

Research on WeChat Marketing Strategy ——Take Amway Company as an Example

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ABSTRACT

The comprehensive arrival of the "Internet +" era has brought an impact on the development of all walks of life. In view of the current economic situation, network economy has become the mainstream economic development mode. Under this background, people's life and work forms have undergone tremendous changes. WeChat launched by Tencent in 2011 brings great convenience to people's life, while WeChat marketing is an online marketing mode emerging with the popularity of WeChat. Enterprises can make use of WeChat for product promotion and marketing, so as to improve the popularity and exposure of enterprises, seize market share and improve economic benefits. Health care products industry, which began to reach its peak in the mid-1990s, is recognized as one of the fastest growing industries in the world. It is also the "gold industry" and "hope industry". Amway Company manufactures a wide range of products, including health and nutrition foods, beauty cosmetics, personal care products, home care products, and home durables. This article mainly takes Amway Company as an example to study its WeChat marketing strategy and put forward relevant suggestions.

Keywords: *Marketing strategy, WeChat marketing, Amway.*

1. PREFACE

1.1. Topic Background

The emergence of the Internet is an important symbol of the development of science and technology. And the comprehensive arrival of the "Internet +" era has brought an impact on the development of all walks of life. In view of the current economic situation, the network economy has become the mainstream economic development mode. In this context, people's life and work patterns have undergone tremendous changes. For example, with the growth of WeChat users, WeChat has been rapidly extended from the pure social field to news, health, e-commerce and other fields, and WeChat marketing is a kind of network marketing mode rising with the popularity of WeChat.

In the mid-1990s, the health care product industry, recognized as one of the fastest growing industries in the world, is the "gold industry" and "hope industry". Amway is always focusing on the Chinese health product market. And with the emergence of the Internet, Amway Company also figured out a set of unique WeChat marketing methods, which not only successfully sold products, but also improved its

popularity and continued to maintain its leading position in the industry. This kind of successful WeChat marketing has good reference significance for other types of enterprises.

1.2. A Review of Research Status at Home and Abroad

1.2.1. Domestic Research Status

There are many domestic researches on WeChat marketing. For example, Qin Kai's "Advantages and Disadvantages of WeChat in Enterprise Marketing" (2012) briefly describes the advantages of WeChat compared with traditional marketing [1]. Bai Zhe's "WeChat Application in the Enterprise" (2013) mentioned the three modules of the WeChat [2]; Zhao Zhen's "'Internet +'Cross-border Operation: A Perspective of Creative Destruction" (2015) mentioned that "Internet +" is in essence a "cross-border operation" "integrating the real economy and the Internet virtual economy [3]. Liu Xin's "on the Necessity of WeChat Marketing in the 'Internet +'market economy" (2019) encourages enterprises to expand their influence on WeChat platform through various ways, believing that

this is of great value to the development of enterprises, etc. [4].

1.2.2. Research Status Abroad

There are many systematic theories about network marketing in foreign countries. For example, Philip Kotler, the "father of modern marketing", spared no effort to publicize the important value of the Internet for marketing in the later years of his life. He believed that Internet marketing was the most important marketing in the 21st century. When Luis (2013) studied the new marketing method of WeChat, he thought that although WeChat does not have too high technical content, how to use it to develop new marketing methods really needs to be considered, and new sales methods should be constantly tried in the application process. Beech & Hanaha (2014) believed that the key to WeChat marketing lies in the innovation of marketing methods. With WeChat marketing becoming more and more popular, how to make consumers feel new is the primary concern of enterprises.

1.3. Study Significance

1.3.1. Theoretical Meaning

With the comprehensive arrival of the information age, and WeChat hot red, people's attention began to focus on WeChat marketing. At present, foreign researches on this aspect mainly focus on network marketing and other theories. In China, researches on WeChat mainly focus on the technical level, while researches on WeChat marketing strategy are relatively incomplete. This paper will combine specific cases to study WeChat marketing strategy, find out problems and put forward suggestions on WeChat marketing.

1.3.2. Practical Meaning

In this paper, the advantages and disadvantages of WeChat marketing as one of the new network marketing methods are clarified with the help of the study of specific cases, and the problems commonly existing in WeChat marketing are found out. Appropriate improvement methods and suggestions are proposed to point out the direction for better WeChat marketing for enterprises in the future. At the same time for other types of enterprises WeChat marketing has reference significance.

