

Research on Marketing Strategy of Webcast under the Background of Digital Economy

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Abstract: *Under the background of digital economy, the new e-business live delivery mode has played a certain role in promoting the domestic consumption level and the national economy, and the new mode has also created new opportunities for the growth of traditional e-business. Webcast refers to a mobile, multi-media, pan-entertainment and highly interactive two-way communication process that relies on the Internet and mobile Internet, conforms to the habits of users in the fragmented era, and integrates words, pictures, voices and videos. Digital technologies represented by big data, cloud computing and artificial intelligence are infiltrating into the field of live e-business at an increasing speed, making its development more intelligent and suitable for users' needs. Its purpose is to meet users' needs of expression, communication, display and sharing more intuitively and stereoscopically. Brand-new consumption scenes, a wider audience and more adequate real-time communication have further improved marketing efficiency and reduced marketing costs. This article analyzes the problems and risks existing in the growth of webcasting marketing industry, and puts forward some ideas and countermeasures to promote the growth of webcasting marketing.*

Keywords: *Digital economy; Online live streaming; Marketing strategy*

1. Introduction

With the increasing popularity of live broadcast, more and more businesses flock to live broadcast, which leads to a series of problems that affect market order and consumers' interests. It is of great significance to promote the healthy growth of social economy and the sustained growth of e-business market by constantly promoting high-tech to help the growth of live broadcast e-business and properly correcting its disadvantages [1]. At first, live broadcast was a form of communication that allowed viewers to cross the time and space boundaries and experience the sense of presence and backstage. With the maturity of media technology, it gradually evolved into a diversified marketing carrier. Webcast has become a new social networking way, and it is the representative of online cultural content supply, technological innovation and business model innovation, redefining how people interact with others and businesses [2]. Webcast marketing has shown explosive growth and has become a new form for enterprises to expand sales and carry out marketing. However, risks have always existed with the growth of live webcast marketing, such as the anchor overturning with goods, selling fake products, over-inducing consumption, and high after-sales return rate, which brought great risks to brands, live broadcast platforms and consumers [3]. The domestic consumer market has undergone great changes due to the growth of the digital economy. As an important driving force for economic development, consumption has been greatly impacted by the digital economy [4].

Webcast has broken the traditional scene construction mode, and the distance, information and behavior of social interaction scenes are mixed, thus satisfying people's needs for virtual scenes in different spaces, and gradually becoming a way of daily life and social networking [5]. Webcast opens a new perspective for relationship marketing through its unique companionship and sharing experience. With the support of policy and technology, the digital economy represented by the Internet and big data is deeply integrated into the live e-business industry, bringing greater vitality and vitality to it. Online live delivery is closer to real shopping, and the user experience is constantly improving [6]. Brand-new consumption scenes, a wider audience and more adequate real-time communication have further improved marketing efficiency and reduced marketing costs [7]. Under the background of "internet plus", the explosive growth of webcasting has brought great impact to traditional online marketing, and more and more merchants sell and market their products through webcasting [8]. However, risks also follow, and may bring serious adverse effects, so it is particularly important to implement necessary risk prevention and control. This article analyzes the problems and risks existing in the growth of

webcasting marketing industry, and puts forward some ideas and countermeasures to promote the growth of webcasting marketing.

2. The necessity of applying online live streaming marketing strategies in enterprises

With the improvement of the ecological chain of the live broadcast industry, the content supply, platform operation, dissemination and service support modules of the live broadcast tend to be mature. In addition to the current mature fan reward model, the business models of e-business live broadcast, online celebrity economy, content payment, creative live broadcast festival and so on gradually grow in the live broadcast ecology, which reconstruct the commercial value of the live broadcast industry chain and inject new business genes into the live broadcast industry. Webcast marketing not only ensures the correctness of product information transmission, but also expands the scope of information transmission infinitely. At the same time, consumers can buy while watching live broadcast, which improves the marketing efficiency of enterprises [9]. In webcasting, consumers and anchors interact with each other to form virtual interpersonal relationships, thus obtaining psychological satisfaction. With the increase in the number of interactions, the fan rating of consumers has increased, further consolidating and maintaining this virtual interpersonal relationship. On the other hand, consumers can also interact with other audiences, and the emergence of the same or similar ideas can enhance consumers' sense of belonging. Figure 1 shows the live broadcast of e-business marketing.



