

Analysis of Microblog Marketing Strategy for Talisman Ornament Website

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Abstract

As a new term of the Internet era, microblog has currently reflected increasingly significant utility values. With the popularity of microblog, an online marketing mode emerged—microblog marketing. Ever since its advent, microblog marketing has been helping companies to seize the market as fast as possible. It has significant importance and application values for the online marketing of enterprises. Taking Talisman Ornament Website as a case, this thesis analyzes the overview and marketing mode of microblog marketing. Next, the thesis puts forward strategies for microblog marketing and concludes some skills and the author's personal experience in microblog marketing.

Keywords

E-commerce website; microblog marketing; network marketing and marketing strategy.

1. Development Background

With the rapid development of open Internet, the application of e-commerce substantially changes people's work and lifestyles and brings limitless business opportunities. Correspondingly, diverse small and medium-sized enterprises spring up on the Internet in a succession. To speed up the improvement of their brands, these enterprises put forward a myriad of marketing strategies correspondingly. This is a huge test to the marketing strategies for Talisman Ornament Website, a start-up company. Restricted by inadequate capital, technology and management, Talisman Ornament Website fails to improve its brand with one marketing strategy. Hence the website starts to implement some trial strategies for microblog marketing.

Currently, the corporate microblog of Talisman Ornament Website frequently provide time-limit panic buying, coupons and gifts to promote the website and attract browsers. In addition, some other promotional means are adopted via the microblog, including seckill exquisite home decorations and small gifts. Of course, prizes cannot be given every day. Even if gifts are given every day, it will only attract browsers who come to get gifts and even "professional gift receivers". This is helpless to promote corporate brand and sales. Instead, it wastes human labor and capital. To avoid all ineffective means, the company should change its original understanding of value and realize that things besides material rewards are also valuable. For instance, the company may provide fans with interesting skills related to home decorations, exquisite home decorations and home decoration matching.

The following microblog listed in Fig. 1 is titled *Four Things to Understand Before Decoration*: 1. Necessary tools and all preparations; 2. Select an auspicious day and start decoration; 3. Pick what you like and do what you desire; 4. What are you waiting for? Pick at Talisman Ornament Website.

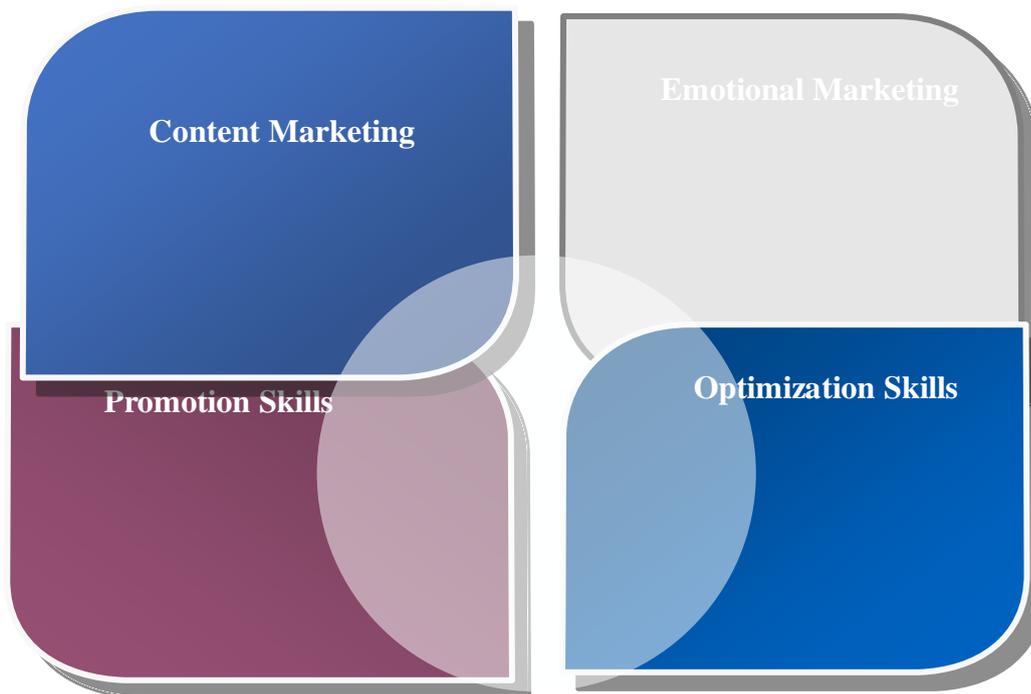


Fig.1 Implementation of sales strategies

Generally speaking, microblog is characterized with relationship and interaction. Although it is a corporate microblog, the microblog should not be operated as an unfriendly official window for publishing news. Instead, it should be like a person who has emotions, thought, responses, personal characteristics and individuality. It is necessary to pay attention to the interactions with fans. Generally speaking, people tend to share their feelings on their microblogs after travel. The microblog should thus communicate with fans to know their satisfaction degrees and deficiencies. Only in this way can the corporate microblog accumulate high loyalty and activity.

