

Problems Caused by Personal Social Marketing and Countermeasures

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Abstract: With the continuous development of society and the continuous improvement of science and technology, we have entered an era of informationization. More and more social media have been developed rapidly in people's lives and production. The social media such as Microblog and WeChat have become the mainstream media nowadays with its advantages of rapid spread speed and range. For personal social marketing, what is needed is that these mainstream media are widely publicized for themselves or their own products, which make more and more people be familiar with them and accept them. The constant update and development of information technology make more people believe in the possibility of "creating contents by users". Among them, the most successful one is the U.S. President Barack Obama. Before his election, he had more than 10 million supporters on social software, which is the key to his success.

Keywords: Social marketing; Problems; Countermeasures; Platform

1. Introduction

In the process of personal social marketing activities, solely relying on marketing team is not enough, we must get the participation and support of broad masses of people. In marketing activities, most of the audiences will spread the message and forward it in order to cheer on and support their own supporters, and in the process of forwarding, it will attract more people to know and care about the information. When infected, these people become supporters and forward it, which eventually enable supporters to expand and grow indefinitely. Obama is the first black president in the history of the United States. His success not only came from his own excellence, but also came from the support of everyone. Obama actively participated in personal marketing. After the election ended, nearly 1,000 people established publicity communities and organizations for Obama, which ushered more supporters and fans of Obama. So personal social marketing must have the property of participation, the members of publicity are part of the marketing team.

2. The Characteristics of Personal Social Marketing

2.1. Diversified marketing body

In today's current situation, this kind of personal social media marketing is not only applicable to the political field, many celebrities and individuals are also the beneficiaries and masters of personal social marketing. In China, the actress Yao Chen, who enjoys the title of Microblog Queen, is a successful example. She has nearly 20 million Microblog fans. Lady Gaga, a singer, has been known by so many people, which has a direct relation-

ship with the spread of network media. Moreover, there are many grassroots stars who are known to people overnight through the Internet, which help them accumulate popularity and attract fans at the same time. This has the necessary relationship with personal social marketing. So the main body of marketing must be diversified, it must be to meet the needs of most people.

2.2. Marketing audience ways

In the personal social marketing, the promoters of marketing and the beneficiaries of marketing can not only conduct one-to-one separate marketing, but also divide the beneficiaries to carry out decentralized marketing. For the decentralization, one-to-one marketing is more specific, as if the replies and thread on the microblog; and "decentralization" has a certain of groupment and polymerizability. This new marketing method is quite different from the traditional one. From the statistical point of view, the traditional one only focuses on the distinction of age, region and gender, while the new one carries out audience-segmentation based on social media through Internet users. There are bound to be some rational connection points between two casual people in the world through some kind of connection. People with the same hobbies, personalities, or people who know the same organization or person will spontaneously come together to form a small entirety and organization, such as We Chat discussion group, QQ group, etc. in our life. So, when we carry out personal social marketing, we must make it clear whether the way of marketing audiences is one-on-one or decentralization.

3. Analysis of Problems caused by Personal Social Marketing

3.1. Make the network marketing environment trust be affected

In the modern era, the emergence of new media and internet has brought great convenience to our life. Of course, it also creates new marketing ideas and approaches for personal marketing as well as giving people some chances to benefit from it. While the current social marketing pressure is on the rise, the development of the Internet has made some Internet marketing companies become popular. These companies use the Internet to hire some people at low wages, and make them evaluate some of the company's customers' products to help their products get good sales, obtain the trust of consumers. Others will ask their employees to give derogatory evaluation to the competing customer products, in order to fight against them, reduce consumer trust, and get huge profits. Although the personal marketing methods of these Internet companies can obtain certain benefits for themselves in a short period of time, they will affect the overall marketing environment in the long run. Because they are based on the mutual trust between people, so it will make the entire network marketing experience crisis of confidence in the long run, which will have a serious impact on the social marketing environment.

3.2. Effect the aesthetic of Internet marketing, the formation of personal values

In the process of personal marketing, the most important problem is how to make personal marketing stand out in many marketing environment, so that it can attract more people's attention, so as to promote the improvement of their own operating efficiency. However, in the current society, most people usually use the convenience of the Internet to get rid of some of their photos on the Internet in order to attract the attention of the public, in order to obtain the click-through rate, so as to enhance their own concern. However, these means of attraction not only make some online media in our country widely spread some spoof and vulgar information and culture, but also guide the social public opinion. For example, the incident of "Sister Furong" triggered the aesthetic direction of people, which makes them be concerned about the taste of ugly. Also, there are some personal marketing use vulgarity to transform our culture and to reap the benefits by its mass transcription. But at the same time, due to the breadth of the reach of the Internet, it generates a major impact on our culture and values, especially the impact on adolescents is even worse. Therefore, we cannot help to lament that the wrong orientation of such aesthetic methods and the orientation of vulgar cultures have far-reaching effects on social and cultural accomplishments and are even more detrimental to the coordinated development of the society.

