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THE NEW WEIBO SERVICE FOR COMPANY JU ZHOU KAN

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The purpose of this thesis is creating a new Weibo service of Company Ju Zhou Kan. Company Ju Zhou Kan is a real estate magazine company. In order to give a suitable service for the case company, first is to analyze the company competitive and to get the shortages of the company. Second is the theoretical support of social media and Weibo. Third is to find out factors influenced Weibo in the external and internal environment of Kunming. Last is to confirm the new Weibo service and implement Weibo. All the researches results collect in Kunming, Yunnan Province, China.

The theoretical part includes social media and Weibo. "Weibo" (微博) is the Chinese word for "micro blog". The theories are about the introduction and characteristics of social media and Weibo. And it also contains social media marketing plan and the strategies of Weibo marketing. The social media marketing plan and strategies help to make an implemented plan. The ways to collect information is the first-hand experience and a questionnaire.

Through the working self-experience and the analysis of company competitive, Company Ju Zhou Kan is weakly in the visibility, customer trust and satisfaction. In order to improve these shortages, creating a company official Weibo is the suitable service. Two analyses and one questionnaire prove that Weibo is the suitable service for Company Ju Zhou Kan. According to the theory of social media plan and Weibo strategy, make an enterprise official Weibo plan for the company, and then, implement the plan. The result of this new Weibo service is the company Ju Zhou Kan improves the shortages. It has a more opportunities to communicate with customers, and the Company also increases the visibility, customer trust and satisfaction.

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1 BACKGROUND

In the background chapter, it includes four parts. First part is about the introduction of Company Ju Zhou Kan. Second part describes the current situation of the enterprise. Third part presents what kinds of media refer to the real estate business. Last one is a competitive analysis. It compares with other two real estate magazines in Kunming. This chapter concentrates on the Kunming Ju Zhou Kan and the situation of Kunming.

1.1 Introduction of the enterprise

Figure 1 introduces basic information about Kunming Le Zhi Ye Ju Zhou Kan Limited Company. It in Chinese is “居周刊”. The first magazine Ju Zhou Kan is published in Nanning, China. The Company developed rapidly and established the Ju Zhou Kan in other cities. Nowadays, the company has developed into more than 5 cities in China. Kunming is one of the cities.

This thesis concentrates on Kunming Ju Zhou Kan and the situation in Kunming, Yunnan province. Company Ju Zhou Kan publishes the weekly magazine in Kunming and the name is the same as company name Ju Zhou Kan. Ju Zhou Kan is translated to English directly. Ju means life and house, and Zhou Kan means a weekly magazine. To give it a better English name, it could be Good Life in the House. The magazine's

purpose is giving information in the field of real estate business. The content of the magazine Ju Zhou Kan includes information about new buildings and private houses,

Figure 1. Company Profile

	
Ju Zhou Kan of Kunming	
Company	Kunming Le Zhi Ye Ju Zhou Kan Limited Company
Established	2007, Nanning
Industry	Real estate Magazine
Published	Guilin
In	Liuzhou Kunming Changsha Shanghai Chengdu
Employee	40 (in Kunming)
<i>End 09.2012</i>	

real estate business news, professional information about real estate, real estates legislation and the advice for the housing problems. The magazine is sold on the every newsstand. Company Ju Zhou Kan also organizes some activities. For example, the housing-seeing trip, the company organizes a trip for customers to see and purchase houses. During the trip, if customers want purchase houses, they will get a discount of the price. The real estate legislation lecture, the company invites lawyers to introduce the real estate legislation and answer the questions related to real estate legislation.

Ju Zhou Kan faces two types of customers, readers and advertisers. Towards readers, they are not only to get real estates information, but also pick up a satisfactory home. The advertiser buys advertisements on Ju Zhou Kan to promote their new buildings. Sometimes, the Company Ju Zhou Kan cooperates with advertisers and organizes some activities together, like the housing-seeing trip.

1.2 Current situation

Ju Zhou Kan is a professional magazine. It is hard to attract everyone. The content only involves the real estate information, and it compares with the usual magazines' content aspects, it is narrower. In Kunming, there are about 3 magazines focusing on real estate. The competition of the real estate magazines is not very fierce in Kunming. At the same time, it is not easy to keep existing customers and attract potential clients.

Financial situation of Ju Zhou Kan is not very good. The cheap sale price of the magazine cannot take much profit. The expense and income do not balance. The cash flow is not enough. New services and advertisements need according to the company finance.

The company cannot use much money to promote or advertise the magazine. In the beginning, Ju Zhou Kan had two traditional advertisements. One advertisement is on the bus. Another one is on the billboards at the bus station. There is one more promotion way. The Company offers a newspaper shelf to some restaurants, hotels and

shops which order the magazine. Even so, the company does not have sufficient visibility. Around 4 years, the weekly magazine is known by only less than half of the people in Kunming. It causes the company cannot be easy to reach many potential customers.

Customers are not satisfied with the company performances and do not totally trust the information of the magazines. For example, there is a section about the information of private houses in the magazine. The readers doubt the credibility of the information. The Company organizes the activity of the housing-seeing trip. The result of the activity is that readers were just for fun and did not get the useful information. The houses were not sold and advertisers did not get profits.

In this situation, other magazine companies have a chance to get more advertisers and readers. Creating personalized service for the company is a good way to avoid losing existing customers, get more potential clients and increase the visibility, customer trust and satisfaction. All the new services and ideas have a precondition, using little money and try to get maximum return.

1.3 Media in Real Estate Business

A few years ago, there were a few traditional media referred to the real estate business, such as the newspaper, magazine, radio, television, etc. Most of them just take real estate as a part. In recent years, social media are quite popular in everyday life. Property developers through social media advertise their projects and manage the customer relationship. Some personal blogs come out, and they blogging the information of real estate.

The media which involve real estate are newspaper and magazine frequently. For example, Spring City Evening is the daily newspaper in Kunming. Newspaper includes 3-page chapter about real estate. Some newspapers and magazines have some advertisements for property developers, like a new building's promotional advertisement. There are also some advertisements of private house property inside. Do not have any newspapers or magazines which only work for real estate.

