

Research on the Influencing Factors and Measurement of Micro-blog Marketing Effect of Small and Micro-enterprises

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Abstract: In recent years, with the rapid development of micro-blog, the accumulation of users and the expansion of influence of micro-blog platform, micro-blog has become an important emerging network media, micro-blog has become one of the important channels for many small and micro enterprises to carry out network marketing. In view of the poor marketing effect of microblogging in small and micro enterprises, the current research situation of microblogging marketing effect in small and micro enterprises is understood, and the factors influencing the marketing effect of microblogging are discussed from various angles. Starting from quantitative research, this paper provides a new measurement scheme to measure short-term effect for micro-enterprise micro-blog marketing from the micro-perspective. Small and micro enterprises can attract fans by launching activities or promotions, increase the number of fans, and spread the information of small and micro enterprises. The small and micro enterprises that expand their brand influence through Weibo should keep micro and micro enterprises active for a long time, and carry out regular micro-blog marketing activities of small and micro enterprises to improve the marketing effect of Weibo.

1. Introduction

The huge number of micro-blog users makes micro-blog an emerging marketing channel that small and micro enterprises can not ignore, and how small and micro enterprises carry out marketing through micro-blog and expand the brand influence of small and micro enterprises has become a hot topic at the forefront. Consumers can not only actively obtain information through Internet search, but also actively publish information and feelings through the Internet, and share consumer experience with more consumers [1]. Small and micro enterprises must attach importance to consumers' personal feelings and practical interests, and constantly stimulate users to produce strong willingness to consume and share, leading to the innovation of network marketing model. Compared with the portal website, this kind of micro-blog marketing channel is favored by many online and offline small and micro enterprises because of its low cost, fast speed, accurate positioning, great influence, brand promotion, crisis public relations, promotion of communication with consumers, and saving marketing costs [2]. Some users act as fans of a particular brand and are keen to publicize relevant information about the brand. At the same time, there are celebrity stars among Weibo users. They also act as fans of certain brands and participate in the forwarding activities of brand information [3]. In fact, the long-term effect of small and micro enterprise microblog marketing is composed of short-term marketing activities. It is very necessary to study the marketing effect of a single microblog. The marketing effect of a single microblog is mainly reflected in its communication effect, that is, the amount of forwarding. Establishing and disseminating a good brand image enables customers to have a preference for small and micro enterprises' products; establish consumer opinion surveys, understand consumers' opinions on products, and assist in the further development and improvement of small and micro enterprise products. It is very practical to study the influencing factors and measurement of Weibo's Weibo marketing effect [4].

Through short-term interactive marketing activities on micro-blog, small and micro enterprises can gather a large number of popularity and attract a large number of fans' attention, laying the foundation for the follow-up micro-blog marketing of small and micro enterprises. To a certain extent, because of the limitations of micro-blog itself, immature social environment and improper

use of small and micro enterprises, the marketing function of micro-blog has not been fully developed, and needs to be further improved. The marketing effect of micro-blog is still difficult to evaluate, which will increase the risk of micro-blog marketing of small and micro enterprises, and will further affect the marketing decision of small and micro enterprises [5]. Update their own micro blog to disseminate small and micro enterprise information and product information to netizens, and establish a good image of small and micro enterprises and products. Updating content every day can communicate and interact with the audience, or publish topics of interest to the audience, so as to achieve the purpose of marketing [6]. When micro-enterprise companies conduct micro-blog marketing, they need to consider the learning ability of Weibo account, conduct real and long-term communication, and need to select opinion leaders from different industry backgrounds to conduct targeted marketing, and to make the breadth and locality of global marketing. The depth of marketing is combined. The content itself should be as close as possible to the needs and tastes of the consumer. For example, content should be as interesting as possible, and such content is highly attractive and easily spread [7]. Secondly, the content should highlight the theme of marketing, and have appropriate entry points to enable consumers to actively participate in the interaction. Comprehensively expounding the factors affecting marketing effects and the formulation of marketing strategies can help small and micro enterprises to better use Weibo as a new media for product promotion and brand marketing, enhance communication effects, and expand the popularity of small and micro enterprises. It is not only theoretical research, but also has a wide range of practical applications [8].