2. A REVIEW OF RELATED THEORETICAL RESEARCH

2.1. WeChat Marketing

WeChat marketing is actually a kind of network marketing. With the help of WeChat platform,

enterprises can identify customers, retain customers, gain customer loyalty and then realize customer value in order to achieve marketing goals. WeChat marketing mainly uses three modes: the circle of friends for marketing; WeChat group for marketing; enterprise public number for marketing.

In addition, WeChat marketing combines viral marketing, emotional marketing, network marketing and other marketing methods, and has the following advantages:

1. The arrival rate of WeChat marketing is high.
2. High acceptance rate of WeChat marketing.
3. High interactive rate of WeChat marketing.
4. High conversion rate of WeChat marketing.
5. low cost of WeChat marketing.
6. WeChat marketing integrates emotional marketing.

2.2. WeChat Marketing Model

WeChat marketing as one of the network marketing methods, that is, enterprises use the platform of WeChat to carry out a series of marketing activities. Traditional marketing points out that enterprise should go through the process of market segmentation, target market selection, market positioning and marketing mix design successively. Although WeChat marketing more or less includes the above process, WeChat marketing also has its own unique positioning [5].

1) As a sales platform. In the new era of rapid development of the Internet, a number of excellent professional sales platforms such as taobao and T-mall have emerged. WeChat initially appeared as a social platform, but with the explosion of the number of users, WeChat has gradually acquired the nature of marketing. Businesses use WeChat public platform, set up their own public, and product promotion, etc.. In addition, as the WeChat applet gradually in recent years, many companies will own the public and the enterprise small program, users can browse through the number of public platform directly login to buy small programs and other activities, at the same time, the aim of marketing is convenient and quick. Enterprise WeChat small program mall platform, in fact, is a proprietary enterprise taobao store inversion, to meet the daily sales needs.

2) As an advertising carrier. In order to obtain more potential consumers, many enterprises have adopted activities such as focus praise and awards, forwarding and awards in moments, in order to obtain a group of potential consumers. Although these methods have certain passivity, they more or less play the role of advertising promotion and enhance the exposure of

enterprise products. In addition, WeChat can not only serve as the advertising carrier of its own products, but also promote the products of other enterprises. The premise of WeChat's successful marketing is that WeChat has a large number of fans and uses the fan effect to promote the product. But some of the popular WeChat platforms may just be journals and books to share. So some companies will work with these platforms to promote their products.

3) As a promotional tool. Many enterprises develop WeChat customers through WeChat public platform, conduct positioning service, directional forwarding information, and carry out online and offline WeChat interactive marketing.

4) As the entry point of relationship marketing. Relationship marketing is becoming more and more important. By using the WeChat platform, enterprises can quickly establish relationships with customers, understand their needs, and improve their response speed and responsiveness. For example, Starbucks Company built a similar social group with the help of WeChat platform. Enterprises can timely understand the feedback information of customers, and consumers can also make like-minded friends in the social group. In this way, enterprises and consumers closely combined. You can discuss business products or you can build friendships.

5) As the corporate image. Enterprises should establish a good corporate image, publicity enterprise excellent culture, thereby improving the visibility and exposure of enterprises in the society. Traditional marketing enterprises need to spend a lot of time and money to carry out advertising and public welfare activities. But there are timeliness issues. With the increasing number of WeChat users, enterprises can better promote the corporate image with the help of the platform, more popular and more practical.

2.3.1. WeChat Friends Model

WeChat circle of friends marketing, that is, users or enterprises through WeChat circle of friends to promote the product, brand marketing activities. WeChat circle of friends marketing is developed with the rise of WeChat. WeChat circle of friends gives us a space to contact with customers more easily, which makes it more convenient and convenient for us to establish relationships and make friends with customers. WeChat circle of friends marketing has the following characteristics [6]:

- 1) Enterprises or businesses can communicate with customers anytime and anywhere.
- 2) WeChat circle of friends is easier to create the corporate or business image.

3) WeChat circle of friends publicity cost is very low.

