

# Analysis of Social Media Marketing Mode in the Internet Era

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**ABSTRACT.** *With the rapid development of internet technology, social media in China is gradually becoming mature. At present, people have entered a new and diversified social media era. Through the relevant literature review, this paper analyzes the current situation of social media marketing mode in the internet era, and summarizes the main social media marketing mode. According to the existing problems of different modes, the paper puts forward some suggestions on the improvement of operation mode and fans management. In order to carry out a more in-depth discussion of the current social media marketing model, based on the actual situation to give a deeper level of thinking.*

**KEYWORDS:** *internet era , social media , marketing model*

## 1. Introduction

With the rapid development of network technology in the Internet era, more and more different types of social media enter the public's view. Different types of social media with their own characteristics to meet the interests of different groups, has become an indispensable existence in people's daily life. The development of social media has promoted the change of people's traditional production and management mode and life purchase behavior. Enterprises can carry out marketing activities through social media, and consumers can directly participate in enterprise marketing and become an important part of it. As individuals, they can also become we media through this platform for marketing activities and actively expand new markets.

Social media has become an indispensable part of people's life. Looking forward to the future, it will be more closely connected with people. The development process of social media is not single, but diversified. Only by deeply analyzing different marketing modes of social media can we formulate better marketing strategies. This paper mainly analyzes the current situation of different marketing modes of social media, the existing problems and puts forward corresponding suggestions. The practical significance is to expect that the enterprise operation or individual we media operation can reasonably use different types of social media according to their own situation, adopt different emphasis in different social

platforms, actively play the advantages of different types of social media marketing, and adopt corresponding marketing methods to achieve the ideal marketing effect.

## **2. Overview of social media marketing**

Social media is no longer a new concept. Relying on Web2.0 technology, social media is a platform for content production and exchange based on user relationship on the internet. The deeper meaning is: the tools and platforms that people use to share opinions, put forward opinions, experiences and opinions with each other. At present, social media can be broadly divided into core social media and derivative social media according to the difference of relationship and content proportion. The core social media includes instant messaging, WeChat, QQ, microblog, Douban, etc. To help users better understand and connect with other users. Kwai Tsing social media includes several parts, such as video, entertainment, information and e-commerce, such as jitter, tiktok, today's headlines. In order to improve user stickiness, platform big data analysis obtains personalized information and pushes users' interests.

### ***2.1 Analysis of the meaning and characteristics of social media marketing***

Social media marketing tools mainly include WeChat, microblog, video software and so on. It is different from traditional marketing in that it not only sells goods, but also hopes to attract users' attention to enterprises or individuals. Have emotional mutual communication, and ultimately establish a good image [1]. Social media marketing has the following main characteristics:

#### ***2.1.1 Interactivity***

Through social media, enterprises or individuals can communicate with users in a timely two-way way when publishing news, so that enterprises can quickly make relevant feedback. Relying on this way to strengthen the relationship between users and enterprises, improve customer satisfaction, and ultimately cultivate users into loyal customers of enterprises, so that users can participate in the marketing of enterprises.

#### ***2.1.2 Low cost***

When using social media platform for marketing activities, not only the cost of advertising and publicity can be greatly reduced, but also the cost of pre marketing preparation and customer feedback maintenance can be greatly reduced. Relying on the extensive user base of the platform, it is easier to obtain considerable results.

### ***2.1.3 We media***

It is not only limited to enterprises that can use social media for marketing. Ordinary users can also rely on social media for marketing, which provides a convenient platform for ordinary users to realize value.

## ***2.2 Advantages of social media marketing***

Social media marketing mainly includes the following three advantages:

### ***2.2.1 High user participation and two-way information exchange***

The marketing of social media can attract users to participate in the marketing process. To convey valuable information to enterprises in different links of marketing activities. Users are no longer the subjects who only receive information and can't give timely and effective feedback in traditional marketing. After using social media, enterprises can collect the real thoughts of users in time. The higher the participation of users, the products produced by enterprises will be closer to the real needs of users, and more deeply understand the needs of users. Only the two sides zero distance two-way communication, in order to maintain good users. Let both sides understand each other, more directly avoid the information transmission not directly lead to the wrong understanding of the information.

