# BRIEF PROBE INTO WeChat MARKETING UNDER NEW MEDIA ENVIRONMENT

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## ABSTRACT

Under the new media development trend in China, WeChat has become an indispensable part of people's daily life. WeChat marketing is also becoming more and more popular with companies. The advantages of its precise positioning and its related operating models are well adapted to the development of current media communications. However, as a medium of communication, there are also deficiencies in itself that have brought certain limitations to WeChat marketing and problems that need to be solved urgently. In the current new media environment, it is extremely urgent to establish a strong market supervision system and improve the WeChat marketing safety factor. Enterprises must pay attention to the mode and frequency when promoting information advertising through WeChat marketing, and it is advisable to develop in an acceptable state for customers. At the same time, the company's WeChat service should have good affiliation and customer interaction.

**Keywords:** WeChat; Marketing; New Media

## 1. INTRODUCTION

### 1.1 Background of this Study

Due to the continuous advancement and promotion of high and new technology, the development of new media in China has roughly gone through three stages. They are elite media, mass media, and personal media which represent the agricultural age, industrial age and information age respectively  for the development of new media. Today, the new media has accepted the popularization of the group and has relatively mature technical support. Its terminal is increasingly popular and its content is quite rich. In the era of new media, mobile phones, tablet PCs and other terminals are becoming more and more prevalent today. As a new marketing method, WeChat marketing, although with some limitations, still has a lot of features and advantages that cannot be denied. It also has offered customers great convenience. WeChat has

subverted traditional social channels and is increasingly valued by people. It searches a large group of friends through WeChat to lock in the potential customer clusters of the company. The WeChat version is also constantly updated and continuously bring new experiences to users. Through the introduction of the new media environment, WeChat, WeChat marketing, and other related concepts, we analyze the development prospects of several models of WeChat marketing and the issues that need to be addressed. We also propose strategies for the efficient development of WeChat marketing.

## 1.2 Significance of This Study

Wechat Marketing, as a very popular corporate marketing tool, has been introduced by merchants and enterprises. For a time, WeChat has become the only choice for corporate Internet marketing. Wechat's point-to-point precise positioning advantage is more significant than other methods such as Weibo under the emergence of the precise marketing concept and the background of Mobile Internet. After the appearance of Wechat, it also brought a new marketing revolution for the development of the Mobile Internet. Wechat broke the pattern of past marketing communications. In the traditional media era, communication is equivalent to marketing. Today, the Wechat public platform spreads as a service. Wechat is currently the most developmental social media platform. As a very fast instant communication tool, it has achieved 100% reach. Both suitable media attributes and suitable service attributes make communication more flexible and intelligent. Wechat is still evolving, and companies are also exploring more ways to use the Wechat public platform, constantly discover the problems existing in Wechat marketing, innovative marketing solutions, hold on well at the current situation, and look forward to the future.

## 1.3 Status of This Study

Under the new media environment, e-commerce is also constantly evolving, bringing more potential for Wechat development. However, at present, the study of Wechat marketing in the academic world is in its infancy, and most of it is used as a communication tool from the perspective of communication science. The method is simple and the angle is narrow[10].

From a certain point of view, some researchers use WeChat as a platform for communication. They think that it is a "point-to-point exchange", with privacy two-way interaction and so forth. It is a kind of interpersonal communication with unlimited space to develop.

From another point of view, some scholars are not optimistic about WeChat and WeChat marketing and believe that the current spread of WeChat is geographically limited and difficult, with few communication channels. From the perspective of "We-Media", it is no better than a

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social tool.

Currently, the research on WeChat marketing has not gained enough attention. But with the continuous improvement of WeChat, many companies have discovered unlimited business opportunities. Wechat communication and promotion can greatly reduce costs, which also increases the development space of WeChat marketing.

## 2. AN OVERVIEW OF WeChat MARKETING

### 2.1 The definition and characteristics of WeChat and WeChat marketing

### 2.1.1 Definition of WeChat Marketing

WeChat does not have the limit of distance. Users only need a small amount of flow to achieve communication and interaction between different communication operators and operating system platforms. It supports multi-group chat and can send free text, pictures, voice messages, videos and so forth through the network terminal. Tencent has its own advantages in resources, coupled with the continuous use of foreign communications and new technology ideas, to stand out in the competition in the homogenized market and win the top spot. It has rapidly occupied the domestic market share and also won a good reputation of the user experience[7].

