

The Difficulties and Countermeasures of WeChat Marketing

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Keywords: WeChat marketing; Difficulties; Countermeasures

Abstract: After micro-blog marketing, WeChat marketing, with its viscosity stronger and more accurate target location, has quickly become a new tool for enterprise marketing. With the introduction of precision marketing concept and the instant marketing research, point to point precision marketing has become the unique advantages of WeChat marketing, at the same time, the unique marketing mode of WeChat driven the reforms of mobile Internet. This paper first explains the WeChat marketing dilemma, that is, the difficulties existing in the WeChat marketing, and then puts forward relevant countermeasure.

Introduction

The development and progress of science and technology promotes the renewal and development of network technology. Today, the Internet has become a part of people's lives, with the birth of network culture, more and more people access to the Internet, which have great influence on the marketing mode. The vigorous development of the WeChat market has created a new marketing mode - WeChat marketing. The maturity of 3G technology and application of 4G network makes the WeChat marketing has become a trend and the new way of marketing.

WeChat Marketing Dilemma

WeChat marketing platform is not perfect. In China, the WeChat platform developed earlier, for its development status, its development prospect is immeasurable. Take the mobile phone games as an example, now the game profit model has been already mature, both at home and abroad, this model succeeded. But, as a new platform, there is a problem - it is invariably follow existing path, or according to their own characteristics to create a new pattern. The shopping platform also needs to improve. Take MeiFuHui as an example, it is the first access to WeChat's website, the difference is in the public platform lie in it increased the "beauty exchange membership shopping area". Users need to use WeChat to find the and to add MeiFuHui public account, later, they will receive a notice becoming MeiFuHui member and receiving a gift. Through the gifts and automatically confirm the user membership, MeiFuHui guide the user to enter the consumer shopping area. The whole operation is somewhat cumbersome, and the user must click to view MeiFuHui account information to enter the shopping area. During the user order, it needs to enter the mobile phone number in order to confirm the call for cash on delivery and no supporting online payment also makes the whole process of shopping experience is poor. The function sharing the goods to the circle of friends sometimes occurs collapse phenomenon, which leads it can not be effective propaganda with the aid

of social forces. At the same time, mobile payment has been troubled by the problem of mobile providers, binding TenPay will conducive to the development of WeChat.

The development of O2O is serious imbalance. O2O is an abbreviation of Online To Offline. By the addition of "nearLook Around", combining the business which has got a strong development, bundling with businesses is the WeChat existing O2O layout. But for now, Chinese O2O is only a dream. The line of the market is not mature, which determines the online and offline development seriously unequal, and this seriously restricts the development of O2O. As a B2C company, Tencent has a lot of successful experience of products directly to customers. But the business loop makes the development of enterprise class products just passable, making WeChat adapt to the Grote Markt with independent and complex flow is not an easy thing. In order to meet the market demand of small vertical segments, it needs a number of powerful media marketing talents, while the social media talent was very weak, so it is also difficult to achieve.

Brand promotion needs not implemented. The success of the marketing mode is to allow brands and consumers are willing to profit from goods, at present, WeChat marketing seems to be not up to the standard. First, no classless and ranking public account is not conducive to the user to focus on it. Because it requires the user to search, micro-blog is a diffusion of strong message platform, a message can be known by thousands of people through reprint, thus, the public account is no obvious advantage in the promotion. As an ordinary user, they may choose the micro-blog because of their more interactive operation. For the brand business, the return doing the same things is not the same in the micro-blog and WeChat platform. As everyone knows, brand extension is one of the most important aspects of marketing, is also the first level of marketing, if the problem in this aspect can't get clear, it will be difficult to maintain long-term development. In addition, the WeChat itself is the lack of a open communication channel, the general WeChat marketing only releases a two-dimensional code through advertising pages, blog to make the user scan to pay attention to them. This means greatly reduced the brand promotion effect of enterprise or individual.

Information push reading rate is low. Point to point spread is undoubtedly the advantage of WeChat, however, compared with micro-blog, it also lacks of features that Micro-blog fans can communicate with each other between the exchange. The unity of lines communication decided fans responded only can be seen by the business account, failing to communicate with more users and their friends to share ideas, and most businesses account reply is slow and stiff, these slow blunt reply can not replace interaction between fans, so fans of WeChat activity is significantly lower than the micro-blog. The open rates of WeChat platform push information is low. Many WeChat public platform continues to push a variety of graphic information to the user's mobile phone, just open the e-mail, it is instantly filled with all types of advertising spam, even if there is always such valuable information, readers are too busy to read, leading to the push message open rate is low.

