

Video Cloud Interview BBS Promotion Planning Analysis

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Abstract

Video cloud interview BBS promotion planning analysis. BBS promotion is that "enterprises use BBS, the network communication platform, through text, pictures, video and other ways to release the information of the products and services of enterprises, so that the target customers have a deeper understanding of the products and services of enterprises. At the same time, it can cultivate loyal customers, and information can be communicated in a timely and effective way. That's the BBS generalization.

Keywords

Electronic commerce; Network promotion; Video interview; BBS promotion.

1. The Background

BBS promotion is that "enterprises use BBS, the network communication platform, through text, pictures, video and other ways to release the information of the products and services of enterprises, so that the target customers have a deeper understanding of the products and services of enterprises. At the same time, it can cultivate loyal customers, and information can be communicated in a timely and effective way. That's the BBS generalization.

BBS promotion can be the main channel to support the whole website promotion, especially at the beginning of the website, it is a good promotion method. Taking advantage of the high popularity of BBS can effectively provide marketing communication services for enterprises. Due to the openness of BBS topic, almost all marketing appeals of enterprises can be effectively realized through BBS communication. BBS promotion takes BBS as the medium, participates in BBS discussions, establishes its own popularity and authority, and promotes its own products or services. The use of good words, BBS promotion can be very effective network marketing means.

2. BBS Marketing

2.1. BBS Marketing

BBS marketing is the "enterprise use BBS this kind of network communication platform, through text, pictures, video and other ways to release the information of the enterprise's products and services, so that the target customers more profound understanding of the enterprise's products and services. BBS marketing is the network marketing activity that can promote the brand of the enterprise and deepen the market recognition.

2.2. Advantages of BBS Promotion

Throughout the various means of network promotion, it is not difficult to see that BBS promotion, as an important position of network promotion, has fully demonstrated its advantages in many network promotion methods.

- (1) the high popularity of BBS can effectively provide marketing communication services for enterprises. Due to the openness of BBS topic, almost all marketing appeals of enterprises can be effectively realized through BBS communication.
- (2) professional BBS post planning, writing, issuing, monitoring and reporting process, providing efficient communication in BBS space. Including all kinds of top posts, ordinary posts, chain posts, polemic posts, multi-chart posts, video posts and so on.
- (3) BBS activities have a strong ability to gather people. BBS is used as a platform to hold all kinds of activities such as stepping on the floor, filling water, Posting, video, etc., to mobilize the interaction between netizens and brands.
- (4) event hype integrates customers' brands, products and activity content into the communication content by concocting activities that netizens are interested in, and develops a continuous communication effect, triggering news events and causing a chain reaction of communication.
- (5) the use of search engine content editing technology, not only to make the content can have a good performance on BBS, in the mainstream search engine can also quickly find the post.
- (6) good advertorial through BBS promotion, in addition to increase the chain, bring search effect, it has brand effect and customer effect, can increase your personal and website visibility, indirectly for you and your website to bring customers.

2.3. Disadvantages of BBS Promotion

Have the advantage to have the disadvantage necessarily, BBS promotion also is such. Only after understanding the disadvantages can we turn the disadvantages into advantages. The disadvantages of BBS promotion are mainly as follows:

- (1) since Posting replies require a large number of registered different ids, and there is a time limit between Posting and replying to posts, it will consume a lot of time and manpower.
- (2) the promotion effect is largely determined by the quality and talent of the promotion personnel. So this decided with reply of son, hair of son quality discretion.
- (3) due to the inability to control the control of the promotion channels, they are under the control of others.
- (5) due to the limitation of BBS itself and the large workload, it is impossible to accurately track and calculate its effect.
- (6) BBS promotion is mainly through the post, soft text to achieve, although may also transfer to others, plus my station link again sent out, but the effect is certainly not as good as my original. The original, which is a lot of time, energy, but also limited by the ability to write, and even more is not included.

3. BBS Promotion and Application in Video Cloud Interview Website

Since video cloud interview is a service website, promotion is very important for service websites. BBS promotion is a very important way of promotion, and our team also used more. Here are some common techniques we use when promoting BBS.

