

Research on Micro-marketing Strategy of China Time-honored Brands

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Abstract. " China Time-honored Brand " is a treasure of Chinese traditional culture, and it have received extensive social recognition because of their distinctive national characteristics and profound historical and cultural connotations. However, in recent years, the marketing status of some Time-honored Brand enterprises are not optimistic. On the one hand, these are not good at using self-Media to promote their own brands, resulting in the post-90s and post-00s are not familiar with or even forgotten about these Time-honored Brand enterprises, thus resulting in the phenomenon of consumer disruption. On the other hand, Time-honored Brand enterprises are not good at self-Media platform application and fail to give full play to the advantages of micro-marketing. At present, there are 117 Time-honored Brand enterprises in Beijing. The author mainly analyses the current situation of micro-marketing of these 117 Time-honored Brand enterprises, summarizing their existing problems, and gives corresponding micro-marketing strategies.

1. Introduction

Nowadays, the economy is dominated by market demand, and the demand of consumers is characterized by refinement and diversification. The market segmentation is becoming more and more mature. At the same time, influenced by the rapid development of Internet technology, the overall market development rhythm is also accelerating. Therefore, enterprises need to establish a set of flexible management thinking and optimize enterprise structure and related services to cope with unpredictable market changes. Micromarketing came into being at the historic moment. Micro-marketing applies Internet thinking to traditional marketing, relying on mobile Internet communication platforms such as micro-blog, micro-message and micro-message public platform, establishes and strengthens the relationship with consumers, and guides customers to consume, so as to achieve new breakthroughs in marketing. Compared with traditional marketing methods, micro-marketing has obvious advantages, such as broader brand communication channels, smoother, faster communication speed, lower marketing costs and wider customer range.

2. The present situation and problems of micro-marketing in Time-honored Brand enterprises

2.1 Present situation of micro-marketing in Time-honored Brand enterprises

According to the official data of China Time-honored Brand Information Management, a unified platform of business system of the Ministry of Commerce, there are 1128 China Time-honored Brand enterprises up to now, of which 117 are in Beijing. Next, the application status of micromarketing tools in 117 Time-honored Brand enterprises in Beijing is investigated, such as official websites, official flagship stores, WeChat, micro-blog and so on. The following is a statistics of the number of self-Media platforms owned by Beijing's Time-honored Brand enterprises, as shown in Figure 1.

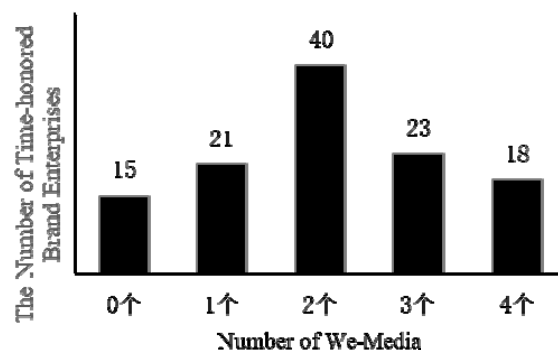


Figure 1 statistics on the number of we-media platforms owned by Beijing Time-honored Brand enterprises

As shown in Figure 1 above, only 18 of the 117 Time-honored Brand enterprises in Beijing have opened four kinds of we-media platforms. Through analysis, it is found that the 18 Time-honored Brand enterprises are very good at applying four kinds of we-media tools and have a good experience in forecasting the application. This also shows that the 18 enterprises have invested in we-media marketing and a lot of energy has been put into it. However, it is regrettable that 15 Time-honored Brand enterprises have not opened any we-media platform, that is to say, online consumers can not find any official information about these enterprises. In the modern era of we-media, the operation mode of these 15 enterprises has undoubtedly lagged behind. In addition, 84 Time-honored Brand enterprises have opened one or three kinds of we-media platforms. Although these enterprises have recognized the importance of we-media marketing, few of them can apply all we-media tools very well. There are various problems in the application of we-media tools. The following are the specific statistics of 117 Time-honored Brand companies' application of their we-media tools, as shown in Table 1.

Table 1 Number of Time-honored Brand enterprises with various we-media tools

| Types of we-media tools | Official website | | the official flagship store | | WeChat public address | | Official micro-blog | |
|--|------------------|----|-----------------------------|----|-----------------------|----|---------------------|----|
| | Yes | No | Yes | No | Yes | No | Yes | No |
| The Number of Time-honored Brand enterprises | 68 | 49 | 48 | 69 | 92 | 25 | 32 | 85 |

