

Research on Marketing Strategies of Online Public Relations --Taking DingTalk APP's Marketing Strategies for Negative Reviews as an Example

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Keywords: Marketing strategies, online public relations, negative reviews, DingTalk APP

Abstract: Due to the impact of 2019 novel coronavirus diseases epidemic, DingTalk APP has launched online teaching method, which resulted in various negative reviews from student groups. The paper was written to analyze how DingTalk APP changes the bad image from the students' perspective via marketing strategies of online public relations.

1. Introduction

Since the epidemic of the new coronavirus, online teaching has taken a large part of students' daily life. Compared with other online course software, DingTalk's class attendance function has caused some students' dissatisfaction, which resulted in appearance of negative reviews. The marketing strategies which DingTalk team adopted to deal with these reviews is a central issue in this paper. Although there have been a great number of studies in online marketing strategies. It is difficult to obtain satisfied reports about analysis of DingTalk APP's marketing strategies under the epidemic from the relevant researches. This research mainly adopts the methods of literature research and statistical analysis. Through the exploration of the DingTalk APP's marketing strategies, this research aims to explore the advantages and disadvantages of these strategies, and provides a basis for other software and APP to deal with the negative reviews.

2. Methods

This research explores the reasons for a large number of low-star reviews and DingTalk's online marketing channels and marketing strategies via methods of literature research and statistical analysis.

2.1 Reasons for negative reviews

The research adopts literature search method to analyze the reasons for negative reviews.

(1) Imperfect function

In Apple App We can see from the numerous comments of store on nailing that dingtalk learning experience is not good, the efficiency of online learning is not high, and the process is cumbersome, and even the live class is stuck, the live screen is not clear, the homework shows that it has been submitted while it is not submitted, and so on, which directly affects the students' mood of using dingtalk, which leads to students' anger Comments.

(2) Anxiety

Research shows that in the family isolation caused by the epidemic, the status of students' online classes at home is completely exposed to the supervision of their parents. Due to the pursuit of high-quality online courses, teachers often use dingtalk to arrange a large number of regular assignments and examinations, or use dingtalk to sign in or roll call from time to time Function to urge students to listen carefully, these reasons are easy to cause anxiety of young students.

(3) Rumor

In the early days, rumors spread on WB, QQ and other social platforms, such as "teachers can use dingtalk's function to secretly turn on the camera of students' computer", which made students feel that their privacy has been violated, so they make negative comments.

(4) Sense of distance

On earlier stage, DingTalk showed as an online tool to supervise employees to work on time , the main users are office workers, executives and bosses, and primary and secondary school students have a sense of distance and strangeness. It's natural for them to have a strong aversion to such app. If teachers go to the online platforms which attract students more, such as Bilibili and Acfun, the rate of bad comments will also decline.

2.2 DingTalk's online marketing strategies

DingTalk responded to this negative review incident from two aspects: place strategy and product strategy.

2.2.1 Place strategy

(1) Dispel rumors

The DingTalk's official account of Weibo uploaded the explanation for the rumor that the teacher can open the student camera privately. At the same time, DingTalk responded positively to the doubts of the student group under the user comments of various application stores, preventing the further spread of false information. The explanation did not use the traditional official rumors, but instead chose a humorous language to deal with the false information against the DingTalk in a clever and polite manner.

(2) Gain sympathy from rational users

After dispelling rumors, the DingTalk's official account of Weibo uploaded a cute emoticon picture in order to showed the situation where DingTalk has been influenced strongly by the negative reviews. The move was intended to show that the core of the bad reviews were not due to the lack of function of the DingTalk itself, but the kicking effect of the students after being affected by the wrong information. With the help of Ali's other new media official accounts to spread, the topic successfully boarded the hot search. DingTalk showed the public a humorous brand image and gained sympathy and favorability from rational users.