### ***2.2.2 Accurate marketing positioning and reducing marketing cost***

On the open platform of social media, enterprises can collect as much information as possible, and the source range of information can be as wide as possible, which is conducive to the marketing positioning of enterprises. More conducive to a series of business or personal marketing activities. Compared with traditional marketing methods, the cost of marketing social media is much lower. Whether it is an enterprise or an individual can easily register an account, the only thing an enterprise needs is to have an official certification, which is also the best guarantee to protect the enterprise and increase the trust of users. After opening, enterprises can directly carry out product marketing and daily operation. Consumers can also easily express their opinions and opinions on social media.

### ***2.2.3 Set up enterprise image and enhance its popularity***

The quality of products is an extremely important guarantee for enterprises, but at the same time, there are many competitors in various industries in the market. How to have a place among so many competitors is also very important for enterprises to establish their brand image.

### ***2.3 Analysis of the difference between social media marketing and traditional media marketing***

#### ***2.3.1 Different ways of communication***

In the traditional way of marketing communication, enterprises generally choose to discuss and design by themselves, and then promote to consumers by means of newspaper, TV advertisement, outdoor mobile advertisement and so on. The advantage of social media marketing is that it gives consumers the right to choose. They can only pay attention to the aspects they are interested in, but also can communicate with enterprises directly to convey their ideas.

#### ***2.3.2 Different contents of communication***

Due to the cost and other problems, the traditional marketing communication content will rely on the transmission of enterprise product characteristics and functions to consumers in the enterprise marketing, which is to express the enterprise's purpose more accurately and directly [2]. In social media marketing, the problem of high cost is no longer an obstacle for enterprises to convey content.

#### ***2.3.3 Different communication costs***

Obviously, the communication cost of traditional marketing is very high. The advertising expenses of enterprises in order to promote products are already very high. It is unknown whether the corresponding income can be obtained at the same time of investment. Therefore, it is not cost-effective for many small and medium-sized enterprises. However, the communication cost of social media is very low. Generally, as long as the enterprise is willing to operate on the social platform, it can obtain considerable effective benefits with low expenses.

### **3. The development of social media marketing model in the internet era**

Compared with foreign countries, the development of social media in China started late, but the development speed in recent years is very fast. It is not difficult to find that many of the existing social media in China can be found in foreign countries, but we have opened up our own way in the process of advancing. Social media is not immutable, but changes with the times. From Baidu, Alibaba, Tencent, Sina to the present, this pattern has been broken by the byte beat which has broken into people's vision in recent two years. The software of tiktok and jitter, which is under the byte beating, has seized the opportunity of Internet technological innovation, and has made use of intelligent algorithm to penetrate the user's precise push and win the widespread favor of social media users. At present, with the continuous diversification of social media development, enterprises or individuals tend to diversify their marketing by using social media platforms. Different types of

social media have marketing models corresponding to the characteristics of the platforms.

### ***3.1 Development of different social media marketing models***

According to their characteristics, the existing social media can be divided into three types of most representative social media marketing models:

#### ***3.1.1 Social media marketing model based on "content + user"***

The "content" summarized here mainly refers to that the platform puts the published content in the main position, and does not excessively pursue the emphasis on the relationship. The platform attracts more users with its originality and timeliness. More emphasis on the user interaction, making the platform more like a community, hope that more people participate in the discussion of the content. In this mode, it is more expected that most users will participate in the discussion of platform publishing content than publishing user content. Sina Weibo is the most representative social media in this mode. Because of its hot search list, real-time search and other functions, Sina Weibo achieves "second interaction" in news event reporting, so the speed of information dissemination can be said to be the fastest on social media platform.