As shown in Table 1 above, 92 of Beijing's Time-honored Brand enterprises have their own WeChat Public Numbers, and some of them have set up many WeChat Public Numbers according to their different functions, and the operation effect is very good. However, there are many enterprises that blindly set up the Public Numbers, only to set up the Public Numbers and do not maintain them, causing poor operational results. In Table 1, although there are 68 Time-honored Brand enterprises with official websites, only 12 of them have been officially certified. The preview of their official websites is very comfortable, and they are rich in content, function and operation. The other 56 enterprises also have their own websites, but they do not carry out official website certification, and the quality of websites is uneven, there are various problems. Another 49 have no websites of their own. Official websites are the most basic we-media platform for consumers to accurately access relevant information of enterprises. Among them, 15 enterprises without any we-media platform are in these 49 enterprises. Moreover, even if other we-media platforms are set up, the general operation effect is not good, this shows that if the enterprise's official network is well managed, the we-media platform can also operate well, but if the official network is not maintained, then it is difficult for them to run other we-media platforms well. For the official micro-blog, there are 32 Time-honored Brand enterprises that have opened micro-blogs and have been officially certified, accounting for about 27% of Beijing's Time-honored Brand enterprises. Compared with other we-media platforms, there are some restrictions on opening official flagship stores. For example, some restaurants and

restaurants that can only be consumed in the stores are generally not easy to open online official flagship stores. But there are also special cases, such as Dong Lai Shun Hotpot, which has its own official flagship stores and scores are higher than those of the same industry. In general, the operation of the official flagship stores by the Time-honored Brand companies is better than that of the other three we-media platforms.

2.2 Problems in Micro-marketing of China's Time-honored Brand Enterprises

Through the analysis of the application of Beijing's Time-honored Brand enterprises to their we-media platforms, it is concluded that the Time-honored Brand enterprises have the following problems in the process of micro-marketing.

2.2.1 *The awareness of brand communication and marketing through we-media is weak.*

The weak consciousness of Time-honored Brand enterprises in using we-media for brand communication and promotion is mainly reflected in two aspects: first, some brands have not opened any we-media. According to the above data, about 13% of the Time-honored Brand enterprises in Beijing have not opened any we-media, so these enterprises still adopt the previous production-oriented business model, failing to grasp the opportunities offered by micro-marketing. Secondly, the enterprises that have already opened their own media are mostly neglected in operation and maintenance. Among these 117 Time-honored Brand enterprises, a considerable part of them have updated their content only in a period of time when they have just opened micro-blog or WeChat public address, but they will not update it in the later period. A few of them have not updated any content after opening WeChat public address. They have public Number in form, but actually have no content, which ultimately leads to the official micro-blog and WeChat are abandoned. In addition, the Time-honored Brand enterprises do not pay attention to official certification. Whether they are websites or micro-blogs, there are few enterprises that have been certified. This may lead to false websites and micro-blog accounts, which will not only cause losses to the enterprises themselves, but also damage the interests of consumers. In today's age of we-media, although these enterprises are loved by many elderly people, they are gradually losing the huge potential consumer group of young people, thus beginning to appear the phenomenon of consumer group fault^[1].

2.2.2 *Lack of professional management in content and biased understanding of the purpose of setting up we-media*

Regardless of the traditional media or today's developed we-media, although the form has changed, users always recognize and need high-quality content. However, through the analysis of we-media content published by 117 Time-honored Brand enterprises in Beijing, it is found that there is a general lack of professional management in the content published by these enterprises, and there is a deviation from the starting point of setting up we-media. On the one hand, the expectation of the Time-honored Brand enterprises to we-media is not high, so there is no deep exploration of the function modules of we-media. For example, many Time-honored Brand enterprises only use their official websites as electronic brochures. Consumers can only see some simple product introductions, nor can they trust enterprises. On the other hand, the content released by enterprises lacks creativity and the sustainability of operation is poor. When some Time-honored Brand companies publish information, they usually convey the news twice, or discuss the facts directly or forward other micro-blog account content, lacking original content. Or simply publishing content for the promotion of products, which is not related to the brand, and cannot arouse consumers' interest in the brand, thus making the we-media platform lose its own significance. For example, there are thousands of updates in a Time-honored Brand enterprise's micro-blog, but only one original content, more than 200 fans, and almost no interaction in the content published, such micro-blog account has lost its meaning. Some of them may follow the trend of opening up from the media, which will not be maintained after opening up. Others believe that opening up from the media is only for the convenience of promotion, so the content is promotional information, consumers cannot see other information.

