

The optimization of marketing communication strategies
of WeChat Based on Shenzhen New Oriental School

MBA

UDC F27 10533
 005 _____

The optimization of marketing communication strategies of WeChat Based on Shenzhen New Oriental School

MBA

AISAS

AISAS

The optimization of marketing communication strategies of WeChat Based on Shenzhen New Oriental School

ABSTRACT Along with the development of Internet technologies, mobile Internet and social media is increasing, the consumer demand present the characteristics of decentralization and diversification. In the new communication environment, How can the enterprise accurately sent brand value of enterprise, product and service information to customers to meet customers realizing accurate marketing becomes an important way for enterprises to stand out in the competition.

Based on the related theories and literature research of marketing management, this paper conducted the optimization of WeChat marketing communication strategies in ShenZhen new Oriental school as a practical case. The company's WeChat marketing communication strategies has many problems and deficiencies. the main problem lies in the lack of overall planning and operation mechanism of WeChat marketing communication system, which leads to the low coordination of WeChat marketing and other marketing forms, and reduces the marketing effect.

This paper is b3(i)-3(catcu)BT48c1 0 0 1 1e()7-40(t)4(h)-3(e)8c1ceisting WeC

speed, convenient Wechat name entry, and users generated good interaction; Through the convenient online recommendation system, the new students can be promoted more easily, creating more positive word-of-mouth content and encouraging the spread of the users by forwarding and sending gifts.

Finally, in order to ensure the smooth implementation of WeChat marketing communication system, respectively from the product system, It provides guarantee measures from product system, price channel, organization and resources, and provides basic guarantee for the operation of WeChat marketing communication system.

Keywords:WeChat marketing; Market environment; Consumers characteristics; AISAS marketing model

Classification: F27

1	1
1.1	1
1.2	2
1.2.1	2
1.2.2	2
1.3	2
1.4	3
2	4
2.1	4
2.1.1	4
2.1.2	4
2.2	5
2.2.1	5
2.2.2	6
2.3	7
2.3.1	7
2.3.2	8
2.4 AISAS	11
3	14
3.1	14
3.1.1	14
3.1.2	14
3.1.2	18
3.2	20
3.3	21
3.3.1	21
3.3.2	23
3.3.3	23
3.3.4	24
3.3.5	25
3.3.6	25

4.1.1	26
4.1.2	26
4.2	AISAS	33
4.2.1	35
4.2.2	35
4.2.3	37
4.2.4	38
4.2.5	39
5	41
5.1	41
5.2	42
5.3	42
5.4	44
6	46
6.1	46
6.2	46
	48
	51

1

1.1

	40		[1]	2017
6		7.51	2016	1992
	54.3%	2016	1.1	7.24
	2016	2830		2016
95.1%	96.3%			

APP

2011 11

	2017	&	[2]	2017 7
		8.89		2016 12
			1742.5	1000
	4.54%			26.2%

AISAS

APP

AIDMA

/

APP

1.2

1.2.1

AISAS

1.2.2

AISAS

AISAS

1.3

1

AISAS

2

AISAS

3

AISAS

1.4

AISAS

2

2.1

2.1.1

20 90 20

[7]

[8]

4P

[9]

2.1.2

1

2

3

4

/

5

6

2.2

2.2.1

[10,11]

2.2.2

1

2

3

2.3

2.3.1

[12]

MBA

QQ

2.3.2

	2017	&		2016
12		8.89		1742.5
2016	4.54%	APP		1967

1000

1

2

		APP		2016
		67.5%		32.5%
2	1	2015	1.8	1
		26		36

3000 42.6%
14.4% 10.8% 46.7% 40.4% 25.3%

3
[13]

[14,15]

QQ

QQ

QQ

QQ

QQ

[16]

