Analysis of Big Data in Social Media Marketing's Application

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ABSTRACT

As a cutting-edge technology of modern network technology, the big data is of crucial application value to the development of social media marketing. In this regard, we firstly conduct researches on social media marketing and big data to define their connotation and implementation significance; secondly, after having a knowledge of the development direction and entry of media marketing in the era of big data, we identify the social media marketing changes caused by data; finally, we analyze the precise social media marketing strategy to provide certain clues to the application of big data in social media marketing. Through this study proved that big data will directly affect social media marketing, not only the change of basic marketing, big data relies on data analysis and integration ability, can constantly dig and query the effective market seeking repair information, predict the consumer's consumption behavior, thus building a new mode of precision marketing, is an important development direction of China's social media marketing in the future, worthy of further in-depth study.

Keywords: big data, media, social marketing

1.INTRODUCTION

The development of global big data and social media marketing in the context of the internet is flourishing. Abundant network resources and big data have brought another incentive for industrial development revolution after the Internet of Things and could computing. For one thing, big data is the frontier of social marketing innovation and competition. For another, the data resources contained in social media and the applicable population can become the resource samples and application fields of big data. Therefore, the integration of big data and social media marketing is not only the innovation of data resources, but also the driving force of social media marketing [1].

As the computer technology develops and innovates, the accessible data network resources in China are increasing exponentially. These data resources are gradually expanding by means of the development of cloud computing, the Internet of Things and social media, and are rapidly converging into a huge data resource network. Because the computer industry itself features data mining, analysis and application, the inception of the concept of big data does not seem unexpected. However, when it is connected with the the development of social production, social marketing and public opinion, its massive power, significance and connotation is found.

In 2011, the McKinsey Global Analysis Center, a leading foreign research and consulting institute, published a research report on the relationship between big data and productivity. It was pointed out that, from the perspective of business and marketing, the development potential of big data took a lead in then society. Besides, the report also analyzed the intrinsic relationship between data resources and economic resources, and described the development and changes of various social sectors under the influence of big data. The report has been attached to great importance nationwide, especially in the filed of business and economy. And most experts have reached a consensus that big data will affect the development direction of business culture value for a long time. And in such a context, there is no doubt that the development of the new model of social media marketing under big data follows the trend of the times. In fact, social media, as a new concept, has received attention from all walks of life. On the current network scale and the development of the internet economy in China, the completion of social media marketing upgrading with the help of big data is an inevitable trend, and social media marketing in the context of big data is destined to become a new hot spot of Chinese economy.

2.THE DEVELOPMENT OF SOCIAL MEDIA MARKETING UNDER THE DEVELOPMENT OF BIG DATA

Social media marketing in the context of big data can be seen as an important branch topic of social media marketing research. Therefore, the research on the development of both should discuss the differences between the new and old development of social media marketing and analyze the characteristics of big data and social media marketing on the basis of a clear concept. We should identify the current situation of social media marketing in the context of big data, and have detailed discussions on its application and development direction [2].

2.1. The concept definition of big data and social media marketing

Currently, there are several definitions of the concept of big data as the following. Firstly, the big data can be seen as the geometry of massive data. Generally, with the accumulation of data resources, the unit of measurement of big data often develops towards G, T, P, so called big data. Secondly, big data has been extended to a phenomenon of data surging in modern society. As the data accumulated during the operation and development of a company will boom, it's hard to conduct orderly statistics and analysis with the existing data tools. Big data can become a collection of the acquisition, storage, searching and sharing of enterprise data; thirdly, big data can also be used as a modern network finance which centers on data and a collection of the derived data analysis, data security; data searching and data sharing, and other industrial chains [3]. In general, it can be believed that modernized big data is a national service way in the field of quantitative research, through which the traditional random analysis method can be transformed into a concrete and comprehensive research method. The formation process of big data is from simple to complex and single to diverse. And the transaction information of big data includes data media, enterprise data and government data, which are integrated, open, public and dynamic, and the core is shown in Figure 1.
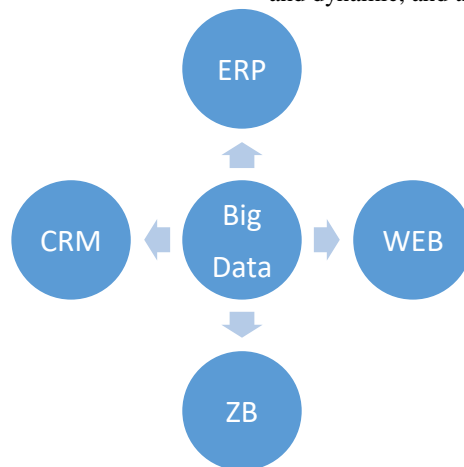

