

Start with Consumers' Interests and Hobbies to Realize Accurate Marketing

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ABSTRACT

Since Weibo entered China in 2007, in just a few years, Weibo has spread and developed at an alarming rate. High-speed communication ability, convenient operation mode, low platform, strong interaction and other advantages have led all walks of life to enter Weibo, and many enterprises and businesses have seen the development prospects in Weibo. In the fierce market competition, in the current chaotic marketing field of Weibo, it is very important for enterprises to find effective marketing schemes to make marketing more targeted and achieve successful sales. The characteristics of accurate marketing positioning can guide enterprises to move forward in the storm of marketing in Weibo. This paper focuses on the description that while precision marketing has become a goal that marketing activities are striving for, on the basis of literature research, it makes an in-depth analysis of various situations that are easy to appear in the current situation of marketing in Weibo, and puts forward precision marketing strategies. Through qualitative and quantitative research, with a large amount of data analysis, the direct relationship between Weibo marketing and precision marketing, such as user interest, brand positioning, event marketing, targeted promotion and opinion leaders, is obtained. On the platform of Weibo, different user groups are subdivided and summarized according to marketing modes and methods, and three types of Weibo operation modes and precise marketing strategies are summarized. Based on Sina Weibo platform, this paper analyzes the effective application of enterprise Weibo precision marketing. On the basis of analyzing the case of precision marketing in Weibo, the marketing strategy is summarized to realize the precision marketing for customers in Weibo. It is hoped that this article can produce certain application value for enterprises under the combination of theoretical integration and practical cases.

1. Definition of Accurate Marketing

The theory of precision marketing was put forward for the first time in 2005. Philip Kotler (2005) thinks that precision marketing means that enterprises adopt more accurate, measurable and high return on investment marketing communication, formulate marketing communication plans that pay more attention to results and actions, and pay more attention to the investment in direct sales com-

munication^[1].

Jeff Zabin (2008), an American scholar, defined in his book that precision marketing is to send the right information to the right customers through the right channels at the right time, so as to really influence the purchase decisions of the target customers and promote the effective achievement of marketing objectives.

Xu Hailiang, a domestic scholar (2006) summarized the definition of precision marketing as: on the basis of precise

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positioning, establish a personalized customer communication service system, and realize measurable low-cost expansion of Zhang Zhilu. He believes that precision marketing has three meanings: the first is precision marketing ideas^[2]. The second is to implement accurate system guarantee and means. The third is to achieve the enterprise goal of low cost and sustainable development. Wu Qingsheng, Yu Ying and Zheng Xingshan (2006) think that precision marketing is a detailed analysis of different consumers in the target market by combining quantitative and qualitative methods. According to their different consumer psychology and behavior characteristics, enterprises adopt targeted modern technologies, methods and targeted strategies to realize marketing communication with high return on investment for different consumer groups in the target market.

Dong Hongying (2008) put forward that precision marketing is based on the full possession and analysis of customer information, aiming at the different needs of customers, and one-to-one marketing as much as possible. Its concern is to know the accurate target audience information, effective information dissemination channels and marketing means. This definition attaches importance to the status of customers in precise marketing, but still emphasizes the application of precision marketing ideas in advertising communication^[3].

Lu Wei (2008) put forward the definition of precision marketing from a wider scope: precise marketing is based on scientific management, with insight into customers as a means, properly and appropriately subdividing the market, and adopting precise marketing operation methods to make the market deeper and deeper, so as to obtain the expected benefits. This definition holds that customers and advertisements can be accurate, products and technologies can also be accurately positioned, and the scope covered is broader.

2. Characteristics of Precision Marketing

2.1 Targeted Audience

Jeff Zabin (2008) thinks that the first characteristic of precision marketing is the accuracy and pertinence of the target audience. Although traditional advertising is based on market segmentation and positioning^[4], due to the limitations of traditional media and technology, the pertinence of the audience is still not strong. Precision marketing can rely on powerful database resources and use modern information technology to accurately measure and analyze consumers' behaviors so as to choose the right channel to send the right information to the right customers.

2.2 The Economy of Cost

Kimberley (2006) thinks that on the Internet, it is pos-

sible to make more accurate IP targeting based on the user data on the website platform and the IP information of each computer network connection, so as to accurately find the target consumers at a very low cost. After accurately finding the target audience, it can save a lot of marketing costs for enterprises by using the relatively low-cost network-oriented delivery.