In the past, there were some video advertisements of real estate on the television. Some news programs report something about current affairs, laws and rules changed in the real estate field. Along with real estate and media development, different forms of information and advertisements come out. For instance, live television programs introduce and sell the new buildings. The real estate business lecture talks about the present situation and forecast the future trend of real estate business.

About the radio, the ways of radio are simpler than the television, newspaper and magazine. Because of limitation of the voice, interviews with property developers and real estate news programs are the most common ways in the radio.

Blog is mostly used by individual or media companies for real estate. Some media service companies have its own blog, and the real estate is a part of blog's content. It likes the newspapers and magazines. Some people put the personal opinion of real estate into their blogs. When blog becomes a fashion marketing way, many property developers join into the blog. They promote and introduce their projects in the blog. Following the blog trend, Weibo becomes a next most popular social media. It has mostly same using groups with blog.

1.4 Competition analysis

There are three professional magazines in the Real estate field in Kunming. They are Real Estate Express, New Real Estate and Ju Zhou Kan. The competition of professional real estate magazine is not very fierce. These three magazines compared with other general periodicals are too young. For example, Spring City Evening is founded in 01.01.1980. Kunming Metropolitan Times is founded in 08.01.1999. Until now, these two periodicals are the famous newspaper in Kunming. It needs a long time to make people to accept and know well. Good content and good service could not be the best way to let people know well in a short time. Different advertising strategies and services can make magazines display different images to audiences.

Ju Zhou Kan and Real Estate Express emphasize only on the real estate. The Company of New Real Estate issues many other subjects in the meantime, like Finance, New Travel. Three magazines issue in other cities and regions of China. In the magazines, it shows they have different relationships with the government. Magazine Real Estate Express cooperates with Kunming real estate department. New Real Estate is supported by Yunnan Women's Federation. Ju Zhou Kan is supported by the Yunnan Daily Firm.

Table 2 displays some basic information of the three magazines. Comparison in the three magazines, it analyzes from magazines' style, contents, advertisements, customer service to communicate with customers.

Table 2. Compare with three real estate magazines in Kunming area

Magazine	Ju Zhou Kan in Kunming	Real estate Express	New Real Estate
Basic information			
Establish Time	2007	2000	2012
Circulation	60 000	30 000	100 000
Issue Period	One week	One month	One month
Issue amount	96 issues	2 issues	22 issues
Issue Price	1 Yuan	10 Yuan	10 Yuan
Size	Quarto	A4	A4
Format	52version	86version	186version
Website	www.17zhiye.com	www.yuedutong.com	

End 09.2012

From the table 2, it presents Ju Zhou Kan is a weekly magazine and other two magazines issue one month. Ju Zhou Kan has more chances to attract clients. Price of Ju Zhou Kan is the cheapest, and it is acceptable to everyone. 10 Yuan for one magazine are expensive to a small group.

Compare with each public relation approach, New Real Estate and Real Estate Express advertise so infrequently. Ju Zhou Kan only has two advertisements, as it mentioned in the section current situation. One advertised on the bus. Another is on billboards at the bus station.

Thinking about the content of the real estate magazine, subjects of the content are roughly the same, such as new building information, real estate business news and the tendency of the real estate business. The content of Real Estate Express focuses on figures and tables. It publishes many professional numbers and information. New Real Estate's content relates to all the aspects of the real estate like travel and global real estate development. The content of Ju Zhou Kan includes all the real estate information in Kunming. It focuses on news, new buildings information, solving reader's problems, and the private house sale. Contrast with the contents of three magazines, Ju Zhou Kan's content concentrates on real estate information in Kunming and it is suitable for the most of people. New Real Estate's is a big picture of real estate and the people could know all the aspects refer to real estate. Real Estate Express is suitable for professionals.

Ju Zhou Kan has two ways for customer service and communication. It has a hotline calls "96502" and QQ communication group. The 96502 is first known real estate hotline calls in Kunming. Real Estate Express has interactive website www.ynlsw.cn. New Real Estate only shows the email address to customers.

Advertisements in three magazines are quite different. Ju Zhou Kan only accepts advertisements which refer to the real estate business. The boss of Ju Zhou Kan said the Ju Zhou Kan is a professional magazine and all the information in the magazine need refer to real estate. New Real Estate has the advertisements in about four areas, social media companies, radios, travelling and property developers. Real Estate Express has advertisements about travelling, banks, social media companies, and so on.

To sum up the competitive analysis, Ju Zhou Kan is a magazine with basic information. As the purpose of Company Ju Zhou Kan, the magazine is offered for the most of people. The weakness is the magazine is without any characteristics even though it has good communication ways and customer service. It cannot give people the impression. Different services and advertising methods will make the magazine unique and attractive. Personalized services can be a way to catch more customers, and it helps the company to increase visibility of the magazine. If Ju Zhou Kan wants to grow up quickly, the company could think to become personality and specialty.

2 SOCIAL MEDIA AND WEIBO

This chapter introduces the theory of social media and social media marketing, Weibo and Weibo marketing. “Weibo” (微博) is the Chinese word for "micro blog". Firstly, it has a basic introduction of social media, and social media marketing. It also includes benefits of social media marketing and social media marketing plan. Secondly, it has more details about Weibo and a brief history of Weibo. At last, it talks about the purpose and strategy of using Weibo marketing.

2.1 Introducing social media

Social media describe a form and an interactive platform for communication with individual and an inner circle, create and share users' general content. The inner circle contains friends, followers and interested. A cause of social Media becomes so popular is available in all sorts of different forms. Social media are presented by 14 forms, like magazines, weblogs, blog, micro blog, podcasts, and so on. It shifts the channels of communication with the world and people. (Agresta, Bough & Miletsky 2010, 2-4.)

Social media have about six different types. There are the collaborative project such as Wikipedia, blogs and micro blogs, content communities, social networking sites like Face Book, virtual game worlds, and virtual social worlds, for example Second

Life. These types of social media differ from the extent to which they focus on some of all of seven functional building blocks: identity, conversations, sharing, presence, relationships, reputation, and groups. (Kaplan and Haenlein 2010, 60-62.)