Figure 1. The Relationship of Big Data

The concept of social media, first put forward by the Americans, is believed as a collection of online media. Initially, social media featured a distinctive ability of personal innovation and dissemination, whose core characteristics include participation, openness, communication and social trends. Therefore, social media generally enable users to have a sense of participation and reality as well as to join in the community. In the modern society, the most important part of the definition of social media is "media", such as radio, newspapers and other communication tools. Then is the development and definition of "social", and other mass network communication tools towards the whole society. From the perspective of marketing, the combination of social media and marketing can ensure the stable development of marketing. Unlike traditional marketing, from the perspective of dissemination methods, social media tend to be more vertical in terms of consumers and information senders, and enjoy a better user stickiness. Besides, social media marketing can make online interactions a reality, and it obviously has an advantage over traditional marketing in terms of communication span. It is a strengthened business model with the focus on the capture of dynamic consumer information. Therefore, it can be found that social media marketing is mainly a new marketing activity developed on the basis of online media platforms gathering creative marketing, experiential marketing and entertainment factors, and a new marketing model with a high degree of participation and expansion [4].

2.2. The entry point of social media marketing in the era of big data

The development of data kernel and updating mechanism is the prerequisite of social media marketing development and entry. With the continuous development of big data, the production mechanism of social media content has also witnessed great changes. Due to the

continuous enrichment of social media, the emergence of we-media has enabled many general public to apply media easily to disseminate information. And with the support of big data, media data resources are no longer scarce, and the

annual information export continues to grow, which to a certain degree enriches the communication channels of social media, information and the public [5].
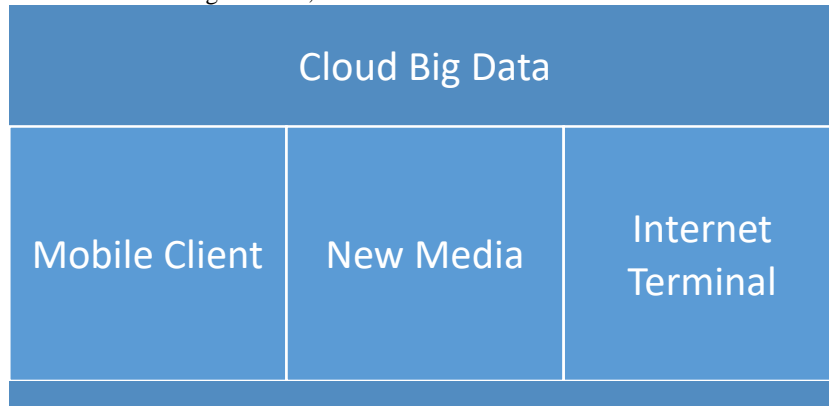
Cloud Big Data		
Mobile Client	New Media	Internet Terminal

Figure 2. Media and Information Stream

In the era of big data, with the catalyst of social media and the internet, technology of ideas is the core of the progress of modern technology. As the mechanism of information dissemination, the media absorb information from each other and influence each other in the process of user interactions, and transmit this information from the bottom up to the cloud to become a data terminal. During this process, social media has developed from the basic network to the core network, and then to the current comprehensive network data platform. Though the functions of network data platforms have become more diverse during such a series of changes, its core remains information dissemination, network communication and knowledge economy development, etc. The intrinsic marketing value of the derived social media marketing is determined by its network characteristics. The marketing value of social media is illustrated by the fact that it is more suitable for consumption and communication, and at the same time it builds an idealized liaison mechanism for enterprises and consumers. It is a diversified, people-centered and rational communication platform.