2.3 Controllability of Effect

An important feature of precision marketing is to track the process of marketing activities. With the maturity of technologies such as targeting and tracking, marketing activities can be monitored, and the process can be optimized by examining the effectiveness of each link. At the same time, for the measurability of the results achieved by marketing efforts, marketers can test all kinds of important factors provided in advance and make a reasonable analysis of marketing strategies.

3. Advantages of Precision Marketing in Weibo Platform

3.1 Targeted Marketing

As the name implies, precision marketing is characterized by doing the best thing at the fastest speed. It conducts marketing activities for target customers through detailed data classification of products and services, and achieves the best control of other activities except target customers. In order to achieve this goal, we must effectively communicate with the target customers and know their needs and opinions in time.

Whether it's Weibo marketing or other marketing methods, losing the marketing pertinence is like losing the sense of direction and being unable to move.

3.2 The Effect Can be Measured

Besides the strong pertinence of precise marketing, the measurement of marketing effect is also its important feature. Among several implementation tools of precision marketing, whether it is Weibo, narrow advertisement, social network or search engine, they all inherit the measurability of precision marketing. Compared with traditional media advertisements, precision marketing can accurately locate the data of each audience in marketing activities through a powerful data programming system, including personal basic information, preferences, location, purchase experience, etc., and can also predict other personal information through computer simulation, such as other members' information and other data needed by enterprises. The biggest advantage of data marketing is to

accumulate customer resources and lay the foundation for enterprises to carry out other marketing activities^[5].

The one-way spread of Weibo has increased the blindness of enterprises in marketing. In the process of finding the target audience, enterprises are like looking for a needle in a haystack and resigned to fate. Precision marketing speaks with data, presenting all unknown equations to enterprises in the form of algebraic results. Information dissemination carried out by enterprises with clear needs and objectives of the audience can not only easily arouse the attention and forwarding of the audience, but also increase the number of comments. Weibo's influence has been enhanced unconsciously.

3.3 Reduce the Negative Effects of Advertising

The measurable effect of accurate marketing and the pertinence of marketing bring a direct benefit to enterprises, that is, the significant increase of purchase conversion rate. This efficiency is not only reflected in the dissemination of enterprise information to target customers, but also in the marketing of enterprise products and services. Because the marketing activities of precision marketing are aimed at their own target customers, the news released by enterprises is generally consistent with the news that customers are willing to accept, which makes it easier to trigger the purchase intention of target customers and realize the value of marketing activities of enterprises.

In marketing in Weibo, enterprises usually blindly pursue the advertising arrival rate. According to the survey, users usually block all information (including related information) when they receive a large amount of information that has nothing to do with them. This situation directly leads to the loss of a large number of effective customers, which is not conducive to the long-term development of enterprises. Marketing accurately selects its own target customers in the database that are consistent with marketing activities for advertising push, which increases the attention of enterprises to target customers and helps target customers to become loyal fans.

3.4 Focus on Consumers and Attach Importance to Communication and Interaction

Accurate marketing goal is to obtain high-profit market communication for target customers. It's guided marketing with a strong data structure, closely following consumers' desires. At the same time of successful marketing, it is more convenient for consumers. When consumers accept the product information they are willing to accept, they also improve their satisfaction with the enterprise virtually.

Accurate marketing is consumer-centered, and it also

highlights its two-way relationship with consumers, attaching importance to communication and interaction. A major feature of direct contact and communication with consumers is that enterprises can get consumers' first-hand information. The more data they get, the easier it is for enterprises to improve the pertinence of their products, so that the products can meet the needs of the market and increase consumers' acceptance again.

In marketing in Weibo, enterprises often don't look at the long term, but only pursue short-term profits. However, it is easier to ignore the trust with fans, which makes it impossible to achieve long-term development. The meaning of precision marketing itself is the marketing that realizes the primacy of consumers and is implemented around consumers. Accurate marketing features not only greatly improve customer satisfaction, but also strengthen the two-way communication between enterprises and customers.

4. Promote the Weibo of Sales-oriented Enterprises

4.1 Use "Topic" to Find and Snare Target Users

To position Weibo as a promotion type, we should first solve how to find the target customers. The characteristics of topics in Weibo provide help for enterprises to find target customers.

