The E-commerce Marketing Strategy based on Social Media in the new Media Era

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Abstract: Today, with the rapid spread of network information technology, consumers' consumption patterns are gradually changing, and the media environment has entered the new media era. The fourth and fifth media have begun to become the mainstream media forms of modern society. In the new media era, social media has created favorable conditions for e-commerce marketing, and social media such as Weibo and WeChat have become important channels for e-commerce marketing. If enterprises want to enhance their own market competitiveness, they should actively adapt to the new market environment and the new media era, and build an e-commerce marketing model that conforms to the times based on social media. Therefore, the following article will focus on the e-commerce marketing strategy based on social media in the new media era.

1. Introduction

In order to better utilize the advantages of e-commerce marketing, many companies use social media as an e-commerce marketing tool. E-commerce marketing based on social media is conducive to the shaping of corporate brand image, conducive to the spread of good word-of-mouth, and is conducive to the maintenance of consumer loyalty [1]. Whether or not the use of social media has become an important factor in the competition of the enterprise market. Therefore, the e-commerce marketing strategy based on social media is worthy of research and discussion. This paper will analyze the e-commerce marketing strategy based on social media from the characteristics of social media, and propose corresponding marketing suggestion strategies.

2. The concept and characteristics of new media marketing

New media marketing is mainly based on the Internet, mobile media and digital media technology. In the network environment, some marketing activities are carried out, such as public relations, advertising and product promotion. The remarkable features are based on the network technology platform and the users. The experience is centered. The current widely used forms include Weibo marketing, WeChat marketing, and soft text marketing. New media marketing is the result of the development of Internet technology and an ineviTable trend in the development of information society [1]. New media marketing has replaced the one-way communication mode of traditional marketing with two-way and targeted communication. The traditional marketing method is mainly cover-up. Through some traditional media, such as newspapers and televisions, the promotion and promotion of products is one-way. New media marketing has changed the traditional marketing model. Information technology can be used to understand the audience's consumption habits and geographical information. The products can be more accurately promoted according to the user's information. According to potential target customers, accurate promotion and marketing are more efficient and lower. The marketing cost of the enterprise and the improvement of marketing efficiency can better promote the enterprise products.

3. New media marketing approach

3.1 Weibo Marketing

Weibo marketing is a marketing method for merchants or individuals through the Weibo platform. In this way, users can be informed of their needs and products can be developed according to their needs. In 2012, Sina Weibo launched the enterprise service provider platform for enterprises. Marketing on Weibo provides convenience. Each user of Weibo is a potential marketing target, and the company's product information is updated through Weibo to lay a foundation for establishing a good corporate image and product image [2]. The marketing cost of Weibo marketing is smaller than the traditional advertising investment, and the coverage is wider, the transmission speed is faster, the pertinence is stronger, the marketing means is more diversified, the information is released conveniently, the operation is simple, and the interaction with consumers is stronger.

3.2 WeChat marketing

WeChat marketing is an online marketing method that arises with social software WeChat. Users can subscribe to the information they need. Merchants can promote products that meet the needs according to the user's information, and achieve point-to-point accurate marketing. WeChat has a large user base. With mobile terminals, enterprises can push information related to products, allowing users to receive information and understand the characteristics of the products. WeChat marketing is mainly based on the positioning marketing of mobile terminals. Enterprises can display products through the WeChat public platform to form an online and offline WeChat interactive marketing method [2].

3.3 Soft text marketing

Soft-text marketing is to let consumers enter the thinking circle set by the company through specific concept appeals, and to achieve product marketing articles or oral communication methods with strong pertinence [3]. In essence, soft text is the soft penetration strategy of enterprises through advertising forms. Through media expression and the spread of public opinion, consumers can identify with certain concepts and achieve the purpose of product promotion and sales.

4. Social media characteristics

Social media is a new concept that emerged in the Internet era. It changed the traditional mass communication model and changed the marketing mode of enterprises. Social media mainly uses the Internet platform as a medium to enable open dialogue, communication and communication between information publishers and receivers, which greatly enhances user participation [3].

Social media marketing refers to the use of social networks, such as blogs, encyclopedias, online communities or other Internet collaboration platform media to market enterprises, to achieve a way to maintain corporate public relations and maintain customer service. The current mainstream social media marketing tools are mainly divided into four categories: micro-marketing, such as WeChat, Weibo, blog, etc.; instant messaging marketing tools such as QQ marketing, MSN marketing, Ali wangwang, etc.; Q&A marketing tools such as Q & A, Baidu Know, 360 Q&A, SoSo Ask, End of the World, etc.; Encyclopedia marketing tools such as 360 Encyclopedia, interactive encyclopedia, and some professional medical encyclopedia, military encyclopedia [4].

The information dissemination process based on social media is mostly contributed, extracted and disseminated by netizens. It is characterized by participation, openness, sociality and connectivity. The initiative of netizens' information dissemination is strengthened, and any network user can become the main body of information dissemination [5]. For free information sharing and dissemination, the cost of communication is greatly reduced, and the entire information dissemination process is interactive. In social media, social behaviors such as common interests, purchasing power, and shopping desires enable online users to quickly form specific circles, such as

watercress, circle of friends, and so on.

5. E-commerce marketing advantage based on social media

E-commerce is the informationization of traditional business models. Common e-commerce models are: ABC, B2G, B2A, 020, B2C, B2B, C2C, etc. E-commerce has changed the way traditional business activities are traded, paid, and communicated, expanding the scope of business activities, improving the efficiency of business activities, and subverting traditional business models. The foundation of e-commerce marketing is information technology and information dissemination, while social media has created favorable information dissemination channels and channels for e-commerce marketing [5]. From the perspective of social media-based e-commerce marketing advantages, it is conducive to the shaping of brand image, is conducive to efficient communication of customer service, is conducive to targeted marketing and publicity, and can effectively reduce marketing costs.

