

Study on the Strategy Patterns of WeChat Business Advertising in Undergraduates' WeChat Moments

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Abstract. In the information era, WeChat plays a significant role in spreading messages. This paper mainly talks about the spreading characteristics of WeChat Business Advertising in undergraduates' WeChat Moments. It also explores strategy patterns employed by advertisers to appeal the potential customers.

Keywords: Strategy Patterns; WeChat Business Advertising; Undergraduates.

1. Introduction

WeChat is a multi-functional social software that Tencent launched in January 2011 to support communication, payment, entertainment, social interaction, etc. In November 2017, WeChat released the *2017 WeChat Data Report* at Tencent's Global Partner Conference, and the core data showed that Daily login users (September) was 902 million, representing a growth of 17% from last year (Bian Xiaoli, 2018); According to the *2018 WeChat Annual Data Report*, 1.01 billion users logged on to WeChat every day in 2018. On January 9, 2019, WeChat founder Zhang Xiaolong said in a public class that 750 million people now open the WeChat Moments every day, and the total number of times to open the WeChat Moments a day is 10 billion. It can be seen that WeChat has exerted a profound impact on the user's learning, work and life. Apparently, WeChat has gradually replaced QQ as the main platform for college students to socialize.

WeChat Business Advertising can be defined as the advertisements, in the form of various information and contents, are presented by the main publisher—WeChat users in the WeChat Moments. They are native ads for interactive communication, which can be displayed as pictures, text or videos, or a combination of the three (Li Lili & Xia Qinxin, 2016).

2. The Spreading Characteristics of WeChat Business Advertising in Undergraduates' WeChat Moments

2.1 WeChat Moments Penetrates into Undergraduates' Lives, Ensuring Strong Advertising Exposure

Typically speaking, unless people are attracted to a certain product and intend to figure out the more detailed information, they seldom pay special attention to the relevant ad. However, smart phones, currently, have played a dominant role for people ranging in various ages, which is especially true for almost all undergraduates, who always desire to lead the fashion. Phones have become a necessity for them. The powerful functions of WeChat have gained great recognition and favor among them. WeChat Moments, as a highly active social media platform, have become an important communication channel for the successful operation and dissemination of native advertising. The high frequency of checking WeChat Moments from college students greatly facilitates the odds of exposure and attention of ads, as well as enhance the effectiveness of advertising.

2.2 The form of Ads is More Hidden, Easy for Users to Accept

Unlike traditional advertising in daily life, ads appeared in WeChat Moments are inserted by users in the process of browsing information, the form of which is almost no different from browsing other messages of WeChat Moments. These ads embedded in WeChat Moments are similar to the messages updated by other friends. These hidden ads are put among the numerous information, very

common on the surface, which could let the students ignore the ads property, reduce the audience's rejection of advertising and subconsciously browse the ads with interest.

2.3 The Social Interaction among Acquaintances Brings a Sense of Trust

In social media, people are supposed to be strangers in the virtual world, getting less information from each other, especially the private information. While, WeChat is an exception. Most people you interact with are acquaintances to a certain degree. Only by achieving your consent could the stranger become your contacts. WeChat a private social platform in a sense. You could share the dynamic life, posting you're travelling photos, telling private stories etc. in WeChat Moments, that is to say, the so-called contacts of you could see the information as long as you like. The majority of people would think twice when deciding to grant the request from strangers. Many people have mentioned that WeChat just resembles a phone book for its convenience with friends in daily life. Thus, WeChat is a strong chain of relationships, with users being more intimate and stable to each other. Thus, the advertising spreads among acquaintances in this virtual social network, is easily bridge the mental distance between advertisers and audiences, enhance the credibility of advertising, let down the vigilance, so as to achieve good results of dissemination. In addition, as a strong relationship chain community of friends, WeChat allows the user give the thumbs-up, make the comments and share the moments. Usually, your friends would engage in at least one thing or even all the above activities to show their support on you, which prompts great exposure of ads to spread among more people. On the other hand, the involvement of acquaintances can reduce security defense, and once a user reacts positively, his/her friends are likely to take the initiative to pay attention to the ad, which makes it easier to spread more and more quickly.

2.4 The Arrival Rate and Reading Rate of Ads are Enhanced

The dissemination mechanism of advertising in WeChat Moments is that users or the potential advertisers enjoy the privilege of adding friends in one direction due to the point-to-point enclosed style of spreading channel in WeChat Moments. When all the target users used as ad. users' friends are added by the system, advertisers push the advertising information and will appear in the target users' Moments when updating the information. In the process, it decreases many unnecessary intermediate links, and reduces the noise impact in the process of transmission.

3. The Strategy Patterns of Advertising in Undergraduates' WeChat Moments

3.1 The Propaganda is Achieved through Material Interest

The common trick is that WeChat advertisers on purpose post their own income screenshots including Alipay transfer records or WeChat money records from other clients in the Moments. With considerable amount of money put in piles or a fan directly, advertisers, on the one hand, intends to reveal that they have earned substantial income through WeChat business, so as to attract college students to join their own WeChat business team. On the other hand, the purpose is to tempt the target user to purchase. Since so many people have already bought the product, which in turn proves the quality of the goods. Undergraduates who are said living in the ivory tower and lack of rich experience are easily touched to purchase.

