

Enterprise Micro Blog Marketing Value

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Abstract-As a kind of new marketing tool, micro blog is receiving more and more enterprise's favor. According to the definition of micro blog and its emergence and development, analyze the new features of enterprise micro blog marketing, and then from five aspects to discuss enterprise micro blog marketing value: promoting enterprise brand image, increasing sales revenue, new product development and promotion, low cost CRM, monitoring and handling crisis of public relations, so as to better serve enterprise by enterprise micro blog.

Keywords-Micro blog; Marketing value; Brand; Crisis of Public Relation

1. Introduction

Micro blog, namely the abbreviation of micro blogs (MicroBlog) in Baidu encyclopedia, is a platform which share, communicate and obtain information based on the user relationship, user can update information and realize real-time share with 140 words or so through WEB, WAP and various client component individual communities.

2. Micro blog generation and development

The earliest micro blog service website is America's Twitter, which is created by Jack Dorsey in March 2006. The data show that by the end of January 2011, the number of users registered in Twitter website has reached 200 million. Other major foreign micro blog are: Jaiku, Juick, Sideblogg, Plurk, Yammer etc. In China it also appeared a lot of website similar to Twitter, JiWai, FanFou are mainly popular represent in 2007, the first batch users of Chinese micro blog are users of such web sites as Twitter and FanFou.

Most of domestic old brand micro blog products (FanFou, Tencent TaoTao, etc.) stop operation in July 2009, some new products began to enter into the people's horizon, big Weiblog open in January, Follow5 open in June, PinZui open in July, sina micro blog open in August, Follow5's appearance in Sun Nan's Dalian concert on July 19, 2009, is the first time to introduce domestic micro blog to large performing activities, have somewhat alike in spirit with the development of twitter. In 2009 August Sina rolls out "Sina micro blog" closed beta version, micro blog formally entering the Chinese net-surfers horizons. Early 2010, Sohu, Netease and Tencent micro blog respectively started closed beta, thus the domestic four big portal fully own micro blog service. The survey data of Yiguan think-tank shows that the registered user number of Chinese micro blog from 8 million in 2009 up to 75 million in 2010, growth rate has been 837.5%, after two years subscribers' increase will gradually slow down, respectively reach 14,500 million in 2011 and 24,000 million in 2012.

3. New characteristics of Enterprise micro blog marketing

Due to micro blog have stronger grass-roots, and widely distribute in desktop, browsers and mobile terminal etc multiple platforms, it has its

TABLE I. THE CONTRAST OF MICRO BLOG AND OTHER MARKETING MODES

Classes	Objects	Status	Length	Interactivity
Email	1:1 or 1:N	Closed	long	general
Short message	1:1 or 1:N	Closed	short	strong
BBS	1:N	opened	long	general
IM	1:N or N:N	Closed	short	strong
Blog	1:N	opened	long	general
SNS	1:N	opened	long	general
Micro blog	1:∞	opened	about 140 words	very strong

unique advantages that compare with other marketing mode, such as shown in “Tab. 1”.

3.1. Content civilian.

Enterprise publishes some emotional topic and comments by micro blog, relates the distance to consumers, forming a equality and kind friend relationship. Through the interaction topic or activities with consumer, such as trickles, penetrate fragmentation, first convince niche, again by small niche gradually influence mass, thus realize enterprise brand marketing by micro blog.

3.2. Real-time transmission.

Micro blog provide 140 words enrichment information very conforms to modern people’s demand for information acquisition and interpersonal high-speeding, through micro blog or QQ and MSN write directly, even use mobile phones update the content yourself without network. If a message causes user's interest, they will immediately forwarding, spread and updated with surprising speed.

3.3. Communication interactive.

If a customer is interested in enterprise's product, sending a comment by micro blog, companies can interact with him, to help him solve problems. Enterprise also can attract users’ discussion and response enthusiastically in micro blog through the form of recommending to fans, micro group sharing, cool assessing and forwarding and so on; cultivate a group of interaction closely loyal fans [1].

3.4. Locate precisely.

After enterprise register micro blog, can pay close attention to potential users who has consuming capacity, observe activities and topic which they are interested in. Meanwhile, enterprise remains active in micro blog, to attract the attention of users who interested in product, make it become the enterprise’s fans. The two parts people are the most direct target customers of enterprises, whether enterprise gathering market feedback, or communicating brand, which it faces to is more accurate consumption group [2].

