

# Micro-Blog Marketing Planning Analysis and Application of Small Botanical Garden

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## Abstract

Micro-blog marketing refers to a kind of marketing method that creates value for merchants and individuals through micro-blog platform, and it also refers to the business behavior mode that merchants or individuals discover and meet various needs of users through micro-blog platform. This paper first makes a brief introduction of "small botanical garden project", then explains the value of microblog marketing and how to use microblog to carry out online marketing promotion of "small botanical garden project", and finally makes a summary.

## Keywords

Small botanical garden, promotion, weibo; marketing.

## 1. "Introduction to the Small Botanical Garden Project

With the increasing maturity of horticulture abroad and the increasing attention paid to horticulture in China, with the accelerating urbanization process, the per capita arable land area is getting increasingly tense, and the haze problem is getting more and more attention, more and more urban residents have carried out flower-pot planting on their balconies. "The small botanical garden makes use of some indoor and balcony space to provide customized private gardening schemes or package services for householders, providing petunia, geranium, evergreen, cactus, asparagus, kumquat and other plant seeds and seedlings, as well as various POTS and soil. Let the green into the home, beautify the living environment, improve people's mood, alleviate anxiety.

## 2. The Value of Microblog Marketing

Weibo marketing refers to a kind of marketing mode and business behavior that creates value for merchants and individuals through weibo platform and satisfies various needs of users. With three - dimensional, high - speed, convenient, extensive and other characteristics. Micro-blog marketing takes micro-blog as a marketing platform, and every listener is a potential marketing target. Enterprises use their updated micro-blogs to spread enterprise information and product information to netizens, communicate with them, or publish topics of interest to achieve the purpose of marketing. Microblog marketing focuses on value transmission, content interaction, system layout and accurate positioning.

### 2.1. Information Release

Information release is the most basic function of microblog marketing. Official news release, can release the official authoritative news and the latest real-time trends. Live on weibo. For example, the company's new product launch, product functions online explanation. Industry news release. It can show the professionalism and vitality of the enterprise, collect relatively new statistical data and research reports in the industry, and relate to the development status of the enterprise itself.

## 2.2. Promotion

Discounts, sweepstakes and other preferential activities can be conducted on weibo, and the promotion should pay attention to creativity, details and authenticity of rules. Only good ideas can attract more users to participate, only strict and reasonable rules can enable the activities to be carried out in a normal and orderly manner, and only open, fair and impartial provision of true information can win users' long-term trust.

## 2.3. Customer Service

Micro-blog marketing is highly accurate. Each weibo is followed by a consumer. Weibo interaction can get the most authentic user experience, maintain customer relationship and shorten the relationship between buyers and sellers.

Online customer service is one of the important functions of weibo. Using weibo platform to provide customer service can not only improve user satisfaction, but also effectively reduce service cost.

## 2.4. Brand Building

Weibo is a powerful weapon of brand marketing. Through weibo marketing, it can expand its popularity and make "small botanical gardens stand out in the horticultural industry. It can be pushed on weibo for a long time: the story of enterprise brand, the latest development of enterprise, the business philosophy of enterprise, the honor of enterprise brand and the cases of successful customers, etc.

## 3. Steps of Microblog Marketing

### 3.1. Registration and Login

The premise of micro blog marketing is to have a micro blog, so first go to the official website to register a micro blog account. Enterprise microblogging registered url is <http://e.weibo.com/register/register> at the time of registration to be careful not to use private E-mail registered, registered good, weibo information such as name, company profile, head don't change easily.

Because the enterprise in carrying out various information transmission, activities and interaction, must let the outside world obtain the corresponding trust, the blue "V" authentication symbol represents sina official recognition of the real identity of the enterprise account, so an important task after account registration is to obtain the blue "V" authentication. The official certification of enterprises mainly accepts all kinds of profit-making enterprises and companies with business licenses and official seals, and all official accounts can apply for enterprise certification. The address is <http://verified.weibo.com/verify>

After enterprise certification, when searching for weibo, enterprise weibo can give priority to display, get more exposure; Store address can be bound to contact store users, which is convenient to maintain customer relations; Can have a thousand fans group, play community marketing; There will be a function of forwarding lottery education, more lottery forms, user participation is concerned, a variety of activities, the accumulation of fans faster.

### 3.2. Real-Time Management

Periodically broadcast "production chain links, decoration links and planting links of small botanical gardens", and use "live broadcast + marketing" to directly and stereoscopic promote corporate culture, introduce products and services, etc.

