

Opportunities for College Students to Start We Media-Takes Feidu We Media Studio as an Example

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Abstract: *With the advancement of the college education system reform, college students' innovation and entrepreneurship have attracted more and more attention. It is not only a vane for the employment of Chinese college students, but also a detector for the innovation and development of China's economic system. In recent years, the rapid development of the information technology represented by the Internet, especially the we-media terminal represented by mobile phones, has brought new opportunities to college students' innovation and entrepreneurship, and also put forward new challenges. Based on the background of the innovation and entrepreneurship of college students in the era of "We Media", and combined with the specific development of idu "We Media" Studio, this paper puts forward reasonable suggestions, to bring reference for the innovation and entrepreneurship of college students.*

Keywords: *College students' innovation and entrepreneurship, Feidu We Media Studio, Suggestions*

The university consumer market has great potential for development and low difficulty relative to the mainstream market, and has good development prospects. The current university market consumer market has great development potential, the university is always young, is standing at the forefront of concept, traditional businesses with the inherent thinking to develop college students consumer market is obviously not work, in the face of this dilemma, need a campus media team for college students, to develop the media resources for business campus market demand, build a communication bridge for students and businesses, and build deep "student heart" campus media brand, so far the establishment of the media studio.

1. Basic Overview of Feidu We Media Studio

Feidu We Media Studio is based on the campus market, serves college students and expects to open the college market, and serves as a we-media platform for both media. Is currently in the stage of innovation and entrepreneurship project, now based on Zhanjiang institute of science and technology of each professional students, mainly for the current life, life situation, using the media platform, develop WeChat public, weibo, small red book, TikTok and other college students used social media platform, for college students to establish campus drinking and part-time, internship service bridge, act as the medium connecting business enterprises and the university market.

1.1 Continuous Innovation of the Profit Model

Fly from the media studio early the main profit model is by making WeChat public tweets for businesses, and with a series of online activities of store publicity, product promotion and welfare activities promotion, in bring more business income at the same time, also for the majority of Zhanjiang college students.

At the early stage of the project, Feidu We Media Studio took the we Media matrix, established its own IP as the main work content, equipped with the actual situation of local universities, expanded its photography studio, customized products around the studio, and established campus distribution groups for major businesses. To jointly establish a university comprehensive service platform. In order to effectively develop and excavate the huge university market, reduce the cost of campus market development, and provide multi-directional services for college students. And in the initial work, which mainly includes the following content:

1) The studio has four departments: operation Department, photography Department, planning Department and Marketing Department.

2) The studio for better online operation, service businesses and college students, now established WeChat public number "developed" and "dormitory bed" as the main online propaganda position, after having a certain fan base, began to develop micro bo, bilibili, headlines since the media platform, establish the media matrix, the cross-platform suction powder.

3) Carry out more in-depth cooperation with the commercial street merchants of Zhanjiang University of Science and Technology to understand the business pain points of businesses and the consumption trends of students.

1.2 Adjust the Continuous Development of Business Content

Since the media studio was established, looking for opportunities in the challenge, in difficulties, in order to better adapt to the changes and demand of the media marketing, seeking better development, the relevant business content, its main adjustment content for "from many to one", specific performance is, from cooperation with a wide range of businesses to cooperation with the corresponding designated businesses, from diversified business into specialized business content.

The main practice direction is to carry out two business contents: 1. We-media marketing support for the silver jewelry product line of a jewelry company located in Shenzhen, mainly conducting in-depth cooperation in TikTok short video production, the establishment of Xiaohongshu account matrix and other contents. 2. Provide in-depth cooperation with a western fast food restaurant with "Niuhamberger" in the commercial street of Zhanjiang Institute of Science and Technology as the main body, mainly in brand IP design, surrounding product design and other content.

Unlike other industries, the core competitiveness of the Internet industry lies in "fast", who can shorter time to create a user interest mode, can seize the market, and for the Internet startup companies, because there is insufficient manpower and material resources, quickly copy the current market mode to local fine-tuning, realize some innovation, is most of the media studio will use the market, fly we media studio is no exception, in addition to the current operation, also always pay attention to policy, market trends, combined with their own reality, seek change and seek development in the opportunity.

2. Opportunities for College Students to Start we Media

In recent years, the country has issued a series of industrial adjustment policies to reform the current economic model, which involves the Internet industry. Reform means the emergence of a new round of opportunities. According to the relevant policies and the current market environment, combined with the existing project experience of Flying We Media Studio, the opportunities for college students to start We media entrepreneurship are elaborated and demonstrated.

(1) Industry reform and prepare for qualitative change

The State Administration for Market Regulation issued a statement that ordered Tencent and its affiliated companies to take measures to restore market competition, such as lifting exclusive music copyright, stopping high copyright fee payment within 30 days, and should not require upstream copyright owners to give them superior conditions without justifiable reasons. Therefore, the adjustment of Tencent Music copyright mode is conducive to return the focus of competition from using capital to grab copyright resources to the rational track of innovative service level and improve user experience; to promote international copyright calculation, reduce downstream operating costs; to cultivate new market entrants, and to create a fairer competition environment for existing enterprises, protect consumers, and promote the standardized and healthy development of online music industry.

As a start-up we-media studio, in addition to seeing the national rectification of the Internet industry giants and media resources, we must also see the development opportunities. Domestic Internet industry is currently by tencent, ali and ByteDance giants occupy most of the market share, the rest of the small and medium-sized Internet enterprises survive in the cracks, in order to change the current monopoly of the Internet industry, national market sector will rectify work and continuous reform for a long time, small and medium-sized Internet enterprises will gradually usher in the larger development space, the future of the media market may appear "resource sharing, flowers" scene, for startup studios, can use the industry change in recent years, ready before the arrival of the new tuye for qualitative change.

