Micro-Blogging Marketing Based on the Characteristics of Network Consumer

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Abstract: With the development of the Internet, micro-blogging marketing as a new marketing approached with low-cost, high-impact, high interactivity and accuracy advantages. A new consumer group, network consumers group have distinct characteristics to traditional consumers. Therefore, the research of micro-blogging marketing strategy based on the characteristics of the network consumers is of important theoretical and practical significance. According to network consumers’ characteristics and the definition and advantage of micro-blogging marketing, this article puts forward the corresponding countermeasures with case.

Keywords: Micro-blogging marketing; network consumer; marketing strategy

1 Introduction

The close integration of the Internet and the economy lead the marketing to the network marketing phase that shortening the distance between producers and consumers, reducing the circulation of goods, and that completing all transactions from the online process by consumers. With the emergence of micro blog, micro-blogging marketing makes the network marketing to a new stage. Taken from the Marketing Report of DCCI Internet data center: In 2010, the total registered account active service exceeded 65 million; by the end of 2011, the independent users will reach to one hundred million; in 2013 the domestic market will enter the mature period. Undoubtedly, the micro blog will become another important business battlefield in the future.

2 Related Theories

2.1 Micro-Blogging Marketing

Micro-Blogging is a platform based on sharing, dissemination and access information by relationship users, currently restricted to only 140 characters per message which is short, sharp and to the point. The user can form a personal community and update information through the WEB, WAP and various clients, and realize the real-time share. According to Beaumont’s definition, micro-blogging has taken the concept of blogging which is sharing thoughts and opinions, inviting discussion and telling people about your life.

As can be seen from the above definition, micro-blogging has the characteristics of dissemination information, that is to say, micro-blogging is Natural marketing. By micro-blogging marketing is meant that propaganda enterprise culture idea, promotional products, providing services, market information, and the consumer deeply interaction, and then constantly expand brand influence, obtain low cost high spread ideal effect.

Table 1. Comparison of five kinds of platforms

<table>
<thead>
<tr>
<th>Marketing Approach</th>
<th>cost</th>
<th>influence</th>
<th>interactivity</th>
<th>accuracy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Ad</td>
<td>5</td>
<td>1</td>
<td>N/A</td>
<td>2</td>
</tr>
<tr>
<td>Search Engine</td>
<td>4</td>
<td>1</td>
<td>N/A</td>
<td>5</td>
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<tr>
<td>E-mail</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>2</td>
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<tr>
<td>SNS</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Blog</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Micro blog</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

After 2010, micro-blog in China is now increasing. According to iResearch’s analytic data(table1, the figures represent level), among the five listed major marketing approaches in China, micro-blog marketing currently is with the lowest cost and performs best in these important indexes: influence, interactivity and accuracy.

2.2 Network consumers

From the figure that the evolution illustration from AIDMA (attention-interest-desire-memory-action) Model to AISAS (attention-interest-search-action-share) Model, we can see that the end of the AISAS model is no longer in a gradually reduce form with time. The network consumers can share information through some platform, such as micro-blogging, so the marketing effectiveness and brand influence is interpersonal gradually enlarge, and more potential customers by purchasing the goods or services for sharing information become into real consumer. Despite the effect of corporate marketing exists natural attenuation trends, but it can be enlarged by the consumer interaction. Consumer interaction can improve the enterprise marketing activities of the real conversion rate.
From the above analysis, we know that network consumers are different from traditional consumer. Firstly, initiative consumer processes. Shopping online is the result of a positive action network consumer. Consumers, according to the needs, active search related products and to purchase. Therefore, Consumers feel more comfortable shopping environment [8]. Secondly, individual consumer demands. The needs of online consumers showed significant differences, and every consumer is a tiny consumer market into the mainstream of individual consumption [9]. Finally, rational consumer behavior. Network consumers can break through the geographical constraints, compare and choose carefully to vendors and products with good quality and credit conditions [10].

3 Marketing Issues for Network Consumers

The Micro-blogging coupled with high expansibility is all just commercial application in the global scope. Problems with which enterprise must be faced will stand out when the Micro-blogging marketing was used.

1. Relying too much on network consumers' initiative

On the one hand, a single micro-blogging form makes marketing not comprehensive. Under the restrictions of 140 words plus pictures or video content, many products or activities are not covered for enterprises, leading to a single marketing model. Even if the network consumers have a full initiative, it cannot make up for the defect of the single marketing mode. On the other hand, corporate advertising is boring for the majority of users. If companies spend too much effort in advertising, the user will discard unwanted information with full play to the initiative, and even cancel the corresponding interest.

2. Ignore the individual consumer demands

The most important is popularity in the blog. In order to gather fans, corporate micro-blogging must attract user's attention and stimulate the users' interest. Only in this way can we go to affect users to be potential customers, to spread enterprise reputation. If no users, this marketing way is little effect.

Enterprises constantly publish advertising and promotional in one-way without the attention to analysis of micro-blogging clients and potential clients individual needs, lack of brand value have fun interactive content. This has led to consumer dissatisfaction, or even directly to pull the black enterprise micro-blogging to refuse to accept corporate and brand updates. So the effect is negative.

