



Issue with the Possible Solutions for Micro-Blog Marketing

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

New media is becoming more diverse, with more and more users using social media, such as Micro-Blog, for marketing activities. The main purpose of this paper is to explore the definition, problems and countermeasures of micro-blog marketing. This study obtained the data needed for analysis through the literature review and analyzed the data and presented the results by induction method. The results found that the problems of micro-blog marketing are mainly reflected in the sender, information content and communication, platform member interaction and platform management, other issues include human resources and technical issues, while the countermeasures of micro-blog marketing focus on management, information content, information transmission and interaction, as well as internal monitoring and external supervision. Finally, the study suggests that future researchers can try to verify ways and effects to improve the quality of fans.

Keywords: Microblogging marketing; new media; social media; fans; information content.

1. INTRODUCTION

Microblog was born against this backdrop as new media grew more diverse and more people used social media to record and share everyday anecdotes [1]. The users can receive the information through computers, telephones, mobile phones, televisions and other receiving devices while the information disseminators use digital technology to send their picture and audio-visual messages through wired networks, wireless networks and satellites and other channels [2]. New media is the general name of all new forms and means of communication [3] of synthetic information and entertainment services such as voice data, audio, online games, distance education, video, audio, etc. through wireless communication network, Users can publish information, receive services, and establish a good communication platform [4]. Therefore, it is applied to one more industries for marketing [2]. For example, Cui, had reported the discussion on the business model of live e-commerce from the perspective of supply chain and offered some countermeasures [5]; Shi and Zhu had verified the current situation and marketing development of ecommerce live broadcasting [6].

Microblogging is the blog of the western countries, and also the products of the network economy. The users can transmit and obtain information and data, such as text, symbols, pictures, video and audio and other multimedia, sharing, communication, and interaction with others network platform through a variety of computers and mobile phones and other carriers on the internet on a variety of micro-blogging platforms. Microblogging refers to a broadcast-style social media and web platform [7] based on the mechanism of sharing, disseminating and obtaining information based on user relationships, as well as sharing short, real-time information. Using microblog for marketing activities is microblogging marketing.

Microblog is known as Weibo in China and was founded in 2009 and has been around for 12 years. As society becomes more and more diverse, the perception of individual events may be different, Weibo users (bloggers) put their information on blogs (network-specific spaces), which may attract criticism and attacks from dissenting fans (viewers, reviewers, and other viewers), leading to many disputes and problems with user behavior. Furthermore, the microblogging platform is often criticized for not

perfecting the qualification of audit bloggers, or for not actively dealing with the order of the platform and the relationship among users, resulting in disorderly statements, interference with speeches and inappropriate speeches, resulting in the management of the microblogging platform.

Since there are so many problems with microblogging, bloggers may also face many problems while using the microblogging platform for marketing activities. Therefore, the purpose of this article is to explore the significance, problems and countermeasures of micro-blogging marketing through the literature review, and generalization analysis and interpretation of data, the following sections will display these issues.

2. THE DENIFITIONS OF MICRO-BLOG MARKETING

The definition of micro-blogging marketing is as integrated as Table 1. Scholars' definition of microblogging marketing can basically be classified into several categories, such as microblogging marketing is a kind of online marketing [9,12], a self-media platform [10], a marketing model and marketing strategies [7,11,12]. In any case, scholars on the definition of micro-blog marketing also put forward certain views, as a study of micro-blogging marketing awareness and reference.