2.1.1 Short introduction of Twitter, Blog

Blog is also a form of social media. People write varied topics on the blog. There are many ways to write topics, like using videos, pictures, and voices. It has many ways to classify. Normally, it is according to the blog content, the written method and the personally or the enterprise. It is a new way to express thoughts. It spreads not only the knowledge, but also the emotion, the thinking and the suggestion. Usages of the blog are a personal network diary, a presentation of personal certain aspects, learning and communication, brand advertising and make friends. MySpace, Linkin blog and Google blog are the popular blogs.

Twitter is the first micro blog in the world. Simplicity and speediness are Twitter's characteristics. The service gained rapidly worldwide popularity, with over 500 million active users in 2012. Twitter has become one of the top 10 most visited websites on the Internet, and has been described as "the SMS of the Internet."

Twitter allows companies to promote products on an individual level. The use of a product can be explained in short messages that followers are more like to read. It provides followers the opportunities to spend more time interacting with the product online. This interaction can create a loyal connection between product and individual and can also lead to larger advertising opportunities. Twitter promotes a product in real-time and brings customers in.

2.2 Social media marketing

Social media marketing is changed from the general marketing. Social media marketing is usually a process that creates content to attract users, and then gaining website traffic or attention through social media. One message spreads from user to user and

resonates with the content. This marketing form is driven by word of mouth, and the results are earned media rather than paid media.

The benefits of social media marketing used into business are various. The company can understand customers demand in real time. Business could catch trends and offer the right products to customers in time. Social media marketing gives the company opportunities to monitor the quality of customers' service. Through social media marketing, the company faces a lot of users and gives opportunities to reach potential clients.

Before a company applies to the social media marketing, it requires a solid, measurable plan and valuable content. The social media marketing plan includes 5 steps.

Step 1 is creating your executive overview business Plan. Introduce the company, like history, mission, product and service.

Step 2 is defining your specific social media goals. Define the most important or reasonable goal for using social media marketing. For example, develop buzz and interest around a new product.

Step 3 is finding your social media marketing voice. Create and implement a voice that resonates with your specific target audience. Depend on different audience types, the company creates distinctive messages to focus wishes of different types.

Step 4 is choosing your social tools appropriately. Choosing social tools appropriately are an essential step of online communications or services.

Step 5 is planning & executing content & delivery. Finding, creating and delivering social media content is the hardest step. (Sandler 2012)

2.3 Introduction of Weibo

Micro blog is a platform which is basic on users share, spread and getting information; users create a personal community through Web, Warp and other client-side scripting; update at most 140 words for one message and share to others immediately.

“Weibo” (微博) is the Chinese word for "micro blog". A Weibo differs from a traditional blog in that its content is typically smaller in both actual and aggregate file size. Some social-media companies like Face Book want to add micro blog into their sites, and make it to be a feature of site. Weibo is a popular social intercourse and is also an important new media. Famous stars, Medium, Company and Government use Weibo as a platform for public information and users' interaction.

History of Weibo The Micro blog has about 6-year history from 2006 to 2012. The first micro blog is Twitter. It is founded in 2006. The number of Twitter users over 20 million from 2006 to present. The big markets are America, Japan, Indonesia, Brazil, Netherland, Korea, etc. The areas which are Egypt, Iran and Chinese Mainland block the Twitter. (Wikipedia, Twitter) Plunk founded in Canada in May of 2008. It is similar to Twitter, except some different functions. It also blocks in the region of China mainland. (Wikipedia, Plunk)

There is a special situation in China. The Chinese first micro blog is Sina Weibo in 2009. Weibo is popular in a short time. From 2009 to 2012, users register already over 30 million. After Sina Weibo, many companies like Tencent, Neteast found Weibo before and after. Now China has the most Weibo users in the world. (Su, M., Bo, L.S. & Zhou, T. 2012. 144)

To create a new Weibo, there are several steps includes. The first step is choosing a name for the account. The name should be brief, easy to remember and pronouns. This step is important for customers and Weibo users to find and leave the private or public messages. For the company official Weibo, the company could use the company name as the name of Weibo account. The second step is to write an account resume. The company resume in the Weibo needs to keep it clear and facts and try to make it understand by the most of people. Then, upload the picture in your account.

The best picture could be the logo of your company. It is a good way to show what Weibo is about. After having a Weibo account, the company need pay attention on the quantity of updating messages, someone @ you and reply to someone. (Barefoot & Szabo 2009, 222-231)

2.4 Overview of Weibo marketing

Along with the Weibo is more and more popular, the new Weibo marketing comes out. Through updating information, communication with others and mix some business information into message to achieve the marketing goal, this marketing mode is Weibo Marketing. "Customer-centric, all around the customer needs to work" is recommended by Bridge spoiled child international media for correct way of Weibo Marketing.

2.4.1 The purpose of the enterprise using Weibo marketing

Before use Weibo Marketing into business, enterprise needs to have a purpose overview of Weibo marketing. There are about 20 purposes included. Each enterprise could depend on its characteristics to find some conformed marketing purposes.

- Enhance the visibility of an enterprise and a brand, Advertise the operating idea of an enterprise, Advertisements of new services or products.
- When an enterprise Weibo gets many attentions, the customer relationship management will be the next purposes. Through Weibo, the company can have interactions with users and customers, collects information of potential customers.
- Offer the sale before service and sale after service. Weibo can be a contact centre of an enterprise. One Weibo faces N users. Every answer or Weibo message should professional. If the enterprise Weibo cannot answer right now, it need inform customers.
- Find out demands of markets and customers, Find and get new customers, and Collect opponents' information. Searching enterprise information and the oppo-

nent enterprise information, the company gets feedback or suggestions from users and gets new customers from opponent.

- Have promoted activities, Bring page hits in to home website of enterprise. Put links in micro blogging, lead customers to visit the company website.
- Looking for specialists and advisers, and recruit employees.
- Monitor the negative information and deal with crisis in time, and so on. (Chen 2012. 18-20)

2.4.2 Weibo marketing strategies

The spread mode is different from the traditional and Weibo. Traditional media mode is “One to One”, and Weibo mode is “One to N to N”. Weibo marketing is used into personal and enterprise. Enterprise Weibo marketing has 5 strategies in the enterprise using.

Accurate Marketing Enterprise’s final aim is to sell products or services, and the target group is fans. Accurate marketing has definiteness. From the beginning, seek potential fans of enterprise’s products. Trough tags, Weibo group and topic collect same characterizes users. Enterprise attracts users with same characterizes to be own followers.

