

Innovative Marketing Communication Scheme Based on Social Media Word-of-Mouth

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Abstract: Social media is an online platform, which can share user insights, information and ideas, realize user aggregation, and achieve rapid information dissemination. In social media, at first, the disordered and disordered netizens were replaced by the network with clear interpersonal relationship. The business value of social media itself is also recognized by more and more companies. At the same time, as a way of marketing communication that can strongly influence consumers' wishes and behaviors, oral communication has surpassed the traditional circle of friends and acquaintances in the era of social media and become the focus of the industry and academia. However, the attention of social media to the industry and College of word-of-mouth marketing communication is mostly limited to one link. The lack of the overall process of social media's word-of-mouth marketing communication activities is based on the short-term but long-term economic advantages of the activities, which can be realized. Therefore, the specific marketing communication provides theoretical reference for the enterprises engaged in by convention, which is more necessary than the previous research based on the complete public praise of social media.

1. Introduction

After entering the new century, computer communication technology develops and changes rapidly [1]. More and more people use computers and the Internet as their daily communication tools. The mass media is no longer the communication between people for information. There is no doubt that the emergence of social media is the history of Internet development. Social media has become the most important way of network communication. Its interactivity, transparency and community have quickly conquered a large number of audiences. At the same time, the traditional offline word-of-mouth marketing communication gets rid of the destruction of the media, so that social media regain vitality. In this context, social media's word-of-mouth marketing communication has gradually become the most effective marketing communication method [2]. Then, more and more companies will start to understand other marketing communication methods based on their influence. Therefore, the research on social media and word-of-mouth marketing communication has become an important research field of experts and scholars in the field of communication marketing at home and abroad. Most of the existing research is about the strategy and influence of traditional word-of-mouth marketing communication, or internet word-of-mouth marketing communication. This study focuses on the research of social media's word-of-mouth marketing model [3]. The establishment and improvement of word-of-mouth marketing communication platform provides some references. For a long time, researchers from all kinds of countries have concentrated their research on communication, including the formation mechanism of online word-of-mouth marketing communication. Social media research is almost limited to case study and analysis. From the perspective of communication, it is relatively rare to directly study the WOM communication of social media. Therefore, from the point of view of marketing communication, the main factors and basic models of social media's context of word-of-mouth marketing communication are studied, and then the model of social media's word-of-mouth marketing communication is constructed. Not only that, social media's word-of-mouth marketing cannot implement the existing process. Analysis and deconstruction can enrich the theoretical

system of word-of-mouth communication based on previous studies.

2. Definition of Social Media Word-of-Mouth Marketing Communication

2.1. Social Media

His e-book "what is social media." social media is a new type of online media, which provides users with greater participation space. The most common basic forms are blogs, wikis, podcasts, forums, social networking sites, and content communities. The famous marketing scientist defined social media from the perspective of information exchange in his book [4]. He believes that the key to understanding social media is not to study new technologies, but how to use them to communicate with audiences in online communities.

2.2. Words of Mouse Marketing Communication

The debate on "oral English" in China has existed since ancient times. The spoken Chinese comes from the song poem "Zen lamp master Yongzhou Tai'an Zen master": "Wang Yanshi, the population on the road, just like this poem [5]." "Oral language" refers to "praising people's minds", "gold and silver cup is not as good as ordinary people's mouth", which clearly reflects the influence of "invisible steel" among the public. With the rapid development of science and technology, the Internet has brought a huge impact on human production and life, and the definition of word-of-mouth has also changed. In the network context, it is not only the positive information of products and brands, please refer to the evaluation of consumers, for the good information of business, the direct information is irrelevant, and the information of business and consumers can be called the source. The birth of the Internet has also caused oral communication, which has gradually developed from a simple language to a more complex form [6]. Therefore, before the definition of social media's word-of-mouth marketing communication, the two concepts of "word-of-mouth communication" and "word-of-mouth marketing communication" are clear and interrelated, which is easy to cause confusion. The concept of "word-of-mouth communication" mainly involves the process of freely disseminating consumers' word-of-mouth information. But the concept of "word-of-mouth marketing communication" is the key point for enterprises and industries to use "word-of-mouth" in order to persuade consumers and change existing attitudes and concepts. In word-of-mouth marketing communication activities, enterprises are passive receivers who have no mouth to communicate, but to help their own marketing communication activities.

