

Research on content Marketing Strategy of WeChat official account of "Huawei Terminal"

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Abstract: With the development of Internet technology, new media has gradually emerged and become a popular marketing tool. Among them, the content marketing of WeChat official account is a very important means in the communication of social platform. In order to further understand the advantages and disadvantages of the content marketing strategy of WeChat official account, this paper takes "Huawei Terminal" WeChat official account as the research object, and analyzes the marketing strategy of WeChat official account of "Huawei Terminal". Through the analysis of the current situation and influence of its official account operation, this paper finds out the shortcomings of the WeChat official account "Huawei Terminal" in the content marketing strategy, and puts forward relevant suggestions for these deficiencies. The purpose of this paper is to optimize the content marketing of WeChat official account of Huawei Terminal and provide some reference significance for other enterprises to use WeChat official account for reference.

1. Introduction

With the continuous development of media in the network era, the number of WeChat users continues to increase. In early 2018, the number of WeChat's monthly active users has exceeded 3.5 million. There are more and more commercial marketing activities based on WeChat. More and more enterprises place the marketing focus on the new media marketing, especially the official account marketing, so that the number of users of WeChat platform continues to grow.

However, through literature search, although there are not a few studies on WeChat official accounts, there is still less research on the marketing strategy of enterprise WeChat official accounts. Search for content marketing of WeChat official account on the Internet, articles are numbered, one article for 15 years, six articles for 16 years and 17 years. Thus it can be seen that the research on content marketing, especially WeChat official account content marketing, is valuable. Based on this, this paper studies the content marketing strategy of "Huawei Terminal" WeChat official account, hoping to analyze the content marketing strategy of "Huawei Terminal" WeChat official account, find out its shortcomings, and put forward some suggestions for improvement. It also provides a model for the future study of the content operation of WeChat official account.

2. WeChat official account of "Huawei Terminal"

2.1 The present situation of "Huawei Terminal" operation

Social media has changed the one-way transmission of information in traditional media and the single status quo of content creators, so that the focus of attention of enterprises has changed from product to person. The shift from information transmission to information exchange [1]. Harad (2016) believes that the failure of content marketing is mainly due to the lack of continuous and high-quality information and points out that enterprises can be established through continuous and frequent content sharing. Good brand relationship and trust with customers [2]. Therefore, content operation must create valuable content to attract and maintain fans. The main performance indicators of social media content marketing are reading, forwarding, praise, comments and the increase in the number of fans.

WeChat dissemination Index (WCI) refers to the spread, coverage, maturity and influence of

WeChat official accounts to reflect the overall popularity of WeChat and the development trend of official accounts. According to the year-end data of Qingbo, Huawei Terminal's WeChat communication index WCI reached 962.76 in 2017, the average reading volume was 5775, the total reading volume was more than 4 million, the total likes exceeded 40,000, the average reading volume was 5775, and the average number of articles was 67. On average, the opening rate of an article pushed by an official account is 10%, up to 20%. Therefore, the number of fans of WeChat official account can be roughly inferred from the number of tweets read by WeChat official account. The number of readings read by Huawei Terminal WeChat official account from April 1 to 30, 2018 is shown in Table 1:

Table 1. WeChat official account "Huawei Terminal" published the relevant data of the article

Total reading number	Average reading number	Total point praise	Maximum point praise	Total number of articles
413118	11475.5	3556	274	36

According to the data of Huawei Terminal this week, it can be seen that the average number of articles read by the official account is about 11500, so it is roughly known that the number of active fans will be nearly 120000, the same. The Qingbo index is estimated to be 125875 for active fans of WeChat official account of Huawei Terminal, which shows that the data is scientific and credible to a certain extent. The high reading volume reflects the results of the content marketing of the WeChat official account of Huawei Terminal.