Emotion Marketing Communicate with users by heart, posts some impressible messages to keep the impression. These ways help a company is close to customers, and it can enhance customer trust of the enterprise.

Brand Spokesman Marketing Brand spokesman is the CEO of an enterprise. The man stands for himself and the image of the enterprise. The leader can communicate with fans, express the opinions. It can increase the sense of belonging to the enterprise. About this mode of marketing, the enterprise spokesman should pay attention to his actions and voice. It can help the company grow up. It also makes the company into risks.

Word of mouth this marketing mode is to use of public opinions to marketing. Company needs to make sure the quality of products first. It can promote the products via a topic. Weibo is the most suitable platform to marketing. Spread speed and timeliness are useful for word of mouth. When marketing an enterprise through word of mouth, the enterprise mixes many features together, like advertisements, public relations into Weibo. It can care about all the aspects of the company.

Interactive marketing It is a process to marketing. Put a message which is worth thinking into Weibo, and lead followers to discuss and give feedbacks. It can train many loyal fans. Enterprise in the marketing process needs to hear the fans or customers' opinions and suggestions, communicate with them, learn each other, and get more enlighten. It can expand to bigger customer groups. (Chen 2012. 12-17)

3 BACKGROUND DATA CELLCTION FOR WEIBO

In this chapter, it describes that collect the data and information for Ju Zhou Kan and Weibo through three methods. Each method focuses on different parts. The first-hand experience is for the company background and competitive analysis. The questionnaire researches aspects of new service by particular groups. There are also some dates from websites and books.

3.1 The first-hand experience

Information of Ju Zhou Kan is the first step to analyze in the process. In order to figure out the company information, having an internship in the company Ju Zhou Kan is a good way to collect. The company information in the thesis is an observation of the author's working in the company. The gathered information includes basic information about the company, financial data and the operation process. After well known the case company, the competitive analysis is also a big part of the study. It usually gets from communication with employers and employees of the company Ju Zhou Kan. Further information is gathered from comparing the magazines and ques-

tion to others. The information is already introduced in the chapter of the company background.

3.2 Questionnaire

Questionnaire is a research instrument which contains a list of questions. It has been a main subject and obvious results. It is a cheap way of the research methods. The questionnaire of this thesis contains two question types, dichotomous and nominal-polychromous. (Dichotomous is the respondent has two options. Nominal-polychromous is the respondent has more than two unordered options. From Wikipedia, Questionnaire) Questionnaire is used for the market research of the new Weibo service. In order to get general thinking of Weibo, three particular groups will be the respondents. The results will display in the chapter, justification for the new Weibo service.

There are also some data which get books and websites. Some professional researches and global researches are hard to accomplish. These kinds of data are using for proving the author's suggestions.

4 JUSTIFICATION FOR NEW WEIBO SERVICE

This chapter has two analyses, PESTLE analysis and SWOT analysis. Two analyses indicate the factors of the external environment and show the value of using new Weibo service in the Company Ju Zhou Kan. There is a questionnaire about the aspects of Weibo. Put all the results and information together, summarizes the reason for choosing the Weibo as a new service.

4.1 PESTLE analysis

External macro environment of Kunming is changed everyday. Many factors influence the company strategy and future. PESTLE Analysis focuses on the situation of

real estate and media. The world changes everyday. Some elements are influenced the situation of Kunming, China. Look into the past and future situation of Kunming can help the company find new services to create. At the same time, the company can know the risks and problems before happened.

P - Political From 2011 to the present, Kunming City Hall implements one family is limited to purchase one house. This policy is cooperated with four main departments, the People's Bank of China, Housing construction of Kunming, Kunming City Hall and Bank Supervision Bureau. The government through these four departments of economic, housing construction and supervising implementation controls real estate business. It helps the government to control the real estate price, and ensure every family has each own house.

If someone wants to buy one house more, under this policy, the person cannot get a loan from a bank and other departments do not offer certifications of buying a house. If a land agent does not examine the material of the buyer offered, the land agent will suffer corresponding punishments. (Purchasing Limitation implements ...2011)

E-economic The financial crisis influences from 2007 to present. Real estate bubbles are displayed for the people. Real estate firms face the risks, and they cannot manage them. They transfer the risks to the Government, and leave many half works for the government handle. (Ma 2009)

In recent years, real estate industry of China is not stable. In 2009, the trend of the real-estate industry started to fall because of economic instability. The tendency in 2010 is the increasing and declining market demand together. In 2011, many policies limited the real estate development. The result declined the performance of this industry. In 2012, real-estate industry relies on regular and control policy to have a reasonable increase. It still faces many challenges.

The government limits the land agent's loan from the bank. It leads their fund chain broken, and it is hard to continue construction. (All land agents are customers of Ju Zhou Kan. When land agents lose their ability, the company Ju Zhou Kan loses the

opportunities to cooperate with them.) Limit purchasing also influences the home buyers.

S-sociological The more and more people from other cities or countries flood into Kunming. There are some latest figures of population and culture in 11.01.2010. In Kunming, the total population is 6 432 212. Compare with the population in 2000, it increases 11.26%. The gender percentage is 51.40% of men and 48.6% of women. The number of families is 2 099 404. The most of house buyers is between 22 and 59 years old. Citizens who need have a house occupy 80% of all the citizens. About the education, there are about 90% citizens who accept the education. In recent years, there is a tendency, population aging. Generation gaps will influence the economy and society. Many challenges need to be faced by young people. The gap of Rich and Poor is bigger and bigger. The rich have too many houses. The poor has no house to live. It makes society not peaceful, even more leads to confusion. China's generation Y is the biggest group in Kunming. (The sixth census of Kunming, China 2011)

T-technological Media technology is the popular way to advertise firms or products. Traditional media and new media are existed in the same platform. Traditional media include the magazine, the newspaper, the radio and the television. New media contain digital products, internet or online and applications (apps). Compare with two different forms media, new media has more markets. New media face to everyone, less generation gap existing. About traditional media, the young people, especially China's generation Y does not pay attention to them. Some of them would like to read on the Internet rather than on the paper. Apple' product is an obvious example. On the Apple platform, there are mass applications. Person can get news, read articles, and have a fun etc. They can get everything they want and like. Online and fashion products will be popular in these days. The way which uses less time, and easy to use and fashion will be a best media technology.

