

Study on Microblog Marketing Feasibility and Countermeasures of Tourism Enterprises in China

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Abstract The microblog marketing is a brand new network marketing model; it can achieve a variety of business functions, such as brand information dissemination, interact with consumers, customer service, public relations services, electronic commerce, and so on. In China's tourism industry's "12th Five-Year" development planning outline, the National Tourism Administration explicitly encourages tourism destination and tourism companies to carry out tourism publicity and marketing activities through microblog. In this paper, through analysis of the role played by microblog marketing of tourism enterprises, combined with the characteristics of tourism industry, the feasibility of tourism enterprises to carry out the microblog marketing are analyzed, and a tourism microblog marketing strategy is proposed. This strategy has systematicness, scientificity, rationality and validity, can effectively promote the development of China's tourism industry.

Keywords Microblog · Network marketing · Tourism enterprises · Feasibility analysis · Countermeasures

1 Introduction

Since the first microblog site appeared in China in 2007, this emerging form of media has been popular and sought by wide audiences. At the end of December 2011, users of microblog in China reached 250 million (Wang 2011). Today, microblog is more popular than the blog, SNS website during the same period. Many enterprises have spotted a microblog marketing opportunities, promote their

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own brands and merchandise, and release the promotions, new products, and other information with efficient and convenient microblog's conditions (Ma 2010). The microblog provides an efficient platform for social marketing. The microblog marketing in China has become a new industry. Tourism enterprises, such as scenic spots, hotels, travel agencies have opened microblog for competing for network marketing positions (Baran and Davis 2005). The microblog platform is greatly significant to shape travel corporate image, image promotion, and maintenance.

2 Concept of Microblog Marketing

Microblog is the abbreviation of microblog, which is information-sharing, dissemination, and access platform based on user's relationship (Weinberg 2009). Users can post text messages of 140 words or less, video and audio links, or a single picture update information through the WEB, WEP, and a variety of client components personal community, and achieve real-time sharing. Everyone can forward and do evaluation of others through microblog. It is possibly for enterprises to obtain customer- consumer experience and carry out the word of marketing.

The so-called microblog marketing means that companies use the microblog to publish information, brand display, user communication, customer relationship management, and a series of marketing behavior in a particular network community to achieve goals of internet marketing strategy (Xu 2011). Tourism consumption is off-site field experience behavior. Before tourists make travel decision, they tend to refer from media advertising and recommendation of a friend. Then word-of-mouth effect is particularly important in the tourism marketing. So for tourism enterprises, depending on the traditional or online media advertising alone is not enough to improve the visibility. It is more necessary to win the good reputation of tourists. Spreading through the microblog inspires potential tourists' tourism consumption. Microblog provides new network marketing for tourism enterprises.

3 Influence of Tourism Enterprises from Microblog Marketing

3.1 *Promote the Brand and Enhance the Visibility of Tourism Enterprises*

Microblog is to foster and promote the brand image of tourism enterprises, and a good way to enhance the tourism enterprise visibility. Due to the unique interaction and modes of transmission of multi-channel, the microblog is able to achieve face-to-face dialog between tourism enterprises and fans. This will not only be able to increase trust, but also ensure the quality of the dialog, while improving the reputation and popularity of its products and brands (Yang 2011).

3.2 As a Platform for Information Dissemination and Marketing of Tourism Products

Tourism enterprises release new corporate dynamic marketing activities, industry information, tourism products sharing through microblog to attract the attention of the audience, achieve the purpose of brand exposure and brand awareness. At the same time, the enterprises establish audience of brand loyalty and ultimately to reach marketing purposes.

3.3 Interaction with Tourists, Maintenance and Management of Customer Relationships

On the one hand, the strong interaction of microblog makes travel companies directly in contact with the visitors' feedback to increase opportunities for tourists' dynamic demand, to establish good contact with tourists. In addition, travel companies can search associated with their own content and comments through keyword, and reply recommendations for tourists. It will improve our products and services continually, and enhance the user experience. On the other hand, tourists share text, pictures, video, and other travel experience in the tourism process or after the completion of the travel. Then, a large number of potential tourism can obtain more product information to enhance corporate visibility.

3.4 To Monitor the Dissemination of Results and Handle Crisis PR

Tourism enterprises can collect and analyze visitor remarks, obtain dynamic tourists' consumption through the platform of microblog. At the same time, tourism enterprises through microblog monitor and track the remarks of stakeholders, customers, media, and opinion leaders specially, and found crisis of signs in time, then fight for the first time to solve the crisis. When the crisis has happened, the tourism enterprises could publish process of crisis in the enterprise microblog. Enterprises will actively, openly, and transparently respond to the misunderstandings and make up for the mistakes in time and control the events to expand.

