

Brief Analysis of the Short-Term Interactive Model between the Marketing Effect of Microblog and the Number of Fans

Chen Feng

Wuxi Vocational Institute of Commerce, Wuxi, Jiangsu, 214153, China

email: 13771544829@163.com

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Abstract: Today is the era of microblog emerging one after another, is the era of rapid development of the information society, in order not to be eliminated by the times, we need to integrate with the times, and constantly innovate, so as to seek new development. For some enterprises, in the context of micro blog, it is more necessary to deepen the reform, take the market as a breakthrough point, especially to strengthen the innovation of marketing mode, and reasonably apply the self media platform such as micro blog, so as to achieve the improvement of marketing level, and then drive the new development of enterprise economy. How to innovate the marketing model has become the key point. This paper explores the innovation strategy of the marketing model.

1. Introduction

Microblog, mainly refers to the new media platform born in the background of the information age. Compared with the traditional media platform, microblog has the advantages of novelty, convenience, efficiency and many users[1]. Through the use of microblog platform, often can achieve unexpected results. At this stage, in the process of enterprise market operation and development, the previous marketing model has been difficult to meet the needs of work, and the birth of microblog has brought impact and opportunity. In order to further promote the new development of enterprises and open marketing channels, it is necessary for relevant marketing personnel to strengthen the effective use of microblog platform in combination with the actual situation, so that enterprises can deepen the transformation and better promote the long-term development of enterprises[2].

2. The Role of Microblog in Enterprise Marketing

2.1 micro blog with low cost and good effect plays an important role in enterprise marketing. Microblog has its own advantages, information dissemination speed, and wide coverage, with a certain pertinence [3]. People only need to publish the content to Weibo, which will expand the publicity scope of sales activities and facilitate the classification of the public, which provides the necessary conditions for the active development of marketing activities, so that the accuracy can be improved to a certain extent, and the cost on the network is also low, but the marketing effect is good, especially with the gradual enhancement of classification marketing pertinence, it can Therefore, the application of microblog is of great significance[4].

2.1. Provide a Broad Mass Base

The advent of the Internet era does provide some opportunities to promote the birth of some microblogs. At present, the common microblogs include wechat, twitter, Huya, etc. With the popularity of smart phones, the number of audience groups of these microblog platforms is also increasing, which paves the way for enterprises to open up the market and can have a broader mass base. Nowadays, both teenagers and office workers have become an important part of the consumer group in microblog, which plays a certain role in the development of user information. It is convenient for the staff to classify and summarize user information. By using big data mining[5], they can understand the preferences and needs of consumers more deeply, and then mine some

potential customers to promote the development of microblog. With the improvement of marketing level, we can get more profits.

2.2. Provide a New Platform for Enterprise Marketing

In fact, the emergence of microblog platform has impact and influence on traditional media, but it also opens a window for enterprise marketing and provides a new marketing channel. Through strengthening the use of microblog platform, it can be convenient for enterprises to carry out network promotion, so that products can really go to users' vision in a large range and innovate marketing methods. The application of microblog platform is also helpful for enterprises to implant advertisements, further expand the scope of product publicity, greatly increase the product publicity, with better timeliness and effectiveness. In addition, some keywords can be customized in combination with consumers' habits, which can greatly increase the probability of product retrieval and enhance the pertinence, so as to better promote the smooth progress of product marketing and improve the economic benefits [6].

3. The Basic Way of Enterprise Marketing Model Innovation in the Context of Micro Blog Environment

3.1. Update Marketing Concept

Under the environment of microblog, if enterprises want to innovate the marketing mode, they need to start with the marketing concept first. Only by constantly updating the marketing concept, can they carry out the relevant marketing work under the new concept and avoid sticking to the traditional marketing mode, so as to truly keep pace with the times and the times, so that enterprises can quickly occupy the market. Therefore, enterprise managers need to pay attention to the renewal of new marketing concept, especially in the increasingly fierce market competition, the micro blog marketing concept should be strengthened publicity. In the process of business development, it is necessary to strengthen the ideological education of marketing personnel, so that they can understand and recognize this marketing mode, play a guiding role, and then realize the positive change of marketing mode. At the same time, we should take consumers as the core, change the passive marketing into active marketing, meet different consumer needs, and better promote the development of enterprises.