4. The value of Enterprise micro blog marketing

CNNIC statistics, by June 2010 China netizens has reached 4.2 billion, cell phone users 2.77 billion, IM users 3.04 billion, BBS user 1.2 billion, SNS users is 2.1 billion, blog users 2.31 billion, micro blog also has won the tens of millions of users in just one year time. CIC & LuoLanBeiGe releases jointly the report of China consumer in 2010, it pointed out that in China, " brand consciousness "and" buying decision " are maximum impacted by (Internet Word of Mouth)iwom, 56.3% of consumer initially understand a particular brand through iwom of brand, and 58.7% of consumer make buying policy is based on the iwom discussion. According to China netizens’ characteristics, combined with the new features of the micro blog, we can analyze the value performance of enterprise micro blog marketing as shown in “Fig. 1”.

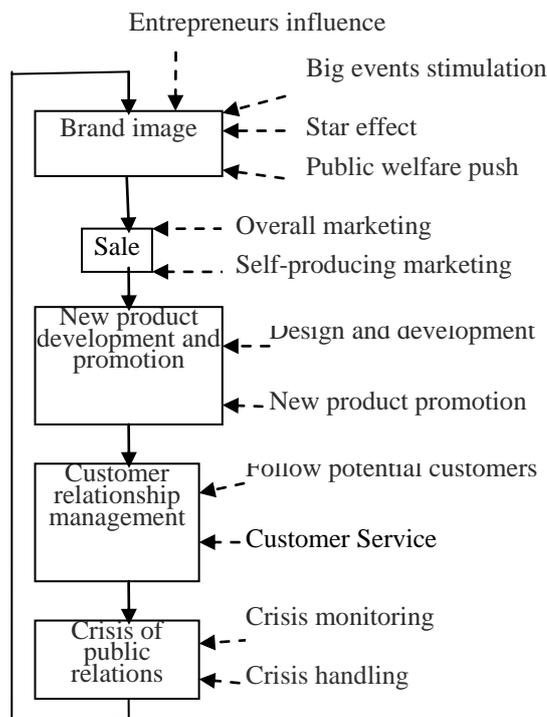


Figure 1. The value performance of Enterprise micro blog marketing

4.1. Improve enterprise brand image.

Enterprise leaders opened micro blog, attract perceptual fans with "entrepreneur = ordinary people", unconsciously promoting and spreading brand. For example, until February 13, 2011, fans' quantity of entrepreneur Li Kaifu and Pan Shiyi's micro blog is more than 3.3 million; they are topped on the Sina micro blog popularity list. Entrepreneurs micro blog can make brand became more like users' friend, greatly close brand and users' distance, the relationship becomes more real and close between brand and users, let users feel this brand more reliable and trustworthy.

- 1) Stimulating users and fans' emotional nerve by current global big events, big activities and creative topics etc, make them accept enterprise brand positively. For example, during the World Cup, 4399 game postmaster Cai Wensheng issued a micro blog to quizze the ranking of the World Cup, gain 300,000 people to participate, meanwhile the hundreds of thousands of people also remembered Cai Wensheng and "4399".
- 2) Enterprise endorsement star interact with fans through forwarding, commenting on, listening to, private letters, QQ etc, the fans can get satisfaction and achievement in emotion and spirit, realize effective blogrrows marketing. "The survey data of micro blog and community the first half 2010" by DCCI published shows that user attention of social celebrities were 45.7%. And VANCL opened enterprise micro blog in 2009 August, and invited Yao Chen, Xu Jinglei celebrities to interactively attract users, gather a lot of popularity.

Actively develops charity, makes the enterprise brand image thorough public's hearts by micro blog strength. In March 2010, emerging many "micro blog benefactor," singer Liang Yongqi, actor Yao Chen, director Lu Chuan, media people Chen Lizhi etc, they all sent Micro blog that they would donate amount of money according to fans' number of individual micro blog, namely 1 fans = n (n = 1, 2, 3...)MAO. Star micro blog doing the good have some controversial, have been said to a win-win or to show. But for enterprise that, real-time release public welfare activities that enterprise participated by words, pictures and video ways in micro blog, not only can lead more fans to participate in public welfare activities, and social responsibility that enterprise sets up can create good brand image in users' heart.

4.2. Increase sales revenue.

The whole enterprise registered micro blog number with company logo, through comprehensive high quality service to improve sales revenue. From March 2007 Dell started using Twitter enterprise platform to market, dell has numerous Twitter group, each group management by personnel, like one to couple online

customer service window, let the customer get rich and real-time information, also can see other users' problems as reference. Twitter account @ delloutlet has more than 150 million fans, and marketing income related to micro blog has nearly 700 million dollars.