L-legal The regulation, one family purchase one house, is a main influence factor in real estate. For the magazine, there is a no special law or regulation to a real estate magazine. The general rules or legislation are Law of Publication, Intellectual Prop-

erty Law, Copyright and Periodical publishing management regulations. It has a big innovative area of the magazine.

E-environment The environment is worse and worse in recent years. The area of the forest decreases rapidly. The temperature of world fluctuates, did not like before. Many disasters happened in the world, like earthquake, flood and draught. The low-carbon (LC) life is a trend and a new attitude. It has main three steps, reduce, recycle and reuse. LC life focuses on reducing air pollution and slowing down ecological deterioration, repairing the environment. Many aspects affect the paper industry. Paper is made from trees. Protecting forest needs to decrease cutting trees, plant more trees and keep ecological balance. There is a strategy, Reducing Emissions from Deforestation and Forest Degradation, and applicators in the world. To recycle and reuse paper needs technologies and the work force. Say it easy, do it hard. If a magazine company wants to achieve the three steps of LC life, it is so hard to them. They need offer the money and the work force more than the normal way. Do not have too many companies want to achieve it. (Bali delegates agree...2007)

4.2 SWOT analysis about using Weibo for Company Ju Zhou Kan

SWOT is a way to analyze the Weibo used for Company Ju Zhou Kan. This analysis is from strength, weakness, opportunity and threats to understand the situation of the new Weibo service. It helps Ju Zhou Kan to recognize whether the Weibo has the opportunities and forecast the risks beforehand.

S-strength Weibo is a new media in the advertising business in China. It is a popular medium in the social media. Weibo almost cost little and could reach the most of potential customers. It is an instant communication platform. It offers more opportunities for the company to communicate with customers and to deal with customers' questions in time. It can help the company Ju Zhou Kan to increase the customer satisfaction and trust. Weibo is also a good platform to advertise the magazine and the company Ju Zhou Kan. One message posts, in the meanwhile, an advertisement published. In the Weibo platform, it has the mass users. The company could regard the

mass users as potential customers. The company can enhance the visibility. Weibo costs minimum and gets the highest efficiency.

Writing a Weibo message is an easy work. Everyone can be competent this work. Weibo content is short and briefly. The most important thing is to make messages different and personalized. Compare with Blog, a nice blog of a company needs to include much information and many characteristics. The employees need to have a good writing ability and know very well the real estate information. Writing a Weibo is needed fewer requirements than writing a blog.

W-Weakness The most of Weibo contents are the fashion, the finance and sports. Real estate information is not related too much. It causes real estate information has less attention. Recommending the real estate information and the magazine Ju Zhou Kan will be a big and difficult step. It invests in a long time and gets little effect.

The updating speed of Weibo is so quickly. There are a large number of Weibo messages posted at the same time. One Weibo will cover up with mass Weibo messages. Many potential customers will miss them.

O-Opportunity The network technique will improve in the future. The Weibo platform will be perfect and the more functions will add into apply, for example, the followers data analysis and the popularity analysis.

After opening the real estate market of Weibo, the company Ju Zhou Kan can occupy the market in the Weibo. The company can rely on good contents and personalized service to keep a big market in the future. The benefit is to get more attention. The company through the enterprise identification enhances the reliability.

T-Threats The one mistake will be a big risk for the company. Because Weibo is instant communication platform, the message within one mistake publishes, the mistake will forward many other people in the short time. The aspects of the company will be influenced.

Summing up SWOT analysis, Weibo has more advantages than disadvantages. The opportunities are more than risks. Using Weibo in the Company Ju Zhou Kan is an effective way to improve the service and the visibility. Weibo costs little, and has few risks and the most return.

4.3 Weibo questionnaire results analysis

Forward the Weibo questionnaire, it contains the market share of Weibo, the trust and acceptance degree of Weibo content, and something else. 40 respondents divide into three groups and 10 persons per group. The three groups according to the results of PESTLE analysis get the three age ranges for groups. Age ranges are from 20 to 30, 30 to 40 and more than 40. These groups are the target group which Company Ju Zhou Kan wants to reach.