3.2. Strengthen External Innovation of Marketing

Strengthening the external innovation of marketing is also a basic requirement. The external innovation here should also be based on the micro blog platform. First of all, we can use network platform to carry out network marketing, mainly from online and offline aspects. Nowadays, with the rise of Taobao, tmall, Suning e-shopping and other platforms, online shopping has become a common phenomenon, which has gradually become people's way of life, and it also provides enterprises with a channel for product publicity. In addition to offline marketing, relevant enterprises can use microblog platform to carry out online marketing, while online marketing pays more attention to brand effect, can increase the publicity of products, use microblog to carry out product publicity, and can also conduct research on the information of competitors in the online market, so as to make better use of it. Secondly, in the environment of microblog, enterprises can also set up their own websites and logo, which can also be a good publicity measure. Generally speaking, the enterprise's portal is an effective way of publicity. Through the establishment of the portal, consumers can deeply understand their own products, which is a relatively simple way of communication. When customers have needs, they will take the initiative to understand and find the marketing information of products, which will help to promote consumption and really improve the marketing level[7].

3.3. Strengthen Internal Innovation of Marketing

Besides external innovation, micro blog also has internal innovation for enterprise marketing. The operation of an enterprise can not be separated from the efforts of all departments and staff in

the enterprise. The emergence of micro blog can enhance the communication and connection between departments in the enterprise. No matter the manager or the executor, all the work can be completed by one person or one department. In order to improve the work efficiency, we should use the form of micro blog to communicate with each department to achieve the desired effect, which can be achieved by micro blog. As shown in Figure 1[8].

Timely marketing	Product recommendation, promotion information, group buying
Brand publicity	Corporate culture, news, history, brand story
Public communication	Crisis public relations, event marketing
customer management	User investigation, complaint, consultation and answer

Figure 1 Marketing of microblog enterprises

3.4. Build Enterprise Brand and Establish Marketing Crisis

Under the environment of microblog, in order to realize the innovation of marketing mode, public relations mechanism needs to actively build corporate brand, establish relevant marketing crisis public relations mechanism, and better meet the arrival of the new era. This is because Weibo platform may be a double-edged sword, with advantages and disadvantages, bringing people marketing channels and development opportunities, but also there are certain network risks and various crises. In order to promote the smooth development of enterprise marketing activities, we need to solve the crisis and reduce the relevant risks. Therefore, the establishment of corporate brand and marketing crisis public relations mechanism is very important. Specifically, we should do the following: first of all, business operators should be good at developing some technology and means of word-of-mouth marketing, so as to create a good corporate brand image. Secondly, it can also establish the mechanism of timely detection and early warning of information, so as to play a role of supervision, to be more convenient to grasp all kinds of information, to control or solve some of the risk factors, and to avoid the emergence of crisis as much as possible. Finally, we need to build a crisis management and control mechanism[9], pay attention to improving the service quality of enterprises, especially to improve the guidance and communication ability of network media information, correctly guide the audience, reduce the negative impact of some network information, and truly realize the communication and understanding with consumers. In addition, the working mechanism of brand image reconstruction should also be improved, so that crisis events can be effectively handled, which is convenient for the recovery of brand image of enterprises and the passage of marketing crisis.

4. Conclusion

In fact, the birth and application of micro blog has an important impact on the development of China's market economy. In this trend, relevant enterprises need to seize the opportunity, clarify the important role of micro blog, strengthen the integration with marketing work, constantly innovate the marketing mode, and seek new marketing channels, so as to broaden the resource channels and realize the increase of economic profits. At the same time, it also helps to Enterprises can occupy a place in the market. This paper analyzes the importance of micro blog in enterprise marketing, and puts forward some specific marketing model innovation strategies, hoping to provide some reference for the relevant enterprises, and better promote the healthy development of modern enterprises.

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