2.3. Public Praise of Social Marketing

In the past literature research, we found that different bachelors and different opinions on the name of social media based word-of-mouth marketing communication. Some scholars started from the general environment of the Internet era, and called it "online word-of-mouth marketing". Some scholars start with social media, the carrier of online word-of-mouth information, and call it social media word-of-mouth marketing [7]. Some scholars believe that information comes from the view of communication, which is called online word-of-mouth communication or online word-of-mouth communication. In the literature, the use rate of the above-mentioned names is not high, but the research on social media's word-of-mouth marketing communication is generally started, and the literature and research results are not much. The definition of concept needs to be unified [8].

3. Topic of Social Media Word-of-Mouth Marketing Communication

There are three main actors in social media's word-of-mouth marketing model: business organization, opinion leader and potential consumer. They play different roles in the process of word-of-mouth marketing communication of social media. Interaction.

3.1. Business Organization

Business organization is the word-of-mouth marketing communication activity of social media, that is, the implementer of social communication. Social media's word-of-mouth marketing

activities involve business group consulting companies, advertising companies, advertising, word-of-mouth, social media consulting companies, etc. They work separately and cooperatively with each other to identify the unique stereotypes of target markets, products and brands, marketing strategies, decisions on topics and contents of marketing communication information, and the common responsibilities of social media's word-of-mouth marketing communication[9]. The selection of marketing communication media and the measurement of purchasing, marketing communication effect, the generation of social media, and word-of-mouth marketing activities are not only difficult to implement in commercial organizations, but also the division of labor and cooperation among various commercial organizations. Only through their respective responsibilities can better communication effect be achieved.



Figure 1 Annual assets of Chinese enterprises in 2012-2016

3.2. Opinion Leaders

The opinion leader of social media's word-of-mouth marketing communication has the dual status of disseminator and receiver. On the contrary, opinion leaders of social media have more information than ordinary netizens. From this point of view, opinion leaders are the audience. On the other hand, many social media opinion leaders have established their own influence. They are willing to communicate their ideas, opinions and opinions to their influence circle. From this point of view, opinion leaders are spokespersons. Compared with traditional opinion leaders, opinion leaders on social media are "good at using various online media platforms to publish news". Because of their active performances and frequent insights, they can often impress online audiences and gradually gather popularity. Please pay attention to their own online audience. Their strong discrimination and information integration ability, local facts as the basis for logical inference, observation and analysis of other people's activities, gradually forming their own influence yen in order to have the same judgment to attract social media leaders of Internet users, active speeches, strong discrimination, logical ability, local and other new features of grasping facts can be seen.

3.3. Consumer

Consumers are the target audience of social media word-of-mouth marketing activities. In the traditional concept of marketing communication, marketing information can be transmitted to consumers in a unified way. It mainly "pushes" the marketing information to the target audience, lets the consumer passively accept this information. In the mode of social media word-of-mouth marketing communication, consumers are no longer completely passive, but active communication and communication behavior. With the development of digital information technology, the encoding and decoding of information on social media is convenient, simple and intuitive, and the cost of popularization and utilization of this information is greatly reduced. With the support of this technology, consumers can play the role of receiving and sending information freely. China and China can not communicate with other consumers about products and services, but can also

communicate with brands and enterprises online. Mouth to mouth and receiving trucks

4. Public Praise Marketing Communication Methods of Social Media

4.1. Individual Communication

Personal communication is the exchange of information between individuals and opinions. In the social media environment, there are two main channels of communication: internal news and comments. The main feature of each transmission channel is that it can be extended to a specified number of individuals. In station news, some social media also become station news, private news, etc. in order to facilitate the exchange of information among social media users, it is similar to the opening service function of e-mail. But the message in the station is not the same as the mailbox. E-mail is sent and saved through mail server, and station message is system message. This is achieved by inserting records into the database. Comment is a function provided by social media for users to evaluate specific information. Each user's information published on social media can be commented by other users, and users of comments can freely choose the range of comments. Communicating oral language to others is one of the most basic activities of human beings. With the help of news and website comments, people can more freely and conveniently complete word-of-mouth communication activities. Therefore, news and comments on the website often become the preferred channel for social media users.

4.2. Communication Channel

Qualitative transfer is the exchange of information between a specific group of individuals and multiple non specific objects. In the social media environment, there are two main channels for group communication.

5. Conclusion

The development of social media and the change of consumer behavior, the rule based on the characteristics of new consumers, the unity of the basic model of social media's word-of-mouth marketing and communication, and the overall process of social media's word-of-mouth marketing and communication can be summarized as social construction. Media word-of-mouth, social media word-of-mouth marketing communication activities for the development of enterprises to provide practical.

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