

# Application of implantable Advertising based on Weibo Communication

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## Abstract

Implantable advertising has always been a hot topic in the field of advertising communication. Weibo, relying on the Internet, carries out rapid and interactive information dissemination, which has the characteristics of immediacy, interactivity, originality, populace, etc. As a result, more and more advertisers begin to pay attention to Weibo as a platform and publish advertising product information with the help of Weibo, whose outstanding performance is the emergence of implantable advertisements in Weibo. On the basis of analyzing the present situation of Weibo's implantable advertisement, this paper probes into its concrete performance and application strategy.

## Keywords

Weibo, implantable advertising, application.

## 1. The Current Situation of Micro -Blog'S Implant Advertising

Weibo plays an important role in the emerging online social tools. Due to its own convenient and quick communication mode, Weibo enters into people's vision with a strong attitude. Weibo this kind of media own attribute decides it has the formidable user group and the huge advertisement value. This characteristic gradually emerged to make a large number of advertisers and agents to Weibo as the platform for publicity, in order to maximize the mining potential customers, and then to produce Weibo implantable advertising, and a fast, convenient, fragmented way of transmission. Implantable advertising is often combined with hot topics and highlights in microblogs to attract people's attention.

### 1.1. Carrier Features: Take Entertainment Star, Internet Celebrity Weibo as An Example

The purpose of advertising is to change the behavior of consumers. In order to change consumer's behavior, all kinds of Weibo's main function is to change consumer's cognition. In order to promote and spread the advertisement on a large scale, Weibo's popularity and the number of fans are the most important factors for advertisers to choose to carry out implantable advertising communication. Because of the difference of audience background, personal interest and so on, each person pays attention to various kinds of contents, but the entertainment is almost everybody pays close attention to and likes. All kinds of stars, online celebrities, through a wide variety of variety shows, holiday parties or TV shows and movies Et al exposure, social awareness is high, often selected as Weibo implanted advertising carrier.

### 1.2. Combination of Low Frequency Presentation Information and High Frequency Forwarding

Weibo's low frequency information exposure is not easy to convince the audience, which will lead to insufficient dissemination. But this deficiency can be remedied in two ways: one is to implant pictures of celebrities and brands in Weibo. Because the reading rate and recognition

of the picture is higher than the recognition of the text; second, celebrities in Weibo to respond to comments or retweets to exchange interaction, increasing the topic of interest.

For example, actor yang mi issued an article containing brand placement ads on June 17, 2017: "focus on yourself, you can do your best!" Just like Estée Lauder's reputation starred pomegranate series, he always insists on focusing on the dark skin, so that the skin is pure, transparent and bright ", matching a picture of himself with the product, and attaching the address of the official flagship store to the back of Weibo. And guide fans to click on the official website link to yang mi for skinny PK. Weibo received more than 40, 000 retweets of more than 10, 000 comments and 260000 likes, its influence is beyond doubt.see Fig. 1. Although Weibo has only one product-related Weibo Weibo, however, had no shortage of influential Weibo, so the interaction with netizens to a certain extent made up for the lack of information dissemination.



**Fig 1.** Yang mi on behalf of Estée Lauder

## 2. The Manifestation of Implantable Advertising in Weibo

Although implantable advertising in micro-blog is a new advertising model in recent years, it has a relatively short production time, but its manifestations are flexible and changeable, advertising implantation also presents a situation of a hundred flowers.

### 2.1. Experience Monologue Implantation

#### 2.1.1. Sub-section Headings

Weibo's content for netizens to publish the mood and feelings for life. It is not difficult to find that some people are publishing their own experience of a product after the feelings or comments, this intentionally or unintentionally promoted the product, to other users have a role in guiding the purchase. This kind of effect is in those network popular person Weibo performance is more obvious. Companies or products with relatively low recognition and popularity often use celebrity effects to enhance public awareness and understanding of brands. For example, when the Gillette razor launched its new sub-brand, it invited Huang Jianxiang to place an advertisement for the product in Weibo: "There are not many things that belong to men this year, shaving is one. Front hidden 5 layer blade, the most cattle hand razor, smooth,

clean, comfortable. The top 10 people who leave a message after this article can get a set of shaving products gift package, men are preferred. This kind of Weibo combines the product information with the promotion information, and can promote the popularity and recognition of the product during the promotion period, see Fig.2.