3.1. Go to BBS to Post

In tianya BBS promotion must, for example, we waiting for the domestic famous BBS promotion, first of all, we will register a lot of accounts, and make records backup, in various sectors to post, the post is to ensure that the original post, and you want to promote the anchor text links, keywords, best post topic is clear, but cannot be easily reveals the promotion of the purpose of the account, such as the wind blows over load point, point to the check. The more you hide your face, the more people will want to know what you cover up. No matter whether he is interested in what you promote or not, he will surely remember what you promote, because this is what

he has spent a lot of time looking for in the online world, the world of virtual fast food. So, we aim at this kind of psychology of a few people, adopt this kind of BBS to popularize means, embellish content silently get oneself purpose to achieve. Of course, we adopt different BBS promotion methods for different netizens. Otherwise, BBS promotion effect is hard to see.

3.2. Classic Replies in Posts Published By Others

Reply to others is also a good way to promote, but now a lot of BBS replies commonly known as building below the reply set up bright reply, so you simply grab the sofa or bench or floor, is not the effect. Because your reply is only a simple sofa space or a few words and the content of the post has nothing to do with the reply, the bright setting is very easy to cover my hard waiting in front of the computer sofa. Even if someone is replying on the hundredth floor, as long as his reply is classic or can make the audience resonate, no matter the point is correct or not, his reply can be lit up in front of you, become a sofa. Then your reply will be meaningless. Of course, we can only achieve the purpose of promotion within the legal and moral limits.

3.3. Attach Importance to the Usefulness of BBS Signatures

The advertising value of BBS signature is very important, but we found when browsing BBS, some previous flooding of advertising posts no longer exist, because some large flow, high activity of BBS will not be allowed to publish advertising in BBS and outside the chain included in the BBS construction of the version of the rule. Of course, there are also many BBS allows to insert links or pictures or both, if such a BBS, we first distinguish the properties of the site, according to local conditions, some activity is not high BBS will not spend too much energy to go in. When BBS signature cannot insert links, and images, in order to let others pay attention to you, your signature must be interesting, be able to attract some attention, you write some classic sayings, or write some seems grandstanding words in real life, then you write in your own data need advertising, when someone is attracted to you, naturally you will see your AD, completes the task advertising.

3.4. BBS Registered Account Direct Short Message Interaction

All BBS accounts have to be registered to speak, after registration BBS will generally send you a short message to welcome new members to join. The role of this short message is also very important, when a person in the trading BBS post after the attention. There will be a lot of people send short messages to ask the owner of the goods information or they want the information, and then the owner of the building can be in the reply to carry out promotional activities, for example, can easily ask each other to add their own QQ detailed chat on the ground of inconvenient short messages. This promotion is more acceptable than the beginning to ask others to add their own QQ does not seem abrupt.

4. Shortcomings in Application

4.1. Ability Limit of Promotion Personnel

Part of the BBS promotion team members are not deep in writing, can not write popular words and views. As a result, the posted posts cannot become top posts and the click rate is low. When we promote BBS, the core content is the same as many other promotion methods, that is, traffic and click rate. If your post is not read, there is no way to promote it. Therefore, the content of the post is not classic, does not attract eyeballs, which is very critical.

4.2. BBS Restrictions

BBS into the understanding of internal rules in fact, BBS internal rules are much the same, but can not be advertising, malicious attacks, what! Other we will not do, the main is not to send advertising, so at the beginning I take is soft text promotion. But only introduce their own website information, so can not directly see the effect of doing. In my article, I often come across

such a phenomenon, which I did not meet until after I did it. Some of the following replies directly indicate that the advertisement is the one, which troubles me a lot, because many people will greatly reduce their desire to buy the advertisement once they hear the two words. So I can only post post after timely top post, occupy the message board of the top three or more. There is a timely response and so on! Still have always be deleted namely post or seal number, this can fumble oneself slowly only, do not appear as far as possible too straightforward advertisement.

