

Weibo Design and Marketing Strategy

-- Take "Kuai Kuai" Umbrella as An Example

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Abstract

At present, when people are constantly weaving "weibo", that is to say, a new way of network marketing -- weibo marketing. This paper takes "kuai kuai" umbrella network as an example, analyzes the overview of weibo marketing, marketing methods, etc., and develops corresponding weibo marketing strategies based on the positioning of our "kuai kuai" umbrella network website. Finally, it summarizes some techniques and effects obtained in the process of microblog marketing.

Keywords

Weibo; Weibo marketing; Network strategy; "Quick quick" umbrella net.

1. Introduction

At present, the hot growth and rapid development of microblog shows that the advantage of microblog lies in convenient information release, fast propagation speed, strong interaction and wide influence. Weibo is not just a media, not only an entertainment tool, its potential is infinite.

With the hot microblogging, that is to say, the birth of a new way of marketing, it is microblogging marketing. The characteristics of microblog marketing are outstanding. Compared with the traditional way of publicity, microblog marketing does not require a large number of approval procedures, and does not require broadcasting costs. To a large extent, it saves human and material resources, mainly financial costs. The process of weibo publishing is extremely simplified. Press the keyboard to publish the information in the first time, and the information can be developed to any corner in a short time. Strong interaction; With rapid growth. Weibo is used partly for entertainment, but more because of its strong commercial value.

2. Overview of Microblog Marketing

2.1. Common Marketing Strategies

Network information age, we commonly used network marketing strategies are: micro-blog marketing, blog marketing, email marketing, QQ group marketing, BBS marketing, video marketing, and so on. Why do we "quick quick" umbrella website to choose micro blog marketing?

Through analysis and synthesis, compared with other network marketing methods, microblog marketing is more effective and interactive, highlighting the core of people. Of course, other marketing methods also have their bright spots, need to be used at the appropriate time, will be twice the result with half the effort.

Weibo is like a small free media, which can have its own audience and voice. With more than 100 followers, it's like a magazine; Over 100,000, it's like a metropolitan newspaper; Over a

million, it's like a national newspaper; Over 10 million, it's like a television station; Over 100 million, it's CCTV.

2.2. Operation Process of Weibo Marketing

Marketing planning is the company's guidance board, through planning to draw a guide map, help the company to better find the direction in weibo, toward success. So "quick quick" how to do a good job in weibo marketing?

3. Weibo Marketing of "Quick Quick" Umbrella Category

"Behind every weibo user is a living consumer." Since 2009, sina has launched its microblog service, which is widely used. Now, the monthly coverage of weibo service has reached 300 million people, up 105.6% year on year, and the penetration rate has reached 64.9%, while the monthly effective browsing time has reached 250 million hours, up 311.4% year on year. From the data of user growth scale, the user cultivation of weibo has entered a mature stage.

You need a "neck", let you know more about your customers, friends, enemies, let you get new knowledge every day, pleasure, that is a powerful promotion platform. Weibo platform has become an important channel for enterprises to hunt for brand image and product sales. By creating weibo, enterprises can not only publicize their products, but also well elaborate their corporate culture. This website USES weibo for promotion, and will establish a weibo marketing team system belonging to "kuaikuai" umbrella network. What we need to create is a microblog that everyone likes and that can be visited repeatedly. This requires our microblog specialist to operate and maintain, and continuously provide information that is worth seeing and reading for target visitors, so that other microblog cannot replace our microblog. We should achieve differentiation from the functional level, and build personality from the perceptual level. Such a sticky micro blog, can continue to accumulate fans and attention, at this point you have irreplaceable sex and unique charm.

3.1. The Opening of "Kuai Kuai" Umbrella Network Microblog

We are tired of long speeches. We like to be fresh, interesting and happy to accept our ignorance. So micro blog marketing must be simple, accurate, humorous, subversive! The unique charm of personalized microblog is very sticky, attracting fans will increase, and the probability of return visit will be very large, so as to accumulate fans and attention. "Kuaikuai" umbrella network also opened a number of weibo, such as sina weibo, tencent weibo, sohu weibo, netease weibo. Of course, weibo management and operation design to get a lot of things, such as editing, customer service may be beautification and other direction of work. For us "quick quick" umbrella category, we are in the early stages, so I have to do more than one person. I will frequently update the content of fans' interest and bring our website as much as possible on weibo for promotion. In addition, "quick quick" umbrella micro blog actively increases the number of listening micro blog users every day to attract more people to pay attention to the micro blog of our website.