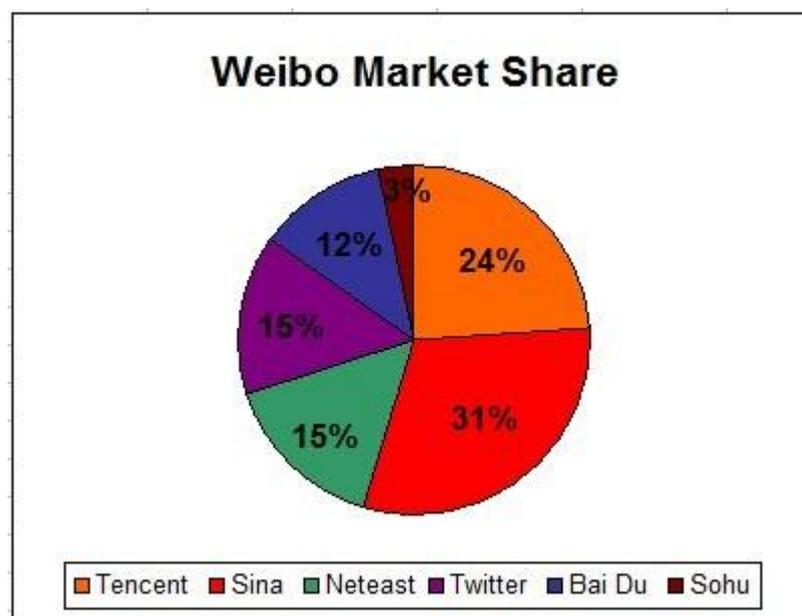


Figure 1. Weibo Market Share

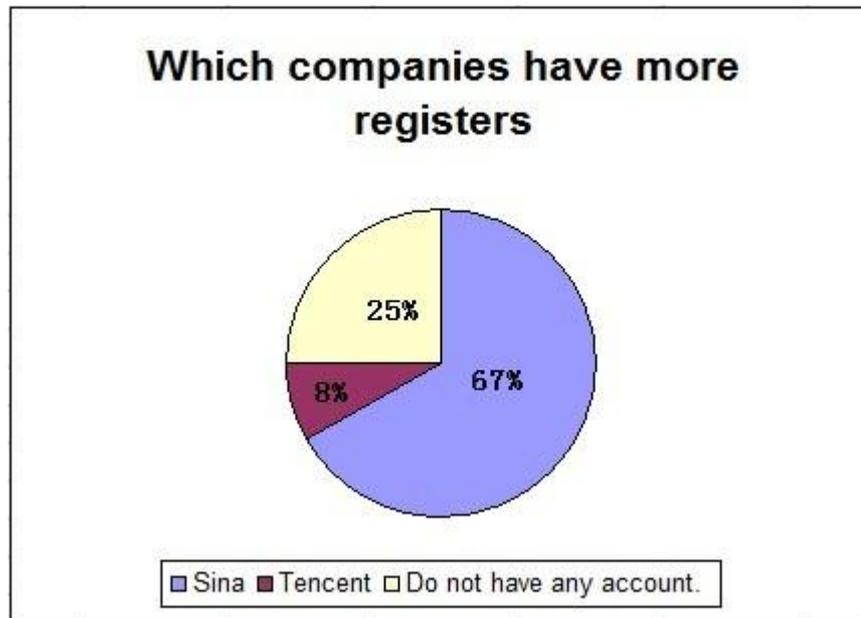


Figure 2. Which companies have more registered users?

There are 7 companies in the Weibo market in China. In order to promote the company Ju Zhou Kan efficiently, the company needs to choose the most popular Weibo in China. This questionnaire results show Sina Weibo is the most popular, and it occupies 31% of the market. The most respondents have Sina Weibo accounts. And the second one is Tencent. Tencent gathers different types of social media. Tencent focuses on instant communication system QQ. It is not famous and professional in the Weibo Service. Other Weibo platforms exist but are not famous. Twitter is a special one. It is the most famous micro blog outside the China mainland.

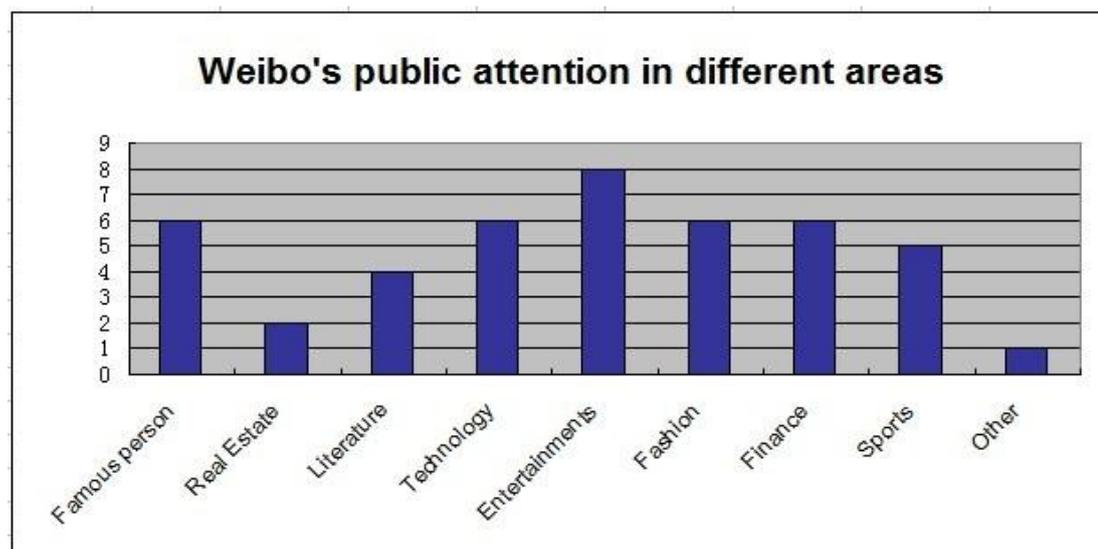


Figure 3. Weibo's public attention in different areas

This bar graph shows what kind of subjects users are interested in. Entertainment has the most concern. The real estate is the last one in the 9 subjects at present. As author mention in the last section, the weakness of Weibo marketing, real estate is a new subject in the Weibo. There is not much real estate information inside. The future situation is not sure. If Ju Zhou Kan joins Weibo to promote the real estate magazines or information, the result will change. It is needs to continue to follow up survey.

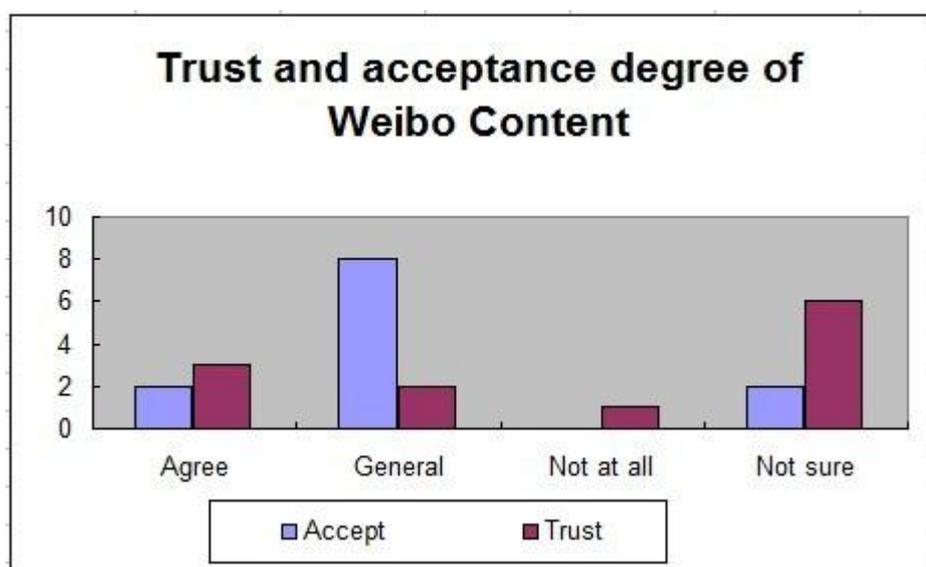


Figure 4. Trust and acceptance degree of Weibo Content

In order to understand Weibo users' attitude of Weibo content, the questionnaire asks two questions do you usually accept the content of Weibo, and do you believe the Weibo content of identified users. The results show the most users remain the skeptical attitude. The trust and acceptance are a challenge for the company official Weibo. Company official Weibo need pay attention on the content, and make sure the content correct and truly.

