

Study on Wechat Marketing Strategy of Tmall

Juan Wei^{1, a}

¹School of Management, Yulin University, China, 719000

^a1344919363@qq.com

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Abstract. With the development of Internet economy, many kinds of marketing have been emerged based on Internet, and mobile internet marketing has evolved into a new battlefield for enterprises to carry out marketing. Because of this opportunity, it has become a trend to market with Internet, and WeChat public platform is also an important platform for communication between enterprises and consumers. With the advantages of wide audience, low operation cost, and convenient and efficient dissemination of information, Wechat marketing has become a new way of enterprises' marketing, and has aroused more and more concern. This paper takes mobile internet marketing as the breakthrough point, specifically analyzes the application of WeChat marketing of Tmall. Through the research of WeChat marketing mode of Tmall, this paper summarizes the marketing advantages of WeChat, so as to provide reference for other enterprises to carry out WeChat marketing.

Introduction

In the mobile Internet era, the use of mobile client applications are on the rise. As of December 2016, China's mobile phone users reached a number of 695 million which shows a growing number of users in recent three years. The usage of desktop computers and laptops has declined, which is caused by the use of mobile phones of individuals to surf the Internet. To carry out enterprise marketing activities with mobile devices especially with WeChat marketing as a new marketing channel, has also brought a new way for enterprises' marketing. Since its emergence from 2011, Wechat has become the most popular social information network platform, which has begun to show the subversive changes in marketing industry.

Characteristics of Wechat Marketing

With the rapid development of mobile Internet technology, Wechat came into the public horizon early in 2011. After a short period of four years' development, Wechat has not only become the first choice of the communication application, but also a new battle of media marketing that follows Twitter battle. Therefore, many enterprises cast their eyes over Wechat. As a "one-to-one" social communication application, it has the social communication nature as well as the characteristics of timely spreading, accurate delivery, viral spread and so on, which shows the marketing value gradually. As there are only a few typical cases of the marketing, many companies don't know which is really suited to their marketing strategies.

Accurate Delivery. The main index to evaluate the performance of marketing depends on the arrival rate of marketing information. With reliance on its own large user base as well as the announcement of relevant marketing information to Wechat users, Wechat public information can accurately reach to the users. And if the users have not read the information yet, WeChat clients will also have the corresponding prompts to remind users, so as to ensure a good read of information. Wechat has a large group of users, with the use of mobile terminals, natural location positioning and other advantages, all information can be easily pushed, so that each individual has the opportunity to receive this information.

Viral Spread. Depending on hot news, topic marketing, and marketing events and planning activities, marketing information of Tmall can spread quickly on the network and achieve viral marketing. Wechat circle of friends can also quickly broadcast messages, and increase its exposure,

such as annual 11.11 shopping carnival activities, which is spread through a visual explosion of information in Wechat circle of friends.

High Acceptance. With advantages over other social platforms of its wide reach and popularity, Wechat has become the main social tool and the foundation of marketing at present. Because the fans take initiative to pay attention to public accounts and they are active to receive any information, the spread of marketing information basically is not on the defensive. Therefore, Wechat could maintain high-intensity penetration in the national scope with its wide spread and great influence.

Modes of Tmall's Wechat Marketing

In recent years, mobile Internet terminal developing more quickly than others, and it has achieved using from 2G to 3G and then across to 4G. Also from Web 1.0 to Web 2.0 and then evaluate to Web 3.0. Since January 21, 2011, the born of Wechat, it has been with lightning speed rate of development. At the end of the first quarter of 2015, the user number of Wechat has reached 549 million people, and there are more than 200 users across countries, more than 20 kinds of language in using it. Meanwhile, in terms of the public account number of Wechat, it has exceeded to 8 million mark from many brands, the number of mobile applications have been docking more than 85,000, and the possession and use of Wechat payment number has reached about 400 million. Wechat has come into more and more people's lives, and gradually become more and more people's necessity of life. Along with the birth of Wechat, it has become one of the hottest marketing way.