In line with the marketing plan of "kuaikuai" umbrella category, the registration of sina weibo members is taken as an example. Because it is the promotion of "quick quick" umbrella website and weibo itself, we can set the background of weibo with a fresh and creative background. Members are named as "quick quick umbrella" or "happy-go-gift" and use authentication; Labeled "business", "Fashion", "memorandum", introduce yourself is: the humanized and innovation, personalization, facilitation, memo function of one-stop "quick quick" umbrella class web site, welcome to happy-go-go.com. Our slogan is: "umbrella class don't forget happy, we go gogogo together". Of course. Weibo focuses on daily updates and maintenance, followed by classified statistics of recorded data. So you can imagine how important this is.

3.2. Content Marketing

"Weibo marketing, content is king", based on the user like your content to stop to look at, read, in the "quick quick" umbrella type network content insert some such as video, pictures and other forms to show our website products or information, really let users pursue their favorite content. In these contents, you can provide the latest customized crystal products, new Iphone cases, greeting CARDS, mobile phone bills and so on.

Of course, such prizes are not given every day. If we continue to use umbrella gifts as a means of excessive use of such means, it will not be practical help to sales, and will only waste human and financial resources. Sometimes, not all rewards are materialistic. Powder, for example, we can provide centers around the "interested in little things," make haste "umbrella network" memory "function, special discounts and exclusive new fans," make haste "umbrella silhouette of life, also can be provide the recent popular gifts, food, play point or caring warm prompt, etc. For example, the post reads, "what are the two small clenches on the giraffe's head? Some people even say it's a deer gizmodo. The wifi in the zoo depends on it! Love happy, love umbrella shopping, follow @happy-go-gift."

3.3. Event Marketing

Weibo has a wide coverage, great influence, and the number of users is growing rapidly. Communicate with fans to understand customers' needs, so as to realize accurate marketing and better serve customers. Have prize activity to be able to gain person eyeball, have heavyweight lethality undoubtedly to stirring consumer, "quick quick" umbrella kind net passes activity sale, must be able to mobilize the enthusiasm of fan, enhance brand influence, promoted the image of the enterprise greatly.

Judging from the successful cases in the past, we can imitate the methods of event marketing of those successful enterprises in the past. In the umbrella category of "quick quick" website, those who buy umbrellas will give us five points of gift evaluation after receiving gifts, and @our microblog will have the opportunity to participate in our prize giving activity. Gifts will be randomly sent by us to the small umbrella category of the website. Or the number of times meet our requirements, we can for its free of charge, on the day you choose, we will be timely delivery for you.

3.4. Emotional Marketing

Quality content is the foundation, interactive communication is the core! Brand building not only includes products, symbols and personalities, but also has a very important point: the enterprise itself, which has been empty and rigid corporate culture difficult to communicate with consumers. However, weibo on the Internet has incomparable affinity, which is less dogmatic and more humanized. Enterprises choose microblog as an easy way of interaction to mobilize users to participate in it, deeply enter the heart of "weibo fans", and connect the influence of the brand with emotional chain.

Our microblog should have a feeling of warmth, mood, personality, response and characteristics. Active attention to fans, timely reply to fans, know how to be polite, be a good blogger. Should pay attention to the communication and interaction with fans, so as to resonate with fans emotionally. Understand fans' satisfaction with umbrella category and their opinions and Suggestions on attaching importance to our website. Enterprise microblogs that pay attention to human interest are more favored by consumers, so as to build a high-quality enterprise microblogs with high loyalty and activity.