Wechat marketing is the enterprise's attempt and innovation in the marketing mode in the era of network economy. It has been heated along with the prosperity of WeChat[13]. A user can register a WeChat account to form a mutual friend relationship with a friend or company that also registers a WeChat. In such a relationship, the user obtains the information he needs by paying attention to the public accounts or the subscription accounts. Companies will also provide relevant information through the WeChat public accounts and WeChat public platforms to deliver this information to users, promote their own products or services and form a point-to-point relationship.

### 2.1.2 Features of WeChat Marketing

### a. With large number of users and high acceptance rate

According to the latest statistics released by Tencent, at the end of the second quarter of 2014, the combined monthly active accounts of WeChat and Wechat increased by 57% year-on-year to 438 million[8]. The number of active users per month is also close to 200 million. In addition, about 80 million overseas users also accept and use WeChat. From the large amount of users and high acceptance rate, we can tell that Wechat is one of the main entrances to the mobile Internet.

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### b. WeChat sends accurate information and consumes small amount of data

WeChat can send picture text, facial expressions, voice messages, videos and so forth by consuming minimal data[2]. WeChat official is also constantly optimizing, and today 20M-30M data can send thousands of voice messages. If these voice messages are replaced with words and pictures, then the number of messages that can be sent will be even larger. The consumption of data is small, then there is no doubt that the required cost is also low and the price of one SMS for a dime can send dozens of messages. Wechat's message push is targeted. It is accurate to point-to-point. Therefore, the recipient of the message will surely receive the pushed message, ensuring the accuracy of the WeChat marketing target. WeChat also has a group chat function, which is also accurate and reliabl.

### c. It supports multiple languages and covers a wide range of areas

So far, WeChat itself has been able to run a variety of supported languages. In addition to the Chinese and English, as well as English, it also has Spanish and French, which greatly reduces the restrictions on the use of the user group. It is available not only for domestic users, but also for foreign users. It is true that this is more conducive to the promotion of WeChat itself. WeChat also covers many platforms. For computer users, we have WeChat Desktop, WeChat, and Mac versions. For mobile phone users, we support Android, Saipan or Black Berry. And it can be used normally in a variety of network environments, such as 2G, 3G, 4G and wireless network[5]. The use of multifunctional and multi-platform greatly improves its ease of use and it also increases the coverage of WeChat marketing.

### d. With convenience, efficiency and fast functional updates

WeChat is very convenient. It can add friends in various ways. For example, individual users can automatically identify friends who have registered micro-signals through their own phone contacts or QQ friends and make their QQ friends become WeChat friends with a only tiny touch on the screen. Wechat's functions are constantly updated. In the function of viewing people using WeChat nearby, people can add strangers nearby as long as the other party is a user of WeChat, which greatly reduces the limitations of friends and promotes people-to-people exchanges.

Through WeChat's scan function, you can quickly identify your friend's identity information and quickly add the other party as a friend through scanning the other party's QR code. A radar dating feature developed by WeChat, can quickly identify the nearby users of WeChat radar and people can add those people nearby to be their friends[9]. The strong team behind WeChat has ensured WeChat's continuous updating and enrichment of functions, which will bring users a more brand-new experience over time. These advantages make WeChat marketing more

convenient and faster.

## 2.2 Several ways and advantages of WeChat marketing

### 2.2.1 Civil type of marketing -- See People Nearby [6]

Marketers choose to run the WeChat throughout the day in the place where the data is the most concentrated. Once there are enough WeChat users using "see people nearby", the advertising effect will be very good. In the future, as the number of users of WeChat continues to rise, this simple WeChat marketing model may become a "golden spot" that businesses are rushing to snatch. "See people nearby" function, opens up new channels for corporate sales, and helps companies to find a large number of potential customers. According to the geographic location of the individual, the user finds the surrounding WeChat users through the function of "See People Nearby". With the " See people nearby" function, the user can not only display basic information such as the name but also display the contents of the signature file and the like. Therefore, it is virtually a case that the user speaks for himself and advertises himself.