It's best to post tweets at peak times and set specific times and content for each day. Reasonable use of @, private letter, topic and other functions. No more than 3 @ people can post original weibo posts, and no more than 5 @ people can comment. You can @ big V, friends and fans. You

can send messages to fans when there is an event. Add two related topics to your micro blog to increase its exposure. You can create # small botanical garden gardening # topic to communicate and share with users.

## 4. Microblog Marketing Strategy

### 4.1. Insist on Originality

In the initial stage of micro-blog marketing, it is necessary to clarify the micro-blog manager, the scope of the topic, writing frequency and other issues, can be written by different departments rotation content, can also be written by the person in charge or professionals, the unified principle is to adhere to the original, of course, is not completely opposed to the use of reference, and does not mean that only the original content,

Jokes and opinions are the most effective way to spread the word, especially if they are interesting and popular. Originality can be combined with hot current events, or based on deep cognitive thinking of events or characters. Original to know their goals and measure the cost performance, to grasp the transmission node, learn to promote.

### 4.2. Setting Goals

Define marketing objectives

As a part of network marketing, microblog marketing should have its own clear marketing target and measurement standard. You can refer to thumb up amount, comment amount, forwarding amount and other values of weibo. When Posting a microblog, it is necessary to set goals in advance, especially for those carrying out activities. After the activity, the target value and the actual value can be compared and analyzed, so as to improve the deficiency and accumulate experience for the next activity.

### 4.3. Clear Target Users

Relevant survey data show that urban users account for a large proportion of the composition, so the main target user group for urban residents. Then, according to different consumption levels, the key direction is determined, mainly for urban promising youth, giving consideration to high-end elites and struggling young people, and a small number of unit users, schools and scenic spots flower garden groups.

The first group of urban promising young people are usually white-collar workers, civil servants and intellectuals. They are the mainstream of the city, with relatively stable jobs, fixed income, and individual and family self-housing. Want to lock this first kind of crowd to regard key as object of promotion, highlight on propaganda vogue, avant-garde, artistic change, humanization.

The second category is the urban elite, usually business owners and elites. Microblog marketing should highlight customization, high quality, high level service, etc. To maintain the long-term relationship with such customers and establish relevant customer files.

The third group of urban struggle, the work is usually staff, workers, entrepreneurs, they value more in the decoration of simple, comfortable, cheap, more sensitive to the price, can do some preferential activities.

The fourth category is the group of unit users, schools and scenic spots. The main consumption is concentrated in the company's various equipment purchase and maintenance as well as the sale of seedlings. Product publicity on the outstanding quality, easy to repair and replacement, with a high ornamental value, easy to scale and automatic management.

#### 4.4. Interactive Communication

To make effective use of the comment forwarding function, it is necessary to investigate and find out the authoritative microblog Numbers in the industry, and then read and comment frequently. It can not only bring direct click traffic, but also make an impression on the other side, and even recommend to other users with the help of him. Be sure to retweet with high quality retweets, avoid politically sensitive topics, and add your own opinions and comments.

Enterprise micro-blog is the best place for senior managers to communicate directly with end users, which can greatly improve the traditional poor communication situation and bring valuable product opinions and customer opinions to enterprises. Through quick and effective feedback, enterprises can solve customer problems, improve customer satisfaction and cultivate user loyalty.

Be careful to deal with negative comments. There are inevitably negative comments or complaints from customers in corporate weibo. For this, the enterprise cannot delete the negative comment easily, should give to the opinion user answer, reply and track, had better pass good after sale service, change the user's idea.

### 5. Implementation of Microblog Marketing

#### 5.1. Content Planning

Carry out content planning of weibo, to achieve three results, the first to let fans benefit, the second to let fans feel valuable, the third to let fans willing to forward. Weibo marketing is not a single advertisement, and its content should have certain practicability. Only valuable content will be forwarded and commented by the audience.

Set up three to five regular topic columns, such as one in the morning, one in the afternoon and one in the evening. For example, from 7 a.m. to 9 a.m., send a good morning tweet and some humorous jokes to welcome the day. From 12:00pm to 2:30pm, post some healthy living knowledge, or advertorials about enterprises, or forward comments on current events. From 8 p.m. to 12 p.m., push some information about the plant care the company is selling, such as appropriate light temperature, flowering time, watering, fertilization, etc.

The content should be interesting and interesting, such as some humorous jokes and pictures, etc. The content should be practical and helpful to customers, such as sharing some knowledge about gardening and flowers or daily life; The content needs to be relevant, either to the user, to the user, or to the marketing goal, such as the "shopping guide for singles' day 2017."