Talisman Ornament Websites is set up for consumers who purchase home ornaments online and avoid their trouble of going out and choosing at stores. It is thus necessary to evaluate the problems in marketing strategy and the application of marketing strategies with priorities when surveying the operation environment and providing safe solutions to e-commerce.

2. Promotional Skills

2.1 Label Setting

It is necessary to set labels reasonably. Sina Microblog recommends users with common labels or interest to follow each other. Hence the microblog labels of Talisman Ornament Website should include ornament, talisman, fashion, home decoration, entrepreneurship and college student. The microblog attracts news fans incessantly and particularly the users from Wenzhou. Newly added fans basically have at least one or several similar labels to the microblog.

2.2 Publish Contents

The microblog contents of Talisman Ornament Website should be as diversified as possible. It's recommended that each tweet has multi-media information, including pictures and videos. This ensures good viewing experience. In addition, the microblog contents of Talisman Ornament Website should include suitable topics or labels to make it favorable for microblog searching. Most important, all published contents should have values.

2.3 Content Update

The information published on the microblog of Talisman Ornament Website should be updated daily and regularly. Generally, five to ten pieces of tweets should be published daily. It is necessary to avoid publishing several tweets in an hour to avoid some fans from “unfollowing” due to aversion. In addition, tweets should be updated at peak time.

2.4 Enhance Interactions

The primary mode of microblog interaction is “activity + prize + follow +comment +forward”. Currently, most people pay more attention to prizes and care much about the contents promoted by the company. The microblog operator should make comments more carefully and feel fans’ thinking to rouse fans’ emotional affirmation. It seems to be the communications between friends and can create delicate emotional connections over time. Unlike interest connections, such connections are enduring and insistent. Of course, some interests should be given as feedback to make fans more loyal.

It is thus necessary to take more participation in forwarding and comments and have more interaction with clients. For instance, clients may post their pictures and share feelings on the microblog of Talisman ornament Website after traveling. The microblog operator should thus communicate with fans to know their satisfaction degrees and deficiencies. This aims at enhancing the intimacy with fans. In addition, prize-giving activities should be held regularly. Offering free prizes as incentives increases the number of fans fast and enhances fans’ loyalty.

For instance, there is a microblog titled *Seven Tips for Small Apartment Decoration*: 1. Simplify your furniture; 2. Enlarge the space with light and clear colors; 3. Tidy up small devices on the table;

