The Analysis on Several Key Issues of Brand Precise Marketing

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Abstract: "Precision" is the key to the realization of brand marketing, but the practical effect of Brand Precise Marketing is controversial, and the academic and industry opinions are diverse, which has seriously affected the confidence of brand owners in precise marketing, we need to clear up a few key issues of Brand Precise Marketing, In this paper, we will analyze the basic premise, core elements a, the ultimate goal and strategies for balancing precision and privacy, in order to determine a clearer approach for the theoretical development and practical application of Brand Precise Marketing.

1. Introduction

In the new business era, "precision" is the core of business, the prerequisite for effective connection between products & services and users, and the key to brand marketing realization. At this stage, the focus of brand marketing isn't on creativity, but on who will think more and more deeply from the user's point of view, and brands are paying more attention to data analysis, user profiling and precise placement. User profiles derived from big data analysis give brands the opportunity to understand and respond to users in more dimensions, choose the user groups they want to reach and the way to reach them according to the labels and weights in the profiles, carry out accurate content dissemination and product placement in their preferred channels, and then facilitate purchases through well-timed user interactions. However, the practical effect of Brand Precise Marketing is highly controversial, the academic community and the industry also have different opinions, has seriously affected the brand owner's confidence in precise marketing, we need to clarify several key issues, this paper will analyze from the basic premise, the core elements,the ultimate goal and strategies for balancing precision and privacy of this four aspects, in order to be able to determine a clearer approach for the theoretical development and practical application of Brand Precise Marketing.

1.1. The Basic Premise of Brand Precise Marketing

1.1.1. Social Media Utilization

Web2.0 has created the trend of media fragmentation and crowd stratification, while data dispersion and consumption scenarios are the main manifestations of users' purchasing behaviors, which make it more and more difficult for enterprises to capture users' characteristics and attributes, interests and preferences, and even their behavioral paths, while social media can reach users moving at any time, and has many advantages of dissemination such as data disclosure and dispersion, and no threshold of entry, etc. The combination of brand marketing and social media can provide real-time access to user data and accurate targeting of the target group, and its strong interactivity and high level of activity also provides an excellent content dissemination platform for precise marketing. For example, Taobao Weibo is a microblog shopping system established by Taobao through the backstage of Wangpu, which combines commodities with various microblog contents with different characteristics, highlighting the unique attributes of the products and weakening the advertisability, so that users can click on it and be transferred to Taobao to realize the purchase, and the decision-making reference information such as store ratings, commodity prices and buyers' evaluations are clear at a glance[1]. This makes Sina Weibo the largest traffic entrance for Taobao, and also helps Taobao sellers to utilize the information flow of the platform to promote products and attract users to visit their online stores, which promotes the sales conversion of marketing communications.

1.1.2. Big data analysis

The prominent feature of the audience in the Web2.0 era is the subgroups, products need to be customize, marketing also needs to be personalized communication, Brand Precise Marketing through big data can accurately analyze the customer status, loyal customers, inactive old customers and fresh new customers were used in different communication strategies, in order to contribute to the conversion of more sales. Many aggregation communities have a small but extremely segmented audience, and interest-based aggregation can effectively improved marketing accuracy, with the user becoming the center from a bystander, and technical factors contributing less to the community than "user participation and interaction". The goal of Brand Precise Marketing is to achieve the conversion of communication to sales, through precision of the audience, content, channel and then supplemented by user interaction. The precision is largely inseparable from big data analysis, the utilization of big data can not only play a role in segmentation on the user, but also through its deduction of the characteristics of the user profile to tap more potential users, design communication contents that is more responsive to needs，customize more personalized products, and reach users accurately through various channels, listen user personalized feedback, and then provide more value-added services to retain the user, so as to complete a deeper level of relationship conversion, to build up a closed-loop communication of the Brand Precise Marketing[2].

2. The Four Core Elements of Brand Precise Marketing

2.1. Users Accuracy

In the era of big data, the primary feature of Brand Precise Marketing is to use the user profile derived from big data analysis to segment the target population. Typical image includes the user's (external) consumer behavior image and (internal) preference image two types, a person's

preference in cyberspace is exposed, the more big data, the more detailed user image, accurately portray target user profiles through multi-dimensional analysis of basic characteristics, behavioral habits, business value and other data of the population[3], the resulting user targeting is undoubtedly very accurate. User segmentation in the web 2.0 era is no longer simple categorization, but a combination of user segmentation and big data, and more restorative and close to the real, more broaded and deeper in the segmentation dimention. Efficient user segmentation allows marketers to freely combine data and build labels & groups based on common attributes, as well as take into account both online and offline behavioral characteristics of users, which are not limited to lifestyle, interests, demographic characteristics, and consumer attitudes.

2.2. Content Accuracy

Brand Precise Marketing isn't a simple data combing, but exploring the real demands of users. Pushing contents based on simple relevance won't be truly recognized by users, and only customized contents will be remembered by users and impress them. Nowadays, many enterprises push brand contents only simply based on user cookie information, for example, with the help of browsing records to track the user's visits to the URL, purchase preferences and then push related products[4]. Due to the rapid development of the Internet information dissemination methods and consumer psychology, this low-level relevant isn't equal to meeting the demands, What's the user really needed is fulfillment of demands not relevance, the latter may only make users want to pay attention to the content, but not necessarily inspire them to buy. Dissemination of content is moving towards "demand fulfillment", such as product customization, IP customization and content customization.

