

# Research on Weibo Marketing Strategies of Stars

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## ABSTRACT

As a popular social media, Weibo naturally provides a convenient, fast and potential platform for marketing. Almost all stars have their own Weibo accounts and use their Weibo accounts to carry out marketing. Of course, Weibo marketing also needs appropriate strategies, such as marketing products need to be integrated with the characteristics of stars; when stars are marketing, they need to carry out positive publicity and maintain frequent interaction with their fans. Based on the analysis of practical cases, this paper studies the marketing strategy of stars' Weibo, and summarizes that stars' Weibo marketing needs to follow several strategies: stars and brands to "integrate into one and find commonalities". For example, the aura of the brand is similar to that of the star, or the purpose of the brand is consistent with the characteristics of the star themselves; stars should not blindly engaged in marketing; they should grasp their own characteristics so as to make a breakthrough; they should guide the fans positively and advice their fans not to follow them blindly; they should speak with real data and be realistic.

**Keywords:** *Weibo, Stars, Marketing Strategies, Social Media*

## 1. INTRODUCTION

Nowadays, with the rapid development of Weibo, and under the new network social media, fans who follow their stars contain great economic value. Weibo, with the characteristic of convenient dissemination of real-time news, quickly boarded the cusp of "network marketing". While the stars settled in the Weibo, they also appeal to many fans to register accounts in the Weibo. All kinds of enterprises and businesses also identify the business opportunities and invite stars to carry out "Weibo marketing" on the Weibo. This paper will analyze the microblog marketing strategies of stars through specific cases, and summarize the positive and effective marketing strategies, so as to pave the way for the future online marketing and Internet digital economy, as well as the mass communication promotion of stars.

## 2. THE USAGE STATUS OF WEIBO

In this era of information explosion, everyone is deeply baptized by the wave of knowledge. And the Internet is a timeless classroom to undertake the times. Under the influence of Twitter, which is popular all over the world, China has introduced a new service platform-Weibo, which has changed the traditional way of people

obtaining information from businesses, and more and more use the Internet to obtain the required information.

Sina Weibo, as a "large social media" in China, has marketing ability that cannot be underestimated. Since Sina Weibo entered the Chinese market, the number of users has continued to grow every year. By 2021, the number of registered users of Weibo in China has exceeded 600 million, of which young people are the mainstream. Weiboging covers various fields of interest, such as sports, entertainment stars, travel, economy, etc.

If the Weibo is compared to a large information distribution center, the headline of the Weibo is a key connection point of all information, in which the output of Weibo content and the business ecology occupy a core position. The instant update, sensitivity and efficiency of Weibo information is an important channel for people to obtain information, share views and participate in discussions. It also reflects and mobilizes the emotions of the majority of netizens. Weibo's natural "desire to spread" determines that its influence is more in the media than in social networking. In less than two years since the introduction of Weibo in China, more and more people have discovered its marketing value, and Weibo marketing has been rushed to the top of the wave [1]. Under the new social media, fans who are sought after by stars have great economic value. More and more stars

choose to settle in Weibo and carry out their own marketing means.

### 3. COMMERCIAL VALUE OF STARS' WEIBO

Celebrity worship is an illusion that the audience can communicate with stars face-to-face through the screen, and produce a quasi-social interaction. The rapid development of Internet media has accelerated the development of celebrity LED fan community, and worship is one of the important characteristics of fan culture[2]. Celebrity endorsement is a common and direct way in the process of transforming celebrity fans into brand fans through the influence of stars, and then transferring the brand value to the brand recognized by fans. Therefore, how to measure the commercial value of stars?

Firstly, the measurement of their commercial value is based on the number of Weibo fans of the star. The number of Weibo fans of a star can directly represent the attention of the star; The number of fans represents your followers in a certain field, and so are the fans of stars. "If you have more than 100 fans, it's like an internal magazine; if you have more than 100000 fans, it's a city newspaper; if you have more than 1 million fans, it's a national newspaper; if you have more than 10 million fans, it's a TV station; if you have more than 100 million fans, it's CCTV." This vivid metaphor makes us better understand the value and influence of Weibo [1].

The second is the degree of interaction and transformation between the star and fans. He Liu and Wang Haizhong pointed out that the premise of this commercial value transfer is to maintain a positive interactive relationship between stars and fans [2]. Consumers will share their purchase experience and experience on the Weibo platform, and will constantly forward and share the content of the marketing Weibo participated by stars, which greatly improves the popularity of the product.

