

Analysis of the Role of We-media Micro Marketing in the Consumption of Cultural Industry Market

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Abstract: With the development of social economy, the consumption market of cultural industry has great potential. At the same time, the rapid development of the Internet and the rapid progress of various new media have made the Internet become an important channel of information acquisition in people's life. In this situation, we-media emerges and enters in a longer term, especially in micro-marketing, and we-media as media tools begin to show its growing strength. It is easy to find yourself using media in society which is getting more and more popular and more widely used. From its birth with a single function, communication developed into a multifunctional platform. On one hand, methods on using media has been extended, such as "wechat business", where the platform is being used to sell products through instant communication functions in the users' Wechat circle of friends; On the other hand, from we-media operators' own innovation and guidance, the signing of we-media in micro blogs is subject for further development based on the original platform. As a we-media user, we live in a society filled with vast amounts of information every day, and our work has changed dramatically with the development of we-media. In cultural products, giving priority to dozens of cultural industry will be fully we-media application in its own development and product sales, turning we-media marketing from theory to reality, at the same time, the marketing media established itself in the position of cultural industry consumer market. We-media micro marketing is the product of The Times and is a new concept combining network development and mobile network. It conforms to the development trend of marketing, and also meets continuously increasing participation needs and psychological needs of the large audiences, which has great research value and significance.

Keywords: We-media; Micro marketing ; Cultural industry consumer market

1. Introduction

With the development of social economy, cultural industry consumer market plays an important part of the culture industry market, huge consumption potential, as the consumer market of the audience's "fans" are increasingly large groups, the birth of media itself, make the "fan" culture gradually becomes warm from early calm, consuming more high enthusiasm, and even can form a complete independent cultural industry chain, the economic benefits to be reckoned with. And, as a final audience cultural consumer market, the consumer and for their own entertainment products have higher requirements, their longing for star products and entertainment products increase their participation, in this context, the traditional marketing model of cultural industry consumer market is difficult to meet the market for interactive and personalized requirements rapidly.

In recent years, due to the development of economy, the country to the attention of the third industry, the status of the cultural industry consumer market is getting more and more attention from people, at the same time, the

rapid development of mobile network and Internet technology to further promote the development of the micro self-media marketing, but also opened a new chapter of network times, the booming trend micro we-media marketing, consumer market of the development of cultural industry provides a new stage. The relationship between we-media and the consumption market of cultural industry is increasingly close, and its marketing instrumental value is becoming more and more prominent. Therefore, it describes the development of cultural industry consumer market problems which puts forward the development strategy of targeted. It also perfects the relevant theoretical research to the development of cultural industry of consumer market and has the important practical significance.

First, micro we-media marketing as a kind of the use of new media marketing means, to the prosperity of the cultural industry market, the economic benefits of the entertainment culture industry chain media play an important role. At the end, it promotes the development of cultural industry market. Media also improves the market

on some of the problems existing in the cultural industry that plays an important role.

Secondly, the development of we-media provides a good technical support for the consumer market of cultural industry. It has diversified and rich interactive methods. It provides a rich mode for the secondary dissemination of information, which can help customers to disseminate brand information in a multi-dimensional way and flexibly meet the demand.

Finally, the application of we-media micro marketing in the consumption market of cultural industry is of great significance to the response of the state to the policy of cultural industry. It has a positive effect on constructing the new pattern of China's cultural industry.

2. Characteristics of We-media

Media refers to people with the use of tools to pass information and access to information, channels, carrier, medium, or technology, or refers to as the information from the source all the technical means to the trustee. In the process of social development, the media has become more and more an integral part of people's life, especially in recent years, the level of economic development by leaps and bounds, the level of science and technology rapid development, has created a large number of new media. Among them, we-media, as a new tool, plays an increasingly important role in people's life. The human media era has entered the era of we-media.

Self is through personal media, civil, generalization, self-independence of communicators, with modernization, electronic means, at no specific most or specific individuals transfer regularity and irregularity of information the floorboard of the new media. From the perspective of communication science, based on the development of network technology, everyone will be the publisher of information and the receiver of information. Everyone is media, and this is called "we-media".

In our common lives, we-media platform include: weibo, We-Chat, blog, BBS, post bar, such as QQ space which has the function of release information and subscription information web site or network software applications.

Therefore, we-media has the following characteristics:

First, it is timeliness. Media spreads because the starting point is the person itself and so you have other traditional media do not have the timeliness of characteristics, each user is a media person, the development of network technology, the society of individuals every time be wireless, 4 g coverage, the transmission and receiving of information are more fast and convenient. At the same time, we-media doesn't need to be the same as traditional media, requiring complex processes to be reviewed, typesetting, and publishing more quickly. The number of points is big in social media due to viral transmission mode, wide distribution, combined with the network is convenient

and rapid, make we-media information has very strong timeliness.

