

## Research on Marketing Model Based on Social Network

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**Abstract:** With the continuous development of Internet technology, China's social network is also more and more developed. The Internet has promoted the development of social network marketing with its advantages of informationization and high efficiency. At present, China's social media market has been ranked first in the world. Social network marketing can develop a more targeted marketing model based on product characteristics, consumer positioning, and business needs. It can not only expand the scope of product information, but also interact with consumers. The marketing cost is also lower than the traditional marketing model. Companies can improve their market competitiveness by innovating social network marketing models. The article focuses on the marketing model of enterprises under social networks.

### 1. Social Network and Social Network Marketing

Social network refers to the social structure form of multiple individuals and social organizations. People and organizations participating in social networks can communicate and communicate in real time through social networks to enhance their connection. In the network of social networking platform structure, each individual and organization are independent of each other, but they are interdependent. In the process of exchanging information, each of their different values is passed, and finally a complex and diverse social network relationship is formed. Different network social platforms and tools have different focuses for different users, but in essence they provide users with a tool to facilitate their information exchange and communication, so social networks have become essential for modern people's lives [1].

Marketing is about selling products, while social networking is marketing products through social networks. Individuals and organizations in social networks exchange according to different needs. The entities of social networks, namely individuals and organizations, and the exchange of needs between individuals and organizations generate network marketing. It can be seen that social network marketing fully utilizes the advantages of network information convenience and high efficiency, and uses social networks to promote product information to users to improve the influence of products and ultimately achieve the marketing goal of selling products.

### 2. The Advantages of Social Network Marketing

Compared with the traditional marketing model, the advantages of social network marketing are mainly reflected in the following aspects:

First of all, the spread is wide. With the continuous development of mobile communication technology, there are more and more users of intelligent mobile terminals in China, which provides a new opportunity for the development of social networks, and the coverage of corresponding social network marketing is also more extensive. People can use social networks for real-time information exchange. Social network marketing can also push product information to users at any time, regardless of time and space [2]. Users can see the messages sent by enterprises by logging in to the social network. Again, the means of communication are more diverse. The social network-based marketing model can send text, pictures, videos, links and other forms of information to users. These forms of text and audio and video are more likely to attract users' attention and enhance the expressive power of product information. Strengthen the user's impression. Finally, the dissemination of information is easier to preserve. The social network users can use the information

forwarding and sharing function of the platform to push messages to other users, and the invisible users become the product advertisers, and the messages sent by the enterprise through the social network platform are always saved in the user's social network terminal, which is convenient for the user at any time. Looking through it, you can also download and save, which greatly improves the depth of information penetration.

Social network marketing can more effectively attract customers to pay attention to products, which are manifested in the following aspects:

First of all, the positioning is accurate. In the traditional marketing model, the method of “widely spreading the net and covering all” is often adopted. The extensive marketing makes different users passively accept various advertisements, and most of the users do not pay attention to marketing information, which not only fails to achieve good publicity effect. It is also a great waste for the resources of the enterprise. The social network can accurately display the marketing advertisement according to the user information, and the merchant can view the user's personal information within the authority, and push the information to the user according to the age, gender, and even the personality signature, the avatar, etc., which greatly improves the accuracy of the marketing positioning. Second, social network marketing can interact with users. In traditional marketing, most enterprises send product information to users unilaterally. In the social network-based marketing model, users can communicate and communicate with enterprises through social platforms. Users can know detailed product information in time, and enterprises can receive them in time [3]. User feedback has greatly improved the effectiveness of product marketing. Again, you can get more user information. In the traditional marketing model, the merchant can only understand the user's personal information by observing, and in the social network, the enterprise can form more understandings of the user through the personal information registered by the user, such as age, gender, personality signature, location, photo album, etc. The more you know about the user's personal information, the more accurate the analysis of the user's needs, the easier it is to find potential customers, and greatly improve the accuracy of marketing. Finally, enrich the service content. The marketing method based on social network can provide users with more additional services, such as business inquiry, business unsubscribe, etc. These services are closely related to the vital interests of users, and users can enjoy the quickness and convenience of enterprise services through social networks. It is important to cultivate its loyalty to the company.

First of all, the cost of publishing product information through social networks is far lower than that of traditional media. For example, the annual certification fee for WeChat public platform is only a few hundred yuan. The public platform is completely free of charge. Enterprises can use the public platform to send product information for free, greatly reducing the number of products. The promotion cost of the enterprise. Second, the operation and management costs are low. Traditional newspapers, radio, television and other marketing tools are very expensive to operate and manage, and the operation and management costs of social networks only need to pay the manager's salary, even if the third-party marketing operation team is hired, the charges are lower than the traditional marketing model. Therefore, the operation and management costs of the enterprise are greatly reduced. Finally, the cost of marketing activities is reduced. The social network platform can not only send advertising information, but also attract users to increase the number of visits to the platform through online games, thereby increasing the online transaction volume between enterprises and users. Throughout the process, the company combines advertising and physical management, and users can complete the purchase through the online experience of the product, which also greatly reduces the user's purchase cost [4].

