

Introduction to the WeChat marketing advantages and development prospects

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Degree Programme in International Business
International Marketing

Field of Study Social Sciences, Business and Administration			
Degree Programme Degree Programme in International Business			
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Title of Thesis Introduction to the WeChat marketing advantages and development prospects			
Date	08.04.2014	Pages/Appendices	33+5
Supervisor(s) Jukka Suonio			
Client Organisation/Partners			
<p>Abstract</p> <p>WeChat is evolved into a large commercial trading platform, and this can be the further reasearch of this thesis. According to the development of WeChat, the consumers can realize the integration servie mode of the commodity inquiry, the choose and buy, experience, interactive, online ordering and paying, as long as consumers by WeChat platform..</p> <p>The objective of this thesis was to introduce the advantages of WeChat and its development prospects. The main research is focus on the analysis on e-commerce marketing mode which based on the medium of WeChat. Firstly, it has described the pros and cons of WeChat marketing, and then analysed the major pattens of WeChat marketing by the way of observating and studying. In order to further understand the WeChat marketing, WeChat marketing survey had been opened up, which there were 220 respondents has been filled the questionnaires. At last, listed the problems that may occur when we apply the WeChat marketing.</p> <p>To conclusion of this thesis is to show the great development space WeChat marketing has at the present, which along with the more and more mobile phone users strat using WeChat. WeChat marketing arises at the historic moment, currently is in the primary stage, and there are many aspects need to be improved.</p> <p>WeChat is evolved into a large commercial trading platform, and this can be the further reasearch of this thesis. According to the development of WeChat, the consumers can realize the integration servie mode of the commodity inquiry, the choose and buy, experience, interactive, online ordering and paying, as long as consumers by WeChat platform.</p>			
Keywords WeChat, WeChat Marketing, Development Prospects			

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SYMBOLS AND ABBREVIATIONS

SMS	Short Messaging Service
MMS	Multimedia Messaging Service
IM	Instant Messaging
QQ	Tencent's instant messaging tool
IOS	IPhone Operation System
Drift Bottle	One of feature in WeChat
PC	Personal Computer
QR Code	Quick Response Code
O2O	Online 2 Offline
LBS	Location Based Services
GPS	Satellite Positioning System
K5	The name of one Convenience Store
Multi Text	Mass Message
SNS	Social Networking Services

1 INTRODUCTION

Nowadays, in the taking market demand as the leading economic era, consumer's demand presents the characteristics of refinement and diversification, and niche market increasingly mature. At the same time, in the Internet technology rapid progress and application of stimuli, the pace of development of whole market is also accelerating. Then the enterprises need to establish a set of flexible management thoughts, and constantly optimize the structure of enterprises and related services, in order to easily respond to the unpredictable market changes.

Marketing as an importantly auxiliary part of enterprise profit, was treated as a winner's magic weapon by a great number of business operators. However, the traditional promotion methods can not meet the demand of fine market, we need to find a more efficient way of marketing during the business investment returns are falling.

With the rapid development of Internet economy, as well as the rapidly of marketing industry which with network platform. Their whole service level present a stepwise increase and appeared the precision marketing model that is basic on the mobile network technology.

In this environment, WeChat marketing is a way of network marketing which is accompanied by WeChat of heat produced that has no distance limit, can be registered by the user with the surrounding the same "friends" to form a connection after registration WeChat, users subscribe to the required information, then businesses provide the information to meet the needs of users, and promote their own peer-to-peer marketing of the products.

2 WECHAT AND WECHAT MARKETING

2.1 WeChat

WeChat is a free application which provides instant messaging for the intelligent terminal by Tencent Company. It is not only a message system, but also is an interactive system. It has become one of essential communication tools on the mobile terminal nowadays. [W1]

Tencent holdings co., LTD., referred to as Tencent, it is one of the largest internet comprehensive service providers currently in China, and also one of the most service users' internet company in China. Tencent established in November 1998, and listed on the Hong Kong stock exchange June 16 of 2004. The number of employees is 20000 (2012), the annual profits is 60.437 billion Yuan (2013), and nowadays the market value of Tencent is over 547 billion Yuan. [W5]

2.1.1 The Definition of WeChat

WeChat is a mobile phone chat software which launched by Tencent company on January 21st of 2011. The user can send speech short letter, video, images and text through the rapidly network. WeChat supports for multiple people talk and chat with good friends in more form which is similar to the SMS, MMS, etc. The software of WeChat itself completely is free, and it will not charge for using any function, produced by the WeChat online traffic fee is charged only by the network operators. By the end of 2013, there are five hundred million registered users according to the WeChat statistics. [W2]

2.1.2 The Development of WeChat

At the beginning, WeChat is similar to a walkie-talkie that not only can send and receive a few pictures, but also has the function of text-messaging. With the development of science and technology, in order to meet the requirement of customer, the function of WeChat is becoming more and more perfect, and provides more perfect service for the majority of users. At present, WeChat already can support text messaging, audio information, image information and video information. We can receive QQ email, and locate at any time, add friends from drift bottle, use QQ account to

login and other functions. The escalating optimizations make the products more perfect, and it is supported by the masses of users in the recent years. [W1]

The definition of WeChat have been changed from the earliest of “send photos by free text messages” to “ the most fashionable mobile phone voice intercom software”, and now is the most views of mobile communications software, the users have broken through five hundred million and it has a lot of space to develop in the future. [W1]

2.1.3 The Features of WeChat

WeChat is a kind of Instant Messaging (IM) that is more quickly, which with zero rates. Cross-platform communication, displays real-time input state and other functions, compared with the traditional way of SMS (Short Messaging Service) communication, it is not only more flexible and intelligent, but also saves money. [W5]

WeChat has the following features:

- 1) Has a Variety of Functions, and Intergradation with QQ.

At present, the development of WeChat toward functional diversification, and able to receive QQ message, QQ mail, weibo and so on, it is able to support voice information, image information and video information. [W5]

- 2) Multi-Platform

WeChat has been developed into a software version which can support among multiple systems, such as IOS, Android, Symbian, windows and so on, so it support the iPhone, Android, windows phone and Symbian platform to send and receive messages. [W5]

- 3) Provincial Flow

The data flow is very small which is occupied by WeChat, photos and videos are compressed before transmit, so that WeChat can save the flow. [W5]

- 4) Convenient and Efficient into Life

Because with the help of the mobile PC and the function diversity, WeChat's users can use more convenient and efficient into life, so the e-commerce marketing is developed and perfected by the help of WeChat. [W5]

2.2 WeChat Marketing

2.2.1 The Concept of WeChat Marketing

WeChat marketing is based on WeChat as a marketing platform by looking for WeChat account to add QQ friends and other ways, in order to find WeChat friends. Every WeChat friend is potential marketing object, and hence every enterprise can post the information about company and their products by WeChat public flat, and then establish a good corporate image and product image in front of their customers. The company can communicate with you by daily update, or the topic people who are interested, so that you can achieve marketing purpose at the end, in this way WeChat marketing is emerging. [W3]

2.2.2 The Feasibility of WeChat Marketing

January 21st in 2011, Tencent published WeChat which was a kind of instant messaging application. It supports sending voice messages, images, text and group chat. Till March of 29th, 2012, the WeChat users have broken through one hundred million, which is one third of the registered users of Sina Weibo. And the user of WeChat also has been increased month by month, under Tencent QQ mailbox, all kinds of outdoor advertising and its products' continuous publicity and promotion. [W1]

According to the official figures that announced by WeChat in November in 2011, there were 20 million active users in 50 million users in China, and more than 50% users are 25 to 30 years old, mainly distributed in the fist-line cities, over 24% users' career is the white collar. On August 18th of 2012, WeChat has quietly issued the public platform, IOS, Android, Symbian platform users are accounted for 25%, 25% and 50% respectively, and most of them are transited from Tencent's various products. [W1]

3 PROS AND CONS OF WECHAT MARKETING ANALYSIS

3.1 Pros of WeChat Marketing

3.1.1 Low Marketing Costs

Compared with high cost of traditional marketing, WeChat marketing costs are low. The use of WeChat software itself is free, and all sorts of functions will not charge fees when we use, but relatively low traffic fees charged by the network operator during WeChat of internet traffic. In somehow, from WeChat registered, open and usage is almost free, so the marketing activity through WeChat is also very low cost. [W4]

3.1.2 Marketing Positioning Precision

WeChat public accounts let the classification of the fans are more diversified, which can achieve precise message delivery through the background of user groups and regional control. That is to say, we can put different fans into the different classification, after that they can achieve precise message according to the characteristics of users at the time of information distribution. [W4]

3.1.3 Diversified Marketing

WeChat is more diversified by comparison to single way of traditional marketing, WeChat not only supports text, but also voice and mixed text editing, as an ordinary public account, and we can mass send the content of three categories, which are text, image and voice. However, with a certificated public account, it will have a higher authority to send more beautiful graphic information. Especially the voice and video that can reduce the distance between users, and that make the marketing activities more vivid, more interesting and more conducive to marketing campaigns. [W4]