"Official microblog" refers to the account registered and operated by enterprises or we media on the microblog platform with the identity of enterprise or brand. Its main function is to build a bridge to communicate with consumers, and use content to spread enterprise products, brands and corporate culture to the majority of users. Finally, we hope to improve consumer loyalty and expand consumer groups. In the public platform of microblog, the official microblog of an enterprise has an open and open comment function under the content published each time. Consumers can freely express their demands and suggestions and express their opinions on the enterprise products. Each user can see the ideas of other users and discuss with each other, which is convenient for enterprises to grasp the key points of problems in the process of communication. This is the biggest difference between the microblog account and the official website. Although they are all places for publishing enterprise related content, microblog can provide a platform for the majority of users to participate in the discussion. Enterprises can also directly understand the consumers' ideas, and more clearly convey the information that the enterprise wants to express for consumers. The benign interaction reflects the double marketing of social media Tropism. With the development of social media, more and more enterprises are aware of the importance of this convenient and low-cost marketing method. The official microblogs of many enterprises change the serious and cold image that consumers thought before, or get rid of rigid propaganda and promotion, and become grounded and humanized. This is equivalent to getting along with consumers with an equal attitude, which is easier to win good impression. In addition to the inherent "forwarding + lottery + comment" mode of ordinary microblog, enterprises will use hot search topics for marketing. For example, Dell

has paid close attention to many celebrities, enterprises and information accounts through its official microblog, and regularly interacts and participates in discussions on related topics. In order to integrate into the social network more quickly. This is the enterprise to seize the characteristics of micro blog platform, improve the original single propaganda and marketing, and use a variety of ways to closer to the life of consumers.

At present, this kind of marketing mode can be roughly divided into two forms: "self-marketing" and "helping marketing". "Self-marketing" refers to the creation of corresponding marketing activities according to the characteristics of enterprise products, while "help marketing" refers to the use of celebrity effect or platform opinion leaders to help enterprises carry out marketing activities. When it is brought into microblog, the official account number of enterprises is mainly self-marketing. Online celebrity promotion has both "self-marketing" and "help marketing", while stars are "help marketing". The difference between official and online celebrities is mainly because the enterprises are the opinion leaders of offline development, while the online celebrities are mainly evolved from ordinary users, which is fundamentally achieved by the network. Moreover, in this era, products are not limited to tangible objects, and the content, ideas and ideas to be conveyed to users can also be regarded as a kind of products.

### ***3.1.2 Instant messaging marketing model based on "strong relationship + accuracy"***

In this mode, "strong relationship" is mainly used to express the strong homogeneity of social network, the information mastered by the crowd is convergent, and "accuracy" represents the pertinence to users. The most representative is instant messaging, which is a tool for communication. Users use it frequently, which emphasizes the establishment and connection of relationships. Considering the proportion of WeChat in instant messaging, this paper will use WeChat as an example to illustrate this marketing model. WeChat was born in 2011 when Tencent launched a free SMS software that initially aimed at sending pictures. At first, it could only be used to send text, pictures and change avatars. After continuous updating, WeChat has become an application software integrating text, picture, voice, video call and payment functions. At present, it has become an indispensable part of people's daily life and provides a path for social media marketing.

The official account of WeChat is the most frequently used marketing platform for enterprises or media since WeChat. It is called official account, and it is a function of that a businessman can carry out more than one media activities through public official account [3]. Businesses can publish their product information on the public platform to show users who are concerned about the official account of the official account, and ultimately hope to stimulate consumers' desire to buy. In fact, some functions of the official account are similar to the official website of the website. In the official account, enterprises can push the activities that enterprises have prepared recently. In order to effectively maintain customers, many enterprises

have developed membership system. For example, Sanford requires consumers to register as members only if they are concerned about Sanford WeChat official account. Users can buy 2% off of the goods and with the accumulation of points, the discount will be greater after a certain amount of money. On the official account, coupons will be issued according to the user's birthday or holidays. In order to attract more users' attention, they will also flexibly use the current users to make use of the connection between the two sides. For example, they will publish some articles related to enterprise activities. As long as the users share the articles with the circle of friends or gather likes, they can get coupons or other rewards, and finally spread the information spontaneously through interpersonal relations. WeChat is not only a public official account marketing method, but also a common way to choose advertisements in the circle of friends.

