

Horticulture project WeChat public number marketing strategy analysis

Dejia Zhang

Wenzhou Vocational & Technical College, Wenzhou. 325035, China.

zhangdae@sina.com

Abstract

WeChat marketing is the enterprise with the help of WeChat 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 "cloud" + horticulture project, introduces the commonly used methods of WeChat marketing, and how to use WeChat to carry out "cloud" + horticulture online marketing. Through marketing analysis of the existing problems, and on this basis put forward relevant countermeasures and solutions, to improve the use of WeChat public number and "cloud" + horticulture visibility.

Keywords

Cloud +; Micro letter; Marketing; gardening.

1. Introduction to "cloud" + horticultural project

1.1 Market prospect

At present, China is in the period of economic transformation, rapid industrialization and urbanization bring many problems to the environment. Arable land is an extremely valuable and non-renewable resource. Balcony horticulture tries a lot of not arable land to make full use of, make the arable land resource that cannot regenerate got extend and complement, this has important sense to alleviating increasingly serious cultivated land resource problem. The reclaimed soil can make full use of household garbage, which is purified through waste utilization and plant absorption. This is also a way to deal with urban household garbage. Accordingly balcony horticulture is the sunshine industry of a benefit country benefit people, low carbon environmental protection, have development prospect greatly in the city.

1.2 Opportunity advantage

The state supports college students to start their own business. As an important way to solve the problem of employment and a new growth point of China's economy, the entrepreneurship base for college students is gradually attached great importance to by the state, government and universities. In order to support college students to start their own businesses, the state and governments at all levels have introduced many preferential policies, involving financing, opening, taxation, entrepreneurship training, entrepreneurship guidance and many other aspects, and introduced relevant preferential policies, such as loan preferences, tax preferences, etc., which increased the cost advantage and reduced the marketing risk.

1.3 Target customers

"Cloud" + gardening company has a broad consumer group, according to the different consumption levels of these groups of standards to determine the focus of the enterprise direction, mainly urban promising youth, give attention to both high-end elite and young struggle, a small number of unit users, schools and scenic spots flower beds group.

1.3.1 Promising young people in cities

The city is promising youth, the job is white-collar normally, officeholder, intellectual. They are the mainstream of the city, is a relatively stable work of fixed income groups, individuals, families from

housing. We target this group of people as the key promotion object, highlighting fashion, avant-garde, art, humanization in publicity.

1.3.2 Urban high-end elite population

Urban high-end elite crowd, usually business owners, elite. They are wealthy and have fixed assets, usually consisting of one or two large houses or even villas. This kind of person is right product quality and class requirement are high, can choose private make to order mostly. The company should maintain such kind of customers for a long time and establish relevant customer files. Later service will be the long-term economic growth point of the company.

1.3.3 Urban struggling population

Urban struggle groups, usually employees, migrant workers, entrepreneurs, most of them have already bought a house (usually the first home), or have a stable rental housing. They pay more attention to the simple, comfortable and cheap decoration, and are sensitive to the price. Generally, they will not pay the design fee alone to elaborate the design. Instead, they will experience the planting process and cultivation pleasure by themselves after purchasing relevant equipment and materials. In addition to meeting the planting and cultivation functions, the product should be humanized, easy to operate and effective.

2. WeChat marketing

2.1 Concept of WeChat marketing

WeChat marketing is a kind of marketing mode of enterprises or individuals in the era of network economy. WeChat does not have the limitation of distance. After users register for WeChat, they can form a connection with the "friends" who are also registered around them. They can subscribe to the information they need. A mainstream online and offline WeChat interactive marketing mode has been formed by combining the WeChat membership management system of referral rate to display merchants' official websites, micro members, micro push, micro payment and micro activities.