3.3. Create a more convenient network platform and promote the development of network violence

In the process of personal social marketing, the use of the Internet can achieve real-time dialogue with individuals, it can be said that the network has created a good platform for communication and interaction. Although people can express their views and opinions in a timely manner, it provides a propaganda platform for some anti-thinking people, which destroys the Internet platform. For example, Hu Ge has forwarded a PS macho man photo of Li Yuchun in Microblog, which triggered a series of dissatisfaction. Many people attacked Hu Ge and spread abusive language in the Microblog of Hu Ge. Although these personal marketing approaches can bring some benefits, letting the masses disseminate personal remarks on Microblog, Post Bar and Renren websites massively will not only affect the entire network platform, destroy the network environment, but also have a serious impact on the media. Although these cyber-violence occur frequently and there are many individual irrational factors, for the social network and the media, the construction of platform create an opportunity for everyone to interact and comment, and the increase of bad words will push something to the forefront and cause cyber-violence. Such poor personal social marketing activities will affect the entire society and the Internet through cyber-violence.

4. We should Take the Coping Methods to Face the Problems caused by Personal Marketing

4.1. Abandon the group's blind thought and guide the public opinion to a reasonable direction

The disturbance of social media public opinion triggered by personal marketing will cause an uproar on the Internet at a rapid rate and form a mass effect, so that the events or characters referred to by public opinion become the targets of public criticism. Seriously, it will affect the trend of public opinion in the society. Therefore, some television, newspapers and mainstream media of Internet should abandon this kind of phenomenon when encountering such incidents again. They should not blindly follow the masses and use their sober awareness to give full play to their own role and use words to improve their influence. They should make appropriate adjustments to public opinion in order to make people clearly understand the impact of personal social marketing and the harm to society, to get rid of the negative effects of some negative factors, turning public opinion into value and rationalization. Therefore, the media should be required to effectively bear the responsibility of supervising the network environment and improving the cultural quality on the basis of upholding sound communication. Only in this way, the impact of social marketing can be reduced

to minimize, and they cannot be induced by the immediate petty profits. For the media, it is necessary to disseminate the public positive and reason information, abandon the group's blind thought and reasonably guide the trend of public opinion.

4.2. Create a sound regulatory mechanism, strengthen the supervision of the information

In the society where the Internet is so convenient, it provides an effective and convenient means of communication for the information transmission of Internet users. However, due to the huge amount of information in the process of information transmission, there are also some bad information transmission. Under the condition of lacking strict information supervision, these bad information flow into each network platform. However, it is impractical to conduct strict and absolute supervision. It is also not practical to check everybody's information and Microblog, etc. Therefore, we should establish and improve a sound regulatory mechanism. While strictly supervising some unfriendly motivated users, we should also pay close attention to the dynamics of the network groups in real time and understand the trend of their information. Once an abnormal situation is found, an effective method should be taken immediately to solve the problems. At the same time, the methods should be guaranteed scientific and reasonable. Only in this way, strengthen the supervision of the network environment, can we effectively reduce the impact of personal social marketing on it and curb the transmission of bad network information, thereby effectively reducing the incidence of cyber-violence, and effective improving the quality of network information.

4.3. Improve the industry rules and regulations, regulate marketing practices

With the continuous development of social marketing, the increase of remarks on the Internet has an impact on our traditional culture and even personal aesthetics, resulting in the fake of network and the increase of cyber-violence, which will not only effect on our public network security and health, but also have an adverse effect on our entire social morality. Therefore, it requires the relevant industry associations to regulate such phenomena or events, improve the industry rules and regulations, and restrict some marketing behaviors which are not standardized and reasonable. Only to ensure the normali-

zation of network environment, advocate green public relations, can the network environment be cleaned up fatherly, which can ensure that the network environment is clean and tidy while meeting the needs of people. However, in spite of the need of related norms to improve the network green public relations, we also need to carry out a comprehensive understanding of personal social marketing activities and carry out in-depth study on their norms, and strengthen the trust among people. Only in this way, can we ensure the sustainable development of network information environment, can we further promote the development of personal social marketing and promote our common progress.

5 . Conclusions

In general, in the current society where network and informatization are so advanced, personal social marketing should adopt proper methods and do not blindly pursue their own interests. This will not only induce the masses, but also affect the information transfer of the whole social media. In particular, for some bad marketing behaviors, we should keep our eyes open and do not treat them blindly and passively with negative attitudes and feelings. The social media should also give full play to its leading role to help people sort out their thinking and guide them with the right and rational way of thinking. Relevant departments should regulate and manage personal marketing behaviors and methods so that our network information environment will be greened and the public opinions generated will be rationally guided so as to avoid the occurrence of cyber-violence and guarantee our living and business environment without interference to maximize, and further promote the development of personal social marketing, to ensure the clean and tidy network environment.

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