

Research on the Promotion Path of Soft Marketing for Glasses in the Age of New Media

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Abstract: In the age of new media, the promotion paths and forms of glasses products are becoming more and more diverse. Through the use of soft marketing theory, this paper constructs and creates characteristic marketing articles, combines the advantages and characteristics of new media publicity channels, constructs marketing articles of emotion, science and technology, and preferential promotion, creates new media publicity products that fit the living standards of the masses, and sends the soft marketing articles of glasses products to the target customers. So the content is more appropriate. The communication channels is more diverse. At last the effect of marketing and publicity is more direct.

1. Introduction

With the deepening of the Internet and the wide popularization of intelligent terminal equipment, the interaction between public life and new media is more and more frequent, and the degree of embedment is also higher and higher, and the corresponding product promotion methods are more and more diversified. Among them, the application of Soft Marketing theory for product promotion has been recognized and sought after by the majority of enterprises.

Soft Marketing refers to a marketing activity that indirectly serves the business objectives of enterprises by strengthening the emotional and cultural exchanges with customers and diluting the profit intention of commercial activities as a means. Compared with the conventional "hard and wide", "soft marketing" is flexible, euphemistic and overall in its marketing activities, focusing on the use of cultural transmission, emotional communication, knowledge popularization and other ways, in order to achieve subtle marketing effects, especially after the combination of new media, its marketing role is more prominent.

In 2019, the national level issued the Healthy China Action (2019- 2030), which clearly put forward the implementation of health promotion actions in primary and secondary schools.

Wenzhou proposed to take the lead in the country to launch the "Bright Eyes" project for primary and secondary school students, and build a demonstration city for the comprehensive prevention and control of myopia and dental caries among children and adolescents. The development of this project also brings new opportunities to the eyewear industry, and more relevant enterprises bring "soft marketing" penetration points.

2. "Soft marketing" promotion path in the form of new media

New media refers to the use of digital technology, through computer networks, wireless communication networks, satellite and other channels, using computers, mobile phones, digital television and other terminals, to provide information and services to users. According to the Statistical Report on the Development of Internet in China (1997/10), "As of October 31, 1997, the number of Internet users in China was 620,000", and the 49th Statistical Report on the development of Internet in China showed that "by December 2021, the number of Internet users in China will reach 1.032 billion, and the Internet penetration rate will reach 73.0%. Among netizens, the usage rate of instant messaging, network video and short video users was 97.5%, 94.5% and 90.5% respectively." We know that the Internet in our country has shown rapid growth in the past two decades, and great changes have taken place in People's Daily lives. The more independent and diversified forms of new media make the promotion of "soft marketing" more convenient.

As glasses industry, its enterprise profit products for glasses-related products, but in the sales process, not limited to products, more based on all kinds of "soft marketing" promotion in the public to form communication, create visibility, so as to expand the effect of consumption boundaries.

2.1 "Soft marketing" based on science popularization

The nearsightedness rate of primary and secondary schools across the country is rising year by year, the "bright eyes" project is deepening, and the public's awareness of myopia prevention and control is constantly improving. Taking this opportunity, the relevant eyewear enterprises also continue to carry out the "soft marketing" activities of eyewear products through the form of science popularization.

Using the convenient means of new media, science and technology materials are more focused on the promotion and popularization of knowledge. Through the sales statistics of the major stores of Liming Glasses and the investigation of sales personnel, we learned that: Popular science "soft marketing" content greatly increases the breadth of user information, constantly touches the depth of user information, so that the myopia prevention and control needs in the marketing process are constantly touched, the demand depth is constantly mined, and the consumption scene is effectively constructed. It can enhance the market adaptability of products that businesses establishes a good image among consumers. [1] For example, after a period of popularization of science, consumers are more inclined to understand the situation of children's myopia prevention and control. Liming Glasses have a clearer grasp of consumers' myopia prevention and control needs, and can provide them with accurate myopia prevention and control services, which is conducive to the market development of Liming Glasses myopia prevention and control products.

2.2 Emotion-based "soft marketing"

With the continuous deepening and promotion of we-media, eyewear companies are also deeply cultivating corporate culture and product brands on the we-media platform, and strive to expand corporate influence through the we-media platform. Among them, emotional "soft marketing" articles are one of the works popular with the public.

Emotional soft marketing focuses on product packaging, advertorials, activities and other content, can imperceptively penetrate consumers, build corporate brand image.