2.2 Advantages of WeChat marketing

Today's China has entered the "Internet plus" era. According to the 39th statistical report on the development of Internet in China released by China Internet network information center (CNNIC) in 2016, the number of Internet users in China reached 731 million as of December 2016, with a total of 42.99 million new Internet users in the whole year. The scale of network broadcast users reached 344 million, accounting for 47.1% of the total Internet users, an increase of 19.32 million over June 2016. As of December 2016, the age group of 10-39 years old accounted for 73.7% of the total Internet users. Among them, the Internet users aged 20-29 years old account for the highest proportion, reaching 30.3%.

In 2016, all kinds of social applications continued to develop steadily, and Internet platforms realized pan-socialization. On the one hand, the introduction of comprehensive social applications to live streaming and other services has led to the growth of users and traffic. On the other hand, subdivided social platforms targeted at different scenes, different vertical groups and different ways of carrying information are further enriched and developed towards innovation and niche. From the perspective of user characteristics, WeChat friend circle has a high user penetration rate, and there is no significant difference in the usage rate of WeChat friend circle among all groups of Internet users except the young (6-9 years old) and people with low educational background (primary school education and below).

3. "Cloud" + garden WeChat public account

3.1 The public account was established

In order to facilitate customers, we registered the WeChat official account, and made use of the functions of the WeChat official account. Automatic reply can effectively reduce the time for customers to answer questions and improve customer experience.

3.2 Service and content of public account

"Cloud" + gardening WeChat public number services and functions including "I want to buy", "my site" and "interactive exchange" three major.

The public number will regularly send about the selection of some flowers suitable for planting in the balcony varieties, combined with our introduction of improved seedling seeds, can fully adapt to the balcony environment thrive. According to the balcony of householder or the circumstance such as platform environment, can set basically have flowerpot type, wall to hang type, hang type and column type this a few kinds of equipment, householder can need freedom to match according to oneself. The following flowerpots are made from different materials.

3.3 WeChat public number function

3.3.1 Precision marketing

WeChat public platform can push text, voice, video, pictures and multi-image messages to followers, and the content pushed can be important notice, interesting interaction or product marketing. The article that we always forward to friend circle is much picture text message. When the message is pushed out, every user who follows it can receive it, which is the biggest benefit of WeChat, pointing directly at users and precision marketing.

3.3.2 Automatic reply

When a customer follows a WeChat public account, they will receive a message, which is automatically replied. WeChat public platform also has one - on - one communication and interaction, is definitely a customer weapon. Customers can ask questions to the public platform. The content of questions can be sent by text or voice. The platform will automatically identify the content and directly reply the answers to customers.

3.3.3 Data analysis

WeChat public number background can analyze user data. Such as user data, user gender, language, province, geographical location, mobile terminal equipment model, etc. The arrival rate, reading rate, forwarding and collection rate of graphic and text messages, message analysis and interface analysis, etc. Through these data analysis can be more accurate marketing.

3.3.4 Brand communication

WeChat public platform service users, can better guide users to understand corporate culture, participate in brand interaction activities, spread information exposure rate. The most important is to greatly reduce the marketing cost of the enterprise organization.

4. Communication channels of WeChat marketing

The communication channels of WeChat marketing are shown in figure 1.



Figure 1 communication channels

4.1 The qr code

Micro qr code letter is tencent developed with micro letter use add buddy and realizing the function of micro letter to pay a new way, on a mobile phone login after micro letter to choose "find friends" = "qr code scanning, aim the camera qr code picture about 2 ~ 3 seconds, can identify and load the other micro letter of basic information, say hello to each other or add as a friend.

4.2 Bottle

WeChat drift bottle is a communication mode in which the marketing subject puts the information about the product into the bottle and the user actively "salvages" the information. This is a method of randomly pushing information, with high initiative of the communication subject, non-directional communication mode, wide range of communication, no fixed audience group, and high randomness and mobility of information transmission. Each WeChat account has 20 opportunities to still float bottles every day. We should make full use of these opportunities to edit and introduce "cloud" + horticulture, products, services, offers, etc., with the nickname of WeChat public account.