A look throughout current social media marketing platforms can show that their intrinsic values are shown as the following. First, social media marketing platform can

meet the real-time needs of consumers, help enterprises integrate into the consumers and satisfy their material needs and cultural value needs, and establish a consumer mentality; and at the same time it can build and extend the brand image and maintain its vitality; second, social media marketing platform can help enterprises carry out fast market feedbacks, and provide effective methods for social market supervision. Media marketing can help enterprises acquire the complaints and suggestions on the products from consumers through real-time analysis, and provide satisfying positioning thinking for social strategies on their own core problems. Besides, during the operation of social media, the commercial sales relationship between consumers and manufacturers also changes to active fair positioning; and social media marketing provides diversified information channels for the development of enterprises, which enables the functions of social media to reach different aspects of marketing and makes the relationship between media users and companies closer; finally, media marking can better fit the people-centered concept to stimulate terminal consumption. Therefore, enterprises generally need experience several stages as follows if they want to cut into social media marketing orderly.
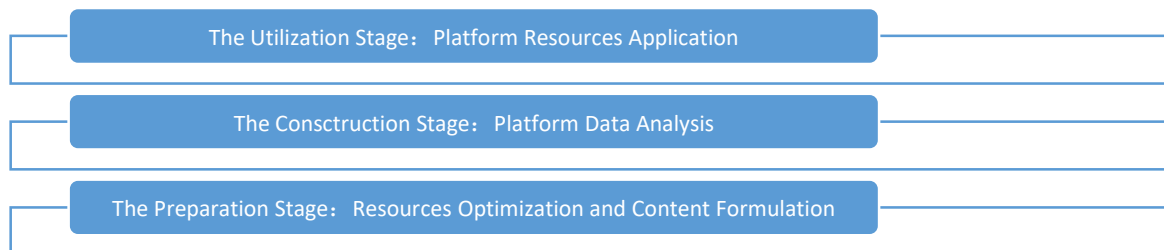
The Utilization Stage：Platform Resources Application

The Consctruction Stage：Platform Data Analysis

The Preparation Stage：Resources Optimization and Content Formulation

Figure 3. The Diagram of the Three Stages of Social Media Marketing

Figure 3 shows the three stages of social media marketing from the bottom to top. The first is the

preparation stage, including the optimization and integration of social media resources, and the formulation

of content and strategies; the second is the construction stage, including network relationship maintenance and platform data analysis, etc; and the last stage is the application stage, including the operation and application of the daily platform resources.

3. THE DEVELOPMENT OF MEDIA MARKETING IN THE CONTEXT OF BIG DATA APPLICATION

The massive internet data is becoming an important method of information resource control strategies both at home and abroad, and the internet marketing is becoming a new industrial growth point. The social media marketing under the application of big data can lead to the upgrading of different sectors for data services and provide a constant insight into future development.

3.1. Changes in social media marketing in the context of big data application

As the modern big data develops rapidly, the data industry information also faces greater opportunities and conditions. With the focus on big data and the end-users of information industry, the current information media industry is steaming and presents portal features. It can be anticipated that social media marketing based on big data must be based on an integrated social media platform so as to meet the social application and market demands.