2. Materials and Methods

At present, the evaluation of micro-blog marketing effect of small and micro enterprises is still in the exploratory stage. The evaluation of micro-blog marketing effect has become an obstacle for small and micro enterprises to implement micro-blog marketing. Only by effectively evaluating micro-blog marketing effect, can we better operate micro-blog of small and micro enterprises. In the Internet era, the focus of marketing activities of small and micro enterprises has shifted from small and micro enterprises to consumers. With time, the marketing effect of small and micro enterprises is no longer a pure natural attenuation trend, but a natural attenuation trend, and also an enlargement trend due to the interactive behavior of consumers such as search, action and sharing. The authenticity and timeliness of information dissemination content play a decisive role in the credibility of micro-blog information. The credibility of information dissemination has an important impact on the effect of information dissemination. Different forms of expression have different marketing effects for fans, so small and micro enterprises will choose to publish Weibo in single or multiple expressions. Weibo enables small and micro enterprises to be closer to customers and establish a closer and more direct relationship with customers. At the same time, small and micro enterprises can also understand the opinions and ideas of customers in the first time, adjust the strategy in time, and improve satisfaction.

In order to find opinion leaders, divide key markets, select target groups, formulate marketing plans at different time points and promote marketing strategies, it is necessary to make rational use of the network structure characteristics of micro-blog, such as small-world characteristics, scale-free characteristics, high aggregation coefficient, hierarchical structure, community structure and so on. The process of the influence of microblog marketing on audiences can be divided into five main stages: attention, participation, attitude, action and reservation. The key evaluation indicators are selected to evaluate the marketing effect of small and micro enterprises in the five stages: attracting users' attention, encouraging users' participation, improving users' attitudes, driving users' behavior and realizing users' retention. In the stage of attracting attention, micro-blogs of small and micro enterprises have attracted the attention of the audience in the test water stage. The factors such as the amount of forwarding, comment volume and click-through rate of users in the interactive stage are all small and micro enterprise microblog marketing effect evaluation. The important indicator, in the stage of attitude change, small micro-enterprise Weibo in the marketing process should strive for "attitude can be transformed" part of consumers. The measurable index is

converted into the explicit variable as the index system for studying the influencing factors model of microblogging marketing effect of small and micro enterprises, as shown in Table 1.

Table 1 Influencing factors of micro-blog marketing effect in small and micro enterprises

	Manifest Variable	Coefficient
Micro-blog content	Interesting attraction	0.441
	Time frequency	0.324
	Product service	0.482
Micro-blog image	Information perfection	0.350
	Official certification	0.282
	Social responsibility	0.322
Micro-blog operation	Leadership support	0.295
	Operation system	0.268
	Talent creativity	0.305
Activity interaction	Fun and mutual benefit	0.321
	Timely interaction	0.424
	Quantity transferred	0.371

Activity information and product service information of small and micro enterprises are more to achieve the marketing objectives of small and micro enterprises, while other types of information are often to help small and micro enterprises establish a good social image. The purpose of microblogging should be clearly defined before it is released, so that it can be targeted in the follow-up interaction. High-quality products and services are the basis for obtaining loyal customers, and micro-blog content publishing is the basis of micro-blog marketing. The content of micro-blog should be creative and attract people to read. Consumers can not only actively acquire information through Internet search, but also actively publish information through the Internet to share consumption experience with more consumers. The more people express their interest, the more net topics. If the amount of topics is enough in a certain period of time, it will become a hot topic in that period and become a hot topic list. This will be seen by a considerable number of micro-blog users, and will achieve unexpected publicity results. Small and micro enterprises must pay attention to the personal experience and practical interests of consumers, and continue to stimulate users to generate strong consumption and sharing willingness, leading to the innovation of online marketing model. Product positioning is well done before Weibo marketing. For small and micro enterprises that are suitable for product sales on Weibo, they should actively carry out micro-blog marketing for small and micro enterprises, close to the consumer groups; for small and micro enterprises that are not suitable for product sales on Weibo, do not force small sales for product purposes. Micro-enterprise microblogging marketing. Therefore, the way information is transmitted and expressed is also very important for the process of communication. The source of communication should choose the most appropriate persuasion method according to the characteristics of the content. The combination of appropriate content and methods will promote the process of information dissemination.

3. Result Analysis and Discussion

After understanding some characteristics of target group through interaction, small and micro enterprises categorize users according to the same characteristics and preferences, and make personalized settings to facilitate users to choose more suitable goods and services. The audience's response and change in emotions, attitudes and behaviors when receiving the communication information is the communication effect. This reaction or change is caused by the intention of the disseminator, so the effect of dissemination represents the degree of realization of the intention of the disseminator on the audience. This also narrows the distance between each other to a certain extent, which not only facilitates the choice of users, but also achieves twice the result with half the effort for small and micro enterprises. Small micro-enterprise micro-blog is not only original can

attract users' attention, users pay more attention to whether the specific content of micro-blog meets their own interests and needs; micro-enterprise micro-blog time needs to be determined according to the nature of the industry. Small and micro enterprise microblogging marketing should actively interact with fans and customers, interact with Weibo large in the industry, get their attention and support, publish more interactive topics, and respond to fans' questions or comments in a timely manner. The marketing effect will be improved, indicating that the degree of interaction has a significant effect on the marketing effect.