Wechat Subscription. Wechat has features of point-to-point and face-to-face marketing, which makes it could send marketing information directly to t Wechat page of targeted users, and thus establish a strong communication with users. Through the form of interactions, Wechat can establish connections with customers by timely and effective communications, and furthermore build relationship between enterprises and consumers in a reasonable and effective way by answering questions, telling stories or even playing cute with customers. Wechat Subscription is an access for Tmall to carry out promotions with the channel to connect their own website through Wechat page. On this platform, customer shopping needs could be most efficiently met with the idea of relevant promotion activities, which has enhanced user's involvement, provide a new way of information communication for medias and individuals as well as establish good communication and management mode between users.

Wechat Service Account. Public platform is a new function module in Wechat, and through this platform, individuals and enterprises can realize full range of communications through text, picture, and etc.. Wechat Service Account is a part of WeChat Public Platform. Wechat service number varies in response to different groups. Pages that send related marketing information is a window to provide service to fans, while platforms that provide more business services and management capabilities for enterprises and organizations is a way to help consumers.

Wechat Floating Bottles. Floating Bottles is a new channel for Tmall to carry out word-of-mouth marketing. Consumers will communicate orally with others by their own use of products or services such as satisfaction, ideas, evaluations, experiences and etc.. which refers to the term word-of-mouth marketing. It is an important factor that affects consumers' decision-making process, and provides a supplementary role in purchasing decision-making. Tmall's word-of-mouth marketing is realized by Wechat Floating Bottles. Users deliver their feelings of products through the transmission of floating bottles in order to share with each other with personal feelings of products in a real way. Besides, floating bottles could also be applied to carry out public welfare activities so as to offer the compassion positively as well as set up a good image of enterprise.

Successes of Tmall's Wechat Marketing

Viral Marketing. Viral marketing of Wechat can spread enterprise marketing information quickly, especially for some planned activities by Tmall to be transmitted accurately in the user group such as 11.11 shopping carnival. Being a window between the shopping mall and the consumers, Wechat

public platform could communicate with customers to the utmost, and reduce the cost of time needed in purchasing process, and enhance consumers' satisfaction. In the fast changing Internet economy, marketing is more challenging when enterprises are faced with different market competition, so it is necessary to constantly increase the added value of their products. The customer's desire and demand, cost of satisfying the desire and demand, convenience of purchasing, and the communication and dissemination are all the marketing issues that each enterprise should pay attention to in the new environment. The basic goal of marketing is to acquire, maintain and increase customers, select target markets, and create, spread and deliver higher customer value through marketing. WeChat marketing is just as a channel to carry out marketing activities, how to make this channel become more efficient is the problem that enterprises should confront with.

Word-of-Mouth Marketing. Rely on the drift bottles feature of WeChat, Tmall has precisely shaped the reputation and good image of the enterprise, and has made clear market segments with the help of WeChat fans to correspondingly carry out effective marketing activities. Tmall accurately grasp the market changes based on scientific analysis of big data. And it can accurately grasp the customer demand to provide the corresponding product quickly and conveniently through the analysis of consumer purchasing behavior. We are now entering the era of Internet with high-speed development of society, developed science and technology and rapid flow of information. Word-of-mouth marketing is an effective evaluation of consumer products, which is more convincing through the user's first-hand experience of the product.

Interactive Marketing. Interactive marketing is with a concern of users to establish customer relationship management to further reach users' loyalty by adequately achieve communications between Tmall and consumers. Interactive marketing is the implementation of consumer opinions and suggestions for product planning and design in the marketing process to provide service. Its essence is to fully consider the actual demand of consumers, and to achieve the practicality of the commodity. Tmall implements the model of member integral system to measure members' level according to each one's normal consumption level, consumption number and so on. The higher the level, it will have the right to distinguish between general users, including the discounts and so on, thus achieving the purpose of maintaining customer relationship and customer loyalty. The interactive marketing of Tmall is to create more consumer experience for users, enhance the interaction between users, and finally achieve the goal of marketing.