### 2.2.2 Discount marketing -- Scanning

The company presents the "merchandise" that needs to be sold in the form of a two-dimensional code, which is simple and quick. It not only satisfies the consumers' desire to find out because of curiosity of new things, but also reduces a lot of advertising costs. As users scan and pay attention, merchants provide corresponding discounts. This O2O approach is increasingly popular. These similar apps are also used in the WeChat function supermarkets to make consumers dazzled. WeChat users are as high as 100 million, and the user's cut activity is also quite high. This type of discount marketing will bring immeasurable value to the company.

### 2.2.3 Dynamic Marketing -- Drift Bottle

Businesses can cooperate with WeChat official to modify the corresponding parameters, throw a lot of valuable "drift bottles" in the time period that most users are concentrated, edit corresponding text contents or pictures in the bottle that can bring advertising benefits to the enterprises and increase the frequency of ordinary users' obtaining. If companies are accompanied by appropriate marketing methods, they will also produce good marketing results. Among them, the drift bottle can also send voice, and this voice mode increases the user's realism, reduces rejection, and thus achieve good marketing results. This flexible and fun dynamic marketing is also more user-friendly.

### 2.2.4 Sharing Marketing: Moments Sharing

In addition to sweeping, adding users, and drifting bottles, WeChat's Moments is also extremely powerful in sharing features. This sharing channel has won a good reputation. WeChat users can share web content, mobile content, computer terminals and other things they want to share in WeChat's Moments. They can also open web links.

### 2.2.5 Interactive Marketing: WeChat Public Platform

The enterprise publishes the public account,  and then the user adds it or scans the QR code to subscribe to the related public platform account. Then the enterprise conducts regional control to group users, and the platform pushes the message accurately and directly to the target users, conducting point-to-point relationship marketing.

### 3. THE ANALYSIS ON THE EXISTENT PROBLEMS OF WeChat MARKETING

WeChat, as a relatively new and popular social platform, has a large number of users, but these users are uneven. There are all kinds of WeChat users and  large loopholes in itself. If the real name authentication is tied with the mobile phone number QQ, some people with ulterior motives can create another fake identity information by simply holding a calling card, which has great security risks. At present, the advertising messages published by WeChat are also varied. Without a strict market supervision system, it is difficult to determine the authenticity of such information. At the same time, it is difficult for WeChat to be as comprehensive as a PC terminal, because it is based on the mobile client's mobile application[3]. Wechat's point-to-point relationship model has strong privacy. Therefore, the published advertisements are difficult to be supervised by the open market, which can easily lead to a series of security issues. WeChat still have many areas for improvement. However, Wechat Marketing also has its own limitations due to these deficiencies.

In summary, the current problems in WeChat marketing are as follow.

### 3.1 The spread of WeChat is limited by the region and has great limitations.

Wechat Marketing mainly conducts online marketing through WeChat's various functions. As what is mentioned earlier, WeChat itself has relatively large functional limitations. For example, the user's terminal is different and the WeChat response system is also different. Moreover, many systems may have a temporary stoppage and even system halted after installing WeChat. WeChat still have many things to improve, such as the lack of innovation in the interface, the inability to see if friends are online, the inability to turn pages to view friends, the ability to scan many functions, and the fact that the picture can only be edited nine times and so forth. WeChat marketing also have their own limitations because of these deficiencies. Another example is

about the function of seeing people nearby. It is mainly by means of positioning systems, which has a great region limitation. WeChat can continue to improve its own limitations, add different versions, such as the business version and corporate version separately, with targeted online marketing.