Since marketing is essentially an activity for value-creating and exchange, such exchange activities must meet the needs of both the product/service provider and the demander. Moreover, microblogging users, including enterprise users and individual users, are not entirely consistent in their determination of value, the motivation, purpose and form of activity of the exchange, and there is a certain degree of challenge in defining the marketing significance of microblogging. For example, the use of microblogs by government agencies may be based on the motivation of serving the public, such as epidemic prevention information notices, anti-pollution notices, etc., in order to ensure the safety of public life and property;

Therefore, this study considers microblogging marketing to be a value-creating activity for bloggers (information providers) to produce information, disseminate information, and reply to specific or unsynched users (information recipients) on the microblogging platform for their

marketing purposes, and to meet the needs of users. Under this definition, it meets both the basic definition of marketing (valuable exchange activities) and the basic definitions of network marketing (operating through the internet for product/service marketing), new media marketing (senders delivering information to recipients through various emerging media, engaging in marketing activities), and self-media marketing (business organizations or individuals using their own media platforms to engage in marketing activities).

3. THE PROBLEMS OF MICRO-BLOG MARKETING

The problems of microblogging marketing are grouped together as in Table 2. In the scholars' classification of microblogging marketing problems, the main focus is on the sender. For example, the issue of the sender (enterprise marketer or individual user) mainly includes the target audience issue, such as not combining the actual needs of the user with the focus on finding a high-traffic blogger [9]. Other issues include information content and dissemination, interaction among platform members, and platform management. In terms of information content and communication issues, such as unattractive or monotonous information content [8,12], rapid dissemination of negative news [14],

and non-integration of microblog features (convenience, real-time, interaction, etc.) [9]. poor interaction and response rate [12], lack of initiative in the interaction process [9], lack of interaction [10], and relative lag in operation and management in terms of platform management issues such as name confusion and establishment disorder [8,10], lack of management of microblogging marketing [13,14] and so on. In addition, existing researchers are also concerned about the human resources and technical problems of microblogging marketing, such as the lack of micro-blogging marketing talent, lack of marketing team, and lack of certain technical personnel [14], showing that talent and technology in the new media era should receive higher attention.

However, as far as established marketing theory is concerned, marketers may be more concerned with using the microblogging platform for market analysis (analyzing consumer and competitors' behavior), how to use the microblogging platform for STP analysis (market segmentation, targeting the market, and market positioning), and developing marketing programs (product strategy, price strategy, distribution channel strategy, and promotion strategy). Therefore, this part of the problem is still worthy of follow-up study to continue to validate.

Table 1. The definition of microblogging marketing

Author (Year)	The Definition of Microblogging Marketing
Song [8]	With micro-blogging as a new medium as a platform, the new marketing model derived from it.
Tien, & Liu [9]	Weibo is a social networking platform based on the content produced, disseminated and consumed by users online.
Wei [10]	Weibo is an important self-media platform for tourism marketing, which can enrich the achievements of new media marketing.
Yu [11]	Microblogging marketing refers to a marketing method that is carried out to create value for businesses, individuals, etc. through the microblogging platform.
Zhao [12]	Micro-blog marketing belongs to a kind of network marketing, is a means for enterprises to open and operate micro-blogging through the micro-blogging platform, and is also a new way of marketing.
Li [13]	Micro-blog marketing is a modern and emerging marketing means in marketing strategy, through the micro-blogging platform to promote the brand, spread a more humane corporate image, expand the influence of the brand, has become the inevitable choice of modern enterprises.