Here Comes Everyday The Power Of

Organizing Without Organizations

QQ

4

5

6

2.4 AISAS

1898	Lewis	AIDA			
			19	20	Hall
	AIDMA	AIDMA			5
				2-1	5
		AIDMA			
			AIDMA		

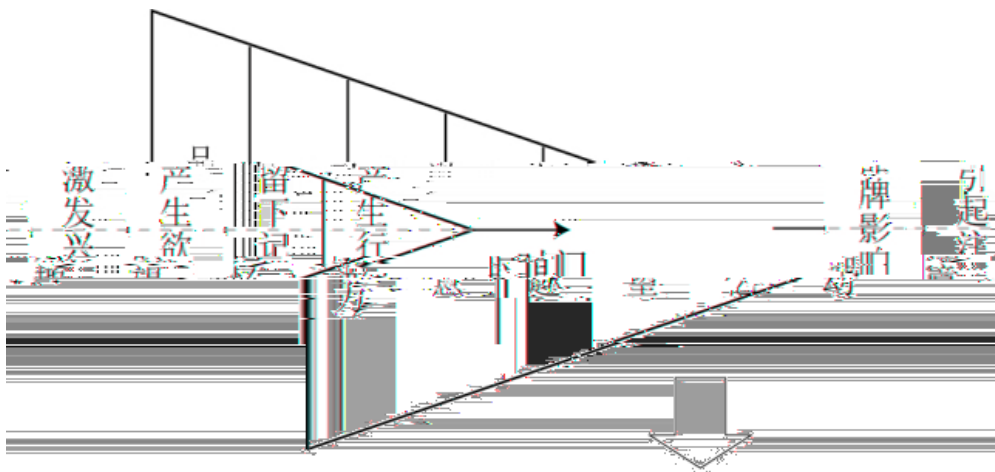
2-1 2-2

2-1 AIDMA AISAS

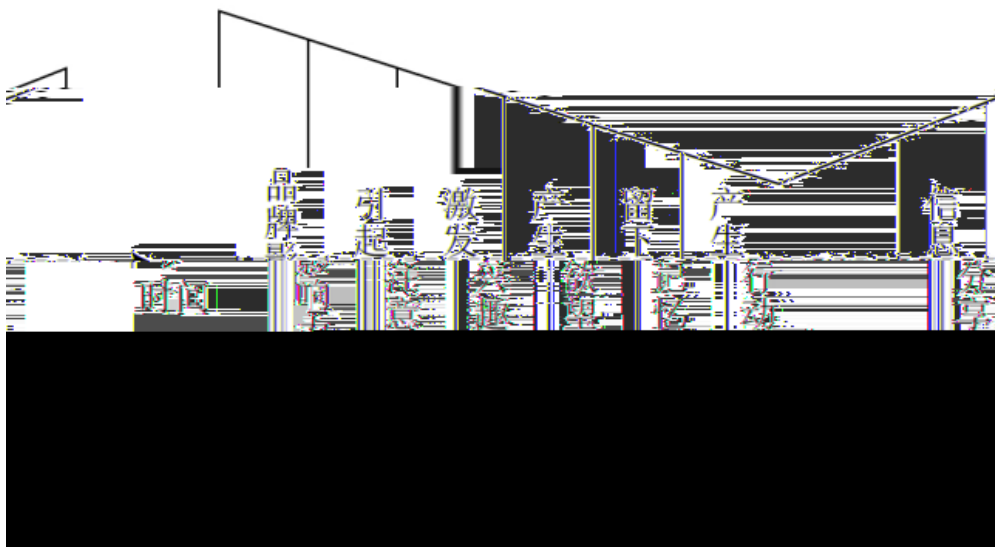
AISAS

Search

Share



(1) AIDMA模型



2-1 AIDMA AISAS

AISAS

Fumito

AISAS

5

Ritsuya

AISAS

Chang

AISAS

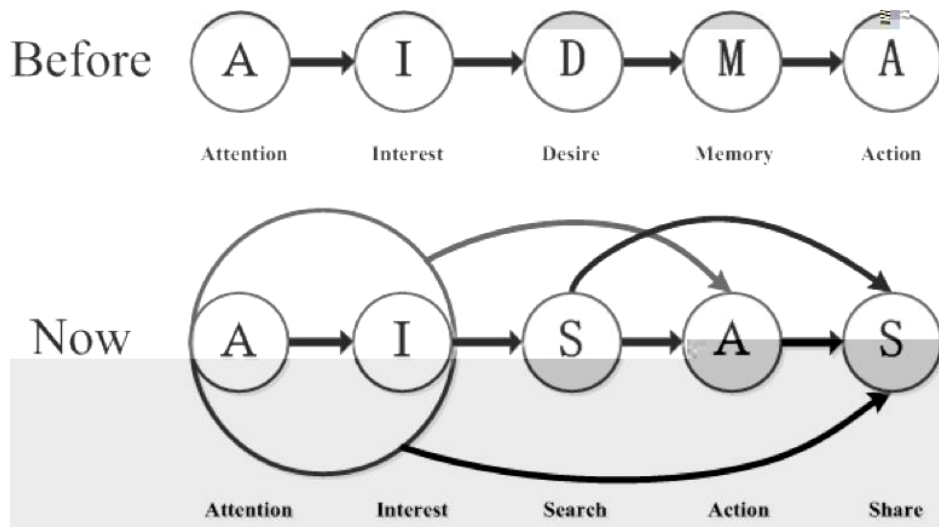
30

800

Barletta

AISAS

Verklin



2-2 AIDMA

AISAS

AISAS

AISAS

Fukui

AISAS

Lin

AISAS

AISAS

AIDMA

3

3.1

3.1.1

2016				2016	
()2310	2015	114	5.19%	
545	2015	20	3.81%		1765
2015	94	5.63%		195.86	2015
8.14		4.34%	44.24	2015	2.55
6.12%	55.34		2015	2.63	4.99%
17.59	2015	1.28	7.84%		13
11.23		689		130.74	
24		7.46		1579	46.33
4		970		1	51

1200

3.1.2

20 80

[20]

3-1

1

3-1

K12

K12

3-2

2010

21

2

6

2016

2017

5
19

2017

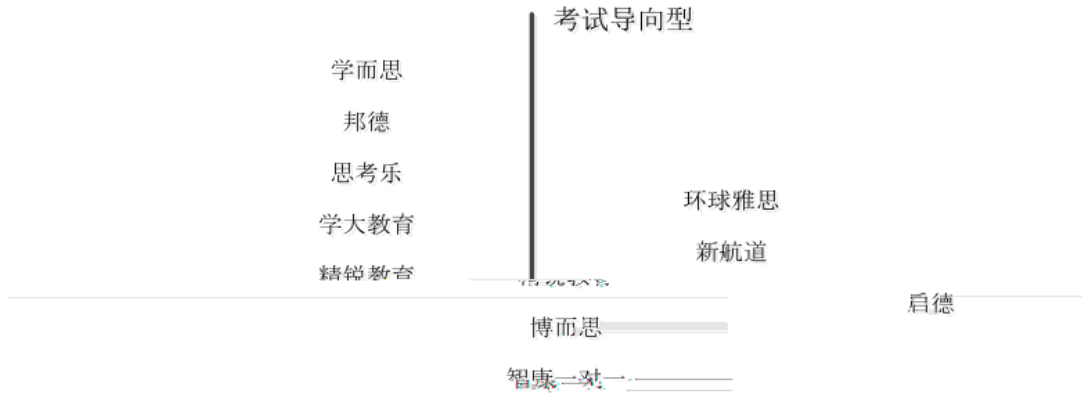
5

49

1-3 4 - 3
1 1 .