3.1.4 Humanized Marketing Way

WeChat marketing is close to users and leaves alone, users can choose and accept by the permission based, the content delivery of WeChat public account not only can active push, but also can give the power of information received to the users, which

allows users to choose their own interest, such as you can check the related content when you reply on a keyword, in this way the process of marketing is changed into more humanized. [W4]

3.1.5 High Marketing Message Arrival Rate

WeChat marketing is a very effective mode of network marketing, because each message is sent in the form of push notifications, users are subscribing to the required information, then businesses by providing information to meet the needs of users, finally promote their own peer-to-peer marketing of the products. It let users be initiative and have the ability of “Excellent” to push information, the information arrival rate is 100%. [W4]

3.2 Cons of WeChat Marketing

WeChat is a closed platform, which makes up of friend circle, and between circle and circle is closed, then low transmission efficiency. There is a problem that WeChat does not show the status of whether or not online, and many individual users cannot communicate with each other in the nick of time. [W6]

This problem has no effect on enterprise to send information, and then users can receive information as long as they have an attention to subscribe to the public platform of enterprise. But there is very headache problem to enterprise which is the certification. The public certification needs to have 1000 concerned users according to the requirement of WeChat, it may have some troubles for the small brand or small businesses. [W6]

4 WECHAT MARKETING PATTERNS ANALYSIS AND CASE STUDY

4.1 Drift Bottle

Nowadays, many customers like the simple interaction with strangers, with drift bottle in WeChat, people can make anonymous dating by throwing bottles and gaining bottles, there are mainly two simple functions of drift bottle:

- a) "Throw", the user can choose voice or text and then throw into the sea.
- b) "Pick Up", we can "get" from the sea among thousands of users' bottles, but each user only have 20 times chances to pick up bottles in a day. [B3]

On account of WeChat official setting for the drift bottle, there are a great many business opportunities to the merchants, they do activities to promote by throwing drift bottles. In this way, the number of "Drift bottle" is increased within a certain period of time during the cooperation business promotion activities, and then the ordinary users "get" to the frequency also increase. [B3]

In the application of WeChat, one of successful case is China Merchants Bank's "Love drift bottle" user interactive activities. The WeChat users can use "Drift bottle" function to pick up China Merchants Bank's bottle, and then China Merchant Bank will be through the "Small points, Micro charity" platform to help the children with autism after users' reply. There are media statistics that user will pick up one time of the "Love drift bottle" basically for every pick up ten bottles during this activity. However, the content of the bottles are repeated, if you can provide more diversified and flexible information, the user's participation will be higher. [B3]

China Merchants Bank with the method of drift bottle in promoting link, and accelerated the increased of fans, its real point is the function of querying account balance by bank credit card center's WeChat official account. Customers can through binding their own WeChat account and credit card information, and then query the credit limit, the account can return to a part of the keyword related interactive content. Part of the telephone banking service is realized by this WeChat official account, and other bank's function continues to increase at the same time. [B3]

4.2 Permission to Push Type of Interaction

WeChat public platform is a new functional module on the basis of WeChat invented by Tencent Company, individuals and enterprises can gain a WeChat public account through this platform, which can send five categories of content, such as mass text, images, voice, video and graphic news. WeChat public platform now support PC, mobile internet website login and mass information while blinding to a private account. [B3]

Through one-to-one push, the brand can carry out the personalized interactive activities with “fans”, and then provide a more direct interactive experience. In the implementation of Starbucks, after the users add “Starbucks China” as a friend, when the users send an emoticon, Starbucks will send the music album of nature to wake back to the application according to the mood of users. [B3]

Starting from the stores throughout the country, and then let the regular customers become the fans of Starbucks’ WeChat public platform, reuse activities way to let fans recommend to their friend autonomous, make the fans of Starbucks’ WeChat public platform grow fast in a short period. Starbucks according to the characteristics of target population with detail analyzed, and its function of WeChat public platform get fully development at the same time. Difference from the traditional business model, the radiating surface area is bigger and the user participation get higher, it is not subject to the limit of time and place. The case of Starbucks has shown out the WeChat’s advantages to timeliness, personalization and interactive. [B3]

4.3 Chatting Type Dialogue

WeChat open platform now has provided the basic function of session, let the brands do interactive communication between the users, however because of chatting type dialogue is more targeted, the brands need to put into a lot of manpower costs certainly. [B2]

Take Durex for example, which is the world famous brand of sexual health. On December 11 of 2012, the WeChat open platform of Durex had pushed the activities of “I want to welfare” and the WeChat team of Durex had set up the eight people chatting group that is dialogue with real users. It in an interesting way for the user to do “sex talk said love” through WeChat. Durex not only have the chatting team, but also

made more than 200 information reply and start the semantic analysis of user research. There were tens of thousands of fans for these 10 boxed set just within two hours. [B2]

4.4 Scan QR Code

The users only need to use a mobile phone scan merchant's unique QR code, which you can get an electronic membership card which is stored in WeChat. With this electronic membership card immediately, users can enjoy the member discount and service provided by the merchants. And the business can set their own brand of QR code, use discounts and preferential to attract users, finally exploit O2O marketing mode. [B2]

The coastal city of Shenzhen shopping mall launch "Open WeChat membership card" As long as WeChat users use WeChat scan the coastal city exclusive QR code, then you can get the coastal city mobile phone membership card, the customer is able to enjoy preferential privilege over the coastal city merchant with this membership card. [B2]

4.5 Open Platform and Social Sharing

Application developers have access to the third party application through opening interface of WeChat, the LOGO of application can be put into attachment bar, and let users easily in the session called the third party application content choose and share. [B2]

Meilishuo is the largest e-commerce platform of woman's fashion shopping in China, and it is dedicated to female users with the most popular fashion shopping experience, there are more than 55 million registered young fashionable women nowadays. The users can share the contents of Meilishuo to WeChat, due to the WeChat users have a more intimate relationship between each other, when the users share the goods of Meilishuo with other friends, and it has completed a valid to word of mouth marketing. [B2]

4.6 LBS-People Nearby

The current internet advertising is mainly displayed with extensive media promotion, which is based on the model of high cost advertising and the effective arrival rate is low. In contrast, the position location model based on LBS application can make the advertising push with accurate delivery and lower cost. Location-based Services is a value-added service which makes up of mobile communication network and satellite positioning system (GPS) together, through the geographical position location, users can conveniently query nearby the business information of dining, shopping, leisure entertainment and so on, they also can download the electronic coupons that provided from the merchants, view the comments and get the merchant's coupon through mobile check-in, etc. [B2]

When the K5 convenience store opened, it had used of two WeChat's functions of "People Nearby" and "Greetings", and success in pushing the open reward information to the nearby potential customers, the activity has been successful to promote new stores by using WeChat's signature marketing. [B2]

5 THE SURVEY OF WECHAT MARKETING

5.1 Survey Background

WeChat marketing is a marketing mode innovation by the enterprises during the network economy era, and is way of network marketing which accompanied by the heat produced of WeChat. WeChat has no distance limit, after user the registration, they can contact the surrounded “Friends” that those also registered in WeChat. The users are subscribing to the required information, then businesses by providing information to meet the needs of users, finally promote their own peer-to-peer marketing of the products.

5.2 General Information about the Survey

In order to further understand the WeChat marketing, WeChat marketing survey had been opened up on. The primary data was acquired by the professional online questionnaire survey platform. The questionnaire is published on 10th January, 2014 which based on WeChat users’ viewpoint. So as to making the primary information more valuable and reliable, there were 220 respondents who have been filled the questionnaires.

5.3 Date Statistics

There are two parts in this chapter. The first part is concerning about the results of questionnaire at the appendix, and they are shown into the form of charts as following. The second part is the summary of research.

