

# Practice and analysis of hot marketing in the era of Internet communication

**Ji Yunlong**

*School of Media, Guizhou Minzu University, Guiyang, China*

**Abstract:** *With the advent of the Internet era, the improvement of users' self-awareness and the optimization of enterprise publicity ideas, hot marketing has become one of the important publicity means and ideas of enterprise marketing. How to do a good job in hot spot marketing scientifically and efficiently has become a topic that every relevant practitioner needs to study. By analyzing the specific cases of the industry, we can get the universal ideas and provide the work direction and ideas for practitioners.*

**Keywords:** *Hot spot marketing; Practical cases; Effect effect; Industry enlightenment*

## 1. Introduction

The era of Internet communication is coming quietly. The development of the Internet has not only changed people's life and thinking, but also brought great changes and subversion to various industries. In the advertising industry and media industry, the Internet attribute is becoming stronger and stronger, and many classic communication cases and industry practices have emerged. This paper will take this opportunity to list and analyze the typical cases of hot marketing in the media industry. Provide reference for the development and progress of the industry.

## 2. Overview of hot marketing

In the new era, the media industry has also entered the era of integrated media, and the relationship between various media forms and the Internet is deepening.<sup>[1]</sup> Newspapers, radio, television, the Internet and other major media boundaries are no longer obvious, and began to carry their own existing advantages of genes and characteristics of deep integration. In the practical field of the media industry, the identity of audience begins to change from ordinary audience and audience to market users, and the requirements for cultural products produced by the media are constantly increasing, and users' independent choices are constantly enhanced. Therefore, the media industry, especially the traditional media, is forced to adjust the working concept and establish market consciousness and marketing thinking. Hot spot marketing is a professional skill commonly used in the field of marketing. It uses an emergency or hot news to make a subjective and objective connection between the reflected characteristics of the event and some attributes of the product, so as to achieve positive publicity of the organization or product. Whether in radio and television or other fields, making good use of hot spot marketing can achieve twice the result with half the effort. Hot spot marketing means that marketers use the organization to integrate their own resources, plan, organize, hold and use activities with news value in a planned way, attract the interest and attention of the media and the public by creating "hot news effect" events, and improve social popularity by relying on the power of the media and public opinion, The means and ways to shape the good image of the enterprise and finally promote the sales purpose of products or services.

## 3. Hot marketing practice cases

### 3.1 New product release of apple Inc

At 1 a.m. Beijing time on October 14, apple held a special event for 2020 and officially released the long-awaited iphone12 series. This launch event not only attracted the attention of users of Apple products. This annual event in the field of science and technology once became a social hot spot, attracting many businesses to chase it one after another. Many businesses interpret and deconstruct their

product packaging, product name and product characteristics, and combine a certain element with a certain characteristic of their own products to achieve the purpose of rubbing heat and promoting marketing.

Among the many powerful features of iPhone12 series products, the more eye-catching is the 5g signal transmission function carried in the whole series.<sup>[2]</sup> 5g communication technology is also a hot issue of general concern to the international community, especially in the special context of China, 5g has more special significance. Chinese people pay more attention to this. The relevant marketing companies of Durex brand quickly and sensitively grasped this hot spot, combined it with their own product characteristics, and launched the advertising language of "5g is fast, but you can slow down" and related theme posters. Once this advertisement was launched, it attracted the hot discussion of Durex young users and attracted the attention of marketing practitioners. "5g is fast, but you can slow down" not only conforms to the current hot spots, but also captures the user's pain points, but also highlights the product features, killing many birds with one stone. The expression is subtle but not vulgar.

Also during the launch of Apple's new products, another company used this hot spot for self marketing. Chinese local brand condiment "Thirteen spices", which used to serve the kitchens and dining tables of every Chinese people, does not seem to be prominent in publicity and marketing. However, with the development of the Internet in recent years and the renewal and iteration of users, on the one hand, it brings about the change of users' consumption concept and consumption tendency. They are used to selecting famous brands or are vulnerable to the influence of mass media. On the other hand, it is the improvement of enterprise advertising awareness and the adjustment of publicity and public relations strategy. This time, the brand marketing of "Thirteen spices" is a good embodiment by using the hot event of double twelve new product release. "Thirteen fragrance" skillfully uses the complexity of language and puns. It not only makes fun of, but also refreshes and repeats the cognition of users, especially young users, on the brand name "Thirteen fragrance". This is the performance of interaction between enterprises and users, which is very easy to win the attention and favor of users. It can be said to be the perfect combination of science and technology wind and smoke and fire.

### ***3.2 The first cup of milk tea in autumn***

In September 2020, the first cup of milk tea is popular on the Internet in autumn. On the morning of September 24, on the roof of a unit in yonghewan community, Dazhou, Sichuan, a girl sat outside the roof guardrail and wanted to commit suicide. The local police moved him with "the first cup of milk tea in autumn" and successfully saved the suicide girl. After that, it gradually extended to a network hot word on the Internet, which is defined as asking for the first cup of milk tea and red envelopes to show love or feelings by taking advantage of the arrival of autumn season. Xiaomi also seized this social hot spot in time and tried to combine with the new product sale of its own TV series to carry out a wave of hot spot marketing. The advertising slogan "the first TV set for young people" was launched. Although this language is similar to that of "the first cup of milk tea in autumn", it has not aroused strong resonance and response on the Internet and the real world. From the perspective of advertising art creation, the marketing discourse does not highlight product characteristics, product names and other elements.