2.2 The influence of WeChat official account of "Huawei Terminal"

The WeChat communication index (WCI) is a comprehensive index to reflect the overall heat of the official account through the dissemination, coverage, maturity and influence of the WeChat official account. The calculation formula is as follows:

$$WCI = \{30\% * [0.85 * \ln(R/d+1) + 0.15 * \ln(10 * Z/d+1)] + 30\% * [0.85 * \ln(R/n+1) + 0.15 * \ln(10 * Z/n+1)] + 30\% * [0.85 * \ln(Rt/d+1) + 0.15 * \ln(10 * Zt/d+1)] + 10\% * [0.85 * \ln(R_{max}+1) + 0.15 * \ln(10 * Z_{max}+1)]\}^2 * 10$$

According to the top 100 brands of consumer electronics in Qingbo big data's index, this article chooses "Xiaomi Company" and "Fruit Powder House". The four WeChat official accounts of Meizu Mobile phone and OPPO were counted from April 1 to April 30, and compared with the relevant data of WeChat official account of Huawei Terminal, such as Table 2:

Table 2. Relevant data of various WeChat public accounts published in April 2018

Official account	Number of releases/articles	Average reading number	Total point praise	WCI
Xiaomi Company	24/52	61782	65546	1232.60
Applefansid	15/64	20976	2172	957.31
Meizu Mobile Phone	28/71	13115	12252	951.58
OPPO	2/2	10w+	5621	940.98
Huawei Terminal	30/36	11475.5	3556	663

As can be seen from the above table, the WeChat official account WCI index, which ranks in the top 100 in the Qingbo index, is above 900, and Huawei Terminal is obviously in a weak position compared with it. But their average number of readings is more than 10,000, the most notable of which is that Xiaomi and OPPO, although only a handful of articles published by OPPO, have read more on average than Xiaomi, which is far ahead of WCI. It can be seen that it has been very successful in the content operation strategy of WeChat official account. It is well known that the advertising of OPPO is very extensive and frequent, almost everyone is familiar with it, and the strong sponsorship of various TV programs has also been successfully remembered by the public.

Xiaomi's WeChat official account, on the other hand, publishes a relatively large number of articles, and the WCI index leads not only in its hard work in publishing, but also in its careful operation of WeChat's official account. Xiaomi brand has appeared frequently in advertising and social hot events in recent years, such as pushing the charm of the stars on the Cannes red carpet with

Xiaomi mobile phones, deepening its impression in the hearts of the vast number of consumers. It provides a lot of help for it to attract the attention of fans. At the same time, the interaction with fans is also the highlight of Xiaomi.

In contrast, the content of the WeChat official account push article of "Huawei Terminal" is almost all about the promotion of enterprise-related products, the user interaction is not enough, unable to understand the user's consumption habits and preferences in a timely manner, and accurately grasp the pain point. To meet the needs of users, so the influence of its WeChat official account is insufficient.

3. The content marketing strategy of WeChat official account is insufficient

3.1 Single application scenario

According to the tweet of the WeChat official account of "Huawei Terminal", it is found that it is obviously lacking in the application of the product scene, most of the product functions are displayed directly in front of fans, and very few products are put into the corresponding scenes in the tweet. A few articles also do not see the adaptation of the product to the scene on the title. If you don't put the product in the right scene, you can't resonate with the fans, narrow the distance with the user, and reduce the opportunity to use the product.

3.2 Content Marketing is not in conjunction with current affairs hot spots

As an enterprise going abroad, the content production of WeChat official account of Huawei Terminal should always pay attention to national events, social hotspots and trend trends in order to cater to the preferences of consumers and link the hot spots of current events to Huawei products. Publish articles of interest to fans and increase the amount of reading. And the articles published by the WeChat official account "Huawei Terminal" rarely involve anything other than Huawei's products, and lack of marketing content that is combined with the current hot spots. This makes the content production of its WeChat official account is still limited to the promotion and sales of Huawei series products.