### ***3.1.3 Video marketing mode based on UGC and coexistence of PGC***

UGC is a term of Internet, its full name is (user generated content), that is to say, user generated content. Originated from the Internet, users use the Internet platform to display or provide their original content to other users. PGC (full name: professional generated content) is professional production content, which is to contribute content with certain level and quality as a professional identity, such as the official account number of the enterprise and the opinion leader of the platform. Tiktok is the most popular video marketing mode. The most popular short video software is Kwai Yin and fast hands in short video software, which are representative of UGC and PGC coexist.

Short video is a kind of network video. It mainly supports the traffic by video content, and then the flow is converted into cash and the capital is reversed. Generally, there will be advertisement implantation, e-commerce cashing and reward payment in the video content. UGC many of the videos that are popular on the vibrato are mostly because the ordinary users will use their own creativity to shoot more popular users after tiktok, which will generate more traffic [4]. If we seize the opportunity, this will become a successful marketing. Taking the bottom fishing as a case, the incident started because a netizen showed himself on the shaking of his tiktok that he had got three dollars for a bowl of delicious beef rice on the sea floor. This video is hot. After that tiktok daily attendance was simulated by many netizens to punch down the submarine line near their home, and seabed also seized this opportunity not only to unite the opinion leaders in the shaking station, but also to train their employees, and when the customers came, they would recommend the "shake red money" to the customers, so that customers could take the initiative to try new ways of eating. The brand continuously promotes innovation and continuously attracts more ordinary users to send videos.

This is a typical case led by tiktok, which has accumulated some fans in the UGC. To some extent, they will become the opinion leaders. Then there will be official accounts to cooperate with them to get the desired marketing results. For most ordinary users, they can shoot short videos by themselves or by their own talents. With their own continuous accumulation, gradually become a platform

opinion leader, so as to realize their own value. For enterprises, if they want to achieve good results on the platform, there are three ways to choose from: first, to cooperate with the official of the jitter, and to put advertisements in hard advertising areas such as open screen advertising, information flow advertising (i.e. short video ads inserted in the video while the user is browsing), and some advertising activities in the flick of voice. Second, tiktok, which is on the platform of the shaking platform, which is equal to the opinion leader on the platform. It has accumulated some fans, and users generally trust their recommended product [5]. Enterprises can cooperate with them to make the red net make special advertising recommendation videos. Recently, the perfect diary of domestic beauty in tiktok is relying on these and is known by more people. Third, they publish their advertising content, tiktok set up their accounts, hire professional teams, and publish product advertisements.

### ***3.2 Comparative analysis of different social media marketing models***

Next, it compares the above three modes from the platform content producer, platform push mode and publishing content.

#### ***3.2.1 From the perspective of content producers***

As for content producers, the producers of video marketing mode are still mainly UGC (user created content), while PGC (professional production content) coexists. In the course of time, users will become the opinion leaders, and they will start their own business tiktok or cooperate with the official companies. In the first marketing mode, the content producers are mainly based on the official accounts of enterprises, and most of the opinion leaders are stars or famous celebrities in various industries. Content producers in instant messaging mode, including enterprises or media, also prefer to open the official account number, which is more credible for WeChat users.

#### ***3.2.2 From the perspective of push mode***

There are also some differences in the way of pushing. The push of video marketing mode makes big data analysis and application perfect. There will be random push on the user login platform at the beginning, but with the user's likes, concerns and daily viewing habits, the platform can get big data. After analysis, what is pushed to users will be closer to users' preferences. At the same time, users can also discover a lot of new things through this random push. In addition to relying on real-time hot search for information, most of the microblog content is obtained from interested bloggers. Micro-blog tiktok is still excellent at pushing this kind of big data accurately. In the push of instant messaging marketing mode, this relies on strong ties, so the official account is pushed more accurately. Generally, users who pay attention to the official account can see it. So it can be seen that the first mode is the most random in the three mode, and the push of official account is more inclined to the customer's maintenance service and accurate information push.