### 3.2 The authenticity is difficult to be guaranteed due to the lack of market supervision.

WeChat, as a relatively new and popular social platform, has a large number of users, but its users are mixed[12]. There are all kinds of WeChat users and large loopholes in itself. If the real name authentication is tied with the mobile phone number qq, some people with ulterior motives can create another fake identity information by just holding a calling card. There are great security risks. At present, the advertising messages published by WeChat are also varied. Without a strict market supervision system, it is difficult to determine the authenticity of such information. At the same time, it is difficult for WeChat to be as comprehensive as a PC terminal, because it is based on the mobile client's mobile application. Wechat's point-to-point relationship model has strong privacy, and therefore the advertised advertisement is difficult to be supervised by the open market, which easily leads to a series of security issues. Point-to-point relationship marketing, information security factor cannot be guaranteed due to the lack of supervision of the market. Tencent's huge user base owned by WeChat is not only its advantage but also its limitation since WeChat is bound to be constrained by them. Among these users, there are all kinds of people, and some unscrupulous business and criminals may take use of the many loopholes in WeChat to publish some false information which is difficult to distinguish for those information users. If there is a large number of such businesses in the WeChat market, then over time, WeChat may lose the trust of its consumers. And final consequence is that users will uninstall the software after losing their faith in WeChat. This will also lead to that WeChat may have the risk of being eliminated by the market. Needless to say, the online marketing system based on the WeChat function will also slowly collapse with the decrease of users.

### 3.3 The marketing effects is affected by the functions of WeChat itself.

The limitations of the WeChat function itself need to be improved. For example, in different user terminals, WeChat's response system is also different. After installing WeChat, many systems are vulnerable to have a temporary stoppage and even system halted. WeChat still have many things to improve, such as the lack of innovation in the interface, the inability to see if friends are online, the inability to turn pages to view friends, the ability to scan many functions, and the fact that the picture can only be edited nine times and so forth. WeChat marketing also have their own limitations because of these deficiencies.

### 3.4 Excessive frequency of publication of advertisement information and dull content

Relevant investigations show that many WeChat users are complaining that their social platform has gradually become an advertising platform and that there are various advertisements in their moments[3]. The hottest " WeChat bosses" are centered in their Moments. The marketing method of those people is to advertise all the time and look for business opportunities all the time. This may be a good thing for online marketing, but for many WeChat users, it is causing great trouble. Users are forced to chase after products, even if they do not want to see, they have to see the Moments. Overwhelming advertisements will be more likely to cause consumer resentment, making WeChat marketing counterproductive.

### 3.5 Marketing information released by WeChat Marketing is too commercialized and utilitarian.

When companies use the WeChat features to conduct Internet marketing, they tend to be too commercialized and overly utilitarian, causing consumers to stay away. For example, the commercialization of some personal signatures by the users found by nearby people is particularly significant, and the way to say hello is to directly ask whether there is a need for blunt advertisements such as products, and many users will directly block such information or delete them. This will greatly reduce the effectiveness of WeChat marketing.

### 4. THE STRATEGIES TO DEAL WITH MARKETING ISSUES

### 4.1 Broadening Sales Channels to Break Geographical Restrictions

Wechat's own functions reduce the limitations of WeChat marketing. Those deficiencies of WeChat, should be effectively improved. If you want to upgrade the management of WeChat interface, add some user-friendly designs. Set the online function to automatically set up and down the line. Set turning pages to show friends and "People Nearby" that can widen the range of searching for friends, multi-display pictures and so forth to improve user satisfaction. This will not only increase the WeChat service, increase users, but also make WeChat marketing carry out more conveniently and faster. Corporate marketing can also use this feature of WeChat to open up new sales channels. For example, marketers can run WeChat all the time in the the period when people are centered, so that the company's desired results will be achieved as long as most users are using "People Nearby". For example, a restaurant called "Jiaikelai" near a certain university in Shangqiu will promote its own shop in the future, seek out more customers, greet people in the vicinity at lunch time, and users who order meals click on "view nearby people" will receive a warm welcome, be replied and order meals quickly. This will virtually find the target customers for the company and thus tap more customers. Coupled with the use of mobile phone contacts and Tencent QQ's capabilities, companies are targeting specific customers to release accurate marketing information and promote their own marketing activities. WeChat

has gradually broken through the limitations of traditional marketing and gradually expanded marketing channels to bring better benefits to the company.

## 4.2 Establish a Strong WeChat Market Supervision System to Improve the Safety Factor

Since WeChat marketing is a point-to-point relationship marketing, the information security factor cannot be ensured and the market lacks supervision. The authenticity of information disseminated through WeChat is difficult to tell. Many unscrupulous merchants publish false information through WeChat. If there is a large number of such businesses on the WeChat market, then as time goes by, WeChat will lose the trust of its users. Users will uninstall this software after they lose their trust. This will also cause WeChat to get trapped in the risk of being eliminated by the market.  Needless to say, the online marketing system based on the WeChat function will also slowly collapse with the decrease of users[4]. Therefore, it is necessary to establish a strong market surveillance system. Strengthen the supervision of the WeChat market, strictly control the contents of information released by businesses, reward and punish clearly and punish mercilessly for those false marketing content. Only if an orderly WeChat market is formed, will WeChat marketing have the possibility of continuous development.