3.3 Lack of fan interaction

One of the great advantages of WeChat official account content marketing is that it has a large number of fans, the content is the core, and interaction is the key point. However, the marketing strategy of "Huawei Terminal" WeChat official account has limited interaction with fans. The main interactive mode is the comment function at the bottom of the article, but this way is limited by the settings of the scene, editing screening and other means, and cannot interact with fans better. Therefore, users can not fully contribute valuable information, nor can they take the initiative to obtain information, the problems of users cannot be solved, and the needs will naturally not be met.

4. Suggestions on content Marketing Strategy of WeChat official account of "Huawei Terminal"

4.1 Build scenarios and develop user usage habits

Li Zhi (2014) believes that the core of scene marketing is to push marketing information according to the different location, environment, time and situation of consumers. The key to scene marketing is to find new users in the scene and cultivate user habits according to the scene [3]. In the era of mobile Internet, there are countless channels of communication. Huawei Terminal can publish its own advertisements, product introductions, reviews, user experience and other articles through official accounts, Weibo, browsers, mobile applications and other platforms. Build multiple product usage scenarios according to user habits. In the process of communication and user use, the imagination and creativity of users are synthesized, and multiple scene combinations are created to enhance the user experience and form a virtuous circle. In the Internet age, the popular trend is irresistible, and the popular things are more easily accepted by the public, so the setting of the scene should not only

conform to the common sense, but also need to pay attention to the content, produce the content with guaranteed quality, not only precise but also deep. To meet the strange psychology of users, make it become a trend, users widely spread, so that the public recognition, become a scene culture.

4.2 Carry out publicity in combination with the hot spots of current affairs.

Social hotspots can attract attention and discussion. For example, Xiaomi mobile phone in the WeChat official account combined the current hit film Chinatown investigation 2 and the convening of the two sessions, released relevant articles. The WeChat official account of "Huawei Terminal" should also publicize and promote the products in the light of the current hot spots.

In addition, such as large-scale advertising, investment and sponsorship of television, variety shows, and so on. These popular daily contact and interest in hot film and variety advertising implantation can repeatedly remind consumers that high frequency of exposure can leave a deep impression on consumers. The WeChat official account of "Huawei Terminal" can use this marketing method to integrate the latest resources, carry out large-scale, multi-channel publicity, improve the popularity of publicity, and use current events hotspots and popular movies and television to increase their exposure. Improve the position of enterprises in the hearts of fans.

4.3 Make full use of WeChat platform to increase fan interaction

Huawei Terminal WeChat official account can increase the way of fan interaction, broaden the channels of fan interaction. Carry out off-line activities periodically, publish interview articles, better understand fans' needs and ideas, conduct lottery, prize-winning and knowledge-based online interaction, and maintain emotional relationship with fans. The interaction of social media gives the demand of brand personalization, such brands have attitude, personality, and can even build their own circle of friends and tell stories like people. Good fan interaction not only makes the enterprise understand the user's consumption habits and preferences, but also makes the user have a clearer understanding of the enterprise brand, at the same time, it is also constantly reminding the user to choose the brand and deepening the impression of the enterprise in the hearts of consumers. According to the communication with fans, enterprises can find out the shortcomings of operation and improve them. In addition, user participation, can create new content, but also easy to promote the formation of spontaneous retransmission.

5. Conclusion

The key to content marketing is to understand users and build a close and stable relationship with them and trust each other so that they can do business with you. Through the research on the content marketing related content, this paper understands the content production and composition of the WeChat official account of "Huawei Terminal", the influence of the official account, and analyzes the content marketing strategy of the WeChat official account of "Huawei Terminal". Then find out its shortcomings in content marketing and put forward suggestions for improvement, hoping to be helpful. Content marketing is now booming, in addition to the need for high-quality content production, good communication platform is also the most important. The content marketing of WeChat official account is an important means for enterprises to enhance brand image and create revenue. Therefore, it is necessary to strengthen fan interaction, personalize WeChat public accounts, and strengthen emotional ties with users. The most important thing, of course, is to keep abreast of social trends by constantly updating marketing strategies on the basis of understanding users.

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