Second, it's interactivity. Unlike traditional media, the we-media is no longer simple "point to many", but can achieve "point-to-point", "many-to-many" and more. Had the media itself as a communication platform, can better communicate with each other between people, between we-media users can communicate, to spread information, media broke the traditional barriers to communication between themselves, make ordinary users and dignitaries stars can also communicate with each other. This new interactive relationship keeps the communication content constantly updated. The communication is not limited to just communication, but it also extends the functions of feedback, data analysis and personalized customization.

Third, personalization. Starting point and terminal of media and communication process have revealed a more human side, from the start, the starting point of we-media is personalized, individuals in the environment of free speech, the free spreading of information and communication "personalized news". From the point of we-media, we-media users can personalize their choice according to their own interests. In the whole process of communication, the we-media gives users unlimited possibility of transmission.

Fourth, promoting the distribution. The key of marketing behavior is to create the market yield, to realize the corresponding market value of the goods produced, and to convert it into the same amount of monetary value. Accurate positioning, product identity as the key part of marketing for each sales staff pay attention to accurate positioning, but, the realization of these two points with the huge amount of data and information, the traditional marketing mode to deal with these problems tend to be costly, human and financial resources to the presence of the media itself has changed the status quo, micro marketing is the use of self-advantages and characteristics of the media itself, nearly perfect solve these problems. Since micro marketing essence is kind of accurate, precise positioning of the customer's difference and demand is a key to the success of the marketing, the era of big data analysis of the data collection to locate the key, because we-media freedom of speech and personalization, according to customer's comments of release easily personalized positioning, so when the media marketing can realize self that gathers positioning, its actual use value and practical significance to more surprise letting a person.

3. Analysis of the Role of We-media Micro Marketing in the Consumer Market of Cultural Industry

Consumer market, in the face of increasingly fierce competition of cultural industry, and relevant enterprises know how to use the media itself under micro marketing

in the new era has a market share and gain considerable economic income, is the key to the development of cultural enterprises, correct understanding of problems of cultural industry in the consumer market, find their own development, and then use a we-media micro marketing fixed path forward for industry unit is of great significance.

3.1. Use we-media to accurately locate and analyze the consumer market of cultural industry

Cultural industry markets consumer market compared with other products for precise positioning requirement of the more obvious, every kind of cultural products often from research and development phase for specific groups, so in the marketing stage, it would be accurate to sell the products to a particular group, is the entertainment culture products can gain good profits the decisive factor, media itself, in the face of the audience have the characteristics of autonomous choice, only to a specific audience will be interested in a specific media itself. The we-media micro marketing aims to accurately target the consumption of cultural products at the beginning stage, thus ensuring maximum consumption behavior.

3.2. Use we-media to accelerate the analysis of information transmission speed

Forward sharing of we-media is the key to the marketing mode to achieve good communication effect, when consumers see interesting information they share it to their own self media information platform, so as to let more people see, increase visibility. Successful we-media marketing generally has two characteristics: one is the value of identity, as the media need to be exposed, to spread their own values and the core idea, seek the identity of the audience, arouse resonance. The other is interest related, which can stimulate the enthusiasm of the audience when they can profit from the sharing and forwarding process. So that we get to the point.

3.3. Use the "fan economy" generated by we-media to enhance the audience's loyalty

Fan phenomenon is an "unignorable cultural phenomenon", which refers to an admirer, fan, and admirer of someone, something, phenomenon, and some kind of thought. They may be fans of product brand preferences, extreme sports enthusiasts, radical thinkers, etc. One defining feature of fan is that they are multi-degree or exceptional consumers. Compared with the average consumer, fan group idolises, admires and even zealously loves its favorite object, and invests in economy, time and emotion. Has had a major impact on marketing. Especially in the present, with the use of we-media platforms, the relationship between idols and fan and fan and fan is becoming more and more intense, fan group size

has been growing, "fan marketing" has more prominent influence.

Cultural industry market companies refer to we-media as the cultivation of the fan groups a space, and use its dominant media communication platform and audience communicate ordinary customers, the company values input to these customers, cultivate them into a fan. If the customer on the cultural industry market the main body company values, they become the basis of a member of the fan group, and then through the interaction between the fan and aggregation, in turn, promoting the communication between fan-to-fan achieves the growth of the fan loyalty, fan-to-fan form of entertainment products culture, they will be in the final of the cultural industry to express more fanatical than normal customer consumption desire and ability.

3.4. Big data analysis of the consumer market of cultural industry by we-media

In big data analysis, which plays a very important role in contemporary marketing, there are many more marketing treatise put forward the "data to the market" the view, confirm the importance of the large data analysis from the side, through data analysis, can effectively grasp market trends, understand the consumer spending habits and consumption patterns, the design of targeted products, so as to realize benefit maximization. The consumption market of cultural industry has variability and stage, and it is the key to determine whether the consumer's consumption trend is to determine whether the entertainment culture products can occupy the market or not. In the past, by using artificial ways like issuance of questionnaires, data analysis model of artificial summary information will consume a large amount of manpower, more will consume large amounts of time, to grasp the market opportunity is unfavorable, but use your-self media marketing, can solve this problem, clever electronic questionnaire, survey information, at the instant of the audience feedback, data analysis is already forming, entertainment culture products maker can make plan for the first time, to produce products suitable for consumer market of cultural industry, by means of micro we-media marketing promotion to consumer demand, at this point by we-media and micro marketing model of analyzing large data from product development to the whole process of product sales.

