

An Empirical Study on the Relationship Between Publishing Contents and Marketing Effect of Movie Official Microblog

Peiqiu Tang^{*}, Siyi Wang

School of Business, Sichuan University, Chengdu, China

**Corresponding author e-mail: wsy17978@163.com*

ABSTRACT. *Now Promotion through the microblog platform is a major marketing method for domestic movies. Based on the official microblog contents published on the Sina microblog platform from January 1, 2019 to March 5, 2019, the paper analyzes the types of official microblog contents and the spread effect of different types of microblog. The research shows that the contents published by the official microblog of the movie can be divided into eight types. In terms of marketing effect, the microblogging effect on movie word-of-mouth is significantly different from other types of microblogs, that is, the official microblog's publishing the results of the box office or positive word of mouth will significantly promote the interaction and participation of fans.*

KEYWORDS: *movie marketing, official microblog contents, microblog interaction number, marketing effect*

1. Introduction

With the popularity of mobile Internet and the rise of social media, microblog plays an irreplaceable role in people's lives with its unique communication advantages. On March 15, 2019, according to the latest "2018 Microblog User Development Report" released by Sina microblog Data Center, the monthly active users of microblog reached 462 million in 2018, and the usage rate reached 42.3%, which was higher than the end of 2017 by 1.4 percentage points. The huge user scale has prompted more and more film teams to use microblog as a platform for marketing. Microblog content is the foundation and core of microblog, and the quality of the official microblog content directly affects the effect of film microblogging. Therefore, the transmission of microblog content is becoming a key factor for the film team to promote marketing and enhance movie popularity and fan activity.

At present, most of the film teams have registered microblog with official accounts, and disseminated and promoted movie information and peripheral products. Which type of microblog can attract the attention of microblog users has become a concern of the film team. Therefore, this study takes movie "The Wandering Earth" as an example, which was released in the 2019 Spring Festival. Based on the Sina microblog platform, it analyzes the microblog contents published by its official microblog account and the dissemination effect of different types of microblog, in order to provide feasible suggestions for the release of the film team's microblog content.

2. Sample Selection and Data Collection

The movie "The Wandering Earth" as a dark horse in the 2019 Spring Festival, its success of the box office result is naturally inseparable from the successful microblog marketing. As of March 5, 2019, the number of fans of "The Wandering Earth" official microblog has exceeded 130,000. The number of fans, microblogs and microblog interactions are far ahead of the same period of film.. Therefore, the microblog marketing of "The Wandering Earth " has certain representativeness and reference.

Take "The Wandering Earth" as an example, we crawled the data of the film's keywords mentioned through the crawler software, including the number of microblogs posted by the official microblog, the content, the number of likes, comments and relays in every day from January 11th, 2019 to March 5th, 2019 (from the beginning of pre-sale to the end of film show), totaling $N = 633$ sets of time series data. We use the total number of times that the official microblog is liked, commented and forwarded by the users to measure the degree of interaction and communication effect. Based on the data, we conduct statistical analysis on the type of the official microblog contents and the spread effect of different types.

3. Analysis of Movie Official Microblog Contents

Using literature summarization and observationalist-inductivist methods, we classify 663 Microblogs published by "The Wandering Earth" in the 53 days, and extract film propaganda, movie content, master star, interactive marketing, fan original content, word of mouth, brand cooperation and forward opinion leaders to the eight types of microblog content. The descriptions of each type are shown in Table 1.

