics too often only counterproductive.

From the data of Sina Weibo statistics (as shown in Figure3), the time for users to concentrate is from 9:00 am to 3:00 pm, and the general Weibo can be sent according to this time period.

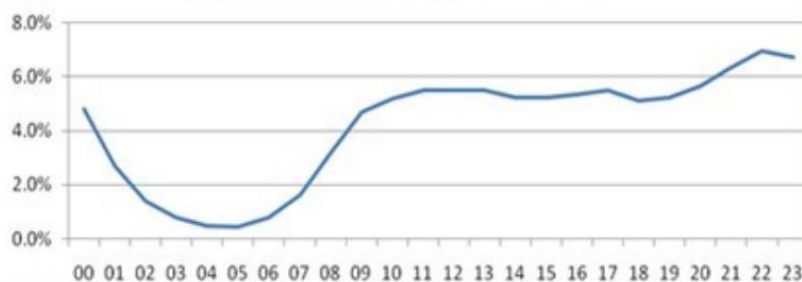


Figure 3

## 6. Publish a topic, quality microblog copy

Every day, Weibo sidebar will have a hot topic list. If it is related to Yinjian Shoes, you can join this topic; Silver Swords can also set up creative topics to expand the exposure of Weibo, and also show this to fans. It is a microblog with "attitude". Each year, the large-scale activities of the Double Eleven, Double Twelve and 1220 Merchants' Days are set to promote the topic of the Liquor, and to participate in the topic to obtain different discounts, and to have the opportunity to get a full discount.

## 7. Weibo promotion

### 7.1 Promotion within the station

Event promotion, Sina platform and self-built activities, attract fans to participate, increase the number of search results; grassroots account push, spend money to send large-scale forwarding; etc., if there are conditions, you can carry out joint activities with other microblogs through sponsorship prizes; Search for relevant keywords, find potential users, and actively seek attention.

### 7.2 Promotion outside the station

Blog, forum, post bar, silver sword footwear official website to publish microblogging information; microblogging component promotion, such as adding a button on the official website to pay attention, attention, share and other microblogging buttons

### 7.3 Highlighting the marketing characteristics of Weibo and determining the positioning of Weibo

Innovative and distinctive marketing solutions provide a wealth of product information. Weibo marketing activities can be divided into Sina platform activities and independent activities of Yinjian Shoes. The activities initiated by Sina Weibo Activity Platform are such as the big turntable/golden egg/reward forwarding; the silver sword shoe industry can also create its own activities in combination with its own positioning, such as prize collection, hand-to-hand shooting, and prize forwarding. The prizes can also be printed with the custom logo of the silver sword shoe industry. According to the user group of the silver sword shoe industry, the prizes can also include snack packages, exquisite books, folders, movie tickets, paradise tickets, and small dish dolls.

### 7.4 Enhance word of mouth

In the exchanges of the staff of Yinjian Shoes, there are many consumers who need to understand the pre-sale, sale and after-sales of WeChat sales.

In the previous paragraph, there was also a reference to the “customer manager system” to solve the customer's after-sales service problem, but the mistrust required the company to solve it through a long time and establish a good reputation.

In addition to the above two, the silver sword shoe industry can carry out the cultivation of conscious user habits. Through the ritualized account behavior to cultivate the user's habits, through the habit of establishing a trigger mechanism in the user's brain. Ritualized behavior includes ritualized behavioral stimuli (such as fixed message push frequencies), ritualized visual stimuli, and ritualized auditory stimuli or other ritualized sensory stimuli. Establish a high-frequency behavior of obtaining the user's account, increase the user's stickiness to the account, and continuously obtain the user's attention.

We can issue a successful claim on WeChat. With the customer's consent, the account manager can also send out his own transaction order in his circle of friends. In the way of herding effect, the customer is prompted to buy on WeChat. There are a lot of things that give customers the impression that "I am not joining the first one and not the last one, there are many people who are here to buy", and pushing real cases in the customer life leads to the customer's desire to buy.

In the image creation, the image of the public number “scientific, professional, relaxed, and humorous” should be established. The core is to convey the safety knowledge of science professionals to users in a relaxed and humorous way. "Science, professional" guarantees the value of content, and "easy humor" reduces the user's acceptance threshold for content. The specific image shaping can start from the content itself, content style, public number layout theme, avatar design, account name, anthropomorphic settings and so on.

### 7.5 Finding the right direction, precise marketing

Behind the problem of the low conversion rate of the silver sword shoe industry on WeChat is that there are problems in the operation ideas. We need to find the right direction first, and determine which type of people will purchase and target sales.

In the face of the new environment, we need a new WeChat operation idea to let WeChat marketing meet the needs of users just like products. One can understand that a product can survive in the market because it consistently provides users with some value that meets the needs of users. The same is true for the operation of WeChat. We need to consider whether the WeChat end of Yinjian Shoes can continuously meet the needs of users. For example, the silver sword shoe industry is relatively good, based on huge data, so the silver sword shoe industry can strengthen cooperation with WeChat to increase the resources for the online sales department. The increase in the threshold of employees can improve the overall quality of the silver sword industry, which can reduce the resources for the sales department. The phenomenon of the salesmanship of the silver sword industry is too serious, which greatly reduces the external evaluation of the silver sword industry. Reduce the resources of the sales channels, increase resources in today's new channel exploration, and change the company's image.

## 8. Summary

Through the microblog marketing analysis of Yinjian shoe industry e-commerce, it is concluded that if you want to manage a company microblog and get obvious benefits and effects, simply copying other cases will not succeed, you must combine your own positioning and release Weibo with corporate characteristics, do a good job of interacting with fans, invest a certain amount of money, and manage with the heart to make Weibo an important tool for e-commerce network marketing of Yinjian Shoes.

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