## 4.3 Continuously Improving the Function of WeChat and Reducing Its Limitations

Wechat's own functions reduce the limitations of WeChat marketing. Those deficiencies of WeChat should be effectively improved. If you want to upgrade the management of WeChat interface, add some user-friendly designs. Set the online function to automatically set up and down the line. Set turning pages to show friends and  "People Nearby" that can widen the  range of searching for friends, multi-display pictures and so forth to improve user satisfaction. This will not only increase the WeChat service, increase users, but also make WeChat marketing carry out more conveniently and faster. If the company has its own corresponding OR code, the user can easily identify the public account and add it as a friend-focused company by scanning. Scanning the QR code is convenient and fast, and the WeChat platform is shared. The organic combination of the two enables companies to better play their marketing advantages. Enterprises set up QR codes related to their own brands. After users add them, they have corresponding discounts. Such discount marketing can attract more attention from users. For example, in 2015, Shangqiu Susa Coffee and the Mittlerer Ground Digital Cinema cooperate with each other to launch a OR code. Users only need to scan the OR code and add it and then they will be able to watch a free movie of the Ground Cinema and get a cup of Blue Mountain Coffee for free. After the user shares the content into the WeChat Moments, he or she will have coupons and enjoys a discounted price. While the friends of the WeChat users sharing can pay attention to the contents of the company, they can understand the spread of the company's contents. By analogy, more

and more users will be attracted.

## 4.4 Pay attention to proper frequency of Wechat marketing push information

In order to let customers understand the relevant content, companies will push a lot of information to customers. Some of them even "bombard" their consumers. They don't take recipient's feelings into account. Users receive the same information more than once a day and gradually feel tedious. Even the entire page of Moments is full of commercial advertisements, which leads to the user's resentment. This may not receive the effects but only annoy the users and cause them to give up attention. These may greatly reduce the influence of WeChat marketing. In order to promote the promotion of WeChat marketing, companies should pay attention to the novelty of their content. Release more original content, increase new ideas, and make it easier for users to accept. Not just that, the frequency of pushing information should also be noted. According to related surveys, when enterprises push information to users, once or twice in three days is the best.

## 4.5 WeChat marketing services should be more humane and fun.

WeChat Marketing conducts marketing activities through a point-to-point relationship and has strong privacy. Customers and enterprises can communicate and interact with each other. At this time, the WeChat service of enterprises should have good affiliation, and at the same time, they can appropriately increase interesting information which makes customers feel that the business is too utilitarian and resentful. When the company conducts WeChat marketing, there may be multiple customer consultations at the same time. The enterprise customer service should have a good service attitude. They should patiently answer each customer's questions, provide related solutions, improve customer satisfaction with WeChat marketing, and thus promote the sound development of the entire WeChat marketing market.

## 5. CONCLUSION

Under the new media development trend in China, WeChat is becoming more and more familiar to users. It has become an indispensable part of people's daily life. Wechat marketing is also becoming more and more popular with companies. The advantages of its precise positioning and its related operating models are well adapted to the development of current media communications. However, as a communication medium, its own inadequacies have brought certain limitations to WeChat marketing, and the problems it faces have also needed to be solved. In the current new media environment, it is extremely urgent to establish a strong market supervision system and improve the WeChat marketing safety factor. Enterprises must pay attention to the mode and frequency when promoting information advertising through WeChat

marketing, and it is advisable to develop in an acceptable state for customers. At the same time, the company's WeChat service should have good affiliation and interactive customer interaction. WeChat marketing can only develop more excellently by improving continuously and moving forward in a way that suits both users and enterprises. Needless to say, the current development of WeChat marketing is promising. WeChat has a strong Tencent team behind it and has a large number of users and high terminal content. The business model of WeChat marketing is also extremely popular. We believe that WeChat Marketing will be accepted by more and more companies and customers, and will enter the lives of enterprises and consumers in a better state, not only at home but also internationally.

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