Content should be updated regularly in a timely manner, and only regular updates can retain old readers and attract new readers. Through the continuous increase of content, a large number of professional articles and content will be accumulated, which can greatly improve the knowledge accumulation and professional research level of enterprises, and professional content can also improve the reputation and professional image of enterprises.

In the promotion of the company's products, do not directly stated, to the product and service story, the situation, so as to make the product deeply popular, move customers. For example, miss zhou, a white-collar worker working in hangzhou, has a fast pace of life and is in a high tension for a long time. One day, she bought a series of products on the website of our company, undertook transforming the balcony in the home, from now on, every time miss zhou is free, can raise flower lane grass, loosen the mood, the air in the home also is pure and fresh a lot of. Better to use a short video video to reflect, more infectious, but also improve the weight of blog posts.

The word length of blog posts should be shortened, so that the argument should be clear and sufficient, but also short and readable. It should be rich and moving, but it shouldn't take too

long. A blog post should be no more than 1000 words. Keeping it short and concise is an important rule of weibo marketing.

## 5.2. Activity Planning and Promotion Activities

The main objectives of promotion activities in the initial stage of microblog are usually: to expand the influence of enterprises' microblog, improve their visibility and attention, and publicize their business philosophy. After the microblog gets on the right track, the focus of its publicity can be shifted to promoting new products or services and collecting advertising slogans.

Promotional activities can be carried out during the National Day, labor day, the anniversary of the establishment of the enterprise, the double 11 major festivals or important activities. The forms of activities can be the regular issuance of quantitative vouchers, or the forwarding with prizes on weibo. Prizes can be organic soil, flower seeds, flower POTS and other company products, or free door-to-door design and decoration services such as balconies, as well as movie tickets, train tickets, mobile phones and other products.

In the release of promotional activities, to grasp the title, planning good prizes, do not set too many requirements, so as not to affect the enthusiasm of Internet users to participate. In order to ensure the fairness and authority of the prize-winning activities, we should pay attention to the weibo lottery platform and purchase the service package of super fans.

## 5.3. Public Benefit Activities

Public welfare activities often enable enterprises to obtain better brand awareness and recognition while showing social responsibility. It can be "in the name of a small botanical garden to take the initiative to donate money or property to a public welfare organization or unit, or it can be" a small botanical garden to launch public welfare crowdfunding, so that Internet users can also participate in. To carry out public welfare activities in weibo, it is necessary to highlight corporate social responsibility, find appropriate themes and novel ideas, and pay attention to the characteristics of weibo to stimulate the participation enthusiasm of bloggers. Public welfare activities should have a beginning and end, and the implementation of public welfare activities can be reported by text or live broadcast.

## 5.4. Competition Activities

Competition activities are also a common microblog activities of enterprises, which can be used to communicate the business philosophy of enterprises or important activities in the near future by means of contests, so that the majority of microblog users can share the happy experience related to enterprises, and collect slogans or advertising slogans of activities. For example, activities such as "evaluating the most beautiful balcony" and "looking for the most beautiful flowers" should clarify the entry requirements, evaluation methods and prize contents. If 140 characters are not enough, pictures can be used to supplement the explanation. Works must be carried out in accordance with the rules, adhere to the "three public" principle.

## 5.5. Promotion of Powder Absorption

Microblogs focus on effectiveness, three days before the release of information may be few people will follow. Meanwhile, in addition to direct browsing by "fans" who follow each other, the communication channels of weibo can also be spread to more people through fans' forwarding, so it is a quick way to spread short information.

## 5.6. Weibo Promotion

Micro-blog operation for a period of time, the accumulation of a certain number of blog posts, to promote on micro-blog, "small botanical garden brand awareness. In addition to

sweepstakes and other activities, there are search promotion, advertising investment, micro task, search card and other micro blog promotion.

Weibo search and promotion can show specific user groups based on keywords and ensure the effect of advertising. Limited to one customer at a critical time, exclusive premium promotion position. Native display of advertising, user acceptance of high, more interactive and dissemination.

### 5.7. Other Promotions

WeChat marketing, community marketing, O2O promotion, offline promotion and other marketing methods can be combined to get more fans and promote corporate weibo.

## 6. Summary

Through the analysis of micro-blog marketing of "small botanical garden project", the following conclusions are drawn: products and services are constantly bringing forth the new, and micro-blog marketing should also make unremitting innovation. With humor to attract people, with the truth to move people, with wisdom to conquer people. Weibo marketing needs to invest energy, time and money, otherwise it is difficult to get a return. From the perspective of customers, enterprises should build themselves into channels favored by fans by understanding, meeting and guiding the needs of customers to convey their sales intentions.

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