(2) Rectify the environment and make reasonable planning for development

According to the website of the National Development and Reform Commission, the NDRC has solicited public opinions on the negative list of market access (2021 edition). The draft mentioned that illegal news and media-related business is prohibited. State for the news media related market rectification, can get the main information, using create topic, guide the public opinion error to obtain public view of marketing news media will soon disappear in the market, and in the beginning of the media industry uncontrolled guidance, the use of excessive public opinion to get traffic is popular, but the impact of it for the overall social environment is bad, such information can be classified as junk information, will intensify the impetuous society, such as "network violence" bad behavior.

The actual purpose of the national rectification behavior is to purify the network environment, but also give start-up we media studio to enlightenment, the past fast traffic flow of all kinds of market play will gradually in the future no longer apply in the time, if you want to make achievements in the future business, must be in line with the market development direction of reasonable planning.

3. The advantages of Feidu We Media Studio

(1) College students have strong acceptance ability and rapid thinking change

Compared with other entrepreneurial groups, college students have a strong ability to accept new things. In the atmosphere of "mass entrepreneurship and innovation", college students can use the new platform of "We Media" to inject new vitality into their own entrepreneurship and social entrepreneurial environment.

Feidu We Media Studio is positioned as a "We media studio with WeChat public account and supplemented by Weibo to establish a campus emotional media matrix. The initial description of user portrait is taken as college students. The main reason for the initial positioning is that the users of emotional public accounts have high viscosity, and there were many existing successful cases in the market at that time, such as "messy", "no painting publishing house", etc., and the mode logic is relatively simple and easy to copy.

However, there is a contradiction between concept and actual operation: 1. Cold start is too important for emotional public accounts, which is fatal for start-up we-media studios that lack human and material resources; 2. Users have strong stickiness to emotional public accounts, but due to the long realization cycle, it is really difficult to operate for start-ups without fixed capital turnover ability.

According to the above two business difficulties, fly from the media studio after internal discussion, adjust the established business strategy, from the emotional public long front to the media marketing short front business mode, its concrete form for college students eating and drink as the main market object, online publicity and offline sales, to campus related businesses as the main partner, as a bridge between college students and campus businesses. This kind of business strategy well solve the startup studio initial dilemma: 1, cold start fast, with "forward, attention, praise" logic, can quickly help we media matrix absorb powder, and accumulated fans accurate, provide guarantee for continuous realization; 2, low manpower and material resources, short realization cycle, in the whole cooperation process with the business can be responsible by 2-3 members, and the return cycle is "hand money hand delivery", after providing service can receive, to solve the problem of capital turnover.

Feidu We Media Studio quickly established a "we-media matrix of" developed "IP, and has a certain popularity in the regional university market. In the later stage, it became a beverage store and an exclusive cooperative media of western fast food, providing corresponding we-media marketing services for it.

(2) College students' professional knowledge is better combined with the we-media operation

College students have certain professional knowledge, combine their own professional knowledge with we media operation, can create a good income.

At the beginning of the media, the main members of the studio are students from Zhanjiang institute of science and technology, major wide distribution, including accounting, management, foreign languages and photography, age span from one to three, and each have the corresponding we media operation skills, including the media matrix, media typesetting, photography, business negotiation skills, are at the beginning of creating a more solid foundation of the media operation.

Feidu Culture Studio has established a new two-step strategy, according to the professional layout

of members. The first step is to stabilize the existing university market, no longer invest too much manpower and material resources, and stabilize the expenditure and income in a relatively balanced state; the second step is to develop a new off-campus market, as the focus of the new development strategy, combining the current "short" video "anchors with goods to develop the corresponding marketing model. The final experimental model is to establish the we-media matrix of Xiaohongshu and TikTok of a jewelry company, focusing on doing user precipitation for it and obtaining its exclusive cooperation rights.

4. Suggestions for College Students' We Media " Entrepreneurship

College students lack the overall thinking and long-term planning for innovation and entrepreneurship, so the guiding role of college teachers is indispensable. First of all, we need to help students clarify the direction of entrepreneurship, encourage them to expand employment channels, guide and discuss their entrepreneurial direction, content, risk, operation mode and other aspects, and jointly propose the feasibility of entrepreneurship planning with students; Secondly, provide various technical guidance for students of innovation and entrepreneurship team students. Colleges and universities should provide authoritative and systematic technical guidance for platform construction, operation technology, such as platform construction process, information push mode, daily content planning, etc. Finally, the wonderful content is to attract users, but with timely and effective interaction to drive users to participate, convert users into buyers, improve user viscosity, is the focus of "We Media" studio. Multiple Settings can attract users to reach the content of the automatic response function, understand users' needs, and provide more targeted push. At the same time, you can carry out a number of fan activities, such as comment lottery, user picture upload, offline such as fan welfare birthday party, etc., to close the distance with users.

In the context of "Internet +", all walks of life actively participate in it, and "We Media" has brought new opportunities for college students' innovation and entrepreneurship. How to grasp the opportunity and deal with the challenges is the subject that every college and every college student in the entrepreneurial industry have to think about. The application of we media from multiple aspects of the project is a beneficial exploration of this project.

Acknowledgement

This work was supported by the 2020 University-level Big Innovation Project: Develop New Media Media based on the university market- -Take Feidu Culture Media as an example (2021ZKYDCA19)

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