Source: Collected by this study

Table 2. The problems of microblogging marketing

Author (Year)	The Problems of Microblogging Marketing
Song [8]	1. Relative lag in operation and management; 2. The content of microblogs is monotonous and lacking in personality; 3. The interaction process lacks initiative.
Tien, & Liu [9]	1. Follow the traditional marketing thinking for micro-blogging marketing, without combining the characteristics of micro-blogging. 2. Enterprises in micro-blogging marketing did not take into context with the actual needs of users. 3. Enterprises in the search for microblogging big V (large number of fans), star endorsements do not pay attention to their fan group type, so that marketing behavior seriously deviates from the target group of products.
Wei [10]	1. District and county tourism micro-blog naming confusion, the establishment of disorder; 2. Focus on the randomness of the object, micro-blog heat varies; 3. Insufficient exposure and insufficient interaction.
Zhao [12]	1. Poor interaction, low response rate; 2. Micro-blogging information content is unattractiveness; the promotion color is strong; 3. Single marketing methods, lack of characteristic activities.
Li [13]	1. The bubble of microblogging marketing. 2. Spread negative news quickly. 3. Microblogging marketing model is old.
Xi & Li [14]	1. Marketing methods are relatively single and do not attract consumers in the long term; 2. Lack of effective marketing strategy, as a new type of Internet-marketing model, enterprises tend to underestimate the spread of micro-blog, enterprises lack of management of micro-blogging marketing, resulting in bad business information on the micro-blogging platform to present the phenomenon of people-to-people; 3. Lack of micro-blogging marketing talent, lack of marketing team, and lack of a certain amount of technical talent, resulting in poor marketing results.

Source: Collected by this study

4. THE COUNTERMEASURES FOR MICRO-BLOG MARKETING

The countermeasure of microblogging marketing is listed in Table 3. The countermeasures of microblogging marketing mainly focus on management, such as improving the level of operation and management [8]; information content, such as improving the quality of microblogging content [8,13,14]; increasing the production of original high-quality content [9], to increase the attractiveness of information [12],

information transmission and interaction, such as grasping the time and frequency of microblogging [8]; increasing the depth of marketing communication [9], and enhancing interaction [9,12]. In addition, internal monitoring and external supervision, such as the establishment of professional operational monitoring and crisis public relations team [9], increased supervision [14], have become very important countermeasures for microblogging marketing.

Table 3. The countermeasures for microblogging marketing

Author (Year)	The Countermeasures for microblogging marketing
Song [8]	1. Improve operational and management levels; 2. Improve the quality of microblog content to attract users; 3. Take advantage of the time and frequency of microblog postings.
Tien, & Liu [9]	1. Increase the production of original high-quality content, establish a good corporate brand image;

Author (Year)	The Countermeasures for microblogging marketing
Zhao [12]	2. Pay attention to the role of opinion leaders(KOLs)to improve the depth of marketing communication; 3. Select the right celebrity micro-blog for endorsement promotion, effective use of fan economic marketing, and gradually cultivate enterprise brand value identity; 4. Improve the organization network mechanism of enterprise micro-blog, form network marketing, and strengthen fan interaction, marketing management and other links; 5. Establish a professional operational monitoring and crisis public relations team, always pay attention to the trend of public opinion, timely resolve the possible crisis.
Xi, & Li [14]	1. Improve the quality of fans. 2. Improve the quality of content. Increased regulation.

Source: Collected by this study

5. CONCLUSION

The main purpose of this paper is to explore the definition, problems and countermeasures of micro-blog marketing. Our findings show that micro-blogging marketing can be defined as "bloggers (information providers) produce information, dissemination of information and reply to specific or non-specific users (information recipients) on the micro-blogging platform to meet the needs of users of the value activities in order to achieve their marketing purposes, Moreover, the problems of microblogging marketing are mainly reflected in the sender, information content and dissemination, platform member interaction and platform management, and other issues include human resources and technical issues. Finally, the countermeasures of micro-blog marketing focus on management, information content, information transmission and interaction, as well as internal monitoring and external supervision.

Furthermore, in response to the micro-blogging marketing problems mentioned, both research on how to use the micro-blogging platform for market analysis, STP analysis and the development of marketing programs are still lacking. It is recommended that follow-up research continue to validate this issue. In addition, both research has noted the improvement of the quality of microblog content to attract users [12], the possible response to microblogging marketing for future research should continue to focus on the quality of information content, value and corporate image

and fans' (user / consumer) behavior. Finally, both research has focused on the fan side (client / consumer side) and proposed measures to improve the quality of fans [14], follow-up research can continue to verify ways and effects to improve the quality of fans, which may have an important impact on improving the performance of microblogging marketing.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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