According to the media, the quotation of stars generally operated by teams is basically 10000-100000 yuan. The quotation of first-line stars such as Yao Chen and Yang Mi for publishing a marketing advertisement on Weibo is basically more than 100000 yuan. Compared with the traditional star marketing of tens of millions of yuan in advertising and variety shows, the use of Weibo marketing not only saves the complicated administrative approval procedures, but also saves a lot of expenses paid to platforms and stars. At the same time, the consumption of human and material resources is also greatly reduced, but it still receives strong user attention behind stars [3]. That's why the Weibo marketing of stars is becoming more and more intense today.

## 4. CASE ANALYSIS OF MARKETING STRATEGIES OF STARS' WEIBO

### 4.1. Analysis of Positive Cases

The data shows that the Weibo that Yili weikezi announced Luhan as its spokesperson has 47206 forwarding volume, 13022 comments and 17310 likes, which has the amazing marketing effect. It is well known that, the number of official and micro fans of Yili weikezi is only 48188. With the active sharing of users, every post sent by weikezi has been forwarded and read by more than one million. The Weibo topic # Luhan Yili weikezi # has more than 70 million readers and 370000 fans [4].

After Lu Han received the endorsement of Yili weikezi, the sales of Yili weikezi reached a new high that year. The brand not only pays attention to the huge flow of Luhan, but also pays more attention to the "fit" between its products and the artist Luhan. The brand deeply analyzed the age distribution proportion and consumption tendency of Lu Han's fans, so as to achieve a high degree of integration and efficient transformation of their products, which not only boosted the purchasing power of fans, but also made their products more widely known. Star Lu Han's Weibo marketing this time has successfully attracted the attention of consumers and target groups. At the same time, Lu Han appropriately increased his exposure or interacted with consumers in his Weibo marketing process. He actively participated in this topic on Weibo and participated in the "weikezi Luhan" meeting. More fans are interested in this topic. When enterprises invite stars to carry out Weiboging publicity for their products, the image of the stars themselves is combined with the products, and fans will love the products because of their love for the stars. When Lu Han participated in the topic interaction of weikezi and sent out relevant information on his personal Weibo, his fans searched for the relevant information with the mentality of "seeing what the star recommended" and gave strong support. In the marketing activities of weikezi, consumers not only search for Weibos, but also search products. On the one hand, this information search makes consumers better understand the products, on the other hand, it also promotes the active dissemination of users.

In November 2020, Ding Zhen, a Tibetan boy from Litang County, Ganzi Prefecture, Sichuan Province, was accidentally photographed by photographer Hu Bo. A short video about him in less than 10 seconds attracted great attention. This Kangba man, who had not studied for a few days, stammered in Chinese and couldn't write and speak very smoothly, became popular in less than a month because of his innocent smile. His topics were frequently searched on Weibo, and then Ding Zhen settled in Weibo. As a "Tourism Ambassador of Litang County", Ding Zhen triggered a "struggle" between Sichuan Daily, Tibet Daily and other official microblogs

on his Weibo, as well as a people grabbing war of "inviting Ding Zhen to my hometown" on official Weibos in Shandong, Shaanxi, Qinghai, Yunnan, Hubei, Liaoning, Jiangsu and other places.

Ding Zhen's popularity reflects people's aesthetic desire for the scarcity presented by no filter and the body aesthetic proposition completely different from fine shaving. With the continuous upgrading of front and rear cameras, ultra-high definition portrait pixels, and the popularity of various "beauty camera" apps carefully modulated by algorithms on the market, technology continues to break the reproduction of reality, invade the daily aesthetic field, and change people's life behaviors and communication mode. The breakthrough of the original ecological clear young Ding Zhen is undoubtedly a breakthrough in the standardized filter aesthetic system and meets the users' desire for real presentation [5]. At the same time, he is not eager to pursue utilitarianism. After the explosion, his Weibo marketing is more devoted to public welfare undertakings. As the tourism image ambassador of his hometown, Ganzi Prefecture, Sichuan Province, he has sprung up the local tourism industry, so as to drive the development of backward areas in the West. The direction is the aspiration of the people and the general trend, which is the success factor of his Weibo marketing.

#### 4.2. Analysis of Negative Cases

A successful marketing is naturally inseparable from the speculation of marketers' inner desires for consumer groups and their satisfaction with economic interests, personality and curiosity. Nowadays, the Weibos of entertainment stars tend to be commercialized, vigorously promoting the new variety shows they participate in or the new dramas they shoot. The guests or stars forward the same publicity posts of the official blogs of variety shows or film and television dramas, and comment with the same attitude, lacking interaction with the fans. For example, the popular reality show called "Running Man" some time ago, six star resident guests jointly carried out Weiboging marketing for various brands of yogurt. However, because the Marketing contents released by the six people were similar, they were too stereotyped and lacked new ideas, which did not have a good marketing effect, but caused some dissatisfaction of fans and condemnation of ordinary non fan audiences, thus fans think they are "marketing for marketing". The content of Weibo is too commercialized and has no temperature.

