

Analysis on the Marketing Mode and Economic Development Trend of Internet Celebrities in the Era of We Media

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Abstract: With the rapid development of Internet technology, a group of influential internet celebrities have been created. Some e-commerce and enterprises seize the opportunity to make use of the influence of Internet celebrities to carry out a lot of commercial publicity in order to create certain commercial value. Finally, a new economic model called “Internet celebrity economy” is formed. This paper expounds the definition and development status of Internet celebrity economy, introduces the marketing mode of Internet celebrity economy in China, and finds out the existing problems. In view of the healthy development of network celebrity economy, this paper puts forward corresponding countermeasures and suggestions, hoping to provide useful reference for the further development of China's economy in the future.

1. Introduction

With the development of Internet technology, a number of influential network red people appear in the social scope, these people are called network red people. Under the influence of network red people, the marketing mode of enterprises has also changed profoundly and new marketing mode has appeared. In the fierce market competition environment, in order to better promote the development of enterprises. It is necessary for enterprises to strengthen their attention to the network red man economy in combination with the actual social development. On the basis of comprehensive comparison and analysis of advantages and disadvantages, opportunities and challenges of network Red Man economic development, the paper explores the network economic marketing mode suitable for the development of enterprises themselves.

The Internet red man is a kind of name for the red man who live on the Internet. The Internet red economy mainly refers to the large live broadcast platform network red people as an important representative of the commodity, and let the network red people publicize the products in the form of live broadcast through their own language and operation. In general, Internet celebrities have a high popularity, they can have their own fans on microblog or live platform, and then introduce and promote the products to fans who pay attention to them. Through the network marketing, not only increases the popularity of commodity information, but also transforms some fans into consumers. The development of Internet information has made the network red people and the corresponding

network red people economy win more attention in the socialist capital market [1-2]. According to the development and change of Internet red, it can be divided into four stages: the first stage is the network writers who publish works on BBS and literature websites with caizhiheng, Ningcai God and Annie baby as the representative table [3]. The second stage of the network is a popular person who relies on forums and blogs to express feelings and attract the masses, represented by sister Furong [4]. The third stage of the network is developed with wechat, microblog, small video and live broadcast platform, from using the public to attract fans by using the help of public interest, people's eyeballs and relying on specific professional skills [5-6]. The fourth stage of the network red people developed into a certain scale, and there appeared team network red people.

2. Analysis of the Economic Development of Internet Celebrities

2.1 Advantages

First, we can use the analysis to carry out accurate marketing. The accurate communication of Internet red people solves the limitation of traditional marketing to some extent, and breaks the single online and offline mode of traditional marketing. In the era of network red people economy, the customers of Internet red are fans. In this process, e-commerce is easy to grasp the needs of fans, and then accurately position and promote them according to the needs of fans, so as to achieve good product promotion effect. The network red man plays an important role in the process of commodity marketing, such as spokesperson and sales representative. Second, the Internet red people have high fan stickiness. The e-commerce of network red people mainly pays customers to be fans. Based on fans' love for Internet red people, it is easy to buy goods in the process of product promotion. Meanwhile, Internet celebrities have a strong guiding effect on fans. For example, for Taobao products, online red people will wear clothes on their own in a Taobao shop, and then shoot and put on videos [7]. Fans will consciously find clothes in Taobao shops after watching them, which brings unlimited benefits to Taobao stores [8]. Third, the promotion cost is low. The development of Internet red people depends on self media, and from the current development situation, most of the self media are free, so the cost of promoting network red people is relatively low. Fourth, the inventory is low. In the process of development, e-commerce of network red people generally does not need to store goods for sale. Through the live broadcast of online red people, fans' desire to buy can be stimulated, and the reproduction of products under the vote of fans can greatly reduce the inventory rate.

2.2 Weakness

First, it does not conform to the healthy social development atmosphere. The development of Internet Celebrities has a strong grassroots, in the process of development will be affected by some negative factors, such as the process of live broadcast of Internet Celebrities sometimes contains some violence, pornography, vulgar, etc., the existence of these factors is easy to cause adverse social repercussions. Second, the alternation of fans. Affected by the changes of Internet users' preferences, there will be an iterative period of Internet users every period of time. Under the updating of Internet names, how to meet the preferences and needs of different consumers has become a problem for Internet celebrities to think about [9].

2.3 Opportunities

“Mass entrepreneurship, innovation” guidance. Under the guidance of “mass entrepreneurship and innovation”, the development of Internet Celebrities has created a large number of jobs to a

certain extent, providing employment opportunities for operation, planning and sales for more people in the society, especially providing support for the entrepreneurial development of college students. The development of mobile Internet technology. With the development of social economy and science and technology, urban and rural development also covers mobile phones and 5g networks. At the same time, with the development of smart phones, social media has become decentralized, and everyone has the opportunity to become we media. Internet celebrities make every effort to attract fans, thus stimulating fans' strong desire to buy. The main body of network consumption is younger. Internet consumers generally grow up in the Internet environment, and most of them are full of curiosity and creativity. Growing up in the network environment, they are very sensitive to the promotion of hard advertising. The marketing promotion mode of Internet Celebrities conforms to the public's preferences and needs, and is closer to people's real life, Through the network celebrity marketing promotion can also let people know their favorite people's preferences and values.

2.4 Threats

On the one hand, mainstream development is restrictive. In 2017, SARFT pointed out that it is necessary to strengthen the supervision of online programs, emphasizing that the creation and development of all kinds of online audio-visual programs need to follow the socialist core values and actively spread positive energy. But from the actual situation of development, the economy of Internet Celebrities is in a stage of attracting people's attention, and some live videos of Internet celebrities have the problems of blind entertainment, poor quality and language anomie to some extent. On the other hand, it is difficult for the Internet celebrity economy to develop continuously. With the continuous prosperity of social network platform, there will be more and more different types of Internet Celebrities, but the time for everyone to become popular is also very short. From the actual situation, the vast majority of the net red overnight red, but also quickly forgotten by people.