Fig 2. Huang Jianxiang inserts Product Advertising in Weibo

## 2.2. Graphic and Text Combined Implantation

People's time has become more and more fragmented, long articles have to some extent been unable to attract people's attention, and it is easy to fill the reader with a sense of fatigue. The combination of graphics and text makes up for the disadvantage of pure text expression, which makes the audience have access to the product information and position in a short time, and it is easier for the audience to be impressed by the eye-catching advertising pictures. For example, Weibo's more famous cartoonist, old, will occasionally follow new comics on Weibo. The implantable advertisement in Weibo will show the advertisement department of "screen Star Weekly" in Weibo, telling people that the cartoon is a promotional advertisement. Even though it's an advertisement. In 2000, people also clicked to see the content of the cartoon. It's like a cartoon published on June 18, 2017, that combines a brand with the storyline and, through the protagonist's guidance, makes readers feel good and resonate. At the end of the cartoon, forwarding means that there is a chance to draw prizes, get lucky red envelopes, obtain the quantity of retweets, and raise the public's awareness of the product. see Fig.3.



Fig 3. Caricature placement advertising

### 2.3. Segment Implantation

Weibo is full of all kinds of jokes, some thought-provoking, some make people laugh. These passages have received wide attention. Book publishing companies, for example, use excerpts in their Weibo statements and attach book information and links to guide people's behavior. Another example is Xue Zhiqian, a well-known comedian in Weibo, who usually starts with a funny or attractive statement that attracts people to look down, and then the information of a certain product will slowly permeate the article. By the time the reader realized it was a promotional article, the article was nearing its end, and the product message had left a deep impression on the reader it is helpful for the promotion of products. See Fig.4.



Fig 4. Inserting advertisements into Weibo's jokes

### **3. Development Strategy of Implant Advertising Application in Weibo**

#### **3.1. Enhance Interaction and Topic**

Weibo's monologue dissemination is mostly the expression of implantable advertisements in Weibo. This way may make the audience quickly judge that this is an advertising nature of Weibo and produce a sense of resistance. It also reduces communication with consumers and loses the appeal of the product to the audience. In order to reduce and avoid invalid or even negative effects, the placement of advertisements in Weibo should be based on the characteristics of the product itself, as well as the marketing number of Weibo or the communication mode of the celebrity Weibo, so as to meet the needs of potential target customers for personalized information allocation. Turning a monologue into a multi-person dialogue, stimulating the enthusiasm of the audience through interactive means such as questioning, and so on, so as to stimulate the enthusiasm of the audience for participation. Expand the effective spread of advertising.

#### **3.2. Multi-Directional Covert Implantation**

In the view of Weibo information, most people are in a natural state of browsing, rather than actively searching for brand information, which is the brand information in a depressed state. And Weibo cannot deeply convince the audience, the audience cannot understand brand information and product characteristics. To a certain extent, the exposure of celebrities and Internet celebrities can influence and change consumers' personal preferences and attitudes, and produce a certain amount of shopping desire. Advertisers can use various advertising methods such as television and newspaper commercials to coordinate with each other. Increase product exposure and enhance consumer awareness of brands and products. Therefore, Weibo in and many times Repeat brand and product related information, especially in the new media environment, any topic and behavior will easily be overwhelmed by a large number of new information. In this context, the repetition of information in Weibo is very important. Furthermore, too much product information duplication is vulnerable to consumer rejection. In order to better convey information and not cause the audience to produce rejection, Weibo's advertising implantation should be more concealment: the product information should be incorporated into the life of Weibo in a more natural way, so that people cannot see the obvious advertising shadow. Can also feel the existence of the brand, so that consumers will produce products with Weibo's main idea of the migration to from Desire in me.

#### **3.3. System Linkage, Effect Tracking**

According to the analysis of the present situation of the placement advertisement in Weibo, it is found that the comments and retweets of the product information in the initial Weibo should be adjusted and designed as a whole according to the placement advertisement. Including inviting other influential Weibo to carry out second or even multiple retweets to form a linkage effect. For example, Li Weijia, Du Haitao, Wu Xin and other stars have placed advertisements on a brand anti-acne cream in Weibo and forwarded comments to each other.see Fig.5, 6.The concentration of celebrity effect makes the brand's popularity rise rapidly, and become the focus of Weibo's many netizens. Repeated repetition of the same retweeting language may create a sense of distrust and boredom among the audience, and comments should be forwarded in such a way as to move away from stereotyped words In order to enhance the persuasive effect of information, it is more reasonable to use persuasive individualized language.



Fig 5. In the beginning Weibo made the overall adjustment to the placement advertisement



Fig 6. Ask other influential Weibo to forward it twice or many times

#### 4. Conclusion

Weibo, as a social platform for spreading fragmented information, has a subtle influence on people's daily life and consumption behavior in many aspects. Many enterprises have also used Weibo, a convenient and influential platform, as a means and method of promoting products. With the development of information technology, Weibo's important role of implantable advertising will become more obvious and the prospect of development will be broader.

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