4.4 The reason for choosing Weibo as a new service

After analyzing the aspects of Weibo and the situation of Company Ju Zhou Kan, the reason for choosing Weibo is obvious. Ju Zhou Kan's competition is ordinary in the

industry of real estate magazine. Its service includes all the aspects but do not have any characteristics. The company lacks the visibility, customer trust and satisfaction in the market. It does not have many chances to communicate with customers. Because of finance of the company Ju Zhou Kan, the new service should cost as little as possible. Cost of using Weibo is little. Applying Weibo can enhance the shortages and be satisfied with the customers' communication.

Weibo is easy to edit, and it updates quickly. Mass messages post into the Weibo website to advertise the magazine and introduce the real estate business. 80% potential customers which are nearly 100% known to Weibo will not miss chances to understand it. It is a cheap and efficient way to promote in the modern world.

Weibo could be a personalized service. The company can use the function of an instant message to communicate with customers and to deal with the customers' problems. It can build the trust between customers and the company. The company also can depend on different customers' interests and demands to organize the content. Magazine Ju Zhou Kan faces the most potential customers and Weibo is a deeper and personalized service.

5 companies provide the Weibo service in the mainland of China. Have the most resisted users and occupy the biggest market share is Sina Weibo. In order to all the Weibo works more efficient, Sina Weibo is the suitable platform for Ju Zhou Kan.

5 PUT THE NEW WEIBO SERVICE IN ACTION

This chapter introduces the plan of new Weibo service and implementation the plan. It has some pictures to present works. The last part of this chapter is the result of the practice and the forecast of the new Weibo service in future.

5.1 The Plan of practicing Weibo and Weibo marketing

Before putting Weibo into practice, the company Ju Zhou Kan needs to have a plan to organize from creating to application. The plan comprises 7 steps.

- **Step1** The purpose of Weibo using. Company Ju Zhou Kan through Weibo advertises company increases the company visibility, customer trust and satisfaction.
- **Step 2** Create a Sina Weibo account of the company Ju Zhou Kan. It need to pay attention on identification, company information, picture, tag, professional area, interests, etc.
- **Step 3** Micro blogging. Upload some messages about company and real estate business. It helps the company to understand the situation.
- **Step 4** Make a primary content plan and practice a few days.
- **Step 5** Analyze the fans data. Dig out more potential customers, at the same time, make a transfer between off-line customers and on-line customers.
- **Step 6** Set up a personalized plan for Marketing Weibo.
 - Modify the content plan.
 - Strategy: mix 3 strategies to practice, emotion marketing, word of mouth and interactive marketing
- **Step 7** At last, Company can achieve Weibo is a platform to manage customers and advertisement.

5.2 Implementation Weibo Plan

According to the plan, the company Ju Zhou Kan puts it into effect. First is to create an account of Sina Weibo. The company official Weibo address is <http://weibo.com/u/2268401600>. As you see the picture 1, it is an overview of the

official Weibo. The Weibo picture of the official Weibo is the company’s logo. Customers or Weibo users can leave different kinds of messages for the company, like consulting message, complaint message and commons. It also shows the number of followers. The detail information of the account shows in table 3

Picture 1. The overview of the company official Weibo



Table 3. Weibo detail information of the company official Weibo

<p>Weibo Name: Magazine name (居周刊 Ju Zhou Kan) Servie hotline number(96502)</p>	<p>居周刊96502 ▼</p>
<p>The picture: The magazine’s logo</p>	
<p>Identification (approved by Sina Weibo) Company Ju Zhou Kan official Weibo</p>	<p>新浪认证 居周刊官方微博</p>
<p>Media tags Real estate media, Kunming real estate market, Ju Zhou Kan</p>	<p>媒体标签 地产媒体 昆明楼市 居周刊</p>

About the primary plan of the content, it includes real estate business news, real estate professional knowledge, company information, question and answer, customer demands research and advertising on-line and off-line activities. For example, everyday real estate business news introduces a new building project or the future trend. There is an example showed the picture 2. Real estate professional knowledge shows the legislation or rules of purchasing house loans. Company Ju Zhou Kan organizes activities and promotes them in the Weibo and the magazine at the same time. Two messages in the picture 2 are examples. The company also follows some famous persons and other enterprises' Weibo, and forwards some hot topics of real estate business. Each kind of Weibo contents has different attentions. The most popular kind of the content is real estate business news, and the popular contents are real estate professional information, activities information and interactive messages.

Picture 2. The example 1 of the content



Picture 3. The example 2 of the content



In the picture 4, the messages are two covers of magazines. It is also a kind of advertisements of the magazines.

Picture 4. The followers of official Weibo



Through a couple of months, Ju Zhou Kan official Weibo accumulated some popularity. Analyzing the followers' data is the next step. The fans number is 2567. There are about 20 enterprise official Weibo accounts. It is about 10 enterprise official Weibo accounts of the real estate business. There are 10 personal accounts with per-

sonal identification. The biggest part of fans is ordinary users. This part is also a group of potential customers. Enterprise official Weibo and personal identification Weibo have more publicity than normal users. To increase official Weibo and to certify Weibo, meanwhile, they can deliver Ju Zhou Kan messages, and the company can find and get more potential customers.

To find more potential customers, it can be through of searching for keywords like real estate, or hot topics of social problems or information. Users who pay attention on these Weibos would be interested in Ju Zhou Kan official Weibo. Transfer customers between on line and off line. On-line customers are Weibo fans. Off-line customers are magazines' readers. It can increase in both parts of the company visibility.

