

# *Application and Effect Evaluation of Artificial Intelligence in We-Media Marketing*

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**Abstract:** With the rapid development of Internet technology, the we-media industry has flourished and become an important channel for brand communication and marketing. We-media marketing is characterized by low investment and high returns, strong interactivity, and precise audience targeting. However, it also faces challenges such as content homogenization, difficulty in acquiring traffic, and unstable profit models. The rapid development of artificial intelligence (AI) technology has brought new opportunities to we-media marketing. Through natural language processing, big data analysis, and other technologies, AI can improve content creation efficiency and quality, achieve precise marketing and user insight, enhance operational efficiency and automation levels, innovate marketing methods, and expand markets. This paper demonstrates the application effects of AI in we-media marketing, such as enhancing user engagement and brand influence, through cases involving Feihe, Coca-Cola, and ZCOOL. In summary, the application of AI technology has brought significant improvements and transformations to we-media marketing. However, we-media marketing still needs to continuously address existing issues to adapt to new challenges and opportunities and achieve healthy and sustainable development.

With the rapid development of Internet technology, the we-media industry has gradually emerged and flourished. We-media, as a form of media where individuals or organizations independently publish content through Internet platforms, has become an important channel for brand communication and marketing due to its low costs, high efficiency, rapid dissemination, and wide audience reach. However, with intensifying market competition and ever-changing user demands, we-media operators face significant challenges in content creation, user analysis, and marketing strategy formulation.

In recent years, the rapid development of AI technology has brought new opportunities to the we-media industry. AI technology possesses powerful data processing and analysis capabilities, playing a crucial role in various fields such as content creation, user analysis, personalized recommendation, automated operations, sentiment analysis, data analysis and optimization, and intelligent customer service. For example, AI can automatically generate high-quality text content through natural language processing technology, create precise user personas through big data analysis technology, provide social interaction analysis through social network analysis technology, and conduct analysis and prediction of marketing promotions through data mining technology.

These technologies not only improve the efficiency and quality of we-media operations but also reduce costs and enhance user experience.

## 1. Characteristics of the We-Media Marketing Market

### (1) Low Investment and High Returns

Compared to the high advertising costs of traditional media, we-media marketing focuses on content, promoting oneself or a brand through independently created high-quality content. This method requires less investment but can quickly accumulate fans and influence on social media channels once the content is well-received by users, achieving low-cost and high-return results.

### (2) Strong Interactivity

We-media marketing platforms are highly interactive, allowing users to interact with creators in real-time through comments, likes, shares, and other means. This interactivity not only enhances users' sense of participation and stickiness but also provides valuable user feedback and data analysis sources for we-media marketers, helping to optimize marketing strategies and improve user experience.

### (3) Precise Audience Targeting

We-media marketing can utilize big data analysis and user persona technology to conduct in-depth analysis of users' interests, needs, and behavioral habits, achieving precise targeting of target audiences. This precise targeting capability enables we-media marketing to formulate more targeted marketing strategies, improving the conversion rate and effectiveness of marketing activities.

### (4) High Flexibility

We-media marketing offers high flexibility in content, timing, and channels. We-media marketers can freely choose content types, publication times, and promotion channels based on market changes, user needs, and their own resource conditions, enabling rapid response to market changes and seizing opportunities.

### (5) Team Operation

As competition in the we-media marketing market intensifies, more and more we-media are adopting team-based operation methods. By forming professional creation, operation, and promotion teams, we-media marketers can more efficiently produce high-quality content, manage social media accounts, and execute marketing activities, thereby enhancing overall competitiveness and commercial value.

### (6) Content Diversification

The content forms in the we-media marketing market are rich and diverse, including text, images, audio, video, and other forms. This diversified content form satisfies the needs and preferences of different users and provides more creative space and possibilities for we-media marketers.

### (7) Data-Driven Decision Making

In the we-media marketing market, data plays an increasingly important role. By collecting and analyzing user data, content data, and market data, we-media marketers can more accurately understand user needs and market trends, thereby formulating more scientific and reasonable marketing strategies and decisions.

These characteristics make We-Media marketing an efficient, low-cost marketing method with extensive influence.

## 2. We-Media Marketing Issues

We-Media marketing, as a new promotion method in the digital age, has demonstrated strong market influence and commercial potential. However, behind its vigorous development, there are

also a series of issues that cannot be ignored.

The primary issue is the severe homogenization of content. Many We-Media outlets frequently copy popular topics and trendy elements in pursuit of quickly attracting attention, leading to a lack of originality and a decline in user experience. Over time, this will weaken the core competitiveness of We-Media. Secondly, the cost of acquiring traffic continues to rise. As competition intensifies, We-Media outlets need to invest more resources in content creation and platform promotion, but the returns may not necessarily be proportional, making many We-Media outlets face survival pressures. Furthermore, the instability of profit models is also a major challenge. We-Media outlets that rely on advertising, sponsorships, or content subscriptions are vulnerable to external economic environments and policy changes, resulting in significant income fluctuations and difficulties in forming stable profit expectations. Additionally, copyright protection and compliance issues are increasingly prominent. Some We-Media outlets pursue short-term benefits and neglect copyright laws, infringing upon others' intellectual property rights. This not only damages the industry ecosystem but also exposes them to legal risks. Finally, user data privacy protection has become a new focus. When We-Media outlets collect user data to optimize marketing, improper handling can easily trigger user privacy breaches, damaging user trust and affecting brand image.

