

Research on Marketing Improvement Strategies of Communication Operation Enterprises from the Perspective of Social Media

Jingyang Cong¹

¹ *Agorae Information Consulting (Beijing) CO., Ltd, Beijing, China*

ABSTRACT

From the point of view of the promotion made by the communication operation enterprises on the social media platform, as well as the labels and keywords launched, these enterprises generally recognize the need to create a social platform communication channel with enterprise characteristics, and improve their brand value by gradually enriching the promotion content and increasing the promotion channels, so as to comprehensively improve the marketing effect and create conditions for enterprises to improve their market competitiveness. Therefore, this paper analyzes the marketing problems of communication operation enterprises, and puts forward four marketing improvement strategies for communication operation enterprises from the perspective of social media: the first is to enhance the perception of social media users; the second is to optimize the communication content to improve the customer's attention; the third is to strengthen the differentiated operation of social media channels; the fourth is to establish a long-term stable relationship with customers.

Keywords: *Social media, Communication operation enterprises, Marketing strategy.*

1. INTRODUCTION

With the passage of time and the increase of internal competition pressure in the communication operation industry, communication operators generally launch low-price promotions and other activities, and the corresponding marketing costs are also rising. In 2014, the State Council issued a document requiring operators to reduce marketing service fees. In the new social environment, the traditional extensive marketing model has lagged behind the times. In recent years, the proportion of TV advertising and outdoor advertising has gradually decreased, but still costs a lot. The coverage of new media advertising is wide, the advertising quotation is directly related to the traffic, and the overall cost of new media advertising is gradually increasing, which also puts some pressure on the operation and development of communication operators.

At present, China's major communication operators have launched special social media accounts, such as China Telecom, which has invested in building an account matrix and expanding social influence on this basis. China Mobile sets up

independent accounts in each provincial administrative region to be responsible for the operation of its jurisdiction. For communication operators, social marketing can further expand brand awareness, create a healthy and positive corporate image, and help enterprises better adapt to changes in the market environment. On the whole, China Unicom pays more attention to social media communication, and the corresponding publicity efforts are relatively large. However, China Telecom currently invests less in social media management, and the number of fans is not large, which means that China Telecom has not actively carried out video social media management, nor has it strengthened the level of social media operation from a global perspective. From the perspective of the promotion made by major enterprises on the social media platform, as well as the labels and keywords launched, these enterprises generally recognize the need to create a social platform communication channel with enterprise characteristics, and improve their brand value by gradually enriching the promotion content and increasing the promotion channels, so as to comprehensively improve the effect of online

marketing and create conditions for enterprises to improve market competitiveness.

2. CURRENT MARKETING PROBLEMS OF COMMUNICATION OPERATION ENTERPRISES

2.1 Effective Customer Coverage of Social Media and Less Interaction with Users

From the current operation status, it can be found that the number of effective fans of social media is directly related to the effect of social media publicity, but the social platforms of communication operation enterprises are not highly concerned and the number of effective fans is small, which not only affects the development of social media publicity, but also is not conducive to the long-term development of the enterprise. In terms of specific communication content, it is difficult for enterprises to obtain enough user attention, and there are few content that can attract potential users. If communication operation enterprises cannot grasp the actual needs of user groups, they will be difficult to maintain long-term relationships with users, resulting in a decline in the number of effective fans of the platform. When advertising streaming on WeChat official account, Weibo, Tiktok and other platforms, they can often obtain more economic benefits during the advertising period, but after the offline advertising, the traffic will also be significantly reduced.

The number of likes and comments of enterprises in social media platforms is relatively low. Although enterprises have begun to increase investment and increase content in social media platforms, some content is not related to the actual needs of user groups and does not meet the needs of enterprise culture construction and product marketing. At present, enterprise communication forms mainly include text, pictures, short videos, etc. When new content is presented or live broadcast is carried out on WeChat official account, microblog and other platforms, many own employees or enterprise related personnel can participate, which makes the platform traffic increase more in a short time, but the number of real user interactions is less. It can be seen that enterprises need to focus on how to improve user attention in the publicity process, so that more real users can participate in it.

2.2 Social Media Marketing Efficiency and Promotion Arrival Rate Are Low

At present, the efficiency of social media marketing is generally low in communication operation enterprises, and the corresponding publicity arrival rate is also lower than expected. The comprehensive promotion of social media marketing can meet the needs of all participants, make enterprises obtain more economic profits, and also help enterprises form more social benefits. Communication operation enterprises can reduce the cost of publicity and improve the cost-benefit ratio in the sales process, thus improving the profitability of enterprises. At the same time, social media marketing can enrich the information collection and transmission channels, and bring more high-quality products and services to customers. For communication operation enterprises, in the process of social media marketing, they should pay attention to how to increase the number of their fans and interactions, and encourage fans to actively forward marketing content. This can further expand the influence of social media marketing, on the other hand, it can also better tap the corporate brand image. However, compared with other operating costs, it is pointed out that communication operators currently spend less on social media marketing. The cost of social media is relatively low, so it can have some cost advantages compared with traditional media and physical platforms. However, enterprises seldom use social media to carry out large-scale promotions, and generally invest less in social media. In recent years, the social media marketing work of communication enterprises has been carried out in an orderly manner, and the main costs usually include staff salaries, advertising material costs, etc. The cost of social media marketing activities is about 3% lower than that of other promotion methods, so social media marketing can reduce the cost of enterprises, but enterprises need to pay attention to how to improve the efficiency of publicity and communication, so that more users can understand the enterprise's products and services through social media marketing platform. The benefits that communication operation enterprises can obtain through social media promotion generally include brand value promotion, sales promotion, etc.