3.2 The Propaganda is Achieved through the Mental Resonance with College Students

Colleges are the first step into the society for undergraduates. Whether they like or not, they must make their own decisions, maintain independence personally and financially. The ads in the Moments exaggerate the function of the product. For example, the weight-losing product with the unknown name students seldom heard about. First, it talks about all the annoying things they frequently encounter every day, that is, they can't dress up the loved clothes, they are concerned being laughed by peers and even obesity may result in various health illnesses. Afterwards, it mentions that they don't have to tolerate the pain of being on a diet. They could enjoy eating as usual, especially to eat

their favorite food. What's more, how charming they would become once they succeed in losing weight. They would definitely gain both inner and outer beauty. There are already other clients who have achieved their wish by trusting this special product. With no doubt, the ad has stricken a chord with students wanting to lose weight. All the mentioned points are the factors they care about in the depth of their heart and they may want to come them true even in their dreams. Other ads may explore chicken soup for the soul to induce college students and arouse the resonance among students. In fact, the purpose is to develop subordinate agents for their own benefit. For example, "Your peers are economically independent, why not follow their trend and refuse to rely on your parents?" "Young as you are, and you still could support your family who could feel relieved."

3.3 The Propaganda is Achieved through the Celebrity Effects, or Other Authoritative Effects

Celebrities including their words and actions, are very influential in the society. They, usually, could give rise to quite a stir among undergraduates, who are racking the brains to share the materials their idols have used. Students are so proud of possessing the same goods with the idols. For instance, one ad mentions that the hair has become such smooth and soft after one famous star has stuck to use the special shampoo for a certain period for time. Consumers would certainly assume the quality of the product since what the star says on public should be authentic and reliable rather than telling lies on purpose. However, whether the star has really used the special goods is not known to the citizens. What we know is that the press always reports the high expenses the stars spent on themselves in order to maintain an amazing image. Could they really insist on using such an ordinary product for a long time? Who knows! Even he/she has used, people's physical conditions are different, a product suits one person doesn't ensure it fits for everyone. It has already been reported a few celebrities abroad and at home misled the consumers by exaggerating the functions. Some products even contain illegal chemicals which could potentially damage people's health.

Another trick often employed is from some authoritative effects, such as news report, or doctors. The ads in Moments usually make a deliberate misinterpretation out of context. When the moxibustion advertiser broadcasts the news to advocate the traditional Chinese medicine, his potential intention is to induce the consumers to trust his moxibustion therapy. But whether the sold moxibustion is believable or not, no one knows? Is this a legal product authorized by the state? Is it sold in a formal medical company? How many employees are there? Could the company provide relevant approval documents or other certification of the competent authorities? Does the so-called doctor gain relevant professional certificates? Or is it the one sold by a quack doctor?

3.4 The Propaganda is Achieved through Some Stimulation on You

Sometimes, advertisers intentionally create a very nervous atmosphere through mentioning the product is well sold, there are very few ones or even one left. If you don't catch the opportunity and take action immediately, you have no chance to enjoy such a marvellous one. When such information is released, even if the students don't keep an eye on the goods before, they begin to take things seriously and think twice whether they should buy or not. Just like saying goes in China, less is more! No one wants to miss the excellent one? Since it has gained great popularity, why not have a try? But is that true? We have no idea.

3.5 The Propaganda is Achieved through Sharing Some Positive-Energy Information and the Personally Interesting Stories in WeChat Moments

Advertisers now and then spread such encouraging information and let others remain optimistic and full of energy. They often share stories full of justice from other news report in the society, tell us their kind-hearted and helpful behaviors when others need assistance, and release some enlightening sayings or proverbs the celebrities have mentioned before which are desperately needed when we are trapped in dilemmas. Such messages contain information by social norms and are respected and adored almost by everyone. Students are subconsciously appealed. Apart from that, advertisers usually share some intriguing things on life. For instance, the delicious food they have recently discovered in the street, some interesting tourist attractions they have recently visited, the

beautiful flower they have made or other things with delight. The real intention is to indicate that they are responsible, honest and reliable individuals, and to set up the image full of love, vitality, discipline and hope. They are as trustworthy as other intimate friends in reality. So are the products they have sold.

4. The Effects of Pictures in the Spreading of WeChat Business Advertising

Unlike other groups, undergraduates are the ones filled with energy and vigor. They pursue something novel and original. If the ads appeared in WeChat Moments are only text-oriented, they turn out to be tedious and monotonous. That is to say, only through inserting some images and other visual elements could the ads achieve more intuitive effects on what advertisers want to express, becoming more complete and appealing. The commodities sold by WeChat advertisers actually play a significant role. Sometimes, after a brief description, the more appropriate pictures could straightly boost clients' attention and purchase desire. The display of advertising pictures also needs to be unique and original, and it attaches great importance to aesthetics and utility. Therefore, the picture selection and layout have become a vital aspect of impact on propaganda effect.

Usually, when advertisers intend to introduce the product, 6 to 9 pictures will be used. The introduction ranges from the holistic picture of the product to the detailed pictures from each angle. Hence, students could get the complete and integrated information. Secondly, when the sales amount to a certain number, in order to show the product's popularity, advertisers generally exploit pictures to tell students the daily quantity of delivery, and the daily flow revenue, or to imply that the product is about to be out of stock through the picture, which also plays a role in promoting sales. What's more, pictures usually reflect effect drawing. These pictures are the comparisons before and after the use of weight-losing products, before and after the use of cosmetic products, the use of clothes etc. No doubt, they are designed according to customer's preference, perspective, aesthetic and other angles. These pictures use some modifications to achieve a more appealing effect. Students would make references when they make decisions.

5. Conclusion

All in all, WeChat Business advertising in WeChat Moments has strong strategy patterns. Ads sold by advertisers are not randomly released, they are elaborately designed. WeChat users exploit words, pictures, and spreading attributes of WeChat Moments to influence undergraduates' judges. Therefore, college students must distinguish the right from wrong, carry out rational consumption, and avoid being tricked.

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