### **3. Social Network Marketing Implementation Strategy**

The advantages of social network marketing in reducing corporate marketing costs and improving the effectiveness of advertising are obvious, so companies can implement social network marketing strategies from the following aspects:

At present, the commonly used social network marketing models mainly include multi-level agent mode, multiple social network joint mode, multi-channel integration mode, etc., enterprises

should choose the applicable marketing mode according to their actual situation. First of all, the multi-level agent model is mainly to expand the agent group to carry out multi-level agency to improve marketing performance. In the social network marketing, enterprises must continuously improve the sales ability of marketing employees, so as to create greater value for enterprises. For example, in the large-scale commodity sales websites such as Tmall and Jingdong, a multi-level agent model is established, which is conducive to large-scale promotion activities such as “Double Eleven”, “Double Twelve”, “New Year’s Day” and “Spring Festival” to encourage retailers to participate in promotions and improve business. Amount, retailers can get more profits with less help from the company, and the company also improves the marketing effect of the products through the multi-level marketing of retailers. For some large enterprises, different marketing teams can be set up as multi-level “distributors” within the enterprise. They also use social network platforms to sell, and give them spiritual and material rewards according to sales, thus encouraging them to continuously increase sales. Secondly, the joint mode of multiple social networks refers to the development of a single social network into a joint marketing model of multiple social networks. It can be said that multiple social network joint marketing models are one of the most ideal modes in the network era. Enterprises can publish product information or links on major e-commerce platforms. Users of different platforms can view product information of enterprises, which not only expands the information coverage of products, but also can understand the information of other similar products on different platforms [5]. Know the characteristics and advantages of products and other products to develop a more targeted marketing strategy. Finally, the multi-channel integration model means that in addition to releasing product information on the e-commerce platform, the company can also promote products through web pages, search engines, etc., and fully utilize the sales functions of various dating software, shopping platforms, and live broadcast platforms to improve the enterprise. In addition, we should not neglect the expansion of traditional media propaganda channels, combine social networks with traditional media, establish a comprehensive, three-dimensional marketing model, and increase the market share of products, thus achieving the largest corporate profits [6].

Social network marketing can break the limitations of time and space, making product information spread rapidly in virtual networks, while virtual forms express the real emotional and material needs of social individuals. Therefore, enterprises can use this attribute of social networks. Products are placed in virtual items, and social network users are encouraged to use virtual items to communicate and communicate with others and in the process to expand the influence of enterprise products, this marketing model is product plants. Compared with the traditional hard promotion, the form of the product plant is more acceptable to the user, which improves the user's initiative in understanding the product, thereby weakening the boredom of the hard advertisement and causing the user to improve the advertising effect. In addition, enterprises can also embed products into virtual gifts. Users can present and reward virtual gifts on social network platforms. This process virtually expands the promotion of corporate products and enhances their advertising effects.

The social network marketing model has the characteristics of interaction. Enterprises and users can interact through social networks. Enterprises should make full use of this feature to establish a timely and effective information feedback system, strengthen the connection with users, and timely understand the users' products. Feedback and suggestions, then filter, analyze and integrate the user's feedback information, and make timely adjustments to the existing marketing model and product strategy based on the analysis results, so as to improve the sales speed of the products and give play to the sales advantages of the products, thereby improving The comprehensive competitiveness of enterprises [7]. Enterprises should provide personalized and professional services to customers, strengthen effective interaction with customers through various means, timely obtain user feedback information, understand their real needs, and tap more potential consumers, such as formulating individuality. In addition, companies must establish a customer information system to better understand the psychological needs of customers to improve the pertinence of product push.

#### **4. Conclusion**

In short, product marketing based on social networks has the advantage that traditional marketing models cannot compare. Enterprises should choose the applicable social network marketing model according to their actual situation. Otherwise, at present, the development of social networks in China is not mature. Enterprises should further standardize their marketing order and product sales management process. When product placement, it is necessary to fully understand the characteristics of social platforms and the positioning of their products to enhance product information promotion. Enterprises must clarify the application value of social networks, establish an advanced information management system, and fully utilize the maximum value of social networks at the technical level to continuously expand the marketing channels of enterprises.

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