62

K12



出国留学

K12基础教育

邦德
 华尔街
 英孚
 启德
 英孚
 韦德

能力导向型

3-2

AP

TOFFLE GRE GMAT SAT ACT
IELTS A-level

3

4

K12

5

3.1.2

1

1993 11 16

3.1.3

3.3

2006 9 7

2017 5 31

65

77

855

20

22000

170000

2003

/

TOEFL

GRE

GMAT

SAT

ACT

TOEFL

TOEFL

GRE GMAT SAT ACT TOEFL

VIP

16

100

2

/

TOEFL

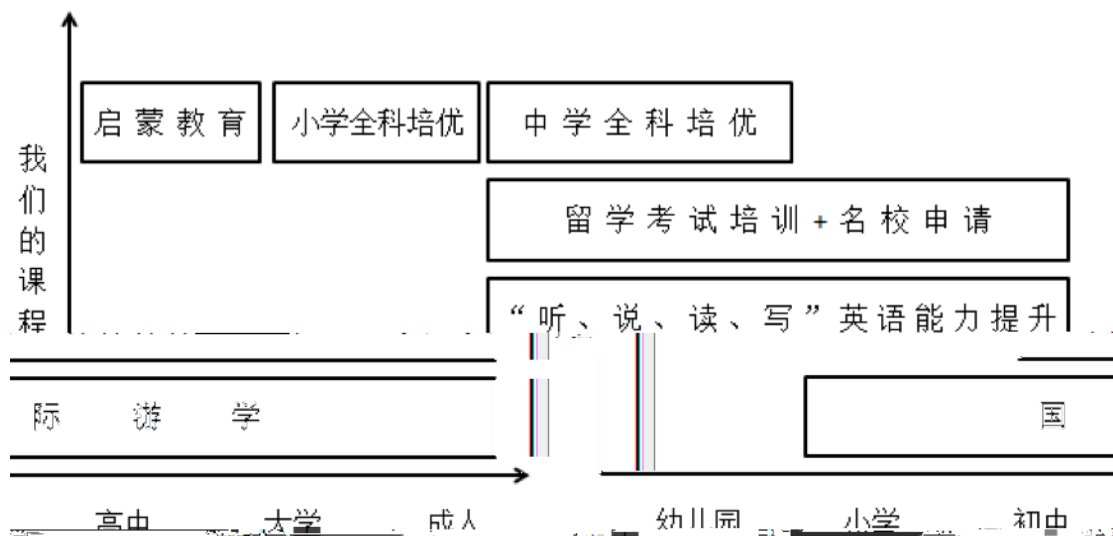
GRE GMAT SAT ACT TOEFL

TOEFL

GRE GMAT SAT ACT TOEFL

VIP

3-3



3-3

3.2

16964 2006 15236 11%
 2016
 3-1 2017 74753
 4388 2016 91295 6436
 3-2 >500 >50 2017
 27 2016 51 50%

3-3

3-1

2016	5741	5366	375	15236	26%
2017	4834	3521	1313	16964	16%

3-2

2016	91295	6436	7%
2017	74753	4388	6%

3-3

500 or 50	2016	2017
	7	-
	4	1
	2	4
	8	9
	6	-
	2	1
	6	6
	12	6
	4	-
	51	27

3.3

3.3.1

1

2

3

3.3.2

2017

2017 6

8

8-9

9

12

2017

3.3.3

3-4

3-4

	1 2 3	1 2 1-2 18
	1 2	

3.3.4

SEO

SEO

3.3.5

3.3.6

4

4.1

4.1.1

4.1.2

AISAS

+ =

AISAS

1

[21]

[22]

[23]

2014 8 7

[24]

4G

HTML5

[25]

[26]

[27]

[28]

[29]

;

[30]

[31]

2

CNNIC

AISAS

CNNIC
6.68 7.24 92.3%
2017 6 6.92 7.51
9
2017
80.8% 16.9%

2016
[32] 32.5% 2 1 2015 67.5%
1 36 26 1.8

2016
3000 42.6%
10.8% 40.4% 25.3% 14.4%
46.7%

2016
10 36% 94% 30 55% 61%

1 32%
2015

2

Wechat 4.86 57.3%
86.1%

3 AISAS

[33]

AISAS

AIDMA

AIDMA

AIDMA

AIDMA

1920

AISAS

AISAS

2005

Interest Search Action

Search

Share^[34]

AIDMA

AISAS

Attention

Interest

Search

Action

Share

AIDMA

AISAS

a

AIDMA

A I D M A



4-1 AISAS

b

Memory

1

7

c

[36]

