Analysis of Marketing Models in the Era of Social Networks

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Abstract: The interpersonal information interaction model represented by self-media has become the mainstream, which brings opportunities and challenges to the development of marketing activities. At present, marketing is faced with many challenges due to social acquaintances, virtual goals, and platform functions. Based on the analysis of the marketing model, we can refer to the marketing model in the era of social networks: rationally design marketing information to enhance sharing elements, strengthen offline interactions to establish interpersonal affinity, and enrich social platform choices to play their respective advantages.

1. Introduction

With the advent of the social network era, the interpersonal information interaction model represented by self-media has become the mainstream, which brings opportunities and challenges to the development of marketing activities. The opportunity is reflected in the fact that product information can be released to a specific group of people with almost zero cost transaction costs. The challenge is that under the zero-cost transaction threshold, the homogenization trend of marketing models among peers is becoming increasingly obvious. It will make traditional marketing strategies difficult to achieve. Therefore, it is necessary to form a new marketing model that is adaptable to the information environment in the context of the social network era. So how do you look at the characteristics of the times of the new marketing model? First of all, the audience of marketing under the new model has the characteristics of a differential pattern, that is, there is a differential pattern between the circle of friends of the marketing subject and the circle of friends. Furthermore, the pan-entertainment tendency makes the implementation of marketing strategies have the characteristics of "subtlety", and this "subtlety" implies the requirement to break the routine and maintain virtual social relations. In the following, this article will focus on WeChat marketing to discuss the topic.

2. Marketing Challenges in the Age of Social Networks

Combined with the above, the challenges faced by marketing can be summarized as follows:

2.1 Challenges Faced by Social Acquaintances

WeChat has become a social network tool widely used by Chinese people, and has gradually become the main battlefield of marketing in the era of social networks. In the author's research on this marketing model, I found that because WeChat marketing mainly uses "groups" as the carrier, and there are offline social relationships between the members of the WeChat group and the group owner, this is due to the social interaction of acquaintances, face two major challenges: (1) The sudden change of the identity of the group owner affects the awareness of the group members of the products they market. (2) Most group owners have not received network marketing training, so they are accustomed to using the acquaintance relationship between themselves and group members to force sales of goods, and they are disgusted by group members. In fact, many members of the group are forced into the group for the group owner, which in itself violates the subjective wishes of the group members.

2.2 Challenges Faced by the Blurring of Goals

According to marketing theory, it is necessary to clarify the target market and segment the target population before launching marketing activities. However, in social network marketing activities represented by WeChat marketing, members of the group together become the target group of the group owner's product marketing. The main challenges faced by this are as follows: (1) The target blurring will reduce the pertinence of WeChat marketing, and may cause non-potential consumers to voluntarily leave the WeChat marketing group. (2) Even if there are potential consumer groups, they can shop around in the e-commerce environment, but in the case of virtual goals, it is difficult for group owners to form an effective differentiated marketing model, which may eventually lead to a messy marketing content situation.

2.3 Challenges Faced by Platform Functions

As the most widely used instant chat tool among Chinese people, WeChat has gradually solidified Chinese people's understanding of WeChat's functions. As a result, Chinese people reject the WeChat marketing model itself, because this marketing model "destroys" relaxed atmosphere for instant chatting. Research shows that some group owners not only promote products in the marketing group, but also display product information in the circle of friends, and introduce the so-called "hunger marketing" strategy, which leads to a strong sense of crisis and urgency from the information in the circle of friends. sense. Undoubtedly, this obviously destroys the atmosphere of WeChat chat, so marketing information will naturally be blocked by the group owner's friends.

3. Problem-Oriented Marketing Model Analysis

Under the problem orientation, the marketing model can be analyzed from the following three aspects:

3.1 Analysis of Environmental Adaptation to Marketing Models

In the context of the social network era, the circle of friends in the WeChat platform is mainly derived from the circle of friends in the offline real social environment, or the circle of friends in the offline real social environment has gradually formed the WeChat platform circle of friends by migrating online. Therefore, we need to pay attention to this point when developing WeChat marketing. The reason why we need to pay attention to this point is that the WeChat marketing model cannot be fully developed in accordance with the commercialization model. Due to the influence of the relationship between the offline circle of friends, in the information interaction

between the group owner and the members of the group, and in the offer of goods "human touch" is everywhere in the middle. This kind of "human touch" will inevitably obscure the role of the group owner as the main body of the micro-business, which makes it difficult to implement competitive strategic activities with traditional marketing strategies.