5.3.1 Research Results

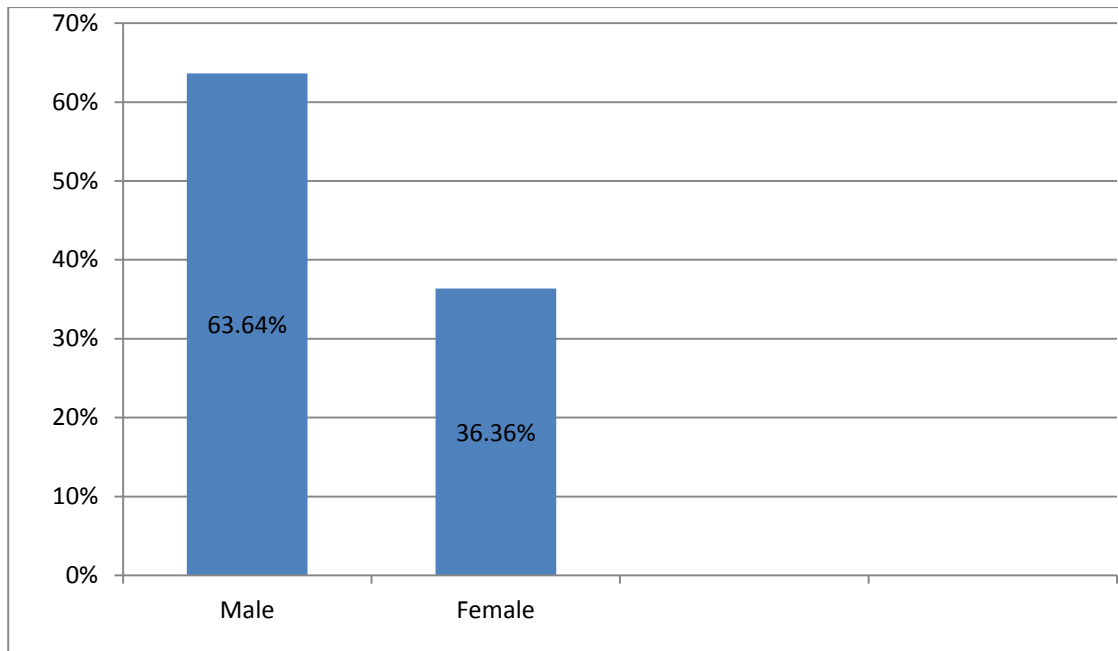


Figure 5.1 The Categories of Gender that the respondents (number=220).

The question asks about the status that the gender of respondents. Figure 5.1 refers that 140 male and 80 female respondents were asked to fill the questionnaires, and the number of male WeChat users is more than that of female users.

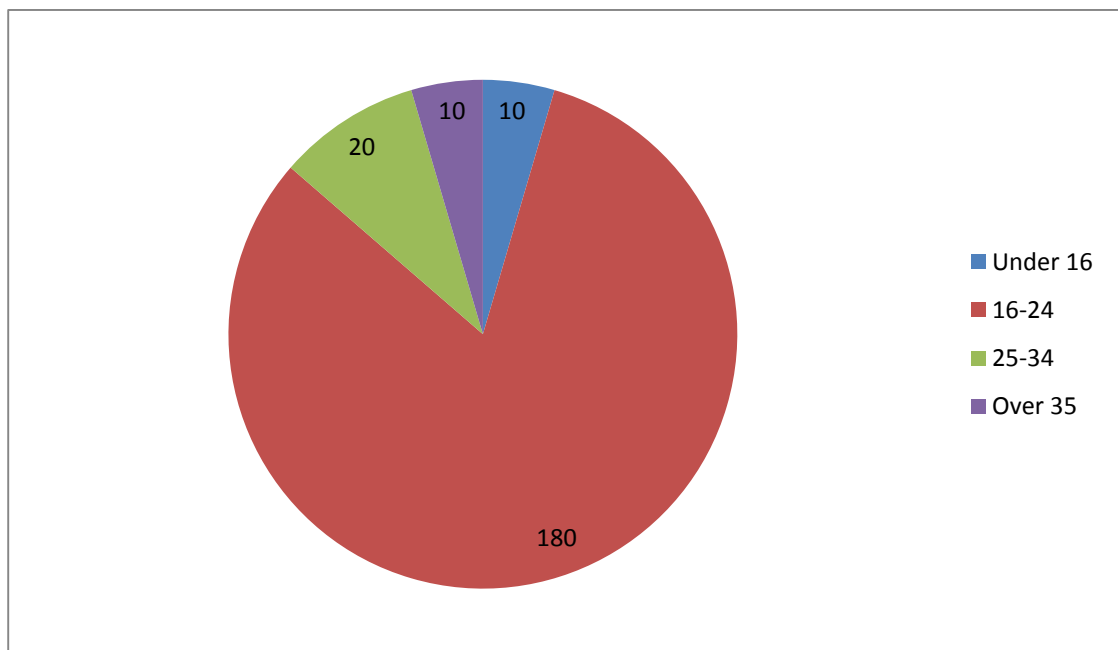


Figure 5.2 Age distribution from The respondents (number=220).

The figure 5.2 shows the age distribution of respondents during this survey. The percentages of age distribution are: under 16 years old is 5%, between 16 to 24 years old is 82%, and from 25 to 34 years old is 9%, over 35 years old is 5%. The audiences of WeChat are mostly young people, which the age within 16 to 25 years old.

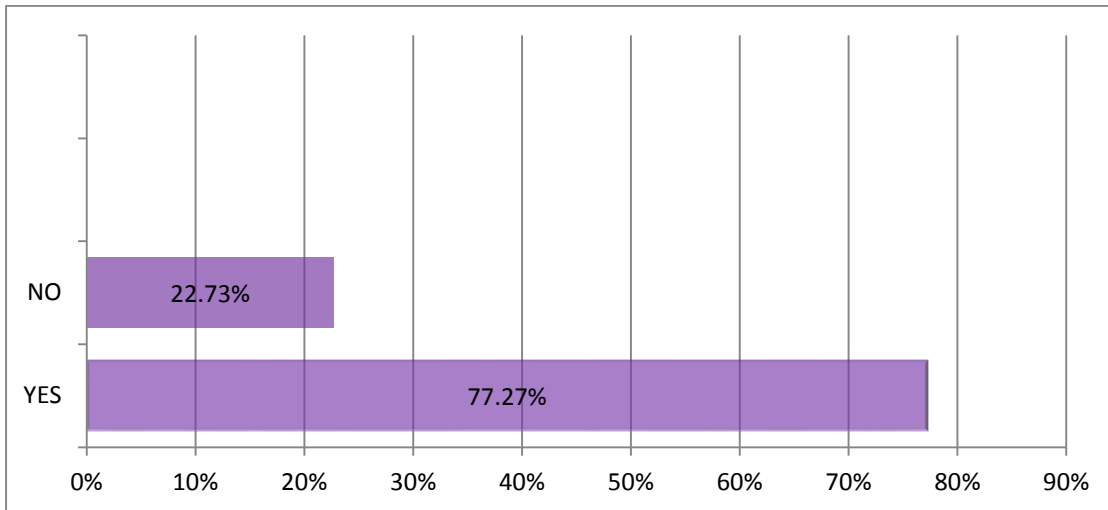


Figure 5.3 The experience of WeChat usage for the respondents (number=220).

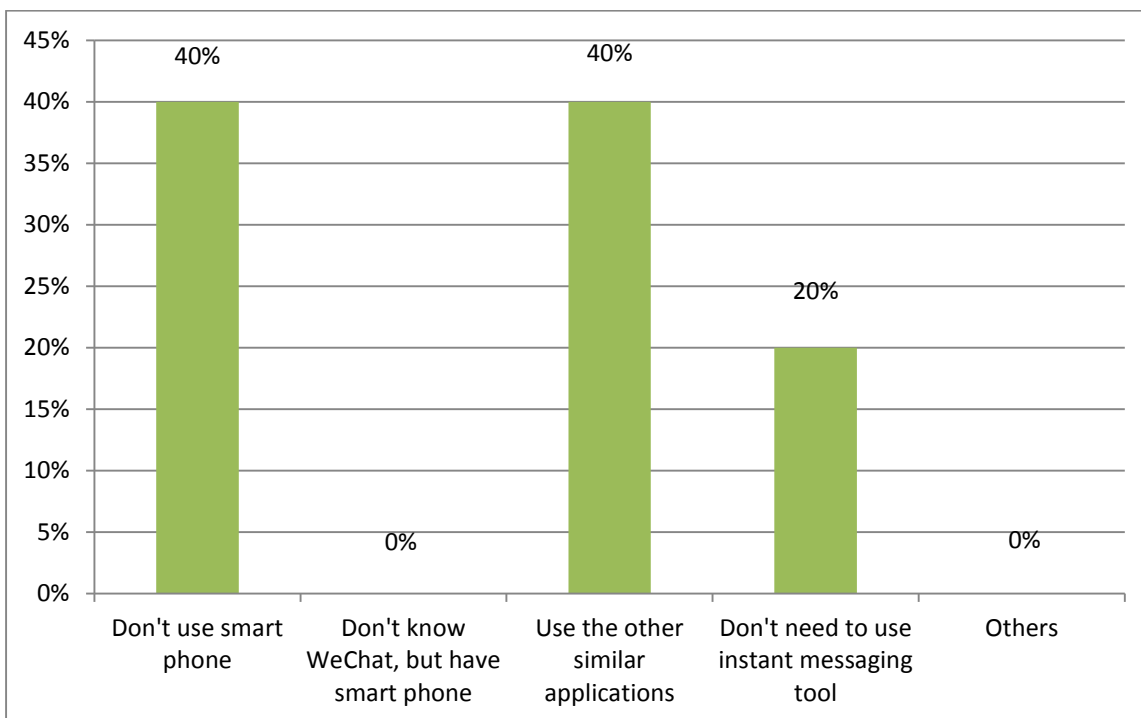


Figure 5.4 The reasons of why not use WeChat (number=50).