d

AIMDA

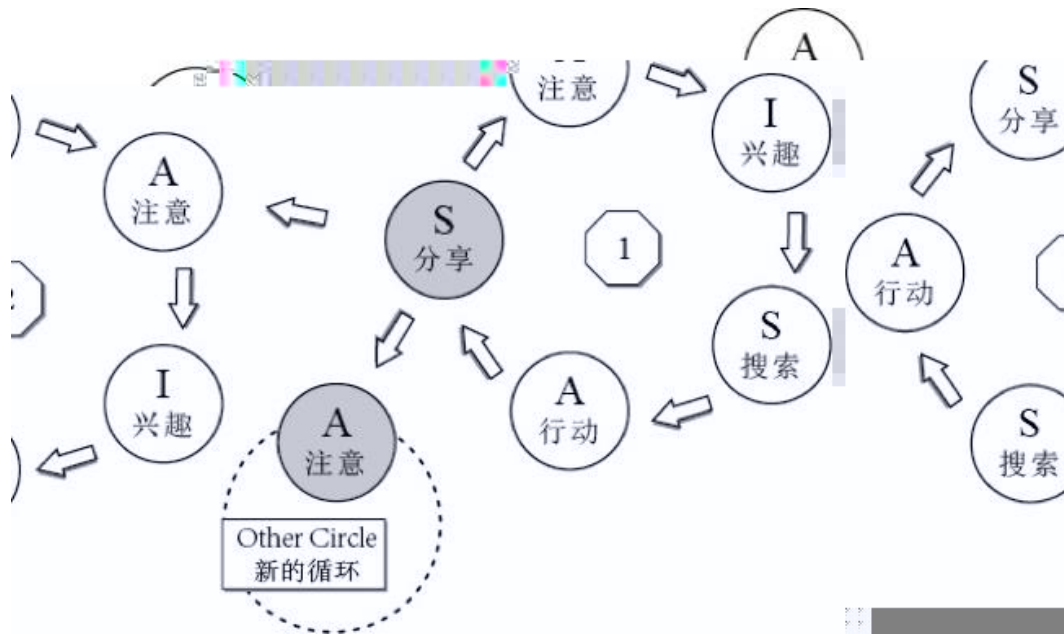
Action

AISAS

AISAS

4-2

[37]