Figure 1: E-business marketing live streaming screen

Breakthroughs in cloud computing, big data and other technologies have clearly and comprehensively displayed products, enriched the transmission information of image quality, and broadened the scope of live broadcast scenes. Users can choose different perspectives for immersive viewing, and they can also have a strong interaction with the anchor in time, showing the intelligence and flexibility of live broadcast e-business, bringing a better use experience to the anchor and users. The adoption of webcasting marketing by enterprises can not only fully bring consumers entertainment senses and meet their social needs, but also enhance consumers' deep understanding and virtual experience of products through the detailed explanation of anchors and instant interactive answering questions. It can be seen that the online live broadcast marketing method can meet the preferences of all kinds of consumers to the greatest extent, and assist enterprises to further broaden the market and increase market share. Compared with traditional promotion, webcasting has lower requirements on the location of marketing places, the size of space and the number of marketers, thus saving various expenses such as venue purchase, leasing, decoration and salary of marketers, and effectively reducing the marketing cost of enterprises.

3. Risks and problems of webcast marketing in the context of "Internet plus"

The adoption of webcasting marketing by enterprises can not only bring material satisfaction to consumers, but also meet their social needs. At present, the marketing platform of webcasting shows a trend of rapid change under the background of "internet plus", and the relevant departments lack timely supervision and coordination, and the supervision of the platform is relatively low, which inevitably leads to potential risks in its development. Traditional online marketing can attract a considerable degree of convenience and price consumers, but because consumers can't touch products and lack entertainment and sociality in the shopping process, they are not favored by experience and entertainment consumers [10]. With the rapid growth of network technology, people's communication methods have changed greatly, from short messages and multimedia messages, which are mainly based

on basic telecommunications services, to social media with graphics and short videos as the core. The lag of the normative construction of live broadcast platform leads to many risks in online live broadcast marketing, which is also the reason for implementing risk control. The live broadcast platform lacks understanding in the daily operation process, lacks supervision on the brand side, and lacks understanding of product quality and consumer after-sales service. It is considered that this is the responsibility of the brand side, and once there is a problem, it will shirk each other, and it is difficult to protect the rights and interests of consumers.

In 2020, the scale of live webcasting in China has exceeded one trillion yuan. However, due to the fact that webcasting marketing is a new marketing form, laws and regulations, live broadcast platform supervision, industry supervision and management mechanism are lagging behind at this stage, which leads to the lack of risk prevention and control in webcasting marketing. The questions and opinions put forward by consumers are difficult to be adopted by the brand, and the live broadcast platform can't handle them at the first time. Therefore, it harms the interests of consumers to a certain extent, and even makes businesses and live marketing platforms face legal problems. Its hidden risks are obviously increased, which limits its sustainable development. The live broadcast brand should carefully check the product quality and supporting service guarantee, and the live broadcast platform is responsible for reviewing and supervising the qualification and product selection of the live broadcast brand. However, in terms of product selection and quality inspection, problems such as selling fake products, product quality inconsistent with sales promises, and chaotic after-sales system are still emerging. After 2021, opinions on strengthening the standardized operation and management of webcasting have been introduced in various places. The rules and regulations of live e-business have been continuously improved, and the supervision system of live e-business has been continuously optimized, aiming at effectively protecting consumers' rights and interests. Webcast has created a brand-new consumption scene and redefined the relationship among people, goods and fields. Under such a new marketing environment, anchor is undoubtedly the core of live marketing. By interacting with users, the anchor creates a live atmosphere and sells it.