(3) Get recognition and attention from the student community

After DingTalk begged for mercy, DingTalk posted a series of videos on Bilibili and Douyin platform. These videos are closely related to the topics of the student community, covering a series of topics such as anime, music and autotune remix. According to the data in the table below, these videos have received a large amount of dissemination through suitable platforms, making DingTalk's popularity spread rapidly among students in a positive form, and the choice of video content and form is closer to students' life and entertainment. The distance from the youth shows the diversity of DingTalk.

(4) Legal means

In the face of the recent repeated "rumors and slanders by PS pictures," DingTalk issued a statement stating that DingTalk has reported to the police for these repeated malicious slanders and resolutely pursued the legal responsibility of those who spread the rumors. DingTalk has demonstrated its toughness through legal means, and has a certain deterrent effect on malicious critics and rumors.

2.2.2 Product strategy

(1) Provide users with the services most needed

During the epidemic, what teachers and students need most is a stable online classroom environment. Compared with other online platforms and software for online education, the stability of classroom quality provided by DingTalk APP is undoubtedly better.

(2) Powerful function

1) DingTalk meeting has high-definition picture quality, stable and smooth, and supports up to 302 people online at the same time. DingTalk can be used free of charge by installing DingTalk on a computer or mobile phone.

2) Both mobile phones and computers can share screens and files, and the computer can also turn on the Do Not Disturb mode to protect personal privacy from being leaked while sharing.

3) Only the host can initiate recording on the PC, with controllable permissions and local storage; all classroom staff can turn on the beauty function to participate in learning with a better image.

4) Use meeting management functions such as mute all members/remove participants/lock the meeting/all members watch TA to ensure that the whole class is carried out in an orderly manner, safe and controllable.

2.3 DingTalk’s online marketing place

DingTalk mainly adopted the media marketing. Through the original official accounts of Weibo, Bilibili and Douyin platform responded to this bad review.

2.4 Part of video playback data

The data comes from Bilibili and Douyin platform.

Table1. The data comes from Bilibili and Douyin platform.

Video name	Bilibili	Douyin platform
I am DingTalk, asking for pardon	24.907 million	0.243 million
The advantages of DingTalk RAP version	2.927 million	0.343 million
DingTalk’s Melaleuca Routine	1.019 million	0,403 million
Things for DingTalk about anti-epidemic	0.01 million	0.435 million
End of the animation for DingTalk	1.125 million	million

3. Results

3.1 Reasons for negative reviews

Through the literature search method, the research found that imperfect function, anxiety, sense of distance and rumors are the main reasons for students to leave bad comments.

3.2 DingTalk’s online marketing strategies and places

DingTalk has made full use of the two marketing strategies of product and place in the 4P³ marketing strategy to shows a humorous and interesting brand image for student users. Weibo, Bilibili and Douyin are more active entertainment platforms for students. The application store is the place through which user groups obtain software downloads. The choice of the correct marketing channel enables DingTalk’s positive image to spread quickly. At the same time, for office users, it gets rid of the stereotyped work image and becomes more vivid. Affected by the epidemic, more and more students and companies began to use DingTalk. The short marketing video called “Things for DingTalk about anti-epidemic” launched by DingTalk has successfully established an image of unity and optimism. Connect the software with the user’s quality spirit. It is no longer a single work software and online courseware. This is its successful marketing to increase popularity at home and abroad.

Users know more about this product’s functions in the process of using DingTalk and gradually change the impression of DingTalk through the use process. DingTalk gained attention through Weibo’s hot search, and then maintained its traffic through Douyin platform and Bilibili. As chart in 2.4 shows, there was a stable increase of paly data in Douyin platform. Although, a fluctuation was found in Bilibili, it still attracted attentions from users.

In the special circumstances of the epidemic, DingTalk conveyed the value of “common war epidemic”, which brought users a sense of belonging to a certain extent.