Enterprises can realize the positioning strategy of target customers by searching the topic names related to the sales direction of the enterprise on Weibo. Generally, the users who participate in the topic discussion have some common attributes, so identifying the topic and participating in the topic can not only improve the influence of the enterprise, but also help the enterprise recruit more target users.

If the main sales area of the enterprise is skin care products, you can search the Weibo for functional hot topics such as # maintenance #, # acne #, # whitening #, etc., not only discussing the large number of users, but also paying more attention to the skin, all of which reserve a lot of resources for the target fan base of the enterprise and prepare for the next step of making profits.

4.2 Offline Localization Marketing

Online and offline interaction strategy Weibo marketing company interacts with customers. This kind of marketing enhances the interaction between the company and users, makes potential users become fans of the company, and at the same time, improves the loyalty to the company. Through interactive discussion, the company can clearly understand what the potential customers' concerns are and what their real interests are. Through frequent interaction and commu-

nication, Weibo Company can carry out various marketing activities such as marketing promotion, market research, customer relationship management, crisis management, etc., and make the best use of Weibo platform to realize the conversion of more online and offline customers.

4.3 “Weibo Wall” Marketing

The wall of Weibo is what we usually call the big screen of Weibo, and it is now widely used in corporate press conferences, star concerts and wedding banquets. Weibo has the following characteristics:

Timely: Timely feedback the feelings of the on-site personnel on the activities and the topics initiated.

Interaction: Interaction with live hosts and celebrities; Interaction between off-site users and on-site users in Weibo. Zero distance. Whether it is a celebrity or a grassroots; Or thousands of miles away, you can communicate through the Weibo Wall.

4.4 Customer-managed Weibo

Today, with the improvement of people’s living standard, high-quality service must be one of the first choices of customers. After the number of fans in Weibo of enterprises has reached a relatively stable level, it is necessary for enterprises to use Weibo to provide multi-level services for fans.

4.4.1 Solve Users’ Questions and Improve Customers’ Needs

When enterprises define Weibo as the type of customer management, they should start to analyze the characteristics of responding to the needs of different customers without strategies, so as to achieve customer satisfaction.

First of all, enterprises should quickly classify customer problems and determine the nature of the problems, such as product quality problems or improper service problems.

Secondly, different types of questions should be answered by different professional customer service to ensure the accuracy of answering questions. The advantages of problem classification are as follows: 1) Customer questions can be answered quickly and accurately, and customer satisfaction is high. 2) The delay of problems can easily lead to marketing crisis when major problems cannot be dealt with in time, which is detrimental to the long-term development of enterprises.

Finally, pay attention to the follow-up. After answering the customer’s questions, continue to track whether the customer has new questions or whether valuable experience sharing has been generated. Provide help for enterprises to accumulate marketing strategy materials for a long time.

Figure1 is the official Weibo of Sogou input method,

which is specially used to reply to the problems that users have in using the input method. This Weibo professional service staff answers users’ questions with a high degree of patience, and the effect is humorous. It not only solved the customer’s question, but also made a publicity for the enterprise, causing netizens to pay attention to forwarding. The content is roughly that the input method of “b-e-i-d-u” by the user can’t get the word “Baidu”, and the customer service staff prompts the user to input in Mandarin. This Weibo triggered 490 reposts and 94 comments.

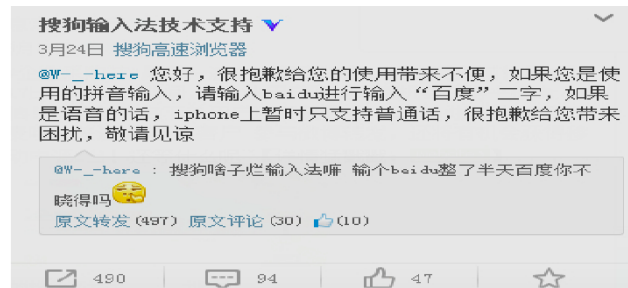


Figure 1. Official Weibo of Sogou Input method

4.4.2 Accurate Market Audience Research

For the dynamically changing customer groups, enterprises also need to conduct online research on customers through activities. After determining the market trend, guide the target customers to interact, and transfer offline customers to online for overall management. A Weibo can provide multiple services for many customers, which is a hundred times more efficient than offline one-on-one mode like telephone consultation. It not only improves customer satisfaction and loyalty, but also improves the effectiveness of Weibo’s marketing effect evaluation.