2.2.3 *Focusing on the use of a certain we-media, poor interoperability between their media platforms*

In the process of using we-media in 117 Time-honored Brand enterprises in Beijing, 21 enterprises only opened one kind of we-media platform, and 81 enterprises opened many we-media platforms. One of the common problems of these enterprises is that they only focus on a single we-media platform in the process of micro-marketing. For example, enterprises realize the important role of the official network, only open the official network, trying to rely only on the official network to achieve a good effect of brand communication. Moreover, WeChat is a newly emerging we-media platform in recent years. WeChat has a very large user group, so many enterprises have shifted the focus of communication to WeChat Public Number. Even some enterprises have only opened the platform of WeChat Public Number, expecting to use this kind of we-media tool to achieve good marketing communication effect. However, the official website cannot achieve timely interaction and in-depth communication between enterprises and consumers. WeChat public numbers cannot release information, especially dynamic information of enterprises, and cannot achieve the same effect as the official website. In consumers' subconscious desire to obtain enterprise information, the first thing to think about is the official website rather than the WeChat public number or microblog. We-media platform is not completely independent of each other, they can achieve interoperability. For example, in the official website of the enterprise, users can be guided to the official micro-blog, public number and official flagship store of the enterprise in the form of scanning two-dimensional code or friendship links. However, only a few of the Time-honored Brand enterprises use this free promotion form.

3. Micromarketing suggestions for Time-honored Brand enterprises

3.1 Strengthen we-media marketing awareness, actively open and continue to operate we-media platform

Time-honored Brand enterprises used to use traditional media for marketing. This traditional marketing method is to help enterprises improve their visibility through high-cost investment and high-coverage media advertising. But at present, some Time-honored Brand enterprises have been operating poorly, they do not have enough economic strength to use traditional media to expand brand influence^[2]. It is necessary for Time-honored Brand enterprises to make full use of the advantages of micromarketing, such as wider and smoother brand communication channels, faster communication speed, lower marketing cost and wider customer range, to strengthen the awareness of brand promotion and marketing by using we-media. First of all, open their own official website, and then take various measures to operate other self-Media platforms. For example, the operation of WeChat Public Number can adopt the following ways: customers can recommend WeChat small program self-service consumption, the premise of which is to pay attention to the store public number first, thereby increasing the number of WeChat fans; or customers can recommend customers to pay attention to WeChat Public Number when they settle accounts, so that they can get points or enjoy discount concessions. This method attracts customers to pay attention to WeChat's public number. At present, many catering enterprises have adopted these two methods and achieved good results. They not only reduce the labor cost of enterprises, but also reduce the cost of brand promotion. At the same time, the information released by enterprises can be transmitted to consumers in the first time.

3.2 Publish valuable and creative content to improve the quality of content

When updating content, enterprises should pay attention to improving the quality of content and maintaining the attention and activity of users. On the one hand, enterprises should publish more original content, release valuable content and disseminate positive energy. The so-called valuable content refers to at least the user gains after reading, such as Wu Yu Tai Tea regularly conveys the latest tea information to tea lovers, teasers, health preservation, tradition and rich and colorful content published in WeChat Public Number. How can the attention and activity of such WeChat public number users be very low^[3]. On the other hand, information released from the media needs to be

refined. In the era of rapid information dissemination, in order to catch the eyes of users, the content of information topics must be short and concise. At the same time, the ways of information dissemination should be diversified, and the enterprise information can be more vividly and vividly conveyed through the rich forms of video, audio, slides, web pages and so on. Finally, enterprises should pay attention to the content and form of activities themselves to arouse the interest of participants. Encouraging users to participate actively in the activities and giving corresponding material or other rewards to the users participating in the activities will also contribute to the promotion of brand loyalty^[4].

3.3 Cross-platform integration and comprehensive utilization of various we-media marketing platforms

Time-honored Brand enterprises should actively establish their own official website, which is the only designated website with certain authority and credibility established by enterprises, and also the most basic way for consumers to accurately and thoroughly understand enterprises. And we should establish our own "official flagship store" to sell products and services directly to consumers. In WeChat Public Number and micro-blog, we should increase the link function to expand the consumption channels, pay attention to the synchronous updating of the content of their respective media platforms, and link with each other, so as to achieve twice the result with half the effort.

3.4 Continuous improvement of service quality

At present, the pre-sale and after-sale services of the official flagship stores of the Time-honored Brand enterprises are all perfect, with emphasis on the service system of the official website mall and the micro mall to be improved. Through interactive communication with consumers online before-sale, during-sale and after-sale, we can deeply understand consumers' needs, establish feedback mechanism, timely improve products and services according to customers' requirements, and achieve higher customer satisfaction, so that enterprises can get better development.

4. Summary

By investigating the application of we-media platforms such as official websites, official flagship stores, micro-blogs and WeChat public numbers of 117 Time-honored Brand enterprises in Beijing, the author draws a series of problems existing in the process of micro-marketing of Time-honored Brand enterprises and gives corresponding suggestions. In short, in the era of we-media, if the Time-honored Brand enterprises want to remain invincible in the economic market and enhance their competitive advantages, they must keep up with the pace of the times, actively use the we-media platform and adopt various marketing strategies.

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