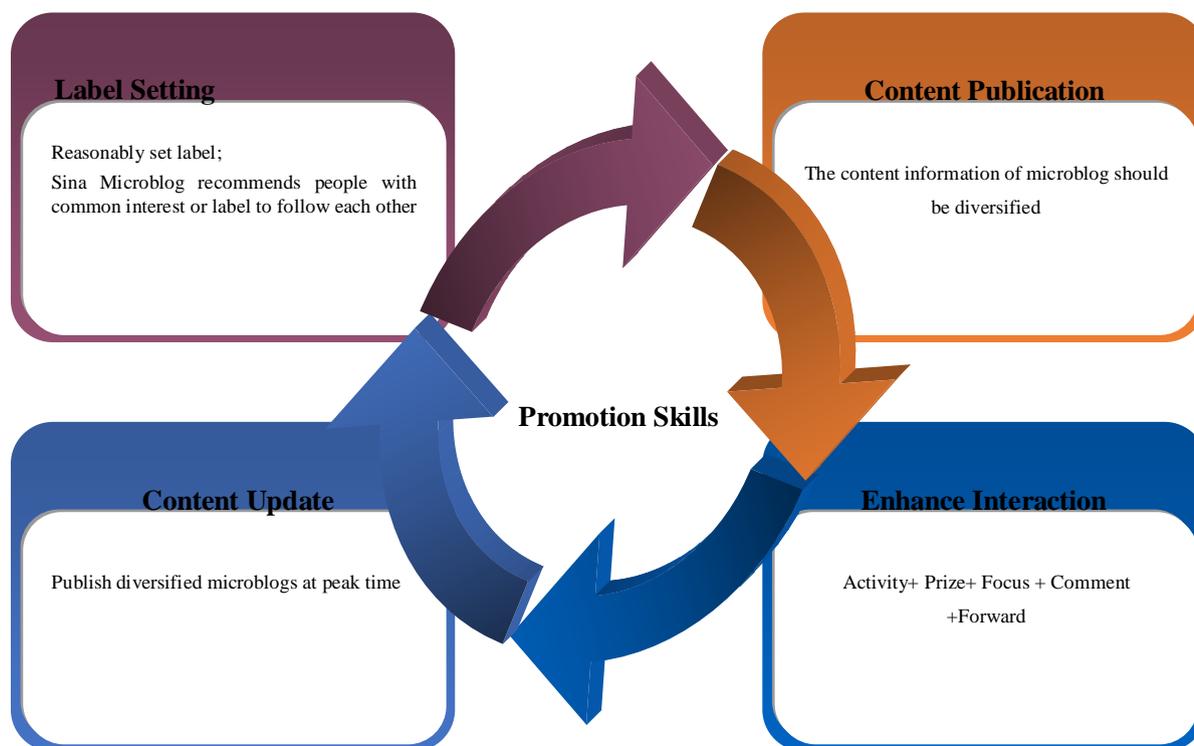


Fig. 2 Promotion skills

3. Difficulties Faced by Microblog Strategies for Talisman Ornament Website

Although microblog platform has a large number of fans, a microblog tweet should contain no more than 140 words. This word limit sometimes prevents from expressing original intention clearly. Hence expected effect fails to be achieved through microblog. In addition, most clients are actually averse towards promotion advertisements. If we spend too much energy on promoting advertisements

through microblog, it is greatly likely to cause clients to “unfollow” the microblog. Secondly, the effect of microblog marketing cannot receive feedback as fast as advertisements or promotion. Conversely, it takes a long time to leave a good impression on consumers and affect their perception. The difficulties faced by the microblog are listed in Fig. 3.

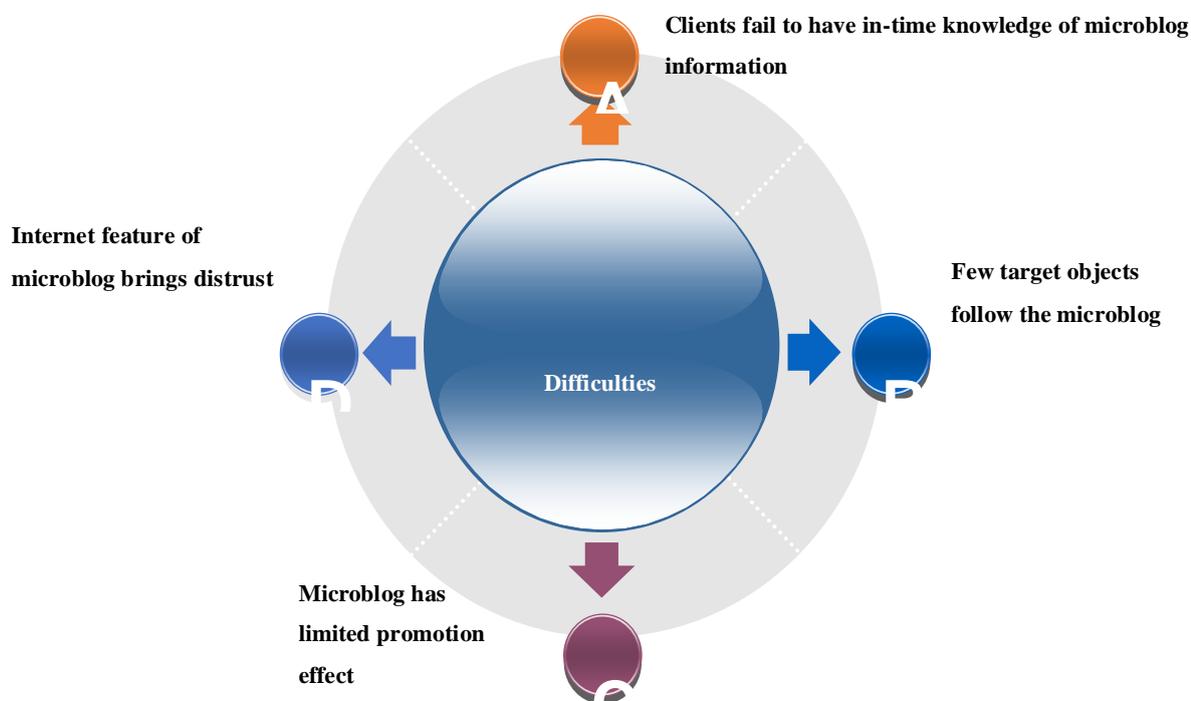


Fig. 3 Difficulties faced by operation

3.1 Clients Fail to Know Information Published by Talisman Ornament Website In Time

The reason why microblog is most favored by vast netizens is that it has short, concise and comprehensive information. Despite a large number of followers, an excessively fast speed of information update makes it impossible for microblog users to get the information published by the enterprise in time.