3.2 Analysis of Strategy Reengineering of Marketing Model

It is precisely because the people faced by WeChat marketing are almost isomorphic between online and offline, it is necessary to promote product information cautiously and imperceptibly under the pattern of interpersonal differences, and strive to make the product information available in this difference. Complete the "atomic fission" reaction under the pattern. Therefore, the reengineering of the marketing model strategy should be carried out based on the principle of "common and shared together". The so-called "shared together" contains the meaning of providing commodity information, providing affordable prices, and providing honest endorsement. Due to the normalized e-commerce model, it can only rely on the design of institutional mechanisms to protect the interests of consumers, but consumers still need to pay varying degrees of transaction costs when defending their rights. Therefore, the "integrity endorsement" service provided by the group owner should become an innovation in strategy reengineering.

3.3 Analysis of the Application Boundary of the Marketing Model

To carry out marketing activities on the WeChat platform, it is necessary to prevent information conflicts and information jams. It is specifically reflected in the fact that a good live chat atmosphere should be provided for friends in WeChat, and the so-called "hunger marketing" should not pollute the psychological experience of friends in online chat. At the same time, excessive swiping of the screen to promote product information can easily cause blockage of the information in the circle of friends, which will inevitably affect the appeal of the group owner to implement WeChat marketing in the future.

4. Construction of Marketing Model

According to the above, the marketing model in the era of social networks is constructed as follows:

4.1 Reasonably Design Marketing Information to Enhance Sharing Elements

Since the marketing model based on the social network environment is essentially a product information release activity rooted in the society of acquaintances, the design of marketing information should be based on the principle of common sharing. The specific implementation mode is: (1) The release of product information should be implemented in the WeChat marketing group as much as possible, and the first person should be introduced into the marketing wording, and the text content should be described in the form of "story". (2) After the members of the group read the story with curiosity, they have obtained product information from the text information, but at this time, they should avoid listing the price information of the product in advance. (3) If there is an inquiry from group members, the group owner can naturally quote the price and discount information.

4.2 Strengthen Offline Interaction to Establish Interpersonal Affinity

Marketing in a social network environment should give full play to the advantages of mutual understanding and trust in the society of its acquaintances. Therefore, WeChat marketing entities should strengthen offline interactions to establish a good interpersonal affinity. The specific implementation model is: (1) WeChat marketing entities can hold offline feedback activities, increase mutual trust by inviting friends to participate, and enable friends to obtain more product information during communication. (2) In response to the question of consumption caused by the launch of new products, qualified micro-business marketing entities can carry out "cash on delivery, 7 days without reason to return" activities to enhance the sense of security and trust of the consumer group.

4.3 Enrich the Choice of Social Platforms to Play Their Respective Advantages

Although this article uses WeChat marketing as a case study to discuss the topic, it is necessary to enrich the choice of social platforms in the context of the social network era to give play to the comparative advantages of each platform. The specific implementation model is: (1) WeChat platform can be used as a place for instant product information release and information interaction with consumer groups, enhancing the mobility and convenience of marketing subjects. (2) With the birth and promotion of TikTok, marketing entities can also use this as a platform to carry out online live marketing. In live marketing, the focus should be on introducing information about the use value of commodities, and the WeChat account or WeChat official account of the marketing subject should be published in the live marketing to facilitate the collection of marketing resources on the WeChat platform.

5. Discussion

In summary, it is currently necessary to form a new marketing model that is adaptable to the information environment in the context of the social network era. The construction strategies of the new model include: Since the marketing model based on the social network environment is essentially a product information release activity rooted in the society of acquaintances, the design of marketing information should be based on the principle of common sharing; the main body of WeChat marketing should be strengthened offline interaction to establish a good interpersonal affinity; in the context of the social network era, it is necessary to enrich the choice of social platforms in order to give play to the comparative advantages of each platform.

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