4. Online live broadcast marketing strategy under the background of digital economy

To ensure the frequency and quality of enterprise webcasting, enterprises should cultivate their own anchors, and at the same time, improve the ability of anchors into the marketing plan and human resources training. First of all, professional quality training is carried out to make the anchor become a product expert in the field of enterprise management. During the live broadcast, he can directly explain the product advantages and selling points of consumers, accurately answer consumer questions, improve the quality of live broadcast and fully win the trust of consumers. Webcast marketing platform and brand should answer all kinds of questions raised by consumers in time through live broadcast rooms and effective customer channels, and collect and analyze their questions, so as to improve the quality of products and service mode of webcasting marketing and enhance consumer satisfaction. At the same time, the ability to deal with consumer demands should be regarded as one of the evaluation criteria for the construction quality of the live webcast marketing platform and the comprehensive ability of the brand, so that it can pay full attention to consumer demands and thus reduce the risks from consumers. The stage of network precision marketing is shown in Figure 2.

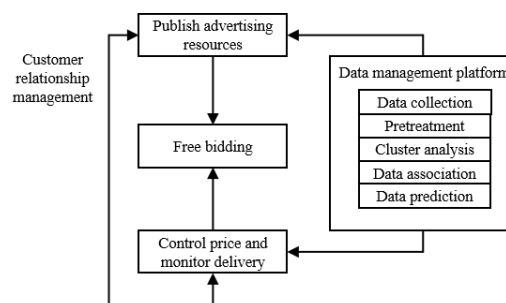


Figure 2: The stage of network precision marketing

Webcast naturally brings a huge amount of consumer data, so enterprises should form a perfect consumer database and conduct precise marketing. First of all, we should make portraits of consumers according to their viewing time, interactive content and frequency, browsing records and purchasing records, analyze consumers' purchasing probability and preferences, and design marketing information in a targeted manner. Live broadcast with goods is more spreading and driving, and it is more harmful

after the problem occurs. While promoting the growth of live broadcast e-business industry, it is also necessary to correct its shortcomings, continuously improve the innovation of live broadcast, conform to the development trend of the times, and integrate with high-tech industries to promote each other. When an enterprise produces or designs products, it collects consumers' opinions through webcasting, and invites consumers to participate in the stage of product design and customization. Improve supply chain management, truly carry out production according to consumers' preferences and needs, and form the unique competitiveness of enterprises. Live e-business should cater to the new needs of consumers and innovate in product content and social scenes. Anchor to build their own brand, you can show the highlights of new forms of live broadcast by using multi-anchor collaborative live broadcast and live broadcast of different scenes, highlight distinctive personal characteristics, make customers associate a topic and label when talking about an anchor, improve user stickiness, and create their own high-quality, original live broadcast content and live broadcast mode.

5. Conclusions

Driven by the digital economy, new e-business marketing, such as live broadcast with goods, has developed rapidly in China, and major live broadcast platforms have created more convenient shopping experiences for consumers by applying a number of digital technologies. The development time of live delivery is short and the development speed is too fast. At present, there are still many problems in the stage of live delivery. Under the background of "internet plus", the online live broadcast marketing has achieved rapid development, but its hidden risks have always been with it. How to carry out effective risk prevention and control has become a key factor affecting the growth of webcasting marketing. Risk prevention and control involves many levels of content, which will affect the growth of webcast marketing for a long time. By analyzing the present situation, characteristics and traditional marketing modes of digital economy, this article puts forward the common marketing modes under the background of digital economy, namely, the integrated marketing mode of traffic digital platform and the phased precision marketing mode. For various problems caused by live broadcast, the industry should strengthen management to achieve innovation and upgrading, enhance resource integration, further promote intelligent development, and create more valuable business models and business formats. While enjoying the convenience brought by the growth of the digital economy era, we should also actively seek ways to standardize the sustained and healthy growth of the industry, and realize the integration and upgrading of resources through continuous innovation and strengthening management.

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