Although WeChat circle of friends marketing was a great success at the beginning, and has brought substantial profits to the enterprise or business. However, as the WeChat circle of friends of the content of marketing and drab, WeChat friends marketing also began to appear a series of problems, the concrete is mainly manifested in the following aspects:

- 1) Businesses or enterprises ignore the needs of users; users can only be passive acceptance.
- 2) The push frequency of friend circle is wrong, and the content is repeated.
- 3) After-sales service is not in place or even absent.

2.3.2. WeChat Group Model

WeChat group marketing is mainly based on interest, industry and other spontaneous vertical communities and self-established fans of businesses. The correlation between different WeChat groups is low, but the user correlation in the same WeChat group is high. WeChat group marketing combines WeChat circle of friends marketing and social activities together, breaking the model of WeChat circle of friends limited to promotion, and different from the simple model of social activities, so that the combination of marketing and social activities.

WeChat group marketing is an improvement of WeChat circle of friends marketing. It is necessary to set up good WeChat group image and cultivate excellent WeChat group marketing culture, namely positive energy and positive marketing culture. While marketing, pay attention to the rational use of WeChat group social functions, and promote positive and elegant content in the group. From the external and internal two aspects, to build a green WeChat group marketing platform of quality efforts.

2.3.3. WeChat Public Number Model

WeChat public number marketing refers to a new way for individuals or organizations to communicate and interact with specific groups on WeChat public platform through one or more forms such as text, voice, pictures or videos. Different companies or businesses of the WeChat public number classification are different.

WeChat public number marketing is the combination of WeChat circle of friends marketing and WeChat group marketing. It has WeChat circle of friends marketing and WeChat group marketing advantages, and maximum to avoid the shortcomings of both.

1) WeChat public account gives users a certain degree of initiative.

2) WeChat public number is more formal, more conducive to establish the image of enterprises or businesses.

Although WeChat public number marketing has achieved considerable success, but there are also some problems. One of the most notable is the low user stickiness and the failure to make better use of social functions.

3. INTRODUCTION OF AMWAY COMPANY

3.1. Advantages of WeChat Marketing

1. Price. Through WeChat friends circle, WeChat group, WeChat public number for product promotion advertising low price.

2. Tools. WeChat marketing can provide more convenient and intuitive information, using text, pictures, videos and other forms for product promotion.

3. Logistics. Amway Company WeChat marketing has a strong logistics distribution service support.

4. Quality. Amway's products are uniformly priced and can be traced globally, successfully eliminating the quality and safety concerns of WeChat marketing products.

5. Model. Amway adopts the model of "mobile studio for marketers" to help direct sellers set up their own virtual shops with the help of WeChat for relevant customers to browse and consume.

6. Convenience. WeChat marketing successfully eliminates time and geographical restrictions, making it convenient for customers to conduct shopping and other activities anytime and anywhere.

3.2. Shortages of WeChat Marketing

1. Inadequate planning. First, direct selling personnel planning is not perfect, lack of training or training is not up to the standard. Second, the overall strategy planning is not perfect. Third, the technical planning is not perfect.

2. Single promotion method. First of all, Amway Company currently only uses direct marketers. Second, the mainstream mode of WeChat marketing, namely, content marketing in the circle of friends and public number marketing of direct sellers, has a low sense of user experience. Moreover, with the popularity of apps such as DouYin and Red-book, its WeChat marketing seems a little dull, and it is difficult to arouse the desire of new customers to buy because of its lack of novelty.

3. Interactivity is low. It is difficult for direct sellers to interact with all customers only relying on the promotion of moments. Offline activities are few, and some meaningful activities are not used to bring customers together for interaction. Too much purposeful interaction, most of the interaction is with marketing purposes, which is very wrong in the current relationship marketing.

4. MARKETING STRATEGY IMPROVEMENT

4.1. Improve Customer Stickiness

Drucker once said: the mission of a company is to create and retain customers. WeChat marketing does bring convenience to users and direct sellers in terms of channels and logistics, but if users are not sticky to a product, enterprises can't stand to lose users slowly like sand. Amway Company should still try every means to launch its own explosive products, so as to improve customer stickiness through explosive products. In this process, it should also ensure product quality and after-sales service, etc. Multi-pronged approach will achieve better results.