Guides of Tmall's Wechat Marketing

Wechat Marketing is typical application of new media marketing after micro-blogging marketing in recent years. There are many successful enterprises cases and many enterprises pay close attention on Wechat Marketing. As social-line application software, Wechat software have many features such as the timely dissemination, accurate delivery, the viral proliferation and so on. Wechat marketing communication has been accepted by many people, however, only a few enterprises can successfully use Wechat as a marketing communication tool, most enterprises still can not find a suitable marketing communication strategy for their own Wechat marketing communication strategy.

Enhance the Concept of Wechat Marketing. With the rapid development of Internet, new marketing modes emerge in an endless stream relying on the Internet as a marketing channel, among which WeChat also provides a new platform for enterprises to carry out marketing activities. It can be said that the development of enterprises will not be achieved if there is a lack of connection with Internet. With the constantly updated Internet technology and the gradually popular smart phones, the world we live have already quietly gone to mobile internet era. The coming of the new era make people's behavior of contacting media change accordingly. People gradually change the habit of using their computers to gain information and entertainment, and choose to use smart phones. As an inevitable outcome of this era, Wechat quickly occupies the market by taking the advantage of itself, and it gradually evolves into the users' whole life. All sorts of companies began to realize the infinite value of Wechat as a marketing means, but now there are a lot of business blindly regard it as a universal; marketing means, and follow others to use it before fully understand

Wechat marketing. Marketing activities of enterprises should make adjustments and innovation in the new form, and marketing is not only to invest money to do advertising, but to focus on the channel, and emphasize on contents. As a means of marketing activities, Internet is constantly developing new marketing modes, including transfer from PC to mobile end to maintain more customers to connect networks. Wechat marketing has been a battlefield for various enterprises to find out their own segment market in the competitive Internet industry. Enterprises have to accurately grasp the market relying on big data and clear the strategic task to develop effective marketing tactics.

Implement Diversified Marketing Strategy. As a new marketing mode of marketing, Wechat is still in its development stage, and each enterprise needs to explore the marketing plan that conforms to the consumer taste. Wechat marketing has its unique advantages and disadvantages, so every enterprise should take advantage of it when developing marketing activities. Innovation is still the focus of marketing. We have already in a personalized period, therefore, it is important to grasp the young people's consumer psychology and consumer demand so as to provide more personalized services. With diversified WeChat marketing strategy, enterprises can quickly and accurately obtain more users by strengthening WeChat marketing means as mobile internet terminal. Wechat APP has got over 600 million users till now, whose open platform, public platform and shopping platform has good integration and openness, together with the social function providing variety of possible ways for marketing. Wechat APP based on strong relationships, can give full benefit the precision marketing, word-of-mouth marketing, emotional marketing. At the same time, Wechat marketing conducts with great innovation, realizing a lot of effects which traditional methods can not, this is also very significant.

Optimize WeChat Marketing. Combining with Wechat marketing five core functions, there are the marketing model based on the function of people nearby, the marketing model based on the function of floating bottle, the marketing model based on the function of scanning QR code, the marketing model based on the function of Wechat sharing and open platform, and the marketing model based on the function of Wechat public platform, different modes correspond to a variety of marketing strategies, in order to build more perfect marketing model. And there are different applicable conditions in different modes, when enterprises choose Wechat marketing modes, enterprises should combined with their own situation. The marketing mode of Wechat should be changed with different marketing objectives, and in a fast-changing network era, enterprises need to measure up and optimize the means of Wechat marketing. Marketing is often able to attract popular attention with the characteristics of new, unique, interesting and so on through the corresponding marketing plan to carry out Wechat marketing. Tmall's LBS model, the public platform and drift bottles are all optimization of marketing modes. Marketing is the creation of content as well as the optimization of marketing content, and the network age has not only been able to obtain the high praise of the market, but also the perfect combination of product and marketing content. This can not only achieve the purpose of marketing products, but also establish a good corporate image. With the continuous acceptance of Wechat marketing, marketing modes tend to merge and imitate each other, and the only countermeasure to solve this problem is to carry out marketing activities of their own. Thus, marketing activities of enterprises need to be adjusted in practice through a good marketing plan and innovation to optimize the marketing system.

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