3. Marketing Mode of Network Red Man Economy

3.1 Marketing Basic Process of Network Red Man Economy

First, the network red people packaging. The nature of network red man packaging is very similar to that of enterprise packaging. In the process of packaging network red people, a special marketing team is needed. Under the guidance of the team, it can carry out the network red man packaging according to the actual situation, so as to fully highlight the characteristics and development advantages of the network red man and enhance the influence of the products. Second, brand promotion. After the packaging of the network red people is completed, a unique network red man brand will be formed. On this basis, some videos of the brand promotion should be recorded, and then the appropriate means should be adopted to carry out marketing communication. Third, the realization of brand value. Brand value realization needs to adopt a new marketing mode to realize brand realization. Brand realization is the behavior of fans to purchase products consciously after watching the video publicized by the Internet Celebrities. Fourth, brand goods. After the network red people have a large number of fans, the Internet red people will actively promote their own products like fans. In this process, unique brand commodities will be formed. At this stage, the network red people can gain more profits by promoting the commodities related to their own development, and gain more fans in the process of product promotion.

3.2 Marketing Mode of Network Red Man Economy

Compared with the traditional marketing mode, the network Red Man economic model is a precise marketing, which has the characteristics of low price and people friendly in the process of development. In the process of continuous development, business value of enterprises has been excavated. At present, the network Red Man economic model mainly includes the following: first, using social media for marketing mode. Network red people interact with fans through various social media. Meanwhile, in the process of development, Internet red people can also rely on this platform to publish some pictures and short videos, etc. in the process of accumulating fans, they can get a wider development space and achieve the development purpose of selling products. Second, it depends on the marketing development mode of economic companies. In the network red people economic company, the main task of the network red man is to communicate with fans and promote their products in the process of chat. The task of the brokerage company is to promote the supply chain marketing. Third, the marketing mode of supply chain manufacturers. Internet red people pay more attention to the trend than others. They will find opportunities to find the needs of consumers and produce according to the needs of consumers. On the basis of economic companies providing support for the development of network red people, it will provide a supply chain for the development of network red people economy through the analysis of supply chain contacts and big data, so as to realize the industrialization development of network red man economy.

3.3 Future Development of Network Red Man Economy

First, the operation mode is team-based. In the era of Internet red people flooding, in order to achieve better development of network red people economy, we need to speed up the creation of an operation team including content innovation, packaging hype, Internet users interaction, etc., so as to attract more fans and realize the model development of network red man economy. Second, the development trend of intelligent virtual is 4.0. With the development of intelligent technology and vr virtual reality technology, in the future, the network red people will develop into virtual network red people, that is, the network red people can interact with the network red people anytime and anywhere through VR technology. Third, the professional development of network red people. With the deepening development of network red people, the future network red man economy will take scale production as the basis to create an ecological circle of network IP incubation.

Now is in the period of rapid development of the Internet, the nature and structure of all kinds of products have undergone tremendous changes. The products created by the Internet celebrity economy not only carry detailed functions, but also carry emotion and interest. In addition, it is also the direct product of maintaining the network celebrities and fans, which can cause a large number of fans and users to pay attention to, in order to produce a very huge involvement force. Only relying on content with connotation can we have more loyal fans and extend the life cycle of Internet Celebrities.

Most of the Internet celebrities have a very strong ability to make money, but their cash flow channels are very limited. If there are not enough cash flow channels, it is difficult to form and stand out in the competition, and it is difficult to survive without cash flow channels. Nowadays, the number of Internet Celebrities has increased greatly. In order to be different, Internet Celebrities need to spend a lot of money to shape different images. In this case, it is particularly important to broaden the cashing channels. In order to occupy a larger market space, Internet celebrities can try the latest cashing channels. According to the data in the white paper on the ecology of Internet Celebrities in 2017, mobile video will become the booster of China's Internet celebrity economy. With the development of China's Internet celebrity economy from the initial stage to the present perfect stage, the MCN, vertical, IP and subdivision of Internet celebrity economy has gradually become the main trend of its development. The data in the white paper also shows that short videos

and live videos are more attractive to fans among all kinds of mobile videos. In my opinion, short video will gradually surpass the attraction of live broadcast, which will bring stronger liquidity to Internet Celebrities. Therefore, in all kinds of mobile videos, Internet celebrities can focus on shooting and publishing short videos, and add different cash channels to attract more fans and create greater influence.

Although it is beyond the daily work of Internet celebrities to say whether consumers' liking and liking can be turned into consumption rate, once the lack of green and healthy content, it will become an obstacle to the sustainable economic development and rapid growth of Internet Celebrities in the future. Once the bottom line of morality and even law is touched, it will be difficult to survive. In the Internet information age, there is no doubt that the speed of information dissemination, product upgrading is also changing with each passing day, and the frequency of people's application of information-based tools is also growing. In such a context, if the Internet celebrity economy only relies on the content of sensationalism or even vulgar to attract attention, without impressive content, it is difficult to make profits all the time in order to achieve the goal of sustainable development.

4. Conclusion

In conclusion, the essence of the development of the network red man economy is a content-based industry, only the content is perfect to attract more customers and consumers. With the continuous development of information society, people's requirements for network red people are improved, and the network economy is in a kind of development and change. Therefore, in order to realize the economic development of network red people better, relevant personnel should strengthen the in-depth analysis of the development of network red man business model, so as to provide more diversified services for customers.

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