Self-producing marketing, mass on discounts information. Consumers hate ads but not refuse to interest, interest is a magic of micro blog marketing, such as rob building, winning the lottery etc, and all are netizens' love. In important holidays, enterprise send all kinds of new product promotion and discount information to users by micro blog platform, the real-time and share character of micro blog let a message can be quickly throughout the same interest group and team. Even interactions also occur between the users, they may transmit information to other friends, and many American companies have taken this way. This way increased the chance of company product directly contact with consumer, and be helpful for product sales.

4.3. New product development and promotion.

- 1) Through following and adding attention micro group who is interested in enterprise product, to survey users' requirements, design and r&d new products. Micro blog users generally will active concern themselves interested in brand, and recommend it to their friends or fans, enterprise market, r&d and design personnel follow and add ablogut these specific users through micro blog, to listen to customers complaints, opinions and suggestions as ordinary watchers and followers, understands users' ideas and thoughts to future new products, thus ensuring new products the enterprise design and development can better satisfy customer needs, achieve the best sales result.
- 2) Register enterprise micro blog with many identity and domain name, accurate positioning target audience, to promot new product. Under the same enterprise, a variety of identity and multiple user names can satisfy the demand of users' subdivision, still can effectively linkage, forming a shares propaganda force, to manufacture momentum for micro blog marketing new product. For example, in Sina micro blog search "alibaba", will appear "alibaba", "alibaba group research center", "alibaba export tong" authentication user, such as multiple search for "taobao" also can appear " taobao ", " taobao global buy", " taobao official shop ", "taobao in the world" etc. a few users related to taobao.

4.4. CRM effectively at lower costs.

- 1) Follow those micro blog groups who have similar hobbies to enterprise existing customers through the "official micro", assure the day-to-day micro blog dialogue, express the brand information by communicating, and attract potential customers. Interaction principle of 4I principles in network integrated marketing stress that it need interactive movement between marketing subjects and marketing objects, and dialog establishment with the customer is the golden rule of micro blog marketing. The more powerful micro blog, the higher proportion of communicating with others in its content. The established long-term interactive relations through communication can turn into the market returns. Blogth Hillary and Obama establish personal twitter homepage in American election, but eventually Obama won 15 million followers' support and Hillary only six thousand. Careful analysis we find that, although they frequently updated news, the difference is the user number that Hillary active track and reply (following) is 0, Obama's following up to 15 million! But Hillary's Twitter only acts as a one-way information release platform, not communication tools; she didn't pay attention to those who pay attention to her [3].
- 2) Feedback and reply earnestly to customer's advice and complaints, the words should have meanings, personification, real-time and emotional communicate with readers, in order to maintain better relationship with customers. When Jonathon was waiting to blogard in New York international airport, he wrote some doubt through Twitter, when the blog issued for 10 seconds, he unexpectedly received JetBlue airways' E-mail, which respond for his problems. The original reason was JetBlue real-time track its Twitter users by scanning tools to find and solve users' problems, such as the information of flight delay or flight cancellations.

4.5. Prevention and handling crisis of public relations

- 1) Enterprise constant monitor market and communicate interactive to prevent by micro blog, bud, especially paying attention on and tracking monitor the speech of related parties, customers, media and opinion leader. The network marketing experts Liu Dongming thinks, the arrival of social media, allowing spread evolution from "church" to "a bazaar type", each grassroots user has his own "mouth", Twitter naturally is an important position of "public opinion of brand ". More and more companies are tracking their brand's evaluation and monitoring public opinion on Twitter. Comcast, Dell, General

motors, H&R Block, Kodak are regulars of Twitter. Their attention on Twitter responded the new socialization media's force in "public discussion on consumer to brand ". The president of Get Satisfaction website Lan Baker said: the real discourse power of brand has transferred to the hands of consumers, this is technology baron.

- 2) Once crisis occurred, the enterprises should real-time release company's crisis handling attitude and process in officer micro blog, actively open and transparent respond on the existing misunderstanding, as quickly as offset faults, avoid from harming expand. In 2008 fall, Coca-Cola monitoring software found a depressed consumer's information in Twitter, news says he cannot get MyCoke feedback activities prizes, and then the customer's follower has increased dramatically over 10,000 people. Coca-Cola relevant principals in Twitter on immediately apologize to the customer, and help him successfully solved the problem; the consumers finally got the prize and replace his Twitter picture with a photo that he hands a bottle of coca-cola. for a complex crises, Perhaps micro blog's information interpretive ability relatively weak, but it can serve as a good auxiliary channels for enterprise to construct a real-time, accessibility of information network, maximize comfort the public's mood [4].

5. Conclusion

Enterprise micro blog marketing is communicating all kinds of information to people in a quick, convenient, short form by the Internet, micro blog commercial value gradually is rising, the marketing effect also appeared in gradually, enterprise micro blog will become a new kind of Internet marketing channel, and be recognized by people.

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