

Social Marketing in the New Age of Socialization

Taking WeChat as an Example

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Abstract—Network information technology is gradually improving, and the web3.0 era is gradually coming. The emergence of new media such as Weibo, WeChat, and blogs has made community services faster and more convenient. In social media, Internet technology is particularly important, especially in the dissemination and acquisition of information. Because the Internet is freely social, interactive, people will be able to do more work through this social platform.

Keywords—social media marketing; community marketing; WeChat

I. INTRODUCTION

The advent of the mobile Internet era has made online communication between people more and more close and frequent. This is the real beginning of the new era of socialization. The development of this relationship is also the most essential embodiment of the new era of social, community marketing. It is a kind of marketing method that obtains the trust of one party in this way, and obtains relative income by selling and sharing a product with the other party. According to the latest data from CNNIC in 2019, the Internet penetration rate is very high, and the mobile Internet has gradually matured and stabilized after a long period of development. In the past few years, the growth rate of mobile Internet users has far exceeded the growth rate of the overall Internet users. The transfer from PC netizens to mobile Internet users is the current growth trend of Chinese netizens. On the basis of the Internet, the mobile Internet realizes the interaction anytime and anywhere, the community function is extended, and the community value is amplified by means of address book binding, avatar verification, geographic location and other technical means, plus diversified mobile terminals and applications. Therefore, the community marketing strategy stands out in the traditional marketing strategy and has certain significance.

II. THE NETWORK COMMUNITY MARKETING MODEL

The marketing development of the online community has a relatively fixed model, from building community to community members, to active community and members, and then using reasonable community operations to maintain community stability and increase Member trust, and finally rely on the previous stage to commercialize the community. The online community has completed the process from

simple group to branding, specialization and ecologicalization.

The first step is to gather. The methods of community members' aggregation generally include promotion of member activities, innovation, content sharing, and welfare incentives. The scale and development path of the online community are partly attributed to the number of members of the community.

The second step is being active. The community is active at the beginning of the establishment. After a period of precipitation, the community's activity will gradually cool down. At this time, the community managers need to be effectively maintained. Measures can keep the community's development stable.

The third step is community operation. With the interaction activity in the community, according to the needs of community members and the initial positioning of the community, it maintains and enhances the important means of community members' emotional dependence, including information sharing and regular online communication, offline activities, etc.

The fourth step is the commercialization of the community. After a period of community operation, the network community with its own style of brand and culture will gradually form. At this time, the transformation of the commercialization of the community is a breakthrough in its development. There are great advantages.

III. THE PREDICAMENT OF WECHAT COMMUNITY MARKETING DEVELOPMENT

With the rise of new formats such as community e-commerce and social economy, coupled with the promotion of friends and the public, the application of WeChat community marketing has become increasingly popular. In order to achieve the purpose of marketing promotion, users will create some communities through media people or the public number, so as to facilitate in-depth communication, information sharing and mutual benefit.

In recent years, the total number of communities established every day has been arrogant, and they have become out of control due to the WeChat social dividend. However, most of the communities born during the outbreak of the dividend did not meet the initial requirements and expected results of the establishment of the group. The

reasons for this situation are various. The key points include the following three points:

A. It Is Difficult to Maintain the Membership of WeChat Community

If a community is in a state of continuous renewal, expansion, and lack of active communication among members of the group, members will certainly feel that the community is boring and meaningless. The important reason for leaving members of the community is that they must feel a sense of belonging within the group and be able to resonate with other members, even if a community accommodates more members, if they are not interested in them, the topic of chatting after a meal, members will not establish friendly relations. They will think that they are in a completely strange environment and cannot truly integrate into them.

B. The Fuzzy Positioning of WeChat Community Needs

The main purpose of many operators to build a group is nothing more than to expand the range of friends, to meet certain specific needs such as study and work, as well as to purchase and sell their own products and brands. If the group owner's original intention is to seek personal gain, it ignores the establishment of the community's foothold. They use a user-centered slogan, relying on the viral marketing of the circle of friends and the red envelope to confuse a large number of community builders, but once the event is terminated, the community has no initial activity, within a community. There is neither a way to improve the contact efficiency of certain aspects of information, nor a topic that can lead to continuous discussion, so that the attention of community members will be dispersed, and at the same time, community members may have to deal with the majority of micro-business screens. In this case, most members decisively "block the group message" or "unfollow" and "delete" these social platforms, making these groups invisibly fade out of people's lives.

C. The Contradiction Between the Size of WeChat Community and Communication Efficiency

According to survey statistics, when the number of people in the community is less than 100, the organization will show a flattening feature, which will make the communication within the community smoother. The communication between the communities is reduced, and the cost of operation and maintenance is increased. It is gradually displayed when the number of WeChat communities exceeds 100, and the community lacking in-depth communication is more and more difficult to maintain.