Table 1 Movie Official Microblog Content Type and Description

content	definition
film propaganda	microblogs about movie release information, theme song, episode, trailer, poster, promotion
movie content	microblogs about film lines, plots, stills, characters, scenes, specials, production, etc
main star	microblogs about or forwarding the work of the main star, the life record related to the movie, and the emotions
interactive marketing	microblogs about reward forwarding, questioning, and fan creation
fan original content	microblogs about Wei Fan's original film reviews, videos, hand-painted, microblogging of the second creation of movie content
word of mouth	microblogs about the movie's box office scores, movie ratings, and good comments
brand cooperation	microblogs about the cooperation and authorization with other brands, the brand endorsement and the microblogging around the joint name
forward opinion leaders	forwarding microblogs of opinion leaders with a certain influence and "V" users

4. Analysis of the Marketing Effect on Different Types of Microblog Content

The interaction effect between microblog and fans is reflected by the participation of users. This article uses the number of reposts, comments and likes to measure the interactive effect of the official microblog "The Wandering Earth". The number of likes, comments, and reposts of different microblog types are counted in the 663 data sets. As shown in table 2:

Table 2 The Effect of different types of Microblog content

type	number	propottion	average number of likes	average number of comments	average number of reposts	average number of interactions
film propaganda	172	25.94%	1255	388	13257	14900
movie content	40	6.03%	953	145	550	1648
main star	109	16.44%	269	36	62	367
interactive marketing	36	5.43%	632	799	1241	2672
fan original content	63	9.50%	735	93	184	1012
word of mouth	72	10.86%	2639	479	1360	4478
brand cooperation	68	10.26%	621	206	386	1213
forward opinion leaders	103	15.54%	372	49	481	902

As can be seen from the data in the table, the average number of interactions of movie word-of-mouth and film propaganda is higher. Among them, the average number of advertisements for film promotion is the highest, the average number of likes for movie word-of-mouth is the highest, and the average number of comments for interactive marketing is the highest.

In order to further infer whether there is a significant difference in the marketing effects of different types of microblogs, the variance of the effects of different types is tested, and the overall variance is found to be significantly unequal ($p = 0.000 < 0.05$). In the case of irregularity, the Kruskal-WallisH nonparametric test comparing multiple independent samples shows that the marketing effects of different types of microblogs are not the same ($p = 0.031 < 0.05$). To compare the differences between the two independent samples, we use the SPASS grammar editor to perform a Nemenyi test of multiple independent samples. The results are shown in Table 3.

Table 3 Multiple Comparison Results on Marketing Effects of Different Types Microblogs

(P)	1	2	3	4	5	6	7
2	4.02 (0.13)						
3	47.3 (0.00)	41.7 (0.00)					
4	0.39 (0.82)	3.93 (0.14)	12.4 (0.00)				
5	3.14 (0.21)	0.2 (0.90)	48.5 (0.00)	3.0 (0.22)			
6	42.5 (0.00)	8.73 (0.01)	131 (0.00)	23.98 (0.00)	15.1 (0.00)		
7	1.01 (0.60)	6.2 (0.05)	20.3 (0.00)	0.01 (0.99)	5.36 (0.07)	39.7 (0.00)	
8	21.8 (0.00)	25.5 (0.00)	2.76 (0.25)	5.41 (0.07)	27.9 (0.00)	91.8 (0.00)	8.29 (0.02)

Notation: In the brackets is the p value.

P value less than 0.05 indicates a significant difference between the two types. It can be seen from the table that the sixth category (movie word of mouth) and all other types of p values are less than 0.05, indicating that the microblog interaction effect of word of mouth is significantly better than other types of microblogging. It is not difficult to find that the real-time box office results, movie ratings and audience word-of-mouth published by the official account "the Wandering Earth" often cause a lot of fans to like, comment and forward, indicating that excellent box office results and positive word of mouth can promote fans to participate in interactions, further increasing the loyalty and participation of fans.

What's more, the marketing effect for film propaganda and movie content is also good. The official microblog has received up to 7 million reposts by publishing the theme song MV sung by Meiqi Meng, indicating that choosing the right star for promotion will have a significant effect in the short term. At the same time, "the Wandering Earth", as a symbol of the rise of Chinese science fiction films, has achieved a new breakthrough in domestic science fiction movies, and its content elements related to movies have also attracted a lot of attention.

The worst effect of interaction is the third category (main star). The possible reason is that the main stars of "the Wandering Earth" are mostly newcomers. The topic heat and propaganda are not high enough, and the enthusiasm of fans to participate in interaction is not fully mobilized.