Not only that, stars should also pay attention to seeking the truth from facts when conducting Weibo marketing, deliberately exaggerate the effect, and it is not advisable to fabricate and spread false information. Lin Zhiying, who returned to the public view again because of the variety show "Dad, where are we going", has a face as young as his 20s in his 40s. He was once the "perfect

male god" and "myth of youth" in the eyes of netizens and his fans, but he wantonly marketed his company's beauty products on his Weibo, telling fans that these beauty products are his "secret recipe" and other false information, which has led to the doubts of some professional anti-counterfeiting bloggers on Weibo. However, the star did not converge on this basis, and even intensified the marketing of the product on his Weibo. He tried his best to defend himself in various subsequent interviews, resulting in the forced shutdown and removal of the product due to the confirmation of false marketing under the intervention and investigation of Shanghai food and Drug Administration [2]. After the storm, the star's reputation was damaged and nearly banned.

In addition, there are also some stars who buy Shuijun (a group of online supporters who are paid to post online comments with particular content) to increase the forwarding volume, comments and likes of their marketing posts in order to obtain the "high traffic income" of Weibo. This marketing method is not uncommon. Stars use the water army to create their own Weibo marketing, which is false prosperity of self-deception. Compared with the real fans on Weibo, the amazing data produced by the water army actually brings only numbers, but it can't bring any economic benefits. The brand side enterprises spend both manpower, financial resources and effort in this marketing.

#### 4.3. Suggestions on Stars' Marketing Strategies

Is Weibo marketing an angel or a devil? In fact, like other things, Weibo marketing has two sides, both advantages and disadvantages. The advantage of Weibo marketing lies in its low cost, rapid dissemination and strong interaction, and the professional classification of Weibo is fine. Different stars attract specific consumer groups. Therefore, the dissemination of information on Weibo will be more accurate and pure. At the same time, as a more free medium, Weibo is easy to hide privacy. Sometimes, it is full of misleading rumors, which is frightening. In fact, the essence of Weibo marketing is a variant of embedded advertising, which may not cause a large-scale sensation. The prospect of Weibo marketing depends on the further maturity of Weibo development and the improvement of e-commerce market.

When stars use weiboging for marketing, the cooperation between brands and stars should: represent the brand image, trigger topic discussion and sell goods. Wu Dongwei said: "If the brand wants to create entertainment value, it needs to be grafted into the existing entertainment assets, including stars, dramas, variety shows and popular IP. Among them, stars are the most valuable of these entertainment assets, because their own public image, their private fans and the degree of discussion on social media are all star assets that can be transferred to the brand [6]. "When brands cooperate with stars, the cooperation mode needs to be deepened. Stars

are not only models for display, but also create products with brands. For example, the cooperation between fashion supermodel "big cousin" Liu Wen and Erdos, she personally participated in the clothing design, created a joint brand series with the brand, and even appeared on the cover of ELLE in her own clothes.

Stars and brands should be integrated, and stars should also use their own distinctive points to find their own brands that can be marketed. For example, Lu Han and Ding Zhen's successful marketing is precisely because of this. Lin Zhiying did not combine her own flash points with brand marketing, but took her own advantages as a tool eager to pursue interests, Not only the effect of marketing is not good, but also counterproductive, attracting the public's spit and disgust. Moreover, creating false marketing effects and using data divorced from reality to create a prosperous marketing illusion is also an undesirable thing for stars to carry out Weibo marketing. Enterprises want to use the Weibo marketing of stars to transform commercial value from the fans of the stars. False data is only empty and has no marketing value, It is not only detrimental to the marketing brand, but also affects the Weibo weight of the star, which is not conducive to future marketing [7].

## 5. CONCLUSION

As a social platform used by the public, Weibo also provides a marketing platform for stars and celebrities. The reason why stars choose Weibo marketing is precisely because Weibo marketing can save some cumbersome processes compared with traditional marketing, but the Weibo marketing of stars also needs appropriate strategies. According to the above examples of Weibo marketing for Lu Han, Ding Zhen and Lin Zhiying, we conclude that the positive Weibo marketing of stars should be as follows:

First of all, the first thing to be done is that stars and brands need to "integrate into one and find common ground"; Second, do not blindly market, grasp the characteristics of stars and brands, so as to make a breakthrough; The third point is that stars should actively guide fans through microblogging. Fans should not blindly follow, and stars should not over publicize; The fourth point is to speak with real data and be realistic [8].

In this paper, the research on the microblog marketing strategy of stars is only analyzed by citing examples. There are still some deficiencies. In the future, I will use specific marketing data to supplement it and study it from a more rational and intuitive perspective.

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