

Analysis of Internet Marketing from the Perspective of “Internet Celebrity Economy”

Yu Lejie

*Shandong Vocational College of Science and Technology, Weifang City, Shandong Province,
261053, China*

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Abstract: Analysing network marketing from the perspective of “network economy” requires grasping the constituent elements of “Internet celebrity economy”. Starting from the existence of the economic system, it should first establish an orderly relationship between supply and demand. Based on the analysis of online marketing, the article puts forward an online marketing strategy from the perspective of “Internet celebrity economy”, namely, rational selection of online marketing entities, provision of manufacturer information to facilitate promotion, and use of well-known platforms for marketing.

1. Introduction

It is generally believed that the “Internet celebrity economy” is represented by young and beautiful fashionistas, led by the taste and vision of celebrities, for selection and visual promotion, gathering popularity on social media, and relying on a huge fan group for orientation marketing, a process of turning fans into purchasing power. Analysing network marketing from the perspective of “network economy” requires grasping the constituent elements of “Internet celebrity economy”. Starting from the existence of the economic system, it should first establish an orderly supply-demand relationship. From the inherent requirements of marketing activities, it can be seen that this supply-demand relationship is established on the basis of satisfying consumer needs and preferences, rather than the type of supply-driven sales model. In the above definition of the connotation of the “Internet celebrity economy”, it is not difficult to find that targeted marketing in the face of a huge fan base contains the characteristics of supply-driven. Therefore, if there is a lack of understanding of the needs and preferences of fan groups and relying on the personal influence of Internet celebrities, then under the two-sided market structure provided by the Internet, individual Internet celebrities may face the danger of “de-fanning”. In this regard, it is necessary to build an effective network marketing model on the basis of revising the connotation of the “Internet celebrity economy”.

2. Elements of Internet Marketing

From the perspective of the normal operation of network marketing, its constituent elements can be summarized as follows:

2.1 Online Marketing Entities

In the e-commerce environment, the main body of network marketing is generally the marketers of the manufacturers, who carry out network marketing activities in a division of labor and collaboration. As far as the types of positions for division of labor and collaboration are concerned, they mainly include: posts for publishing product information, posts for receiving information feedback, and online copywriting posts. In order to enhance online consumers' attention to product information, the main body of network marketing participating in copywriting has gradually become the core, and with their efforts, they can bring differentiated visual impact to online consumers.

2.2 Internet Marketing Receptor

With the migration of e-commerce platforms to mobile terminals, the number and structure of online marketing recipients have become larger and heterogeneous. The huge number of receptors is rooted in the scale of the population covered by Internet applications, and the heterogeneity of receptors is attributed to the promotion of C2C and B2C e-commerce consumption models. Under the two-sided market structure built by the e-commerce platform, network marketing recipients can “vote with their feet” to select suitable products, while the network marketing subject is relatively in a dynamic state.

2.3 Online Marketing Platform

Driven by the innovation of the online marketing model, the current online marketing platform has not only migrated from the PC to the mobile terminal, but with the help of commercial APP development, instant communication tools represented by TikTok have also become an integral part of the online marketing platform. Under the pan-entertainment atmosphere fostered by the Internet environment, young consumers are increasingly favoring dynamic online marketing platforms, and gradually abandoning traditional online marketing platforms with plane interaction as the main line.

2.4 Internet Marketing Methods

Although marketing theory requires the positioning of the target market and segmentation of target consumer groups, in the e-commerce environment on which online marketing is based, due to the existence of a large number of consumer groups and complex consumer preferences, the methods of online marketing are used relatively weakened the positioning of the target market and the segmentation of target consumer groups. Research on the status quo of Internet marketing found that most Internet marketing entities are focusing on the design of price strategies and package combinations.

3. Analysis of Internet Marketing from the Perspective of “Internet Celebrity Economy”

In the context of the gradual prosperity of the “Internet celebrity economy”, based on the constituent elements provided above, the online marketing at this time can be analyzed as follows:

3.1 Analysis of the Main Body of Online Marketing

Different from traditional online marketing, the main body of online marketing from the perspective of “Internet celebrity economy” is “net celebrity”. They are not affiliated with any manufacturer, and the economic relationship between the manufacturer and them is not a complete

employment relationship, which also includes business cooperation relationship. From the perspective of the composition of the main body of online marketing, most Internet celebrities are of grass-roots origin. In recent years, some film and television stars have also joined the ranks of Internet celebrities. The reason why Internet celebrities can take on the important task of network marketing is due to the two key elements of competence and brand in their human capital. The ability is reflected in their ability to better interpret the use value information of the product, and the brand is reflected in their popularity, recognition and social reputation.