3.2 Few Target Groups Pay Attention to Talisman Ornament Website

Only when clients follow the microblog of Talisman Ornament Website will they become potential clients and spread the word-of-mouth of the brand. If the microblog is only followed by a small number of clients or few clients, microblog marketing will be ineffective. In that case, microblog can hardly attract attention and accumulate fans as quickly as celebrities' microblogs.

3.3 Microblog Has Limited Promotion Effect

3.4 Online Feature of Microblog Brings Distrust

One of the biggest characteristic of the Internet is the inability of identifying the other's real identity. Although all clients' identifies have been certified, microblog does not have strict requirement on identity certification. It thus directly affects the construction and promotion of corporate brand and image, and substantially discourages consumers' desires for purchases. Hence it is impossible to achieve marketing with microblog.

4. Solutions to Difficulties of Microblog Marketing Strategies

4.1 Enhance the Appeal of Microblog Contents

To attract clients' attention in the first time with 140 words requires the microblog of Talisman Ornament Website to input more energy on information and achieve the effect of virus marketing.

Apart from publishing corporate news on the microblog, the microblog operator should pay constant attention to others' microblogs and the contents forwarded by them. This allows us to receive more attention and expand the scope of influences. Secondly, attractive contents may cause direct impact. Hence the news and information related to people's daily life are transmitted faster than imagined. The microblog should be organized according to bloggers' psychological demands and be more active.

4.2 Increase Interactions with Clients

The microblog account was set up to enhance clients' impressions of our brand. This effect can be achieved by increasing interactions with clients. Answering client's comments and questions irregularly is the most basic means of improving clients' participation.

5. Optimize Skills

5.1 Select Popular Keywords to Optimize Microblog

Regarding the optimization of microblog keywords, microblog contents should begin with key words or keyword phrases as much as possible and complemented with "#topic#". The extensive use of popular key words and entries likely to be searched by engines substantially improves the rate of being fetched by the search engine. Taking the following microblog for instance, *#Best holiday decoration# recommend Wenzhou: Ten Thousand Horse Galloping and Brocade Pearl Curtain—Ou Embroidery*. Popular key words include *Best Holiday Decoration*

5.2 The Naming of Microblog Should Be Simple And Memorable

The name of the microblog should be as easy and memorable as that of a website. The microblog name should serve as an outstanding spokesperson, allowing others to record and memorize it quickly. Hence the selected microblog name should represent the promoted website. Our microblog is thus named Talisman Ornament Website and its URL address should be concise and clear.

After naming the microblog, the URL address of microblog becomes particularly important. Why? After all, a user can only access a microblog through the URL address. Hence URL affects the final searching results of a search engine.

5.3 Clarify Positioning and Objectives

Microblog can be used to publish corporate news, answer questions for clients and promote new products. It can be said that microblog has many other functions, which are unlikely to be all involved. It is necessary to clarify one's objectives for his microblog to effectively screen out information and better serve clients. Secondly, each client has a widely different interest, hobby and focus. Hence several microblogs can be set up for distinctive marketing activities. Although each microblog has a clear positioning and distinctive contents, they are all serving the clients who focus on talisman ornament websites. Hence a microblog should be set up for marketing and then achieve other operations.

5.4 Enhance the Validity of Microblog and Pass all Certifications

Apart from relying on an increasing number of clients, the healthy development of microblog depends more on the authoritative and authentic information published by existing microblog clients and particularly certified clients. It is thus necessary to stick to the moral bottom line of microblogs and actively promote the favorable development of online public opinions. In addition, a more reasonable spirit is needed. Instead of believing and spreading rumors, a reasonable blogger should end it, which is the public-opinion foundation of developing microblog. The microblog of Talisman Ornament Website should achieve these points at the same time, so as to enhance its validity, improve corporate brand and achieve excellent effect

6. Conclusion

As a newly emerged online marketing mode, microblog marketing achieves virus-style communication by attracting fans' attention and encouraging them to spread one by one. Before

achieving the best effect of microblog marketing, microblog operator should first know about microblog and rules and master excellent communication skills. The effect of microblog marketing cannot be accomplished with one action, but requires long-term persistence and management. A fan is both an information receiver and a potential consumer. It is thus necessary to take participation in more discussions about popular topics, increase the rate of appearance and attract more attention. An effective set of online marketing strategies not only improves the sales volume of website, but also substantially improves the image of website brand. Talisman Ornament Website selects the microblog marketing strategies mentioned above based on its positioning and demands. It aims at improving its website brand and enhancing the impression of the brand concept in consumers' minds. In addition, online marketing mode also accelerates and becomes versatile along with the Internet. This undoubtedly places requirements on online marketing personnel: It is necessary to keep learning and knowing about the development trends of the Internet. Only in this way can it catch up with the development of Internet and e-commerce. Hence how to develop this microblog path is an ever-lasting research topic for the enterprise during its microblog marketing.

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