

Research on Enterprise Microblog Marketing Strategy under the Background of Mobile Internet

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ABSTRACT. *In the rapid development of new mobile media, Weibo has become the largest mobile social network media communication platform in the country. This article analyzes the corporate microblog marketing strategy from the perspective of the fan economy, and then proposes suggestions for corporate microblog marketing.*

KEYWORDS: *Weibo marketing; fan economy; corporate marketing; marketing strategy*

1. Introduction

Weibo is an open social media, and its huge user group is the basis for the development of Weibo, and content is the core of the development of Weibo. What users want can be published immediately on Weibo, web pages, mobile phones or other terminal devices, and then quickly spread and spread on the Weibo platform. This concise and direct way of expressing information conforms to the time fragmentation of modern people's lives and satisfies them to communicate and communicate anytime and anywhere, so it is very popular. According to the survey, the scale of active users of Weibo is continuing to grow, the gender ratio tends to be balanced, and the area coverage is further expanded. At present, Weibo is developing towards the construction of a universal social media platform.

Compared with the advertising cost of the factory, the cost of using Weibo for publicity is very low. First of all, the cost of information release is very low. Companies update on platforms such as Weibo, Sina, and Tencent, which cost a lot of money. If they use mobile phones to publish, they only need to pay the standard SMS and MMS fees paid by the operator. Second, the cost of finding information is low. If a person is very interested in a Weibo, he can become a fan of this Weibo by adding "follow" and is equivalent to a person who subscribes to Weibo information. Every update of Weibo will be automatically displayed on the fan page. At the same time, Weibo also provides a search function, which can quickly find relevant information through key words, and deeply dig and integrate a large number of information fragments.

2. Characteristics of Weibo Marketing

Weibo marketing uses Weibo as a marketing platform, and every fan is a potential marketing target. Companies use Weibo to spread corporate information and product information to netizens and establish a good corporate image and product image. With this channel, it attracted more viewers and users through the introduction of hot content, guided changes in platform traffic, and realized user payment conversion. Enterprises use Weibo for marketing, not limited to selling products directly on the platform, but more on spreading brand value, maintaining customer relationships and other social aspects of marketing. Weibo has the four functions of anyone, anytime, anywhere, and anything, allowing users to output their opinions on Weibo as they want, share interesting things at any time, and even post any information they wish to express. According to the 2018 Weibo E-commerce White Paper published by Weibo, within a year, the e-commerce big v website published nearly 18.41 million articles, with more than 78.57 billion readings. Fans of Weibo celebrity stores have grown rapidly. On Double Eleven in 2017, 4 online celebrity stores exceeded 100 million yuan in transactions. It can be seen that Weibo is deeply loved by merchants with its unique advantages, and at the same time, it has changed the consumption mode of contemporary users with its unique communication method.

3. The Status and Development of the "Fan Economy" Model

Fan economy refers to the business income-generating behavior between fans and the people being followed, and it is a business operation model. In the past, the objects of concern were mostly celebrities, idols and celebrities in the industry. For example, fans in the music industry bought albums of singers, concert tickets, and products that celebrities like or endorsed, and so on. Nowadays, the Internet has broken the limitation of time and space, and the fan economy has been widely used in the fields of culture and entertainment, merchandise sales and services. Through a certain platform, merchants have gathered points of interest such as Moments of Friends and Fans to provide fans with diverse and personalized products and services, which eventually become consumption and achieve profitability.

First of all, fans are not the original brand consumers, but potential customers who need to maintain emotion with the brand. Second, the "fan economy" is a brand's guidance and generation. Brands can create a kind of commercial scene, so that fans can generate a kind of empathy, and ultimately benefit from it. Finally, the "fan economy" not only exists between enterprises and individuals, but also widely exists among fans. Moreover, fans can convert fans into consumers, and they can also convert fans into a part of the interest chain. Become a way for corporate promoters to realize their own profits. The rapid development of the fan economy in my country is about three peak periods. The first time was in the 1980s and 1990s. This peak period was about more than ten years of economic prosperity after my country's reform and opening up. A large number of well-known singers appeared, such as Teresa Teng and so on, but did not develop into a fan economy. After 2000,