4.2. Enhance Customer Relationship Management

For direct sellers, the customer is the god. Only by serving customers well can they achieve good performance. This requires: 1) direct sellers establish emotional connection with users. Different from the previous pure marketing, the transaction relationship based on emotion is more conducive to gaining customer loyalty. Compared with face-to-face marketing, the establishment of emotional relationship under WeChat marketing is more difficult and more important. 2) user category management. In view of different age groups and different needs of users, direct sellers need to adopt differentiated marketing methods and implement differentiated management on users in order to better enhance the relationship with customers and further consolidate the transaction relationship.

4.3. Standardize WeChat Marketing Practices

Enterprises or businesses that regard WeChat marketing as their core competitiveness should do the following :1) formulate marketing measures for direct sellers of WeChat; 2) standardize various security management measures to ensure that users' privacy is properly protected and respected. 3) enterprises or businesses keep up with the trend of the Internet, set up Amway preferred broadcast room and other activities to add colour to WeChat marketing. 4) Establish comprehensive channels for customer complaints, strive to create quality after-sales service, and improve

customer service quality.5) Professional personnel manage the public accounts of enterprises to ensure that high-quality content is pushed.

4.4. Strengthen WeChat Big Data Analysis

WeChat big data analysis is crucial to the development of enterprises or businesses, and provides reference for direct sellers to carry out WeChat marketing activities. This paper suggests strengthening WeChat big data analysis from the following aspects: 1) accurate analysis of user data. Through big data processing technology, the information of WeChat public account visitors is summarized, and these files with different needs of different users are sent to corresponding direct selling personnel, so as to facilitate direct selling personnel to carry out appropriate marketing activities through accurate analysis of user data. 2) Graphic analysis function. WeChat public number data analysis can be used to draw the data information of different products into corresponding charts, which can be used as management personnel to make decisions such as product adjustment. Enterprises or businesses should carry out different graphic analysis according to different purposes.

5. DISCUSSION

At present, WeChat has become one of the hottest apps, and its marketing method is also a topic worth studying. And as health care products industry leading enterprises, Amway Company in WeChat marketing aspects, there are many worthy of reference, after reading the literature and case study, found that its WeChat marketing based on previously direct sales personnel to accumulate a large number of users. Amway Company mainly uses direct selling personnel to promote the content marketing in the circle of friends, WeChat group marketing established by nearby direct selling personnel groups and corresponding direct selling personnel, and enterprise public account marketing. Amway company combines the advantages of viral marketing, emotional marketing, WeChat marketing, etc. Based on accurate WeChat positioning, Amway Company reasonably analyses the advantages and disadvantages of WeChat marketing, pays attention to customer experience, gradually improves customer service quality, constantly optimizes logistics and other related services, and maintains customer transaction relations. In addition to constantly improving WeChat marketing methods, Amway Company also keeps innovating WeChat marketing methods, setting up virtual WeChat stores for every direct seller and holding WeChat preferred broadcast rooms on a regular basis. Finally, the paper also puts forward some suggestions for improvement. Internet enterprises must pay attention to strengthening customer relationship management, reasonably optimize the pricing mechanism for other

products in the market and their own product positioning, and strengthen WeChat big data analysis, etc., hoping to make the WeChat marketing of Amway better and better. In terms of research, this paper also has the following deficiencies: 1) Case analysis is not thorough enough, and there is no questionnaire analysis. 2) Viewpoints are not developmental, everything will change constantly in the Internet era, so is WeChat marketing. The viewpoints of this paper on WeChat marketing are not developmental, and we hope that there can be further studies in the future.

6. CONCLUSION

With the widespread use of WeChat, marketing methods centred on WeChat are more accepted and familiar than traditional marketing, and rapid development has become inevitable. Compared with traditional marketing, WeChat marketing has obvious advantages. It is small and popular, solves the credit problem, has no regional boundary and no time limit, and has the characteristics of transaction convenience and low threshold. As an enterprise of "hope industry", Amway Company faces challenges from more aspects in the process of development. In order to timely find an effective way to innovate and upgrade and become bigger and stronger, modern WeChat marketing strategy is adopted to seize more market share. Use public accounts, WeChat group, circle of friends, two-dimensional code and other WeChat marketing methods to improve brand awareness, strengthen customer communication and enhance customer engagement. Develop accurate customer positioning, two-way communication, establish the company image and long-term stable contact WeChat marketing strategy, design the corresponding marketing program, constantly improve the corporate brand image and strengthen the marketing service ability of the company.

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