4.3 Circle of friends

"Circle of friends" is a mobile phone application, PC client, website wonderful content or their own published pictures and texts quickly Shared to the circle of friends, and support page links to open the way of dissemination. Its nature is similar to social network, but different from social network, the flow of information is more private, belongs to the category of private social network. The target of the audience is mostly the friends in the "circle of friends". The communication subject and the audience have an equal relationship with each other, featuring high accuracy, pertinence, fast interaction, high information acceptance rate and conversion rate, which is suitable for word-of-mouth marketing.

4.4 Location signature

"Location signature" is the message that the marketing communication subject puts advertisement or promotion on the signature file of the home page, and the user will see and spread the information when looking for people nearby or shake. This is a kind of advertising method to attract nearby users. It has strong initiative of the communication subject, simple and fast information transmission channels, precise target audience, fast information feedback, strong interaction and high communication efficiency. Our company's peripheral may adopt this marketing square ten thousand square data type.

4.5 Effect of public account

Through professional market positioning, we have gained a large number of user groups. We can improve the visibility of the website and WeChat and meet user needs by providing a certain amount of product information, and let customers rely on the website and WeChat from the side, so as to achieve the purpose of user conversion.

5. Problems in WeChat marketing

In order to successfully achieve WeChat marketing, first of all, the existing problems of WeChat marketing should be analyzed.

5.1 Insufficient promotion and operation

5.2 Lack of resources

From the reading conversion rate of about 10% of WeChat official account, it can be inferred that the number of followers of cloud + gardening official account is not large. This is related to the way WeChat users pay attention to, and also reflects the deficiency of WeChat account management. WeChat emphasizes user experience, and it is more difficult to get users' attention. Plus, the layout is too small, which makes marketing more difficult.

5.3 Insufficient external platform drainage

External drainage mainly relies on other we-media platforms, such as toutiao, baijia, sohu we-media platforms.

5.4 Low return rate of WeChat public number marketing

Under certain circumstances, WeChat public account marketing has the problem of high input and low return. The power of WeChat marketing is often exaggerated and misunderstood, so that some businesses think that as long as the heavy investment in WeChat put a large number of marketing resources, will be able to harvest good marketing effects, and then quickly improve the income. However, in fact, due to the limited information transmission channels of WeChat marketing, it is far from enough to rely only on the public account platform and circle of friends. After all, the circle of friends is just a circle, and marketing information is difficult to spread in a short time, let alone swept the network, forming a good return.

Some enterprises in order to make up for the WeChat transmission channel is limited, coverage of small defects, the use of intensive push method to increase the exposure rate, but it is counterproductive, attract user disgust, increase the speed of user loss, which has become one of the reasons for WeChat public number marketing low rate of return. Sometimes, the public platform attracts fans through reward activities, which can only increase the number of users instantaneously without any substantial effect. This leads to the embarrassing situation of high investment but low return.

Successful marketing means to let brand owners and consumers are happy to profit from, and the current WeChat marketing, seems to fall short of this standard. First of all, no classification and ranking of the public account system is not conducive to users to pay attention to a public account. Because it requires users to search and find, and micro-blog this spread of a strong message platform, a message can be reproduced by thousands of people know, this shows that the public account in the promotion is not very obvious advantages. However, as an ordinary user, they may choose microblog with stronger interactivity and operability. As far as brand owners are concerned, the profits of microblog and WeChat platforms are different if they do the same thing. As we all know, brand promotion is one of the most important aspects of marketing, and also the first level of marketing. However, WeChat has been criticized in this aspect, which will be difficult to maintain long-term development.

In addition, WeChat itself is lack of open, widely spread way, usually WeChat marketing can only through advertising leaflets, blogs, micro-blog release two-dimensional code, let users scan after attention. This way to the enterprise or personal brand promotion effect is greatly reduced.

6. Serious information homogeneity

6.1 Low information reading rate

Homogeneity is reflected in both content and form. In terms of content, although editors check the content, many public accounts still select topics according to the importance and influence of traditional media. Whenever major issues arise, mainstream accounts tend to be consistent in their choice of topics.