User privacy is threatened. Because WeChat itself is a social platform based on location information, in the social process, the user may disclose user location information and other personal information and such security risks make some users with a wait-and-see attitude to WeChat. In addition, WeChat users without real name authentication, which makes someone h wanting to use WeChat to engage in fraud have a chance. Due to the lack of real-name system management, user inherently is difficult to distinguish each other's identity, and they will fall into the trap of unscrupulous persons with little attention, resulting in personal or property damage. In

addition, the two-dimensional code technology developed original intention is to facilitate WeChat users, however, the user can only learn by scanning the contents of a two-dimensional code, which has now become a new channel for mobile phone viruses spread. Two-dimensional code can not do without standardized management measures, failing that, it will provide more convenient for the criminals scams.

Enterprises do not pay attention to WeChat and marketing effectiveness is also exploring.

WeChat marketing as a new thing, many domestic enterprises have maintained a watching attitude. They pay attention to this new marketing tool, but only decide to use such means after this marketing tool has been verified. Even if some companies wants to make strategic marketing arrangements, but because do not understand the method of marketing techniques, they take a lot of detours. WeChat begin one to one information delivery to the user's purchase of the bridge, consumer referrals as the goal, to enhance the user experience for the purpose. This transfer process constitutes WeChat marketing value chain. Due to the lack of complete sets of marketing tools, companies tend to use the promotion of traditional marketing tools, and such traditional marketing tools already have made the users tired, so that they can easily produce a psychological resistance, this new name marketing is one of the factors restricting the development of long-term marketing WeChat. To more efficiently promote their products in WeChat, it also needs their own additional exploration.

Enterprise WeChat Marketing Strategies

Enhanced interactive marketing. In the traditional marketing model, the average consumer only can passively accept with no interaction, but WeChat marketing broke the status quo, how to play to their strengths for marketing is the key to success. Customers on the WeChat is no longer want to be the kind of unilateral attention, but to be able to communicate directly with the companies, which is the core of micro-channel marketing. If the company can win the trust of customers, the customers buying some products also goes without saying. For example, qunar.com not only has a strong support website, but also connected his hotel business with the WeChat platform, so just look at the micro-channel, users can get the travel, hotel occupancy and other information.

Personalized marketing strategies. One of the WeChat feature is precision marketing, fast information transfer speed, fast diffusion, which is not comparable to other marketing methods. In the current business WeChat marketing point of view. Many companies have not found the true marketing value of WeChat, they just take WeChat as advertising platform, because content is not innovation, fans loss is very serious, with little success. To retain existing customers, develop new customers, companies must do push advertising content, to make the content innovative and dynamic. At the same time, enterprises should identify their WeChat marketing purposes and develop marketing strategies accordingly.

Maintenance and cultivation of customer information. WeChat marketing is interactive, consumers and businesses communicate at any time, which requires companies to have good customer service. When talking to customers, it needs to be patient. If the attitude is not good, it could lead to poor customer mood, and even loss of customers. If these bad phenomenon placed online, it will have a

significant negative impact.

Control information push frequency. Daily push information can not be too much, not more than three, even one is enough. These are actually serve as a reminder. In addition, since most of the users use a mobile phone browser, in terms of consumer content, graphics should be appropriate, so that customers can save time and traffic.

Readability information pushes. Kind of language style and the unique characteristics of individual conversations makes WeChat push messages with high readability. What WeChat users need is not rigid, stiff language, but happy reading, so the speech must have an affinity, must be able straightaway. While WeChat can separate users species, understanding user is a two-way communication result. News releasing frequency should not too high, too complicated, also try not to produce the chain to complex websites or send large amounts of video, because it may cause the user cancel the attention. At the same time, stereotyped conversations make customers fatigued, WeChat's push-based mechanism makes each message require the user to handle.

Simple information pushing and customer access and can not be called WeChat marketing, when Providing information customers need, it needs to promote their products, which means that a scientific and rational enterprise customer management system is essential. Grouping according to the user's needs, and pushing the target customer information, in addition, the company's customer management systems need to update and improve.

WeChat system security measures need to be further improved. Any marketing model are the same, if wanting to be successful, it must obtain customer trust, but now, WeChat security risk makes many customers be afraid to venture to buy products, therefore, in order to obtain the trust of customers, we must address the security risks. Enterprises should take appropriate precautions, while users should not easily reveal their information.

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