the most iconic ones were 2005 and 2006. With the continuous development of talent show, the star chasers changed from lack of planning and organization to planning and organization, and even gradually formed a "fan industry". Emerging fans are very enthusiastic about idols, and its impulse to consume idols is also surprising. The third peak is the "Idol Trainee" launched by iQiyi this year, which can be said to be a new stage of the fan economy. After the official launch of "Idol Trainee", the number of views exceeded 100 million in just one hour, and the number of views in a single issue was 250 million; as of April 16, the number of readers of the Weibo topic of the same name has exceeded 14 billion, related Weibo topics accounted for 652 times in hot searches. This so-called universal participation program fully demonstrates the powerful development capabilities of the fan economy in the market. Fans continue to launch multiple rounds of support activities in order to make their idols ahead of the rankings. It is estimated that for only 20 players, more than 50 fan groups participated in the fundraising, and the amount raised exceeded 13 million yuan. These funds can reflect the base number and willingness of the fans to a certain extent, and are the most direct manifestation of the fan economy.

4. The Problem Analysis of Corporate Weibo Marketing

(1) Lack of overall marketing strategy. Although many companies conduct marketing activities on Weibo, it is difficult to form an effective personalized marketing plan. As a result, most companies blindly follow the trend and invest a lot of manpower and material resources on Weibo marketing, which still cannot achieve the expected results. In Weibo, those who follow oneself are not necessarily "fans", but also "zombie fans" and "passenger fans". These people cannot bring effective benefits to the enterprise, and will produce the illusion of false prosperity.

(2) The user base of Weibo is too large to make customer segmentation difficult. The total number of Weibo users is huge. According to statistics, the current monthly active users have reached 470 million. Users on Weibo are also very complex, and all kinds of information on the platform are messy. Effective commercial information, public welfare information, and spam are all spread freely. Each user focuses on different hot spots, and how to accurately push effective information has become an urgent problem to be solved.

(3) The risks of Weibo marketing are uncontrollable. As an open marketing platform, Weibo is difficult to control risks. When companies use Weibo to carry out marketing activities, the direction and content of information cannot be controlled, which may bring risks to the company. In the process of Weibo marketing, companies must be fair and just and never publish false information. Respond positively in time to negative news on the platform. Avoid the unfavorable impact of information dissemination on enterprises and society.

5. Suggestions on Corporate Weibo Marketing Strategies

(1) Determine the goals of Weibo marketing. Before conducting microblog marketing, companies must clarify their goals and adopt different marketing methods for different marketing goals. Nowadays, using Weibo for brand management is the most common Weibo marketing goal. Companies use Weibo to promote their brands to attract fans, expand their visibility, and establish good interaction with target customers. In addition, Weibo is an important channel for companies to conduct crisis public relations. As a large-scale social platform, it can give companies the opportunity to make statements in a timely manner in order to resolve the crisis in time. Obtain customer understanding with a proactive and sincere attitude and maintain brand image.

(2) Use the power of celebrities, big Vs and opinion leaders. As a marketing platform, Weibo, every fan is a potential marketing target. Celebrities have a strong influence and appeal. For companies, this represents unlimited marketing value. Although there is no absolute authority on Weibo, they have their own opinion leaders in various fields, and their Weibo has a large number of supporters in their respective fields.

(3) Really impress users with content. To do a good job in microblog marketing, companies must make excellent content to attract consumers. Marketing really touches the hearts of consumers, and users can remember your company and brand. Taobao in the Palace Museum has achieved content as king and creativity first. Its blog posts are published in the form of pictures + text, and the interesting language style is more acceptable to consumers. This is more effective than a serious publicity, and users are willing to interact with them to forward comments.

6. Conclusion

In addition, the emerging industry chain of "fan economy" is based on fans' identification with idols and brands. With the continuous improvement and development of the Internet, it will continue to grow in the future. To build a brand that keeps pace with the times, companies must scientifically formulate appropriate microblog marketing strategies and give full play to the advantages of microblog marketing.

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