Video marketing is both accurate and random.

### ***3.2.3 From the release content***

On the video platform, it mainly depends on users' creativity to release videos. After that, other users will imitate and innovate in the process of imitation. Generally, there will be enterprises to launch this kind of challenge or seize this upsurge for marketing after the video is on fire. On the microblog platform, hot search is mostly hot news. Some enterprises will participate in microblog topics or create their own topics. With the help of opinion leaders (stars, online celebrities, etc.) to drive the enthusiasm of participation, ordinary microblog users can participate in it, and finally achieve the marketing effect of enterprises. Obviously, we can see that microblog is an official account and opinion leader can drive the participation of users. The official account is generally the product introduction, recent activities, members and other news content.

## **4. Analysis on the problems of social media marketing mode in the internet era**

The specific problems should be analyzed in detail. Next, the three modes of social media division are put forward and related problems are analyzed.

### ***4.1 Social media marketing model based on "content + user"***

#### ***4.1.1 The marketing methods are not flexible enough and the means are the same***

At present, many enterprises or we media use social media for marketing, but the use of this mode is more or the original way, whether it is enterprise or government microblog is the same. In fact, it is difficult to attract the attention of fans for a long time, because frankly speaking, many fans come for the lottery, which can not bring the expected business value for the enterprise. Some enterprises may not pay attention to the marketing on the platform, resulting in the operation of the account can not properly publish information for marketing. The existing marketing model is not omnipotent and can not be applied to any enterprise. If an enterprise in the marketing of the original copy and do not compare with the enterprise's own situation, then the final effect of marketing is not very ideal. There may be some positive feedback in the initial marketing process, but the same thing will always be abandoned after a long time, and it will not bring long-term benefits.

#### ***4.1.2 The spread of negative news is fast, and the risk is difficult to control***

Social media is an open platform, covering a wide range of people. Once the negative information appears, the scope of spread is also very large. As the saying goes, "good things do not go out, bad things spread far and wide". Moreover,

different people focus on different points of information. Not only the speed of transmission can not be controlled, but also the content and way of transmission can not be controlled. On the platform, most of the information is mixed with each other, and it is difficult to distinguish. Generally speaking, negative news is more likely to attract people's attention. Especially on the microblog platform, it can be seen that rumor forwarding is usually tens of thousands, while the amount of official rumor refutation is negligible [6]. Most people prefer to spread some information rather than to identify the authenticity. Most of them are just spectators. They don't care about the authenticity of the information. It can be imagined that if the enterprise appears negative information but fails to respond in time, the negative impact brought about by it can not be controlled.

#### ***4.2 Instant messaging marketing model based on "strong relationship + accuracy"***

##### ***4.2.1 Pay attention to the number of fans, ignore the quality of fans***

Most enterprises or we media are still obsessed with the number of fans and ignore the importance of the quality of fans. In fact, there is still a wrong idea that the more fans there are, the more favorable it will be for the enterprise. But if you think about it carefully, there is a phenomenon of buying fans and inviting water soldiers on various social media platforms. On the surface, it may look like a lot of layout, but the final marketing value is not ideal. The large number of fans does not mean that all fans can bring benefits to the enterprise in the end. Fans are concerned about the official account. There are many other uncertainties besides the old customers' concerns. Combined with a lot of practical examples, even many fans are just watching. Blindly adhere to the number, in the past, this will only cause false heat to the enterprise, so that the marketer can not accurately grasp the actual situation in the process of marketing planning, thus overestimating their own ability, then the number of fans will eventually become a burden to the enterprise, resulting in unnecessary costs.