4-2 AISAS

4.2 AISAS

Nicosia

AISAS

Nicosia

Nicosia

AISAS

SOR

=F

-Search

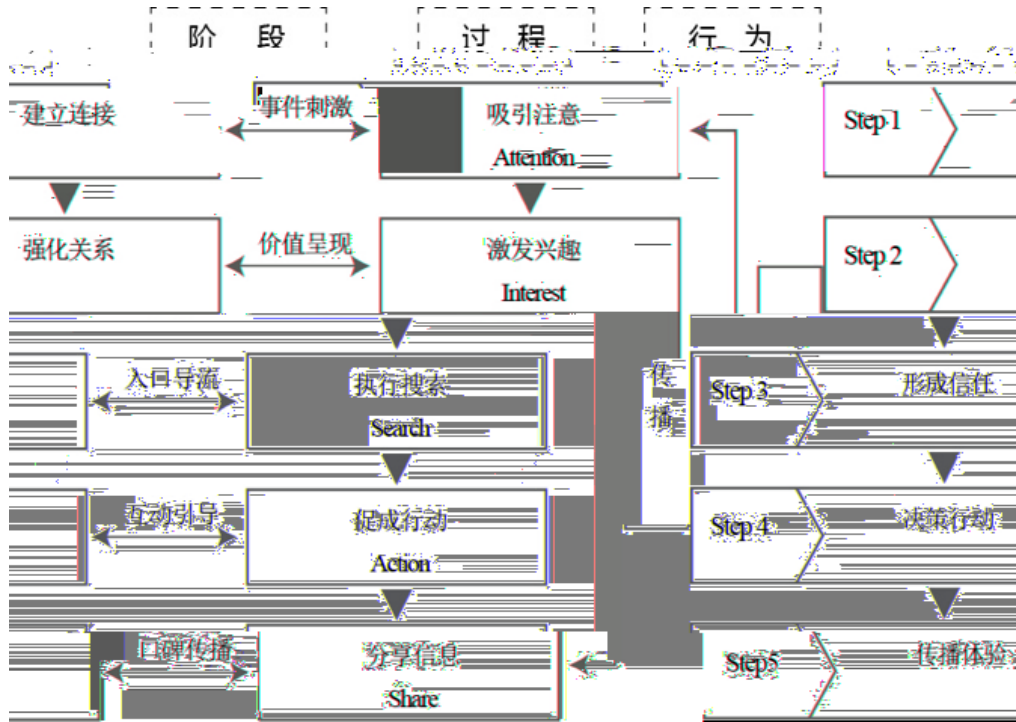
-Action

-Share

-Interest

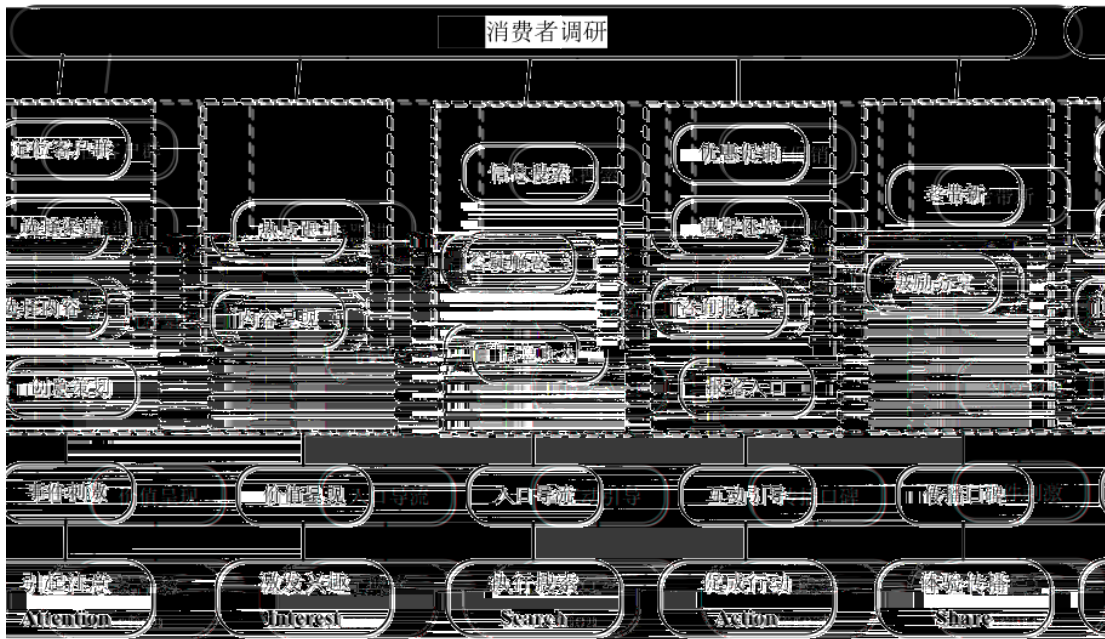
4-3

[38]



4-3

4-4



4-4

4.2.1

3

[40]

4.2.2

[41]

4.1

[48]

24

4-1

1

2

1

2

1

2

4.2.3

[42] DCCI
60.74%

[43]

SEO

SEM

QQ

KOL

4.2.4

4.2.5

[46]

/

[49]

5

5.1

2003

14

1

30

2

3

5.2

QQ

5.3

1

K12

K12

K12

2

3

4

5.4

985/211

K12

6

6.1

AISAS

+ =

AISAS

AISAS

- -

6.2

-
- [1] (CNNIC). 40 [R], 2017.06
- [2] . 2017 & [R], 2017.7
- [3] Don E. Schultz , Stanley I Tannenbaum , Robert F. Lauterborn. Integrated Marketing Communications:Putting It Together&Making It Work[M]. Lincolnwood:NTC Business Books, 1992.
- [4] Philip Kotler, Kevin Lane Keller. Marketing Management[M].Pearson Education Limited,2013.
- [5] Philip Kotler Gary Armstrong. Principles of marketing[M].Pearson Education Limited,2016.
- [6] George E.Belch, Michael A. Belch, [J]. ,2000.
- [7] Rafi A.Mohammed, et al. [M]. , 2004.
- [8] Judy Strauss, Raymond Frost. E-Marketing, [M].Pearson Education Limited, 2010.
- [9] , . [M]. , 2005.
- [10] . [J]. , 2011(4):117-117.