### ***3.3 TouTiao.org brand is imitated***

In 2020, a restaurant called "today's fried dough sticks" has been popular online for several months since its opening. However, because the decoration and logo of the store are extremely similar to today's headlines, today's headline parent company sued the company behind the store. What's worse, Henan today's fried dough sticks Catering Management Co., Ltd. applied for the trademark of "today's fried dough sticks" on the second day of its establishment, respectively applied for registration in category 43 - catering accommodation, category 30 - convenience food and category 35 - advertising sales, and applied for registration of the trademarks of today's Douhua, today's noodles, today's soybean milk, bakeduoduo, Kwai grab cakes, tomorrow's fried dough sticks, etc. some application processes are waiting for substantive review. For being sued by today's headlines, the boss of fried dough sticks responded, "I just think it's fun to be" close to the big brand. " Zhang Xinya, the legal representative of today's fried dough sticks, responded that he was puzzled by the fact that large companies sued small companies selling fried dough sticks in the headlines today. The "loyal app" is just the top card for users today. However, this is not a joke. A legal professional explained that such cases may involve Article 9 of the trademark law, which stipulates that the trademark applied for registration should have distinctive features and be easy to identify, and should not conflict with the legal rights previously obtained by others; In addition, the provisions of the Anti Unfair Competition Law on the prohibition of unauthorized use of

the same or similar marks such as commodity names, packaging and decoration that have a certain impact on others are also applicable in such cases.

#### **4. The role of hot spot marketing**

##### ***4.1 Quickly resonate***

In the Internet era, with the explosion of information and a large number of spiritual and cultural products, the elements affecting consumers' attention are constantly filled in front of people. In this context, consumers are both audiences and users, and their consumption tendency is easily affected by personal emotional needs and cultural orientation, with heterogeneous and personalized consumption characteristics. Therefore, getting consumers' attention and arousing consumers' resonance is the first step for enterprises to better participate in the market and interact with users. With the help of hot events, after a long period of repeated fermentation, hot marketing has a good basis for discourse resonance. After scientific utilization, it can often achieve twice the result with half the effort with its own product characteristics, name, concept, corporate culture and organic combination.

##### ***4.2 Shaping corporate image***

As mentioned above, consumers in the new era are both audiences and users. With the development of socialist market economy and the great improvement of material culture, consumers have greater and greater autonomy in choosing products. With the advent of postmodernism, young consumers are naturally endowed with deconstructive genes to dispel all authority, and have a strong sense of self. They focus on me in the process of consumption. They don't want to see a superior enterprise, but are used to interacting with enterprises. Enterprises constantly adjust product characteristics and formulate personalized plans according to their own preferences. Enterprises actively carry out hot spot marketing is a specific manifestation of catering to consumers' cultural preferences and carrying out positive interaction. Successful and appropriate hot marketing can easily win the favor of consumers and shape a good corporate image for enterprises, so as to promote the sales of products and realize.

##### ***4.3 Highlight product features***

Hot marketing relies on hot events, and the hidden topic elements of hot events can often vividly highlight the specific characteristics of products or corporate culture. For example, "5g is fast, but you can slow down", grab the "fast" characteristics of 5g signal, and perfectly combine this with the pain point of "fast" and "slow" needs of consumers. The image implicitly highlights the efficacy and characteristics of the product, which is extremely in line with the unique cultural context of China.

#### **5. Hot marketing enlightenment**

##### ***5.1 Establish awareness of hot spots***

In traditional media units, a special calendar is often placed on the desk of some mature editors. In addition to the date, it also accurately records festivals, solar terms, today in history, regular large-scale activities in culture and sports, etc.<sup>[3]</sup> Based on this information, they will make their own topic selection direction and creative content. This is a traditional and typical hot spot consciousness. To establish a hot spot awareness, practitioners should not only pay attention to fixed festivals, solar terms, history, today, cultural and sports events, but also pay attention to dynamic information, such as news, hot search, street topics, etc.

##### ***5.2 Combination of hot spots and pain points***

No matter what type of product, it is to meet some needs of users. In the process of hot spot marketing, we should accurately analyze the product characteristics, grasp the essential needs of users, and accurately combine hot spots and pain points in advertising, so as to highlight the pain points of users and the effect of products. Durex, jiangxiaobai, Weilong and other companies have many marketing cases that have successfully grasped the pain points of users in emotion, culture, life, workplace, physiology and so on.

### ***5.3 Grasp the boundary between law and scale***

Advertising marketing has the element of artistic creation, but artistic creation is not outside the law. Law and morality are still the invisible shackles of advertising art creation, reminding practitioners to grasp the boundary between law and scale in the process of creation and marketing. The value orientation should not only conform to public order, good customs and public aesthetics, but also maintain originality and eliminate plagiarism. Only in this way can hot marketing bring lasting and positive benefits to enterprises.

### ***5.4 Improve grasping speed***

The reason why hot events can bring traffic and attract attention to enterprises and their products in a short time is because of its popularity and short-term originality. If we grab too slowly and the creation cycle is too long, it will reduce the heat of the event. There is a vivid saying that a black dot suddenly appears on a piece of white paper, which is particularly conspicuous. But with more and more black spots on this white paper, people's sensitivity to black spots becomes lower and lower. The black spots here are the hot spots in hot marketing. Therefore, in order to do a good job in hot spot marketing, we must improve the capture speed and shorten the creation cycle.

## **6. Conclusion**

The significance of hot spot marketing for enterprise publicity needs no more words. Through combing the relevant practical cases of Durex and Xiaomi in the industry, it is not difficult to see that hot spot marketing has the functions of quickly resonating, shaping enterprise image and highlighting product characteristics. In the practice of hot spot marketing, we should also pay attention to establish the awareness of hot spots, the combination of hot spots and pain points, grasp the scale and legal boundary, and improve the capture speed, so as to ensure the effect and speed of hot spot marketing.

## **References**

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