##### ***4.2.2 Frequent content push, ignoring two-way communication***

From the characteristics of instant messaging marketing model, we can see that enterprises should pay attention to the two-way communication with users to strengthen the contact between the two sides. With strong connection with users, accurate message push can be achieved [7]. Users can get the information they want without too much search and query. But the theory is the theory, and in the process of practice, we can not really implement. At present, many enterprises do not take advantage of the strong relationship of this model from the public official account of the media. When pushing, the content is broad and does not have the pertinence and accuracy, so that users can not get enough transformation. And in terms of quantity, in fact, the information that people are exposed to in one day is huge and complicated. If the amount of information is pushed too much, it will only cause

users' disgust. Compared with two-way communication with users, instant messaging marketing mode is more like a process of users receiving enterprise information, and information feedback is not ideal, and the interaction between the two sides is difficult to reflect.

#### ***4.3 Video marketing model based on "UGC based, PGC coexisting"***

##### ***4.3.1 Content homogeneity is serious, lack of supervision***

At present, most of the video content on the short video platform is mainly imitation. After a video is popular, most users will follow suit and few people will make new innovations. Therefore, the upsurge is instantaneous. Without innovation, its popularity fades quickly [8]. In fact, the marketing methods adopted by different users are almost the same. At the same time, the content of the video on the platform is also mixed, with low quality, chaotic editing and malicious competition among peers. This is due to the gradual growth of platform users and the rapid development of these situations. At present, the supervision mechanism of the platform is still not perfect, and it still exists in a one size fits all state. Even if there are relevant supervision mechanisms, many social platforms are simply one size fits all because they are afraid of trouble. In this way, not only can not make the relevant mechanism benign implementation, but also users will have aversion, which is not conducive to the long-term benign development of the platform.

##### ***4.3.2 The scale of users is large, but the stickiness is not high***

On the platform, with the continuous improvement and development of functions, the growth of the number of users will exist for a long time. There will be a large number of users logging in every day, but the problem is how to improve user stickiness. Due to the homogeneity of content publishing and the uncertainty of content innovation, it is a common problem to improve user stickiness. Attracting users is the focus of marketing, but in the final analysis, it is still back to the loyalty of users. The better the user experience, the higher the user's dependence on the platform. In today's internet era, products are not only physical objects, but also virtual things such as content quality and fans number can also be used as products. If only pay attention to attract customers in the early stage, but in the later maintenance is not in place, it will be just a waste of water in the end.

## **5. Suggestions on the promotion of social media marketing mode in the internet era**

### ***5.1 Improvement of social media marketing mode of "user + content"***

#### ***5.1.1 Seeking diversified and innovative marketing methods***

With the continuous improvement and development of the platform, the platform is also constantly expanding the content of the platform, which not only provides more functions for users, but also provides more convenience for enterprises and we media participating in social media marketing. Nowadays, most enterprises or individuals on the microblog platform have the same marketing methods. Most enterprises in different industries adopt the same marketing methods in order to achieve the desired marketing objectives. At present, most microblog operators will take the form of "activity + reward + comment + forwarding + lottery" to attract more people to participate in it through the launching of activities and material rewards [9]. In fact, since there are few new functions in the platform, enterprises should make use of them. If you can combine with the product characteristics of your own enterprise in the marketing, there are new ideas to join. We should be good at grasping the characteristics of this platform, learn to rely on the current hot spots of public opinion, especially in the positive information, to participate in the discussion, but not blindly follow. To avoid sensitive events, sensitive events are easy to cause two-level attitude of users. Only in this way, enterprises and we media will be able to occupy different positions in the hearts of fans and win over the good feelings of ordinary users than enterprises adopting traditional methods.

#### ***5.1.2 Pay attention to platform account operation management***

Network is a double-edged sword, it can bring unexpected benefits to enterprises, on the contrary, it will also bring unexpected impact to enterprises. Finally, many potential consumers will be deterred from hearing the relevant news of the enterprise in the future, which is not conducive to the shaping of the enterprise or even the brand image. At the same time, microblog is not only a simple form of social networking, but also a platform for many users to view news and obtain information. Enterprises should also pay special attention to the platform. Once the information related to the enterprise is found, attention must be paid and timely response should be made. If the problem is not solved in time, to a certain extent, it is to indulge in the dissemination of news that is unfavorable to them. Moreover, most of the netizens can't deal with them rationally and will be dominated by emotions. Enterprises do not respond in time will only make them believe that they are right, so the most important thing for enterprises in the face of crisis is to respond in time, at least to give an appropriate attitude, first to pacify the psychology of consumers. After that, we will conduct an investigation in time to give you a result. We are not afraid of problems, because it is impossible for every place to do everything. But as long as we face the problems and properly solve them, we believe that this is the

best way to facilitate long-term development.

