WeChat marketing for "web celebrity new arrive" project

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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 WeChat marketing, and introduces the commonly used methods of WeChat marketing, as well as how to use WeChat for the marketing of web celebrity drive project. Through the marketing analysis of the existing problems, and on this basis put forward the relevant countermeasures and solutions to improve the site visits and product sales.

Keywords

Web celebrity; Micro letter; marketing.

1. Introduction to WeChat marketing

WeChat marketing is a kind of marketing mode of enterprises or individuals in the era of network economy. Plays a unique role in e-commerce, has huge development potential, micro letter no distance limit, after the user registration micro letter, can be registered with the surrounding the same "friends" to form a connection, subscribe to the required information, enterprise or business use micro letter this network communication platform, promote products, issued the content of the related content, their products through everyone's understanding, let them voluntarily by clicking on the link, or contact us with other chat tools, thus improve the site hits ranking, and sales amount, thus forming a kind of mainstream micro letter online interactive marketing. WeChat marketing is also a technology, to really achieve, but also need a series of complete solutions. In this era of Internet, the usage rate of WeChat is much higher than that of other social software, so mastering WeChat marketing is beneficial to promoting websites, as shown in figure 1.

Figure 1 main content

Although China is late to contact e-commerce, but in recent years has maintained rapid progress, WeChat marketing is also getting better development. With the growth of China's consumer groups and the gradual familiarity of Chinese people with the Internet, the number of people using WeChat is also increasing, web celebrity is gradually sought after by people, and WeChat marketing is also growing. The so-called WeChat marketing, is the use of WeChat marketing activities of new marketing methods. Compared with traditional marketing methods, WeChat marketing combines technology, wisdom and service in one. It is faster, more convenient and more efficient. It has many advantages that traditional marketing methods are out of reach. This is also the case for web celebrity new project. With the effective marketing means of WeChat, the influence of web celebrity will be

expanded to facilitate fans, enable online and offline communication between web celebrity and fans, and promote the sales of web celebrity's own products to promote economic development. On the other hand, it provides jobs and a new sales model.

2. Common methods of WeChat marketing

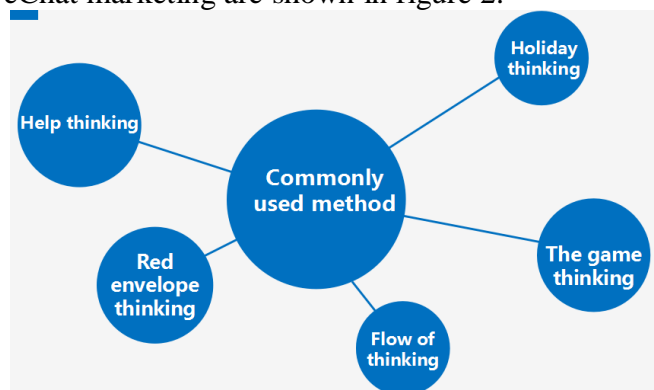Common methods of WeChat marketing are shown in figure 2.

Figure 2 common methods of WeChat marketing

2.1 Booster thinking: viral transmission

Company in the production of activities micro web page, add help column. It is necessary to forward to the circle of friends and invite friends to help, the more friends help, the greater the chances of winning. In order to play the enthusiasm of the booster, can also let the friends of the power draw. Through the attraction of the prize, you can pass the attention and forwarding of the applicant and many of his friends, to achieve the purpose of spreading.

2.2 Thinking of snatching red envelopes: dissemination of essence, immediate results

Is to provide users with some practical value of the red envelope, through the platform scanning two-dimensional code grab red envelope to attract active participation of the community, cause concern, find potential customers, and implement targeted marketing.

2.3 Flow thinking: pain point marketing and rapid communication

In the Internet era, the traffic is the king, seize the pain point of consumers, also seize the fundamental marketing. The basic idea of traffic thinking is to forward and send traffic. As long as users forward a certain platform or a certain product's micro webpage, they can get a certain amount of traffic.

2.4 Game thinking: excitement marketing

Game thinking is to know a brand through the transmission of the game. WeChat small game is generally characterized by novel design, and lovely, simple rules but not monotonous, can attract a large number of users in just a few minutes.

2.5 Holiday thinking: what passes is warmth, and what spreads is brand

WeChat blessing gradually popular, a voice, a few words, a video, simple but warm. Holiday thinking, is the use of holidays people send each other the opportunity to bless, in the WeChat text or video implant brand image, just to spread and promote.