IV. WECHAT COMMUNITY MARKETING ADVICE

In the new era of socialization, how to use WeChat for community marketing is a problem that many social media builders need to think about. This article gives the following suggestions for the predicament of WeChat community marketing development:

A. Normalization of the WeChat Community Theme Activities

The communication between members in the early days of community establishment is relatively active, and the relationship between members is also a stage of concentrated promotion. However, how to maintain this activity and further enhance their intimacy directly determines a society, that is, the success or failure of the group. The main purpose of the Volkswagen Group is to gain self-identity and to find spiritual resonance. If the community operators can understand this in depth, they can provide a good solution for the operational community.

In order to give users a deeper experience of the WeChat community, WeChat builders should engage community members in the community building operations from the start. When building a community, we also build our own community culture. When new members join, there must be a welcoming ceremony, so that new entrants will be valued and recognized in this process. The newcomer joins the self-introduction rules after the welcoming ceremony, so that there is a preliminary understanding between the members of the community, which is of great benefit to the relationship building and resource docking between members. Therefore, if people want to be a brand community, people can do brand activities in the community, and even allow members to participate in product naming and other activities, provide free trials of regular products, and give feedback to community members. When users provide feedback and opinions for product development, the relationship between community members will continue to deepen, and then naturally become a community marketing channel for brand promotion. The free trial qualifications for these regular products can set some rules in the community. These rules are also part of the community culture and will make members of the community have a habit and dependence on community activities. It is a way for community marketing to gradually develop in the community.

B. Accuracy of WeChat Community Demand Positioning

Meeting the core needs of users as much as possible is the development tenet of the WeChat community. The American senior psychologist Maslow published the famous theory of hierarchy of needs in 1943 and became an important basis for studying the mass behavioral science. He divides human needs into five levels: the most basic is the physiological needs, followed by the security needs, social needs and respect for the needs, and the most advanced is the need for self-realization. According to this theory, this paper classifies users' main demand impacts on the community into three types, social demand friendship and group belonging, and respects the needs of community members who are eager to receive the respect and self-realization needs of others.

Users in the community can selectively publish their own messages and become the creators of the information; they can also absorb more sources, become recipients of information, and pass it on twice to facilitate the dissemination and reproduction of information; Even the big data integrated by the re-produced information can be fed back to the user through "intelligence", "convenience",

“humanization” and “personalization”. Many community members join the community because they are eager to get the attention and approval of others, so they actively release their own information, accept the comments of other users and then realize the information reproduction. According to Maslow's hierarchy of needs analysis, this is the user's Individual respect needs have been met [1]. So the first positioning of community operations is to build a community where members of the community can express their opinions and share information based on the respected needs of community members.

Users publish information through social media platforms, enabling them to reach out to time and space, reach out to different regions and share common interests, and interact with other users online. This is another way to meet the social needs of community members.

In the process of dissemination of community content, the third type of positioning is to focus on the user's ability to actively express their true will, and to publish their own personalized information content, which enables the community creator to actively explore and research these information content, in turn, contributes to the development of the community, thereby meeting the self-fulfilling needs of the community creators to manage and operate the community. A community based on these three types of positioning has established this community to form a benign cycle of performance.

C. Diversification of WeChat Community Marketing Promotion

On WeChat, people can easily create their own theme community. Run your own WeChat community or join other community contributions. In addition, the content and activity of the community are the responsibility of the community owner and the community manager. However, when there are too many members of the community, the management of the community by the community managers cannot be balanced, and the communication efficiency within the community will decrease.

In order to solve such problems and enrich the community's functions and increase the community's activity, WeChat can provide various community functions and entertainment applications for various communities. Community managers can open corresponding applications according to the needs of the community. The community-based application feature community can be enabled after payment and serves as a community marketing product for the community. At the same time, the WeChat team can also provide managers with a variety of community robots, which can reduce the operating costs of managers. For example, "keywords" auto-reply and other functions, this community robot can automatically generate the essence of the community, and mine the platform's interest in community members, helping managers to build communities more easily. There are also community robots that are used to be active and will guide the interaction between community members.

WeChat's operation for community marketing has made two major changes to the group chat. One is to give the group owner a right to pass the group's certification to the group to enter the group - the group owner can set up The rule of “paying into the group”; the second is “group collection”, the group owner or member can send a “group collection” for the members of the group, and the system will automatically help people with the payment after more than 24 hours. Through these two functions, the auxiliary WeChat community marketing can also use a two-tier incentive mechanism to stimulate the community to achieve active retention. Through the effective number of speakers within the community, the number of valid speakers, valid points, effective comments, effective number of comments, average number of posts viewed, effective page views, effective views, average online duration, maximum concurrent users, new users The number, the community administrator calculates the data such as the effective management of the community, so as to distribute the rewards, and finally achieve the purpose of promoting community activity and improving the efficiency of community communication.

V. CONCLUSION

In current days, with the spread of information dissemination and network technology, the endless stream of communities, online live broadcasts, and sharing applications have changed the era of WeChat and Weibo. After “barbaric growth” and massive accumulation of users, social media based on mobile Internet entered the period of brand community. Therefore, WeChat community marketing, to respond to different community users, to make corresponding community marketing strategy research and strengthen the technical support of its own media platform, in order to make community marketing continue to develop in the new social environment, so that Group marketing has been fully developed in the WeChat community.

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