3.2 Analysis of Internet Marketing Receptors

Also different from traditional online marketing, the Internet marketing recipients from the perspective of the “Internet celebrity economy” are relatively closed, that is, they are all fans of celebrities. Internet celebrities have cultivated a large number of fan groups through their long-term efforts, and these fan groups have become de facto network marketing recipients. However, unlike the Internet marketing recipients in the open information environment, the fans of Internet celebrities are not necessarily interested in product information, but are emotionally attached to the Internet celebrities with a pan-entertainment mentality, and receive product information released by the Internet celebrity under the halo effect. This means that the relationship between supply and demand in the “Internet celebrity economy” is not complete. If inspired by the spirit of entertainment, the demand for goods at this time is not determined by the absolute number of fans.

3.3 Analysis of Online Marketing Platform

The prosperity of the “Internet celebrity economy” benefited from the growth of the younger generation of consumer groups. They grew up in the era of rapid development of the Internet in my country, and therefore became the main influence group of the “Internet celebrity economy”. This type of consumer group prefers to obtain network information through the mobile terminal, so the network marketing platform from the perspective of “Internet celebrity economy” is mainly mobile smart phone terminal. Driven by Internet technology, communication tools featuring immediacy and interactivity have emerged in large numbers, making the types of online marketing platforms increasingly diverse, but at the same time creating an increasingly complex situation. The survey found that the popularity of online marketing platforms directly affects the cultivation of bilateral markets, so the “Matthew Effect” is widely used in the application of online marketing platforms.

3.4 Analysis of Online Marketing Methods

As stated at the beginning of this article, “The image of young and beautiful fashionistas is represented, and the taste and vision of the celebrities are the leading factors for selection and visual promotion.” Although the element of “young and beautiful” is not absolute, highlighting the personal popularity and brand effect of Internet celebrities is an important means of its online marketing, which is related to the relatively closed fan group.

4. Internet Marketing Strategy from the Perspective of “Internet Celebrity Economy”

Based on the needs of manufacturers for product promotion, the network marketing strategy from the perspective of “Internet celebrity economy” is constructed as follows:

4.1 Reasonable Selection of Online Marketing Entities

When a manufacturer chooses an online marketing entity (net celebrity), it not only needs to start from the perspective of cost control, but also from the perspective of the marketing entity's personal ability and social reputation. The specific implementation strategy is as follows: (1) After selecting a good influencer in accordance with the above two items, he should fully communicate with him so that he can clarify the manufacturer's product marketing intention at this time. (2) Combining the comparative advantages of individual Internet celebrities, special product explanation scripts should be created for them. The scripts should include the use value information of the product, the story behind the product, and product marketing mix information. What needs to be emphasized here is that in order to enable online celebrities to establish deep emotional interaction with fans, they need to work hard to tell the story behind the product.

4.2 Provide Manufacturer Information to Facilitate Promotion

Due to the relatively closed nature of fan groups, manufacturers need to promote product information indefinitely. Therefore, relevant information about manufacturers should be provided in online marketing to facilitate promotion. The specific implementation strategy is: (1) Provide the manufacturer's WeChat marketing official account so that fans can directly establish contact with the manufacturer. (2) Provide information about the manufacturer's offline sales outlets, so that some fans can purchase products through offline channels. (3) Provide incentive information to encourage fans to participate in the delivery of goods, and reward fans who have successfully brought the goods in the form of red envelopes.

4.3 Use Well-Known Platforms for Marketing

Since the e-commerce platform that online marketing relies on belongs to a two-sided market structure, in order to ensure that the scale effect of online marketing can be realized, well-known platforms should be used for marketing, so this also provides constraints for the selection of Internet celebrities. The specific implementation strategies are: (1) Exploring the influencer resources of traditional well-known e-commerce platforms, such as Taobao, JD, and Pinduoduo. (2) For younger consumer groups, you can choose online marketing platforms such as TikTok.

Finally, it is emphasized again that considering the inherent characteristics of the Internet celebrity economy, it is necessary to help the Internet celebrity and his fans to establish in-depth emotional exchanges when carrying out online marketing activities, and use the emotions of the Internet celebrity to influence fans' purchase intentions and induce fan participation willingness to bring goods. Therefore, manufacturers should help Internet celebrities tell the story behind their products.

5. Discussion

In summary, when a manufacturer chooses an Internet celebrity, it not only needs to start from the perspective of cost control, but also from the perspective of the marketing subject's personal ability and social reputation. Due to the relatively closed nature of fan groups, relevant information about manufacturers should be provided to facilitate promotion in online marketing. Since the e-commerce platform that network marketing relies on belongs to a two-sided market structure, in order to ensure that the scale effect of network marketing can be realized, well-known platforms should be used for marketing.

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