3. Web celebrity new project WeChat marketing

3.1 Graphic and text editing

1) Collect and organize materials and design

Publicity before collecting ways such as photo or picture that you want to need to related design personnel, let them to collect the data analysis, induction and collation, according to the product, list the SWOT, through the comparison of competition with other goods, to find their own interests of slopes, looking for the breach of the advertising creative design and writing.

2) Planning and writing

Content decided to forward and share the amount: all your content, someone must see his value and willing to share, produce a split effect, in order to have more people know your public number, attention to you.

Form their own content characteristics as early as possible

Focus on specific areas and be bold in developing your own language and choreography so you can attract a like-minded audience that you really want to interact with. When selecting content, we must carefully and carefully select appropriate content according to our own positioning and create original content by combining account and project features.

(2) Language style conforms to the characteristics of account user groups

Users like to understand the content, in plain English, the content of the article should be easy to understand, try to use the most simple language, the most image of the case to explain, although you want to express the content is very professional.

(3) Regular content analysis

Analyze the content with high reading rate and forwarding rate, analyze the reasons for its popularity, summarize and reflect on it, and catch up with it.

3.2 Information push and push forms

1) Pre-publication copy editor

Copy editor for the public, promote important dynamic, to watch the typo gibberish, should pay attention to details, LOGO, account is introduced, auto reply, title, summary, typesetting, images, content framework and revise to spend enough to carve, as far as possible to avoid errors and omissions, repeatedly preview changes are inevitable part of content delivery every time.

2) Take advantage of real-time heat

There are a lot of activities in the circle of friends, we need to send out our own internal staff to forward and respond actively in the dynamic, can have their own subjective position, try to evaluate, call on friends and relatives thumb up browse, help release the dynamic increase popularity and fans, improve visibility, increase the influence on everyone.

3) Push mode

Push form to form a certain rule, to create their own characteristics; Image title determines click rate, each image should be carefully selected; Font and format should be uniform, no space at the beginning of a paragraph, blank lines between paragraphs, font size should be appropriate, important summary discourse should be marked.

3.3 Offline promotion

With the establishment of the new F2F mode (face to face), web celebrity can only contact with fans through the network, and fans can only see the projection of web celebrity in front of the camera, which is far away from web celebrity. Through the online collection of fans' opinions, select the web celebrity they most want to see, and hold regular offline activities such as meeting, web celebrity festival and birthday party to make web celebrity go offline and communicate with fans face to face, shorten the distance between web celebrity and fans, and realize F2F.

4. Problems in WeChat marketing

4.1 Limited number of followers

The higher the number of public number fans, the higher the WeChat communication index and the amount of money put in. Therefore, the number of followers determines the development prospect of the public account. WeChat is difficult to transfer followers due to the implementation of the point-to-point communication mode, which requires the promotion and absorption of fans through some

intermediate fans. It is not as easy as weibo BBS to attract fans, and the early promotion should be in place.

4.2 Insufficient ability of copy editing

Since our official account was founded by individuals, there is no professional copywriter and editor. Therefore, the launch of copywriter is basically launched by internal team members. Although it is original, it is unclear and incomplete in content expression.

4.3 Weak influence

The higher the number of followers, the higher the WeChat communication index and the amount of money put in. Web celebrity new project related public number due to just launched, the fan base is relatively missing, so the impact is not enough, little known, it is not conducive to the late establishment of a perfect WeChat marketing system.

4.4 Lack of interaction leads to loss of fans

WeChat point-to-point communication is both its advantage and disadvantage. Most enterprise accounts respond slowly or stiffly, which cannot replace the interaction between fans. Therefore, WeChat's fan activity is obviously low. Micro letter information platform to push open rate is low, many public platform for "tireless" micro letter to push all kinds of graphic information to the user's mobile phone, like open E-mail, instant be spam stuffed with all kinds of ads, even if some valuable information, readers also inadvertently read, leading to push message open rate is low, causing loss of fans.

4.5 Problems solved

Analyses'll come web celebrity, "web celebrity!" WeChat marketing of the project, the basic content: introduction, WeChat WeChat marketing marketing methods, power of thinking, viral, grab a red envelope thinking: the essence of the spread, immediate, traffic thinking: pain points marketing, fast spread, the game thinking: excitement marketing, the butterfly effect, thinking: the festival pass is warmth, is the spread of the brand, web celebrity landing WeChat marketing project.

