

Web Celebrity New Project BBS Marketing

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Abstract

BBS marketing is the enterprise with the help of BBS this network platform, through a variety of ways to let users understand the products and enterprises, and ultimately achieve the marketing effect. This paper first introduces BBS marketing, and introduces the commonly used methods of BBS marketing, as well as how to use BBS for the marketing of web celebrity drive project. Through the marketing analysis of the existing problems, and on this basis put forward the relevant countermeasures and solutions to improve the site visits and product sale.

Keywords

Web celebrity; BBS; marketing.

1. INTRODUCTION TO BBS MARKETING

BBS marketing, as an emerging and unique network marketing method, plays a unique role in e-commerce and has great potential for development. Is "the enterprise USES the BBS this kind of network exchange platform, through the text, picture, video and other ways to release the information of the enterprise's products and services, so that the target customer more profound understanding of the enterprise's products and services, and ultimately reach the enterprise to promote the enterprise's brand, deepen the market awareness of the network marketing activities". Posts should not be too obvious advertising trend, but through some common publicity to promote marketing, such as: BBS soft text marketing method, topic marketing, picture marketing, etc., these publicity methods more easily let the majority of Internet users and customers to accept, not only can not affect the quality of posts, but also to improve the intensity of publicity. BBS marketing is also a technology, to really achieve, but also need a series of complete solutions. BBS's communication ability is improved by dozens or even thousands of times. Thousands of users are reading posts and communicating with each other. BBS is not only a communication tool, but also a cultural atmosphere.

2. COMMON METHODS OF BBS MARKETING

2.1. BBS advertorial marketing

Soft text is to use aesthetic language to visualize the product, stimulate the interest of readers, and then produce the desire to consume. Soft soft lies in "let the target customer get the content he wants, at the same time, also understand the content of the propaganda". The products and image of the enterprise through the beautiful words to packaging, to achieve the effect of publicity. What is said is done. A perfect advertorial advertorial language to express clear, easy to understand, clear ideas, logical and reasonable, and can arouse the resonance of readers, thus achieving the effect of publicity.

2.2. Topic marketing

Topic marketing, also known as paid reviews abroad, is a form of word of mouth marketing. The main is to use the power of the media and the word of mouth of consumers, a humorous form, spoof form, controversial form, social hot form of the topic thrown out, cause more people's attention, let the advertiser's products or services become consumers talk about the topic, in order to achieve the effect of marketing. Besides the effect of topic marketing on consumers' purchasing behaviors, it also plays a significant role in search engine optimization, increasing website traffic and building brand awareness.

2.3. Picture marketing

Image marketing, the use of images will be reproduced to do advertising, its advantages are small investment, good results, no human promotion. Image marketing optimization is mainly in the picture itself is attractive, visual impact, to increase user experience, but also on the picture to do compression processing, make the picture smaller, more methods to spread download, play a role in publicity.

3. HOW DOES THE COMPANY CONDUCT BBS MARKETING

Web celebrity recruited web celebrity candidates through activities according to the phenomenon of web celebrity economy, and then cultivated them. Through a series of promotion activities, web celebrity accumulated a certain number of fans, let web celebrity go offline, and used the fans effect to promote the promotion of products and the development of the industry.

3.1. Plan development

Any kind of post, nothing more than in the solution of a "say" and "how to say". The so-called "speak what", refers to the theme of the post positioning, only to solve the "speak what" problem, to solve the problem of other levels. As the BBS marketing guidelines for the publicity of Internet users, so we should pay attention to the subdivision of the network customer base, according to their usual needs and hobbies, combined with the characteristics of the packet, determine the BBS publicity theme. Such as: consumer positioning, competitive positioning. Use the interactivity of the network to achieve the effect of their own publicity.

3.2. Find the platform

3.2.1 select BBS that conforms to the product

Each BBS has its own characteristics, such as baidu BBS, tianya BBS, douban BBS and so on. When we implement BBS marketing, we must choose the appropriate BBS according to the characteristics of website products, and it is best to directly hit the target customer BBS.