As a typical social media, micro-blog has the socialized attribute characterized by interpersonal interaction, which is highlighted in brand awareness. The more famous the brand, the greater the first-mover advantage in micro-blog marketing of small and micro enterprises. Small micro-enterprise micro-blog makes use of free and promotional forms. This kind of free things and promotional activities have a great attraction to the defensive consumers, making the micro-blog marketing achieve good results. Because the activities of small and micro enterprises are forwarded by fans themselves, the stickiness of the activities and the spread of the brand are relatively high, which can effectively mobilize the enthusiasm of fans and increase the activity of micro-blog. On the other hand, small and micro enterprises can set up professional customer service personnel to maintain real-time communication with fans, thus forming friendly friendship, so as to reduce the sense of distance between each other and enhance user stickiness. Micro-enterprise micro-blog is not isolated, but needs to be compared, analyzed and improved with similar micro-enterprise micro-blog. Therefore, small micro-enterprise should monitor the selection of horizontal and vertical analogous micro-enterprise micro-blog, so as to know the other, learn from the strengths and make up for the weaknesses. The more original content in the content published by the microblog marketing main body, the stronger the ability to attract other users' attention and attention. The marketing body should consider publishing the original Weibo as much as possible, and do a good job in the promotion of Weibo marketing with a more sincere and positive attitude. The interaction with fans and customers should run through the entire marketing campaign. A good user experience can stimulate the user's desire to purchase, and it is easier for other users to gain the recognition and trust of the user by publishing the experience information. Activities and interactions are an important way to achieve Weibo marketing effectiveness.

Small and micro enterprises can formulate a set of detailed micro-blog management system to provide institutional guarantee for information release, which provides standards for regulating the behavior of micro-blog operators and micro-blog content. In the face of violations, the responsible persons concerned should be dealt with seriously and never be condoned. Emphasis is laid on the impact of the communication process on the audience, society and the source itself, and on the consideration of the impact results, that is, the changes of the audience, society and the source itself. Weibo content also has practical help and benefits for fans, attracting fans to pay attention to the products and services of small and micro enterprises. Soft text and a series of topics can be used to publish, through emotional marketing, word-of-mouth marketing, and so on. At the same time, let employees of small and micro enterprises take action to guide fans to pay attention to micro-blog information and products of small and micro enterprises. The most important step in using social media is to follow four steps: listening, participating, feedback and publishing. Users are more likely to pay attention to microblogging in their spare time. Therefore, small and micro enterprises must use Weibo to conduct marketing according to industry characteristics or small and micro enterprises, subdivide Weibo fans, carefully understand user needs, and scientifically formulate small and micro enterprise microblog marketing strategies. Be prepared to listen, read user comments and comments, and understand the concerns of users. Give limited authority, but should pay attention to the convenience of small and micro enterprises to communicate directly with the outside world through Weibo, enhance the status of small and micro enterprise social management in the overall management of small and micro enterprises, and give sufficient authority to reduce the internal processes of small and micro enterprises. resistance. Make micro-enterprise micro-blog into a display window of small micro-enterprise image and cultural connotation, form a growing benevolent reputation, enhance brand value, and use Weibo operation as one of the strategies for

long-term brand building.

4. Conclusion

This paper studies the influencing factors and measurement of micro-blog marketing effect of small and micro enterprises. Publish interesting and personalized information to users, through the resonance of fans, so as to carry out marketing. We should not only provide valuable information for potential users and stimulate users' enthusiasm to participate in marketing activities, but also let people see interesting and relaxed information, arouse users' attention and interest, and then forward micro-blog to help small and micro enterprises publicize. Small and micro enterprises that expand brand influence through micro-blog should keep their micro-blog active for a long time and carry out routine micro-blog marketing activities of small and micro enterprises. Small and micro enterprises deal directly with customers through micro-blog, reduce communication barriers with customers, and reduce customer maintenance costs. The choice of marketing strategies and means is also very important. Only by formulating clear and clear marketing strategies, marketing methods and means, can we provide direction for the micro-blog marketing activities of small and micro enterprises. In the degree of reflection of variables, in order to identify and strengthen the factors that are most likely to affect potential variables, weaken the factors that have the least impact on potential variables, and finally reveal the practical effects of such media organizations using Weibo marketing to coordinate offline operations. Micro-enterprise micro-blog marketing should grasp the influence degree and contact of various influencing factors in the micro-blog marketing process, and make overall consideration for long-term operation.

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