Graphic news editors, collect material and design, planning and writing, forms of information push and push, before the release of copy editor, take advantage of real time heat to offline promotion, micro letter, the problems existing in the marketing limited fans. Document editing ability is insufficient, impact strength is not strong, the lack of interaction, leading to loss of fans, micro letter marketing issues corresponding solution, increase the fan base, improve the ability of text editing, increase the intensity of offline promotion, strengthen the real-time interaction.

5. PSolutions to WeChat marketing problems

5.1 Increase the fan base

WeChat is a closed system, relying on the law of attraction of content operation, for this type of public number, should be more to output value as the core task. Therefore, the expansion of the number of fans in the public number to rely on the copy of the editorial content to decide. In the early stage, we can attract fans through web celebrity, and launch public accounts in live or offline activities to increase the number of fans.

5.2 Improve copywriting and editing ability

Give it a good title

The title is equivalent to a "facade", the title is best to highlight the characteristics, and try to clearly explain the main content of the post or complete question. Also can use the question type or fascinating type and other interesting titles to attract netizens, the effect is also significantly different due to the content.

The content of the copywriting is diversified

Release, we will try to highlight the main features of our public number. Content as original as possible, rich, and organized, pay attention to typesetting format, marketing promotion into the usual communication, naturally implanted in the most easily accepted.

6. Increase offline promotion

6.1 Hold the meeting

"Web celebrity new arrive" will be held under the title of the activity, which will shorten the distance between fans and web celebrity and attract more fans. In the activity, we can invite more than one web celebrity for offline interaction and collision of topics. We can also hold individual concerts and dance shows. For example, ke participated in web celebrity variety show on Tuesday, which was actively sought after by fans and improved the popularity of the platform and web celebrity. The live picture of the host program is shown in figure 3.
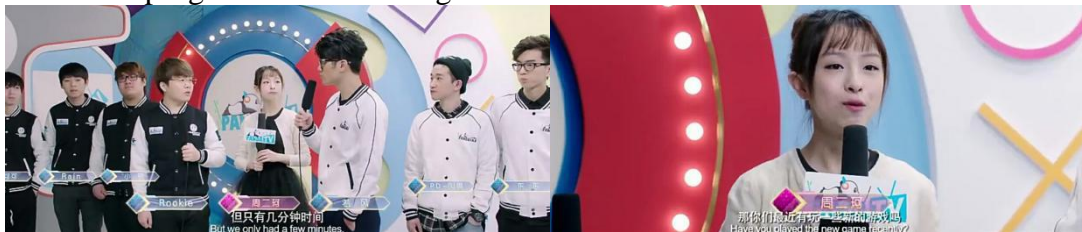

Figure 3 shows the scene of the host program

6.2 Campus promotion

For the city's major campus using a variety of promotional methods, you can put up posters, propaganda pages (distributed to Internet cafes, dormitories, etc.), free distribution of bookmarks (marked on the back of the address and other information), etc..

6.3 Publicity

There are many ways to publicize the activity. For example, do some public welfare activities, do something beneficial to the market. Let more friends can know our company and website, so can establish a good reputation in the local.

7. Enhance real-time interaction

7.1 Quick reply

Some users will leave their mark in the first place, and we want to thank them. While some netizens leave messages for our dynamic content, we should reply in time when we know. In this way, we can learn from each other and make progress together.

7.2 Answer questions carefully

Users put forward the question of the first time to solve, as far as possible to make users satisfied and expressed gratitude time concern our public number, cultivate loyal fans, to achieve precision marketing.

Six, summarized

"The future of marketing, do not need too many channels, as long as your product into the consumer's mobile phone, is the best marketing. The rapid development of domestic mobile Internet and WeChat has given us traditional media marketers a huge marketing stage and a chance to show our marketing ideas and talents. WeChat circle of friends, because gathered a group of high trust, mutual understanding of friends, is the best place for word of mouth marketing, and its high attention and high forwarding rate, for marketing provides the opportunity to run and fly. Although some people hate the circle of friends marketing, but if used properly, bring fun to the user, and even bring benefits, then he will gladly accept. WeChat marketing thinking, is to tell you how to do a good job in the circle of friends actors, with excellent acting to get the user's favor or even applause. Therefore, do a good job in WeChat marketing, then small brand, also can in the next second, create a miracle.

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