4.3. Enterprise BBS Promotion Cost Control

BBS promotion, as it is known to all, may be considered that BBS investment is relatively low compared with other promotion methods. However, if you say that the cost of money as long as you are willing to invest, he is also a very costly investment. For example, if you want to get quick results, you can buy advertising in BBS, or buy some well-known ID, or hire a professional team to achieve BBS promotion. Now most of the experts on the Internet are saying that BBS marketing has actually become a frontier position of event marketing. First, plan a series of events, then put them in the BBS warm-up, then explode the topic, and finally fit with the enterprise brand products to achieve the purpose of promoting the enterprise. And with this kind of method the most successful classical case is "force-out wang laoji". But if you look closely, these successful BBS marketing cases are big companies and big brands. Not to mention their planning team, the cost of our new website is not affordable, even their brand foundation is we can not match. I have always had an extreme view that all the cases that don't suit us are false cases.

5. BBS Promotion and Improvement Strategy

In the process of BBS promotion, we found a lot of problems, and we made corresponding solutions to these problems.

5.1. Improve the Text Foundation and Typesetting Ability of the Staff

Bring in more experienced staff, or some older people. Because experienced employees know how to set up and how to quote some key words to attract the attention of Internet users. And know what style of text to write at what time, on what day, and what subject to highlight. And the older elderly, their view of life on a variety of things than now engaged in BBS promotion staff to see more thoroughly, so help BBS promotion staff write universal praise. In addition, we will train the original BBS promotion staff to improve their writing ability.

5.2. Specific to Each Bbs Version Rules, the Remedy

Step 1: analyze target requirements and plan BBS posts

My audience is very clear, that is to find a job to interview people, there are a lot of people need to interview, I put the information they need to focus on the focus on my post, so what do the people who need to interview want to know, what are these people interested in? Through my investigation, these people are interested in the detailed knowledge of the interview, so I wrote a series of posts about the detailed knowledge of the interview, about 10, of course, the content of the posts on the Internet to search a large number of.

Step 2: search for accurate BBS to form sustained heat

BBS content is ready, we will collect the best BBS and the most traffic in the field of interview, summarize 10, and then post these posts to these BBS. Remember: don't take any advertisement in the son, pure technique stick is communication technique, have a tiny bit of advertisement will be deleted by the moderator. At the same time, the posts form a series, one every day, for 10 consecutive days, and at the same time interact well with the members in BBS.

Step 3: create a professional blog to channel BBS traffic to the blog

There are no advertisements in the BBS post, so how to promote the website? We need the help of blog, apply for a third party blog, and then add some professional knowledge, and publish these 10 series of posts to the blog at the same time. We are sure to make this blog very professional and provide our target consumers with practical knowledge. These done, we only need to guide the BBS traffic on the blog on the line, and then in the blog to write an advertising post to promote the site, the top. That's when you're done.

6. Conclusion

There are many cheap promotion strategies, but I will briefly say that the time selection is very important in BBS promotion. After a long period of BBS promotion, enterprises will find that there is a fixed search volume and search time for each industry. That is to say, which period of time the flow is very high, which period of time the customer quality is high, using a month or two of data can be completely analyzed out, on you have this keen vision. BBS flow can be roughly divided into six periods: the flow between 8:00 a.m. and 9:30 a.m., mainly for those office workers who go to work at 8:00 a.m. and the flow peak between 9:30 a.m. and 12:00 a.m. 12:00-14:00 high flow, the reason is that many people are resting, eating, etc., are not enough desire to browse, at most understand first, 1% May remember your collection posts. Between 14:00 and 17:00, the flow rises and the transaction peak period. Most office workers are busy in the afternoon and have time to calm down and browse. The desire is stronger, fast go off work, time is pressing. 17:00-19:30 traffic is very low, are in the home, dinner, few people browse, at most is some migrant workers, students and so on. 19:30-23:30 peak flow, night time is abundant, know more, can calm down to chat with you, at this time most of the browsing is desire, how to see you hold.

BBS promotion is one of the important means of seo network promotion, we every day in a variety of BBS posts, replies, nothing more than to increase the chain and traffic, and now BBS management is more strict, part of the limit of the chain, and we can only post a kind of adverb advertising.

BBS sorting, BBS screening, BBS analysis, clever use of BBS signature these are some of the skills I summarized for the promotion of BBS.

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