3.5. City Will

"Fast and fast" umbrella class network held in the city, because "fast and fast" umbrella class network has "memory day", we can in this place, such as wenzhou city, the event will be held in

wenzhou stadium. We will invite those who are on their birthday on December 21, 2012 to participate in the event, such a mythical end of the world, with the theme of "happiness is no longer far away". Finally, we will have the game link, will send out "quick quick" umbrella category net super experience package. Such an experience bar is low and has great significance. It can attract users and trigger a large amount of forwarding and participation. During the activity, the photos will be uploaded and forwarded crazily, and users will also interact with each other. Wenzhou stadium is also very cooperative with the promotion, "quick quick" umbrella type net later did a lot of positive activities, increased popularity.

3.6. Website Promotion

On weibo broadcast some about food, cosmetic to lose weight, dressing, digital products, such as information has a strong interest in celebrities, we have high by forwarding "certification" celebrities or fans attention in grassroots celebrity weibo about the above content, at the same time in the comments on their weibo advertising our "quick quick" umbrella class network, such as attach a website address, product url, slogan, and our advantage is "free membership, and personalized notes to remind.

Weibo marketing, as an emerging online marketing means, is attracting more and more people's attention and favor. The content of weibo marketing is becoming more and more colorful and important. But it is a long-term investment of a lot of energy and time marketing, we can not relax, a little more encouragement every day, I believe that we must in our heart under the operation, will win! cars only As long as enough patience, careful enough, think more, will be able to do a good job of micro-blog promotion, even to the extreme.

4. Application Skills of Weibo Marketing

Many people believe that weibo is just text messages, essays and even chatter. Indeed, as mentioned above, but, "quick quick" umbrella class net opened a micro blog is not for pure entertainment, we are running that "quick quick" umbrella class net create value as our premise. If we want to make a sound and sustainable development, it is not enough to simply deliver value in content. We must pay attention to some skills and methods.

"Activities + prizes + attention + comments + forwarding" is the main way of microblog interaction at present. By giving prizes through activities, enterprises and customers, bloggers and fans will form regular exchanges, which will form an emotional link and slowly generate emotional recognition. The authentication treats the fans, strengthens the interaction, communicates attentively, caress attentively, this kind of communication slowly evolves into a kind of delicate emotion connection, but is not the benefit chain, the enduring firm foundation.

4.1. Get High-Quality Fans

It's not who you know, it's who knows you, it's not who influences you, it's who you influence. Weibo increases its popularity through its fans. When the retweet rate and comment rate increase, does your weibo become valuable? So "active users" are very important.

In general, it is not just material rewards that are valuable for companies to change their perception of value. It's more important for visitors to develop a reading habit! Of course, fans will be more loyal if they combine some benefits in return. For example, happy umbrella shopping network will regularly hold award activities and provide free prizes to encourage them, so as to accumulate fans more quickly and increase loyalty.

4.2. Optimize the Tags and Topic Settings

Experience has proved that it is very important to set labels properly. Sina weibo recommends people with common labels or common interests to follow. And the use of topics, so that the number of reposts and attention can float to the recommendation section. In response to this

tip, the happy umbrella category is labeled "business," "Fashion," "personality," and "umbrella." In the process of accumulation, there will be fans with the same label as us.

4.3. Weibo Optimization Preferred Hot Keywords or Hot Topics

We try to start with keywords or key phrases, and we try to use those keywords and terms that are easy to search for, so that we can increase the rate of search engine crawls. However, we need to think about the content that is promoted. For example, we publish "aokang counter sells tips" on weibo. Fact! Fact! The biggest special price of the year, double 11 carnival promotion in advance! Aokang official authorization shop special offers! Can you HOLD it? The crazy 50 percent discount is in progress, what are you waiting for, miss today, come back next year!" The hot keyword is "aokang counter".

4.4. The Name Selection of Weibo Is Easy to Remember

Choosing a weibo name is the same as choosing a website name. It is simple and easy to remember. Let the weibo name become your spokesperson. When people see your twitter name, they can quickly record it, and the name you choose to represent the site you are promoting. Our microblog is called "kuaikuai" umbrella category.