## ***5.2 Improvement of instant messaging marketing mode of "strong relationship + accuracy"***

### ***5.2.1 Push content appropriately and accurately***

Enterprises or we media should be moderate and effective in pushing content, and win by the quality of the pushed content. After all, it is no longer an era when the purpose can be achieved by simply relying on quantity. Generally speaking, users who care about official account are to some extent belong to the customers of enterprises, so they have provided information for the marketing direction of enterprises. Make good use of and maintain this part of customers, classify them according to their characteristics, and integrate the ideas they want to convey into information services. Different types of customers push the corresponding content, so that users have a more sense of belonging, and eventually each of them will become an important part of spontaneous communication instead of enterprises. Only in this way can the advantages of this marketing model be brought into full play. For the enterprise we media, as long as they are willing to make efforts to optimize the content, the final value will certainly be much greater than the cost.

### ***5.2.2 Account operation should pay attention to interaction***

Interaction is a major feature of social media. So when WeChat official account is used, enterprises must take advantage of this advantage. Only in this way can they get feedback in time and collect the true of users [10]. Through two-way direct communication, it can also avoid the influence of inaccurate information transmission. Every user may be the future propagandist of the enterprise, so we must pay attention to the fan management. If the user does not get the corresponding after-sales service after consumption, the customer will not buy it over time. Therefore, in the operation of official account, we should not only push content to users, but also attach importance to interaction feedback with fans, so that the two sides can interact well. Only in this way can both sides have long-term and sound development.

## ***5.3 Improvement of video marketing mode of "UGC based, PGC coexisting"***

### ***5.3.1 Enrich content and strengthen supervision***

Enrich the video content and improve the overall content quality of the platform. When pushing content, we should avoid pushing similar content too frequently. Platforms or enterprises that want to carry out marketing can increase corresponding reward mechanism to encourage users to produce high-quality

content. It may be very difficult for UGC to develop new ideas while finding its own positioning in content production. However, as long as it has its own unique place, it will be able to stand out from many content makers. To strengthen the video supervision mechanism, the first thing is to review the video on the national regulations on network video. The number of video accounts that publish vulgar, immoral and even law breaking is banned. In addition, real name system can be adopted in user registration. Tiktok should always promote positive energy and correct values, because there is no age restriction on such short video social platforms such as jitter, so we should pay attention to the transmission of correct values in this area.

### **5.3.2 Improve the stickiness of fans**

The increase of fans is important, but it is also very important to increase their loyalty. Otherwise, it is futile to increase the number of fans. User stickiness is the loyalty formed by users based on the experience of products, production content and brand. The more satisfied users are with the product, production content and brand experience, the higher loyalty and stickiness of fans will be. Therefore, we should actively tiktok reviews and private letters when we reproduce the content and products. Pay attention to the feedback of fans at any time, deal with the positive comments in time, and interact with fans in a timely manner to produce positive guiding significance. At the same time, when encountering negative news, we should pay more attention to it and solve it. Only in this way can we improve the loyalty and stickiness of fans.

## **6. Conclusion**

With the increasing influence of social media, the business development of enterprises or we media is becoming more and more important. This paper studies the different marketing models of different social media marketing and distinguishes them. At the same time, it finds out the shortcomings of the current social media marketing in terms of applicability and marketing effect, and puts forward some suggestions accordingly. Social media marketing will become one of the core marketing channels. From the current development situation, the development trend of social media in the future is not the single development of each platform, but the gradual integration and development of different social media.

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