- [11] . [J]. , 2010(16):28-29.
- [12] . [M]. , 2013.
- [13] , . [J]. , 2013(11):50-52.
- [14] , . [J]. , 2017(2):31-33.
- [15] , , . [J]. , 2017(3):54-57.
- [16] Schneier B. Here Comes Here Comes Everybody (review of Here Comes Everybody: The Power of Organizing Without Organizations by C. Shirky) [Books][M]. IEEE Press, 2008.
- [17] , . AISAS [J]. , 2015, 37(4):126-128.
- [18] . AISAS [D]. , 2009.

-
- [19] . AIDMA [D]. , 2013.
- [20] Michael E.Porter. Competitive Strategy[M]. Simon & Schuster US, 2004.
- [21] . [J]. , 2014(11X):258-258.
- [22] . [J]. , 2014(22):259-259.
- [23] , . [J]. , 2014(11X):373-373.
- [24] . [J]. , 2014(6):53-53.
- [25] , . [J]. , 2013(11):50-52.
- [26] . [J]. , 2014(20):50-51.
- [27] . [J]. , 2013(16):19-21..
- [28] . SoLoMo [J]. , 2013(22):88-89.
- [29]

-
- [40] . . . [J].
2014(23):246-247.
- [41] . . . [J].
2014(35):139-139.
- [42] . . . [J].
2015(2):64-65.
- [43] , . . . 4C
[J]. . . . 2015(1):17-19.
- [44] . . . [J]. . . . , 2015(5):190-191.
- [45] . . . [J].
2015(6):191-192.
- [46] . . . [J]. . . . 2014(23):15-16.
- [47] . . . [D]. . . . , 2014.
- [48] , . . . [J].
2013,32(8):117-119.
- [49] , . . . [J].
2015(16):138-139.