4. Discussion

4.1 Fluctuation of broadcast data at Bilibili and growth of broadcast data on Douyin platform

Today, it is increasingly difficult for crisis public relations to rely on cold official

correspondence to achieve good results. Especially at the time when the self-media is becoming more and more developed, the subjects at the center of the storm of public opinion must clearly realize what their demands are and what they are adopting. Whether the measures are acceptable to the public. More and more examples have proved that a direct conflict with public opinion will only backfire. It may seem like a loss to comply with public opinion, but it can often lead to a rapid reversal of public opinion and even benefit from crisis events.

The broadcast data and platform promotion volume in this study are related to user groups. The feedback efficiency of Bilibili subculture to social hot events has shown an upward trend, and the effect of public opinion radiates widely, especially for young people. The age distribution of Douyin platform users is relatively even. Reasonable DingTalk lowered its posture on the contrary, and aroused the empathy of the public through self-blaming, which is even more commendable and extremely brilliant. Its broadcast data shows that DingTalk's marketing strategy is more successful. In this crisis of public relations, DingTalk gained more visibility and attention.

4.2 The combination of entertainment and hotspots

With the development of technology and the popularization of electronic products, consumers can obtain product information from more channels. Interest and popularity have become important criteria for the success of brand marketing. The video that can stand out among many marketing videos is precisely through the combination of humorous expressions and hot events to attract consumers.

In the video which is called "am DingTalk, asking for pardon", DingTalk's mascot modeled on swallows, lyrics and fun expression packages with the theme of begging for mercy attracted the attention of many viewers. They are the core of the video. Through the singing and dancing of the mascot, this video shows the audience the desire to get rid of bad reviews.

The fact that DingTalk selected the mascot to leave the country actually met the viewing needs of student users. The demand is written into fluent lyrics, which achieves the effect of humor and brainwashing. The circulation of this video has enabled DingTalk to gain popularity throughout the country.

4.3 The impact of 4I4 theory on Weibo marketing⁵

(1) Interesting

The main marketing targets of DingTalk are students. In the eyes of students after 00 and 05, the fun of the content determines whether they are interested in watching the response to the bad review sent by DingTalk. The content selected by DingTalk satisfies the needs of the student group, so that they have the patience to click on the clarification response, and the DingTalk does not bring heat.

(2) Interests

The content fun marketing and self-ridiculous marketing adopted by DingTalk can bring spiritual relaxation to the student community. The material benefits that DingTalk can bring to the student community can also be brought by other online courses platforms. But the spiritual benefit brought by its unique hilarious point is unique.

(3) Interaction

DingTalk can judge the post-view satisfaction level of the public with this marketing through the comment function of the Weibo platform. DingTalk are able to get the topics that viewers are interested in through comments, and use them as materials for the next marketing.

(4) Individuality

DingTalk's virtual image-Swallow successfully impressed the users through the video. At the same time, the use of "bad reviews" as a gimmick arouses the curiosity of potential users. By lowering the initial expectations of users, it brings reversal and leaves a deep impression on users.

4.4 Suggestions

(1) Maintain the stability of the platform

Compared with other online course platforms, DingTalk 's communication quality is relatively stable, but it once appeared on Weibo Hot Search because of the platform collapse. Maintaining the stability of the platform can bring a good reputation to DingTalk.

(2) Control marketing frequency

Excessive marketing frequency is easy to make consumers feel tired. DingTalk should reasonably grasp the heat and obtain the flow rate properly in order to change its popularity from "bad reviews" to a steady growth of a long stream.

(3) Achieve extreme differentiation

DingTalk uses reverse positioning to compare WeChat Life and Social APP, while DingTalk only has work to strengthen its differentiated value and category recognition in users' minds. 2B (to business) products are not necessarily rigid and boring. Times are changing, and the context of the market is also changing. Behind the enterprise are living people. After all, 2B (to business) still has to communicate with people. Only those products that are sufficiently differentiated can survive in the market.

In general, although DingTalk's marketing still has some shortcomings, it is still a successful marketing counter-attack case, which can provide a reference for similar events afterwards.

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