In the above cases, the narration is carried out in the form of the first person, involving popular topics such as playing mobile phones and myopia that everyone is usually concerned about, catering to the emotional needs of mass consumption. In the description of the protagonist, the public can quickly capture the information, and have a sense of substitution. It can also generate emotional temperature among consumers, obtain emotional support, and meet the public's positive emotional

experience, which lays a good foundation for subsequent product marketing. This kind of soft text, both science knowledge content, but also emotional transmission components, can be combined with social hot spots, launch different types of soft text.^[2]

2.3 "Soft marketing" based on gratitude and preferential treatment

The competition of similar glasses products is fierce. With the advantage of new media and network big data, it can better explore the market and build an effective portrait of consumers for enterprises. The traditional marketing model is often unable to deeply touch the needs of consumers, coupled with the impact of the epidemic in recent years, the drawbacks of the traditional marketing model are becoming more and more obvious. New media, combined with Internet big data and wireless mobile terminal penetration, make enterprises and consumers interact more and more, which is convenient for enterprises to obtain consumer portraits. For example, Liming Glasses will release relevant welfare, activities and surveys through the wechat mini program. With the increasing number of participants, Liming Glasses will obtain more and more consumer information, and the consumer portraits constructed through the Internet will become clearer and clearer.

In addition to the company's activities for teachers in the whole region, many eyewear companies also cooperate with colleges and universities to carry out production-education integration projects, and create promotional activities such as gratitude and feedback, preferential welfare, and social return to achieve the purpose of marketing and create a good image for the company. For example, led by Zhejiang Industry & Trade Vocational College, in collaboration with nearly 60 eyewear enterprises, the Eyewear industry College has made use of professional advantages and industry characteristics to carry out various Thanksgiving and feedback activities inside and outside the school.

3. Promotion effect of "Soft Marketing"

Table 1, the amount of prediction of the marketing effect of similar activities.

Table 1: The prediction of the marketing effect

| YEAR | ACTIVITY FORM | PREDICTION |
|------|--|------------|
| 2015 | Circle of friends retweet + like for 1 week | 1561 |
| 2016 | Moments retweet + like for 1 week | 2127 |
| 2017 | Moments retweet + like for 2 weeks | 2921 |
| 2018 | Moments retweet + like for 2 weeks | 3675 |
| 2019 | Moments retweet + Like for 2 weeks | 3155 |
| 2020 | Moments retweet + send small red flowers for 2 weeks | 4111 |
| 2021 | Moments retweet + send small red flowers for 2 weeks | 4664 |
| 2022 | Moments retweet + send small red flowers for 2 weeks | 5367 |
| 2023 | Moments retweet + send small red flowers for 3 weeks | 7378 |

At present, Liming Glasses Co., Ltd. has 30 stores in Wenzhou, covering the whole area of Wenzhou. In 2015, Liming Glasses Co., LTD., through wechat public account, Tiktok, blog and other self-media platforms released a series of "Soft Marketing" science, emotion, gratitude activities and other soft articles, in Wenzhou has generated a great response, such as friends circle praise, push,

solitons, etc., to establish and consolidate the corporate image. Especially the annual Teacher's Day Thanksgiving activities. As an enterprise soft marketing strategy, the activity is mainly used to increase the door rate of stores, enterprises drainage and soon. The continuous implementation of Teachers' Day Thanksgiving activities has brought three aspects of marketing benefits to enterprises: store reception, consumer per capita consumption level, operating costs.

In order to cooperate with the continuous promotion of Teachers' Day Thanksgiving activities, Liming Glasses Co., Ltd. began to preheat activities in the middle of August, and continue to push in the circle of friends or public number, the company's store reception at the end of August and early September continued to rise, successfully attracting consumers around the store. For price-sensitive consumers, the package has a larger discount, which can meet the basic needs of consumers to correct refractive errors and enjoy quality service in stores. And for some middle and high-end consumers, they can also enjoy higher-grade products in the store under the preferential activities of this package. Especially in the age of the deepening of the Internet, the use of Teachers' Day Thanksgiving activities can obtain a higher rate of customers to the store. The surge in the number of people to the store directly affects the operating income and profit of the store, and can also use soft marketing to bring economic value to customers at the same time, establish a store-customer contact network, form a long-term relationship, which is convenient to combine the actual situation of customers in the later period, formulate targeted marketing programs, and obtain sustainable benefits from long-term stable store-customer contact.