The question of figure 5.3 aims to know the situation of the usage about WeChat among the whole group of respondents. The figure shows that there are still around 30% respondents who never use WeChat. While Figure 5.4 shows the reasons that

why these respondents do use WeChat, most of them do not use smart phone and do not use instant messaging tool at all, nevertheless more and more people are using smartphone, there will be more people using WeChat gradually in the near future. About 40% respondents are using the other similar applications, such as LINE from Japan, LaiWang from Alibaba and so on.

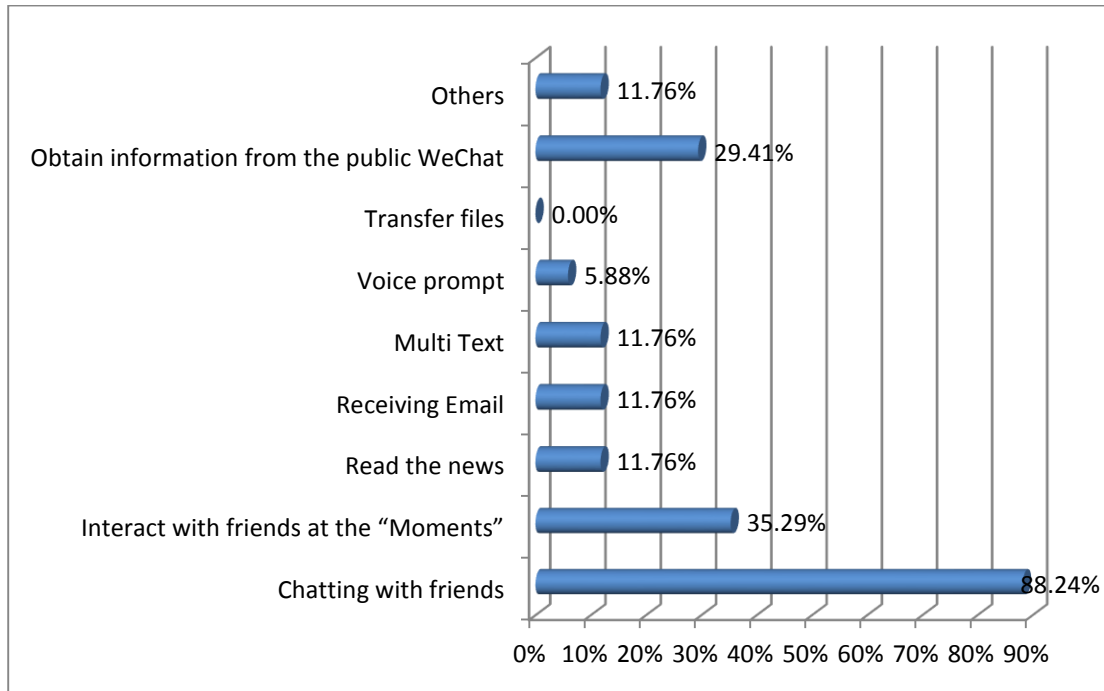


Figure 5.5 The main purposes of using WeChat (number = 170).

The question is "What is your main purpose on using WeChat?", and it is a multiple choices question. From the chart it can indicate that the main purpose is to chat with friends, WeChat as an instant messaging tool be created at the beginning, there are about 80% respondents who have chosen to chat with friends as the purpose of using WeChat. Interacting with friends at the "Moments" is the second main purpose and the following obtain information from the public WeChat. There are only few respondents choosing the related functions of chatting tool as the answer, such as receiving Email, reading news and Multi Text. The reason may be that the users have got used to do these affairs on the other similar applications. According to the survey, in the amount of 170 respondents, there is no one who chooses the option of transfer files as their main purpose.

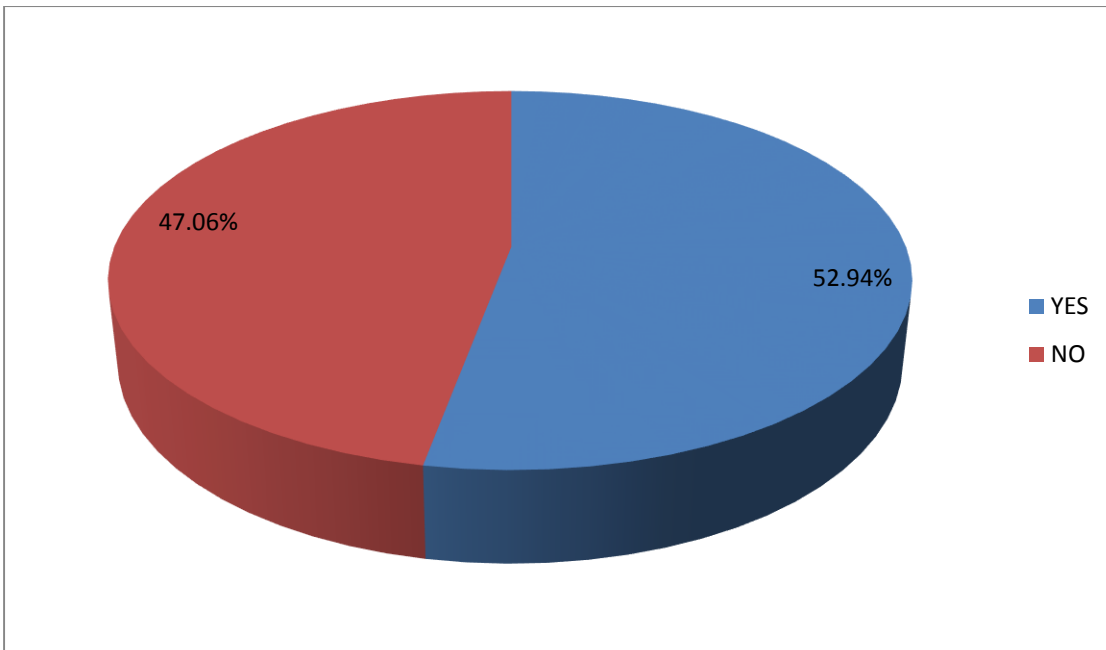


Figure 5.6 Perception of WeChat public platform (number=170).

Among the 170 active information seeker of the whole group of the respondents, 90 of them have known about the WeChat public platform, and it accounts to around 53% of the respondents. The rest of 80 respondents do not know what the WeChat public platform is, even now they are using the application of WeChat, which account to 47% of the group of respondents.

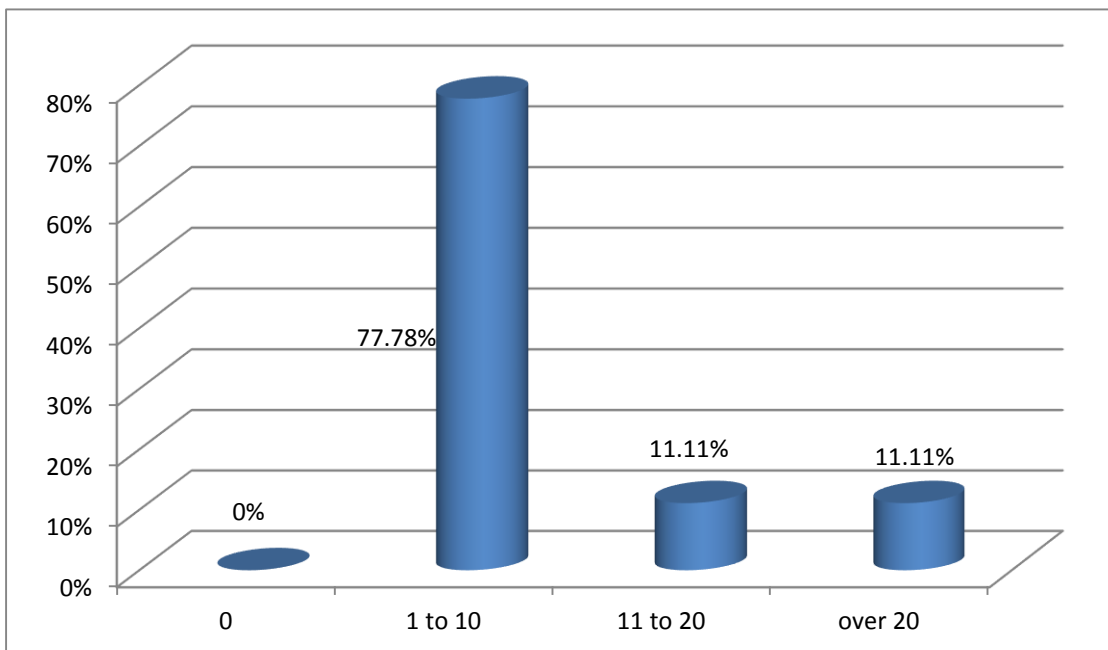


Figure 5.7 The amount of attention of public platform account (number=90).