While enjoying the benefits of the internet, We-Media marketing must also address issues such as content homogenization, difficulties in acquiring traffic, unstable profit models, copyright compliance, and user privacy protection. By improving content quality, innovating profit models, strengthening legal and regulatory learning, and optimizing user experience, We-Media marketing can achieve healthy and sustainable development.

### **3. Analysis of the Application Effects of Artificial Intelligence Technology**

#### **(1) Enhancing Content Creation Efficiency and Quality**

By leveraging artificial intelligence technology, We-Media can rapidly produce high-quality content, such as articles and video scripts. For instance, through natural language processing technology, artificial intelligence can swiftly generate article outlines or even draft articles directly based on keywords or themes, significantly shortening the content creation cycle. By analyzing vast amounts of data, it can provide creative inspiration, content suggestions, and trend predictions, assisting We-Media creators in devising more engaging content strategies. At the same time, artificial intelligence enables content optimization and personalized customization. Based on users' interests and needs, artificial intelligence can optimize and personalize content, enhancing its relevance and appeal. [1]

#### **(2) Achieving Precision Marketing and User Insights**

Through big data analysis technology, artificial intelligence can create precise user profiles for We-Media's audience, including their interests, behaviors, preferences, etc., providing data support for precision marketing. [2]Based on user profiles and artificial intelligence recommendation algorithms, We-Media can tailor content and advertisements for each user, increasing their engagement and satisfaction. Simultaneously, artificial intelligence can analyze users' comments and feedback to understand their emotional tendencies and opinions, helping We-Media adjust content strategies in a timely manner to improve user satisfaction.

#### **(3) Enhancing Operational Efficiency and Automation Levels**

Artificial intelligence can automate many operational tasks on We-Media platforms, such as content publication, comment replies, and fan management, saving creators' time and energy, improving operational efficiency, and achieving automated operational management. Additionally, it aids We-Media in analyzing data more rapidly and accurately, understanding content performance, user behavior, market trends, and other information, providing a scientific basis for

decision-making. AI chatbots can serve as intelligent customer service for We-Media, promptly answering users' questions and resolving their doubts, thereby enhancing user satisfaction and service experience.

#### **(4) Innovating Marketing Methods and Expanding Markets**

Artificial intelligence technology can generate novel and unique creative content, such as virtual anchors, AI-generated images, and videos, bringing freshness and attractiveness to We-Media marketing. Artificial intelligence helps We-Media achieve multi-platform content publication and management, realizing cross-platform integrated marketing and expanding brand influence. Leveraging artificial intelligence technology, We-Media can more conveniently engage in language translation and cultural adaptation, expanding into international markets and attracting global users.

#### **(5) Application Case Analysis**

Feihe collaborated with Meitu to create the "Smart Baby Celebrates the Year of the Dragon" Spring Festival marketing campaign using AI technology. Through Meitu's AI technology, consumers could incorporate their children's images into Spring Festival smart baby AI portraits, achieving personalized customization. This campaign attracted over five million people to deeply participate, with 93% of users spontaneously sharing the activity content, achieving a total exposure of 480 million. This case demonstrates how AI enhances user engagement and content dissemination effectiveness through personalized customization in We-Media marketing.

Coca-Cola launched an "Unleash the Moment, Enjoy Refreshment" campaign after introducing AI packaging and AI co-branded products. By collaborating online with hundreds of artists for AI co-creation, releasing addictive landmark videos, and holding offline pop-up stores, it achieved high product penetration and brand growth. This case exemplifies how AI enhances brand influence through creative content generation and integrated online and offline marketing in We-Media marketing.

ZhanKu created the AI Marketing Lab to leverage fresh and enjoyable AI features, assisting corporate brands in creating significant AI aesthetic marketing events. For example, it jointly launched the "Auspicious Dragon" digital art exhibition work selection contest with the digital art space MADverse, soliciting original artworks and AIGC works from global designers. This case showcases how AI promotes the fusion of art and technology in We-Media marketing, enhancing the brand's social relevance.[3]

Through the above cases, it can be seen that the application effects of artificial intelligence in We-Media marketing are significant. AI technology not only improves content creation efficiency and achieves precision marketing but also enhances brand influence through creative content generation and integrated online and offline marketing. At the same time, AI can enhance user experience and engagement through personalized customization and intelligent operation.

## **4. Conclusion**

This study conducts an in-depth exploration of the application and effects of artificial intelligence (AI) in We-Media marketing through practical case analyses. The results indicate that AI technology can significantly enhance the efficiency, precision, and user experience of We-Media marketing. In the future, as AI technology continues to advance and the We-Media ecosystem evolves, the deep integration of these two will bring more innovations and opportunities to We-Media marketing. However, it should also be noted that AI technology has its limitations, such as issues related to data privacy protection, which require continuous exploration and balance in practice. We-Media practitioners should constantly upgrade their technical capabilities and innovate marketing strategies to adapt to new challenges and opportunities.

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