4.5. Keep the URL Short and Clear

With twitter names, twitter urls become even more important. After all, you need a URL to access twitter, and that URL can affect the results of search engines. The URL of our microblog:, which not only makes it easy for you to remember, but also makes it more vivid. Our urls: <http://weibo.com/happy-go>

5. Pay Attention to the Key Points of Microblog Marketing

5.1. Gaining Fans' Trust Is Fundamental

Microblog marketing is an active communication based on trust. In the release of marketing information, only by gaining the trust of "weibo fans", "weibo fans" can help you retweet and comment, and can produce a greater communication effect and marketing effect. Maintaining trust is built on retweeting and commenting on fans' messages, even when they are in trouble, and solving problems for them. In this way, when we publish marketing information, they will actively help to forward.

5.2. Marketing Through Activities

Prize activities are very attractive to the user's eye, can achieve good marketing results. Users will have the chance to win prizes if they retweet and comment on weibo messages of "kuai kuai" in a certain format. The prize must be the user's favorite, so as to fully mobilize the enthusiasm of "weibo fans". Or it could go viral by offering discounts and discounts on annual blood sprayings through its umbrella category. Of course the text has to be seductive, and with beautiful propaganda pictures. It's best to use a lot of weibo followers or celebrities to retweet them to maximize the effect of the campaign.

6. Evaluation of Marketing Effect of "Quick Quick" Umbrella Online Microblog

The effect evaluation of microblog operation has been the biggest obstacle for enterprises to really enter microblog or social network. The microblog system of "kuai kuai" umbrella is still in the early stage of establishment, so we will analyze the marketing effect of microblog with the following points:

Micro-blog marketing is just launched a network marketing way, through the fans of viral spread, spread ten, ten hundred, hundred, thousand... Small micro world condenses strength, also achieved the huge potential of marketing in today's society.

"Kuaikuai" umbrella website is a newly established microblog. Through the early construction of microblog, the number of fans, the amount of retweets and comments of blog posts has been on the rise every day. In addition, "kuai kuai" umbrella websites will continue to be fans of each other, comment on each other and forward, so as to accumulate the number of fans and increase the spread of weibo.

According to reports, in people's micro world, the schedule of online user activity is like this, with the most active users in the evening, followed by the morning and a little less in the afternoon. Weibo posts are usually posted from 9:30 to 12:00 in the morning, 3:30 to 5:30 in the afternoon, and 8:30 to 11:30 in the evening. During these times, people spend more time looking at new things online. In terms of content, we will release it in combination with the products of our website. Of course, these contents will arouse the favor of users and make them feel that they are worth watching and turning.

It is an important link of microblog marketing to evaluate the effect of "quick and fast" umbrella network. Through evaluation, we analyze the information reflected, thus pointing out a bright road for the future development of microblog marketing of "quick and fast" umbrella network. Correctly guide the marketing strategy planning of "quick and quick" microblog, and finally strive to achieve the brand image, corporate culture and expand its influence in the world.

7. Conclusion

As a new emerging network marketing means, micro-blog marketing has important commercial value and great potential. Weibo marketing needs enough fans to achieve the effect of communication, of course, popularity is the basis of weibo marketing. It should be said that in the case of no visibility and popularity through micro-blog marketing, it is difficult! So accumulate fans and increase attention. Due to the fast speed of new content in weibo, if fans don't pay attention to the information released in time, it is likely to be buried in the mass of information. Propagation power is limited. As a micro-blog article only has dozens of words, its information is limited to the platform where the information is spread, and it is difficult to be widely reproduced like a blog article. At the same time, due to the lack of enough fun and entertainment, it is difficult for a message to be reposted as much as the posts on kaixin001, unless they are influential celebrities or institutions.

A successful marketing strategy can not only rapidly increase the number of website visits, but also increase sales for enterprises, obtain more benefits, and rapidly improve the brand image of enterprises. "Make haste" umbrella sites in early used weibo marketing, it pushed the "quick quick" umbrella brand propaganda, rapidly improve visibility, and for the enterprise to reduce the marketing costs, convenient for two-way interactive website with fans, in view of the trend in the marketing process has made a quick response, and take the right marketing strategies, enhance the degree of satisfaction.

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