The question of figure 5.7 aims to ask the number of public platform account which respondents focus on, and it is on the basis of figure 6 above, so that there are 90 respondents have answered this question. The figure shows that there are 78% of respondents 70 people who have paid close attention to the number of WeChat public account which amount from 1 to 10. Then there are both takes over 11% of respondents who would like to pay attention on the amount of 11 to 20 and over 20 of WeChat public accounts. It is a great phenomenon that all the group of respondents would like to focus on at least one WeChat public platform.

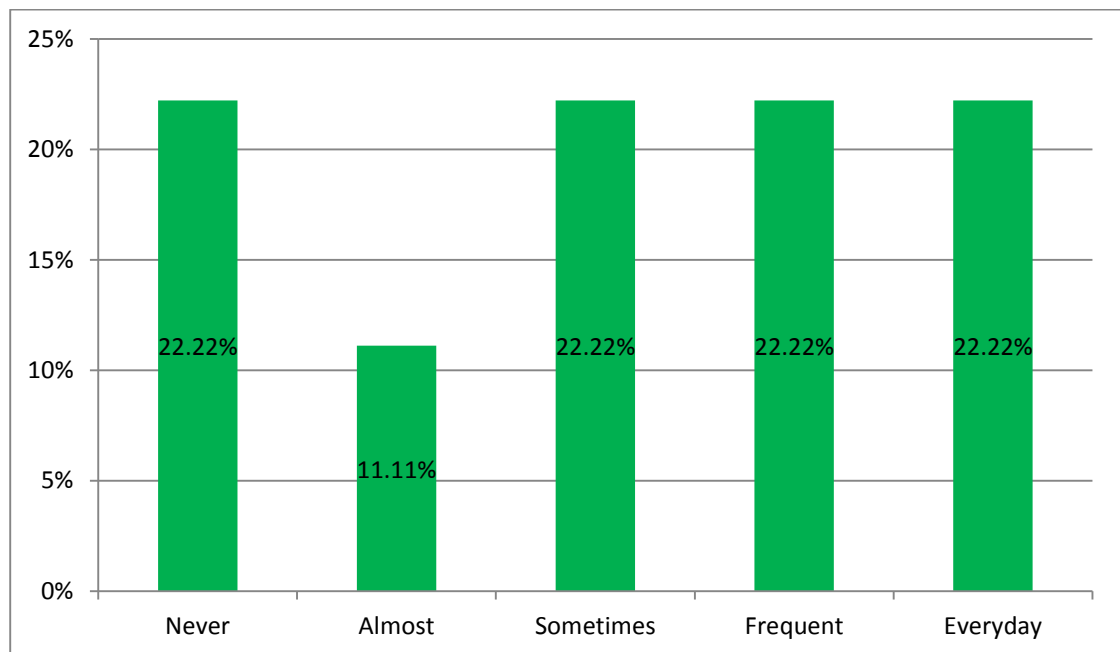


Figure 5.8 Frequency of utilization for WeChat public platform (number =90).

The question is “How often do you use WeChat public platform?” that aims to gain a better understanding about the frequency of utilization for WeChat public platform. There are 20 respondents who have never used WeChat public platform and the percentage is 22%, and the other 10 respondents accounts 11% of the total, they almost do not use WeChat public platform. The rest of 60 respondents are divided into three groups, 20 for sometimes, 20 for frequent and the other 20 for every day that they takes up the same percentage of 20% in totally.

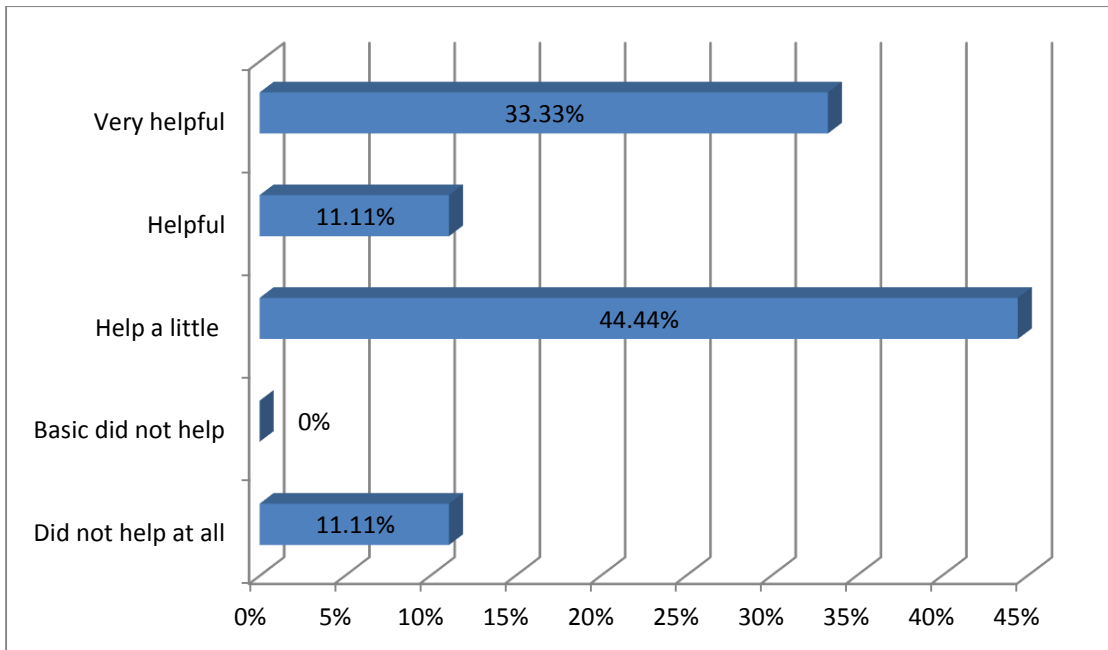


Figure 5.9 Level of helpfulness with the information from WeChat public platform (number=90).

According to the figure 5.9, there are almost 90% respondents generally thinking of that the information from WeChat public platform is helpful to them. Among 30 people who are 34% of all the respondents say that the information is very helpful when they are looking for the related information they wanted, while 45% of the respondents insisted that it only help a little bit. But there is still 11% among the 90 respondents who have filled in the answer without any help.

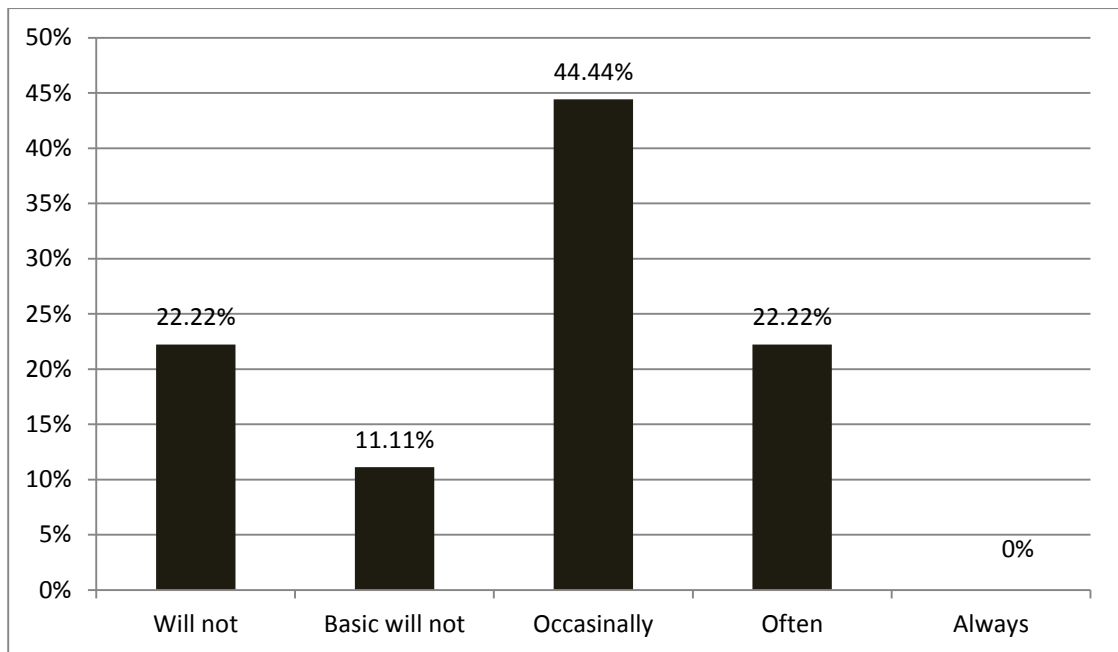


Figure 5.10 The initiative of the activities by the users of public platform (number = 90).

It can be seen from the figure 5.10 that more than 65% of respondents would like to participate in the activities that pushes by the users of public platform, and it could be the reason that the information from public platform is helpful to them. About 10 respondents who have answered this question, they did not participate in these kinds of activities on the WeChat public platform. It is obvious that 20 people around 22% of all the respondents have no interest in participating of the activities by the users of public platform.