2.3. Channel Accuracy

Brand Precise Marketing realizes real-time consumer interaction by the new media technology. Users enhance their own power in this interactive relationship and are more willing to participate in interactions and dialogues, which also increases the possibility of product sales conversion. The Brand Precise Marketing especially emphasizes the establishment and maintenance of "relationship", its media selection doesn't like to use mass communication means, population coverage is also based on a precise niche or narrow audience, emphasizing the use of different communication strategies for different users[5], its distribution channel selection will be combined with the results of the big data analysis, big platforms. Big platforms and big stores aren't necessarily good, everything should be decide based on "where users are used to buy?"

2.4. User Interaction

For Brands Precise Marketing, sales realization, marketing conversion rate increase is only a short-term goal, the ultimate goal is to continuously increase profits, which requires the end of a transaction process can make the user repurchase, that is, to stimulate the user to establish brand loyalty, to achieve these small goals and objectives must rely on user interaction. In the web2.0 era, only when users feel that they are valued in the purchasing experience, their opinions or suggestions are listened to, and they have intimate interaction with the brand, and the brand injects sincerity and efforts into the users, the users will be willing to repurchase until they become loyal users, and only then Brand Precise Marketing will be successfully completed, which indicates that the user interaction is the key element of brand precision marketing to achieve sales. In the process of Brand Precise Marketing, the customization of communication contents is bound to be a small range of push, therefore, the best way to improve the sales conversion rate and brand loyalty is to get timely

feedback from the user through full interaction, so that the brand can respond quickly.

3. The Ultimate Goal of Brand Precise Marketing

Most of the existing Brand Precise Marketing is based on social attributes, but the effect of this crowd segmentation isn't "accurate", indicating that the segmentation idea isn't comprehensive, the real Brand Precise Marketing should be based on user demands, the more relevant the push content is to the user's demands, the better the user's attitude and response to the message, the key lies in the platform whether to fully explore and utilize the existing user date, match it with a good product, and then highly match the content with users to realize the accurate push of products[6].Targeted ads is only pused based on the user's shallow online behavior, as long as it is related to the user's behavior, it will be recommended at will, and it does not fully tap the user's other data, which just makes the ads simply relevant to the user. User demand is the motivation behind user behavior (demands and desires), in order not to disturb the user and let the user view and accept the push ads, the key is to "meet the demand", which is the ultimate goal of Brand Precise Marketing, for which the brand owner needs to increase the user motivation survey on the basis of the analysis of user data, and what is lacking in Brand Precise Marketing is the deeper understanding of the user's psychological activities. Because "relevant" just means that you see the user's interest or preference, but the preference isn't the same as like, the risk of your product information push being discarded by users will still be high. If you understand the user's "real needs", according to which the content dissemination is accurate, is to help users make decisions, users won't only like and may even rely on.

4. The Balance between Privacy and Precision in Brand Precise Marketing

4.1. Balancing the Interests of Bosh Brands and Users

There is a natural conflict between Brand Precise Marketing and user privacy protection. With the user's shallow information, it's difficult to clarify the "needs", so when it comes to "meet the needs", Precise Marketing is bound to affect user privacy. Precise Marketing needs to obtain a large amount of user privacy data, in order to derive the target user profile, the richer the privacy data, the more complete the profile, the more accurate the marketing information push, but the uncontrolled access, analysis and utilization of user privacy is an infringement of the user's privacy. In order to pursue precision, big data mining is obsessed with the demand for core user information, motives, hidden behaviors and other information, while data security and privacy protection usually follow the "short-board principle", and high compliance requirements should be carried out throughout the entire process of platform operation, to ensure that the flow of user data is absolutely safe, and at the same time, it's also necessary to take into account the interests of both advertisers and users.

4.2. Strategies for Striking the Balance Between "Privacy and Precision"

So, how to strike a balance between marketing accuracy and user privacy? First, vigorously expand "private marketing", the core of the legislation of the <Personal Information Protection Law> is to "prevent personal information from being abused", rather than a complete ban on the use of personal information, therefore, you can cooperate with data owners who have a large number of users' authorizations to obtain safe user data. Therefore, it's possible to obtain safe user data through cooperation with data owners who have a large number of user authorizations, and obtain user information from in-depth user operation, and optimize the content marketing and conversion chain with the help of various SCRM tools, which is especially crucial for industries such as FMCG

that rely heavily on C-end users. Secondly, to promote the innovate of information collection technology, the past information collection is collected from the bottom of the device to directly lock the user's data, such as device name, cell phone number, etc. This data collection method is outdated, and in the future we can use more weak feature attribution technology to collect user information. Weak feature means a single or a combination of features that can't identify the uniqueness of the device. In the weak feature attribution process, no personal privacy information will be collected at all, but rather, through the multi-dimensional collection of the environment and the device layer of the privacy sensitivity isn't high information for the device to issue a unique and correct ID, and through cross-platform tracking of the user to help the APP to carry out accurate marketing. Third, instead of tracking individual users, targeting the same crowd, by developing new technologies with less reliance on personal information and more anonymization, the platform side's targeted push can shift from individual users to user groups with common interests. For example, Google abandoned third-party cookies in Chrome to avoid tracking data on individual users, replacing them with FLoC's new solution: pushing information by aggregating groups of like-minded people[7].

5. Conclusion

Brand Precise Marketing is a more intelligent brand marketing, we can attribute it to the user and the brand co-evolution, the brand learns to learn and think on its own, can take the initiative, creativity to deal with the problem, analyze the problem, can be self-progress and even derivation. 3.0 era of the brand is an integrated brand information open system, the wisdom of the group in the convergence and interaction, the breadth and depth of which has no upper limit of development. This kind of brand life form is just like the exclusive housekeeper of each user, providing conscious, convenient and precise services for users, perhaps knowing what they need better than the users themselves, and the personalized needs of each user can be insightful and maximally satisfied, which should be the realm that the Brand Precise Marketing is going to reach in the future.

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