In the e-commerce marketing based on social media, consumers also comment on products or criticize products on the community platform. Products with high praise will often spread quickly and win consumer recognition. Products that are not of good quality will lose market if they are bad reviews. In the pre-sales and after-sales communication, customer service can communicate effectively through social media, provide differentiated services to consumers, and meet the different needs of consumers [6]. In the promotion, for different social media platforms, different marketing and publicity strategies can be selected to enhance the targetedness of the promotion and target the target customers more accurately. Mainly manifested in:

5.1 New media has enhanced the creative space of advertising

The development of new media has enabled new marketing advertisements and methods, such as precision marketing, community marketing, database marketing and focus marketing. In these marketing models, advertising creativity can maximize the effectiveness of marketing through user participation. Integrate more creative elements into the marketing communication process, which can better integrate marketing communication methods and promote the strategic transformation and upgrading of enterprises. Moreover, the creative economy itself has a lot of room for development and is a very important factor in the competition between enterprises and products [6].

5.2 Better market development and after-sales support

Through new media marketing, companies can display their brand image more broadly and efficiently, in order to attract consumers' attention and better develop the product market. Through new media, companies can more fully understand the dynamics of the industry market, more accurately obtain information on the consumer market, understand consumers' evaluation of products placed on the market, and also understand potential threat information of competitors. Through the support of new media, enterprises can interact with consumers in real time [7]. Consumers' after-sales service can be processed online and deal with consumer complaints in a timely manner, which can better develop the market, maintain the market and improve consumer satisfaction. Degree, better for the promotion and marketing services of enterprise products.

5.3 More interactive and feedback for marketing results

In the new media era, companies can better interact with consumers, and it is more convenient for consumers to collect and track information. Consumers can obtain enterprise product information and marketing information. Taking WeChat and Weibo as examples, the social-oriented platform has become a platform with marketing characteristics in the current environment. Through the product information published by WeChat and Weibo, users can conduct real-time evaluation and give the company a kind of feedback [6]. According to the user's comments, the company can adjust the marketing method in time, and the interaction with consumers can bring the product marketing of the enterprise. New marketing ideas.

5.4 The spread of marketing information is fast

Under the background of new media marketing, the information of products is open and transparent. Every user may be the disseminator of product information [8]. After an attractive content is released in the social circle, the user will actively forward the communication. The reason is to avoid the smear of advertising, which will make users feel bored. It should start with the advertising content and creativity, and let the user recognize it.

6. E-commerce marketing strategy based on social media in the new media era

According to the previous analysis, e-commerce marketing based on social media has obvious advantages, which can improve marketing effect, reduce marketing cost, and promote brand image. Therefore, companies should use social media platforms to launch e-commerce marketing [8].

6.1 Social APP marketing

As of 2017, there are more than 700 million smart phone users in China, and mobile APP has become an important tool for people to obtain information and communicate in daily life. Nowadays, there are basically "low-headed people" in subways and buses. Most people look at the screen of mobile phones, and many social apps become virtual social circles. Therefore, corporate e-commerce marketing can fully spread information through social apps. According to statistics from the China Economic Net, the current mobile APP market has exceeded RMB 45 billion. Enterprises can use interactive social products to disseminate interactive product information to potential customers, and use the advantages of online virtual communities to create opportunities to communicate with consumers [9]. For example, many companies are currently using the stupid bird social app for product information dissemination and marketing, and targeted marketing for each customer's corresponding behavior trajectory data.

6.2 Weibo Marketing

Weibo is the mainstream social media in the micro era, with information push and share functions, which can attract audiences in a short time. According to incomplete statistics, the daily spread of Weibo information exceeds 200 million, and the total number of users on all platforms exceeds 500 million. The influence of information dissemination is great. Therefore, companies can use Weibo to conduct e-commerce marketing and brand image. Such as: release product information, brand information, push corporate consultation and news, provide a platform for Weibo users and consumers, close the distance between consumers and enterprises, create hot topics for enterprises, provide product evaluation opportunities for consumers, strengthen e-commerce Marketing effectiveness [10].

6.3 WeChat marketing

WeChat is a network social software launched by Tencent. It has powerful information dissemination and push functions. It has covered 95% of China's smart phones. The number of monthly active users reaches 549 million. The market is huge and has always been regarded as the most important by enterprises. Marketing platform. WeChat public account and circle of friends all have information dissemination mechanisms, which can provide a way for e-commerce marketing. Therefore, in e-commerce marketing, companies can establish their own WeChat public number, push messages to consumers, and establish long-term contact with consumers [10]. In addition to the WeChat public account, WeChat friends circle is also an important marketing platform. Moreover, based on the e-commerce marketing of WeChat friends circle, the information dissemination is authentic and interactive, and the marketing promotion content is more likely to gain consumer trust.

7. Summary

Considering the service model of e-commerce enterprises from the perspective of new media, it

not only conforms to the mainstream consumption concept at that time, but also helps consumers to provide network consumption assistance through the platform of social media. It has the duality of saving time and making full use of network resources. Under this kind of marketing, consumers can improve the autonomy of using e-commerce platform consumption, and can also enhance the comprehensive competitiveness of e-commerce enterprises in the new media era. For example, Weibo, WeChat, and social apps all have a large user base and can provide a platform for e-commerce marketing.

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