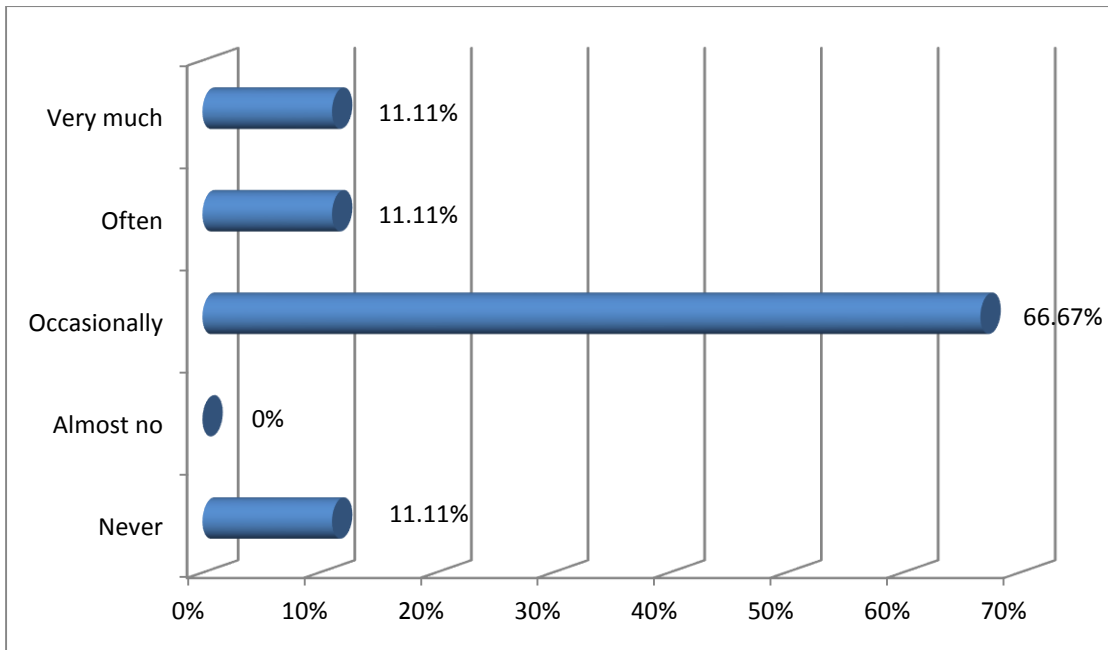


Figure 5.11 Buying inclination by the information from public platform (number=90).

Concerning the buying inclination by the information from public platform, the question asks about the status that will the dealers promote you to buy a commodity through the information from public platform. Figure 5.11 indicates that 60 people which are about 67% of all the respondents are by a commodity through the information occasionally when the dealers promote them to buy a commodity through WeChat. There are 11% of respondents who answered this question that would like to consume any commodity very much which promoted by the dealers. And another 11% of them thought that the information from public platform has often motivated them to do the expenditure. While the rest 11% of respondents are never go to shopping from the public platform.

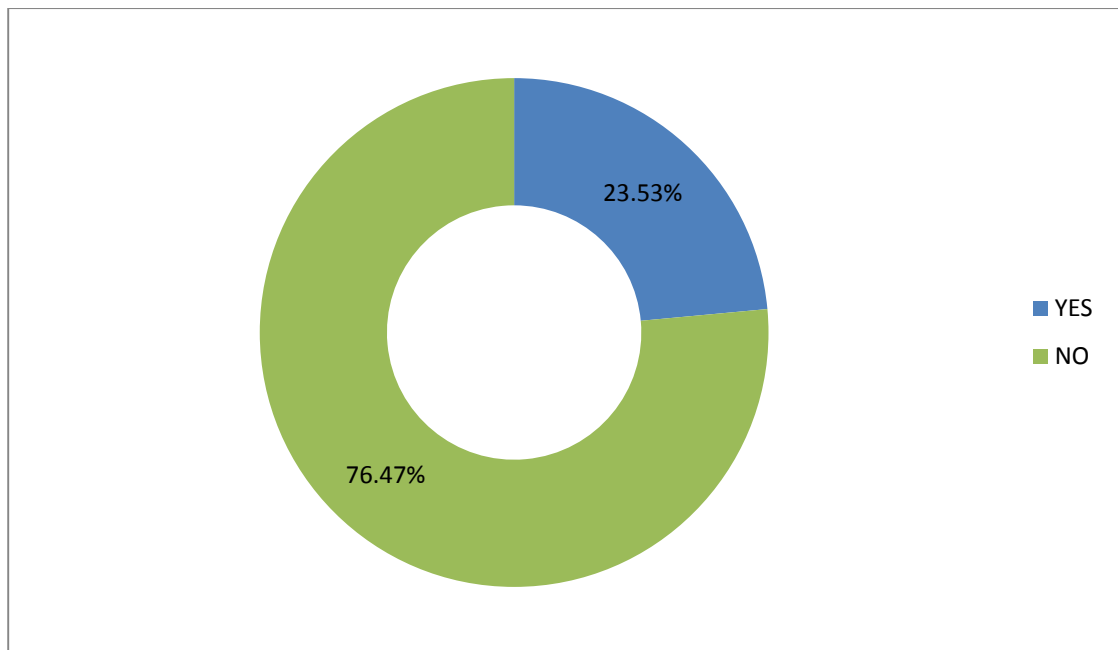


Figure 5.12 Inquiry of whether added some private business as a friend (number = 170).

The question of figure 5.12 is aiming to know the situation where how many respondents are ever added some private business as a friend, while they are not the WeChat public platform. And figure 5.12 is the following question of 5.6 that the respondents who did not know what are the WeChat public platform. There are about 76% of respondents 130 people, who did not have added any kinds of private business as a friend through WeChat, and the rest of respondents is interested to make friends with the private business, then added them into the their WeChat contacts.

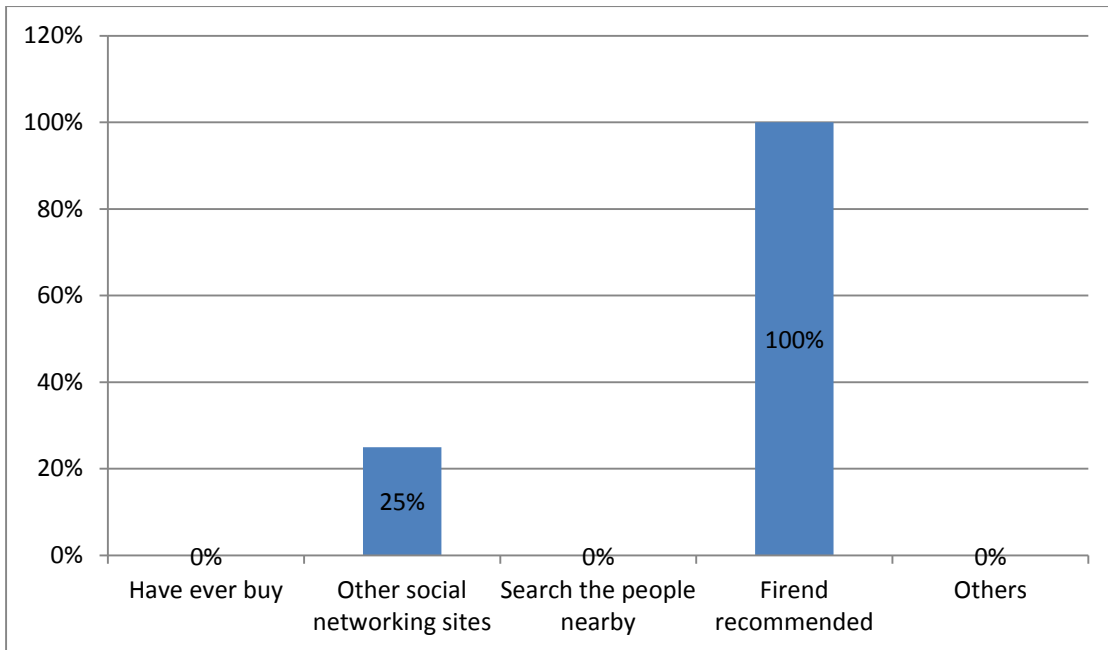


Figure 5.13 Information source from the WeChat merchants (number=40).

The question of figure 5.13 asks about the status that the information source from the the WeChat merchants, and it requests respondents to choose one or more options. The “Friend recommended” option have reached the percentage of 100%, it stands for that the respondents are not initiative to come into contact with the WeChat merchants. That is a great chance for WeChat merchants to promote their products constantly in the “Moments”, they use the friend recommended to attract the consumers by showing genuine counters, delivery sheet and store receipts. Another option has been chosen is “Other social networking sites” as the answer of getting the information of WeChat merchants.