With the continuous promotion of "soft marketing" activities, scientific and emotional articles, to guide consumers, combined with preferential activities, can penetrate into the consumer market faster. For example, many consumers in the "bright eyes" project publicity and promotion, the harm of myopia in teenagers have a certain cognition, but their cognition is more to stay in the "cannot wear glasses as far as possible not to wear glasses", "wearing glasses is not conducive to vision recovery" and other levels, the formation mechanism of myopia and myopia prevention and control work cognition is shallow. In response to this phenomenon, Liming Glasses company will myopia hazards, myopia prevention and control content developed into a series of soft marketing articles, stinging consumers' emotional pain points, from the perspective of emotion, science and technology to improve consumers from "no glasses will not be myopia" to "how to carryout effective myopia prevention and control in the myopia stage" cognitive level. With the continuous improvement and improvement of cognition, consumers' willingness to buy myopia prevention and control products is also rising year by year. It is understood that in recent years, parents bring their children home optometry and myopia prevention and control willingness and the number has risen year by year, among which more people buy the defocus lens of Zeiss or Hoya, the customer unit price is more than 3000, and basically can maintain at least one pair of myopia prevention and control glasses every year.

4. "Soft Marketing" promotion of marketing strategy

From the soft marketing promotion case of Liming Glasses Co., LTD., it can be understood that: soft marketing is the company through correct judgment and analysis, the consumer motivation is classified, and combined with the hot times, the network "outlet" to create high-quality information, attract consumers, to achieve online drainage. In the new media age, soft marketing strategy elements mainly have the following aspects.

4.1 Constantly improve and perfect the new media mechanism

Although new media platforms such as Liming Eyewear Co., LTD.'s public account and Tiktok Live broadcast belong to the company's "we media", they actually rely on the company's own brand

effect and are the information endorsed by the enterprise. Therefore, the platform will use professional knowledge in the process of topic selection production, information collection, information sorting, media agenda, content demonstration and so on, and build and constantly improve the information mechanism of we-media. The we-media content review mechanism ensures that the content conforms to the corporate culture and development needs, and is more suitable for the marketing direction of enterprises. At present, the enterprise has a special department and personnel responsible for the review and release of we-media information. The promotion mechanism ensures that relevant information content can be spread to the society through various ways, and it is convenient for consumers in need to capture information.

4.2 Capture social hotspot fission news content

New media tend to perceive and capture social hot spots faster, which is also the advantage of new media marketing.^[3] Liming Glasses Co., Ltd. licensed to operate the third type of medical device business; The general project involves the sales of Class I medical devices and the sales of Class II medical devices. It can be seen that the company's business scope belongs to medical devices, belonging to the life and health industry. With the continuous attention and concern of the country to the life and health industry, social hot spots continue to emerge. By capturing hot social events and combining the "influence, communication and guidance" of new media, various means are used to split hot news and carryout drainage work on different platforms.

4.3 Make full use of new technologies

Introducing the latest technologies can provide a more effective innovation driver for new media operations, such as the big data, AI, and picture compositing technology.

AI technology. Relying on the existing AI automatic generation technology, it can generate short videos and series of pictures within a few seconds according to the graphic materials, and launch "10s" and "20s" versions of accurate videos according to the characteristics of mobile ports. It can be seen that in the age of traffic is king, the use of the latest technology can maximize the rationality and standardization of self-media materials, and maximize the reading needs of the audience and the promotion needs of enterprises.

Third party analysis agency. The introduction of appropriate third-party analysis technology institutions, combined with big data, can accurately analyze user needs and preferences, create more reasonable and effective assessment tasks, and conduct attribution analysis of promotion effects. The introduction of effective technology can promote the new media content to obtain traffic on the communication platform in many aspects.

4.4 Multi-platform and multi-channel information dissemination

While using soft marketing for sales promotion and expansion, it is necessary to actively use multi-platform and multi-channel ways to disseminate information.^[4] For example, creating cases of rural revitalization, needs to cut into text, to construct video stories. It is suitable for multiple short video platforms and instant messaging software, then quickly logs in and seizes new media communication.

5. Outlook

From the practical application, we can see that the flow tuyere has quietly changed. The short video platform represented by Tiktok, Kuaishou and wechat video number dimension has become an important channel for new media publicity. In the process of using new media platforms and channels

to expand the marketing of eyewear products, eyewear sales enterprises should pay more attention to integration and development. At the same time, articles that incorporates more information, such as picture materials, text content, short videos, illustrations, virtual simulation, etc., fully and solidly combines social hotpots with the intersection and emotional resonance points of the masses' concerns. It can generate propaganda advantages, and deliver such as the corporate culture, product information, preferential information, special products to the consumer conveniently. The end result of the soft marketing achieves the right approach saves effort and leads better results.

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