Micro blogging plan modifies everyday has different subjects in a week. According to the content popularity, real estate professional knowledge and real estate business news mention everyday. Company activities mention before and after the activities, and then other information mentions sometimes. For instant, before the activities, send some activities' introduction and posters in the Weibo. After the activities, send some activities pictures and customers' feedbacks into Weibo. During this period, real estate business news could post in the morning time, and company information can send after the activities' information. In the meanwhile, answer customers' questions and deal with the customers' problems. Before the day of the magazine issued, post some extracts of Ju Zhou Kan magazine and mention some words from the magazine. It uses to attract fans and customers to pay attention to Ju Zhou Kan magazine. Quantity is another important for Weibo marketing. Use mass message to attract users and customers and do not give potential customers to any lost chances.

Mix three Weibo marketing strategies into the practice. Emotion marketing through micro blogging with a heart, Ju Zhou Kan official Weibo need to say every word with heart and think about customers. The company can get some loyal fans, and then word of mouth is working. Weibo's characteristic is one to N to N. Company Ju Zhou Kan spreads quickly. In this process, interactive marketing is working all the time. Ju Zhou Kan organizes activities, answers questions and communicates with customers. Try to increase customer trust and satisfaction.

At last, Weibo could become a platform of Ju Zhou Kan customer relationship management and advertisement. And customers will want to get professional information from the company Ju Zhou Kan, and trust and be satisfied with the company. In the process, it also increases the visibility.

5.3 The result and further suggestions

The result of Company Ju Zhou Kan is quite good. This new service costs less and fits in the finance of the company. Company Ju Zhou Kan's visibility increases obviously, like increasing subscribers and the more real estate advertisements published in the magazine Ju Zhou Kan. About the trust, the magazine has a platform free for personal house advertisements. Before creating Weibo service, customers doubt the information on this platform, and doubt whether advertisements of private house is totally free. After using the Weibo, customers would like to try to trust Ju Zhou Kan. Customers are willing to connect with customer service and get more house information. About customer satisfaction, Ju Zhou Kan deals with customers' problems in time and gets more feedbacks from customers. For example, complaints of magazine delivery can connect customers and handle delivery problems in time through phone calls and say sorry to customers and get feedbacks through Weibo. It helps Ju Zhou Kan to improve the customer service and increase customer satisfaction.

The Weibo platform will offer more functions for enterprise official Weibo in future. More and more Weibo marketing strategies will be for company to have a systematic promotion. For the company Ju Zhou Kan, Weibo will continue to be the best platform to promote the magazine and manage customers. In the future, there will be a big competition in the real estate magazine, and it also will have a big competition in the real estate official Weibo. Public praise will be important to Ju Zhou Kan. The long history and good public praise will be a strong competitive advantage in the future. Keep quality service and word of mouth will be a sustainable strategy.

There are some further suggestions for using social media to promote the company Ju Zhou Kan. 6 different kinds of social media have each advantage. If the company financial situation allows, the company analyzes the customers' data, and then ac-

According to the different characteristics of customers use different types of social media to advertise the company and the magazine. It also can attract potential customers in different platforms. For example, using the blog, the target group of the blog is who want to know specific information about the real estate aspects. Using the forum. Many people like to communicate with others who are interested in same topic in the forum. The company could as a person to join into the conversation. Sometimes, promoting words from a person are more acceptant than promoting words from a company. Using more kinds of social media increases the company competitive advantages.

Company Ju Zhou Kan also can create applications in the platforms, like Apple application and Android application.

6 CONCLUSION

The thesis subject is to create a new service for Company Ju Zhou Kan. Company Ju Zhou Kan is a small real estate magazine company in Kunming, China. Thesis background and research are in the Kunming area.

This thesis through questionnaire and own experience collects information. The questionnaire is for analyzing aspects of Weibo. Target group of the questionnaire focuses on four ages' crowds. The thesis has two analyses of the present external environment PESTLE analysis and using Weibo for Company Ju Zhou Kan SWOT analysis. At the same time, it can have a basic understanding of social media, Weibo and each marketing strategies. After putting all the information together, make sure the new Weibo service is suitable for Company Ju Zhou Kan. Rely on the theory of Weibo marketing and social media marketing to make a whole marketing plan and accomplish the plan.

Traditional media and new media combine to be an innovation. Magazine Ju Zhou Kan and Weibo are complementary for each advantage and disadvantage. Traditional media magazine Ju Zhou Kan lacks of communication with customers and getting

customers feedbacks. New media's characteristic is instantaneous interaction with users by comments and briefly content. The feature of the new media Weibo makes up the Ju Zhou Kan's shortages. Put them together can improve the customer service and increase the competition of Company Ju Zhou Kan. The cost of Weibo is as little as possible. It is suitable for the company which has a small budget to promote and improve.

Research and study of this thesis are limited to a small real estate magazine company. For big companies or other industries, it needs to have more researches and theories. There is another limitation, the time. Even though this new service is already implemented more than one year, the time of the real work is less than 5 months in 2 periods. If the real work is in enough time without a break, the result maybe is better than this case.

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WEIBO QUESTIONNAIRE

Age	_____	Gender	_____	
Education	_____	Occupation	_____	
1. Do you know Weibo?				
-Yes				
-No				
2. How many person in your friend circle use Weibo?				
Less than 5	5-10	More than 10		
3. Which Weibo do you know? (multiple)				
Tencent	Sina	Neteast		
Twitter	Bai Du	Plunk		
Others _____				
4. Do you have an account for Weibo? If you have, which company?				
-Yes, _____				
-No				
5. If you do not have Weibo account or do not concern Weibo, do you want to have a look at Weibo? If no, why?				
-Yes				
-No _____				
6. How often do you use Weibo?				
1 hour	1 day	1 month	1 year	Never
7. What kind of Weibo are you interested in? (multiple)				
Famous person	Real Estate	Literature	Technology	

Entertainments Fashion Finance Sports Others_____

8. What do you usually do in the Weibo? (multiple)

News Study Chat Gossip Stars

Others_____

9. Do you usually accept the content of Weibo?

Accept General Not at all Not sure

10. Do you believe the Weibo content of user authentication?

Trust General Not at all Not sure

11. What do you do after you read a nice Weibo? (multiple)

Forwarding Collection Recommend to others

Comments Concern the writer Nothing

12. Do you want to join Weibo interest group?

-Yes

-No

-I do not know.

13. Do you willing to recommend Weibo to your friends? If no, why?

-Yes

-No _____

-Not sure