3.2.2 promote BBS

This is a necessary condition for the start of BBS marketing. It is necessary to have its own BBS promotion team, promote some BBS products in line with its own products, increase exposure, and establish waistcoats with relevant BBS products, so as to promote more specifically.

4. PROGRAM EDITING

4.1. Establishment of BBS database

The establishment of BBS database is the basis and premise of BBS marketing. The quality of the database is directly related to the success of BBS marketing. In general in the database used by BBS user name, password, and of registered mail need to keep consistent, this also is for the

convenience of the marketing and promotion, the late BBS data needed information including the name of the BBS, BBS address list of core section, the classification of BBS, BBS, BBS active index, these information together to finish before conducting marketing at working conveniently.

4.2. Marketing mix strategy

BBS marketing mix strategy through the consumer groups often visit the portal, community and website, the scientific combination, points popularity, traffic points primary and secondary and batch in the promotion of the choice of combination, promotion to achieve the best effect. BBS activities can well mobilize the enthusiasm of Internet users and improve interactivity. At the same time, BBS online marketing should be combined with offline marketing promotion.

5. BASIC PRINCIPLES OF BBS MARKETING

5.1. Define product positioning

Web celebrity driving program for college students, 20-30 - year - old office workers. Corporate promotion for small and medium-sized enterprises, to provide web celebrity marketing program, the main audience for the target age span is wide, and seek cooperation in their respective media platforms, the development of the new web celebrity economy.

5.2. Develop work plans

Mining network red

Nowadays, jokes have become an indispensable spice in life. Many fans like to watch funny jokes, live broadcasts and other things in their spare time.

Professional knowledge: fitness expert, beauty expert, people with professional knowledge in various fields are likely to become web celebrity.

Live game: live game is very popular now, including professional game players, game anchors and entertainment anchors.

Train network red

After the initial selection of web celebrity, everyone has some characteristics of confidant more or less. We will conduct training according to their characteristics. First, we will conduct quality education training. And through a variety of means to broadcast the first web celebrity red.

Build platform

Our company through the study of the butt of some enterprises in wenzhou, the enterprise through the BBS on the project information, web browsing through our red platform related project information, and choose according to the requirements of network red itself wants to participate in the project, carries on the benign competition, our platform filtered to select the most appropriate network red, red contact businesses to help network.

Undertaking enterprise business

Enterprises can release web celebrity promotion business demand information to our BBS. Our company makes promotion plans or customizes marketing plans for enterprises according to their own situations, and web celebrity is dispatched by the website to achieve its marketing goals.

6. INNOVATE POSTING CONTENT

Ambiguous title is very easy to cause the attention of others, arouse the curiosity of the net friend, improve the page view of the post, attract those who pass by the net friend. But make sure the title and content match.

In the picture and video affixed with relevant promotional text, because the picture and video more intuitive, can attract readers.

The article content had better not have hard advertisement. Because if the content of the AD is obvious, it is highly likely that the post will be deleted. The content of the post is not attractive, no matter how much it is sent, the overall view is not high. So, you have to think about this a lot.

Post controversial content, if not controversial, most of the readers are at a glance, rarely in your post comments or comments.

7. PROBLEMS IN BBS MARKETING

In order to successfully achieve BBS marketing, first of all, the existing problems of BBS marketing should be analyzed.

7.1. Weak social relationships

With the development of science and technology, there will be more and more netizens. However, with the increase of Internet users, there are a lot of bad things, everyone will have their own unique ideas, for example, some more "special" Internet users, the content of their posts is not easy to control, will give a lot of users bring bad influence, easy to cause confusion.

Of course, there are some BBS inside the promotion of the charge, it is easy to lead to the confusion of posts, not a good standard arrangement.

7.2. The post has little influence

The title is not perfect

In the era of Internet development, every household basically has a computer of its own. More and more people are visiting BBS, and of course more and more people are Posting. A post first let the netizen see is the title, if the title is not attractive, then the content of the post again rich, is futile, then the post will sink quickly, thus disappear in the line of sight of the netizen. Many netizens race to learn a passage at a glance, so the title is an important factor to attract the audience in this era of rapid development of the Internet.