5. Conclusions and Recommendations

This study takes the movie "the Wandering Earth" as an example, and analyzes the 667 microblog content and marketing effects published by the official microblog of the movie on Sina microblog platform from January 1, 2019 to March 5, 2019. This study believes that the official microblog contents can be divided into eight types: film propaganda, movie content, master star, interactive marketing, fan original content, word of mouth, brand cooperation and forward opinion leaders. Among them, film propaganda, main star and forward opinion leaders account for the largest proportion of microblogs. Through the analysis of the effects of different types, there are significant differences in the marketing effects between the word of mouth, film propaganda and movie content categories and other microblog types. In summary, the following recommendations are made for the release of the official Microblog content of the film:

First, strengthen the promotion of the film's achievements and word of mouth. Due to the short marketing cycle of the film, most of the movie official microblogs in the marketing stage are much frequent, with an average of 8-10 per day, but different microblog content, microblog type for the degree of interaction of the promotion is also significantly different. Analyzing the impact of Microblog type on the number of interactions, you can find that microblog, which promotes movie box office scores and positive word of mouth, can get more interactions, because the excellent performance of the film will give positive feedback to the supporters, thus promoting more participation in interaction, spontaneous secondary creation and secondary communication.

Second, actively release trailer-related materials such as trailers, special editions, character posters, theme songs, etc., and interactive marketing methods such as questioning and forwarding lottery can also effectively enhance the interactive effect. Because the release of exquisite film materials can not only stimulate the viewers' interest in watching movies to a certain extent, but also stimulate the audience to resonate with the movie content, thus enhancing the interactive effect and participation of microblog.

Third, for cultural products such as movies that are closely related to the media, choosing the right star for publicity will also bring good marketing results in the short term. The official microblog has won up to 7 million reposts by publishing the theme song MV sung by Meiqi Meng. With the power of celebrity fans, the dissemination effect of the movie microblog has reached a new height.

Fourth, pay attention to the long-term maintenance of the brand. After the film was released, most of the official microblog also stopped updating, and the accumulated fan resources and attention lost value. Therefore, the film team should pay attention to the creation and maintenance of the film brand. After the film is released, it should actively promote the peripheral products of the film, keep the microblog active and carry out the regular marketing activities, so that the film brand can truly deep into the hearts of the people.

From the perspective of microblog marketing effect analysis, the paper further analyzes the types of official microblog content and the effect of different types of microblogs. The research results have certain reference value for the film team in the marketing of microblog.

There are still some shortcomings in the research. For example, only one film is selected as a reference sample. In the future research, enough film samples should be collected for statistical analysis to obtain more authoritative results. At the same time, time variables can be introduced to derive the propagation effects of different microblog types in different stages of film release, and further analysis of which type of microblog the film team should release at a specific time stage, so that microblogging interaction effects and marketing effects are maximized.

References

- [1] Tian Yuanyuan, Zhang Dan, et al. An Empirical Study on the Release and Communication Effect of Official Weibo Content in Traditional Chinese Medicine Enterprises [J]. *Modern Chinese Medicine*, 2018, 20 (09): 1161-1164.
- [2] Zhou Huilai, Zhou Junjie, et al. The Influence of Microblog Content Type on the Quality of Brand Relationship [J]. *Journal of Xinxiang Education College*, 2016, 29 (04): 23-30.
- [3] Wei Jie, Zeng Ping. Nemenyi test and SPSS experiment teaching [J]. *Science and Technology Vision*, 2014 (18): 155-156.
- [4] Xia Lixin, Zhang Chun, et al. The Impact of Enterprise Microblog Content on Internet Word Of Mouth and Brand Recognition [J]. *Information Science*, 2019, 37 (04): 79-85.
- [5] Wang Bobin. An Empirical Study on the Influence of Information Content on Weibo Marketing Effect [D]. *Jiangsu University of Science and Technology*, 2014