4 Feasibility Analysis of Tourism Enterprise Microblog Marketing

4.1 Theoretical Feasibility

Despite the rapid development of the tourism industry and the number and variety of tourism products increasingly rich, the life cycles of products are getting shorter. The needs of tourists increasingly personalized. However, the

products' homogenization phenomenon and the monotony of traditional marketing methods are more serious. Due to lack of innovation, the operation of the process and the lack of stickiness, tourists are no longer willing to be the earth to receive information, and prefer more favored active participation in experiential, interactive marketing campaigns. From the perspective of tourism enterprises, progress of the Internet has led to the vigorous development of network marketing, and tourism enterprises must learn a new network marketing strategy (Zhou 2011). Now, marketing has gone to a fiery extent; and the unparalleled marketing advantage of microblog provides a new marketing platform for tourism enterprises.

4.2 Policy Monitoring Feasibility

The so-called microblog marketing means that companies use microblog to publish information, brand display, user communication, customer relationship management, and a series of marketing behavior in a particular network community to achieve goals of internet marketing strategy. Tourism consumption is off-site field experience behavior. Before tourists make travel decision, they tend to refer from media advertising and recommendation of a friend. Then word-of-mouth effect is particularly important in the tourism marketing. So for tourism enterprises, depending on the traditional or online media advertising alone is not enough to improve the visibility. It is more necessary to win the good reputation of tourists. Spreading through the microblog inspires potential tourists' tourism consumption. Microblog provides a new network marketing for tourism enterprises.

4.3 Policy Monitoring Feasibility

Although microblog marketing has a distinct advantage compared with traditional marketing, there is also the trouble because of the lack of policy monitoring. It includes the microblog innate "user-operated media" properties and distrust from the network. This is the most worrying problem among tourist enterprises, who are carrying out microblog marketing. The major microblog portals are all real-name system on March 16, 2012, such as Sina, Sohu, rattan hearing, Net ease, and so on. It takes "the front desk voluntary background real name". When registering, the users must use real identity. If it does not take real-name certification, it would lose its publishing and forwarding, and become mute accounts. At the same time, once the remarks, contrary to the policies and regulations, are released after the certification, they will be banned. It is not only to ensure the microblog security, but also to protect the user experience, and to defend the microblog marketing of social foundation through the above measures.

4.4 Cost Control Feasibility

The microblog marketing can be an effective control of marketing costs. Traditional marketing methods are usually more expensive. It almost does not incur any costs with microblog carrying out marketing. It is free that enterprises register microblog account, apply for official certification, as well as daily microblog. Therefore, enterprises can fully enjoy the microblog marketing's improvement of the brand awareness, product, or service promotion effect under the premise of low-cost expenditure. Numbers, headers and footers must not be used.

5 Tourism Enterprises Microblog Marketing of Countermeasures

Tourism is a need for the dissemination of information industry, tourism development, microblog, a new marketing tool.

5.1 To Enhance the Quality of the Tourism Product, to Compact the Basis of Microblog Marketing

Microblog marketing of tourism enterprises hope to obtain sustainable results. It is the most fundamental thing for them to continue to develop new tourism products, to improve the quality of service of tourism enterprises to attract more tourists, and let tourists get a pleasant and wonderful travel experience to bring the good word of mouth, and establish a favorable brand image in the eyes of the public. Currently, many of our tourism enterprises have realized the tremendous role of microblog as a new medium of communication, and have seized a piece of network marketing positions. However, because most of the tourism images of the tourism enterprises are not distinctive, and product innovation is not enough, it is not able to attract the attention of the users in many tourist microblog. So, tourism enterprises must continue to improve the tourism product, and establish a deep impression on tourism image.