According to statistics, the total number of WeChat public accounts of various brands has exceeded 8 million. In order to promote products and services, enterprises push a lot of information to users through WeChat platform every day. In addition, frequent "refresh" and mass Posting of public account information in the circle of friends can easily lead to advertisement fatigue of users. As a result, a large number of promotional information cannot be opened by users, and effective reading is not formed. Marketing information has not played its due role.

WeChat platform has low open rate of push information. The WeChat public platform continuously pushes various graphic and text information to users' mobile phones, which is just like opening the E-mail box and being immediately filled with all kinds of advertisement junk mail. Even if there is

so much valuable information, readers will not want to read it, resulting in low open rate of push messages.

6.2 Frequent information release

Although WeChat brought better user experience to users when it was first launched, WeChat public account also brought a lot of information to users, but with the frequent sending of public account information and unlimited information pushing, other important information was covered by it. With the rise of wechat business, the circle of friends is attacked by advertising. In addition, high intensity, high frequency of refresh is easy to give users information nuisance, especially those who do not have nutrition information is more likely to cause users block friends circle information or directly off. Over time, the number of public audience decreased. Without the user group, how to talk about the public number marketing?

In order to promote products and services, enterprises push a lot of information to users through the WeChat platform every day. The increase of information content can easily lead to information flooding. In addition, frequent "refresh" and mass Posting of public account information in the circle of friends can easily make users feel tired of advertising and fail to form effective reading. Reading efficiency is extremely low and marketing information cannot play its due role.

7. Conclusion

As WeChat is accepted by more and more customers, the number of users increases explosively. All kinds of media and "we media" have entered WeChat one after another, resulting in more and more systemic risks for WeChat, which is extremely unfavorable for the regulation of WeChat. The brutal growth of all kinds of media and "we media" on WeChat makes the media attribute and social attribute of WeChat more and more unbalanced. How to grasp the relationship between public accounts and "we media", so that public accounts in public opinion awareness less detours, this is also worth discussing the topic. At the same time, WeChat is a flexible platform, it is not impossible to build a team on this platform, and this is likely to form a new field of public event communication, whether the ultimate utility will also get out of control is unknown, after all, communication has no boundaries.

References

- [1] Sukirno Sukirno. Optimalisasi Web untuk Promosi Perpustakaan[J]. Pustakaloka: Jurnal Kajian Informasi dan Perpustakaan,2016,8(2).
- [2] Heni Rohaeni. PERANAN PROMOSI MELALUI PERSONAL SELLING TERHADAP VOLUME PENJUALAN[J]. Ecodemica,2016,4(2).
- [3] Dilek KEKEÇ MORKOÇ, Mustafa DOĞAN. Use of University Websites for Promotion: A Research on Tourism Departments of Universities[J]. Yükseköğretim ve Bilim Dergisi,2014,4(1).
- [4] Alexandru CAPATINA, Dragos CRISTEA, Daniela MATEI. Opportunities Provided by the Design of a Website Focused on the Promotion of Collaborative Projects Within European IT Industry[J]. Risk in Contemporary Economy,2011,1.
- [5] T.H. Chung, D.R. Lairson, L.G. Smith, V.L. Champion. Estimating Development Cost Of An Interactive Website Based Cancer Screening Promotion Program[J]. Value in Health,2013,16(3).
- [6] R. Negru, L. Marsavina, T. Voiconi, E. Linul, H. Filipescu, G. Belgiu. Application of TCD for brittle fracture of notched PUR materials[J]. Theoretical and Applied Fracture Mechanics,2015,80.
- [7] Gudila Stephan, Mary Jo Hoyt, Deborah S. Storm, Sylvia Shirima, Charles Matiko, Emmanuel Matechi. Development and promotion of a national website to improve dissemination of information related to the prevention of mother-to-child HIV transmission (PMTCT) in Tanzania[J]. BMC Public Health,2015,15(1).
- [8] Farrow Maree. User perceptions of a dementia risk reduction website and its promotion of behavior change.[J]. JMIR research protocols,2013,2(1).