3. Against the rational network consumers

Micro-blogging marketing activities are instability with risk. In micro-blogging marketing, it is not good control for the speed of dissemination, the direction and the quantity, so the enterprise cannot grasp the marketing the initiative in passive state. The company, a subsidiary of Manasseh’s rainbow sugar micro-blogging, once is out of control. And many competitors registered brand account to distribute malicious information preceded. This kind of uncertainty factors will increase the risk of micro-blogging marketing and bring insecurity to rational network consumers. The virtualness of micro-blogging brings no-confidence to network consumers. One of the biggest features of the Internet is that you can not confirm each other's true identity. Although micro-blogging has user authentication, it is not strict. Take Guo Meimei event for example, it gives us a profound lesson.

4 Micro-Blogging Marketing Strategy

Although micro-blogging marketing was born soon, some companies have come in the front. We should learn from these success stories and then implement marketing micro-blogging combined with the characteristics of their own and network consumer.

4.1 Interactive marketing strategies

Micro-blogging is not a monologue, but rather to take an interactive marketing strategy to meet the fans to create and share the spirit of willingness. Therefore, enterprise can mobilize the fans enthusiasm.

(1) Full participation. Micro-blogging is a platform where can display the public image of business and communication. To attract more and more fans, only on one or two administrator is far from enough. The enterprise needs to ordinary employees act as ambassador, and many fans do an equal exchange to provide more interesting and personal perspective. In early 2010, hundreds of beautiful flights in China Eastern Airlines Corporation register Sina micro-blogging with the nickname "Ling Yan". They show their enterprise image and culture connotation through the micro-blogging public opinion on China Eastern Airlines.

(2) Classification management. Companies can create multiple different micro-blogging to the purpose of marketing activities according to the concerns with different interests and hobbies. Dell issued variety micro-blogging news to different groups, according to the classification methods of the micro-blogging. The information is divided into different accounts. The data show that by the end of March 2010, dell in micro-blogging marketing activities for the company has produced more than 7 million dollars PC, fittings and software of the order.

(3) Professional. Micro-blogging positioning is very
important, but the professional is more important. With the market competition, only it might surpass rivals, so professional is a micro-blogging important index in competitiveness. Therefore, the large-scale enterprises should set up specifically responsible for network marketing, or by the planning department document, planning is responsible. If smaller or lack of the management capacity, enterprises may entrust a professional company agent.

4.2 Viral marketing strategies

After open micro-blogging, companies need to take the initiative to find the target audience to meet individual consumer demands.

Firstly, forward. With the refining distinctive text, fans are likely to be a lot of forwards, thereby increasing the impact of micro-blogging. Youmi Net launched an activity called "guess the video, win iPhine". This activity won tens of thousands of forwarding and comments. Related video hits on Youmi Net have risen sharply, and the mainstream media reported for many times.

Secondly, use of key words. It is very important for "Label" and paste it. While some of the topics or words appear, users browse for more attention by micro-blogging. Take Pfizer in Twitter for example. In order to attract and expand its fans group, it search on "depressed", "depression" and other key words to find potential depression patients, and actively provide related information to them. For those whose needs are not being fully met, enterprises can even focus on those terms with competitors or industry-related topics and information in order to develop them into true fans or customers.

4.3 Word-of-mouth marketing strategies

The sense of participation and sharing greatly increased in the micro-blogging era. The network consumers are willing to put their shopping experience on the web to share. The recommendations from friends are increasingly becoming the basis for purchasing, and also eliminate the risk of a crisis of consumer.

(1) Use star effect opportually. The enterprise should give full play to the star effect, and then expand brand influence through the blog opinion leader role. In March 2011, Yahoo Research announced that the 20000 elite Twitter users attracted nearly 50% of their attention, but they account for only 0.05% of the total. The release of the Nokia N8 attracts a lot of stars through the micro-blogging platform. Star as opinion leaders, have millions of fans. It produces a kind of benign circulation that a comment could cause tens of thousands of comment, forwarding, fans comment further, so it can obtain good brand communication effect.

(2) Prizes magical effect. Starbucks organize a very successful activities that a green cup comes with a cup of coffee can be obtained for free. Users upload their own pictures for a good publicity to the Starbucks brand. All enterprises should actively explore the micro-blogging marketing road, from which to obtain benefits.

(3) The clever use of humor. In June 2011, Durex has released such a post----“Beijing heavy rain today, but two Durex in wallet.” In addition, there is a picture that a boy in the rain set the condom on the shoe to prevent the shoes being ruined. The micro-blogging in a few days was forwarded 70,000 times. The micro-blogging showed performance with humor, so all of us remember this product. This micro-blogging marketing concept is the memory refresh.

5 Conclusions

Since the media in the information explosion era, micro-blogging has clearly become an indispensable platform for the dissemination. The characteristics that low-cost, high-impact, high interactivity and accuracy change people's lifestyles, communication habits and inherent model of corporate marketing. Man stepped into the era of micro-propagation.

This article deals with interactive marketing strategy, viral marketing strategy and word of mouth marketing strategy based on the feature of the initiative for online consumers, individual consumer demands, and the rational behavior. From the above analysis, we can see that the enterprise micro-blogging marketing not only can play the role of propaganda, but also can improve the relationship between businesses and consumers. At same time, it can achieve the effect of the promotion of enterprise information. In short, micro-blogging is a vast platform for network consumers, and provides a new marketing battlefield for more enterprises. For the other point of the micro Po marketing strategy, the majority of managers and scholars should go further exploration and research.

References