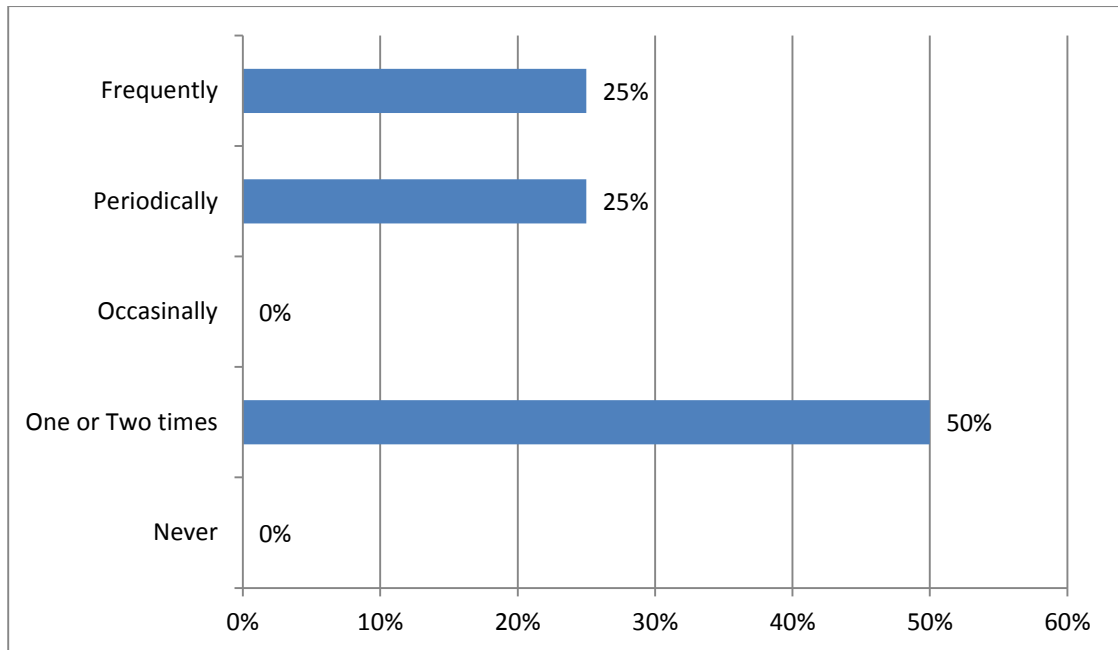


Figure 5.14 Frequency of shopping from WeChat merchants or the frequency of getting the information through them directly (number=40).

According to the figure 5.14, there are 50% respondents usually shopping or checking the information of commodity from the WeChat merchants, the frequency is only one or two times. And 10 of them that account to 25% of the whole group of the respondents are shopping periodically. However, there are some loyal customers would like to know the information of WeChat merchants frequently, the percentage of them is 25% as well.

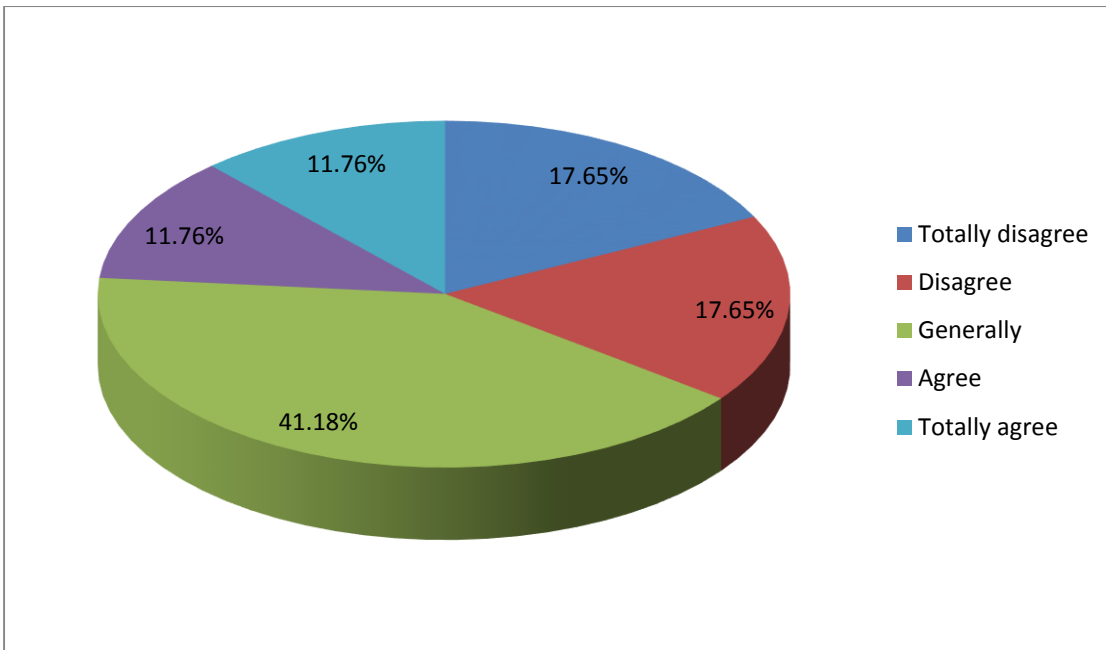


Figure 5.15 Reliability of the information pushed by WeChat merchants (number = 170).

The question is "Do you think of the pushed information from WeChat merchants will be more reliable than the other social networking sites?" And the percentage of the respondents thinking of the reliability of information pushed by WeChat merchants is: 11.76% totally agree, 11.76% agree, 41.18% generally agree, 17.65% disagree and 17.65% totally disagree.

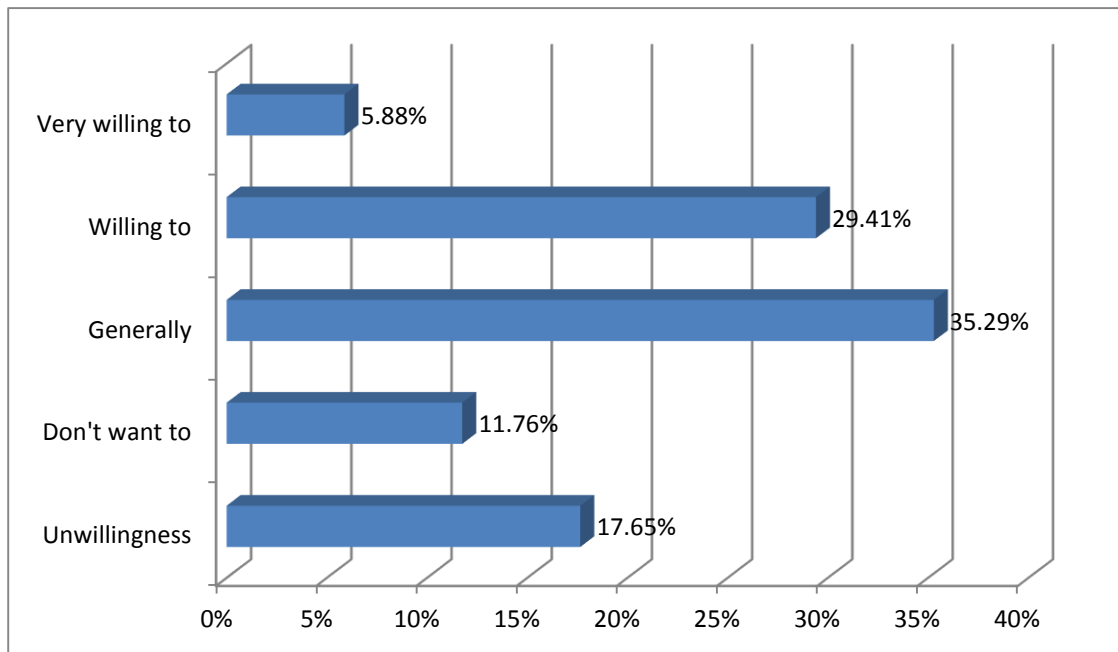


Figure 5.16 Intentions to share on the “Moments” (number = 170).

The question of figure 5.16 aims to know the intentions of the respondents to forward the good activity or product which they consider as good to their WeChat “Moments”. The figure shows there are nearly 6% of them who would love to share with their friends through WeChat. And about 30% of respondents 50 people who are totally unwilling to forward any kind of news which they consider as a good activity or product.