This paper mainly studies the feasibility and strategy of precision marketing under Weibo marketing. On the basis of literature research, this paper describes that while precision marketing has become a goal pursued by marketing activities, it makes an in-depth analysis of several situations that are easy to appear in the current situation of marketing in Weibo, and puts forward the strategy of precision marketing. Through qualitative and quantitative research and data analysis, the relationship between Weibo marketing and several precision marketing factors, such as user interest, brand positioning, event marketing, targeted promotion and opinion leaders, is obtained. On the platform of Weibo, different user groups are subdivided and summarized according to marketing modes and methods, and three types of Weibo operation modes and precise marketing strategies are summarized. Based on Sina Weibo platform, this paper analyzes the effective application of enterprise Weibo precision marketing. Finally,

it summarizes Weibo's precise marketing strategy by case, and realizes the precise marketing to customers in Weibo.

5. Summary

(1) Using qualitative research, it focuses on analyzing the problems that are easy to appear in the marketing of enterprises in Weibo, and combining with the theory and method of precision marketing, it puts forward suggestions for improvement.

The problems prone to enterprises are: 1) One-way dissemination of information, ignoring the wishes of the audience. 2) Pursuing the advertising arrival rate, ignoring the purchase conversion rate. 3) Pursuing short-term turnover, ignoring word of mouth and long-term development.

According to different problems, different suggestions are given: 1) For the one-way dissemination of information, it is suggested to post on the basis of understanding fans' interests and pay attention to forwarding at any time; 2) Aiming at the pursuit of advertising arrival rate, it is suggested that enterprises should first decide whether fans are willing to forward advertisements; 3) In pursuit of short-term turnover, it is suggested that enterprises should attach importance to establishing emotional interaction with fans.

(2) Expounding the correlation between Weibo marketing and precision marketing by questionnaire, and putting forward the idea of organic combination of Weibo marketing and precision marketing, so as to improve the current situation of Weibo marketing, improve the marketing effect, reduce marketing costs and marketing risks.

In the survey of Weibo of enterprises, the interviewees learned: 1) Weibo marketing has been known and understood by most people, and its usefulness or usability has been recognized to some extent; 2) It is necessary to lock the purchase conversion rate of corporate Weibo followers in young people's groups; 3) The motivation orientation of customers to use Weibo is mainly effective information, brand and communication.

Under the above premise, the consumer decision-making process model assumes that the user's purchasing behavior is related to five precise marketing factors: user's interest, brand, activity marketing, targeted promotion and opinion leader, and the certification results are obtained by statistical methods. It is pointed out that the organic combination of Weibo marketing and precision marketing can increase the purchase conversion rate of users.

(3) Optimize the marketing mode of Weibo.

Based on precision marketing ideas, the operation mode of marketing in Weibo is divided into three modes: Weibo, a sales promotion enterprise, Weibo, a brand building enterprise and Weibo, a customer management enterprise.

Put forward different marketing strategies for the three modes: Promote the Weibo of sales-oriented enterprises. We should use "topic" to increase target users, combine offline localization marketing, and cooperate with "Weibo Wall" marketing to increase sales. Weibo, a brand enterprise. We should make use of the events that have happened, create our own hot events, and create a contact event with Weibo, a celebrity expert, to maintain and promote the corporate brand; Weibo, a customer-managed enterprise. We should pay more attention to solving users' questions, improving customers' needs and making accurate market audience research.

(4) Analyze and demonstrate the feasibility of precision marketing in Weibo.

By analyzing the advantages, disadvantages, opportunities and threats of implementing precision marketing in Sina Weibo, it is concluded that the precision marketing in Weibo is more effective than other network marketing methods, and the precision marketing in Weibo will be the main network marketing method for Chinese enterprises in the future.

(5) Guided by specific examples, enhance marketing practicality.

Aiming at a specific e-commerce online store, this paper analyzes the operation mode, method and good effect of its Weibo precision marketing. Once again, it demonstrates the precise Weibo marketing strategy which is directly related to Weibo marketing, including brand positioning, user interest, activity marketing, targeted promotion, opinion leaders and other factors of users' purchasing behavior.

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