

An Research on Sina Micro-blog Advertising of New venture

YaoChi Cheng

HuangGang Normal University, HuangGang, 438000, China

Abstract: While products and services are utilized in sina micro-blog marketing, Sina micro-blog advertising has gradually become the key of enterprise marketing success and research on the problems and solutions of new venture in Sina micro-blog advertising. It is conducive to find a shortcut and can reduce investment cost and maximize the benefit. It is of great practical significance to break through the dilemma of fans' negative growth.

Keywords: New venture; Sina micro-blog; Advertising

1. INTRODUCTION

New venture is an entity created by entrepreneurs using business opportunities and integrating existing resources to create new legal entities that can provide products or services for the public, aiming at creating profit, growth and value. In terms of time, New venture is a new enterprise established recently. The report of global entrepreneurship Monotor (GEM) refers to enterprises that have been established within a period of less than 36 months. In general, there are still some characteristics, such as advertising investment bias, social media, advertising mobile marketing budget growth. The industry is concentrated in the FMCG(Fast Moving Consumer Goods) industry, the start-up time shows that the growth of the new venture is stable, and most new venture lack operating team and so on.

2. PROBLEMS EXISTING IN SINA MICRO-BLOG ADVERTISING

(1). The difficulty of coverage expansion

The quality of the information and the price of the offer jointly determine the number of people covering the group and will cover more people by improving the quality of the promotional information or bidding. Promotion of information quality is associated with social relationships, relevance, and popularity.

According to the data statistics, the relationship between the number of fans and the amount of exposure is positively related, which means that the larger the group of fans, the higher the exposure, and

even the appearance of multi-dimensional spread situation. At the same time, it can be seen that the number of fans and the amount of exposure below 100,000 will gather in most cases, of which the amount of exposure is the most obvious. Therefore, the number of fans in start-ups restricts the exposure size, and increasing in the number of fans has become an urgent demand of the rapid growth of new venture.

(2). The problem of low interactive rate

According to the statistics of enterprise customer data, the average interactive rate of advertising between new venture is between 0.07%-0.12%. Most of the interaction rate is below 1%, which shows that the average interactive rate of new venture is low, and shows a persistent downturn situation. This is related to the brand recognition, promotion quality and other aspects of the new venture. It is necessary to figure out the specific problems so as to find the scientific, reasonable and effective solutions.

3. SINA MICRO-BLOG ADVERTISING SOLUTIONS TO PROBLEMS OF NEW VENTURE

(1). Solutions to low coverage rate

How to effectively increase the number of fans? First, we need to expand investment. We can contact with micro-blog users more frequently and broadly through expanding investment. At the same time, new venture should maintain confidence in investment, and also make corresponding adjustment according to the real-time change of flexible delivery, in order to avoid shrinking investments. Second, we need to adjust the structure of business, fans growing and business adjustment should also be matched. To supplement each other is the good development strategy.

How to choose the reasonable competition time? First, we need to choose work time. Second, we need to choose commuting time. Third, we should choose time before going to bed.

(2). Solutions to low interactive rate

The problem of low interaction rate is related to promotion content and delivery accuracy. On the one hand, high-quality promotional content should be in

line with fun, visual, interactive, useful characteristics and so on. In addition, micro-blog users are more interested in contents related to web celebrities and stars. Therefore, promotional contents should be optimized in combination of social hot events, celebrities, stars, etc. On the other hand, running precision from age, gender, region, relationship, interest, fans platform for a total of 6 aspects to control, new venture should be based on the advertising target's selection of the appropriate level of accuracy. If the bias is in the coverage, accuracy should be reduced, in order to ensure coverage more widely; if bias is in the interaction rate, it should improve the accuracy to ensure the larger number of interactions, more accurate target users, and there will be a higher interaction rate.

(3). Solutions to high cost of transformation

In tempo, new venture should consider the activity before and after the procedure, including the early rally, the mid and late stages of line ending. Reasonable delivery cycle is appropriate in 7-15 days. If the delivery cycle is too short, then the promotion effect is not obvious, which is not up to the expected effect of promotion; if the delivery cycle is too long, it will affect the user experience and produce a waste of money.

In terms of bid setting, new venture should follow the principle of gradual progress, and gradually increase the price. Avoiding the exorbitance of one-time bid, which will result in waste of money, we can also interpret it as tender. Rough bidding is often the source of a direct waste of money.

In the budget setting, there is a theoretical exposure and the actual exposure of the problem, the actual exposure will be lower than theoretical exposure. With the increase of budget, this disconnect will become more and more serious, and the reason lies in repeated delivery and user skip. After 20,000/day

budget, this disconnect is pretty serious. Startups should make plans before the plan of 20,000/day budget, and the waste of money after the plan of 20,000/day budget will become more and more serious, and the actual returns will be worse and worse than expected.

4. CONCLUSIONS

In conclusion, based on the above investigation, we could sum up the following three micro-blog marketing dilemma: micro-blog operation needs high quality operation team; a lot of time was put into micro-blog's operation, but can't bring success quickly; with micro-blog operating results and the company's performance out of joint, it is difficult to assess the actual effect. New venture should focus on the following aspects of advertising: rich content of user output form, create high-quality content ecology; enhance user experience, enhance the active user stickiness; perfect commercial products, speed up flow realized.

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