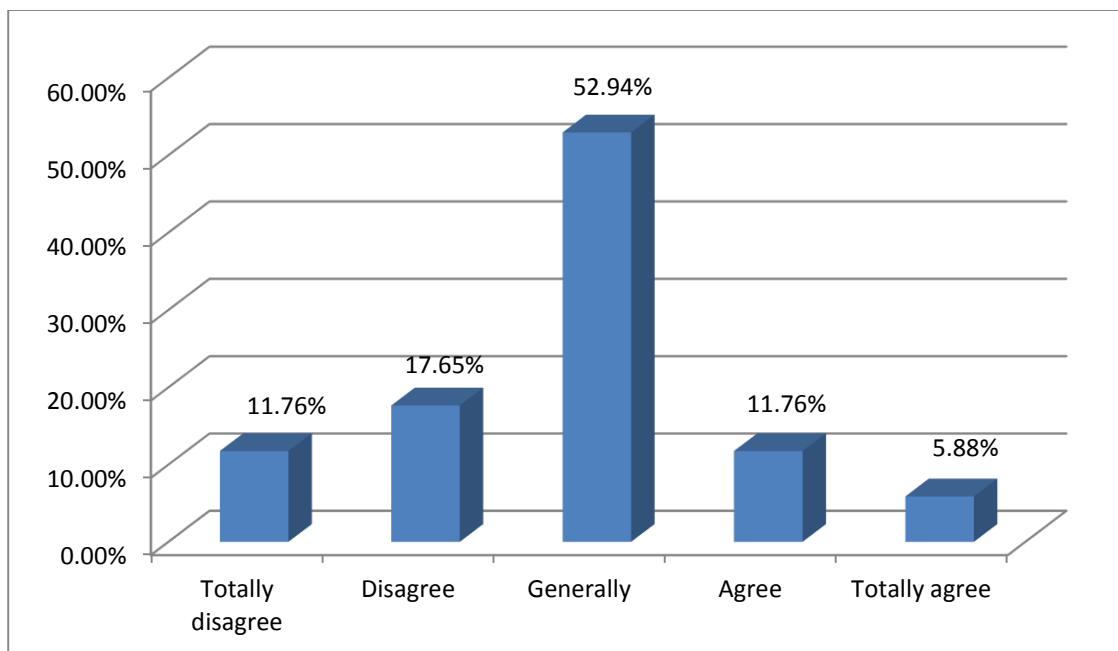


Figure 5.17 How do the respondents perceive the WeChat marketing (number = 170).

According to the figure 17, there are only 18% respondents who agree that the WeChat marketing is more acceptable than other marketing methods. It includes 20 people who think that WeChat marketing is one good way to promote during marketing, and the other 10 are totally agreed with it. Besides, there are 18% and the number is 30 people who do not agree with that WeChat marketing is one more acceptable way compared to other marketing methods, and 12% with the number 20 that are totally disagree this point of view.

5.3.2 Summary of Research Results

All in all, I have made a brief summary of the research results that the audiences of WeChat's age are mostly within 16 to 25 years old, and they are more youths, white-collars or high-end business people. Most people have used to use WeChat, and 77.27% of people often use it, it has shown that the potential population is very significant by using the WeChat as a means of network marketing.

6 THE DEVELOPMENT PROSPECTS OF WECHAT MARKETING

WeChat marketing has opened up a new era, in the WeChat model of network marketing, and it can get the large group of customers by the means of its functions and through the WeChat search. The enterprises can lock the potential customer base remain within doors by WeChat, and using its marketing system instantly send text, images, audio and even video, etc. WeChat is likely to become more business, and there are conditions to build a strong ecosystem in the future. There are two parts in this chapter. The first part is about the problems that may occur when we apply the WeChat marketing. The second part states the global development strategy of WeChat.

6.1 The Problems May Face In WeChat Marketing

6.1.1 The Safety to WeChat

Because of the WeChat in its infancy now, there is a diverse group in the online community, it exists some security issues, the existence of security vulnerabilities in many ways without the safety monitoring center. In order to guarantee the safety to deals, WeChat marketing has been created a secure payment platform which is WeChat Payment, but even now there still has certain risks and potential safety hazard in the process of WeChat trade.

6.1.2 Cannot Determine the Validity of the Information

The user cannot identify the truth of WeChat information, so it caused the user may be deceived. Due to there is not the specific information control center in WeChat, it will be causing the uncertainty and falsity of the information, so it is easy to cause the user's doubt and questioning. In order to solve this problem, WeChat should set up the corresponding information security center to supervise information security and authenticity.

6.1.3 Subject to Regional Restriction

Because of the WeChat spread mainly by means of the WeChat positioning system, this has limited the regional of WeChat marketing, if the WeChat marketing cannot spread widely and well. So in order to serve users better, it can develop the corresponding versions of enterprise and businesses on marketing, and can be better and more accurate for marketing.

6.1.4 The Software Itself is flawed

The software itself is flawed in the fast development of WeChat, such as the phenomenon of getting stuck when more friends added in the Symbian system, thus the influence on the e-commerce of WeChat marketing, that it might miss some of the customers. In most of the time there is a failure for the system platform, there has a great deal of suffering to develop the electronic marketing when the infrastructure is not stable, so should be optimized software to create a better more accurate software and function based on the user groups.

6.2 The Global Development Strategy of WeChat

In April 2011, WeChat as the English name formally entered into the international market, and it starts to support traditional Chinese language and English language interface in October, also increase five regional users blinding mobile phone number, they are Hong Kong, Macao, China Taiwan, the United States and Japan. With the increasing language versions, WeChat has implemented that supports the message registered in December in 100 countries around the world. With the increasing language versions and the product iterations, WeChat will build the data center in the United States, Southeast Asia and other places, which aims to speed up the response speed and further enhance the user experience in the near future. [B3]

7 CONCLUSIONS

Before the advent of WeChat, people's communication style mainly depends on communication system, which is through the telephone, SMS, SNS, Online chat tools, Weibo, mail, etc.. Personally, these communication ways are either dependence on the computer, or need to bear the high cost based on the communication. Since WeChat has been launched by Tencent company, WeChat supports for multiple people talking and chatting with good friends in the form of similar to the SMS, MMS, etc. and the user can send speech short letter, video, images and text by the rapidly network.

WeChat is changing from the simple chat tool into a mobile social networking platform, to meet the need of long-term development, which means WeChat has to service users' life firstly, and then can realize the real value of the product. WeChat as the most popular social network software in China, it not only brings the convenience of life to people, but also provides a new marketing channel for the electronic commerce. Besides WeChat marketing plays indispensably role in the development of electronic commerce, at the same time makes the electronic commerce more deep into people's life.

All in all, WeChat marketing in generally can be explained as people's marketing. The marketing people need to promote themselves first, and let the consumer be attracted to you, have a good impression on you, and then they will pay the attention to your products and buy your products naturally. So after people choosing a good product, the marketing people shall centre on how to set up their own personal brand in the circle of WeChat, afterwards establish a good relationship with your WeChat "Friends". Once you have a good reputation in the heart of friends, selling products will be simple a lot. Remember that people-oriented, is the way of WeChat marketing.

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APPENDIX

QUESTIONNAIRE

Instruction:

- a) Please choose your selection after each question, or in the place of horizontal line fill in the appropriate content.
- b) Please only choose one answer to each question if no special instructions.
- c) Please do not discuss with others when you fill in the questionnaire.

1. What is your gender?

- Male Female

2. What is your age?

- Under 16 years old
 16-24 years old
 25-34 years old
 Over 35 years old

3. Are you using or ever used WeChat?

- YES (Jump to 5) NO (Jump to 4)

4. What is your reason why not use WeChat?

- Do not use smart phone
 Do not know WeChat, but have a smart phone
 Use the other similar applications
 Do not need to use instant messaging tool
 Others (End of the answer)

5. What is your main purpose of using WeChat? (Multiple choice)

- Chatting with friends Interact with friends at the “Moments”
 Read the news Receiving Email
 Multi Text Voice prompt
 Transfer files Obtain information from the public WeChat
 Others (*Please specify*)

6. Do you know the WeChat public platform?

- YES (*Jump to 7*) NO (*Jump to 12*)

7. The number of public platform account you are focus on?

- A. 0 (*Jump to 12*)
 B. 1-10
 C. 11-20
 D. Over 20

8. How often do you use WeChat public platform?

- Never 1 2 3 4 5 Everyday

9. Dose the information helpful which from WeChat public platform?

- Did not help at all 1 2 3 4 5 Very helpful

10. Will you participate in the activities that push by the users of public platform?

- Will not 1 2 3 4 5 Always do as long as they see

11. Will the dealers promote you to buy a commodity through the information from public platform?

- Never 1 2 3 4 5 Very much

12. Have you ever added some private businesses as a friend (Not a public platform)?

YES (Move to next one)

No (*Jump to 15*)

13. How do you know the information from the WeChat merchants? (Multiple choice)

Have ever buy

Other social networking sites

Search the people nearby

Friend recommended

Others (*Please specify*)

14. What is your frequency of shopping through the private merchants or get the product information directly from WeChat?

Never 1 2 3 4 5 Frequently

15. Do you think of the pushed information from WeChat merchants will be more reliable than the other social networking sites?

Total disagree 1 2 3 4 5 Total agree

16. Would you like to forward the good activity or product which you consider as good to your "Moments"?

Unwillingness 1 2 3 4 5 Would love to do

17. Do you think that WeChat marketing is more acceptable than other marketing methods?

Total disagree 1 2 3 4 5 Total agree