From the current survey of customer satisfaction in the communication market, enterprises should strengthen the corresponding publicity efforts. Most users said that the corporate publicity effect was poor, or that the enterprise could bring too little publicity information to users, which means that users also

expected to get more corporate information. It can be seen that enterprises need to actively carry out the construction of publicity channels to improve their own information publicity effect.

3. MARKETING IMPROVEMENT STRATEGIES OF COMMUNICATION OPERATION ENTERPRISES FROM THE PERSPECTIVE OF SOCIAL MEDIA

3.1 Enhancing the Perception Ability of Social Media Users

Communication operation enterprises need to combine their internal and external environment, coordinate their social media publicity resources, and comprehensively promote social media publicity by referring to the actual needs of the audience. In this process, first of all, it is necessary to understand the social needs of young users, provide them with appropriate publicity subjects, enrich the publicity content in combination with social hot spots, and second, it is also necessary to improve the vividness and pertinence of the publicity language, so that the audience can fully understand the specific information content. Communication operation enterprises can formulate corresponding publicity programs according to the characteristics of different social media audiences. For example, most registered users of microblog are women, so they can launch main activities related to hot topics of women users in microblog; Most of the registered users are male, and there are a lot of discussions on popular science topics. Therefore, promotional activities related to communication technology and basic technology popular science can be launched, such as 5G technology topics; In the Tiktok platform, social short videos can be shot to attract potential users' attention. Communication operation enterprises can continuously publish video numbers on WeChat official account. On the one hand, WeChat itself has certain traffic attributes. On the other hand, enterprise video numbers can attract users to participate in interaction and enhance the sense of brand belonging of users in the process of interaction between the two sides. Communication operation enterprises can also frequently publish welfare activities, or push enterprise information, and also play the role of traffic intermediary to drain other relevant social platforms.

3.2 Optimizing the Communication Content to Improve the Customer's Attention

When carrying out marketing publicity, enterprises need to understand the hot topics of target customers through customer research based on the actual needs of consumer groups. For example, they can set up Q&A consultation and other sections on social platforms to learn about customer needs. They can also take the way of service short video publicity to guide customers to actively carry out self-service. Social media can bring more traffic to communication operators, and also help enterprises expand brand influence, so that the "heart-level service" activities launched by enterprises can get more response, and fully display the effect of 5G technology services. Enterprises and customers can strengthen interaction in the social platform. On the one hand, it can close the relationship between enterprises and users. On the other hand, it can also improve the effect of enterprise topic setting. For example, it can attract the attention of target customer groups through the theme of "free online TV", "5G coverage", "VIP user rights", and so on, so that user groups can become fans of enterprise social accounts and actively promote enterprise social accounts. The way of social media communication can reduce the cost of enterprise publicity, help enterprises better explore potential users, and fully display the advantages of enterprise business content and services.

3.3 Strengthening Differentiated Operation of Social Media Channels

By strengthening social media publicity, enterprises can improve the implementation effect of enterprise publicity programs, so that many users can have a more comprehensive understanding of enterprise products and services. In recent years, the number of Tiktok platform users has been increasing, and the video content can attract users' attention. However, at this stage, the communication operation enterprises have little investment in the promotion of Tiktok platform, and lack the enthusiasm for the promotion and development of Tiktok platform. However, the practice shows that Tiktok platform is highly efficient in propaganda. In contrast, although WeChat official account and official website have rich experience in operation, their input-output ratio is lower than that of Tiktok, and the input-output ratio of microblog, Bilibili and other publicity is lower. Communication operation enterprises need to strengthen the awareness of cost control. Under the same publicity costs, they should focus on how to

improve the publicity and promotion effect. At the same time, according to the characteristics of different platforms, they should set up differentiated publicity content, such as targeted brand publicity and business promotion according to the characteristics of the audience groups of the platform.

3.4 Establishing Long-term Stable Relationship with Customers

In the context of the new era, the dividends that the Internet can directly bring have gradually disappeared, and the degree of interaction between enterprises and Internet users has also declined, mainly due to the lack of stable relationship between enterprises and users. Communication operation enterprises should take the initiative to strengthen interaction and communication with customers from the perspective of sustainable development, such as using social software to increase the frequency of communication with customers, so as to effectively improve the relationship between enterprises and customers. Enterprises can set up Internet communities or theme communities to attract users to gather in groups through virtual experience, which is widely used in Tianya, Hupu and other communities, and users in these communities generally have strong brand loyalty. Communication and operation enterprises can set up different theme segments to introduce enterprise dynamics and product information in each segment, and set corresponding segment management rules to guide the segment costs to participate in the segment maintenance. After a period of time, the sense of brand belonging of community members will gradually increase, and it is usually not easy to lose powder. In the process of communication with community members, enterprises understand the actual needs of customer groups, and then improve in the process of their own business innovation and market development to ensure that customer groups can further improve brand happiness, which also helps enterprises gradually reduce the cost of brand promotion in the later stage.

4. CONCLUSION

On the basis of describing the current operation status of communication operation enterprises, this paper analyzes the problems existing in marketing of communication operation enterprises, and puts forward four marketing improvement strategies for communication operation enterprises from the perspective of social media: the first is to enhance the perception ability of social media users; the second is

to optimize the communication content to improve the customer's attention; the third is to strengthen the differentiated operation of social media channels; the fourth is to establish a long-term stable relationship with customers.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Jingyang Cong.

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