4. The Practical Application of We-media Micro Marketing in the Consumer Market of Cultural Industry

For cultural enterprises to grasp the cultural industry consumption market, dynamics is the key to enterprise, whether it can withstand market competitiveness, in the same way, so as the enterprise, whether it can adapt to the market at the heart of the forward wave. With the

rapid development of micro marketing at present, we-media can grasp the market opportunity, stick to The Times, make full use of existing media platform to promote their own enterprise culture and products to the enterprise development is of great significance.

The improvement of the consumption market of cultural industry has constantly raised higher demands on the marketing mode. The cultural enterprises obtain information in real-time, fast and accurate manner, win the key of the market. Micro we-media marketing from used to be regarded marks the consumption cultural industry market development has entered a new era, under the characteristics of this era, how to use media itself well on micro marketing is what cultural enterprises need to need to find a solution in.

4.1. The promotion of the development of cultural industry market by using we-media

First of all, the Internet micro-content which is the Internet development for a certain period of a new concept. Because of the information released by we-media network users, it is much smaller than the amount of information provided by traditional media, which experts and scholars call micro content. In the past we often ignore the marketing value of micro content, in fact, each of us we-media users released at the terminal of small text images or video can be spread as media content. After entering the Internet era, we-media provides a free platform for such communication. Audience can be free to publish content, into the micro content. From the perspective of cultural industry consumer market, we can through micro content to analyze the needs of the audience and the point of interest, to implement a monitoring type observation to customers, or may occur at any time in the entertainment market crisis is analyzed. From another point of view, in order to get closer to the audience, and more widely spread information about entertainment products, enterprises can attract audiences by publishing micro content on we-media. Such as promotional discounts or more innovative marketing activities, at the same time, through the media, the audience interested in entertainment products company itself, and loyal to the brand and identity. At the same time, entertainment companies and entertainment products companies can also create an atmosphere of public opinion through we-media to strengthen the loyalty of customers. This plays an important role in disseminating the cultural deposits, corporate image and popularity of entertainment products companies themselves.

4.2. Making use of we-media platform to differentiate and individualize the consumption audience

We-media is the core content of customer relationship marketing, and customer relationship is the core of personalized service, so in that perspective, the cultural in-

dustry market audience personalized service is a key to the success of micro we-media marketing. Because the audience of each cultural industry market is different in terms of demand, and this difference is the basis of personalized service. Due to the opening of the network age, each audience with personalized demand for cultural industry market is more and more intense, and we are traditional media marketing model is very difficult to achieve accurate personalized service. Large user base in self in self media media platforms fully show the propensity to consume and preferences of the individual, this is for our prophase research culture industry market's personalized needs of the audience has important role. It is the beginning of micro marketing to meet the personalized demands of the audience, and accurate localization is the key to the market.

4.3. The use we-media high frequency interaction and relationship binding market consumption

The core of micro marketing is customer relationship, and we-media provides us with a close communication channel with customers. This requires the subject of our cultural industry market to keep close contact and communication with the audience. In turn, a better customer relationship is established, and the added value of the consumer market is increased. Our consumer market's main body needs to constantly focus on the customer's own self media dissemination platform and its change of state, and then contact customers in a timely manner, at the same time release some attractive topic to trigger a discussion between the audiences and to enhance cognition of the subject product. In its fan group, conducting investigation and research, and locating accurate demand. These media can also be displayed on the client login time, and then the audience to judge their online time and landing time points, to better the implementation of the marketing effect, especially for the fan group of opinion leaders, to take more attention to real time control of the dynamics, and because the leaders have put forward arguments that has provocative, so more to make a good communication and opinion leaders. Again, it is not only the audience who can have their own individual we-media dissemination of information platform, all of the entertainment culture of consumer products company managers, creditors, shareholders, suppliers, they can set up their own self media space, the space can be better communication with our customers, to realize the information transfer and easily.

5. The Prospect of We-media Micro Marketing in the Consumption Market of Cultural Industry

Micro we-media marketing for the function of the cultural industry market is obvious so more and more people and businesses involved in the we-media marketing, yet

we-media micro marketing is in a period of development and growth. The development of we-media in micro marketing there is quite a long way to go, but we-media have great potential for use in the field of micro marketing, has broad prospects. With the constant development of culture industry today, the Internet technology of cloud computing, and the rapid development of the third party logistics technology, is making the media platform development very rapid, and it gradually becomes an indispensable part of people's life. I hope, through the analysis of micro we-media marketing, it can promote the function and significance of the cultural consumer market that has actual economic value and associated with practical solutions. Therefore, based on the theoretical level and practical level, the end result is to promote the development of cultural industry consumer market.

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