5.2 To Choose the Right Media Platform, to Implement Targeted Marketing

Because there are many portals, which provide microblog service, tourism enterprises should select the influential microblog platform, which is focused on the target user groups. At the same time, tourism enterprises must obtain certification and

form a good image of authority, as well as facilitate external search engines, and spread easily. Currently four portals in the field of microblog own their own target customers and unique advantages such as Sina celebrity achievements, the most popular and the participation groups of Sina microblog are primarily the elite and the working population. The advantage of Tencent is based on the rich resources of the QQ users. Early in the trial version of Tencent QQ2010, microblog has been integrated functionality, and QQ client, which coverage is great, combines with mobile terminal. The Tencent microblog participation groups are primarily students and lower age staff. The Sohu advantage lies in building microblog grassroots and microblog campus. Net Ease microblog network's advantage is MSN imports, which have had a larger influence, and Netease microblog participation groups mainly contain business people. With groups and advantages of the participation of the four portals, tourism enterprises should not blindly select microblog platform. Based on the target market of their own business and brand positioning, tourism enterprises must carefully select one of the four major portals or several microblog marketing, achieve precision marketing communication strategy.

5.3 To Form the Professional the Microblog Marketing Team, to Culture Core Fans

When tourism enterprises open up microblog marketing, they must build a professional microblog marketing team, select professional microblog platform maintenance, and arrange specialized marketing staff to timely follow-up information. Travel microblog marketing personnel need to have the expertise of the tourism marketing, and they also need to acquire a certain amount of network information management knowledge, computer knowledge, and copywriting knowledge. Tourism enterprises seek own target audience enterprises, thus pay attention to them to develop their own core fans, thereby establishing a fan base of corporate and brand by mining microblog users' information. It also can be a hot topic or periodic events, attracting the participation of the fans, increasing loyalty.

5.4 To Rich Content Microblog Releasing, to Control Update Rate of Microblog

Tourism enterprises can publish some news and enterprise dynamic by official microblog, some content related to enterprises, but the vast majority of content should be with enterprise closely related, note that the setting of the enterprise information to ensure easily to be searched. Tourism enterprises publish in diversity form by microblog release. Not only limited to text, but also you can have a more vivid video, pictures, and audio. The image videos of tourism enterprises can also play very good effect of publicity through the microblog.

The microblog using interface is flashback form, and the latest information is in the top. Microblog updates content quickly, and many users cannot pay attention to certain information in time, which has been submerged in a mass of information, which is difficult for users to see. The microblog information of tourism enterprise daily should select a reasonable releasing point in time, seize the peak posting time to update the information. The enterprise microblog release to moderate, nonscraper, to ensure released information to let followers see and not be too often to publish, which requires tourist enterprises to grasp the good and the right time and number. Published contents and topics must be loyal, and content must be included with the keyword in order to facilitate a high-quality user search.

5.5 To Concerned About the Hot Topic, to Take Event Marketing

The most effective way is to attract fans to post a topic. On the tourism enterprise microblog platform, it concerns about the hot topic, publishes original content related to the corporate brand, and designs innovative event marketing program by obtaining a lot of Zhuantie Comments, which reflect the value of the enterprise microblog. And it also attracts quality fans and potential customers by focusing on others, reprint and comments. At the same time to carry out some interesting prizes activities and enterprises are expected to reach the purpose of information dissemination.

5.6 Strengthen Microblog Interactive, Build a Real-Time Monitoring Mechanism

Tourism enterprises in marketing microblog to form a good interaction with the fans make more concern for their own fans than the general microblog master, discussing with them and forming interactive flow of information. On the one hand, this practice can maintain the popularity of microblog. On the other hand, it can deepen fans awareness of the bloggers in order to achieve the purpose of tourism enterprise microblog marketing better. Meanwhile, what travel marketers needs communicating with the users of the microblog in microblog marketing process is a living language, rather than the official propaganda; it is good way to achieve travel recommendations from your fans and timely feedback and continuous improvement in product quality to attract more consumers. At the same time, to build real-time monitoring mechanism by microblog platform, using a variety of technical means to make records and statistics with fans' demands and to make classified records and statistics of the brand or product evaluation (Zhang 2012). On the one hand, it can monitor real-time audience of customers and potential customers, study competitors' strategies. On the other hand, for the brand or product reviews and doubt, in case of tourism enterprises crises, it may be the timely positive

guidance on the negative word of mouth through the microblog, so that the negative news can submerge as soon as possible on search engine, and the loss of business drop to a minimum. Brand monitoring can also help tourism enterprises track fans the latest comment on the brand. It can get a harbinger of the market dynamics and even public relations crisis by “concerned about the topic”.

6 Conclusions

Because tourism enterprises microblog marketing is a new marketing mode, it has not formed into a mature model. This article can only be mounted thereon for a preliminary discussion. But the tourism enterprises should take the microblog marketing as the future development of a trend, and microblog will have higher market value and broad prospects.

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