Big data itself features large amounts, fast speed, diversified needs and authenticity. And the pursuit of the commercial value of big data will lead to people's thinking about data, such as how to complete data-based development enterprises, big data production and storage, and the upgrading of data visualization, etc. And the marketing development driven by big data continues to improve. It can be said that a large number of data industries will follow the trend of data development in the future, and gain opportunities in the market competition. While for social media marketing, the influence of big data has also led to a marketing revolution, and made precision marketing a reality. Social media marketing platform provides us with a social relationship platform, whose intensity determines the value of marketing. It can be said that the relationship establishes data and is equivalent to industry profits. All the data marketing relationships are realized through the social media "sharing" in the development of social media, during which the functions of big data have a special impact on social media. In addition, the social media marketing under the big data application brings the concept of practice and management to the latter. The real-time nature of big data can provide enterprise marketing with the interest dimension and limitation in time. Bringing the information properly to the public at the right time and the right places so as to satisfy the psychological needs of consumers has become the key to modern social media marketing. With the focus on

end-users through the media and data, enterprises can gain the greatest say in the industrial chains. It will integrate business, increase revenues, search the required market channels to expand business according to the needs of mobile consumers, so as to increase the loyalty of consumers.

It is safe to say that there is an internal consistency between big data and social media platforms. And the concept of coordinated marketing of both, which relies on cloud technologies and media platforms, fulfills the needs of the new social environmental.

3.2. Precision marketing of big data

Apart from the basic development, big data also brings a new precision marketing model to modern social media marketing. In the process of the rapid growth of big data, media has become more commercial as marketing platforms. Be it the event or the content, to which social media marketing begins to apply data to change their own traditional marketing development.

Depending on the collection of data analyses, big data can continue to dig and query effective marketing needs and data information, and anticipate consumers' consumption behavior, so as to build a precision marketing. Social media, relying on their own content, upgrade users from information gainers to information collection consumers, thus creating a series of internet behaviors which integrate sharing, consumption and creation. Besides, under the influence of big data, social media continue to improve their marketing strategies and provide clearer consumption descriptions. Some experts vividly compare the big data mining to building a whole user profile. At the beginning, it is necessary to collect data traces online, and then process these data with analytical technologies to achieve user characteristics and interest, enrich consumers' consumption preferences and track data, including transaction data, market activity data and information data. Each of these data can play the role of describing needs, so as to precisely position market users' demands, provide products introduction and recommendations and guide the operation of the market.

In terms of the development of social media and social process, big data also filter large amounts of positive information while mining and querying massive data. This information though provides materials for precision marketing, it also costs a lot. Therefore, many social organizations and enterprises which are not supported by enormous data, advanced data mining and analytical technologies and corresponding personalized services are likely to fail in data services and subsequent marketing. In addition, modern big data are no longer traditionally structured data, but more of the unstructured data including videos, the audio and texts and so on. Part of these data may be inconsistent or lost. These massive data pose new

challenges to analysis and collation, and provide new thinking for the development and application of big data.

4.CONCLUSION

In the era of data development and application, the optimal data and the timeliness of data are the new advantages of media marketing, but also the core of the future development of social media marketing. It can be said that big data is another technological revolution after the development of the internet, cloud computing and the Internet of Things, whose extension and connotation are both of great value to social media marketing. This paper puts forward corresponding research findings in the premise of the integration of the basic concepts of current big data and social media marketing, and draws a conclusion as follows:

First, social media marketing is a product of the development of modern social media, and possesses great potential for mining and commercial values;

Second, the production, processing and application of big data provide media marketing with new blood, including precision marketing models and so on. And it is necessary to build more advanced and accurate big data social media marketing platforms in the future.

Third, the integration of social media marking and big data is the trend of the development of the internet economy, as well as the core of social and economic development.

Starting from the basic theoretical concept, this paper analyzes the research direction of social media marketing in the era of big data, and discusses the changes in the development of social media marketing under the application of big data and the development of accurate marketing model, which can be used as a new theoretical idea for the development of social marketing. In the future, China's social media marketing can be further innovated from the following two aspects. First is the data mining and finishing ability, as the era of big data continues to deepen, the amount of data is bound to be more, data mining and finishing ability is the premise of data application, so the future of social media marketing in the context of big data should further develop data collection and finishing ability, improve data applicability, to provide the premise of media marketing; second is the diversified development of marketing platforms. Social media marketing is currently facing the problem of monolithic marketing model, and the future can start from this aspect to further innovate marketing strategies.

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