The content is not perfect

When you have a good headline, it sucks people in, but when they see too much advertising, they shut it down.

7.3. Low cost conversion rate

1) system screening

As more and more posts are posted on the forum, many websites adopt systematic screening. If they are selected by the system, it will be 'unfortunate'.

2) misleading netizens

There are a large number of propaganda advertisements or web sites in the posts, which are easy to lead to netizens' misunderstanding. Even if the system is adopted and netizens report or complain, it will be deleted.

3) suspected violations

Generally this situation rarely appears, once appears not only the post is deleted, the ID will also be blocked.

8. SOLUTIONS TO EXISTING PROBLEMS

According to the analysis of the existing problems in BBS marketing of online celebrity drive project, some countermeasures and solutions are proposed below to improve the sales strength of BBS marketing.

8.1. Strengthen team cooperation

Training and organizing activities

For the staff of web celebrity driving project, we will provide one-month training and learning in the initial stage, during which we will explain the relevant knowledge of web celebrity driving project and the knowledge and skills of BBS marketing. Hold some games of team cooperation on a regular basis and adopt some reward mechanism appropriately to make employees understand each other and have a sense of trust, which not only shortens their distance, but also strengthens their cohesion and makes them have a sense of trust in this project.

8.2. Improve post quality

8.2.1 give your post a good title

Post title is equivalent to a 'facade', do not play too simple, so not conducive to search. The title of the best prominent features, and as clear as possible to explain the main content of the post or the full question. Of course, sometimes can also be used in question or fascinating other creative title to attract netizens is also a good choice, of course, the effect is also significantly different because of the content.

8.2.2 diversified contents of posts

When Posting, we try to highlight the main features of our web celebrity drive project. Content as original as possible, rich, and organized, pay attention to the typesetting format, not too advertising, marketing promotion into the usual communication, naturally implanted in the most acceptable. The best combination of graphics and text, convenient browsing, easy to understand.

8.2.3 prompt reply

When Posting, some netizens will leave their mark, we want to thank them. And some netizens leave messages for the content of our posts. We should reply in time when we know. In this way, we can learn from each other and make progress together.

8.2.4 be grateful

We should learn to be grateful when we learn from other posts, which is also a sign of respect. Occasionally reprint also want to thank others. In this way, we can also bring some exposure for ourselves and leave others with an impression of this ID. In this way, netizens will naturally be interested in our posts.

9. DO SOFT MARKETING

9.1. Attractive titles are the basis of successful advertorial marketing

The title of the article is like the corporate LOGO, represents the core content of the article, its good or bad even directly affects the success or failure of advertorial marketing. So in the creation of the first step, it is necessary to give the article a rich temptation, shock, mystery of the title. Although the title to have temptation, but must not become the title party, resulting in the user goods on the board, hanging sheep head selling dog feeling.

9.2. The layout of the article is clear and the subtitles are cleverly distributed to highlight the key points

High-quality soft text typesetting should be rigorous and orderly, the article typesetting can not be careless, need to do the most basic up and down coherent, best in each paragraph on the topic marked subtitle, so as to vomit the focus of the article, let a person look at a glance.

9.3. Seize current events and hot words as topics

Current events, as the name suggests, are the most timely, fresh and hot news. For example, "geili", "youyou", "fuyun", "yali" and "OUT" can capture users' psychology and arouse their attention.

9.4. Natural integration of advertising content, do not make users disgusted

A high level of soft text is to let the reader read without the taste of advertising, is to be "soft" enough, after reading the reader can also benefit, think your article for TA provided a lot of help.

10. SUMMARY

Through BBS marketing analysis of web celebrity new project, we can understand that BBS marketing is a very good marketing means, but often need to invest a lot of time. But it can also learn a lot of seemingly good skills, for the future marketing will pay more attention to, of course, this is also a good 'experience'. For BBS marketing this a series of processes, we want to carry on the analysis, the induction, the summary. BBS marketing in our problems, how we solve, we have to record, for the next study reference.

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